



# ALI Cannex Protected Retirement Income and Planning (PRIP) Study

2024 REPORT:  
Chapter 1 Retirement Redefined and Peak 65

May 17, 2024

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Lifetime  
Income

**CANNEX**  
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# ALI PRIP Background and Objectives

**Protected Retirement Income and Planning (PRIP)** examines the rapidly changing retirement income planning landscape, including shifts in consumer attitudes and behaviors toward retirement savings.

PRIP is the only research of its kind that surveys both consumers and financial professionals simultaneously. PRIP 2024 surveyed 2,516 consumers in the U.S. ages 45 to 75, including an oversample of Peak 65 consumers, ages 61 to 65, for a total of 886 Peak 65 consumers.

PRIP 2024 also surveyed 508 financial professionals who conduct retirement planning for individual clients.

“Peak 65” refers to a historic demographic moment when the United States will experience its greatest surge in the number of Americans to turn the traditional retirement age of 65 than at any time in history. 2024 marks the beginning of the “Peak 65 Zone” with more than 4.1 million Americans retiring each year through 2027. What used to be 10,000 over the past decade is now over 11,200 every day.

# Audiences



## Consumers

- **Total Sample (N=2516):** Ages 45 to 75, no investable asset criteria



## Peak 65

- **Peak 65 Sample (N=886):** Those ages 61 to 65 from the total sample (N=381) along with an oversample (of N=505) in this age category



## Investors

- **Investor Sample (N=567):** Those ages 45 to 72 with \$150k or more in assets and use a financial professional

## Financial Professionals



- **Financial Professional Sample (N=508):** Separate sample of financial professionals, not part of the consumer sample



# Are Those in the Peak 65 Zone Financially Prepared for Retirement?



- Consumers are coming up short in financial preparation for retirement
- **Half** of Peak 65 Zone consumers:
  - Lack adequate assets (less than \$100,000)
  - Are retired and are no longer accumulating assets
  - Are drawing on Social Security
- In addition, a significant proportion provide financial support to family members; it's cutting into their retirement savings or income
- Two-thirds (65%) do not work with a financial professional
- Not surprisingly nearly half (48%) are not confident their money will last their lifetime



## **The disconnect:**

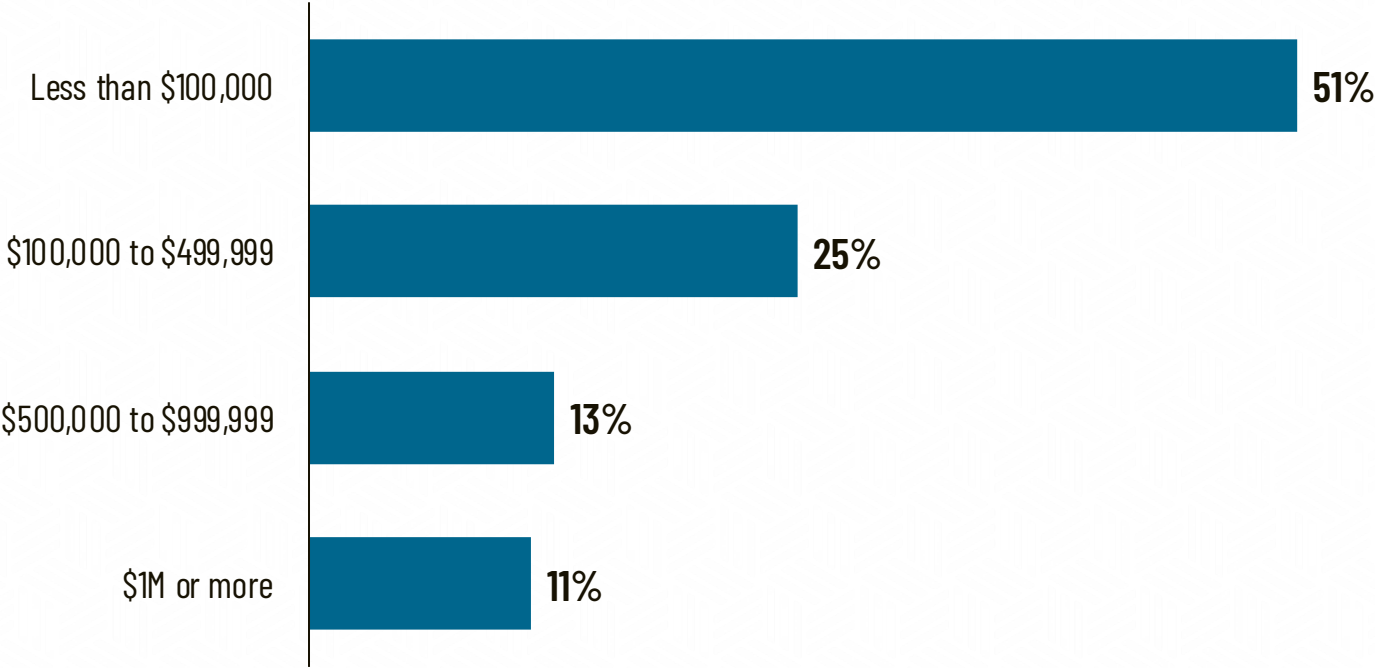
Most are optimistic about retirement despite grim financial reality and lack of financial knowledge.



