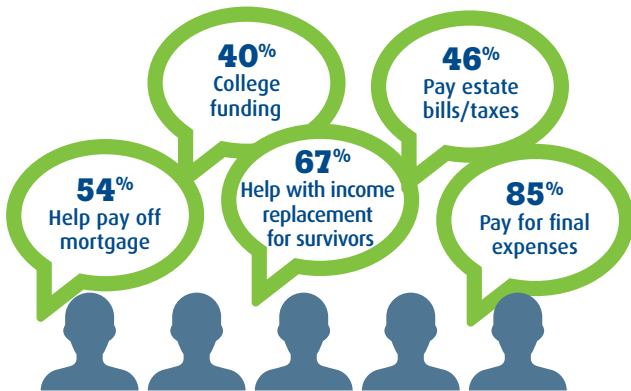


# Why buy life insurance?

**MANY AMERICANS** don't have life insurance coverage. But without it, they put their loved ones' finances at risk. Life insurance is important protection for people of all income levels and stages of life.

## What's life insurance good for?

Top five major reasons people give for owning life insurance:<sup>1</sup>



of Americans are concerned with **leaving dependents in a difficult financial situation** should they pass away prematurely.<sup>2</sup>

## A shaky future for many families

If a primary wage earner died...

**55%** of Americans would **feel the financial impact** within the **first six months**.<sup>3</sup>



Yet more than **40%** of Americans have **no life insurance at all**.<sup>4</sup>

## NEEDED PROTECTION — MORE THAN MANY THINK



**Two in three** people who don't purchase life insurance believe it's too expensive.<sup>5</sup>



However, **70%** of consumers **overestimate the cost of life insurance**.<sup>6</sup>



For information on purchasing life insurance through your workplace, contact your HR administrator or Unum representative.

1, 2, 3, 4, 5, 6 LIMRA, 2017 Insurance Barometer Study (2017).  
Insurance products are underwritten by the subsidiaries of Unum Group.