

## A Syndicated Research Study Launching Fall 2020

2020 has been a year of myriad challenges for Americans, with a global pandemic, sudden unemployment, increasing racial tensions and societal unrest all contributing to increased fear, anxiety, and anger.

In this context, it is critical for American's life insurance and financial services companies to understand how these events have reshaped perceptions of risk, personal financial security, and the need to protect families in the event of the death of a household wage earner.

The pandemic has impacted many people's perspectives, and for some has brought the risk of premature death to the fore, focusing attention on an issue that many tend to put off. The Millennial generation (currently aged 24 to 39) is of particular concern, given the relatively lower sense of brand attachment and digital-first methods of research and product evaluation that have characterized this cohort.

This syndicated market research study will deliver key insights into how Millennials perceive their financial security in general, and the need for life insurance in particular, in the current environment.

## Timeline - Launching Fall 2020

Questionnaire design  
October

Fieldwork and analysis  
November

Client briefing  
early December



### About Greenwald Research

Greenwald Research is a leading independent research firm and consulting partner to the health and wealth industries. Greenwald applies creative quantitative and qualitative methods to help companies stay competitive and navigate industry change, leveraging deep subject matter expertise and a consultative approach. Visit [greenwaldresearch.com](https://greenwaldresearch.com) to learn more.

### About response:AI

response:AI's automated platform helps leading brands, agencies, and market research firms all over the world save time and money on quantitative market research. Insights professionals can design and run hundreds of pre-designed survey constructs, work with our in-house team of market research experts, and drive business strategy with robust, reliable market data.

## Target Group

Americans, ages 24-39, married or with dependent children, household income \$50,000+. Nationally representative by age, gender, income, and race/ethnicity

## Number of interviews and survey length

N=1,000, 15 minute average interview duration

## Topics Covered (subject to input and review by sponsors)

- Current attitudes towards financial security, financial risks, and life insurance
- Current life insurance coverage (employer/individual, by type) and perceptions of whether coverage is sufficient
- Perceived risk of premature death or disability
- Perceived reasons for purchasing life insurance
- Sources of information / advice for life insurance (including both personal relationships, agents/advisors, and online sources)
- Likely changes to financial and insurance planning in next 12 months
- Preferred research and purchase methods
- Importance of attributes in a life insurance company and policy
- Impact of events in 2020 (loss of job, reduction in income, self or family had Covid-19, etc.)
- Household demographics

## Deliverables

- Questionnaire
- Full tabulations (with SPSS data file if desired)
- Detailed report of findings
- Live presentation to sponsors

## Pricing and Options

Base price per sponsor:	\$ 7,500
Custom module (10-15 questions):	\$ 2,500
Private briefing with strategic implications:	\$ 1,500