

# Understanding the Hispanic Market

Consumer insights to inform your marketing, product, and distribution strategy

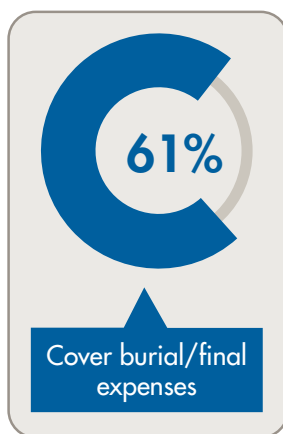
#HelpProtectOurFamilies

## Size of the Market

- There are more than 43 million Hispanic adults in the United States, a 32 percent increase since 2010. Just 42 percent of Hispanics — 18.2 million adults — report owning life insurance, down 13 points since 2012.
- More than half of Hispanic consumers (51 percent) live with a coverage gap, which represents a market opportunity of nearly 22 million adults.
- Forty-two percent of uninsured Hispanic consumers say they plan to buy coverage in 2022.

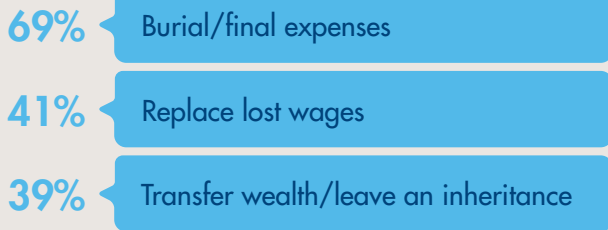
## Hispanic Consumers' Perceptions

- More than half of Hispanic Americans (54 percent) said COVID-19 made them more health conscious and 37 percent said they were more likely to purchase life insurance coverage as a result of the pandemic.
- Hispanic Americans who own individual coverage are more likely to own permanent coverage (66 percent) than term coverage (49 percent). The top three ways Hispanic consumers plan to use the cash value account are:

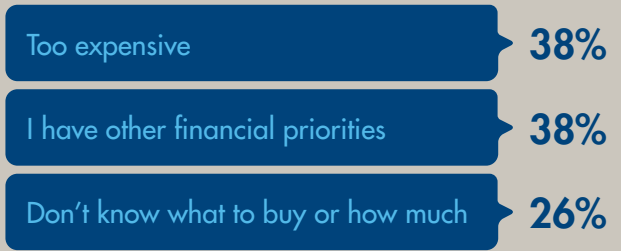


- Hispanic Americans are more likely than the general population to say they wish they purchased life insurance coverage earlier in life (46 percent versus 39 percent).
- Knowledge about life insurance is low for Hispanic Americans. Fewer than 3 in 10 Hispanic consumers feel knowledgeable about life insurance and three quarters overestimated the cost of life insurance.

