



Methodology Statement

Council of Australian Life Insurers (CALI) – Life Insurance Sentiment Tracker – Nov 2025

This research complies with the [Australian Polling Council Quality Mark standards](#).

Item	Response
Research company	89 Degrees East
Client commissioned research	Council of Australian Life Insurers (CALI)
End client	Council of Australian Life Insurers (CALI)
Fieldwork dates	Quarterly waves since July 2023. Wave 10 fieldwork: 30 October - 8 November 2025
Mode of data collection	QUARTERLY TRACKING Online recruited from a research panel - CINT (100%)
Target population	Working Australians aged 18-65 years in full-time employment, part-time, casual and business owners participated
Sample size	n=1,026 Wave 10 (Quarterly target n=1,000)
Is voting intention published?	No

Item	Response
Effective sample size after weighting applied	n=986
Margin of error associated with effective sample size	3.04% at 95% confidence level
Variables used in weighting	Age, gender and state sourced from the 2021 ABS Census.
Weighting method used	RIM weighting
Full question text, responses categories and randomisation	See below.

Proportion of landline/mobile completed interviews	N/A
Source of online sample	From a commercial permission-based panel
Positioning of voting intention questions in the questionnaire?	N/A – not asked
How were undecided voters handled?	N/A
2PP calculation method	N/A

Full Text of Published Questions

Q1. What type of insurance products do you currently have a policy for? Select all that apply?

Randomise order.

1. Home and/or contents insurance
2. Health insurance
3. Life insurance
4. Motor vehicle insurance
5. Pet insurance
6. Travel Insurance
7. None of these

Q2. How much do you trust that the following financial services are working in your interests as a customer? Rate the following where 0 = No trust at all and 10= Trust completely

10-PT SCALE: 0= NO TRUST AT ALL – 10 = TRUST COMPLETELY.

RANDOMISE ORDER.

- ☐ Life insurance
- ☐ Health insurance
- ☐ Banking
- ☐ Superannuation
- ☐ Home and/or contents insurance
- ☐ Motor vehicle insurance
- ☐ Travel insurance
- ☐ Pet insurance

Q2b. (if 6-10 score) What are the main reasons you have a high level of trust in Life insurance , compared to other types of insurance and financial services? Please select all that apply?

Randomise order.

1. It gives me peace of mind and financial security
2. I've had a positive personal experience
3. I've seen or heard good stories about life insurers
4. It offers comprehensive coverage that is important to have
5. The industry is well regulated and protected
6. Other, please specify

Q2c. (if 0-5 score) What are the main reasons you have a low level of trust in Life insurance , compared to other types of insurance and financial services? Please select all that apply?

Randomise order.

1. The products and process are complicated
2. I don't trust insurers to pay out claims
3. It feels like they put profits ahead of people

4. I've had or heard of bad experiences
5. I don't think it's necessary or worth it
6. I don't know enough about it
7. Other, please specify

Q4 Do you have any of the following types of life insurance cover (either through your superannuation or directly through your insurer)? *You can select more than one.*

Randomise order.

1. Life or death cover
2. Total & Permanent Disability (TPD)
3. Income Protection
4. Critical illness, crisis or trauma insurance
5. Funeral Insurance
6. Retirement products ie. Annuities
7. I don't know
8. I don't have life insurance cover

Q4A Have you ever held a life insurance policy?

1. Yes
2. No
3. Not sure

Q5 What are the reasons why you currently don't have life insurance, income protection or TPD insurance? *You can select more than one response*

Randomise order.

1. I don't see the need for it
2. It's too expensive / doesn't provide value for money
3. I can't afford it
4. I don't think insurance companies pay out
5. It doesn't cover me for the things that matter
6. I have a pre-existing condition/ medical history so I don't think I can get cover
7. I don't know where or how to get it
8. Prioritise other financial investments
9. I don't think unfortunate events will happen to me
10. It's too complicated
11. Other, please specify

Q7 What are the main reasons behind your decision to obtain life insurance? *You can select more than one response*

Randomise order.

