

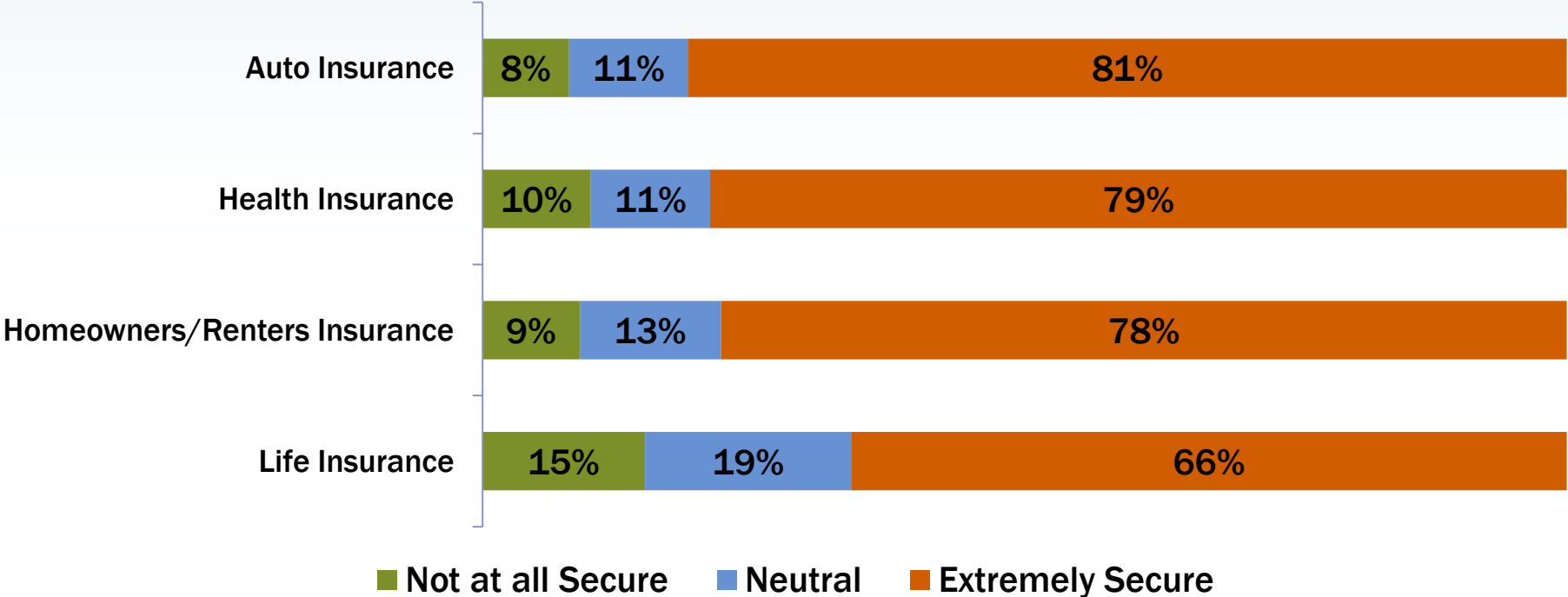
# Life Insurance Awareness Poll

Prepared by Market Research  
August 2012

# Background

- **National consumer opinion poll conducted August 10-14, 2012.**
- **2097 U.S. adults were surveyed**
- **Nationally representative of U.S. adult population**
- **Online survey methodology**

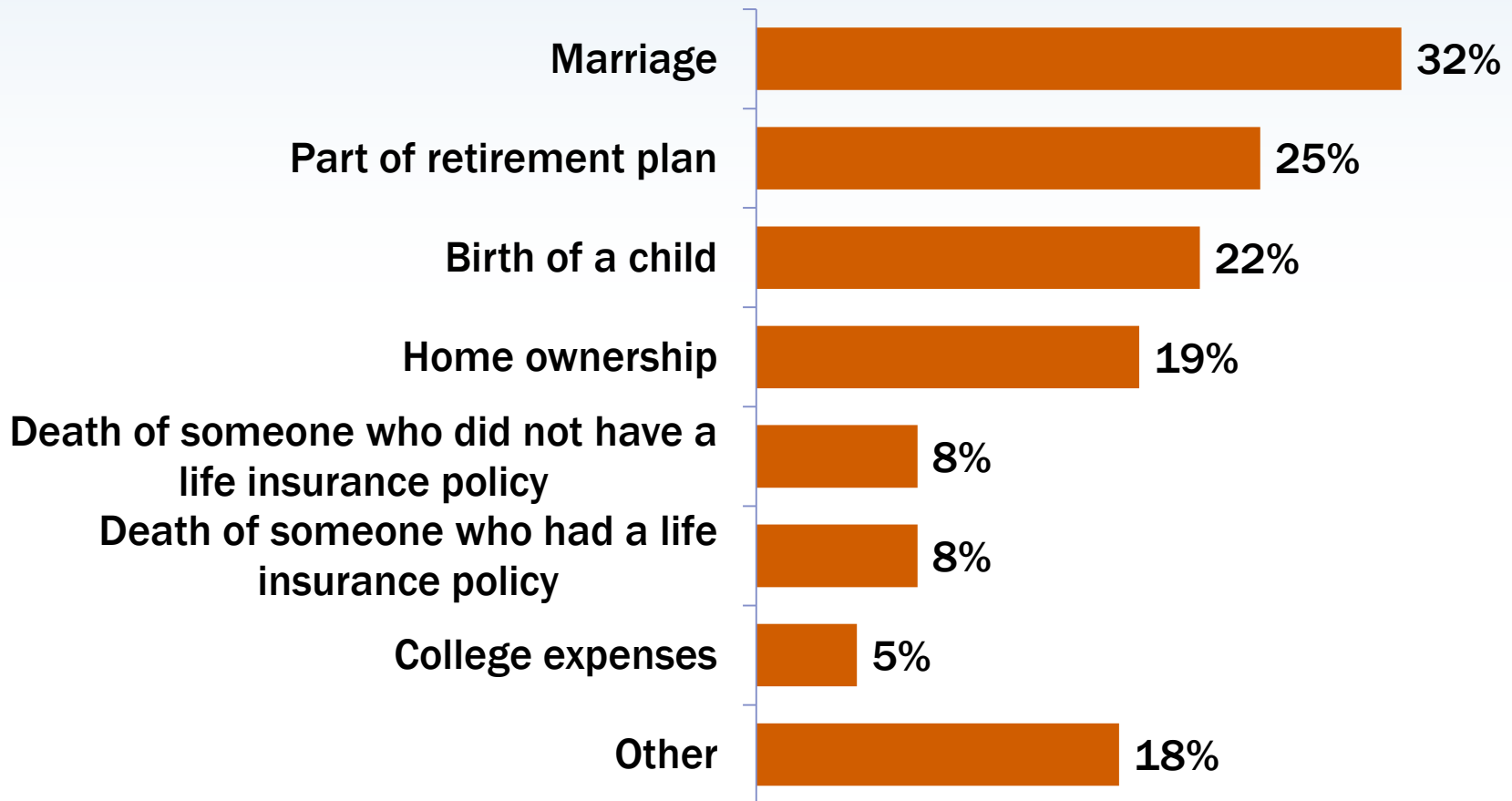
# 8 out of 10 Americans who own Auto and Health insurance feel 'extremely secure'; however, only 6 out of 10 who own Life insurance feel 'extremely secure'