## Major Reasons for Owning Life Insurance



## Major Reasons for Not Buying Life Insurance

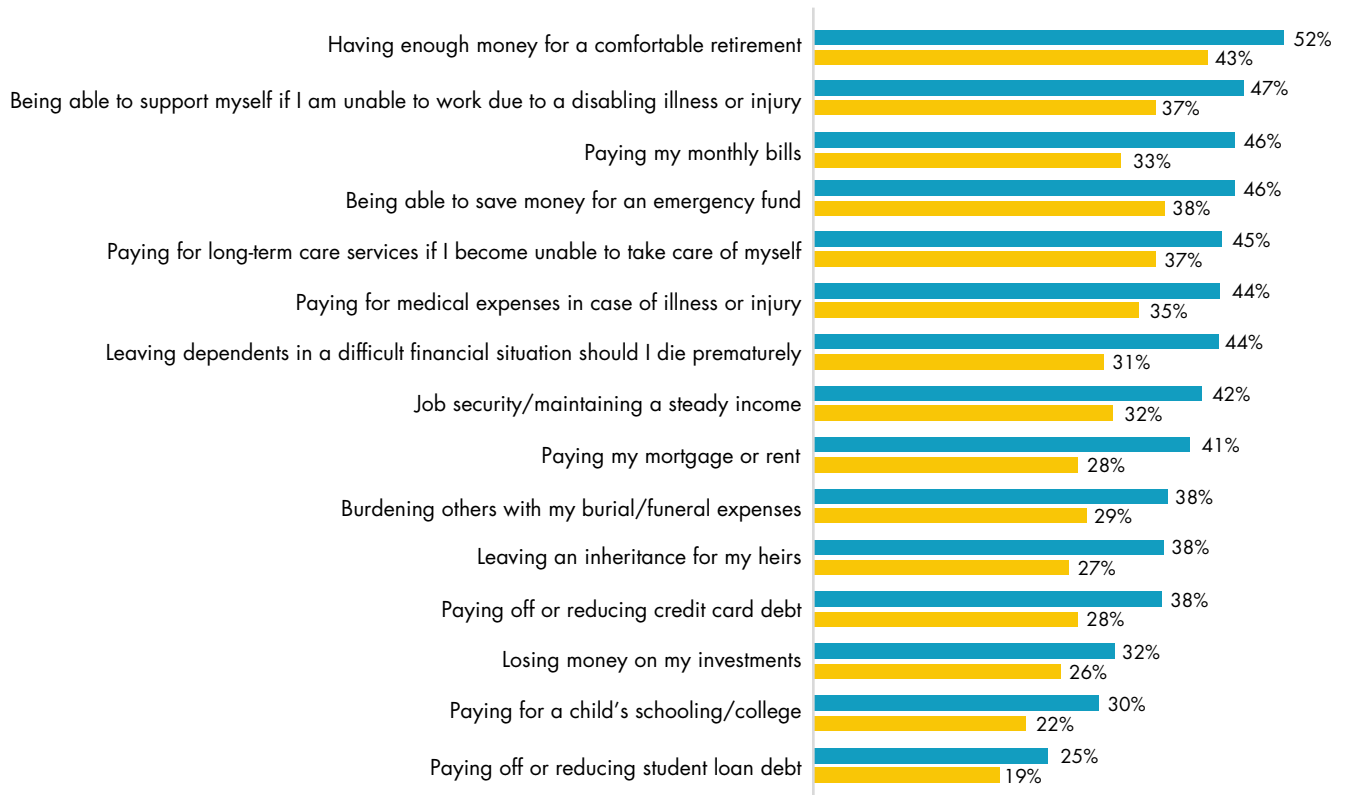


## Hispanic Consumers Express Higher Financial Concerns

Overall, Hispanic Americans express significantly greater financial concerns than the general population. With this in mind, it is important for carriers and financial professionals to illustrate how life insurance can help support other financial priorities.

### Hispanic Americans Express Greater Financial Concerns

■ Hispanic ■ General Population



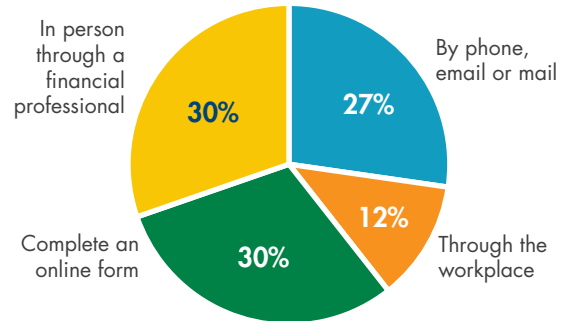
- Nearly half of Hispanic Americans (48 percent) say their family would face financial hardship within six months if the primary wage earner were to pass away; 28 percent say within one month.

## Where Hispanic Americans Seek Information About Life Insurance

- In aggregate, 66 percent of Hispanic Americans use social media for financial products and services information gathering, compared with 53 percent of the total population of adults. Hispanics, who tend to be younger, are more likely than other races or ethnicities to look for information on newer platforms like TikTok and Instagram.

*Hispanic Americans are equally likely to say they would prefer to buy life insurance by working with a financial professional or online.*

**How Hispanics Prefer to Purchase Life Insurance**



- Four in 10 Hispanic Americans report working with a financial professional and another 27 percent are looking to engage one.
- Hispanic Americans rank experience (43 percent) and family/friend recommendation (23 percent) highest when choosing a financial professional. Fewer than 1 in 10 say they are looking for agents who speak Spanish or share their cultural background.

### Methodology

In January 2022, LIMRA and Life Happens engaged an online panel to survey adult consumers who are financial decision makers in their households. The survey generated more than 8,000 responses, including 1,499 Hispanic Americans.