

Who's Switching Insurance in the Next 12 Months?

Leverage AI-powered data on buyer intent & churn signals

24.7
million

Likely to switch property insurance providers in the next 12 months

48%

Only get the minimum amount of insurance required

25%

Have been with their current insurance provider for 1-5 years



Most at-risk insurance providers

These providers may lose customers looking to switch insurers in the next year. Resonate buyer intent & churn signals can tell you why.



Top 5 reasons insurance customers are switching

#1



Better service

#2



New home

#3



Policy ending

#4



Mobile/web services

#5



Rate increase

So, who are the 24.7 million property insurance switchers?



Demographics are foundational — but they only tell a part of the story.

26%
are ages 25-34

55%
have children

34%
have a college degree

Fill in the gaps and take data-driven action with fresh, rich insights that drive results.



Here are the must-know insights into insurance switchers:



Top personal values

- Show abilities and be admired
- Emphasize safety in community and nation
- Avoid upsetting or harming others



Favorite hobbies

- Go to happy hour
- Cook and bake
- Play video games



Daily routine

- Participate in teams and classes
- Achieve athletic milestones
- Eat healthy by limiting calories, fats and salts



Where you can find insurance switchers



Top TV shows

- Criminal Minds
- Family Guy
- Big Bang Theory



Top TV networks

- Univision
- HBO
- Oxygen



How they watch TV

- Streaming Box
- Laptop
- Smart TV



Understand & act with a comprehensive understanding of consumers

The insights shared in this infographic were uncovered using Resonate Insurance, an AI-powered data set that provides insurance marketers with better insight to fuel data-driven marketing across the customer lifecycle.

Want to learn more?

CONTACT US



ABOUT RESONATE

Headquartered in Reston, VA, Resonate is a pioneer in AI-driven data and intelligence, delivering proprietary, privacy-safe consumer data for insights, analysis and activation. The Resonate data set includes more than 14,000 rich, relevant, real-time data points that holistically describe more than 230 million US individuals. The Resonate data is delivered through Resonate Append, which allows customers to leverage Resonate data anywhere and anytime; the easy-to-use Resonate Ignite platform; or through the highly-rated Resonate Managed Media Services. Hundreds of companies use Resonate to drive more effective marketing strategy and execution fueled by a more comprehensive understanding of their audience that extends beyond traditional demographics, psychographics and behavioral data to uncover why people choose, buy, or support certain brands, products or causes. For more information, please visit www.resonate.com.

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