

# AUTO INSURANCE SHOPPING COOLS IN Q4

Auto insurance shopping declined, while Home and Renters shopping rose this quarter

Switching for Auto, Home, and Renters insurance all declined in Q4

Note: due to data cleaning as part of an overall enhancement of the product, switch rates for home and rent will differ slightly from previously reported numbers

## AUTO INSURANCE

## HOME INSURANCE

## RENTERS INSURANCE

Q4 Shopping declined slightly over prior periods

Q4 Switching has declined over last quarter

Q4 Shopping is up over last quarter and 2024

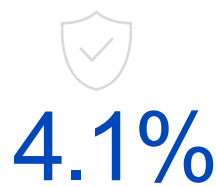
Q4 Switching declined over last quarter and 2024

Q4 Shopping is up slightly over prior periods

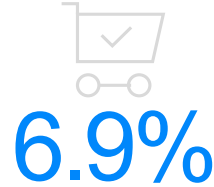
Q4 Switching declined sharply over last quarter and 2024



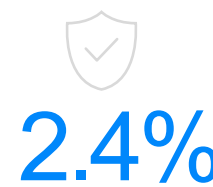
YoY: -0.3 PP QoQ: -0.2 PP



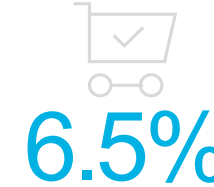
YoY: -0.1 PP QoQ: -0.4 PP



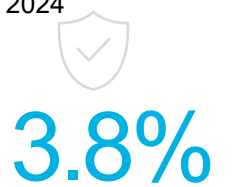
YoY: +0.4 PP QoQ: +0.3 PP



YoY: -0.2 PP QoQ: -0.4 PP



YoY: +0.1 PP QoQ: +0.1 PP



YoY: -0.9 PP QoQ: -1.2 PP

\$3,192

\$3,214

Among switchers, the **median** amount of premium moving carriers is more than \$3,200

Highest Home Quotes to Bundlers



Highest Home New Business to Bundlers



Highest Renters Quotes to Bundlers



Highest Renters New Business to Bundlers



### AUTO LOYALTY TRACKER – Q4 25

% of incumbent customers who defected

#### Higher Loyalty

1. NJM
2. USAA
3. COUNTRY
4. Erie
5. Plymouth Rock

#### Lower Loyalty

1. Root
2. The Hanover
3. Direct Auto
4. National General
5. American Family (tie)
5. Amica (tie)

### HOME LOYALTY TRACKER – Q4 25

% of incumbent customers who defected

#### Higher Loyalty

1. Shelter
2. Erie (tie)
2. COUNTRY (tie)
2. USAA (tie)
5. NJM

#### Lower Loyalty

1. Mercury
2. CSAA (tie)
2. The Hanover (tie)
4. Liberty Mutual
5. Allstate (tie)
5. ACG (tie)

### RENTERS LOYALTY TRACKER – Q4 25

% of incumbent customers who defected

#### Higher Loyalty

1. Travelers
2. USAA
3. ACSC
4. State Farm
5. Erie

#### Lower Loyalty

1. CSAA
2. American Family
3. Farmers
4. Liberty Mutual (tie)
4. Allstate (tie)

**Note: Loyalty Tracker based on carriers with more than 200 responses in a quarter**

# INSURANCE SHOPPING LIST REPORT

**Auto and Home Insurance shopping increased in November and December following declines**

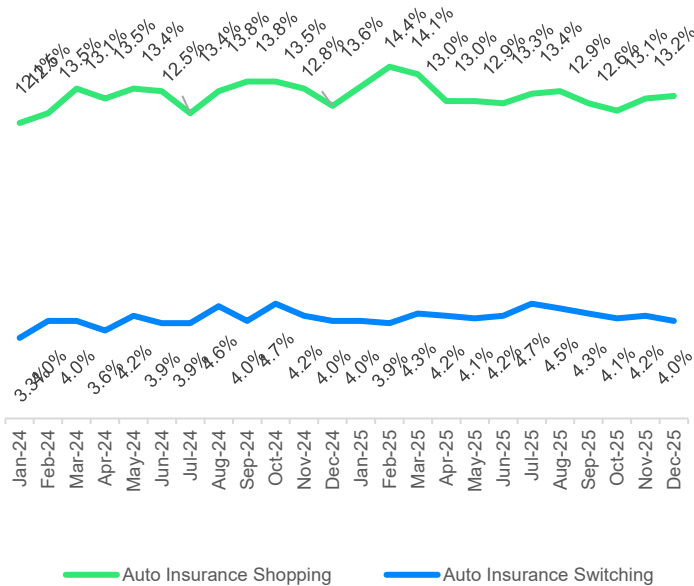
Note: due to data cleaning as part of an overall enhancement of the product, switch rates for home and rent will differ slightly from previously reported numbers

