

## Individual Life Insurance Growth Rates by Product

<b>Percent Change 2017-2018</b>				
		Annualized premiums	Face amount	Number of policies
<b>Universal Life</b>	First Quarter 2018	-3%	-16%	-13%
<b>Variable Universal Life</b>	First Quarter 2018	10%	-1%	8%
<b>Term</b>	First Quarter 2018	++	3%	-2%
<b>Whole Life</b>	First Quarter 2018	-3%	-3%	-1%
<b>Total</b>	First Quarter 2018	<b>-2%</b>	<b>-1%</b>	<b>-3%</b>

Source: LIMRA's U.S. Retail Individual Life Insurance Sales Summary Report, **First Quarter 2018**

*+ Less than one half of one percent*

*++ Less than one half of negative one percent*

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

