

Consumer Attitudes toward Retirement Planning - US - November 2013

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"The state of retirement savings in the US has reached crisis proportions. While many people—especially young people—know that they should be doing more, they just aren't for any of a variety of reasons. It is critical for them to focus on developing a savings plan because an early start will translate into a more comfortable and secure future."
— Robyn Kaiserman, Financial Services Analyst

This report looks at the following areas:

- What will motivate young people to save more?
- How can employers help employees save for retirement?
- Why aren't people doing more about saving for retirement?
- Where is there opportunity in the retirement planning market?

Although retirement plan balances recovered and have now surpassed pre-recession levels, there are still millions of people who aren't doing enough to prepare for retirement. It isn't that people don't know they have to save, because they do. For any number of reasons, however, they just haven't gotten around to it.

Consumer Attitudes Toward Retirement Planning focuses on the steps people are taking—or not taking—to provide a comfortable retirement for themselves. It also discusses the approaches employers, plan providers, and financial professionals can take and the tools that are at their disposal to encourage people to focus on preparing for their futures.

This report builds on the analysis presented in Mintel's *Retirement Planning—US, October 2011*.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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