COUNTRY Financial - May 2010 Trend Survey

		Total	Gender		Age					Race				Income						Married		Kids at Home		Own or Rent Home			
		Adults	Male	Female	18-29	30-39	40-49	50-64	65+	White	Black	Hispanic	Other	Under $20K	$20K-$40K	$40K-$60K	$60K-$75K	$75K-$100K	$100K+	Yes	No	Yes	No	Own	Rent	Neither	Not sure
Which is more important – making sure property, like your home and car, are insured or saving money for future financial needs, like your retirement or sending your kids to college...or are they equally important?	Protecting your current assets	27.9%	30.8%	25.3%	27.0%	27.8%	26.1%	24.4%	35.7%	27.9%	19.6%	37.7%	32.0%	35.3%	33.4%	28.0%	26.4%	27.6%	19.6%	28.5%	28.2%	27.3%	28.2%	28.2%	33.0%	8.3%	7.4%
	Planning for future needs	10.4%	12.3%	8.7%	17.3%	10.9%	9.5%	7.5%	7.6%	9.8%	14.6%	13.3%	7.1%	10.2%	9.7%	6.9%	11.8%	9.5%	10.1%	8.4%	12.8%	12.0%	9.4%	9.1%	16.4%	11.5%	2.7%
	They are both equally important	57.6%	52.3%	62.2%	50.6%	58.6%	61.6%	64.5%	49.0%	58.4%	58.7%	49.0%	53.3%	44.0%	52.6%	64.4%	61.2%	62.7%	69.8%	60.9%	51.2%	58.8%	56.8%	60.5%	42.2%	69.0%	12.5%
	Not sure	4.2%	4.6%	3.8%	5.1%	2.8%	2.8%	3.6%	7.7%	3.8%	7.1%	0.0%	7.6%	10.6%	4.4%	0.8%	0.7%	0.2%	0.5%	2.2%	7.8%	2.0%	5.5%	2.1%	8.4%	11.1%	77.4%

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Answerred Only BY Those Who Own a Home (2,330 respondents)		Adults	Male	Female	18-29	30-39	40-49	50-64	65+	White	Black	Hispanic	Other	Under $20K	$20K-$40K	$40K-$60K	$60K-$75K	$75K-$100K	$100K+	Yes	No	Yes	No	Own	Rent	Neither	Not sure
What percent of your current net worth is represented by the equity you have in your home?	More than 75%	20.7%	22.0%	19.5%	42.4%	18.4%	15.4%	16.6%	21.1%	20.1%	21.0%	29.8%	22.0%	30.3%	23.8%	22.2%	20.7%	14.3%	16.1%	19.0%	25.4%	21.3%	20.3%	20.7%	0.0%	0.0%	0.0%
	50%-75%	25.7%	26.8%	24.8%	15.5%	27.7%	27.1%	27.5%	24.8%	25.6%	22.3%	47.2%	17.7%	27.0%	26.4%	26.5%	25.5%	24.9%	26.3%	25.2%	24.8%	27.1%	24.8%	25.7%	0.0%	0.0%	0.0%
	25%-50%	21.1%	23.1%	19.2%	15.4%	17.4%	22.5%	26.2%	21.8%	21.4%	27.3%	8.3%	15.3%	15.8%	18.2%	22.9%	29.0%	25.1%	19.5%	22.4%	18.4%	19.1%	22.4%	21.1%	0.0%	0.0%	0.0%
	Less than 25%	15.2%	18.9%	11.9%	8.2%	17.2%	18.0%	15.5%	14.0%	15.8%	12.5%	8.1%	15.6%	12.8%	11.7%	9.6%	10.0%	22.9%	25.2%	16.2%	13.0%	14.8%	15.5%	15.2%	0.0%	0.0%	0.0%
	Not sure	17.3%	9.3%	24.5%	18.5%	19.3%	16.9%	14.2%	18.4%	17.0%	17.0%	6.7%	29.5%	14.0%	19.9%	18.8%	14.8%	12.8%	12.9%	17.2%	18.5%	17.8%	16.9%	17.3%	0.0%	0.0%	0.0%

