

# Gen Z Insurance Industry Report

Understanding how the next generation views insurance careers, technology adoption, and AI integration in the workplace.

## Key Takeaway

Gen Z views insurance as tech-forward but is motivated by traditional job benefits. They recognize technology gaps and approach AI with measured optimism, working at companies still developing AI policies.

## Survey Overview

Comprehensive survey of Gen Z professionals working in the insurance industry, examining perceptions of career paths, technology gaps, and AI adoption across the sector.

71%

View insurance as tech-forward. Agree insurance is a modern, tech-forward career path.

60%

See slow tech adoption. Agree slow adoption of emerging technologies is an issue.

51%

Not worried about AI. Disagree that AI will threaten their job security.\*\*\*

### Career Motivations

- Job stability attracts 64% of Gen Z workers
- Compensation & benefits appeal to 56%
- Career advancement potential draws 45%
- Personal connections influence 27%
- Technology opportunities attract only 12%

### AI Adoption Outlook

- 51% believe AI may help but adoption will take time
- 18% expect AI to significantly improve workflow
- 18% uncertain about AI's impact on their work
- Only 12% think AI won't impact their workflow
- 30% have concerns about AI threatening job security

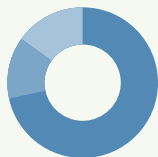
### Technology Pain Points

- Poor integration of tools frustrates 38% of workers
- Inadequate training on new technology affects 32%
- Over-reliance on intuition vs. data concerns 25%
- Limited data quality and accessibility impacts 24%
- Only 21% report no significant tech issues

### Company AI Policies

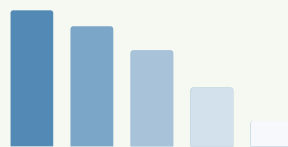
- 47% work at companies neutral on AI use
- 27% receive some encouragement to use AI
- Only 8% work where AI use is strongly expected
- 12% face discouragement or restrictions
- 6% allowed AI only in certain situations

### Tech-Forward Career View



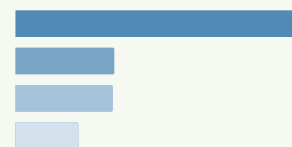
71% agree insurance is modern & tech-forward

### Career Attraction Factors



Job stability & compensation lead

### AI Workflow Impact



Cautious optimism about AI adoption