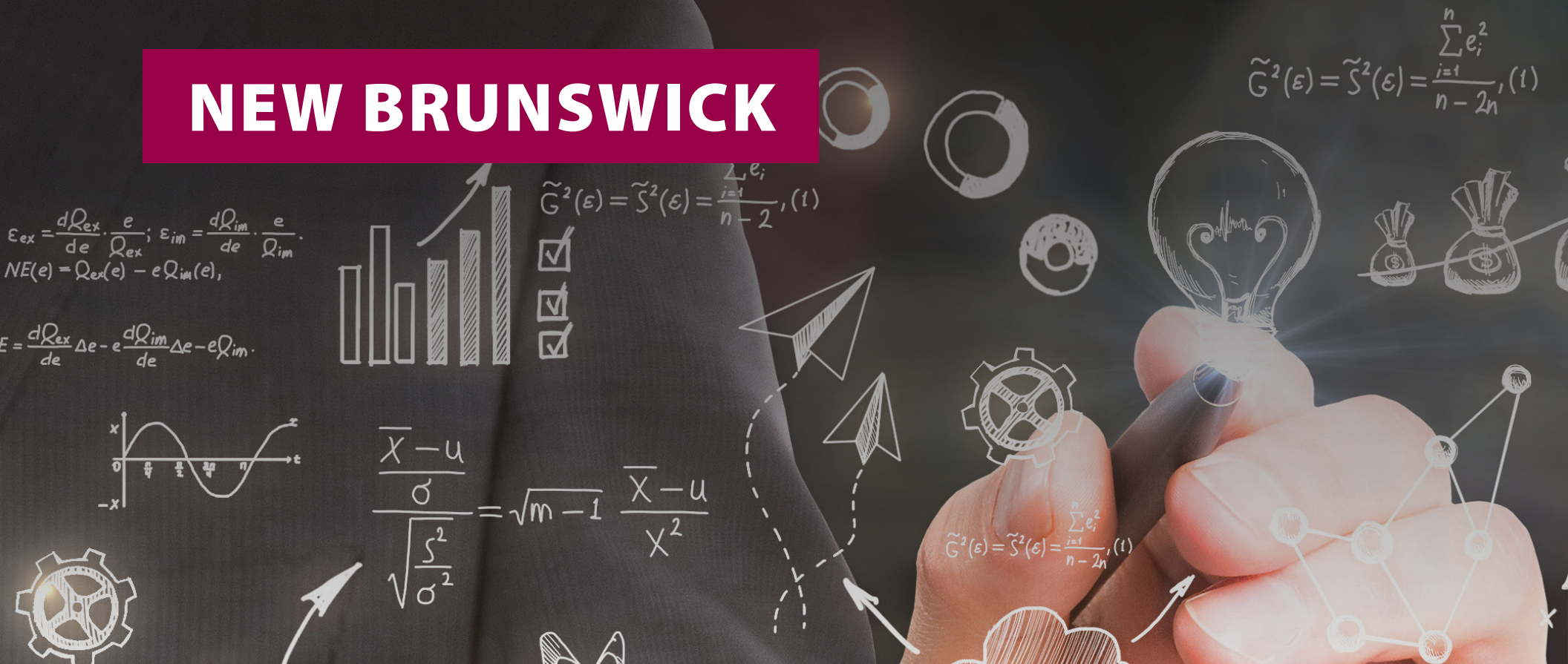


InsurEconomy 2024

Measuring the value of the property and casualty insurance industry to the economy

NEW BRUNSWICK



IBC
Insurance Bureau
of Canada

InsurEconomy 2024

The InsurEconomy report is published by Insurance Bureau of Canada (IBC) and presents statistics on the P&C insurance industry's importance and economic contribution to Canada and its provinces. Data in the report is sourced from IBC, Statistics Canada and MSA Research Inc., with other supporting information collected from secondary sources.

IBC commissioned Statistics Canada to use their input-output model to simulate the P&C insurance industry's 2022 direct, indirect and induced impacts on output and employment at the national and provincial levels. IBC provided the 2022 estimate of P&C insurance industry output used in the model shocks.

The most recent data available is used for the major P&C issues highlighted within the report.

In some instances, figures may not add up to the listed total due to rounding.



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Chapter 1: Key Findings



In 2022, New Brunswick's property and casualty (P&C) insurance industry directly contributed \$500 million to the province's nominal gross domestic product (GDP), with the total economic impact of over \$770 million when the indirect supply chain purchases and the induced impact of re-spending are taken into account.



In New Brunswick, P&C insurance carriers and brokerages directly created 3,100 jobs in 2022. For every 100 P&C insurance jobs, a further 89 jobs were generated due to supply chain impacts and the multiplier effect of employees' re-spending of earnings. The total number of jobs attributable to the P&C insurance industry was estimated to be 5,900.



Those working in life and health (L&H) and P&C insurance carriers in New Brunswick earned an hourly compensation that was 74% above the 2022 provincial average (**Exhibit 2**), reflecting their productivity. On average, labour productivity at an insurance carrier was triple the average industry in New Brunswick (**Exhibit 4**).



The insurance industry furthers gender equality by employing a substantial percentage of women. As of 2021, L&H and P&C insurance brokerages achieved a 66% rate of employment for women, while carriers registered 67%, compared with 49% for the average industry in New Brunswick (**Exhibit 3**).



