

Mercer IndigoSM

independent contractor benefit survey

Why this matters

Their desire for benefits directly aligns with your need to attract and retain this workforce.



76%

Of respondents are independent contractors or small businesses.

81%

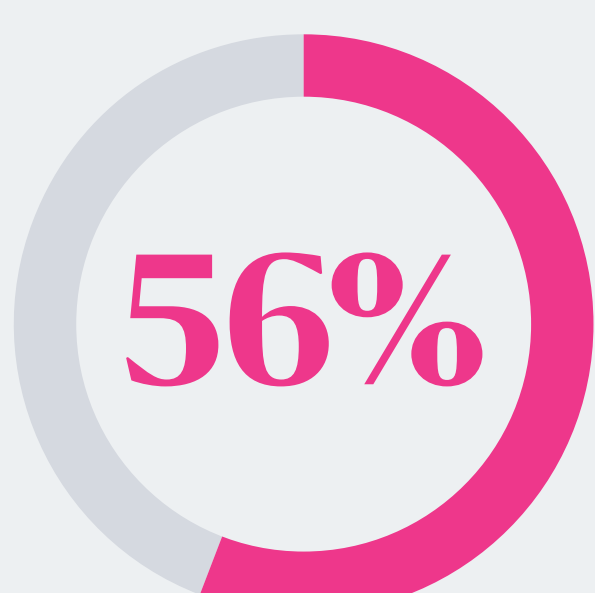
Of respondents have revenues less than \$1M.

77%

Of respondents had annual income of less than \$100,000.

Why this matters

This data confirms that you are already utilizing this workforce and you need to discover innovative ways to grow and retain this critical talent.



Of respondents are interested or very interested in a **one-stop-shop** website with all insurance products and services available for purchase.

Why this matters

Your organization has the opportunity to provide your contractors the access to benefits covering health, wealth and business solutions.



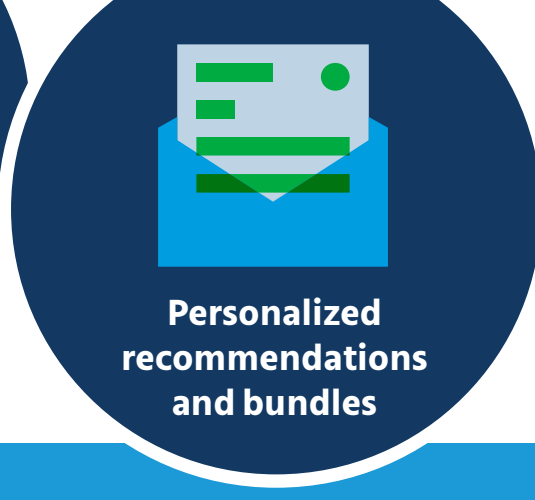
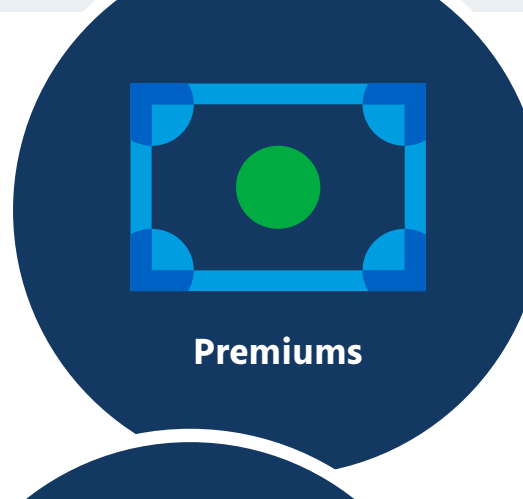
Of respondents are interested in a **customized** insurance bundle based on an analysis of my needs.

Why this matters

Providing your contractors a personalized, bundled offering specific to their life and lifestyle needs increase the talent loyalty loop you need.

Insurance and features

Respondents ranked the **most important** features of insurance.



Don't have, might want

Besides health care, percent of respondents who **DON'T** have but **MIGHT** want:

42%

Cyber Security Insurance

37%

Disability Insurance

27%

Vision Insurance

Why this matters

You can provide access to more than health benefits, allowing the contractor workforce more stability.

Growing and retaining talent

Organizations are challenged with finding ways to retain the top contractor talent they need and attracting the new talent they want. Mercer Indigo provides the comprehensive benefits suite that this workforce is asking for, as identified in this survey.



The nature of work is changing and the independent workers have become a standard. If you depend upon this growing workforce, you are battling the same attraction and retention issues that you face for traditional employees.

Providing benefits and professional or business risk insurance for these workers is key to your success... and theirs.

Introducing Mercer Indigo:

A technology platform uniquely designed for this workforce, addressing the complex compliance climate while providing insurance benefits and risk solutions.

A revolutionary, self-compliant benefits platform helping non-traditional workers thrive resulting in their ability to improve outcomes for your stakeholders.

Contact us for a personalized demo for your business.