



# COVID-19 Remains Top of Mind

## U.S. Life Insurance Ownership Trends

### COVID-19 Continues to Impact Americans

Half of Americans say they are very worried about COVID-19



**For 1 in 3 Americans**, financial stress is higher due to the pandemic.

#### Financial stress is higher for:

Women with children under 18 years  
**50%**

People under 50 years  
**42%**

Not working non-retirees  
**44%**

**31% of consumers** continue to say they are more likely to purchase life insurance due to the pandemic.

#### The impact of the pandemic is highest among:

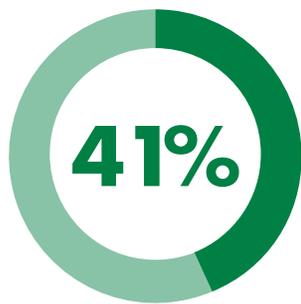
Millennials  
**44%**

Black Americans  
**38%**

Hispanics  
**37%**

Overall, purchase intent is at a record high. **37% of Americans** plan to buy life insurance this year.

### More Americans Recognize the Need for Life Insurance



Americans who say they need (or need more) life insurance coverage. This represents 106 million U.S. adults.

Sources: 2022 Insurance Barometer Study, LIMRA and Life Happens. *Consumer Sentiment in the Time of COVID-19*, LIMRA, January 2022. *Let's Talk Life — Why Do Consumers Live With a Life Insurance Need Gap?*, LIMRA, 2021.

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