

# Opt-out payroll saving is a popular and powerful nudge



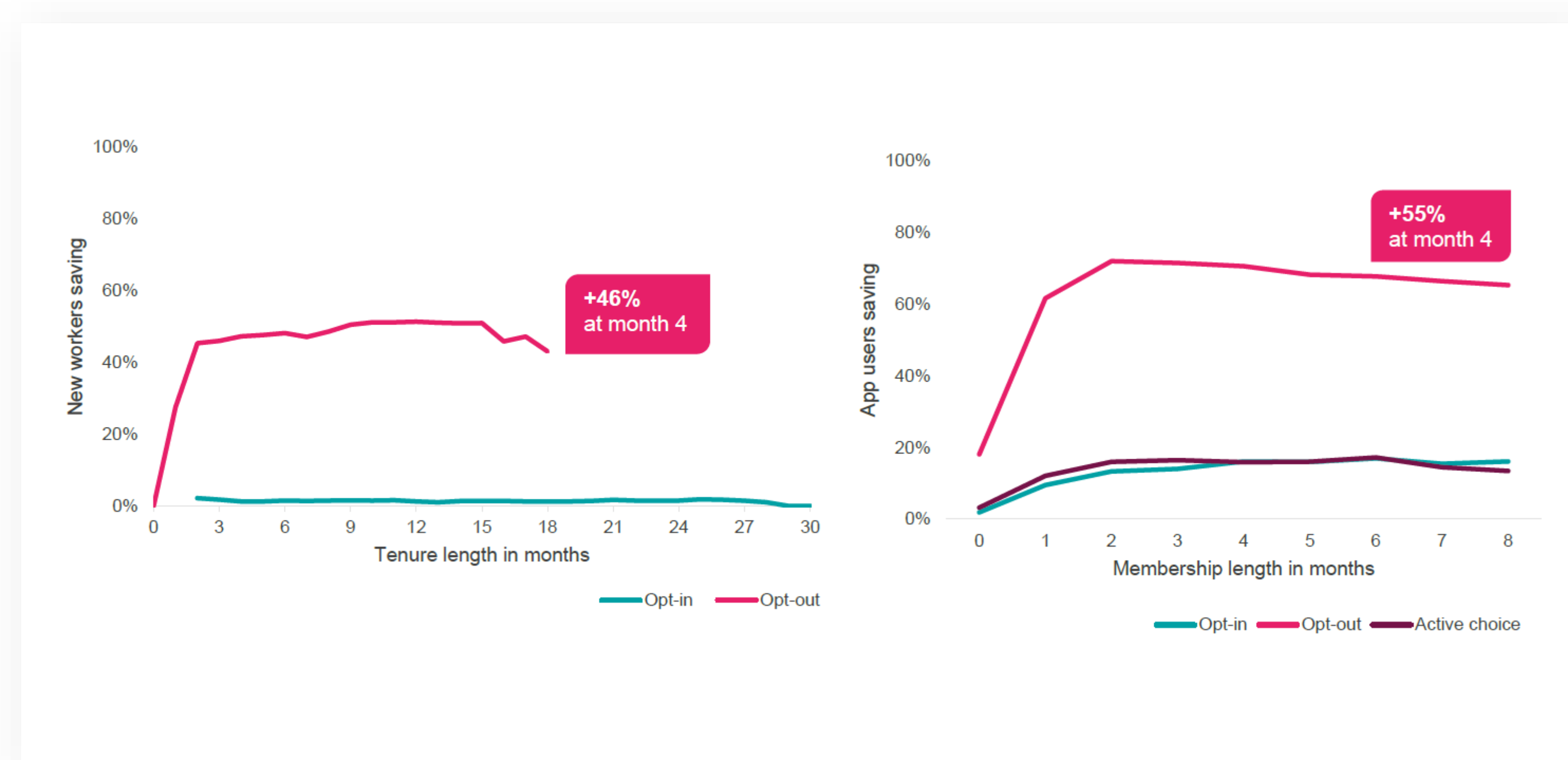
*Opt-out payroll saving is considerably more effective than opt-in and active choice mechanisms at supporting employees to save for emergencies and the short term*

**Background:** 1 in 4 people in the UK have less than £100 in savings meaning they're vulnerable to financial stress and expensive credit. Supporting people to start saving automatically through payroll, unless they opt-out, can help overcome barriers to saving, whilst preserving the choice not to save for those who don't want to or can't.

