

# Millennials Represent Largest Market Opportunity for Life Insurers



#HelpProtectOurFamilies

There are more than 72.3 million Millennials (ages 25–41) in the United States, representing the largest generation in the U.S.



Millennials say they need (or need more) life insurance

Market opportunity



Life events — getting married, buying a home, having or adopting a child, changing jobs — are the most common reasons people are prompted to purchase life insurance coverage.

## Millennials are in a prime life stage for life insurance:



**6 in 10**  
are married or partnered



**Half**  
have children under 18 relying on them financially



**8 in 10**  
are dual-income homes



**6 in 10**  
own a home



**51%**  
have more than \$100,000 in household income