



Supplemental Insurance Benefits Survey

Among women with children 18 years of age or younger

 MARCH 2024



Objectives

- The objectives of this report include to understand...
 - If women with families want the option to obtain supplemental benefits
 - If women with families are financial decision-makers
 - The setbacks women with families could have in covering out-of-pocket health costs if a federal proposal is adopted
 - If women with families oppose the federal proposal that would effectively terminate the supplemental benefits product

Methodology

This poll was conducted between February 22 - 27, 2024, among 1,006 women with children 18 years of age or younger.

The interviews were conducted online, and the data were weighted to approximate a target sample of adults based on educational attainment, age, race, a region.

Results from the full survey have a margin of error of +/-3 – 6 percentage points depending on the audience.

According to ACLI, supplemental insurance benefits are not a form of primary medical coverage and are therefore distinct from the limited medical insurance products, like short-term limited duration insurance, discussed in the federal Tri-Agency proposal.

Key Takeaways

1 **Women with children, who are primarily financial decision-makers, value supplemental insurance benefits and oppose regulations that threaten these**

- 82% of women with children believe supplemental insurance benefits are valuable – of which nearly half state the benefit would be most helpful for covering copayment and insurance deductibles.
- The majority of women with children believe the federal government should protect Americans' access to supplemental insurance benefits (86%), and over half oppose the federal government's consideration of a new regulation that will effectively take away these benefits (53%).

2 **Out-of-pocket medical expenses are a financial setback**

- Three-quarters of women with children say they've had to pay out-of-pocket medical expenses in the past, of which 46% describe these costs as a financial hardship.
- The majority of women with children are concerned about what out-of-pocket medical expenses could do to their budget and savings (74%), with most stating they would cut back on basic living expenses (54%) followed by seeking assistance from family or friends (47%).

3 **There's an appetite for obtaining supplemental insurance benefits through employers**

- Nearly half of currently working mothers indicate their employer doesn't offer supplemental insurance benefits (48%).
- 77% of working mothers express that having the option to purchase supplemental insurance benefits coverage through their employer is appealing.



SECTION 1

FAMILY BUDGET IMPACT

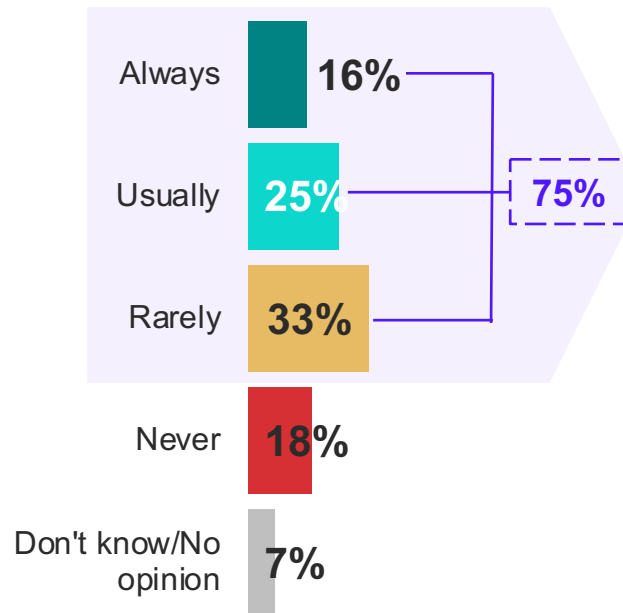
FAMILY BUDGET IMPACT

Three in four mothers say they have paid out-of-pocket medical expenses in the past, with 46% describing these costs as a financial hardship; copayments account for the largest out-of-pocket cost.

Thinking about the time(s) when you or your immediate family members have been unexpectedly diagnosed with a severe illness, disease, or injury, how often (if at all) did you have to pay expenses that were not covered by your health insurance? // Which of the following most accurately describes your experience paying the resulting bills related to your severe illness, disease, or injury? The expenses not covered by your health insurance were... // To your knowledge, which, if any, of the following expenses would you have to pay for if you or an immediate family member were unexpectedly diagnosed with a severe illness, disease, or injury. *Please select all that apply.*

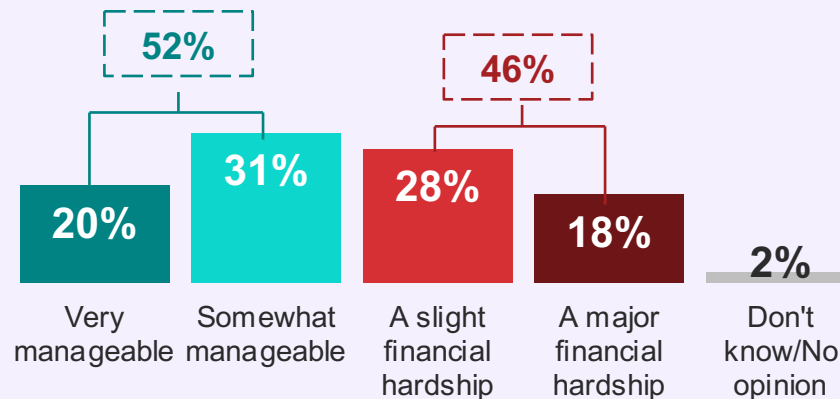
PAY EXPENSES NOT COVERED BY HEALTH INSURANCE

(Among those with health insurance)



