Ireland Under-covered

Our research on Life Insurance coverage levels in Ireland unveiled some interesting findings.

Take a look below to see for yourself.

57% of adults have some form of Life Insurance policy

43% have NONE



64%

of those aged 30-45 have Life Insurance policies

= 36%

have none in that age category









1 in 4 state their household would struggle financially in the event that something would happen to them = so thats

25%

So why will they not take out an insurance plan then?

Because:



They think it's expensive

(especially the guys ages 30-45)

- An increased number claim to not being able to afford life cover versus 2011 (+4%).



Over 1 in 3 claim they would need to pay over €50 per month for €100k of cover, that's approx. 339 and they are mainly females

And when would they buy life insurance?



When buying a first home and expecting children. Nearly 1 in 2 (50%) of those aged 30-45 feel buying a house is the most likely time for taking out life insurance.





Samples derived from an online survey on 1000 adults aged 16 years +, conducted by Coyne research (January 2013) on behalf of Irish Life.

Irish Life Assurance plc is regulated by the Central Bank of Ireland.

