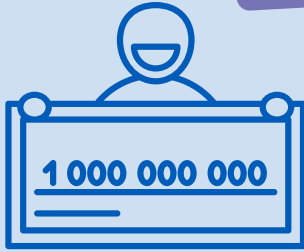


# Protect One of Your Most Important Assets: Your Family



**1 in 292 Million:** The odds of winning the Mega Millions or Powerball lotteries<sup>1</sup>. However, the lifetime odds of dying in a motor vehicle crash<sup>2</sup> or dying from a lightning strike<sup>3</sup> are much higher.

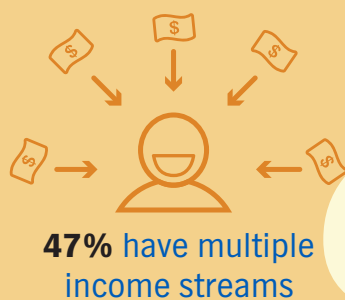
**THE GOOD NEWS** according to an Anthem survey<sup>4</sup>, is that



**63%**

of Americans have life insurance to protect their family's financial needs and well-being.

## SAVINGS STRATEGIES



**28%** avoid daily temptations like eating out

**HOWEVER, MOST AMERICANS ARE MAKING IT MONTH BY MONTH.**

**24%** saying they have no savings and could not pay necessary bills without their income.



**25%** reporting that they could pay their families' bills for more than a year.



## HOW ARE AMERICANS PROTECTING THEIR FAMILY'S FINANCIAL WELL-BEING?



**97%** of survey respondents said "I would do anything to protect my family's safety and security."

Life insurance is a necessity when it comes to protecting your family; something that **97%** Americans say is important to them.

## OTHER RESULTS SHOW:



nearly **90%** have health insurance

close to **40%** of all consumers lack life insurance

[1] [www.powerball.com](http://www.powerball.com). (The probability of winning are 1 in 292,201,338.)

[2] <http://www.nsc.org/learn/safety-knowledge/Pages/injury-facts-chart.aspx>. (The lifetime odds of dying in a car crash are 1 in 113.)

[3] <http://www.iii.org/fact-statistic/mortality-risk>. (The lifetime odds of dying from lightning are 1 in 174,426.)

[4] Findings of a telephone omnibus survey using the field services of Opinion Research Corporation from April 16-20, 2015 on behalf of Anthem, Inc.

About Anthem, Inc.

Anthem is working to transform health care with trusted and caring solutions. Our health plan companies deliver quality products and services that give their members access to the care they need. With over 73 million people served by its affiliated companies, including nearly 40 million enrolled in its family of health plans, Anthem is one of the nation's leading health benefits companies. For more information about Anthem's family of companies, please visit [www.antheminc.com/companies](http://www.antheminc.com/companies)

**Anthem**

September is Life Insurance Awareness Month and you can find information about how people can protect their family with life insurance at [www.AnthemInc.com](http://www.AnthemInc.com)