



2026 LIFE INSURANCE AND ANNUITY CONFERENCE

The Power of Promise

2026 Insurance Barometer Study: Rethinking Your Life (Insurance)

LIMRA LOMA

Society of
Actuaries

ACLI

Life
Happens.



Steve Wood

LIMRA

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Life Happens

Chief Creative Officer



LIMRA

For more than a century, we've served as the largest trade association supporting the insurance and related financial services industry.

Our purpose is to advance the financial services industry by empowering our members with knowledge, insights, connections and solutions.

Life Happens

Life Happens' mission as a nonprofit is to educate consumers about the importance of life insurance, disability insurance, long-term care insurance and annuities in a sound financial plan.

We don't sell anything, and we don't endorse any particular insurance products or companies.



The Insurance Barometer Study

A 16-Year Partnership



Demographics

- Aging population
- Delayed families
- Declining population/immigration

Technology

- AI use in underwriting and AI agents
- IT infrastructure
- “Phygital” connections
- Cross-platform synergies
- Ubiquity of social media

Distribution

- Independent distribution consolidation
- Rise in network marketing
- Shift in focus towards wealth management

Volatility

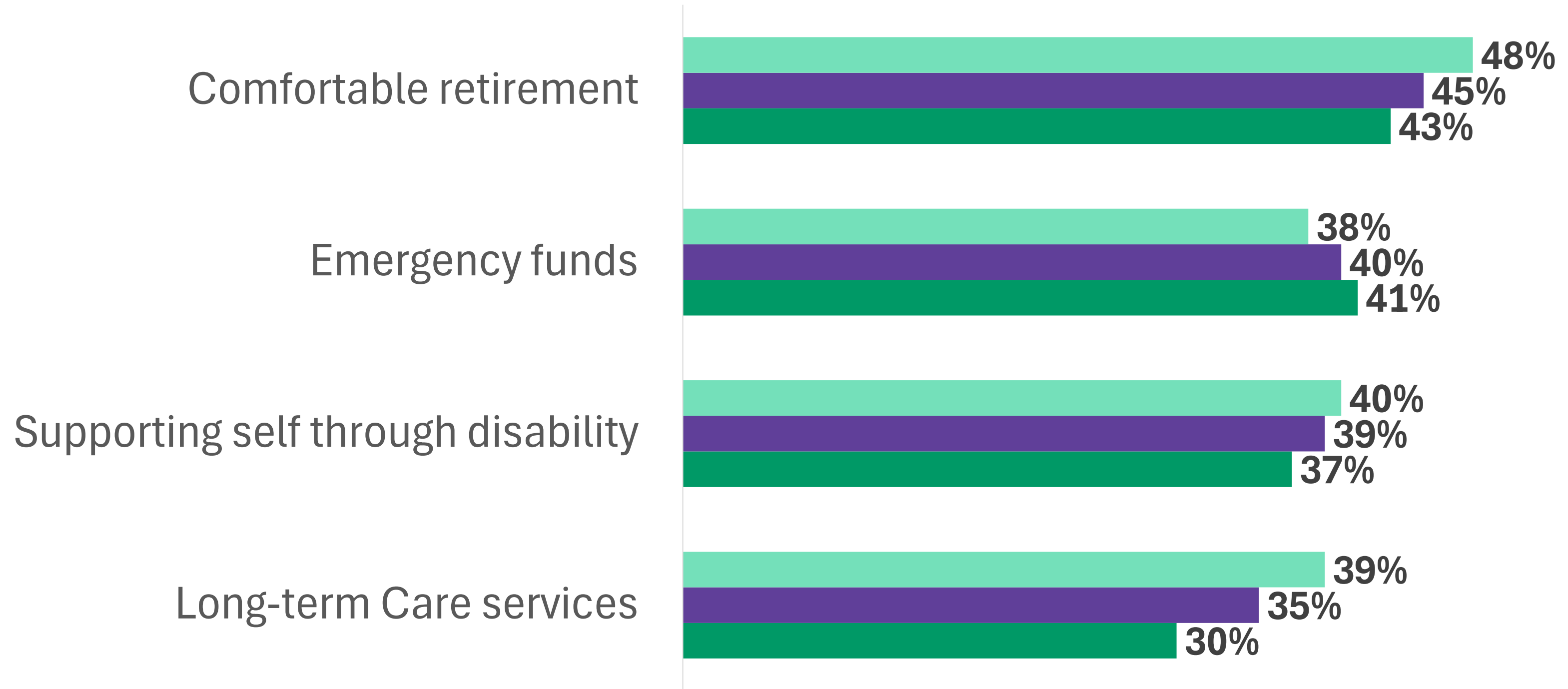
- Economic and geopolitical volatility
- Interest rates
- Consumer spending and confidence

