

11.6% Quarterly Quote Rate

Qtr Chg



3.4% Quarterly Switch Rate



Quarterly Quote Rate – By Region Q2 21

Most Quoted Carrier by Each Region

1. SOUTH 12.2% ▲

Most Quoted Carrier: **GEICO**

2. WEST 12.2% ▲

Most Quoted Carrier: **GEICO**

3. MIDWEST 11.4% ▲

Most Quoted Carrier: **PROGRESSIVE**

4. NORTHEAST 9.7% ▲

Most Quoted Carrier: **GEICO**

Shopping Returns to Pre-Pandemic Cyclical; Younger Demos & Auto Sales Help Bolster Shopping

After a turbulent 2020, auto insurance shopping conditions return to cyclical norms as consumers increasingly place the pandemic in the rearview mirror. Shopping volumes rose a moderate 0.3% overall, while all regions reported higher shopping levels versus the prior quarter driven by a combination of factors including a rebound in new and used vehicle sales.

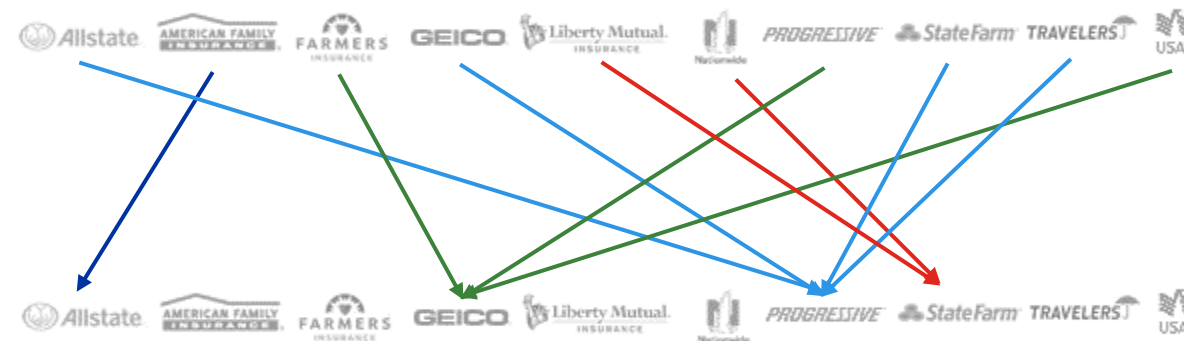
U.S. auto vehicle sales roared in Q2 compared with a year earlier, when the coronavirus pandemic was in full swing, giving every sign that consumers are shaking off the global health crisis. But record-low inventories – a direct consequence of the pandemic disruption – continued to drag on auto manufacturers. The impact on auto carriers is significant, as auto insurance shopping activity driven by new vehicle purchase rose among consumers from 17.5% in Q1, up to 19.1% in Q2 among the key 25-44 year old demo.

Another signal that auto insurance shopping has rebounded to pre-pandemic norms, is the shift in shopping patterns across generational cohorts. During the pandemic, a rise in price-checking and shopping activity among the 50+ crowd has since given way to a shopping surge among younger demographic – more in line with pre-pandemic market conditions. The acquisition rate among 18-24 year olds has nearly doubled since Q4.

It is likely the strong consumer spending pattern we are just now starting to observe will continue throughout 2021. As we've noted, there is a tremendous pent-up consumer demand that will continue to have implications on auto insurers.

