

The Reality of Life



How would your loved ones create new memories?

People are sentimental when it comes to their loved ones. They want them to treasure all the memories they've created and the valuables they've collected.



But

Less than
1/2

said they would leave money, in the form of a life insurance death benefit.

That's a stark reality given that...

MORE THAN 40%

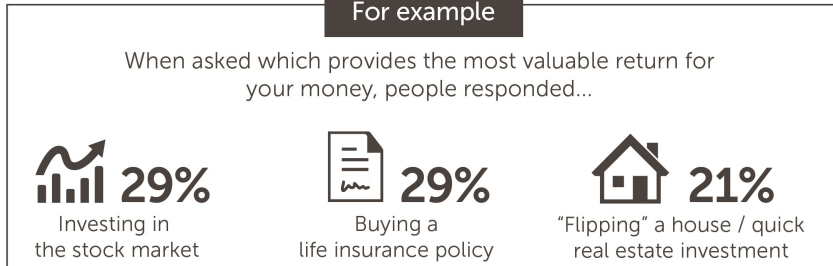
say they would feel the financial impact of that death in just a matter of months¹



PLUS, everyone "gets" that we are all going to die—there's 100% certainty.

But that doesn't stop people from betting against the odds with things that do not have certain returns.

For example



And while everyone understands that you need to protect your things, isn't it also worth protecting your loved ones against the 100% certainty of death?

So...which **TYPES** of insurance do people **THINK** they need to have?



This research was conducted by KRC Research from Sept. 7-9, 2015 via an online survey of 1,022 adults in the United States.

(1) 2015 Insurance Barometer Study, Life Happens and LIMRA

