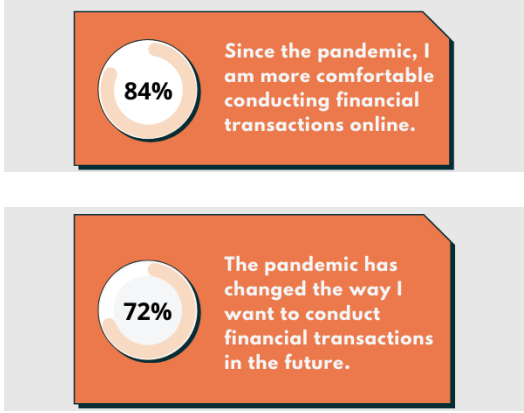
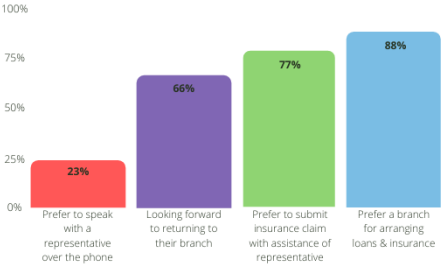




WEBSITE VIDEO – Pollara Research

“COVID-19 has impacted how Canadians conduct financial and insurance transactions”

Final – June 25, 2021

Audio	Story Board Description	Time	Comment
The COVID-19 pandemic 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, 8 in 10 say the pandemic has made them more comfortable conducting financial and insurance transactions online. And 7 in 10 say it has changed the way they want to conduct those transactions in future.	<p>Show words that say: Pollara Strategic Insights survey, March, 2021</p> 	17 sec	
However, the study also shows that consumers still put a high value on personal contact, especially for arranging loans and buying insurance. Almost two-thirds of Canadians with CPI are looking forward to returning to their bank or credit union branch at some point. And 9 in 10 say their branch is where they want to obtain insurance coverage.	<p>PERSONAL CONTACT STILL VALUED</p>  <p>Source: Pollara Strategic Insights/CAPII</p>	20 sec	
Furthermore, 3 in 4 Canadians say they would prefer to submit an insurance claim with the assistance of a branch representative.		7 sec	
The pandemic has also increased consumer interest in obtaining CPI, with almost 7 in 10 respondents saying they are more likely to obtain it now for		12 sec	

a mortgage or Home Equity Line of Credit than before the pandemic.			
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 points increase over a similar survey conducted in 2018.		15 sec	
The Pollara survey was commissioned by CAFII to help its members better understand the expectations, preferences, and satisfaction levels of insurance consumers.	 <p>See the full survey results at https://www.cafii.com/research/</p>	9 sec	
CAFII: Making insurance simple, accessible and affordable	 <p>www.cafii.com</p>	6 sec	
Total:		1 min, 33 seconds	