

Centre for Progressive Policy
ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 1
Q1. Gender
Base: All respondents

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
Male	1473	1473	-	303	269	267	251	335	303	269	267	251	335	-	-	-	-	-	803	119	69	69	45	345	22
	49%	100%	-	42%	56%	51%	54%	48%	100%	100%	100%	100%	100%	-	-	-	-	-	56%	34%	57%	48%	37%	51%	13%
Female	1533	-	1533	414	211	257	210	367	-	-	-	-	-	414	211	257	210	367	631	224	51	72	76	334	145
	51%	-	100%	57%	44%	49%	46%	52%	-	-	-	-	-	100%	100%	100%	100%	100%	44%	65%	43%	50%	62%	49%	87%
Other (Please specify)	8	-	-	5	1	2	-	1	-	-	-	-	-	-	-	-	-	-	2	3	-	2	1	1	-
	*	-	-	1%	*	*	-	*	-	-	-	-	-	-	-	-	-	-	*	1%	-	1%	*	-	-
Prefer not to say	3	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	*	-	-	1	-	-
	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	1%	-	-

Centre for Progressive Policy
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Table 2
Q1. Gender
Base: All respondents

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
Male	1473	419	366	362	327	117	63	170	112	128	114	59	132	192	214	127	47	1274	187	32	104	31	10	10	12
	49%	53%	42%	57%	45%	46%	51%	51%	45%	50%	52%	41%	47%	48%	52%	49%	56%	49%	48%	42%	55%	41%	45%	41%	37%
Female	1533	375	502	270	386	138	61	165	138	130	104	81	148	204	196	132	37	1318	197	43	85	44	12	12	18
	51%	47%	58%	43%	54%	54%	49%	49%	55%	50%	48%	57%	53%	51%	48%	51%	44%	51%	51%	57%	45%	58%	55%	51%	56%
Other (Please specify)	8	-	2	1	5	1	-	1	1	1	-	2	-	1	1	1	-	5	3	1	-	-	-	2	-
	*	-	*	*	1%	*	-	*	*	*	-	1%	-	*	*	*	-	*	1%	1%	-	-	-	9%	-
Prefer not to say	3	-	2	-	2	*	-	-	-	-	-	-	1	2	-	-	-	-	1	-	-	1	-	-	2
	*	-	*	-	*	*	-	-	-	-	-	-	*	*	-	-	-	*	-	-	-	1%	-	-	7%

Centre for Progressive Policy
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Absolutes/col percents

Table 3
Q1. Gender
Base: All respondents

	Total	Income													Pension Status Awareness				
		Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
Male	1473 49%	194 38%	225 43%	236 46%	308 54%	225 55%	84 52%	40 50%	75 75%	29 67%	9 55%	9 80%	7 55%	3 50%	10 71%	1110 52%	124 48%	17 24%	221 40%
Female	1533 51%	316 62%	298 56%	276 54%	263 46%	181 45%	77 48%	40 50%	25 25%	14 33%	7 45%	2 20%	6 45%	3 50%	4 29%	1021 48%	133 51%	53 75%	326 59%
Other (Please specify)	8 *	1 *	4 1%	1 *	-	1 *	1 1%	1 1%	-	-	-	-	-	-	-	4 *	2 1%	1 1%	1 *
Prefer not to say	3 *	1 *	2 *	-	-	-	-	-	-	-	-	-	-	-	-	* *	2 1%	-	1 *

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Absolutes/col percents

Table 4
Q1. Gender
Base: All respondents

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)								Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Workplace pension - defined contribution	Workplace pension - defined benefit	Workplace pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Workplace pension - defined contribution/benefit	State pension	Workplace pension - defined contribution	Workplace pension - defined benefit	Workplace pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Workplace pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
Male	1473	549	505	254	194	344	7	4	692	150	57	13	45	70	52	80	63	651	99	552	627	194	416	692
	49%	55%	52%	59%	43%	63%	60%	29%	53%	45%	52%	58%	50%	48%	37%	34%	51%	61%	68%	59%	45%	36%	53%	51%
Female	1533	442	469	174	252	197	4	9	603	184	53	10	44	76	84	150	59	420	47	373	772	340	364	654
	51%	44%	48%	41%	56%	36%	40%	71%	47%	55%	48%	42%	49%	52%	61%	64%	49%	39%	32%	40%	55%	63%	47%	49%
Other (Please specify)	8	3	*	-	2	2	-	-	*	1	-	-	1	1	2	1	-	3	-	3	4	1	2	2
	*	*	*	-	*	*	-	-	*	*	-	-	1%	1%	1%	*	-	*	-	*	*	*	*	*
Prefer not to say	3	*	*	-	-	-	-	-	*	-	-	-	-	-	-	3	-	2	-	2	*	1	-	*
	*	*	*	-	-	-	-	-	*	-	-	-	-	-	-	1%	-	*	-	*	*	*	-	*

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Table 5
Q1. Gender
Base: All respondents

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't think it is possible for me to change where my pension is invested	
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
Male	1473 49%	625 54%	720 52%	906 52%	351 52%	185 55%	543 49%	323 61%	424 49%	72 62%	252 61%	280 55%	193 52%	231 48%	83 34%	271 50%	150 45%	54 47%	32 63%	35 71%	133 51%
Female	1533 51%	527 46%	664 48%	846 48%	314 47%	150 45%	562 51%	203 38%	431 50%	43 38%	159 39%	226 45%	181 48%	250 52%	162 66%	267 50%	181 54%	62 53%	18 37%	14 29%	127 49%
Other (Please specify)	8 *	1 *	1 *	4 *	3 *	- -	3 *	2 *	1 *	- -	2 1%	1 *	* *	1 *	- -	1 *	1 *	- -	- -	- -	1 *
Prefer not to say	3 *	- -	- -	* *	* *	- -	* *	- -	* *	- -	- -	- -	- -	* *	- -	- -	* *	- -	- -	- -	* *

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Table 6
Q1. Gender
Base: All respondents

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
Male	1473	33	48	42	53	54	53	19	141	181	795	295	201	281	343	364	485
	49%	63%	65%	74%	73%	74%	70%	54%	54%	53%	47%	47%	57%	44%	47%	51%	52%
Female	1533	19	26	13	20	19	23	16	118	158	889	332	153	361	393	339	440
	51%	37%	35%	23%	27%	26%	30%	46%	46%	46%	53%	53%	43%	56%	53%	48%	47%
Other (Please specify)	8	-	-	2	-	-	-	-	-	4	4	-	-	3	-	3	2
	*	-	-	4%	-	-	-	-	-	1%	*	-	-	1%	-	*	*
Prefer not to say	3	-	-	-	-	-	-	-	-	*	-	3	-	-	-	2	2
	*	-	-	-	-	-	-	-	-	*	-	*	-	-	-	*	*

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Absolutes/col percents

Table 7
Q2. Age
Base: All respondents

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
18-24	326 11%	100 7%	220 14%	204 28%	-	-	-	-	53 17%	-	-	-	-	146 35%	-	-	-	-	160 11%	40 12%	10 8%	12 8%	97 79%	-	7 4%
25-34	519 17%	250 17%	267 17%	519 72%	-	-	-	-	250 83%	-	-	-	-	267 65%	-	-	-	-	364 25%	67 19%	26 21%	17 12%	20 16%	-	25 15%
35-44	481 16%	269 18%	211 14%	-	481 100%	-	-	-	-	269 100%	-	-	-	-	211 100%	-	-	-	332 23%	54 15%	24 20%	22 16%	3 2%	2 *	44 26%
45-54	526 17%	267 18%	257 17%	-	-	526 100%	-	-	-	-	267 100%	-	-	-	-	257 100%	-	-	342 24%	72 21%	26 22%	36 25%	3 3%	5 1%	41 25%
55-64	461 15%	251 17%	210 14%	-	-	-	461 100%	-	-	-	-	251 100%	-	-	-	-	210 100%	-	184 13%	77 22%	30 25%	41 28%	-	91 13%	39 23%
65+	704 23%	335 23%	367 24%	-	-	-	-	704 100%	-	-	-	-	335 100%	-	-	-	-	367 100%	54 4%	38 11%	5 4%	14 10%	-	582 86%	11 7%
NET: 22-34	723 24%	303 21%	414 27%	723 100%	-	-	-	-	303 100%	-	-	-	-	414 100%	-	-	-	-	491 34%	96 28%	34 28%	27 19%	44 36%	-	32 19%
Mean	48.35	49.45	47.42	28.18	39.41	49.68	59.41	71.92	28.83	39.72	49.90	59.50	72.21	27.76	39.02	49.44	59.31	71.67	41.18	45.29	44.70	48.06	23.04	70.91	46.09
Standard deviation	17.49	16.79	18.06	4.03	2.85	3.04	2.79	5.13	3.76	2.76	2.98	2.73	5.23	4.16	2.93	3.09	2.87	5.03	12.64	15.19	13.55	14.11	6.41	6.61	12.13
Standard error	0.32	0.43	0.47	0.15	0.13	0.14	0.13	0.18	0.22	0.16	0.19	0.17	0.26	0.21	0.19	0.20	0.21	0.26	0.39	0.65	1.10	1.06	0.54	0.24	0.86

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Absolutes/col percents

Table 8
Q2. Age
Base: All respondents

	Social Grade					Region											Ethnicity								
	Total	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
18-24	326 11%	96 12%	119 14%	46 7%	66 9%	24 9%	15 12%	34 10%	35 14%	44 17%	27 12%	17 12%	25 9%	52 13%	33 8%	18 7%	1 1%	231 9%	93 24%	17 22%	46 24%	19 25%	5 24%	5 22%	3 8%
25-34	519 17%	131 16%	165 19%	128 20%	96 13%	45 18%	9 7%	65 19%	33 13%	67 26%	43 20%	20 14%	29 10%	74 18%	78 19%	40 15%	18 21%	394 15%	114 29%	17 23%	61 32%	25 32%	6 25%	6 23%	12 36%
35-44	481 16%	128 16%	141 16%	99 16%	114 16%	53 21%	21 17%	67 20%	39 15%	35 14%	32 15%	24 17%	47 17%	62 15%	53 13%	31 12%	18 21%	392 15%	85 22%	17 23%	39 21%	19 25%	6 29%	4 17%	4 11%
45-54	526 17%	109 14%	159 18%	108 17%	150 21%	40 15%	30 24%	49 15%	45 18%	30 11%	45 21%	25 18%	41 15%	78 19%	72 18%	55 21%	18 21%	464 18%	54 14%	13 17%	22 12%	6 8%	5 23%	7 29%	8 27%
55-64	461 15%	115 14%	105 12%	107 17%	134 19%	41 16%	20 16%	41 12%	38 15%	29 11%	33 15%	25 17%	51 18%	63 16%	67 16%	39 15%	14 16%	429 17%	28 7%	7 9%	16 9%	5 7%	- -	- -	4 12%
65+	704 23%	216 27%	183 21%	145 23%	159 22%	53 21%	29 23%	79 24%	61 24%	55 21%	38 17%	31 22%	88 31%	70 18%	107 26%	76 29%	17 20%	687 26%	15 4%	5 6%	5 3%	3 3%	- -	2 10%	2 6%
NET: 22-34	723 24%	194 24%	234 27%	159 25%	137 19%	61 24%	19 15%	93 28%	57 23%	89 34%	61 28%	33 23%	44 16%	105 26%	98 24%	47 18%	18 21%	553 21%	156 40%	28 37%	78 41%	32 41%	10 44%	9 36%	14 45%
Mean	48.35	48.88	46.36	48.85	49.75	47.57	49.89	47.52	48.59	44.33	45.92	49.12	52.34	46.36	49.78	51.28	48.69	50.25	36.24	38.77	35.42	35.25	34.93	39.16	40.87
Standard deviation	17.49	18.45	17.65	16.82	16.60	16.90	16.68	17.57	17.66	18.95	17.00	17.40	17.31	17.25	17.60	17.04	14.58	17.31	13.59	14.78	13.40	13.31	10.43	14.32	13.80
Standard error	0.32	0.67	0.60	0.68	0.59	1.02	1.58	0.94	1.12	1.20	1.22	1.46	1.00	0.92	0.84	1.02	1.60	0.33	0.78	1.88	1.11	1.68	2.53	3.47	2.52

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Table 9
Q2. Age
Base: All respondents

	Income															Pension Status Awareness			
	Total	Up to £10,000	£10,001 - £15,000	£15,001 - £20,000	£20,001 - £25,000	£25,001 - £30,000	£30,001 - £35,000	£35,001 - £40,000	£40,001 - £50,000	£50,001 - £60,000	£60,001 - £70,000	£70,001 - £80,000	£80,001 - £90,000	£90,001 - £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
18-24	326 11%	77 15%	56 11%	46 9%	51 9%	43 11%	16 10%	9 11%	11 11%	4 9%	2 12%	1 12%	1 9%	1 16%	1 9%	135 6%	37 14%	-	154 28%
25-34	519 17%	71 14%	50 9%	80 16%	108 19%	87 21%	43 26%	23 28%	20 20%	13 31%	6 34%	3 27%	7 52%	-	2 12%	351 16%	71 27%	-	97 18%
35-44	481 16%	66 13%	53 10%	71 14%	112 20%	74 18%	30 18%	20 25%	19 19%	11 25%	6 37%	5 41%	3 18%	4 61%	5 34%	316 15%	66 25%	-	99 18%
45-54	526 17%	83 16%	89 17%	92 18%	99 17%	67 16%	24 15%	16 20%	27 27%	10 24%	1 9%	1 11%	1 9%	2 23%	3 23%	359 17%	59 23%	-	108 20%
55-64	461 15%	109 21%	98 19%	79 15%	72 13%	58 14%	23 14%	4 5%	11 11%	2 6%	-	-	-	-	-	368 17%	26 10%	-	67 12%
65+	704 23%	105 20%	184 35%	146 28%	130 23%	78 19%	26 16%	8 10%	12 12%	2 5%	1 8%	1 8%	2 11%	-	3 22%	606 28%	3 1%	71 100%	23 4%
NET: 22-34	723 24%	109 21%	75 14%	115 22%	143 25%	127 31%	52 32%	29 36%	27 27%	16 38%	6 40%	3 27%	8 61%	-	3 21%	466 22%	108 41%	-	150 27%
Mean	48.35	47.79	53.41	50.90	47.92	46.19	44.76	41.42	44.41	39.76	37.61	39.94	37.24	37.43	47.43	51.35	38.77	72.51	38.11
Standard deviation	17.49	17.61	17.95	17.84	17.38	16.80	16.59	14.12	14.96	12.39	11.61	12.70	15.26	9.41	14.34	17.06	11.67	4.85	14.92
Standard error	0.32	0.71	0.74	0.79	0.76	0.88	1.41	1.69	1.64	2.07	3.10	4.23	4.60	4.21	4.32	0.38	0.71	0.56	0.60

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Absolutes/col percents

Table 10
Q2. Age
Base: All respondents

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
18-24	326 11%	31 3%	86 9%	6 1%	35 8%	9 2%	1 8%	-	92 7%	42 12%	26 24%	8 37%	16 18%	39 26%	34 25%	69 30%	30 25%	101 9%	21 14%	80 9%	160 11%	66 12%	15 2%	120 9%
25-34	519 17%	115 12%	198 20%	38 9%	94 21%	51 9%	1 12%	4 29%	219 17%	50 15%	29 26%	4 18%	24 27%	25 17%	24 17%	48 20%	32 27%	188 17%	40 27%	148 16%	230 16%	102 19%	18 2%	332 25%
35-44	481 16%	111 11%	189 19%	30 7%	83 19%	53 10%	1 6%	3 27%	206 16%	65 19%	34 31%	3 15%	16 18%	41 28%	16 12%	39 17%	36 29%	165 15%	26 18%	139 15%	230 16%	87 16%	10 1%	306 23%
45-54	526 17%	120 12%	196 20%	57 13%	87 19%	114 21%	2 19%	3 25%	219 17%	84 25%	15 14%	4 19%	20 23%	24 16%	17 12%	43 18%	16 13%	166 15%	19 13%	147 16%	238 17%	122 23%	14 2%	344 25%
55-64	461 15%	89 9%	138 14%	99 23%	70 16%	126 23%	4 39%	2 19%	220 17%	49 15%	4 4%	2 11%	10 11%	18 12%	8 6%	21 9%	5 4%	164 15%	18 12%	147 16%	221 16%	75 14%	154 20%	214 16%
65+	704 23%	529 53%	167 17%	197 46%	80 18%	190 35%	2 17%	-	342 26%	44 13%	3 2%	-	2 3%	2 1%	39 28%	14 6%	3 2%	293 27%	24 16%	269 29%	326 23%	85 16%	570 73%	33 2%
NET: 22-34	723 24%	142 14%	270 28%	44 10%	126 28%	58 11%	1 12%	4 29%	296 23%	73 22%	39 36%	6 26%	33 37%	43 29%	41 30%	78 34%	45 37%	249 23%	58 40%	191 21%	329 23%	145 27%	31 4%	434 32%
Mean	48.35	58.48	46.50	59.33	47.15	56.85	52.32	44.58	50.34	45.38	35.40	34.70	39.11	37.16	45.04	37.27	35.10	49.52	43.41	50.48	48.43	45.82	67.18	42.13
Standard deviation	17.49	17.35	16.15	14.44	16.23	14.86	15.59	11.95	16.94	15.27	12.09	14.53	13.52	13.46	21.13	15.03	12.11	17.85	17.50	17.73	17.52	16.44	11.59	12.32
Standard error	0.32	0.55	0.55	0.69	0.79	0.63	4.70	3.19	0.49	0.81	1.15	3.17	1.42	1.06	1.71	0.91	1.09	0.55	1.50	0.59	0.47	0.70	0.40	0.36

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Absolutes/col percents

Table 11
Q2. Age
Base: All respondents

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that moving my money will make a difference to my pension	I don't think it is possible for me to change where my pension is invested	
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
18-24	326 11%	67 6%	75 5%	91 5%	55 8%	26 8%	92 8%	43 8%	35 4%	13 11%	30 7%	42 8%	14 4%	21 4%	15 6%	17 3%	19 6%	4 3%	- -	1 2%	10 4%
25-34	519 17%	177 15%	224 16%	266 15%	112 17%	77 23%	197 18%	119 22%	104 12%	32 27%	87 21%	90 18%	50 13%	54 11%	39 16%	46 8%	58 17%	22 19%	4 9%	5 9%	30 11%
35-44	481 16%	165 14%	197 14%	254 14%	97 15%	54 16%	181 16%	105 20%	120 14%	16 14%	88 21%	63 12%	53 14%	67 14%	29 12%	72 13%	47 14%	13 12%	9 18%	4 8%	36 14%
45-54	526 17%	211 18%	234 17%	295 17%	94 14%	50 15%	194 17%	93 18%	147 17%	21 18%	72 17%	76 15%	66 18%	81 17%	44 18%	90 17%	61 18%	20 17%	12 25%	10 20%	39 15%
55-64	461 15%	195 17%	257 19%	323 18%	106 16%	41 12%	182 16%	68 13%	191 22%	14 12%	55 13%	73 14%	80 21%	111 23%	35 14%	139 26%	69 21%	25 21%	5 10%	13 27%	59 22%
65+	704 23%	340 29%	399 29%	527 30%	203 30%	87 26%	263 24%	101 19%	260 30%	20 17%	81 20%	163 32%	111 30%	148 31%	84 34%	176 33%	80 24%	33 29%	19 38%	17 34%	88 34%
NET: 22-34	723 24%	237 21%	288 21%	350 20%	157 23%	93 28%	273 25%	154 29%	136 16%	44 38%	110 27%	124 24%	64 17%	73 15%	51 21%	61 11%	77 23%	25 22%	4 9%	5 9%	39 15%
Mean	48.35	52.05	51.89	52.43	51.14	48.37	49.24	46.22	54.02	44.47	46.70	51.38	53.43	54.48	52.98	55.92	50.93	52.47	56.06	57.47	55.11
Standard deviation	17.49	16.81	16.95	16.71	17.82	18.20	16.93	16.42	15.81	16.43	16.40	18.30	15.81	15.81	17.64	15.06	16.21	16.63	14.80	14.51	16.19
Standard error	0.32	0.50	0.46	0.41	0.71	1.02	0.52	0.74	0.54	1.62	0.84	0.83	0.83	0.72	1.13	0.65	0.90	1.56	2.03	2.05	1.01

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Absolutes/col percents

Table 12
Q2. Age
Base: All respondents

	vested					investing					Clockface Quadrants						
	Total	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
18-24	326 11%	2 5%	10 13%	7 12%	7 10%	9 13%	7 10%	4 10%	13 5%	62 18%	195 12%	49 8%	21 6%	65 10%	45 6%	105 15%	112 12%
25-34	519 17%	12 23%	22 29%	16 29%	24 33%	20 28%	18 23%	10 29%	43 16%	82 24%	268 16%	118 19%	52 15%	116 18%	110 15%	129 18%	164 18%
35-44	481 16%	19 37%	21 29%	14 25%	16 22%	17 24%	21 27%	13 36%	42 16%	49 14%	271 16%	111 18%	49 14%	118 18%	130 18%	101 14%	132 14%
45-54	526 17%	6 11%	11 15%	11 20%	7 10%	14 19%	16 21%	7 19%	46 18%	56 16%	273 16%	120 19%	76 21%	144 22%	147 20%	120 17%	114 12%
55-64	461 15%	5 10%	4 6%	4 7%	8 12%	5 7%	8 11%	- -	44 17%	42 12%	271 16%	100 16%	48 13%	95 15%	148 20%	109 15%	108 12%
65+	704 23%	7 14%	6 8%	4 8%	10 13%	7 9%	6 8%	2 5%	72 28%	53 15%	411 24%	132 21%	108 31%	106 16%	157 21%	142 20%	298 32%
NET: 22-34	723 24%	14 28%	27 37%	23 40%	29 39%	28 38%	23 31%	14 40%	55 21%	119 35%	392 23%	150 24%	63 18%	165 26%	142 19%	187 27%	229 25%
Mean	48.35	43.49	39.31	40.55	41.81	40.41	42.10	38.12	51.30	43.00	48.66	48.37	52.03	46.49	49.89	46.25	50.03
Standard deviation	17.49	14.02	13.89	13.48	15.61	13.48	13.43	11.60	16.72	17.36	17.64	16.68	17.18	15.80	16.06	17.66	19.23
Standard error	0.32	1.98	1.70	1.89	1.95	1.67	1.63	2.12	1.06	0.94	0.43	0.67	0.90	0.61	0.59	0.67	0.63

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Absolutes/col percents

Table 13

Q3a. Please indicate which of the following best describes your working status before March 2020 taking into account any changes due to the impact of the Coronavirus pandemic.
Base: All respondents

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
NET: Working	1803	941	855	546	391	423	289	117	246	238	228	157	57	295	154	194	132	59	1362	312	35	18	19	42	15
	60%	64%	56%	76%	81%	80%	63%	17%	81%	88%	85%	62%	17%	71%	73%	75%	63%	16%	95%	90%	29%	13%	15%	6%	9%
Working full time - working 30 hours per week or more	1288	711	573	426	307	302	177	55	199	200	171	98	31	223	107	130	79	24	1188	46	16	5	8	18	7
	43%	48%	37%	59%	64%	57%	38%	8%	66%	74%	64%	39%	9%	54%	51%	51%	38%	6%	83%	13%	13%	3%	7%	3%	4%
Working part-time - working between 8 and 29 hours per week	308	92	213	86	52	62	57	36	24	15	16	19	13	60	37	45	38	22	53	204	12	10	8	17	4
	10%	6%	14%	12%	11%	12%	12%	5%	8%	6%	6%	7%	4%	14%	17%	18%	18%	6%	4%	59%	10%	7%	6%	3%	2%
Self-employed - working 30 hours per week or more	130	103	27	27	19	41	32	10	21	17	31	25	9	6	2	9	7	2	110	13	-	2	2	2	1
	4%	7%	2%	4%	4%	8%	7%	1%	7%	6%	12%	10%	3%	1%	1%	4%	3%	*	8%	4%	-	1%	2%	*	1%
Self-employed - working between 8 and 29 hours per week	78	36	42	8	13	18	23	16	1	5	9	15	5	7	8	9	8	11	10	49	7	2	1	6	3
	3%	2%	3%	1%	3%	3%	5%	2%	*	2%	3%	6%	1%	2%	4%	4%	4%	3%	1%	14%	6%	2%	*	1%	2%
NET: Not working	1214	532	678	177	90	103	172	587	57	32	39	94	278	119	58	63	78	309	76	34	85	124	104	638	152
	40%	36%	44%	24%	19%	20%	37%	83%	19%	12%	15%	38%	83%	29%	27%	25%	37%	84%	5%	10%	71%	87%	85%	94%	91%
Not working but seeking work or temporarily unemployed or sick	113	65	46	37	22	27	21	5	20	10	16	17	2	17	12	10	5	3	17	7	74	8	1	4	2
	4%	4%	3%	5%	4%	5%	5%	1%	7%	4%	6%	7%	1%	4%	6%	4%	2%	1%	1%	2%	61%	5%	1%	1%	1%
Not working and not seeking work	139	69	69	23	20	29	43	21	10	10	17	27	5	13	10	12	17	16	4	4	4	111	2	12	1
	5%	5%	5%	3%	4%	6%	9%	3%	3%	4%	7%	11%	1%	3%	5%	5%	8%	4%	*	1%	4%	78%	1%	2%	1%
Student	174	60	112	84	6	2	-	-	26	4	1	-	-	57	3	2	-	-	51	13	5	4	101	-	-
	6%	4%	7%	12%	1%	*	-	-	9%	1%	*	-	-	14%	1%	1%	-	-	4%	4%	4%	3%	82%	-	-
Retired on a state pension only	144	47	97	-	-	1	2	142	-	-	1	-	47	-	-	-	2	95	-	-	1	-	-	144	-
	5%	3%	6%	-	-	*	*	20%	-	-	*	-	14%	-	-	-	1%	26%	-	-	1%	-	-	21%	-
Retired with a private pension	475	270	205	-	1	3	68	404	-	1	2	44	223	-	-	2	23	180	1	1	-	-	-	473	-
	16%	18%	13%	-	*	1%	15%	57%	-	*	1%	18%	67%	-	-	1%	11%	49%	*	*	-	-	-	69%	-
House person, housewife, househusband, etc.	168	20	148	33	41	40	38	16	1	8	3	7	2	32	33	38	31	14	3	8	1	1	-	6	149
	6%	1%	10%	5%	9%	8%	8%	2%	*	3%	1%	3%	*	8%	16%	15%	15%	4%	*	2%	1%	1%	-	1%	89%

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Table 14

Q3a. Please indicate which of the following best describes your working status before March 2020 taking into account any changes due to the impact of the Coronavirus pandemic.
Base: All respondents

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-eastern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
NET: Working	1803	493	569	432	309	148	74	213	148	149	143	89	150	264	226	153	47	1510	271	57	139	47	13	15	22
	60%	62%	65%	68%	43%	58%	60%	64%	59%	57%	66%	63%	53%	66%	55%	59%	55%	58%	70%	75%	74%	62%	59%	61%	69%
Working full time - working 30 hours per week or more	1288	373	415	302	199	108	58	159	101	119	105	65	102	176	158	101	37	1066	205	41	113	31	7	12	17
	43%	47%	48%	48%	28%	42%	47%	47%	40%	46%	48%	46%	36%	44%	39%	39%	44%	41%	53%	54%	60%	40%	30%	51%	52%
Working part-time - working between 8 and 29 hours per week	308	62	98	75	73	24	8	34	31	27	20	16	29	49	39	28	3	263	43	12	20	9	2	1	1
	10%	8%	11%	12%	10%	9%	6%	10%	12%	10%	9%	11%	10%	12%	10%	11%	3%	10%	11%	15%	11%	12%	7%	3%	3%
Self-employed - working 30 hours per week or more	130	37	29	38	25	7	5	12	7	2	14	5	11	30	20	12	6	109	17	2	3	5	5	1	3
	4%	5%	3%	6%	4%	3%	4%	3%	3%	1%	6%	4%	4%	8%	5%	5%	8%	4%	4%	3%	2%	7%	22%	6%	9%
Self-employed - working between 8 and 29 hours per week	78	21	28	17	12	9	4	9	9	2	4	4	9	10	9	11	1	71	6	2	2	2	-	-	1
	3%	3%	3%	3%	2%	3%	3%	3%	4%	1%	2%	3%	3%	2%	2%	4%	1%	3%	1%	3%	1%	3%	-	-	4%
NET: Not working	1214	301	302	200	411	109	49	122	103	110	75	53	131	134	184	107	38	1087	117	19	50	29	9	10	10
	40%	38%	35%	32%	57%	42%	40%	36%	41%	43%	34%	37%	47%	34%	45%	41%	45%	42%	30%	25%	26%	38%	41%	39%	31%
Not working but seeking work or temporarily unemployed or sick	113	9	20	11	73	16	5	11	7	14	5	6	9	17	13	6	4	92	17	4	5	5	-	3	4
	4%	1%	2%	2%	10%	6%	4%	3%	3%	5%	2%	4%	3%	4%	3%	2%	5%	4%	4%	5%	3%	6%	-	12%	11%
Not working and not seeking work	139	9	17	14	99	13	3	15	11	12	7	6	18	13	26	8	6	125	13	-	9	4	-	-	1
	5%	1%	2%	2%	14%	5%	3%	4%	4%	4%	3%	5%	6%	3%	6%	3%	7%	5%	3%	-	5%	5%	-	-	2%
Student	174	42	84	18	30	15	4	13	16	22	17	4	12	27	30	10	4	116	56	9	21	13	9	3	2
	6%	5%	10%	3%	4%	6%	4%	4%	6%	8%	8%	2%	4%	7%	7%	4%	5%	4%	15%	12%	11%	17%	41%	13%	5%
Retired on a state pension only	144	10	11	26	98	11	5	17	12	15	5	5	20	16	21	14	3	139	5	2	3	-	-	-	-
	5%	1%	1%	4%	14%	4%	4%	5%	5%	6%	2%	3%	7%	4%	5%	6%	3%	5%	1%	3%	1%	-	-	-	-
Retired with a private pension	475	208	148	90	30	38	21	53	41	34	28	28	53	49	69	53	9	464	10	3	3	3	-	1	2
	16%	26%	17%	14%	4%	15%	17%	16%	16%	13%	13%	20%	19%	12%	17%	20%	10%	18%	3%	3%	2%	4%	-	5%	6%
House person, housewife, etc.	168	24	22	41	82	16	10	14	17	14	12	4	18	12	24	15	12	150	16	1	8	4	-	2	2
	6%	3%	2%	6%	11%	6%	8%	4%	7%	5%	5%	3%	7%	3%	6%	6%	14%	6%	4%	1%	4%	6%	-	9%	8%

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Absolutes/col percents

Table 15

Q3a. Please indicate which of the following best describes your working status before March 2020 taking into account any changes due to the impact of the Coronavirus pandemic.
Base: All respondents

	Total	Income													Pension Status Awareness				
		Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
NET: Working	1803	169	245	306	401	292	118	67	87	36	14	11	10	6	12	1385	204	11	203
	60%	33%	46%	60%	70%	72%	73%	83%	86%	84%	84%	100%	76%	84%	88%	65%	78%	15%	37%
Working full time - working 30 hours per week or more	1288	45	107	223	320	247	102	58	77	34	13	8	9	6	10	1070	106	2	109
	43%	9%	20%	44%	56%	61%	63%	72%	77%	80%	81%	71%	65%	84%	75%	50%	41%	2%	20%
Working part-time - working between 8 and 29 hours per week	308	75	92	51	49	21	8	5	3	-	-	1	-	-	-	200	40	5	63
	10%	15%	17%	10%	9%	5%	5%	6%	3%	-	-	8%	-	-	-	9%	15%	6%	12%
Self-employed - working 30 hours per week or more	130	16	29	22	22	20	5	1	5	2	1	2	2	-	2	65	44	3	18
	4%	3%	6%	4%	4%	5%	3%	2%	5%	4%	3%	21%	11%	-	12%	3%	17%	4%	3%
Self-employed - working between 8 and 29 hours per week	78	32	16	10	10	4	1	3	1	-	-	-	-	-	-	50	14	2	12
	3%	6%	3%	2%	2%	1%	1%	3%	1%	-	-	-	-	-	-	2%	6%	2%	2%
NET: Not working	1214	343	284	207	170	115	44	14	14	7	3	-	3	1	2	751	57	61	345
	40%	67%	54%	40%	30%	28%	27%	17%	14%	16%	16%	-	24%	16%	12%	35%	22%	85%	63%
Not working but seeking work or temporarily unemployed or sick	113	56	21	10	12	4	4	1	-	2	-	-	1	-	-	43	10	-	59
	4%	11%	4%	2%	2%	1%	3%	2%	-	5%	-	-	9%	-	-	2%	4%	-	11%
Not working and not seeking work	139	64	40	12	11	8	1	-	2	1	-	-	-	-	-	59	6	5	69
	5%	13%	7%	2%	2%	2%	*	-	2%	3%	-	-	-	-	-	3%	2%	7%	13%
Student	174	61	29	23	22	16	8	5	2	2	2	-	1	1	-	51	15	-	108
	6%	12%	5%	4%	4%	4%	5%	7%	2%	6%	12%	-	9%	16%	-	2%	6%	-	20%
Retired on a state pension only	144	52	52	22	9	3	4	-	-	-	-	-	-	-	1	82	-	52	11
	5%	10%	10%	4%	2%	1%	3%	-	-	-	-	-	-	-	6%	4%	-	73%	2%
Retired with a private pension	475	35	116	123	96	66	21	7	7	-	-	-	-	-	-	472	1	2	1
	16%	7%	22%	24%	17%	16%	13%	9%	7%	-	-	-	-	-	-	22%	*	3%	*
House person, housewife, househusband, etc.	168	75	27	18	18	18	6	-	3	1	1	-	1	-	1	45	24	2	98
	6%	15%	5%	3%	3%	4%	4%	-	3%	2%	4%	-	7%	-	7%	2%	9%	3%	18%

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Table 16

Q3a. Please indicate which of the following best describes your working status before March 2020 taking into account any changes due to the impact of the Coronavirus pandemic.
Base: All respondents

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/ personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/ personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/ Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
NET: Working	1803	501	761	201	326	325	7	11	874	192	83	17	61	79	33	84	90	683	101	581	843	277	196	1186
	60%	50%	78%	47%	73%	60%	60%	81%	67%	57%	75%	75%	68%	53%	24%	36%	74%	63%	69%	62%	60%	52%	25%	88%
Working full time - working 30 hours per week or more	1288	385	642	145	258	218	4	7	710	88	60	11	42	33	21	37	64	520	85	434	590	178	113	955
	43%	39%	66%	34%	58%	40%	41%	54%	55%	26%	54%	51%	47%	22%	15%	16%	52%	48%	58%	47%	42%	33%	14%	71%
Working part-time - working between 8 and 29 hours per week	308	64	83	29	51	50	-	3	109	48	19	3	15	18	8	26	21	89	8	81	162	57	47	152
	10%	6%	9%	7%	11%	9%	-	27%	8%	14%	17%	15%	16%	12%	6%	11%	18%	8%	5%	9%	12%	11%	6%	11%
Self-employed - working 30 hours per week or more	130	27	25	14	8	38	-	-	33	41	4	1	3	19	4	14	4	55	7	48	50	25	13	52
	4%	3%	3%	3%	2%	7%	-	-	3%	12%	3%	6%	3%	13%	3%	6%	3%	5%	5%	5%	4%	5%	2%	4%
Self-employed - working between 8 and 29 hours per week	78	24	11	12	9	19	2	-	21	16	1	1	2	9	1	7	1	19	1	18	42	17	23	27
	3%	2%	1%	3%	2%	3%	19%	-	2%	5%	1%	3%	2%	6%	1%	3%	1%	2%	1%	2%	3%	3%	3%	2%
NET: Not working	1214	494	214	227	122	218	4	3	422	142	27	6	28	69	104	149	32	394	45	349	561	259	586	163
	40%	50%	22%	53%	27%	40%	40%	19%	33%	43%	25%	25%	32%	47%	76%	64%	26%	37%	31%	38%	40%	48%	75%	12%
Not working but seeking work or temporarily unemployed or sick	113	14	17	5	10	13	1	-	22	25	1	2	4	10	13	24	4	29	7	22	44	40	8	35
	4%	1%	2%	1%	2%	2%	8%	-	2%	7%	1%	10%	5%	7%	10%	10%	3%	3%	5%	2%	3%	8%	1%	3%
Not working and not seeking work	139	25	16	14	10	25	-	1	28	25	2	-	5	6	15	31	2	40	5	35	56	43	25	34
	5%	3%	2%	3%	2%	5%	-	7%	2%	8%	2%	-	5%	4%	11%	13%	2%	4%	3%	4%	4%	8%	3%	2%
Student	174	11	30	2	15	5	1	-	32	23	18	2	14	26	20	47	19	37	8	30	101	36	2	50
	6%	1%	3%	1%	3%	1%	8%	-	2%	7%	16%	10%	16%	18%	15%	20%	16%	3%	5%	3%	7%	7%	*	4%
Retired on a state pension only	144	81	4	6	8	10	1	-	9	20	-	-	2	-	34	8	-	33	2	31	73	39	74	6
	5%	8%	*	1%	2%	2%	8%	-	1%	6%	-	-	2%	-	25%	4%	-	3%	2%	3%	5%	7%	9%	*
Retired with a private pension	475	350	137	191	70	146	2	1	313	1	1	-	-	1	2	-	1	223	21	202	217	35	463	8
	16%	35%	14%	45%	16%	27%	16%	6%	24%	*	1%	-	-	1%	1%	-	1%	21%	15%	22%	15%	7%	59%	1%
House person, housewife, househusband, etc.	168	13	9	9	9	18	-	1	18	48	5	1	4	26	20	39	6	32	2	30	71	66	14	31
	6%	1%	1%	2%	2%	3%	-	7%	1%	14%	5%	6%	4%	17%	14%	17%	5%	3%	2%	3%	5%	12%	2%	2%

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Table 17

Q3a. Please indicate which of the following best describes your working status before March 2020 taking into account any changes due to the impact of the Coronavirus pandemic.
Base: All respondents

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't think it is possible for me to change where my pension is invested	
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
NET: Working	1803	748	876	1116	432	229	754	407	518	92	316	323	245	273	137	305	219	75	28	28	139
	60%	65%	63%	64%	65%	68%	68%	77%	60%	80%	76%	64%	66%	56%	56%	66%	65%	57%	57%	57%	53%
Working full time - working 30 hours per week or more	1288	565	657	862	342	194	590	342	381	77	264	255	181	200	93	216	162	51	21	19	100
	43%	49%	47%	49%	51%	58%	53%	65%	44%	67%	64%	50%	48%	41%	38%	40%	49%	44%	43%	38%	38%
Working part-time - working between 8 and 29 hours per week	308	112	141	154	52	24	117	38	76	7	31	52	33	43	34	44	37	14	4	3	21
	10%	10%	10%	9%	8%	7%	11%	7%	9%	6%	8%	10%	9%	9%	14%	8%	11%	12%	9%	6%	8%
Self-employed - working 30 hours per week or more	130	43	45	57	19	5	26	20	35	7	13	7	19	15	3	25	11	6	1	5	11
	4%	4%	3%	3%	3%	2%	2%	4%	4%	6%	3%	1%	5%	3%	1%	5%	3%	5%	3%	10%	4%
Self-employed - working between 8 and 29 hours per week	78	28	34	42	18	6	22	8	26	1	7	9	11	15	7	20	8	3	1	2	7
	3%	2%	2%	2%	3%	2%	2%	2%	3%	1%	2%	2%	3%	3%	3%	4%	2%	3%	2%	4%	3%
NET: Not working	1214	406	509	641	237	106	355	121	339	23	97	184	129	210	108	235	113	41	22	21	122
	40%	35%	37%	36%	35%	32%	32%	23%	40%	20%	24%	36%	34%	44%	44%	44%	34%	35%	43%	43%	47%
Not working but seeking work or temporarily unemployed or sick	113	27	24	36	12	5	25	9	21	1	8	10	7	14	3	11	12	2	3	-	8
	4%	2%	2%	2%	2%	2%	2%	2%	3%	1%	2%	2%	2%	3%	1%	2%	4%	2%	5%	-	3%
Not working and not seeking work	139	35	36	50	14	10	32	16	28	3	12	7	16	12	8	16	12	2	2	5	9
	5%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	1%	4%	3%	3%	3%	3%	1%	5%	9%	4%
Student	174	19	31	35	21	9	38	12	20	3	9	13	7	13	6	13	9	3	1	1	9
	6%	2%	2%	2%	3%	3%	3%	2%	2%	3%	2%	3%	2%	3%	2%	2%	3%	3%	1%	2%	3%
Retired on a state pension only	144	47	56	67	20	13	41	6	25	3	4	28	12	13	22	13	8	4	2	2	7
	5%	4%	4%	4%	3%	4%	4%	1%	3%	2%	1%	6%	3%	3%	9%	2%	2%	3%	3%	3%	3%
Retired with a private pension	475	254	328	415	159	64	195	70	222	13	57	120	77	144	59	167	63	26	13	13	79
	16%	22%	24%	24%	24%	19%	18%	13%	26%	11%	14%	24%	21%	30%	24%	31%	19%	22%	27%	27%	30%

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Table 17

Q3a. Please indicate which of the following best describes your working status before March 2020 taking into account any changes due to the impact of the Coronavirus pandemic.
Base: All respondents

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	The fees charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of my savings increase by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't think it is possible for me to change where my pension is invested		
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
House person, housewife, househusband, etc.	168 6%	24 2%	33 2%	38 2%	11 2%	5 2%	23 2%	8 1%	22 3%	1 1%	7 2%	5 1%	10 3%	12 3%	10 4%	15 3%	10 3%	4 4%	1 3%	1 2%	9 3%

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Table 18

Q3a. Please indicate which of the following best describes your working status before March 2020 taking into account any changes due to the impact of the Coronavirus pandemic.
Base: All respondents

	vested					investing					Clockface Quadrants						
	Total	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
NET: Working	1803	45	66	49	60	65	66	32	173	218	1003	400	181	373	465	441	524
	60%	87%	90%	87%	82%	89%	87%	91%	67%	64%	59%	63%	51%	58%	63%	62%	56%
Working full time - working 30 hours per week or more	1288	38	56	42	56	55	56	31	140	147	722	288	130	255	332	307	393
	43%	73%	75%	75%	77%	75%	74%	88%	54%	43%	43%	46%	37%	40%	45%	44%	42%
Working part-time - working between 8 and 29 hours per week	308	4	6	4	1	4	7	1	20	38	177	66	27	76	82	73	77
	10%	8%	8%	7%	1%	5%	9%	2%	8%	11%	10%	10%	8%	12%	11%	10%	8%
Self-employed - working 30 hours per week or more	130	3	3	3	1	7	3	1	7	24	58	29	18	27	31	35	37
	4%	5%	5%	4%	2%	9%	4%	2%	3%	7%	3%	5%	5%	4%	4%	5%	4%
Self-employed - working between 8 and 29 hours per week	78	1	2	1	2	-	-	-	6	9	46	17	6	15	20	26	17
	3%	2%	2%	1%	2%	-	-	-	2%	3%	3%	3%	2%	2%	3%	4%	2%
NET: Not working	1214	7	8	7	13	8	10	3	86	125	685	230	173	272	271	266	405
	40%	13%	10%	13%	18%	11%	13%	9%	33%	36%	41%	37%	49%	42%	37%	38%	44%
Not working but seeking work or temporarily unemployed or sick	113	2	2	1	1	1	2	-	6	17	54	28	13	38	23	30	22
	4%	3%	2%	2%	1%	1%	2%	-	2%	5%	3%	4%	4%	6%	3%	4%	2%
Not working and not seeking work	139	1	1	1	2	2	-	1	11	14	75	23	27	54	31	27	27
	5%	1%	1%	1%	2%	2%	-	2%	4%	4%	4%	4%	8%	8%	4%	4%	3%
Student	174	-	1	1	2	1	4	1	6	29	104	29	13	36	23	68	48
	6%	-	1%	3%	3%	2%	5%	2%	2%	8%	6%	5%	4%	6%	3%	10%	5%
Retired on a state pension only	144	-	1	-	1	-	1	-	5	12	73	32	28	25	38	17	66
	5%	-	1%	-	1%	-	1%	-	2%	3%	4%	5%	8%	4%	5%	2%	7%
Retired with a private pension	475	4	3	4	8	3	3	2	53	37	287	80	71	70	104	105	196
	16%	8%	4%	6%	11%	4%	4%	5%	20%	11%	17%	13%	20%	11%	14%	15%	21%

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Table 18

Q3a. Please indicate which of the following best describes your working status before March 2020 taking into account any changes due to the impact of the Coronavirus pandemic.
Base: All respondents

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
House person, housewife, househusband, etc.	168 6%	-	1 1%	-	-	2 2%	-	-	5 2%	17 5%	92 5%	38 6%	22 6%	48 7%	54 7%	21 3%	46 5%

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Table 19

Q3b. Please indicate which of the following best describes your working status today taking into account any changes due to the impact of the Coronavirus pandemic.

Base: All respondents

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
NET: Working	1784	923	855	587	386	414	261	92	253	238	225	141	47	327	148	189	120	44	1438	347	-	-	-	-	-
	59%	63%	56%	81%	80%	79%	57%	13%	84%	88%	84%	56%	14%	79%	70%	73%	57%	12%	100%	100%	-	-	-	-	-
Working full time - working 30 hours per week or more	1320	716	600	466	313	304	161	45	205	206	174	91	26	258	107	129	69	19	1320	-	-	-	-	-	-
	44%	49%	39%	64%	65%	58%	35%	6%	68%	76%	65%	36%	8%	62%	51%	50%	33%	5%	92%	-	-	-	-	-	-
Working part-time - working between 8 and 29 hours per week	274	86	184	83	45	56	57	24	27	13	14	18	10	53	31	42	39	14	-	274	-	-	-	-	-
	9%	6%	12%	11%	9%	11%	12%	3%	9%	5%	5%	7%	3%	13%	15%	16%	19%	4%	-	79%	-	-	-	-	-
Self-employed - working 30 hours per week or more	118	87	30	25	19	39	23	9	18	15	27	20	7	7	4	12	3	2	118	-	-	-	-	-	-
	4%	6%	2%	3%	4%	7%	5%	1%	6%	6%	10%	8%	2%	2%	2%	5%	2%	*	8%	-	-	-	-	-	-
Self-employed - working between 8 and 29 hours per week	73	33	40	13	9	15	20	13	4	4	9	12	4	9	5	6	8	9	-	73	-	-	-	-	-
	2%	2%	3%	2%	2%	3%	4%	2%	1%	1%	4%	5%	1%	2%	2%	2%	4%	2%	-	21%	-	-	-	-	-
NET: Not working	1233	550	678	136	95	112	200	612	49	31	42	110	288	86	63	69	90	323	-	-	120	143	123	680	166
	41%	37%	44%	19%	20%	21%	43%	87%	16%	12%	16%	44%	86%	21%	30%	27%	43%	88%	-	-	100%	100%	100%	100%	100%
Not working but seeking work or temporarily unemployed or sick	120	69	51	34	24	26	30	5	22	11	17	17	1	12	13	9	12	4	-	-	120	-	-	-	-
	4%	5%	3%	5%	5%	5%	6%	1%	7%	4%	6%	7%	*	3%	6%	4%	6%	1%	-	-	100%	-	-	-	-
Not working and not seeking work	143	69	72	27	22	36	41	14	10	9	18	27	4	17	13	17	14	10	-	-	-	143	-	-	-
	5%	5%	5%	4%	5%	7%	9%	2%	3%	3%	7%	11%	1%	4%	6%	7%	7%	3%	-	-	-	100%	-	-	-
Student	123	45	76	44	3	3	-	-	15	1	1	-	-	28	2	2	-	-	-	-	-	-	123	-	-
	4%	3%	5%	6%	1%	1%	-	-	5%	*	1%	-	-	7%	1%	1%	-	-	-	-	-	-	100%	-	-
Retired on a state pension only	166	51	115	-	-	1	2	163	-	-	1	-	50	-	-	-	2	113	-	-	-	-	-	166	-
	6%	3%	7%	-	-	*	*	23%	-	-	*	-	15%	-	-	-	1%	31%	-	-	-	-	-	24%	-
Retired with a private pension	514	295	219	-	2	4	89	419	-	2	3	59	232	-	-	2	30	187	-	-	-	-	-	514	-
	17%	20%	14%	-	*	1%	19%	60%	-	1%	1%	23%	69%	-	-	1%	14%	51%	-	-	-	-	-	76%	-
House person, housewife, househusband, etc.	166	22	145	32	44	41	39	11	2	8	2	8	2	30	35	39	31	10	-	-	-	-	-	-	166
	6%	1%	9%	4%	9%	8%	8%	2%	1%	3%	1%	3%	*	7%	17%	15%	15%	3%	-	-	-	-	-	-	100%

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Absolutes/col percents

Table 20

Q3b. Please indicate which of the following best describes your working status today taking into account any changes due to the impact of the Coronavirus pandemic.

Base: All respondents

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-eastern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
NET: Working	1784	498	569	431	286	149	72	208	141	150	139	83	144	265	236	149	49	1486	275	53	141	48	17	16	24
	59%	63%	65%	68%	40%	58%	58%	62%	57%	58%	64%	58%	51%	67%	58%	58%	58%	57%	71%	70%	75%	62%	76%	67%	74%
Working full time - working 30 hours per week or more	1320	385	430	316	190	113	57	159	106	121	104	64	103	178	170	105	39	1098	205	33	114	33	10	16	17
	44%	49%	49%	50%	26%	44%	46%	48%	42%	47%	48%	45%	37%	45%	41%	41%	47%	42%	53%	43%	60%	43%	45%	64%	52%
Working part-time - working between 8 and 29 hours per week	274	58	87	66	63	23	7	27	24	23	22	10	23	48	42	21	3	224	49	13	23	10	2	1	1
	9%	7%	10%	10%	9%	9%	6%	8%	10%	9%	10%	7%	8%	12%	10%	8%	4%	9%	13%	17%	12%	13%	9%	3%	5%
Self-employed - working 30 hours per week or more	118	36	30	32	20	10	4	10	6	4	11	4	12	22	17	10	6	95	18	5	3	5	5	-	4
	4%	4%	3%	5%	3%	4%	3%	3%	3%	1%	5%	3%	4%	6%	4%	4%	7%	4%	5%	7%	2%	6%	22%	-	14%
Self-employed - working between 8 and 29 hours per week	73	19	23	17	14	3	4	12	5	3	2	5	5	16	6	12	1	69	3	2	1	1	-	-	1
	2%	2%	3%	3%	2%	1%	3%	3%	2%	1%	1%	3%	2%	4%	2%	5%	1%	3%	1%	2%	*	1%	-	-	4%
NET: Not working	1233	296	302	201	433	107	51	127	109	109	79	59	137	133	174	110	36	1111	113	23	48	29	5	8	8
	41%	37%	35%	32%	60%	42%	42%	38%	43%	42%	36%	42%	49%	33%	42%	42%	42%	43%	29%	30%	25%	38%	24%	33%	26%
Not working but seeking work or temporarily unemployed or sick	120	9	13	13	85	13	6	12	10	13	5	8	14	16	13	9	2	98	21	9	5	5	-	1	2
	4%	1%	2%	2%	12%	5%	5%	4%	4%	5%	2%	5%	5%	4%	3%	4%	3%	4%	5%	12%	3%	6%	-	5%	6%
Not working and not seeking work	143	5	18	13	107	14	5	16	11	13	7	10	14	13	23	10	7	129	13	1	9	3	-	-	1
	5%	1%	2%	2%	15%	5%	4%	5%	5%	5%	3%	7%	5%	3%	6%	4%	9%	5%	3%	1%	5%	4%	-	-	2%
Student	123	26	73	9	15	10	4	8	13	14	15	3	8	19	17	10	2	74	48	6	17	15	5	3	2
	4%	3%	8%	1%	2%	4%	3%	2%	5%	6%	7%	2%	3%	5%	4%	4%	2%	3%	12%	8%	9%	20%	24%	13%	5%
Retired on a state pension only	166	12	13	29	113	15	5	18	13	18	7	5	23	18	26	15	4	161	5	2	3	-	-	-	-
	6%	1%	1%	5%	16%	6%	4%	5%	5%	7%	3%	3%	8%	4%	6%	6%	4%	6%	1%	3%	1%	-	-	-	-
Retired with a private pension	514	222	160	97	34	41	22	57	45	36	32	30	60	55	73	54	10	501	11	3	3	3	-	1	3
	17%	28%	18%	15%	5%	16%	18%	17%	18%	14%	15%	21%	21%	14%	18%	21%	11%	19%	3%	5%	2%	4%	-	5%	8%
House person, housewife, etc.	166	22	25	41	79	16	9	16	17	14	13	4	19	12	22	12	11	149	16	1	10	3	-	2	1
	6%	3%	3%	6%	11%	6%	8%	5%	7%	6%	6%	3%	7%	3%	5%	5%	13%	6%	4%	1%	5%	4%	-	9%	5%

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Absolutes/col percents

Table 21

Q3b. Please indicate which of the following best describes your working status today taking into account any changes due to the impact of the Coronavirus pandemic.
Base: All respondents

	Income															Pension Status Awareness			
	Total	Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
NET: Working	1784	133	225	306	411	304	125	70	87	40	14	10	12	6	12	1372	210	8	194
	59%	26%	43%	60%	72%	75%	77%	86%	87%	93%	84%	88%	84%	84%	88%	64%	80%	11%	35%
Working full time - working 30 hours per week or more	1320	25	100	228	347	259	110	61	81	35	13	8	10	6	10	1099	114	2	106
	44%	5%	19%	44%	61%	64%	68%	76%	80%	82%	81%	71%	73%	84%	75%	51%	44%	2%	19%
Working part-time - working between 8 and 29 hours per week	274	61	81	50	30	26	8	7	5	3	-	1	-	-	-	178	41	3	52
	9%	12%	15%	10%	5%	6%	5%	8%	5%	8%	-	8%	-	-	-	8%	16%	4%	10%
Self-employed - working 30 hours per week or more	118	20	28	19	22	14	5	1	1	2	-	1	2	-	2	54	40	3	21
	4%	4%	5%	4%	4%	4%	3%	2%	1%	4%	-	9%	11%	-	12%	3%	15%	4%	4%
Self-employed - working between 8 and 29 hours per week	73	27	16	8	11	5	1	*	1	-	1	-	-	-	-	42	15	1	15
	2%	5%	3%	2%	2%	1%	1%	1%	1%	-	3%	-	-	-	-	2%	6%	1%	3%
NET: Not working	1233	379	304	208	160	102	37	11	13	3	3	1	2	1	2	764	51	63	354
	41%	74%	57%	40%	28%	25%	23%	14%	13%	7%	16%	12%	16%	16%	12%	36%	20%	89%	65%
Not working but seeking work or temporarily unemployed or sick	120	73	27	10	5	1	3	1	1	-	-	-	-	-	-	44	8	-	68
	4%	14%	5%	2%	1%	*	2%	1%	1%	-	-	-	-	-	-	2%	3%	-	12%
Not working and not seeking work	143	67	40	14	10	9	1	-	1	1	-	-	-	-	-	58	8	1	75
	5%	13%	8%	3%	2%	2%	*	-	1%	1%	-	-	-	-	-	3%	3%	1%	14%
Student	123	61	22	9	7	8	4	2	1	1	2	1	1	1	-	18	9	-	96
	4%	12%	4%	2%	1%	2%	2%	3%	1%	3%	12%	12%	9%	16%	-	1%	4%	-	17%
Retired on a state pension only	166	62	60	24	10	2	4	-	-	1	-	-	-	-	1	93	-	61	13
	6%	12%	11%	5%	2%	*	3%	-	-	2%	-	-	-	-	7%	4%	-	85%	2%
Retired with a private pension	514	43	127	132	107	68	20	7	7	-	-	-	-	-	1	510	1	2	2
	17%	8%	24%	26%	19%	17%	12%	9%	7%	-	-	-	-	-	6%	24%	*	3%	*
House person, housewife, househusband, etc.	166	73	28	18	21	15	6	1	3	-	1	-	1	-	-	41	25	-	100
	6%	14%	5%	4%	4%	4%	4%	2%	3%	-	4%	-	7%	-	-	2%	9%	-	18%

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Absolutes/col percents

Table 22

Q3b. Please indicate which of the following best describes your working status today taking into account any changes due to the impact of the Coronavirus pandemic.
Base: All respondents

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
NET: Working	1784	489	779	181	333	312	4	10	875	190	84	17	62	79	32	84	92	668	105	564	844	272	156	1213
	59%	49%	80%	42%	74%	58%	39%	75%	68%	57%	76%	73%	69%	54%	23%	36%	76%	62%	71%	61%	60%	51%	20%	90%
Working full time - working 30 hours per week or more	1320	383	676	136	267	214	4	7	737	99	61	11	43	37	18	36	65	515	91	425	615	190	91	1006
	44%	38%	69%	32%	60%	40%	39%	54%	57%	30%	56%	51%	48%	25%	13%	16%	54%	48%	62%	46%	44%	35%	12%	75%
Working part-time - working between 8 and 29 hours per week	274	60	75	26	50	46	-	3	97	41	19	3	16	16	7	22	21	84	7	77	144	46	38	138
	9%	6%	8%	6%	11%	9%	-	21%	7%	12%	17%	13%	18%	11%	5%	9%	17%	8%	5%	8%	10%	9%	5%	10%
Self-employed - working 30 hours per week or more	118	23	19	10	10	29	-	-	25	39	3	1	3	18	5	14	4	46	6	40	49	22	11	43
	4%	2%	2%	2%	2%	5%	-	-	2%	12%	2%	6%	3%	12%	3%	6%	3%	4%	4%	4%	4%	4%	1%	3%
Self-employed - working between 8 and 29 hours per week	73	23	8	10	5	22	-	-	16	12	1	1	-	9	2	11	2	23	2	21	35	15	17	25
	2%	2%	1%	2%	1%	4%	-	-	1%	4%	1%	3%	-	6%	1%	5%	2%	2%	1%	2%	3%	3%	2%	2%
NET: Not working	1233	506	196	247	115	230	7	3	421	144	26	6	28	68	106	150	30	408	42	366	560	264	625	136
	41%	51%	20%	58%	26%	42%	61%	25%	32%	43%	24%	27%	31%	46%	77%	64%	24%	38%	29%	39%	40%	49%	80%	10%
Not working but seeking work or temporarily unemployed or sick	120	17	16	7	7	17	-	1	22	29	2	1	7	6	16	25	2	24	4	20	55	42	9	34
	4%	2%	2%	2%	2%	3%	-	5%	2%	9%	1%	4%	8%	4%	11%	11%	2%	2%	3%	2%	4%	8%	1%	3%
Not working and not seeking work	143	22	14	13	14	26	1	1	25	25	1	-	5	9	12	37	1	33	4	29	62	47	19	39
	5%	2%	1%	3%	3%	5%	8%	7%	2%	7%	1%	-	6%	6%	9%	16%	1%	3%	3%	3%	4%	9%	2%	3%
Student	123	5	9	2	5	1	1	-	10	14	15	4	12	23	18	40	17	27	5	22	64	31	2	16
	4%	*	1%	*	1%	*	8%	-	1%	4%	13%	19%	13%	16%	13%	17%	14%	3%	3%	2%	5%	6%	*	1%
Retired on a state pension only	166	91	6	5	9	10	1	-	11	27	1	-	2	-	38	8	1	45	2	44	80	41	84	6
	6%	9%	1%	1%	2%	2%	8%	-	1%	8%	1%	-	2%	-	27%	4%	1%	4%	1%	5%	6%	8%	11%	*
Retired with a private pension	514	362	141	210	74	158	4	1	333	1	2	-	-	1	2	-	2	249	25	224	229	36	499	10
	17%	36%	14%	49%	16%	29%	36%	6%	26%	*	2%	-	-	1%	1%	-	2%	23%	17%	24%	16%	7%	64%	1%
House person, housewife, househusband, etc.	166	10	10	10	6	18	-	1	20	48	6	1	2	29	20	40	7	30	2	28	69	67	11	30
	6%	1%	1%	2%	1%	3%	-	7%	2%	14%	5%	4%	2%	20%	15%	17%	5%	3%	2%	3%	5%	12%	1%	2%

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Table 23

Q3b. Please indicate which of the following best describes your working status today taking into account any changes due to the impact of the Coronavirus pandemic.
Base: All respondents

