

# Confused.com Reveals That 1 in 3 'Worth More Dead Than Alive'



Released on: October 30, 2012, 2:26 pm

Author: [Confused.com](http://Confused.com)

Industry: [Financial](#)

UK, October 30, 2012, 2:26 pm -- [/EPR NETWORK/](#) -- 1 in 3 people in the UK (34%) say they are 'worth more dead than alive' according to new research by Confused.com, but 40% of people in the new study say that they have dependents who could not pay the bills if they died, and nearly 60% do not have life insurance.

A new, short zombie film made by Confused.com hammers home the message that once people are gone, it's too late to think about life insurance, which is sad for the poor zombie who is patiently waiting at home for a financial adviser.

However, nearly 60% of the UK (59%) told Confused.com that they do not have a life insurance policy, despite the fact that 64% do have a mortgage which they have not yet paid off.

Insurers in the UK pay out £37 million every day to help dependents cope with the death of loved ones, according to the Association of British Insurers (ABI) but despite this, more than 1 in 10 people surveyed (11%) admitted that their loved ones would be without a home if they died. This strongly suggests that many may not protect their families through [life insurance](#) or savings.

30% of couples have a joint mortgage, while 57% have a joint bank account. This could mean they'd have to take on joint debt on their own if their partner died without life insurance.

Matt Lloyd, Head of Life Insurance at Confused.com explained: "A debt such as a mortgage should ideally be backed up with life insurance so that it can be paid off in part or in full if one of the mortgage holders

should die. The loss of a loved one is a stressful time without having to worry about not being able to afford the mortgage bills."

ENDS

### **About Confused.com**

Confused.com was the UK's first price comparison site for car insurance. Confused.com is one of the UK's biggest and most popular price comparison services. Launched in 2002, it generates over one million quotes per month. It has expanded its range of comparison products over the last couple of years to include [landlord insurance](#), [life insurance over 50](#) and [car insurance for new drivers](#).

Confused.com is not a supplier, insurance company or broker. It provides an objective and unbiased comparison service. By using cutting-edge technology, it has developed a series of intelligent web-based solutions that evaluate a number of risk factors to help customers with their decision-making, subsequently finding them great deals on a wide-range of insurance products, financial services, utilities and more. Confused.com's service is based on the most up-to-date information provided by UK suppliers and industry regulators.

Confused.com is owned by the Admiral Group plc. Admiral listed on the London Stock Exchange in September 2004. Confused.com is regulated by the FSA.

PR Contact:  
Sarah Wenham  
Confused.com Press Office  
Friary House  
Greyfriars Road  
Cardiff  
CF10 3AE  
02920 434275  
[www.confused.com](http://www.confused.com)

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)