

Harris Interactive®

Insurance Broker/Agent Intermediary Panel

Why Conduct Research Among Insurance Agents and Brokers

Marketplace demands are placing greater emphasis on the broker relationship. Now you can talk to them about:

- The impact of market forces
- Emerging product ideas
- Advanced delivery systems
- Online tools
- Attitudes toward various products and services

Database Attributes

Products Sold (Personal Lines):

- Annuities/Variable annuities
- Individual disability insurance
- Individual health insurance
- Life insurance
- Property and Casualty insurance
- Stocks/bonds/mutual funds or investments
- Retirement plans

• Products Sold (Commercial Lines):

- Employee benefits
- Commercial products sold
- 401k/403B retirement plans
- Proportion of book of business by firm employee size
- Commercial line insurance premiums
- Industries covered

• Characteristics:

- Commissions earned past year (proportion from individual/group benefits/equities/other source)
- Companies they write policies for
- FINRA license
- NASD Series
- Captive vs. Career agent
- Type of agency
- Length of service
- Number of brokers/agents who work in firm
- Number of support/service people who work for you
- Gender
- Age



Harris Interactive is developing a proprietary panel of insurance agents/brokers that is representative of the industry.

Why the Harris Panel is more effective than most house files:

- A representative sample of the entire industry
- Surveys can be anonymous for competitive reasons
- Reduce perceived home office burden on agents
- Panel management expertise yields high survey response rates

Got feedback for us on what to include in the panel?

We welcome your input!