2011 Retirement Confidence Survey
Media Report to Underwriters
23 March 2011

Associated Press
Bloomberg
CNN
The New York Times
USA Today
WALL STREET JOURNAL
U.S. News
Introduction
The 2011 Retirement Confidence Survey (RCS) was released a week ago, March 15. As the attached report indicates, it has received heavy national media coverage in the past week. Based on past waves of the RCS, we can expect it will continue to get media attention throughout the year.

The results are a key factor in the coverage: Despite signs of economic improvement at the time of the survey, public confidence levels hit record lows. Bad news always gets attention.

Another major factor in the heavy coverage was the outstanding play by the Associated Press: Three AP stories were filed on the RCS—a main feature and two sidebars. In addition, a satellite media tour of the RCS results, sponsored by one of the RCS underwriters (Principal Financial Group), helped to boost TV and radio coverage on the day of release.

RCS news coverage recorded for the first week after release is listed below. As a reminder, the entire 2011 RCS package (full report, press release, seven RCS Fact Sheets, list of underwriters) is online at http://www.ebri.org/surveys/rcs/2011/

— Tracey Young
EBRI Media & Public Affairs Director

Media Highlights
- ABC News
- Associated Press (more than 177 outlets)
- Bloomberg
- CBS MoneyWatch
- CNBC
- CNN Money
- Forbes
- Fox Business
- Huffington Post
- Los Angeles Times
- MSNBC
- National Public Radio
- New York Times
- Pensions & Investments
- Reuters
- U.S. News & World Report
- USA Today
- Wall Street Journal
- Washington Post
Media Placements (51 non-AP placements)

EBRI Retirement Confidence Survey
March 2011

Retiring: Retirement Savers’ Confidence Plummet (Wall Street Journal)
Twenty-seven percent of workers said they are “not at all confident” about saving enough money for a comfortable retirement, the highest level in the 21 years of the survey and up from 22% a year ago, according to EBRI…

Survey: More workers have a gloomy retirement outlook (USA Today)
"That is sobering," says Greg Burrows, senior vice president of retirement and investor services at the Principal Financial Group, a partner with the EBRI…

Worker Confidence on Retirement Money at 20 Year Low EBRI Says … (Bloomberg, St. Louis Today)
More than a quarter of U.S. workers said they’re “not at all confident” about their ability to afford a comfortable retirement, the highest percentage in…

Retirement Confidence Drops as Workers Get a Reality Check (CNBC.com)
More than a quarter (27 percent) of workers said they are now “not at all confident” about retirement, up five percentage points from a year ago, according to the annual retirement-confidence survey from the Employee Benefit Research Institute…

42% Guessing How Much Money They’ll Need in Retirement (Washington Post, DJN.com, Global Action on Aging)
The 2011 Retirement Confidence Survey, conducted by the nonpartisan Employee Benefit Research Institute (EBRI), the American Savings Education Council and Mathew Greenwald and Associates,…

American workers gloomier than ever about retirement: New survey (Economic Times)
WASHINGTON: American workers are more pessimistic about their retirement outlook than at any other time in the last two decades, the Employee Benefit Research Institute reported on Tuesday. In its annual Retirement Confidence Survey, it found that…

More Americans Are Worried About Small Nest Eggs (NPR)
The nonprofit, nonpartisan Employee Benefit Research Institute’s 21st annual report on worker confidence finds 27 percent of American workers are “not at all confident” that they have been saving enough. That’s a 5 percent increase in worried workers …
10 Reasons You Won't be Able to Retire at 65 (U.S. News & World Report Blog)
“People are increasingly recognizing the level of savings realistically needed for a comfortable retirement,” says Jack VanDerhei, EBRI research director and co-author of the report. “Far too many people had false confidence in the past.

Uneasy Economy Dashes Retirement Confidence (ABC News)
That’s the highest level in the 21-year history of the Retirement Confidence Survey, conducted by the nonpartisan Employee Benefit Research Institute in Washington and market researcher Mathew Greenwald & Associates Inc. All told, half of all workers...

New Survey Shows Fewer Americans Believe They Will Be Able to Afford Retirement (ABC News)
Jack VanDerhei, research director at EBRI, says what surprised him most--in light of the stock market’s rebound in 2010--was the 5 percent increase in "not at all confident" responses.

Worrying About the ‘Golden Years’ (Fox Business)
A new poll by the Employee Benefit Research Institute shows more than a quarter of us is not at all confident about having enough savings for a comfortable retirement. That’s an all time high - and up 5% from...

Trouble on the High Seas of Retirement? (Forbes Blog)
Workers are worried they will not have enough money to retire comfortably, according to the Employee Benefit Research Institute 2011 Retirement Confidence Survey that dropped today...

