

Press Releases

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Press Release: Insure.com Survey Reveals 2017's Best Home Insurance Companies for Millennials

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March 6, 2017 (Foster City, CA) – Farmers was ranked the best home insurance company for Millennials in a new survey released today by Insure.com.

Respondents to the survey between the ages of 18-34 gave ratings for 15 leading home insurance companies in the United States for its 2017 rankings of the best companies for home insurance.

These ratings were based on insurance company factors of value for price, customer service, claims processing, likelihood to renew and likelihood to recommend. Overall scores are out of 100. The five factors are scored out of five.

First place: Farmers

- Overall score: 94.7
- Value for price: 4.5
- Customer service: 5
- Claims processing: 4.5
- Would recommend: 92%

Likelihood to renew: 97%

Second place: Chubb

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- Overall score: 94.5
 - Value for price: 4.75
 - Customer service: 5
 - Claims processing: 4.25
 - Would recommend: 92%
 - Likelihood to renew: 93%

Third place: State Farm

- Overall score: 94.1
- Value for price: 4.5
- Customer service: 5
- Claims processing: 4.75
- Would recommend: 87%
- Likelihood to renew: 92%

[See scores and rankings for all 15 home insurance companies in the survey.](#)

Millennials will typically be subject to higher premiums than the older generation due to the shorter length of factors such as credit history and continuous insurance policies.

“This age group has a lot to gain by shopping around,” says Penny Gusner, consumer analyst for Insure.com, “These customers have a lot of diversity in their insurance rating factors, and one company might view their particular combination more favorably than another.”

Insure.com’s Best Home Insurance Company survey allows users to confidently compare the best companies in the industry by sorting results according to your most important criteria, such as price or service.

For more details on the survey, including company scores and rankings across categories, please see the [full feature on Insure.com](#).

Methodology

Insure.com commissioned Op4G to survey more than 2,039 home insurance customers nationwide in June 2016. The survey collected customer ratings for 15 leading companies in the home category. Only current customers of the insurers on our lists were surveyed, and the survey was not open to the general public on the Insure.com website.

Home insurers were ranked according to a weighted 5-point measurement of the following factors: customer service, value for price, claims processing, would renew and would recommend. Weighted measurements were derived from surveyed policyholders’ rank of prioritization of these factors.

The A.M. Best ratings, discounts and coverage options noted in the survey do not affect the scores, but are provided as a supplementary resource.

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