

54%

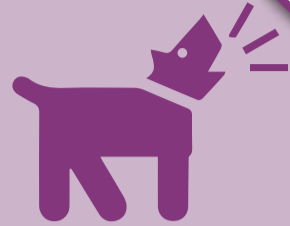
of people said **savings** would only last up to **three months**



2 out of 5 people think long term **income protection** taken out at **30** would only last **5 years or less**



20.5%



People are more than **twice** as likely to buy **pet insurance** (20.5% said they would) **than IP**



31.6% **40.1%**

Women save more: 40.1% save between **£1-£100** per month, compared with only **31.6%** of men



When it comes to finance are you optimistic or idealistic?



Only **11.7%** of people consider they will be **unable** to work for **12 weeks** or more due to sickness or accident



Only **35%** of people saved over **£100** a month



71% of people would lose up to **£300** of their **weekly income**, if they had to rely on **SSP** alone.

39.9%

39.9% of people do not have any **contractual sick pay** written into their employment **contract**



64% of **18-34** year olds are more likely to **buy IP** if they had a family



Only **7.3%** have income protection

7.3%

The research was conducted by Censuswide, with 2,019 general consumers aged 18+ in GB between 26.10.16 - 31.10.16. The survey was conducted from a random sample of UK adults. Censuswide abide by and employ members of the Market Research Society which is based on the ESOMAR principles.

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