






A profile of customer opportunities






Who are your best sales prospects?

	General business market profile	Business succession cases	Key person insurance
 <p>Top five industries</p>	<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 Healthcare & social assistance Wholesale trade 	<ol style="list-style-type: none"> Professional, scientific & technical services Manufacturing Construction Wholesale trade Healthcare & social assistance
 <p>Employee size</p>	<ul style="list-style-type: none"> 1-99 employees: 74% <ul style="list-style-type: none"> - 1-4 employees: 18% - 5-24 employees: 32% - 25-49 employees: 14% - 50-99 employees: 10% 100-1,000+ employees: 16% 	<ul style="list-style-type: none"> 1-99 employees: 82% <ul style="list-style-type: none"> - 1-4 employees: 21% - 5-24 employees: 37% - 25-49 employees: 15% - 50-99 employees: 9% 100-1,000+ employees: 8% 	<ul style="list-style-type: none"> 1-99 employees: 78% <ul style="list-style-type: none"> - 1-4 employees: 19% - 5-24 employees: 34% - 25-49 employees: 15% - 50-99 employees: 10% 100-1,000+ employees: 10%
 <p>Years in business</p>	<ul style="list-style-type: none"> 25+ years: 42% 11-24 years: 22% 6-10 years: 11% 1-5 years: 8% 	<ul style="list-style-type: none"> 25+ years: 38% 11-24 years: 24% 6-10 years: 12% 1-5 years: 8% 	<ul style="list-style-type: none"> 25+ years: 38% 11-24 years: 22% 6-10 years: 11% 1-5 years: 11%
 <p>Annual sales volume</p>	<ul style="list-style-type: none"> < \$3 million: 42% \$3.1 to \$10 million: 16% \$10.1 to \$50 million: 14% \$50.1 to \$500+ million: 8% 	<ul style="list-style-type: none"> < \$3 million: 49% \$3.1 to \$10 million: 17% \$10.1 to \$50 million: 12% \$50.1 to \$500+ million: 4% 	<ul style="list-style-type: none"> < \$3 million: 44% \$3.1 to \$10 million: 18% \$10.1 to \$50 million: 14% \$50.1 to \$500+ million: 5%
 <p>Entity type</p>	<ul style="list-style-type: none"> Corporations (S or C): 71% Partnerships: 7% Nonprofit: 4% 	<ul style="list-style-type: none"> Corporations (S or C): 73% Partnerships: 9% 	<ul style="list-style-type: none"> Corporations (S or C): 72% Partnerships: 7% Nonprofit: 2%

Source: Principal® business market analysis of over 20,000 customers appended with Dunn & Bradstreet (D&B) demographic data, December 2018. Statistics shown only include those plans with D&B data appended. The overall match rate is 90%, and not all categories will add up to 100%.

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Who are your best sales prospects?

	Employer-paid retirement plans	Employee deferral retirement plans	Tax-exempt plans
 <p>Top five industries</p>	<ol style="list-style-type: none"> 1. Manufacturing 2. Construction 3. Professional, scientific & technical services 4. Wholesale trade 5. Healthcare & social assistance 	<ol style="list-style-type: none"> 1. Manufacturing 2. Finance & insurance 3. Wholesale trade 4. Professional, scientific & technical services 5. Construction 	<ol style="list-style-type: none"> 1. Healthcare & social assistance 2. Other services (business, professional, labor, political & similar) 3. Finance & insurance 4. Educational services 5. Arts, education & recreation
 <p>Employee size</p>	<ul style="list-style-type: none"> • 1-99 employees: 73% – 1-4 employees: 16% – 5-24 employees: 32% – 25-49 employees: 15% – 50-99 employees: 10% • 100-1,000+ employees: 19% 	<ul style="list-style-type: none"> • 1-99 employees: 30% – 1-4 employees: 3% – 5-24 employees: 8% – 25-49 employees: 7% – 50-99 employees: 12% • 100-1,000+ employees: 67% 	<ul style="list-style-type: none"> • 1-99 employees: 35% – 1-4 employees: 2% – 5-24 employees: 11% – 25-49 employees: 9% – 50-99 employees: 13% • 100-1,000+ employees: 63%
 <p>Years in business</p>	<ul style="list-style-type: none"> • 25+ years: 52% • 11-24 years: 19% • 6-10 years: 9% • 1-5 years: 5% 	<ul style="list-style-type: none"> • 25+ years: 63% • 11-24 years: 22% • 6-10 years: 6% • 1-5 years: 4% 	<ul style="list-style-type: none"> • 25+ years: 80% • 11-24 years: 11% • 6-10 years: 5% • 1-5 years: 3%
 <p>Annual sales volume</p>	<ul style="list-style-type: none"> • < \$3 million: 40% • \$3.1 to \$10 million: 17% • \$10.1 to \$50 million: 15% • \$50.1 to \$500+ million: 10% 	<ul style="list-style-type: none"> • < \$3 million: 11% • \$3.1 to \$10 million: 7% • \$10.1 to \$50 million: 26% • \$50.1 to \$500+ million: 48% 	<ul style="list-style-type: none"> • < \$3 million: 10% • \$3.1 to \$10 million: 18% • \$10.1 to \$50 million: 44% • \$50.1 to \$500+ million: 24%
 <p>Entity type</p>	<ul style="list-style-type: none"> • Corporations (S or C): 74% • Partnerships: 5% • Nonprofit: 5% 	<ul style="list-style-type: none"> • Corporations (S or C): 90% • Partnerships: 3% • Nonprofit: 2% 	<ul style="list-style-type: none"> • Corporations (S or C): 27% • Partnerships: <1% • Nonprofit: 70%

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