

The M.O.O.D. Of America: Lincoln Financial Group Study Sheds Light On Life Insurance Ownership

Lincoln Financial Group (NYSE: LNC) today released new findings from its recent M.O.O.D. (Measuring Optimism, Outlook, and Direction) of America study that show a high level of empowerment and a positive outlook on the future among respondents who own life insurance.

According to the survey results, which are being released in conjunction with Life Insurance Awareness Month, 71 percent of life insurance owners believe they are "in control," a mindset that combines how comfortable respondents feel about their overall life, personal/family life, health and financial future. The survey also revealed that 87 percent of life insurance owners believe their life is heading in the right direction.

"People buy life insurance for a lot of different reasons, but regardless of what their motivation may be, it ultimately boils down to putting a measure in place that helps them face the future with confidence," said Mark Konen, president, Insurance and Retirement Solutions, Lincoln Financial Group. "We see this reflected in a strong sentiment of empowerment expressed by life insurance owners from our M.O.O.D. study. Not just in terms of financial planning, but life in general."

Comprehensive Financial Planning Includes Life Insurance

M.O.O.D. data shows life insurance is among the top five most frequently-owned financial products, ranking fifth behind other financial staples that include checking/savings accounts, car insurance, credit cards and home insurance.

Taking this one step further, M.O.O.D. survey findings indicate that life insurance owners consider life insurance to be a valuable component of a well-rounded portfolio:

- 74 percent of life insurance owners also own Retirement products (e.g. 401(k), 403(b), SEP, IRA, Roth IRA), compared to 44 percent of those who do not own life insurance.
- 52 percent of working life insurance owners are also covered by short-term disability or long-term disability insurance through an employer, compared to 23 percent of those working non-life insurance owners.
- 34 percent of life insurance owners also own mutual funds, compared to 16 percent of those who do not own life insurance.

Given these facts, it is not surprising that 68 percent of life insurance owners believe they are "very" or "somewhat" prepared for retirement, compared to 44 percent of non-owners.

Lincoln's poll also found that individuals who place importance on protecting their wealth or assets are 39 percent more likely to own life insurance than those who do not consider it important. Similarly, individuals placing importance on the following financial priorities are also correlated with a higher likelihood of owning life insurance:

- Putting money away for retirement
- Making investments work harder
- Minimizing the amount they pay in taxes

"There's been a lot of innovation and change in the life insurance industry," added Konen. "While people still value the importance of a death benefit on life insurance policies, they also recognize that these products can help meet a variety of financial goals and, as a result, they are embracing life insurance as part of a well-rounded financial portfolio."

Room to Help More Individuals

While life insurance is an important piece of the financial planning puzzle, the M.O.O.D. study shows that fewer than half of those polled (48 percent) are actually policy owners. Of those respondents who own life insurance, the average age is 51 years. Compared to non-owners, life insurance owners are more likely to be married, have children, be employed, be more educated, and own their home. Life insurance owners also tend to have higher incomes and higher amounts of investable assets than non-owners. These findings reflect an opportunity for the insurance industry to help a broader demographic reach their financial goals with life insurance, and at different stages in life.

"The industry has made a lot of progress, but clearly more work needs to be done," said Konen. Whether it be through our support of Life Insurance Awareness Month, or through an array of thought leadership activities we are leading,

Lincoln Financial is committed to raising awareness of the role life insurance can play in helping people take charge of their lives."

Read more information on the M.O.O.D. of America, including supporting documentation for the findings.

For additional tips and tools that can help you take charge with life insurance, visit www.lfg.com/protectyourlovedones or www.lincolnforliving.com.

About the M.O.O.D of America

Results for the current M.O.O.D. of America poll (Measuring Optimism, Outlook and Direction) are based on an online survey conducted by Whitman Insight Strategies (WINS), on behalf of Lincoln Financial Group. The research was conducted in late March 2013, among 2,322 adults 18 years of age and older across the United States.

The margin of error is +/- 1.9% for the entire sample. The sample was weighted by gender, age, region, race and ethnicity. Demographic weighting targets are based on the 2010 U.S. Census figures for adults 18 years of age and older.

About Lincoln Financial Group

Lincoln Financial Group is the marketing name for Lincoln National Corporation (NYSE: LNC) and its affiliates. With headquarters in the Philadelphia region, the companies of Lincoln Financial Group had assets under management of \$189 billion as of June 30, 2013. Through its affiliated companies, Lincoln Financial Group offers: annuities; life, group life, disability and dental insurance; employer-sponsored retirement plans; savings plans; and comprehensive financial planning and advisory services. For more information, including a copy of our most recent SEC reports containing our balance sheets, please visit www.LincolnFinancial.com.