

# InsurEconomy 2024

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

**CANADA**



**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, Canada's property and casualty (P&C) insurance industry directly contributed almost \$22 billion to the country's nominal gross domestic product (GDP), with a total economic impact of more than \$38 billion when indirect supply chain purchases and the induced impact of re-spending are taken into account.



In Canada, P&C insurance carriers and brokerages directly created 145,000 jobs in 2022. For every 100 P&C insurance jobs, a further 105 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 297,000.



Those working for life and health (L&H) and P&C insurance carriers in Canada in 2022 earned an hourly compensation that was 34% above the national average (**Exhibit 2**), reflecting their productivity. On average, labour productivity at an insurance carrier was 84% higher than at the average industry in Canada (**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 60% rate of employment for women and carriers registered 61%, compared with 48% for the average industry in Canada (**Exhibit 3**).



The P&C insurance industry contributes substantially to Canada's tax revenue. In 2022, the industry directly contributed nearly \$4 billion in federal taxes (**Exhibit 5**) and more than \$8 billion in provincial taxes and levies, which brought the industry's total tax contribution to a slightly more than \$12 billion.





## Chapter 2: An Overview of P&C Insurance

The P&C insurance industry transfers risks away 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 Canada.

However, primary insurance carriers do not 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.





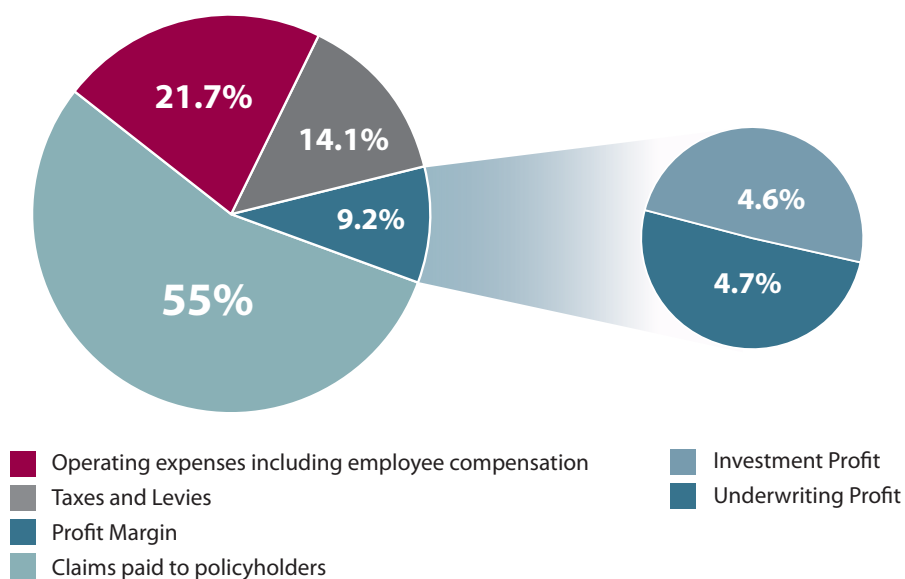
## Chapter 3: The Importance of the P&C Insurance Industry for Canada

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 as illustrated in **Exhibit 1**. For the 2013–2022 period, claims paid out 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 (**Table 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

**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.

industry's profit margin is almost exclusively underwriting income, 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.<sup>1</sup> 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 supports 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.

<sup>1</sup> Statistics Canada. (2009). *User's Guide to the Canadian Input-Output Model*.





## Chapter 4: Employment Contributions

### *Jobs*

Across Canada, P&C insurers directly employed 70,000 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 145,000 workers.<sup>2</sup>

The broad P&C insurance industry is responsible for substantially more jobs than just 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 152,000 jobs were created in 2022, which brought the total employment attributable to the P&C insurance industry up to 297,000 workers.

### *Labour Income*

The insurance industry is not only a major source of employment in Canada, it also supports high-quality, high-paying jobs. In 2022, workers at L&H and P&C insurance carriers made an average of \$59 per hour, and workers at L&H and P&C insurance brokerages earned an average of \$52 per hour. These average hourly wages were significantly more per hour than Canada's average employee at \$44 per hour (**Exhibit 2**).

