
2017 MARKET SHARE REPORT

(BASED ON 2015 DIRECT WRITTEN PREMIUM DATA SOURCED FROM A.M. BEST-ALL ANALYSIS DONE BY IIABA)



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& Brokers of America, Inc.**

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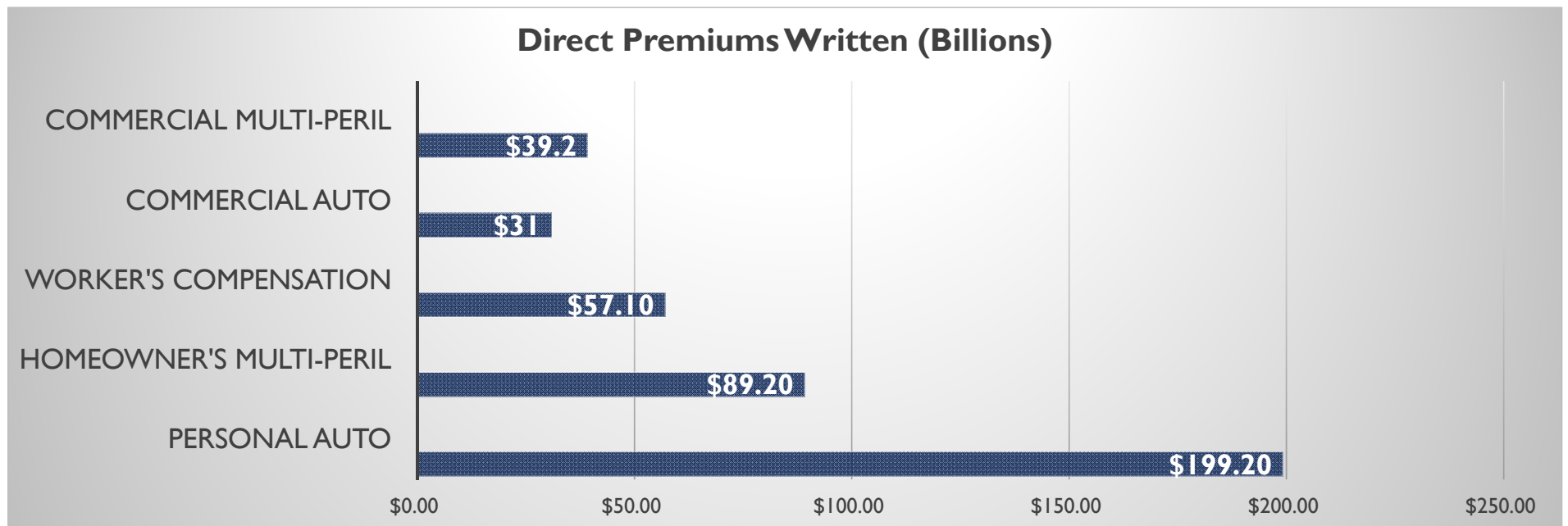
ABOUT THIS REPORT

- This report marks the 21st year in which A.M. Best Co. has provided the Independent Insurance Agents and Brokers of America with year-end industry market share data to provide an updated assessment of the state of the independent agency system. All data in this report comes from A.M. Best and is printed with permission.
- The A.M. Best data offers IIABA an accurate look at changes with property/casualty insurance distribution because it separates captive agency and direct response carriers. As A.M. Best does not have a “direct response” specific reporting category, IIABA directs A.M. Best which companies should be placed in that category. In addition, as requested by IIABA and defined by IIABA, the affiliates of selected groups leveraging various distribution systems are separated and placed in the appropriate distribution category (wherever the company group uses separate affiliates for this purpose). Please note that in some cases premiums written in some company affiliates may NOT be reported independently and therefore may not be reflected in the correct distribution channel.
- For the charts in this report, previous-year market share numbers are the most mature numbers compiled by A.M. Best, and they reflect the same affiliate adjustments in order to provide as accurate comparisons as possible. Readers may note some premium and market share changes from previous years’ reports. The most recent numbers for prior years from the latest data are used. This occurs because carriers report adjustments for prior years, which changes the market share percentages for prior years.

