

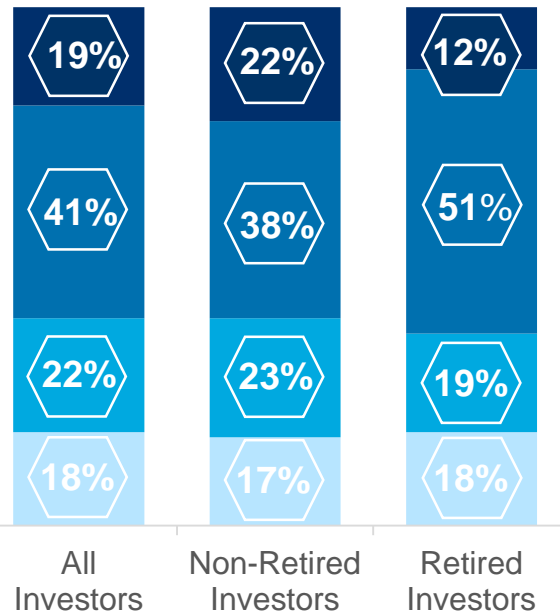
Coronavirus (COVID-19)

Consumer Investment Concerns

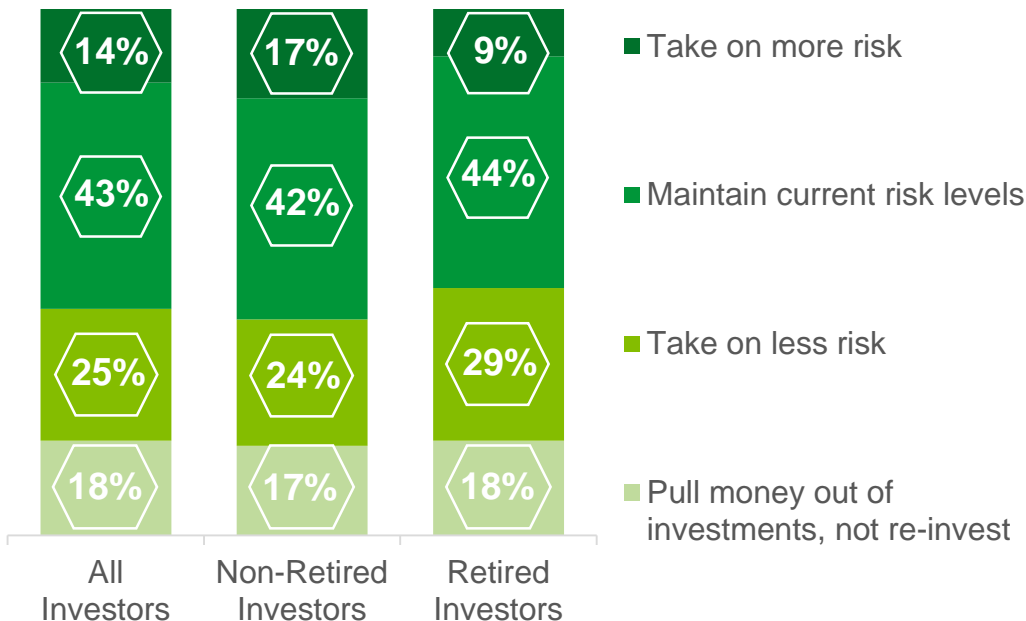
Drawing on LIMRA's Consumer Sentiment Survey to understand the impact of a potential coronavirus-related recession on Americans' investment decisions

What Will Investors Do If a Recession Occurs in 2020?

Nearly 3 in 4 (73 percent) investors think a recession will happen this year. Most investors would maintain their current investment levels if a recession occurred, and this is especially true for retired investors. Investors who are more likely to pull their money out of investments, such as those not working for pay (or retired) and those with under \$100,000 in assets, should be cautioned against locking in losses.



- Invest more money
- Maintain current investment levels
- Invest less money
- Pull money out of investments, not re-invest



Few investors anticipate taking on additional risk if a recession were to occur this year. If anything, retirees more often anticipate taking on less risk. A plurality of investors are not making any changes, which may minimize the impact of the volatile market conditions – but many could benefit from professional guidance to re-assess their risk exposure.

Which investors are most likely to:

Invest More Money

29%
Millennials/
Adult Gen Z

All
Investors
19%

24%
Men

Take on More Risk

23%
Millennials/
Adult Gen Z

All
Investors
14%

20%
Men

Pull Money Out

All
Investors
18%

21%
<\$100K
Assets

26%
Not working
for pay (not
retired)

About the Research

First initiated in early 2008 to gauge consumer opinion of the economy and the financial services industry, LIMRA's Consumer Sentiment Survey continues to monitor Americans' confidence levels and perspectives on the economy.

Survey dates: March 25 and 26, 2020.

Responses: 1,780 (aged 18 or older with investments, weighted to the U.S. general population).

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