

MEET THE Millennials

The new biggest generation is building wealth fast – here’s why Millennials will be your prime prospects for decades to come.

THE OPPORTUNITY

#1 LARGEST GENERATION
22% of the population¹

51% HAVE NO LIFE INSURANCE²

45% say they’re more likely to buy life insurance due to COVID-19²

84% USE FACEBOOK the most popular social media app for this group³

\$47,034 AVERAGE ANNUAL INCOME (Likely higher among older Millennials)⁴

YOUNG MILLENNIALS

vs.

OLDER MILLENNIALS

Finding their financial footing
BORN 1988–1996

Settling down & building wealth
BORN 1980–1987

29%

ARE MARRIED, MOST ARE SINGLE⁵

58%

HAVE TIED THE KNOT⁵

14% of NEW HOMEBUYERS⁶

23% of NEW HOMEBUYERS⁶

45%

OF WOMEN 25-29 HAVE HAD A CHILD⁷

80%

OF WOMEN 35-39 HAVE HAD A CHILD⁷

Term Life with Return of Premium is a great choice for **young Millennials** – affordable coverage and their money back if they don’t use it.

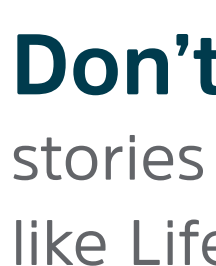


Older Millennials are reaching the life events that trigger insurance purchases – give them a solution with **Term Life Insurance**.

KEY TAKEAWAYS



Millennials like to research – help them learn about their options with tools like Assurity’s simple consumer-focused articles and explore prices with our quoting tools.



Don’t sell with statistics – Millennials like stories instead. Use your own stories and resources like LifeHappens to find something that resonates with them.



Start conversations online – Meet Millennials where they spend their time to open the door for conversations (our social media prospecting kit is a great start), then bring the discussion offline to make the sale.

Get the resources and tools you need to be successful.

assurity.com/assurity-term-life

1. Statista, Population Distribution in the United States in 2020, by Generation, 2021
2. LIMRA and LifeHappens, 2021 Insurance Barometer Study, 2021
3. Pew Research, Millennials Stand Out for their Technology Use, But Older Generations Also Embrace Digital Life, 2019
4. SmartAsset, The Average Salary of a Millennial, 2020
5. Freddie Mac, Who Are Millennials?, 2021
6. National Association of Realtors, Home Buyer and Seller Generational Trends, 2021
7. Statista, Percentage of Childless Women in the United States in 2018, by age, 2018

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