

FINANCIAL PRIORITIES: Are They Out of Sync?

This is what's keeping people from getting life insurance coverage or more of it

Many **Millennials** think it's more important to pay for their "screens," eating out and shopping than to protect their families. And **Gen Xers** aren't far behind them.

MILLENNIALS

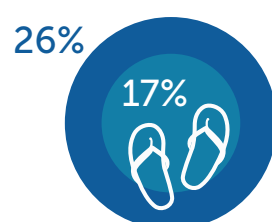
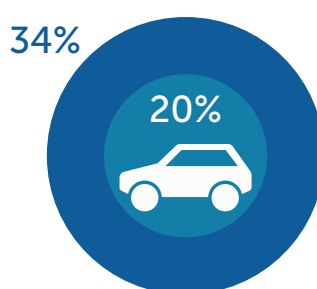
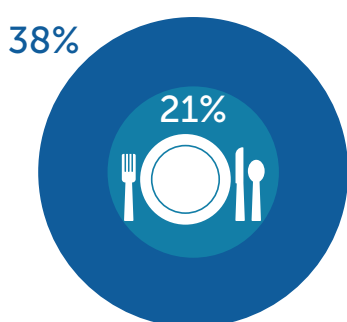
GEN XERS

cell phone internet & cable

leisure activities like eating out or shopping

buying a new car, boat or house

vacation



These priorities may be OK if you're single. But what if you have a spouse, partner, or kids? What happens to them financially if something happens to you?

Getting it right

Prioritizing living expenses such as rent or mortgage, along with saving and getting rid of debt makes sense ...

MILLENNIALS

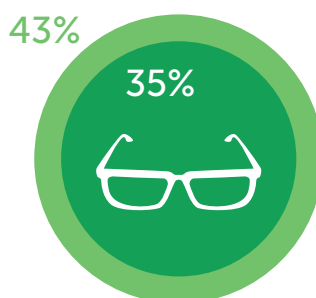
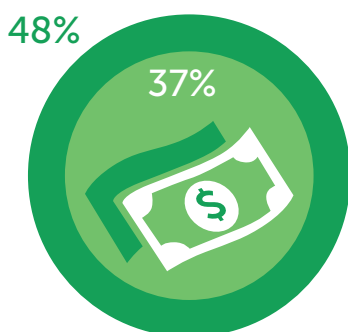
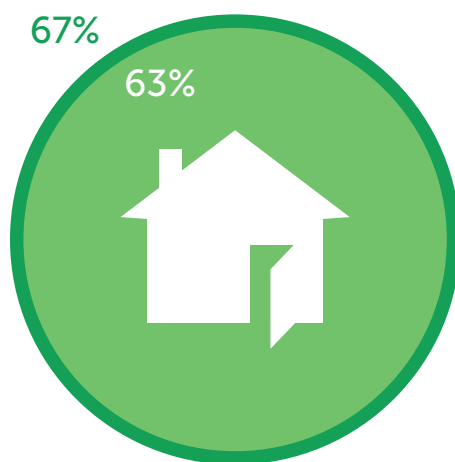
GEN XERS

living expenses like rent, mortgage and groceries

building savings or emergency fund

saving for retirement

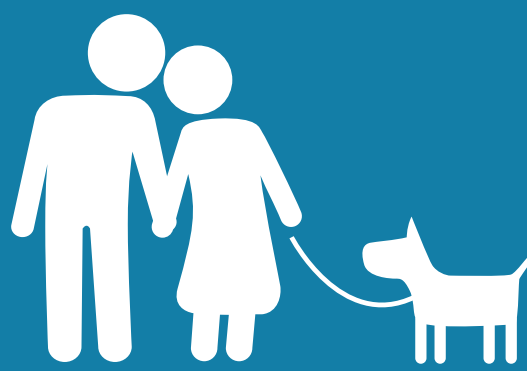
paying down debt



But are they missing a critical step?

How do those bills continue to get paid and the money socked away **if the breadwinner died?**

43% of Americans said their family would **feel the financial impact** of the death of the primary breadwinner in **6 months** or less,



with **29%** saying it would only take **1 month** for them to be in **financial trouble**

The solution: **life insurance**, which can be had for pennies on the dollar

For example: a healthy 30-year-old can get \$250,000 of coverage for about \$13 a month. **That's just a fraction of most of the bills we pay each month.**



So, no matter what your priorities are, the **cost of life insurance shouldn't be holding you back** from getting coverage, or more of it.

Learn more at www.lifehappens.org/barometer



SOURCES:

Statistics are all from the 2015 Insurance Barometer Study from Life Happens and LIMRA. Life insurance quote is from Quick Life Center, quoted in April 2015.