**“Change has never been this fast.
It will never be this slow again.”**

— Calum Chace

Financial Concerns

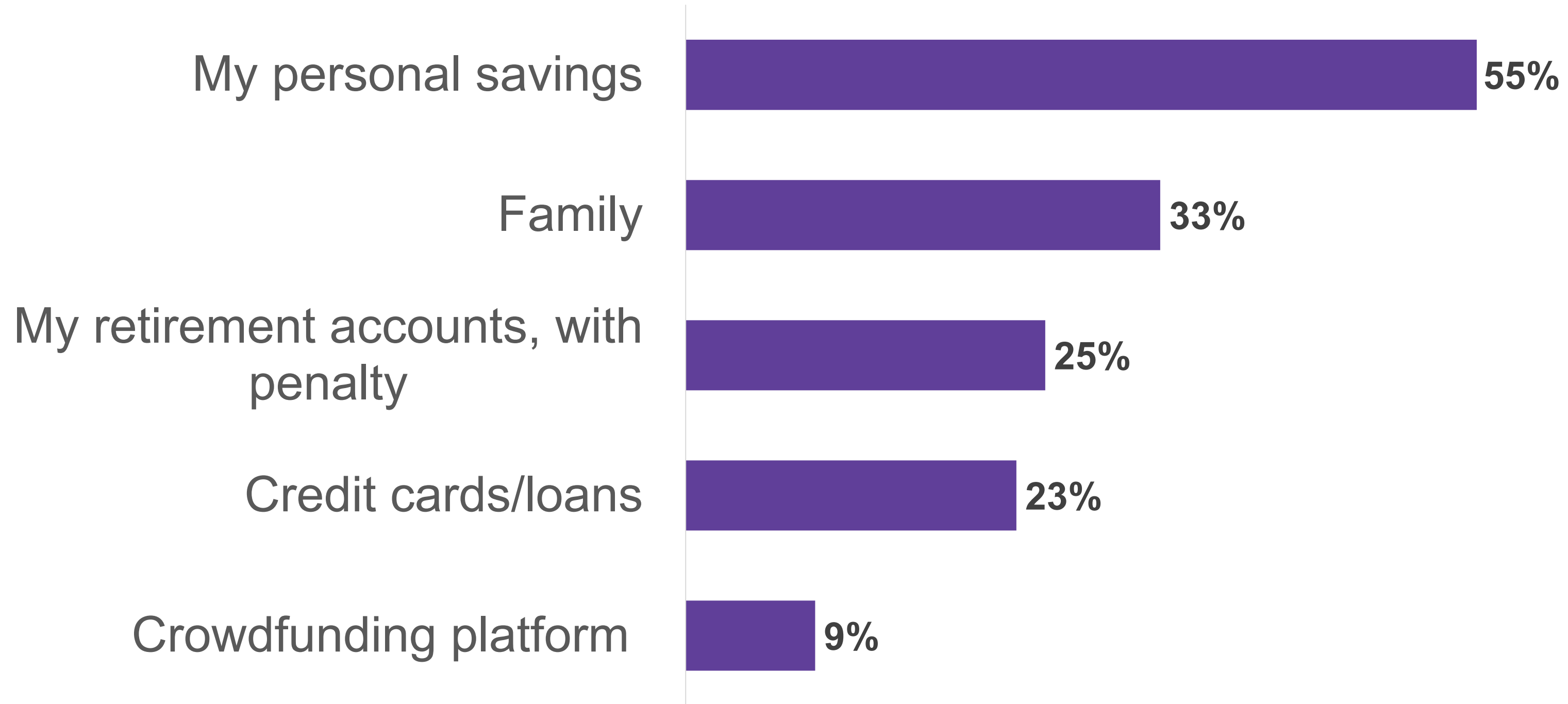
■ Gen X ■ Millennials ■ Gen Z



41-46%

would feel financial impact with
no primary wage earner
within **6 months**

In case of a disability



Educate on the fundamentals

Crowdfunding
is *not*
life
insurance.

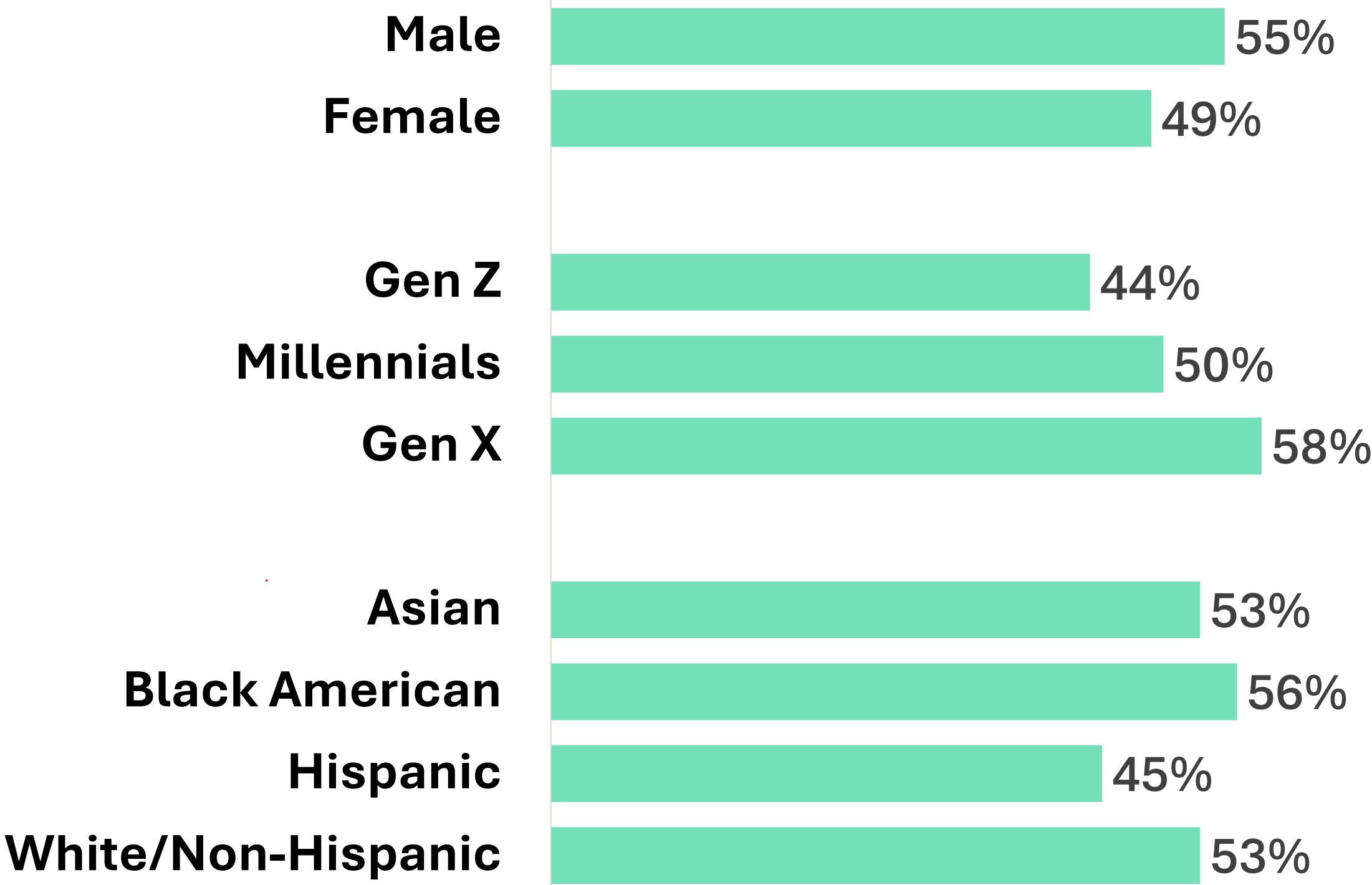
LH.

If you can't work due
to an illness or injury,
your *income* stops
but the *everyday*
expenses don't. Get
disability insurance.



LH.

