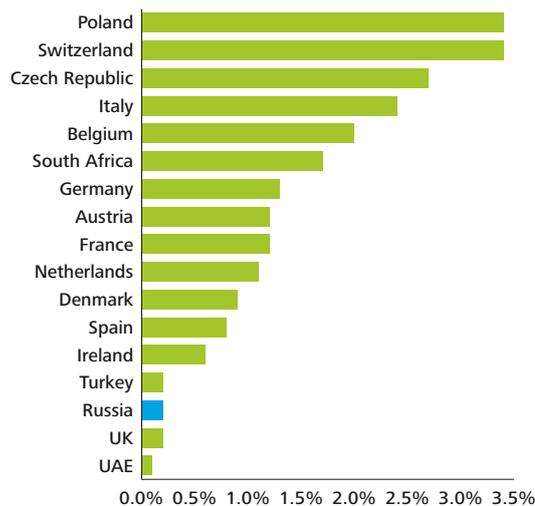


The Deloitte Talent in Insurance Survey 2014 Russia in Focus

About the Research

This report is based on the Universum Talent Survey 2014. Universum has been researching students' career intentions since 1988. In 2013-14 Universum surveyed about 700,000 students and professionals, including 174,000 business students in 31 markets. Aggregate data from the 31 markets was also used to compile a global insurance report. In-focus reports have been produced for 17 countries in EMEA: Austria, Belgium, the Czech Republic, Denmark, France, Germany, Ireland, Italy, the Netherlands, Poland, Russia, South Africa, Spain, Switzerland, Turkey, the UAE and the UK.

Figure 1. Popularity of insurance among business students, EMEA, 2014



Source: Universum Talent Survey 2014; Deloitte analysis
See Appendix for survey questions

Overview

Insurance less popular in Russia

Insurance is less popular in Russia than in any other of the 17 EMEA markets surveyed, except for the UAE and the UK.

Huge increase in desire for job security

In the past six years, the proportion of students citing job security as a career goal has doubled, making it the most important career goal for Russian insurance-inclined students.¹

Gender bias – but it's not what you think

Although they make up 29.5 per cent of business students in the survey, men account for just 17.6 per cent of those interested in working in insurance.²

Energy industry losing power

In 2008 the energy industry was by far the most popular employer among Russian business students. Its popularity has fallen significantly since, and now ranks just ahead of banking.

Software and computers services is the fastest-rising industry

High-tech firms are becoming increasingly popular with Russian business students, and Google comes second in their list of "ideal employers".³ Google is the most popular employer in nine of the 17 EMEA markets surveyed.

Students want classes more than cash

The most important attribute in a first job for insurance-inclined students is "professional training and development", while "high future earnings" ranks just fourth.

Where do Russian students want to work?

The popularity of insurance employers among business students in Russia is the lowest among the 17 EMEA markets surveyed, except for the UK and the UAE. (See Figure 1.)

Energy, banking and fast-moving consumer goods (FMCG) are the most popular employment sectors for Russian business students, though the popularity of software and computer services has risen substantially. (See Figure 2).

1 Insurance-inclined students are business students who put at least one insurer in their top five "ideal employers" when offered a list of potential employers to choose from.

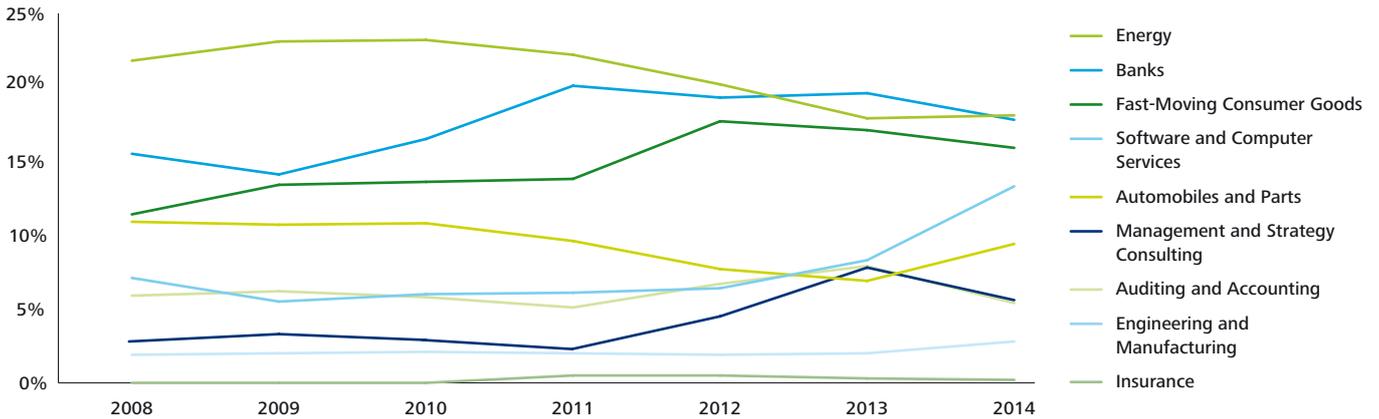
2 Business students are students studying business-related subjects, including vocational subjects for insurance such as actuarial science and risk management.

