

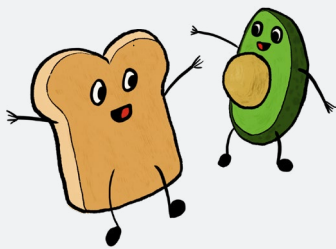
# Millennials in Insurance

WHITE PAPER

2018



Millennials often get a bad rap. Whether they're accused of recklessly spending their paychecks on trendy avocado toast brunches instead of buying a home, or fiddling around social media when they ought to be working, they've become a favorite target for generations before them.



And while the criticism is up for debate, one fact remains: As aging baby boomers hang up their hats in droves and settle into retirement, millennials are filling the void and taking over the workforce.

Because of this generation's growing influence, every year, Vertafore releases its *Millennials in Insurance* survey, which takes a pulse of the industry from the millennial perspective. "It's a way to evaluate millennials career satisfaction, whether they would recommend the same career to a friend, how they leverage technology, and, at the same time, it identifies areas that need improvement," said Kristin Nease, Vice President of Human Resources at Vertafore. "All of this is a way to provide our customers with important data on how best to target America's largest workforce in an effort to remain competitive."

This year's report surveyed millennials across a broad spectrum of topics — from the state of the industry, what millennials value most, technological advances and shortcomings, and the future of the insurance industry. **The Millennial generation is defined as any person between the ages of 22 and 37.** The results not only provide employers with fascinating insight into what makes millennials tick, but also make it clear that the industry's future is being left in good hands.



**Kristin Nease**  
VP, Human Resources  
Vertafore

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A common complaint with millennials is the fact they job hop too much. Unlike generations before them where it was common for someone to work in the same industry for their entire career, millennials are far more likely to job hop **than any other generation.**

The insurance industry, however, seems to be bucking that trend. The 2018 *Millennials in Insurance* survey found that over three quarters (76 percent) of millennials have been in the insurance industry for over three years — an impressive feat considering that **21 percent of millennials** reported in 2016 that they had changed jobs within the past year. That means millennials in insurance are not only more engaged in their job, but are also happier with the work they do — something we'll explore further in this report.











One reason millennials are staying longer in their jobs could be the fact that they're making more money than their peers. In our survey, we found that the majority of millennials in the insurance industry make between \$30,000–\$60,000 a year. Compare that to the average millennial

salary of around \$35,500, and it's clear why more are choosing to stay put in the insurance industry.

Millennials in the industry are more likely to work at an agency: 84 percent of those polled say they work at an insurance agency. In addition, the survey found that one third of millennials (33 percent) work in customer services/account management positions, followed by 30 percent who are in production/sales.

For some context, we found 36 percent of Generation X (ages 38 – 53) in the insurance industry work in customer services/account management, followed by 20 percent who are in production sales. As for baby boomers (ages 54 and older), 31 percent work in customer services/account management, followed by 28 percent who are owners/principals, with 21 percent in production sales.

In the coming years, expect to see the number of baby boomer owners/principals decline exponentially as they head into retirement, with the succeeding generations taking over those roles.

<b>Millennials</b>	<i>1981 – 1996</i>		
	<p>CUSTOMER SERVICE</p> <p>33%</p> 	<p>SALES / PRODUCTION</p> <p>30%</p> 	
<b>Gen X</b>	<i>1965 – 1980</i>		
	<p>CUSTOMER SERVICE</p> <p>36%</p> 	<p>SALES / PRODUCTION</p> <p>20%</p> 	
<b>Baby Boomers</b>	<i>1946 – 1964</i>		
	<p>CUSTOMER SERVICE</p> <p>31%</p> 	<p>SALES / PRODUCTION</p> <p>28%</p> 	<p>OWNERS</p> <p>21%</p> 

