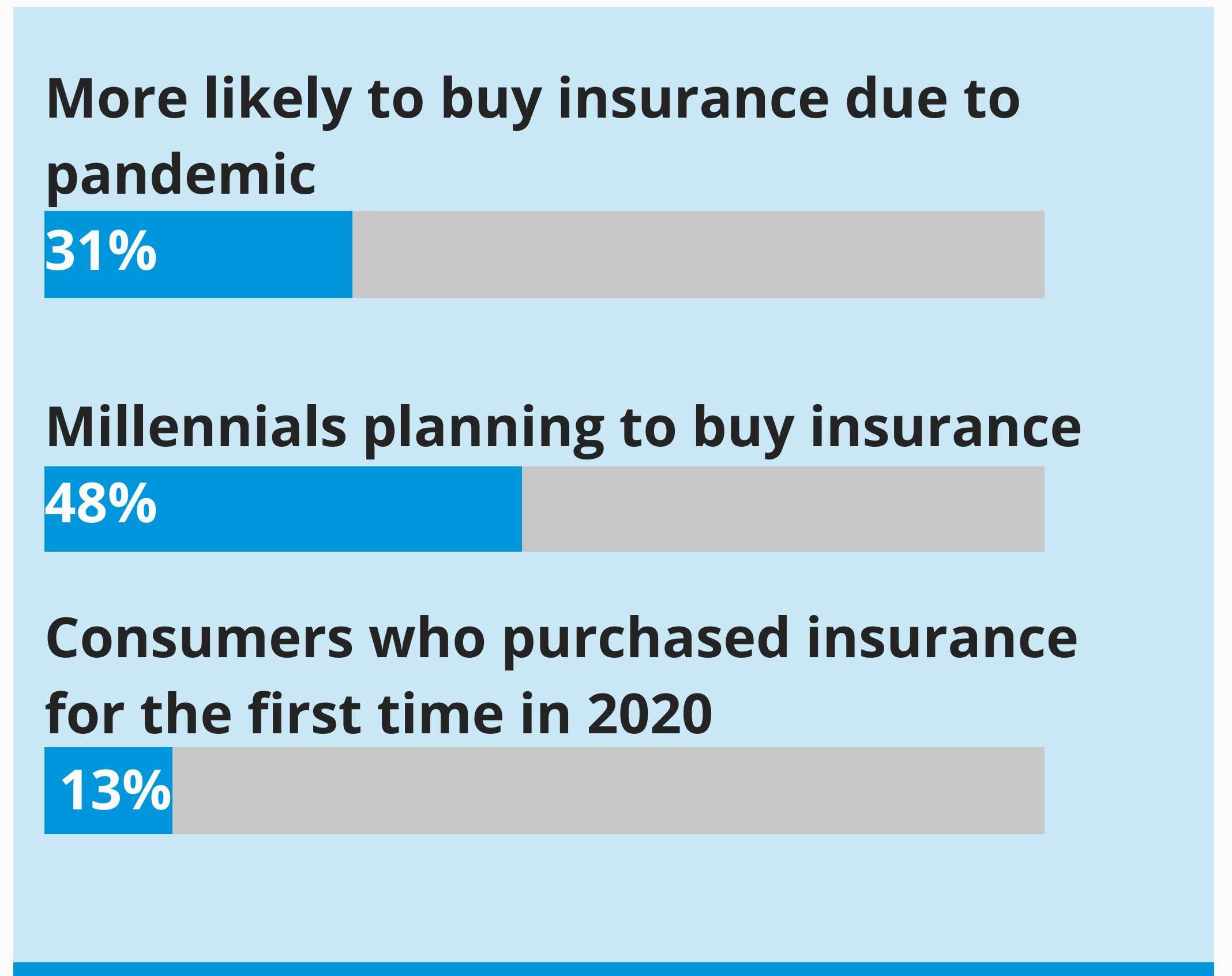
