



ASIC
Australian Securities &
Investments Commission

REPORT 588

Consumers' experiences with the sale of direct life insurance

August 2018

About this report

This report was commissioned by ASIC and produced by Susan Bell Research.

It sets out the results of research into consumers' experiences in buying life insurance directly—that is, without getting personal advice from a financial adviser or buying through a group arrangement like superannuation.

The products covered by the research include term life, accidental death, trauma, total and permanent disability (TPD) and income protection insurance.

- SALE OF DIRECT LIFE
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SUSAN BELL RESEARCH

Susan Bell Research is a market and social research agency, based in Sydney. The agency is Australian-owned and managed and AS/NZS ISO 20252 Market and social research certified. All researchers are members of the Australian Market and Social Research Society (AMSRS) and therefore bound by the AMSRS Code of Professional Behaviour. Susan Bell is a Fellow of the AMSRS.

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EXECUTIVE SUMMARY

THE PURPOSE OF THIS REPORT

This report describes consumers' experiences buying life insurance 'direct', that is over the phone, online or in a branch without personal advice.

This consumer research is part of a review by the Australian Securities and Investments Commission (ASIC) of the design and sale of direct life insurance. 'Life insurance' refers to term life, accidental death, total and permanent disability (TPD), trauma and income protection policies.¹

ASIC commissioned Susan Bell Research to conduct quantitative and qualitative research with people who had recently bought direct life insurance. The purpose of the research was to develop a profile of typical direct life insurance buyers and to understand buyers' motivations for and experience of buying these products. ASIC also wanted to know how well direct buyers understood their cover, and how confident they felt about their purchase.

Susan Bell Research conducted an online survey with over ten thousand (10,505) Australian adults drawn from an online research panel. Of these 4% stated that they had purchased life insurance directly in the six months prior to the survey. Four hundred and five (405) of these direct buyers then completed a 10 minute survey about their direct buying experiences. The research team also conducted qualitative interviews with 20 people who had taken part in the survey. The research presents the perceptions of buyers' expectations and experiences and did not include verifying files or product reviews. Further details of the research method are in the Appendix.

OVERVIEW

Direct buyers of life insurance products who participated in the research were primarily triggered to purchase by sales and marketing activities or by a significant life event, such as getting married, having children, changing a job, or the illness or the death of a family member or friend. Buying life insurance products provided some peace of mind that if something should happen to them, their family would not be burdened and that expenses would be taken care of.

Most buyers knew only a little or nothing about life insurance products, did not understand what each type of insurance covered and had not undertaken significant research before their purchase. Indeed, most reported that they had not thought about buying life insurance products beforehand. Rather it was simply something they had in mind before making their purchase decision. This lack of consideration was reflected in the fact that while around half reported they had thought through the type of insurance, the level of cover or the premiums they wanted, few had considered all these elements, or the events or illnesses they wanted to cover or how their medical history might affect their policy.

Finding the best cover for their needs, affordability, trust in the brand, ease of purchase and suggestions from the salesperson were reported as important factors that influenced a buyer's final decision to purchase. The value placed on interactions with salespeople or consultants varied, and often this was based on whether the purchase was made in a branch or by phone, and whether the phone call was outbound or inbound. Some consumers valued these interactions as they provided suggestions, offered different options and gave explanations about conditions or exclusions. Others reported feeling pressured to buy the policy because they did not want to disappoint the salesperson; felt it was the only way to end the call; or believed they had to commit to receive the policy details. Buyers also reported being persuaded by incentives such as gift cards, discounts and frequent flyer points or the offer to use the cooling off period to cancel before paying a

¹ ASIC reviewed funeral insurance in <https://download.asic.gov.au/media/3393361/rep454-published-29-october-2015.pdf> and therefore did not include funeral insurance in the objectives for this project.

premium. The complexity of the products and the difficulty trying to work out which product was 'the best' meant buyers focused heavily on price, thinking more about what they could currently afford rather than the affordability of future premiums.

While buyers were moderately confident that they had purchased the right policy, most were unsure what their future premiums would be and were unaware of what exclusions were included in their policy. The terminology, distinctions between products, proliferation of add-on benefits, and the range of incentives on offer made buying direct life insurance complex, confusing and time consuming for some. Some even described themselves as feeling overwhelmed by the process, by the amount of information and by the number of options available, and some were unclear about what policy they had purchased. Indeed, there were buyers who reported buying multiple policies from more than one provider with the intention of cancelling at a later time.

Similarly, of those who reported answering questions about their health, many stated that they felt overwhelmed by the questions, with few understanding the reason for the questions, or the implications of not answering them fully or correctly.

The experiences of buyers who were prompted to purchase by an outbound sales call or an advertisement were different on a number of key measures from those who had used other channels. Outbound sales call buyers were more likely to report that they were informed that they did not need to get a medical examination and that they did not need to answer any questions about their medical history. This group of buyers were also more likely to have been influenced to purchase by promotions and offers and report that they bought something different from what they had intended because of suggestions made by the salesperson. They were also less likely to be aware of any exclusions for their policy.

Three buyer 'personas' can be used to broadly describe the findings from this research: methodical buyers, pragmatic buyers, and emotional buyers. These personas are based on the researchers' interpretation of the qualitative results. Their purpose is to illustrate the range of buying experiences. Each persona represents a different approach to purchase². In each case, the original trigger to buy the insurance may have been an emotion - perhaps a death in a family - and/or in response to sales and marketing.



The '**Methodical**' persona represents a staged and 'methodical' or 'logical' approach to buying insurance. These buyers took time over the purchase, and used more than one channel to do so.



The '**Pragmatic**' persona represents an approach to buying insurance that is 'practical' and relatively straightforward. Such buyers deliberately chose the easiest path to purchase to 'get it over with' and may have paid little attention to the details of their policy. Some chose simply on price.



The '**Emotional**' persona represents a buyer for whom the actual experience of buying insurance was emotional, partly because of the emotional appeals made to them during the sales process. The purchase was not just a practical matter of covering the mortgage repayments (for example) it was more of an emotional desire to 'leave something for the kids'. Some also bought because they 'couldn't say no'. These buyers generally bought in a single step and were responding to an outbound call or advertising or other promotion or incentives.

² These personas are not intended to be mutually exclusive reflections of individuals; indeed, some individuals may have features of each of these personas in different ways at different points in the purchase process.

KEY FINDINGS

THE BUYERS

Many buyers of direct life insurance were relatively young, educated parents. Some buyers had less formal education. More than a quarter were not currently in the workforce.

- **66%** were under 40 years
- **67%** were female
- **52%** were parents
- **70%** had a trade or university qualification, 17% completed Year 12 or equivalent; 12% Year 10 or primary school only.
- **29%** were not currently in the workforce
- **16%** reported having insurance in their superannuation.

THE POLICY PURCHASED

A term life policy was the most common purchase, followed by income protection and TPD. Almost half purchased more than one policy.

Policies purchased:

- **68%** - term life
- **23%** - TPD
- **31%** - income protection
- **14%** - trauma
- **46%** purchased more than one policy direct during the six month period, including combined policies (e.g. term life insurance and trauma cover).

FIRST CONTACT

Overall, phone was the most common purchasing channel. Just over one third of buyers made first contact with the insurer online.

First contact:

- **35%** - online purchase
- **27%** - made an inbound phone call to the provider
- **18%** - visited a branch
- **12%** - received an outbound sales call.

TRIGGERS TO CONSIDER DIRECT LIFE INSURANCE

Almost four in ten buyers initiated the purchase of direct life insurance in response to a life event. Around four in ten were triggered by marketing or by a sales call.

Purchase triggers:

- **38%** - a life event such as getting married or taking on a home loan
- **39% (ne)** - advertising or promotion (23%) or an outbound sales call (19%) with some of those buying at that time and some doing so later
- **16%** - a medical condition.

MOTIVATION TO BUY

Buyers were generally worried that something may happen in their life which would leave them or their family in debt and perhaps distress. Some also had specific financial goals.

- **53%** cited help paying bills 'if something happened to me'
- **49%** cited 'something I could leave my family'
- **42%** thought it could help pay for their funeral
- **34%** thought it could help pay their home loan.

THINKING ABOUT THE COVER BEFORE BUYING

The majority of customers had not done any research into direct life insurance prior to purchasing. One third had done some research before buying.

- **35%** had done some research before buying
- **30%** had it in mind but had not done anything about it
- **30%** had not thought about it before buying

PRE-PURCHASE INFORMATION RESEARCH

Just over half of buyers looked at more than one policy before buying.

- **55%** had looked at more than one policy before buying
- **37%** had looked at only one
- **8%** could not remember.

PRE-PURCHASE KNOWLEDGE

Just over half of all buyers claimed to know a little or nothing about the policy before they bought it.

- **55%** reported that they knew a little or did not really know anything about the policy before buying
- **44%** reported that they knew a lot or quite a bit about the policy before they bought it.

TOPICS CONSIDERED BEFORE BUYING

Most buyers had thought about some aspect of the policy, however few had thought about the type and level of cover, or what was or was not covered. Only one in six had considered the implications of their health for their cover.

- **54%** had thought about the type of policy before buying
- **52%** had thought about the level of cover
- **45%** had thought how much they wanted to pay
- **35%** had thought about what events (accidents or job loss) covered
- **34%** had thought about the illnesses they wanted covered
- **15%** had thought about whether their medical history might affect their policy
- **6%** had thought about none of these.

FACTORS INFLUENCING THE PURCHASE DECISION

The research revealed that some buyers sought *the best* cover they could get, while others focussed more on getting just *some* cover, wanting the buying process to be quick. Others based their decision on the premium, the brand and/or an existing relationship with the provider as well as or rather than the actual cover. Some buyers were also influenced by gift cards and other offers.

More than half of all respondents rated each of the factors below at least a 6 out of 7 where 7 meant 'extremely important' and 1 meant 'not at all important':

- A trusted brand
- An affordable way to get this kind of cover
- The 'best cover for my needs'
- Promotions, discounts, and other offers
- It was easy
- Cancellation within the cooling off period to receive a full refund³

Buyers contacted by an outbound call were more likely to have been influenced by promotions and offers.

CONFIDENCE POST-PURCHASE

In the months after buying the policy, only a third felt 'very' confident they had bought the right policy. Most indicated they were 'fairly' confident.

- **30%** said they felt 'very confident' after buying the product
- **55%** were 'fairly' confident
- **13%** were not at all or not very confident
- **2%** did not know.

POST-PURCHASE KNOWLEDGE

Direct buyers have low knowledge of the exclusions for the policy they bought.

- **34%** stated that they had a clear understanding of the exclusions for their policy
- **34%** assumed there were some exclusions but did not know what they were
- **25%** were not aware of any exclusions
- **7%** were unable to answer the question about their exclusions
- **37%** believed the amount they pay stays the same each year
- **39%** assumed that the amount they pay will increase each year, but are not sure how this is calculated
- **15%** know the amount they pay each year increases and know how this is calculated
- **9%** were unable to answer the question about the amount they pay.

PRESSURE TO BUY

Almost one third felt some pressure to buy

- **60%** said they did not feel pressured to buy
- **23%** felt a little pressure
- **8%** felt a lot of pressure
- **8%** did not know and 1% preferred not to say.

TPD buyers were more likely to report feeling pressured (45% a little or a lot of pressure).

AGREEING TO PURCHASE BEFORE SEEING THE DETAILS

Some buyers reported that the phone salesperson would not allow them to see the policy details until they had agreed to pay for the policy. In some cases this was associated with feeling pressured to buy.

- **22%** of people who bought over the phone said they had to agree to the policy before seeing the details.
- **41%** of those who felt pressure said they had to agree to the policy first before they could see the details.

³ Among the 35% who reported they were that they were told they could cancel within the cooling off period to receive a full refund.

OUTBOUND SALES CALLS

Some buyers who received an outbound call spoke about being overwhelmed by long phone calls, with some buying the policy just to get off the phone, or because they felt a sense of obligation to the sales person.

- **56%** of buyers buying via an outbound call were triggered to buy by the call itself.
- **47%** chose the policy type suggested by the salesperson or consultant, compared with 30% for inbound call buyers.

BACKGROUND AND METHODOLOGY

BACKGROUND TO THE REPORT

ABOUT THIS REPORT

The report is part of a review of the design and sale of direct life insurance conducted by the Australian Securities and Investments Commission (ASIC) in 2017-18. The review assessed the design of products and the practices used to sell them to determine whether these create a risk of consumers buying policies that they don't understand, may not be able to claim under, or cannot afford. ASIC instigated this work because its previous **REP 498 Life insurance claims: An industry review**⁴ found higher declined claims rates for life insurance sold directly without personal advice compared to retail (i.e. advised sales) or group (e.g. through superannuation) channels.

ABOUT LIFE INSURANCE

The summary table below explains the types of life insurance covered by ASIC's review, and by this report.

Table 1. Types of life insurance covered in this study

| Type | Description |
|---|--|
| Life cover (also known as 'term life insurance' or 'death cover') | Pays a set benefit amount on the death of the insured person. Different policies will have different exclusions, for example some policies exclude any pre-existing medical conditions. |
| Accidental death cover | Pays a set benefit amount if the policyholder dies as the result of an accident (not as the result of illness or disease of any kind). |
| TPD cover | Pays a benefit if the policyholder becomes seriously injured or ill and is unable to work again (either in their own occupation or in any occupation, depending on the cover). |
| Trauma cover | Sometimes called 'critical illness cover' or 'recovery insurance'. It provides set benefit payments for a range of diagnosed specified illnesses or injuries, such as cancer or stroke. |
| Income protection | Replaces income lost (generally up to 75% of the policyholder's pre-disability income) if the policyholder is unable to work for a certain amount of time as a result of injury or sickness. |

Within these policy types, the core features are generally the same but there is some variation in product design in terms of exclusions and additional benefits. Cover can also be fully underwritten, or subject to limited or no underwriting. People can buy these policies as 'stand-alone' or 'bundled'. For example, TPD cover is often bundled with term life cover.

The survey collected data on people who had accidental death cover only as well as those who had term life cover which covered death as a result of an accident and as a result of an illness. Analysis of the data shows few differences in consumer

⁴ <http://asic.gov.au/regulatory-resources/find-a-document/reports/rep-498-life-insurance-claims-an-industry-review/>

knowledge and behaviour in these terms. Generally in the body of the report when we refer to life cover it includes both types of policies.

CONFUSION BETWEEN LIFE COVER AND FUNERAL INSURANCE

ASIC's review of direct life insurance does not cover funeral insurance. This research was therefore not targeted at people who bought funeral insurance. However, our qualitative research established that some participants who completed the online survey had bought funeral insurance cover, often in addition to one of the covers listed above. This showed that there is a degree of confusion between life insurance and funeral insurance and some people do not understand the difference between the products. Examples of this confusion are provided in this report. However, it is important to note that the research findings remain sound and have not been invalidated by this confusion as funeral insurance and life insurance are often sold in the same way and by the same companies. Hence, the findings are of interest to both markets.

RESEARCH OBJECTIVES

ASIC required the research to measure and give insight into how well people who bought life insurance direct understood the policies they were buying, and what motivated them to buy. The research also aimed to discover the different 'paths to purchase' used by direct buyers. The research also aimed to explore whether there were differences between sales channels in terms of consumers' motivation, experience and understanding. The research was conducted between September 2017 and February 2018 and focused on purchases made by respondents in the previous six months.

The research set out to answer these specific questions:

- How many life insurance products did consumers buy?
- Which channel did they use to purchase each type of cover?
- How many purchases were consumer-initiated or provider-initiated?
- What were the main reasons for choosing the provider?
- What were the main reasons for using the purchase channel?
- What were the most important factors when deciding to purchase?
- How many recall having life insurance through their superannuation? What type of cover?
- What were the main reasons for purchasing additional life insurance directly if they had life insurance through their super?
- How confident were consumers that they understood what they were covered for?

ASIC also wanted the research to describe the consumers' path to purchase:

- What is the purchase process? What initially motivated the consumer to purchase, and then what steps did they go through to buy?
- What did consumers believe they had purchased and were insured against?
- How did consumers assess the suitability of a life insurance policy?
- How did sales practices influence the cover purchased and the level of cover taken out?
- What information was used by consumers when deciding to purchase life insurance?
- Which type of information was most influential on the purchase decision and how was it interpreted?

RESEARCH DESIGN AND METHOD

RESEARCH DESIGN

Both qualitative and quantitative research methods were required to meet these objectives. Although the conventional research approach is to conduct qualitative research to help design the subsequent quantitative stage, Susan Bell Research recognised that it would be more effective and insightful to do the reverse, that is start with a survey of the market and then conduct in-depth qualitative research with people who had taken part in the survey.

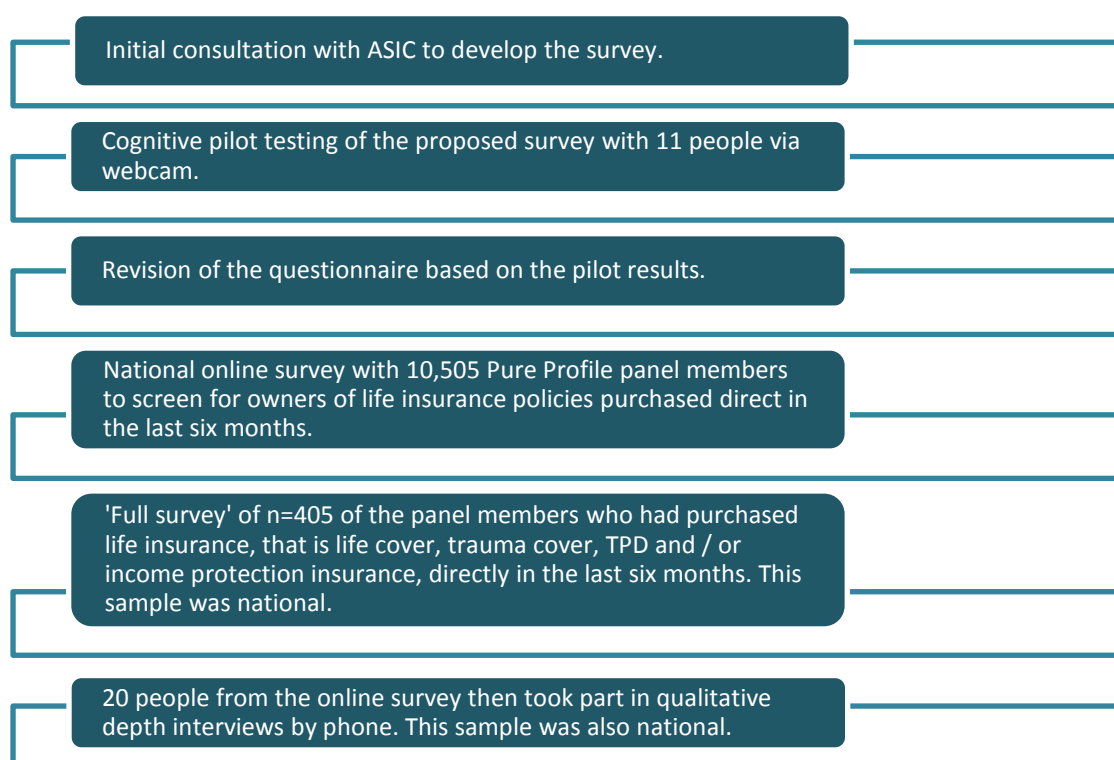
RESEARCH METHOD

One of the key considerations when choosing the appropriate research method for this project was the anticipated low-incidence of people who had purchased life insurance without advice. The low incidence of this behaviour was one of the main reasons for conducting the quantitative stage first, as it enabled us to use the survey to identify people who were eligible for the qualitative stage. It was also the primary reason for conducting the survey online.

A second key consideration was how to gain access to customers' experiences of the sale and purchase process. It clearly had to be after the purchase had occurred, which raised concerns about how well buyers would remember the experience. We solved this in two ways. The first was to focus on 'last six months' experiences and the second was to ensure that the questions were suitable for such a time frame. For example, it is feasible to ask a recent buyer how the initial contact was made, and also to ask how confident they now feel about their purchase.

This diagram provides an overview of the research method:

Figure 1. Overview of the research method



Please refer to the research method section in the appendix for more details of the method and sample.⁵

The research was conducted between September 2017 and February 2018.

All research met or exceeded the ISO 20252 Standard and the Code of Professional Behaviour of the Australian Market and Social Research Society (AMSRS).

A summary of the limitations of the research is also in the Appendix⁶.

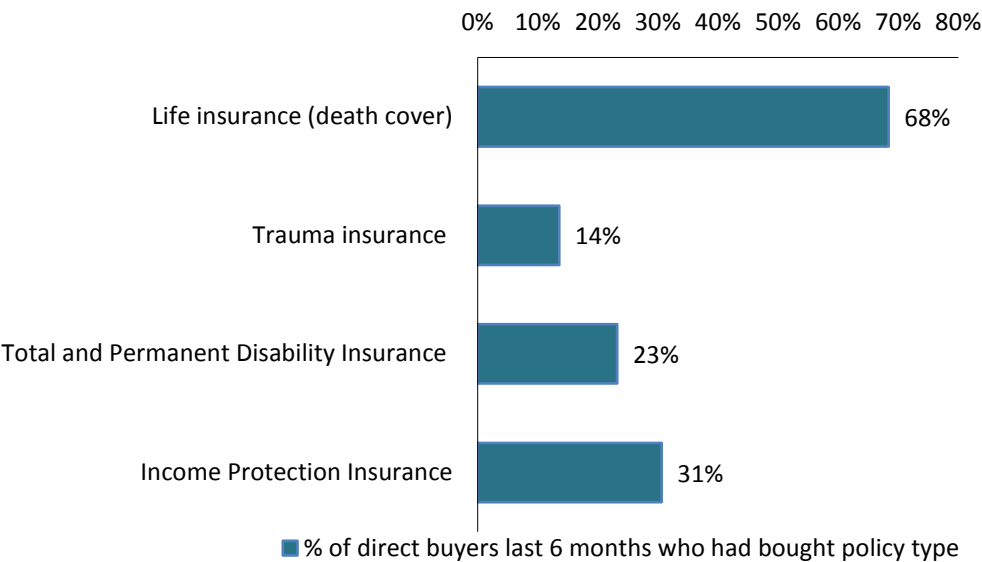
DETAILED FINDINGS

WHO BUYS LIFE INSURANCE DIRECT, WHAT DO THEY BUY AND WHERE FROM?

THE TYPE OF POLICY BOUGHT

All of the data presented in this report came from people who reported that they had bought life insurance directly in the last six months. As shown Figure 2, two thirds (68%) said they had bought 'life insurance' (i.e. term life cover) or 'death cover'⁷ while three in ten (31%) reported to have bought income protection, two in ten (23%) TPD and 14% trauma cover in that period.

Figure 2. Q1. Life insurance products bought directly last six months



Base= N=405. All bought life insurance last six months. See Table 31 for the underlying data shown in this figure (accessible version).

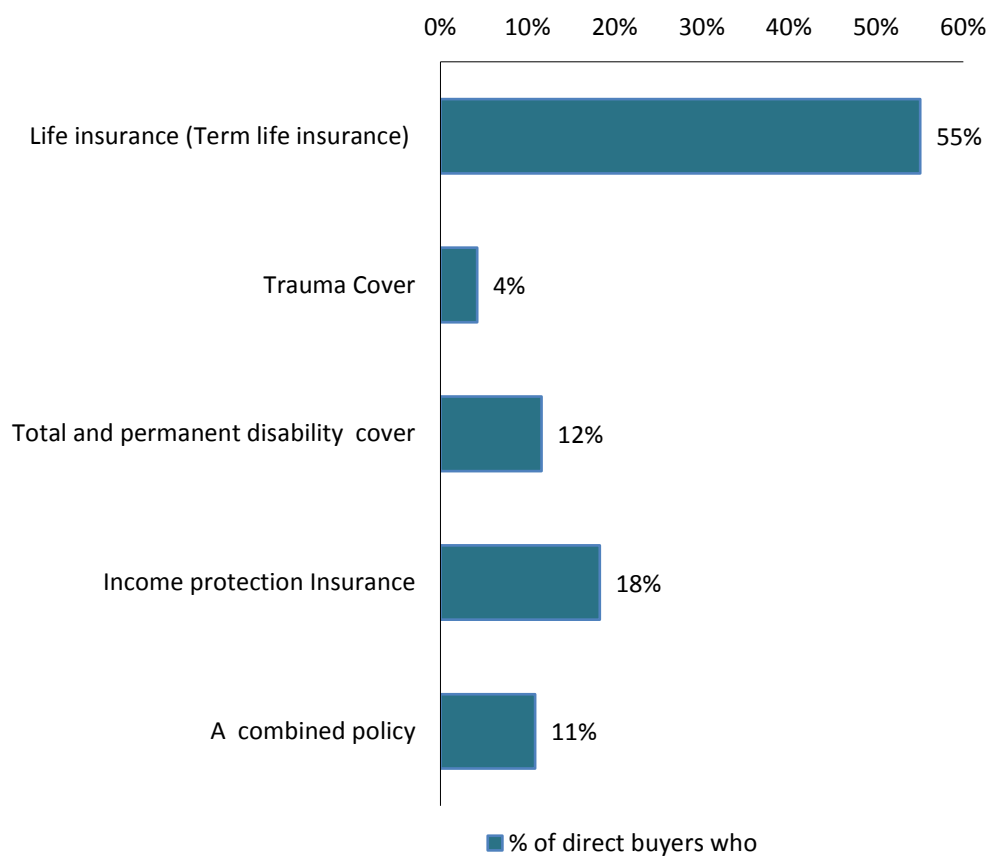
⁵ Appendix A: Research method

⁶ Limitations of the research method

⁷ The qualitative research revealed that some of the people who said they had bought term life insurance had in fact bought funeral insurance only, highlighting that there is confusion between products, so the 68% proportion may be slightly over-stated. While we cannot estimate the extent of this, we are confident that the findings of the survey represent the direct life insurance market as intended. We did not come across any instances of confusion with any of the other products.

Around half (46%) of direct buyers had bought more than one of these policies direct in the last six months.⁸ For the survey, respondents chose one of the policies they had purchased direct in the last six months to answer the questions about, and they could also choose ‘the combined policy’. Over half (55%) chose to answer about the life policy, 18% about income protection, 12% about TPD, 4% about trauma cover, while 11% answered about a ‘combined’ policy. Figure 3 shows the distribution of the sample in these terms.

Figure 3. Q1. Life insurance products bought directly last six months – answered the survey about



Base= N=405. All bought life insurance last six months. See Table 32 for the underlying data shown in this figure (accessible version).

⁸See Table 31 in the Appendix for more details

THE DEMOGRAPHIC PROFILE OF DIRECT BUYERS

Tables 2 to 6 show the demographic profile of the direct buyers in the survey. Two thirds (67%) of direct buyers surveyed were female:

Table 2. Gender of direct buyers

| Gender | Total |
|-------------------|----------------|
| Male | 31% |
| Female | 67% |
| Other | (less than 1%) |
| Prefer not to say | 1% |
| TOTAL | 100% |

Base= N=405 All bought life insurance last six months

Most buyers were under 40 (66%). As can be seen in Table 3, 28% were aged between 18 and 29 and 38% were aged between 30 and 39 years.

Table 3. The age of direct buyers

| Age | Total |
|-------------------|-------|
| 18 to 29 | 28% |
| 30 to 39 | 38% |
| 40 to 49 | 13% |
| 50 to 59 | 11% |
| 60 to 69 | 7% |
| 70 plus | 2% |
| Prefer not to say | 1% |
| TOTAL | 100% |

Base= N=405. All bought life insurance last six months

Many were parents with mostly preschool children (21%), school-aged children (23%) or older children (8%).

Table 4. The household composition of direct buyers

| Household | Total |
|--|-------|
| Single person of any age living alone or in shared accommodation | 18% |
| Young couple no children | 15% |
| Couple or single parent with mostly preschool children | 21% |
| Couple or single parent with mostly school aged children | 23% |
| Couple or single parent with mostly older children | 8% |
| Couple or single parent with no children living at home | 10% |
| Other | 3% |
| Prefer not to say | 2% |
| TOTAL | 100% |

Base= N=405. All bought life insurance last six months

Most had a post school education, that is 26% had a trade qualification, 29% had a bachelor's degree and 15% had a post graduate degree. However, 12% had Year 10 education or less.

Table 5. The highest level of education achieved by direct buyers

| Education | Total |
|------------------------------------|-------|
| Primary/Year 10/School Certificate | 12% |
| Year 12/Higher School Certificate | 17% |
| Trades Certificate/Diploma | 26% |
| University degree | 29% |
| Post graduate degree | 15% |
| Prefer not to say | 1% |
| TOTAL | 100% |

Base= N=405. All bought life insurance last six months

These direct buyers were working in occupations ranging from professions to clerical work and sales. Overall, 41% reported they were working full time, 19% part time and 7% were casually employed. However, 29% were out of the paid work force (home duties, retired, student or NewStart or the Disability Support Pension).

Table 6. The occupation of buyers

| Occupation | Total |
|---|-------|
| Professional e.g. lawyer, accountant, GP | 16% |
| Management / Director | 8% |
| Business Owner/Self-employed | 7% |
| Contractor | 3% |
| Office worker/clerical/administration | 13% |
| Retail/Sales | 10% |
| Skilled and unskilled trade | 7% |
| Home duties | 16% |
| Retired | 6% |
| Student | 4% |
| On NewStart or Disability Support Pension | 3% |
| Other (please specify) | 2% |
| Prefer not to say | 4% |
| TOTAL | 100% |

Base= N=405. All bought life insurance last six months

Of those who were working, most (60%) were working full time, 28% were working part time and 10% were casually employed.

The sample of retirees was more or less evenly divided between those on a full pension (57%) and those partly self-funded (43%). No retirees responding to the survey were fully self-funded.

In summary, most were relatively highly educated and working full time. However, this market also contains buyers with relatively low levels of education (12% Year 10 or less), with one in ten (10%) of those working doing so as a casual. A small proportion (3%) was on NewStart or the Disability Support Pension.

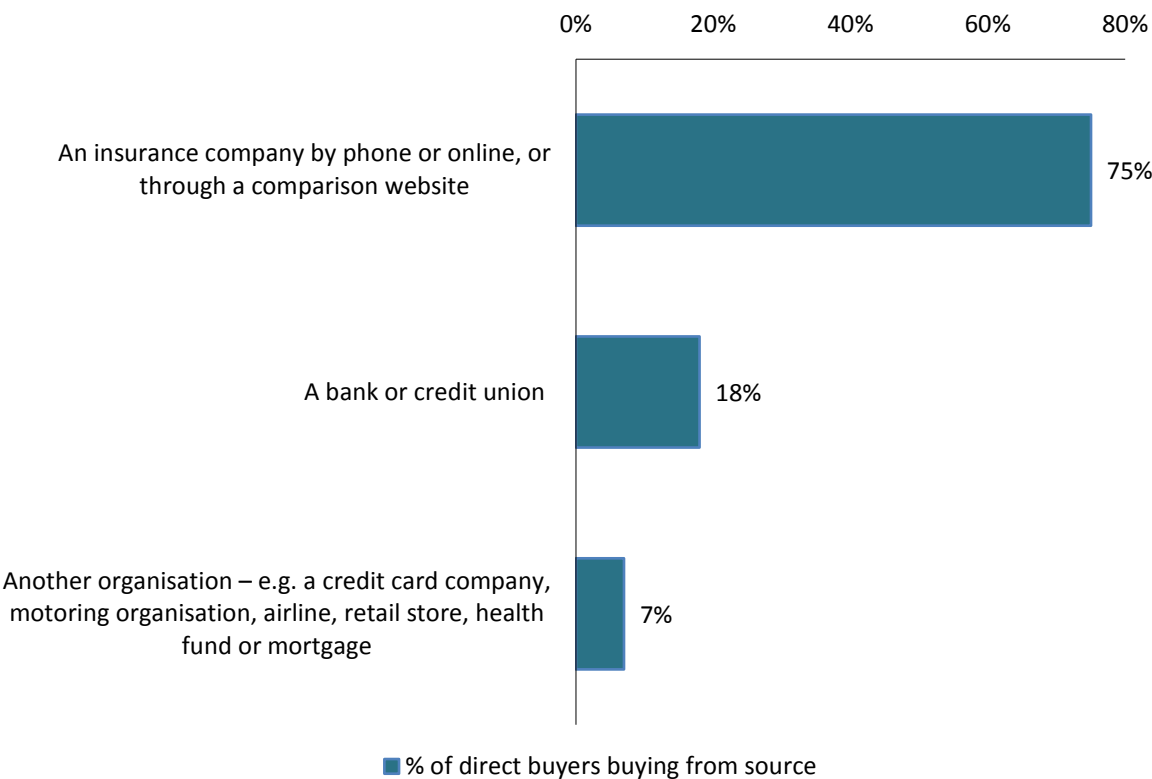
INSURANCE IN SUPERANNUATION

Some (16%) of the people who bought life insurance direct reported that they already had it as part of their superannuation⁹. People who worked part-time and casually were the most likely to report this¹⁰. Their stated reasons for taking out this additional cover were mainly because they considered their cover in superannuation was too low (27%), the additional insurance offered better cover or added benefits (6%), it was easier to access (5%), or they believed that as they were no longer working, their insurance in super didn't cover them (5%).¹¹

WHERE DIRECT BUYERS BOUGHT THEIR POLICY

Most direct buyers (75%) had bought their policy from an insurance company (an insurer or distributor), with 18% buying from a bank or credit union. The smallest proportion (7%) had bought from another organisation such as a credit card company or airline.

Figure 4. Q3b. Where direct buyers bought their policy



Base= N=405. All bought life insurance last six months. See Table 33 for the underlying data shown in this figure (accessible version).

These proportions were similar for all key demographic groups.

⁹ Table 64

¹⁰ Table 154

¹¹Table 65

WHAT HAPPENED BEFORE THE PURCHASE?

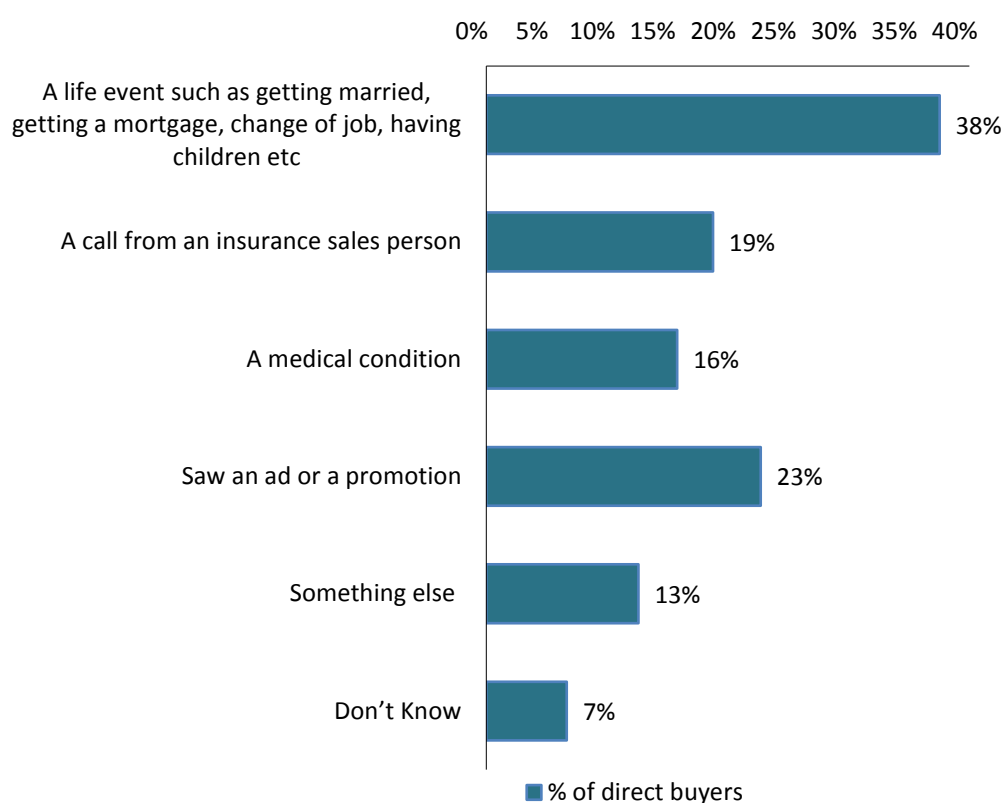
WHAT TRIGGERED THE PATH TO PURCHASE?

