

Opinium

Impact of Life Events on the demand for Protection Insurance



What people think,
feel and do

The UK has faced significant events over the past few years

£2.00 (includes £2.40)
Friday 24.06.20
Published in London
and Manchester
theguardian.com

theguardian

Cameron faces fight for survival as Britain sets course for Brexit

4.45am edition

- Pound plunges by 9% to lowest level since 1985
- Farage claims victory as leave stretches ahead
- Tory leave MPs pledge to back PM come what may

Amshika Ambani
Ben Quinn
Dan Milne

David Cameron was facing re-election this morning as Britain appeared to be on the brink of voting to leave the EU, triggering the biggest currency crash in history. The pound fell to its lowest level in 32 years as the financial markets prepared for a Brexit scenario, which potentially meant the end of the single market and the free trade area.

It was a historic day for the UK, as the country's political and economic future was decided. The result of the referendum would determine whether the UK remained part of the European Union or became a sovereign nation once again.

For many, this was a day of reckoning. The country's future was being decided by the people, and the stakes were high. The result would have a profound impact on the UK's economy, its relationship with Europe, and its place in the world.

As the results came in, the country was gripped by a sense of anticipation. The streets were filled with people, and the air was thick with excitement. The result was a narrow victory for the 'Leave' side, and the country was set on a new course.

The result was a surprise to many, and it led to a period of uncertainty. The government had to navigate a complex process of negotiating the terms of the UK's exit from the EU. This process was fraught with difficulties, and the country's relationship with Europe became a major focus of political debate.

Despite the challenges, the UK has managed to navigate this period of transition. The result of the referendum has led to a new era of political and economic change, and the country is now looking towards the future with a renewed sense of purpose.



Stronger in supporters react with dismay as they hear results at London's Royal Festival Hall. Photograph: Rob Hirst/PA

‘She came, she saw, she crashed’: New book about Liz Truss could keep the Tories out of power for decades

DAILY MIRROR THE HEART OF BRITAIN
Friday, February 10, 2020 10p

Canada: We won't pay any of Harry & Meghan security bill

FEARS GROW ACROSS COUNTRY

VIRUS PANIC

THREE more UK patients have been confirmed with coronavirus and there is a real risk of a second wave of the disease.

Three more Brits test positive as schools shut & FTSE 100 falls £152bn

Shoppers in rush to buy hand gel, medicine, groceries and nappies

NHS wouldn't be able to treat 'weakest' if the disease takes hold in UK

Doctor Miriam Stoppard: All you need to know about coronavirus

FINANCIAL TIMES

NATIONAL NEWSPAPER OF THE YEAR

A tough lesson
Schools do little to reduce inequality
SARAH HARRISON, PAGE 20

Trustbusters
Biden is targeting private equity
Who's he gonna call? — BEN WILSON, PAGE 18

Big cities, big rent
Why the pandemic did nothing to stem prices — LINDSEY COOPER, PAGE 25

UK inflation projected to top 18% as gas prices surge

Reading to exceed other big nations
Pressure piled on Tory contenders

UK inflation is projected to reach 18% by the end of the year, according to a new report from the Office for Budget Responsibility. This is a significant increase from the current rate of 1.7%, and it is expected to be the highest in the G7.

The report also predicts that the Bank of England will have to raise interest rates to 4% by the end of the year to bring inflation back under control. This is a much higher rate than the current 0.1%, and it would have a significant impact on the economy.

The surge in gas prices is the main driver of the inflation forecast. Gas prices have risen sharply in recent months, and this has led to a corresponding increase in the prices of many goods and services.

The report also notes that the government's fiscal policies are likely to contribute to the inflationary pressure. The large increase in public spending in response to the pandemic is expected to lead to higher inflation in the future.

In pursuit Former FI chief Ecclestone denies hiding £400m from taxman

Reading to exceed other big nations
Pressure piled on Tory contenders

Former Formula 1 boss Ecclestone has denied claims that he has hidden £400m from the taxman. He has also claimed that he has paid over £100m in taxes since 2010.

Ecclestone, who is currently under investigation by the UK's Serious Fraud Office, has been accused of hiding millions of pounds from the tax authorities. He has denied these allegations and has claimed that he has been a law-abiding taxpayer throughout his career.

The case against Ecclestone is part of a wider investigation into the tax avoidance practices of wealthy individuals and companies. The Serious Fraud Office is looking for evidence of tax evasion and other financial crimes.

Reading to exceed other big nations

Pressure piled on Tory contenders

The UK's inflation rate is projected to exceed that of other major nations, including the US, Germany, and France. This is a significant concern for the government, as high inflation can erode the value of savings and lead to economic instability.

The pressure is now being placed on the Tory government to take action to bring inflation under control. The Bank of England has already raised interest rates, but the government is expected to implement further measures to reduce inflationary pressure.

Three PMs in two months, is political chaos the UK's new normal?

UK heatwave: London officially declared in drought

An elderly couple is shown in a domestic setting, likely a living room. The man, with grey hair and a beard, is wearing a blue button-down shirt over a white t-shirt. He is holding a white sheet of paper. The woman, with short grey hair and glasses, is wearing a light green top. She is leaning over the man's shoulder, looking at the paper he is holding. They both appear to be focused on the document. In the background, there is a potted plant on the left and a lamp on a table on the right. The overall lighting is soft and natural.

