

Individual Life Insurance Growth Rates by Product

Percent Change 2018-2019				
		Annualized premiums	Face amount	Number of policies
Universal Life	First Quarter 2019	+%	++%	-8%
Variable Universal Life	First Quarter 2019	12%	14%	1%
Term	First Quarter 2019	2%	4%	++%
Whole Life	First Quarter 2019	-1%	-2%	-5%
Total	First Quarter 2019	1%	3%	-3%
Source: LIMRA's U.S. Retail Individual Life Insurance Sales Summary Report, First Quarter 2019 + <i>Less than one half of one percent</i> ++ <i>Less than one half of negative one percent</i>				

Please attribute any reference to this material to LIMRA.

