



SOMPO
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INSURANCE

Safety in the Eyes of Gen Y & Z

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Agenda



THEORY



SURVEY
METHOD



SURVEY
RESULTS



NEXT STEPS



Q&A

Origin Story



- Why did the car let me do that?
- Why didn't it warn me?

Original Theory

Millennials (Gen Y) and Gen Z believe Safety is:

- built-in,
- seen as a back-up, and
- automatic

Does this mean they do not feel the need to think about safety at work?



1919



1946



2019



1920s



1950s



Today

Car Seat Evolution

A Brief History of the Car Seat



Wear a Mask



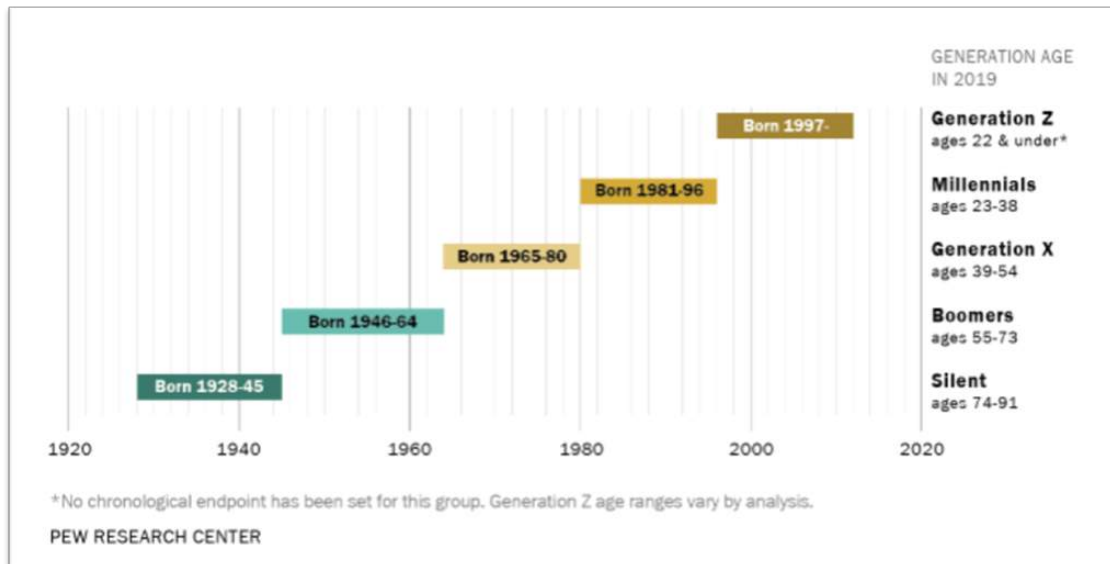
Survey Method

- 12 questions using the Likert scale
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
- 100 people (age 18 and older)
- November 1, 2019 to January 15, 2020
- Social media and Arizona State University

