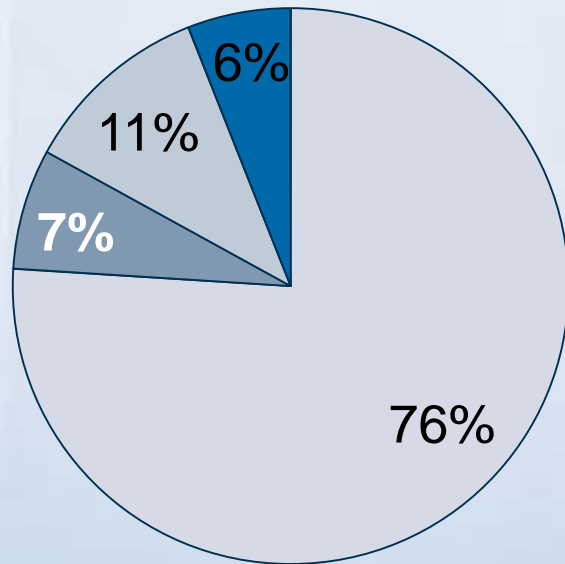


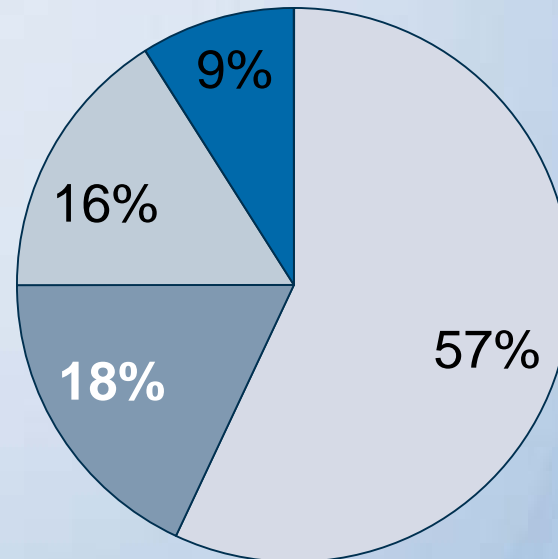
7 in 10 Canadians Prefer to Purchase Life Insurance Face-to-Face

Future Preference For Buying Life Insurance

Canada



U.S.



- Face-to-face
- Worksite
- Internet
- Direct by mail or phone

Source: 2013 Canadian and 2010 U.S. Life Ownership Studies