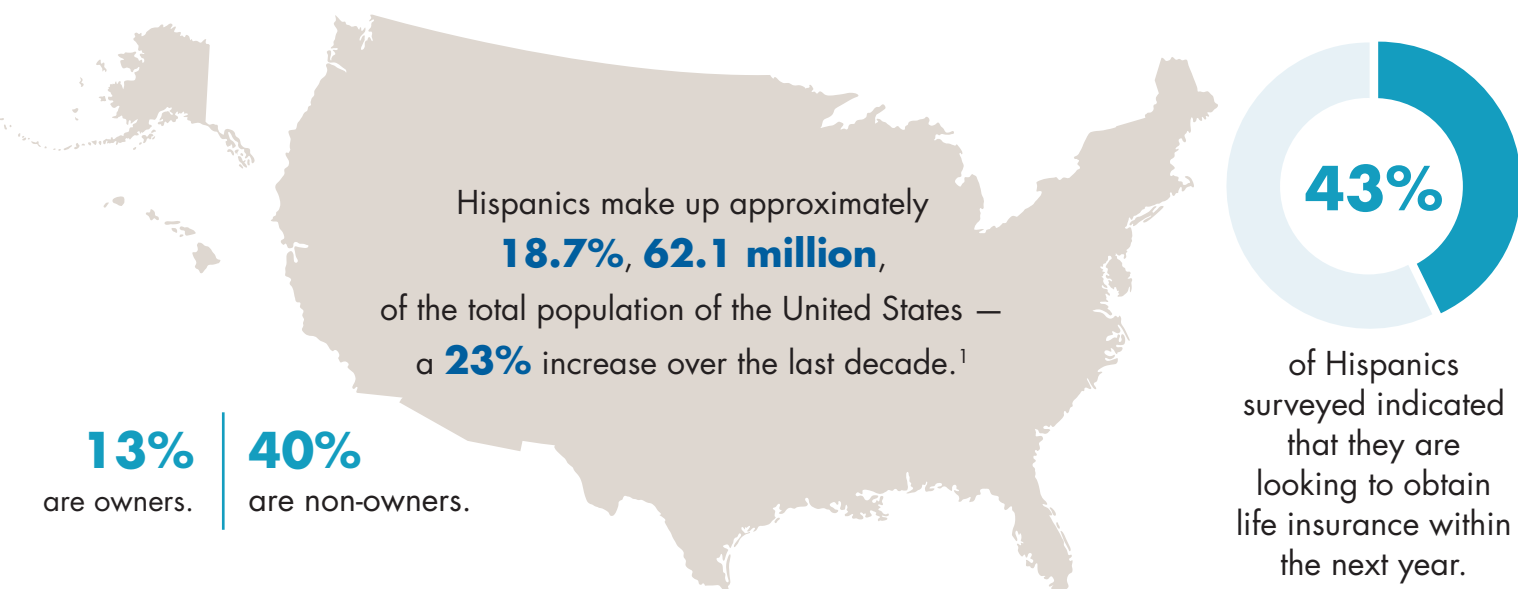


Securing Hispanics' Financial Security Through Life Insurance



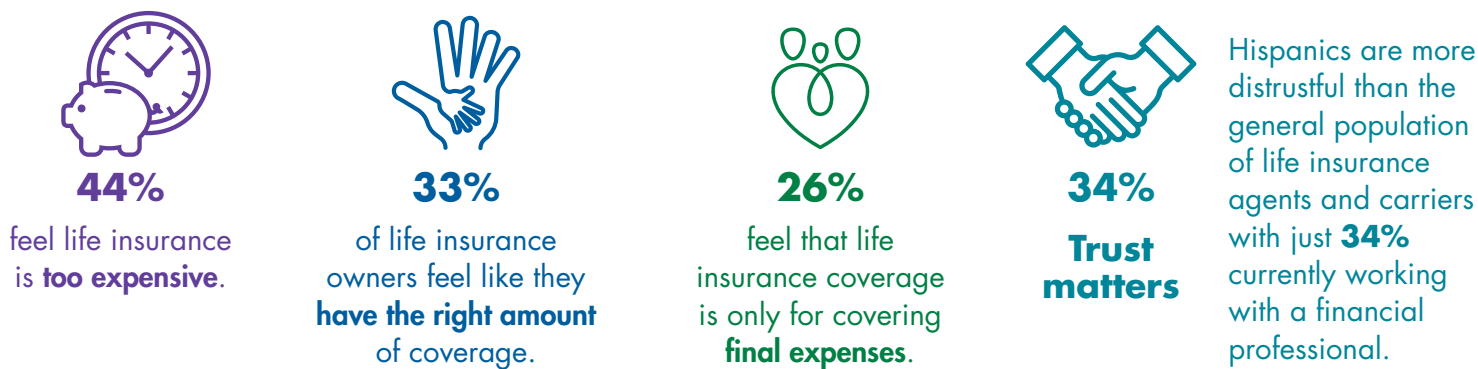
The 2024 Insurance Barometer Study, by LIMRA and Life Happens, reveals only **43%** of Hispanics report they have life insurance coverage.

A majority of Hispanics (53%) say they need, or need more, life insurance protection, 11 points higher than the general population.

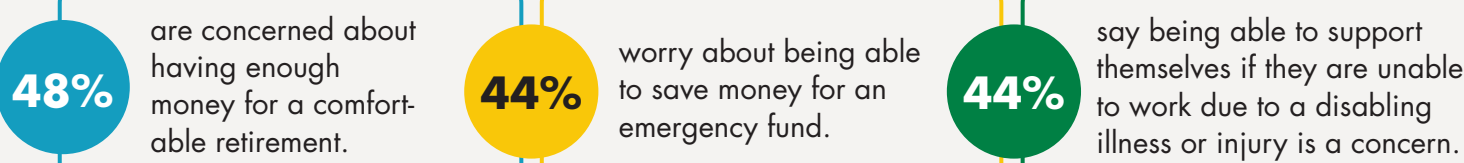


¹ United States Census Bureau, 2020.

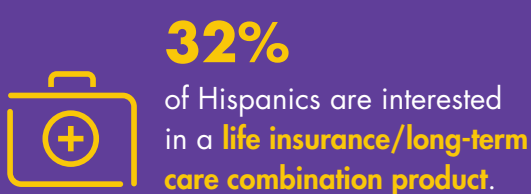
What's Holding Hispanics Back? Perceptions of Life Insurance



Competing Financial Priorities May Undermine Hispanics' Life Insurance Ownership



What the Industry Can Do to Influence Growth and Ownership — Engaging the Hispanic Market



Strategies for Growth and Inclusion



The Hispanic market is expected to grow into a larger market in the coming years, which means now is the time to help them make informed and educated decisions, encourage confidence in their future financial security, and ensure their loved ones are protected if the unexpected happens.

#LIAM24

Source: 2024 Insurance Barometer Study, LIMRA and Life Happens.

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