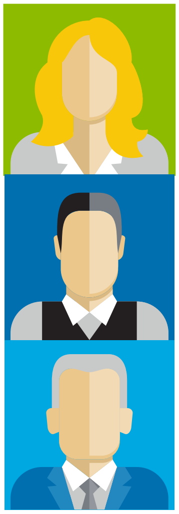
Facts About the Mass Affluent

They have money, but not enough insurance. LIMRA research has found plenty of opportunity for selling financial products and providing advice to the **13 million** American households in the mass affluent market. An in-depth study of their ownership and preferences reveals where you can make headway with this important demographic group.

Who They Are



- **Emerging** — Ages 25 to 34 with incomes of $100,000 to $149,999 and assets of $50,000 to $499,999
- **Core** — Ages 35 to 64 with incomes of $100,000 to $199,999 and assets of $100,000 to $499,999
- **Retired** — ages 65 to 74, not employed full-time, with investable assets of $100,000 to $499,999

Why You Should Care

They are interested.

More than 3 in 4 agree that most people should:

- Own life insurance
- Own disability insurance
- Own long-term care insurance
- Pay a little more for personal service in financial matters

Where They Need Help

Advice: 4 million households have no primary financial advisor

Insufficient life insurance:

$1.2 trillion gap

Understanding the value of annuities: Core segment has just 5 percent of assets in annuities

Cash is king? Hold a large proportion of assets in cash

13% of assets in cash

What You Can Do

- Emphasize adequate life insurance coverage to protect families.
- Promote the tax advantages of annuities and life insurance.
- Help structure buy/sell agreements supported by life insurance for the half-million small-business owners without succession plans.

Methodology: An online survey of 1,444 consumers fielded in late 2015.

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