

UHMA Agent Survey Results

April 15, 2015

1. Overall, how satisfied are you with your relationship with Horace Mann?

- 8.2% "Completely Satisfied" or "Very Satisfied"
- 29.9% "Somewhat Satisfied"
- 61.9% "Not Very Satisfied" or "Not at all Satisfied"

2. How likely are you to refer a friend or relative to Horace Mann to become an agent?

- 19.6% "Very likely" or "Somewhat likely"
- 11.3% "No opinion either way"
- 69.1% "Not very likely" or "No, I would recommend against it"

3. How confident are you that Horace Mann understands what your agency needs to operate and maintain a successful business.

- 4.2% "Completely Confident" or "Very Confident"
- 13.5% "Somewhat Confident"
- 82.3% "Not Very Confident" or "Not at all Confident"

4. Respondents:

- 7% Employee
- 93% Exclusive Agent Independent Contractor

5. Please rank the following six agent concerns in the order that you would like to see UMHA prioritize them, # 1 being the most important to #6 being the least important:

- #1 Changes to P&C Commission
- #2 P&C rate changes and competitive position
- #3 Loss of Multi-line Bonus
- #4 Changes to Financial products compensation
- #5 Loss of points/credit and reduced commission from partner companies
- #6 Changes to minimum production requirements