



Media Release

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Most Important Considerations When Purchasing Life Insurance New Survey Results!

Introduction

“Affordability” and “accessibility” are often referred to as the key considerations when Australians purchase Life insurance, but what are they really interested in?

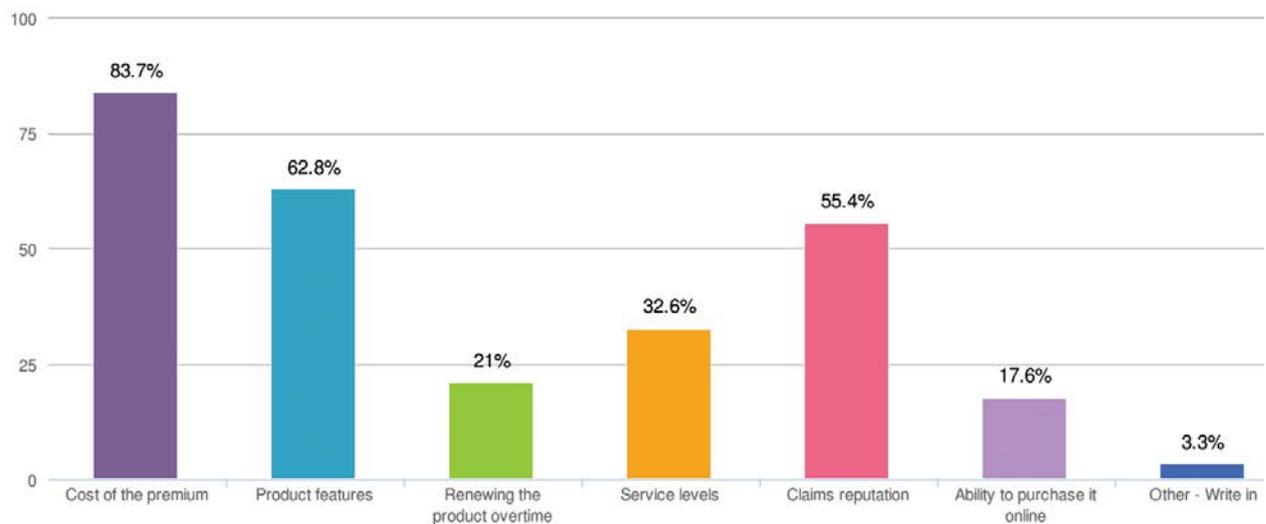
NobleOak has just released the results from a comprehensive research study conducted by independent research firm Pureprofile in December 2016. This survey asked over 1,000 Australian adults between the ages of 30 and 60 to rate what would be most important to them when purchasing Life insurance.

Findings

The results show that **price, product features** and **claims reputation** are the key factors that Australians take into consideration. Refer to Table 1. below.

Table 1 – RESEARCH RESULTS (Pureprofile – December 2016)

What things are or would be most important to you when purchasing Life insurance?





NobleOak’s CEO, Anthony R Brown said:

“The results show that Australians crave good value for money when it comes to Life insurance. Life insurance is still often considered a necessity, and Australians want to manage this investment. At the same time they expect the right product features and a solid claims reputation is a must.”

“There has been a lot of press recently about the Life insurance industry, so it is no surprise that *Claims Reputation* is such an important consideration when purchasing Life insurance. ”



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 insurer providing Life cover, TPD, Trauma, 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) 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.



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