

6th Annual Guaranteed Lifetime Income Study (GLIS) Consumer Survey and Advisor Survey Sponsor Program Summary

The challenges facing firms that manufacture and distribute annuities that guarantee lifetime income are well known. As previous iterations of the GLIS have shown, there is strong consumer interest in the concept of guaranteed lifetime income, but an underutilization of these products. This research is designed to gain insight into the underlying beliefs and attitudes of both consumers and advisors in order to address these challenges and to provide guidance about how to position solutions and motivate their use.

Over the last five iterations of this study, sponsors have been provided with:

- Insights that can guide internal product development, marketing, and distribution strategies
- Information primed for communications, marketing materials, white papers, and sales presentations
- Opportunities to share in media and industry attention through simultaneous press releases and thought leadership events. The 2019 study attracted attention from several industry publications including PLANADVISER, InsuranceNewsNet, Retirement Income Journal, InvestmentNews, NAPA, and others.

Some of the topics this year's study will tackle include: the advantages and disadvantages of guaranteed lifetime income products, evaluation of strategies for providing income or protecting against investment risk, and how perceptions about the stock market and current interest rates impact product appeal. With five years of this study already conducted, we can build on prior learnings and have an early signal of change by tracking consumer attitudes since 2014. The second iteration of the advisor survey will delve into how advisors approach retirement income planning with clients, their evaluation of GLI products, and the reasons behind product usage. Both surveys will highlight critical gaps between consumers and advisors on these topics.

Study design (both fielding in the first quarter of 2020):

- **Consumer Survey:** An online survey of 1,000 consumers ages 55–75 with assets of at least \$100,000.
- **Advisor Survey:** An online survey of 300 financial advisors designed to parallel the consumer survey.

Sponsors of the study will receive:

- An opportunity to provide input into questionnaire design for both surveys
- Full reports on each survey
- Data tabulation books and an electronic file of each surveys' data, if desired, for further analysis
- A webinar on the results or, for additional cost, an in-person presentation to an audience of your choosing
- The ability to use all of the information in presentations, white papers, and work with the press

Sponsorship cost options:

- Consumer Survey only: \$9,000
- Advisor Survey only: \$12,000
- Discounted rate for both the Consumer Survey *and* Advisor Survey: \$18,000

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

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