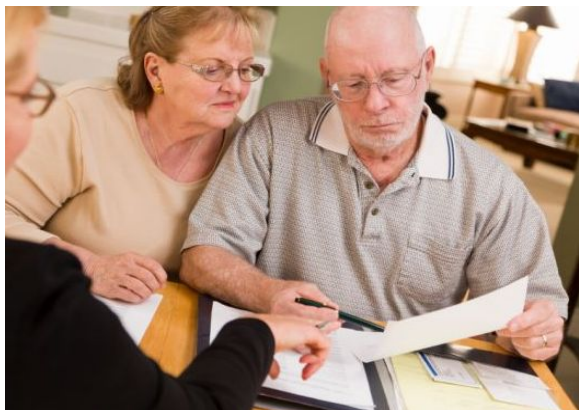


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“Life insurance is not a product people like to buy and ownership rates continue to fall. Continued low interest rates aren’t helping, and neither is the fact that many people feel it is better to save money than it is to pay insurance premiums. Changing demographics offer both challenge and opportunity as companies struggle to find a way to bolster sales.”

– Robyn Kaiserman, Financial Services Analyst

### This report looks at the following areas:

- Life insurance is increasingly important for women
- The changing definition of "family" offers other emerging markets
- How can life insurance companies attract Millennials?

The life insurance industry is a challenged one, with fewer people purchasing policies and those who do purchase policies purchasing less coverage. All is not bleak, however, as certain segments of the population that are growing the fastest – including female breadwinners, single people, and Hispanics – are among those who need life insurance the most and among those who have the least. The challenge for the industry is to get these people to understand all the benefits of life insurance and how it can help them throughout different lifestages and not just protect their families in the event of their death.

Trust in insurance companies remains a slight issue. Educating people on the value of life insurance, working with them to find the right product for them, and making it easier to purchase it will go a long way toward rebuilding trust and help life insurance companies overcome the reluctance of people to purchase a product they readily admit that they need.

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