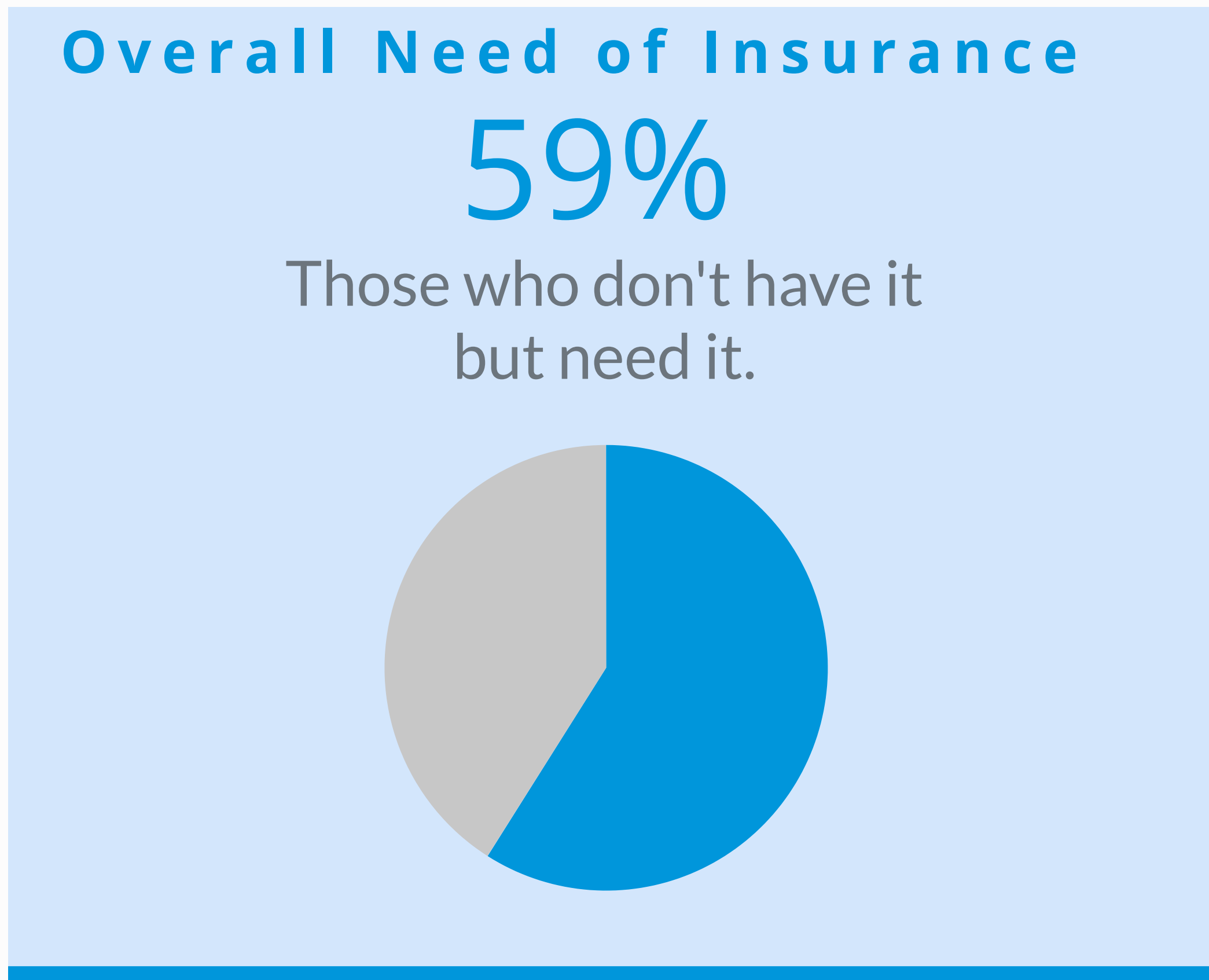