3 Business students were presented with a list of employers from a range of sectors. They chose an unlimited list of companies for which they might consider working. Next they narrowed the choice to a maximum of five "ideal employers".

The past six years have seen large shifts in the preferences of Russian business students. The popularity of the energy giants that have long-dominated Russia's economy is being eroded by foreign high-tech companies and other newcomers such as Google, which is now the second-most popular employer. (See Figure 3.)

FMCG has also enjoyed a rise in popularity: in 2008, 11.4 per cent of Russian business students wanted to work in the industry, compared with 15.9 per cent today.

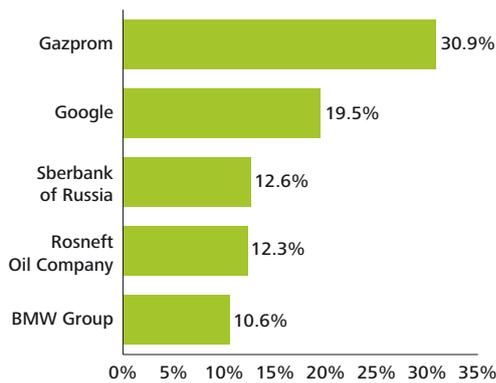
Figure 2. Insurance and the eight most popular industries, Russian business students, 2008-14



Source: Universum Talent Survey 2014; Deloitte analysis
See Appendix for survey questions

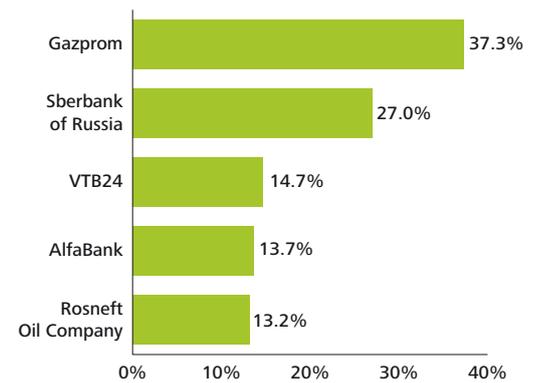
Who are the most popular employers in Russia?

Figure 3. Most popular employers, Russian business students, 2014



Source: Universum Talent Survey 2014; Deloitte analysis
See Appendix for survey questions

