Facts About the Mass Affluent

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

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.

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