

Life Insurance -- Post-9/11/01

Consumer Attitudes & Ownership Research

Prepared by

MetLife

Institutional Marketing

October, 2002

Metropolitan Life Insurance Company

New York, NY

[L02116GFD(exp0604)MLIC-LD]

MetLife[®]

Method

- 1,013 Telephone Interviews
- Random, representative sample of U.S. households
- Consumers age 18 or older
- Conducted by Roper ASW
 - Omnibus survey
- Interviewing completed August 16-18, 2002

Source: MetLife Post-9/11/01 Life Insurance Study

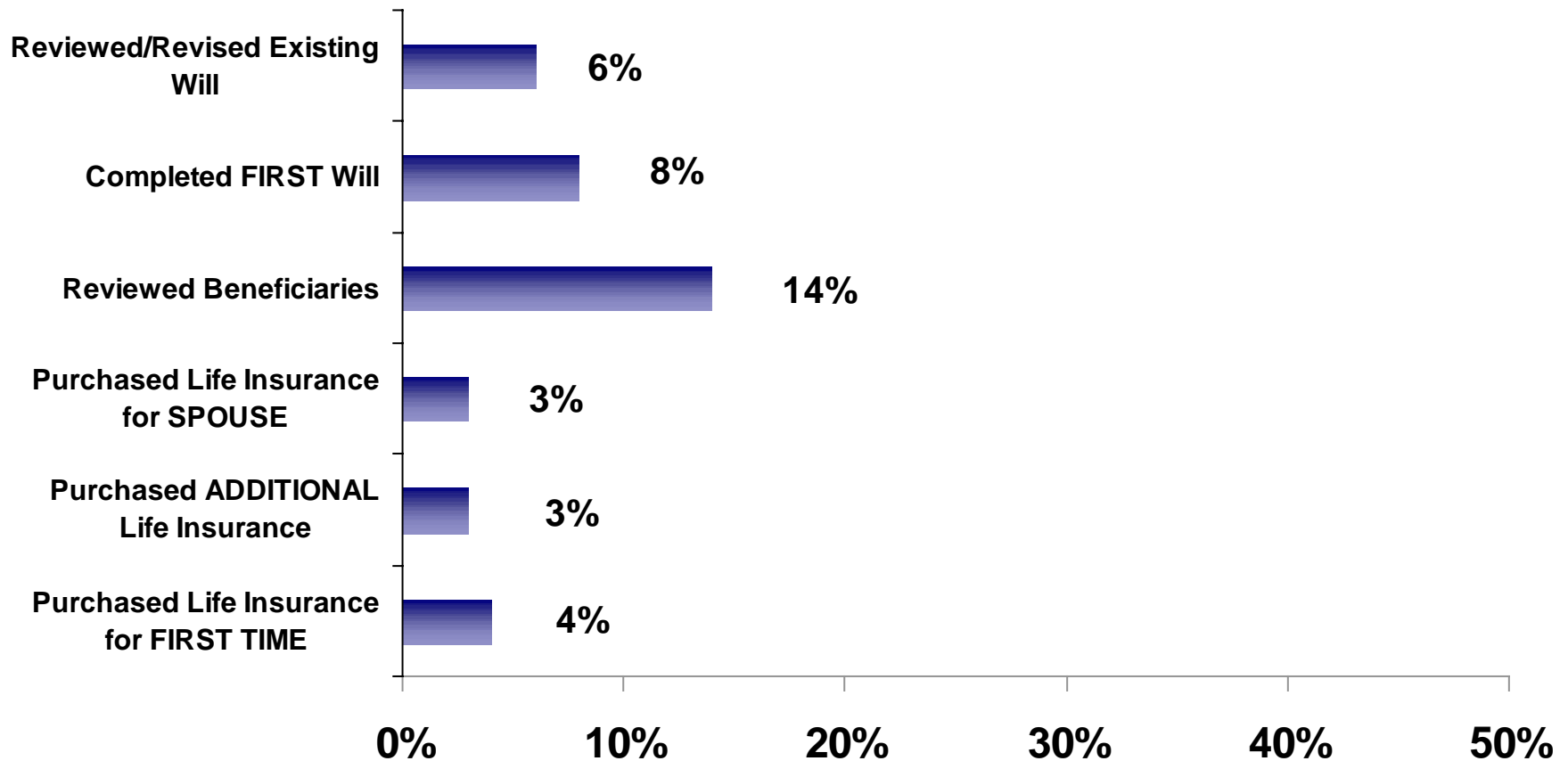
Conclusions

- The events of 9/11/01 had limited impact on consumer consideration and purchase of life insurance
 - 15% say that 9/11 increased their perceived need for life insurance coverage
 - Most say their image of the life insurance industry was is unchanged since 9/11
 - Nearly one in ten say they evaluated their life insurance coverage following 9/11
 - While a quarter of married respondents spoke with their spouse about life insurance as a result of 9/11, very few spoke with an agent or their HR Department or took any action.
- Consumers report owning an amount of life insurance for their household equal to 2.5 times their annual household income
 - 68% of individuals and 72% of all households (HH's) own some form of life insurance
 - The work place is the primary source of life insurance, followed closely by insurance agents
 - 76% of HH's that own life insurance coverage that is less than their annual income believe that their coverage amount is adequate