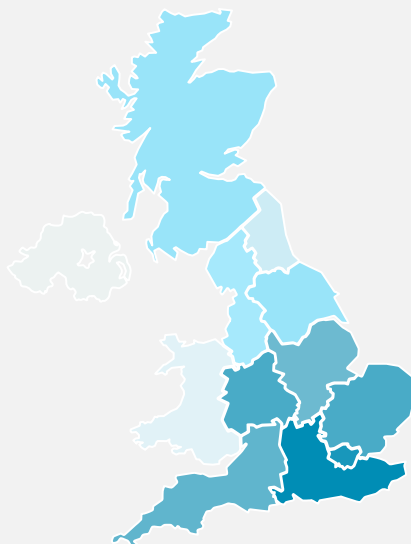
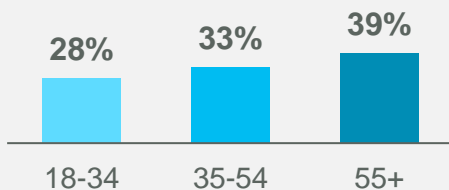
We set out to **understand** how these events are impacting our **financial decisions** and the **products we hold**

Who we spoke to

A nationally representative view...

2,500 UK adults

Fieldwork:
11th March - 3rd April 2024



Extensive demographics

Financial profiling

Product ownership

Impact of life events on 6 product categories

Deep dive on protection insurance

Key highlights

Gen Zs and Millennials fast becoming the emerging financial services powerhouses

However, many consumers are still going without proper protections in place

Consumers want to be rewarded, experience quicker processes and enjoy products that are tailored to their individual needs

Messaging around reassurance and clarity on personal benefits are key to increasing engagement

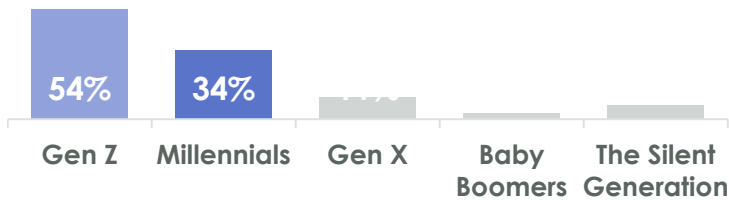
A group of diverse young adults, including Gen Z and Millennials, are gathered together, smiling and looking at their smartphones. The group is diverse in age, ethnicity, and style. They are all holding and looking at their phones, suggesting a focus on digital technology and financial services. The background is a bright, outdoor setting with a building visible. The text is overlaid on the image, with 'Gen Zs and Millennials fast becoming the' in white and 'emerging financial services powerhouses' in pink.

Gen Zs and Millennials fast
becoming the emerging financial
services powerhouses

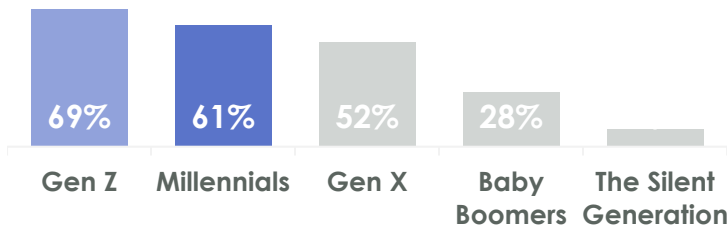
Gen Zs and Millennials are now facing the biggest life changes



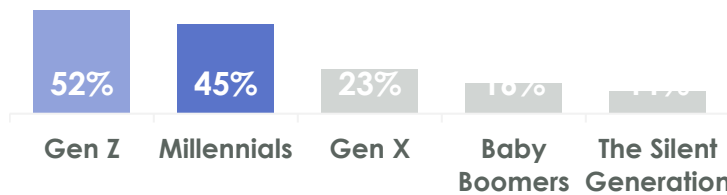
Experienced **education-related** events in last 3 years



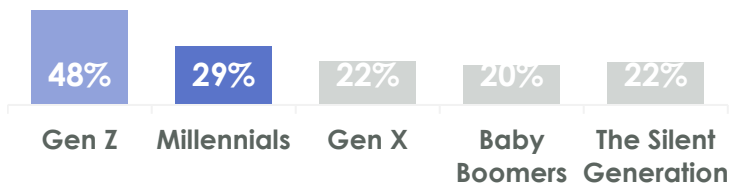
Experienced **work & finance-related** events in last 3 years



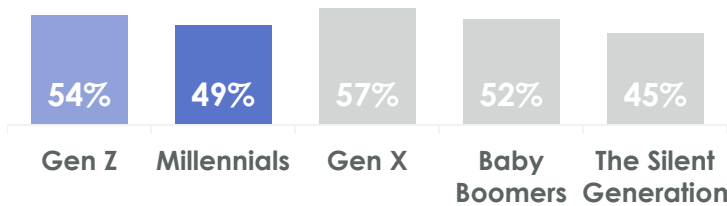
Experienced **home-related** events in last 3 years