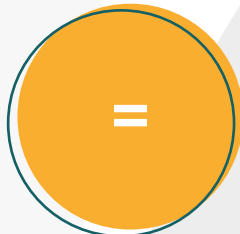
Life insurance ownership



Total life insurance ownership: **52%**

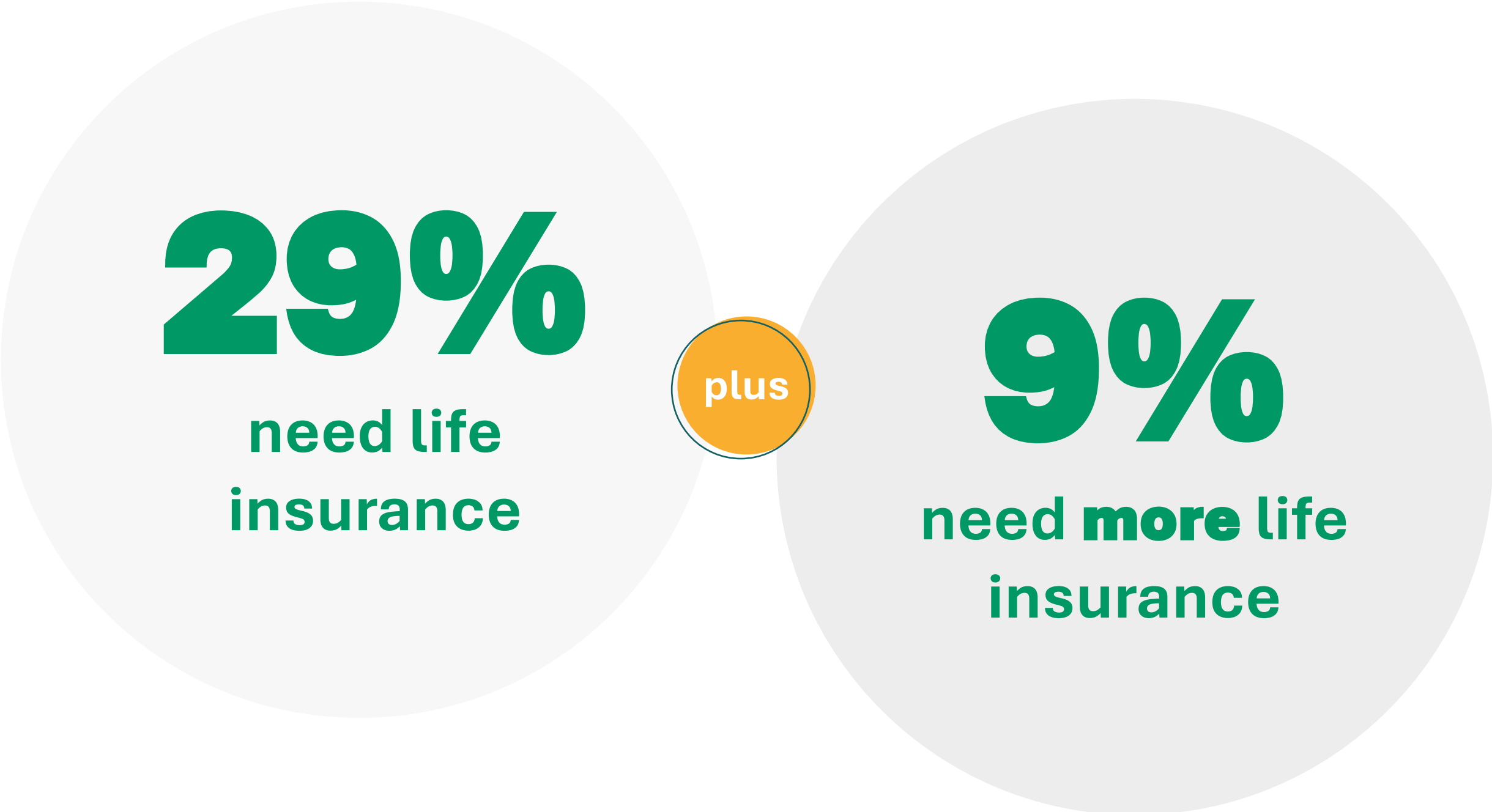
10%

surge in
annualized
premium in 2025

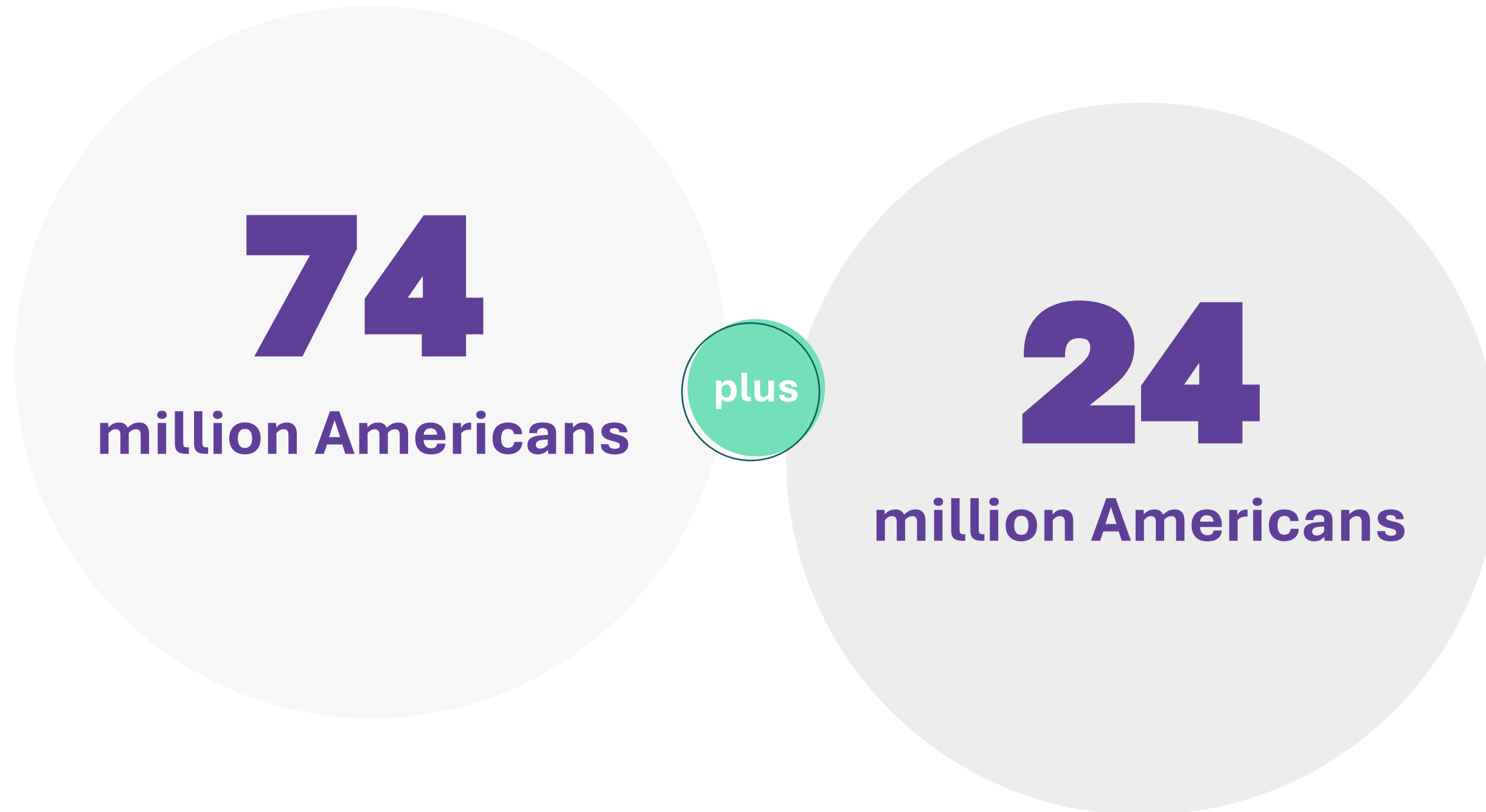


\$17.5B

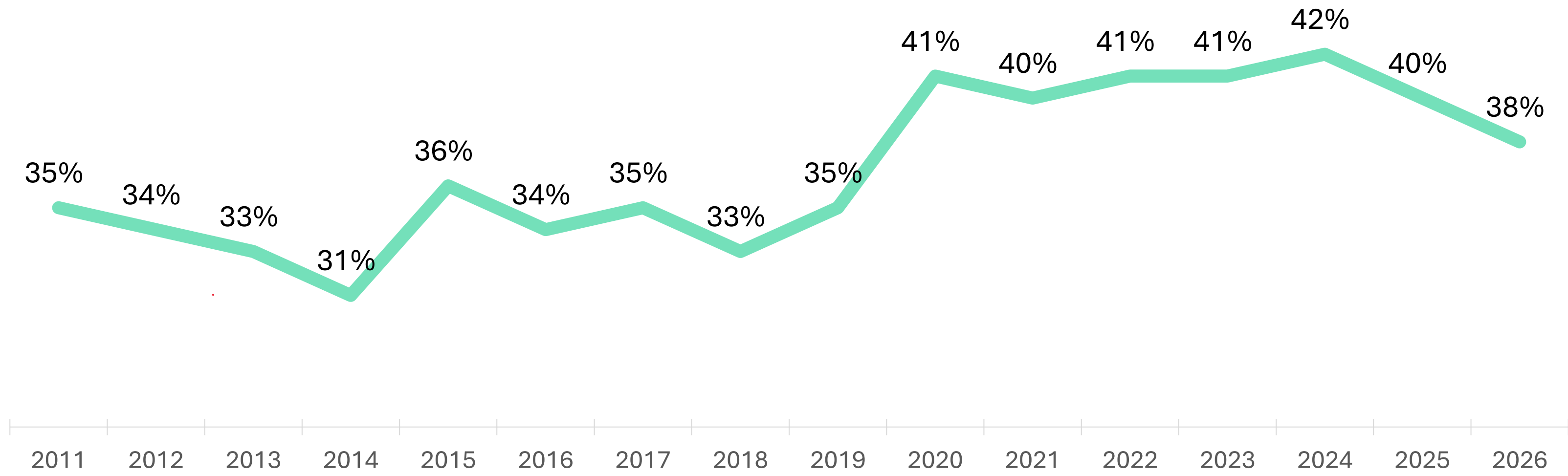
Uninsured and under-insured need gap:



Uninsured and under-insured need gap:

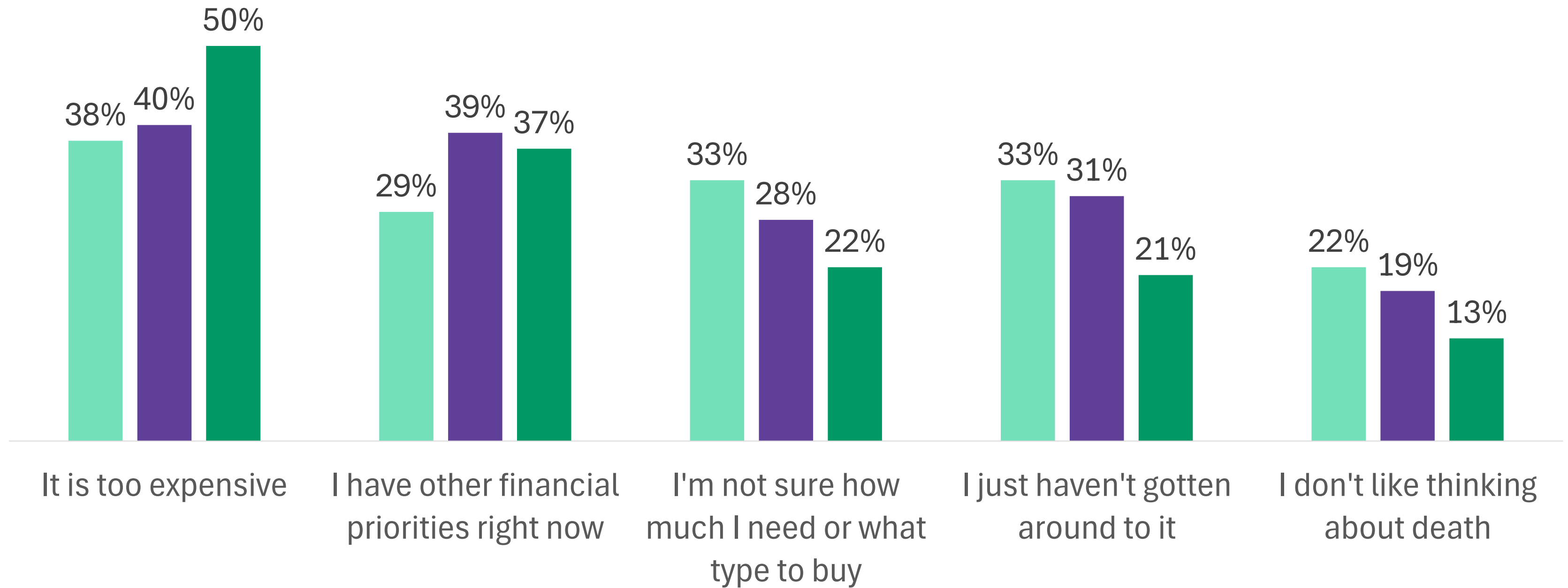