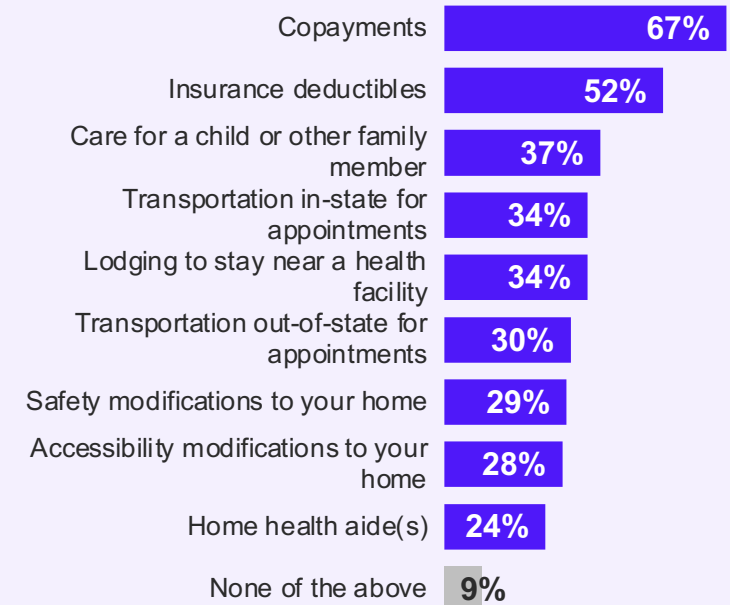
EXPERIENCE PAYING BILLS NOT COVERED BY INSURANCE

(Among those who've had to pay for expenses not covered by health insurance)



EXPENSES THAT WOULD NOT BE COVERED BY INSURANCE

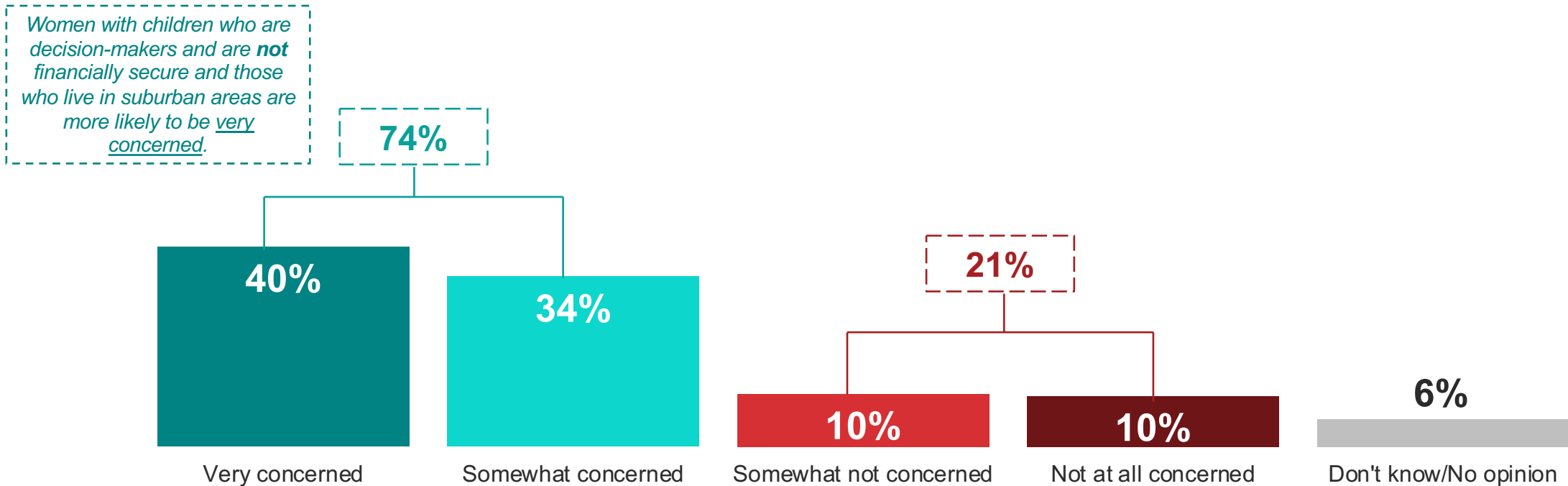
(Among those who've had to pay for expenses not covered by health insurance)



FAMILY BUDGET IMPACT

The majority of women with children are concerned about what the out-of-pocket costs would do to their household budget and savings.

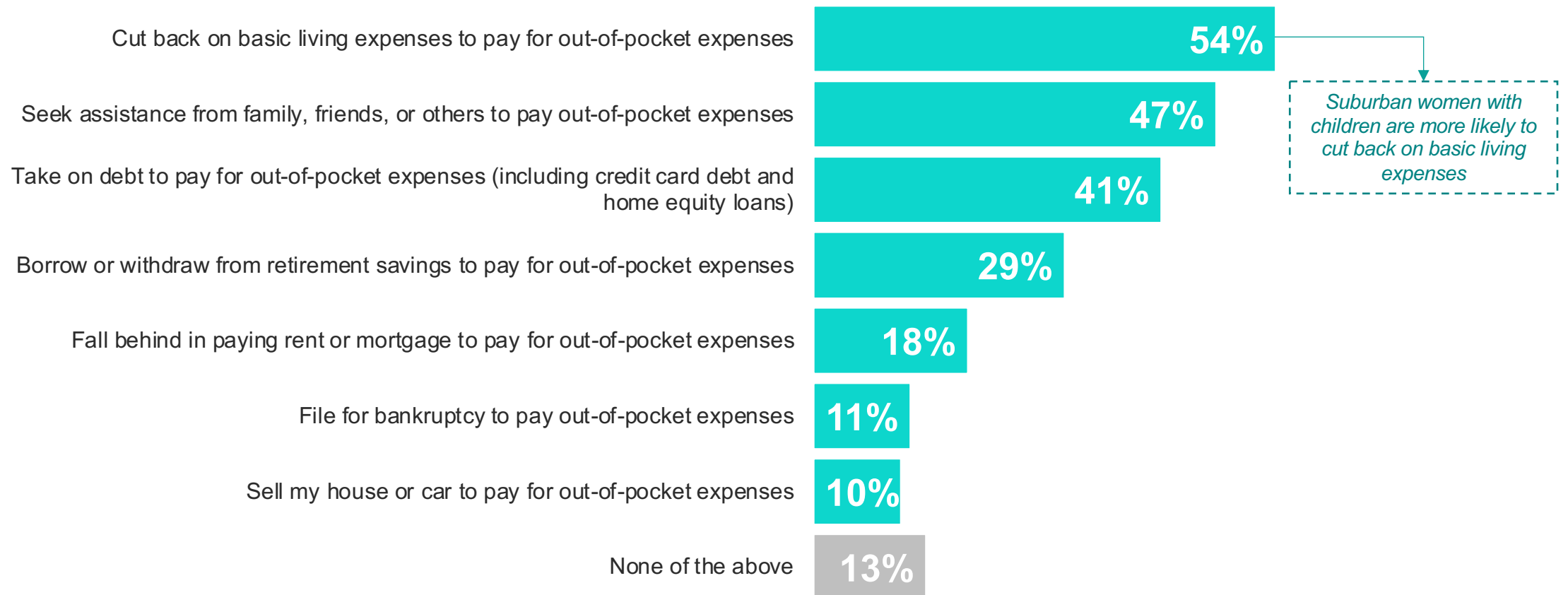
How concerned are you about what the out-of-pocket costs of you or an immediate family member being unexpectedly diagnosed with a severe illness, disease, or injury would do to your household budget and savings?



