Hypothetical Investor Retirement Income Portfolios Favor Annuities over Bonds
When investors designed a $1 million portfolio, they allocated approximately 20% ($200,000) to dividend paying stocks, 14% (approximately $145,000) to real estate and 13% ($136,000) to annuities. Bank CDs (11%) and bonds (10%) round out the top five asset category choices.

Nearly All Investors Show Interest in Annuities for Income Needs
An overwhelming majority of investors (85%) are interested in owning an annuity that guarantees lifetime income, or already own one. Of investors who are interested in owning an annuity with lifetime income, 49% are extremely interested.

Buzz on Crypto and SPACs Doesn’t Translate to Investment for Retirement
In investor’s hypothetical portfolios, “trending” investment opportunities such as SPACs and cryptocurrency fell to the bottom of their list, with only 3-4% of assets allocated to each.

Financial Professionals Reimagine the “40” in Traditional 60/40 Portfolios
When financial professionals were asked to build their ultimate $1 million retirement income portfolio for an average client, they would allocate just 20% of the assets to bonds, while putting 18% into annuities.

Financial Professionals Continue to Underestimate Investor Interest in Annuities
Financial professionals believe just 18% of their clients are extremely interested in annuities with lifetime income, indicating that there is a significant gap in what investors want and what advisors think they want.

Investors Suffer from Behavioral Blind Spots
When presented with an investment opportunity, many investors fall victim to behavioral biases such as familiarity bias (81%), emotional gap (81%) and herd mentality (66%).

Surveys of 2,004 investors ages 45-75 and 505 financial professionals, spanning registered investment advisors to national wirehouses, conducted in August and September.