



Perceptions of Life Insurance Products and Services Across Diverse U.S. Populations

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Background, Report Structure, and Subpopulation Definitions

The Society of Actuaries Research Institute engaged a market research firm to conduct a survey to assess perceptions of insurance and retirement products and services across diverse U.S. subpopulations. In late 2022, survey respondents were asked a series of questions about each of four lines of insurance and retirement products and services:

- Life insurance
- Health/dental insurance
- Property/casualty insurance
- Retirement

This report shows the survey results for life insurance products and services. Separate reports show results for each of the other product lines. An appendix in a separate document shows a demographic overview or respondents as well as the survey questions and response options.

Please note the following regarding the subpopulations included in this study:

• Generations: respondents were asked their age, and the market research firm derived generations as follows for this study:

o Gen Z: ages 18-25 o Millennials: ages 26-41 o Gen X: ages 42-57

o Boomers+

Boomers: ages 58-76

Silent Generation: ages 77-94Greatest Generation: ages 95+

- Children at home: Households with children aged 18 or younger living primarily in the household. All other households are categorized as "no children at home."
- Employed and unemployed: Retired respondents appear to be categorized as unemployed. Students were categorized separately from employed and unemployed, but the number of respondents was too small to show results.
- Sex and gender: Respondents were asked to identify both their sex (a biological concept, typically based on the reproductive organs present at birth) and their gender (a social concept referring to the way that people present themselves to others). Consequently, results for subpopulations defined by sex are shown separately from those for subpopulations defined by gender. Responses were very similar but not always identical for a given sex and corresponding gender. However, for simplicity, only results for gender are discussed. Note that the number of respondents who identified as a sex other than male or female, as well as those who identified as a gender other than man or woman, was insufficient to show results.
- Immigrant acculturation: the market research firm derived acculturation level based on responses to a few questions. Acculturation to American culture is categorized on a continuum from acculturated to bicultural to unacculturated.

Executive Summary

Overall, results were fairly evenly split across those who considered themselves extremely or moderately knowledgeable (35%), somewhat knowledgeable (29%), or slightly or not at all knowledgeable (36%). Over 40% of women, singles, rural, those who earn less than \$50,000, Gen X, those who identify as LGBTQ+, and unacculturated immigrants report low knowledge. Respondents with kids at home (50%), those who earn at least \$100,000 (50%), non-Hispanic Blacks (48%), bicultural immigrants (45%), and males/men (45%) report higher levels of knowledge.

Approximately 70% of respondents were aware of term and whole life insurance, while less than half knew of universal life, and less than one-third were aware of other life insurance products. Only 20% were aware of all four product groups. Awareness varied by demographics. Subpopulations that were generally aware of more products than others were older generations, those without children at home, the unemployed, those who earn at least \$100,000, suburban, acculturated immigrants, men, LGBTQ+ respondents, and those without a disability. Ownership trends mirrored awareness, with families and married individuals more likely to own life insurance.

Overall, under 60% of respondents found life insurance accessible, and a third were neutral about accessibility. Millennials and older respondents generally found life insurance products and services to be more accessible, but not more affordable than did Gen Z. Those who were married or who had kids at home found it to be more accessible than singles and those without kids at home.

Respondents were presented with five reasons for buying life insurance. The general population ranked the reasons in this order from most to least motivating: to cover funeral expenses (59%), replace income (56%), settle debts (48%), leave a legacy (45%), and fund education (35%). Most subpopulations ranked covering funeral expenses and replacing income as the two most motivating reasons. However, unacculturated immigrants were most motivated by leaving a legacy and replacing lost income, and Gen Z found funding kids' college as motivating as paying funeral expenses.

The primary barriers to purchasing life insurance were cost (41%), perceived irrelevance (38%), and lack of information (28%). For Gen Z, difficulty finding the right product tied with cost for third ranking, while Boomers+cited other financial obligations as a greater barrier than lack of information. Unacculturated immigrants noted difficulty finding the right product and other financial obligations as greater barriers than irrelevance.

The survey data reveals that just over half of the general population viewed life insurers as trustworthy and believed that life insurance is suitable for them and that life insurance products meet their needs. Notably, less than half (46%) agreed that life insurers are fair in payment authorization.

When dissecting the data by demographics, generational differences emerge. Boomers+ and Millennials (59% and 58%, respectively) were more likely than Gen X and Gen Z (50% and 49%, respectively) to trust life insurance companies. Confidence in making life insurance decisions was highest among Boomers+ (56%), followed by Millennials (50%), Gen X (45%), and Gen Z (40%). Millennials (60%) were more likely to find that life insurance products met their needs compared to around half of the other generations. Younger generations also expressed more confusion about life insurance products and services and concern over coverage denial or changes.

Marital status also influenced perceptions, with married or partnered individuals more likely to have viewed life insurance providers as trustworthy (62% vs. 46% for singles) and felt comfortable discussing with agents (57% vs. 42%). They also worried more about coverage denial (38% vs. 29%). Households with children were more likely to believe life insurance is relevant to them (71% vs. 53%) and that life insurers are fair when authorizing payments (60% vs. 48%).

Hispanic/Latinos and non-Hispanic Blacks generally had a more favorable view of life insurance than non-Hispanic Asians. For instance, 45% of non-Hispanic whites believed life insurers had local agents, compared to 35% of non-Hispanic Blacks and 30% of non-Hispanic Asians.

Sex, gender, and LGBTQ+ identification also show significant differences in trust and perception of fairness, with men and non-LGBTQ+ individuals expressing higher trust and fairness levels than women and LGBTQ+ respondents, respectively.

The presence of a disability also impacted perceptions. Those with disabilities were more concerned about coverage denial than those without disabilities (49% vs. 31%). They were also more likely to find life insurance products confusing (41% vs. 31%).







Knowledge

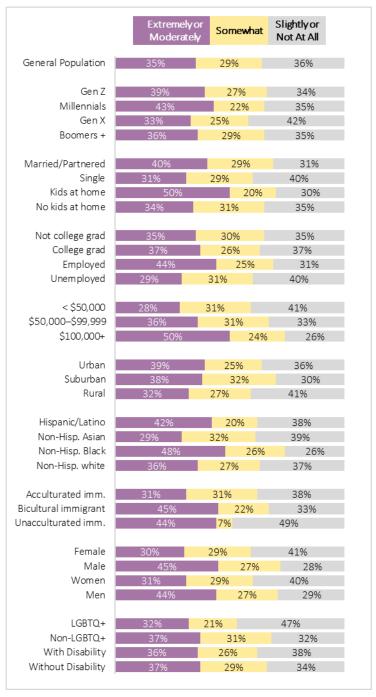
Overall, respondents split into rough thirds regarding how knowledgeable they believe themselves to be about life insurance products and services: extremely or moderately knowledgeable, somewhat knowledgeable, and slightly or not at all knowledgeable. Forty percent (40%) or more of the following respondent groups reported slight or no knowledge:

- Unacculturated immigrants (49%)
- LGBTQ+ (47%)
- Gen X (42%)
- Female (41%)
- <\$50,000 (41%)
- Rural (41%)
- Single (40%)
- Women (40%)
- Unemployed (40%)

Statistically significant differences within categories of respondents include:

- Respondents with kids at home were more likely than those without kids at home to report they were extremely or moderately knowledgeable (50% vs. 34%).
- More non-Hispanic Blacks (48%) than either non-Hispanic whites (36%) or non-Hispanic Asians (29%) consider themselves extremely or moderately knowledgeable.
- Respondents who identify as LGBTQ+ were more likely than non-LGBTQ+ to indicate slight or no knowledge (47% vs. 33%).
- Bicultural immigrants were more likely than acculturated immigrants to indicate extreme or moderate knowledge (45% vs. 31%), and unacculturated

How knowledgeable do you feel about life insurance?



immigrants were more likely than bicultural immigrants to indicate slight or no knowledge (50% vs. 34%).

- Men were more likely than women to report extreme or moderate knowledge (44% vs. 31%), and women were more likely than men to report slight or no knowledge (40% vs. 29%).
- More Millennials (43%) than Gen X (33%) consider themselves extremely or moderately knowledgeable.
- Non-Hispanic Asians (39%), Hispanic/Latinos (38%), and non-Hispanic whites (37%) were more likely than non-Hispanic Blacks (26%) to report little to no knowledge.

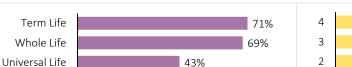
Awareness

As Figure 1 shows, about two-thirds of the respondents were aware of term and whole life insurance, but less than half of respondents were aware of universal life insurance or other life insurance products. Only about 20% of respondents had heard of all four life insurance product groups included in the survey, and 12% had heard of none of the life insurance products.

Which, if any, of the following life insurance products/services have you heard of before today?

By Product

Other Life‡

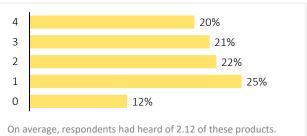


30%

None of these 12%

‡ Variable life, survivorship life, final expense, etc.

Number of Products



The various subpopulations surveyed displayed roughly the same pattern of awareness of these products: significantly more awareness of term and whole life than universal and other life products, but some variations between subpopulations were statistically significant, as outlined below. Refer to the appendix for detailed responses by subpopulation.

- Generations: The older a generation, the more familiar they were with each of the product groups.
- Married/partnered vs. single: Single people were twice as likely as married/partnered people to be aware of none of the life products: 19% of single people compared to 10% of married/partnered people.
- Kids in the household or not: ¹ Respondents without kids at home were more likely to have heard of term and whole life insurance than those with kids at home: 79% and 76% of those without kids at home for term life and whole life, respectively, compared to 57% and 58%, respectively, for those with kids at home. However, respondents with kids in the household were aware of an average of 2.36 of the life insurance products asked about, compared to 1.76 for those without kids at home.
- Urbanicity: Approximately three-quarters (73%) of suburban respondents were aware of whole life, compared to about two-thirds of urban and rural respondents (63% and 66%, respectively). Suburbanites were aware of an average of 2.23 products compared to 1.99 and 1.94 for urbanites and rural respondents.
- Race/ethnicity:

o Non-Hispanic whites, non-Hispanic Asians, and non-Hispanic Blacks were significantly more aware of term life (79%, 69%, and 66%, respectively) than were Hispanic/Latinos (48%).

- o Non-Hispanic whites (77%) and non-Hispanic Blacks (71%) were more aware of whole life than were non-Hispanic Asians (61%) and Hispanic/Latinos (53%).
- o All three non-Hispanic groups were more aware than Hispanic/Latinos of universal life: 48% of non-Hispanic Asians, 45% of non-Hispanic whites, and 41% of non-Hispanic Blacks, compared to 32% of Hispanic/Latinos.
- Non-Hispanic whites and non-Hispanic Blacks (33% and 30%, respectively) were more aware of other life insurance products than were non-Hispanic Asians (20%).

¹ Children high-school aged or younger living primarily in the household.

- o Hispanic/Latinos and non-Hispanic Asians (21% and 17%, respectively) were more likely than non-Hispanic Blacks and non-Hispanic whites (9% and 7%, respectively) to have heard of none of these life products.
- o Non-Hispanic whites were aware of an average of 2.34 life products, significantly more than non-Hispanic Blacks (2.09) and non-Hispanic Asians (1.98), who were significantly more aware than Hispanic/Latinos (1.60).
- o About three-quarters of acculturated immigrants had heard of term and whole life, compared to about half of bicultural immigrants, and only 37% and 22% of unacculturated immigrants, respectively. About one-third of acculturated and bicultural immigrants were aware of universal life products, compared to about one-fifth of unacculturated immigrants. And one-third of unacculturated immigrants had heard of none of these products, compared to 20% and 11% of bicultural and acculturated immigrants, respectively.
- o Acculturated immigrants were aware of an average of 2.18 life products, compared to 1.65 for bicultural immigrants and 1.02 for unacculturated immigrants.
- Gender: Men were more likely than women to be aware of universal life products (51% compared to 33%). And 16% of women had not heard of any of these life products, compared to 9% of men. On average, men were aware of 2.27 products compared to 2.00 for women.
- LGBTQ+ identification: Non-LGBTQ+ respondents were more aware than LGBTQ+ respondents of term life (78% compared to 54%) and whole life (75% compared to 57%). One-quarter (28%) of LGBTQ+ respondents compared to 9% of non-LGBTQ+ respondents had not heard of any of these. Non-LGBTQ+ respondents had heard of an average of 2.22 of these life products, compared to 1.76 for LGBTQ+ respondents.
- On average, respondents without a disability had heard of 2.28 of these life products, compared to 2.00 for those with a disability.

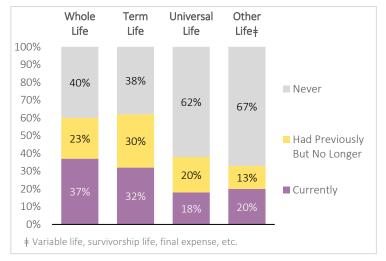
Ownership

In general, more respondents currently own or previously owned whole or term life insurance than universal or other life insurance products. It is not clear whether respondents consider themselves as having purchased life insurance if it is an employee benefit funded by an employer. For detailed results by subpopulation, please see the appendix.