FAMILY BUDGET IMPACT

To cover unexpected out-of-pocket medical costs, over half of women with children would cut back on basic living expenses, followed by seeking assistance from family or friends.

Which (if any) of the following actions would you take if you were unable to cover out-of-pocket expenses if you or an immediate family member were unexpectedly diagnosed with a severe illness, disease, or injury? *Select all that apply.*

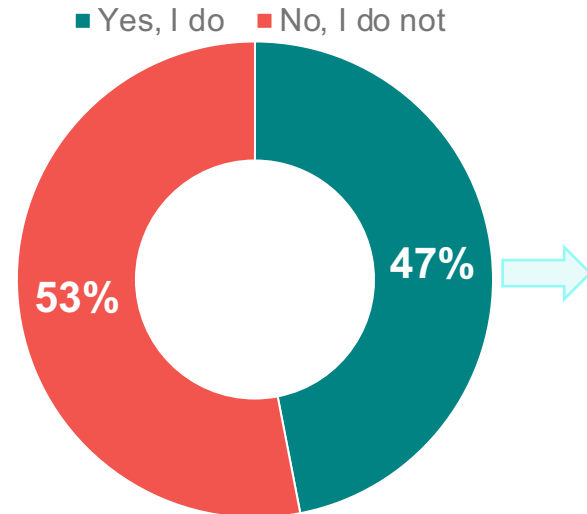


FAMILY BUDGET IMPACT

Of mothers who have savings or an emergency fund, over two in three have enough to cover out-of-pocket expenses – feeling confident they can cover the basics: transportation, copayment, and deductible.

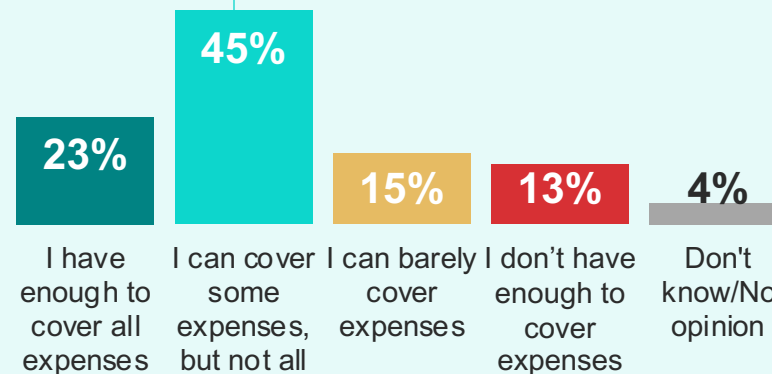
Do you personally have savings or an emergency fund? This refers to your emergency or rainy-day funds, and not retirement savings. // Do you believe you have enough savings or emergency funds to cover out-of-pocket expenses for you or an immediate family member being unexpectedly diagnosed with a severe illness, disease, or injury not covered by your health insurance? // And, how confident, if at all, are you that you would be able to cover the following expenses with your savings or emergency fund if you or an immediate family member were unexpectedly diagnosed with a severe illness, disease, or injury?

HAVE SAVINGS / EMERGENCY FUND (% Selected)



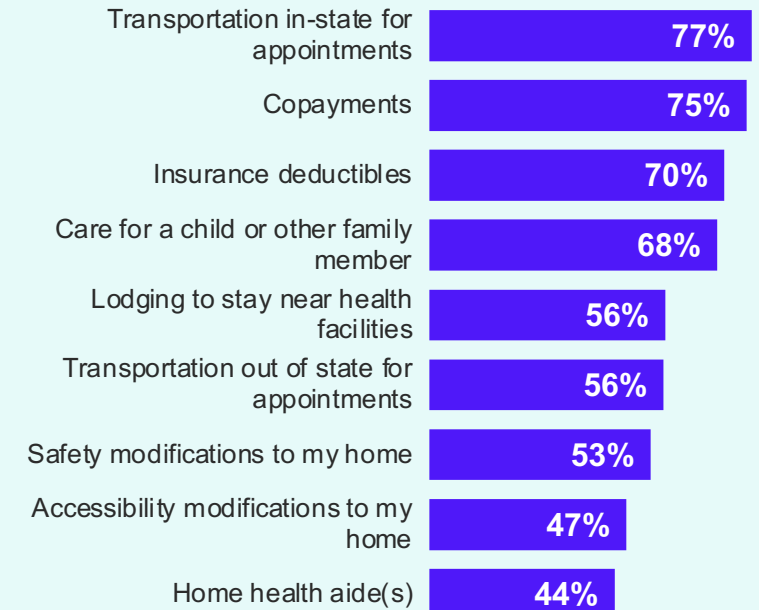
HAVE ENOUGH SAVINGS / EMERGENCY FUND TO COVER OUT-OF-POCKET EXPENSES (Among those who have savings/emergency fund)

Women with children who are decision-makers and are financially secure are more likely to be able to cover some expenses, but not all.