Conclusions

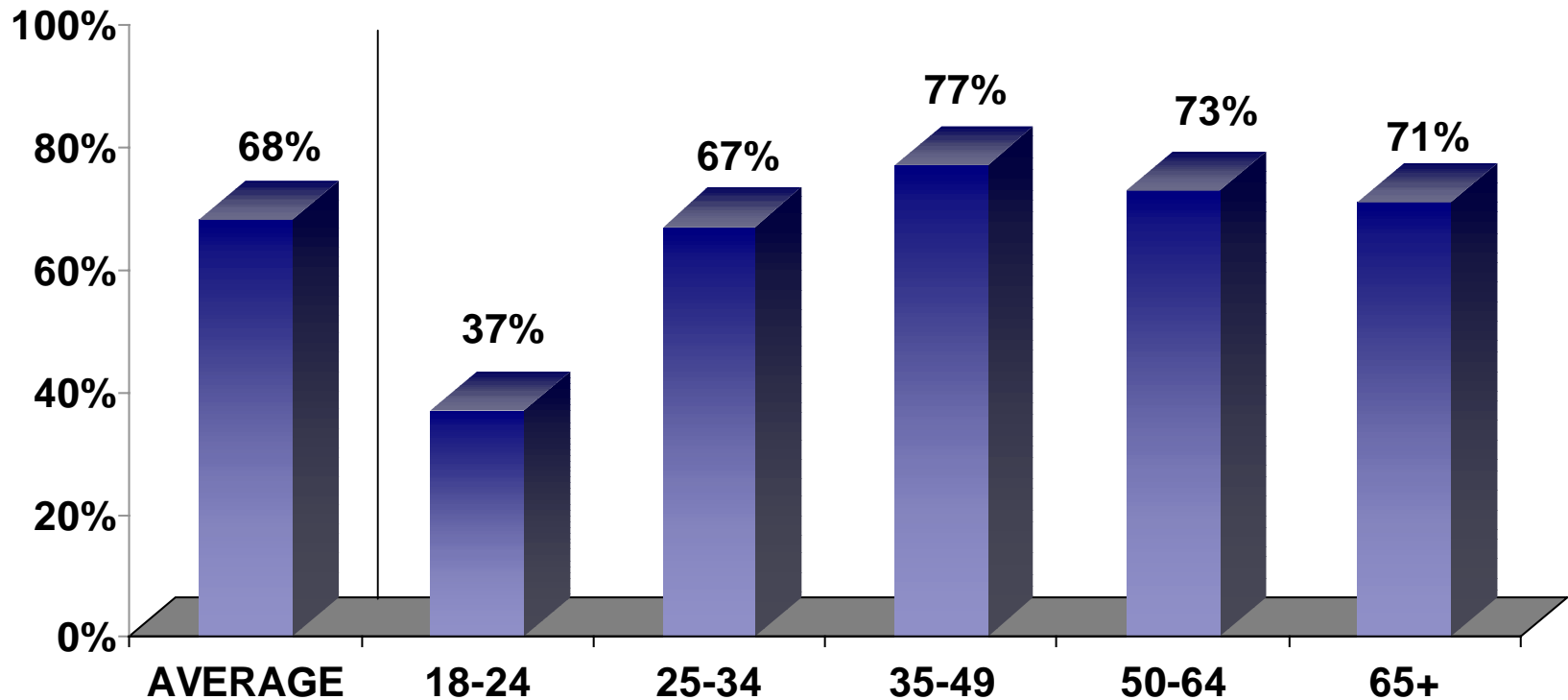
- Only 64% of the Prime Needs segment for life insurance (working full-time with dependent spouse and/or children), own any life insurance
 - More than half of this segment who owns life insurance has coverage that is less than 3 times their annual HH income.
 - Yet, 67% of the HH's that have coverage that is less than 3 times their annual income believe that their level of coverage is adequate.

