

2022 MIDDLE MARKET STUDY

Worries about inflation, taxes, and savings are lower among owners of cash value life insurance

Key findings from our 2022 Middle Market Study

“Middle market” consumers are most worried about the rising cost of living, not saving enough, and the impact of taxes – and would be interested in learning about financial products to ease these concerns.

53%
of middle-market consumers currently work with a financial professional.

That’s the topline insight from the **2022 Middle Market Study** from Allianz Life Insurance Company of North America (Allianz).

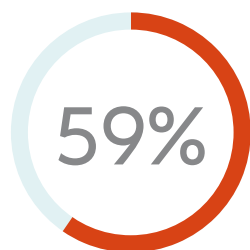
Americans in the middle market are in the first half of their careers and contributing to their 401(k) plan to the full company match. While financially stable, they still have concerns about their future financial security – and significantly, have additional funds that could be used to purchase another financial vehicle.

But those who already own a cash value life insurance policy – such as fixed index universal life insurance (FIUL) – are less likely to be worried about almost all retirement financial concerns.

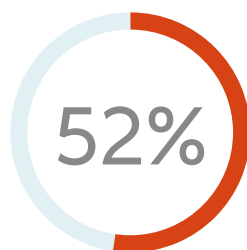


Allianz Life conducted an online survey, the **2022 Allianz Middle Market Study**, in August 2022 with 800 respondents, ages 25-40 years. Respondents have an annual household income of \$100,000+ and either 1) contribute \$20,500 or more to retirement investment accounts, or 2) meet or exceed their employee sponsored match and are making/interested in making additional contributions to another account.

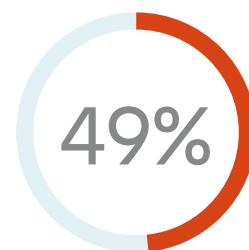
The most common financial worries regarding retirement are the rising cost of living, not having enough saved, and future taxes



worry the **rising cost of living/inflation** will prevent them from enjoying retirement



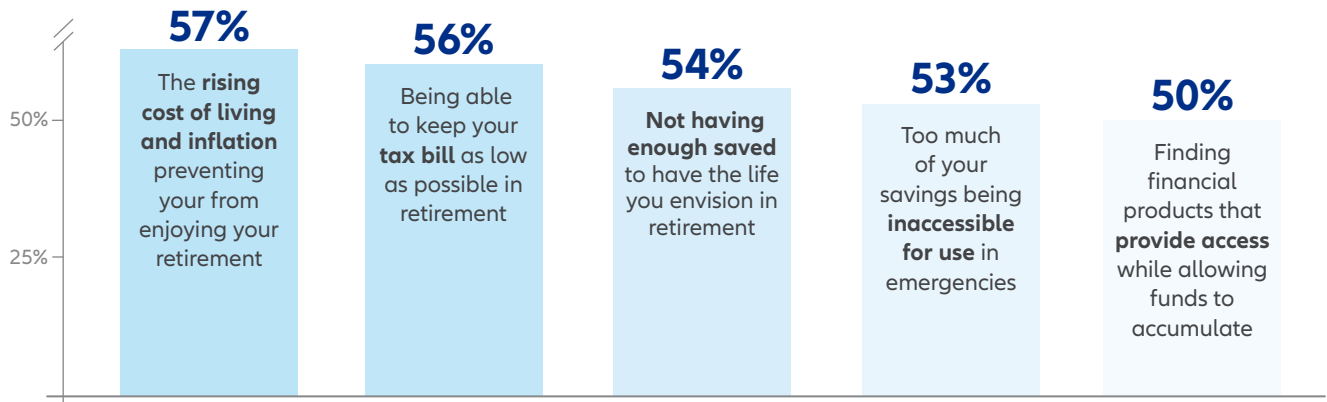
worry about **not having enough saved** to have the life they envision in retirement



are concerned about keeping their **tax bill** as low as possible in retirement

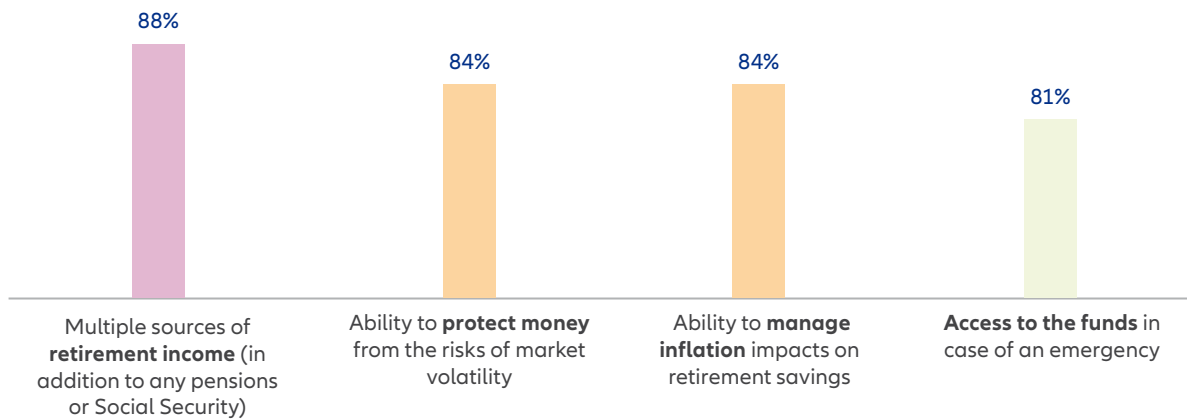
Consumers are interested in financial products that could ease their concerns

Middle-market consumers are interested in learning about a financial product that could ease concerns about:



Many of the financial protections middle-market consumers say they want are found in FIUL policies

What are the critical features that would influence your decision to purchase a financial product?



Misperceptions may be keeping middle-market consumers away from life insurance

Why would you choose not to purchase cash value life insurance?



36%

It's too expensive



28%

It's too confusing



27%

There are too many types of insurance

Those with cash value life insurance are less likely to be worried about almost all retirement financial concerns

Worried that too much of your savings is inaccessible for use in emergencies



Worried about finding financial products that provide access while allowing funds to accumulate



Worried about not having enough saved to have the life you envision in retirement



Worried about not having enough money saved in case of an emergency



With life insurance



Without life insurance



ASK YOUR FINANCIAL PROFESSIONAL about strategies that can help address the top concerns revealed in the study.

Allianz Life Insurance Company of North America does not provide financial planning services.

Product and feature availability may vary by state and broker/dealer.

Guarantees are backed solely by the financial strength and claims-paying ability of Allianz Life Insurance Company of North America.

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