Here are some key statistically significant results:

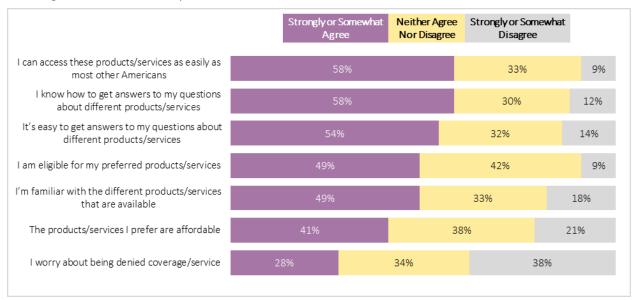
- Having kids in the household is a driver of current ownership of whole, term, and universal life insurance.
 - o Term: 42% with kids vs. 27% no kids
 - o Whole: 52% with kids vs. 32% no kids o Universal: 47% with kids vs. 12% no kids
- Married/partnered respondents were more likely than single respondents to currently own whole life insurance (45% and 27%, respectively).
- Rural respondents were more likely than suburban respondents to own universal life insurance (28% compared to 14%).
- Non-Hispanic Blacks, Hispanic/Latinos, and non-Hispanic whites were each more likely than non-Hispanic Asians to currently own whole life insurance (46%, 41%, and 38%, respectively, compared to 26%).
- Hispanic/Latinos (34%) were more likely than non-Hispanic Asians (19%), non-Hispanic Blacks (17%), and non-Hispanic whites (10%) to currently own universal life insurance.
- Persons who do not identify as LGBTQ+ were more likely than those who identify as LGBTQ+ to own whole life (42% vs. 29%) and term life insurance (32% vs. 16%).
- LGBTQ+ respondents were also more likely than non-LGBTQ+ respondents to never have owned term life insurance (57% vs 39%).

To what extent have you contributed to or participated in or purchased each of the following life insurance products/services?



Accessibility

Thinking about life insurance products and services overall, how strongly do you agree or disagree that each of the following statements describes you?



Less than 60% of respondents perceived life insurance products and services were accessible to them. One-third of all respondents were ambivalent about all statements regarding accessibility of life insurance products and services.

Responses by subpopulation do not statistically differ from overall responses, except for a few instances, as described below. For additional results details, please refer to the appendix.

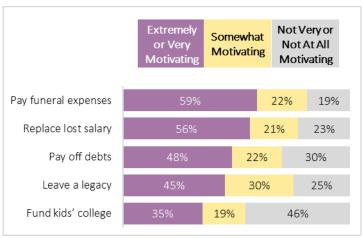
- Millennials, Gen X, and Baby Boomers and older ("Boomers+") generally found life insurance to be more accessible, but not more affordable, than Gen Z. However, some statistically significant differences emerged across generations:
 - o Gen X was significantly more likely than Gen Z to agree that they:
 - Can access these products/services as easily as most other Americans (55% vs. 36%), and
 - Are eligible for their preferred products/services (49% vs. 39%).
 - The three younger generations were more likely than Boomers+ to worry about being denied coverage/service. Between 33%–37% of the younger generations worried about being denied coverage/service, compared to only 21% of Boomers+.
 - o More Boomers+ and Gen X (23% and 21%, respectively) said their preferred products and services were not affordable, compared to 13% of each Millennials and Gen Z.
- Compared to single respondents, married or partnered respondents were more likely to agree that:
 - o They know how to get answers to their questions about life insurance (62% vs. 52%), and
 - o It's easy to get their questions answered (59% vs. 47%).
- Compared to respondents without kids at home, those with kids at home were significantly more likely to:
 - o Believe they are eligible for their preferred life insurance product/services (60% with kids vs. 48% without kids);
 - o Find their preferred products/services affordable (52% vs. 37%); and
 - o Worry about being denied coverage/service (41% vs. 22%).

Motivations

Respondents were asked how motivating they found five potential reasons to buy life insurance. The percentage who found each reason extremely or very motivating, from most to least motivating:

- 1. Cover funeral expenses 59%
- 2. Replace lost salary 56%
- 3. Pay off debts (car loans, credit cards, student loans, mortgage, etc.) 48%
- 4. Leave a legacy (e.g., help my family, support a cause) 45%
- 5. Fund kids' college education 35%





Not surprisingly, these reasons were significantly more motivating for married or partnered respondents than for single respondents, or for those with kids in the household than for those without kids at home. All five of these purposes were significantly more motivating for Gen X and younger generations than for Boomers+.² And non-Hispanic Blacks and Hispanics/Latinos find them significantly more motivating than do non-Hispanic whites and non-Hispanic Asians. Additional statistically significant findings are discussed below. For further response details, please refer to the appendix.

- Paying for funeral expenses was more motivating for both bicultural (73%) and acculturated (68%) immigrants than for unacculturated immigrants (51%). Non-LGBTQ+ respondents were also more motivated by funeral expenses (60%) than LGBTQ+ respondents (49%).
- **Replace lost salary.** While 70% of bicultural immigrants were motivated to buy life insurance to replace lost salary, only 55% of acculturated and 54% of unacculturated immigrants were.
- Pay off debts. Sixty percent (60%) of bicultural immigrants found paying off debts to be motivating compared to only 45% of acculturated immigrants. Responses of unacculturated immigrants fell between these figures, but the differences were not statistically significant.
- Leave a legacy. Similarly, bicultural immigrants were significantly more motivated to leave a legacy than acculturated immigrants (66% compared to 50%). The differences between either of these groups and unacculturated immigrants were not statistically significant.
- Fund kids' college education. Bicultural (56%) and unacculturated (51%) immigrants were motivated to buy life insurance to provide funds for their children's or grandchildren's college education, compared to only 31% of acculturated immigrants. Respondents with a disability (46%) were also more likely to be motivated by leaving funds for kids' college education than persons without a disability (32%).

² With one exception: Gen Z is more motivated by funeral expenses than are Boomers+, but the difference is not statistically significant.

Barriers

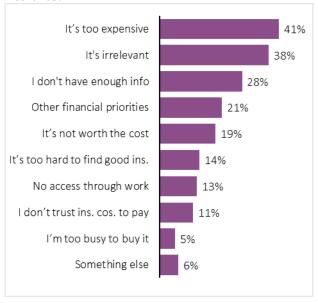
Following are the top three barriers overall to buying insurance:

- It's too expensive (41%).
- It's irrelevant (38%).
- Insufficient information about it (28%).

Please refer to the appendix for detailed results by various subpopulations. Statistically significant results across subpopulations include:

- Too expensive. Non-Hispanic whites (47%) and non-Hispanic Asians (42%) more often reported life insurance as too expensive than Hispanic/Latinos (33%).
- Irrelevance. Non-Hispanic Asians (46%) were more likely than non-Hispanic Blacks (32%) and Hispanic/Latinos (31%) to respond that life insurance was irrelevant to them. However, immigrants who consider themselves acculturated (43%) were more likely than those who consider

Which, if any, of the following factors would reduce your interest in contributing to or participating in life insurance?



- themselves bicultural (30%) or unacculturated (24%) to respond that life insurance was irrelevant to them.
- Insufficient information. Gen Z (46%) and Millennials (42%) were more likely to report not having enough information about life insurance than Boomers+ (18%), and Gen Z (46%) was also significantly more likely than Gen X (35%) to cite not having enough information. Hispanic/Latinos (38%) were more likely than the non-Hispanic groups to identify insufficient information as a barrier to buying life insurance: 29% for non-Hispanic Blacks and 26% for both non-Hispanic Asians and non-Hispanic whites.
- **Prioritizing other financial obligations.** All subpopulations responded approximately the same as the general population: about one-fifth report other financial priorities as a barrier to purchasing life insurance.
- Too difficult to find the right product. Gen Z respondents were more likely to identify difficulty finding the right product as a barrier to buying life insurance than Boomers+: 19% of Gen Z compared to 12% of Boomers+. Unacculturated immigrants (26%) said finding the right product is too difficult, compared to 17% and 13% of bicultural and acculturated immigrants, respectively.
- Lack of access via an employer. Hispanic/Latinos and non-Hispanic whites were more likely to cite lack of access to life insurance through an employer (12% and 13%, respectively) than were non-Hispanic Asians (5%). LGBTQ+ individuals were also more likely to indicate a lack of access to life insurance through an employer (17%) as a barrier to buying life insurance than were non-LGBTQ+ individuals (11%).
- Not worth the cost. Gen X and Baby Boomers+ (18% and 20%, respectively) were more likely to find life insurance not worth the cost than were either Millennials or Gen Z (13% and 10%, respectively). Respondents without kids at home (23%) were also more likely than those with kids at home (12%) to cite life insurance as not worth the cost. And 19% of acculturated immigrants noted life insurance as not worth the cost, compared to 10% of bicultural and 7% of unacculturated immigrants.

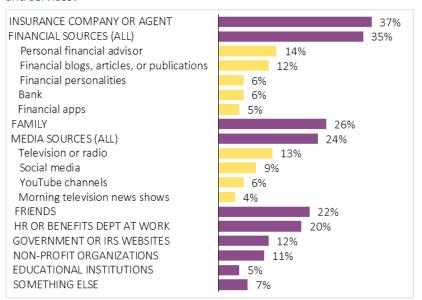
Information Sources

The overall primary sources of information for life insurance were the insurer or their representatives (37%) and financial sources such as financial advisors, financial blogs, articles, publications, financial personalities, banks, and financial apps (35%).

However, the extent to which various subpopulations looked to life insurers and their representatives for information varied. Most striking were the differences across generations as well as across acculturation of immigrants for who gets their information from insurance companies or agents.

Statistically significant differences in the top two sources of information about life insurance that vary by subpopulation follow:

Where do you typically get your information about life insurance products and services?



Information sources in mixed case are more specific sources than the capitalized, broader category of sources immediately above it. Respondents check all that apply.

- The most common source of information about life insurance was the insurer or its representatives (37%).
 - o Boomers and older (47%) were more likely to cite insurers as a source of information than Gen X (35%), Millennials (27%), and Gen Z (20%). The difference between Gen X and the two younger generations is also significant.
 - People with kids in the household were more likely than those without kids in the household (41% compared to 29%) to get information from insurers.
 - o Non-Hispanic Asians (43%) and non-Hispanic whites (41%) were more likely than non-Hispanic Blacks (32%) and Hispanic/Latinos (28%) to cite insurers as information sources.
- Financial sources such as financial advisors, financial blogs, articles, publications, financial personalities, banks, and financial apps were the second most common source of information about life insurance (35%).
 - o Urban and suburban respondents (40% and 38%, respectively) were more likely than rural respondents (27%) to cite financial sources of information.
 - o Non-Hispanic Asians more often noted financial sources of information (43%) than did non-Hispanic whites (30%). Hispanics/Latinos' and non-Hispanic Blacks' responses were in between (36% and 37%, respectively) but the difference from either group was not statistically significant.
 - o While 41% of men noted using financial sources, only 29% of women did.

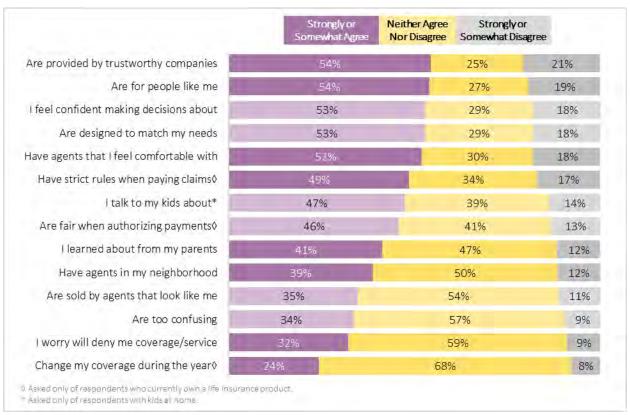
For further response details, please refer to the appendix.

Perceptions

A little more than half of the general population agreed that life insurers are trustworthy, life insurance is for people like them, and life insurance products match their needs. A little more than half also felt confident about making life insurance decisions and that there were agents with whom they were comfortable talking.

However, nearly half were either neutral or disagreed on these same points. Less than half (46%) of the general population agreed that life insurers are fair when authorizing payments. And less than 40% reported having agents in their neighborhood (39%) or finding agents who look like them (35%).

How much do you agree or disagree that each of the following statements about life insurance products and services describes you?



Statistically significant differences by subpopulation are outlined below. Please refer to the appendix for detailed responses.

Comparing across generations:

- Boomers+ (59%) and Millennials (58%) were more likely than Gen X (50%) and Gen Z (49%) to agree that life insurance products are provided by trustworthy companies/organizations.
- 56% of Boomers+ felt confident making decisions about life insurance, compared to 50% of Millennials, 45% of Gen X, and 40% of Gen Z. Note that the difference in responses between Gens X and Z was not statistically significant.
- While 60% of Millennials agreed that life insurance products are designed to meet their needs, only half of the other generations agreed to the same (49% of Gen Z and 51% each of Gen X and Boomers+).

 All three younger generations were more likely than Boomers+ to agree that life insurance products and services are too confusing, that they worry they will be denied coverage or service, and that coverage will change throughout the year.

Married or partnered respondents were more likely than single respondents to agree that life insurance providers are trustworthy (62% and 46% respectively), have agents that respondents feel comfortable talking to (57% and 42%), have strict rules when paying benefits (also 57% and 42%), are fair when authorizing payments (53% and 41%), and have agents in their neighborhood (46% and 35%). Married or partnered respondents were also more likely than single respondents to agree that life insurance products and services are for people like them (61% compared to 47%) and are designed to match their needs (59% compared to 48%). In addition, married or partnered respondents were more likely than single respondents to worry they would be denied coverage/service (38% compared to 29%).

Respondents with children at home were more likely than those without kids at home to agree that life insurance products are for people like them (71% compared to 53%), are designed to match their needs (67% compared to 51%), are sold by agents who look like them (50% compared to 37%), and are too confusing (42% compared to 30%). Respondents with kids at home were also more likely than those without kids at home to agree that life insurance providers are fair when authorizing payments (60% compared to 48%).

