

Saturday

How Americans are spending their time during the Coronavirus Pandemic

Results from a recent survey completed by Saturday Insurance and PSB Research

April 14, 2020

www.saturdayinsurance.com

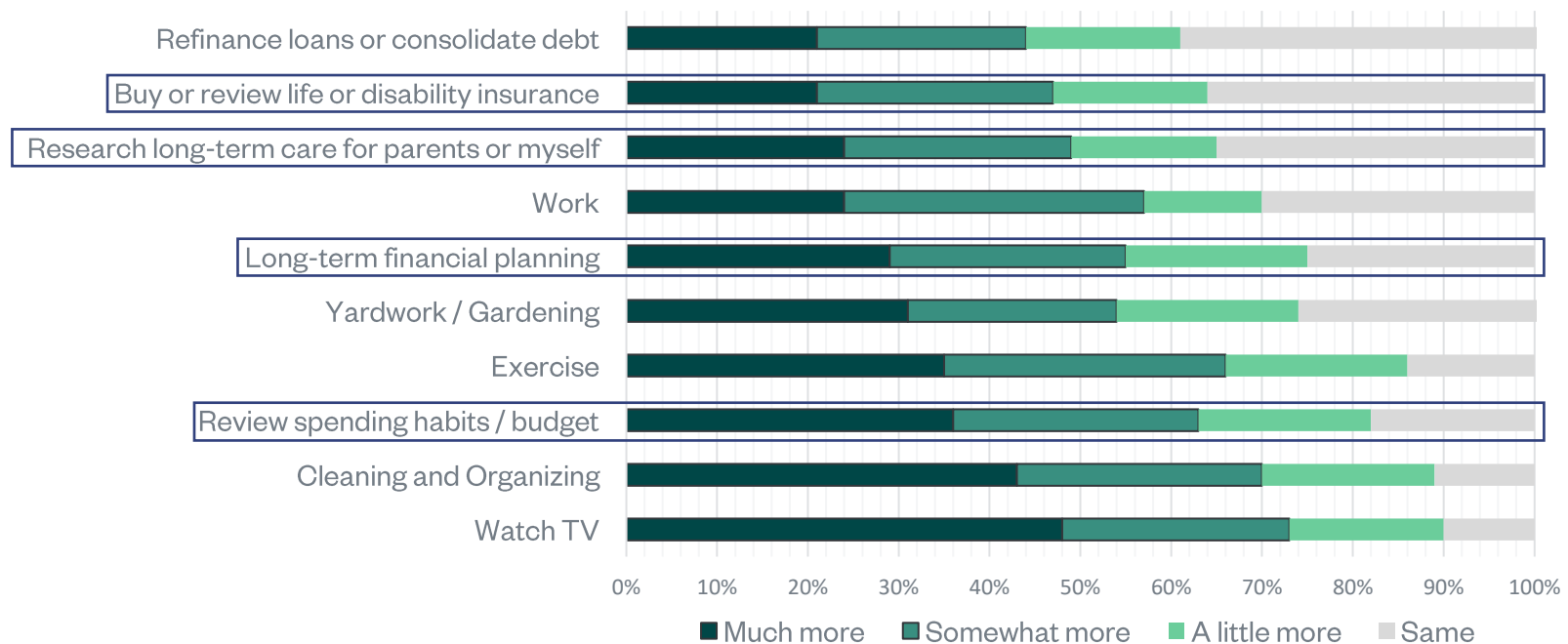
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In the face of a pandemic and economic crisis, younger adults are spending time at home planning for the future