Experienced **car-related** events in last 3 years

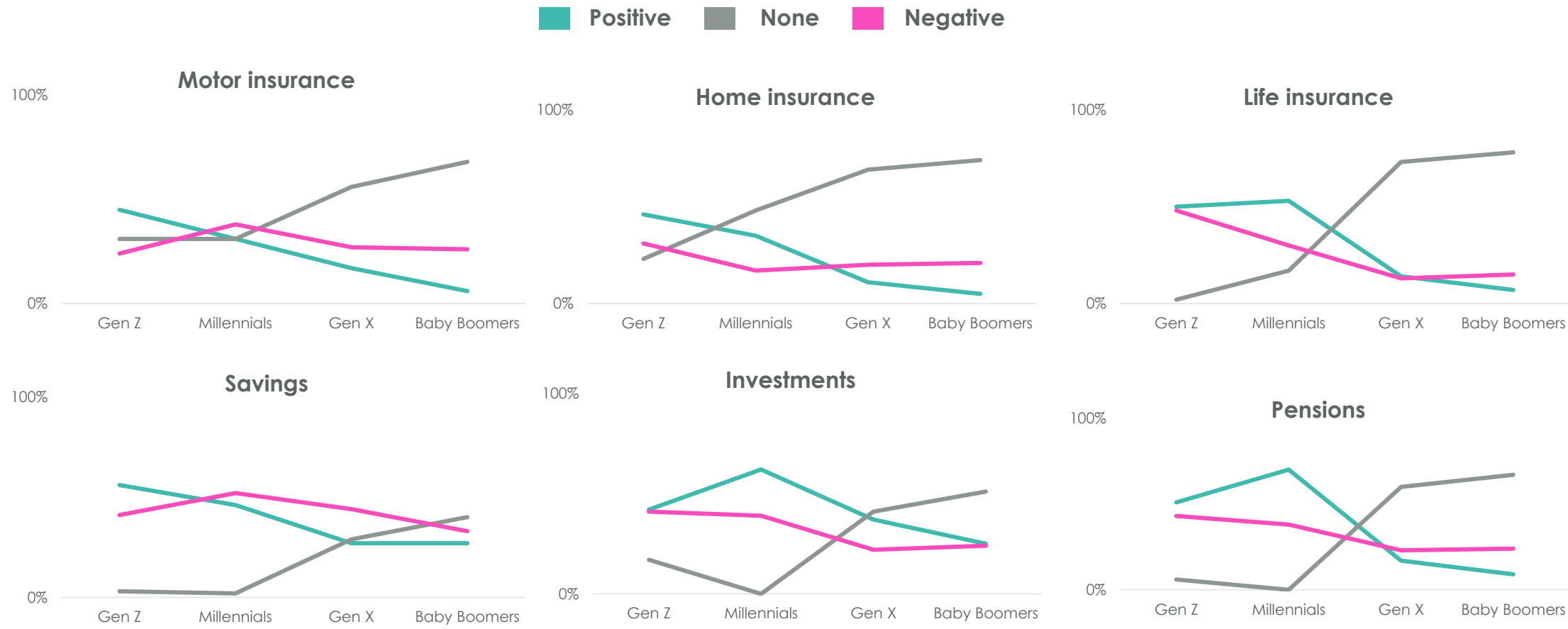


Experienced **family-related** events in last 3 years



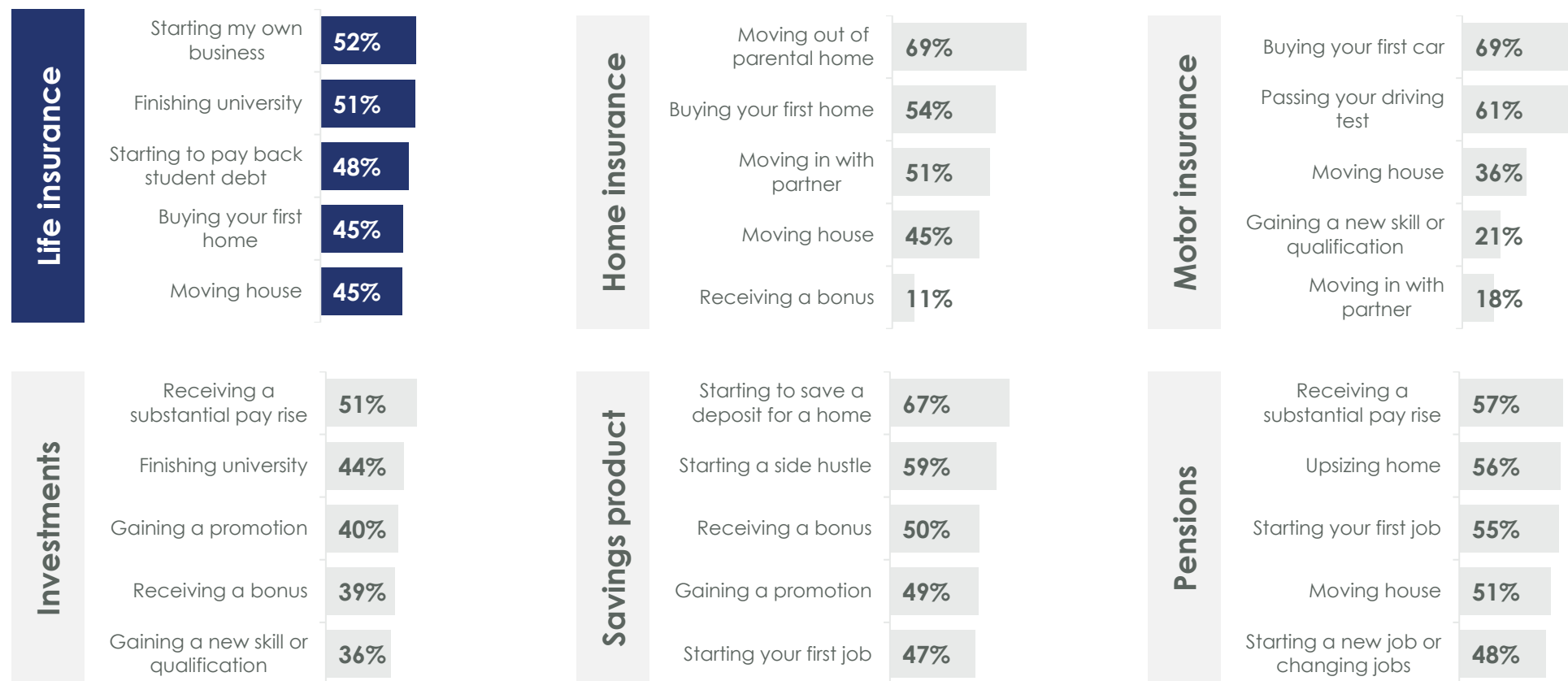
These life events are having a significant impact on their financial decisions

