



Why do people buy annuities?

Purposes	91%	Tax Deferral
	77%	Retirement Income
	73%	Funds for Illnesses
	65%	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?

Income	10%	Less than \$20,000
	71%	Less than \$75,000
	29%	Greater than \$75,000

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

Average Age: 65 years

Marital Status	10%	Single
	64%	Married
	21%	Widowed
	5%	Divorced

Employment	56%	Retired
	30%	Full-time, employed
	7%	Part-time, employed
	7%	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. The information contained herein is prepared for your use by Essex Corporation.