The P&C insurance industry contributes substantially to New Brunswick's tax revenue. In 2022, the industry directly contributed \$5 million in New Brunswick corporate income taxes and \$59 million in insurance premium taxes (**Exhibit 5**). Additionally, the industry contributed \$92 million in taxes and levies at the provincial level, which brought the industry's total tax contribution to \$156 million.



Chapter 2: An Overview of P&C Insurance

The P&C insurance industry transfers risks from individuals and businesses. Insurers accomplish this by pooling and spreading individual and business risks among a wide range of perils, businesses and individuals. Insurers price policies to match the expected value of the risk, administrative costs and a profit margin. By constructing a large, diversified portfolio of these risks, the industry manages P&C risks in New Brunswick.

However, primary insurance carriers do not do this work in isolation. Insurance carriers depend on the distribution channels and consumer education services of insurance brokerages and agents. Brokers and agents work directly with consumers to select insurance coverages that most accurately match the consumer's budget and risk profile.

Within the P&C insurance industry, reinsurance companies provide risk transfer services to primary insurance carriers. Similar to how insurers pool risks from individuals and businesses, reinsurance

companies pool risks from insurers. By using reinsurance contracts, primary insurance carriers can transfer risk for certain policies to the reinsurer and meet obligations for capital adequacy that are set by government regulators.

Although the nature of the P&C insurance industry remains relatively stable over time, and despite the challenges with natural catastrophes over the last few years, the business strategy continues to evolve to reflect the changing risk and regulatory environment in which the industry operates.



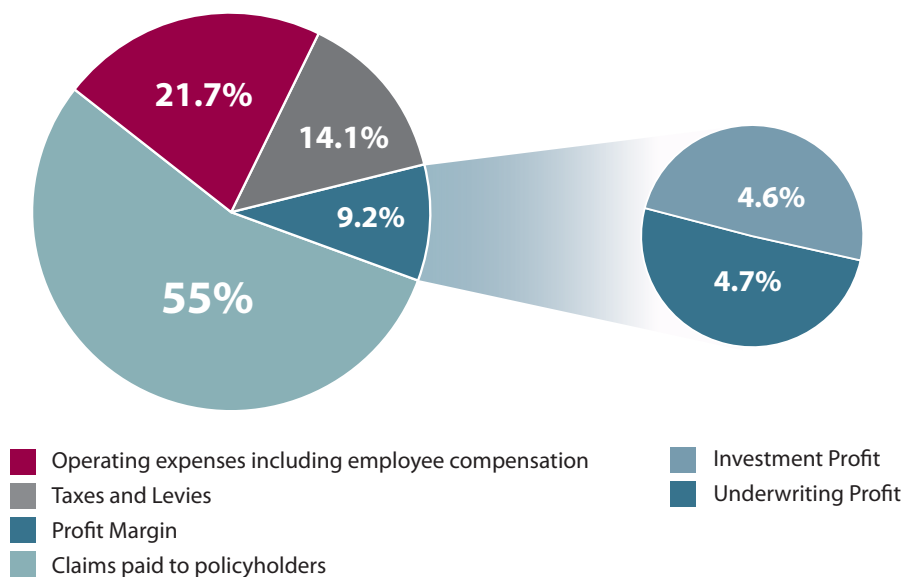
Chapter 3: The Importance of the P&C Insurance Industry for Canada

The P&C insurance industry in Canada expertly fulfills its role of transferring and managing the risks of individuals and businesses. These risk transfer and management services generate revenue and simultaneously spur investment. Beyond the economic impact, the industry provides secondary functions and societal benefits to Canadian society which are explained in further detail in Chapter 8.

Revenue Allocation across Canada (2013–2022)

Every dollar of revenue that Canadian P&C insurance carriers generate is typically allocated in the manner illustrated in **Exhibit 1**. For the 2013–2022 period, claims paid to policyholders, on average, made up the largest allocation (55%) of the P&C insurance industry's revenue in Canada, with the profit margin accounting for the smallest allotment (9.2%), on average. Overall, each insurer assumes and manages the risk of its clients in exchange for a premium that covers claims, operating expenses and other obligations.

Exhibit 1: P&C Insurance Carrier Revenue Allocation, 2013–2022, Canada



Source: IBC analysis with data from MSA Research Inc. (Based on 10-year average)



Revenue Allocation across Canada (2022)

In 2022, the P&C insurance industry paid out 48% of its revenue directly to claimants, when compared to the average allocation of 55% over the last 10 years (**Exhibit 1**). In the same year, the industry retained 14% of revenue as profit, which was significantly higher than the recent 10-year average of 9.2%. The higher-than-normal profit reflected a decline in claims frequency and severity because of the downturn in economic activity during the COVID-19 pandemic. This underwriting profit will likely not stay at this level, given inflation and claims trends. Concurrently, the deterioration in investment returns reflected the sharp increase in interest rates and the resulting mark-to-market losses on most invested assets of P&C insurers, specifically, as it related to unrealized losses from bonds and equities. Currently, the industry's profit margin is almost exclusively underwriting income,

Table 1: P&C Insurance Carrier Revenue Allocation, 2022, Canada

Allocation	% of Revenue
Claims Paid to Policyholders	47.7%
Operating Expenses	22.4%
Taxes and Levies	15.7%
Profit Margin	14.3%
Underwriting Profit	14.1%
Investment profit	0.2%

Source: IBC analysis with data from MSA Research Inc.

although investment income would traditionally make up approximately half of the industry's profit.

