

A Syndicated Research Study Launching November 2021

The story of the U.S. labor market in 2021 has been one of an increasing scarcity of workers, where despite increasing wages, millions of Americans have left the workforce. As employers seek to attract and retain their talent in this environment, it's important for them and their solutions providers to better understand who and why workers are changing jobs or choosing to exit the workforce altogether.

As a research firm focused on workplace benefits and wellness, Greenwald is interested in partnering with group insurers, wellness solutions providers, and retirement plan providers to understand the role traditional benefits play in these decisions, and the extent to which mental health, remote work, PTO, and overall work-life balance are contributing to employees' choices.

We hope to explore the impact on long-term financial planning. For those exiting the workforce, is this a temporary or permanent (retirement) decision? How are these individuals planning to provide health coverage to their families? Do they plan to continue saving for retirement?

This study will explore these and other issues related to workforce participation, delivering key insights to drive effective communications to today's changing marketplace.

Timeline - Launching Fall 2021

November:
Questionnaire design

December:
Fieldwork and analysis

January:
Client briefing



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 25+. 75% currently employed FT or PT; 25% left the workforce in the past two years.

Nationally representative by age, gender, household income and race/ethnicity.

Number of Interviews and Survey Length

N=1,200, with 200 oversampled in ages 50-74.

15 minute average interview duration.

Topics Covered

(subject to input and review by sponsors)

- Employment history pre-2020 to current, plans for 2022
- Work environment since the pandemic (working from home vs. fixed workplace, plans to return to the office)
- Reasons for change in employment
- Plans to quit / retire / change jobs in coming year
- Motivating factors in decision to remain employed or to stop working
- Child or elder care responsibilities
- Detailed assessment of work-life balance, mental health, causes of stress
- Satisfaction and evaluation of job, benefits, PTO, culture of employer, employer's efforts to improve work-life balance, benefits, PTO, mental health
- How currently receive health insurance and plans to change
- Participation in retirement savings programs and amount saved for retirement
- Whether pandemic prompted changes in lifestyle and financial goals
- Changes in beliefs about saving sufficiency and/or retirement income needs

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:	\$ 8,500
Custom module (10-15 questions):	\$ 2,500
Private briefing with strategic implications:	\$ 1,500