

Perceptions of Younger Generations on Risk and Insurance

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Perceptions of Younger Generations on Risk and Insurance

Report of Findings

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Background and Methodology

Background and Methodology

Research Objectives

This study aims to explore how consumers from younger generations understand, investigate, and purchase private insurance plans, including:

- Younger consumer attitudes regarding risks they face and the insurance products that can help them manage/mitigate these risks;
- Do younger consumers think in terms of risk or do they purchase insurance either because it is required or that they “should?”;
- Their preferences for the purchase method of various types of insurance;
- Their views on coverage levels;
- Their use of social media and InsurTech/FinTech and how this affects their planning; and
- Their views on and use of insurance agents and other financial professionals for education, advice, and products.

Methodology

Online survey fielded November 29–December 23, 2022

- 1,000 respondents
 - The survey included an oversample of 310 individuals under the age of 24; 345 individuals the ages 24-34; and 345 individuals 35 or older.
- Requirements
 - Be age 21-42;
 - Have an income of at least \$25,000;
 - At least share the decision-making power on financial matters in their household;
 - Be employed for pay; and
 - Do not work in the insurance industry.

Data were weighted by age, sex, personal income, and race/ethnicity. Unweighted sample sizes are noted on charts.

Generation Cohorts

This study investigates how younger generations consider and interact with insurance across a broad range of coverage types. Each generation is unique. In particular, the survey included all birth years of those belonging to the Millennial generation and the first three (oldest) birth years of Generation Z. For purposes of analysis and reporting, Millennials were split into two groups. The report notes or graphically displays differences that occur between older Gen Z, younger Millennials, and older Millennials. Significant differences are displayed at the 95% confidence level (indicated with lowercase letters) and 99% confidence level (indicated with uppercase letters).

	Total	Generation Z	Younger Millennials	Older Millennials
Age	21–42 Born 1980–2001	21–23 Born 1999–2001	24–34 Born 1988–1998	35–42 Born 1980–1987
Married/Partnered	56%	41%	54%	60%
College+ Education	55%	30%	56%	60%
Have children	53%	23%	50%	61%
Own home	50%	28%	48%	57%
Own/lease vehicle	90%	83%	89%	92%

Executive Summary

Top 10 Findings



Risk tolerance impacts how younger consumers interact with insurance. Those that are **risk averse are more likely to want insurance to be more affordable and to prioritize cost** over other considerations when purchasing insurance.^{49 *} Those that are **risk tolerant are more likely to place high trust in insurance companies.**^{32 *}



Between **60% and 80% of younger consumers are somewhat or very concerned about the financial impact of each of the 12 financial and insurable risks.** They are most concerned about accident (automobile or otherwise) and health related costs.^{22-25 *}



There is a disconnect between the perceived likelihood of an event and concern over it. Younger consumers are most concerned about being in a car accident that results in significant property repair or medical costs yet overall rank the likelihood of that happening lower than four other events.^{22-29 *}



Most consider themselves fairly risk-neutral, and more consider themselves risk averse than risk tolerant.^{20*} **Those who are risk averse are more concerned about accident and health risks, and cost of insurance is more important to them. Those who are risk tolerant are twice as likely to place high trust in insurance companies and nearly twice as likely to have accident insurance.**^{32,38 *}



The **majority see insurance playing a positive role** in their lives. Younger consumers rate insurance companies a six out of 10 in terms of trust, and more than twice as many extend high trust than low trust.^{31,32 *}

Top 10 Findings



Younger consumers are most likely to own automobile and health insurance and least likely to own critical illness, disability, and accident insurance. ^{36-38 *}



Younger consumers see value in insurance that is often required to be purchased. Just three in 10 younger consumers who purchased home insurance say they did so because they had to. Instead, nearly half (47%) said they needed it. Similarly, while four in 10 auto owners say purchasing auto insurance was required, nearly as many felt they needed auto insurance. ^{41 *}



Six in 10 younger consumers intend to purchase one or more types of insurance in the next 12 months. ^{45 *} When they do, roughly half will prefer to purchase it online, regardless of type. ^{48 *} Cost and coverage will be more important than carrier financial strength or convenience. ^{49 *}



The COVID-19 pandemic has led to greater insurance appreciation of health insurance (78%), home insurance (60%), and auto insurance (51%), and three in five are more aware of their life insurance needs because of the pandemic. ^{52 *}



Nearly four in five are concerned that inflation may cause some insurance to become unaffordable. While two in five have considered canceling some insurance to make ends meet, only a third of younger consumers have done so. ^{53 *}

Key Findings

Risk Tolerance and Likelihood to Engage in Risky Behaviors

Risk tolerance impacts how younger consumers interact with insurance.

Younger consumers are primarily risk neutral, though lean slightly toward risk aversion.

- Those that are risk averse are more likely to want insurance to be more affordable and to prioritize cost over other considerations when purchasing insurance.
- Those that are risk tolerant are more likely to place high trust in insurance companies and may be taking precautions such as purchasing accident insurance.

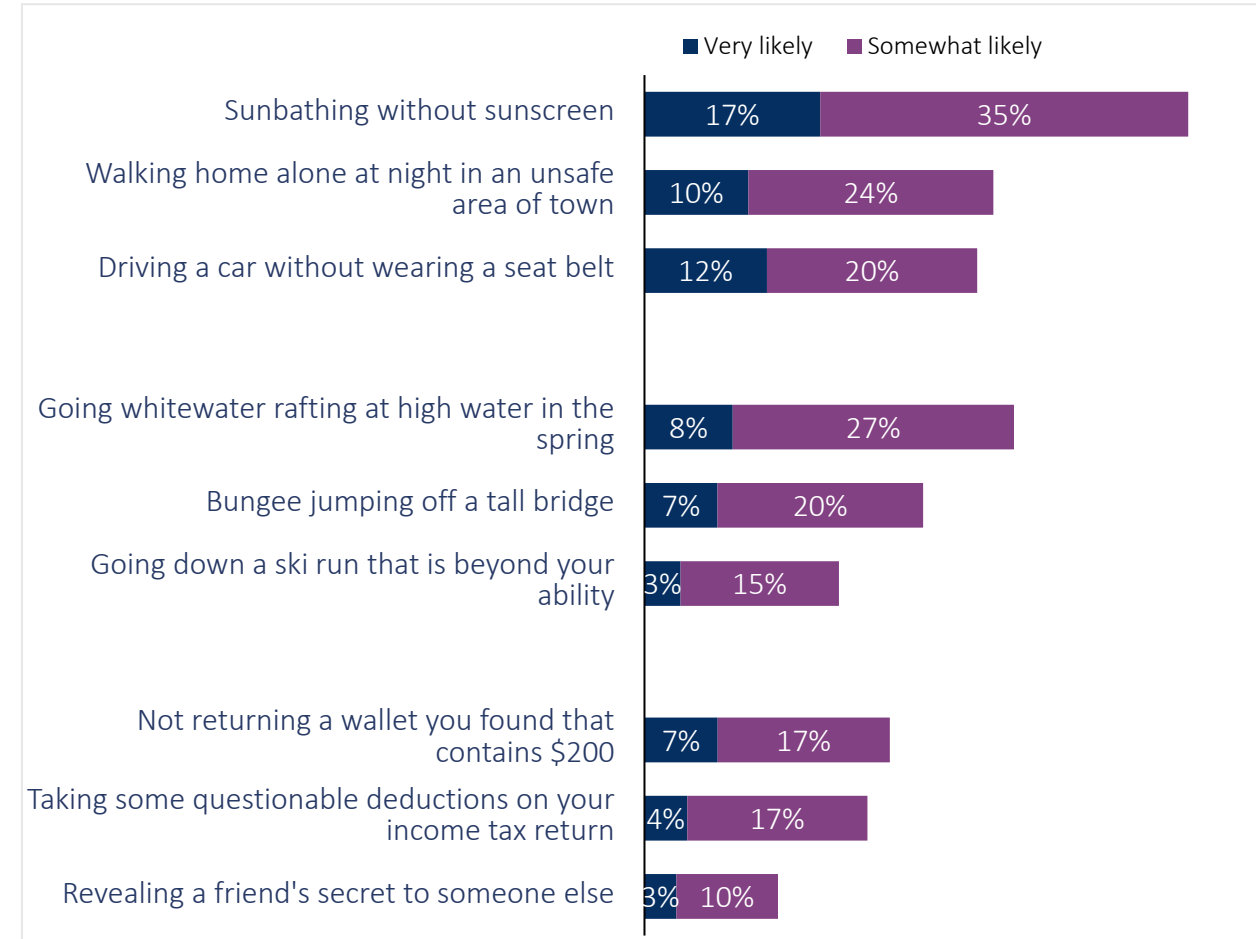
Risky behaviors could impact claims.

Some younger consumers admit they are somewhat or very likely to engage in a variety of risky behaviors that could have short- or long-term consequences for claims experience.

- Activities that could be harmful to one's person, such as driving without a seatbelt, could impact health, life, automobile, and accident insurance claims.
- Questionable ethical behavior, such as not returning a wallet found containing \$200, could lead some to be willing to submit (borderline) fraudulent insurance claims.

Risk tolerant younger consumers are more likely to say they would engage in each of 12 risky behaviors presented.

LIKELIHOOD TO ENGAGE IN (SELECT) RISKY BEHAVIORS



Key Findings

Concern About Financial and Insurable Risks

While concern about financial and insurable risks is high and the perceived likelihood of these risks being borne out are relatively high, younger consumers don't necessarily translate higher incidence to higher concern.

- Between 60% and 80% of younger consumers are somewhat or very concerned about the financial impact of each of 12 financial and insurable risks. They are most concerned about accident (automobile or otherwise) and health related costs.
- Younger consumers view the 10-year likelihood of the incidence of these risks coming true as nontrivial.
 - Approximately half believe they will have an emergency savings or retirement savings shortfall in the next 10 years.
 - They significantly overstate their chances of having a premature death; 23% believe it is at least somewhat likely, despite the actual 10-year likelihood of 1.3% to 3.6% for someone aged 21 to 42 today.¹
 - A similar number believe they may become partially or totally disabled, preventing them from working at their job, despite the actual chances of disability being much higher than premature death.
- There also appears to be a disconnect between the perceived likelihood of an event and concern over it.
 - These younger consumers are most concerned about being in a car accident that results in significant repair or medical costs yet overall rank the likelihood of that happening lower than four other events.
 - Similarly, they believe it is most likely they will suffer a financial emergency requiring them to come up with \$5,000 on very short notice yet they are more concerned about five other financial and insurable risks.
- Other than the \$5,000 emergency need, the survey did not ask about the potential severity of these events, which could be a factor in their concern level, as could whether they have adequate savings or insurance to mitigate these events/risks.

Key Findings

Attributes of Risk Tolerant vs. Risk Averse Individuals

This study aimed to find connections between how younger consumers perceive risk or adopt risky behaviors and how they think about and purchase various forms of insurance. Other than the findings below, the study did not uncover any broad connection between risk tolerance and attitudes about insurance. While most consider themselves fairly risk-neutral, slightly more consider themselves risk averse than risk tolerant. Because of this, the significant findings tend to occur among those that are either risk tolerant or risk averse.

Below is a summary of the statistically significant differences in risk tolerant vs. risk averse individuals noted throughout the report. A few notable themes emerge:

- Those who are risk averse are more concerned about accident and health risks, and cost of insurance is more important to them.
- Those who are risk tolerant are twice as likely to place high trust in insurance companies and nearly twice as likely to have accident insurance.

Risk Tolerant are More Likely (Than Risk Averse) to...

Believe it is more likely that:

- “You are in a car accident that results in significant repair or medical costs” (46% vs. 33%).

Place high trust in insurance companies (53% vs. 24%).

Claim to be more knowledgeable about renters insurance (74% vs. 55%), life insurance (75% vs. 62%), and disability income insurance (48% vs. 35%).

Have purchased accident insurance (38% vs. 21%).

Have at least one spending account, such as a Healthcare Spending Account (HSA) or Flexible Spending Account (FSA) (57% vs. 35%).

Risk Averse are More Likely (Than Risk Tolerant) to...

Be concerned about the financial impact of:

- “You are in a car accident that results in significant repair or medical costs” (85% vs. 73%).
- “Damage or loss to your personal property due to fire, theft, sewer backup, etc.” (81% vs. 57%).
- “Damage to your home from fire, wind, smoke, theft, vandalism, a falling tree, etc.” (80% vs. 62%).
- “You are diagnosed with a serious medical condition that results in significant out-of-pocket medical costs” (82% vs. 68%).
- “You suffer an accident (other than a car accident) that results in significant medical costs” (86% vs. 67%).

Want insurance to be more affordable (71% vs. 60%).

Consider the cost of insurance most important (53% vs. 40%).

Never exercise (15% vs. 4%).

Key Findings

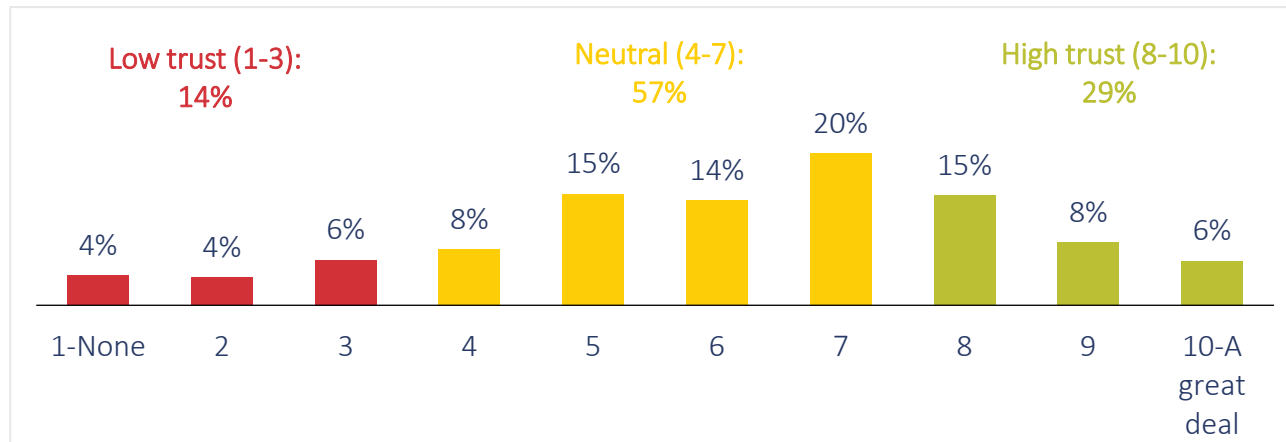
Attitudes About Insurance and Insurance Companies

Perceptions of insurance and insurance companies are varied, though mainly positive.

- The majority gave positive answers regarding insurance’s role, such as it plays a large role, is important to have, that they’re protected in an emergency, or that it brings security or peace of mind.
- Changes or improvements younger consumers would like to see mostly included more affordable coverage, better coverage, less complex, and more transparent. A small — but loud — minority of 3% shared very strong opinions that health insurance in particular should be free and not be made mandatory. Still some, 6%, felt that insurance is fine the way it is.

On average, younger consumers rate insurance companies a six out of 10 in terms of trust, and more than twice as many extend high trust than low trust.

TRUST IN INSURANCE COMPANIES



ROLE OF INSURANCE*

Generally large role/important or necessary to have.	41%
Protected in an emergency/security/peace of mind.	21%
Have insurance - medical, dental, auto, etc.	18%
Financially necessary or helpful.	9%
Not much/don't have insurance.	8%
Helps provide the medical support/services needed.	3%
Needed but high in cost.	2%

CHANGES/IMPROVEMENTS*

Cost/Deductibles - overall more affordable.	58%
Better coverage.	17%
Not as complex/better structure.	9%
More transparent.	4%
Health insurance should be free/not mandatory.	3%
Rebates/discounts for long-term customers or non-usage of insurance.	2%
Better customer service .	2%
Nothing should change/good the way it is.	6%

* Partial list

Key Findings

Insurance Ownership and Knowledge

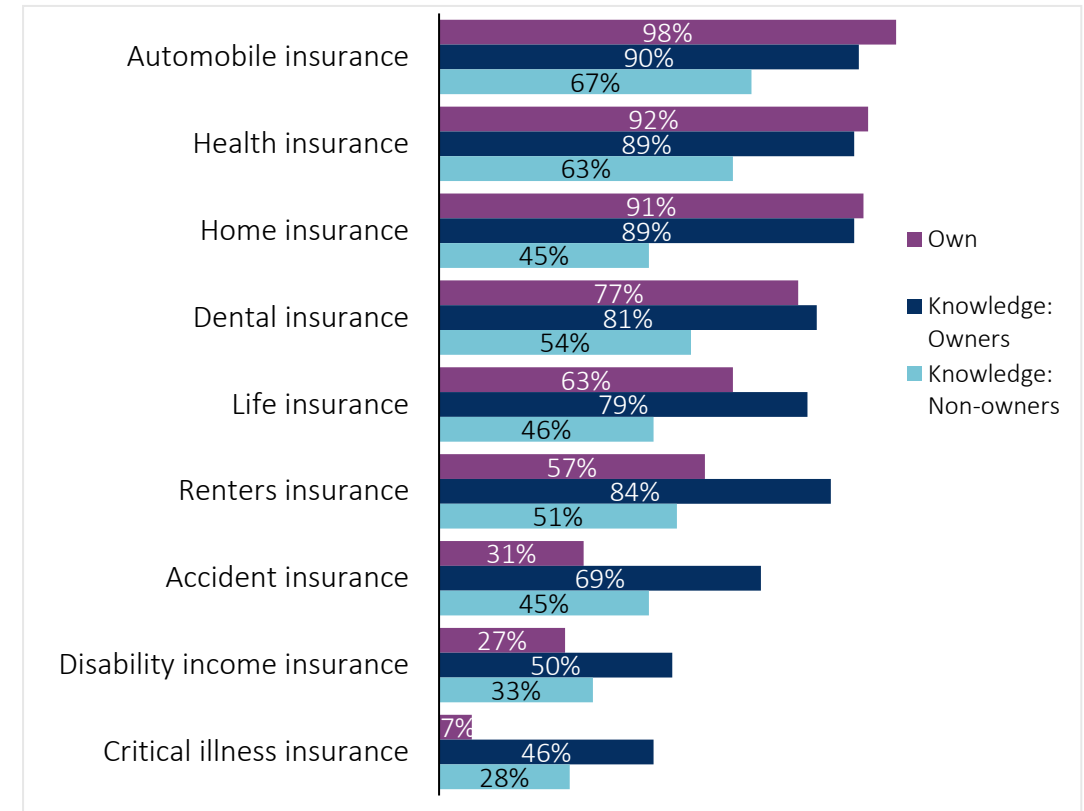
Ownership levels vary significantly for different lines of insurance.

- Younger consumers are most likely to own automobile and health insurance and least likely to own critical illness, disability, and accident insurance.

For every type of insurance, owners claim higher understanding of that type of insurance than non-owners.

