

## Average cost of whole life insurance by age

These annual life insurance rates are based on a \$500,000 policy for preferred applicants in good health.

### Whole life insurance rates for **nonsmokers**

Age	Average annual rates for men	Average annual rates for women
20	\$3,014	\$2,695
30	\$4,311	\$3,959
40	\$6,387	\$5,860
50	\$10,069	\$9,037
60	\$16,698	\$14,635
70	\$29,302	\$25,631

*Source: Covr Financial Technologies. Lowest three rates for each age averaged. Data valid as of April 29, 2025.*

### Whole life insurance rates for smokers

Age	Average annual rates for men	Average annual rates for women

<b>20</b>	\$3,623	\$3,275
<b>30</b>	\$5,283	\$4,839
<b>40</b>	\$7,985	\$7,222
<b>50</b>	\$12,680	\$11,211
<b>60</b>	\$21,040	\$18,400
<b>70</b>	\$36,728	\$32,380

*Source: Covr Financial Technologies. Lowest three rates for each age averaged. Data valid as of April 29, 2025.*

<https://www.nerdwallet.com/article/insurance/average-life-insurance-rates>