Survey respondents were asked to identify what had triggered them to buying life insurance direct. As Figure 5 shows, sales and marketing activities and life events were equally influential and each nominated by around two in five buyers.

Over one in five (23%) were triggered to start their path to purchase after seeing advertising or a promotion and further two in ten (19%) were triggered by receiving an outbound sales call (net 39% of respondents). For some the outbound sales call that prompted the purchase sometimes resulted in the sale, others were initially triggered by the sales call and then bought at a later time through another channel.

A life event, such as getting married, having children, or changing a job or the illness or death of a friend or family member prompted the purchase for 38% of buyers.

Figure 5. Q6a Triggers to taking out the policy at the time



Base= N=405. All bought life insurance last six months (multiple responses allowed). See Table 39 for the underlying data shown in this figure (accessible version).

As shown in Figure 5, 16% of buyers started their path to purchase because of a medical condition of some kind. The qualitative research provided one example. One man had had '*some broken bones*' recently which meant he had to take time off work. This made him realise that he would not be able to pay his bills if his currently 'minor' medical issues became more serious (*Income protection. Online and he phoned them. Male aged 43.*) One woman had seen the effect of her mother's illness and realised how vulnerable she was if she could no longer look after herself (*Term life and trauma insurance. She phoned them. Female aged 43.*) Some others had illnesses, but these were not the trigger to take out the policy.

The ‘Something else’ category included people who felt a realisation that they were aging, or felt a growing worry about the difficulties that their family might face if they were unable to work or died. For example, one man interviewed in the qualitative research was shocked by the financial cost when his father and brother died within months of each other. He took out insurance so his children ‘*didn’t have that hassle*’ that he had (*Term life and funeral insurance. Online and he phoned them. Male aged 60.*)

The only significant differences demographically were in household composition, specifically:

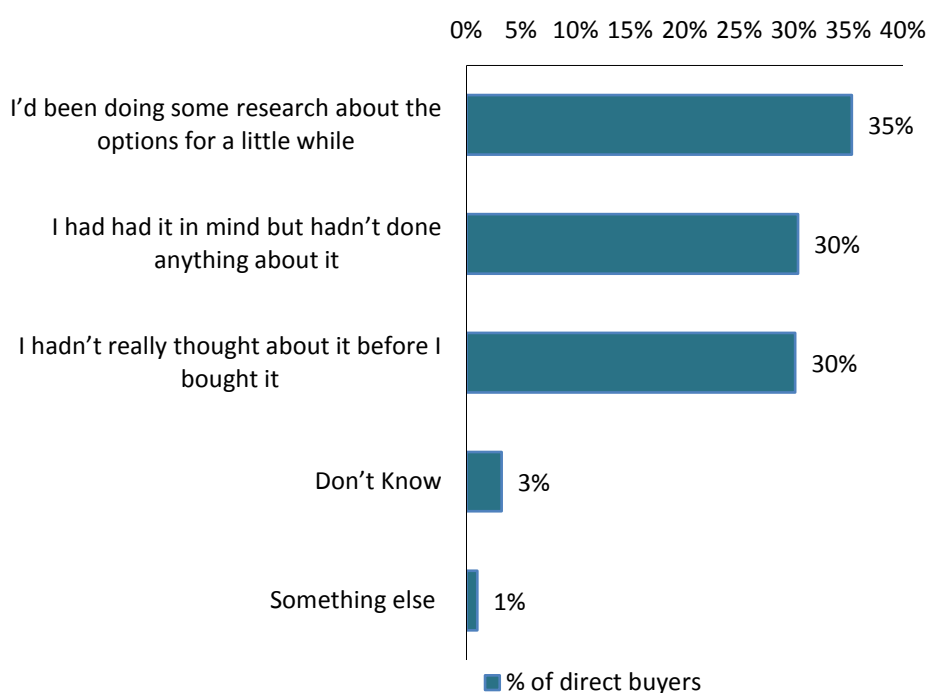
- People responding to life events were mostly couples with children (65% triggered this way had children at home).
- People responding to sales calls had children at home -43% triggered by a sales call had children at home.
- 32% of people responding to advertising were single people.¹²

The qualitative interviews also revealed some other ‘triggers’ to action. One person, prompted by earlier advice from a financial planner to take out life insurance, approached a direct provider instead. Another had developed a financial plan after reading an investment advice book.

HOW MUCH RESEARCH DID DIRECT BUYERS DO BEFORE BUYING?

Some consumers had thought about what they wanted before they entered the sales process. Over three in ten (35%) had researched their options and 30% had something ‘in mind’. However, the same proportion (30%) had not really thought about it.

Figure 6. Q6b. To what extent had buyers considered this insurance before buying it?



Base= N=405. All bought life insurance last six months. Single response. See Table 40 for the underlying data shown in this figure (accessible version).

¹²Table 159

From the qualitative research it was evident that when participants talked about ‘researching their options’, this usually meant ‘Googling’ the topic they were interested in such as ‘life insurance’ and then following up a few of those links. They looked at one or more websites, but not at the policy in great detail. Often, the main points that buyers wanted to check were what each type of cover was, and whether they were going to be able to afford the cover.

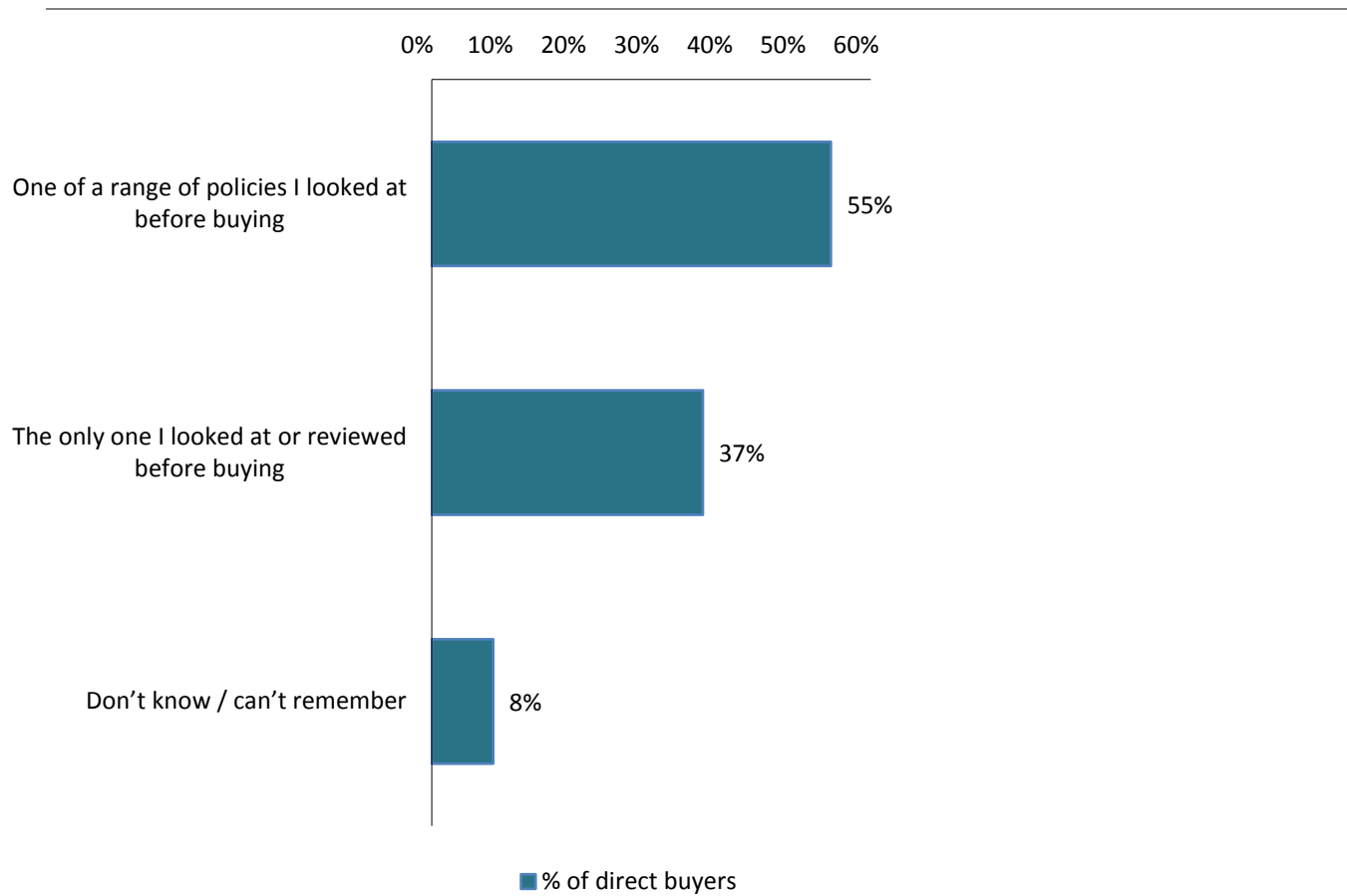
‘I Googled ‘life insurance’ on the spur of the moment. I looked up (BRAND). It was the first one I knew. ‘That’ll do, I said and just kept going. I had to figure out how much cover I needed. There was no guidance. I don’t want to be under.’ (Term life. Online. Female aged 47.)

Some people bought one of these life insurance products because they originally searched for ‘funeral insurance’.

HOW MANY POLICIES DID DIRECT BUYERS LOOK AT?

Survey participants were asked whether this policy was one of a range of policies they looked at before buying, or whether it was the only one. Figure 7 shows that 55% of buyers looked at or reviewed a range of policies while 37% looked at just one policy before buying.¹³

Figure 7. Q12a. Number of policies looked at before buying



Base= N=405. All bought life insurance last six months. See Table 47 for the underlying data shown in this figure (accessible version).

¹³ Questions such as Q12a on the number of policies looked at before buying are potentially subject to a number of biases. People may have forgotten. It is also possible that some people may feel that the question implies that they should have looked at more than one policy and respond accordingly.

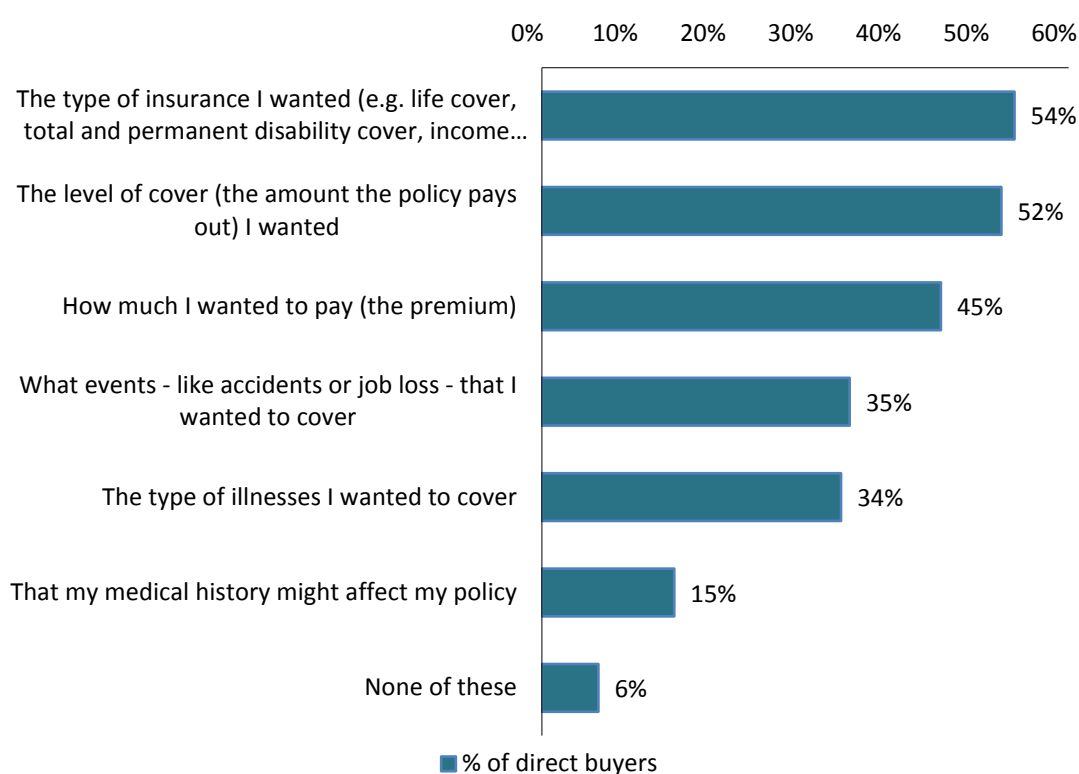
Buyers in the survey who only looked at one policy did so, they said, because they wanted to 'get it done' (12%), to get their cover quickly (12%), or because the policy 'seemed right' (11%). Some said they had done so because they had their superannuation, bank account or insurance with the provider (7%), some because it was recommended by friends/ family (5%) or because of incentives/ offers promotions or a discount (5%). Just over one in ten (12%) could not recall why they had only looked or reviewed one policy before purchasing.¹⁴

The reasons why buyers chose the policy after looking at a range of policies are shown in Table 81 in Appendix B. People who looked at a range chose the policy they bought largely because of the premium (38%). This included comments such as 'better premium for what I was getting/value/affordable/cheap', 'price' and 'best premium/ best price/ cheapest') and/or the apparent suitability of the policy (28%, including 'seemed right/ suitable to my needs and situation/circumstances/lifestyle', 'it has everything I was looking for/features and 'coverage'). Some reported they had their super, banking or insurance with the company (11%), some said they had been recommended it by friends/ family (5%) and others that incentives, offers, promotions or a discount (5%) were a factor.

WHAT DID DIRECT BUYERS THINK ABOUT BEFORE BUYING?

Most direct buyers said they had given some thought to the policy type or cover before buying. Only 6% said they had considered none of the type, level of cover, what was covered, or the premium.

Figure 8. Q8. Aspects of life insurance considered before buying? (multiple choice)



Base= N=405. All bought life insurance last six months. See Table 42 for the underlying data shown in this figure (accessible version).

¹⁴ Table 80

Just over half (54%) said they had thought about the type of insurance. Half (52%) of the survey respondents said they had thought about their level of cover before taking out their policy. Lower proportions said they had thought about the events they wanted to cover (35%), types of illnesses they wanted to cover (34%) and that their medical history might affect their policy (15%).

One woman in the qualitative research described how she had had a conversation with her partner some time ago about income insurance but did nothing about it at the time. She had the type of insurance in mind for that time but knew little about it.

'It was just that my partner said he had (income protection insurance) and I realised I'd be devastated, because we have a mortgage if we had no regular income coming in. I left it for a few months and then an email came from (Provider).' (Income protection. Online and she phoned them. Female aged 33.)

What people had thought about depended to some degree on the original trigger:

- Some people triggered by a sales call were less likely (41%) to have already thought about the type of insurance, compared with around six in ten for the other triggers. In the qualitative research this was also true of unsolicited email invitations.¹⁵
- People triggered by their own or their partner's medical condition were likely to have thought about the illness(es) they wished to cover. For example, one woman spent some time researching the cover and the cost for cover for her partner who 'has medical conditions':

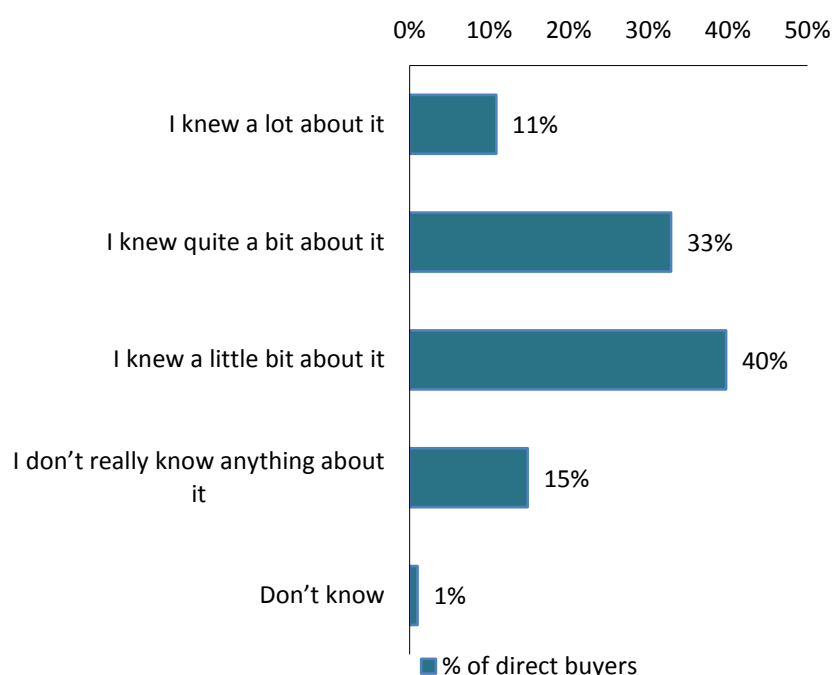
'In the end we got the product designed for 'conditions'. We weren't eligible for the no conditions one.' (Life Insurance and Income Protection. She phoned them. Female aged 43.)

HOW KNOWLEDGEABLE DID DIRECT BUYERS BELIEVE THEY WERE BEFORE BUYING?

Participants were asked about the extent of their product knowledge before making the purchase. The most common choice was 'knew a little' (40%).

¹⁵ Table 159

Figure 9. Q15. Knowledge of the policy prior to purchasing



Base= N=405. All bought life insurance last six months. See Table 54 for the underlying data shown in this figure (accessible version).

One in ten (11%) claimed to know a lot while 33% said they knew quite a bit.

Demographically, women were more likely to claim low knowledge than men were, and older people were more likely to claim low knowledge than younger people were. This does not however tell us whether there is any difference between demographic groups in terms of their actual knowledge; it may simply reflect how confident they are about their knowledge levels. Some may be over-confident and some under-confident.

The lack of in-depth or detailed knowledge among buyers before they started the purchase journey is an important finding of the consumer research. Indeed, the qualitative research confirmed that some buyers did not know what each of the types of insurance covered, which partly explains why they had not thought about the 'type' of insurance before. In fact, almost everyone interviewed for the qualitative stage described how 'confusing' or 'overwhelming' insurance is.

'There are too many ads, too many discount places. It makes you uncertain.' (Term life insurance. Branch. Female aged 32.)

One point of confusion was between funeral insurance and life insurance. One of the best examples of this was a woman who had answered 'life insurance' in the survey, but who had actually taken out funeral insurance with an accidental death benefit and serious injury benefit, as well as a child cover term life policy. In the qualitative interview, she described it as

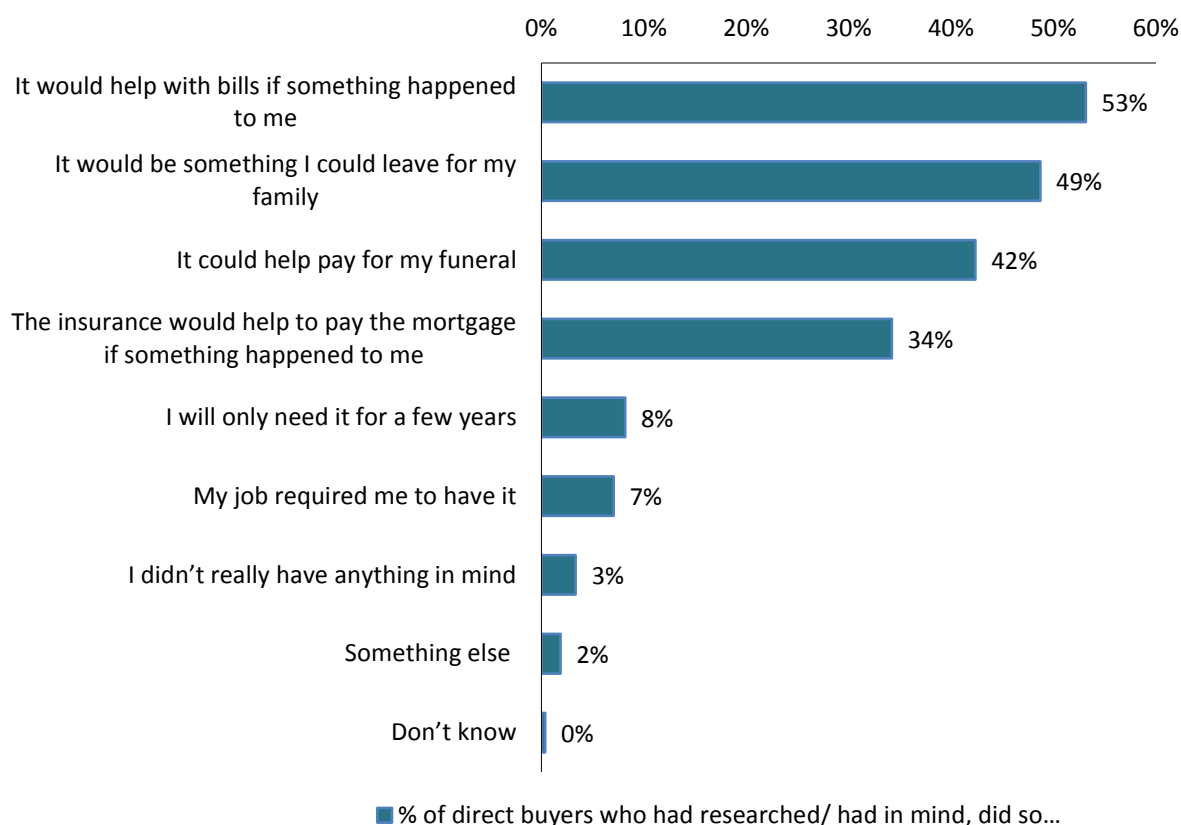
'Life insurance or funeral insurance or whatever it is.' (Term life and Funeral insurance, Trauma. She phoned them. Female aged 56.)

WHAT WAS THE MOTIVATION TO BUY?

WHAT GOAL DID DIRECT BUYERS HAVE?

In the survey, direct buyers who had researched some options or already had this insurance in mind were asked 'Which if any of these did you have in mind when you took out your policy? Tick all that apply'. As shown in Figure 10, the most popular answers were 'help pay the bills if something happened to me', 'it would be something I could leave for my family', 'it could help pay for my funeral', and 'would help to pay the mortgage if something happened to me'.

Figure 10. Q7. Reasons for buying life insurance



Base = those who had done some research or had it in mind N=269. See Table 41 for the underlying data shown in this figure (accessible version).

It is interesting to note that people who were thinking about their funeral may have taken out any of the policies including income protection; they were not generally referring to funeral insurance here. Any policy that pays a benefit on death or terminal illness could be used to pay for a funeral. Those who thought about their funeral were mostly women and were older.

While the survey measured specific goals, the qualitative research also showed that direct buyers generally wanted something less tangible, such as 'peace of mind'. Several of the people interviewed in the qualitative phase spoke about worrying for some time about the prospect of having their lives and lifestyles disadvantaged by illness or injury or the possibility that they could burden their family with debts if they became ill, had an accident or died. Therefore, part of their motivation to purchase the policy was a sense of social obligation not to burden family with debts.

'Society expects you to do it, to look after the ones left behind.' (Term life and funeral insurance. Online and they phoned her. Female aged 18-29.)

'It's mostly for my family... I have left something for them. At least the basics.' (Term life. Phone and online. Female 18-29.)

For example, a woman and her husband were the guardians of their severely autistic grandson. As self-described 'impulsive' renters, they had suddenly started to worry about their ability to look after the boy.

'He will always need looking afterI wanted financial assistance in case something happened to either of us.' (Term life and Funeral insurance, Trauma. She phoned them. Female aged 56.)

Others worried more about leaving their families in stressful situations:

'I am a single mum. My concern is leaving my child in an emergency situation.' (Term life and TPD. Online and phone. Female aged 36.)

Some felt that leaving something for the children is what 'good' parents do. One woman was motivated because her father 'had left us with nothing.' (Term Life, TPD and income protection. Online then phone. Female aged 42.)

Buyers whose motivation was a general overarching emotion 'don't burden the family, don't get into debt ...' tended not to think in specific terms about product features.

'I looked at the high level.' (Life Insurance and Income Protection. She phoned them and online. Female aged 36.)

In the survey, 16% of respondents believed the family will be able to claim on all policies if they took out more than one policy¹⁶. Indeed, in one qualitative interview a woman appeared to be motivated by the promise of multiple payouts and seemed to be accumulating policies so her mother or children will be able to spend all the money if she has an accident or terminal illness:

'If they pay out we will be loaded.' (Trauma Cover. Funeral Insurance. They phoned her. Female aged 37.)

HOW DID BUYERS CHOOSE THE BRAND THEY BOUGHT?

Participants were asked which brand of policy they purchased, with the answers given reflecting the large diversity of providers in the market.¹⁷ Key brands purchased by those responding to the survey included AAMI (12%), Allianz (9%), ANZ (8%), REAL (8%) and Medibank (7%).

Price was the main reason that buyers gave for choosing the brand of policy they bought. For some the only policy they looked at was available at a premium that fitted into their budget, while others actively compared policies on price. Over two in ten (25%) the 'good deal' they got, or how 'affordable' the price was the reason for choosing the brand. The second most common reason was that they were already a customer (12%).

¹⁶ Table 63

¹⁷ Table 34

Table 7. Q4b. Reasons for choice of brand

| Reason given | % of direct buyers' reason to buy brand |
|---|---|
| Affordable /cheap/Good value/good deal | 25% |
| Already a customer | 12% |
| The cover/ benefits | 6% |
| Trusted/ reputation/well known | 6% |
| Recommended by family/friends | 5% |
| Needed that kind of cover/ for safety/reassurance | 4% |
| Best /good deal | 4% |
| For the children/ family | 4% |
| Easy to do | 3% |
| Incentive/ reward | 3% |
| Like them/ great company | 3% |
| Liked the advertising/ saw an ad | 2% |
| They called/offered | 2% |
| For the mortgage/loan | 2% |
| Don't know | 2% |
| Came with other | 1% |
| They are reliable | 1% |
| Customer service | 1% |
| One year free | 1% |
| Requested by spouse/partner | 1% |
| Other miscellaneous | 9% |
| None | 8% |

Base= N=405. All bought life insurance last six months Multiple reasons/ responses allowed

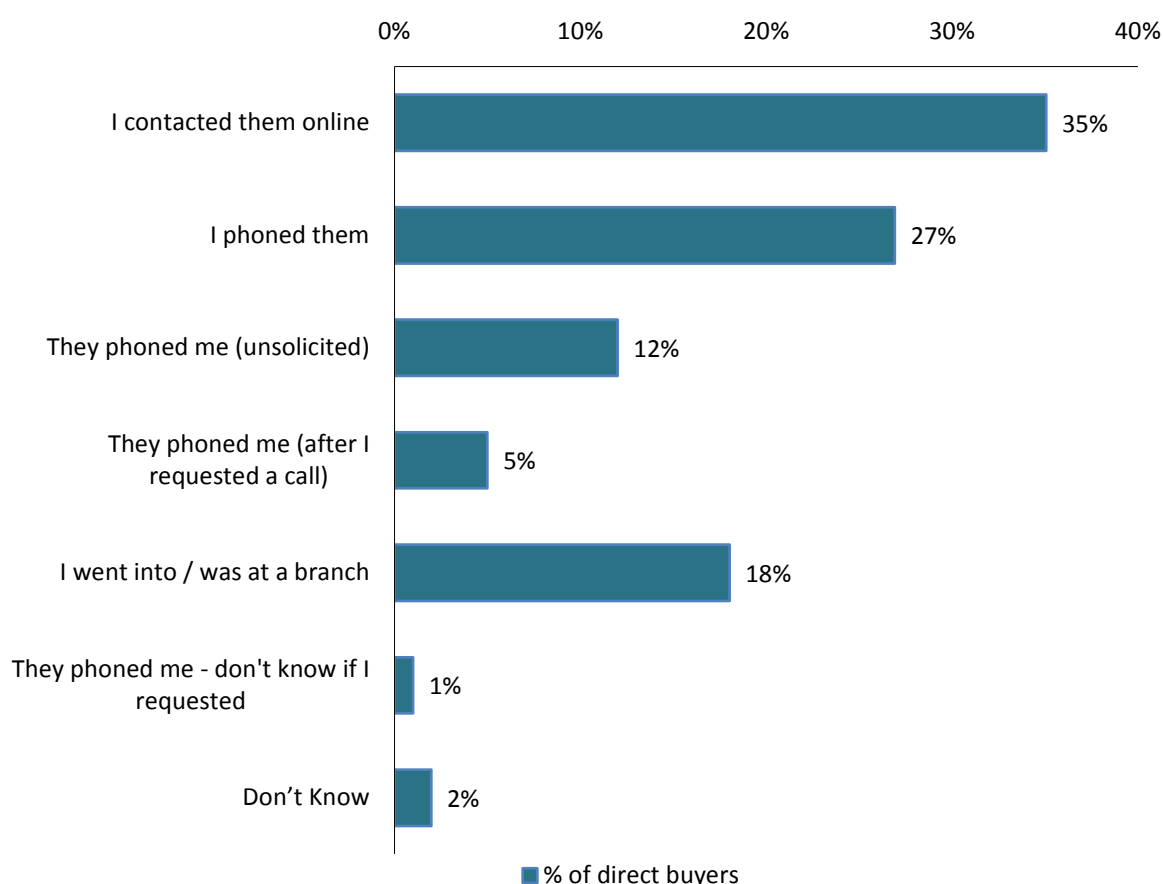
WHERE DO DIRECT BUYERS BUY FROM AND WHY?

WHICH CHANNELS DID DIRECT BUYERS USE FIRST?

Figure 11 summarises the first contact that was made between buyer and provider. As can be seen:

- 35% of direct buyers went online first
- Some made an inbound phone call to the provider first (27%)
- Some visited a branch first (18%)
- 12% received an unsolicited outbound call. Note that 18% told us that their first contact was an outbound call, but further questioning revealed that 5% had in fact asked for the call and 1% did not know, so the figure has been shown as 12% in Figure 11 and the words 'unsolicited' and 'after I requested the call' added as explanation.

Figure 11. Q9a. Channel of first contact with the insurance provider



Base= N=405. All bought life insurance last six months. See Table 43 for the underlying data shown in this figure (accessible version).

Some participants in the qualitative research described buying online as the ‘efficient’ thing to do, and the best way to avoid sales pressure. Others however found the information provided online about the number of options and types of insurance ‘overwhelming’.

‘So many deals. Like double if you died accidentally, get 10% back ...’ (Term life and funeral insurance. Online and he phoned them. Male aged 60.)

‘It was quick but confusing. It doesn’t explain. It was so mind-blowing; you just keep going and going.’ (Term life. Online. Female aged 47.)

Buyers reported different experiences with the contact they had with the salesperson via phone. Some preferred to use the phone from the start as it provided a channel to ask questions and ensure the right information was conveyed: ‘You can ask questions. You can correct them straightaway.’ (Life Insurance and Income Protection. She phoned them. Female aged 43.) However, others found the phone experience overwhelming as the salesperson ‘kept talking.’ (Trauma. They phoned her. Female aged 37.) This happened for inbound calls and outbound calls.

There were some product differences, though these were influenced to some degree by the policy the person chose to answer the survey about:¹⁸

- **Term life insurance buyers** were a little more likely to have made first contact online (38%) compared with buyers of other products, and somewhat less likely to have made an inbound call to the insurance provider (24%).
- Life insurance buyers with **Accident only policies** however were more likely to have made an inbound call. A third (35%) had phoned the provider, compared with 25% who had a policy that covered death from illness and accident. There were no differences between people with accident only cover and accident plus illness in terms of whether they ended up with the cover they wanted.¹⁹

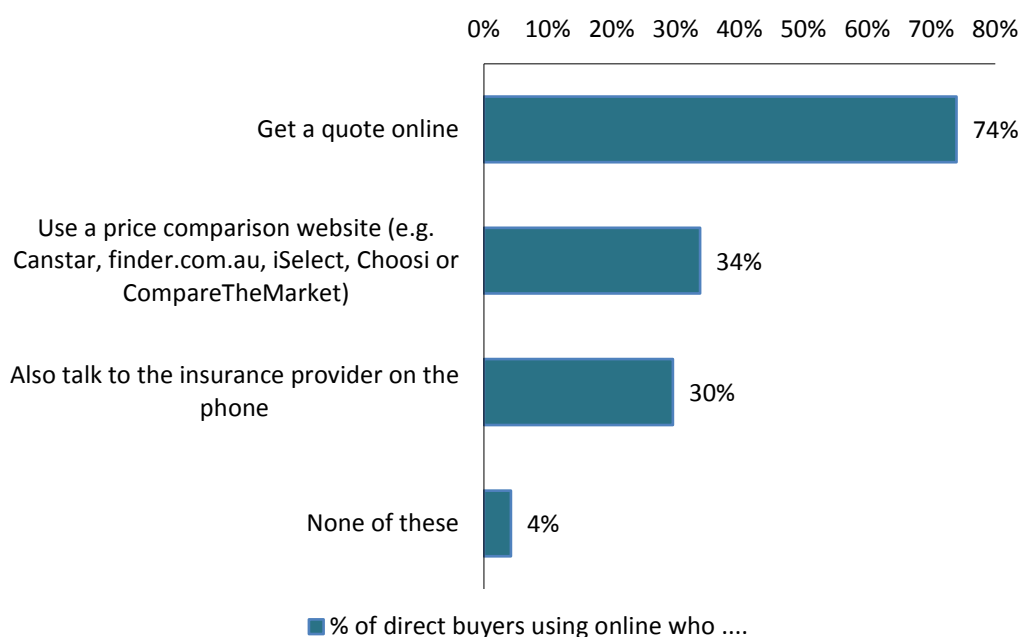
Demographic differences were rare. Just under half (47%) of those visiting a branch as first contact were men, whereas for the other channels males accounted for around three in ten. Twenty six percent (26%) of those receiving an outbound call had Year 10/ School certificate education or less, compared with 12% overall.²⁰

In terms of the first channel used, there were no significant differences by age, household composition, occupation or working status.

THE BEHAVIOUR OF ONLINE BUYERS

Turning now to some specific aspects of online buying behaviour, direct buyers who bought online typically got a quote online (74%):

Figure 12. Q11. Online buyers' use of online resources



Base= N=142. All bought life insurance last six months and bought online. Multiple responses allowed. See Table 46 for the data underlying this figure (accessible version).

¹⁸ Table 113

¹⁹ Table 114

²⁰ Table 96

A third (34%) used a price comparison site, while 30% also talked to the provider by phone. Some phoned the insurer or asked them to call after going online because they felt they could not make a decision just using the online channel.

'It was overwhelming. I am a bit manic, and may do too much at once; I had multiple pages open, comparing policies.'

(Income protection. Online and he phoned them. Male aged 43.)

One strategy used by the more methodical buyers was to draw up their own set of questions to be answered during the call. One said that *'you have to ring up because the information online is hard to find.'* (TPD. Online and he phoned them. Male aged 35.)

WHAT INFLUENCED DIRECT BUYERS' DECISION TO BUY?

THE IMPORTANCE OF MARKETING MIX FACTORS

This section of the report discusses five factors that the pilot interviews had revealed as potential influences on how people buy insurance directly. The five factors covered here were all part of the marketing mix, that is they relate to the product's design, price and how it was promoted. They were: 'the best cover for my needs', 'the most affordable way of getting this kind of cover', 'I trusted the brand', and 'it was easy', as well as the statement 'The salesperson / consultant suggested some options for me'. What this analysis tells us is that marketing mix factors like these have been influential for most purchases of direct life insurance.

Survey respondents rated the importance of each factor 'when I made my decision' using a 1 to 7 scale where 1 was not at all important and 7 was extremely important. The data have been summarised in Table 8 below. A rating of 6 or 7 has been designated 'High'; a rating of 4 or 5 'Medium' and a rating of 1, 2 or 3 'Low'. Some also chose 'I don't know' or 'I prefer not to say'.

It shows that direct buyers took almost all these factors into account. Over 60% rated the first four of these at least 5 out of 7. The exception was the salesperson's suggestions where only 45% gave a High rating, but note the analysis below for more on this.

