



The facts of life

Many families struggle to make ends meet. As a result, some find it difficult to make life insurance a priority, despite the valuable financial protection it can provide.

Americans need more coverage

- Half of U.S. households (58 million) say they need more life insurance.¹
- Four in 10 households with children under 18 include mothers who are either sole or primary earners, yet their life insurance coverage is only 69% of men's average coverage.¹

Other financial priorities compete with life insurance

- More than half of consumers report "everyday expenses" (energy costs, food, clothing and transportation) limit their ability to save.¹
- 86% of Americans say they haven't bought life insurance because it's too expensive, yet they overestimate its true cost by more than two times.¹



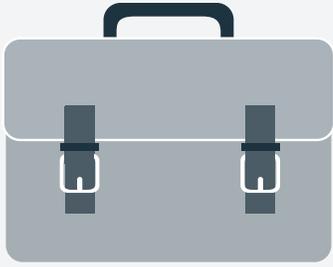
30%

of U.S. households have
no life insurance at all.¹



Roughly **three-quarters of Americans** are living paycheck to paycheck, with **little to no emergency savings.**²

About **two** in **10** households



say they prefer
to buy life insurance through
the workplace.¹

Protect your lifestyle

Help protect your family's future with life insurance from Colonial Life & Accident Insurance Company. You can tailor coverage to meet your specific needs as they change over time.

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The benefits of good hard work.®

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Top 3 reasons people give for owning life insurance

- Cover burial and final expenses
- Help replace wages/lost income of a wage earner
- Transfer wealth or leave an inheritance³

The need for education

- 69% of consumers don't know that life insurance benefits are tax-free.⁴
- 20% with life insurance coverage don't know if they have a permanent or term policy.⁴
- About half of consumers aren't aware that permanent life insurance accumulates a cash value they can borrow or that term life insurance is appropriate for temporary coverage.⁴

[**46%** of Americans die with less than \$10,000 in financial assets, or none at all.⁵]

Talk with your Colonial Life benefits counselor to learn more about how our life insurance can help protect what you've worked so hard to build.

Sources:

- 1 LIMRA International, *Facts about Life* (2013)
- 2 Bankrate.com 2013 study
- 3 LIMRA and LIFE Foundation, *2013 Insurance Barometer Study*
- 4 LIMRA, *What Do They Know Anyway? Consumer Understanding of Life Insurance* (2012)
- 5 James Poterba, Steven Venti and David Wise, *Were They Prepared for Retirement? Financial Status at Advanced Ages in the HRS and Ahead Cohorts*, National Bureau of Economic Research (2012)