

Press Releases

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Press Release: Insure.com Survey Reveals 2017's Best Life Insurance Companies for Generation X

By [Insure.com](http://insure.com) Posted on December 7, 2016

Dec. 7, 2016 (Foster City, CA) – AIG was ranked the best life insurance company for GenXers in a new survey released today by Insure.com.

Respondents to the survey between the ages of 35-50 gave ratings for 15 leading life insurance companies in the United States for its 2017 rankings of the best companies for life insurance.

These ratings were based on insurance company factors of value for price, customer service and likelihood to recommend. Policyholders were not asked about likelihood to renew or claims process, as they were in our auto, home and health sections.

First place: AIG

- Overall score: 95.4
- Value for price: 4.5
- Customer service: 5
- Would recommend: 89%

Second place: Voya

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- Overall score: 95.4
 - Value for price: 4.75
 - Customer service: 5
 - Would recommend: 83%

Third place: Massachusetts Mutual

- Overall score: 91.8
- Value for price: 4.25
- Customer service: 4.75
- Would recommend: 88%

[See scores and rankings for all 15 life insurance companies in the survey.](#)

“This age group is the prime demographic for life insurance,” says Penny Gusner, consumer analyst for Insure.com, “These customers likely have a home and family and are generally in their prime earning years, so protecting this income is very important.”

Insure.com’s Best Life Insurance Company survey removes the guesswork from finding the best companies in the industry. In one easy view, you can compare ratings and decide from which companies you’d like to request a quote.

For more details on the survey, including company scores and rankings across categories, please see the [full feature on Insure.com](#).

Methodology

Insure.com commissioned Op4G to survey more than 1,690 insurance customers nationwide in June 2016. The survey collected customer ratings for 15 leading companies in the life category. Only current customers of the insurers on our lists were surveyed, and the survey was not open to the general public on the Insure.com website.

Life insurers were ranked according to a weighted 3-point measurement of the following factors: customer service, value for price and would recommend. Weighted measurements were derived from surveyed policyholders’ rank of prioritization of these factors.

The A.M. Best ratings, discounts and coverage options noted in the survey do not affect the scores, but are provided as a supplementary resource.

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