Help when you need it most

The unexpected death of a spouse or other family wage earner is tough to think about

But the comfort of having extra financial security can make dealing with that tragedy a bit easier. Life insurance can help cover the immediate expenses associated with an untimely death, as well as future financial needs, such as debt, mortgage or rent, taxes, car payments, and educational, medical, and childcare expenses.

7 OUT OF 10 HOUSEHOLDS

SAID THEY WOULD HAVE TROUBLE COVERING EVERYDAY LIVING EXPENSES AFTER SEVERAL MONTHS IF THE PRIMARY WAGE EARNER DIED

PERCENTAGE OF MILLENNIAL CONSUMERS

WHO SAY MARRIAGE, CHILDREN, BUYING A HOUSE, AND OTHER LIFE EVENTS MOTIVATED THEM TO SHOP FOR LIFE INSURANCE

AMONG HOUSEHOLDS WITH CHILDREN UNDER AGE 18,

4 IN 10 SAY THEY WOULD FACE IMMEDIATE FINANCIAL TROUBLE IF THE PRIMARY WAGE EARNER DIED TODAY

* Life insurance underwritten by Blue Shield of California Life & Health Insurance Company.

blueshieldca.com
Life insurance covers debts of many kinds:

$1,378  
AVERAGE MONTHLY
COST OF CHILD CARE
IN MAJOR CALIFORNIA CITIES

$6,929
AVERAGE REVOLVING CREDIT CARD DEBT FOR FAMILIES IN 2018

$21,370
IN STATE
ROOM AND BOARD, TUITION, AND FEES – AT A – FOUR-YEAR COLLEGE IN 2018-2019

$37,430
OUT OF STATE

$8,755
THE MEDIAN COST OF A FUNERAL IN THE U.S.

1 Facts About Life 2016, LIMRA.
2 usa.childcareaware.org, 2018 data.