

# 2025 Facts About Life Insurance — Workplace Benefits



## Workers rely on workplace life insurance to protect their families

According to the 2025 Insurance Barometer Study, **55%** of U.S. workers say they have life insurance through their workplace.

Approximately **half** of employed Americans rely on workplace life insurance (theirs or another family member's) to meet their life insurance needs.

**More than 5 in 10 (59%)** workers with children under age 18 count on their workplace life insurance coverage to protect their loved ones.

More than half of employees (**55%**) believe life insurance is an important benefit. Even more Gen Z workers (**61%**) want this benefit.<sup>1</sup>

## Workers' perceptions about life insurance

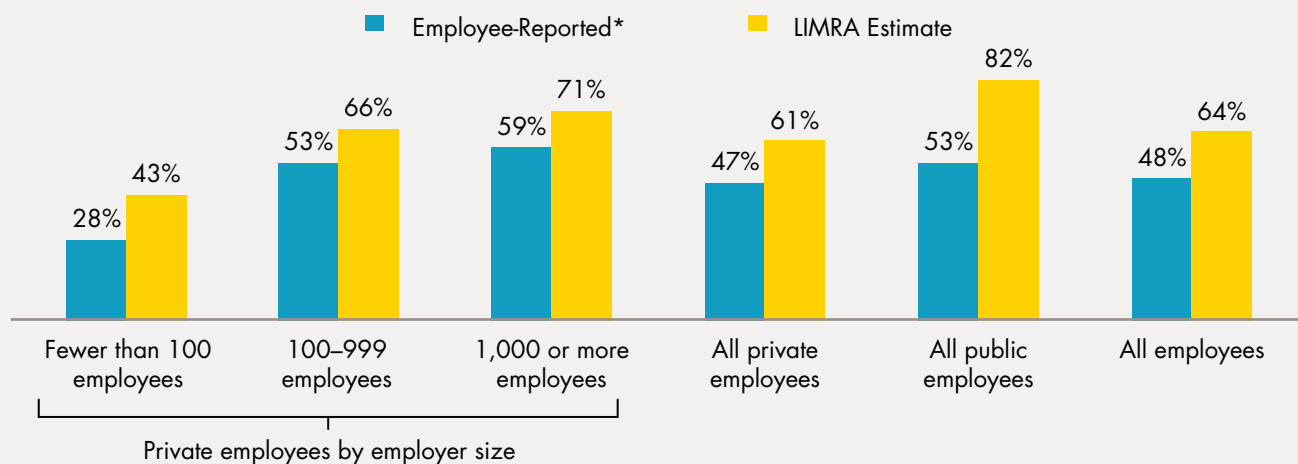
Of the adults who only have life insurance through their employer, over half (**57%**) believe that the amount they obtain through work provides them with enough coverage. However, the median basic coverage offered at the workplace is either a flat sum of \$20,000 or 1x salary — far less than experts recommend.

Almost half of households (**49%**) that only have workplace life insurance coverage say their families would struggle financially in less than six months should a wage earner die unexpectedly.

Just **29%** of adults with only workplace life insurance coverage say they are very or extremely knowledgeable about life insurance.

More than a third of U.S. workers (**36%**) are not fully aware they have life insurance coverage through their employer. Employers and the industry must increase their efforts to educate workers about their life insurance benefits through the workplace.

## Employee Awareness Gap



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<sup>1</sup> 2025 BEAT Study: Benefits and Employee Attitude Tracker, LIMRA.



# All generations rely on workplace life insurance

**REGARDLESS OF THEIR GENERATION, Americans rely — to at least some extent — on their (or a family member’s) WORKPLACE LIFE INSURANCE.**



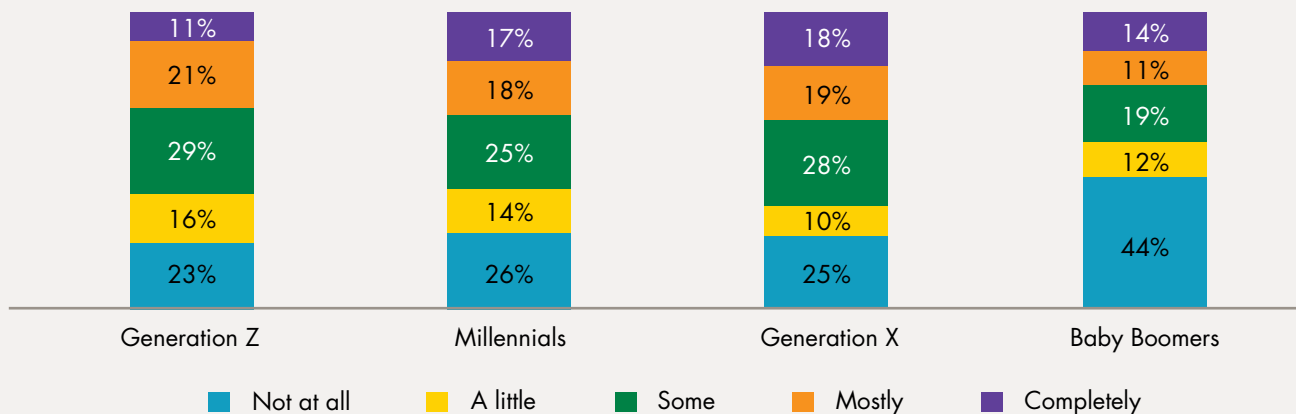
This is especially true for **Gen X**, with **37%** relying completely or mostly on their workplace life insurance. This is comparable to Millennials (35%).



Of workers who say they dropped a life insurance benefit within the last two years, a third (**32%**) did so because of **increased costs**.<sup>2</sup>

**To what degree do you rely on an employer (yours or another family member’s) and its employee benefits plan to meet your life insurance needs?**

Reliance by Generation



## The importance of life insurance in the workplace

When it comes to the benefits employees are looking for in a potential employer, **23%** are looking for insurance benefits such as life, disability, and dental insurance.

Looking forward, **67%** of employers said life insurance would be an important benefit five years from now, which is up **14 percentage points** from 2021.

Employees also value workplace life insurance, with **50%** citing it as an important benefit for the future. This is up **6 percentage points** from 2021.

**All facts are from several of LIMRA’s workplace benefits and related studies. Fact sheet may be reproduced in whole or in part if attributed to LIMRA.**