

# Bringing retirement into focus

## Campaign asset library

Ready-to-use graphics for advisers

# Bring retirement conversations to life

Use these ready-made graphics to share evidence-led retirement insight across your own marketing channels and client communications.

Simply download the zip-file of jpegs in this folder.



## Social media and email


Download and share an insight to spark engagement and demonstrate the value of advice.



## Presentations and events

Include visuals in your own client presentations, webinars or seminars.

# Conversation starters



For many people,  
retirement is still  
something that just  
happens.

**46%**

say they'll only think  
about retirement  
when it happens.

Standard Life 



**For many,  
retirement still  
feels uncertain.**

**2 in 5**

**Are concerned they  
won't be able to  
retire.**

**Standard Life** 

# Retirement readiness

Retirement has changed. What it means to be ready has too.



## Financially ready

The clarity of knowing what you have, what you need, and how your income will support the life you want.



## Socially ready

The sense of belonging in your community, nurturing the relationships that bring you happiness, and knowing you'll have the support you need now and in the future.



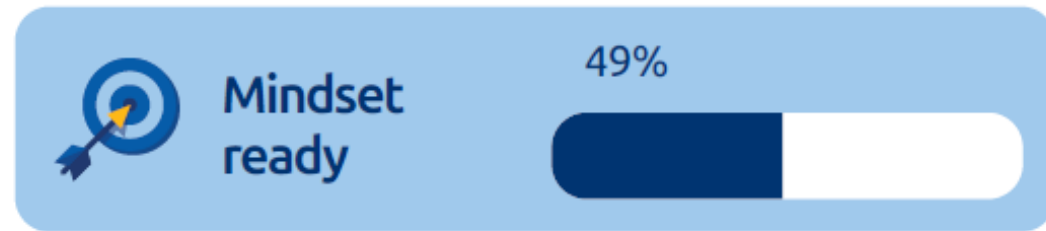
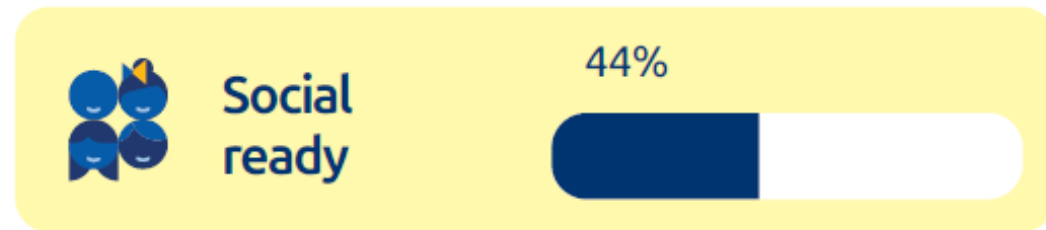
## Mindset ready

Taking time to reconnect with hobbies and interests outside of work. To give you a sense of purpose and redefine your identity in this golden time of life.

