





A profile of customer opportunities

Who are your best sales prospects?





	Key person life insurance	Key Person Replacement and Overhead Expense disability insurance	Business succession cases (life insurance)	Disability Buy-Out insurance
 Top five industries	<ol style="list-style-type: none"> 1. Professional, scientific, & technical services 2. Construction 3. Manufacturing 4. Finance & insurance 5. Healthcare & social assistance 	<ol style="list-style-type: none"> 1. Healthcare & social assistance 2. Professional, scientific, & technical services 3. Finance & insurance 4. Construction 5. Other services (except public administration) 	<ol style="list-style-type: none"> 1. Professional, scientific, & technical services 2. Construction 3. Manufacturing 4. Wholesale trade 5. Healthcare & social assistance 	<ol style="list-style-type: none"> 1. Professional, scientific, & technical services 2. Healthcare & social assistance 3. Construction 4. Wholesale trade 5. Manufacturing
 Employee size	<ul style="list-style-type: none"> • 1-99 employees: 80% <ul style="list-style-type: none"> › 1-4 employees: 14% › 5-24 employees: 41% › 25-49 employees: 15% › 50-99 employees: 10% • 100-1,000+ employees: 11% 	<ul style="list-style-type: none"> • 1-99 employees: 87% <ul style="list-style-type: none"> › 1-4 employees: 17% › 5-24 employees: 47% › 25-49 employees: 14% › 50-99 employees: 9% • 100-1,000+ employees: 5% 	<ul style="list-style-type: none"> • 1-99 employees: 85% <ul style="list-style-type: none"> › 1-4 employees: 17% › 5-24 employees: 45% › 25-49 employees: 15% › 50-99 employees: 8% • 100-1,000+ employees: 9% 	<ul style="list-style-type: none"> • 1-99 employees: 92% <ul style="list-style-type: none"> › 1-4 employees: 9% › 5-24 employees: 46% › 25-49 employees: 23% › 50-99 employees: 14% • 100-1,000+ employees: 6%
 Years in business	<ul style="list-style-type: none"> • 25+ years: 39% • 11-24 years: 24% • 6-10 years: 12% • 1-5 years: 12% 	<ul style="list-style-type: none"> • 25+ years: 32% • 11-24 years: 33% • 6-10 years: 12% • 1-5 years: 11% 	<ul style="list-style-type: none"> • 25+ years: 41% • 11-24 years: 27% • 6-10 years: 10% • 1-5 years: 9% 	<ul style="list-style-type: none"> • 25+ years: 48% • 11-24 years: 31% • 6-10 years: 8% • 1-5 years: 8%
 Annual sales volume	<ul style="list-style-type: none"> • < \$3 million: 48% • \$3.1 to \$10 million: 20% • \$10.1 to \$50 million: 16% • \$50.1 to \$500+ million: 4% 	<ul style="list-style-type: none"> • < \$3 million: 59% • \$3.1 to \$10 million: 19% • \$10.1 to \$50 million: 7% • \$50.1 to \$500+ million: 2% 	<ul style="list-style-type: none"> • < \$3 million: 54% • \$3.1 to \$10 million: 19% • \$10.1 to \$50 million: 13% • \$50.1 to \$500+ million: 3% 	<ul style="list-style-type: none"> • < \$3 million: 50% • \$3.1 to \$10 million: 29% • \$10.1 to \$50 million: 16% • \$50.1 to \$500+ million: 2%

Source: Principal® business market analysis of over 118,000 employer customers appended with Dun & Bradstreet (D&B) data. The data is current as of December 2022. Statistics shown only include those customers with appended data. The overall match rate is 90%, and not all categories will add up to 100%.

For financial professional use only. Not for distribution to the public.

Business solutions

Who are your best sales prospects?

	Workplace benefits (group insurance)	Key employee retention and retirement plans	Nonqualified deferred compensation plans	Tax-exempt plans
 Top five industries	<ol style="list-style-type: none"> Professional, scientific, & technical services Construction Manufacturing Healthcare & social assistance Wholesale trade 	<ol style="list-style-type: none"> Professional, scientific, & technical services Construction Manufacturing Wholesale trade Healthcare & social assistance 	<ol style="list-style-type: none"> Manufacturing Professional, scientific, & technical services Finance & insurance Wholesale trade Construction 	<ol style="list-style-type: none"> Healthcare & social assistance Other services (except public administration) Finance & insurance Educational services Professional, scientific, & technical services
 Employee size	<ul style="list-style-type: none"> 1-99 employees: 91% <ul style="list-style-type: none"> 1-4 employees: 9% 5-24 employees: 46% 25-49 employees: 22% 50-99 employees: 14% 100-1,000+ employees: 1% 	<ul style="list-style-type: none"> 1-99 employees: 77% <ul style="list-style-type: none"> 1-4 employees: 15% 5-24 employees: 37% 25-49 employees: 14% 50-99 employees: 11% 100-1,000+ employees: 18% 	<ul style="list-style-type: none"> 1-99 employees: 32% <ul style="list-style-type: none"> 1-4 employees: 3% 5-24 employees: 11% 25-49 employees: 8% 50-99 employees: 10% 100-1,000+ employees: 62% 	<ul style="list-style-type: none"> 1-99 employees: 31% <ul style="list-style-type: none"> 1-4 employees: 2% 5-24 employees: 10% 25-49 employees: 7% 50-99 employees: 12% 100-1,000+ employees: 66%
 Years in business	<ul style="list-style-type: none"> 25+ years: 45% 11-24 years: 24% 6-10 years: 11% 1-5 years: 12% 	<ul style="list-style-type: none"> 25+ years: 54% 11-24 years: 22% 6-10 years: 8% 1-5 years: 6% 	<ul style="list-style-type: none"> 25+ years: 61% 11-24 years: 20% 6-10 years: 5% 1-5 years: 4% 	<ul style="list-style-type: none"> 25+ years: 77% 11-24 years: 13% 6-10 years: 2% 1-5 years: 3%
 Annual sales volume	<ul style="list-style-type: none"> < \$3 million: 52% \$3.1 to \$10 million: 25% \$10.1 to \$50 million: 13% \$50.1 to \$500+ million: 2% 	<ul style="list-style-type: none"> < \$3 million: 45% \$3.1 to \$10 million: 18% \$10.1 to \$50 million: 17% \$50.1 to \$500+ million: 9% 	<ul style="list-style-type: none"> < \$3 million: 14% \$3.1 to \$10 million: 9% \$10.1 to \$50 million: 24% \$50.1 to \$500+ million: 14% 	<ul style="list-style-type: none"> < \$3 million: 10% \$3.1 to \$10 million: 15% \$10.1 to \$50 million: 43% \$50.1 to \$500+ million: 25%

Entity type: Based on tax returns filed with the IRS for 2021 (1065, 1120 & 1120S), 18% of companies are C Corporations, 44% are S Corporations, and 38% are Partnerships.

www.principal.com

Principal National Life Insurance Company and Principal Life Insurance Company®, Des Moines, Iowa 50392

Insurance products issued by Principal National Life Insurance Company (except in NY) and Principal Life Insurance Company®. Plan administrative services offered by Principal Life. Referenced companies are members of the Principal Financial Group®, Des Moines, IA 50392.

BB11233-08 | 03/2023 | 2800078-032023 | © 2023 Principal Financial Services, Inc.

For financial professional use only. Not for distribution to the public.

Principal®, Principal Financial Group®, and Principal and the logomark design are registered trademarks of Principal Financial Services, Inc., a Principal Financial Group company, in the United States and are trademarks and service marks of Principal Financial Services, Inc., in various countries around the world.