

1_1. To what extent do you agree or disagree with the following statements about Segregated Funds (Seg Funds): - I am familiar with Seg Funds

	Total	Gender		AGE			EDUCATION				Aware Of Seg Funds		4 Or More Being A Pass	3 Or Less Being A Fail
		Male	Female	55 - 64	65 - 74	75 - 100	<HS	HS	Post Sec	Univ Grad	Top 2 Box	Low 2 Box		
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1002	587	415	594	330	78	12	101	363	526	287	590	216	786
Base: All Respondents (wtd)	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
Top 2 Box (Net)	269	166	103	135	79	56	1	26	79	163	269	-	132	137
	27%	35%	20%	27%	27%	27%	13%	22%	23%	31%	100%	-	66%	17%
		B				*	**	*		H	K		M	
Strongly agree	38	29	9	21	15	3	*	-	10	28	38	-	22	17
	4%	6%	2%	4%	5%	1%	4%	-	3%	5%	14%	-	11%	2%
		B				*	**	*			K		M	
Somewhat agree	231	137	93	114	64	53	1	26	69	136	231	-	110	121
	23%	29%	18%	23%	22%	26%	8%	22%	20%	26%	86%	-	55%	15%
		B				*	**	*			K		M	
Bottom 2 Box (Net)	604	255	349	309	169	127	6	72	214	313	-	604	60	544
	60%	53%	67%	62%	57%	61%	57%	63%	62%	59%	-	100%	30%	68%
			A			*	**	*				J		L
Somewhat disagree	180	103	77	89	57	34	2	14	62	103	-	180	30	150
	18%	22%	15%	18%	19%	16%	19%	12%	18%	19%	-	30%	15%	19%
		B				*	**	*				J		
Strongly disagree	425	152	273	219	112	93	4	59	152	210	-	425	30	394
	42%	32%	52%	44%	38%	45%	38%	51%	44%	40%	-	70%	15%	49%
			A			*	**	*				J		L
Don't know	129	56	73	55	48	25	3	16	54	55	-	-	7	122
	13%	12%	14%	11%	16%	12%	31%	14%	16%	10%	-	-	3%	15%
				C		*	**	*						L
Sigma	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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1_2. To what extent do you agree or disagree with the following statements about Segregated Funds (Seg Funds): - I would like to have an investment product that guarantees my principal while providing opportunities to grow

	Total	Gender		AGE			EDUCATION				Aware Of Seg Funds		4 Or More Being A Pass	3 Or Less Being A Fail
		Male	Female	55 - 64	65 - 74	75 - 100	<HS	HS	Post Sec	Univ Grad	Top 2 Box	Low 2 Box		
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1002	587	415	594	330	78	12	101	363	526	287	590	216	786
Base: All Respondents (wtd)	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
Top 2 Box (Net)	868	411	457	441	245	182	10	90	306	461	241	529	171	697
	87%	86%	87%	89%	83%	87%	100%	79%	88%	87%	89%	87%	86%	87%
				D		*	**	*						
Strongly agree	330	137	193	174	82	74	5	41	122	163	95	195	64	266
	33%	29%	37%	35%	28%	36%	45%	36%	35%	31%	35%	32%	32%	33%
			A	D		*	**	*						
Somewhat agree	538	274	264	268	163	107	6	49	184	299	146	333	107	431
	54%	57%	50%	54%	55%	52%	55%	43%	53%	56%	54%	55%	54%	54%
						*	**	*		G				
Bottom 2 Box (Net)	101	59	42	41	38	21	-	15	28	58	28	62	27	74
	10%	12%	8%	8%	13%	10%	-	13%	8%	11%	11%	10%	14%	9%
				C		*	**	*						
Somewhat disagree	55	33	23	25	23	7	-	9	11	35	20	30	19	37
	6%	7%	4%	5%	8%	3%	-	8%	3%	7%	8%	5%	9%	5%
						*	**	*					M	
Strongly disagree	46	26	19	16	16	14	-	6	17	24	8	32	9	37
	5%	6%	4%	3%	5%	7%	-	5%	5%	4%	3%	5%	4%	5%
						*	**	*						
Don't know	33	8	25	16	13	5	-	9	13	11	-	14	1	32
	3%	2%	5%	3%	4%	2%	-	8%	4%	2%	-	2%	*	4%
			A			*	**	I*				J		L
Sigma	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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1_3. To what extent do you agree or disagree with the following statements about Segregated Funds (Seg Funds): - I wouldn't mind paying a higher fee for the added protection that Seg funds offer over mutual funds, such as having my principal guaranteed at death for beneficiaries