Table 8. Q13c. Rating of importance of factors on decision to take the policy

| Importance rating of each factor | High – Rating 6 or 7 out of 7 | Medium – 4 or 5 out of 7 | Low – rating of 1, 2 or 3 out of 7 | Don't know / prefer not to say |
|--|-------------------------------------|-----------------------------|--|--------------------------------------|
| Best cover for my needs | 68% | 25% | 3% | 4% |
| Seemed the most affordable way of getting this kind of cover | 63% | 30% | 5% | 2% |
| I trusted the brand | 65% | 27% | 5% | 3% |
| It was easy | 64% | 26% | 7% | 2% |
| The salesperson / consultant suggested some options for me | 45% | 36% | 13% | 6% |

Base= N=405. All bought life insurance last six months

The results were similar for users of all channels, as shown in Table 9, with the exception of the salesperson's recommendations. As would be expected the statement **The salesperson / consultant suggested some options for me** was rated more highly by phone and branch channel buyers in contrast to online buyers most of whom (70%) reported that they had no contact with a salesperson or consultant.

Table 9. Q13c. Rating of importance of factors on decision to take the policy by channel of first contact.

| % rating 6 or 7 out of 7 where 7 = extremely important | I phoned them | They phoned me | I contacted them online | I went into / was at a branch |
|---|---------------|----------------|-------------------------|-------------------------------|
| N= | 109 | 73 | 142 | 73 |
| I trusted the brand | 61% | 67% | 63% | 70% |
| It seemed the most affordable way of getting this kind of cover | 65% | 68% | 61% | 59% |
| It was the best cover for my needs | 72% | 73% | 67% | 64% |
| It was easy | 62% | 67% | 63% | 70% |
| The salesperson / consultant suggested some options for me | 54% | 56% | 30% | 55% |

Base= N=405. All bought life insurance last six months

Notably, the influence of the salesperson or consultant among those who went online first and then spoke to someone on the phone was lower – 38% of this group gave a rating of 6 or 7 out of 7 on this attribute, compared with 45% for the total sample. Qualitative research respondents who went online first and then spoke on the phone had chosen to make the phone call to clarify a key point for them.

Next, the report discusses each of these influential factors, drawing on the qualitative research to help explain the findings. The discussion focusses on the factors that direct buyers needed to consciously trade off when making their purchase. It also shows that buyers did not rely on a single factor when buying insurance. We also need to acknowledge that buyers were not necessarily aware of the factors that influenced them.

'The best cover for my needs'

According to the data shown above, one of the most important factors in their purchase was that it was 'the best cover'. In the qualitative research, direct buyers explained that they *wanted* to get the best cover but in practice found it difficult to know what the 'best' was.

'I wasn't 100% sure which policy was best for me.' (Income Protection. Online and he phoned them. Male aged 43.)

One woman described definitions of Total and Permanent Disability as 'a grey area.....I am not a lawyer so I couldn't argue it in court.' (Term life, Income Protection and TPD. Online then they phoned her. Female aged 36.)

These data support the earlier findings that direct buyers typically thought 'at the high level' about their upcoming purchase, if they thought about it at all, and reinforce the finding that many people claimed to know relatively little about the policy they bought. Given this uncertainty about what the 'best' is, buyers chose in other ways, for example on price.

'It seemed the most affordable way to get this cover'

'The deciding factor was the cost.' (Term life and TPD. Online. Female aged 18-29.)

As shown in Table 8, 63% of buyers gave a 6 or 7 out of 7 rating to '**It seemed the most affordable way of getting this kind of cover**'. From the in-depth interviews we learned that when consumers referred to 'affordability' they were focused on how affordable the current premium was and whether it would fit into their budget at the time of their purchase, rather than how affordable any future premium might be. This seems to be because some buyers buy this kind of insurance for the present, for example they are thinking about 'what would happen to my mortgage if I have an accident today'.

Some buyers reported that salespeople structured their offer to suit the budget. One woman explained that she had negotiated the price down '*to fit my budget*':

'They wanted me to spend way too much to start with.' (Trauma Cover. Funeral Insurance. They phoned her. Female aged 37.)

'I trusted the brand'

Trust in the brand was clearly an important factor, 68% rated it a 6 or 7 out of 7 (Table 8). There were several instances in the qualitative research which illustrated how trust in the brand had influenced brand choice. One woman first contacted her general insurer and was informed that personal insurance was handled through another company. She contacted that other company because her general insurance claim had been seamless and handled well. (TPD. Online and they phoned her. Female aged 29.) She implicitly trusted them.

On the negative side, several people commented that they felt they could not trust insurance companies completely.

'I wonder whether they (the children) will get their money?' (Term life. Online. Female aged 47.)

'You hear stories about insurance.' (Term life, Funeral insurance. Online and they phoned her. Female aged 18-29.)

Trade-offs were evident here too; some buyers bought brands they were unfamiliar with, attracted to the price or other incentives rather than the brand name.

'It was easy'

In the survey, that it was 'easy' was described as an influential factor in the decision for all channels. In the qualitative research, only the online channel was described as easy. It was easy for example for someone who only wanted the bare minimum of life insurance to go online and buy what he or she needed. As we saw earlier however some also found online to be overwhelming.

'The salesperson or consultant suggested some options for me'

For buyers whose first contact was by phone or face to face, the suggestions from the salesperson or consultant were important. From the qualitative research it was evident that there were several ways in which the salesperson influenced the consumer's purchase:

- **Salespeople suggested options that were perceived as helpful when buyers' felt their own knowledge was poor.** It makes sense that buyers who felt they did not know the products well or who had not thought in detail about their cover might rely on 'options' suggested by the salesperson.
- **Salespeople provided explanations to information-hungry buyers.** Some staff did not just suggest 'options' they also 'explained' the policy to people who asked questions. Buyers who approached the purchase methodically asked the sales people many questions and appreciated the help they received from sales staff. These conversations were usually about the conditions or exclusions that might apply. For example, one buyer bought a policy that was *'broader than expected'*, in that she approached the bank asking about income protection insurance, but then also acquired trauma and child cover because the salesperson explained how difficult it would be to cover their costs if her husband could not work - their *'loan, living expenses and child care.'* She did not buy on the spot though. She went home and assessed the various policies before agreeing with the salesperson's suggestion (Trauma, Income Protection, Child Cover. Branch. Female aged 28.).

Similarly, one man tried three different providers, all of whom were *'pushy'* until he found one who *'explained everything.....they sent pamphlets and waited to ring him back.'* (Term life. Online and he phoned them. Male aged 60). Another said that he only quickly skimmed the PDS when it arrived feeling he had been given enough information about the policy on the phone. (TPD. Online and he phoned them. Male aged 35). One reported the salesperson explaining the need for a certain type of policy by talking about *'if this happened to you at work.'*

(Income Protection. Online and she phoned them. Female aged 33.) Another said the suggestions were to help her work out 'what I needed, how much money I would need.' *(Life Insurance and Trauma. She phoned them. Female aged 47.)*

- **Interaction with the salesperson was a positive experience.** In some cases, it was the salesperson's apparent friendliness that influenced the most:

'The person sounded really friendly and knowledgeable. Easy to talk to. It felt like a normal conversation, not pushy.'

(Life Insurance and Income Protection. She phoned them and online. Female aged 36.)

- **Sales-focused.** Another view of these suggestions and friendly sales approaches is that the suggestions from sales staff were simply motivated by making a sale. As one buyer described it, the sales channel is a 'cash register' rather than an information channel. *(Income Protection. Online and she phoned them. Female aged 33.)*. In support of this belief, when the provider did give information, some buyers felt that the purpose was to tell them about other add-ons or product options that they could buy but may not need.

'It feels like they are trying to sell you more than you wanted, like offering you salad with pizza.' *(Income Protection.*

Branch. Female aged 38.)

- Some bought **multiple policies** at the salesperson's suggestion for themselves and/or for other people. Some people bought policies for other people (e.g. children) because of their conversation with the salesperson or consultant. One described how she had bought TPD when she was buying life insurance: *'They included the kids as well.'* *(Trauma cover and funeral insurance. They phoned her. Female aged 37.)*

'I could have extras of my own choice.' *(Term life and funeral insurance. Online and he phoned them. Male aged 60.)*

'When I rang up he suggested trauma and got trauma for the two kids as well. It wasn't much extra.' *(Term life and trauma insurance. She phoned them. Female aged 43.)*

Some seemed to pay less attention to these 'extra' products that were bundled in with the original purchase. For example, someone who contacted a health insurance provider for life insurance also took out trauma cover at their suggestion *'because it wasn't much extra.'* *(Term life and trauma insurance. She phoned them. Female aged 43.)*

- One did less research for the TPD she bought with a Life Insurance policy *'because we had found something that worked for us already'*. The life insurance was *'our main priority'*. *(Term Life. TPD. Online. Female aged 18-29.)*

People reacted differently to these sales attempts:

- Some buyers **detected these sales strategies** and had strategies of their own for avoiding them. For example, they took control over the timing. They said 'I will call you back when I have decided'. One person agreed to the product but set her payment date for almost four weeks away, giving her time before the first payment came out. One gained three quotes by phone, and chose the one who allowed him time to call them back with his decision. *(Term life and funeral insurance. Online and he phoned them. Male aged 60.)*
- Some detected what was happening but felt **unable to 'say no'**. They accepted the sales attempt and intended to cancel during the cooling off period. Sometimes they did cancel but sometimes their intentions were thwarted because they still wanted some form of cover and did not want to start the process over again. Sometimes, they were waiting for the gift card to arrive. Some went ahead with the purchase because of the time they had invested in it – many hours of phone calls in some cases – or because it was the easiest way to end the process.

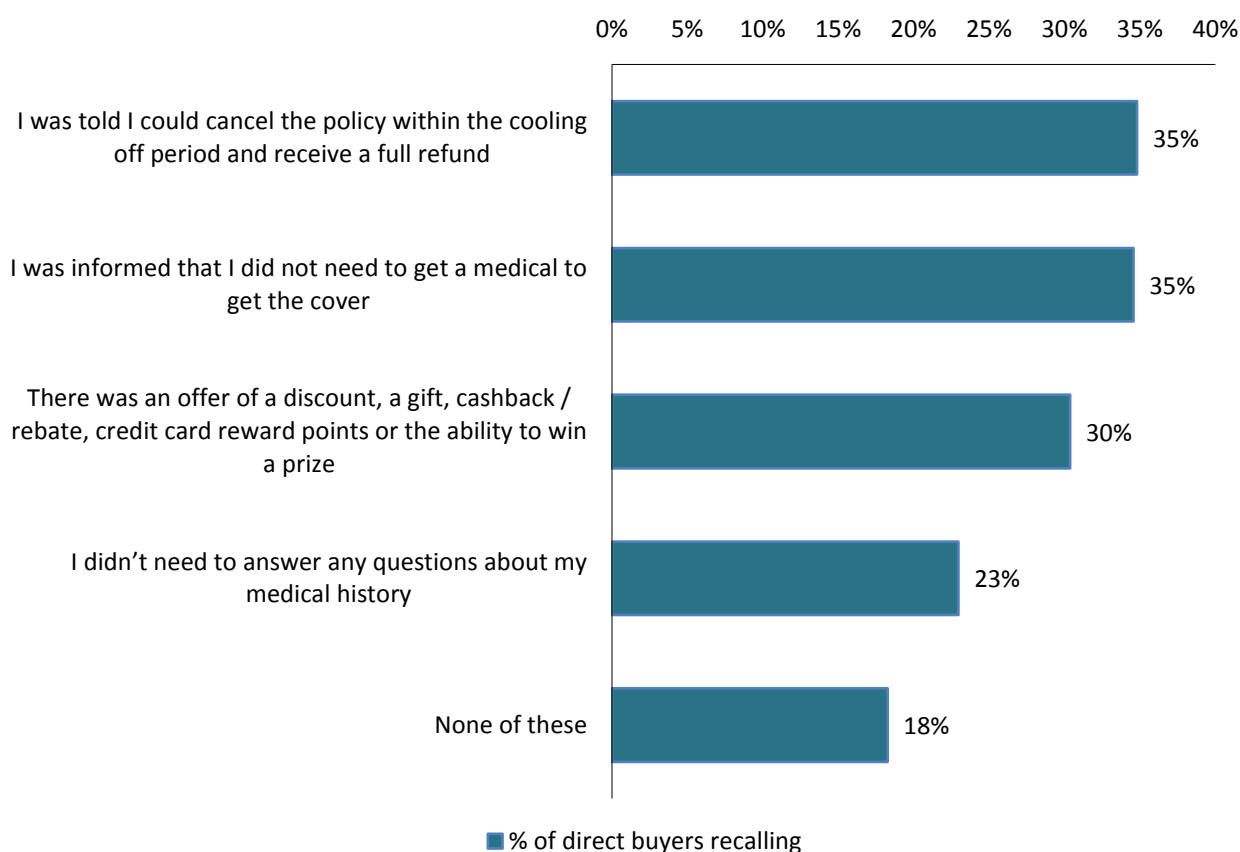
'I am hooked now; I am already ¾ there kind of thing.' (Life Insurance and Income Protection. She phoned them and online. Female aged 36.)

Direct buyers stated that getting the best cover and trusting the brand were important to them. However, the qualitative research showed that buyers could not always tell what was the best cover, and in some cases bought unfamiliar brands. In such cases, their purchase came about partly because of the other factors that were also important: that it was easy to do and affordable now. Salespeople also played a significant role.

SPECIFIC TOPICS COVERED DURING THE SALES PROCESS

The survey also asked participants what they were informed about during the sales process and the relative importance of this information on them taking out the policy. As presented in Figure 13, around a third (35%) recalled being told that they could get a full refund by cancelling during the cooling off period; 35% recalled that they did not need to 'get a medical'; 30% that there was a discount, gift, cashback, rebate, reward points or the ability to win a prize; and 23% that they did not need to answer questions about their medical history. Eighteen percent (18%) indicated they did not recall being informed of any of these, indicating that most buyers (82%) heard at least one of these pieces of information.

Figure 13. Q13a. Recall of these occurring 'when I took out the policy'



Base= N=405. All bought life insurance last six months. See Table 50 for the underlying data shown in this figure (accessible version).

There were no differences in recall demographically. However, there were some differences for people whose first contact was an outbound call. Half (49%) of people whose first contact was an outbound call from the insurance provider said that

they were informed there would be no need 'to get a medical'. A third (36%) of outbound phone channel purchasers recalled that they did not need to answer medical questions. ²¹

Table 10 shows how important these factors were to those who recalled them, on a scale where 1 was not at all important and 7 was extremely important. According to these buyers all of these elements were of some importance. Six in ten (62%) rated a 6 or 7 out of 7 'I **could cancel the policy within the cooling off period and receive a full refund**' followed by the offer of discount, a gift, cashback/rebate, credit card reward points or the ability to win a prize (54% rating 6 or 7)), no need for a medical test (47%) and no need to answer questions about my medical history (40%).

Table 10. Q13b. Rating of importance of factors on decision to take the policy by channel of first contact (among those recalling they occurred)

| Importance rating of each factor | High – Rating 6 or 7 out of 7 | Medium – 4 or 5 out of 7 | Low – rating of 1, 2 or 3 out of 7 | Don't know / prefer not to say |
|--|-------------------------------------|--------------------------------|---|--------------------------------------|
| I could cancel the policy within the cooling off period and receive a full refund | 62% | 25% | 11% | 2% |
| There was an offer of a discount, a gift, cashback/rebate, credit card reward points or the ability to win a prize | 54% | 32% | 13% | 2% |
| I was informed that I did not need to get a medical to get the cover | 47% | 29% | 21% | 2% |
| I didn't need to answer any questions about my medical history | 40% | 32% | 26% | 2% |

Base= those recalling (cooling off n=141; discount etc. n=123; no medical n=140; no medical questions n=93)

Each of these factors is discussed in turn below.

'I could cancel within the cooling off period and receive a full refund'

While only 35% recalled they were told that they could cancel during the cooling off period for a full refund, the majority (62%) of those who did gave it a high importance rating. This may be because buyers used it in different ways. One woman took out term life cover feeling she was being pressured to buy. The provider suggested she take it *'at least for 30 days so you can get your money back guarantee and they offered a \$100 Visa Card'*. She then spoke to a second provider who offered funeral insurance as a 'bonus', so she cancelled the first provider along with the prospect of the Visa Card. She appreciated the cooling off period because it gave her *'time to think'* (Term life, funeral insurance. Online and they phoned her. Female aged 18-29.)

In some cases, buyers used the cooling off period not so much as to 'cool off' but as a polite way to end the call. *'I agreed to do it knowing I had 30 days, knowing I could back out without any financial obligation.'* (Income protection. Branch. Female aged 38.)

One pointed out that the gift card would not have arrived by the end of the cooling off period. Some of these buyers now have multiple policies for the same thing because they did not use the cooling off period.

Other than this, those who kept the policy after the cooling off period did so either because they did not want to start the process all over again, or because they believed they needed the policy.

²¹ Table 82

'There was an offer of a discount, a gift, cashback/rebate, credit card reward points or the ability to win a prize'

Three in ten (30%) buyers recalled being offered a discount or an incentive such as a gift card, cashback/rebate, reward points or ability to win a prize. Over half (54%) of those people rated it 6 or 7 out of 7.

For some people, offers like these helped them buy a policy that they wanted but had been procrastinating about. For them, reward points, gift cards and the like can be an easy way to make the decision quickly. For example, one had taken out life insurance on the promise of a cashback. Her attitude was *'oh cool.'* (Term life. Online. Female aged 30-39.)

However, the qualitative research revealed that some people changed the focus of their thinking when gift / eftpos cards, cash backs, reward points and the like were offered. Rather than think about the policy, they focused on the offer. For example, despite already having trauma cover with one provider, one woman took out a new trauma policy because of a \$75 gift card and the promise of a 10% refund after 12 months, which came to about \$50. Her premium was \$44 a fortnight. (Trauma Cover, accidental death and terminal illness, and funeral insurance. They phoned her. Female aged 37.)

One felt that she would have compared products if she had not been so enticed by the promise of reward points:

'Pairing it with the incentive tricked my mind.' (Income Protection. Online and she phoned them. Female aged 33.)

It was sometimes difficult for these buyers to articulate the impact of the incentive. For example, one person received an offer of reward points by email after she started to think about her need for insurance. She acted on that email. (Term life, Income Protection and TPD. Online then they phoned her. Female aged 36). She said the points were a 'bonus' but it seemed also they were a trigger to act.

Some of these offers have a time limit, in that the offer may not be available unless the person signs up in 30 days for example. Respondents noted that the gift card does not arrive until several months after the policy has been taken out, long after the cooling off period is over so some people wait for the card to arrive, and then are too late to cancel without payment. Some qualitative participants told us how surprised they were that the promised incentive did not arrive for several months.

'In 60 days, I haven't received any email (about the cash back). I may give them a call.' (Term life. Online. Female aged 30-39.)²²

The qualitative research showed that some people who described themselves as *'methodical'* or *'logical'* believed they had the skills, resilience and forethought to deal with offers like these, so they either ignored incentives, or accepted them 'as a bonus' but reported they did not allow themselves to be influenced by short term gains.

'They were offering gift vouchers. I think it makes them seem desperate for customers'. (Life Insurance and Trauma. She phoned them. Female aged 47.)

One woman described gift cards as *'toys to tempt you.'*

'I did not need to have a medical'

One in three (35%) said they were told there was no need for a medical test. Of those, 47% rated it 6 or 7 out of 7.

Buyers' knowledge about the need for medical tests (or not) seems to vary. Some qualitative research participants expected there to be some kind of medical and were surprised when it was not required. One woman with a pre-existing medical

²² Note that this was 60 days from the first debit date.

condition or complex medical history was puzzled why there was no medical when she was told that any pre-existing conditions would not be met, asking 'how would they know?' (*Income protection. Branch. Female aged 38.*) It is not clear how much she told them. However, many of the people we spoke to in the qualitative stage may not have considered that a medical would be required at claim time, as they had not bought this kind of insurance before.

'I didn't need to answer any questions about my medical history'

Two in ten (23%) said they recalled that they did not have to answer medical questions. Of those who did, 40% rated it 6 or 7 out of 7 for importance. Qualitatively, buyers' experiences varied considerably.

Some buyers reported that some providers had very long lists of health questions, while other providers seemed to require very little information, for example asking about smoking history and other relatively simple questions. People who reported answering many questions regarded that as time-consuming and tiring. Few seemed to understand the reason for the questions, or the implications of not answering questions fully or correctly. Only one person interviewed seemed to expect the insurance provider to check their medical history if a claim was made, but they had not been told this by the insurer, and currently had no known medical problems.

'We assume there would be some doctor's assessment.' (*Term life and, TPD. Online. Female aged 18-29.*)

During their very detailed conversations with the researchers, no one else in the qualitative research mentioned anything about their health records being assessed if they made a claim. Indeed, one person wondered

'How do they know what is pre-existing?' (*Income protection. Branch. Female aged 38.*)

One person answered 'I don't know' when asked if there was anything she should tell the insurer. (*Term life. Online. Female aged 47.*)

One man with 'minor medical issues' could not remember whether the salesperson on the phone spoke to him about pre-existing conditions. He did remember that he was told the use of recreational drugs would make him ineligible and that he would receive a \$50 gift card. (*Income Protection. Online and he phoned them. Male aged 43.*)

Buyers in the qualitative sample who reported that they had some medical problems were highly focussed on whether they could get cover they could afford, rather than thinking about what happens should they make a claim. For example:

- Two buyers took out cover with a pre-existing medical condition exclusion, so accepted a five year wait before a claim could be made on that illness. One with Crohn's disease discovered that the premium would be three times higher with one insurance provider than another because the second one – which she could afford – had a five year waiting period on that condition. This was considered to be an acceptable trade off as cover after five years was perceived to be better than cover they could not afford, or having no cover at all.
- Another case study reveals how difficult this situation can be. One woman sought life insurance for herself and her partner. Her partner had an unspecified medical condition. She approached buying insurance methodically and took her time because she wanted to make sure that her partner was covered. Her initial contact with the provider was an outbound call after she completed a survey. They then rang her back and she then returned their call. All in all she had four phone calls with this provider, speaking with different people each time. She was told different things during each call. During the first call she was offered a premium she considered reasonable. At the second call, the premium had doubled. At the third call, she realised that the insurance provider was offering two different products, one which covered any medical conditions and the other would only cover them after five years. That was why the premium changed from phone call to the next. However, it took her four phone calls to work this out. She believed that the third and fourth calls were with someone who had a more detailed grasp of the policy and the others were sales people.

'To start with they didn't tell us they were selling more than one product.' (Term life and trauma cover. Online then phone. Female aged 47.)

- One woman on a part Disability Support Pension had a different experience. She took out income protection insurance with her bank as part of a loan application. The income protection policy covers any illnesses that are not pre-existing, but she wondered how they would know what was pre-existing and what wasn't. She reported that she wasn't asked detailed questions about her health at that time. She felt obligated to take the policy, yet had doubts about her eligibility.

'I was half and half. You feel pressure.' (Income Protection. Branch. Female aged 38.)

This suggests that some people with medical conditions have taken out policies without understanding the conditions that applied. Overall, buyers' focus was on how the medical condition would affect the premium, rather than any sense that depending on the type of policy, it could make them ineligible to claim. This illustrates that some buyers implicitly trusted that the provider or policy would be fair.

Finally in this section on medical questions, it is worth noting that requiring people to answer lengthy lists of questions can affect the quality of their thinking during the decision to purchase. Some reported getting so tired during very long phone calls that they did not pay proper attention.

'In the end I am going yes yes, OK, he is the expert.' (Term life and trauma cover. She phoned them. Female aged 43.)

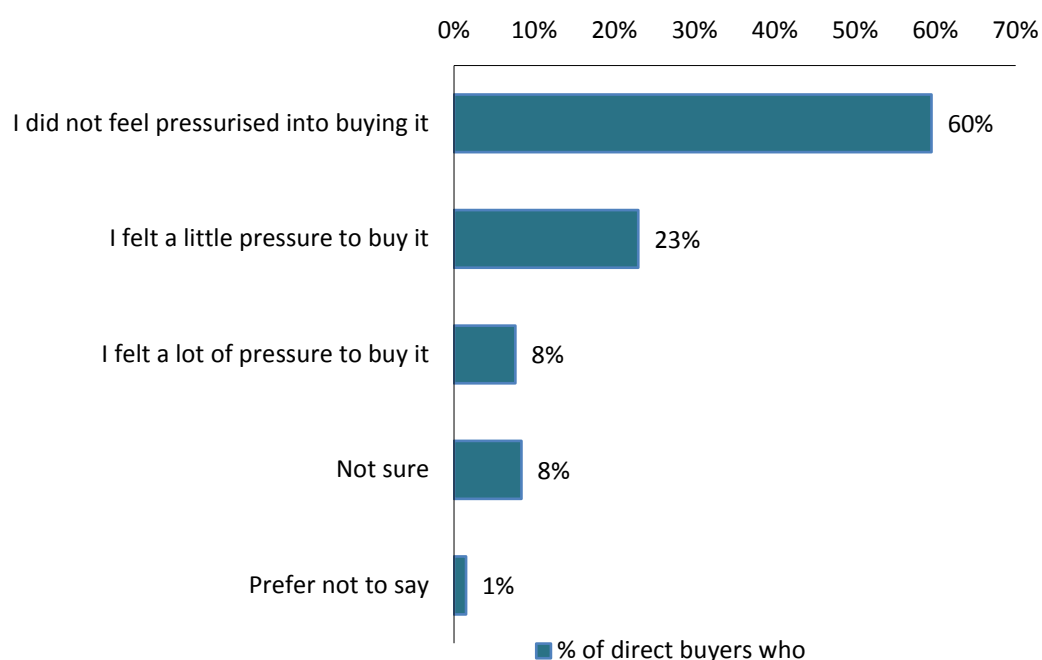
'They plaster you with questions; you come away reeling.' (Term life, funeral insurance, and trauma. She phoned them. Female aged 56.)

This illustrates that buyers did not appear to fully understand that the extent of questioning related to how their cover would be underwritten and what they would be covered for. Nor was there evidence that buyers understood that a medical test or assessment of medical records may be required should they make a claim.

DO DIRECT BUYERS FEEL PRESSURED TO BUY?

Two in ten buyers (23%) reported that they felt 'a little' pressure and 8% 'a lot' of pressure to buy the policy. Six in ten (60%) reported feeling no pressure at the time they bought their policy and 8% were unsure. Note that these are recollections after the event. They refer to the *feeling* of being pressured.

Figure 14. Q14B Extent to which buyers indicated they felt pressured to buy?



Base= N=405. All bought life insurance last six months. See Table 53 for the underlying data shown in this figure (accessible version).

Over four in ten (45%) TPD buyers reported that they felt some pressure compared with 28% for term life insurance and 30% for income protection.²³

From the qualitative research it seems that buyers experienced pressure in different forms. Some people felt pressure on the phone because they did not have enough 'time to think', especially when the salesperson kept talking. (*Term life and funeral insurance. Online and they phoned her. Female aged 18-29.*)

'I was ready to say 'no', but they kept talking.' (Trauma Cover and funeral Insurance. They phoned her. Female aged 37.)

'The salesman was very chatty, lots of general comments and chit chat but I just wanted to get it over with.' (Term life and trauma insurance. She phoned them. Female aged 43.)

Some were told they only had a certain time to take up the offer, and that created a feeling of pressure. Others found the implied social obligation too much to take:

'I am easily pressured into things I would prefer not to do.' (Term life and funeral insurance. They phoned her. Female aged 37.)

Some salespeople created a sense of goodwill when on the phone. The same woman quoted above confessed that one of the contributing factors to her buying her policy was that *'the salesperson was niceit's hard to say no.'* (Term life, and funeral insurance. They phoned her. Female aged 37.)

²³ Table 126

One person described her experiences in a bank branch. She went in ‘*knowing what I wanted*’. Having made the ‘*commitment*’ to get some cover for her mortgage, she felt that she had to agree to the insurance the bank was offering. She is on a part pension because of a disability and only works 20 hours a week. In the end, she cancelled the Trauma and TPD insurance the bank had suggested within the cooling off period. (*Income Protection. Branch. Female aged 38.*)

EXPERIENCES WITH OUTBOUND SALES CALLS

Four in ten (40%) of those whose first contact was an outbound call felt some pressure (32% a little; 8% a lot) compared with 27% for inbound, 28% online and 34% for branch contact.²⁴

As the following summary table shows, those whose first contact was an outbound call were less likely to have a specific life event in mind; rather, the trigger to take the policy out was the call. They therefore had not had the opportunity to conduct any research, had not thought about their need to cover specific costs and the only information they had was that supplied by the salesperson.

Table 11. Summary of key differences between outbound calls (‘they phoned me’) and other channels of first contact

| Method of first contact | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don’t Know |
|--|---------------|-------------------|-------------------------|-------------------------------|------------|
| N= | 109 | 73 | 142 | 73 | 8 |
| Trigger: A life event such as getting married, getting a mortgage, change of job, having children etc. | 43% | 23% ²⁵ | 38% | 45% | 13% |
| Trigger: A call from an insurance salesperson | 12% | 56% | 6% | 16% | 13% |
| When took out policy: I was informed that I did not need to get a medical to get the cover | 31% | 49% | 35% | 26% | 13% |
| When took out policy: I didn’t need to answer any questions about my medical history | 17% | 36% | 23% | 21% | 13% |

Base = 405. All bought direct insurance last six months

They were also more likely to recall the lack of need for a medical or the absence of medical history questions.

The qualitative research showed that:

- Some outbound salespeople focused the sale on what the person could afford, with the need for the specific product very much a secondary focus.
- Some outbound call sales staff were so talkative and friendly that the prospective buyers could not successfully interrupt them without hanging up, which they would have considered the wrong thing to do. Some reported they had bought products they did not want, or in some cases already had, because they could not interrupt or felt awkward saying no.
- Some outbound phone salespeople made the sale knowing the prospective buyer already had a similar product. They promoted their own product as superior, making the person feel as if he or she had bought the wrong policy.

²⁴ Table 85

²⁵ Shading indicates statistically significant differences at the 95% confidence level.

- Some encouraged prospective buyers to buy the policy on the basis that they could cancel during the cooling off period or by offering small bonuses or extras.
- Several people reported receiving frequent calls, some of which were about funeral insurance and some about life insurance.

‘Sometimes, I feel like I’ve got to buy everything. I don’t like wasting their time.’ (Term life. They phoned her. Female aged 36.)

- Another has experienced many phone calls – three in the last six months at least – and many sales tactics. Her experience is described below.

One woman’s story

Insurance company 1 – Trauma policy, with accidental death and terminal illness

The salesperson spent an hour chatting with her, focusing on what she could fit into her budget. Since buying the policy, the premium has gone up which she was not expecting. She has Crohn’s disease which is not covered by the policy.

Insurance company 2 – Trauma policy

Chatted for an hour. The salesperson offered an eftpos card and 10% refund after 12 months. She took out this policy too. She has seen a lot of advertising for this company so perceived them as reliable and trustworthy.

Insurance company 3 – Funeral Insurance

Took out funeral insurance with another provider *‘because it is free for a year’*.

‘They talked me into it.’ (Trauma Cover, accidental death and terminal illness, and funeral insurance. They phoned her. Female aged 37.)

UNABLE TO GET POLICY INFORMATION PRIOR TO AGREEING TO PURCHASE

Two in ten (22%) people who spoke on the phone to an insurance provider said they had to agree to buy first before being allowed to see the policy.²⁶ Some buyers we spoke to in the qualitative research had experienced this and explained what happened.

‘They won’t send you the paperwork until you start the process of payment.’ (Term life. Online and phone. Female aged 47.)

As shown Table 12, the survey data shows that feeling they had to agree to buy first did not vary by gender or age or levels of confidence post-sale. However, being required to agree to the policy under these circumstances was associated with the feeling they had been pressured to buy; 41% of the buyers who felt a little or lot of pressure to buy felt they had to agree to sign up first, significantly higher²⁷ than the 12% of those who felt no pressure:

²⁶ Table 77

²⁷ At the 95% confidence level

Table 12. Q10b Did you feel that you had to buy the policy before you could see the policy details? (By extent felt pressured to buy at time of purchase)

| Agree/ pressure to buy | I did not feel pressurised into buying it | I felt a little or a lot pressure to buy it |
|--|---|---|
| <i>N=</i> | 110 | 59 |
| Yes I felt I had to agree first | 12% | 41% |
| No, I did not feel that | 77% | 44% |
| Not relevant – I had already researched it | 9% | 8% |
| Don't Know | 2% | 7% |
| Total | 100% | 100% |

Base = 405. All bought direct insurance last six months

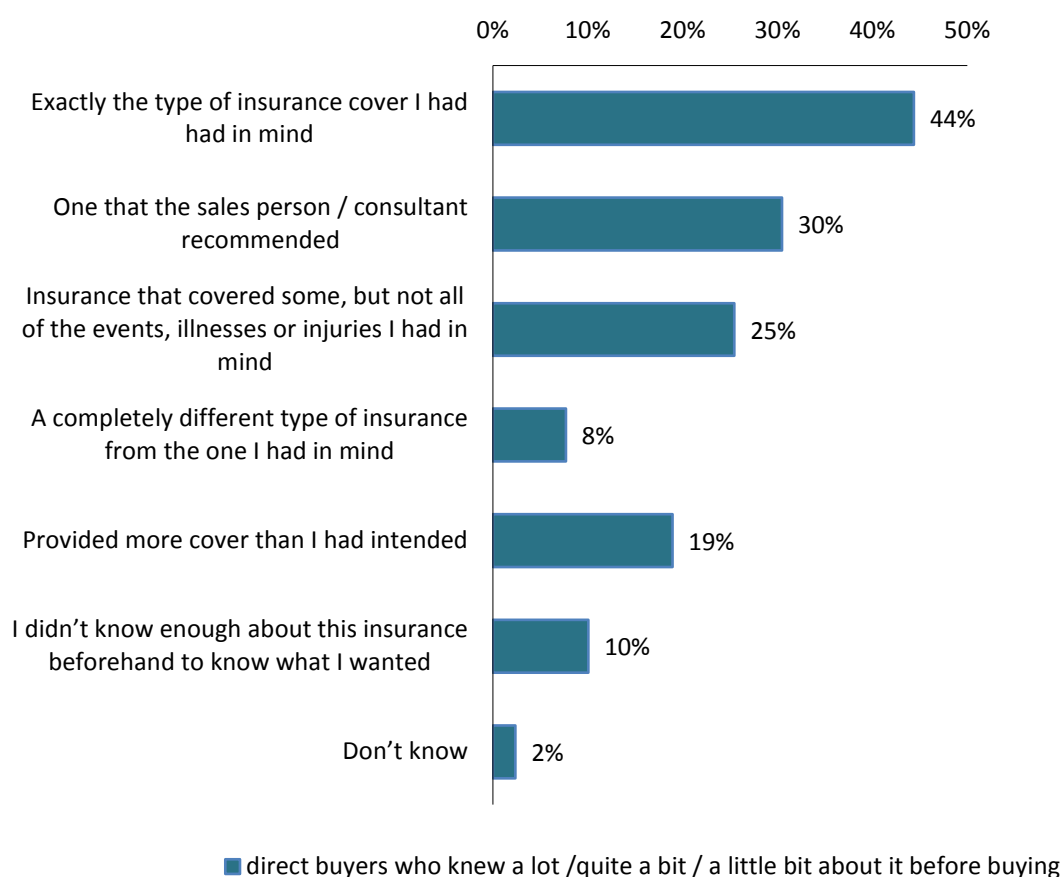
One person explained how they handled this requirement: the insurance provider wanted them to agree a payment date within the next four weeks. If the prospective buyer agreed to start the payment in the next few days, the paperwork would not have arrived before the end of the cooling off period. So the person agreed to a payment date closer to the end of their four week period. Others did not appear to think of such strategies, and organised the payment around their cash flow, such as after their next payday.

DID BUYERS FEEL THEY PURCHASED THE TYPE OF INSURANCE THEY EXPECTED TO?

The research indicates that some people started the purchase process with ideas and knowledge about what they wanted, while others used the purchase process to find out about the options available to them.

Among buyers with some pre-existing knowledge, four in ten (44%) claimed to have bought exactly the type of insurance cover they expected to.

Figure 15. Q16. The policy I chose was



Base = direct buyers who knew a lot about it before I bought it / knew quite a bit about it before I bought it / knew a little bit about it before I bought it N=388. See Table 55 for the underlying data shown in this figure (accessible version).

Three in ten (30%) bought the type of cover the salesperson suggested. Some (25%) bought less than they expected and some (19%) bought more. One in ten (10%) did not have any ideas beforehand.

