

# Women and Life Insurance in 2025



## Life Insurance Ownership

Fewer women (**48%**) than men (**54%**) say they have life insurance. This fluctuating gender gap has persisted over the 15 years of the Insurance Barometer Study.



## Women's reported need for life insurance is high

**43%** of women say they need or need more life insurance. This represents approximately **52 million adults.**

## Lack of knowledge deters women from purchasing coverage

Less than a quarter (**23%**) of women feel very or extremely knowledgeable about life insurance. **More than 1 in 10** don't believe they are knowledgeable at all.

**Three quarters** of women overestimate the cost of life insurance, most by **3-5 times** the actual amount. More than half (**54%**) say their estimates come from a "gut feeling" or "wild guess."

**55%** of women say they don't understand the process of underwriting at all.

## Financial Concerns of Women

**42%** are concerned about having enough money for a comfortable retirement.

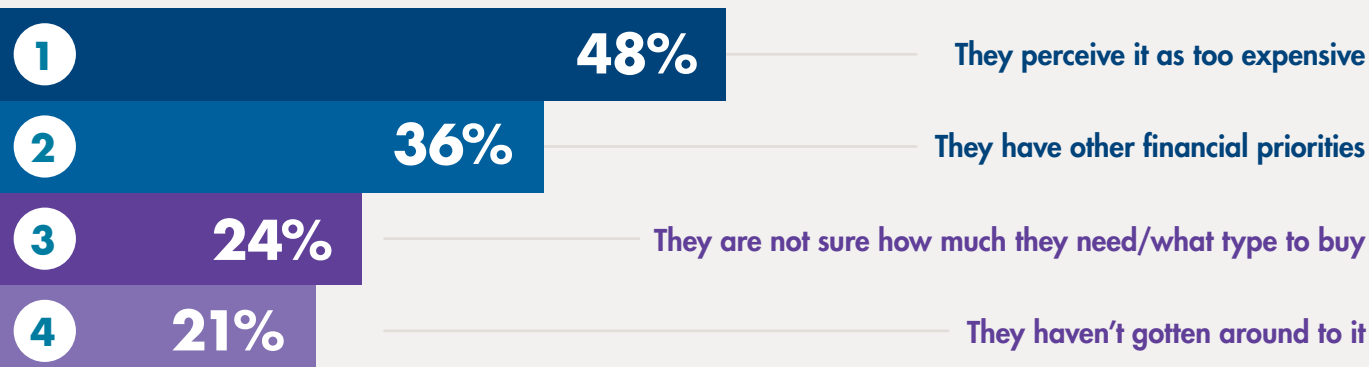
**37%** are concerned about paying for long-term care services if they become unable to work or take care of themselves.

**38%** worry about being able to save for an emergency fund.

**35%** worry about being able to support themselves should they be unable to work due to injury or illness.

**28%** worry about leaving their dependents in a difficult financial situation should they die prematurely.

## Reasons women give for not owning life insurance



## How women prefer to shop for life insurance

**40%** would research life insurance online but ultimately buy from an insurance agent or other financial professional in person.

**27%** are looking for a financial advisor.

**26%** would research and complete the purchase entirely online.

## Lack of life insurance puts women and their families at financial risk

**40%** of women believe their families would be barely or not at all financially secure (able to pay for mortgage/rent, childcare, monthly expenses) should the primary wage earner die unexpectedly.

**49%** believe their families would feel financial hardship within 6 months – 3 in 10 within a month

**Almost half** of women say their families would rely on proceeds from life insurance should the primary wage earner die unexpectedly – but 10% have no idea how they would cope financially

All facts are from the 2025 Insurance Barometer Study, conducted by LIMRA and Life Happens. Infographic may be reproduced in whole or in part if attributed to LIMRA.

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