THE zebra

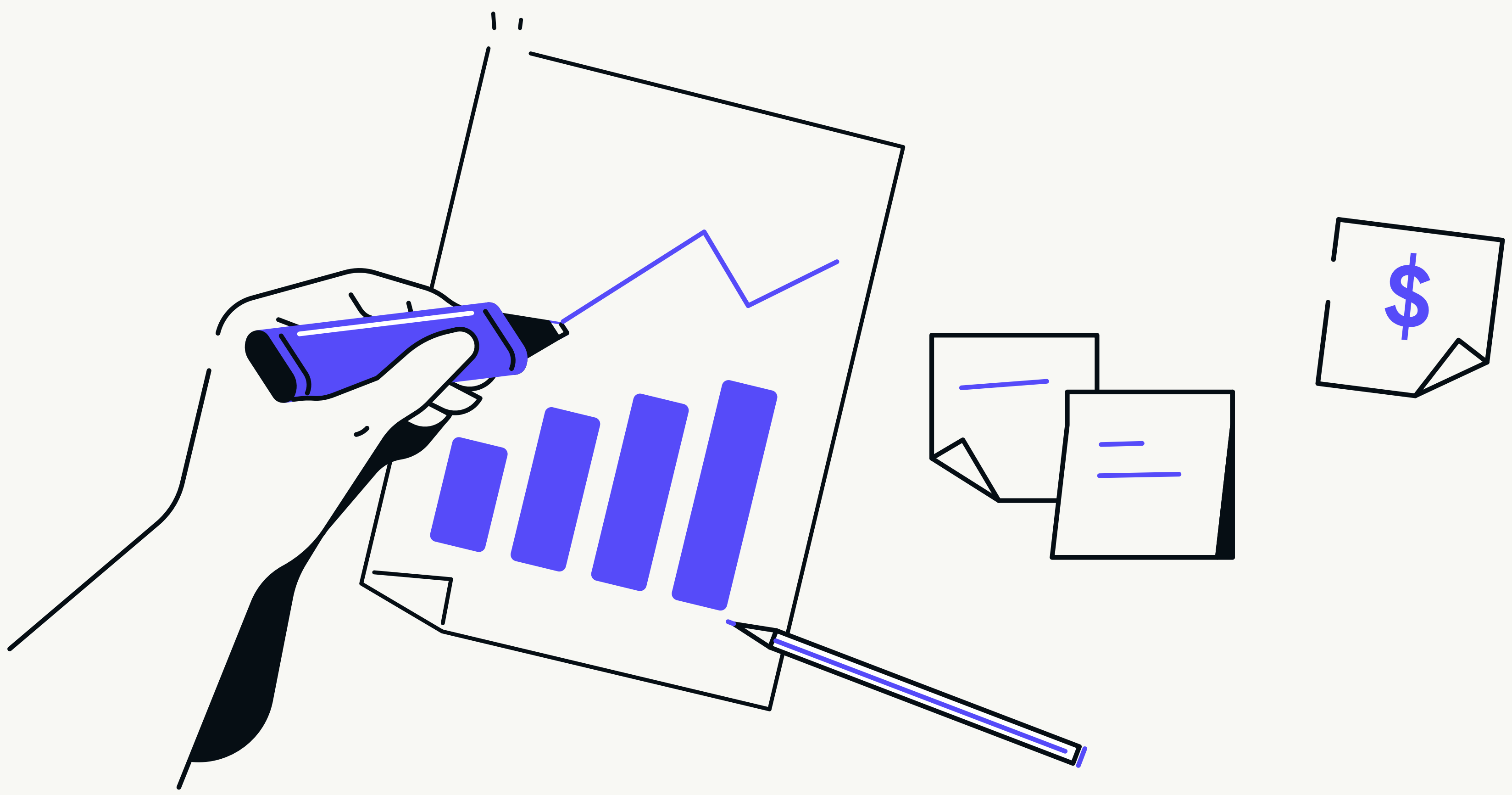
2026

State of Insurance™ | Home

Spotlight on First-Time Homebuyers

About the Report

The Zebra's 2026 State of Insurance™ Report analyzes rates from 180 home insurance companies to examine how dozens of trends and risk factors affect insurance pricing nationwide. This report also includes data from a consumer survey of 1,875 homeowners on concerns and motivations around their insurance choices.



About TheZebra.com

TheZebra.com meets customers right where their search for insurance begins: online. They provide easy-to-use tools and services, plus friendly, licensed agents who offer advice and guidance at any point along the way. The Zebra has helped customers compare over 74 million quotes since 2012. At its heart, both insurance and tech industry veterans collaborate together to simplify insurance shopping for customers. In today's digital world, The Zebra's customer-centered approach offers people the choices they want and simplicity they need.

Home Insurance

This is a critical financial safeguard that protects you in the event of an unexpected disaster affecting what, for many, is both your home and your biggest asset. But this protection comes at a cost, and it's different for everyone.

The home insurance industry uses information about your home, its age, its features and its specific location, along with other rating factors, to determine the price you pay. As building costs and increased threats from natural disasters increase, so too do prices.

The Zebra's annual report explores rates across all 34,500 U.S. ZIP codes to identify trends and what that means for tens of millions of U.S. homeowners in 2026.

