



Over the course of the pandemic, are you having more frequent or less frequent conversations with your partner/family about: - Finances/financial goals/debt

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
<b>Base: All Respondents (unwtd)</b>	<b>1501</b>	<b>720</b>	<b>781</b>	<b>233</b>	<b>660</b>	<b>608</b>	<b>64</b>	<b>228</b>	<b>666</b>	<b>543</b>
<b>Base: All Respondents (wtd)</b>	<b>1501</b>	<b>729</b>	<b>772</b>	<b>285</b>	<b>585</b>	<b>631</b>	<b>133</b>	<b>456</b>	<b>524</b>	<b>389</b>
Top 2 Box (Net)	572 38%	256 35%	315 41%	158 55%	259 44%	154 24%	25 19%	141 31%	220 42%	186 48%
Much more frequent	136 9%	61 8%	75 10%	52 18%	64 11%	20 3%	12 9%	23 5%	44 8%	56 14%
Somewhat more frequent	436 29%	195 27%	240 31%	106 37%	195 33%	135 21%	13 10%	117 26%	176 34%	130 33%
No change	855 57%	429 59%	426 55%	113 39%	292 50%	451 71%	92 70%	292 64%	283 54%	187 48%
Bottom 2 Box (Net)	74 5%	44 6%	30 4%	15 5%	34 6%	26 4%	15 12%	23 5%	21 4%	15 4%
Somewhat less frequent	46 3%	23 3%	23 3%	13 5%	23 4%	9 1%	11 8%	12 3%	12 2%	11 3%
Much less frequent	28 2%	21 3%	7 1%	1 *	11 2%	17 3%	5 4%	11 2%	9 2%	4 1%
Sigma	1501 100%	729 100%	772 100%	285 100%	585 100%	631 100%	133 100%	456 100%	524 100%	389 100%

Over the course of the pandemic, are you having more frequent or less frequent conversations with your partner/family about: - Family's financial security if you were

	Total	Gender		AGE			EDUCATION			
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		A	B	C	D	E	F	G	H	I
<b>Base: All Respondents (unwtd)</b>	<b>1501</b>	<b>720</b>	<b>781</b>	<b>233</b>	<b>660</b>	<b>608</b>	<b>64</b>	<b>228</b>	<b>666</b>	<b>543</b>
<b>Base: All Respondents (wtd)</b>	<b>1501</b>	<b>729</b>	<b>772</b>	<b>285</b>	<b>585</b>	<b>631</b>	<b>133</b>	<b>456</b>	<b>524</b>	<b>389</b>
Top 2 Box (Net)	418 28%	195 27%	223 29%	114 40%	169 29%	135 21%	27 20%	118 26%	157 30%	116 30%
Much more frequent	94 6%	50 7%	43 6%	33 12%	37 6%	24 4%	12 9%	23 5%	32 6%	27 7%
Somewhat more frequent	324 22%	145 20%	180 23%	81 28%	132 23%	111 18%	15 11%	95 21%	125 24%	90 23%
No change	987 66%	491 67%	496 64%	152 53%	371 63%	464 74%	91 68%	302 66%	342 65%	252 65%
Bottom 2 Box (Net)	96 6%	44 6%	53 7%	19 7%	45 8%	32 5%	15 12%	36 8%	25 5%	21 5%
Somewhat less frequent	53 4%	20 3%	34 4%	14 5%	25 4%	15 2%	6 5%	17 4%	20 4%	11 3%
Much less frequent	43 3%	24 3%	19 2%	5 2%	20 3%	17 3%	9 7%	19 4%	5 1%	10 3%
Sigma	1501 100%	729 100%	772 100%	285 100%	585 100%	631 100%	133 100%	456 100%	524 100%	389 100%







How confident are you in your family's ability to pay for the following things if you were to pass away without any life insurance coverage? - Childcare/education