In general, Hispanic/Latino and non-Hispanic Blacks perceived life insurance providers and life insurance products and services more favorably than non-Hispanic Asians. However, 45% of non-Hispanic whites agreed that life insurers have agents in their neighborhood, more than either non-Hispanic Blacks (35%) or non-Hispanic Asians (30%). A little more than half of non-Hispanic Blacks, non-Hispanic whites, and Hispanic/Latinos, agreed that life insurers have agents they feel comfortable talking to compared to only 37% of non-Hispanic Asians. About half of non-Hispanic Blacks (51%), Hispanic/Latinos (50%), and non-Hispanic whites (46%) agreed that life insurers are fair when authorizing payment, compared to only 36% of non-Hispanic Asians.

About half of non-Hispanic Blacks (49%) and Hispanic/Latinos (47%) learned about life insurance from their parents, compared to only 35% of non-Hispanic Asians. And nearly half (45%) of Hispanic/Latino respondents worried that they would be denied coverage or services compared to 37% of non-Hispanic Blacks, 28% of non-Hispanic whites, and 27% of non-Hispanic Asians.

Bicultural immigrants viewed life insurers and life insurance products more favorably than acculturated immigrants. In addition, half or more of bicultural (58%) and unacculturated (50%) immigrants agreed that life insurers are fair when authorizing payments, compared to only 30% of acculturated immigrants. And nearly half of bicultural (48%) and unacculturated (46%) immigrants agreed that life insurance products are sold by agents that look like them, compared to only 19% of acculturated immigrants.

Men were significantly more likely than women to have perceived life insurance products as for people like them (6% and 49%, respectively), agreed that life insurance products are designed to match their needs (62% and 47%, respectively), and agreed that life insurers are fair when authorizing payments (57% and 41%, respectively).

Respondents who do not identify as LGBTQ+ were significantly more likely than those who do identify as LGBTQ+ to trust life insurance providers (57% compared to 43%), perceive life insurance products as for people like them (61% and 44%, respectively), feel confident making decisions about life insurance (57% compared to 40%), agree that life insurance products are designed to match their needs (55% and 40%, respectively), agree that life insurers have agents they feel comfortable talking to (55% compared to 40%), and agree that life insurers were fair when authorizing payments (53% and 37%, respectively). LGBTQ+ respondents were significantly more likely than non-LGBTQ+ respondents to find life insurance products too confusing (44% compared to 31%).

Persons with a disability were significantly more likely to worry they would be denied coverage or service (49%) than those without a disability (31%). Persons with a disability were also significantly more likely to find life insurance products too confusing (41%) compared to those without a disability (31%).







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Maxwell Nurnberger, FSA, MAAA

Max Rudolph, FSA, MAAA, CERA

Priya Viswanath, FSA

At the Society of Actuaries Research Institute:

R. Dale Hall, FSA, MAAA, CERA, CFA

Barbara Scott, Sr. Research Administrator

Appendix: Detailed Results

KNOWLEDGE

How knowledgeable do you feel about life insurance?

Sorted by Extremely or Moderately + Somewhat

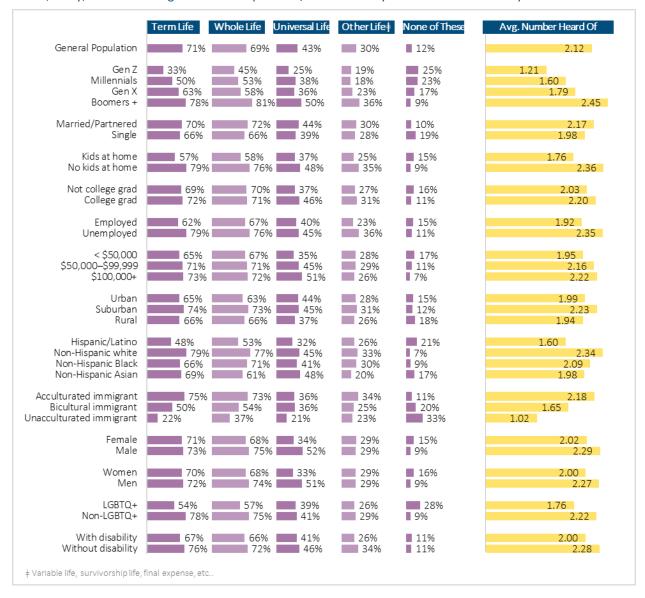
	Extremely or Moderately		ewhat	Slightly or Not At All		
\$100,000+	50%		24%	6 26%		
Non-Hispanic Black	48%		26%	26%		
Male	45%		27%	28%		
Men	44%		27%	29%		
Kids at home	50%		20%	30%		
Suburban	38%		32%	30%		
Employed	44%		25%	31%		
Married/Partnered	40%		29%	31%		
Non-LGBTQ+	37%		31%	32%		
Bicultural immigrant	45%		22%	33%		
\$50,000-\$99,999	36%	3	31%	33%		
Gen Z	39%		27%	34%		
Without disability	37%	2	29%	34%		
Millennials	43%		22%	35%		
No kids at home	34% 31		1%	35%		
Boomers +	36%	29%		35%		
Not college grad	35%	30%		35%		
Urban	39%	25%		36%		
General Population	35%	29%		36%		
College grad	37%	2	6%	37%		
Non-Hispanic white	36%	2	7%	37%		
Hispanic/Latino	42%		20%	38%		
With disability	36%	20	5%	38%		
Acculturated imm.	31%	31	%	38%		
Non-Hispanic Asian	29%	329	6	39%		
Single	31%	299	6	40%		
Women	31%	299	%	40%		
Unemployed	29%	31%	ó	40%		
Rural	32%	279	6	41%		
< \$50,000	28%	31%		41%		
Female	30%	29%	6	41%		
Gen X	33%	259	6	42%		
LGBTQ+	32%	21%		47%		
Unaccultur. imm.	44%	79	<mark>%</mark>	49%		

Sorted by Slightly or Not At All

Sorted by Slightly o	I NOT AT All		
	Extremely or Moderately	Somewhat	Slightly or Not At All
Unaccultur. imm.	44%	<mark>7%</mark>	49%
LGBTQ+	32%	21%	47%
Gen X	33%	25%	42%
Female	30%	29%	41%
< \$50,000	28%	31%	41%
Rural	32%	27%	41%
Single	31%	29%	40%
Women	31%	29%	40%
Unem ployed	29%	31%	40%
Non-Hispanic Asian	29%	32%	39%
Hispanic/Latino	42%	20%	38%
With disability	36%	26%	38%
Acculturated imm.	31%	31%	38%
College grad	37%	26%	37%
Non-Hispanic white	36%	27%	37%
General Population	35%	29%	36%
Urban	39%	25%	36%
Millennials	43%	22%	35%
Boomers +	36%	29%	35%
Not college grad	35%	30%	35%
No kids at home	34%	31%	35%
Without disability	37%	29%	34%
Gen Z	39%	27%	34%
Bicultural immigrant	45%	22%	33%
\$50,000-\$99,999	36%	31%	33%
Non-LGBTQ+	37%	31%	32%
Employed	44%	25%	31%
Married/Partnered	40%	29%	31%
Kids at home	50%	20%	6 30%
Suburban	38%	32%	30%
Men	44%	27%	29%
Male	45%	27%	28%
\$100,000+	50%	24	<mark>%</mark> 26%
Non-Hispanic Black	48%	269	<mark>%</mark> 26%

AWARENESS

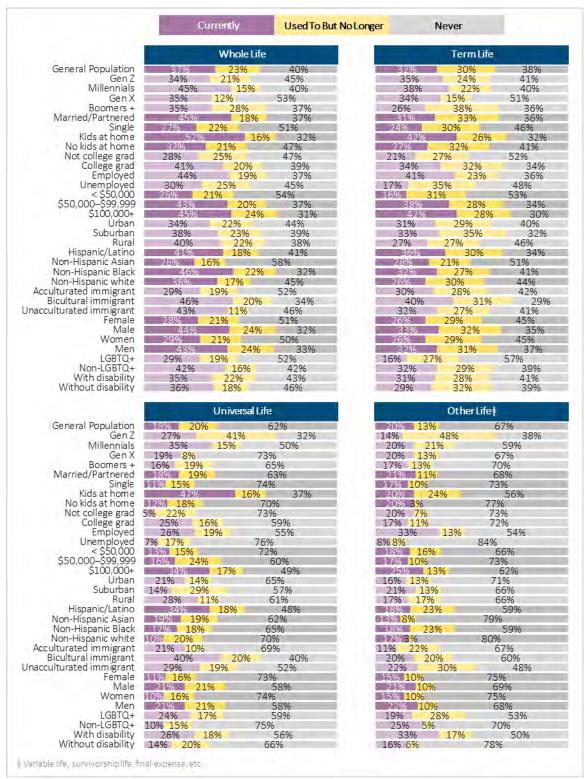
Which, if any, of the following life insurance products/services have you heard of before today?



OWNERSHIP

Ownership by Product

To what extent have you purchased each of the following life insurance products?



Ownership by Subpopulation

To what extent have you purchased each of the following life insurance products?

	Curren	tly Used To But 1	No Longer Neve	er
	General Population			
Whole Life	37% 23% 40%			
	32% 30% 38%			
Universal Life				
Other Life‡				
Whole Life	Gen Z 34% 21% 45%	Millennials 45% 15% 40%	Gen X 35% 12% 53%	Boomers + 35% 28% 37
Term Life	35% 24% 41%	38% 22% 40%	34% 15% 51%	26% 38% 36
Universal Life		35% 15% 50%	19% 8% 73%	16% 19% 65%
Other Life‡		20% 21% 59%	20% 13% 67%	17% 13% 70%
	Married/Partnered	Single	Kids at Home	No Kidsat Home
Whole Life	45% 18% 37%	27% 22% 51%	52% 16% 32%	32% 21% 47%
		24% 30% 46%	42% 26% 32%	27% 32% 419
Universal Life		11%15% 74%	47% 16% 37%	12% 18% 70%
Other Life‡	21% 11 % 68%	17% <mark>10</mark> % 73%	20% <mark>24%</mark> 56%	20% 3% 77%
	Not College Grad	College Grad	Employed	Unemployed
	28% 25% 47%	41% 20% 39%	44% 19% 37%	30% 25% 45%
	21% 27% 52%	34% 32% 34%	41% 23% 36%	1 7% 35% 48%
Universal Life	5% <mark>22%</mark> 73%	25% <mark>16%</mark> 59%	26% <mark>19%</mark> 55%	7% 17 % 76%
Other Life‡	20% <mark>7%</mark> 73%	17% <mark>11%</mark> 72%	33% 1 <mark>3%</mark> 54%	8% <mark>8</mark> % 84%
	<\$50,000	\$50,000-\$99,999	\$100,000+	
Whole Life	25% <mark>21%</mark> 54%	43% <mark>20%</mark> 37%	45% 24% 31%	
	16% 31% 53%	38% 28% 34%	42% 28% 30%	
Universal Life		16% 24% 60%	34% 17% 49%	
Other Life‡		17% 10% 73%	25% 13% 62%	
	Urban	Suburban	Rural	
Whole Life	34% 22% 44%	38% 23% 39%	40% 22% 38%	
Term Life	31% 29% 40%	33% 35% 32%	27% <mark>27%</mark> 46%	
Universal Life		14% 29% 57%	28% 11% 61%	
Other Life‡		21% <mark>13%</mark> 66%	17% <mark>17%</mark> 66%	
	Hispanic/Latino	Non-Hispanic Asian	Non-Hispanic Black	Non-Hispanic Wh
Whole Life	41% 18% 41%	26% 16% 58%	46% 22% 32%	38% 17 % 459
Term Life	36% 30% 34%	28% 21% 51%	32% 27% 41%	26% 30% 449
Universal Life	34% 18% 48%	19% 19% 62%	17% 18% 65%	10% 20% 70%
Other Life‡		13% 8% 79%	18% 23% 59%	17% 3% 80%
	Acculturated Imm.	Dicultural Imm	Up acculturated laws	
Whole Life	29% 19% 52%	Bicultural Imm. 46% 20% 34%	Unacculturated Imm. 43% 11% 46%	
Term Life	30% 28% 42%	40% 31% 29%	32% <mark>27%</mark> 41%	
Universal Life		40% 20% 40%	29% 19% 52%	
Other Life‡		20% <mark>20%</mark> 60%	22% 30% 48%	
	Female	Male	Women	Men
Whole Life	28% <mark>21%</mark> 51%	44% 24% 32%	29% 21% 50%	43% 24% 33
	26% 29% 45%	33% 32% 35%	26% 29% 45%	32% 31% 37
Universal Life		21% 21% 58%	10%16% 74%	21% 21% 58%
Other Life‡	15% 10% 75%	21% <mark>10</mark> % 69%	15% <mark>10</mark> % 75%	22% <mark>10</mark> % 68%
\Mbala Lif-	LGBTQ+	Non-LGBTQ+	With Disability	Without Disabilit
	29% 19% 52%	42% 16% 42%	35% 22% 43%	36% 18% 46%
	16% <mark>27%</mark> 57%	32% 29% 39%	31% 28% 41%	29% 32% 399
				1/10/ 3/10/ 660/
Universal Life Other Life‡		10% 15% 75% 25% 5% 70%	26% 18% 56% 33% 17% 50%	14% <mark>20%</mark> 66% 16% <mark>6</mark> % 78%

ACCESSIBILITY

Accessibility by Statement

Thinking about life insurance products and services overall, how strongly do you agree or disagree that each of the following statements describes you?