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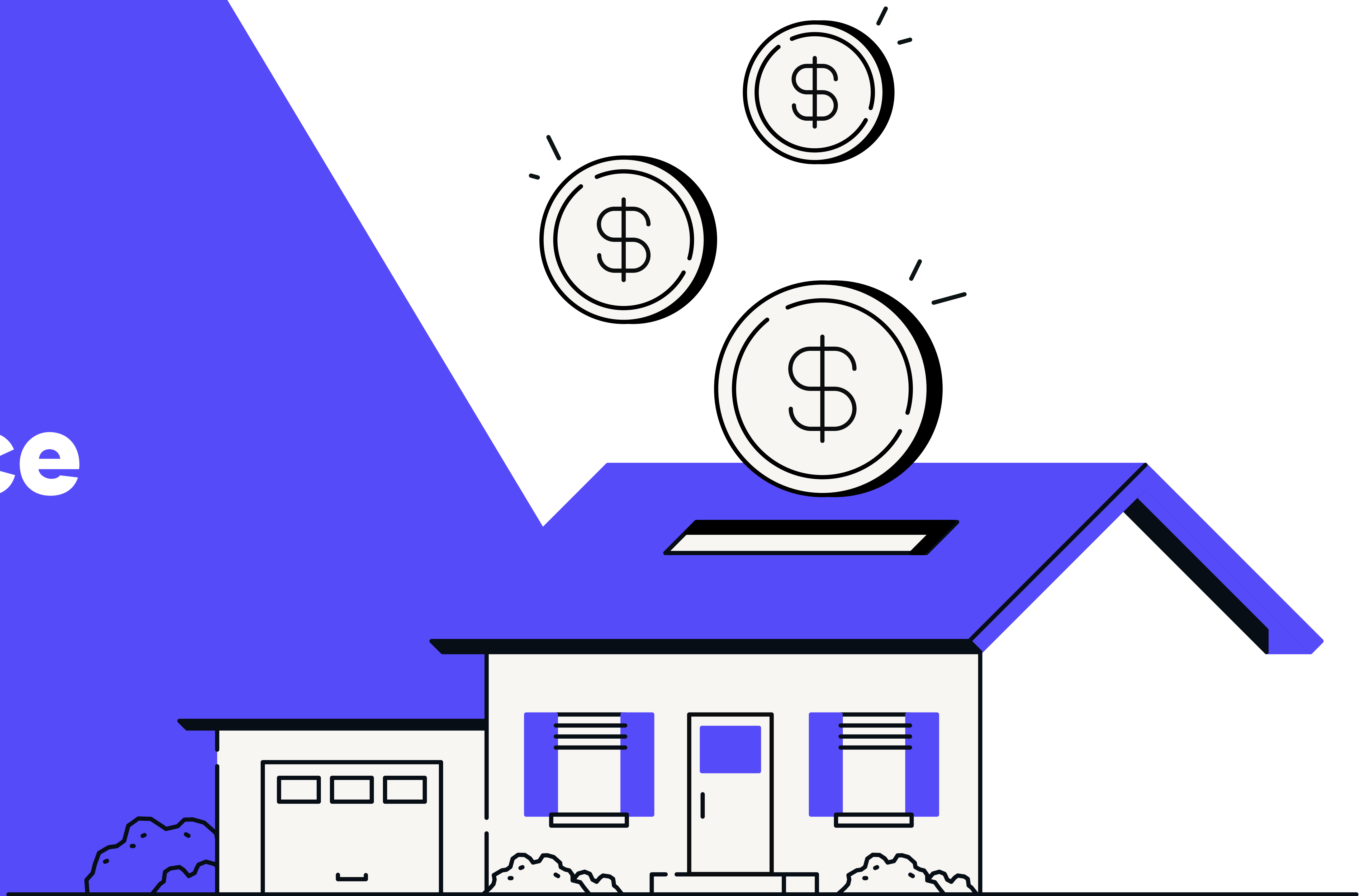
Home Insurance in 2026



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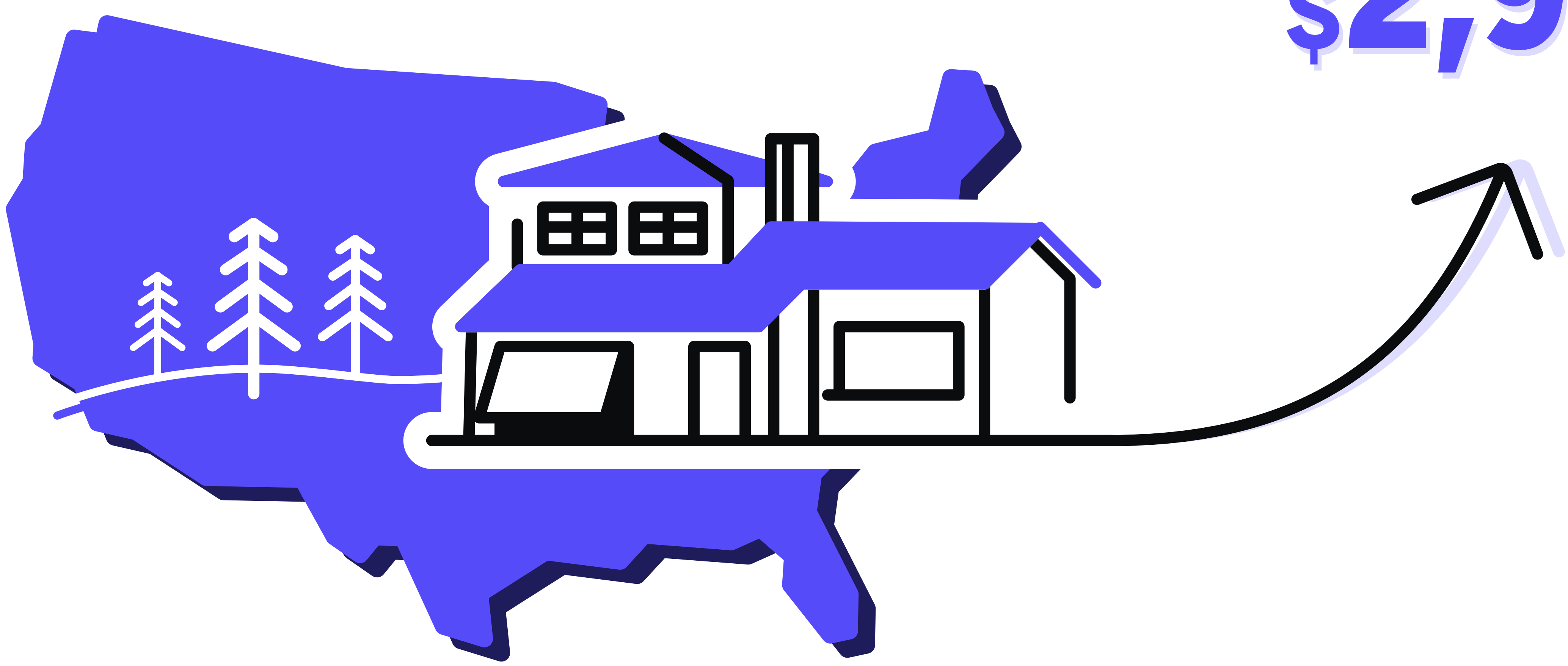
Average Home Insurance Rates are Nearing $3,000

