



Individual Life Insurance Growth Rates by Product

Percent Change 2015-2016				
		Annualized premiums	Face amount	Number of policies
Universal Life	Fourth Quarter 2016	6%	2%	-9%
	Year-end	+	-1	-6
Variable Universal Life	Fourth Quarter 2016	-9	-15	-16
	Year-end	-11	-13	-16
Term	Fourth Quarter 2016	-1	-1	-4
	Year-end	1	2	+
Whole Life	Fourth Quarter 2016	11	7	-2
	Year-end	9	7	2
Total	Fourth Quarter 2016	5%	+	-4%
	Year-end	3%	2%	+

Source: LIMRA's U.S. Retail Individual Life Insurance Sales Summary Report, **Fourth Quarter 2016**
 + Less than one half of one percent

Please attribute any reference to this material to LIMRA.