By fulfilling its risk transfer function, the P&C insurance industry contributes significantly to Canada's competitiveness and prosperity. The industry offers a relatively high remuneration to its very productive and diverse workforce, while contributing a substantial amount in taxes to municipal, provincial and federal governments.

In addition to the direct economic contribution of the P&C insurance industry, there are also indirect and induced impacts.¹ Indirect impact captures the upstream supply chain activity of intermediate inputs to the industry. The induced impact captures economic activity attributable to the wages of workers in the industry and its supply chain.

Investment in Government Bonds

The P&C insurance industry invests heavily in government bonds that support Canada's economy. In 2022, the P&C insurance industry held a total of almost \$39 billion in federal, provincial, municipal, public authority and school bonds. This level of investment in government bonds in 2022 was marginally higher than the \$34 billion in 2018.

¹ Statistics Canada. "User's Guide to the Canadian Input-Output Model", June 2009.



Chapter 4: Employment Contributions

Jobs

Across New Brunswick, P&C insurers directly employed 1,500 workers in 2022. Including brokerages, which act as expert advisors to address consumer insurance needs, the industry's direct contribution to the employment market reached almost 3,100 workers.²

The broad P&C insurance industry is responsible for substantially more jobs than its direct employees. These indirect and induced jobs include occupations in a wide variety of areas such as legal services, accounting, telecommunications, data processing and motor vehicle repair services. Accounting for the indirect jobs resulting from supply chain activity and induced jobs generated through employees re-spending their earnings, an additional 2,800 jobs were created in 2022, which brought the total employment attributable to the P&C insurance industry up to 5,900 workers.

Labour Income

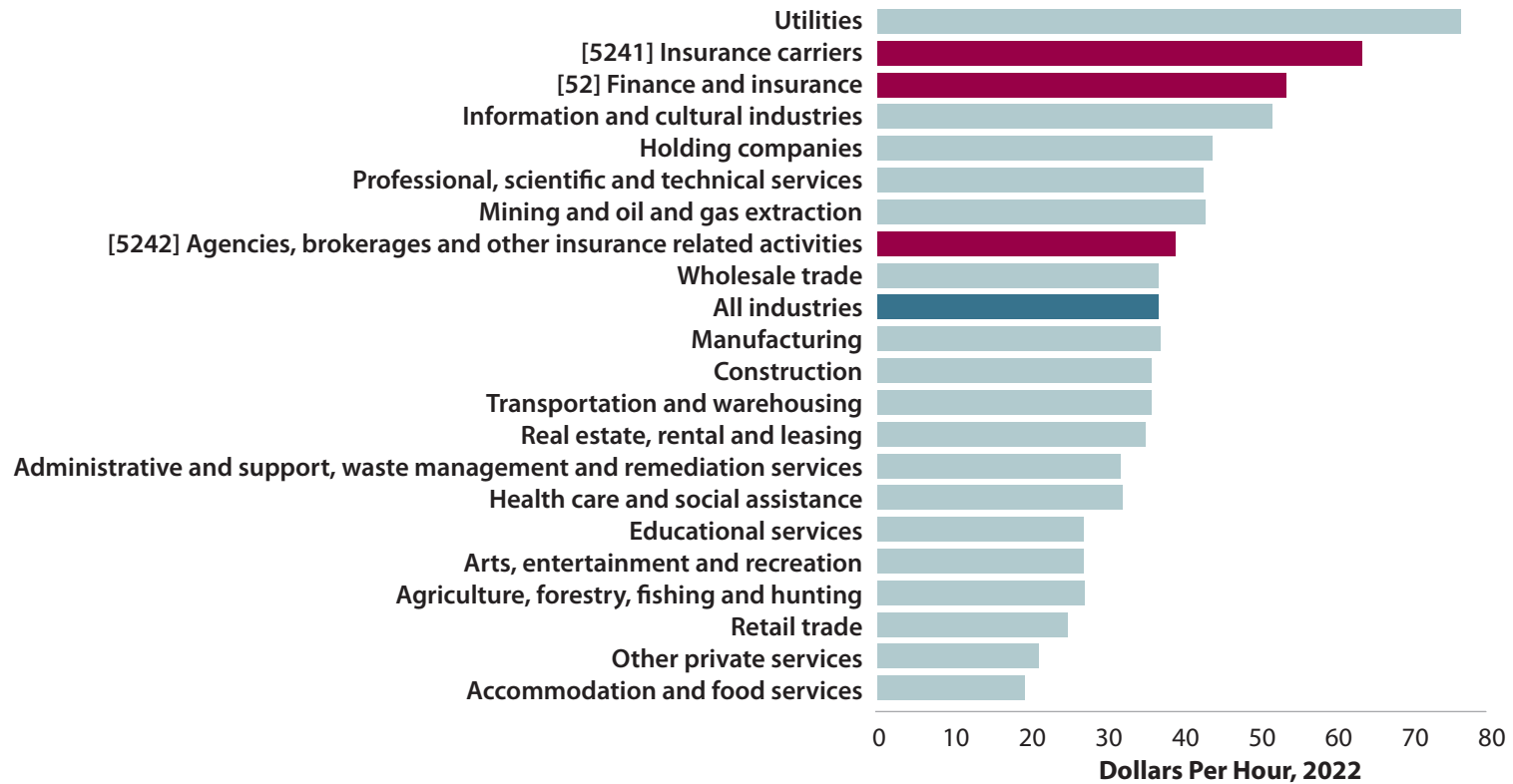
The insurance industry is not only a major source of employment in New Brunswick, it also supports high-quality, high-paying jobs. In 2022, workers at L&H and P&C insurance carriers made an average of \$64 per hour, and workers at L&H and P&C insurance brokerages earned an average of \$39 per hour. These average hourly wages were significantly more per hour than New Brunswick's average employee, which was \$37 per hour (**Exhibit 2**).

