

Region

% of purchases
£ Average monthly premium

Scotland
9.60% | £16.57

North East
4.69% | £16.47

North West
10.78% | £17.01

Yorkshire And The Humber
8.55% | £15.72

Northern Ireland
1.71% | £14.37

East Midlands
7.34% | £18.18

West Midlands
8.55% | £17.11

Wales
4.23% | £17.37

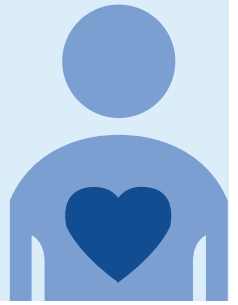
East Anglia
8.87% | £18.15

South East
12.53% | £20.91

Greater London
5.40% | £20.22

South West
7.90% | £18.05

Life Snapshot



Age

Age	Average monthly premium
16 - 24	£10.78
25 - 34	£14.92
35 - 44	£20.21
45 - 54	£23.51
55 - 64	£27.46
65+	£21.94

Lifestage

% of purchases

Average monthly premium

Young Dependant } 1.95%
£13.30

Young Independent } 21.58%
£12.74

Family Living } 32.73%
£18.54

Mature Independent } 42.13%
£19.97

Retired } 1.60%
£20.49

Cover term (years) | Average monthly premium

5-10 | £17.81

11-15 | £22.58

16-20 | £20.02

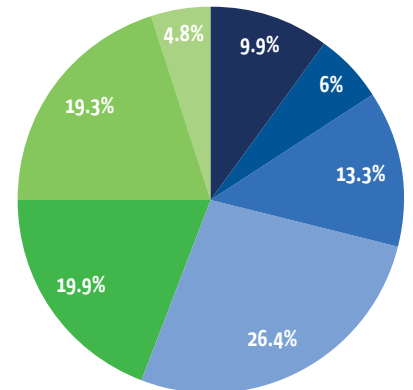
21-25 | £17.63

26-30 | £18.41

31-40 | £16.64

41-50 | £11.92

% of purchases



Cover Amount

Cover amount (£) | Average monthly premium

10,000-19,999 | £8.36

20,000-49,999 | £11.84

50,000-99,999 | £14.49

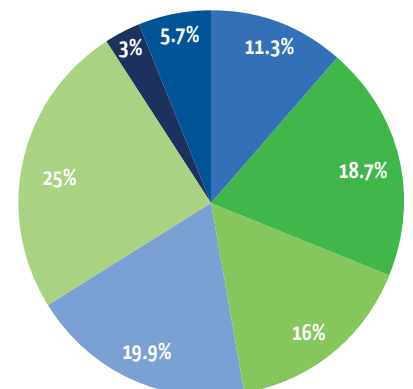
100,000-149,999 | £15.38

150,000-199,999 | £17.46

200,000-249,999 | £18.41

250,000+ | £23.99

% of purchases



Cover Type

Level term

68.36%

Average monthly premium **£17.67**

Mortgage protection

31.58%

Average monthly premium **£18.50**

Based on data from [comparethemarket.com](https://www.comparethemarket.com) between Sept 2019 - Nov 2019



comparethemarket™