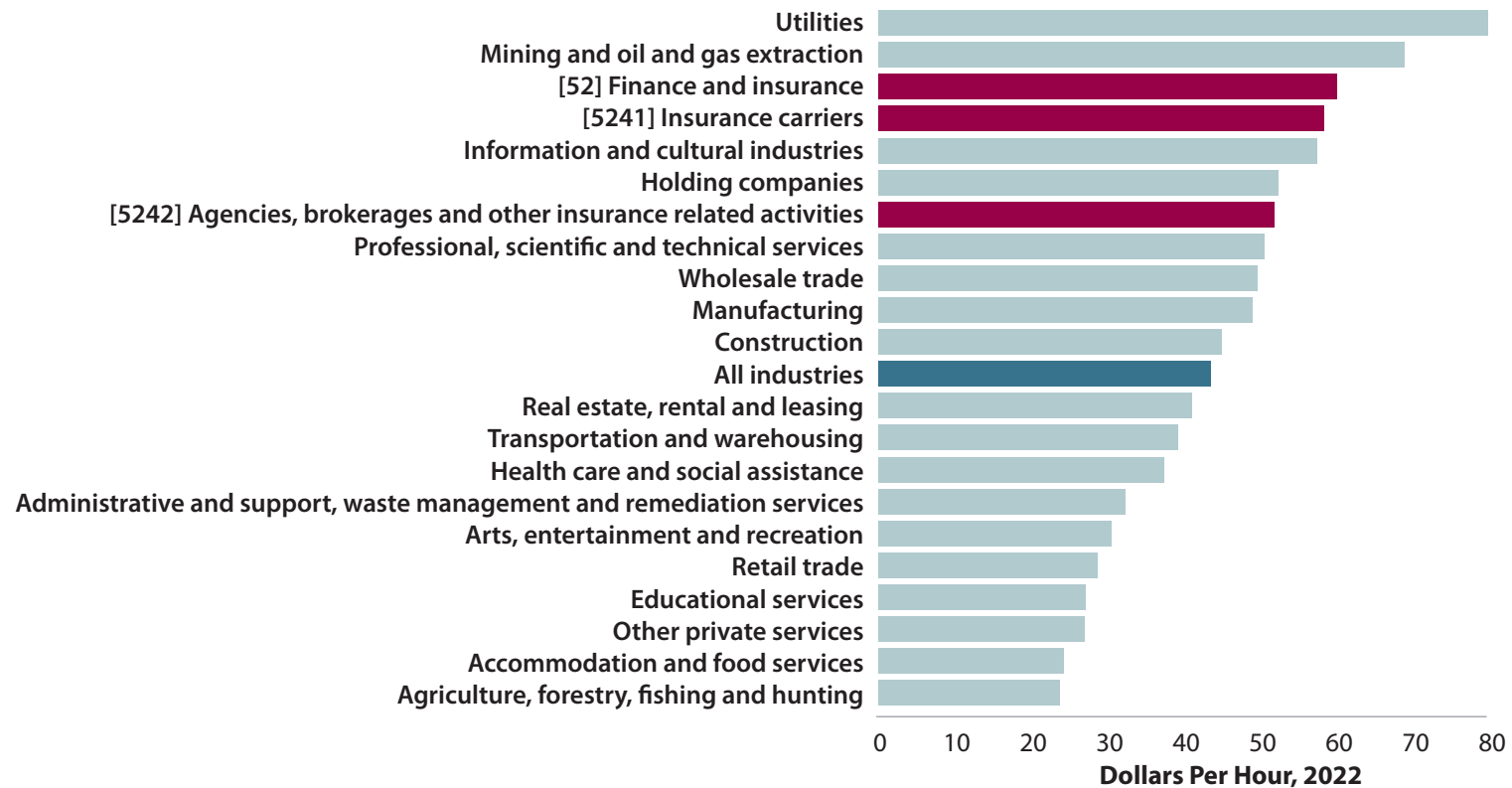
In 2022, Canada's P&C insurance industry employees at carriers and brokerages earned \$12 billion. Accounting for the indirect jobs generated through the supply chain impacts and the multiplier effect of employees re-spending their earnings, added an additional \$9 billion in compensation, which brought the total labour income to a little more than \$21 billion. 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.

