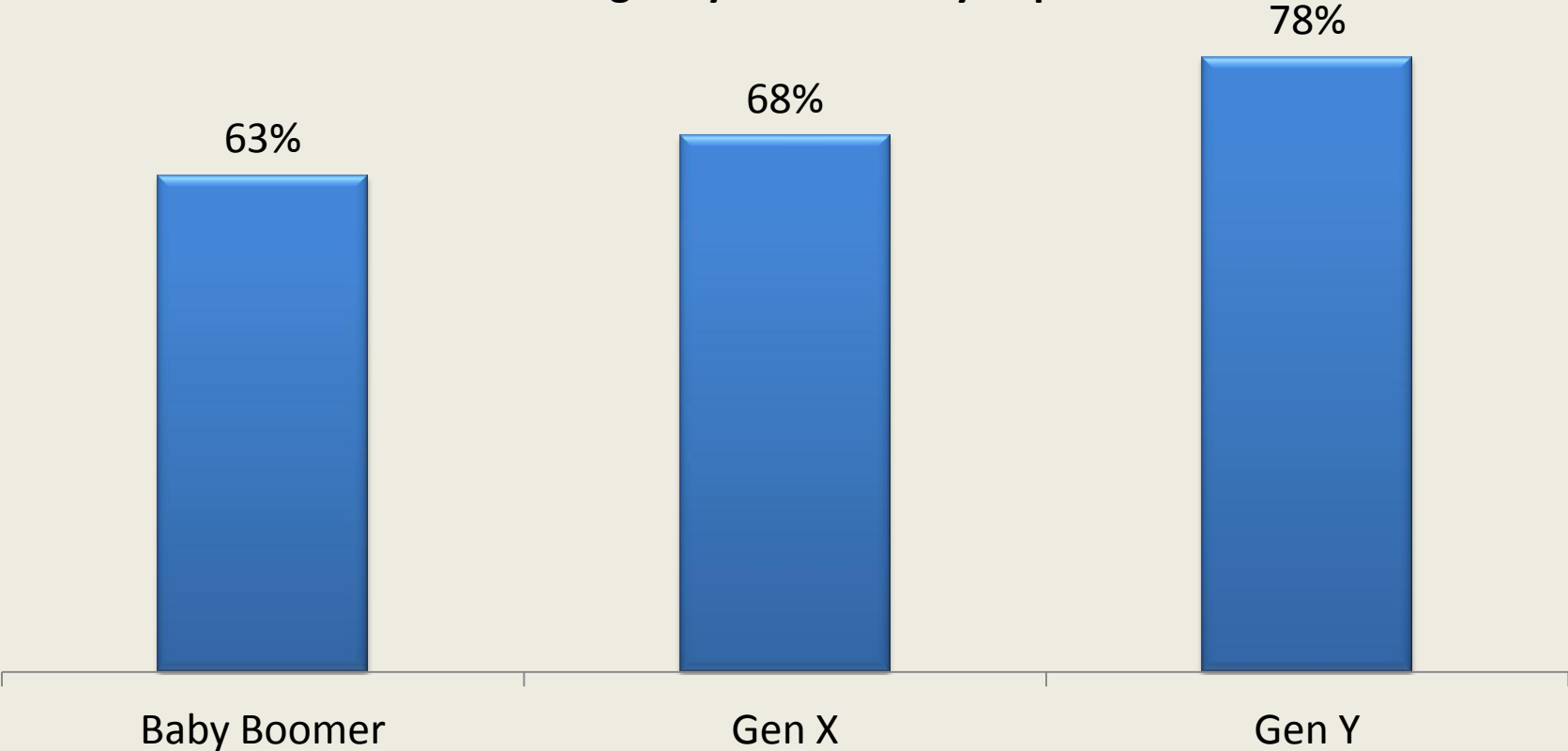


# Majority of Americans Feel Integrated Services Across All Channels Is Important

Percent Rating Very or Extremely Important



Source: *Pinpointing Preferences 2014*, LIMRA

