

## 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.<sup>1</sup>



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

**More than half of Americans** think life insurance costs 3x or more than it does.<sup>2</sup>



**The actual cost is comparable to a cup of coffee per day.**<sup>3</sup>

**41%**

**41% of adults**

are living with a life insurance coverage gap.<sup>1</sup>

### 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](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/>.