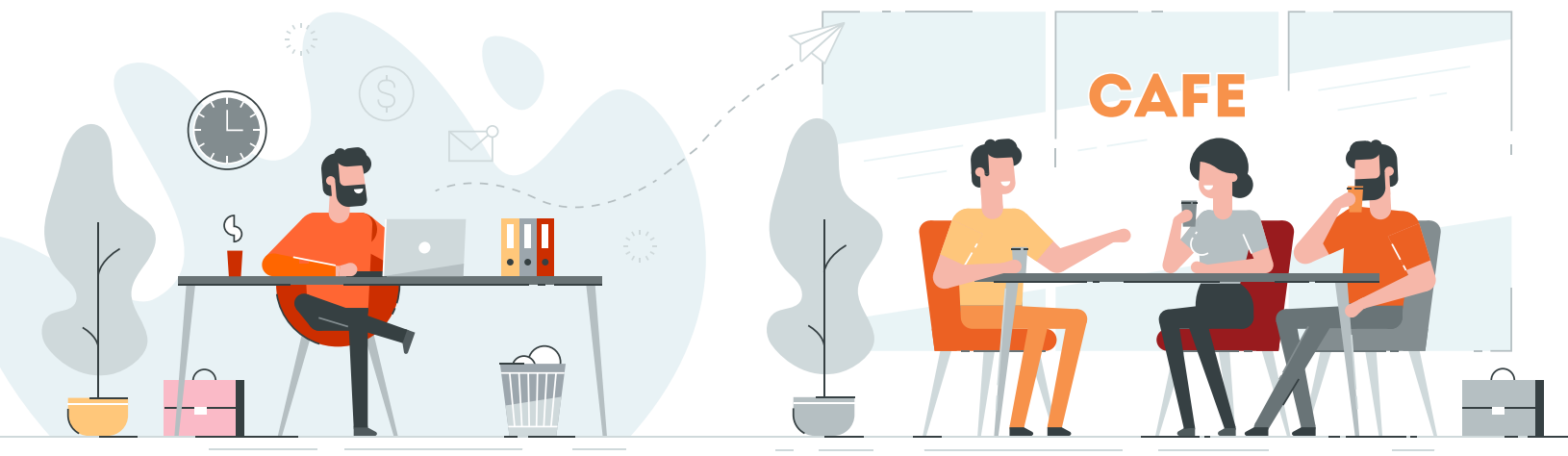
When it comes to what millennials value most in their careers, you can count on a few things: they prize work-life balance, they want a job that provides them with a healthy compensation which allows them to travel and enjoy different experiences, they want to feel like they're contributing to their community, and they want to be able to grow in their careers.

Luckily, insurance checks all the boxes. And the data from the 2018 *Millennials in Insurance* survey confirms this.

In the survey, millennials cite a long list of benefits of working in insurance. At the very top: work-life balance. Sixty-five percent of millennials say a healthy work-life balance is the No. 1 benefit of working in the insurance industry. With stable 9–5 hours and a flexible work schedule, the industry provides employees with plenty of opportunities to prioritize other areas of their life — something millennials clearly value.

After work-life balance, compensation and financial stability (64 percent) comes in second, followed by career growth opportunities/professional development (61 percent); ability to be creative (58 percent); and the ability to work directly with people in the community (53 percent). We can conclude that a majority of millennials want a work environment that allows for creativity and the exchanging of ideas while also delivering value to people on a larger scale.

Given that these align precisely with their priorities, it's no wonder that most millennials report being recruited to the industry through employee referrals (36 percent) or through the family business (20 percent). This goes to show that their passion and energy is contagious.



65%






of millennials say a healthy work-life balance is the No. 1 benefit of working in the insurance industry.





Here's a snapshot of how millennials in insurance are using social media every day. In examining daily social media usage across 2017 and 2018, adoption of Facebook, Instagram and Text/SMS have grown at the highest rate.

