Who owns life insurance?*

54% of Americans own some sort of life insurance (individual or group), which is 1% higher than 2010.

Men continue to be more likely to own life insurance.

62% of men own life insurance, compared with 56% of women.

The majority of millennials own life insurance, which is considerably higher than 2010 (54% vs. 47%).

71% of husbands own life insurance.

63% of wives own life insurance.

Insurance And Annuity Products: Not A Deposit · Not FDIC Insured · Not Insured By Any Federal Government Agency Or NCUA/NCUSIF · Not Guaranteed By Any Bank Or Credit Union · May Go Down In Value · Not A Condition Of Any Banking Activity

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*2017 Facts About Life 2017

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