



The Sandwich Generation: Stuck in the Middle with You

Consortium Research Proposal | Applied Research Solutions | June 2025

Sponsor Benefits



Background and Context

U.S. Adults are Feeling the Financial Pull from Both Ends

- About 26% of U.S. adults (54% of whom are in their 40's) make up the Sandwich Generation – adults who have a parent aged 65+ and are raising a minor or financially supporting an adult child.
- 48% of adults ages 40–64 provide regular financial support to their parents, and 40% expect to do so in the future.
- Over half of parents with an adult child provide some type of financial support, and 26% say they've had to provide even more support since the pandemic.
- This financial strain often impacts their retirement planning, with nearly 75% of the Sandwich Generation having to adjust their retirement goals to support their family, including 34% planning to delay retirement.

Resources the typical Sandwich Generation caregiver invests each year to support both generations of family:



\$10,000



1,350 hours or
33 workweeks

Research Objectives

- **Market Opportunity:** Determine the relative market opportunity of the Sandwich Generation.
- **Current and Historical Trends:** Leverage LIMRA data to track changes in financial challenges, attitudes, and behaviors of the Sandwich Generation.
- **Product Concept Testing:** Test the appeal of product concepts that combine financial payouts with caregiving support services (e.g., concierge services, digital caregiving tools).
- **Willingness to Pay:** Gauge willingness to pay for bundled financial + service-based solutions to inform product development and marketing strategies.



Methodology



- 12-minute quantitative online survey with select open-ended questions to capture richer context and deeper insights.
 - These responses will be enhanced by built-in prompts that encourage clarity, ensuring more meaningful and actionable feedback.
- Representative sample of 2,000 members of the Sandwich Generation

The Sponsor Group will reaffirm objectives, responsibilities, sample specifications and timeline.

Deliverables

- Project kickoff deck (and recording)
- Input into the survey instrument
- Final survey instrument
- PowerPoint report of results
- One virtual presentation (and recording) of key findings and considerations
- One Excel tabulation book of survey data (up to 10 standard variables)



Anticipated Timeline & Fees



- Fees for this project are estimated to be \$15,000 per sponsor
- LIMRA anticipates completing this project within 12 weeks

Milestone	Estimated Timeline
Kick-Off Meeting	Week 1
Questionnaire Development	Weeks 2-3
Survey Programming and Testing	Week 4
Data Collection	Weeks 5-7
Data Cleaning and Processing	Week 8
Analysis and Report Development	Weeks 9-11
Discussion of Key Findings and Considerations	Week 12

Fees are subject to +/- 10% contingency. Although there is no travel expected for this project, fees do not include travel expenses which are additional and will be billed at cost. The overall project timeline will be dependent on the sponsors' responsiveness and respondents' timely submission of data.

Our Organization and Brands



Life Insurance

Annuities

**Workplace
Benefits**

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LIMRA Applied Research Solutions

As the premier trade association for the insurance and financial services industries, with over 700 members, including 22 members in the Fortune 100, LIMRA has a privileged view into proven best practices and emerging trends. The breadth and depth of the data flow across the industry and our unique position within it enables us to provide you with insights no one else can provide. LIMRA combines industry knowledge and research expertise that translates into a thorough understanding of the marketplace and thoughtful research design and methodology.

CUSTOM RESEARCH

LIMRA's Applied Research team partners with you to conduct quantitative and qualitative research to capture the specific insights you need to support decision making across all product lines and distribution channels.

Custom research can help you improve the customer experience, design a new product, test a product concept, explore new markets, and more.

CONSORTIA RESEARCH

Consortia research allows members to partner with and through LIMRA to cost-effectively research hot topics. Consortia research gives companies the opportunity to play an active role with other organizations to investigate a common area of need, including exploring opportunities in emerging markets, determining the market potential for new products, understanding the buying process, positioning with producers, and more.



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