

2025 Retirement Confidence Survey

SPECIAL ANALYSIS OF BLACK AMERICANS

This survey, conducted each year by Greenwald Research & the Employee Benefit Research Institute, is an unparalleled measure of worker and retiree attitudes and behaviors and the forces that affect them. With more than 30 years of compelling findings, this study is widely cited and is the longest-running survey of its kind.

NEW FOR 2025!

Focus on Black Americans

In its 35th year, the Retirement Confidence Survey will explore the unique challenges that Black Americans face as they approach this life milestone.

In addition to its traditional core findings, this survey will assess Black Americans' financial goals, retirement planning practices, retirement confidence, retirement preparation and transition to retirement, workplace savings, trusted sources of information, and income and spending in retirement compared with non-Black Americans.

Survey Partner Benefits:

- Obtain full survey results—available only to sponsors!
- Provide input into the study and get key questions answered
- Use findings in marketing and public relations efforts
- Get specialized breakouts of key target markets
- Be featured in survey reports, webinars, articles and events
- Engage with researchers to delve into survey findings

Timeline:



Project Kickoff
October 2024



Survey Fielding
January 2025



Study Released
April 2025

2024 Survey Partners:

- American Funds/Capital Group
- Ameriprise
- Bank of America
- Empower Retirement
- Fidelity
- FINRA
- J.P. Morgan
- Jackson National
- Mercer
- Mutual of America
- Nationwide
- Principal
- Prudential
- T. Rowe Price
- USAA
- Voya

Sponsorship Fee:
\$13,500

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