

# Annual Report

2021



**INSURANCE  
INFORMATION  
INSTITUTE**

Affiliated with  **THE INSTITUTES**



# To the Triple-I Member Community—

The Insurance Information Institute (Triple-I) finalized its affiliation with The Institutes, the leading U.S. provider of risk management and insurance education and research, in November 2020. As such, 2021 was the first full year in which our two organizations joined forces. The benefits of this affiliation are paying significant dividends.

Triple-I, for instance, reached new audiences by working closely last year with three other affiliates and brands of The Institutes: The [Insurance Research Council \(IRC\)](#), [The Griffith Insurance Education Foundation](#), and [Insurance Thought Leadership](#).

In 2021, our organization also appointed its first-ever [Chief Insurance Officer](#), launched a [Resilience Ratings](#) product, and unveiled an [Insurance Economics Dashboard](#) and Quarterly Outlook to highlight the relationship between broad economic trends and the insurance industry's financial performance. In addition, we introduced in September 2021 a brand new look and feel to our flagship newsletter, the Triple-I Daily. The revamped format has allowed us to deliver smarter, more efficient insights on industry issues every weekday morning.

Triple-I closed out 2021 with its first in-person [Joint Industry Forum \(JIF\)](#) since January 2020. Nearly 150 registrants gathered in New York City in early December to share insights, network and hear how the industry has successfully navigated the pandemic. It also gave us an opportunity to premiere Triple-I's [2021 In Review video](#).

Just as we've done since Triple-I's founding in 1960, we will continue in 2022 to give U.S. consumers the information they need to make educated decisions, manage risk, and appreciate the essential value of insurance.

Very truly yours,



A handwritten signature in black ink, appearing to read 'Sean Kevelighan'.

Sean Kevelighan,  
CEO, Insurance Information Institute

# Educating Policyholders

The average number of monthly Triple-I website page views grew to 550,000 in 2020, a 31 percent increase over 2019 (approximately 420,000-page views). When we complete the final tally of page views for 2021, we expect this upward trend will have continued. Much of this traffic comes from policyholders and our research indicates they are drawn to the stories archived under Facts & Statistics, Articles, Spotlight and Backgrounders. Thousands of consumer and media websites have linked to Triple-I's website since its inception, so Triple-I's brand awareness and search engine optimization rankings are significantly higher than not-for-profit organizations who are much larger than us, as well.

Triple-I's social media channels (Twitter, Facebook, LinkedIn) are another way the Triple-I interacts with consumers, the industry, and the media. With about 37,000 total followers across its three main social media channels, the Triple-I realized a 36 percent increase in its engagement rate and a 67 percent increase in video views when comparing the first half of 2021 to the first six months of 2020.

Triple-I's [interactive Resilience Ratings](#) map, a 2021 addition to our Resilience Accelerator, aims to quantify a county's ability to recover financially from an extreme weather event based on its insurance coverage levels and risk mitigation policies. The ratings cover 1,203 counties in 19 hurricane-prone states along the Atlantic and Gulf coasts. This allows consumers to plug in the name of their home county, or one where they are thinking of moving, to gain a quick understanding of its resilience to extreme weather events.

The Triple-I also [joined forces with the AARP](#) in 2021 to recognize how Americans aged 50-plus are among the insurance industry's primary customers as well as its most valued employees.



**550,000**

Ill.org monthly page views  
in 2020

**31%**

increase over 2019



**37,000**

social media followers

**36%**

engagement rate increase



## Insurance Information that matters: Triple-I Daily

Only the Triple-I *Daily* newsletter delivers the latest insurance news and insights, member-only previews of Triple-I research and publications, advance notice of webinars and other events—and more.

Contact [daily@iii.org](mailto:daily@iii.org) to subscribe.



### Triple-I Daily

By Triple-I Editorial Team • Nov 12, 2021

Smart Brevity™ count: 5 mins... 1318 words

**It's Friday!** Here's what you need to know heading into the weekend.

**Be sure to follow us on [Twitter](#)** and download our new app, [Triple-I Connect](#), for more updates on all things insurance.