INTRODUCTION

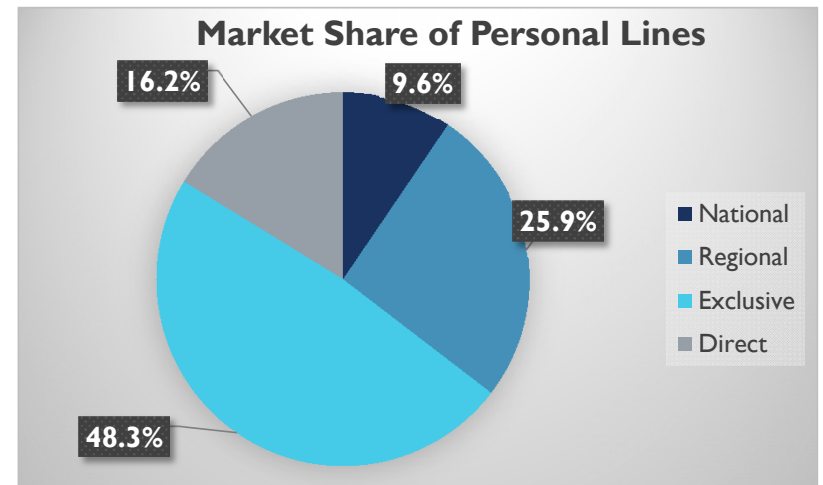
- This reports contains information on select property/casualty premiums by line. Not all lines of business are included in this report. Included are personal auto, commercial auto, homeowners, commercial multi-peril and workers compensation. Note: the commercial lines total is *not inclusive* of Accident and Health lines.
- For the 5th year in a row, all property/casualty insurance premiums in these select lines grew. Combining personal lines and commercial lines (less Accident and Health), the market grew just over \$21 billion in 2015. The totals in this report are only inclusive of the lines for which IIABA requested data.
- 2015 showed no significant gains or losses in any distribution channel.
- IA companies wrote 35.5% of all personal lines premiums in 2015.
- 83% of all commercial lines premiums are written by IA companies. (not inclusive of Accident and Health).
- All analyses in this report are done by IIABA. Direct any questions regarding the report to Madelyn Flannagan, VP of Agent Development, Research and Education via email: Madelyn.Flannagan@iiaba.net

PROPERTY/CASUALTY INSURANCE BY LINE (LINES SELECTED FOR THIS REPORT-IN \$BILLIONS)



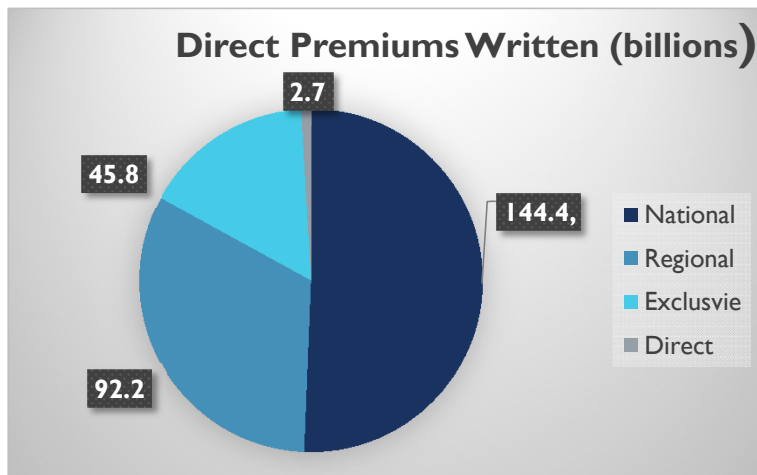
PERSONAL LINES PREMIUMS

	Direct Written Premium (billions)	% Share	% Premium Growth 2014-2015
National	27.8	9.6	2.6%
Regional	75.8	25.9	6.3%
Captive	141.4	48.3	2.9%
Direct	47.5	16.2	9.7%
Total	292.5	100%	4.8%



Like commercial lines, all distribution channels saw growth in personal lines with the directs growing their premiums by nearly 10% over 2014 and increasing their share by nearly 1%. That 1% was taken from the Captive channel, which saw a small increase in premium but a decline in market share. The IA channel held on to 35.5% of the market, while seeing approximately 9% growth in premium.

