SEPTEMBER 2026 CONSUMER TRENDS

Life Insurance Awareness Month

A good time to make sure your policy—and your family—are ready when time comes.

99 million	18%	41%
U.S. adults who say they need life insurance or need more of it	of insured adults say they still need additional coverage	say their household would struggle financially within six months after losing a primary wage earner

Why review a policy you already own? Life changes. Beneficiaries move, bank accounts change, and costs rise. A short annual check helps ensure the policy stays in force and that the people you love know how to use it.

Tucker’s five-minute policy checkup

1. Confirm your beneficiary: Make sure the person you selected is still the right person and that you have current contact information.
2. Check your payment method: Keep bank or card information current so coverage is not interrupted by a missed premium.
3. Tell someone where the policy is: Give a trusted family member the insurer’s name, policy location, and Dan’s phone number.
4. Review the amount of coverage: Consider whether the benefit still fits today’s funeral costs and other final expenses.
5. Ask about family members: Coverage may also be available for children, grandchildren, relatives, and friends age 85 or younger.

Questions about your policy—or coverage for someone you care about?
Call Dan Mullin at 202-285-9911 • DanMullinInsurance.com

Sources: LIMRA and Life Happens, 2026 Insurance Barometer research; Life Happens, Life Insurance Awareness Month. Figures describe life insurance generally, not any particular policy. This handout is for general educational information. Policy provisions and eligibility vary.