To what extent life events trigger positive and negative product actions per product



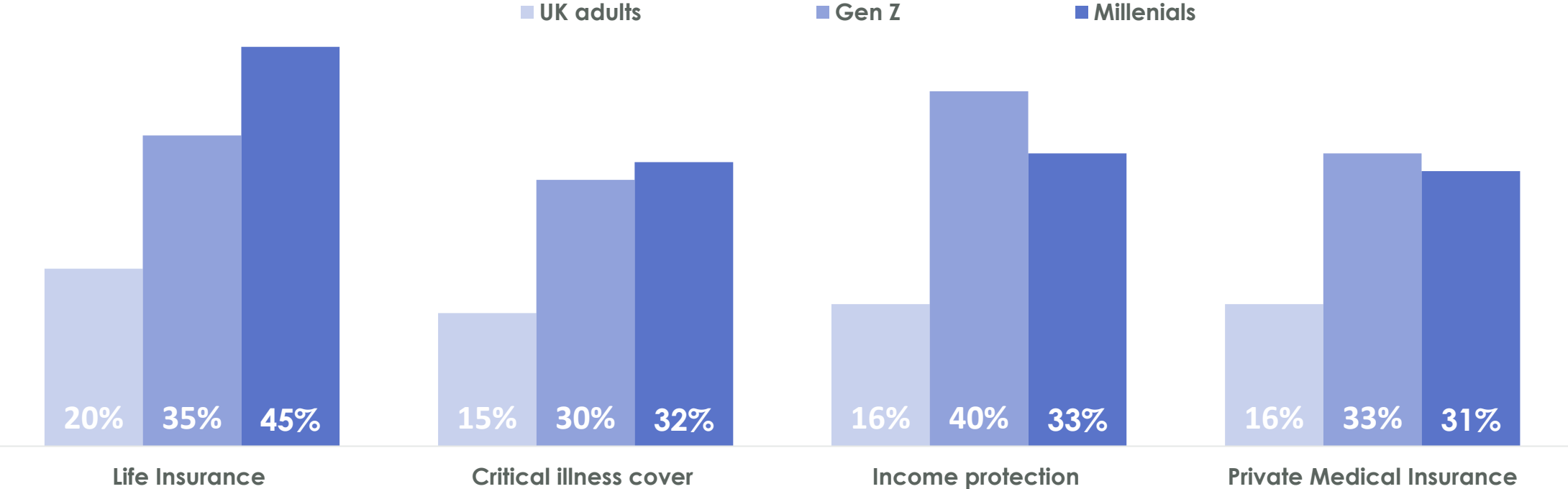
Leading many to take to take positive actions towards financial services products

Top 5 events per product most likely to trigger positive product actions per product – Gen Z and Millennials



