2021 RETIREMENT CONFIDENCE SURVEY

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

New for 2021 -- Focus on Diversity: Retirement Security of Black & Latinx Workers and Retirees

We will be doing an oversample of key minority groups in 2021, as well as Spanish-language surveys, allowing the RCS to provide insights, including:

- Priorities of different ethnicities
- Role of family in saving
- Preferred sources of financial information
- Difference in sentiment and outcomes between minorities born in the U.S. and those born outside the U.S.

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
- Benefit from being featured in survey reports, webinars, articles and events
- Engage with researchers to delve into survey findings

Align your brand with the longest-running annual survey assessing how American workers and retirees save, plan, and achieve financial security for retirement. Contact Betsy Jaffe at jaffe@ebri.org to sponsor today.

Cost of investment: $12,000

- Project Kick-off October 2020
- Survey Fields early 2021
- Study Released April 2021

2020 Sponsors
- Capital Group
- Columbia Threadneedle
- Invesco
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