

Primerica's 2021 Canadian Financial Security Monitor

Primerica's new study of middle-income Canadian families finds mixed feelings about their current financial situation. The Monitor examines the financial preparedness, habits and concerns of Canadians. It's a detailed snapshot of financial health for those with annual household incomes of \$30,000-\$100,000.

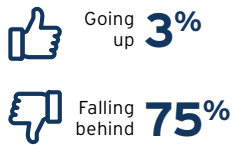


Key Findings From the Canadian Financial Security Monitor

1 Income is falling behind the cost of living for many Canadians.

75% of middle-income families report their income is falling behind the cost of living, and only 13% feel they will be better off financially in the next year.

Compared to the cost of living, middle-income families believe their income is:



In the next year, families anticipate they will be financially:



"Staying about even" and "not sure" responses not shown.

"About the same" and "not sure" responses not shown.

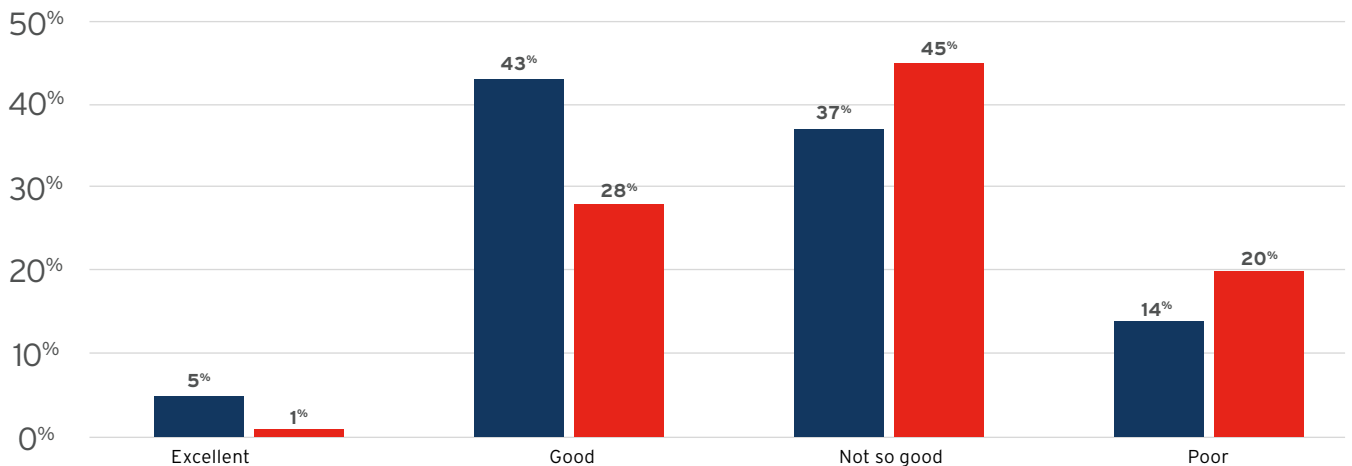
2 Middle-income Canadians feel more positively about their personal finances than the financial condition of their community.

48% rate their personal finances positively, but just 30% rate the economic health of their community positively.

How would you rate...

■ Your personal finances?

■ The economic health of your community?



Doesn't equal 100 because "not sure" responses not shown.

