



Accessible life cover

INSURANCE

PEOPLE aged between 30 and 45 believe the biggest barrier to life insurance is cost.

Almost three in every five adults believe they can't afford life insurance – but **research** has shown that there are vast misconceptions in this area.

Declan O'Neill, protection product manager at **Irish Life**, said the average cost of family protection is just €15 a month for €125,000 worth of Term Life Insurance cover for 20 years.

"Yet people in our **survey** thought the price would be €34 a month for cover of this level – more than double the real price," he said. The findings were published today to coincide with the launch of a new **Irish Life** information campaign that highlights how life insurance is more affordable than people think.