

STRENGTHEN YOUR FINANCIAL FUTURE

Why life insurance is important

Life insurance can help protect your family when they need it most and help take away the financial worry at an already difficult time – when you and your income are no longer there.

44% 

of households say they would face financial hardship in less than six months if their primary wage earner died.¹



Among Americans with financial dependents, **2 in 5 say they are barely or not at all financially secure.**¹

More than half of Americans think life insurance costs 3x or more than it does.²



The actual cost is comparable to a cup of coffee per day.³

41%

41% of adults

are living with a life insurance coverage gap.¹

Enrolling is easier than you may think

Coverage may be included without answering any health questions. And if you do need to answer questions regarding your health, there are just a few simple ones.

How life insurance can help

- 1 Funeral expense
- 2 Replace income
- 3 Help pay mortgage
- 4 Fund education
- 5 Transfer wealth



Ready to enroll?

Contact your benefits department today to learn more about your group life insurance options and costs.

1. 2022 Insurance Barometer Study – LIMRA. https://www.limra.com/siteassets/research/research-abstracts/2022/2022-insurance-barometer/2022_insurance_barometer_study.pdf.

2. Facts from LIMRA. Life Insurance Awareness Month, September 2021. <https://www.limra.com/en/newsroom/liam/>.

3. Comparing Life Insurance Costs to a Daily Cup of Coffee, aipma.com, April 2021. <https://aipma.com/media/aipma-blogs-articles/comparing-life-insurance-costs-to-a-daily-cup-of-coffee/>.