FACTS About Life Insurance That Might Surprise You

Half of American adults — representing

129 million Americanssay they don't have life insurance.



2

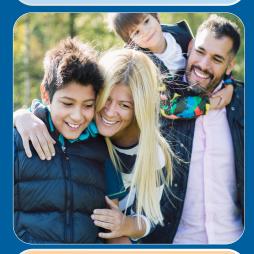
More than 4 in 10 families would face financial hardship within six months should the primary wage earner die, and a quarter would struggle financially within a month.

3

While 7 in 10 uninsured consumers say they don't have life insurance because it is too expensive,
75% overestimate the cost of life insurance.

4

Seven in 10 women believe having life insurance coverage is important, yet the majority of women are uninsured.



5

More than **4 in 10** of parents with financially dependent children don't have life insurance.



6

A majority of uninsured
Americans say they haven't
purchased coverage
because they don't know
what to buy or how
much they need.

7

Four in 10 insurance owners say they wish they purchased coverage at a younger age.

8

Seven in 10

Americans who own life insurance feel

financially secure, compared with just 47% of uninsured Americans.

9

One in 5 Millennials mistakenly believe they wouldn't qualify for life insurance (although most would).



10

Forty-one percent of Americans — **106 million adults** — say they need (or need more) life insurance.