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money I save by, or the return on investment	Investing in companies or assets that are in line with my moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't think it is possible for me to change where my pension is invested	
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
NET: Working	1784	734	861	1101	428	224	767	406	514	88	318	314	242	272	139	297	223	71	27	27	145
	59%	64%	62%	63%	64%	67%	69%	77%	60%	76%	77%	62%	65%	56%	57%	55%	67%	61%	55%	56%	55%
Working full time - working 30 hours per week or more	1320	584	679	878	348	187	619	339	389	76	263	263	182	207	107	217	171	52	20	18	111
	44%	51%	49%	50%	52%	56%	56%	64%	45%	66%	64%	52%	49%	43%	44%	40%	51%	44%	40%	36%	42%
Working part-time - working between 8 and 29 hours per week	274	96	113	139	51	27	107	46	74	7	39	35	33	40	23	46	34	10	5	3	18
	9%	8%	8%	8%	8%	8%	10%	9%	9%	6%	9%	7%	9%	8%	9%	9%	10%	9%	10%	7%	7%
Self-employed - working 30 hours per week or more	118	35	38	47	16	6	20	12	32	4	7	7	17	16	3	23	8	6	1	5	9
	4%	3%	3%	3%	2%	2%	2%	2%	4%	4%	2%	1%	4%	3%	1%	4%	3%	5%	3%	10%	4%
Self-employed - working between 8 and 29 hours per week	73	20	31	37	13	4	21	9	18	1	9	10	10	8	5	12	9	4	1	2	6
	2%	2%	2%	2%	2%	1%	2%	2%	2%	*	2%	2%	3%	2%	2%	2%	3%	3%	2%	4%	2%
NET: Not working	1233	420	525	655	240	111	341	122	343	27	95	192	132	211	106	242	110	45	23	22	117
	41%	36%	38%	37%	36%	33%	31%	23%	40%	24%	23%	38%	35%	44%	43%	45%	33%	39%	45%	44%	45%
Not working but seeking work or temporarily unemployed or sick	120	26	23	37	12	7	25	4	23	2	3	10	9	14	6	13	9	4	2	1	8
	4%	2%	2%	2%	2%	2%	2%	1%	3%	1%	1%	2%	2%	3%	3%	2%	3%	3%	4%	1%	3%
Not working and not seeking work	143	33	37	49	17	10	28	13	34	3	10	6	16	18	5	22	16	3	4	5	10
	5%	3%	3%	3%	3%	3%	3%	2%	4%	3%	2%	1%	4%	4%	2%	4%	5%	3%	7%	9%	4%
Student	123	8	12	11	8	5	9	7	4	1	7	6	2	3	1	3	3	1	-	1	1
	4%	1%	1%	1%	1%	2%	1%	1%	*	1%	2%	1%	*	1%	*	*	1%	1%	-	2%	1%
Retired on a state pension only	166	54	65	76	26	12	46	11	27	4	7	31	12	15	24	14	8	5	2	2	10
	6%	5%	5%	4%	4%	4%	4%	2%	3%	3%	2%	6%	3%	3%	10%	3%	2%	5%	4%	3%	4%
Retired with a private pension	514	279	356	449	164	68	211	80	237	16	63	132	86	151	61	177	66	28	13	13	81
	17%	24%	26%	26%	25%	20%	19%	15%	28%	14%	15%	26%	23%	31%	25%	33%	20%	24%	25%	27%	31%

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Absolutes/col percents

Table 23

Q3b. Please indicate which of the following best describes your working status today taking into account any changes due to the impact of the Coronavirus pandemic.
Base: All respondents

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	The fees charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of my pension savings increase by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me		NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that moving my money will make a difference to my pension is invested	I don't think it is possible for me to change where my pension is invested	
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
House person, housewife, househusband, etc.	166 6%	20 2%	31 2%	33 2%	12 2%	7 2%	21 2%	7 1%	18 2%	2 1%	6 1%	7 1%	8 2%	11 2%	9 4%	15 3%	8 3%	4 3%	2 4%	1 2%	7 3%

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Absolutes/col percents

Table 24

Q3b. Please indicate which of the following best describes your working status today taking into account any changes due to the impact of the Coronavirus pandemic.
Base: All respondents

	vested					investing					Clockface Quadrants						
	Total	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
NET: Working	1784	43	64	50	59	65	68	33	174	219	997	393	176	367	453	442	523
	59%	83%	87%	88%	81%	89%	90%	93%	67%	64%	59%	62%	50%	57%	61%	63%	56%
Working full time - working 30 hours per week or more	1320	33	53	41	52	57	54	30	142	152	751	288	129	268	333	332	387
	44%	64%	71%	73%	71%	78%	72%	84%	55%	44%	44%	46%	37%	42%	45%	47%	42%
Working part-time - working between 8 and 29 hours per week	274	7	8	6	5	6	11	2	22	35	152	64	23	61	71	56	86
	9%	13%	11%	11%	7%	9%	15%	7%	8%	10%	9%	10%	6%	10%	10%	8%	9%
Self-employed - working 30 hours per week or more	118	2	1	1	1	1	2	-	6	25	51	24	18	20	33	33	32
	4%	3%	2%	2%	2%	2%	2%	-	2%	7%	3%	4%	5%	3%	4%	5%	3%
Self-employed - working between 8 and 29 hours per week	73	1	2	1	1	1	1	1	5	7	44	16	6	18	15	21	18
	2%	3%	2%	2%	2%	1%	2%	2%	2%	2%	3%	2%	2%	3%	2%	3%	2%
NET: Not working	1233	9	10	7	14	8	8	3	85	125	691	238	178	277	284	265	406
	41%	17%	13%	12%	19%	11%	10%	7%	33%	36%	41%	38%	50%	43%	39%	37%	44%
Not working but seeking work or temporarily unemployed or sick	120	2	2	1	-	1	1	-	2	18	58	30	14	39	29	31	22
	4%	3%	3%	1%	-	1%	1%	-	1%	5%	3%	5%	4%	6%	4%	4%	2%
Not working and not seeking work	143	1	1	1	1	3	-	1	8	17	74	25	27	60	34	27	21
	5%	3%	2%	1%	1%	4%	-	2%	3%	5%	4%	4%	7%	9%	5%	4%	2%
Student	123	-	1	1	2	-	2	-	4	19	74	20	10	24	12	52	36
	4%	-	1%	1%	2%	-	2%	-	2%	6%	4%	3%	3%	4%	2%	7%	4%
Retired on a state pension only	166	1	1	-	1	-	1	-	9	15	80	39	32	31	44	19	72
	6%	2%	1%	-	1%	-	1%	-	4%	4%	5%	6%	9%	5%	6%	3%	8%
Retired with a private pension	514	4	3	4	10	3	4	2	58	37	315	88	74	76	111	116	212
	17%	8%	4%	8%	14%	5%	6%	5%	22%	11%	19%	14%	21%	12%	15%	16%	23%

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Absolutes/col percents

Table 24

Q3b. Please indicate which of the following best describes your working status today taking into account any changes due to the impact of the Coronavirus pandemic.
Base: All respondents

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	My pension was not being flexibly invested in how much I can add to my savings each month with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right		
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
House person, housewife, househusband, etc.	166 6%	1 2%	1 2%	- -	- -	1 1%	- -	- -	4 2%	18 5%	90 5%	36 6%	21 6%	48 7%	54 7%	20 3%	44 5%

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Absolutes/col percents

Table 25
Q4. Which of the following describes where you live?
Base: All respondents

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
Scotland	256	117	138	61	53	40	41	53	16	27	21	24	27	43	25	19	17	26	123	26	13	14	10	56	16
	8%	8%	9%	8%	11%	8%	9%	8%	5%	10%	8%	10%	8%	10%	12%	7%	8%	7%	9%	7%	11%	10%	8%	8%	16%
North East	124	63	61	19	21	30	20	29	10	11	15	11	12	9	10	15	9	17	61	11	6	5	4	27	9
	4%	4%	4%	3%	4%	6%	4%	4%	3%	4%	6%	5%	4%	2%	5%	6%	4%	5%	4%	3%	5%	3%	3%	4%	6%
North West	335	170	165	93	67	49	41	79	38	38	27	27	35	54	28	22	14	44	169	39	12	16	8	76	16
	11%	12%	11%	13%	14%	9%	9%	11%	13%	14%	10%	11%	11%	13%	13%	9%	7%	12%	12%	11%	10%	11%	7%	11%	9%
Yorkshire and the Humber	250	112	138	57	39	45	38	61	24	24	18	14	28	34	15	25	24	33	112	29	10	11	13	57	17
	8%	8%	9%	8%	8%	8%	8%	9%	8%	9%	7%	6%	8%	8%	7%	10%	12%	9%	8%	8%	8%	8%	11%	8%	11%
West Midlands	259	128	130	89	35	30	29	55	42	18	17	18	25	46	16	13	11	30	124	26	13	13	14	54	14
	9%	9%	9%	12%	7%	6%	6%	8%	14%	7%	6%	7%	7%	11%	8%	5%	5%	8%	9%	7%	11%	9%	12%	8%	9%
East Midlands	217	114	104	61	32	45	33	38	22	22	25	18	19	38	10	19	14	18	115	24	5	7	15	39	13
	7%	8%	7%	8%	7%	8%	7%	5%	7%	8%	9%	7%	6%	9%	5%	8%	7%	5%	8%	7%	4%	5%	12%	6%	8%
Wales	142	59	81	33	24	25	25	31	9	14	11	10	13	22	11	14	14	17	68	14	8	10	3	34	4
	5%	4%	5%	5%	5%	5%	5%	4%	3%	5%	4%	4%	4%	5%	5%	6%	7%	5%	5%	4%	6%	7%	3%	5%	2%
East of England	281	132	148	44	47	41	51	88	20	27	17	22	45	24	20	24	30	43	115	28	14	14	8	82	19
	9%	9%	10%	6%	10%	8%	11%	12%	7%	10%	6%	9%	13%	6%	9%	9%	14%	12%	8%	8%	12%	10%	6%	12%	11%
London	398	192	204	105	62	78	63	70	50	32	40	38	22	52	30	38	25	48	200	65	16	13	19	73	12
	13%	13%	13%	15%	13%	15%	14%	10%	17%	12%	15%	15%	7%	13%	14%	15%	12%	13%	14%	19%	13%	9%	16%	11%	7%
South East	410	214	196	98	53	72	67	107	45	27	39	37	62	52	26	32	30	45	187	49	13	23	17	99	22
	14%	15%	13%	13%	11%	14%	14%	15%	15%	10%	15%	15%	19%	13%	12%	13%	14%	12%	13%	14%	11%	11%	16%	14%	13%
South West	259	127	132	47	31	55	39	76	19	20	25	23	37	28	11	31	16	39	116	33	9	10	10	69	12
	9%	9%	9%	7%	6%	11%	8%	11%	6%	7%	9%	9%	11%	7%	5%	12%	7%	10%	8%	10%	8%	7%	8%	10%	7%
Northern Ireland	84	47	37	18	18	18	14	17	7	10	12	9	10	11	8	5	5	7	45	4	2	7	2	13	11
	3%	3%	2%	2%	4%	3%	3%	2%	2%	4%	5%	3%	3%	3%	4%	2%	2%	2%	3%	1%	2%	5%	1%	2%	7%

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Absolutes/col percents

Table 26
Q4. Which of the following describes where you live?
Base: All respondents

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
Scotland	256	61	64	61	70	256	-	-	-	-	-	-	-	-	-	-	-	236	15	4	8	1	2	-	5
	8%	8%	7%	10%	10%	100%	-	-	-	-	-	-	-	-	-	-	-	9%	4%	6%	4%	1%	11%	-	16%
North East	124	41	37	22	24	-	124	-	-	-	-	-	-	-	-	-	-	119	4	-	-	1	3	-	-
	4%	5%	4%	3%	3%	-	100%	-	-	-	-	-	-	-	-	-	-	5%	1%	-	-	1%	15%	-	-
North West	335	81	102	73	79	-	-	335	-	-	-	-	-	-	-	-	-	284	48	8	28	7	3	1	2
	11%	10%	12%	12%	11%	-	-	100%	-	-	-	-	-	-	-	-	-	11%	12%	11%	15%	9%	15%	5%	8%
Yorkshire and the Humber	250	63	77	49	61	-	-	-	250	-	-	-	-	-	-	-	-	217	33	4	15	8	-	5	1
	8%	8%	9%	8%	9%	-	-	-	100%	-	-	-	-	-	-	-	-	8%	8%	6%	8%	11%	-	19%	3%
West Midlands	259	69	69	60	61	-	-	-	-	259	-	-	-	-	-	-	-	200	56	5	34	11	3	5	3
	9%	9%	8%	10%	8%	-	-	-	-	100%	-	-	-	-	-	-	-	8%	15%	6%	18%	14%	11%	19%	9%
East Midlands	217	55	65	48	49	-	-	-	-	-	217	-	-	-	-	-	-	194	20	5	9	5	1	-	3
	7%	7%	7%	8%	7%	-	-	-	-	-	100%	-	-	-	-	-	-	7%	5%	7%	5%	6%	5%	-	9%
Wales	142	34	45	30	33	-	-	-	-	-	-	142	-	-	-	-	-	129	13	2	5	1	1	3	-
	5%	4%	5%	5%	5%	-	-	-	-	-	-	100%	-	-	-	-	-	5%	3%	3%	3%	1%	6%	14%	-
East of England	281	61	84	57	78	-	-	-	-	-	-	-	281	-	-	-	-	267	12	6	3	2	-	1	1
	9%	8%	10%	9%	11%	-	-	-	-	-	-	-	100%	-	-	-	-	10%	3%	8%	1%	3%	-	6%	4%
London	398	129	120	80	69	-	-	-	-	-	-	-	-	398	-	-	-	262	126	25	57	32	6	6	10
	13%	16%	14%	13%	10%	-	-	-	-	-	-	-	-	100%	-	-	-	10%	33%	33%	30%	42%	29%	25%	30%
South East	410	118	109	82	101	-	-	-	-	-	-	-	-	-	410	-	-	361	48	16	23	4	2	3	2
	14%	15%	13%	13%	14%	-	-	-	-	-	-	-	-	-	100%	-	-	14%	12%	21%	12%	5%	9%	13%	6%
South West	259	61	83	50	65	-	-	-	-	-	-	-	-	-	-	259	-	247	10	1	5	4	-	-	2
	9%	8%	10%	8%	9%	-	-	-	-	-	-	-	-	-	-	100%	-	9%	3%	1%	3%	6%	-	-	7%
Northern Ireland	84	21	15	20	28	-	-	-	-	-	-	-	-	-	-	-	84	80	1	-	1	-	-	-	3
	3%	3%	2%	3%	4%	-	-	-	-	-	-	-	-	-	-	-	100%	3%	*	-	1%	-	-	-	9%

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Absolutes/col percents

Table 27
Q4. Which of the following describes where you live?
Base: All respondents

	Income															Pension Status Awareness			
	Total	Up to	£10,001	£15,001	£20,001	£25,001	£30,001	£35,001	£40,001	£50,001	£60,001	£70,001	£80,001	£90,001	More than	Pension holder and aware	Pension holder but not aware	Potential past auto-enrolled	Non-pension holder
		£10,000	£15,000	£20,000	£25,000	£30,000	£35,000	£40,000	£50,000	£60,000	£70,000	£80,000	£90,000	£100,000	£100,000				
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
Scotland	256	41	56	44	53	25	11	7	6	5	4	-	2	-	1	181	27	6	42
	8%	8%	11%	9%	9%	6%	7%	8%	6%	11%	23%	-	15%	-	7%	8%	10%	9%	8%
North East	124	23	23	16	30	15	8	3	3	-	-	-	-	1	-	80	12	5	27
	4%	4%	4%	3%	5%	4%	5%	4%	3%	-	-	-	-	16%	-	4%	4%	7%	5%
North West	335	50	47	77	54	49	14	10	12	12	-	1	-	2	-	250	33	6	46
	11%	10%	9%	15%	9%	12%	9%	13%	12%	28%	-	9%	-	23%	-	12%	13%	8%	8%
Yorkshire and the Humber	250	45	50	45	51	35	13	2	3	1	-	-	2	1	-	171	20	5	55
	8%	9%	10%	9%	9%	9%	8%	2%	3%	2%	-	-	18%	16%	-	8%	8%	7%	10%
West Midlands	259	49	41	45	52	31	17	6	11	1	-	-	3	-	-	168	24	7	60
	9%	10%	8%	9%	9%	8%	10%	8%	11%	3%	-	-	19%	-	-	8%	9%	10%	11%
East Midlands	217	30	40	40	43	31	14	1	8	1	-	1	-	3	150	26	4	38	
	7%	6%	8%	8%	7%	8%	9%	2%	8%	3%	-	12%	9%	-	21%	7%	10%	6%	7%
Wales	142	23	27	20	28	24	7	3	4	3	-	-	1	-	-	104	7	4	27
	5%	4%	5%	4%	5%	6%	4%	3%	4%	6%	-	-	10%	-	-	5%	3%	5%	5%
East of England	281	53	60	44	53	35	8	8	11	1	2	1	-	-	3	199	17	7	58
	9%	10%	11%	9%	9%	9%	5%	10%	11%	3%	12%	9%	-	-	23%	9%	7%	9%	11%
London	398	62	68	53	63	55	30	15	17	10	6	3	2	3	5	275	39	5	79
	13%	12%	13%	10%	11%	14%	18%	18%	17%	23%	34%	28%	11%	45%	33%	13%	15%	8%	14%
South East	410	81	60	66	80	53	20	14	14	5	3	5	1	-	2	306	30	12	62
	14%	16%	11%	13%	14%	13%	12%	17%	14%	12%	17%	41%	9%	-	17%	14%	12%	17%	11%
South West	259	45	40	55	46	39	17	5	7	2	1	-	-	-	-	198	14	8	39
	9%	9%	8%	11%	8%	10%	11%	7%	7%	4%	7%	-	-	-	-	9%	6%	12%	7%
Northern Ireland	84	11	15	8	18	13	3	6	5	2	1	-	1	-	-	54	12	2	16
	3%	2%	3%	2%	3%	3%	2%	7%	4%	5%	8%	-	9%	-	-	3%	5%	3%	3%

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Absolutes/col percents

Table 28
Q4. Which of the following describes where you live?
Base: All respondents

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
Scotland	256	80	79	31	46	45	1	-	103	27	7	2	1	11	13	27	8	91	17	74	113	52	68	114
	8%	8%	8%	7%	10%	8%	12%	-	8%	8%	6%	10%	1%	8%	9%	11%	6%	8%	11%	8%	8%	10%	9%	8%
North East	124	35	38	23	10	15	1	1	59	18	4	1	2	5	10	9	5	39	3	36	59	26	30	50
	4%	3%	4%	5%	2%	3%	8%	5%	5%	5%	3%	7%	2%	3%	7%	4%	4%	4%	2%	4%	4%	5%	4%	4%
North West	335	103	116	53	57	48	1	3	157	25	8	2	9	13	15	23	9	121	19	102	156	57	89	160
	11%	10%	12%	12%	13%	9%	8%	26%	12%	7%	8%	7%	10%	9%	11%	10%	8%	11%	13%	11%	11%	11%	11%	12%
Yorkshire and the Humber	250	78	82	31	40	37	2	1	105	37	13	1	9	13	10	21	14	90	10	80	112	48	64	105
	8%	8%	8%	7%	9%	7%	15%	4%	8%	11%	12%	4%	10%	9%	7%	9%	12%	8%	7%	9%	8%	9%	8%	8%
West Midlands	259	76	83	28	30	45	-	1	104	38	12	4	16	21	13	18	14	96	16	79	116	48	58	111
	9%	8%	8%	7%	7%	8%	-	9%	8%	11%	11%	18%	18%	14%	10%	8%	12%	9%	11%	9%	8%	9%	7%	8%
East Midlands	217	62	68	35	36	32	2	1	90	29	14	6	6	16	7	18	14	73	2	70	101	43	41	106
	7%	6%	7%	8%	8%	6%	18%	5%	7%	9%	12%	26%	7%	11%	5%	8%	12%	7%	1%	8%	7%	8%	5%	8%
Wales	142	55	59	19	20	22	-	1	72	13	5	1	6	6	7	9	5	41	5	35	79	22	37	67
	5%	5%	6%	4%	4%	4%	-	5%	6%	4%	4%	3%	6%	4%	5%	4%	4%	4%	4%	4%	6%	4%	5%	5%
East of England	281	111	86	39	34	61	-	2	115	31	9	-	3	11	14	25	9	110	10	99	126	45	96	103
	9%	11%	9%	9%	8%	11%	-	17%	9%	9%	8%	-	3%	8%	10%	11%	7%	10%	7%	11%	9%	8%	12%	8%
London	398	118	137	57	53	79	1	-	174	50	20	4	15	25	13	27	23	156	31	125	184	58	90	185
	13%	12%	14%	13%	12%	15%	7%	-	13%	15%	18%	16%	17%	17%	9%	12%	19%	15%	21%	13%	13%	11%	11%	14%
South East	410	158	130	68	60	88	-	2	184	34	13	2	12	12	17	33	13	144	19	124	201	66	119	187
	14%	16%	13%	16%	13%	16%	-	17%	14%	10%	12%	9%	14%	8%	13%	14%	11%	13%	13%	13%	14%	12%	15%	14%
South West	259	97	72	37	49	59	4	2	101	23	4	-	6	8	11	17	4	94	12	82	123	42	77	121
	9%	10%	7%	9%	11%	11%	32%	12%	8%	7%	4%	-	7%	6%	8%	7%	3%	9%	8%	9%	9%	8%	10%	9%
Northern Ireland	84	23	26	8	13	10	-	-	33	10	2	-	3	5	7	8	2	23	2	22	33	28	13	41
	3%	2%	3%	2%	3%	2%	-	-	3%	3%	2%	-	4%	4%	5%	3%	2%	2%	1%	2%	2%	5%	2%	3%

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Absolutes/col percents

Table 29
Q4. Which of the following describes where you live?
Base: All respondents

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't think it is possible for me to change where my pension is invested	
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
Scotland	256	103	117	148	60	25	91	37	84	12	24	39	35	49	21	54	28	10	2	5	21
	8%	9%	8%	8%	9%	7%	8%	7%	10%	11%	6%	8%	9%	10%	9%	10%	8%	8%	5%	10%	8%
North East	124	35	53	72	25	13	42	15	36	3	12	20	9	27	9	29	9	5	2	3	11
	4%	3%	4%	4%	4%	4%	4%	3%	4%	2%	3%	4%	2%	6%	3%	5%	3%	5%	4%	5%	4%
North West	335	131	159	207	77	45	129	71	88	8	62	67	39	50	24	53	44	11	5	4	33
	11%	11%	11%	12%	12%	14%	12%	13%	10%	7%	15%	13%	10%	10%	10%	10%	13%	9%	10%	8%	13%
Yorkshire and the Humber	250	98	121	141	46	29	78	40	75	8	32	36	44	32	20	53	24	10	7	2	19
	8%	8%	9%	8%	7%	9%	7%	8%	9%	7%	8%	7%	12%	7%	8%	10%	7%	8%	13%	5%	7%
West Midlands	259	98	109	126	52	35	85	43	56	12	31	50	24	33	19	29	24	9	3	6	16
	9%	9%	8%	7%	8%	11%	8%	8%	7%	10%	8%	10%	6%	7%	8%	5%	7%	8%	6%	13%	6%
East Midlands	217	80	100	118	45	22	85	28	71	4	25	31	33	38	19	47	23	7	7	6	15
	7%	7%	7%	7%	7%	6%	8%	5%	8%	3%	6%	6%	9%	8%	8%	9%	7%	6%	15%	11%	6%
Wales	142	57	71	86	28	14	56	19	47	4	15	21	10	36	18	32	16	6	2	3	12
	5%	5%	5%	5%	4%	4%	5%	4%	5%	3%	4%	4%	3%	8%	7%	6%	5%	5%	4%	6%	5%
East of England	281	111	124	174	52	36	102	45	78	12	33	49	26	52	27	48	27	8	5	5	30
	9%	10%	9%	10%	8%	11%	9%	8%	9%	10%	8%	10%	7%	11%	11%	9%	8%	7%	10%	10%	12%
London	398	149	168	234	91	36	145	90	100	22	68	61	45	55	24	64	43	20	6	7	38
	13%	13%	12%	13%	14%	11%	13%	17%	12%	19%	16%	12%	12%	11%	10%	12%	13%	17%	12%	15%	14%
South East	410	167	203	250	100	38	161	88	112	15	72	72	51	61	35	63	48	16	4	8	39
	14%	15%	15%	14%	15%	11%	15%	17%	13%	13%	17%	14%	14%	13%	14%	12%	14%	13%	9%	15%	15%
South West	259	105	127	157	68	32	105	45	85	12	33	43	45	40	25	55	34	9	5	-	22
	9%	9%	9%	9%	10%	10%	9%	8%	10%	10%	8%	9%	12%	8%	10%	10%	10%	8%	9%	-	8%
Northern Ireland	84	19	34	44	24	10	31	9	24	5	5	17	14	10	4	12	13	5	1	1	5
	3%	2%	2%	2%	4%	3%	3%	2%	3%	4%	1%	3%	4%	2%	1%	2%	4%	5%	3%	2%	2%

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Table 30
Q4. Which of the following describes where you live?
Base: All respondents

	vested					investing					Clockface Quadrants						
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Total	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
Scotland	256	4	10	3	7	5	6	3	15	36	143	38	40	68	39	77	72
	8%	7%	14%	5%	9%	7%	7%	8%	6%	11%	8%	6%	11%	11%	5%	11%	8%
North East	124	3	1	3	1	1	-	-	10	14	67	31	11	30	26	34	34
	4%	5%	2%	5%	2%	2%	-	-	4%	4%	4%	5%	3%	5%	4%	5%	4%
North West	335	10	10	8	13	12	11	6	37	39	187	73	36	72	69	74	119
	11%	19%	13%	14%	18%	16%	14%	18%	14%	11%	11%	12%	10%	11%	9%	11%	13%
Yorkshire and the Humber	250	3	7	2	5	3	-	2	21	24	140	45	40	55	70	53	73
	8%	6%	9%	4%	7%	5%	-	5%	8%	7%	8%	7%	11%	9%	9%	8%	8%
West Midlands	259	3	7	7	7	4	13	8	11	31	146	55	28	40	69	50	101
	9%	5%	9%	12%	10%	6%	17%	22%	4%	9%	9%	9%	8%	6%	9%	7%	11%
East Midlands	217	1	-	3	6	4	-	-	18	30	114	44	29	42	68	41	66
	7%	2%	-	6%	8%	5%	-	-	7%	9%	7%	7%	8%	7%	9%	6%	7%
Wales	142	1	1	3	2	-	2	-	11	17	80	28	16	44	31	28	39
	5%	3%	1%	6%	3%	-	2%	-	4%	5%	5%	4%	5%	7%	4%	4%	4%
East of England	281	4	2	1	3	9	5	-	29	24	154	58	45	57	73	61	89
	9%	8%	2%	2%	3%	13%	6%	-	11%	7%	9%	9%	13%	9%	10%	9%	10%
London	398	13	21	16	15	19	23	9	29	58	214	95	31	77	97	114	111
	13%	26%	28%	29%	20%	27%	30%	25%	11%	17%	13%	15%	9%	12%	13%	16%	12%
South East	410	7	7	5	10	11	12	2	53	31	241	93	45	87	109	86	129
	14%	13%	9%	9%	14%	15%	15%	7%	20%	9%	14%	15%	13%	13%	15%	12%	14%
South West	259	2	8	5	3	3	5	5	22	31	157	53	18	55	65	68	72
	9%	5%	10%	8%	5%	4%	7%	14%	8%	9%	9%	8%	5%	9%	9%	10%	8%
Northern Ireland	84	1	1	-	1	1	1	*	5	8	45	17	14	19	21	20	24
	3%	2%	1%	-	2%	1%	2%	1%	2%	2%	3%	3%	4%	3%	3%	3%	3%

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Table 31

Q5. To which of the following ethnic groups do you consider you belong?

Base: All respondents

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
White	2597	1274	1318	553	392	464	429	687	223	217	244	232	333	328	175	219	196	353	1194	292	98	129	74	662	149
	86%	87%	86%	76%	82%	88%	93%	98%	74%	80%	91%	93%	99%	79%	83%	85%	94%	96%	83%	84%	81%	91%	60%	97%	89%
NET: Non-white	388	187	197	156	85	54	28	15	74	51	23	15	2	79	34	31	13	13	223	51	21	13	48	16	16
	13%	13%	13%	22%	18%	10%	6%	2%	24%	19%	8%	6%	1%	19%	16%	12%	6%	3%	16%	15%	17%	9%	39%	2%	10%
Mixed	76	32	43	28	17	13	7	5	13	6	5	3	1	13	11	8	4	4	38	15	9	1	6	6	1
	3%	2%	3%	4%	4%	2%	1%	1%	4%	2%	2%	1%	*	3%	5%	3%	2%	1%	3%	4%	8%	1%	5%	1%	1%
Asian	189	104	85	78	39	22	16	5	40	28	11	12	1	38	11	11	4	4	117	23	5	9	17	6	10
	6%	7%	6%	11%	8%	4%	4%	1%	13%	10%	4%	5%	*	9%	5%	4%	2%	1%	8%	7%	5%	6%	14%	1%	6%
Black	77	31	44	32	19	6	5	3	13	11	3	-	-	18	8	3	5	3	37	10	5	3	15	3	3
	3%	2%	3%	4%	4%	1%	1%	*	4%	4%	1%	-	-	4%	4%	1%	2%	1%	3%	3%	4%	2%	12%	*	2%
Chinese	23	10	12	10	6	5	-	-	5	5	-	-	-	5	2	5	-	-	15	2	-	-	5	-	-
	1%	1%	1%	1%	1%	1%	-	-	1%	2%	-	-	-	1%	1%	2%	-	-	1%	1%	-	-	4%	-	-
Other ethnic group	24	10	12	9	4	7	-	2	3	1	4	-	-	4	3	3	-	2	16	1	1	-	3	1	2
	1%	1%	1%	1%	1%	1%	-	*	1%	1%	1%	-	-	1%	1%	1%	-	1%	1%	*	1%	-	3%	*	1%
Prefer not to say	32	12	18	14	4	8	4	2	6	2	1	4	-	6	2	8	-	2	21	3	2	1	2	3	1
	1%	1%	1%	2%	1%	2%	1%	*	2%	1%	*	2%	-	2%	1%	3%	-	1%	1%	1%	1%	*	1%	*	1%

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Table 32

Q5. To which of the following ethnic groups do you consider you belong?**Base: All respondents**

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
White	2597	673	734	565	625	236	119	284	217	200	194	129	267	262	361	247	80	2597	-	-	-	-	-	-	-
	86%	85%	84%	89%	87%	92%	96%	85%	87%	77%	89%	91%	95%	66%	88%	95%	95%	100%	-	-	-	-	-	-	-
NET: Non-white	388	115	128	62	83	15	4	48	33	56	20	13	12	126	48	10	1	-	388	76	189	77	23	24	-
	13%	14%	15%	10%	12%	6%	4%	14%	13%	22%	9%	9%	4%	32%	12%	4%	2%	-	100%	100%	100%	100%	100%	100%	-
Mixed	76	20	34	6	16	4	-	8	4	5	5	2	6	25	16	1	-	-	76	76	-	-	-	-	-
	3%	2%	4%	1%	2%	2%	-	2%	2%	2%	2%	1%	2%	6%	4%	*	-	-	19%	100%	-	-	-	-	-
Asian	189	56	43	45	45	8	-	28	15	34	9	5	3	57	23	5	1	-	189	-	189	-	-	-	-
	6%	7%	5%	7%	6%	3%	-	9%	6%	13%	4%	3%	1%	14%	6%	2%	2%	-	49%	-	100%	-	-	-	-
Black	77	27	29	6	14	1	1	7	8	11	5	1	2	32	4	4	-	-	77	-	-	77	-	-	-
	3%	3%	3%	1%	2%	*	1%	2%	3%	4%	2%	1%	1%	8%	1%	2%	-	-	20%	-	-	100%	-	-	-
Chinese	23	4	17	1	1	2	3	3	-	3	1	1	-	6	2	-	-	-	23	-	-	-	23	-	-
	1%	1%	2%	*	*	1%	3%	1%	-	1%	*	1%	-	2%	*	-	-	-	6%	-	-	-	100%	-	-
Other ethnic group	24	9	5	3	7	-	-	1	5	5	-	3	1	6	3	-	-	-	24	-	-	-	-	24	-
	1%	1%	1%	*	1%	-	-	*	2%	2%	-	2%	1%	2%	1%	-	-	-	6%	-	-	-	-	100%	-
Prefer not to say	32	6	9	6	11	5	-	2	1	3	3	-	1	10	2	2	3	-	-	-	-	-	-	-	32
	1%	1%	1%	1%	2%	2%	-	1%	*	1%	1%	-	*	2%	*	1%	3%	-	-	-	-	-	-	-	100%

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Table 33

Q5. To which of the following ethnic groups do you consider you belong?**Base: All respondents**

	Income														Pension Status Awareness				
	Total	Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
White	2597	441	460	451	505	357	135	65	79	33	12	4	12	4	11	1898	211	68	421
	86%	86%	87%	88%	88%	88%	84%	80%	78%	77%	75%	39%	84%	57%	76%	89%	81%	95%	77%
NET: Non-white	388	66	63	59	60	45	25	15	22	9	4	7	2	3	2	218	46	4	121
	13%	13%	12%	11%	10%	11%	15%	18%	22%	20%	25%	61%	16%	43%	12%	10%	18%	5%	22%
Mixed	76	15	15	8	4	10	6	3	5	3	3	1	-	-	2	40	8	2	25
	3%	3%	3%	2%	1%	2%	3%	3%	5%	8%	17%	13%	-	-	12%	2%	3%	3%	5%
Asian	189	30	31	29	32	18	14	8	9	5	1	4	1	-	-	113	19	1	55
	6%	6%	6%	6%	6%	4%	8%	10%	9%	12%	8%	36%	7%	-	-	5%	7%	2%	10%
Black	77	11	10	15	17	11	2	3	4	-	-	1	-	2	-	44	9	-	23
	3%	2%	2%	3%	3%	3%	1%	3%	4%	-	-	12%	-	27%	-	2%	3%	-	4%
Chinese	23	5	3	3	5	3	1	-	-	-	-	-	-	1	-	10	5	-	7
	1%	1%	*	1%	1%	1%	1%	-	-	-	-	-	-	16%	-	*	2%	-	1%
Other ethnic group	24	4	4	4	1	3	2	1	3	-	-	-	1	-	-	10	4	-	10
	1%	1%	1%	1%	*	1%	1%	2%	3%	-	-	-	9%	-	-	*	1%	-	2%
Prefer not to say	32	5	7	4	6	4	2	2	-	1	-	-	-	-	2	21	5	-	7
	1%	1%	1%	1%	1%	1%	1%	2%	-	3%	-	-	-	-	12%	1%	2%	-	1%

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Absolutes/col percents

Table 34

Q5. To which of the following ethnic groups do you consider you belong?**Base: All respondents**

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)								Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
White	2597	920	843	386	400	495	11	12	1143	284	81	14	65	115	110	188	88	904	115	789	1214	479	739	1153
	86%	92%	86%	90%	89%	91%	100%	89%	88%	85%	73%	64%	72%	78%	80%	80%	72%	84%	79%	85%	86%	89%	95%	86%
NET: Non-white	388	68	122	36	41	46	-	1	139	48	29	7	23	32	27	40	32	160	29	131	177	51	40	178
	13%	7%	12%	8%	9%	9%	-	11%	11%	14%	26%	30%	25%	22%	19%	17%	26%	15%	20%	14%	13%	9%	5%	13%
Mixed	76	13	19	12	8	9	-	-	28	8	6	-	5	5	9	9	6	23	5	18	38	15	8	32
	3%	1%	2%	3%	2%	2%	-	-	2%	3%	6%	-	5%	3%	7%	4%	5%	2%	3%	2%	3%	3%	1%	2%
Asian	189	32	65	14	15	29	-	1	69	19	15	5	5	14	11	19	17	94	16	78	75	20	20	93
	6%	3%	7%	3%	3%	5%	-	11%	5%	6%	14%	21%	5%	10%	8%	8%	14%	9%	11%	8%	5%	4%	3%	7%
Black	77	15	30	9	8	6	-	-	35	9	5	2	7	10	4	6	6	38	8	29	29	9	7	37
	3%	2%	3%	2%	2%	1%	-	-	3%	3%	4%	10%	8%	7%	3%	3%	5%	4%	6%	3%	2%	2%	1%	3%
Chinese	23	2	5	-	5	3	-	-	5	6	2	-	1	-	2	1	2	1	-	1	20	2	1	9
	1%	*	1%	-	1%	*	-	-	*	2%	2%	-	1%	-	2%	1%	2%	*	-	*	1%	*	*	1%
Other ethnic group	24	5	1	1	5	-	-	-	1	5	-	-	5	3	-	5	-	4	-	4	15	5	3	7
	1%	1%	*	*	1%	-	-	-	*	1%	-	-	6%	2%	-	2%	-	*	-	*	1%	1%	*	1%
Prefer not to say	32	8	10	5	7	1	-	-	14	2	1	1	2	1	1	5	2	12	2	10	13	7	3	17
	1%	1%	1%	1%	1%	*	-	-	1%	1%	1%	6%	2%	*	1%	2%	2%	1%	2%	1%	1%	1%	*	1%

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Absolutes/col percents

Table 35
Q5. To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't care about where my pension is invested	I don't think it is possible for me to change where my pension is invested
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
White	2597	1025	1250	1586	583	280	969	435	801	97	338	438	354	447	223	514	300	103	49	45	242
	86%	89%	90%	90%	87%	84%	87%	82%	93%	84%	82%	87%	94%	93%	91%	95%	90%	89%	97%	91%	93%
NET: Non-white	388	115	122	155	79	50	133	91	48	18	72	67	16	33	12	21	30	13	1	1	16
	13%	10%	9%	9%	12%	15%	12%	17%	6%	16%	18%	13%	4%	7%	5%	4%	9%	11%	3%	3%	6%
Mixed	76	26	22	37	12	5	19	14	13	3	10	10	1	12	4	8	5	3	1	1	5
	3%	2%	2%	2%	2%	1%	2%	3%	1%	3%	3%	2%	*	2%	2%	2%	2%	3%	3%	3%	2%
Asian	189	55	58	71	49	31	75	55	17	9	46	38	9	9	3	5	12	5	-	-	4
	6%	5%	4%	4%	7%	9%	7%	10%	2%	8%	11%	7%	2%	2%	1%	1%	4%	4%	-	-	2%
Black	77	19	29	33	13	11	28	15	11	6	9	15	2	9	4	5	4	4	-	-	6
	3%	2%	2%	2%	2%	3%	2%	3%	1%	5%	2%	3%	*	2%	1%	1%	1%	4%	-	-	2%
Chinese	23	9	9	4	1	-	7	1	8	-	1	1	4	3	-	3	8	1	-	-	2
	1%	1%	1%	*	*	-	1%	*	1%	-	*	*	1%	1%	-	1%	2%	1%	-	-	1%
Other ethnic group	24	6	3	9	4	3	5	6	-	-	6	3	-	-	1	-	-	-	-	-	-
	1%	1%	*	1%	1%	1%	*	1%	-	-	1%	1%	-	-	1%	-	-	-	-	-	-
Prefer not to say	32	14	14	15	7	5	7	2	7	-	2	2	5	2	9	4	2	-	-	3	3
	1%	1%	1%	1%	1%	1%	1%	*	1%	-	1%	*	1%	*	4%	1%	1%	-	-	6%	1%

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Absolutes/col percents

Table 36

Q5. To which of the following ethnic groups do you consider you belong?

Base: All respondents

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
White	2597	39	45	40	45	59	47	26	237	273	1477	529	318	557	667	594	780
	86%	76%	61%	71%	62%	81%	62%	74%	92%	80%	87%	84%	90%	86%	91%	84%	84%
NET: Non-white	388	13	29	16	27	14	29	9	21	64	204	88	31	77	61	107	143
	13%	24%	39%	29%	37%	19%	38%	26%	8%	19%	12%	14%	9%	12%	8%	15%	15%
Mixed	76	-	5	4	7	-	8	-	2	11	37	19	9	17	19	18	21
	3%	-	6%	7%	9%	-	11%	-	1%	3%	2%	3%	2%	3%	3%	3%	2%
Asian	189	11	17	6	18	12	15	9	10	37	102	33	17	35	28	45	80
	6%	20%	23%	11%	24%	16%	20%	26%	4%	11%	6%	5%	5%	5%	4%	6%	9%
Black	77	2	7	4	3	1	6	-	6	14	38	20	4	13	5	32	25
	3%	4%	10%	7%	4%	1%	8%	-	2%	4%	2%	3%	1%	2%	1%	5%	3%
Chinese	23	-	-	-	-	1	-	-	-	2	12	7	1	7	8	4	4
	1%	-	-	-	-	2%	-	-	-	1%	1%	1%	*	1%	1%	1%	*
Other ethnic group	24	-	-	2	-	-	-	-	4	-	16	8	-	5	1	7	12
	1%	-	-	4%	-	-	-	-	1%	-	1%	1%	-	1%	*	1%	1%
Prefer not to say	32	-	-	-	1	-	-	-	*	6	7	14	5	11	9	5	6
	1%	-	-	-	1%	-	-	-	*	2%	*	2%	1%	2%	1%	1%	1%

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Absolutes/col percents

Table 37
Q6. Social Grade
Base: All respondents

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
A	179 6%	88 6%	91 6%	46 6%	39 8%	23 4%	22 5%	40 6%	18 6%	19 7%	9 3%	12 5%	25 7%	28 7%	20 10%	14 5%	10 5%	15 4%	112 8%	10 3%	2 1%	1 1%	5 4%	44 7%	6 4%
B	615 20%	331 22%	284 19%	148 20%	88 18%	87 16%	93 20%	175 25%	73 24%	55 20%	51 19%	52 21%	89 27%	75 18%	33 16%	35 14%	40 19%	86 23%	309 21%	68 20%	8 6%	4 3%	21 17%	190 28%	16 10%
C1	871 29%	366 25%	502 33%	234 32%	141 29%	159 30%	105 23%	183 26%	84 28%	80 30%	68 25%	47 19%	70 21%	148 36%	61 29%	91 35%	58 28%	113 31%	459 32%	110 32%	13 11%	18 13%	73 59%	173 25%	25 15%
C2	632 21%	362 25%	270 18%	159 22%	99 21%	108 21%	107 23%	145 21%	77 25%	56 21%	59 22%	70 28%	92 27%	81 20%	43 20%	49 19%	36 17%	54 15%	348 24%	83 24%	13 11%	13 9%	9 7%	126 19%	41 24%
D	362 12%	179 12%	178 12%	88 12%	63 13%	85 16%	63 14%	44 6%	35 12%	40 15%	47 18%	31 12%	21 6%	49 12%	23 11%	38 15%	32 15%	23 6%	202 14%	66 19%	10 9%	11 8%	11 9%	41 6%	21 13%
E	358 12%	147 10%	208 14%	49 7%	51 11%	65 12%	72 16%	116 16%	16 5%	20 7%	33 12%	39 16%	39 12%	32 8%	31 15%	31 12%	33 16%	76 21%	8 1%	10 3%	74 62%	96 68%	4 4%	106 16%	58 35%
NET: AB	794 26%	419 28%	375 24%	194 27%	128 27%	109 21%	115 25%	216 31%	91 30%	74 27%	60 23%	64 25%	114 34%	104 25%	54 25%	49 19%	51 24%	101 28%	421 29%	77 22%	9 8%	5 3%	26 21%	234 34%	22 13%
NET: ABC1	1665 55%	785 53%	877 57%	428 59%	268 56%	268 51%	220 48%	399 57%	174 58%	154 57%	128 48%	111 44%	184 55%	251 61%	115 54%	140 54%	109 52%	214 58%	880 61%	187 54%	23 19%	23 16%	99 80%	407 60%	47 28%
NET: DE	719 24%	327 22%	386 25%	137 19%	114 24%	150 28%	134 29%	159 23%	52 17%	60 22%	80 30%	70 28%	59 18%	81 20%	54 25%	69 27%	65 31%	99 27%	210 15%	76 22%	85 70%	107 75%	15 12%	147 22%	79 47%
NET: C2DE	1352 45%	688 47%	656 43%	296 41%	213 44%	258 49%	241 52%	305 43%	128 42%	116 43%	139 52%	140 56%	151 45%	162 39%	96 46%	118 46%	101 48%	153 42%	558 39%	159 46%	98 81%	120 84%	24 20%	273 40%	120 72%

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Absolutes/col percents

Table 38
Q6. Social Grade
Base: All respondents

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-eastern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
A	179 6%	179 23%	-	-	-	16 6%	11 9%	19 6%	15 6%	19 8%	13 6%	9 6%	14 5%	27 7%	24 6%	7 3%	5 6%	144 6%	31 8%	1 1%	16 9%	7 10%	1 5%	5 21%	4 13%
B	615 20%	615 77%	-	-	-	45 18%	30 24%	62 18%	48 19%	50 19%	43 20%	26 18%	47 17%	102 26%	94 23%	54 21%	16 19%	529 20%	84 22%	19 25%	39 21%	19 25%	3 13%	4 17%	2 7%
C1	871 29%	-	871 100%	-	-	64 25%	37 30%	102 31%	77 31%	69 27%	65 30%	45 32%	84 30%	120 30%	109 27%	83 32%	15 17%	734 28%	128 33%	34 45%	43 23%	29 38%	17 75%	5 22%	9 29%
C2	632 21%	-	-	632 100%	-	61 24%	22 17%	73 22%	49 20%	60 23%	48 22%	30 21%	57 20%	80 20%	82 20%	50 19%	20 24%	565 22%	62 16%	6 8%	45 24%	6 8%	1 3%	3 13%	6 17%
D	362 12%	-	-	-	362 50%	32 13%	9 7%	34 10%	37 15%	32 12%	31 14%	16 11%	38 13%	38 10%	45 11%	39 15%	12 14%	306 12%	49 13%	6 8%	30 16%	8 11%	-	4 18%	7 21%
E	358 12%	-	-	-	358 50%	38 15%	15 12%	44 13%	25 10%	29 11%	18 8%	18 13%	40 14%	31 8%	56 14%	26 10%	17 20%	319 12%	34 9%	10 13%	15 8%	6 8%	1 4%	2 9%	4 13%
NET: AB	794 26%	794 100%	-	-	-	61 24%	41 33%	81 24%	63 25%	69 27%	55 26%	34 24%	61 22%	129 32%	118 29%	61 23%	21 25%	673 26%	115 30%	20 26%	56 29%	27 35%	4 18%	9 38%	6 20%
NET: ABC1	1665 55%	794 100%	871 100%	-	-	125 49%	78 63%	184 55%	140 56%	138 53%	120 55%	79 56%	145 52%	249 62%	227 55%	144 56%	36 43%	1406 54%	243 63%	54 71%	99 52%	56 73%	21 93%	15 60%	16 49%
NET: DE	719 24%	-	-	-	719 100%	70 27%	24 19%	79 23%	61 24%	61 24%	49 23%	33 24%	78 28%	69 17%	101 25%	65 25%	28 33%	625 24%	83 21%	16 21%	45 24%	14 19%	1 4%	7 27%	11 34%
NET: C2DE	1352 45%	-	-	632 100%	719 100%	132 51%	45 37%	151 45%	110 44%	121 47%	97 45%	63 44%	135 48%	150 38%	183 45%	115 44%	49 57%	1191 46%	145 37%	22 29%	90 48%	21 27%	2 7%	10 40%	16 51%

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Absolutes/col percents

Table 39
Q6. Social Grade
Base: All respondents

	Income														Pension Status Awareness				
	Total	Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
A	179 6%	11 2%	18 3%	23 5%	46 8%	30 7%	7 4%	4 5%	11 11%	6 15%	1 9%	2 19%	7 53%	4 66%	6 40%	146 7%	8 3%	3 4%	22 4%
B	615 20%	53 10%	81 15%	95 18%	115 20%	122 30%	49 30%	22 27%	31 31%	14 33%	6 38%	7 59%	5 36%	1 16%	3 19%	498 23%	47 18%	2 3%	69 13%
C1	871 29%	134 26%	128 24%	159 31%	198 35%	119 29%	50 31%	34 42%	21 21%	10 23%	4 23%	1 8%	2 11%	-	3 20%	662 31%	64 24%	8 12%	137 25%
C2	632 21%	89 17%	91 17%	108 21%	119 21%	96 24%	48 30%	18 23%	34 34%	11 26%	5 30%	2 15%	-	1 18%	3 21%	462 22%	71 27%	15 21%	84 15%
D	362 12%	55 11%	96 18%	85 17%	73 13%	34 8%	7 4%	3 4%	4 4%	1 3%	-	-	-	-	-	232 11%	54 21%	1 1%	75 14%
E	358 12%	171 33%	115 22%	44 8%	20 3%	7 2%	1 *	-	-	-	-	-	-	-	-	135 6%	18 7%	43 60%	162 29%
NET: AB	794 26%	63 12%	99 19%	118 23%	161 28%	151 37%	56 35%	26 32%	42 42%	20 48%	8 47%	9 77%	12 89%	6 82%	8 59%	644 30%	55 21%	5 6%	91 17%
NET: ABC1	1665 55%	197 39%	227 43%	277 54%	359 63%	270 67%	106 66%	59 74%	63 63%	30 71%	12 70%	10 85%	14 100%	6 82%	11 79%	1306 61%	119 45%	13 18%	228 42%
NET: DE	719 24%	226 44%	211 40%	129 25%	93 16%	41 10%	7 5%	3 4%	4 4%	1 3%	-	-	-	-	-	367 17%	72 28%	44 61%	236 43%
NET: C2DE	1352 45%	315 61%	302 57%	237 46%	212 37%	136 33%	55 34%	21 26%	38 37%	12 29%	5 30%	2 15%	-	1 18%	3 21%	830 39%	143 55%	58 82%	321 58%

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Absolutes/col percents

Table 40
Q6. Social Grade
Base: All respondents

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)								Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
A	179 6%	73 7%	76 8%	33 8%	30 7%	32 6%	- -	- -	98 8%	11 3%	6 6%	3 15%	3 3%	12 8%	3 2%	5 2%	8 6%	81 8%	9 6%	73 8%	81 6%	17 3%	55 7%	91 7%
B	615 20%	250 25%	232 24%	143 33%	91 20%	150 28%	2 19%	1 8%	334 26%	52 16%	21 19%	3 13%	17 19%	29 19%	12 9%	25 11%	22 18%	262 24%	44 30%	218 23%	269 19%	84 16%	229 29%	268 20%
C1	871 29%	288 29%	314 32%	134 31%	146 33%	137 25%	3 23%	4 31%	426 33%	80 24%	30 27%	8 35%	30 33%	39 27%	22 16%	59 25%	34 28%	287 27%	41 28%	245 26%	452 32%	132 25%	217 28%	442 33%
C2	632 21%	214 22%	209 21%	74 17%	104 23%	133 25%	2 20%	4 32%	266 21%	72 21%	32 29%	6 26%	17 19%	33 22%	18 13%	38 16%	34 28%	251 23%	28 19%	222 24%	283 20%	99 18%	157 20%	306 23%
D	362 12%	91 9%	113 12%	29 7%	58 13%	55 10%	2 22%	1 11%	129 10%	42 13%	17 16%	1 3%	11 13%	24 16%	19 14%	37 16%	18 15%	119 11%	14 10%	105 11%	167 12%	76 14%	56 7%	177 13%
E	358 12%	79 8%	31 3%	15 4%	19 4%	36 7%	2 16%	2 19%	43 3%	76 23%	4 4%	2 9%	12 13%	11 8%	63 45%	70 30%	6 5%	77 7%	10 6%	67 7%	152 11%	129 24%	69 9%	64 5%
NET: AB	794 26%	323 32%	308 32%	176 41%	121 27%	182 34%	2 19%	1 8%	432 33%	64 19%	27 25%	6 27%	20 22%	40 27%	16 11%	30 13%	30 25%	343 32%	53 36%	291 31%	350 25%	101 19%	284 36%	359 27%
NET: ABC1	1665 55%	611 61%	622 64%	310 72%	267 59%	319 59%	5 42%	5 39%	858 66%	144 43%	57 51%	14 62%	50 55%	80 54%	38 27%	89 38%	64 53%	630 59%	94 64%	536 58%	802 57%	233 43%	501 64%	802 59%
NET: DE	719 24%	170 17%	144 15%	44 10%	77 17%	91 17%	4 38%	4 30%	172 13%	118 35%	21 19%	3 12%	23 26%	35 24%	82 60%	106 45%	24 20%	196 18%	24 16%	172 18%	319 23%	205 38%	124 16%	241 18%
NET: C2DE	1352 45%	384 39%	353 36%	118 28%	182 41%	224 41%	6 58%	8 61%	438 34%	190 57%	54 49%	9 38%	40 45%	68 46%	100 73%	145 62%	58 47%	446 41%	52 36%	394 42%	602 43%	303 57%	281 36%	547 41%

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Absolutes/col percents

Table 41
Q6. Social Grade
Base: All respondents

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of my pension increases by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor dis-agree	Somewhat dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't care about where my pension is invested	I don't think it is possible for me to change where my pension is invested
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
A	179 6%	77 7%	92 7%	112 6%	53 8%	35 10%	71 6%	54 10%	55 6%	9 8%	45 11%	26 5%	21 6%	34 7%	11 5%	35 6%	19 6%	6 5%	3 6%	6 13%	13 5%
B	615 20%	252 22%	332 24%	416 24%	179 27%	79 23%	237 21%	131 25%	203 24%	32 28%	98 24%	115 23%	94 25%	108 22%	49 20%	126 23%	73 22%	24 21%	9 18%	8 16%	63 24%
C1	871 29%	365 32%	419 30%	569 32%	202 30%	93 28%	338 30%	147 28%	299 35%	26 23%	120 29%	134 26%	126 34%	173 36%	82 34%	183 34%	123 37%	36 31%	21 43%	9 18%	97 37%
C2	632 21%	268 23%	310 22%	369 21%	124 19%	74 22%	242 22%	115 22%	161 19%	28 25%	87 21%	138 27%	73 20%	87 18%	49 20%	110 20%	65 19%	32 28%	6 12%	15 31%	41 16%
D	362 12%	122 11%	148 11%	180 10%	72 11%	32 9%	144 13%	59 11%	87 10%	14 12%	45 11%	59 12%	42 11%	45 9%	27 11%	55 10%	32 10%	10 8%	5 9%	8 15%	25 10%
E	358 12%	70 6%	85 6%	111 6%	39 6%	23 7%	76 7%	22 4%	52 6%	5 4%	17 4%	35 7%	18 5%	34 7%	26 11%	31 6%	21 6%	9 7%	6 12%	4 7%	22 8%
NET: AB	794 26%	329 29%	423 31%	527 30%	232 35%	113 34%	308 28%	185 35%	258 30%	41 36%	144 35%	141 28%	115 31%	143 30%	60 25%	161 30%	91 28%	30 26%	12 24%	14 29%	77 29%
NET: ABC1	1665 55%	694 60%	843 61%	1096 62%	434 65%	206 62%	646 58%	332 63%	557 65%	68 59%	264 64%	275 54%	241 64%	316 65%	143 58%	344 64%	214 65%	66 57%	33 66%	23 47%	173 66%
NET: DE	719 24%	192 17%	233 17%	291 17%	110 17%	55 16%	220 20%	81 15%	139 16%	19 16%	62 15%	94 19%	60 16%	79 16%	53 22%	86 16%	53 16%	18 16%	11 21%	11 23%	47 18%
NET: C2DE	1352 45%	461 40%	543 39%	660 38%	234 35%	128 38%	463 42%	196 37%	300 35%	47 41%	149 36%	232 46%	133 36%	167 35%	102 42%	196 36%	118 35%	50 43%	17 34%	26 53%	88 34%

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Absolutes/col percents

Table 42
Q6. Social Grade
Base: All respondents

	vested													investing			Clockface Quadrants			
	Total	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right			
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931			
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929			
A	179 6%	5 9%	11 15%	3 5%	10 14%	9 12%	7 9%	4 10%	26 10%	26 7%	96 6%	41 6%	17 5%	24 4%	34 5%	53 7%	69 7%			
B	615 20%	16 31%	15 20%	18 32%	22 30%	29 39%	22 29%	16 45%	55 21%	83 24%	375 22%	105 17%	53 15%	118 18%	107 14%	179 25%	211 23%			
C1	871 29%	14 26%	19 26%	16 28%	16 21%	16 22%	19 25%	6 17%	81 31%	90 26%	520 31%	169 27%	92 26%	194 30%	195 26%	237 34%	245 26%			
C2	632 21%	12 23%	21 28%	8 15%	18 24%	13 18%	17 22%	7 19%	54 21%	67 19%	338 20%	146 23%	81 23%	104 16%	210 28%	107 15%	211 23%			
D	362 12%	4 7%	7 9%	10 19%	7 9%	4 5%	12 16%	3 7%	28 11%	31 9%	185 11%	102 16%	44 12%	81 13%	105 14%	75 11%	100 11%			
E	358 12%	2 3%	1 2%	1 1%	1 1%	2 3%	-	1 2%	16 6%	47 14%	174 10%	68 11%	68 19%	123 19%	87 12%	55 8%	93 10%			
NET: AB	794 26%	21 40%	26 35%	21 37%	33 44%	37 51%	29 38%	19 55%	81 31%	108 32%	471 28%	146 23%	69 20%	143 22%	140 19%	232 33%	279 30%			
NET: ABC1	1665 55%	35 67%	45 61%	37 65%	48 66%	54 74%	47 62%	25 72%	162 62%	199 58%	990 59%	315 50%	162 46%	336 52%	335 46%	469 66%	525 56%			
NET: DE	719 24%	5 10%	8 11%	11 20%	7 10%	6 9%	12 16%	3 9%	44 17%	78 23%	360 21%	170 27%	112 32%	205 32%	192 26%	130 18%	193 21%			
NET: C2DE	1352 45%	17 33%	29 39%	20 35%	25 34%	19 26%	29 38%	10 28%	98 38%	145 42%	698 41%	316 50%	192 54%	308 48%	401 54%	237 34%	404 44%			

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Absolutes/col percents

Table 43
Pension holder/Non pension holder
Base: All respondents

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
Pension holder and aware	2136	1110	1021	466	316	359	368	606	203	182	194	214	309	260	134	164	154	297	1152	220	44	58	18	602	41
	71%	75%	67%	64%	66%	68%	80%	86%	67%	67%	73%	85%	92%	63%	64%	64%	73%	81%	80%	63%	36%	41%	15%	89%	25%
Pension holder but not aware	261	124	133	108	66	59	26	3	44	39	26	14	1	59	27	33	12	2	154	56	8	8	9	1	25
	9%	8%	9%	15%	14%	11%	6%	*	15%	15%	10%	6%	*	14%	13%	13%	6%	*	11%	16%	7%	6%	7%	*	15%
Potential past auto-enrolled	71	17	53	-	-	-	-	71	-	-	-	-	17	-	-	-	-	53	4	3	-	1	-	62	-
	2%	1%	3%	-	-	-	-	10%	-	-	-	-	5%	-	-	-	-	14%	*	1%	-	1%	-	9%	-
Non-pension holder	548	221	326	150	99	108	67	23	56	48	47	23	8	94	50	60	44	15	127	67	68	75	96	14	100
	18%	15%	21%	21%	21%	20%	14%	3%	18%	18%	18%	9%	2%	23%	24%	23%	21%	4%	9%	19%	57%	53%	78%	2%	60%

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Absolutes/col percents

Table 44
Pension holder/Non pension holder
Base: All respondents

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
Pension holder and aware	2136	644	662	462	367	181	80	250	171	168	150	104	199	275	306	198	54	1898	218	40	113	44	10	10	21
	71%	81%	76%	73%	51%	71%	64%	75%	68%	65%	69%	73%	71%	69%	75%	76%	64%	73%	56%	53%	60%	58%	45%	42%	64%
Pension holder but not aware	261	55	64	71	72	27	12	33	20	24	26	7	17	39	30	14	12	211	46	8	19	9	5	4	5
	9%	7%	7%	11%	10%	10%	9%	10%	8%	9%	12%	5%	6%	10%	7%	6%	15%	8%	12%	11%	10%	12%	23%	15%	15%
Potential past auto-enrolled	71	5	8	15	44	6	5	6	5	7	4	4	7	5	12	8	2	68	4	2	1	-	-	-	-
	2%	1%	1%	2%	6%	2%	4%	2%	2%	3%	2%	3%	2%	1%	3%	3%	2%	3%	1%	3%	1%	-	-	-	-
Non-pension holder	548	91	137	84	236	42	27	46	55	60	38	27	58	79	62	39	16	421	121	25	55	23	7	10	7
	18%	11%	16%	13%	33%	16%	22%	14%	22%	23%	17%	19%	21%	20%	15%	15%	19%	16%	31%	33%	29%	30%	32%	43%	21%

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Absolutes/col percents

Table 45
Pension holder/Non pension holder
Base: All respondents

	Income														Pension Status Awareness				
	Total	Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
Pension holder and aware	2136	215	332	398	459	321	128	70	86	42	14	9	9	6	12	2136	-	-	-
	71%	42%	63%	78%	80%	79%	79%	87%	86%	99%	88%	79%	67%	84%	90%	100%	-	-	-
Pension holder but not aware	261	-	76	55	49	47	19	5	6	-	-	1	4	-	-	-	261	-	-
	9%	-	14%	11%	8%	12%	11%	6%	6%	-	-	9%	26%	-	-	-	100%	-	-
Potential past auto-enrolled	71	31	21	8	6	3	2	-	-	-	-	-	-	-	-	-	-	71	-
	2%	6%	4%	1%	1%	1%	1%	-	-	-	-	-	-	-	-	-	-	100%	-
Non-pension holder	548	266	100	52	58	36	13	6	8	1	2	1	1	1	1	-	-	-	548
	18%	52%	19%	10%	10%	9%	8%	7%	8%	1%	12%	12%	7%	16%	10%	-	-	-	100%