In product terms, only 19% of TPD buyers bought 'exactly what they had in mind', compared with 44% overall.²⁸

Those who had bought something different from the type of insurance they expected were asked why that had occurred. The results are shown in Table 13. Buyers who went with the salesperson or consultant's suggestion sometimes did so because the salesperson 'tailored' the product or products to suit the person, sometimes because they could afford more and sometimes because they could afford less. These data confirm two earlier themes that have emerged in the research:

1. Some sales staff explained to buyers what the products were, and help them buy, and
2. Buyers' decision processes were often dominated by choosing cover that they can afford.

²⁸Table 129

Table 13. Q17. Reported reason for buying policy that was different to expected (by policy purchased)

| Bought a policy that was different from what expected because... | One that the salesperson suggested | Insurance that covered some, but not all of the events, illnesses or injuries I had in mind | A completely different type of insurance from the one I had in mind | Provided more cover than I had intended |
|---|------------------------------------|---|---|---|
| N= | 100 | 84 | 26 <i>Caution small base</i> | 62 |
| I didn't qualify for the insurance I wanted | 4% | 12% | 27% | 11% |
| I couldn't afford to buy the insurance I wanted | 26% | 40% | 31% | 19% |
| I realised I could afford more types of insurance | 31% | 39% | 50% | 45% |
| I went with what the salesperson / consultant suggested / tailored for me | 39% | 30% | 35% | 34% |
| Some other reason (please specify) | 5% | 0% | 0% | 3% |
| Don't know | 19% | 8% | 12% | 15% |
| Total | 100% | 100% | 100% | 100% |

Base = Bought policy different from expected N=115

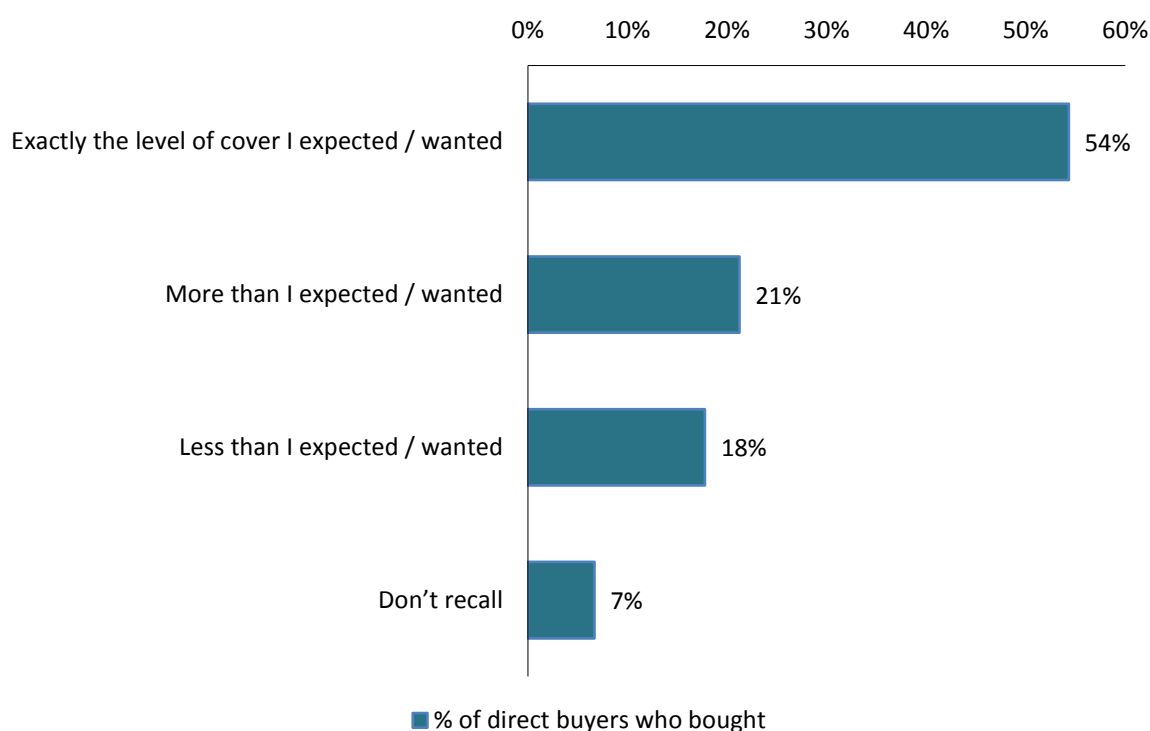
Of those buyers who first received an outbound call ('they phoned me') and who bought a policy type different from what they had expected, half (53%) purchased what the salesperson suggested (compared with 30% of buyers overall).²⁹

DID BUYERS PURCHASE THE LEVEL OF COVER THEY EXPECTED TO?

Turning now to the amount of cover, about half (54%) of buyers said they bought the amount of cover they wanted or expected. Some (18%) said they bought less and some (21%) that they bought more.

²⁹ This is a statistically significant difference at the 95% confidence level. Refer Table 88

Figure 16. Q19. The cover (the amount it pays) is



Base= N=405. All bought life insurance last six months. See Table 57 for the underlying data shown in this figure (accessible version).

The only significant difference in product terms was income protection: 39% of income protection policy buyers bought the level of cover they expected or wanted compared with 54% overall³⁰. They were more likely than others to have bought less cover than they originally wanted.

Half (50%) of the people who bought a policy that pays less than they expected or wanted did so at the salesperson's suggestion. Table 14 shows this – the first column of data are the people who bought less than they expected or wanted and the last column is data from people who bought more.

³⁰Table 133

Table 14. Q19. Reason for buying policy that was different to expected (by policy purchased (by the cover that the policy would pay)

| I took out this level of cover because | Less than I expected / wanted | More than I expected / wanted |
|---|-------------------------------|-------------------------------|
| N= | 72 | 86 |
| The salesperson suggested I take out this amount and it seemed right for me | 50% | 33% |
| I couldn't afford the level of cover I wanted | 36% | 20% |
| I realised I could afford more cover than I originally planned | 22% | 37% |
| I realised I didn't need such a high level of cover | 15% | 23% |
| Some other reason (please specify) | 4% | 0% |
| Don't know | 3% | 6 |
| Total | 100% | 100% |

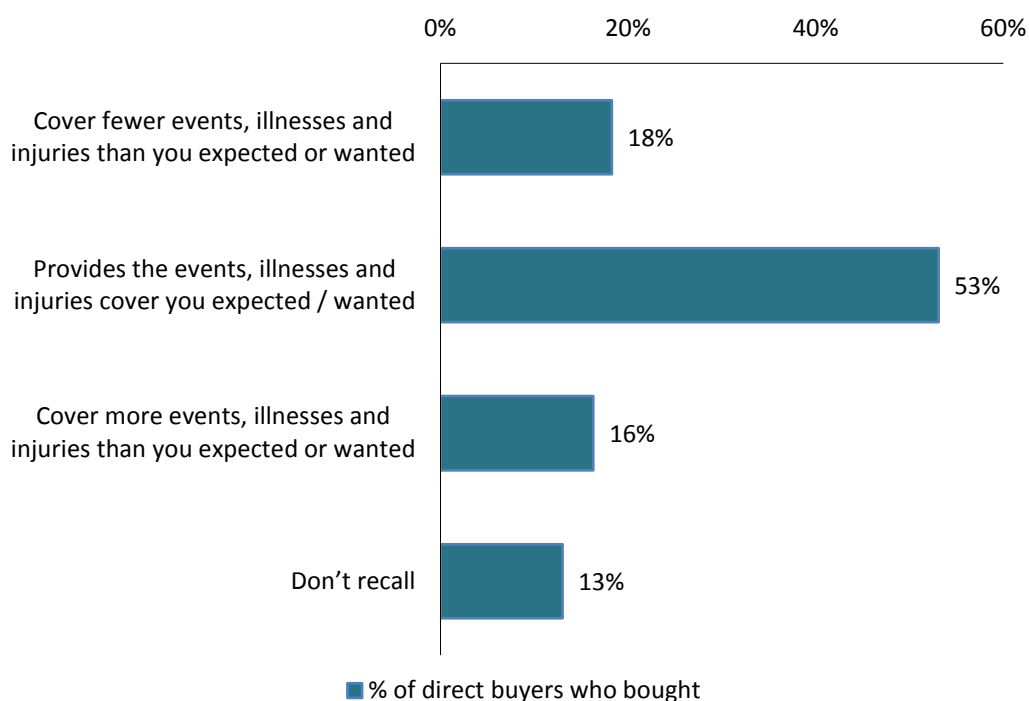
Base= all direct buyers who bought a policy that pays more or less than expected or wanted N=158

Similar proportions bought a policy that pays more than they expected because of the salesperson's suggestion (33%) but also because they realised they could afford it (37%). When interpreting this table, note the finding from the qualitative research – that many people were vague about what they wanted and how much it might cost.

DID BUYERS BUY COVER FOR THE ILLNESSES, EVENTS, AND INJURIES THEY EXPECTED TO?

The situation is the same for people choosing the events, illnesses and injuries they wanted to cover. Over half (53%) said they bought a policy for exactly the events or illnesses they expected or wanted, with some reporting buying less (18%) and some more (16%).

Figure 17. Q20a Thinking about the events, illnesses or injuries you are covered for. Does your policy:



Base= N=405. All bought life insurance last six months. See Table 59 for the underlying data shown in this figure (accessible version).

People who covered more events or illnesses than expected did so because they could afford it (53%) or because it was suggested to them (45%). Those who bought less cover either could not afford what they wanted (38%) or were following a salesperson's suggestion (43%).

Table 15. Q20b. Reason for taking a policy that covers fewer/ more events, illnesses or injuries

| Events and illnesses | Cover fewer events, illnesses and injuries than you expected or wanted | Cover more events, illnesses and injuries than you expected or wanted |
|--|--|---|
| N= | 74 | 66 |
| The salesperson suggested I take out this type of cover and it seemed right for me | 43% | 45% |
| I couldn't afford the cover I wanted | 38% | 14% |
| I realised I could afford more cover than I originally planned | 15% | 53% |
| I realised I didn't need as much cover as I thought | 8% | 17% |
| Some other reason (please specify) | 4% | 2% |
| Don't know | 5% | 6% |
| Total | 100% | 100% |

Base= direct buyers who took out cover for less or more illnesses or events than expected/wanted N=140

DECISIONS MADE ABOUT TYPE AND COVER BY PEOPLE WHOSE FIRST CONTACT WAS AN OUTBOUND CALL

There were differences between those whose first contact was an outbound call and those who first contacted the provider themselves. In general, those who received a call (outbound) were more likely to follow the salesperson's suggestion, even when they had some knowledge of the products. This is shown in Tables 16 to 18 that follow.

Table 16 shows the proportion of buyers who self-assessed as knowing a lot, quite a bit, or a little about the type of insurance they wanted, who selected the statement *'The policy I chose was one the salesperson recommended'* in response to the question about choosing type of insurance. The table compares the responses of customers whose first contact was a phone call that they made to the provider (inbound) compared with customers whose first contact was an outbound call they received from the provider. As shown, just under half (47%) of those who received an outbound call reported that they chose the policy because of the salesperson's recommendation, compared with 30% of people who made an inbound call. This is a statistically significant difference at the 95% confidence level.

Table 16. Q16. Reason for policy chosen (by channel of first contact)

| Chose policy type because | First contact was inbound | First contact was outbound |
|---|---------------------------|----------------------------|
| N= | 109 | 73 |
| The policy I chose was one the salesperson recommended. | 30% | 47% |

Base = Before buying, knew a little, quite a bit or a lot.

Among those who bought a policy that pays more or less than they expected or wanted, 60% who received an outbound call reported the salesperson suggested the amount, compared with 38% who made an inbound call.

Table 17. Q20. Reason took out the level of cover on this policy (by channel of first contact)

| Reason bought a policy which pays a different amount | First contact was inbound | First contact was outbound |
|--|---------------------------|----------------------------|
| N= | 39 | 30 |
| The salesperson suggested I take out this amount and it seemed right for me. | 38% | 60% |

Base: Bought amount of cover that was less or more than expected.

Among those who bought cover with fewer or more events or illnesses etc. than expected, 64% of people receiving an outbound call said the salesperson suggested the cover, compared with 51% who made an inbound call.

Table 18. Q20B Reason for taking out a policy that covers fewer/ more events, illnesses or injuries

| Reason bought cover that offered fewer or more illnesses or events | First contact was inbound | First contact was outbound |
|---|---------------------------|----------------------------|
| N= | 37 | 33 |
| The salesperson suggested I take out this type of cover and it seemed right for me. | 51% | 64% |

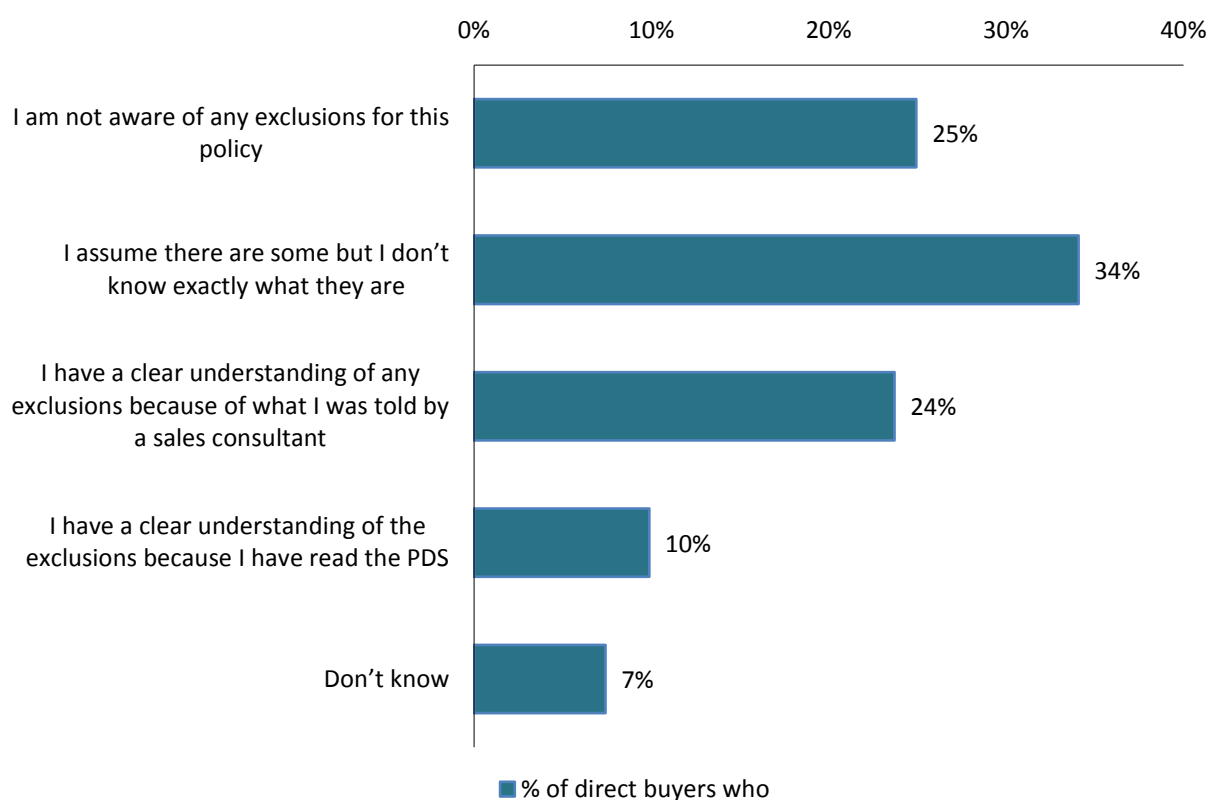
Bae = Bought cover with fewer or more events, illnesses etc. than expected.

AFTER THE SALE

WHAT DO DIRECT BUYERS KNOW OR BELIEVE ABOUT THEIR POLICY EXCLUSIONS?

Figure 18 summarises what people knew or believed about their policy exclusions. One quarter (25%) of direct buyers reported they were not aware of any exclusions for the policy they bought and a further 34% said that they assumed there were some exclusions but did not know exactly what they were. One in four (24%) buyers reported they had a clear understanding of the exclusions because they had been told them by a sales consultant and 10% reported they did because they had read the PDS.

Figure 18. Q22. What direct buyers knew or believed about their policy exclusions and limits



Base= N=405. All bought life insurance last six months. See Table 62 for the underlying data shown in this figure (accessible version).

The results of qualitative interviews supported the finding that buyers' knowledge of exclusions seemed poor. When asked specifically about exclusions, some simply did not know while others just assumed there were some:

'I don't know. I am sure there are.' (Term life and trauma insurance. She phoned them. Female aged 43.)

'Exclusions there were some, but I can't remember.' (Term life. Online. Female aged 47.)

Some recalled that use of 'recreational drugs' had been mentioned as had suicide within 13 months of taking out the policy. However, there was no mention during these interviews of the exclusion of pre-existing conditions.

There were no significant differences between buyers of the different products or users of the different channels in these terms.

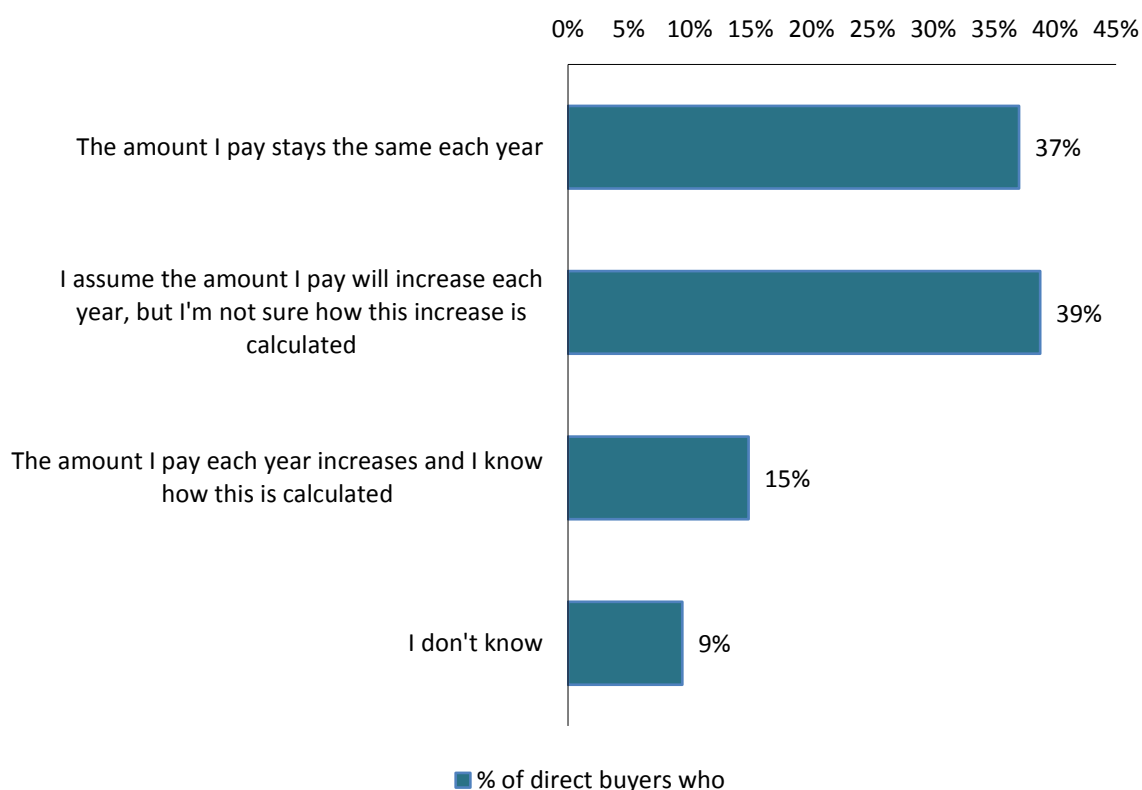
WHAT DO DIRECT BUYERS KNOW OR BELIEVE ABOUT THEIR PREMIUM?

Survey respondents were asked: 'Thinking about what you pay for your policy (that is, the premium), which of these statements is true?

1. The amount I pay stays the same each year
2. I assume the amount I pay will increase each year, but I'm not sure how this increase is calculated
3. The amount I pay each year increases and I know how this is calculated
4. I don't know'

The results are shown in Figure 19. Note that the survey method did not allow us to verify the type of premium option they actually had.

Figure 19. Q21. What direct buyers knew or believed about their policy premium



Base= N=405. All bought life insurance last six months. See Table 61 for the underlying data shown in this figure (accessible version).

Four in ten (39%) believed that their premium would increase but they did not know how the increase would be calculated. One buyer recalled that *'It can vary without them letting us know.'* (Term life and Funeral insurance. They phoned her. Female aged 37.)

'It goes up but they all do.' (Term life and funeral insurance. Online and he phoned them. Male aged 60.)

Another could not say what would happen to her premium.

'It's been steady so far. I am not sure (if it will increase).' (Income Protection. Branch. Female aged 38.)

One person tried to find out, but was not successful:

'I tried to get a guesstimation of how much it would go up. I wanted to get a rough idea of the maximum it could go to, or an average. I am all about budgeting. It was hard to get an answer.' (Life Insurance and income protection. She phoned them and online. Female aged 36.)

Only one person in the qualitative interviews used the same language as the insurance providers to describe premiums, e.g. *'it goes up in steps I believe'*. (Trauma, income protection, Child Cover. Branch. Female aged 28.). One reported it would go up *'by age'*. (Term life, Funeral insurance. Online and they phoned her. Female aged 18-29.) and another that it would go up with inflation (Term life and trauma insurance. She phoned them. Female aged 43.)

Buyers’ focused on the affordability of the premium now rather than what might happen to the premium in the future. In fact many commented that the reason they decided to take out the policy was that it was within their current budget.

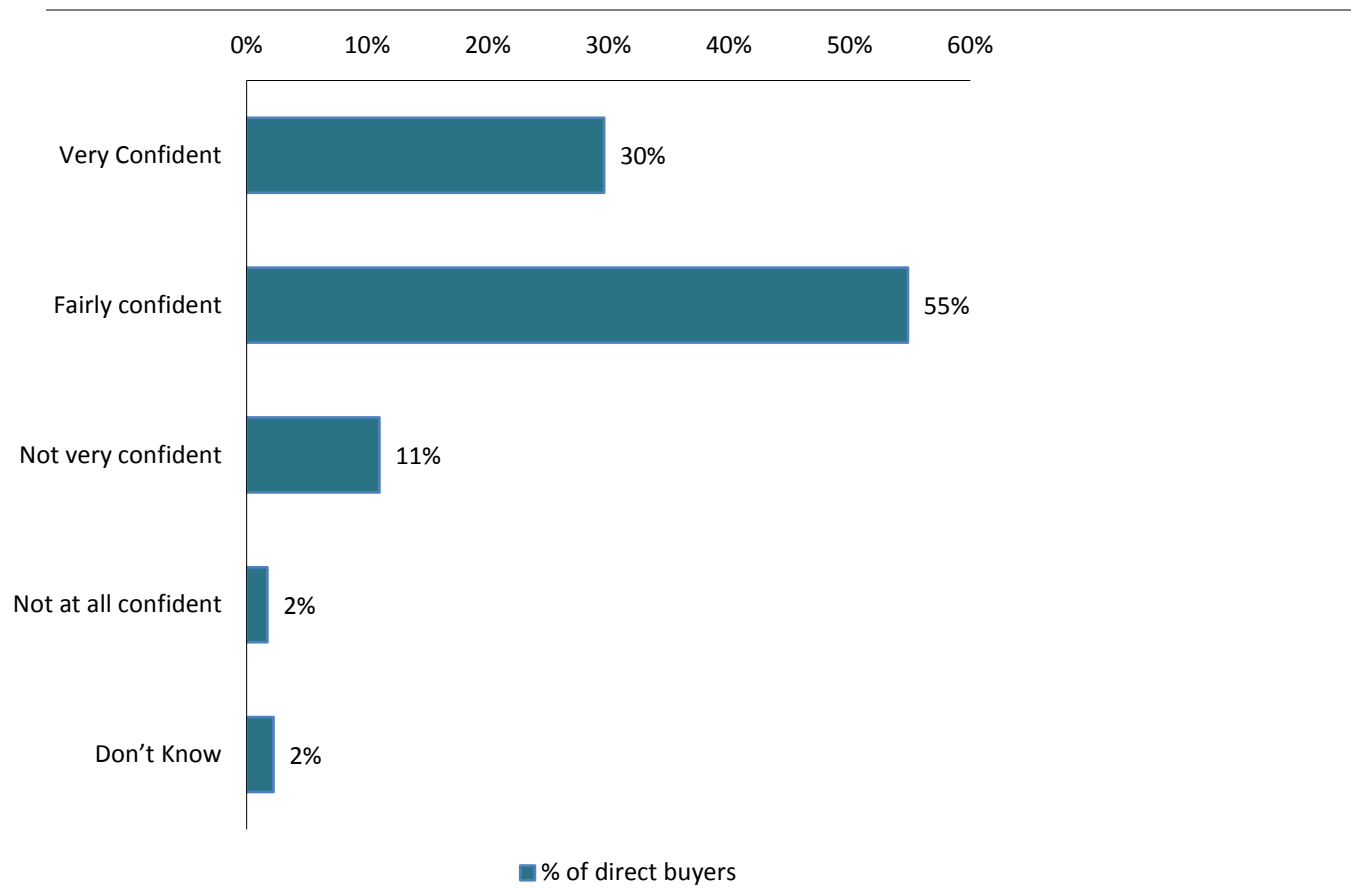
One woman’s premium had already gone up about four months after taking the policy, which she had not expected (*Trauma Cover, accidental death and terminal illness, and funeral insurance. They phoned her. Female aged 37.*)

This pattern is true for all products, channels and demographic segments.

WHAT DO DIRECT BUYERS NOW THINK ABOUT THEIR INSURANCE PURCHASE?

The survey asked direct life insurance buyers how confident they were that they had bought the right policy. The results are summarised in Figure 20. Over half (55%) reported being ‘fairly confident’, with the next largest proportion ‘very confident’ (30%). Thirteen percent (13%) of buyers indicated they were not very or not at all confident that they had purchased the right policy and a further 2% were unsure.

Figure 20. Q5a Confidence bought the right policy



Base= N=405. All bought life insurance last six months. See Table 36 for the underlying data shown in this figure (accessible version).

The survey data showed that confidence did not vary significantly by channel or by product. It did show that the least confident were those with higher degrees - 18% of buyers with a post-graduate degree reported being 'very confident' compared with 49% of buyers with Year 10 or lower levels of education.³¹

The survey included an open-ended question which asked people why they had this level of confidence.³² The responses are summarised below.

Of buyers who were very confident they had bought the right policy, 26% cited the policy fits with my needs/ has the features/ cover I want, 13% the reputation of the provider and 10% the customer service they had received as explanation for their confidence. In the qualitative research, those buyers who felt they had done enough research before purchasing tended to describe themselves as 'very confident'.

It seems that this confidence results in peace of mind. For some buyers this peace of mind comes from the fact they are no longer worried that they will leave their family in debt when they die, or struggle to pay the mortgage if they are too sick to work.

Buyers who reported being fairly confident they had bought the right policy were less definitive when providing an explanation for how they felt after their purchase. In the qualitative research some buyers explained that they were 'fairly confident' because they thought they believed they had done the right thing but generally distrusted the category 'you hear stories about insurance.' (Term life and funeral insurance. Online and they phoned her. 18-29.)

'I looked at multiple policies. I wasn't 100% sure which one was best for me. On paper it looked the best, but I have questions ...unless the event happens it's not always clear.' (Income protection. Online and he phoned them. Male aged 43.)

Buyers who reported being not very confident they had purchased the right policy were often (45%) unable to provide an explanation for their feelings. In the qualitative research, people who were not confident described the process of buying direct as 'mind-blowing' (Term life. Online. Female aged 47.) Some said they lacked confidence because of the complexity of the products and the offers; others found themselves buying products they did not really understand at the same time as trying to predict what 'might' happen to them in the future.

'It's a bit of a guess isn't it?' (Term life, Funeral insurance, Trauma. She phoned them. Female aged 56.)

'I am not confident whether I have enough, whether it covers everything? I am not 100% sure.' (Term life. Online. Female aged 47.)

'Is it enough? Do I have the right policy? Does it cover everything?' (Term life. Online. Female aged 47.)

Another was unsure what might happen and how much money she would need:

'I don't know what tragedy will happen to me and how severe the bad thing will be. Would the cover be enough?' (Term Life. Online. Female aged 30-39.)

Just over one in ten (12%) survey respondents reported they were not very confident said that they felt they should have done more research³³. While this sentiment was reflected in the qualitative research, buyers explained that at the time they felt that the 'normal' thing to do was make the decision in the way they made it. They felt that it would never be possible to know whether the decision was right or not, and so for some the choice they had made without doing any research was 'good enough'. (Term life. Online. Female aged 47.)

³¹ Table 149

³² Table 104. Note that the quality of response to this question was poor in many cases.

³³ Table 38

BUYER PERSONAS

One of the stated objectives of the research was to understand direct buyers' path to purchase. To meet this objective, the report concludes with a description of three 'personas' that emerged from the qualitative research. The personas represent three different paths to purchase: a methodical path, a practical path and an emotional path. These personas have been constructed based on the researchers' interpretation of the qualitative results and not on the survey outcomes. Their purpose is to illustrate the range of approaches to buying based on respondents' self-reported behaviour and perceptions. In addition, the personas are not intended to be mutually exclusive reflections of individuals; indeed, some individuals may have features of each of these personas in different ways at different points.

The difference between the personas is in the language buyers used to describe themselves and their experiences. Depicting personas in this deliberately simplified way helps to make the point that people experience the direct life insurance industry's procedures and processes differently. What suits one persona type may not be suitable for another. In the qualitative sample, the three personas were roughly evenly represented.

The three personas are: methodical buyers, pragmatic buyers, and emotional buyers:

Figure 21. Three different approaches to buying life insurance directly.



The Methodical buyer



The Pragmatic buyer



The Emotional buyer



The persona labelled 'Methodical' represents someone who reported taking a staged and 'methodical' or 'logical' approach to buying insurance. These buyers wanted to take their time over the purchase, and used more than one channel to do so.

- Step 1. They first used channels to find out about the product they were buying and made sure that they were not making the decision emotionally, or in haste. First they did some preparatory research online starting with an internet search and then went to a comparison site or to specific providers' sites. Then they made a phone call or two to providers. This process taught them the broad differences between policy types and some differences between brands in terms of the cover provided.
- Step 2. Their second step was to focus on one brand in detail, perhaps by phone, online or in a branch. They went into this with a relatively resolute mindset and may have told the salesperson that they would not make the actual purchase that day. The provider may have explained in detail about any additional types of insurance during this call. Methodical buyers appreciated salespeople's efforts to explain.
- Step 3. The third step was to go away and think about their need for the different insurance policies, try to be specific about the kinds of expenses that might need to be covered, and then buy or decide not to buy.

These buyers benefitted from the ability to have a phone conversation with the provider once they had gained some knowledge online. They appreciated being able to ask specific questions. They appreciated it when providers waited before calling them back but felt pressured if a provider made repeated calls. They generally rejected gift cards and other incentives, seeing them as unhelpful inducements.



Buyers described as **'Pragmatic'** considered buying insurance to be a 'practical' and relatively straightforward affair. They deliberately chose the easiest path to purchase to 'get it over with':

- Step 1. An initial quite brief 'look and see' perhaps through an internet search.
- Step 2. Next they made a decision about what they could afford.
- Step 3. Then they approached a provider. In some cases, these buyers bought exactly what they set out to buy. However, there were occasions when they changed their mind during the sale, particularly when buying additional types of insurance that they had not thought about before. They typically paid much less attention to these additional products than they did to the original policy type because they wanted the process over with as soon as possible. What primarily mattered was how much the additional policies cost.

Online purchasing suited these customers, though some made an inbound call rather than go online, out of personal choice.

'I should get this done. I try not to get too emotional about it.' (Life insurance and TPD. Online and outbound call. Female aged 36.)

'I just chose the lowest one (i.e. the cheapest). It's better than nothing. It will be enough.' (Term Life. Online. Female aged 30-39.)



Emotional buyers described their experiences buying insurance in emotional terms. Some also appear to have been influenced by emotional appeals during the sales process. For them, the purchase was not just a practical matter of covering the mortgage repayments. They wanted to '*leave something for the kids*'. Some also bought because they '*couldn't say no*'. These buyers generally bought in a single step.

- Step 1. Some called one provider about a product they had seen advertised, such as income protection or term life, but without looking at any other providers or comparison sites. Others answered an outbound call. In each case, these buyers had a relatively vague goal such as 'doing something for the children if something happens to me'. They reported deciding to take the insurance during the call partly because they enjoyed interacting with the salesperson with whom they had established some rapport and did not want to disappoint them. It was also partly to deal with their anxiety about not doing enough for their family. Some bought more than one product during this process and some bought products they already had policies for.

The driver for some emotional buyers was that the purchase reflected their sense of identity, for example for some women that they were being a 'good mother' or a responsible citizen by leaving something for their children. This was especially the case for life insurance, but was true of trauma insurance too to some degree.

Some of these buyers found the sales process to be difficult, because of how they responded to the sales call and tactics such as gift cards. Some of the calls took an hour or more, with some buyers saying that the only way to end the call was to agree to the insurance.

APPENDICES

APPENDIX A: RESEARCH METHOD

One of the key considerations when choosing the appropriate research method for this project was the relatively low incidence of buying direct life insurance. This was one of the main reasons for conducting the quantitative stage first, as it enabled us to use the survey to identify people who were eligible for the qualitative stage. It was also the primary reason for conducting the survey online.

A second key consideration was how to gain access to customers' experiences of the sale and purchase process. It clearly had to be after the purchase had occurred, which raised concerns about how well buyers would remember the experience. We solved this in two ways. The first was to focus on 'last six months' experiences and the second was to ensure that the questions were suitable for such a time frame. For example, it is feasible to ask a recent buyer how the initial contact was made, and also to ask how confident they now are about their purchase.

Detail about the three stages follows:

STAGE 1. COGNITIVE TESTING

After developing the questionnaire in consultation with ASIC, Susan Bell Research conducted 11 cognitive interviews to pilot the survey. These were conducted by webcam. Recruitment for the cognitive interviews was conducted by Q&A Market Research, using their own panel. Participants were given a cash incentive.

Interviews took about 45 minutes. The process was for respondents to answer the survey questions and 'think aloud' about how they were answering the questions and any problems they experienced as they did so.

The sample for these interviews was people who have bought direct life insurance including term life, trauma, TPD and income protection in the last six months. There was a mix of people who bought on the phone, online or via a branch.

This stage ended with a written report and verbal debrief. The questionnaire was revised based on the lessons learnt from the pilot.

STAGE 2. ONLINE SURVEY

Online survey method

Q&A Market Research were then commissioned to test and run the online survey on behalf of Susan Bell Research, using the Pure Profile market research panel. Participants were incentivised by Pure Profile.

The survey was live for 2 weeks.

The survey was in two parts: a set of screening questions and then detailed questions about direct purchasing of life insurance. The initial screening questions were answered by 10,505 people. The detailed questions were answered by N=405 people. To qualify for the full survey (i.e. the 405 people) all had claimed that they had purchased life insurance that is life cover, trauma cover, TPD or income protection, directly in the last six months.

