



Press Releases

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Press Release: Insure.com reveals 2017's Best Auto Insurance Companies for Baby Boomers

By [Insure.com](#) Posted on January 11, 2017

Jan. 11, 2017 (Foster City, CA) – 21st Century was ranked the best auto insurance company for Baby Boomers in a new survey released today by Insure.com.

Respondents to the survey between the ages of 51-69 gave ratings for 20 leading auto insurance companies in the United States for its 2017 rankings of the best companies for auto insurance.

These ratings were based on insurance company factors of value for price, customer service, claims processing, likelihood to renew and likelihood to recommend.

- First place: 21st Century
 - Overall score: 97.7
 - Value for price: 4.75
 - Customer service: 5
 - Claims processing: 4.75
 - Would recommend: 94%

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- o Likelihood to renew: 95%
 - Second place: Auto Club of Southern California
 - o Overall score: 97.0
 - o Value for price: 4.75
 - o Customer service: 5
 - o Claims processing: 4.75
 - o Would recommend: 94%
 - o Likelihood to renew: 93%
 - Third place: USAA
 - o Overall score: 96.9
 - o Value for price: 4.75
 - o Customer service: 5
 - o Claims processing: 5
 - o Would recommend: 91%
 - o Likelihood to renew: 100%

[See scores and rankings for all 20 life insurance companies in the survey.](#)

Baby boomers have the highest percentage of licensed drivers in the U.S., and that's a lot of auto insurance buying power. First-place insurer, 21st Century Insurance boasts a low overhead, buy-direct business model, with no physical locations. Auto Club of Southern California and USAA both have requirements to obtain insurance: AAA membership for ACSC and a military affiliation for USAA.

Penny Gusner, consumer analyst for Insure.com, observes, "Due to the size of the Baby Boomer population, there's a wide variety of insurance needs: insuring multiple vehicles, DUI and SR-22s, storage needs... to name a few. The top three issuers are capable of covering a significant amount of those needs."

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 3,700 insurance customers nationwide in June 2016. The survey collected customer ratings for 20 leading companies in the auto 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.

Auto 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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