How to Find a Financial Planner in Six Steps to Ease Your Retirement Fears ... (Forbes Blog)
The latest Retirement Confidence Survey released by the Employee Benefit Research Institute yesterday uncovered a growing fear and worry about retirement that shouldn’t be taken lightly. If you're gloomy about your prospects for a ...

Most workers have saved just $25000 for retirement (CNNMoney)
"People are increasingly recognizing the level of savings realistically needed for a comfortable retirement," said Jack VanDerhei, EBRI research director...

Survey: Americans' Retirement Confidence at All-Time Low (CBS MoneyWatch.com)
Jack VanDerhei, EBRI's research director, had an interesting spin on this year's depressing findings: “To me, these are positive findings...

How to Restore Your Retirement Confidence (CBS MoneyWatch.com (blog)
By Steve Vernon | Mar 18, 2011 | Working Americans' confidence in their ability to retire is at an all-time low, according to the 2011 Retirement Confidence Survey released earlier this week by the Employee Benefit Research Institute (EBRI).

The upside of minimal retirement savings (Los Angeles Times Blog. Modesto Bee)
As have a seemingly endless number of surveys before it, the poll by the Employee Benefit Research Institute found workers growing increasingly doubtful about their ability to finance comfortable retirements.

Retirement confidence hits a new low (MarketWatch)
An annual survey by the Employee Benefit Research Institute finds more than a quarter say they're not confident about retirement. A Vice President with Principal Financial Group says the survey’s message is: save and plan.

Delaying Retirement Can Make A Big Difference (Financial-Planning.com)
According to the Employee Benefit Research Institute’s 2010 Retirement Confidence Survey, nearly two out of three retirees reported saving less than $100000 for retirement. “An advisor can be a hero by pointing out that delaying...

Uneasy economy dashes retirement confidence (Kansas City Star)
Economic conditions are forcing workers to redefine retirement, said the survey’s co-author Jack VanDerhei, research director at EBRI. That often translates into working longer...

Retirement confidence drops | Bankrate.com (Bankrate)
A retirement confidence survey released today by the Employee Benefit Research Institute, or EBRI, a think tank primarily
supported by the financial services industry, reported that the percentage of workers who say they are not at all...

**Rock bottom: Retirement confidence hits all-time low** (CFODailyNews.com)
The survey, which is by Employee Benefit Research Institute (EBRI) and co-sponsored by the Principal Financial Group, also found that just 13% of employee were “very confident” they’d have enough money to live comfortably...

**1 in 4 not confident about secure retirement EBRI Pensions ...** (Pensions & Investments)
Twenty-seven percent of American workers are “not at all” confident about their chances at a secure retirement, according to an EBRI survey...

**Tripped Up At The Finish Line: The Perils Of Unemployment After 50** (Huffington Post)
than ever about their retirement prospects, with 27 percent of all workers saying they are “not at all confident” about retirement, according to a yearly survey released Tuesday by the Employee Benefit Research Institute, a nonpartisan...

**Workers Gloomier, More Fearful Than Ever About Retirement, Survey Says** (The Huffington Post)
The study, conducted annually by EBRI and consulting firm Matthew Greenwald & Associates, is funded primarily by financial firms that sell products and services related to retirement investing...

**Can you retire with confidence?** (News 10NBC)
The Employee Benefit Research Institute talked to 1000 workers about their future retirement. The number of workers who are saving money for retirement declined slightly from 60-percent last year to 59-percent in 2011.

**Six Ways to Build Your Pre-Retirement Confidence** (WalletPop)
Today’s survey from Employee Benefit Research Institute (EBRI) points out that a record number of people -- 27% -- think they won’t have enough money to live comfortably in retirement.

**Survey: Americans feel little hope for comfortable retirement** (The Central New York Business Journal)
The Employee Benefit Research Institute (EBRI) and Mathew Greenwald & Associates, Inc., a market-research firm, conducted the survey.

**More Americans Are Worried About Small Nest Eggs | KOSU Radio** (By KOSU News Radio)
“This year was without a doubt the worst year ever in terms of worker confidence ,” says Jack VanDerhei, the coauthor of the report.

**Workers’ confidence about retirement at record low** (The Virginian-Pilot)
By Philip Walzer Twenty-seven percent of workers say they’re not confident they’ll have enough money to retire comfortably, a record low for the annual Retirement Confidence Survey, released by the Employee Benefit Research Institute...

**How to Boost Your Retirement Confidence.** (Suze Orman in Huffington Post)

**Who’s most likely to enroll in a consumer-driven plan?** (HR Morning Blog)
And based on a recent study from the Employee Benefits Research Institute, employees who tend to embrace this type of plan exhibit a slew of positive behaviors...

**75 Million New Retirees by 2030** (Wall Street Journal (blog))
That stat was pulled from the 21st installment of the Employee Benefit Research Institute’s Retirement Confidence Survey.