1. Financial protection and sense of security for loved ones
2. Income replacement, a financial safety net if unable to work
3. Debt coverage - cover outstanding debts if unforeseen event impacts my life
4. Funeral expenses - avoid financial burden on my family
5. Business protection/ continuity for a business
6. Protects against future health issues and medical expenses
7. Suitable level of rehabilitation cover if seriously injured
8. Already provided within my superannuation
9. My financial adviser says that I should have it
10. Other, please specify

Q8 How did you obtain your life insurance cover? *You can select more than one response*

Randomise order.

1. A financial adviser or planner
2. Direct from life insurer
3. Through a third-party price comparison website
4. Through my superannuation fund



5. Other, please specify it

Q8.1 How well do you feel you understand life insurance products and the benefits they offer? *Select one*

1. Never really looked into it and don't understand it
2. I've heard of it but don't fully understand how it works
3. I have a basic understanding but still have questions
4. I mostly understand it and feel reasonably confident
5. I fully understand life insurance and feel confident explaining it to others

Q8a In the last 3 months, have you considered or sought financial advice in relation to life insurance (includes income protection, retirement products, trauma cover, Total and Permanent Disability cover or death cover)?

1. No
2. Yes, I've considered advice
3. Yes, I've received advice

Q8a1 If financial advice about Life Insurance were more affordable and easier to access, would you be more likely to consider getting advice?

1. Yes
2. No
3. Unsure

Q8b Where did you consider getting life insurance advice in the last 3 months? *You can select more than one response*

Randomise order.

1. A financial adviser or planner
2. Direct from a life insurer
3. A third-party price comparison website
4. My superannuation fund
5. Friends and family
6. Self-help online (ie. Google search or websites, online tools and calculators)
7. Social media
8. Other

Q8B1 Why didn't you receive life insurance advice, despite having considered it? Please let us know if there is a specific reason.

Open ended

Q8c Where did you receive life insurance advice in the last 3 months (including information that is general in nature)? *You can select more than one response*

Randomise order.

1. A financial adviser or planner
2. Direct from a life insurer
3. A third-party price comparison website
4. My superannuation fund
5. Friends and family
6. Self-help online (ie. Google search or websites, online tools and calculators)
7. Social media
8. Other

Q8D If you were seeking life insurance advice, what kind of advice would you be most interested in? *Select one.*

1. Basic information only (eg. what kinds of life insurance products are available)
2. More personalised information (eg. to help me make a decision about how much cover I need and the products that are suitable for me)
3. Comprehensive advice (eg. takes into account both my life insurance needs, provides comparison between products from more than one insurer and all other aspects of my financial situation)

Q13 If you were thinking about taking out or reviewing your life insurance cover, how would you determine what type and amount of cover you need? *Select as many as applies*

Randomise order.

1. Speak to a financial adviser or planner
2. Get advice through my superannuation fund
3. Self-help online ie. Google search or websites, online tools and calculators
4. Direct enquiry to my insurer / insurance company
5. Advice from family and friends
6. Look for advice on social media
7. Listen to a podcast on life insurance or financial planning
8. Read financial news or articles online
9. Read a financial blog, reviews or forums
10. Other

Q13A. How much do you trust the advice you receive about life insurance from that source? Please rate each source of advice you selected on a scale from 1 (Not at all trustworthy) to 5 (Completely trustworthy).

5-PT SCALE: 1= NOT AT ALL TRUSTWORTHY – 5 = COMPLETELEY TRUSTWORTHY.

PIPE IN LISTSELECTED AT Q13.

- ☐ Speak to a financial adviser or planner
- ☐ Get advice through my superannuation fund
- ☐ Self-help online ie. Google search or websites, online tools and calculators
- ☐ Direct enquiry to my insurer / insurance company
- ☐ Advice from family and friends
- ☐ Look for advice on social media
- ☐ Listen to a podcast on life insurance or financial planning
- ☐ Read financial news or articles online
- ☐ Read a financial blog, reviews or forums
- ☐ Other

Q25 How concerned are you about experiencing mental health challenges that could impact your ability to work for an extended period of time and manage your financial commitments? *Select one.*

1. Not at all concerned
2. Slightly concerned
3. Moderately concerned
4. Very concerned
5. Extremely concerned

Q26 If you were unable to work due to mental health challenges, what would be your main concerns? Select all that apply.?

Select all that apply

Randomise order.