Actions Taken Regarding Life Insurance Coverage as a Result of 9/11/01

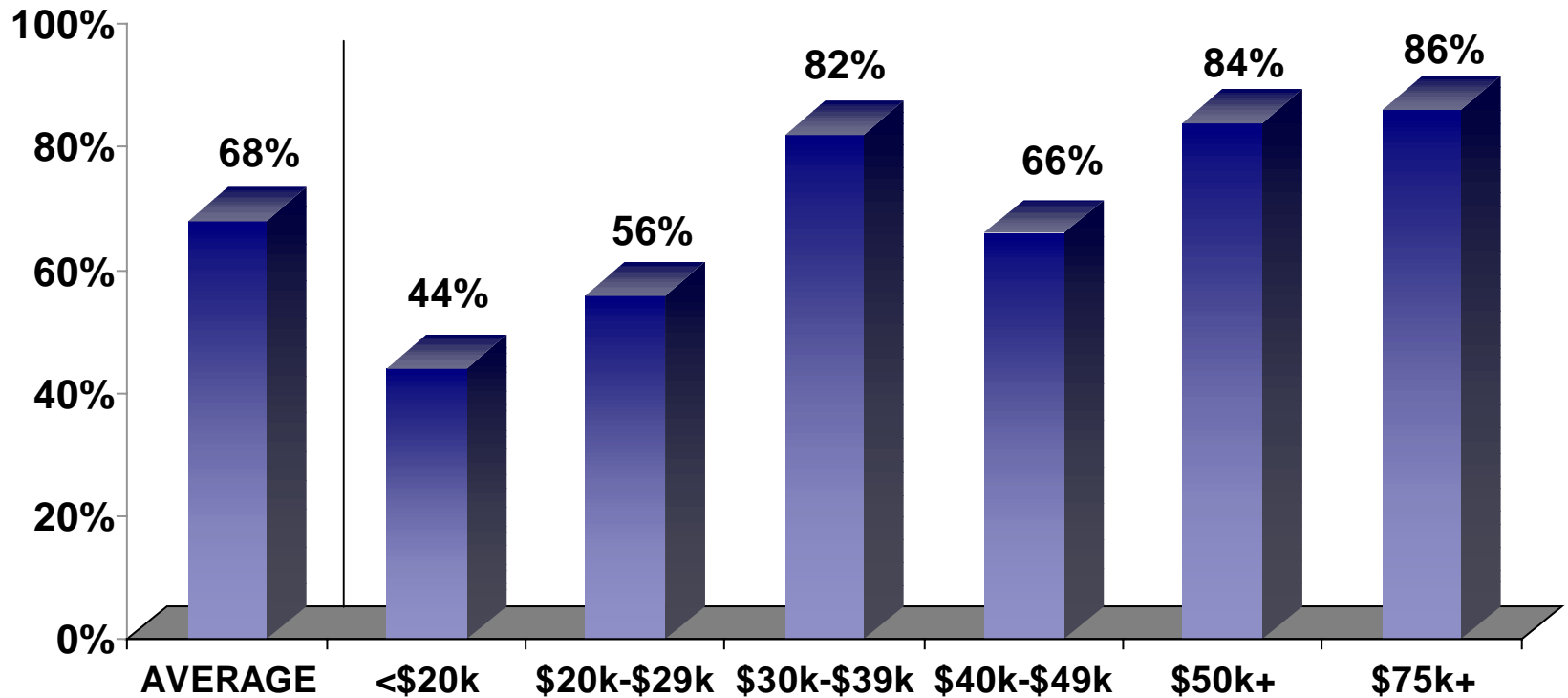


Source: MetLife Post-9/11/01 Life Insurance Study

Life Insurance Ownership ~by Age~

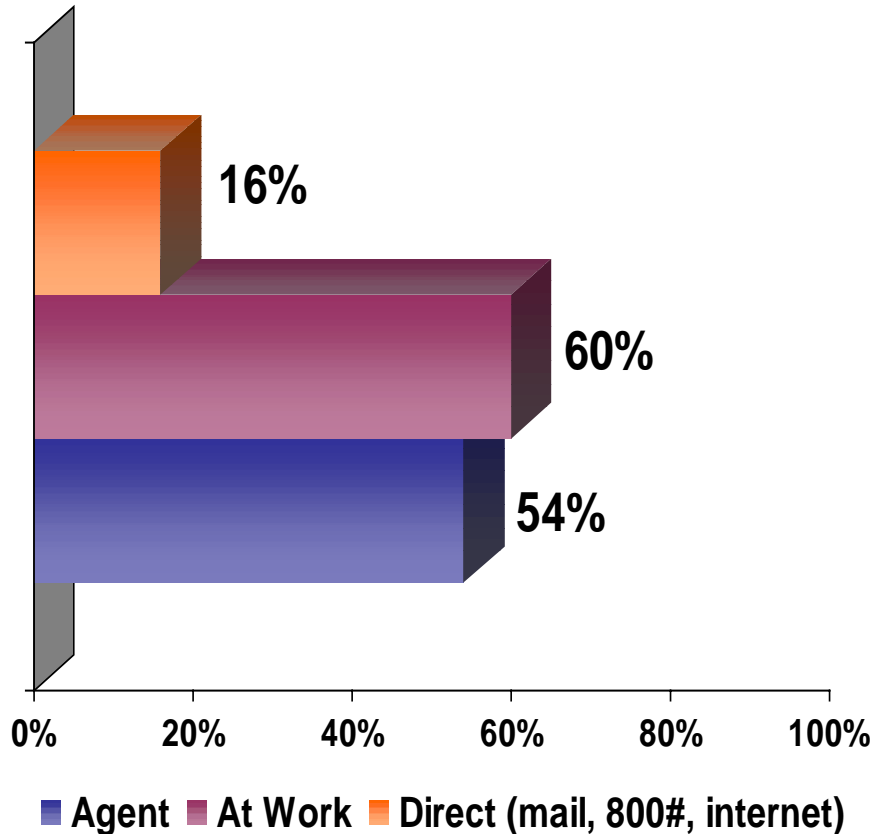


Life Insurance Ownership ~by Household Income~

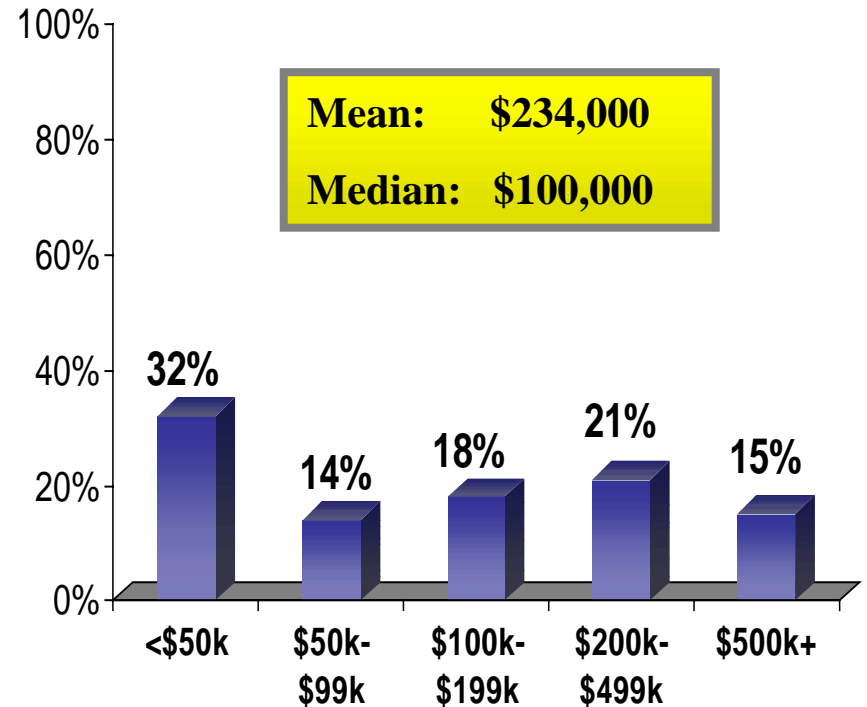


