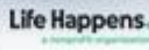


Help Protect Our Families



Oct. 15, 2021

Thanks to everyone for supporting the Help Protect Our Families campaign!

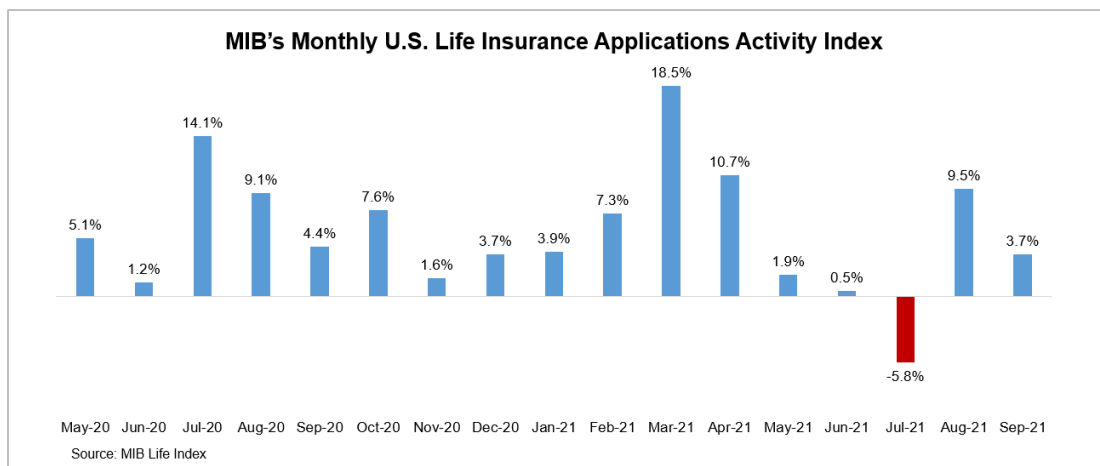
Week 38: This week we feature the latest life insurance application data from MIB Group and insights into the middle-income market. As always, there are news articles providing best practices and thought leadership and social media posts that we encourage you to share to raise awareness about the value of life insurance.

Reminder: To accommodate the holidays and vacation schedules, we have shifted the frequency of the Help Protect Our Families toolkit to every-other Friday.

September Life Insurance Application Growth Increases, MIB Group Reports

In September 2021, U.S. life insurance applications grew 3.7%, compared with prior year results. September's growth is 13.7% higher than results in Sept. 2019. For the first three quarters of 2021, growth remains strong, up 5.1% over last year and 9.2% higher than in the first nine months of 2019.

While applications for every age group except those age 61-70 experienced positive growth in September, the largest gains came from consumers age 31-50 (7.5%). Whole life and universal life product applications saw the greatest increases in September, up 6.8% and 4.4% respectively. Term life applications were level with the results in September 2020.



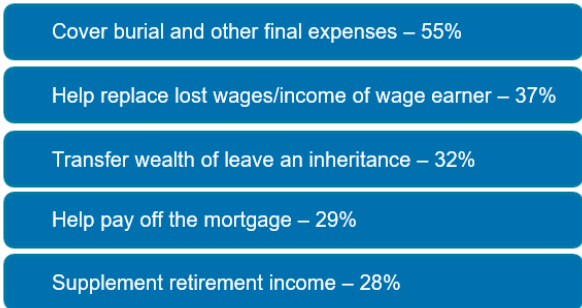
Life Insurance Is a Key Component of Middle-Income Families' Financial Security

In 2020, with COVID-19 top of mind for so many Americans, 10% of middle-income consumers (household income \$50,000 to \$99,999) purchased life insurance coverage for the first time. One in five said COVID-19 prompted them to purchase coverage, and 29% said they were more likely to purchase coverage in 2021 due to the pandemic.

According to the 2021 Insurance Barometer Study, conducted by LIMRA and Life Happens, middle-income Americans are more likely to worry about burdening their loved ones with final expenses and leaving their

dependents in a difficult financial situation should they die prematurely. The top reasons these consumers give for owning coverage support this.

The top reasons middle-income consumers say they own life insurance are:



But perceived costs, other financial priorities and lack of knowledge about how much and what to buy continue to be obstacles to get middle-income consumers adequately insured. Nearly half of these families (46%) say they would face financial hardship within six months should a wage earner die.

Ensuring these families have the life insurance protection they need can help them maintain their homes, pay for living expenses and fund educational goals after experiencing a tragic loss. As we continue to raise awareness about the life insurance coverage gap, let's make sure we focus on protecting these families.

To learn more, read the full blog post: [Life Insurance Is a Key Component of Middle-Income Families' Financial Security](#).

In 2022, the Help Protect Our Families campaign will focus on providing more detailed analysis of the demographic market segments that have the greatest coverage gap and offer the largest opportunity for our industry. Stay tuned!

We've added new content to the [Help Protect Our Families resource page](#). Please share the following resources with your colleagues and clients and use [#HelpProtectOurFamilies](#) in your social media posts so we can track how the message is being magnified throughout the industry!

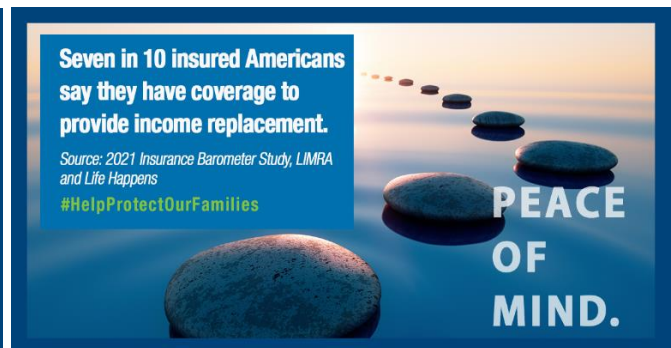
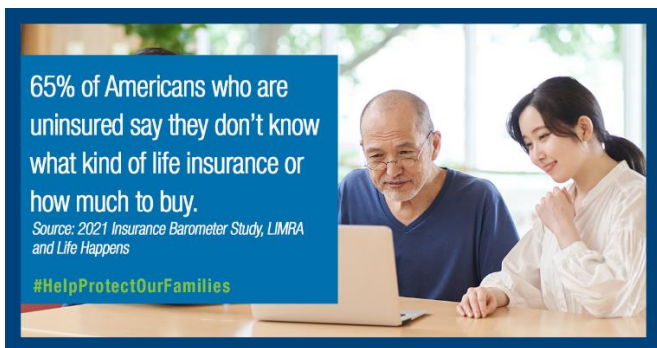
1. An [MDRT article](#), offers five tips to financial professionals on how best to approach a prospective client about life insurance. Please share with sales leaders and field force to help them better engage new clients and sell more life insurance.
2. An [Employee Benefits News article](#), by Juliane Kowalski, senior vice president, group benefits, MetLife, encourages employees to take full advantage of the life insurance benefit offer by their employer. Please share with your employees, providing details about the life insurance benefit your company offers and encouraging them to opt in during the open enrollment period.

3. Finally, three 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.



[Click](#) for animated social media post



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.