In 2022, New Brunswick's P&C insurance industry employees at carriers and brokerages earned more than \$220 million. Accounting for the indirect jobs generated through the supply chain impacts and the multiplier effect of employees re-spending their earnings, an additional \$150 million in compensation was added, which brought the total labour income to \$370 million. The multiplier effect refers to the effect on the national income and product of an exogenous increase in demand. The investment of the P&C insurance industry leads to increased demand and consumption in other parts of the Canadian economy.

² See Appendix for the methodology used by Statistics Canada to compute the direct, indirect and induced impacts.



Exhibit 2: Total Compensation Per Hour Worked by Industry, 2022, New Brunswick



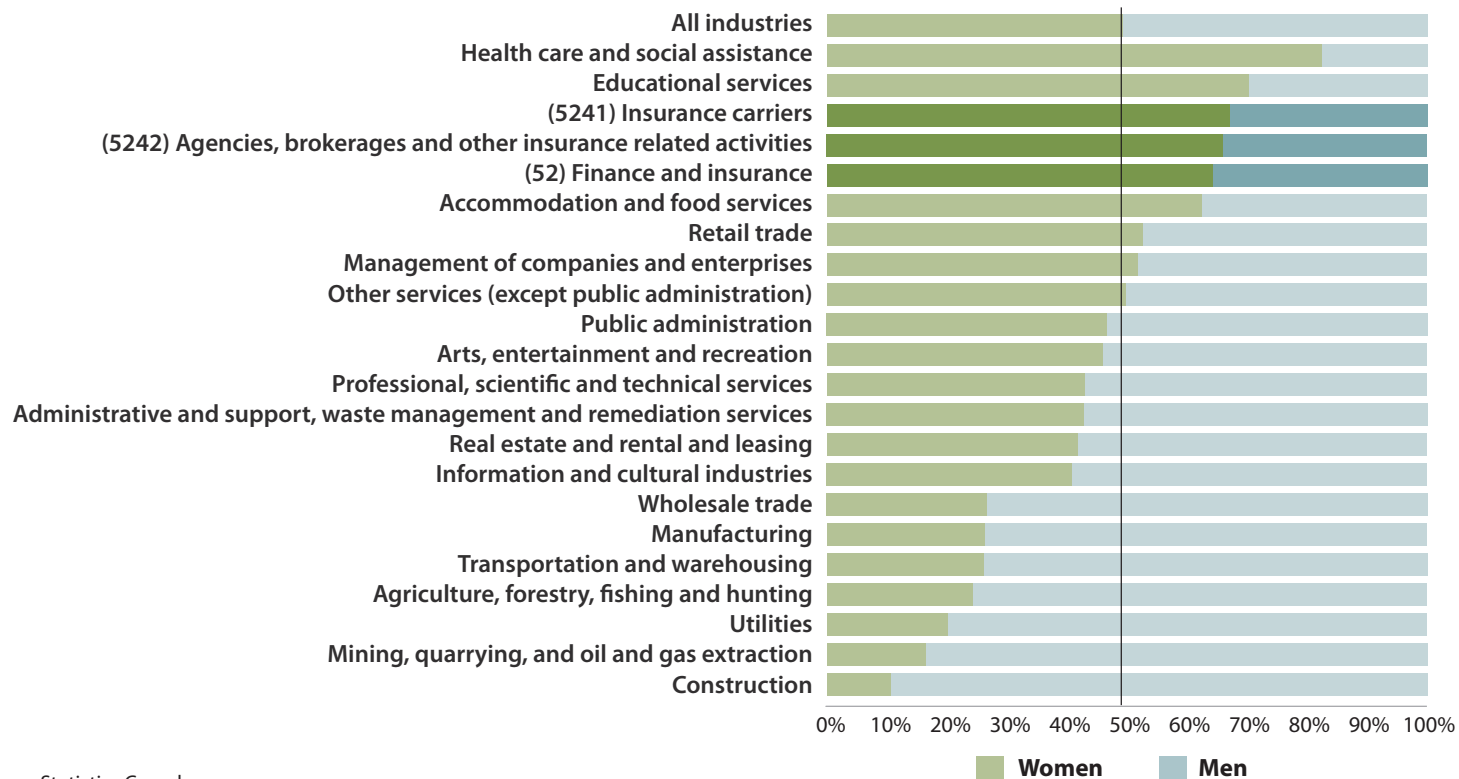
Source: Statistics Canada.

