

To what extent do you feel concerned about being diagnosed with a critical illness, such as cancer, heart attack or stroke?

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
		K	L	M	N
Base: All Respondents (unwtd)	1501	186	479	442	394
Base: All Respondents (wtd)	1501	236	462	412	390
Top 2 Box (Net)	1004	142	311	296	256
	67%	60%	67%	72%	66%
				K	
Very concerned	381	50	134	110	87
	25%	21%	29%	27%	22%
			KN		
Somewhat concerned	623	92	177	186	168
	41%	39%	38%	45%	43%
				L	
Bottom 2 Box (Net)	497	95	152	117	134
	33%	40%	33%	28%	34%
		M			
Not very concerned	387	68	112	90	118
	26%	29%	24%	22%	30%
					M
Not at all concerned	110	27	40	27	17
	7%	11%	9%	7%	4%
		N	N		
Sigma	1501	236	462	412	390
	100%	100%	100%	100%	100%

If you were unable to work due to a serious illness or injury and had to live for a period of time using only your savings and/or investments, how much time do you think you would have before your savings ran out?

	Total
Base: All Respondents (unwtd)	1501
Base: All Respondents (wtd)	1501
More than 24 months	348
	23%
More than 12 months, up to 24	186
	12%
More than 6 months, up to 12	176
	12%
6 months or less	484
	32%
Not sure	307
	20%
Sigma	1501
	100%

If you were unable to work for six months or more due to a serious/critical illness, how would you expect to cover your living expenses?

	Total
Base: All Respondents (unwtd)	1501
Base: All Respondents (wtd)	1501
Draw down my registered retirement savings (RRSP or TFSA)	375
	25%
Draw from my personal savings	568
	38%
Tap into my childrens education savings (RESP)	55
	4%
Use a personal line of credit or credit cards	231
	15%
Rely on Employment Insurance (EI) sickness benefits	350
	23%
Borrow from family or friends	265
	18%
Sell personal assets (e.g., vehicle, property, valuables)	292
	19%
	190%

If you were diagnosed with cancer, a heart attack, or a stroke tomorrow, how many weeks of paid sick leave do you currently have access to through your employer?

	Total
Base: All Answering (unwtd)	770
Base: All Answering (wtd)	764
None I am self-employed, freelance, or a contractor	38
	5%
None My employer does not offer paid sick leave	105
	14%
Less than 2 weeks	106
	14%
2-4 weeks	100
	13%
4-12 weeks	84
	11%
More than 12 weeks	141
	18%
I don't know what my policy provides	190
	25%

Which of the following best describes why you have not seriously considered critical illness insurance?

	Total
Base: All Respondents (unwtd)	1501
Base: All Respondents (wtd)	1501
I already have critical illness insurance	153
	10%
It's too expensive	482
	32%
It's too complicated I don't understand why I need it	81
	5%
I wasn't aware this type of insurance existed	179
	12%
I don't believe I am at risk of a serious illness	118
	8%
I'm too young to need it yet	112
	7%
I thought it was only for older people or those with health issues	71
	5%
	10%
I already have life insurance	205
	14%
Some other reason	212
	14%
Sigma	2199
	147%

If you were diagnosed with a serious illness requiring three to six months of intensive treatment, which of the following financial impacts would you personally expect to experience?

	Total
Base: All Respondents (unwtd)	1501
Base: All Respondents (wtd)	1501
Reduced working hours or taking unpaid leave to receive care	283
	19%
Increased household expenses	351
	23%
Loss of income	587
	39%
Loss of career momentum or missed promotions	152
	10%
Taking on debt and increased household expenses	398
	27%
Falling behind on mortgage or rent payments	302
	20%
Delaying retirement savings contributions	175
	12%
	201%

Which of the following statements are applicable to you?

		Generation			
	Total	Gen Z	Millennial	Gen X	Boomer
		K	L	M	N
Base: All Respondents (unwtd)	1501	186	479	442	394
Base: All Respondents (wtd)	1501	236	462	412	390
I or someone close to me has experienced a life-threatening cancer, heart attack, or stroke	401	61	118	103	119
	27%	26%	26%	25%	31%
I or someone close to me is providing care to a loved one who experienced a life-threatening cancer, heart attack, or stroke	128	29	33	41	25
	9%	12%	7%	10%	6%
		N			
I would feel guilty relying on family or friends for financial support if I became seriously ill	584	104	203	160	116
	39%	44%	44%	39%	30%
		N	N	N	
I think critical illness insurance is only worth getting if you have dependents	135	17	67	27	24
	9%	7%	15%	7%	6%
			KMN		
I feel more anxious about the financial impact of a serious illness than about the illness itself	397	81	148	107	61
	26%	34%	32%	26%	16%
		MN	N	N	
	183	38	77	35	33

I believe critical illness insurance is a luxury, not a necessity	12%	16%	17%	8%	8%
		MN	MN		
None of the above	409	51	86	125	148
	27%	21%	19%	30%	38%
				KL	KLM