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Absolutes/col percents

Table 46
Pension holder/Non pension holder
Base: All respondents

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)								Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
Pension holder and aware	2136	995	975	428	448	543	11	13	1296	-	-	-	-	-	-	-	-	898	119	779	997	241	782	1349
	71%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	-	-	-	-	-	-	83%	81%	84%	71%	45%	100%	100%
Pension holder but not aware	261	-	-	-	-	-	-	-	-	114	41	6	34	55	21	67	44	63	12	51	111	88	-	-
	9%	-	-	-	-	-	-	-	-	34%	37%	28%	37%	37%	15%	29%	36%	6%	8%	5%	8%	16%	-	-
Potential past auto-enrolled	71	-	-	-	-	-	-	-	-	31	1	-	2	-	31	9	1	12	-	12	34	26	-	-
	2%	-	-	-	-	-	-	-	-	9%	1%	-	2%	-	22%	4%	1%	1%	-	1%	2%	5%	-	-
Non-pension holder	548	-	-	-	-	-	-	-	-	189	69	16	54	92	85	158	77	104	16	89	263	181	-	-
	18%	-	-	-	-	-	-	-	-	56%	62%	72%	61%	63%	62%	67%	63%	10%	11%	10%	19%	34%	-	-

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Absolutes/col percents

Table 47
Pension holder/Non pension holder
Base: All respondents

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension savings increase by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that moving my money will make a difference to my pension	I don't think it is possible for me to change where my pension is invested	
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
Pension holder and aware	2136	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
	71%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Pension holder but not aware	261	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Potential past auto-enrolled	71	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-pension holder	548	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Absolutes/col percents

Table 48
Pension holder/Non pension holder
Base: All respondents

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
	Total																
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
Pension holder and aware	2136	52	74	56	73	73	76	35	259	216	1250	450	220	405	523	518	690
	71%	100%	100%	100%	100%	100%	100%	100%	100%	63%	74%	71%	62%	63%	71%	73%	74%
Pension holder but not aware	261	-	-	-	-	-	-	-	-	42	123	61	36	54	69	53	86
	9%	-	-	-	-	-	-	-	-	12%	7%	10%	10%	8%	9%	7%	9%
Potential past auto-enrolled	71	-	-	-	-	-	-	-	-	6	39	12	14	18	19	10	24
	2%	-	-	-	-	-	-	-	-	2%	2%	2%	4%	3%	3%	1%	3%
Non-pension holder	548	-	-	-	-	-	-	-	-	80	276	107	85	169	126	125	129
	18%	-	-	-	-	-	-	-	-	23%	16%	17%	24%	26%	17%	18%	14%

Centre for Progressive Policy
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Absolutes/col percents

Table 49
Q7. Do you have a pension(s)?
Base: All respondents

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
Yes	2136	1110	1021	466	316	359	368	606	203	182	194	214	309	260	134	164	154	297	1152	220	44	58	18	602	41
	71%	75%	67%	64%	66%	68%	80%	86%	67%	67%	73%	85%	92%	63%	64%	64%	73%	81%	80%	63%	36%	41%	15%	89%	25%
No	824	340	479	232	154	158	89	95	90	83	69	35	26	139	71	89	55	68	264	116	73	78	96	77	120
	27%	23%	31%	32%	32%	30%	19%	14%	30%	31%	26%	14%	8%	33%	33%	34%	26%	19%	18%	34%	61%	55%	78%	11%	72%
Don't know	57	23	33	26	11	9	4	2	10	5	4	2	-	15	6	5	1	2	22	11	4	6	8	1	5
	2%	2%	2%	4%	2%	2%	1%	*	3%	2%	2%	1%	-	4%	3%	2%	1%	1%	2%	3%	3%	4%	7%	*	3%

Centre for Progressive Policy
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Absolutes/col percents

Table 50
Q7. Do you have a pension(s)?
Base: All respondents

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
Yes	2136 71%	644 81%	662 76%	462 73%	367 51%	181 71%	80 64%	250 75%	171 68%	168 65%	150 69%	104 73%	199 71%	275 69%	306 75%	198 76%	54 64%	1898 73%	218 56%	40 53%	113 60%	44 58%	10 45%	10 42%	21 64%
No	824 27%	142 18%	190 22%	158 25%	334 46%	70 27%	42 34%	82 24%	72 29%	84 32%	61 28%	36 25%	80 28%	112 28%	98 24%	59 23%	28 33%	663 26%	151 39%	33 43%	69 37%	28 37%	10 42%	12 48%	10 32%
Don't know	57 2%	8 1%	19 2%	12 2%	18 3%	5 2%	2 2%	3 1%	8 3%	7 3%	6 3%	2 2%	2 1%	11 3%	5 1%	2 1%	2 3%	36 1%	19 5%	3 3%	7 4%	4 6%	3 13%	3 10%	1 4%

Centre for Progressive Policy
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Absolutes/col percents

Table 51

Q7. Do you have a pension(s)?**Base: All respondents**

	Total	Income													Pension Status Awareness				
		Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
Yes	2136	215	332	398	459	321	128	70	86	42	14	9	9	6	12	2136	-	-	-
	71%	42%	63%	78%	80%	79%	79%	87%	86%	99%	88%	79%	67%	84%	90%	100%	-	-	-
No	824	279	184	114	102	77	32	10	13	1	2	2	4	-	1	-	235	69	520
	27%	54%	35%	22%	18%	19%	20%	12%	13%	1%	12%	21%	33%	-	10%	-	90%	97%	95%
Don't know	57	18	13	1	11	8	2	1	2	-	-	-	-	1	-	-	26	2	29
	2%	3%	2%	*	2%	2%	1%	1%	2%	-	-	-	-	16%	-	-	10%	3%	5%

Centre for Progressive Policy
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Absolutes/col percents

Table 52

Q7. Do you have a pension(s)?**Base: All respondents**

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)								Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
Yes	2136	995	975	428	448	543	11	13	1296	-	-	-	-	-	-	-	-	898	119	779	997	241	782	1349
	71%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	-	-	-	-	-	-	83%	81%	84%	71%	45%	100%	100%
No	824	-	-	-	-	-	-	-	-	311	103	22	78	138	135	213	114	174	27	146	378	273	-	-
	27%	-	-	-	-	-	-	-	-	93%	93%	98%	87%	94%	98%	91%	94%	16%	19%	16%	27%	51%	-	-
Don't know	57	-	-	-	-	-	-	-	-	24	8	1	12	10	2	21	8	5	-	5	30	22	-	-
	2%	-	-	-	-	-	-	-	-	7%	7%	2%	13%	6%	2%	9%	6%	*	-	1%	2%	4%	-	-

Centre for Progressive Policy
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Absolutes/col percents

Table 53
Q7. Do you have a pension(s)?
Base: All respondents

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of my savings increase by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't think it is possible for me to change where my pension is invested	
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
Yes	2136	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
	71%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	824	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	57	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Centre for Progressive Policy
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Absolutes/col percents

Table 54
Q7. Do you have a pension(s)?
Base: All respondents

	vested				investing					Clockface Quadrants							
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
Yes	2136 71%	52 100%	74 100%	56 100%	73 100%	73 100%	76 100%	35 100%	259 100%	216 63%	1250 74%	450 71%	220 62%	405 63%	523 71%	518 73%	690 74%
No	824 27%	-	-	-	-	-	-	-	-	119 35%	414 25%	165 26%	125 35%	220 34%	201 27%	177 25%	227 24%
Don't know	57 2%	-	-	-	-	-	-	-	-	8 2%	24 1%	15 2%	9 3%	21 3%	13 2%	12 2%	12 1%

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Absolutes/col percents

Table 55

Q8. To the best of your knowledge, have you ever opted out of a pension plan?**Base: All respondents who do not have a pension**

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	961	411	543	288	208	166	91	103	119	106	76	37	31	165	101	90	54	71	203	202	99	107	117	83	150
Weighted base	881	363	512	258	165	167	93	97	100	88	73	37	26	154	77	94	56	70	285	127	77	84	105	78	125
Yes	165 19%	78 22%	87 17%	46 18%	28 17%	42 25%	24 26%	15 15%	19 19%	18 21%	20 27%	11 29%	6 24%	27 17%	10 12%	22 24%	13 23%	9 12%	84 29%	23 18%	9 12%	11 13%	10 10%	12 16%	16 12%
No	593 67%	239 66%	350 68%	177 69%	118 71%	95 57%	54 59%	69 71%	68 67%	56 64%	44 60%	22 60%	18 70%	108 70%	61 80%	52 55%	32 57%	50 71%	157 55%	88 69%	62 80%	57 67%	83 79%	55 70%	92 74%
Don't know	123 14%	45 13%	75 15%	35 14%	19 12%	29 17%	15 16%	14 14%	14 14%	13 15%	9 13%	4 11%	2 6%	19 12%	6 8%	20 21%	11 20%	12 17%	45 16%	16 13%	6 8%	17 20%	11 11%	11 14%	18 14%

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Absolutes/col percents

Table 56

Q8. To the best of your knowledge, have you ever opted out of a pension plan?**Base: All respondents who do not have a pension**

	Social Grade					Region											Ethnicity								
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	961	151	226	180	404	90	44	97	81	93	66	44	93	122	123	73	35	797	152	34	66	31	10	11	12
Weighted base	881	150	209	170	352	75	44	85	80	91	67	38	81	124	104	62	30	699	170	35	76	32	12	14	11
Yes	165 19%	42 28%	39 19%	31 18%	53 15%	12 16%	6 14%	15 18%	17 21%	18 20%	13 19%	4 11%	19 24%	27 22%	17 16%	13 20%	3 11%	126 18%	38 22%	6 16%	16 21%	8 24%	3 25%	5 35%	1 11%
No	593 67%	91 61%	145 69%	117 69%	241 68%	53 70%	31 71%	57 67%	56 70%	60 66%	46 68%	33 86%	50 61%	70 57%	73 70%	42 68%	22 73%	473 68%	116 68%	24 67%	54 72%	23 70%	8 66%	7 48%	5 43%
Don't know	123 14%	17 11%	25 12%	23 13%	59 17%	10 13%	6 14%	13 15%	7 9%	12 13%	9 13%	1 4%	12 15%	26 21%	14 13%	7 11%	5 15%	101 14%	17 10%	6 17%	5 7%	2 6%	1 9%	2 17%	5 46%

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Absolutes/col percents

Table 57

Q8. To the best of your knowledge, have you ever opted out of a pension plan?**Base: All respondents who do not have a pension**

	Income															Pension Status Awareness			
	Total	Up to £10,000	£10,001 - £15,000	£15,001 - £20,000	£20,001 - £25,000	£25,001 - £30,000	£30,001 - £35,000	£35,001 - £40,000	£40,001 - £50,000	£50,001 - £60,000	£60,001 - £70,000	£70,001 - £80,000	£80,001 - £90,000	£90,001 - £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	961	359	216	123	108	86	30	11	14	1	2	2	4	1	1	-	267	75	619
Weighted base	881	296	197	115	113	86	34	11	14	1	2	2	4	1	1	-	261	71	548
Yes	165 19%	31 11%	33 17%	29 25%	35 31%	20 24%	9 27%	1 6%	4 25%	-	-	-	1 21%	-	1 100%	-	-	-	165 30%
No	593 67%	228 77%	131 67%	72 62%	60 53%	55 64%	19 55%	9 83%	9 61%	1 100%	2 100%	2 100%	4 79%	1 100%	-	-	207 79%	61 85%	326 59%
Don't know	123 14%	37 13%	33 17%	15 13%	18 16%	10 12%	6 17%	1 11%	2 14%	-	-	-	-	-	-	-	55 21%	10 15%	58 11%

Centre for Progressive Policy
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Absolutes/col percents

Table 58

Q8. To the best of your knowledge, have you ever opted out of a pension plan?**Base: All respondents who do not have a pension**

	Q13 - Type of pension holder (aware)							Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes
Unweighted base	961	-	-	-	-	-	-	352	111	21	91	161	153	270	123	178	26	152	455	328	-	-
Weighted base	881	-	-	-	-	-	-	334	110	23	90	147	138	234	122	178	27	151	408	295	-	-
Yes	165 19%	-	-	-	-	-	-	65 19%	45 41%	9 40%	38 42%	34 23%	14 10%	19 8%	50 41%	47 26%	6 22%	41 27%	82 20%	36 12%	-	-
No	593 67%	-	-	-	-	-	-	219 66%	58 52%	12 54%	41 46%	100 68%	113 82%	167 72%	63 51%	111 62%	17 64%	93 62%	275 68%	207 70%	-	-
Don't know	123 14%	-	-	-	-	-	-	50 15%	8 7%	1 6%	11 12%	14 9%	11 8%	48 20%	9 7%	21 12%	4 14%	17 11%	51 12%	52 17%	-	-

Centre for Progressive Policy
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Absolutes/col percents

Table 59
Q8. To the best of your knowledge, have you ever opted out of a pension plan?
Base: All respondents who do not have a pension

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested				
	The level of risk that I take, or the likelihood of my pension savings going up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that moving my money will make a difference to my pension savings	I don't think it is possible for me to care about where my pension is invested	
Unweighted base	961	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Weighted base	881	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Yes	165 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
No	593 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	123 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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Absolutes/col percents

Table 60

Q8. To the best of your knowledge, have you ever opted out of a pension plan?**Base: All respondents who do not have a pension**

	vested				investing				Clockface Quadrants							
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a pension different way to save for my retirement	I learnt more about investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being in-vested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right
Unweighted base	961	-	-	-	-	-	-	-	139	479	192	151	275	232	202	252
Weighted base	881	-	-	-	-	-	-	-	127	439	181	134	240	213	189	239
Yes	165 19%	-	-	-	-	-	-	-	19 15%	84 19%	36 20%	26 19%	51 21%	31 15%	36 19%	47 20%
No	593 67%	-	-	-	-	-	-	-	92 73%	305 70%	113 63%	82 61%	156 65%	150 70%	135 71%	152 64%
Don't know	123 14%	-	-	-	-	-	-	-	16 12%	50 11%	32 18%	26 20%	33 14%	32 15%	18 10%	40 17%

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Absolutes/col percents

Table 61

Q9. Meets age criteria for auto enrolment**Base: All respondents who do not have a pension**

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	961	411	543	288	208	166	91	103	119	106	76	37	31	165	101	90	54	71	203	202	99	107	117	83	150
Weighted base	881	363	512	258	165	167	93	97	100	88	73	37	26	154	77	94	56	70	285	127	77	84	105	78	125
Yes - Age 22-65	554 63%	233 64%	317 62%	212 82%	137 83%	124 75%	69 74%	11 11%	81 81%	69 79%	53 73%	26 71%	3 10%	127 83%	67 88%	71 76%	43 77%	9 12%	183 64%	89 70%	66 86%	70 83%	33 32%	3 4%	109 88%
No	327 37%	130 36%	195 38%	46 18%	28 17%	42 25%	24 26%	86 89%	19 19%	18 21%	20 27%	11 29%	23 90%	27 17%	10 12%	22 24%	13 23%	62 88%	103 36%	38 30%	11 14%	14 17%	71 68%	75 96%	16 12%

Centre for Progressive Policy
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Absolutes/col percents

Table G2

Q9. Meets age criteria for auto enrolment**Base: All respondents who do not have a pension**

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	961	151	226	180	404	90	44	97	81	93	66	44	93	122	123	73	35	797	152	34	66	31	10	11	12
Weighted base	881	150	209	170	352	75	44	85	80	91	67	38	81	124	104	62	30	699	170	35	76	32	12	14	11
Yes - Age 22-65	554	83	120	113	238	50	28	61	50	54	42	27	46	74	66	33	24	449	95	21	41	18	8	7	10
	63%	55%	57%	67%	68%	67%	64%	71%	62%	59%	62%	70%	56%	60%	64%	54%	80%	64%	56%	60%	54%	55%	66%	51%	89%
No	327	67	89	56	114	25	16	24	30	37	26	12	36	50	38	28	6	251	75	14	35	15	4	7	1
	37%	45%	43%	33%	32%	33%	36%	29%	38%	41%	38%	30%	44%	40%	36%	46%	20%	36%	44%	40%	46%	45%	34%	49%	11%

Centre for Progressive Policy
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Absolutes/col percents

Table 63
Q9. Meets age criteria for auto enrolment
Base: All respondents who do not have a pension

	Income															Pension Status Awareness			
	Total	Up to £10,000	£10,001 - £15,000	£15,001 - £20,000	£20,001 - £25,000	£25,001 - £30,000	£30,001 - £35,000	£35,001 - £40,000	£40,001 - £50,000	£50,001 - £60,000	£60,001 - £70,000	£70,001 - £80,000	£80,001 - £90,000	£90,001 - £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	961	359	216	123	108	86	30	11	14	1	2	2	4	1	1	-	267	75	619
Weighted base	881	296	197	115	113	86	34	11	14	1	2	2	4	1	1	-	261	71	548
Yes - Age 22-65	554 63%	198 67%	117 60%	74 64%	64 56%	60 70%	20 57%	7 69%	8 55%	1 100%	1 46%	1 44%	4 79%	-	-	-	261 100%	-	293 53%
No	327 37%	99 33%	79 40%	41 36%	49 44%	26 30%	15 43%	3 31%	6 45%	-	1 54%	1 56%	1 21%	1 100%	1 100%	-	-	71 100%	255 47%

Centre for Progressive Policy
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Absolutes/col percents

Table 64

Q9. Meets age criteria for auto enrolment**Base: All respondents who do not have a pension**

	Q13 - Type of pension holder (aware)							Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Workplace pension - defined contribution	Workplace pension - defined benefit	Workplace pension - not sure which	Private/personal pension	None of the above	NET: Workplace pension - defined contribution/benefit	State pension	Workplace pension - defined contribution	Workplace pension - defined benefit	Workplace pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Workplace pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes
Unweighted base	961	-	-	-	-	-	-	352	111	21	91	161	153	270	123	178	26	152	455	328	-	-
Weighted base	881	-	-	-	-	-	-	334	110	23	90	147	138	234	122	178	27	151	408	295	-	-
Yes - Age 22-65	554	-	-	-	-	-	-	222	51	8	48	97	76	167	57	101	19	82	241	212	-	-
	63%	-	-	-	-	-	-	66%	46%	37%	54%	66%	55%	72%	46%	57%	70%	54%	59%	72%	-	-
No	327	-	-	-	-	-	-	112	59	14	41	50	62	66	65	77	8	69	167	83	-	-
	37%	-	-	-	-	-	-	34%	54%	63%	46%	34%	45%	28%	54%	43%	30%	46%	41%	28%	-	-

Centre for Progressive Policy
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Absolutes/col percents

Table 65
Q9. Meets age criteria for auto enrolment
Base: All respondents who do not have a pension

	Q16 - Priority issues (NET: Top 3)						Q17 - Ability to decide where pension is invested							in-vested					
	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me		NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that moving my money will make a difference to my pension is invested	I don't think it is possible for me to care about where my pension is invested
Unweighted base	961	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Weighted base	881	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes - Age 22-65	554	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No	327	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Centre for Progressive Policy
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Absolutes/col percents

Table 66

Q9. Meets age criteria for auto enrolment**Base: All respondents who do not have a pension**

	vested				investing				Clockface Quadrants							
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a pension different way to save for my retirement	I learnt more about investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being in-vested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right
Unweighted base	961	-	-	-	-	-	-	-	139	479	192	151	275	232	202	252
Weighted base	881	-	-	-	-	-	-	-	127	439	181	134	240	213	189	239
Yes - Age 22-65	554	-	-	-	-	-	-	-	83	264	120	87	158	151	109	136
	63%	-	-	-	-	-	-	-	65%	60%	67%	65%	66%	71%	58%	57%
No	327	-	-	-	-	-	-	-	44	175	60	47	82	62	80	103
	37%	-	-	-	-	-	-	-	35%	40%	33%	35%	34%	29%	42%	43%

Centre for Progressive Policy
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Absolutes/col percents

Table 67

Q10. What is your own annual income, prior to tax being deducted?**Base: All respondents**

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
Up to £10,000 (5000)	512 17%	194 13%	316 21%	109 15%	66 14%	83 16%	109 24%	105 15%	43 14%	28 11%	39 15%	50 20%	19 6%	66 16%	38 18%	43 17%	60 28%	86 23%	45 3%	88 25%	73 61%	67 47%	61 49%	105 15%	73 44%
£10,001 - £15,000 (12500)	529 18%	225 15%	298 19%	75 10%	53 11%	89 17%	98 21%	184 26%	23 7%	24 9%	34 13%	53 21%	81 24%	47 11%	29 14%	54 21%	45 21%	102 28%	128 9%	97 28%	27 22%	40 28%	22 18%	187 27%	28 17%
£15,001 - £20,000 (17500)	513 17%	236 16%	276 18%	115 16%	71 15%	92 17%	79 17%	146 21%	42 14%	40 15%	44 16%	37 15%	71 21%	73 18%	31 15%	48 19%	41 20%	75 20%	248 17%	58 17%	10 8%	14 10%	9 8%	156 23%	18 11%
£20,001 - £25,000 (22500)	571 19%	308 21%	263 17%	143 20%	112 23%	99 19%	72 16%	130 18%	52 17%	73 27%	55 21%	34 13%	85 25%	91 22%	38 18%	44 17%	38 18%	45 12%	370 26%	41 12%	5 4%	10 7%	7 6%	117 17%	21 12%
£25,001 - £30,000 (27500)	406 13%	225 15%	181 12%	127 18%	74 15%	67 13%	58 13%	78 11%	57 19%	45 17%	31 12%	49 19%	43 13%	70 17%	29 14%	36 14%	10 5%	35 9%	273 19%	31 9%	1 1%	9 6%	8 7%	70 10%	15 9%
£30,001 - £35,000 (32500)	162 5%	84 6%	77 5%	52 7%	30 6%	24 5%	23 5%	26 4%	27 9%	14 5%	14 5%	12 5%	14 4%	24 6%	16 8%	10 4%	11 5%	12 3%	116 8%	9 3%	3 2%	1 1%	4 3%	24 4%	6 4%
£35,001 - £40,000 (37500)	81 3%	40 3%	40 3%	29 4%	20 4%	16 3%	4 1%	8 1%	18 6%	7 3%	9 3%	2 1%	3 1%	11 3%	12 6%	7 3%	2 1%	5 1%	62 4%	7 2%	1 1%	-	2 2%	7 1%	1 1%
£40,001 - £50,000 (45000)	101 3%	75 5%	25 2%	27 4%	19 4%	27 5%	11 2%	12 2%	16 5%	15 5%	21 8%	10 4%	10 3%	11 3%	4 2%	6 2%	1 *	2 1%	82 6%	5 2%	1 1%	1 1%	1 1%	7 1%	3 2%
£50,001 - £60,000 (55000)	43 1%	29 2%	14 1%	16 2%	11 2%	10 2%	2 1%	2 *	11 4%	6 2%	7 3%	2 1%	1 *	5 1%	4 2%	3 1%	1 *	1 *	37 3%	3 1%	-	1 *	1 1%	1 *	-
£60,001 - £70,000 (65000)	16 1%	9 1%	7 *	6 1%	6 1%	1 *	-	1 *	1 *	4 2%	1 1%	-	1 *	5 1%	2 1%	-	-	-	13 1%	1 *	-	-	2 2%	-	1 *
£70,001 - £80,000 (75000)	11 *	9 1%	2 *	3 *	5 1%	1 *	-	1 *	3 1%	5 2%	1 *	-	-	-	-	-	-	1 *	9 1%	1 *	-	-	1 1%	-	-
£80,001 - £90,000 (85000)	14 *	7 1%	6 *	8 1%	3 1%	1 *	-	2 *	3 1%	1 *	1 *	-	2 *	5 1%	1 1%	-	-	-	12 1%	-	-	-	1 1%	-	1 1%
£90,001 - £100,000 (95000)	7 *	3 *	3 *	-	4 1%	2 *	-	-	-	2 1%	-	-	-	-	2 1%	2 1%	-	-	6 *	-	-	-	1 1%	-	-
More than £100,000 (105000)	14 *	10 1%	4 *	3 *	5 1%	3 1%	-	3 *	3 1%	3 1%	1 1%	-	2 1%	-	1 1%	2 1%	-	1 *	12 1%	-	-	-	-	2 *	-
Prefer not to say	37 1%	19 1%	19 1%	10 1%	4 1%	10 2%	5 1%	5 1%	4 1%	1 *	7 3%	3 1%	2 1%	6 2%	3 2%	3 1%	2 1%	3 1%	26 2%	5 1%	-	-	2 1%	5 1%	-

Centre for Progressive Policy
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Absolutes/col percents

Table 67

Q10. What is your own annual income, prior to tax being deducted?**Base: All respondents**

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
Mean	20982	22998	19087	23474	24694	21617	17283	18479	25951	26227	23365	18801	21066	21755	22710	19912	15470	16131	27010	16200	9658	11609	15472	17389	14498
Standard deviation	14195	15151	12956	15045	17289	14583	10000	11388	16870	17919	15184	10587	12098	13369	16297	13758	8943	10168	15136	10478	7322	8150	17127	9389	11691
Standard error	260	389	339	577	762	675	480	410	972	1067	984	675	605	694	1070	913	652	527	474	453	592	613	1463	339	829

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Absolutes/col percents

Table 68
Q10. What is your own annual income, prior to tax being deducted?
Base: All respondents

	Social Grade					Region											Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say	
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30	
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32	
Up to £10,000	(5000)	512	63	134	89	226	41	23	50	45	49	30	23	53	62	81	45	11	441	66	15	30	11	5	4	5
		17%	8%	15%	14%	31%	16%	19%	15%	18%	19%	14%	16%	19%	15%	20%	17%	13%	17%	17%	20%	16%	15%	22%	18%	15%
£10,001 - £15,000	(12500)	529	99	128	91	211	56	23	47	50	41	40	27	60	68	60	40	15	460	63	15	31	10	3	4	7
		18%	12%	15%	14%	29%	22%	19%	14%	20%	16%	19%	19%	22%	17%	15%	18%	18%	16%	20%	16%	13%	11%	4	7	21%
£15,001 - £20,000	(17500)	513	118	159	108	129	44	16	77	45	45	40	20	44	53	66	55	8	451	59	8	29	15	3	4	4
		17%	15%	18%	17%	18%	17%	13%	23%	18%	17%	19%	14%	16%	13%	16%	21%	10%	17%	15%	11%	15%	19%	15%	4	12%
£20,001 - £25,000	(22500)	571	161	198	119	93	53	30	54	51	52	43	28	53	63	80	46	18	505	60	4	32	17	5	1	6
		19%	20%	23%	19%	13%	21%	24%	16%	20%	20%	20%	19%	19%	16%	20%	18%	22%	19%	15%	6%	17%	22%	21%	6%	20%
£25,001 - £30,000	(27500)	406	151	119	96	41	25	15	49	35	31	31	24	35	55	53	39	13	357	45	10	18	11	3	3	4
		13%	19%	14%	15%	6%	10%	12%	15%	14%	12%	14%	17%	12%	14%	13%	15%	16%	14%	12%	13%	9%	14%	12%	14%	13%
£30,001 - £35,000	(32500)	162	56	50	48	7	11	8	14	13	17	14	7	8	30	20	17	3	135	25	6	14	2	1	2	2
		5%	7%	6%	8%	1%	4%	6%	4%	5%	7%	6%	5%	3%	7%	5%	7%	3%	5%	6%	7%	7%	3%	6%	7%	6%
£35,001 - £40,000	(37500)	81	26	34	18	3	7	3	10	2	6	1	3	8	15	14	5	6	65	15	3	8	3	-	1	2
		3%	3%	4%	3%	*	3%	3%	3%	1%	2%	1%	2%	3%	4%	3%	2%	7%	2%	4%	3%	4%	4%	-	6%	5%
£40,001 - £50,000	(45000)	101	42	21	34	4	6	3	12	3	11	8	4	11	17	14	7	5	79	22	5	9	4	-	3	-
		3%	5%	2%	5%	1%	2%	2%	4%	1%	4%	4%	3%	4%	4%	3%	3%	5%	3%	6%	7%	5%	5%	-	14%	-
£50,001 - £60,000	(55000)	43	20	10	11	1	5	-	12	1	1	1	3	1	10	5	2	2	33	9	3	5	-	-	-	1
		1%	3%	1%	2%	*	2%	-	4%	*	*	1%	2%	*	2%	1%	1%	3%	1%	2%	5%	3%	-	-	-	3%
£60,001 - £70,000	(65000)	16	8	4	5	-	4	-	-	-	-	-	-	2	6	3	1	1	12	4	3	1	-	-	-	-
		1%	1%	*	1%	-	1%	-	-	-	-	-	-	1%	1%	1%	*	2%	*	1%	4%	1%	-	-	-	-
£70,001 - £80,000	(75000)	11	9	1	2	-	-	-	1	-	-	-	1	3	5	-	-	-	4	7	1	4	1	-	-	-
		*	1%	*	*	-	-	-	*	-	-	-	*	1%	1%	-	-	-	*	2%	2%	2%	2%	-	-	-
£80,001 - £90,000	(85000)	14	12	2	-	-	2	-	-	2	3	1	1	-	2	1	-	1	12	2	-	1	-	-	1	-
		*	2%	*	-	-	1%	-	-	1%	1%	1%	1%	-	*	*	-	1%	*	1%	-	*	-	-	5%	-
£90,001 - £100,000	(95000)	7	6	-	1	-	-	1	2	1	-	-	-	-	3	-	-	-	4	3	-	-	2	1	-	-
		*	1%	-	*	-	-	1%	*	*	-	-	-	-	1%	-	-	-	*	1%	-	-	2%	5%	-	-
More than £100,000	(105000)	14	8	3	3	-	1	-	-	-	3	-	3	5	2	-	-	-	11	2	2	-	-	-	-	2
		*	1%	*	*	-	*	-	-	-	1%	-	1%	1%	1%	-	-	-	*	*	2%	-	-	-	-	5%
Prefer not to say	37	14	11	7	5	3	1	6	1	3	3	3	1	8	6	3	1	29	8	-	6	-	2	-	-	-
		1%	2%	1%	1%	1%	1%	2%	*	1%	1%	2%	*	2%	1%	1%	2%	1%	1%	2%	-	3%	-	8%	-	-
Mean	20982	26661	20780	22451	13732	20512	19522	21421	19112	20088	21533	20470	20049	23953	21095	19540	23716	20554	23547	25812	22838	23023	21293	25407	24836	
Standard deviation	14195	17817	12111	13789	7863	14196	12058	13116	12320	12475	15294	12464	14664	17888	14869	10429	14921	13466	17468	21124	15602	16780	19648	19067	22522	
Standard error	260	654	416	557	281	861	1144	707	782	794	1101	1053	852	962	716	629	1648	261	1010	2683	1314	2114	4912	4624	4112	

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Absolutes/col percents

Table 69

Q10. What is your own annual income, prior to tax being deducted?**Base: All respondents**

	Total	Income														Pension Status Awareness			
		Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
Up to £10,000	(5000)	512 17%	512 100%	-	-	-	-	-	-	-	-	-	-	-	-	215 10%	-	31 43%	266 48%
£10,001 - £15,000	(12500)	529 18%	- 100%	529	-	-	-	-	-	-	-	-	-	-	-	332 16%	76 29%	21 30%	100 18%
£15,001 - £20,000	(17500)	513 17%	-	-	513 100%	-	-	-	-	-	-	-	-	-	-	398 19%	55 21%	8 11%	52 10%
£20,001 - £25,000	(22500)	571 19%	-	-	-	571 100%	-	-	-	-	-	-	-	-	-	459 21%	49 19%	6 8%	58 11%
£25,001 - £30,000	(27500)	406 13%	-	-	-	-	406 100%	-	-	-	-	-	-	-	-	321 15%	47 18%	3 4%	36 7%
£30,001 - £35,000	(32500)	162 5%	-	-	-	-	-	162 100%	-	-	-	-	-	-	-	128 6%	19 7%	2 3%	13 2%
£35,001 - £40,000	(37500)	81 3%	-	-	-	-	-	-	81 100%	-	-	-	-	-	-	70 3%	5 2%	-	6 1%
£40,001 - £50,000	(45000)	101 3%	-	-	-	-	-	-	-	101 100%	-	-	-	-	-	86 4%	6 2%	-	8 1%
£50,001 - £60,000	(55000)	43 1%	-	-	-	-	-	-	-	-	43 100%	-	-	-	-	42 2%	-	-	1 *
£60,001 - £70,000	(65000)	16 1%	-	-	-	-	-	-	-	-	-	16 100%	-	-	-	14 1%	-	-	2 *
£70,001 - £80,000	(75000)	11 *	-	-	-	-	-	-	-	-	-	-	11 100%	-	-	9 *	1 *	-	1 *
£80,001 - £90,000	(85000)	14 *	-	-	-	-	-	-	-	-	-	-	-	14 100%	-	9 *	4 1%	-	1 *
£90,001 - £100,000	(95000)	7 *	-	-	-	-	-	-	-	-	-	-	-	-	7 100%	6 *	-	-	1 *
More than £100,000	(105000)	14 *	-	-	-	-	-	-	-	-	-	-	-	-	-	14 100%	12 1%	-	1 *
Prefer not to say	37 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34 2%	-	1 1%	2 *
Mean	20982	5000	12500	17500	22500	27500	32500	37500	45000	55000	65000	75000	85000	95000	105000	23097	22048	11832	13515
Standard deviation	14195	*	0	0	0	0	0	0	0	0	0	0	0	0	0	14377	11253	7578	12338
Standard error	260	*	0	0	0	0	0	0	0	0	0	0	0	0	0	319	689	881	497

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Absolutes/col percents

Table 70
Q10. What is your own annual income, prior to tax being deducted?
Base: All respondents

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)						Q15 - Knowledge of pensions					Q12 - Started receiving payouts				
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No	
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193	
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349	
Up to £10,000	(5000)	512	94	66	30	40	56	1	3	94	107	15	6	18	44	55	92	19	109	13	96	247	155	100	114
		17%	9%	7%	7%	9%	10%	8%	21%	7%	32%	13%	25%	20%	30%	40%	39%	16%	10%	9%	10%	18%	29%	13%	8%
£10,001 - £15,000	(12500)	529	188	105	75	64	105	3	1	167	79	16	2	16	29	37	53	16	162	16	146	261	105	180	150
		18%	19%	11%	17%	14%	19%	26%	11%	13%	24%	15%	10%	18%	20%	27%	23%	13%	15%	11%	16%	19%	20%	23%	11%
£15,001 - £20,000	(17500)	513	184	158	74	100	95	4	6	220	36	24	3	14	18	17	27	25	173	14	159	239	101	174	224
		17%	19%	16%	17%	22%	18%	39%	43%	17%	11%	21%	14%	15%	12%	13%	12%	20%	16%	10%	17%	17%	19%	22%	17%
£20,001 - £25,000	(22500)	571	211	234	82	109	105	3	3	293	42	18	5	19	16	13	28	23	203	36	167	282	86	152	306
		19%	21%	24%	19%	24%	19%	28%	24%	23%	13%	16%	23%	21%	11%	9%	12%	19%	19%	25%	18%	20%	16%	19%	23%
£25,001 - £30,000	(27500)	406	135	165	68	68	70	-	-	221	35	18	2	14	16	12	16	19	170	25	144	191	45	86	234
		13%	14%	17%	16%	15%	13%	-	-	17%	10%	16%	8%	16%	11%	9%	7%	15%	16%	17%	16%	14%	8%	11%	17%
£30,001 - £35,000	(32500)	162	50	78	28	23	31	-	-	94	15	11	-	3	7	2	8	11	80	11	70	60	21	33	95
		5%	5%	8%	7%	5%	6%	-	-	7%	5%	10%	-	3%	5%	1%	4%	9%	7%	7%	7%	4%	4%	4%	7%
£35,001 - £40,000	(37500)	81	32	37	15	16	10	-	-	49	4	1	-	1	4	-	5	1	28	2	26	42	11	15	56
		3%	3%	4%	4%	4%	2%	-	-	4%	1%	1%	-	1%	3%	-	2%	*	3%	2%	3%	3%	2%	2%	4%
£40,001 - £50,000	(45000)	101	37	45	24	12	26	-	-	64	10	2	2	4	2	1	2	2	60	12	48	35	6	17	68
		3%	4%	5%	6%	3%	5%	-	-	5%	3%	2%	7%	4%	2%	1%	1%	2%	6%	8%	5%	2%	1%	2%	5%
£50,001 - £60,000	(55000)	43	20	29	6	5	17	-	-	32	-	-	-	-	1	-	-	-	34	6	28	9	-	8	34
		1%	2%	3%	1%	1%	3%	-	-	3%	-	-	-	-	*	-	-	-	3%	4%	3%	1%	-	1%	3%
£60,001 - £70,000	(65000)	16	8	9	4	4	5	-	-	9	1	1	-	-	2	-	-	1	9	1	8	7	-	1	13
		1%	1%	1%	1%	1%	1%	-	-	1%	*	1%	-	-	1%	-	-	1%	1%	1%	1%	1%	-	*	1%
£70,001 - £80,000	(75000)	11	6	5	2	-	3	-	-	5	1	1	1	-	2	-	-	1	6	1	5	3	3	1	8
		*	1%	1%	*	-	*	-	-	*	*	1%	6%	-	2%	-	-	1%	1%	1%	*	*	*	*	1%
£80,001 - £90,000	(85000)	14	7	9	2	-	4	-	-	9	1	1	-	3	-	1	1	8	1	7	6	-	-	9	
		*	1%	1%	1%	-	1%	-	-	1%	*	1%	-	2%	-	1%	1%	1%	1%	1%	*	-	-	-	1%
£90,001 - £100,000	(95000)	7	-	4	2	-	2	-	-	6	1	1	-	-	-	-	1	4	1	3	3	-	-	6	
		*	-	*	1%	-	*	-	-	*	*	1%	-	-	-	-	1%	*	1%	*	*	-	-	*	
More than £100,000	(105000)	14	7	10	7	-	4	-	-	12	1	1	-	1	-	-	1	12	3	8	2	-	3	9	
		*	1%	1%	2%	-	1%	-	-	1%	*	1%	6%	-	1%	-	1%	1%	1%	2%	1%	*	-	1%	
Prefer not to say		37	15	19	7	8	10	-	-	23	-	-	-	1	-	1	-	18	3	14	17	3	11	23	
		1%	2%	2%	2%	2%	2%	-	-	2%	-	-	-	1%	-	1%	*	2%	2%	2%	1%	1%	1%	2%	

Centre for Progressive Policy
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Absolutes/col percents

Table 70

Q10. What is your own annual income, prior to tax being deducted?**Base: All respondents**

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
Mean	20982	22847	26142	25112	21531	23368	16644	15500	25183	16903	23451	26873	19527	20231	12833	14173	22693	24920	28098	24423	19847	16117	19336	25291
Standard deviation	14195	14746	16297	17150	10346	15910	5189	6445	15551	13873	17859	27251	12641	18989	8209	10556	17348	16720	19315	16233	12563	10155	11318	15472
Standard error	260	468	560	826	507	685	1565	1723	450	739	1695	5947	1332	1497	666	644	1564	520	1669	541	337	430	389	451

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Absolutes/col percents

Table 71
Q10. What is your own annual income, prior to tax being deducted?
Base: All respondents

	Total	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
		The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't care about where my pension is invested	I don't think it is possible for me to change where my pension is invested	
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259	
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261	
Up to £10,000	(5000)	512 17%	126 11%	143 10%	173 10%	68 10%	25 7%	112 10%	44 8%	101 12%	6 5%	38 9%	40 7%	60 12%	33 14%	65 12%	42 13%	16 13%	8 16%	8 17%	33 13%	
£10,001 - £15,000	(12500)	529 18%	191 17%	214 15%	276 16%	89 13%	48 14%	179 16%	66 13%	137 16%	12 10%	55 13%	74 15%	58 15%	79 16%	55 22%	83 15%	53 16%	18 15%	6 11%	8 16%	50 19%
£15,001 - £20,000	(17500)	513 17%	214 19%	262 19%	327 19%	109 16%	66 20%	217 20%	75 14%	160 19%	15 13%	60 14%	105 21%	73 19%	87 18%	58 24%	101 19%	72 22%	29 25%	14 28%	7 14%	47 18%
£20,001 - £25,000	(22500)	571 19%	239 21%	299 22%	392 22%	149 22%	70 21%	227 20%	103 19%	206 24%	28 24%	75 18%	97 19%	83 22%	123 26%	52 21%	131 24%	73 22%	22 19%	10 20%	12 24%	64 25%
£25,001 - £30,000	(27500)	406 13%	162 14%	219 16%	261 15%	108 16%	43 13%	169 15%	76 14%	124 15%	19 16%	57 14%	87 17%	63 17%	62 13%	33 14%	79 15%	51 15%	19 16%	4 8%	8 17%	30 11%
£30,001 - £35,000	(32500)	162 5%	64 6%	75 5%	103 6%	46 7%	25 7%	70 6%	49 9%	44 5%	9 8%	39 10%	28 6%	13 4%	31 6%	6 3%	35 6%	11 3%	4 3%	2 4%	2 4%	14 5%
£35,001 - £40,000	(37500)	81 3%	39 3%	42 3%	55 3%	24 4%	13 4%	36 3%	23 4%	25 3%	1 1%	21 5%	21 4%	13 3%	12 3%	2 1%	15 3%	5 2%	2 2%	1 3%	- -	10 4%
£40,001 - £50,000	(45000)	101 3%	44 4%	49 4%	68 4%	31 5%	19 6%	48 4%	32 6%	19 2%	6 5%	25 6%	32 6%	8 2%	11 2%	4 2%	9 2%	5 1%	- 2%	1 2%	2 4%	7 3%
£50,001 - £60,000	(55000)	43 1%	22 2%	27 2%	36 2%	14 2%	13 4%	14 1%	24 5%	10 1%	6 5%	18 4%	8 2%	6 1%	4 1%	- -	6 1%	2 1%	1 1%	1 2%	- -	4 2%
£60,001 - £70,000	(65000)	16 1%	10 1%	6 *	13 1%	4 1%	2 1%	9 1%	3 1%	7 1%	1 *	3 1%	5 1%	4 1%	2 -	- -	4 1%	4 1%	2 2%	- -	- -	1 *
£70,001 - £80,000	(75000)	11 *	3 *	6 *	6 *	4 1%	3 1%	5 *	7 1%	- -	1 1%	6 1%	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -
£80,001 - £90,000	(85000)	14 *	8 1%	8 1%	4 *	3 *	3 1%	3 *	5 1%	2 *	3 2%	3 1%	1 *	1 *	1 *	- -	2 *	- -	1 1%	- -	- -	1 *

Centre for Progressive Policy
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Absolutes/col percents

Table 71

Q10. What is your own annual income, prior to tax being deducted?**Base: All respondents**

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that moving my money will make a difference to my pension is invested	I don't think it is possible for me to change where my pension is invested	
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
£90,001 - £100,000 (95000)	7	4	4	4	2	1	2	3	2	3	-	1	-	2	-	-	2	-	-	-	-
	*	*	*	*	*	*	*	1%	*	3%	-	*	-	*	-	-	*	-	-	-	-
More than £100,000 (105000)	14	7	9	12	5	1	4	5	6	1	4	1	3	3	-	4	1	1	2	2	-
	*	1%	1%	1%	1%	*	*	1%	1%	1%	1%	*	1%	1%	-	1%	*	1%	4%	4%	-
Prefer not to say	37	22	24	27	13	4	13	14	13	4	10	7	10	4	*	3	11	2	1	1	-
	1%	2%	2%	2%	2%	1%	1%	3%	2%	3%	2%	1%	3%	1%	*	1%	3%	2%	1%	1%	-
Mean	20982	22892	22941	22974	23955	25011	22604	27175	21674	29913	26422	23703	22023	21408	18177	21661	20516	21138	23213	22248	20729
Standard deviation	14195	14865	14564	14133	14854	15155	13408	17811	13449	20866	16826	13130	13488	13426	8274	13394	12353	14580	20764	18682	11439
Standard error	260	449	400	345	593	854	416	816	466	2087	867	601	713	617	533	579	696	1378	2879	2669	711

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Absolutes/col percents

Table 72

Q10. What is your own annual income, prior to tax being deducted?**Base: All respondents**

	Total	vested				investing				Clockface Quadrants							
		I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
Up to £10,000	(5000) 17%	512 8%	6 8%	5 9%	3 4%	8 11%	6 8%	- -	25 10%	66 19%	275 16%	108 17%	62 18%	155 24%	131 18%	115 16%	110 12%
£10,001 - £15,000	(12500) 18%	529 12%	6 13%	10 13%	7 10%	2 3%	4 5%	3 8%	38 15%	63 18%	285 17%	111 18%	70 20%	137 21%	144 20%	97 14%	150 16%
£15,001 - £20,000	(17500) 17%	513 21%	11 18%	13 15%	9 19%	14 10%	7 14%	10 16%	6 13%	34 15%	294 17%	106 17%	62 17%	105 16%	130 18%	122 17%	156 17%
£20,001 - £25,000	(22500) 19%	571 13%	7 19%	12 16%	9 16%	13 18%	10 14%	13 17%	5 14%	62 24%	54 16%	310 18%	136 22%	72 20%	115 18%	135 19%	188 20%
£25,001 - £30,000	(27500) 13%	406 19%	10 19%	9 12%	8 14%	5 7%	11 15%	7 9%	7 20%	44 17%	34 10%	251 15%	81 13%	40 11%	74 11%	90 12%	141 15%
£30,001 - £35,000	(32500) 5%	162 11%	6 11%	5 7%	2 3%	11 15%	6 8%	4 5%	6 18%	20 8%	25 7%	97 6%	21 3%	19 5%	22 3%	43 6%	49 7%
£35,001 - £40,000	(37500) 3%	81 3%	3 5%	5 7%	3 6%	4 6%	4 5%	3 4%	3 7%	9 4%	15 4%	34 2%	16 3%	16 4%	11 2%	29 1%	31 3%
£40,001 - £50,000	(45000) 3%	101 3%	4 7%	10 13%	3 6%	2 3%	10 14%	7 9%	- -	11 4%	13 4%	54 3%	24 4%	9 3%	10 2%	28 4%	30 5%
£50,001 - £60,000	(55000) 1%	43 1%	2 3%	2 3%	4 8%	7 9%	3 4%	10 13%	3 8%	6 2%	5 2%	27 2%	8 1%	2 *	5 1%	4 1%	26 3%
£60,001 - £70,000	(65000) 1%	16 1%	- -	1 2%	- -	3 3%	1 1%	- -	- -	1 *	12 1%	3 *	- -	- -	2 *	5 1%	9 1%
£70,001 - £80,000	(75000) *	11 2%	1 2%	- -	2 3%	2 2%	1 2%	2 2%	2 4%	2 1%	- -	6 *	3 1%	- -	2 *	4 1%	5 1%
£80,001 - £90,000	(85000) *	14 *	- -	- -	1 2%	- -	1 2%	- -	- -	3 1%	5 1%	6 *	2 *	- -	2 *	5 1%	6 1%

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Absolutes/col percents

Table 72

Q10. What is your own annual income, prior to tax being deducted?**Base: All respondents**

	vested										investing			Clockface Quadrants			
	Total	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
£90,001 - £100,000 (95000)	7 *	-	2 2%	2 3%	1 2%	-	3 4%	-	-	2 1%	3 *	2 *	-	-	3 *	2 *	2 *
More than £100,000 (105000)	14 *	-	-	-	2 2%	1 2%	3 3%	-	1 1%	1 *	7 *	3 *	2 1%	3 *	1 *	1 *	9 1%
Prefer not to say	37 1%	-	-	1 2%	3 4%	5 7%	5 7%	1 4%	4 2%	6 2%	25 1%	6 1%	-	8 1%	9 1%	3 *	17 2%
Mean	20982	25139	27746	29882	30866	32245	35662	30101	24199	21592	21169	20816	19810	17441	19835	22160	23459
Standard deviation	14195	13464	17443	21569	20396	20723	25111	14756	14761	16222	14043	14196	12760	11551	12867	14349	16060
Standard error	260	1904	2131	3050	2590	2632	3139	2740	943	885	345	569	665	450	479	548	530

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Absolutes/col percents

Table 73

Q11. Do you work in the UK?**Base: All auto enrol respondents earning £10,000+**

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	383	168	210	142	111	85	41	4	55	55	38	18	2	83	55	47	23	2	114	92	32	47	16	3	79
Weighted base	357	154	198	134	90	84	43	4	51	47	36	19	2	80	42	49	24	3	157	56	25	38	13	3	65
Yes	261	124	133	108	66	59	26	3	44	39	26	14	1	59	27	33	12	2	154	56	8	8	9	1	25
	73%	81%	67%	80%	74%	70%	60%	57%	87%	84%	72%	75%	48%	74%	64%	68%	48%	62%	98%	100%	33%	21%	69%	38%	38%
No	95	29	65	27	24	26	17	2	6	8	10	5	1	20	15	16	12	1	3	-	17	30	4	2	40
	27%	19%	33%	20%	26%	30%	40%	43%	13%	16%	28%	25%	52%	26%	36%	32%	52%	38%	2%	-	67%	79%	31%	62%	62%

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Absolutes/col percents

Table 74

Q11. Do you work in the UK?**Base: All auto enrol respondents earning £10,000+**

	Social Grade					Region											Ethnicity								
	Total	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	383	60	77	88	158	39	16	43	31	39	27	19	34	46	44	23	22	322	53	13	22	10	4	4	8
Weighted base	357	60	74	83	140	35	17	40	31	39	30	15	29	47	35	20	19	290	60	14	24	12	5	5	7
Yes	261	55	64	71	72	27	12	33	20	24	26	7	17	39	30	14	12	211	46	8	19	9	5	4	5
	73%	91%	86%	85%	52%	77%	69%	83%	65%	62%	84%	48%	59%	83%	86%	72%	65%	73%	77%	62%	82%	76%	100%	75%	67%
No	95	6	10	12	67	8	5	7	11	15	5	8	12	8	5	6	7	79	14	5	4	3	-	1	2
	27%	9%	14%	15%	48%	23%	31%	17%	35%	38%	16%	52%	41%	17%	14%	28%	35%	27%	23%	38%	18%	24%	-	25%	33%

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Absolutes/col percents

Table 75

Q11. Do you work in the UK?**Base: All auto enrol respondents earning £10,000+**

	Income														Pension Status Awareness				
	Total	Up to £10,000	£10,001 - £15,000	£15,001 - £20,000	£20,001 - £25,000	£25,001 - £30,000	£30,001 - £35,000	£35,001 - £40,000	£40,001 - £50,000	£50,001 - £60,000	£60,001 - £70,000	£70,001 - £80,000	£80,001 - £90,000	£90,001 - £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	383	-	134	85	66	60	16	8	8	1	1	1	3	-	-	-	267	-	116
Weighted base	357	-	117	74	64	60	20	7	8	1	1	1	4	-	-	-	261	-	95
Yes	261	-	76	55	49	47	19	5	6	-	-	1	4	-	-	-	261	-	-
	73%	-	65%	74%	76%	78%	95%	68%	81%	-	-	100%	100%	-	-	-	100%	-	-
No	95	-	42	19	15	13	1	2	2	1	1	-	-	-	-	-	-	-	95
	27%	-	35%	26%	24%	22%	5%	32%	19%	100%	100%	-	-	-	-	-	-	-	100%

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Absolutes/col percents

Table 76

Q11. Do you work in the UK?**Base: All auto enrol respondents earning £10,000+**

	Q13 - Type of pension holder (aware)							Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Workplace pension - defined contribution	Workplace pension - defined benefit	Workplace pension - not sure which	Private/personal pension	None of the above	NET: Workplace pension - defined contribution/benefit	State pension	Workplace pension - defined contribution	Workplace pension - defined benefit	Workplace pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Workplace pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes
Unweighted base	383	-	-	-	-	-	-	152	45	7	35	78	48	113	49	72	13	59	167	144	-	-
Weighted base	357	-	-	-	-	-	-	149	45	6	35	69	44	101	48	77	13	64	145	134	-	-
Yes	261	-	-	-	-	-	-	114	41	6	34	55	21	67	44	63	12	51	111	88	-	-
	73%	-	-	-	-	-	-	77%	91%	100%	96%	80%	49%	66%	92%	81%	87%	80%	76%	66%	-	-
No	95	-	-	-	-	-	-	34	4	-	1	14	23	34	4	14	2	13	35	46	-	-
	27%	-	-	-	-	-	-	23%	9%	-	4%	20%	51%	34%	8%	19%	13%	20%	24%	34%	-	-

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Absolutes/col percents

Table 77
Q11. Do you work in the UK?
Base: All auto enrol respondents earning £10,000+

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested				
	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that moving my money will make a difference to my pension is invested	I don't think it is possible for me to care about where my pension is invested	
Unweighted base	383	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Weighted base	357	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Yes	261 73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
No	95 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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Absolutes/col percents

Table 78

Q11. Do you work in the UK?**Base: All auto enrol respondents earning £10,000+**

	vested				investing				Clockface Quadrants							
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a pension different way to save for my retirement	I learnt more about investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right
Unweighted base	383	-	-	-	-	-	-	-	62	178	85	58	98	104	72	109
Weighted base	357	-	-	-	-	-	-	-	57	165	79	55	85	98	68	107
Yes	261	-	-	-	-	-	-	-	42	123	61	36	54	69	53	86
	73%	-	-	-	-	-	-	-	73%	74%	77%	65%	64%	70%	78%	81%
No	95	-	-	-	-	-	-	-	15	42	19	19	31	29	15	20
	27%	-	-	-	-	-	-	-	27%	26%	23%	35%	36%	30%	22%	19%

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Absolutes/col percents

Table 79

Q12. Have you started receiving pay-outs from your pension(s)?**Base: All pension holders and aware**

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	2056	1122	929	399	310	308	348	676	186	177	167	212	372	210	133	139	136	304	834	340	54	70	22	687	49
Weighted base	2136	1110	1021	466	316	359	368	606	203	182	194	214	309	260	134	164	154	297	1152	220	44	58	18	602	41
Yes	782	416	364	31	10	14	154	570	17	8	7	92	290	12	3	8	62	280	102	55	9	19	2	583	11
	37%	37%	36%	7%	3%	4%	42%	94%	8%	4%	3%	43%	94%	5%	2%	5%	40%	94%	9%	25%	21%	33%	13%	97%	27%
No	1349	692	654	434	306	344	214	33	186	174	186	122	19	247	132	156	92	15	1049	163	34	39	16	16	30
	63%	62%	64%	93%	97%	96%	58%	5%	92%	96%	96%	57%	6%	95%	98%	95%	60%	5%	91%	74%	79%	67%	87%	3%	73%
Don't know	6	2	3	1	-	1	-	4	-	-	1	-	1	1	-	-	-	3	1	1	-	-	-	3	-
	*	*	*	*	-	*	-	1%	-	-	1%	-	*	*	-	-	-	1%	*	1%	-	-	-	*	-

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Absolutes/col percents

Table 80

Q12. Have you started receiving pay-outs from your pension(s)?**Base: All pension holders and aware**

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	2056	604	632	438	382	184	68	252	168	156	129	99	204	230	314	204	48	1886	152	28	79	32	7	6	18
Weighted base	2136	644	662	462	367	181	80	250	171	168	150	104	199	275	306	198	54	1898	218	40	113	44	10	10	21
Yes	782 37%	284 44%	217 33%	157 34%	124 34%	68 37%	30 38%	89 36%	64 37%	58 34%	41 28%	37 35%	96 48%	90 33%	119 39%	77 39%	13 24%	739 39%	40 18%	8 20%	20 18%	7 16%	1 14%	3 33%	3 16%
No	1349 63%	359 56%	442 67%	306 66%	241 66%	114 63%	50 62%	160 64%	105 61%	111 66%	106 71%	67 65%	103 52%	185 67%	187 61%	121 61%	41 76%	1153 61%	178 82%	32 80%	93 82%	37 84%	9 86%	7 67%	17 84%
Don't know	6 *	1 *	2 *	- -	2 1%	- -	- -	- -	3 2%	- -	2 2%	- -	- -	- -	1 *	- -	- -	6 *	- -	- -	- -	- -	- -	- -	- -

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Absolutes/col percents

Table 81
Q12. Have you started receiving pay-outs from your pension(s)?
Base: All pension holders and aware

	Income														Pension Status Awareness				
	Total	Up to	£10,001	£15,001	£20,001	£25,001	£30,001	£35,001	£40,001	£50,001	£60,001	£70,001	£80,001	£90,001	More than	Pension holder and aware	Pension holder but not aware	Potential past auto-enrolled	Non-pension holder
		£10,000	£15,000	£20,000	£25,000	£30,000	£35,000	£40,000	£50,000	£60,000	£70,000	£80,000	£90,000	£100,000	£100,000				
Unweighted base	2056	258	373	386	416	282	109	59	69	35	12	7	7	4	10	2056	-	-	-
Weighted base	2136	215	332	398	459	321	128	70	86	42	14	9	9	6	12	2136	-	-	-
Yes	782	100	180	174	152	86	33	15	17	8	1	1	-	-	3	782	-	-	-
	37%	47%	54%	44%	33%	27%	26%	21%	19%	18%	9%	10%	-	-	27%	37%	-	-	-
No	1349	114	150	224	306	234	95	56	68	34	13	8	9	6	9	1349	-	-	-
	63%	53%	45%	56%	67%	73%	74%	79%	79%	82%	91%	90%	100%	100%	73%	63%	-	-	-
Don't know	6	1	2	-	1	-	-	-	1	-	-	-	-	-	-	6	-	-	-
	*	*	1%	-	*	-	-	-	2%	-	-	-	-	-	-	*	-	-	-

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Absolutes/col percents

Table 82

Q12. Have you started receiving pay-outs from your pension(s)?**Base: All pension holders and aware**

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)						Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes
Unweighted base	2056	1006	862	438	423	548	11	14	1212	-	-	-	-	-	-	873	110	763	952	231	857	1193
Weighted base	2136	995	975	428	448	543	11	13	1296	-	-	-	-	-	-	898	119	779	997	241	782	1349
Yes	782 37%	534 54%	222 23%	274 64%	106 24%	236 43%	2 20%	1 6%	465 36%	-	-	-	-	-	-	397 44%	55 46%	342 44%	328 33%	57 24%	782 100%	-
No	1349 63%	457 46%	753 77%	154 36%	340 76%	306 56%	9 80%	12 94%	830 64%	-	-	-	-	-	-	500 56%	64 54%	436 56%	664 67%	184 76%	-	1349
Don't know	6 *	4 *	-	-	2 *	1 *	-	-	-	-	-	-	-	-	-	1 *	-	1 *	5 1%	-	-	-

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Absolutes/col percents

Table 83

Q12. Have you started receiving pay-outs from your pension(s)?**Base: All pension holders and aware**

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	The fees charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my savings increase by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't care about where my pension is invested	I don't think it is possible for me to change where my pension is invested	
Unweighted base	2056	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	2136	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
Yes	782 37%	423 37%	521 38%	666 38%	259 39%	121 36%	355 32%	159 30%	343 40%	40 35%	118 29%	189 37%	136 36%	206 43%	91 37%	248 46%	104 31%	42 36%	21 41%	23 47%	109 42%
No	1349 63%	729 63%	862 62%	1084 62%	407 61%	211 63%	752 68%	369 70%	514 60%	75 65%	295 71%	315 62%	238 64%	276 57%	151 62%	292 54%	228 69%	74 64%	29 59%	26 53%	152 58%
Don't know	6 *	2 *	2 *	6 *	2 *	3 1%	2 *	- -	- -	- -	- -	3 1%	- -	- -	3 1%	- -	- -	- -	- -	- -	- -

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Absolutes/col percents

Table 84

Q12. Have you started receiving pay-outs from your pension(s)?**Base: All pension holders and aware**

	vested							investing					Clockface Quadrants				
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	2056	50	67	51	64	65	68	30	249	201	1203	435	217	392	498	487	679
Weighted base	2136	52	74	56	73	73	76	35	259	216	1250	450	220	405	523	518	690
Yes	782 37%	16 30%	17 22%	13 24%	32 43%	19 26%	23 31%	8 24%	81 31%	75 35%	457 37%	145 32%	104 47%	118 29%	169 32%	180 35%	315 46%
No	1349 63%	36 70%	57 78%	43 76%	41 57%	54 74%	53 69%	27 76%	178 69%	140 65%	790 63%	303 67%	116 53%	286 71%	351 67%	338 65%	373 54%
Don't know	6 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	3 *	1 *	- -	- -	4 1%	- -	2 *

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Table 85

Q13. Which of the following types of pension plan(s) do you currently have/ receive pay-outs from?

