

Detailed Tables

I would now like to talk to you about critical illnesses. When I say critical illness, I mean a serious illness from which one becomes incapacitated such as a heart attack, stroke, cancer, kidney failure or heart bypass surgery. As you may know, more and more Canadians are surviving such illnesses thanks to medical advances. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements: I am confident that I'll have sufficient money or funds to cover my expenses if I become critically ill ?

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1000	150	100	100	300	250	100	290	429	265	482	518
Weighted Base	1000	130	90	70	377	251	81	337	375	272	490	510
Strongly agree	209 21%	18 14%	12 13%	10 14%	93 25%	57 23%	19 23%	75 22%	72 19%	59 22%	110 23%	98 19%
Somewhat agree	335 33%	49 37%	35 39%	25 35%	116 31%	81 32%	29 36%	106 32%	126 34%	95 35%	169 35%	165 32%
Somewhat disagree	214 21%	28 21%	21 23%	19 26%	78 21%	55 22%	15 18%	84 25%	76 20%	51 19%	103 21%	111 22%
Strongly disagree	236 24%	35 27%	23 25%	17 24%	85 23%	58 23%	18 22%	72 21%	99 26%	63 23%	105 21%	131 26%
Don't know/Refused	7 1%	1 0	0 -	1 1%	5 1%	0 -	1 1%	0 -	2 1%	4 2%	2 0	4 1%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	543 54%	67 51%	46 52%	34 49%	210 56%	138 55%	48 59%	181 54%	198 53%	154 57%	280 57%	263 52%
Disagree (Low2Box)	450 45%	63 48%	44 48%	35 50%	163 43%	113 45%	32 40%	156 46%	175 47%	114 42%	208 42%	242 47%

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Rural	Urban	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
Base: All Respondents										
Unweighted Base	1000	201	799	129	215	364	286	224	366	316
Weighted Base	1000	186	814	123	215	369	286	222	367	319
Strongly agree	209 21%	36 20%	172 21%	27 22%	54 25%	64 17%	64 22%	31 14%	68 19%	92 29%
Somewhat agree	335 33%	65 35%	270 33%	32 26%	67 31%	117 32%	115 40%	58 26%	123 33%	122 38%
Somewhat disagree	214 21%	39 21%	175 21%	26 21%	39 18%	76 21%	71 25%	45 20%	89 24%	61 19%
Strongly disagree	236 24%	45 24%	191 23%	36 29%	53 24%	112 30%	34 12%	86 39%	86 23%	43 13%
Don't know/Refused	7 1%	0 -	7 1%	2 1%	2 1%	0 -	2 1%	3 1%	1 0	1 0
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	543 54%	101 54%	442 54%	59 48%	121 56%	181 49%	179 63%	89 40%	191 52%	214 67%
Disagree (Low2Box)	450 45%	85 46%	366 45%	62 51%	92 43%	188 51%	105 37%	131 59%	175 48%	104 33%

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I would now like to talk to you about critical illnesses. When I say critical illness, I mean a serious illness from which one becomes incapacitated such as a heart attack, stroke, cancer, kidney failure or heart bypass surgery. As you may know, more and more Canadians are surviving such illnesses thanks to medical advances. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements: I am confident that I'll have sufficient money or funds to cover my expenses if I become critically ill ?

	TOTAL	HAVE CHILDREN <18		CHILDREN IN HOUSEHOLD			
		Yes	No	None	1	2	3+
Base: All Respondents							
Unweighted Base	1000	351	647	3	143	148	57
Weighted Base	1000	338	660	3	146	133	55
Strongly agree	209 21%	54 16%	154 23%	0 -	23 16%	22 17%	9 17%
Somewhat agree	335 33%	106 31%	228 34%	1 32%	47 32%	45 34%	13 23%
Somewhat disagree	214 21%	84 25%	129 20%	0 -	37 25%	27 20%	21 38%
Strongly disagree	236 24%	92 27%	144 22%	2 68%	39 27%	39 29%	12 22%
Don't know/Refused	7 1%	1 0	5 1%	0 -	1 0	1 0	0 -
TOPBOX & LOWBOX SUMMARY							
Agree (Top2Box)	543 54%	160 48%	382 58%	1 32%	70 48%	67 51%	22 40%
Disagree (Low2Box)	450 45%	176 52%	273 41%	2 68%	75 52%	65 49%	33 60%

I would now like to talk to you about critical illnesses. When I say critical illness, I mean a serious illness from which one becomes incapacitated such as a heart attack, stroke, cancer, kidney failure or heart bypass surgery. As you may know, more and more Canadians are surviving such illnesses thanks to medical advances. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements: I worry about getting, or someone in my family getting, a critical illness ?

