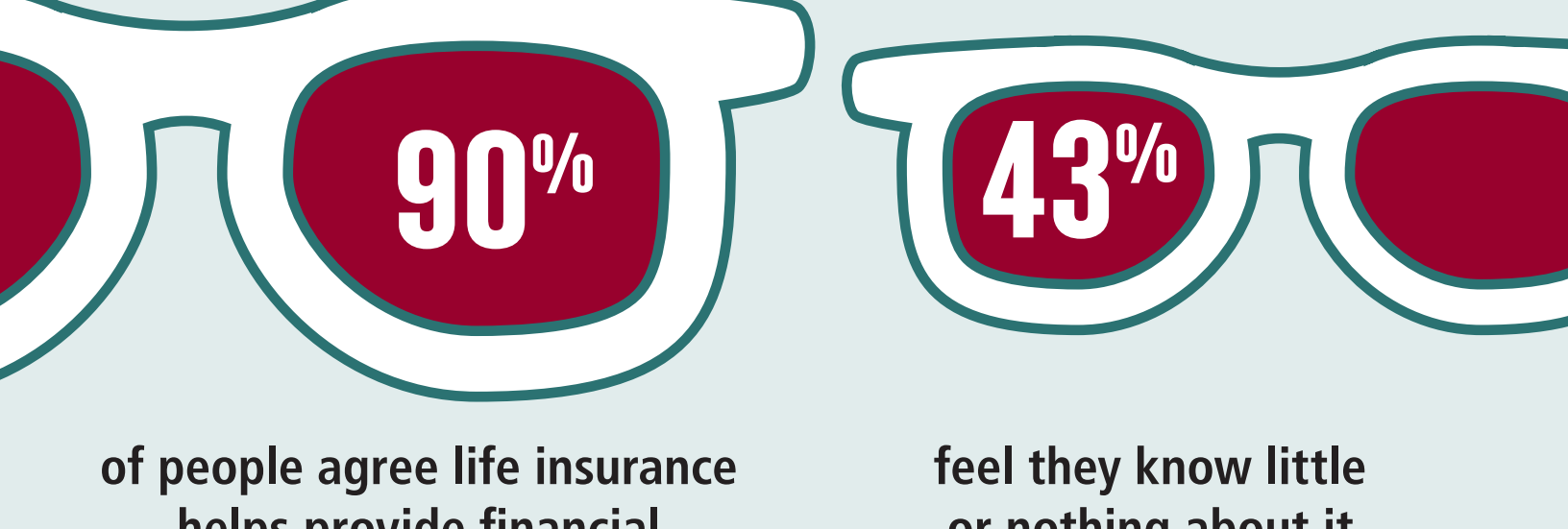


Life Insurance: More than Meets the Eye

Lincoln Financial research highlights the importance of engaging with financial advisors and leveraging resources at the workplace to better understand the benefits of life insurance

