

Do you need life insurance?



With life insurance, you can protect the people and things you love.



Your Home



Children



Education



Retirement

Most people think it's important, but not everyone has it...

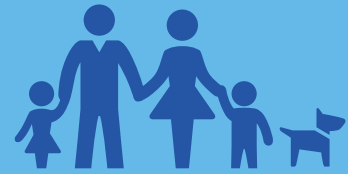
ONE in **FOUR** consumers



has **NO** life insurance at all¹

and

THREE
out of
TEN



households are **UNINSURED**³

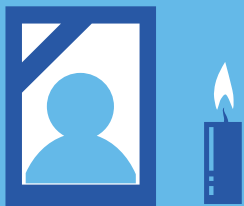
So why don't more consumers own life insurance?



But said they were **NOT** financially prepared for the death of a loved one.

Half would need to make drastic or significant financial changes if a death occurred.⁴

Securing the future with life insurance makes sense. How consumers who own life insurance plan to use it...



85% own it to help cover burial and final expense costs.⁵

- Funeral expenses



67% own it to help replace lost wages or income of a wage earner.⁶

- Mortgage, cars, or credit cards



63% want to transfer wealth or leave an inheritance.⁷

- College tuition, safeguard retirement