

Aflac WorkForces Report

2018 Overview



2,000
employees

Employee Survey Methodology

- Have health insurance coverage.
- Play some role in health insurance and benefits coverage decision-making.
- Employed in a company or organization with 3 or more employees.
- Not employed in a sensitive occupation or industry.

Sample quotas and data weighting applied to ensure representativeness of survey sample to U.S. workforce.

1,700*
employers

Employer Survey Methodology

- Employed at company with at least 3 employees in the U.S.
- Sole decision-maker or participant in decisions about employee benefits offered by their company.
- Not employed in insurance, advertising/PR or market research.
- Must offer at least one type of employee benefit.

Sample quotas and data weighting applied to enable year-over-year trending and representation of U.S. employers.

- *Includes sample of 1,501 employers who offer benefits and 199 employers in small companies (<50 employees) who do not offer benefits.*

Conducted March 11-April 10, 2018; June 18-July 10, 2018.

Employee Survey Results



Overall Benefits Package



Out-of-Pocket Costs

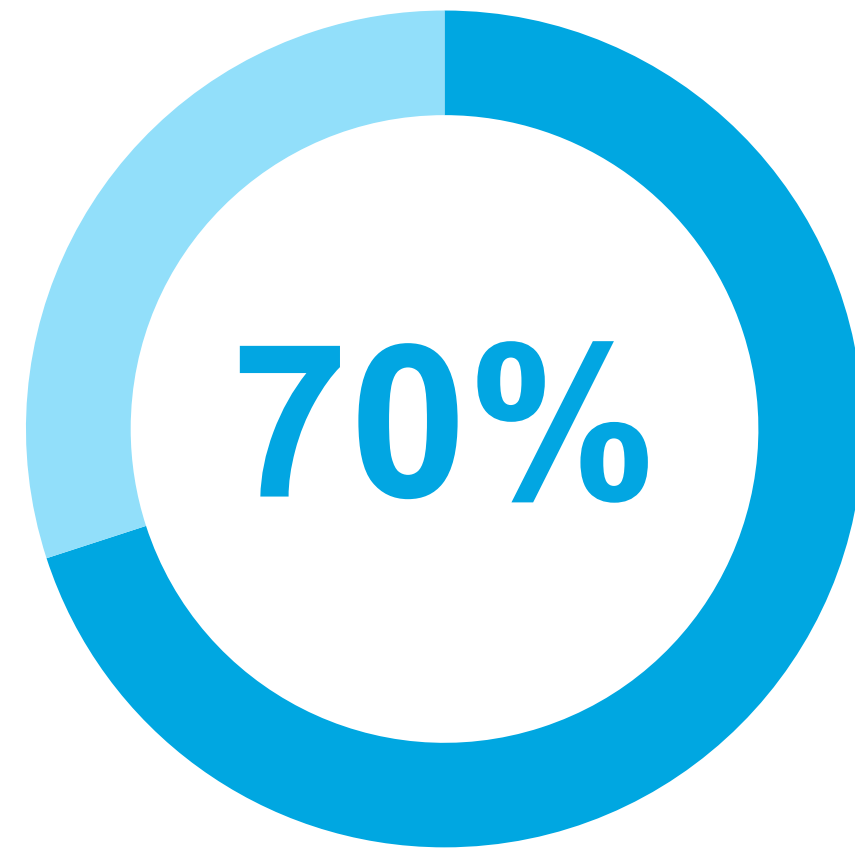


Benefits Enrollment

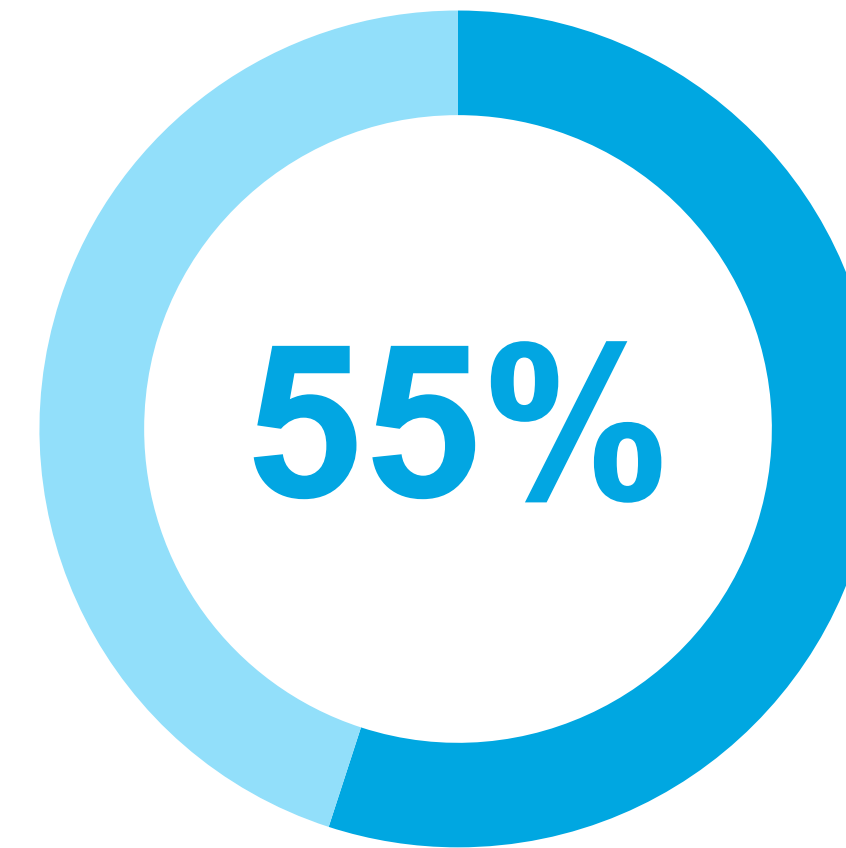


Supplemental Insurance

Strong benefits programs are linked to job satisfaction and retention



or more report that benefits packages are highly important to their well-being, financial health and job satisfaction.

