BUILDING FINANCIAL SECURITY IN WISCONSIN



FINANCIAL SECURITY FOR EVERY STAGE OF LIFE

Life insurers pay out **$5 billion** each year in life insurance and annuity benefits to Wisconsin families. That's **$13.8 million every day**.

In Wisconsin, **2.7 million** individual life insurance policies were in force in 2024, averaging **$153,000** in death benefit protection.

Here's how our products support employers and their workers and protect residents in Wisconsin:

- **Life insurance** safeguards families
- **Retirement savings and personal pensions** provides critical income in retirement
- **Long-term care and disability income insurance** provides income when work is no longer possible
- **Supplemental benefits** fills gaps and covers what health plans don't
- **Paid leave** provides income during time off to care for family

View more ways life insurers invest in Wisconsin

ECONOMIC INVESTMENT INTO WISCONSIN

The life insurance industry provides good jobs and long-term investment capital that spurs economic growth. In Wisconsin, the life insurance industry:

- Generates **71,200** jobs
- Invests **$117 billion** in Wisconsin's economy, including in commercial, residential and agricultural mortgages, stocks, bonds and more

COMPANIES IN WISCONSIN

Wisconsin's life insurers protect families, businesses and communities:

- **409** licensed to do business in Wisconsin
- **17** domiciled in Wisconsin

IMPACT ACROSS AMERICA

Life insurers deliver protection and certainty to middle-income Americans. In fact, the median household income among annuity owners is $76,000. The life insurance industry:

- Protects **90 million** American families
- Generates **2.8 million** jobs
- Invests **$8.4 trillion** in the U.S. economy

AMERICAN COUNCIL OF LIFE INSURERS
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