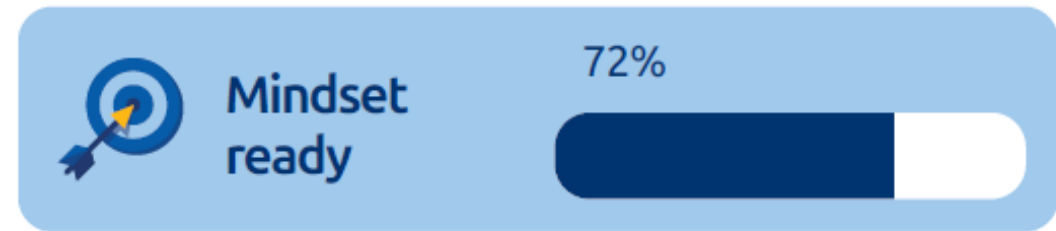
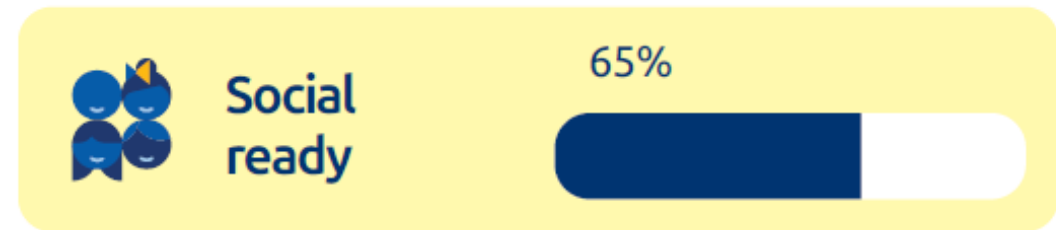
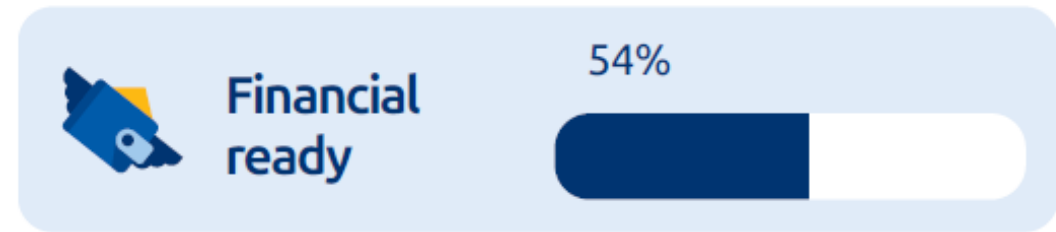
# How ready are we?

Across every readiness indicator, retirees reporting feeling more prepared than those still working. The gap highlights the opportunity to build confidence earlier in life.

## Working adults



## Retired adults



# Regional readiness

Readiness is also shaped by geography.