Sources & Amount of Life Insurance Coverage

*Source of Household Life Insurance -- Average**



Amount of Household Life Insurance Coverage Among HH's w/ Coverage



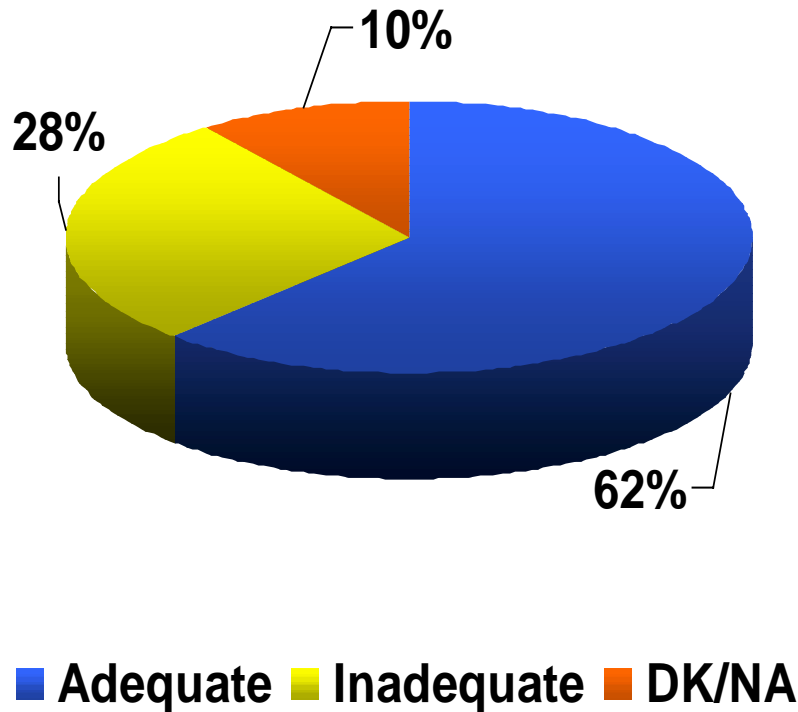
Note: Chart does not include HH's with no life insurance (22%) and those who "Don't Know" how much coverage they have (21%).