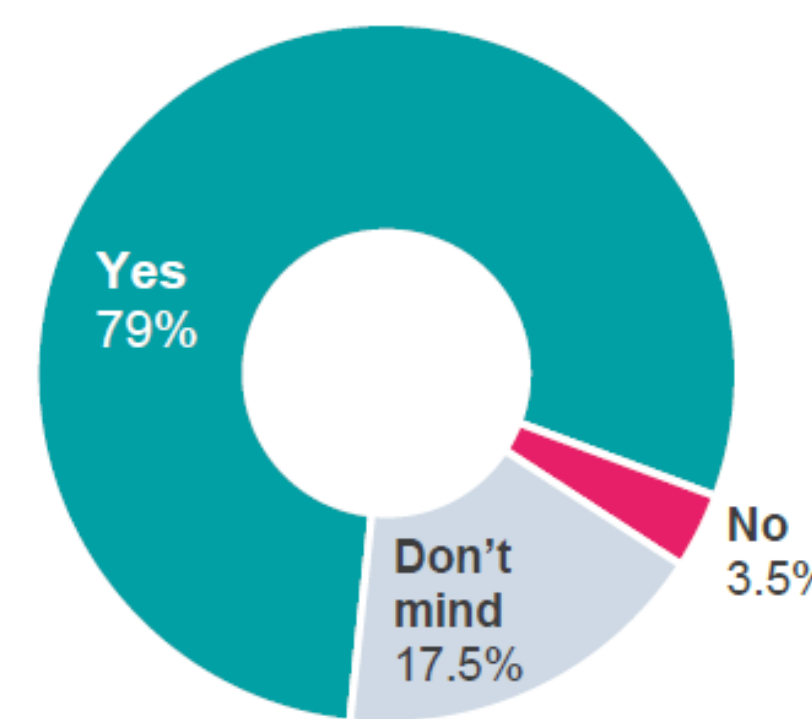
## Results

**Powerful:** Opt-out payroll saving is more than 400x more effective at getting people saving than opt-in and active choice

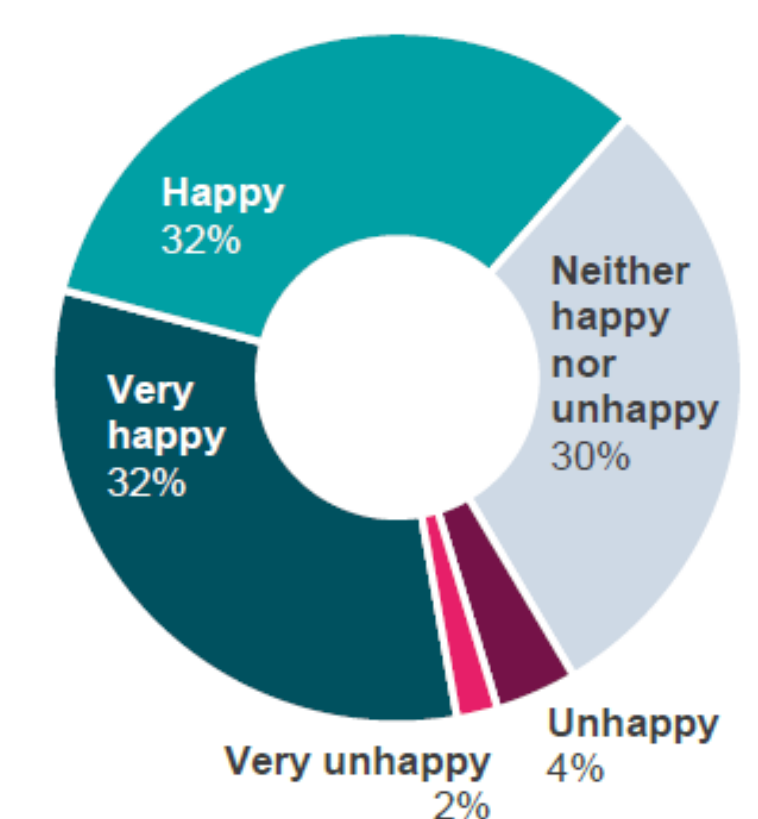
**Popular:** Regardless of their decision to save, people like opt-out payroll saving mechanisms