The average American is paying **$2,966** per year for home insurance in 2026.



What Are the Top Predictions for the Insurance Industry in 2026?

David Seider
Chief Commercial Officer
Read Bio

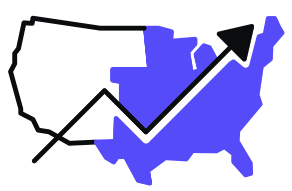
David Seider, chief commercial officer of The Zebra, offered his predictions as an experienced insurance leader on what homeowners can expect from the insurance industry in 2026.

"Americans are facing rising insurance costs due to various factors, including economic pressures like higher labor rates, increased costs of building materials, and severe weather risk," explains Seider.

"While competition and discounts give consumers opportunities to save, most renewals will remain high. If the economy weakens, insurance could take a growing bite out of take-home pay, prompting more frequent shopping for better deals – or even causing some to forego coverage altogether."

What's Coming in 2026?

In 2026, we expect to see home insurance rates continue to rise. Here are some of the reasons why:



Inflation and supply chain disruptions

Material goods (lumber, roofing materials, etc.) and construction prices have increased with inflation, tariffs and other factors like supply chain disruptions, making claims more expensive for insurance companies.

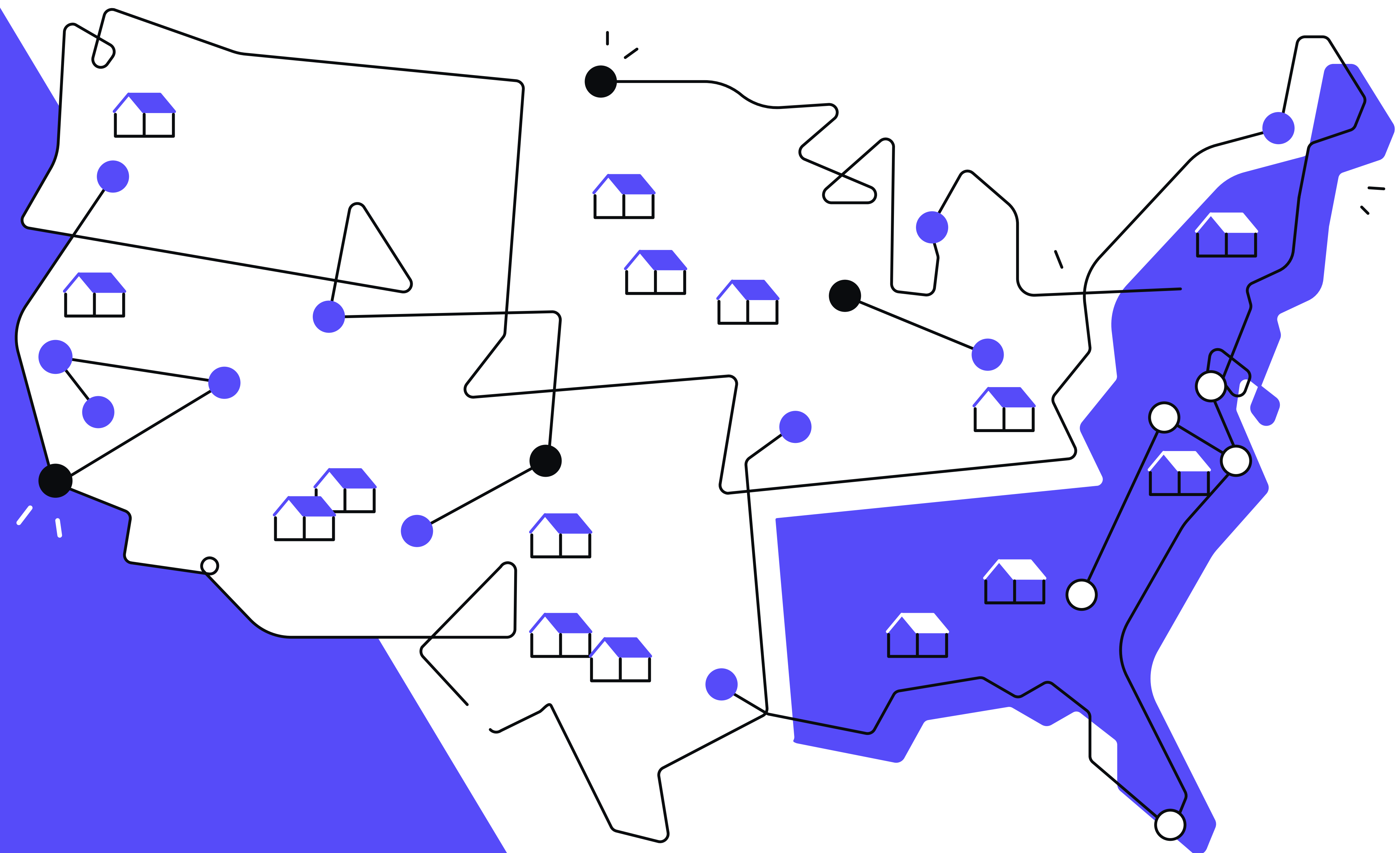
Extreme weather and natural disasters

From hurricanes and wildfires to flooding, extreme weather has impacted homeowners across the country, leading to rising insurance costs. In 2025, there were 23 weather and climate disasters with at least $1 billion in damages.

