



## Insured Retirement Institute

**FOR IMMEDIATE RELEASE**  
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### **IRI Poll: 6 out of 10 Seniors Are Not Investing in the Stock Market**

*More than 40% Have Either Lost Faith in the Stock Market or Want a Less-Risky  
Investment Option*

**WASHINGTON, D.C.** – An exclusive Insured Retirement Institute (IRI) poll released today shows that the economic uncertainty of the past year has greatly impacted the way older Americans approach their investment strategy.

In the wake of the recession, 56 percent of those 50+ indicated that they are not currently investing in the stock market, be it through their own efforts or a workplace retirement savings plan. In addition, for those who have decreased their investments or have stopped investing completely, 41 percent point to the uncertainty in the stock market and overall risk in previous investments a key factor for keeping their money out of the market and on the sidelines.

“This poll shows that the events of the last year have made seniors weary and skeptical of putting their money in the stock market,” said Cathy Weatherford, IRI President and CEO. “More now than ever, older Americans are looking for dependable, trusted sources of retirement income that will withstand unpredictable fluctuations in the stock market. For many, the guarantee that comes with investing in insured retirement strategies offers critical peace of mind in developing their retirement strategies.”

IRI contracted the polling firm ICR to conduct the survey. Respondents were contacted by phone from December 2 -6, 2009. This study was conducted using ICRs EXCEL Omnibus survey. EXCEL is a national telephone omnibus service designed to meet the standards of quality associated with custom research studies. The EXCEL survey consists of a standard set of introductory and demographic questions supplemented by a changing series of questions on various topics.

Consumers and financial advisors looking for retirement planning resources can find information, tips and interactive tools online at [www.IRIONline.org](http://www.IRIONline.org)



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**About the Insured Retirement Institute:** The Insured Retirement Institute (IRI) is a not-for-profit organization and is the authoritative source of all things pertaining to annuities, insured retirement strategies and retirement planning. IRI exists to vigorously promote consumer confidence in the value and viability of insured retirement strategies, bringing together the interests of the industry, financial advisors and consumers under one umbrella. IRI's mission is to: encourage industry adherence to highest ethical principles; promote better understanding of the insured retirement value proposition; develop and promote best practice standards to improve value delivery; and to advocate before public policy makers on critical issues affecting insured retirement strategies. Visit [www.IRionline.org](http://www.IRionline.org) to experience the new, vast resources of the new Insured Retirement Institute for yourself.

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