



Frequently Asked Questions (FAQ)

What is LIMRA?

LIMRA, a worldwide research, learning and development organization, is the trusted source of industry knowledge. Established in 1916, LIMRA has been helping more than 850 insurance and financial services companies in 64 countries increase their marketing and distribution effectiveness through industry research and training.

What does “LIMRA” stand for?

LIMRA used to be an acronym for the organization which, at that time, primarily focused on life insurance market research. More than 20 years ago our name was legally changed to LIMRA and is no longer an acronym. The correct name for the organization is LIMRA.

What kinds of research does LIMRA conduct?

- Benchmarking and Sales Trends Research
- Product Research
- Distribution Research
- Consumer/Customer Engagement Research
- Technology Research
- Custom Research
- International Research
- LIMRA Secure Retirement Institute

What businesses are LIMRA member companies involved in?

LIMRA members include companies that market and sell:

- Life insurance
- Retirement savings products
- Health Insurance
- Disability Insurance
- Annuities
- Long-term care insurance
- Mutual funds
- Other financial products

Can nonmembers have access to LIMRA's online reports?

Only eligible representatives of member companies have access to LIMRA's proprietary research database. We are able to provide information to the news media and we encourage reporters to contact our [media relations staff for assistance](#).

What is the LIMRA Secure Retirement Institute?

LIMRA Secure Retirement Institute provides comprehensive, unbiased research and education covering all aspects of the retirement industry. It also offers a forum for senior leaders across the financial services retirement landscape to identify and explore the challenges Americans face surrounding retirement. The goal of LIMRA Secure Retirement Institute is to improve retirement readiness and promote retirement security through product innovation and collaboration within the retirement planning industry. For more information, please visit www.secureretirementinstitute.com.

If you'd like to learn more about the LIMRA Secure Retirement Institute perspective on key U.S. and Canadian retirement issues and product developments check out our monthly [Retirement Industry Report](#).