Government regulation

Insurance is a state-regulated industry, meaning the government can control how high insurance companies can raise rates. When there's been a long time between rate increase approvals, it can lead to sudden jumps.

Home Insurance Rates



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Rates in the U.S.

Where your home is located plays a big role in how much you pay for insurance. While **the average American is paying $2,966 per year**, these rates vary significantly state to state.

Here's what residents in each state are paying on average:

State	Avg .Annual Premium
Florida	$9,449
Oklahoma	$5,534
Mississippi	$5,514
Louisiana	$5,491
Nebraska	$5,308
Texas	$4,994
Arkansas	$4,945
Kansas	$4,920
Colorado	$4,566
Montana	$4,150
Alabama	$4,026
Kentucky	$3,965
South Dakota	$3,739
North Carolina	$3,555
Tennessee	$3,476
Illinois	$3,465
Missouri	$3,221

State	Avg .Annual Premium
Iowa	$3,119
North Dakota	$3,085
Arizona	$3,071
Minnesota	$2,965
South Carolina	$2,936
Georgia	$2,909
Indiana	$2,876
Michigan	$2,622
New Mexico	$2,612
Rhode Island	$2,587
Maryland	$2,528
Virginia	$2,359
Ohio	$2,234
Massachusetts	$2,206
Connecticut	$2,132
California	$2,055
Idaho	$2,054

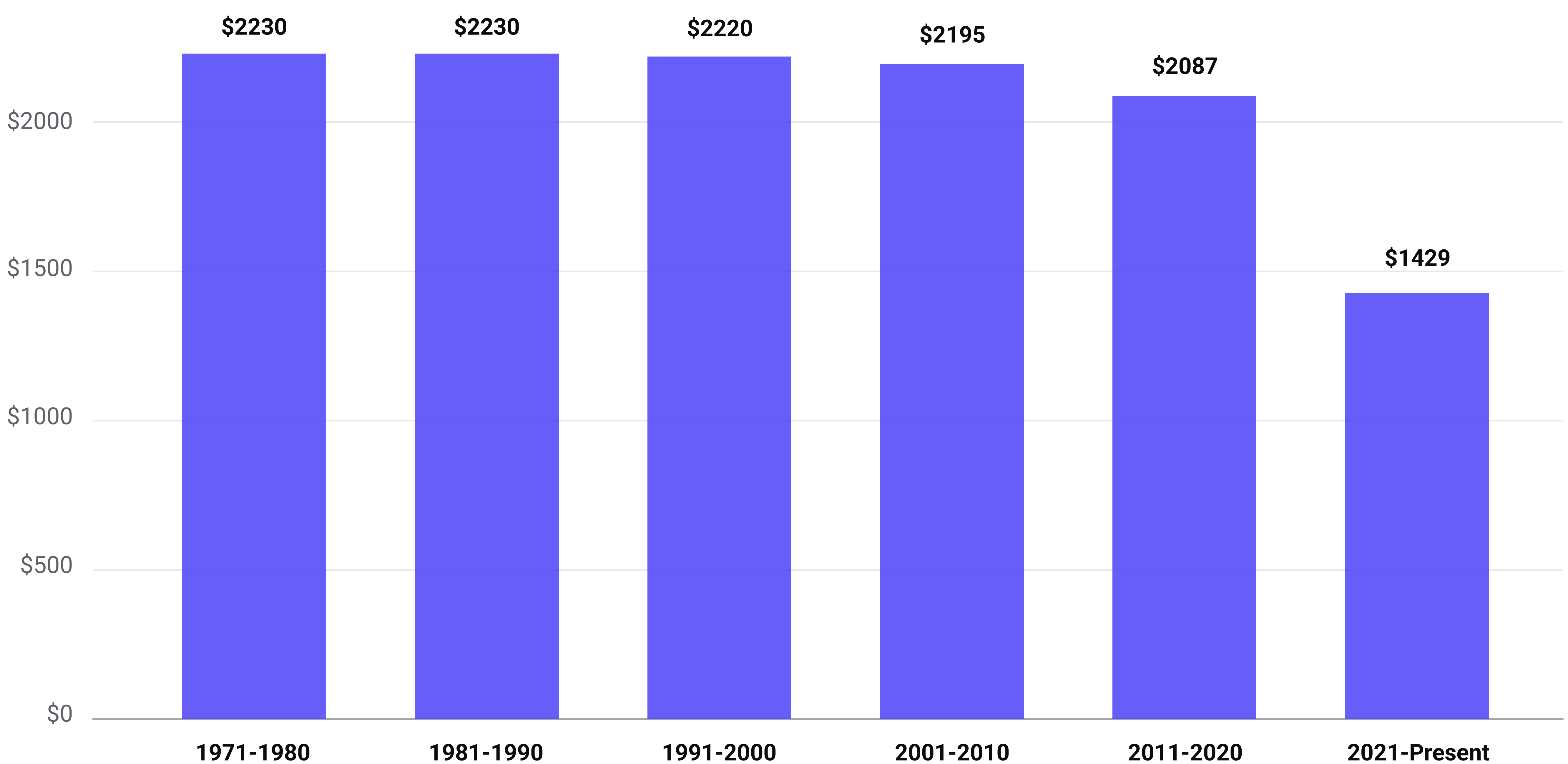
State	Avg .Annual Premium
West Virginia	$2,043
Wyoming	$2,013
Washington	$1,844
Pennsylvania	$1,818
New York	$1,774
Utah	$1,749
Wisconsin	$1,712
Alaska	$1,672
New Jersey	$1,625
Oregon	$1,517
Nevada	$1,487
District of Columbia	$1,435
Maine	$1,435
New Hampshire	$1,352
Delaware	$1,313
Vermont	$1,087
Hawaii *	$732

* Hawaii appears to have some of the lowest homeowners insurance rates in our report, but these figures may exclude separate hurricane coverage, which can add significantly to annual costs.

