

The Voice of Retirees Research



Price: \$1,475.00

Short Description

Your investment brings a full report that includes qualitative and quantitative findings from the research. In addition, you'll have access to verbatims and video clips from the focus group itself. The cost is \$1,475.

Description

The Voice of Retirees Research was designed to gain meaningful insight into the behaviors and thought processes of recently retired individuals to validate current industry efforts and highlight opportunities for retirement services stakeholders to be more effective in influencing the saving and investing habits of people both before and after retirement.