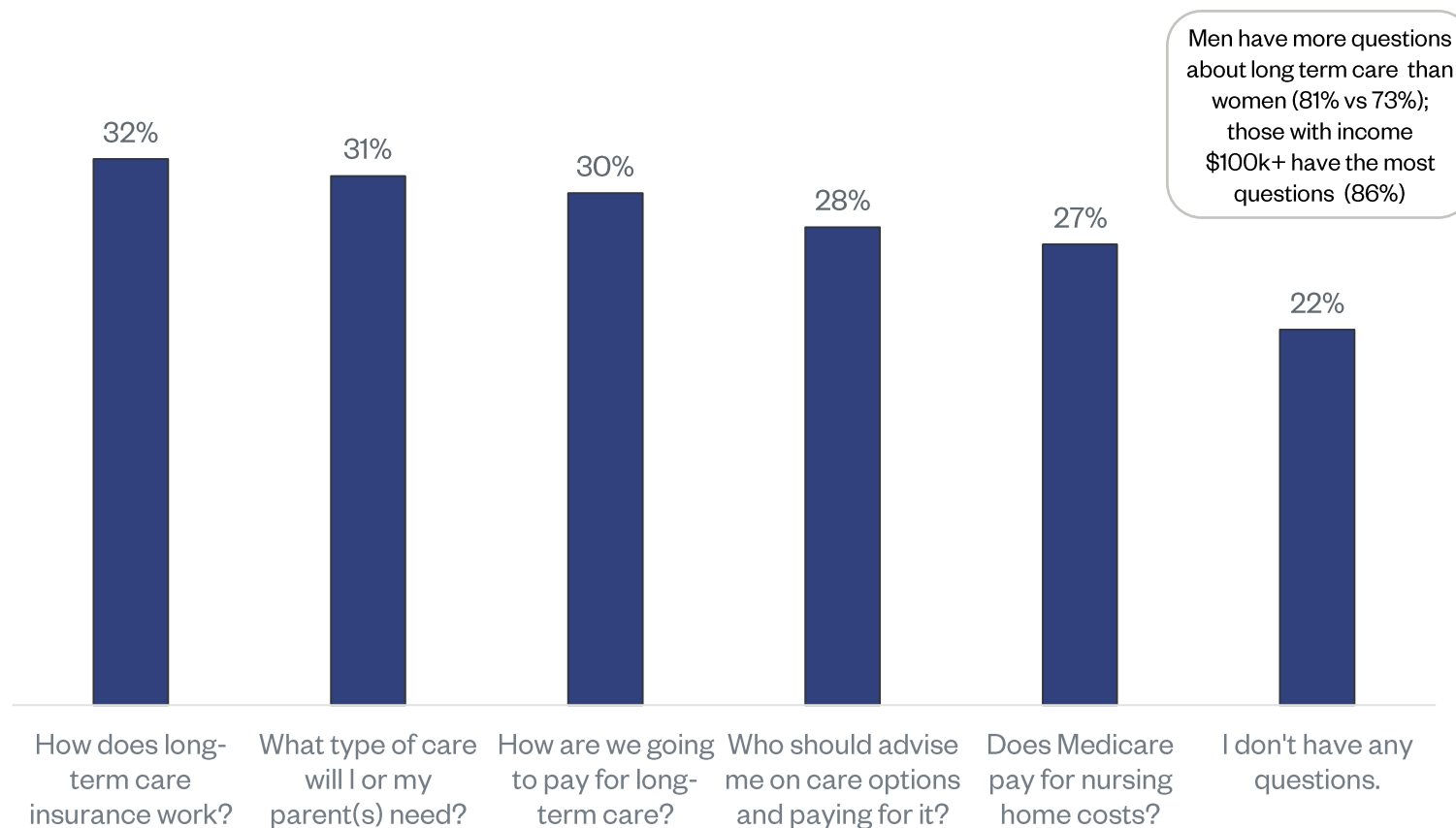
Nearly half of young-adults report researching long-term care options

Now that you are spending more time at home due to the coronavirus, how much more likely are you to do each of the following?
(responses from 25-34 year olds)