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		Adults	Male	Female	18-29	30-39	40-49	50-64	65+	White	Black	Hispanic	Other	Under $20K	$20K-$40K	$40K-$60K	$60K-$75K	$75K-$100K	$100K+	Yes	No	Yes	No	Own	Rent	Neither	Not sure
How often do you review your insurance to determine if the coverage you have is adequate to protect your home, car and other property?	Once a year	56.5%	55.9%	56.9%	57.2%	55.0%	48.4%	57.0%	62.1%	57.9%	53.9%	46.1%	52.5%	43.8%	60.4%	60.4%	62.1%	61.3%	60.8%	59.2%	51.3%	57.8%	55.6%	61.0%	42.6%	37.6%	13.7%
	Every two years	15.1%	17.5%	13.1%	14.3%	15.9%	18.9%	15.0%	12.6%	15.6%	12.5%	9.2%	20.3%	13.5%	13.5%	15.9%	19.1%	11.7%	20.7%	17.0%	11.7%	16.6%	14.2%	16.5%	12.4%	5.9%	0.0%
	Every three years	9.3%	9.8%	8.9%	5.9%	10.2%	13.5%	10.1%	7.4%	9.5%	8.0%	14.6%	3.7%	6.6%	10.9%	8.7%	7.5%	16.1%	6.9%	10.4%	6.8%	10.3%	8.7%	9.9%	7.5%	6.7%	6.6%
	Never	13.4%	12.3%	14.4%	17.7%	14.4%	12.2%	11.8%	10.3%	12.3%	18.3%	27.6%	5.0%	25.1%	11.0%	9.0%	10.1%	9.4%	8.5%	9.6%	20.6%	11.1%	14.8%	8.4%	27.5%	41.9%	26.7%
	Not sure	5.7%	4.5%	6.7%	4.9%	4.4%	7.0%	6.1%	7.7%	4.7%	7.4%	2.5%	18.5%	11.0%	4.3%	6.0%	1.2%	1.6%	3.0%	3.8%	9.7%	4.2%	6.7%	4.2%	10.1%	7.9%	53.0%

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		Adults	Male	Female	18-29	30-39	40-49	50-64	65+	White	Black	Hispanic	Other	Under $20K	$20K-$40K	$40K-$60K	$60K-$75K	$75K-$100K	$100K+	Yes	No	Yes	No	Own	Rent	Neither	Not sure
How confident are you that you're carrying enough insurance to protect against legal damages in the event of an auto or home accident?	Very confident	46.2%	51.0%	42.1%	46.7%	45.5%	39.5%	46.6%	50.5%	47.3%	46.2%	39.6%	38.9%	29.0%	37.3%	48.8%	53.4%	54.6%	64.0%	49.3%	38.2%	45.4%	46.7%	52.5%	25.9%	21.6%	5.0%
	Somewhat confident	34.5%	32.3%	36.4%	21.6%	36.3%	39.4%	38.1%	36.0%	36.8%	24.7%	20.0%	37.0%	22.6%	42.3%	42.2%	33.9%	37.0%	30.4%	37.4%	30.2%	33.6%	35.1%	36.5%	26.5%	33.2%	10.4%
	Not very confident	11.8%	11.4%	12.2%	18.9%	13.2%	12.9%	7.8%	7.7%	10.1%	15.5%	25.4%	13.5%	26.5%	15.4%	5.6%	7.4%	6.6%	4.8%	8.7%	18.0%	13.4%	10.8%	7.4%	28.4%	26.1%	7.5%
	Not at all confident	4.6%	4.0%	5.1%	10.6%	3.8%	4.1%	3.4%	2.1%	3.3%	10.5%	8.6%	7.1%	17.2%	2.1%	2.3%	2.3%	0.3%	0.2%	2.4%	9.3%	5.4%	4.1%	1.6%	14.0%	11.1%	67.4%
	Not sure	2.9%	1.2%	4.3%	2.2%	1.3%	4.2%	4.1%	3.8%	2.5%	3.2%	6.5%	3.5%	4.8%	2.9%	1.2%	3.0%	1.6%	0.6%	2.1%	4.3%	2.2%	3.2%	2.0%	5.2%	8.0%	9.7%