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1000	150	100	100	300	250	100	290	429	265	482	518
Weighted Base	1000	130	90	70	377	251	81	337	375	272	490	510
Strongly agree	440 44%	64 49%	40 45%	36 52%	174 46%	83 33%	42 52%	163 48%	169 45%	106 39%	193 39%	246 48%
Somewhat agree	347 35%	40 31%	33 36%	22 31%	133 35%	94 37%	25 31%	125 37%	128 34%	85 31%	195 40%	151 30%
Somewhat disagree	133 13%	16 12%	11 12%	8 11%	42 11%	49 20%	7 9%	33 10%	50 13%	48 18%	68 14%	65 13%
Strongly disagree	76 8%	10 8%	7 7%	3 5%	26 7%	25 10%	4 5%	16 5%	26 7%	31 11%	32 7%	44 9%
Don't know/Refused	5 1%	0 -	0 -	1 1%	2 1%	0 -	3 3%	0 -	3 1%	2 1%	2 0	4 1%
TOPBOX & LOWBOX SUMMARY												
Agree (Top2Box)	786 79%	104 80%	73 81%	58 83%	308 82%	176 70%	67 83%	288 85%	296 79%	191 70%	389 79%	398 78%
Disagree (Low2Box)	209 21%	26 20%	17 19%	11 16%	68 18%	75 30%	11 14%	50 15%	76 20%	80 29%	100 20%	109 21%

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I would now like to talk to you about critical illnesses. When I say critical illness, I mean a serious illness from which one becomes incapacitated such as a heart attack, stroke, cancer, kidney failure or heart bypass surgery. As you may know, more and more Canadians are surviving such illnesses thanks to medical advances. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements: I worry about getting, or someone in my family getting, a critical illness ?

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Rural	Urban	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
Base: All Respondents										
Unweighted Base	1000	201	799	129	215	364	286	224	366	316
Weighted Base	1000	186	814	123	215	369	286	222	367	319
Strongly agree	440 44%	81 43%	359 44%	57 47%	101 47%	163 44%	116 41%	111 50%	164 45%	136 43%
Somewhat agree	347 35%	58 31%	289 35%	41 33%	71 33%	128 35%	105 37%	68 30%	125 34%	121 38%
Somewhat disagree	133 13%	26 14%	107 13%	14 11%	33 15%	42 11%	44 15%	29 13%	50 14%	41 13%
Strongly disagree	76 8%	20 11%	55 7%	9 8%	11 5%	33 9%	20 7%	14 6%	25 7%	21 7%
Don't know/Refused	5 1%	1 0%	4 1%	2 2%	0 -	2 1%	1 0%	1 0%	2 0%	0 -
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	786 79%	139 75%	648 80%	99 80%	172 80%	291 79%	221 77%	179 81%	290 79%	257 81%
Disagree (Low2Box)	209 21%	46 25%	162 20%	23 19%	43 20%	75 20%	64 22%	43 19%	76 21%	62 19%

	TOTAL	HAVE CHILDREN <18		CHILDREN IN HOUSEHOLD			
		Yes	No	None	1	2	3+
Base: All Respondents							
Unweighted Base	1000	351	647	3	143	148	57
Weighted Base	1000	338	660	3	146	133	55
Strongly agree	440 44%	151 45%	288 44%	3 100%	67 46%	60 45%	21 38%
Somewhat agree	347 35%	113 33%	233 35%	0 -	48 33%	40 30%	24 44%
Somewhat disagree	133 13%	45 13%	87 13%	0 -	16 11%	22 16%	7 13%
Strongly disagree	76 8%	26 8%	49 7%	0 -	13 9%	10 8%	3 5%
Don't know/Refused	5 1%	3 1%	2 0%	0 -	2 1%	1 1%	0 -
TOPBOX & LOWBOX SUMMARY							
Agree (Top2Box)	786 79%	264 78%	521 79%	3 100%	115 79%	100 75%	46 83%
Disagree (Low2Box)	209 21%	71 21%	137 21%	0 -	29 20%	32 24%	10 17%

