

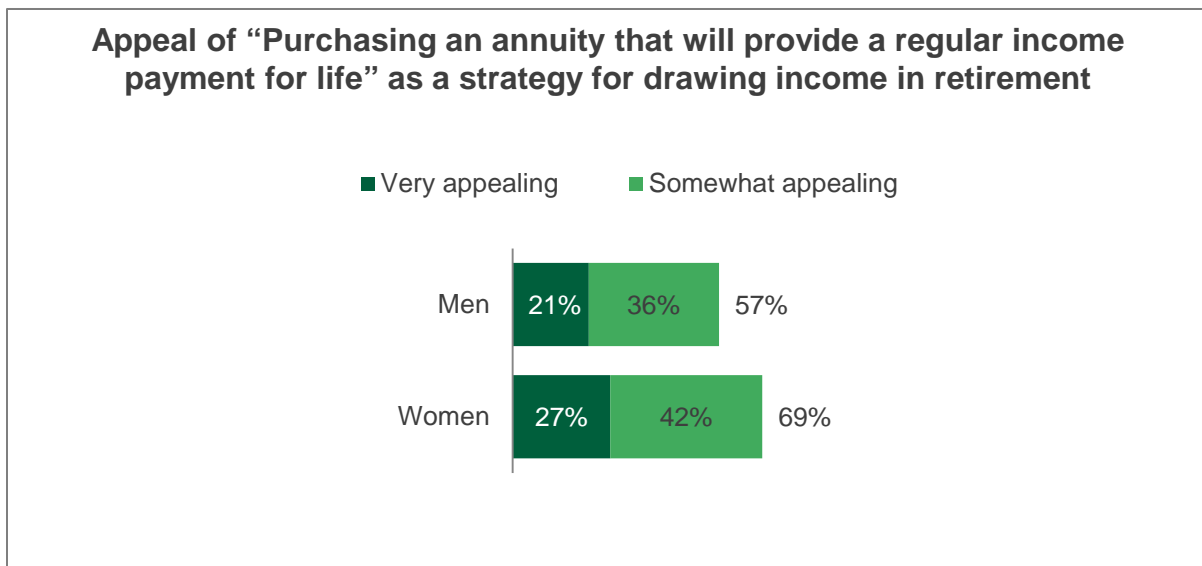
The 2nd Annual Guaranteed Lifetime Income Study (GLIS) Fact Sheet

Gender Differences in Appeal of Annuities

Women find more appeal in annuities as a strategy of generating income in retirement, but are less familiar with the products and more concerned about the companies offering these products. Despite this concern, women are more open to receiving information about annuities from a variety of sources.

Appeal of Annuities

Although only about 10 percent of consumers own an annuity, many find the idea of using annuities to create regular income in retirement to be appealing. Women in particular show interest in this strategy: about seven in ten say annuities are appealing (27 percent very appealing), while only 57 percent of men say the same.

