



The Purchase Funnel

Tracking Consumers Through the Life Insurance Purchase Process

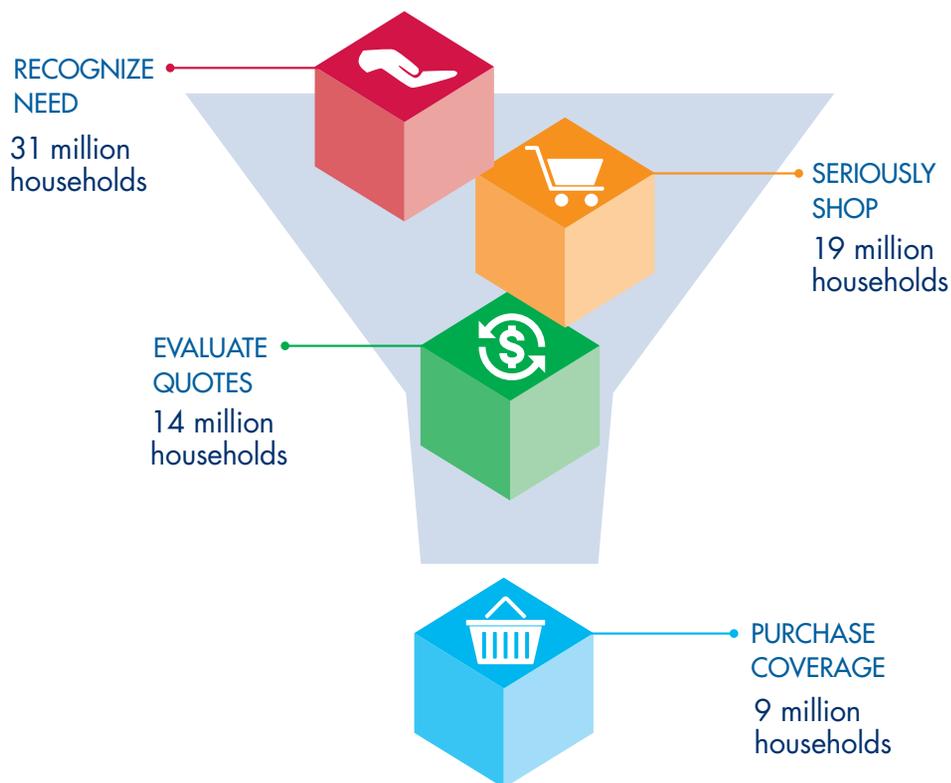
The Individual Life Insurance Purchase Funnel

25% of U.S. households “recognize the need” for life insurance over a 24-month period.

15% of households move on to “seriously shop” for coverage.

11% of households apply for life insurance quotes (over 500,000 households per month).

7% of households go on to buy life insurance coverage.



Source: Individual Life Insurance Consumer Survey

Stay tuned for more! Reports will be released in Q3 of 2017 and through 2018.
Learn more at www.limra.com/ownership
Sign up for a LIMRA online account today! www.limra.com/Request Access