# II. 1993-94 CANADIAN LAPSES BY DURATION AND PRODUCT LINE: LONG-TERM ORDINARY LAPSE SURVEY* 

## INTRODUCTION

This report examines the lapsation of ordinary insurance in Canada between 1993 and 1994 policy anniversaries. It is designed to help companies develop new products and monitor marketing and product performance. $\dagger$ A separate report is available for U.S. experience.

Lapse rates in this report are percentages of face amounts, policies, and annualized premiums in force on 1993 policy anniversaries that lapse on or before 1994 policy anniversaries. For new issues in 1993, amounts in force on 1993 anniversaries correspond to amounts sold during 1993.

Lapse rates are measured for policy years $1,2,3$ to 5,6 to 10 , and 11 and over. These policy years correspond to issue years 1993, 1992, 1991 to 1989, 1988 to 1984, and 1983 and earlier. Lapse rates by face amount, number of policies, and annualized premium are measured for six types of ordinary insurance plans (see Appendix B for product definitions):

- Traditional whole life (WL)
- Interest-sensitive whole life (ISWL)
- Permanent term
- Five-year renewable term (5-YRT)
- Ten-year renewable term (10-YRT)
- Other level face amount term (OLT).

Face amount lapse rates are also supplied for issue ages 20 to 29,30 to 39 , 40 to 49,50 to 59 , and all issue ages combined (including issue ages below 20 and over 59) for all six types of plans.

Appendix C lists other LIMRA lapse and persistency research studies.

## DEFINITIONS

## Example of a First-Year Lapse

A new policy is issued and the first 12 months of premium are subsequently paid. The premium due in policy month 13 is not paid by the end of the grace period (this is a first-year lapse, not a second-year lapse).

[^0]
## Uwweighea Averuge inpse irne

This rate equals the moan of individual company lapse rates; therefore, company size does not affect the results.

## Weighted Average Lapse Raie

This rate equals the mean of individual company lapse rates weighted by the amount of in-force business; therefore, company size does affect the results.

Additional defnitions appear in Appendix $A$.

## ABOUT THR SAMPHE

Sixteen companies paricipated in the study. Fourteen of these companies provided lapse data for all three measures; two companies provided only face amount and policy count data. Table 1 shows the total reported face amount in force at the begiming of the 1993-94 policy year. Tables 2 and 3 show the total number of policies and total amualized premium in force, respectively.

TABLEI
Face Amolat In Force (Bunions) on 1993 Anniversaries ( 16 Companies)

| Issse Year | Traditionst Whole Liec | Interest- <br> Sensitive <br> Whole Lifo | Fermanent Tem | Level Tem Products |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | 5-YRT | 10-YRT | OLT |
| 1993 | \$ 11.7 | 52.0 | \$ 3.3 | \$ 7.3 | \$ 8.8 | \$1.1 |
| 1992 | 10.3 | 2.2 | 3.4 | 5.7 | 8.4 | 1.2 |
| 1989 to 1991 | 25.5 | 5.1 | 4.9 | 11.2 | 15.7 | 2.0 |
| 1984 to 1988 | 32.3 | 12.0 | 2.7 | 10.5 | 5.9 | 1.7 |
| Before 1984 | 25.4 | 1.0 | 0.1 | 4.8 | 0.6 | 0.8 |
| Total in force | \$105.2 | \$22.3 | \$14.4 | S39.5 | \$39.4 | \$6.8 |

CABLE 2
Number of Policies In Force (Thousands) on 1993 Anniversaries ( 16 Companies)

| Issue Yoar | Traditional Whole Life | Interest- <br> Senstive <br> Whele Life | Permanemt Term | Lcvel Term Products |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | 5-YRT | 10-YRT | OLT |
| 1993 | 216.2 | 27.0 | 42.1 | 49.6 | 50.1 | 8.9 |
| 1992 | 197.4 | 33.0 | 37.9 | 37.3 | 46.0 | 8.3 |
| 1989 to 1991 | 521.8 | 81.3 | 59.3 | 73.0 | 86.7 | 19.0 |
| 1984. to 1988 | 904.1 | 208.1 | 41.5 | 79.9 | 33.0 | 23.7 |
| Before 1984 | 2,252.7 | 47.7 | 7.3 | 61.7 | 9.9 | 38.3 |
| Total in force | 4,092.2 | 397.1 | 188.1 | 301.5 | 225.7 | 98.2 |

TABLE 3
Annualized Premium In Force (Millions) on 1993 Anniversaries ( 14 Companies)

| Issue Year | Traditional Whole Life | Interest- <br> Sensitive <br> Whole Lifo | Permanent Tcrm | L.evel Tern Products |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | 5-YRT | 10-YRT | OLT |
| 1993 | \$ 135.3 | \$ 15.8 | \$ 29.7 | \$ 22.0 | S 22.6 | \$ 4.2 |
| 1992 | 128.0 | 15.5 | 30.5 | 17.4 | 21.5 | 4.7 |
| 1989 to 1991 | 305.1 | 37.0 | 41.8 | 37.7 | 39.5 | 7.9 |
| 1984 to 1988 | 416.9 | 65.3 | 18.0 | 45.2 | 16.5 | 7.9 |
| Before 1984 | 363.8 | 11.4 | 1.1 | 31.1 | 5.0 | 5.0 |
| Total in force | \$1,349.1 | \$145.0 | \$121.1 | \$153.4 | \$105.1 | \$29.7 |

## LAPSE RATES BY PRODUCT TYPE

Table 4 summarizes median face amount lapse rates by product for 14 companies that provided data for all three measures. Table 5 and Table 6 show similar results for median policy count and median annualized premium lapse rates, respectively.

