

# RETIREMENT INCOME

## FROM FREEDOM TO SUSTAINABILITY

Since the introduction of the Pension Freedoms in 2014 *freedom* has been the watchword in the retirement income space – and understandably so. And, as we highlighted in 2017, the price of freedom is eternal vigilance. But the Pension Freedoms are now an accepted and established part of retirement and focus should now be moving from *freedom* per se to *sustainability*. What use is freedom if there is no money in the pot? And with UK consumers consistently saving, on average, far less than the recommended amount towards their retirement, advisers are going to be faced by an increasing number of clients being forced to make less go further.

Advisers will have to navigate an increasingly complex sea – a sea where opportunities pop up like islands thanks to increased freedoms, but where the ship that they sail has less fuel in the tank to travel there. Advisers will continue to need increasing help (both in the form of solutions and support) in order to reach the destinations advisers and their clients aspire to.

Building on our adviser and consumer data from previous years our study will explore:

- How client and adviser priorities and perceptions are evolving in relation to retirement income;
- How retirement planning processes have changed (and continue to change) to reflect the higher level of nuance and sophistication in the new world;
- The complex issue of understanding and interpreting risk in relation to retirement income portfolios;
- The role of technology;
- The solutions (and combinations of solutions) that are considered and used for different client types and the levers of solution and provider selection (communication, proposition, service, support); and
- How well providers perform across key adviser valued metrics.

We will point clearly to how you can tailor propositions, services, support and communications to help secure business.

### DELIVERABLES



100 DEPTH INTERVIEWS WITH TARGET ADVISERS



ONLINE SURVEY TO 500 CONSUMERS



FULL REPORT



FACE-TO-FACE DEBRIEF



USE OF DATA FOR COMMS / PR SUPPORT



CICERO HOSTED EVENT

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