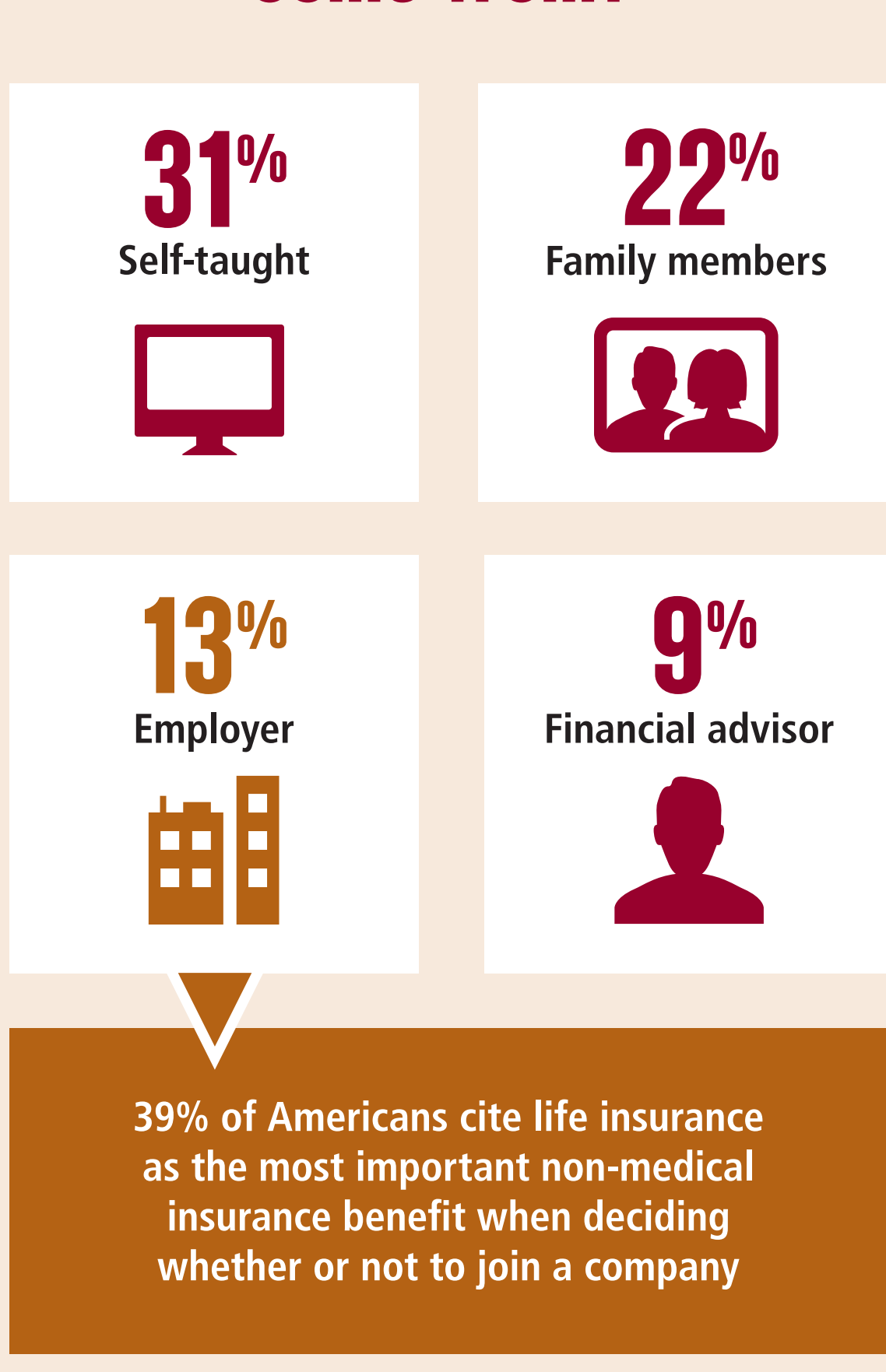
What is your view on life insurance?¹



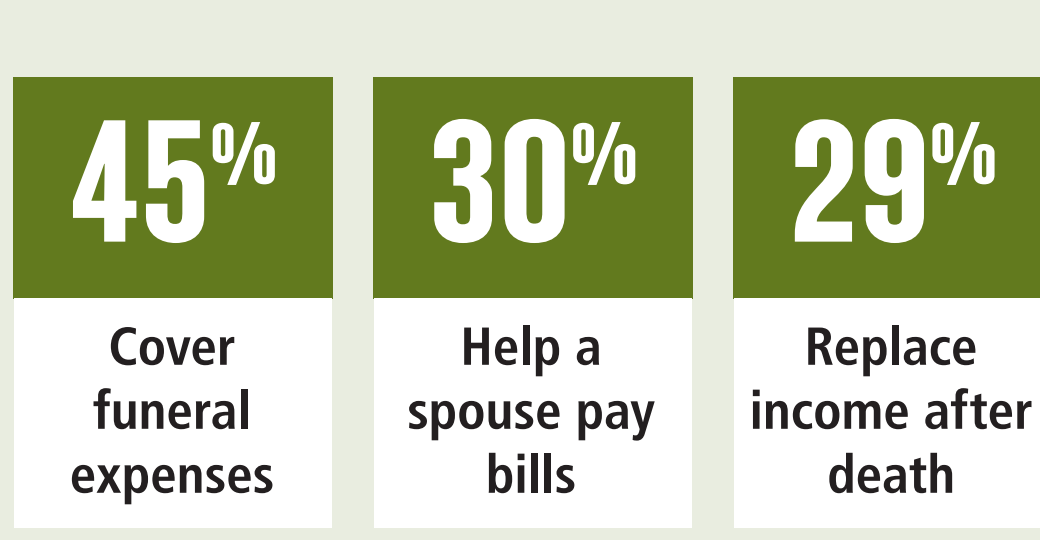
90% of people agree life insurance helps provide financial security

