

# 'The Advice Opportunity'

By No Author      Thu, Nov 8, 2018

<div><div>'The Advice Opportunity'</div><div>(Defined as the percentage of retirement plan participants who do not currently rely on professional financial advice.)</div></div>			
	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.			