

Life Insurance - US - December 2016

Report Price: £3239.54 | \$3995.00 | €3796.74

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"The majority of American consumers currently have life insurance, but are still looking for ways to customize their current plans."

- Jennifer White Boehm, Associate Director - Financial Service

This report looks at the following areas:

- Expense continues to be obstacle to buying life insurance
- Information security still a concern for consumers
- Few features attract uninsured to buy life insurance

Those who do not have life insurance would be hard-pressed to find a reason to apply for and purchase a policy. Marketers who can inspire consumers to focus more on the life portion of life insurance may be able to garner more excitement for a purchase that many only think about when the premiums come due.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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