Base: All pension holders and aware

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	2056	1122	929	399	310	308	348	676	186	177	167	212	372	210	133	139	136	304	834	340	54	70	22	687	49
Weighted base	2136	1110	1021	466	316	359	368	606	203	182	194	214	309	260	134	164	154	297	1152	220	44	58	18	602	41
State pension	995	549	442	142	111	120	89	529	73	75	72	55	272	66	36	48	34	257	406	83	17	22	5	452	10
	47%	49%	43%	30%	35%	34%	24%	87%	36%	41%	37%	26%	88%	25%	27%	29%	22%	86%	35%	38%	39%	37%	26%	75%	25%
NET: Workplace pension - defined contribution/benefit	1296	692	603	296	206	219	220	342	139	116	116	131	184	156	89	102	89	157	762	113	22	25	10	344	20
	61%	62%	59%	64%	65%	61%	60%	56%	68%	64%	60%	61%	60%	60%	67%	62%	58%	53%	66%	52%	50%	43%	56%	57%	47%
Workplace pension - defined contribution	975	505	469	270	189	196	138	167	123	104	106	75	91	145	85	90	63	77	696	83	16	14	9	147	10
	46%	45%	46%	58%	60%	55%	37%	28%	61%	57%	55%	35%	29%	56%	63%	55%	41%	26%	60%	38%	38%	24%	47%	24%	24%
Workplace pension - defined benefit	428	254	174	44	30	57	99	197	29	23	27	65	110	15	7	31	33	88	146	35	7	13	2	215	10
	20%	23%	17%	10%	10%	16%	27%	33%	15%	13%	14%	30%	36%	6%	5%	19%	22%	29%	13%	16%	15%	22%	9%	36%	25%
Workplace pension - I am aware I have a workplace pension, but I am not sure whether it is 'Defined Contribution' or 'Defined Benefit'	448	194	252	126	83	87	70	80	40	47	43	28	34	86	36	42	42	45	277	56	7	14	5	82	6
	21%	17%	25%	27%	26%	24%	19%	13%	20%	26%	22%	13%	11%	33%	27%	26%	27%	15%	24%	25%	17%	23%	30%	14%	15%
Private/ personal pension	543	344	197	58	53	114	126	190	40	34	66	88	117	18	19	47	38	73	244	69	17	26	1	169	18
	25%	31%	19%	13%	17%	32%	34%	31%	20%	18%	34%	41%	38%	7%	14%	29%	25%	24%	21%	31%	40%	45%	3%	28%	43%
None of the above	11	7	4	1	1	2	4	2	1	1	2	3	-	-	-	-	2	2	4	-	-	1	1	5	-
	1%	1%	*	*	*	1%	1%	*	1%	*	1%	1%	-	-	-	-	1%	1%	*	-	-	2%	5%	1%	-
Don't know	13	4	9	4	3	3	2	-	3	*	-	1	-	1	3	3	2	-	7	3	1	1	-	1	1
	1%	*	1%	1%	1%	1%	1%	-	1%	*	-	*	-	*	2%	2%	1%	-	1%	1%	2%	1%	-	*	2%

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Absolutes/col percents

Table 86

Q13. Which of the following types of pension plan(s) do you currently have/ receive pay-outs from?

Base: All pension holders and aware

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-eastern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	2056	604	632	438	382	184	68	252	168	156	129	99	204	230	314	204	48	1886	152	28	79	32	7	6	18
Weighted base	2136	644	662	462	367	181	80	250	171	168	150	104	199	275	306	198	54	1898	218	40	113	44	10	10	21
State pension	995	323	288	214	170	80	35	103	78	76	62	55	111	118	158	97	23	920	68	13	32	15	2	5	8
	47%	50%	44%	46%	46%	44%	44%	41%	45%	45%	41%	53%	56%	43%	52%	49%	42%	48%	31%	31%	28%	35%	23%	51%	37%
NET: Workplace pension - defined contribution/ benefit	1296	432	426	266	172	103	59	157	105	104	90	72	115	174	184	101	33	1143	139	28	69	35	5	1	14
	61%	67%	64%	57%	47%	57%	74%	63%	62%	62%	60%	69%	58%	63%	60%	51%	60%	60%	64%	69%	61%	80%	53%	15%	68%
Workplace pension - defined contribution	975	308	314	209	144	79	38	116	82	83	68	59	86	137	130	72	26	843	122	19	65	30	5	1	10
	46%	48%	47%	45%	39%	43%	47%	47%	48%	49%	45%	57%	43%	50%	42%	36%	48%	44%	56%	48%	57%	69%	53%	15%	50%
Workplace pension - defined benefit	428	176	134	74	44	31	23	53	31	28	35	19	39	57	68	37	8	386	36	12	14	9	-	1	5
	20%	27%	20%	16%	12%	17%	28%	21%	18%	17%	23%	18%	20%	21%	22%	19%	14%	20%	17%	30%	12%	20%	-	15%	26%
Workplace pension - I am aware I have a workplace pension, but I am not sure whether it is 'Defined Contribution' or 'Defined Benefit'	448	121	146	104	77	46	10	57	40	30	36	20	34	53	60	49	13	400	41	8	15	8	5	5	7
	21%	19%	22%	23%	21%	26%	13%	23%	23%	18%	24%	19%	17%	19%	20%	25%	24%	21%	19%	20%	14%	18%	47%	47%	32%
Private/ personal pension	543	182	137	133	91	45	15	48	37	45	32	22	61	79	88	59	10	495	46	9	29	6	3	-	1
	25%	28%	21%	29%	25%	25%	19%	19%	22%	27%	21%	21%	31%	29%	29%	30%	19%	26%	21%	22%	26%	13%	25%	-	4%
None of the above	11	2	3	2	4	1	1	1	2	-	2	-	-	1	-	4	-	11	-	-	-	-	-	-	-
	1%	*	*	*	1%	1%	1%	*	1%	-	1%	-	-	*	-	2%	-	1%	-	-	-	-	-	-	-
Don't know	13	1	4	4	4	-	1	3	1	1	1	1	2	-	2	2	-	12	1	-	1	-	-	-	-
	1%	*	1%	1%	1%	-	1%	1%	*	1%	*	1%	1%	-	1%	1%	-	1%	1%	-	1%	-	-	-	-

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Absolutes/col percents

Table 87

Q13. Which of the following types of pension plan(s) do you currently have/ receive pay-outs from?

Base: All pension holders and aware

	Income														Pension Status Awareness				
	Total	Up to	£10,001	£15,001	£20,001	£25,001	£30,001	£35,001	£40,001	£50,001	£60,001	£70,001	£80,001	£90,001	More than	Pension holder and aware	Pension holder but not aware	Potential past auto-enrolled	Non-pension holder
		£10,000	£15,000	£20,000	£25,000	£30,000	£35,000	£40,000	£50,000	£60,000	£70,000	£80,000	£90,000	£100,000	£100,000				
Unweighted base	2056	258	373	386	416	282	109	59	69	35	12	7	7	4	10	2056	-	-	-
Weighted base	2136	215	332	398	459	321	128	70	86	42	14	9	9	6	12	2136	-	-	-
State pension	995	94	188	184	211	135	50	32	37	20	8	6	7	-	7	995	-	-	-
	47%	44%	57%	46%	46%	42%	39%	45%	43%	49%	53%	72%	73%	-	56%	47%	-	-	-
NET: Workplace pension - defined contribution/ benefit	1296	94	167	220	293	221	94	49	64	32	9	5	9	6	12	1296	-	-	-
	61%	43%	50%	55%	64%	69%	73%	69%	74%	77%	61%	55%	100%	100%	93%	61%	-	-	-
Workplace pension - defined contribution	975	66	105	158	234	165	78	37	45	29	9	5	9	4	10	975	-	-	-
	46%	31%	32%	40%	51%	51%	61%	53%	52%	69%	61%	55%	100%	79%	81%	46%	-	-	-
Workplace pension - defined benefit	428	30	75	74	82	68	28	15	24	6	4	2	2	2	7	428	-	-	-
	20%	14%	22%	19%	18%	21%	22%	22%	28%	15%	29%	17%	27%	40%	56%	20%	-	-	-
Workplace pension - I am aware I have a workplace pension, but I am not sure whether it is 'Defined Contribution' or 'Defined Benefit'	448	40	64	100	109	68	23	16	12	5	4	-	-	-	-	448	-	-	-
	21%	18%	19%	25%	24%	21%	18%	23%	14%	11%	30%	-	-	-	-	21%	-	-	-
Private/ personal pension	543	56	105	95	105	70	31	10	26	17	5	3	4	2	4	543	-	-	-
	25%	26%	32%	24%	23%	22%	24%	14%	30%	39%	37%	31%	40%	27%	32%	25%	-	-	-
None of the above	11	1	3	4	3	-	-	-	-	-	-	-	-	-	-	11	-	-	-
	1%	*	1%	1%	1%	-	-	-	-	-	-	-	-	-	-	1%	-	-	-
Don't know	13	3	1	6	3	-	-	-	-	-	-	-	-	-	-	13	-	-	-
	1%	1%	*	1%	1%	-	-	-	-	-	-	-	-	-	-	1%	-	-	-

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Absolutes/col percents

Table 88

Q13. Which of the following types of pension plan(s) do you currently have/ receive pay-outs from?**Base: All pension holders and aware**

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)						Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Workplace pension - defined contribution	Workplace pension - defined benefit	Workplace pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Workplace pension - defined contribution/benefit	State pension	Workplace pension - defined contribution	Workplace pension - defined benefit	Workplace pension - not sure which	Private/personal pension	None of the above	NET: Workplace pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes
Unweighted base	2056	1006	862	438	423	548	11	14	1212	-	-	-	-	-	-	873	110	763	952	231	857	1193
Weighted base	2136	995	975	428	448	543	11	13	1296	-	-	-	-	-	-	898	119	779	997	241	782	1349
State pension	995	995	399	235	172	289	-	-	572	-	-	-	-	-	-	460	63	397	443	92	534	457
	47%	100%	41%	55%	38%	53%	-	-	44%	-	-	-	-	-	-	51%	53%	51%	44%	38%	68%	34%
NET: Workplace pension - defined contribution/benefit	1296	572	975	428	-	232	-	-	1296	-	-	-	-	-	-	600	96	504	593	103	465	830
	61%	58%	100%	100%	-	43%	-	-	100%	-	-	-	-	-	-	67%	80%	65%	59%	43%	60%	62%
Workplace pension - defined contribution	975	399	975	107	-	187	-	-	975	-	-	-	-	-	-	442	75	367	451	82	222	753
	46%	40%	100%	25%	-	34%	-	-	75%	-	-	-	-	-	-	49%	63%	47%	45%	34%	28%	56%
Workplace pension - defined benefit	428	235	107	428	-	78	-	-	428	-	-	-	-	-	-	236	41	195	164	28	274	154
	20%	24%	11%	100%	-	14%	-	-	33%	-	-	-	-	-	-	26%	34%	25%	16%	11%	35%	11%
Workplace pension - I am aware I have a workplace pension, but I am not sure whether it is 'Defined Contribution' or 'Defined Benefit'	448	172	-	-	448	63	-	-	-	-	-	-	-	-	-	109	6	103	254	85	106	340
	21%	17%	-	-	100%	12%	-	-	-	-	-	-	-	-	-	12%	5%	13%	25%	35%	13%	25%
Private/ personal pension	543	289	187	78	63	543	-	-	232	-	-	-	-	-	-	304	40	263	198	41	236	306
	25%	29%	19%	18%	14%	100%	-	-	18%	-	-	-	-	-	-	34%	34%	34%	20%	17%	30%	23%
None of the above	11	-	-	-	-	-	11	-	-	-	-	-	-	-	-	5	-	5	3	3	2	9
	1%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	1%	-	1%	*	1%	*	1%
Don't know	13	-	-	-	-	-	-	13	-	-	-	-	-	-	-	1	-	1	6	6	1	12
	1%	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	*	-	*	1%	3%	*	1%

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Table 89

Q13. Which of the following types of pension plan(s) do you currently have/ receive pay-outs from?

Base: All pension holders and aware

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about making such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't think it is possible for me to change where my pension is invested	
Unweighted base	2056	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	2136	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
State pension	995	524	643	816	340	177	484	242	381	55	187	261	172	208	111	259	133	56	29	20	131
	47%	45%	46%	46%	51%	53%	44%	46%	44%	48%	45%	52%	46%	43%	45%	48%	40%	49%	57%	40%	50%
NET: Workplace pension - defined contribution/benefit	1296	691	845	1065	414	203	670	336	555	78	258	286	219	337	118	397	190	71	31	32	170
	61%	60%	61%	61%	62%	61%	60%	64%	65%	68%	62%	57%	58%	70%	48%	74%	57%	61%	63%	64%	65%
Workplace pension - defined contribution	975	526	630	785	310	153	520	293	370	69	224	224	159	211	88	242	145	56	25	20	111
	46%	46%	45%	45%	46%	46%	47%	55%	43%	60%	54%	44%	42%	44%	36%	45%	44%	48%	49%	41%	42%
Workplace pension - defined benefit	428	226	283	363	145	68	198	84	233	20	64	78	88	145	33	184	60	27	13	14	73
	20%	20%	20%	21%	22%	20%	18%	16%	27%	18%	15%	15%	23%	30%	13%	34%	18%	23%	25%	29%	28%
Workplace pension - I am aware I have a workplace pension, but I am not sure whether it is 'Defined Contribution' or 'Defined Benefit'	448	230	286	370	133	69	255	76	185	10	66	117	91	94	70	85	95	23	10	13	57
	21%	20%	21%	21%	20%	21%	23%	14%	22%	9%	16%	23%	24%	19%	29%	16%	29%	19%	19%	27%	22%
Private/ personal pension	543	338	354	465	162	61	248	183	196	45	137	119	106	90	45	118	81	30	9	13	57
	25%	29%	26%	26%	24%	18%	22%	35%	23%	39%	33%	23%	28%	19%	18%	22%	24%	26%	19%	27%	22%
None of the above	11	7	6	9	3	1	7	-	6	-	-	5	4	2	1	2	3	-	-	-	2
	1%	1%	*	1%	*	*	1%	-	1%	-	-	1%	1%	*	*	*	1%	-	-	-	1%
Don't know	13	8	10	10	2	3	8	1	4	-	1	2	*	3	7	*	1	2	1	1	1
	1%	1%	1%	1%	*	1%	1%	*	*	-	*	*	*	1%	3%	*	*	2%	1%	1%	*

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Table 90

Q13. Which of the following types of pension plan(s) do you currently have/ receive pay-outs from?

Base: All pension holders and aware

	vested					investing					Clockface Quadrants						
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	2056	50	67	51	64	65	68	30	249	201	1203	435	217	392	498	487	679
Weighted base	2136	52	74	56	73	73	76	35	259	216	1250	450	220	405	523	518	690
State pension	995	27	27	25	37	35	31	18	125	96	595	199	106	166	203	244	381
	47%	52%	36%	45%	50%	48%	40%	52%	48%	44%	48%	44%	48%	41%	39%	47%	55%
NET: Workplace pension - defined contribution/benefit	1296	33	56	35	45	56	52	28	155	143	770	260	122	233	312	329	421
	61%	64%	76%	62%	62%	76%	69%	80%	60%	66%	62%	58%	56%	58%	60%	64%	61%
Workplace pension - defined contribution	975	31	51	32	41	52	46	27	133	113	565	207	89	183	245	236	311
	46%	61%	69%	56%	55%	72%	61%	78%	51%	52%	45%	46%	40%	45%	47%	45%	45%
Workplace pension - defined benefit	428	12	14	8	16	14	13	8	31	44	274	70	40	64	80	125	159
	20%	24%	19%	13%	22%	19%	18%	22%	12%	20%	22%	15%	18%	16%	15%	24%	23%
Workplace pension - I am aware I have a workplace pension, but I am not sure whether it is 'Defined Contribution' or 'Defined Benefit'	448	7	8	8	9	5	5	1	51	38	263	99	48	106	111	118	114
	21%	13%	10%	14%	12%	7%	6%	2%	20%	18%	21%	22%	22%	26%	21%	23%	16%
Private/ personal pension	543	24	25	26	35	37	36	10	70	61	309	125	48	77	143	134	189
	25%	47%	33%	46%	48%	51%	47%	27%	27%	28%	25%	28%	22%	19%	27%	26%	27%
None of the above	11	-	-	-	-	-	-	-	-	-	7	3	1	3	2	1	5
	1%	-	-	-	-	-	-	-	-	-	1%	1%	*	1%	*	*	1%
Don't know	13	-	-	-	-	-	-	-	1	1	1	7	3	2	3	4	4
	1%	-	-	-	-	-	-	-	*	1%	*	2%	1%	*	1%	1%	1%

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Table 91

Q14. You said that you do not currently pay into a pension plan. To the best of your knowledge, which of the following types of pension plan are available to you to pay into today and take from at a later date?

Base: All non pension holders and aware

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	961	411	543	288	208	166	91	103	119	106	76	37	31	165	101	90	54	71	203	202	99	107	117	83	150
Weighted base	881	363	512	258	165	167	93	97	100	88	73	37	26	154	77	94	56	70	285	127	77	84	105	78	125
State pension	334	150	184	73	65	84	49	44	31	39	41	20	11	41	26	43	29	34	138	52	29	25	14	28	48
	38%	41%	36%	28%	39%	50%	53%	46%	31%	44%	56%	55%	41%	27%	34%	45%	52%	48%	48%	41%	37%	29%	14%	36%	38%
NET: Workplace pension - defined contribution/benefit	122	63	59	45	36	16	5	3	16	24	6	2	1	28	12	10	3	2	69	23	2	1	17	3	7
	14%	17%	12%	17%	22%	10%	5%	3%	16%	27%	8%	5%	3%	19%	16%	11%	5%	3%	24%	18%	3%	2%	16%	3%	5%
Workplace pension - defined contribution	110	57	53	39	34	15	4	3	15	22	5	2	1	25	11	10	2	2	64	20	2	1	15	3	6
	13%	16%	10%	15%	20%	9%	4%	3%	15%	26%	7%	5%	3%	16%	15%	11%	4%	3%	22%	16%	2%	2%	14%	3%	5%
Workplace pension - defined benefit	23	13	10	6	3	4	2	-	2	2	3	2	-	4	1	2	1	-	13	4	1	-	4	-	1
	3%	4%	2%	2%	2%	3%	3%	-	2%	2%	4%	5%	-	2%	2%	2%	1%	-	4%	3%	1%	-	4%	-	1%
Workplace pension - I am aware I have a workplace pension, but I am not sure whether it is 'Defined Contribution' or 'Defined Benefit'	90	45	44	33	16	20	10	2	16	11	10	4	1	15	5	10	6	2	46	16	7	5	12	2	2
	10%	12%	9%	13%	10%	12%	11%	2%	16%	13%	14%	11%	3%	10%	7%	11%	11%	2%	16%	13%	9%	6%	11%	2%	2%
Private/ personal pension	147	70	76	43	41	24	18	2	17	24	11	11	-	24	17	13	7	2	55	24	6	9	23	1	29
	17%	19%	15%	17%	25%	15%	19%	2%	17%	27%	15%	28%	-	16%	22%	14%	13%	2%	19%	19%	8%	10%	22%	1%	23%
None of the above	138	52	84	41	16	17	8	39	13	9	6	4	13	28	6	10	4	25	23	9	16	12	18	39	20
	16%	14%	16%	16%	10%	10%	8%	40%	13%	11%	9%	10%	51%	18%	8%	11%	7%	35%	8%	7%	21%	14%	18%	51%	16%
Don't know	234	80	150	78	39	43	21	14	30	14	17	6	2	46	25	26	15	12	51	33	25	37	40	8	40
	27%	22%	29%	30%	23%	26%	22%	15%	30%	16%	24%	17%	8%	30%	33%	27%	26%	17%	18%	26%	32%	43%	38%	11%	32%

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Absolutes/col percents

Table 92

Q14. You said that you do not currently pay into a pension plan. To the best of your knowledge, which of the following types of pension plan are available to you to pay into today and take from at a later date?

Base: All non pension holders and aware

	Social Grade					Region											Ethnicity								
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	961	151	226	180	404	90	44	97	81	93	66	44	93	122	123	73	35	797	152	34	66	31	10	11	12
Weighted base	881	150	209	170	352	75	44	85	80	91	67	38	81	124	104	62	30	699	170	35	76	32	12	14	11
State pension	334	64	80	72	118	27	18	25	37	38	29	13	31	50	34	23	10	284	48	8	19	9	6	5	2
	38%	43%	38%	42%	34%	36%	40%	29%	46%	41%	43%	33%	38%	40%	33%	37%	34%	41%	28%	24%	25%	27%	52%	34%	16%
NET: Workplace pension - defined contribution/ benefit	122	30	34	34	24	8	5	9	14	14	14	5	9	23	13	4	2	88	32	6	17	6	2	-	2
	14%	20%	16%	20%	7%	10%	12%	11%	18%	16%	21%	14%	11%	18%	13%	7%	8%	13%	19%	18%	23%	18%	20%	-	17%
Workplace pension - defined contribution	110	27	30	32	21	7	4	8	13	12	14	5	9	20	13	4	2	81	29	6	15	5	2	-	1
	13%	18%	14%	19%	6%	9%	9%	10%	17%	13%	20%	12%	11%	16%	12%	7%	8%	12%	17%	18%	20%	15%	20%	-	5%
Workplace pension - defined benefit	23	6	8	6	3	2	1	2	1	4	6	1	-	4	2	-	-	14	7	-	5	2	-	-	1
	3%	4%	4%	3%	1%	3%	3%	2%	1%	4%	9%	2%	-	3%	2%	-	-	2%	4%	-	6%	7%	-	-	12%
Workplace pension - I am aware I have a workplace pension, but I am not sure whether it is 'Defined Contribution' or 'Defined Benefit'	90	20	30	17	23	1	2	9	9	16	6	6	3	15	12	6	3	65	23	5	5	7	1	5	2
	10%	13%	14%	10%	7%	2%	4%	10%	12%	18%	9%	15%	3%	12%	12%	10%	11%	9%	13%	13%	6%	23%	7%	35%	19%
Private/ personal pension	147	40	39	33	35	11	5	13	13	21	16	6	11	25	12	8	5	115	32	5	14	10	-	3	1
	17%	27%	19%	19%	10%	15%	11%	15%	16%	23%	24%	16%	14%	20%	12%	14%	17%	16%	19%	13%	19%	32%	-	19%	5%
None of the above	138	16	22	18	82	13	10	15	10	13	7	7	14	13	17	11	7	110	27	9	11	4	2	-	1
	16%	10%	11%	10%	23%	17%	23%	18%	13%	15%	11%	17%	17%	11%	17%	18%	21%	16%	16%	25%	15%	12%	19%	-	6%
Don't know	234	30	59	38	106	27	9	23	21	18	18	9	25	27	33	17	8	188	40	9	19	6	1	5	5
	27%	20%	28%	23%	30%	36%	20%	27%	26%	20%	26%	23%	31%	22%	31%	28%	25%	27%	24%	24%	26%	18%	11%	38%	46%

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Absolutes/col percents

Table 93

Q14. You said that you do not currently pay into a pension plan. To the best of your knowledge, which of the following types of pension plan are available to you to pay into today and take from at a later date?

Base: All non pension holders and aware

	Income															Pension Status Awareness			
	Total	Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	961	359	216	123	108	86	30	11	14	1	2	2	4	1	1	-	267	75	619
Weighted base	881	296	197	115	113	86	34	11	14	1	2	2	4	1	1	-	261	71	548
State pension	334	107	79	36	42	35	15	4	10	-	1	1	1	1	-	114	31	189	
	38%	36%	40%	31%	37%	40%	45%	41%	70%	-	46%	44%	26%	100%	100%	-	44%	44%	34%
NET: Workplace pension - defined contribution/ benefit	122	19	16	25	23	19	11	1	2	-	1	1	1	1	-	44	1	77	
	14%	6%	8%	21%	20%	22%	32%	6%	17%	-	46%	56%	27%	100%	100%	-	17%	1%	14%
Workplace pension - defined contribution	110	15	16	24	18	18	11	1	2	-	1	1	1	1	-	41	1	69	
	13%	5%	8%	21%	16%	21%	32%	6%	17%	-	46%	56%	27%	100%	100%	-	16%	1%	13%
Workplace pension - defined benefit	23	6	2	3	5	2	-	-	2	-	-	1	-	1	-	6	-	16	
	3%	2%	1%	3%	5%	2%	-	-	12%	-	-	56%	-	100%	-	2%	-	3%	
Workplace pension - I am aware I have a workplace pension, but I am not sure whether it is 'Defined Contribution' or 'Defined Benefit'	90	18	16	14	19	14	3	1	4	-	-	1	-	-	-	34	2	54	
	10%	6%	8%	12%	16%	16%	7%	12%	28%	-	-	26%	-	-	-	13%	2%	10%	
Private/ personal pension	147	44	29	18	16	16	7	4	2	1	2	2	3	-	1	-	55	-	92
	17%	15%	15%	16%	14%	19%	22%	37%	17%	100%	100%	100%	74%	-	100%	-	21%	-	17%
None of the above	138	55	37	17	13	12	2	-	1	-	-	-	-	-	-	21	31	85	
	16%	18%	19%	15%	11%	14%	5%	-	7%	-	-	-	-	-	-	8%	43%	16%	
Don't know	234	92	53	27	28	16	8	5	2	-	-	1	-	-	-	67	9	158	
	27%	31%	27%	23%	25%	19%	25%	44%	11%	-	-	26%	-	-	-	26%	13%	29%	

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Absolutes/col percents

Table 94

Q14. You said that you do not currently pay into a pension plan. To the best of your knowledge, which of the following types of pension plan are available to you to pay into today and take from at a later date?

Base: All non pension holders and aware

	Q13 - Type of pension holder (aware)							Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Workplace pension - defined contribution	Workplace pension - defined benefit	Workplace pension - not sure which	Private/ personal pension	None of the above	NET: Workplace pension - defined contribution/ benefit	State pension	Workplace pension - defined contribution	Workplace pension - defined benefit	Workplace pension - not sure which	Private/ personal pension	None of the above	Don't know	NET: Workplace pension - defined contribution/ benefit	NET: Very/ Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes
Unweighted base	961	-	-	-	-	-	-	352	111	21	91	161	153	270	123	178	26	152	455	328	-	-
Weighted base	881	-	-	-	-	-	-	334	110	23	90	147	138	234	122	178	27	151	408	295	-	-
State pension	334	-	-	-	-	-	-	334	43	7	44	75	-	-	45	74	9	65	169	91	-	-
	38%	-	-	-	-	-	-	100%	39%	33%	49%	51%	-	-	37%	41%	33%	43%	41%	31%	-	-
NET: Workplace pension - defined contribution/ benefit	122	-	-	-	-	-	-	45	110	23	-	32	-	-	122	49	8	40	57	17	-	-
	14%	-	-	-	-	-	-	13%	100%	100%	-	22%	-	-	100%	27%	30%	27%	14%	6%	-	-
Workplace pension - defined contribution	110	-	-	-	-	-	-	43	110	11	-	29	-	-	110	42	7	36	53	15	-	-
	13%	-	-	-	-	-	-	13%	100%	48%	-	20%	-	-	90%	24%	25%	24%	13%	5%	-	-
Workplace pension - defined benefit	23	-	-	-	-	-	-	7	11	23	-	14	-	-	23	11	3	8	7	5	-	-
	3%	-	-	-	-	-	-	2%	10%	100%	-	9%	-	-	19%	6%	10%	5%	2%	2%	-	-
Workplace pension - I am aware I have a workplace pension, but I am not sure whether it is 'Defined Contribution' or 'Defined Benefit'	90	-	-	-	-	-	-	44	-	-	90	21	-	-	-	16	2	14	51	24	-	-
	10%	-	-	-	-	-	-	13%	-	-	100%	15%	-	-	-	9%	7%	9%	12%	8%	-	-
Private/ personal pension	147	-	-	-	-	-	-	75	29	14	21	147	-	-	32	40	2	37	71	37	-	-
	17%	-	-	-	-	-	-	23%	26%	61%	24%	100%	-	-	26%	22%	9%	25%	17%	13%	-	-
None of the above	138	-	-	-	-	-	-	-	-	-	-	-	138	-	-	33	5	27	56	49	-	-
	16%	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	18%	19%	18%	14%	17%	-	-
Don't know	234	-	-	-	-	-	-	-	-	-	-	-	-	234	-	17	2	14	94	123	-	-
	27%	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	9%	9%	9%	23%	42%	-	-

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Absolutes/col percents

Table 95

Q14. You said that you do not currently pay into a pension plan. To the best of your knowledge, which of the following types of pension plan are available to you to pay into today and take from at a later date?

Base: All non pension holders and aware

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested					
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my social or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension savings are in-vested	I don't feel I have enough information and/or doesn't allow me to choose where my pension savings are in-vested	I think it is too risky to move my money and I don't want to lose overall savings	I don't believe that my money will make a difference to my pension is in-vested	I don't think it is possible for me to change where my pension is in-vested
Unweighted base	961	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Weighted base	881	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
State pension	334 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Workplace pension - defined contribution/ benefit	122 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workplace pension - defined contribution	110 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workplace pension - defined benefit	23 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Workplace pension - I am aware I have a workplace pension, but I am not sure whether it is 'Defined Contribution' or 'Defined Benefit'	90 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/ personal pension	147 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	138 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	234 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Absolutes/col percents

Table 96

Q14. You said that you do not currently pay into a pension plan. To the best of your knowledge, which of the following types of pension plan are available to you to pay into today and take from at a later date?

Base: All non pension holders and aware

	Total	vested				investing				Clockface Quadrants						
		I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make more money, was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left
Unweighted base	961	-	-	-	-	-	-	-	139	479	192	151	275	232	202	252
Weighted base	881	-	-	-	-	-	-	-	127	439	181	134	240	213	189	239
State pension	334 38%	-	-	-	-	-	-	-	49 39%	162 37%	76 42%	47 35%	87 36%	83 39%	85 45%	79 33%
NET: Workplace pension - defined contribution/benefit	122 14%	-	-	-	-	-	-	-	25 20%	59 13%	30 16%	9 6%	28 12%	20 10%	31 17%	42 18%
Workplace pension - defined contribution	110 13%	-	-	-	-	-	-	-	23 18%	54 12%	26 14%	7 6%	26 11%	20 10%	27 14%	37 16%
Workplace pension - defined benefit	23 3%	-	-	-	-	-	-	-	3 3%	10 2%	5 3%	4 3%	5 2%	-	8 4%	9 4%
Workplace pension - I am aware I have a workplace pension, but I am not sure whether it is 'Defined Contribution' or 'Defined Benefit'	90 10%	-	-	-	-	-	-	-	12 10%	50 11%	20 11%	7 5%	20 8%	12 5%	28 15%	29 12%
Private/ personal pension	147 17%	-	-	-	-	-	-	-	20 16%	78 18%	37 21%	13 10%	33 14%	32 15%	46 24%	36 15%
None of the above	138 16%	-	-	-	-	-	-	-	17 13%	75 17%	20 11%	26 20%	27 11%	39 18%	23 12%	48 20%
Don't know	234 27%	-	-	-	-	-	-	-	30 24%	110 25%	42 23%	51 38%	84 35%	56 26%	43 23%	50 21%

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Table 97
Q13 + Q14.
Base: All respondents

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
State pension	1329	699	626	215	175	204	138	573	104	114	113	75	283	107	61	91	63	291	544	135	46	47	19	480	58
	44%	47%	41%	30%	36%	39%	30%	81%	34%	42%	42%	30%	84%	26%	29%	35%	30%	79%	38%	39%	38%	33%	15%	71%	35%
NET: Workplace pension - defined contribution/benefit	1418	754	663	340	241	235	225	344	155	140	122	133	185	185	102	112	92	159	831	136	24	26	27	347	26
	47%	51%	43%	47%	50%	45%	49%	49%	51%	52%	46%	53%	55%	45%	48%	44%	44%	43%	58%	39%	20%	18%	22%	51%	16%
Workplace pension - defined contribution	1085	562	522	309	223	211	142	170	138	126	111	77	92	170	97	100	65	78	760	103	18	15	23	150	16
	36%	38%	34%	43%	46%	40%	31%	24%	46%	47%	41%	31%	27%	41%	46%	39%	31%	21%	53%	30%	15%	11%	19%	22%	9%
Workplace pension - defined benefit	450	267	183	50	34	62	101	197	31	25	29	67	110	19	8	32	34	88	159	39	7	13	6	215	11
	15%	18%	12%	7%	7%	12%	22%	28%	10%	9%	11%	27%	33%	5%	4%	13%	16%	24%	11%	6%	9%	5%	32%	7%	
Workplace pension - I am aware I have a workplace pension, but I am not sure whether it is 'Defined Contribution' or 'Defined Benefit'	538	239	296	159	100	107	80	82	57	59	53	32	35	101	41	52	48	47	323	72	14	19	17	84	8
	18%	16%	19%	22%	21%	20%	17%	12%	19%	22%	20%	13%	10%	24%	19%	20%	23%	13%	22%	21%	12%	13%	14%	12%	5%
Private/ personal pension	690	414	273	102	93	138	144	191	57	57	77	98	117	43	36	60	46	74	299	93	24	35	24	170	46
	23%	28%	18%	14%	19%	26%	31%	27%	19%	21%	29%	39%	35%	10%	17%	23%	22%	20%	21%	27%	20%	24%	19%	25%	28%
None of the above	149	58	89	42	17	19	12	41	14	10	9	6	13	28	6	10	6	26	27	9	16	13	19	44	20
	5%	4%	6%	6%	4%	4%	3%	6%	5%	4%	3%	2%	4%	7%	3%	4%	3%	7%	2%	3%	13%	9%	16%	7%	12%
Don't know	247	84	159	82	42	46	23	14	33	14	17	7	2	47	28	29	16	12	58	36	25	38	40	9	41
	8%	6%	10%	11%	9%	9%	5%	2%	11%	5%	6%	3%	1%	11%	13%	11%	8%	3%	4%	10%	21%	26%	33%	1%	25%

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Absolutes/col percents

Table 98
Q13 + Q14.
Base: All respondents

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
State pension	1329	387	369	286	288	107	52	128	114	114	91	67	142	167	192	120	33	1204	115	21	52	24	9	10	9
	44%	49%	42%	45%	40%	42%	42%	38%	46%	44%	42%	47%	51%	42%	47%	46%	39%	46%	30%	28%	27%	31%	39%	41%	29%
NET: Workplace pension - defined contribution/benefit	1418	462	460	300	196	110	64	167	120	118	105	77	124	196	197	105	35	1231	171	34	86	41	8	1	16
	47%	58%	53%	47%	27%	43%	52%	50%	48%	45%	48%	55%	44%	49%	48%	41%	41%	47%	44%	45%	45%	54%	35%	6%	50%
Workplace pension - defined contribution	1085	335	344	241	165	85	41	125	95	95	82	63	95	157	143	76	28	923	151	26	80	35	8	1	11
	36%	42%	39%	38%	23%	33%	33%	37%	38%	36%	38%	45%	34%	40%	35%	29%	34%	36%	39%	34%	43%	46%	35%	6%	34%
Workplace pension - defined benefit	450	182	142	80	47	34	24	54	32	32	41	19	39	61	70	37	8	401	43	12	19	11	-	1	7
	15%	23%	16%	13%	7%	13%	19%	16%	13%	12%	19%	14%	14%	15%	17%	14%	9%	15%	11%	16%	10%	14%	-	6%	21%
Workplace pension - I am aware I have a workplace pension, but I am not sure whether it is 'Defined Contribution' or 'Defined Benefit'	538	141	176	121	101	48	12	66	49	47	42	26	37	68	72	56	16	465	64	13	20	15	6	10	9
	18%	18%	20%	19%	14%	19%	10%	20%	20%	18%	19%	18%	13%	17%	18%	21%	19%	18%	16%	17%	11%	20%	25%	40%	28%
Private/ personal pension	690	222	176	165	126	56	20	61	50	66	48	28	73	104	100	67	16	610	78	13	44	16	3	3	2
	23%	28%	20%	26%	18%	22%	16%	18%	20%	25%	22%	20%	26%	26%	24%	26%	19%	23%	20%	18%	23%	21%	11%	11%	5%
None of the above	149	18	25	20	86	14	11	16	12	13	9	7	14	14	17	14	7	121	27	9	11	4	2	-	1
	5%	2%	3%	3%	12%	6%	9%	5%	5%	5%	4%	5%	5%	3%	4%	6%	8%	5%	7%	12%	6%	5%	11%	-	2%
Don't know	247	31	63	43	110	27	10	26	21	19	18	9	28	27	35	18	8	199	42	9	21	6	1	5	5
	8%	4%	7%	7%	15%	10%	8%	8%	9%	7%	8%	7%	10%	7%	8%	7%	9%	8%	11%	11%	11%	8%	6%	22%	17%

Centre for Progressive Policy
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Absolutes/col percents

Table 99
Q13 + Q14.
Base: All respondents

	Income															Pension Status Awareness			
	Total	Up to	£10,001	£15,001	£20,001	£25,001	£30,001	£35,001	£40,001	£50,001	£60,001	£70,001	£80,001	£90,001	More than	Pension holder and aware	Pension holder but not aware	Potential past auto-enrolled	Non-pension holder
		£10,000	£15,000	£20,000	£25,000	£30,000	£35,000	£40,000	£50,000	£60,000	£70,000	£80,000	£90,000	£100,000	£100,000				
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
State pension	1329	201	267	221	253	170	65	36	47	20	9	7	8	1	8	995	114	31	189
	44%	39%	50%	43%	44%	42%	40%	44%	46%	48%	52%	66%	58%	16%	60%	47%	44%	44%	34%
NET: Workplace pension - defined contribution/ benefit	1418	113	184	245	316	240	105	49	66	32	10	6	10	7	13	1296	44	1	77
	47%	22%	35%	48%	55%	59%	65%	61%	66%	76%	59%	55%	76%	100%	93%	61%	17%	1%	14%
Workplace pension - defined contribution	1085	81	122	182	252	183	89	38	47	29	10	6	10	6	12	975	41	1	69
	36%	16%	23%	35%	44%	45%	55%	47%	47%	67%	59%	55%	76%	82%	83%	46%	16%	1%	13%
Workplace pension - defined benefit	450	36	77	78	87	70	28	15	26	6	4	3	2	2	8	428	6	-	16
	15%	7%	15%	15%	15%	17%	17%	19%	25%	15%	26%	25%	18%	34%	61%	20%	2%	-	3%
Workplace pension - I am aware I have a workplace pension, but I am not sure whether it is 'Defined Contribution' or 'Defined Benefit'	538	58	80	114	128	82	25	17	16	5	4	-	1	-	-	448	34	2	54
	18%	11%	15%	22%	22%	20%	16%	21%	16%	11%	26%	-	9%	-	-	21%	13%	2%	10%
Private/ personal pension	690	100	134	113	122	86	38	14	28	17	7	5	7	2	6	543	55	-	92
	23%	20%	25%	22%	21%	21%	24%	17%	28%	40%	44%	45%	51%	23%	40%	25%	21%	-	17%
None of the above	149	56	40	22	16	12	2	-	1	-	-	-	-	-	-	11	21	31	85
	5%	11%	8%	4%	3%	3%	1%	-	1%	-	-	-	-	-	-	1%	8%	43%	16%
Don't know	247	95	55	33	31	16	8	5	2	-	-	-	1	-	-	13	67	9	158
	8%	19%	10%	6%	6%	4%	5%	6%	2%	-	-	-	9%	-	-	1%	26%	13%	29%

Centre for Progressive Policy
ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 100
Q13 + Q14.
Base: All respondents

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)								Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Workplace pension - defined contribution	Workplace pension - defined benefit	Workplace pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Workplace pension - defined contribution/benefit	State pension	Workplace pension - defined contribution	Workplace pension - defined benefit	Workplace pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Workplace pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
State pension	1329	995	399	235	172	289	-	-	572	334	43	7	44	75	-	-	45	534	72	461	612	183	534	457
	44%	100%	41%	55%	38%	53%	-	-	44%	100%	39%	33%	49%	51%	-	-	37%	50%	49%	50%	44%	34%	68%	34%
NET: Workplace pension - defined contribution/benefit	1418	572	975	428	-	232	-	-	1296	45	110	23	-	32	-	-	122	648	104	545	649	120	465	830
	47%	58%	100%	100%	-	43%	-	-	100%	13%	100%	100%	-	22%	-	-	100%	60%	71%	59%	46%	22%	60%	62%
Workplace pension - defined contribution	1085	399	975	107	-	187	-	-	975	43	110	11	-	29	-	-	110	484	82	402	504	97	222	753
	36%	40%	100%	25%	-	34%	-	-	75%	13%	100%	48%	-	20%	-	-	90%	45%	56%	43%	36%	18%	28%	56%
Workplace pension - defined benefit	450	235	107	428	-	78	-	-	428	7	11	23	-	14	-	-	23	247	43	203	171	32	274	154
	15%	24%	11%	100%	-	14%	-	-	33%	2%	10%	100%	-	9%	-	-	19%	23%	30%	22%	12%	6%	35%	11%
Workplace pension - I am aware I have a workplace pension, but I am not sure whether it is 'Defined Contribution' or 'Defined Benefit'	538	172	-	-	448	63	-	-	-	44	-	-	90	21	-	-	-	125	8	117	304	109	106	340
	18%	17%	-	-	100%	12%	-	-	-	13%	-	-	100%	15%	-	-	-	12%	5%	13%	22%	20%	13%	25%
Private/ personal pension	690	289	187	78	63	543	-	-	232	75	29	14	21	147	-	-	32	343	43	300	269	78	236	306
	23%	29%	19%	18%	14%	100%	-	-	18%	23%	26%	61%	24%	100%	-	-	26%	32%	29%	32%	19%	15%	30%	23%
None of the above	149	-	-	-	-	-	11	-	-	-	-	-	-	-	138	-	-	38	5	33	59	52	2	9
	5%	-	-	-	-	-	100%	-	-	-	-	-	-	-	100%	-	-	4%	4%	4%	4%	10%	*	1%
Don't know	247	-	-	-	-	-	-	13	-	-	-	-	-	-	-	234	-	17	2	15	100	129	1	12
	8%	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	100%	-	2%	2%	2%	7%	24%	*	1%

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Absolutes/col percents

Table 101
Q13 + Q14.
Base: All respondents

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't care about where my pension is invested	I don't think it is possible for me to change where my pension is invested
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
State pension	1329	524	643	816	340	177	484	242	381	55	187	261	172	208	111	259	133	56	29	20	131
	44%	45%	46%	46%	51%	53%	44%	46%	44%	48%	45%	52%	46%	43%	45%	48%	40%	49%	57%	40%	50%
NET: Workplace pension - defined contribution/benefit	1418	691	845	1065	414	203	670	336	555	78	258	286	219	337	118	397	190	71	31	32	170
	47%	60%	61%	61%	62%	61%	60%	64%	65%	68%	62%	57%	58%	70%	48%	74%	57%	61%	63%	64%	65%
Workplace pension - defined contribution	1085	526	630	785	310	153	520	293	370	69	224	224	159	211	88	242	145	56	25	20	111
	36%	46%	45%	45%	46%	46%	47%	55%	43%	60%	54%	44%	42%	44%	36%	45%	44%	48%	49%	41%	42%
Workplace pension - defined benefit	450	226	283	363	145	68	198	84	233	20	64	78	88	145	33	184	60	27	13	14	73
	15%	20%	20%	21%	22%	20%	18%	16%	27%	18%	15%	15%	23%	30%	13%	34%	18%	23%	25%	29%	28%
Workplace pension - I am aware I have a workplace pension, but I am not sure whether it is 'Defined Contribution' or 'Defined Benefit'	538	230	286	370	133	69	255	76	185	10	66	117	91	94	70	85	95	23	10	13	57
	18%	20%	21%	21%	20%	21%	23%	14%	22%	9%	16%	23%	24%	19%	29%	16%	29%	19%	19%	27%	22%
Private/ personal pension	690	338	354	465	162	61	248	183	196	45	137	119	106	90	45	118	81	30	9	13	57
	23%	29%	26%	26%	24%	18%	22%	35%	23%	39%	33%	23%	28%	19%	18%	22%	24%	26%	19%	27%	22%
None of the above	149	7	6	9	3	1	7	-	6	-	-	5	4	2	1	2	3	-	-	-	2
	5%	1%	*	1%	*	*	1%	-	1%	-	-	1%	1%	*	*	*	1%	-	-	-	1%
Don't know	247	8	10	10	2	3	8	1	4	-	1	2	*	3	7	*	1	2	1	1	1
	8%	1%	1%	1%	*	1%	1%	*	*	-	*	*	*	1%	3%	*	*	2%	1%	1%	*

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Absolutes/col percents

Table 102
Q13 + Q14.
Base: All respondents

	vested					investing					Clockface Quadrants						
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
State pension	1329	27	27	25	37	35	31	18	125	145	757	275	153	253	286	329	461
	44%	52%	36%	45%	50%	48%	40%	52%	48%	42%	45%	44%	43%	39%	39%	47%	50%
NET: Workplace pension - defined contribution/benefit	1418	33	56	35	45	56	52	28	155	168	829	290	131	261	333	361	463
	47%	64%	76%	62%	62%	76%	69%	80%	60%	49%	49%	46%	37%	41%	45%	51%	50%
Workplace pension - defined contribution	1085	31	51	32	41	52	46	27	133	137	619	233	96	209	265	262	348
	36%	61%	69%	56%	55%	72%	61%	78%	51%	40%	37%	37%	27%	32%	36%	37%	38%
Workplace pension - defined benefit	450	12	14	8	16	14	13	8	31	47	284	75	44	69	80	133	169
	15%	24%	19%	13%	22%	19%	18%	22%	12%	14%	17%	12%	12%	11%	11%	19%	18%
Workplace pension - I am aware I have a workplace pension, but I am not sure whether it is 'Defined Contribution' or 'Defined Benefit'	538	7	8	8	9	5	5	1	51	50	313	119	55	126	123	146	143
	18%	13%	10%	14%	12%	7%	6%	2%	20%	15%	19%	19%	16%	20%	17%	21%	15%
Private/ personal pension	690	24	25	26	35	37	36	10	70	80	387	162	61	110	175	180	224
	23%	47%	33%	46%	48%	51%	47%	27%	27%	23%	23%	26%	17%	17%	24%	25%	24%
None of the above	149	-	-	-	-	-	-	-	-	17	82	23	27	30	41	24	53
	5%	-	-	-	-	-	-	-	-	5%	5%	4%	8%	5%	6%	3%	6%
Don't know	247	-	-	-	-	-	-	-	1	32	111	49	54	86	59	48	54
	8%	-	-	-	-	-	-	-	*	9%	7%	8%	15%	13%	8%	7%	6%

Centre for Progressive Policy
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Absolutes/col percents

Table 103

Q15. How knowledgeable do you feel about what happens to your money when you pay into a pension?**Base: All respondents**

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
Very knowledgeable	(4) 5%	99 7%	47 3%	58 8%	26 5%	19 4%	18 4%	24 3%	33 11%	19 7%	14 5%	14 6%	20 6%	25 6%	7 3%	5 2%	3 2%	4 1%	96 7%	8 2%	4 3%	4 3%	5 4%	26 4%	2 1%
Fairly knowledgeable	(3) 31%	552 37%	373 24%	191 26%	139 29%	147 28%	147 32%	269 38%	96 32%	92 34%	91 34%	98 39%	157 47%	91 22%	48 23%	56 22%	49 23%	112 31%	465 32%	98 28%	20 16%	29 20%	22 18%	268 39%	28 17%
Not particularly knowledgeable	(2) 47%	627 43%	772 50%	329 45%	230 48%	238 45%	221 48%	326 46%	118 39%	126 47%	113 43%	113 45%	137 41%	209 50%	103 49%	124 48%	108 51%	188 51%	665 46%	179 52%	55 46%	62 44%	64 52%	309 45%	69 42%
Not at all knowledgeable	(1) 18%	194 13%	340 22%	145 20%	87 18%	122 23%	75 16%	85 12%	56 18%	33 12%	49 18%	26 10%	22 7%	89 21%	54 25%	73 28%	49 24%	63 17%	212 15%	60 17%	42 34%	47 33%	31 25%	77 11%	67 40%
NET: Very/ Fairly knowledgeable	1076 36%	651 44%	420 27%	249 34%	165 34%	166 32%	164 36%	293 42%	129 43%	110 41%	104 39%	112 45%	176 53%	117 28%	54 26%	60 23%	53 25%	117 32%	561 39%	107 31%	24 20%	33 23%	27 22%	294 43%	30 18%
NET: Not at all/ Not very knowledgeable	1941 64%	822 56%	1113 73%	474 66%	316 66%	360 68%	296 64%	411 58%	174 57%	159 59%	163 61%	139 55%	159 47%	297 72%	157 74%	197 77%	157 75%	251 68%	876 61%	240 69%	97 80%	110 77%	96 78%	386 57%	136 82%
Mean	2.23	2.38	2.08	2.23	2.22	2.12	2.23	2.33	2.35	2.36	2.26	2.40	2.52	2.13	2.04	1.97	2.03	2.16	2.31	2.16	1.88	1.93	2.00	2.36	1.79
Standard deviation	0.79	0.80	0.76	0.86	0.80	0.80	0.76	0.73	0.90	0.79	0.81	0.75	0.71	0.81	0.78	0.76	0.73	0.71	0.80	0.73	0.79	0.81	0.77	0.73	0.77
Standard error	0.01	0.02	0.02	0.03	0.04	0.04	0.04	0.03	0.05	0.05	0.05	0.05	0.04	0.04	0.05	0.05	0.05	0.04	0.02	0.03	0.06	0.06	0.07	0.03	0.05

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Absolutes/col percents

Table 104

Q15. How knowledgeable do you feel about what happens to your money when you pay into a pension?**Base: All respondents**

	Social Grade					Region										Ethnicity							Other ethnic group	Prefer not to say	
	Total	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-eastern Ireland	White	NET: Non-white	Mixed	Asian	Black			Chinese
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
Very knowledgeable	(4) 146 5%	53 7%	41 5%	28 5%	24 3%	17 6%	3 3%	19 6%	10 4%	16 6%	2 1%	5 4%	10 4%	31 8%	19 5%	12 5%	2 2%	115 4%	29 7%	5 6%	16 8%	8 11%	- -	- -	2 7%
Fairly knowledgeable	(3) 930 31%	291 37%	245 28%	222 35%	172 24%	74 29%	36 29%	102 31%	80 32%	79 31%	70 32%	35 25%	99 35%	125 31%	124 30%	82 32%	22 26%	789 30%	131 34%	18 24%	78 41%	29 38%	1 6%	4 15%	10 31%
Not particularly knowledgeable	(2) 1404 47%	350 44%	452 52%	283 45%	319 44%	113 44%	59 48%	156 47%	112 45%	116 45%	101 47%	79 56%	126 45%	184 46%	201 49%	123 47%	33 39%	1214 47%	177 46%	38 50%	75 40%	29 38%	20 87%	15 63%	13 41%
Not at all knowledgeable	(1) 536 18%	101 13%	132 15%	99 16%	205 28%	52 20%	26 21%	57 17%	48 19%	48 18%	43 20%	22 16%	45 16%	58 15%	66 16%	42 16%	28 33%	479 18%	51 13%	15 19%	20 11%	9 12%	2 7%	5 22%	7 20%
NET: Very/ Fairly knowledgeable	1076 36%	343 43%	287 33%	251 40%	196 27%	91 35%	39 31%	121 36%	90 36%	96 37%	73 33%	41 29%	110 39%	156 39%	144 35%	94 36%	23 28%	904 35%	160 41%	23 31%	94 50%	38 49%	1 6%	4 15%	12 38%
NET: Not at all/ Not very knowledgeable	1941 64%	451 57%	585 67%	381 60%	524 73%	166 65%	85 69%	214 64%	161 64%	164 63%	145 67%	101 71%	171 61%	242 61%	267 65%	165 64%	61 72%	1693 65%	228 59%	52 69%	95 50%	39 51%	21 94%	21 85%	20 62%
Mean	2.23	2.37	2.22	2.29	2.02	2.22	2.13	2.25	2.20	2.25	2.14	2.17	2.27	2.33	2.24	2.25	1.96	2.21	2.36	2.18	2.48	2.48	1.99	1.93	2.25
Standard deviation	0.79	0.79	0.76	0.78	0.81	0.84	0.77	0.80	0.79	0.82	0.74	0.73	0.77	0.82	0.77	0.78	0.82	0.79	0.80	0.82	0.80	0.85	0.37	0.61	0.87
Standard error	0.01	0.03	0.03	0.03	0.03	0.05	0.07	0.04	0.05	0.05	0.05	0.06	0.04	0.04	0.04	0.05	0.09	0.02	0.05	0.10	0.07	0.11	0.09	0.15	0.16

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Absolutes/col percents

Table 105

Q15. How knowledgeable do you feel about what happens to your money when you pay into a pension?**Base: All respondents**

	Total	Income													Pension Status Awareness				
		Up to	£10,001	£15,001	£20,001	£25,001	£30,001	£35,001	£40,001	£50,001	£60,001	£70,001	£80,001	£90,001	More than	Pension holder and aware	Pension holder but not aware	Poten- tial past auto-enrolled	Non-pension holder
		£10,000	£15,000	£20,000	£25,000	£30,000	£35,000	£40,000	£50,000	£60,000	£70,000	£80,000	£90,000	£100,000	£100,000				
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
Very knowledgeable	(4) 146	13	16	14	36	25	11	2	12	6	1	1	1	1	3	119	12	-	16
	5%	2%	3%	3%	6%	6%	6%	3%	12%	14%	7%	12%	8%	16%	22%	6%	4%	-	3%
Fairly knowledgeable	(3) 930	96	146	159	167	144	70	26	48	28	8	5	7	3	8	779	51	12	89
	31%	19%	28%	31%	29%	36%	43%	32%	48%	65%	49%	40%	49%	45%	61%	36%	19%	16%	16%
Not particularly knowledgeable	(2) 1404	247	261	239	282	191	60	42	35	9	7	3	6	3	2	997	111	34	263
	47%	48%	49%	47%	49%	47%	37%	51%	34%	21%	44%	24%	43%	39%	17%	47%	42%	47%	48%
Not at all knowledgeable	(1) 536	155	105	101	86	45	21	11	6	-	-	3	-	-	-	241	88	26	181
	18%	30%	20%	20%	15%	11%	13%	13%	6%	-	-	24%	-	-	-	11%	34%	37%	33%
NET: Very/ Fairly knowledgeable	1076	109	162	173	203	170	80	28	60	34	9	6	8	4	12	898	63	12	104
	36%	21%	31%	34%	36%	42%	50%	35%	60%	79%	56%	52%	57%	61%	83%	42%	24%	16%	19%
NET: Not at all/ Not very knowledgeable	1941	403	367	340	368	237	82	52	40	9	7	5	6	3	2	1238	199	60	444
	64%	79%	69%	66%	64%	58%	50%	65%	40%	21%	44%	48%	43%	39%	17%	58%	76%	84%	81%
Mean	2.23	1.93	2.14	2.17	2.27	2.37	2.43	2.25	2.66	2.93	2.63	2.40	2.65	2.77	3.05	2.36	1.95	1.80	1.89
Standard deviation	0.79	0.77	0.76	0.77	0.79	0.76	0.80	0.72	0.76	0.60	0.63	1.02	0.65	0.77	0.65	0.75	0.84	0.70	0.77
Standard error	0.01	0.03	0.03	0.03	0.03	0.04	0.07	0.09	0.08	0.10	0.17	0.34	0.20	0.34	0.20	0.02	0.05	0.08	0.03

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Absolutes/col percents

Table 106

Q15. How knowledgeable do you feel about what happens to your money when you pay into a pension?**Base: All respondents**

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts			
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No	
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193	
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349	
Very knowledgeable	(4)	146 5%	63 6%	75 8%	41 10%	6 1%	40 7%	- -	96 7%	9 3%	7 6%	3 12%	2 2%	2 2%	5 4%	2 1%	8 7%	146 14%	146 100%	-	-	-	55 7%	64 5%	
Fairly knowledgeable	(3)	930 31%	397 40%	367 38%	195 46%	103 23%	263 49%	5 48%	1 4%	504 39%	65 19%	36 32%	8 36%	14 15%	37 25%	27 20%	14 6%	40 33%	930 86%	-	930 100%	-	342 44%	436 32%	
Not particularly knowledgeable	(2)	1404 47%	443 44%	451 46%	164 38%	254 57%	198 36%	3 27%	6 49%	593 46%	169 51%	53 48%	7 32%	51 56%	71 48%	56 41%	94 40%	57 46%	-	-	-	1404 100%	-	328 42%	664 49%
Not at all knowledgeable	(1)	536 18%	92 9%	82 8%	28 6%	85 19%	41 8%	3 24%	6 47%	103 8%	91 27%	15 13%	5 20%	24 26%	37 25%	49 36%	123 53%	17 14%	-	-	-	536 100%	57 7%	184 14%	
NET: Very/ Fairly knowledgeable		1076 36%	460 46%	442 45%	236 55%	109 24%	304 56%	5 48%	1 4%	600 46%	74 22%	42 38%	11 48%	16 17%	40 27%	33 24%	17 7%	49 40%	1076 100%	146 100%	930 100%	-	397 51%	500 37%	
NET: Not at all/ Not very knowledgeable		1941 64%	535 54%	533 55%	192 45%	339 76%	239 44%	6 52%	13 96%	696 54%	260 78%	68 62%	12 52%	74 83%	108 73%	105 76%	217 93%	73 60%	-	-	-	1404 100%	536 100%	385 49%	848 63%
Mean		2.23	2.43	2.45	2.58	2.07	2.56	2.24	1.57	2.46	1.97	2.31	2.39	1.94	2.03	1.92	1.55	2.33	3.14	4.00	3.00	2.00	1.00	2.51	2.28
Standard deviation		0.79	0.75	0.76	0.75	0.69	0.74	0.86	0.60	0.75	0.76	0.78	0.96	0.71	0.76	0.84	0.66	0.80	0.34	0.00	0.00	0.00	0.00	0.73	0.76
Standard error		0.01	0.02	0.03	0.04	0.03	0.03	0.26	0.16	0.02	0.04	0.07	0.21	0.07	0.06	0.07	0.04	0.07	0.01	0.00	0.00	0.00	0.00	0.03	0.02

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Absolutes/col percents

Table 107
Q15. How knowledgeable do you feel about what happens to your money when you pay into a pension?
Base: All respondents

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested							
	Total	The fees charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't think it is possible for me to change where my pension is invested		
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259	
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261	
Very knowledgeable	(4)	146 5%	67 6%	76 5%	95 5%	43 6%	26 8%	52 5%	85 16%	14 2%	50 44%	35 8%	17 3%	4 1%	10 2%	3 1%	12 2%	1 *	3 3%	2 3%	1 1%	3 1%
Fairly knowledgeable	(3)	930 31%	435 38%	513 37%	626 36%	241 36%	135 40%	385 35%	272 52%	253 30%	44 38%	228 55%	210 42%	132 35%	122 25%	43 18%	182 34%	71 21%	31 27%	18 35%	15 30%	68 26%
Not particularly knowledgeable	(2)	1404 47%	534 46%	642 46%	835 48%	313 47%	137 41%	529 48%	154 29%	463 54%	16 14%	138 33%	248 49%	212 57%	251 52%	132 54%	286 53%	185 56%	60 52%	22 45%	20 41%	146 56%
Not at all knowledgeable	(1)	536 18%	119 10%	155 11%	201 11%	72 11%	36 11%	142 13%	17 3%	126 15%	5 4%	12 3%	31 6%	26 7%	100 21%	67 27%	59 11%	76 23%	21 18%	8 17%	14 28%	44 17%
NET: Very/ Fairly knowledgeable		1076 36%	501 43%	589 43%	721 41%	284 42%	161 48%	438 39%	357 68%	268 31%	94 82%	263 64%	227 45%	136 36%	132 27%	46 19%	194 36%	71 21%	34 30%	19 38%	15 31%	71 27%
NET: Not at all/ Not very knowledgeable		1941 64%	653 57%	797 57%	1035 59%	384 58%	174 52%	671 61%	171 32%	589 69%	21 18%	150 36%	279 55%	238 64%	351 73%	199 81%	345 64%	261 79%	82 70%	31 62%	34 69%	190 73%
Mean		2.23	2.39	2.37	2.35	2.38	2.45	2.31	2.81	2.18	3.21	2.69	2.42	2.30	2.09	1.93	2.27	1.99	2.14	2.25	2.04	2.12
Standard deviation		0.79	0.75	0.75	0.75	0.76	0.79	0.75	0.74	0.69	0.85	0.66	0.66	0.61	0.73	0.70	0.68	0.67	0.74	0.77	0.80	0.68
Standard error		0.01	0.02	0.02	0.02	0.03	0.04	0.02	0.03	0.02	0.08	0.03	0.03	0.03	0.03	0.05	0.03	0.04	0.07	0.11	0.11	0.04

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Table 108
Q15. How knowledgeable do you feel about what happens to your money when you pay into a pension?
Base: All respondents

	Total	vested				investing				Clockface Quadrants							
		I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being in-vested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
Very knowledgeable	(4) 146 5%	13 25%	25 34%	16 28%	22 29%	21 29%	22 29%	8 21%	21 8%	37 11%	70 4%	31 5%	9 2%	17 3%	18 2%	43 6%	68 7%
Fairly knowledgeable	(3) 930 31%	27 51%	36 49%	31 55%	36 50%	42 58%	41 54%	19 53%	122 47%	118 34%	541 32%	190 30%	81 23%	136 21%	219 30%	215 30%	360 39%
Not particularly knowledgeable	(2) 1404 47%	11 22%	9 13%	8 15%	11 15%	9 13%	11 15%	7 20%	108 42%	143 42%	823 49%	294 47%	143 40%	330 51%	338 46%	343 49%	392 42%
Not at all knowledgeable	(1) 536 18%	1 2%	3 5%	1 2%	4 6%	-	2 2%	2 5%	8 3%	46 13%	255 15%	115 18%	121 34%	161 25%	161 22%	105 15%	109 12%
NET: Very/ Fairly knowledgeable	1076 36%	40 77%	61 83%	47 83%	58 79%	64 87%	63 83%	26 74%	143 55%	155 45%	610 36%	222 35%	90 25%	153 24%	238 32%	258 37%	428 46%
NET: Not at all/ Not very knowledgeable	1941 64%	12 23%	13 17%	10 17%	15 21%	9 13%	13 17%	9 26%	116 45%	189 55%	1078 64%	409 65%	264 75%	492 76%	499 68%	449 63%	501 54%
Mean	2.23	3.00	3.11	3.08	3.03	3.17	3.09	2.91	2.60	2.42	2.25	2.22	1.94	2.01	2.13	2.28	2.42
Standard deviation	0.79	0.74	0.80	0.73	0.83	0.63	0.73	0.80	0.68	0.85	0.76	0.80	0.82	0.75	0.77	0.79	0.79
Standard error	0.01	0.10	0.10	0.10	0.10	0.08	0.09	0.15	0.04	0.05	0.02	0.03	0.04	0.03	0.03	0.03	0.03