# Half (51%) of Peak 65 households have total household investable assets of less than \$100,000



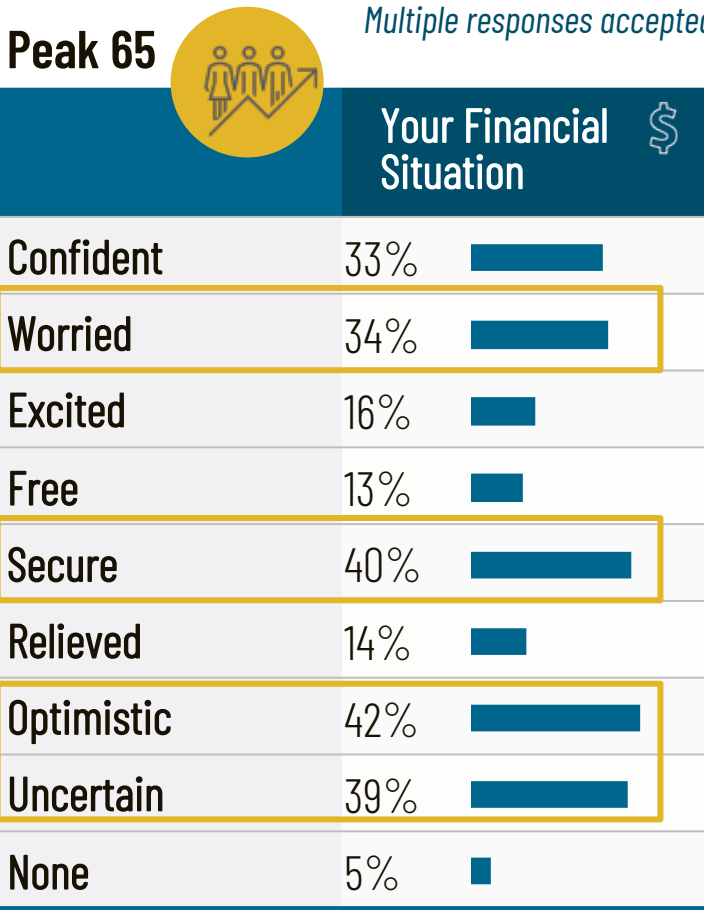
Peak 65 Consumers    Total Household Investable Assets



# Finances and retirement are a seesaw of emotions for those in the Peak 65 Zone

The top emotions associated with their financial situation and the transition to retirement:

Optimistic, secure, uncertain, and worried

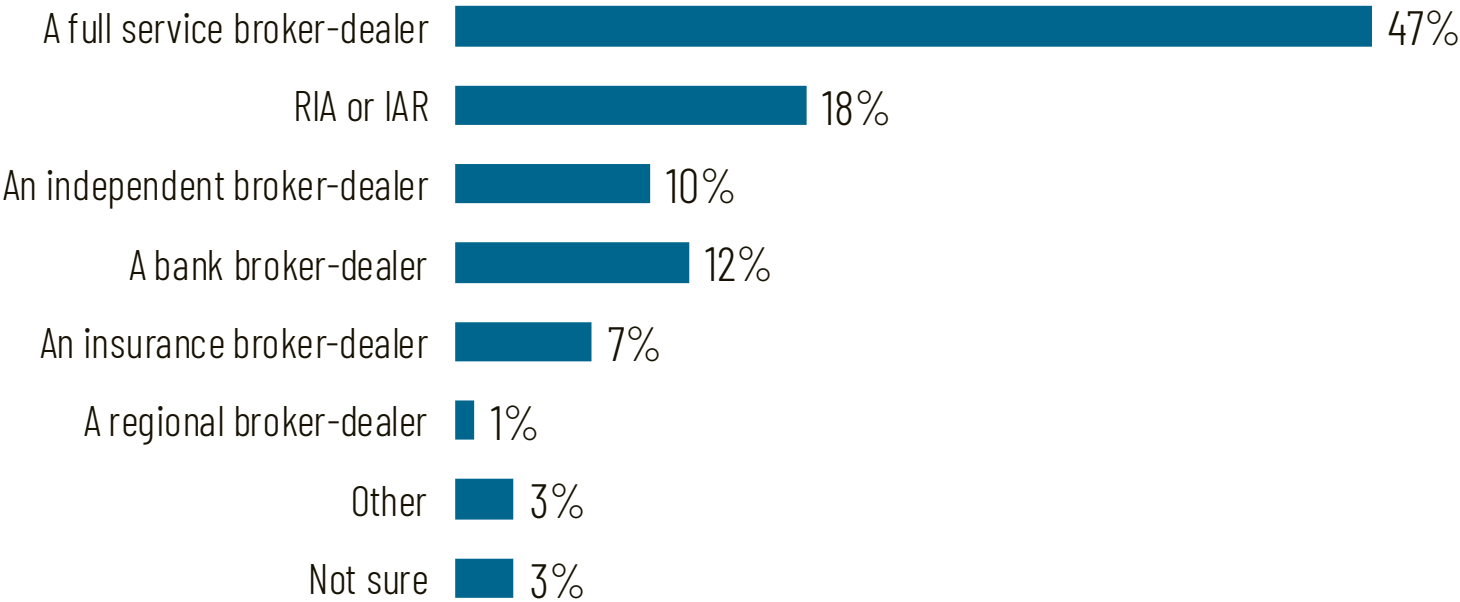


About one-third of those in the Peak 65 Zone work with a financial professional; half of those work with a full-service broker-dealer



Peak 65 Consumers

Type of Practice Financial Professional Has or Works In  
Among those who work with a Financial Professional





