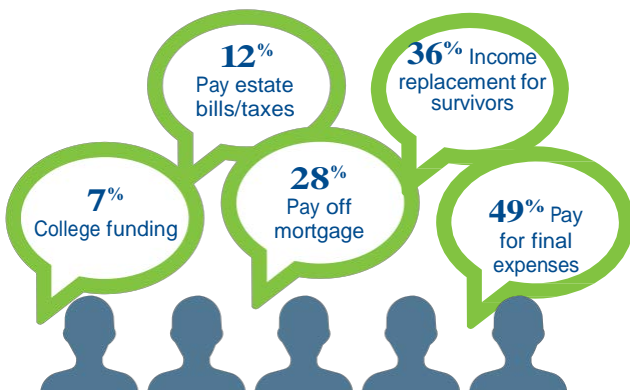


Why buy life insurance?

MANY AMERICANS don't have life insurance coverage. But without it, they put their loved ones' finances at risk. Life insurance is important protection for people of all income levels and stages of life.

What's life insurance good for?

People surveyed say they choose life insurance for many reasons:¹



of Americans are concerned with leaving dependents in a difficult financial situation should they pass away prematurely.²

A shaky future for many families

If a primary wage earner died...

50% of Americans believe they would feel the financial impact within the first six months.³



46% of Americans die with less than \$10,000 in financial assets, or none at all.⁴

NEEDED PROTECTION — MORE AFFORDABLE THAN MANY THINK



one in four

Americans say they need more life insurance, but only one in 10 are likely to purchase a policy within the next year.⁵



80% of consumers overestimate the cost of life insurance.⁶

1,2,3,5,6 LIMRA, 2014 Insurance Barometer Study (2014).

4 James Poterba, Steven Venti, and David Wise, Were They Prepared for Retirement? Financial Status at Advanced Ages in the HRS and Ahead Cohorts (National Bureau of Economic Research, 2012).

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