

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.

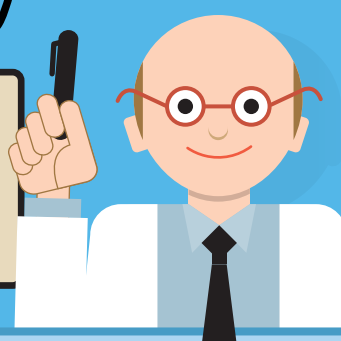


The Guess

\$400
a year?

Actual

\$160
a year



Or about \$13 a month

www.lifehappens.org/barometer

...which compared to these common routine purchases

Lunch Out¹



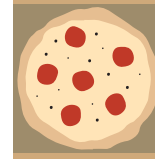
\$11.00

Child's Movie Ticket²



\$10.69

Pizza³



\$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

SOURCES

All data is from the 2015 Insurance Barometer Study by LIMRA, unless otherwise noted.

Life insurance costs: limra.com, 2015 Insurance Barometer Study

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

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

³ Parade.com, The National Pizza Index: What's the Average Price of an American Pie? 3/14

Policies issued by American General Life Insurance Company (all states except NY), The United States Life Insurance Company in the City of New York (all states), and National Union Fire Insurance Company of Pittsburgh, Pa. (all states). Each issuing company is responsible for the financial obligations of insurance contracts and is a member of American International Group, Inc. (AIG). Issuing may not be available in all states and product features may vary by state. Guarantees are backed by the claims-paying ability of the issuing insurance company.

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