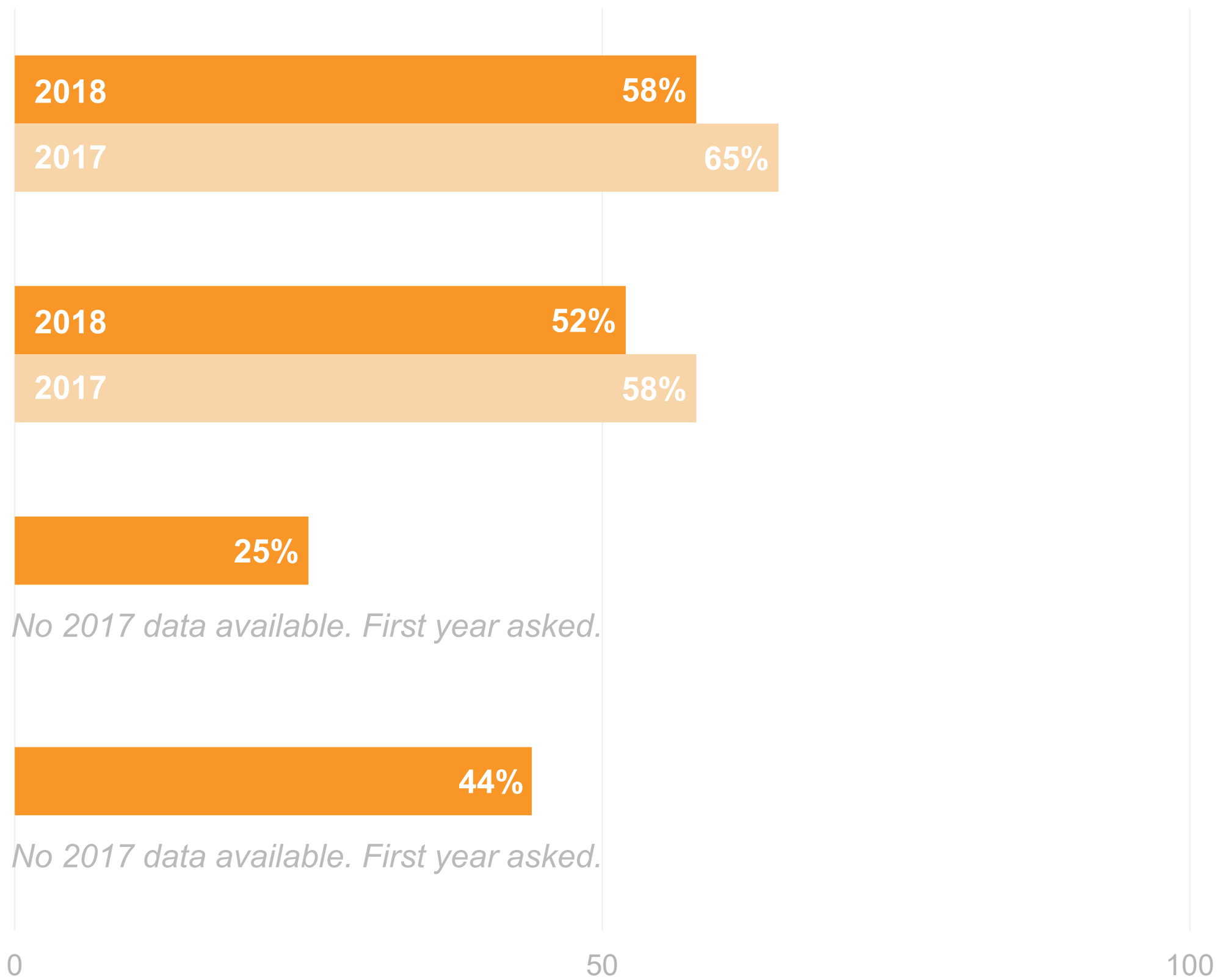


would be at least somewhat likely to accept a job with lower compensation but a more robust benefits package.

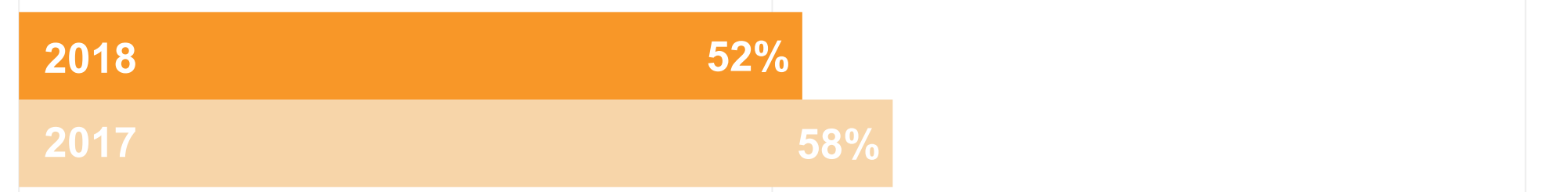


Things are looking up, but medical costs continue to be a top concern

58% would not be able to cover unexpected out-of-pocket medical costs of \$1,000 or more.



