



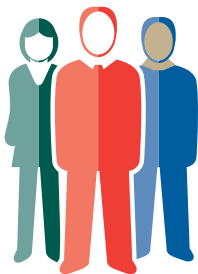
# Life Insurance in Canadian Households

There are significant market opportunities for life insurers in Canada.

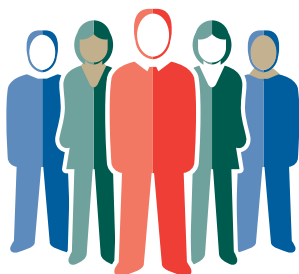
They include the millions of households that say they should have more coverage. Unfortunately, most households do not have a personal life insurance agent to turn to for advice.



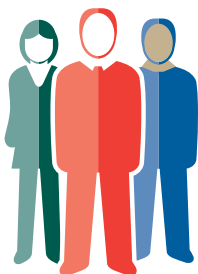
## Do Canadian households have enough life insurance coverage?



**1 in 3** say they should have more coverage





**1 in 5** say their family would immediately experience financial adversity if a primary wage earner died



**1 in 3** say they are likely to buy life insurance in the next 12 months

## How do they want to buy life insurance?

- 72%**  Through an agent
- 14%**  Online
- 8%**  At work
- 5%**  Direct by phone
- 1%**  Direct by mail

How many have a personal life insurance agent?

**35%**