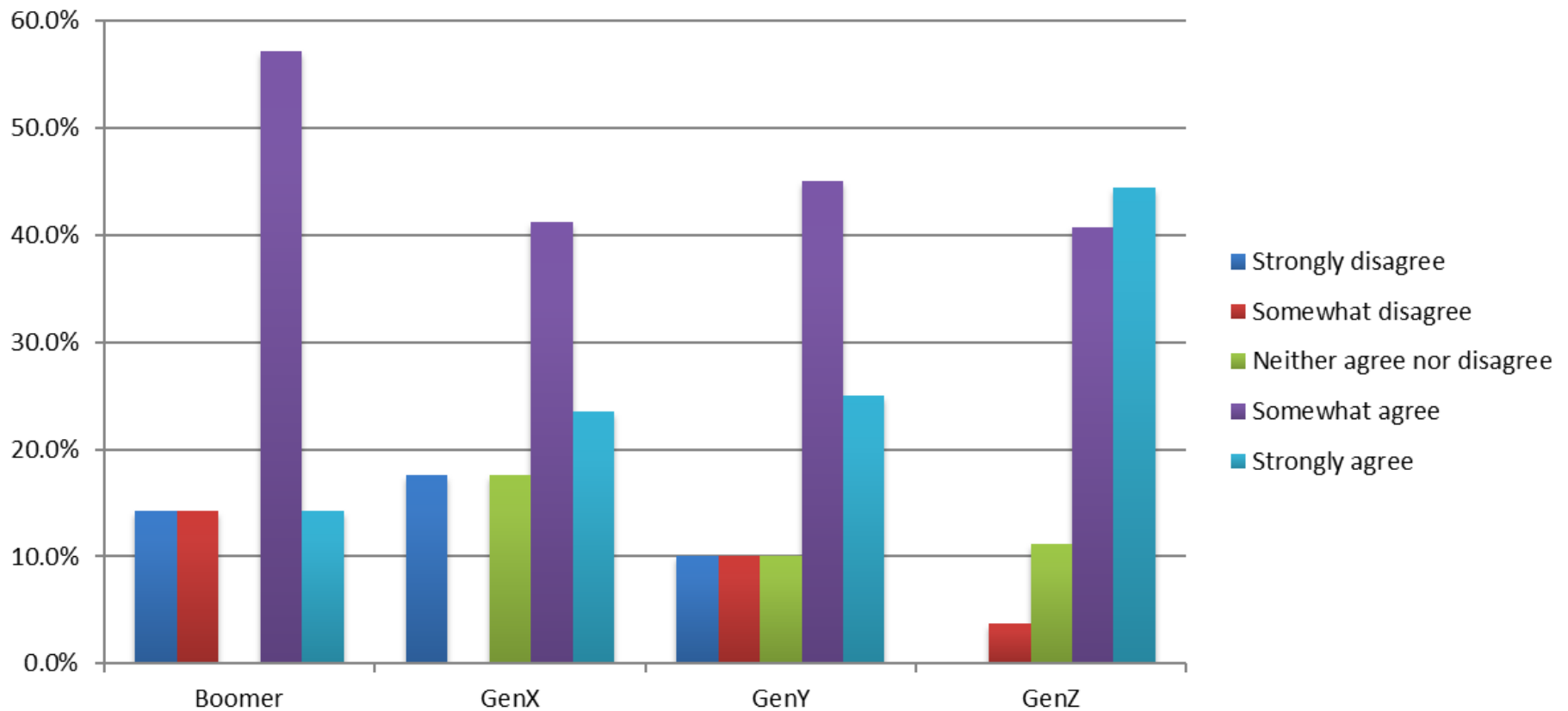


Survey Results

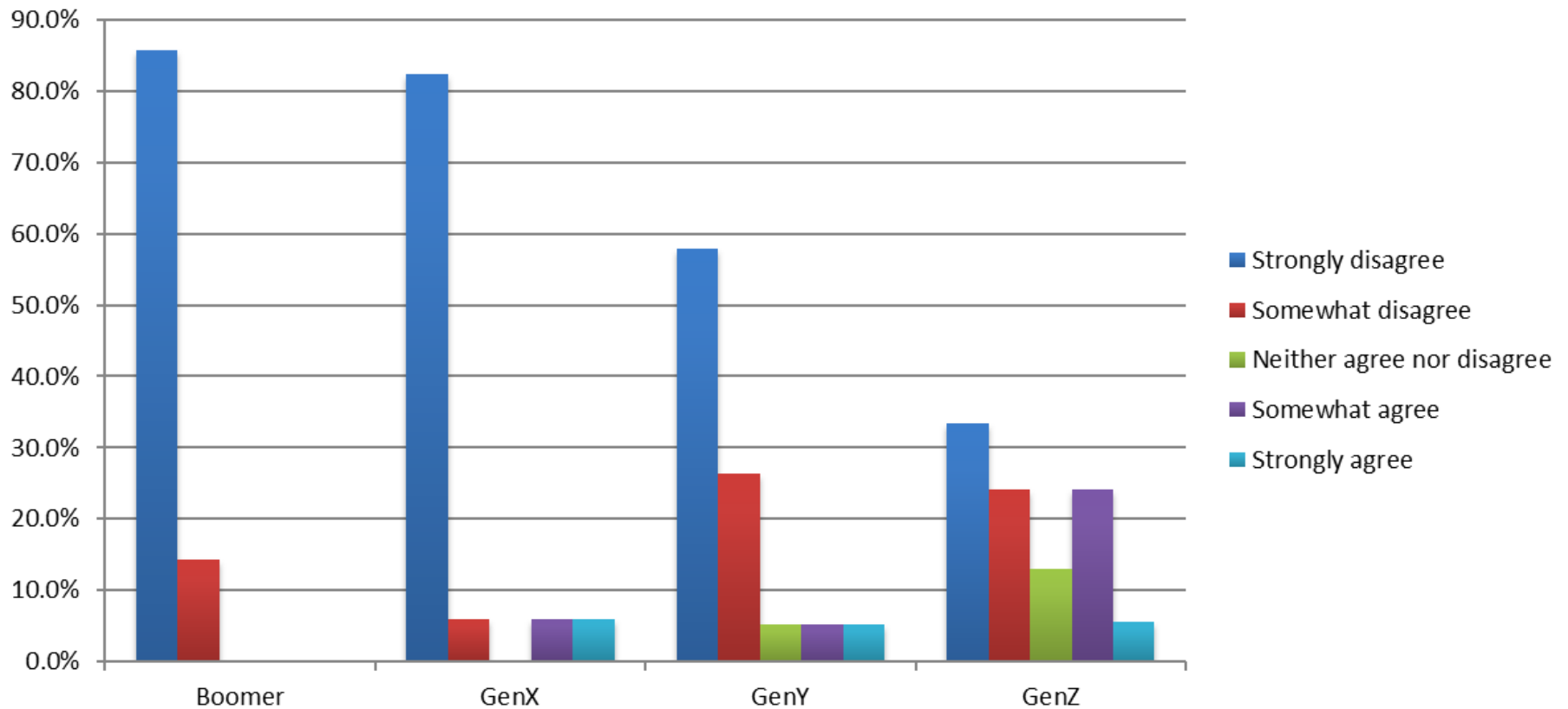
- One slide per question
- Responses are shown in a bar graph separated by generation
 - Pew Research Center



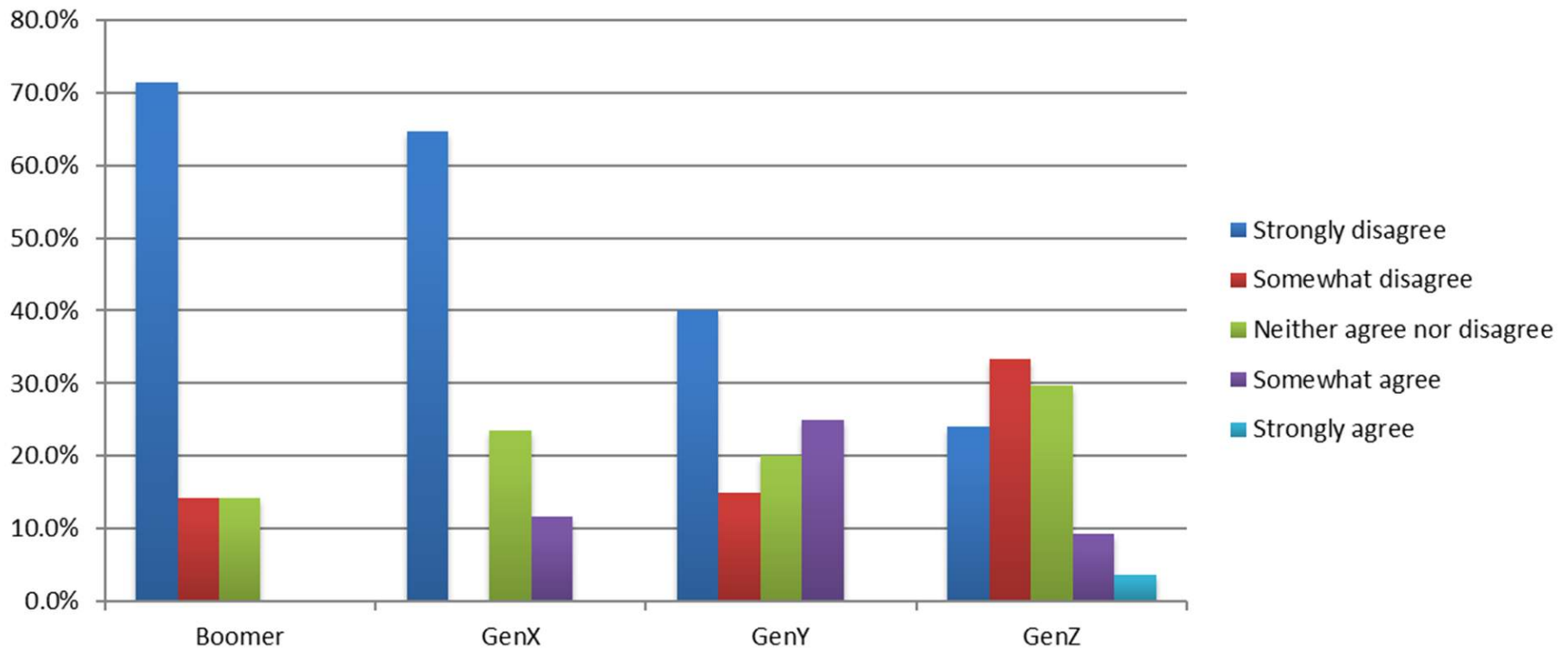
Q1: My workplace environment is inherently safe.