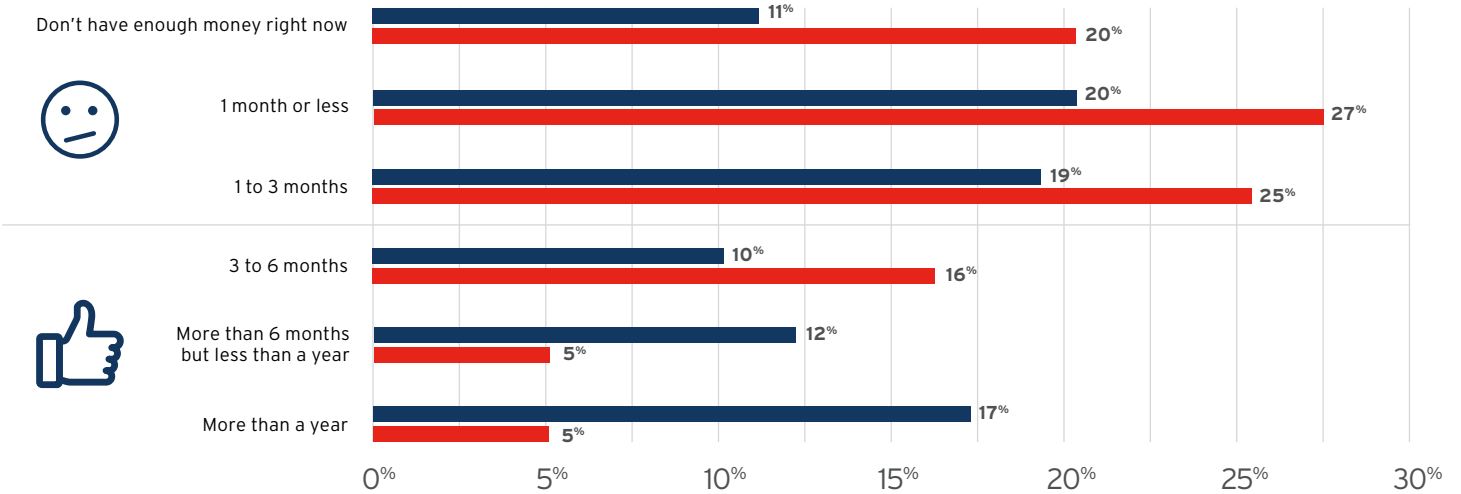
1 All percentages rounded to nearest whole number.

3 Families with children under 18 are living on a financial cliff.

42% of families couldn't afford an emergency payment of \$1,000 or more. A similar number (36%) only had a month or less in financial reserves and would immediately struggle if a primary breadwinner lost their job or passed away.

How long families can meet their basic needs if the primary breadwinner lost their job or passed away?

■ Families without children under 18 ■ Families with children under 18

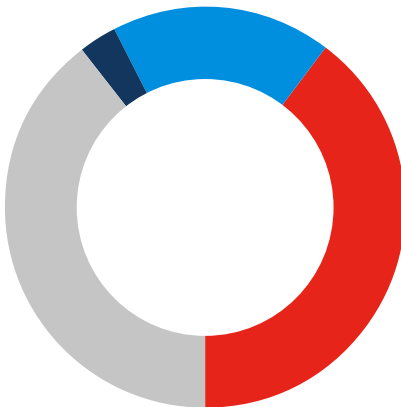
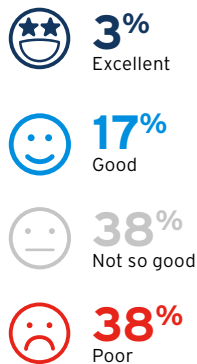


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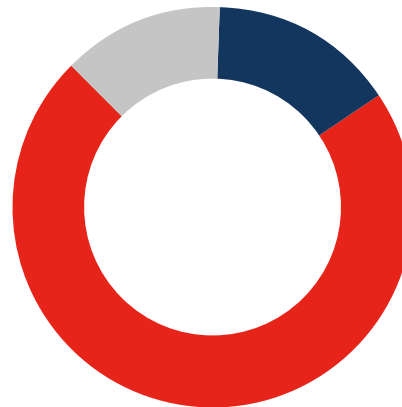
Retirement worries begin with the inability to save for the future.

Just 15% of middle-income families think they'll retire comfortably.

How would you rate your ability to **save for the future** more generally?



Do you think you are saving enough to be able to **retire comfortably**?



Doesn't equal 100 because "not sure" responses not shown.

What's keeping working families up at night?



Top 3 responses given

Families are taking steps to save for the future and protect what they have – but they could do more.



69% have a **savings account**, 26% have a retirement account provided through work, 38% have a retirement account funded outside of work, 48% have a retirement account they fund themselves.



34% have a **life insurance policy** through work, 33% have a policy purchased outside of work.