52% have been adversely affected by high medical costs.



25% say they or a family member had to miss a week or more of work due to illness or injury.



44% couldn't go more than about three weeks without a paycheck.



Employees need more easy-to-understand benefits information



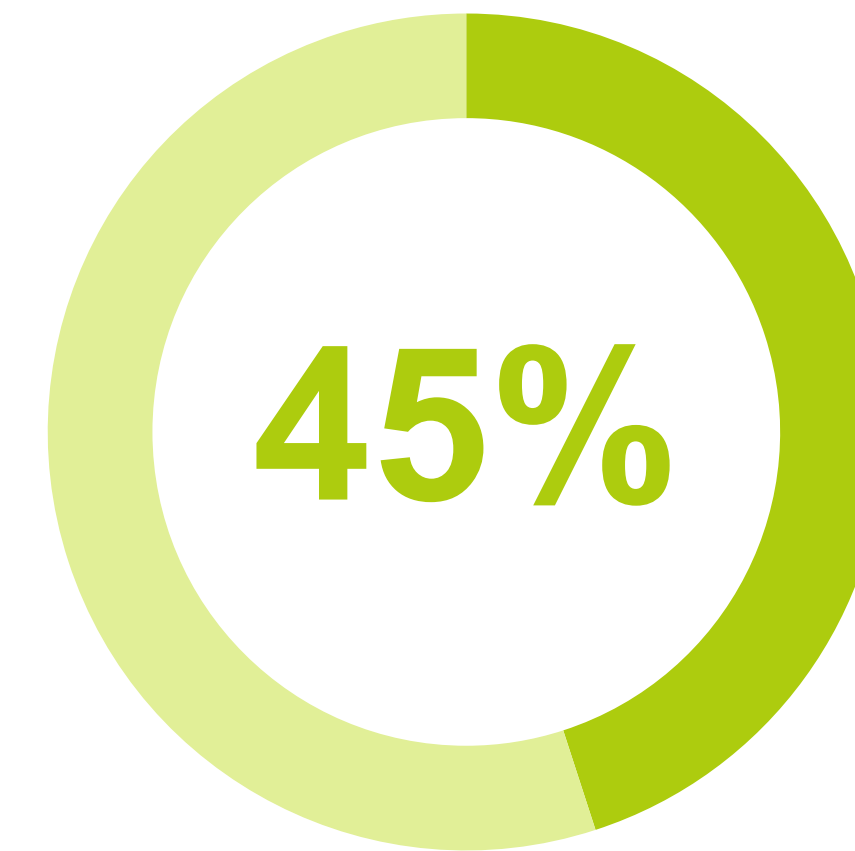
More information is the leading need cited by employees so that they can be confident about their benefits selections.



Digital forms of claims filing (e.g., online forms, email or an app) are preferred over offline channels by a 2-to-1 margin.



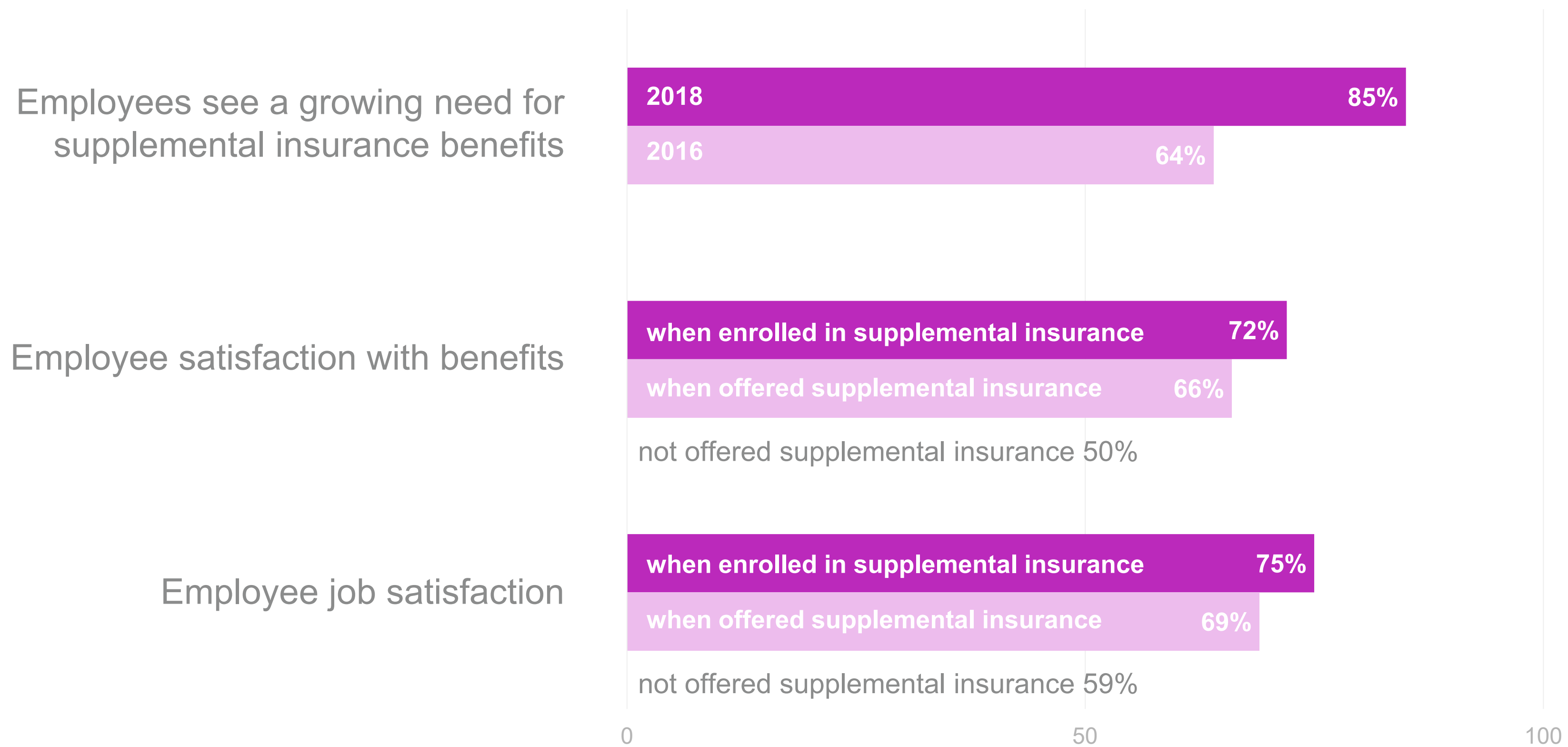
Email is most preferred for communication with an insurance agent (43%), followed by in person (20%) or over the phone (18%).