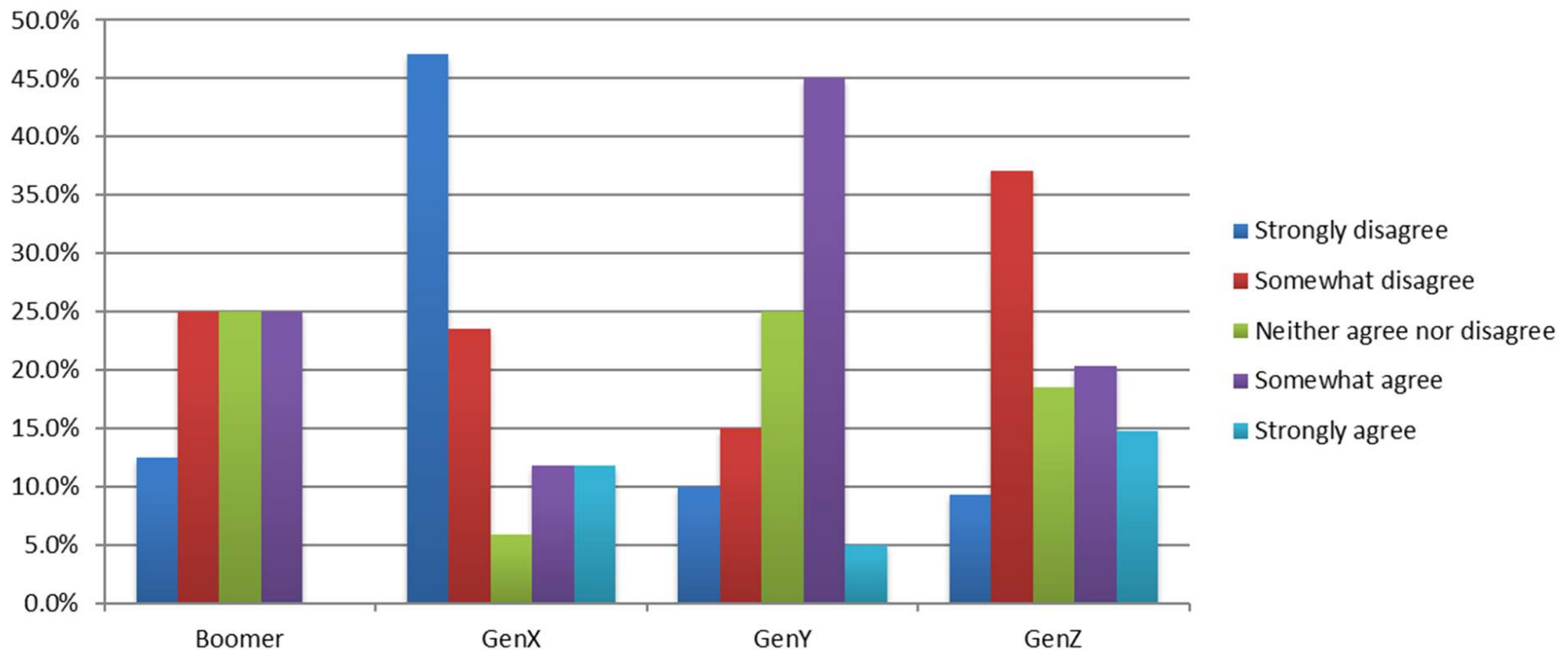
Q2: I don't need to think about safety when I'm at work.



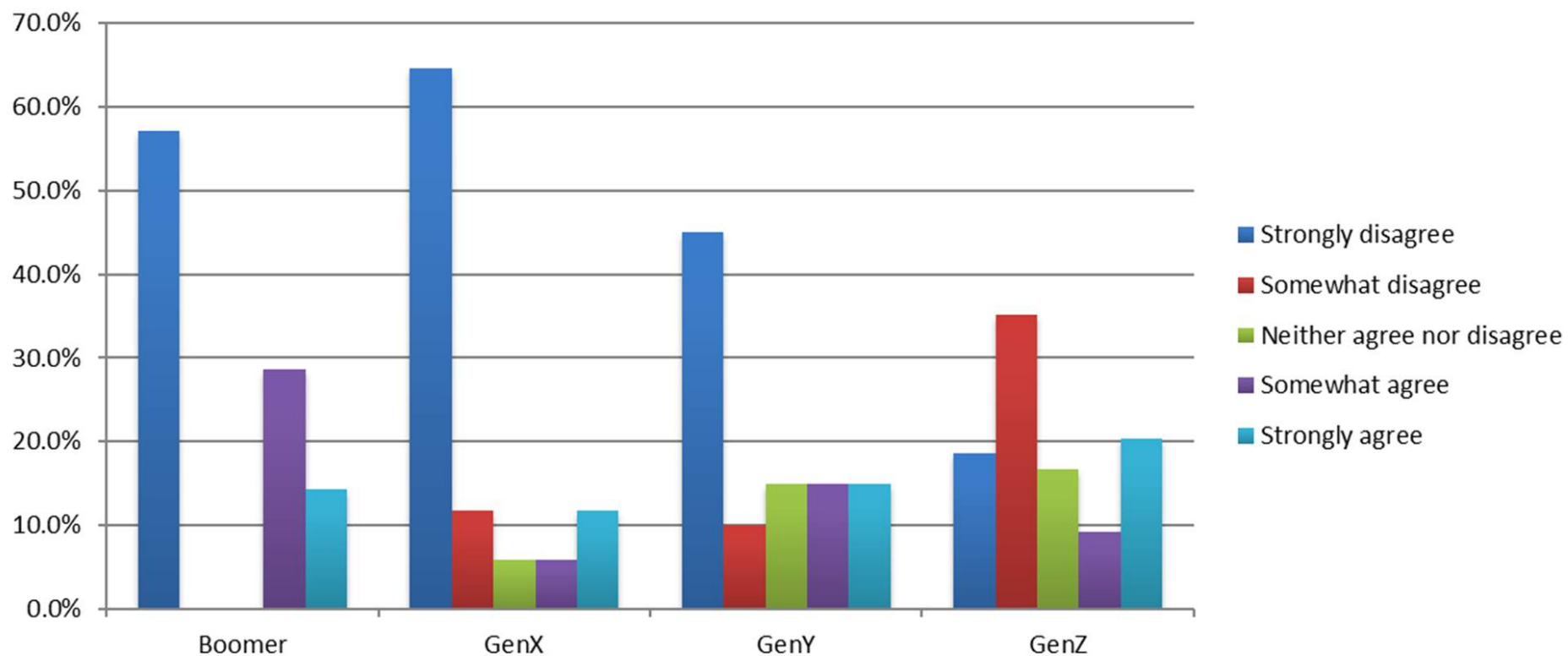
Q3: When I operate machinery, I push the machine's limits because they will always keep me safe.



