

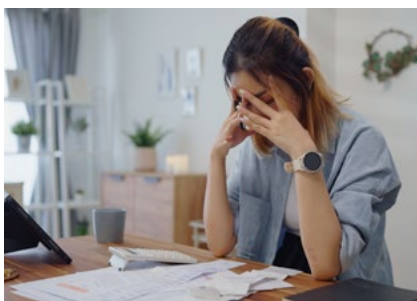


Protecting What Texans Build

A home. A family. A business. A lifetime of savings.

Texans work hard to build financial security, but an unexpected death can change a family's circumstances overnight. Life insurance provides a private financial safety net that helps protect what families have worked years to build and helps them move forward when someone they depend on is no longer there.

That's why September is recognized as **Life Insurance Awareness Month**, an opportunity to remind Americans about the important role life insurance can play in protecting their financial futures.



The Protection Gap Is Real

Despite its importance, millions of American families remain financially vulnerable.

According to the 2026 Insurance Barometer Study from Life Happens and LIMRA, only **52% of American adults report having life insurance**. Another 29% say they need coverage but don't have it, while 9% who have life insurance say they need more. Altogether, an estimated **99 million American adults say they need life insurance or need more coverage**.

The consequences can be significant. **Nearly half of Americans, 46%, say their household would feel the financial impact within six months if its primary wage earner died.**

Life insurance can help replace lost income, pay a mortgage or other debts, provide for children's education, cover final expenses, protect a family-owned business or simply give a family time to adjust without facing an immediate financial crisis.

52%
of American
adults have no
life insurance

Different Texans. Different Needs. Different Solutions.

There is no single life insurance product or amount of coverage that is right for everyone. A young family protecting a parent's income has different needs than a small-business owner planning for the unexpected. That's why **consumer choice matters**. A strong and competitive life insurance market allows insurers to offer different types and levels of coverage at different price points, giving Texans options appropriate for their needs and budgets.

Education matters, too. Cost remains an important barrier to considering life insurance, while 55% of consumers say learning that coverage may be easier to obtain than they expected would make them more likely to begin the process.

Protecting Families and Investing in Texas

The impact of life insurance extends beyond individual policyholders. Life insurers provide long-term investment capital that helps finance businesses, homes, infrastructure and economic growth. And when benefits are paid, those dollars help families remain financially secure, businesses continue operating and communities remain strong.



Life insurance is a private-sector financial safety net that benefits all of Texas.



11 million
individual life
insurance
policies in Texas



\$17.6 billion paid
in life and
annuity benefits
to Texans



292,400
jobs



Life insurers have
\$710 billion
invested in the
Texas economy

* Source: American Council of Life Insurers (ACLI). Most recent data available; life insurance figures reflect 2024 reporting.



A Healthy Market Matters

For policymakers, Life Insurance Awareness Month is also a reminder that a healthy life insurance market matters.

A balanced and predictable regulatory environment protects consumers while allowing insurers to compete, innovate, and offer a broad array of products to meet a range of needs and budgets. That choice is particularly important when so many Americans remain uninsured or underinsured.

The goal is simple: a marketplace where consumers are protected, companies can keep their long-term promises, and Texans have access to financial protection that fits their families and businesses.

