

Background & Methodology

Conducted 1,200 surveys among Florida, Georgia, and Tennessee residents

- Fielding took place August 22, 2014 – August 26, 2014
- Utilized proprietary online research panel
- Total is weighted by age and gender within state

Key Measure

- Reasons for Obtaining / Not Obtaining Life Insurance
- Attitudes Regarding the Value of Life Insurance
- Awareness of Life Insurance Coverage

How do you choose what company to use when purchasing insurance? (Select all that apply)

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	400	400	399	1199
Policy cost	70%	63%	67%	68%
Company's reputation	55%	59%	63%	57%
Recommendations from friends / family	28%	32%	35%	30%
Pre-existing relationship with agent	27%	31%	33%	29%
Payment options	24%	28%	28%	26%
Prefer to stay with current company / too complicated to switch insurance	17%	17%	17%	17%
Online access/apps	12%	16%	14%	13%
Company advertising	4%	3%	4%	4%
Other	2%	3%	3%	2%

Do you currently have a life insurance policy?

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	400	400	400	1200
Yes	58%	74%	70%	64%
No	42%	26%	30%	36%

How often do you review your life insurance policy?

[Asked of respondents who have a life insurance policy]

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	230	291	281	802
Annually	42%	42%	47%	43%
Every 2 years	10%	11%	9%	10%
Every 3 to 5 years	10%	11%	11%	10%
More than 5 years	5%	6%	7%	6%
Never	33%	30%	26%	31%

For what reason(s) did you get a life insurance policy? (Select all that apply)

[Asked of respondents who have a life insurance policy]

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	228	293	281	802
Cover final expenses (such as funeral, medical, estate taxes, and attorney fees)	63%	68%	67%	65%
Provide income for my family	39%	49%	57%	45%
Pay off debts (such as mortgage, loans, and credit cards)	25%	29%	28%	27%
Provide money for future needs (such as children's education)	21%	30%	23%	24%
Charitable contributions	1%	3%	1%	2%
Other	12%	4%	5%	8%

Did you previously have a life insurance policy that you canceled?

[Asked of respondents who do not have a life insurance policy]

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	164	105	118	387
Yes	23%	25%	27%	24%
No	77%	75%	73%	76%

Why do you not have a life insurance policy? (Select all that apply)
[Asked of respondents who do not have a life insurance policy]

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	163	106	118	387
Don't see the need for one	29%	26%	23%	27%
Too expensive	26%	27%	24%	26%
Don't have anyone to provide for	26%	20%	24%	24%
No longer employed - had coverage through employer	16%	17%	22%	17%
Not as important as other bills	18%	7%	16%	15%
Don't think it's worth the value	16%	13%	13%	15%
Never thought about getting life insurance before	13%	16%	11%	13%
Not concerned that loved ones will have to pay extra bills	8%	5%	8%	8%
Don't know what type of policy to get / need more information	5%	14%	5%	7%
Don't think I would qualify to be insured	6%	4%	4%	5%
Other	2%	3%	9%	4%

How valuable do you think having life insurance is?

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	400	400	400	1200
Very valuable	42%	55%	55%	48%
Somewhat valuable	47%	41%	39%	44%
Not at all valuable	11%	4%	6%	8%

Are you aware life insurance can provide coverage / protection to a beneficiary that you select for the following? (% Aware)

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	399	398	399	1196
Funeral Arrangements	83%	88%	89%	85%
Mortgage Payments	67%	73%	70%	69%
Credit Card Debt	59%	56%	62%	59%
College Education	54%	58%	62%	57%
Tax-Free Money	51%	49%	61%	52%
Travel	42%	40%	46%	42%

Respondent Profile

Gender

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	400	400	400	1200
Male	48%	47%	46%	47%
Female	52%	53%	54%	53%

Age

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	400	400	400	1200
18-34	27%	32%	30%	29%
35-44	16%	19%	17%	17%
45-54	18%	19%	18%	18%
55-64	16%	15%	17%	16%
65 or older	23%	15%	18%	20%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in the Southern Region of The Auto Club Group (Florida, Georgia, and Tennessee) from August 22 - 26, 2014. A total of 1,200 residents completed the survey. Overall survey responses are weighted by gender and age within state to ensure reliable and accurate representation of the adult population (18+) in Florida, Georgia, and Tennessee.

	Base (N=)	Maximum Margin of Error
Florida	400	± 4.9 percentage points
Georgia	400	± 4.9 percentage points
Tennessee	400	± 4.9 percentage points
Total	1,200	± 2.8 percentage points