



Exclusive Media Release

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People with Life Insurance

Are happier!

New Independent Research Reveals

A material difference in “happiness”

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

The survey conducted by Pureprofile interviewed over 1,000 Australians in December 2017, with around half of these people having Life Insurance in place¹.

According to Anthony R Brown, NobleOak CEO, the survey revealed some interesting findings when they asked respondents 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 the people who have Life Insurance, 72% rated their happiness as 4 or 5 out of 5. By contrast, only **61% of the people who didn’t have Life Insurance rated their happiness as 4 or 5 out of 5.** That is an 18% difference. *(Calculated as (72%-61%)/61%).*

At the other end of the scale, only 9% of people with Life Insurance rated their happiness 1 or 2 out of 5, compared to 14% 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.

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

¹ Research conducted by Pureprofile in November 2017 with 1,006 Australian resident respondents.



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.

¹ Research conducted by Pureprofile in December 2017 with 1,006 Australian resident respondents.



APPENDICES

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 is an independent insurer providing Life, 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 95.5% (2017 client survey) and is the winner of the ‘2016 Direct Life Insurance Overall Excellence Award’ issued by Strategic Insight and the 2017 and 2016 Canstar 5 Star Awards for ‘Life’ and ‘Income Protection’ cover. NobleOak was also awarded the Gold Trusted Service Award from Feefo in 2017.



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

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