*Women with children who are decision-makers and are **not** financially secure are less likely to have an emergency fund than financially secure women with children.*

CONFIDENT THEY ARE ABLE TO COVER THE EXPENSES WITH SAVINGS/EMERGENCY FUND (Among those who have savings/emergency fund; % very + somewhat confident)





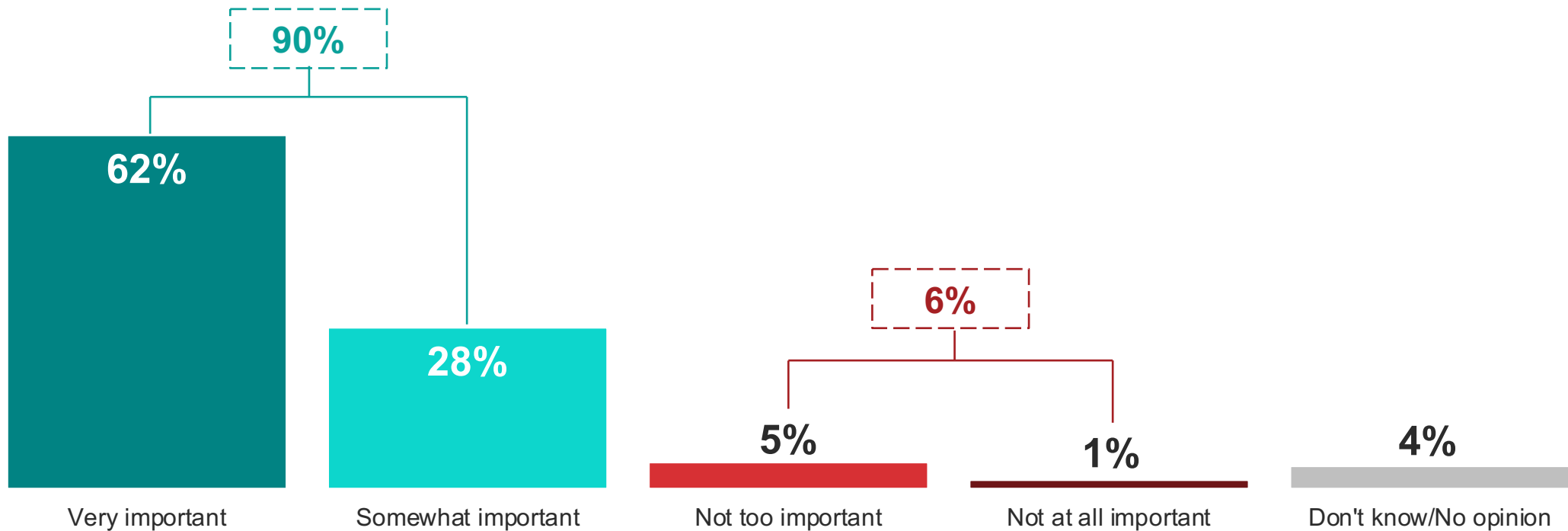
SECTION 2

SUPPLEMENTAL INSURANCE BENEFITS

SUPPLEMENTAL INSURANCE BENEFITS

Nearly all women with children state it is important to have the option of obtaining a type of insurance that protects them from medical expenses not covered by traditional health insurance.

How important (if at all) is it to **have the option** to obtain a type of insurance that protects you and your family from medical expenses not covered by your health insurance?

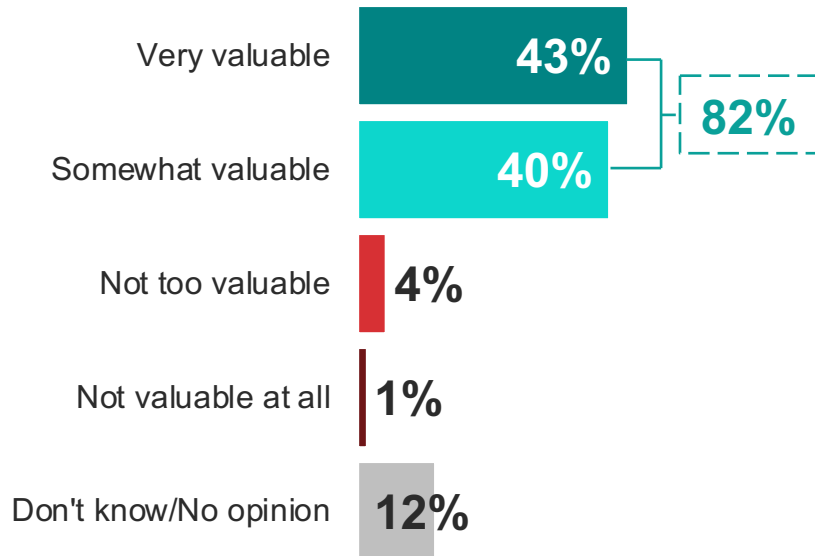


SUPPLEMENTAL INSURANCE BENEFITS

Among the more than four in five saying supplemental insurance benefits are valuable – nearly half state the insurance would be most helpful for covering copayments and insurance deductibles.

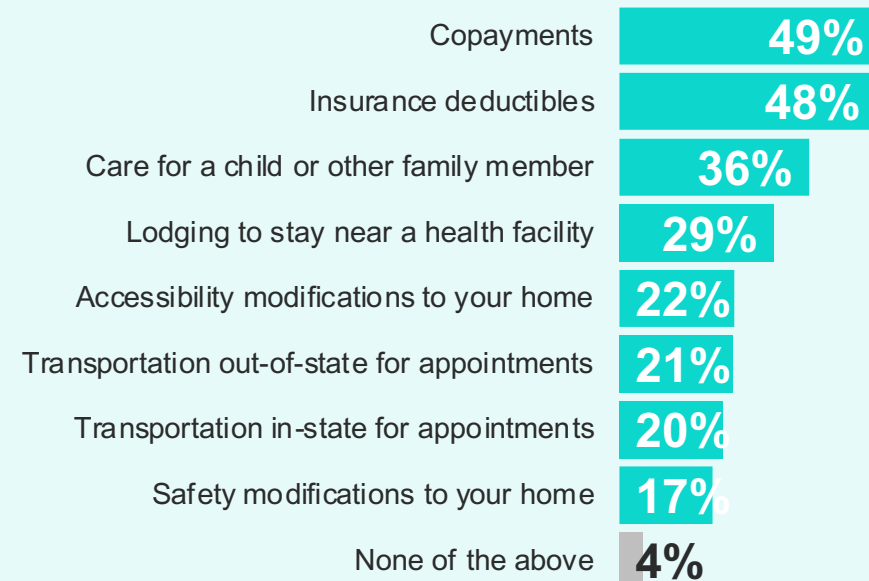
In your view, how valuable (if at all) are **supplemental insurance benefits**? // Which (if any) of the following would be most helpful for supplemental benefit insurance to cover if you or an immediate family member were unexpectedly diagnosed with a severe illness, disease, or injury? *Please select up to three.*