- Younger consumers' stated knowledge about different types of insurance is related to the rate at which they own them. For example, the most younger consumers own auto insurance, and knowledge about auto insurance is also the highest, whereas ownership and knowledge of critical illness insurance is the lowest. For all but renters insurance, knowledge increases with age, likely due to either experience owning that insurance or the increasing chance of learning about something with the passage of time
- While it is true that those owning a particular type of insurance express greater knowledge about that type of insurance than non-owners, the knowledge level isn't universally high for owners.

OWNERSHIP AND KNOWLEDGE OF INSURANCE PRODUCTS*
(Percent somewhat or very knowledgeable)

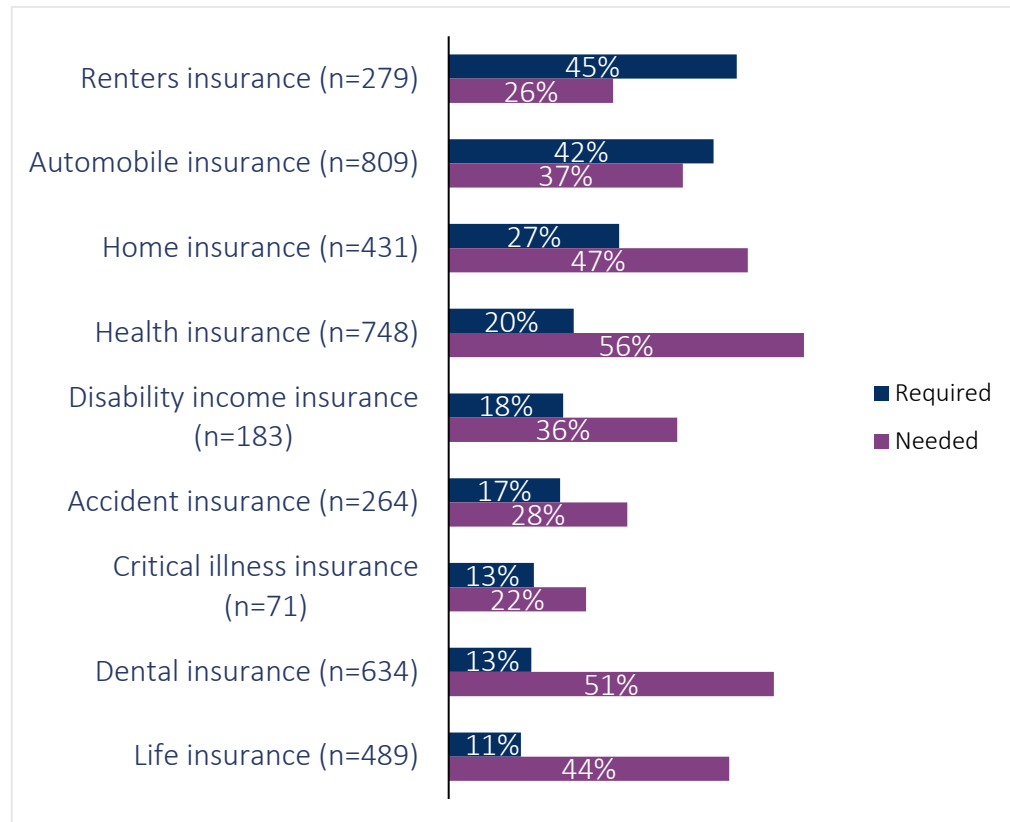


*Ownership of automobile insurance, home insurance, and renters insurance was only asked of individuals who indicated they own a motorized vehicle, own a home, or rent, respectively. Knowledge includes those saying they are either somewhat or very knowledgeable about a given type of insurance.

Key Findings

Motivations to Purchase Insurance

PURCHASED INSURANCE OUT OF REQUIREMENT VS. NEED*
(Among Those Who Purchased Each Type of Insurance)



Motivation for purchasing insurance is not as clear as expected.

Younger consumers were asked to express their motivation for purchasing each type of insurance they own by using a 6-point continuum between the insurance being a requirement vs. ownership being based on need.

- Some types of insurance are indeed often required, such as having home insurance in order to get and keep a mortgage, yet just three in 10 younger consumers who purchased home insurance say they did so because they had to. Instead, nearly half (47%) said they needed it, suggesting that the need outweighed the requirement in their minds.
- Similarly, while many landlords require their tenants to show proof of renters insurance, not all do. Yet, younger consumers are more likely to say they were required to purchase rental insurance than any other type of insurance.
- It is somewhat curious that 17% of those with accident insurance say it was required. This may suggest that younger consumers don't understand the product well and some may have confused accident insurance with auto insurance.
- While four in 10 auto owners say purchasing insurance was required, nearly just as many felt they needed it, despite the fact that it is a requirement if you own a car.

Key Findings

Insurance Purchase Preferences

Six in 10 younger consumers intend to purchase one or more types of insurance in the next 12 months.

- Products most likely to be purchased include auto insurance (29%), health insurance (28%), dental insurance (27%), and life insurance (23%). With ownership levels of auto and health insurance exceeding 90%, many of these younger consumers will likely be switching carriers/coverage rather than purchasing the insurance for the first time.

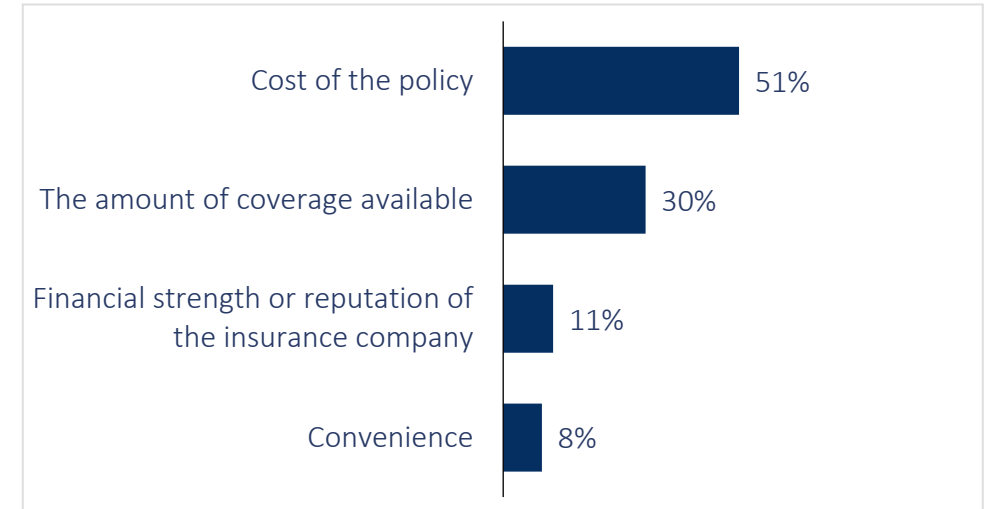
Roughly half of younger consumers prefer to purchase every type of insurance online.

- Preferences regarding purchase method are very consistent across all types of coverage. Purchasing in-person is the second most popular option, followed by over the phone.
- Those aged 21–23 differ significantly from those aged 24–42 in two ways. First, they are more likely than those aged 24–42 to prefer to purchase each type of insurance in person. Second, their preferences for online vs. in-person are much closer, where for most coverage types a slight majority of those aged 24–42 prefer to purchase online.

Cost and coverage are the most important factors to younger consumers when purchasing insurance.

- Financial strength and convenience come in a distant 3rd and 4th place in the ranking.

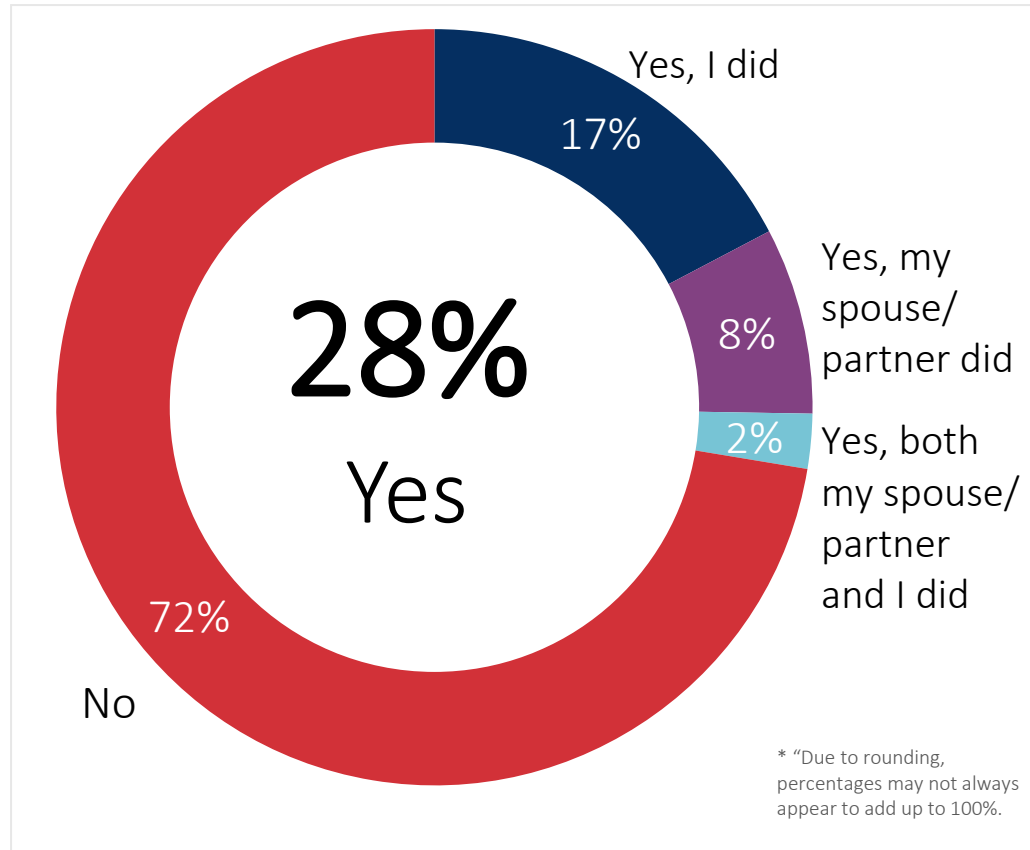
IMPORTANT FEATURES WHEN PURCHASING INSURANCE (Ranked 1st)



Key Findings

COVID-19 and Insurance

LOST JOB OR FURLOUGHED DUE TO COVID-19



The COVID-19 pandemic has led to greater appreciation and awareness of insurance.

- Younger consumers now have a greater appreciation for their health insurance (78%), homeowner insurance (60%), and auto insurance (51%).
- Three in five are more aware of their life insurance needs because of the COVID-19 pandemic.

Younger consumers have also had insurance-related challenges due to the COVID-19 pandemic.

- Two in three are more concerned about an illness that could cause them to be unable to work for an extended period of time.
- Nearly as many (three in five) have had difficulty finding good, affordable health insurance.

The recent high rate of inflation is putting pressure on younger consumers' ability to pay their premiums.

- Nearly four in five agree they are concerned that inflation may cause some insurance to become unaffordable.
- While two in five have considered canceling some insurance to make ends meet, only a third of younger consumers have done so.

Detailed Findings

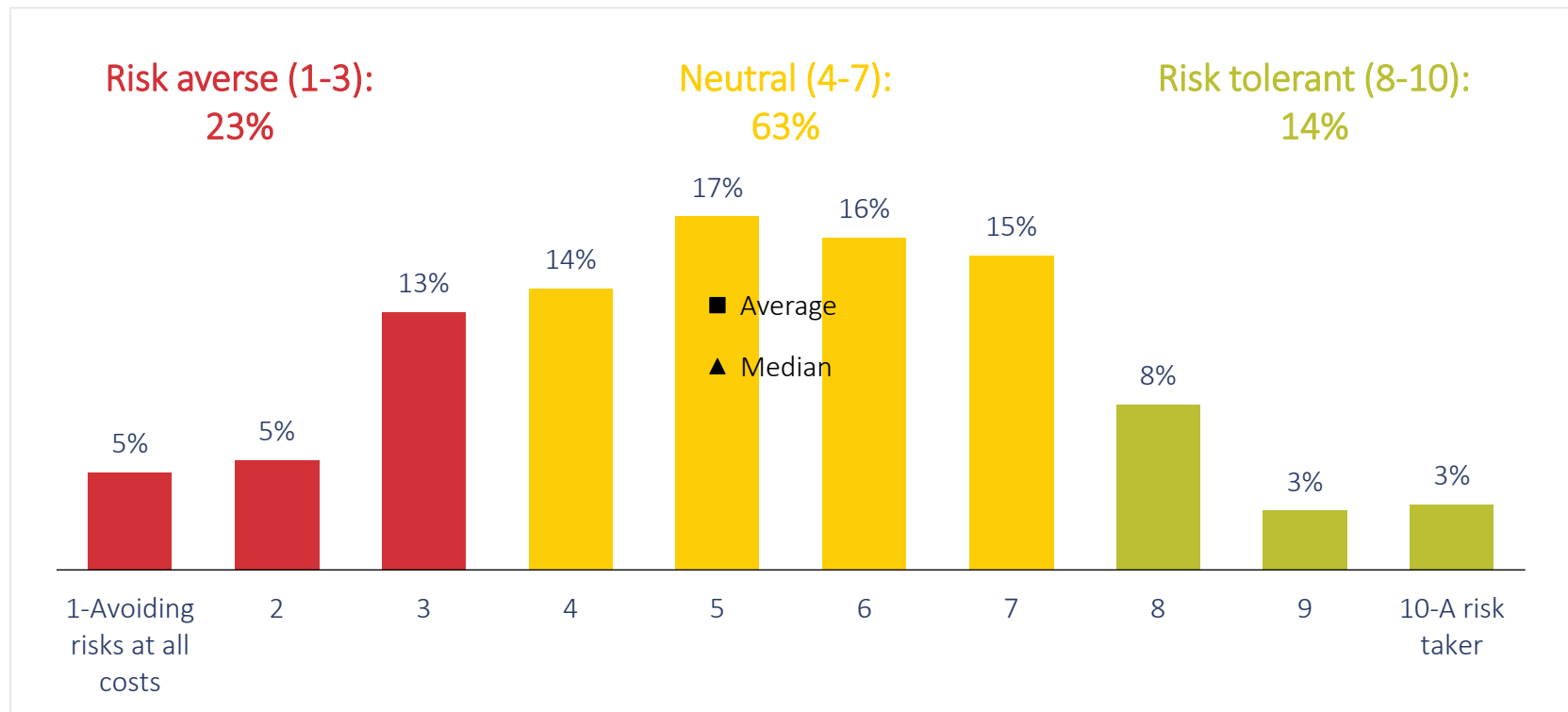
Risk



Mortality and
Longevity

While more young consumers describe themselves as risk averse than risk tolerant, most would categorize themselves as neither.

RISK SELF-ASSESSMENT

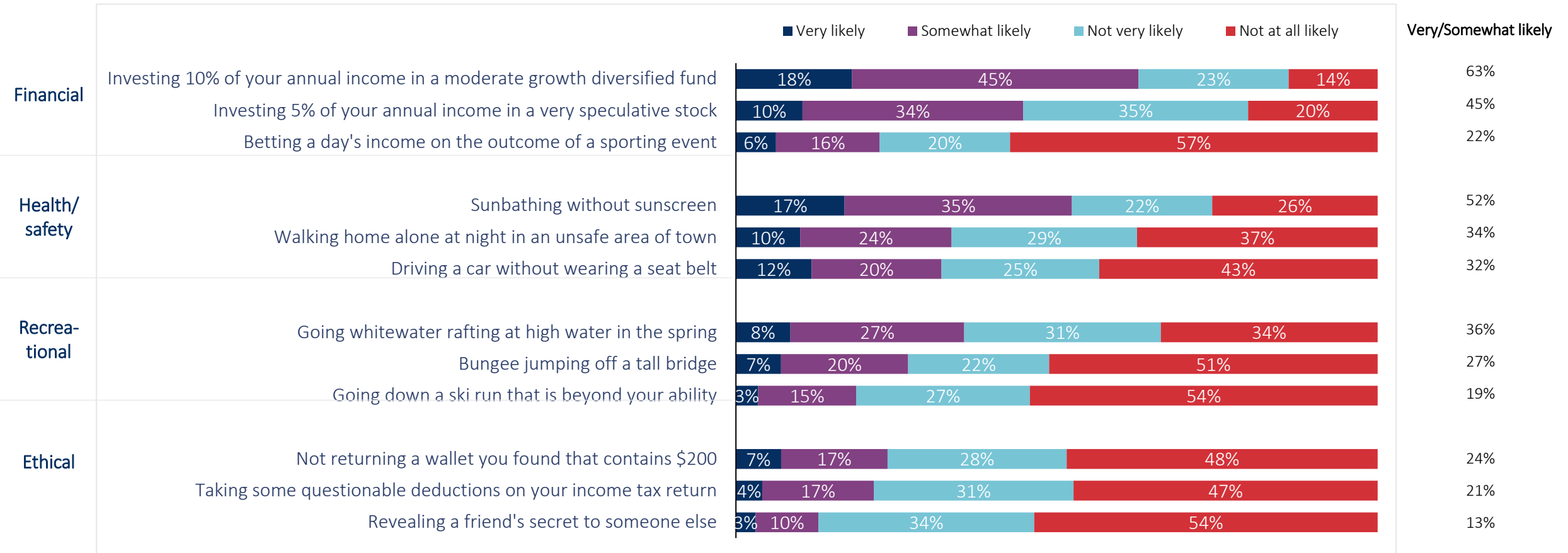


Those more likely to be risk averse include:

- Women (30% vs. 16% of men).
- Whites (26% vs. 15% of Hispanic/Latino/Latinx).
- Those with less than a college education (27% vs. 19%).

