



Individual Life Insurance Growth Rates by Product

		Percent Change 2013-2014		
		Annualized premiums	Face amount	Number of policies
Universal Life	Third Quarter 2014	2%	-1%	-1%
	Year-to-date	-8	-12	-6
Variable Universal Life	Third Quarter 2014	22	11	12
	Year-to-date	26	10	13
Term	Third Quarter 2014	0	0	0
	Year-to-date	-2	-2	-2
Whole Life	Third Quarter 2014	6	0	-2
	Year-to-date	2	-3	-3
Total	Third Quarter 2014	4	0	-1
	Year-to-date	-1%	-4%	-3%

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

Please attribute any reference to this material to LIMRA.