And representing a growing customer base for protection insurance

% of people who would consider protection insurance in the future

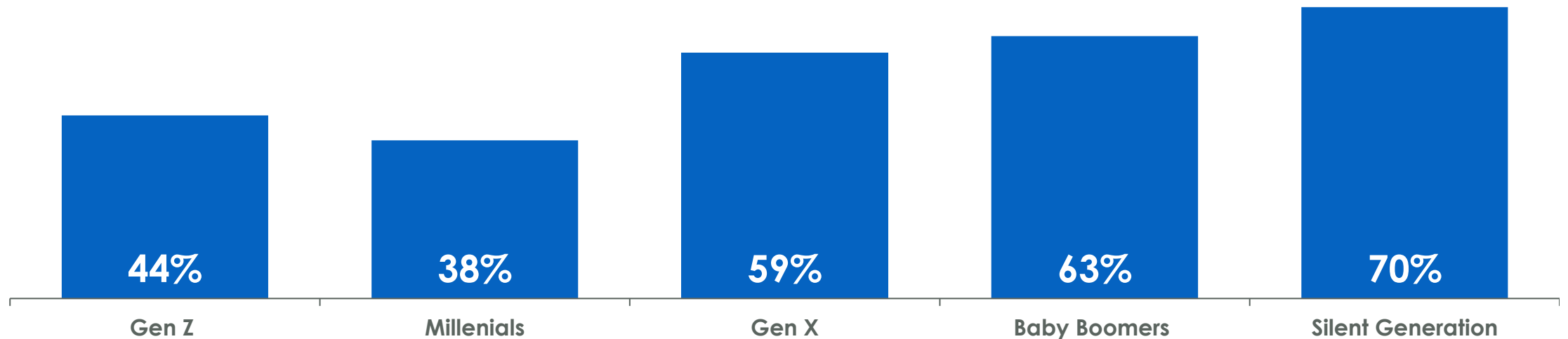


A photograph of a couple sitting on a black metal park bench in a park during autumn. The man is wearing a dark blue jacket and the woman is wearing a light grey sweater. They are holding a large red umbrella over them. The ground is covered in fallen yellow and orange leaves. In the background, there are trees with some autumn-colored leaves and a statue of a person on a horse. The text "However, many consumers are still going without proper protections in place" is overlaid on the image. The words "without proper protections" are in pink, and the rest is in white.

However, many consumers are still
going without proper protections in
place

Older generations in particular are missing out

% of people who **do not** have any protection insurance



Negative life events are driving people to cancel their Life Insurance policy

Top 5 life events that cause people to **cancel their Life Insurance policy**



Losing job



Taking an
extended
absence from
work



Separating /
getting a
divorce



Entering
retirement

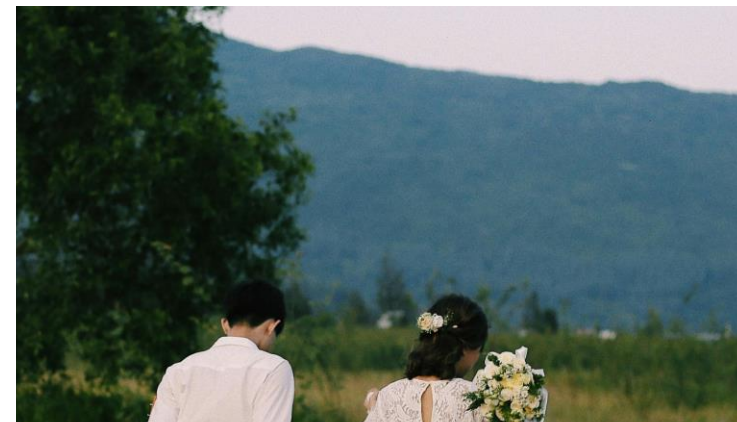
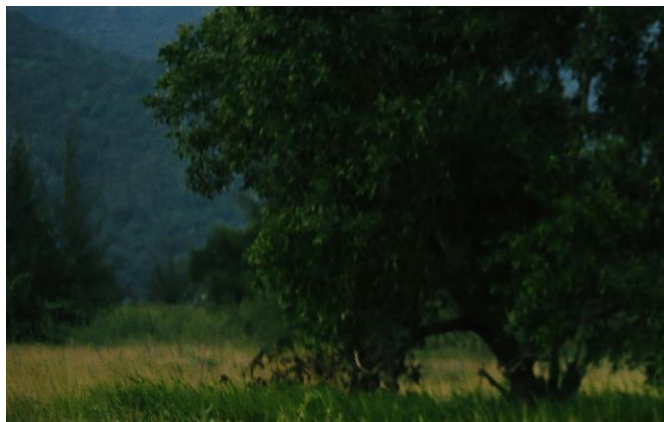


Financial
difficulty

And many have recently experienced a significant life event but are not appropriately covered

79%

of people who have had a **serious accident/illness** in the last 3 years don't have life insurance