COMMERCIAL PREMIUMS

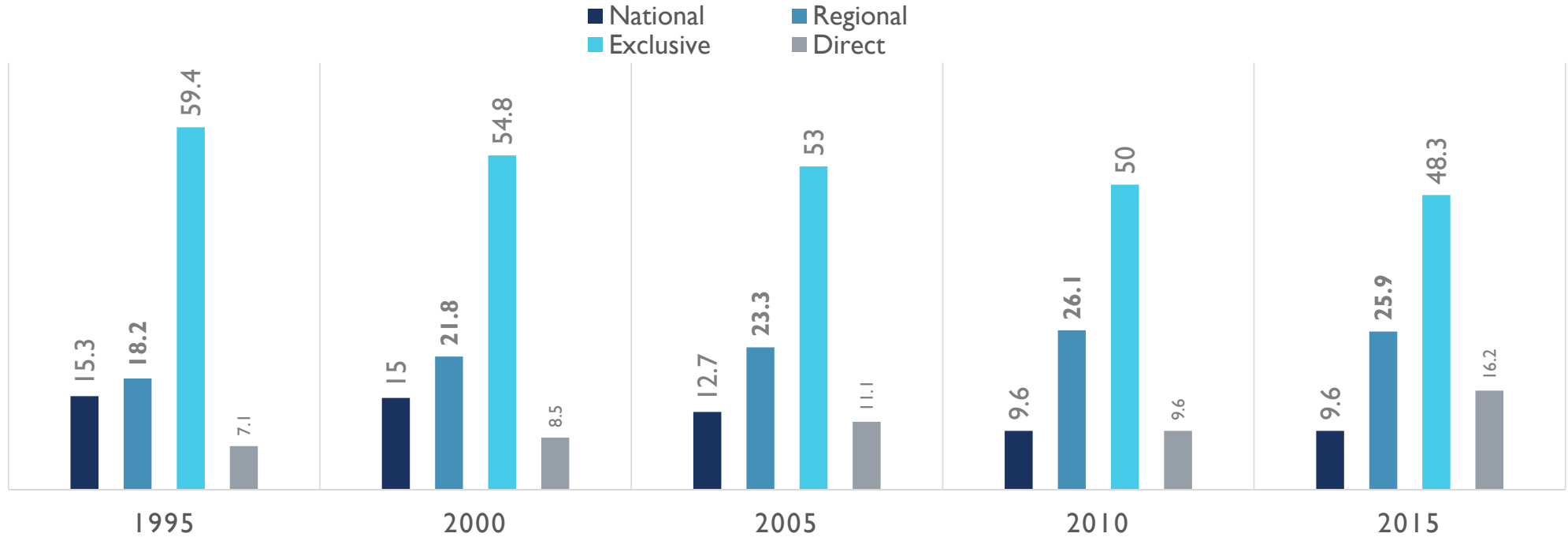


	Direct Written Premium	%Share	% Premium Growth 2014 to 2015
National	144.4	51%	3.2%
Regional	92.2	32%	4.6%
Captive	45.8	16%	<1%
Direct	2.7	1%	4.5%
Total	285.1	100%	3.3%

While 2015 did not experience the growth seen in the past few studies, all distributions channels saw modest growth and the overall market grew by a little over 3%. Still holding the majority of the market at 84%, the national and regional agency companies saw a combined 7.8% increase, and write a total of just over \$236 Billion.