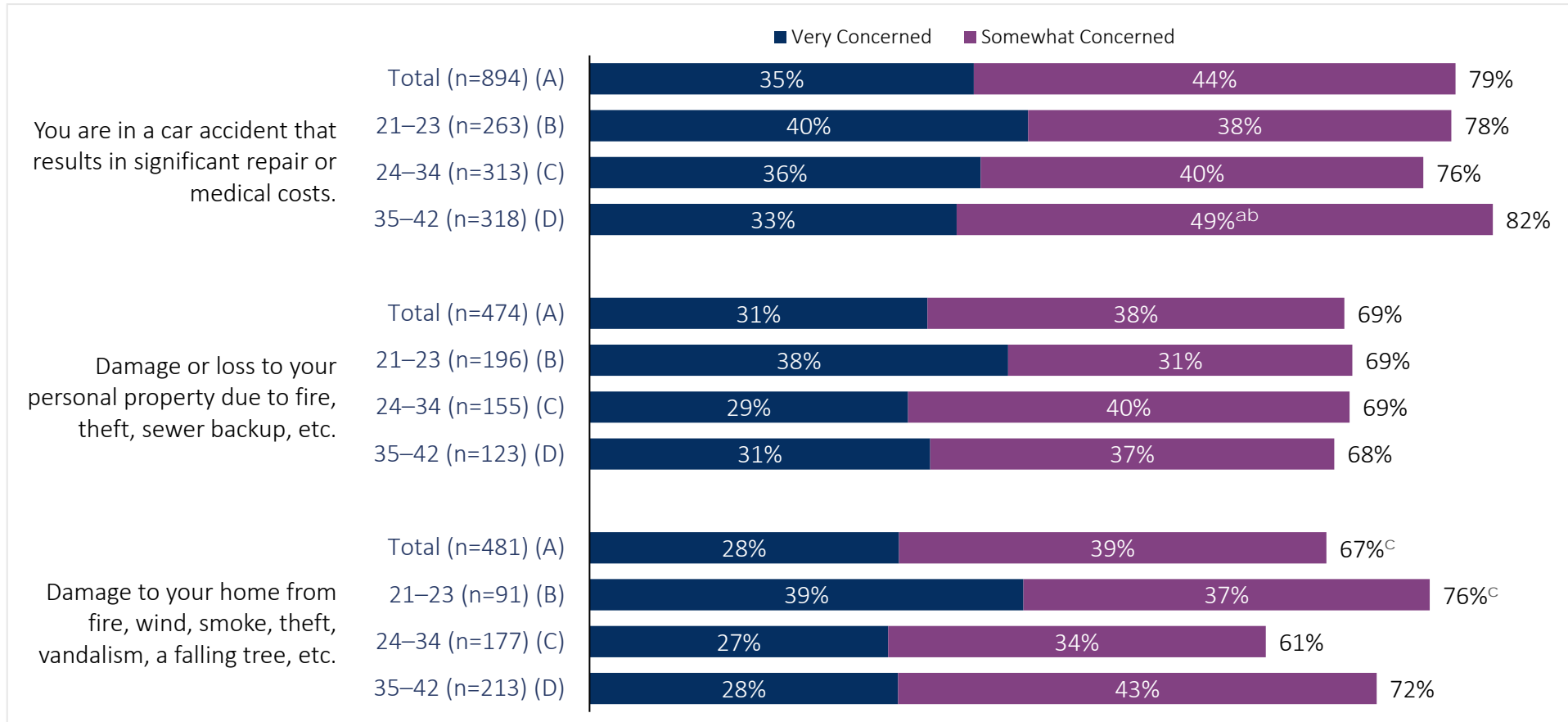
A significant portion say they're likely to engage in a variety of risky behaviors across financial, health, recreational, and ethical domains.

LIKELIHOOD TO ENGAGE IN RISKY BEHAVIOR



When it comes to insurable risks, younger generations are most concerned about the costs of car accidents.

CONCERNS ABOUT FINANCIAL IMPACT OF P&C RELATED EVENTS



90%
Own or lease a motorized vehicle

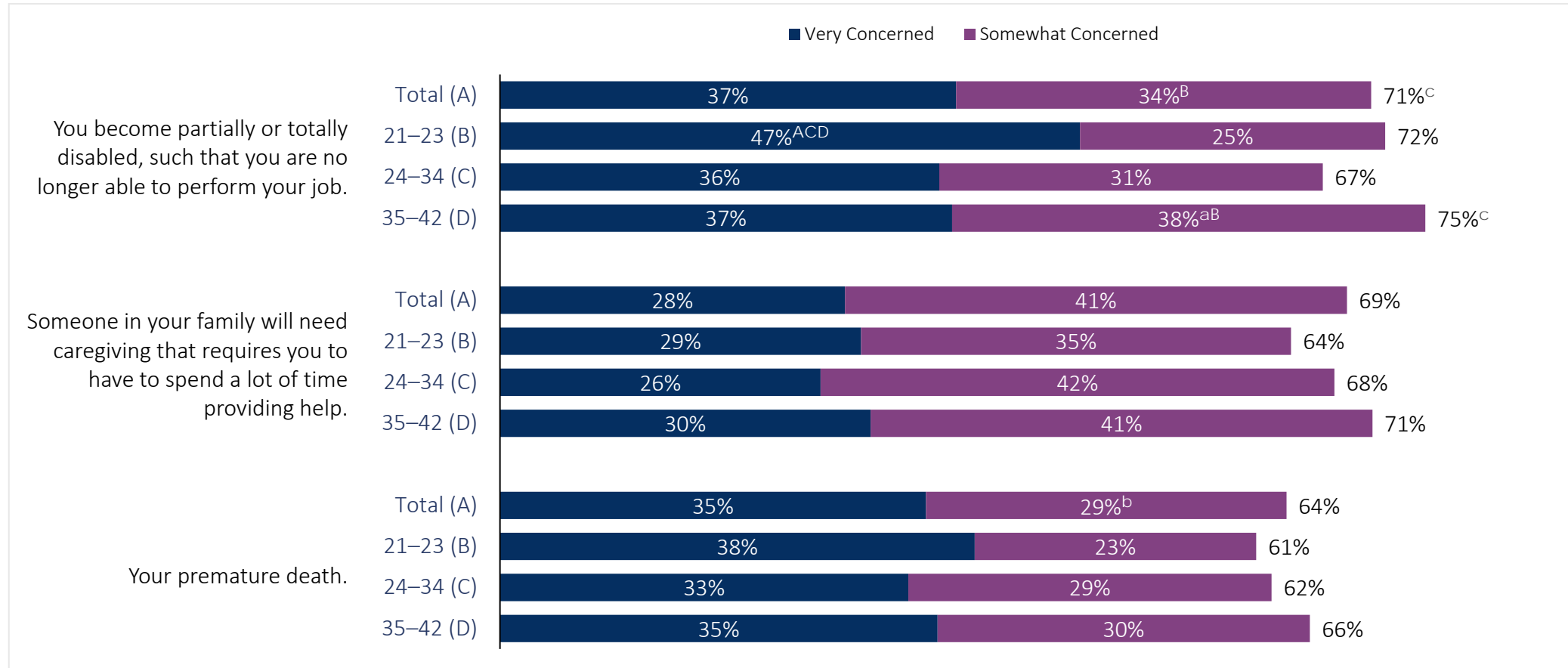
50%
Own a house

47%
Rent

Those who are risk averse are more likely than those who are risk tolerant to be concerned about all three items listed.

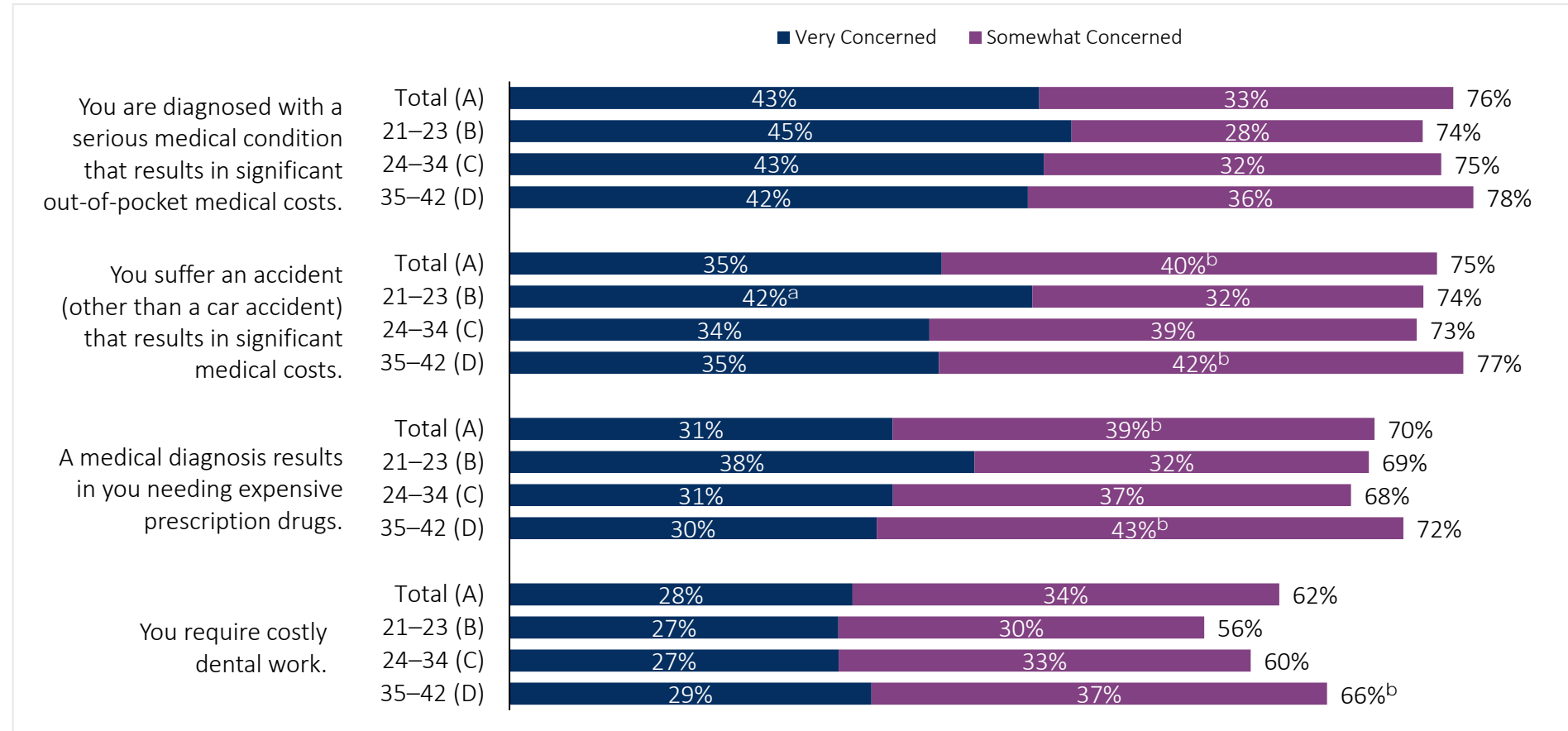
Concerns over non-medical risks such as disability, family member caregiving, or premature death tend to increase with age.

CONCERNS ABOUT FINANCIAL IMPACT OF NON-MEDICAL RELATED EVENTS



In addition to medical costs from car accidents, younger consumers are most concerned about medical costs of any type.

CONCERNS ABOUT FINANCIAL IMPACT OF HEALTH-RELATED EVENTS



41%

Have a high deductible health insurance plan

31%

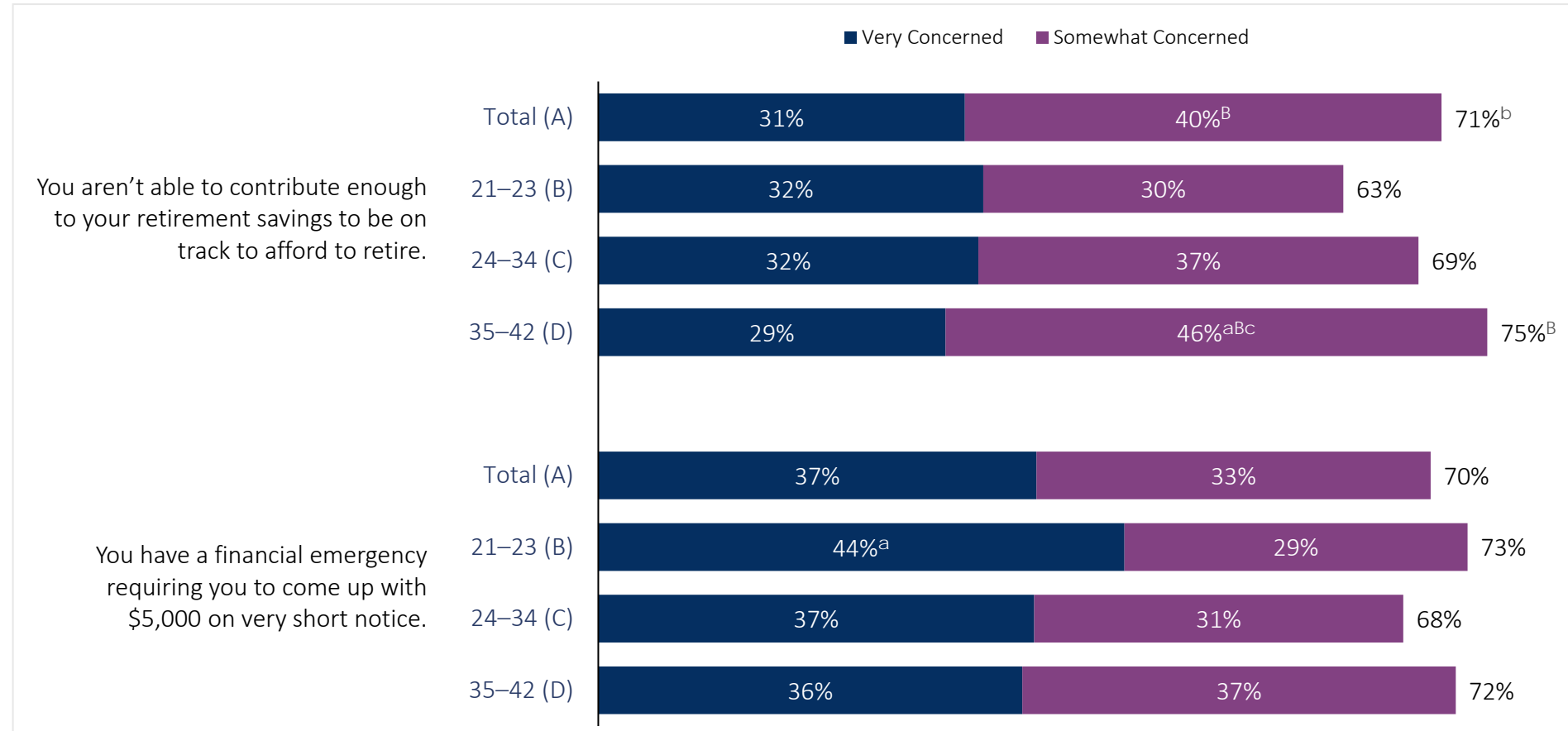
Have an HSA

16%

Have an FSA

Concerns also run high for non-insurance related financial risk such as shortfalls in emergency or retirement savings.

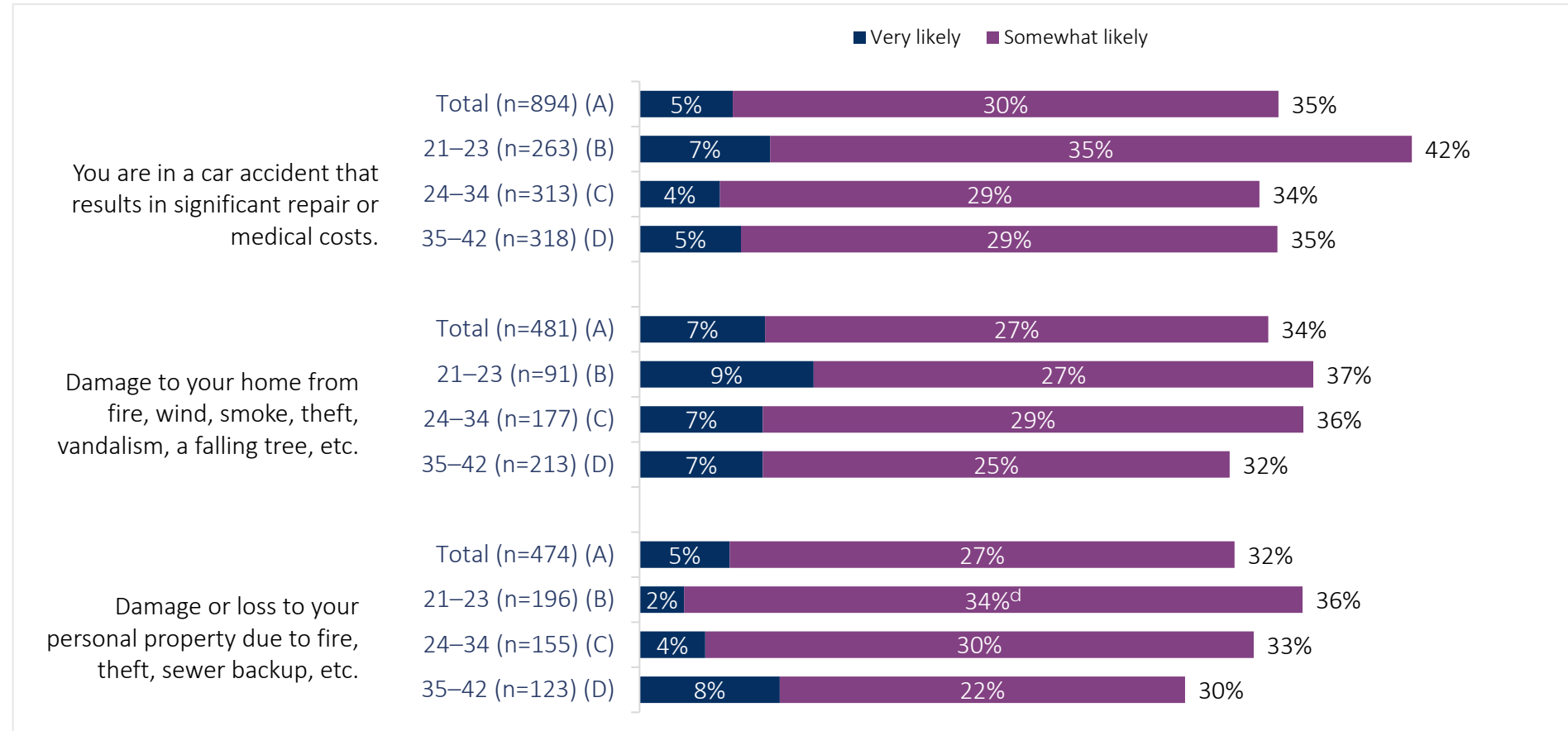
CONCERNS ABOUT FINANCIAL IMPACT OF SAVINGS RELATED EVENTS



Concern about retirement savings shortfalls are high and increase with age.

Younger consumers see over a one in three chance of each of three property and casualty related events occurring in the next 10 years.

