



At LV=, we believe that protecting income underpins financial resilience and wellbeing, and we're committed to helping you understand the opportunity to reach more clients with valuable Income Protection.

How protected are your clients?

A good proportion of the working population don't have income protection in place. This highlights an opportunity for you to have more conversations with your clients.

Our research¹ shows that...

- 50% of workers say they would feel more financially resilient if they had insurance that would cover their monthly outgoings if they can't work.
- 73% of UK adults do not hold an income protection policy, but 1 in 4 would like to have it.
- The average working person is supporting 3 people with their income.

[Download our Insights Infographic](#)

Show your clients the need for Income Protection

Being off work for two months or more due to illness or injury is one of the biggest financial risks for your client. And without the right protection, the impact can be devastating. They could be left without enough money to get by or maintain the home and lifestyle your client has worked so hard for.

Our Risk Reality Calculator helps you highlight the need for income protection when engaging with your clients.

[Try our Risk Reality Calculator](#)

If you'd like to learn more about [LV= Income Protection](#), contact your [LV= account manager](#).

¹Survey of 2,720 nationally representative UK workers conducted for LV= by Opinionium between 15 – 25 October 2024