* Percentages reflect multiple responses

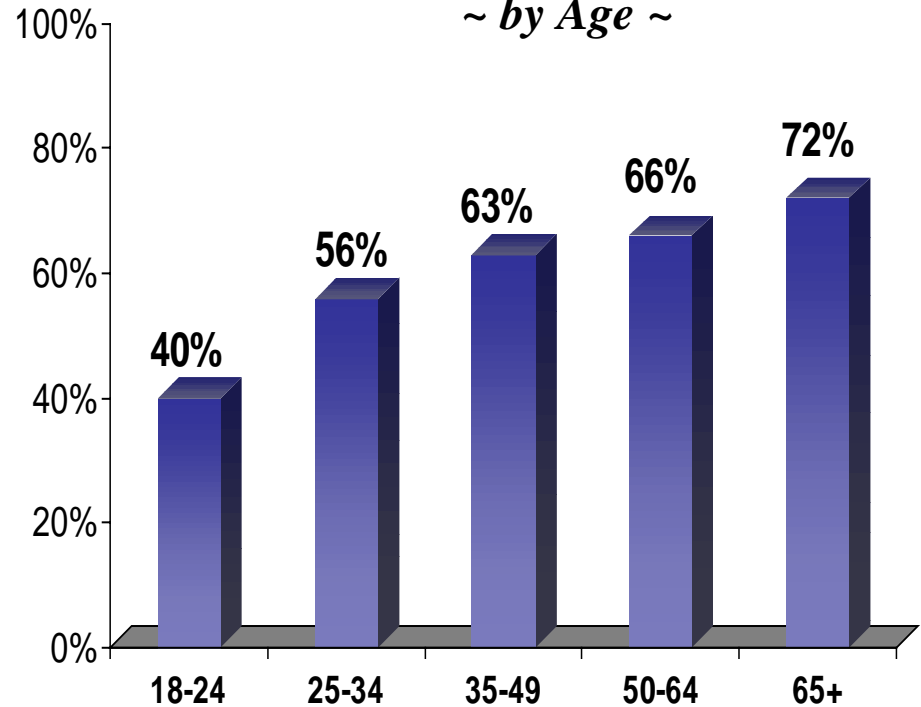
Source: MetLife Post-9/11/01 Life Insurance Study