Detailed Tables

If you were recovering from a critical illness, how concerned would you be about the following, Would you be very concerned, somewhat concerned, not very concerned or not at all concerned: ? SUMMARY TABLE

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1000	150	100	100	300	250	100	290	429	265	482	518
Weighted Base	1000	130	90	70	377	251	81	337	375	272	490	510
CONCERNED SUMMARY TABLE (Very / Somewhat concerned)												
Being able to support your family financially	730	94	60	54	280	183	59	288	289	140	362	368
	73%	72%	67%	77%	74%	73%	73%	85%	77%	51%	74%	72%
Losing your job	597	78	46	38	234	144	58	244	254	91	295	302
	60%	59%	51%	54%	62%	57%	71%	72%	68%	33%	60%	59%
Being able to pay your bills	779	101	71	54	303	183	67	283	306	176	371	408
	78%	78%	78%	76%	80%	73%	83%	84%	82%	65%	76%	80%
Maintaining your current lifestyle	801	99	68	54	314	203	63	279	310	200	385	416
	80%	76%	75%	77%	83%	81%	78%	83%	82%	73%	79%	82%
Being able to continue to contribute to your RRSPs	533	68	44	37	228	114	42	194	239	93	259	274
	53%	52%	49%	53%	60%	45%	52%	57%	64%	34%	53%	54%
NOT CONCERNED SUMMARY TABLE (Not very / Not at all concerned)												
Being able to support your family financially	225	25	25	14	84	59	18	47	77	97	116	109
	22%	19%	27%	20%	22%	24%	22%	14%	21%	36%	24%	21%
Losing your job	292	36	35	26	103	78	14	85	109	93	154	137
	29%	28%	38%	37%	27%	31%	18%	25%	29%	34%	31%	27%
Being able to pay your bills	216	28	19	17	73	66	13	54	68	93	117	99
	22%	22%	21%	24%	19%	26%	16%	16%	18%	34%	24%	19%
Maintaining your current lifestyle	197	30	21	16	64	48	18	59	65	71	104	93
	20%	23%	24%	23%	17%	19%	22%	17%	17%	26%	21%	18%
Being able to continue to contribute to your RRSPs	334	41	36	26	106	96	29	111	120	98	177	157
	33%	31%	40%	37%	28%	38%	36%	33%	32%	36%	36%	31%
NOT APPLICABLE SUMMARY TABLE												
Being able to support your family financially	45	11	5	2	14	9	4	2	8	35	12	33
	4%	9%	5%	4%	4%	4%	5%	1%	2%	13%	2%	6%
Losing your job	109	16	10	6	41	27	9	9	10	89	39	69
	11%	12%	11%	9%	11%	11%	11%	3%	3%	33%	8%	14%
Being able to pay your bills	5	1	1	0	1	2	1	1	1	3	3	3
	1%	1%	1%	-	0	1%	1%	0	0	1%	1%	1%
Maintaining your current lifestyle	2	1	1	0	0	0	0	0	1	1	1	1
	0	1%	1%	-	-	-	-	-	0	0	0	0
Being able to continue to contribute to your RRSPs	124	22	9	7	38	40	8	26	15	79	48	75
	12%	17%	10%	10%	10%	16%	10%	8%	4%	29%	10%	15%

Detailed Tables

If you were recovering from a critical illness, how concerned would you be about the following, Would you be very concerned, somewhat concerned, not very concerned or not at all concerned: ? SUMMARY TABLE

