

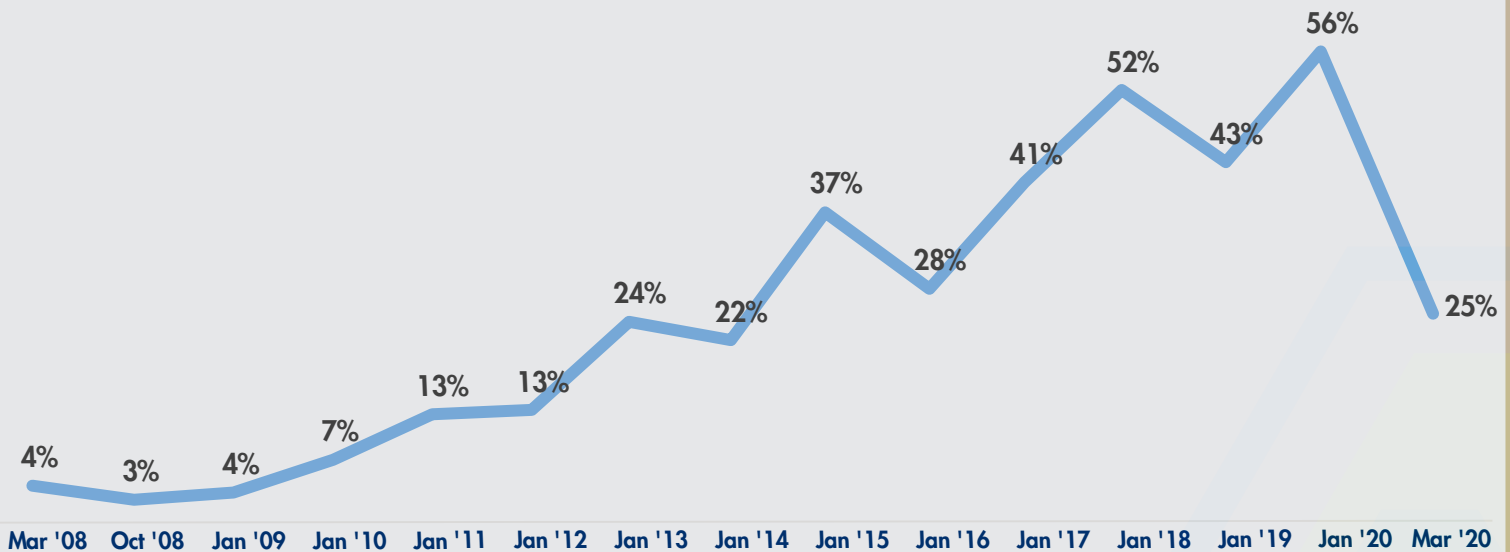
# Coronavirus (COVID-19)

## Consumer Views on the Economy

*This special edition of LIMRA's Consumer Sentiment Survey examines current perspectives on the U.S. economy and the pandemic's impact.*

### Consumer Sentiment

*Adult U.S. Consumers With a "Very Favorable" or "Somewhat Favorable" Opinion of the Economy*



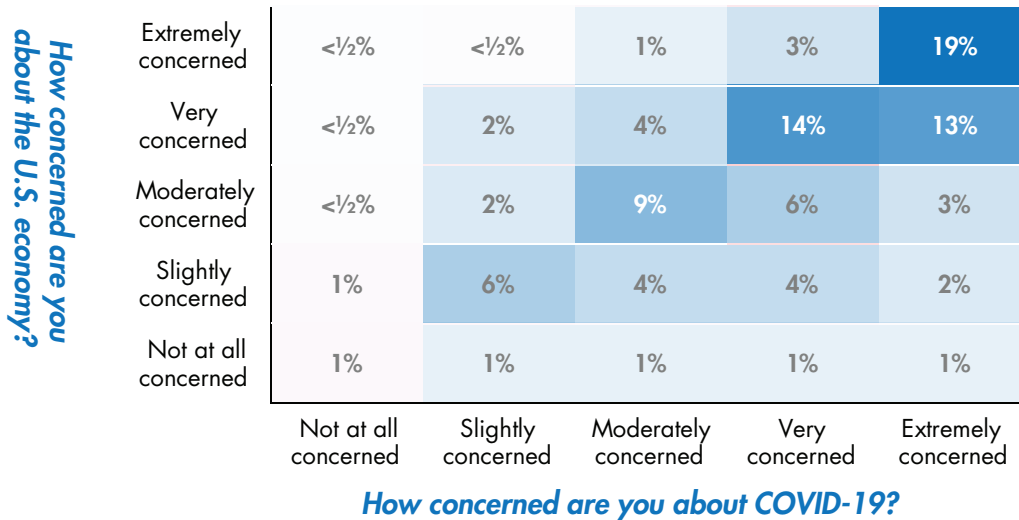
**More than half of consumers are very or extremely concerned about the U.S. economy.**



■ Not at all concerned    ■ Slightly concerned    ■ Moderately concerned  
■ Very concerned    ■ Extremely concerned

# The Coronavirus Connection

## COVID-19 and economic worries tend to go hand in hand.



## Coronavirus is impacting confidence in personal financial security.

*2 in 3 consumers are very or extremely concerned about how COVID-19 may impact one or more specific financial issues.*

**49%**

Household's long-term financial security

**45%**

Access to medical care

**44%**

Ability to work (short-term)\*

**44%**

Household's short-term financial security

**42%**

Job security (long-term)\*

**40%**

Access to food and other necessities

\*Full- and part-time workers only

### About the Research

First initiated in early 2008 to gauge consumer opinion of the economy and the financial services industry, LIMRA's Consumer Sentiment Survey continues to monitor Americans' confidence levels and perspectives on the economy.

Survey dates: March 25 and 26, 2020

Responses: 3,000 (aged 18 or older, weighted to the U.S. general population)

### This Moment in History

At the time this study was fielded, 55,200 cases of COVID-19 were reported in the United States, including 802 deaths. Thirty-two states had implemented some form of "stay at home" advisory or order, virtually all schools were closed through April, and the U.S. government's "15 days to stop the spread" campaign was in its final days. The number of COVID-19 cases had begun soaring in recent days, due to the wider availability of testing kits. The U.S. Senate had just passed a \$2 trillion economic stimulus bill, and the Dow Jones Industrial Average logged its best session since 1933. The president advocated for easing restrictions, wanting the country "opened up and just raring to go by Easter [April 12]."

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