	Strongly or Somewha	t Agree Neither Agree no	or Disagree Strongly or Sor	newhat Disagree
	I can access these	I knowhow to get	It's easy to get answers	Loss of side later and
	products/services as	answers to my questions	to my questions about	I am eligible for my
	easily as most other	about different	different	preferred
		The state of the s		products/services
General Population	Americans 58% 33% 9%	products/services 58% 30% 12%	products/services 54% 32% 14%	49% 42% 99
Gen Z	36% 43% 21%	43% 40% 17%	39% 42% 19%	39% 46% 15%
Millennials	58% 33% 9%	55% 36% 9%	53% 36% 11%	52% 39% 99
Gen X	55% 35% 10%	51% 33% 16%	46% 40% 14%	49% 42% 99
Boomers +	62% 30% 8%	62% 30% 8%	54% 34% 12%	49% 42% 99
Married/Partnered	59% 32% 9%	52% 26%12 %	59% 28% 13%	52% 39% 99
Single	56% 36% 8%	52% 35% 13%	47% 41% 12%	46% 46% 89
Kids at home	63% 29% 8%	61% 28% 11%	55% 30% 14%	60% 34% 69
No kids at home	61% 30% 9%	59% 29% 12%	55% 32% 13%	48% 43% 99
< \$50,000	49% 41% 10%	50% 38% 12%	46% 44% 10%	40% 52% 89
\$50,000-\$99,999	59% 32% 9%	58% 29% 13%	53% 31% 16%	52% 38% 109
\$100,000+	68% 26%6%	68% 26%6%	64% 24%12%	63% 28% 99
Urban	56% 35% 9%	56% 30% 14%	55% 31% 14%	51% 40% 99
Suburban	60% 31% 9%	61% 29%10%	55% 33% 12%	52% 38% 10
Rural	56% 36% 8%	55% 33% 12%	50% 37% 13%	46% 44% 109
Hispanic/Latino	57% 30% 13%	53% 33% 14%	50% 35% 15%	50% 40% 10
Non-Hispanic Asian	53% 39% 8%	49% 41% 10%	42% 43% 15%	45% 49% 69
Non-Hispanic Black	62% 29% 9%	64% 29% 7%	62% 28%10%	60% 36% 4
Non-Hispanic white	60% 33% 7%	60% 33% 7%	54% 33% 13%	47% 45% 89
Acculturated immigrant	56% 28% 16%	54% 31% 15%	51% 35% 14%	44% 43% 139
Bicultural immigrant	61% 30% 9%	59% 27% 14%	54% 30% 16%	55% 36% 99
Unacculturated immigrant	47% 33% 20%	40% 46% 14%	42% 42% 16%	42% 49% 99
Female	56% 35% 9%	55% 32% 13%	54% 34% 12%	47% 46% 79
Male	62% 31% 7%	63% 28% 9%	61% 29% 10%	53% 38% 99
Women	55% 36% 9%	55% 32% 13%	53% 35% 12%	48% 45% 79
Men	62% 31% 7%	63% 28% 9%	62% 28%10%	54% 37% 99
LGBTQ+	43% 41% 16%	46% 37% 17%	39% 44% 17%	36% 52% 129
Non-LGBTQ+	62% 30% 8%	61% 27%12%	57% 29% 14%	51% 41% 89
With disability	57% 34% 9%	59% 30% 11%	51% 31% 18%	45% 44% 109
Without disability	62% 29% 9%	59% 29% 12%	58% 31% 11%	51% 41% 89
	different products/services that	The products/services I prefer are affordable	I worry about being denied coverage/service	
	are available	The second	Commence of the Commence of th	
General Population	49% 33% 18%	41% 38% 21%	28% 34% 38%	
Gen Z	34% 41% 25%	41% 46% 13%	33% 40% 27%	
Millennials	50% 35% 15%	47% 40% 13%	34% 39% 27%	
Gen X	43% 33% 24%	41% 38% 21%	37% 35% 28%	
Boomers +	50% 34% 16%	39% 38% 23%	21% 34% 45%	
Married/Partnered	57% 27% 16%	46% 34% 20%	31% 28% 41%	
Single	42% 39% 19%	38% 43% 19%	26% 41% 33%	
Kids at home	58% 32% 10%	52% 36% 12%	41% 30% 29%	
No kids at home	52% 25% 23%	37% 39% 24%	35% 43%	
< \$50,000	42% 39% 19%	33% 44% 23%	26% 42% 32%	
\$50,000-\$99,999	49% 31% 20%	45% 37% 18%	33% 31% 36%	
\$100,000+	58% 29% 13%	52% 30% 18%	29% 26% 45%	
Urban	48% 36% 16%	43% 36% 21%	31% 34% 35%	
Suburban	53% 30% 17%	42% 37% 21%	29% 33% 38%	
Rural	47% 34% 19%	41% 41% 18%	29% 36% 35%	
Hispanic/Latino	47% 33% 20%	45% 41% 14%	36% 36% 28%	
Non-Hispanic Asian	38% 42% 20%	36% 47% 17%	23% 42% 35%	
	55% 31% 14%	58% 31% 11%	27% 37% 36%	
Non-Hispanic Black		37% 43% 20%	25% 37% 38%	
Non-Hispanic Black Non-Hispanic white	51% 29% 20%		31% 30% 39%	
	41% 35% 24%	33% 38% 29%		
Non-Hispanic white		33% 38% 29% 52% 40% 8%		
Non-Hispanic white Acculturated immigrant Bicultural immigrant	41% 35% 24% 53% 28% 19%	52% 40% 8%	38% 38% 24%	
Non-Hispanic white Acculturated immigrant Bicultural immigrant	41% 35% 24% 53% 28% 19% 40% 38% 22%	52% 40% 8% 41% 42% 17%	38% 38% 24% 36% 37% 27%	
Non-Hispanic white Acculturated immigrant Bicultural immigrant Unacculturated immigrant	41% 35% 24% 53% 28% 19% 40% 38% 22% 49% 34% 17%	52% 40% 8% 41% 42% 17% 38% 41% 21%	38% 38% 24% 36% 37% 27% 25% 38% 37%	
Non-Hispanic white Acculturated immigrant Bicultural immigrant Unacculturated immigrant Female Male	41% 35% 24% 53% 28% 19% 40% 38% 22% 49% 34% 17% 56% 28% 16%	52% 40% 8% 41% 42% 17% 38% 41% 21% 47% 36% 17%	38% 38% 24% 36% 37% 27% 25% 38% 37% 30% 29% 41%	
Non-Hispanic white Acculturated immigrant Bicultural immigrant Unacculturated immigrant Female	41% 35% 24% 53% 19% 40% 38% 22% 49% 34% 17% 56% 28% 16% 49% 34% 17%	52% 40% 8% 41% 42% 17% 38% 41% 21% 47% 36% 17% 38% 40% 22%	38% 38% 24% 36% 37% 27% 25% 38% 37% 30% 29% 41% 24% 38% 38%	
Non-Hispanic white Acculturated immigrant Bicultural immigrant Unacculturated immigrant Female Male Women	41% 35% 24% 53% 128% 19% 40% 38% 22% 49% 34% 17% 56% 28% 16% 49% 34% 17% 54% 30% 16%	52% 40% 8% 41% 42% 17% 38% 41% 21% 47% 36% 17% 38% 40% 22% 46% 37% 17%	38% 38% 24% 36% 37% 27% 25% 38% 37% 30% 29% 41% 24% 38% 38% 31% 29% 40%	
Non-Hispanic white Acculturated immigrant Bicultural immigrant Unacculturated immigrant Female Male Women Men	41% 35% 24% 53% 19% 40% 38% 22% 49% 34% 17% 56% 28% 16% 49% 34% 17%	52% 40% 8% 41% 42% 17% 38% 41% 21% 47% 36% 17% 38% 40% 22% 46% 37% 17% 33% 48% 19%	38% 38% 24% 36% 37% 27% 25% 38% 37% 30% 29% 41% 24% 38% 38% 31% 29% 40% 39% 37% 24%	
Non-Hispanic white Acculturated immigrant Bicultural immigrant Unacculturated immigrant Female Male Women Men LGBTQ+	41% 35% 24% 53% 28% 19% 40% 38% 22% 49% 34% 17% 56% 28% 16% 49% 34% 17% 54% 30% 16% 37% 39% 24% 54% 25% 21%	52% 40% 8% 41% 42% 17% 38% 41% 21% 47% 36% 17% 38% 40% 22% 46% 37% 17% 33% 48% 19% 43% 36% 21%	38% 38% 24% 35% 37% 27% 25% 38% 37% 30% 29% 41% 24% 38% 38% 31% 29% 40% 39% 37% 24% 28% 32% 40%	
Non-Hispanic white Acculturated immigrant Bicultural immigrant Unacculturated immigrant Female Male Women Men LGBTQ+ Non-LGBTQ+	41% 35% 24% 53% 128% 19% 40% 38% 22% 49% 34% 17% 56% 28% 16% 49% 34% 17% 54% 30% 16% 37% 39% 24% 54% 125% 21% 48% 32% 20%	52% 40% 8% 41% 42% 17% 38% 41% 21% 47% 36% 17% 38% 40% 22% 46% 37% 17% 33% 48% 19% 43% 36% 21%	38% 38% 24% 36% 37% 27% 25% 38% 37% 30% 29% 41% 24% 38% 38% 31% 29% 40% 39% 37% 24%	

Accessibility by Subpopulation (1 of 2)

Thinking about life insurance products and services overall, how strongly do you agree or disagree that each of the following statements describes you?

	Charach	Cb-t N-ish-	A Chhh	S
			e <mark>r Agree</mark> Strongly or : Disagree Disag	
	CIDI-i		Calculate	D I
I can access these as easily as most others	General Population 58% 33% 9%	Urban 56% 35% 9%	Suburban 60% 31% 9%	Rural 56% 36%
I know how to get my questions answered	58% 30% 12%	56% 30% 14%	61% 29% 10%	
It's easy to get my questions answered	54% 32% 14%	55% 31% 14%	55% 33% 12%	
I am eligible for products and services I prefer	49% 42% 9%	51% 40% 9%	52% 38% 10%	
I'm familiar with available products and services	49% 33% 18%	48% 36% 16%	53% 30% 17%	
The products I prefer are affordable	41% 38% 21%	43% 36% 21%	42% 37% 21%	41% 41% 18
I worry I will be denied products or services	28% 34% 38%	31% 34% 35%	29% 33% 38%	29% 36% 35%
	GenZ	Millennials	GenX	Boomers+
I can access these as easily as most others	36% 43% 21%	58% 33% 9%	55% 35% 10%	
I know how to get my questions answered	43% 40% 17%	55% 36% 9%	51% 33% 16%	
It's easy to get my questions answered	39% 42% 19%	53% 36% 11%		
I am eligible for products and services I prefer	39% 46% 15%	52% 39% 9%	49% 42% 9%	
I'm familiar with available products and services	34% 41% 25%	50% 35% 15%	43% 33% 24%	50% 34% 1
The products I prefer are affordable	41% 46% 13%	47% 40% 13%	41% 38% 21%	39% 38% 23
I worry I will be denied products or services	33% 40% 27%	34% 39% 27%	37% <mark>35%</mark> 28%	21% 34% 45%
	Married/Partnered	Single	Kids at Home	No Kidsat Home
I can access these as easily as most others	59% 32% 9%	56% 36% 8%	63% 29% 8%	
I know how to get my questions answered	62% 26% 12%	52% 35% 13%	61% 28% 119	
It's easy to get my questions answered	59% 28% 13%	47% 41% 12%		
I am eligible for products and services I prefer	52% 39% 9%	46% 46% 8%	60% 34% 6%	48% 43%
I'm familiar with available products and services	57% 27% 16%	42% 39% 19%	58% 32% 10%	
The products I prefer are affordable	46% 34% 20%	38% 43% 19%	52% 36% 12%	37% 39% 24
I worry I will be denied products or services	31% <mark>28%</mark> 41%	26% <mark>41% 33</mark> %	41% <mark>30%</mark> 29%	22% <mark> 35%</mark> 43%
	Not College Grad	College Grad	Employed	Unemployed
I can access these as easily as most others	50% 41% 9%	63% <mark>29% 8</mark> %	62% 31% 7 %	55% 35% 1
I know how to get my questions answered	51% 36% 13%	62% <mark>27% 11</mark> %	60% <mark>27% 13</mark> %	54% 35% 1
It's easy to get my questions answered	50% 39% 11 %	61% 27% 12%	61% <mark>26% 13</mark> %	50% 39% 1
I am eligible for products and services I prefer	39% 50% 11%	58% 36% 6 %	58% 36% 6 %	41% 49% 1
I'm familiar with available products and services	47% 38% 15%	54% <mark>26% 20</mark> %	56% 29% 15%	45% 35% 20
The products I prefer are affordable	34% 43% 23%	47% <mark>35%</mark> 18%	51% <mark>34% 15</mark> %	32% 43% 25
I worry I will be denied products or services	25% 40% 35%	31% <mark>27%</mark> 42%	33% <mark>32%</mark> 35%	21% <mark> 36%</mark> 43%
	<\$50,000	\$50,000-\$99,999	\$100,000+	
I can access these as easily as most others	49% 41% 10%	59% <mark>32% 9</mark> %	68% <mark>26% 6</mark> %	5
I know how to get my questions answered	50% 38% 12%	58% <mark>29% 13</mark> %		
It's easy to get my questions answered	46% 44% 10%	53% 31% 16%	64% 24% 12%	
I am eligible for products and services I prefer	40% 52% 8%	52% 38% 10%		
I'm familiar with available products and services	42% 39% 19%	49% 31% 20%	58% <mark>29% 13</mark> %	
The products I prefer are affordable	33% 44% 23%	45% 37% 18% 33% 31% 36%	52% 30% 18% 29% <mark>26% 45</mark> %	
I worry I will be denied products or services	26% 42% 32%			