Home and renters insurance switching saw sharp declines in November and December



## AUTO INSURANCE

Auto Shopping and Switching Rates by Month

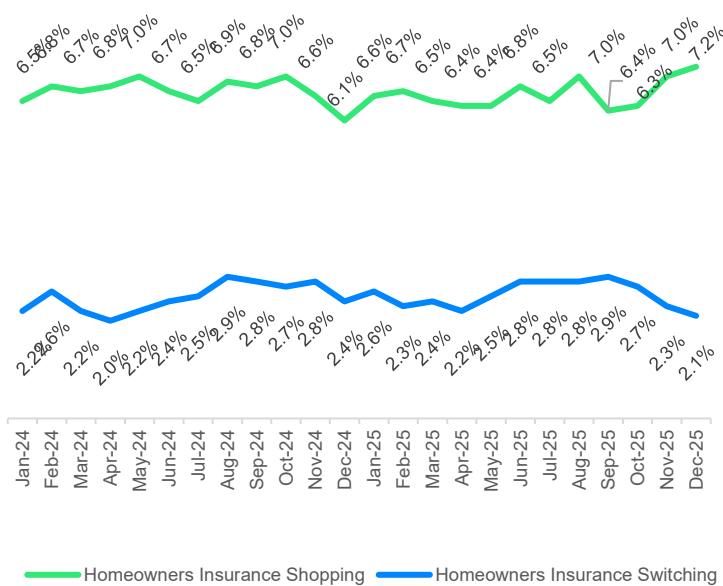


After continued declines in shopping in October, shopping rates increased steadily in November and December, while switching declined slightly in October increasing in November and falling again in December



## HOME INSURANCE

Home Shopping and Switching Rates by Month

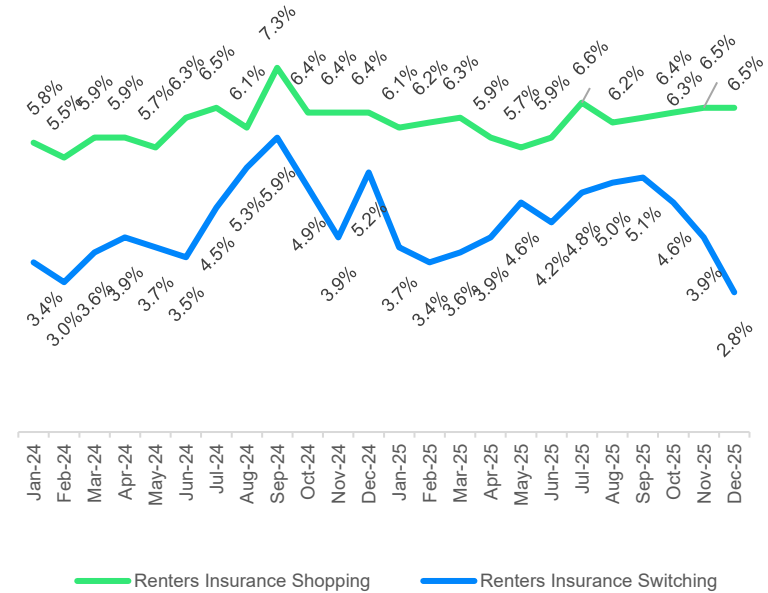


Shopping increased in November and December while switching declined considerably during the same months



## RENTERS INSURANCE

Rent Shopping and Switching Rates by Month



Renters insurance shopping has remained steady in October through December, while switching declined sharply during the same period

