



## Frequently Asked Questions (FAQs)

**What does "LIMRA" stand for?** The word LIMRA no longer stands for anything. LIMRA was previously known by another name (Life Insurance Marketing and Research Association), which was legally changed years ago. The organization should always be identified as LIMRA.

**What is LIMRA?** LIMRA is an association that provides research, consulting, and other services to insurance and financial services companies, worldwide. Our mission is to help our members improve their marketing and distribution effectiveness.

**Can nonmembers have access to LIMRA's online reports?** Only eligible representatives of member companies can have access to LIMRA's password-protected research database. However, we are able to provide a great deal of information to the media and we encourage reporters to contact our public relations director for assistance.

**What businesses are LIMRA member companies involved in?** Membership in LIMRA includes companies that market life, health, disability, and long-term care insurance; annuities; mutual funds; and retirement savings products. LIMRA has more than 850 member companies in 73 countries, representing every continent