# Informing Media

Triple-I's expertise on climate risk, insurance and risk mitigation was showcased in the news media throughout 2021, most prominently during a CNBC digital documentary, [America's Climate Crisis: Living in Harm's Way](#). Those living in harm's way in 2021 included individuals residing in the path of California's Dixie Fire and Colorado's Marshall Fire, Louisiana's Hurricane Ida, Kentucky's deadly tornadoes, and Texas's record-setting freeze event, among others.

[The Wall Street Journal](#), [The Washington Post](#), [The New York Times](#), and [The Weather Channel](#) were among the other national media outlets who turned to Triple-I for insurance insights and data as inflation, supply chain disruptions, and multiple natural disasters impacted millions of Americans.

Triple-I's communications team also gained media coverage in the [Orlando Sentinel](#) for the IRC's study on uninsured motorists, in [Roll Call](#) for Triple-I's response to the Federal Insurance Office on climate risk, and in 17 hurricane-prone TV markets during its annual [satellite media tour](#) to promote disaster preparedness.



Triple-I earned 1,770 media citations in 2021.



### Top 3 Media Topics:

Auto & Transportation  
Homeowner / Rental  
Natural Catastrophe

## Top 5 Media Appearances in 2021

### 📌 CNBC Digital Documentary

[America's Climate Crisis: Living In Harm's Way](#) (Sept. 16)

### 📌 CNBC's The News With Shepard Smith

[Smart Home Devices Are Saving Insurers & Consumers Money](#) (Sept. 23)

### 📌 The Weather Channel

[Using Insurance In The Wake of Ida](#) (Sept. 4)

### 📌 The Wall Street Journal

[What You Can Do About The Rising Cost of Home Insurance](#) (Oct. 22)

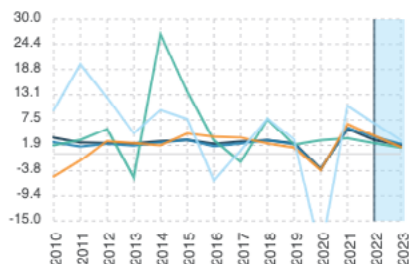
### 📌 The Washington Post

[Many home insurance premiums are rising faster than inflation](#) (Dec. 27)

Triple-I's Insurance Economics Dashboard provides data-driven insight into the insurance industry's performance in light of historical trends and key economic drivers for the current and upcoming years.

## GDP ⓘ

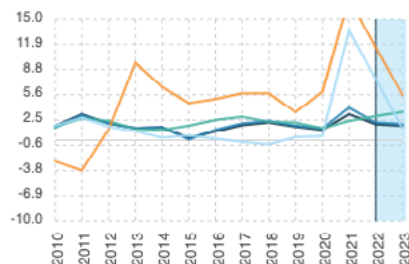
GDP (Change YoY %)



<input checked="" type="checkbox"/> Top 10 Global Insurance Markets	2022	3.1%
<input checked="" type="checkbox"/> U.S.	2022	3.7%
<input checked="" type="checkbox"/> Insurance	2022	2.4%
<input checked="" type="checkbox"/> Construction	2022	4%
<input checked="" type="checkbox"/> Auto & Transportation	2022	6.8%

## Inflation ⓘ

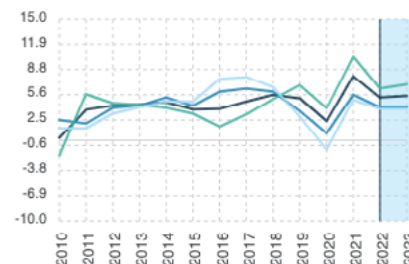
Inflation (Change YoY %)



<input checked="" type="checkbox"/> Top 10 Global Insurance Markets	2022	2%
<input checked="" type="checkbox"/> U.S.	2022	2.2%
<input checked="" type="checkbox"/> Insurance	2022	3%
<input checked="" type="checkbox"/> Real Estate	2022	11.5%
<input checked="" type="checkbox"/> Auto	2022	7.6%

