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	1. Professional, scientific, & technical services 2. Construction 3. Manufacturing 4. Finance & insurance 5. Healthcare & social assistance	1. Healthcare & social assistance 2. Professional, scientific, & technical services 3. Finance & insurance 4. Construction 5. Other services (except public administration)	1. Professional, scientific, & technical services 2. Construction 3. Manufacturing 4. Wholesale trade 5. Healthcare & social assistance	1. Professional, scientific, & technical services 2. Healthcare & social assistance 3. Construction 4. Wholesale trade 5. Manufacturing
Employee size	• 1-99 employees: 80% › 1-4 employees: 14% › 5-24 employees: 41% › 25-49 employees: 15% › 50-99 employees: 10% • 100-1,000+ employees: 11%	• 1-99 employees: 87% › 1-4 employees: 17% › 5-24 employees: 47% › 25-49 employees: 14% › 50-99 employees: 9% • 100-1,000+ employees: 5%	• 1-99 employees: 85% › 1-4 employees: 17% › 5-24 employees: 45% › 25-49 employees: 15% › 50-99 employees: 8% • 100-1,000+ employees: 9%	• 1-99 employees: 92% › 1-4 employees: 9% › 5-24 employees: 46% › 25-49 employees: 23% › 50-99 employees: 14% • 100-1,000+ employees: 6%
Years in business	• 25+ years: 39% • 11-24 years: 24% • 6-10 years: 12% • 1-5 years: 12%	• 25+ years: 32% • 11-24 years: 33% • 6-10 years: 12% • 1-5 years: 11%	• 25+ years: 41% • 11-24 years: 27% • 6-10 years: 10% • 1-5 years: 9%	• 25+ years: 48% • 11-24 years: 31% • 6-10 years: 8% • 1-5 years: 8%
Annual sales volume	• < $3 million: 48% • $3.1 to $10 million: 20% • $10.1 to $50 million: 16% • $50.1 to $500+ million: 4%	• < $3 million: 59% • $3.1 to $10 million: 19% • $10.1 to $50 million: 7% • $50.1 to $500+ million: 2%	• < $3 million: 54% • $3.1 to $10 million: 19% • $10.1 to $50 million: 13% • $50.1 to $500+ million: 3%	• < $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%.

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	1. Professional, scientific, & technical services 2. Construction 3. Manufacturing 4. Healthcare & social assistance 5. Wholesale trade	1. Professional, scientific, & technical services 2. Construction 3. Manufacturing 4. Wholesale trade 5. Healthcare & social assistance	1. Manufacturing 2. Professional, scientific, & technical services 3. Finance & insurance 4. Wholesale trade 5. Construction	1. Healthcare & social assistance 2. Other services (except public administration) 3. Finance & insurance 4. Educational services 5. Professional, scientific, & technical services
Employee size	• 1-99 employees: 91% › 1-4 employees: 9% › 5-24 employees: 46% › 25-49 employees: 22% › 50-99 employees: 14% • 100-1,000+ employees: 1%	• 1-99 employees: 77% › 1-4 employees: 15% › 5-24 employees: 37% › 25-49 employees: 14% › 50-99 employees: 11% • 100-1,000+ employees: 18%	• 1-99 employees: 32% › 1-4 employees: 3% › 5-24 employees: 11% › 25-49 employees: 8% › 50-99 employees: 10% • 100-1,000+ employees: 62%	• 1-99 employees: 31% › 1-4 employees: 2% › 5-24 employees: 10% › 25-49 employees: 7% › 50-99 employees: 12% • 100-1,000+ employees: 66%
Years in business	• 25+ years: 45% • 11-24 years: 24% • 6-10 years: 11% • 1-5 years: 12%	• 25+ years: 54% • 11-24 years: 22% • 6-10 years: 8% • 1-5 years: 6%	• 25+ years: 61% • 11-24 years: 20% • 6-10 years: 5% • 1-5 years: 4%	• 25+ years: 77% • 11-24 years: 13% • 6-10 years: 2% • 1-5 years: 3%
Annual sales volume	• < $3 million: 52% • $3.1 to $10 million: 25% • $10.1 to $50 million: 13% • $50.1 to $500+ million: 2%	• < $3 million: 45% • $3.1 to $10 million: 18% • $10.1 to $50 million: 17% • $50.1 to $500+ million: 9%	• < $3 million: 14% • $3.1 to $10 million: 9% • $10.1 to $50 million: 24% • $50.1 to $500+ million: 14%	• < $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.

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