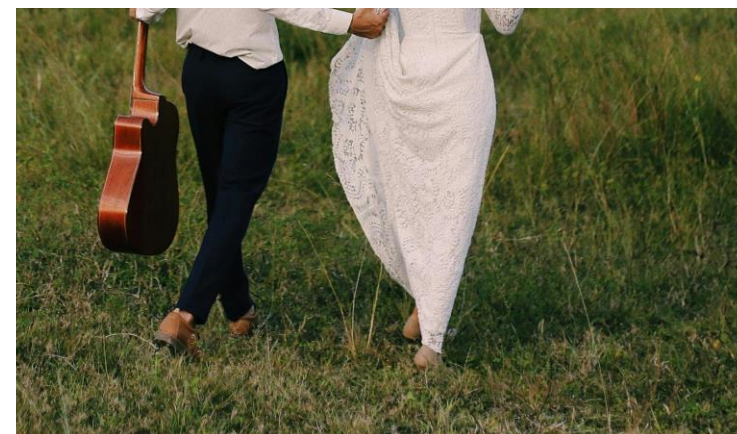


58%

of people who got **married** in the last 3 years don't have life insurance

69%

of people who **have retired** in the last 3 years don't have life insurance

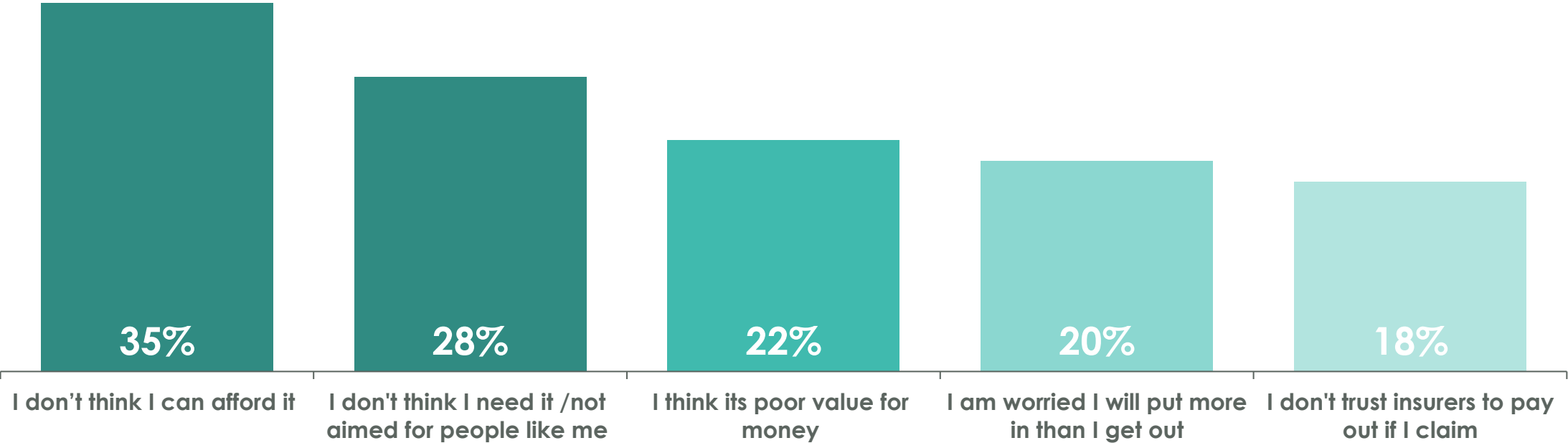


A photograph of a family of three—a mother, a father, and a young child—smiling and looking at a tablet together. The mother is on the left, the father is on the right, and the child is in the middle. They are all smiling and looking at the tablet. The background is a brick wall with a framed picture on the right. The text "So, how can providers increase engagement?" is overlaid on the image in white and pink font.

So, how can providers increase engagement?

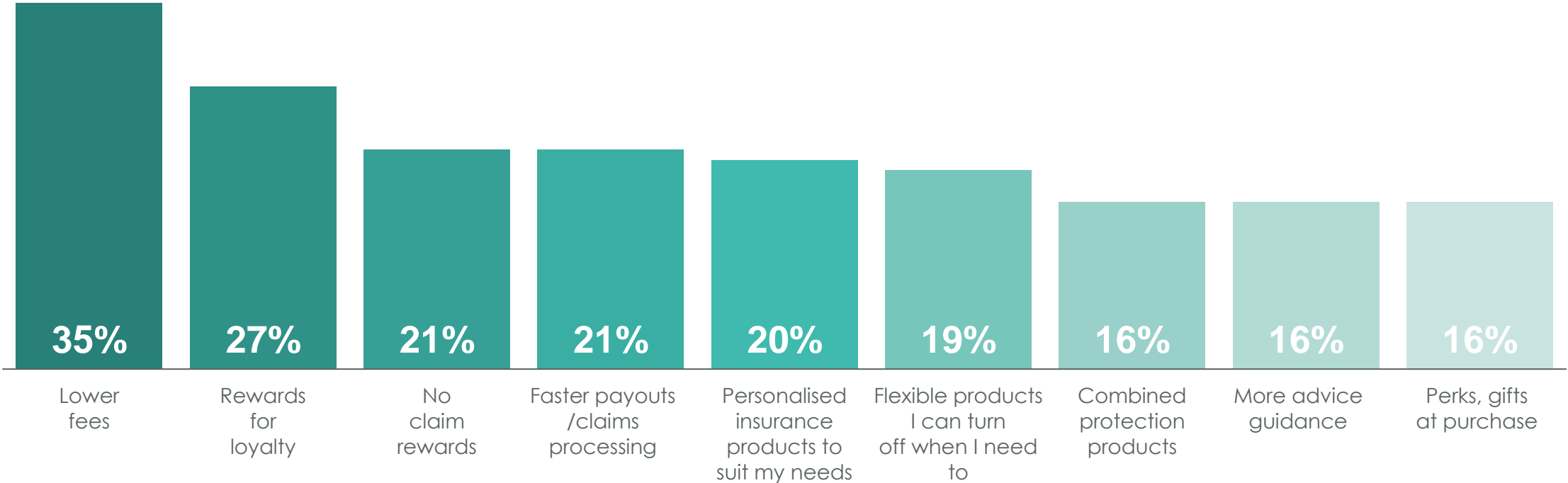
Greater communication is needed around affordability, value and relevance to remove key barriers to purchase

Top 5 barriers to protection insurance purchase



Consumers want to be rewarded, experience quicker processes and have products that are tailored to their individual needs

What would you like to see protection insurance providers offering?



Gen Z and Millennials in particular want products that offer more flexibility and relevance to their lifestage

What would you like to see protection insurance providers offering?