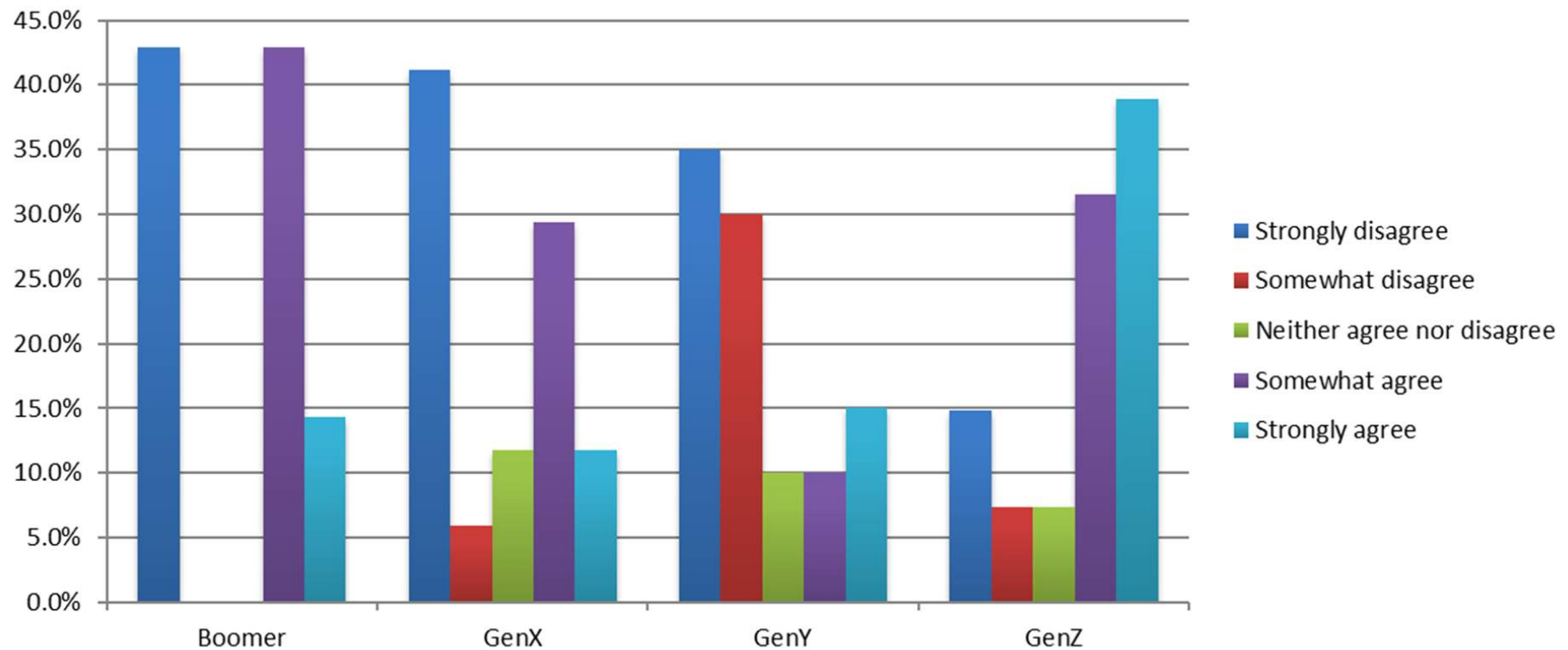
Q4: When presented with a new machine at work, I am confident that I can figure out how to operate it on my own.



