

What life events prompt people to start saving for retirement?

47%

NET: Life stage reasons

39%

NET: Employment related reasons



32%

I turned a certain age



16%

I started a family



12%

I bought my first home



10%

I got married



16%

Employer started paying into a retirement plan



14%

Automatically enrolled into my employer's retirement plan



10%

I started my first job



NOTE: Percentages represent portion of people prompted by the life event.