

# Press Releases

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## New National Study Released on Customer Satisfaction Ratings for Insurance Companies

By [Insure.com](http://insure.com) Posted on January 11, 2012

January 11, 2012 (Foster City, CA) – A new national study of satisfaction ratings conducted by Insure.com provides a comprehensive view of how consumers feel about the largest auto, home, health and life insurance companies in the U.S.

In addition to the survey results, Insure.com has released a [Best Insurance Companies](#) tool which allows consumers to see how their insurer measures up against the competition when it comes to customer satisfaction. The tool breaks out five measurements of satisfaction:

1. Customer service
2. Claims experience
3. Value for the price paid
4. Percent who plan to renew their policies
5. Percent who would recommend their companies

“This is the most in-depth resource available for insurance customer satisfaction scores,” said Amy Danise, Insure.com’s Editorial Director. “Our analysis lets consumers gain valuable insight into how the major companies are performing on five important levels of customer satisfaction.”

Insure.com also awarded its “People’s Choice Award” to the three highest-scoring insurers in each line of business included in its study. (Click the headers below to see the full rankings for each category.)

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[Best car insurance companies](#)

1. USAA
2. Auto-Owners Insurance
3. The Hartford

[Best home insurance companies](#)

1. USAA
2. Amica Mutual
3. Chubb

[Best life insurance companies](#)

1. Ameriprise Financial
2. TIAA-CREF
3. Transamerica

[Best health insurance companies](#)

1. Blue Cross Blue Shield of Illinois
2. Horizon Blue Cross Blue Shield of New Jersey
3. Kaiser Permanente

Insure.com’s analysis of the customer ratings revealed that insurance consumers are generally satisfied with their companies:

- Most consumers are “completely” or “somewhat” satisfied with their auto insurers’ customer service.
- 73 percent are satisfied with home insurance customer service.
- 63 percent are satisfied with their life insurers’ customer service.
- 61 percent are satisfied with their health insurance customer service.
- 70 percent say they have recommended or would recommend their auto insurance company. In other categories, people who have recommended or would recommend their insurers totaled 67 percent for home insurance, 58 percent for health insurance and 50 percent for health insurance.

For complete details and to use Insure.com’s Best Insurance Companies tool to explore customer satisfaction ratings, visit </best-insurance-companies.html>

The rankings

Rank	Insurance company	Overall score**	Overall stars (1-5)	Customer service stars (1-5)	% who will renew
Auto insurance companies					
1	USAA *	98.00	5	5	98
2	Auto-Owner's Insurance*	85.82	4.5	4	96
3	Hartfo	83.31	4	4.5	91

	rd Financial Services*				
4	State Farm	80.50	4	4	91
5	21st Century	79.28	4	4	91
6	Farmers	79.01	4	4	87
7	AAA	78.95	4	4	89
8	GMAC Insurance	78.56	4	3.5	94
9	Allstate	78.10	4	4	90
10	Travelers	77.57	4	4	88
11	GEICO	77.46	4	4	87
12	Erie Insurance	76.90	4	4	89
13	Liberty Mutual	76.14	4	4	86
14	County Insurance	75.89	3.5	4	87
15	Nationwide	74.68	3.5	4	84
16	American Family	74.05	3.5	4	86
17	Progressive	73.69	3.5	3.5	85
18	Mercury General	72.05	3.5	3.5	89
19	MetLife	72.01	3.5	3.5	86
20	Esurance Home insurance companies	71.19	3.5	3.5	85
1	USAA*	98.11	5	5	98
2	Amica Mutual*	97.67	5	5	100

3	Chubb *	92.19	5	4.5	100
4	Erie In suran ce	88.72	4.5	4.5	96
5	Count ry Insu rance	85.75	4.5	4.5	97
6	AAA	84.66	4.5	4	93
7	Nation wide	83.53	4	4.5	92
8	State Farm	82.34	4	4.5	88
9	MetLif e	81.68	4	4	93
10	21st C entury	80.79	4	4	97
11	The H artfor d	80.44	4	4	90
12	Travel ers	79.79	4	3.5	90
13	Libert y Mutua l	79.03	4	4	87
14	Farme rs	78.71	4	4	89
15	Allstat e	78.55	4	4	87
16	Auto- Owner s Insu rance	78.48	4	4	89
17	Ameri can Family	77.10	4	4	84
18	Univer sal Pr operty & Cas ualty	75.05	3.5	3.5	92
19	Firem an's Fund	73.66	3.5	3.5	86
20	Citize ns Pro perty I nsura	64.15	3	3	84

nce Life insurance companies					
1	Ameri prise Finan cial*	90.90	4.5	5	n/a
2	TIAA- CREF Life In suran ce*	88.58	4.5	4.5	n/a
3	Trans ameri ca*	81.28	4	4	n/a
4	North weste rn Mutua l	81.23	4	4	n/a
5	New York Life	80.36	4	4	n/a
6	Pacifi c Life	79.99	4	4	n/a
7	Mass achus etts Mutua l	79.62	4	4	n/a
8	MetLif e	79.39	4	4	n/a
9	Allstat e	78.94	4	4	n/a
10	Prude ntial Fi nancia l	78.64	4	4	n/a
11	Princi pal	77.59	4	4	n/a
12	John Hanco ck	77.02	4	3.5	n/a
13	Hartfo rd Life	73.75	3.5	3	n/a
14	AXA E quitbl e	73.58	3.5	3	n/a
15	Great- West	73.05	3.5	3	n/a

	Life				
16	Jacks on Nat ional	71.80	3.5	3	n/a
17	Ameri can G eneral	70.86	3.5	3	n/a
18	ING Life In suran ce	69.32	3.5	3	n/a
19	Lincol n Nati onal	68.12	3.5	3	n/a
20	Aviva Life In suran ce	59.94	3	3	n/a
	Health insurance companies				
1	BCBS of Illin ois*	84.74	4.5	4.5	88
2	Horizo n BCBS of NJ*	84.52	4.5	4.5	98
3	Kaiser Perma nente*	84.45	4.5	4.5	94
4	Highm ark BCBS	82.27	4	3.5	100
5	Regen ce BCBS	82.17	4	4	96
6	Huma na	81.87	4	4.5	84
7	BCBS of Ma ssach usetts	81.46	4	4	96
8	Indep enden ce BCBS	81.33	4	4	93
9	CareFi rst BCBS	80.24	4	4	91
10	United	79.23	4	4	90

	Health care				
11	BCBS of Florida	78.70	4	3.5	95
12	Anthem BCBS	78.29	4	4	91
13	Aetna	77.78	4	3.5	92
14	CIGNA	76.17	4	3.5	93
15	Covetry Health Care	73.19	3.5	3.5	86
16	Aetna Life (Dental, Etc.)	72.48	3.5	3.5	90
17	Health Net	71.91	3.5	3.5	85
18	Assurant	60.85	3	2.5	80
19	Blue Shield of California	59.20	3	3	83

\* Indicates the company is an Insure.com "People's Choice Award" winner.

\*\* The overall score and overall stars incorporate five customer satisfaction scores: Customer service, claims service, value for price paid, percent who will renew and percent who would recommend the company.

#### Methodology and disclaimer

Insure.com surveyed more than 4,500 insurance customers between February and August 2011 for customer service ratings and reviews. The survey included the top companies by market share, but not all large companies may be represented due to lack of data. The top three companies in each category earned Insure.com's "People's Choice Award."

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