Accessibility by Subpopulation (2 of 2)

Thinking about life insurance products and services overall, how strongly do you agree or disagree that each of the following statements describes you?

			er Agree Strongly or isagree Disag	
	Hispanic/Latino	Non-Hispanic Asian	Non-Hispanic Black	Non-Hispanic Whit
I can access these as easily as most others	57% <mark>30%1</mark> 3%	53% 39% 8%	62% 29%9 %	60% 33%7
I know how to get my questions answered	53% <mark>33%1</mark> 4%	49% 41% 10%	64% 29%7 %	56% <mark>33%1</mark> 1
It's easy to get my questions answered	50% 35% 15%	42% 43% 15%	62% 28%10%	54% 33%13
I am eligible for products and services I prefer	50% 40% 10%	45% 49% 6 %	60% 36%4%	47% 45% 8
m familiar with available products and services	47% 33% 20%	38% 42% 20%	55% 31%14%	51% 29% 20
The products I prefer are affordable	45% 41% 14%	36% 47% 17%	58% 31%1 1%	37% 43% 20
I worry I will be denied products or services	36% <mark>36%</mark> 28%	23% 42% 35%	27% 37% 36%	25% <mark>37% 38</mark> %
	Acculturated Imm.	Bicultural Imm.	Unacculturated Imm	
I can access these as easily as most others	56% 28%16%	61% 30%9%	47% 33% 20%	
I know how to get my questions answered	54% 31%15%	59% 27%14%	40% 46% 14%	
It's easy to get my questions answered	51% 35% 14%	54% 30%16%	42% 42% 16%	
I am eligible for products and services I prefer	44% 43% 13%	55% 36% 9%	42% 49% 9%	
n familiar with available products and services	41% 35% 24%	53% 28%19%	40% 38% 22%	
The products I prefer are affordable	33% 38% 29%	52% 40% 8%	41% 42% 17%	
I worry I will be denied products or services	31% <mark>30%</mark> 39%	38% 38% 24%	36% 37% 27%	
I can access these as easily as most others	Female 56% 35% 9%	Male 62% 31%7%	Women 55% 36% 9%	Men 62% 31%
I know how to get my questions answered	55% 32%13%	63% 28%9%	55% 32%13%	63% 28%9
It's easy to get my questions answered	54% 34%12%	61% 29%10%	53% 35%12%	62% 28%
I am eligible for products and services I prefer	47% 46% 7%	53% 38% 9%	48% 45% 7%	54% 37% 9
m familiar with available products and services	49% 34% 17%	56% 28%16 %	49% 34% 17%	54% 30%16
The products I prefer are affordable	38% 41% 21%	47% 36% 17 %	38% 40% 22%	46% 37% 17
I worry I will be denied products or services	25% <mark>38%</mark> 37%	30% 29% 41%	24% <mark>38%</mark> 38%	31% 29% 40%
	LGBTQ+	Non-LGBTQ+	With Disability	Without Disabilit
I can access these as easily as most others	43% 41% 16%	62% 30%8%	57% 34% 9%	62% 29%9
I know how to get my questions answered	46% 37% 17%	61% 27%12%	59% 30%11%	59% 29%1
It's easy to get my questions answered	39% 44% 17%	57% 29%14%	51% 31% 18%	58% 31%1
I am eligible for products and services I prefer	36% 52% 12%	51% 41% 8%	46% 44% 10%	51% 41% 8
n familiar with available products and services	37% 39% 24%	54% 25%21%	48% 32% 20%	54% 27%19
The products I prefer are affordable	33% 48% 19%	43% 36% 21% 28% 32% 40%	44% 33% 23% 42% 34% 24%	41% 40% 19 25% 33% 42%
I worry I will be denied products or services				

MOTIVATIONS

Motivations by Reason

How motivating to you is each reason to purchase life insurance?

	Extrem	nely or Very Motivating	Somewhat Motiv	ating Not at A	ll or Not Very Mo	tivating
- 0	To have mo	oney to cover	To ensure fa	milyhas	To pay off del	ots (car loans, credit
Causal Desiglation	100000	expenses	money to cover	Charles and the Control	the second of the second	oans, mortgage, etc.
General Population	59%	22% 19%	56%	21% 23%	48%	22% 30%
Gen Z Millennials	57%	30% 13%	59%	30% 11%	53%	31% 16%
	69%	21% 10%	69%	22% 9%	62%	23% 15%
Gen X Boomers +	66%	21% 13%	66%	23% 11%	54%	25% 21%
Married/Partnered	51% 65%	24% 25% 18% 17%	40% 22%	38% 14% 16%	31% 24 55%	4% 45% 19% 26%
Single I	48%	25% 27%	35% 23%	42%		6% 42%
Kids at home	75%	21%4%	78%	19%3%	70%	
No kids at home	52%	25% 23%		1% 31%		20% 41%
< \$50,000	58%	24% 18%		2% 31%	37%	30% 33%
\$50,000-\$99,999	61%	25% 14%	61%	23% 16%	57%	17% 26%
\$100,000+	61%	19% 20%	66%	14% 20%	52%	18% 30%
Urban I	59%	22% 19%		22% 23%	49%	23% 28%
Suburban	57%	23% 20%	57%	17% 26%	47%	16% 37%
Rural	64%	21% 15%	58%	23% 19%	50%	26% 24%
Hispanic/Latino	66%	23% 11%	63%	23% 14%	54%	27% 19%
Non-Hispanic Asian	45%	34% 21%	54%	24% 22%	40%	24% 36%
Non-Hispanic Black	73%	18% 9%	65%	21% 14%	60%	24% 16%
Non-Hispanic white	54%	26% 20%		22% 26%	44%	18% 38%
Acculturated immigrant	68%	19% 13%		16% 29%	45%	24% 31%
Bicultural immigrant	73%	19% 8%	70%	21% 9%	60%	24% 16%
Unacculturated immigrant	51%	32% 17%	54%	32% 14%	50%	33% 17%
Female 1	58%	28% 14%	52% 1	9% 29%	43%	25% 32%
Male	58%	20% 22%	59%	21% 20%	48%	20% 32%
Women	58%	27% 15%	52% 2	0% 28%	43%	25% 32%
Men	58%	21% 21%	59%	21% 20%	47%	21% 32%
LGBTQ+	49%	28% 23%	47% 2.	5% 28%	40%	27% 33%
Non-LGBTQ+	50%	24% 16%	56%	21% 23%	46%	22% 32%
With disability	64%	23% 13%	60%	23% 17%	53%	27% 20%
Without disability	59%	23% 18%	55%	21% 24%	45%	21% 34%
	To leave a le	gacy(e.g., help	To provide fun	ds for kids'		
		upport a cause)	college edu	The second secon		
General Population	45%	30% 25%	35% 19%	46%		
Gen Z	53%	29% 18%	57%	30% 13%		
Millennials	61%	25% 14%	61%	20% 19%		
Gen X	52%	29% 19%	45% 24			
Boomers +		28% 34%	16% 17%	67%		
Married/Partnered	54%	27% 19%	43% 19%			
Single		<mark>6%</mark> 37%	25% 16%	59%		
Kids at home	67%	26% 7%	69%	23% 8%		
No kids at home	43%	26% 31%	21% 18%	61%		
< \$50,000	41%	31% 28%	33% 21%	46%		
\$50,000-\$99,999	52%	26% 22%	39% 17%	44%		
\$100,000+	49%	26% 25%	42% 21%			
Úrban I	47%	25% 28%	37% 22%	41%		
Suburban	43%	29% 28%	31% 17%	52%		
Rural I	52%	27% 21%	42% 21%			
Hispanic/Latino	61%	24% 15%		25% 25%		
	43%	32% 25%	32% 24%	44%		
Non-Hispanic Asian		220/ 150/		32%		
Non-Hispanic Asian Non-Hispanic Black	63%	22% 15%	27% 21%	52%		
Non-Hispanic Asian Non-Hispanic Black Non-Hispanic white	44%	29% 27%				
Non-Hispanic Asian Non-Hispanic Black Non-Hispanic white Acculturated immigrant	44% 50%	29% 27% 21% 29%	31% 14%	55%		
Non-Hispanic Asian Non-Hispanic Black Non-Hispanic white Acculturated immigrant Bicultural immigrant	44% 50% 66%	29% 27% 21% 29% 22% 12%	31% 14% 56%	25% 19%		
Non-Hispanic Asian Non-Hispanic Black Non-Hispanic White Acculturated immigrant Bicultural immigrant Jnacculturated immigrant	44% 50% 66% 56%	29% 27% 21% 29% 22% 12% 31% 13%	31% <mark>14%</mark> 56% 1	25% 19% 34% 15%		
Non-Hispanic Asian Non-Hispanic Black Non-Hispanic White Acculturated immigrant I Bicultural immigrant I Jnacculturated immigrant I Female	44% 50% 66% 56% 45%	29% 27% 21% 29% 22% 12% 31% 13% 28% 27%	31% 14% 56% 51% 34% 20%	25% 19% 34% 15% 46%		
Non-Hispanic Asian Non-Hispanic Black Non-Hispanic white Acculturated immigrant Bicultural immigrant Jnacculturated immigrant Female Male	44% 50% 66% 56% 45% 45%	29% 27% 21% 29% 22% 12% 31% 13% 28% 27% 31% 24%	31% 14% 56% 51% 34% 20% 34% 21%	25% 19% 34% 15% 46% 45%		
Non-Hispanic Asian Non-Hispanic Black Non-Hispanic white Acculturated immigrant I Bicultural immigrant I Jnacculturated immigrant I Female Male Women	44% 50% 66% 56% 45% 45% 45%	29% 27% 21% 29% 22% 12% 31% 13% 28% 27% 31% 24% 29% 26%	31% 14% 56% 51% 34% 20% 34% 21% 34% 20%	25% 19% 34% 15% 46% 45% 46%		
Non-Hispanic Asian Non-Hispanic Black Non-Hispanic White Acculturated immigrant Bicultural immigrant Unacculturated immigrant Female Male Women Men	44% 50% 56% 56% 45% 45% 45% 45%	29% 27% 21% 29% 22% 12% 31% 13% 28% 27% 31% 24% 29% 26% 31% 24%	31% 14% 56% 51% 34% 20% 34% 21% 34% 20% 33% 22%	25% 19% 34% 15% 46% 45% 46% 45%		
Non-Hispanic Asian Non-Hispanic Black Non-Hispanic White Acculturated immigrant I Bicultural immigrant I Unacculturated immigrant I Female Male Women Men LGBTQ+	44% 50% 56% 56% 45% 45% 45% 45% 45%	29% 27% 21% 29% 22% 12% 31% 13% 28% 27% 31% 24% 29% 26% 31% 24% 29% 34%	31% 14% 56% 51% 34% 20% 34% 21% 34% 20% 33% 22% 32% 21%	25% 19% 34% 15% 46% 45% 46% 45% 47%		
Non-Hispanic Asian Non-Hispanic Black Non-Hispanic White Acculturated immigrant Bicultural immigrant Unacculturated immigrant Female Male Women Men LGBTQ+ Non-LGBTQ+	44% 50% 56% 45% 45% 45% 45% 45% 40% 2	29% 27% 21% 29% 22% 12% 31% 13% 28% 27% 31% 24% 29% 26% 31% 24% 26% 34% 28% 23%	31% 14% 55% 51% 34% 20% 34% 21% 34% 20% 33% 22% 32% 21% 34% 19%	25% 19% 34% 15% 46% 45% 46% 45% 47%		
Non-Hispanic Asian Non-Hispanic Black Non-Hispanic White Acculturated immigrant I Bicultural immigrant I Unacculturated immigrant I Female Male Women Men LGBTQ+	44% 50% 56% 56% 45% 45% 45% 45% 45%	29% 27% 21% 29% 22% 12% 31% 13% 28% 27% 31% 24% 29% 26% 31% 24% 29% 34%	31% 14% 56% 51% 34% 20% 34% 21% 34% 20% 33% 22% 32% 21%	25% 19% 34% 15% 46% 45% 46% 45% 47%		

Motivations by Subpopulation (1 of 2) How motivating to you is each reason to purchase life insurance?