	SUMMARY TABLE									
	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Rural	Urban	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
Base: All Respondents										
Unweighted Base	1000	201	799	129	215	364	286	224	366	316
Weighted Base	1000	186	814	123	215	369	286	222	367	319
CONCERNED SUMMARY TABLE (Very / Somewhat concerned)										
Being able to support your family financially	730	133	597	92	166	271	197	170	274	226
	73%	72%	73%	75%	77%	73%	69%	76%	75%	71%
Losing your job	597	102	495	75	133	229	157	142	233	178
	60%	55%	61%	61%	62%	62%	55%	64%	64%	56%
Being able to pay your bills	779	142	637	95	181	297	203	186	286	241
	78%	76%	78%	77%	84%	81%	71%	84%	78%	76%
Maintaining your current lifestyle	801	154	648	103	181	291	221	191	295	247
	80%	83%	80%	84%	84%	79%	77%	86%	81%	77%
Being able to continue to contribute to your RRSPs	533	100	433	66	112	198	154	111	204	178
	53%	54%	53%	54%	52%	54%	54%	50%	56%	56%
NOT CONCERNED SUMMARY TABLE (Not very / Not at all concerned)										
Being able to support your family financially	225	49	176	27	38	79	78	37	78	86
	22%	26%	22%	22%	18%	22%	27%	16%	21%	27%
Losing your job	292	73	219	30	57	103	101	48	95	123
	29%	39%	27%	24%	26%	28%	35%	22%	26%	38%
Being able to pay your bills	216	44	172	28	34	69	83	32	80	77
	22%	24%	21%	23%	16%	19%	29%	15%	22%	24%
Maintaining your current lifestyle	197	32	165	20	34	78	65	31	71	70
	20%	17%	20%	16%	16%	21%	23%	14%	19%	22%
Being able to continue to contribute to your RRSPs	334	70	264	34	73	115	109	65	118	120
	33%	38%	32%	28%	34%	31%	38%	29%	32%	38%
NOT APPLICABLE SUMMARY TABLE										
Being able to support your family financially	45	4	41	5	11	18	11	16	15	6
	4%	2%	5%	4%	5%	5%	4%	7%	4%	2%
Losing your job	109	10	99	19	26	36	28	31	37	18
	11%	5%	12%	15%	12%	10%	10%	14%	10%	6%
Being able to pay your bills	5	0	5	1	0	3	1	4	1	0
	1%	-	1%	1%	-	1%	0	2%	0	-
Maintaining your current lifestyle	2	0	2	0	1	0	1	0	0	2
	0	-	0	-	0	-	0	-	-	1%
Being able to continue to contribute to your RRSPs	124	13	110	20	29	51	23	45	40	20
	12%	7%	14%	16%	14%	14%	8%	20%	11%	6%

Detailed Tables

If you were recovering from a critical illness, how concerned would you be about the following. Would you be very concerned, somewhat concerned, not very concerned or not at all concerned: ? SUMMARY TABLE

	TOTAL	HAVE CHILDREN <18		CHILDREN IN HOUSEHOLD			
		Yes	No	None	1	2	3+
Base: All Respondents							
Unweighted Base	1000	351	647	3	143	148	57
Weighted Base	1000	338	660	3	146	133	55
CONCERNED SUMMARY TABLE (Very / Somewhat concerned)							
Being able to support your family financially	730 73%	288 85%	441 67%	3 100%	128 87%	112 84%	45 82%
Losing your job	597 60%	238 70%	357 54%	3 100%	108 74%	91 68%	36 66%
Being able to pay your bills	779 78%	287 85%	491 74%	3 100%	131 90%	108 81%	45 81%
Maintaining your current lifestyle	801 80%	280 83%	519 79%	3 100%	125 85%	110 82%	42 77%
Being able to continue to contribute to your RRSPs	533 53%	222 66%	309 47%	3 100%	101 69%	89 67%	29 53%
NOT CONCERNED SUMMARY TABLE (Not very / Not at all concerned)							
Being able to support your family financially	225 22%	46 14%	178 27%	0 -	18 12%	21 16%	7 13%
Losing your job	292 29%	91 27%	201 30%	0 -	35 24%	39 29%	17 31%
Being able to pay your bills	216 22%	49 14%	167 25%	0 -	14 10%	25 19%	9 17%
Maintaining your current lifestyle	197 20%	56 17%	141 21%	0 -	21 15%	23 18%	11 20%
Being able to continue to contribute to your RRSPs	334 33%	95 28%	239 36%	0 -	35 24%	40 30%	20 37%
NOT APPLICABLE SUMMARY TABLE							
Being able to support your family financially	45 4%	4 1%	41 6%	0 -	1 1%	0 -	3 5%
Losing your job	109 11%	7 2%	101 15%	0 -	3 2%	3 2%	2 3%
Being able to pay your bills	5 1%	2 1%	3 0	0 -	1 1%	0 -	1 1%
Maintaining your current lifestyle	2 0	2 1%	0 -	0 -	0 -	0 -	2 3%
Being able to continue to contribute to your RRSPs	124 12%	19 6%	105 16%	0 -	10 7%	5 4%	4 7%

