






# A profile of customer opportunities






## Who are your best sales prospects?

	General business market profile	Business succession cases	Key person 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>Healthcare &amp; social assistance</li> <li>Finance &amp; insurance</li> </ol>	<ol style="list-style-type: none"> <li>Professional, scientific, &amp; technical services</li> <li>Construction</li> <li>Healthcare &amp; social assistance</li> <li>Manufacturing</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>Finance &amp; insurance</li> </ol>
 <p><b>Employee size</b></p>	<ul style="list-style-type: none"> <li>1-99 employees: 77%                             <ul style="list-style-type: none"> <li>- 1-4 employees: 21%</li> <li>- 5-24 employees: 33%</li> <li>- 25-49 employees: 13%</li> <li>- 50-99 employees: 9%</li> </ul> </li> <li>100-1,000+ employees: 16%</li> </ul>	<ul style="list-style-type: none"> <li>1-99 employees: 84%                             <ul style="list-style-type: none"> <li>- 1-4 employees: 24%</li> <li>- 5-24 employees: 38%</li> <li>- 25-49 employees: 14%</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: 81%                             <ul style="list-style-type: none"> <li>- 1-4 employees: 21%</li> <li>- 5-24 employees: 35%</li> <li>- 25-49 employees: 15%</li> <li>- 50-99 employees: 10%</li> </ul> </li> <li>100-1,000+ employees: 12%</li> </ul>
 <p><b>Years in business</b></p>	<ul style="list-style-type: none"> <li>25+ years: 43%</li> <li>11-24 years: 22%</li> <li>6-10 years: 11%</li> <li>1-5 years: 12%</li> </ul>	<ul style="list-style-type: none"> <li>25+ years: 40%</li> <li>11-24 years: 25%</li> <li>6-10 years: 11%</li> <li>1-5 years: 12%</li> </ul>	<ul style="list-style-type: none"> <li>25+ years: 40%</li> <li>11-24 years: 25%</li> <li>6-10 years: 11%</li> <li>1-5 years: 12%</li> </ul>
 <p><b>Annual sales volume</b></p>	<ul style="list-style-type: none"> <li>&lt; \$3 million: 49%</li> <li>\$3.1 to \$10 million: 16%</li> <li>\$10.1 to \$50 million: 14%</li> <li>\$50.1 to \$500+ million: 8%</li> </ul>	<ul style="list-style-type: none"> <li>&lt; \$3 million: 57%</li> <li>\$3.1 to \$10 million: 16%</li> <li>\$10.1 to \$50 million: 12%</li> <li>\$50.1 to \$500+ million: 3%</li> </ul>	<ul style="list-style-type: none"> <li>&lt; \$3 million: 51%</li> <li>\$3.1 to \$10 million: 18%</li> <li>\$10.1 to \$50 million: 13%</li> <li>\$50.1 to \$500+ million: 5%</li> </ul>
 <p><b>Entity type</b></p>	<ul style="list-style-type: none"> <li>Corporations (S or C): 62%</li> <li>Partnerships: 7%</li> <li>Sole proprietorship: 2%</li> <li>Nonprofit: 4%</li> </ul>	<ul style="list-style-type: none"> <li>Corporations (S or 5C): 57%</li> <li>Partnerships: 8%</li> <li>Sole proprietorship: 3%</li> </ul>	<ul style="list-style-type: none"> <li>Corporations (S or C): 61%</li> <li>Partnerships: 7%</li> <li>Sole proprietorship: 2%</li> </ul>

Source: Principal® business market analysis of over 25,000 plans is appended with Dunn & Bradstreet (D&B) data. The data is current as of December 2020. Statistics shown only include those plans with appended data. The overall match rate is 88%, and not all categories will add up to 100%.

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	Employer-paid retirement plans	Employee deferral retirement plans	Tax-exempt plans
 <p><b>Top five industries</b></p>	<ol style="list-style-type: none"> <li>1. Construction</li> <li>2. Manufacturing</li> <li>3. Professional, scientific, &amp; technical services</li> <li>4. Wholesale trade</li> <li>5. Finance &amp; insurance / retail trade</li> </ol>	<ol style="list-style-type: none"> <li>1. Manufacturing</li> <li>2. Professional, scientific, &amp; technical services</li> <li>3. Finance &amp; insurance</li> <li>4. Wholesale trade</li> <li>5. Construction</li> </ol>	<ol style="list-style-type: none"> <li>1. Healthcare &amp; social assistance</li> <li>2. Other services (business, professional, labor, political, &amp; similar)</li> <li>3. Finance &amp; insurance</li> <li>4. Arts, education, &amp; recreation</li> <li>5. Educational services</li> </ol>
 <p><b>Employee size</b></p>	<ul style="list-style-type: none"> <li>• 1-99 employees: 74%                             <ul style="list-style-type: none"> <li>– 1-4 employees: 18%</li> <li>– 5-24 employees: 30%</li> <li>– 25-49 employees: 15%</li> <li>– 50-99 employees: 11%</li> </ul> </li> <li>• 100-1,000+ employees: 21%</li> </ul>	<ul style="list-style-type: none"> <li>• 1-99 employees: 30%                             <ul style="list-style-type: none"> <li>– 1-4 employees: 5%</li> <li>– 5-24 employees: 7%</li> <li>– 25-49 employees: 7%</li> <li>– 50-99 employees: 11%</li> </ul> </li> <li>• 100-1,000+ employees: 66%</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: 9%</li> <li>– 25-49 employees: 8%</li> <li>– 50-99 employees: 12%</li> </ul> </li> <li>• 100-1,000+ employees: 67%</li> </ul>
 <p><b>Years in business</b></p>	<ul style="list-style-type: none"> <li>• 25+ years: 53%</li> <li>• 11-24 years: 19%</li> <li>• 6-10 years: 8%</li> <li>• 1-5 years: 7%</li> </ul>	<ul style="list-style-type: none"> <li>• 25+ years: 61%</li> <li>• 11-24 years: 21%</li> <li>• 6-10 years: 5%</li> <li>• 1-5 years: 5%</li> </ul>	<ul style="list-style-type: none"> <li>• 25+ years: 78%</li> <li>• 11-24 years: 12%</li> <li>• 6-10 years: 4%</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: 43%</li> <li>• \$3.1 to \$10 million: 17%</li> <li>• \$10.1 to \$50 million: 16%</li> <li>• \$50.1 to \$500+ million: 11%</li> </ul>	<ul style="list-style-type: none"> <li>• &lt; \$3 million: 13%</li> <li>• \$3.1 to \$10 million: 8%</li> <li>• \$10.1 to \$50 million: 26%</li> <li>• \$50.1 to \$500+ million: 43%</li> </ul>	<ul style="list-style-type: none"> <li>• &lt; \$3 million: 12%</li> <li>• \$3.1 to \$10 million: 16%</li> <li>• \$10.1 to \$50 million: 44%</li> <li>• \$50.1 to \$500+ million: 24%</li> </ul>
 <p><b>Entity type</b></p>	<ul style="list-style-type: none"> <li>• Corporations (S or C): 69%</li> <li>• Partnerships: 4%</li> <li>• Sole proprietorship: 2%</li> <li>• Nonprofit: &lt;1%</li> </ul>	<ul style="list-style-type: none"> <li>• Corporations (S or C): 81%</li> <li>• Partnerships: 4%</li> <li>• Sole proprietorship: &lt;1%</li> <li>• Nonprofit: &lt;1%</li> </ul>	<ul style="list-style-type: none"> <li>• Nonprofit: 90%</li> </ul>

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