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Absolutes/col percents

Table 109

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware
Summary table

	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension savings increase by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me
Unweighted base	2056	2056	2056	2056	2056	2056
Weighted base	2136	2136	2136	2136	2136	2136
1st priority	242 11%	443 21%	881 41%	205 10%	60 3%	306 14%
2nd priority	399 19%	527 25%	514 24%	208 10%	121 6%	367 17%
3rd priority	513 24%	416 19%	361 17%	255 12%	154 7%	435 20%
NET: Top 3 priority	1154 54%	1386 65%	1756 82%	669 31%	335 16%	1109 52%
Not top 3 priority	982 46%	750 35%	380 18%	1467 69%	1801 84%	1027 48%

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Absolutes/col percents

Table 110

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware
Summary table - 1st priority

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
The fees that I'm charged through my pension	242 8%	127 9%	115 7%	81 11%	34 7%	48 9%	25 5%	51 7%	42 14%	17 6%	26 10%	16 6%	26 8%	39 10%	16 8%	22 9%	9 4%	25 7%	146 10%	30 9%	5 4%	5 4%	2 2%	49 7%	5 3%
The level of risk that I take, or the likelihood of my pension savings going down or up in value	443 15%	220 15%	222 14%	79 11%	62 13%	70 13%	91 20%	141 20%	26 8%	35 13%	36 13%	59 24%	64 19%	53 13%	26 12%	35 13%	32 15%	76 21%	193 13%	61 18%	6 5%	14 10%	1 1%	154 23%	13 8%
The amount of money my pension savings increase by, or the return on investment	881 29%	468 32%	410 27%	161 22%	132 27%	152 29%	162 35%	271 39%	68 22%	76 28%	83 31%	89 36%	150 45%	91 22%	55 26%	68 26%	73 35%	121 33%	479 33%	76 22%	17 14%	25 17%	8 7%	265 39%	11 6%
Investing in companies or assets that are in line with my social, moral or ethical values	205 7%	113 8%	91 6%	41 6%	27 6%	31 6%	39 8%	62 9%	21 7%	16 6%	20 7%	27 11%	29 9%	20 5%	12 6%	10 4%	12 6%	33 9%	113 8%	17 5%	5 4%	7 5%	4 3%	55 8%	4 3%
Investing in companies or assets that would benefit my local area	60 2%	40 3%	19 1%	22 3%	14 3%	4 1%	6 1%	10 1%	12 4%	13 5%	4 2%	3 1%	5 1%	10 2%	1 *	-	3 1%	5 1%	43 3%	3 1%	1 1%	-	2 1%	11 2%	-
The flexibility of the plan on offer to me	306 10%	141 10%	165 11%	82 11%	48 10%	54 10%	45 10%	72 10%	35 11%	24 9%	25 9%	20 8%	35 10%	47 11%	24 11%	29 11%	25 12%	36 10%	178 12%	33 9%	10 8%	8 5%	2 1%	68 10%	7 4%

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Absolutes/col percents

Table 111

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

Summary table - 1st priority

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
The fees that I'm charged through my pension	242 8%	73 9%	58 7%	67 11%	44 6%	25 10%	3 3%	27 8%	22 9%	23 9%	21 10%	12 9%	24 9%	37 9%	22 5%	22 8%	3 4%	204 8%	35 9%	5 7%	18 10%	7 9%	1 6%	3 12%	3 10%
The level of risk that I take, or the likelihood of my pension savings going down or up in value	443 15%	120 15%	133 15%	104 17%	85 12%	41 16%	19 15%	48 14%	42 17%	31 12%	32 15%	28 20%	44 16%	37 9%	63 15%	42 16%	14 17%	403 16%	37 9%	10 14%	13 7%	8 11%	1 6%	3 14%	3 10%
The amount of money my pension savings increase by, or the return on investment	881 29%	260 33%	311 36%	177 28%	134 19%	72 28%	39 31%	95 28%	67 27%	57 22%	62 29%	41 29%	87 31%	127 32%	149 36%	66 25%	20 23%	798 31%	74 19%	16 21%	33 17%	18 24%	4 20%	2 9%	9 27%
Investing in companies or assets that are in line with my social, moral or ethical values	205 7%	75 9%	58 7%	39 6%	34 5%	23 9%	7 6%	28 8%	9 4%	17 7%	16 7%	8 5%	13 4%	25 6%	23 5%	33 13%	5 6%	182 7%	21 5%	3 3%	15 8%	3 4%	-	-	2 8%
Investing in companies or assets that would benefit my local area	60 2%	27 3%	13 1%	15 2%	5 1%	1 1%	-	10 3%	5 2%	14 5%	2 1%	2 2%	8 3%	5 1%	7 2%	4 1%	1 2%	45 2%	14 4%	2 2%	9 5%	2 2%	-	2 8%	-
The flexibility of the plan on offer to me	306 10%	89 11%	90 10%	61 10%	65 9%	19 7%	12 9%	42 13%	26 10%	25 10%	16 7%	13 9%	23 8%	45 11%	42 10%	32 12%	11 13%	266 10%	37 10%	4 6%	24 13%	6 8%	3 13%	-	3 10%

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Absolutes/col percents

Table 112

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

Summary table - 1st priority

	Total	Income														Pension Status Awareness			
		Up to £10,000	£10,001 - £15,000	£15,001 - £20,000	£20,001 - £25,000	£25,001 - £30,000	£30,001 - £35,000	£35,001 - £40,000	£40,001 - £50,000	£50,001 - £60,000	£60,001 - £70,000	£70,001 - £80,000	£80,001 - £90,000	£90,001 - £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
The fees that I'm charged through my pension	242 8%	27 5%	36 7%	46 9%	39 7%	34 8%	14 8%	10 13%	17 17%	7 17%	3 19%	-	2 17%	1 16%	3 20%	242 11%	-	-	-
The level of risk that I take, or the likelihood of my pension savings going down or up in value	443 15%	51 10%	86 16%	95 19%	87 15%	67 16%	20 13%	11 13%	8 8%	7 15%	2 13%	2 22%	-	-	1 9%	443 21%	-	-	-
The amount of money my pension savings increase by, or the return on investment	881 29%	77 15%	131 25%	161 31%	203 36%	141 35%	51 31%	29 36%	31 31%	21 50%	6 35%	4 34%	3 21%	2 23%	4 27%	881 41%	-	-	-
Investing in companies or assets that are in line with my social, moral or ethical values	205 7%	21 4%	27 5%	29 6%	40 7%	32 8%	19 11%	8 10%	14 14%	5 12%	-	-	1 10%	-	1 8%	205 10%	-	-	-
Investing in companies or assets that would benefit my local area	60 2%	5 1%	2 *	10 2%	17 3%	1 *	6 3%	7 9%	4 4%	2 4%	1 8%	-	1 10%	1 18%	-	60 3%	-	-	-
The flexibility of the plan on offer to me	306 10%	33 7%	49 9%	57 11%	72 13%	46 11%	19 12%	5 6%	12 11%	-	2 14%	3 23%	1 10%	2 27%	3 25%	306 14%	-	-	-

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Absolutes/col percents

Table 113

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

Summary table - 1st priority

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
The fees that I'm charged through my pension	242 8%	98 10%	123 13%	45 11%	55 12%	62 11%	2 18%	2 12%	147 11%	-	-	-	-	-	-	-	-	114 11%	18 13%	95 10%	98 7%	31 6%	67 9%	175 13%
The level of risk that I take, or the likelihood of my pension savings going down or up in value	443 15%	204 20%	184 19%	86 20%	90 20%	119 22%	-	4 32%	252 19%	-	-	-	-	-	-	-	-	196 18%	21 14%	175 19%	202 14%	45 8%	188 24%	254 19%
The amount of money my pension savings increase by, or the return on investment	881 29%	429 43%	388 40%	183 43%	191 43%	237 44%	3 23%	3 26%	532 41%	-	-	-	-	-	-	-	-	341 32%	40 27%	301 32%	439 31%	101 19%	332 42%	545 40%
Investing in companies or assets that are in line with my social, moral or ethical values	205 7%	109 11%	86 9%	54 13%	43 10%	45 8%	3 23%	1 6%	130 10%	-	-	-	-	-	-	-	-	92 9%	17 12%	75 8%	89 6%	24 4%	84 11%	121 9%
Investing in companies or assets that would benefit my local area	60 2%	30 3%	30 3%	8 2%	14 3%	12 2%	-	-	37 3%	-	-	-	-	-	-	-	-	35 3%	7 5%	28 3%	20 1%	5 1%	19 2%	40 3%
The flexibility of the plan on offer to me	306 10%	125 13%	163 17%	52 12%	56 12%	69 13%	4 36%	3 24%	198 15%	-	-	-	-	-	-	-	-	121 11%	16 11%	105 11%	149 11%	36 7%	92 12%	213 16%

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Absolutes/col percents

Table 114

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware
Summary table - 1st priority

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is in-vested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension savings increase by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are in-vested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that my money will make a difference to my overall pension savings	I don't think it is possible for me to change where my pension is in-vested	
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
The fees that I'm charged through my pension	242 8%	242 21%	137 10%	158 9%	34 5%	28 8%	127 11%	70 13%	65 8%	17 15%	53 13%	74 15%	37 10%	28 6%	34 14%	37 7%	25 7%	9 8%	5 11%	6 12%	12 5%
The level of risk that I take, or the likelihood of my pension savings going down or up in value	443 15%	228 20%	443 32%	334 19%	122 18%	40 12%	161 15%	100 19%	195 23%	18 16%	82 20%	99 19%	91 24%	103 21%	49 20%	131 24%	69 21%	33 29%	11 22%	7 14%	55 21%
The amount of money my pension savings increase by, or the return on investment	881 29%	461 40%	558 40%	881 50%	211 32%	114 34%	417 38%	197 37%	388 45%	42 36%	156 38%	185 36%	158 42%	230 48%	111 45%	243 45%	139 42%	45 39%	21 41%	33 66%	128 49%
Investing in companies or assets that are in line with my social, moral or ethical values	205 7%	69 6%	87 6%	124 7%	205 31%	56 17%	74 7%	54 10%	83 10%	17 15%	37 9%	56 11%	34 9%	49 10%	12 5%	59 11%	30 9%	9 8%	5 10%	1 1%	23 9%
Investing in companies or assets that would benefit my local area	60 2%	18 2%	17 1%	32 2%	29 4%	60 18%	23 2%	30 6%	9 1%	9 8%	21 5%	18 4%	3 1%	6 1%	3 1%	4 1%	4 1%	1 1%	- -	1 2%	2 1%
The flexibility of the plan on offer to me	306 10%	136 12%	144 10%	227 13%	67 10%	37 11%	306 28%	77 15%	117 14%	13 11%	65 16%	75 15%	50 13%	67 14%	36 15%	65 12%	65 20%	18 16%	8 16%	2 4%	42 16%

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Table 115

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware
Summary table - 1st priority

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Total																	
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
The fees that I'm charged through my pension	242 8%	11 21%	17 22%	10 18%	9 12%	11 15%	9 12%	7 19%	25 10%	14 4%	144 9%	48 8%	37 10%	35 5%	64 9%	46 6%	97 10%
The level of risk that I take, or the likelihood of my pension savings going down or up in value	443 15%	10 19%	15 20%	11 19%	8 12%	12 17%	10 13%	2 5%	54 21%	34 10%	280 17%	87 14%	42 12%	81 13%	114 15%	107 15%	140 15%
The amount of money my pension savings increase by, or the return on investment	881 29%	15 29%	21 28%	14 25%	18 24%	27 38%	24 32%	6 16%	117 45%	51 15%	515 30%	214 34%	101 28%	159 25%	233 32%	203 29%	286 31%
Investing in companies or assets that are in line with my social, moral or ethical values	205 7%	6 12%	4 5%	5 9%	10 14%	8 11%	6 8%	9 27%	19 7%	66 19%	114 7%	15 2%	10 3%	62 10%	22 3%	73 10%	48 5%
Investing in companies or assets that would benefit my local area	60 2%	3 5%	8 11%	6 11%	11 15%	2 3%	8 11%	4 12%	8 3%	14 4%	33 2%	4 1%	9 3%	2 *	16 2%	17 2%	24 3%
The flexibility of the plan on offer to me	306 10%	7 13%	10 13%	10 18%	17 24%	12 17%	18 24%	7 21%	37 14%	37 11%	165 10%	82 13%	21 6%	64 10%	74 10%	72 10%	96 10%

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Table 116

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware
Summary table - Top 3 priority

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
The fees that I'm charged through my pension	1154	625	527	237	165	211	195	340	111	92	118	116	187	126	73	92	79	153	618	116	26	33	8	333	20
	38%	42%	34%	33%	34%	40%	42%	48%	37%	34%	44%	46%	56%	30%	34%	36%	38%	42%	43%	33%	21%	23%	7%	49%	12%
The level of risk that I take, or the likelihood of my pension savings going down or up in value	1386	720	664	288	197	234	257	399	118	108	134	154	200	169	89	100	103	198	717	144	23	37	12	421	31
	46%	49%	43%	40%	41%	45%	56%	57%	39%	40%	50%	61%	60%	41%	42%	39%	49%	54%	50%	42%	19%	26%	10%	62%	18%
The amount of money my pension savings increase by, or the return on investment	1756	906	846	350	254	295	323	527	148	151	152	185	269	200	104	142	138	258	925	176	37	49	11	525	33
	58%	62%	55%	48%	53%	56%	70%	75%	49%	56%	57%	74%	80%	48%	49%	55%	66%	70%	64%	51%	31%	34%	9%	77%	20%
Investing in companies or assets that are in line with my social, moral or ethical values	669	351	314	157	97	94	106	203	68	56	54	71	96	86	41	39	35	108	364	64	12	17	8	191	12
	22%	24%	21%	22%	20%	18%	23%	29%	23%	21%	20%	28%	29%	21%	19%	15%	17%	29%	25%	18%	10%	12%	7%	28%	7%
Investing in companies or assets that would benefit my local area	335	185	150	93	54	50	41	87	50	37	28	18	48	43	17	22	23	39	193	31	7	10	5	81	7
	11%	13%	10%	13%	11%	10%	9%	12%	16%	14%	10%	7%	14%	11%	8%	9%	11%	11%	13%	9%	6%	7%	4%	12%	4%
The flexibility of the plan on offer to me	1109	543	562	273	181	194	182	263	114	100	96	99	128	156	80	97	83	135	639	128	25	28	9	257	21
	37%	37%	37%	38%	38%	37%	40%	37%	38%	37%	36%	39%	38%	38%	38%	38%	40%	37%	44%	37%	21%	20%	8%	38%	13%

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Table 117

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

Summary table - Top 3 priority

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-eastern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
The fees that I'm charged through my pension	1154 38%	329 41%	365 42%	268 42%	192 27%	103 40%	35 28%	131 39%	98 39%	98 38%	80 37%	57 40%	111 39%	149 37%	167 41%	105 41%	19 23%	1025 39%	115 30%	26 34%	55 29%	19 24%	9 40%	6 26%	14 43%
The level of risk that I take, or the likelihood of my pension savings going down or up in value	1386 46%	423 53%	419 48%	310 49%	233 32%	117 46%	53 43%	159 48%	121 48%	109 42%	100 46%	71 50%	124 44%	168 42%	203 49%	127 49%	34 40%	1250 48%	122 31%	22 29%	58 31%	29 38%	9 41%	3 14%	14 43%
The amount of money my pension savings increase by, or the return on investment	1756 58%	527 66%	569 65%	369 58%	291 40%	148 58%	72 58%	207 62%	141 56%	126 48%	118 54%	86 61%	174 62%	234 59%	250 61%	157 61%	44 52%	1586 61%	155 40%	37 49%	71 38%	33 43%	4 20%	9 37%	15 48%
Investing in companies or assets that are in line with my social, moral or ethical values	669 22%	232 29%	202 23%	124 20%	110 15%	60 23%	25 20%	77 23%	46 18%	52 20%	45 21%	28 20%	52 18%	91 23%	100 24%	68 26%	24 28%	583 22%	79 20%	12 15%	49 26%	13 17%	1 4%	4 16%	7 22%
Investing in companies or assets that would benefit my local area	335 11%	113 14%	93 11%	74 12%	55 8%	25 10%	13 10%	45 14%	29 12%	35 14%	22 10%	14 10%	36 13%	36 9%	38 9%	32 12%	10 12%	280 11%	50 13%	5 7%	31 16%	11 14%	- -	3 14%	5 15%
The flexibility of the plan on offer to me	1109 37%	308 39%	338 39%	242 38%	220 31%	91 36%	42 34%	129 38%	78 31%	85 33%	85 39%	56 39%	102 36%	145 36%	161 39%	105 40%	31 36%	969 37%	133 34%	19 25%	75 40%	28 36%	7 30%	5 19%	7 22%

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Absolutes/col percents

Table 118

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

Summary table - Top 3 priority

	Total	Income														Pension Status Awareness			
		Up to £10,000	£10,001 - £15,000	£15,001 - £20,000	£20,001 - £25,000	£25,001 - £30,000	£30,001 - £35,000	£35,001 - £40,000	£40,001 - £50,000	£50,001 - £60,000	£60,001 - £70,000	£70,001 - £80,000	£80,001 - £90,000	£90,001 - £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
The fees that I'm charged through my pension	1154 38%	126 25%	191 36%	214 42%	239 42%	162 40%	64 39%	39 49%	44 44%	22 50%	10 59%	3 24%	8 57%	4 57%	7 50%	1154 54%	-	-	-
The level of risk that I take, or the likelihood of my pension savings going down or up in value	1386 46%	143 28%	214 40%	262 51%	299 52%	219 54%	75 46%	42 52%	49 48%	27 63%	6 34%	6 51%	8 57%	4 66%	9 65%	1386 65%	-	-	-
The amount of money my pension savings increase by, or the return on investment	1756 58%	173 34%	276 52%	327 64%	392 69%	261 64%	103 64%	55 68%	68 68%	36 85%	13 80%	6 53%	4 29%	4 57%	12 84%	1756 82%	-	-	-
Investing in companies or assets that are in line with my social, moral or ethical values	669 22%	68 13%	89 17%	109 21%	149 26%	108 26%	46 28%	24 30%	31 31%	14 34%	4 24%	4 37%	3 19%	2 27%	5 33%	669 31%	-	-	-
Investing in companies or assets that would benefit my local area	335 11%	25 5%	48 9%	66 13%	70 12%	43 11%	25 15%	13 17%	19 18%	13 31%	2 11%	3 28%	3 19%	1 18%	1 6%	335 16%	-	-	-
The flexibility of the plan on offer to me	1109 37%	112 22%	179 34%	217 42%	227 40%	169 42%	70 44%	36 44%	48 48%	14 33%	9 57%	5 44%	3 20%	2 27%	4 31%	1109 52%	-	-	-

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Table 119

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

Summary table - Top 3 priority

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/ personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/ benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/ personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/ benefit	NET: Very/ Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
The fees that I'm charged through my pension	1154 38%	524 53%	526 54%	226 53%	230 51%	338 62%	7 67%	8 57%	691 53%	-	-	-	-	-	-	-	-	501 47%	67 46%	435 47%	534 38%	119 22%	423 54%	729 54%
The level of risk that I take, or the likelihood of my pension savings going down or up in value	1386 46%	643 65%	630 65%	283 66%	286 64%	354 65%	6 57%	10 75%	845 65%	-	-	-	-	-	-	-	-	589 55%	76 52%	513 55%	642 46%	155 29%	521 67%	862 64%
The amount of money my pension savings increase by, or the return on investment	1756 58%	816 82%	785 81%	363 85%	370 83%	465 86%	9 81%	10 73%	1065 82%	-	-	-	-	-	-	-	-	721 67%	95 65%	626 67%	835 59%	201 37%	666 85%	1084 80%
Investing in companies or assets that are in line with my social, moral or ethical values	669 22%	340 34%	310 32%	145 34%	133 30%	162 30%	3 23%	2 13%	414 32%	-	-	-	-	-	-	-	-	284 26%	43 29%	241 26%	313 22%	72 13%	259 33%	407 30%
Investing in companies or assets that would benefit my local area	335 11%	177 18%	153 16%	68 16%	69 15%	61 11%	1 8%	3 19%	203 16%	-	-	-	-	-	-	-	-	161 15%	26 17%	135 15%	137 10%	36 7%	121 15%	211 16%
The flexibility of the plan on offer to me	1109 37%	484 49%	520 53%	198 46%	255 57%	248 46%	7 64%	8 62%	670 52%	-	-	-	-	-	-	-	-	438 41%	52 36%	385 41%	529 38%	142 26%	355 45%	752 56%

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Absolutes/col percents

Table 120

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware
Summary table - Top 3 priority

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is in-vested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension savings increase by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are in-vested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that my money will make a difference to my overall pension savings	I don't think it is possible for me to change where my pension is in-vested	
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
The fees that I'm charged through my pension	1154	1154	673	900	185	85	464	289	460	58	231	275	203	257	130	276	198	66	24	25	144
	38%	100%	49%	51%	28%	25%	42%	55%	54%	50%	56%	54%	54%	53%	53%	51%	60%	57%	49%	50%	55%
The level of risk that I take, or the likelihood of my pension savings going down or up in value	1386	673	1386	1094	324	111	569	325	576	67	258	317	259	317	167	366	217	88	34	34	173
	46%	58%	100%	62%	48%	33%	51%	62%	67%	58%	62%	63%	69%	66%	68%	68%	65%	76%	67%	70%	66%
The amount of money my pension savings increase by, or the return on investment	1756	900	1094	1756	462	209	846	412	739	86	327	406	317	423	199	467	284	96	45	44	229
	58%	78%	79%	100%	69%	62%	76%	78%	86%	74%	79%	80%	85%	88%	81%	87%	86%	83%	90%	90%	88%
Investing in companies or assets that are in line with my social, moral or ethical values	669	185	324	462	669	146	220	186	268	51	135	148	115	153	67	190	80	28	11	7	75
	22%	16%	23%	26%	100%	44%	20%	35%	31%	45%	33%	29%	31%	32%	27%	35%	24%	24%	22%	15%	29%
Investing in companies or assets that would benefit my local area	335	85	111	209	146	335	119	102	93	27	75	103	33	61	37	64	25	9	6	6	32
	11%	7%	8%	12%	22%	100%	11%	19%	11%	23%	18%	20%	9%	13%	15%	12%	7%	8%	11%	13%	12%
The flexibility of the plan on offer to me	1109	464	569	846	220	119	1109	270	434	56	214	271	197	237	134	256	193	61	30	31	130
	37%	40%	41%	48%	33%	35%	100%	51%	51%	49%	52%	54%	53%	49%	55%	47%	58%	53%	60%	62%	50%

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Absolutes/col percents

Table 121

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

Summary table - Top 3 priority

	vested				investing				Clockface Quadrants								
	Total	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
The fees that I'm charged through my pension	1154 38%	26 49%	43 58%	31 55%	36 49%	39 54%	39 52%	16 45%	144 56%	94 27%	667 39%	273 43%	121 34%	208 32%	321 44%	245 35%	381 41%
The level of risk that I take, or the likelihood of my pension savings going down or up in value	1386 46%	30 58%	39 52%	30 54%	33 45%	47 64%	40 53%	20 58%	172 66%	119 35%	817 48%	306 48%	144 41%	243 38%	342 46%	339 48%	461 50%
The amount of money my pension savings increase by, or the return on investment	1756 58%	37 70%	47 64%	38 68%	53 72%	55 76%	55 73%	18 50%	228 88%	156 45%	1023 61%	389 62%	188 53%	337 52%	434 59%	427 60%	559 60%
Investing in companies or assets that are in line with my social, moral or ethical values	669 22%	25 48%	29 39%	24 43%	36 50%	23 31%	28 36%	20 57%	79 31%	126 37%	418 25%	74 12%	51 14%	147 23%	110 15%	218 31%	194 21%
Investing in companies or assets that would benefit my local area	335 11%	10 19%	23 31%	13 22%	25 34%	14 19%	20 26%	11 31%	29 11%	56 16%	185 11%	52 8%	42 12%	50 8%	78 11%	75 11%	132 14%
The flexibility of the plan on offer to me	1109 37%	29 56%	41 55%	33 59%	37 50%	40 55%	45 60%	21 59%	125 48%	99 29%	640 38%	256 41%	113 32%	230 36%	286 39%	250 35%	342 37%

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Absolutes/col percents

Table 122

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

The fees that I'm charged through my pension

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	2056	1122	929	399	310	308	348	676	186	177	167	212	372	210	133	139	136	304	834	340	54	70	22	687	49
Weighted base	2136	1110	1021	466	316	359	368	606	203	182	194	214	309	260	134	164	154	297	1152	220	44	58	18	602	41
1st priority	242 11%	127 11%	115 11%	81 17%	34 11%	48 13%	25 7%	51 8%	42 21%	17 9%	26 13%	16 7%	26 8%	39 15%	16 12%	22 14%	9 6%	25 9%	146 13%	30 13%	5 10%	5 9%	2 12%	49 8%	5 13%
2nd priority	399 19%	216 19%	182 18%	72 15%	63 20%	75 21%	78 21%	109 18%	30 15%	35 19%	48 25%	40 19%	64 21%	42 16%	28 21%	28 17%	38 25%	45 15%	222 19%	44 20%	10 23%	13 23%	2 8%	104 17%	4 9%
3rd priority	513 24%	282 25%	230 23%	84 18%	69 22%	87 24%	91 25%	180 30%	39 19%	41 22%	45 23%	59 28%	97 31%	45 17%	28 21%	42 25%	32 21%	83 28%	251 22%	42 19%	11 25%	14 24%	4 24%	180 30%	11 26%
NET: Top 3 priority	1154 54%	625 56%	527 52%	237 51%	165 52%	211 59%	195 53%	340 56%	111 55%	92 51%	118 61%	116 54%	187 60%	126 49%	73 54%	92 56%	79 51%	153 52%	618 54%	116 53%	26 59%	33 56%	8 44%	333 55%	20 49%
Not top 3 priority	982 46%	485 44%	494 48%	228 49%	151 48%	149 41%	173 47%	267 44%	92 45%	89 49%	76 39%	98 46%	123 40%	134 51%	62 46%	72 44%	75 49%	144 48%	534 46%	104 47%	18 41%	26 44%	10 56%	269 45%	21 51%

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Absolutes/col percents

Table 123

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

The fees that I'm charged through my pension

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	2056	604	632	438	382	184	68	252	168	156	129	99	204	230	314	204	48	1886	152	28	79	32	7	6	18
Weighted base	2136	644	662	462	367	181	80	250	171	168	150	104	199	275	306	198	54	1898	218	40	113	44	10	10	21
1st priority	242 11%	73 11%	58 9%	67 14%	44 12%	25 14%	3 4%	27 11%	22 13%	23 14%	21 14%	12 12%	24 12%	37 13%	22 7%	22 11%	3 6%	204 11%	35 16%	5 13%	18 16%	7 16%	1 14%	3 29%	3 15%
2nd priority	399 19%	111 17%	117 18%	96 21%	74 20%	33 18%	12 16%	58 23%	29 17%	41 24%	25 17%	9 9%	33 17%	50 18%	62 20%	39 19%	7 13%	354 19%	41 19%	10 26%	15 14%	8 18%	6 57%	2 21%	3 17%
3rd priority	513 24%	145 22%	189 29%	106 23%	74 20%	45 25%	19 24%	46 18%	47 27%	34 20%	34 22%	35 34%	53 27%	62 23%	83 27%	45 23%	10 18%	468 25%	38 18%	11 26%	21 19%	3 8%	2 19%	1 12%	7 35%
NET: Top 3 priority	1154 54%	329 51%	365 55%	268 58%	192 52%	103 57%	35 44%	131 53%	98 57%	98 58%	80 53%	57 55%	111 56%	149 54%	167 55%	105 53%	19 36%	1025 54%	115 53%	26 65%	55 49%	19 42%	9 89%	6 61%	14 67%
Not top 3 priority	982 46%	315 49%	297 45%	194 42%	175 48%	78 43%	45 56%	119 47%	73 43%	70 42%	70 47%	47 45%	89 44%	126 46%	139 45%	93 47%	35 64%	872 46%	103 47%	14 35%	58 51%	26 58%	1 11%	4 39%	7 33%

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Absolutes/col percents

Table 124

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

The fees that I'm charged through my pension

	Total	Income													Pension Status Awareness				
		Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	2056	258	373	386	416	282	109	59	69	35	12	7	7	4	10	2056	-	-	-
Weighted base	2136	215	332	398	459	321	128	70	86	42	14	9	9	6	12	2136	-	-	-
1st priority	242 11%	27 13%	36 11%	46 11%	39 8%	34 11%	14 11%	10 15%	17 20%	7 18%	3 21%	-	2 25%	1 19%	3 22%	242 11%	-	-	-
2nd priority	399 19%	42 19%	65 19%	75 19%	92 20%	65 20%	18 14%	11 15%	12 14%	7 16%	3 19%	-	3 31%	2 27%	1 11%	399 19%	-	-	-
3rd priority	513 24%	57 27%	90 27%	93 23%	108 24%	64 20%	32 25%	18 26%	15 17%	8 18%	4 27%	3 31%	3 29%	1 21%	3 22%	513 24%	-	-	-
NET: Top 3 priority	1154 54%	126 59%	191 57%	214 54%	239 52%	162 51%	64 50%	39 56%	44 51%	22 51%	10 67%	3 31%	8 85%	4 68%	7 55%	1154 54%	-	-	-
Not top 3 priority	982 46%	89 41%	142 43%	184 46%	219 48%	158 49%	64 50%	31 44%	42 49%	21 49%	5 33%	6 69%	1 15%	2 32%	6 45%	982 46%	-	-	-

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Absolutes/col percents

Table 125

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware
The fees that I'm charged through my pension

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)						Q15 - Knowledge of pensions					Q12 - Started receiving payouts	
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/ personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/ benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/ personal pension	None of the above	NET: Work-place pension - defined contribution/ benefit	NET: Very/ Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes
Unweighted base	2056	1006	862	438	423	548	11	14	1212	-	-	-	-	-	-	873	110	763	952	231	857	1193
Weighted base	2136	995	975	428	448	543	11	13	1296	-	-	-	-	-	-	898	119	779	997	241	782	1349
1st priority	242	98	123	45	55	62	2	2	147	-	-	-	-	-	-	114	18	95	98	31	67	175
	11%	10%	13%	11%	12%	11%	18%	12%	11%	-	-	-	-	-	-	13%	16%	12%	10%	13%	9%	13%
2nd priority	399	172	179	71	83	109	2	5	238	-	-	-	-	-	-	162	19	143	194	43	134	264
	19%	17%	18%	17%	19%	20%	19%	38%	18%	-	-	-	-	-	-	18%	16%	18%	19%	18%	17%	20%
3rd priority	513	255	225	110	93	166	3	1	307	-	-	-	-	-	-	226	30	196	242	45	222	291
	24%	26%	23%	26%	21%	31%	31%	7%	24%	-	-	-	-	-	-	25%	25%	25%	24%	19%	28%	22%
NET: Top 3 priority	1154	524	526	226	230	338	7	8	691	-	-	-	-	-	-	501	67	435	534	119	423	729
	54%	53%	54%	53%	51%	62%	67%	57%	53%	-	-	-	-	-	-	56%	56%	56%	54%	49%	54%	54%
Not top 3 priority	982	470	448	202	218	205	4	6	605	-	-	-	-	-	-	397	52	344	463	123	359	619
	46%	47%	46%	47%	49%	38%	33%	43%	47%	-	-	-	-	-	-	44%	44%	44%	46%	51%	46%	46%

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Absolutes/col percents

Table 126

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

The fees that I'm charged through my pension

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor dis-agree	Somewhat dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't think it is possible for me to change where my pension is invested	
Unweighted base	2056	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	2136	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
1st priority	242 11%	242 21%	137 10%	158 9%	34 5%	28 8%	127 11%	70 13%	65 8%	17 15%	53 13%	74 15%	37 10%	28 6%	34 14%	37 7%	25 7%	9 8%	5 11%	6 12%	12 5%
2nd priority	399 19%	399 35%	225 16%	311 18%	57 8%	36 11%	169 15%	92 17%	172 20%	16 14%	76 18%	94 19%	79 21%	93 19%	40 17%	97 18%	76 23%	27 24%	12 24%	7 15%	63 24%
3rd priority	513 24%	513 44%	311 22%	431 25%	95 14%	21 6%	168 15%	127 24%	224 26%	25 21%	102 25%	107 21%	87 23%	137 28%	56 23%	142 26%	98 30%	30 26%	7 15%	12 24%	69 26%
NET: Top 3 priority	1154 54%	1154 100%	673 49%	900 51%	185 28%	85 25%	464 42%	289 55%	460 54%	58 50%	231 56%	275 54%	203 54%	257 53%	130 53%	276 51%	198 60%	66 57%	24 49%	25 50%	144 55%
Not top 3 priority	982 46%	-	712 51%	856 49%	483 72%	250 75%	645 58%	239 45%	396 46%	57 50%	182 44%	232 46%	171 46%	225 47%	114 47%	263 49%	134 40%	50 43%	26 51%	25 50%	117 45%

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Absolutes/col percents

Table 127

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

The fees that I'm charged through my pension

	vested				investing					Clockface Quadrants							
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	2056	50	67	51	64	65	68	30	249	201	1203	435	217	392	498	487	679
Weighted base	2136	52	74	56	73	73	76	35	259	216	1250	450	220	405	523	518	690
1st priority	242 11%	11 21%	17 22%	10 18%	9 12%	11 15%	9 12%	7 19%	25 10%	14 6%	144 11%	48 11%	37 17%	35 9%	64 12%	46 9%	97 14%
2nd priority	399 19%	9 18%	12 16%	10 17%	7 10%	13 18%	14 18%	5 14%	52 20%	32 15%	217 17%	109 24%	40 18%	83 21%	121 23%	87 17%	108 16%
3rd priority	513 24%	5 10%	14 19%	11 19%	20 27%	16 22%	17 22%	4 12%	68 26%	48 22%	306 24%	116 26%	44 20%	89 22%	136 26%	112 22%	176 26%
NET: Top 3 priority	1154 54%	26 49%	43 58%	31 55%	36 49%	39 54%	39 52%	16 45%	144 56%	94 43%	667 53%	273 61%	121 55%	208 51%	321 61%	245 47%	381 55%
Not top 3 priority	982 46%	26 51%	31 42%	26 45%	37 51%	33 46%	36 48%	19 55%	115 44%	123 57%	583 47%	177 39%	99 45%	197 49%	203 39%	273 53%	309 45%

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Absolutes/col percents

Table 128

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

The level of risk that I take, or the likelihood of my pension savings going down or up in value

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	2056	1122	929	399	310	308	348	676	186	177	167	212	372	210	133	139	136	304	834	340	54	70	22	687	49
Weighted base	2136	1110	1021	466	316	359	368	606	203	182	194	214	309	260	134	164	154	297	1152	220	44	58	18	602	41
1st priority	443 21%	220 20%	222 22%	79 17%	62 20%	70 20%	91 25%	141 23%	26 13%	35 19%	36 18%	59 28%	64 21%	53 20%	26 20%	35 21%	32 21%	76 26%	193 17%	61 28%	6 13%	14 24%	1 4%	154 26%	13 32%
2nd priority	527 25%	275 25%	251 25%	109 24%	70 22%	87 24%	97 26%	155 26%	47 23%	34 19%	55 28%	60 28%	76 24%	62 24%	36 27%	31 19%	37 24%	79 27%	280 24%	45 21%	12 26%	14 24%	6 36%	157 26%	13 31%
3rd priority	416 19%	225 20%	191 19%	99 21%	65 21%	77 22%	69 19%	103 17%	46 23%	39 21%	43 22%	35 16%	60 19%	53 21%	27 20%	34 21%	35 23%	43 14%	244 21%	37 17%	6 14%	9 16%	5 28%	110 18%	5 11%
NET: Top 3 priority	1386 65%	720 65%	664 65%	288 62%	197 62%	234 65%	257 70%	399 66%	118 58%	108 59%	134 69%	154 72%	200 65%	169 65%	89 66%	100 61%	103 67%	198 67%	717 62%	144 66%	23 54%	37 64%	12 67%	421 70%	31 74%
Not top 3 priority	750 35%	390 35%	357 35%	178 38%	119 38%	125 35%	111 30%	208 34%	84 42%	74 41%	60 31%	60 28%	109 35%	91 35%	45 34%	64 39%	51 33%	99 33%	435 38%	76 34%	20 46%	21 36%	6 33%	182 30%	11 26%

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Absolutes/col percents

Table 129

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

The level of risk that I take, or the likelihood of my pension savings going down or up in value

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	2056	604	632	438	382	184	68	252	168	156	129	99	204	230	314	204	48	1886	152	28	79	32	7	6	18
Weighted base	2136	644	662	462	367	181	80	250	171	168	150	104	199	275	306	198	54	1898	218	40	113	44	10	10	21
1st priority	443 21%	120 19%	133 20%	104 23%	85 23%	41 23%	19 24%	48 19%	42 25%	31 19%	32 22%	28 27%	44 22%	37 13%	63 21%	42 21%	14 27%	403 21%	37 17%	10 26%	13 12%	8 18%	1 14%	3 33%	3 16%
2nd priority	527 25%	154 24%	176 27%	112 24%	85 23%	45 25%	26 33%	52 21%	49 29%	33 19%	33 22%	27 26%	54 27%	78 28%	78 25%	44 22%	7 14%	474 25%	47 22%	8 19%	26 23%	10 23%	3 33%	- -	5 24%
3rd priority	416 19%	149 23%	111 17%	94 20%	63 17%	30 17%	7 9%	59 24%	29 17%	45 27%	35 23%	15 15%	26 13%	54 20%	62 20%	41 21%	12 23%	373 20%	38 17%	4 10%	18 16%	10 24%	4 44%	- -	6 27%
NET: Top 3 priority	1386 65%	423 66%	419 63%	310 67%	233 63%	117 64%	53 66%	159 64%	121 71%	109 65%	100 67%	71 68%	124 62%	168 61%	203 66%	127 64%	34 63%	1250 66%	122 56%	22 55%	58 51%	29 65%	9 91%	3 33%	14 67%
Not top 3 priority	750 35%	221 34%	243 37%	152 33%	135 37%	65 36%	27 34%	91 36%	50 29%	59 35%	50 33%	33 32%	75 38%	107 39%	103 34%	71 36%	20 37%	647 34%	96 44%	18 45%	55 49%	15 35%	1 9%	7 67%	7 33%

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Absolutes/col percents

Table 130

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

The level of risk that I take, or the likelihood of my pension savings going down or up in value

	Income															Pension Status Awareness			
	Total	Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	2056	258	373	386	416	282	109	59	69	35	12	7	7	4	10	2056	-	-	-
Weighted base	2136	215	332	398	459	321	128	70	86	42	14	9	9	6	12	2136	-	-	-
1st priority	443 21%	51 24%	86 26%	95 24%	87 19%	67 21%	20 16%	11 15%	8 10%	7 16%	2 14%	2 28%	-	-	1 10%	443 21%	-	-	-
2nd priority	527 25%	62 29%	74 22%	92 23%	115 25%	81 25%	29 23%	15 22%	24 28%	14 32%	-	3 37%	2 26%	-	4 28%	527 25%	-	-	-
3rd priority	416 19%	29 14%	54 16%	74 19%	98 21%	71 22%	25 20%	17 24%	17 19%	7 16%	3 24%	-	5 59%	4 79%	4 35%	416 19%	-	-	-
NET: Top 3 priority	1386 65%	143 66%	214 64%	262 66%	299 65%	219 68%	75 59%	42 60%	49 56%	27 64%	6 38%	6 64%	8 85%	4 79%	9 73%	1386 65%	-	-	-
Not top 3 priority	750 35%	73 34%	118 36%	136 34%	159 35%	102 32%	53 41%	28 40%	38 44%	15 36%	9 62%	3 36%	1 15%	1 21%	3 27%	750 35%	-	-	-

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Absolutes/col percents

Table 131

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

The level of risk that I take, or the likelihood of my pension savings going down or up in value

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)						Q15 - Knowledge of pensions					Q12 - Started receiving payouts	
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/ personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/ benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/ personal pension	None of the above	NET: Work-place pension - defined contribution/ benefit	NET: Very/ Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes
Unweighted base	2056	1006	862	438	423	548	11	14	1212	-	-	-	-	-	-	873	110	763	952	231	857	1193
Weighted base	2136	995	975	428	448	543	11	13	1296	-	-	-	-	-	-	898	119	779	997	241	782	1349
1st priority	443	204	184	86	90	119	-	4	252	-	-	-	-	-	-	196	21	175	202	45	188	254
	21%	20%	19%	20%	20%	22%	-	32%	19%	-	-	-	-	-	-	22%	17%	23%	20%	18%	24%	19%
2nd priority	527	265	242	112	94	149	4	3	327	-	-	-	-	-	-	232	30	202	235	60	202	324
	25%	27%	25%	26%	21%	27%	35%	24%	25%	-	-	-	-	-	-	26%	25%	26%	24%	25%	26%	24%
3rd priority	416	174	204	85	103	86	2	3	266	-	-	-	-	-	-	161	25	136	205	50	131	284
	19%	18%	21%	20%	23%	16%	22%	20%	21%	-	-	-	-	-	-	18%	21%	17%	21%	21%	17%	21%
NET: Top 3 priority	1386	643	630	283	286	354	6	10	845	-	-	-	-	-	-	589	76	513	642	155	521	862
	65%	65%	65%	66%	64%	65%	57%	75%	65%	-	-	-	-	-	-	66%	63%	66%	64%	64%	67%	64%
Not top 3 priority	750	352	344	145	162	189	5	3	451	-	-	-	-	-	-	309	44	265	355	87	261	486
	35%	35%	35%	34%	36%	35%	43%	25%	35%	-	-	-	-	-	-	34%	37%	34%	36%	36%	33%	36%

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Absolutes/col percents

Table 132

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

The level of risk that I take, or the likelihood of my pension savings going down or up in value

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't think it is possible for me to change where my pension is invested	
Unweighted base	2056	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	2136	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
1st priority	443 21%	228 20%	443 32%	334 19%	122 18%	40 12%	161 15%	100 19%	195 23%	18 16%	82 20%	99 19%	91 24%	103 21%	49 20%	131 24%	69 21%	33 29%	11 22%	7 14%	55 21%
2nd priority	527 25%	245 21%	527 38%	429 24%	122 18%	30 9%	228 21%	121 23%	223 26%	24 21%	96 23%	118 23%	95 25%	129 27%	64 26%	143 27%	77 23%	33 28%	13 27%	19 38%	65 25%
3rd priority	416 19%	201 17%	416 30%	332 19%	80 12%	40 12%	180 16%	104 20%	158 18%	25 22%	79 19%	100 20%	73 19%	85 18%	55 22%	91 17%	70 21%	22 19%	9 19%	9 18%	53 20%
NET: Top 3 priority	1386 65%	673 58%	1386 100%	1094 62%	324 48%	111 33%	569 51%	325 62%	576 67%	67 58%	258 62%	317 63%	259 69%	317 66%	167 68%	366 68%	217 65%	88 76%	34 67%	34 70%	173 66%
Not top 3 priority	750 35%	481 42%	-	662 38%	345 52%	224 67%	540 49%	203 38%	281 33%	48 42%	155 38%	189 37%	115 31%	165 34%	77 32%	173 32%	116 35%	28 24%	16 33%	15 30%	88 34%

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Table 133

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

The level of risk that I take, or the likelihood of my pension savings going down or up in value

	vested				investing					Clockface Quadrants							
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	2056	50	67	51	64	65	68	30	249	201	1203	435	217	392	498	487	679
Weighted base	2136	52	74	56	73	73	76	35	259	216	1250	450	220	405	523	518	690
1st priority	443 21%	10 19%	15 20%	11 19%	8 12%	12 17%	10 13%	2 5%	54 21%	34 16%	280 22%	87 19%	42 19%	81 20%	114 22%	107 21%	140 20%
2nd priority	527 25%	15 30%	14 19%	11 20%	10 13%	18 25%	11 15%	8 22%	64 25%	53 24%	303 24%	112 25%	59 27%	89 22%	118 23%	132 25%	188 27%
3rd priority	416 19%	5 10%	10 13%	9 15%	15 20%	16 22%	19 26%	11 31%	53 21%	33 15%	234 19%	107 24%	43 20%	73 18%	110 21%	101 19%	133 19%
NET: Top 3 priority	1386 65%	30 58%	39 52%	30 54%	33 45%	47 64%	40 53%	20 58%	172 66%	119 55%	817 65%	306 68%	144 66%	243 60%	342 65%	339 66%	461 67%
Not top 3 priority	750 35%	22 42%	35 48%	26 46%	40 55%	26 36%	36 47%	15 42%	87 34%	97 45%	433 35%	144 32%	76 34%	162 40%	182 35%	179 34%	229 33%

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Absolutes/col percents

Table 134

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

The amount of money my pension savings increase by, or the return on investment

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	2056	1122	929	399	310	308	348	676	186	177	167	212	372	210	133	139	136	304	834	340	54	70	22	687	49
Weighted base	2136	1110	1021	466	316	359	368	606	203	182	194	214	309	260	134	164	154	297	1152	220	44	58	18	602	41
1st priority	881 41%	468 42%	410 40%	161 35%	132 42%	152 42%	162 44%	271 45%	68 34%	76 42%	83 43%	89 42%	150 48%	91 35%	55 41%	68 41%	73 47%	121 41%	479 42%	76 35%	17 39%	25 42%	8 44%	265 44%	11 26%
2nd priority	514 24%	274 25%	238 23%	109 23%	74 23%	82 23%	90 25%	155 26%	48 24%	49 27%	41 21%	56 26%	81 26%	60 23%	25 19%	40 25%	35 22%	74 25%	266 23%	52 24%	8 19%	15 26%	2 9%	161 27%	11 26%
3rd priority	361 17%	163 15%	199 19%	79 17%	49 15%	62 17%	71 19%	101 17%	31 15%	25 14%	28 15%	40 19%	38 12%	48 19%	23 17%	34 20%	31 20%	63 21%	180 16%	49 22%	12 27%	9 16%	2 9%	99 16%	12 28%
NET: Top 3 priority	1756 82%	906 82%	846 83%	350 75%	254 80%	295 82%	323 88%	527 87%	148 73%	151 83%	152 78%	185 87%	269 87%	200 77%	104 77%	142 86%	138 89%	258 87%	925 80%	176 80%	37 86%	49 83%	11 61%	525 87%	33 80%
Not top 3 priority	380 18%	204 18%	175 17%	116 25%	62 20%	64 18%	45 12%	79 13%	55 27%	31 17%	42 22%	29 13%	40 13%	60 23%	31 23%	22 14%	16 11%	39 13%	227 20%	43 20%	6 14%	10 17%	7 39%	78 13%	8 20%

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Absolutes/col percents

Table 135

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

The amount of money my pension savings increase by, or the return on investment

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	2056	604	632	438	382	184	68	252	168	156	129	99	204	230	314	204	48	1886	152	28	79	32	7	6	18
Weighted base	2136	644	662	462	367	181	80	250	171	168	150	104	199	275	306	198	54	1898	218	40	113	44	10	10	21
1st priority	881 41%	260 40%	311 47%	177 38%	134 36%	72 40%	39 48%	95 38%	67 39%	57 34%	62 42%	41 39%	87 44%	127 46%	149 49%	66 33%	20 36%	798 42%	74 34%	16 40%	33 29%	18 42%	4 44%	2 21%	9 42%
2nd priority	514 24%	162 25%	153 23%	111 24%	88 24%	40 22%	16 20%	66 26%	50 29%	38 23%	31 21%	34 32%	53 27%	57 21%	56 18%	58 29%	15 29%	463 24%	47 22%	9 23%	25 22%	9 21%	-	3 32%	4 22%
3rd priority	361 17%	106 16%	105 16%	81 18%	70 19%	37 20%	18 22%	47 19%	24 14%	30 18%	24 16%	12 11%	33 17%	50 18%	44 14%	34 17%	9 16%	325 17%	34 16%	12 29%	14 12%	5 12%	-	4 35%	2 11%
NET: Top 3 priority	1756 82%	527 82%	569 86%	369 80%	291 79%	148 82%	72 90%	207 83%	141 82%	126 75%	118 78%	86 83%	174 87%	234 85%	250 82%	157 79%	44 81%	1586 84%	155 71%	37 92%	71 63%	33 75%	4 44%	9 88%	15 75%
Not top 3 priority	380 18%	117 18%	93 14%	93 20%	76 21%	33 18%	8 10%	43 17%	30 18%	43 25%	32 22%	18 17%	25 13%	40 15%	56 18%	41 21%	10 19%	312 16%	63 29%	3 8%	42 37%	11 25%	6 56%	1 12%	5 25%

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Table 136

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

The amount of money my pension savings increase by, or the return on investment

	Total	Income													Pension Status Awareness				
		Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	2056	258	373	386	416	282	109	59	69	35	12	7	7	4	10	2056	-	-	-
Weighted base	2136	215	332	398	459	321	128	70	86	42	14	9	9	6	12	2136	-	-	-
1st priority	881 41%	77 36%	131 40%	161 41%	203 44%	141 44%	51 40%	29 42%	31 36%	21 50%	6 39%	4 43%	3 31%	2 27%	4 30%	881 41%	-	-	-
2nd priority	514 24%	47 22%	88 26%	90 23%	116 25%	70 22%	34 27%	21 30%	24 28%	6 13%	4 25%	1 12%	- -	2 40%	3 27%	514 24%	-	-	-
3rd priority	361 17%	48 22%	56 17%	76 19%	73 16%	51 16%	18 14%	5 6%	12 14%	9 22%	4 26%	1 12%	1 12%	- -	5 36%	361 17%	-	-	-
NET: Top 3 priority	1756 82%	173 80%	276 83%	327 82%	392 85%	261 82%	103 81%	55 79%	68 79%	36 86%	13 91%	6 67%	4 43%	4 68%	12 94%	1756 82%	-	-	-
Not top 3 priority	380 18%	43 20%	56 17%	71 18%	67 15%	59 18%	24 19%	15 21%	18 21%	6 14%	1 9%	3 33%	5 57%	2 32%	1 6%	380 18%	-	-	-

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Table 137

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

The amount of money my pension savings increase by, or the return on investment

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)						Q15 - Knowledge of pensions					Q12 - Started receiving payouts	
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/ personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/ benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/ personal pension	None of the above	NET: Work-place pension - defined contribution/ benefit	NET: Very/ Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes
Unweighted base	2056	1006	862	438	423	548	11	14	1212	-	-	-	-	-	-	873	110	763	952	231	857	1193
Weighted base	2136	995	975	428	448	543	11	13	1296	-	-	-	-	-	-	898	119	779	997	241	782	1349
1st priority	881	429	388	183	191	237	3	3	532	-	-	-	-	-	-	341	40	301	439	101	332	545
	41%	43%	40%	43%	43%	44%	23%	26%	41%	-	-	-	-	-	-	38%	34%	39%	44%	42%	42%	40%
2nd priority	514	225	244	109	102	135	3	4	327	-	-	-	-	-	-	234	29	205	232	49	196	317
	24%	23%	25%	26%	23%	25%	31%	27%	25%	-	-	-	-	-	-	26%	24%	26%	23%	20%	25%	24%
3rd priority	361	162	152	71	77	93	3	3	206	-	-	-	-	-	-	147	26	121	164	51	139	222
	17%	16%	16%	17%	17%	17%	27%	20%	16%	-	-	-	-	-	-	16%	22%	15%	16%	21%	18%	16%
NET: Top 3 priority	1756	816	785	363	370	465	9	10	1065	-	-	-	-	-	-	721	95	626	835	201	666	1084
	82%	82%	81%	85%	83%	86%	81%	73%	82%	-	-	-	-	-	-	80%	80%	80%	84%	83%	85%	80%
Not top 3 priority	380	179	190	64	78	77	2	4	231	-	-	-	-	-	-	177	24	153	162	41	115	264
	18%	18%	19%	15%	17%	14%	19%	27%	18%	-	-	-	-	-	-	20%	20%	20%	16%	17%	15%	20%

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Absolutes/col percents

Table 138

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

The amount of money my pension savings increase by, or the return on investment

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my savings increase by, or the return on investment	Investing in companies or assets that are in line with my moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't think it is possible for me to change where my pension is invested	
Unweighted base	2056	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	2136	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
1st priority	881 41%	461 40%	558 40%	881 50%	211 32%	114 34%	417 38%	197 37%	388 45%	42 36%	156 38%	185 36%	158 42%	230 48%	111 45%	243 45%	139 42%	45 39%	21 41%	33 66%	128 49%
2nd priority	514 24%	270 23%	323 23%	514 29%	152 23%	48 14%	235 21%	128 24%	209 24%	27 23%	102 25%	127 25%	91 24%	117 24%	50 20%	140 26%	82 25%	27 23%	11 22%	8 17%	55 21%
3rd priority	361 17%	169 15%	213 15%	361 21%	99 15%	47 14%	194 18%	87 16%	143 17%	17 15%	70 17%	94 19%	67 18%	76 16%	38 16%	84 16%	63 19%	24 21%	13 26%	3 7%	46 18%
NET: Top 3 priority	1756 82%	900 78%	1094 79%	1756 100%	462 69%	209 62%	846 76%	412 78%	739 86%	86 74%	327 79%	406 80%	317 85%	423 88%	199 81%	467 87%	284 86%	96 83%	45 90%	44 90%	229 88%
Not top 3 priority	380 18%	254 22%	291 21%	- -	206 31%	126 38%	262 24%	116 22%	118 14%	29 26%	86 21%	101 20%	58 15%	60 12%	46 19%	73 13%	48 14%	20 17%	5 10%	5 10%	32 12%

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Absolutes/col percents

Table 139

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

The amount of money my pension savings increase by, or the return on investment

	vested				investing					Clockface Quadrants							
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	2056	50	67	51	64	65	68	30	249	201	1203	435	217	392	498	487	679
Weighted base	2136	52	74	56	73	73	76	35	259	216	1250	450	220	405	523	518	690
1st priority	881 41%	15 29%	21 28%	14 25%	18 24%	27 38%	24 32%	6 16%	117 45%	51 24%	515 41%	214 48%	101 46%	159 39%	233 44%	203 39%	286 41%
2nd priority	514 24%	11 22%	14 19%	13 23%	24 33%	13 18%	17 23%	6 18%	68 26%	50 23%	306 25%	103 23%	55 25%	98 24%	132 25%	124 24%	160 23%
3rd priority	361 17%	10 19%	12 17%	11 20%	10 14%	15 20%	14 18%	5 15%	44 17%	55 25%	202 16%	72 16%	32 15%	80 20%	69 13%	100 19%	113 16%
NET: Top 3 priority	1756 82%	37 70%	47 64%	38 68%	53 72%	55 76%	55 73%	18 50%	228 88%	156 72%	1023 82%	389 87%	188 86%	337 83%	434 83%	427 82%	559 81%
Not top 3 priority	380 18%	15 30%	27 36%	18 32%	21 28%	17 24%	21 27%	18 50%	31 12%	61 28%	227 18%	61 13%	32 14%	68 17%	89 17%	91 18%	131 19%

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Absolutes/col percents

Table 140

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

Investing in companies or assets that are in line with my social, moral or ethical values

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	2056	1122	929	399	310	308	348	676	186	177	167	212	372	210	133	139	136	304	834	340	54	70	22	687	49
Weighted base	2136	1110	1021	466	316	359	368	606	203	182	194	214	309	260	134	164	154	297	1152	220	44	58	18	602	41
1st priority	205	113	91	41	27	31	39	62	21	16	20	27	29	20	12	10	12	33	113	17	5	7	4	55	4
	10%	10%	9%	9%	9%	9%	11%	10%	10%	9%	10%	13%	9%	8%	9%	6%	8%	11%	10%	8%	12%	12%	19%	9%	11%
2nd priority	208	115	93	55	31	27	29	66	28	15	17	20	35	27	16	10	9	32	112	18	4	5	3	65	3
	10%	10%	9%	12%	10%	7%	8%	11%	14%	8%	9%	9%	11%	10%	12%	6%	6%	11%	10%	8%	8%	8%	14%	11%	8%
3rd priority	255	122	131	61	39	37	38	75	19	26	17	24	32	40	13	19	14	43	140	28	3	6	2	71	4
	12%	11%	13%	13%	12%	10%	10%	12%	10%	14%	9%	11%	10%	15%	10%	12%	9%	14%	12%	13%	7%	10%	13%	12%	10%
NET: Top 3 priority	669	351	314	157	97	94	106	203	68	56	54	71	96	86	41	39	35	108	364	64	12	17	8	191	12
	31%	32%	31%	34%	31%	26%	29%	34%	34%	31%	28%	33%	31%	33%	30%	24%	23%	36%	32%	29%	28%	30%	47%	32%	29%
Not top 3 priority	1467	759	707	309	219	265	262	403	135	125	140	143	214	174	94	124	119	189	788	156	32	41	10	412	30
	69%	68%	69%	66%	69%	74%	71%	66%	66%	69%	72%	67%	69%	67%	70%	76%	77%	64%	68%	71%	72%	70%	53%	68%	71%

Centre for Progressive Policy
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Absolutes/col percents

Table 141

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

Investing in companies or assets that are in line with my social, moral or ethical values

	Social Grade					Region										Ethnicity							Other ethnic group	Prefer not to say	
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black			Chinese
Unweighted base	2056	604	632	438	382	184	68	252	168	156	129	99	204	230	314	204	48	1886	152	28	79	32	7	6	18
Weighted base	2136	644	662	462	367	181	80	250	171	168	150	104	199	275	306	198	54	1898	218	40	113	44	10	10	21
1st priority	205 10%	75 12%	58 9%	39 8%	34 9%	23 12%	7 9%	28 11%	9 5%	17 10%	16 10%	8 7%	13 6%	25 9%	23 7%	33 17%	5 9%	182 10%	21 9%	3 6%	15 14%	3 6%	- -	- -	2 12%
2nd priority	208 10%	79 12%	64 10%	35 8%	30 8%	18 10%	6 8%	20 8%	16 10%	18 11%	18 12%	8 8%	19 10%	25 9%	36 12%	15 8%	8 14%	179 9%	24 11%	6 14%	12 11%	7 16%	- -	- -	5 22%
3rd priority	255 12%	78 12%	80 12%	50 11%	47 13%	19 10%	11 14%	30 12%	21 12%	16 10%	12 8%	12 12%	20 10%	41 15%	41 13%	20 10%	11 21%	221 12%	34 16%	4 9%	22 19%	4 8%	1 9%	4 39%	- -
NET: Top 3 priority	669 31%	232 36%	202 31%	124 27%	110 30%	60 33%	25 31%	77 31%	46 27%	52 31%	45 30%	28 27%	52 26%	91 33%	100 33%	68 34%	24 44%	583 31%	79 36%	12 29%	49 44%	13 30%	1 9%	4 39%	7 34%
Not top 3 priority	1467 69%	412 64%	460 69%	338 73%	257 70%	121 67%	55 69%	172 69%	125 73%	117 69%	105 70%	76 73%	147 74%	183 67%	206 67%	130 66%	30 56%	1315 69%	139 64%	29 71%	64 56%	31 70%	9 91%	6 61%	14 66%

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Absolutes/col percents

Table 142

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

Investing in companies or assets that are in line with my social, moral or ethical values

	Total	Income													Pension Status Awareness				
		Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	2056	258	373	386	416	282	109	59	69	35	12	7	7	4	10	2056	-	-	-
Weighted base	2136	215	332	398	459	321	128	70	86	42	14	9	9	6	12	2136	-	-	-
1st priority	205 10%	21 10%	27 8%	29 7%	40 9%	32 10%	19 15%	8 11%	14 16%	5 13%	-	-	1 14%	-	1 9%	205 10%	-	-	-
2nd priority	208 10%	23 11%	24 7%	41 10%	48 10%	36 11%	13 10%	7 10%	1 1%	5 11%	3 18%	-	1 15%	2 32%	3 27%	208 10%	-	-	-
3rd priority	255 12%	24 11%	38 12%	39 10%	60 13%	40 13%	15 11%	9 13%	16 19%	4 10%	1 9%	4 47%	-	-	-	255 12%	-	-	-
NET: Top 3 priority	669 31%	68 32%	89 27%	109 27%	149 32%	108 34%	46 36%	24 34%	31 36%	14 34%	4 27%	4 47%	3 29%	2 32%	5 36%	669 31%	-	-	-
Not top 3 priority	1467 69%	147 68%	243 73%	289 73%	310 68%	213 66%	82 64%	46 66%	55 64%	28 66%	11 73%	5 53%	7 71%	4 68%	8 64%	1467 69%	-	-	-

