Nearly half (47%) of UK employees are suffering from a crisis of confidence when it comes to making financial decisions and are agonising over their long term financial choices and health, according to preliminary research results of a major new study by The University of Nottingham Business School and Willis Towers Watson.

The study examines the approach and behaviour to retirement saving of almost 2,000 UK workers. Early results from the study reveal that, despite high confidence in the initial stages of the financial decision making process, confidence waivers for 47% of consumers when it comes to actually making the final decision. This lack of confidence persists even after a financial decision has been made, with 43% having doubts about their choice.

The large number of available saving options is one of the main factors contributing to this crisis of confidence— with over a third of consumers (34%) revealing they think there is too much choice when it comes to saving for retirement.

In addition, the findings uncover a number of key economic factors and issues that are further compounding barriers to long term savings. Long term economic factors such as low or poor interest rates (48%), a lack of certainty over rate of return (22%) and being unclear on the extent of investment risk (16%) were still reported to be the main issues frustrating employees.
polarised when it comes to knowledge and confidence so any approach must also be personalised to take this into account. Technology should be used to tailor services and communications to individual savers, and make them more engaging and relevant to their specific needs."

Provided by University of Nottingham

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