### Social Media Usage

	2017	2018
	13%	25% ▲
	9%	10% ▲
	5%	13% ▲
	24%	40% ▲
	30%	30%

### Social Media Behavior

#### Customer support & retention



59%

#### Increase brand awareness



55%

#### Generate new business leads



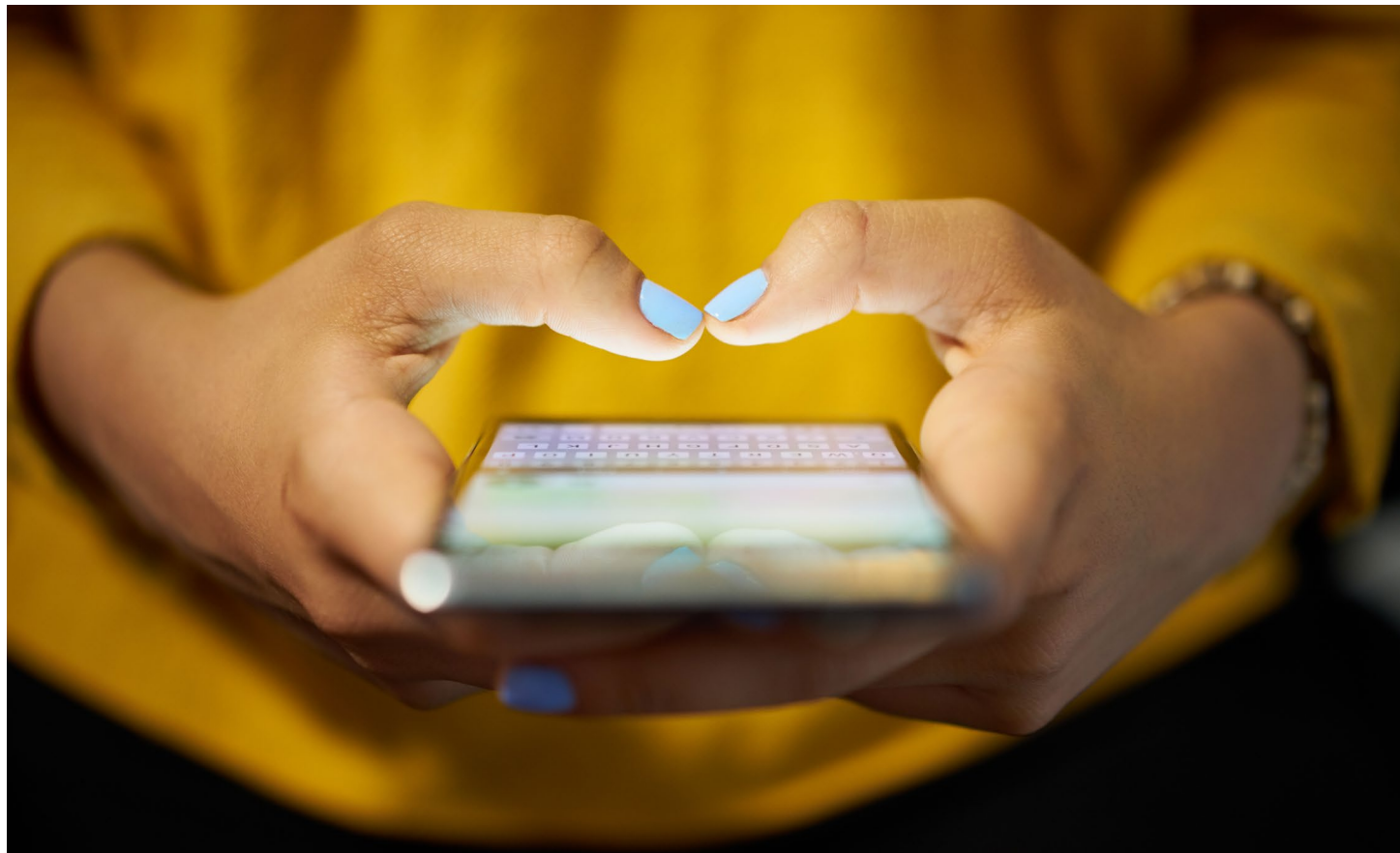
49%

#### Hire/recruit employees



19%





Millennials get a lot of flak for spending too much time on social media. One survey found that the millennials waste more than **six hours every week** scanning social media (which, surprisingly, is less than Generation X).

But is it really a waste of time? Not in the insurance industry. We all firmly believe this is a relationships business, and social media offers mediums to nurture relationships. In fact, those surveyed report that they use this medium as a tool to help them with their work, with 59 percent reporting that they rely on social media to strengthen customer support and retention. About 55 percent said they use social media to increase brand awareness; 49 percent use it to

generate new business leads; and 19 percent use it to hire and recruit new employees.

The best part: They're seeing a return on investment, as 61 percent of millennials said technology made a positive impact on their company in the last 12 months, saying it increased overall efficiency and enabled them to strengthen relationships with customers (54 percent).

Given that technology has become such a big part of modern life, it's important that the insurance companies heed their concerns and make the necessary adjustments. This will ensure that agencies and carriers remain competitive and attractive to millennials for years to come.

While many industries are **struggling to find talent** across the country, those in insurance should feel confident that they'll not only be able to continue recruiting new talent, but also retain their best and brightest.

According to the 2018 *Millennials in Insurance* survey, close to 97 percent of millennial insurance professionals say they are somewhat or very optimistic that the industry will be able to attract more workers. This is an increase of 10 percent from our 2017 findings. Given that millennials are the industry's best cheerleaders, the results are promising.

In fact, 87 percent of millennials would recommend a career in insurance to their friends, which is an increase of 5 percent from 2017. Even better, 72 percent of millennials say they plan to work in insurance as long as possible. This draws a stark contrast with millennials in other industries: one survey found that **75 percent of millennials believe job hopping could help their careers**. Perhaps they should give the insurance industry a shot.