- Financially ready
- Socially ready
- Mindset ready

## Connacht/Ulster



## Dublin



## Rest of Leinster



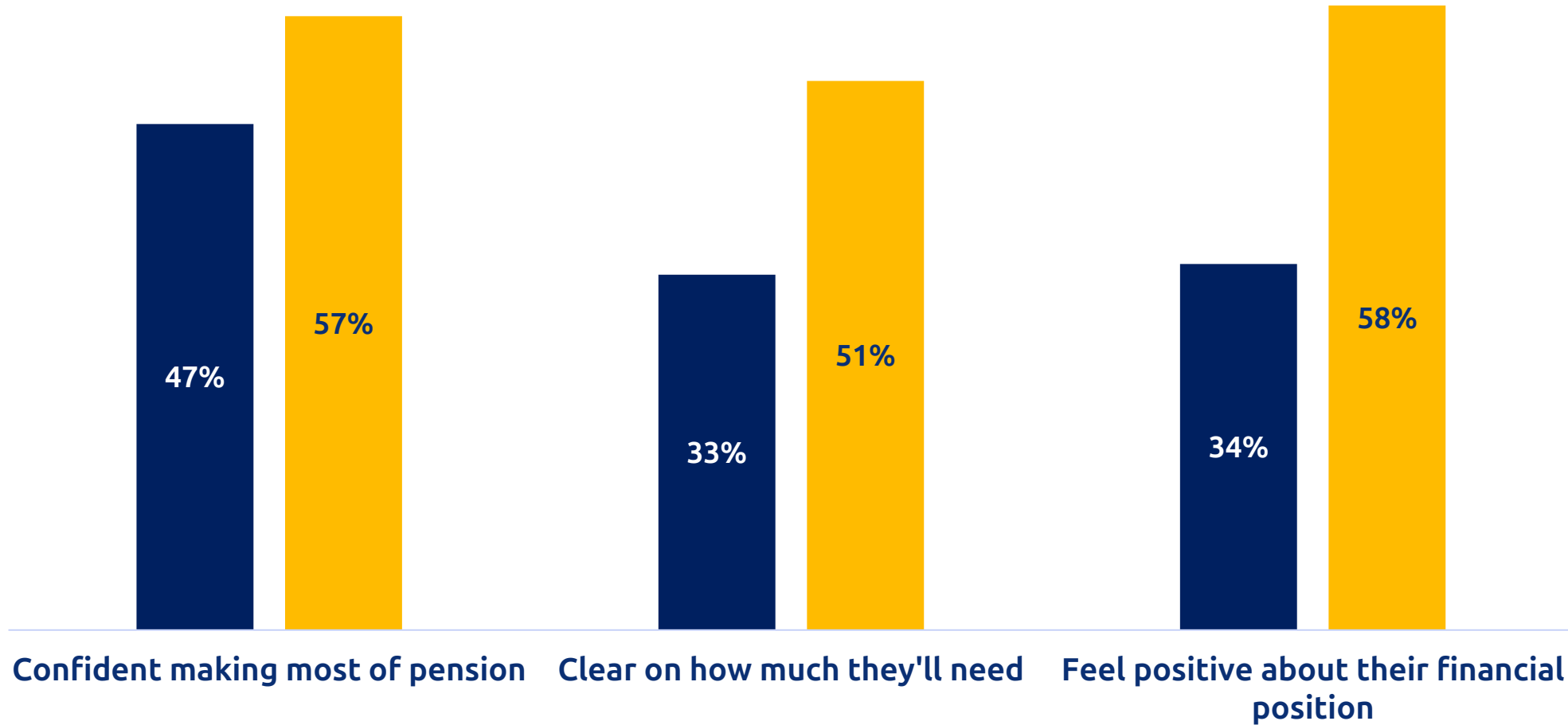
