Illness, divorce and redundancy hit the pocket hardest

The Power of Protection Life changers

Responses from people aged 25+ in a survey of 12,398 people in 12 countries and territories

The most financially damaging events in people's lives...

% who found financially negative

85% redundancy	78% critical illness/injury	76% traumatic accident or injury	75% divorce/separation from a life partner	74% career break/ extended holiday
57% bereavement of parent	55% bereavement of close friend/relative	54% retirement	50% having a baby	46% buying a home
and how they cope with them				
Cut back on their spending			52%	
	Re-prioritised their spen		48%	
	Started saving n		42%	
Withdrew from their savings			37%	
	Set up a new savings acco			
	Took out a new insurance p	olicy 22%		
	Sought a loan or finan	cing 21%		
S	ought financial help from relat	ives 18%		
Madea	an investment (e.g. shares, bo	nds) 18%		
Increase	d level of existing insurance p	olicy 13%		

$Regrets\,$ Actions people wish they had taken, in hindsight

54% started saving more



37% cut back on their spending **34%** re-prioritised their spending

