


Employees are prioritizing their retirement more than ever. But when it comes to planning for their future, they still need help. As a retirement plan advisor, you have the ability to guide employees toward a financially secure future. But is that enough? Dive into our participant research and see what insights you can put into action.

“ The biggest frustration I have had with retirement accounts would be the understanding of the basics of a 401(k). I lost a year of investment earnings because of my misunderstanding of how it all works. ”


— Plan participant

## Retirement plan engagement has increased 34% since 2017, but there's more that can be done. How are you helping to supercharge participant engagement?

 61% of participants express interest in automatic enrollment and contribution increases. That's a 27% increase from seven years ago.


### Enhance engagement with these automatic plan features:

1. Model portfolios to manage risk and improve diversification
2. Automatic rebalancing to keep participant accounts aligned with their goals
3. Automatic increases to help employees build retirement income

 Two-thirds of employees say downloading information is the most effective way to learn about their retirement plan.

### Guide them to digital resources about:

1. Determining income needs in retirement
2. Basic investment education
3. How Social Security factors into retirement planning

 Four out of five employees want personalized help making plan decisions, mostly via one-on-one meetings or phone calls.

### Personalize participant education by addressing these topics:

1. General information about retirement plan investing
2. Knowing how much to save and if they're on track
3. Understanding and choosing between investment options

## Ready to level up your plan engagement strategy?

[Connect with a consultant](#) to get more insights.

**About the Research:** The Standard hired a third-party research firm to conduct a 15-minute survey with 1,250 U.S. employees from Jan. 3 to Jan. 15, 2024. Survey participants were ages 22 – 69 and earned an annual income of at least \$15,000. Participants worked full time for an employer who offers a 401(k) or 403(b) retirement plan and were eligible to enroll in their employers' retirement plan. We conducted similar surveys in 2017 and 2020.



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