Note: See Appendix for use of the 2022 North American Industry Classification System.

Diversity

The 2021 Canadian census revealed that New Brunswick's finance and insurance industry employed more women (64%) than men (**Exhibit 3**). L&H and P&C insurance brokerages employed 66% women and carriers employed 67%, both higher than the average industry in New Brunswick (49%).

Exhibit 3: Employment by Industry by Gender, 2021, New Brunswick



Source: Statistics Canada.

Note: See Appendix for use of the 2022 North American Industry Classification System.

The P&C insurance industry supports a significant number of jobs, employs a significant percentage of women and pays above-average wages, all of which contributes to both the economic dynamism of the province and its gender equality.



Chapter 5: Economic Contributions

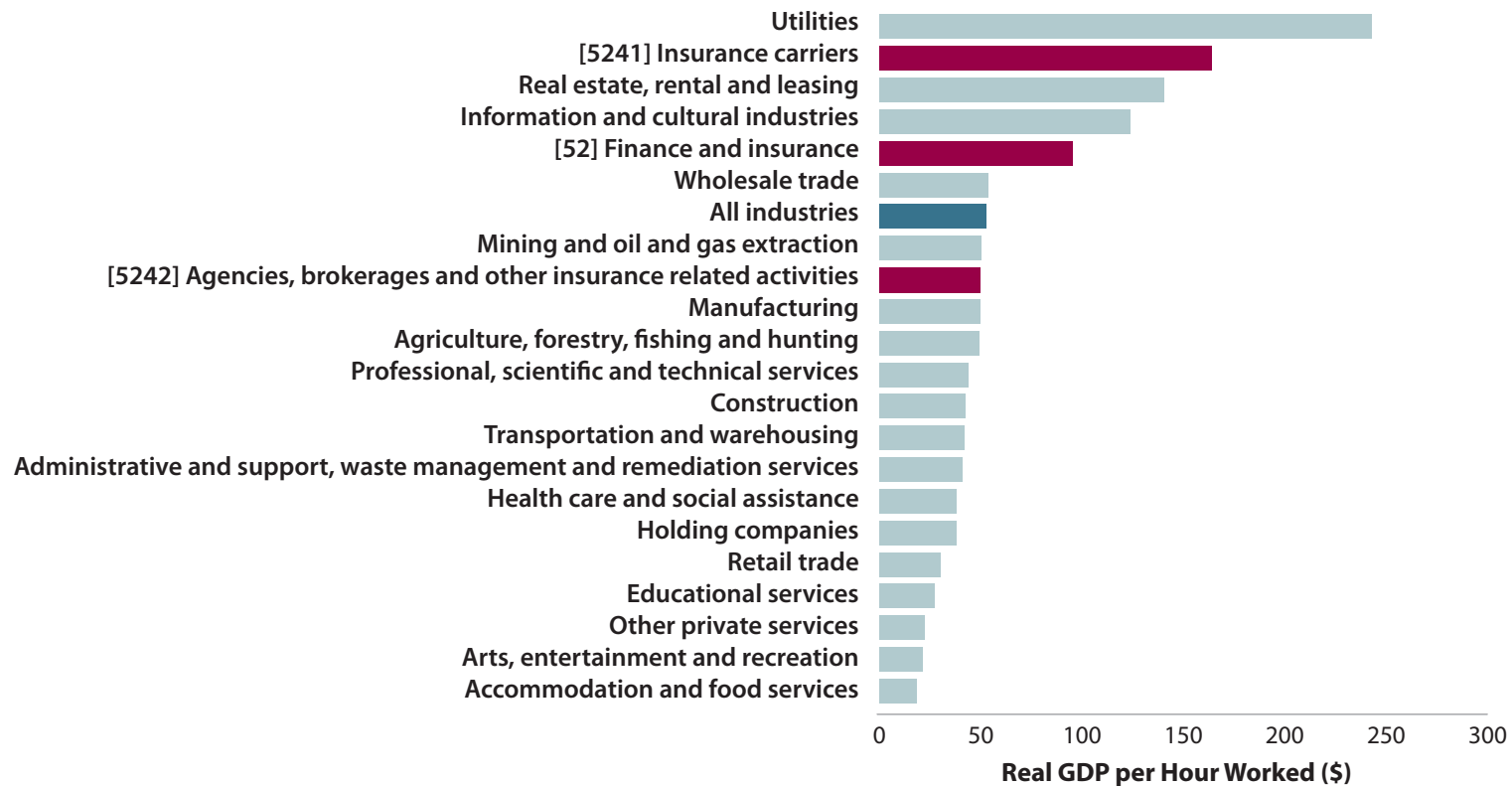
Gross Domestic Product

In 2022, the P&C insurance carriers directly added \$350 million to New Brunswick's GDP through a combination of its risk transferring services and the return on its investment activities. P&C insurance brokerages added \$150 million in GDP, which brought the industry's total direct contribution to New Brunswick's economy to almost \$500 million.

The P&C insurance industry's operations indirectly creates goods and services in its supply chain and, through employees re-spending their earnings, induces additional activities across the economy, which contributed a further \$270 million to New Brunswick's GDP in 2022. Overall, for 2022, the cumulative direct, indirect and induced impact of the P&C insurance industry's contribution to New Brunswick's GDP was \$770 million.

