

Help Protect Our Families



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As we begin 2021, COVID-19 continues to take an unimaginable toll across America and around the world. The pandemic has heightened people's anxieties around their physical, emotional, and financial health.

Even before the pandemic, LIMRA research revealed there were 30 million American families uninsured and 30 million more underinsured. The prospect of losing a loved one is more of a reality as over 400,000 families have lost a loved one to COVID-19 to date.

While our industry cannot prevent the human tragedy unfolding in our country, we have an opportunity and obligation to help more individuals, households, and businesses secure the financial protection they need.

The Need Is Great

- Just 54 percent of Americans have any life insurance coverage, a notable decline from 63 percent just a decade ago. — 2020 Insurance Barometer Study, LIMRA and Life Happens
- There are 60 million uninsured and underinsured households with an average life insurance gap of \$200,000, representing more than \$12 trillion in market opportunity. — Turn Up the Volume: \$12 Trillion Sound Opportunities (2017), LIMRA
- Forty-four percent of families say they would face financial hardship if the primary wage earner died within 6 months. For 28%, it would be within just one month. — 2020 Insurance Barometer Study, LIMRA and Life Happens

COVID-19 Has Prompted New Priorities

- In 2020, one third of Americans (32%) say COVID-19 was the primary reason they began shopping for life insurance. — The COVID-19 Effect: High Tech With Human Touch to Optimize Life Insurance Customer Experience, LIMRA and BCG
- Six in 10 Americans say they have a heightened awareness of the importance of life insurance due to COVID-19. — LIMRA Quarterly Consumer Sentiment Study, October 2020
- Seven in 10 Americans agree that the pandemic has been a wake-up call to re-evaluate their long-term financial goals. — Tough Talks During COVID-19 (June 2020), Life Happens
- Twenty-nine percent of Americans say they are more likely to buy life insurance due to COVID-19; 68% of people who already have coverage say they are likely to buy more. — Life Insurance in Life Stages (2020), LIMRA
- A third of Americans have discussed life insurance coverage with their family during the pandemic. — Tough Talks During COVID-19 (June 2020), Life Happens
- Based on Google searches, U.S. interest in life insurance is at its highest level in 5 years. — Google Analytics

American Families Need Help

- Based on a life insurance quiz conducted by LIMRA, only about a third of Americans (34%) understand the basic concepts about life insurance. Consumers with higher knowledge are 30% more likely to have enough life insurance coverage (64% vs. 49%). — Understanding Life — The Impact of Consumer Knowledge on Life Insurance Ownership (2019), LIMRA
- Consumers who work with a financial advisor are more likely to have a higher understanding about life insurance concepts. — Understanding Life — The Impact of Consumer Knowledge on Life Insurance Ownership (2019), LIMRA
- Forty-one percent of Americans say they want to work with an agent/advisor to purchase life insurance. — 2020 Insurance Barometer Study, LIMRA and Life Happens
- More than half consumers say they haven't purchased life insurance because they don't know how much they need or what type to buy. — 2020 Insurance Barometer Study, LIMRA and Life Happens
- More than half of Millennials (52%) say they haven't purchased life insurance because no one has approached them. — 2020 Insurance Barometer Study, LIMRA and Life Happens
- More than one-third (35 percent) of married couples with dependent children want to speak with a financial professional about their life insurance needs. — 2017 Insurance Barometer Study, LIMRA and Life Happens
- Across all age groups and income levels, insured households said they want to review their life insurance coverage annually. — 2017 Insurance Barometer Study, LIMRA and Life Happens

Buying Life Insurance Is Easier Than It Has ever Been

- Sixty-three percent of North American life insurers offer life insurance using automated underwriting, streamlining the process to an average of 9 days to get a final decision, down from an average of 27 days for traditional underwriting. — Automated Underwriting 2019, LIMRA
- Fifty percent of Americans say they are more likely to buy life insurance through automated/accelerated underwriting. — 2020 Insurance Barometer Study, LIMRA and Life Happens
- Since the start of the pandemic, 9 in 10 life insurers are accepting e-signatures to ease the process of purchasing life insurance and 56% allow or require e-delivery for new policies. — COVID-19: April U.S. Individual Life Sales, Applications, Products, and Electronic Services (2020), LIMRA

Life Insurance Provides Peace of Mind

- Nine in 10 life insurance owners agree that life insurance provides peace of mind. — 2015 Facts of Life and Annuities, LIMRA
- Sixty-nine percent of consumers with life insurance say they are less stressed knowing their loved ones are financially protected with life insurance. — 2019 Insure Your Love Consumer Survey, Life Happens
- Sixty-five percent of people agree that having life insurance is a key part of taking care of their loved ones financially. — 2019 Insure Your Love Consumer Survey, Life Happens
- Seventy-five percent of Americans agree that financially preparing for life's unknowns is a way to show your loved ones you care about them. — 2019 Insure Your Love Consumer Survey, Life Happens
- According to LIMRA research, most people shop for life insurance after a major life event such as buying a house, getting married or having a baby. These reasons highlight the overarching goal of life insurance: to keep loved ones safe from financial worries. — The Drivers of Life Insurance Purchase Behavior: Predicting Who Will Buy (2018), LIMRA

All facts are consumer research by Life Happens and LIMRA.