



Media Release

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People with Life Insurance

Are happier!

New Independent Research Reveals

NobleOak Life Limited (NobleOak) recently commissioned an independent survey on people's attitudes towards Life Insurance.

The survey¹ was conducted amongst over 1,000 Australians in December 2018, with around half of these people having Life Insurance in place.

According to Anthony R Brown, NobleOak CEO, the survey revealed some interesting findings when respondents were asked to rate their overall happiness.

"We wanted to know if people who had Life Insurance were happier than those that did not, because we strongly believe that having Life Insurance provides you with true peace of mind – especially when you have a family to look after." Mr Brown said. "As it turns out, the independent survey results supported this belief."

Among people with Life Insurance, the average "happiness" score was 7.2, while for those without it was 6.6. This represents a material 9.1% difference. When looking at age ranges, people aged from 55 to 60 were happiest, with a score of 7.2, while the lowest was the 6.9 average for people between 30 and 34. The results for males and females were almost identical.

Among the people who have Life Insurance, on a scale of one to 10, 45% rated their happiness as eight, nine or 10. By contrast, of people who did not have Life Insurance, only 39% rated their happiness as eight, nine or 10.

At the other end of the scale, only 4% of people with Life Insurance rated their happiness one, two or three compared to 9% of those who didn't have Life Insurance.

"Purchasing Life Insurance is one of the most selfless acts you can do, as it is your family, not you personally, that will usually benefit if a claim is made."

¹ Research conducted by Pureprofile in December 2018 with 1,043 Australian respondents.



Despite this, time and again we hear our customers telling us they feel relieved they have their Life Insurance sorted. Getting the right cover can make you feel more secure about your and your family's financial future, and more confident that your family will be able to cope if you pass away, or you'll be able to manage a serious illness or accident if it happens to you," Mr Brown said.

When people buy Life Insurance

The survey revealed that the most likely time people would look to purchase Life or Income Protection Insurance was when they have a change in their life circumstances – for example if they get married, take on a mortgage or have a baby.

"Becoming responsible for someone else's financial wellbeing can lead to a significant shift in mindset, and we find that's often when people contact us to talk about getting covered," Mr Brown said.

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About NobleOak Life Limited

NobleOak Life Limited (NobleOak), is one of Australia's most established life insurers, and has been in the Australian market for over 140 years. NobleOak provides Life, TPD, Trauma, Income Protection and Business Expenses insurance.

NobleOak keeps costs low by providing fully underwritten cover, passing any savings back to their clients through reduced premiums, supported by outstanding personal service.

NobleOak is an Australian public unlisted company regulated by APRA, with products backed by a leading global reinsurer, Hannover Life Re. For more information visit www.nobleoak.com.au

NobleOak has a client satisfaction rating of 95% (2018 client survey) and is the winner of the 2016, 2017 and 2018 Canstar 5 Star Awards for both Premium Life Direct cover and Income Protection.

NobleOak was the winner of the Life Insurance Company of the Year from the RFI Group Australian Insurance Awards 2018 and received the award for Life Insurance Product - Innovation of the Year for its online calculator.

In addition, NobleOak received the Strategic Insights Overall Direct Life Insurance Excellence Award for 2018 and was a finalist for the Term Life, Trauma – Rider and Trauma award. In 2018 NobleOak received the Gold Trusted Service Award from Feefo in 2018.



Media Enquiries

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