



## FOR IMMEDIATE RELEASE

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## **MIB Life Index Reports U.S. Life Insurance Activity Continues to Rise, up +3.5% in October**

Braintree, MA. (November 11, 2015) —Growing over the last five consecutive quarters, application activity for U.S. individually underwritten life insurance was up +3.5% in October year-over-year, all ages combined, according to the [MIB Life Index](#). Long-run growth in the MIB Life Index can be seen in the YTD (Jan.-Oct. 2015) cumulative running Index value of 80.27—a value not observed for this period since the 2009-2012 era. At October's close, the MIB Life Index was up +2.6% year-to-date. October's activity outpaced that of September up +4.1%. Month over prior month comparisons in the composite Life Index have shown steady and increasing sales momentum since this past August.

U.S. life insurance applications were once again led by ages 0-44, up +5.6% in October, the seventh consecutive month of growth. As the largest component of the composite Index, ages 0-44 have experienced greater than +5.0% growth in five of the last ten months, up +3.7% YTD. Application activity for ages 45-59 were up slightly at +0.7% year-over-year, up +0.8% YTD; and applications for ages 60+ were up +1.2% year-over-year, up +2.3% YTD.

The mid-year MIB Life Index video report is available from [www.mibgroup.com](http://www.mibgroup.com). Review all the industry trends on the Enhanced Life Index portal at [www.mibsolutions.com/loginLI](http://www.mibsolutions.com/loginLI) or register for free at [www.mibsolutions.com/regLI](http://www.mibsolutions.com/regLI).

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October 2015 MIB Life Index (2)

Monthly Percent Change Composite Index (year-over-year)	
Oct-15	3.5%
Sep-15	1.5%
Aug-15	5.3%
Jul-15	4.0%
<b>YTD 2015</b>	2.6%
Q1 – 2015	1.5%
Q2 – 2015	2.6%
Q3 – 2015	2.1%

2015	0-44	45-59	60+
Jan	5.7%	5.3%	6.3%
Feb	1.9%	2.0%	4.2%
Mar	-4.5%	-2.7%	1.4%
Apr	5.9%	-0.6%	0.6%
May	4.3%	0.5%	1.6%
Jun	3.7%	-0.4%	0.8%
Jul	6.5%	0.9%	1.8%
Aug	7.0%	3.3%	3.5%
Sep	2.8%	-0.5%	1.2%
Oct	5.6%	0.7%	1.2%

U.S. Monthly Percent Change vs. Prior Month	
Oct-15	4.1%

**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. Its MIB Solutions, Inc. subsidiary is the life insurance industry's first appointed statistical agent, and has cost-effectively performed numerous regulatory data calls for 80% of the insurers that will be subject to principles-based reserving. 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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