

## **MATHEW GREENWALD & ASSOCIATES, INC.**

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### **FACT SHEET**

Mathew Greenwald & Associates, Inc. is a premier public opinion and market research company for customized and multi-sponsor research. We have conducted customized research for more than 200 organizations, and are members of the Council of American Survey Research Organizations (CASRO), an invitation-only industry governing body comprised of the 325 leading survey research practitioners in the United States. Founded in 1985, Greenwald & Associates has earned a reputation for research expertise, service, and personalized attention to the unique needs of each client.

Greenwald & Associates has built an outstanding team of research professionals who have extensive experience in the full scope of research methodologies, including telephone and online surveys, in-depth interviews, and focus groups. Our staff has a wealth of experience in the topics we research. Our expertise helps us to ensure that our research is not only designed and conducted with a deep understanding of our clients' needs, but that it meets the highest standards of quality, objectivity, and soundness. Our experience includes both business and consumer research in areas such as retirement, insurance, investments, and health care.

#### **Principal:**

Dr. Mathew H. Greenwald, President of Greenwald & Associates, has more than 30 years of research experience and is a recognized expert in the field. He is frequently asked to speak at forums, conferences, and seminars, and has written numerous articles on retirement, demographic changes, and consumer financial attitudes. Matt's experience and leadership in the area of retirement-related research were also recognized when he served as a Congressionally-appointed delegate to the 1998 and 2002 National Summits on Retirement Savings. Prior to founding Greenwald & Associates in 1985, Matt served as the Director of Social Research for the American Council of Life Insurers.