TABLE 4
Percentage of Face Amount Lapsing by Product Type

| Policy Yoar. | AllProducts(11) | Traditional Whole Life (14) | Intercst- <br> Sensitive Whole Life (7) | Permanent Term (13) | Level Term Products |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  | $\begin{gathered} 5 \text {-YRT } \\ (14) \\ \hline \end{gathered}$ | $\begin{gathered} 10-\mathrm{YRT} \\ (14) \end{gathered}$ | Other <br> (12) |
| 1 | 10.7\% | 10.3\% | - | 7.2\% | 11.8\% | 7.4\% | 9.0\% |
| 2 | 8.8 | 9.0 | - | 6.8 | 9.3 | 9.0 | 10.5 |
| 3-5 | 7.2 | 6.1 | 6.9\% | 5.8 | 11.5 | 7.0 | 9.0 |
| 6-10 | 6.4 | 5.1 | 4.3 | 3.7 | 9.6 | 6.4 | 6.8 |
| 11 and over | 5.5 | 4.5 | - | - | 7.1 | - | 6.4 |

()Indicates number of companies providing lapse data.
-Insufficient data.

TABLE 5
Percentage of Policies Lapsing by Product Type

| Policy Yea: | All Products (14) | Traditional Whole Life (14) | Interest- <br> Sensitive Whole Life (7) | Permanent Term (13) | Level Term Products |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  | $\begin{gathered} \text { 5-YRT } \\ (14) \\ \hline \end{gathered}$ | $\begin{gathered} 10-\mathrm{YRI} \\ (14) \\ \hline \end{gathered}$ | $\begin{aligned} & \text { Other } \\ & (12) \\ & \hline \end{aligned}$ |
| 1 | 9.5\% | 11.5\% | - | 8.6\% | 14.7\% | 9.0\% | 11.4\% |
| 2 | 7.4 | 9.1 | - | 6.5 | 10.3 | 9.5 | 11.7 |
| 3-5 | 6.3 | 6.3 | 5.7\% | 4.6 | 12.2 | 7.8 | 8.8 |
| 6-10 | 6.0 | 4.5 | 4.9 | 3.8 | 9.8 | 6.4 | 6.6 |
| 11 and over | 5.8 | 4.1 | -- |  | 7.3 | --- | 6.3 |

[^1]TABLE 6
Percentage of Anncalized Premium Lapsing by Product Type

| Policy Year | All Prodicts (14) | Tradtional Whole Lie (13) | Intorest- <br> Sensisive Whole Life (7) | Permanent <br> Term <br> (12) | Level Term Products |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  | $\begin{gathered} \text { 5-YRT } \\ (12) \\ \hline \end{gathered}$ | $\begin{gathered} \text { 10-YRT } \\ (12) \\ \hline \end{gathered}$ | Other <br> (11) |
| 1 | 11.9\% | 9.2\% | - | 6.3\% | 13.5\% | 8.2\% | 9.9\% |
| 2 | 8.8 | 7.3 | - | 6.5 | 9.3 | 9.5 | 10.3 |
| 3-5 | 7.1 | 5.7 | 6.0\% | 3.4 | 11.7 | 6.9 | 8.7 |
| 6-10 | 5.4 | 4.8 | 3.9 | 2.6 | 11.0 | 7.4 | 5.6 |
| 11 and over | 4.4 | 4.1 | -- | - | 9.6 | - | 7.8 |

( )Indicates number of companies providing lapse dara.
-Insufficient data.

## face fivount laipe rates by issue agz

Tables 7 through 10 summarize median face amount lapse rates by issue age for individual products. In general, older issue ages exhibit lower lapse rates.

TABLE 7
Medan Face Amount Lapse Rates for Traditional Whole Life

| Poicy Year | 2029 | $30-39$ | $40-49$ | $50-59$ |
| :--- | :---: | :---: | :---: | :---: |
| 1 | $16.6 \%$ | $10.3 \%$ | $8.2 \%$ | $4.4 \%$ |
| 2 | 10.8 | 7.5 | 6.2 | 3.9 |
| $3-5$ | 7.3 | 6.4 | 4.9 | 3.8 |
| $6-10$ | 5.0 | 4.2 | 3.6 | 3.4 |
| 11 and over | 5.0 | 4.0 | 3.8 | 2.7 |

TABLE 8
Mldian Pace Amount Lapsf Rates for Permanent Term

| Policy Year | $20-29$ | $30-39$ | $40-49$ | $50-59$ |
| :--- | :--- | :--- | :--- | :--- |
| 1 | $13.3 \%$ | $8.7 \%$ | $5.8 \%$ | $5.0 \%$ |
| 2 | 11.8 | 8.7 | 5.4 | 3.2 |
| $3-5$ | 8.6 | 5.7 | 5.0 | 3.0 |
| $6-10$ | 3.8 | 4.0 | 5.4 | 1.6 |

TABLE9
Median Face Avount Lapse Rates for 5-YRT

| Policy Year | $20-29$ | $30-39$ | $40-49$ | $50-59$ |
| :--- | :---: | :---: | :---: | :---: |
| 1 | $16.5 \%$ | $11.8 \%$ | $9.6 \%$ | $7.3 \%$ |
| 2 | 13.9 | 9.6 | 9.5 | 7.3 |
| $3-5$ | 12.5 | 9.8 | 9.9 | 11.8 |
| $6-10$ | 8.1 | 9.4 | 9.8 | 7.9 |
| 11 and over | 5.8 | 6.2 | 9.2 | 11.7 |

TABLE 10
Median face Amount Lapse Rates for 10 -YRT

| Policy Year | $20-29$ | $30-39$ | $40-49$ | $50-59$ |
| :--- | :---: | :---: | :---: | :--- |
| 1 | $13.4 \%$ | $8.5 \%$ | $8.9 \%$ | $6.9 \%$ |
| 2 | 12.6 | 9.4 | 8.9 | 8.1 |
| $3-5$ | 9.4 | 6.8 | 7.2 | 7.9 |
| $6-10$ | 7.0 | 5.5 | 6.0 | 5.6 |

Tables 11 and 12 summarize median face amount lapse rates by issue age for combined permanent insurance products and combined term insurance products, respectively. Except for the under-50 age group in the first policy year and the 30-39 age group in the second policy year, term lapse rates are higher than permanent lapse rates. Results for permanent insurance are more heavily weighted toward whole life because more companies supplied whole life lapse data than interest-sensitive whole life data.