Messaging around reassurance and clarity on personal benefits are key to increasing engagement



Consumers want reassurance not scaremongering

Negative associations of death and its portrayal of older segments in advertising is off putting, particularly for younger audiences



They need to be convinced of real benefits

Flexibility, bundle cover, plan personalisation are all areas which can make protection more relatable

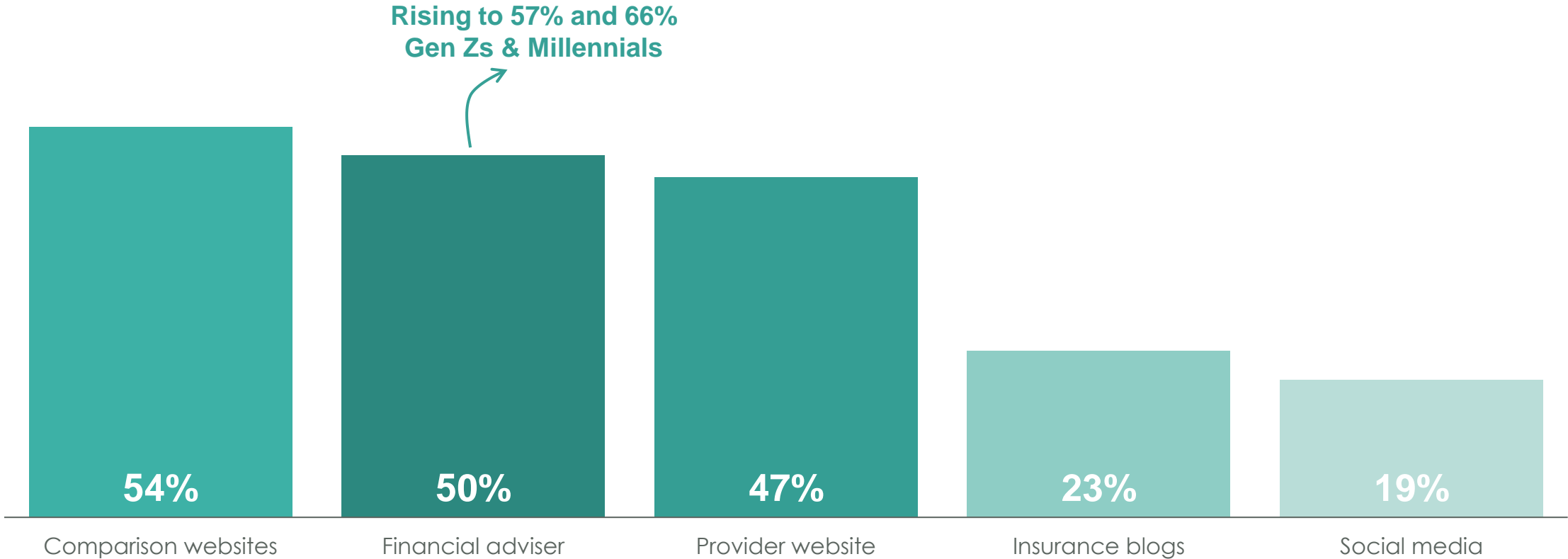


They want simplicity and ease

Use everyday, transparent language that instils confidence
Keep the process fast, easy, and efficient

The financial adviser still has an important place in the purchasing journey

Which of the following do you trust to sell you protection insurance?



But trust, knowledge and clarity of communication are needed to overcome barriers to use

What's top of mind for financial advice?



