



# Porter Novelli Styles 2010

For AARP  
 Topline Results

Completed Interviews: 10,328 adults nationwide, including 5,933 adults employed by someone else full/part time  
 Dates: April - May 2010

*Please note: The margin of error for 5,933 employed adults is ± 1.3% and is larger for subgroups.*

Base: Employed adults (n=5,933)

1. Do you participate in a 401(k) retirement plan offered by your employer?

	<u>2010</u>	<u>2009</u>	<u>2008</u>
Yes .....	56%	56%	54%
No/Not sure .....	28%	29%	25%
401k not offered/Not eligible.....	16%	14%	22%

Base: Employed adults whose company offers a 401k program (n=4,402)

2. Some companies have an Automatic 401(k) plan, which means eligible employees are automatically enrolled unless they specifically opt out of the plan. Does your employer offer an Automatic 401(k)?

	<u>Company Offers 401k Plan</u> (n=4,402)	<u>Participate in 401k plan</u> (n=3,033)	<u>Do Not Participate/ Not Sure</u> (n=1,369)
<b>Yes</b>			
2010.....	31%	41%	9%
2009.....	33%	41%	14%
2008.....	29%	38%	7%
<b>No</b>			
2010.....	52%	45%	67%
2009.....	54%	48%	65%
2008.....	55%	48%	70%
<b>Not sure</b>			
2010.....	16%	13%	23%
2009.....	14%	11%	21%
2008.....	16%	14%	23%
	↓		

**If YES, were you automatically enrolled?**

(n=1,364)

	<u>2010</u>	<u>2009</u>	<u>2008</u>
Yes .....	74%	70%	74%
No .....	26%	30%	26%

Base: Employed adults whose company offers a 401k program (n=4,402)

3. Some companies offer automatic escalation of 401(k) contributions, where, for example, a company would automatically increase the percentage of pay that employees contribute to their 401(k) account by 1% each year. Does your employer offer automatic escalation of your contribution to your 401(k)?

	Company Offers 401k Plan (n=4,402)	Participate in 401k plan (n=3,033)	Do Not Participate/ Not Sure (n=1,369)
<b>Yes</b>			
2010.....	12%	16%	3%
2009.....	10%	13%	4%
2008.....	10%	13%	3%
<b>No</b>			
2010.....	66%	67%	66%
2009.....	68%	69%	66%
2008.....	67%	68%	66%
<b>Not sure</b>			
2010.....	21%	17%	31%
2009.....	22%	18%	30%
2008.....	23%	19%	31%
	↓		

**If YES, are you enrolled in automatic escalation?**

(n=499)

	<u>2010</u>	<u>2009</u>	<u>2008</u>
Yes .....	63%	65%	67%
No .....	37%	35%	33%

Base: Employed adults (n=5,933)

4. Generally speaking, how do you feel about a 401(k) plan that automatically enrolls employees unless an employee chooses to opt out?

	Employed Adults (n=5,933)	Were Automatically Enrolled (n=900)
Very positive .....		
2010.....	28%	51%
2009.....	26%	44%
2008.....	33%	54%
Somewhat positive .....		
2010.....	41%	38%
2009.....	43%	44%
2008.....	44%	38%
Somewhat negative.....		
2010.....	21%	8%
2009.....	22%	10%
2008.....	18%	7%
Very negative.....		
2010.....	10%	3%
2009.....	9%	1%
2008.....	5%	1%

Base: Employed adults (n=5,933)

5. Generally speaking, how do you feel about automatic escalation of 401(k) contributions, where, for example, a company would automatically increase an employee's contribution to their 401(k) account by 1% each year?

	Employed Adults (n=5,933)	Enrolled in Automatic Escalation (n=303)
Very positive .....		
2010.....	18%	48%
2009.....	18%	40%
2008.....	23%	60%
Somewhat positive .....		
2010.....	39%	36%
2009.....	39%	47%
2008.....	42%	31%
Somewhat negative .....		
2010.....	28%	9%
2009.....	28%	11%
2008.....	26%	7%
Very negative.....		
2010.....	15%	6%
2009.....	15%	2%
2008.....	9%	1%

Base: Employed adults (n=5,191)

6. Generally speaking, how do you feel about a program where your employer, at your retirement and unless you tell him/her otherwise, automatically uses a portion of your overall 401(k) account to secure a series of equal, monthly retirement income payments that is guaranteed to last for life?

	Employed Adults (n=5,933)	Were Automatically Enrolled (n=900)	Enrolled in Automatic Escalation (n=303)
Very positive .....	13%	18%	32%
Somewhat positive .....	47%	53%	45%
Somewhat negative .....	26%	20%	14%
Very negative.....	14%	9%	9%