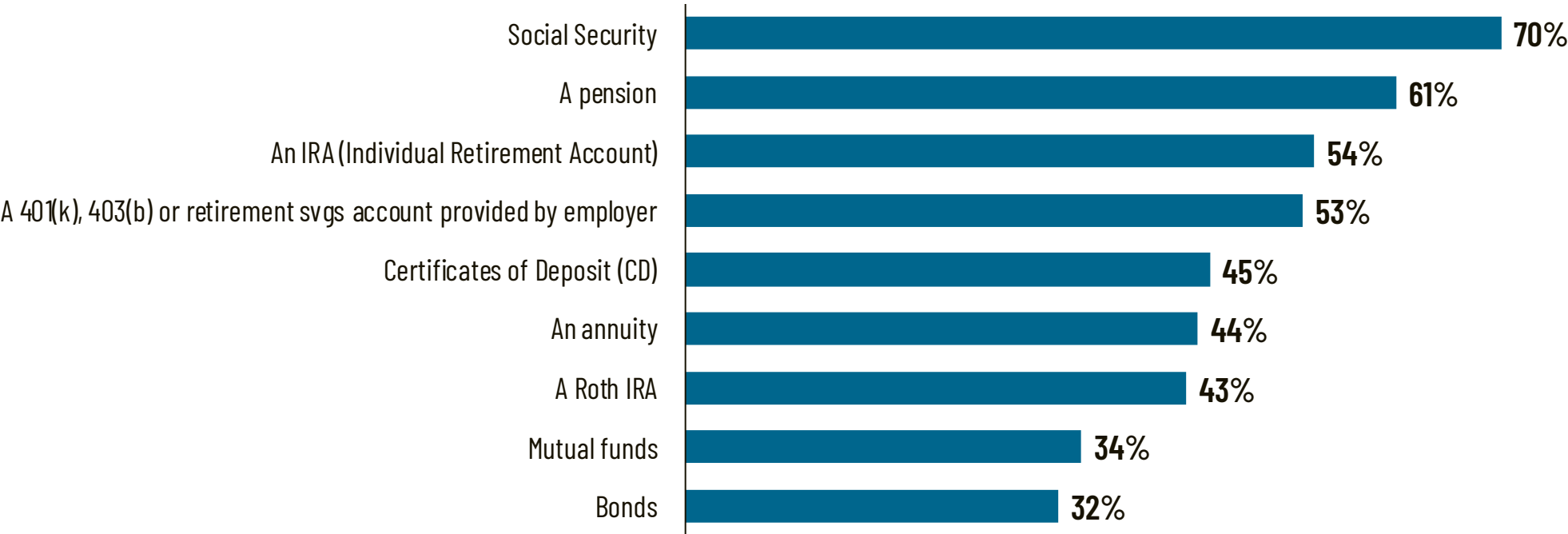
# There is powerful evidence that Peak 65 consumers need to be educated on what financial products offer protected income



Peak 65 Consumers

Which of the following can provide protected income throughout your life?

Definition of protection: Designed to provide guaranteed income payments and/or protect you from losing money you initially invested.