Q. How secure, if at all, does having each of the following insurance products make you feel?

Note: Responded by those the question was applicable for

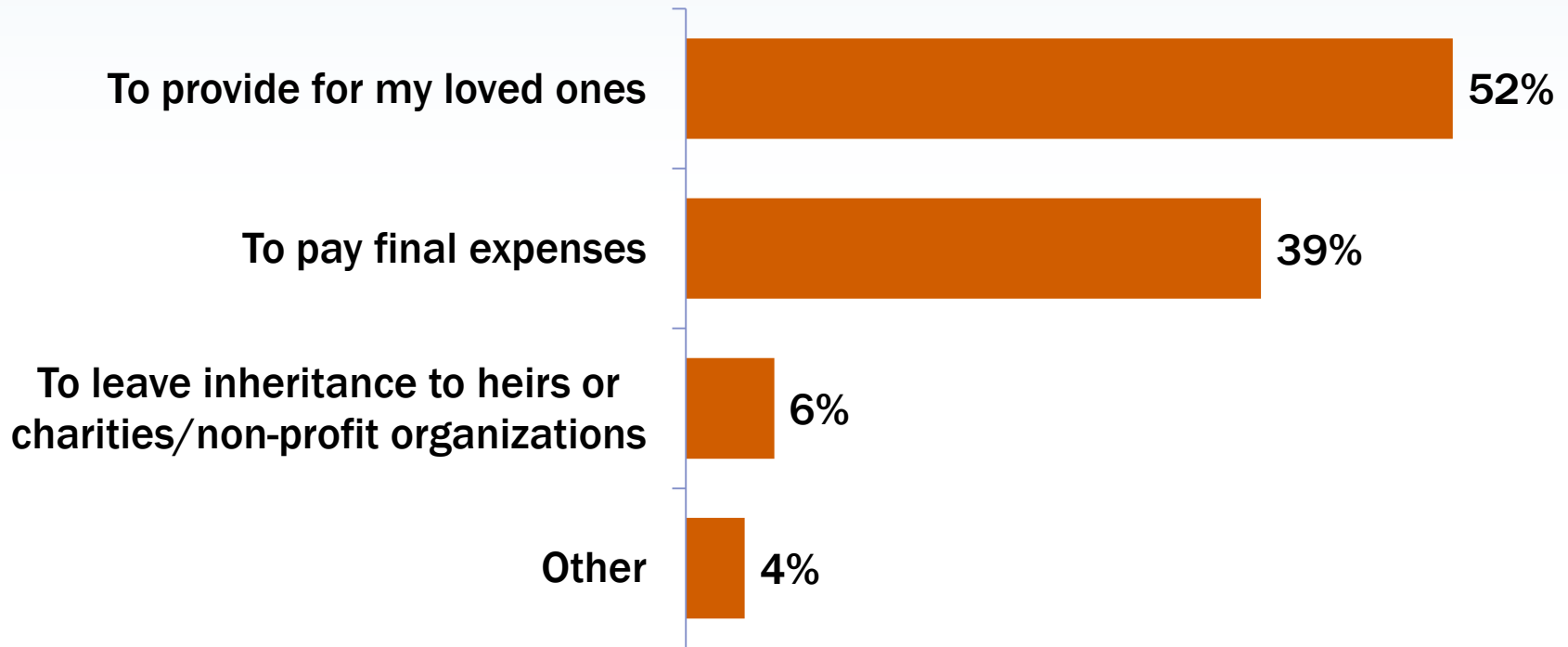
# Marriage followed by part of a retirement plan and birth of a child are the top reasons Americans purchased a life insurance policy



Q. Which of the following prompted you to purchase a life insurance policy? Select all that apply.

Note: Responded by those the question was applicable for

Nearly half of Americans were motivated to purchase life insurance to provide for their loved ones. Less than one in ten were motivated to purchase life insurance to leave as an inheritance.

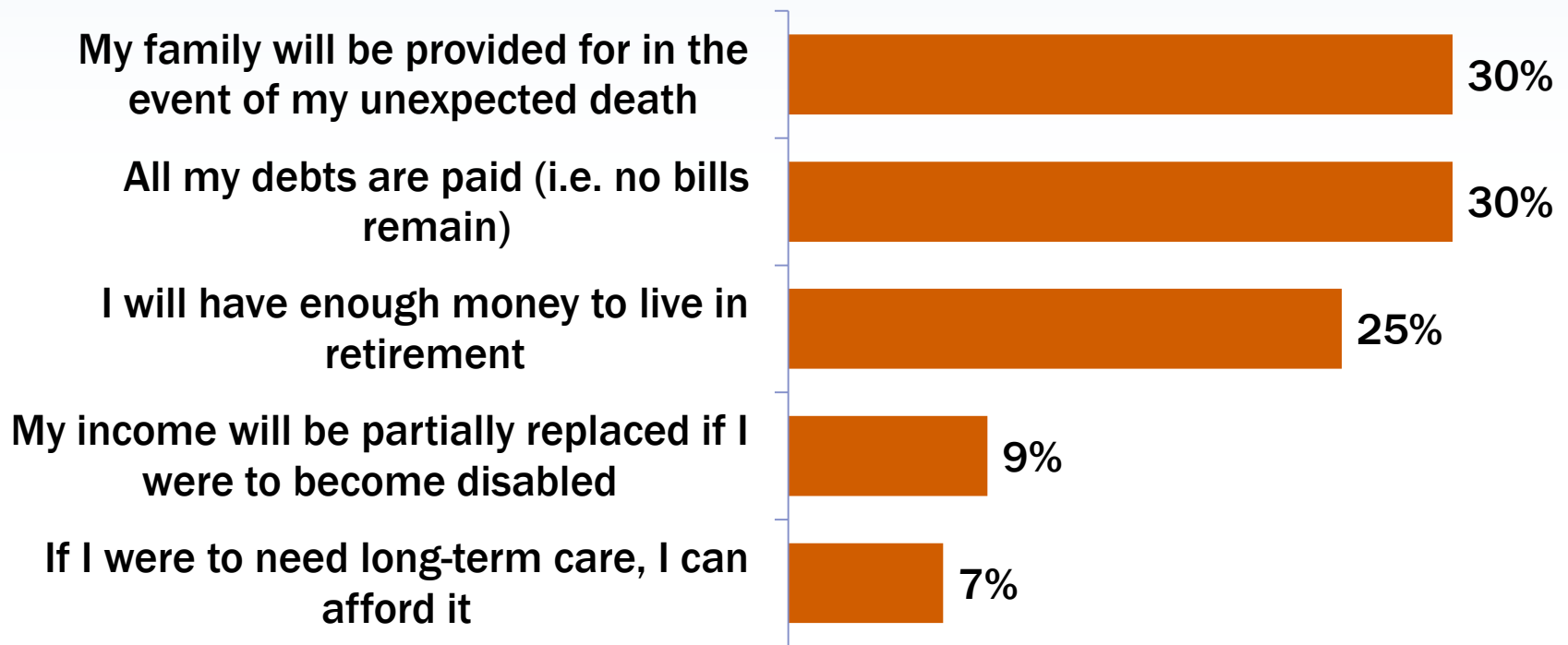


Q. What was your main motivation for purchasing a life insurance policy?

Note: Responded by those the question was applicable for

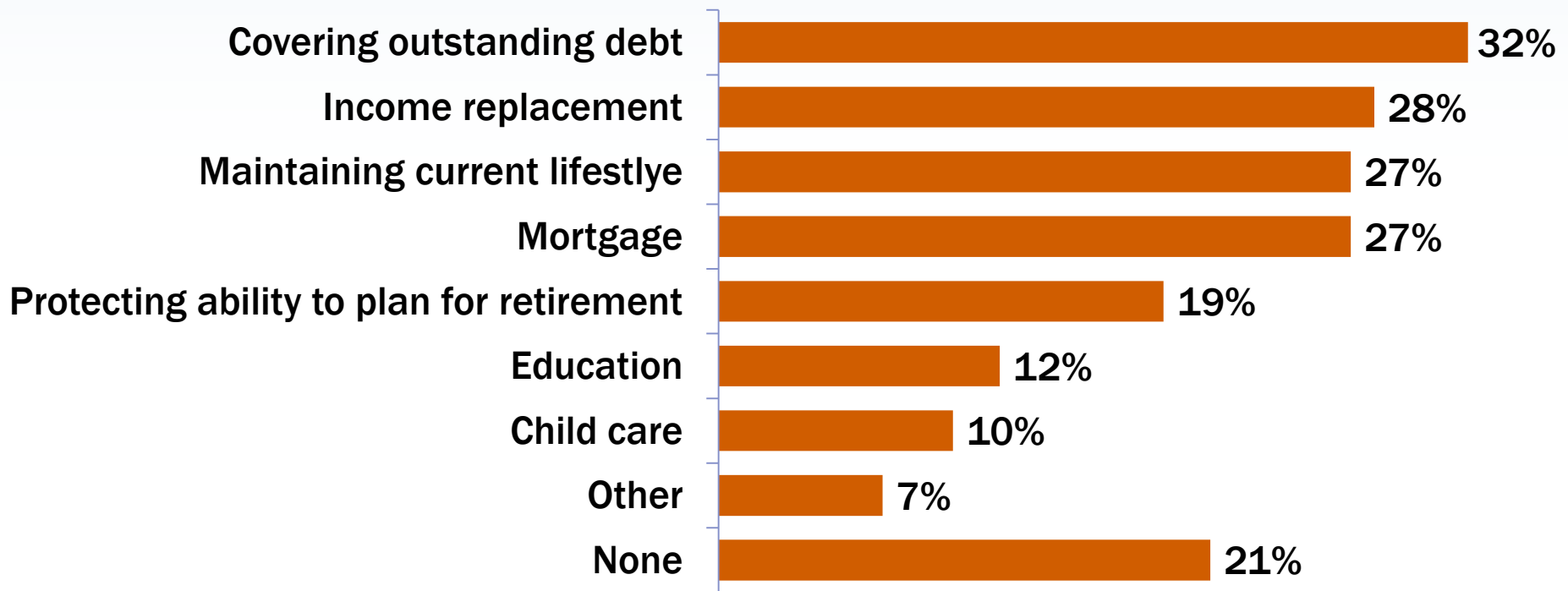
# Americans *greatest* piece of mind...