<sup>2</sup> 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, Canada**



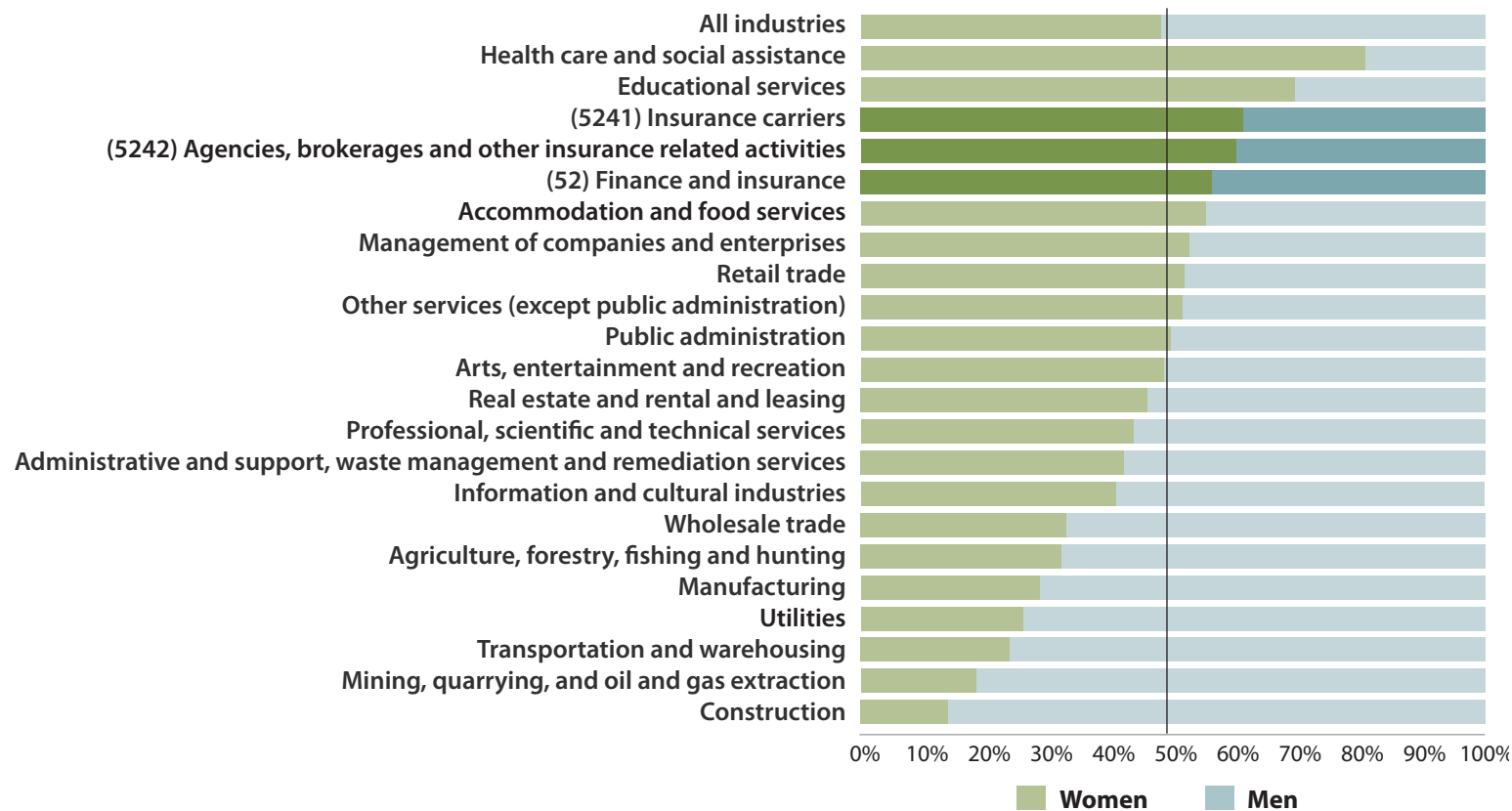
Source: Statistics Canada.

Note: See Appendix for 2022 North American Industry Classification System

## Diversity

The 2021 Canadian census revealed that Canada's finance and insurance industry employed more women (56%) than men (**Exhibit 3**). L&H and P&C insurance brokerages employed 60% women and carriers employed 61%, both higher than the average industry in Canada (48%).

**Exhibit 3: Employment by Industry by Gender, 2021, Canada**



Source: Statistics Canada.

Note: See Appendix for 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 contribute to both the economic dynamism of the country and its gender equality.



## Chapter 5: Economic Contributions

### *Gross Domestic Product*

In 2022, the P&C insurance industry directly added \$14 billion to Canada's GDP through a combination of its risk transferring services and the return on its investment activities. P&C insurance brokerages added more than \$7 billion in GDP, which brought the industry's total direct contribution to Canada's economy to nearly \$22 billion.

The P&C insurance industry's operations indirectly create goods and services in its supply chain and, through employees re-spending their earnings, induce additional activities across the economy, which contributed a further \$17 billion to Canada's GDP in 2022. Overall, for 2022, the cumulative direct, indirect and induced impact of the P&C insurance industry's contribution to Canada's GDP was more than \$38 billion.

