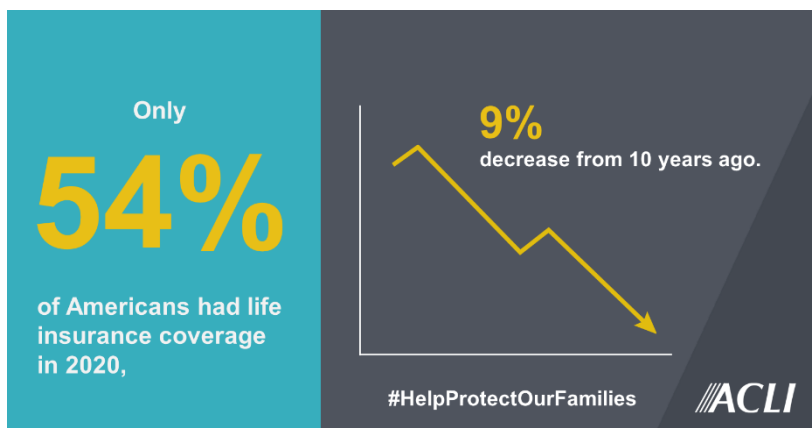


Closing the Coverage Gap

60 million Americans don't have the proper life insurance protection for their families. Without life insurance, the loss of a wage earner can affect housing, education, and retirement plans for families, widening the financial gaps that could take generations to overcome.

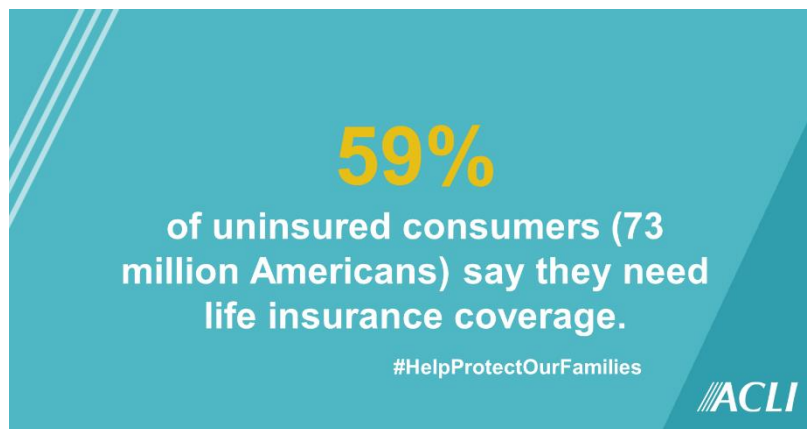


Life Insurance Coverage Today

Just 54 percent of Americans have life insurance coverage. And many who have life insurance don't have enough. In fact, forty-four percent of families say they would face financial hardship if the primary wage earner died within 6 months.

COVID-19 Has Prompted New Priorities

The COVID-19 pandemic has heightened people's anxieties around their financial security. At this pivotal moment, life insurance can provide the peace of mind and certainty people are so desperately in need of. In fact, **six in 10 Americans say they have a heightened awareness of the importance of life insurance due to COVID-19.**



Help Protect Our Families

The American Council of Life Insurers is banding together with LL Global and five other life insurance industry associations through the Help Protect Our Families initiative to assist more individuals, households, and businesses in securing the financial protection they need.

We're committed to identifying ways to close coverage gaps and expand financial certainty for American families. Learn more at: <https://www.limra.com/helpprotectourfamilies>