Too salesy

Often seen primarily as salespeople looking to make a commission



Not linked with insurance

Often associated with investments, stocks, wealth planning



Only for the wealthy

Only accessible to those with large sums of money



Overcoming barriers

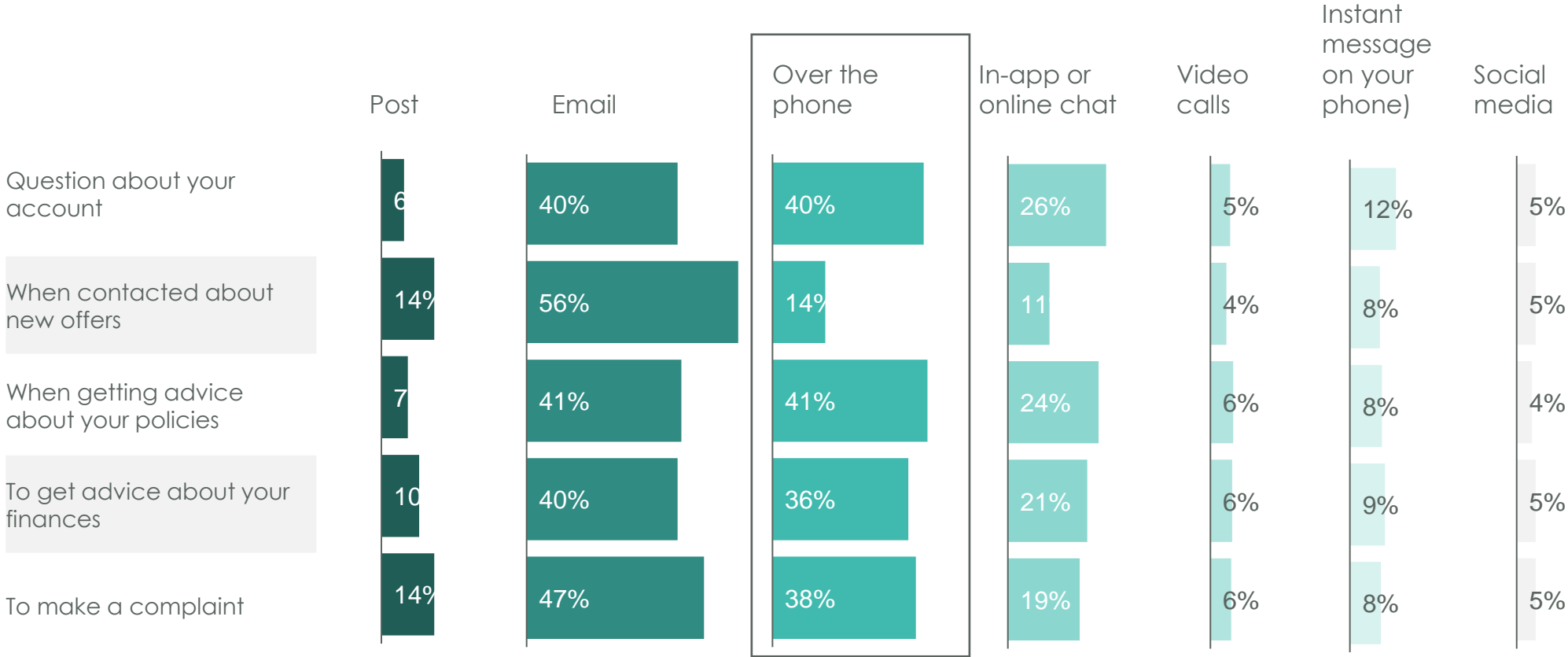
- ✓ Impartial & independent
- ✓ Genuine value over sales
- ✓ Proven track record

- ✓ Proven return on investment
- ✓ Knowledge and transparency
- ✓ Clear communications

- ✓ Personalised recommendations
- ✓ Given exact, affordable price
- ✓ Champion for the everyday consumer

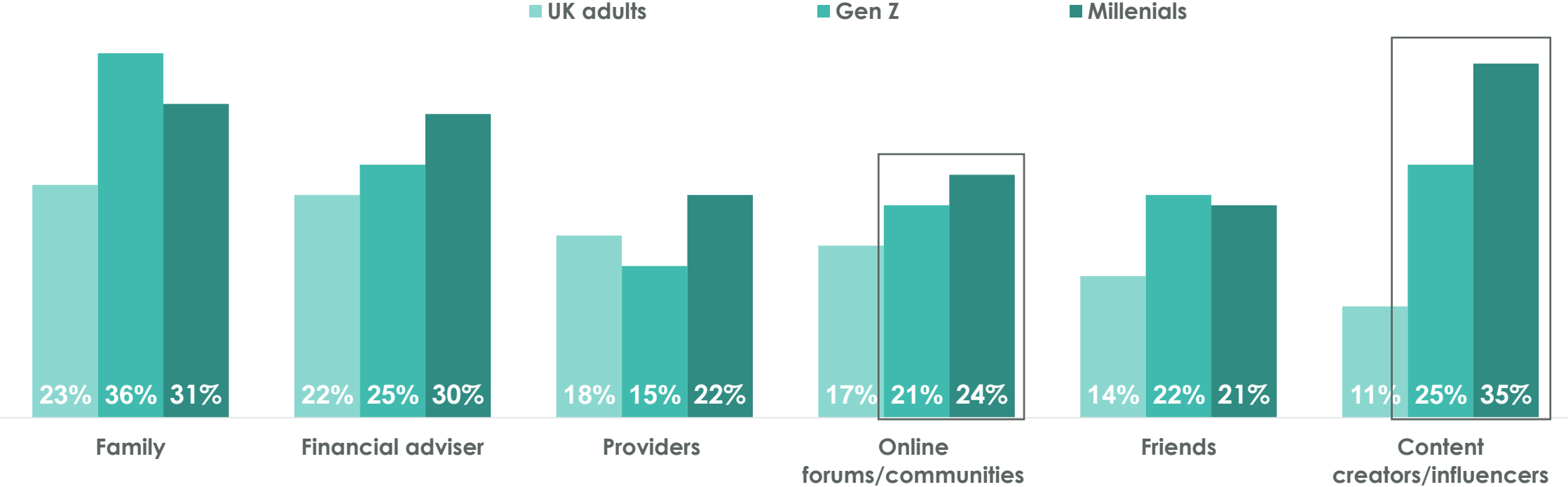
Providers also shouldn't overlook the value of human connection in developing a trusted relationship

How would you like to communicate with your protection insurance providers?



But social media and influencers can also be a key touchpoint to engage and educate younger generations

Where do you go for advice about managing your finances?



5 key takeaways to increase engagement

1. Dial up messages of reassurance in advertising
2. Build in a personal element upfront
3. Make it easy and accessible
4. Utilise and support the role of the adviser
5. Use financial experts, converted customers, or influencers to promote key benefits

Thank you
For any queries contact:



ALEXA NIGHTINGALE
GLOBAL HEAD OF FINANCIAL SERVICES RESEARCH

✉ ALEXANIGHTINGALE@OPINIUM.COM



What people think,
feel and do