VALUE OF SUPPLEMENTAL INSURANCE BENEFITS (% Selected)



ITEMS THAT WOULD BENEFIT FINANCIALLY FROM SUPPLEMENTAL BENEFIT INSURANCE

(Among those who find supplemental insurance benefits valuable)



SUPPLEMENTAL INSURANCE BENEFITS

Of the 48% of working women with children whose employer doesn't offer supplemental insurance benefits, 77% find purchasing this benefit through their employer appealing.

Does your current employer offer supplemental insurance benefits? // Since not already offered by your employer, would the option to purchase supplemental benefits coverage through your employer or another household member's employer appeal to you? // You said your employer doesn't offer supplemental insurance benefits. Have you purchased a supplemental benefits policy on your own that protects you or an immediate family member who's unexpectedly diagnosed with a severe illness, disease, or injury?

EMPLOYER OFFER SUPPLEMENTAL INSURANCE BENEFITS

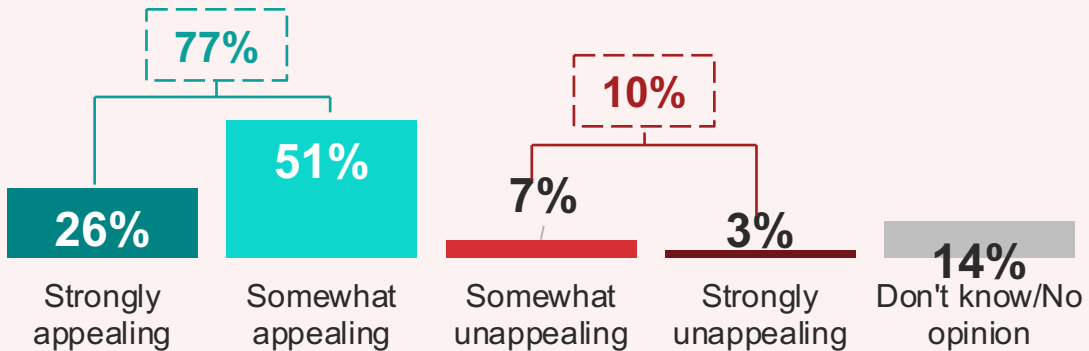
(Among women with children currently employed)

■ Yes ■ No ■ Don't know / No opinion



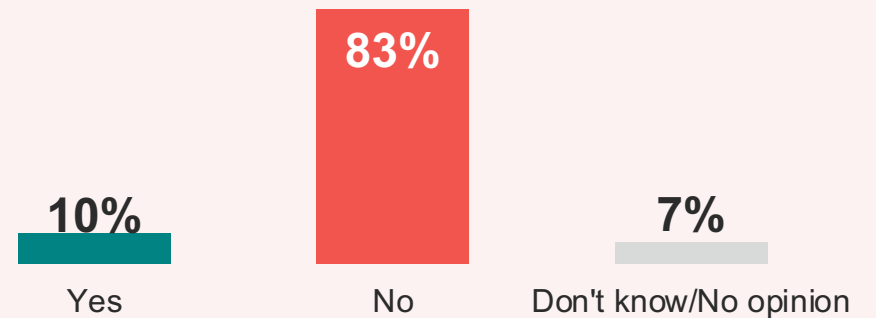
APPEAL TO PURCHASE SUPPLEMENTAL BENEFITS COVERAGE THROUGH EMPLOYER

(Among those currently employed and whose employer doesn't offer supplemental insurance benefits)



PURCHASED SUPPLEMENTAL BENEFITS POLICY ON THEIR OWN

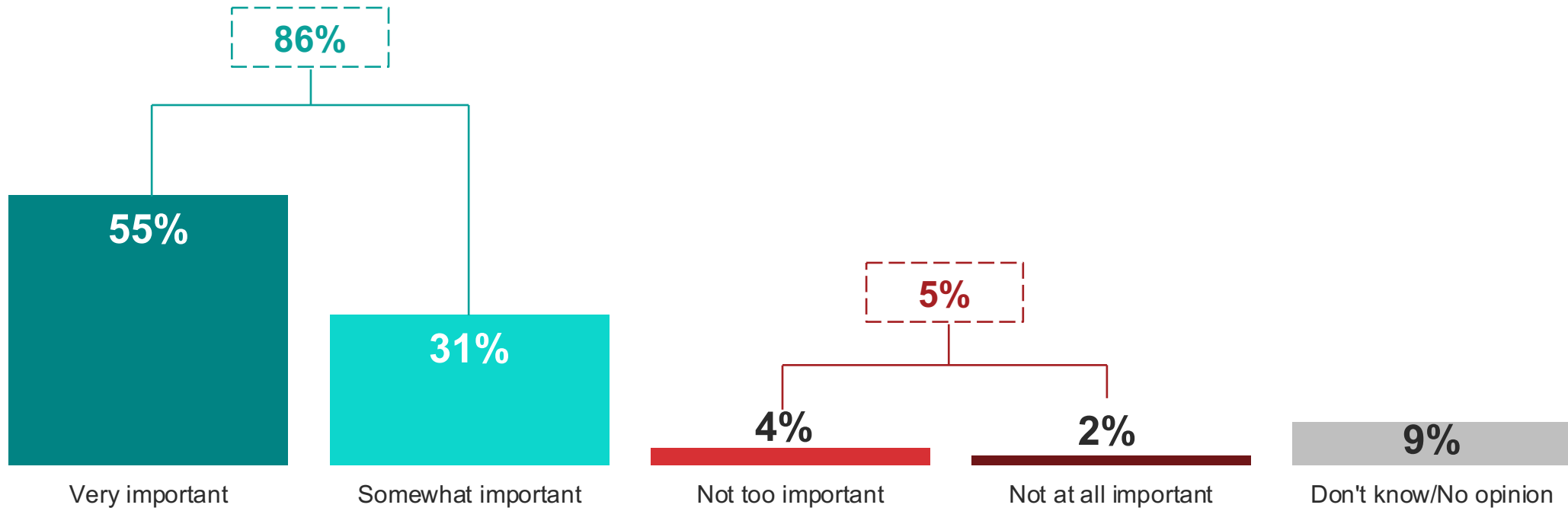
(Among those currently employed and whose employer doesn't offer supplemental insurance benefits)