A 20 YEAR LOOK AT PERSONAL LINES MARKET SHARE

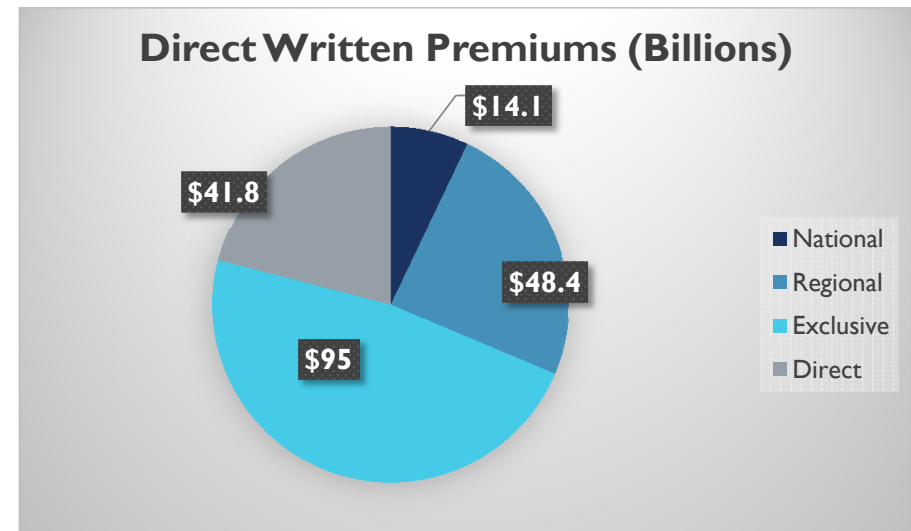
Personal Lines Market Share by Distribution Channel (Billions)



PRIVATE PASSENGER AUTO

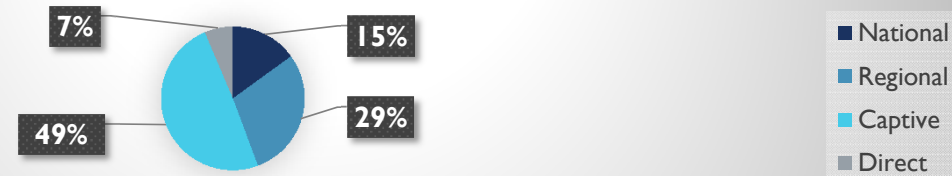
	Direct Written Premiums (Billions)	%Share	% Premium Growth
National	14.1	7%	3%
Regional	48.3	24%	7%
Captive	95.0	48%	3.2%
Direct	41.8	21%	10%
Total	199.3	100%	5.6%

Private passenger auto premiums are nearing the \$200 billion mark, growing over \$10 billion since 2014. All distribution channels saw some growth in 2015 with the independent agency companies and the directs both growing by 10%. The captive channel lost 1% of its share to the directs, while the IA share remained at 31%.



