



Individual Life Insurance Growth Rates by Product

Percent Change 2016-2017				
		Annualized premiums	Face amount	Number of policies
Universal Life	First Quarter 2017	6%	5%	-5%
Variable Universal Life	First Quarter 2017	-3	-1	-2
Term	First Quarter 2017	2	2	-2
Whole Life	First Quarter 2017	7	6	-2
Total	First Quarter 2017	5%	3%	-2%
Source: LIMRA's U.S. Retail Individual Life Insurance Sales Summary Report, First Quarter 2017				

Please attribute any reference to this material to LIMRA.