- Knowing their family will be provided for in the event of their unexpected death
- Knowing all their debts are paid



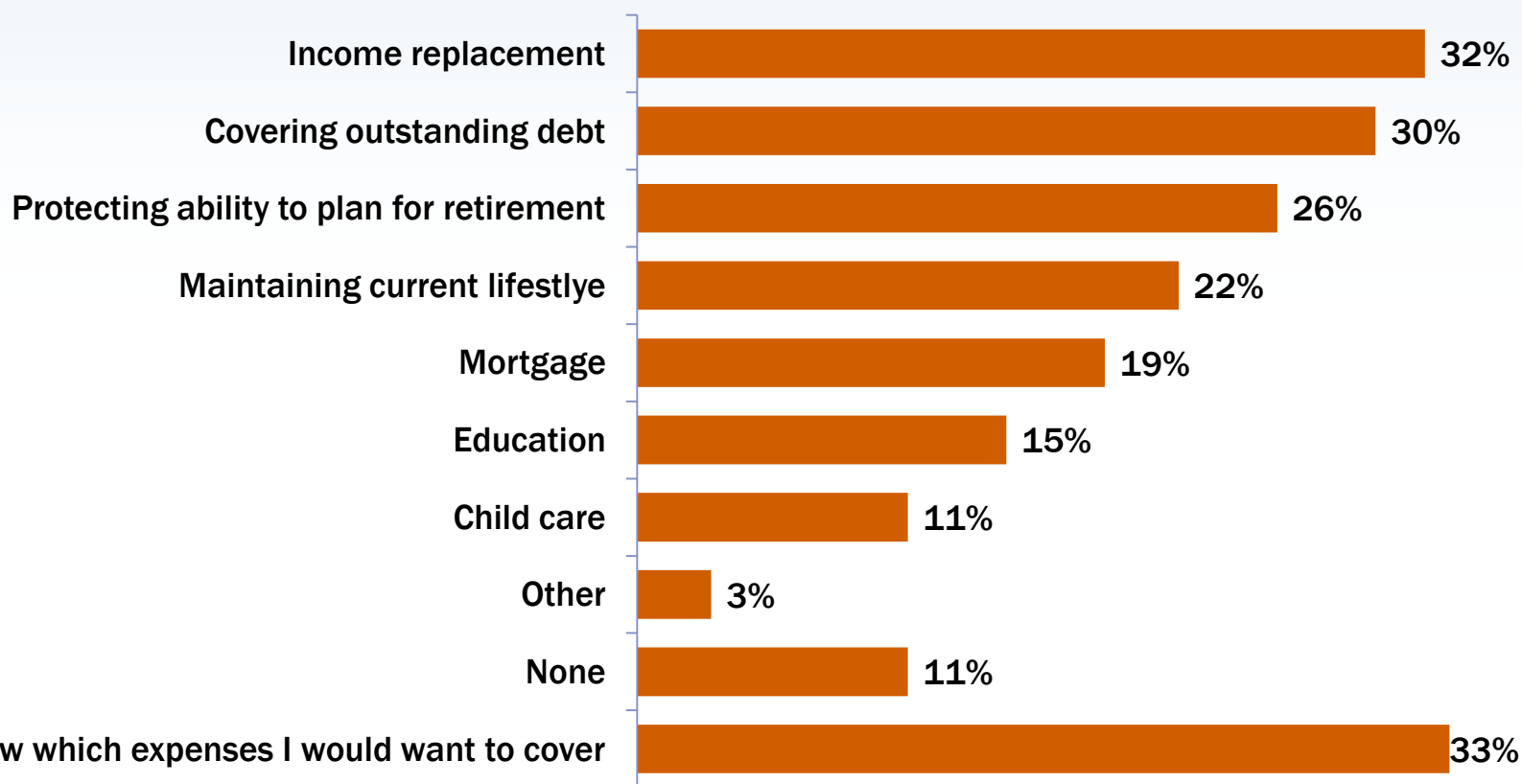
Q. Of the following, which one of these statements provides you the greatest piece of mind? Knowing that...

One third of Americans considered covering their outstanding debt when determining the amount of life insurance they would need, however, two in ten did not take into consideration any expenses when determining the amount they would need.



Q. What expenses did you consider in determining the amount of life insurance you would need to purchase?  
Please select all that apply. Among those who own life insurance.

## Among Americans who do not own life insurance, one-third would not know which expenses to cover if they were to purchase a life insurance policy.



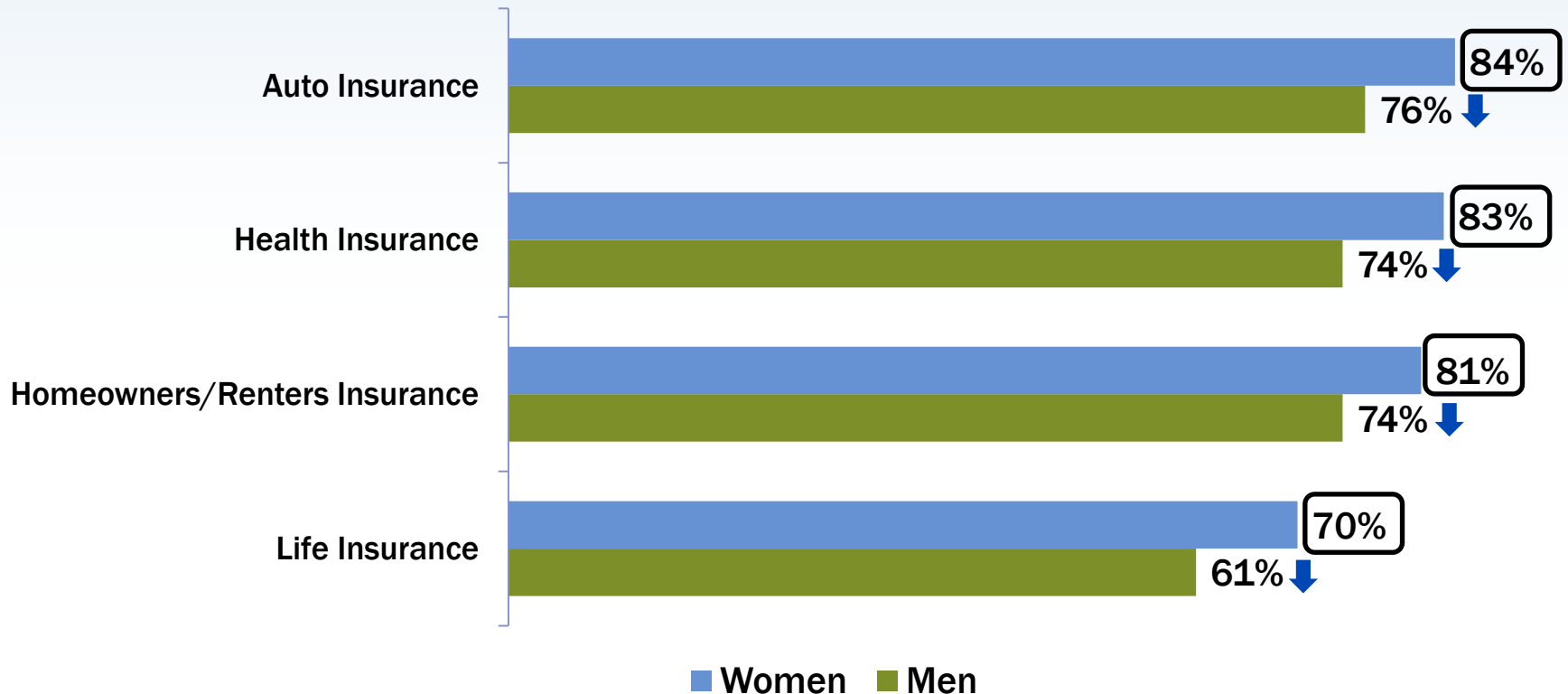
Q. If you were to purchase a life insurance policy, which of the following expenses would you consider covering through the life insurance policy? Please select all that apply. Among those who do not own life insurance.



# Gender Differences

# Women are more likely to feel 'secure' when owning insurance products (auto, health, home/rent, and life) compared to men.

