

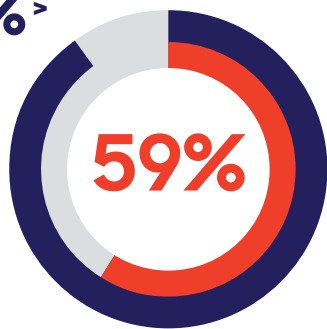
LIFE INSURANCE

# MYTH vs FACT



## THE LIFE INSURANCE DISCONNECT

90%<sup>1</sup>



While 90% of people agree that the primary bread winner should own life insurance, only 59% of consumers currently have a life insurance policy, and 1 in 5 don't think they have enough.<sup>1</sup>

The number of people who see the need for life insurance doesn't match up with the number of people actually purchasing protection. Misconceptions about life insurance may be a part of this disconnect.

### MYTH

"I don't need life insurance if I'm young or single."



### FACT

Even if you don't have people that depend on you, debts and expenses can still take a toll on your loved ones.



70% of graduates emerge from college with student loan debt.<sup>2</sup> On average, students' loan debt is **\$37,172** which is \$20,000 than just 13 years ago.<sup>3</sup>



The average credit card debt **per consumer** is **\$6,188**.<sup>4</sup>



As of 2017 the average cost of a funeral ranged from **\$6,260- \$7,360** not including the cost for the cemetery, obituary, or the headstone.<sup>5</sup>

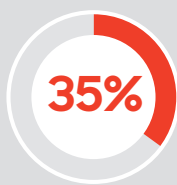
### MYTH

"I'm healthy and just starting my family, I'll be okay without life insurance."



### FACT

Though you may be young and healthy, there are still risks to your family's future should the unexpected happen.



Within 1 month of a primary wage earner passing away, over **35% of all households** would suffer financially.<sup>6</sup>



Of families without life insurance, **62% would immediately be in a financial crisis** if a primary wage earner died.<sup>7</sup>

### MYTH

"Life insurance is too expensive, I can't afford it."



### FACT

Many consumers think life insurance is more expensive than it actually is.



Consumers, especially younger generations, generally over-estimate the cost of life insurance. 44 percent of Millennials estimate the cost of life insurance to be over 5X the actual amount.<sup>8</sup>



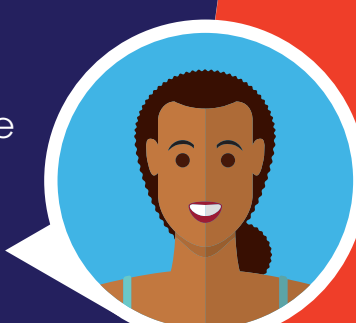
The average American spends \$1,100/year on coffee = **about \$20/week**<sup>9</sup>



Weekly premium for a \$62,874 Trustmark Universal LifeEvents<sup>®</sup> policy = **\$8.\***

### MYTH

"I already have life insurance through my employer, so I'm set."



### FACT

Life insurance through your employer is great, but it isn't always enough.

Millennials	78%
Gen Xers	48%
Baby Boomers	37%

Millennials are short **78%** on their life insurance coverage, compared to Gen Xers who are **48%** short followed by Baby Boomers being short **37%**<sup>10</sup>



Employers, on average, pay equal to **one year of the employee's salary** for life insurance.<sup>11</sup>



1 in 5 Americans who have life insurance coverage don't think they have enough.<sup>12</sup>

<sup>1</sup>LIMRA's Life Insurance Barometer Study, 2018. <sup>2</sup>This is the age most Americans pay off their student loans." CNBCmakeit. 2017. <sup>3</sup>Here's how much the average student loan borrower owes when they graduate." CNBCmakeit. 2018. <sup>4</sup>State of Credit: 2017. Experian. <sup>5</sup>Statistics: Costs. National Funeral Directors Association, 2018. <sup>6</sup>LIMRA's Life Insurance Barometer Study, 2018. <sup>7</sup>LIMRA's Trends in Life Insurance Ownership Study, 2016. <sup>8</sup>LIMRA's Life Insurance Barometer Study, 2018. <sup>9</sup>Acorns 2017 Money Matters Report" Acorns, 2017. <sup>10</sup>The Big Millennial Life Insurance Gap." Ashlea Ebeling. Forbes. Nov 2018. <sup>11</sup>Understanding your employee benefits." Miriam Caldwell. The Balance Careers. Jan 2017. <sup>12</sup>LIMRA's Life Insurance Barometer Study, 2018.

\*35-year-old employee (50/50 split, male/female)

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