



Individual Life Insurance Growth Rates by Product

		Percent Change 2015-2016		
		Annualized premiums	Face amount	Number of policies
Universal Life	Third Quarter 2016	-2%	-6%	-7%
	Year-to-date	-2	-2%	-5
Variable Universal Life	Third Quarter 2016	-10	-8	-19
	Year-to-date	-12	-12	-16
Term	Third Quarter 2016	2	2	1
	Year-to-date	2	3	1
Whole Life	Third Quarter 2016	9	9	2
	Year-to-date	8	7	4
Total	Third Quarter 2016	2%	1%	++
	Year-to-date	2%	3%	1%

Source: LIMRA's U.S. Retail Individual Life Insurance Sales Summary Report, **Third Quarter 2016**

++ growth is less than 1 percent higher than prior year

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