

Protection is paramount

Key findings from our Income Protection in the UAE report



Zurich surveyed 1001 UAE residents in 2016 to understand their awareness of protection and sentiment towards life insurance.

This document contains some of our key findings.



Who knows about protection?

57% know very little or nothing at all about protection

59% do not know about insurances that protect against loss of income due to premature death

54% do not know about insurances that protect against loss of income due to critical illness

Knowledge is power and we are committed to spreading awareness of this essential first step of financial planning.

Let's take a closer look at who is aware of protection

Nationality

Western
Expat

73%

Arab
Expat

55%

31%

Asian
Expat

29%

UAE National

Awareness levels differ among nationalities.

Age



39% → 45%

People know more as they get older.

Gender

50%



42%

Women know more than men.

Real people, real life experiences

People are more likely to get protection cover because of personal experience, first-hand knowledge or second-hand knowledge.



“

My husband and I were only 29 and weren't thinking about things like heart attack, cancer, diabetes, or kidney failure. We were just enjoying our life in Dubai.”

Muskan



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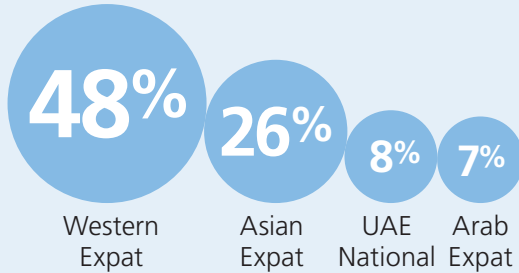
Don't wait until something happens to you or a loved one.

Who has protection?



The UAE is significantly underinsured

12% are protected against loss of income due to premature death

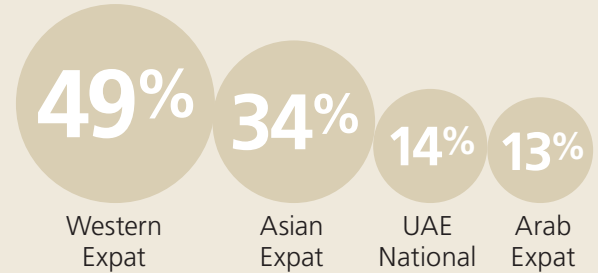


Spread evenly across age



Men: **19%**
Women: **17%**

24% are protected against loss of income due to critical illness

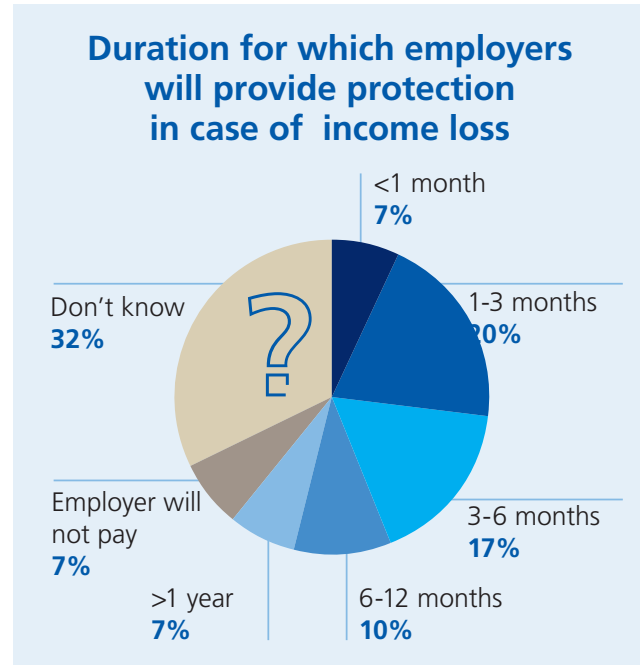
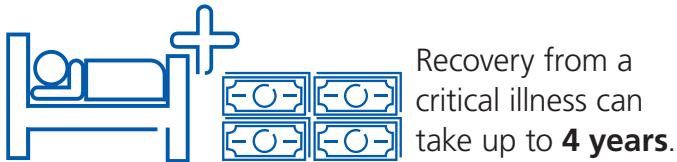


More likely to have it as they get older



Men: **24%**
Women: **25%**

The role of the employer



It is important to take individual responsibility and seek advice from a financial professional, as employer provisions might not be sufficient.

**Who is willing
to purchase
protection?**

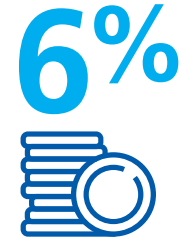




33%
of those without
insurance would
buy it



Consumers are
willing to spend
of their income
on protection



The average cost of
protection is only

3.5%



**There is a perception that protection is expensive,
but the reality is that it's more affordable than people think.**

The reality of income loss

People who have experienced income loss:



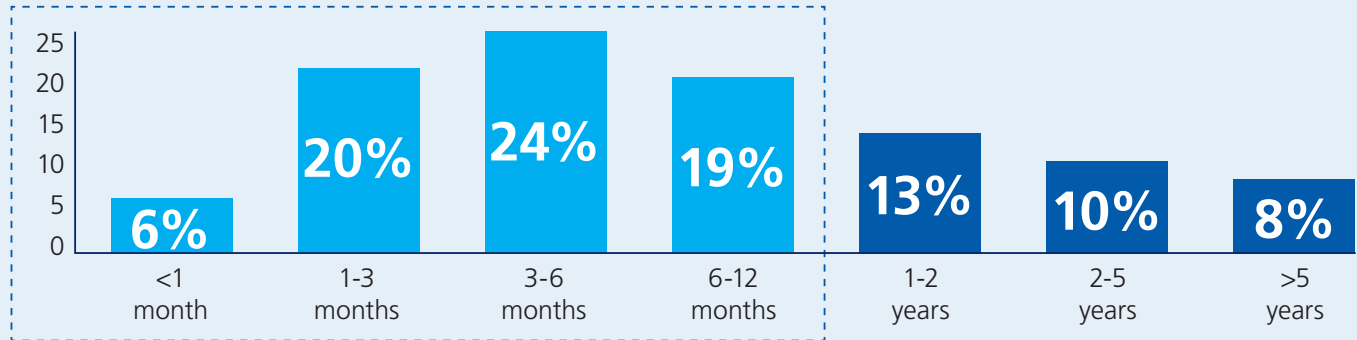
71% dipped into their savings

50%



borrowed from their family

People's current savings will last:



People compromise on other life goals, such as retirement and their child's education, because they are not adequately protected.

Perception vs reality

Perception



40%

would purchase a protection solution if they knew more about it



Reality



Knowledge is power.
Find out how protection can secure your financial future



49%

would purchase a protection solution if it was less expensive



The cost of cover could be as little as a **daily coffee**



97%

Consider themselves to be healthy



48 is the average age of our critical illness claimant

Visit zurich.ae to find out more about our protection solutions

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