Life insurance need gap over time



Reasons not to own (more)

■ Gen Z ■ Millennials ■ Gen X



Reasons Gen Z and Millennials don't own it:

	<i>Gen Z</i>	<i>Millennials</i>
Not sure how much I need or what type to buy	33%	28%
Haven't gotten around to it	33%	31%

about

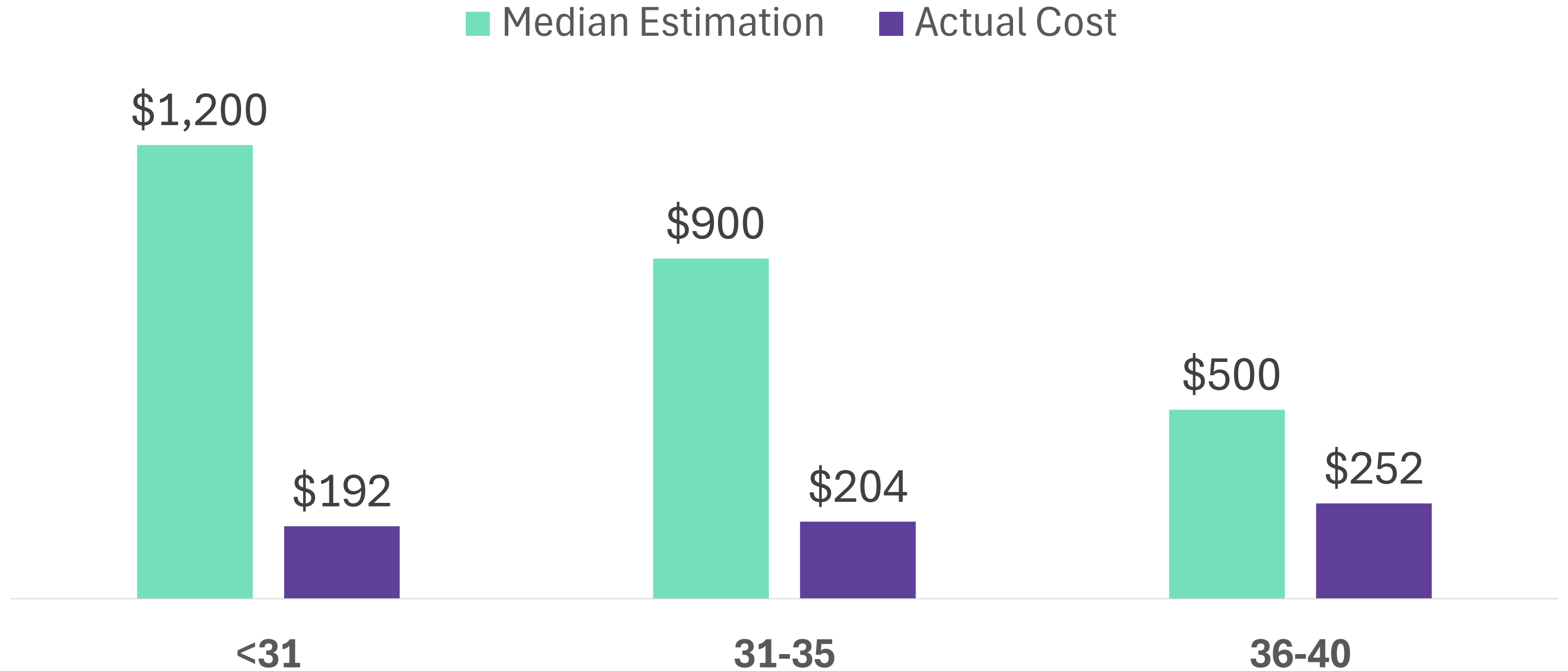
2 in 5

of Americans **overestimate** the actual cost of life insurance.