Home Insurance Spikes on Homes as they Age

If your home is newer, you can expect to pay less to insure it on average. Insurance prices increase sharply for homes more than 5 years old, and then very gradually for homes older than that.

Average Premium by Age of Home (Last 50 Years)



First-Time Homebuyers Are More Likely to Buy New

40% of first-time home buyers bought a home built in 2020 or later.

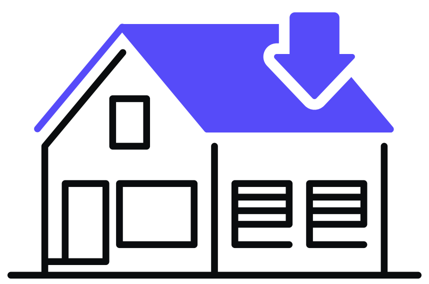
SPOTLIGHT ON

First-Time Homebuyers

For those buying a home and getting insurance for the first time, the process can be confusing.

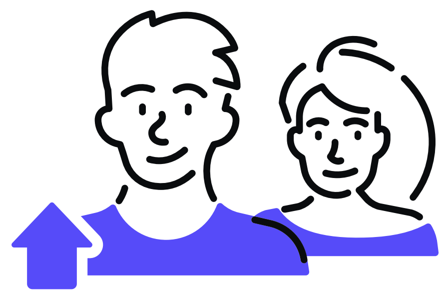
However, our research shows some interesting insights into consumers seeking insurance for their first home.

The Profile of the First-time Buyer is Changing



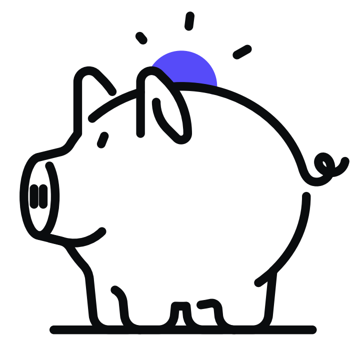
They're fewer

Due to affordability issues, first-time homebuyers are at a record low market share of 21%.



They're older

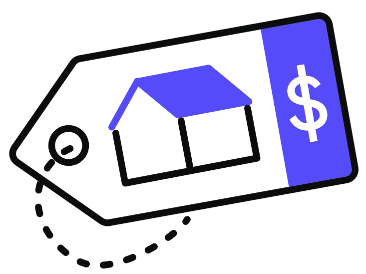
At the same time, the median age of first-time homebuyers reached a record high of 40 years old.



They're putting less down

The median down payment for new buyers is 10%, compared to 23% with repeat buyers.

Affordability is a Top Concern for First-time Buyers



Cost is paramount

Nearly half of first-time buyers (46%) listed affordability/cost as their top priority.

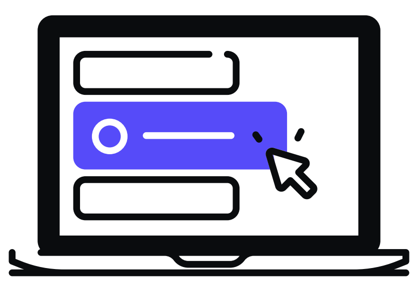
Rising insurance costs are a concern

47% of first-time buyers report that if their insurance goes up next year, they will have difficulty affording their mortgage.

They're less focused on long-term investment

Only 14% of first-time buyers listed resale value or long-term value as a primary priority when buying a home.

First-time Buyers are Shopping for Insurance Differently



They're shopping online

First-time buyers are more likely to use an insurance comparison site or go to an insurance site directly for comparison shopping compared to general homeowners.

They're shopping around

First-time homebuyers got an average of 2.3 quotes before buying home insurance, and 39% got three or more quotes.

