

Demography of Annuity Ownership in U.S.

By No Author Thu, Jan 30, 2020

“Yes, I own an Annuity”	
U.S. Adults	12%
Age 65+	25%
Boomers (55 - 73)	17%
Urban	11%
Suburban	13%
Rural	8%
White	13%
Hispanic	10%
Black	6%
Democrat	10%
Republican	15%
Democrat men/women	10%/10%
Republican men/women	20%/10%
Voted in 2014	14%
Didn’t vote in 2014	7%
Less than college	8%
Bachelor’s	15%
Graduate school	19%
Income under \$50k	6%
Income \$50k - \$100k	16%
Income \$100k +	14%
Source: Morning Consult National Tracking Poll of 2200 U.S. adults for Longevity Project, December 2019.	