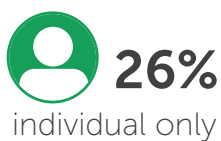


A Thawing in the Life Insurance Climate

The 2016 Insurance Barometer Study by Life Happens and LIMRA found that consumers are now **more willing to recommend life insurance** to others —an 11% increase over last year— which contributes to a more positive sales environment.

Who owns life insurance and what kind?

60% own life insurance



And they tell two friends, and so on ...

66%
say they are at least somewhat likely to recommend ownership of life insurance to others, up 11% from last year

77%
of Millennials were likely to recommend owning life insurance, as were three quarters of those who own any type of life insurance

Who's up for buying?

1 in 4
with life insurance
say they *don't* have enough

1 in 3
without coverage
says they *need* some

1 in 4
wished their spouse or partner had more

Plus:

17% said they were "very" or "extremely" likely to purchase life insurance in the next year, including **33% of Millennials** and **17% of Gen Xers**

What do they want their life insurance to do for them?

53%
cover burial and final expenses

35%
help replace lost wages/income

30%
help pay off the mortgage

28%
transfer wealth/leave an inheritance

Where are they going to find it?

1 in 5 are comfortable buying life insurance online.

The **most popular method**, however, is to research online then **buy from an agent or advisor**, including:

57%
Millennials

46%
Gen Xers

44%
Boomers (to age 64)

43%
Retirees

The major reasons they want to buy from an advisor or agent:

I can ask questions
77%

I get immediate feedback
74%

I'm more comfortable
72%

I prefer personal interaction
71%

I want someone local
68%