	Total	Gender		AGE			EDUCATION				Aware Of Seg Funds		4 Or More Being A Pass	3 Or Less Being A Fail
		Male	Female	55 - 64	65 - 74	75 - 100	<HS	HS	Post Sec	Univ Grad	Top 2 Box	Low 2 Box		
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1002	587	415	594	330	78	12	101	363	526	287	590	216	786
Base: All Respondents (wtd)	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
Top 2 Box (Net)	335	163	172	169	82	84	3	34	124	174	126	179	89	246
	33%	34%	33%	34%	28%	41%	28%	30%	36%	33%	47%	30%	45%	31%
						*	**	*			K		M	
Strongly agree	44	24	20	29	10	6	2	4	18	19	19	20	14	30
	4%	5%	4%	6%	3%	3%	18%	4%	5%	4%	7%	3%	7%	4%
						*	**	*						
Somewhat agree	292	139	152	141	72	79	1	30	106	155	107	158	75	217
	29%	29%	29%	28%	24%	38%	11%	26%	30%	29%	40%	26%	38%	27%
						D*	**	*			K		M	
Bottom 2 Box (Net)	473	249	224	227	152	94	6	53	156	258	137	300	103	370
	47%	52%	43%	46%	52%	45%	62%	47%	45%	49%	51%	50%	52%	46%
		B				*	**	*						
Somewhat disagree	284	150	134	132	84	67	5	30	97	152	88	176	67	217
	28%	31%	25%	27%	28%	32%	46%	26%	28%	29%	33%	29%	34%	27%
						*	**	*						
Strongly disagree	190	100	90	95	69	26	2	23	59	106	49	124	36	153
	19%	21%	17%	19%	23%	13%	16%	21%	17%	20%	18%	20%	18%	19%
						*	**	*						
Don't know	193	65	128	102	62	30	1	26	67	98	6	126	6	187
	19%	14%	24%	20%	21%	14%	9%	23%	19%	19%	2%	21%	3%	23%
			A			*	**	*			J		L	
Sigma	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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1_4. To what extent do you agree or disagree with the following statements about Segregated Funds (Seg Funds): - I am actively exploring or utilizing Seg Funds as part of my investment or retirement plan

	Total	Gender		AGE			EDUCATION				Aware Of Seg Funds		4 Or More Being A Pass	3 Or Less Being A Fail
		Male	Female	55 - 64	65 - 74	75 - 100	<HS	HS	Post Sec	Univ Grad	Top 2 Box	Low 2 Box		
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1002	587	415	594	330	78	12	101	363	526	287	590	216	786
Base: All Respondents (wtd)	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
Top 2 Box (Net)	170	103	67	99	48	23	3	12	60	95	108	58	76	94
	17%	22%	13%	20%	16%	11%	24%	10%	17%	18%	40%	10%	38%	12%
		B				*	**	*			K		M	
Strongly agree	27	17	10	12	11	4	*	2	8	16	22	3	14	13
	3%	4%	2%	2%	4%	2%	4%	2%	2%	3%	8%	1%	7%	2%
						*	**	*			K		M	
Somewhat agree	143	86	57	87	37	19	2	10	52	79	85	55	62	81
	14%	18%	11%	18%	13%	9%	20%	9%	15%	15%	32%	9%	31%	10%
		B				*	**	*			K		M	
Bottom 2 Box (Net)	675	321	354	312	203	159	8	77	221	370	156	468	116	558
	67%	67%	68%	63%	69%	77%	76%	67%	64%	70%	58%	77%	59%	70%
						C*	**	*				J		L
Somewhat disagree	215	112	103	103	54	57	3	26	63	122	86	115	59	156
	21%	23%	20%	21%	18%	28%	32%	23%	18%	23%	32%	19%	30%	19%
						*	**	*			K		M	
Strongly disagree	460	209	251	209	149	102	4	51	157	247	70	353	58	402
	46%	44%	48%	42%	50%	49%	43%	44%	45%	47%	26%	58%	29%	50%
					C	*	**	*				J		L
Don't know	157	53	103	87	44	26	-	25	66	65	5	78	6	151
	16%	11%	20%	17%	15%	13%	-	22%	19%	12%	2%	13%	3%	19%
			A			*	**	I*	I			J		L
Sigma	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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1_5. To what extent do you agree or disagree with the following statements about Segregated Funds (Seg Funds): - Estate planning is important to me

