

Help Protect Our Families



Dec. 17, 2021

Thank you for supporting the Help Protect Our Families campaign!

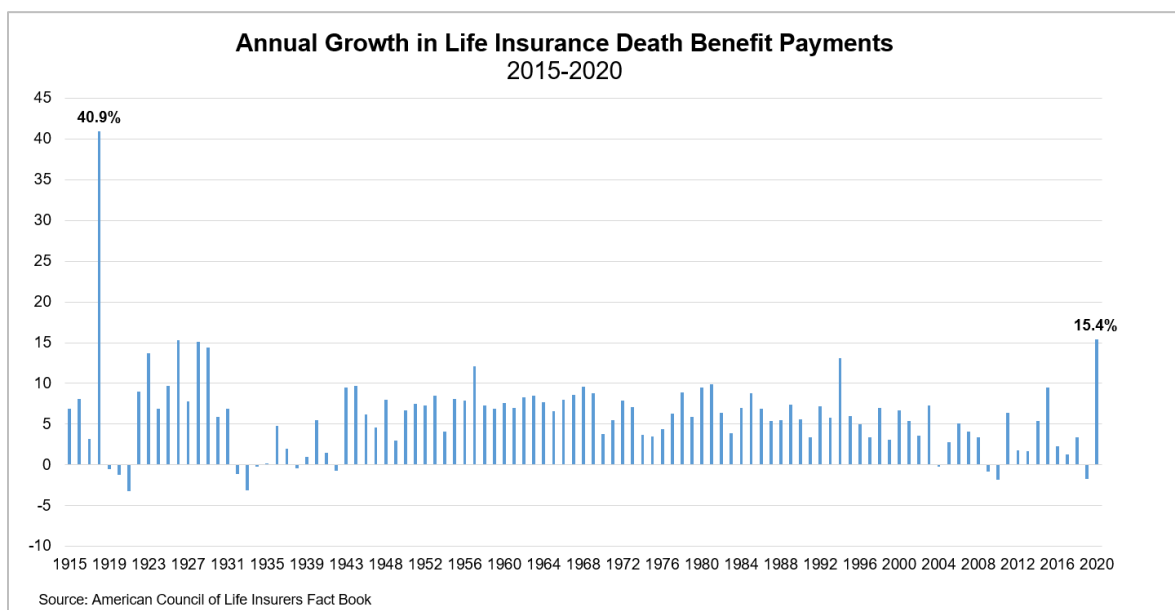
Week 47: This week we feature new American Council of Life Insurers (ACLI) research showing life insurers paid the highest amount in death benefits in 2020. We also highlight MIB Group's latest life insurance application activity results. As always, we have shared new resources to help you continue to raise awareness about the value of life insurance with your colleagues, your sales teams, and consumers.

*Best wishes for a happy and safe holiday season.
We look forward to continuing the Help Protect Our Families campaign in 2022.*

COVID-19 Drives Largest Death Benefit Payouts in 2020

New research from the ACLI shows that life insurance companies paid more than \$90 billion to beneficiaries of life insurance policies in 2020, the highest ever in any single year. This represents a 15.4% increase in payments over 2019, which is the largest year-to-year increase since the 1918 Influenza Epidemic.

According to ACLI, total life insurance coverage reached \$20.4 trillion in 2020, with a record \$3.3 trillion in life insurance coverage purchased. In total, 43.1 million life insurance policies were purchased in 2020.