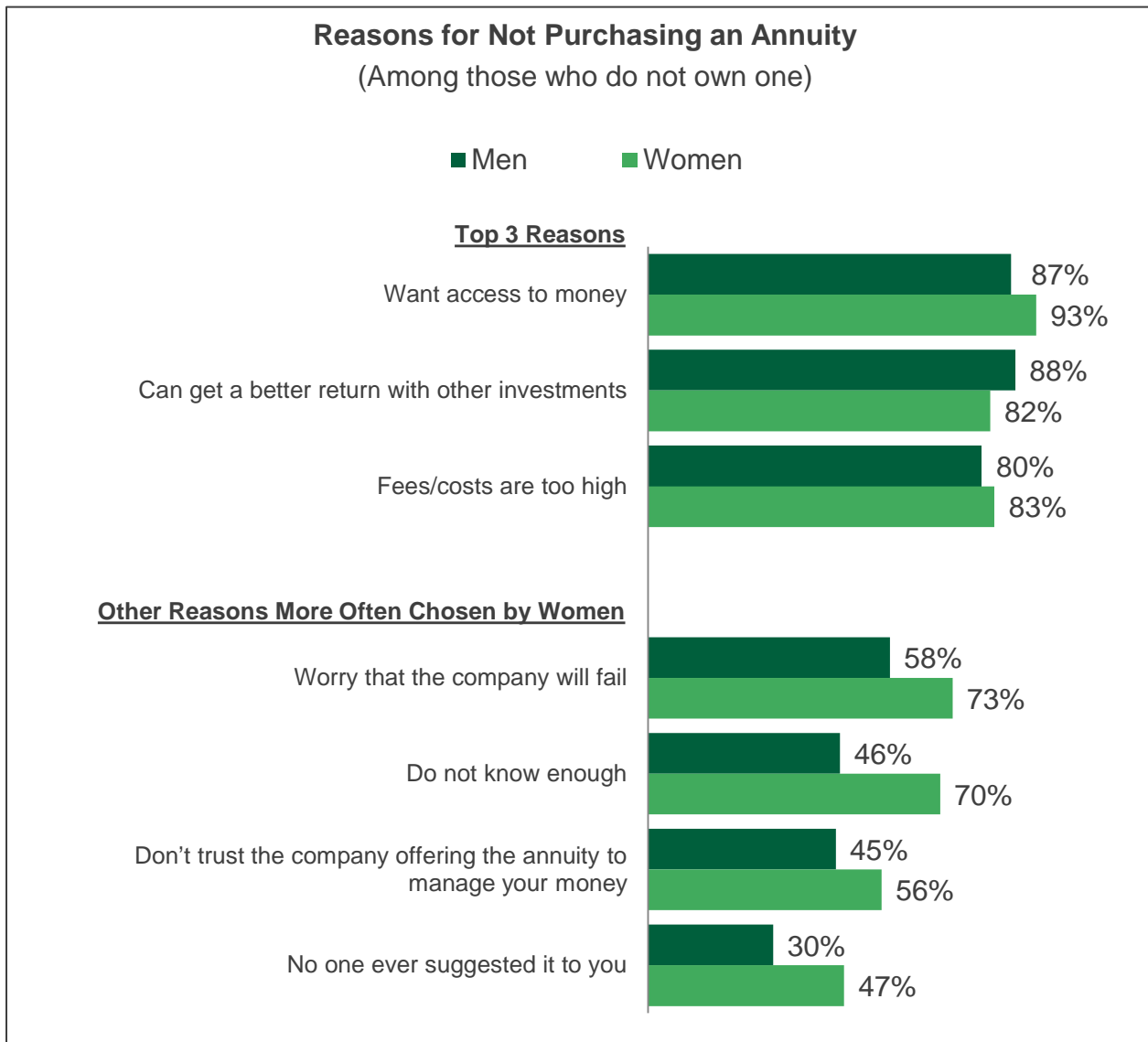


Similarly, when pre-retirees were presented with a hypothetical choice of a lump sum of \$50,000 in cash or the guaranteed lifetime income that a deferred income annuity of that value would provide, women were more likely than men to choose the GLI payments (44% vs. 31%).

Different Barriers for Annuity Ownership

If annuities have a greater appeal among women, why are they no more likely to own the products? In large part, men and women agree that access to money, the possibility of better returns with other investments, and fees/costs are the major barriers to ownership. Women are slightly more likely to be concerned about having access to the money: 93 percent list this as a reason, while 87 percent of men say the same.

Women are much more likely, however, to say that they worry the company offering the annuity will fail or that they don't trust the company to manage the money. They are also more likely to say they do not know enough about the products and that annuities have never been suggested to them.



Trust in Information Sources

Despite having greater concern about the company offering the annuity, women show greater trust in financial institutions as a source of information about the products: seven in ten women trust this source at least somewhat. Women are also more likely to trust information from retirement plan providers, as well as more informal sources, such as a spouse, family member, friend, or a media personality.

Women also show stronger trust in the financial advisor as a source of information about annuities. While similar shares of men and women trust advisors *at least somewhat*, 55 percent of women would trust the advisor *a great deal* in comparison to only 47 percent of men who say the same. This difference in trust fits with how many approach investing in general: women show stronger preference for having help or feedback when making investment decisions; men lean more to the “do-it-yourself” side of the spectrum.