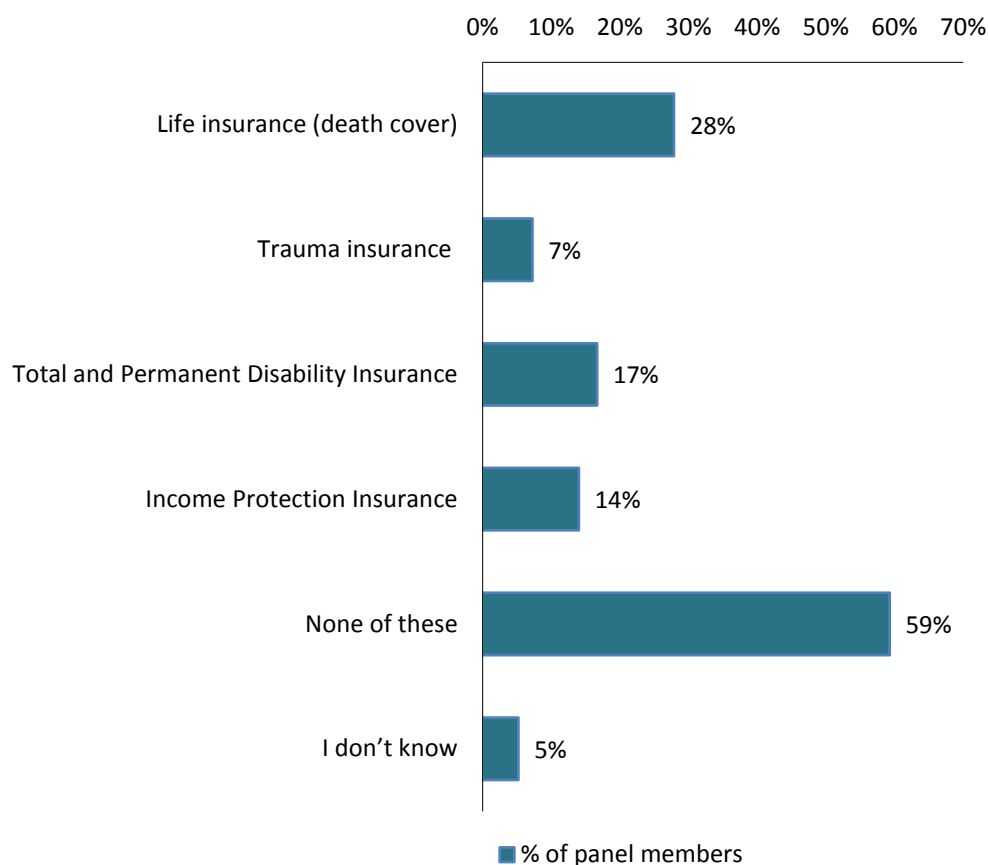
Data processing procedures were consistent with ISO 20252. All code frames were created and then applied by researchers working with Susan Bell Research.

The survey sample

Incidence data

In order to conduct the survey, Pure Profile first contacted 10,505 panel members to ask them about the life insurance policies they owned. Of the 10,505 panel members 28% said they had term life cover, 7% trauma cover, 17% TPD, and 14% income protection insurance.

Figure 22. Q1. Which of these types of insurance policies do you have? Tick all that apply



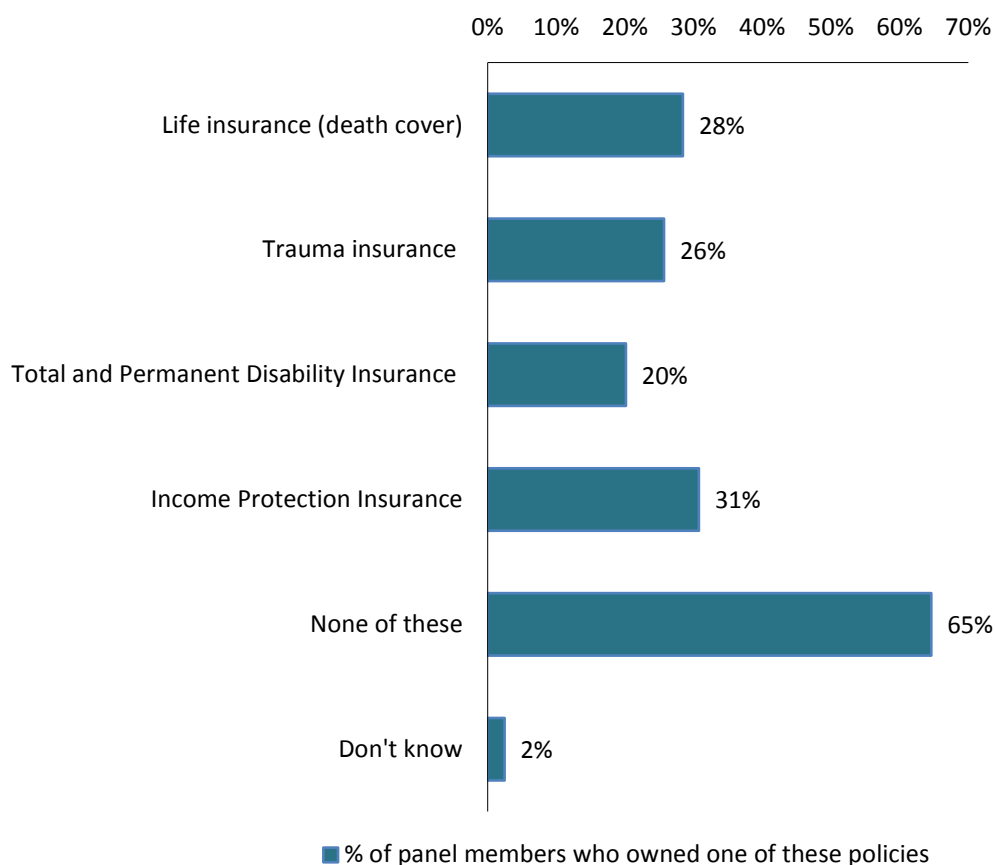
Base = 10,505 Pure Profile panel members. See Table 26 for the underlying data shown in this figure (accessible version).

Six in ten (59%) had none of these, and 5% did not know. These panel members answered no more questions in the survey.

Those with one or more of these types of insurance were asked whether they had bought them in the last six months.

Figure 22 shows that 65% said they had bought *none* of the policies they owned in the last six months, and 2% did not know, therefore 33% had claimed to have done so.

Figure 23. Q1. Which of these types of insurance policies bought last six months? Tick all that apply INCIDENCE DATA³⁴

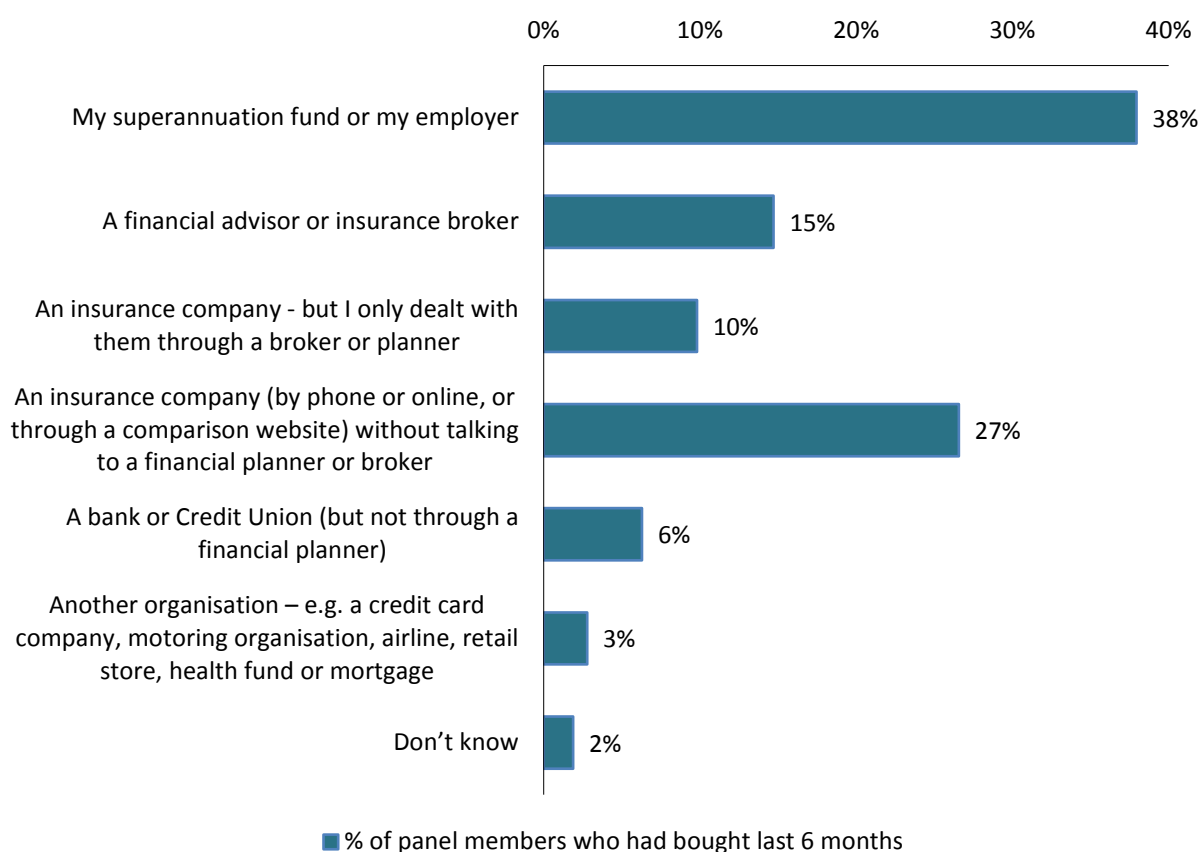


Base = 3728 panel members who owned one or more of the policies. See paragraphs above and below figure for a description of the data underlying this figure (accessible version).

Panel members who had bought in the last six months were then asked where they had bought the policy from. One in four (27%) said they had purchased through an insurance company but not through a broker or planner, 6% had done so through a bank or credit union but not through a financial planner or broker, 3% through another organisation such as a credit card company or motoring organisation.

³⁴ Note that this chart shows the incidence of ownership of these policies among the population (regardless of when purchased or channel used)

Figure 24. Q1. Insurance policies bought last six months – bought from ... INCIDENCE DATA



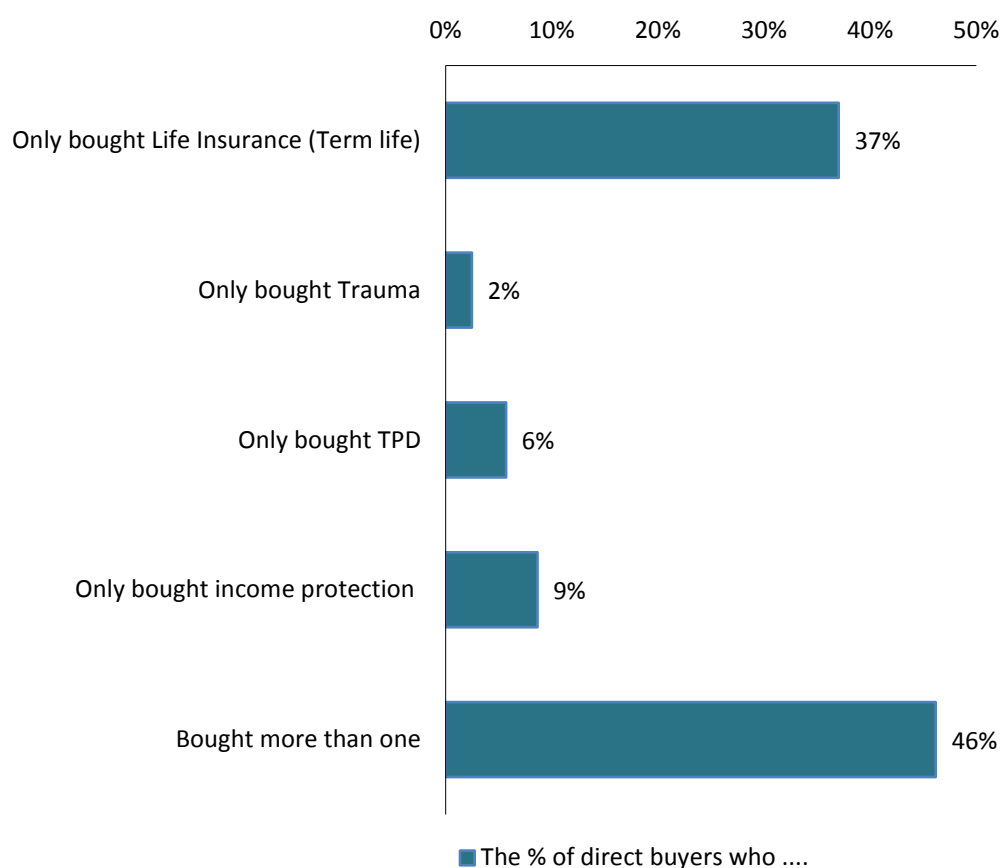
Base = 1233 panel members who had bought one or more of the policies in the last six months. See paragraphs above and below figure for a description of the data underlying this figure (accessible version).

All of the people (n=440) who bought from these sources qualified for the full survey. Some of those did not complete the survey, so the final sample for the full survey was n=405.

The sample who completed the full survey

Of the 405 direct buyers who took part in the full survey, 46% had bought more than one of these policies directly in the last six months, either at different times, the same time or bundled.

Figure 25. The proportion of direct buyers who only bought one policy or bought more than one (all direct last six months)

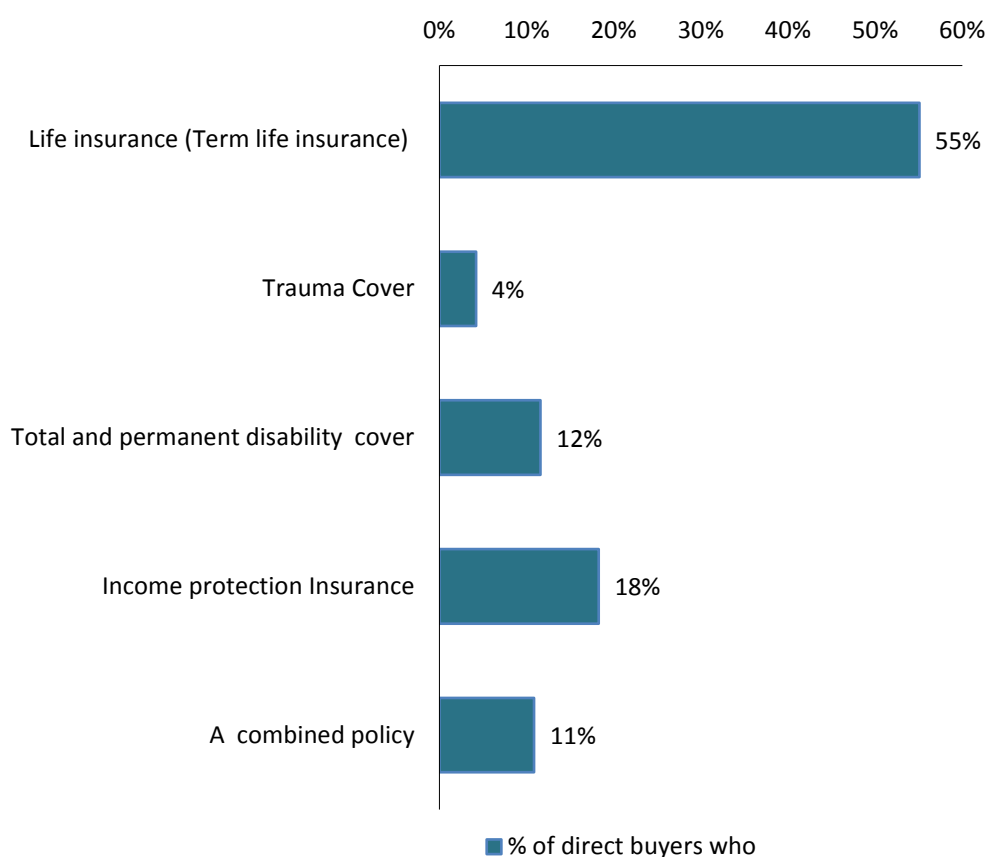


Base = all direct buyers N=405. See paragraphs above and below figure for a description of the data underlying this figure (accessible version).

The chart also shows the proportions of the sample who had only bought term life insurance direct in the last six months (37%), only bought trauma (2%), only bought TPD (6%) and only bought income protection (9%).

Participants who had bought more than one policy were asked to choose to answer about one of the policies they had purchased directly in the last six months, with the option of choosing 'combined' if they wished. Figure 26 shows that 55% of the sample answered the survey about the life insurance policy they had purchased directly in the last six months.

Figure 26. The proportion of the sample surveyed about each product



Base = 405. All bought direct insurance last six months. See Table 32 for the underlying data shown this figure (accessible version).

Life insurance buyers were asked whether their policy covered death from an accident, illness or both and 17% stated that their policy was accident only.³⁵ Where we discuss life insurance, we cover both types.

Tables 19 to 24 describe the demographic profile of the sample for the online survey.

Table 19. Gender of direct buyers

| Gender | Total |
|-------------------|----------------|
| Male | 31% |
| Female | 67% |
| Other | (Less than 1%) |
| Prefer not to say | 1% |
| TOTAL | 100% |

Base= N=405 All bought life insurance last six months

Most direct buyers were under 40. As can be in Table 20, 28% were aged between 18 and 29 and 38% were aged between 30 and 39.

³⁵Table 29

Table 20. The age of direct buyers

| Age | Total |
|-------------------|-------------|
| 18 to 29 | 28% |
| 30 to 39 | 38% |
| 40 to 49 | 13% |
| 50 to 59 | 11% |
| 60 to 69 | 7% |
| 70 plus | 2% |
| Prefer not to say | 1% |
| TOTAL | 100% |

Base= N=405. All bought life insurance last six months

Many were parents. Two in ten (21%) had mostly preschool children at home, 23% had mostly school aged children and eight percent mostly older children.

Table 21. The household composition of direct buyers:

| Household | Total |
|--|-------------|
| Single person of any age living alone or in shared accommodation | 18% |
| Young couple no children | 15% |
| Couple or single parent with mostly preschool children | 21% |
| Couple or single parent with mostly school aged children | 23% |
| Couple or single parent with mostly older children | 8% |
| Couple or single parent with no children living at home | 10% |
| Other | 3% |
| Prefer not to say | 2% |
| TOTAL | 100% |

Base= N=405. All bought life insurance last six months

Most had a post school education, that is 26% had a trade qualification, 29% had a bachelor degree and 15% had a post graduate degree. However 12% had Year 10 education or less.

Table 22. The highest level of education achieved by direct buyers

| Education | Total |
|--------------------------------------|-------------|
| Primary / Year 10/School Certificate | 12% |
| Year 12/Higher School Certificate | 17% |
| Trades Certificate/Diploma | 26% |
| University degree | 29% |
| Post graduate degree | 15% |
| Prefer not to say | 1% |
| TOTAL | 100% |

Base= N=405³⁶. All bought life insurance last six months

³⁶ ibid

These direct buyers were working in occupations ranging from the professions to clerical work and sales. However, 27% were out of the paid work force (home duties, retired, student or NewStart or the Disability Support Pension).

Table 23. The occupation of direct buyers

| Occupation | Total |
|---|-------------|
| Professional e.g. lawyer, accountant, GP | 15% |
| Management / Director | 8% |
| Business Owner/Self-employed | 7% |
| Contractor | 2% |
| Office worker/clerical/administration | 13% |
| Retail/Sales | 9% |
| Skilled and unskilled trade | 7% |
| Home duties | 14% |
| Retired | 6% |
| Student | 4% |
| On NewStart or Disability Support Pension | 3% |
| Other (please specify) | 7% |
| Prefer not to say | 5% |
| TOTAL | 100% |

Base= N=405. All bought life insurance last six months

Most (60%) of those who said they were working were working full time.

Table 24. Working status of direct buyers who said they were working

| Working status | Total |
|-------------------|-------------|
| Full time | 60% |
| Part time | 28% |
| Casual | 10% |
| Prefer not to say | 2% |
| TOTAL | 100% |

Base= All bought life insurance last six months (who stated they were working N= 282)

STAGE 3. QUALITATIVE RESEARCH

N=20 people from the online survey then took part in qualitative depth interviews by phone. These interviews were recruited by Q and A Market Research and conducted by Susan Bell Research. They each took about 30 minutes. The cash incentive was provided by Pure Profile.

The sample was selected to cover the relevant channels and products. Some people who had bought only funeral insurance not life insurance as they had originally stated were interviewed but not included in the sample of 20 for this report.

The qualitative sample was deliberately structured to reflect the findings of the quantitative survey. All the channels were covered as were a range of demographics. Screening questions also ensured that the sample included people who

- Got what they wanted
- Bought a policy with less cover than they planned
- Bought more than they expected to
- Were very confident they had bought the right policy

- Were fairly confident they had bought the right policy
- Were not very/ not all confident they had bought the right policy
- Felt 'a little pressure' during the purchase experience
- Felt 'a lot of pressure' during the purchase experience

The interview was 'journey' focussed. We asked participants to tell us their story of their purchase came about in their own words. The Susan Bell Research sensemaking framework was also used to add insight to these interviews.

Table 25. The sample for the qualitative research

| Product bought (multiple) | N= |
|---------------------------|----|
| Life | 9 |
| Trauma | 3 |
| TPD | 4 |
| IP | 6 |
| Gender | N= |
| Female | 15 |
| Male | 5 |
| Age | N= |
| Under 40 | 12 |
| Over 40 | 8 |

FIELDWORK DATES

- Dates for the cognitive interviews: Late August and early September 2017
- Dates for the online survey: 15th to 29th October 2017
- Dates for the qualitative research: 7th to the 17th February 2018.

Transcripts of the qualitative interviews are stored de-identified. The quantitative data has also been de-identified.

The research conducted met the standards of the Australian Market and Social Research Society's Code of Professional Behaviour, and also ISO 20252.

LIMITATIONS OF THE RESEARCH METHOD

- The small incidence of direct buyers and the nature of online panels make it difficult to claim that the sample for the online study is representative of the population.
- Qualitative results cannot be projected on to the total population because of interview method, sample selection and sample size.
- Some of the questions in the survey and qualitative research require people to 'self-report' their own knowledge, behaviour and expectations. Each of these is potentially prone to failings of memory. People may also choose to present themselves in the best light possible. Other biases may also have been present during the survey.
- Note that statistically significant differences have been identified in the report either as a footnote, or through shading in the table.

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CHARTS AND TABLES – TOTAL SAMPLE

A note on terminology.

The survey used the term ‘life insurance (death cover)’ to describe term life insurance. This wording is used in the Tables and Charts in this section. In the written report, we describe the findings as ‘term life insurance’. Accidental death cover was also included in the ‘term life’ category even though its cover is much more limited. This section includes analysis of the results among buyers with accidental death policies. There were no significant differences.

Cells highlighted in grey are statistically significantly different from other cells in that row.

Table 26. Q1. Which of these types of insurance policies do you have? Tick all that apply INCIDENCE DATA³⁷

| Type of insurance | % of panel members |
|--|--------------------|
| Life insurance (death cover) | 28% |
| Trauma insurance | 7% |
| Total and Permanent Disability Insurance | 17% |
| Income Protection Insurance | 14% |
| None of these | 59% |
| I don't know | 5% |

Base = 10,505 Pure Profile panel members. This is the data contained in Figure 22.

Table 27. ALL POLICIES OWNED BY PEOPLE WHO BOUGHT DIRECTLY LAST six months Q1. Which of these types of insurance policies do you have? Tick all that apply³⁸

| Type of insurance | % of the sample |
|--|-----------------|
| Life insurance (death cover) | 77% |
| Trauma insurance | 21% |
| Total and Permanent Disability Insurance | 35% |
| Income Protection Insurance | 40% |

Base = 405. All bought direct insurance last six months

Table 28. Q2b. Does your life insurance cover..... (policies owned by people who bought directly last six months) CHOOSE AS MANY AS APPLY

| What the life insurance covers | % of bought term life cover |
|--|-----------------------------|
| Death as the result of an accident or injury | 79% |
| Death as a result of an illness – such as heart attack or cancer | 69% |
| Don't know / not sure | 12% |

Base = 277. All bought life insurance/death cover.

³⁷ Note that this chart shows the incidence of ownership of these policies among the population (regardless of when purchased or channel used)

³⁸ . Note this data could include policies purchased from other channels not just those purchased directly.

Table 29. Q2b. Does your life insurance cover..... (policies owned by people who bought directly last six months) CHOOSE AS MANY AS APPLY

| Accident only or accident and illness | % of bought life insurance/death cover |
|---------------------------------------|--|
| Accident only | 17% |
| Both accident and illness | 72% |
| Don't know | 11% |

Base = 277. All bought life insurance/death cover.

Table 30. ALL POLICIES OWNED BY PEOPLE WHO BOUGHT DIRECTLY LAST SIX MONTHS Q1. Which of these types of insurance policies do you have? Tick all that apply³⁹ - showing the proportions owning more than one

| Bought single or multiple policy types | % of the sample |
|--|-----------------|
| Only bought Life Insurance (Term life) | 37% |
| Only bought Trauma | 2% |
| Only bought TPD | 6% |
| Only bought income protection | 9% |
| Bought more than one | 46% |

Base = 405. All bought direct insurance last six months

Table 31. Q3a – Life insurance products bought directly in the last six months.⁴⁰

| Policy type answered the survey about | % of the sample |
|---------------------------------------|-----------------|
| Life insurance (Term life insurance) | 68% |
| Trauma Cover | 14% |
| Total and permanent disability cover | 23% |
| Income protection Insurance | 31% |

Base = 405. All bought direct insurance last six months. This is the data contained in Figure 2.

³⁹. Note this data could include policies purchased from other channels not just those purchased directly.

⁴⁰This chart shows the policies purchased directly in the last 6 months.

Table 32. Q3a - We would like you to choose one of the policies that you bought in the past six months, to answer questions about. Select one below. ⁴¹

| Policy type answered the survey about | % of the sample |
|---------------------------------------|-----------------|
| Life insurance (Term life insurance) | 55% |
| Trauma Cover | 4% |
| Total and permanent disability cover | 12% |
| Income protection Insurance | 18% |
| A combined policy | 11% |

Base = 405. All bought direct insurance last six months. This is the data contained in Figure 3 and Figure 26.

Table 33. Q3b. Where did you get your policy from? Was it through:

| Source of policy | % of the sample |
|--|-----------------|
| An insurance company by phone or online, or through a comparison website | 75% |
| A bank or credit union | 18% |
| Another organisation – e.g. a credit card company, motoring organisation, airline, retail store, health fund or mortgage | 7% |

Base = 405. All bought direct insurance last six months. This is the data contained in Figure 4.

Table 34. Q4a. Which company

| Main brands mentioned | % mentioning |
|-----------------------|--------------|
| AAMI | 12% |
| Allianz | 9% |
| ANZ | 8% |
| REAL | 8% |
| Medibank | 7% |
| AMP | 4% |
| CommInsure | 4% |
| InsuranceLine | 4% |
| NAB | 4% |
| Freedom Insurance | 3% |
| HCF | 3% |
| Suncorp | 3% |
| AIA | 2% |
| Let's Insure | 2% |
| NRMA | 2% |
| Woolworths | 2% |

⁴¹This chart shows the policies purchased directly in the last 6 months.

| Main brands mentioned | % mentioning |
|--------------------------|--------------|
| American Express | 1% |
| Bank of Queensland (BOQ) | 1% |
| Bendigo | 1% |
| Budget Direct | 1% |
| GIO | 1% |
| MetLife | 1% |
| NobleOak | 1% |
| Qantas | 1% |
| TAL | 1% |
| Virgin | 1% |
| Zurich | 1% |
| Other | 11% |
| Don't know | 2% |

Base = 405. All bought direct insurance last six months

Table 35. Q4b. Why did you take out the policy with (BRAND)?

| Reason | % citing |
|---|----------|
| Affordable /cheap/Good value/good deal | 25% |
| Already a customer | 12% |
| The cover/ benefits | 6% |
| Trusted/ reputation/well known | 6% |
| Recommended by family/friends | 5% |
| Needed that kind of cover/ for safety/reassurance | 4% |
| Best /good deal/ best (unclear why) | 4% |
| For the children/ family | 4% |
| Easy to do | 3% |
| Incentive/ reward | 3% |
| Like them/ great company | 3% |
| Liked their advertising/ saw an ad | 2% |
| They called/offered | 2% |
| For the mortgage/loan | 2% |
| Came with other | 1% |
| They are reliable | 1% |
| Customer service | 1% |
| One year free | 1% |
| Requested by wife/husband/partner | 1% |
| Only one I could get | 0.5% |
| Friendly | 0.5% |
| For my funeral | 0.2% |

| Reason | % citing |
|-----------------------------------|----------|
| Requested by bank | 0.2% |
| Cover even with medical condition | 0.2% |
| Other miscellaneous | 9% |
| No reason/none given | 9% |
| Don't know | 2% |

Base = 405. All bought direct insurance last six months, multiple responses allowed.

Table 36. Q5a Thinking about your [insert type of insurance policy from Q2a/3b], how confident are you that this is the right policy for you?

| Level of confidence | % |
|----------------------|-----|
| Very confident | 30% |
| Fairly confident | 55% |
| Not very confident | 11% |
| Not at all confident | 2% |
| Don't Know | 2% |

Base = 405. All bought direct insurance last six months. This is the data contained in Figure 20.

Table 37. Q5b. And why do you say that? Please tell us below

| Reasons for confidence levels | Very confident | Fairly confident | Not very confident | Not at all confident <i>Caution – small sample</i> | Don't Know <i>Caution – small sample</i> |
|--|----------------|------------------|--------------------|---|---|
| N= | 120 | 222 | 47 | 7 | 9 |
| Policy fits needs/ has features/cover I want | 26% | 19% | 2% | 0% | 0% |
| Unclear (e.g. 'it was good') | 13% | 14% | 9% | 0% | 0% |
| Good price/ best price | 0% | 7% | 13% | 29% | 33% |
| Good reputation | 13% | 5% | 0% | 0% | 0% |
| Don't completely understand insurance/ - can never be sure/don't know how it works | 5% | 8% | 0% | 14% | 0% |
| Researched/compared/shopped around | 7% | 7% | 0% | 0% | 0% |
| Customer service | 10% | 2% | 0% | 0% | 0% |
| Did not research/ did not compare | 0% | 2% | 11% | 0% | 11% |
| Paying too much/ need to check other prices | 3% | 3% | 0% | 0% | 0% |
| Can't be sure until something happens | 0% | 3% | 0% | 0% | 11% |
| Read the fine print/ read it thoroughly | 0% | 2% | 2% | 0% | 11% |
| Not sure it is right/ doubts | 0% | 2% | 2% | 14% | 0% |
| Bank with/ other policies with | 0% | 3% | 0% | 0% | 0% |
| Poor reputation - may not pay claim/ don't trust | 3% | 1% | 0% | 0% | 0% |
| Recommended | 2% | 0% | 2% | 0% | 0% |
| Pressured at the time | 0% | 1% | 2% | 0% | 0% |
| Excludes pre-existing illness | 0% | 0% | 0% | 14% | 0% |
| Other | 23% | 15% | 11% | 0% | 11% |
| Don't Know/ none | 6% | 10% | 45% | 29% | 22% |

Base = 405. All bought direct insurance last six months

Table 38. Q5c. What would have made you more confident?

| What would make you more confident | % |
|--|-----|
| Given more information/explanation/understand more | 12% |
| Doing more research/shopping around more | 7% |
| Cheaper | 6% |
| Speaking to someone who understands the policy detail/my needs | 3% |
| Better cover, better policy | 2% |
| Ability to compare | 2% |
| Recommendation | 2% |
| Being with a better known, more trusted company | 2% |
| Talking face to face | 1% |
| Guarantee that claims will be paid | 1% |

| What would make you more confident | % |
|--|-----|
| Communication from company (phone/email) | 1% |
| Sales process/communication | 0% |
| Salesperson - friendly and transparent | 0% |
| Rewards | 0% |
| Less stringent application process | 0% |
| More flexibility | 0% |
| Other | 24% |
| Nothing/no | 23% |
| Don't Know | 14% |

Base = N=285 All except 'very confident'

Table 39. Q.6a. What was the trigger for you to take out this policy at that time? Tick all that apply

| Trigger | % |
|--|-----|
| A life event such as getting married, getting a mortgage, change of job, having children etc | 38% |
| A call from an insurance sales person | 19% |
| A medical condition | 16% |
| Saw an Ad or a promotion | 23% |
| Something else | 13% |
| Don't Know | 7% |

Base = 405. All bought direct insurance last six months (NB – some of the 'others' have been recoded). This is the data contained in Figure 5.

Table 40. Q6b. And how much had you thought about it before you actually bought this insurance?

| Thought about | % |
|---|-----|
| I'd been doing some research about the options for a little while | 35% |
| I had had it in mind but hadn't done anything about it | 30% |
| I hadn't really thought about it before I bought it | 30% |
| Don't Know | 3% |
| Something else | 1% |

Base = 405. All bought direct insurance last six months. This is the data contained in Figure 6.

Table 41. Q7. IF DONE SOME RESEARCH/HAD IT IN MIND/ SOMETHING ELSE. Which if any of these did you have in mind when you took out your policy? Tick all that apply ROTATE ORDER

| What had in mind | % |
|--|-----|
| It would help with bills if something happened to me | 53% |
| It would be something I could leave for my family | 49% |
| It could help pay for my funeral | 42% |
| The insurance would help to pay the mortgage if something happened to me | 34% |
| I will only need it for a few years | 8% |
| My job required me to have it | 7% |
| I didn't really have anything in mind | 3% |
| Something else (please specify) | 2% |
| Don't know | 0% |

Base = 269. All who had done some research had had it in mind or 'something else'. This is the data contained in Figure 10.

Table 42. Q8. When you took out your policy, which of these –if any – had you thought about? I had thought about ...: (Tick all that apply)

| Had thought about | % |
|---|-----|
| The type of insurance I wanted (e.g. life cover, total and permanent disability cover, income protection or trauma) | 54% |
| The level of cover (the amount the policy pays out) I wanted | 52% |
| How much I wanted to pay (the premium) | 45% |
| What events - like accidents or job loss - that I wanted to cover | 35% |
| The type of illnesses I wanted to cover | 34% |
| That my medical history might affect my policy | 15% |
| None of these | 6% |

Base = 405. All bought direct insurance last six months. This is the data contained in Figure 8.

Table 43. Q9a. Thinking now about your FIRST CONTACT with your insurance provider. How did you make your first contact with the insurance provider for the [insert policy type]? Choose one (ROTATE ORDER)

| First contact method | % |
|--|-----|
| I contacted them online | 35% |
| I phoned them | 27% |
| They phoned me (unsolicited) | 12% |
| They phoned me (after I requested a call) | 5% |
| I went into / was at a branch | 18% |
| They phoned me - don't know if I requested | 1% |
| Don't Know | 2% |

Base = 405. All bought direct insurance last six months. This is the data contained in Figure 11.

Table 44. Q10a IF 'They phoned me' FIRST: Had you asked them to call you?

| If phoned me first | % |
|--------------------------|-----|
| Asked them to call | 26% |
| Did not ask them to call | 68% |
| Don't Know | 5% |

Base = 73 'They phoned me'

Table 45. Q10b. IF- I phoned them or they phoned me FIRST. Did you feel that you had to agree to buy the policy before you could see the policy details?

| Agree first or not | % |
|--|-----|
| Yes I felt I had to agree first | 22% |
| No, I did not feel that | 63% |
| Not relevant – I had already researched it | 11% |
| Don't Know | 4% |

Base = 182 'They phoned me' or 'I phoned them'

Table 46. Q11. IF online IN 9A Did you TICK ALL THAT APPLY

| If online | % |
|---|-----|
| Get a quote online | 74% |
| Use a price comparison website (e.g. Canstar, finder.com.au, iSelect, Choosi or CompareTheMarket) | 34% |
| Also talk to the insurance provider on the phone | 30% |
| None of these | 4% |
| Don't Know | 0% |

Base = 142 Used online. This is the data contained in Figure 12.

Table 47. Q12a This policy was

| Looked at | % |
|--|-----|
| One of a range of policies I looked at before buying | 55% |
| The only one I looked at or reviewed before buying | 37% |
| Don't know / can't remember | 8% |

Base = 405. All bought direct insurance last six months. This is the data contained in Figure 7.