Figure 4. Most popular employers, Russian insurance-inclined students, 2014



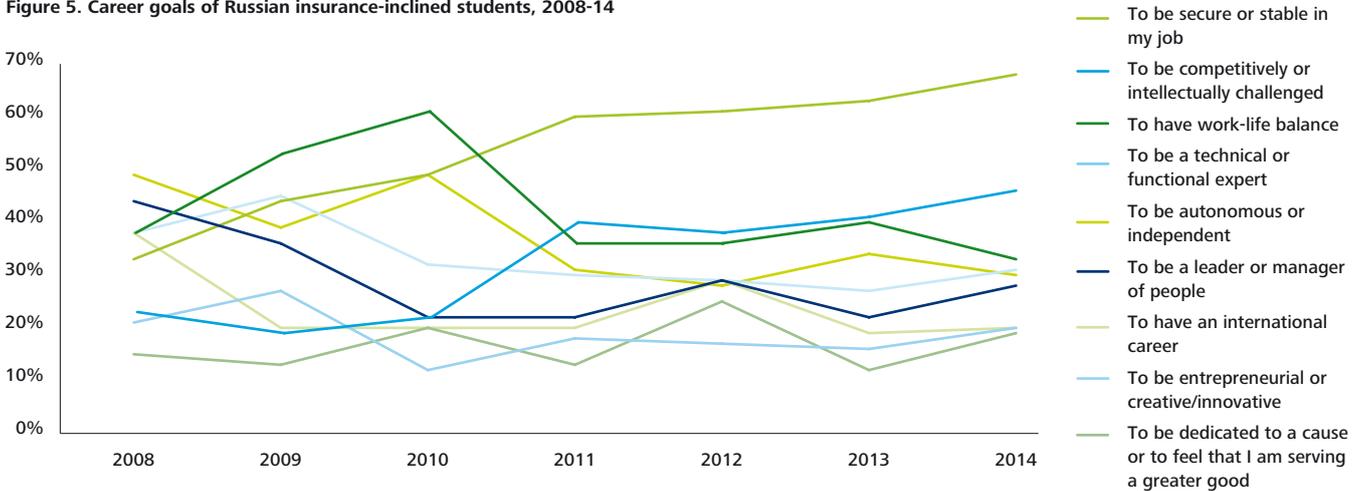
Source: Universum Talent Survey 2014; Deloitte analysis
See Appendix for survey questions

There are no insurance firms among the top five most popular employers for insurance-inclined students. Instead their choices are dominated by banks and energy firms. Insurers should recognise that they should look outside their own industry sector to identify their biggest competitors in the battle for graduate talent.

Career goals: seeking harder, more secure careers

Students were asked to pick their top three career goals from a list of nine options. Their views appear to be affected by economic conditions in Russia in recent years. In 2008, their top choice was “to be autonomous or independent”. In 2014, it is “to be secure or stable in my job”. The emphasis on work-life balance is also much less, reflecting perhaps an acceptance among students that harder work is required in a post-financial crisis world. There is an appetite not only for longer hours, but also for harder work. In 2014, twice as many students wanted “to be competitively or intellectually challenged” than in 2008.

Figure 5. Career goals of Russian insurance-inclined students, 2008-14



Source: Universum Talent Survey 2014; Deloitte analysis
See Appendix for survey question

What do insurance-inclined students want from their first job?

Russian insurance-inclined students were asked what they want most from their first job (“aspirations”), and what they expect from it (“expectations”) (Figure 6). Their top aspiration is for “professional training and development”, while “high future earnings” ranks just fourth. This preference for training over money is also a common feature in other EMEA markets.

Insurance-inclined students expect to earn less in their first year of work (by over ten per cent) than the average business student. But this may not be putting them off working in insurance: a much lower proportion of insurance-inclined students included “competitive base salary” among their top job aspirations (26.8 per cent) than did business students in general (37.7 per cent).

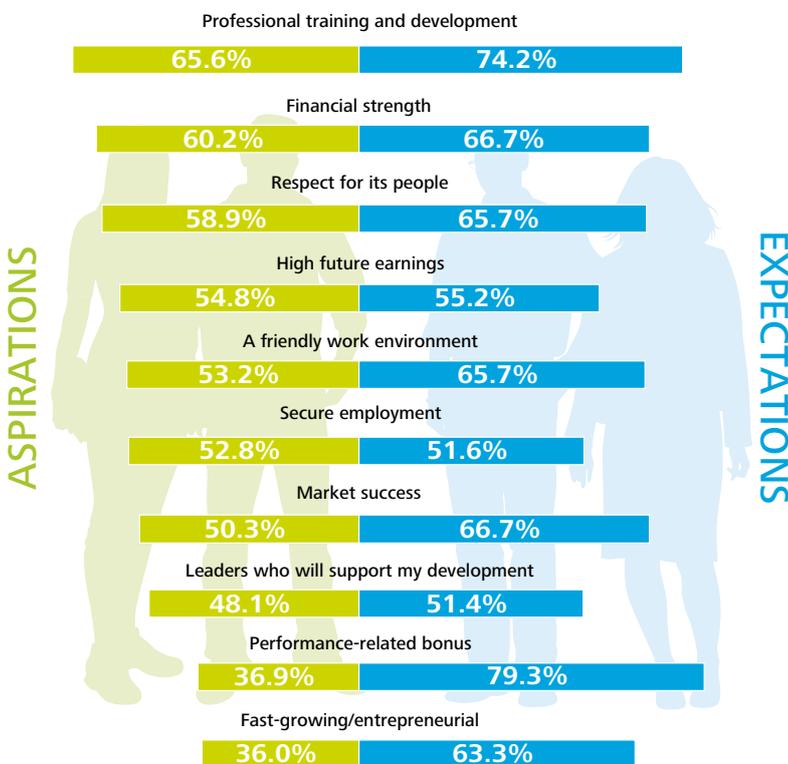
“Secure employment” is the sixth highest-ranked attribute for insurance-inclined students: 52.8 per cent included it among their top job attributes compared with just 41.0 per cent of other business students.