# 2021 Insurance Barometer Study



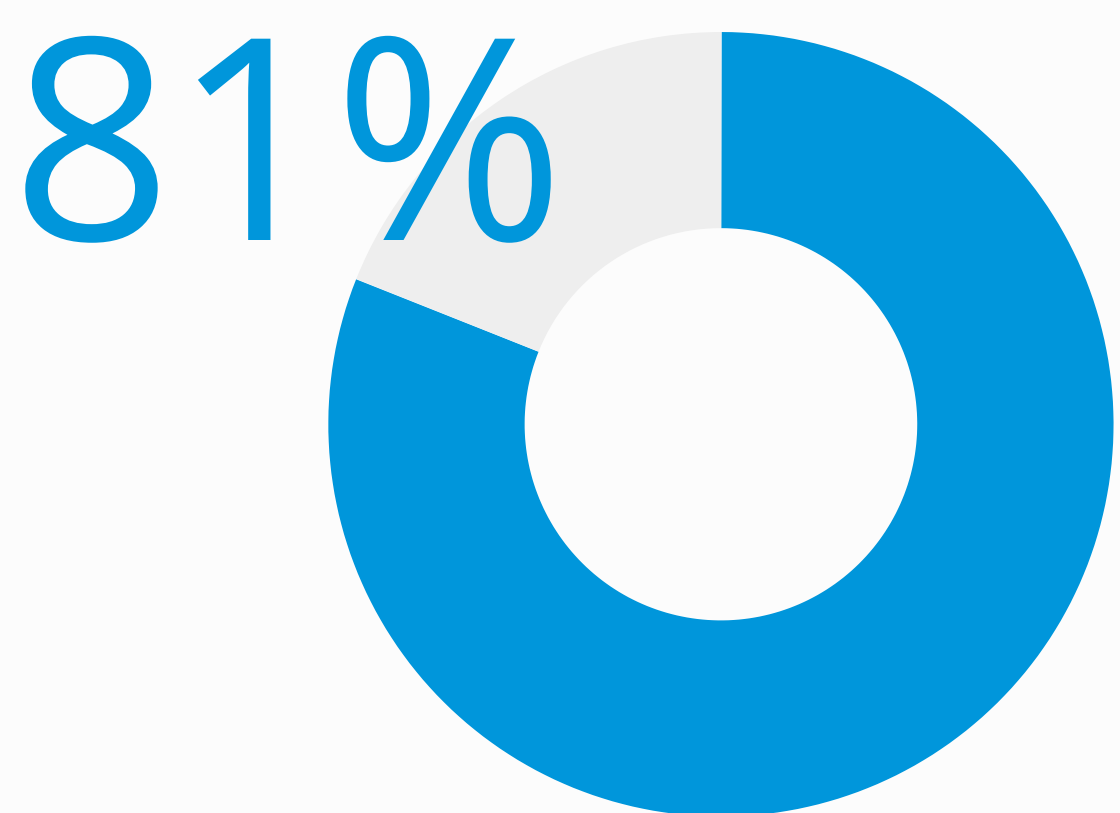
The 2021 Insurance Barometer Study, by Life Happens and LIMRA, shows that while myths around life insurance persist, COVID-19 has shown people that they have a clear need for life insurance, with the industry making it easier than ever before to obtain coverage. The study tracked the perceptions, attitudes, and behaviors of adult consumers' financial behaviors.