J.D. Power Carrier Switching Trends by Largest Rival – Q2 21

The carrier that each brand is losing the most business to



J.D. Power Loyalty Tracker – Q2 21

% current customers shopping

Higher Loyalty ▲

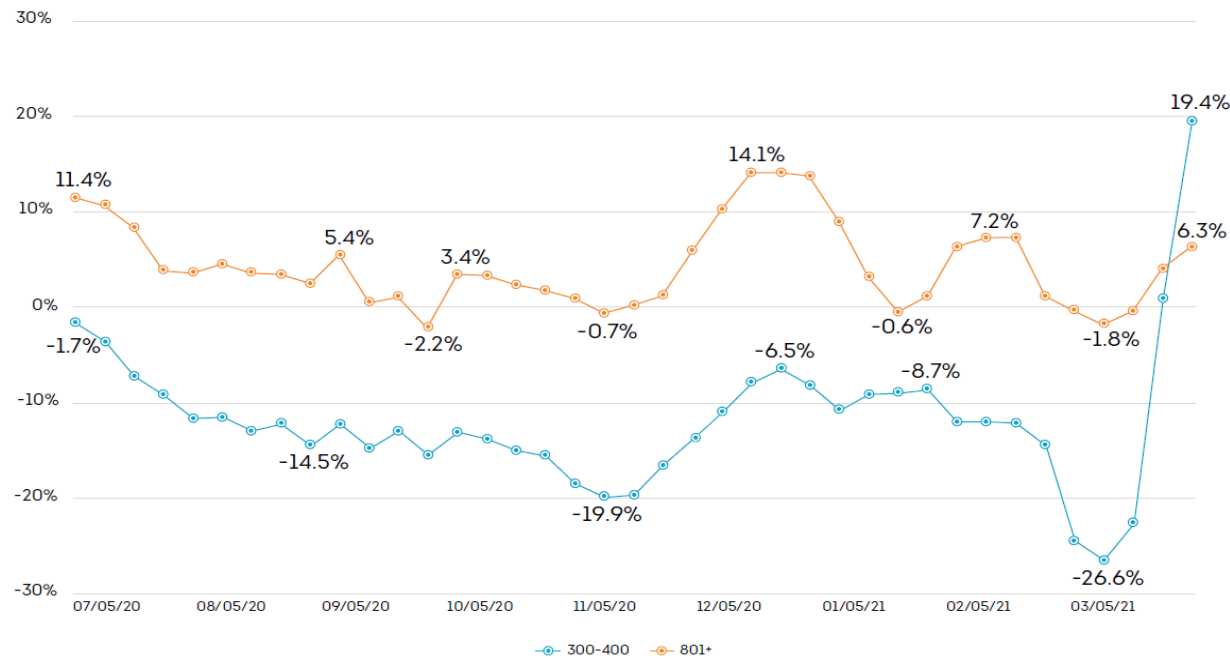
1. USAA
2. Amica
3. The Hartford
4. Kemper
5. Nationwide/State Farm (Tie)

Lower Loyalty ▼

1. National General
2. ACG
3. Progressive
4. SafeCo
5. Auto Owners

TransUnion observed a recent surge in shopping among higher-risk consumers, despite reduced activity since the pandemic

YoY percent change in number of shoppers per week (3 week moving average) by TransUnion's TrueRisk[®] Auto Score



Source: [TransUnion Q2 2021 Insurance Shopping Report](#)

TransUnion observed a significant increase (+19.4%) in auto shopping activity for consumers in the highest-risk group (300-400 TrueRisk Auto Score, TransUnion's credit-based auto insurance score); however, this is somewhat misleading as it was largely driven by the dramatic decrease in shopping activity for this cohort at the same time last year. Stimulus payments, a delayed tax filing deadline and vehicle purchases are also likely contributors to this increase in shopping activity.

Price continues to be the main driver of auto insurance shoppers," says Michelle Jackson, Director of Personal Lines Market Strategy at TransUnion. "Additionally, the increase in the proportion of insurance shoppers with mortgage trades signals the growing importance to consider the consumer's broader insurance needs.

