

Gen Z and Life Insurance



There are nearly **50 million Generation Z adults in the U.S.** This is considered the most educated, diverse generation in history.



Today, **42%** of **Gen Z** adults (ages 18–27) say they have life insurance coverage.

Nearly half — **46%** — say they don't have enough life insurance coverage.



“Definitely the death of someone near to me would trigger research. Perhaps my parents or others around me talking about it more would get me curious as well.”

—Jaela, non-owner, age 24

“I would feel the need to purchase life insurance if I become a parent or get married. At that point, others will be relying on me so I would feel responsible to get life insurance.”

—Keiana, non-owner, age 26

Why Do They Own?

42%

Cover burial costs/final expenses

38%

Employer provides it

36%

Leave inheritance/transfer wealth

Why Don't They Buy?

37%

Other financial priorities

36%

Think it's too expensive

27%

I don't know what/how much to buy

“Social media plays a role in decision-making about the benefits and cons of life insurance policies. You can get real-life reviews in feedback from individuals that are from different lifestyles and backgrounds.”

—Imanii, owner, age 25

“Focusing on educating and not selling. If you offer a great service, then the service will sell itself.”

—Brian, non-owner, age 24

Unlike other generations, **Gen Z adults are more worried about meeting their day-to-day financial obligations and aren't as focused on future financial security**

Percent of Gen Z who are very/extremely concerned

43%

Job security/maintaining steady income

41%

Saving for an emergency fund

39%

Being able to support myself if I should become injured or disabled

38%

Paying monthly bills

36%

Paying mortgage/rent

Gen Z adults turn to social media first for financial information

84% say they use social media to get information and recommendations on financial products like life insurance.

Most prominently, Gen Z adults turn to YouTube, TikTok, and Instagram.



87% of Gen Z listen to at least one podcast a month focusing on financial matters or insurance planning.

Gen Z adults look to the experts on social media: **46%** follow financial advisors and **33%** follow insurance companies, but influencers do have sway — **32%** follow financial influencers.

What are they looking for?

60%

Reliable information

Other people's reviews/comments

54%

53%

Connection with financial professional

Recommendations from family

48%

48%

Recommendations from experts/influencers

Infographic may be reproduced in whole or in part if attributed to LIMRA.

Sources: [2025 Insurance Barometer Study](#), LIMRA and Life Happens and [Opportunities in Underserved Markets: Young Consumers' Life Insurance Expectations and Experiences](#), LIMRA, 2025.

#LIAM25

©2025 LL Global, Inc.
0698-2025

LIMRA
Navigate With Confidence