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Absolutes/col percents

Table 143

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

Investing in companies or assets that are in line with my social, moral or ethical values

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)						Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes
Unweighted base	2056	1006	862	438	423	548	11	14	1212	-	-	-	-	-	-	873	110	763	952	231	857	1193
Weighted base	2136	995	975	428	448	543	11	13	1296	-	-	-	-	-	-	898	119	779	997	241	782	1349
1st priority	205	109	86	54	43	45	3	1	130	-	-	-	-	-	-	92	17	75	89	24	84	121
	10%	11%	9%	13%	10%	8%	23%	6%	10%	-	-	-	-	-	-	10%	15%	10%	9%	10%	11%	9%
2nd priority	208	96	101	44	45	56	-	-	127	-	-	-	-	-	-	85	17	68	99	24	82	126
	10%	10%	10%	10%	10%	10%	-	-	10%	-	-	-	-	-	-	9%	15%	9%	10%	10%	10%	9%
3rd priority	255	135	122	47	45	61	-	1	156	-	-	-	-	-	-	107	8	99	125	24	94	159
	12%	14%	13%	11%	10%	11%	-	7%	12%	-	-	-	-	-	-	12%	7%	13%	13%	10%	12%	12%
NET: Top 3 priority	669	340	310	145	133	162	3	2	414	-	-	-	-	-	-	284	43	241	313	72	259	407
	31%	34%	32%	34%	30%	30%	23%	13%	32%	-	-	-	-	-	-	32%	36%	31%	31%	30%	33%	30%
Not top 3 priority	1467	655	665	283	315	380	8	11	882	-	-	-	-	-	-	614	77	537	684	170	522	942
	69%	66%	68%	66%	70%	70%	77%	87%	68%	-	-	-	-	-	-	68%	64%	69%	69%	70%	67%	70%

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Absolutes/col percents

Table 144

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

Investing in companies or assets that are in line with my social, moral or ethical values

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't care about where my pension is invested	I don't think it is possible for me to change where my pension is invested
Unweighted base	2056	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	2136	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
1st priority	205 10%	69 6%	87 6%	124 7%	205 31%	56 17%	74 7%	54 10%	83 10%	17 15%	37 9%	56 11%	34 9%	49 10%	12 5%	59 11%	30 9%	9 8%	5 10%	1 1%	23 9%
2nd priority	208 10%	59 5%	97 7%	138 8%	208 31%	53 16%	69 6%	60 11%	95 11%	17 15%	44 11%	28 5%	45 12%	50 10%	25 10%	66 12%	30 9%	13 11%	2 4%	6 12%	33 13%
3rd priority	255 12%	57 5%	140 10%	200 11%	255 38%	37 11%	76 7%	72 14%	89 10%	18 16%	54 13%	64 13%	36 10%	53 11%	29 12%	65 12%	20 6%	6 5%	4 8%	1 1%	19 7%
NET: Top 3 priority	669 31%	185 16%	324 23%	462 26%	669 100%	146 44%	220 20%	186 35%	268 31%	51 45%	135 33%	148 29%	115 31%	153 32%	67 27%	190 35%	80 24%	28 24%	11 22%	7 15%	75 29%
Not top 3 priority	1467 69%	969 84%	1062 77%	1294 74%	- -	189 56%	889 80%	342 65%	589 69%	64 55%	278 67%	359 71%	260 69%	329 68%	178 73%	349 65%	252 76%	88 76%	39 78%	42 85%	186 71%

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Absolutes/col percents

Table 145

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

Investing in companies or assets that are in line with my social, moral or ethical values

	vested				investing					Clockface Quadrants							
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	2056	50	67	51	64	65	68	30	249	201	1203	435	217	392	498	487	679
Weighted base	2136	52	74	56	73	73	76	35	259	216	1250	450	220	405	523	518	690
1st priority	205 10%	6 12%	4 5%	5 9%	10 14%	8 11%	6 8%	9 27%	19 7%	66 31%	114 9%	15 3%	10 4%	62 15%	22 4%	73 14%	48 7%
2nd priority	208 10%	9 18%	12 16%	10 18%	15 20%	11 15%	13 17%	5 15%	24 9%	31 14%	134 11%	26 6%	17 8%	44 11%	37 7%	68 13%	59 9%
3rd priority	255 12%	9 17%	13 18%	9 16%	12 16%	4 5%	8 11%	5 15%	36 14%	29 13%	170 14%	33 7%	24 11%	40 10%	51 10%	76 15%	87 13%
NET: Top 3 priority	669 31%	25 48%	29 39%	24 43%	36 50%	23 31%	28 36%	20 57%	79 31%	126 58%	418 33%	74 16%	51 23%	147 36%	110 21%	218 42%	194 28%
Not top 3 priority	1467 69%	27 52%	45 61%	32 57%	37 50%	50 69%	48 64%	15 43%	180 69%	90 42%	832 67%	376 84%	169 77%	258 64%	414 79%	300 58%	496 72%

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Absolutes/col percents

Table 146

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

Investing in companies or assets that would benefit my local area

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	2056	1122	929	399	310	308	348	676	186	177	167	212	372	210	133	139	136	304	834	340	54	70	22	687	49
Weighted base	2136	1110	1021	466	316	359	368	606	203	182	194	214	309	260	134	164	154	297	1152	220	44	58	18	602	41
1st priority	60 3%	40 4%	19 2%	22 5%	14 4%	4 1%	6 2%	10 2%	12 6%	13 7%	4 2%	3 1%	5 2%	10 4%	1 *	-	3 2%	5 2%	43 4%	3 1%	1 2%	-	2 10%	11 2%	-
2nd priority	121 6%	69 6%	51 5%	30 7%	18 6%	26 7%	14 4%	32 5%	21 11%	13 7%	12 6%	6 3%	16 5%	9 3%	5 4%	14 8%	8 5%	16 5%	67 6%	13 6%	4 9%	2 4%	2 10%	30 5%	2 6%
3rd priority	154 7%	75 7%	79 8%	41 9%	23 7%	20 5%	21 6%	45 7%	16 8%	12 6%	11 6%	8 4%	27 9%	25 9%	11 8%	8 5%	13 8%	18 6%	83 7%	15 7%	3 6%	8 14%	2 9%	39 7%	5 12%
NET: Top 3 priority	335 16%	185 17%	150 15%	93 20%	54 17%	50 14%	41 11%	87 14%	50 24%	37 21%	28 14%	18 8%	48 16%	43 17%	17 12%	22 14%	23 15%	39 13%	193 17%	31 14%	7 17%	10 18%	5 29%	81 13%	7 17%
Not top 3 priority	1801 84%	925 83%	872 85%	373 80%	262 83%	309 86%	327 89%	520 86%	153 76%	144 79%	166 86%	196 92%	261 84%	216 83%	118 88%	142 86%	131 85%	258 87%	960 83%	188 86%	36 83%	48 82%	13 71%	522 87%	34 83%

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Absolutes/col percents

Table 147

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

Investing in companies or assets that would benefit my local area

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	2056	604	632	438	382	184	68	252	168	156	129	99	204	230	314	204	48	1886	152	28	79	32	7	6	18
Weighted base	2136	644	662	462	367	181	80	250	171	168	150	104	199	275	306	198	54	1898	218	40	113	44	10	10	21
1st priority	60 3%	27 4%	13 2%	15 3%	5 1%	1 1%	- -	10 4%	5 3%	14 8%	2 2%	2 2%	8 4%	5 2%	7 2%	4 2%	1 3%	45 2%	14 7%	2 4%	9 8%	2 4%	- -	2 18%	- -
2nd priority	121 6%	37 6%	33 5%	31 7%	20 5%	10 5%	6 8%	16 6%	10 6%	12 7%	8 5%	5 5%	14 7%	13 5%	14 5%	9 5%	4 7%	103 5%	16 7%	3 8%	8 7%	3 8%	- -	1 15%	1 5%
3rd priority	154 7%	49 8%	48 7%	28 6%	30 8%	14 8%	7 8%	20 8%	14 8%	9 5%	12 8%	6 6%	13 7%	18 7%	17 6%	19 10%	6 10%	131 7%	19 9%	- -	13 12%	6 13%	- -	- -	4 19%
NET: Top 3 priority	335 16%	113 18%	93 14%	74 16%	55 15%	25 14%	13 16%	45 18%	29 17%	35 21%	22 14%	14 13%	36 18%	36 13%	38 12%	32 16%	10 19%	280 15%	50 23%	5 12%	31 27%	11 25%	- -	3 33%	5 24%
Not top 3 priority	1801 84%	531 82%	569 86%	389 84%	312 85%	156 86%	67 84%	204 82%	142 83%	133 79%	128 86%	90 87%	164 82%	238 87%	268 88%	166 84%	44 81%	1618 85%	168 77%	35 88%	82 73%	33 75%	10 100%	7 67%	16 76%

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Absolutes/col percents

Table 148

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

Investing in companies or assets that would benefit my local area

	Total	Income													Pension Status Awareness				
		Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	2056	258	373	386	416	282	109	59	69	35	12	7	7	4	10	2056	-	-	-
Weighted base	2136	215	332	398	459	321	128	70	86	42	14	9	9	6	12	2136	-	-	-
1st priority	60 3%	5 3%	2 1%	10 2%	17 4%	1 *	6 4%	7 10%	4 5%	2 4%	1 9%	-	1 15%	1 21%	-	60 3%	-	-	-
2nd priority	121 6%	7 3%	20 6%	22 5%	20 4%	19 6%	9 7%	2 3%	9 10%	6 15%	-	3 36%	1 13%	-	1 6%	121 6%	-	-	-
3rd priority	154 7%	12 6%	25 8%	35 9%	32 7%	23 7%	10 8%	4 6%	5 6%	5 13%	1 3%	-	-	-	-	154 7%	-	-	-
NET: Top 3 priority	335 16%	25 11%	48 14%	66 17%	70 15%	43 13%	25 19%	13 19%	19 21%	13 31%	2 13%	3 36%	3 28%	1 21%	1 6%	335 16%	-	-	-
Not top 3 priority	1801 84%	191 89%	285 86%	332 83%	389 85%	278 87%	103 81%	57 81%	68 79%	29 69%	13 87%	6 64%	7 72%	4 79%	12 94%	1801 84%	-	-	-

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Absolutes/col percents

Table 149

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

Investing in companies or assets that would benefit my local area

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)						Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes
Unweighted base	2056	1006	862	438	423	548	11	14	1212	-	-	-	-	-	-	873	110	763	952	231	857	1193
Weighted base	2136	995	975	428	448	543	11	13	1296	-	-	-	-	-	-	898	119	779	997	241	782	1349
1st priority	60 3%	30 3%	30 3%	8 2%	14 3%	12 2%	-	-	37 3%	-	-	-	-	-	-	35 4%	7 6%	28 4%	20 2%	5 2%	19 2%	40 3%
2nd priority	121 6%	71 7%	56 6%	31 7%	21 5%	17 3%	-	-	77 6%	-	-	-	-	-	-	58 6%	10 9%	47 6%	54 5%	9 4%	46 6%	72 5%
3rd priority	154 7%	76 8%	68 7%	29 7%	35 8%	32 6%	1 8%	3 19%	90 7%	-	-	-	-	-	-	69 8%	8 7%	60 8%	64 6%	22 9%	56 7%	99 7%
NET: Top 3 priority	335 16%	177 18%	153 16%	68 16%	69 15%	61 11%	1 8%	3 19%	203 16%	-	-	-	-	-	-	161 18%	26 21%	135 17%	137 14%	36 15%	121 15%	211 16%
Not top 3 priority	1801 84%	818 82%	822 84%	360 84%	379 85%	482 89%	10 92%	11 81%	1093 84%	-	-	-	-	-	-	737 82%	94 79%	643 83%	859 86%	205 85%	661 85%	1138 84%

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Absolutes/col percents

Table 150

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

Investing in companies or assets that would benefit my local area

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension savings increase by, or the return on investment	Investing in companies or assets that are in line with my moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't care about where my pension is invested	I don't think it is possible for me to change where my pension is invested
Unweighted base	2056	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	2136	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
1st priority	60 3%	18 2%	17 1%	32 2%	29 4%	60 18%	23 2%	30 6%	9 1%	9 8%	21 5%	18 4%	3 1%	6 1%	3 1%	4 1%	4 1%	1 1%	- -	1 2%	2 1%
2nd priority	121 6%	28 2%	45 3%	74 4%	54 8%	121 36%	40 4%	33 6%	28 3%	11 9%	22 5%	43 8%	7 2%	21 4%	17 7%	23 4%	6 2%	2 2%	3 6%	1 1%	8 3%
3rd priority	154 7%	39 3%	49 4%	103 6%	63 9%	154 46%	55 5%	39 7%	56 7%	7 6%	32 8%	42 8%	22 6%	34 7%	17 7%	37 7%	15 4%	6 5%	3 6%	5 9%	22 8%
NET: Top 3 priority	335 16%	85 7%	111 8%	209 12%	146 22%	335 100%	119 11%	102 19%	93 11%	27 23%	75 18%	103 20%	33 9%	61 13%	37 15%	64 12%	25 7%	9 8%	6 11%	6 13%	32 12%
Not top 3 priority	1801 84%	1069 93%	1275 92%	1547 88%	522 78%	- -	990 89%	426 81%	764 89%	88 77%	338 82%	404 80%	342 91%	422 87%	208 85%	476 88%	307 93%	107 92%	44 89%	43 87%	229 88%

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Absolutes/col percents

Table 151

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

Investing in companies or assets that would benefit my local area

	vested				investing					Clockface Quadrants							
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	2056	50	67	51	64	65	68	30	249	201	1203	435	217	392	498	487	679
Weighted base	2136	52	74	56	73	73	76	35	259	216	1250	450	220	405	523	518	690
1st priority	60 3%	3 5%	8 11%	6 11%	11 15%	2 3%	8 11%	4 12%	8 3%	14 6%	33 3%	4 1%	9 4%	2 1%	16 3%	17 3%	24 3%
2nd priority	121 6%	2 4%	7 9%	3 6%	8 11%	4 5%	5 6%	5 16%	5 2%	27 13%	58 5%	22 5%	14 6%	23 6%	23 4%	22 4%	53 8%
3rd priority	154 7%	5 10%	8 11%	3 5%	6 9%	9 12%	7 9%	1 3%	16 6%	15 7%	95 8%	26 6%	19 9%	24 6%	39 7%	36 7%	55 8%
NET: Top 3 priority	335 16%	10 19%	23 31%	13 22%	25 34%	14 19%	20 26%	11 31%	29 11%	56 26%	185 15%	52 12%	42 19%	50 12%	78 15%	75 14%	132 19%
Not top 3 priority	1801 84%	42 81%	51 69%	44 78%	48 66%	59 81%	56 74%	24 69%	230 89%	160 74%	1065 85%	398 88%	178 81%	355 88%	446 85%	443 86%	558 81%

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Absolutes/col percents

Table 152

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

The flexibility of the plan on offer to me (for example, no penalties if I miss a payment, take my pension early or move my pension to a different provider)

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	2056	1122	929	399	310	308	348	676	186	177	167	212	372	210	133	139	136	304	834	340	54	70	22	687	49
Weighted base	2136	1110	1021	466	316	359	368	606	203	182	194	214	309	260	134	164	154	297	1152	220	44	58	18	602	41
1st priority	306 14%	141 13%	165 16%	82 18%	48 15%	54 15%	45 12%	72 12%	35 17%	24 13%	25 13%	20 9%	35 11%	47 18%	24 18%	29 18%	25 16%	36 12%	178 15%	33 15%	10 23%	8 13%	2 10%	68 11%	7 18%
2nd priority	367 17%	159 14%	206 20%	90 19%	61 19%	63 18%	60 16%	89 15%	28 14%	36 20%	22 12%	32 15%	38 12%	60 23%	24 18%	41 25%	28 18%	51 17%	206 18%	47 21%	6 15%	9 16%	4 23%	86 14%	8 20%
3rd priority	435 20%	242 22%	191 19%	101 22%	72 23%	76 21%	77 21%	103 17%	51 25%	40 22%	49 25%	47 22%	55 18%	49 19%	32 24%	27 16%	30 19%	48 16%	255 22%	48 22%	9 20%	12 20%	3 18%	103 17%	6 13%
NET: Top 3 priority	1109 52%	543 49%	562 55%	273 59%	181 57%	194 54%	182 49%	263 43%	114 56%	100 55%	96 50%	99 46%	128 41%	156 60%	80 60%	97 59%	83 54%	135 46%	639 55%	128 58%	25 58%	28 49%	9 51%	257 43%	21 51%
Not top 3 priority	1027 48%	567 51%	459 45%	193 41%	135 43%	166 46%	186 51%	343 57%	89 44%	81 45%	98 50%	115 54%	181 59%	104 40%	54 40%	67 41%	71 46%	162 54%	513 45%	92 42%	19 42%	30 51%	9 49%	345 57%	20 49%

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Absolutes/col percents

Table 153

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

The flexibility of the plan on offer to me (for example, no penalties if I miss a payment, take my pension early or move my pension to a different provider)

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	2056	604	632	438	382	184	68	252	168	156	129	99	204	230	314	204	48	1886	152	28	79	32	7	6	18
Weighted base	2136	644	662	462	367	181	80	250	171	168	150	104	199	275	306	198	54	1898	218	40	113	44	10	10	21
1st priority	306 14%	89 14%	90 14%	61 13%	65 18%	19 10%	12 15%	42 17%	26 15%	25 15%	16 11%	13 12%	23 12%	45 16%	42 14%	32 16%	11 20%	266 14%	37 17%	4 10%	24 21%	6 13%	3 29%	- -	3 15%
2nd priority	367 17%	101 16%	119 18%	77 17%	71 19%	35 20%	13 16%	38 15%	16 9%	27 16%	35 23%	20 19%	25 13%	51 19%	60 19%	33 17%	13 24%	324 17%	42 19%	4 10%	27 24%	6 14%	1 11%	3 33%	2 10%
3rd priority	435 20%	118 18%	130 20%	104 22%	84 23%	37 20%	17 22%	48 19%	36 21%	33 20%	34 22%	23 22%	53 27%	49 18%	59 19%	39 20%	7 12%	379 20%	54 25%	10 26%	25 22%	15 35%	3 27%	1 14%	2 9%
NET: Top 3 priority	1109 52%	308 48%	338 51%	242 52%	220 60%	91 50%	42 53%	129 52%	78 46%	85 51%	85 57%	56 54%	102 51%	145 53%	161 52%	105 53%	31 57%	969 51%	133 61%	19 46%	75 67%	28 63%	7 67%	5 47%	7 34%
Not top 3 priority	1027 48%	336 52%	324 49%	220 48%	147 40%	90 50%	38 47%	121 48%	93 54%	83 49%	65 43%	48 46%	97 49%	129 47%	146 48%	93 47%	23 43%	929 49%	85 39%	22 54%	38 33%	17 37%	3 33%	5 53%	14 66%

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Absolutes/col percents

Table 154

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

The flexibility of the plan on offer to me (for example, no penalties if I miss a payment, take my pension early or move my pension to a different provider)

	Total	Income													Pension Status Awareness				
		Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	2056	258	373	386	416	282	109	59	69	35	12	7	7	4	10	2056	-	-	-
Weighted base	2136	215	332	398	459	321	128	70	86	42	14	9	9	6	12	2136	-	-	-
1st priority	306	33	49	57	72	46	19	5	12	-	2	3	1	2	3	306	-	-	-
	14%	15%	15%	14%	16%	14%	15%	7%	13%	-	16%	29%	15%	32%	28%	14%	-	-	-
2nd priority	367	34	62	79	67	51	24	14	16	5	5	1	1	-	-	367	-	-	-
	17%	16%	19%	20%	15%	16%	18%	20%	19%	13%	38%	16%	15%	-	-	17%	-	-	-
3rd priority	435	44	68	81	87	72	28	17	21	9	1	1	-	-	1	435	-	-	-
	20%	21%	20%	20%	19%	22%	22%	24%	24%	20%	10%	10%	-	-	7%	20%	-	-	-
NET: Top 3 priority	1109	112	179	217	227	169	70	36	48	14	9	5	3	2	4	1109	-	-	-
	52%	52%	54%	55%	50%	53%	55%	51%	56%	33%	64%	56%	30%	32%	35%	52%	-	-	-
Not top 3 priority	1027	104	153	181	231	152	57	34	38	28	5	4	6	4	8	1027	-	-	-
	48%	48%	46%	45%	50%	47%	45%	49%	44%	67%	36%	44%	70%	68%	65%	48%	-	-	-

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Absolutes/col percents

Table 155

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

The flexibility of the plan on offer to me (for example, no penalties if I miss a payment, take my pension early or move my pension to a different provider)

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)						Q15 - Knowledge of pensions					Q12 - Started receiving payouts	
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes
Unweighted base	2056	1006	862	438	423	548	11	14	1212	-	-	-	-	-	-	873	110	763	952	231	857	1193
Weighted base	2136	995	975	428	448	543	11	13	1296	-	-	-	-	-	-	898	119	779	997	241	782	1349
1st priority	306 14%	125 13%	163 17%	52 12%	56 12%	69 13%	4 36%	3 24%	198 15%	-	-	-	-	-	-	121 13%	16 14%	105 13%	149 15%	36 15%	92 12%	213 16%
2nd priority	367 17%	166 17%	153 16%	61 14%	103 23%	76 14%	2 16%	1 11%	200 15%	-	-	-	-	-	-	127 14%	14 11%	113 15%	184 18%	57 24%	122 16%	245 18%
3rd priority	435 20%	194 19%	204 21%	86 20%	96 21%	103 19%	1 12%	3 27%	272 21%	-	-	-	-	-	-	190 21%	22 19%	168 22%	196 20%	49 20%	141 18%	294 22%
NET: Top 3 priority	1109 52%	484 49%	520 53%	198 46%	255 57%	248 46%	7 64%	8 62%	670 52%	-	-	-	-	-	-	438 49%	52 44%	385 49%	529 53%	142 59%	355 45%	752 56%
Not top 3 priority	1027 48%	511 51%	455 47%	229 54%	193 43%	295 54%	4 36%	5 38%	626 48%	-	-	-	-	-	-	460 51%	67 56%	393 51%	467 47%	99 41%	427 55%	596 44%

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Absolutes/col percents

Table 156

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

The flexibility of the plan on offer to me (for example, no penalties if I miss a payment, take my pension early or move my pension to a different provider)

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't care about where my pension is invested	I don't think it is possible for me to change where my pension is invested
Unweighted base	2056	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	2136	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
1st priority	306 14%	136 12%	144 10%	227 13%	67 10%	37 11%	306 28%	77 15%	117 14%	13 11%	65 16%	75 15%	50 13%	67 14%	36 15%	65 12%	65 20%	18 16%	8 16%	2 4%	42 16%
2nd priority	367 17%	153 13%	169 12%	291 17%	76 11%	46 14%	367 33%	93 18%	130 15%	20 17%	73 18%	96 19%	57 15%	73 15%	48 20%	71 13%	60 18%	14 12%	9 17%	8 17%	37 14%
3rd priority	435 20%	175 15%	256 18%	328 19%	76 11%	35 10%	435 39%	100 19%	186 22%	24 21%	76 19%	99 20%	89 24%	97 20%	50 20%	120 22%	67 20%	29 25%	13 27%	20 41%	52 20%
NET: Top 3 priority	1109 52%	464 40%	569 41%	846 48%	220 33%	119 35%	1109 100%	270 51%	434 51%	56 49%	214 52%	271 54%	197 53%	237 49%	134 55%	256 47%	193 58%	61 53%	30 60%	31 62%	130 50%
Not top 3 priority	1027 48%	690 60%	817 59%	910 52%	449 67%	216 65%	-	258 49%	423 49%	59 51%	199 48%	235 46%	178 47%	246 51%	111 45%	284 53%	139 42%	55 47%	20 40%	19 38%	131 50%

Centre for Progressive Policy
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Absolutes/col percents

Table 157

Q16. Thinking about how your pension savings are managed, what issues do you think should be prioritised? Please select three options from the list below, ranking them in order of priority.

Base: All pension holders and aware

The flexibility of the plan on offer to me (for example, no penalties if I miss a payment, take my pension early or move my pension to a different provider)

	vested				investing					Clockface Quadrants							
	Total	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right
Unweighted base	2056	50	67	51	64	65	68	30	249	201	1203	435	217	392	498	487	679
Weighted base	2136	52	74	56	73	73	76	35	259	216	1250	450	220	405	523	518	690
1st priority	306 14%	7 13%	10 13%	10 18%	17 24%	12 17%	18 24%	7 21%	37 14%	37 17%	165 13%	82 18%	21 10%	64 16%	74 14%	72 14%	96 14%
2nd priority	367 17%	4 8%	15 20%	9 16%	10 13%	14 19%	16 21%	6 16%	46 18%	24 11%	232 19%	79 17%	33 15%	67 17%	93 18%	85 16%	121 18%
3rd priority	435 20%	18 34%	16 22%	14 25%	10 13%	14 19%	11 15%	8 23%	42 16%	38 17%	243 19%	96 21%	58 27%	98 24%	119 23%	93 18%	125 18%
NET: Top 3 priority	1109 52%	29 56%	41 55%	33 59%	37 50%	40 55%	45 60%	21 59%	125 48%	99 46%	640 51%	256 57%	113 52%	230 57%	286 55%	250 48%	342 50%
Not top 3 priority	1027 48%	23 44%	33 45%	23 41%	36 50%	33 45%	31 40%	14 41%	134 52%	117 54%	610 49%	193 43%	107 48%	175 43%	237 45%	267 52%	348 50%

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Absolutes/col percents

Table 158

Q17. To what extent do you agree or disagree with the following statement?

I feel able to decide in which companies or assets my pension savings are invested (by this we mean the type of companies or assets in which your current pension provider invests, not which pension provider you have)

Base: All pension holders and aware

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	2056	1122	929	399	310	308	348	676	186	177	167	212	372	210	133	139	136	304	834	340	54	70	22	687	49
Weighted base	2136	1110	1021	466	316	359	368	606	203	182	194	214	309	260	134	164	154	297	1152	220	44	58	18	602	41
Strongly agree (+2)	115 5%	72 6%	43 4%	44 9%	16 5%	21 6%	14 4%	20 3%	25 12%	10 5%	15 8%	11 5%	10 3%	19 7%	6 5%	6 4%	3 2%	9 3%	80 7%	8 4%	2 4%	3 6%	1 4%	20 3%	2 4%
Somewhat agree (+1)	413 19%	252 23%	159 16%	110 24%	88 28%	72 20%	55 15%	81 13%	59 29%	60 33%	44 23%	42 20%	43 14%	49 19%	28 21%	28 17%	13 8%	38 13%	271 23%	47 22%	3 6%	10 16%	7 36%	71 12%	6 14%
Neither agree nor disagree (0)	506 24%	280 25%	226 22%	124 27%	63 20%	76 21%	73 20%	163 27%	48 24%	36 20%	44 23%	51 24%	98 32%	76 29%	27 20%	31 19%	22 14%	65 22%	269 23%	45 20%	10 24%	6 11%	6 33%	163 27%	7 17%
Somewhat disagree (-1)	374 18%	193 17%	181 18%	64 14%	53 17%	66 18%	80 22%	111 18%	28 14%	31 17%	34 18%	43 20%	58 19%	35 14%	22 16%	32 20%	38 25%	53 18%	199 17%	43 20%	9 21%	16 28%	2 9%	98 16%	8 18%
Strongly disagree (-2)	483 23%	231 21%	250 25%	73 16%	67 21%	81 23%	111 30%	148 24%	30 15%	33 18%	43 22%	50 23%	74 24%	42 16%	34 25%	37 23%	61 40%	74 25%	223 19%	49 22%	14 31%	18 31%	3 14%	166 28%	11 26%
NET: Agree	528 25%	323 29%	203 20%	154 33%	105 33%	93 26%	68 19%	101 17%	84 41%	70 39%	59 30%	53 25%	53 17%	68 26%	35 26%	34 21%	16 10%	47 16%	351 30%	55 25%	4 10%	13 22%	7 40%	91 15%	7 18%
NET: Disagree	857 40%	424 38%	431 42%	136 29%	120 38%	147 41%	191 52%	260 43%	58 28%	64 35%	77 40%	92 43%	132 43%	77 30%	56 41%	69 42%	99 64%	128 43%	422 37%	92 42%	23 52%	34 58%	4 23%	264 44%	18 44%
Don't know	245 11%	83 7%	162 16%	51 11%	29 9%	44 12%	35 9%	84 14%	13 7%	12 6%	14 7%	18 8%	26 8%	38 15%	17 13%	30 18%	17 11%	57 19%	111 10%	28 13%	6 14%	5 9%	1 4%	85 14%	9 22%
Mean	-0.37	-0.25	-0.51	-0.03	-0.23	-0.37	-0.66	-0.55	0.11	-0.10	-0.26	-0.40	-0.50	-0.15	-0.41	-0.50	-1.04	-0.61	-0.21	-0.41	-0.80	-0.68	0.06	-0.62	-0.61
Standard deviation	1.24	1.24	1.23	1.24	1.27	1.27	1.21	1.16	1.27	1.24	1.29	1.23	1.14	1.21	1.28	1.23	1.08	1.19	1.25	1.22	1.15	1.28	1.14	1.18	1.26
Standard error	0.03	0.04	0.04	0.07	0.08	0.08	0.07	0.05	0.10	0.10	0.10	0.09	0.06	0.09	0.12	0.11	0.10	0.08	0.05	0.07	0.17	0.16	0.25	0.05	0.20

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Absolutes/col percents

Table 159

Q17. To what extent do you agree or disagree with the following statement?**I feel able to decide in which companies or assets my pension savings are invested (by this we mean the type of companies or assets in which your current pension provider invests, not which pension provider you have)****Base: All pension holders and aware**

	Social Grade					Region											Ethnicity								
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	2056	604	632	438	382	184	68	252	168	156	129	99	204	230	314	204	48	1886	152	28	79	32	7	6	18
Weighted base	2136	644	662	462	367	181	80	250	171	168	150	104	199	275	306	198	54	1898	218	40	113	44	10	10	21
Strongly agree	(+2)	115 5%	41 6%	26 4%	28 6%	19 5%	12 7%	3 3%	8 3%	8 5%	12 7%	4 3%	4 3%	12 6%	22 8%	15 5%	12 6%	5 9%	97 5%	18 8%	3 8%	9 8%	6 13%	-	-
Somewhat agree	(+1)	413 19%	144 22%	120 18%	87 19%	62 17%	24 13%	12 16%	62 25%	32 19%	31 19%	25 16%	15 15%	33 16%	68 25%	72 24%	33 17%	5 9%	338 18%	72 33%	10 26%	46 40%	9 21%	1 14%	6 55%
Neither agree nor disagree	(0)	506 24%	141 22%	134 20%	138 30%	94 26%	39 22%	20 25%	67 27%	36 21%	50 30%	31 21%	21 20%	49 25%	61 22%	72 24%	43 22%	17 32%	438 23%	67 31%	10 24%	38 33%	15 34%	1 9%	3 33%
Somewhat disagree	(-1)	374 18%	115 18%	126 19%	73 16%	60 16%	35 19%	9 12%	39 16%	44 26%	24 14%	33 22%	10 10%	26 13%	45 16%	51 17%	45 23%	14 26%	354 19%	16 7%	1 2%	9 8%	2 4%	4 44%	-
Strongly disagree	(-2)	483 23%	143 22%	173 26%	87 19%	79 22%	49 27%	27 34%	50 20%	32 19%	33 19%	38 26%	36 35%	52 26%	55 20%	61 20%	40 20%	10 19%	447 24%	33 15%	12 29%	9 8%	9 20%	3 33%	-
NET: Agree		528 25%	185 29%	147 22%	115 25%	81 22%	37 20%	15 19%	71 28%	40 23%	43 25%	28 19%	19 18%	45 22%	90 33%	88 29%	45 23%	9 17%	435 23%	91 42%	14 34%	55 48%	15 34%	1 14%	6 55%
NET: Disagree		857 40%	258 40%	299 45%	161 35%	139 38%	84 46%	36 45%	88 35%	75 44%	56 33%	71 47%	47 45%	78 39%	100 36%	112 37%	85 43%	24 45%	801 42%	48 22%	13 31%	17 15%	11 24%	8 77%	-
Don't know		245 11%	60 9%	82 12%	49 11%	53 14%	21 12%	9 11%	24 9%	20 12%	19 12%	19 13%	18 17%	27 14%	24 9%	35 11%	25 13%	4 7%	223 12%	12 6%	4 10%	3 3%	4 8%	-	1 12%
Mean		-0.37	-0.30	-0.52	-0.25	-0.38	-0.53	-0.63	-0.26	-0.40	-0.23	-0.59	-0.71	-0.43	-0.17	-0.26	-0.40	-0.41	-0.43	0.13	-0.20	0.34	0.04	-0.96	0.63
Standard deviation		1.24	1.27	1.24	1.20	1.23	1.28	1.26	1.19	1.19	1.23	1.18	1.30	1.28	1.29	1.23	1.22	1.19	1.24	1.19	1.41	1.02	1.33	1.04	1.08
Standard error		0.03	0.05	0.05	0.06	0.07	0.10	0.16	0.08	0.10	0.10	0.11	0.14	0.10	0.09	0.07	0.09	0.18	0.03	0.10	0.28	0.12	0.24	0.39	0.33

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Absolutes/col percents

Table 160

Q17. To what extent do you agree or disagree with the following statement?

I feel able to decide in which companies or assets my pension savings are invested (by this we mean the type of companies or assets in which your current pension provider invests, not which pension provider you have)

Base: All pension holders and aware

	Income															Pension Status Awareness			
	Total	Up to	£10,001	£15,001	£20,001	£25,001	£30,001	£35,001	£40,001	£50,001	£60,001	£70,001	£80,001	£90,001	More than	Pension holder and aware	Pension holder but not aware	Potential past auto-enrolled	Non-pension holder
		£10,000	£15,000	£20,000	£25,000	£30,000	£35,000	£40,000	£50,000	£60,000	£70,000	£80,000	£90,000	£100,000	£100,000				
Unweighted base	2056	258	373	386	416	282	109	59	69	35	12	7	7	4	10	2056	-	-	-
Weighted base	2136	215	332	398	459	321	128	70	86	42	14	9	9	6	12	2136	-	-	-
Strongly agree	(+2) 115 5%	6 3%	12 3%	15 4%	28 6%	19 6%	9 7%	1 2%	6 7%	6 15%	1 3%	1 14%	3 28%	3 53%	1 10%	115 5%	-	-	-
Somewhat agree	(+1) 413 19%	38 17%	55 16%	60 15%	75 16%	57 18%	39 31%	21 30%	25 29%	18 42%	3 18%	6 67%	3 32%	-	4 32%	413 19%	-	-	-
Neither agree nor disagree	(0) 506 24%	38 18%	74 22%	105 26%	97 21%	87 27%	28 22%	21 29%	32 37%	8 20%	5 31%	2 18%	1 14%	1 19%	1 8%	506 24%	-	-	-
Somewhat disagree	(-1) 374 18%	40 19%	58 17%	73 18%	83 18%	63 20%	13 10%	13 18%	8 9%	6 13%	4 31%	-	1 12%	-	3 21%	374 18%	-	-	-
Strongly disagree	(-2) 483 23%	60 28%	79 24%	87 22%	123 27%	62 19%	31 24%	12 17%	11 12%	4 10%	2 17%	-	1 14%	2 27%	3 27%	483 23%	-	-	-
NET: Agree	528 25%	44 20%	66 20%	75 19%	103 22%	76 24%	49 38%	23 32%	32 37%	24 57%	3 21%	7 82%	5 60%	3 53%	5 43%	528 25%	-	-	-
NET: Disagree	857 40%	101 47%	137 41%	160 40%	206 45%	124 39%	44 35%	25 35%	19 22%	10 24%	7 48%	-	2 26%	2 27%	6 49%	857 40%	-	-	-
Don't know	245 11%	33 15%	55 16%	58 15%	52 11%	33 10%	6 5%	2 3%	4 5%	-	-	-	-	-	-	245 11%	-	-	-
Mean	-0.37	-0.61	-0.50	-0.46	-0.49	-0.32	-0.14	-0.19	0.10	0.37	-0.40	0.96	0.48	0.52	-0.23	-0.37	-	-	-
Standard deviation	1.24	1.23	1.21	1.18	1.28	1.20	1.33	1.13	1.11	1.21	1.10	0.61	1.46	1.89	1.47	1.24	-	-	-
Standard error	0.03	0.08	0.07	0.06	0.07	0.08	0.13	0.15	0.14	0.20	0.32	0.23	0.55	0.95	0.47	0.03	-	-	-

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Absolutes/col percents

Table 161

Q17. To what extent do you agree or disagree with the following statement?

I feel able to decide in which companies or assets my pension savings are invested (by this we mean the type of companies or assets in which your current pension provider invests, not which pension provider you have)

Base: All pension holders and aware

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)						Q15 - Knowledge of pensions					Q12 - Started receiving payouts	
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes
Unweighted base	2056	1006	862	438	423	548	11	14	1212	-	-	-	-	-	-	873	110	763	952	231	857	1193
Weighted base	2136	995	975	428	448	543	11	13	1296	-	-	-	-	-	-	898	119	779	997	241	782	1349
Strongly agree	(+2) 115	55	69	20	10	45	-	-	78	-	-	-	-	-	-	94	50	44	16	5	40	75
	5%	6%	7%	5%	2%	8%	-	-	6%	-	-	-	-	-	-	10%	42%	6%	2%	2%	5%	6%
Somewhat agree	(+1) 413	187	224	64	66	137	-	1	258	-	-	-	-	-	-	263	35	228	138	12	118	295
	19%	19%	23%	15%	15%	25%	-	7%	20%	-	-	-	-	-	-	29%	29%	29%	14%	5%	15%	22%
Neither agree nor disagree	(0) 506	261	224	78	117	119	5	2	286	-	-	-	-	-	-	227	17	210	248	31	189	315
	24%	26%	23%	18%	26%	22%	42%	13%	22%	-	-	-	-	-	-	25%	14%	27%	25%	13%	24%	23%
Somewhat disagree	(-1) 374	172	159	88	91	106	4	*	219	-	-	-	-	-	-	136	4	132	212	26	136	238
	18%	17%	16%	21%	20%	20%	33%	3%	17%	-	-	-	-	-	-	15%	4%	17%	21%	11%	17%	18%
Strongly disagree	(-2) 483	208	211	145	94	90	2	3	337	-	-	-	-	-	-	132	10	122	251	100	206	276
	23%	21%	22%	34%	21%	17%	17%	24%	26%	-	-	-	-	-	-	15%	9%	16%	25%	42%	26%	20%
NET: Agree	528	242	293	84	76	183	-	1	336	-	-	-	-	-	-	357	85	272	154	17	159	369
	25%	24%	30%	20%	17%	34%	-	7%	26%	-	-	-	-	-	-	40%	71%	35%	15%	7%	20%	27%
NET: Disagree	857	381	370	233	185	196	6	4	555	-	-	-	-	-	-	268	14	253	463	126	343	514
	40%	38%	38%	54%	41%	36%	50%	27%	43%	-	-	-	-	-	-	30%	12%	33%	46%	52%	44%	38%
Don't know	245	111	88	33	70	45	1	7	118	-	-	-	-	-	-	46	3	43	132	67	91	151
	11%	11%	9%	8%	16%	8%	8%	53%	9%	-	-	-	-	-	-	5%	3%	5%	13%	28%	12%	11%
Mean	-0.37	-0.33	-0.25	-0.69	-0.51	-0.12	-0.73	-0.95	-0.41	-	-	-	-	-	-	0.06	0.95	-0.08	-0.63	-1.17	-0.51	-0.29
Standard deviation	1.24	1.22	1.28	1.26	1.12	1.25	0.79	1.27	1.29	-	-	-	-	-	-	1.24	1.24	1.18	1.12	1.12	1.24	1.24
Standard error	0.03	0.04	0.05	0.06	0.06	0.06	0.25	0.52	0.04	-	-	-	-	-	-	0.04	0.12	0.04	0.04	0.09	0.05	0.04

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Absolutes/col percents

Table 162

Q17. To what extent do you agree or disagree with the following statement?

I feel able to decide in which companies or assets my pension savings are invested (by this we mean the type of companies or assets in which your current pension provider invests, not which pension provider you have)

Base: All pension holders and aware

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is in-vested							in-vested							
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension savings increase by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor dis-agree	Somewhat dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are in-vested	I don't have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that moving my money will make a difference to my pension	I don't care about where my pension is in-vested	I don't think it is possible for me to change where my pension is in-vested	
Unweighted base	2056	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259	
Weighted base	2136	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261	
Strongly agree	(+2)	115 5%	58 5%	67 5%	86 5%	51 8%	27 8%	56 5%	115 22%	-	115 100%	-	-	-	-	-	-	-	-	-	-	
Somewhat agree	(+1)	413 19%	231 20%	258 19%	327 19%	135 20%	75 22%	214 19%	413 78%	-	413 100%	-	-	-	-	-	-	-	-	-	-	
Neither agree nor disagree	(0)	506 24%	275 24%	317 23%	406 23%	148 22%	103 31%	271 24%	-	-	-	506 100%	-	-	-	-	-	-	-	-	-	
Somewhat disagree	(-1)	374 18%	203 18%	259 19%	317 18%	115 17%	33 10%	197 18%	-	374 44%	-	-	374 100%	-	-	203 38%	176 53%	64 56%	18 37%	20 41%	86 33%	
Strongly disagree	(-2)	483 23%	257 22%	317 23%	423 24%	153 23%	61 18%	237 21%	-	483 56%	-	-	-	483 100%	-	336 62%	156 47%	52 44%	32 63%	29 59%	175 67%	
NET: Agree		528 25%	289 25%	325 23%	412 23%	186 28%	102 30%	270 24%	528 100%	-	115 100%	413 100%	-	-	-	-	-	-	-	-	-	
NET: Disagree		857 40%	460 40%	576 42%	739 42%	268 40%	93 28%	434 39%	-	857 100%	-	-	374 100%	483 100%	-	539 100%	332 100%	116 100%	50 100%	49 100%	261 100%	
Don't know		245 11%	130 11%	167 12%	199 11%	67 10%	37 11%	134 12%	-	-	-	-	-	-	245 100%	-	-	-	-	-	-	
Mean		-0.37	-0.36	-0.41	-0.43	-0.30	-0.08	-0.35	1.22	-1.56	2.00	1.00	0.00	-1.00	-2.00	-	-1.62	-1.47	-1.44	-1.63	-1.59	-1.67
Standard deviation		1.24	1.23	1.23	1.24	1.30	1.24	1.23	0.41	0.50	0.00	0.00	0.00	0.00	0.00	-	0.48	0.50	0.50	0.49	0.50	0.47
Standard error		0.03	0.04	0.04	0.03	0.05	0.07	0.04	0.02	0.02	0.00	0.00	0.00	0.00	0.00	-	0.02	0.03	0.05	0.07	0.07	0.03

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Absolutes/col percents

Table 163

Q17. To what extent do you agree or disagree with the following statement?

I feel able to decide in which companies or assets my pension savings are invested (by this we mean the type of companies or assets in which your current pension provider invests, not which pension provider you have)

Base: All pension holders and aware

	vested								investing					Clockface Quadrants			
	Total	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right
Unweighted base	2056	50	67	51	64	65	68	30	249	201	1203	435	217	392	498	487	679
Weighted base	2136	52	74	56	73	73	76	35	259	216	1250	450	220	405	523	518	690
Strongly agree (+2)	115 5%	17 32%	30 41%	22 39%	24 33%	25 34%	22 29%	6 17%	33 13%	32 15%	43 3%	32 7%	8 4%	17 4%	19 4%	39 7%	40 6%
Somewhat agree (+1)	413 19%	35 68%	44 59%	35 61%	49 67%	48 66%	54 71%	29 83%	226 87%	58 27%	261 21%	73 16%	20 9%	60 15%	89 17%	110 21%	153 22%
Neither agree nor disagree (0)	506 24%	-	-	-	-	-	-	-	-	45 21%	279 22%	113 25%	70 32%	74 18%	137 26%	94 18%	202 29%
Somewhat disagree (-1)	374 18%	-	-	-	-	-	-	-	-	32 15%	245 20%	71 16%	27 12%	83 21%	100 19%	93 18%	97 14%
Strongly disagree (-2)	483 23%	-	-	-	-	-	-	-	-	32 15%	301 24%	107 24%	43 19%	115 28%	119 23%	133 26%	115 17%
NET: Agree	528 25%	52 100%	74 100%	56 100%	73 100%	73 100%	76 100%	35 100%	259 100%	90 42%	304 24%	105 23%	28 13%	77 19%	108 21%	149 29%	194 28%
NET: Disagree	857 40%	-	-	-	-	-	-	-	-	63 29%	546 44%	177 39%	70 32%	198 49%	220 42%	227 44%	212 31%
Don't know	245 11%	-	-	-	-	-	-	-	-	18 8%	121 10%	54 12%	51 23%	56 14%	58 11%	49 9%	82 12%
Mean	-0.37	1.32	1.41	1.39	1.33	1.34	1.29	1.17	1.13	0.13	-0.44	-0.37	-0.45	-0.63	-0.45	-0.37	-0.15
Standard deviation	1.24	0.47	0.50	0.49	0.47	0.48	0.46	0.38	0.34	1.31	1.21	1.28	1.14	1.24	1.18	1.33	1.19
Standard error	0.03	0.07	0.06	0.07	0.06	0.06	0.06	0.07	0.02	0.10	0.04	0.07	0.09	0.07	0.06	0.06	0.05

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Absolutes/col percents

Table 164

Q18. Which of the following reasons best explains why you do not feel able to decide where your pension is invested?
Base: All pension holders and aware who do not feel able to decide where their pension is invested

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	842	447	392	117	122	130	184	287	54	66	70	97	159	61	56	59	87	128	305	142	27	41	5	301	21
Weighted base	857	424	431	136	120	147	191	260	58	64	77	92	132	77	56	69	99	128	422	92	23	34	4	264	18
My pension plan doesn't allow me to choose where my pension savings are invested	539	271	267	61	72	90	139	176	28	37	48	65	92	32	34	41	74	84	240	58	13	22	3	190	15
	63%	64%	62%	44%	60%	61%	73%	68%	49%	58%	62%	71%	69%	41%	62%	59%	75%	66%	57%	63%	55%	64%	61%	72%	81%
I don't feel I have enough information and/or don't know enough about investing to make such a decision	332	150	181	77	47	61	69	80	25	25	28	31	41	51	22	32	37	38	179	43	9	16	3	74	8
	39%	35%	42%	56%	39%	41%	36%	31%	43%	39%	36%	34%	31%	66%	39%	46%	38%	30%	42%	47%	39%	46%	62%	28%	46%
I don't think it is possible for me to change where my pension is invested	261	133	127	39	36	39	59	88	17	18	24	27	45	21	18	14	31	43	120	24	8	10	1	90	7
	30%	31%	30%	28%	30%	26%	31%	34%	30%	28%	31%	30%	34%	27%	32%	20%	31%	34%	29%	26%	34%	28%	33%	34%	40%
I think it is too risky to move my money and I don't want to lose money	116	54	62	25	13	20	25	33	8	4	13	9	19	17	10	6	15	14	57	14	4	3	1	33	4
	14%	13%	14%	19%	11%	13%	13%	13%	15%	6%	17%	10%	15%	22%	17%	9%	15%	11%	14%	15%	16%	9%	25%	13%	21%
I don't believe that moving my money will make a difference to my overall pension savings	50	32	18	4	9	12	5	19	3	5	9	3	11	1	4	3	2	8	21	6	2	4	-	15	2
	6%	7%	4%	3%	7%	8%	3%	7%	6%	7%	12%	4%	8%	1%	8%	4%	2%	6%	5%	7%	10%	11%	-	6%	11%
I don't care about where my pension is invested	49	35	14	5	4	10	13	17	5	2	8	12	8	-	2	2	1	9	22	5	1	5	1	15	1
	6%	8%	3%	3%	3%	7%	7%	6%	8%	3%	10%	13%	6%	-	4%	3%	1%	7%	5%	5%	3%	13%	19%	6%	5%

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Absolutes/col percents

Table 165

Q18. Which of the following reasons best explains why you do not feel able to decide where your pension is invested?**Base: All pension holders and aware who do not feel able to decide where their pension is invested**

	Social Grade					Region											Ethnicity								
	Total	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-eastern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	842	249	280	161	152	92	32	94	75	55	64	43	82	80	117	87	21	803	32	8	13	6	5	-	7
Weighted base	857	258	299	161	139	84	36	88	75	56	71	47	78	100	112	85	24	801	48	13	17	11	8	-	7
My pension plan doesn't allow me to choose where my pension savings are invested	539	161	183	110	86	54	29	53	53	29	47	32	48	64	63	55	12	514	21	8	5	5	3	-	4
	63%	62%	61%	68%	62%	65%	82%	60%	70%	52%	66%	69%	62%	64%	56%	65%	48%	64%	44%	66%	27%	50%	38%	-	61%
I don't feel I have enough information and/or don't know enough about investing to make such a decision	332	91	123	65	53	28	9	44	24	24	23	16	27	43	48	34	13	300	30	5	12	4	8	-	2
	39%	35%	41%	40%	38%	33%	26%	50%	32%	42%	32%	33%	34%	43%	43%	40%	52%	37%	62%	44%	70%	42%	100%	-	32%
I don't think it is possible for me to change where my pension is invested	261	77	97	41	47	21	11	33	19	16	15	12	30	38	39	22	5	242	16	5	4	6	2	-	3
	30%	30%	32%	25%	34%	25%	31%	37%	25%	29%	21%	26%	39%	38%	35%	26%	22%	30%	34%	38%	25%	53%	21%	-	38%
I think it is too risky to move my money and I don't want to lose money	116	30	36	32	18	10	5	11	10	9	7	6	8	20	16	9	5	103	13	3	5	4	1	-	-
	14%	12%	12%	20%	13%	12%	15%	12%	13%	16%	10%	13%	11%	20%	14%	11%	22%	13%	27%	24%	28%	40%	14%	-	-
I don't believe that moving my money will make a difference to my overall pension savings	50	12	21	6	11	2	2	5	7	3	7	2	5	6	4	5	1	49	1	1	-	-	-	-	-
	6%	5%	7%	4%	8%	3%	5%	6%	9%	6%	10%	5%	6%	6%	4%	5%	6%	6%	3%	11%	-	-	-	-	-
I don't care about where my pension is invested	49	14	9	15	11	5	3	4	2	6	6	3	5	7	8	-	1	45	1	1	-	-	-	-	3
	6%	5%	3%	9%	8%	6%	7%	4%	3%	11%	8%	6%	6%	7%	7%	-	5%	6%	3%	11%	-	-	-	-	39%

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Absolutes/col percents

Table 166

Q18. Which of the following reasons best explains why you do not feel able to decide where your pension is invested?**Base: All pension holders and aware who do not feel able to decide where their pension is invested**

	Income														Pension Status Awareness				
	Total	Up to	£10,001	£15,001	£20,001	£25,001	£30,001	£35,001	£40,001	£50,001	£60,001	£70,001	£80,001	£90,001	More than	Pension holder and aware	Pension holder but not aware	Potential past auto-enrolled	Non-pension holder
		£10,000	£15,000	£20,000	£25,000	£30,000	£35,000	£40,000	£50,000	£60,000	£70,000	£80,000	£90,000	£100,000	£100,000				
Unweighted base	842	120	162	151	188	112	37	22	17	9	6	-	2	1	5	842	-	-	-
Weighted base	857	101	137	160	206	124	44	25	19	10	7	-	2	2	6	857	-	-	-
My pension plan doesn't allow me to choose where my pension savings are invested	539 63%	65 65%	83 61%	101 63%	131 63%	79 64%	35 78%	15 61%	9 50%	6 58%	4 54%	-	2 100%	-	4 72%	539 63%	-	-	-
I don't feel I have enough information and/or don't know enough about investing to make such a decision	332 39%	42 42%	53 39%	72 45%	73 36%	51 41%	11 26%	5 20%	5 25%	2 21%	4 62%	-	-	2 100%	1 15%	332 39%	-	-	-
I don't think it is possible for me to change where my pension is invested	261 30%	33 32%	50 36%	47 30%	64 31%	30 24%	14 31%	10 39%	7 36%	4 45%	1 15%	-	1 46%	-	-	261 30%	-	-	-
I think it is too risky to move my money and I don't want to lose money	116 14%	16 15%	18 13%	29 18%	22 10%	19 15%	4 9%	2 9%	-	1 12%	2 31%	-	1 46%	-	1 15%	116 14%	-	-	-
I don't believe that moving my money will make a difference to my overall pension savings	50 6%	8 8%	6 4%	14 9%	10 5%	4 3%	2 5%	1 5%	1 4%	1 12%	-	-	-	-	2 37%	50 6%	-	-	-
I don't care about where my pension is invested	49 6%	8 8%	8 6%	7 4%	12 6%	8 7%	2 4%	-	2 10%	-	-	-	-	-	2 29%	49 6%	-	-	-

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Absolutes/col percents

Table 167

Q18. Which of the following reasons best explains why you do not feel able to decide where your pension is invested?**Base: All pension holders and aware who do not feel able to decide where their pension is invested**

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)						Q15 - Knowledge of pensions					Q12 - Started receiving payouts	
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes
Unweighted base	842	396	330	244	178	200	5	4	535	-	-	-	-	-	-	275	18	257	446	121	380	462
Weighted base	857	381	370	233	185	196	6	4	555	-	-	-	-	-	-	268	14	253	463	126	343	514
My pension plan doesn't allow me to choose where my pension savings are invested	539	259	242	184	85	118	2	*	397	-	-	-	-	-	-	194	12	182	286	59	248	292
	63%	68%	66%	79%	46%	60%	40%	12%	72%	-	-	-	-	-	-	73%	83%	72%	62%	47%	72%	57%
I don't feel I have enough information and/or don't know enough about investing to make such a decision	332	133	145	60	95	81	3	1	190	-	-	-	-	-	-	71	1	71	185	76	104	228
	39%	35%	39%	26%	52%	41%	60%	35%	34%	-	-	-	-	-	-	27%	4%	28%	40%	60%	30%	44%
I don't think it is possible for me to change where my pension is invested	261	131	111	73	57	57	2	1	170	-	-	-	-	-	-	71	3	68	146	44	109	152
	30%	34%	30%	31%	31%	29%	33%	20%	31%	-	-	-	-	-	-	27%	24%	27%	32%	35%	32%	30%
I think it is too risky to move my money and I don't want to lose money	116	56	56	27	23	30	-	2	71	-	-	-	-	-	-	34	3	31	60	21	42	74
	14%	15%	15%	11%	12%	15%	-	68%	13%	-	-	-	-	-	-	13%	23%	12%	13%	17%	12%	14%
I don't believe that moving my money will make a difference to my overall pension savings	50	29	25	13	10	9	-	1	31	-	-	-	-	-	-	19	2	18	22	8	21	29
	6%	8%	7%	5%	5%	5%	-	20%	6%	-	-	-	-	-	-	7%	11%	7%	5%	7%	6%	6%
I don't care about where my pension is invested	49	20	20	14	13	13	-	1	32	-	-	-	-	-	-	15	1	15	20	14	23	26
	6%	5%	6%	6%	7%	7%	-	20%	6%	-	-	-	-	-	-	6%	4%	6%	4%	11%	7%	5%

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Absolutes/col percents

Table 168

Q18. Which of the following reasons best explains why you do not feel able to decide where your pension is invested?
Base: All pension holders and aware who do not feel able to decide where their pension is invested

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested					in-vested								
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't care about where my pension is invested	I don't think it is possible for me to change where my pension is invested
Unweighted base	842	448	568	726	261	96	427	-	842	-	-	-	365	477	-	538	322	113	53	50	259
Weighted base	857	460	576	739	268	93	434	-	857	-	-	-	374	483	-	539	332	116	50	49	261
My pension plan doesn't allow me to choose where my pension savings are invested	539	276	366	467	190	64	256	-	539	-	-	-	203	336	-	539	139	57	27	23	146
	63%	60%	64%	63%	71%	68%	59%	-	63%	-	-	-	54%	70%	-	100%	42%	49%	53%	47%	56%
I don't feel I have enough information and/or don't know enough about investing to make such a decision	332	198	217	284	80	25	193	-	332	-	-	-	176	156	-	139	332	83	25	20	105
	39%	43%	38%	38%	30%	26%	44%	-	39%	-	-	-	47%	32%	-	26%	100%	71%	50%	41%	40%
I don't think it is possible for me to change where my pension is invested	261	144	173	229	75	32	130	-	261	-	-	-	86	175	-	146	105	46	22	20	261
	30%	31%	30%	31%	28%	34%	30%	-	30%	-	-	-	23%	36%	-	27%	32%	40%	44%	41%	100%
I think it is too risky to move my money and I don't want to lose money	116	66	88	96	28	9	61	-	116	-	-	-	64	52	-	57	83	116	22	10	46
	14%	14%	15%	13%	11%	10%	14%	-	14%	-	-	-	17%	11%	-	11%	25%	100%	44%	20%	18%
I don't believe that moving my money will make a difference to my overall pension savings	50	24	34	45	11	6	30	-	50	-	-	-	18	32	-	27	25	22	50	6	22
	6%	5%	6%	6%	4%	6%	7%	-	6%	-	-	-	5%	7%	-	5%	7%	19%	100%	13%	8%
I don't care about where my pension is invested	49	25	34	44	7	6	31	-	49	-	-	-	20	29	-	23	20	10	6	49	20
	6%	5%	6%	6%	3%	7%	7%	-	6%	-	-	-	5%	6%	-	4%	6%	8%	13%	100%	8%

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Absolutes/col percents

Table 169

Q18. Which of the following reasons best explains why you do not feel able to decide where your pension is invested?
Base: All pension holders and aware who do not feel able to decide where their pension is invested

	vested				investing				Clockface Quadrants							
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund, if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right
Unweighted base	842	-	-	-	-	-	-	-	63	540	166	73	195	201	222	224
Weighted base	857	-	-	-	-	-	-	-	63	546	177	70	198	220	227	212
My pension plan doesn't allow me to choose where my pension savings are invested	539 63%	-	-	-	-	-	-	-	39 61%	352 64%	104 59%	45 64%	123 62%	131 59%	147 65%	138 65%
I don't feel I have enough information and/or don't know enough about investing to make such a decision	332 39%	-	-	-	-	-	-	-	25 39%	220 40%	75 42%	13 19%	71 36%	97 44%	88 39%	76 36%
I don't think it is possible for me to change where my pension is invested	261 30%	-	-	-	-	-	-	-	12 19%	173 32%	60 34%	16 23%	65 33%	62 28%	65 28%	69 33%
I think it is too risky to move my money and I don't want to lose money	116 14%	-	-	-	-	-	-	-	7 11%	78 14%	26 15%	4 6%	23 11%	34 15%	32 14%	28 13%
I don't believe that moving my money will make a difference to my overall pension savings	50 6%	-	-	-	-	-	-	-	4 6%	25 5%	11 6%	10 15%	15 7%	10 5%	9 4%	16 7%
I don't care about where my pension is invested	49 6%	-	-	-	-	-	-	-	1 1%	23 4%	12 7%	14 20%	10 5%	17 8%	8 3%	15 7%

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Absolutes/col percents

Table 170

Q17. To what extent do you agree or disagree with the following statement?

