

This study is brought to you courtesy of

**thinkinsights**  
with Google™

[www.google.com/think/insights](http://www.google.com/think/insights)

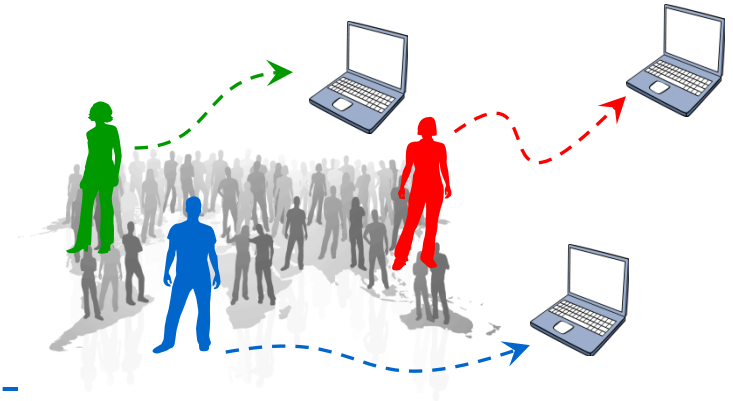


# The Evolving Life Insurance Shopper

Google/Harris Interactive  
U.S., June 2009

# Study Methodology

**Objective:** Understand the role that media plays throughout the process of purchasing life insurance



## All Off-liners

(offline researchers /  
offline purchasers)

n = 710

## All On-liners

(online researchers /  
online purchasers)

n = 260

## On / Off-liners

(online researchers /  
offline purchasers)

n = 217

## Off / On-liners

(offline researchers /  
online purchasers)

n = 196

# Key Findings

**1** Shoppers who research and purchase life insurance online are a highly valuable audience

---

**2** All On-liners tend to buy larger and whole life policies

---

**3** Online Researchers purchase life insurance in a shorter time frame

---

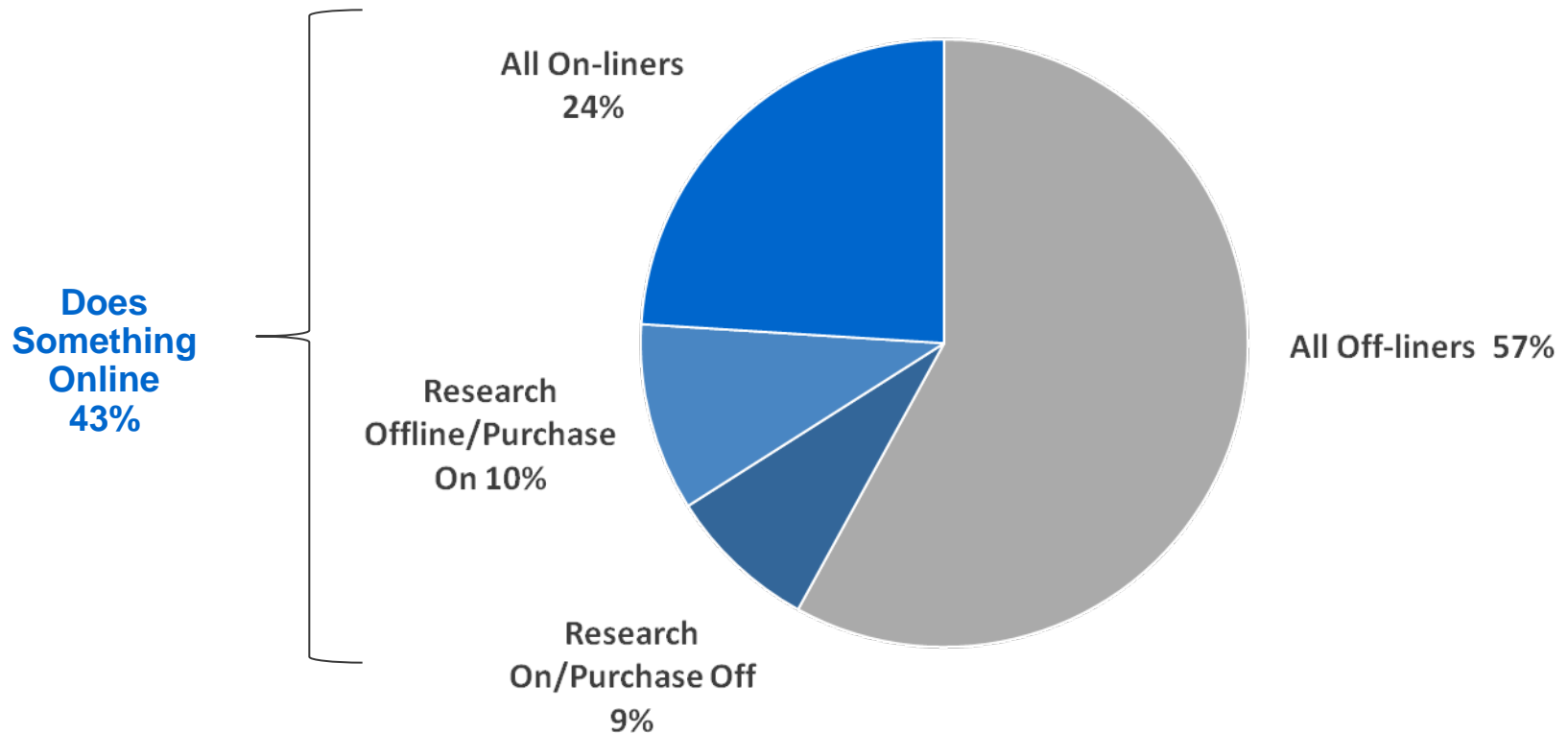
**4** Search is a key element in response to life insurance options for the online research segment throughout the purchase process



