



Media Release

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NEW SURVEY REVEALS THE EXTREMES PARENTS GO TO IN ORDER TO PROTECT THEIR FAMILY

Real Insurance survey shows Aussie parents worry about protecting their family every day, but are yet to organise a will or caretaker for children

Family safety is one of the biggest concerns for Australian parents, in fact four in five (80.4%) worry about this on a daily basis. Despite this, the *Real Insurance Family Protection Survey* shows that two in five have not chosen caretakers for their children in the event of their death (40.4%), and more than half have not set a will (56.4%).

The survey is the seventh instalment in a series of national studies and explores what Australian parents do to protect their family.

Many parents go to great lengths to ensure their children are protected, whether that be by escorting them to and from school (81.7%), carrying out background checks on babysitters (67.6%), or reiterating stranger danger warnings (97%). However, despite their best efforts, one in four Australian parents (25%) spend an hour or more each day worrying about their family, that's upwards of 365 hours spent worrying each year.

Representing an opportunity to alleviate anxiety to some extent, nine in ten parents agree that life insurance is important and it gives peace of mind. In fact, securing life cover could be the key for three in ten Australians who admit that their family would be financially burdened if they were to pass away (34.8%), or for one in eight people (13.3%) who have experienced a financial burden as a result of a loved one passing away with insufficient or no life insurance cover.

It is widely known that Australians don't take out adequate levels of insurance to protect themselves and their family, with underinsurance remaining an issue and a drain on the public purse.

That said, a recent report published by Plan for Life predicted continued rapid growth in the uptake of direct life insurance, accounting for 40 per cent of new insurance business (or \$2 billion annually) by 2021. This will see ongoing demand for direct life insurance within the Australian market.

Founder of Real Insurance, Richard Enthoven said, "Given developments in technology, Australians are becoming increasingly confident about doing things themselves that they previously couldn't do like researching life insurance online and then purchasing it directly."

"Not all Australians can afford or need financial advice so being able to obtain life insurance directly makes life cover accessible to more Australians who otherwise would be uncovered."

The prospect of death and the effects this could have on our loved ones is, naturally, not an inviting topic. However, the survey reveals that seven in ten parents (69.2%) agree that having life insurance would protect their family in the event of their passing. In addition, around two thirds of Aussie parents (64.9%) agree that covering their life would bring them long-term peace of mind.

Yet despite this, a surprising one third of Aussie families don't have any life insurance (37.8%), and one quarter (22.5%) don't feel confident that the insurance they have is enough for their needs.

"Roy Morgan data shows that the channel used to purchase insurance has a strong correlation with satisfaction levels. Consumers who take out insurance directly have the highest levels of satisfaction," Mr Enthoven said.

Parents continue to do what is within their power to protect their family, whether this is teaching their children what to do in emergencies (75.9%), using mobile technology to monitor their children (37.9%), or banning children under 15 years from visiting shopping centres alone (51.2%).

Parents can't predict every circumstance their family will encounter, however they can at least prepare for the worst by protecting them with long-term financial security.

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Media Enquiries:

Heather Doherty
Account Manager
Hill + Knowlton Strategies
p: 02 9286 1257 m: 0452 582 305
heather.doherty@hkstrategies.com

Ben Ingram
Account Executive
Hill + Knowlton Strategies
p: 02 9286 1246 m: 0401 554 097
ben.ingram@hkstrategies.com

About Real Insurance

Real Insurance is an award-winning Australian insurer, with a goal to protect the quality of people's lives. Real Insurance has been named as the top Risk and Life Insurer in Roy Morgan's 2015 annual Customer Satisfaction Awards and was also awarded the 2014 Highly Commended Trusted Brand Award in the Life and Funeral Insurance categories, as voted for by Australian consumers. The company has been in the Australian market since 2005 with product offerings in car, home, life, income, pet, funeral, travel and bike insurance. Real Insurance is a trading name of Greenstone Financial Services Pty Ltd and The Hollard Insurance Company Pty Ltd.

About the 'Real Insurance Family Protection Survey'

In order to explore the methods Australian parents use to protect their families, CoreData surveyed 1000 Australian parents across the nation in April 2017.

Hard quotas by state were also engaged to ensure all the main states were represented with sufficiently robust samples (NSW = 200, VIC = 200, QLD = 200, WA = 200, Remaining states/territories = 200).