I feel able to decide in which companies or assets my pension savings are invested (by this we mean the type of companies or assets in which your current pension provider invests, not which pension provider you have)

Base: All pension holders and aware

Sample: All with Defined Contribution pension

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current								
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person	
Unweighted base	862	472	388	226	179	152	113	182	111	100	85	65	106	113	79	67	48	76	502	132	21	17	10	167	13	
Weighted base	975	505	469	270	189	196	138	167	123	104	106	75	91	145	85	90	63	77	696	83	16	14	9	147	10	
Strongly agree	(+2)	69 7%	43 8%	27 6%	31 11%	11 6%	15 8%	4 3%	8 5%	18 15%	6 6%	9 9%	3 4%	5 5%	13 9%	5 6%	6 1%	3 4%	54 8%	5 6%	2 10%	1 6%	1 8%	6 4%	1 9%	
Somewhat agree	(+1)	224 23%	146 29%	78 17%	71 26%	53 28%	39 20%	27 20%	29 17%	43 35%	35 34%	28 26%	18 24%	20 22%	28 19%	18 22%	11 13%	10 15%	9 11%	172 25%	21 26%	1 9%	4 29%	4 49%	19 13%	1 14%
Neither agree nor disagree	(0)	224 23%	125 25%	99 21%	67 25%	37 20%	46 23%	24 18%	44 26%	26 21%	20 19%	28 26%	22 29%	28 30%	41 28%	18 21%	18 20%	3 4%	16 21%	158 23%	16 19%	3 19%	-	3 31%	42 28%	2 23%
Somewhat disagree	(-1)	159 16%	77 15%	81 17%	38 14%	30 16%	31 16%	28 20%	31 19%	18 14%	17 16%	13 12%	15 20%	15 16%	20 14%	13 16%	18 20%	13 20%	17 22%	113 16%	13 16%	4 25%	5 34%	-	22 15%	1 14%
Strongly disagree	(-2)	211 22%	93 18%	118 25%	35 13%	42 22%	46 23%	44 32%	43 26%	13 10%	20 20%	25 24%	15 20%	19 21%	22 15%	22 25%	21 23%	28 45%	24 31%	139 20%	16 19%	5 28%	4 31%	1 11%	44 30%	2 25%
NET: Agree		293 30%	188 37%	105 22%	102 38%	64 34%	54 28%	31 23%	37 22%	61 49%	41 40%	37 35%	21 28%	25 28%	41 28%	23 27%	17 19%	10 16%	11 15%	226 33%	26 32%	3 19%	5 35%	5 58%	25 17%	2 23%
NET: Disagree		370 38%	170 34%	199 42%	73 27%	72 38%	77 39%	71 52%	75 45%	30 24%	37 36%	38 36%	30 40%	34 37%	42 29%	35 41%	39 43%	41 65%	41 53%	252 36%	29 35%	9 53%	9 65%	1 11%	66 45%	4 39%
Don't know		88 9%	21 4%	67 14%	28 10%	15 8%	19 10%	11 8%	12 7%	6 5%	6 5%	3 2%	2 3%	4 4%	21 15%	10 11%	16 18%	9 14%	8 11%	59 9%	11 14%	2 9%	-	-	14 10%	2 16%
Mean		-0.25	-0.07	-0.46	0.10	-0.22	-0.30	-0.63	-0.47	0.31	-0.10	-0.16	-0.29	-0.26	-0.08	-0.37	-0.50	-1.08	-0.74	-0.17	-0.20	-0.58	-0.55	0.44	-0.60	-0.37
Standard deviation		1.28	1.26	1.27	1.24	1.29	1.30	1.24	1.22	1.22	1.27	1.32	1.18	1.21	1.23	1.30	1.26	1.19	1.18	1.28	1.28	1.36	1.40	1.11	1.21	1.43
Standard error		0.05	0.06	0.07	0.09	0.10	0.11	0.12	0.09	0.12	0.13	0.14	0.15	0.12	0.13	0.16	0.17	0.19	0.14	0.06	0.12	0.31	0.34	0.35	0.10	0.43

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Absolutes/col percents

Table 171

Q17. To what extent do you agree or disagree with the following statement?

I feel able to decide in which companies or assets my pension savings are invested (by this we mean the type of companies or assets in which your current pension provider invests, not which pension provider you have)

Base: All pension holders and aware

Sample: All with Defined Contribution pension

	Social Grade					Region											Ethnicity								
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	862	266	274	183	139	73	30	110	74	73	50	51	79	109	123	69	21	772	82	13	44	20	4	1	8
Weighted base	975	308	314	209	144	79	38	116	82	83	68	59	86	137	130	72	26	843	122	19	65	30	5	1	10
Strongly agree (+2)	69 7%	24 8%	18 6%	15 7%	12 8%	8 10%	3 7%	7 6%	6 7%	8 9%	3 4%	3 4%	7 8%	13 9%	6 5%	4 6%	2 9%	56 7%	14 11%	2 9%	6 10%	6 19%	-	-	-
Somewhat agree (+1)	224 23%	83 27%	64 20%	47 23%	30 21%	9 12%	10 27%	39 34%	16 19%	18 22%	14 20%	5 9%	18 21%	36 26%	42 32%	16 22%	-	184 22%	39 32%	4 23%	26 40%	8 25%	1 26%	-	-
Neither agree nor disagree (0)	224 23%	65 21%	60 19%	67 32%	32 22%	19 24%	11 30%	28 24%	14 17%	23 28%	17 25%	11 19%	21 24%	25 18%	31 23%	18 25%	8 29%	186 22%	37 30%	7 35%	20 31%	8 25%	1 18%	1 100%	2 15%
Somewhat disagree (-1)	159 16%	50 16%	59 19%	28 13%	23 16%	13 16%	3 8%	13 11%	22 27%	14 17%	14 20%	4 7%	9 11%	24 18%	19 15%	15 21%	8 32%	146 17%	10 9%	-	7 11%	2 6%	2 30%	-	3 26%
Strongly disagree (-2)	211 22%	59 19%	80 25%	39 19%	33 23%	22 28%	8 21%	19 16%	19 23%	13 16%	16 24%	25 43%	20 23%	28 21%	20 15%	15 21%	5 20%	196 23%	14 12%	4 20%	5 7%	4 14%	1 26%	-	* 4%
NET: Agree	293 30%	108 35%	82 26%	62 30%	41 29%	17 22%	13 34%	46 40%	21 26%	26 31%	17 25%	8 14%	25 29%	49 36%	48 37%	20 28%	2 9%	240 28%	53 43%	6 31%	32 49%	14 44%	1 26%	-	-
NET: Disagree	370 38%	109 35%	138 44%	67 32%	56 39%	35 44%	11 30%	32 28%	41 50%	27 33%	30 44%	29 50%	30 35%	53 38%	39 30%	30 41%	14 52%	342 41%	25 20%	4 20%	12 18%	6 19%	3 56%	-	3 30%
Don't know	88 9%	27 9%	33 11%	13 6%	15 10%	8 10%	3 7%	10 9%	6 7%	7 8%	4 6%	10 17%	10 12%	11 8%	13 10%	4 5%	3 10%	75 9%	7 6%	3 14%	1 1%	4 12%	-	-	6 54%
Mean	-0.25	-0.13	-0.42	-0.15	-0.28	-0.45	-0.11	0.02	-0.43	-0.09	-0.42	-0.91	-0.24	-0.15	-0.04	-0.29	-0.59	-0.32	0.24	*	0.33	0.34	-0.56	0.00	-0.76
Standard deviation	1.28	1.28	1.29	1.21	1.31	1.35	1.28	1.22	1.27	1.24	1.21	1.31	1.33	1.33	1.19	1.23	1.16	1.28	1.17	1.30	1.05	1.34	1.26	-	0.69
Standard error	0.05	0.08	0.08	0.09	0.12	0.17	0.24	0.12	0.15	0.15	0.18	0.20	0.16	0.13	0.11	0.15	0.27	0.05	0.13	0.39	0.16	0.31	0.63	-	0.35

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Absolutes/col percents

Table 172

Q17. To what extent do you agree or disagree with the following statement?

I feel able to decide in which companies or assets my pension savings are invested (by this we mean the type of companies or assets in which your current pension provider invests, not which pension provider you have)

Base: All pension holders and aware

Sample: All with Defined Contribution pension

	Total	Income														Pension Status Awareness			
		Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	862	78	114	146	197	136	60	29	34	24	7	4	7	3	8	862	-	-	-
Weighted base	975	66	105	158	234	165	78	37	45	29	9	5	9	4	10	975	-	-	-
Strongly agree (+2)	69 7%	3 4%	7 7%	7 5%	13 6%	12 7%	6 8%	- -	5 10%	6 20%	1 6%	1 26%	3 28%	2 41%	1 13%	69 7%	-	-	-
Somewhat agree (+1)	224 23%	13 20%	20 19%	31 19%	47 20%	30 19%	28 35%	14 36%	12 28%	13 46%	3 29%	4 74%	3 32%	-	3 26%	224 23%	-	-	-
Neither agree nor disagree (0)	224 23%	12 18%	19 19%	39 25%	48 21%	45 27%	18 24%	11 30%	17 39%	4 14%	2 20%	-	1 14%	1 24%	1 10%	224 23%	-	-	-
Somewhat disagree (-1)	159 16%	11 16%	19 18%	24 15%	36 15%	35 22%	5 6%	6 17%	6 14%	5 16%	3 31%	-	1 12%	-	2 17%	159 16%	-	-	-
Strongly disagree (-2)	211 22%	23 34%	23 22%	39 24%	63 27%	28 17%	19 24%	5 13%	3 7%	1 4%	1 15%	-	1 14%	2 34%	3 34%	211 22%	-	-	-
NET: Agree	293 30%	16 24%	27 25%	38 24%	60 26%	42 26%	34 43%	14 36%	17 38%	19 66%	3 35%	5 100%	5 60%	2 41%	4 39%	293 30%	-	-	-
NET: Disagree	370 38%	33 50%	42 40%	63 40%	98 42%	63 38%	23 30%	11 30%	9 21%	6 20%	4 46%	-	2 26%	2 34%	5 51%	370 38%	-	-	-
Don't know	88 9%	5 7%	17 16%	19 12%	28 12%	14 9%	3 3%	1 3%	1 3%	-	-	-	-	-	-	88 9%	-	-	-
Mean	-0.25	-0.60	-0.35	-0.40	-0.43	-0.24	-0.02	-0.06	0.20	0.61	-0.21	1.26	0.48	0.13	-0.33	-0.25	-	-	-
Standard deviation	1.28	1.31	1.30	1.25	1.30	1.20	1.33	1.05	1.06	1.12	1.25	0.49	1.46	1.97	1.55	1.28	-	-	-
Standard error	0.05	0.15	0.13	0.11	0.10	0.11	0.17	0.20	0.18	0.23	0.47	0.25	0.55	1.14	0.55	0.05	-	-	-

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Absolutes/col percents

Table 173

Q17. To what extent do you agree or disagree with the following statement?**I feel able to decide in which companies or assets my pension savings are invested (by this we mean the type of companies or assets in which your current pension provider invests, not which pension provider you have)****Base: All pension holders and aware****Sample: All with Defined Contribution pension**

	Q13 - Type of pension holder (aware)							Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts	
	Total	State pension	Work-place pension - defined contribution	Work-place pension - not defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - not defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes
Unweighted base	862	374	862	88	-	165	-	862	-	-	-	-	-	-	395	63	332	398	69	233	629
Weighted base	975	399	975	107	-	187	-	975	-	-	-	-	-	-	442	75	367	451	82	222	753
Strongly agree	(+2)	69 7%	30 7%	69 7%	11 10%	-	22 12%	69 7%	-	-	-	-	-	-	60 14%	37 50%	23 6%	7 2%	1 2%	21 9%	48 6%
Somewhat agree	(+1)	224 23%	95 24%	224 23%	29 27%	-	54 29%	224 23%	-	-	-	-	-	-	144 33%	24 32%	120 33%	78 17%	1 2%	46 21%	178 24%
Neither agree nor disagree	(0)	224 23%	101 25%	224 23%	16 15%	-	34 18%	224 23%	-	-	-	-	-	-	109 25%	9 12%	99 27%	102 23%	14 16%	47 21%	177 23%
Somewhat disagree	(-1)	159 16%	69 17%	159 16%	28 26%	-	36 19%	159 16%	-	-	-	-	-	-	59 13%	2 2%	57 16%	95 21%	5 6%	35 16%	124 16%
Strongly disagree	(-2)	211 22%	77 19%	211 22%	19 18%	-	34 18%	211 22%	-	-	-	-	-	-	56 13%	3 4%	52 14%	116 26%	40 48%	57 26%	154 21%
NET: Agree		293 30%	125 31%	293 30%	40 38%	-	76 40%	293 30%	-	-	-	-	-	-	204 46%	61 81%	143 39%	86 19%	3 3%	67 30%	226 30%
NET: Disagree		370 38%	146 37%	370 38%	47 44%	-	70 37%	370 38%	-	-	-	-	-	-	114 26%	5 7%	109 30%	211 47%	45 55%	91 41%	279 37%
Don't know		88 9%	27 7%	88 9%	3 2%	-	8 4%	88 9%	-	-	-	-	-	-	15 3%	-	15 4%	52 12%	21 26%	17 7%	71 9%
Mean		-0.25	-0.18	-0.25	-0.14	-	-0.03	-0.25	-	-	-	-	-	-	0.22	1.19	0.01	-0.59	-1.31	-0.29	-0.23
Standard deviation		1.28	1.25	1.28	1.31	-	1.32	1.28	-	-	-	-	-	-	1.23	1.04	1.17	1.15	1.05	1.35	1.26
Standard error		0.05	0.07	0.05	0.14	-	0.11	0.05	-	-	-	-	-	-	0.06	0.13	0.07	0.06	0.15	0.09	0.05

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Absolutes/col percents

Table 174

Q17. To what extent do you agree or disagree with the following statement?

I feel able to decide in which companies or assets my pension savings are invested (by this we mean the type of companies or assets in which your current pension provider invests, not which pension provider you have)

Base: All pension holders and aware

Sample: All with Defined Contribution pension

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension going down or up in value	The amount of money my savings increase by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strong-ly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strong-ly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that moving my money will make a difference to my pension is invested	I don't care about where my pension is invested	I don't think it is possible for me to change where my pension is invested
Unweighted base	862	469	559	697	272	135	454	257	330	59	198	196	141	189	79	220	129	50	25	18	99
Weighted base	975	526	630	785	310	153	520	293	370	69	224	224	159	211	88	242	145	56	25	20	111
Strongly agree (+2)	69 7%	39 7%	39 6%	49 6%	30 10%	16 10%	35 7%	69 24%	-	69 100%	-	-	-	-	-	-	-	-	-	-	-
Somewhat agree (+1)	224 23%	127 24%	132 21%	172 22%	73 24%	42 27%	125 24%	224 76%	-	-	224 100%	-	-	-	-	-	-	-	-	-	-
Neither agree nor disagree (0)	224 23%	110 21%	141 22%	173 22%	65 21%	54 35%	129 25%	-	-	-	-	224 100%	-	-	-	-	-	-	-	-	-
Somewhat disagree (-1)	159 16%	89 17%	108 17%	135 17%	52 17%	8 5%	85 16%	-	159 43%	-	-	-	159 100%	-	90 37%	74 51%	31 55%	9 36%	8 41%	37 33%	
Strongly disagree (-2)	211 22%	113 21%	150 24%	184 23%	67 22%	24 15%	94 18%	-	211 57%	-	-	-	-	211 100%	153 63%	71 49%	25 45%	16 64%	12 59%	74 67%	
NET: Agree	293 30%	166 31%	171 27%	221 28%	103 33%	58 38%	160 31%	293 100%	-	69 100%	224 100%	-	-	-	-	-	-	-	-	-	-
NET: Disagree	370 38%	202 38%	258 41%	320 41%	119 38%	31 21%	179 35%	-	370 100%	-	-	-	159 100%	211 100%	242 100%	145 100%	56 100%	25 100%	20 100%	111 100%	
Don't know	88 9%	49 9%	60 10%	70 9%	22 7%	10 6%	52 10%	-	-	-	-	-	-	88 100%	-	-	-	-	-	-	-
Mean	-0.25	-0.23	-0.35	-0.33	-0.18	0.13	-0.17	1.24	-1.57	2.00	1.00	0.00	-1.00	-2.00	-	-1.63	-1.49	-1.45	-1.64	-1.59	-1.67
Standard deviation	1.28	1.29	1.28	1.28	1.33	1.20	1.24	0.43	0.50	0.00	0.00	0.00	0.00	0.00	-	0.48	0.50	0.50	0.49	0.50	0.47
Standard error	0.05	0.06	0.06	0.05	0.08	0.11	0.06	0.03	0.03	0.00	0.00	0.00	0.00	0.00	-	0.03	0.04	0.07	0.10	0.12	0.05

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Absolutes/col percents

Table 175

Q17. To what extent do you agree or disagree with the following statement?

I feel able to decide in which companies or assets my pension savings are invested (by this we mean the type of companies or assets in which your current pension provider invests, not which pension provider you have)

Base: All pension holders and aware

Sample: All with Defined Contribution pension

	vested													investing			Clockface Quadrants			
	Total	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right			
Unweighted base	862	29	44	28	34	45	41	22	120	95	503	186	78	169	209	205	279			
Weighted base	975	31	51	32	41	52	46	27	133	113	565	207	89	183	245	236	311			
Strongly agree (+2)	69 7%	9 28%	23 44%	12 38%	14 33%	19 37%	15 33%	4 16%	18 14%	23 20%	26 5%	18 8%	3 3%	8 5%	9 4%	27 12%	24 8%			
Somewhat agree (+1)	224 23%	23 72%	29 56%	19 62%	27 67%	33 63%	31 67%	23 84%	115 86%	37 32%	139 25%	38 18%	11 12%	34 18%	55 22%	51 22%	85 27%			
Neither agree nor disagree (0)	224 23%	-	-	-	-	-	-	-	-	24 21%	125 22%	44 21%	31 35%	30 16%	57 23%	48 20%	89 29%			
Somewhat disagree (-1)	159 16%	-	-	-	-	-	-	-	-	12 10%	102 18%	33 16%	12 13%	39 21%	46 19%	35 15%	39 12%			
Strongly disagree (-2)	211 22%	-	-	-	-	-	-	-	-	14 12%	131 23%	54 26%	12 13%	48 26%	58 24%	58 25%	47 15%			
NET: Agree	293 30%	31 100%	51 100%	32 100%	41 100%	52 100%	46 100%	27 100%	133 100%	60 53%	164 29%	55 27%	14 15%	42 23%	64 26%	78 33%	109 35%			
NET: Disagree	370 38%	-	-	-	-	-	-	-	-	26 23%	234 41%	87 42%	23 27%	87 48%	104 42%	93 39%	86 28%			
Don't know	88 9%	-	-	-	-	-	-	-	-	4 4%	42 7%	21 10%	20 23%	24 13%	20 8%	17 7%	27 9%			
Mean	-0.25	1.28	1.44	1.38	1.33	1.37	1.33	1.16	1.14	0.40	-0.34	-0.37	-0.27	-0.54	-0.40	-0.21	*			
Standard deviation	1.28	0.46	0.50	0.49	0.48	0.49	0.47	0.37	0.34	1.28	1.25	1.34	1.06	1.26	1.22	1.38	1.20			
Standard error	0.05	0.08	0.08	0.09	0.08	0.07	0.07	0.08	0.03	0.13	0.06	0.10	0.14	0.10	0.09	0.10	0.08			

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Absolutes/col percents

Table 176

Q18. Which of the following reasons best explains why you do not feel able to decide where your pension is invested?

Base: All pension holders and aware who do not feel able to decide where their pension is invested

Sample: All with Defined Contribution pension

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	330	167	161	62	69	60	58	80	28	38	33	28	40	32	31	27	30	40	180	48	11	11	1	74	5
Weighted base	370	170	199	73	72	77	71	75	30	37	38	30	34	42	35	39	41	41	252	29	9	9	1	66	4
My pension plan doesn't allow me to choose where my pension savings are invested	242	112	130	36	46	48	58	53	14	22	27	22	27	22	24	21	35	27	153	20	5	6	1	54	4
	66%	66%	65%	49%	64%	62%	81%	71%	47%	60%	70%	73%	78%	51%	68%	53%	87%	66%	61%	68%	52%	65%	100%	81%	100%
I don't feel I have enough information and/or don't know enough about investing to make such a decision	145	60	84	44	22	31	20	27	16	10	12	10	12	28	11	19	11	15	99	12	4	4	1	22	2
	39%	35%	42%	61%	30%	41%	28%	36%	53%	28%	32%	32%	34%	67%	32%	50%	26%	37%	40%	41%	45%	45%	100%	33%	56%
I don't think it is possible for me to change where my pension is invested	111	53	57	23	22	20	21	25	10	10	11	8	14	12	13	9	13	11	75	6	2	2	-	24	2
	30%	31%	29%	31%	31%	26%	29%	33%	33%	26%	30%	27%	41%	29%	36%	23%	31%	26%	30%	20%	28%	26%	-	36%	40%
I think it is too risky to move my money and I don't want to lose money	56	23	33	16	10	10	10	10	3	4	7	4	5	13	7	3	6	5	36	6	2	-	-	11	1
	15%	14%	17%	22%	14%	12%	14%	14%	11%	10%	18%	12%	16%	30%	19%	6%	16%	12%	14%	19%	21%	-	-	16%	39%
I don't believe that moving my money will make a difference to my overall pension savings	25	15	9	1	8	6	2	8	-	5	5	2	4	1	4	2	-	4	14	2	1	2	-	4	2
	7%	9%	5%	1%	11%	8%	3%	10%	-	12%	12%	7%	11%	1%	10%	4%	-	9%	5%	8%	7%	17%	-	7%	55%
I don't care about where my pension is invested	20	15	5	3	1	7	5	4	3	-	5	5	1	-	1	2	-	3	14	2	-	2	-	2	-
	6%	9%	3%	5%	1%	8%	8%	6%	11%	-	13%	18%	4%	-	2%	4%	-	7%	6%	6%	-	26%	-	3%	-

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Absolutes/col percents

Table 177

Q18. Which of the following reasons best explains why you do not feel able to decide where your pension is invested?

Base: All pension holders and aware who do not feel able to decide where their pension is invested

Sample: All with Defined Contribution pension

	Social Grade					Region											Ethnicity								
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	330	94	119	61	56	36	9	32	37	26	21	24	29	40	38	27	11	312	15	2	8	3	2	-	3
Weighted base	370	109	138	67	56	35	11	32	41	27	30	29	30	53	39	30	14	342	25	4	12	6	3	-	3
My pension plan doesn't allow me to choose where my pension savings are invested	242 66%	73 67%	83 60%	47 71%	39 69%	28 80%	9 83%	19 60%	28 69%	16 60%	20 66%	22 75%	18 59%	34 64%	22 56%	21 72%	6 41%	227 66%	13 54%	4 100%	4 32%	3 43%	3 100%	-	3 85%
I don't feel I have enough information and/or don't know enough about investing to make such a decision	145 39%	37 34%	60 44%	27 41%	19 35%	12 35%	2 16%	15 48%	13 31%	13 49%	4 13%	11 37%	9 31%	25 47%	21 54%	12 42%	7 53%	127 37%	16 66%	2 41%	9 77%	3 43%	3 100%	-	1 44%
I don't think it is possible for me to change where my pension is invested	111 30%	26 24%	48 35%	16 24%	21 38%	7 21%	3 24%	11 35%	11 26%	5 19%	8 26%	6 19%	13 44%	20 38%	16 40%	7 22%	5 39%	101 30%	8 34%	2 41%	1 8%	4 71%	2 54%	-	1 44%
I think it is too risky to move my money and I don't want to lose money	56 15%	14 13%	20 15%	12 18%	9 17%	4 11%	2 20%	3 11%	6 15%	6 21%	3 9%	3 11%	5 17%	13 25%	4 9%	4 12%	3 26%	45 13%	11 44%	2 41%	5 41%	4 72%	-	-	-
I don't believe that moving my money will make a difference to my overall pension savings	25 7%	5 5%	12 8%	3 5%	5 8%	1 2%	2 16%	1 3%	4 10%	2 7%	4 13%	2 5%	3 10%	2 4%	1 1%	3 9%	1 10%	25 7%	-	-	-	-	-	-	-
I don't care about where my pension is invested	20 6%	4 4%	4 3%	8 12%	4 8%	2 6%	-	2 5%	1 2%	4 16%	3 11%	-	1 5%	5 9%	2 4%	-	-	19 5%	-	-	-	-	-	-	2 56%

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Absolutes/col percents

Table 178

Q18. Which of the following reasons best explains why you do not feel able to decide where your pension is invested?

Base: All pension holders and aware who do not feel able to decide where their pension is invested

Sample: All with Defined Contribution pension

	Income														Pension Status Awareness				
	Total	Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	330	39	49	55	81	52	17	9	8	5	3	-	2	1	4	330	-	-	-
Weighted base	370	33	42	63	98	63	23	11	9	6	4	-	2	2	5	370	-	-	-
My pension plan doesn't allow me to choose where my pension savings are invested	242	25	27	44	59	39	20	6	6	4	3	-	2	-	4	242	-	-	-
	66%	77%	65%	71%	61%	62%	84%	53%	61%	60%	65%	-	100%	-	84%	66%	-	-	-
I don't feel I have enough information and/or don't know enough about investing to make such a decision	145	15	18	29	32	31	5	-	4	1	1	-	-	2	-	145	-	-	-
	39%	45%	43%	47%	33%	49%	23%	-	37%	22%	35%	-	-	100%	-	39%	-	-	-
I don't think it is possible for me to change where my pension is invested	111	14	13	18	33	14	9	4	1	4	-	-	1	-	-	111	-	-	-
	30%	42%	32%	29%	34%	22%	40%	35%	12%	60%	-	-	46%	-	-	30%	-	-	-
I think it is too risky to move my money and I don't want to lose money	56	5	9	14	13	9	2	-	-	1	1	-	1	-	-	56	-	-	-
	15%	15%	21%	22%	13%	14%	7%	-	-	20%	35%	-	46%	-	-	15%	-	-	-
I don't believe that moving my money will make a difference to my overall pension savings	25	2	3	3	8	2	1	1	-	1	-	-	-	-	2	25	-	-	-
	7%	7%	8%	5%	8%	3%	6%	12%	-	20%	-	-	-	-	43%	7%	-	-	-
I don't care about where my pension is invested	20	2	1	1	8	6	-	-	-	-	-	-	-	-	2	20	-	-	-
	6%	7%	3%	1%	9%	9%	-	-	-	-	-	-	-	-	34%	6%	-	-	-

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Absolutes/col percents

Table 179

Q18. Which of the following reasons best explains why you do not feel able to decide where your pension is invested?**Base: All pension holders and aware who do not feel able to decide where their pension is invested****Sample: All with Defined Contribution pension**

	Q13 - Type of pension holder (aware)							Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts	
	Total	State pension	Workplace pension - defined contribution	Workplace pension - defined benefit	Workplace pension - not sure which	Private/personal pension	None of the above	NET: Workplace pension - defined contribution/benefit	State pension	Workplace pension - defined contribution	Workplace pension - defined benefit	Workplace pension - not sure which	Private/personal pension	None of the above	NET: Workplace pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes
Unweighted base	330	140	330	39	-	62	-	330	-	-	-	-	-	-	108	6	102	186	36	98	232
Weighted base	370	146	370	47	-	70	-	370	-	-	-	-	-	-	114	5	109	211	45	91	279
My pension plan doesn't allow me to choose where my pension savings are invested	242	107	242	30	-	46	-	242	-	-	-	-	-	-	87	4	83	133	22	71	171
	66%	73%	66%	63%	-	66%	-	66%	-	-	-	-	-	-	76%	84%	76%	63%	49%	78%	61%
I don't feel I have enough information and/or don't know enough about investing to make such a decision	145	57	145	15	-	32	-	145	-	-	-	-	-	-	32	1	31	84	29	31	114
	39%	39%	39%	32%	-	46%	-	39%	-	-	-	-	-	-	28%	12%	28%	40%	64%	34%	41%
I don't think it is possible for me to change where my pension is invested	111	50	111	14	-	20	-	111	-	-	-	-	-	-	31	1	30	63	17	28	83
	30%	34%	30%	30%	-	29%	-	30%	-	-	-	-	-	-	27%	22%	28%	30%	38%	30%	30%
I think it is too risky to move my money and I don't want to lose money	56	26	56	12	-	9	-	56	-	-	-	-	-	-	14	2	12	35	7	13	44
	15%	18%	15%	26%	-	12%	-	15%	-	-	-	-	-	-	12%	34%	11%	16%	17%	14%	16%
I don't believe that moving my money will make a difference to my overall pension savings	25	13	25	6	-	3	-	25	-	-	-	-	-	-	12	1	11	11	1	8	17
	7%	9%	7%	13%	-	4%	-	7%	-	-	-	-	-	-	11%	16%	10%	5%	3%	8%	6%
I don't care about where my pension is invested	20	6	20	3	-	7	-	20	-	-	-	-	-	-	7	1	7	9	4	4	17
	6%	4%	6%	6%	-	10%	-	6%	-	-	-	-	-	-	6%	12%	6%	4%	8%	4%	6%

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Absolutes/col percents

Table 180

Q18. Which of the following reasons best explains why you do not feel able to decide where your pension is invested?

Base: All pension holders and aware who do not feel able to decide where their pension is invested

Sample: All with Defined Contribution pension

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees that I'm charged through my pension	The likelihood of my pension savings going down or up in value	The level of risk that I take, or the likelihood of my pension savings increasing by, or the return on investment	The amount of money my pension savings are in line with my social, moral or ethical values	Investing in companies or assets that are in line with my moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't care about where my pension is invested
Unweighted base	330	183	230	283	104	30	160	-	330	-	-	-	141	189	-	220	129	50	25	18	99
Weighted base	370	202	258	320	119	31	179	-	370	-	-	-	159	211	-	242	145	56	25	20	111
My pension plan doesn't allow me to choose where my pension savings are invested	242	130	170	210	85	23	109	-	242	-	-	-	90	153	-	242	68	30	16	10	65
	66%	64%	66%	66%	71%	72%	61%	-	66%	-	-	-	56%	72%	-	100%	47%	54%	63%	48%	59%
I don't feel I have enough information and/or don't know enough about investing to make such a decision	145	90	95	123	34	8	84	-	145	-	-	-	74	71	-	68	145	43	10	11	46
	39%	44%	37%	39%	28%	26%	47%	-	39%	-	-	-	47%	33%	-	28%	100%	76%	41%	52%	41%
I don't think it is possible for me to change where my pension is invested	111	65	78	95	30	15	51	-	111	-	-	-	37	74	-	65	46	24	9	6	111
	30%	32%	30%	30%	25%	46%	28%	-	30%	-	-	-	23%	35%	-	27%	32%	42%	37%	28%	100%
I think it is too risky to move my money and I don't want to lose money	56	32	43	47	15	5	26	-	56	-	-	-	31	25	-	30	43	56	8	3	24
	15%	16%	17%	15%	12%	16%	15%	-	15%	-	-	-	19%	12%	-	13%	30%	100%	32%	16%	21%
I don't believe that moving my money will make a difference to my overall pension savings	25	9	19	23	7	4	13	-	25	-	-	-	9	16	-	16	10	8	25	-	9
	7%	5%	7%	7%	6%	11%	7%	-	7%	-	-	-	6%	7%	-	6%	7%	14%	100%	-	8%
I don't care about where my pension is invested	20	13	15	19	2	1	10	-	20	-	-	-	8	12	-	10	11	3	-	20	6
	6%	7%	6%	6%	2%	4%	5%	-	6%	-	-	-	5%	6%	-	4%	7%	6%	-	100%	5%

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Absolutes/col percents

Table 181

Q18. Which of the following reasons best explains why you do not feel able to decide where your pension is invested?

Base: All pension holders and aware who do not feel able to decide where their pension is invested

Sample: All with Defined Contribution pension

	vested										investing			Clockface Quadrants			
	I was not happy with the amount of money I was making on my pensions	I wanted to save or invest in a different way for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	330	-	-	-	-	-	-	-	23	212	74	21	82	84	82	82	
Weighted base	370	-	-	-	-	-	-	-	26	234	87	23	87	104	93	86	
My pension plan doesn't allow me to choose where my pension savings are invested	242 66%	-	-	-	-	-	-	-	15 59%	152 65%	60 69%	15 63%	56 64%	60 58%	64 69%	62 72%	
I don't feel I have enough information and/or don't know enough about investing to make such a decision	145 39%	-	-	-	-	-	-	-	11 44%	93 40%	34 39%	7 30%	29 33%	51 49%	35 38%	29 34%	
I don't think it is possible for me to change where my pension is invested	111 30%	-	-	-	-	-	-	-	5 20%	65 28%	37 42%	4 19%	31 35%	29 28%	24 26%	27 32%	
I think it is too risky to move my money and I don't want to lose money	56 15%	-	-	-	-	-	-	-	5 21%	37 16%	12 14%	1 5%	11 12%	20 19%	15 16%	10 11%	
I don't believe that moving my money will make a difference to my overall pension savings	25 7%	-	-	-	-	-	-	-	3 11%	12 5%	8 9%	2 9%	10 12%	3 3%	5 5%	6 7%	
I don't care about where my pension is invested	20 6%	-	-	-	-	-	-	-	1 2%	13 5%	4 5%	3 11%	3 4%	8 8%	4 4%	5 6%	

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Table 182

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?**Base: All pension holders and aware who do feel able to decide where their pension is invested**

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	488	309	178	131	98	78	65	110	77	66	49	51	62	53	32	29	14	48	257	86	6	16	9	105	9
Weighted base	528	323	203	154	105	93	68	101	84	70	59	53	53	68	35	34	16	47	351	55	4	13	7	91	7
I wanted greater flexibility in how much I can add to my pension savings each month	76	53	23	23	21	16	8	6	16	15	11	6	3	8	5	6	2	3	56	12	1	-	2	5	-
	14%	16%	11%	15%	20%	17%	12%	6%	19%	22%	18%	12%	6%	11%	16%	16%	11%	6%	16%	22%	19%	-	24%	6%	-
I wanted to save or invest in a different way to save for my retirement	74	48	26	27	21	11	4	6	21	9	8	4	6	7	12	3	1	-	54	10	2	1	1	4	1
	14%	15%	13%	18%	20%	12%	6%	6%	25%	13%	13%	7%	11%	10%	34%	10%	5%	-	16%	18%	48%	11%	10%	4%	20%
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	73	53	20	29	16	7	8	10	18	12	6	8	8	11	4	2	-	2	53	6	-	1	2	11	-
	14%	16%	10%	19%	15%	8%	12%	10%	21%	16%	9%	16%	15%	15%	12%	5%	-	4%	15%	11%	-	6%	24%	12%	-
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	73	54	19	28	17	14	5	7	19	10	14	5	3	8	7	-	-	4	58	7	1	3	-	3	1
	14%	17%	9%	18%	17%	15%	8%	7%	23%	15%	24%	10%	6%	12%	20%	-	-	8%	17%	12%	16%	23%	-	4%	14%
I learnt more about pension investment and decided to move my money because of it	56	42	13	23	14	11	4	4	14	11	10	4	3	7	3	2	-	1	42	8	1	1	1	4	-
	11%	13%	6%	15%	14%	12%	5%	4%	16%	16%	17%	7%	6%	10%	9%	4%	-	2%	12%	14%	16%	6%	11%	5%	-
I was not happy with the amount of money I was making on my pensions savings	52	33	19	14	19	6	5	7	7	12	5	5	4	8	7	1	-	4	35	8	2	1	-	5	1
	10%	10%	9%	9%	18%	6%	8%	7%	8%	18%	8%	10%	7%	11%	20%	3%	-	8%	10%	15%	34%	11%	-	6%	12%
My pension was not being invested in companies or assets that are in line with my values	35	19	16	14	13	7	-	2	10	6	3	-	-	4	7	3	-	2	30	3	-	1	-	2	-
	7%	6%	8%	9%	12%	7%	-	2%	12%	8%	6%	-	-	6%	20%	10%	-	4%	9%	5%	-	5%	-	2%	-
Other	3	2	1	-	-	-	2	2	-	-	-	2	1	-	-	-	-	1	-	-	-	1	-	3	-
	1%	1%	*	-	-	-	2%	2%	-	-	-	3%	1%	-	-	-	-	2%	-	-	-	6%	-	3%	-
I have never changed or tried to change how my pension savings are allocated	259	141	118	55	42	46	44	72	21	30	24	31	36	35	12	22	13	35	148	27	2	8	4	67	4
	49%	44%	58%	36%	40%	50%	64%	71%	25%	43%	40%	58%	68%	51%	36%	67%	84%	75%	42%	48%	52%	60%	55%	74%	53%

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Table 182

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?
Base: All pension holders and aware who do feel able to decide where their pension is invested

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Weighted base	528	323	203	154	105	93	68	101	84	70	59	53	53	68	35	34	16	47	351	55	4	13	7	91	7
NET: Invest in a low risk fund and not a high risk fund	59 11%	43 13%	15 7%	18 12%	13 13%	6 7%	8 11%	10 10%	11 13%	10 15%	4 7%	8 14%	8 15%	7 11%	3 8%	2 5%	-	2 4%	41 12%	4 8%	-	1 6%	2 24%	10 12%	-
NET: Invest in a high risk fund and not a low risk fund	58 11%	44 14%	14 7%	17 11%	15 14%	13 14%	5 7%	7 7%	13 15%	9 13%	13 22%	5 9%	3 6%	5 7%	6 16%	-	-	4 8%	46 13%	5 9%	1 16%	3 23%	-	3 3%	1 14%
NET: Invest in both low risk and high risk funds	15 3%	10 3%	5 2%	10 7%	2 2%	1 1%	1 1%	-	7 8%	1 1%	1 2%	1 2%	-	3 5%	1 4%	-	-	-	12 3%	2 3%	-	-	-	1 1%	-

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Absolutes/col percents

Table 183

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?**Base: All pension holders and aware who do feel able to decide where their pension is invested**

	Social Grade					Region											Ethnicity								
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	488	164	144	102	78	36	12	67	40	38	22	18	44	74	82	46	9	419	66	11	38	13	1	3	3
Weighted base	528	185	147	115	81	37	15	71	40	43	28	19	45	90	88	45	9	435	91	14	55	15	1	6	2
I wanted greater flexibility in how much I can add to my pension savings each month	76	29	19	17	12	6	-	11	-	13	-	2	5	23	12	5	1	47	29	8	15	6	-	-	-
	14%	15%	13%	15%	15%	15%	-	15%	-	29%	-	8%	11%	25%	13%	12%	15%	11%	32%	59%	27%	39%	-	-	-
I wanted to save or invest in a different way to save for my retirement	74	26	19	21	8	10	1	10	7	7	-	1	2	21	7	8	1	45	29	5	17	7	-	-	-
	14%	14%	13%	18%	10%	29%	10%	14%	17%	15%	-	6%	4%	23%	8%	17%	8%	10%	32%	35%	31%	47%	-	-	-
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	73	33	16	18	7	7	1	13	5	7	6	2	3	15	10	3	1	45	27	7	18	3	-	-	1
	14%	18%	11%	15%	9%	18%	10%	18%	13%	16%	20%	12%	6%	16%	12%	8%	15%	10%	30%	48%	32%	18%	-	-	44%
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	73	37	16	13	6	5	1	12	3	4	4	-	9	19	11	3	1	59	14	-	12	1	1	-	-
	14%	20%	11%	11%	8%	14%	9%	16%	8%	10%	13%	-	21%	21%	12%	7%	8%	14%	15%	-	21%	4%	100%	-	-
I learnt more about pension investment and decided to move my money because of it	56	21	16	8	11	3	3	8	2	7	3	3	1	16	5	5	-	40	16	4	6	4	-	2	-
	11%	11%	11%	7%	14%	8%	19%	11%	5%	16%	12%	18%	2%	18%	6%	10%	-	9%	18%	30%	11%	26%	-	37%	-
I was not happy with the amount of money I was making on my pensions savings	52	21	14	12	5	4	3	10	3	3	1	1	4	13	7	2	1	39	13	-	11	2	-	-	-
	10%	11%	9%	10%	7%	10%	17%	14%	8%	6%	3%	7%	9%	15%	8%	6%	13%	9%	14%	-	19%	14%	-	-	-
My pension was not being invested in companies or assets that are in line with my values	35	19	6	7	3	3	-	6	2	8	-	-	-	9	2	5	*	26	9	-	9	-	-	-	-
	7%	10%	4%	6%	4%	8%	-	9%	4%	18%	-	-	-	10%	3%	11%	5%	6%	10%	-	17%	-	-	-	-
Other	3	1	2	-	1	-	-	-	-	-	-	-	-	1	2	1	-	2	-	-	-	-	-	-	1
	1%	*	1%	-	1%	-	-	-	-	-	-	-	-	1%	2%	2%	-	1%	-	-	-	-	-	-	37%
I have never changed or tried to change how my pension savings are allocated	259	81	81	54	44	15	10	37	21	11	18	11	29	29	53	22	5	237	21	2	10	6	-	4	*
	49%	44%	55%	47%	54%	40%	63%	52%	54%	27%	63%	56%	64%	32%	60%	48%	57%	55%	24%	17%	18%	39%	-	63%	19%
NET: Invest in a low risk fund and not a high risk fund	59	23	13	15	7	3	1	10	4	6	6	2	2	10	9	3	1	35	23	7	14	2	-	-	1
	11%	13%	9%	13%	9%	9%	10%	14%	9%	14%	20%	12%	4%	11%	10%	8%	15%	8%	25%	48%	26%	14%	-	-	44%
NET: Invest in a high risk fund and not a low risk fund	58	28	13	10	6	2	1	9	2	3	4	-	9	15	10	3	1	49	9	-	8	-	1	-	-
	11%	15%	9%	9%	8%	6%	9%	12%	5%	8%	13%	-	19%	17%	11%	7%	8%	11%	10%	-	15%	-	100%	-	-

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Absolutes/col percents

Table 183

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?
Base: All pension holders and aware who do feel able to decide where their pension is invested

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Weighted base	528	185	147	115	81	37	15	71	40	43	28	19	45	90	88	45	9	435	91	14	55	15	1	6	2
NET: Invest in both low risk and high risk funds	15 3%	9 5%	3 2%	3 2%	-	3 9%	-	3 4%	1 3%	1 3%	-	-	1 2%	4 5%	1 1%	-	-	10 2%	4 5%	-	4 7%	1 4%	-	-	-

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Absolutes/col percents

Table 184

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?
Base: All pension holders and aware who do feel able to decide where their pension is invested

	Income														Pension Status Awareness				
	Total	Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	488	52	69	76	93	65	40	19	24	20	3	6	4	2	4	488	-	-	-
Weighted base	528	44	66	75	103	76	49	23	32	24	3	7	5	3	5	528	-	-	-
I wanted greater flexibility in how much I can add to my pension savings each month	76 14%	6 14%	4 5%	10 14%	13 13%	7 9%	4 7%	3 15%	7 21%	10 42%	1 16%	1 20%	-	3 100%	3 50%	76 14%	-	-	-
I wanted to save or invest in a different way to save for my retirement	74 14%	6 14%	10 14%	13 17%	12 11%	9 11%	5 10%	5 23%	10 31%	2 10%	1 38%	-	-	2 61%	-	74 14%	-	-	-
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	73 14%	3 6%	7 11%	14 18%	13 13%	5 7%	11 22%	4 19%	2 8%	7 27%	-	2 21%	-	1 39%	2 30%	73 14%	-	-	-
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	73 14%	8 19%	2 3%	7 10%	10 10%	11 15%	6 12%	4 17%	10 32%	3 12%	3 84%	1 18%	1 26%	-	1 24%	73 14%	-	-	-
I learnt more about pension investment and decided to move my money because of it	56 11%	5 11%	7 11%	9 12%	9 9%	8 10%	2 4%	3 15%	3 10%	4 19%	-	2 21%	1 21%	2 61%	-	56 11%	-	-	-
I was not happy with the amount of money I was making on my pensions savings	52 10%	4 10%	6 9%	11 14%	7 6%	10 13%	6 12%	3 12%	4 11%	2 7%	-	1 13%	-	-	-	52 10%	-	-	-
My pension was not being invested in companies or assets that are in line with my values	35 7%	-	3 4%	6 8%	5 5%	7 9%	6 13%	3 11%	-	3 12%	-	2 21%	-	-	-	35 7%	-	-	-
Other	3 1%	1 2%	1 1%	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	3 1%	-	-	-
I have never changed or tried to change how my pension savings are allocated	259 49%	25 56%	38 57%	34 45%	62 61%	44 58%	20 41%	9 40%	11 34%	6 26%	-	2 29%	3 53%	-	1 26%	259 49%	-	-	-
NET: Invest in a low risk fund and not a high risk fund	59 11%	1 3%	7 11%	11 15%	10 10%	4 5%	9 19%	3 15%	2 8%	6 25%	-	2 21%	-	1 39%	2 30%	59 11%	-	-	-

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Table 184

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?
Base: All pension holders and aware who do feel able to decide where their pension is invested

	Income														Pension Status Awareness				
	Total	Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Weighted base	528	44	66	75	103	76	49	23	32	24	3	7	5	3	5	528	-	-	-
NET: Invest in a high risk fund and not a low risk fund	58 11%	7 16%	2 3%	4 6%	8 7%	9 12%	4 8%	3 13%	10 32%	2 10%	3 84%	1 18%	1 26%	-	1 24%	58 11%	-	-	-
NET: Invest in both low risk and high risk funds	15 3%	1 3%	-	3 4%	2 2%	2 2%	3 3%	1 5%	-	1 3%	-	-	-	-	-	15 3%	-	-	-

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Table 185

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?
Base: All pension holders and aware who do feel able to decide where their pension is invested

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)						Q15 - Knowledge of pensions					Q12 - Started receiving payouts	
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes
Unweighted base	488	227	257	78	70	177	-	1	301	-	-	-	-	-	-	331	71	260	142	15	164	324
Weighted base	528	242	293	84	76	183	-	1	336	-	-	-	-	-	-	357	85	272	154	17	159	369
I wanted greater flexibility in how much I can add to my pension savings each month	76	31	46	13	5	36	-	-	52	-	-	-	-	-	-	63	22	41	11	2	23	53
	14%	13%	16%	16%	6%	19%	-	-	16%	-	-	-	-	-	-	18%	26%	15%	7%	11%	15%	14%
I wanted to save or invest in a different way to save for my retirement	74	27	51	14	8	25	-	-	56	-	-	-	-	-	-	61	25	36	9	3	17	57
	14%	11%	17%	17%	10%	14%	-	-	17%	-	-	-	-	-	-	17%	29%	13%	6%	21%	10%	16%
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	73	37	41	16	9	35	-	-	45	-	-	-	-	-	-	58	22	36	11	4	32	41
	14%	15%	14%	20%	12%	19%	-	-	13%	-	-	-	-	-	-	16%	25%	13%	7%	25%	20%	11%
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	73	35	52	14	5	37	-	-	56	-	-	-	-	-	-	64	21	42	9	-	19	54
	14%	14%	18%	17%	7%	20%	-	-	17%	-	-	-	-	-	-	18%	25%	16%	6%	-	12%	15%
I learnt more about pension investment and decided to move my money because of it	56	25	32	8	8	26	-	-	35	-	-	-	-	-	-	47	16	31	8	1	13	43
	11%	11%	11%	9%	10%	14%	-	-	10%	-	-	-	-	-	-	13%	18%	11%	5%	8%	8%	12%
I was not happy with the amount of money I was making on my pensions savings	52	27	31	12	7	24	-	-	33	-	-	-	-	-	-	40	13	27	11	1	16	36
	10%	11%	11%	15%	9%	13%	-	-	10%	-	-	-	-	-	-	11%	15%	10%	7%	5%	10%	10%
My pension was not being invested in companies or assets that are in line with my values	35	18	27	8	1	10	-	-	28	-	-	-	-	-	-	26	8	19	7	2	8	27
	7%	8%	9%	9%	1%	5%	-	-	8%	-	-	-	-	-	-	7%	9%	7%	5%	11%	5%	7%
Other	3	2	-	2	-	2	-	-	2	-	-	-	-	-	-	3	2	1	1	-	3	1
	1%	1%	-	2%	-	1%	-	-	1%	-	-	-	-	-	-	1%	2%	*	1%	-	2%	*
I have never changed or tried to change how my pension savings are allocated	259	125	133	31	51	70	-	1	155	-	-	-	-	-	-	143	21	122	108	8	81	178
	49%	51%	45%	36%	67%	38%	-	100%	46%	-	-	-	-	-	-	40%	25%	45%	70%	47%	51%	48%

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Table 185

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)						Q15 - Knowledge of pensions					Q12 - Started receiving payouts	
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes
Weighted base	528	242	293	84	76	183	-	1	336	-	-	-	-	-	-	357	85	272	154	17	159	369
NET: Invest in a low risk fund and not a high risk fund	59 11%	30 12%	30 10%	15 18%	8 11%	27 15%	-	-	34 10%	-	-	-	-	-	-	44 12%	16 19%	28 10%	10 7%	4 25%	25 16%	33 9%
NET: Invest in a high risk fund and not a low risk fund	58 11%	28 11%	41 14%	12 15%	5 6%	30 16%	-	-	45 13%	-	-	-	-	-	-	50 14%	16 18%	34 13%	9 6%	-	12 8%	46 12%
NET: Invest in both low risk and high risk funds	15 3%	7 3%	11 4%	2 2%	1 1%	8 4%	-	-	11 3%	-	-	-	-	-	-	14 4%	6 7%	8 3%	1 *	-	6 4%	8 2%

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Table 186

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?
Base: All pension holders and aware who do feel able to decide where their pension is invested

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested					
	Total	The fees charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that moving my money will make a difference to my pension is invested	I don't think it is possible for me to change where my pension is invested
Unweighted base	488	271	308	384	170	92	239	488	-	103	385	-	-	-	-	-	-	-	-	-
Weighted base	528	289	325	412	186	102	270	528	-	115	413	-	-	-	-	-	-	-	-	-
I wanted greater flexibility in how much I can add to my pension savings each month	76 14%	39 14%	40 12%	55 13%	28 15%	20 19%	45 17%	76 14%	-	22 19%	54 13%	-	-	-	-	-	-	-	-	-
I wanted to save or invest in a different way to save for my retirement	74 14%	43 15%	39 12%	47 12%	29 16%	23 23%	41 15%	74 14%	-	30 26%	44 11%	-	-	-	-	-	-	-	-	-
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	73 14%	36 13%	33 10%	53 13%	36 20%	25 24%	37 14%	73 14%	-	24 21%	49 12%	-	-	-	-	-	-	-	-	-
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	73 14%	39 14%	47 14%	55 13%	23 12%	14 14%	40 15%	73 14%	-	25 22%	48 12%	-	-	-	-	-	-	-	-	-
I learnt more about pension investment and decided to move my money because of it	56 11%	31 11%	30 9%	38 9%	24 13%	13 12%	33 12%	56 11%	-	22 19%	35 8%	-	-	-	-	-	-	-	-	-
I was not happy with the amount of money I was making on my pensions savings	52 10%	26 9%	30 9%	37 9%	25 13%	10 10%	29 11%	52 10%	-	17 14%	35 9%	-	-	-	-	-	-	-	-	-
My pension was not being invested in companies or assets that are in line with my values	35 7%	16 5%	20 6%	18 4%	20 11%	11 11%	21 8%	35 7%	-	6 5%	29 7%	-	-	-	-	-	-	-	-	-

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Table 186

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?
Base: All pension holders and aware who do feel able to decide where their pension is invested

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested					
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that moving my money will make a difference to my pension is invested	I don't think it is possible for me to change where my pension is invested
Weighted base	528	289	325	412	186	102	270	528	-	115	413	-	-	-	-	-	-	-	-	-
Other	3	3	2	3	1	-	-	3	-	1	3	-	-	-	-	-	-	-	-	-
	1%	1%	1%	1%	*	-	-	1%	-	1%	1%	-	-	-	-	-	-	-	-	-
I have never changed or tried to change how my pension savings are allocated	259	144	172	228	79	29	125	259	-	33	226	-	-	-	-	-	-	-	-	-
	49%	50%	53%	55%	42%	28%	46%	49%	-	29%	55%	-	-	-	-	-	-	-	-	-
NET: Invest in a low risk fund and not a high risk fund	59	29	27	41	30	21	28	59	-	17	42	-	-	-	-	-	-	-	-	-
	11%	10%	8%	10%	16%	20%	10%	11%	-	15%	10%	-	-	-	-	-	-	-	-	-
NET: Invest in a high risk fund and not a low risk fund	58	32	40	44	17	10	31	58	-	17	41	-	-	-	-	-	-	-	-	-
	11%	11%	12%	11%	9%	10%	12%	11%	-	15%	10%	-	-	-	-	-	-	-	-	-
NET: Invest in both low risk and high risk funds	15	8	6	11	6	4	9	15	-	8	7	-	-	-	-	-	-	-	-	-
	3%	3%	2%	3%	3%	4%	3%	3%	-	7%	2%	-	-	-	-	-	-	-	-	-

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Table 187

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?
Base: All pension holders and aware who do feel able to decide where their pension is invested

	vested								investing				Clockface Quadrants				
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	488	67	51	64	65	68	30	249	77	275	107	29	74	104	133	177	
Weighted base	528	52	74	56	73	76	35	259	90	304	105	28	77	108	149	194	
I wanted greater flexibility in how much I can add to my pension savings each month	76 14%	10 20%	20 27%	16 28%	24 32%	14 19%	76 100%	8 22%	- -	11 12%	45 15%	20 19%	* 2%	7 9%	11 10%	20 13%	38 20%
I wanted to save or invest in a different way to save for my retirement	74 14%	15 28%	74 100%	12 22%	18 24%	13 17%	20 27%	3 9%	- -	21 23%	35 12%	18 17%	- -	3 4%	11 11%	25 17%	35 18%
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	73 14%	7 13%	18 24%	15 26%	73 100%	15 20%	24 31%	12 34%	- -	19 21%	43 14%	11 10%	- -	13 17%	12 11%	16 11%	33 17%
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	73 14%	19 37%	13 17%	16 29%	15 20%	73 100%	14 19%	4 10%	- -	17 19%	40 13%	15 14%	1 5%	10 13%	8 8%	19 13%	35 18%
I learnt more about pension investment and decided to move my money because of it	56 11%	15 29%	12 17%	56 100%	15 20%	16 23%	16 21%	5 14%	- -	14 16%	33 11%	8 8%	1 5%	4 6%	14 13%	13 9%	25 13%
I was not happy with the amount of money I was making on my pensions savings	52 10%	52 100%	15 20%	15 27%	7 9%	19 26%	10 13%	4 10%	- -	7 8%	30 10%	15 14%	- -	8 10%	9 9%	14 9%	21 11%
My pension was not being invested in companies or assets that are in line with my values	35 7%	4 7%	3 4%	5 9%	12 17%	4 5%	8 10%	35 100%	- -	16 18%	18 6%	1 1%	- -	6 7%	3 3%	9 6%	18 9%

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Absolutes/col percents

Table 187

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?
Base: All pension holders and aware who do feel able to decide where their pension is invested

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Weighted base	528	52	74	56	73	73	76	35	259	90	304	105	28	77	108	149	194
Other	3	-	-	-	-	-	-	-	-	2	1	1	-	1	1	2	-
	1%	-	-	-	-	-	-	-	-	2%	*	1%	-	1%	1%	1%	-
I have never changed or tried to change how my pension savings are allocated	259	-	-	-	-	-	-	-	259	29	151	54	25	44	60	77	78
	49%	-	-	-	-	-	-	-	100%	32%	50%	51%	89%	57%	55%	52%	41%
NET: Invest in a low risk fund and not a high risk fund	59	5	15	11	59	-	21	9	-	10	37	11	-	8	11	16	23
	11%	10%	21%	19%	80%	-	27%	25%	-	11%	12%	10%	-	11%	10%	11%	12%
NET: Invest in a high risk fund and not a low risk fund	58	17	10	12	-	58	11	1	-	8	34	15	1	6	8	19	25
	11%	34%	14%	22%	-	80%	15%	2%	-	9%	11%	14%	5%	7%	7%	13%	13%
NET: Invest in both low risk and high risk funds	15	1	3	4	15	15	3	3	-	9	6	-	-	4	1	-	10
	3%	3%	3%	7%	20%	20%	4%	9%	-	10%	2%	-	-	6%	1%	-	5%

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Absolutes/col percents

Table 188

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?
Base: All pension holders and aware who do feel able to decide where their pension is invested

	Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?												
	Total	I wanted greater flexibility in how much I can add to my pension savings each month	I wanted to save or invest in a different way to save for my retirement	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I learnt more about pension investment and decided to move my money because of it	I was not happy with the amount of money I was making on my pensions savings	My pension was not being invested in companies or assets that are in line with my values	Other	I have never changed or tried to change how my pension savings are allocated	NET: Invest in a low risk fund and not a high risk fund	NET: Invest in a high risk fund and not a low risk fund	NET: Invest in both low risk and high risk funds
Unweighted base	488	68	67	64	65	51	50	30	4	249	51	52	13
Weighted base	528	76	74	73	73	56	52	35	3	259	59	58	15
I wanted greater flexibility in how much I can add to my pension savings each month	76	76	20	24	14	16	10	8	-	-	21	11	3
	14%	100%	27%	32%	19%	28%	20%	22%	-	-	35%	19%	20%
I wanted to save or invest in a different way to save for my retirement	74	20	74	18	13	12	15	3	-	-	15	10	3
	14%	27%	100%	24%	17%	22%	28%	9%	-	-	26%	17%	17%
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	73	24	18	73	15	15	7	12	-	-	59	-	15
	14%	31%	24%	100%	20%	26%	13%	34%	-	-	100%	-	100%
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	73	14	13	15	73	16	19	4	-	-	-	58	15
	14%	19%	17%	20%	100%	29%	37%	10%	-	-	-	100%	100%
I learnt more about pension investment and decided to move my money because of it	56	16	12	15	16	56	15	5	-	-	11	12	4
	11%	21%	17%	20%	23%	100%	29%	14%	-	-	18%	21%	28%
I was not happy with the amount of money I was making on my pensions savings	52	10	15	7	19	15	52	4	-	-	5	17	1
	10%	13%	20%	9%	26%	27%	100%	10%	-	-	9%	30%	10%
My pension was not being invested in companies or assets that are in line with my values	35	8	3	12	4	5	4	35	-	-	9	1	3
	7%	10%	4%	17%	5%	9%	7%	100%	-	-	15%	1%	21%
Other	3	-	-	-	-	-	-	-	3	-	-	-	-
	1%	-	-	-	-	-	-	-	100%	-	-	-	-
I have never changed or tried to change how my pension savings are allocated	259	-	-	-	-	-	-	-	-	259	-	-	-
	49%	-	-	-	-	-	-	-	-	100%	-	-	-

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Table 188

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?
Base: All pension holders and aware who do feel able to decide where their pension is invested

	Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?												
	Total	I wanted greater flexibility in how much I can add to my pension savings each month	I wanted to save or invest in a different way to save for my retirement	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I learnt more about pension investment and decided to move my money because of it	I was not happy with the amount of money I was making on my pensions savings	My pension was not being invested in companies or assets that are in line with my values	Other	I have never changed or tried to change how my pension savings are allocated	NET: Invest in a low risk fund and not a high risk fund	NET: Invest in a high risk fund and not a low risk fund	NET: Invest in both low risk and high risk funds
Weighted base	528	76	74	73	73	56	52	35	3	259	59	58	15
NET: Invest in a low risk fund and not a high risk fund	59 11%	21 27%	15 21%	59 80%	- -	11 19%	5 10%	9 25%	- -	- -	59 100%	- -	- -
NET: Invest in a high risk fund and not a low risk fund	58 11%	11 15%	10 14%	- -	58 80%	12 22%	17 34%	1 2%	- -	- -	- -	58 100%	- -
NET: Invest in both low risk and high risk funds	15 3%	3 4%	3 3%	15 20%	15 20%	4 7%	1 3%	3 9%	- -	- -	- -	- -	15 100%

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Absolutes/col percents

Table 189

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: All who have ever changed/ tried to change allocation

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	239	166	72	84	57	39	23	30	57	37	29	20	19	26	20	10	3	11	148	45	3	7	4	28	4
Weighted base	269	182	85	99	62	46	25	29	63	40	35	22	17	33	22	11	3	12	203	28	2	5	3	24	3
I wanted greater flexibility in how much I can add to my pension savings each month	76 28%	53 29%	23 27%	23 24%	21 33%	16 35%	8 34%	6 20%	16 25%	15 39%	11 30%	6 29%	3 18%	8 23%	5 24%	6 49%	2 71%	3 22%	56 28%	12 43%	1 39%	-	2 53%	5 21%	-
I wanted to save or invest in a different way to save for my retirement	74 28%	48 26%	26 30%	27 28%	21 34%	11 24%	4 18%	6 20%	21 33%	9 23%	8 23%	4 16%	6 35%	7 20%	12 53%	3 29%	1 29%	-	54 27%	10 35%	2 100%	1 27%	1 23%	4 16%	1 43%
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	73 27%	53 29%	20 23%	29 29%	16 25%	7 16%	8 34%	10 34%	18 28%	12 29%	6 16%	8 38%	8 47%	11 32%	4 19%	2 16%	-	2 15%	53 26%	6 21%	-	1 15%	2 53%	11 47%	-
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	73 27%	54 30%	19 22%	28 28%	17 28%	14 30%	5 22%	7 23%	19 30%	10 26%	14 40%	5 24%	3 18%	8 25%	7 32%	-	-	4 31%	58 29%	7 24%	1 32%	3 56%	-	3 14%	1 30%
I learnt more about pension investment and decided to move my money because of it	56 21%	42 23%	13 15%	23 23%	14 23%	11 24%	4 15%	4 15%	14 21%	11 28%	10 28%	4 17%	3 19%	7 21%	3 15%	2 13%	-	1 9%	42 21%	8 27%	1 32%	1 15%	1 24%	4 18%	-
I was not happy with the amount of money I was making on my pensions savings	52 19%	33 18%	19 22%	14 15%	19 31%	6 12%	5 22%	7 26%	7 11%	12 31%	5 13%	5 24%	4 23%	8 23%	7 31%	1 8%	-	4 31%	35 17%	8 28%	2 71%	1 27%	-	5 22%	1 26%
My pension was not being invested in companies or assets that are in line with my values	35 13%	19 10%	16 19%	14 14%	13 21%	7 14%	-	2 6%	10 15%	6 15%	3 9%	-	-	4 13%	7 31%	3 29%	-	2 15%	30 15%	3 11%	-	1 13%	-	2 8%	-
Other	3 1%	2 1%	1 1%	-	-	-	2 7%	2 6%	-	-	-	2 8%	1 5%	-	-	-	-	1 8%	-	-	-	1 15%	-	3 11%	-
I have never changed or tried to change how my pension savings are allocated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Table 189

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: All who have ever changed/ tried to change allocation