# Half (51%) in the Peak 65 zone are retired

Those who are retired did so at an average age of 57.7; those not yet retired plan to work until age 67.1 on average.

Peak 65



57.7

Average Age Retired from Primary Job or Profession

67.1

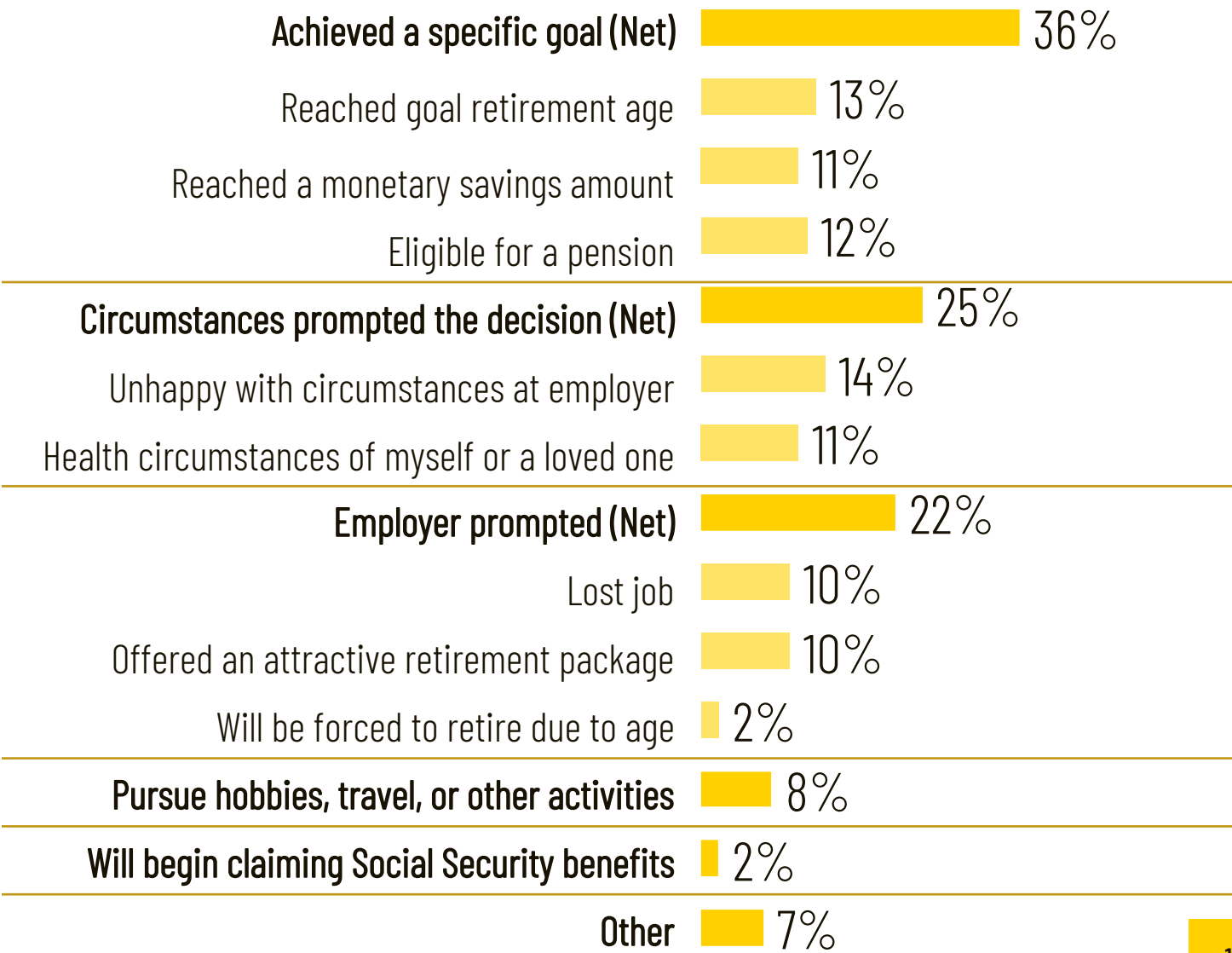
Average Age Planning to Retire from Primary Profession