In addition to the P&C insurance industry's large overall contribution to Canada's economy, the labour productivity (measured as real GDP per hour worked) of insurance carriers was 84% above the 2022 national average. This makes employees at L&H and P&C insurance carriers among Canada's most productive workers (**Exhibit 4**).





**Exhibit 4: Labour Productivity Per Hour by Industry, 2022, Canada**



Source: Statistics Canada.

Note: See Appendix for 2022 North American Industry Classification System



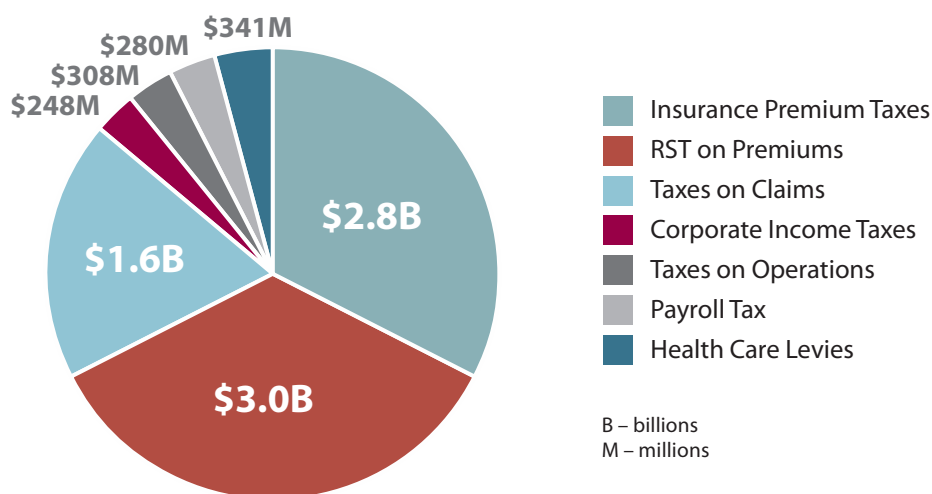
## Tax Revenue

The P&C insurance industry contributed \$248 million in provincial corporate income taxes across Canada and nearly \$3 billion in insurance premium taxes in 2022 (**Exhibit 5**). The industry contributed an additional \$5 billion in taxes and levies through its business operations, which brought the total tax revenue contribution to provincial governments to more than \$8 billion. In 2022, the largest direct sources of provincial taxes throughout Canada were retail sales taxes and insurance premium taxes.

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).

Including both federal and provincial governments, the P&C insurance industry contributed more than \$12 billion in taxes in Canada in 2022.

**Exhibit 5: Taxes Contributed by the P&C Insurance Industry to the Provincial Governments, 2022, Canada**



Source: IBC



## Chapter 6: Commercial Insurance

According to 2022 estimates, Canada'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 more than \$8 billion in GDP, nearly \$5 billion in labour income and 56,000 jobs.

When factoring in the multiplier effect, each \$100 of GDP and \$100 of labour income in the sector generated an additional \$75 and \$75, respectively, in other industries. Similarly, the sector created 105 jobs for every 100 jobs in the commercial insurance sector in Canada. This brought the total economic impact of the commercial insurance sector in 2022 to nearly \$15 billion in GDP, more than \$8 billion in labour income and 115,000 jobs. These trends highlight the significant economic impact and job creation potential of the commercial insurance sector in Canada.

Moreover, during the 2022 fiscal year, insurers in Canada disbursed more than \$13 billion to help settle commercial insurance claims.

These payouts played 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 sector continues to be a crucial partner in the recovery and resilience of businesses across Canada.

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 consumers and the wider economy.

At the end of 2022, over 930,000 businesses were active in Canada.<sup>3</sup> All have one thing in common: without the right insurance coverage, each could be wiped out by a disaster or lawsuit.

<sup>3</sup> Statistics Canada.







## Chapter 7: Major P&C Issues

### **Auto Theft**

Across Canada, the number of vehicle thefts has been increasing rapidly. The federal government held an auto theft summit on February 8, 2024. The summit brought together leaders and key stakeholders to discuss a coordinated response to the issue. Participants at the summit endorsed a [Statement of Intent](#) on combating auto theft and are working to finalize an action plan.

