

LIFETIME INCOME: THE TIME IS NOW

A study conducted by Greenwald & Associates and CANNEX found that people clearly value the peace of mind that comes from having lifetime income. It's no surprise, really. With pensions all but disappearing and the future of Social Security unknown, finding reliable sources of guaranteed* lifetime income, such as an annuity, is more important now than ever before.

Study Indicates a 12% Rise in the Perceived Value of Lifetime Income



73%

of respondents now consider **guaranteed income** to be a highly-valuable addition to Social Security, **compared to 61% in 2017.**

Consumer Concerns Are Driving the Shift

46%

of consumers are worried about **OUTLIVING RETIREMENT SAVINGS.**

MORE THAN HALF

are concerned about **long-term health care and nursing home expenses.**

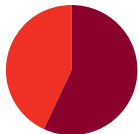
52% PERCENT

WORRY ABOUT LOSING SOME OF THEIR SAVINGS IN A MARKET DOWNTURN.

57%

DO NOT HAVE A HIGH DEGREE OF CONFIDENCE THEY WILL MAINTAIN THEIR LIFESTYLE IN RETIREMENT.

(Consumers with assets of \$100,000 - \$249,000)



Only 3 out of 10 consumers are highly confident that they could maintain their lifestyle if they were to live 10 years longer than their expected longevity.

Annuity Owners Say Peace of Mind Is the Main Benefit



63% report being **HIGHLY SATISFIED** with their annuity.



3 OUT OF 4

SAY THEIR ANNUITY IS IMPORTANT TO THEIR FINANCIAL SECURITY.



Consumers who own an annuity **ARE MORE CONFIDENT ABOUT MAINTAINING THEIR CURRENT LIFESTYLE** up to life expectancy and beyond.

Ask your advisor how an annuity can provide guaranteed lifetime income, so you can live the life you want.

Annuities are long-term, tax-deferred investments designed for retirement. Variable annuities involve investment risks, and may lose value. Earnings are taxable as ordinary income when distributed and may be subject to a 10% additional tax if withdrawn before age 59½.

Source: Fourth Annual 2018 Guaranteed Lifetime Income Study, Greenwald & Associates/CANNEX, 2018.

* Guarantees are backed by the claims-paying ability of the issuing insurance company.

[Learn more about annuities at jackson.com.](https://www.jackson.com)

Before investing, investors should carefully consider the investment objectives, risks, charges and expenses of the variable annuity and its underlying investment options. The current contract prospectus and underlying fund prospectuses, which are contained in the same document, provide this and other important information. Please contact your representative or the Company to obtain the prospectuses. Please read the prospectuses carefully before investing or sending money.

Annuities are issued by Jackson National Life Insurance Company® (Home Office: Lansing, Michigan) and in New York by Jackson National Life Insurance Company of New York® (Home Office: Purchase, New York). Variable annuities are distributed by Jackson National Life Distributors LLC, member FINRA. May not be available in all states and state variations may apply. These products have limitations and restrictions. Contact Jackson for more information.

Jackson® is the marketing name for Jackson National Life Insurance Company (Home Office: Lansing, Michigan) and Jackson National Life Insurance Company of New York (Home Office: Purchase, New York). Jackson National Life Distributors LLC.

Not FDIC/NCUA insured • May lose value • Not bank/CU guaranteed • Not a deposit • Not insured by any federal agency

