



## Individual Life Insurance Growth Rates by Product

		Percent Change 2012-2013		
		Annualized premiums	Face amount	Number of policies
<b>Universal Life</b>	Second Quarter 2013	<b>1%</b>	<b>-17%</b>	<b>-14%</b>
	Year-to-date	<b>5%</b>	<b>-14%</b>	<b>-16%</b>
<b>Variable Universal Life</b>	Second Quarter 2013	<b>9%</b>	<b>14%</b>	<b>10%</b>
	Year-to-date	<b>13%</b>	<b>12%</b>	<b>5%</b>
<b>Term</b>	Second Quarter 2013	<b>6%</b>	<b>4%</b>	<b>5%</b>
	Year-to-date	<b>5%</b>	<b>3%</b>	<b>3%</b>
<b>Whole Life</b>	Second Quarter 2013	<b>5%</b>	<b>2%</b>	<b>-2%</b>
	Year-to-date	<b>6%</b>	<b>3%</b>	<b>-3%</b>
<b>Total</b>	Second Quarter 2013	<b>4%</b>	<b>-1%</b>	<b>-2%</b>
	Year-to-date	<b>6%</b>	<b>-1%</b>	<b>-3%</b>

Source: LIMRA's U.S. Individual Life Insurance Sales Summary Report, Second Quarter 2013.

**Please attribute any reference to this material to LIMRA.**