**Workers not confident about retirement** (WIVB)
The Employee Benefit Research Institute says, many are planning to work longer and expect to retire after age 65. The poor economy is the top reason for delaying retirement, along with a lack of faith in social security.
Worker Confidence In Retirement Security Drops To Record Low (The Business Insider)
More than a quarter of US workers believe that they cannot afford to retire, according to a new report from the Employee Benefit Research Institute.

'Retirement Confidence Survey' Not So Confident (WalletPop)
The Employee Benefit Research Institute’s annual Retirement Confidence Survey revealed a tarnished view of the so-called golden years, with a record amount of Americans predicting they won’t be able to afford retirement.

Find Out Where You Stand With Your Retirement Savings (Daily News Pulse)
The 21st edition of EBRI's annual survey found workers more pessimistic than in any past survey. Only 13 percent of current employees were “very” confident of achieving a comfortable retirement, while 27 percent were "not at all"...

Retirement: The Good News in the Bad News (Portfoliologist)
This, the smart people at EBRI tell us, is good. You must recognize any problem before you can solve it. It’s not that...

Has early retirement become an impossible dream? (ConsumerReports.org blog)
EBRI does note that retirees’ expectations and realities don’t always match, however, and that workers often retire sooner than planned due to factors most of us aren’t apt to fantasize about, such as health problems or corporate..

Workers gloomier than ever about retirement: survey (Baltimore Sun)

The nest egg is broken (Kansas City Star)
The 2011 Retirement Confidence Survey, an annual report by the Employee Benefit Research Institute, found that about two-thirds of US workers said they were saving something for retirement.

Employee Retirement Confidence Drops to Record Low (SHRM Web site)
American workers are recognizing the realities about their chances for a comfortable retirement. HR can help them better prepare for the future.

Workers’ Retirement Confidence Sinks to All-Time Low (Advisor One.com)

Retirement anxiety (Napa Valley Register)
According to the Employee Benefit Research Institute, Americans are not feeling good about the funds they’ve saved for retirement. How about you? The 27 percent number is up from 22 percent last year. What happened in the last year?

HRCommunicator Must-Reads (HR Communicator)
A new survey by the nonpartisan Employee Benefit Research Institute shows a growing number of workers aren’t confident they’ll have enough cash for...

Retirement confidence hits skids (InvestmentNews)
According to the Employee Benefit Research Institute's annual survey on retirement, 27% of respondents said they are “not at all” confident about having enough to retire comfortably, up from 22% last year. Workers are apparently...

Take steps to prepare for retirement (Arizona Republic)
For example, in a just-released survey of current adult workers by the Employee Benefit Research Institute, 31 percent of respondents said they thought they could get by with accumulated assets below $250000, excluding the equity in...

Retirement: The Good News in the Bad News
This, the smart people at EBRI tell us, is good. You must recognize any problem before you can solve it. It’s not that our retirement situation nationally...
More workers doubtful they’ve saved enough for retirement— and you? (Columbus Business Insider)

Retirement Despair Deepening: Survey (Ignites.com)

MarketPlace (Radio Interview) Jack Vanderhei

Associated Press (177 Placements)

Main AP story: Uneasy Economy Dashes Retirement Confidence
http://abcnews.go.com/Business/wireStory?id=13139624

Sidebar #1: 2 Steps for Developing a Retirement Plan

Sidebar #2: Retirement Confidence Falls in Past Decade

ADDITIONAL PLACEMENTS
abcnews.com, bellinghamherald.com (Bellingham, WA), boston.com, cleveland.com, comcastnet.com, denverpost.com elpasotimes.com, federalnewsradio.com, hawaiinewsnow.com, huffingtonpost.com, investorguide.com, kansas.com kentucky.com, lasvegassun.com, ledger-enquirer.com (Columbus, GA), mercurynews.com (San Jose, CA), miamiherald.com, modestobee.com, msnbc.com, newsobserver.com (Raleigh, Durham, Chapel Hill, NC), ohio.com palmbeachpost.com, publicopiniononline.com, readingeagle.com (Reading, PA), salon.com, seattletimes.com, sfgate.com startribune.com (Minneapolis, MN), sunherald.com (Biloxi, Gulfport, and the Mississippi Gulf Coast), thestate.com (South Carolina), theolympian.com (WA), thewallstreetgeek.com, tuscaloosanews.com (Tuscaloosa, AL), twincities.com (St. Paul, MN), usnewsweekly.com, wtop.com, yahoo.com

Television (32 Placements)
Television placements are in part a result of the Satellite Media Tour funded by Principal Financial.

Employee Benefit Research Institute on KTUU (NBC) - Anchorage, AK
03/16/2011 06:18:40 AM
Channel 2 News: Morning Edition (News)

the employee benefit research institute talked to one-thousand workers about their future retirement. ...