Perceived Adequacy of Life Insurance Coverage on Self

Perceived Adequacy of HH Life Insurance -- Average of Self & Spouse

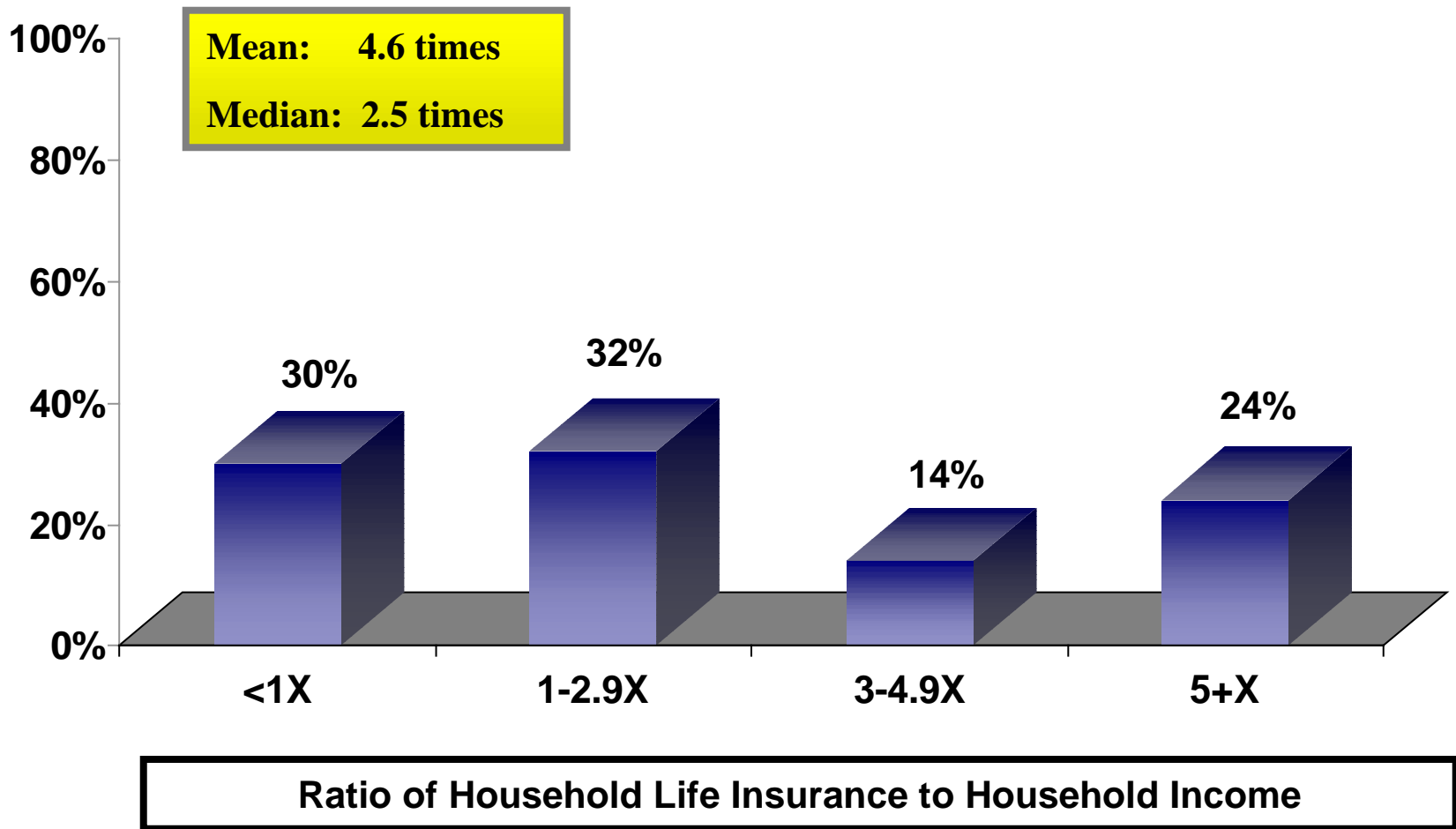


% Saying "Adequate" Amount of Life Insurance Coverage ~ by Age ~



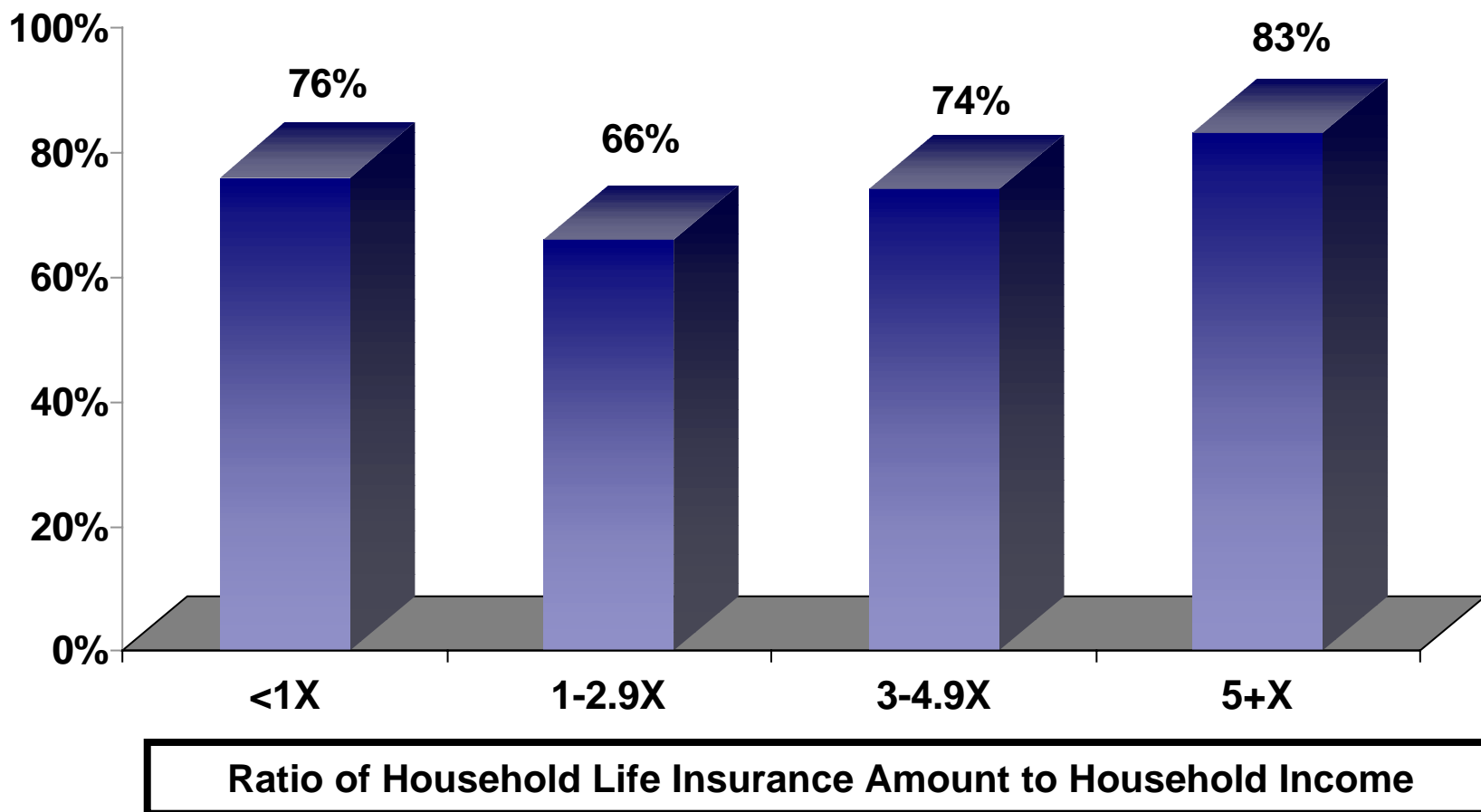
26% of 18-24 year-olds say they "Don't Know" if the amount of life insurance they own is "adequate"