TABLE 1 :
Median Face Amount Lapse Rates for Permanent Insurance (WL, ISWL)

| Policy Year | $20-29$ | $30-39$ | $40-49$ | $50-59$ |
| :--- | :---: | :---: | :---: | :---: |
| 1 | $18.2 \%$ | $12.7 \%$ | $9.1 \%$ | $4.6 \%$ |
| 2 | 1.1 | 9.4 | 6.4 | 3.9 |
| $3-5$ | 7.6 | 6.6 | 4.9 | 3.8 |
| $6-10$ | 4.6 | 3.9 | 3.5 | 3.5 |
| 11 and over | 5.0 | 4.0 | 3.8 | 2.6 |

TABLE 12
Median Face Amount Lapse Rates for Term (5-YRT, 10-YRT, OLT)

| Policy Year | $20-29$ | $30-39$ | $40-49$ | $50-59$ |
| :--- | :---: | :---: | :---: | :---: |
| 1 | $14.7 \%$ | $9.1 \%$ | $8.4 \%$ | $7.5 \%$ |
| 2 | 13.4 | 8.4 | 9.6 | 8.1 |
| $3-5$ | 10.4 | 8.1 | 8.2 | 9.5 |
| $6-10$ | 7.8 | 7.1 | 8.6 | 7.3 |
| 11 and over | 6.0 | 6.8 | 8.7 | 13.2 |

## COMPARATIVE FACE AMOUNT LAPSE RATE TABLES

Table 13 compares face amount lapse rates of traditional whole life and 5 -YRT products for 15 companies that sell both. Older whole life policies have better persistency, while 5-YRT products exhibit high lapse rates in all policy durations.

TABLE 13
Trabmonal Whole Lhe vs. Five-Ybar Renewable Term Lapse Rates

| Policy Yaar | Mudian |  | Unweighted Average |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Whole time | 5-YR1 | Whole Life | 5-YRT |
| 1 | 10.5\% | 11.8\% | 15.7\% | 11.6\% |
| 2 | 0.2 | 9.3 | 11.9 | 10.4 |
| 3-5 | 6.2 | 11.5 | 7.2 | 11.7 |
| 6-10 | 3.6 | 10.3 | 6.1 | 12.8 |
| 11 and over | 4.7 | 7.5 | 4.7 | 7.9 |

Table 14 compares 5-YRT lapse rates and 10 -YRT lapse rates for 15 companies that sell both products. Ten-year level term exhibits a lower lapse rate than 5 -YRT in all durations except the second. The largest difference occurs in policy years 6 to 10 -a difference of 4.3 percentage points for median lapse rates and 6.6 pcrcentage points for unweighted average lapse ratcs.

TABLE I 4
Five-Yenr Rentwabie Tgry ys. 10 -Yenr Renewable Term Lapse Rates

| Policy Year | Vucham |  | Linweighted Average |  |
| :---: | :---: | :---: | :---: | :---: |
|  | 5-YRT | 10-YRT | 5-YRT | 10-YRT |
| 1 | $11.8 \%$ | 7.9\% | 11.8\% | 8.8\% |
| 2 | 9.3 | 9.8 | 10.4 | 9.1 |
| 3-5 | 10.5 | 7.1 | 11.2 | 7.9 |
| 6-10 | 10.3 | 6.0 | 13.0 | 6.4 |

Table 15 compares mediars and unweighted average face amount lapse rates of pemanent insumance (raditional whole hife and interest-sensitive whole life conbined) for large and small companies. The large company group consists of companies reporting more than $\$ 9$ bilion of total face amount in force. Lapse rates in all but the first year are better for large companies than for small companies.

TABLE 15
Perminemt haurancle Lapse Rates by Company Size

| Policy Yuar | Micdian |  | Unweighted Average |  |
| :---: | :---: | :---: | :---: | :---: |
|  | rarge Companies | Small Companics | Large <br> Companics | Small Companies |
| 1 | 14.0\% | 10.6\% | $14.0 \%$ | 20.9\% |
| 2 | 8.5 | 9.8 | 8.7 | 14.0 |
| 3-5 | 6.7 | 6.9 | 6.9 | 8.1 |
| 6-10 | 3.7 | 4.9 | 4.7 | 5.4 |
| 11 and over | 3.8 | 4.9 | 4.3 | 4.9 |

TRENDS IN LAPSE RATES

## Traditional Whole Life

Figure 1 shows a two-year trend in unweighted average face amount lapse rates for a constant group of companies; Table 16 details companies' increases and decreases in unweighted average face amount lapse rates. Lapse rates increased in 1994, especially in earlier policy years.

FIGURE 1
Whole Life Face Amount Lapse Rates for a Constant Group of Companies


TABLE 16
Increases and Decreases in Whole Life Face Amount Lapse Rates

|  | Number of Companies | Unweighted Average Lapse Rate |  |
| :---: | :---: | :---: | :---: |
|  |  | 1993 | 1994 |
| Policy year 1 |  |  |  |
| Increase | 7 | 13.1\% | 19.3\% |
| Decrease | 5 | 11.5 | 9.7 |
| All | 12 | 12.4 | 15.3 |
| Policy year 2 |  |  |  |
| Increase | 5 | 8.0\% | 15.0\% |
| Decrease | 7 | 9.3 | 7.4 |
| All | 12 | 8.8 | 10.6 |
| Policy years 3-5 |  |  |  |
| Increase | 8 | 6.5\% | 8.1\% |
| Decrease | 4 | 7.0 | 6.3 |
| All | 12 | 6.6 | 7.5 |
| Policy years 6-10 |  |  |  |
| Increase | 7 | 4.2\% | 6.5\% |
| Decrease | 6 | 6.1 | 5.6 |
| All | 13 | 5.1 | 6.1 |
| Policy years 11 and over |  |  |  |
| Increase | 2 | 3.6\% | 5.3\% |
| Decrease | 9 | 5.2 | 4.8 |
| All | 11 | 4.9 | 4.9 |

## Wempurewat Temp

Figure 2 shows a two-year trend in unweighted average face amount lapse rates for a constan group of companies; Table 17 details companies' increases and cecreases in mweighted average face amount lapse rates. Lapse rates decreased from 1993 to 1994 in an policy years except years 6-10.

