

4th Annual Guaranteed Lifetime Income Study Sponsor Program Summary

This is a time of great challenge and opportunity for firms manufacturing and distributing annuities that guarantee lifetime income. Consumers express appreciation for the idea of guaranteed lifetime income, but products that offer this guarantee are still under-utilized. The need for consumers to make use of these solutions is growing because of longer life expectancy, decreasing prevalence of defined benefit plans, and higher costs for retirees. But, some believe that the DOL Fiduciary Standards regulations will push advisors to offer simpler solutions.

Greenwald & Associates and CANNEX are offering the fourth annual survey of a program aimed at providing manufacturers and distributors with greater insights into consumer viewpoints about guaranteed lifetime income and material that can be used for white papers and marketing materials to promote the use of the product. Sponsors from prior years have reported to us that the material from the surveys has been very effective in campaigns promoting the use of these products. Utilization of the coming years' results will contribute to more effective marketing initiatives and materials, enhance an understanding of how to position and target these products, and increase journalist and consumer appreciation of guaranteed lifetime income.

The study provides sponsors with:

- Insights that can guide internal product development, marketing and distribution strategies
- Information that can be highlighted in communications, marketing materials and sales presentations
- Opportunities to share in media attention through simultaneous press releases and release events

The Guaranteed Lifetime Income Study is an online survey of 1,000 consumers ages 55-75 with investable assets of \$100,000 and over. The study has been conducted annually starting in 2014. Our firms also conducted a companion survey in Canada in 2015. This year, the Canadian and US studies will be conducted concurrently. A select set of questions will be asked of each population, allowing for comparison across countries. Sponsors of the US study will have access to comparison questions from the Canadian study.

This year's study will focus on the value of guaranteed lifetime income, advantages of guaranteed lifetime income, obstacles to its use, perceptions of guaranteed lifetime income products, the drivers of interest in guaranteed lifetime income, and how to best position these products. With three years of survey work already conducted, we can build on prior learning and have an early signal of change by tracking attitudes since 2014.

Sponsors of the study have an opportunity to provide input into the questionnaire design and will be invited to an in-person briefing on the results. This briefing will allow the underwriters to discuss the implications of the findings and share thoughts on how to publicize the results. In addition, sponsors will also receive:

- a full report
- a webinar on the results
- data tabulation books and an electronic file of the data, if desired, for further analysis

The cost of sponsorship is \$9,000.

To join us, or if you have any questions, please do not hesitate to contact us.

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Key Findings from the Previous Guaranteed Lifetime Income Study

According to the 3rd Annual *Guaranteed Lifetime Income Study*, 61% of consumers age 55-75 see high value in having guaranteed lifetime income to supplement Social Security in retirement. A significant part of the appeal appears to stem from a strong desire to be protected against investment loss: eight in 10 agree that it is especially important for those over age 50 to have a strategy in place to protect their portfolio.

In fact, six in 10 believe financial advisors have a responsibility to present products that offer this benefit to their clients as part of a retirement income strategy. This desire for advice does not appear to be met, however. Currently, a third of those working with an advisor have never discussed these strategies, while only about three in 10 have discussed guaranteed lifetime income products as part of a strategy.