# Profiling the Life Insurance Buyer Landscape

# 43% of Buyers Perform an Activity Online

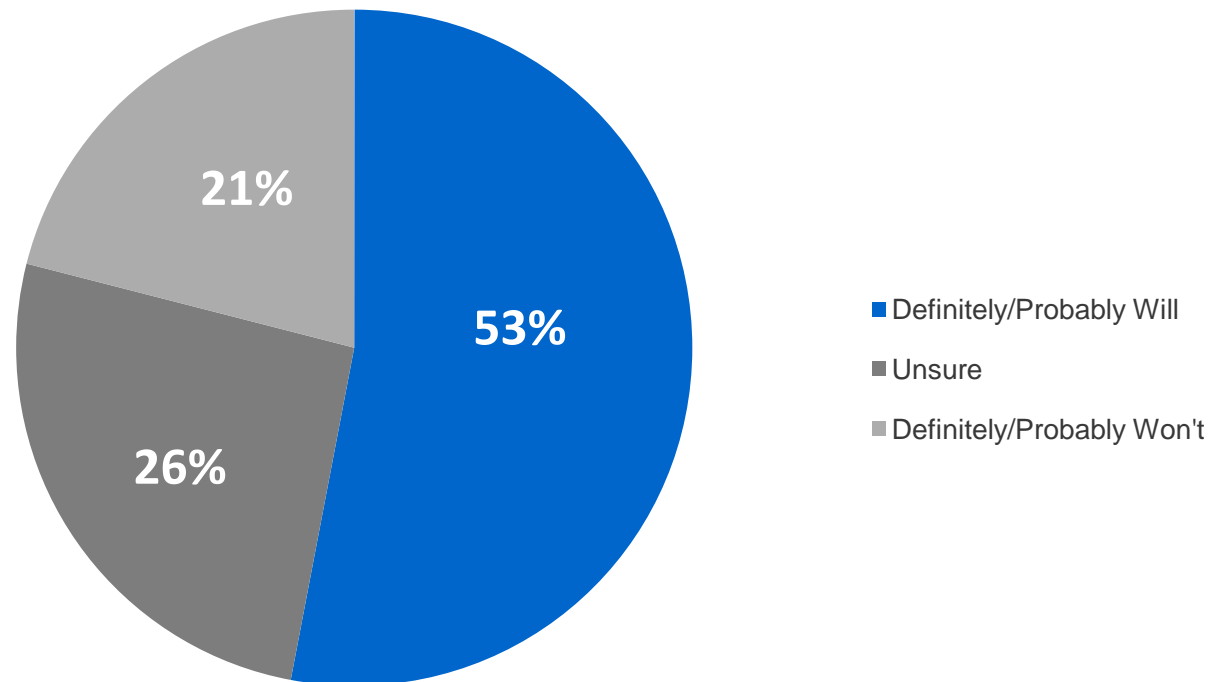
## Share of Online and Offline User Segments



Source: Google/Harris Life Insurance Study May 2009

# Opportunity Continues to Shift Online

## Likelihood to Use the Internet to Research Life Insurance for New Policies or Changes



Source: Google/Harris Life Insurance Study May 2009

Q760 How likely are you to consider using the internet to research life insurance the next time you are in the market for a new policy or to make a change to the life insurance you already have?

Base: Qualified Respondents

# Profiling the All Online Life Insurance Shopper



**59% male**



**High Earning**

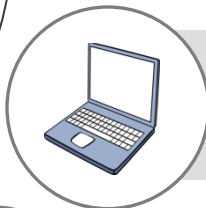
*Average HHI of \$85,500*

*68% more likely to have HHI of \$100k+ than All Off-liners*



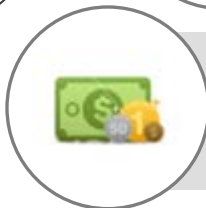
**Slightly Younger**

*59% are 25-44 years old*



**Highly Engaged in Online Activity**

*53% use the internet 22+ hours per week, roughly twice as likely than All Off-liners*



**67% Primary Household Decision Makers**

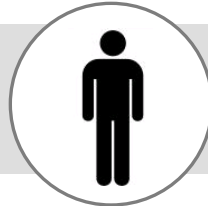
*One-third more likely to be the primary decision maker compared to All Off-liners*



# Comparing All On-liners to All Off-liners

## All On-liners

59% male/41% female



Avg. HH income = \$85,500  
(32% \$100k+)



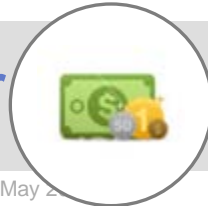
Younger: mean age 41 years  
(20% are 55+)



53% heavy internet usage  
(22+ hours/week)



67% primary HH decision-maker



## All Off-liners

42% male/58% female

Avg. HH income = \$72,200  
(19% \$100k+)

Older: mean age 49 years  
(39% are 55+)

34% heavy internet usage  
(22+ hours/week)

