



Media Release

Tuesday, 31 January 2017

Most Likely Life Cover What Type of Life Insurance Cover Are Australians Most Likely to Have in Place? New Survey Results

Introduction

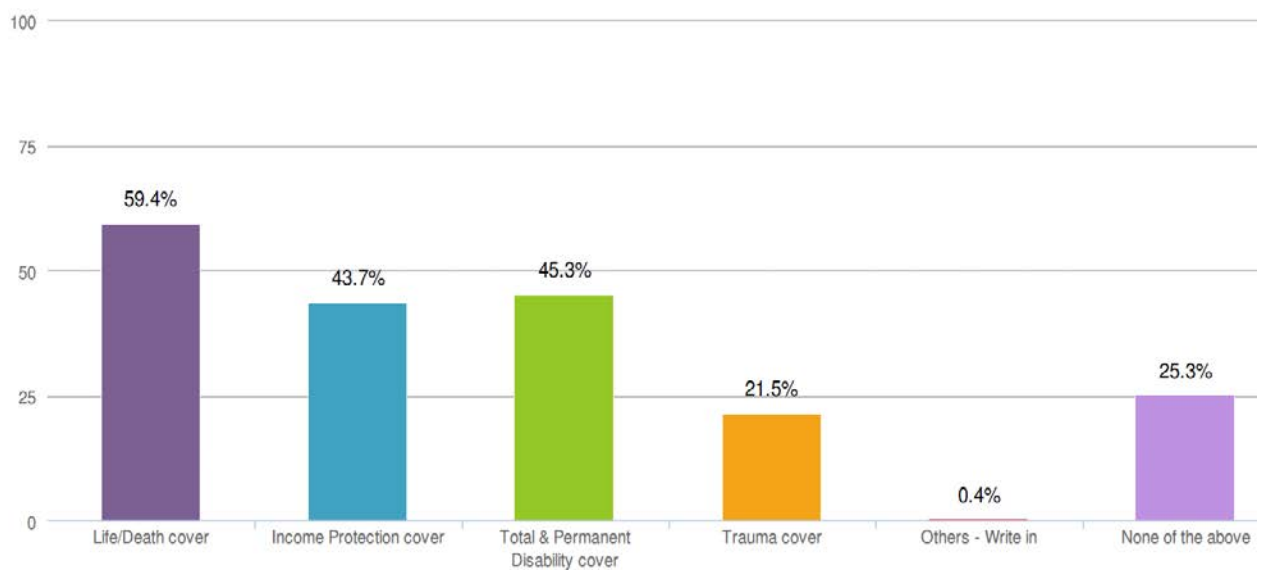
With a number of Life insurance covers available to Australians, which are the key ones we are purchasing?

NobleOak has just released the results from a [comprehensive research](#) study conducted by an independent research firm Pureprofile, that asked over 1,000 Australian adults about the types of Life insurance cover they are most likely to have in place.

Findings

The results show that while Life (also known and death) cover is the most common type of Life insurance, Income Protection insurance and TPD is not all that far behind. Refer to the table below.

What type of Life insurance cover are you most likely to have in place?





Types of cover

The four most common types of Life insurance available to Australians are:

- i) Life (Death)** – Lump sum payment in case you pass away to support your loved ones and help to clear debts.
- ii) TPD (Total and Permanent Disablement)** – Lump sum payment in case you're never able to work again because of sickness or injury.
- iii) Trauma (Critical Illness)** – Lump sum payment in case you suffer a serious medical condition such as cancer, heart attack or stroke. This can help to cover costs whilst you recover.
- iv) Income Protection** – Monthly benefit, normally up to 75% of your income, if you are sick or injured and can't perform your daily duties.

NobleOak's CEO, Anthony R Brown said:

“The results show that the awareness of different Life insurance cover types appears to be improving, as the types of cover people are most likely to have in place is relatively wide, especially considering over 43% of respondents are likely to have Income Protection cover in place”



APPENDICES

About NobleOak

NobleOak Life Limited (NobleOak), is one of Australia’s most established life insurers, and has been in the Australian market for over 138 years. NobleOak is an independent Australian insurer providing Life cover, TPD, Trauma (with Life cover or standalone), Income Protection and Business Expenses insurance.

NobleOak keeps costs low by avoiding mass marketing and large upfront commission payments to third parties. They are able to pass savings back to their customers and clients through reduced premiums, supported by outstanding personal service.

NobleOak has a client satisfaction rating of 98.5% (April 2016 client survey by Pure Profile) and is the winner of the “2016 Direct Life Insurance Overall Excellence Award” issued by Strategic Insight and the 2016 Canstar 5 Star Awards for “Life” and “Income Protection” cover.



Media Contacts

- Fiona Vella**
Chief Business Officer
(612) 9299 7852
0421 132526
- Kiran Gill**
Executive Assistant – Chief Executive Officer
(612) 9299 7852
- Anthony Brown**
Chief Executive Officer
(612) 9299 7852