

A Syndicated Research Study Launching Fall 2020

As Americans cope with a health and economic crisis, many are rethinking their plans for when and how to retire. The long-established Retirement Confidence Survey indicates that about 4 and 10 retirees retire early due to health issues. Many who work longer choose to do so for the intellectual and social engagement that the work environment provides. However, most experts agree that work will be forever changed by this pandemic, and some may choose to retire earlier than planned due to concerns about workplace health safety. As what it means to “work” evolves, it’s important for financial services companies to understand how this new normal will impact retirement decisions.

Near-retirees often look forward to travel, volunteering, and time with family once they retire. These are all activities that have been fundamentally altered by a global pandemic. As many financial services companies focus on understanding retiree spending and activities and its implications for financial advice, investment, and income needs, it’s also important to understand what retirement lifestyle and goals will look like in the years ahead and how they may be either temporarily or permanently changed by COVID-19.

This study of Americans in the pre-retirement years will explore retirement age and savings targets, the attractiveness of retiring early, working longer, and the reasons for changing viewpoints. Lastly, we will explore how Americans now envision their retirement years and how they plan to spend their time and their money.

Timeline - Launching Fall 2020

Questionnaire design
October

Fieldwork and analysis
November

Client briefing
early December



About Greenwald Research

Greenwald Research is a leading independent research firm and consulting partner to the health and wealth industries. Greenwald applies creative quantitative and qualitative methods to help companies stay competitive and navigate industry change, leveraging deep subject matter expertise and a consultative approach. Visit greenwaldresearch.com to learn more.

About response:AI

response:AI's automated platform helps leading brands, agencies, and market research firms all over the world save time and money on quantitative market research. Insights professionals can design and run hundreds of pre-designed survey constructs, work with our in-house team of market research experts, and drive business strategy with robust, reliable market data.

Target Group

Americans, ages 50-69, 75% employed full time, 25% permanently or semi-retired, household income \$50,000+. Nationally representative by age, gender, income, and race/ethnicity

Number of interviews and survey length

N=1,000, 15-minute average interview duration

Topics Covered (subject to input and review by sponsors)

- Satisfaction with work (before retiring) and reasons for any changes in satisfaction
- Perceptions as to how “work” or “workplace” have changed
- Health and safety concerns related to continued employment
- Expected retirement age (as of last year and currently); reasons for any changes in expected retirement age
- Views on the advantages/disadvantages of working longer versus retiring early
- Lifestyle and financial goals for retirement and any changes
- Changes in beliefs about saving sufficiency, retirement income needs, spending in retirement
- Desired support and advice for making the decision to retire, retirement planning and retirement income

Deliverables

- Questionnaire
- Full tabulations (with SPSS data file if desired)
- Detailed report of findings
- Live presentation to sponsors

Pricing and Options

Base price per sponsor:	\$ 7,500
Custom module (10-15 questions):	\$ 2,500
Private briefing with strategic implications:	\$ 1,500