QUARTERLY SHOPPING LIST REPORT – Q4 2025

# U.S. P&C INSURANCE

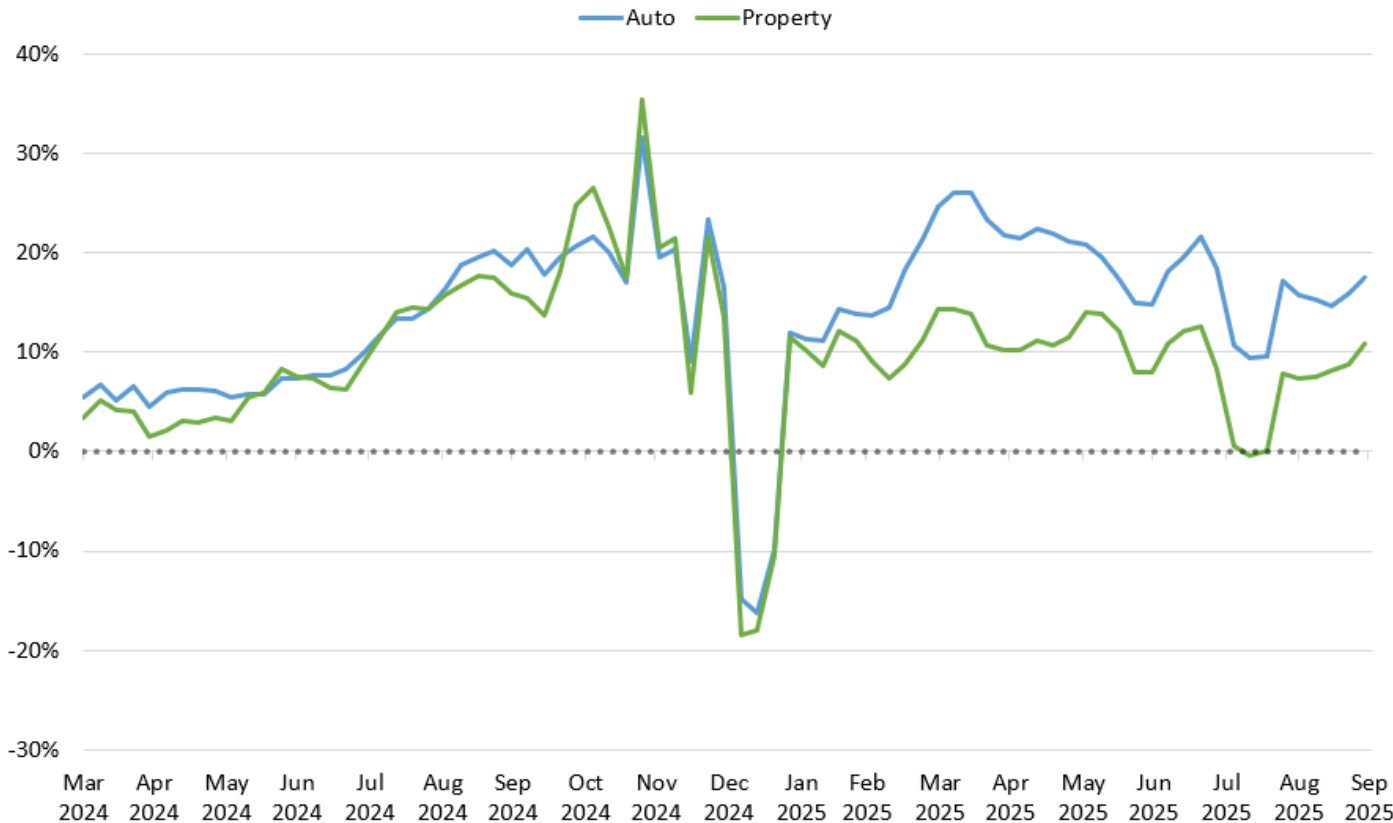
## Shopping remains active but has decelerated, with March as the benchmark peak

- Through September, shopping increased for both auto and property 12.1% and 1.3% year-over-year, respectively.
- For Auto,
  - Consumers with lower credit-based insurance scores have driven most of the shopping activity.
  - For most of the year, the Northeast region dominated shopping activity, but by September, the west nearly matched it.

### For Property,

- Consumers with lower credit-based insurance scores led shopping activity earlier in the year. As of September, the gap among all credit-based insurance score segments has narrowed significantly.

