



## **Middle-Income Americans' Financial Outlook Amid a Pandemic**

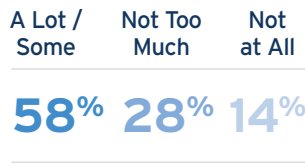
In a recent study, Primerica found that a majority of middle-income Americans (those households making between \$30,000 and \$100,000 per year) report their financial situation has been affected by the coronavirus, and many plan to take steps in response to strengthen their financial futures. While the majority say they were financially prepared for the crisis, many people – particularly parents and people who have not had professional financial guidance – feel they were not.

# Key Findings

## 1 86% of middle-income Americans have been financially impacted by COVID-19.

35-49-year-olds have been impacted the most at 92%.

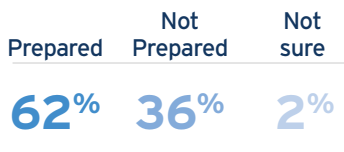
### Financially Impacted by COVID-19



## 2 62% of respondents felt they were financially prepared for COVID-19.

While most people who have been financially squeezed by COVID-19 say they were prepared for the crisis, more than 1 in 3 were not. Families with children under 18 were the least prepared.

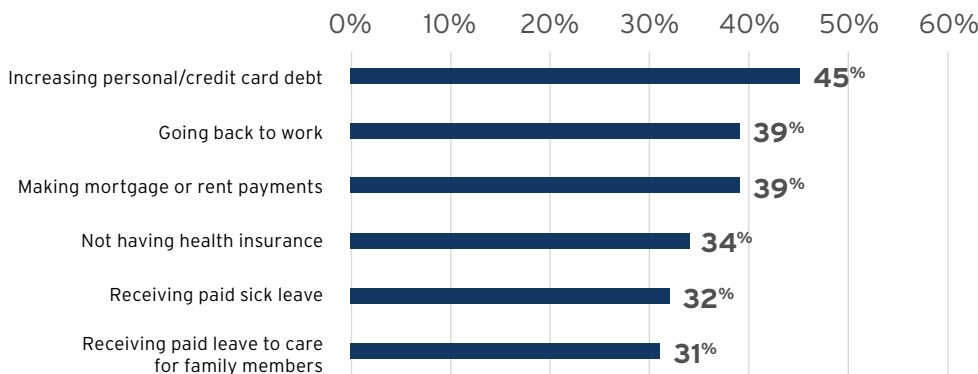
### How well prepared were you for the financial impact of the coronavirus pandemic?



## 3 Middle-income Americans aren't sure they have enough savings to support their family through this pandemic.

Respondents expect a long road to financial recovery, and many are worried about increasing debt and making housing payments.

### What are people worried about?



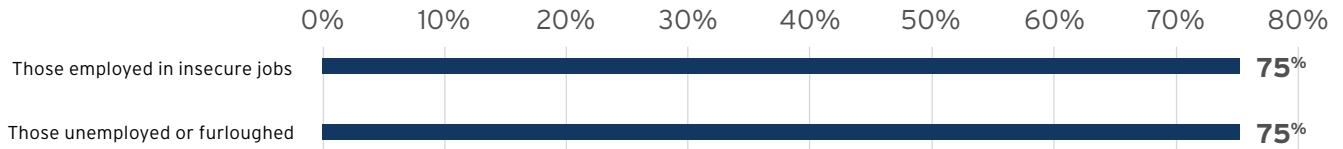
**51%**  
Do not expect to have enough money to meet their basic needs past December 2020.

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**Only 38%**  
believe their personal finances will recover from the effects of the coronavirus in the next year.

## 4 54% of all respondents are thinking differently about how to manage their money because of COVID-19.

Those most interested in new approaches to their finances:



What are people doing to manage their money due to the coronavirus?



What are people cutting back on during the pandemic?



More than two-in-three respondents report spending less, or planning to spend less, on **food from restaurants (66%), entertainment (66%), and personal travel (65%).**



Fewer have had to cut back on **personal saving and investing (30%) and health care (10%).**



One-in-four families with children have cut back on **education-related expenses (26%),** and nearly one-in-five have cut back on **childcare (19%) and college savings (18%).**

## 5 Those who have met with a financial professional are more likely to have created a personal financial safety net.

Met with a financial professional?



Financial Safety Net Component	Met with a financial professional	Did not meet with a financial professional
A retirement account like a 401k, IRA or annuity	86%	63%
An investment in non-retirement accounts, like stocks, bonds, mutual funds, etc.	67%	28%
A life insurance policy you have purchased outside of work	53%	27%
Certificates of deposit (CDs) or U.S. Savings Bonds	34%	13%



## About the Survey

The Middle-Income Americans and COVID-19 survey was conducted by Change Research on behalf of Primerica. The nationally representative survey polled 662 Americans in May 2020. Respondents were ages 18 and older and in 2019 had total annual household incomes between \$30,000 and \$100,000. The margin of error is 4.5%.

## About Primerica, Inc.

Primerica, Inc., headquartered in Duluth, GA, is a leading provider of financial services to middle-income households in the United States and Canada. Licensed representatives educate Primerica clients about how to better prepare for a more secure financial future by assessing their needs and providing appropriate solutions through term life insurance, which we underwrite, and mutual funds, annuities and other financial products, which we distribute primarily on behalf of thirds parties. Primerica insured over 5 million people and had over 2.5 million client investment accounts as of December 31, 2019. Primerica, through its insurance company subsidiaries, was the #2 issuer of Term Life insurance coverage in North America in 2019. Primerica stock is included in the S&P MidCap 400 and the Russell 1000 stock indices and is traded on The New York Stock Exchange under the symbol "PRI." For more information about Primerica, please visit [primerica.com/public/primerica\\_disclosures](https://primerica.com/public/primerica_disclosures).