4%

of consumers **30 and younger**
correctly priced a basic
life insurance policy

Young and healthy and true cost



Educate on the fundamentals



“Every successful organization has to make the transition from a world defined primarily by repetition to one primarily defined by change.”

— Bill Drayton

31%

of consumers prefer
in-person conversations*

*those who have or want an advisor

29%

Gen Z and Millennials prefer
in-person conversation*

*those who have or want an advisor

37%

overall say they are **only somewhat
or not at all knowledgeable**
about life insurance.

Be where they are

59%

**use social media when seeking information
on financial or insurance products**

60%

\$200K+ households use social media

when seeking information on
financial or insurance products

Be where they are

Male: 69%

Female: 56%

YouTube: 66%

Facebook: 56%

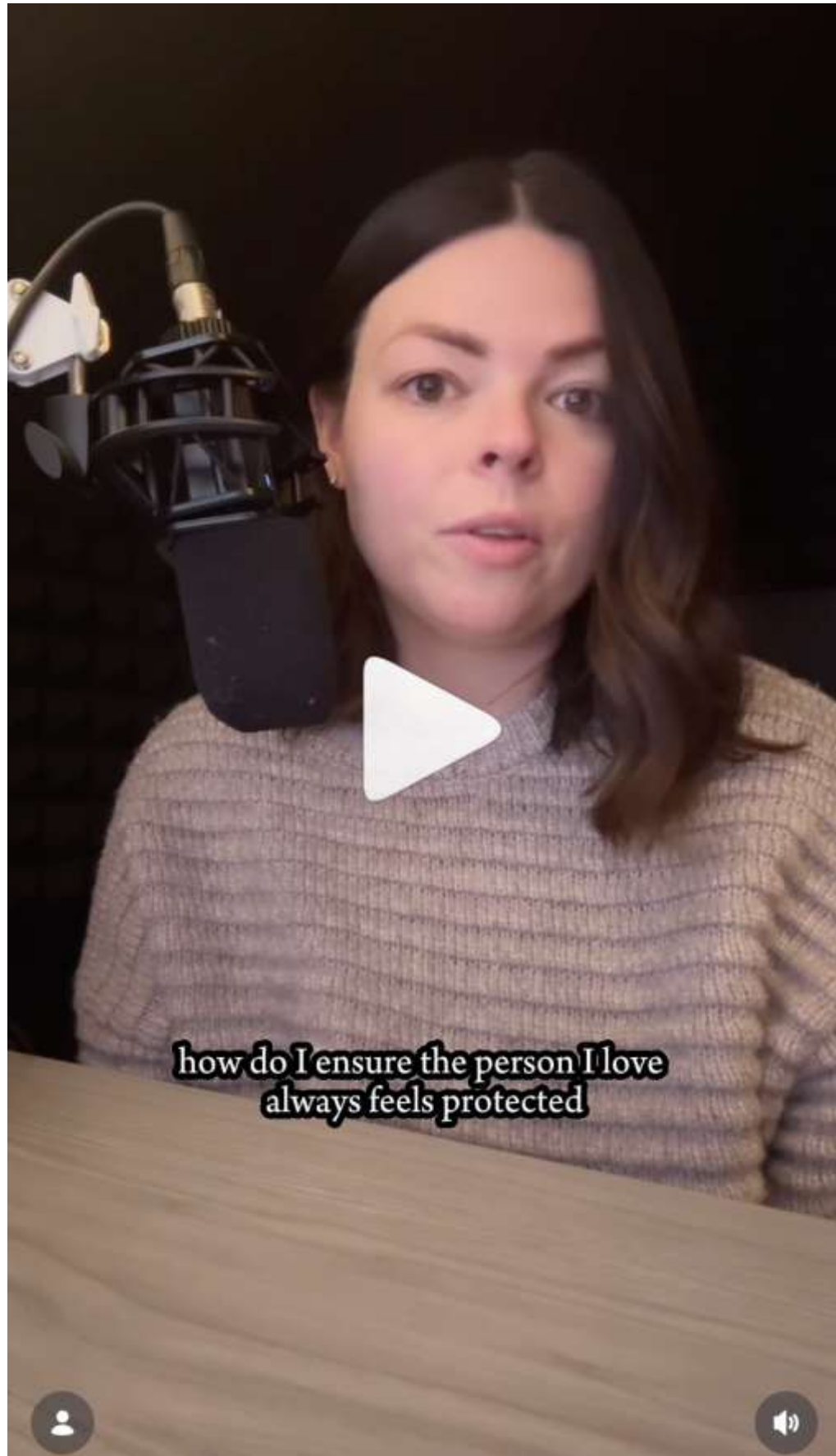
Instagram: 48%

TikTok: 40%

47%

leverage ... trust ... use ... view
influencers

Spoken-word poet + influencer Josie Balka



josiebalka and lifehappens

Original audio

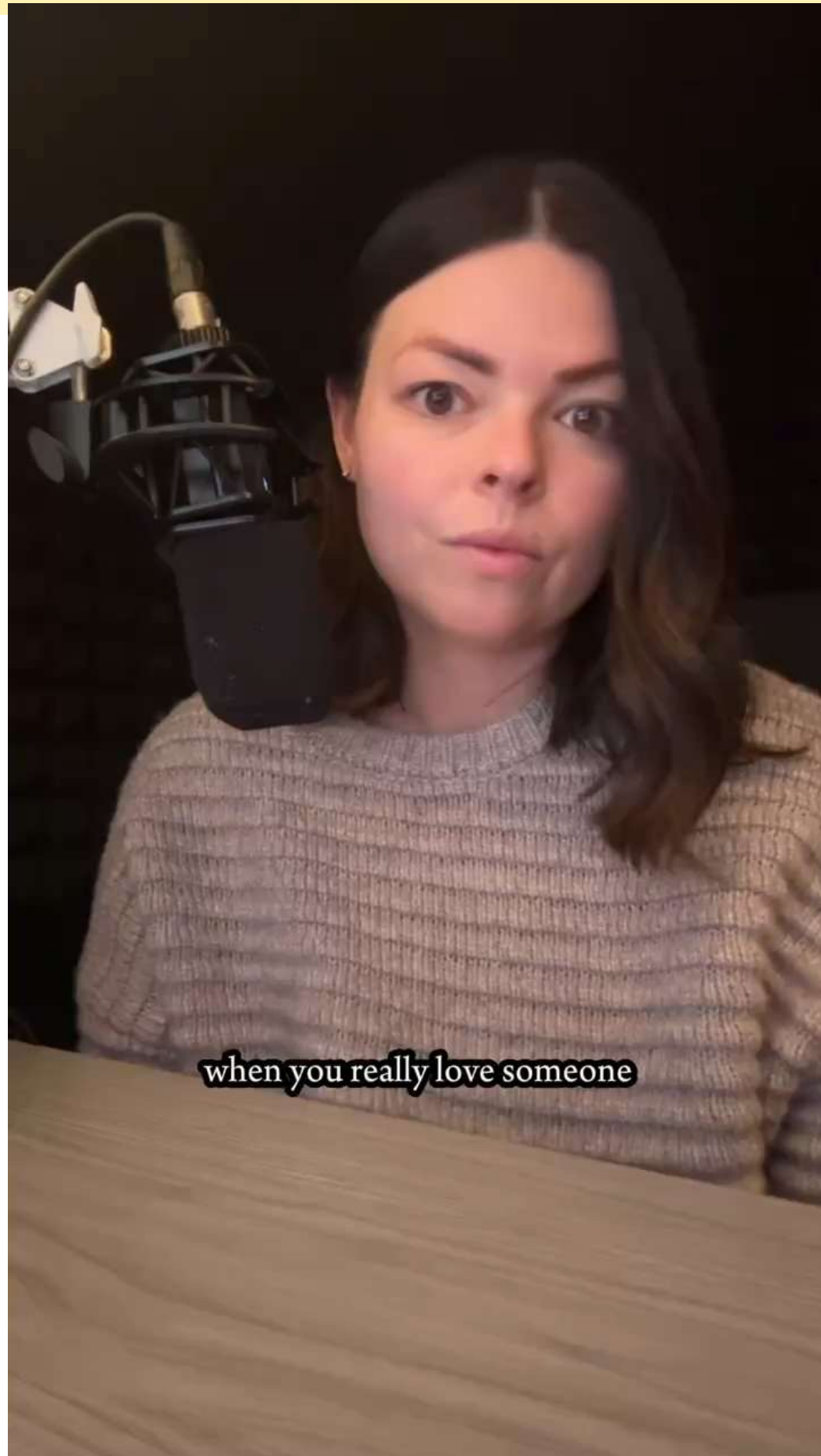


josiebalka  Love means looking at the hard things, too. During [#InsureYourLove](#) month, I encourage you to look at life insurance with the nonprofit [@LifeHappens](#)

[#GetLifeInsurance](#) [#Ad](#)



Spoken-word poet + influencer Josie Balka



lifehappens We think life insurance is one of the best ways to show our loved ones how we really feel. You can worry less and love more. We'd love a follow! ❤️



7w 9 likes Reply



josiebalka  @lifehappens ❤️👏



7w 4 likes Reply



officiallyjustc @lifehappens Agreed! Years ago, I was the social media manager for a life insurance company and it truly gave me perspective into it being the single most selfless gift you can give those you love.