FIGURE 2
Permanent Tery face Amolnt Lapse Rates for a Constant Group of Companies


TABEE 17
Moreases and Decreases in Permanevt Term Face Amolnt Lapse Rates

|  | Number of Compances | Unweighed Average Lapse Rate |  |
| :---: | :---: | :---: | :---: |
|  |  | 1993 | 1994 |
| Policy year 1 |  |  |  |
| Increase | 5 | 7.9\% | 10.0\% |
| Decrcase | 4 | 8.8 | 5.7 |
| Al | 9 | 8.3 | 8.1 |
| Policy year 2 |  |  |  |
| Increase | 2 | 6.1\% | 7.9\% |
| Decrease | 8 | 10.2 | 6.9 |
| A11 | 10 | 9.4 | 7.1 |
| Policy years 3-5 |  |  |  |
| Increase | 3 | 3.6\% | 5.3\% |
| Decrease | 7 | 8.1 | 6.4 |
| All | 10 | 6.7 | 6.1 |
| Policy years 6-10 |  |  |  |
| Increase | 4 | 3.0\% | 5.8\% |
| Decrease | 4 | 5.0 | 3.6 |
| All | 8 | 4.0 | 4.7 |

## Five-Year Renewable Teme

Figure 3 shows a two-year trend in 5-YRT unweighted average face amount lapse rates for a constant group of companies; Table 18 details companies' increases and decreases in unweighted average face amount lapse rates.

FIGURE 3
5-YRT face Amount Lapse Rates for a Constant Group of Companies


TABLE 18
Increases and Decreases in 5-YRT Face Amolnt Lapse Rates

|  |  |  |  |
| :--- | :---: | :---: | :---: |
|  | Number of <br> Companies | Unweighted Average <br> Lapse Rate |  |
|  |  | 1993 | 1994 |
| Policy year 1 | 4 | $12.6 \%$ | $14.1 \%$ |
| Increase | 3 | 9.8 | 9.1 |
| Decrease | 7 | 11.4 | 12.0 |
| All |  | $11.1 \%$ | $12.2 \%$ |
| Policy year 2 | 4 | 11.3 | 9.9 |
| Increase | 3 | 11.2 | 11.2 |
| Decrease | 7 | $11.1 \%$ | $11.9 \%$ |
| All | 3 | 12.6 | 10.4 |
| Policy years 3-5 | 4 | 11.9 | 11.0 |
| Increase | 7 | $9.6 \%$ | $15.3 \%$ |
| Decrease | 6 | 1.1 | 8.7 |
| All | 6 | 10.3 | 12.0 |
| Policy years 6-10 | 12 | $5.9 \%$ | $6.9 \%$ |
| Increase | 4 | 9.7 | 7.6 |
| Decrease | 8 | 8.5 | 7.3 |
| All |  |  |  |
| Policy years 11 and over | 12 |  |  |
| Increase |  |  |  |
| Decrease |  |  |  |
| All |  |  |  |

## Ten-Wear Remewoble Tequr

Figure 4 shows a two-year trend in unweighted average face amount lapse rates for a constant group of companies; Table 19 details companies' increases and decreases in unweighted average race amount lapse rates. Average lapse rates decreased sighty in all but the frst duration from 1993 to 1994.

FIGURE 4
10-YRT Pace Amount lapse Rates for a Constant Group of Companies


TABLE 19
Increases and Decreases in $10-\mathrm{yRT}$ Face Amount Lapse Rates

|  | Number of Comparies | Unweighted Average Lapse Rate |  |
| :---: | :---: | :---: | :---: |
|  |  | 1993 | 1994 |
| Policy year 1 |  |  |  |
| Increase | 5 | 8.1\% | 9.9\% |
| Decrease | 6 | 9.9 | 8.4 |
| All | 11 | 9.0 | 9.1 |
| Policy year 2 |  |  |  |
| Increase | 3 | 8.4\% | 9.2\% |
| Decreasc | 8 | 10.5 | 9.3 |
| All | 11 | 9.9 | 9.3 |
| Policy years 3-5 |  |  |  |
| Increase | 6 | 6.9\% | 8.7\% |
| Decrease | 5 | 10.6 | 7.6 |
| All | 11 | 8.6 | 8.2 |
| Policy years 6-10 |  |  |  |
| Increase | 3 | 4.2\% | 7.3\% |
| Decrease | 6 | 8.6 | 6.1 |
| All | 9 | 7.1 | 6.5 |

## Other Level Face Amount Term (Exchuding 5-YRT anal 10-YRT)

Figure 5 shows a two-year trend in unweighted average face amount lapse rates for a constant group of companies for other level term products. Table 20 details companies' increases and decreases in unweighted average face amount lapse rates. Average lapse rates decreased in policy years 1,3 to 5 , and 6 to 10 .

