
Annuity owners are more confident: LIMRA

By Editorial Staff Thu, Nov 13, 2014

Among households with more than \$1 million in assets, 44% percent of annuity owners say they are “very confident” of a secure retirement compared to 35% of non-annuity owners, according to a survey by LIMRA Secure Retirement Institute.

Nearly nine out of 10 annuity owners are confident about their lifestyle in retirement, according to a recent LIMRA Secure Retirement Institute study. It’s not the first or only such research survey finding, but annuity marketers wholesalers should welcome it.

Mass-affluent households (\$100,000 to \$499,000 in investable assets) and affluent households (\$500,000 to \$999,000) households showed the highest confidence.

Those two categories account for 79% of the households in the survey. One third of mass-affluent households own an annuity and 38% of affluent households report annuity ownership.

While people often feel good about a financial product they own, said Jafor Iqbal, associate managing director, LIMRA Secure Retirement Institute, with annuities there is a twist.

“Our findings challenge the adage that annuities are ‘sold not bought,’” he said in a release. “Investors know about annuity features and go into the process with a positive attitude which directly influences the purchase decision.”

Among households with more than \$1 million in assets, 44% percent of annuity owners say they are “very confident” of a secure retirement compared to 35% of non-annuity owners. The survey was conducted among 2,000 consumers age 50 and older with at least \$100,000 in investible assets.

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