7w 2 likes Reply

— Hide replies



Spoken-word poet + influencer Josie Balka



cupcakesandcamaros91 This made me cry. This sums it all up. The good and the bad. It's important to always carry the love with each other. Thank you for sharing this one Josie ❤️



7w 5 likes Reply



ewilgenbusch One of THE most important messages. Beautifully done, [@josiebalka](#) ❤️



7w 3 likes Reply



kid.a.optimistic i believe in love ... because of the way i love.



7w 1 like Reply



kradigan This is how ads should be! Well done [@josiebalka](#)



7w 17 likes Reply



Spoken-word poet + influencer Josie Balka



annikaschedin "when you love someone you think ahead-
you create maps to make sure neither of you feels lost" 🥺🥺



7w 42 likes Reply



alanaacolton Finding beauty in the hard parts of love!
Grateful for organizations like [@lifehappens](#) ❤️✨



7w 6 likes Reply



katesdayoff Anddddd being recited at our wedding with
your credit of course ❤️❤️



7w 2 likes Reply



Spoken-word poet + influencer Josie Balka



friendshipcoachzayne This one is my favorite of yours! I've listened 3x already



7w 13 likes Reply



bre_vine Emotional damage - 😭 I was not prepared for this at 3am in the morning but here we are. Absolutely beautiful 🙌❤️



7w 7 likes Reply

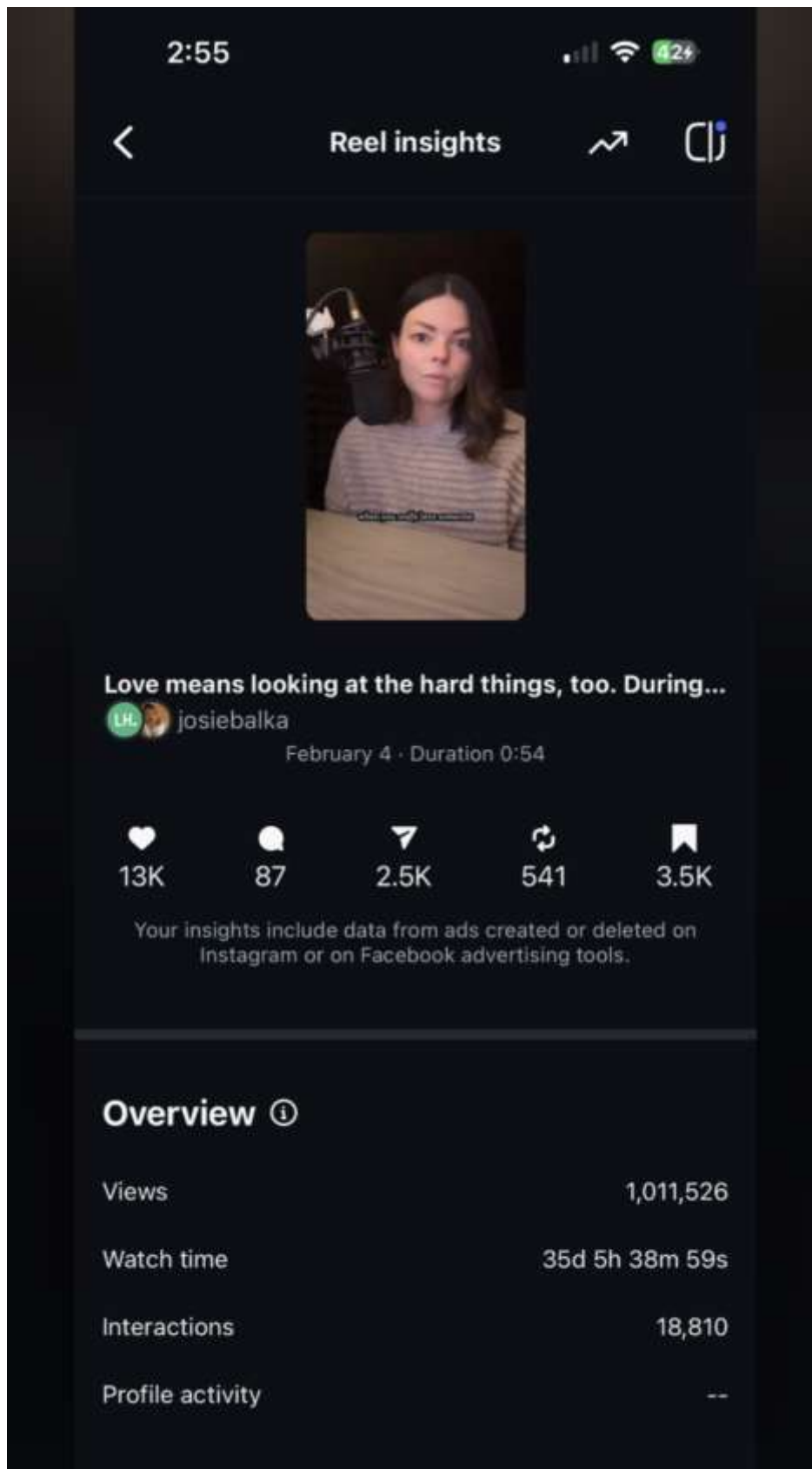


mrschampagne2010 Yes 🙌 I'm so so passionate about this and why I do what I do 🙌



7w 2 likes Reply





Instagram

1,000,000+ views
 13,000 likes
 3,500 shares
 2,500 shares
 87 comments

TikTok

456,000 views
 20,000 likes
 4,400 saves
 69 comments

Education on social media works

Top Performing Facebook

Life Happens · Follow
March 28, 2025 · 🌐

Did you know that life insurance isn't just for people who are married or have kids? It's for everyone! [#GetLifeInsurance](#)