On February 21, the federal government [announced](#) a \$15 million investment to support law enforcement agencies' work to combat auto theft. This investment will be geared toward:

- Increasing provincial, territorial and municipal police forces' capacity to take custody of detained vehicles from Canada Border Services Agency
- Enhancing information-sharing and investigative tactics to identify and retrieve stolen vehicles and parts
- Further engaging a coordinated response with domestic and international partners on the issue.

Canada's auto theft crisis is showing no signs of slowing down. In 2023, the cost of insurance claims for replacing stolen vehicles in Canada skyrocketed to a record-breaking \$1.5 billion. This marks the second year in a row auto theft claims costs have topped \$1 billion. To put this into perspective, between 2018 and 2021, auto theft claims costs averaged \$556 million annually.<sup>4</sup>

Most stolen vehicles are either shipped overseas, fraudulently have their identification marking changed (also known as being "reVINed") or are disassembled for parts.<sup>5</sup> Ontario has been hit the hardest in the country for auto thefts. Between 2018 and 2023, auto theft losses have increased by 524%. In 2023, auto theft losses surpassed \$1 billion in direct claims costs for private passenger vehicles alone (this excludes commercial vehicles and cargo) for the first time ever.

IBC believes that Canada needs a whole-of-society approach to address auto theft that includes all orders of government, law enforcement, auto manufacturers and insurers. IBC has advocated for auto manufacturers to equip vehicles with anti-theft safety devices and update the current anti-theft safety standard. The majority of stolen vehicles are 2019 or newer models, so addressing the issue at the source could have an immense benefit for the country. Additionally, IBC has advocated for insurers to educate consumers about auto theft and that vehicles that are at a higher risk of theft have higher insurance costs.<sup>6</sup> At the provincial level, IBC has called for reforms that would close the loopholes in the vehicle registration process that criminals exploit to reVIN stolen vehicles and sell them to unsuspecting consumers. This includes vehicle identification number inspection and registration reform across multiple provinces and more resources devoted to this issue.

<sup>4</sup> Statistics Canada.

<sup>5</sup> IBC and Équité. (2023). *Auto Theft: A National Crisis*. [auto-theft-public-policy-position-paper.pdf \(storyblok.com\)](#)

<sup>6</sup> Équité. Top 10 Most Stolen Vehicles. [Canada's Most Stolen Vehicles \(equiteassociation.com\)](#)



### ***National Flood Insurance***

Approximately 10% of all Canadian households are highly exposed to flooding but lack access to affordable [flood insurance](#).<sup>7</sup> Floods rank among the most frequent and severe natural catastrophes for Ontario, Quebec and Manitoba. Events involving flood-related perils made up roughly a third of all natural catastrophes from 1983 to 2023.<sup>8</sup> IBC believes that a [national flood insurance program](#) that is delivered through a partnership between the federal government and P&C insurers can provide financial protection for households at highest risk and reduce unpredictable disaster costs for treasuries across all levels of government.

The findings of an IBC-commissioned survey in 2024 demonstrate the demand for flood insurance is high. The survey found that in Atlantic Canada, 71% of respondents support the federal government's introduction of a national flood insurance program, with 76% believing that flood protection should be a priority for the federal government.

The 2023 federal budget made a clear commitment toward creating a national program, but with an increasing number of Canadians in high-risk areas unable to obtain flood insurance, the program's implementation cannot come soon enough. Budget 2024 confirmed the government's intention to partner with the P&C industry to launch a low cost national flood insurance program for those at highest risk by mid-2025, through a subsidiary of Canada Mortgage and Housing Corporation. IBC will continue to advocate further for funding to operationalize the high risk pool.

<sup>7</sup> IBC. (2024). It's time for the federal government to launch the National Flood Insurance Program. <https://www.ibc.ca/issues-and-advocacy/canadians-need-flood-protection>

<sup>8</sup> IBC analysis with data from PCS, CatIQ, Swiss Re, Munich Re and Deloitte.



## 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.<sup>9</sup>

### ***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.<sup>10</sup> While insurance hedges against loss, it also facilitates economic restart 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.<sup>11</sup> 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.

<sup>9</sup> Grant, Eric. (2012). *The Economic and Social Value of Insurance*. The Geneva Association, 10.

<sup>10</sup> Ibid., 12.

<sup>11</sup> Grundl, H., M. Dong, and J. Gal (2016). “The Evolution of Insurer Portfolio Investment Strategies for Long-Term Investing,” *OECD Journal: Financial Market Trends*. 3.





### ***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 System<sup>12</sup> 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 models quantify the combined direct, indirect and induced economic impacts (total impact):

- 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.

<sup>12</sup> 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.

