

LIFE
INSURERS
AND
YOUR
STATE
2018

WISCONSIN

Jobs

- The life insurance industry generates approximately 58,000 jobs in Wisconsin, including 24,900 direct employees and 33,100 non-insurance jobs.
- 427 life insurers are licensed to do business in Wisconsin and 21 are domiciled in the state.

Protection

- Wisconsin residents have \$568 billion in total life insurance coverage.
- State residents own 3 million individual life insurance policies, with coverage averaging \$123,000 per policyholder.
- Group life insurance coverage amounts to \$197 billion.
- Individual life insurance coverage purchased in Wisconsin in 2016 totaled \$28 billion.
- \$9 billion was paid to Wisconsin residents in the form of death benefits, matured endowments, policy dividends, surrender values, and other payments in 2016.
- Annuity benefits paid in the state in 2016 totaled \$2 billion.

Investments

- Life insurance companies invest approximately \$88 billion in Wisconsin's economy.
- About \$72 billion of this investment is in stocks and bonds that help finance business development, job creation, and services in the state.
- Life insurers provide \$4 billion in mortgage loans on farm, residential, and commercial properties, and own \$854 million in real estate in Wisconsin.

Across America

- 90 million American families rely on life insurers' products for financial and retirement security.*
- Life insurers are leading providers of retirement solutions, including 401(k)s, 403(b)s, 457s, IRAs, and annuities, managing 18 percent of all defined contribution plan assets and 14 percent of all IRA assets.
- More than 16 percent of Americans' long-term savings is in permanent life insurance and retirement annuities.
- Life insurers pay out \$1.7 billion to families and businesses every day.
- Life insurers invest \$6.4 trillion in the U.S. economy—95 percent of the industry's total assets.
- Life insurers are a major source of bond financing for American businesses, holding almost 22 percent of all U.S. corporate bonds.

*75 million families depend on life insurance, annuities, retirement plans, long-term care insurance, disability income insurance and reinsurance products. Taking into account additional products including dental, vision and other supplemental benefits, life insurers provide financial protection to 90 million American families.

Sources: ACLI calculations based on National Association of Insurance Commissioners (NAIC) 2016 annual statement data; U.S. Bureau of Economic Analysis, 2016 data; U.S. Census Bureau, 2016 data; U.S. Bureau of Labor Statistics, 2016 data; U.S. Treasury Department, 2016 data; and 2016-2017 MacroMonitor Survey data.