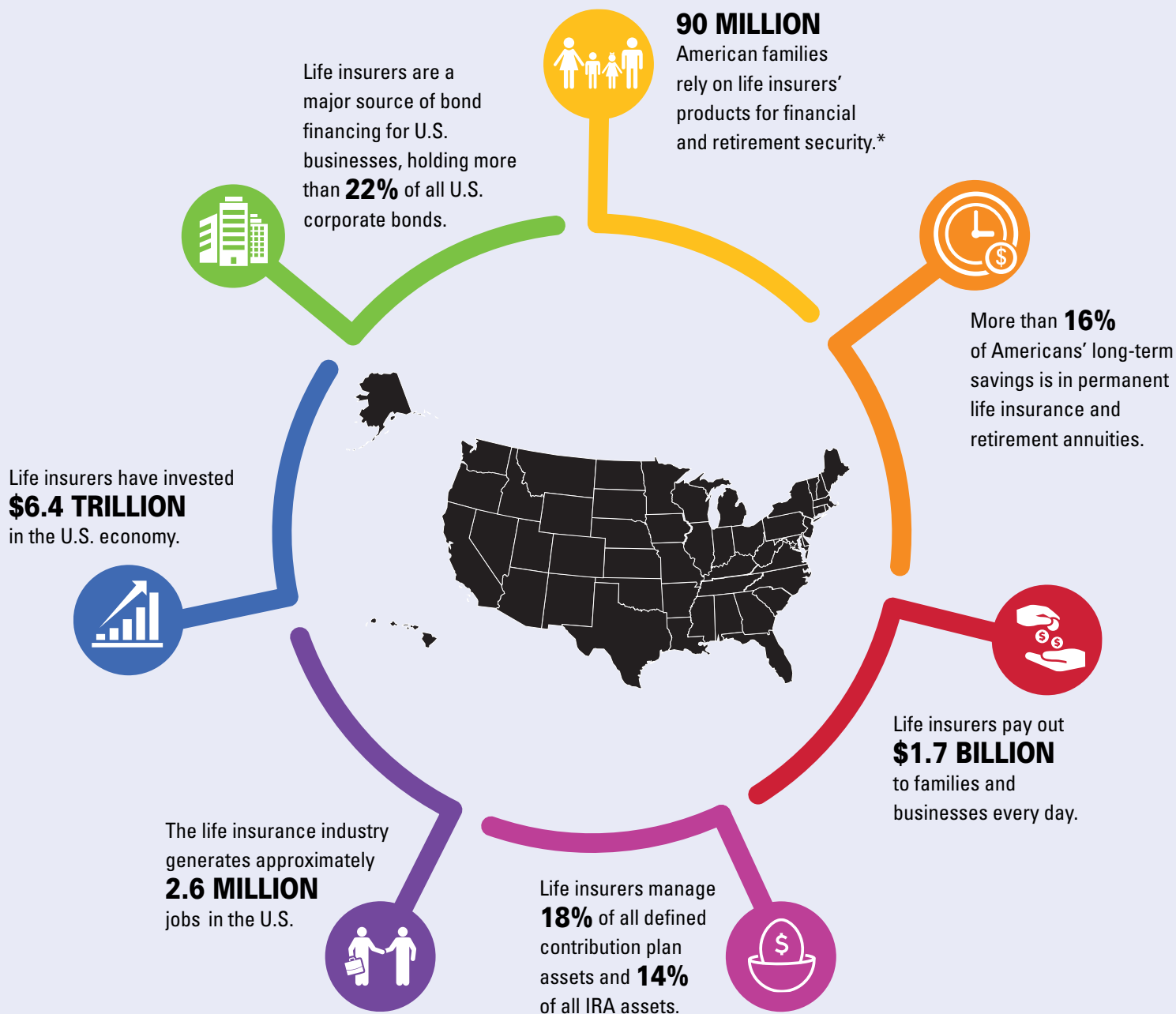


Life Insurers Across America



*75 million households rely on life insurance and/or non-qualified annuities; an additional 15 million households who don't own life insurance or non-qualified annuities rely on qualified annuities, disability income insurance, long-term care insurance, supplemental insurance, or a combination of these products.

Sources: ACLI calculations based on National Association of Insurance Commissioners (NAIC) 2016 annual statement data; U.S. Bureau of Economic Analysis, 2016 data; U.S. Census Bureau, 2016 data; U.S. Bureau of Labor Statistics, 2016 data; U.S. Treasury Department, 2016 data; and 2016-2017 MacroMonitor Survey data.