## Premium Growth ⓘ

Premium Growth (Change YoY %)



<input checked="" type="checkbox"/> All Lines	2022	5.3%
<input checked="" type="checkbox"/> Personal Lines	2022	4.1%
<input checked="" type="checkbox"/> Commercial Lines	2022	6.4%
<input checked="" type="checkbox"/> Auto	2022	3.9%

View and Download Reports | [economics.iii.org](https://economics.iii.org)

# Sharing Insurance Economic Insights

Triple-I's Insurance Economics Dashboard was updated by our Economics and Analytics Department throughout 2021, allowing Triple-I members to follow in real-time key economic indicators, such as interest rates and housing trends. By combining this information with the best-in-class economic research incorporated into Triple-I's Quarterly Economic Outlook, Triple-I members had access to the actionable intelligence they needed when making forecasts or reassessing strategic plans. The Q4 Insurance Economic Outlook report, Economic Outlook report, *Soft Landing, Headwinds, and Rebound*, was the subject of an [digital interview](#) with Insurance Thought Leadership.

Triple-I will expand its economic offerings in 2022 through podcasts, blogs, webinars, and periodic roundtables with notable industry figures.

Given the public interest in cyber and flood insurance, Triple-I [posted Issue Briefs](#) in 2021 on both topics. Designed to provide timely snapshots of specific risk areas, the Issue Briefs have proven popular with a wide array of audiences. [Flood: Beyond Risk Transfer](#) was a Triple-I white paper which offered an even more in-depth look at the issue as FEMA's National Flood Insurance Program introduced its [Risk Rating 2.0: Equity in Action](#) program.

# Briefing Policymakers

Triple-I offered its insights in 2021 to the U.S. Treasury Department's Federal Insurance Office (FIO) when the FIO issued a Request for Information (RFI) on the [Insurance Sector and Climate-Related Financial Risks](#) as well as one on [Monitoring the Availability and Affordability of Auto Insurance](#). The rising expenses involved in litigation are driving up the cost of commercial auto insurance, a [separate Triple-I analysis found](#).

At the state governmental level, [the Triple-I briefed](#) the National Association of Insurance Commissioners' Climate and Resiliency Task Force about how Environmental, Social and Governance issues are in the [insurance industry's DNA](#). These issues were amplified still further at a [regulatory webinar](#) in July 2021 and then again in October 2021 when the Triple-I [convened a Climate Risk and Resilience panel](#) at [InsureTech Connect](#), which annually draws thousands of leading industry figures from around the world to Las Vegas. Earlier

in the year, Triple-I hosted a webinar to hear the [Biden administration's perspective](#) on Disaster Risk Mitigation and Resilience.

Moreover, Triple-I participated in two virtual panels hosted by Indiana University in collaboration with The Griffith Insurance Education Foundation. One was on *Deepening Partnerships Between States, the Federal Government, the Private Sector, and Academia to Build a Robust Cyber Risk Insurance Market* and the other was on *The Evolving Role of Cyber Insurance*. Triple-I recognizes insurers can be an essential financial first responder while also mitigating against the ever-increasing cyber risks we are facing.

[A Firm Foundation: How Insurance Supports the Economy](#) remains one of Triple-I's flagship products and our 2021 edition provided state-by-state data on the extent to which the insurance industry is a major employer, investor, and taxpayer.

## About Us

Triple-I enjoys a diverse membership, which accounts for nearly 50 percent of all property/casualty (P/C) premiums written in the U.S., including seven of the top 10 P/C insurers. Our members vary in size and include mutual and stock companies, personal and commercial lines, primary insurers, and reinsurers. They have regional, national, and international books of business. Brokers, agents, consultants, educators, and other insurance professionals are eligible for associate membership.

**To learn more about becoming a Triple-I member, contact [members@iii.org](mailto:members@iii.org).**



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