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

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

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.