## Munster



# Demonstrating the value of advice

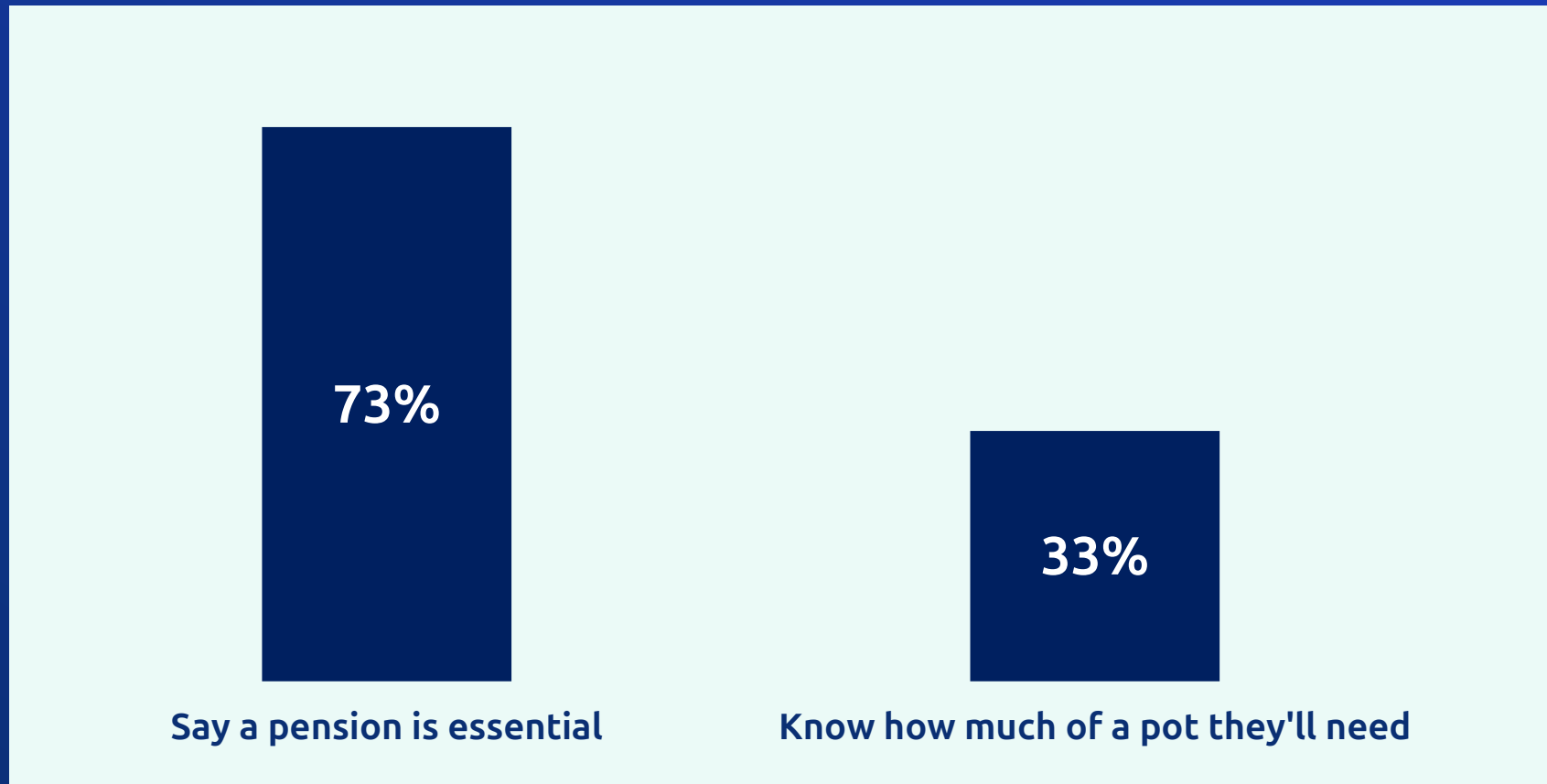
# Regular advice strengthens financial confidence and readiness.

