The numbers prove it.

jobs
The P&C industry as a whole provides NYS with over 152,000 jobs.

More than 400,000 job openings are predicted countrywide by the year 2020.

It also generates spillover new business venture formation and an additional 150,000 jobs!

Access to these jobs increases quality of life, helping the state to retain and attract well-educated individuals, thereby helping to create a “B R A I N G A I N”

nys economy
$40 BILLION: the amount the industry as a whole contributes to the NYS economy.

P&C purchases of municipal bonds saved NYS taxpayers $1.5 Billion!

Each job creates nearly $41,000 in state and local taxes each year.

new york’s insurance industry: BOOSTING ECONOMIC RETURNS FOR THE STATE

“I consider the property/casualty insurance industry a vital component of New York State’s overall economy.... Moving forward, it is vital that the insurance industry continues to grow – providing good paying jobs, bolstering our state’s financial future, and delivering an important service to New York families and businesses who need financial protection in their day-to-day lives.”

Former Senate Insurance Committee Chair James L. Seward (51st District)

SOURCE: The Economic Importance of New York’s Property-Casualty Insurance Industry, 2018-2020

To view this study in its entirety, please visit www.biginy.org/insuranceimpact
2018-2020 economic impact study:
HOW TO SPREAD THE MESSAGE

P&C companies, agencies and brokerages have a **significant positive impact** on the NY job market and economy. Don’t let this information go unnoticed! Need help sharing? We can help you! Just follow the guidelines below.

To download a digital copy of the infographic, and to view the study in its entirety, please visit: biginy.org/insuranceimpact

Don't forget to share this link with your politicians, clients, and local media!

### IDEAS TO REACH THEM:

**Email**
Send them a short, personalized email introducing yourself and your business. Attach the infographic, mention the economic impact for their specific legislative district or county (you can find this in the study) and invite them to read the study in full here: biginy.org/insuranceimpact

Be sure to keep the message light and appreciative.

**Social Media**
Share a link to the infographic on your social channels with a few short words to encourage them to read it. You can increase exposure by tagging them in your posts (i.e. @BigINY).

**Examples:**
- Proud to serve our clients AND proud to support the NYS economy in a big way. biginy.org/insuranceimpact #Insurance
- Proud that my industry’s impact on the NYS economy is huge. Check out the numbers: biginy.org/insuranceimpact

**In Person**
Don’t be afraid to mention the findings in person. If you are attending a town hall meeting, have a legislative meeting in Albany, or are planning to attend a political campaign event, be sure to keep a few hard copies of the infographic on you to hand out.

### IDEAS TO REACH THEM:

**Email**
Let your clients know you are proud to be a part of an industry that impacts the NYS economy in such a positive way. Do you send regular emails to your clients? Try sending one focused on this study. Or, you can create an email signature that includes a link to the infographic and a call to action to read the study in full.

**Examples:**
- I’m proud that my industry’s impact on the NYS economy is so positive. Check this out: biginy.org/insuranceimpact #Insurance
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**In Person**
Have some hard copies of the study on hand at your office to share with clients, or keep a copy at your office’s front desk to promote the positive impact the industry has on NYS.

Questions? Contact Kathy Lawler, AVP Communities & Relationships at Big I NY, via email at klawler@biginy.org or by calling 800.962.7950 EXT: 218

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