



Good news for Wisconsin families from Wisconsin's property and casualty insurers.

Cheese and cows, beer and brats . . . property and casualty insurers? You bet. State license plates rightly proclaim Wisconsin, "America's Dairyland." But they could just as well read, "America's Insurance Land."

Indeed, there are more firms writing property and casualty (P&C) insurance here than in all but four states.



And those four—Texas, New York, Pennsylvania, and Illinois—are among the six largest states in the nation.

Protecting Wisconsin's people.

Property and casualty insurance protects individuals, families, and businesses from losses—sometimes crippling—that result from fires, auto accidents, or storms.

Billions in claims paid. In 2007, 942 P&C companies along with 68 town mutuals, paid almost \$5 billion in claims to state residents and businesses. That's more than all the property taxes we pay each year to run our schools.

Big savings. Our P&C insurers also save families considerable money on premiums. Wisconsin has some of the lowest property/casualty insurance rates in the country. Auto rates here averaged 25% less than nationally. Savings on homeowners' and renters' insurance (35% less) were even greater. And, according to a national study, Wisconsin's workers' compensation rates ranked 35th in the nation.

Supporting our families.

In a state where job and income growth have lagged the nation for much of the decade and the "brain drain" of talented youth continues, the P&C industry makes a valuable contribution to Wisconsin's quality of life.

Family-supporting jobs. The Wisconsin payroll of P&C firms in 2006 topped \$1 billion—roughly the amount of state tax support provided each year to run all 26 UW System campuses.

As P&C insurance employees bank, buy, and invest, their earnings multiply, rippling through the state economy to generate *another* \$1.5 billion in wages in other sectors of the economy.

Part of the reason for the significant impact of P&C payroll is that jobs in the industry pay well. Very well. In 2006, statewide wages across all industries averaged \$35,860. The average P&C insurance wage was just under \$60,000 annually—or about 67% higher.



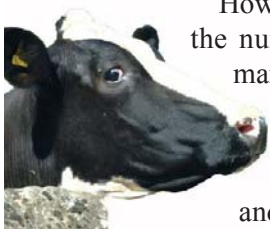
In Wisconsin, the typical P&C wage is 67% above average.

That placed P&C wages ahead of those in 17 of the state's 20 major industries, including manufacturing (\$43,720) and construction (\$48,310).

Lots of good jobs. Over 17,000 people work directly for P&C companies in Wisconsin. Relative to total

Wisconsin's property and casualty insurers.
Protecting people. Supporting families. Growing Wisconsin.

employment, that's more than in all but five states. Adding those employed by agencies selling P&C insurance boosts total P&C employment to between 23,000 and 28,000.



How many jobs is that? It's more than the number employed in dairy product manufacturing (18,000), brewing (under 2,000), or pharmacies and drug stores (16,000). In fact, it's more than the total number of doctors and lawyers in the state (15,900).

Hey, Bessie! Did you know that more people work in the P&C industry than in dairy manufacturing or brewing. P&C workers outnumber the state's doctors and lawyers combined.

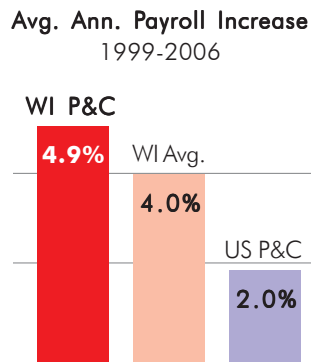
A growing industry.

Good jobs and lots of them means that Wisconsin's property and casualty industry is an important engine of state economic growth and development.

P&C jobs growing. From 1998 through 2006, the number of jobs in Wisconsin's P&C industry rose 2.7%, while, nationwide, they dropped 12.3%.

As a result, property and casualty insurers here increased national market share. With only 1.8% of the U.S. population, the Badger State increased its share from 2.8% of all P&C employment in 1998 to 3.2% by 2006. Wisconsin has almost twice as many jobs in the industry than its population would predict.

Pay growth strong. Growth in P&C payroll was even more impressive, rising at an annual average clip of 4.9%. That exceeded average wage-salary growth for Wisconsin industries as a group (4.0%) and more than doubled the increase of the property-casualty industry nationwide (2.0%).



Growing Wisconsin.

In looking to our state's economic future, public officials talk of "high-pay" jobs in "clean," growth industries like technology, life sciences, or alternative energy.

Yet, the clean and growing P&C industry is here now—113 firms and 68 town mutuals strong. And, because a recent study rated Wisconsin as one of the five best states for P&C insurers, their numbers will grow.

Importing billions. In 2007, our P&C companies wrote over \$28 billion in premiums, of which \$8 billion was purchased by state residents. That means these firms imported \$20 billion (net) in premiums—a staggering amount equal to almost one-tenth the state economy.

Spawning new jobs. Profits generated by the P&C industry spawned additional economic activity. Each insurance job results in 2.15 additional Wisconsin jobs for an economic "multiplier" of 3.15—well above the median multiplier (2.74) across 433 industries. All told, over 60,000 state residents owe their employment—directly or indirectly—to the property and casualty industry.

Not only is P&C employment clean and well-paying, it is also more effective at spurring job creation than two-thirds of all industries.

Spurring community development. Insurance firms have a number of options for investing their profits. A significant one is municipal bonds issued by states, schools, and other local governments. Last year more than one-fourth of P&C financial assets nationally were invested

Wind, solar, and bioscience are part of a "clean" and prosperous future. But our thriving, high-paying P&C insurers are here today. They are already a valued economic engine helping to create 60,000 jobs and \$2.5 billion in wages, while investing \$7 billion to build and improve our roads, schools, and communities.

in such bonds. Of all state-local debt in Wisconsin in 2005, 19%—or \$6.9 billion—was held by various property and casualty insurers. Next time you cross a new bridge or drive by a newly renovated school, chances are that P&C dollars are behind the improvement.

Contributing to the public good. In addition to helping fund public projects through bonding, the property and casualty industry and its employees pay taxes to keep Wisconsin safe, well-educated, and prosperous. P&C employees paid \$60 million in 2006 state income taxes, while companies added almost \$100 million in various types of franchise and premium taxes. Though unestimated, even larger sums are paid in sales and property taxes.

For details, see the Wisconsin Insurance Alliance at: www.wisinsal.org.
Photo sources: Wisconsin Dept. of Transportation and FreeFoto.com

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