

5 facts about life insurance

1 in 3 people

say they do not have enough life insurance¹



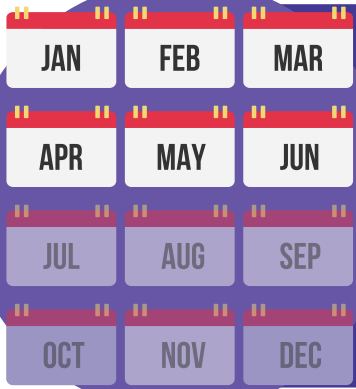
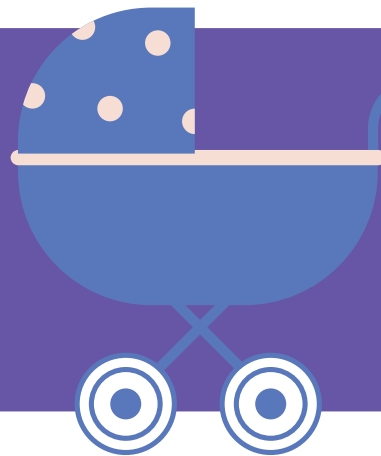
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Half of the population estimates the cost of life insurance at more than three times the actual cost.



40%

of insured people wish they had purchased their policies at a younger age¹



If the primary wage earner passes away, **44% of consumers** surveyed reported that they would **feel a financial impact within six months** and 28% within one month.¹

Top 3 reasons people buy life insurance:²



39% Replace income



18% Pay off mortgage



18% Transfer wealth

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About Protective Life Insurance Company

Founded in 1907, Protective Life Corporation (Protective) is on a mission to help more people achieve protection and security in their lives. Across its life insurance, annuity and asset protection solutions, the Company helps more than 12 million people protect what matters most. Protective's more than 3,500 employees put people first and deliver on the Company's promises to customers, partners, colleagues and communities — because we're all protectors.

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Sources:
¹https://s3.amazonaws.com/external_clips/attachments/3666874/original/2020_InsuranceBarometerStudy.pdf? 1608570795
²https://s3.amazonaws.com/external_clips/attachments/3666875/original/2020_Life-in-Life-Stages.pdf? 1608570811

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