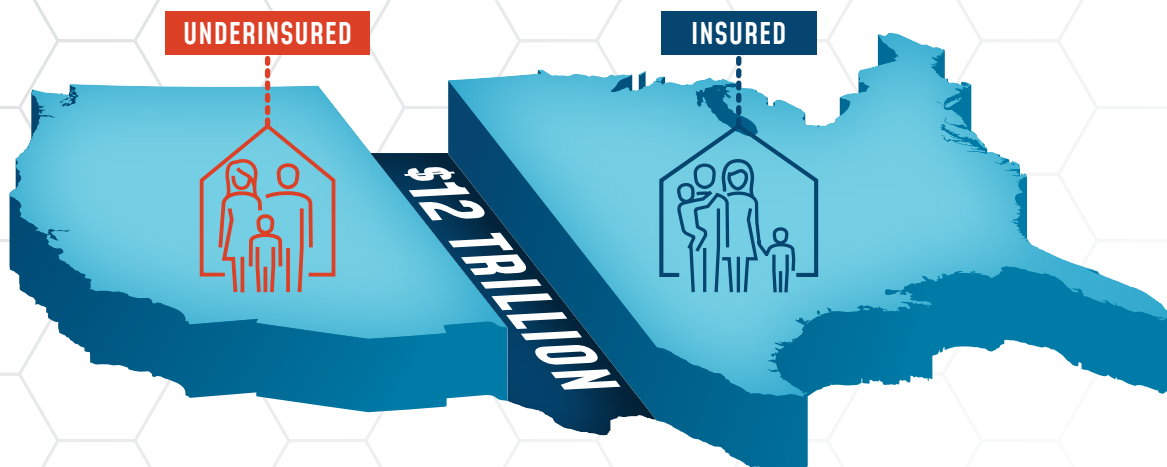


# THE \$12 TRILLION FINANCIAL NEED YOU MAY BE OVERLOOKING



ALMOST **1 IN 2** AMERICAN HOUSEHOLDS HAVE A LIFE INSURANCE PROTECTION GAP OF \$200,000, FOR A TOTAL MARKET NEED OF **\$12 TRILLION.**<sup>1</sup>

EACH YEAR, THIS LIFE INSURANCE NEED GROWS BY **\$340 BILLION**<sup>1</sup>

## WHO MOST LIKELY NEEDS COVERAGE?

**1 IN 2**

### Existing Policyowners

Half of the underinsured market already owns life insurance. But it's not enough.<sup>1</sup>

**\$225,000**

average coverage gap<sup>1</sup>

### OPPORTUNITY

**9 million U.S. households have group coverage only.**<sup>1</sup>

Is it enough? Can they keep it if they leave their employer? Is it for a long enough duration?

**1 IN 3**

### High-Income Earners

About 1 in 3 underinsureds earn more than \$100,000 annually.<sup>1</sup> Odds are, they're vastly underinsured.

**\$400,000**

average coverage gap<sup>1</sup>

### OPPORTUNITY

**High earners may face the largest coverage gap.**<sup>1</sup>

Is their coverage keeping up with their personal and professional growth?

**1 IN 5**

### Couples Age 45+

One in 5 underinsured U.S. households are married couples, aged 45 and over with no children.<sup>1</sup>

**\$270,000**

average coverage gap<sup>1</sup>

### OPPORTUNITY

**Both partners may not be covered sufficiently.**<sup>1</sup>

How long would it take to feel the financial impact of their spouse's death?

## HOW DO SOME AMERICANS CLOSE THE GAP?<sup>2</sup>

Estimated Life Insurance Policy Amounts Placed in 2017<sup>2</sup>

Buy a New Policy

**\$920 BILLION**

Add to Existing Coverage

**\$383 BILLION**

Replace Coverage with a New Policy

**\$184 BILLION**

## Let's Work Together to Close the Gap.

Pacific Life has tools to help you close the life insurance need gap with your clients.

Contact your financial professional\* for help.



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\* In order to sell life insurance products, a financial professional must be a properly licensed and appointed life insurance producer.

1. Source: "Turn Up the Volume \$12 Trillion Sound Opportunities," LIMRA, Dec. 2016.

2. Per the "2017 U.S. Individual Life Insurance Consumer Survey," LIMRA, Nov. 2017, among recent buyers of individual life insurance, over 60% had no prior coverage, 25% added to existing coverage, and 12% replaced existing coverage. Based on the total life insurance coverage amounts sold in 2017, per the LIMRA Sales Report of 83 participating companies, this represents the figures shown, which are the product of the total \$1,534,199,840,000 coverage placed multiplied by the percentages previously stated.

***Pacific Life is a product provider. It is not a fiduciary and therefore does not give advice or make recommendations regarding insurance or investment products.***



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Life insurance is subject to underwriting and approval of the application and will incur monthly policy charges.

Investment and Insurance Products: Not a Deposit	Not Insured by any Federal Government Agency	
Not FDIC Insured	No Bank Guarantee	May Lose Value