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NEWS RELEASE

T. ROWE PRICE SURVEY FINDS HALF OF AMERICAN SPORTS FANS ARE MORE LIKELY TO KNOW THEIR FAVORITE TEAM'S RECORD THAN HOW MUCH THEY HAVE SAVED FOR RETIREMENT

Survey highlights the retirement attitudes and behaviors of American sports fans at the intersection of National Retirement Security Week and the Major League baseball playoffs

BALTIMORE (October 21, 2024) – T. Rowe Price, a global investment management firm and leader in retirement today announced new survey findings which revealed that 51% of American sports fans are more likely to know their favorite sports team's record than how much they have saved for retirement. Additionally, 64% of Americans believe that they started thinking about retirement later than they should have, and nearly 2 in 5 employed Americans feel they're behind and catching up with their retirement goals but feel pressure to do more. Thirteen percent of employed Americans say they haven't even started yet. Conducted by Wakefield Research, the national survey is representative of 1,000 adults aged 18 and older.

These findings, announced at the intersection of National Retirement Security Week (Oct. 20-26) and the Major League Baseball playoffs, are meant to shine a light on where Americans may be striking out on retirement planning and where they are scoring some runs. The survey follows an [announcement](#) from T. Rowe Price and The Baltimore Orioles in June, naming the financial firm as the exclusive investment and wealth management sponsor of the baseball club.

Meanwhile, there is some good news: while the survey found that most U.S. adults (85%) may not be fully secure in how they reach their retirement goals, their intentions are good. About 4 in 5 Americans still in the workforce thought about their retirement in some way. In fact, 37% feel the strategy of saving a set amount each month would make them more secure in their ability to retire.

“National Retirement Security Week can serve as a reminder for all investors to assess their retirement goals and ensure they are on track with their retirement savings,” said Roger Young, CFP®, thought leadership director at T. Rowe Price. “Taking proactive steps, like contributing regularly to a retirement account, can have a significant impact over time and can help put each investor on the path toward a better retirement.”

Americans can learn more about how to proactively save for retirement and how to track and manage their progress by visiting <https://www.troweprice.com/personal-investing/resources/insights/youre-age-35-50-or-60-how-much-should-you-have-by-now.html>

Young continues, “At T. Rowe Price, we understand that planning for retirement can feel overwhelming. Through our research, thought leadership, and investment decisions, our goal is to give our clients more confidence in their financial future so they can look forward to retirement.”

ABOUT T. ROWE PRICE

Founded in 1937, T. Rowe Price (NASDAQ – GS: TROW) helps individuals and institutions around the world achieve their long-term investment goals. As a large global asset management company known for investment excellence, retirement leadership, and independent proprietary research, the firm is built on a culture of integrity that puts client interests first. Clients rely on the award-winning firm for its retirement expertise and active management of equity, fixed income, alternatives, and multi-asset investment capabilities. T. Rowe Price serves millions of clients globally and manages US \$1.63 trillion in assets

under management as of September 30, 2024. About two-thirds of the assets under management are retirement-related. News and other updates can be found on [Facebook](#), [Instagram](#), [LinkedIn](#), [X](#), [YouTube](#), and [troweprice.com/newsroom](https://www.troweprice.com/newsroom).

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