



Help Employees Save Today for a Secure Tomorrow

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 big swings in the market make it difficult to know how to plan properly. Additionally, I was laid off and had to use funds from my retirement to cover expenses and I’m still trying to get my income back to the original goal amount so that I can invest more. ”

— Plan participant

Employees need help balancing their overall financial well-being with their decision to participate in a retirement plan. How do you boost participation while navigating their financial wellness needs?



45% of employees feel overwhelmed when they think about retirement planning.

Provide resources to help employees:

1. Budget money to save for retirement
2. Access their account online
3. Understand how to weather economic downturns



When requesting a loan or withdrawal from their plan, employees take an average of 23% of their retirement savings.

Offer financial wellness services that can help keep more money in their plan. Employees face challenges with:

1. Paying medical bills
2. Having a disability due to illness or surgery
3. Managing day-to-day expenses



84% of employees would be more likely to stay with their employer if offered an annual increase in matching.

Think outside the box and consider these options:

1. Matching contributions during a leave of absence
2. Regularly increasing matches at critical career milestones
3. Exploring alternative matching formulas

Ready to help participants save more?

[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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