



Life insurance by the numbers

52%



report owning life insurance in 2021—down from 63% in 2011

The amount of protected families has fallen in the last decade.

6%



of kids lose a parent by age 18 *

COVID-19 made more of us think about life insurance ...

... but some people still think life insurance is only for the healthy and wealthy

6 in 10



say COVID heightened their awareness of the value of life insurance.

42%



of people who tested positive for COVID-19 say they're likely to get a policy

More than half



of Americans overestimate the cost of life insurance by 3x

The three top reasons American buy life insurance?



83% cover final expenses



68% replace lost income



63% leave an inheritance

Get your no-obligation quote in seconds