		,,,	mewhat Not Veryor Not A Motivating	at All
	General Population	Urban	Suburban	Rural
Pay funeral expenses	59% <mark>22%</mark> 19%	59% <mark>22%</mark> 19%	57% 23% 20%	64% 21%1 5%
Replace lost salary	56% 21% 23%	55% <mark>22% 23</mark> %	57% <mark>17%</mark> 26%	58% 23% 19 %
Pay off debts	48% <mark>22%</mark> 30%	49% <mark>23%</mark> 28%	47% <mark>16%</mark> 37%	50% 26% 24%
Leave a legacy	45% 30% 25%	47% 25% 28%	43% 29% 28%	52% 27% 21 %
Fund kids' college	35% <mark>19%</mark> 46%	37% <mark>22%</mark> 41%	31% <mark>17%</mark> 52%	42% <mark>21%</mark> 37%
	GenZ	Millennials	GenX	Boomers+
Pay funeral expenses	57% 30% 13%	69% 21%10%	66% 21%13%	51% 24% 25%
Replace lost salary	59% 30% 11%	69% 22%9%	66% 23%11%	40% 22% 38%
Pay off debts	53% 31% 16%	62% 23% 15%	54% 25% 21%	31% 24% 45%
Leave a legacy	53% 29% 18%	61% 25% 14%	52% 29% 19%	38% 28% 34%
Fund kids' college	57% 30% 13%	61% <mark>20%</mark> 19%	45% <mark>24%</mark> 31%	16% <mark>17%</mark> 67%
	Married/Partnered	Single	Kids at Home	No Kidsat Home
Pay funeral expenses	65% <mark>18%</mark> 17%	48% 25% 27%	75% <mark>21%4</mark> %	52% 25% 23%
Replace lost salary	70% <mark>14%</mark> 16%	35% <mark>23%</mark> 42%	78% <mark>19%</mark> %	48% <mark>21%</mark> 31%
Pay off debts	55% <mark>19%</mark> 26%	32% <mark>26%</mark> 42%	70% <mark>21%9</mark> %	39% <mark>20%</mark> 41%
Leave a legacy	54% 27% 19%	37% <mark>26% 37%</mark>	67% 26% 7%	43% <mark>26%</mark> 31%
Fund kids' college	43% <mark>19% 38%</mark>	25% <mark>16% 59%</mark>	69% <mark>23%8</mark> %	21% <mark>18%</mark> 61%
	Not College Grad	College Grad	Employed	Unemployed
Pay funeral expenses	60% 23% 17%	55% 27% 18%	66% 21%13%	49% 27% 24%
Replace lost salary	52% <mark>21%</mark> 27%	58% <mark>20%</mark> 22%	67% 21%12%	43% <mark>19%</mark> 38%
Pay off debts	41% 28% 31%	50% <mark>18%</mark> 32%	57% 23% 20%	33% <mark>22%</mark> 45%
Leave a legacy	45% 28% 27%	45% 32% 23%	54% 28% 18%	36% <mark>29%</mark> 35%
Fund kids' college	31% <mark>23%</mark> 46%	37% <mark>20%</mark> 43%	49% <mark>22% 29%</mark>	19% <mark>17%</mark> 64%
	<\$50,000	\$50,000-\$99,999	\$100,000+	
Pay funeral expenses	58% 24% 18%	61% 25% 14%	61% 19% 20%	
Replace lost salary	47% <mark>22%</mark> 31%	61% 23% 16%	66% <mark>14%</mark> 20%	
Pay off debts	37% <mark>30%</mark> 33%	57% <mark>17%</mark> 26%	52% <mark>18%</mark> 30%	
Leave a legacy	41% 31% 28%	52% <mark>26% 22</mark> %	49% 26% 25%	
Fund kids' college	33% <mark>21%</mark> 46%	39% <mark>17%</mark> 44%	42% <mark>21%</mark> 37%	

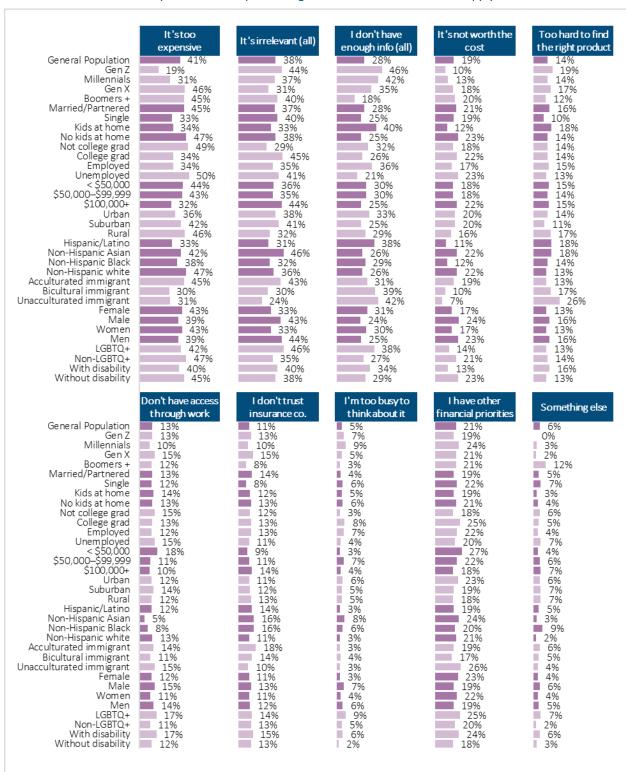
Motivations by Subpopulation (2 of 2) How motivating to you is each reason to purchase life insurance?

		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	newhat Not Veryor Not At	All
	10		tivating Motivating	N 15 : 144 S
Pay funeral expenses	Hispanic/Latino 66% 23%11%	Non-Hispanic Asian 45% 34% 21%	Non-Hispanic Black 73% 18%9%	Non-Hispanic White 54% 26% 20%
Replace lost salary	63% 23%11%	54% 24% 22%	65% 21%14%	52% 22% 26% 52% 52% 52% 52% 52% 52% 52% 56%
Pay off debts	54% 27% 19%	40% 24% 36%	60% 24% 16%	44% 18% 38%
Leave a legacy	61% 24% 15%	43% 32% 25%	63% 22%15%	44% 29% 27%
Fund kids' college	50% 25% 25%	32% 24% 44%	49% 19% 32%	27% <mark>21%</mark> 52%
	Acculturated Immigrant	Bicultural Immigrant	Unacculturated Imm.	
Pay funeral expenses	68% 19%13%	73% 19%8%	51% 32% 17%	
Replace lost salary	55% 16% 29%	70% 21%9%	54% 32% 14%	
Pay off debts	45% <mark>24% 31%</mark>	60% 24% 16%	50% 33% 17%	
Leave a legacy	50% <mark>21%</mark> 29%	66% 22%12%	56% 31% 13%	
Fund kids' college	31% <mark>14%</mark> 55%	56% 25% 19%	51% 34% 15%	
D ()	Female	Male	Women	Men
Pay funeral expenses	58% 28% 14%	58% 20% 22%	58% 27% 15%	58% 21% 21%
Replace lost salary	52% 19% 29%	59% 21% 20%	52% 20% 28%	59% 21% 20%
Pay off debts Leave a legacy	43% 25% 32%	48% 20% 32%	43% 25% 32%	47% 21% 32%
Fund kids' college	45% 28% 27% 34% 20% 46%	45% 31% 24% 34% 45%	45% 29% 26% 34% 20% 46%	45% 31% 24% 33% 22% 45%
runu kius conege	34% 20% 40%	34% <mark>21%</mark> 43%	34% <mark>20%</mark> 40%	55% 22% 45%
	LGBTQ+	Non-LGBTQ+	With Disability	Without Disability
Pay funeral expenses	49% 28% 23%	60% 24% 16%	64% 23% 13%	59% <mark>23%</mark> 18%
Replace lost salary	47% 25% 28%	56% <mark>21%</mark> 23%	60% 23% 17%	55% <mark>21%</mark> 24%
Pay off debts	40% <mark>27%</mark> 33%	46% <mark>22%</mark> 32%	53% 27% 20%	45% <mark>21%</mark> 34%
Leave a legacy	40% <mark>26%</mark> 34%	49% 28% 23%	55% 25% 20%	50% 24% 26%
Fund kids' college	32% <mark>21%</mark> 47%	34% <mark>19% 47</mark> %	46% <mark>19%</mark> 35%	32% <mark>17%</mark> 51%

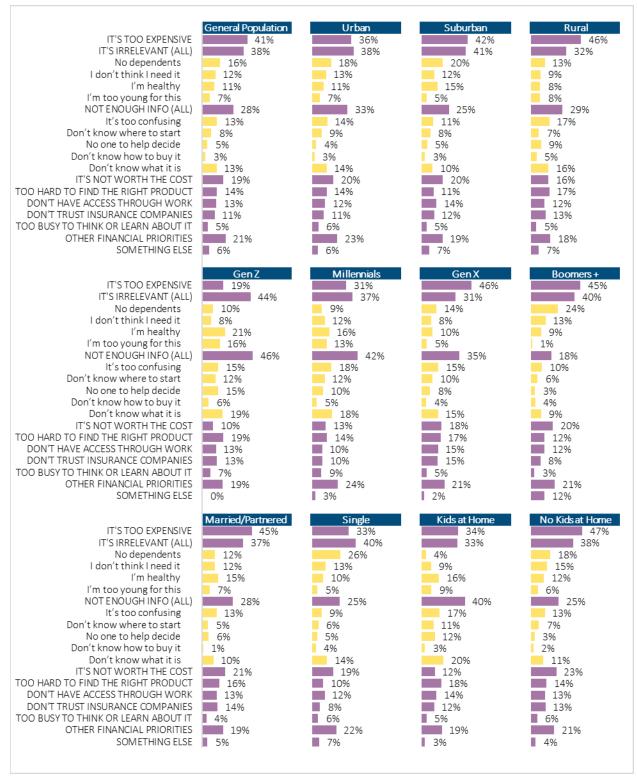
BARRIERS

Barriers by Factor

Which factors would reduce your interest in purchasing life insurance? Check all that apply.

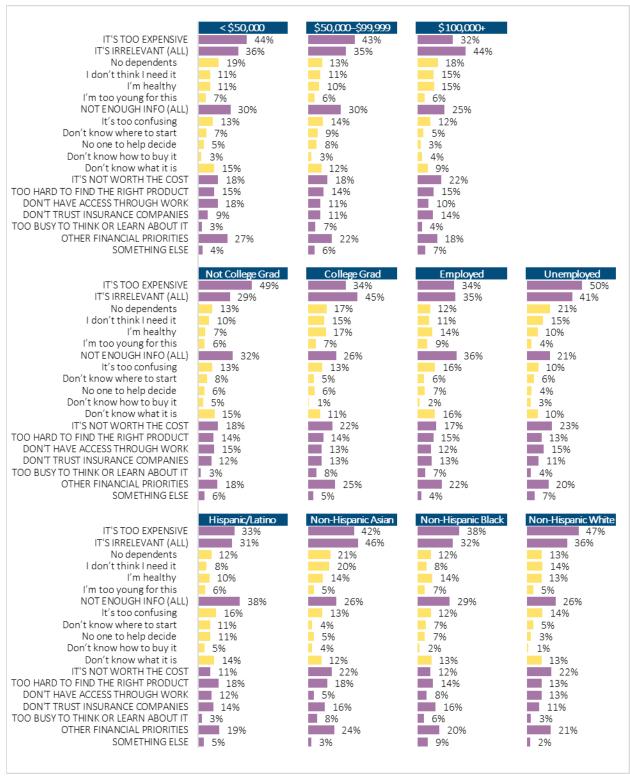


Barriers by Subpopulation (1 of 3)
Which factors would reduce your interest in purchasing life insurance? Check all that apply.



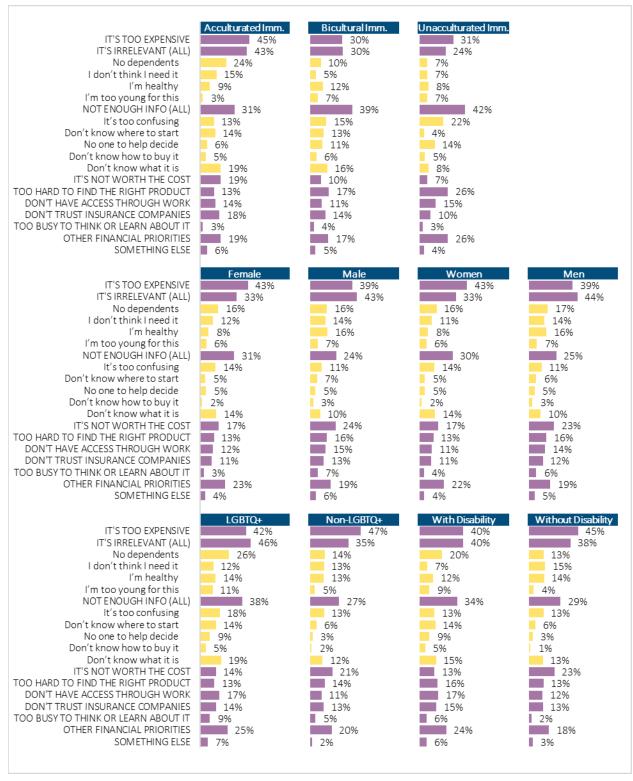
Rows with all-capital labels (purple bars) show the total percentage of respondents who checked any of the subcategories that are shown below in rows with mixed-case headers (yellow bars).

Barriers by Subpopulation (2 of 3)
Which factors would reduce your interest in purchasing life insurance? Check all that apply.



Rows with all-capital labels (purple bars) show the total percentage of respondents who checked any of the subcategories that are shown below in rows with mixed-case headers (yellow bars).

Barriers by Subpopulation (3 of 3)
Which factors would reduce your interest in purchasing life insurance? Check all that apply.

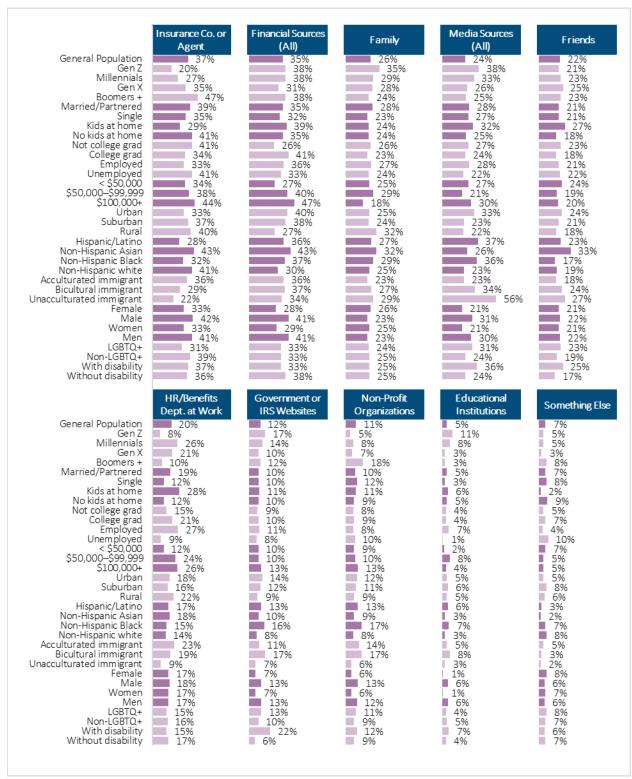


Rows with all-capital labels (purple bars) show the total percentage of respondents who checked any of the subcategories that are shown below in rows with mixed-case headers (yellow bars).