Detailed Tables

Have you ever heard of Critical Illness insurance ? (That is, insurance which provides a tax-free lump sum payment to help manage the costs associated with recovery from a critical illness)

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1000	150	100	100	300	250	100	290	429	265	482	518
Weighted Base	1000	130	90	70	377	251	81	337	375	272	490	510
Yes	467 47%	65 50%	43 47%	36 52%	171 45%	120 48%	32 40%	148 44%	196 52%	116 43%	247 50%	220 43%
No	533 53%	65 50%	47 53%	34 48%	207 55%	131 52%	49 60%	189 56%	179 48%	156 57%	243 50%	290 57%

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Rural	Urban	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
Base: All Respondents										
Unweighted Base	1000	201	799	129	215	364	286	224	366	316
Weighted Base	1000	186	814	123	215	369	286	222	367	319
Yes	467 47%	92 50%	375 46%	42 34%	90 42%	166 45%	168 59%	72 32%	159 43%	189 59%
No	533 53%	93 50%	440 54%	82 66%	125 58%	203 55%	118 41%	150 68%	208 57%	130 41%

	TOTAL	HAVE CHILDREN <18		CHILDREN IN HOUSEHOLD			
		Yes	No	None	1	2	3+
Base: All Respondents							
Unweighted Base	1000	351	647	3	143	148	57
Weighted Base	1000	338	660	3	146	133	55
Yes	467 47%	171 51%	295 45%	0 -	68 47%	72 54%	31 56%
No	533 53%	167 49%	365 55%	3 100%	78 53%	62 46%	24 44%

Detailed Tables

Do you currently have Critical Illness insurance ?

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
Base: Heard of Critical Illness insurance												
Unweighted Base	476	77	47	53	137	122	40	127	228	114	248	228
Weighted Base	467	65	43	36	171	120	32	148	196	116	247	220
Yes	171	26	16	12	59	47	10	50	83	38	98	73
	37%	41%	38%	33%	35%	39%	31%	34%	42%	33%	40%	33%
No	295	38	27	24	111	73	22	98	113	78	148	147
	63%	58%	62%	67%	65%	61%	69%	66%	57%	67%	60%	67%
Don't know/Refused	1	1	0	0	0	0	0	0	1	0	1	0
	0	1%	-	-	-	-	-	-	0	-	0	-

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Rural	Urban	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
Base: Heard of Critical Illness insurance										
Unweighted Base	476	100	376	47	92	166	170	74	164	191
Weighted Base	467	92	375	42	90	166	168	72	159	189
Yes	171	36	135	13	37	64	57	18	61	75
	37%	40%	36%	31%	41%	39%	34%	25%	38%	40%
No	295	56	239	29	53	102	111	54	98	114
	63%	60%	64%	69%	59%	61%	66%	75%	61%	60%
Don't know/Refused	1	0	1	0	0	0	1	0	1	0
	0	-	0	-	-	-	0	-	0	-

	TOTAL	HAVE CHILDREN <18		CHILDREN IN HOUSEHOLD			
		Yes	No	None	1	2	3+
Base: Heard of Critical Illness insurance							
Unweighted Base	476	185	290	0	72	80	33
Weighted Base	467	171	295	0	68	72	31
Yes	171	68	103	0	25	30	13
	37%	40%	35%	-	36%	42%	43%
No	295	103	192	0	44	41	18
	63%	60%	65%	-	64%	58%	57%
Don't know/Refused	1	0	1	0	0	0	0
	0	-	0	-	-	-	-

Detailed Tables

How interested would you be in hearing more about Critical Illness insurance from a financial advisor ?

