

表12、人身保險業業務員登錄統計表

Statistics of the Registration of Life Insurance Salesperson

年 Year	新登錄人數 Number of Newly Registered Saleperson	再登錄保險 業務員比率 ¹ Rate of Registration Renewal %	第13個月 定著率 ² The 13th Month Retention Ratio of %
2013	24,017	-	44.01
2014	26,526	-	46.64
2015	29,538	-	48.39
2016	28,066	-	48.53
2017	27,479	-	48.60
2018	25,485	-	47.42
2019	24,948	-	49.73
2020	29,401	-	56.37
2021	19,229	-	56.29
2022	19,494	-	53.56
2023	21,948	-	56.73

資料來源：中華民國人壽保險商業同業公會

註：1.再登錄保險業務員比率：當年度再登錄保險業務員人數與當年度登錄保險業務員人數之比率。

2.第13個月定著率：當年度登錄保險業務員迄第十三個月仍在職，且舉績一件以上人數與當年度登錄保險業務員人數之比率。

3.各項比率之數值，係以各公司統計資料加總平均。

Source: The Life Insurance Association of the Republic of China

Note:1.The rate of registration renewal of insurance salesperson is the number of registration renewal of insurance salesperson to total registered insurance salepersons.

Note:2.The 13th month retention ratio is the number of registered insurance salesperson who have either stayed at his/her post for 13 months and have concluded at least one contract to the total numbers of registered insurance saleperson.

Note:3.All ratios for all items are calculated by taking the average of all insurance companies' statistical data.