## % Extremely Secure



Q. How secure, if at all, does having each of the following insurance products make you feel?

Note: Responded by those the question was applicable for

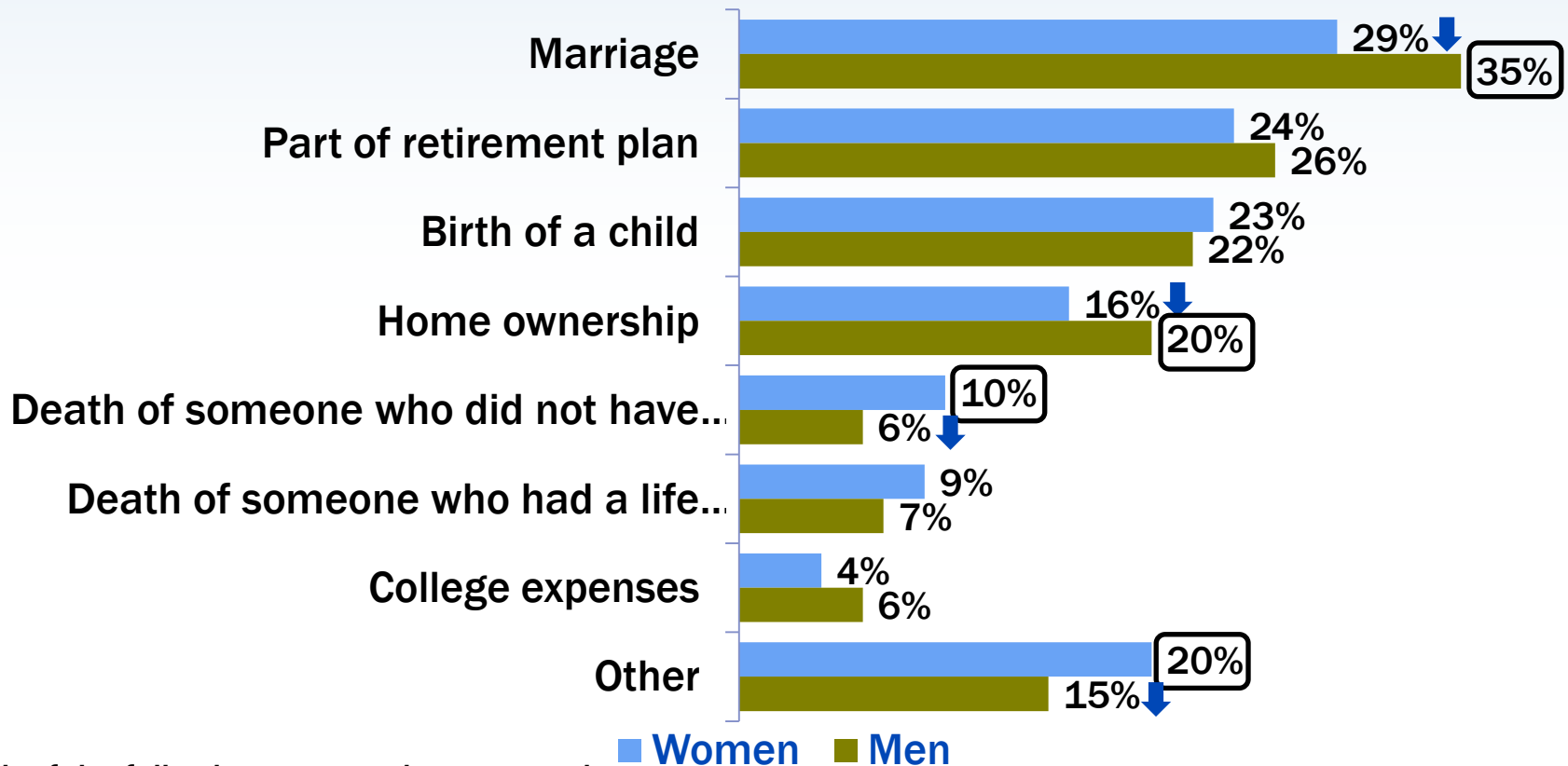


Represents significantly higher percentage at the 90% confidence level.



Corresponds to segment with a significantly lower percentage.

# Men are more likely to have been prompted to purchase a life insurance policy due to marriage and home ownership compared to women



Q. Which of the following prompted you to purchase a life insurance policy? Select all that apply.

Note: Responded by those the question was applicable for

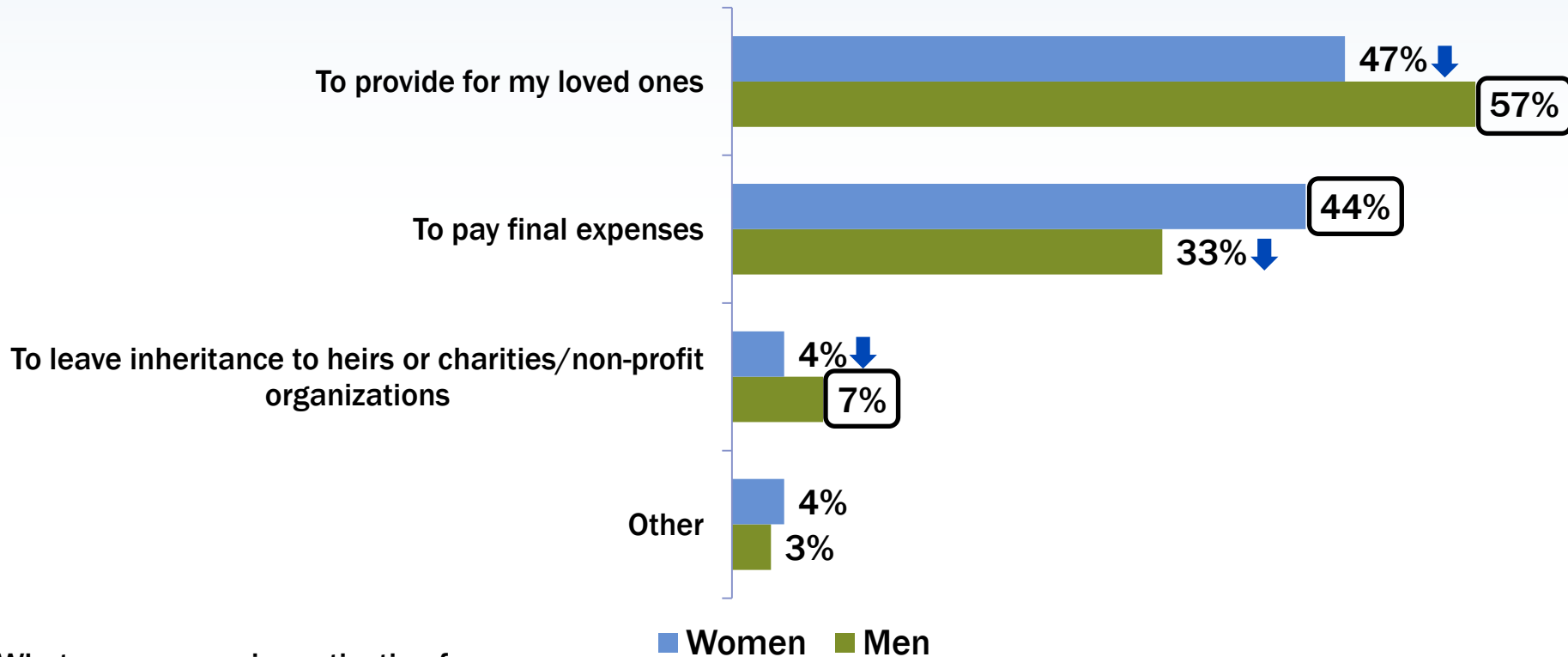


Represents significantly higher percentage at the 90% confidence level.



Corresponds to segment with a significantly lower percentage.

Men are more likely to have been motivated to purchase a life insurance policy to provide for their loved ones and/or to leave inheritance to heirs or charities/non-profit organizations. While women were more likely to have been motivated to purchase a life insurance policy to pay final expenses.



Q. What was your main motivation for purchasing a life insurance policy?  
 Note: Responded by those the question was applicable for