Year-over-year percent change in number of insurance shoppers by line of business



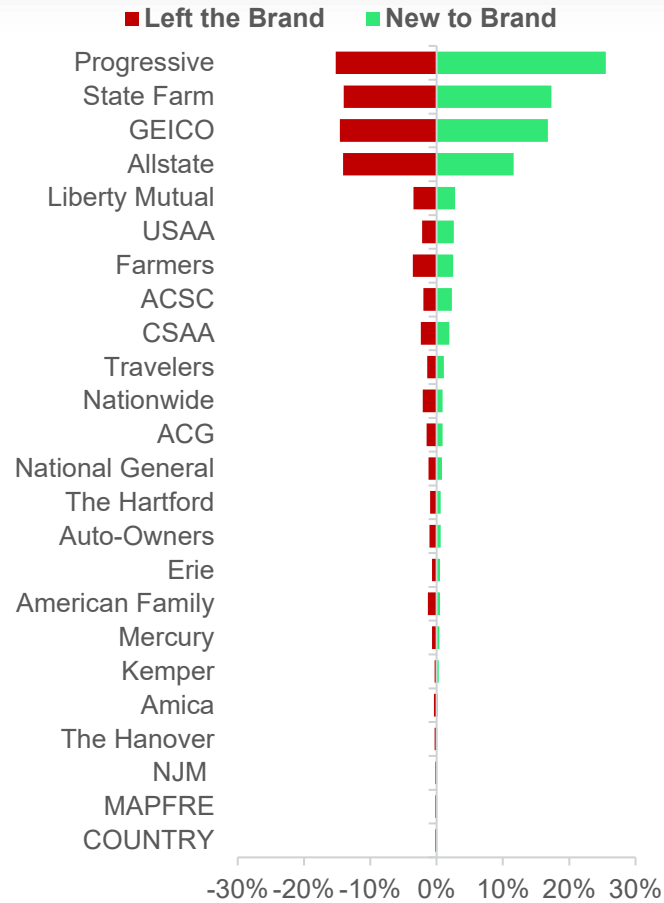
Source: TransUnion Internal Data.  
 Note: YoY Percent change is calculated on a weekly basis using 3-week moving average over 18-month rolling period

Thanksgiving week in 2024 fell a week later than in 2023, resulting in timing gaps in the comparison for the final two weeks of November and December 2024.

# IN FOCUS – 2025 WINNERS AND LOSERS

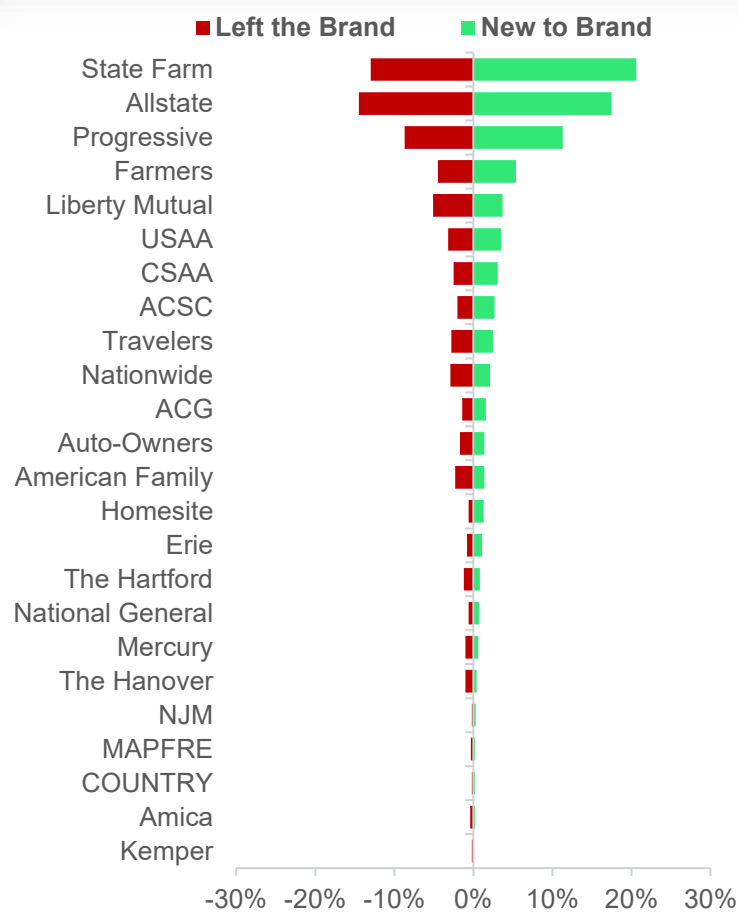
Progressive saw the highest growth with auto policies outpacing State Farm, while State Farm led the industry with new home policies

