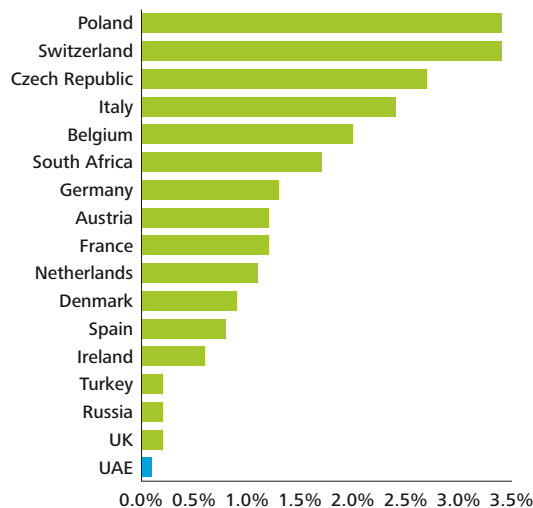


## The Deloitte Talent in Insurance Survey 2014 UAE in Focus

### 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 the UAE

Insurance is less popular in the UAE than in any other EMEA market surveyed.

#### Sky-high interest in transport and logistics

The most popular sector for business students<sup>1</sup> surveyed in UAE is transport and logistics. Emirates Airlines, Etihad Airways and Dubai Airports feature in the top five most popular "ideal employers".<sup>2</sup>

#### Everyone loves Google

Google is the second-most popular employer with UAE business students. It is also the most popular employer in nine out of the 17 EMEA markets surveyed.

#### Work-life balance is top career goal

More than half of all insurance-inclined<sup>3</sup> students chose "to have work-life balance" in their top three career goals, out of a list of nine options. Job security and having an international career ranked joint second with being intellectually challenged.

#### Insurance-inclined students expect less money

Unlike most other markets in the survey, UAE insurance-inclined students expect to earn less than the average for other business students.

#### Where do UAE students want to work?

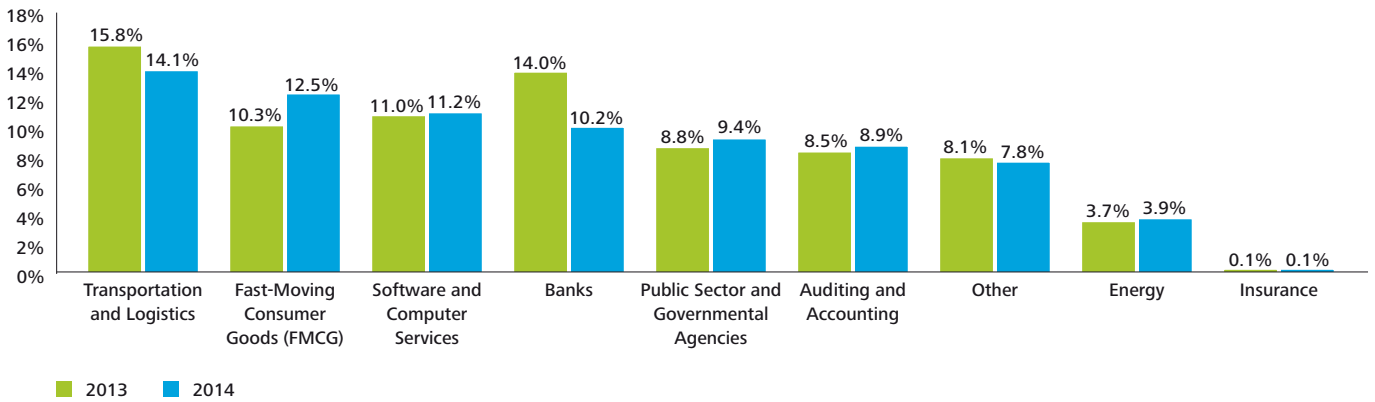
In the UAE the differences in popularity between the top six sectors are relatively small: there are just five percentage points between transport and logistics at number one, with 14.1 per cent of student votes for "ideal employers", and auditing and accounting in sixth place, with 8.9 per cent. Insurers face competition from many quarters when it comes to attracting graduate talent.

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

2 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".

3 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.

**Figure 2. Insurance and the eight most popular industries, UAE business students, 2013-14**

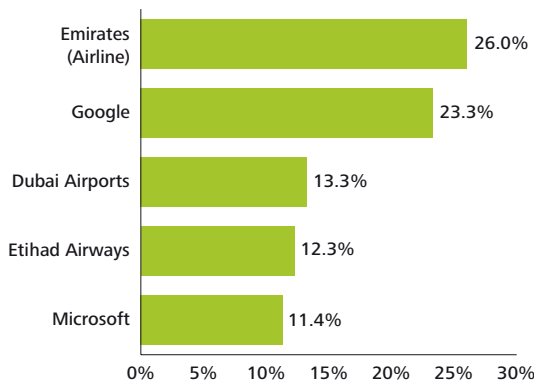


Source: Universum Talent Survey 2014; Deloitte analysis  
See Appendix for survey questions

The popularity of Google and Microsoft is not surprising. Business students in other markets show similar preferences, and it reflects the fact that both companies have regional headquarters in Dubai.