SUPPLEMENTAL INSURANCE BENEFITS

The majority of women with children believe it is important that the federal government supports Americans' access to supplemental insurance benefits.

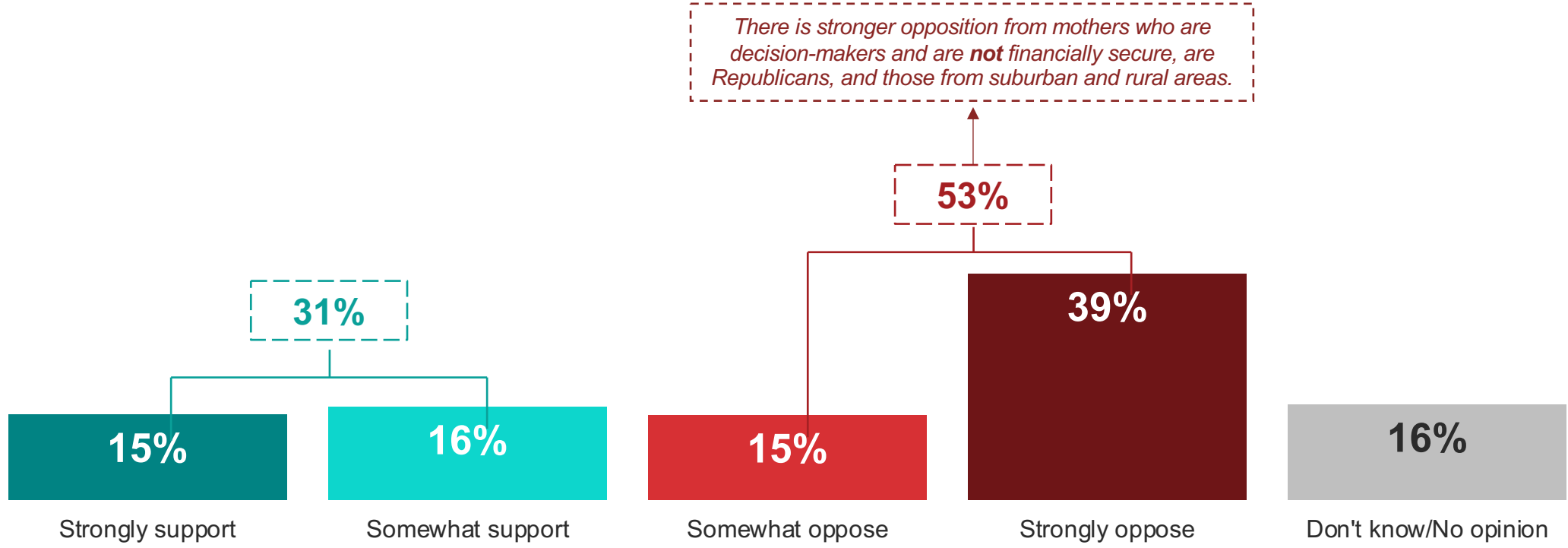
How important (if at all) is it that the federal government supports Americans' access to supplemental insurance benefits (like accident insurance, cancer insurance, critical illness insurance, and hospital indemnity insurance)?



SUPPLEMENTAL INSURANCE BENEFITS

Over half of women with children oppose the federal government's new regulation to take away supplemental insurance benefits.

The federal government is considering a new regulation that will effectively take away supplemental insurance benefits that help people cover expenses that are not covered by health insurance if you or an immediate family were unexpectedly diagnosed with severe illness, disease, or injury. This regulation will also change the way the insurance is structured and taxed. How much do you support or oppose this new federal regulation?

