



## How Do You Compare to Other Americans?

Facts From LIMRA International for  
Life Insurance Awareness Month, September 2005



# Facts About Life 2005

1. **Life insurance is important to me and my family.**  Yes  No  
**Fact:** Nearly three fourths of Americans agree that life insurance is the best way to protect against premature death of a primary wage earner.
  
2. **Everyone in my household is covered by life insurance.**  Yes  No  
**Fact:** Twenty-four million households have no life insurance protection at all. Almost one third of adults have no life insurance protection.
  
3. **I own life insurance but believe I need more for adequate protection.**  Yes  No  
**Fact:** Forty-four percent of all U.S. households (48 million) either don't own life insurance and believe they should, or own life insurance and believe they need more. Among those that already own some life insurance, 40 percent believe they don't have enough.
  
4. **My family would be adequately prepared if the primary wage earner died.**  Yes  No  
**Fact:** One fourth of primary wage earners feel they do not have a plan in place to provide a decent standard of living for their family if they died tomorrow. Twelve percent of families would immediately have trouble meeting everyday living expenses and another 15 percent would have difficulty keeping up after several months.
  
5. **I need the services of a well-trained financial professional to help me identify the right strategies for my family.**  Yes  No  
**Fact:** Americans would like to discuss life insurance with a financial professional. Consumers feel buying life insurance is an important and complex financial decision. Half of them find it difficult to decide how much to buy, and 43 percent worry about making the wrong decision.

If you would like a review or want to discuss increasing your coverage, please call:

All facts are from LIMRA International's *Life Insurance Ownership Study*.