In addition to the P&C insurance industry's large overall contribution to New Brunswick's economy, the labour productivity (measured as real GDP per hour worked) of insurance carriers was 210% above the 2022 provincial average. This makes employees at L&H and P&C insurance carriers among New Brunswick's most productive workers (**Exhibit 4**).

Exhibit 4: Labour Productivity Per Hour by Industry, 2022, New Brunswick



Source: Statistics Canada.

Note: See Appendix for use of the 2022 North American Industry Classification System.

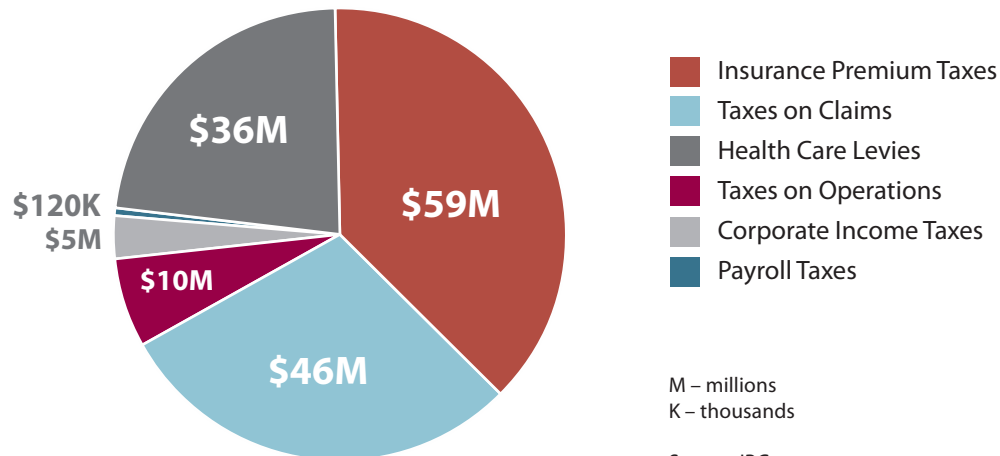


Tax Revenue

The P&C insurance industry directly contributed \$5 million in New Brunswick corporate income taxes and \$59 million in insurance premium taxes in 2022 (**Exhibit 5**). The industry additionally contributed \$92 million in taxes and levies through its business operations, which brought the total tax revenue contribution to New Brunswick's government to nearly \$156 million. In 2022, the largest direct source of provincial taxes in New Brunswick was insurance premium taxes. P&C insurers pay a 3.0% tax on their collected premiums to the New Brunswick government.³

The P&C insurance industry also contributed federal government tax revenue. In 2022, P&C insurers across Canada contributed almost \$4 billion in taxes to the federal government. These payments included corporate income taxes (\$0.4 billion) and payroll taxes for the industry's employees (\$2 billion).

Exhibit 5: Taxes Contributed by the P&C Insurance Industry to the Provincial Government, 2022, New Brunswick



Source: IBC

³ <https://www2.gnb.ca/content/gnb/en/departments/finance/taxes/insurance-premium-tax.html>



Chapter 6: Commercial Insurance

According to 2022 estimates, New Brunswick's commercial insurance sector provided substantial value to Canada's economy by contributing to GDP, labour income and job creation. The sector's activities generated a direct economic impact of a little over \$170 million in GDP, close to \$77 million in labour income and 1000 jobs.

When factoring in the multiplier effect, each \$100 of GDP and \$100 of labour income in the sector generated an additional \$55 and \$68, respectively, in other industries. Similarly, the sector created 89 jobs for every 100 jobs in the commercial insurance sector in New Brunswick. This brought the total economic impact of the commercial insurance sector in 2022 to nearly \$270 million in GDP, nearly \$130 million in labour income and 2000 jobs. These trends highlight the significant economic impact and job creation potential of the commercial insurance sector in New Brunswick.

Moreover, during the 2022 fiscal year, insurers in New Brunswick disbursed roughly \$260 million to help settle commercial insurance claims. These payouts play a pivotal role in supporting businesses,

enabling them to recuperate from their losses and swiftly restart their operations following unforeseen events. By providing the necessary financial support, the commercial insurance industry continues to be a crucial partner in the recovery and resilience of businesses across New Brunswick.

The ability of Canada's P&C insurance industry to act as a financial shock absorber is heightened in challenging times like today, as businesses feel the impact of an inflationary environment and periods of lower economic growth, illustrated most plainly by price shocks and the subsequent cost of living crisis. In such a landscape, insurers have a unique perspective and, indeed, a responsibility to absorb the impact for both consumers and the wider economy.

At the end of 2022, slightly more than 17,000 businesses were active in New Brunswick.⁴ All have one thing in common: without the right insurance coverage, each could be wiped out by a disaster or a lawsuit.

⁴ Statistics Canada.





Chapter 7: Major P&C Issues

Natural Disasters

In 2022, New Brunswick had the largest number of losses and loss adjustment expenses in the province's history, with over \$64 million.⁵ This overtook the previous high of \$58 million in 2019. The most frequent perils in New Brunswick are related to windstorms such as Hurricane Fiona in September 2022; and water-related catastrophic events. Major catastrophes from snow, hail or fire are scarce within the province.

