

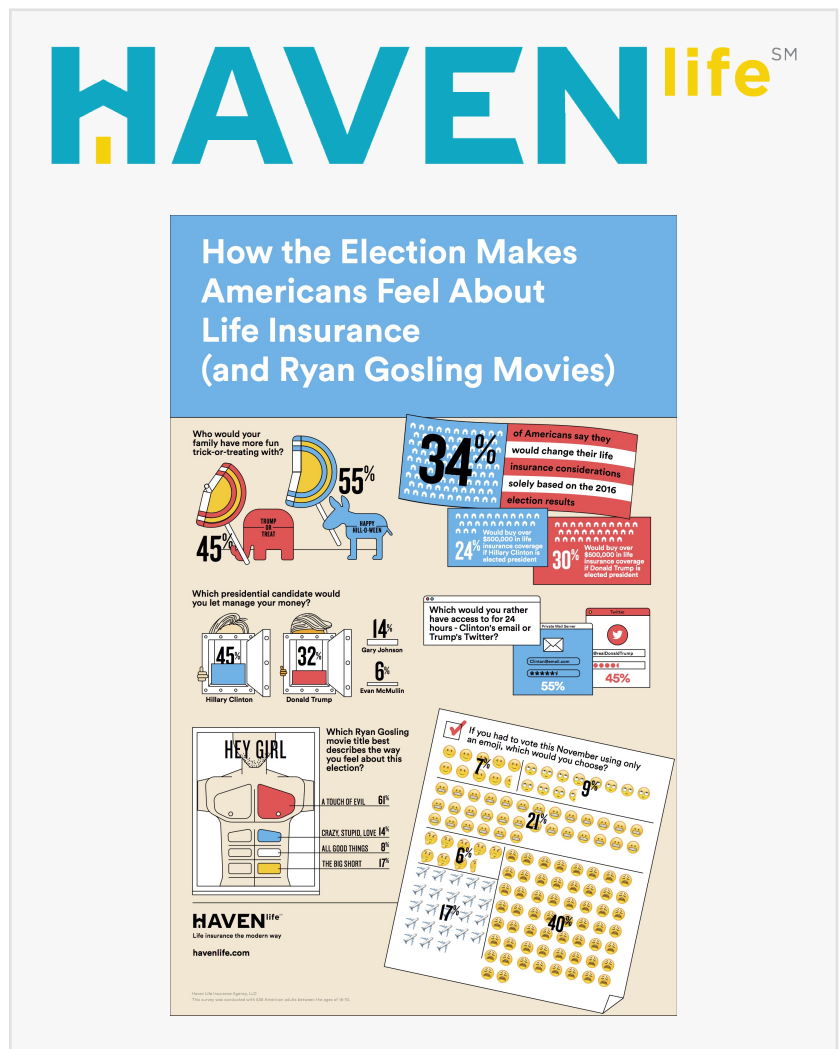
Haven Life Announces Optimistic Life Insurance Sales Year Thanks to Presidential Election

Life insurance innovator, Haven Life, uncovered how the 2016 presidential election has impacted views on Halloween, Ryan Gosling movies and life insurance.

NEW YORK, NEW YORK, UNITED STATES, October 31, 2016 /EINPresswire.com/ -- [Haven Life](http://HavenLife.com/) is delighted to announce that based on recent research, they're feeling pretty optimistic about industry-wide life insurance sales in 2017. And they'd like to thank Hillary Clinton and Donald Trump.

Using a recent survey of 538 (yes, like the electoral college) Americans between the ages of 18-70, the Haven Life team was able to determine how people's attitudes have shifted in regards to the need for life insurance solely based on the presidential election.

Haven Life also uncovered the candidate Americans would rather trick-or-treat with, let manage their money, and how they would vote if they had to use only emojis.



“This presidential election has been... something,” said John Latona, head of marketing at Haven Life. “The wall-to-wall media coverage of Secretary Clinton’s nap schedule and Donald Trump’s lawsuit tally didn’t satisfy our curiosity about how Americans really feel about this election. We concluded that if we wanted answers, we had to conduct our own survey with questions that really do matter in our lives. So we did.”

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John Latona, Head of Marketing

- Among the most eye-opening results:
- Respectively, 24% and 30% of Americans would buy more than \$500,000 in life insurance coverage if Clinton or Trump is elected president.
 - 55% would prefer to take Clinton trick-or-treating with their

family versus Trump.

- 61% say “A Touch of Evil” is the perfect Ryan Gosling movie title to explain this election.

You can view the [full results here](#).

ABOUT HAVEN LIFE

Haven Life offers the only high quality and affordable term life insurance policy that can be purchased entirely online without a medical exam. We're transforming the typically time-consuming and confusing process of buying life insurance into one that's easier, faster and just plain better.

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