

2026 U.S. Insurance Benchmarking Study PUBLISH DATES



Study	Description	Release*
NEW Life & Annuity Distribution Partner Experience Study	Uncovers the key challenges and high-potential opportunities companies must address to more effectively engage with agents and advisors, meet their evolving needs, and drive long-term growth through stronger partnerships.	Publish: February 26, 2026 Press Release: March 5, 2026
Property Claims Satisfaction Study	Provides an analysis of customers' perceptions of their insurer's performance throughout the entire claims experience, from first notice of loss (FNOL) through the repair of their property.	Wave 1 Publish: June 25, 2025 Wave 2 Publish: October 15, 2025 Wave 3 Publish: March 10, 2026 Press Release: March 17, 2026
Insurance Shopping Study	Examines the entire auto insurance policy selection process to understand which customers are shopping; what triggers their shopping behavior; their attitudes and perceptions of auto insurance brands; and how they make their final purchase decision.	Wave 1-2 Publish: September 18, 2025 Wave 3 Publish: January 7, 2026 Wave 4 Publish: April 21, 2026 Press Release: April 28, 2026
Insurance Digital Experience Study	Provides an analysis of shoppers' and customers' perceptions of a company's digital channels and explores the correlation between website and mobile app updates/enhancements and engagement.	Publish: May 7, 2026 Press Release: May 13, 2026
Auto Insurance Study	Provides national and regional analyses of customers' perceptions of their auto insurer's ability to meet their expectations and also explores the correlation between customer satisfaction and financial performance, particularly retention levels.	Wave 1 Publish: August 19, 2025 Wave 2 Publish: November 19, 2025 Wave 3 Publish: February 11, 2026 Wave 4 Publish: June 2, 2026 Press Release: June 9, 2026
Small Commercial Insurance Study	Identifies key industry trends and issues in the small business commercial market and provides an in-depth understanding of the needs, expectations, and desires of today's small-business customers.	Publish: August 11, 2026 Press Release: August 18, 2026
Home Insurance Study	Examines overall customer satisfaction with their experiences with homeowners and renters insurance and identifies behaviors at each customer touch point that most impact satisfaction and customer retention.	Wave 1 Publish: March 25, 2026 Wave 2 Publish: September 8, 2026 Press Release: September 15, 2026
Independent Agent Satisfaction Study	Describes how satisfaction among independent agents and brokers impacts the profitability of an insurance company; examines how each service event in the relationship between an agent or broker and their insurer impacts their overall perception of the company; and identifies critical service standards that drive higher satisfaction.	Publish: September 23, 2026 Press Release: October 1, 2026

Custom pricing available for multiple study and multiple year subscriptions.

* Publish and press release dates subject to change

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Study	Description	Release*
Life Insurance Study	Analyzes the needs and expectations of today's life insurance customers and provides insights into how insurers can improve customer satisfaction and advocacy and deepen customer relationships.	Wave 1 Publish: April 7, 2026 Wave 2 Publish: October 1, 2026 Press Release: October 8, 2026
Annuity Study	Analyzes differences in KPI impact and factor weights for high net worth individuals; explores the advisor-client relationship; and benchmarks the degree to which customers feel the annuity product meets their current and long-term needs	Wave 1 Publish: April 16, 2026 Wave 2 Publish: October 22, 2026 Press Release: October 28, 2026
Auto Claims Satisfaction Study	Provides insights into how insurers can not only continue to improve customer satisfaction with the claims process, but also how they can differentiate themselves in order to ensure retention and advocacy, both of which are critical to growth and profitability.	Wave 1 Publish: January 27, 2026 Wave 2 Publish: April 22, 2026 Wave 3 Publish: July 9, 2026 Wave 4 Publish: October 20, 2026 Press Release: October 27, 2026
Claims Digital Experience Study	Explores the experience for auto and property claimants who utilized a digital channel (desktop, mobile or app) at any point during the claims process from FNOL through settlement.	Publish: November 17, 2026 Press Release: December 1, 2026

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