Should your employer continue to offer opt-out payroll saving after the pilot finishes?



Are you happy with the opt-out payroll saving mechanism?



I love the savings scheme, I think it's easy, it's there, take it when you want it... The offer was there, I took it up. If you don't want to take it, it's your choice, your prerogative.

I think it's a shame a lot more companies don't offer it... There's so much support, it comes across as they want to help... They want people to succeed.

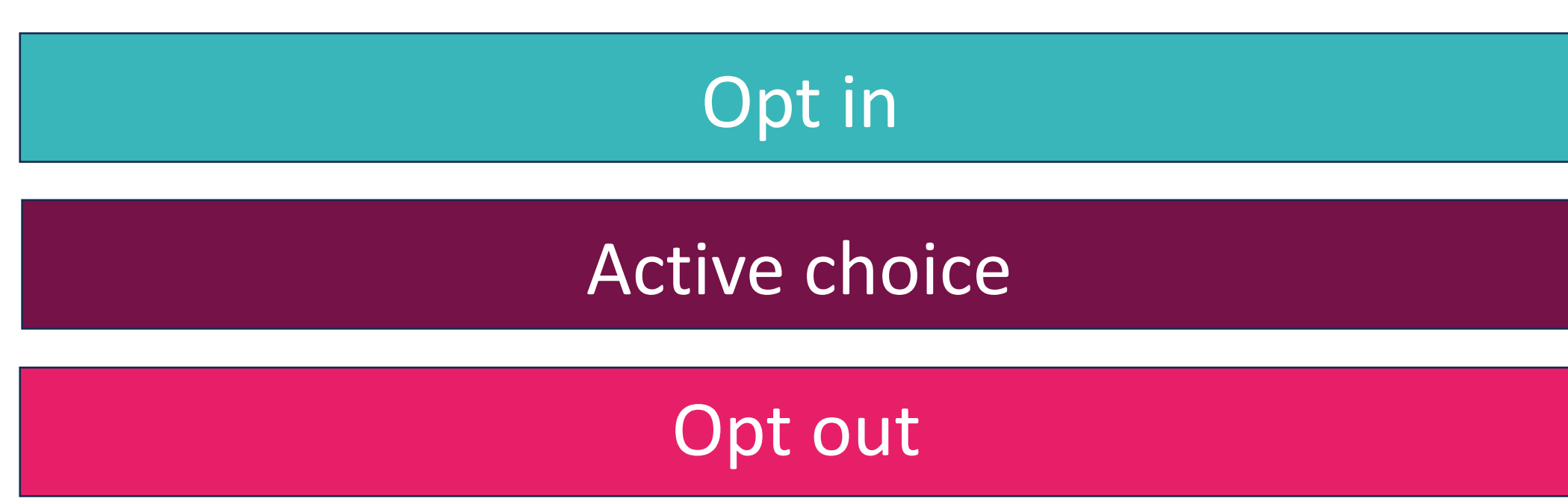
## Methods

### Trial design:

Trial 1: pre-/post-



Trial 2 and 3: RCT



Time

### Mixed method data collection:



**Limitation:** All three trials focus on large employers. Trialing opt-out payroll saving to *all* employees, and small employers, would be beneficial.



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