Employee Benefit Research Institute on KMPH-FRES (FOX) - Fresno, CA
03/16/2011 06:24:23 AM
Great Day (News)

...confident about retirement. the employee benefit research institute says many are planning to work longer and expect to retire after age 65. the poor economy is the top reason for delaying retirement, ...
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...saved for their golden years. the employee benefit research institute says about 74 percent of workers now plan to hold paying jobs into retirement. but here's something to keep in mind. ...

...25-thousand dollars saved for their golden years. the employee benefit research institute says many people are planning to work longer... and expect to retire after the age of 65. the poor economy is the top reason for ...

...about retirement. employee benefit research institute says many are planning to work longer and expect to retire after the age of 65. the poor economy is the top reason for delaying retirement ...
...highest percentage in two decades. The Employee Benefit Research Institute talked to workers about their future retirement. The number of workers who are saving money for retirement declined slightly ...

...the Employee Benefit Research Institute talked to one-thousand workers about their future retirement. The number of ...

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...in two decades. The Employee Benefit Research Institute says the number of workers who are saving money for retirement declined slightly from 60% last year to 59%. ...
...confident about retirement. the employee benefit research institute say many are planning to work longer -- and expect to retire after age 65. the poor economy is the top reason for delaying ...

...about retirement. according to the employee benefit research institute, 74% are planning to work longer and expect to retire well after age 65. >>> scanning the satellites, ...

...confident about retirement. the employee benefit research institute says many are planning to work longer -- and expect to retire after age 65. the poor economy is the top reason for delaying retirement ...

...that’s the highest percentage in two decades. the employee benefit research institute talked to one-thousand workers about their future retirement. the number of workers who are saving money for retirement ...

...confident about retirement. the employee benefit research institute say many are planning to work longer -- and expect to retire after age 65. the poor economy is the top reason for delaying ...
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Employee Benefit Research Institute on WTAP (NBC) - Parkersburg, WV
03/16/2011 05:13:21 PM
WTAP at Five (News)

...the highest percentage in two decades. the employee benefit research institute talked to one-thousand workers about their future retirement. the number of workers who are saving money for retirement ...

Employee Benefit Research Institute on KGW-POR (NBC) - Portland, OR
03/16/2011 05:17:19 PM
Newschannel 8 at 5PM (News)

...retirement future. the employee benefit research institute talked to workers about their future. more than a quarter of workers said they are not at all confident about their ability ...

Employee Benefit Research Institute on KYTX (CBS) - Tyler, TX
03/16/2011 05:22:00 PM
CBS 19 5PM News (News)

...confident about retirement. the employee benefit research institute says many are planning to work longer -- and expect to retire after age 65. the poor economy is the top reason for delaying retirement ...

Employee Benefit Research Institute on KOKI (FOX) - Tulsa, OK
03/16/2011 05:25:57 PM
FOX23 News at 5 (News)

...thousand dollars”” put away for the future. the employee benefit research institute says ---- current economic problems have most americans concerned about being able to retire at “”65””. ...

Employee Benefit Research Institute on WITN-GRENC (NBC) - Greenville, NC
03/16/2011 05:48:30 PM
WITN 7 News at 5:30pm (News)

...that’s the highest percentage in two decades. the employee benefit research institute talked to one-thousand workers about their future retirement. the number of workers who are saving money for retirement ...

Employee Benefit Research Institute on WBAL-BAL (NBC) - Baltimore, MD
03/16/2011 05:50:35 PM
11 News at 5 (News)

...record. the employee benefit research institute says more than a quarter of workers are not at all confident it will be able to afford a comfortable retirement. the study looked at the ...
...just that for most people, the employee benefit research institute found most americans have less than $25,000 saved for retirement. only 13% of those surveyed said they're very confident about ...

...the employee benefit research institute shows more than a quarter of workers say they're "not at all confident" they will able to ...

...about retirement. the employee benefit research institute says many are planning to work longer -- and expect to retire after age 65. about 74 percent of workers ...

...confident about retirement. the employee benefit research institute says many are planning to work longer -- and expect to retire after age 65. the poor economy is the top ...

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...confident about retirement. The Employee Benefit Research Institute says many are planning to work longer -- and expect to retire after age 65. The poor economy is the top reason for delaying retirement -- along ...

Employee Benefit Research Institute on KJRH (NBC) - Tulsa, OK
03/17/2011 06:49:26 AM
2News Today 6A (News)

...confident about retirement. The Employee Benefit Research Institute says many are planning to work longer -- and expect to retire after age 65. The poor economy is the top ...

Employee Benefit Research Institute on WFTX-FTM (FOX) - Fort Myers, FL
03/17/2011 07:47:23 AM
Fox 4 Rising (News, News)

...retirement. The Employee Benefit Research Institute says many are planning to work longer -- and expect to retire after age 65. ...