

ETHOS

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

* Death of a Sibling & Death of a Parent, 2021, Judi's House/JAG Institute.
All others: LIMRA, [Facts About Life 2021](#)