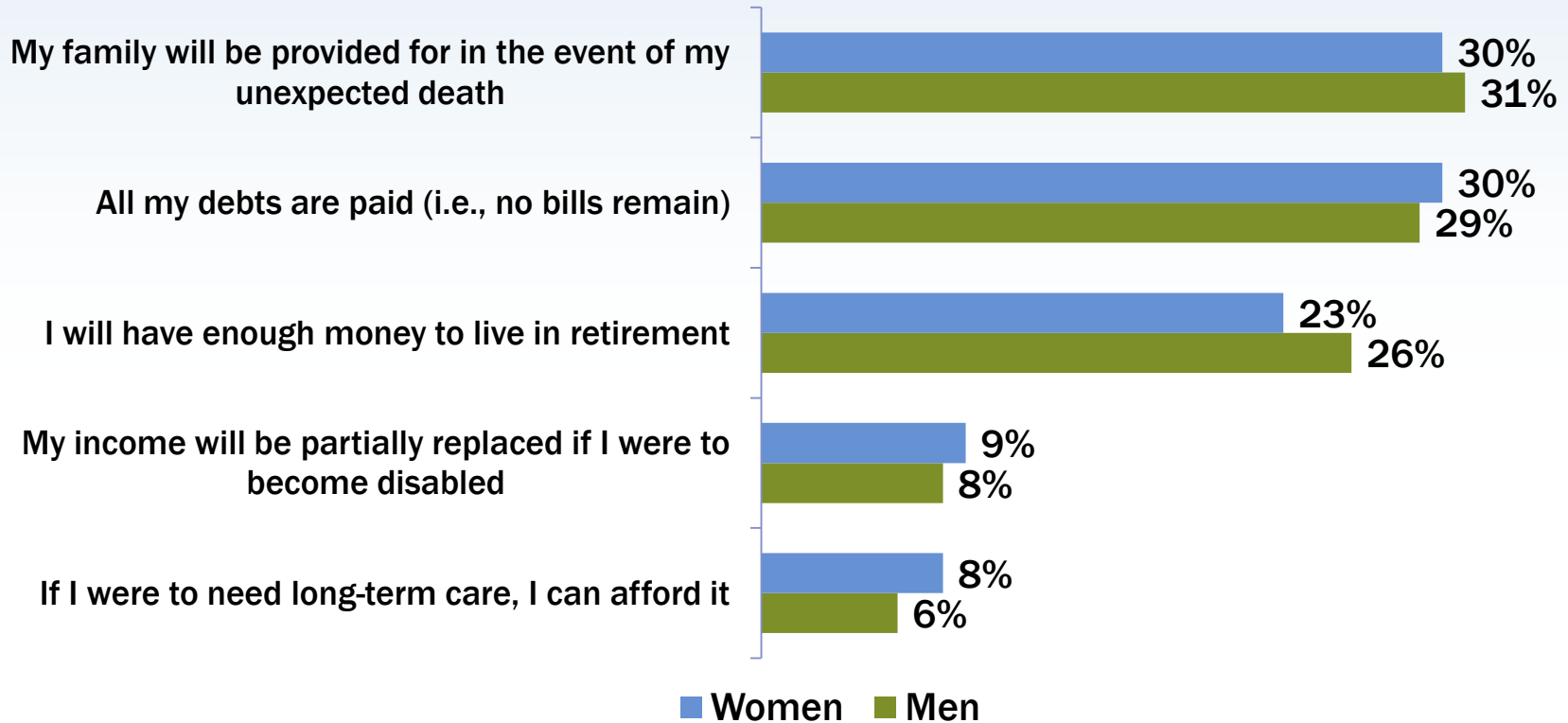


Represents significantly higher percentage at the 90% confidence level.



Corresponds to segment with a significantly lower percentage.

# There are no differences between men and women when it comes to the greatest piece of mind.



Q. Of the following, which one of these statements provides you the greatest piece of mind? Knowing that...

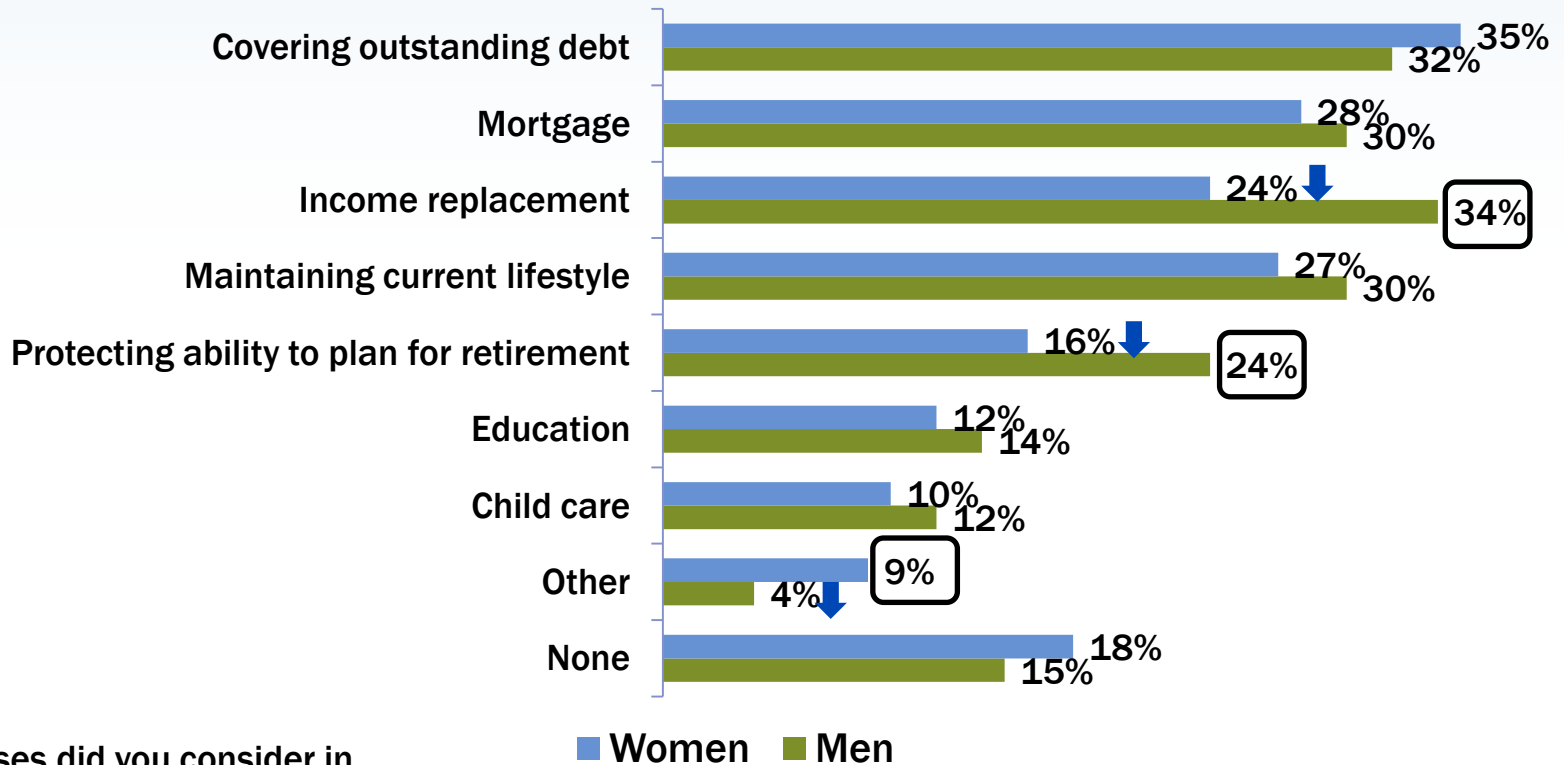


Represents significantly higher percentage at the 90% confidence level.



Corresponds to segment with a significantly lower percentage.

# Among Americans who own life insurance, men were more likely to consider covering income replacement and protecting their ability to plan for retirement compared to women when determining the amount of life insurance they would need.



Q. What expenses did you consider in determining the amount of life insurance you would need to purchase? Please select all that apply. Among those who own life insurance.