## Awareness of The Need For Life Insurance



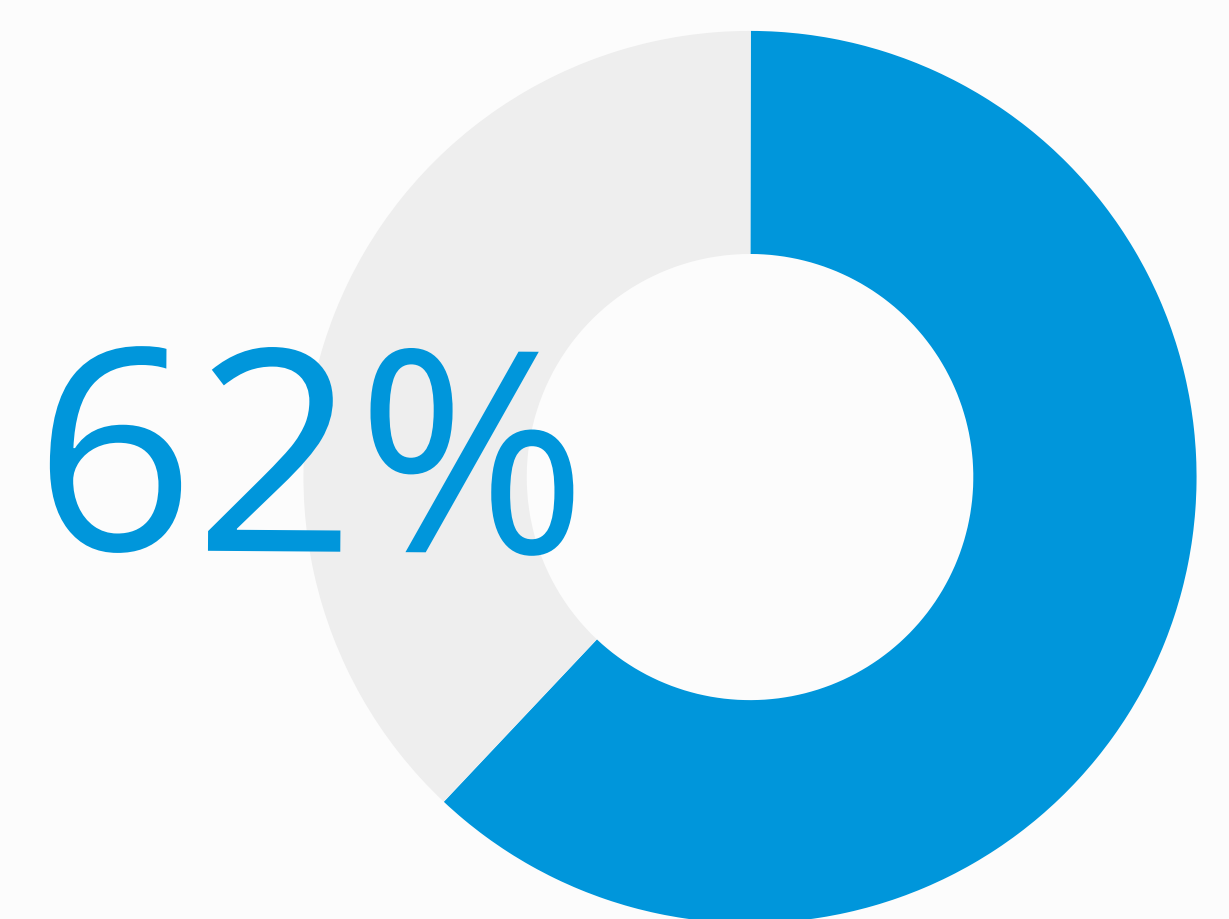
## Myth-Busters - Top reasons people have for not owning life insurance.

81% Think the cost is too expensive!

