

Irish people and claims

Irish people believe only **51%** of life insurance claims overall are paid, yet we paid **95%** of our Life Insurance and Specified Illness cover claims in 2017. We've uncovered some interesting insights ... *here's what's been said.*



*Irish Life is number 1 based on market share 2017. Trust in claims - Coyne Research 2017, Brand preferred versus our nearest competitor - Red C 2017, 91% Satisfaction for protection new business 2017.

Expected cost OF LIFE INSURANCE - DOUBLE THE REAL COST

Irish Adults aged 24 – 44 expect to pay **€32 A MONTH** for €100,000 Life Insurance plan...

COVER AMOUNT	TERM	AGE	PRICE
€100,000 Term Life Insurance	20 years	39	€15 a month for a non-smoker in good health.



Use of LIFE INSURANCE LUMP SUM



Perceptions ON CLAIMS PAID IS VERY LOW

People think only **51%** of life insurance claims overall are paid.

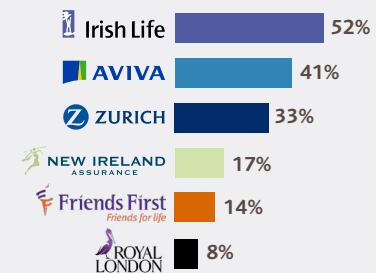


In reality, the figure is a lot higher:

95% of Life and Specified Illness cover claims paid in 2017.

Most trusted TO PAY CLAIMS

OVER **HALF** of Irish adults say they trust Irish Life more than competitors to pay claims



Find out more about protecting your family visit irishlife.ie today



Source of research: Coyne Research December 2017 based on 1,000 adults. Irish Life Assurance plc is regulated by the Central Bank of Ireland.