	Total	Gender		AGE			EDUCATION				Aware Of Seg Funds		4 Or More Being A Pass	3 Or Less Being A Fail
		Male	Female	55 - 64	65 - 74	75 - 100	<HS	HS	Post Sec	Univ Grad	Top 2 Box	Low 2 Box		
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1002	587	415	594	330	78	12	101	363	526	287	590	216	786
Base: All Respondents (wtd)	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
Top 2 Box (Net)	828	384	444	397	241	190	7	81	287	453	246	482	182	646
	83%	80%	85%	80%	81%	91%	68%	71%	83%	85%	91%	80%	91%	80%
						C*	**	*	G	G	K		M	
Strongly agree	290	121	170	121	87	82	2	26	100	162	99	154	61	229
	29%	25%	32%	24%	29%	40%	24%	23%	29%	31%	37%	26%	31%	29%
			A			C*	**	*			K			
Somewhat agree	538	263	274	276	154	108	5	56	187	291	147	327	120	417
	54%	55%	52%	55%	52%	52%	44%	49%	54%	55%	55%	54%	60%	52%
						*	**	*						
Bottom 2 Box (Net)	149	86	63	90	46	13	2	25	53	69	23	113	17	132
	15%	18%	12%	18%	16%	6%	21%	22%	15%	13%	9%	19%	9%	16%
		B		E		*	**	*				J		L
Somewhat disagree	111	69	42	70	32	10	2	19	40	50	17	88	15	97
	11%	14%	8%	14%	11%	5%	16%	17%	11%	9%	6%	15%	7%	12%
		B		E		*	**	*				J		
Strongly disagree	38	17	21	20	14	3	1	6	13	19	6	25	3	35
	4%	4%	4%	4%	5%	2%	6%	5%	4%	4%	2%	4%	1%	4%
						*	**	*						
Don't know	25	7	17	11	9	5	1	7	8	9	-	10	-	25
	2%	2%	3%	2%	3%	2%	11%	6%	2%	2%	-	2%	-	3%
						*	**	I*						L
Sigma	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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1_6. To what extent do you agree or disagree with the following statements about Segregated Funds (Seg Funds): - My investment portfolio is adequately diverse

	Total	Gender		AGE			EDUCATION				Aware Of Seg Funds		4 Or More Being A Pass	3 Or Less Being A Fail
		Male	Female	55 - 64	65 - 74	75 - 100	<HS	HS	Post Sec	Univ Grad	Top 2 Box	Low 2 Box		
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1002	587	415	594	330	78	12	101	363	526	287	590	216	786
Base: All Respondents (wtd)	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
Top 2 Box (Net)	797	387	411	379	239	179	8	82	277	430	249	456	178	620
	80%	81%	78%	76%	81%	86%	79%	72%	80%	81%	92%	75%	89%	77%
						*	**	*			K		M	
Strongly agree	249	119	130	88	104	57	1	18	79	150	90	128	57	192
	25%	25%	25%	18%	35%	27%	13%	16%	23%	28%	33%	21%	29%	24%
					C	*	**	*		G	K			
Somewhat agree	549	268	281	292	135	122	7	64	198	280	159	327	121	428
	55%	56%	54%	59%	46%	59%	65%	56%	57%	53%	59%	54%	61%	53%
				D		*	**	*						
Bottom 2 Box (Net)	135	73	62	82	40	13	2	21	51	61	20	103	21	114
	13%	15%	12%	16%	14%	6%	21%	18%	15%	11%	7%	17%	11%	14%
				E		*	**	*				J		
Somewhat disagree	85	46	39	49	29	6	1	7	33	44	18	62	16	69
	8%	10%	7%	10%	10%	3%	11%	6%	10%	8%	7%	10%	8%	9%
						*	**	*						
Strongly disagree	50	26	24	33	11	7	1	14	18	17	2	41	5	45
	5%	6%	4%	7%	4%	3%	11%	12%	5%	3%	1%	7%	3%	6%
						*	**	HI*				J		
Don't know	70	18	52	37	16	16	-	12	18	40	1	46	-	70
	7%	4%	10%	7%	6%	8%	-	10%	5%	8%	*	8%	-	9%
			A			*	**	*				J		L
Sigma	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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1. To what extent do you agree or disagree with the following statements about Segregated Funds (Seg Funds): - Top 2 Box Summary