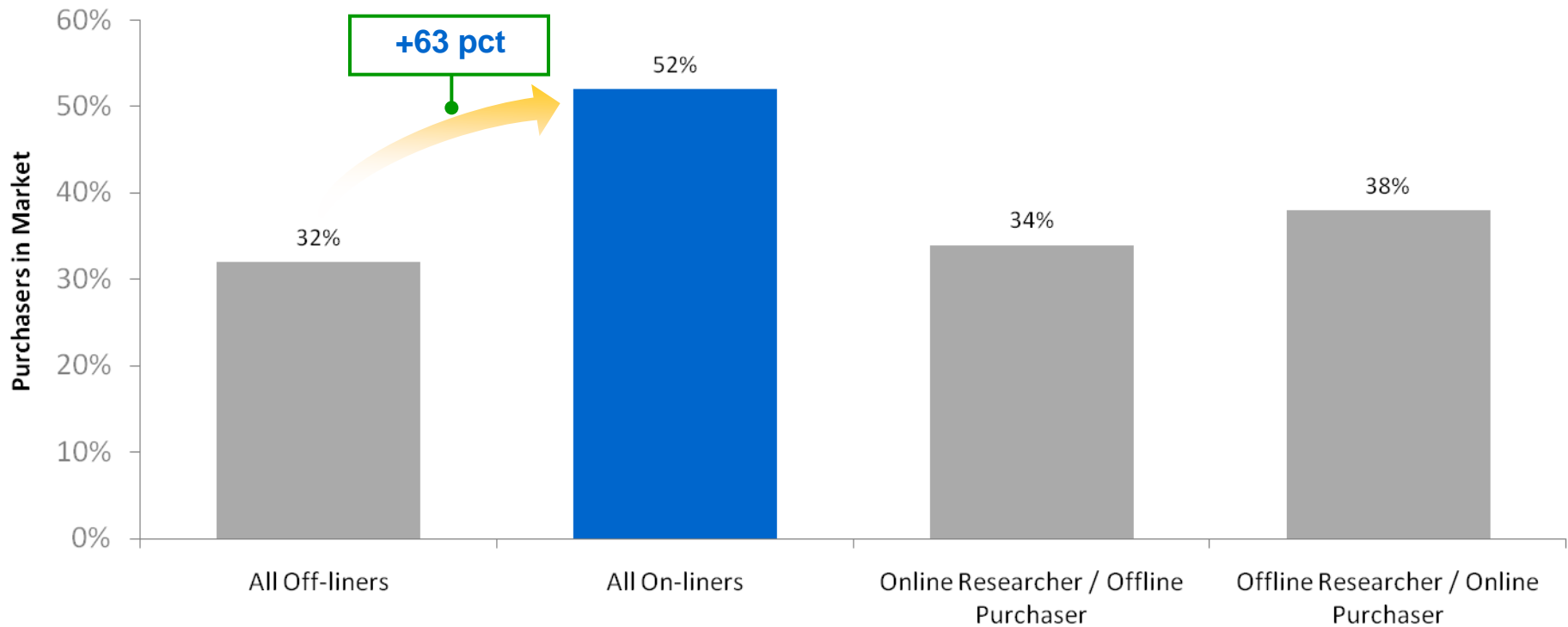
49% primary HH decision-maker



# Profiling the Life Insurance Buyer Landscape

# Online Shoppers Buy Larger Policies

## Purchase a Policy \$100k - \$500k



Source: Google/Harris Life Insurance Study May 2009

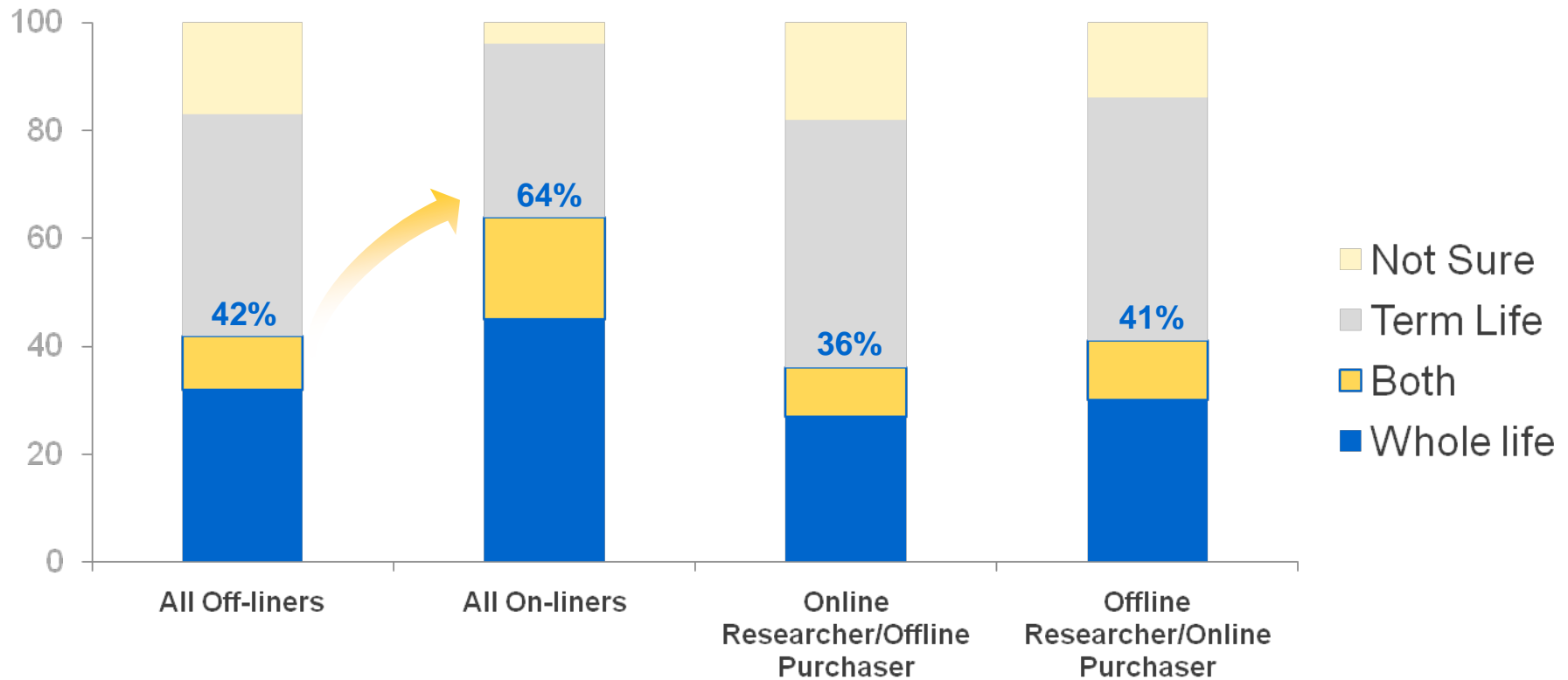
Q717 Who was the policy for?

Q716 What was the approximate size of the policy you obtained most recently? Please select all that apply.

Base: Qualified Respondents

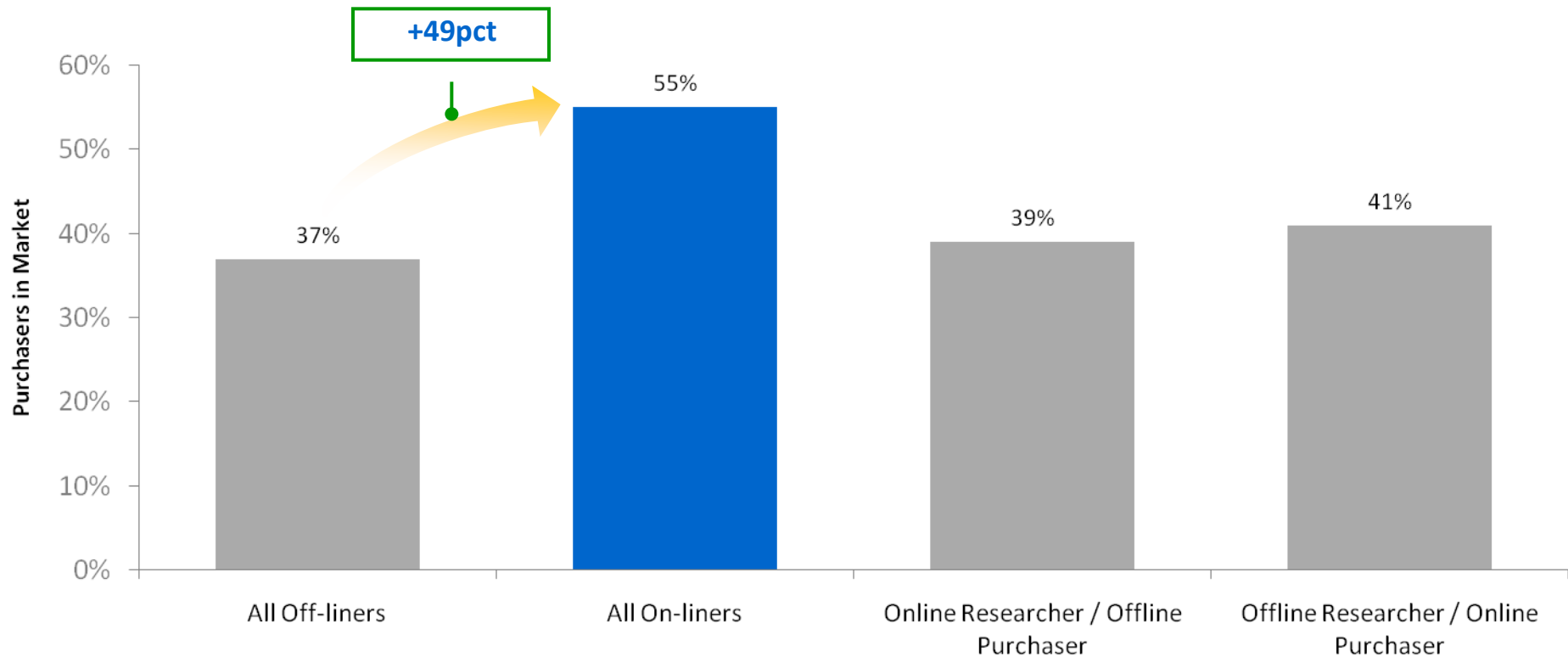
# All On-liners Most Likely to Buy Whole Life