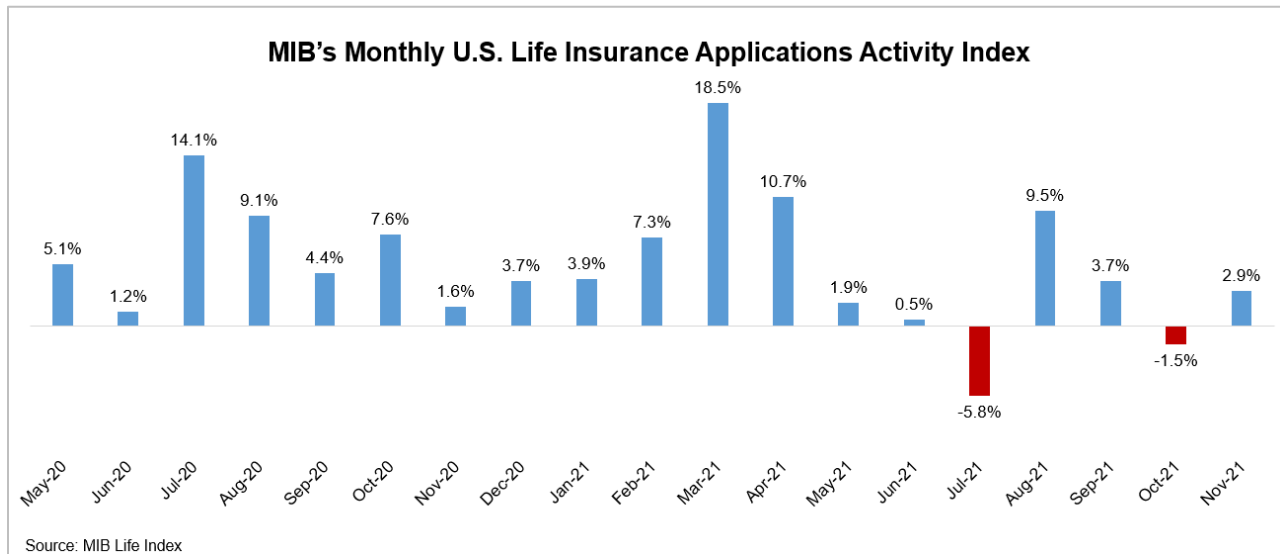


For more information, visit: [Life Insurance Benefits During COVID Highest on Record](#)

Life Insurance Application Activity Rebounds in November

MIB Group reports that November 2021 application activity increased 2.9%, compared with November 2020 results. Year to date (YTD), application activity grew 4.3% over prior year.

Application activity for all age groups improved with those age 71+ showing the strongest growth of more than 12%. In November, whole life application activity rose 13% and term life applications ticked up 2.1% while universal life applications dropped 11.2%.

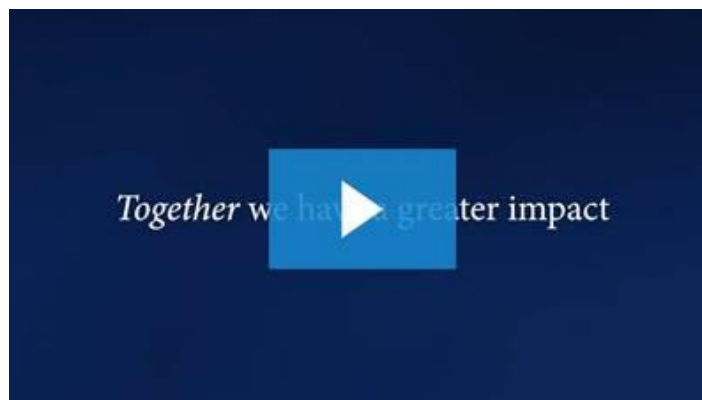


Visit the [Help Protect Our Families page](#) for new articles and resources. Please share this information with your colleagues and clients and use [#HelpProtectOurFamilies](#) in your social media posts so we can continue to track how the message is being magnified throughout the industry!

1. A [Benefits Pro article](#) talks about common misconceptions of life insurance and highlights the importance of having adequate coverage to protect one's family. Please share with your colleagues to remind them it has never been more important to close the life insurance gap.
2. A [MDRT video](#) discusses how to conduct the most productive and insightful annual reviews with clients. Now is the perfect opportunity to connect with clients to ensure they start 2022 fully insured. Please share with your sales teams and field leaders.
3. An [ACLI IMPACT article](#) highlighting the breadth of support life insurers have provided to U.S. life insurance beneficiaries during the pandemic. Please share with your colleagues to remind them they are part of an industry that helps families remain financially secure when they are beset by tragedy.
4. Finally, four items to post on social media.

We recommend you post these on your intranet, your corporate social media accounts, and/or ask your leaders to share them on their own accounts. Remember to use the hashtag [#HelpProtectOurFamilies](#) in your social media messages.

[An updated Help Protect Our Families video, highlighting all of the campaign's accomplishments in 2021.](#)



[Click](#) for video

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of consumers believe they would have to pay taxes on a life insurance death benefit and 4 in 10 aren't sure.

#HelpProtectOurFamilies

Source: 2021 Insurance Barometer Study, LIMRA and Life Happens

[Click](#) for animated social media post

48% of consumers say they like the idea of simplified underwriting.

Source: 2021 Insurance Barometer Study, LIMRA and Life Happens

#HelpProtectOurFamilies

Being fully insured protects your loved ones. There are 102 million uninsured and underinsured Americans who believe they need more coverage.

Source: 2021 Insurance Barometer Study, LIMRA and Life Happens

People who wish to subscribe to receive the toolkit can do so by visiting www.limra.com/helpprotectourfamilies and clicking on the 'Subscribe for Updates' button.