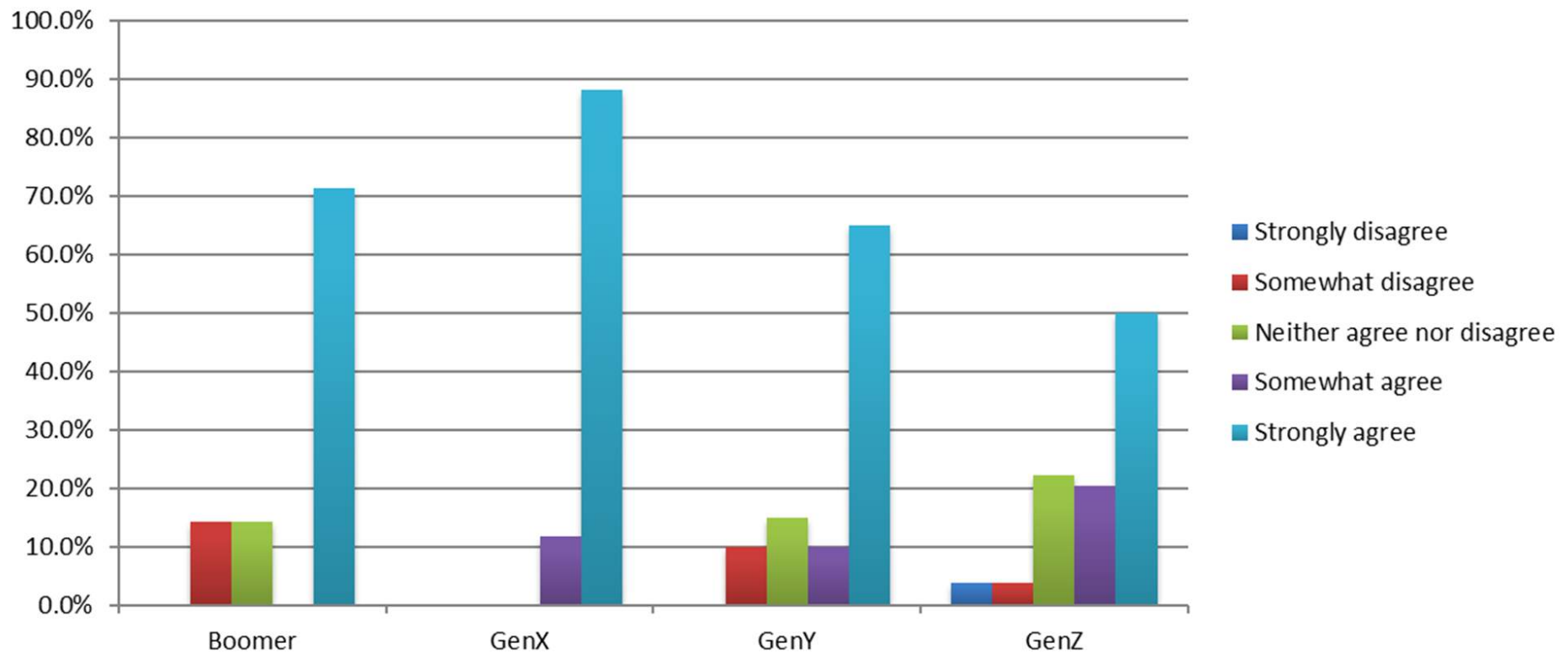
Q5: Even without training, I won't get hurt by the machines at work.



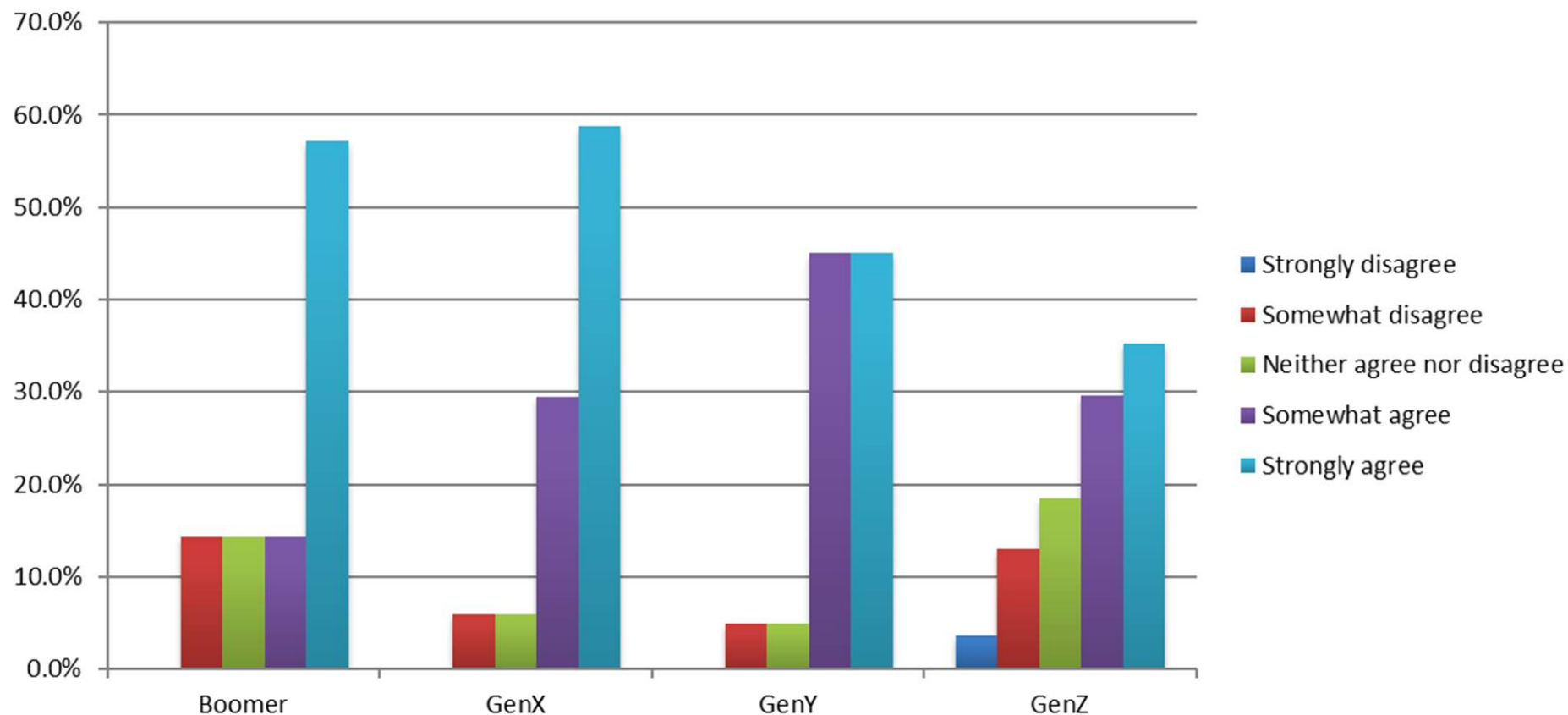
Q6: The machines at my workplace are safe to operate by anyone.



