Life Insurance Offers Sense of Security

Too Many Families Live With Financial Insecurity

How long would it be before your household would feel the financial impact if the primary wage earner were to pass away?

- 25% of U.S. households would feel financial hardship within 1 month.
- 19% within 6 months.
- 11% within 1 year.
- 22% within 2+ years.
- 14% would not feel the financial impact.

Life Insurance Owners Feel More Secure

Percent of households that say they would be financially secure if the primary wage earner were to unexpectedly pass away:

- 78% of those who own both worksite and individual life insurance feel secure.
- 68% of consumers who own life insurance feel secure.
- 32% of consumers who do not own life insurance feel secure.

Improving knowledge about life insurance could improve life ownership rates...

- 62% of consumers who feel very/extremely knowledgeable about life insurance have coverage.
- Just 17% of consumers who don’t feel knowledgeable about life insurance have coverage.

...resulting in more people feeling secure!