



Senior consumers and their access to insurance and financial services.

The financial supply for people aged 55 and over in Austria.

In collaboration with an independent market research institute, AFPA has conducted a nationwide study on the provision of insurance and financial services to senior consumers, i.e., people aged 55 and over.

The background was that in recent years, there had been recurring **complaints** that access to insurance and loans becomes more difficult with age compared to younger individuals, or that **the scope of coverage diminishes as people get older**. The aim was to collect concrete facts and figures and to take stock of the situation, in particular with regard to the provision of insurance and loans.

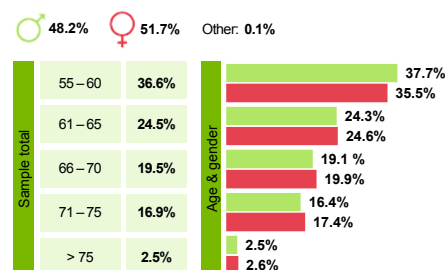
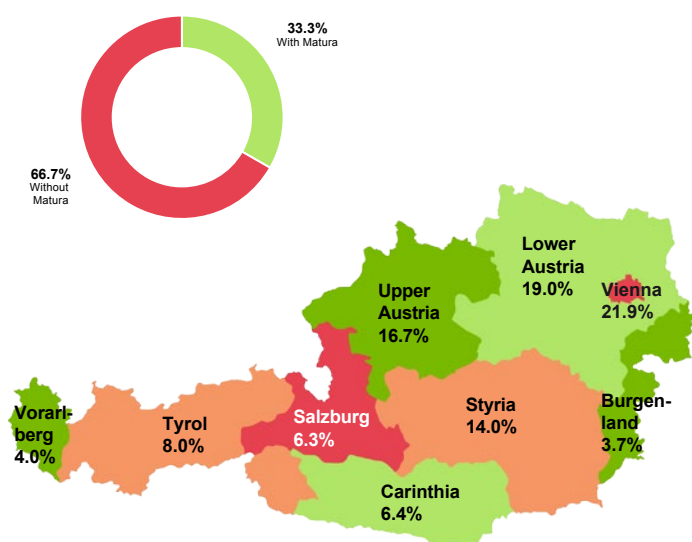
It is interesting in this context that EU supervisory authorities are now also investigating potential gaps in the financial provision for the population. For example, the European Insurance Authority, **EIOPA**, states in its 2025 work programme that it aims to „contribute to the development of a sustainable insurance and pension system ... by closing **protection gaps**, for the benefit of citizens and businesses in the EU.“ A total of **31 times**, the document describes the need to close identified „protection gaps“.

AFPA members, independent insurance brokers and financial advisors, are the first point of contact for the local financial services of the Austrian population, providing insurance, securities, and financing. To fulfill this mandate for the older generation as well, the data and facts gathered in this study from Austria will also be incorporated into the EU legislative process.

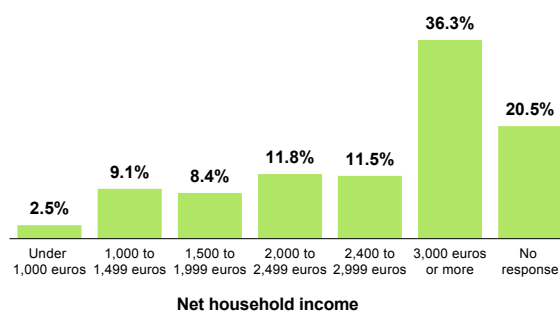
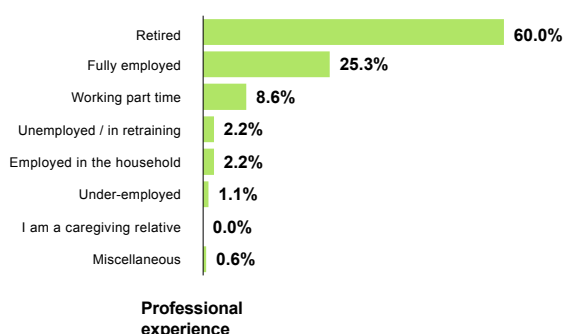
The starting point of the study: the Austrian population

Fewer young people and more older individuals – Austrian society is increasingly ageing. For the year 2035, Statistics Austria forecasts that the **65+ generation will compose more than 25 %** (more than 2.4 million people) of the total population. This trend will continue to rise.

As part of the **AFPA study**, a total of 1,100 interviews were conducted with people between the ages of 55 and 75.



The selected sample is representative of the Austrian population, with respondents from all nine federal states. The distribution of education, employment status and income was also selected to be representative.