HOMEOWNERS

2015 Homeowners Market Share



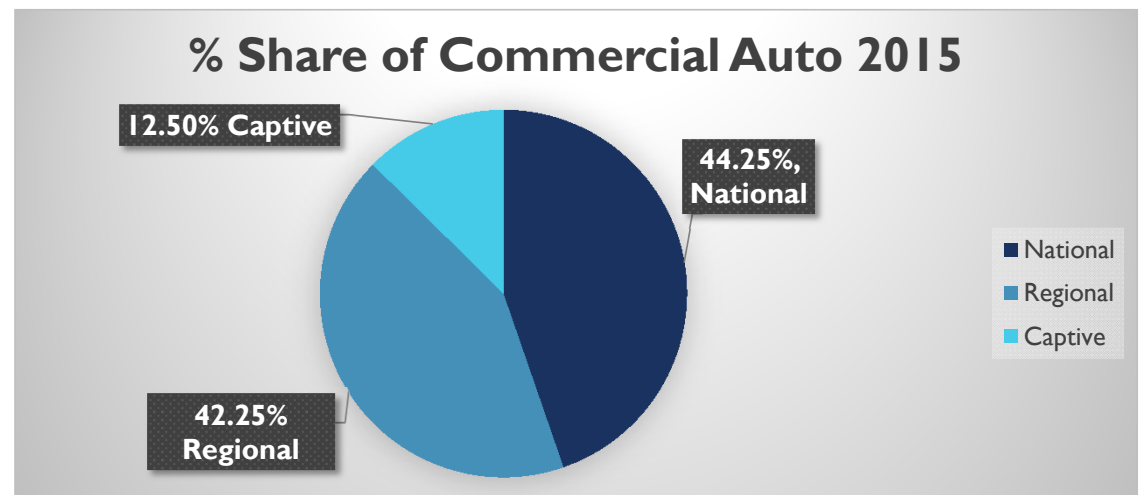
The homeowners market slowed in 2015, growing just under \$3 billion over 2014. The DWP totals just over \$89 billion. As in other lines, all distribution channels equally shared the growth, and retained their share of the market from 2014. Homeowners insurance accounted for approximately 30% of all property/casualty insurance lines in 2015.

	Direct Written Premium (billions)	% Share	Growth 2014 to 2015
National	\$13.2	15%	1.6%
Regional	\$26.2	29.3%	5.6%
Captive	\$44.0	49.3%	1.85%
Direct	\$5.7	6.4%	7.5%
Total	\$89.0	100%	3.2%

COMMERCIAL AUTO

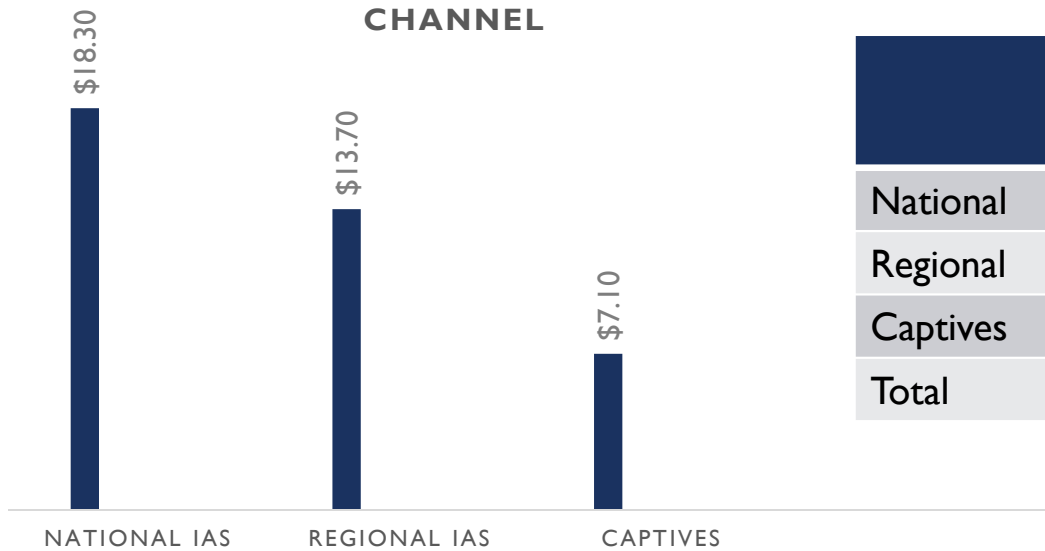
The commercial auto market grew slightly over 7.5% in 2015, with the majority of the growth going to the IA channel. The captive channel saw a small increase in DPW, and their share shrank by 1.5%. As in the past, the direct response channel has less than 1% of this market.