## % Purchase a Whole Life Policy



# All On-liners Have Shorter Purchase Cycle

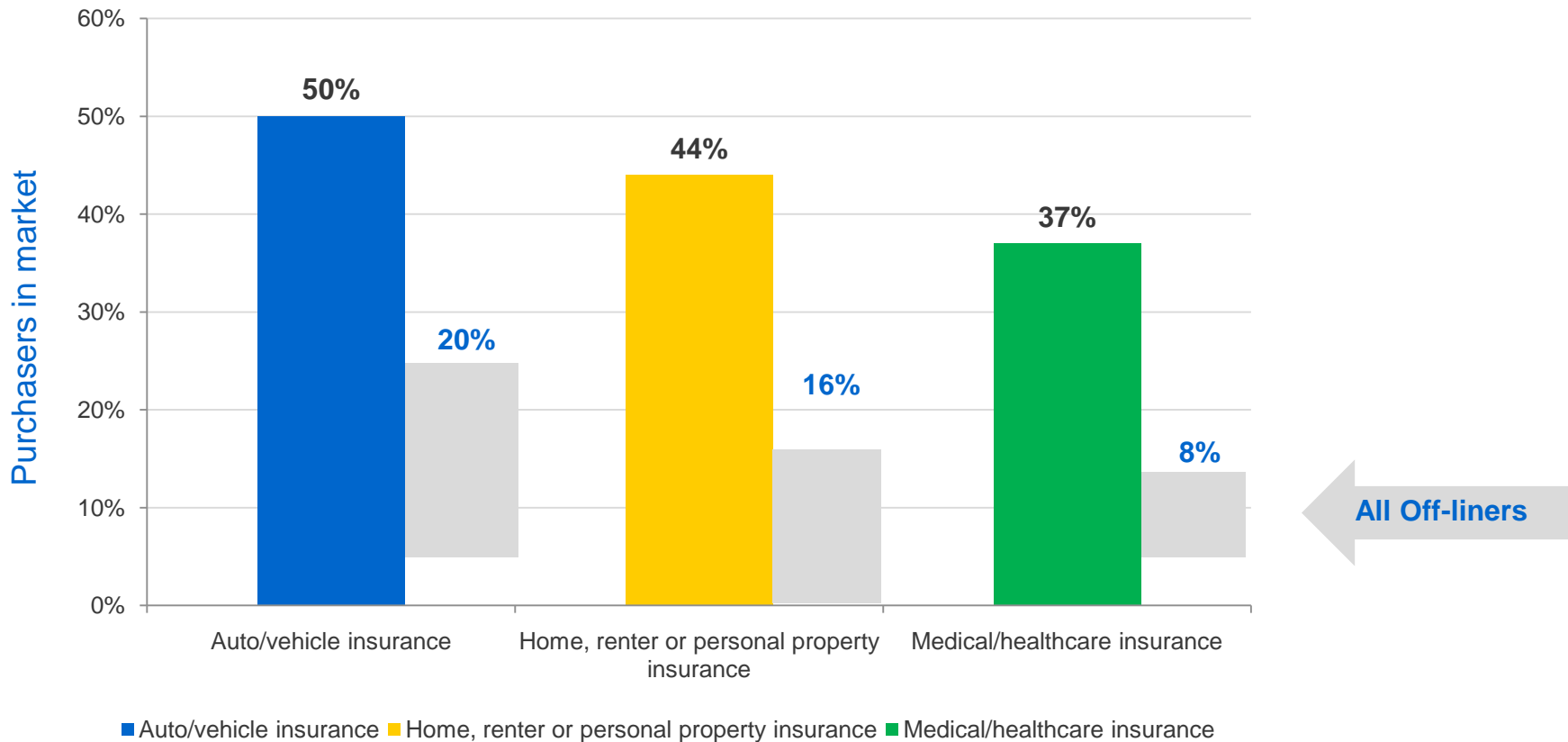
## Purchase Cycle in 6 Months or Less



# A High Opportunity to Cross-sell All On-liners

## Products Planned to Purchase in Next 6 Months

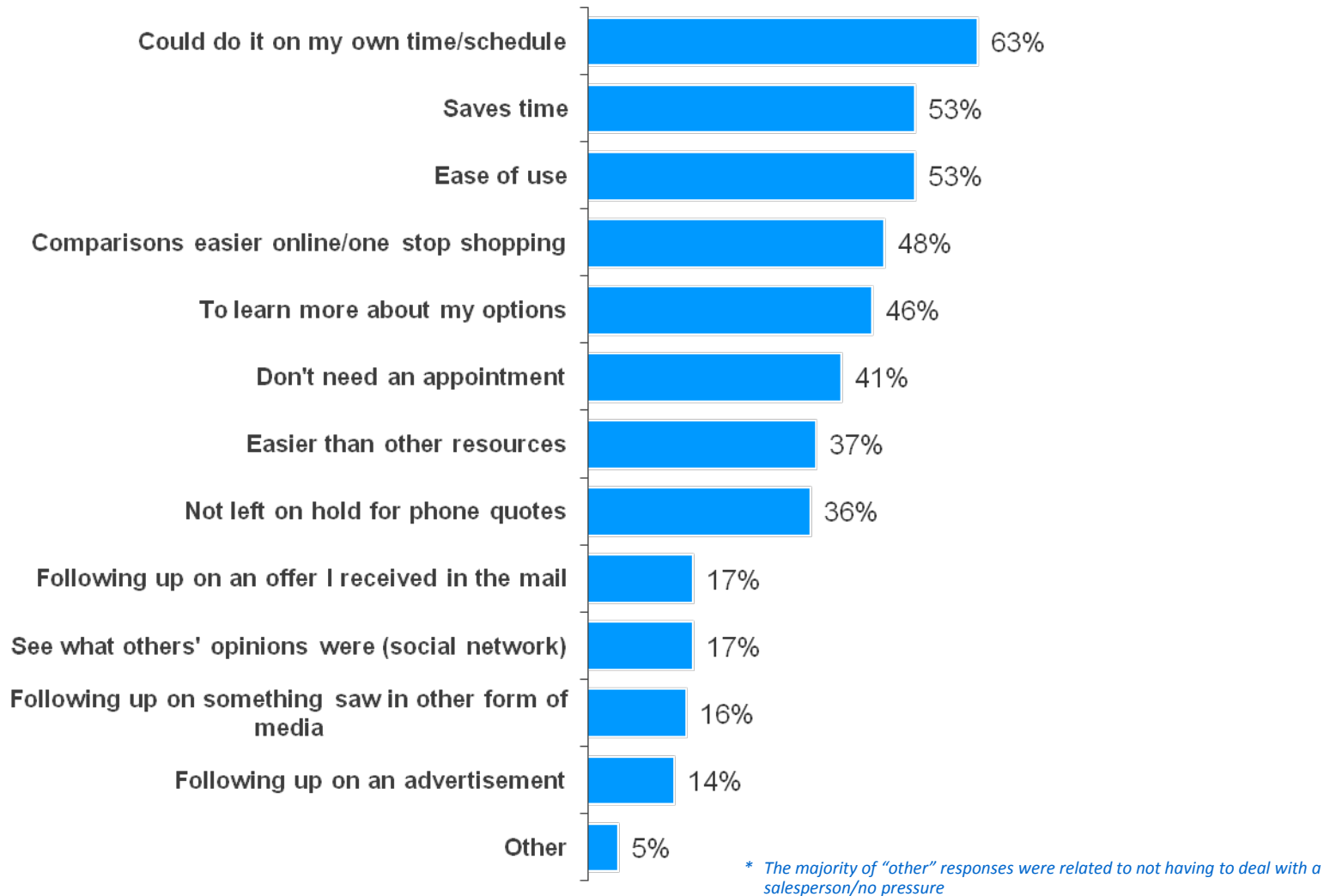
### All On-liners





## Factors Influencing the On-Line Shopping Process: On-Line