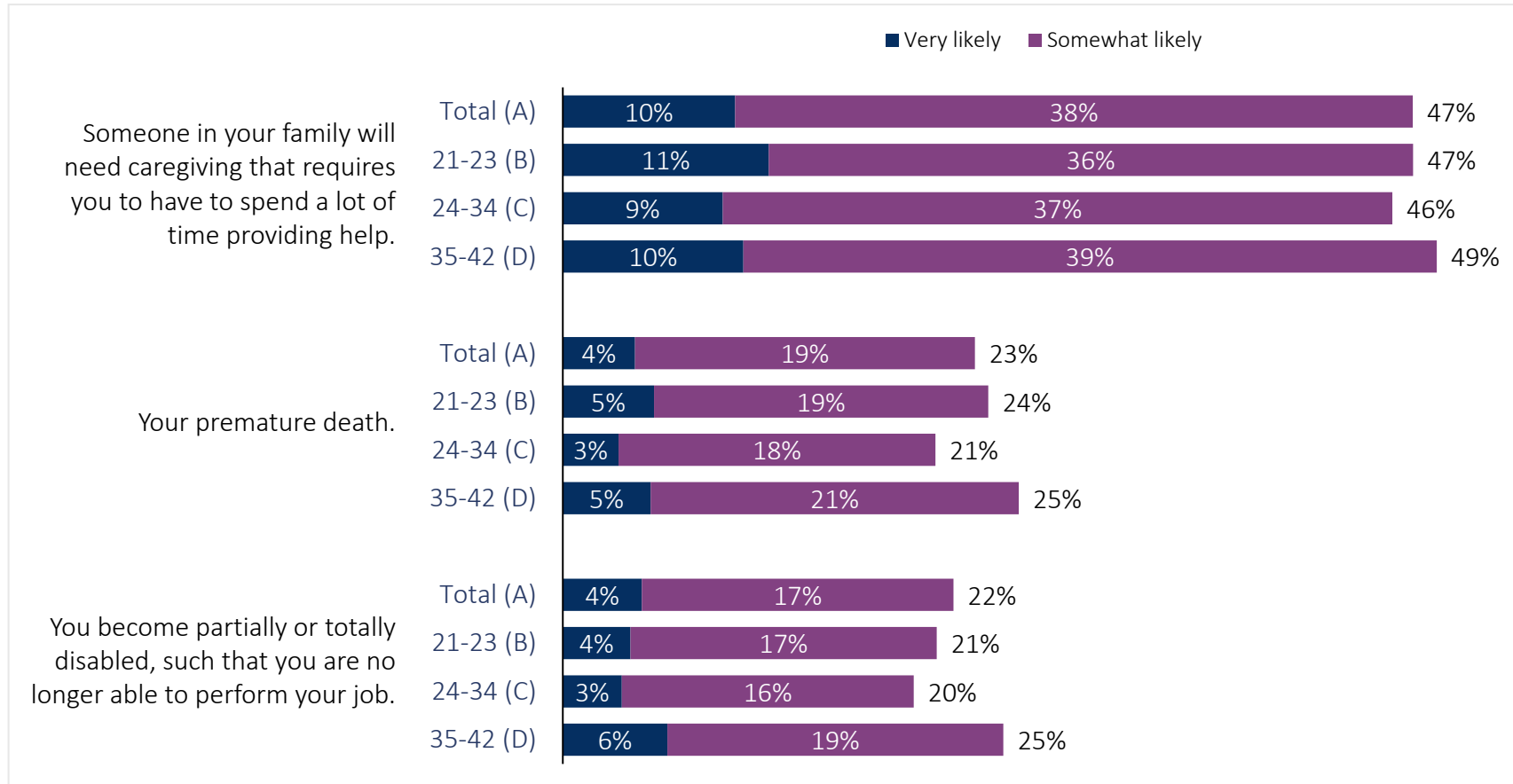
LIKELIHOOD EVENTS WILL HAPPEN IN THE NEXT 10 YEARS



Those who are risk tolerant are more likely than those who are risk neutral to believe it is likely for them to be in a car accident (46% vs. 33%).

Nearly half believe it is likely a family member will need their care; this doesn't increase with age, though we would expect it to.

LIKELIHOOD EVENTS WILL HAPPEN IN THE NEXT 10 YEARS (CONTINUED)



The actual 10-year probability of death for an average adult aged 21–42 ranges from approximately 1–3%, a far cry from the nearly one in four who believe it is somewhat or very likely to occur.

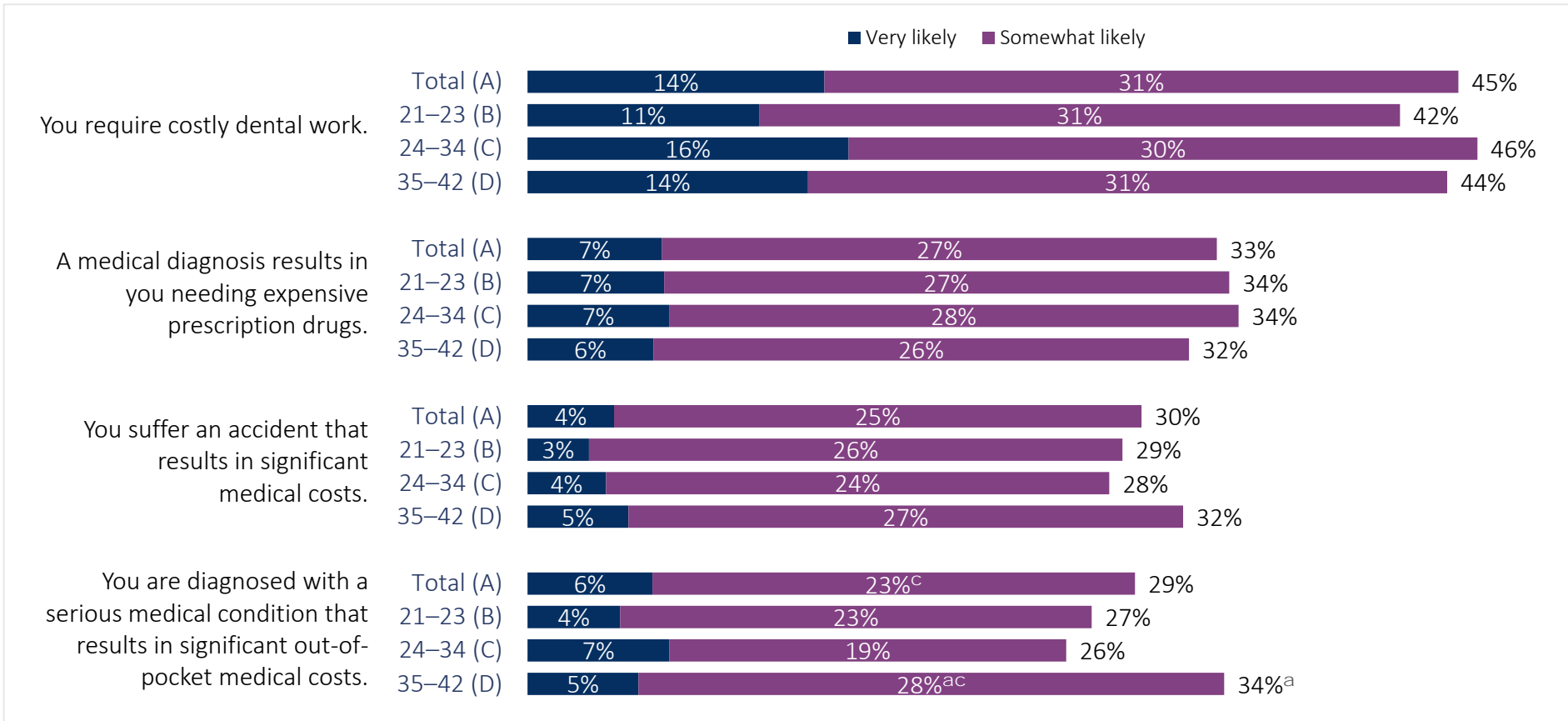
The actual chance of becoming partially or totally disabled is much higher than the chance of death. However, younger consumers appear to be unaware of this difference.

Those with less than a college education are more likely to think the following are at least somewhat likely to happen to them:

- Premature death (29% vs. 18%).
- Become disabled (26% vs. 18%).

Younger consumers see costly dental work as most likely of the accident and health risks, despite the fact that they are least concerned about this risk.

LIKELIHOOD EVENTS WILL HAPPEN IN THE NEXT 10 YEARS (CONTINUED)

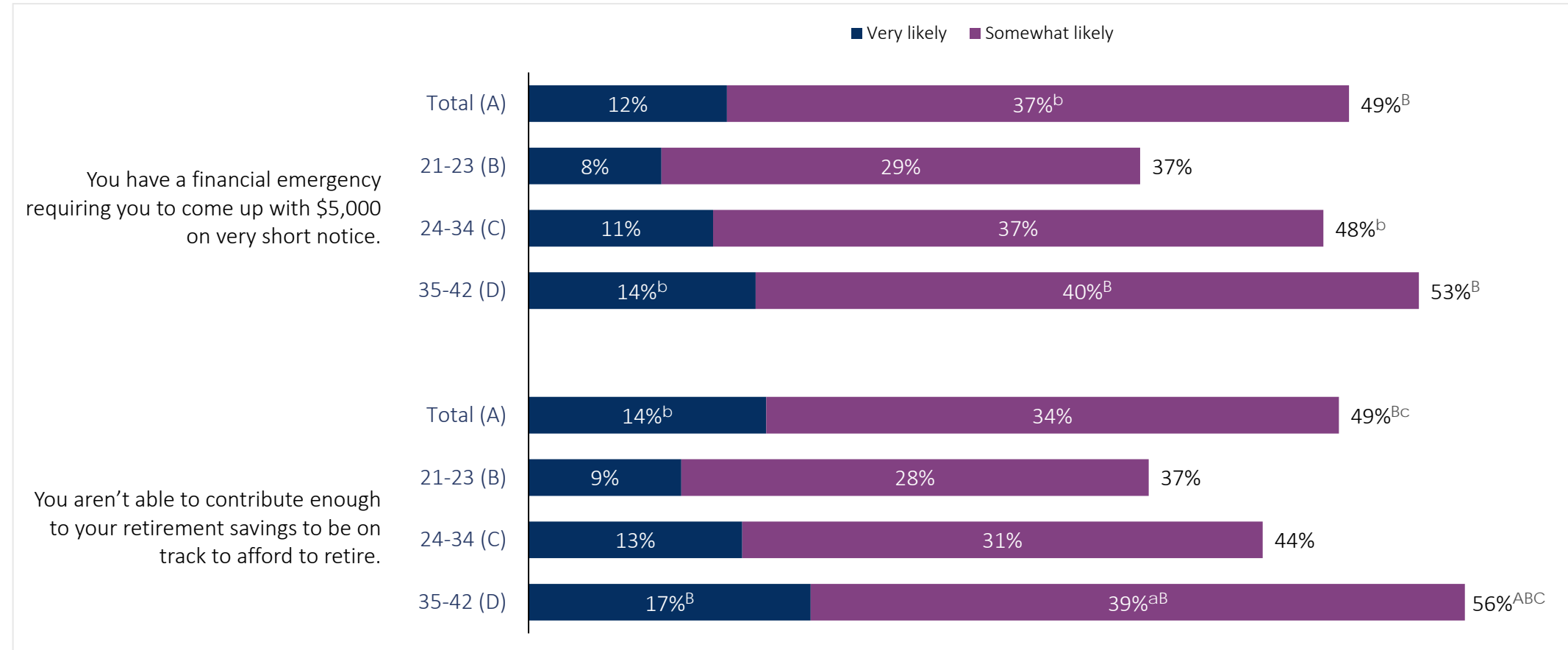


Those with less than a college education are more likely to think the following are at least somewhat likely to happen to them:

- A medical diagnosis resulting in needing expensive drugs (40% vs. 28%)
- Being diagnosed with a serious medical condition that requires out-of-pocket expenses (37% vs. 23%)

The two financial risks eclipse all other risks in their perceived likelihood to happen, and this belief increases rapidly with age.

LIKELIHOOD EVENTS WILL HAPPEN IN THE NEXT 10 YEARS (CONTINUED)



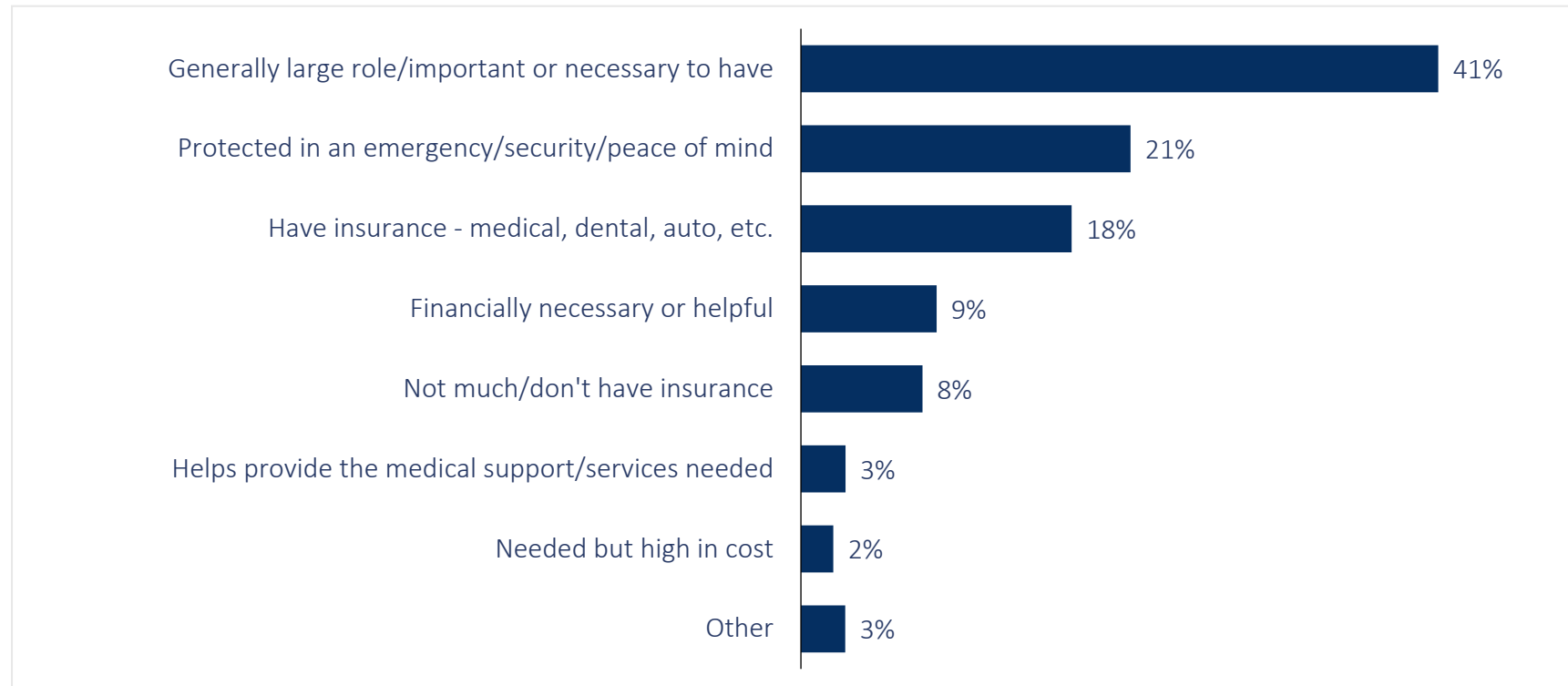
Role of Insurance



Mortality and
Longevity

Over two in five say insurance plays an important or necessary role in their lives. One in five say it provides them with a sense of security.

ROLE OF INSURANCE

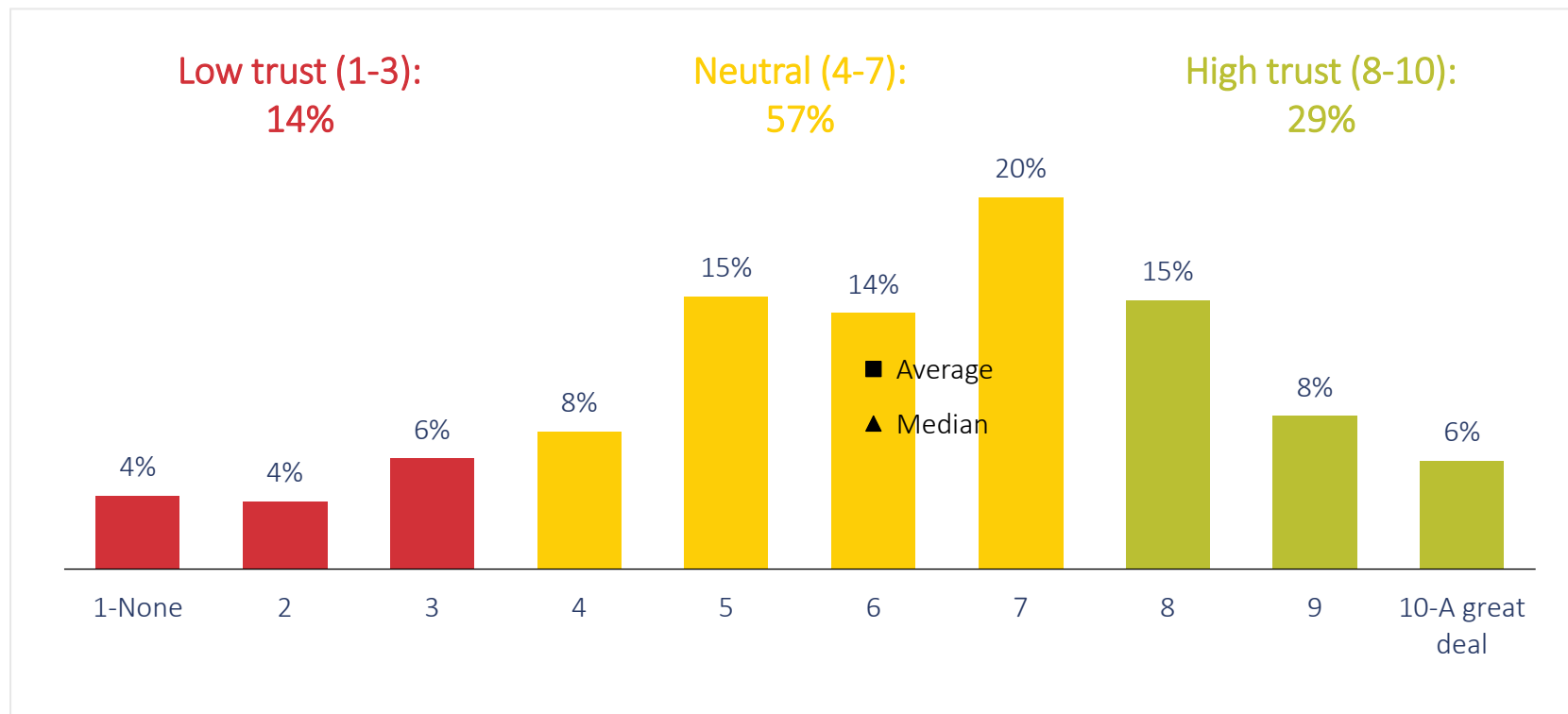


People more likely to say insurance plays a large or necessary role include individuals who:

- Are age 24+ (42% vs. 33%).
- Have household incomes of \$50k+ (46% vs. 33%).
- Are risk neutral (44% vs. 33% of those who are risk averse).
- Have children (47% vs. 35%).

Twice as many younger consumers place high trust in insurance companies than place low trust.