Table 48. Q12b. IF ONE ONLY IN Q12a The main reason I only looked at one policy before buying was

| Main reason looked at only one | % |
|---|-----|
| Don't know/none/don't remember | 12% |
| To get cover quickly / time | 12% |
| Seemed right/ suitable to my needs and situation/circumstances/lifestyle | 11% |
| Have my super/my bank/my insurance co with them/came with credit card/loan | 7% |
| Liked it/ Good/ NO FURTHER INFORMATION GIVEN | 6% |
| Recommended by friends or family | 5% |
| Incentives/offer/promotion/discount | 5% |
| Price NO FURTHER INFORMATION GIVEN | 4% |
| Too much effort/energy to look at more/couldn't be bothered to look at others | 3% |
| Big company/trusted them/well known/advertising | 2% |
| Sales pressure pitch/scare factors | 2% |
| Coverage NO FURTHER INFORMATION GIVEN | 2% |
| Only one who would insure me/no others | 2% |
| Guided by comparison site | 2% |
| Easy/ simple | 2% |
| better premium for what I was getting/value/affordable/cheap | 1% |
| Others have same | 1% |
| It would be overwhelming to look at more/confusing | 1% |
| Best cover | 1% |
| Good service/ customer service | 1% |
| Convenient | 1% |
| Because they contacted me and I was ready | 1% |
| Other | 21% |

Base = 150. 'The only I looked at'

Table 49. Q12c. IF ONE OF A RANGE IN Q12B. Why did you choose this policy over the other ones you looked at?

| Why chose this policy | % |
|--|-----|
| Better premium for what I was getting/value/affordable/cheap | 22% |
| Price NO FURTHER INFORMATION GIVEN | 6% |
| Best premium/best price/cheapest | 10% |
| Seemed right/ suitable to my needs and situation/circumstances/lifestyle | 21% |
| It has everything I was looking for/features | 4% |
| Coverage NO FURTHER INFORMATION | 3% |
| Don't know/none | 10% |
| Liked it/ Good/ NO FURTHER INFORMATION GIVEN | 7% |
| Unclear | 7% |
| Have my super/my bank/my insurance co with them | 4% |

| Why chose this policy | % |
|---|----|
| Felt more trusted/ well known | 3% |
| Good service/ customer service | 2% |
| Recommended/testimonials | 2% |
| Incentives/offer/promotion | 2% |
| Best cover | 2% |
| Big company/trusted them/well known/advertising | 1% |
| Convenient | 1% |
| Nothing hidden in fine print | 1% |
| Understood it best | 1% |
| Other | 1% |

Base = 221 Looked at a range

Table 50. Q12 When I took out the policy

| Told when took out the policy | % |
|--|-----|
| I was told I could cancel the policy within the cooling off period and receive a full refund | 35% |
| I was informed that I did not need to get a medical to get the cover | 35% |
| There was an offer of a discount, a gift, cashback / rebate, credit card reward points or the ability to win a prize | 30% |
| I didn't need to answer any questions about my medical history | 23% |
| None of these | 18% |

Base = 405. All bought direct insurance last six months. This is the data contained in Figure 13.

Table 51. Q13b FOR EACH SELECTED IN 13A. When I made my decision.... how important was it thatMean score - Rating 1 Not at all important. To 7 extremely important)

| Told when took out the policy | Mean scores (7 is extremely important) | Base |
|--|--|------|
| I could cancel the policy within the cooling off period and receive a full refund | 5.6 | 141 |
| There was an offer of a discount, a gift, cashback/rebate, credit card reward points or the ability to win a prize | 5.2 | 123 |
| I did not need to get a medical to get the cover | 5.0 | 140 |
| The salesperson / consultant suggested some options for me | 4.9 | 405 |
| I didn't need to answer any questions about my medical history | 4.6 | 93 |

Base = all choosing – see the column on the right for the base

Table 52. Q13a. When I made my decision how important was it thatMean score - Rating 1 Not at all important. To 7 extremely important)

| How important | Mean scores (7 is extremely important) | Base |
|---|--|------|
| It was the best cover for my needs | 5.8 | 405 |
| It seemed the most affordable way of getting this kind of cover | 5.7 | 405 |
| I trusted the brand | 5.7 | 405 |
| It was easy | 5.7 | 405 |
| The salesperson / consultant suggested some options for me | 4.9 | 405 |

Base = 405. All bought direct insurance last six months

Table 53. Q14b. Thinking about the time that you bought, which of the following most accurately describes your experience?

| Time bought policy | % |
|---|-----|
| I did not feel pressurised into buying it | 60% |
| I felt a little pressure to buy it | 23% |
| I felt a lot of pressure to buy it | 8% |
| Not sure | 8% |
| Prefer not to say | 1% |

Base = 405. All bought direct insurance last six months. This is the data contained in Figure 14.

Table 54. Q15. Before I bought it

| Before buying | % |
|---------------------------------------|-----|
| I knew a lot about it | 11% |
| I knew quite a bit about it | 33% |
| I knew a little bit about it | 40% |
| I don't really know anything about it | 15% |
| Don't know | 1% |

Base = 405. All bought direct insurance last six months. This is the data contained in Figure 9.

Table 55. Q16. If KNEW A LOT/QUITE A BIT/A LITTLE BEFORE BUYING The policy I chose was: - (TICK ALL THAT APPLY)

| Policy chose was | % |
|---|-----|
| Exactly the type of insurance cover I had had in mind | 44% |
| One that the sales person / consultant recommended | 30% |
| Insurance that covered some, but not all of the events, illnesses or injuries I had in mind | 25% |
| A completely different type of insurance from the one I had in mind | 8% |
| Provided more cover than I had intended | 19% |
| I didn't know enough about this insurance beforehand to know what I wanted | 10% |
| Don't know | 2% |

Base = 338 Knew a lot, quite a bit, a little before buying. This is the data contained in Figure 15.

Table 56. Q17. IF SALESPERSON RECOMMENDED/COVERED SOME BUT NOT ALL/COMPLETELY DIFFERENT TYPE/MORE COVER THAN I INTENDED I bought a policy that was different from what I expected because...

| Reason | % |
|--|-----|
| I didn't qualify for the insurance I wanted | 8% |
| I couldn't afford to buy the insurance I wanted | 27% |
| I realised I could afford more types of insurance | 36% |
| I went with what the sales person / consultant suggested / tailored for me | 30% |
| Some other reason (please specify) | 3% |
| Don't know | 16% |

Base = 213 Salesperson recommended/bought insurance that covered some but not all events or illnesses had in mind/bought something completely different from expected, or more cover than intended

Table 57. Q19 The cover (the amount it pays) is

| Cover it pays was | % |
|--|-----|
| Exactly the level of cover I expected / wanted | 54% |
| More than I expected / wanted | 21% |
| Less than I expected / wanted | 18% |
| Don't recall | 7% |

Base = 405. All bought direct insurance last six months. This is the data contained in Figure 16.

Table 58. Q20. IF SALESPERSON SUGGESTED/ COULDN'T AFFORD/ COULD AFFORD MORE I took out the level of cover on this policy because

| Reason | % |
|---|-----|
| The salesperson suggested I take out this amount and it seemed right for me | 41% |
| I couldn't afford the level of cover I wanted | 27% |
| I realised I could afford more cover than I originally planned | 30% |
| I realised I didn't need such a high level of cover | 20% |
| Some other reason (please specify) | 2% |
| Don't know | 4% |

Base = N= 158 Salesperson suggested level of cover/couldn't afford expected level of cover/realise could afford more

Table 59. Q20a. Thinking about the events, illnesses or injuries you are covered for. Does your policy

| Events, illnesses or injuries | % |
|---|-----|
| Cover fewer events, illnesses and injuries than you expected or wanted | 18% |
| Provides the events, illnesses and injuries cover you expected / wanted | 53% |
| Cover more events, illnesses and injuries than you expected or wanted | 16% |
| Don't recall | 13% |

Base = 405. All bought direct insurance last six months. This is the data contained in Figure 17.

Table 60. Q20b IF COVERED FEWER/ MORE The reason I took out a policy that covers fewer events, illnesses or injuries / more events, illnesses or injuries (as above) wasTICK ALL THAT APPLY

| Reason | % |
|--|-----|
| The salesperson suggested I take out this type of cover and it seemed right for me | 44% |
| I couldn't afford the cover I wanted | 26% |
| I realised I could afford more cover than I originally planned | 33% |
| I realised I didn't need as much cover as I thought | 12% |
| Some other reason (please specify) | 3% |
| Don't know | 6% |

Base = 140 Took out policy which covered fewer or more events/ illnesses

Table 61. Q21 Thinking about what you pay for your policy (that is, the premium), which of these statements is true?

| Which statement true | % |
|---|-----|
| The amount I pay stays the same each year | 37% |
| I assume the amount I pay will increase each year, but I'm not sure how this increase is calculated | 39% |
| The amount I pay each year increases and I know how this is calculated | 15% |
| I don't know | 9% |

Base = 405. All bought direct insurance last six months. This is the data contained in Figure 19.

Table 62. Q22. Some insurance policies have exclusions and limits on what they will pay. Which of these describes your [insert insurance policy]?

| Which describe your policy | % |
|---|-----|
| I am not aware of any exclusions for this policy | 25% |
| I assume there are some but I don't know exactly what they are | 34% |
| I have a clear understanding of any exclusions because of what I was told by a sales consultant | 24% |
| I have a clear understanding of the exclusions because I have read the PDS | 10% |
| Don't know | 7% |

Base = 405. All bought direct insurance last six months. This is the data contained in Figure 18.

Table 63. Q23. Thinking about insurance policies like yours in general (pick any that apply)

| Insurance policies in general | % |
|--|-----|
| Most policies like this offer fairly similar coverage | 42% |
| Most policies like this have similar premiums | 40% |
| If I take out multiple policies I or my family can claim on them all | 16% |
| None of the above | 8% |
| Don't know | 14% |

Base = 405. All bought direct insurance last six months

Table 64. Q24 - Is (or was) this type of insurance included in your superannuation?

| Insurance in superannuation | % |
|-----------------------------|-----|
| Yes | 16% |
| No | 65% |
| Don't Know | 19% |

Base = 405. All bought direct insurance last six months

Table 65. Q25. IF YES - IN SUPER What was the main reason for taking this insurance policy when you already had some insurance with your super?

| Main reason | % |
|---|-----|
| More cover/not enough cover on super | 27% |
| Better cover/added benefits | 6% |
| Quicker/easier access than super | 5% |
| No longer working/retired - Super doesn't cover | 5% |
| Want both to be sure/ reassured | 3% |
| Price | 3% |
| Super is not secure | 2% |
| To be in control | 2% |
| Recommendation | 2% |
| Emergencies | 2% |
| Unaware of | 2% |
| Changed jobs | 2% |
| Not to deal with overseas call centre | 0% |
| Miscellaneous other (e.g. 'NA' and 'good') | 33% |
| Don't Know | 9% |

Base = 64. All who said they had this insurance in their super.

Table 66. Demographics

| Demographics | Total |
|--|-------|
| <i>N=</i> | 405 |
| Male | 32% |
| Female | 67% |
| 18 to 29 | 28% |
| 30 to 39 | 38% |
| 40 to 49 | 13% |
| 50 to 59 | 11% |
| 60 to 69 | 7% |
| 70 plus | 2% |
| Single person of any age living alone or in shared accommodation | 18% |
| Young couple no children | 16% |
| Couple or single parent with mostly preschool children | 21% |
| Couple or single parent with mostly school aged children | 23% |
| Couple or single parent with mostly older children | 8% |
| Couple or single parent with no children living at home | 10% |
| Primary + Year 10/School Certificate | 12% |
| Year 12/Higher School Certificate | 17% |
| Trades Certificate/Diploma | 27% |
| University degree | 29% |
| Post graduate degree | 15% |
| Professional e.g. lawyer, accountant, GP | 16% |
| Management / Director | 8% |
| Business Owner/Self-employed | 8% |
| Contractor | 3% |
| Office worker/clerical/administration | 14% |
| Retail/Sales | 10% |
| Skilled trade + Unskilled trade | 7% |
| Home duties | 14% |
| Retired | 6% |
| Student | 4% |
| On NewStart or Disability Support Pension | 3% |
| Other (please specify) | 7% |
| Full time (based on all working) | 60% |
| Part time | 28% |
| Casual | 10% |
| Prefer not to say | 2% |
| <i>Base of below = all retired N=21</i> | |
| Fully self-funded | 0% |
| Partly self-funded, partly age pension | 43% |
| Fully age pension | 57% |

Base = 405. All bought direct insurance last six months

CHARTS AND TABLES ANALYSED BY CHANNEL (METHOD OF FIRST CONTACT)

Yellow highlight = significantly higher/lower compared with the total sample

Table 67. Q3b. Where did you get your policy from? Was it through: BY CHANNEL FOR FIRST CONTACT

| Where policy from X Method of first contact | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know <i>Caution – small sample</i> |
|---|---------------|----------------|-------------------------|-------------------------------|---|
| <i>N=</i> | 109 | 73 | 142 | 73 | 8 |
| An insurance company (by phone or online, or through a comparison website) without talking to a financial planner or broker | 87% | 73% | 82% | 47% | 50% |
| A bank or Credit Union (but not through a financial planner) | 10% | 19% | 8% | 45% | 38% |
| Another organisation – e.g. a credit card company, motoring organisation, airline, retail store, health fund or mortgage | 3% | 8% | 9% | 8% | 13% |

Base = 405. All bought direct insurance last six months

Table 68. Q4. Which companies is your insurance policy (main mentions) BY CHANNEL FOR FIRST CONTACT

| Where policy from / companies | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know <i>Caution – small sample</i> |
|-------------------------------|---------------|----------------|-------------------------|-------------------------------|---|
| <i>N=</i> | 109 | 73 | 142 | 73 | 8 |
| AAMI | 15% | 7% | 15% | 8% | 0% |
| AIA | 3% | 1% | 3% | 1% | 13% |
| Allianz | 9% | 4% | 10% | 12% | 0% |
| American Express | 1% | 1% | 1% | 3% | 0% |
| AMP | 5% | 4% | 3% | 4% | 0% |
| ANZ | 7% | 8% | 6% | 11% | 0% |
| Bank of Queensland (BOQ) | 0% | 0% | 1% | 0% | 13% |
| Bendigo | 0% | 3% | 1% | 3% | 0% |
| Budget Direct | 1% | 0% | 2% | 0% | 0% |
| CommInsure | 3% | 5% | 1% | 7% | 13% |
| Freedom Insurance | 2% | 12% | 1% | 0% | 0% |
| HCF | 6% | 1% | 3% | 0% | 0% |
| InsuranceLine | 2% | 7% | 6% | 1% | 0% |
| Let's Insure | 1% | 10% | 0% | 1% | 0% |
| Medibank | 8% | 7% | 6% | 5% | 25% |
| MetLife | 2% | 1% | 2% | 0% | 0% |

| Where policy from / companies | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know <i>Caution – small sample</i> |
|-------------------------------|---------------|----------------|-------------------------|-------------------------------|---|
| N= | 109 | 73 | 142 | 73 | 8 |
| NAB | 2% | 3% | 4% | 8% | 13% |
| NRMA | 4% | 1% | 1% | 0% | 0% |
| REAL | 14% | 4% | 8% | 5% | 0% |
| Suncorp | 1% | 1% | 6% | 3% | 0% |
| TAL | 0% | 1% | 1% | 0% | 13% |
| Woolworths | 1% | 3% | 2% | 1% | 0% |

Base = 405. All bought direct insurance last six months

Table 69. Q4b. Why did you take out the policy with (BRAND)? MOST MENTIONS BY CHANNEL FOR FIRST CONTACT

| Method of first contact x Why take out policy | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know <i>Caution – small sample</i> |
|---|---------------|----------------|-------------------------|-------------------------------|---|
| N= | 109 | 73 | 142 | 73 | 8 |
| Affordable /cheap/Good value/good deal | 26% | 23% | 30% | 18% | 0% |
| Already a customer | 11% | 7% | 10% | 26% | 0% |
| For the children/ family | 4% | 10% | 3% | 0% | 13% |
| The cover/ benefits | 6% | 4% | 9% | 4% | 0% |
| Trusted/ reputation/well known | 6% | 4% | 6% | 7% | 0% |
| Needed that kind of cover/ for safety/reassurance | 3% | 5% | 4% | 3% | 0% |
| Best /good deal/ best (<i>unclear why</i>) | 3% | 5% | 6% | 1% | 0% |
| Recommended by family/friends | 6% | 5% | 4% | 3% | 0% |
| Incentive/ reward | 4% | 1% | 4% | 0% | 0% |
| Easy to do | 2% | 4% | 4% | 1% | 0% |
| Liked their advertising/ saw an ad | 6% | 0% | 1% | 3% | 0% |
| They called/offered | 1% | 7% | 0% | 4% | 0% |

Base = 405. All bought direct insurance last six months

Table 70. Q5a Thinking about your [insert type of insurance policy from Q2a/3b], how confident are you that this is the right policy for you? BY CHANNEL FOR FIRST CONTACT

| Method of first contact x How confident | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know |
|---|---------------|----------------|-------------------------|-------------------------------|------------|
| N= | 109 | 73 | 142 | 73 | 8 |
| Very confident | 28% | 33% | 25% | 40% | 13% |
| Fairly confident | 58% | 60% | 59% | 37% | 50% |
| Not very confident | 10% | 5% | 12% | 16% | 38% |
| Not at all confident | 1% | 1% | 2% | 3% | 0% |
| Don't Know | 3% | 0% | 2% | 4% | 0% |

Base = 405. All bought direct insurance last six months

Table 71. Q5c. What would have made you more confident? BY CHANNEL FOR FIRST CONTACT

| Method of first contact x What make more confident | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know <i>Caution – small sample</i> |
|--|---------------|----------------|-------------------------|-------------------------------|---|
| N= | 78 | 49 | 107 | 44 | 7 |
| Given more information/explanation/understand more | 14% | 14% | 10% | 9% | 0% |
| Doing more research/shopping around more | 5% | 6% | 8% | 7% | 0% |
| Cheaper | 6% | 7% | 7% | 0% | 6% |
| Talking face to face | 1% | 4% | 1% | 0% | 0% |
| Speaking to someone who understands the policy detail/my needs | 1% | 4% | 1% | 7% | 14% |
| Ability to compare | 1% | 6% | 1% | 2% | 0% |
| Better cover, better policy | 1% | 6% | 1% | 2% | 0% |
| Being with a better known, more trusted company | 1% | 0% | 2% | 2% | 14% |
| Recommendation | 5% | 0% | 2% | 0% | 0% |
| Communication from company (phone/email) | 1% | 0% | 1% | 0% | 0% |
| Sales process/communication | 0% | 0% | 1% | 0% | 0% |
| Salesperson - friendly and transparent | 1% | 0% | 0% | 0% | 0% |
| Guarantee that claims will be paid | 3% | 0% | 1% | 2% | 0% |
| Rewards | 0% | 2% | 0% | 0% | 0% |
| More flexibility | 0% | 0% | 1% | 0% | 0% |
| Less stringent application process | 0% | 0% | 1% | 0% | 0% |
| Other | 27% | 22% | 25% | 18% | 0% |
| Nothing/no | 22% | 12% | 21% | 34% | 57% |
| Don't Know | 22% | 12% | 21% | 34% | 57% |

Base = N=285 All except 'very confident'

Table 72. Q.6a. What was the trigger for you to take out this policy at that time? Tick all that apply BY CHANNEL FOR FIRST CONTACT

| Method of first contact x The trigger | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know <i>Caution – small sample</i> |
|---|---------------|----------------|-------------------------|-------------------------------|---|
| N= | 109 | 73 | 142 | 73 | 8 |
| A life event such as getting married, getting a mortgage, change of job, having children etc. | 43% | 23% | 38% | 45% | 13% |
| A call from an insurance salesperson | 12% | 56% | 6% | 16% | 13% |
| A medical condition | 17% | 11% | 20% | 11% | 13% |
| Saw an Ad or a promotion | 22% | 18% | 30% | 18% | 0% |
| Something else (please specify) | 10% | 14% | 15% | 8% | 25% |
| Don't Know | 6% | 3% | 4% | 12% | 38% |

Base = 405. All bought direct insurance last six months

Table 73. Q6b. And how much had you thought about it before you actually bought this insurance? BY CHANNEL FOR FIRST CONTACT

| Method of first contact x How much thought about | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know <i>Caution – small sample</i> |
|---|---------------|----------------|-------------------------|-------------------------------|---|
| N= | 109 | 73 | 142 | 73 | 8 |
| I hadn't really thought about it before I bought it | 27% | 30% | 32% | 33% | 38% |
| I'd been doing some research about the options for a little while | 35% | 32% | 37% | 40% | 13% |
| I had had it in mind but hadn't done anything about it | 35% | 37% | 27% | 25% | 13% |
| Something else (please specify) | 2% | 0% | 1% | 1% | 0% |
| Don't Know | 2% | 1% | 4% | 1% | 38% |

Base = 405. All bought direct insurance last six months

Table 74. Q7. IF DONE SOME RESEARCH/HAD IT IN MIND/ SOMETHING ELSE Which if any of these did you have in mind when you took out your policy? Tick all that apply ROTATE ORDER BY CHANNEL FOR FIRST CONTACT

| Method of first contact x Had in mind | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know <i>Caution – small sample</i> |
|--|---------------|----------------|-------------------------|-------------------------------|---|
| N= | 78 | 50 | 91 | 48 | 2 |
| The insurance would help to pay the mortgage if something happened to me | 29% | 26% | 35% | 50% | 0% |
| It would help with bills if something happened to me | 54% | 54% | 54% | 50% | 50% |
| It would be something I could leave for my family | 47% | 56% | 48% | 46% | 0% |
| It could help pay for my funeral | 41% | 46% | 42% | 42% | 50% |

| Method of first contact x Had in mind | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know <i>Caution – small sample</i> |
|---------------------------------------|---------------|----------------|-------------------------|-------------------------------|---|
| N= | 78 | 50 | 91 | 48 | 2 |
| I will only need it for a few years | 4% | 10% | 9% | 10% | 50% |
| My job required me to have it | 9% | 4% | 9% | 4% | 0% |
| Something else (please specify) | 3% | 0% | 2% | 2% | 0% |
| I didn't really have anything in mind | 3% | 4% | 4% | 2% | 0% |

Base = 269. All who had done some research, had had it in mind or 'something else'.

Table 75. Q8. When you took out your policy, which of these –if any – had you thought about? I had thought about (Tick all that apply) BY CHANNEL FOR FIRST CONTACT

| Method of first contact x Had thought about | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know <i>Caution – small sample</i> |
|---|---------------|----------------|-------------------------|-------------------------------|---|
| N= | 109 | 73 | 142 | 73 | 8 |
| The type of insurance I wanted (e.g. life cover, total and permanent disability cover, income protection or trauma) | 51% | 48% | 60% | 55% | 25% |
| The level of cover (the amount the policy pays out) I wanted | 55% | 47% | 58% | 48% | 13% |
| The type of illnesses I wanted to cover | 31% | 32% | 39% | 34% | 13% |
| What events - like accidents or job loss - that I wanted to cover | 40% | 25% | 37% | 34% | 25% |
| How much I wanted to pay (the premium) | 52% | 40% | 49% | 34% | 38% |
| That my medical history might affect my policy | 16% | 19% | 15% | 11% | 13% |
| None of these | 3% | 11% | 5% | 7% | 38% |

Base = 405. All bought direct insurance last six months

Table 76. Q10a. Had you asked them to call you? BY CHANNEL FOR FIRST CONTACT

| Method of first contact x Asked them to call? | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know <i>Caution – small sample</i> |
|---|---------------|----------------|-------------------------|-------------------------------|---|
| N= | 109 | 73 | 142 | 73 | 8 |
| Yes | | 26% | | | |
| No | | 68% | | | |
| Don't Know | | 5% | | | |

Base = all they phoned me N= 182

Table 77. Q10b Did you feel that you had to buy the policy before you could see the policy details? BY CHANNEL FOR FIRST CONTACT

| Method of first contact x Agree first? | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know <i>Caution – small sample</i> |
|--|---------------|----------------|-------------------------|-------------------------------|---|
| N= | 109 | 73 | | | |
| Yes I felt I had to agree first | 17% | 29% | | | |
| No, I did not feel that | 69% | 55% | | | |
| Not relevant – I had already researched it | 11% | 11% | | | |

Base = all inbound or outbound call

Table 78. Q11. IF online IN 9A Did you TICK ALL THAT APPLY BY CHANNEL FOR FIRST CONTACT

| Method of first contact x Online.... | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know |
|---|---------------|----------------|-------------------------|-------------------------------|------------|
| N= | | | 142 | | |
| Get a quote online | | | 74% | | |
| Also talk to the insurance provider on the phone | | | 30% | | |
| Use a price comparison website (e.g. Canstar, finder.com.au, iSelect, Choosi or CompareTheMarket) | | | 34% | | |
| None of these | | | 4% | | |
| Don't Know | | | 0% | | |

Base = 142 Used online

Table 79. Q12a This policy was BY CHANNEL FOR FIRST CONTACT

| Method of first contact x This policy was | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know <i>Caution – small sample</i> |
|--|---------------|----------------|-------------------------|-------------------------------|---|
| N= | 109 | 73 | 142 | 73 | 8 |
| The only one I looked at or reviewed before buying | 37% | 48% | 32% | 36% | 50% |
| One of a range of policies I looked at before buying | 58% | 44% | 62% | 51% | 13% |
| Don't know / can't remember | 6% | 8% | 6% | 14% | 38% |

Base = 405. All bought direct insurance last six months

Table 80. Q12b. IF ONE ONLY IN Q12a The main reason I only looked at one policy before buying was BY CHANNEL FOR FIRST CONTACT

| Method of first contact x Main reason looked at only one | Total | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know <i>Caution – small sample</i> |
|--|-------|------------------|-------------------|----------------------------|-------------------------------------|---|
| <i>N=</i> | 150 | 40 | 35 | 45 | 26 | 4 |
| Don't know/none/don't remember | 12% | 8% | 6% | 16% | 15% | 50% |
| To get cover quickly / time | 12% | 8% | 11% | 9% | 27% | 0% |
| Seemed right/ suitable to my needs and situation/circumstances/li festyle | 11% | 13% | 9% | 11% | 12% | 0% |
| Have my super/my bank/my insurance co with them/came with credit card/loan | 7% | 10% | 3% | 9% | 4% | 0% |
| Liked it/ Good/ NO FURTHER INFORMATION GIVEN | 6% | 8% | 3% | 9% | 4% | 0% |
| Recommended by friends or family | 5% | 10% | 6% | 2% | 4% | 0% |
| Incentives/offer/promotio n/discount | 5% | 3% | 6% | 7% | 4% | 0% |
| Price NO FURTHER INFORMATION GIVEN | 4% | 0% | 9% | 4% | 0% | 25% |
| Too much effort/energy to look at more/couldn't be bothered to look at others | 3% | 3% | 3% | 0% | 0% | 0% |
| Big company/trusted them/well known/advertising | 2% | 5% | 0% | 2% | 0% | 0% |
| Sales pressure pitch/scare factors | 2% | 3% | 3% | 2% | 0% | 0% |
| Coverage NO FURTHER INFORMATION GIVEN | 2% | 0% | 6% | 2% | 0% | 0% |
| Only one who would insure me/no others | 2% | 3% | 3% | 2% | 0% | 0% |
| Guided by comparison site | 2% | 0% | 0% | 7% | 0% | 0% |
| Easy/ simple | 2% | 0% | 0% | 7% | 0% | 0% |

Base = 150 The only I looked at'

Table 81. Q12c. IF ONE OF A RANGE IN Q12B Why did you choose this policy over the other ones you looked at? BY CHANNEL FOR FIRST CONTACT

| Method of first contact x Reason chose policy over other | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know Caution – small sample |
|--|---------------|----------------|-------------------------|-------------------------------|-----------------------------------|
| N= | 63 | 32 | 88 | 37 | 1 |
| Better premium for what I was getting/value/affordable/cheap | 21% | 28% | 25% | 14% | 0% |
| Seemed right/ suitable to my needs and situation/circumstances/lifestyle | 29% | 16% | 16% | 24% | 0% |
| Best premium/best price/cheapest | 11% | 9% | 14% | 0% | 0% |
| Don't know/none | 14% | 6% | 8% | 11% | 0% |
| Liked it/ Good/ NO FURTHER INFORMATION GIVEN | 3% | 13% | 7% | 5% | 100% |
| Unclear | 6% | 6% | 7% | 8% | 0% |
| Price NO FURTHER INFORMATION GIVEN | 6% | 6% | 7% | 3% | 0% |
| It has everything I was looking for./features | 3% | 3% | 2% | 11% | 0% |
| Have my super/my bank/my insurance co with them | 5% | 3% | 2% | 5% | 0% |
| Felt more trusted/ well known | 0% | 3% | 5% | 3% | 0% |

Base = 221 Looked at a range

Table 82. Q13a. When I took out the policy BY CHANNEL FOR FIRST CONTACT

| Method of first contact x When took out policy | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know Caution – small sample |
|--|---------------|----------------|-------------------------|-------------------------------|-----------------------------------|
| N= | 109 | 73 | 142 | 73 | 8 |
| I was told I could cancel the policy within the cooling off period and receive a full refund | 35% | 45% | 36% | 25% | 13% |
| I was informed that I did not need to get a medical to get the cover | 31% | 49% | 35% | 26% | 13% |
| There was an offer of a discount, a gift, cashback / rebate, credit card reward points or the ability to win a prize | 31% | 25% | 37% | 23% | 13% |
| I didn't need to answer any questions about my medical history | 17% | 36% | 23% | 21% | 13% |
| None of these | 19% | 11% | 13% | 26% | 88% |

Base = 405. All bought direct insurance last six months

Table 83. Q13b FOR EACH SELECTED IN Q13A. When I made my decision how important was it thatMean score - Rating 1 Not at all important. To 7 extremely important) BY CHANNEL FOR FIRST CONTACT

| Method of first contact x Mean scores (7 is extremely important) | I phoned them | They phoned me | I contacted them online | I went into / was at a branch <i>Caution – small sample</i> | Don't Know |
|--|--------------------------|--------------------------|--------------------------|--|-----------------------------|
| <i>N = varies</i> | <i>Between 19 and 38</i> | <i>Between 18 and 36</i> | <i>Between 32 and 53</i> | <i>Between 17 and 19</i> | <i>Excluded – N= 1 only</i> |
| I was told I could cancel the policy within the cooling off period and receive a full refund | 5.4 | 4.9 | 5.0 | 5.5 | Sample too low |
| I was informed that I did not need to get a medical to get the cover | 4.9 | 4.7 | 5.2 | 4.7 | Sample too low |
| There was an offer of a discount, a gift, cashback / rebate, credit card reward points or the ability to win a prize | 4.3 | 4.8 | 4.7 | 4.1 | Sample too low |
| I didn't need to answer any questions about my medical history | 5.7 | 5.8 | 5.2 | 5.6 | Sample too low |

Base varies

Table 84. 13c. When I made my decision (same scale as above) BY CHANNEL FOR FIRST CONTACT

| Method of first contact x Mean scores | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know <i>Caution – small sample</i> |
|---|---------------|----------------|-------------------------|-------------------------------|---|
| <i>N=</i> | <i>109</i> | <i>73</i> | <i>142</i> | <i>73</i> | <i>8</i> |
| I trusted the brand | 5.6 | 5.7 | 5.7 | 5.8 | 5.1 |
| It seemed the most affordable way of getting this kind of cover | 5.6 | 5.6 | 5.8 | 5.7 | 5.0 |
| It was the best cover for my needs | 5.9 | 5.7 | 5.9 | 5.7 | 4.3 |
| It was easy | 5.5 | 5.5 | 5.8 | 5.7 | 4.9 |
| The salesperson / consultant suggested some options for me | 5.2 | 5.4 | 4.2 | 5.3 | 4.0 |

Base = 405. All bought direct insurance last six months

Table 85. Q14b. Thinking about the time that you bought, which of the following most accurately describes your experience? BY CHANNEL FOR FIRST CONTACT

| Method of first contact x Pressure | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know <i>Caution – small sample</i> |
|---|---------------|----------------|-------------------------|-------------------------------|---|
| N= | 109 | 73 | 142 | 73 | 8 |
| I did not feel pressurised into buying it | 64% | 55% | 63% | 52% | 38% |
| I felt a little pressure to buy it | 20% | 32% | 23% | 22% | 0% |
| I felt a lot of pressure to buy it | 7% | 8% | 5% | 12% | 13% |
| Not sure | 6% | 4% | 7% | 14% | 50% |
| Prefer not to say | 2% | 1% | 2% | 0% | 0% |

Base = 405. All bought direct insurance last six months

Table 86. Q15. Before I bought it BY CHANNEL FOR FIRST CONTACT

| Method of first contact x Before I bought | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know |
|---|---------------|----------------|-------------------------|-------------------------------|------------|
| N= | 109 | 73 | 142 | 73 | 8 |
| I knew a lot about it | 12% | 11% | 8% | 15% | 0% |
| I knew quite a bit about it | 35% | 21% | 36% | 37% | 25% |
| I knew a little bit about it | 39% | 44% | 44% | 30% | 38% |
| I don't really know anything about it | 13% | 22% | 12% | 15% | 25% |
| Don't know | 2% | 3% | 0% | 3% | 13% |

Base = 405. All bought direct insurance last six months

Table 87. Q16. If KNEW A LOT/QUITE A BIT/A LITTLE BEFORE BUYING The type of policy I chose was: - (TICK ALL THAT APPLY) BY CHANNEL FOR FIRST CONTACT

| Method of first contact x The policy I chose was | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know <i>Caution – small sample</i> |
|---|---------------|----------------|-------------------------|-------------------------------|---|
| N= | 109 | 73 | 142 | 73 | 8 |
| Exactly the type of insurance cover I had had in mind | 49% | 47% | 43% | 38% | 20% |
| One that the salesperson / consultant recommended | 30% | 47% | 26% | 25% | 40% |
| Insurance that covered some, but not all of the events, illnesses or injuries I had in mind | 17% | 22% | 32% | 28% | 20% |
| Provided more cover than I had intended | 8% | 7% | 7% | 8% | 20% |
| I didn't know enough about this insurance beforehand to know what I wanted | 22% | 13% | 20% | 18% | 20% |
| A completely different type of insurance from the one I had in mind | 10% | 9% | 11% | 7% | 40% |
| Don't know | 2% | 2% | 1% | 3% | 40% |

Base = 338 Knew a lot, quite a bit, a little before buying

Table 88. Q17. IF SALESPERSON RECOMMENDED/COVERED SOME BUT NOT ALL/COMPLETELY DIFFERENT TYPE/MORE COVER THAN I INTENDED I bought a policy that was different from what I expected because... BY CHANNEL FOR FIRST CONTACT

| Method of first contact x Chose different from expected because | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know <i>Caution – small sample</i> |
|---|---------------|----------------|-------------------------|-------------------------------|---|
| N= | 53 | 38 | 81 | 39 | 2 |
| I realised I could afford more types of insurance | 38% | 18% | 44% | 33% | 50% |
| I went with what the salesperson / consultant suggested / tailored for me | 38% | 53% | 19% | 15% | 100% |
| I couldn't afford to buy the insurance I wanted | 19% | 18% | 35% | 31% | 50% |
| I didn't qualify for the insurance I wanted | 4% | 5% | 12% | 3% | 50% |
| Some other reason (please specify) | 4% | 3% | 4% | 3% | 0% |
| Don't know | 15% | 16% | 15% | 21% | 0% |

Base = 213 Salesperson recommended type of cover/bought insurance that covered some but not all events or illnesses had in mind/bought something completely different from expected, or more cover than intended

Table 89. Q19 The cover (the amount it pays) is BY CHANNEL FOR FIRST CONTACT

| Method of first contact x The cover | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know <i>Caution – small sample</i> |
|--|---------------|----------------|-------------------------|-------------------------------|---|
| N= | 109 | 73 | 142 | 73 | 8 |
| Less than I expected / wanted | 16% | 29% | 13% | 19% | 13% |
| Exactly the level of cover I expected / wanted | 59% | 53% | 56% | 49% | 13% |
| More than I expected / wanted | 20% | 12% | 25% | 22% | 38% |
| Don't recall | 6% | 5% | 5% | 10% | 38% |

Base = 405. All bought direct insurance last six months

Table 90. Q20. IF SALESPERSON SUGGESTED/ COULDN'T AFFORD/ COULD AFFORD MORE I took out the level of cover on this policy because BY CHANNEL FOR FIRST CONTACT

| Method of first contact x Took this level of cover because | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know <i>Caution – small sample</i> |
|---|---------------|----------------|-------------------------|-------------------------------|---|
| N= | 39 | 30 | 55 | 30 | 4 |
| The salesperson suggested I take out this amount and it seemed right for me | 38% | 60% | 29% | 47% | 25% |
| I couldn't afford the level of cover I wanted | 36% | 20% | 31% | 17% | 25% |
| I realised I could afford more cover than I originally planned | 15% | 10% | 47% | 37% | 50% |
| I realised I didn't need such a high level of cover | 13% | 20% | 18% | 27% | 50% |
| Some other reason (please specify) | 0% | 0% | 4% | 3% | 0% |
| Don't know | 8% | 3% | 4% | 0% | 25% |

Base = N=158 Salesperson suggested level of cover/couldn't afford expected level of cover/realise could afford more