Quoting

# Reasons for Using the Internet for Research



Source: Google/Harris Life Insurance Study May 2009

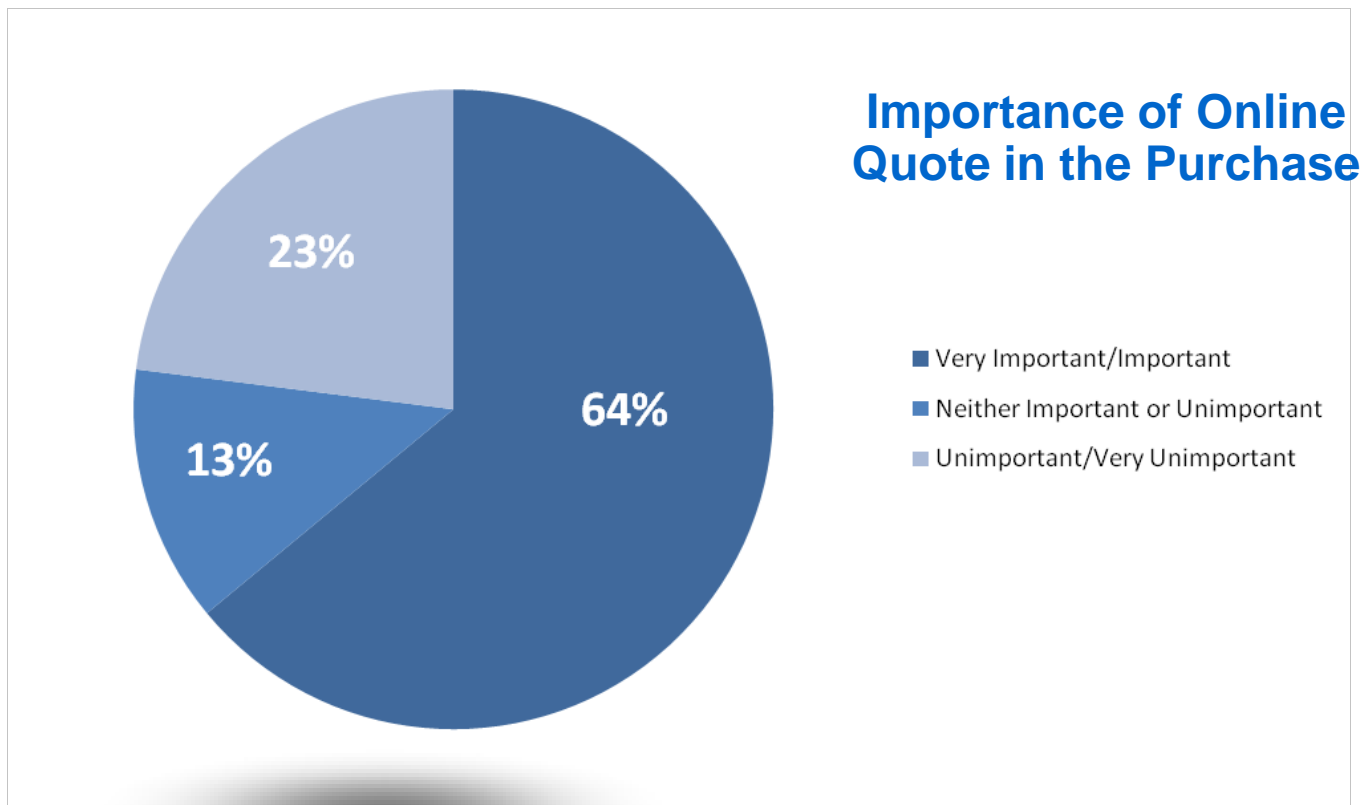
Q905 Earlier you indicated that [INSERT % ONLINE FROM Q736] of your life insurance research was conducted online. Which of the following are reasons you used the internet to research life insurance? Please select all that apply.