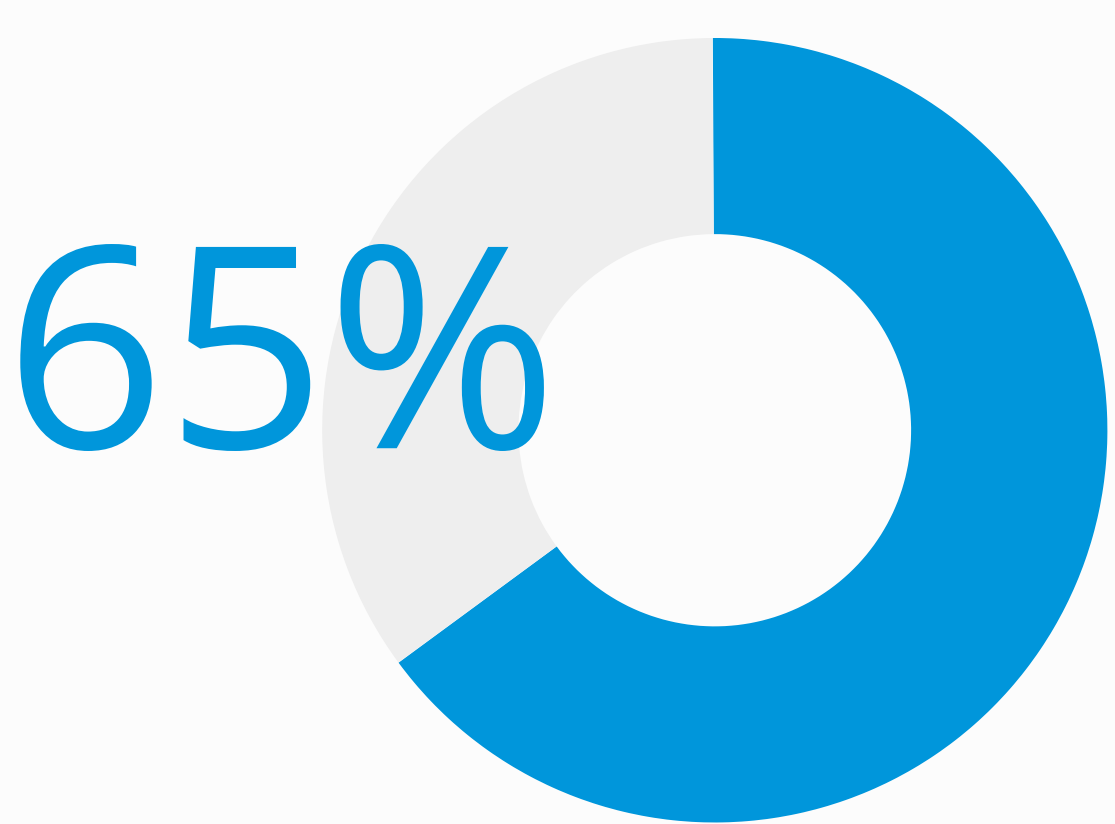


According to the survey, about a quarter of people accepted five common myths and misconceptions about life insurance.

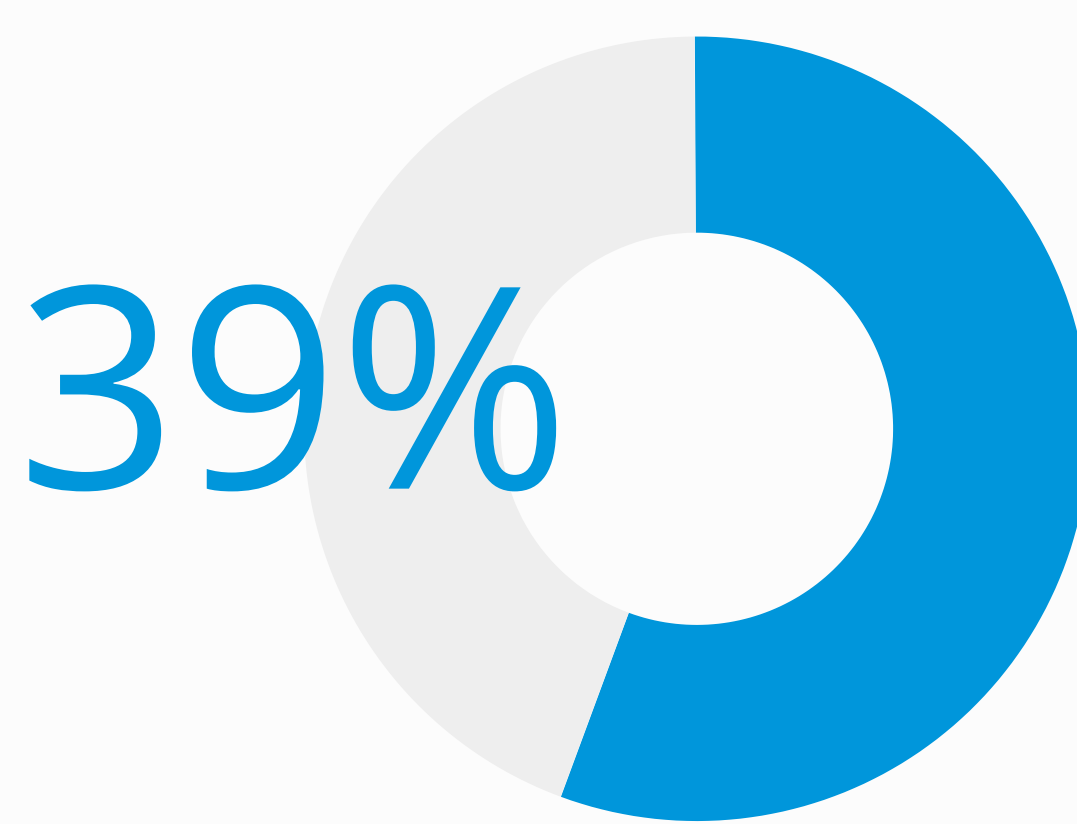
62% Haven't gotten around to it.



