

EA Competition Survey

How Competitive is Allstate in your Market?

1. In your market, who is your major auto competitor? State Farm Progressive Nationwide
 American Family Farmers Liberty Mutual GEICO Farm Bureau 21st Century
 Safeco USAA Travelers AARP (Hartford) Mercury
 Other _____
2. Out of 100 auto quotes, about how many do you write? _____
3. Does Allstate have a competitive auto rate in your market? Yes No
4. If no, how much more is Allstate than the competition? 10% 20% 30% 40%
 Other _____%
5. If yes, how much less is Allstate than the competition? 10% 20% 30% 40%
 Other _____%
6. Are you able to sell new Allstate homeowner policies? Yes No
7. If not, how often do you lose an auto policy sale because you can't sell an Allstate homeowner policy? Never 10% of the time 20% of the time 30% of the time
 Other _____% of the time
8. How often do you write auto policies with GEICO as the prior carrier?
 Never 1-5 times per year 5-10 times per year 10-20 times per year other _____
9. In your experience, how many times a year has your agency been able to save someone \$473 per year when switching from GEICO to Allstate? Never Once 2X 3X 4X 5X
 Other _____ X
10. Do you believe Allstate's competitive position in your market is a positive or negative factor when customers complete the ALI survey? Not positive or negative Helps my ALI score
 Hurts my ALI score

Thank you for participating. NAPAA will tally the survey results and report them in the next issue of *Exclusivefocus* magazine and on our Website at www.napaaUSA.org. Please note that individual survey responses are confidential and will not be shared with other parties.

Please fax the completed survey to:
866.627.2232
Or, mail the completed survey to:
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