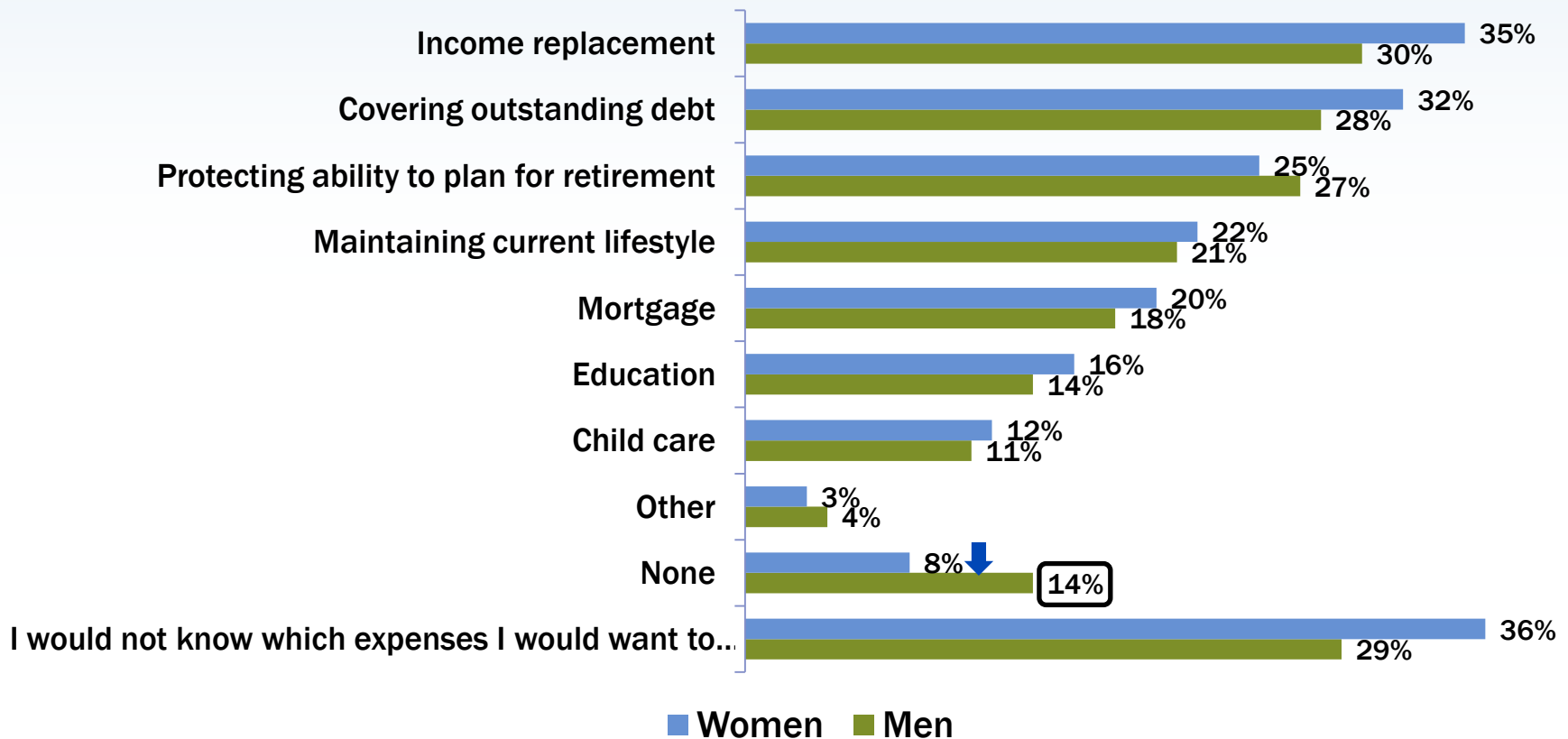


Represents significantly higher percentage at the 90% confidence level.



Corresponds to segment with a significantly lower percentage.

# Among Americans who do not own life insurance, men and women think similarly about which expenses they would consider covering if they were to purchase a life insurance policy.



Q. If you were to purchase a life insurance policy, which of the following expenses would you consider covering through the life insurance policy? Please select all that apply. Among those who do not own life insurance.



Represents significantly higher percentage at the 90% confidence level.



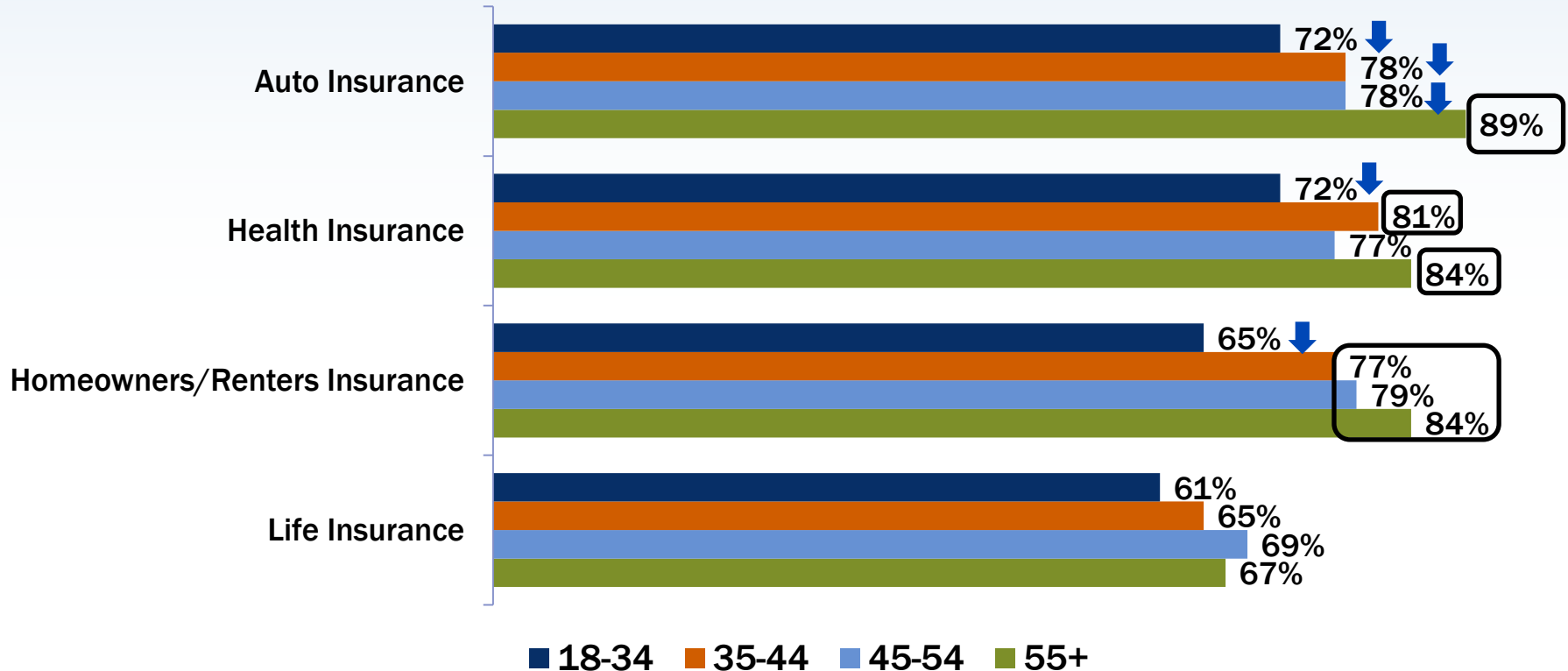
Corresponds to segment with a significantly lower percentage.

# Generational Differences



# Americans 55 and older are more likely to feel secure owning auto, health, and homeowners/renters insurance compared to those 18-34.

## % Extremely Secure



Q. How secure, if at all, does having each of the following insurance products make you feel?

Note: Responded by those the question was applicable for

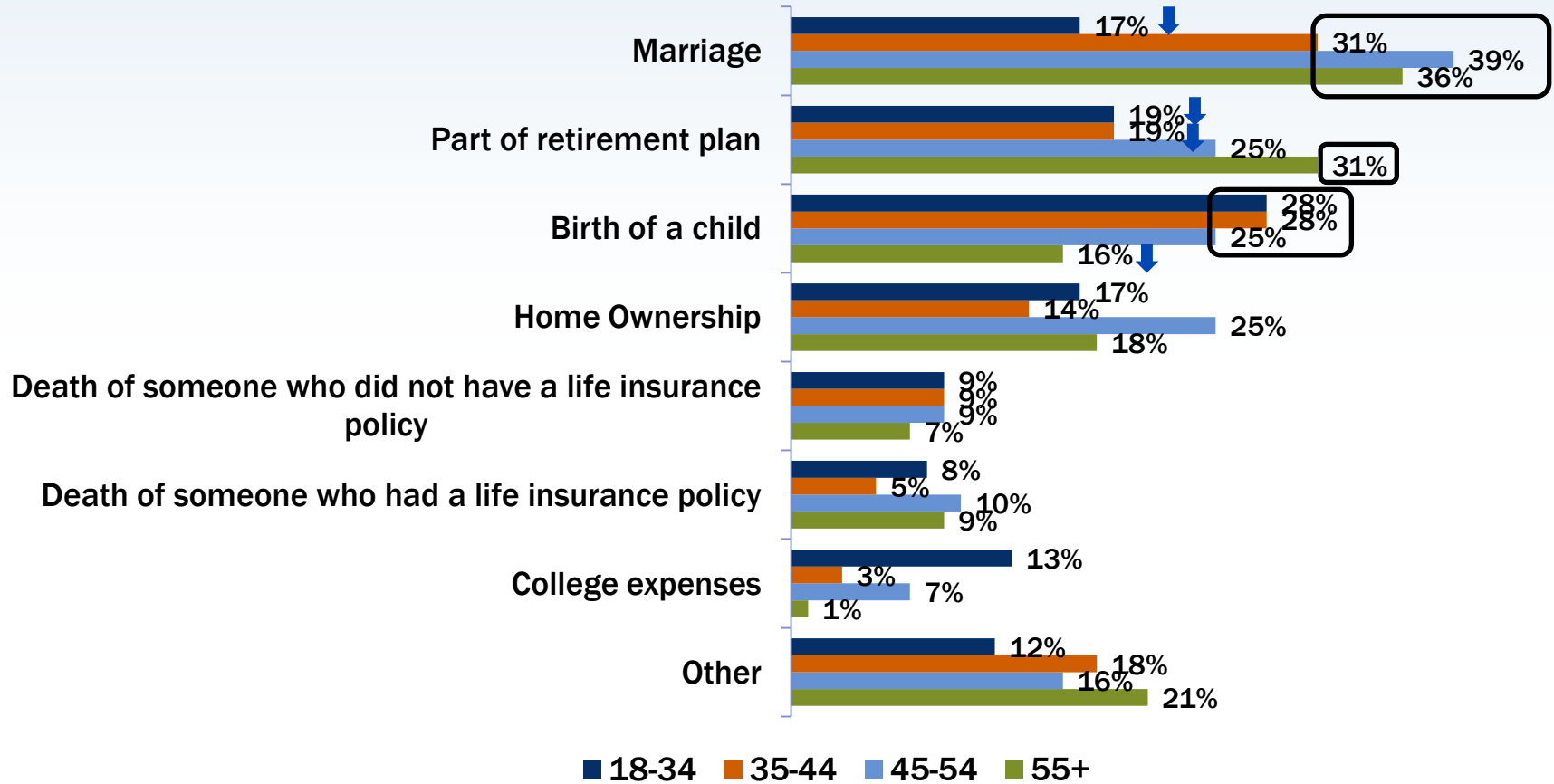


Represents significantly higher percentage at the 90% confidence level.



