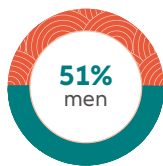


Women and Gen Xers are most in need of education on the full benefits of permanent life insurance

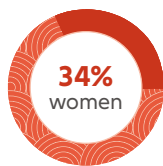
Key takeaways from our 2019 Life Insurance Needs Study

Though a majority of Americans (82%) continue to have a strong understanding of the primary need for life insurance within their financial strategy – particularly the death benefit – our study reveals an important opportunity for the financial planning community to educate their female and Gen X clients about the living and tax benefits of permanent life insurance.

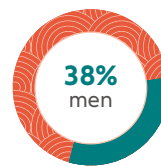
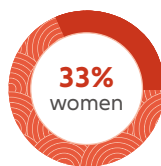
Women are less familiar with all the benefits of permanent life insurance.



Percent who know that cash value from a permanent life insurance policy can be used to fund education, retirement, or other financial needs.



Percent who know that life insurance can be used to supplement retirement income while you are still alive.

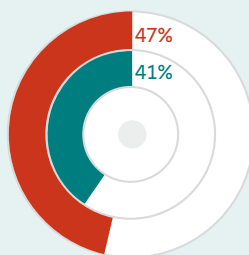


Percent who know that benefits paid from life insurance are not taxable.

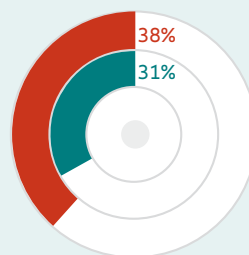


Gen Xers also understand less about how permanent life insurance can help with their financial goals.

Know that life insurance can be used to supplement retirement income while you are still alive.

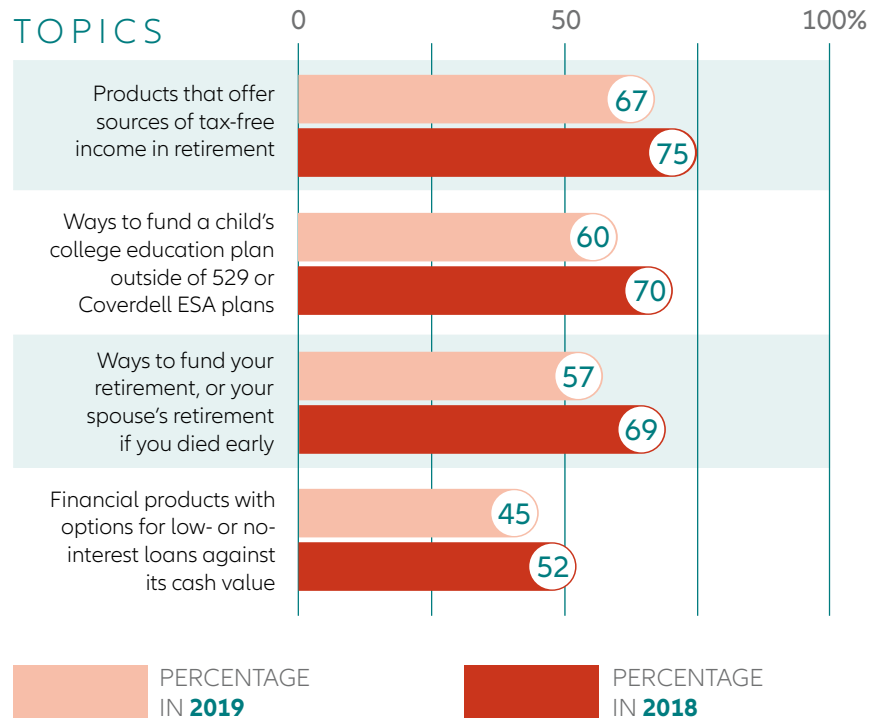


Know that benefits paid from life insurance are not taxable.



BOOMERS
GEN XERS

TODAY, FEWER PEOPLE ARE DISCUSSING THE BENEFITS OF PERMANENT LIFE INSURANCE WITH THEIR FINANCIAL PROFESSIONAL.



WOMEN PLAY A SIGNIFICANT ROLE IN FAMILY FINANCES, SO IT'S CRUCIAL THEY KNOW WAYS TO BUILD A STRONGER FINANCIAL FUTURE.

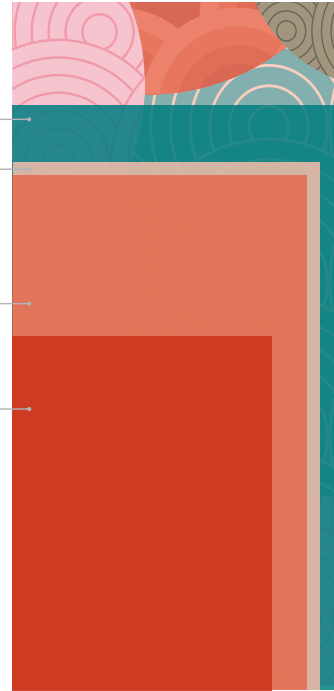
Consumers want financial products that can provide:

Tax-free income in retirement **83%**

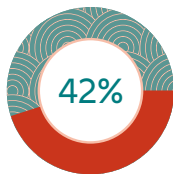
Confidence that my spouse/partner will have retirement funds if I die prematurely **77%**

Tax-free death benefit for family/loved ones **76%**

The ability to use the funds to help pay for college **57%**
(Consumers with kids in the household)



TOP FINANCIAL CONCERNS (ALL CONSUMERS)



Having a gap between retirement savings and retirement income goals



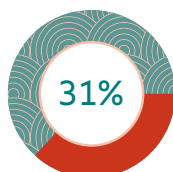
Being able to keep my tax obligation as low as possible in retirement



Not having enough for my child's education if I died today

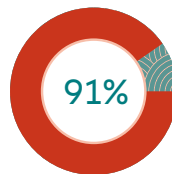


Not leaving a sufficient amount for my family/loved ones if I died today

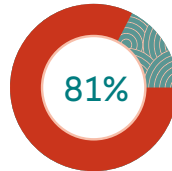


Finding financial products that provide access while allowing funds to accumulate

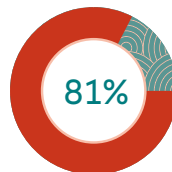
TOP FINANCIAL WANTS (ALL CONSUMERS)



The ability to save enough to retire comfortably is important when planning for my financial future.



The flexibility to make changes to my finances to meet changing needs is important when planning for my financial future.



Having multiple sources of retirement income is important when planning for my financial future.

For more information,
visit allianzlife.com or allianzlife.com/new-york or talk to your financial professional.

¹Policy loans and withdrawals will reduce available cash values and death benefits, and may cause the policy to lapse or affect any guarantees against lapse. Additional premium payments may be required to keep the policy in force. In the event of a lapse, outstanding policy loans in excess of unrecovered cost basis will be subject to ordinary income tax. If a policy is a modified endowment contract (MEC), policy loans and withdrawals will be taxable as ordinary income to the extent there are earnings in the policy. If any of these features are exercised prior to age 59½ on a MEC, a 10% federal additional tax may be imposed. Tax laws are subject to change. You should consult a tax professional.

Methodology: To gather information from consumers regarding opinions and behavior around life insurance, Allianz Life Insurance Company of North America conducted an online survey, the 2019 Life Insurance Needs Study, in March 2019 with 800 respondents age 35-60, having an annual household income of \$100K+.

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