Students were asked to choose up to 12 attributes, out of a total of 40, that they most sought for their five shortlisted “ideal employers”. The ten attributes that scored most highly for insurance-inclined students are shown in the green bars in the figure below – “aspirations”.

Deloitte then extracted the extent to which insurance-inclined students expected to find each of these top ten aspirations in their shortlisted “ideal” insurers. Each blue bar represents the proportion of insurance-inclined students who expect to find this attribute at the insurer(s) that appears on their shortlist of five “ideal employers”.

Please note that because the number of aspirations students can choose is capped at 12, while the expectations are uncapped up to 40, the proportions of students expecting a particular attribute is likely to be higher than those recording an aspiration for that attribute.

Figure 6. Top ten aspirations, Russian insurance-inclined students, versus corresponding expectations, 2014



Source: Universum Talent Survey 2014; Deloitte analysis
See Appendix for survey questions

How could insurers broaden their appeal among business students?

Of all the 17 EMEA markets surveyed, Russia has the largest proportion of women among insurance-inclined students. Men account for 29.5 per cent of all Russian students in the survey, but just 17.6 per cent of those interested in insurance. This female domination of insurance-inclined students occurs in most post-socialist economies.

Figure 7. Russian student demographics, 2014

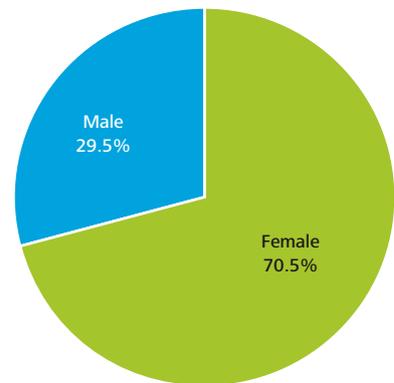
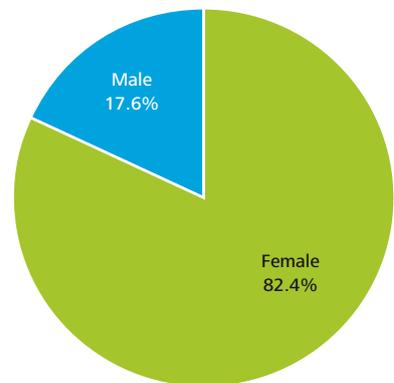


Figure 8. Russian insurance-inclined student demographics, 2014



Source: Universum Talent Survey 2014; Deloitte analysis
See Appendix for survey questions

Appendix

Note to Figure 1

Survey question: “Choose the five employers you most want to work for [from the list of employers you would consider working for], your five ideal employers.”

Insurance popularity by market is calculated as the number of times individual employers in specific industries are short-listed among the five “ideal employers” in each market.

Note to Figure 2

Survey question: “Choose the five employers you most want to work for [from the list of employers you would consider working for], your five ideal employers.”

Sector popularity is calculated as the number of times individual employers in specific industries are short-listed among the five “ideal employers”.

Note to Figures 3 and 4

Survey question: “Choose the five employers you most want to work for [from the list of employers you would consider working for], your five ideal employers.”

Note to Figure 5

Survey question: “Below is a list of nine possible career goals. Which are most important to you? Please select a maximum of 3 alternatives.” Importance of goals is calculated as the percentage of students choosing each career goal on their shortlist of top three goals.

Note to Figure 6

Percentages are based on answers to the following survey questions. Aspirations – “Which of these are most important to you? Please select a maximum of three alternatives [in each of the following four categories: Employer Reputation and Image; Job Characteristics; People and Culture; and Remuneration and Advancement Opportunities].” Expectations – “Which of the following [forty attributes] do you associate with your chosen employer(s)?”

Note to Figures 7 and 8

Survey question: “What is your gender?”

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