More surprising at first glance is the relatively low ranking for the public sector, which is commonly regarded as the most popular employer in the UAE: however this is probably influenced due to the fact that the overwhelming majority of the students in the UAE are expatriates, whereas most government jobs are reserved for Emiratis.

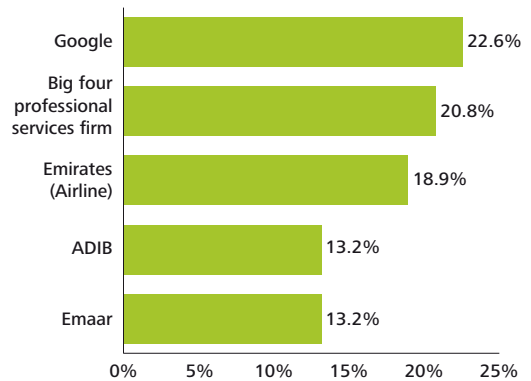
**Figure 3. Most popular employers, UAE business students, 2014**



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

Insurance ranks well behind other business sectors in popularity, and it is interesting to note that no insurance firm features in the top five employers among insurance-inclined students. (See Figure 4). Insurance employers should look beyond their own industry to identify their competitors in the battle for graduate talent.

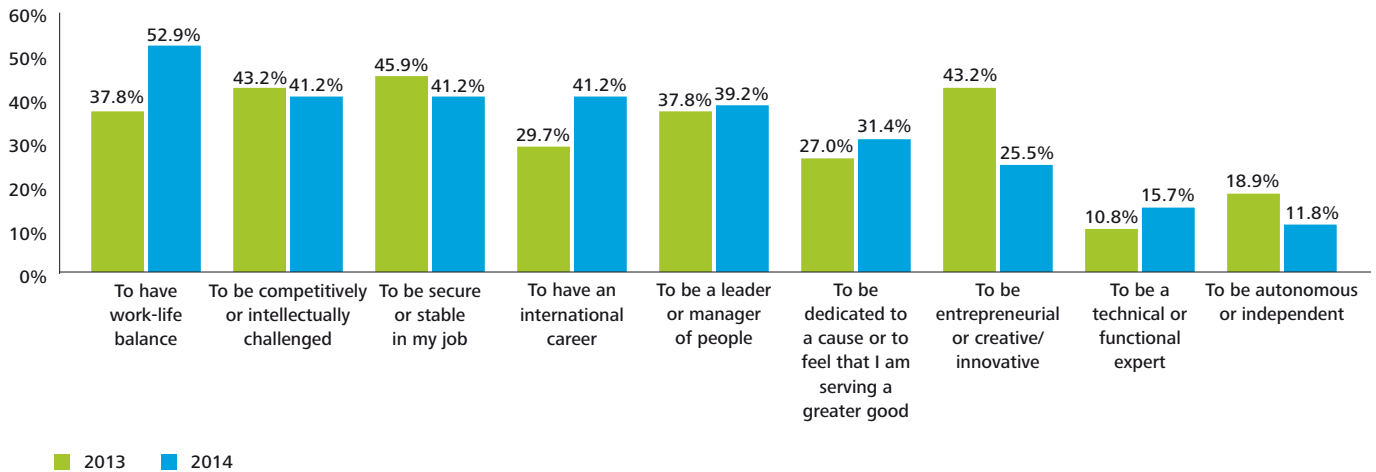
**Figure 4. Most popular employers, UAE insurance-inclined students, 2014**