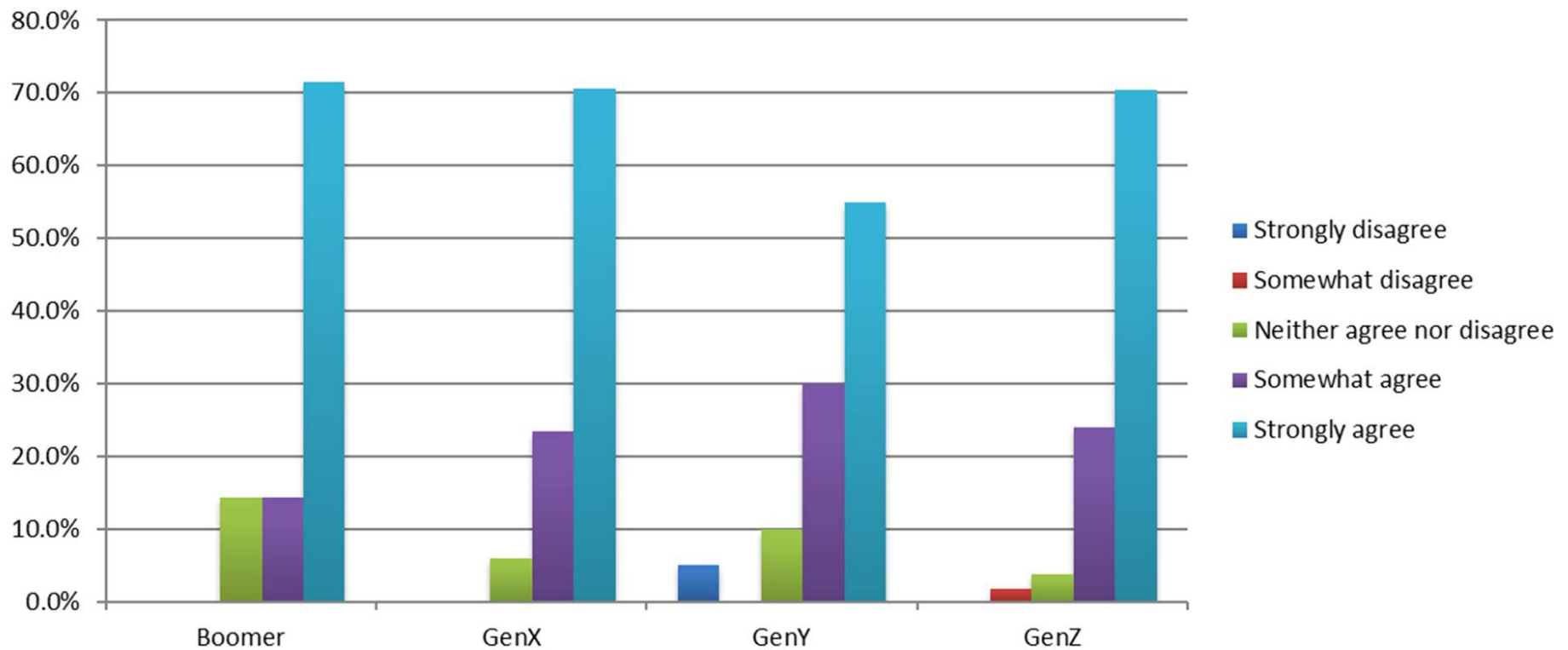
Q7: I need to work safely to ensure I go home at the end of the day.



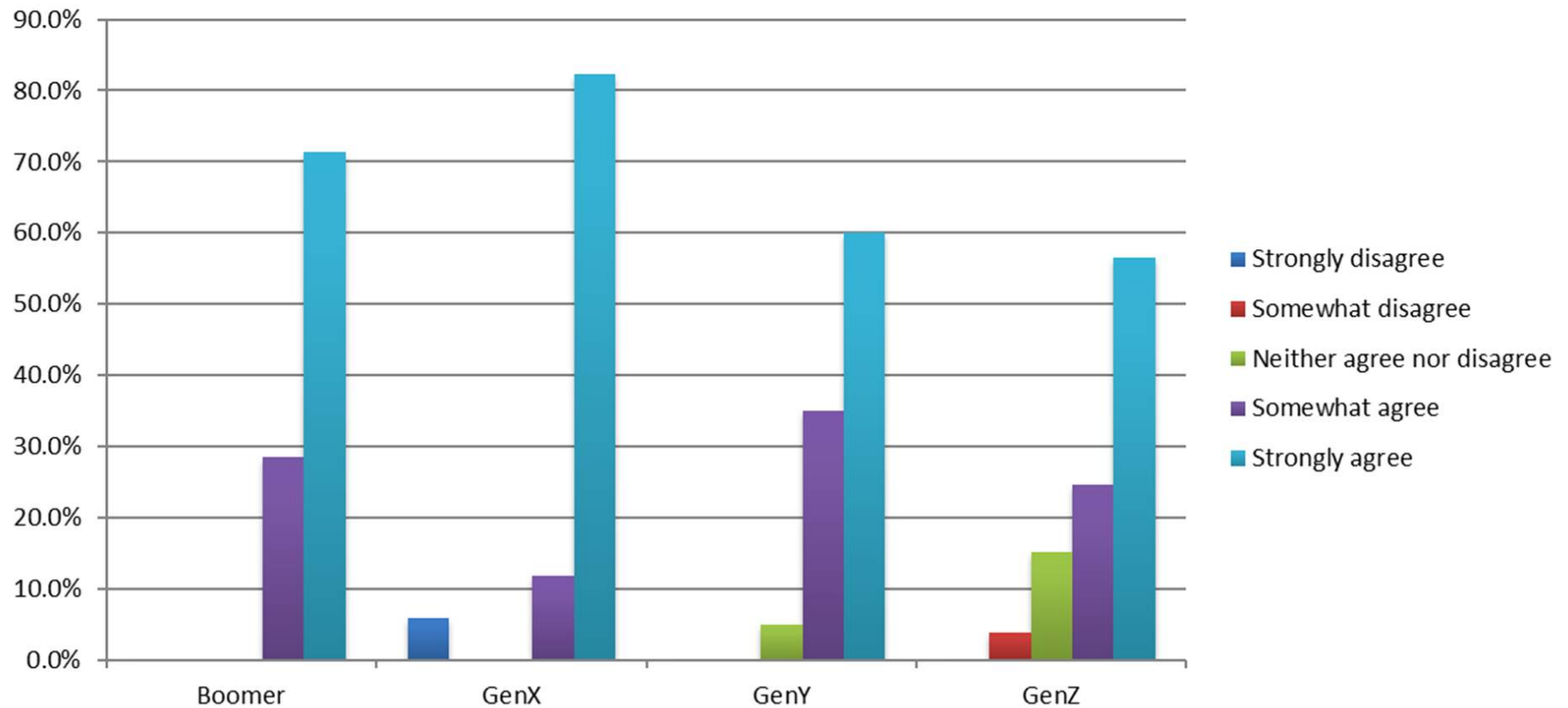
Q8: I need training at work to make sure I am safe.