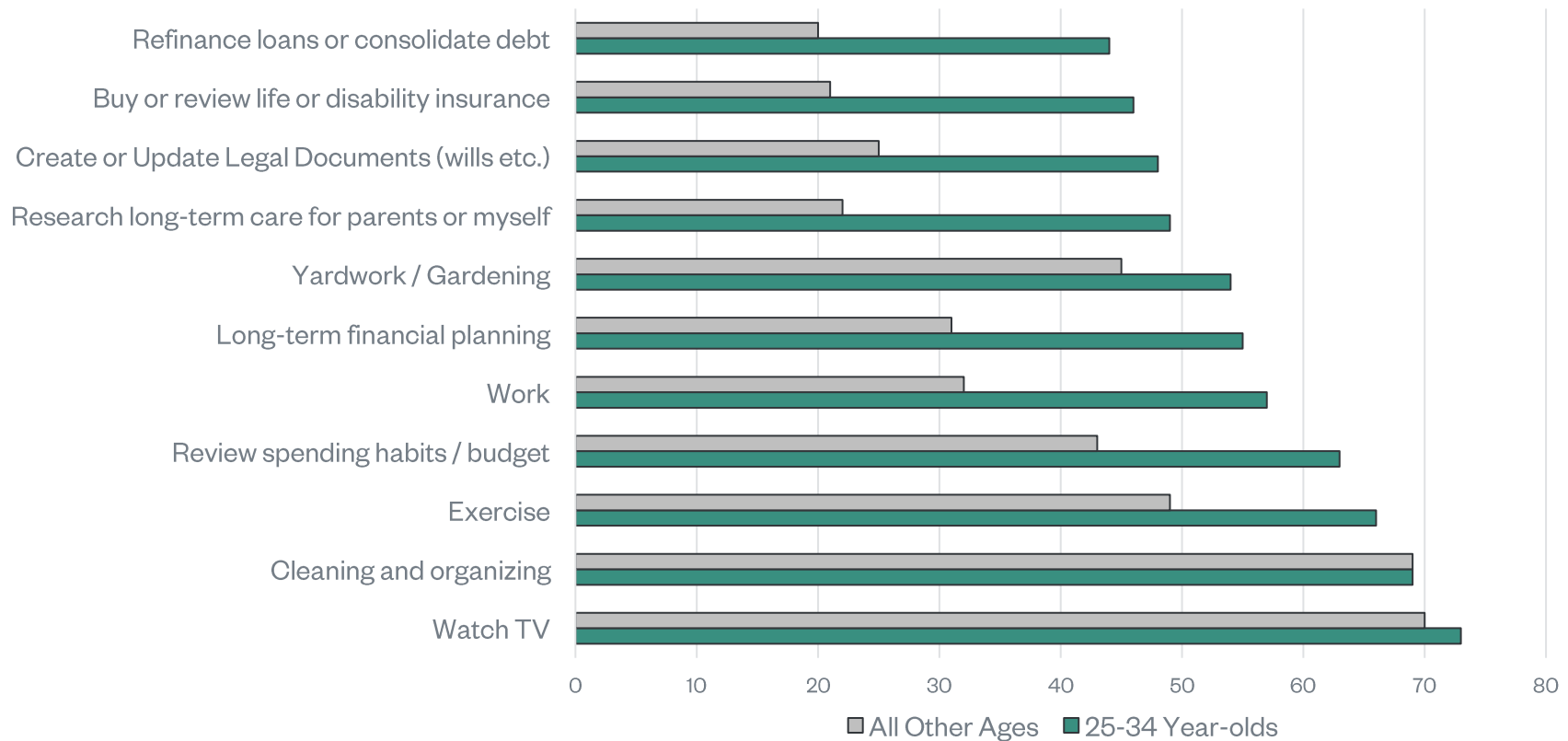
People looking into long-term care have many questions

What questions, if any, do you have about long-term care?
(Among those much more or somewhat more likely to research long-term care options)