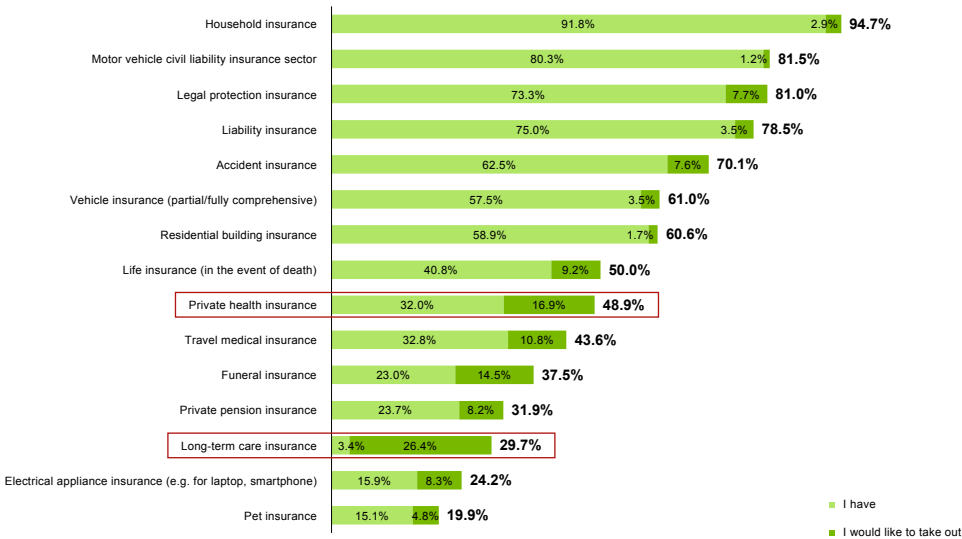
High level of cover against damage to property, low level of personal cover

91.8 % of respondents have household insurance, 80.3 % have motor vehicle liability insurance, 75 % have liability insurance and 73.3 % have legal expenses insurance. People are evidently highly insured against the risks of everyday life. The situation is quite different when it comes to provisions for death, illness, or occupational disability, which are particularly relevant for senior consumers.

Only 40.8 % have life insurance, 32 % have private health insurance, 23.7 % have private pension insurance, 23 % have funeral insurance and just 3.4 % have long-term care insurance. In contrast, there is a strikingly high interest among this customer generation in acquiring such forms of coverage. The most frequently mentioned purchasing desires are long-term care insurance, private health insurance, and funeral insurance.

Ownership and interest in private insurance products

Top-2 box: I currently have / I would like to take out



For 77.9 % of senior consumers, **the last time they took out insurance** was three or more years ago. Before taking out a new insurance policy, the respondents would most likely seek information directly from an insurance company (52.1 %) and/or from an insurance broker (41.2 %). They attach particular importance to personal advice, a long-term relationship of trust and a tailor-made product that meets their personal needs.

One-fifth of the respondents (19.7 %) have already taken out an insurance policy online, and 23.5 % can envision completing an insurance policy online in the future. For the majority of respondents (56.7 %), taking out insurance online is not an option, even in the future.

When asked about their experiences with accessing age-appropriate insurance products, 74.4 % of the respondents agreed that offers for seniors are either unsuitable or too expensive. 70.6 % agree that insurance companies discriminate against them because of their advanced age. More than two-thirds believe that there are too few insurance offers for older people.





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Statements: insurance

Top-2 box: strongly agree / somewhat agree

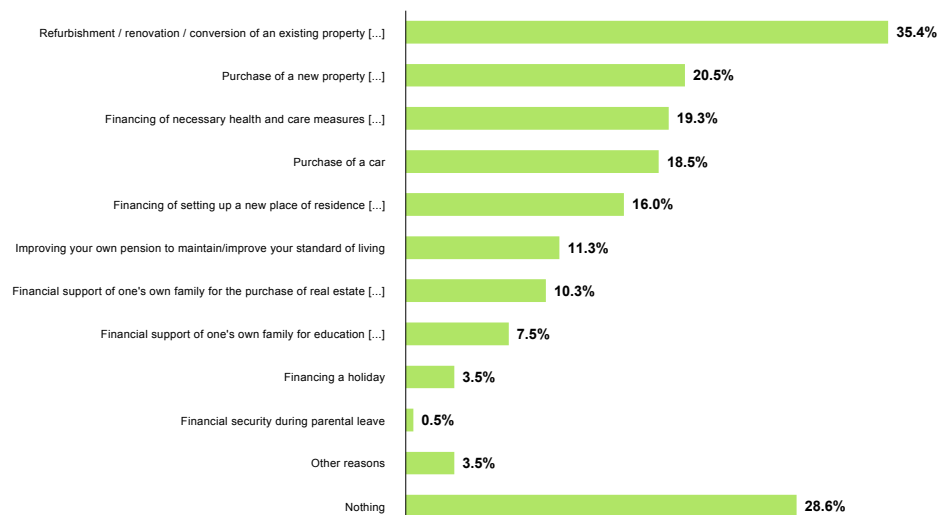


Access to loans and financing

Difficulties in borrowing as a senior citizen

The reasons for taking out a loan from the age of 55 are manifold. It is striking that in 71.9 % of cases, the focus is on real estate. Either the renovation or the conversion of an existing property is to be financed. Or, a new property is to be acquired and furnished in an age-appropriate manner.