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		Adults	Male	Female	18-29	30-39	40-49	50-64	65+	White	Black	Hispanic	Other	Under $20K	$20K-$40K	$40K-$60K	$60K-$75K	$75K-$100K	$100K+	Yes	No	Yes	No	Own	Rent	Neither	Not sure
Which of these is the biggest financial priority in your life?	Having enough money to pay monthly bills	53.1%	49.1%	56.5%	56.3%	59.7%	52.0%	45.8%	49.6%	53.2%	44.7%	69.3%	50.4%	65.8%	65.3%	56.2%	51.4%	55.0%	33.2%	53.5%	54.2%	59.2%	49.2%	51.2%	64.5%	42.3%	56.9%
	Saving for a secure retirement	16.6%	21.5%	12.4%	12.1%	13.9%	18.7%	24.7%	12.0%	18.6%	12.3%	7.6%	8.7%	8.2%	9.6%	14.2%	20.3%	17.0%	37.6%	18.8%	11.8%	13.7%	18.5%	19.1%	8.1%	8.2%	1.1%
	Saving for a childs education	2.8%	4.0%	1.7%	5.0%	3.3%	4.3%	1.5%	0.8%	2.2%	6.5%	0.6%	5.1%	5.0%	2.2%	1.2%	0.3%	1.3%	5.7%	2.2%	4.2%	4.1%	2.0%	2.5%	3.7%	4.0%	0.0%
	Having the right level of insurance protection on assets	2.3%	1.6%	2.9%	2.4%	2.0%	1.6%	2.1%	3.6%	1.6%	4.3%	5.2%	5.0%	1.1%	3.9%	1.3%	1.3%	0.9%	4.7%	2.7%	1.8%	1.7%	2.7%	2.1%	1.1%	5.5%	24.0%
	Having enough life insurance	2.2%	2.1%	2.2%	2.4%	2.6%	1.0%	2.0%	2.1%	2.1%	3.1%	1.9%	1.6%	1.6%	2.3%	2.2%	0.7%	5.2%	0.5%	2.5%	1.1%	3.1%	1.6%	2.5%	1.4%	0.5%	0.0%
	Having right long term care	1.4%	1.4%	1.4%	0.9%	0.4%	1.0%	1.0%	4.7%	1.7%	0.2%	0.3%	0.9%	1.1%	1.4%	2.0%	0.9%	0.8%	0.3%	1.2%	1.9%	0.1%	2.2%	1.5%	1.0%	0.6%	3.1%
	Having adequate health insurance	3.9%	3.8%	4.0%	1.7%	2.2%	3.0%	5.4%	7.4%	4.4%	3.2%	0.6%	1.8%	4.4%	3.2%	4.1%	5.5%	2.6%	3.4%	3.5%	4.8%	1.1%	5.6%	3.7%	4.7%	3.9%	3.9%
	Some other priority	5.2%	6.9%	3.7%	9.1%	3.7%	5.6%	4.9%	4.3%	4.2%	7.1%	2.9%	16.2%	3.8%	2.2%	4.7%	5.8%	5.0%	9.0%	4.1%	6.2%	4.5%	5.6%	5.2%	3.7%	9.8%	5.2%
	Not sure	12.6%	9.6%	15.2%	10.2%	12.2%	12.9%	12.7%	15.6%	12.0%	16.6%	11.5%	10.3%	9.0%	9.9%	14.1%	13.7%	12.2%	5.8%	11.5%	13.9%	12.6%	12.6%	12.0%	11.7%	25.2%	5.8%