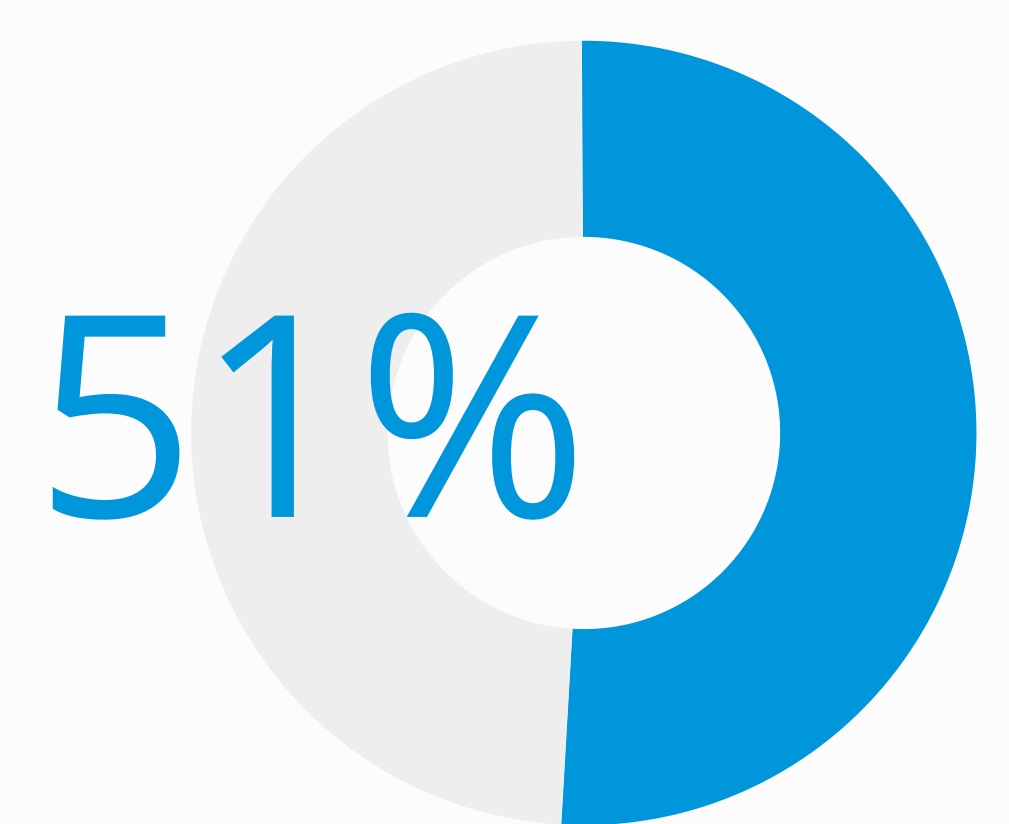
65% Don't understand the types and ways to buy.