TRUST IN INSURANCE COMPANIES

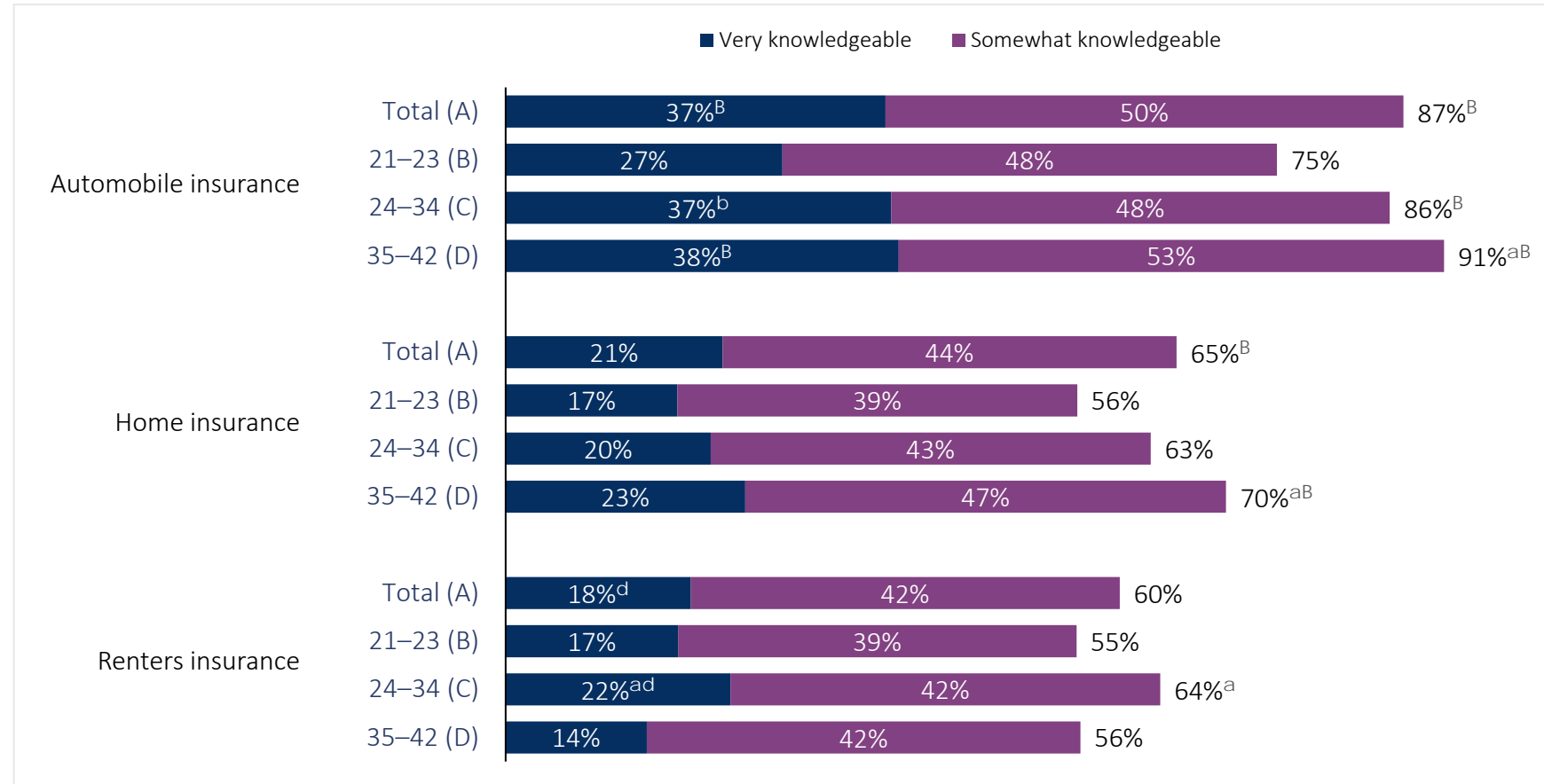


People more likely to trust (8–10 rating) insurance companies include:

- Men (33% vs. 25%).
- Those who are risk tolerant (53% vs. 25% risk averse/neutral).
- Those with excellent/very good health (36% vs. 22% with poor to good health).
- Black or African American (42% vs. 27% of whites and 25% of Hispanic/Latino/Latinx).

Respondents claim to be most knowledgeable about automobile insurance.

KNOWLEDGE OF DIFFERENT TYPES OF INSURANCE

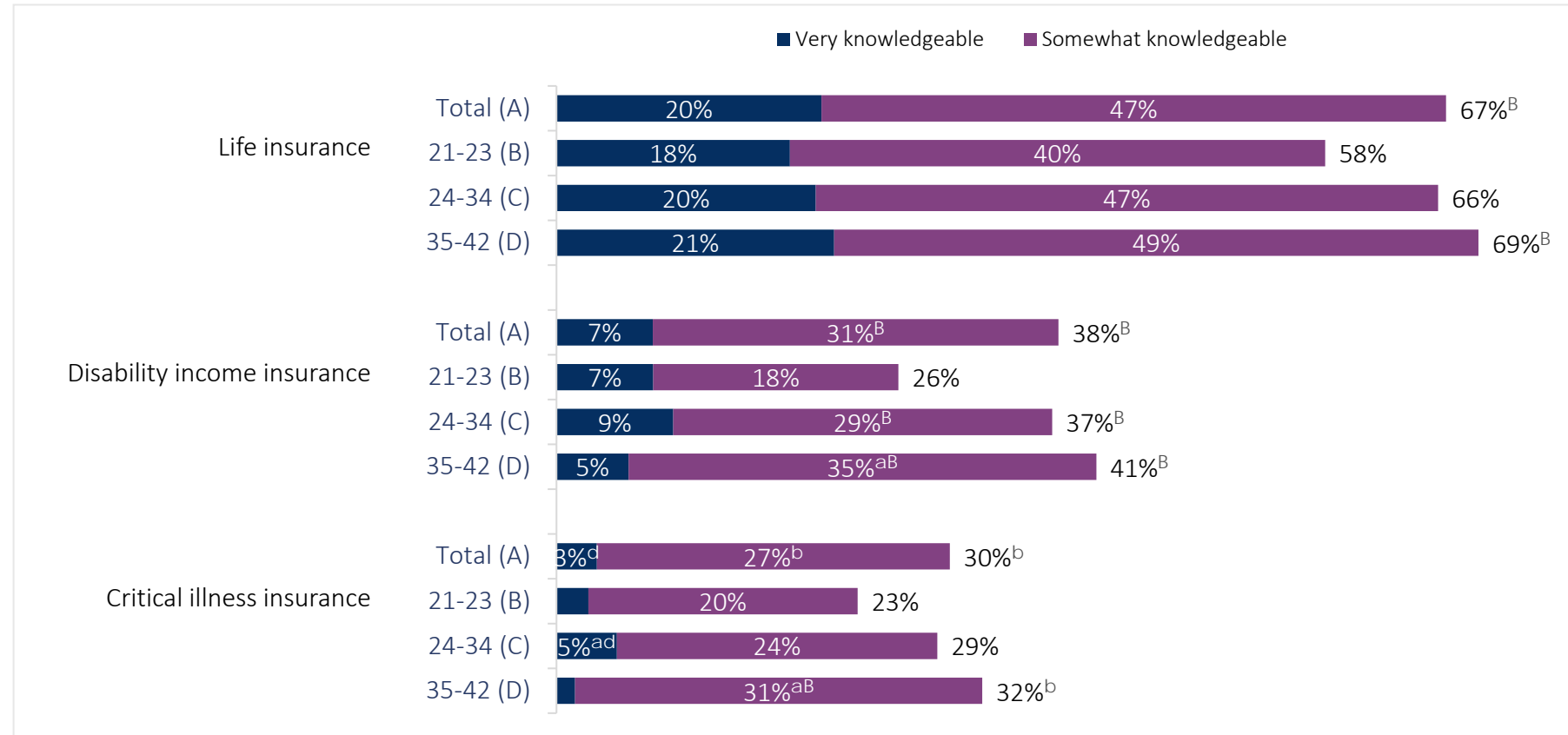


Self-proclaimed knowledge of auto and homeowners insurance increases significantly with age. However, knowledge about renters insurance peaks in the late 20s/early 30s. Perhaps the decline among older individuals is the increase in home ownership vs. renting as they age. Two-thirds of those <24 rent vs. 2 in 5 aged 35+.

Those who are risk tolerant are more likely than those who are risk averse or neutral to be knowledgeable about renters insurance (74% vs. 57%).

Of the non-medical insurance products, younger consumers claim highest knowledge of life insurance. Knowledge of all types of insurance increases with age.

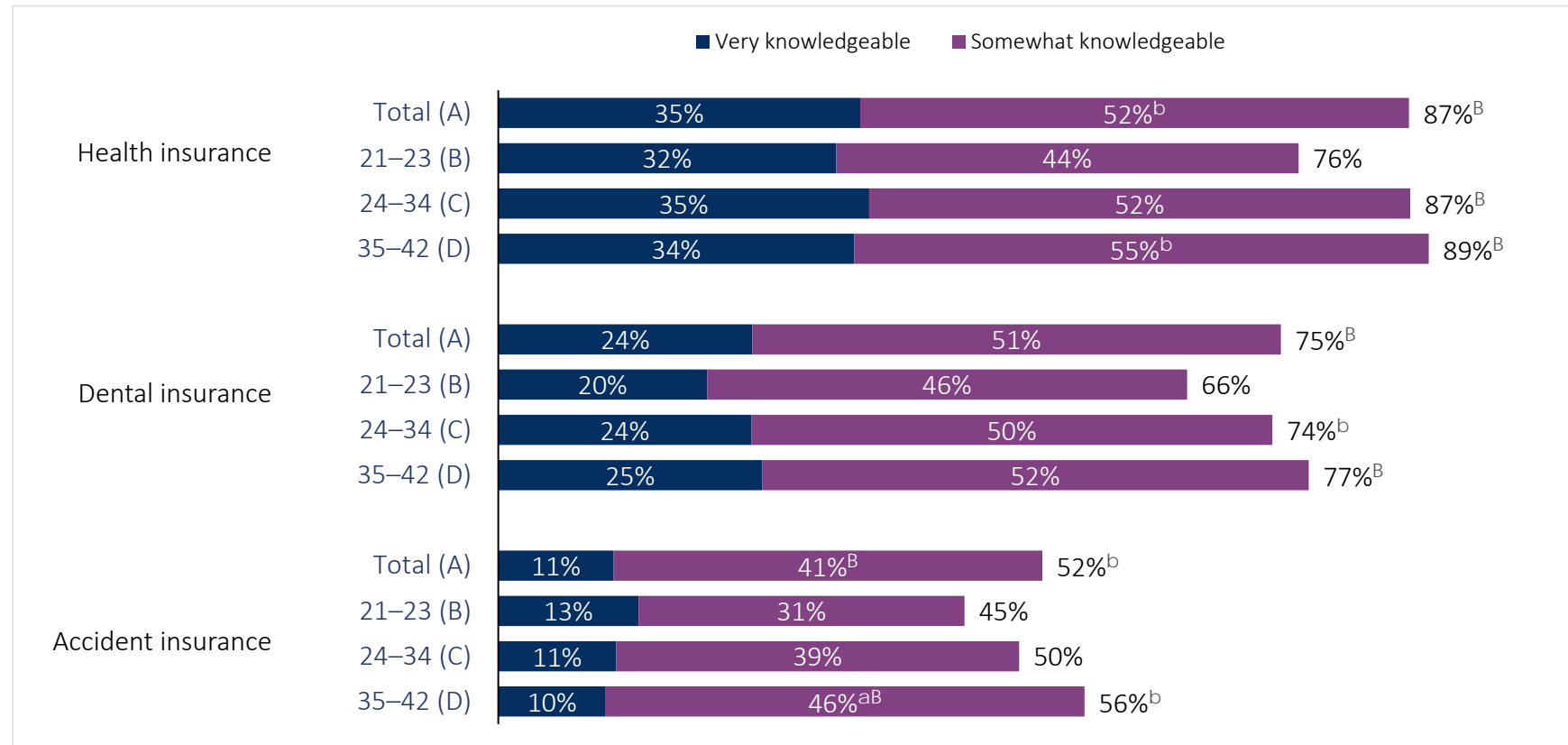
KNOWLEDGE OF DIFFERENT TYPES OF INSURANCE (CONTINUED)



Those who are risk tolerant are more likely than those who are risk averse to be knowledgeable about life insurance (75% vs. 62%) and disability income insurance (48% vs 35%).

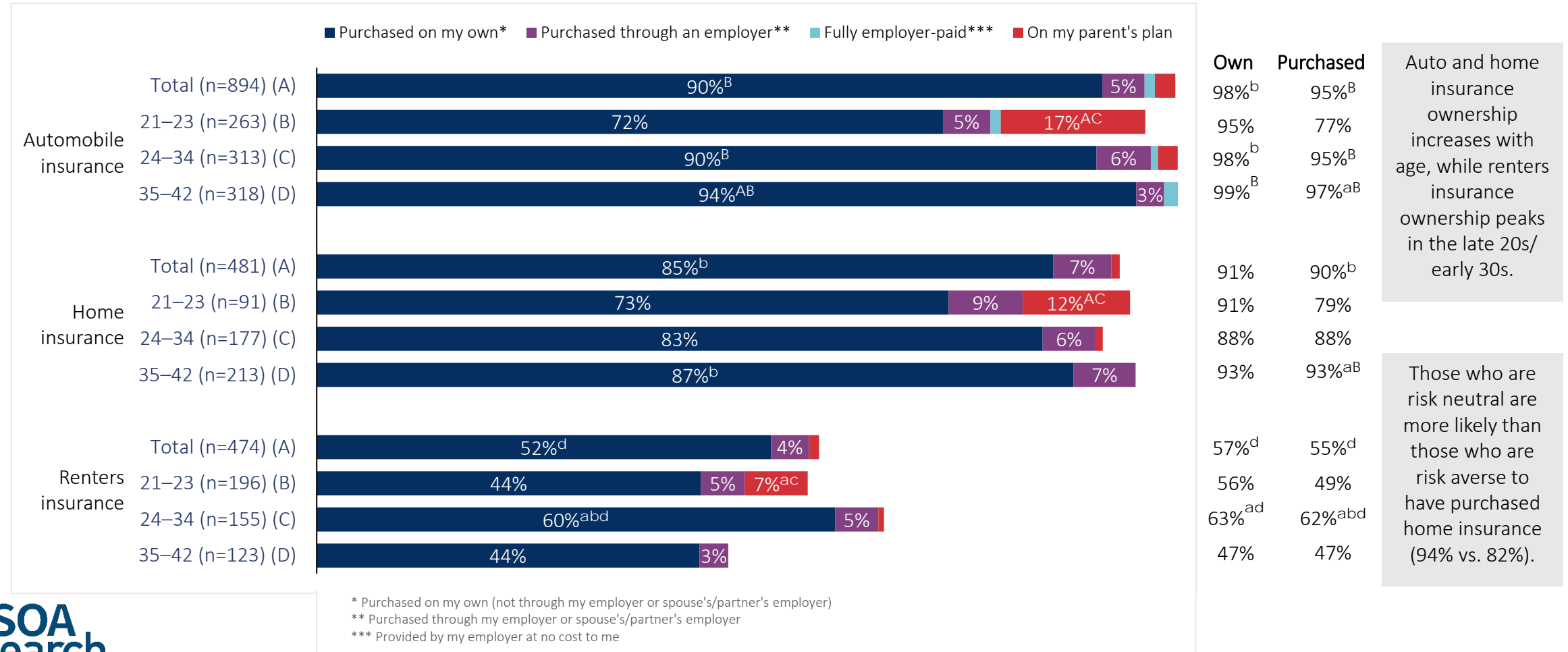
Younger consumers feel they know more about health and dental insurance than accident insurance. Like the other insurance types, consumer knowledge increases with age.

KNOWLEDGE OF DIFFERENT TYPES OF INSURANCE (CONTINUED)



Younger consumers own auto insurance at a higher rate than any other insurance.

INSURANCE CURRENTLY OWNED



Auto and home insurance ownership increases with age, while renters insurance ownership peaks in the late 20s/early 30s.

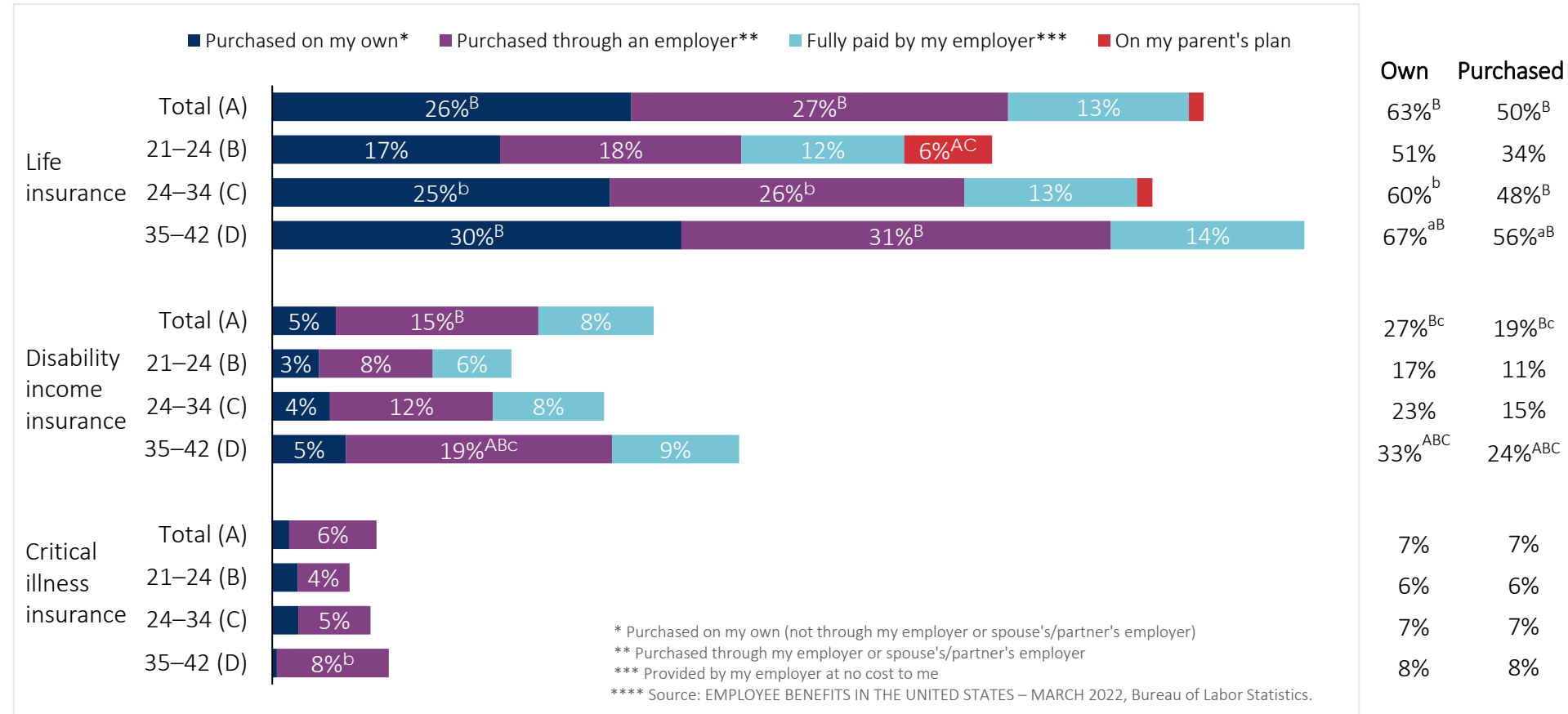
Those who are risk neutral are more likely than those who are risk averse to have purchased home insurance (94% vs. 82%).



