

# Smokers Need Life Insurance Too

While smoking is on the decline, an estimated 36.5 million adults in the United States currently smoke cigarettes<sup>1</sup>. Life insurance coverage is typically more expensive for tobacco users, but that's no reason to delay buying protection.



## Recent Quitter

Amy just celebrated her 25th birthday and recently married her best friend, Dave. They bought a house together and want to start a family. Amy has been a light smoker since college, but she quit a few months ago, wanting to be as healthy as possible before having a baby. She can buy an affordable, 20-year term policy, with a \$100,000 of coverage, for just over \$16 per month. That's a lot less than her monthly cell phone bill. Amy can buy her policy now with Preferred Tobacco rates, and after one year of no tobacco use, she could qualify for Standard Plus Non-tobacco rates—saving her even more money.

## E-Cigarette Smoker

Todd and Lisa are both 30 with two children. Lisa already has life insurance, but wants Todd to buy a policy so she and the kids are protected financially in the event of his death. Todd has been smoking e-cigarettes for a few years, and Lisa isn't sure they can afford coverage on him until he quits smoking, although he is otherwise healthy. Todd finds out he can afford a 15-year term policy, with \$500,000 of coverage, for a little over \$61 per month. That's less than a monthly internet bill for Todd and Lisa to have peace-of-mind.

## Cigarette Smoker

John and Sara are both 45, have focused on their careers, and enjoy fostering dogs. John has group life insurance through his work and has a term life insurance policy that is about to expire in two years. He knows he needs to buy another policy to last until his retirement at age 65. John still has good health, but wants to quit smoking for good in the next few years. In the meantime, John could qualify for a 20-year term policy, with \$100,000 of coverage for just under \$51 per month. That's less than their monthly dog food bill.

  
Check out these examples to give you an idea of the cost of term life insurance.

  
**35%** of people wish their spouse or partner would purchase life insurance coverage.<sup>2</sup>  
Stop wishing; just do it.

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<sup>1</sup>Cigarette smoker statistics from year 2015. Source: CDC report updated 12.01.16 "Current Cigarette Smoking Among Adults in the US."  
<sup>2</sup>Statistic from 2016 Insurance Barometer Study; LIMRA and Life Happens.

### Monthly Cost for 20-Year Term Coverage - \$100,000 Death Benefit

Gender & Rate Class	Age 25	Age 30	Age 35	Age 40	Age 45	Age 50
M - Preferred Tobacco	\$19.60	\$21.35	\$26.77	\$34.91	\$50.66	\$74.81
M - Standard Tobacco	\$26.86	\$29.31	\$33.77	\$47.16	\$69.65	\$100.01
F - Preferred Tobacco	\$16.01	\$18.11	\$23.19	\$29.49	\$43.22	\$59.50
F - Standard Tobacco	\$20.39	\$23.10	\$28.09	\$34.91	\$54.51	\$76.47

### Monthly Cost for 15-Year Term Coverage - \$500,000 Death Benefit

Gender & Rate Class	Age 25	Age 30	Age 35	Age 40	Age 45	Age 50
M - Preferred Tobacco	\$55.47	\$60.81	\$70.44	\$102.29	\$157.94	\$239.75
M - Standard Tobacco	\$77.87	\$81.37	\$94.50	\$137.72	\$219.62	\$331.97
F - Preferred Tobacco	\$44.62	\$48.56	\$55.56	\$81.81	\$126.87	\$187.16
F - Standard Tobacco	\$58.19	\$62.12	\$77.44	\$106.31	\$166.25	\$246.31