When it comes to technological advances, there has always been a fear across a number of industries that technology kills jobs.

But in insurance, new technology isn't only accepted — it's welcomed. Close to half of the millennials surveyed (49 percent) say they're optimistic that automation and other technological advances will actually help streamline efficient tasks and enable them to focus on the most important aspects of their jobs, which includes building better relationships with their clients.

As for insurtech startups like Trov, Metromile and Lemonade, almost one quarter (23%) of millennials say they are not concerned because they believe increased competition will benefit the industry. The overwhelming majority of millennials are either unsure or unconcerned (83 percent) about how insurtech startups will affect their company.

Again, these stats demonstrate just how critical technology is to millennials — yet another reason companies should embrace new technology, not shun it.

## 97%

of millennial insurance professionals say they are somewhat or very optimistic that the industry will be able to attract more workers.

## 87%

of millennials would recommend a career in insurance to their friends.

## 72%

of millennials say they plan to work in insurance as long as possible.



What does all of this data mean for you? Here are some tangible takeaways that will help you bring more millennials into your business, maintain the ones you have today, and work with this talented pool of people.

### Tap into their knowledge of social media

Those surveyed report that they use social media as a tool to help them with their work:

#### Customer support & retention



59%

#### Increase brand awareness



55%

#### Generate new business leads



49%

#### Hire/recruit employees



19%

### If you are at an agency, consider your recruitment strategies to attract millennials

Millennials in the industry are more likely to work at an agency.



84% work at an agency



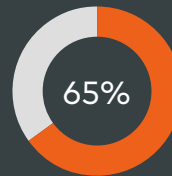
33% work in customer services / account management positions



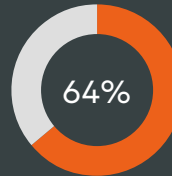
30% are in production/sales

### Think about recognition & rewards

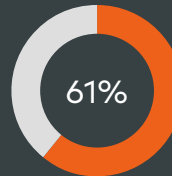
Top three benefits cited by millennials for working in insurance:



say a healthy work-life balance is the No. 1 benefit



look at compensation and financial stability



say career growth opportunities/ professional development are most important

### Don't underestimate the power of development and job satisfaction

In the 2018 Gallup "How Millennials Want to Work and Live Report", millennials mention the importance of work engagement through consistent communication and strength development.

44% of millennials report being more engaged with work when they consistently receive feedback from and meet with their direct manager

Millennials are seeking work with a purpose and are interested in finding companies with a mission that they can align themselves with

### Embrace technology

49% of the millennials surveyed say they're optimistic that automation and other technological advances will help streamline efficient tasks and enable them to focus on the most important aspects of their jobs, which includes building better relationships with their clients.





We leverage a competitive wage with a very strong incentive package and utilize technology to ensure our millennial workforce stays fast paced and have the tools they need to do their jobs."

Angie Demmig,  
CFO/COO  
*Dickinson Insurance*

The millennial generation can bring many benefits to the insurance industry, ranging from technology driven mindsets to enthusiastic work ethics. Angie Demmig, CFO/COO of Dickinson Insurance, said, "we hire millennials for two reasons: for their energetic attitudes and because they have no long term bad habits in our industry. Millennials come into the work force ready to take on the world and full of enthusiasm to be part of change, which our industry desperately needs." Dickinson Insurance has been a flagship agency for attracting, and retaining, millennial talent. "We leverage a competitive wage with a very strong incentive package and utilize technology to ensure our millennial workforce stays fast paced and have the tools they need to do their jobs," said Demmig.

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In conclusion, the survey underscores what many insurance vets love about the industry — it's a great career choice for a number of reasons. And clearly that doesn't change with a new generation.

Overall, satisfaction within the industry remains high, as is optimism for the future. As baby boomers retire, millennials will continue to find more opportunities to carve a career path in insurance, which brings a new set of technology-focused minds to the industry. This will inevitably lead to a shift toward technology in an industry that, until now, has been primarily run on paper documents. Millennials recognize this opportunity and are jumping at the chance to work and stay in the insurance industry, which provides them many of the benefits they value in a career.

For more on the survey, read our press release [here](#).

#### METHODOLOGY

Vertafore's 2018 *Millennials in Insurance* survey was administered online from Aug. 5 – Sept. 4 and received 1,252 responses from professionals employed in the insurance industry, including 384 millennials. For the purposes of this survey, a millennial is between 22 and 37 years of age and a baby boomer is aged 55 and older.



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