**ALMOST 67% OF BRITS DO NOT HAVE LIFE INSURANCE**

Meta Description:

In this article, we take a look into the reasons why more people need to purchase life insurance.

Keywords:

life insurance, life insurance policy, importance of life insurance, insurance protection

Introduction:

A LifeSearch research study published recently has found out that more than sixty six percent of the United Kingdom population have no life insurance, and/or are not aware if they hold a life insurance policy that is in force. Inspite of the fact that more than fourteen million households in England were owned and/or occupied between 2015 and 2016, life insurance numbers are holding steadily at a low thirty three percent.

Another survey research conducted and published by Scottish Widows has shown that twenty percent of all fathers in the country admitted to the fact that their families would not be able to thrive and survive financially if their income was lost due to demise, or long-term illnesses. A 2005 LifeSearch study also found that almost thirty percent of British adults admitted that poor health of themselves and their family members were the biggest worries when it came to disease versus demise. This is rationally conclusive, as diseases cost the family more in the long run than demise, which is what most families are worried about.

Here comes life insurance – an assured sum paid to a policyholder if he or she gets sick for a long time, gets sick critically, or passes away. This is a stepping stone for the family while they recover from the mental and financial burden of losing somebody close to them forever, or having them bedridden. Life insurance policies are straws for your loved ones to grasp at before they can look for other sources of income after your illness or demise.

With high customizability and personalizations being offered by a lot of insurers, life insurance plans can be painted in any color you like. Worried about the near future? There is a plan for it. Worried about the long-term? There is a policy for that. Whatever situation you may think of, there is always a life insurance protection plan for it.

The importance of life insurance is being downplayed by a lot of people, only for them to realize later that it could have been useful for them, had they seen the situation coming. And that is why it is advisable for you to get your life insurance policy today.