

INFORMATION ASSET PARTNERS' PREDICTIVE ANALYTICS FOR ANNUITY MARKETING



A FORWARD-LOOKING METRIC FOR GROWING PRODUCTION: RECENT CONTRACT BUYING AND BEHAVIORAL DATA ACROSS THE INDUSTRY DRIVES MARKET ASSESSMENT AND TARGETING

ANNUITY MARKET IS CONCENTRATED IN LARGE STATES

DIGITAL INVESTMENT BUYING INDEX COMPARES INVESTOR ONLINE BUYING ACTIVITY

ANNUITY MARKET POTENTIAL

RANK	STATE	HOUSEHOLDS LIKELY TO BUY ANNUITIES	PERCENT OF TOTAL MARKET	CUMULATIVE PERCENTAGE	CHANGE SINCE 2013	DIGITAL INVESTMENT BUYING INDEX (U.S.=100)	RANK	STATE	HOUSEHOLDS LIKELY TO BUY ANNUITIES	PERCENT OF TOTAL MARKET	CUMULATIVE PERCENTAGE	CHANGE SINCE 2013	DIGITAL INVESTMENT BUYING INDEX (U.S.=100)
1	CA	324,500	11.8%	11.8%	16.5%	156	27	LA	35,400	1.3%	86.6%	3.5%	69
2	TX	207,100	7.5%	19.3%	11.2%	97	28	KY	32,200	1.2%	87.8%	2.6%	65
3	FL	188,700	6.8%	26.1%	10.4%	88	29	OK	32,100	1.2%	89.0%	18.6%	65
4	NY	182,800	6.3%	32.4%	-4.9%	116	30	KS	25,700	0.9%	89.9%	5.2%	80
5	PA	116,100	4.2%	36.6%	-4.8%	79	31	IA	25,700	0.9%	90.8%	-8.0%	72
6	IL	111,600	4.0%	40.6%	-3.7%	106	32	NV	24,200	0.9%	91.7%	0.2%	101
7	OH	100,600	3.6%	44.3%	-2.3%	71	33	AR	21,700	0.8%	92.5%	9.2%	58
8	NJ	84,700	3.1%	47.4%	-6.4%	130	34	MS	21,600	0.8%	93.3%	22.5%	56
9	MI	84,700	3.1%	50.4%	-7.2%	74	35	NM	19,000	0.7%	94.0%	18.9%	82
10	NC	82,400	3.0%	53.4%	8.9%	84	36	NE	16,300	0.6%	94.6%	-1.4%	73
11	VA	78,200	2.8%	56.2%	-10.7%	144	37	UT	15,700	0.6%	95.1%	4.6%	82
12	GA	76,000	2.8%	59.0%	1.3%	100	38	NH	14,600	0.5%	95.7%	-6.2%	104
13	MA	71,200	2.6%	61.6%	-2.6%	119	39	WV	13,300	0.5%	96.2%	-14.2%	53
14	WA	68,600	2.5%	64.1%	9.6%	118	40	ME	13,000	0.5%	96.6%	-10.0%	67
15	MD	61,300	2.2%	66.3%	-13.2%	139	41	HI	12,800	0.5%	97.1%	41.4%	176
16	AZ	60,600	2.2%	68.5%	9.8%	96	42	ID	11,600	0.4%	97.5%	19.3%	76
17	CO	54,600	2.0%	70.5%	15.9%	115	43	RI	11,100	0.4%	97.9%	-2.6%	88
18	TN	52,400	1.9%	72.3%	6.2%	74	44	MT	9,500	0.3%	98.3%	13.0%	64
19	MO	51,700	1.9%	74.2%	7.5%	76	45	DE	8,900	0.3%	98.6%	-9.8%	97
20	MN	51,600	1.9%	76.1%	-1.6%	102	46	DC	7,000	0.3%	98.8%	-16.1%	162
21	WI	50,600	1.8%	77.9%	-2.6%	75	47	ND	7,000	0.3%	99.1%	-15.6%	78
22	IN	49,300	1.8%	79.7%	-8.3%	72	48	SD	6,900	0.2%	99.3%	-9.5%	63
23	SC	41,400	1.5%	81.2%	13.5%	72	49	AK	6,700	0.2%	99.6%	-0.8%	121
24	CT	40,500	1.5%	82.7%	3.5%	120	50	VT	6,200	0.2%	99.8%	-10.5%	71
25	OR	37,600	1.4%	84.0%	13.7%	85	51	WY	5,500	0.2%	100.0%	-4.0%	96
26	AL	36,300	1.3%	85.4%	5.5%	66		US	2,758,200			3.0%	