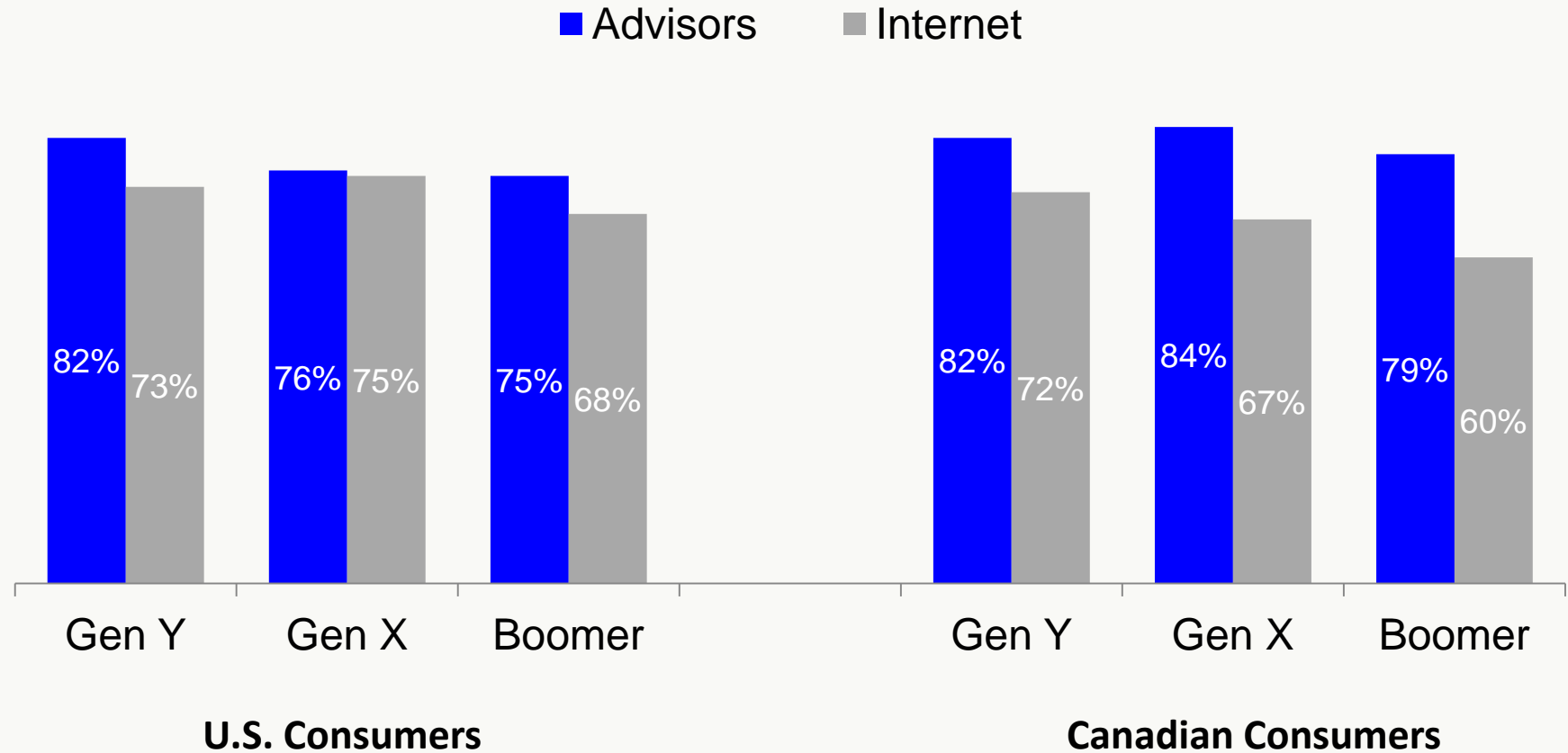


# Consumers of all generations look to *both* advisors\* and the Internet for information on financial products



\*The term "advisor" refers to a paid financial professional (e.g. insurance agent, lawyer, CPA, broker, financial planner or advisor) used to make at least some of a household's investment decisions.

Source: *Information Seeking in the U.S.: Consumer Internet Use for Retail Insurance in 2015* and *Information Seeking in Canada: Consumer Internet Use for Retail Insurance in 2015*, LIMRA

