

# 2014-18 ECONOMIC IMPACT STUDY

## GET THE MESSAGE OUT THERE! **HERE'S HOW...**

### TARGET:

YOUR LEGISLATORS, POLICYMAKERS, MAYOR, PUBLIC OFFICIALS, CHAMBER OF COMMERCE, ECONOMIC DEVELOPMENT COUNCIL

#### IDEAS TO REACH THEM:

##### Email

Send them a short, personalized email introducing yourself and your business. Include one or two examples from the attached infographic, add the economic impact for their legislative district or county (you can find this in the study) and invite them to read the study - <http://bit.ly/insuranceimpact>

Keep the message light and appreciative

##### Social Media

Post or tweet and link to the infographic on their social channels with a few short words to encourage them to read it.

##### Examples:

Proud that my industry's impact on the NY economy is huge, check this out <http://bit.ly/insuranceimpact> #Insurance

Proud to serve our clients. Proud to support the NY economy in a big way. <http://bit.ly/insuranceimpact> #Insurance

##### In Person

Don't be afraid to mention the findings in person. Follow up with a link to the study if you don't have a copy handy.

### TARGET:

YOUR CLIENTS

#### 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. Share this great infographic - <http://bit.ly/insuranceimpact>

##### Social Media

Post or tweet and link to the infographic on their social channels with a few short words encouraging them to read it.

##### Examples:

Proud that our industry's impact on the NY economy is huge. Supporting 158,737 high-quality jobs in NY and saving taxpayers an average of \$153.3 million each year! Wow! #Insurance <http://bit.ly/insuranceimpact>

We don't just offer you protection, we're proud to support the NY economy. #Insurance <http://bit.ly/insuranceimpact>

**TO VIEW THIS STUDY IN ITS ENTIRETY, PLEASE VISIT:**

<http://bit.ly/nyfirst>

### TARGET:

YOUR LOCAL MEDIA

#### IDEAS TO REACH THEM:

##### Email

Send them a short, personalized email introducing yourself and your business. Choose and include one or two examples from infographic, attach the infographic (<http://bit.ly/insuranceimpact>), and invite them to read the study here - <http://bit.ly/nyfirst>

Keep the message light and appreciative

##### Social Media

Post or tweet and link to the infographic on their social channels with a few short words to encourage them to read it.

##### Examples:

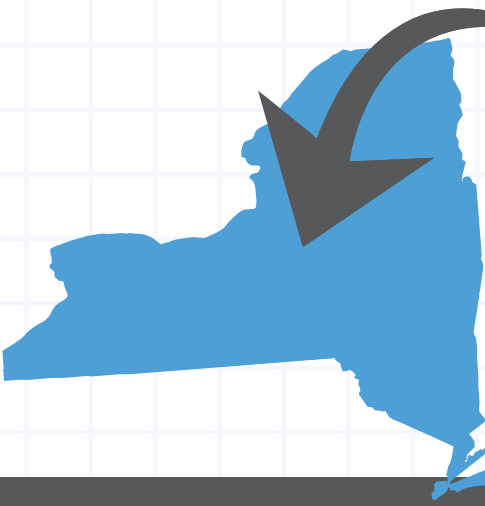
Proud that my industry's impact on the NY economy is huge, check this out <http://bit.ly/insuranceimpact>

@changemedianamehere We would love to chat about this <http://bit.ly/insuranceimpact>

##### In Person

Don't be afraid to mention the findings in person. Follow up with a link to the study if you don't have a copy handy.

Contact Kathy Weinheimer, IABNY Senior Vice President of Industry Relations using the contact info below:



# IMPACT BY THE NUMBERS

## HOW THE INSURANCE INDUSTRY POSITIVELY IMPACTS NYS:

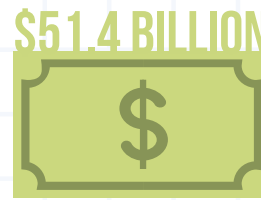
Insurance does more than just protect you. In fact, the insurance industry as a whole significantly impacts New York State. This infographic highlights those impacts, specifically of the Property & Casualty Industry on the New York economy. Job growth for the industry is expected to continue at a higher rate than private jobs overall, resulting

in positive impacts on state and local economies. Insurance industry job growth and higher wages make the P&C Industry an important building block in New York's economic development, and it specifically assists the taxpayer in both state and local tax collections while also keeping interest rates low on funding for various state functions, such as education.

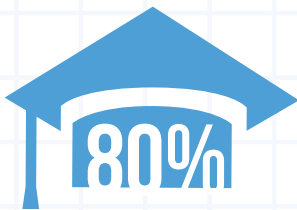
**BUT DON'T JUST TAKE OUR WORD FOR IT - THE NUMBERS SPEAK FOR THEMSELVES!**



The average pay supported by the P&C industry in NYS is roughly **30% higher** than the average for all private jobs statewide.



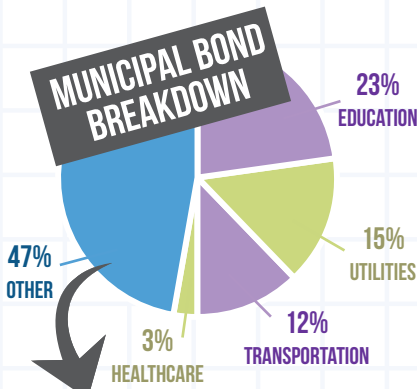
New York's P&C industry will provide **\$51.4 billion** in wages & salaries between 2015 and 2018.



The P&C industry provides high quality jobs. **80%** of these jobs require a college degree (B.A.)!



For every 10 P&C jobs, 16 non-insurance jobs are created. The industry is projected to generate **158,737 jobs** per year for the next 4 years. That's a lot of jobs!



P&C purchases of municipal bonds have saved taxpayers an average of:

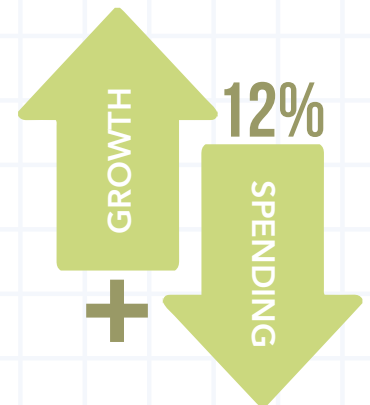
**\$153.3 MILLION** /year  
**= \$1.2 BILLION**  
Total savings! (2006-2013)

**\$2.3 BILLION**

...the amount P&C companies produced in 2014.



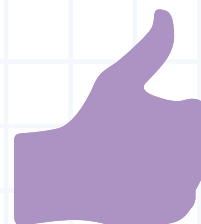
Each NY P&C job creates nearly **\$41,000** in state and local taxes each year!



Productivity growth within the insurance industry has continued to help lower insurance costs for U.S. households, reducing spending nearly **12 percent** over the last 10 years!

## "BRAIN GAIN"

Access to P&C jobs also increases quality-of-life, helping the state to retain and attract well-educated individuals, thereby helping to create a "brain gain."



Over the 2014-2018 period, NY P&C spending will produce:

**\$191.9 BILLION** in total output!  
**\$63.8 BILLION** in wages & salaries!  
**158,737 JOBS** each year!