

10 FACTS About Life Insurance That Might Surprise You

1

Half of American adults — **representing 129 million Americans** — say 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.