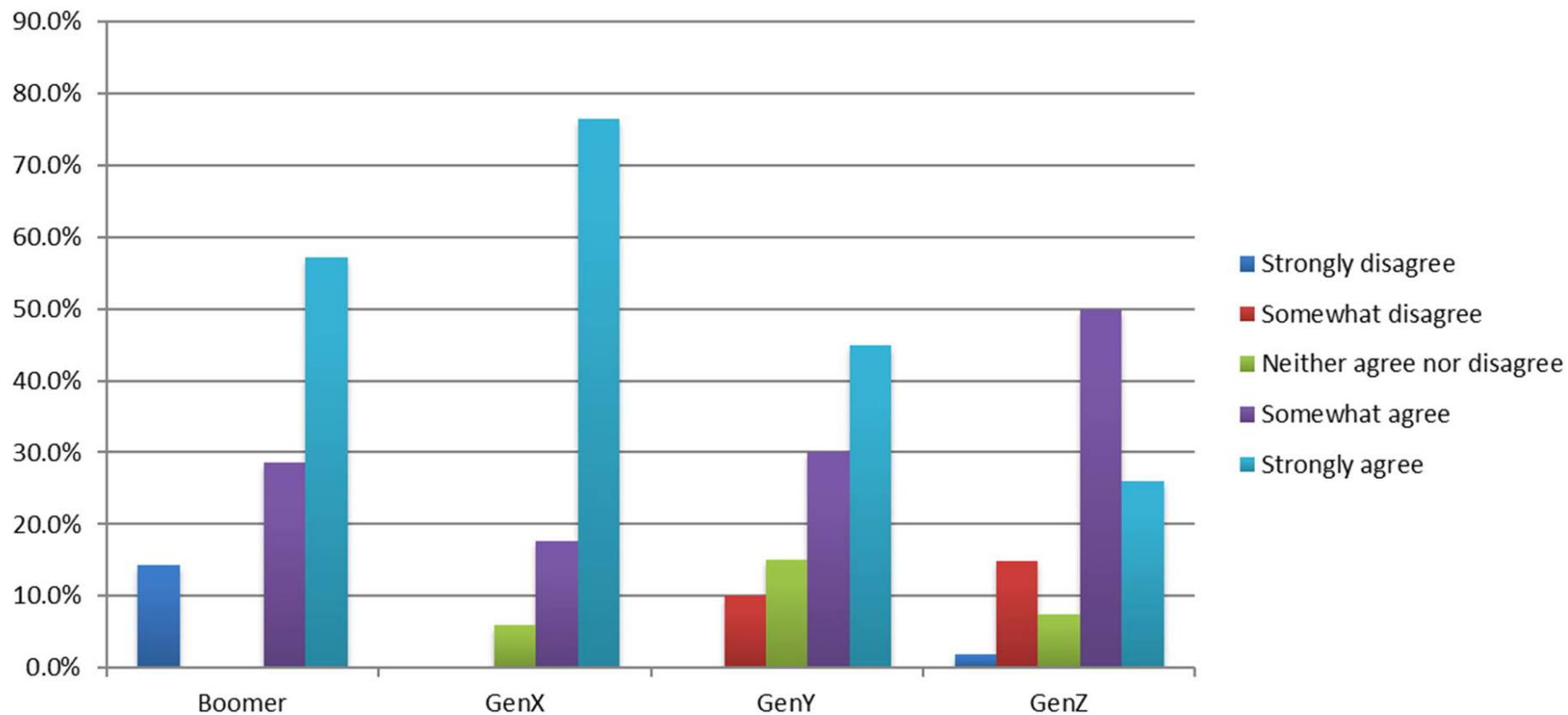
Q9: When I'm at work, I always follow safety rules and protocols.



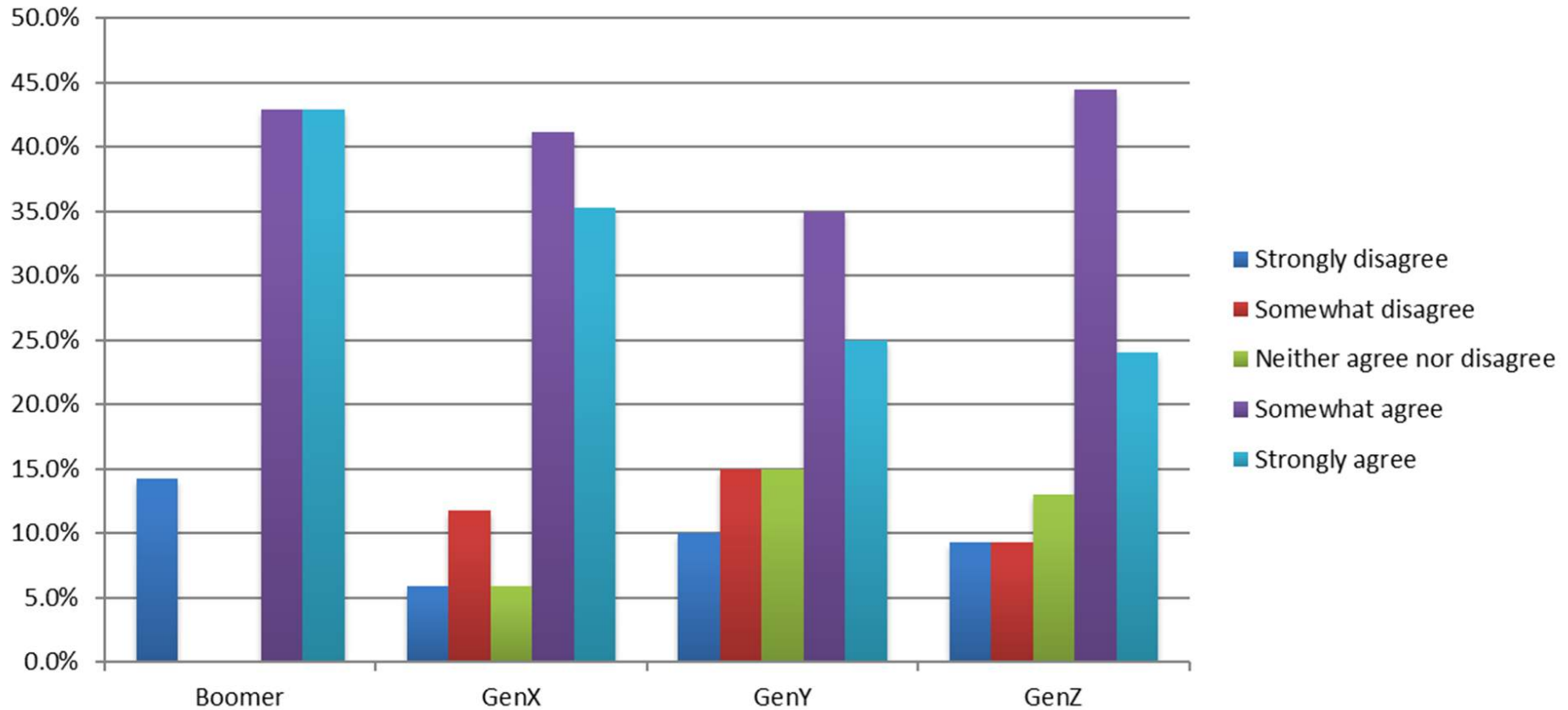
Q10: I often promote safe work habits.



