

Detailed Tables

Have you created a financial plan to deal with how you would cope financially with the prospect of you or a family member living through a critical illness?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	971	130	95	66	366	238	76	239	412	303	471	500
Weighted Base	971	128	94*	66*	368	240	75*	285	386	285	469	502
Yes	493 51%	74 58%	48 51%	28 42%	189 51%	120 50%	34 46%	101 36%	216 56%	172 60%	248 53%	245 49%
No	476 49%	54 42%	46 49%	38 58%	177 48%	120 50%	41 54%	183 64%	170 44%	112 39%	220 47%	256 51%
(DK/NS)	2 0	0 -	0 -	0 -	2 1%	0 -	0 -	1 0	0 -	1 0	2 0	0 -

The next few questions are about health. To begin, I'd like you to think about some serious illnesses that strike average Canadians. Has a close friend or relative of yours ever suffered from a critical illness such as a stroke, heart attack, cancer or Alzheimer's disease?

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Weighted Base	971	128	94*	66*	368	240	75*	285	386	285	469	502
Yes	863 89%	118 92%	91 97%	60 92%	321 87%	202 84%	70 94%	241 85%	345 89%	263 92%	413 88%	450 90%
No	107 11%	9 7%	3 3%	6 8%	47 13%	37 16%	5 6%	44 15%	41 11%	21 7%	55 12%	52 10%
(DK/NS)	1 0	1 1%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 0	1 0	0 -

Detailed Tables

How would you plan to pay for the expenses associated with living through a critical illness?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	REGION							AGE			GENDER	
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Base: All respondents												
Unweighted Base	971	130	95	66	366	238	76	239	412	303	471	500
Weighted Base	971	128	94*	66*	368	240	75*	285	386	285	469	502
USE MONEY FROM SAVINGS (NET)	524	82	43	33	185	127	53	164	179	175	248	277
	54%	64% BD	46%	50%	50%	53%	71% BCDE	57% H	46%	61% H	53%	55%
I would use money that I had put away in an RRSP or other retirement investments or savings	363	60	24	19	128	95	36	111	128	119	164	199
	37%	47% BCD	26%	28%	35%	40% B	48% BCD	39%	33%	42% H	35%	40%
I would use money from my other investments or savings	362	72	33	22	120	77	38	114	125	120	177	185
	37%	56% BCDE	35%	33%	33%	32%	50% DE	40%	32%	42% H	38%	37%
I have purchased long term care insurance protection	257	34	31	12	90	68	21	63	125	67	127	130
	26%	27%	33% C	18%	25%	28%	28%	22%	33% GI	24%	27%	26%
I have purchased critical illness insurance protection	214	34	24	11	74	55	17	55	104	53	113	101
	22%	26%	25%	16%	20%	23%	23%	19%	27% GI	19%	24%	20%
I would mortgage or sell my house	164	36	8	6	59	36	20	41	68	53	79	84
	17%	28% BCDE	8%	9%	16%	15%	26% BCDE	14%	18%	19%	17%	17%
I plan to purchase critical illness or long term care insurance within the next two to three years	158	27	17	6	47	49	11	65	63	26	77	81
	16%	21% D	18%	10%	13%	21% CD	14%	23% I	16% I	9%	16%	16%
I would rely on help from my children	50	9	5	1	18	11	6	11	18	19	23	27
	5%	7%	5%	1%	5%	4%	8%	4%	5%	7%	5%	5%
I would rely on help from family members/friends	22	4	2	1	6	1	6	18	4	0	6	16
	2%	3% E	3%	2%	2%	1%	8% DE	6% HI	1%	-	1%	3% J
Other types of insurance (e.g., cancer)	19	1	1	3	7	4	3	6	8	5	10	9
	2%	1%	1%	5% A	2%	2%	4%	2%	2%	2%	2%	2%
Work benefits (general statement)	19	4	1	1	8	3	2	5	10	4	11	8
	2%	3%	1%	1%	2%	1%	3%	2%	3%	2%	2%	2%
Don't know - haven't thought about it	14	2	2	1	6	2	1	3	8	3	5	9
	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%	2%
Disability/ long-term disability insurance	13	1	3	2	4	3	0	2	9	2	7	6
	1%	1%	3%	4%	1%	1%	-	1%	2%	1%	2%	1%

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		A	B	C	D	E	F	G	H	I	J	K
Sell car/ art, other real estate (not house)	5 1%	3 2% E	0 -	1 1%	2 0	0 -	0 -	0 -	5 1% I	0 -	3 1%	2 0
Would contact/ find someone - insurance broker, yellow pages, organizatio	4 0	3 3% DE	0 -	0 -	1 0	0 -	0 -	4 2% HI	0 -	0 -	3 1%	1 0
Accident insurance	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 0
Other	22 2%	4 3%	2 2%	5 7% D	4 1%	6 2%	2 3%	4 1%	6 2%	12 4% H	13 3%	10 2%
(DK/NS)	47 5%	5 4%	4 4%	4 7%	20 5%	9 4%	4 5%	13 5%	17 4%	13 5%	19 4%	28 5%