Q18. Do you currently own any of the following types of insurance? Please check all that apply.
 ABCD= Significant difference between Generations. Significant differences are displayed at the 95% confidence level with lowercase letters and 99% confidence level with uppercase letters.

Life insurance is owned more than disability or critical illness and ownership increases with age.

INSURANCE CURRENTLY OWNED (CONTINUED)



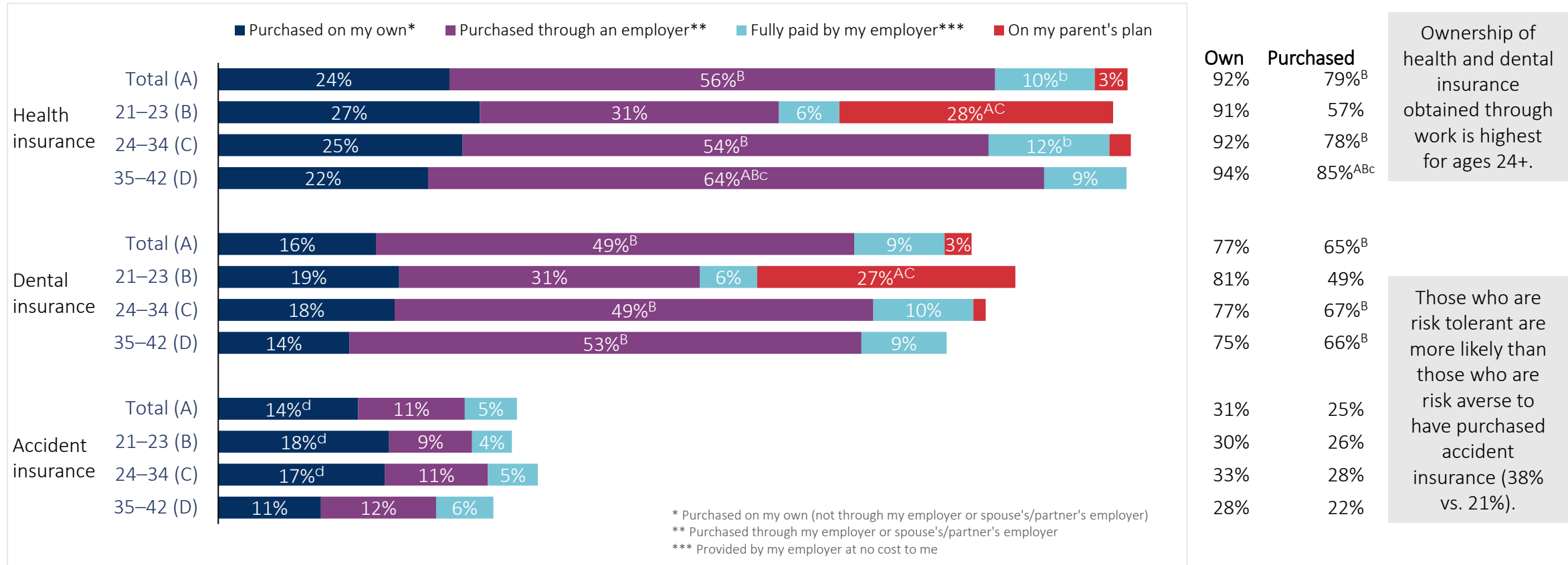
Those who are risk tolerant are more likely than those who are risk neutral to have purchased life insurance (60% vs. 50%).

It appears that employer-based disability insurance ownership is under-reported, as 43% and 35% of private industry workers have access to short- and long-term disability insurance.*

Those who are risk neutral are more likely than those who are risk averse to have purchased critical illness insurance (9% vs. 4%).

Consumers ages 34–42 are more likely to have purchased health insurance than younger respondents.

INSURANCE CURRENTLY OWNED (CONTINUED)

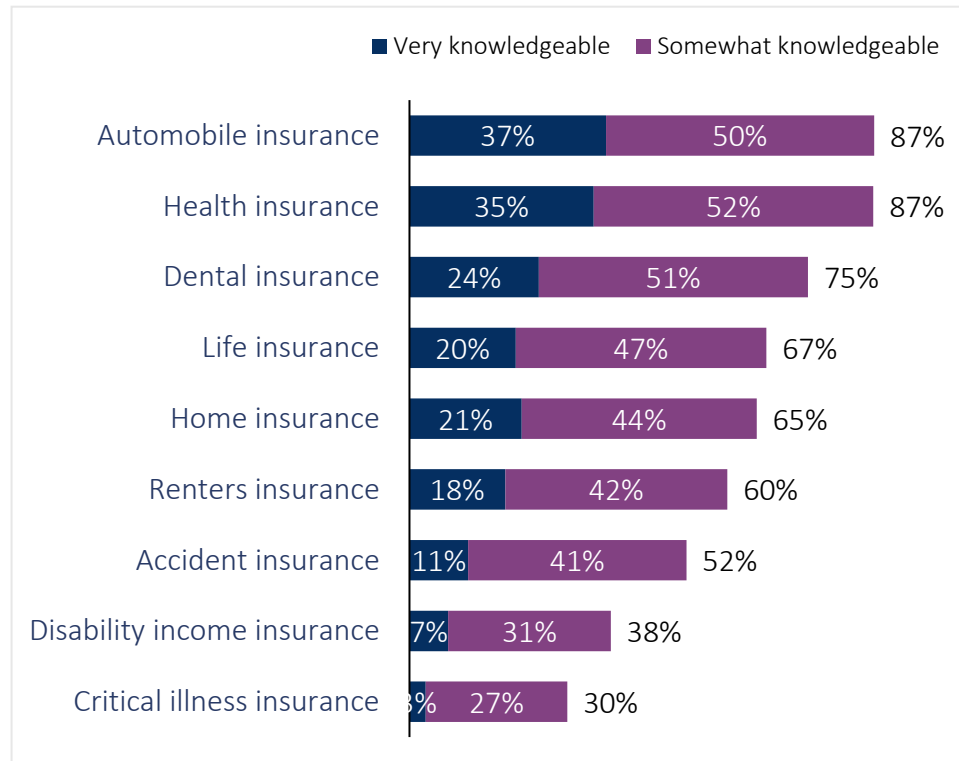


Ownership of health and dental insurance obtained through work is highest for ages 24+.

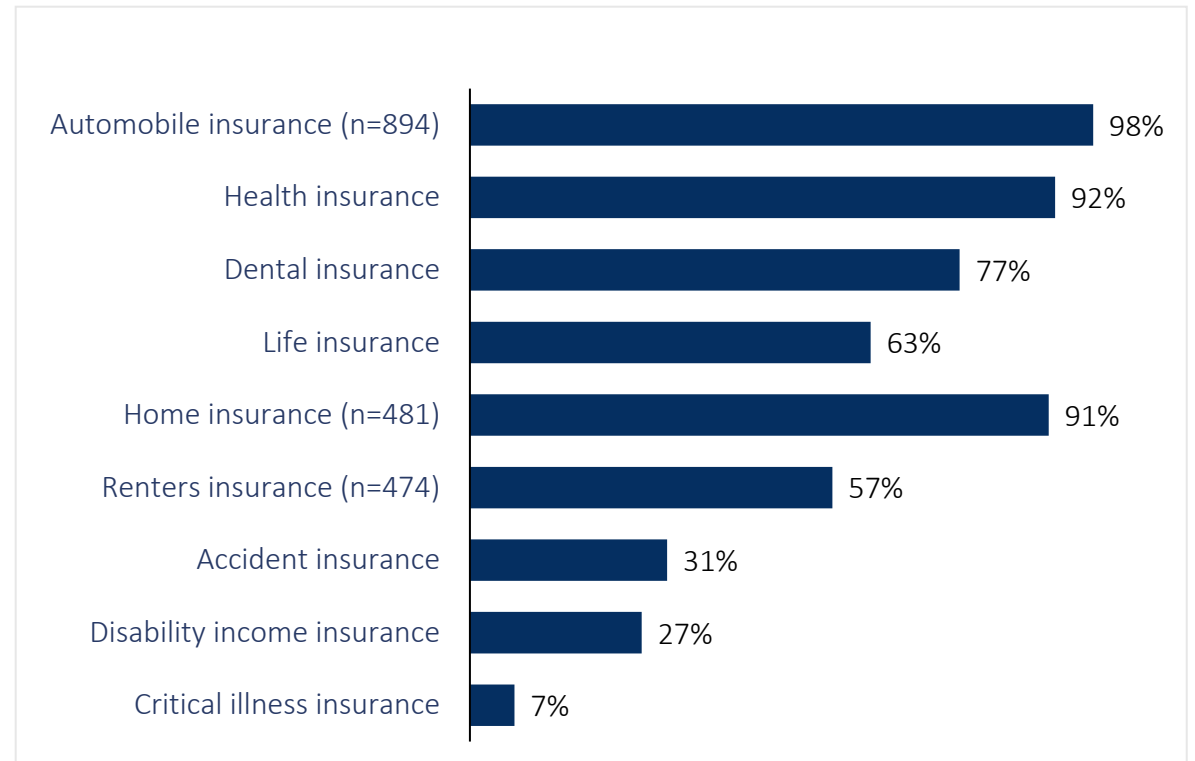
Those who are risk tolerant are more likely than those who are risk averse to have purchased accident insurance (38% vs. 21%).

Respondents claim higher knowledge of those products they're more likely to own.

KNOWLEDGE OF DIFFERENT INSURANCES

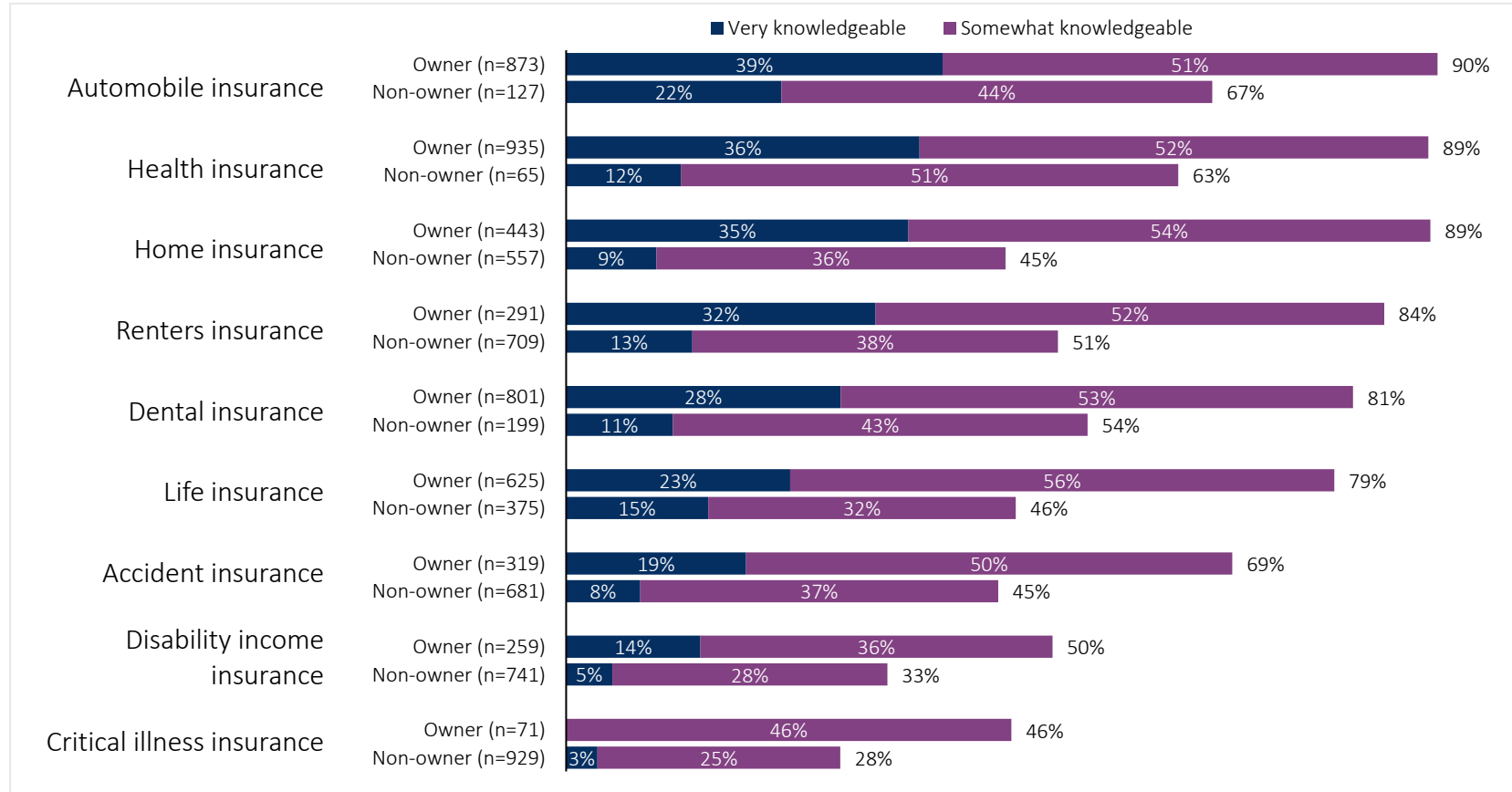


OWNERSHIP



Insurance owners say they're more knowledgeable about each type of insurance than non-owners.

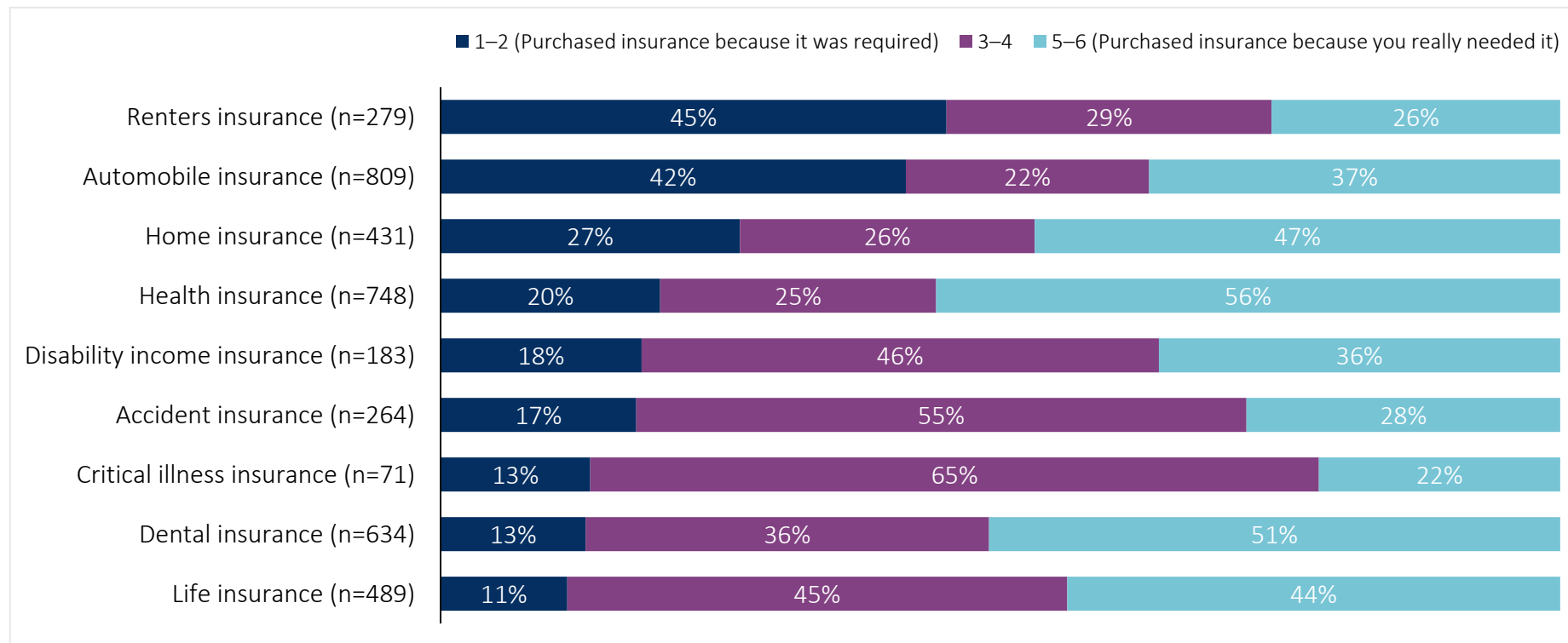
KNOWLEDGE OF DIFFERENT INSURANCES



Of those who have purchased the type of insurance, about two in five purchased renters and/or auto insurance because they felt it was required.