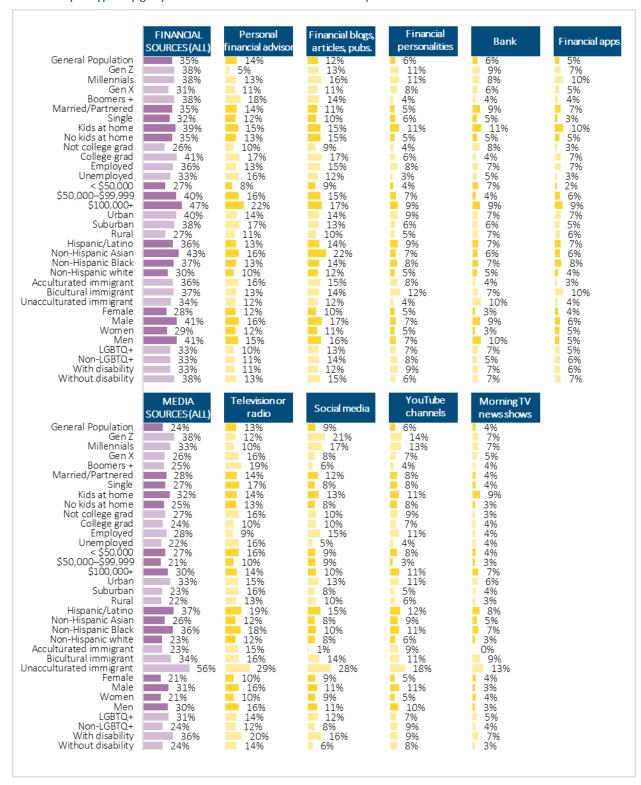
INFORMATION SOURCES

Information Sources: Main Categories

Where do you typically get your information about life insurance products and services?



Information Sources: Financial and Media Sources Detail
Where do you typically get your information about life insurance products and services?



Columns with all-capital headers (purple bars) show the total percentage of respondents who checked any of the subcategories that show to the right in columns with mixed-case headers (yellow bars).

PERCEPTIONS

Perceptions by Statement (1 of 2)

	Stro	ongly or Somewh	at Agree N	leither Agree Nor	Disagree	StronglyorSom	ewhat Disagr	е
		ovided by	Areforpe	eople like me		ident making	The state of the s	ned to match
General Population		ny companies				onsabout		needs
General Population Gen Z	54% 49%	25% 21% 34% 17%	54% 50%	27% 19% 31% 19%	40%	29% 18% 40% 20%	58% 49%	29% 18 29% 22
Millennials	58%	16% 26%	58%	22% 20%	50%	27% 23%	60%	18% 22
Gen X	50%	34% 16%	54%	30% 16%	45%	41% 14%	51%	35% 1
Boomers +	59%	21% 20%	53%	26% 21%	56%	26% 18%	51%	32% 1
Married/Partnered Single	62% 46%	13% 25% 35% 19%	61% 47%	16% 23% 35% 18%	57% 48%	20% 23% 34% 18%	59% 48%	21% 2 35% 1
Kids at home	64%	5% 30%	71%		60%	12% 28%	67%	8% 25
No kids at home	54%	26% 20%	53%	27% 20%	54%	29% 17%	51%	33% 1
Not college grad	47%	35% 18%	50%	32% 18% 22% 22%	47%	38% 15%	45%	39% 1
College grad	62% 62%	15% 23% 14% 24%	56% 63%	22% 22% 13% 24%	56% 57%	21% 23% 18% 25%	58% 58%	23% 1 21% 2
Employed Unemployed	50%	33% 17%	45%	39% 16%	48%	38% 14%	48%	37% 1
< \$50,000	47%	38% 15%	47%	39% 14%	43%	44% 13%	49%	38%
\$50,000-\$99,999	55%	23% 21%	57%	25% 18%	53%	32% 15%	54%	26% 2
\$100,000+	65%	9% 26%	61%	13% 26%	61%	12% 27%	62%	16% 22
Urban Suburban	56% 54%	25% 19% 25% 21%	55% 54%	27% 18% 26% 20%	51% 53%	29% 20% 33% 14%	52% 53%	29% 1 31% 1
Rural	57%	21% 22%	55%	23% 22%	52%	26% 22%	56%	21% 23
Hispanic/Latino	55%	36% 9%	58%	25% 17%	50%	43% 7%	57%	33%
Non-Hispanic Asian	51%	33% 16%	42%.	39% 19%	39%	57% 4%	43%	44%
Non-Hispanic Black	60%	31% 9%	54%	25% 11%	58%	32% 10%	61%	29%
Non-Hispanic white Acculturated immigrant	55% 49%	31% 13% 38% 13%	52% 51%	31% 17% 30% 19%	55% 40%	37% 8% 52% 8%	52% 53%	37% 38%
Bicultural immigrant	58%	36% 6%	61%	21% 18%	54%	38% 8%	60%	38% 30%
nacculturated immigrant	53%	35% 12%	55%	32% 13%	50%	44% 6%	54%	33%
Female	55%	33% 12%	49%	31% 20%	52%	40% 8%	47%	40%
Male	59%	28% 13%	59%	26% 15%	54%	38% 8%	51%	31%
Women Men	54% 59%	34% 12% 28% 13%	49% 60%	31% 20% 25% 15%	52% 53%	40% 8% 39% 8%	47% 62%	40% 1
LGBTQ+	43%	40% 17%	44%	25% 15% 31% 25%	40%	46% 14%	40%	45% 1
Non-LGBTQ+	57%	32% 11%	61%	23% 16%	57%	36% 7%	55%	34%
With disability	55%	32% 13%	55%	25% 20%	53%	36% 11%	54%	32% 1
Without disability	57%	32% 11%	58%	26% 16%	55%	38% 7%	55%	35%
	Have ager	ntsthat I feel	Have stric	t rules when	Italktom	y kidsabout*	Arefa	irwhen
5 5 CO 12 B C 1 May 1	comfor	table with		gclaims0	. College		authorizin	g payments
General Population	52%	30% 18%	49%	34% 17%	47%	39% 14%	45%	41%
Gen Z Millennials	44% 52%	36% 20% 28% 20%	45% 53%	30% 25% 27% 20%	40% 48%	45% 15% 35% 17%	46% 51%	36% 1 30% 1
Gen X	50%	29% 21%	53%	27% 20% 33% 14%	50%	35% 17% 38% 12%	41%	30% 19 47% 1
Boomers +	49%	32% 19%	52%	34% 14%	42%	44% 14%	47%	42%
Married/Partnered	57%	21% 22%	57%	23% 20%	49%	31% 20%	53%	29% 1
Single	42%	41% 17%	47%	41% 17%			41%	47%
Kids at home	51%	18% 21%	57%	20% 23%	51%	27% 22%	60%	26% 1
No kids at home Not college grad	52% 49%	32% 16% 38% 13%	52% 43%	32% 16% 42% 15%	48% 46%	37% 15% 39% 15%	48% 44%	39% 43%
College grad	53%	26% 21%	55%	28% 17%	49%	35% 16%	51%	34% 1
Employed	59%	22% 19%	55%	27% 18%	54%	28% 18%	56%	28% 1
Unemployed	45%	40% 15%	45%	41% 14%	34%	52% 14%	41%	47%
< \$50,000 \$50,000—\$99,999	42%	46% 12% 23% 20%	41%	45% 14%	47%	42% 11% 42% 13%	41%	50%
\$100,000+	57% 57%	23% 20% 18% 25%	53% 50%	33% 14% 19% 21%	45% 55%	42% 13% 26% 19%	46% 56%	40% 1 26% 1
Urban	52%	29% 19%	51%	33% 16%	52%	34% 14%	49%	36% 1
Suburban	53%	28% 19%	51%	34% 15%	44%	43% 13%	46%	39% 1
Rural	53%	33% 14%	46%	34% 20%	51%	30% 19%	44%	43%
Hispanic/Latino	51%	41% 8%	55%	37% 8%	50%	37% 13%		21% 29
Non-Hispanic Asian Non-Hispanic Black	37% 54%	56% 7% 34% 12%	50% 47%	39% 11% 46% 7%	39% 53%	53% 8% 38% 9%	36% 2 51%	8% 369 27% 22
Non-Hispanic white	52%	37% 11%	52%		44%	48% 8%	46%	
Acculturated immigrant	36%	58% 6%	58%	32% 10%	24%	65% 11%	30% 249	46%
Bicultural immigrant	57%	33% 10%	54%	41% 5%	56%	32% 12%	58%	17% 25
nacculturated immigrant Female	49%	44% 7%	54%	35% 11%	49%	35% 16%	50%	26% 24
	48% 58%	40% 12% 35% 7%	47% 52%	45% 8% 41% 7%	. 44% 53%	47% 9% 37% 10%	43% 56%	
	48%	39% 13%	47%	44% 9%	45%	46% 9%		27% 32°
Male		35% 7%	52%	42% 6%	54%	37% 9%	57%	11% 329
Male Women Men	58%	33/0 //0			210/	52% 17%	37% 2	
Male Women Men LGBTQ+	40%	51% 9%	52%	36% 12%	31%			
Male Women Men LGBTQ+ Non-LGBTQ+	40% 55%	51% 9% 33% 12%	51%	43% 6%	48%	44% 8%	53%	15% 329
Male Women Men LGBTQ+	40%	51% 9%	52% 51% 54% 54%					

Perceptions by Statement (2 of 2)

	I learned	about fro	m my	Have	agents in	my	Are sold	byagents	that	Arat	oo confus	ing
0 10 10		arents			ighborhod			klikeme		1		
General Population Gen Z	41% 46%	47% 37%	12% 17%	39% 43%	49% 40%	12% 17%	35% 41%	54% 40%	11% 19%	39%	57% 45%	16
Millennials	49%	34%	17%	43%	42%		40%	46%	14%	39%	45%	16
Gen X	40%	48%	12%	39%	49%	12%	36%	52%	12%	42%	44%	14
Boomers +	37%	61%	2%	36%	53%	11%	32%	58%	10%	28%	68%	-
Married/Partnered Single	46% 34%	38% 66%	16% 0%	. 46% . 35%	41% 53%	13% 12%	33%	46% 56%	13% 11%	35% 31%	52% 61%	1
Kids at home	54%			48%			50%	33%	17%	42%		19
No kids at home	43%	579	6 0%	42%	46%	12%	37%	50%	13%	30%	63%	-1
Not college grad	42%	46%	12%	34%	56%	10%	28%	64%	8%	25%	66%	
College grad Employed	44% 51%	42% 32%	14% 17%	43% 47%	45% 40%		43% 44%	42% 42%	15% 14%	38% 36%	51% 50%	1
Unemployed	36%	60%	4%	32%	59%	9%	29%	62%	9%	30%	66%	1
< \$50,000 \$50,000–\$99,999	37%	55%	8%	34%	58%	8%	29%	64%	7%	34%	62%	
\$50,000-\$99,999	44%			34%	55%	11%	38%	49%	13%	34%	54%	1
\$100,000+ Urban	44%	37% 46%	19% 11%	50% 41%	32% 48%		35%	41% 55%	15% 10%	35% 36%	52% 54%	1
Suburban	42%	45%	13%	40%	47%	13%	39%	49%	12%	32%	58%	1
Rural	42%	42%	16%	37%	50%	13%	35%	51%	14%	35%	55%	1
Hispanic/Latino	47%	32%	21%	42%	43%	15%	41%	47%	12%	42%	33%	25
Non-Hispanic Asian	35%	38%	27%	30%	52%	18%	26%	55%	19%	30%		289
Non-Hispanic Black Non-Hispanic white	49% 43%		15% 28%	35% 45%		20% 15%	38% 37%	49% 51%	13% 12%	26% 30%	44% 31%	309
Acculturated immigrant			40%	34%	48%	18%	19%	63%	18%	48%	22%	309
Bicultural immigrant	50%	33%	17%	48%	399	6 13%	48%	40%	12%	40%	36%	24
acculturated immigrant	47%	31%	22%	37%	43%	20%	46%	45%	9%	42%	35%	23
Female Male	43% 45%	28%	29% 21%	33% 47%	50% 36%	17% 17%	35% 39%	50% 46%	15% 15%	36%	28% 35%	36%
Women	43%		28%	33%	49%	18%	35%	50%	15%	35%		37%
Men	44%	36%	20%	47%	37%	16%	39%	46%	15%	29%	35%	36%
LGBTQ+	38%	31%	31%	34%	49%	17%	32%	53%	15%	44%	35%	21
Non-LGBTQ+ With disability	45% 47%	30% 29%	25% 24%	45% 38%	39% 44%	16% 18%	35% 42%	48% 44%	17% 14%	31% 41%	31% 36%	38%
Without disability	46%	24%	30%	43%	40%		35%	50%	15%		29%	40%
	100000000000000000000000000000000000000	will deny age/servi	0.00		e my cove							
General Population	32%	59%	9%	24%	68%	8%						
Gen Z	44%	46%	10%	39%	48%	13%						
Millennials	44%	46%	10%	39%	46%	15%						
Gen X Boomers +	41% 25%	46% 69%	13% 6%	27% 16%	66% 81%	7% 3%						
Married/Partnered	38%	50%	12%	30%	60%	10%						
Single	29%	64%	7%	24%	69%	7%						
Kids at home	48%	40%		39%		15%						
No kids at home Not college grad	27%	64% 66%	9% 6%	22%	71% 70%	7% 8%						
College grad	35%	51%	14%	29%	63%	8%						
Employed	39%	47%	14%	40%	47%	13%						
Unemployed	23%	71%	6%	12%	85%	3%						
< \$50,000 \$50,000-\$99,999	37%	65% 51%	7% 12%	23%	72% 71%	6% 6%						
\$100,000+	33%	59%	8%	33%		12%						
Úrban	35%	54%	11%	29%	62%	9%						
Suburban	35%	54%	11%	26%	67%	7%						
Rural Hispanic/Latino	28% 45%	64% 27%	28%	34%	66% 46%	10%						
Non-Hispanic Asian	27%	51%	22%	23%	52%	25%						
Non-Hispanic Black	37%	22%	41%	29%	42%	29%						
Non-Hispanic white			35%	22%	47%	31%						
Acculturated immigrant Bicultural immigrant	41%	39% 19%	20% 35%	16% 4 39%	44%	39% 17%						
nacculturated immigrant	47%	34%	19%	39%	48%							
Female	28%	39%	33%	22%	50%	28%						
Male	34%	28%	38%	31%		30%						
Women Men		40% 29%	33% 37%	21% 32%	50% 39%	29% 29%						
LGBTQ+		31%	24%	26%	49%	25%						
Non-LGBTQ+	30% 3	31%	39%	28%	44%	28%						
With disability Without disability	49%	25%	26% 39%	27% 26%	47% 44%	26% 30%						