In February 2023, the New Brunswick government made changes in the amount and frequency of claims that individuals can make regarding natural catastrophes. In the government's [announcement](#), a \$200,000 limit was placed on financial assistance per incident causing structural damage for properties that repeatedly experience damage from climate-related disasters. The limit on claims was previously \$160,000. This increase in the disaster financial assistance (DFA) in New Brunswick is an impetus for individuals to seek coverage in the private market, eventually do without DFA or relocate. The changes to the DFA is in line with [IBC's advocacy](#) for a [National Flood Insurance Program](#) as the province has made it clear they no longer plan to pay indefinitely for DFA for similar claims.

Auto Insurance Input Costs

The current New Brunswick rate regulation process is cumbersome and costly. By regulation, P&C insurers are required to file their annual auto insurance rates with the New Brunswick Insurance Board (NBIB) for approval or amendment. The current rate approval system can typically take 9 months, with many insurers reporting longer time frames on average for approval.

The lengthy approval process reflects the cumbersome rate regulation process, where [rate increases beyond 3% average](#) require a full hearing of the NBIB which come at a significant cost. As such, the incentive for P&C insurers to file annually for needed increases has been completely eroded by the cost and time required to do so. This also creates a disincentive for P&C insurers to expand in New Brunswick. Consequently, insurers hold off on rate increases above 3% until their pricing structure becomes untenable at which point they file for much larger increases to make the process of holding a rate hearing economical. This strategy creates a rate shock for consumers.

The current 3% threshold is an antiquated and arbitrary delineation that the NBIB should revise or eliminate. Additionally, this system disincentivizes insurers taking rate reductions, if they can in any given year, as they know that increases are difficult and costly to obtain when they need them to maintain market stability.

⁵ IBC analysis with data from CatIQ. The catastrophic loss values are in 2023 dollars.



Like the rest of Canada, New Brunswick has endured a period of elevated inflation, with auto insurance providers being hit especially hard over the last three years by soaring input costs. The cumulative effect of inflation was felt by businesses and consumers. From an auto insurance perspective, in 2023, private passenger vehicle purchase costs in New Brunswick have risen by 17.5% and vehicle parts, maintenance & repairs up by 18.6%, since 2020. In contrast, private passenger vehicle insurance premiums have only increased by 4.0% over the same time span.⁶

Direct Claims Incurred

Direct claims incurred in New Brunswick are soaring for both commercial and personal property. The province had over \$210 million of direct claims incurred for personal property and over \$153 million for commercial property. The overall trend for commercial property claims is increasingly worrying. In the 5-year period (2018 to 2022), the average annual direct claims incurred for commercial property more than doubled to \$173 million from the 2013-2017 period annual average of \$79 million.⁷

⁶ IBC analysis with data from Statistics Canada

⁷ IBC analysis with data from MSA Research, Inc.





Chapter 8: Secondary Functions and Societal Benefits of the Insurance Industry

Beyond the direct economic impact of the P&C insurance industry on national accounts, and therefore on Canadian economic well-being, there are often subtle, hidden but widespread socio-economic benefits to P&C insurance. Some of those benefits are as follows.

Financial Loss Minimizer

The primary benefit of insurance is to help minimize financial losses. This benefit can range from repairing and rebuilding a commercial property damaged by a natural catastrophe (e.g., a wildfire, flood or earthquake) to helping cover legal costs from a liability lawsuit. The enhanced financial security provided by insurance gives companies and consumers peace of mind, and helps families and businesses remain financially stable in times of unanticipated hardship.⁸

Financial First Responder

Preventive measures may not always be possible for all types of risks. For risks that are high-impact and low-probability, such as a natural catastrophe, insurance carriers often act as financial “first responders”, paying claims to those suffering losses before government assistance or charitable efforts get underway. By dispatching staff to assist with recovery efforts and quickly working to mitigate and repair damage, insurers help accelerate post-disaster efforts so that businesses and individuals can quickly get back on their feet.⁹ While insurance hedges against loss, it also facilitates economic re-start and recovery.

Capital Provider and Supporter of Public Finance

Insurers generally carry a diversified portfolio of stable, long-term investments such as corporate and government bonds. These investments allow insurers to invest in assets that support their underwriting obligations, which would be too risky to insure without this fallback support.¹⁰ By purchasing government bonds, insurers implicitly help finance vital social services such as education and health care. Governments rely on capital markets to finance their activities, which means taxpayers do not bear full responsibility for government spending. In this way, insurers contribute to the overall fiscal and socio-economic health of Canada.

Insurance also helps support the supply and demand levers of the economy by facilitating national and international trade. For example, cargo and credit insurance allow businesses to import goods from overseas, bolstering the supply of goods in Canada. Insurance also supports demand when a business that has coverage for business interruption losses cannot fulfill orders because of an insured loss.

⁸ Grant, Eric. (2012). The Economic and Social Value of Insurance. The Geneva Association, 10.

⁹ Ibid., 12.

¹⁰ Grundl, H., M. Dong, and J. Gal. (2016). “The Evolution of Insurer Portfolio Investment Strategies for Long-Term Investing,” OECD Journal: Financial Market Trends, 2016 (1).