Corresponds to segment with a significantly lower percentage.

Americans 35 and older are more likely to purchase life insurance due to marriage compared to those 18-34, while Americans 18-54 were more likely to purchase life insurance due to a birth of a child compared to those 55+.



Q. Which of the following prompted you to purchase a life insurance policy? Select all that apply.  
 Note: Responded by those the question was applicable for

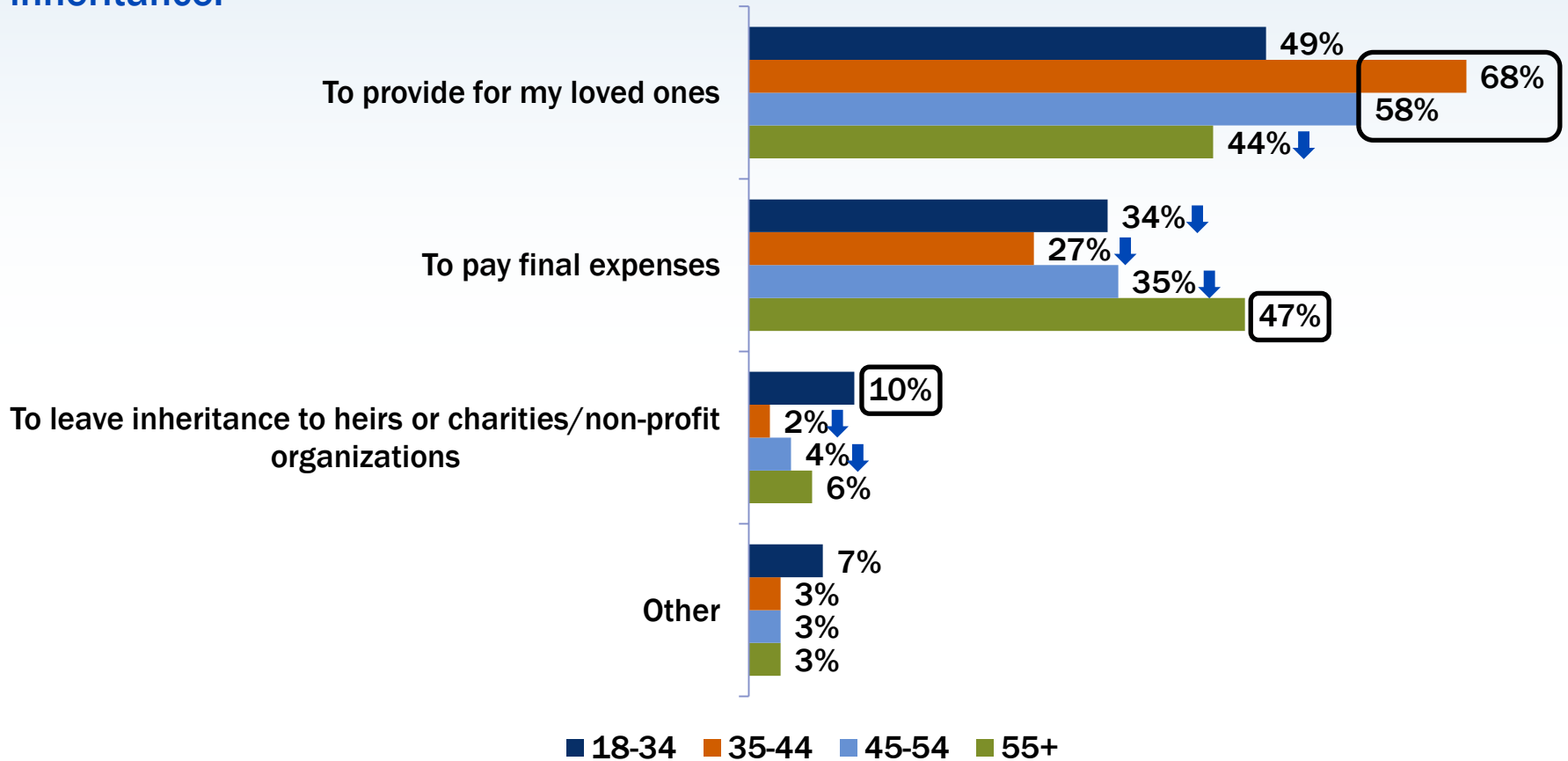


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Corresponds to segment with a significantly lower percentage.

Americans 35-54 are more likely to have been motivated to purchase life insurance to provide for loved ones compared to those 55+, while Americans 55 and older were more likely motivated to purchase life insurance to pay for final expenses. Americans 18-34 are more likely to be motivated to purchase life insurance to leave as an inheritance.

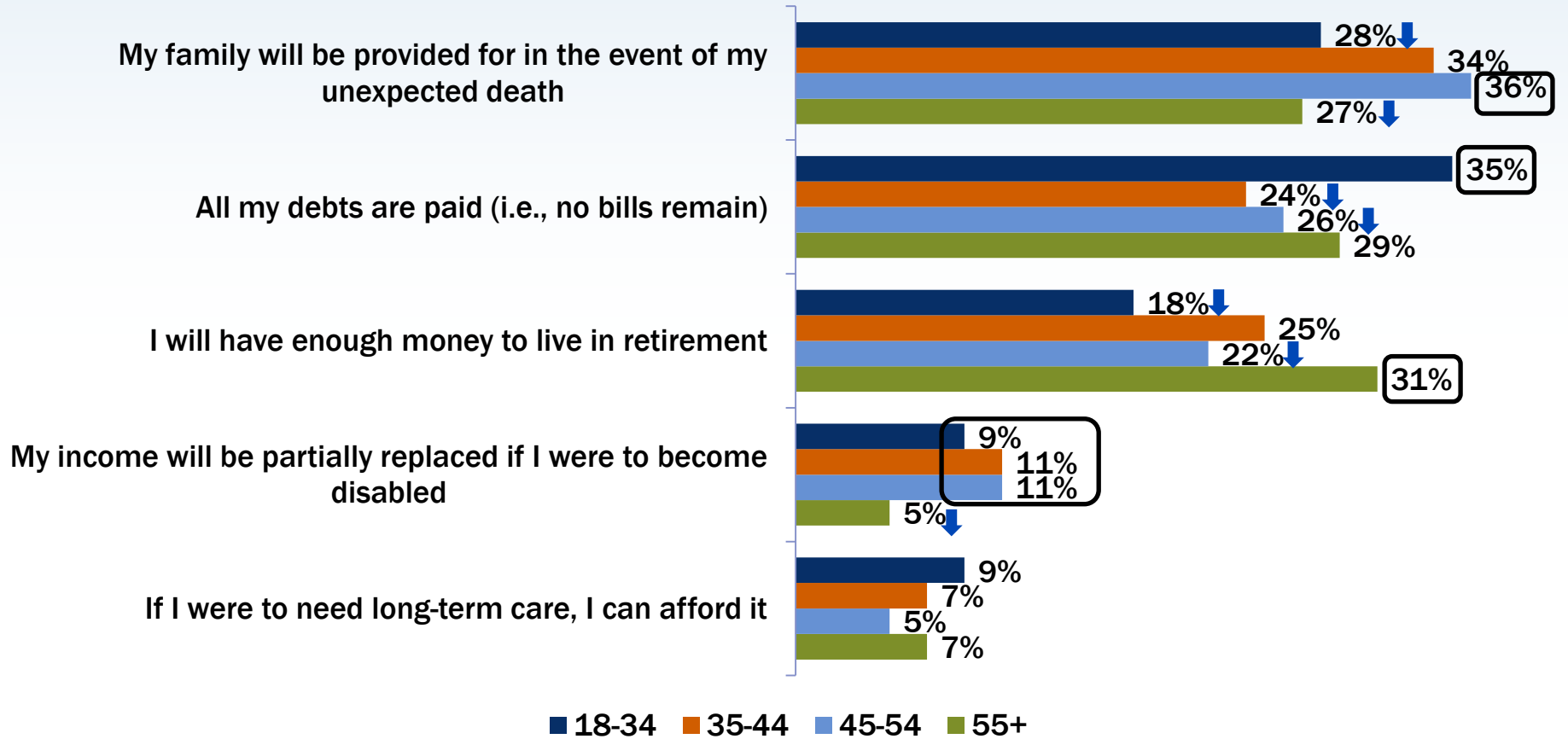


Q. What was your main motivation for purchasing a life insurance policy?

Note: Responded by those the question was applicable for

  Represents significantly higher percentage.
 ↓ Corresponds to segment with a significantly lower percentage.

