

Why do Americans own life insurance?

The **TOP FIVE REASONS** Americans give for owning life insurance are:

60%

Cover burial and final expenses

42%

Transfer wealth or leave an inheritance

26%

Help replace lost wages/income of a wage earner

20%

Pay off the mortgage

19%

Supplement retirement income

More than **HALF** of consumers say their loved ones would turn to the proceeds of their life insurance policy to pay basic living expenses should the primary wage earner die unexpectedly.

What prevents people from owning life insurance?

The two primary explanations that Americans give for not owning life insurance are that they **think it is too expensive**, and they have **other financial priorities**.

Those financial priorities include paying living expenses, building savings, managing debt, and/or saving for retirement.

Almost a quarter of Americans say they haven't purchased life insurance because they don't know how much they need or what type to buy.

Just **29%** of consumers believe they are knowledgeable about life insurance.

One in 10 Americans believe they  would not qualify for insurance.

Nearly a quarter of Gen Z adults (23%) say that they don't buy life insurance because they haven't been approached by a life insurance agent.

Reaching consumers

Sixty-two percent of Americans say they use social media when seeking information on financial or insurance products.

Younger generations rely on social media more to get their financial knowledge.

Eighty percent of Gen Z and Millennial consumers say they consult social media to learn about financial concepts and products.

Financial professionals provide welcome support to people shopping for life insurance. **Forty percent** of consumers say they would engage a financial professional early on in the process — when initially thinking about life insurance or before they had determined what to buy or how much.

A majority of consumers (**52%**) say they are somewhat or very likely to buy a policy issued by using accelerated underwriting.

Seventy percent of consumers either have or are looking for a financial professional to help them with their finances.

How technology is changing the game



NEARLY HALF of Americans continue to want to work with a financial professional when purchasing life insurance, however advances in technology are playing a role in the buying process.

A majority of consumers (**51%**) say they are at least somewhat likely to use an artificial intelligence (AI) tool, like Copilot, Gemini or ChatGPT, to gain a better understanding about which life insurance products are available and best for their needs. Millennials are most likely to use AI tools, with **61%** saying they would use these tools to research life insurance.

Most Americans are using the internet when shopping for life insurance. In 2025, **92%** of consumers researched life insurance online, compared with just **71%** in 2015.

A quarter of Americans (**25%**) say they would research and purchase life insurance online. Surprisingly, Gen Z adults are the least likely to rely solely on the internet to buy life insurance.

More than half of consumers indicate they would be more interested in purchasing life insurance that was issued using accelerated underwriting. Men, Millennials and Black Americans more likely to select this option.

Younger adults increasingly turn to social media to gather life insurance information



MORE THAN 6 IN 10 younger adults (Gen Z adults and Millennials) say they trust social media influencers to receive information about insurance products and information. Three quarters say they would trust a social media influencer who worked in the insurance industry.

Nearly half of younger adults (**45%**) follow a financial advisor on social media to get information; more than a third follow an insurance company.

More than half of younger adults say it is very or extremely important to be able to stay in touch with their financial professional through social media.



More than 6 in 10 younger adults say they would pursue advertising, direct messaging, or posts on social media that are selling life insurance.

All facts are from several of LIMRA's consumer studies.
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