Table 91. Q20a. Thinking about the events, illnesses or injuries you are covered for. Does your policy BY CHANNEL FOR FIRST CONTACT

| Method of first contact x Covered for | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know |
|---|---------------|----------------|-------------------------|-------------------------------|------------|
| N= | 109 | 73 | 142 | 73 | 8 |
| Cover fewer events, illnesses and injuries than you expected or wanted | 19% | 26% | 15% | 16% | 0% |
| Provides the events, illnesses and injuries cover you expected / wanted | 58% | 44% | 54% | 55% | 38% |
| Cover more events, illnesses and injuries than you expected or wanted | 15% | 19% | 16% | 15% | 25% |
| Don't recall | 8% | 11% | 14% | 14% | 38% |

Base = 405. All bought direct insurance last six months

Table 92. Q20b. IF COVERED FEWER/ MORE The reason I took out a policy that covers fewer events, illnesses or injuries / more events, illnesses or injuries (as above) wasTICK ALL THAT APPLY BY CHANNEL FOR FIRST CONTACT

| Method of first contact x Reason for this cover | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know <i>Caution – small sample</i> |
|---|---------------|----------------|-------------------------|-------------------------------|---|
| N= | 37 | 33 | 45 | 23 | 2 |
| The salesperson suggested I take out this amount and it seemed right for me | 51% | 64% | 22% | 52% | 0% |
| I couldn't afford the level of cover I wanted | 24% | 21% | 36% | 22% | 0% |
| I realised I could afford more cover than I originally planned | 19% | 21% | 49% | 39% | 50% |
| I realised I didn't need such a high level of cover | 16% | 9% | 13% | 9% | 0% |
| Some other reason (please specify) | 3% | 0% | 4% | 4% | 0% |
| Don't know | 5% | 6% | 0% | 13% | 50% |

Base = 140 Took out policy which covered fewer or more events/ illnesses

Table 93. Q21 Thinking about what you pay for your policy (that is, the premium), which of these statements is true? BY CHANNEL FOR FIRST CONTACT

| Method of first contact x Statement | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know |
|---|---------------|----------------|-------------------------|-------------------------------|------------|
| N= | 109 | 73 | 142 | 73 | 8 |
| The amount I pay stays the same each year | 41% | 44% | 34% | 33% | 13% |
| I assume the amount I pay will increase each year, but I'm not sure how this increase is calculated | 38% | 33% | 44% | 38% | 13% |
| The amount I pay each year increases and I know how this is calculated | 13% | 12% | 13% | 21% | 50% |
| I don't know | 8% | 11% | 9% | 8% | 25% |

Base = 405. All bought direct insurance last six months

Table 94. Q22. Some insurance policies have exclusions and limits on what they will pay. Which of these describes your BY CHANNEL FOR FIRST CONTACT

| Method of first contact x Aware of exclusions | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know <i>Caution – small sample</i> |
|---|---------------|----------------|-------------------------|-------------------------------|---|
| N= | 109 | 73 | 142 | 73 | 8 |
| I am not aware of any exclusions for this policy | 19% | 34% | 25% | 26% | 0% |
| I assume there are some but I don't know exactly what they are | 34% | 27% | 37% | 36% | 25% |
| I have a clear understanding of any exclusions because of what I was told by a sales consultant | 28% | 21% | 22% | 23% | 25% |
| I have a clear understanding of the exclusions because I have read the PDS | 12% | 7% | 10% | 10% | 13% |
| Don't know | 6% | 11% | 6% | 5% | 38% |

Base = 405. All bought direct insurance last six months

Table 95. Q23. Thinking about insurance policies like yours in general (pick any that apply) BY CHANNEL

| Method of first contact x Policies like yours.... | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know <i>Caution – small sample</i> |
|--|---------------|----------------|-------------------------|-------------------------------|---|
| N= | 109 | 73 | 142 | 73 | 8 |
| Most policies like this offer fairly similar coverage | 38% | 47% | 47% | 38% | 25% |
| Most policies like this have similar premiums | 45% | 29% | 41% | 45% | 13% |
| If I take out multiple policies I or my family can claim on them all | 17% | 16% | 15% | 15% | 13% |
| None of the above | 8% | 5% | 7% | 8% | 25% |
| Don't know | 13% | 19% | 11% | 11% | 50% |

Base = 405. All bought direct insurance last six months

Table 96. Demographics BY CHANNEL FOR FIRST CONTACT

| Method of first contact x Demographics | I phoned them | They phoned me | I contacted them online | I went into / was at a branch | Don't Know <i>Caution – small sample</i> |
|--|---------------|----------------|-------------------------|-------------------------------|---|
| <i>N=</i> | 109 | 73 | 142 | 73 | 8 |
| Male | 28% | 27% | 27% | 47% | 38% |
| Female | 72% | 70% | 72% | 52% | 50% |
| Other/ prefer not to say | 0% | 3% | 1% | 1% | 12% |
| 18 to 29 | 28% | 22% | 31% | 32% | 13% |
| 30 to 39 | 36% | 33% | 42% | 37% | 50% |
| 40 to 49 | 16% | 15% | 10% | 12% | 25% |
| 50 to 59 | 10% | 17% | 8% | 12% | 0% |
| 60 plus | 10% | 11% | 9% | 7% | 12% |
| Prefer not to say | 0% | 2% | 1% | 0% | 0% |
| Single person of any age living alone or in shared accommodation | 26% | 15% | 18% | 11% | 12% |
| Young couple no children | 12% | 12% | 18% | 19% | 0% |
| Couple or single parent with mostly preschool children | 15% | 25% | 23% | 23% | 0% |
| Couple or single parent with mostly school aged children | 30% | 19% | 22% | 17% | 58% |
| Couple or single parent with mostly older children | 7% | 11% | 5% | 12% | 14% |
| Couple or single parent with no children living at home | 8% | 17% | 7% | 12% | 4% |
| Other/ prefer not to say | 2% | 1% | 7% | 6% | 12% |
| Primary + Year 10/School Certificate | 11% | 26% | 5% | 15% | 0% |
| Year 12/Higher School Certificate | 20% | 17% | 18% | 12% | 25% |
| Trades Certificate/Diploma | 31% | 32% | 26% | 19% | 0% |
| University degree | 28% | 14% | 34% | 35% | 38% |
| Post graduate degree | 10% | 11% | 17% | 19% | 37% |
| Professional e.g. lawyer, accountant, GP | 13% | 7% | 19% | 19% | 38% |
| Management / Director | 9% | 4% | 9% | 7% | 13% |
| Business Owner/Self-employed | 11% | 6% | 6% | 7% | 0% |
| Contractor | 2% | 3% | 4% | 1% | 13% |
| Office worker/clerical/administration | 8% | 14% | 19% | 13% | 13% |
| Retail/Sales | 11% | 6% | 11% | 10% | 0% |
| Skilled trade + Unskilled trade | 9% | 10% | 5% | 4% | 0% |
| Home duties | 15% | 19% | 11% | 11% | 25% |
| Retired | 6% | 7% | 6% | 4% | 0% |
| Student | 5% | 3% | 2% | 7% | 0% |
| On NewStart or Disability Support Pension | 3% | 7% | 2% | 3% | 0% |
| Other (please specify) | 7% | 14% c | 2% | 11% c | 0% |
| Full time | 54% | 44% | 64% | 71% | 67% |
| Part time | 30% | 29% | 27% | 25% | 16% |
| Casual | 15% | 20% | 7% | 4% | 17% |
| Prefer not to say | 1% | 7% | 2% | 0% | 0% |

CHARTS AND TABLES – ANALYSED BY PRODUCT

Yellow highlight = significantly higher/lower compared with the total sample

Table 97. Q2a. Which of these have you bought in the last six months x bought last six months BY PRODUCT

| Bought last six months | Life Insurance | Trauma | TPD | Income Protection |
|------------------------------|----------------|--------|------|-------------------|
| N= | 277 | 55 | 94 | 124 |
| Life insurance (death cover) | 100% | 62% | 51% | 41% |
| Trauma | 12% | 100% | 31% | 16% |
| TPD | 17% | 53% | 100% | 23% |
| Income protection | 18% | 36% | 31% | 100% |

Base = 405. All bought direct insurance last six months

Table 98. Q3b. Where did you get your policy from? Was it through: BY PRODUCT

| Where policy from | Life Insurance | Trauma Caution – small sample | TPD | Income Protection | Combined |
|---|----------------|-------------------------------|-----|-------------------|----------|
| N= | 223 | 17 | 47 | 74 | 44 |
| An insurance company (by phone or online, or through a comparison website) without talking to a financial planner or broker | 78% | 82% | 81% | 66% | 61% |
| A bank or Credit Union (but not through a financial planner) | 14% | 12% | 15% | 27% | 30% |
| Another organisation – e.g. a credit card company, motoring organisation, airline, retail store, health fund or mortgage | 8% | 6% | 4% | 7% | 9% |

Base = 405. All bought direct insurance last six months

Table 99. Q4a. Which of these companies is your insurance policy? BY PRODUCT

| Company | Life Insurance | Trauma Caution – small sample | TPD | Income Protection | Combined |
|------------------|----------------|-------------------------------|-----|-------------------|----------|
| N= | 223 | 17 | 47 | 74 | 44 |
| AAMI | 12% | 24% | 11% | 11% | 11% |
| AIA | 1% | 6% | 4% | 3% | 5% |
| Allianz | 9% | 6% | 13% | 9% | 7% |
| American Express | 1% | 6% | 2% | 1% | 0% |
| AMP | 4% | 0% | 9% | 4% | 0% |
| ASIA | 0% | 6% | 0% | 0% | 0% |
| Budget Direct | 0% | 6% | 4% | 0% | 0% |
| CommInsure | 3% | 0% | 4% | 4% | 7% |

| Company | Life Insurance | Trauma Caution – small sample | TPD | Income Protection | Combined |
|-------------------|----------------|-------------------------------|-----|-------------------|----------|
| N= | 223 | 17 | 47 | 74 | 44 |
| Freedom Insurance | 4% | 6% | 0% | 0% | 7% |
| HCF | 1% | 6% | 4% | 7% | 2% |
| InsuranceLine | 5% | 6% | 2% | 3% | 2% |
| Let's Insure | 2% | 0% | 9% | 0% | 2% |
| MetLife | 1% | 6% | 2% | 1% | 0% |
| NAB | 3% | 0% | 6% | 4% | 11% |
| REAL | 11% | 0% | 6% | 5% | 7% |
| Suncorp | 4% | 0% | 4% | 1% | 2% |
| Zurich | 0% | 6% | 2% | 0% | 0% |
| Other (specify) | 22% | 2% | 11% | 21% | 20% |
| Don't Know | 2% | 0% | 0% | 3% | 5% |

Base = 405. All bought direct insurance last six months

Table 100. Q4b. Why did you take out the policy with (BRAND)? MOST MENTIONS BY PRODUCT

| Reason company | Life Insurance | Trauma policy | TPD | Income Protection | Combined |
|---|----------------|---------------|-----|-------------------|----------|
| N= | 223 | 17 | 47 | 74 | 44 |
| Affordable /cheap/Good value/good deal | 23% | 12% | 19% | 39% | 20% |
| Already a customer | 13% | 6% | 9% | 14% | 16% |
| For the children/ family | 7% | 0% | 0% | 0% | 0% |
| The cover/ benefits | 6% | 18% | 6% | 4% | 9% |
| Trusted/ reputation/well known | 5% | 6% | 11% | 4% | 5% |
| Needed that kind of cover/ for safety/reassurance | 4% | 0% | 0% | 5% | 9% |
| Best /good deal/ best (<i>unclear why</i>) | 4% | 0% | 6% | 3% | 5% |
| Recommended by family/friends | 4% | 18% | 6% | 1% | 9% |
| Incentive/ reward | 3% | 0% | 2% | 4% | 0% |
| Easy to do | 3% | 0% | 0% | 3% | 7% |
| Liked their advertising/ saw an ad | 3% | 0% | 2% | 4% | 0% |
| They called/offered | 3% | 0% | 0% | 4% | 0% |

Base = 405. All bought direct insurance last six months

Table 101. Q4b. Why did you take out the policy with (BRAND)? MOST MENTIONS BY PRODUCT

| Reason chose company | Accident only | Illness only | Accident and illness | Don't Know |
|---|---------------|--------------|----------------------|------------|
| N= | 52 | 24 | 168 | 33 |
| Affordable /cheap/Good value/good deal | 25% | 17% | 21% | 24% |
| Already a customer | 6% | 17% | 15% | 3% |
| Other miscellaneous | 13% | 25% | 10% | 6% |
| The cover/ benefits | 6% | 0% | 8% | 3% |
| For the children/ family | 10% | 8% | 4% | 6% |
| Recommended by family/friends | 4% | 0% | 5% | 6% |
| Trusted/ reputation/well known | 6% | 4% | 5% | 3% |
| Needed that kind of cover/ for safety/reassurance | 8% | 4% | 5% | 3% |

Base = 405. All bought

Includes some in the Combined' category

Table 102. Q5a Thinking about your [insert type of insurance policy from Q2a/3b], how confident are you that this is the right policy for you? BY PRODUCT

| Confidence level | Life Insurance | Trauma policy Caution – small sample | TPD | Income Protection | Combined |
|----------------------|----------------|---|-----|-------------------|----------|
| N= | 223 | 17 | 47 | 74 | 44 |
| Very confident | 29% | 29% | 21% | 31% | 39% |
| Fairly confident | 57% | 29% | 53% | 58% | 52% |
| Not very confident | 10% | 29% | 21% | 9% | 7% |
| Not at all confident | 2% | 6% | 2% | 0% | 2% |
| Don't Know | 3% | 6% | 2% | 1% | 0% |

Base = 405. All bought direct insurance last six months

Table 103. Q5a Thinking about your [insert type of insurance policy from Q2a/3b], how confident are you that this is the right policy for you? BY PRODUCT

| Confidence level | Accident only | Illness only | Accident and illness | Don't Know |
|----------------------|---------------|--------------|----------------------|------------|
| N= | 52 | 24 | 168 | 33 |
| Very confident | 27% | 33% | 32% | 27% |
| Fairly confident | 65% | 58% | 54% | 45% |
| Not very confident | 4% | 8% | 11% | 12% |
| Not at all confident | 2% | 0% | 1% | 3% |
| Don't Know | 2% | 0% | 1% | 12% |

Base = 405. All bought

Includes some in the Combined' category

Table 104. Q5b. And why do you say that? Please tell us below BY PRODUCT

| Reason for confidence level | Life Insurance | Trauma policy <i>Caution – small sample</i> | TPD | Income Protection | Combined |
|--|----------------|--|-----|-------------------|----------|
| <i>N=</i> | 223 | 17 | 47 | 74 | 44 |
| Policy fits needs/ has features/cover I want | 21% | 12% | 11% | 16% | 20% |
| Unclear (e.g. 'it was good') | 13% | 6% | 15% | 14% | 7% |
| Good price/ best price | 9% | 0% | 4% | 1% | 2% |
| Good reputation | 8% | 0% | 6% | 4% | 7% |
| Don't completely understand insurance/ - can never be sure/don't know how it works | 6% | 6% | 0% | 14% | 5% |
| Researched/compared/shopped around | 4% | 0% | 6% | 7% | 14% |
| Customer service | 4% | 0% | 2% | 5% | 5% |
| Did not research/ did not compare | 4% | 0% | 2% | 3% | 0% |
| Paying too much/ need to check other prices | 2% | 0% | 0% | 0% | 2% |
| Can't be sure until something happens | 2% | 6% | 0% | 3% | 2% |
| Read the fine print/ read it thoroughly | 2% | 12% | 0% | 1% | 5% |
| Not sure it is right/ doubts | 2% | 0% | 4% | 1% | 0% |
| Bank with/ other policies with | 1% | 0% | 0% | 3% | 0% |
| Poor reputation - may not pay claim/ don't trust | 1% | 0% | 0% | 0% | 2% |
| Recommended | 0% | 6% | 0% | 0% | 5% |
| Pressured at the time | 0% | 0% | 0% | 0% | 0% |
| Not read policy | 0% | 0% | 0% | 0% | 0% |
| Poor customer service - no contact, questions no answered | 0% | 0% | 0% | 1% | 0% |
| There could be better policies | 0% | 0% | 2% | 3% | 5% |
| Changed mind about needing it | 0% | 0% | 0% | 0% | 2% |
| Excludes pre-existing illness | 0% | 0% | 0% | 0% | 2% |
| Other | 17% | 18% | 17% | 12% | 18% |
| Don't Know/ none | 9% | 35% | 32% | 15% | 7% |

Base = 405. All bought direct insurance last six months

Table 105. Q5c. What would have made you more confident? BY PRODUCT

| Make more confident | Life Insurance | Trauma policy <i>Caution – small sample</i> | TPD | Income Protection | Combined |
|--|----------------|--|-----|-------------------|----------|
| N= | 158 | 12 | 37 | 51 | 27 |
| Given more information/explanation/understand more | 12% | 8% | 3% | 18% | 11% |
| Doing more research/shopping around more | 6% | 0% | 8% | 8% | 7% |
| Cheaper | 5% | 8% | 8% | 2% | 11% |
| Talking face to face | 3% | 0% | 0% | 0% | 0% |
| Speaking to someone who understands the policy detail/my needs | 3% | 0% | 3% | 4% | 4% |
| Ability to compare | 3% | 0% | 3% | 0% | 4% |
| Better cover, better policy | 3% | 0% | 0% | 2% | 7% |
| Being with a better known, more trusted company | 3% | 0% | 3% | 0% | 0% |
| Recommendation | 2% | 0% | 3% | 4% | 0% |
| Communication from company (phone/email) | 1% | 0% | 0% | 0% | 0% |
| Sales process/communication | 1% | 0% | 0% | 0% | 0% |
| Salesperson - friendly and transparent | 1% | 0% | 0% | 0% | 0% |
| Guarantee that claims will be paid | 1% | 0% | 0% | 6% | 0% |
| Rewards | 1% | 0% | 0% | 0% | 0% |
| More flexibility | 1% | 0% | 0% | 0% | 0% |
| Less stringent application process | 0% | 0% | 0% | 0% | 4% |
| Other | 23% | 17% | 19% | 24% | 37% |
| Nothing/no | 18% | 50% | 43% | 22% | 15% |
| Don't Know | 18% | 17% | 8% | 12% | 4% |

Base = N=285 All except 'very confident'

Table 106. Q6a. What was the trigger for you to take out this policy at that time? Tick all that apply BY PRODUCT

| Trigger for taking policy | Life Insurance | Trauma policy <i>Caution – small sample</i> | TPD | Income Protection | Combined |
|---|----------------|--|-----|-------------------|----------|
| N= | 223 | 17 | 47 | 74 | 44 |
| A life event such as getting married, getting a mortgage, change of job, having children etc. | 39% | 35% | 26% | 35% | 45% |
| A call from an insurance salesperson | 17% | 12% | 34% | 16% | 16% |
| A medical condition | 16% | 24% | 17% | 18% | 9% |
| Saw an ad or a promotion | 22% | 24% | 15% | 28% | 27% |
| Something else (please specify) | 14% | 12% | 11% | 7% | 16% |
| Don't Know | 6% | 6% | 13% | 7% | 5% |

Base = 405. All bought direct insurance last six months

Table 107. Q6b. And how much had you thought about it before you actually bought this insurance? BY PRODUCT

| Thought about beforehand | Life Insurance | Trauma policy <i>Caution – small sample</i> | TPD | Income Protection | Combined |
|---|----------------|--|-----|-------------------|----------|
| N= | 223 | 17 | 47 | 74 | 44 |
| I hadn't really thought about it before I bought it | 32% | 35% | 15% | 31% | 34% |
| I'd been doing some research about the options for a little while | 32% | 53% | 55% | 30% | 34% |
| I had had it in mind but hadn't done anything about it | 31% | 6% | 26% | 35% | 30% |
| Something else (please specify) | 1% | 6% | 0% | 0% | 2% |
| Don't Know | 4% | 0% | 4% | 4% | 0% |

Base = 405. All bought direct insurance last six months

Table 108. Q6b. And how much had you thought about it before you actually bought this insurance? BY PRODUCT

| Thought about before hand | Accident only | Illness only | Accident and illness | Don't Know |
|---|---------------|--------------|----------------------|------------|
| N= | 52 | 24 | 168 | 33 |
| I hadn't really thought about it before I bought it | 25% | 21% | 32% | 52% |
| I'd been doing some research about the options for a little while | 35% | 42% | 29% | 33% |
| I had had it in mind but hadn't done anything about it | 35% | 33% | 36% | 3% |
| Something else (please specify) | 0% | 1% | 1% | 3% |
| Don't Know | 6% | 4% | 1% | 9% |

Base = 405. All bought

Table 109. Q7. IF DONE SOME RESEARCH/HAD IT IN MIND/ SOMETHING ELSE Which if any of these did you have in mind when you took out your policy? Tick all that apply ROTATE ORDER BY PRODUCT

| Had in mind | Life Insurance | Trauma policy <i>Caution – small sample</i> | TPD | Income Protection | Combined |
|--|----------------|--|-----|-------------------|----------|
| N= | 143 | 11 | 38 | 48 | 29 |
| The insurance would help to pay the mortgage if something happened to me | 31% | 27% | 32% | 40% | 48% |
| It would help with bills if something happened to me | 48% | 45% | 58% | 52% | 76% |
| It would be something I could leave for my family | 60% | 18% | 37% | 23% | 62% |
| It could help pay for my funeral | 49% | 27% | 37% | 29% | 45% |
| I will only need it for a few years | 6% | 9% | 11% | 10% | 14% |
| My job required me to have it | 7% | 0% | 11% | 10% | 0% |
| Something else (please specify) | 1% | 9% | 0% | 2% | 3% |
| I didn't really have anything in mind | 3% | 0% | 5% | 6% | 0% |

Base = 269. All who had done some research, had had it in mind or 'something else'.

Table 110. Q7. IF DONE SOME RESEARCH/HAD IT IN MIND/ SOMETHING ELSE Which if any of these did you have in mind when you took out your policy? Tick all that apply ROTATE ORDER BY PRODUCT

| Had in mind | Accident only | Illness only | Accident and illness | Don't Know |
|--|---------------|--------------|----------------------|------------|
| N= | 36 | 18 | 112 | 13 |
| The insurance would help to pay the mortgage if something happened to me | 28% | 17% | 38% | 38% |
| It would help with bills if something happened to me | 58% | 44% | 54% | 46% |
| It would be something I could leave for my family | 56% | 44% | 68% | 54% |
| It could help pay for my funeral | 42% | 33% | 51% | 62% |
| I will only need it for a few years | 6% | 6% | 9% | 0% |
| My job required me to have it | 8% | 11% | 5% | 0% |
| Something else (please specify) | 0% | 0% | 3% | 0% |
| I didn't really have anything in mind | 0% | 0% | 4% | 0% |

Base = 269. All who had done some research, had had it in mind or 'something else'.

Table 111. Q8. When you took out your policy, which of these –if any – had you thought about? I had thought about ...: (Tick all that apply) BY PRODUCT

| Thought about | Life Insurance | Trauma policy <i>Caution – small sample</i> | TPD | Income Protection | Combined |
|---|----------------|--|-----|-------------------|----------|
| N= | 223 | 17 | 47 | 74 | 44 |
| The type of insurance I wanted (e.g. life cover, total and permanent disability cover, income protection or trauma) | 57% | 41% | 36% | 50% | 70% |
| The level of cover (the amount the policy pays out) I wanted | 56% | 35% | 47% | 42% | 66% |
| The type of illnesses I wanted to cover | 33% | 59% | 43% | 24% | 39% |
| What events - like accidents or job loss - that I wanted to cover | 30% | 18% | 34% | 43% | 55% |
| How much I wanted to pay (the premium) | 52% | 24% | 28% | 38% | 52% |
| That my medical history might affect my policy | 18% | 0% | 11% | 14% | 14% |
| None of these | 5% | 6% | 6% | 9% | 7% |

Base = 405. All bought direct insurance last six months

Table 112. Q8. When you took out your policy, which of these –if any – had you thought about? I had thought about (Tick all that apply) BY PRODUCT

| Thought about | Accident only | Illness only | Accident and illness | Don't Know |
|---|---------------|--------------|----------------------|------------|
| <i>N=</i> | 52 | 24 | 168 | 33 |
| The type of insurance I wanted (e.g. life cover, total and permanent disability cover, income protection or trauma) | 56% | 21% | 68% | 45% |
| The level of cover (the amount the policy pays out) I wanted | 62% | 38% | 61% | 42% |
| How much I wanted to pay (the premium) | 25% | 50% | 83% | 30% |
| What events - like accidents or job loss - that I wanted to cover | 29% | 58% | 34% | 27% |
| The type of illnesses I wanted to cover | 54% | 8% | 40% | 61% |
| That my medical history might affect my policy | 15% | 25% | 53% | 21% |
| None of these | 8% | 8% | 20% | 12% |

Base = 405. All bought

Table 113. Q9a. Thinking now about your FIRST CONTACT with your insurance provider, how did you make your first contact with the insurance provider for the [insert policy type]? Choose one (ROTATE ORDER) BY PRODUCT

| First contact | Life Insurance | Trauma policy <i>Caution – small sample</i> | TPD | Income Protection | Combined |
|-------------------------------|----------------|--|-----|-------------------|----------|
| <i>N=</i> | 223 | 17 | 47 | 74 | 44 |
| I phoned them | 24% | 41% | 36% | 31% | 20% |
| They phoned me | 19% | 12% | 15% | 18% | 20% |
| I contacted them online | 38% | 18% | 32% | 34% | 32% |
| I went into / was at a branch | 18% | 29% | 17% | 14% | 23% |
| Don't Know | 1% | 0% | 0% | 4% | 5% |

Base = 405. All bought direct insurance last six months

Table 114. Q9a. Thinking now about your FIRST CONTACT with your insurance provider. How did you make your first contact with the insurance provider for the [insert policy type]? Choose one (ROTATE ORDER) BY PRODUCT

| First contact | Accident only | Illness only | Accident and illness | Don't Know |
|-------------------------------|---------------|--------------|----------------------|------------|
| N= | 52 | 24 | 168 | 33 |
| I phoned them | 35% | 25% | 21% | 18% |
| They phoned me | 12% | 17% | 23% | 21% |
| I contacted them online | 35% | 25% | 38% | 39% |
| I went into / was at a branch | 15% | 33% | 17% | 18% |
| Don't Know | 4% | 0% | 1% | 3% |

Base = 405. All bought direct insurance last six months

Table 115. Q10. Had you asked them to call you? BY PRODUCT

| Asked to call | Life Insurance | Trauma policy Caution – small sample | TPD Caution – small sample | Income Protection | Combined Caution – small sample |
|---------------|----------------|---|-------------------------------|-------------------|------------------------------------|
| N= | 42 | 2 | 7 | 13 | 9 |
| Yes | 24% | 100% | 29% | 31% | 11% |
| No | 69% | 0% | 71% | 62% | 89% |
| Don't Know | 7% | 0% | 0% | 8% | 0% |

Base = 73. All who were phoned

Table 116. Q10b. Did you feel you had to agree first? BY PRODUCT

| Agree first? | Life Insurance | Trauma policy Caution – small sample | TPD | Income Protection | Combined |
|--|----------------|---|-----|-------------------|----------|
| N= | 95 | 9 | 24 | 36 | 18 |
| Yes I felt I had to agree first | 27% | 67% | 0% | 17% | 11% |
| No, I did not feel that | 62% | 33% | 67% | 61% | 83% |
| Not relevant – I had already researched it | 5% | 0% | 33% | 17% | 6% |
| Don't Know | 5% | 0% | 0% | 6% | 0% |
| Yes I felt I had to agree first | 27% | 67% | 0% | 17% | 11% |

Base I phoned them or they phoned me N=182

Table 117. Q11. IF online in 9A Did you TICK ALL THAT APPLY BY PRODUCT

| Online | Life Insurance | Trauma policy <i>Caution – small sample</i> | TPD | Income Protection | Combined |
|---|----------------|--|-----|-------------------|----------|
| <i>N=</i> | 85 | 3 | 15 | 25 | 14 |
| Get a quote online | 74% | 33% | 47% | 80% | 100% |
| Also talk to the insurance provider on the phone | 29% | 0% | 47% | 24% | 29% |
| Use a price comparison website (e.g. Canstar, finder.com.au, iSelect, Choosi or CompareTheMarket) | 29% | 33% | 60% | 36% | 29% |
| None of these | 5% | 67% | 0% | 0% | 0% |
| Don't Know | 0% | 0% | 0% | 0% | 0% |

Base = 142 Used online

Table 118. Q12a. This policy was BY PRODUCT

| Policy was | Life Insurance | Trauma policy <i>Caution – small sample</i> | TPD | Income Protection | Combined |
|--|----------------|--|-----|-------------------|----------|
| <i>N=</i> | 223 | 17 | 47 | 74 | 44 |
| One of a range of policies I looked at before buying | 55% | 65% | 57% | 45% | 61% |
| The only one I looked at or reviewed before buying | 39% | 24% | 30% | 41% | 34% |
| Don't know / can't remember | 6% | 12% | 13% | 15% | 5% |

Base = 405. All bought direct insurance last six months

Table 119. Q12a. This policy was BY PRODUCT

| Policy was | Accident only | Illness only | Accident and illness | Don't Know |
|--|---------------|--------------|----------------------|------------|
| <i>N=</i> | 52 | 24 | 168 | 33 |
| One of a range of policies I looked at before buying | 52% | 63% | 60% | 42% |
| The only one I looked at or reviewed before buying | 44% | 38% | 35% | 39% |
| Don't know / can't remember | 4% | 0% | 6% | 18% |

Base = 405. All bought direct insurance last six months

Table 120. Q12b. IF ONE ONLY IN Q12a The main reason I only looked at one policy before buying was BY PRODUCT

| Reason for only one | Life Insurance | Trauma policy <i>Caution – small sample</i> | TPD <i>Caution – small sample</i> | Income Protection | Combined <i>Caution – small sample</i> |
|---|----------------|--|--------------------------------------|-------------------|---|
| <i>N=</i> | 87 | 4 | 14 | 30 | 15 |
| Don't know/none/don't remember | 8% | 25% | 21% | 17% | 13% |
| To get cover quickly / time | 10% | 0% | 14% | 10% | 27% |
| Seemed right/ suitable to my needs and situation/circumstances/lifestyle | 11% | 0% | 14% | 3% | 20% |
| Have my super/my bank/my insurance co with them/came with credit card/loan | 2% | 0% | 7% | 20% | 7% |
| Liked it/ Good/ NO FURTHER INFORMATION GIVEN | 8% | 0% | 14% | 0% | 0% |
| Recommended by friends or family | 5% | 50% | 7% | 0% | 7% |
| Incentives/offer/promotion/discount | 5% | 0% | 7% | 3% | 7% |
| Price NO FURTHER INFORMATION GIVEN | 5% | 0% | 7% | 3% | 0% |
| Too much effort/energy to look at more/couldn't be bothered to look at others | 3% | 0% | 0% | 3% | 0% |
| Big company/trusted them/well known/advertising | 2% | 0% | 7% | 0% | 0% |
| Sales pressure pitch/scare factors | 2% | 0% | 0% | 0% | 7% |
| Coverage NO FURTHER INFORMATION GIVEN | 2% | 0% | 0% | 3% | 0% |
| Only one who would insure me/no others | 2% | 0% | 0% | 3% | 0% |
| Guided by comparison site | 3% | 0% | 0% | 0% | 0% |
| Easy/ simple | 2% | 0% | 0% | 3% | 0% |
| better premium for what I was getting/value/affordable/cheap | 1% | 0% | 0% | 3% | 0% |
| Others have same | 2% | 0% | 0% | 0% | 0% |
| It would be overwhelming to look at more/confusing | 2% | 0% | 0% | 0% | 0% |
| Best cover | 1% | 0% | 0% | 0% | 0% |
| Good service/ customer service | 1% | 0% | 0% | 0% | 0% |
| Convenient | 0% | 0% | 0% | 3% | 0% |
| Because they contacted me and I was ready | 1% | 0% | 0% | 0% | 0% |
| Other | 23% | 25% | 0% | 30% | 13% |

Base = 150. 'The only I looked at'

Table 121. Q12c. IF ONE OF A RANGE IN Q12B Why did you choose this policy over the other ones you looked at? BY PRODUCT

| Why this policy | Life Insurance | Trauma policy <i>Caution – small sample</i> | TPD | Income Protection | Combined |
|--|----------------|--|-----|-------------------|----------|
| N= | 123 | 11 | 27 | 33 | 27 |
| Better premium for what I was getting/value/affordable/cheap | 24% | 9% | 22% | 24% | 15% |
| Seemed right/ suitable to my needs and situation/circumstances/lifestyle | 24% | 0% | 22% | 9% | 26% |
| Best premium/best price/cheapest | 12% | 18% | 4% | 6% | 7% |
| Don't know/none | 7% | 36% | 26% | 6% | 4% |
| Liked it/ Good/ NO FURTHER INFORMATION GIVEN | 9% | 9% | 0% | 3% | 7% |
| Unclear | 4% | 0% | 15% | 6% | 15% |
| Price NO FURTHER INFORMATION GIVEN | 6% | 0% | 0% | 12% | 7% |
| It has everything I was looking for./features | 5% | 0% | 0% | 6% | 4% |
| Have my super/my bank/my insurance co with them | 2% | 9% | 0% | 6% | 7% |
| Felt more trusted/ well known | 3% | 9% | 4% | 0% | 0% |
| Coverage NO FURTHER INFORMATION | 4% | 0% | 0% | 3% | 0% |
| Good service/ customer service | 2% | 0% | 4% | 6% | 0% |
| Recommended/testimonials | 2% | 0% | 0% | 3% | 4% |
| Incentives/offer/promotion | 2% | 0% | 0% | 6% | 4% |
| Best cover | 2% | 0% | 0% | 3% | 0% |
| Big company/trusted them/well known/advertising | 2% | 9% | 0% | 0% | 0% |
| Convenient | 1% | 0% | 4% | 0% | 4% |
| Nothing hidden in fine print | 0% | 0% | 4% | 0% | 4% |
| Understood it best | 1% | 0% | 0% | 3% | 0% |
| Other | 1% | 0% | 0% | 3% | 0% |

Base = 221 Looked at a range

Table 122. Q13a. When I took out the policy BY PRODUCT

| When I took out the policy | Life Insurance | Trauma policy | TPD | Income Protection | Combined |
|--|----------------|---------------|-----|-------------------|----------|
| N= | 223 | 17 | 47 | 74 | 44 |
| I was told I could cancel the policy within the cooling off period and receive a full refund | 38% | 12% | 34% | 31% | 36% |
| I was informed that I did not need to get a medical to get the cover | 39% | 18% | 34% | 23% | 36% |
| There was an offer of a discount, a gift, cashback / rebate, credit card reward points or the ability to win a prize | 29% | 35% | 26% | 34% | 34% |
| I didn't need to answer any questions about my medical history | 24% | 29% | 28% | 20% | 14% |
| None of these | 16% | 18% | 23% | 19% | 23% |

Base = 405. All bought direct insurance last six months

Table 123. Q13a. When I took out the policy BY PRODUCT

| When I took out the policy | Accident only | Illness only | Accident and illness | Don't Know |
|--|---------------|--------------|----------------------|------------|
| N= | 52 | 4 | 168 | 33 |
| I was told I could cancel the policy within the cooling off period and receive a full refund | 35% | 33% | 40% | 33% |
| I was informed that I did not need to get a medical to get the cover | 35% | 46% | 39% | 33% |
| There was an offer of a discount, a gift, cashback / rebate, credit card reward points or the ability to win a prize | 31% | 0% | 35% | 27% |
| I didn't need to answer any questions about my medical history | 21% | 33% | 35% | 21% |
| None of these | 19% | 8% | 18% | 21% |

Base = 405. All bought direct insurance last six months

Table 124. Q13b When I made my decision how important was it thatMean score - Rating 1 Not at all important. To 7 extremely important) BY PRODUCT

| Mean scores (7 is extremely important) | Life Insurance | Trauma policy <i>Caution – small sample</i> | TPD <i>Caution – small sample</i> | Income Protection <i>Caution – small sample</i> | Combined <i>Caution – small sample</i> |
|--|--------------------------|--|--------------------------------------|--|---|
| <i>N= varies</i> | <i>Between 54 and 88</i> | <i>Between 2 and 6</i> | <i>Between 12 and 16</i> | <i>Between 15 and 25</i> | <i>Between 6 and 16</i> |
| There was an offer of a discount, a gift, cashback/rebate, credit card reward points or the ability to win a prize | 5.0 | 5.2 | 5.3 | 5.5 | 5.5 |
| I did not need to get a medical to get the cover | 5.0 | 5.7 | 4.8 | 5.7 | 4.3 |
| I didn't need to answer any questions about my medical history | 4.8 | 5.4 | 4.2 | 4.6 | 2.2 |
| I could cancel the policy within the cooling off period and receive a full refund | 5.6 | 5.5 | 5.2 | 5.8 | 5.4 |

