



**FOR IMMEDIATE RELEASE**

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## **MIB Life Index Reports U.S. Life Insurance Activity off -7.9% in January**

Braintree, MA. (February 17, 2014)—U.S. application activity for individually underwritten life insurance declined -7.9% in January, year-over-year, all ages combined, according to the [MIB Life Index](#). January's decline comes on the heels of a disappointing December where the Index was off -7.5% year-over-year, the worst performing December in the last five years. Inclement weather across the country and a consumer distracted by healthcare reform may account for the negative trend. January application activity was -1.5% off from that of the previous December.

U.S. life insurance application activity fell across all three age groups with ages 0-44 experiencing the largest decline at -9.1%, year-over-year. Ages 45-59 closely followed down -8.7%. Notably ages 60+ were off -2.9% in January following a -5.3% year-over-year decline in December 2013. The 60+ age group has moved from being flat last August to negative territory for the next five months consecutively.

Review all the industry trends in detail. Register for free to view the MIB 2013 Life Index Annual Report at [www.mibsolutions.com/regL](http://www.mibsolutions.com/regL) or login at [www.mibsolutions.com/loginL](http://www.mibsolutions.com/loginL).

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January 2014 MIB Life Index (2)

Monthly Percent Change <i>(year-over-year)</i>	
January 2014	-7.9%
December 2013	-7.5%
November 2013	-1.5%
Q4 - 2013	-6.4%

	U.S. Monthly Percent Change by Age <i>(year-over-year)</i>		
	<i>Jan. '14</i>	<i>Dec. '13</i>	<i>Nov. '13</i>
0 - 44	-9.1%	-7.6%	-1.5%
45- 59	-8.7%	-8.5%	-1.5%
60 +	-2.9%	-5.3%	-1.2%

U.S. Monthly Percent Change vs. Prior Month	
January 2014	-1.5%

**About the MIB Life Index**

The MIB Life Index is the life insurance industry's timeliest measure of application activity in the United States. Released to the media each month, the Index is based on the number of searches MIB life member company underwriters perform on the MIB Checking Service database. Since the vast majority of individually underwritten life premium dollars in North America include an MIB search as a routine underwriting requirement, the MIB Life Index provides a reasonable means to estimate new business activity. For past releases, methodology or to subscribe visit [www.mib.com/lifeindex](http://www.mib.com/lifeindex).

**About MIB**

MIB is the life and health insurance industry's most trusted resource for risk information and analytical services. Owned by the industry it has served for more than a century, MIB is uniquely positioned to aggregate industry insights in order to develop products and services for our members that improve their risk assessment. MIB, Inc. and MIB Solutions, Inc. are wholly-owned subsidiaries of the MIB Group, Inc. ([www.mibgroup.com](http://www.mibgroup.com)).

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