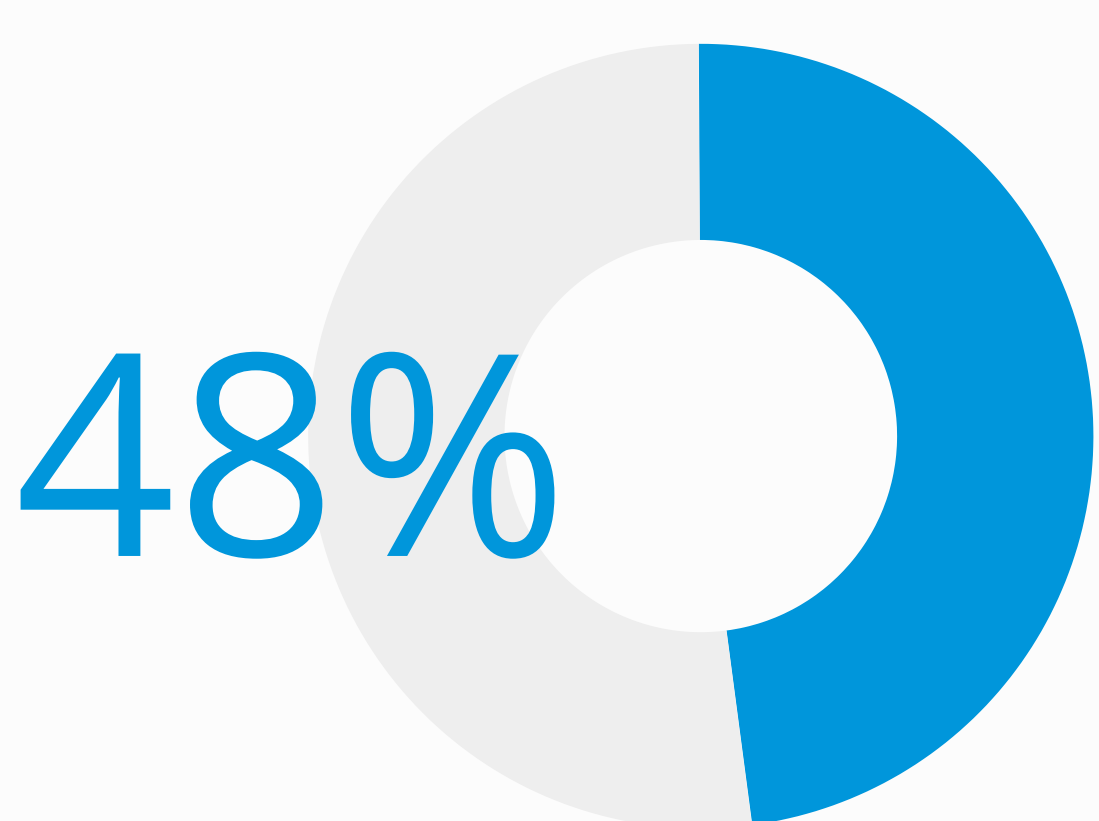
39% Regret waiting to buy insurance.



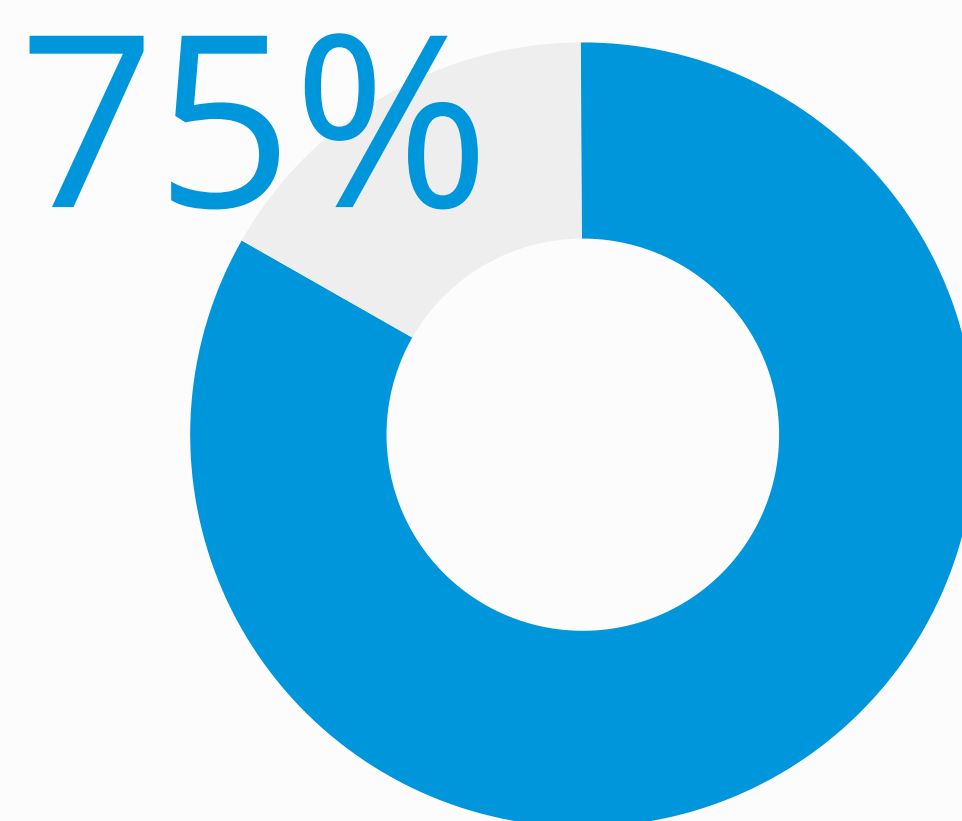
51% Don't want to think about death.



