



Annuity

Did you know?

Hundreds of consumers share insights about the impact of COVID-19

That's right. We've uncovered the specifics on how COVID-19 has impacted hundreds of consumers across the generations, and we want to share with you.

Before COVID-19, consumers had a more aggressive approach in their investments, with Gen Z having the highest percentage of "highly aggressive" respondents. However, COVID-19 has influenced the investment strategy mindset of nearly 50% of "highly aggressive" consumers.

Fixed index annuities are looking more enticing for consumers. Indeed, we found 83% of consumers are interested in a fixed index annuity type of product, with the younger generations showing the highest level of interest.

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How are you talking about generational planning with families? Contact me for more ideas and conversation starters with multi-generational families. In the meantime, check out this [shareable blog post](#).

Thank you,
KC Lane

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