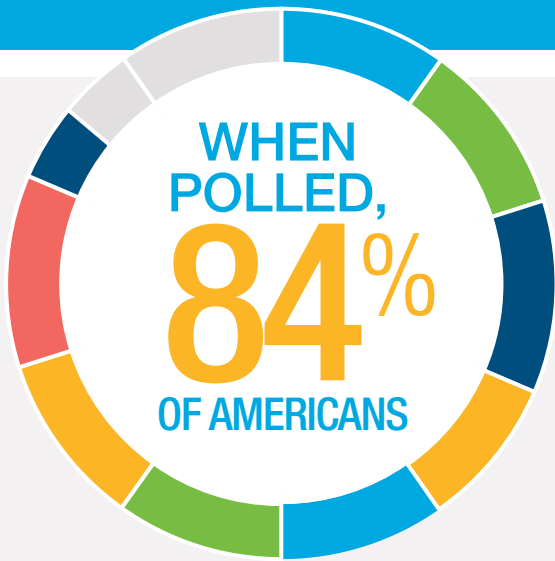
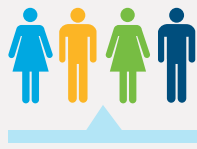


Life Insurance Numbers to Know



said that most people need life insurance.¹



HOWEVER
4 in 10

Americans do not own any type of life insurance.¹

THIS IS BECAUSE

EIGHTY

PERCENT OF CONSUMERS

MISCALCULATE the price of term life insurance.³

Millennials

misjudge
policy cost by
213%.³

Gen-Xers

overestimate
policy cost by
119%.³

DID YOU KNOW?

A 35-year-old female can buy coverage for only **\$10***/month.

Protective® Classic Choice Term, \$100,000 Face Amount, 20-Year Guarantee, Preferred Non-Tobacco

*As of August 2017. Subject to underwriting.



What else
can you buy
with \$10?



fast-casual
lunch⁸



2
cups of
gourmet coffee¹⁰



GYM
1
all day
gym pass⁹



2.5
gallons of
milk⁷



1
movie
ticket⁷



4
gallons
of gas⁷

Isn't protecting your loved ones so much more valuable?



¹ LIMRA and LIFE Foundation 2017 Barometer Study

² LIMRA's Facts About Life (2015)

³ <http://www.lifehappens.org/press-releases/2015-insurance-barometer-study-finds-americans-continue-to-overestimate-cost-of-life-insurance/>

⁴ 2015 Insurance Barometer Study

⁵ LIMRA's Facts about Group Life (2015)

⁶ 2014 Facts from LIMRA, LIAM September 2014

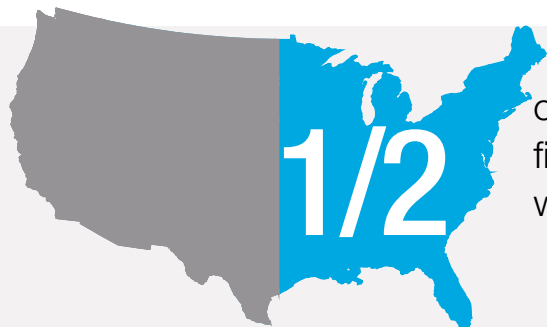
⁷ www.thepeoplehistory.com/pricebasket.html

⁸ <http://time.com/money/4419283/expense-report-meals-panera/>

⁹ <http://www.cheatsheet.com/money-career/why-a-gym-membership-is-usually-a-bad-investment.html/>

¹⁰ <http://www.thefiscaltimes.com/2016/07/12/Why-Your-Cup-Coffee-Will-Soon-Cost-More>

NOW, consider the cost of not having life insurance...



of Americans report that they would feel a financial strain within one year of the primary wage earner's death.²

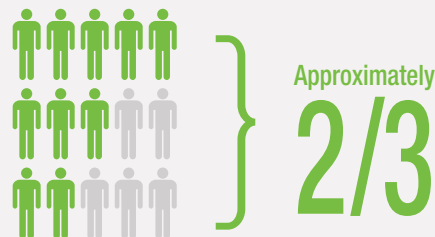
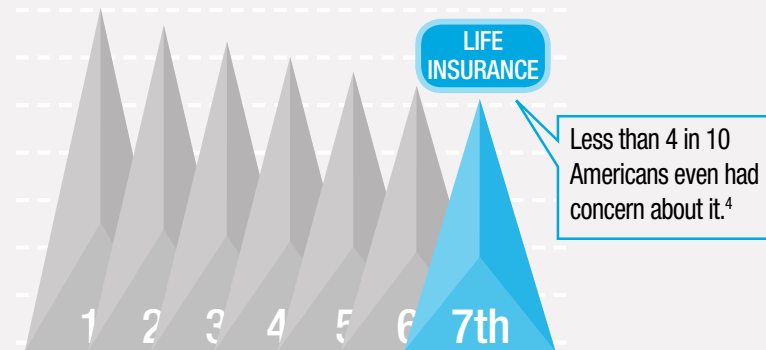
60%



of U.S. workers report that a loss of employer-based life insurance would create an undesirable financial impact on them and their families.⁵

Even knowing this, 56% of Americans said it is unlikely that they will purchase life insurance within the next year.⁴

In fact, when asked to evaluate financial concerns, the need for life insurance ranked 7th in financial priority.⁴



of the U.S. population are more worried about saving for retirement than dying and creating a financial burden for their loved ones.⁴



40% of Americans begin shopping for life insurance due to life events.⁶

THE BOTTOM LINE –

It's always a good time to consider life insurance.

Life insurance products are issued by Protective Life Insurance Company, Birmingham, AL. Policy form numbers, product features and availability may vary by state. Consult policy for benefits, riders, limitations and exclusions. Subject to underwriting. Up to a two-year contestable and suicide period. Benefits adjusted for misstatements of age or sex. In Montana, unisex rates apply.