

CIAB DE&I BENCHMARKING SURVEY

2022 EXECUTIVE SUMMARY

The Council's Diversity, Equity, and Inclusion (DE&I) Benchmarking Survey was completed by 47 firms across the insurance brokerage industry. This annual survey is designed to bring clarifying data to the complex topic of diversity, equity, and inclusion. It provides Council members with the industry-specific and comparative information needed to make crucial business decisions.

The comprehensive survey collects race, gender, age and disability data of employee populations, and explores the diversity, equity, and inclusion policies and practices of responding organizations.

This research serves as an important tool to measure the progress of the industry on diversity, equity and inclusion. In the coming years, we will work to encourage greater participation from Council member firms in order to analyze trends. The following is a summary of the 2022 survey results and noted are accompanying opportunities for The Council to help support its membership on these topics.



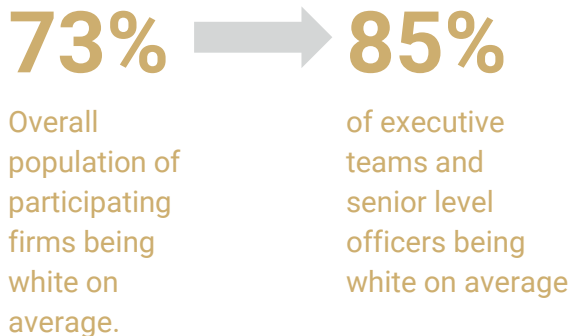
DEMOGRAPHIC DATA

It is conclusive that the industry continues to have a high representation of white men with respect to the overall country population. And while more data will present a more accurate picture of industry demographics, additional efforts to make this data more transparent is the first step in diversifying the industry.

At present, just 57% of respondents believe employee demographic data is easily accessible to staff at their firms. In addition, while nearly all 47 firms surveyed collected demographic data, only half of the respondents correlate the data and the analyze discrepancies among identity categories with respect to employee engagement and even less for compensation, promotions, and employee performance.

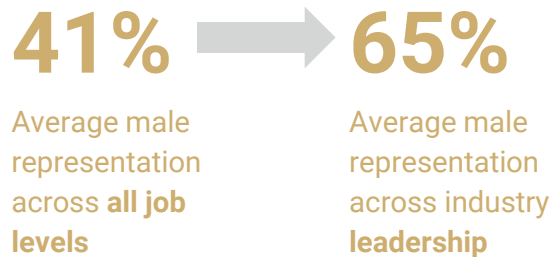
Race & Ethnicity

Overall, the population of participating insurance brokerages continue to be homogenous. And while there were some very diverse outliers in the industry, firms remain 73% white on average with the median being 81% white. Of the 43 firms that reported overall demographic data, only 8 were above this average for representation for people of color. As for leadership, the prevalence of people of color was even lower, with 85% of executive teams and senior level officers being white on average, with a median population of 95%, for the 27 firms that reported this data.



Gender Identity

The overall industry boasts a high degree of representation from those who identify as female, at 59% on average across firms, with the median firm employing 61% women. Of the 45 firms that reported gender identity, 27 had more females than males in their employee population. Organizational leadership lags overall industry representation with an average of 65% of executive and senior management positions being held by men, with several leadership teams comprising over 80% men.



Age and Disability Status

Participating firms are quite diverse by age group, but the largest age demographic represented in surveyed firms are millennials aged 25-44, at 53%. This demographic also constitutes the largest group of new hires as well as voluntary terminations. Executive teams and senior management positions were, on average, slightly older; the largest cohorts being 45-54 (38%) and 55-64 (32%). These demographics were also more likely to be promoted into leadership roles.

The industry is still grossly underrepresented when it comes to individuals with disabilities, constituting only 3% of firms that reported the data. Only 1% of executives and senior managers were reported to have a disability.



WORKPLACE & CULTURE

The Business Case: Overall, firms were optimistic about their DE&I prospects. 74% of respondents agreed that leadership often or always kept DE&I top of mind by continuing to discuss the importance of DE&I and fostering behaviors of inclusion, and 85% of respondents felt that their leaders demonstrated a genuine commitment to DE&I. As for the remaining firms, communicating the value of DE&I is an easy first step and presents an opportunity for The Council to produce materials to help organizations in this endeavor. Additionally, most firms seem to be quite adept at doing enough to meet certain minimum obligations, with only 9% of firms responding that they have not had any DE&I training. Firms, however, appear to need help with taking programming to the next level.



