THE HARTFORD

PERSONALIZED PAYCHECK PROTECTION

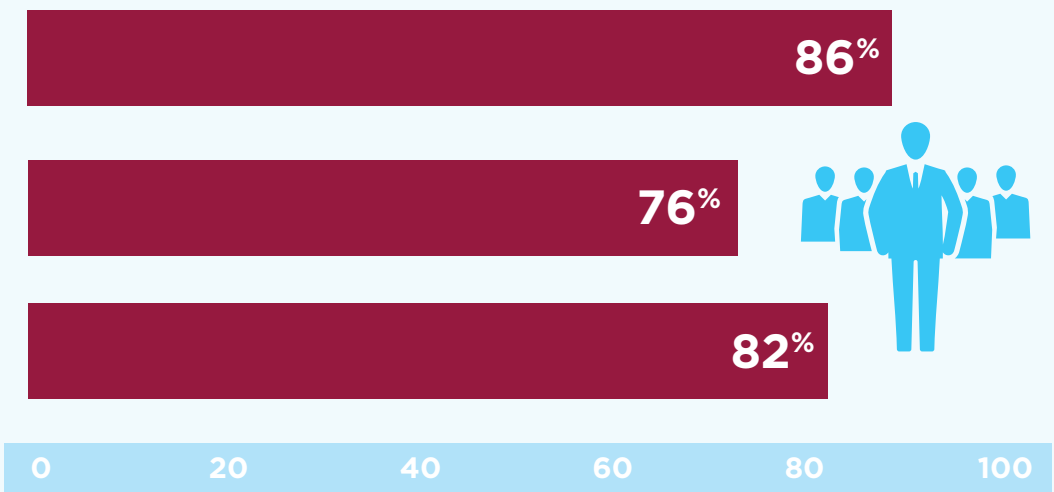
The Hartford's Group Benefits team continually conducts research to better understand the benefit behaviors and attitudes of full-time workers over the age of 18. Our research includes a survey, which was conducted online in December 2012 by TNS Omnibus among a national sample of 1,456 full-time U.S. workers over the age of 18.

CUSTOMIZATION IS KING

86% of consumers say it's important to be able to customize all their benefits to fit their individual lifestyle.

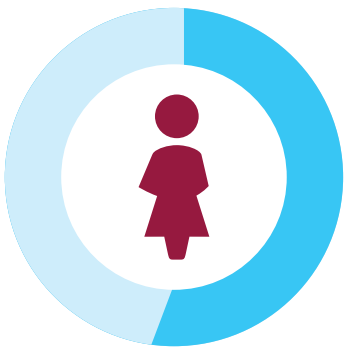
76% of consumers say it's important for them to design their own disability insurance at work instead of a one-size-fits-all coverage chosen by their employer.

82% of consumers say they would likely sign up for a disability plan that allows them to choose the amount of money they'd receive each week.



DESIGNING WOMEN

Women are slightly more likely than men to feel it is extremely or very important to be able to customize benefit choices to fit their lifestyle.



56%
OF WOMEN AGREE

50%
OF MEN AGREE

THE GREAT DIVIDE

AMERICANS IN THEIR 40s
are more likely than those over the age of 60 to want to customize benefits to fit their lifestyle.

MILLENNIALS (under 30 years old)
are more likely than their older counterparts combined to feel it is extremely or very important to be able to design their own disability plan.

THOSE WHO HAVEN'T REACHED THE HALF-CENTURY MARK
are more likely to sign up for a disability benefit that allows them to choose their weekly payment.