



**FOR IMMEDIATE RELEASE**

## **U.S. Life Insurance Activity Finishes up 2.5% in January Reports the MIB Life Index**

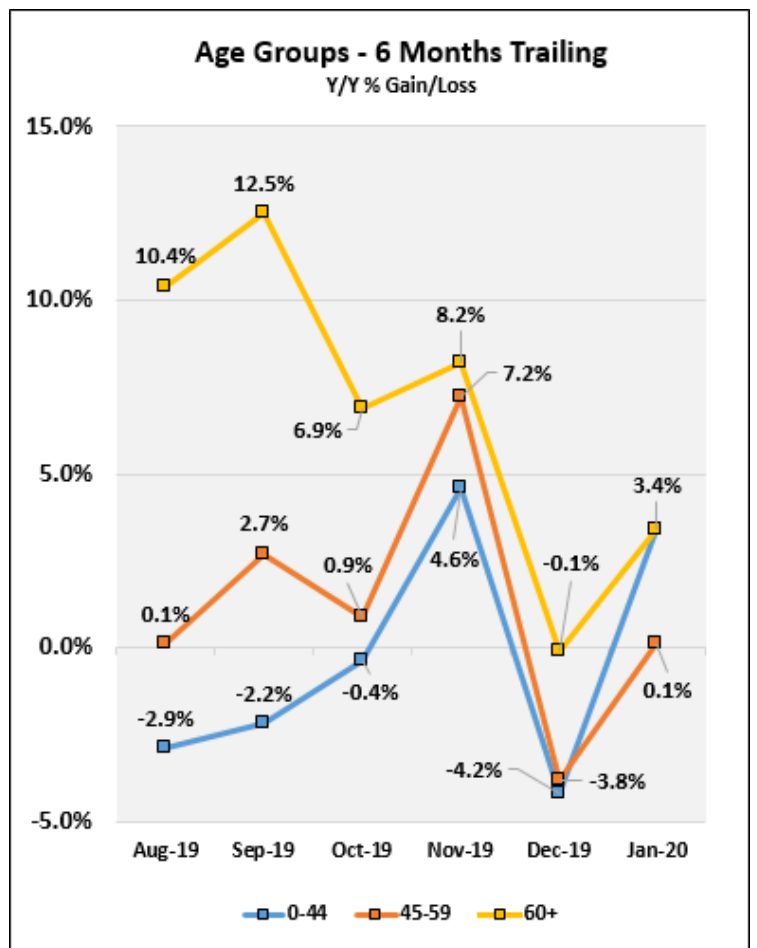
*Younger Age Buyers Resurface*

Braintree, MA. (February 12, 2020) — U.S. life insurance application activity was up 2.5% Y/Y in January, predominantly led by younger age buyers, according to the [MIB Life Index](#). The January Index puts an optimistic spin on life insurance application volume after an uninspiring 2019 YTD (+0.4%), setting a January index level not seen since 2016. January’s activity was up 7.3% from that of December, in an unprecedented jump for a January M/M.

All the MIB Life Index age groups showed growth in January with life insurance application activity ages 0-44 up 3.4%, ages 45-59 flat at 0.1%, and ages 60+ up 3.4%. As the largest segment of the composite Index, ages 0-44 had the greatest impact, while ages 60+ seemed to put the brakes on a bit after 2019’s 10.1% year-end growth.

Lee Oliphant, MIB’s CEO presents the 2019 and early 2020 trends in our Life Index Year-in-Review video: [bit.ly/2019LifeIndexVideo](https://bit.ly/2019LifeIndexVideo).

Login to the Enhanced Life Index Portal to download our 2019 and past [MIB Life Index Annual Reports](#) at no charge. Portal Registration: [www.mibsolutions.com/regLI](http://www.mibsolutions.com/regLI).



View the [“2019 Life Index At-the-Half”](#) video.



January 2020 MIB Life Index (2)

<b>Monthly Percent Change Composite Index</b> (year-over-year)	
Jan-20	2.5%
Dec-19	-3.3%
Nov-19	6.0%
Oct-19	1.4%
Sep-19	1.9%
Aug-19	0.5%
Jul-19	-3.2%
<b>YTD - 2020</b>	
	2.5%
<b>YTD - 2019</b>	
	0.4%
<b>Q4-2019</b>	
	1.3%
<b>Q3-2019</b>	
	-0.3%
<b>Q2-2019</b>	
	1.5%
<b>Q1-2019</b>	
	-1.0%

<b>% Change Age Groups</b> (year-over-year)	<b>0-44</b>	<b>45-59</b>	<b>60+</b>
Jan-20	3.4%	0.1%	3.4%
Dec-19	-4.2%	-3.8%	-0.1%
Nov-19	4.6%	7.2%	8.2%
Oct-19	-0.4%	0.9%	6.9%
Sep-19	-2.2%	2.7%	12.5%
Aug-19	-2.9%	0.1%	10.4%
Jul-19	-6.9%	-3.4%	7.2%
<b>YTD 2019</b>	<b>-3.3%</b>	<b>0.9%</b>	<b>10.1%</b>

**About the MIB Life Index**

The MIB Life Index is the life insurance industry's timeliest measure of application activity in the United States. Released to the media each month, the Index is based on the number of searches MIB life member company underwriters perform on the MIB Checking Service database. Since over 90% of life insurance applications in North America include an MIB search, as a routine underwriting requirement, the MIB Life Index provides a reasonable means to estimate new business activity. For past releases, methodology or to subscribe visit [www.mibgroup.com/lifeindex](http://www.mibgroup.com/lifeindex).

**About MIB**

MIB is the life and health insurance industry's most trusted and secure resource for data-driven risk management services that protect the financial integrity of its members and address their evolving needs. Owned by its members, MIB is uniquely positioned to securely collect

and analyze confidential data. MIB services help to detect fraud, errors and omissions on insurance applications; to analyze industry data needed to manage a variety of financial risks; and to make regulatory reporting compliance less onerous and more efficient. MIB Group, Inc., a membership corporation, provides services through its wholly-owned operating subsidiaries, MIB, Inc. and MIB Solutions, Inc. For more information, visit [www.mibgroup.com](http://www.mibgroup.com).

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<b>U.S. Monthly Percent Change vs. Prior Month</b>	
Jan.	7.3%