	Total	Gender		AGE			EDUCATION				Aware Of Seg Funds		4 Or More Being A Pass	3 Or Less Being A Fail
		Male	Female	55 - 64	65 - 74	75 - 100	<HS	HS	Post Sec	Univ Grad	Top 2 Box	Low 2 Box		
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1002	587	415	594	330	78	12	101	363	526	287	590	216	786
Base: All Respondents (wtd)	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
I would like to have an investment product that guarantees my principal while providing opportunities to grow	868	411	457	441	245	182	10	90	306	461	241	529	171	697
Estate planning is important to me	87%	86%	87%	89%	83%	87%	100%	79%	88%	87%	89%	87%	86%	87%
				D		*	**	*						
	828	384	444	397	241	190	7	81	287	453	246	482	182	646
	83%	80%	85%	80%	81%	91%	68%	71%	83%	85%	91%	80%	91%	80%
						C*	**	*	G	G	K		M	
My investment portfolio is adequately diverse	797	387	411	379	239	179	8	82	277	430	249	456	178	620
	80%	81%	78%	76%	81%	86%	79%	72%	80%	81%	92%	75%	89%	77%
						*	**	*			K		M	
I wouldn't mind paying a higher fee for the added protection that Seg funds offer over mutual funds, such as having my principal	335	163	172	169	82	84	3	34	124	174	126	179	89	246
I am familiar with Seg Funds	33%	34%	33%	34%	28%	41%	28%	30%	36%	33%	47%	30%	45%	31%
						*	**	*			K		M	
	269	166	103	135	79	56	1	26	79	163	269	-	132	137
	27%	35%	20%	27%	27%	27%	13%	22%	23%	31%	100%	-	66%	17%
		B				*	**	*		H	K		M	
I am actively exploring or utilizing Seg Funds as part of my investment or retirement plan	170	103	67	99	48	23	3	12	60	95	108	58	76	94
	17%	22%	13%	20%	16%	11%	24%	10%	17%	18%	40%	10%	38%	12%
		B				*	**	*			K		M	

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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1. To what extent do you agree or disagree with the following statements about Segregated Funds (Seg Funds): - Bottom 2 Box Summary

	Total	Gender		AGE			EDUCATION				Aware Of Seg Funds		4 Or More Being A Pass	3 Or Less Being A Fail
		Male	Female	55 - 64	65 - 74	75 - 100	<HS	HS	Post Sec	Univ Grad	Top 2 Box	Low 2 Box		
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1002	587	415	594	330	78	12	101	363	526	287	590	216	786
Base: All Respondents (wtd)	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
I am actively exploring or utilizing Seg Funds as part of my investment or retirement plan	675	321	354	312	203	159	8	77	221	370	156	468	116	558
	67%	67%	68%	63%	69%	77%	76%	67%	64%	70%	58%	77%	59%	70%
						C*	**	*				J		L
I am familiar with Seg Funds	604	255	349	309	169	127	6	72	214	313	-	604	60	544
	60%	53%	67%	62%	57%	61%	57%	63%	62%	59%	-	100%	30%	68%
			A			*	**	*				J		L
I wouldn't mind paying a higher fee for the added protection that Seg funds offer over mutual funds, such as having my principal Estate planning is important to me	473	249	224	227	152	94	6	53	156	258	137	300	103	370
	47%	52%	43%	46%	52%	45%	62%	47%	45%	49%	51%	50%	52%	46%
			B			*	**	*						
	149	86	63	90	46	13	2	25	53	69	23	113	17	132
	15%	18%	12%	18%	16%	6%	21%	22%	15%	13%	9%	19%	9%	16%
			B			*	**	*				J		L
My investment portfolio is adequately diverse	135	73	62	82	40	13	2	21	51	61	20	103	21	114
	13%	15%	12%	16%	14%	6%	21%	18%	15%	11%	7%	17%	11%	14%
				E		*	**	*				J		
I would like to have an investment product that guarantees my principal while providing opportunities to grow	101	59	42	41	38	21	-	15	28	58	28	62	27	74
	10%	12%	8%	8%	13%	10%	-	13%	8%	11%	11%	10%	14%	9%
					C	*	**	*						

