Women and Life Insurance in 2026

Life Insurance Ownership

Fewer women (**49%**) than men (**55%**) say they have life insurance. This fluctuating gender gap has persisted over the 16 years of the Insurance Barometer Study.

Women's reported need for life insurance is high

41% of women say they need or need more life insurance. This represents approximately

50 million adults.

Lack of knowledge deters women from purchasing coverage

Only a quarter (**25%**) of women feel very or extremely knowledgeable about life insurance.

By comparison, **38%** of men say they are very or extremely knowledgeable.

42% of women have an insurance agent and/or professional primary financial advisor/planner.

Financial concerns of women

- **42%** are concerned about having enough money for a comfortable retirement.
- **37%** are concerned about paying for long-term care services if they become unable to work or take care of themselves.
- **38%** worry about being able to save for an emergency fund.
- **35%** worry about being able to support themselves should they be unable to work due to injury or illness.
- **28%** worry about leaving their dependents in a difficult financial situation should they die prematurely.

Reasons women give for not owning life insurance

1	48%	They perceive it as too expensive
2	36%	They have other financial priorities
3	24%	They are not sure how much they need/what type to buy
4	21%	They haven't gotten around to it

How women prefer to shop for life insurance

- **40%** would research life insurance online but ultimately buy from an insurance agent or other financial professional in person.
- **27%** are looking for a financial advisor.
- **26%** would research and complete the purchase entirely online.

Lack of life insurance puts women and their families at financial risk

40% of women believe their families would be barely or not at all financially secure (able to pay for mortgage/rent, childcare, monthly expenses) should the primary wage earner die unexpectedly.

49% believe their families would feel financial hardship within 6 months — 3 in 10 within a month.

Almost half of women say their families would rely on proceeds from life insurance should the primary wage earner die unexpectedly — but 10% have no idea how they would cope financially

Infographic may be reproduced in whole or in part if attributed to LIMRA. Data reflects 2026 findings where available; where 2026 data is not available, the most recent 2025 data is used.

Sources: *2026 Insurance Barometer Study*, LIMRA and *2025 Insurance Barometer Study*, LIMRA.

#LIAM26

©2026 LL Global, Inc.

0749-2026

LIMRA *Navigate With Confidence*