

6 Facts About Life Insurance

Most people believe

life insurance is as much as 3 times more expensive than it is¹



Four in ten,

100 million Americans, have no life insurance¹



Only **37%** of
working single mothers
own individual life insurance³



29% of people say

within 1 month

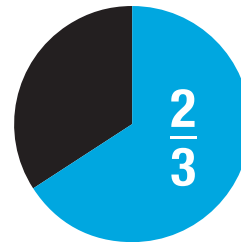
they would feel the financial impact
of the death of the primary wage earner¹



The **average amount** of life
insurance coverage for American adults is



\$167,000⁴



Two thirds of Americans
believe life insurance brings
peace of mind²

- 1 2015 Insurance Barometer Study LIMRA / LIFE HAPPENS
- 2 Facts from LIMRA Life Insurance Awareness Month, September 2012
- 3 Single Mother and their Families at Risk, LIMRA 2011
- 4 Facts from LIMRA Life Insurance Awareness Month, September 2013

Life insurance issued by Protective Life Insurance Company. A life insurance policy is intended to pay a death benefit amount at the death of the insured. The above options are a few ways in which a death benefit could be used. SM.1174.08.15


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