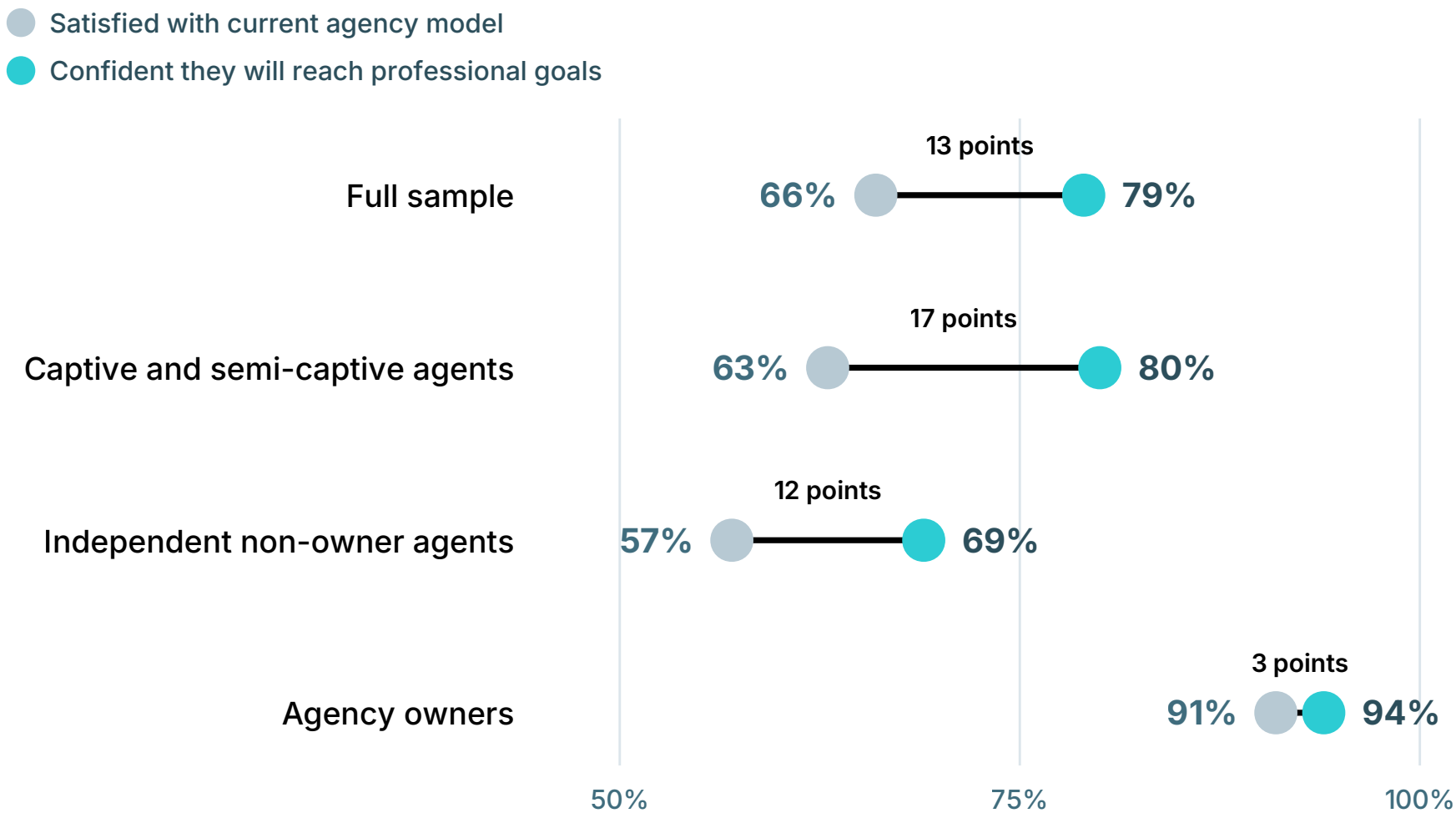
Confidence exceeds satisfaction by 13 percentage points overall

Satisfaction with current agency model and confidence in reaching professional goals, each rated on a 10-point scale. Figures show ratings of 7 to 10.



Full sample n=1,001. Captive and semi-captive n=480. Independent non-owners n=347. Agency owners n=174. Overall agency-model satisfaction and professional-goal confidence figures reflect ratings of 7 to 10 on 10-point scales.

DARKHORSE

Source: The 2026 Darkhorse Index of Insurance Agent Independence, based on a survey conducted by Morning Consult on behalf of Darkhorse Insurance Brokers.

darkhorseinsurance.com/insurance-agent-independence-index