■ All adults ■ Regularly advised



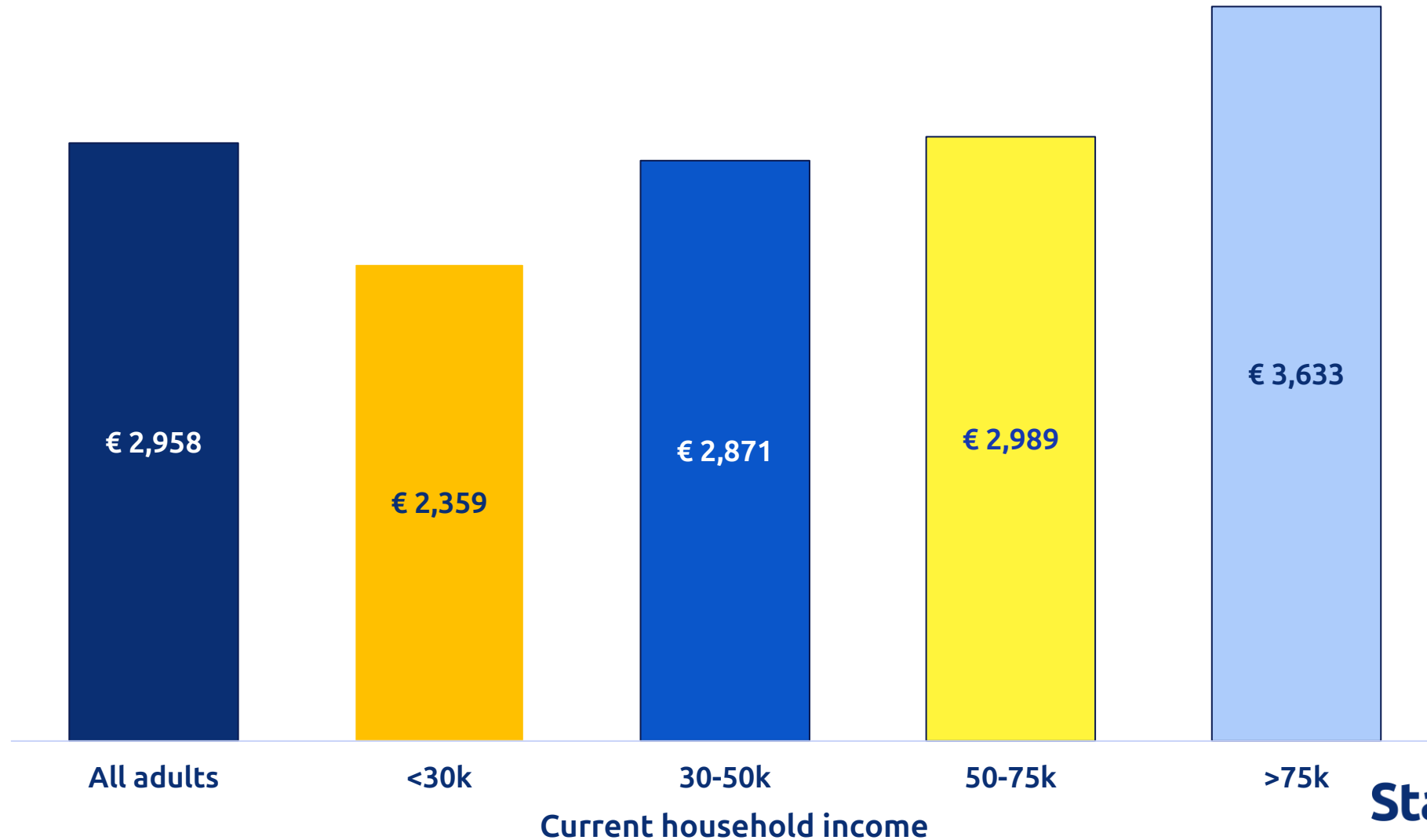
# Financial readiness

# Most know they need a pension. Few know how much they need.



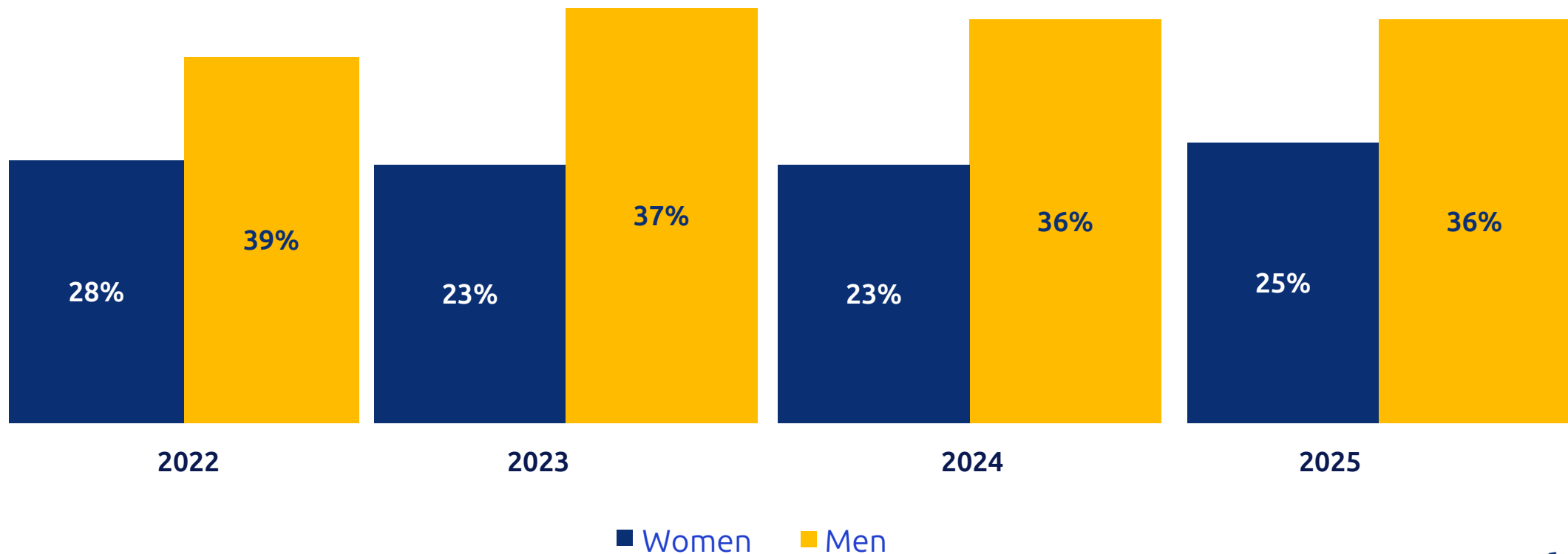
# How much do people think is enough?