CIAB Opportunity Areas:

- Materials/training to communicate the value of DEI.
- 20% of firms do not have a DEI strategy in place.
- Firms are seeking next-level DEI programming.
- 60% of firms lack Employee Resource Groups (ERGs).

DE&I Leadership: In the insurance brokerage industry, much of the responsibility of DE&I work lies with HR and/or the DE&I program office. Roughly 50% of respondents say that their firm's DE&I lead also holds other responsibilities outside of DE&I work.

Performance Management: About 80% of respondents believe their firm considers an individual's behavior in creating safe and inclusive working environments in conjunction with performance review and management. A similar 80% said that they include effective management of diverse teams and fostering inclusive working environments in evaluating people leaders.



CIAB Opportunity Areas:

- Training on fostering inclusive environments as a team.
- More data and metrics; quarterly and annual look-backs.
- Encouraging firms to have dedicated DE&I staff.
- Student loan and transgender benefits were offered the least among firms.

Talent Acquisition: Most firms have a good grip on setting the groundwork for diversity in the talent pipeline. 80% of respondents said that their firm uses multiple third-party sites for posting open roles, and 67% reported that their firms actively work to review job descriptions as part of an effort to mitigate bias in the hiring process.

DE&I Data & Metrics: While an overwhelming majority (96%) conduct professional development surveys, many firms aren't adequately tracking efficacy. Only 45% of firms recognize the importance of surveying employees for engagement. And while 77% of respondents scored their firms favorably for religious and cultural diversity accommodations, it is important to continue to poll employees to ensure that these sentiments are felt across firms.

External Relations: Overall, surveyed firms are doing a good job of catering to the needs of their diverse clientele, with 60% of respondents agreeing that their firm's advertising demonstrates that they understand the backgrounds of their clients and their cultures. 64% of respondents believe their clients are culturally and geographically diverse, and they respond to their changing needs through marketing efforts.



Opportunity Areas:

- 34% of respondents were neutral to the fact that their firm markets to diverse clients.
- 30% disagreed that their firms respond to the changing needs of diverse clients through the marketing efforts.
- Only 43% of firms test marketing campaigns to ensure they are not offensive or perpetuate negative stereotypes toward any demographic.
- Firms need more communications and programming on the need and criteria for selecting diverse suppliers.



Opportunity Areas:

- There are a lot of opportunities for CIAB to provide programming around supplier diversity.

Community Relations: Many firms are on the right track with respect to supporting external diversity-related initiatives. 88% of respondents believe that their firm is vocal in supporting diversity-related interests in their communities by volunteering employee time and labor in community projects that impact underserved populations, whereas 65% believe that their firms provide financial resources to support diversity-related interests in the communities.

Supplier Diversity: There are many opportunities for CIAB to provide knowledge and programming about supplier diversity to the industry. About 40% of firms ask potential suppliers to articulate the commitment to diversity when bidding for work. A similar 40% believe that their firms consider diverse suppliers when selecting vendors, with 12% of companies perceived to not consider it at all. A full third of respondents say that their firm reviews a potential vendor’s commitment to DE&I during selection.

↑ **Highest scoring questions:**

85% agree: Leaders in my firm demonstrate a genuine commitment to creating an inclusive environment

76.6% agree: In my firm, attempts are made to accommodate religious practices and to schedule around religious and cultural holidays even if they are not mandated by the government

74.5% agree: Leaders in my firm demonstrate their commitment to diversity, equity, and inclusion (DE&I) by talking about the importance of DE&I and fostering behaviors of inclusion

↓ **Lowest scoring questions:**

21.3% agree: When selecting vendors, my firm considers the vendor’s commitment to diversity, equity, and inclusion

38.3% agree: When selecting third-party suppliers or vendors to work with, my firm considers diverse suppliers

40.4% agree: When bidding for work, my firm is asked to articulate our commitment to diversity

↕ **Highest portion of neutrals¹:**

40% neutral: When evaluating the performance of people leaders, my firm considers their effective management of diverse teams and fostering an inclusive work environment

40% neutral: When bidding for work, my firm is asked to articulate our commitment to diversity

59% neutral: My firm’s advertising demonstrates that we understand the backgrounds of our clients and their cultures

¹Large neutral scores provide the greatest opportunity for improvement and engagement.