



Summary of Survey Findings for "2019 Insure Your Love Consumer Survey," Life Happens

Life Insurance Offers Protection and Peace of Mind

78% agree that preparing financially for life's unknowns is a way to show your loved ones you care.

69% with life insurance say they're less stressed knowing their family is financially protected.

Did you know most Americans **(78%) agree that preparing financially for life's unknowns is a way to show that you care?** In fact, when we look a little closer at the data, we find that **almost 2 in 3 (65%) think that having life insurance is key to taking care of their family financially.** These are just some of the findings from the "2019 Insure Your Love Consumer Survey" by Life Happens.

The survey also examined ways that Americans look at financial stress in their lives: 78% say that finding ways to reduce financial stress is a top priority for them. And **69% of people with life insurance say they are less stressed knowing their family is financially protected.**

That's why the nonprofit Life Happens is dedicated to helping more Americans take personal financial responsibility through the ownership of life insurance and related products. Protection brings peace of mind.

PLEASE SOURCE ANY STATISTICS USED: **"2019 Insure Your Love Consumer Survey,"**
[Life Happens](#)

Looking for a new way to say I love you?

Most people (78%) agree that preparing financially for life's unknowns is a way to show that you care. And almost 2 in 3 (65%) think that having life insurance is a key in taking care of

their family financially. It's a selfless thing to do, as 75% of people *with* life insurance say they prioritize the happiness of their loved ones over personal happiness, versus 66% of people without life insurance.

Reduce stress and get more out of life!

Almost 8 in 10 people (78%) say that finding ways to reduce financial stress is a top priority for them. And the good news is that many are taking steps to do it: 7 in 10 people *with life insurance* (69%) say they are *less stressed* knowing their family is financially protected. In addition, there's certainly peace of mind that comes with that: 65% of those with life insurance say they're able to enjoy life more knowing their loved ones are financially protected with life insurance.

What adds meaning to your life?

People find joy and meaning in life in different ways. But there are some things that do bubble to the top as life enhancing. People say that feeling financially secure (62%), being in love (60%), finding a reason to laugh every day (59%), and owning a home (43%) add *a great deal of meaning* to their lives. And despite what may seem like an all-pervasive obsession with technology, having the latest electronic gadget was life-affirming to just 10%.

Is there a disconnect for single parents?

Nearly 8 in 10 single parents (78%) agree that financially preparing for life's unknowns is a way to show your loved ones you care. And most of them (85%) say feeling financially secure is a top priority, as is reducing financial stress (79%). However, only slightly more than half of single parents have life insurance in place, versus parents who live with their spouse/partner (72%).

Methodology

- PLEASE SOURCE ANY STATISTICS USED: "**2019 Insure Your Love Consumer Survey,**" [Life Happens](#)
- Life Happens conducted an online survey via Survey Monkey among US consumers ages 18 and older who play a role in financial decision making for their household. N=1748 respondents qualified for the survey; base size varies by question as respondents could skip questions or drop out before completing the survey. The survey was fielded from Oct 31-Nov 2, 2018.