Buying a home: People purchasing homes are 1.5 times as likely to purchase life insurance. Almost half of life insurance owners own a home, or, another way to think about it — 6 in 10 homeowners have life insurance.

Getting married: People who get married are twice as likely to purchase life insurance. Six in 10 Americans who are married say they have life insurance, compared with 46% of single people.

Getting (and adopting) children: Young parents are twice as likely to purchase life insurance. Five in 10 people with dependent children have life insurance, compared with 46% of people without children.

Being born: According to LIMRA data, 40% of children have life insurance coverage.

Retiring: People are 1.5 times as likely to purchase life insurance if they have just retired. One third of people with permanent life insurance say they plan to use the cash value to supplement their retirement savings — 45% of Millennials say the same.

Death: The top three most common reasons people buy life insurance involve protecting their beneficiaries:
- Cover burial/ final expenses — 58%
- Replace income — 38%
- Leave an inheritance — 31%

Funding education: 25% of Millennials say they plan to use the cash value of life insurance to help fund their children’s education.

Having a job: Today, 41% of workers say they have life insurance through their workplace. Almost half of life insurance owners work at least 10 employees offer life insurance to their employees — 7 in 10 employers with more than 100 employees offer life insurance as a benefit.

Death: The top three major reasons people say they have life insurance involve protecting their beneficiaries:
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Getting a job: Today, 41% of workers say they have life insurance through their workplace. Almost half of life insurance owners work at least 10 employees offer life insurance to their employees — 7 in 10 employers with more than 100 employees offer life insurance as a benefit.

Living: People purchasing homes are 1.5 times as likely to purchase life insurance. Almost half of life insurance owners own a home, or, another way to think about it — 6 in 10 homeowners have life insurance.

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