

Qtr Chg

**11.4%** Quarterly Quote Rate



**3.3%** Quarterly Switch Rate



### Quarterly Quote Rate – By Region Q1 21

Most Quoted Carrier by Each Region

**1. SOUTH** **12.1%**

Most Quoted Carrier: **GEICO**

**2. WEST** **11.8%**

Most Quoted Carrier: **GEICO**

**3. MIDWEST** **11.1%**

Most Quoted Carrier: **StateFarm**

**4. NORTHEAST** **9.6%**

Most Quoted Carrier: **GEICO**

## Shopping Activity Returns to Pre-Pandemic Cyclical

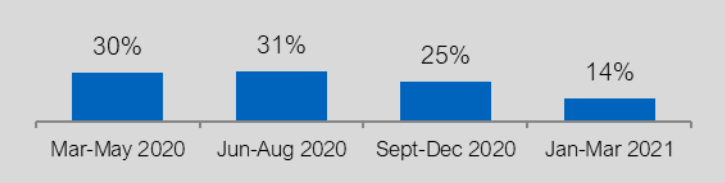
Quote volumes leveled-off in Q1 2021 as consumer shopping patterns continue to return to pre-pandemic levels, while switching remained relatively steady at 3.3%, in the national auto insurance shopping markets tracked by J.D. Power.

During the early part of the pandemic, the industry experienced surges in activity driven primarily by segments of the market whose employment status had been negatively affected.

Across all auto insurance consumers, nearly half (46%) took action to help manage insurance costs since the pandemic began. Actions such as increased shopping, reducing coverages, switching to a new carrier, or even cancelling a policy.

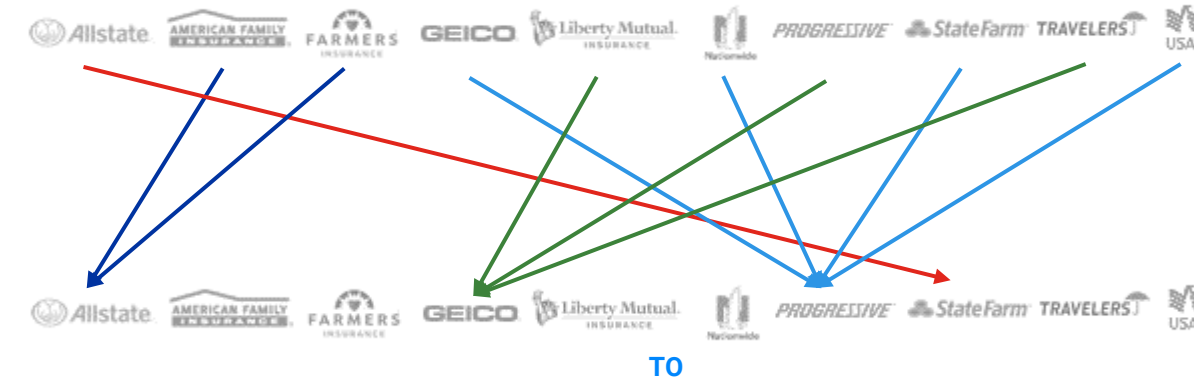
Nearly 1/3 (30%) of consumers made changes to their policy between March and May, while actions have steadily decreased since as consumer outlook improved. 78% of customers who have not already taken action(s) to manage costs do not plan to in the next six months. Consumer shopping behaviors overall are now falling in line with more cyclical norms.

One Year Later: When did you make changes to manage costs?



