



April 9, 2021

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

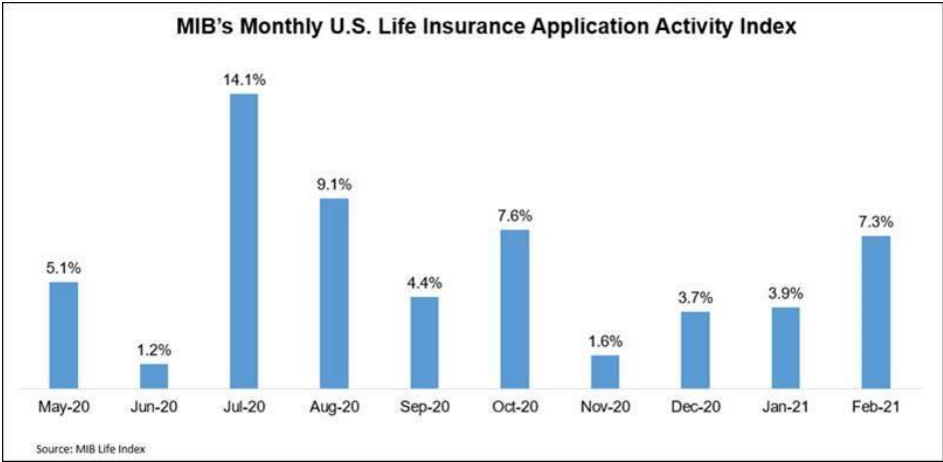
Week 10! Thanks to all the partners and companies that are sharing their results and showcasing how the campaign is resonating throughout the industry. To date, the campaign has nearly **400,000 impressions across all platforms, up 94% from last week**. It is exciting to see that our collective effort is making a difference.

Data Supports the Timeliness of the [Help Protect Our Families](#) Campaign

In the 2021 Insurance Barometer Study, 36% of Americans said they intend to purchase life insurance within the next 12 months, representing more than 75 million Americans. This is the highest level of purchase intent in the survey's history.

The demand is even greater for Millennials. Nearly half of Millennials (48%) say they intend to purchase life insurance within the next year.

New life insurance application data from MIB supports this increased interest. For the 10th consecutive month, life insurance applications increased over prior year. Younger adults continue to drive the growth in applications in 2021, as they did in 2020. In the first two months of 2021, growth in applications was driven by those under age 44.



LIMRA's monthly life insurance sales data also support consumers' growing interest in life insurance. In the first two months of 2021, total annualized premium and policy sales have increased.

These data points demonstrate the importance and timeliness of this campaign. Too many families are risking their future financial security because they are uninsured or underinsured. Let's continue to work together to promote the value and accessibility of life insurance.

Mark Your Calendars!

- On Thursday, April 22, NAIFA is hosting an interactive webinar designed to inspire individuals who sell or want to sell life insurance by educating them to address the coverage gap issues for their under-insured clients. Attendees will learn why the coverage gap exists, review trends that have impacted the coverage gap, and identify the most common consumer types. To learn more or register, visit: [Coverage Gap Shortfalls Webinar](#)
- On Tuesday, May 4th, LIMRA and Life Happens will host a webinar to share the full results from the 2021 Insurance Barometer Study and the implications for our industry. The presentation will provide details on ownership by generation, income, and gender, and offer insights on which segments of the market are most interested in purchasing life insurance. Registration details coming soon.

New content has been added to the [Help Protect Our Families resource page](#) this week. 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 amplified throughout the industry!

1. A [NAILBA post](#) that discusses why asking the right kinds questions can better help your clients identify their financial priorities. Please share with field force, and sales leaders to remind them of the critical role they each play to help Americans understand their financial goals and set forth a path to achieve them.
2. A [LL Global MarketFacts cover story](#) featuring industry association leaders weigh in on the growing life insurance coverage gap in the U.S. and discuss why their organizations united to launch the Help Protect Our Families campaign. Please share with your colleagues, field force, sales leaders, to remind them of the important work our industry does to support families' financial security. Note: the latest edition of [MarketFacts: Your Resource For Industry Knowledge](#) will be available online next week.
3. Finally, two social media posts: 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.

*Please send your company's corporate social media metrics associated with [#HelpProtectOurFamilies](#) to ctheroux@limra.com every other Thursday, so we can capture and share the growing industrywide impact of the campaign. If you would like a 15-minute reminder added to your calendar, please let me know.



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