45%
of employees are likely to buy insurance if it's recommended by a benefits professional.



Companies can gain value by offering supplemental insurance



Employer Survey Results



**Business Growth
and Objectives**



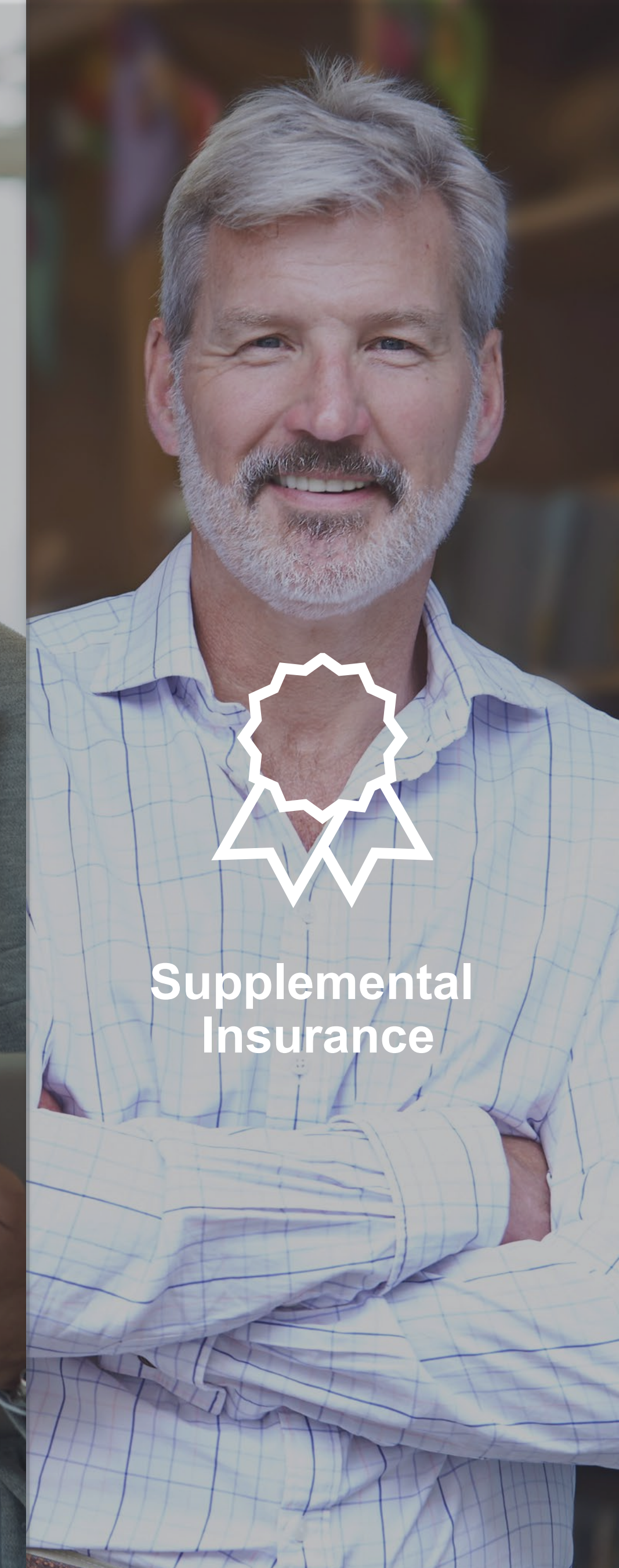
**Rising Cost
of Health Care**



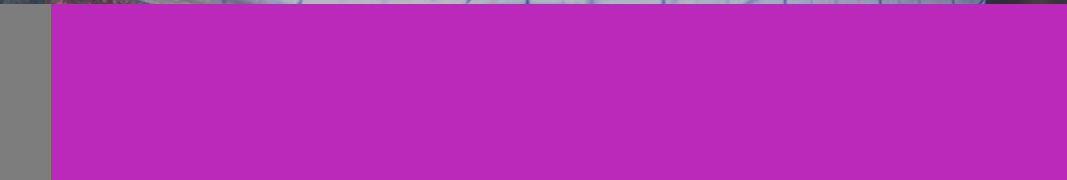
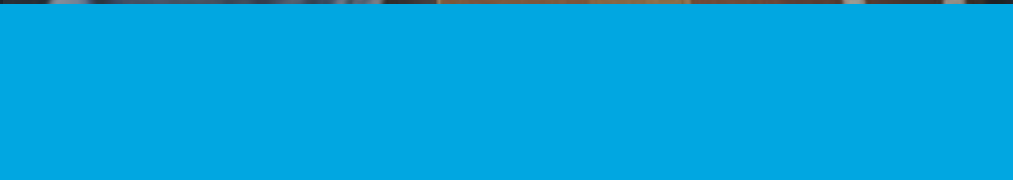
**Benefits Selection
and Advisors**