43% feel they know little or nothing about it

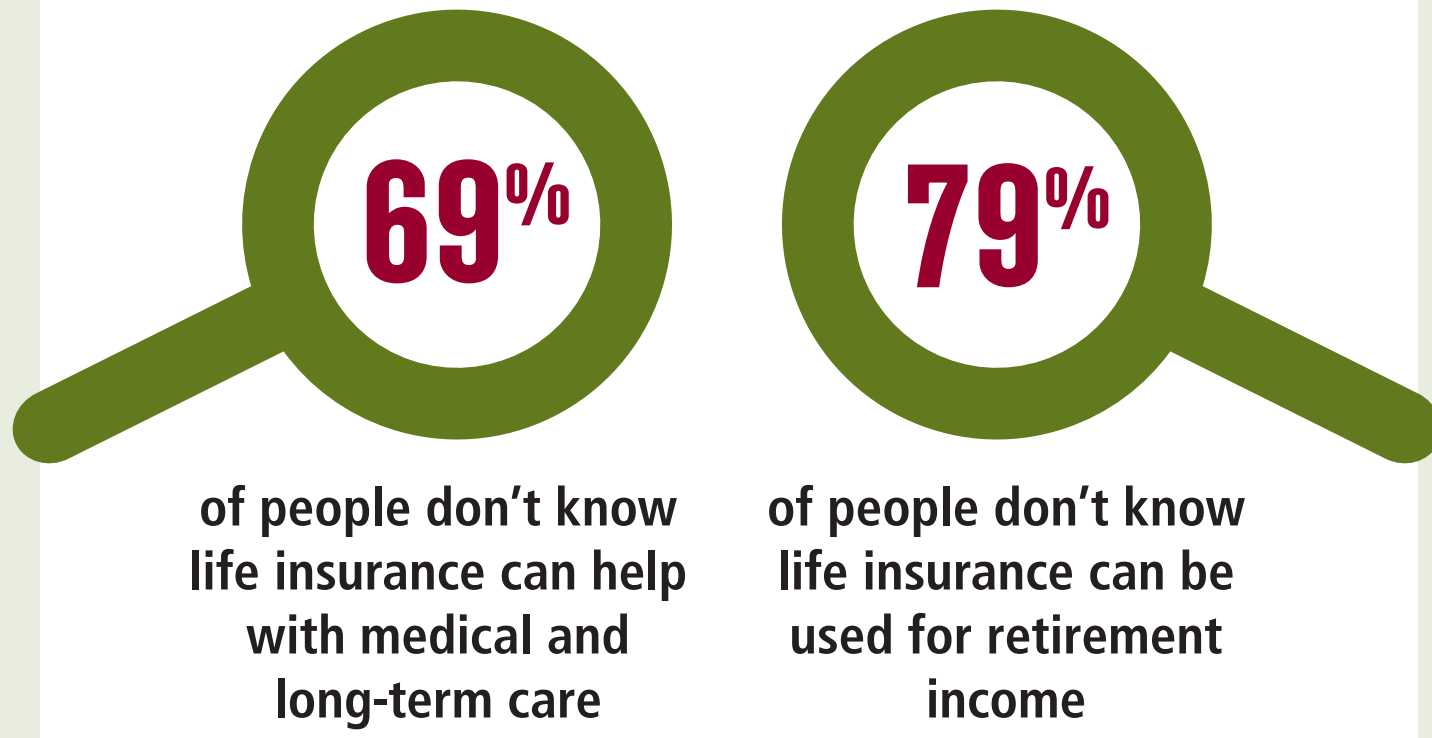
Where does your knowledge of life insurance come from?¹