### J.D. Power Carrier Switching Trends by Largest Rival – Q1 21

The carrier that each brand is losing the most business to



### J.D. Power Loyalty Tracker – Q1 21

% current customers shopping vs prior quarter

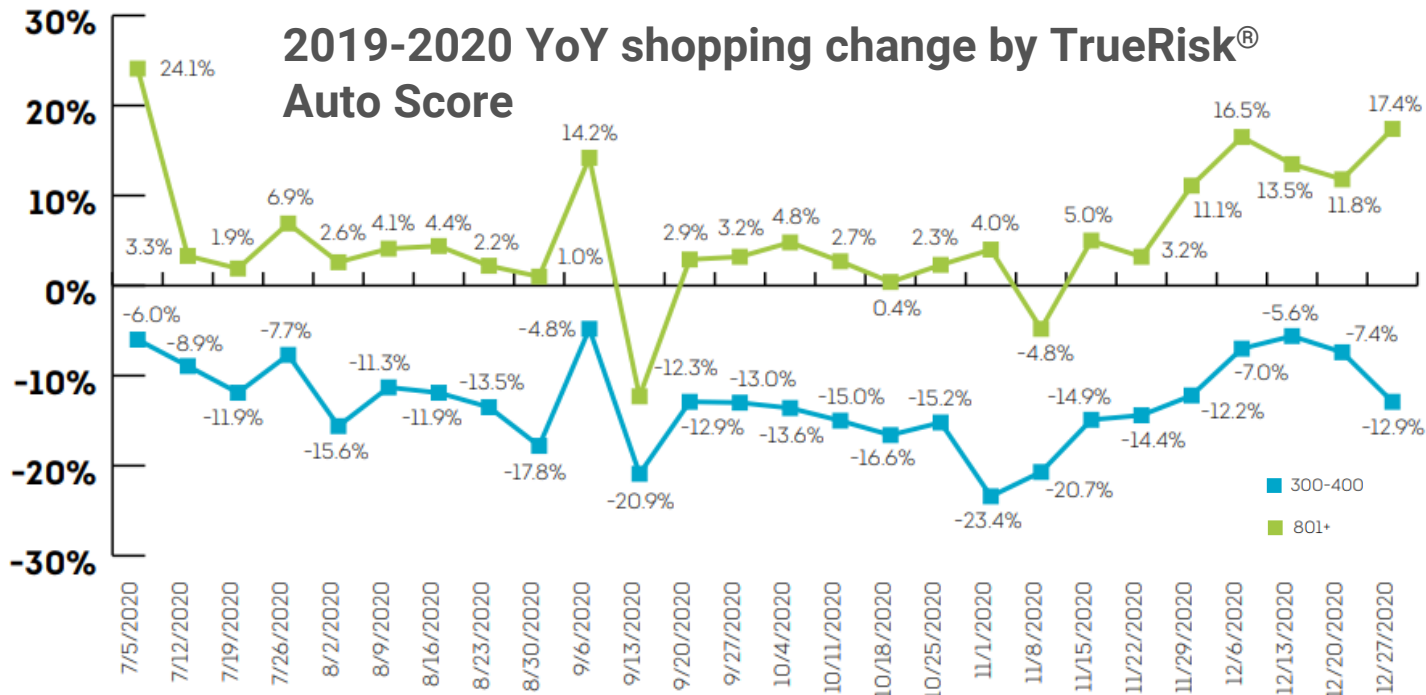
#### Increased Loyalty

- The Hanover
- ACG
- Safeco
- The Hartford
- CSAA

#### Decreased Loyalty

- Kemper
- COUNTRY Financial
- MAPFRE
- Erie Insurance
- Amica Mutual

**Higher-risk consumers continued to shop less in 2020**



The YoY shopping trend remained flat to slightly elevated for the lowest-risk group (801–900 TrueRisk Auto Score, TransUnion’s credit-based auto insurance score) with a notable surge in July and December, while the highest risk tier (300–400 TrueRisk Auto Score) continued to trend significantly below 2019, suggesting that economic recovery may remain a challenge for this particular group.

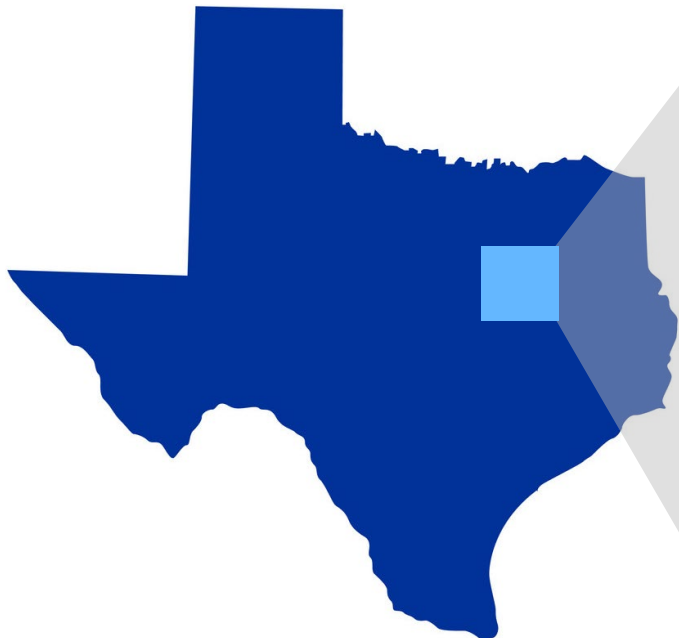
Overall, post-Thanksgiving shopping was on the rise, in part due to an increase in new car sales. “With the promising news of vaccine approvals in November and strong stock market performance, consumer confidence started to improve, which is ultimately reflected in auto insurance shopping,” says David Drotos, Vice President of Insurance Solutions at TransUnion.

Source: [TransUnion Q1 2021 Insurance Shopping Report](#)



**IN FOCUS QUARTERLY:**  
**Texas Q1 Weather Storm Event**

The winter storms that struck Texas in Q1 resulted in a subsequent increase in shopping activity particularly within the Dallas-Fort Worth metropolitan area. In the weeks following February 10<sup>th</sup> through March 31<sup>st</sup> –quoting activity increased by nearly 2.5 percentage points from 12.7% pre-storm to 15.1% post-storm. Allstate (28.4%) captured the most quotes across the state more than 2 percentage points above the nearest competitor. Most notably, future intent to switch in the DFW metropolitan area also increased by 10.6% vs. pre-storm levels.



**Activity Since 2/10/21**

**Location:**  
Dallas-Fort Worth Metro

**Quote Rate:**  
15.1%

**Most Frequently Quoted Brand:**  
Allstate (28.4%)

**Switching Rate by Demographic**

Boomer	3.2%
Gen X	3.8%
Gen Y	8.1%



**+29%**

increase in switching rate in the Dallas-Fort Worth metro area in weeks following the storm through the end of the quarter

# J.D. POWER

## INSURANCE INTELLIGENCE

In collaboration with  **TransUnion**



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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's Loyalty Indicator & Shopping Trends (LIST)

The J.D. Power Auto Insurance LIST provides a unique daily, competitive view of auto 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.