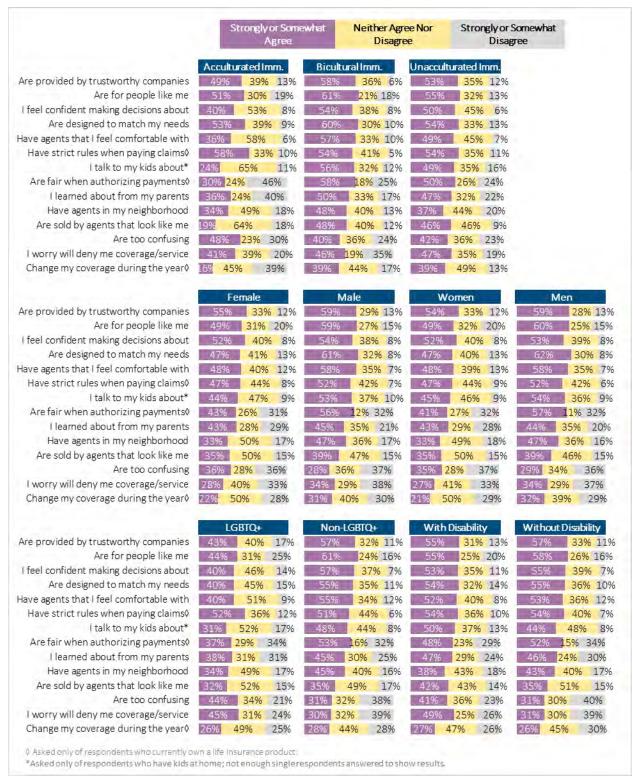
Perceptions by Subpopulation (1 of 3)

	Strongly or Somewhat Agree				Neither Agree Nor Disagree			Stroi	Ĺ			
	General	Populat	tion	0	ban		Sub	urban		R	Rural	
Are provided by trustworthy companies	54%		21%	56%	25%	19%	54%	26%	21%	57%	21%	22%
Are for people like me	54%	27%	19%	55%		18%	54%	27%	20%	55%	24%	22%
I feel confident making decisions about	53%		18%	51%	29%		53%	34%	14%	52%	26%	22%
Are designed to match my needs	53%		18%	52%	30%	19%	53%	32%	16%	56%	22%	23%
lave agents that I feel comfortable with	52%	30%	18%	52%	29%	19%	53%	29%	19%	53%	34%	149
Have strict rules when paying claims0	49%	34%	17%	51%	33%	16%	51%	35%	15%	46%	34%	20%
I talk to my kids about*	47%	39%	14%	52%	35%	14%	44%	43%	13%	51%	30%	19%
Are fair when authorizing payments0	46%	41%	13%	49%	37%	15%	46%	39%	15%	44%	43%	139
I learned about from my parents	41%	47%	12%	43%	46%	11%	42%	45%	13%	42%	42%	16%
Have agents in my neighborhood	39%	50%	12%	41%	48%	11%	40%	48%	13%	37%	50%	139
Are sold by agents that look like me	35%	54%	11%	35%	56%	10%	39%	50%	12%	35%	52%	149
Are too confusing	34%	57%	9%	36%	55%	10%	32%	58%	10%	35%	56%	109
I worry will deny me coverage/service	32%	59%	9%	35%	55%	11%	35%	55%	11%	28%	65%	89
Change my coverage during the year◊	24%	68%	8%	29%	63%	9%	26%	67%	7%	24%	67%	109
	G	en Z		Mille	ennials		G	en X		Boo	omers+	=3
Are provided by trustworthy companies	49%	35%	17%	58%	16%	26%	50%	34%	16%	59%	21%	20%
Are for people like me	50%	31%	19%	58%	22%	20%	54%	31%	16%	53%	26%	21%
I feel confident making decisions about	40%	40%	20%	50%	27%	23%	45%	41%	14%	56%	26%	18%
Are designed to match my needs	49%	29%	22%	60%	18%	22%	51%	34%	14%	51%	32%	17%
lave agents that I feel comfortable with	44%	36%	20%	52%	28%	20%	50%	29%	21%	49%	31%	19%
Have strict rules when paying claims0	45%	30%	25%	53%	28%	20%	53%	32%	14%	52%	34%	149
I talk to my kids about*	40%	45%	15%	48%	35%	17%	50%	38%	12%	42%	44%	149
Are fair when authorizing payments0	46%	36%	18%	51%	30%	19%	41%	48%	12%	47%	42%	119
I learned about from my parents	45%	37%	17%	49%	34%	17%	40%	48%	12%	37%	61%	2
Have agents in my neighborhood	43%	40%	17%	43%	42%	15%	39%	48%	12%	36%	53%	119
Are sold by agents that look like me	41%	40%	19%	40%	46%	14%	36%	52%	12%	32%	58%	109
Are too confusing	39%	45%	16%	39%	45%	16%	42%	44%	14%	28%	68%	49
I worry will deny me coverage/service	44%	46%	10%	44%	46%	10%	41%	46%	13%	25%	69%	69
Change my coverage during the year	39%	47%	13%	39%	46%	15%	27%	65%	7%	16%	81%	39
	Married	/Partne	red	Si	ngle		Kidsa	nt Home	2	No Kid	sat Hon	ne
Are provided by trustworthy companies	62%	14%	25%	46%	35%	19%	64%	7%	30%	54%	27%	20%
Are for people like me	61%	16%	23%	47%	35%	18%	71%	5%	25%	53%	28%	20%
I feel confident making decisions about	57%	20%	23%	48%	33%	18%	60%	13%	28%	54%	30%	179
Are designed to match my needs	59%	20%	20%	48%	35%	17%	67%	9%	25%	51%	33%	169
lave agents that I feel comfortable with	57%	20%	22%	42%	42%	17%	61%	19%	21%	52%	33%	169
Have strict rules when paying claims◊	57%	23%	20%	42%	41%	17%	57%	21%	23%	52%	33%	169
talk to my kids about*	49%	30%	20%				51%	28%	22%	48%	37%	159
Are fair when authorizing payments0	53%	29%	18%	41%	47%	12%	60%	27%	6 14%	48%	40%	139
I learned about from my parents	45%	38%	16%	34%	66%	0%	54%	29%	18%	43%	57%	
Have agents in my neighborhood	46%	41%	13%	35%	53%	12%	48%		19%	42%	47%	129
Are sold by agents that look like me	41%	46%	13%	33%	56%	11%	50%		17%	37%	51%	139
Are too confusing	35%	52%	13%	31%	61%	8%	42%		19%	30%	64%	79
To receive all the contract of the forest	38%	50%	12%	29%	65%	7%	48%	41%		27%	65%	9%
I worry will deny me coverage/service			The state of the s		-	11.		11000	-			79

Perceptions by Subpopulation (2 of 3)

	St		or Some gree	ewhat Neither Agree Disagree				Stro	ngly or Disa	Somewhat gree	at	
	Not Col			Colle	ege Grac		Em	ployed		Un	employed	
Are provided by trustworthy companies	47%	35%		62%		23%	62%		24%	50%		17%
Are for people like me	50%		18%	56%	-	22%	63%	4000	24%	45%	40%	16%
I feel confident making decisions about	47%	39%	15%	56%		23%	57%	19%		48%		149
Are designed to match my needs	45%		16%	58%		19%	58%		21%	48%		
Have agents that I feel comfortable with	49%		13%	53%		21%	59%		19%	45%		159
Have strict rules when paying claims	43%	43%	15%	55%	-	17%	55%		18%	45%		149
I talk to my kids about*	46%	39%	15%	49%	35%	16%	54%		18%	34%	52%	149
Are fair when authorizing payments0	44%	43%	13%	51%	34%		56%		16%	41%		129
I learned about from my parents	42%	46%	12%	44%	42%	14%	51%		17%	36%	60%	49
Have agents in my neighborhood	34%	56%	10%	43%	45%	12%	47%	40%		32%	60%	9%
Are sold by agents that look like me		64%	8%	43%	43%	15%	44%	42%	14%	29%	63%	9%
Are too confusing		66%	9%	38%	51%	11%	36%	51%	14%	30%	67%	49
I worry will deny me coverage/service	-	67%	6%	35%	51%	14%	39%	48%	14%	23%	72%	69
Change my coverage during the year		70%	8%	29%	63%	8%	40%	47%	13%	29	85%	39
	- ČE	0,000	-	\$50,00	a coa c	voo.	¢1/	00,000+				
And was itshed by the above the common teat	47%	_	15%	\$30,00					26%			
Are provided by trustworthy companies Are for people like me	47%	37% 39%		57% 57%		21%	65% 61%					
			14%		-	18%						
I feel confident making decisions about Are designed to match my needs	43%	43%	13%	53%		15%	61%		27%			
Have agents that I feel comfortable with	49%	38%	13%	54%		20%	62%		22%			
김도 아이지가 빠른 모네. 마음이 하지 않는데 그렇게 하지만 수 있었다고 하셨다. 얼마 없다면 다	42%	46%	12%	57%	10000	20%	57%		25%			
Have strict rules when paying claims0	41%	45%	14%	53%	33%		60%		21%			
I talk to my kids about*	47%	42%	11%	45%	41%	13%	55%		19%			
Are fair when authorizing payments	41%	49%	9%	46%	40%	14%	56%		18%			
I learned about from my parents	37%	55%	8%	44%	48%	8%	44%	37%	19%			
Have agents in my neighborhood	34%	58%	8%	34%	54%	11%	50%	32%	200			
Are sold by agents that look like me		64%	7%	38%	49%	13%	44%	42%	15%			
Are too confusing	34%	62%	4%	34%	54%	12%	35%	52%	13%			
I worry will deny me coverage/service		66%	7%	37%	51%	12%	33%	58%	8%			
Change my coverage during the year	22%	72%	6%	23%	71%	6%	33%	56%	12%			
	Hispan	_		Non-His		sian	Non-Hi				ispanic W	
Are provided by trustworthy companies	55%	36%		51%	32%	16%	50%		% 9%	56%		139
Are for people like me	58%		17%	42%	39%	19%	64%	-	% 11%	52%	7000000	17%
I feel confident making decisions about	50%	43%		39%	57%	4%	58%	329	% 10%	55%	379	6 8%
Are designed to match my needs	57%	32%	10%	43%	44%	13%	61%		% 10%	52%	37%	119
Have agents that I feel comfortable with	51%	41%		37%	56%	7%	54%	34%		52%	37%	
Have strict rules when paying claims	55%	38%		50%	39%		47%	47%		52%		
I talk to my kids about*	50%	37%	13%	39%	52%	8%	53%	389		44%	48%	
Are fair when authorizing payments0	50%		To the same of	36% 2		36%	51%	27%		45%	23%	
I learned about from my parents	47%		21%	35%		27%	49%		15%	43%	29%	28%
Have agents in my neighborhood	42%		15%	30%	52%	18%	35%	45%	20%	45%	40%	159
Are sold by agents that look like me	41%	46%	12%		54%	19%	38%	49%	13%	37%		129
Are too confusing	42%	33%	25%	39%	32%	28%	26% 4	14%	30%	30%	30% 3	39%
I worry will deny me coverage/service	45%	27%	28%	27%	51%	22%	37%	22% 4	11%	28%	36%	35%
ment from early the action Before the				23% 5	2%	25%	29%	12%	29%	22%	47%	31%

Perceptions by Subpopulation (3 of 3)



About The Society of Actuaries Research Institute

Serving as the research arm of the Society of Actuaries (SOA), the SOA Research Institute provides objective, datadriven research bringing together tried and true practices and future-focused approaches to address societal challenges and your business needs. The Institute provides trusted knowledge, extensive experience and new technologies to help effectively identify, predict and manage risks.

Representing the thousands of actuaries who help conduct critical research, the SOA Research Institute provides clarity and solutions on risks and societal challenges. The Institute connects actuaries, academics, employers, the insurance industry, regulators, research partners, foundations and research institutions, sponsors and nongovernmental organizations, building an effective network which provides support, knowledge and expertise regarding the management of risk to benefit the industry and the public.

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