

'The Advice Opportunity'

By No Author *Thu, Nov 8, 2018*

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