

The New York Life Foundation Grief Survey

For most Americans, procrastination prevails over end-of-life planning.



According to the New York Life Foundation's new national survey* on bereavement, many Americans are avoiding taking much-needed steps towards end-of-life preparation. The survey shows that a large proportion of Americans have put off purchasing life insurance, preparing a will, establishing a healthcare directive, or even discussing last wishes with their family members.

PREPARATION

Few Americans have taken concrete steps to prepare for their death, including:



Purchasing life insurance

43%



Preparing a will

33%



Discussing last wishes with family members

43%



Establishing a health care directive

17%



Preparing or revising a financial plan

13%

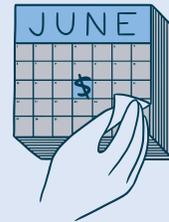


Designating guardians for their children

10%

DELAY TACTICS

It's easy to put off end-of-life planning:



68%

of Americans say that planning now in the event of their death is a good idea but they just haven't done it

DELIBERATE PLANNING

Experiencing loss firsthand can lead to more deliberate planning:



Among those who lost a parent growing up

69%

agree that losing a parent made them more aware of the importance of protecting their family's finances

*The New York Life Foundation's 2017 Bereavement Survey, the latest in the Foundation's series of polling initiatives on grieving children and their families, was conducted by Pollara Strategic Insights from September 11-24, 2017. The survey polled 1,004 Americans (with a margin of error of $\pm 3.1\%$, 19 times out of 20) and 587 Millennials/Gen Xers who had lost a parent before age 20 (with a margin of error of $\pm 4.0\%$, 19 times out of 20).

153509.012018 SMRU1763800(Exp.01.31.20)