Ratio of Household Life Insurance Coverage to Household Income Among Households with Life Insurance



Perceived Adequacy of Life Insurance *by Ratio of Insurance Amount and HH Income* *Among Households with Life Insurance*

Percent Saying Their Life Insurance Coverage is “Adequate”



Life Insurance “Prime Needs” Segment

People who have financial dependents clearly have a strong need for life insurance. We define the ‘Prime Needs’ segment for life insurance as follows:

- Adults who work full time and have a non-working spouse

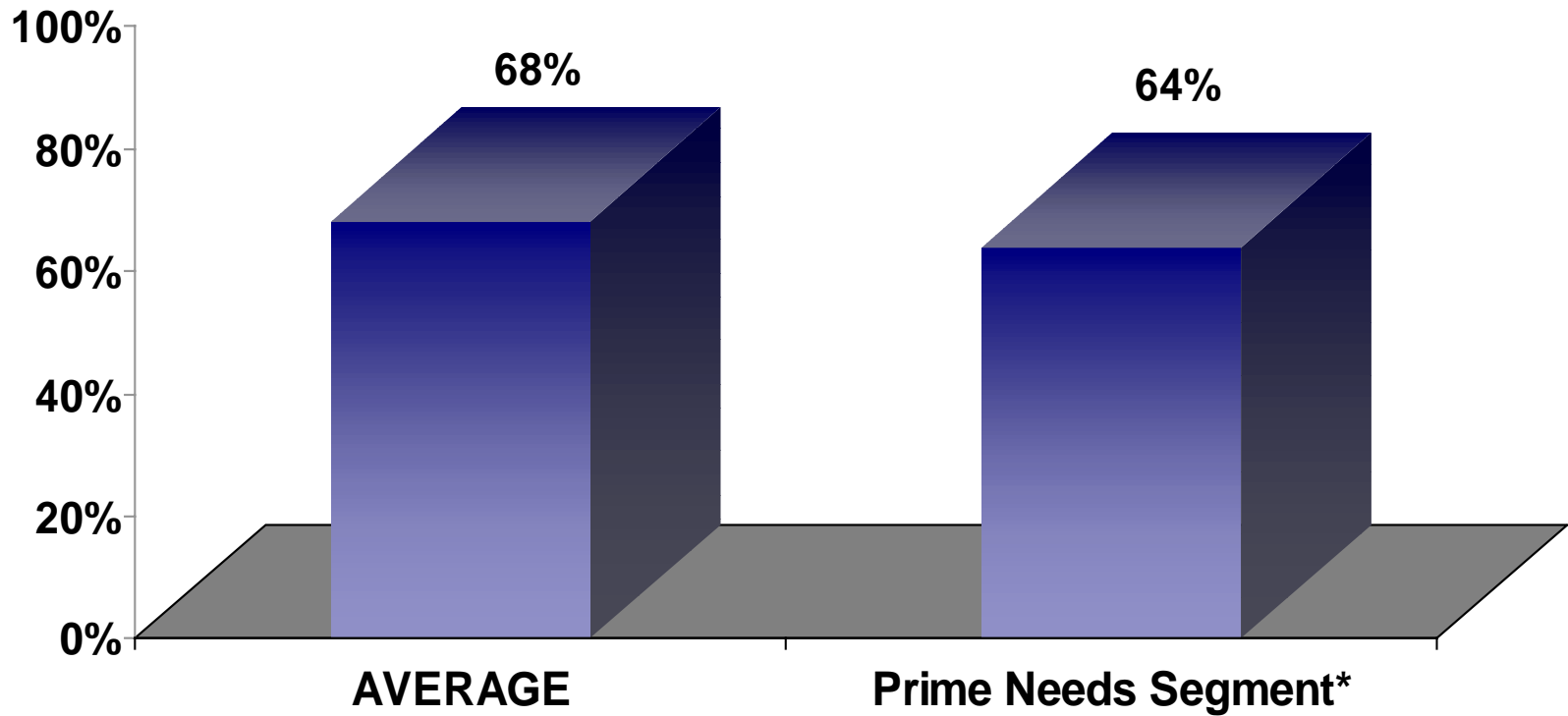
OR

- Not married, no matter what their employment status, who have children under the age of 18

This Prime Needs segment represents 20% of the total population surveyed.