They're shopping regularly

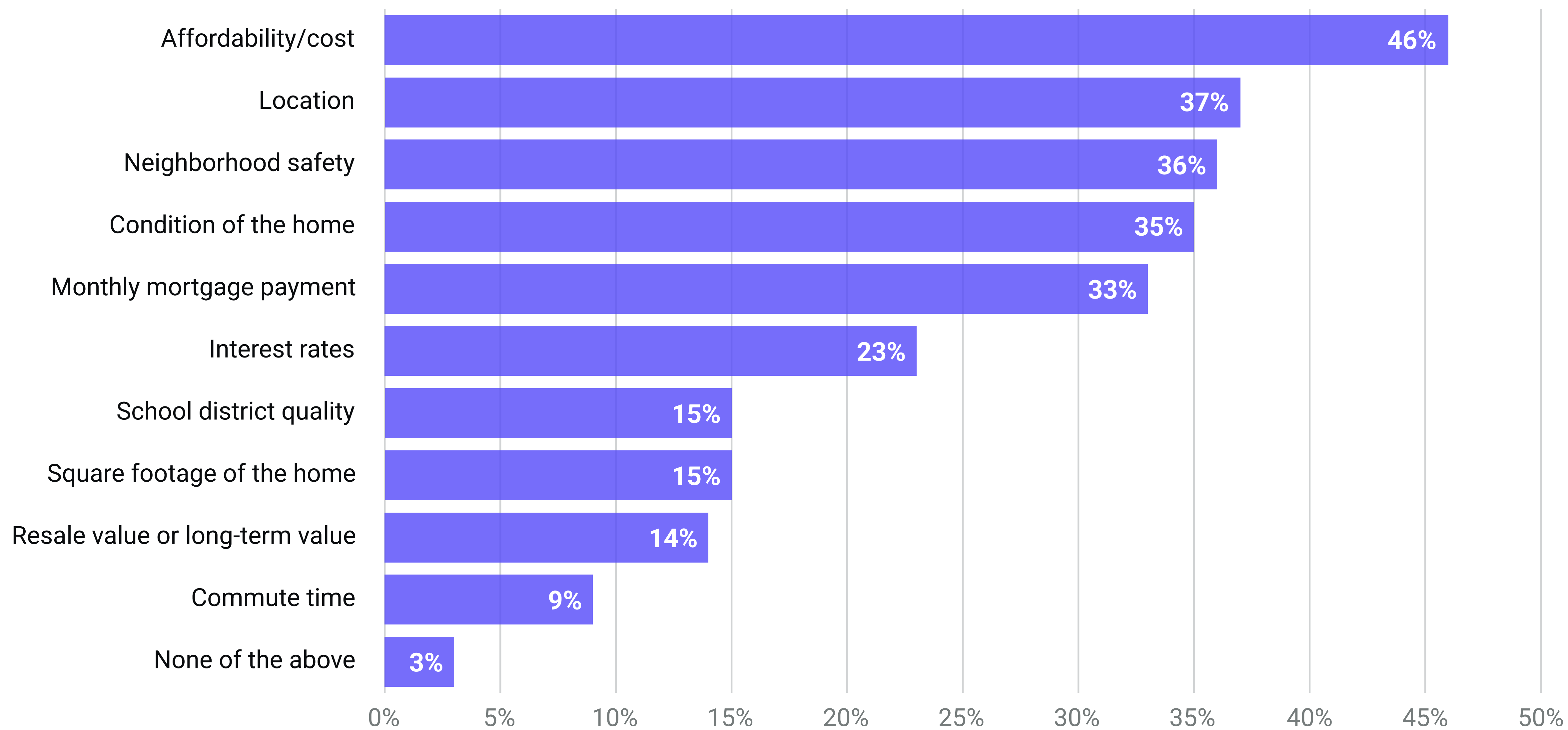
62% of new homebuyers plan to shop for insurance again in the next 12 months compared to 39% of other homeowners.

First-time Homebuyers Priorities

We asked first-time homebuyers what mattered to them most when buying their home.

Affordability was a top priority for nearly half of respondents.

First-Time Homebuyer Priorities When Buying a Home



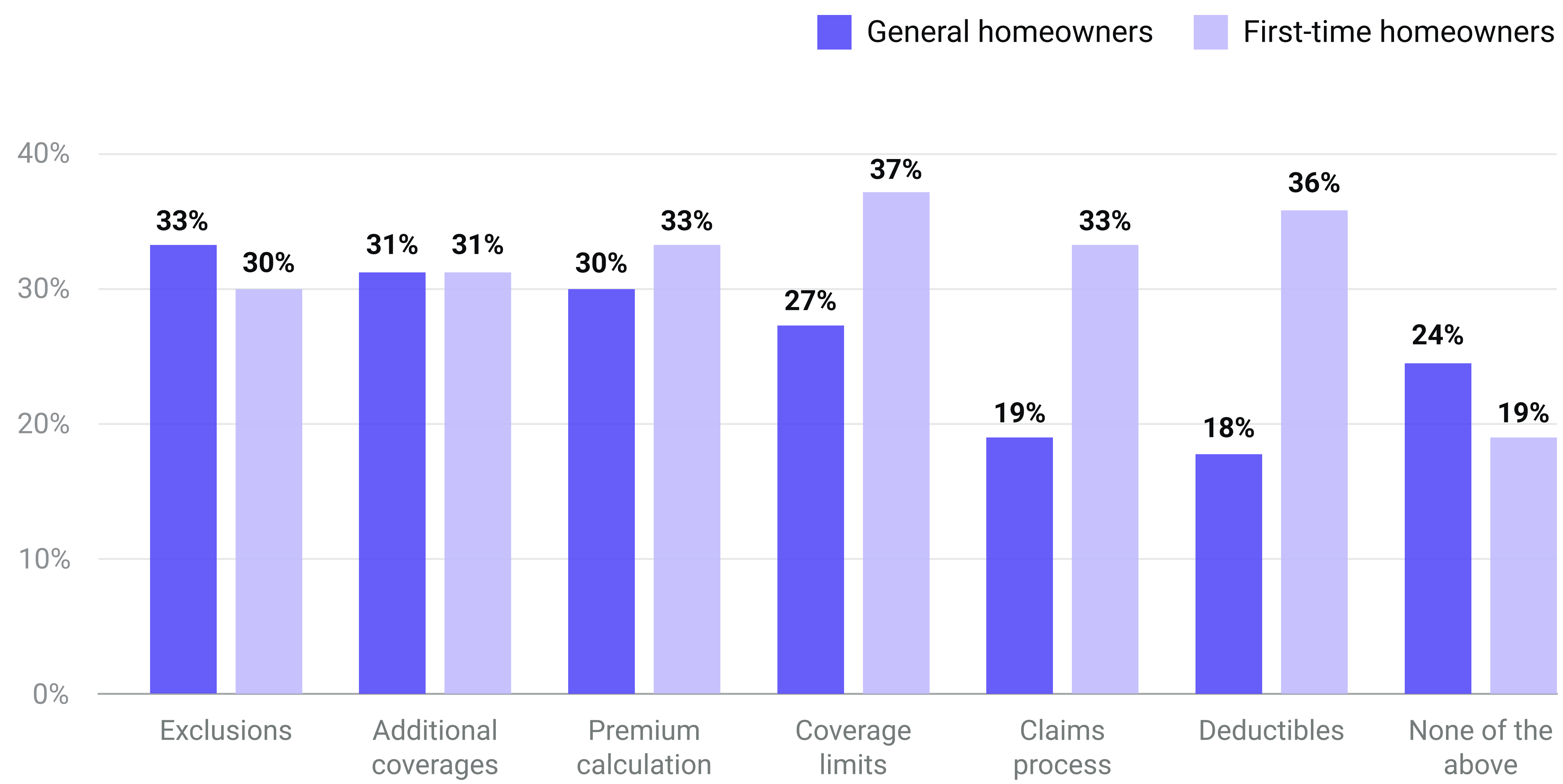
Source: The Zebra, 2026 Consumer Survey • n=375
Question: What were your biggest concerns when shopping for a new home? Please select up to three answers below.

