

U.S. Individual Life Insurance Growth Rates by Product

		Percent Change 2016-2017		
		Annualized premiums	Face amount	Number of policies
Universal Life	Third Quarter 2017	0%	-4%	-7%
	Year-to-date	3%	1%	-6%
Variable Universal Life	Third Quarter 2017	-9%	-8%	4%
	Year-to-date	-2%	-1%	1%
Term	Third Quarter 2017	1%	3%	-3%
	Year-to-date	2%	4%	-2%
Whole Life	Third Quarter 2017	-4%	-1%	-3%
	Year-to-date	2%	3%	-3%
Total	Third Quarter 2017	-2%	1%	-3%
	Year-to-date	2%	3%	-3%

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

Please attribute any reference to this material to LIMRA.