## AUTO INSURANCE 2025 INFLOW/OUTFLOW



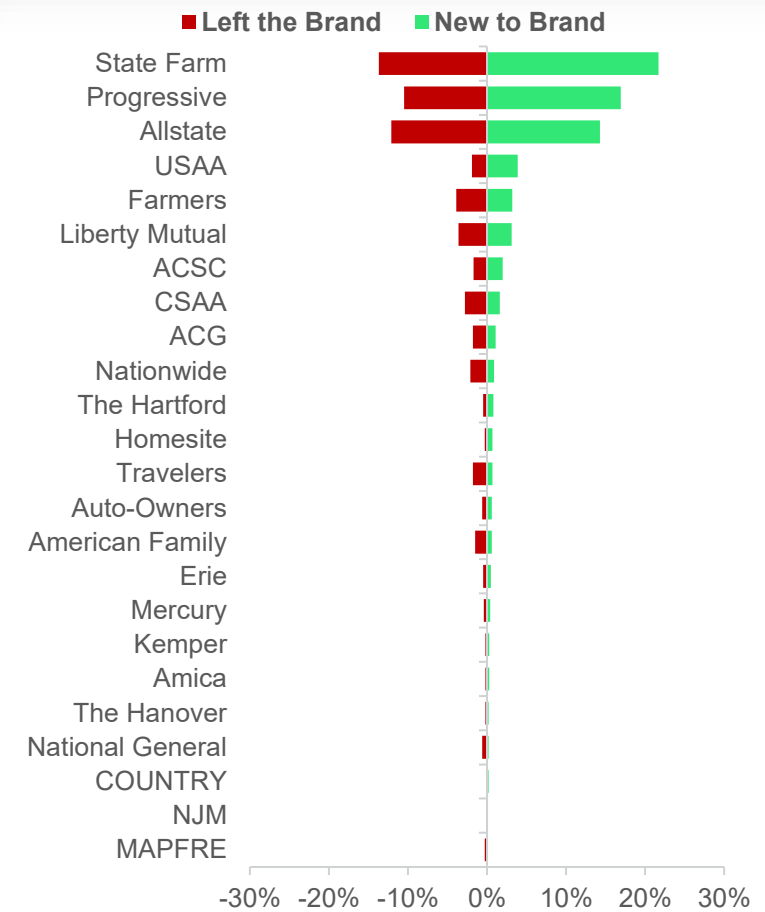
Progressive had the highest percentage of new business but also the highest rate of churn in 2025

## HOME INSURANCE 2025 INFLOW/OUTFLOW



State Farm gained the most new homeowners customers while Allstate lead in churn

## RENTERS INSURANCE 2025 INFLOW/OUTFLOW



State Farm gained the most new renter policies but also had the highest churn

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#### About J.D. Power Insurance Intelligence

J.D. Power is the nation's leading insurance customer intelligence and CX advisory company. We work with every top 20 U.S. P&C carrier to equip industry leaders with indispensable insights, solutions, and tools to achieve their mission-critical priorities and build the successful organizations of tomorrow. Our unrivaled combination of expert-led, independently-sourced and data-driven research steers clients toward the right decisions on the issues that matter most.

#### About TransUnion Insurance

TransUnion is a global information and insights company that makes trust possible in the modern economy. We do this by providing a comprehensive picture of each person so they can be reliably and safely represented in the marketplace. As a result, businesses and consumers can transact with confidence and achieve great things. We call this Information for Good®.

#### About J.D. Power Loyalty Indicator & Shopping Trends (LIST)

The J.D. Power Insurance LIST provides a unique daily, competitive view of auto, homeowners, and renters insurance shopping and loyalty behaviors for the top carriers in the national and state-level markets. The consumer behavior data captured reveals who shoppers are, where they are shopping, and which brands they are considering, as well as the household composition, and what other ancillary products they have.