Base: Researched Online (n=477)



# Online Quotes Important to Majority

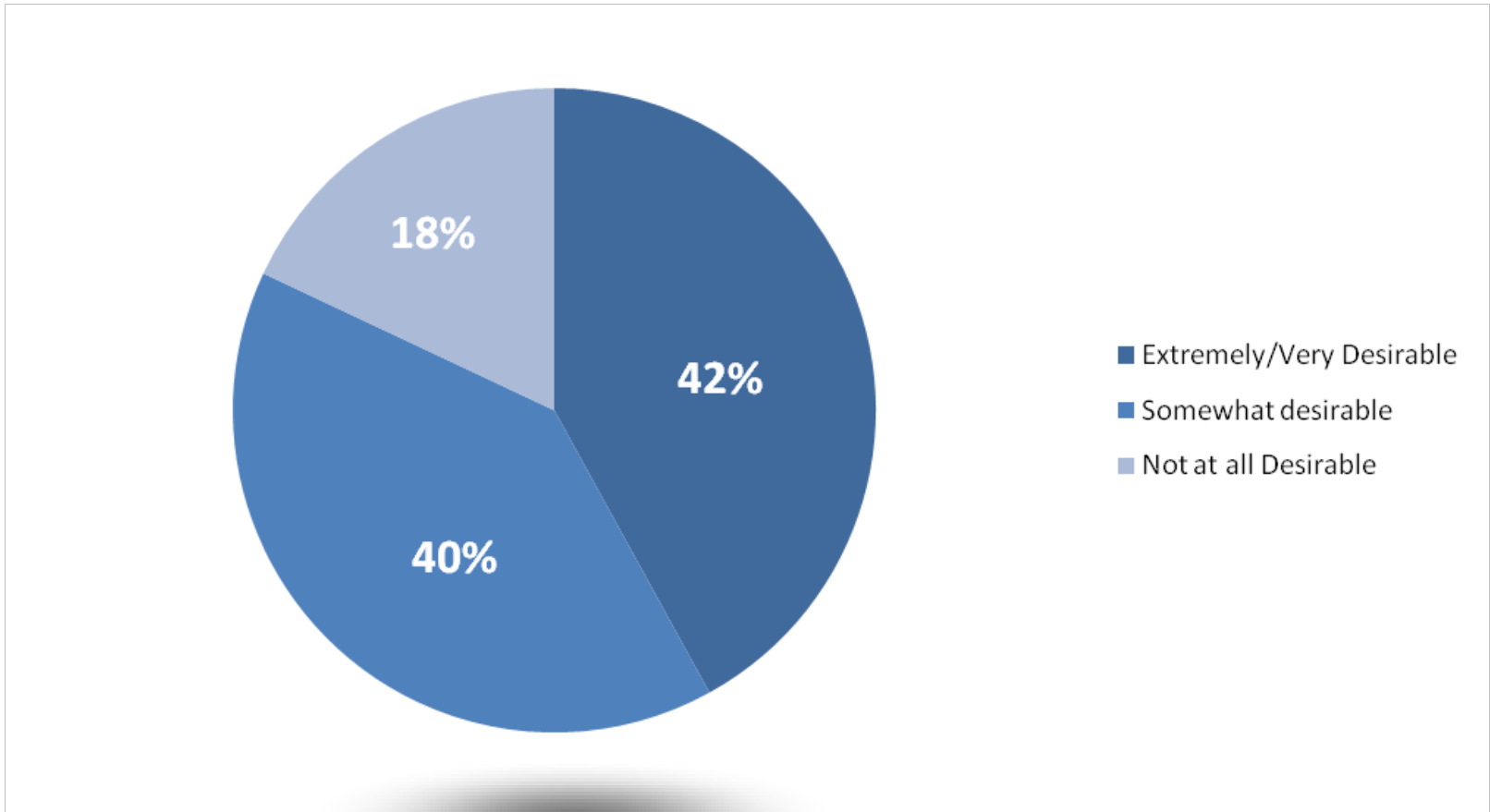
83% of All On-liners  
&  
34% of Offline Researcher/Online Purchasers  
requested an online quote



Source: Google/Harris Life Insurance Study May 2009  
Q641 How important in your purchase was the online quote?  
Base: Requested a quote online (n=281)

# Online Quotes are Desired among Most Purchasers

## Appeal of Online Quote for Future Purchases

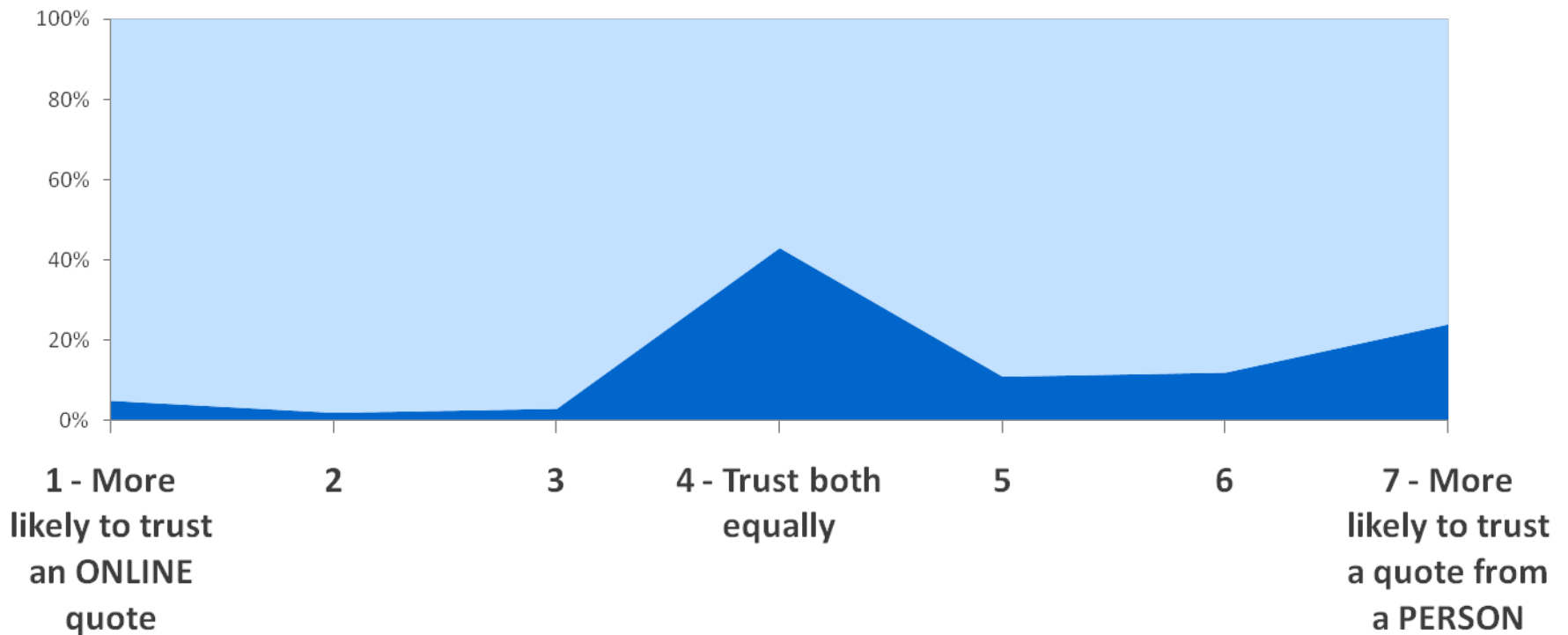


Source: Google/Harris Life Insurance Study May 2009

Q765 How appealing is it to you to be able to request and obtain life insurance price quotes online?  
Base: Would Not Reject Using The Internet (n=1283)

# Online Quotes Generally are Trusted the Same as a Quote from a Person

## Trust Level of Quote by Source



Source: Google/Harris Life Insurance Study May 2009

Q770 Which would you be more likely to trust? Please select the location along the scale that best describes your feelings about which method, if any, you are more likely to trust.

