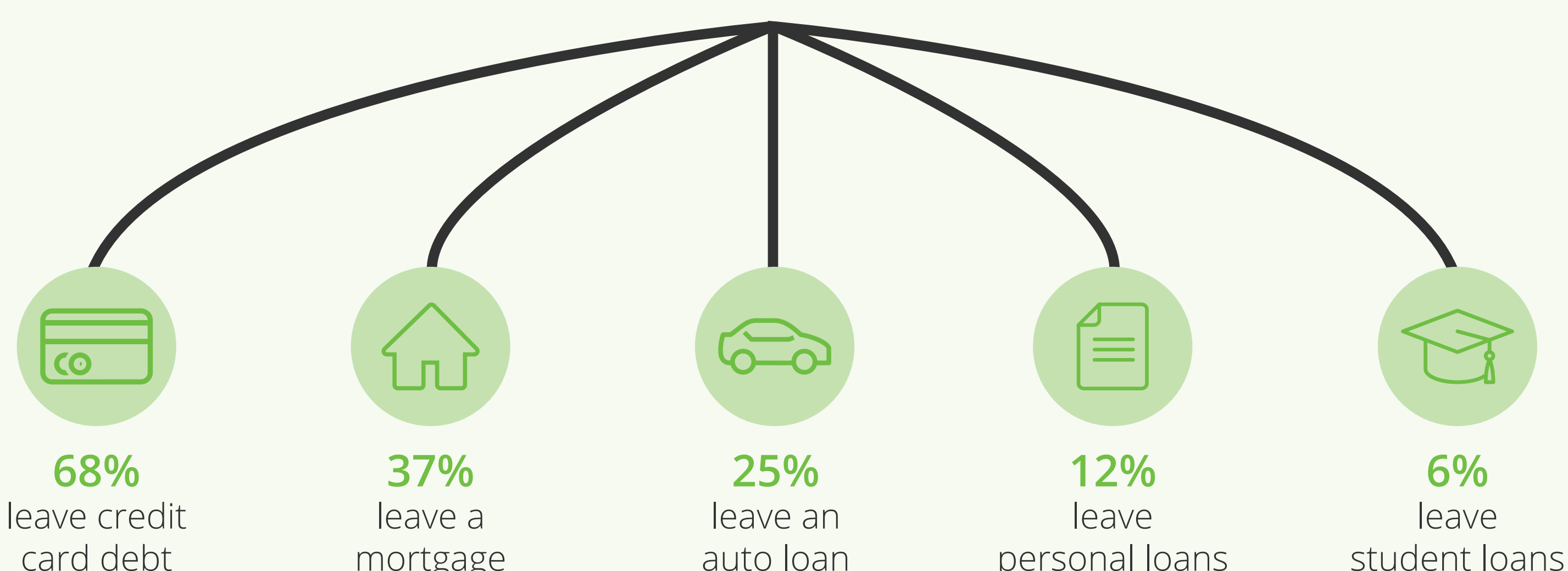


THE IMPORTANCE OF — Life Insurance —



73%

of Americans have outstanding debt when they die



\$61,554

average amount of debt Americans left in 2016¹



Did you know?

Some federal student loans are eligible for cancellation if the borrower dies. Very few private loans will allow this.

Less than **3 in 5** Americans have any type of life insurance coverage²



Of the 59% that do, 1/3 **only** have basic group coverage.³

33%

of Millennials have life insurance

48%

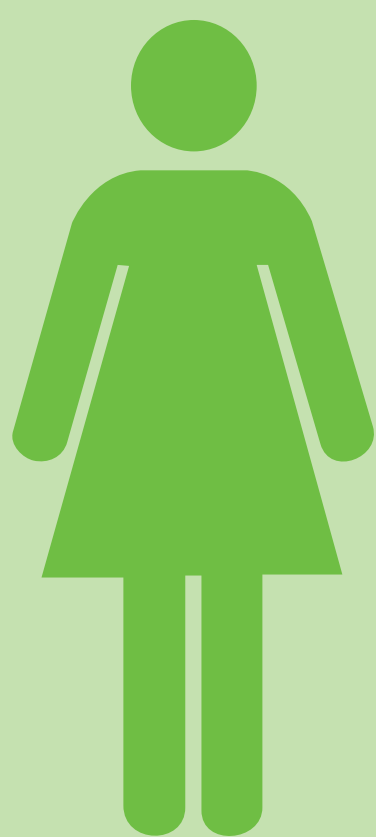
of Gen Z have life insurance

50%

of Boomers have life insurance

49%

of Silents have life insurance⁴



56% have life insurance

34% have a group life policy⁵

\$129,800

average amount of individual life insurance⁶



62% have life insurance

39% have a group life policy⁵

\$187,100

average amount of individual life insurance⁶

84%

84% of Americans agree that most people need life insurance

70%

70% of Americans said they needed life insurance⁷

51%

51% of Americans prefer to meet with someone before purchasing life insurance⁸