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
<b>Base: All Answering (unwtd)</b>	<b>342</b>	<b>153</b>	<b>189</b>	<b>70</b>	<b>250</b>	<b>22</b>	<b>8</b>	<b>41</b>	<b>147</b>	<b>146</b>
<b>Base: All Answering (wtd)</b>	<b>316</b>	<b>155</b>	<b>161</b>	<b>84</b>	<b>209</b>	<b>22</b>	<b>15</b>	<b>83</b>	<b>119</b>	<b>100</b>
Top 2 Box (Net)	224 71%	123 79%	101 62%	69 82%	140 67%	15 66%	12 79%	64 78%	78 66%	70 70%
Very confident	71 23%	46 30%	26 16%	26 31%	40 19%	5 24%	3 18%	18 22%	24 20%	27 27%
Somewhat confident	152 48%	77 50%	75 47%	42 50%	100 48%	10 43%	9 61%	46 56%	55 46%	43 43%
Bottom 2 Box (Net)	92 29%	32 21%	61 38%	15 18%	69 33%	8 34%	3 21%	19 22%	40 34%	30 30%
Not very confident	70 22%	28 18%	42 26%	13 15%	50 24%	8 34%	3 21%	13 16%	30 26%	24 24%
Not at all confident	22 7%	4 3%	18 11%	3 3%	19 9%	- -	- -	6 7%	10 8%	6 6%
Sigma	316 100%	155 100%	161 100%	84 100%	209 100%	22 100%	15 100%	83 100%	119 100%	100 100%





To what extent do you agree or disagree with the following statements: - The COVID-19 pandemic has caused me to evaluate my insurance coverage

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
<b>Base: All Respondents (unwtd)</b>	<b>1501</b>	<b>720</b>	<b>781</b>	<b>233</b>	<b>660</b>	<b>608</b>	<b>64</b>	<b>228</b>	<b>666</b>	<b>543</b>
<b>Base: All Respondents (wtd)</b>	<b>1501</b>	<b>729</b>	<b>772</b>	<b>285</b>	<b>585</b>	<b>631</b>	<b>133</b>	<b>456</b>	<b>524</b>	<b>389</b>
Top 2 Box (Net)	417 28%	207 28%	210 27%	131 46%	164 28%	121 19%	36 27%	107 23%	143 27%	131 34%
				DE	E		*			GH
Strongly agree	71 5%	41 6%	30 4%	27 9%	27 5%	17 3%	7 6%	27 6%	20 4%	17 4%
				DE			*			
Somewhat agree	346 23%	165 23%	180 23%	104 37%	137 23%	104 16%	29 21%	80 18%	123 23%	114 29%
				DE	E		*			GH
Bottom 2 Box (Net)	1084 72%	523 72%	562 73%	153 54%	420 72%	511 81%	97 73%	349 77%	381 73%	258 66%
					C	CD	*	I	I	
Somewhat disagree	583 39%	264 36%	318 41%	93 33%	227 39%	263 42%	50 38%	183 40%	198 38%	151 39%
						C	*			
Strongly disagree	502 33%	258 35%	243 32%	60 21%	194 33%	248 39%	46 35%	166 36%	182 35%	107 27%
					C	C	*	I	I	
Sigma	1501 100%	729 100%	772 100%	285 100%	585 100%	631 100%	133 100%	456 100%	524 100%	389 100%

Do you understand your life insurance policy and/or the different types of Life insurance policies available? - Bottom 2 Box Summary

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
<b>Base: All Respondents (unwtd)</b>	<b>1501</b>	<b>720</b>	<b>781</b>	<b>233</b>	<b>660</b>	<b>608</b>	<b>64</b>	<b>228</b>	<b>666</b>	<b>543</b>
<b>Base: All Respondents (wtd)</b>	<b>1501</b>	<b>729</b>	<b>772</b>	<b>285</b>	<b>585</b>	<b>631</b>	<b>133</b>	<b>456</b>	<b>524</b>	<b>389</b>
Term life Insurance	575 38%	233 32%	342 44%	140 49%	257 44%	179 28%	54 41%	196 43%	185 35%	140 36%
			A	E	E		*	H		
Whole life Insurance/Permanent life Insurance	593 39%	237 33%	356 46%	121 43%	269 46%	203 32%	60 45%	207 45%	183 35%	143 37%
			A	E	E		*	HI		
Universal life insurance	762 51%	304 42%	459 59%	135 48%	309 53%	318 50%	84 63%	263 58%	241 46%	175 45%
			A				HI*	HI		
Term-to-100 life insurance	846 56%	348 48%	499 65%	160 56%	344 59%	343 54%	82 62%	263 58%	278 53%	223 57%
			A				*			