Innovation Facilitation

In the innovation ecosystem, many small, capitalized start-up companies take on enormous risk as they develop novel technologies. Many technological breakthroughs occur through a lengthy incubation process in which the enterprise is created and capitalized by investors. Start-up companies can engage in research and development on a pre-revenue basis for years (or even decades), generating intellectual property in the process – all prior to the commercial launch of their new product or service. Managing the financial risk associated with this process would be extremely difficult without liability insurance, errors and omissions insurance, directors' and officers' liability insurance, and other forms of insurance, since a single claim or operational error could effectively bankrupt the enterprise and deplete the invested capital. Commercial insurance helps the end-to-end scientific discovery process to manifest itself in a commercial space.

Commercial Credit Facilitator

When businesses have a brick-and-mortar presence, proof of commercial insurance is a pre-condition to securing a business loan. For this reason, insurers are also credit facilitators in the economy. This credit, in turn, facilitates the production, distribution, and use of the goods or services that the business produces.

Reputation Protector

All businesses must monitor and closely manage any risk to their reputation. When a business is able to demonstrate to clients and consumers that it has mitigated potential risks with insurance, it gives the clients and consumers greater confidence in the business. While insurance is not always required for all types of businesses, clients like to know they are dealing with a reputable company that takes the safety of its staff and clients seriously and appropriately addresses its financial risk.

Capital Formation Enabler

Insurance can help businesses save money over the long term if they pair adequate commercial insurance coverage with in-house risk management strategies. By actively managing risks, a business is less likely to have significant and frequent claims on their policy. This, in turn, helps demonstrate to their insurer that the company is "risk aware" and taking steps to prevent unnecessary losses. With fewer claims on the books, a business may be able to lower its overall insurance costs as its risk profile improves.

Workplace Safety Promoter

In addition to standard commercial insurance coverage, supplementary coverages help encourage a business and its employees to operate safely.



Appendix: Classification of Industry Groups and Methodology

The 2022 North American Industry Classification System¹¹ defines insurance carriers and agencies, brokerages and other insurance-related activities as follows.

5241 – Insurance carriers

This industry group comprises establishments primarily engaged in underwriting annuities, insurance policies and reinsurance. The establishments of this group invest premiums to build up a portfolio of financial assets to use against future claims. Contributions and premiums are set based on actuarial calculations of reserves. This industry group includes direct insurance carriers that are primarily engaged in underwriting annuities and insurance policies directly to policyholders, and reinsurance carriers that are primarily engaged in assuming all or part of the risk associated with existing insurance policies originally underwritten by other insurance carriers. Industries are defined in terms of the type of risk against which the policyholders are being insured, such as death, loss of employment due to age or disability, and property damage.

52411 – Direct life, health and medical insurance carriers

52412 – Direct insurance (except life, health and medical) carriers

52413 – Reinsurance carriers

5242 – Agencies, brokerages and other insurance-related activities

This industry group comprises establishments primarily engaged in selling insurance or providing services related to insurance.

52421 – Insurance agencies and brokerages

52429 – Other insurance-related activities

Methodology used by Statistics Canada

All nominal GDP, employment, personal income and tax values in this report are provided by Statistics Canada, which used detailed supply-and-use tables and input-output models, unless otherwise stated. The results of the model quantify the combined direct, indirect and induced economic impacts (total impacts):

- Direct impacts relate only to businesses, employees and those self-employed workers in insurance carriers (NAICS 5241) and agencies, brokers and other insurance-related activities (NAICS 5242), for example, premium taxes paid directly by insurance carriers.
- Indirect impacts (or supply chain impacts) are generated by the upstream (supply chain) purchases made by operations identified in the direct impact phase. For example, operations in the P&C insurance economy require external legal and administrative services.

¹¹ Statistics Canada.



- Induced impacts are derived when employees of businesses identified in both the direct and indirect impact phase spend the earnings made from the activity under analysis. This re-spending results in additional levels of employment, income and tax revenues, which can be observed across a wide range of industries.

Total Impact of P&C Insurance Carriers

Statistics Canada produces GDP, employment, personal income and taxes on products by detailed tax and taxes on production by level of government estimates for insurance carriers. However, these estimates include both the P&C and L&H insurance industry segments. To isolate the direct contribution of the P&C insurance industry, Statistics Canada uses detailed financial data from insurance carriers to calculate the output estimates for the P&C and L&H insurance industries. As defined in the 2008 system of national accounting, the output for each of these two industries was calculated by adding insurance premiums earned to investment income, then subtracting

insurance claims incurred. Investment income is the sum of interest and dividend income, realized gains and investment expenses. The P&C insurance industry's share of the total output for the insurance industry was then calculated by dividing the output from P&C insurance carriers by the total output for insurance carriers (defined as L&H plus P&C insurance). This share was then applied to all economic impact parameters for insurance carriers available from Statistics Canada, yielding estimates for P&C insurance carriers.

Total Impact of P&C Insurance Agencies, Brokerages and Other Insurance-related Activities

Almost all of the output of insurance brokers, agents and adjusters is purchased by insurance carriers. As a result, the impacts of P&C insurance agencies, brokerages and other insurance-related activities were estimated by running an output shock on the insurance carriers; the economic impacts of this industry are included in the model results as indirect impacts of insurance carriers.

