



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.

“ My frustrations come from determining how much I can safely take from each paycheck and still pay bills every month. I want to save more for retirement, but it is hard with the cost of living constantly rising. ”

— Survey participant


## Women acknowledge the importance of retirement planning, yet many feel overwhelmed with the process and are less engaged with their retirement plan than men. How can you tailor your services to better meet their needs?

 49% of women are comfortable determining how much to save and only 41% of women are comfortable selecting investments. This compares to men at 69% and 65%, respectively.

 Two-thirds of women say they want to work with experts for help in retirement planning but feel more strongly than men that it is a personal decision.

### Build their confidence by providing:

1. Detailed information about the importance of retirement readiness
2. Guidance for choosing investment options and managing risk
3. Tools to determine how much to save and if they're on track

 Less than half of women feel confident about reaching their retirement goal with their current plan. Women are also less active than men when it comes to managing their retirement plan.

### Personalize their retirement planning experience by:

1. Providing access to managed account solutions that can increase their investment confidence
2. Delivering timely reminders about financial planning tools that are customized for their situation
3. Offering one-on-one or in-person group meetings

### Enhance their engagement by:

1. Showing the benefits of automatic plan features to boost savings
2. Offering advice services to help with investment decisions
3. Providing access to financial wellness tools to help manage living expenses

## Ready to elevate the experience?

[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.



The Standard | 1100 SW Sixth Avenue, Portland, OR 97204 | [standard.com](https://www.standard.com)

The Standard is the marketing name for StanCorp Financial Group, Inc. and its subsidiaries. Standard Retirement Services, Inc. provides financial recordkeeping and plan administrative services. Standard Retirement Services, Inc. is a subsidiary of StanCorp Financial Group, Inc. and both are Oregon companies.