Americans 45-54 greatest piece of mind is knowing their family will be provided for, Americans 18-34 greatest piece of mind is knowing all debts will be paid, and Americans 55 and older greatest piece of mind is knowing they will have enough money to live in retirement.



Q. Of the following, which one of these statements provides you the greatest piece of mind? Knowing that...

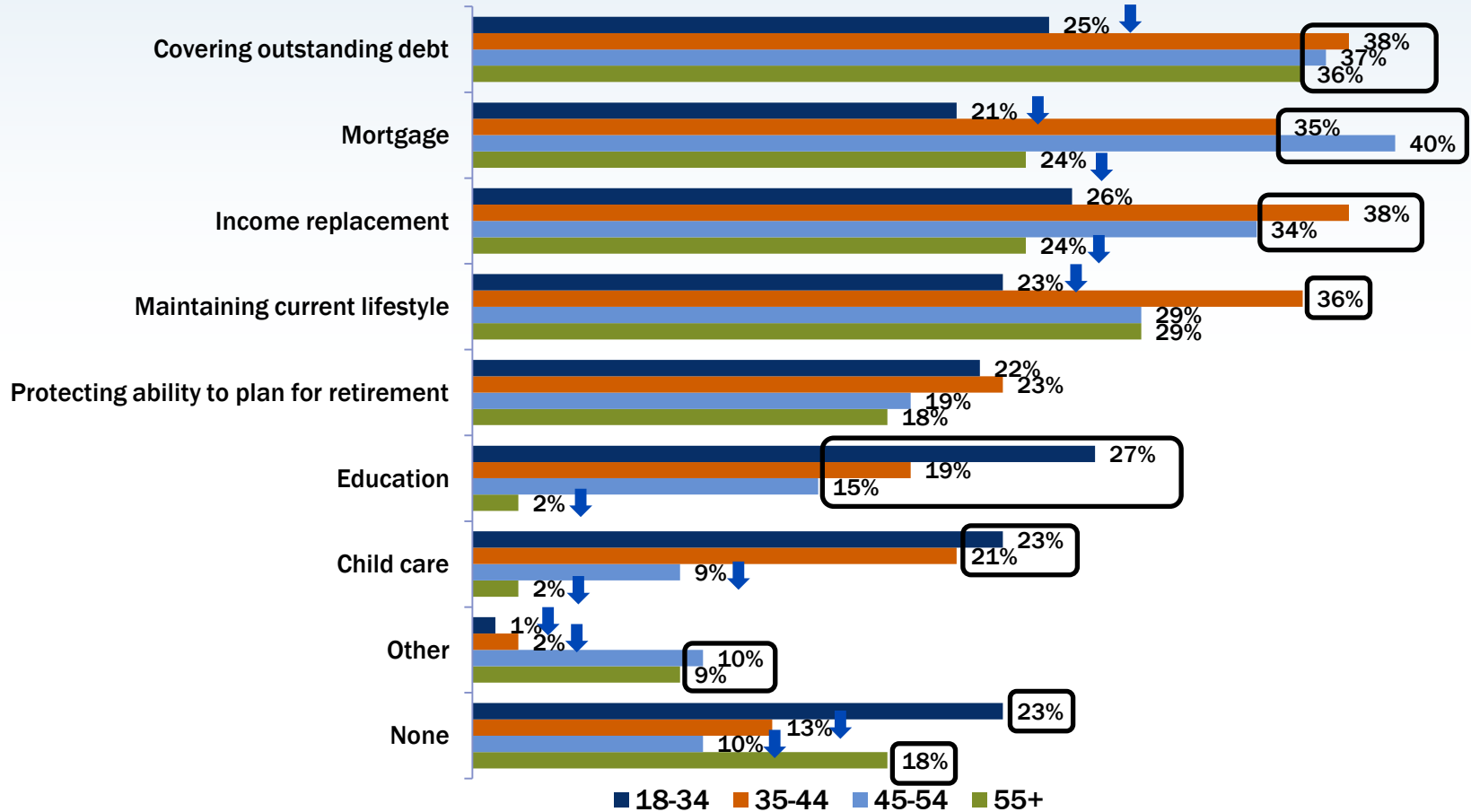


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Corresponds to segment with a significantly lower percentage.

Americans 35 and older, who already own life insurance, are most likely to consider covering outstanding debt. Americans 35-54 were more likely to consider covering their mortgage and replacing their income.



Q. What expenses did you consider in determining the amount of life insurance you would need to purchase? Please select all that apply. Among those who own life insurance.

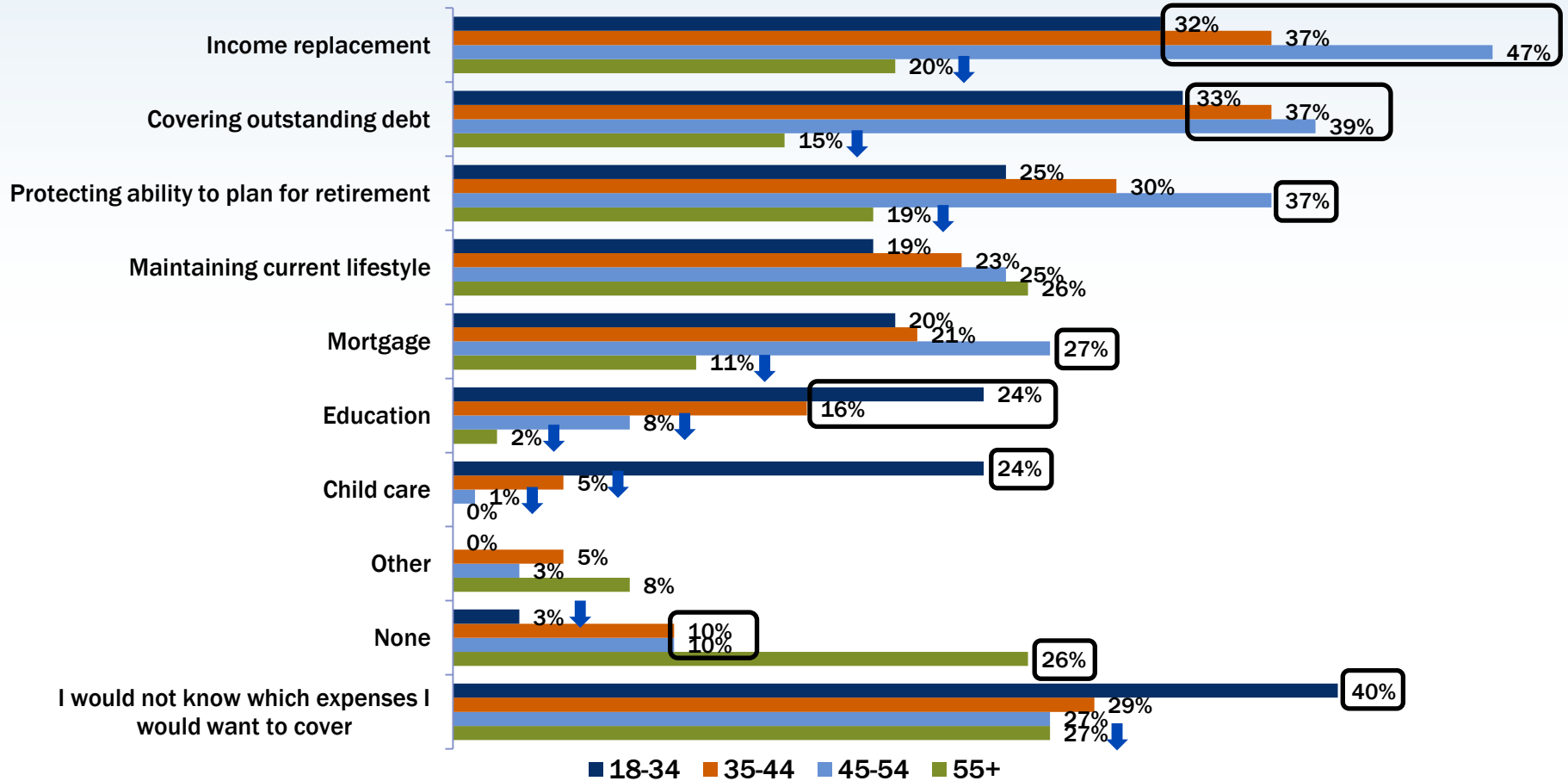


Represents significantly higher percentage at the 90% confidence level.



Corresponds to segment with a significantly lower percentage.

Among Americans 18-34 who do not own life insurance, four in ten would not know which expenses to cover compared to those 55 and older.



Q. What expenses did you consider in determining the amount of life insurance you would need to purchase? Please select all that apply. Among those who own life insurance.

  Represents significantly higher percentage at the 90% confidence level.
 ↓ Corresponds to segment with a significantly lower percentage.