



Individual Life Insurance Growth Rates by Product

		Percent Change 2013-2014		
		Annualized premiums	Face amount	Number of policies
Universal Life	Second Quarter 2014	-8%	-15%	-6%
	Year-to-date	-12	-17	-8
Variable Universal Life	Second Quarter 2014	22	24	19
	Year-to-date	29	10	13
Term	Second Quarter 2014	-2	-2	-1
	Year-to-date	-3	-3	-3
Whole Life	Second Quarter 2014	5	-3	1
	Year-to-date	1	-4	-1
Total	Second Quarter 2014	1	-4	-1
	Year-to-date	-4%	-5%	-3%

Source: LIMRA's U.S. Individual Life Insurance Sales Summary Report, Second Quarter 2014.

Please attribute any reference to this material to LIMRA.