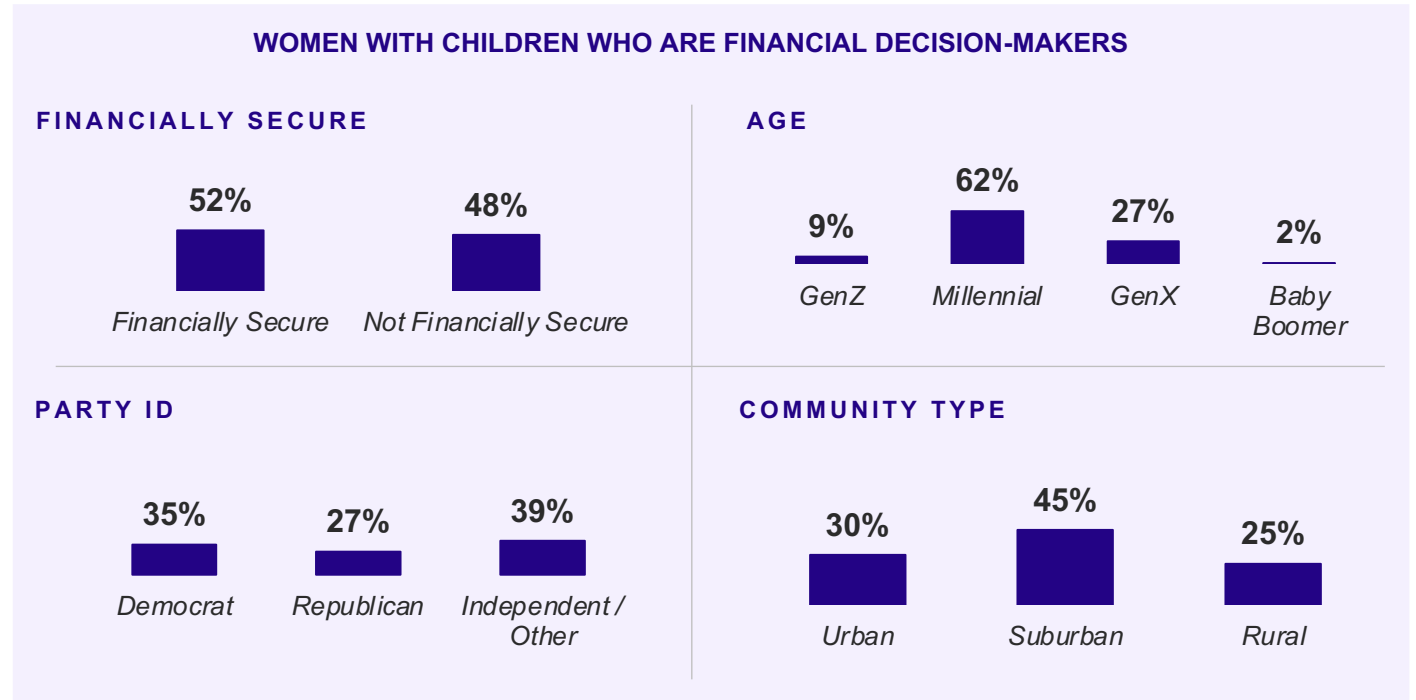
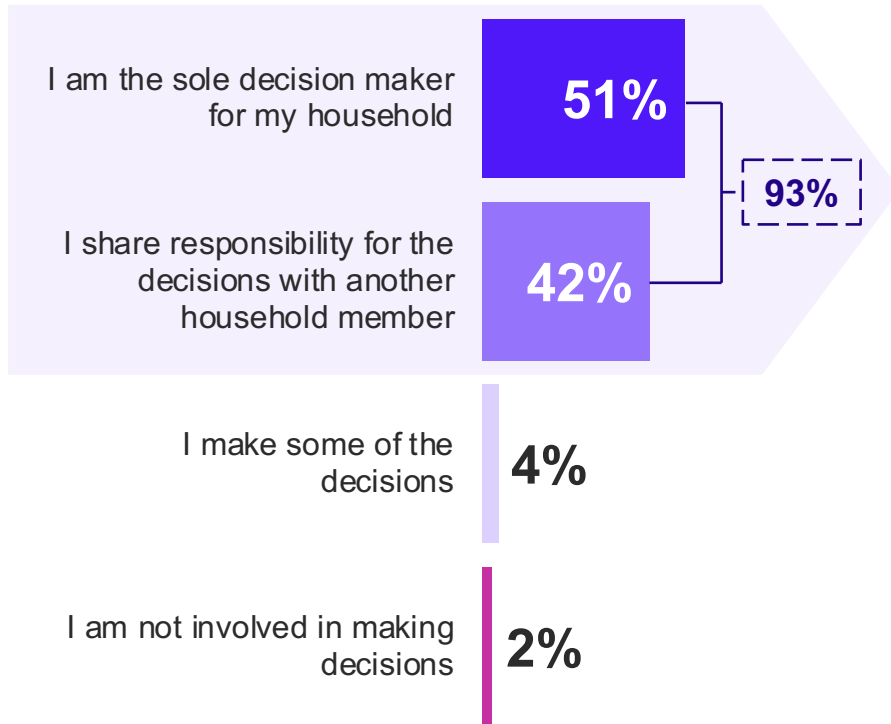


SECTION 4

APPENDIX

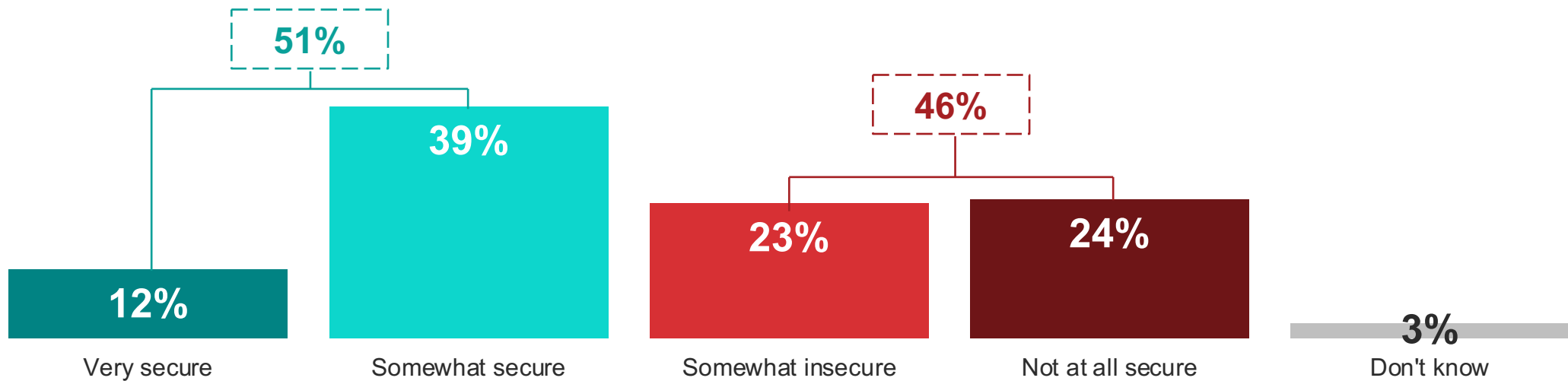
WOMEN WITH CHILDREN WHO ARE FINANCIAL DECISION-MAKERS

Which statement best describes your role in making spending and financial decisions for your household?



