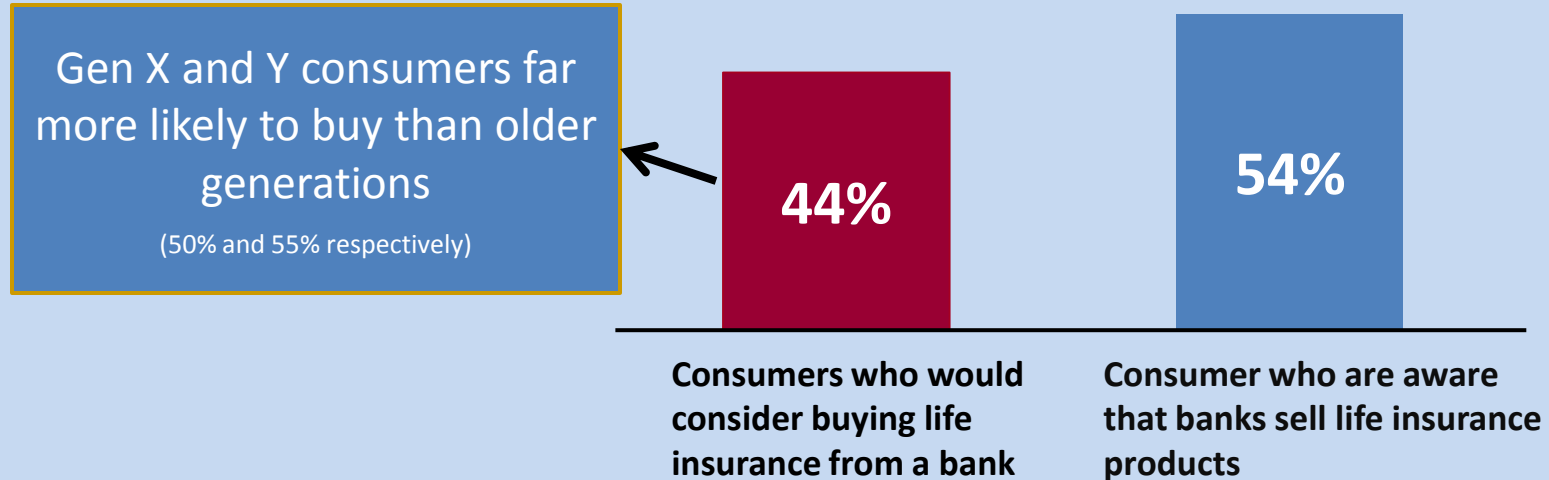


# Awareness of Life Insurance in Banks



Seven in ten consumers who said they would consider buying life insurance from a bank were interested in simple products.

## 30 million

Gen X and Y consumers who say they need more life insurance