	Direct Written Premiums
National	\$14.1 Billion
Regional	\$13.8 Billion
Captives	\$ 4.0 Billion



COMMERCIAL MULTI-PERIL* (BILLIONS)

DIRECT WRITTEN PREMIUM BY DISTRIBUTION CHANNEL



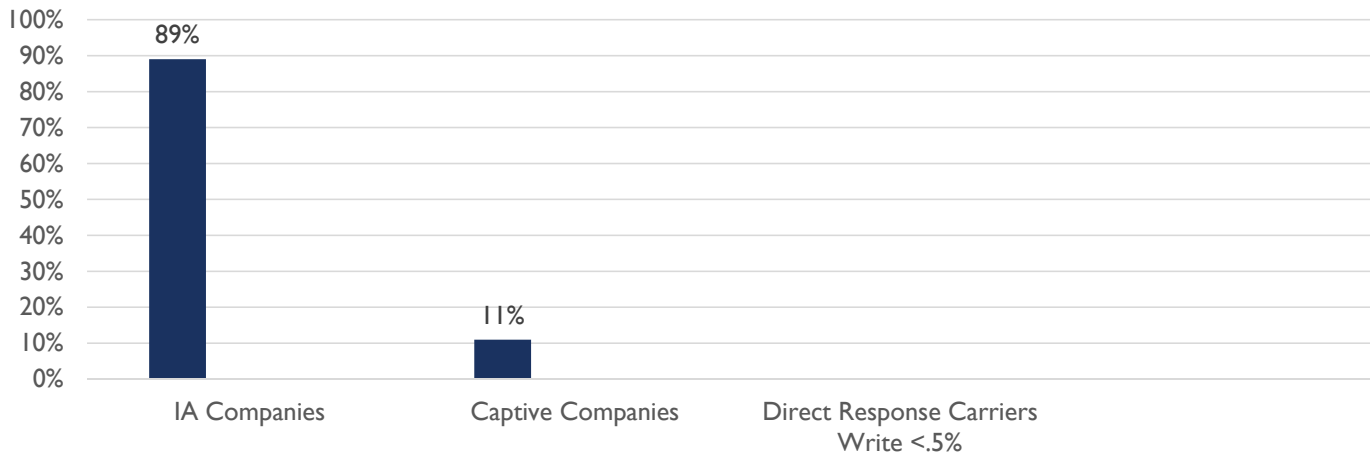
	Direct Written Premiums	%Share	% Change 2014-2015
National	\$18.3	46.7%	-1.7%
Regional	\$13.8	35.1%	1.5%
Captives	\$ 7.1	18.2%	1.6%
Total	\$39.2	100%	

*Does not include Accident and Health lines

WORKERS COMPENSATION

In 2015, the workers compensation market remained in growth mode, growing by just over \$2 billion to a total of \$57.1 billion. IA carriers currently write 89% of the premiums in this line. During 2015, the captives lost 1% of their share to their IA channel competitors. The direct response carriers hold less than 1% of the market.

Market Share of Workers Compensation



STATE SHARES BY RANGE-2015

(NUMBERS OF STATES WHERE IA CHANNELS HOLDS VARIOUS MARKET SHARE PERCENTAGES)

Share of Personal Lines	2010	2015
More than 50%	2	2
45-50%	5	4
40-45%	7	8
35-40%	5	10
30-35%	10	3
Less than 30%	22	24

Share of Commercial Lines	2010	2015
85-90%	3	12
80-85%	16	28
75-80%	23	9
70-75%	5	1
65-70%	3	3
60-65%	0	0
55-60%	1	0

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STATE MARKET SHARE

States with the **5 Largest GAINS and LOSSES** in IA Commercial Lines Share 2014-2015

State	Percentage Points GAINED	State	Percentage Points LOST
DE	2.98	ME	-2.93
MO	1.17	VT	-2.38
NJ	1.04	MT	-1.95
PA	1.02	SD	-1.33
MA and CT	.92	ND	-1.22

States with the **5 Largest Gains and Losses** in IA Personal Lines Share 2014-2015

State	Percentage Points GAINED	State	Percentage Points LOST
CA	4.38	LA	-1.95
TX	.98	ME	-1.14
IN	.85	SD	-1.12
WV	.74	IA	-1.08
MS	.61	NC	-1.06

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