



## FOR IMMEDIATE RELEASE

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# MIB Life Index Reports U.S. Life Insurance Activity up 1.0% in April

## Growth Trend Moderating

Braintree, MA. (May 9, 2016) — The growth trend in U.S. application activity for individually underwritten life insurance showed signs of restraint in April, up 1.0% year-over-year, all ages combined, according to the [MIB Life Index](#). With only one exception, April's results mark nearly two-years' expansion for the composite MIB Life Index. Once again, life insurance application activity ages 0-44 continued to lead the pack. April's activity was off -6.9% from that of March, consistent with seasonal trends for this time period.

For the first time since September 2015, application activity was mixed across the age groups. Ages 0-44 applications remained positive up 2.6%, ages 45-59 were off -0.8%, and ages 60+ were off -0.6%, year-over-year. Younger age applicants (ages 0-44), the largest component of the MIB Life Index, has led all other age groups for a year—a marked shift away from a market previously dominated by older age consumers. Year-to-date, life insurance applications ages 0-44 are up 5.8%, ages 45-59 are up 2.4% and ages 60+ are up 2.5% as compared to the prior year.

Watch the MIB Life Index 2015 year-in-review available from [www.mibgroup.com](http://www.mibgroup.com).

The 2015 MIB Life Index Annual Report and prior years' Annuals are available for free from the Enhanced Life Index portal at [www.mibsolutions.com/loginLI](http://www.mibsolutions.com/loginLI) (register at [www.mibsolutions.com/regLI](http://www.mibsolutions.com/regLI)).

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*April 2016 MIB Life Index (2)*

<b>Monthly Percent Change Composite Index</b> (year-over-year)	
Apr-16	1.0%
Mar-16	4.9%
Feb-16	4.6%
Jan-16	6.4%
<b>Q1 - 2016</b>	5.4%
<b>Q4 - 2015</b>	3.2%
<b>YTD - 2016</b>	4.3%

<b>U.S. Monthly Percent Change vs. Prior Month</b>	
Apr	-6.9%

<b>2015-2016</b>	<b>0-44</b>	<b>45-59</b>	<b>60+</b>
Apr-15	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%
Nov	3.8%	0.2%	3.1%
Dec-15	4.5%	0.1%	2.0%
Jan	8.4%	4.4%	3.9%
Feb	5.8%	2.9%	3.8%
Mar	6.5%	3.1%	2.9%
Apr-16	2.6%	-0.8%	-0.6%

**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 and secure resource for data-driven risk management services that protect the financial integrity of its members and address their evolving needs. Owned by its members, MIB is uniquely positioned to securely collect and analyze confidential data. MIB services help to detect fraud, errors and omissions on insurance applications; to analyze industry data needed to manage a variety of financial risks; and to make regulatory reporting compliance less onerous and more efficient. As the life insurance industry's first statistical agent, our MIB Solutions, Inc. subsidiary cost-effectively performs annual data calls for those insurers subject to principles-based reserving. MIB Group, Inc., a membership corporation, provides services through its wholly-owned operating subsidiaries, MIB, Inc. and MIB Solutions, Inc. For more information, visit [www.mibgroup.com](http://www.mibgroup.com).