

Consumers and Employers Agree: Require Investment Advice from 401(k) Providers to be in Consumer's Best Interest

Consumers who Save in
401(k)-type Plans

Employers who Sponsor
401(k)-type Plans

93%

Favor requiring
plan provider
advice to be in
consumer's best
interest

89%

81%

Agree that it is
important to
get advice from
independent
advisor

77%

84%

Agree that
advisors may be
influenced by
money they
make from
investments

56%



Real Possibilities

Sources: Fiduciary Duty and Investment Advice: Attitudes of Plan Sponsors, March 2014; Fiduciary Duty and Investment Advice: Attitudes of 401(k) and 403(b) Participants, September 2013

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<https://doi.org/10.26419/res.00080.003>