FIGURE 5
Other Lever. Term I apse Rates for a Constant Group of Companies


TABLE 20
Increases and Decreases in Other Level Term Lapse Rates

|  | Number of Companies | Unweighted Avcrage Lapse Rate |  |
| :---: | :---: | :---: | :---: |
|  |  | 1993 | 1994 |
| Policy year 1 |  |  |  |
| Increase | 4 | 11.4\% | 13.8\% |
| Decrease | 5 | 11.3 | 8.6 |
| All | 9 | 11.4 | 10.9 |
| Policy year 2 |  |  |  |
| Increase | 4 | 13.0\% | 17.0\% |
| Decrease | 5 | 13.1 | 10.5 |
| All | 9 | 13.1 | 13.4 |
| Policy years 3-5 |  |  |  |
| Increase | 4 | 7.8\% | 11.2\% |
| Decrease | 7 | 16.1 | 11.8 |
| All | 11 | 13.1 | 11.5 |
| Policy years 6-10 |  |  |  |
| Increase | 4 | 6.5\% | 9.6\% |
| Decrease | 7 | 9.5 | 6.1 |
| All | 11 | 8.4 | 7.4 |
| Policy years 11 and over |  |  |  |
| Increase | 9 | 4.7\% | 7.4\% |
| Decrease | 3 | 9.5 | 5.5 |
| All | 12 | 5.9 | 6.9 |

## DETAMLDD LAPSE RATE TABLES

## Traviviount Wbole Lue

TABLE 21
Face Avount Lapsing (13 Companies)

| Policy Yaar | In Force (Billions) | Low | Median | Hegn | Unweighted Average | Weighted Average |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | 811.7 | 5.1\% | 10.5\% | 56.8\% | 15.7\% | 12.5\% |
| 2 | 10.3 | 4.5 | 9.2 | 28.8 | 11.9 | 8.1 |
| 3-5 | 25.5 | 2.7 | 6.2 | 16.5 | 7.2 | 7.2 |
| 6-10 | 32.3 | 2.4 | 5.6 | 11.4 | 6.1 | 5.4 |
| 11 and over | 25.4 | 0.9 | 4.7 | 7.5 | 4.7 | 3.9 |

TABLE 22
Number of Polrcies Lapsing (15 COMPANES)

| Policy Year | In Force <br> (Th.ousands) | Low | Medan | High | Unweighted <br> Average | Weighted <br> Average |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | 216.2 | $5.3 \%$ | $12.2 \%$ | $38.5 \%$ | $14.6 \%$ | $13.8 \%$ |
| 2 | 197.4 | 4.6 | 9.2 | 20.9 | 10.8 | 8.3 |
| $3-5$ | 521.8 | 3.2 | 6.7 | 13.1 | 6.7 | 7.3 |
| $6-10$ | 904.1 | 2.3 | 5.0 | 10.5 | 5.5 | 5.0 |
| 11 and over | $2,252.7$ | 0.7 | 4.3 | 5.3 | 4.1 | 4.1 |

TABLE 23
Annunlized Premicm Lapsing (14 COMPANIES)

|  |  |  |  |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| Policy Year | In Furve <br> (Millions) | Low | Mecian | Eigh | Unweighted <br> Average | Wreighled <br> Average |
| 1 | $\$ 135.3$ | $2.3 \%$ | $9.2 \%$ | $61.9 \%$ | $16.1 \%$ | $10.7 \%$ |
| 2 | 128.0 | 3.3 | 7.3 | 29.4 | 10.7 | 6.6 |
| $3-5$ | 305.1 | 1.4 | 5.7 | 18.5 | 6.5 | 6.6 |
| $6-10$ | 416.9 | 2.3 | 4.8 | 9.0 | 5.2 | 4.3 |
| 11 and over | 363.8 | 0.7 | 4.1 | 6.2 | 4.3 | 3.8 |

TABLE 24
Median Face Amolnt and AnNualized Premium Lapsing and Not Lapsing.

| Policy Year | Face Amount* |  | Premium |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Lapsing | Nor Lapsing | Lapsing | Not Lapsing |
|  | 544,000 | $\$ 50,000$ | $\$ 600$ | $\$ 620$ |
| 2 | 46,000 | 43,000 | 580 | 660 |
| $3-5$ | 36,000 | 40,000 | 660 | 600 |
| $6-10$ | 38,000 | 31,000 | 450 | 500 |
| 11 and over | 12,000 | 11,000 | 190 | 200 |

*Rounded to the nearest $\$ 1.000$.
Rounded to the nearest S10.

## Interest-Sensitive Whole Life

TABLE 25
Face Amount Lapsing
(7 Companies)

| Policy Year | In Force (Billions) | Low | Median | High | Cnweighted <br> Average | Weighted Average |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | \$ 2.0 | - | - | - | - | - |
| 2 | 2.2 | - | - | - | - | - |
| 3-5 | 5.1 | 4.6\% | 6.9\% | 10.8\% | 7.0\% | 7.0\% |
| 6-10 | 12.0 | 2.0 | 4.3 | 5.6 | 4.2 | 3.9 |

-- Insufficient data.

TABLE 26
Number of Policies Lapsing
(7 Companies)

|  | In Force <br> (Thousands) | Low | Median | High | Unweighted <br> Average | Weighted <br> Average |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | 27.0 | - | - | - | - | - |
| 2 | 33.0 |  | - | - | - |  |
| $3-5$ | 81.3 | $4.7 \%$ | $5.7 \%$ | $9.4 \%$ | $6.7 \%$ | $5.0 \%$ |
| $6-10$ | 208.1 | 2.2 | 4.9 | 6.7 | 4.8 | 4.3 |

- Insufficient data.

TABLE 27
Median Face Amount Lapsing and Not Lapsing

|  | Facc Amount |  |
| :--- | :---: | :---: |
| Policy Year | Lapsing | Not Lapsing |
| 1 | - | - |
| 2 | - | - |
| $3-5$ | $\$ 87,000$ | $\$ 80,000$ |
| $6-10$ | 76,000 | 92,000 |

*Rounded to the nearest $\$ 1,000$.

- Insufficient data.

