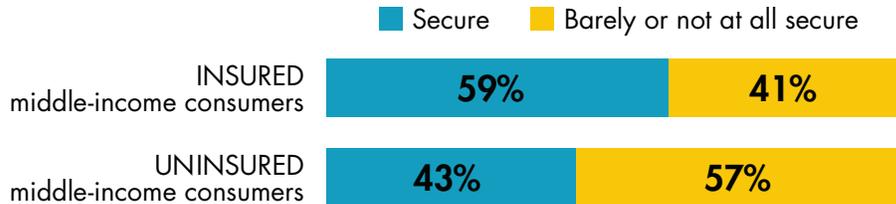


# Life Insurance Is the Foundation of Financial Security for Middle-Income Americans



#HelpProtectOurFamilies

## MIDDLE-INCOME CONSUMERS WITH LIFE INSURANCE ARE MORE LIKELY TO FEEL FINANCIALLY SECURE



## LIFE INSURANCE SUPPORTS THE FAMILY WHEN TRAGEDY STRIKES:



### 49%

of middle-income consumers say they would **use the proceeds** from a life insurance policy should a **wage-earner die** prematurely.

## LIFE INSURANCE ALSO OFFERS LIVING BENEFITS:



### 65%

of insured middle-income consumers **own permanent life insurance**. There are many ways middle-income consumers plan to use the cash value account:



**33 percent** say they plan to use it to pay for **emergencies**



**30 percent** say they would use it to help with **retirement savings**



**15 percent** would use it to fund a dependent's **education**

Life insurance provides middle-income Americans not only peace of mind knowing their loved ones are protected, but also the resources to support their future financial security.