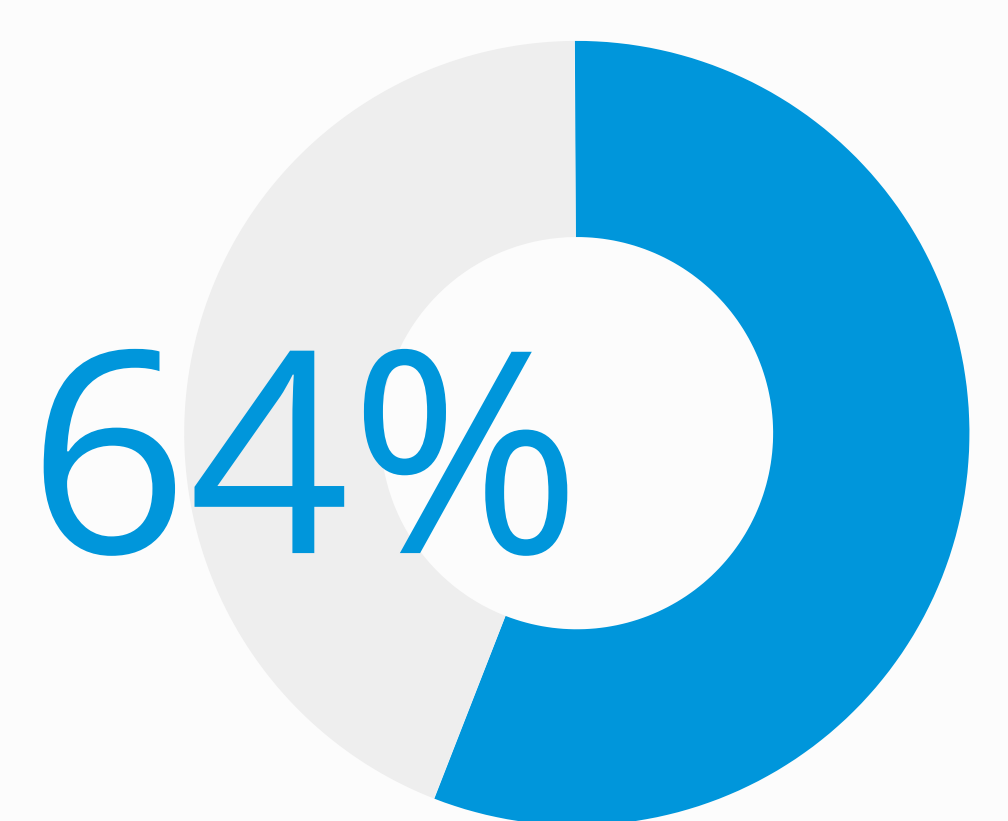
48% Would buy based on the simplified underwriting.



75% Believe they have other financial priorities.



56% are influenced if there are required medical exams.



"The silver lining to this pandemic for our industry is that the awareness of the value of life insurance is at an all-time high." As educators about the importance of life insurance, we know that when people understand the need for life insurance and purchase it, they can take control of one important aspect of their financial futures."

- Faisa Stafford, LUTCF, President and CEO of Life Happens.

All information and statistics gathered from the 2021 Insurance Barometer Study, conducted by LifeHappens and LIMRA