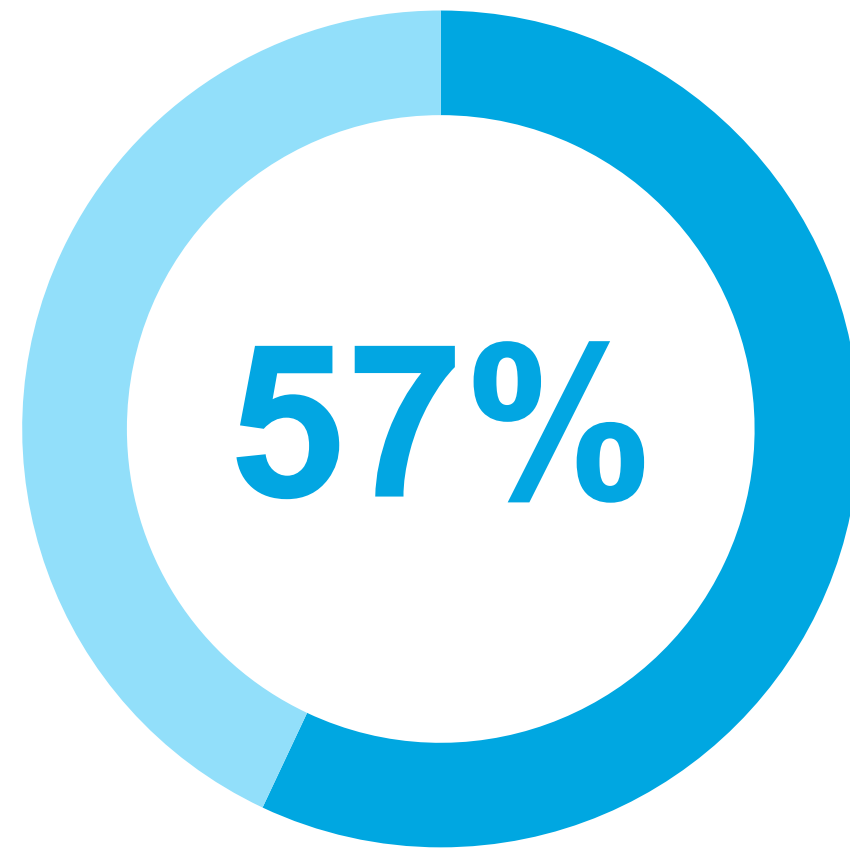
Technology



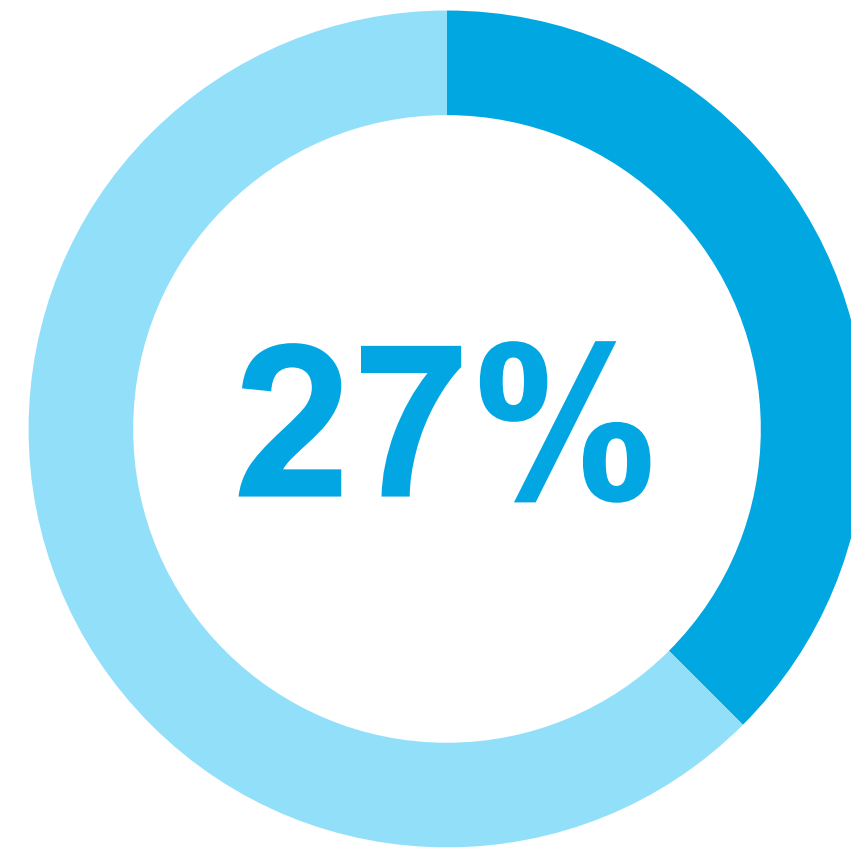
**Supplemental
Insurance**



Staying competitive continues to be a top mentioned business objective

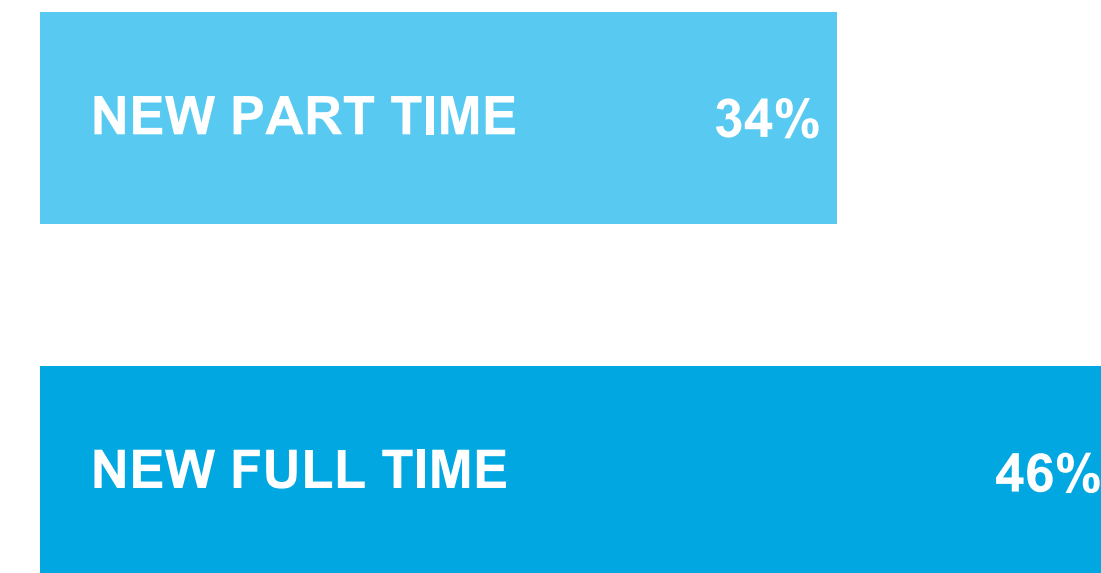