1. Loss of income
2. Being unable to pay rent or mortgage
3. Difficulty covering everyday living expenses
4. Not having insurance or income protection
5. Strain on my family or personal support network
6. Limited access to mental health support
7. Risk of losing my job or long-term unemployment
8. Feeling isolated or unsupported
9. Other, please specify

Q17 If you were experiencing mental health challenges that meant you were unable to work for an extended period, where would you turn for financial assistance? *(you can select more than one response)*

Randomise order.

1. My friends and/or family
2. My life insurer to see what my policy covers

3. My bank to see what my options are
4. My employer for support
5. I would manage on my own savings
6. I would apply for Government assistance payments
7. My superannuation fund to see what my policy covers
8. Other, please specify

Q17.1A. If you were unable to work for an extended period due to a mental health challenge, how responsible are each of the following for providing you with financial support?.

5-PT SCALE: 1 = Not at all responsible, 2 = A bit responsible, 3 = Somewhat responsible, 4 = Very responsible, 5 = Not Applicable.

Randomise order.

- ☐ My friends and/or family
- ☐ My life insurer
- ☐ My bank
- ☐ My employer
- ☐ Me/myself
- ☐ The Government
- ☐ My superannuation fund

FOR EACH RESPONSE OF A BIT RESPONSIBLE / SOMEWHAT RESPONSIBLE / VERY RESPONSIBLE (CODES 2,3 AND 4) PIPE THROUGH TO Q 17.1B

Q17.1B. How much financial support do you anticipate each source to provide if you were unable to work for an extended period due to mental health challenges?

5-PT SCALE: Ad hoc only if needed to help cover expenses; Cover a small part of my income; Cover a moderate part of my income; Cover a large part of my income; Cover my income completely; I don't know.

- ☐ My friends and/or family
- ☐ My life insurer
- ☐ My bank
- ☐ My employer
- ☐ Me/myself
- ☐ The Government
- ☐ My superannuation fund

Q26 At what point in life do you think people should start seriously planning how they will fund their retirement — including how long their superannuation might last and what other income sources they may need? Select the option that best reflects your view).

1. In their early 20s (when starting full-time work)
2. In their late 20s to early 30s (after establishing a career)
3. In their late 30s to 40s (mid-career, building assets)
4. In their 50s (approaching retirement)
5. After age 60 (close to or at retirement)
6. It depends on income level or individual circumstances
7. I'm not sure

Q27 How do you expect to fund your retirement? Select all that apply

Randomise order.

1. Superannuation (pension or account-based income stream)
2. Government Age Pension
3. Downsizing or selling property
4. Investment income (e.g. shares, managed funds)
5. Annuity product that pays you a regular income
6. Inheritance
7. Financial support from family
8. Lottery or gambling winnings
9. Other, please specify

Q28 Thinking about your current lifestyle and the kind of retirement you would like, how do you expect your overall spending

habits to change when you retire? Select one

1. I expect to spend more in retirement
2. I expect to spend less in retirement
3. I expect my spending to stay about the same
4. I'm not sure

Q29 How confident are you that your current or expected superannuation and other investments will be enough to support the lifestyle you want in retirement?

1. Not at all confident
2. Somewhat unconfident
3. Neither confident nor unconfident
4. Quite confident
5. Very confident

Q30 To what extent are you concerned about share market volatility affecting your superannuation balance and its impact on your retirement plans?

1. Not concerned at all
2. Not very concerned
3. Neutral
4. Slightly concerned
5. Very concerned

Q31 Many people use a mix of financial products to support their income in retirement – such as superannuation, investments, and products that generate a regular income for life (like annuities).

How likely are you to consider putting some of your retirement savings into a product that pays you a regular income for the rest of your life – no matter how long you live?

1. Very unlikely
2. Unlikely
3. Neither likely nor unlikely
4. Likely
5. Very likely

Q31a Why do you say that? (Briefly explain what makes you feel that way about using some of your retirement savings for a product that provides a regular income for life.).

Open ended

Q32 . Do you expect to speak with a financial planner to help you get the most out of your superannuation and feel confident your income will last through retirement?

Very unlikely

1. Yes, I already have
2. Yes, I plan to
3. No, I don't plan to
4. I'm not sure yet