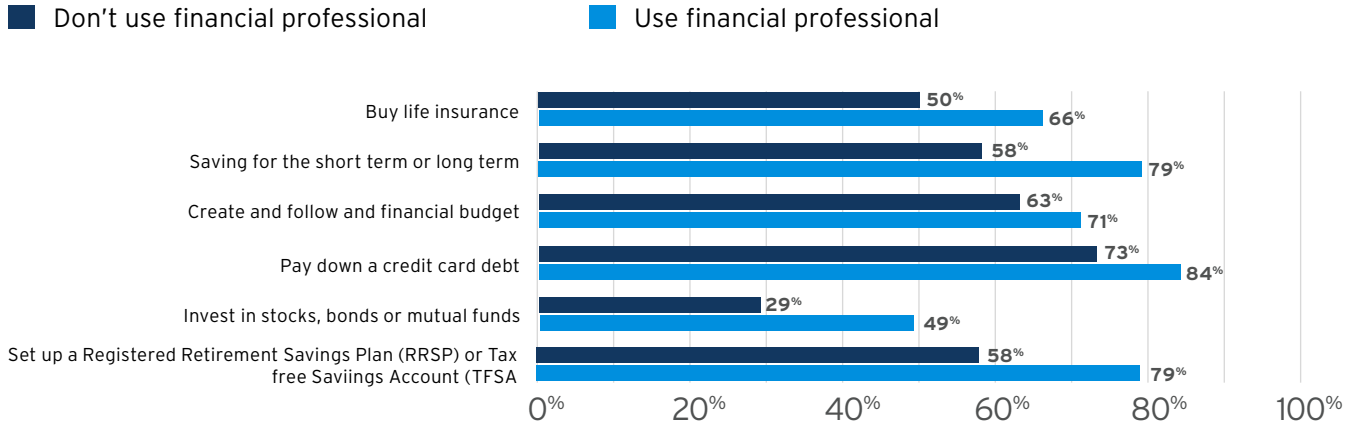
Multiple sections accepted.



5 Those who met with a financial professional were more confident in handling their money.

Families were most confident in their knowledge of important financial fundamentals like building good credit, paying down debt and budgeting.

How confident are you that you would know how to do each of the following?



6 The coronavirus pandemic has affected family finances in dramatically different ways.

Having to support family or friends financially may have caused some people to increase spending.



23%
Decreased spending



26%
Increased spending



21%
Financially supporting family or friends



26%
Increased personal debt (like credit card debt)

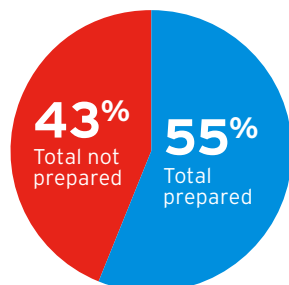


29%
Spent money meant for savings and retirement

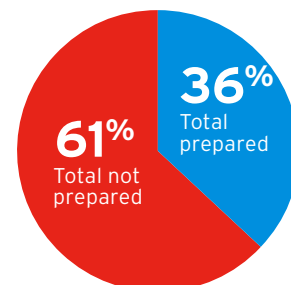
Multiple selections accepted.

Those who met with a financial pro felt more prepared for the pandemic than those who had not.

Use financial professional



Don't use financial professional





About Primerica's Middle-Income Financial Security Monitor

This quarterly national survey gauges the financial health of those with annual household incomes of \$30,000-\$100,000. Change Research conducted online polling from September 25-28, 2020. Using Dynamic Online Sampling, Change Research polled 837 adults. Post-stratification weights were made on gender, age, race, education and Census region to reflect the population of these adults based on the five-year averages in the 2018 American Community Survey published by the U.S. Census. The margin of error is 4.5%.

About Primerica, Inc.

Primerica is a leading provider of financial services to middle-income households in the United States and Canada. Licensed financial representatives educate Primerica clients about how to prepare for a more secure financial future by assessing their needs and providing appropriate products like term life insurance, mutual funds, annuities, and other financial products. Primerica insured over 5.5 million people and had over 2.6 million client investment accounts as of December 31, 2020. Primerica was the #2 issuer of Term Life insurance coverage in North America in 2019 through its insurance company subsidiaries. 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."

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