PURCHASED INSURANCE BECAUSE IT WAS REQUIRED VS. NEEDED IT

(Among Those Who Purchased Each Type of Insurance)



People more likely to rate renters insurance a 1-2 include:

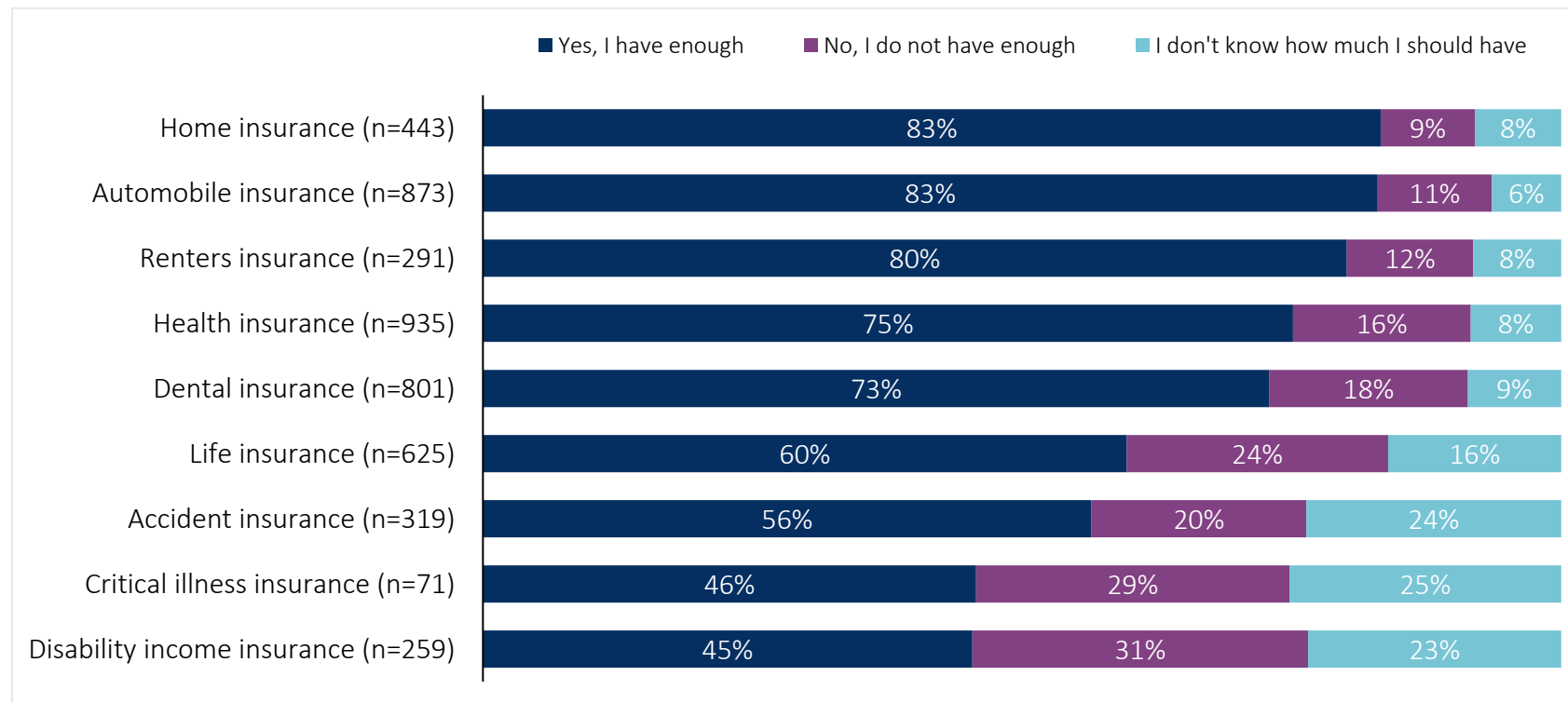
- Those 21–34 (52% vs. 29%)
- Whites (56% vs. 34% Black or African American and 33% Hispanic/Lantino/Latinx).
- Those who live in suburban areas (56% vs. 34% urban/rural)

Those who are 35–42 are more likely than those who are 24–34 to have purchased disability insurance for neutral reasons (55% vs. 35%). Those who are 35–42 are also more likely than those who are 21–34 to have purchased dental insurance because they felt they needed it (60% vs. 44%).

Of those who have purchased the type of insurance, four in five say they have enough home, auto, and/or renters insurance. Respondents feel least protected by disability income insurance.

HAVE ENOUGH INSURANCE TO BE WELL PROTECTED

(Among Those Who Purchased Each Type of Insurance)

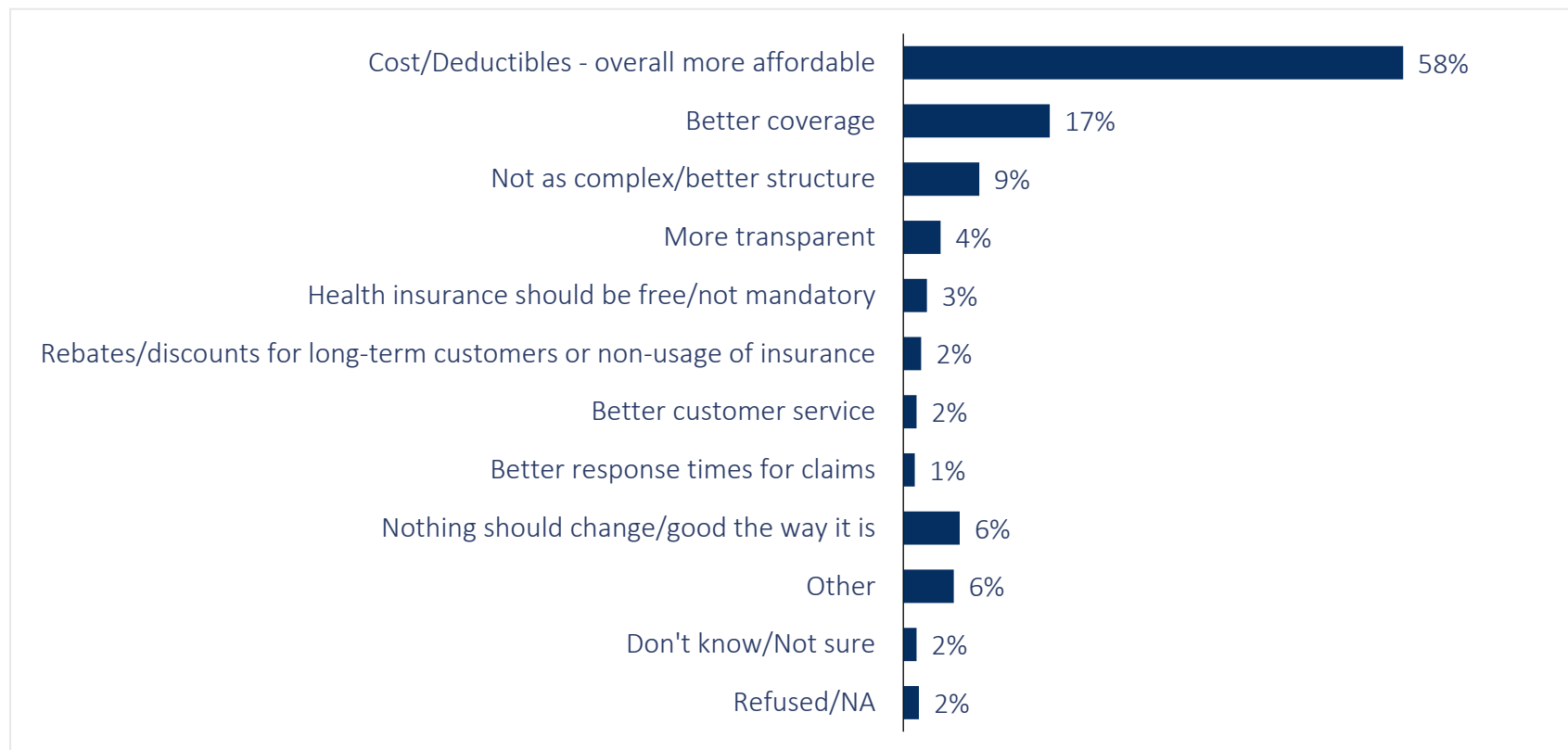


Those who are 24–34 are more likely than those who are 21–23 to believe they have enough home insurance (86% vs. 72%), auto insurance (86% vs. 74%), and critical illness insurance (68% vs. 32%). Those who are 35–42 are more likely than those who are 21–23 to believe they have enough renters insurance (85% vs. 69%).

Those who are risk tolerant are more likely than those who are risk averse to feel they have enough renters insurance (90% vs. 71%) and more likely than those who are risk averse or risk neutral to feel they have enough health insurance (88% vs. 68%).

About three in five would like to see the cost/deductibles of insurance reduced. One in six would like to receive better coverage.

IDEAL CHANGES IN INSURANCE



Those who are more likely to want their insurance to be more affordable include:

- Those with household income under \$50K (67% vs. 53%).
- Those who are risk averse (71% vs. 52% of those risk neutral).
- Whites (61% vs. 47% Hispanic/Latino/Latinx).
- Those who live in rural or suburban areas (62% vs. 50% urban).
- Those with less than a college education (65% vs. 51%).

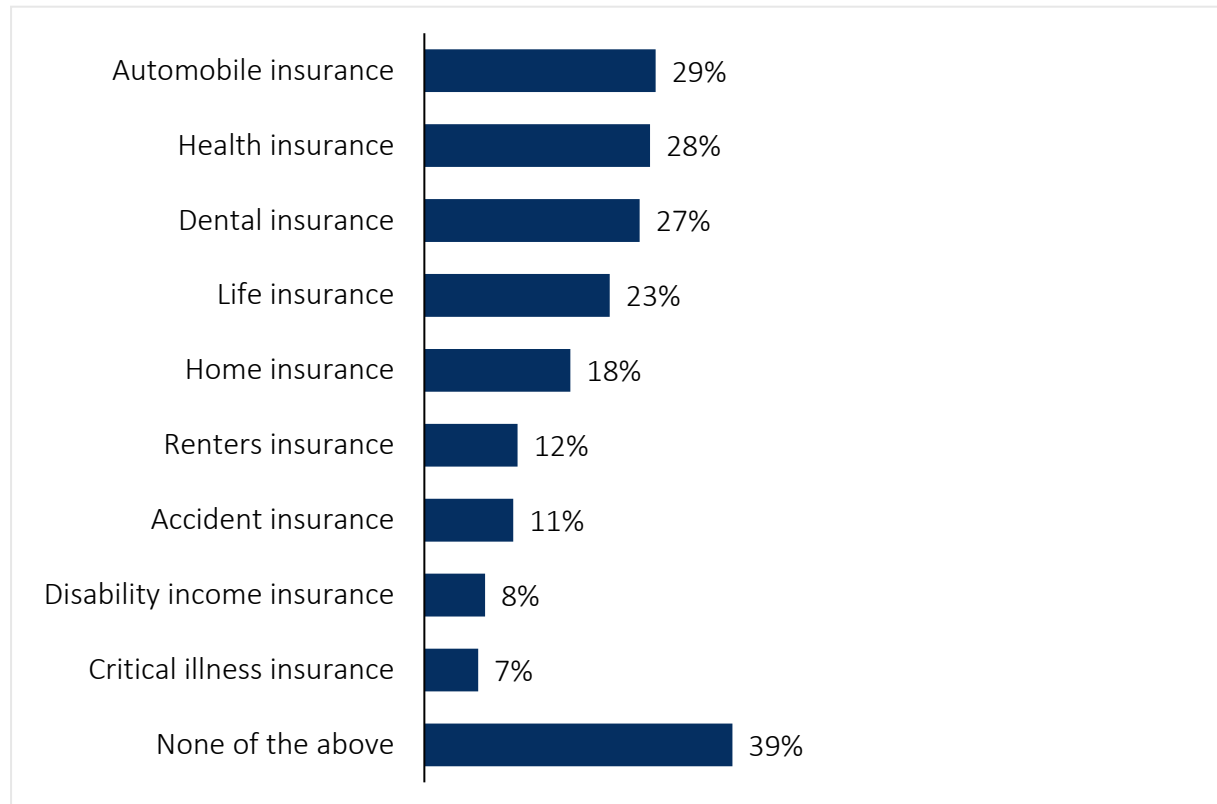
Insurance Purchase Considerations



Mortality and
Longevity

Three in five respondents plan to purchase some type of insurance in the next 12 months. Nearly three in 10 plan to purchase auto, health, and/or dental insurance.

ANTICIPATED INSURANCE PURCHASES IN THE NEXT 12 MONTHS



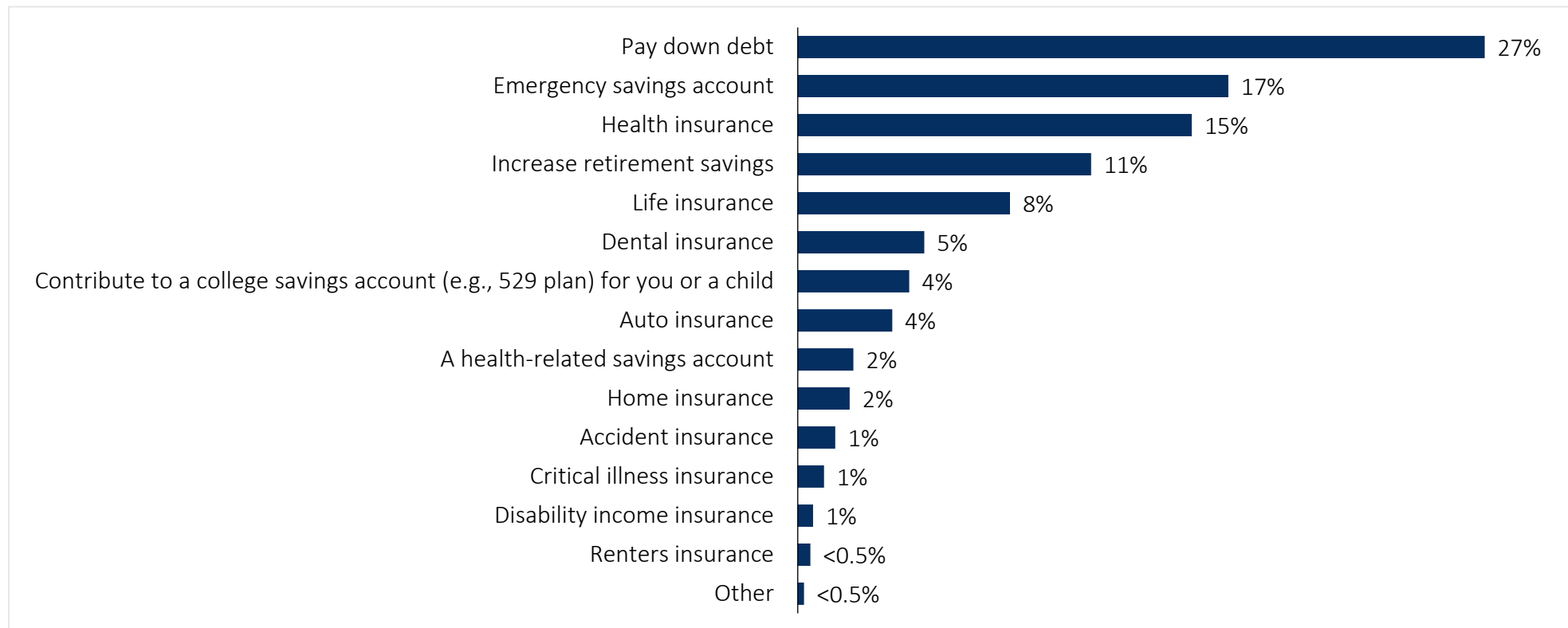
Those who are under the age of 24 are more likely than those ages 24–34 to expect to purchase health insurance (36% vs. 27%) and renters insurance (17% vs. 11%).

Those who are risk neutral are more likely than those who are risk averse to anticipate they will purchase home insurance in the next 12 months (20% vs. 12%).

Almost three in 10 would choose to pay down debt if they had the extra financial resources to do so. One in six would contribute to emergency savings.

INSURANCE/SAVINGS TO CONTRIBUTE EXTRA FINANCES TO

(Ranked 1st)



Those who are age 21–23 are more likely than those 35–42 to contribute extra funds to their emergency savings account (25% vs. 13%). Those who are under the age of 35 are more likely to contribute extra funds to auto insurance (6% vs. 1%). However, those 35–42 are more likely than those 21–23 to use extra funds to pay down debt (30% vs. 22%) and increase retirement savings (14% vs. 7%).

A quarter of respondents would do general online research first when purchasing insurance. One in six would go directly to the insurance company's website.

INFORMATION SOURCES TO USE WHEN PURCHASING INSURANCE

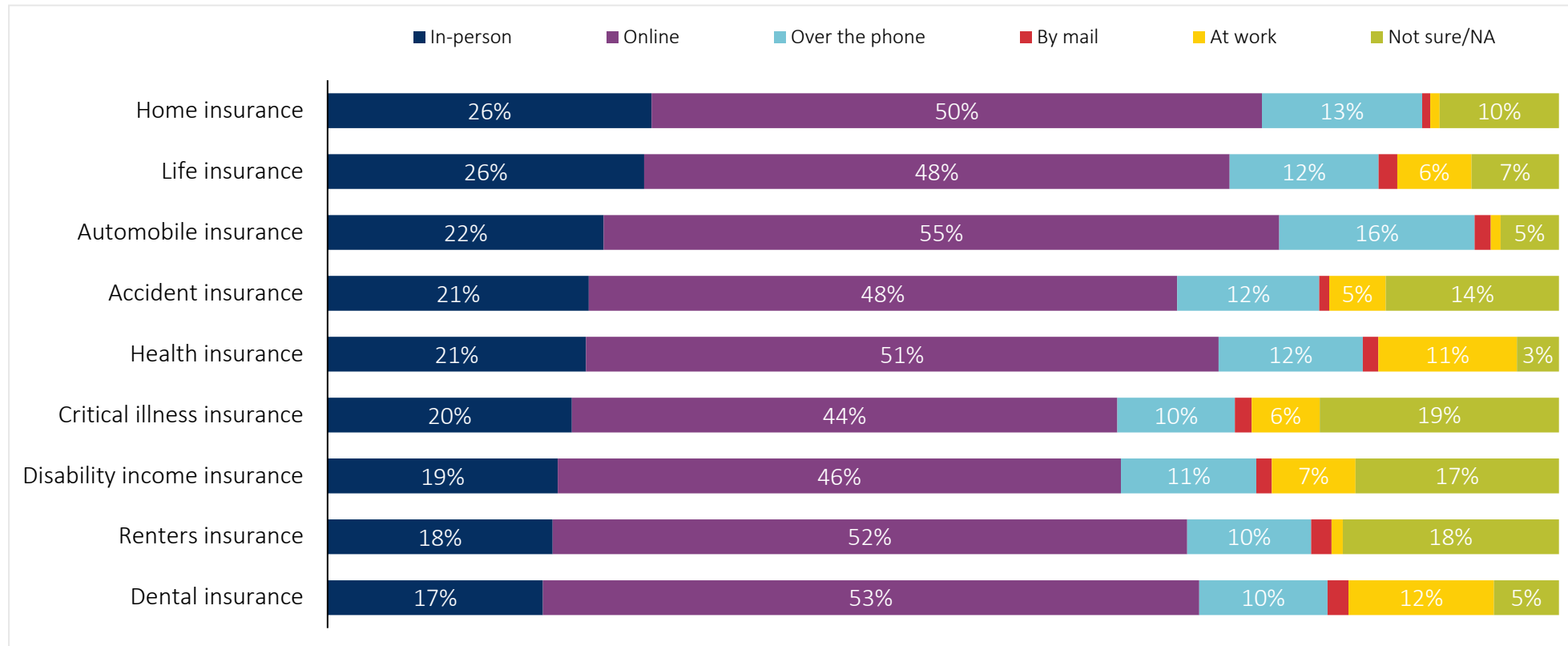
(Ranked 1st)



Those who are under the age of 24 are more likely than those who are ages 24 or older to seek information from friends or family (24% vs. 17%) and to call insurance companies (9% vs. 5%). However, those who are 24+ are more likely than those 21–23 to visit insurance company websites (20% vs. 19%).

For each type of insurance, at least four in 10 respondents would prefer to ultimately to purchase it online. About one in five would prefer to do so in person.