On average adults expect to need €2,958 a month to cover essentials and discretionary expenses. Those currently on higher household incomes expect they'll need more.



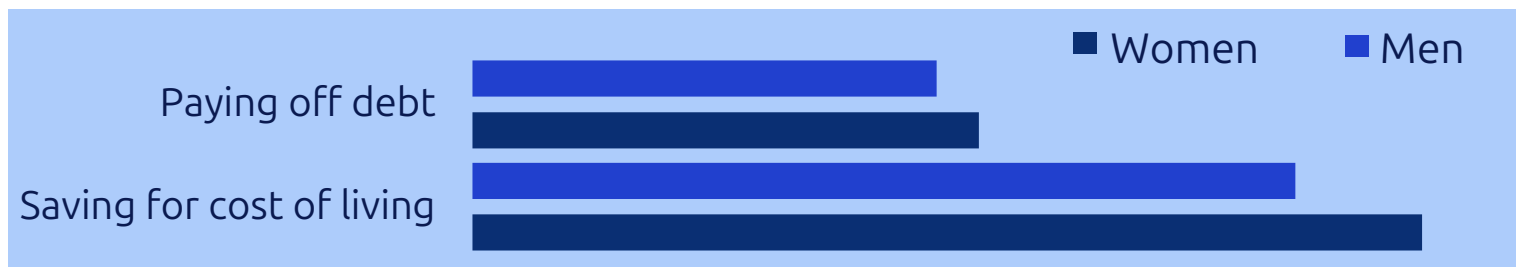
# Financial readiness varies by gender

The gender gap has proven hard to close. A 9-point gap remains between men and women.

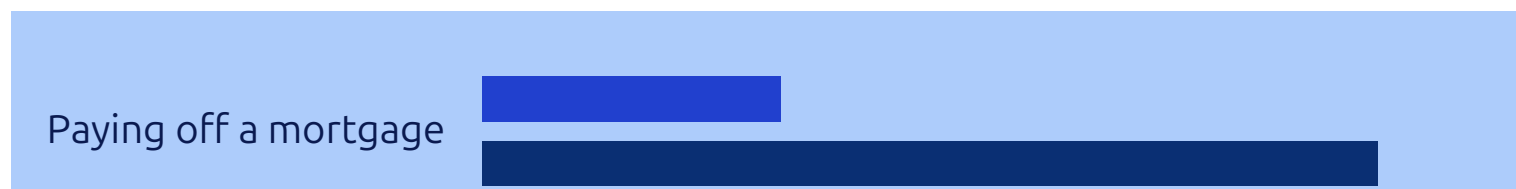


# Long-term planning can take a back seat when life gets in the way.

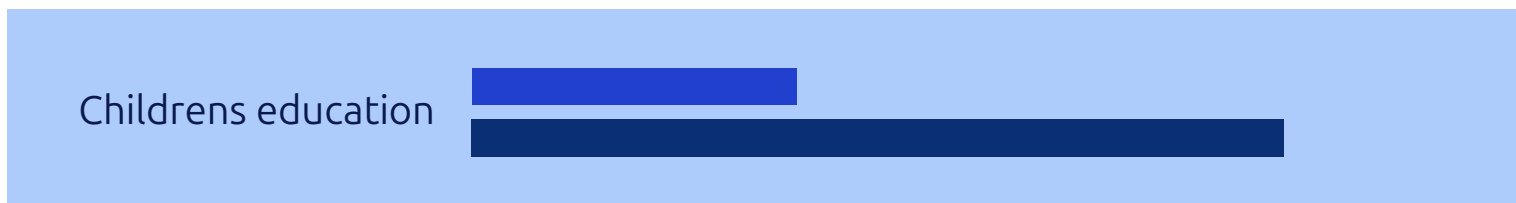
This is especially true for women where day-to-day pressures appear higher.



**Immediate financial pressure**



**Stability**



**Family responsibilities**



**Long-term planning**

# Social readiness

# Most people only start to feel socially ready once in retirement.

