

The Impact of Inflation on Personal Financial Planning

A Syndicated Research Study Launching August 2022

As Americans confront the reality of an inflationary economy and declining stock market performance, many are making painful choices in how they spend their money. Many have lost 20% or more in their 401(k) and other retirement savings plans, and it is hard to predict when these funds will recover. After more than a decade of steady growth in incomes and investment earnings, inflation is now eating into Americans' nest eggs and creating significant uncertainty in their financial future. For retirees, those nearing retirement age, and younger working professionals, the need for financial planning and a clear perspective on financial security has never been more apparent.

Faced with this rapidly changing environment, it is important for financial services companies to have their finger on the pulse of evolving consumer sentiments and behaviors. This study will cover a wide range of issues and attitudes related to how consumers are confronting inflation and what impact it is having on their long-term financial planning. Sponsors will contribute to the design of the study, to ensure that it addresses their core needs for insight into the changing consumer mindset.

Timeline – Launch August 2022

Questionnaire Design
August

Fieldwork & Analysis
September

Client Briefing
October



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 25-74. 75% employed full-time, 25% permanently or semi-retired. Household income \$50,000+. Nationally representative by age, gender, income and race/ethnicity.

Oversamples available for particular sub-groups on request.

Number of Interviews and Survey Length

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

Topics Covered (subject to input and review by sponsors)

- Overall perceptions of the economy, currently and in the next 5 years
- Impact of inflation on current spending, investing and retirement savings
- Expected retirement age (as of last year and currently); reasons for any changes in expected retirement age
- Changes in beliefs about savings sufficiency, retirement income needs, spending in retirement
- Changes in investment mix as a result of current market conditions
- Use of financial planners in response to inflation and market declines
- Desired support and advice for making decisions regarding investments, retirement savings and retirement planning

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