The 2020 ALI Retirement Reset Study shows the main reason for retiring:

25% retired due to dissatisfaction with their employer or health concerns

22% were either forced or incentivized to retire

Aged 61 to 65 Top Reason for Retiring



# 49%

## of Peak 65 Consumers

### Have started receiving Social Security benefits

Among those claiming Social Security 66% have total household investable assets of \$100,000 or less

BASE: Peak 65 Consumers (n=886)  
N17: Have you already started claiming Social Security Benefits?  
BASE: Peak 65 Consumers Receiving Social Security (n=424)  
N20: Why did you start claiming Social Security before full retirement age? Select all that apply

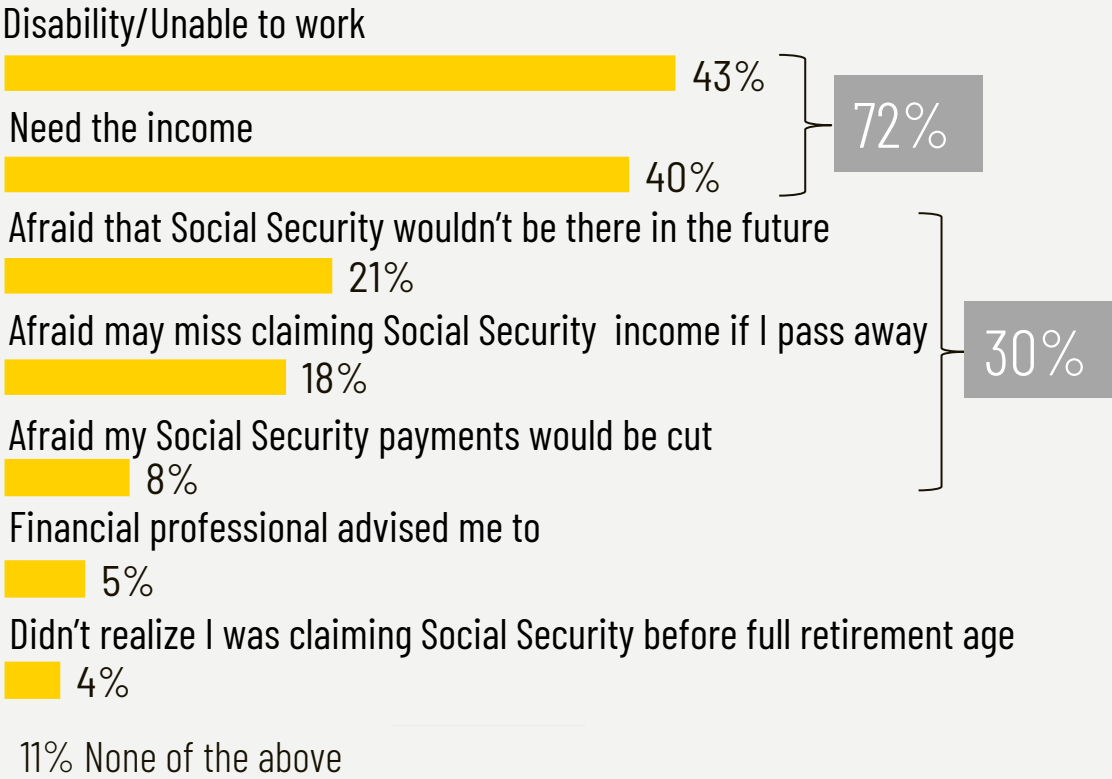
PEAK 65 CONSUMERS



### Reasons for Claiming Social Security Before Full Retirement Age

Among those receiving Social Security

Multiple responses accepted




# Nearly four in 10 (38%) in the Peak 65 Zone have living parents or in-laws and among them

## Provide Caregiving Support

Peak 65




	Have this type of family member	Provide caregiving support (among those with the family members)	Provide caregiving support (among TOTAL Peak 65)
Spouse/partner	60%	18%	11%
Parents/in-laws	38%	25%	9%
Adult children ages 18 to 21	7%	17%	1%
Adult children ages 22 to 30	28%	6%	2%
Adult children ages 31+	59%	4%	2%
Grandchildren	48%	13%	6%
Siblings / Other family	82%	6%	6%

4%



Over one quarter (28%) of those in the Peak 65 Zone provide financial support to their family members; it is cutting into their retirement savings and income for nearly 20%



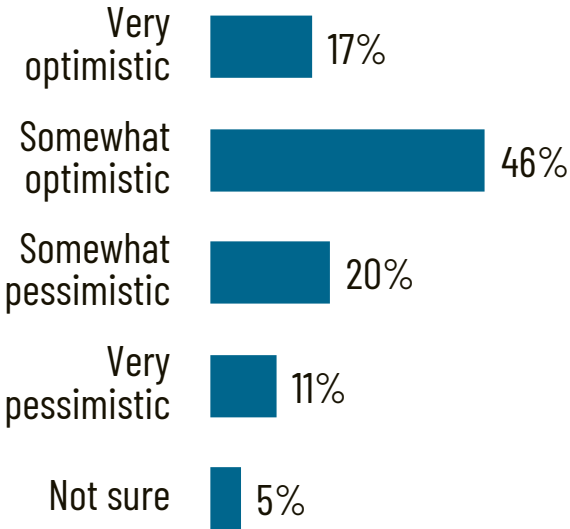
Peak 65 	Among Total Peak 65	
	Yes, provide financial support (among Total Peak 65)	Significantly cuts or cuts into retirement savings or income (among total Peak 65)
Parents/in-laws	4%	2%
Adult children ages 18 to 21	3%	2%
Adult children ages 22 to 30	8%	6%
Adult children ages 31 and over	10%	6%
Grandchildren	8%	3%
Other family	8%	4%
	28%	18%