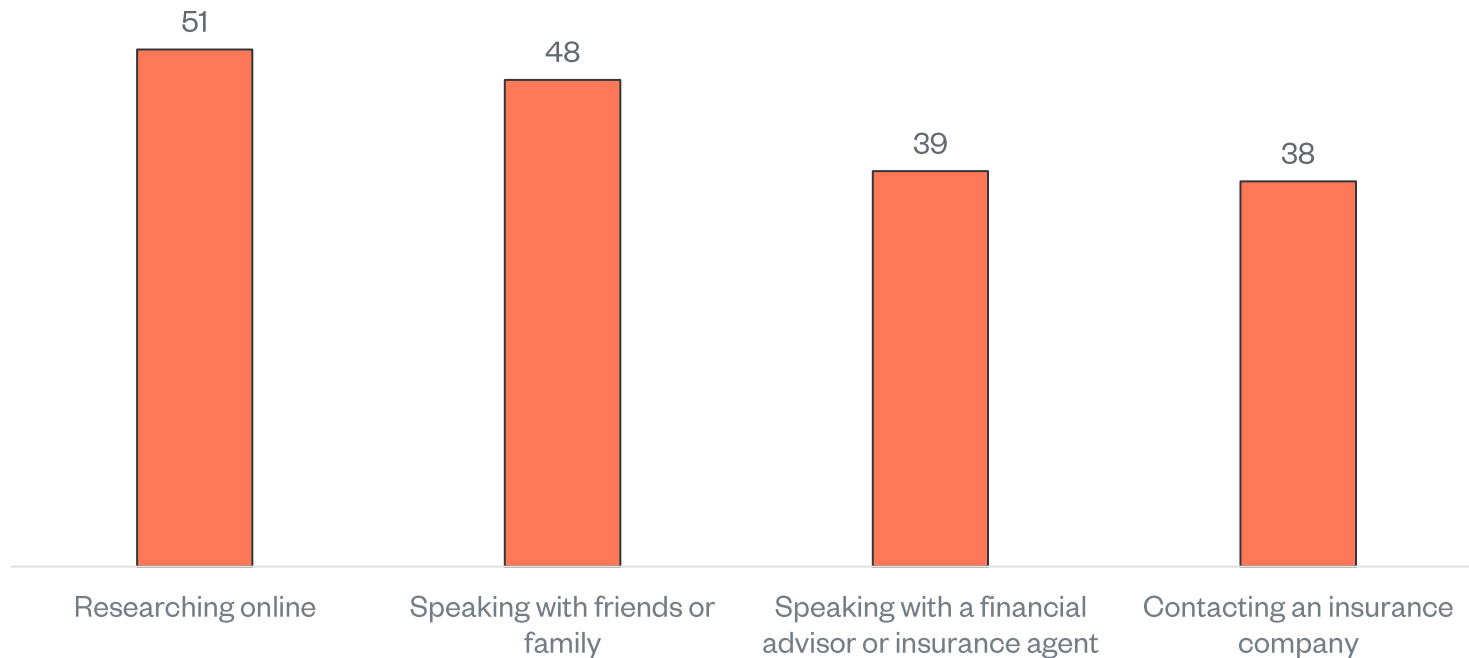
Young adults are spending more time on finances and work than other Americans

Now that you are spending more time at home due to the coronavirus, how much more likely are you to do each of the following?
(Much more plus somewhat more likely)