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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2_1. Please indicate whether you believe each of the following is either true or false: - You have to be 65 to invest in Seg Funds

	Total	Gender		AGE			EDUCATION				Aware Of Seg Funds		4 Or More Being A Pass	3 Or Less Being A Fail
		Male	Female	55 - 64	65 - 74	75 - 100	<HS	HS	Post Sec	Univ Grad	Top 2 Box	Low 2 Box		
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1002	587	415	594	330	78	12	101	363	526	287	590	216	786
Base: All Respondents (wtd)	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
TRUE	14	6	7	8	3	2	-	5	3	6	4	9	2	12
	1%	1%	1%	2%	1%	1%	-	4%	1%	1%	1%	1%	1%	1%
						*	**	*						
FALSE	390	221	169	190	122	79	6	29	112	244	198	171	185	205
	39%	46%	32%	38%	41%	38%	54%	25%	32%	46%	74%	28%	93%	26%
		B				*	**	*		GH	K		M	
Don't know	598	250	348	300	171	127	5	81	232	281	67	425	12	586
	60%	52%	66%	60%	58%	61%	46%	71%	67%	53%	25%	70%	6%	73%
			A			*	**	I*	I			J		L
Sigma	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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2_2. Please indicate whether you believe each of the following is either true or false: - I need a life licenced advisor to buy a Seg Fund

	Total	Gender		AGE			EDUCATION				Aware Of Seg Funds		4 Or More Being A Pass	3 Or Less Being A Fail
		Male	Female	55 - 64	65 - 74	75 - 100	<HS	HS	Post Sec	Univ Grad	Top 2 Box	Low 2 Box		
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1002	587	415	594	330	78	12	101	363	526	287	590	216	786
Base: All Respondents (wtd)	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
TRUE	159	82	77	82	51	25	3	13	57	86	92	60	81	77
	16%	17%	15%	17%	17%	12%	24%	12%	16%	16%	34%	10%	41%	10%
						*	**	*			K		M	
FALSE	212	126	86	108	56	48	1	16	62	132	90	113	82	129
	21%	26%	16%	22%	19%	23%	11%	14%	18%	25%	34%	19%	41%	16%
		B				*	**	*		GH	K		M	
Don't know	632	270	362	308	189	135	7	85	228	312	87	432	35	597
	63%	57%	69%	62%	64%	65%	65%	74%	66%	59%	32%	71%	18%	74%
			A			*	**	I*			J		L	
Sigma	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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2_3. Please indicate whether you believe each of the following is either true or false: - You can have Seg Funds in both registered (i.e. TFSA, RRSP) and non-registered account

	Total	Gender		AGE			EDUCATION				Aware Of Seg Funds		4 Or More Being A Pass	3 Or Less Being A Fail
		Male	Female	55 - 64	65 - 74	75 - 100	<HS	HS	Post Sec	Univ Grad	Top 2 Box	Low 2 Box		
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1002	587	415	594	330	78	12	101	363	526	287	590	216	786
Base: All Respondents (wtd)	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
TRUE	380	226	155	190	115	76	4	29	114	233	196	168	188	192
	38%	47%	29%	38%	39%	36%	43%	25%	33%	44%	73%	28%	95%	24%
		B				*	**	*		GH	K		M	
FALSE	32	18	14	17	12	3	-	4	12	15	11	16	6	26
	3%	4%	3%	3%	4%	1%	-	4%	4%	3%	4%	3%	3%	3%
						*	**	*						
Don't know	590	234	356	292	169	129	6	81	221	282	62	420	5	585
	59%	49%	68%	59%	57%	62%	57%	71%	64%	53%	23%	70%	2%	73%
			A			*	**	I*	I			J		L
Sigma	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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2_4. Please indicate whether you believe each of the following is either true or false: - Seg Funds have unique estate planning benefits such as the ability to avoid probate