TABLE 28
FACR ANOUNT :APSME
(13 Companes)

| Policy Year | in Force (Billions) | Low | viclian | Hich | Unweighted <br> Average | Weighted <br> Average |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | 53.3 | $0.7 \%$ | $7.8 \%$ | 15.3\% | 7.9\% | 9.0\% |
| 2 | 3.4 | 1.5 | 7.0 | 17.3 | 7.3 | 6.9 |
| 3-5 | 4.9 | 1.1 | 6.0 | 15.9 | 6.0 | 7.3 |
| 6-10 | 2.7 | 2.2 | 4.0 | 8.3 | 4.6 | 4.2 |

TABLE 29
Number of Policles Lapshg
(i3 Companis)

| Policy Year | $\begin{aligned} & \text { In Fores } \\ & \text { (Thousarcs) } \end{aligned}$ |  | Mediar | Thigh | Unweiglted <br> Average | Weighted <br> Average |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | 42.1 | 1.6\% | 9.5\% | 15.7\% | 9.0\% | 10.0\% |
| 2 | 37.9 | 2.2 | 7.0 | 17.2 | 7.0 | 6.9 |
| 3-5 | 59.3 | 2.2 | 4 S | 14.0 | 5.6 | 6.5 |
| 6-10 | 41.5 | 1.8 | 4.3 | 8.3 | 4.5 | 5.3 |

TAPIE 30
ANNUATMED PREMIUM LAPSAG
( 12 COMPANES)

| Policy Year | In borce (Mtlions | Low | Mudan | High | Cheighted Average | Weighted Average |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| I | 329.7 | 0.6\% | 6.3\% | 13.4\% | 6.8\% | 7.5\% |
| 2 | 30.5 | 1.2 | 6.5 | 16.2 | 6.1 | 5.4 |
| 3-5 | 41.8 | 1.0 | 3.4 | 11.4 | 4.5 | 5.4 |
| $6-10$ | 18.0 | 1.8 | 2.6 | 7.1 | 3.4 | 3.5 |

Tasie31
Median Face Amocm and Andalized Premiom Lapsing and Not Lapsing

| Policy Yeat | Fice Amount* |  | Premium* |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Lapsing | Nor lapsing | Lapsixg | Noí Lapsing |
| 1 | S 88,000 | 5118,000 | 5730 | 8980 |
| 2 | 105,000 | 105,600 | 750 | 1,100 |
| 3-5 | 107,000 | 119,000 | 630 | 1,100 |
| 6-10 | 93,000 | 85,000 | 570 | 54.0 |

*Rounded to the nearest $\$ 1,000$.
Rounded to the nearest $\$ 10$.

## Five-Year Renewable Term

TABLE 32
Face Amount Lapsing
( 15 COMPANIES)

| Policy Year | In Force <br> (Billions) | Low | Median | High | Unweighted <br> Average | Weighted <br> Average |
| :--- | :---: | :--- | :--- | :--- | :--- | :---: |
| 1 | $\$ 7.3$ | $3.3 \%$ | $12.0 \%$ | $19.0 \%$ | $12.3 \%$ | $11.6 \%$ |
| 2 | 5.7 | 6.3 | 10.1 | 17.0 | 10.8 | 9.1 |
| $3-5$ | 11.2 | 6.6 | 10.6 | 16.7 | 11.5 | 8.3 |
| $6-10$ | 10.5 | 6.2 | 10.0 | 26.4 | 12.6 | 8.0 |
| 11 and over | 4.8 | 3.7 | 7.5 | 14.0 | 7.9 | 6.7 |

TABLE 33
Number of Policies Lapsing
(15 Companies)

| Policy Year | In Force <br> (Thousands) | Low | Median | High | Unweighted <br> Average | Weighted <br> Average |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | 49.6 | $4.6 \%$ | $14.7 \%$ | $20.4 \%$ | $14.1 \%$ | $14.7 \%$ |
| 2 | 37.3 | 5.8 | 11.3 | 15.7 | 11.3 | 10.8 |
| $3-5$ | 73.0 | 7.1 | 11.1 | 16.0 | 11.9 | 8.9 |
| $6-10$ | 79.9 | 6.3 | 10.8 | 19.5 | 11.2 | 8.0 |
| 11 and over | 61.7 | 5.2 | 7.5 | 13.8 | 8.0 | 6.7 |

TABLE 34
Annualized Premium Lapsing
(13 Companies)

| Policy Year | In Force (Millions) | Low | Median | High | Unweighted Average | Weighted <br> Average |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | \$22.0 | 3.1\% | 13.5\% | 16.6\% | 12.4\% | 11.2\% |
| 2 | 17.4 | 6.9 | 9.3 | 28.4 | 12.0 | 9.0 |
| 3-5 | 37.7 | 6.4 | 11.7 | 17.8 | 12.3 | 8.0 |
| 6-10 | 45.2 | 6.6 | 11.0 | 33.3 | 13.8 | 8.6 |
| 11 and over | 31.1 | 5.7 | 9.6 | 18.0 | 9.9 | 7.9 |

TABLE 35
Median Face Amount and Annualized Premium Lapsing and Not Lapsing

| Policy Year | Face Amount* |  | Premium ${ }^{\dagger}$ |  |
| :--- | :---: | :---: | :---: | :---: | :---: |
|  | Lapsing | Not Lapsing | Lapsing | Not Lapsing |
|  | $\$ 128,000$ | $\$ 156,000$ | $\$ 430$ | $\$ 550$ |
| 2 | 155,000 | 158,000 | 470 | 500 |
| $3-5$ | 139,000 | 151,000 | 570 | 530 |
| $6-10$ | 124,000 | 124,000 | 710 | 520 |
| 11 and over | 82,000 | 85,000 | 680 | 490 |

*Rounded to the nearest $\$ 1,000$.
-Rounded to the nearest $\$ 10$.