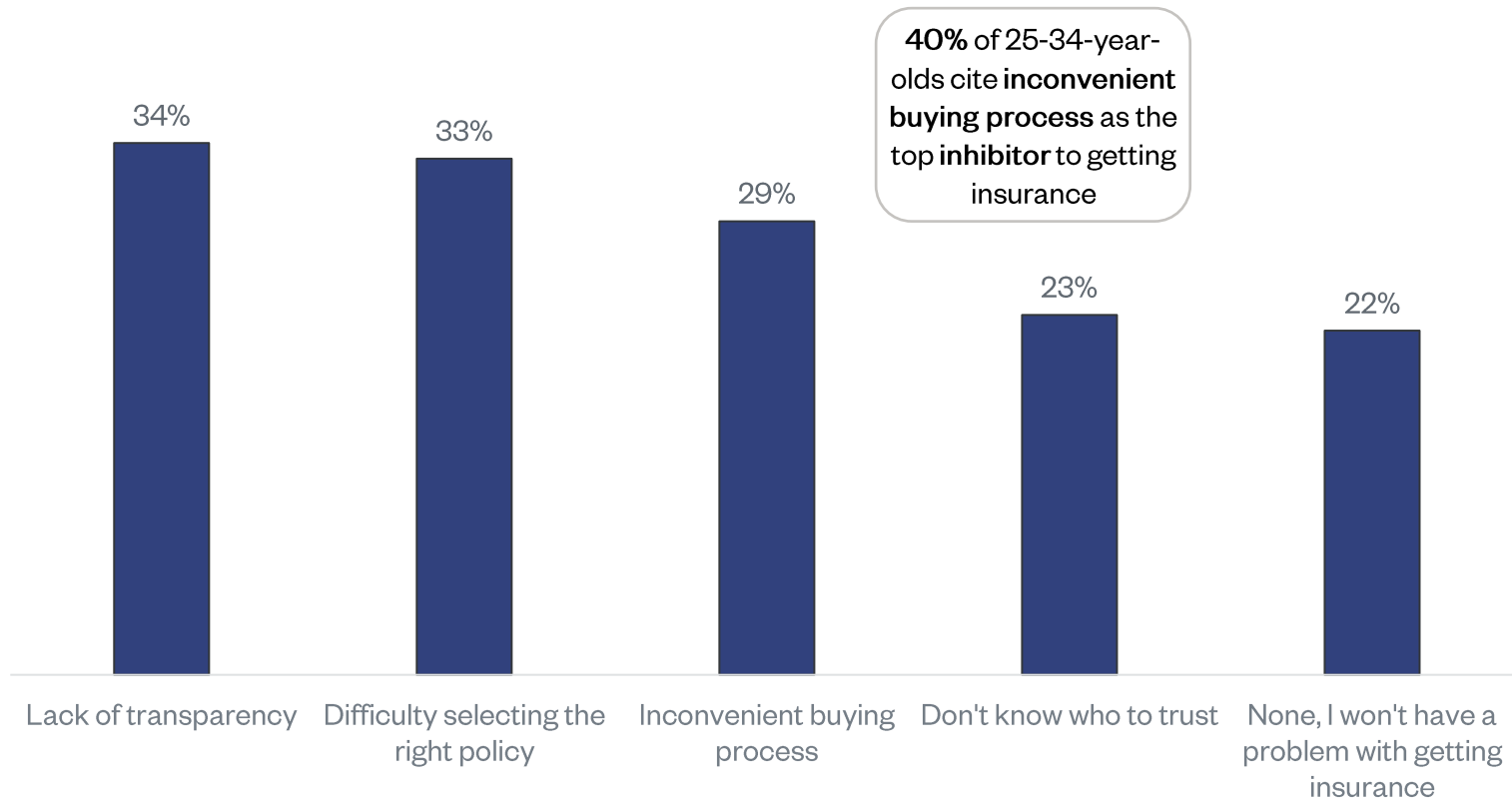
People who are looking into buying or reviewing insurance are more likely to do their own research or talk to friends and families rather than professionals

What steps are you taking to buy or review insurance coverage?
(Among those much more or somewhat more likely to review or buy insurance)



