



## Why do people buy annuities?

<b>Purposes</b>	<b>91%</b>	Tax Deferral
	<b>77%</b>	Retirement Income
	<b>73%</b>	Funds for Illnesses
	<b>65%</b>	Funds for Nursing Home Care

**People buy annuities for more than one reason because annuities can meet many of their needs.**

## What does your annuity customer look like?

<b>Income</b>	<b>10%</b>	Less than \$20,000
	<b>71%</b>	Less than \$75,000
	<b>29%</b>	Greater than \$75,000

<b>Ages</b>	<b>22%</b>	Under 54
	<b>21%</b>	Between 54 and 63
	<b>23%</b>	Between 64 and 71
	<b>34%</b>	Older than 72

**Average Age: 65 years**

<b>Marital Status</b>	<b>10%</b>	Single
	<b>64%</b>	Married
	<b>21%</b>	Widowed
	<b>5%</b>	Divorced

<b>Employment</b>	<b>56%</b>	Retired
	<b>30%</b>	Full-time, employed
	<b>7%</b>	Part-time, employed
	<b>7%</b>	Other

**If you know who is buying annuities and why, you can make sure you are talking about the right things to the right people!**

Source: Gallup Survey of Owners of Non-Qualified Annuity Contracts 1999. Study available at [www.annuity-insurers.org/srvy99.shtml](http://www.annuity-insurers.org/srvy99.shtml). The information contained herein is prepared for your use by Essex Corporation.