New Homeowners Find Coverage Limits and Deductibles Most Difficult to Understand

We asked both new homeowners and all homeowners what they found most confusing about their insurance policies. Interestingly, the results were different between the two groups.

First-time homeowners were more likely to find **coverage limits and deductibles confusing**. Homeowners in general struggled more with understanding exclusions.

Aspects of Insurance Homeowners Find the Most Difficult to Understand



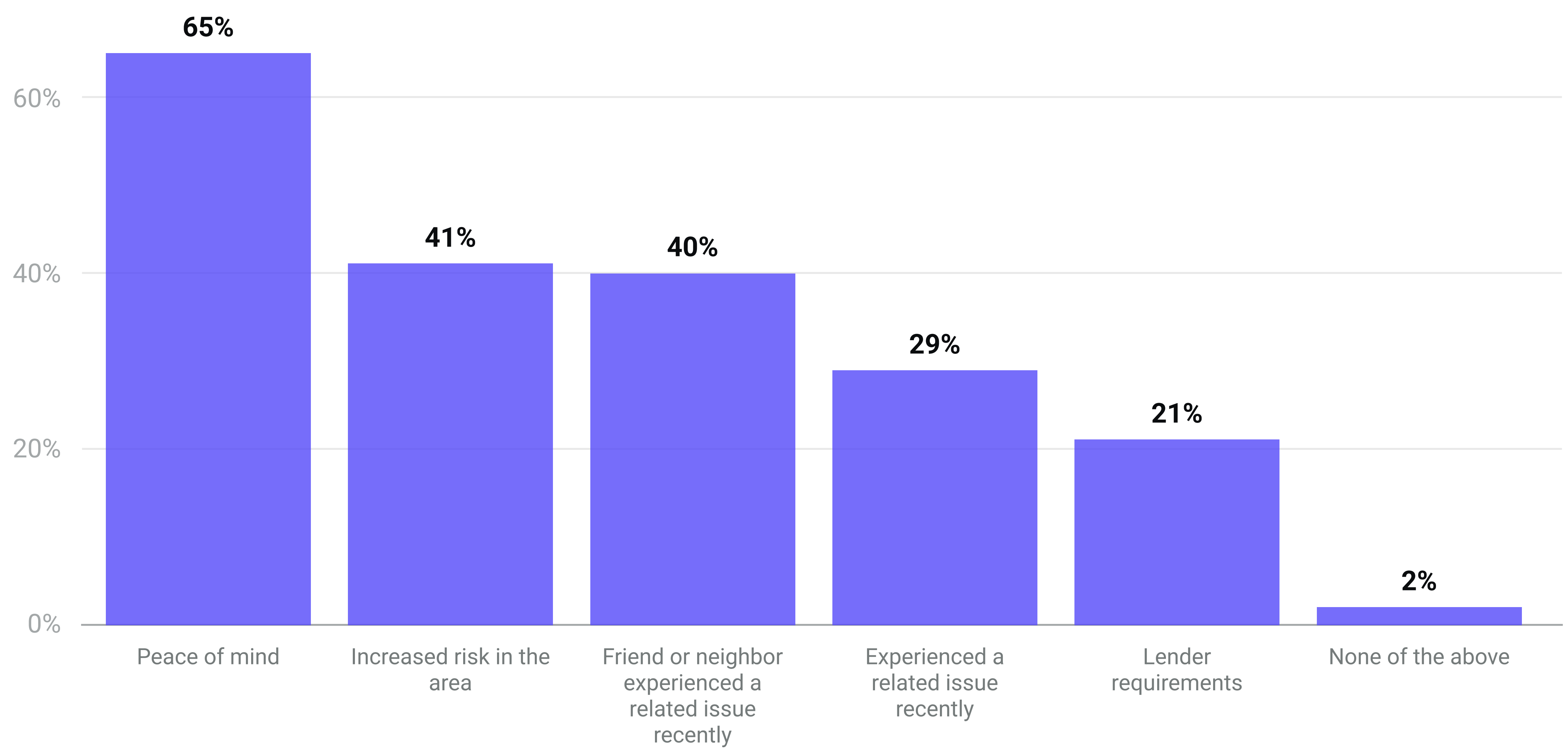
Source: The Zebra, 2026 Consumer Survey • General homeowners n= 1469 • First-time homeowners n= 375
Question: Which parts of your homeowners insurance policy are hardest to understand? Select all that apply.

New Homeowners Are Considering Supplemental Coverage for Peace of Mind

For many new homeowners, keeping their properties protected requires more than just standard coverage. We asked first-time homeowners how many were considering seeking supplemental coverage for events such as floods, earthquakes or hurricanes in addition to a standard home policy, and 83% said they were considering it.

