

Individual Critical Illness Insurance Buyers Survey

Majority Of Buyers Are Younger Than 44; Women Tend To Be Slightly Older At Time Of Purchase

Over half (54%) of men purchasing individual critical illness insurance policies last year were younger than age 45. Women buyers were slightly older, with 51 percent age 45 or older according to the 2011 Critical Illness Insurance Buyer Study conducted by the American Association for Critical Illness Insurance (AACII) and Gen Re.

Researchers analyzed data for over 20,500 purchasers of individual critical illness insurance policies made between January 1 and December 31, 2010. "Most individuals between the ages of 25 and 55 are completely unaware of how vitally important critical illness insurance can be to their family," explains Jesse Slome, executive director of the industry trade organization. "The same can be said for the majority of U.S. insurance professionals who lack an understanding of this relatively new form of financial protection."

According to the survey, 21 percent of male buyers and 19 percent of female buyers were between the ages of 25 and 34. Women tended to buy this protection at slightly older ages. The age band 55- or older had the widest spread, with some 18 percent of male and 22 percent of female buyers notes Barry Eagle, Vice President, Marketing for Gen Re LifeHealth a Berkshire Hathaway Company.

Critical illness insurance pays a tax-free, lump-sum cash benefit generally upon diagnosis of a covered critical illness such as cancer, heart attack or stroke. The first policies became available in the United States in 1996 and today some 900,000 individuals have such protection.

The American Association for Critical Illness Insurance is the national trade association providing information to consumers and insurance professionals. Free access to the organization's online learning, marketing and sales center is offered to insurance and financial professionals. For further information, visit the Website: www.aacii.org/ or call (818) 597-3205.

*Summary of Findings
2011 Critical Illness Insurance Buyer Study
Conducted January 2011*

Distribution of Sales by Issue Age (Average %) Individual Critical Illness Insurance Policies

	<u>Under 25</u>	<u>25 - 34</u>	<u>35 - 44</u>	<u>45 - 54</u>	<u>55 or Older</u>
Male	8%	21%	25%	27%	18%
Female	7%	19%	23%	29%	22%

Data may be used with the following credit
Source: American Association for Critical Illness Insurance study conducted by Gen Re, January 2011