

## WHO BUYS ANNUITIES?

4.2019

Facts and figures shed some light on annuity ownership in America.

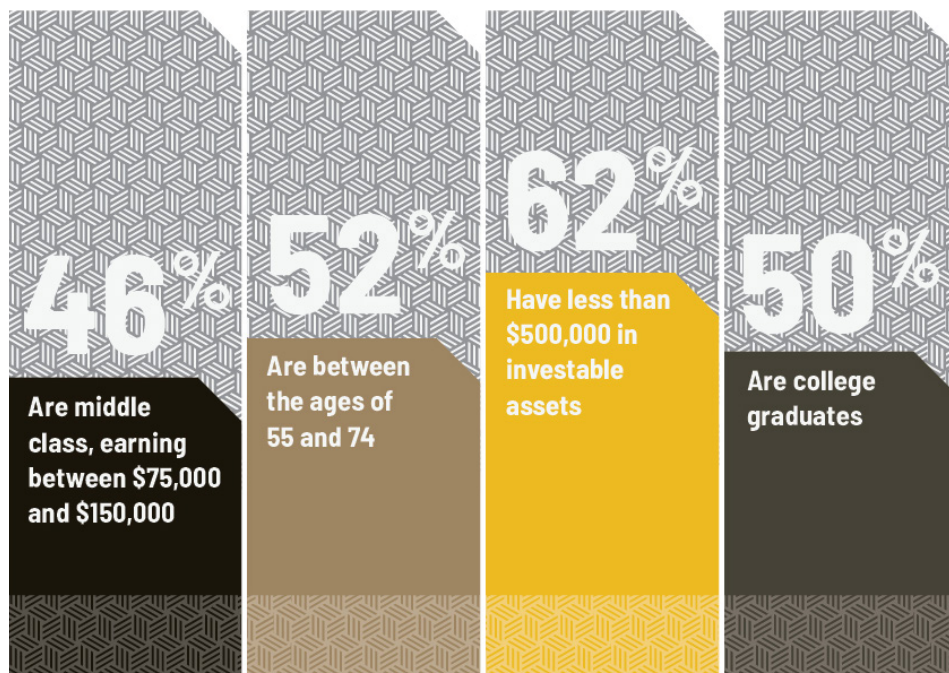


# WHO BUYS ANNUITIES?

**TOTAL ANNUITY SALES TOPPED \$232 BILLION IN 2018 SO KNOWING WHO'S BUYING THEM COULD HELP YOU TAP INTO A GROWING SEGMENT.**

Think that you know who buys annuities? You might be surprised.

In September of 2018, the Alliance for Lifetime Income conducted the Protected Lifetime Income Index Study of 3,120 U.S. adults between the ages of 25 and 74 that looked at annuity ownership by age, income, education, gender and more. What they found could be useful in helping you explain to your clients that they fit the profile of annuity owners. Among those who do own annuities:



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While the study determined that many people who own annuities are older, it was Millennials who showed the greatest interest when asked if the concept of an annuity was attractive. More than half of these individuals (ages 23–38)\* who were surveyed said they were “somewhat” or “very interested” in the idea of an annuity.

Clearly, protected lifetime income is something that many Americans consider to be an important part of their retirement planning. Being able to identify which type of people own annuities is the first step in educating other prospective individuals on the importance of protected lifetime income in their retirement portfolios.

*Based on a survey from the Indexed Annuity Leadership Council*

*\* <http://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins>*