## Ten-Mers Remeunelde Temm

TABLE 36
FACB AMOUNT LAPSING
( 15 COMPANES)

| Policy Yoar | In Force <br> (Biilions) | Low | Median | Wigh | Unweightcd <br> Average | Weighted <br> Average |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | 88.8 | $2.3 \%$ | $7.9 \%$ | $14.4 \%$ | $8.8 \%$ | $9.1 \%$ |
| 2 | 8.4 | 5.4 | 9.8 | 12.0 | 9.1 | 8.7 |
| $3-5$ | 15.7 | 5.5 | 7.1 | 10.6 | 7.9 | 7.1 |
| $6-10$ | 8.9 | 3.2 | 6.0 | 12.1 | 6.4 | 6.3 |

TABLE 37
WUMBER of Policifs Lapsing
( 15 COMPANES)

| Policy Year | In Fores (Thousartes) | Low | Mediar | Hig\% | Unweighted Avcrage | Woighted Average |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | 50.1 | 4.9\% | 9.4\% | 16.6\% | 10.2\% | 11.0\% |
| 2 | 46.0 | 6.4 | 10.0 | 14.4 | 10.0 | 10.0 |
| 3-5 | 86.7 | 6.2 | 8.1 | 11.7 | 8.3 | 7.5 |
| 6-10 | 33.0 | 3.6 | 5.8 | 10.6 | 6.7 | 6.4 |

TABLE 38
ANMLALZEU PREMUM Lapsing
(13 COMPANES)

| Policy Year | Iu Force <br> (Millions) | Low | Moclan | High | Unweighted <br> Average | Weightcd <br> Average |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | $\$ 22.6$ | $3.0 \%$ | $8.2 \%$ | $14.1 \%$ | $8.1 \%$ | $8.9 \%$ |
| 2 | 21.5 | 5.1 | 9.6 | 12.0 | 8.8 | 8.6 |
| $3-5$ | 39.5 | 4.5 | 6.9 | 14.9 | 8.1 | 7.6 |
| $6-10$ | 16.5 | 3.0 | 7.4 | 15.0 | 7.2 | 7.0 |

TABLE 39
Medin face amount and Annualized Premilm lapsing and Not Lapsing

| Policy Year | Face Amount ${ }^{\text {* }}$ |  | Premium: |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Lapsing | Not Lapsing | Lapsing | Nor Lapsing |
|  | S147,000 | \$178,000 | \$420 | \$460 |
| 2 | 166,000 | 172,000 | 440 | 420 |
| 3-5 | 177,000 | 175,000 | 480 | 410 |
| 6-10 | 156,000 | 168,000 | 490 | 420 |

*Rounded to the nearest 81,000 .
Rounded to the nearest $\$ 10$.

## Other Level Face Amount Term

TABLE 40
Face Amount Lapsing
(13 Companies)

|  | In Force <br> (Billions) |  |  |  |  |  |  | Low | Median | High | Cnweighted <br> Average | Weighted <br> Average |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | $\$ 1.1$ | $3.8 \%$ | $9.6 \%$ | $21.6 \%$ | $10.4 \%$ | $10.2 \%$ |  |  |  |  |  |  |
| 2 | 1.2 | 7.4 | 10.5 | 23.7 | 13.0 | 14.0 |  |  |  |  |  |  |
| $3-5$ | 2.0 | 6.2 | 9.1 | 26.5 | 11.5 | 13.4 |  |  |  |  |  |  |
| $6-10$ | 1.7 | 1.5 | 7.2 | 13.5 | 7.4 | 8.3 |  |  |  |  |  |  |
| 11 and over | 0.8 | 2.5 | 6.9 | 10.7 | 6.9 | 6.6 |  |  |  |  |  |  |

TABLE 41
Number of Policies Lapsing
( 13 Companies)

| Policy Year | In Force <br> (Thousands) | Low | Mcdian | High | Unweighted <br> Average | Weighted <br> Average |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | 8.9 | $4.2 \%$ | $11.9 \%$ | $23.5 \%$ | $11.6 \%$ | $14.0 \%$ |
| 2 | 8.3 | 6.5 | 11.7 | 19.9 | 12.3 | 12.1 |
| $3-5$ | 19.0 | 6.6 | 9.1 | 21.5 | 11.1 | 12.1 |
| $6-10$ | 23.7 | 2.4 | 6.9 | 12.6 | 7.1 | 9.5 |
| 11 and over | 38.3 | 2.3 | 6.4 | 9.3 | 5.9 | 7.0 |

TABLE 42
Annualized Premilum Lapsing
(12 Companies)

| Policy Year | In Force <br> (Millions) | Low | Median | Kigh | Unweighted <br> Average | Weighted <br> Average |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | $\$ 4.2$ | $0.9 \%$ | $9.9 \%$ | $21.1 \%$ | $10.0 \%$ | $10.1 \%$ |
| 2 | 4.7 | 5.3 | 10.3 | 22.8 | 11.7 | 12.4 |
| $3-5$ | 7.9 | 4.5 | 8.7 | 22.9 | 10.1 | 14.0 |
| $6-10$ | 7.9 | 1.7 | 5.6 | 18.6 | 7.4 | 9.5 |
| 11 and over | 5.0 | 1.8 | 7.8 | 15.6 | 7.9 | 7.7 |

TABLE 43
Median Face Amount and Annualized Premium Lapsing and Not Lapsing

| Policy Year | Face Amount* |  | Premiumt |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Lapsing | Nor Lapsing | Lapsing | Not Lapsing |
|  | $\$ 120,000$ | $\$ 128,000$ | $\$ 480$ | $\$ 470$ |
| 2 | 115,000 | 126,000 | 360 | 470 |
| $3-5$ | 104,000 | 117,000 | 500 | 470 |
| $6-10$ | 89,000 | 110,000 | 390 | 440 |
| 11 and over | 41,000 | 40,000 | 270 | 250 |

[^2]APPENDIX A LAPER DERINTIONS
In-Foree Potictes, A policy is considered in force if the first premium for the new policy year staring in 1993 is paid.

