



Case study



Goal: Determine life insurance category involvement and interest

- Understand the impact of major life event triggers on life insurance coverage decisions
- Online survey collected over 500 completes across 3 user segments
 - Self-purchased life insurance
 - Life insurance purchased through employer
 - No life insurance
- Entire Study complete within 4 weeks
- Outcome: Of those without life insurance coverage, nearly 40% are planning to purchase

