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RESPONDENTS



Top Product Choice

WHOLE OF LIFE 21%
[if affordable]

Consumers are highly interested in medical and cancer

LIVING BENEFIT PRODUCTS



Top Products of Focus Over the Next 3 years

MEDICAL
including riders



LONG-TERM CARE & DISABILITY INCOME

Largest Challenge for Implementing New Products

29%
weighted

PRODUCT DESIGN OR IDEATION



Risk appetite for products

40%

focus on sub-standard and currently declined risk

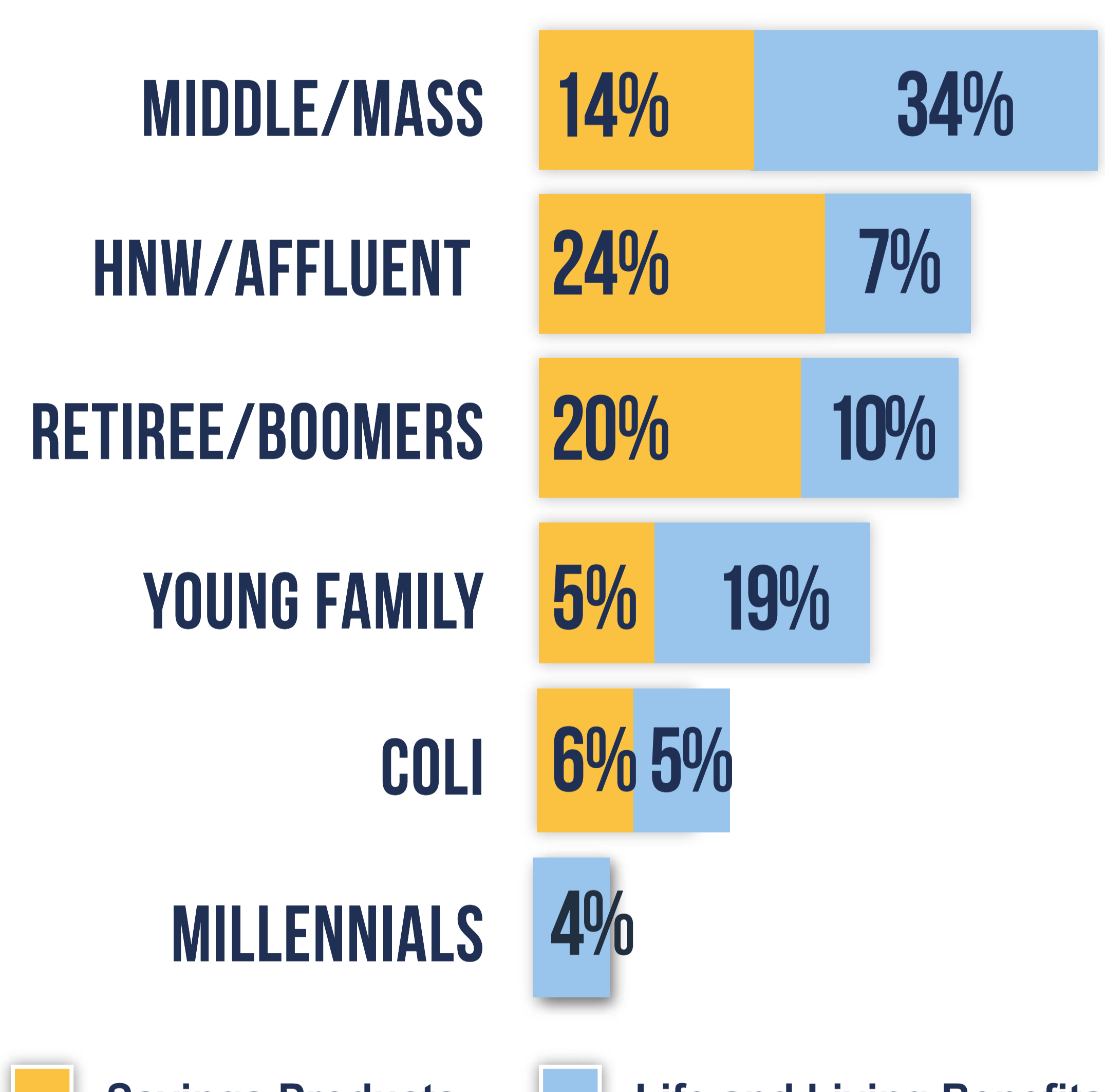
40%

focus on the standard risk segment

20%

focus on the preferred health risk market

Target segments for benefits in the next 3-5 years



Majority of companies launch new products less than once a year

47%

Risk or non-cash value products

Another 47% once a year

40%

Savings or cash value products

43%

Living benefits/morbidity products

40%

COLI products

KPIs used for product development and monitoring are predominantly topline – premium, face amount, number of policies

Respondents' Most Important KPIs for PD and to Monitor Sales Performance

