ETHOS

Planning is an act of love

Your end-of-life plan is the most important one you'll make



Thinking about death is natural

45% of Americans think about death **monthly**

58% of Americans think about death **daily**

But many haven't planned for what happens next

100%
people who will eventually die

53%
Americans who don't have an end-of-life plan

Thinking about plans isn't enough



68%
Americans who say discussing end-of-life plans is important

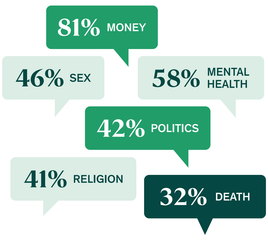
Most generations agree

74% Baby Boomers
74% Gen X
70% Millenials
45% Gen Z



But we don't talk about it

We'd rather discuss other touchy subjects more than death



And more of us need life insurance



Americans who say purchasing life insurance is the most important plan to make



Americans who have a policy

Planning is personal

Our final wishes are a reflection of ourselves in life

	Gen Z	Millenial	Gen X	Baby Boomer +
Cemetery burial	20%	16%	16%	19%
Cremation	19%	29%	34%	45%
Organ donor	13%	16%	15%	13%
Donated to science	6%	5%	3%	3%
Private burial plot	11%	10%	11%	6%
Other	2%	3%	3%	2%
Haven't decided	29%	21%	16%	12%

54%
Americans who are interested in non-traditional ways of handling their remains

- **20%** composting
- **14%** cremated into a diamond
- **12%** freezing

Some of us have the basics covered

- **48%** own life insurance
- **25%** made a will
- **23%** wrote down important passwords
- **18%** wrote down their wishes for their remains
- **11%** prepaid for funeral expenses and/or burial plot
- **10%** made arrangements for who will take care of their children
- **10%** made arrangements for who will take care of their pets
- **8%** planned their burial

But too many have no plan at all

37% Americans who haven't done anything to prepare for death

All of us will pass away someday. But too many people are living without an end-of-life plan that would help their loved ones when that day comes. Take the first step to being prepared by getting a life insurance quote.

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