

# BUILDING FINANCIAL SECURITY IN WISCONSIN



## FINANCIAL SECURITY FOR EVERY STAGE OF LIFE

Life insurers pay out **\$5 billion** each year in life insurance and annuity benefits to Wisconsin families. That's **\$13.6 million every day**.

In Wisconsin, **2.8 million** individual life insurance policies were in force in 2023, averaging **\$149,000** in death benefit protection.

Here's how our products support employers and their workers and protect residents in Wisconsin:



- **Life insurance** safeguards families
- **Retirement savings and personal pensions** provides critical income in retirement
- **Long-term care and disability income insurance** provides income when work is no longer possible
- **Supplemental benefits** fills gaps and covers what health plans don't
- **Paid leave** provides income during time off to care for family

View more ways  
life insurers invest  
in Wisconsin



## ECONOMIC INVESTMENT INTO WISCONSIN

The life insurance industry provides good jobs and long-term investment capital that spurs economic growth. In Wisconsin, the life insurance industry:



- Generates **70,700** jobs
- Invests **\$111 billion** in Wisconsin's economy, including in commercial, residential and agricultural mortgages, stocks, bonds and more

## COMPANIES IN WISCONSIN

Wisconsin's life insurers protect families, businesses and communities:



- **413** licensed to do business in Wisconsin
- **18** domiciled in Wisconsin

## IMPACT ACROSS AMERICA

Life insurers deliver protection and certainty to middle-income Americans. In fact, the median household income among annuity owners is \$76,000. The life insurance industry:

- Protects **90 million** American families
- Generates **2.8 million** jobs
- Invests **\$8 trillion** in the U.S. economy