of businesses are growing in terms of sales/revenue. Business growth remains strong and steady.

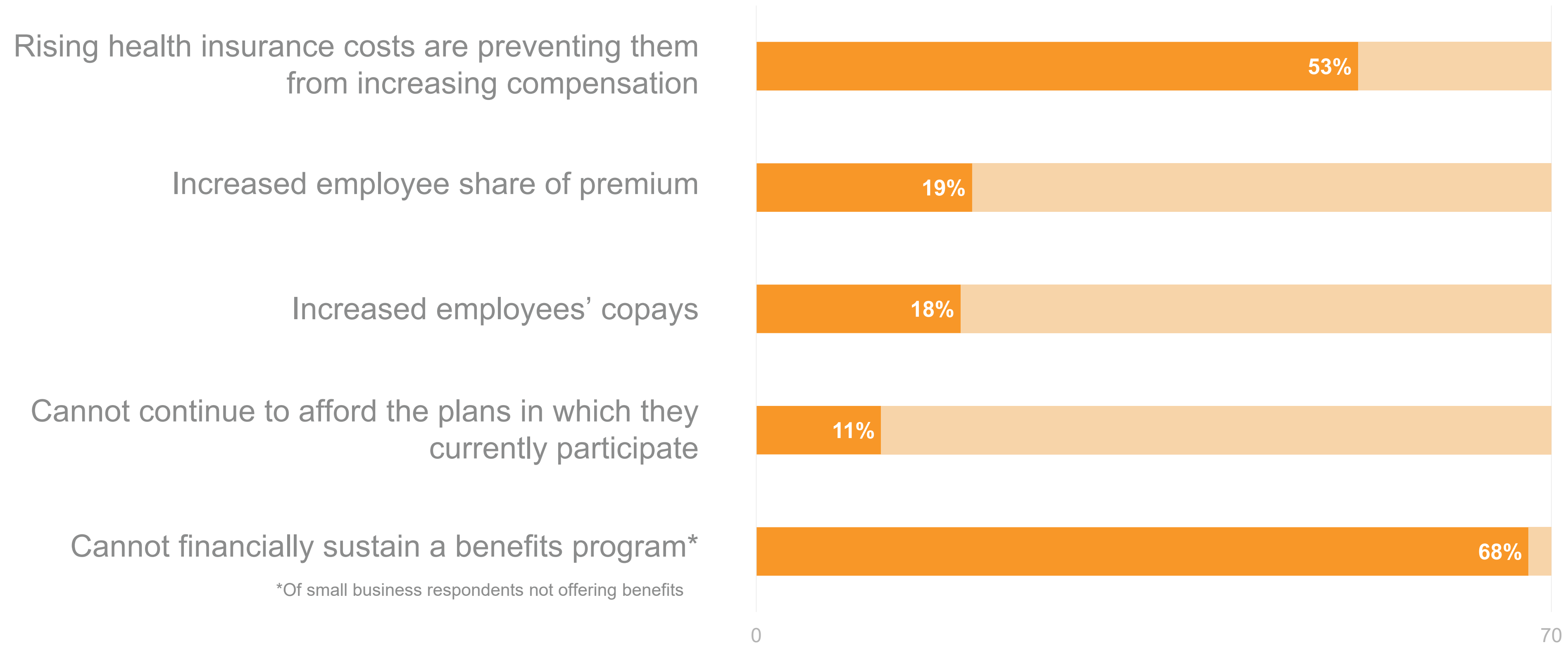


of businesses say remaining competitive in today's growing marketplace is their top objective.

