

Voluntary/100 Percent Employee-Paid Product Growth Rate Sales Trends Summary — 1Q 2023

Product	1Q 2022	2Q 2022	3Q 2022	4Q 2022	1Q 2023
Life Total	6%	16%	6%	-23%	-11%
Term life	5%	17%	-18%	-5%	-15%
Permanent life	17%	13%	82%	-40%	9%
Standalone AD&D	-28%	6%	-39%	3%	5%
Disability Total	+	-7%	3%	27%	-1%
Short-term disability	6%	16%	4%	22%	8%
Long-term disability	-8%	-41%	3%	40%	-15%
Supplemental Health Total	18%	9%	8%	6%	-2%
Accident	17%	6%	7%	5%	1%
Critical illness	19%	9%	9%	9%	-8%
Cancer	13%	10%	8%	9%	14%
Hospital indemnity	24%	11%	9%	10%	3%
Subscribers					
Dental*	16%	2%	8%	21%	0.5%

Sources: LIMRA's quarterly *U.S. Workplace Benefits Life Insurance*, *U.S. Workplace Benefits Disability Insurance*, *U.S. Workplace Benefits Supplemental Health*, and *U.S. Workplace Benefits Dental and Vision Plans Sales* surveys.

Data include revisions to prior quarters.

Percent change from same period prior year. Based on carriers providing two years of comparable sales data.

+/- refers to growth/decline of less than one-half of one percent.

* Excludes estimates for Delta Dental Association.

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