'The Advice Opportunity'

By No Author *Thu, Nov 8, 2018*

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(Defined as the percentage of retirement plan participants who do not currently rely on professional financial advice.)

	Participant Ages		
Advice Source	40-49	50-59	60-69
401(k) provider	29%	27%	33%
Employer	13	6	3
Financial advisor	20	27	35
No source	19	13	18
Co-worker, family, friend	9	14	2
News	7	12	4
Other	2	1	5
Advice opportunity	37%	40%	29%

Source: Cerulli Associates, 2018.