

Wow! Life's Changed in 65 Years

How much has life changed for a 65-year-old in the last 65 years? A lot! See for yourself...

More of You

65 years ago, just **15 million** Americans were age 65 or older. Now there are **55 million** of you. Up from 9% to 17% of the U.S.!

15 MILLION

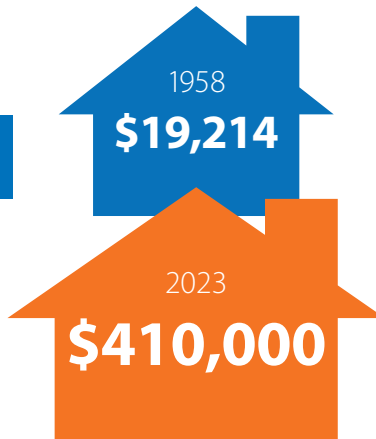
55 MILLION

Higher Income

Median household income went up from **\$2,666** to **\$47,620** in 65 years. Wow!

Pricier Pads

Today's 65-year-old pays a whole lot more for a house to come home to. The median price is **20 times** more!



New Celebs

In 1958, well-known folks who turned 65 were **Mae West** and **Jimmy Durante**. Today's 65-year-old celebrities include **Madonna, Jamie Lee Curtis, Ellen DeGeneres** and **Kevin Bacon**. Even **Barbie™** turned 65!



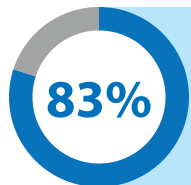
Different Drives

Cars evolved from fins and flat-tops to technology driven self-driving machines!



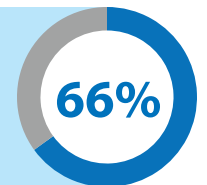
Plus Gas Pains

Motorists pay more at the pump. From **\$0.31** a gallon 65 years ago to **\$3.82** or more today. Ouch!



One Thing Hasn't Changed: The Need for Retirement Income

83% of Americans believe guaranteed income in retirement is important. But only 66% know annuities offer it! Now YOU know. So when you're near age 65, contact us to see how we can change your life in retirement.



Issuers: Integrity Life Insurance Company | National Integrity Life Insurance Company | Western-Southern Life Assurance Company

Western & Southern: Our Strength. Your Future.

**Financial
Strength**

**1888
Heritage**

Built on a heritage dating to 1888, Western & Southern Financial Group (Western & Southern) today stands strong. As a dynamic family of diversified financial services providers, Western & Southern has demonstrated resolve and resiliency throughout challenging economic cycles. Our financial strength continues to be the cornerstone of our success. We are proud of our strong industry ratings, which you can check at WSFinancialPartners.com/ratings. Western & Southern remains committed to helping safeguard your future well-being with our strength, stability and full range of risk management financial solutions.

WSFinancialPartners.com

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