Here were their primary motivations for that choice:

Reasons for Seeking Additional Coverage



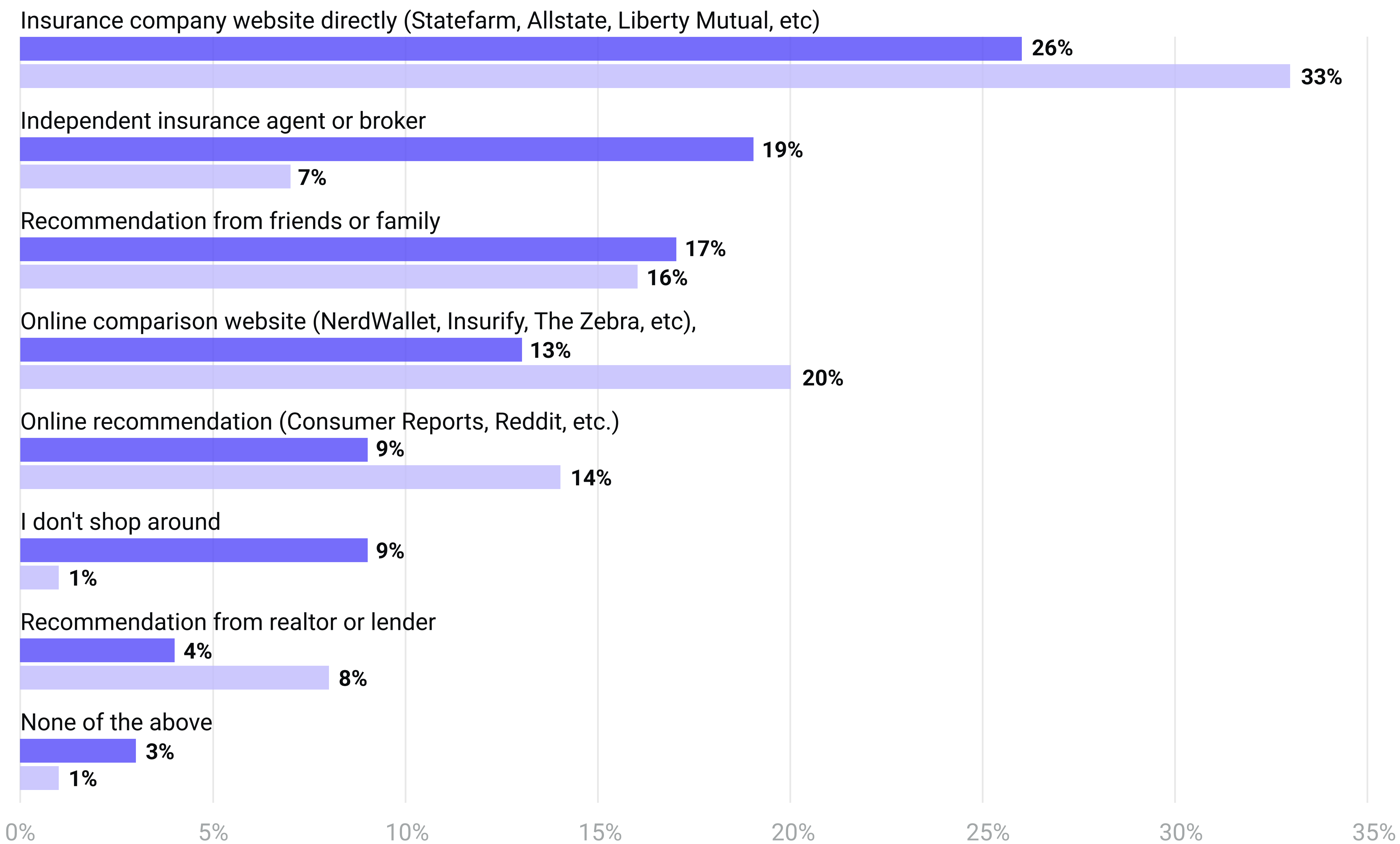
Source: The Zebra, 2026 Consumer Survey • n= 251
Question: What factors are contributing to your interest in adding additional coverage?

Homeowners Primarily Shop for Insurance Online

There are also some differences in how first-time homeowners are shopping for insurance versus the general population of homeowners.

Unsurprisingly, new homeowners also have a preference for shopping online. They are more likely to shop with insurance companies directly or to use online comparison websites to get their quotes.

How Homeowners Shop for Home Insurance



Source: The Zebra, 2026 Consumer Survey • General homeowners n= 1469 • First-time homeowners n= 375
Question: Where do you typically go first when shopping for a new homeowners insurance policy?

Methodology

Methodology

Database Methodology

The home insurance rates displayed throughout this page come from The Zebra's Dynamic Insurance Rating Tool. This proprietary insurance premium estimator uses the most recent rate filings across the United States at the ZIP code level to provide the most recent and up-to-date rate data.

This data comes from Quadrant Information Services, which sources the most recent and approved rate filings across insurance companies in every state from S&P Global. **The presented insurance averages are based on the following parameters:**

- $300,000 in dwelling coverage
- $100,000 in liability coverage
- A $1,000 deductible
- Home construction year: 1981
- Homeowner age: 45
- 2% hurricane deductible in applicable states
- $1,000 wind/hail deductible
- Good credit
- Markets that are closed to new business plus high cost carriers have been excluded in Oklahoma and Nebraska.
- While Hawaii shows as the most affordable premium, hurricane insurance is mandatory and not included in this total.

Survey Methodology

The Zebra partnered with an independent agency to conduct an original survey which is based on online responses from 1,875 US home-owners that was conducted in February 2026. The data from 1,500 consumers has been weighted to the most recent Census to ensure it is representative of US consumers who own homes. It also includes a 375-count oversample of first-time home buyers that was not weighted to the census.