Hiring expectations for 2019



Costs continue to be a top concern for many employers



*Of small business respondents not offering benefits



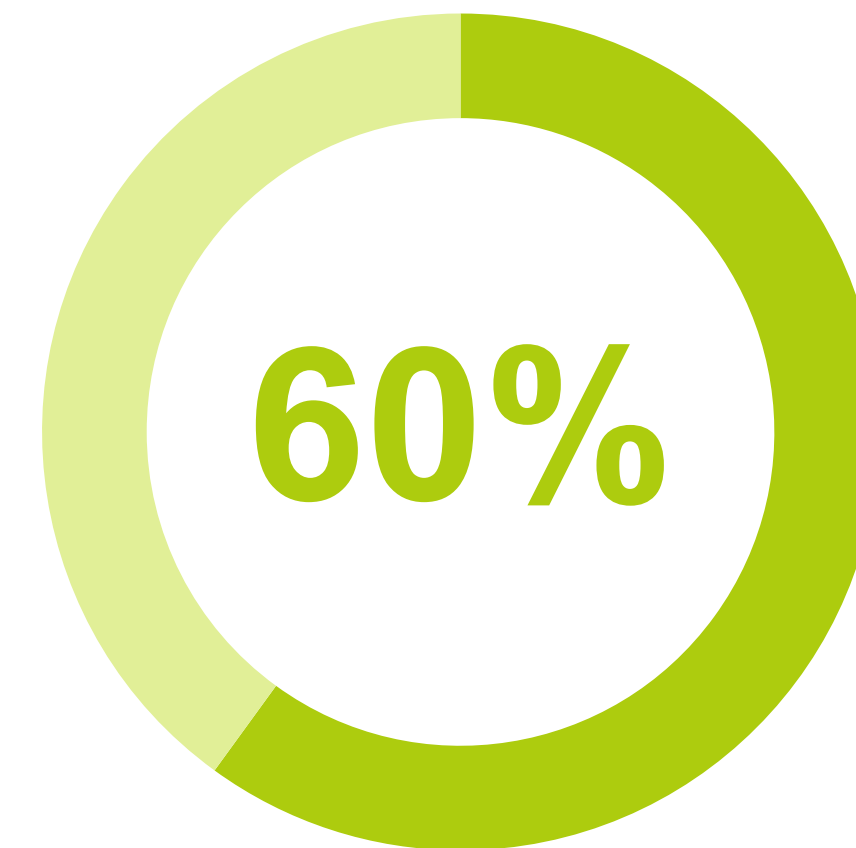
Value, overall costs and reputation drive employer benefits selections

Value for price and overall cost of plans are the top reasons for selecting a health insurance or benefits provider.

Reputation is also key.

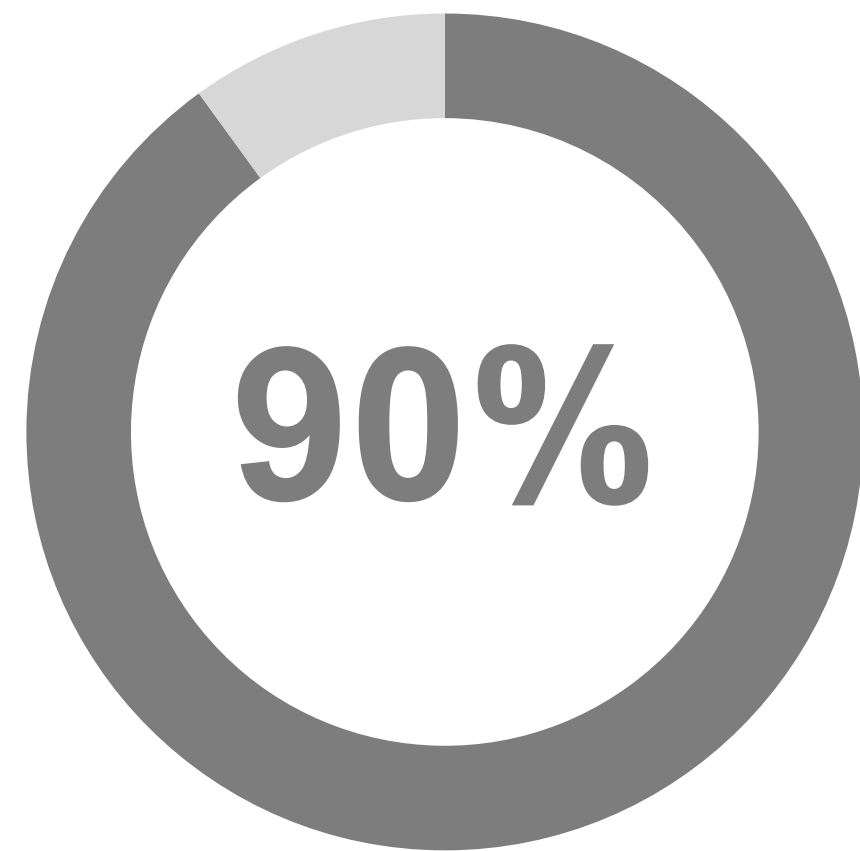
The vast majority of employers of all types and sizes say the reputation of their health insurance provider is very to extremely important.

This sentiment steadily increased in importance over the course of the survey from 57% in 2015 to 88% in 2018.



of employers who use a broker or benefits consultant say that strong knowledge of best practices in employee benefits is the top reason they choose their particular consultant.

Technology is the wave of the future, but nothing beats face-to-face discussions



of business leaders are interested in at least one enrollment or educational tool for their employees.

Employer purchase decisions:

Employers are most likely to purchase new solutions from a business insurance broker or comparison website.

