



The Facts Of Life

Life Insurance Trends

“The wealth market and the demand for independent advice are transforming the life insurance industry Customers may want to do research and comparison shopping on the Internet, but most prefer to talk with a human being to complete a sale or to obtain advice.”

(Source: *Best Review/Preview*, January 2001.)

Given the Alternative, 85 Is Good!

Life expectancy in the United States will probably not hit 100 for another five centuries, researchers at the University of Illinois at Chicago say. They concluded that without a widely available biomedical breakthrough that modifies the aging process, 85 is likely to be the upper limit. For babies born in the United States today, girls have an average life expectancy of 79 years and boys average 72.

(Source: *Bloomberg News*. Feb. 9, 2001)

Mortality Rate Higher for Men

According to a new study of gender mortality, men die earlier because of biology and lifestyle. “Why Men Die Younger,” a study published in February 2001 by the Society of Actuaries, concludes that the hormone testosterone “plays havoc biologically and behaviorally with men’s bodies,” leading to diseases and risk-taking behavior that are more common among men than women.

(Source: *insure.com*. Feb. 9, 2001)

46% Of Americans Will Chose Cremation

According to a recent national survey, 46% of Americans plan to choose cremation rather than burial for themselves or their loved ones. The survey also showed that

one-fourth of all American adults have prearranged at least some of the details of their own funeral or burial.... and 40% say they are likely to do so within the next five years. (Source: “A Study Of American Attitudes Toward Ritualization And Memorialization”.)

Everyone Needs Life Insurance!

In the U.S., two-income families are the norm. A home mortgage and two car payments are frequently the major expenses in many households. Married couples need life insurance to cover existing and anticipated debts and financial obligations in case one of them dies. If a spouse dies tomorrow, the death benefit from the life insurance policy would go toward paying off the mortgage on the family home or sending kids to college.

What’s The Real Bottom Line?

Funerals rank among the most expensive purchases many consumers will ever make. According to *Funerals: A Consumer Guide*, a traditional funeral, including a casket and vault, costs about \$6,000. “Extras” like flowers, obituary notices, acknowledgment cards or limousines can add thousands of dollars. Many funerals run well over \$10,000.