





# 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
 <p><b>Top five industries</b></p>	<ol style="list-style-type: none"> <li>Professional, scientific, &amp; technical services</li> <li>Construction</li> <li>Manufacturing</li> <li>Finance &amp; insurance</li> <li>Healthcare &amp; social assistance</li> </ol>	<ol style="list-style-type: none"> <li>Healthcare &amp; social assistance</li> <li>Professional, scientific, &amp; technical services</li> <li>Finance &amp; insurance</li> <li>Construction</li> <li>Other services (except public administration)</li> </ol>	<ol style="list-style-type: none"> <li>Professional, scientific, &amp; technical services</li> <li>Construction</li> <li>Manufacturing</li> <li>Wholesale trade</li> <li>Healthcare &amp; social assistance</li> </ol>	<ol style="list-style-type: none"> <li>Professional, scientific, &amp; technical services</li> <li>Healthcare &amp; social assistance</li> <li>Construction</li> <li>Wholesale trade</li> <li>Manufacturing</li> </ol>
 <p><b>Employee size</b></p>	<ul style="list-style-type: none"> <li>1-99 employees: 80%                             <ul style="list-style-type: none"> <li>1-4 employees: 14%</li> <li>5-24 employees: 41%</li> <li>25-49 employees: 15%</li> <li>50-99 employees: 10%</li> </ul> </li> <li>100-1,000+ employees: 11%</li> </ul>	<ul style="list-style-type: none"> <li>1-99 employees: 87%                             <ul style="list-style-type: none"> <li>1-4 employees: 17%</li> <li>5-24 employees: 47%</li> <li>25-49 employees: 14%</li> <li>50-99 employees: 9%</li> </ul> </li> <li>100-1,000+ employees: 5%</li> </ul>	<ul style="list-style-type: none"> <li>1-99 employees: 85%                             <ul style="list-style-type: none"> <li>1-4 employees: 17%</li> <li>5-24 employees: 45%</li> <li>25-49 employees: 15%</li> <li>50-99 employees: 8%</li> </ul> </li> <li>100-1,000+ employees: 9%</li> </ul>	<ul style="list-style-type: none"> <li>1-99 employees: 92%                             <ul style="list-style-type: none"> <li>1-4 employees: 9%</li> <li>5-24 employees: 46%</li> <li>25-49 employees: 23%</li> <li>50-99 employees: 14%</li> </ul> </li> <li>100-1,000+ employees: 6%</li> </ul>
 <p><b>Years in business</b></p>	<ul style="list-style-type: none"> <li>25+ years: 39%</li> <li>11-24 years: 24%</li> <li>6-10 years: 12%</li> <li>1-5 years: 12%</li> </ul>	<ul style="list-style-type: none"> <li>25+ years: 32%</li> <li>11-24 years: 33%</li> <li>6-10 years: 12%</li> <li>1-5 years: 11%</li> </ul>	<ul style="list-style-type: none"> <li>25+ years: 41%</li> <li>11-24 years: 27%</li> <li>6-10 years: 10%</li> <li>1-5 years: 9%</li> </ul>	<ul style="list-style-type: none"> <li>25+ years: 48%</li> <li>11-24 years: 31%</li> <li>6-10 years: 8%</li> <li>1-5 years: 8%</li> </ul>
 <p><b>Annual sales volume</b></p>	<ul style="list-style-type: none"> <li>&lt; \$3 million: 48%</li> <li>\$3.1 to \$10 million: 20%</li> <li>\$10.1 to \$50 million: 16%</li> <li>\$50.1 to \$500+ million: 4%</li> </ul>	<ul style="list-style-type: none"> <li>&lt; \$3 million: 59%</li> <li>\$3.1 to \$10 million: 19%</li> <li>\$10.1 to \$50 million: 7%</li> <li>\$50.1 to \$500+ million: 2%</li> </ul>	<ul style="list-style-type: none"> <li>&lt; \$3 million: 54%</li> <li>\$3.1 to \$10 million: 19%</li> <li>\$10.1 to \$50 million: 13%</li> <li>\$50.1 to \$500+ million: 3%</li> </ul>	<ul style="list-style-type: none"> <li>&lt; \$3 million: 50%</li> <li>\$3.1 to \$10 million: 29%</li> <li>\$10.1 to \$50 million: 16%</li> <li>\$50.1 to \$500+ million: 2%</li> </ul>

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%.

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

**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.

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