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

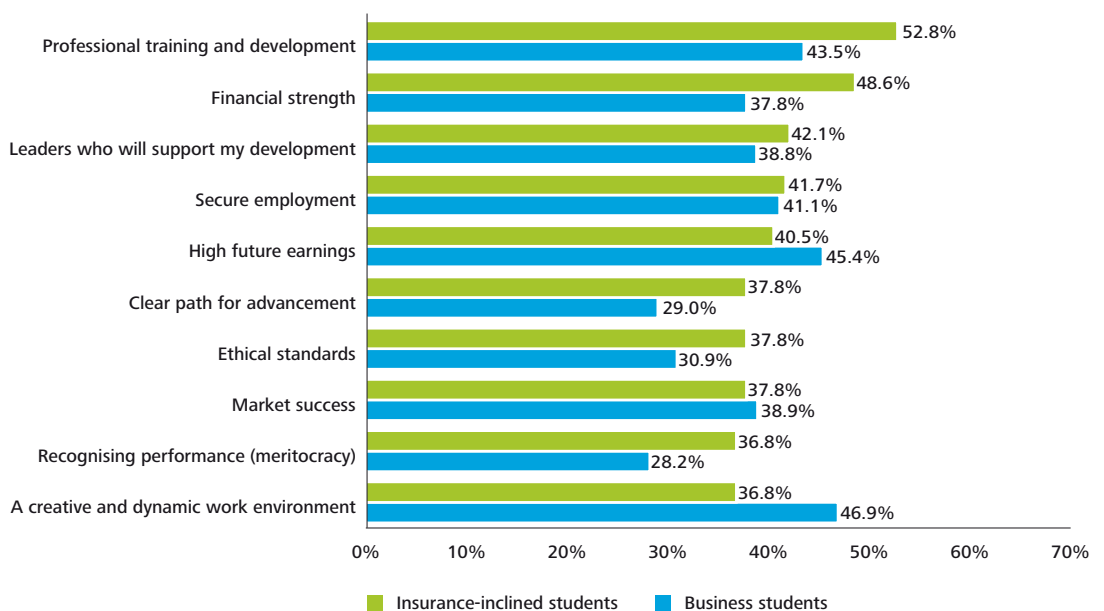
## What are the career goals of UAE insurance-inclined students?

Figure 5. Career goals of UAE insurance-inclined students, 2013-14



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

Figure 6. Top ten aspirations, UAE insurance-inclined compared with all business students, 2014



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

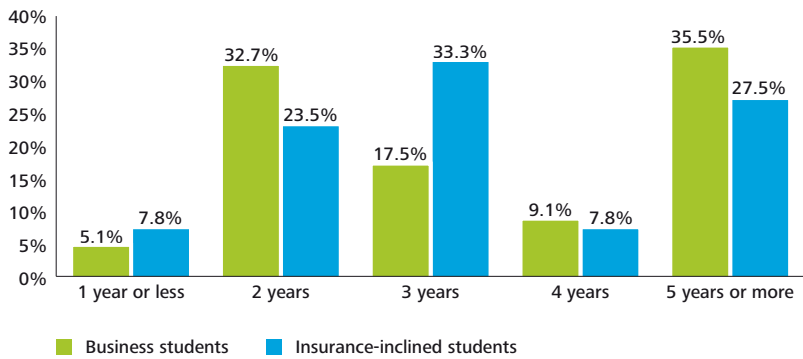
Insurance-inclined students were asked to choose three career goals from a list of nine options. Having “work-life balance” is by far the most important. (See Figure 5.)

In joint second place, “to be competitively or intellectually challenged”, job security and “to have an international career” are all equally popular.

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

Students were also asked to select the ten attributes (out of 40) that attract them most about a job with a first employer. As in many EMEA markets, insurance-inclined students in the UAE see “professional training and development” as the most important: 52.8 per cent of them chose it, compared to just 43.5 per cent of all business students. (See Figure 6.)

**Figure 7. Average expected duration of first job among UAE students, 2014**



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

Insurance-inclined students demonstrate foresight when thinking about pay: “high future earnings” ranked fifth in their most-preferred job attributes, whereas more immediate pay considerations, such as “performance related bonuses” and “competitive base salary” ranked 15th and 34th respectively. In most markets, insurance-inclined students expect to earn more than the average business student, but in the UAE they think that on average they will earn €4,400 less (€29,000 compared to €33,400).

However, they show less patience than other business students when asked how long they expect to stay in their first job after graduating: 35.5 per cent of all business students think they will stay in their first job for five years or more, whereas only 27.5 per cent of insurance-inclined students expect to do so.

# 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].”

## **Note to Figure 7**

Survey question: “How many years do you expect to work for your first employer after graduation?”

# Contacts

## **Joseph El-Fadl**

### **Partner**

Financial Services Leader

+961 1 364 700

jelfadl@deloitte.com

## **James Babb**

### **Partner**

Audit

+971 4 376 8888

jbabb@deloitte.com

## **Peter Wright**

### **Partner**

EMEA Insurance Co-Leader

+420 246 042 888

pewright@deloittece.com

## **Fabien Sauvage**

### **Partner**

EMEA Insurance Co-Leader

+33 1 55 61 41 63

fsauvage@deloitte.fr

## **James O’Riordan**

### **Partner**

EMEA Insurance Co-Leader

+44 20 7007 4933

joriordan@deloitte.co.uk

## **Margaret Doyle**

### **Partner**

Head UK Financial Services Insight

+44 20 7007 6311

madoyle@deloitte.co.uk

### **About the authors**

Margaret Doyle, Peter Evans and Patrick Quigley comprised the London-based Deloitte UK Financial Services Insight team, and Arun Menon, Ranganathan Tirumala and Jyoti Joshi the Hyderabad-based Financial Services research team that worked on this report.

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