Potential reasons for financing in old age



92.2% of respondents agree with the statement that it is easier for working people to take out a loan than for seniors. 84.2% of the respondents report being specifically disadvantaged in credit granting due to their age. In particular, people over 60 years of age report significant obstacles when applying for financing.

Statements: Financing

Top-2 box: strongly agree / somewhat agree



82.9% of the study participants are in favour of politicians taking measures to make it easier for older people to access loans and other financing options.

Findings for the European and Austrian financial services and insurance industry

Care and pension provision are issues that are becoming increasingly important in an ageing society. In these areas, in particular, the level of provision for senior consumers is strikingly low. Against this backdrop, AFPA strongly supports the initiative of the EU supervisory authorities to build a **sustainable insurance and pension system**, also incorporating private provision.

Half of the respondents had already taken out their last insurance product a long time ago. For 21.9%, this was even more than 10 years ago. This has led to the fact that many older people likely have gaps in their existing insurance cover. AFPA sees this as a mandate for its member companies to conduct **regular reviews** of the existing financial situation. Only in this way can it be ensured that risks are identified and adequately covered in time. Furthermore, more age-appropriate insurance products must be offered for the senior generation than has been the case so far.

Older people must not be disadvantaged across the board when it comes to lending, but their **credit-worthiness** must be assessed on the basis of their actual credit rating and individual life situation.

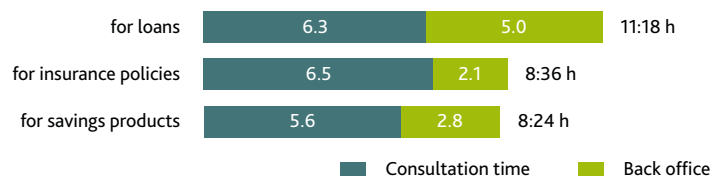
Personal advice from trained and trustworthy insurance and financial advisors is particularly important for comprehensive local financial services for senior consumers. Online portals and comparison platforms are not accepted by this customer group – on the contrary! 76.6% are afraid of choosing the wrong product online. On the other hand, there is the challenge for AFPA member companies to continue to be able to offer personal advice across the board in the face of constantly increasing bureaucratic requirements. For example, 8 hours and 24 minutes of working time are required per customer request to prepare offers for savings products. The effort involved in offering insurance is even greater: a total of 8 hours and 36 minutes is required. The most time-consuming credit offers are those where it takes 11 hours and 18 minutes before a decision, either an approval or rejection, is made by the customer.



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**Time required until
the customer accepts
or rejects the offer**

AFPA market analysis 2012
SDI Research



Up to half(!) of this high expenditure is due to the intensive workload in the back office to meet regulatory requirements. Less and less time is available for actual customer service. Therefore, AFPA advocates for **balanced regulation** at the European level **and the reduction of excessive bureaucracy in customer advisory services**.



Directly represented.
Directly informed.

About AFPA

Founded in 2011, AFPA is the independent industry association for self-employed insurance brokers and financial advisors in Austria and a member of the European industry association FECIF, based in Brussels. This means that AFPA is not only directly involved in EU regulatory processes but also provides its members with a continuous advantage in representation and information both in the EU and in Austria.

AFPA members can, for example, stay up to date by „surfing“ live on the website from Brussels. In addition, through FECIF, there is constant communication with partner associations in neighbouring countries. Dialogue events also ensure regular exchange of opinions and experiences with authorities and market participants both domestically and internationally.

Our member companies offer consumers a wide range of financial and insurance products, unlike employed advisors from banks and insurance companies.

In total, more than 13,000 insurance brokers, asset advisors, and insurance agents work with the AFPA member companies. Our members secure the daily financial needs of 540,000 customers in the areas of insurance, investment, and financing.

This means that, in order to ensure consumers' access to independent insurance and financial advice in the future, AFPA actively participates in the regulation of the European and Austrian financial markets. Because a functioning financial and insurance market is not only the basis for a successful future, but ultimately also the best consumer protection.

If you are interested in the details of the **Senior consumers study**, you can contact the AFPA office, and you will receive the complete edition.



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