In-force business includes:

- Policies issued in 1993
- Policies issued prior to 1993 whose premiums due on their 1993 policy amiversary dates are paid bofore the end of the grace period.
In-force business excurdes:
- Policies that lapsed prior to their 1993 anniversaries and that are on ex-tended-tem or reduced paid-up status
- Limited premum payment policics that are paid up
- Single premium policies.

In-force business examples of in-force policies are:

- A policy issued in 1993 with the first premium paid
- A policy issued in 1992 whose premium due in policy month i3 is paid
- A policy issued in 1991 whose promium due in policy month 25 is paid.

Luspses. A policy is considered a lapse if the hrst premium for the new policy year stating in 1993 is paid, but not all of the premium that comes due after the 1993 amiversary and before or on the 1994 anniversary date is paid.

Lapsed busmess includes:

- Policies surrendered after their 1993 amiversaries and before or on their 1994 amiversaries
o Policies whose premiuns due aftor their 1993 anniversaries and before or on their 1994 anniversanies are not paid by the end of the grace period
- Tem policies with renewal provisions that do not renew
- Policies that go on reduced paid-up or extended-sem status.

Lapsed business excludes:

- Death claims
- Authatic premum loaned policies
- Expiries and maturitics
- Conversions
- Policies that lapse during the 1993-94 policy yoar but are reinstated before or on their 1994 annversaries
- Folicies not taken
- Policies whose waivers of premium provision apply.

Examples of lapsed policies are:

- A policy issued in 1993 with the first premium paid. If any premium for policy months 2 through 13 is not paid by the end of the grace period, the policy is considered a first-year lapse.
- A policy issued in 1992 with the premium for policy month 13 paid. If any premium for months 14 through 25 is not paid by the end of the grace period, the policy is considered a second-year lapse.

An Example of a policy that is not lapsed is:

- A policy issued in 1992 is not considered a lapse if the thirteenth policy month premium and all premiums for policy months 14 through 25 are paid.
Annualized Premium. The amount of premium that would be paid if a policy remained in force for a full policy year, for example, 12 times the monthly premium or four times the quarterly premium.

Example of a First-Year Lapse. A new policy is issued and not all the premium due before or on the thirteenth policy month is paid by the end of the grace period. If the premium for month 13 has been paid but the premium for month 14 has not been paid by the end of the grace period, the policy is considered a second-year lapse.

Example of a Fifth-Year Lapse. An in-force five-year term policy was issued five years ago and not all the premium due before or on the sixty-first policy month is paid by the end of the grace period. If the premium for month 61 has been paid but the premium for month 62 has not been paid by the end of the grace period, the policy is considered a sixth-year lapse.

## APPENDIX B <br> PRODUCT DEFINITIONS

## Traditional Whole Life

Traditional whole life products include:

- Fixed cash value products including continuous pay and limited pay plans with permanent protection. Premiums may be level or indeterminate.
Traditional whole life products exclude:
- Interest-sensitive whole life
- Universal life
- Endowments
- Graded-premium whole life
- Whole life plans used to fund registered pension plans.


## Five-Few Renewable Term

5 YRT products include:

- Level face amont products win premiums that increase every five years. This includes (1) nonparticipating products with indeterminate premiums that have two scheduies of premiums-curren and guaranteed, (2) nonpaticipaing products with guaranteed premiums, and (3) participating products paying dividends.

5 YRI producis exclude:
O Nonlevel tem (for example, decreasing tem)

- Term riders
- Pemanent tem

Ten-Wenr Rewewable Terga
10 YRT products include:

- Level face amount products with premiums that increase every 10 years. This includes (1) nonparticipating poducts with indeterminate premiums that have two schedules of premiums-current and guaranteed, (2) nonparticipating products with guaranteed premiums, and (3) participating produces paying dividends.

10 YRT products exclude:

- Nonievel tem (for example, decreasing term)
- Term riders
- Pemanent term

Other Level Fwee Arander Teras
Other level face amount term products include:

- Level face amount products. This includes ( ) nonparticipating products with indeteminate premiums that have two schedules of premiums-current and guaranteed, (2) nonparicipaing products with guaranteed premiums, and (3) paricipating products paying dividends.

Other level face amoun tem moducts exclude:

- 5-VRT
- 10-YRT

Interest-Sensituve Whole Zife
Interest-sensitive whole life products include:

- Whole hife plans that credit cash values with current interest rates. Premiums may be level, may vanish, or may be adjusted periodically.

Interest-sensitive whole he products exclude:

- Universal life


## Permanent Term

Permanent term products include:

- Level face amount term products with level premiums to age 65 or older. Death benefits or premiums for these plans may be adjusted periodically (for example, every five years) to reflect changes in interest rates, mortality, and expenses. Typically the plans build no (or little) cash value and their only nonforfeiture value may be reduced paid-up insurance.


## PARTICIPATING COMPANIES

> Assurance-Vie Desjardins Inc.
> Colonia Life

Commercial Union Life of Canada
Financial Life
Gerling Global Life
Great-West Life
Industrial-Alliance Life
London Life
Manufacturers Life
MetLife
Mutual Life of Canada
North American Life (Canada)
Prudential Assurance
Royal Life of Canada
La Solidarité
Sun Life of Canada


[^0]:    *Copyright © 1996 LIMRA International. Reprinted with permission.
    $\dagger$ Participating companies may receive comparisons of their lapse experience with the combined lapse experience of a group of peer companies. Data for each peer company remain confidential and are not shown separately. For further information about receiving a peer analysis, contact project director Eric Sondergeld at (860) 285-7754.

[^1]:    ()Indicates number of companies providing lapse data.
    -Insufficient data.

[^2]:    *Rounded to the nearest $\$ 1,000$.
    ${ }^{*}$ Rounded to the nearest $\$ 10$.

