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Erie Insurance ranked highest in overall customer satisfaction in the J.D. Power 2025 U.S. Insurance Shopping Study

[Erie Insurance](#) (ERIE) has ranked highest for customer satisfaction among large auto insurers in the [J.D. Power 2025 U.S. Insurance Shopping Study](#).

This is the second consecutive year ERIE received top marks for providing a satisfying auto insurance shopping experience.

Erie Insurance ranked the highest among competitors with a score of 714 on a 1,000-point scale — and 47 index points above the industry average. ERIE ranked first in three of four study factors, including quote process, price, and distribution channel and ranked second in policy offerings.

“For the past 100 years, Erie Insurance has stood behind our mission to be ‘Above All in Service,’” said Bob Buckel, ERIE’s vice president, personal auto. “This recognition is a testament to the hard work and commitment of the independent insurance agents who represent us and the employees who help them deliver on our shared promise of service.”

The J.D. Power 2025 U.S. Insurance Shopping Study examines the entire auto insurance policy selection process to understand which customers are shopping; what triggers their shopping behavior; their attitudes and perceptions of auto insurance brands; and how they make their final purchase decision. The study provides insights into how insurers can not only continue to improve customer satisfaction with the shopping process, but also how they can develop effective campaigns to maximize their return on marketing investments.

The study was based on responses from 12,720 insurance customers who requested an auto insurance price quote from at least one competitive insurer in the previous six months. The study was fielded from April 2024 through January 2025.

To learn more about auto insurance at ERIE, visit erieinsurance.com/auto-insurance.