Q11: I think about my safety while at work.

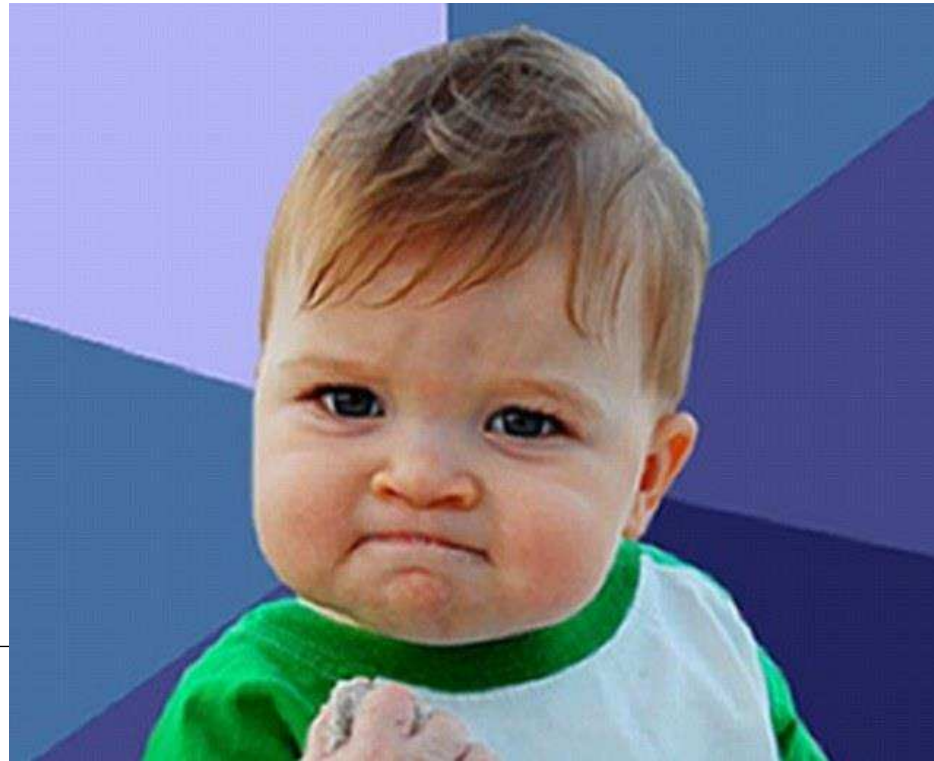


Q12: I am constantly reminded to be safe at work.



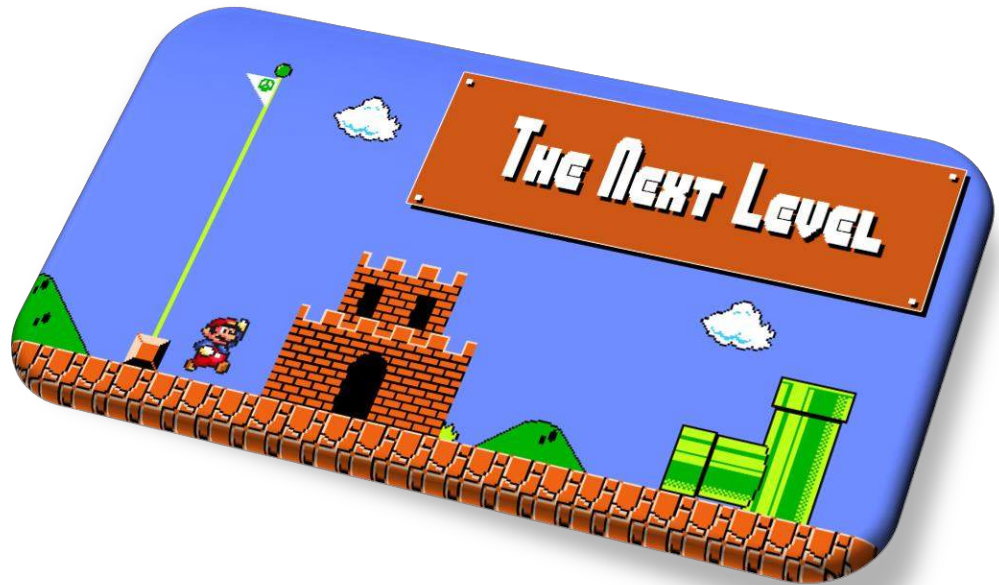
Survey Findings for Gen Y and Gen Z

- ✓ Safety is thought of as inherent/built in
- ✓ They think about safety, however, not as much as predecessors
- ✓ Training needs?



The Future

- Opportunity for training improvement
 - Second survey



An abstract graphic on the left side of the slide consisting of several overlapping circles in shades of white and light gray, creating a sense of depth and movement.

Thank You!

Questions?

Comments?

Emotional Outbursts?



Your Hosts!

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