	Total	Gender		AGE			EDUCATION				Aware Of Seg Funds		4 Or More Being A Pass	3 Or Less Being A Fail
		Male	Female	55 - 64	65 - 74	75 - 100	<HS	HS	Post Sec	Univ Grad	Top 2 Box	Low 2 Box		
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1002	587	415	594	330	78	12	101	363	526	287	590	216	786
Base: All Respondents (wtd)	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
TRUE	224	121	104	119	69	36	1	19	73	131	133	85	148	76
	22%	25%	20%	24%	23%	17%	14%	17%	21%	25%	50%	14%	75%	9%
						*	**	*			K		M	
FALSE	57	34	22	17	11	29	-	4	15	38	29	27	18	39
	6%	7%	4%	3%	4%	14%	-	4%	4%	7%	11%	4%	9%	5%
						CD*	**	*			K			
Don't know	721	322	399	362	216	143	9	91	259	362	107	492	33	688
	72%	68%	76%	73%	73%	69%	86%	80%	75%	68%	40%	81%	17%	86%
			A			*	**	*				J		L
Sigma	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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2_5. Please indicate whether you believe each of the following is either true or false: - You can invest in a RBC Insurance Seg Fund for as little as \$50 per month

	Total	Gender		AGE			EDUCATION				Aware Of Seg Funds		4 Or More Being A Pass	3 Or Less Being A Fail
		Male	Female	55 - 64	65 - 74	75 - 100	<HS	HS	Post Sec	Univ Grad	Top 2 Box	Low 2 Box		
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1002	587	415	594	330	78	12	101	363	526	287	590	216	786
Base: All Respondents (wtd)	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
TRUE	257	143	114	133	80	45	1	26	85	145	127	111	159	98
	26%	30%	22%	27%	27%	22%	11%	23%	24%	27%	47%	18%	80%	12%
		B				*	**	*			K		M	
FALSE	19	9	9	7	5	7	1	-	4	13	9	8	5	13
	2%	2%	2%	1%	2%	4%	9%	-	1%	2%	3%	1%	3%	2%
						*	**	*						
Don't know	726	325	401	359	212	156	8	88	258	372	133	485	34	692
	72%	68%	76%	72%	71%	75%	80%	77%	74%	70%	49%	80%	17%	86%
			A			*	**	*				J		L
Sigma	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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2_6. Please indicate whether you believe each of the following is either true or false: - With Seg Funds, my money is locked in

	Total	Gender		AGE			EDUCATION				Aware Of Seg Funds		4 Or More Being A Pass	3 Or Less Being A Fail
		Male	Female	55 - 64	65 - 74	75 - 100	<HS	HS	Post Sec	Univ Grad	Top 2 Box	Low 2 Box		
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1002	587	415	594	330	78	12	101	363	526	287	590	216	786
Base: All Respondents (wtd)	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
TRUE	111	51	61	58	30	23	-	14	37	61	63	41	32	79
	11%	11%	12%	12%	10%	11%	-	12%	11%	11%	23%	7%	16%	10%
						*	**	*			K		M	
FALSE	215	138	77	107	68	40	1	19	59	135	136	72	146	70
	21%	29%	15%	21%	23%	19%	13%	17%	17%	26%	51%	12%	73%	9%
		B				*	**	*		H	K		M	
Don't know	676	289	387	333	197	145	9	81	251	334	70	491	21	654
	67%	60%	74%	67%	67%	70%	87%	71%	72%	63%	26%	81%	11%	81%
			A			*	**	*	I			J		L
Sigma	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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2. Please indicate whether you believe each of the following is either true or false:

	Total	Gender		AGE			EDUCATION				Aware Of Seg Funds		4 Or More Being A Pass	3 Or Less Being A Fail
		Male	Female	55 - 64	65 - 74	75 - 100	<HS	HS	Post Sec	Univ Grad	Top 2 Box	Low 2 Box		
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1002	587	415	594	330	78	12	101	363	526	287	590	216	786
Base: All Respondents (wtd)	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
4 Or More Being A Pass	199	119	80	105	64	30	3	17	62	118	132	60	199	-
	20%	25%	15%	21%	22%	15%	24%	15%	18%	22%	49%	10%	100%	-
3 Or Less Being A Fail		B				*	**	*			K		M	
	803	358	445	393	232	178	8	97	285	413	137	544	-	803
	80%	75%	85%	79%	78%	85%	76%	85%	82%	78%	51%	90%	-	100%
Sigma		A				*	**	*			J		L	
	1002	477	525	498	296	208	10	114	347	531	269	604	199	803
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K, L/M

Minimum Base: 30 (**), Small Base: 100 (*)

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