# The financial outlook in retirement for about half in the Peak 65 Zone is bleak

## PEAK 65 CONSUMERS



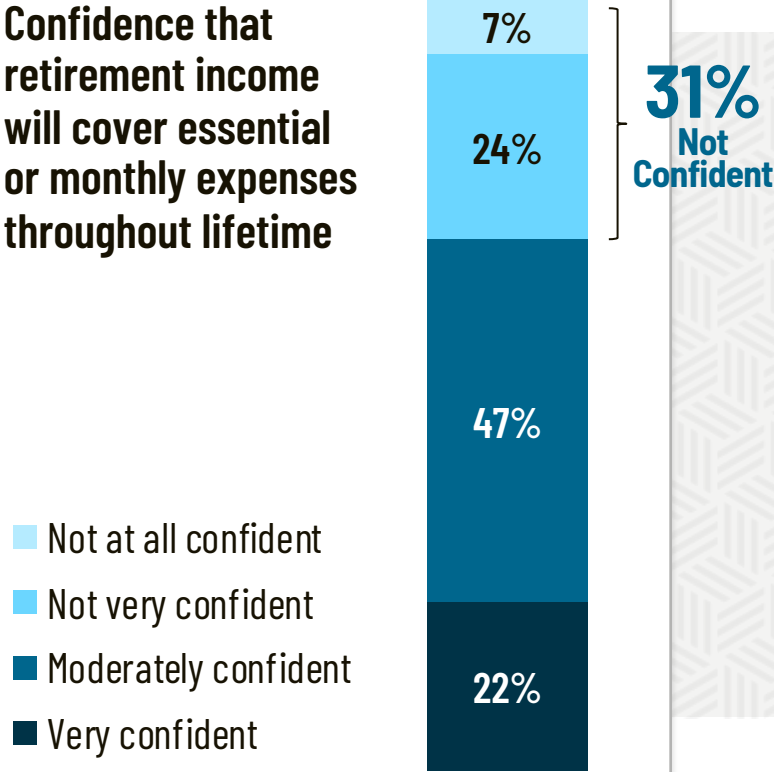
### Level of Optimism or Pessimism about Financial Preparation for Retirement Years



**48%**  
**Do not think**

their retirement  
savings and sources of income  
will last for lifetime

### Confidence that retirement income will cover essential or monthly expenses throughout lifetime



# APPENDIX



# Methodology



## CONSUMERS

- This online survey of consumers was conducted by [Artemis Strategy Group](#) February 15 to March 2, 2024. The 2,516 consumers are ages 45 to 75, of which 505 are an oversample of Peak 65 consumers ages 61 to 65, for a total of 886 Peak 65 consumers.
- Data is weighted to align with the population on age, income by gender, race/Hispanic ethnicity, region, work and retirement status, assets, and education. The oversample of ages 61 to 65 is weighted down to reflect their proportion in the population.



## Financial Professionals

- This online survey of financial professionals was conducted by [Artemis Strategy Group](#) February 12 to March 4, 2024. The 508 financial professionals are of these types:
  - **RIA:** Registered investment advisor (n=149)
  - **IBD:** Independent broker-dealer (n=132)
  - **Nat BD:** National wirehouse or full-service broker-dealers (n=105)
  - **Reg BD:** Regional broker-dealers (n=50)
  - **Ins BD:** Insurance broker-dealers (n=48)
  - Bank broker dealers are included in the total but not broken out separately due to the base of N=24 which is too small for analysis

Data is weighted on advisor type to match the proportions of the PRIP Spring 2021 study.



# PEAK 65 Consumer Respondent Profile

## Gender

Male	47%
Female	53%
Other, non-binary/-conforming, prefer not to say	0%

## Age

Ages 61 to 65	100%
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## Region

Northeast	21%
South	35%
Midwest	23%
West	21%

## Race/Ethnicity

White/Caucasian	85%
Black/African American	10%
Asian	3%
Amer. Indian / Alaska Native/ NH or PI	2%
Other	2%
Hispanic/Latin origin	7%

## Marital Status

Married	54%
Living with partner	6%
Single, never married	15%
Divorced or separated	19%
Widowed	6%

## Education

High school or less	37%
Some college/Assoc. degree	31%
College graduate	21%
Graduate school (any)	11%

## Current Employment Status

Employed (full or part-time)	40%
Unemployed	4%
Homemaker or other	5%
Retired, but working part-time	6%
Fully retired	45%

## Household Income for 2023

Less than \$50K	35%
\$50K < \$100K	32%
\$100K < \$250K	30%
\$250K or more	2%

## Household's Total Investable Assets

<\$100K	51%
\$100K < \$150K	6%
\$150K < \$500K	19%
\$500K < \$1M	13%
\$1M < \$2M	7%
\$2M < \$3M	2%
\$3M or more	3%

## Work with a Financial Professional

Yes	35%
No	64%
Not sure	2%