


# WEBSITE VIDEO – Pollara Research study on *COVID-19 impact*

## “Pandemic changing the way Canadians conduct financial and insurance transactions”

Draft 3 – June 15, 2021

Audio	Story Board Description	Time	Comment
The COVID-19 pandemic has changed the way many Canadians prefer to handle their financial and insurance transactions.		7 sec	
According to a survey of Canadians with Credit Protection Insurance, or CPI, more than 8 in 10 say the pandemic has made them more comfortable conducting financial and insurance transactions online. And 72% say it has changed the way they want to conduct those transactions in future.	<p>Show Pollara logo and words that say:</p> <p><b>Pollara Strategic Insights survey, March, 2021</b></p> <p>Show stats mentioned</p>	18 sec	
However, the study also shows that consumers put a high value on personal contact. Almost two-thirds of Canadians with CPI are looking forward to returning to their bank or credit union branch at some point. And 88% say in-branch is how they want to obtain insurance coverage.		17 sec	
Furthermore, 77% of Canadians say they would prefer to submit an insurance claim with the assistance of a branch representative.		8 sec	
The pandemic has also increased consumer interest in obtaining CPI, with almost 7 in 10 Canadians saying they are more likely to obtain it now for a mortgage or Home Equity Line of Credit than before the pandemic.		13 sec	
In terms of customer experience during the pandemic, a full 96% of people who purchased CPI say they are somewhat or very satisfied with the process, a 9 percentage		14 sec	

points increase over a similar survey conducted in 2018.			
The Pollara survey was commissioned by CAFII to help its members better understand the expectations, preferences, and satisfaction levels of insurance consumers.	Spell out Canadian Association of Financial Institutions in Insurance in the image Insert wording that says: <b>See the full survey results at</b> <b><a href="https://www.cafii.com/research/">https://www.cafii.com/research/</a></b>	9 sec	
CAFII: Making insurance simple, accessible and affordable	 <p>www.cafii.com</p>	6 sec	
Total:		1 min, 32 seconds	