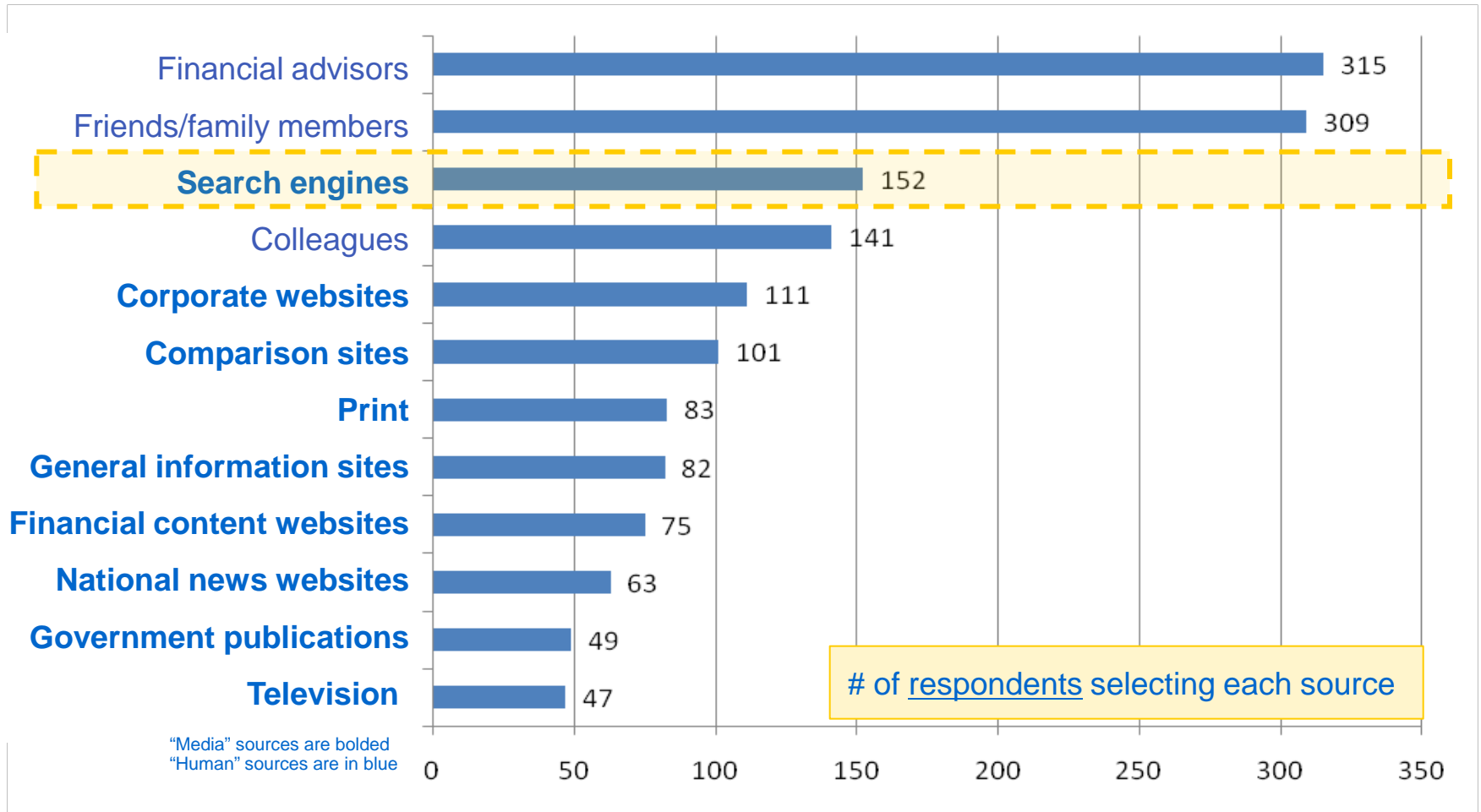
Base: Would Not Reject Using The Internet (n=1283)