PREFERRED METHOD TO PURCHASE INSURANCE

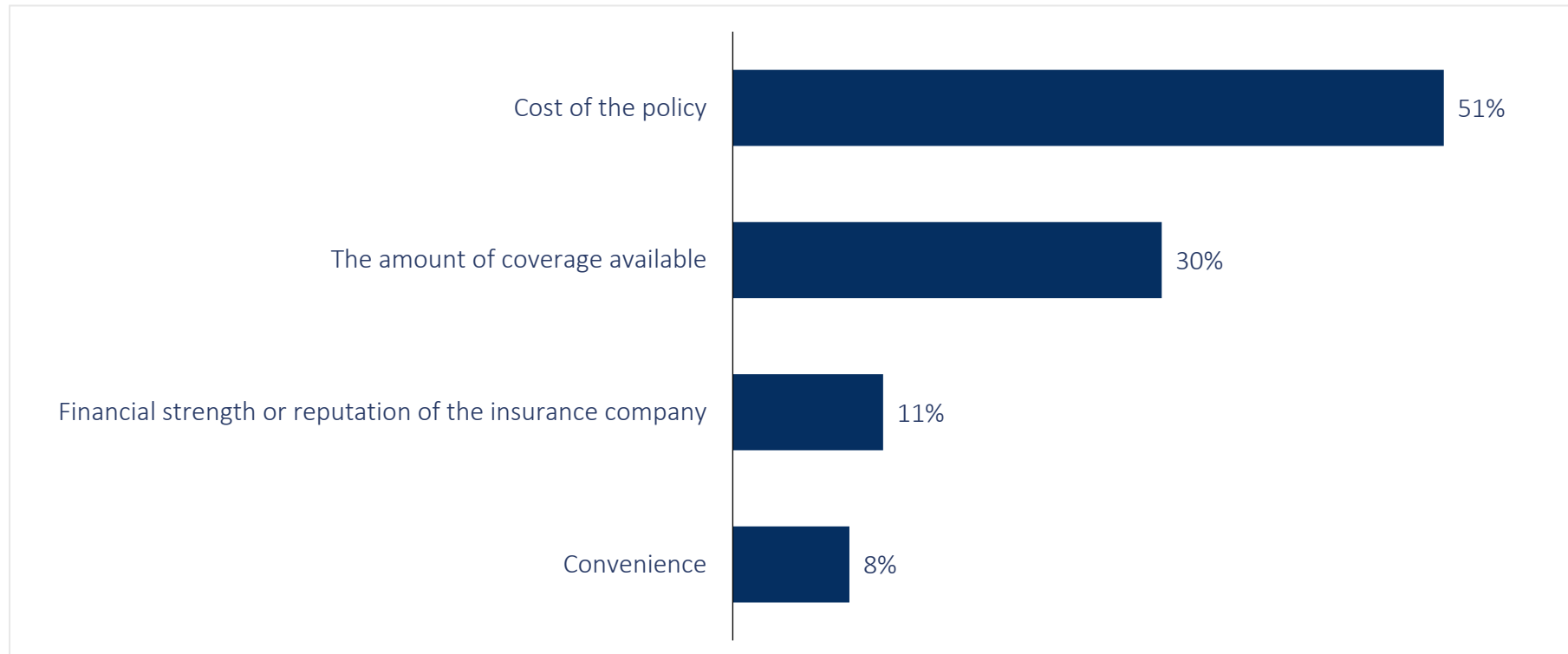


Those who are 21–23 are more likely than those who are 24–42 to prefer purchasing all the insurances listed in-person. Their preferences for online vs. in-person are much closer, where for most coverage types a slight majority of those aged 24–42 prefer to purchase online.

Half believe the most important feature to consider when purchasing insurance is the cost. Three in 10 believe the amount of coverage is the most important.

IMPORTANT FEATURES WHEN PURCHASING INSURANCE

(Ranked 1st)



People who are more likely to consider the cost of the insurance policy include:

- Those not married/partnered (56% vs. 46%).
- Those with household income under \$50K (59% vs. 40% of those with \$100k+).
- Those who are risk averse or risk neutral (52% vs. 40% of those risk tolerant).
- Those who live in rural areas (60% vs. 48% urban/suburban).

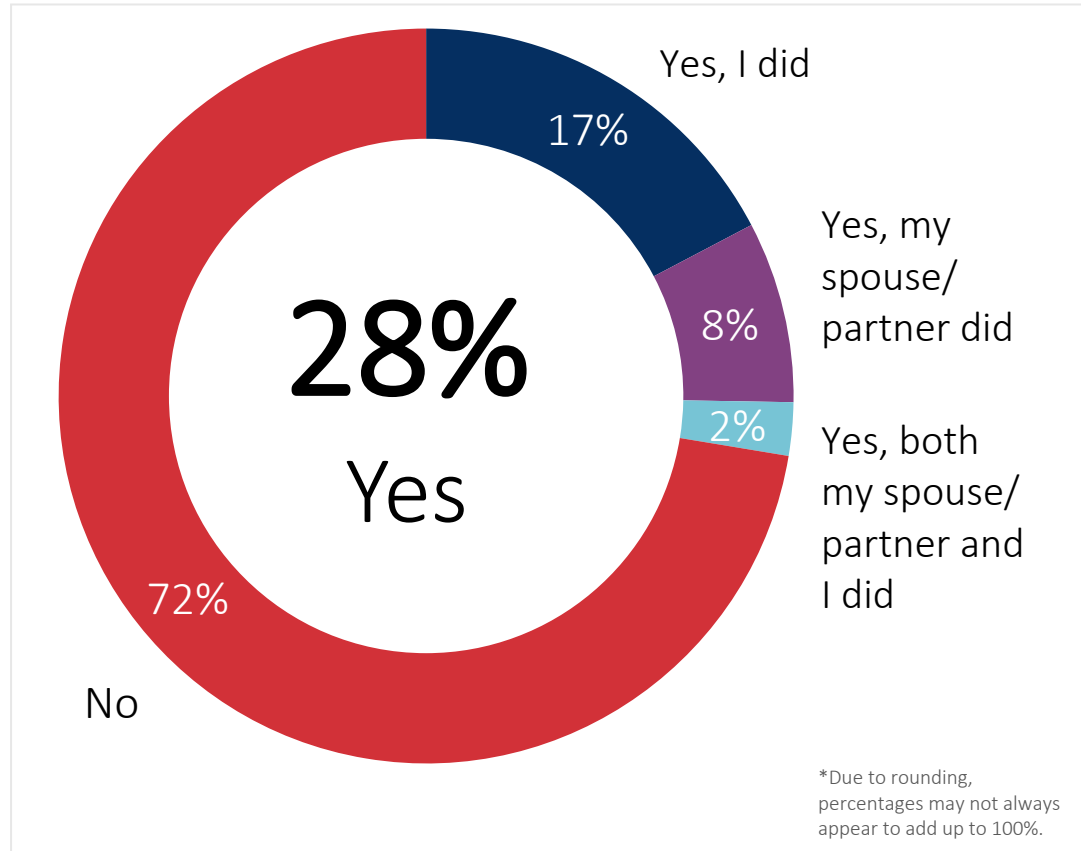
Impact of COVID and Inflation



Mortality and
Longevity

A little more than a quarter experienced a job loss in their household due to COVID-19.

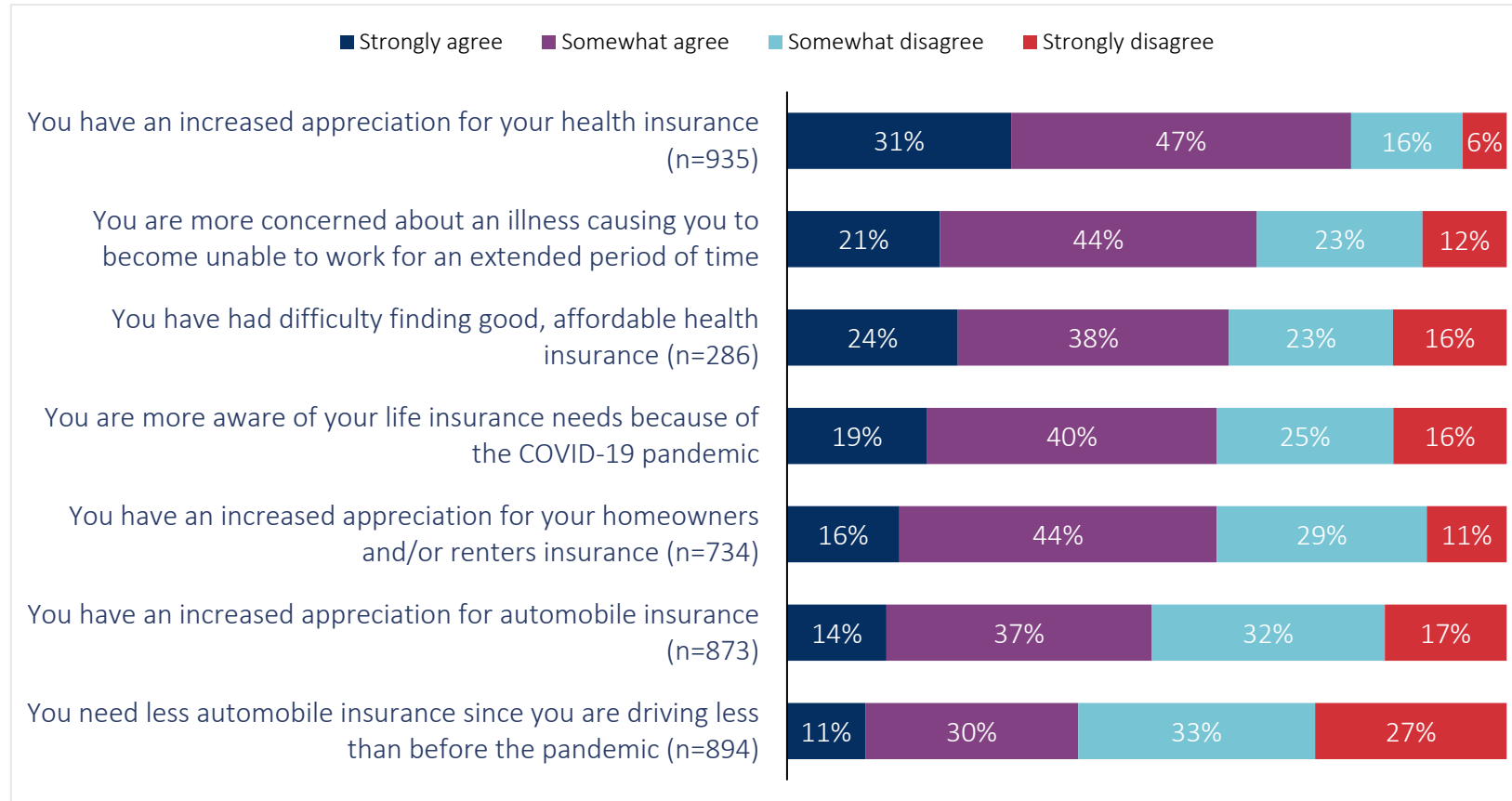
LOST JOB OR FURLOUGHED DUE TO COVID-19



Those who are married/partnered (34% vs. 20% not married/partnered), have children (31% vs. 23% no children), or have less than a college education (37% vs. 20% college+ education) are more likely to have experienced a job loss in their household due to COVID-19.

Over three-quarters of those who have health insurance agree they have an increased appreciation for it.

STANCE ON STATEMENTS REGARDING INSURANCE



Strongly/
Somewhat agree

78%

65%

61%

60%

60%

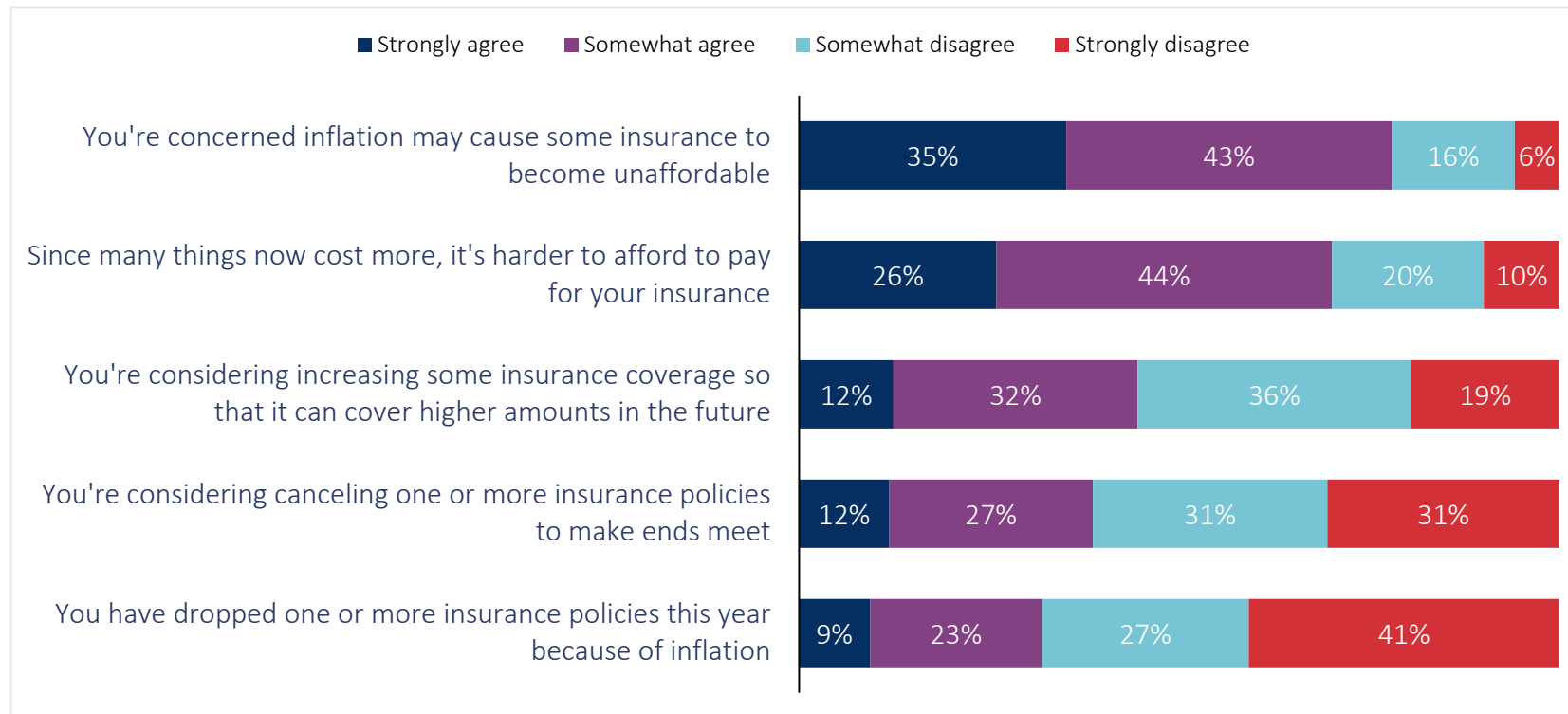
51%

40%

Those who are 21–24 are more likely than those who are 35–42 to agree that they have an increased appreciation for automobile insurance (56% vs. 44%).

Nearly four in five agree they are concerned that inflation may cause some insurance to become unaffordable. However, only a third have dropped insurance due to inflation.

STANCE ON STATEMENTS REGARDING INFLATION



Strongly/
Somewhat agree

78%

70%

44%

39%

32%

People who are more likely to agree that they are concerned inflation will make insurance unaffordable include:

- Those who are 35–42 (82% vs. 75% of those 24–34).
- Those with household incomes of \$50K–\$99K (81% vs. 71% with \$100k+).
- Those who live in rural areas (87% vs. 76%).
- Those with less than a college education (82% vs. 75%).

Profile of Respondents



Mortality and
Longevity

Demographics

Gender	
Female	47%
Male	52%
Transgender	<0.5%
I use a different term	<0.5%
Health	
Excellent	15%
Very good	39%
Good	37%
Fair	8%
Poor	1%
Race	
White	72%
Black or African American	15%
Asian	8%
Multi-racial	2%
Alaskan Native or Native American	2%
Native Hawaiian or Other Pacific Islander	<0.5%
Other	4%
Prefer not to answer	1%
Hispanic, Latino, Latinx, or Spanish Origin	
Yes	19%
No	81%
Prefer not to answer	<0.5%

Financial Advisor	
Yes, one	25%
Yes, more than one	10%
No	58%
Not sure	6%
Children	
Yes, have children/stepchildren who are under 18	51%
Yes, have children/stepchildren 18 or older	3%
No children/stepchildren	47%
Prefer not to answer	<0.5%
Age	
21-25	15%
26-29	14%
30-35	36%
36-39	23%
40-42	12%
Education	
Some high school or less	1%
High school graduate	16%
Some college/trade or technical school	28%
College graduate (4-year degree)	39%
Graduate or professional degree	16%

Demographics

Personal Income	
\$25,000 to \$49,999	42%
\$50,000 to \$74,999	25%
\$75,000 to \$99,999	16%
\$100,000 to \$149,999	12%
\$150,000 to \$199,999	4%
\$200,000 to \$249,999	1%
\$250,000 or more	1%
Region	
Northeast	22%
South	38%
Midwest	24%
West	16%
Marital Status	
Single, never married	39%
Married	38%
Not married, but living with a partner	18%
Divorced or separated	4%
Widowed	1%

Household Income	
\$25,000 to 49,999	36%
\$50,000 to \$74,999	24%
\$75,000 to \$99,999	17%
\$100,000 to \$149,999	14%
\$150,000 to \$199,999	5%
\$200,000 to \$249,999	2%
\$250,000 or more	1%
Don't know/Prefer not to answer	1%
Area	
Urban	33%
Suburban	49%
Rural	18%
Decision Maker	
You make most of the decisions with little or no input from another household member	67%
You take the lead and discuss decisions with another household member	18%
Decisions are made in partnership	16%

Demographics

Employment	
Full time, year-round	96%
Full time for part of the year	2%
Part time, either year-round or for part of the year	1%
Self-employed and have hired staff	<0.5%
Self-employed and do not employ anyone else	1%
Spouse/Partner Employment	
	Married/Partner n=544
Full time, year-round	71%
Full time for part of the year	5%
Part time, either year-round or for part of the year	5%
Self-employed and have hired staff	1%
Self-employed and do not employ anyone else	2%
Not employed for pay	16%
Debt	
Credit card debt	48%
Automobile loan/lease payments	34%
Mortgage	31%
Student loans	29%
Medical loans	11%
Other	2%
None of the above	24%

Have Motorized Vehicle	
Yes	90%
No	10%
Own or Rent Residence	
Own, with a mortgage	35%
Own, without a mortgage	15%
Rent	47%
Other form of living arrangement	4%
Tobacco and Cannabis Use	
Tobacco	33%
Cannabis	27%

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