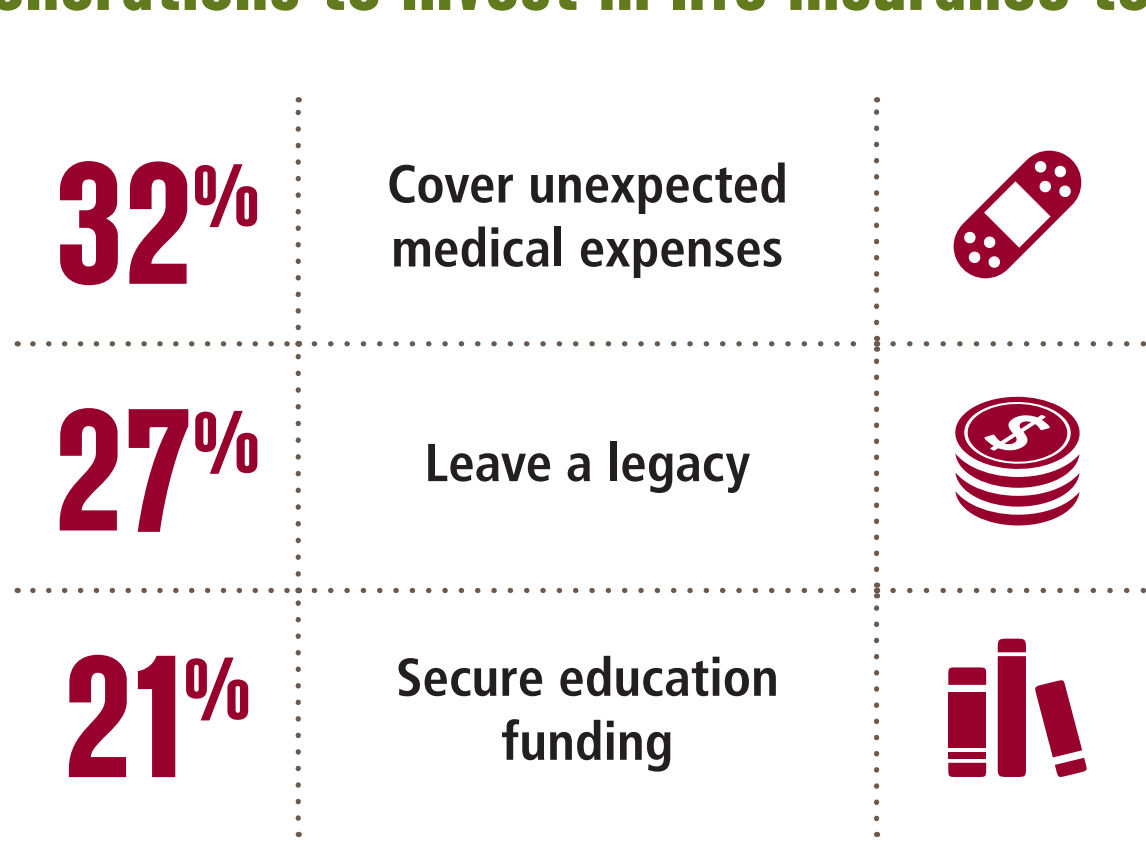
What reasons do you see to invest in life insurance?²



Many don't know life insurance can also offer 'living benefits'²



Millennials are more likely than other generations to invest in life insurance to²:



What's next

Define and prioritize your goals.

[Click to get started.](#)

Learn about the different types of life insurance and determine what fits your needs.

[Click to learn more.](#)

Find out how much coverage you need.

[Click for a simple calculator.](#)

Review your policy every one or two years, or if you've experienced any life changes.



You're In Charge[®]

¹ Lincoln Financial Group, 2017 Employee Benefits Study

² Lincoln Financial Group, 2017 Life Insurance Awareness Month Omnibus Study

For more information about the research cited, [click here](#).

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