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
Base: Currently don't have Critical Illness insurance												
Unweighted Base	823	119	82	82	251	201	88	246	332	229	381	442
Weighted Base	829	104	74	58	318	204	71	288	292	234	392	437
Very interested	82 10%	12 12%	9 12%	6 10%	29 9%	16 8%	10 14%	30 11%	26 9%	22 10%	35 9%	47 11%
Somewhat interested	239 29%	27 26%	20 27%	18 31%	108 34%	51 25%	15 21%	120 42%	84 29%	32 14%	117 30%	122 28%
Not very interested	189 23%	25 24%	19 25%	15 26%	68 21%	44 22%	17 24%	75 26%	61 21%	51 22%	81 21%	107 25%
Not at all interested	317 38%	39 38%	25 34%	19 33%	113 36%	91 45%	30 42%	63 22%	120 41%	127 54%	156 40%	161 37%
Don't know/Refused	3 0	0 -	2 2%	0 -	0 -	1 0	0 -	0 -	1 0	1 0	3 1%	0 -
TOPBOX & LOWBOX SUMMARY												
Interested (Top2Box)	321 39%	39 38%	29 39%	24 41%	137 43%	68 33%	25 35%	150 52%	110 38%	55 23%	152 39%	169 39%
Not interested (Low2Box)	505 61%	65 62%	43 59%	34 59%	181 57%	135 66%	46 65%	138 48%	181 62%	178 76%	237 60%	269 61%

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Rural	Urban	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
Base: Currently don't have Critical Illness insurance										
Unweighted Base	823	161	662	114	177	298	228	205	304	237
Weighted Base	829	149	680	110	178	305	230	204	306	244
Very interested	82 10%	15 10%	67 10%	19 17%	14 8%	32 11%	17 7%	39 19%	27 9%	12 5%
Somewhat interested	239 29%	39 26%	200 29%	30 27%	55 31%	93 30%	61 27%	57 28%	96 31%	71 29%
Not very interested	189 23%	33 22%	156 23%	21 19%	42 24%	68 22%	56 25%	50 25%	67 22%	59 24%
Not at all interested	317 38%	60 40%	256 38%	40 36%	68 38%	111 36%	95 41%	58 28%	116 38%	101 42%
Don't know/Refused	3 0	2 1%	1 0	1 1%	0 -	1 0	1 0	0 -	1 0	0 -
TOPBOX & LOWBOX SUMMARY										
Interested (Top2Box)	321 39%	54 36%	267 39%	49 44%	69 39%	125 41%	78 34%	96 47%	123 40%	83 34%
Not interested (Low2Box)	505 61%	93 62%	412 61%	61 55%	109 61%	179 59%	151 66%	108 53%	183 60%	160 66%

Detailed Tables

How interested would you be in hearing more about Critical Illness insurance from a financial advisor ?

	TOTAL	HAVE CHILDREN <18		CHILDREN IN HOUSEHOLD			
		Yes	No	None	1	2	3+
Base: Currently don't have Critical Illness insurance							
Unweighted Base	823	276	545	3	117	114	42
Weighted Base	829	269	558	3	122	103	42
Very interested	82 10%	31 11%	51 9%	1 23%	15 12%	9 9%	6 14%
Somewhat interested	239 29%	102 38%	138 25%	1 32%	49 41%	35 34%	16 39%
Not very interested	189 23%	52 19%	137 25%	0 -	19 16%	26 25%	7 18%
Not at all interested	317 38%	85 32%	230 41%	1 44%	39 32%	33 32%	12 29%
Don't know/Refused	3 0	0 -	3 0	0 -	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY							
Interested (Top2Box)	321 39%	132 49%	189 34%	2 56%	64 53%	45 43%	22 53%
Not interested (Low2Box)	505 61%	137 51%	367 66%	1 44%	58 47%	58 57%	19 47%

Detailed Tables

How important would you say it is that you are advised about Critical Illness insurance by YOUR FINANCIAL ADVISOR as a part of your product portfolio ?