Enrollment reminders:

Most employers (91%) say **face-to-face** conversations are **highly effective for enrollment reminders**. And when it comes to small organizations, in-person enrollment reminders are used just as often as the reminders that pop up in employees' email inboxes.



Supplemental insurance goes hand in hand with growth and profitability

Satisfying the needs, interest or demands of employees continues to be the top reason for offering supplemental insurance benefits. Employers offering supplemental insurance are more likely than those that don't offer the products to:



Say their company is growing in terms of sales and revenue.



Say they're able to invest more in their benefits program.





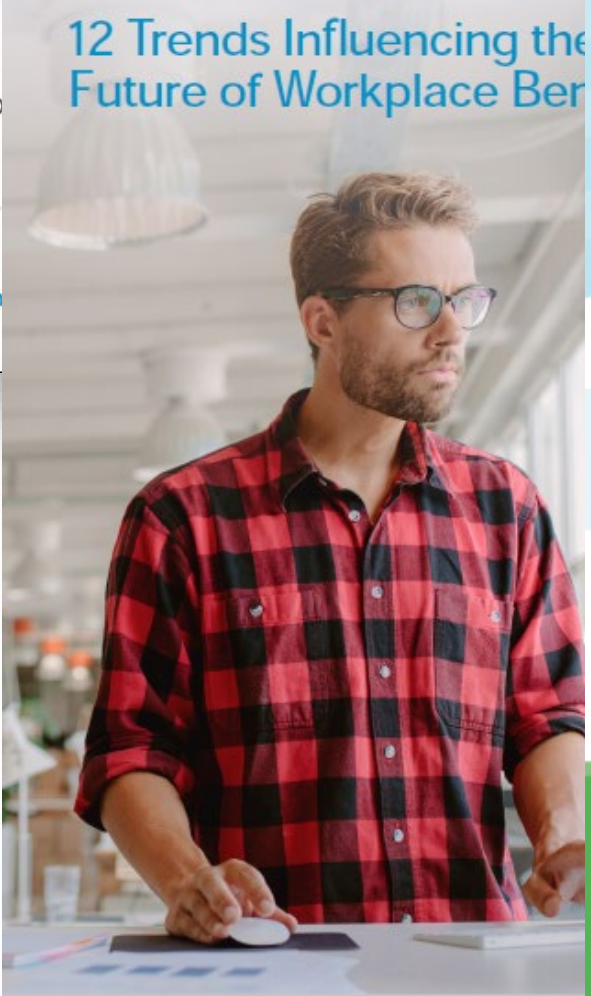
20% of employees could only go one week without a paycheck.*

3 easy ways to use the Aflac WorkForces Report today

- 1 Post your favorite stat to social media**
You can choose from many social share icons ready for download or simply take a picture of your favorite resource and post to LinkedIn, Facebook or Twitter. Download infographics, articles and more at AflacWorkForcesReport.com.
- 2 Print and share a filer along with goodies for current or prospective accounts**
The study's findings offer useful nuggets to help show the value of a robust benefits package and voluntary insurance. Sharing a filer or infographic along with a box of goodies can go a long way with gaining interest and trust.
"I put them on doughnut boxes that I deliver to accounts."
— AFLAC AGENT

The Aflac WorkForces Report

[Employee Overview](#)



EMPLOYEES FEEL GOOD ABOUT THEIR BENEFITS, BUT MANY ADMIT ENROLLMENT IS SOMEWHAT OF A MAZE.

Employees are generally happy with their workplace benefits, but many don't know much about them. The 2018 Aflac WorkForces Report reveals that employees need more information about their options — and many that insurance experts to do the explaining.

- 58%** would not be able to cover unexpected out-of-pocket medical bill of more than \$1,000 (an improvement from 65 percent in 2017).
- 30%** need more information about their benefits options, such as out-of-pocket costs and in-network physicians.
- 16%** said an easily accessible benefits advisor — in person, by phone or by online chat — is the one thing that would help improve the way they enroll in benefits.
- 45%** are more likely to buy insurance if it's recommended by a benefits professional. The advice of a friend is a motivator for 43%, while 25% are influenced by friends and 22% by their employees.
- 43%** prefer to communicate with an insurance agent by email.
- 20%** prefer to meet in person.
- 30%** prefer over-the-phone conversations.
- 44%** percent of employees could not go more than three weeks without a paycheck. Of those, 20 percent could not go more than a week.
- 40%** of employees would rather do something uncomfortable or unpleasant — such as three hours of hot yoga or clean up after their dog — than research benefits during open enrollment.

ABOUT THE STUDY
The 2018 Aflac WorkForces Report is the eighth annual Aflac employee benefits survey and is conducted by LightSpeed on behalf of Aflac. The study captured responses from 2,000 employees in 10 industries. The 2018 Aflac WorkForces Report survey was conducted by LightSpeed on behalf of Aflac.

Ultimately, clients are looking to you for a depth of benefits knowledge and expertise. The Aflac WorkForces Report can help complement your selling style with many resources to inform your conversations and deliver the best benefits options for your clients.

study examining benefits trends and attitudes. The study captured responses from 2,000 employees in 10 industries. The 2018 Aflac WorkForces Report survey was conducted by LightSpeed on behalf of Aflac.

intended to be a solicitation.

These materials contain proprietary information and material that is owned by Aflac and/or its affiliates, including but not limited to, copyright. By accessing these materials, you agree that you will accept for the sole purpose of training and development within Aflac's field force. You further agree that these materials, any use not specifically permitted herein shall be considered to be a breach of your agreement with Aflac.

Aflac WorkForces Report
Exp 8/19