Search is an Important Touchpoint in the Shopping Process

# Search is the #1 Medium for Insurance Purchasers

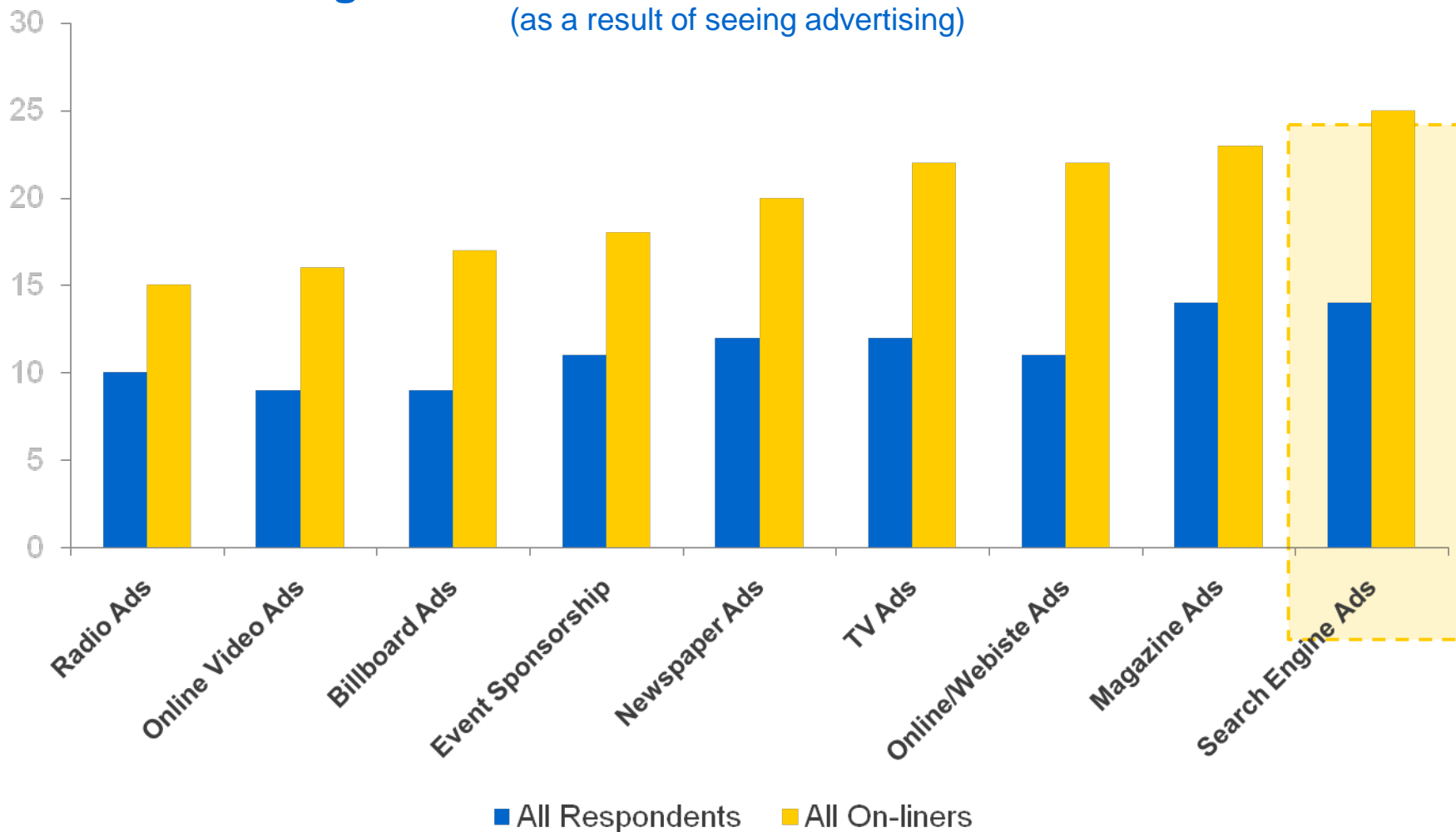
## Sources Which Helped in Research



# Search Yields High Ad Response

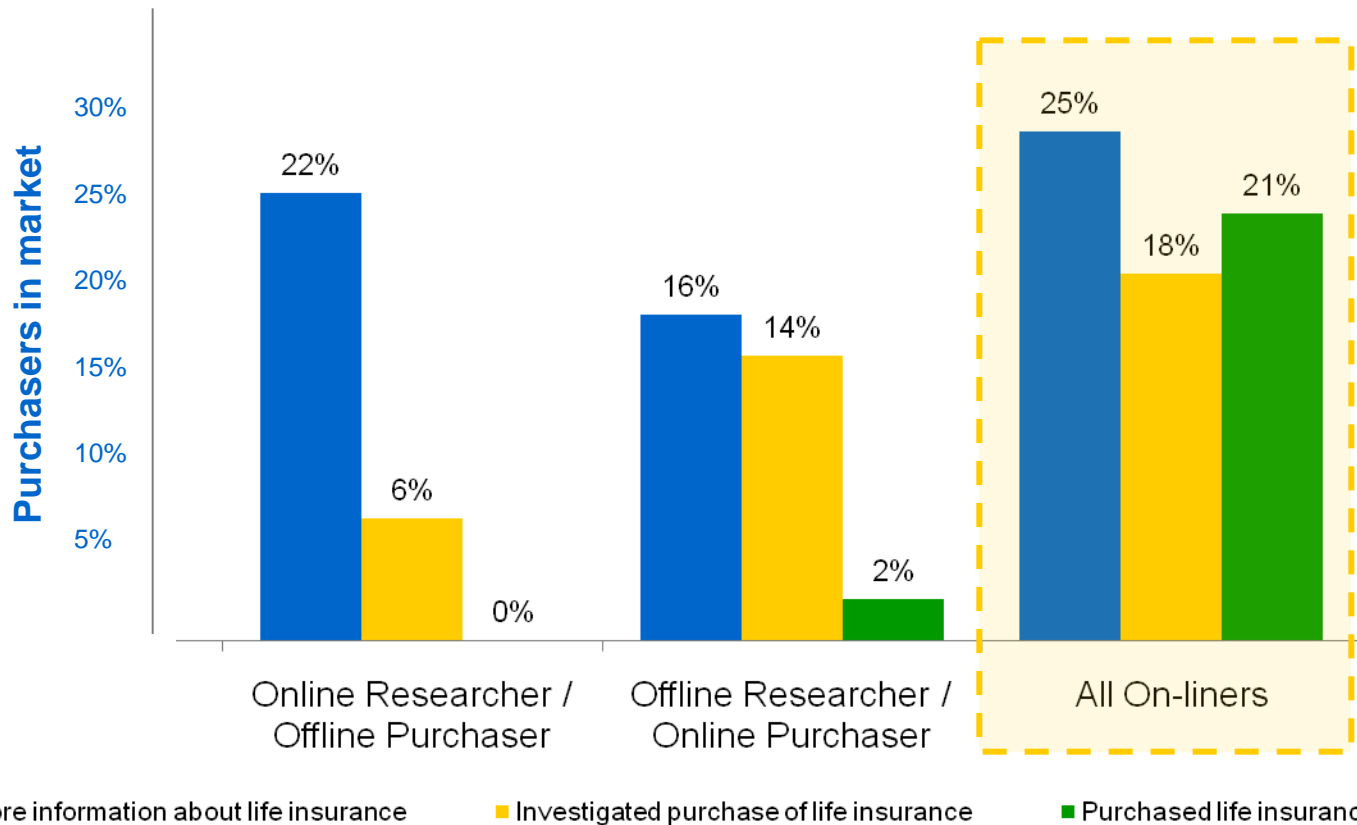
## Sought More Information About Life Insurance

(as a result of seeing advertising)



# Search Supports All Aspects of the Purchase Cycle

## Action Taken in Response to Search Ads



Source: Google/Harris Life Insurance Study May 2009

Q785 For each type of media where you recall seeing life insurance advertising, which statements best describe the degree of action you took in response to the advertising? Please select all that apply.

Base: Recalled Advertising

# Key Findings

**1** Shoppers who research and purchase life insurance online are a highly valuable audience

---

**2** All On-liners tend to buy larger and whole life policies

---

**3** Online Researchers purchase life insurance in a shorter time frame

---

**4** Search is a key element in response to life insurance options for the online research segment throughout the purchase process



Like what you learned?  
Find more studies and data at

thinkinsights  
with Google™

[www.google.com/think/insights](http://www.google.com/think/insights)