



## Individual Life Insurance Growth Rates by Product

Percent Change 2016-2017				
		Annualized premiums	Face amount	Number of policies
<b>Universal Life</b>	Second Quarter 2017	2%	+	-5%
	Year-to-date	4%	3%	-5%
<b>Variable Universal Life</b>	Second Quarter 2017	5%	5%	2%
	Year-to-date	1%	2%	+
<b>Term</b>	Second Quarter 2017	3%	6%	++
	Year-to-date	3%	4%	-1%
<b>Whole Life</b>	Second Quarter 2017	2%	4%	-6%
	Year-to-date	5%	5%	-4%
<b>Total</b>	Second Quarter 2017	<b>3%</b>	<b>5%</b>	<b>-4%</b>
	Year-to-date	<b>4%</b>	<b>4%</b>	<b>-3%</b>

Source: LIMRA's U.S. Retail Individual Life Insurance Sales Summary Report, **Second Quarter 2017**

*+ Less than one half of one percent*

*++ Less than one half of negative one percent*

**Please attribute any reference to this material to LIMRA.**