

# LIFE INSURANCE • A BIG EXPENSE?



More than **7 out of 10** people believe they know life insurance fairly well.



**Let's put that to the test!**

When people were asked to estimate what a healthy 30 year old would pay for \$250,000 of life insurance, they guessed more than twice the actual cost of \$160 a year.

**\$250,000**  
LIFE INSURANCE

Rate locked in for 20 years.



*The Guess*

**\$400**  
a year?

*Actual*

**\$160**  
a year

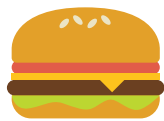


**Or about \$13 a month**

[www.lifehappens.org/barometer](http://www.lifehappens.org/barometer)

...which compared to these common routine purchases

**Lunch Out<sup>1</sup>**



**\$11.00**

**Child's Movie Ticket<sup>2</sup>**



**\$10.69**

**Pizza<sup>3</sup>**



**\$13.21**

...makes it clear

**Life Insurance**

**Is a great value for the important protection it provides your loved ones**



For more information visit  
[www.aig.com](http://www.aig.com)

#### SOURCES

All data is from the 2015 Insurance Barometer Study by LIMRA, unless otherwise noted.  
Life insurance costs: [limra.com](http://limra.com), 2015 Insurance Barometer Study

<sup>1</sup> <http://www.usatoday.com/story/money/personalfinance/2015/11/11/lunch-saving-budget-dine-out/75170170/11/11/15>

<sup>2</sup> <http://www.movietheaterprices.com/amc-ticket-prices>, 10/30/15

<sup>3</sup> [Parade.com](http://Parade.com), The National Pizza Index: What's the Average Price of an American Pie? 3/14

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