LIFE INSURANCE IS FOR:

- Couples
- Parents
- Single people
- Business owners
- Kids
- Anyone who lives

5,128 Engagements

Life Happens · Follow
April 7, 2025 · 🌐

When you promise your children you'll protect them, life insurance is key. [#GetLifeInsurance](#)

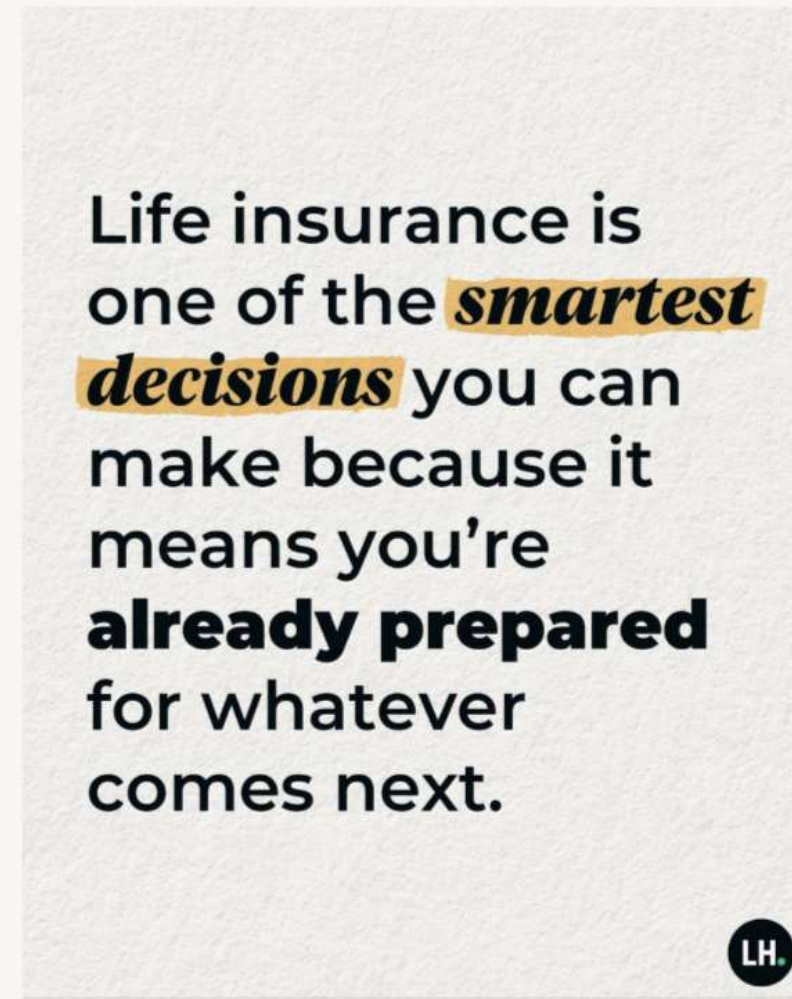
Why do **all** parents need life insurance?
Your children ***depend on you.***

4,582 Engagements

Top Performing Instagram



2,243 Engagements



2,059 Engagements



2,023 Engagements

>40%

Consumers want:

final expense, retirement income,
self-directed policy changes and customization

<40%

Consumers want free planning/budgeting or estate planning services, rehab, house downpayment/improvements, gym membership

Education is key

People who say they are only “somewhat” or “not at all knowledgeable” about ...

Life insurance: 37%

Disability insurance: 54%

Long-term care insurance: 54%

Annuities: 60%



Where does your company stand?

How are you reaching consumers?

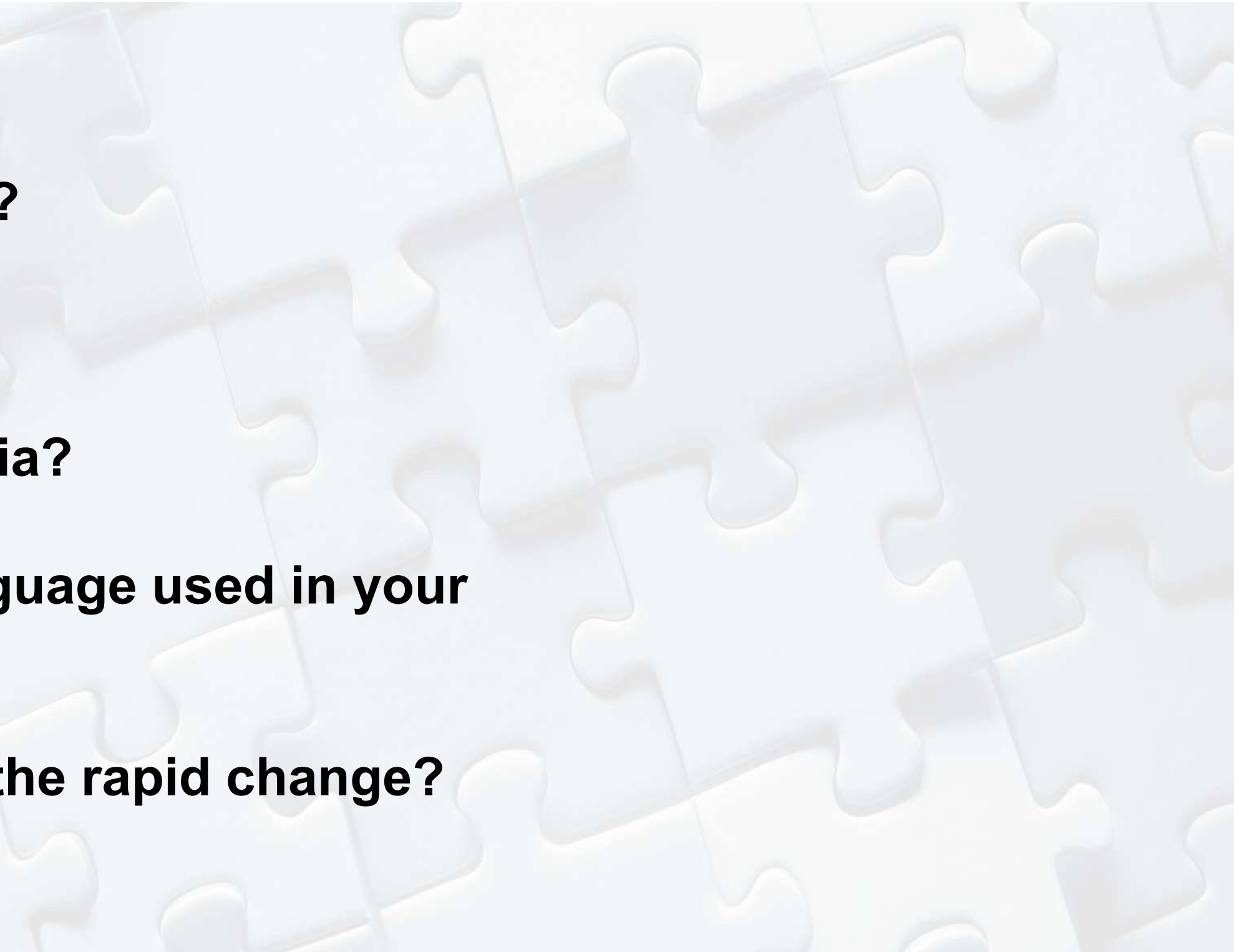
How are you educating consumers?