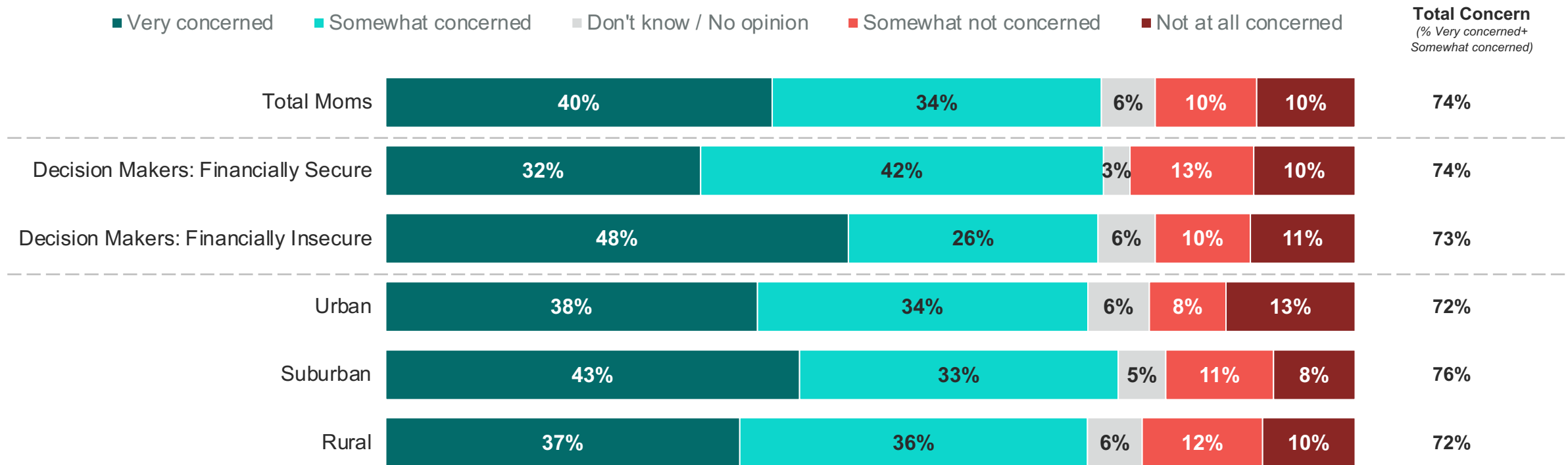
APPENDIX

Based on your current financial state, how financially secure do you feel?



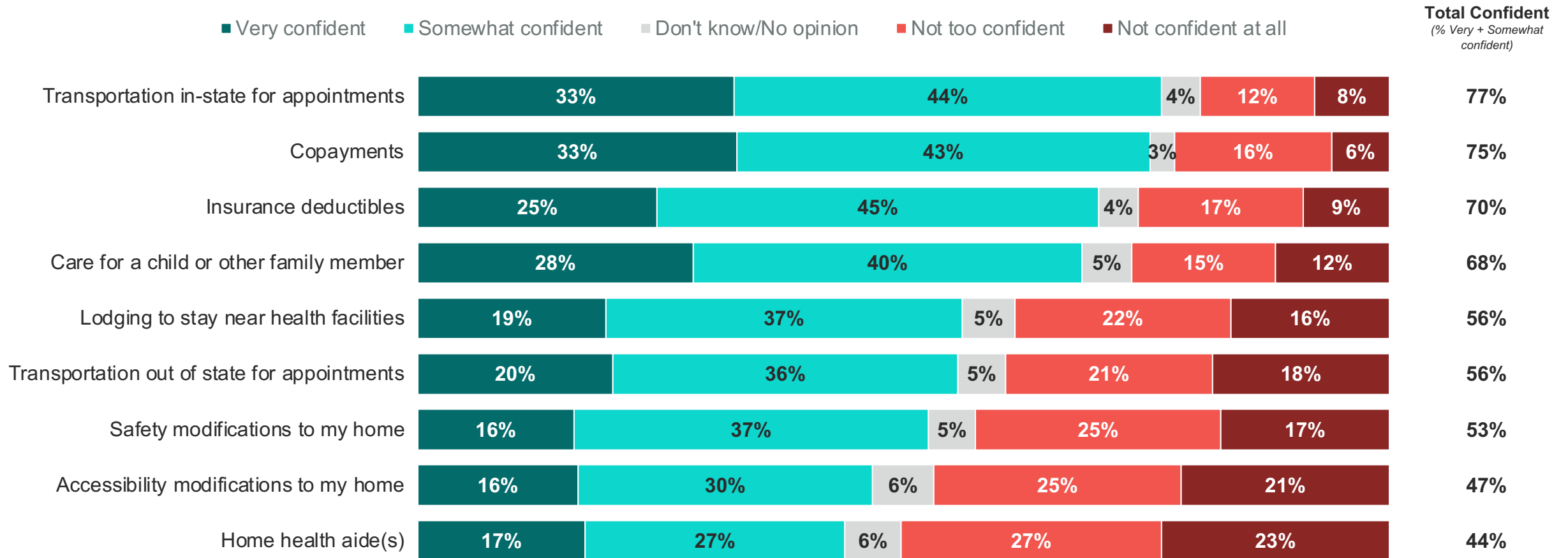
APPENDIX

How concerned are you about what the out-of-pocket costs of you or an immediate family member being unexpectedly diagnosed with a severe illness, disease, or injury would do to your household budget and savings?



APPENDIX

And, how confident, if at all, are you that you would be able to cover the following expenses with your savings or emergency fund if you or an immediate family member were unexpectedly diagnosed with a severe illness, disease, or injury?



APPENDIX

The federal government is considering a new regulation that will effectively take away supplemental insurance benefits that help people cover expenses that are not covered by health insurance if you or an immediate family were unexpectedly diagnosed with severe illness, disease, or injury. This regulation will also change the way the insurance is structured and taxed. How much do you support or oppose this new federal regulation