Base = 405. All bought direct insurance last six months

Table 125. Q13a. When I made my decision how important was it thatMean score - Rating 1 Not at all important. To 7 extremely important) BY PRODUCT

| Mean scores (7 is extremely important) | Life Insurance | Trauma policy <i>Caution – small sample</i> | TPD | Income Protection | Combined |
|---|----------------|--|-----------|-------------------|-----------|
| <i>N=</i> | <i>223</i> | <i>17</i> | <i>47</i> | <i>74</i> | <i>44</i> |
| It was the best cover for my needs | 5.8 | 5.1 | 5.4 | 5.6 | 5.8 |
| It seemed the most affordable way of getting this kind of cover | 5.8 | 4.8 | 5.6 | 5.6 | 5.5 |
| I trusted the brand | 5.9 | 5.5 | 5.5 | 5.7 | 5.8 |
| It was easy | 5.7 | 5.3 | 5.3 | 5.7 | 5.7 |
| The salesperson / consultant suggested some options for me | 4.9 | 5.5 | 4.7 | 4.8 | 4.8 |

Base = 405. All bought direct insurance last six months

Table 126. Q14b. Thinking about the time that you bought, which of the following most accurately describes your experience? BY PRODUCT

| Pressure | Life Insurance | Trauma policy <i>Caution – small sample</i> | TPD | Income Protection | Combined |
|---|----------------|--|-----|-------------------|----------|
| <i>N=</i> | 223 | 17 | 47 | 74 | 44 |
| I did not feel pressurised into buying it | 64% | 41% | 38% | 62% | 64% |
| I felt a little pressure to buy it | 21% | 29% | 32% | 22% | 23% |
| I felt a lot of pressure to buy it | 7% | 12% | 13% | 8% | 2% |
| Not sure | 7% | 18% | 13% | 7% | 11% |
| Prefer not to say | 1% | 0% | 4% | 1% | 0% |

Base = 405. All bought direct insurance last six months

Table 127. Q14b. Thinking about the time that you bought, which of the following most accurately describes your experience? BY PRODUCT

| Pressure | Accident only | Illness only | Accident and illness | Don't Know |
|---|---------------|--------------|----------------------|------------|
| <i>N=</i> | 52 | 24 | 168 | 33 |
| I did not feel pressurised into buying it | 65% | 50% | 65% | 58% |
| I felt a little pressure to buy it | 19% | 29% | 20% | 24% |
| I felt a lot of pressure to buy it | 6% | 8% | 8% | 3% |
| Not sure | 6% | 0% | 1% | 15% |
| Prefer not to say | 4% | 2% | 2% | 0% |

Base = 405. All bought direct insurance last six months

Table 128. Q15. Before I bought it BY PRODUCT

| Before bought | Life Insurance | Trauma policy <i>Caution – small sample</i> | TPD | Income Protection | Combined |
|---------------------------------------|----------------|--|-----|-------------------|----------|
| <i>N=</i> | 223 | 17 | 47 | 74 | 44 |
| I knew a lot about it | 9% | 12% | 4% | 19% | 16% |
| I knew quite a bit about it | 32% | 35% | 40% | 24% | 41% |
| I knew a little bit about it | 44% | 47% | 34% | 36% | 27% |
| I don't really know anything about it | 13% | 0% | 21% | 18% | 16% |
| Don't know | 2% | 6% | 0% | 3% | 0% |

Base = 405. All bought direct insurance last six months

Table 129. Q15. Before I bought it BY PRODUCT

| Before bought | Accident only | Illness only | Accident and illness | Don't Know |
|---------------------------------------|---------------|--------------|----------------------|------------|
| N= | 52 | 24 | 168 | 33 |
| I knew a lot about it | 13% | 0% | 9% | 12% |
| I knew quite a bit about it | 37% | 46% | 35% | 21% |
| I knew a little bit about it | 38% | 33% | 43% | 36% |
| I don't really know anything about it | 8% | 21% | 11% | 27% |
| Don't know | 4% | 0% | 1% | 3% |

Base = 405. All bought direct insurance last six months

Table 130. Q16. If KNEW A LOT/QUITE A BIT/A LITTLE BEFORE BUYING The policy I chose was: - (TICK ALL THAT APPLY) BY PRODUCT

| Policy chose was | Life Insurance | Trauma policy <i>Caution – small sample</i> | TPD | Income Protection | Combined |
|---|----------------|--|-----|-------------------|----------|
| N= | 189 | 16 | 37 | 59 | 37 |
| Exactly the type of insurance cover I had had in mind | 44% | 44% | 19% | 53% | 57% |
| One that the salesperson / consultant recommended | 30% | 25% | 43% | 19% | 41% |
| Insurance that covered some, but not all of the events, illnesses or injuries I had in mind | 20% | 63% | 35% | 29% | 22% |
| Provided more cover than I had intended | 19% | 6% | 27% | 15% | 24% |
| I didn't know enough about this insurance beforehand to know what I wanted | 12% | 6% | 8% | 12% | 3% |
| A completely different type of insurance from the one I had in mind | 7% | 6% | 14% | 7% | 5% |
| Don't know | 3% | 0% | 3% | 0% | 3% |

Base = 338 Knew a lot, quite a bit, a little before buying

Table 131. Q16. If KNEW A LOT/QUITE A BIT/A LITTLE BEFORE BUYING The policy I chose was: - (TICK ALL THAT APPLY) BY PRODUCT

| Policy chose was | Accident only | Illness only | Accident and illness | Don't Know |
|---|---------------|--------------|----------------------|------------|
| N= | 46 | 19 | 147 | 23 |
| Exactly the type of insurance cover I had had in mind | 48% | 32% | 48% | 48% |
| One that the salesperson / consultant recommended | 33% | 42% | 37% | 37% |
| Insurance that covered some, but not all of the events, illnesses or injuries I had in mind | 22% | 11% | 22% | 22% |
| Provided more cover than I had intended | 6% | 5% | 5% | 5% |
| I didn't know enough about this insurance beforehand to know what I wanted | 22% | 21% | 23% | 23% |
| A completely different type of insurance from the one I had in mind | 10% | 0% | 10% | 10% |
| Don't know | 3% | 2% | | 2% |

Base = 338 Knew a lot, quite a bit, a little before buying

Table 132. Q17. IF SALESPERSON RECOMMENDED/COVERED SOME BUT NOT ALL/COMPLETELY DIFFERENT TYPE/MORE COVER THAN I INTENDED I bought a policy that was different from what I expected because... BY PRODUCT

| Bought different from expected because | Life Insurance | Trauma policy Caution – small sample | TPD | Income Protection | Combined Caution – small sample |
|---|----------------|---|-----|-------------------|---------------------------------|
| N= | 115 | 14 | 31 | 30 | 23 |
| I realised I could afford more types of insurance | 39% | 14% | 35% | 40% | 30% |
| I went with what the salesperson / consultant suggested / tailored for me | 30% | 43% | 32% | 23% | 26% |
| I couldn't afford to buy the insurance I wanted | 23% | 29% | 32% | 33% | 30% |
| I didn't qualify for the insurance I wanted | 6% | 0% | 10% | 13% | 9% |
| Some other reason (please specify) | 4% | 0% | 3% | 0% | 4% |
| Don't know | 16% | 29% | 13% | 13% | 17% |

Base = 213 Salesperson recommended type of cover/bought insurance that covered some but not all events or illnesses had in mind/bought something completely different from expected, or more cover than intended

Table 133. Q19 The cover (the amount it pays) is BY PRODUCT

| The cover | Life Insurance | Trauma policy <i>Caution – small sample</i> | TPD | Income Protection | Combined |
|--|----------------|--|-----|-------------------|----------|
| N= | 223 | 17 | 47 | 74 | 44 |
| Less than I expected / wanted | 17% | 12% | 13% | 28% | 9% |
| Exactly the level of cover I expected / wanted | 59% | 53% | 45% | 39% | 68% |
| More than I expected / wanted | 21% | 24% | 32% | 20% | 14% |
| Don't recall | 3% | 12% | 11% | 12% | 9% |
| Less than I expected / wanted | 17% | 12% | 13% | 28% | 9% |

Base = 405. All bought direct insurance last six months

Table 134. Q19 The cover (the amount it pays) is BY PRODUCT

| The cover | Accident only | Illness only | Accident and illness | Don't Know |
|--|---------------|--------------|----------------------|------------|
| N= | 52 | 24 | 168 | 33 |
| Less than I expected / wanted | 17% | 4% | 15% | 30% |
| Exactly the level of cover I expected / wanted | 56% | 75% | 64% | 36% |
| More than I expected / wanted | 19% | 17% | 18% | 30% |
| Don't recall | 8% | 4% | 3% | 3% |
| Less than I expected / wanted | 17% | 15% | 17% | 30% |

Base = 405. All bought direct insurance last six months

Table 135. Q20. IF SALESPERSON SUGGESTED/ COULDN'T AFFORD/ COULD AFFORD MORE I took out the level of cover on this policy because BY PRODUCT

| Took out this level of cover because | Life Insurance | Trauma policy <i>Caution – small sample</i> | TPD <i>Caution – small sample</i> | Income Protection | Combined <i>Caution – small sample</i> |
|---|----------------|--|--------------------------------------|-------------------|---|
| N= | 85 | 6 | 21 | 36 | 10 |
| The salesperson suggested I take out this amount and it seemed right for me | 40% | 17% | 38% | 42% | 60% |
| I couldn't afford the level of cover I wanted | 31% | 33% | 24% | 19% | 30% |
| I realised I could afford more cover than I originally planned | 31% | 17% | 43% | 28% | 20% |
| I realised I didn't need such a high level of cover | 15% | 33% | 24% | 22% | 30% |
| Some other reason (please specify) | 2% | 0% | 0% | 3% | 0% |
| Don't know | 5% | 0% | 5% | 3% | 10% |

Base = 158 Salesperson suggested level of cover/couldn't afford expected level of cover/realise could afford more

Table 136. Q20a. Thinking about the events, illnesses or injuries you are covered for. Does your policy BY PRODUCT

| Does your policy | Life Insurance | Trauma policy <i>Caution – small sample</i> | TPD | Income Protection | Combined |
|---|----------------|--|-----|-------------------|----------|
| N= | 223 | 17 | 47 | 74 | 44 |
| Cover fewer events, illnesses and injuries than you expected or wanted | 21% | 12% | 6% | 23% | 14% |
| Provides the events, illnesses and injuries cover you expected / wanted | 49% | 76% | 55% | 53% | 64% |
| Cover more events, illnesses and injuries than you expected or wanted | 16% | 6% | 21% | 14% | 23% |
| Don't recall | 15% | 6% | 17% | 11% | 0% |

Base = 405. All bought direct insurance last six months

Table 137. Q20a. Thinking about the events, illnesses or injuries you are covered for. Does your policy BY PRODUCT

| Does your policy | Accident only | Illness only | Accident and illness | Don't Know |
|---|---------------|--------------|----------------------|------------|
| N= | 52 | 24 | 168 | 33 |
| Cover fewer events, illnesses and injuries than you expected or wanted | 29% | 33% | 12% | 21% |
| Provides the events, illnesses and injuries cover you expected / wanted | 48% | 50% | 58% | 24% |
| Cover more events, illnesses and injuries than you expected or wanted | 12% | 8% | 23% | 9% |
| Don't recall | 12% | 8% | 7% | 45% |
| Cover fewer events, illnesses and injuries than you expected or wanted | 17% | 15% | 17% | 30% |

Base = 405. All bought direct insurance last six months

Table 138. Q20b. IF COVERED FEWER/ MORE The reason I took out a policy that covers fewer events, illnesses or injuries / more events, illnesses or injuries (as above) wasTICK ALL THAT APPLY BY PRODUCT

| Reason policy with fewer ... | Life Insurance | Trauma policy Caution – small sample | TPD Caution – small sample | Income Protection | Combined Caution – small sample |
|---|----------------|---|-------------------------------|-------------------|------------------------------------|
| <i>N=</i> | 81 | 3 | 13 | 27 | 16 |
| The salesperson suggested I take out this amount and it seemed right for me | 43% | 0% | 54% | 44% | 50% |
| I couldn't afford the level of cover I wanted | 35% | 33% | 31% | 26% | 38% |
| I realised I could afford more cover than I originally planned | 31% | 67% | 8% | 22% | 19% |
| I realised I didn't need such a high level of cover | 14% | 0% | 31% | 7% | 0% |
| Some other reason (please specify) | 0% | 0% | 0% | 4% | 19% |
| Don't know | 6% | 0% | 15% | 4% | 0% |

Base = 140 Took out policy which covered fewer or more events/ illnesses

Table 139. Q21 Thinking about what you pay for your policy (that is, the premium), which of these statements is true? BY PRODUCT

| Statement | Life Insurance | Trauma policy Caution – small sample | TPD | Income Protection | Combined |
|---|----------------|---|-----|-------------------|----------|
| <i>N=</i> | 223 | 17 | 47 | 74 | 44 |
| The amount I pay stays the same each year | 36% | 29% | 38% | 42% | 34% |
| I assume the amount I pay will increase each year, but I'm not sure how this increase is calculated | 40% | 59% | 36% | 32% | 39% |
| The amount I pay each year increases and I know how this is calculated | 16% | 6% | 15% | 11% | 18% |
| I don't know | 8% | 6% | 11% | 15% | 9% |

Base = 405. All bought direct insurance last six months

Table 140. Q21 Thinking about what you pay for your policy (that is, the premium), which of these statements is true? BY PRODUCT

| Statement | Accident only | Illness only | Accident and illness | Don't Know |
|---|---------------|--------------|----------------------|------------|
| N= | 52 | 24 | 168 | 33 |
| The amount I pay stays the same each year | 50% | 25% | 38% | 18% |
| I assume the amount I pay will increase each year, but I'm not sure how this increase is calculated | 31% | 54% | 40% | 39% |
| The amount I pay each year increases and I know how this is calculated | 12% | 17% | 17% | 15% |
| Don't recall | 8% | 4% | 5% | 27% |
| Cover fewer events, illnesses and injuries than you expected or wanted | 17% | 15% | 17% | 30% |

Base = 405. All bought direct insurance last six months

Table 141. Q22. Some insurance policies have exclusions and limits on what they will pay. Which of these describes your [insert insurance policy]? BY PRODUCT

| Exclusions | Life Insurance | Trauma policy <i>Caution – small sample</i> | TPD | Income Protection | Combined |
|---|----------------|--|-----|-------------------|----------|
| N= | 223 | 17 | 47 | 74 | 44 |
| I am not aware of any exclusions for this policy | 25% | 6% | 23% | 31% | 23% |
| I assume there are some but I don't know exactly what they are | 36% | 29% | 30% | 31% | 36% |
| I have a clear understanding of any exclusions because of what I was told by a sales consultant | 21% | 53% | 34% | 22% | 18% |
| I have a clear understanding of the exclusions because I have read the PDS | 11% | 6% | 4% | 7% | 18% |
| Don't know | 7% | 6% | 9% | 9% | 5% |

Base = 405. All bought direct insurance last six months

Table 142. Q22. Some insurance policies have exclusions and limits on what they will pay. Which of these describes your [insert insurance policy]? BY PRODUCT

| Exclusions | Accident only | Illness only | Accident and illness | Don't Know |
|---|---------------|--------------|----------------------|------------|
| N= | 52 | 24 | 168 | 33 |
| I am not aware of any exclusions for this policy | 23% | 17% | 26% | 30% |
| I assume there are some but I don't know exactly what they are | 33% | 38% | 35% | 42% |
| I have a clear understanding of any exclusions because of what I was told by a sales consultant | 23% | 29% | 21% | 9% |
| I have a clear understanding of the exclusions because I have read the PDS | 6% | 13% | 14% | 3% |
| Don't know | 15% | 6% | 8% | 15% |

Base = 405. All bought direct insurance last six months

Table 143. Q23. Thinking about insurance policies like yours in general (pick any that apply) BY PRODUCT

| Policies like yours.... | Life Insurance | Trauma policy <i>Caution – small sample</i> | TPD | Income Protection | Combined |
|--|----------------|--|-----|-------------------|----------|
| N= | 223 | 17 | 47 | 74 | 44 |
| Most policies like this offer fairly similar coverage | 45% | 24% | 30% | 45% | 48% |
| Most policies like this have similar premiums | 39% | 41% | 49% | 36% | 43% |
| If I take out multiple policies I or my family can claim on them all | 13% | 29% | 32% | 11% | 18% |
| None of the above | 7% | 12% | 13% | 8% | 2% |
| Don't know | 15% | 6% | 9% | 14% | 14% |

Base = 405. All bought direct insurance last six months

Table 144. Q23. Thinking about insurance policies like yours in general (pick any that apply) BY PRODUCT

| Policies like yours.... | Accident only | Illness only | Accident and illness | Don't Know |
|--|---------------|--------------|----------------------|------------|
| N= | 52 | 24 | 168 | 33 |
| Most policies like this offer fairly similar coverage | 48% | 29% | 49% | 24% |
| Most policies like this have similar premiums | 38% | 29% | 43% | 36% |
| If I take out multiple policies I or my family can claim on them all | 12% | 4% | 17% | 15% |
| None of the above | 4% | 21% | 5% | 3% |
| Don't know | 15% | 17% | 11% | 39% |

Base = 405. All bought direct insurance last six months

Table 145. Q24 Is (or was) this type of insurance included in your superannuation? BY PRODUCT

| Insurance in superannuation | Life Insurance | Trauma policy <i>Caution – small sample</i> | TPD | Income Protection | Combined |
|-----------------------------|----------------|--|-----|-------------------|----------|
| N= | 223 | 17 | 47 | 74 | 44 |
| Yes | 16% | 12% | 9% | 19% | 20% |
| No | 66% | 71% | 79% | 54% | 64% |
| Don't Know | 18% | 18% | 13% | 27% | 16% |

Base = 405. All bought direct insurance last six months

Table 146. Demographics BY PRODUCT

| Demographics | Life Insurance | Trauma policy <i>Caution – small sample</i> | TPD | Income Protection | Combined |
|--|----------------|--|-----|-------------------|----------|
| N= | 221 | 16 | 47 | 73 | 43 |
| Male | 27% | 65% | 36% | 36% | 33% |
| Female | 73% | 35% | 64% | 64% | 67% |
| 18 to 29 | 28% | 19% | 15% | 37% | 35% |
| 30 to 39 | 32% | 38% | 57% | 44% | 40% |
| 40 to 49 | 14% | 13% | 13% | 10% | 16% |
| 50 to 59 | 14% | 6% | 6% | 7% | 5% |
| 60 to 69 | 9% | 12% | 4% | 3% | 5% |
| 70 plus | 3% | 12% | 4% | 0% | 0% |
| Single person of any age living alone or in shared accommodation | 15% | 20% | 22% | 27% | 18% |
| Young couple no children | 14% | 53% | 27% | 11% | 11% |
| Couple or single parent with mostly preschool children | 18% | 7% | 22% | 26% | 36% |
| Couple or single parent with mostly school aged children | 27% | 7% | 18% | 23% | 27% |
| Couple or single parent with mostly older children | 12% | 0% | 4% | 7% | 2% |
| Couple or single parent with no children living at home | 14% | 13% | 7% | 6% | 5% |
| Primary + Year 10/School Certificate | 12% | 13% | 4% | 21% | 9% |
| Year 12/Higher School Certificate | 18% | 6% | 15% | 19% | 16% |
| Trades Certificate/Diploma | 30% | 25% | 21% | 21% | 23% |
| University degree | 27% | 25% | 40% | 24% | 33% |
| Post graduate degree | 12% | 31% | 19% | 15% | 19% |
| Professional e.g. lawyer, accountant, GP | 12% | 25% | 21% | 22% | 20% |
| Management / Director | 7% | 13% | 13% | 7% | 10% |
| Business Owner/Self-employed | 6% | 13% | 13% | 4% | 13% |

| Demographics | Life Insurance | Trauma policy <i>Caution – small sample</i> | TPD | Income Protection | Combined |
|--|----------------|--|-----|----------------------|----------|
| <i>N=</i> | 221 | 16 | 47 | 73 | 43 |
| Contractor | 3% | 13% | 4% | 0% | 3% |
| Office worker/clerical/administration | 14% | 6% | 11% | 17% | 15% |
| Retail/Sales | 12% | 0% | 6% | 10% | 8% |
| Skilled trade + Unskilled trade | 9% | 0% | 0% | 6% | 8% |
| Home duties | 15% | 6% | 17% | 12% | 13% |
| Retired | 7% | 19% | 6% | 0% | 3% |
| Student | 5% | 0% | 2% | 4% | 0% |
| On NewStart or Disability Support Pension | 2% | 6% | 2% | 9% | 0% |
| Other (please specify) | 7% | 0% | 4% | 9% | 10% |
| Full time | 56% | 73% | 71% | 56% | 68% |
| Part time | 27% | 9% | 26% | 40% | 18% |
| Casual | 15% | 18% | 3% | 4% | 9% |
| Prefer not to say | 3% | 0% | 0% | 0% | 6% |

Base = 405. All bought direct insurance last six months

Table 147. Demographics by accident/illness BY PRODUCT

| Demographics | Accident only | Illness only | Accident and illness | Don't Know |
|--|---------------|--------------|----------------------|------------|
| N= | 52 | 24 | 168 | 33 |
| Male | 35% | 55% | 23% | 12% |
| Female | 65% | 45% | 77% | 88% |
| 18 to 29 | 25% | 8% | 34% | 21% |
| 30 to 39 | 37% | 46% | 33% | 30% |
| 40 to 49 | 17% | 8% | 13% | 15% |
| 50 to 59 | 10% | 13% | 12% | 18% |
| 60 plus | 12% | 17% | 7% | 15% |
| Single person of any age living alone or in shared accommodation | 30% | 17% | 14% | 21% |
| Young couple no children | 9% | 21% | 14% | 30% |
| Couple or single parent with mostly preschool children | 15% | 21% | 25% | 15% |
| Couple or single parent with mostly school aged children | 28% | 25% | 26% | 18% |
| Couple or single parent with mostly older children | 6% | 8% | 10% | 15% |
| Couple or single parent with no children living at home | 13% | 8% | 11% | 18% |
| Primary + Year 10/School Certificate | 6% | 29% | 13% | 6% |
| Year 12/Higher School Certificate | 25% | 0% | 16% | 25% |
| Trades Certificate/Diploma | 29% | 21% | 30% | 31% |
| University degree | 31% | 25% | 28% | 28% |
| Post graduate degree | 10% | 25% | 13% | 9% |
| Professional e.g. lawyer, accountant, GP | 15% | 9% | 14% | 6% |
| Management / Director | 6% | 13% | 7% | 6% |
| Business Owner/Self-employed | 6% | 9% | 5% | 13% |
| Contractor | 4% | 0% | 3% | 6% |
| Office worker/clerical/administration | 13% | 22% | 13% | 16% |
| Retail/Sales | 10% | 13% | 12% | 6% |
| Skilled trade + Unskilled trade | 8% | 9% | 8% | 16% |
| Home duties | 19% | 4% | 15% | 16% |
| Retired | 6% | 13% | 6% | 6% |
| Student | 6% | 0% | 4% | 3% |
| On NewStart or Disability Support Pension | 2% | 0% | 2% | 0% |
| Other (please specify) | 4% | 9% | 10% | 3% |
| Full time | 55% | 63% | 55% | 55% |
| Part time | 26% | 32% | 25% | 25% |
| Casual | 15% | 5% | 15% | 15% |
| Prefer not to say | 3% | 0% | 4% | 4% |

Base = 405. All bought direct insurance last six months

CHARTS AND TABLES – DEMOGRAPHIC DIFFERENCES (SIGNIFICANT DIFFERENCES ONLY)

Table 148. Thinking about your [insert policy name if only bought one at Q2a or else selected policy from Q3b]
Where did you get your policy from? Was it through: BY DEMOGRAPHICS

| Policy from | Male | Female | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 59 | 60 to 69 + 70 plus |
|---|------|--------|----------|----------|----------|----------|--------------------|
| <i>N=</i> | 127 | 273 | 65 | 105 | 37 | 33 | 27 |
| An insurance company (by phone or online, or through a comparison website) without talking to a financial planner or broker | 72% | 76% | 74% | 76% | 75% | 74 | 76% |
| A bank or Credit Union (but not through a financial planner) | 20 | 17% | 17% | 1% | 23% | 21% | 18% |
| Another organisation – e.g. a credit card company, motoring organisation, airline, retail store, health fund or mortgage | 7% | 7% | 9% | 8% | 0% | 5% | 0% |

Table 149. Q5a Thinking about your [insert type of insurance policy from Q2a/3b], how confident are you that this is the right policy for you? BY DEMOGRAPHICS

| Confidence | Primary + Year 10/School Certificate | Year 12/Higher School Certificate | Trades Certificate/Diplo ma | University degree | Post graduate degree |
|----------------------|--------------------------------------|-----------------------------------|-----------------------------|-------------------|----------------------|
| <i>N=</i> | 49 | 70 | 106 | 115 | 60 |
| Very confident | 49% | 31% | 32% | 24% | 18% |
| Fairly confident | 45% | 53% | 57% | 62% | 50% |
| Not very confident | 4% | 10% | 7% | 10% | 28% |
| Not at all confident | 0% | 3% | 1% | 2% | 3% |
| Don't Know | 2% | 3% | 4% | 2% | 0% |

Base = 405. All bought direct insurance last six months

Table 150. Q5c. What would have made you more confident? BY DEMOGRAPHICS

| Made more confident | Male | Female |
|--|------|--------|
| <i>N=</i> | 86 | 196 |
| Doing more research/shopping around more | 5% | 8% |
| Sales process/communication | 0% | 1% |
| Given more information/explanation/understand more | 6% | 14% |
| Talking face to face | 0% | 2% |
| Speaking to someone who understands the policy detail/my needs | 1% | 4% |
| Salesperson - friendly and transparent | 0% | 1% |
| Communication from company (phone/email) | 0% | 1% |
| Cheaper | 8% | 4% |
| Guarantee that claims will be paid | 3% | 1% |

| Made more confident | Male | Female |
|---|------|--------|
| N= | 86 | 196 |
| Rewards | 0% | 1% |
| Less stringent application process | 0% | 1% |
| More flexibility | 0% | 1% |
| Nothing/no | 45% | 13% |
| Don't Know | 5% | 19% |
| Ability to compare | 2% | 2% |
| Better cover, better policy | 2% | 3% |
| Being with a better known, more trusted company | 0% | 2% |
| Recommendation | 0% | 3% |
| Other | 22% | 24% |

Base = 405. All bought direct insurance last six months

Table 151. Q7. IF DONE SOME RESEARCH/HAD IT IN MIND/ SOMETHING ELSE Which if any of these did you have in mind when you took out your policy? Tick all that apply ROTATE ORDER BY DEMOGRAPHICS

| In mind | Male | Female | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 59 | 60 to 69 + 70 plus |
|--|------|--------|----------|----------|----------|----------|--------------------------|
| N= | 80 | 186 | 65 | 105 | 37 | 33 | 27 |
| The insurance would help to pay the mortgage if something happened to me | 23% | 39% | 37% | 36% | 43% | 33% | 7% |
| It would help with bills if something happened to me | 49% | 55% | 48% | 53% | 62% | 45% | 63% |
| It would be something I could leave for my family | 35% | 55% | 49% | 43% | 49% | 67% | 48% |
| It could help pay for my funeral | 28% | 49% | 43% | 29% | 54% | 55% | 63% |
| I will only need it for a few years | 15% | 5% | 8% | 10% | 5% | 3% | 7% |
| My job required me to have it | 8% | 6% | 17% | 4% | 0% | 3% | 11% |
| Something else (please specify) | 1% | 2% | 2% | 2% | 3% | 0% | 4% |
| I didn't really have anything in mind | 4% | 3% | 3% | 5% | 0% | 6% | 0% |
| Don't know | 0% | 1% | 2% | 0% | 0% | 0% | 0% |

Base = 405. All bought direct insurance last six months

Table 152. Q9a. Thinking now about your FIRST CONTACT with your insurance provider. How did you make your first contact with the insurance provider for the [insert policy type]? Choose one (ROTATE ORDER) BY DEMOGRAPHICS

| First contact | Male | Female | Primary + Year 10/School Certificate | Year 12/Higher School Certificate | Trades Certificate /Diploma | University degree | Post graduate degree |
|----------------------------------|------|--------|---|--|-----------------------------------|----------------------|----------------------------|
| N= | 127 | 273 | 49 | 70 | 106 | 115 | 60 |
| I phoned them | 24% | 29% | 24% | 31% | 32% | 26% | 18% |
| They phoned me | 16% | 19% | 39% | 17% | 22% | 9% | 13% |
| I contacted them online | 31% | 37% | 14% | 36% | 33% | 41% | 40% |
| I went into / was at a branch | 27% | 14% | 22% | 13% | 13% | 22% | 23% |
| Don't Know | 2% | 1% | 0% | 3% | 0% | 3% | 5% |

Base = 405. All bought direct insurance last six months

Table 153. Q15. Before I bought it BY DEMOGRAPHICS

| Before I bought it | Male | Female | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 59 | 60 to 69 + 70 plus |
|--|------|--------|----------|----------|----------|----------|-----------------------|
| N= | 127 | 273 | 65 | 105 | 37 | 33 | 27 |
| I knew a lot about it | 17% | 8% | 11% | 11% | 9% | 9% | 16% |
| I knew quite a bit about it | 35% | 32% | 35% | 32% | 40% | 19% | 34% |
| I knew a little bit about it | 33% | 43% | 38% | 38% | 34% | 65% | 34% |
| I don't really know anything about it | 13% | 15% | 12% | 18% | 17% | 7% | 13% |
| Don't know | 1% | 2% | 4% | 1% | 0% | 0% | 3% |

Base = 405. All bought direct insurance last six months

Table 154. Q24. Do you have insurance in your superannuation? BY DEMOGRAPHICS

| Insurance in superannuation | Male | Female | Primary + Year 10/School Certificate | Year 12/Higher School Certificate | Trades Certificate /Diploma | University degree | Post graduate degree |
|--------------------------------|------|--------|---|--|-----------------------------------|----------------------|----------------------------|
| N= | 127 | 273 | 49 | 70 | 106 | 115 | 60 |
| Yes | 13% | 18% | 16% | 19% | 11% | 18% | 15% |
| No | 73% | 62% | 63% | 63% | 66% | 66% | 68% |
| Don't Know | 14% | 20% | 20% | 19% | 23% | 16% | 17% |

Base = 405. All bought direct insurance last six months

CHARTS AND TABLES – ANALYSED BY TRIGGER (SIGNIFICANT DIFFERENCES ONLY)

Table 155. IF DONE SOME RESEARCH/HAD IT IN MIND/ SOMETHING ELSE Which if any of these did you have in mind when you took out your policy? Tick all that apply ROTATE ORDER BY TRIGGER

| Had in mind | A life event such as getting married, getting a mortgage, change of job, having children etc. | A call from an insurance salesperson | A medical condition | Saw an Ad or a promotion | Something else (please specify) | Don't Know |
|--|---|--------------------------------------|---------------------|--------------------------|---------------------------------|------------|
| N= | 95 | 57 | 44 | 68 | 33 | 13 |
| The insurance would help to pay the mortgage if something happened to me | 48% | 30% | 30% | 34% | 36% | 15% |
| It would help with bills if something happened to me | 57% | 51% | 50% | 56% | 67% | 38% |
| It would be something I could leave for my family | 58% | 47% | 50% | 49% | 55% | 38% |
| It could help pay for my funeral | 40% | 47% | 45% | 49% | 58% | 38% |
| I will only need it for a few years | 9% | 19% | 7% | 4% | 0% | 8% |
| My job required me to have it | 8% | 9% | 14% | 9% | 0% | 8% |
| Something else (please specify) | 2% | 0% | 0% | 0% | 9% | 0% |
| I didn't really have anything in mind | 2% | 2% | 2% | 3% | 3% | 15% |
| Don't know | 1% | 0% | 0% | 0% | 0% | 0% |

Base = all who had done some research / thought about it N= 269

Table 156. Q9a - Thinking now about your FIRST CONTACT with your insurance provider. How did you make your first contact with the insurance provider for the Policy? BY TRIGGER

| First contact | A life event such as getting married, getting a mortgage, change of job, having children etc. | A call from an insurance salesperson | A medical condition | Saw an Ad or a promotion | Something else (please specify) | Don't Know |
|-------------------------------|---|--------------------------------------|---------------------|--------------------------|---------------------------------|------------|
| N= | 152 | 76 | 64 | 92 | 51 | 27 |
| I phoned them | 31% | 17% | 30% | 26% | 22% | 26% |
| They phoned me | 11% | 54% | 13% | 14% | 20% | 7% |
| I contacted them online | 36% | 12% | 44% | 46% | 43% | 22% |
| I went into / was at a branch | 22% | 16% | 13% | 14% | 12% | 33% |
| Don't Know | 1% | 1% | 2% | 0% | 4% | 11% |

Base = all N=405

Table 157. Q14b - Thinking about the time that you bought your policy, which of the following most accurately describes your experience? BY TRIGGER

| Trigger | A life event such as getting married, getting a mortgage, change of job, having children etc. | A call from an insurance salesperson | A medical condition | Saw an Ad or a promotion | Something else (please specify) | Don't Know |
|---|---|--------------------------------------|---------------------|--------------------------|---------------------------------|------------|
| N= | 152 | 76 | 64 | 92 | 51 | 27 |
| The type of insurance I wanted (e.g. life cover, total and permanent disability cover, income protection or trauma) | 66% | 41% | 56% | 61% | 57% | 33% |
| The level of cover (the amount the policy pays out) I wanted | 57% | 45% | 58% | 58% | 65% | 30% |
| The type of illnesses I wanted to cover | 33% | 37% | 59% | 32% | 27% | 30% |
| What events - like accidents or job loss - that I wanted to cover | 38% | 24% | 41% | 40% | 31% | 22% |
| How much I wanted to pay (the premium) | 44% | 34% | 44% | 59% | 65% | 30% |
| That my medical history might affect my policy | 16% | 16% | 28% | 16% | 20% | 11% |
| None of these | 3% | 11% | 2% | 3% | 8% | 30% |

Base = all N=405

Table 158. Q14b. Thinking about the time that you bought your policy, which of the following most accurately describes your experience? BY TRIGGER

| Pressure | A life event such as getting married, getting a mortgage, change of job, having children etc. | A call from an insurance salesperson | A medical condition | Saw an Ad or a promotion | Something else (please specify) | Don't Know |
|---|---|--------------------------------------|---------------------|--------------------------|---------------------------------|------------|
| N= | 152 | 76 | 64 | 92 | 51 | 27 |
| I did not feel pressurised into buying it | 60% | 38% | 66% | 67% | 73% | 52% |
| I felt a little pressure to buy it | 24% | 39% | 20% | 18% | 14% | 4% |
| I felt a lot of pressure to buy it | 6% | 11% | 9% | 7% | 10% | 4% |
| Not sure | 9% | 9% | 5% | 7% | 2% | 41% |
| Prefer not to say | 1% | 3% | 0% | 1% | 2% | 0% |

Base = all N=405

Table 159. Key demographics BY TRIGGER

| Trigger | A life event such as getting married, getting a mortgage, change of job, having children etc. | A call from an insurance salesperson | A medical condition | Saw an Ad or a promotion | Something else (please specify) | Don't Know |
|--|---|--------------------------------------|---------------------|--------------------------|---------------------------------|------------|
| N= | 152 | 76 | 64 | 92 | 51 | 27 |
| Single person of any age living alone or in shared accommodation | 9% | 12% | 17% | 32% | 23% | 25% |
| Young couple no children | 17% | 26% | 24% | 11% | 8% | 4% |
| Couple or single parent with mostly preschool children | 30% | 29% | 17% | 15% | 13% | 25% |
| Couple or single parent with mostly school aged children | 28% | 14% | 25% | 24% | 23% | 25% |
| Couple or single parent with mostly older children | 7% | 8% | 8% | 6% | 10% | 13% |
| Couple or single parent with no children living at home | 8% | 11% | 8% | 13% | 23% | 8% |

Base = all N=405

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