How “phygital” is your salesforce?

Are they empowered by social media?

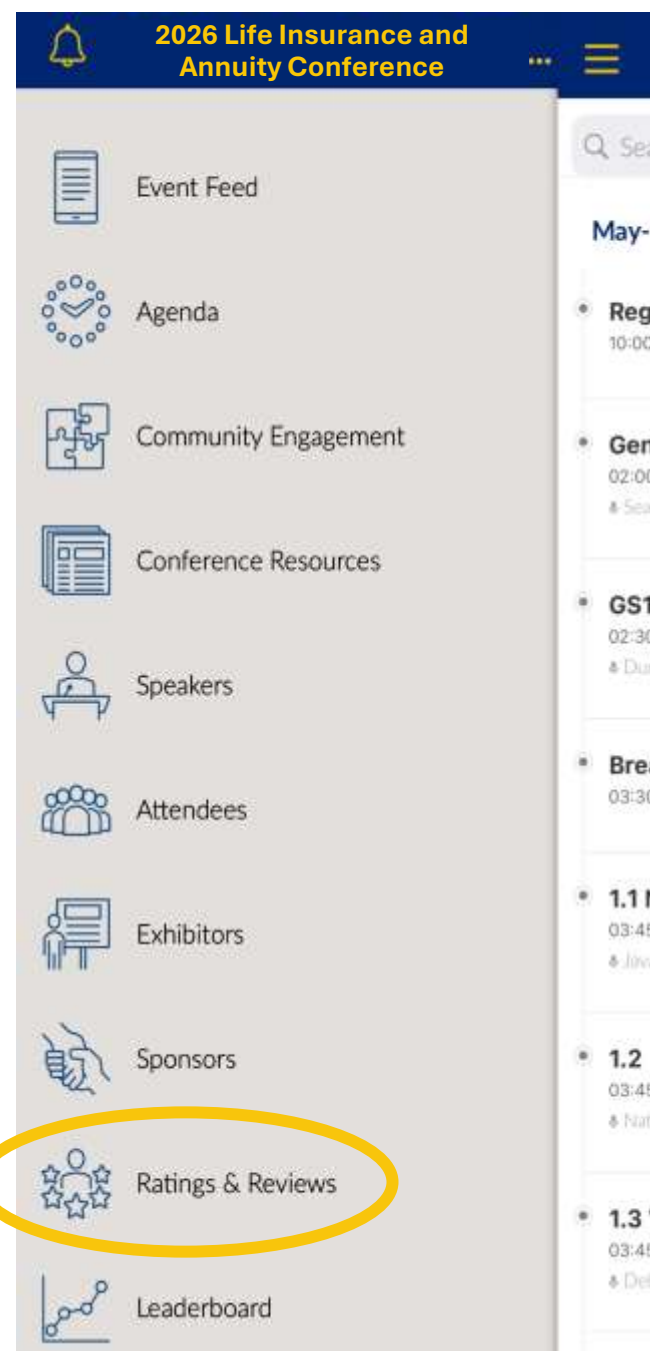
Are you paying attention to the language used in your collateral?

Are you meeting the challenges of the rapid change?

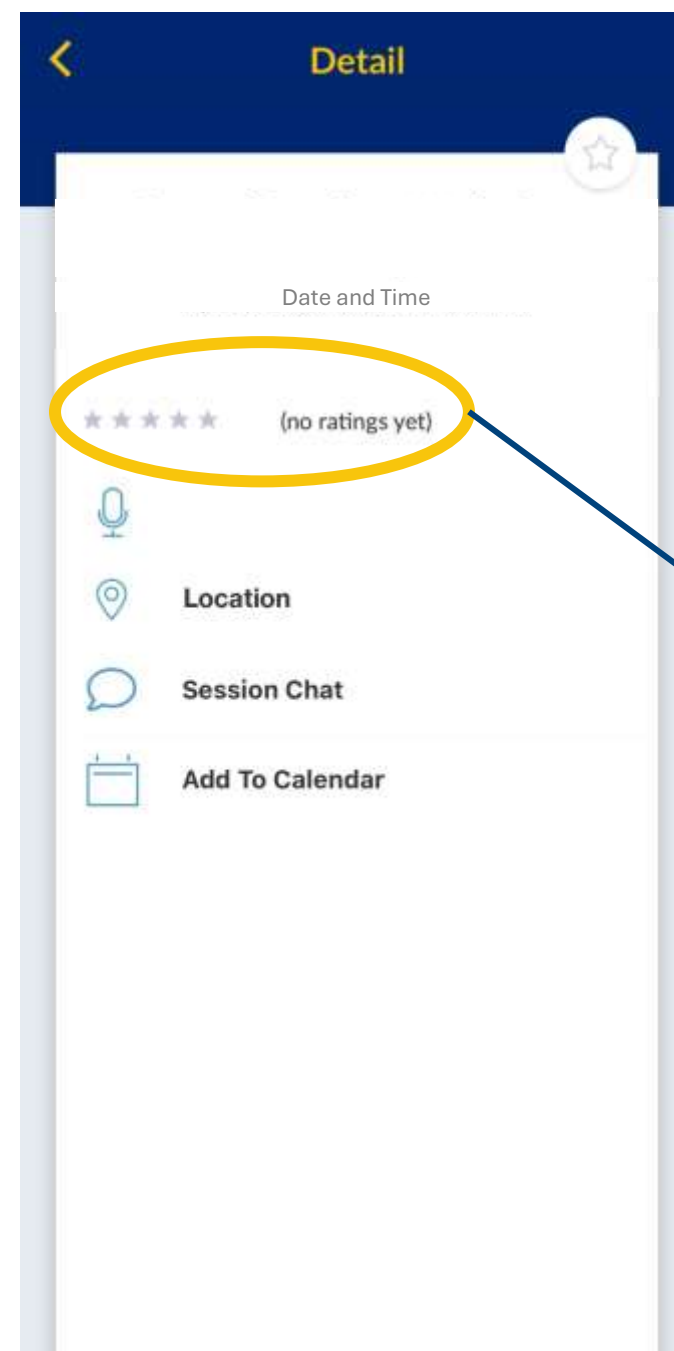


We Value Your Feedback — Share It in the Conference App

Module Option



Agenda Option



Thank You

