

PROTECT AND PROJECT ONESELF

A STUDY CONDUCTED IN 2024

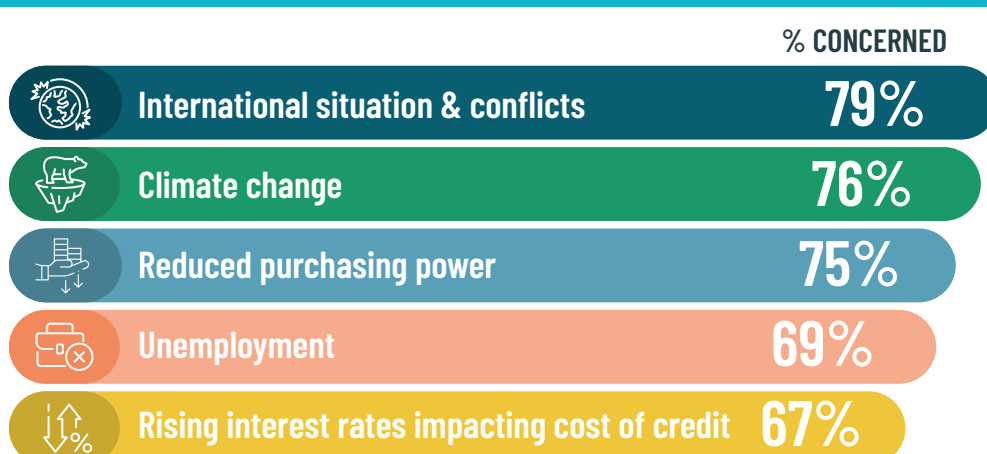


21,000
RESPONDENTS

→ **21**
COUNTRIES →

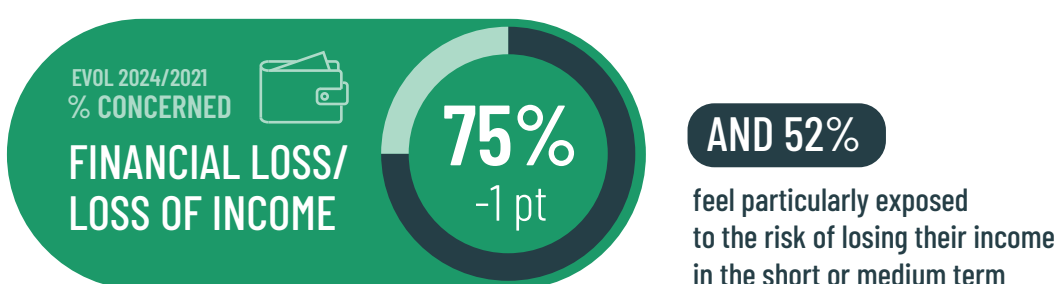
REPRESENTING 60%
OF THE WORLD'S POPULATION
(EUROPE, LATIN AMERICA AND ASIA)

1 - A world facing multitude of crisis



2 - People remain concerned by many vagaries of life

Financial loss remains the #1 concern...



...but health is less an issue than in 2021

	% CONCERNED	EVOL 2024/2021		% CONCERNED	EVOL 2024/2021
2. Theft of your data on the Internet*	74%		7. Hospitalization	68%	-3 pts
3. A serious illness	73%	-3 pts	8. Temporary or permanent disability*	66%	
4. An accident	73%	-2 pts	9. Inability to work	65%	-2 pts
5. A chronic disease	71%	-2 pts	10. A natural disaster	64%	+2 pts
6. A death	70%	-2 pts	11. Loss of independence	63%	-1 pt

*new concern added in 2024

Women and younger individuals feel more vulnerable

DEGREE OF CONCERN ABOUT THE VAGARIES OF LIFE

AVERAGE NUMBER OF CONCERNS
(OUT OF 17)



3 - A growing need for better protection against unforeseen events

People feel better protected than before

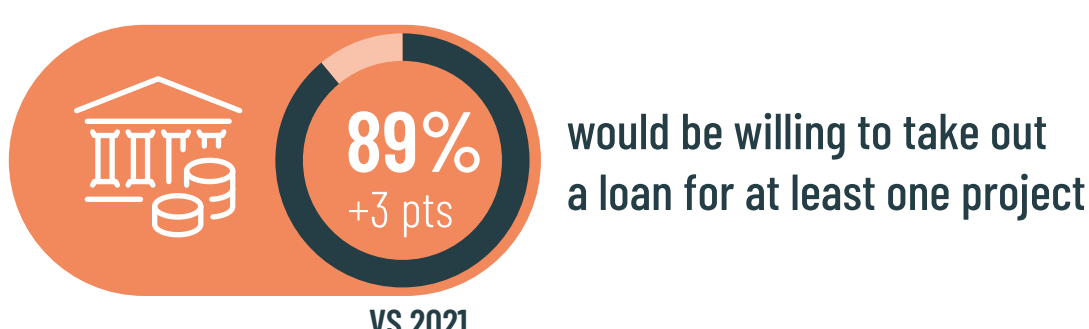
FEEL WELL PROTECTED IN CASE OF UNFORESEEN LIFE EVENT OR ACCIDENT



But the demand for better protection is growing, especially for...



4 - Credit recourse is back on tracks

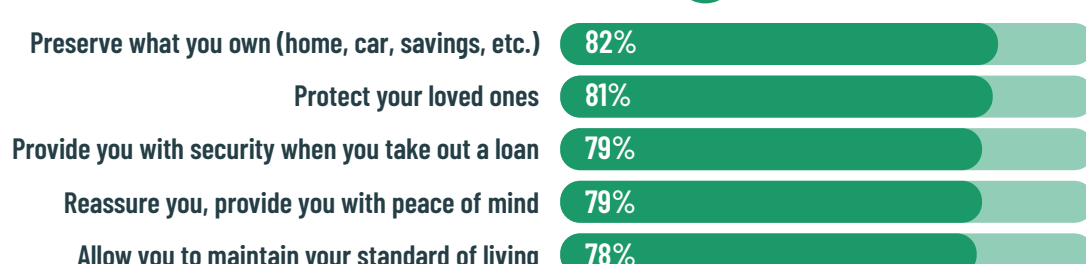


	CONSIDERATION FOR TAKING OUT A LOAN	VS 2021
Purchasing a property	69%	+9 pts
Purchasing a car	55%	+9 pts
Starting your business/entrepreneurship	53%	+4 pts
Carrying out work on a property	50%	+6 pts
Receiving medical treatment of any kind	49%	+5 pts
Financing your children's studies/training	47%	+3 pts

5 - Creditor insurance to protect and project oneself

Creditor insurance benefits are well perceived

AGREE



Methodology: The survey was conducted between 19th of January and 13th of February 2024 covering a representative sample of individuals age 18 or older responsible for decisions in the household concerning financial products and services (banking and insurance). Age limits differed by country: 65 in Europe (except Turkey: 50, Czech Republic: 55, Poland: 59), 59 in Latin America (except Peru: 55), 55 in Asia (except India: 45 and China: 50). 21,000 interviews conducted (1,000 interviews per country). Quotas were applied to ensure representative sample in each country by age, gender and region. Online survey of Ipsos panel (via computer, tablet or smartphone). Data processed against 3 criteria: gender, age and region. Results analyzed globally, by geographic region and then by country.