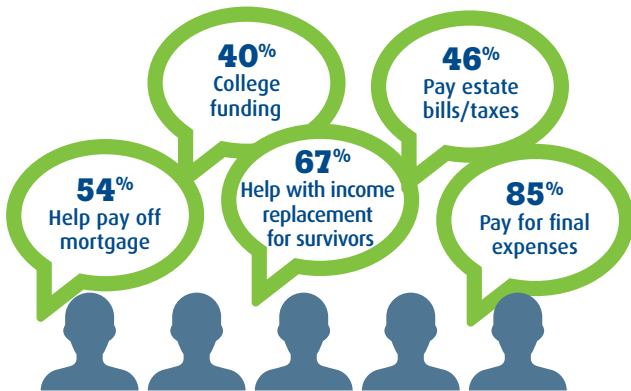


Why buy life insurance?

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:¹



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

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**.³



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

NEEDED PROTECTION — MORE THAN MANY THINK



Two in three people who don't purchase life insurance believe it's too expensive.⁵



However, **70%** of consumers **overestimate the cost of life insurance**.⁶



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.