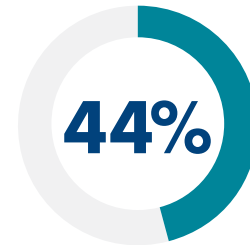
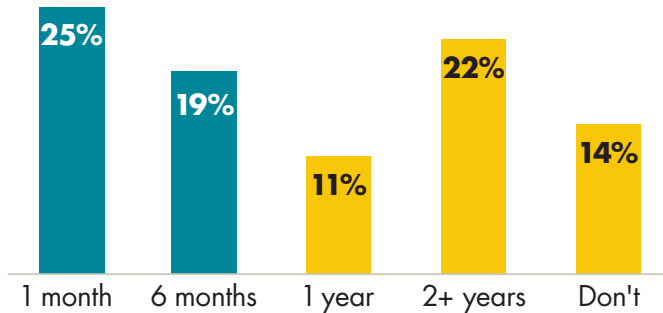


# Life Insurance Offers Sense of Security



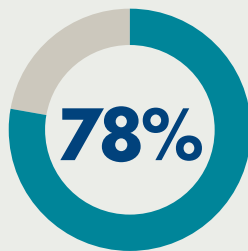
## Too Many Families Live With Financial Insecurity

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



of U.S. households would feel **financial hardship** within **six months.**

## Life Insurance Owners Feel More Secure



of those who **own both** worksite and individual life insurance **feel secure.**

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

■ Secure ■ Barely or not at all secure

Owns life insurance	Secure	Barely or not at all secure
Owns life insurance	68%	32%
Does not own life insurance	47%	53%

## 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!