Life Insurance Ownership

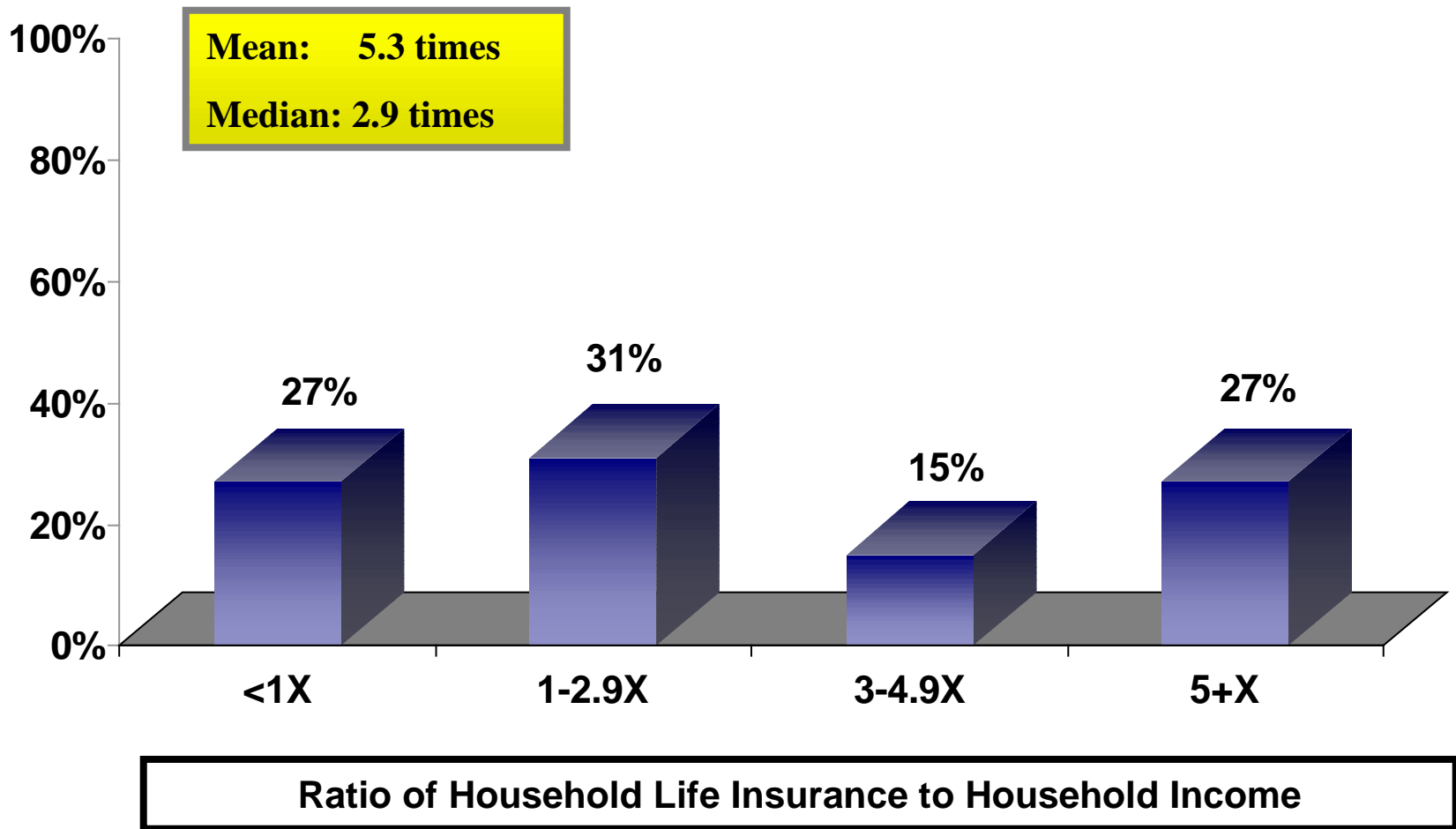
~ Among Prime Needs Segment ~



Source: MetLife Post-9/11/01 Life Insurance Study

*Prime Needs Segment: Work Full-Time and Have Financially Dependent Spouse and/or Young Children .

Ratio of Household Life Insurance Coverage to Household Income Among "Prime Needs" Segment Who Have Life Insurance



Perceived Adequacy of Life Insurance by Ratio of Insurance Amount and HH Income Among “Prime Needs” Segment Who Have Life Insurance

Percent Saying Their Life Insurance Coverage is “Adequate”

