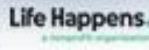


Help Protect Our Families



August 13, 2021

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

Week 29: This week we share insights on consumers' perceptions about simplified underwriting, results from MIB's application activity for July, as well as articles from MDRT and ACLI.

Nearly half of consumers more likely to buy simplified underwritten policies

In 2021, 48% of Americans said they would be more likely to buy life insurance if simplified underwriting is used. This is consistent with prior studies.

Convenience plays a big role in consumers' perceptions of simplified underwriting. The top five reasons people say simplified underwriting appeals to consumers include:

- It is fast and easy — 64%
- It avoids the need for a medical exam — 56%
- It provides transparent explanations of risk classification and product pricing — 55%
- It avoids the need to see a doctor — 55%
- It is unbiased and objective — 55%

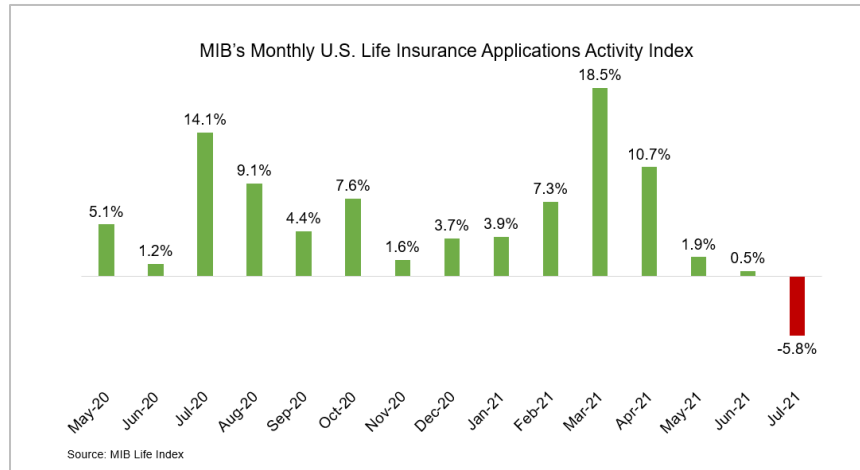
Similar to prior LIMRA research, the 2021 Insurance Barometer study finds those who already own life insurance (54%) are more likely than the general population to be interested in purchasing coverage using simplified underwriting. This could be because people who have already gone through the process of buying coverage have greater knowledge about life insurance and higher trust in the industry.

While interest in simplified underwriting spans across all age groups, the study finds Generation X consumers (52%) are more likely to than younger generations (47%) to consider buying a policy using simplified underwriting. Again, experience and convenience are likely contributing factors for their increased interest.

While the majority of life insurers (62%) already had simplified and automated underwriting programs in place prior to the pandemic, many companies expanded automated underwriting programs during COVID-19 to make it easier for consumers to purchase policies. Most of these companies made the changes permanent, illustrating how the industry has responded to the changing expectations of consumers and the desire to make life insurance more accessible to those who live with a coverage gap.

MIB: Application Activity Fell in July

According to MIB, July application activity dropped 5.8%, compared with July 2020 results. This decline is largely attributed to the 14% spike in activity that occurred in July 2020 as the industry rebounded from the impact of the COVID pandemic. July 2021 activity, however, is 7.2% higher than in July 2019, and 7.8% higher than activity reported in July 2018.



Application activity fell for all age groups; the largest drop in activity was for those ages 30 and under. Term and universal life experienced declines in application activity while whole life activity was relatively flat.

New content has been added 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 tips to help financial professionals get new clients during the pandemic. *Please share with your colleagues, sales teams and field force to help them engage new clients who have an existing life insurance need gap.*
2. An [ACLI IMPACT article](#), highlights the many ways the investments from the life insurance industry have helped to build and support Michigan's community. *Please share with your colleagues to remind them of the good our industry does every day.*
3. A [Yahoo Finance byline](#), by Salene Hitchcock-Gear, president of Prudential Individual Life Insurance, discusses how Millennials are changing the life insurance market. *Please share with your colleagues in sales and marketing to help them develop effective strategies to engage the Millennial market.*
4. **Upcoming: [Life Insurance Awareness Zoom Event](#)**
NAIFA will host a life insurance awareness event with David McKnight, author of "The Power of Zero," and Faisa Stafford, CEO of Life Happens. Date/Time: August 26, 2021, at 11:30 a.m. – 1:30 p.m.
5. **Finally, two 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.*



Older consumers are more likely than younger consumers to prefer buying life insurance using simplified underwriting.

Source: 2021 Insurance Barometer Study, LIMRA and Life Happens

[#HelpProtectOurFamilies](#)




One third of consumers who knew someone infected with COVID-19 say they plan to purchase life insurance in 2021.

Source: 2021 Insurance Barometer Study, LIMRA and Life Happens

[#HelpProtectOurFamilies](#)

FOR BDs

 <p>Older consumers are more likely than younger consumers to prefer buying life insurance using simplified underwriting.</p> <p><i>Source: 2021 Insurance Barometer Study, LIMRA and Life Happens</i></p>	 <p>One third of consumers who knew someone infected with COVID-19 say they plan to purchase life insurance in 2021.</p> <p><i>Source: 2021 Insurance Barometer Study, LIMRA and Life Happens</i></p>
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