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
Base: Currently use a financial advisor and don't have Critical Illness insurance												
Unweighted Base	335	42	33	27	119	89	25	63	158	111	158	177
Weighted Base	338	36	30	18	143	91	20	74	144	118	161	177
Very important	84 25%	10 29%	7 24%	3 16%	35 25%	26 29%	2 12%	25 33%	38 26%	21 18%	43 27%	41 23%
Somewhat important	129 38%	9 25%	12 39%	8 45%	52 37%	37 41%	11 57%	34 45%	66 46%	28 24%	61 38%	68 38%
Not very important	63 19%	12 35%	7 24%	3 15%	23 16%	15 16%	2 12%	9 12%	24 17%	30 26%	25 16%	38 21%
Not at all important	61 18%	4 12%	4 13%	4 24%	32 23%	12 14%	4 19%	7 10%	15 10%	38 33%	31 19%	30 17%
Don't know/Refused	1 0	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	1 1%	0 -	1 1%	0 -
TOPBOX & LOWBOX SUMMARY												
Important (Top2Box)	214 63%	19 53%	19 63%	11 61%	88 61%	63 69%	14 69%	58 79%	104 72%	49 42%	104 65%	109 62%
Not important (Low2Box)	124 37%	17 47%	11 37%	7 39%	56 39%	27 30%	6 31%	16 21%	39 27%	68 58%	56 35%	68 38%

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Rural	Urban	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
Base: Currently use a financial advisor and don't have Critical Illness insurance										
Unweighted Base	335	50	285	25	50	127	131	51	111	140
Weighted Base	338	50	289	25	50	128	133	52	111	142
Very important	84 25%	15 30%	69 24%	10 39%	9 17%	27 21%	39 29%	18 34%	33 29%	27 19%
Somewhat important	129 38%	18 36%	112 39%	7 29%	24 49%	50 39%	47 36%	19 36%	36 33%	63 44%
Not very important	63 19%	8 15%	55 19%	2 8%	9 18%	26 20%	25 19%	9 17%	21 19%	28 20%
Not at all important	61 18%	8 17%	53 18%	6 25%	8 16%	24 18%	22 17%	7 13%	21 19%	24 17%
Don't know/Refused	1 0	1 2%	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY										
Important (Top2Box)	214 63%	33 66%	181 63%	17 67%	33 66%	77 61%	86 65%	37 70%	69 62%	90 63%
Not important (Low2Box)	124 37%	16 32%	108 37%	8 33%	17 34%	49 39%	47 35%	16 30%	42 38%	52 37%

Detailed Tables

How important would you say it is that you are advised about Critical Illness insurance by YOUR FINANCIAL ADVISOR as a part of your product portfolio ?

	TOTAL	HAVE CHILDREN <18		CHILDREN IN HOUSEHOLD				
		Yes	No	None	1	2	3+	
Base: Currently use a financial advisor and don't have Critical Illness insurance								
Unweighted Base	335	117	217	1	47	49	20	
Weighted Base	338	113	225	1	47	46	19	
Very important	84 25%	34 30%	51 23%	1 100%	14 29%	12 25%	7 39%	
Somewhat important	129 38%	59 52%	71 31%	0	20 42%	30 64%	9 48%	
Not very important	63 19%	16 14%	47 21%	0	9 20%	4 9%	2 12%	
Not at all important	61 18%	5 4%	55 25%	0	4 9%	1 2%	0	
Don't know/Refused	1 0	0 -	1 0	0 -	0 -	0 -	0 -	
TOPBOX & LOWBOX SUMMARY								
Important (Top2Box)	214 63%	92 82%	121 54%	1 100%	34 72%	41 89%	16 88%	
Not important (Low2Box)	124 37%	21 18%	103 46%	0	13 28%	5 11%	2 12%	