



Individual Life Insurance Growth Rates by Product

		Percent Change 2012-2013		
		Annualized premiums	Face amount	Number of policies
Universal Life	Third Quarter 2013	-8%	-22%	-15%
	Year-to-date	1%	-17%	-16%
Variable Universal Life	Third Quarter 2013	33%	19%	16%
	Year-to-date	19%	14%	8%
Term	Third Quarter 2013	5%	2%	0%
	Year-to-date	4%	2%	2%
Whole Life	Third Quarter 2013	2%	1%	0%
	Year-to-date	5%	3%	-2%
Total	Third Quarter 2013	0%	-2%	-2%
	Year-to-date	4%	-1%	-3%

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

Please attribute any reference to this material to LIMRA.