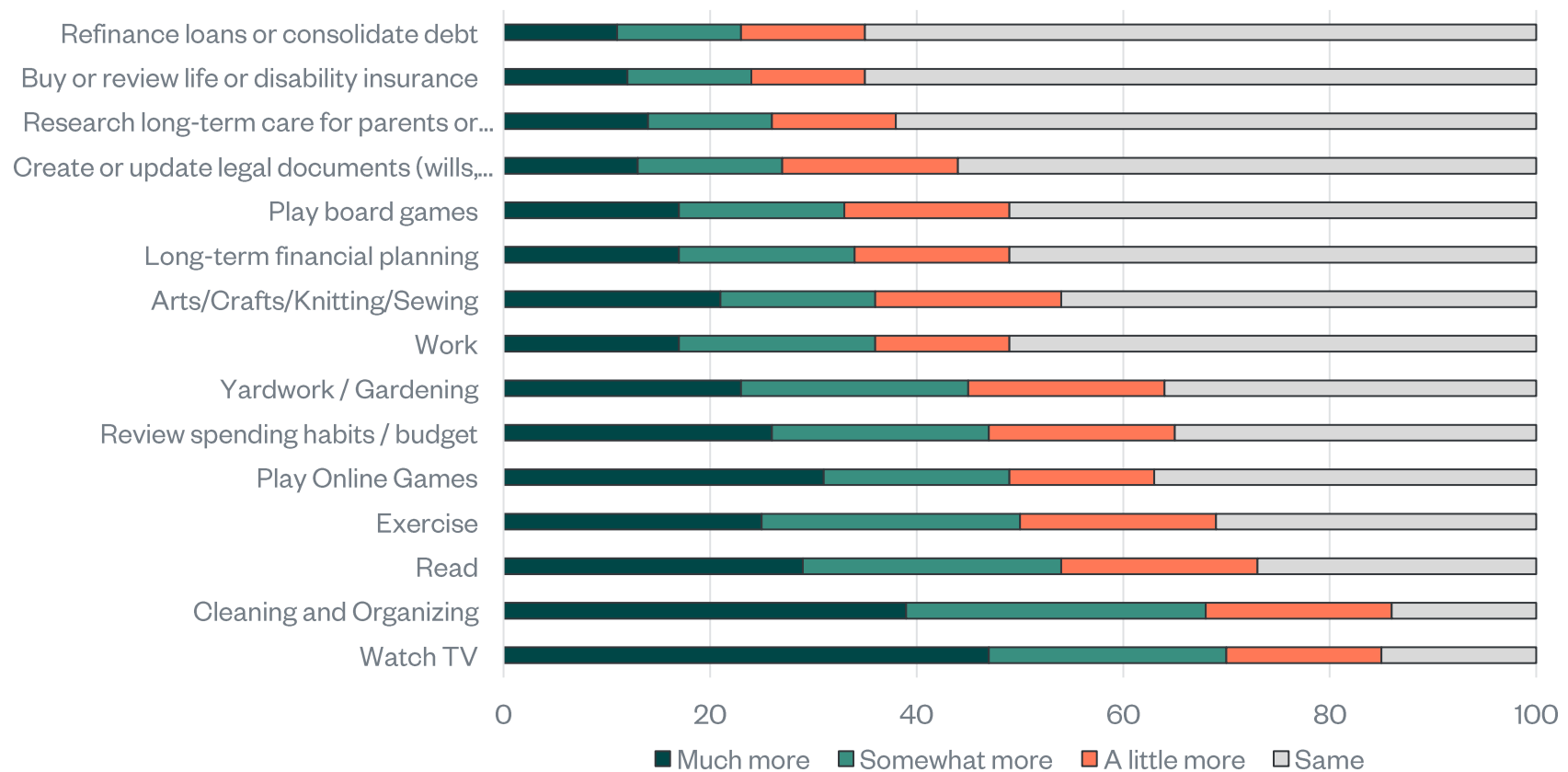
Among those looking into buying or reviewing insurance, about a third feel it is difficult to select the right policy, there is a lack of transparency, and an inconvenient buying process

Which, if any, of the following do you consider inhibitors to getting insurance?
(Among those much more or somewhat more likely to review or buy insurance)



Americans are doing more than just watching TV; a sizable share are more likely to be planning for the future as a result of the coronavirus

Now that you are spending more time at home due to the coronavirus, how much more likely are you to do the following?
(all Americans)



Methodology

PSB conducted an online, quantitative survey among 1,000 members of the US General Population over age 18. Research was conducted on April 2, 2020. The sample is representative of the US national population, per the US Census.

Audience	N-size	Margin of Error
General Population	1,000	+/- 3.10%

Saturday Insurance

Saturday Insurance is an online independent insurance agency founded by long-time insurance executives, CEO Dennis Ho and COO Chris Cheng, based on their passionate belief that having the right insurance helps people live happier lives.

Their mission is to make insurance simple, transparent and affordable for all. They designed the Saturday Insurance experience to be different, with no commissioned agents, transparency throughout the purchase process, and personalized, unbiased advice from experts. It is a modern, independent agency that is redefining the experience of choosing the right protection for one's family.

Saturday Insurance is licensed in all 50 states and the District of Columbia. CEO Dennis Ho has authored financial articles for Kiplinger, the HumbleDollar and Advisor Magazine, among others.

LinkedIn profiles for the team can be found here:

Dennis Ho: <https://www.linkedin.com/in/dennisho/>

Chris Cheng: <https://www.linkedin.com/in/chris24364/>