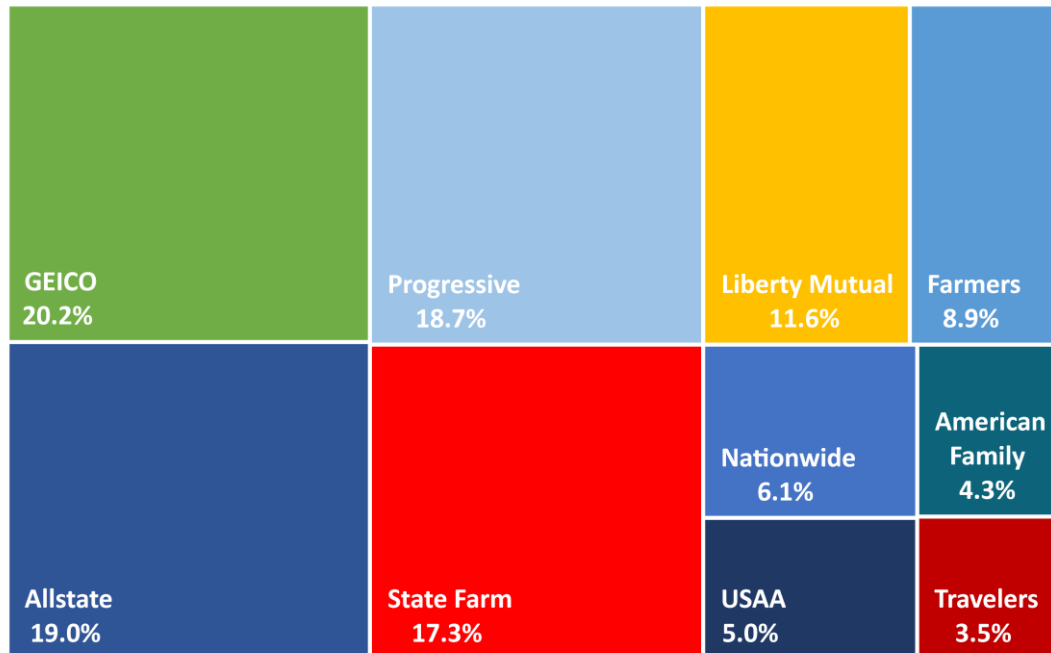


IN FOCUS QUARTERLY:

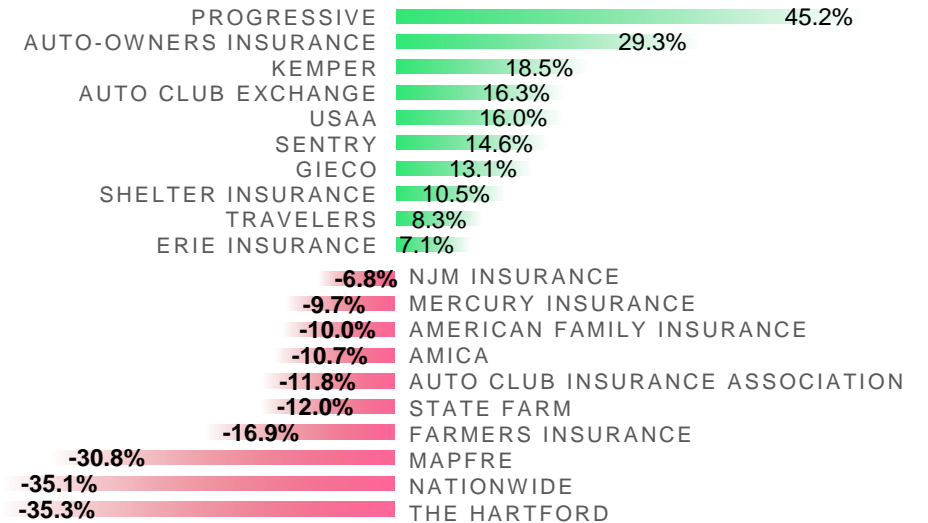
GEICO Leads Q2 Quote Volume; While Progressive Captures Most New Business

While GEICO captured the most Q2 quote volume it was Progressive that led new business growth, capturing 12.6% of defectors during the quarter. PGR performance continues its steady march forward on the back of 45.2% market share run over the past 5 years. Beyond GEICO and PGR, both Allstate and State Farm rounded out the top 4 of all quote volume during the quarter ending June 30th.

Which Insurers Did You Receive a Quote From?
(Apr 1 – Jun 30)



Top 10 Best and Worst Market Share Performance
5 Year (2016-2020)



J.D. POWER

INSURANCE INTELLIGENCE

In collaboration with **TransUnion**^{tu}



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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.