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Weighted base	269	182	85	99	62	46	25	29	63	40	35	22	17	33	22	11	3	12	203	28	2	5	3	24	3
NET: Invest in a low risk fund and not a high risk fund	59 22%	43 24%	15 18%	18 19%	13 21%	6 13%	8 31%	10 34%	11 18%	10 26%	4 12%	8 35%	8 47%	7 21%	3 13%	2 16%	-	2 15%	41 20%	4 15%	-	1 15%	2 53%	10 44%	-
NET: Invest in a high risk fund and not a low risk fund	58 22%	44 24%	14 17%	17 18%	15 24%	13 28%	5 19%	7 23%	13 20%	9 23%	13 36%	5 21%	3 18%	5 15%	6 25%	-	-	4 31%	46 23%	5 18%	1 32%	3 56%	-	3 11%	1 30%
NET: Invest in both low risk and high risk funds	15 5%	10 5%	5 6%	10 10%	2 4%	1 3%	1 3%	-	7 11%	1 3%	1 4%	1 4%	-	3 10%	1 6%	-	-	-	12 6%	2 6%	-	-	-	1 3%	-

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Table 190

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: All who have ever changed/ tried to change allocation

	Social Grade					Region											Ethnicity								
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	239	90	65	49	35	21	4	31	18	26	8	7	15	49	33	23	4	187	50	9	31	8	1	1	2
Weighted base	269	105	66	61	37	22	6	34	18	31	10	8	16	61	35	23	4	198	69	11	45	9	1	2	2
I wanted greater flexibility in how much I can add to my pension savings each month	76 28%	29 27%	19 28%	17 27%	12 32%	6 25%	-	11 31%	-	13 40%	-	2 18%	5 30%	23 37%	12 33%	5 23%	1 35%	47 24%	29 42%	8 72%	15 33%	6 64%	-	-	-
I wanted to save or invest in a different way to save for my retirement	74 28%	26 25%	19 29%	21 34%	8 22%	10 48%	1 27%	10 28%	7 37%	7 21%	-	1 14%	2 10%	21 34%	7 20%	8 34%	1 18%	45 23%	29 42%	5 42%	17 38%	7 77%	-	-	-
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	73 27%	33 31%	16 24%	18 29%	7 20%	7 30%	1 27%	13 38%	5 27%	7 22%	6 54%	2 28%	3 16%	15 24%	10 29%	3 15%	1 36%	45 23%	27 39%	7 59%	18 39%	3 30%	-	-	1 55%
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	73 27%	37 36%	16 25%	13 21%	6 17%	5 24%	1 26%	12 34%	3 18%	4 14%	4 35%	-	9 59%	19 32%	11 31%	3 14%	1 18%	59 30%	14 20%	-	12 26%	1 7%	1 100%	-	-
I learnt more about pension investment and decided to move my money because of it	56 21%	21 20%	16 24%	8 14%	11 30%	3 13%	3 52%	8 24%	2 11%	7 22%	3 32%	3 42%	1 6%	16 27%	5 14%	5 20%	-	40 20%	16 23%	4 36%	6 13%	4 43%	-	2 100%	-
I was not happy with the amount of money I was making on my pensions savings	52 19%	21 20%	14 21%	12 19%	5 15%	4 16%	3 47%	10 29%	3 18%	3 8%	1 9%	1 17%	4 26%	13 22%	7 19%	2 11%	1 30%	39 20%	13 18%	-	11 24%	2 23%	-	-	-
My pension was not being invested in companies or assets that are in line with my values	35 13%	19 18%	6 9%	7 11%	3 9%	3 14%	-	6 19%	2 9%	8 24%	-	-	-	9 15%	2 7%	5 21%	*	26 13%	9 13%	-	9 20%	-	-	-	-
Other	3 1%	1 1%	2 3%	-	1 2%	-	-	-	-	-	-	-	-	1 1%	2 5%	1 4%	-	2 1%	-	-	-	-	-	-	1 45%
I have never changed or tried to change how my pension savings are allocated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Invest in a low risk fund and not a high risk fund	59 22%	23 22%	13 19%	15 25%	7 20%	3 16%	1 27%	10 30%	4 20%	6 19%	6 54%	2 28%	2 11%	10 17%	9 26%	3 15%	1 36%	35 18%	23 33%	7 59%	14 31%	2 22%	-	-	1 55%

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Table 190

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: All who have ever changed/ tried to change allocation

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Weighted base	269	105	66	61	37	22	6	34	18	31	10	8	16	61	35	23	4	198	69	11	45	9	1	2	2
NET: Invest in a high risk fund and not a low risk fund	58 22%	28 27%	13 20%	10 17%	6 17%	2 9%	1 26%	9 26%	2 10%	3 10%	4 35%	-	9 54%	15 24%	10 27%	3 14%	1 18%	49 25%	9 14%	-	8 18%	-	1 100%	-	-
NET: Invest in both low risk and high risk funds	15 5%	9 9%	3 5%	3 4%	-	3 14%	-	3 8%	1 8%	1 4%	-	-	1 5%	4 7%	1 3%	-	-	10 5%	4 6%	-	4 8%	1 7%	-	-	-

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Table 191

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: All who have ever changed/ tried to change allocation

	Income														Pension Status Awareness				
	Total	Up to	£10,001	£15,001	£20,001	£25,001	£30,001	£35,001	£40,001	£50,001	£60,001	£70,001	£80,001	£90,001	More than	Pension holder and aware	Pension holder but not aware	Potential past auto-enrolled	Non-pension holder
		£10,000	£15,000	£20,000	£25,000	£30,000	£35,000	£40,000	£50,000	£60,000	£70,000	£80,000	£90,000	£100,000	£100,000				
Unweighted base	239	21	27	40	37	28	23	11	16	15	3	4	2	2	3	239	-	-	-
Weighted base	269	19	29	41	40	32	29	14	21	18	3	5	3	3	4	269	-	-	-
I wanted greater flexibility in how much I can add to my pension savings each month	76	6	4	10	13	7	4	3	7	10	1	1	-	3	3	76	-	-	-
	28%	32%	12%	25%	32%	21%	13%	25%	32%	57%	16%	28%	-	100%	67%	28%	-	-	-
I wanted to save or invest in a different way to save for my retirement	74	6	10	13	12	9	5	5	10	2	1	-	-	2	-	74	-	-	-
	28%	31%	33%	32%	29%	27%	17%	39%	47%	14%	38%	-	-	61%	-	28%	-	-	-
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	73	3	7	14	13	5	11	4	2	7	-	2	-	1	2	73	-	-	-
	27%	14%	24%	33%	32%	17%	38%	32%	12%	37%	-	30%	-	39%	41%	27%	-	-	-
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	73	8	2	7	10	11	6	4	10	3	3	1	1	-	1	73	-	-	-
	27%	42%	8%	18%	25%	35%	20%	29%	48%	17%	84%	25%	54%	-	33%	27%	-	-	-
I learnt more about pension investment and decided to move my money because of it	56	5	7	9	9	8	2	3	3	4	-	2	1	2	-	56	-	-	-
	21%	26%	26%	21%	23%	24%	7%	25%	15%	25%	-	30%	46%	61%	-	21%	-	-	-
I was not happy with the amount of money I was making on my pensions savings	52	4	6	11	7	10	6	3	4	2	-	1	-	-	-	52	-	-	-
	19%	22%	21%	26%	16%	30%	21%	19%	17%	9%	-	18%	-	-	-	19%	-	-	-
My pension was not being invested in companies or assets that are in line with my values	35	-	3	6	5	7	6	3	-	3	-	2	-	-	-	35	-	-	-
	13%	-	10%	14%	12%	22%	22%	19%	-	17%	-	30%	-	-	-	13%	-	-	-
Other	3	1	1	1	-	1	-	-	-	-	-	-	-	-	-	3	-	-	-
	1%	4%	3%	2%	-	3%	-	-	-	-	-	-	-	-	-	1%	-	-	-
I have never changed or tried to change how my pension savings are allocated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Invest in a low risk fund and not a high risk fund	59	1	7	11	10	4	9	3	2	6	-	2	-	1	2	59	-	-	-
	22%	8%	24%	26%	26%	11%	33%	24%	12%	34%	-	30%	-	39%	41%	22%	-	-	-

Centre for Progressive Policy
ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 191

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: All who have ever changed/ tried to change allocation

	Income														Pension Status Awareness				
	Total	Up to	£10,001	£15,001	£20,001	£25,001	£30,001	£35,001	£40,001	£50,001	£60,001	£70,001	£80,001	£90,001	More than	Pension holder and aware	Pension holder but not aware	Potential past auto-enrolled	Non-pension holder
		£10,000	£15,000	£20,000	£25,000	£30,000	£35,000	£40,000	£50,000	£60,000	£70,000	£80,000	£90,000	£100,000	£100,000				
Weighted base	269	19	29	41	40	32	29	14	21	18	3	5	3	3	4	269	-	-	-
NET: Invest in a high risk fund and not a low risk fund	58 22%	7 36%	2 8%	4 11%	8 19%	9 29%	4 14%	3 21%	10 48%	2 13%	3 84%	1 25%	1 54%	-	1 33%	58 22%	-	-	-
NET: Invest in both low risk and high risk funds	15 5%	1 6%	-	3 7%	2 6%	2 6%	2 6%	1 8%	-	1 4%	-	-	-	-	-	15 5%	-	-	-

Centre for Progressive Policy
ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 192

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: All who have ever changed/ tried to change allocation

	Q13 - Type of pension holder (aware)							Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts	
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes
Unweighted base	239	102	137	46	22	104	-	157	-	-	-	-	-	-	191	54	137	40	8	70	169
Weighted base	269	117	160	53	25	113	-	181	-	-	-	-	-	-	214	64	150	46	9	78	191
I wanted greater flexibility in how much I can add to my pension savings each month	76 28%	31 26%	46 29%	13 25%	5 18%	36 32%	-	52 29%	-	-	-	-	-	-	63 29%	22 34%	41 27%	11 24%	2 21%	23 30%	53 28%
I wanted to save or invest in a different way to save for my retirement	74 28%	27 23%	51 32%	14 26%	8 31%	25 22%	-	56 31%	-	-	-	-	-	-	61 29%	25 39%	36 24%	9 20%	3 39%	17 21%	57 30%
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	73 27%	37 31%	41 25%	16 31%	9 36%	35 31%	-	45 25%	-	-	-	-	-	-	58 27%	22 34%	36 24%	11 24%	4 48%	32 41%	41 22%
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	73 27%	35 30%	52 33%	14 26%	5 20%	37 33%	-	56 31%	-	-	-	-	-	-	64 30%	21 33%	42 28%	9 20%	-	19 24%	54 28%
I learnt more about pension investment and decided to move my money because of it	56 21%	25 22%	32 20%	8 14%	8 32%	26 23%	-	35 19%	-	-	-	-	-	-	47 22%	16 24%	31 21%	8 18%	1 16%	13 17%	43 23%
I was not happy with the amount of money I was making on my pensions savings	52 19%	27 23%	31 20%	12 23%	7 26%	24 22%	-	33 18%	-	-	-	-	-	-	40 19%	13 20%	27 18%	11 25%	1 9%	16 20%	36 19%
My pension was not being invested in companies or assets that are in line with my values	35 13%	18 16%	27 17%	8 14%	1 2%	10 8%	-	28 16%	-	-	-	-	-	-	26 12%	8 12%	19 12%	7 16%	2 21%	8 11%	27 14%
Other	3 1%	2 1%	-	2 3%	-	2 2%	-	2 1%	-	-	-	-	-	-	3 1%	2 3%	1 1%	1 2%	-	3 3%	1 *
I have never changed or tried to change how my pension savings are allocated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Centre for Progressive Policy
ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 192

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: All who have ever changed/ tried to change allocation

	Q13 - Type of pension holder (aware)							Q14 - Type of pension available to them (non-pension holders / unaware)					Q15 - Knowledge of pensions					Q12 - Started receiving payouts			
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes
Weighted base	269	117	160	53	25	113	-	181	-	-	-	-	-	-	214	64	150	46	9	78	191
NET: Invest in a low risk fund and not a high risk fund	59 22%	30 26%	30 18%	15 28%	8 34%	27 24%	-	34 19%	-	-	-	-	-	-	44 20%	16 25%	28 19%	10 23%	4 48%	25 33%	33 17%
NET: Invest in a high risk fund and not a low risk fund	58 22%	28 24%	41 26%	12 23%	5 18%	30 26%	-	45 25%	-	-	-	-	-	-	50 23%	16 24%	34 23%	9 18%	-	12 16%	46 24%
NET: Invest in both low risk and high risk funds	15 5%	7 6%	11 7%	2 3%	1 2%	8 7%	-	11 6%	-	-	-	-	-	-	14 7%	6 9%	8 5%	1 1%	-	6 8%	8 4%

Centre for Progressive Policy
ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 193

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: All who have ever changed/ tried to change allocation

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested					
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension going down or up in value	The amount of money my savings increase by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall savings	I don't believe that moving my money will make a difference to my pension is invested	I don't think it is possible for me to change where my pension is invested
Unweighted base	239	131	138	167	97	62	122	239	-	71	168	-	-	-	-	-	-	-	-	-
Weighted base	269	144	153	185	107	73	145	269	-	82	187	-	-	-	-	-	-	-	-	-
I wanted greater flexibility in how much I can add to my pension savings each month	76 28%	39 27%	40 26%	55 30%	28 26%	20 27%	45 31%	76 28%	-	22 27%	54 29%	-	-	-	-	-	-	-	-	-
I wanted to save or invest in a different way to save for my retirement	74 28%	43 30%	39 25%	47 26%	29 27%	23 32%	41 28%	74 28%	-	30 37%	44 23%	-	-	-	-	-	-	-	-	-
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	73 27%	36 25%	33 21%	53 28%	36 34%	25 34%	37 25%	73 27%	-	24 30%	49 26%	-	-	-	-	-	-	-	-	-
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	73 27%	39 27%	47 30%	55 30%	23 21%	14 19%	40 28%	73 27%	-	25 30%	48 26%	-	-	-	-	-	-	-	-	-
I learnt more about pension investment and decided to move my money because of it	56 21%	31 21%	30 20%	38 21%	24 23%	13 17%	33 23%	56 21%	-	22 27%	35 18%	-	-	-	-	-	-	-	-	-
I was not happy with the amount of money I was making on my pensions savings	52 19%	26 18%	30 20%	37 20%	25 23%	10 14%	29 20%	52 19%	-	17 20%	35 19%	-	-	-	-	-	-	-	-	-
My pension was not being invested in companies or assets that are in line with my values	35 13%	16 11%	20 13%	18 10%	20 19%	11 15%	21 14%	35 13%	-	6 8%	29 16%	-	-	-	-	-	-	-	-	-

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Absolutes/col percents

Table 193

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: All who have ever changed/ tried to change allocation

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension going down or up in value	The amount of money my savings increase by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that moving my money will make a difference to my pension	I don't care about where my pension is invested	I don't think it is possible for me to change where my pension is invested
Weighted base	269	144	153	185	107	73	145	269	-	82	187	-	-	-	-	-	-	-	-	-	-
Other	3	3	2	3	1	-	-	3	-	1	3	-	-	-	-	-	-	-	-	-	-
	1%	2%	2%	2%	1%	-	-	1%	-	1%	1%	-	-	-	-	-	-	-	-	-	-
I have never changed or tried to change how my pension savings are allocated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Invest in a low risk fund and not a high risk fund	59	29	27	41	30	21	28	59	-	17	42	-	-	-	-	-	-	-	-	-	-
	22%	20%	17%	22%	28%	28%	19%	22%	-	21%	22%	-	-	-	-	-	-	-	-	-	-
NET: Invest in a high risk fund and not a low risk fund	58	32	40	44	17	10	31	58	-	17	41	-	-	-	-	-	-	-	-	-	-
	22%	22%	26%	24%	16%	13%	22%	22%	-	21%	22%	-	-	-	-	-	-	-	-	-	-
NET: Invest in both low risk and high risk funds	15	8	6	11	6	4	9	15	-	8	7	-	-	-	-	-	-	-	-	-	-
	5%	5%	4%	6%	6%	6%	6%	5%	-	9%	4%	-	-	-	-	-	-	-	-	-	-

Centre for Progressive Policy
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Absolutes/col percents

Table 194

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: All who have ever changed/ tried to change allocation

	vested								investing				Clockface Quadrants				
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	239	50	67	51	64	65	68	30	-	52	132	51	4	29	47	65	98
Weighted base	269	52	74	56	73	73	76	35	-	61	153	52	3	33	48	72	115
I wanted greater flexibility in how much I can add to my pension savings each month	76	10	20	16	24	14	76	8	-	11	45	20	*	7	11	20	38
	28%	20%	27%	28%	32%	19%	100%	22%	-	17%	29%	39%	14%	22%	22%	28%	33%
I wanted to save or invest in a different way to save for my retirement	74	15	74	12	18	13	20	3	-	21	35	18	-	3	11	25	35
	28%	28%	100%	22%	24%	17%	27%	9%	-	34%	23%	34%	-	9%	24%	35%	30%
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	73	7	18	15	73	15	24	12	-	19	43	11	-	13	12	16	33
	27%	13%	24%	26%	100%	20%	31%	34%	-	31%	28%	21%	-	38%	24%	22%	28%
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	73	19	13	16	15	73	14	4	-	17	40	15	1	10	8	19	35
	27%	37%	17%	29%	20%	100%	19%	10%	-	27%	26%	29%	42%	30%	18%	27%	30%
I learnt more about pension investment and decided to move my money because of it	56	15	12	56	15	16	16	5	-	14	33	8	1	4	14	13	25
	21%	29%	17%	100%	20%	23%	21%	14%	-	23%	21%	16%	45%	13%	28%	18%	22%
I was not happy with the amount of money I was making on my pensions savings	52	52	15	15	7	19	10	4	-	7	30	15	-	8	9	14	21
	19%	100%	20%	27%	9%	26%	13%	10%	-	12%	19%	29%	-	23%	19%	19%	18%
My pension was not being invested in companies or assets that are in line with my values	35	4	3	5	12	4	8	35	-	16	18	1	-	6	3	9	18
	13%	7%	4%	9%	17%	5%	10%	100%	-	26%	12%	2%	-	17%	7%	12%	15%

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Absolutes/col percents

Table 194

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: All who have ever changed/ tried to change allocation

	vested										investing			Clockface Quadrants			
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Weighted base	269	52	74	56	73	73	76	35	-	61	153	52	3	33	48	72	115
Other	3	-	-	-	-	-	-	-	-	2	1	1	-	1	1	2	-
	1%	-	-	-	-	-	-	-	-	3%	1%	2%	-	2%	2%	3%	-
I have never changed or tried to change how my pension savings are allocated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Invest in a low risk fund and not a high risk fund	59	5	15	11	59	-	21	9	-	10	37	11	-	8	11	16	23
	22%	10%	21%	19%	80%	-	27%	25%	-	17%	24%	21%	-	25%	23%	22%	20%
NET: Invest in a high risk fund and not a low risk fund	58	17	10	12	-	58	11	1	-	8	34	15	1	6	8	19	25
	22%	34%	14%	22%	-	80%	15%	2%	-	13%	22%	29%	42%	17%	16%	27%	22%
NET: Invest in both low risk and high risk funds	15	1	3	4	15	15	3	3	-	9	6	-	-	4	1	-	10
	5%	3%	3%	7%	20%	20%	4%	9%	-	14%	4%	-	-	13%	1%	-	8%

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Table 195

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: All who have ever changed/ tried to change allocation

	Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?												
	Total	I wanted greater flexibility in how much I can add to my pension savings each month	I wanted to save or invest in a different way to save for my retirement	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I learnt more about pension investment and decided to move my money because of it	I was not happy with the amount of money I was making on my pensions savings	My pension was not being invested in companies or assets that are in line with my values	Other	I have never changed or tried to change how my pension savings are allocated	NET: Invest in a low risk fund and not a high risk fund	NET: Invest in a high risk fund and not a low risk fund	NET: Invest in both low risk and high risk funds
Unweighted base	239	68	67	64	65	51	50	30	4	-	51	52	13
Weighted base	269	76	74	73	73	56	52	35	3	-	59	58	15
I wanted greater flexibility in how much I can add to my pension savings each month	76 28%	76 100%	20 27%	24 32%	14 19%	16 28%	10 20%	8 22%	-	-	21 35%	11 19%	3 20%
I wanted to save or invest in a different way to save for my retirement	74 28%	20 27%	74 100%	18 24%	13 17%	12 22%	15 28%	3 9%	-	-	15 26%	10 17%	3 17%
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	73 27%	24 31%	18 24%	73 100%	15 20%	15 26%	7 13%	12 34%	-	-	59 100%	-	15 100%
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	73 27%	14 19%	13 17%	15 20%	73 100%	16 29%	19 37%	4 10%	-	-	-	58 100%	15 100%
I learnt more about pension investment and decided to move my money because of it	56 21%	16 21%	12 17%	15 20%	16 23%	56 100%	15 29%	5 14%	-	-	11 18%	12 21%	4 28%
I was not happy with the amount of money I was making on my pensions savings	52 19%	10 13%	15 20%	7 9%	19 26%	15 27%	52 100%	4 10%	-	-	5 9%	17 30%	1 10%
My pension was not being invested in companies or assets that are in line with my values	35 13%	8 10%	3 4%	12 17%	4 5%	5 9%	4 7%	35 100%	-	-	9 15%	1 1%	3 21%
Other	3 1%	-	-	-	-	-	-	-	3 100%	-	-	-	-
I have never changed or tried to change how my pension savings are allocated	-	-	-	-	-	-	-	-	-	-	-	-	-

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Absolutes/col percents

Table 195

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: All who have ever changed/ tried to change allocation

	Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?												
	Total	I wanted greater flexibility in how much I can add to my pension savings each month	I wanted to save or invest in a different way to save for my retirement	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I learnt more about pension investment and decided to move my money because of it	I was not happy with the amount of money I was making on my pensions savings	My pension was not being invested in companies or assets that are in line with my values	Other	I have never changed or tried to change how my pension savings are allocated	NET: Invest in a low risk fund and not a high risk fund	NET: Invest in a high risk fund and not a low risk fund	NET: Invest in both low risk and high risk funds
Weighted base	269	76	74	73	73	56	52	35	3	-	59	58	15
NET: Invest in a low risk fund and not a high risk fund	59	21	15	59	-	11	5	9	-	-	59	-	-
	22%	27%	21%	80%	-	19%	10%	25%	-	-	100%	-	-
NET: Invest in a high risk fund and not a low risk fund	58	11	10	-	58	12	17	1	-	-	-	58	-
	22%	15%	14%	-	80%	22%	34%	2%	-	-	-	100%	-
NET: Invest in both low risk and high risk funds	15	3	3	15	15	4	1	3	-	-	-	-	15
	5%	4%	3%	20%	20%	7%	3%	9%	-	-	-	-	100%

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Table 196

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	257	171	86	86	59	43	26	39	55	38	29	18	28	31	21	14	8	11	167	41	4	6	6	30	3
Weighted base	293	188	105	102	64	54	31	37	61	41	37	21	25	41	23	17	10	11	226	26	3	5	5	25	2
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	52 18%	38 20%	14 14%	22 21%	13 21%	9 17%	4 12%	4 11%	15 25%	8 19%	9 25%	4 18%	2 9%	7 16%	6 24%	-	-	2 15%	46 20%	5 19%	-	1 14%	-	1 4%	-
I wanted to save or invest in a different way to save for my retirement	51 17%	34 18%	17 17%	22 22%	14 22%	8 15%	1 4%	3 8%	17 29%	7 18%	5 13%	1 3%	3 12%	5 12%	7 29%	3 19%	1 7%	-	40 18%	6 21%	1 48%	1 14%	1 15%	2 6%	1 34%
I wanted greater flexibility in how much I can add to my pension savings each month	46 16%	34 18%	12 12%	12 12%	17 27%	10 18%	2 7%	3 9%	10 16%	12 29%	7 19%	2 11%	2 6%	2 6%	5 23%	3 16%	-	2 15%	36 16%	7 26%	1 28%	-	2 35%	2 6%	-
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	41 14%	28 15%	13 12%	15 15%	11 17%	6 11%	1 2%	5 13%	10 17%	7 17%	5 13%	1 3%	3 12%	5 11%	4 18%	1 5%	-	2 15%	32 14%	4 15%	-	-	2 35%	3 13%	-
I learnt more about pension investment and decided to move my money because of it	32 11%	27 14%	5 5%	8 8%	11 18%	9 16%	2 7%	2 5%	7 12%	8 20%	8 21%	2 11%	2 7%	1 2%	3 14%	1 5%	-	-	25 11%	5 18%	-	-	-	2 7%	-
I was not happy with the amount of money I was making on my pensions savings	31 11%	20 11%	11 11%	10 10%	12 18%	3 6%	2 7%	4 11%	6 9%	7 17%	2 6%	2 11%	3 12%	5 12%	5 20%	1 5%	-	1 9%	22 10%	4 15%	1 28%	1 14%	-	3 10%	1 40%
My pension was not being invested in companies or assets that are in line with my values	27 9%	16 8%	12 11%	10 10%	12 19%	4 8%	-	1 2%	7 12%	5 13%	3 7%	-	-	2 6%	7 30%	2 9%	-	1 8%	25 11%	1 3%	-	1 14%	-	1 4%	-
I have never changed or tried to change how my pension savings are allocated	133 45%	76 41%	56 54%	37 36%	23 36%	24 44%	25 78%	25 67%	15 25%	15 36%	13 34%	15 71%	19 73%	21 52%	8 35%	11 66%	10 93%	6 53%	94 41%	12 45%	2 52%	4 72%	2 50%	19 76%	1 25%
NET: Invest in a low risk fund and not a high risk fund	30 10%	21 11%	8 8%	8 8%	9 13%	5 8%	1 2%	5 13%	6 11%	6 14%	4 10%	1 3%	3 12%	1 3%	3 12%	1 5%	-	2 15%	22 10%	3 10%	-	-	2 35%	3 13%	-

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Table 196

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Weighted base	293	188	105	102	64	54	31	37	61	41	37	21	25	41	23	17	10	11	226	26	3	5	5	25	2
NET: Invest in a high risk fund and not a low risk fund	41 14%	32 17%	9 9%	15 14%	11 17%	8 15%	4 12%	4 11%	11 18%	7 16%	8 22%	4 18%	2 9%	3 8%	4 18%	-	-	2 15%	36 16%	4 15%	-	1 14%	-	1 4%	-
NET: Invest in both low risk and high risk funds	11 4%	6 3%	5 5%	7 7%	2 4%	1 2%	-	-	4 6%	1 3%	1 3%	-	-	3 8%	1 6%	-	-	-	10 4%	1 4%	-	-	-	-	-

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Table 197

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension

	Social Grade					Region											Ethnicity								
	Total	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-eastern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	257	91	75	52	39	15	10	43	20	23	12	8	22	38	42	22	2	218	39	5	22	11	1	-	-
Weighted base	293	108	82	62	41	17	13	46	21	26	17	8	25	49	48	20	2	240	53	6	32	14	1	-	-
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	52 18%	28 26%	12 15%	7 12%	5 11%	4 21%	1 11%	8 16%	3 13%	3 12%	4 22%	-	8 32%	12 24%	9 18%	1 7%	-	42 17%	11 20%	-	8 26%	1 5%	1 100%	-	-
I wanted to save or invest in a different way to save for my retirement	51 17%	16 15%	14 17%	16 26%	5 12%	4 26%	1 12%	9 18%	5 25%	6 23%	-	1 14%	2 6%	16 33%	4 9%	3 14%	-	29 12%	22 42%	2 41%	13 39%	7 53%	-	-	-
I wanted greater flexibility in how much I can add to my pension savings each month	46 16%	17 16%	13 15%	10 16%	7 17%	4 22%	-	9 20%	-	7 27%	-	1 9%	4 17%	14 28%	5 11%	2 11%	-	27 11%	20 38%	5 84%	9 28%	6 44%	-	-	-
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	41 14%	25 23%	6 8%	6 10%	3 8%	3 16%	1 12%	11 23%	2 10%	3 10%	2 9%	2 19%	2 7%	9 19%	6 13%	1 3%	-	22 9%	19 36%	4 68%	12 38%	3 20%	-	-	-
I learnt more about pension investment and decided to move my money because of it	32 11%	15 14%	8 10%	4 7%	4 10%	2 10%	3 22%	7 14%	-	2 9%	3 20%	1 16%	1 4%	9 19%	1 3%	2 8%	-	21 9%	11 21%	2 41%	4 14%	4 29%	-	-	-
I was not happy with the amount of money I was making on my pensions savings	31 11%	12 11%	6 7%	8 12%	5 13%	2 11%	3 20%	8 18%	2 9%	3 10%	1 5%	1 17%	2 6%	7 14%	3 6%	1 4%	-	23 9%	9 17%	-	7 21%	2 16%	-	-	-
My pension was not being invested in companies or assets that are in line with my values	27 9%	15 14%	3 3%	7 11%	3 8%	2 14%	-	6 14%	2 8%	6 22%	-	-	-	6 12%	2 5%	3 14%	-	21 9%	7 13%	-	7 21%	-	-	-	-
I have never changed or tried to change how my pension savings are allocated	133 45%	38 35%	47 58%	25 41%	22 54%	6 34%	7 57%	20 43%	9 42%	5 20%	10 62%	3 34%	13 51%	16 32%	30 63%	12 59%	2 100%	123 51%	9 18%	1 16%	4 13%	4 32%	-	-	-
NET: Invest in a low risk fund and not a high risk fund	30 10%	17 16%	4 5%	5 7%	3 8%	1 4%	1 12%	8 17%	1 4%	3 10%	2 9%	2 19%	2 7%	5 11%	5 11%	1 3%	-	15 6%	15 28%	4 68%	9 27%	2 15%	-	-	-
NET: Invest in a high risk fund and not a low risk fund	41 14%	20 19%	10 13%	6 10%	5 11%	2 9%	1 11%	5 11%	1 6%	3 12%	4 22%	-	8 32%	8 17%	8 16%	1 7%	-	35 15%	6 12%	-	5 15%	-	1 100%	-	-

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Table 197

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension

	Social Grade					Region											Ethnicity								
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Weighted base	293	108	82	62	41	17	13	46	21	26	17	8	25	49	48	20	2	240	53	6	32	14	1	-	-
NET: Invest in both low risk and high risk funds	11	8	2	1	-	2	-	3	1	-	-	-	-	4	1	-	-	7	4	-	4	1	-	-	-
	4%	7%	2%	2%	-	12%	-	6%	7%	-	-	-	-	8%	2%	-	-	3%	8%	-	11%	5%	-	-	-

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Table 198

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension

	Income														Pension Status Awareness				
	Total	Up to	£10,001	£15,001	£20,001	£25,001	£30,001	£35,001	£40,001	£50,001	£60,001	£70,001	£80,001	£90,001	More than	Pension holder and aware	Pension holder but not aware	Potential past auto-enrolled	Non-pension holder
		£10,000	£15,000	£20,000	£25,000	£30,000	£35,000	£40,000	£50,000	£60,000	£70,000	£80,000	£90,000	£100,000	£100,000				
Unweighted base	257	18	27	38	53	35	26	10	13	16	3	4	4	1	3	257	-	-	-
Weighted base	293	16	27	38	60	42	34	14	17	19	3	5	5	2	4	293	-	-	-
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	52 18%	5 33%	* 2%	5 14%	5 9%	8 19%	5 14%	4 29%	7 42%	2 12%	3 84%	1 26%	1 26%	-	1 33%	52 18%	-	-	-
I wanted to save or invest in a different way to save for my retirement	51 17%	6 37%	3 13%	9 23%	8 14%	5 12%	4 13%	4 31%	5 32%	2 13%	1 38%	-	-	2 100%	-	51 17%	-	-	-
I wanted greater flexibility in how much I can add to my pension savings each month	46 16%	2 15%	1 3%	2 6%	10 17%	4 10%	3 8%	3 25%	4 22%	8 42%	1 16%	-	-	2 100%	3 67%	46 16%	-	-	-
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	41 14%	1 4%	2 6%	5 13%	9 14%	5 11%	6 17%	1 8%	2 14%	5 25%	-	2 31%	-	-	2 41%	41 14%	-	-	-
I learnt more about pension investment and decided to move my money because of it	32 11%	2 14%	3 12%	5 14%	4 7%	2 5%	1 2%	3 21%	2 10%	4 20%	-	2 31%	1 21%	2 100%	-	32 11%	-	-	-
I was not happy with the amount of money I was making on my pensions savings	31 11%	3 19%	3 10%	4 11%	4 7%	6 15%	5 14%	3 19%	2 13%	2 9%	-	-	-	-	-	31 11%	-	-	-
My pension was not being invested in companies or assets that are in line with my values	27 9%	-	2 8%	1 3%	5 8%	5 13%	6 19%	3 19%	-	2 12%	-	2 31%	-	-	-	27 9%	-	-	-
I have never changed or tried to change how my pension savings are allocated	133 45%	6 38%	15 58%	18 48%	35 59%	25 59%	14 41%	4 29%	5 28%	4 23%	-	2 43%	3 53%	-	-	133 45%	-	-	-
NET: Invest in a low risk fund and not a high risk fund	30 10%	1 4%	2 6%	3 7%	7 12%	3 6%	4 13%	-	2 14%	5 25%	-	2 31%	-	-	2 41%	30 10%	-	-	-
NET: Invest in a high risk fund and not a low risk fund	41 14%	5 33%	* 2%	3 9%	4 7%	6 14%	3 10%	3 21%	7 42%	2 12%	3 84%	1 26%	1 26%	-	1 33%	41 14%	-	-	-

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Table 198

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension

	Income														Pension Status Awareness				
	Total	Up to	£10,001	£15,001	£20,001	£25,001	£30,001	£35,001	£40,001	£50,001	£60,001	£70,001	£80,001	£90,001	More than	Pension holder and aware	Pension holder but not aware	Potential past auto-enrolled	Non-pension holder
		£10,000	£15,000	£20,000	£25,000	£30,000	£35,000	£40,000	£50,000	£60,000	£70,000	£80,000	£90,000	£100,000	£100,000				
Weighted base	293	16	27	38	60	42	34	14	17	19	3	5	5	2	4	293	-	-	-
NET: Invest in both low risk and high risk funds	11	-	-	2	1	2	2	1	-	-	-	-	-	-	-	11	-	-	-
	4%	-	-	5%	2%	4%	5%	8%	-	-	-	-	-	-	-	4%	-	-	-

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Table 199

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension

	Q13 - Type of pension holder (aware)							Q14 - Type of pension available to them (non-pension holders / unaware)						Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes
Unweighted base	257	111	257	34	-	66	-	257	-	-	-	-	-	-	180	48	132	75	2	64	193
Weighted base	293	125	293	40	-	76	-	293	-	-	-	-	-	-	204	61	143	86	3	67	226
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	52 18%	27 22%	52 18%	11 27%	-	24 32%	-	52 18%	-	-	-	-	-	-	47 23%	16 26%	31 22%	5 6%	-	13 20%	39 17%
I wanted to save or invest in a different way to save for my retirement	51 17%	21 17%	51 17%	9 22%	-	11 14%	-	51 17%	-	-	-	-	-	-	43 21%	22 36%	21 15%	8 10%	-	12 18%	39 17%
I wanted greater flexibility in how much I can add to my pension savings each month	46 16%	20 16%	46 16%	7 18%	-	17 23%	-	46 16%	-	-	-	-	-	-	40 20%	17 28%	23 16%	7 8%	-	15 23%	31 14%
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	41 14%	17 14%	41 14%	12 29%	-	21 27%	-	41 14%	-	-	-	-	-	-	36 18%	14 23%	22 15%	5 6%	-	17 25%	24 10%
I learnt more about pension investment and decided to move my money because of it	32 11%	15 12%	32 11%	4 11%	-	13 17%	-	32 11%	-	-	-	-	-	-	26 13%	9 14%	17 12%	6 7%	-	5 8%	26 12%
I was not happy with the amount of money I was making on my pensions savings	31 11%	17 13%	31 11%	10 26%	-	13 17%	-	31 11%	-	-	-	-	-	-	24 12%	7 12%	17 12%	7 9%	-	10 15%	22 10%
My pension was not being invested in companies or assets that are in line with my values	27 9%	12 9%	27 9%	7 17%	-	5 7%	-	27 9%	-	-	-	-	-	-	20 10%	8 12%	13 9%	7 8%	-	7 11%	20 9%
I have never changed or tried to change how my pension savings are allocated	133 45%	58 47%	133 45%	8 20%	-	21 27%	-	133 45%	-	-	-	-	-	-	72 35%	16 27%	56 39%	58 67%	3 100%	25 38%	108 48%

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Table 199

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension

	Q13 - Type of pension holder (aware)							Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts	
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes
Weighted base	293	125	293	40	-	76	-	293	-	-	-	-	-	-	204	61	143	86	3	67	226
NET: Invest in a low risk fund and not a high risk fund	30 10%	12 10%	30 10%	10 25%	-	14 19%	-	30 10%	-	-	-	-	-	-	26 12%	10 16%	16 11%	4 5%	-	12 19%	17 8%
NET: Invest in a high risk fund and not a low risk fund	41 14%	23 18%	41 14%	9 23%	-	18 23%	-	41 14%	-	-	-	-	-	-	37 18%	11 19%	25 18%	5 6%	-	9 13%	33 14%
NET: Invest in both low risk and high risk funds	11 4%	5 4%	11 4%	2 4%	-	6 8%	-	11 4%	-	-	-	-	-	-	10 5%	5 8%	6 4%	1 1%	-	4 7%	6 3%

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Table 200

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested					
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall savings	I don't believe that moving my money will make a difference to my pension is invested	I don't think it is possible for me to change where my pension is invested
Unweighted base	257	144	152	198	90	50	137	257	-	59	198	-	-	-	-	-	-	-	-	-
Weighted base	293	166	171	221	103	58	160	293	-	69	224	-	-	-	-	-	-	-	-	-
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	52 18%	29 18%	32 19%	42 19%	12 12%	11 19%	31 19%	52 18%	-	19 28%	33 15%	-	-	-	-	-	-	-	-	-
I wanted to save or invest in a different way to save for my retirement	51 17%	33 20%	25 14%	30 13%	23 22%	16 28%	27 17%	51 17%	-	23 33%	29 13%	-	-	-	-	-	-	-	-	-
I wanted greater flexibility in how much I can add to my pension savings each month	46 16%	22 13%	25 15%	32 14%	17 17%	11 19%	32 20%	46 16%	-	15 22%	31 14%	-	-	-	-	-	-	-	-	-
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	41 14%	24 14%	17 10%	27 12%	22 21%	11 19%	22 14%	41 14%	-	14 20%	27 12%	-	-	-	-	-	-	-	-	-
I learnt more about pension investment and decided to move my money because of it	32 11%	20 12%	20 11%	18 8%	13 12%	6 11%	19 12%	32 11%	-	12 18%	19 9%	-	-	-	-	-	-	-	-	-
I was not happy with the amount of money I was making on my pensions savings	31 11%	17 10%	20 12%	22 10%	11 11%	4 8%	20 12%	31 11%	-	9 13%	23 10%	-	-	-	-	-	-	-	-	-
My pension was not being invested in companies or assets that are in line with my values	27 9%	13 8%	15 9%	12 6%	16 16%	10 17%	16 10%	27 9%	-	4 6%	23 10%	-	-	-	-	-	-	-	-	-

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Absolutes/col percents

Table 200

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested					
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension savings increase by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor dis-agree	Somewhat dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that my money will make a difference to my pension	I don't think it is possible for me to change where my pension is invested
Weighted base	293	166	171	221	103	58	160	293	-	69	224	-	-	-	-	-	-	-	-	-
I have never changed or tried to change how my pension savings are allocated	133	73	81	118	41	14	72	133	-	18	115	-	-	-	-	-	-	-	-	-
NET: Invest in a low risk fund and not a high risk fund	30	17	11	18	18	9	16	30	-	8	21	-	-	-	-	-	-	-	-	-
NET: Invest in a high risk fund and not a low risk fund	41	22	27	33	8	9	25	41	-	14	27	-	-	-	-	-	-	-	-	-
NET: Invest in both low risk and high risk funds	11	7	5	9	4	2	6	11	-	5	6	-	-	-	-	-	-	-	-	-
	4%	4%	3%	4%	4%	4%	3%	4%	-	7%	3%	-	-	-	-	-	-	-	-	-

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Absolutes/col percents

Table 201

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension

	vested									investing			Clockface Quadrants				
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	257	29	44	28	34	45	41	22	120	49	142	55	11	40	54	68	95
Weighted base	293	31	51	32	41	52	46	27	133	60	164	55	14	42	64	78	109
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	52	11	11	11	11	52	9	3	-	14	28	10	-	8	6	14	25
	18%	36%	21%	34%	27%	100%	19%	9%	-	24%	17%	18%	-	19%	9%	17%	23%
I wanted to save or invest in a different way to save for my retirement	51	13	51	9	13	11	17	3	-	17	23	12	-	2	6	14	28
	17%	41%	100%	28%	32%	20%	36%	9%	-	28%	14%	22%	-	6%	10%	18%	26%
I wanted greater flexibility in how much I can add to my pension savings each month	46	7	17	9	13	9	46	5	-	6	25	15	-	1	4	15	27
	16%	22%	32%	29%	32%	17%	100%	20%	-	11%	15%	27%	-	2%	6%	20%	24%
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	41	4	13	10	41	11	13	10	-	12	21	8	-	5	4	9	22
	14%	14%	25%	30%	100%	21%	28%	35%	-	20%	13%	15%	-	12%	6%	12%	20%
I learnt more about pension investment and decided to move my money because of it	32	9	9	32	10	11	9	4	-	7	20	3	1	3	7	7	14
	11%	29%	17%	100%	24%	21%	20%	16%	-	12%	12%	5%	11%	7%	11%	9%	13%
I was not happy with the amount of money I was making on my pensions savings	31	31	13	9	4	11	7	3	-	6	17	8	-	4	8	8	11
	11%	100%	25%	29%	11%	21%	15%	9%	-	10%	10%	15%	-	8%	13%	11%	10%
My pension was not being invested in companies or assets that are in line with my values	27	3	3	4	10	3	5	27	-	13	14	1	-	4	1	6	17
	9%	8%	5%	14%	24%	5%	12%	100%	-	22%	8%	2%	-	9%	2%	8%	15%

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Table 201

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension

	vested									investing			Clockface Quadrants				
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Weighted base	293	31	51	32	41	52	46	27	133	60	164	55	14	42	64	78	109
I have never changed or tried to change how my pension savings are allocated	133	-	-	-	-	-	-	-	133	18	74	28	12	27	37	36	33
	45%	-	-	-	-	-	-	-	100%	30%	45%	51%	89%	64%	58%	47%	30%
NET: Invest in a low risk fund and not a high risk fund	30	4	10	7	30	-	12	7	-	5	17	8	-	1	4	9	15
	10%	12%	20%	23%	73%	-	26%	26%	-	8%	10%	15%	-	3%	6%	12%	14%
NET: Invest in a high risk fund and not a low risk fund	41	10	8	9	-	41	8	-	-	7	24	10	-	4	6	14	18
	14%	33%	16%	27%	-	79%	16%	-	-	12%	15%	18%	-	10%	9%	17%	16%
NET: Invest in both low risk and high risk funds	11	1	3	2	11	11	1	3	-	7	4	-	-	4	-	-	7
	4%	2%	5%	7%	27%	21%	2%	9%	-	12%	2%	-	-	8%	-	-	7%

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Table 202

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension

	Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?											
	Total	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted to save or invest in a different way to save for my retirement	I wanted greater flexibility in how much I can add to my pension savings each month	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I learnt more about pension investment and decided to move my money because of it	I was not happy with the amount of money I was making on my pensions savings	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	NET: Invest in a low risk fund and not a high risk fund	NET: Invest in a high risk fund and not a low risk fund	NET: Invest in both low risk and high risk funds
Unweighted base	257	45	44	41	34	28	29	22	120	25	36	9
Weighted base	293	52	51	46	41	32	31	27	133	30	41	11
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	52 18%	52 100%	11 21%	9 19%	11 27%	11 34%	11 36%	3 9%	-	-	41 100%	11 100%
I wanted to save or invest in a different way to save for my retirement	51 17%	11 20%	51 100%	17 36%	13 32%	9 28%	13 41%	3 9%	-	10 35%	8 20%	3 23%
I wanted greater flexibility in how much I can add to my pension savings each month	46 16%	9 17%	17 32%	46 100%	13 32%	9 29%	7 22%	5 20%	-	12 41%	8 18%	1 10%
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	41 14%	11 21%	13 25%	13 28%	41 100%	10 30%	4 14%	10 35%	-	30 100%	-	11 100%
I learnt more about pension investment and decided to move my money because of it	32 11%	11 21%	9 17%	9 20%	10 24%	32 100%	9 29%	4 16%	-	7 25%	9 21%	2 21%
I was not happy with the amount of money I was making on my pensions savings	31 11%	11 21%	13 25%	7 15%	4 11%	9 29%	31 100%	3 9%	-	4 13%	10 25%	1 6%
My pension was not being invested in companies or assets that are in line with my values	27 9%	3 5%	3 5%	5 12%	10 24%	4 14%	3 8%	27 100%	-	7 24%	-	3 23%
I have never changed or tried to change how my pension savings are allocated	133 45%	-	-	-	-	-	-	-	133 100%	-	-	-
NET: Invest in a low risk fund and not a high risk fund	30 10%	-	10 20%	12 26%	30 73%	7 23%	4 12%	7 26%	-	30 100%	-	-

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Table 202

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

	Total	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted to save or invest in a different way to save for my retirement	I wanted greater flexibility in how much I can add to my pension savings each month	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I learnt more about pension investment and decided to move my money because of it	I was not happy with the amount of money I was making on my pensions savings	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	NET: Invest in a low risk fund and not a high risk fund	NET: Invest in a high risk fund and not a low risk fund	NET: Invest in both low risk and high risk funds
Weighted base	293	52	51	46	41	32	31	27	133	30	41	11
NET: Invest in a high risk fund and not a low risk fund	41 14%	41 79%	8 16%	8 16%	- -	9 27%	10 33%	- -	- -	- -	41 100%	- -
NET: Invest in both low risk and high risk funds	11 4%	11 21%	3 5%	1 2%	11 27%	2 7%	1 2%	3 9%	- -	- -	- -	11 100%

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Table 203

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension and have changed/ tried to change how pension is allocated

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	137	98	39	56	36	24	6	11	41	23	19	5	7	15	13	5	1	4	98	23	2	2	3	7	2
Weighted base	160	112	48	66	41	30	7	12	46	26	24	6	7	20	15	6	1	5	133	15	1	1	2	6	2
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	52 33%	38 34%	14 29%	22 33%	13 32%	9 31%	4 56%	4 33%	15 33%	8 29%	9 38%	4 63%	2 33%	7 34%	6 37%	-	-	2 32%	46 34%	5 35%	-	1 51%	-	1 15%	-
I wanted to save or invest in a different way to save for my retirement	51 32%	34 30%	17 36%	22 34%	14 34%	8 26%	1 20%	3 24%	17 38%	7 28%	5 20%	1 11%	3 43%	5 26%	7 45%	3 56%	1 100%	-	40 30%	6 38%	1 100%	1 51%	1 30%	2 26%	1 46%
I wanted greater flexibility in how much I can add to my pension savings each month	46 29%	34 31%	12 25%	12 18%	17 42%	10 32%	2 34%	3 26%	10 21%	12 46%	7 29%	2 38%	2 22%	2 12%	5 35%	3 46%	-	2 32%	36 27%	7 47%	1 58%	-	2 70%	2 26%	-
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	41 25%	28 25%	13 27%	15 23%	11 27%	6 19%	1 9%	5 40%	10 22%	7 26%	5 20%	1 10%	3 46%	5 24%	4 28%	1 15%	-	2 33%	32 24%	4 26%	-	-	2 70%	3 53%	-
I learnt more about pension investment and decided to move my money because of it	32 20%	27 24%	5 10%	8 12%	11 28%	9 28%	2 34%	2 14%	7 15%	8 31%	8 31%	2 38%	2 24%	1 4%	3 21%	1 15%	-	-	25 19%	5 32%	-	-	-	2 28%	-
I was not happy with the amount of money I was making on my pensions savings	31 20%	20 18%	11 24%	10 16%	12 28%	3 10%	2 34%	4 33%	6 12%	7 27%	2 9%	2 38%	3 45%	5 25%	5 31%	1 15%	-	1 18%	22 17%	4 27%	1 58%	1 51%	-	3 44%	1 54%
My pension was not being invested in companies or assets that are in line with my values	27 17%	16 14%	12 25%	10 15%	12 30%	4 14%	-	1 8%	7 16%	5 21%	3 11%	-	-	2 12%	7 46%	2 28%	-	1 17%	25 19%	1 5%	-	1 49%	-	1 15%	-
I have never changed or tried to change how my pension savings are allocated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Invest in a low risk fund and not a high risk fund	30 18%	21 19%	8 17%	8 12%	9 21%	5 15%	1 9%	5 40%	6 14%	6 22%	4 15%	1 10%	3 46%	1 7%	3 19%	1 15%	-	2 33%	22 17%	3 19%	-	-	2 70%	3 53%	-

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Table 203

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension and have changed/ tried to change how pension is allocated

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Weighted base	160	112	48	66	41	30	7	12	46	26	24	6	7	20	15	6	1	5	133	15	1	1	2	6	2
NET: Invest in a high risk fund and not a low risk fund	41 26%	32 29%	9 19%	15 22%	11 26%	8 27%	4 56%	4 33%	11 25%	7 25%	8 33%	4 63%	2 33%	3 17%	4 28%	-	-	2 32%	36 27%	4 27%	-	1 51%	-	1 15%	-
NET: Invest in both low risk and high risk funds	11 7%	6 5%	5 10%	7 11%	2 6%	1 4%	-	-	4 8%	1 4%	1 5%	-	-	3 17%	1 9%	-	-	-	10 7%	1 8%	-	-	-	-	-

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Table 204

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension and have changed/ tried to change how pension is allocated

	Social Grade					Region											Ethnicity								
	Total	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-east Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	137	57	33	28	19	10	4	25	11	17	5	5	10	25	16	9	-	105	32	4	19	8	1	-	-
Weighted base	160	70	35	37	19	11	6	27	12	21	6	5	12	33	18	8	-	117	43	5	28	9	1	-	-
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	52 33%	28 40%	12 36%	7 20%	5 24%	4 31%	1 26%	8 29%	3 22%	3 16%	4 58%	-	8 64%	12 36%	9 49%	1 18%	-	42 36%	11 24%	-	8 30%	1 7%	1 100%	-	-
I wanted to save or invest in a different way to save for my retirement	51 32%	16 24%	14 40%	16 43%	5 26%	4 40%	1 27%	9 32%	5 42%	6 28%	-	1 21%	2 13%	16 48%	4 23%	3 33%	-	29 25%	22 51%	2 49%	13 46%	7 77%	-	-	-
I wanted greater flexibility in how much I can add to my pension savings each month	46 29%	17 24%	13 36%	10 28%	7 37%	4 34%	-	9 35%	-	7 34%	-	1 14%	4 35%	14 42%	5 29%	2 27%	-	27 23%	20 46%	5 100%	9 32%	6 64%	-	-	-
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	41 25%	25 36%	6 18%	6 16%	3 18%	3 24%	1 27%	11 41%	2 18%	3 12%	2 24%	2 29%	2 14%	9 27%	6 35%	1 7%	-	22 18%	19 44%	4 81%	12 44%	3 30%	-	-	-
I learnt more about pension investment and decided to move my money because of it	32 20%	15 22%	8 24%	4 11%	4 21%	2 16%	3 52%	7 25%	-	2 11%	3 53%	1 25%	1 8%	9 28%	1 7%	2 20%	-	21 18%	11 25%	2 49%	4 16%	4 43%	-	-	-
I was not happy with the amount of money I was making on my pensions savings	31 20%	12 18%	6 17%	8 21%	5 29%	2 17%	3 47%	8 31%	2 15%	3 12%	1 14%	1 26%	2 13%	7 21%	3 15%	1 10%	-	23 19%	9 20%	-	7 24%	2 23%	-	-	-
My pension was not being invested in companies or assets that are in line with my values	27 17%	15 21%	3 8%	7 18%	3 18%	2 22%	-	6 24%	2 13%	6 28%	-	-	-	6 18%	2 14%	3 35%	-	21 18%	7 15%	-	7 24%	-	-	-	-
I have never changed or tried to change how my pension savings are allocated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Invest in a low risk fund and not a high risk fund	30 18%	17 25%	4 13%	5 12%	3 18%	1 7%	1 27%	8 30%	1 7%	3 12%	2 24%	2 29%	2 14%	5 16%	5 29%	1 7%	-	15 13%	15 34%	4 81%	9 31%	2 22%	-	-	-
NET: Invest in a high risk fund and not a low risk fund	41 26%	20 29%	10 30%	6 16%	5 24%	2 13%	1 26%	5 18%	1 11%	3 16%	4 58%	-	8 64%	8 25%	8 43%	1 18%	-	35 30%	6 14%	-	5 17%	-	1 100%	-	-

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Table 204

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension and have changed/ tried to change how pension is allocated

	Social Grade					Region											Ethnicity								
	Total	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-eastern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Weighted base	160	70	35	37	19	11	6	27	12	21	6	5	12	33	18	8	-	117	43	5	28	9	1	-	-
NET: Invest in both low risk and high risk funds	11	8	2	1	-	2	-	3	1	-	-	-	-	4	1	-	-	7	4	-	4	1	-	-	-
	7%	11%	6%	4%	-	18%	-	10%	11%	-	-	-	-	11%	6%	-	-	6%	10%	-	13%	7%	-	-	-

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Table 205

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension and have changed/ tried to change how pension is allocated

	Income														Pension Status Awareness				
	Total	Up to	£10,001	£15,001	£20,001	£25,001	£30,001	£35,001	£40,001	£50,001	£60,001	£70,001	£80,001	£90,001	More than	Pension holder and aware	Pension holder but not aware	Potential past auto-enrolled	Non-pension holder
		£10,000	£15,000	£20,000	£25,000	£30,000	£35,000	£40,000	£50,000	£60,000	£70,000	£80,000	£90,000	£100,000	£100,000				
Unweighted base	137	10	11	19	22	15	15	7	10	12	3	2	2	1	3	137	-	-	-
Weighted base	160	10	11	20	25	17	20	10	12	15	3	3	3	2	4	160	-	-	-
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	52 33%	5 53%	* 4%	5 27%	5 22%	8 46%	5 24%	4 41%	7 58%	2 16%	3 84%	1 46%	1 54%	-	1 33%	52 33%	-	-	-
I wanted to save or invest in a different way to save for my retirement	51 32%	6 60%	3 30%	9 45%	8 33%	5 30%	4 22%	4 44%	5 44%	2 17%	1 38%	-	-	2 100%	-	51 32%	-	-	-
I wanted greater flexibility in how much I can add to my pension savings each month	46 29%	2 24%	1 7%	2 12%	10 41%	4 25%	3 14%	3 34%	4 30%	8 55%	1 16%	-	-	2 100%	3 67%	46 29%	-	-	-
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	41 25%	1 6%	2 14%	5 24%	9 35%	5 26%	6 30%	1 11%	2 20%	5 33%	-	2 54%	-	-	2 41%	41 25%	-	-	-
I learnt more about pension investment and decided to move my money because of it	32 20%	2 23%	3 29%	5 27%	4 16%	2 13%	1 3%	3 30%	2 13%	4 26%	-	2 54%	1 46%	2 100%	-	32 20%	-	-	-
I was not happy with the amount of money I was making on my pensions savings	31 20%	3 30%	3 24%	4 21%	4 17%	6 37%	5 24%	3 27%	2 17%	2 11%	-	-	-	-	-	31 20%	-	-	-
My pension was not being invested in companies or assets that are in line with my values	27 17%	-	2 20%	1 6%	5 19%	5 32%	6 32%	3 26%	-	2 16%	-	2 54%	-	-	-	27 17%	-	-	-
I have never changed or tried to change how my pension savings are allocated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Invest in a low risk fund and not a high risk fund	30 18%	1 6%	2 14%	3 14%	7 29%	3 16%	4 22%	-	2 20%	5 33%	-	2 54%	-	-	2 41%	30 18%	-	-	-
NET: Invest in a high risk fund and not a low risk fund	41 26%	5 53%	* 4%	3 18%	4 16%	6 35%	3 16%	3 30%	7 58%	2 16%	3 84%	1 46%	1 54%	-	1 33%	41 26%	-	-	-

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Absolutes/col percents

Table 205

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension and have changed/ tried to change how pension is allocated

	Income														Pension Status Awareness				
	Total	Up to	£10,001	£15,001	£20,001	£25,001	£30,001	£35,001	£40,001	£50,001	£60,001	£70,001	£80,001	£90,001	More than	Pension holder and aware	Pension holder but not aware	Potential past auto-enrolled	Non-pension holder
		£10,000	£15,000	£20,000	£25,000	£30,000	£35,000	£40,000	£50,000	£60,000	£70,000	£80,000	£90,000	£100,000	£100,000				
Weighted base	160	10	11	20	25	17	20	10	12	15	3	3	3	2	4	160	-	-	-
NET: Invest in both low risk and high risk funds	11	-	-	2	1	2	2	1	-	-	-	-	-	-	-	11	-	-	-
	7%	-	-	10%	6%	11%	8%	11%	-	-	-	-	-	-	-	7%	-	-	-

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Absolutes/col percents

Table 206

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension and have changed/ tried to change how pension is allocated

	Q13 - Type of pension holder (aware)							Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/ personal pension	None of the above	NET: Work-place pension - defined contribution/ benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/ personal pension	None of the above	NET: Work-place pension - defined contribution/ benefit	NET: Very/ Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	137	56	137	26	-	47	-	137	-	-	-	-	-	-	-	113	36	77	24	-	33	104
Weighted base	160	67	160	32	-	55	-	160	-	-	-	-	-	-	-	132	45	87	28	-	41	119
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	52 33%	27 41%	52 33%	11 33%	-	24 44%	-	52 33%	-	-	-	-	-	-	-	47 36%	16 36%	31 35%	5 19%	-	13 32%	39 33%
I wanted to save or invest in a different way to save for my retirement	51 32%	21 32%	51 32%	9 27%	-	11 19%	-	51 32%	-	-	-	-	-	-	-	43 32%	22 49%	21 24%	8 30%	-	12 29%	39 33%
I wanted greater flexibility in how much I can add to my pension savings each month	46 29%	20 30%	46 29%	7 23%	-	17 32%	-	46 29%	-	-	-	-	-	-	-	40 30%	17 39%	23 26%	7 23%	-	15 37%	31 26%
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	41 25%	17 26%	41 25%	12 36%	-	21 38%	-	41 25%	-	-	-	-	-	-	-	36 27%	14 32%	22 25%	5 17%	-	17 41%	24 20%
I learnt more about pension investment and decided to move my money because of it	32 20%	15 22%	32 20%	4 13%	-	13 24%	-	32 20%	-	-	-	-	-	-	-	26 19%	9 20%	17 19%	6 22%	-	5 13%	26 22%
I was not happy with the amount of money I was making on my pensions savings	31 20%	17 25%	31 20%	10 32%	-	13 23%	-	31 20%	-	-	-	-	-	-	-	24 18%	7 16%	17 19%	7 26%	-	10 24%	22 18%
My pension was not being invested in companies or assets that are in line with my values	27 17%	12 17%	27 17%	7 21%	-	5 9%	-	27 17%	-	-	-	-	-	-	-	20 15%	8 17%	13 15%	7 26%	-	7 18%	20 17%
I have never changed or tried to change how my pension savings are allocated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Absolutes/col percents

Table 206

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension and have changed/ tried to change how pension is allocated

	Q13 - Type of pension holder (aware)							Q14 - Type of pension available to them (non-pension holders / unaware)					Q15 - Knowledge of pensions					Q12 - Started receiving payouts			
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/ personal pension	None of the above	NET: Work-place pension - defined contribution/ benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/ personal pension	None of the above	NET: Work-place pension - defined contribution/ benefit	NET: Very/ Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes
Weighted base	160	67	160	32	-	55	-	160	-	-	-	-	-	-	132	45	87	28	-	41	119
NET: Invest in a low risk fund and not a high risk fund	30	12	30	10	-	14	-	30	-	-	-	-	-	-	26	10	16	4	-	12	17
	18%	19%	18%	31%	-	26%	-	18%	-	-	-	-	-	-	19%	21%	18%	15%	-	30%	14%
NET: Invest in a high risk fund and not a low risk fund	41	23	41	9	-	18	-	41	-	-	-	-	-	-	37	11	25	5	-	9	33
	26%	34%	26%	28%	-	32%	-	26%	-	-	-	-	-	-	28%	26%	29%	17%	-	21%	28%
NET: Invest in both low risk and high risk funds	11	5	11	2	-	6	-	11	-	-	-	-	-	-	10	5	6	1	-	4	6
	7%	7%	7%	5%	-	12%	-	7%	-	-	-	-	-	-	8%	10%	6%	2%	-	11%	5%

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Absolutes/col percents

Table 207

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension and have changed/ tried to change how pension is allocated

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested					
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall savings	I don't believe that moving my money will make a difference to my pension is invested	I don't think it is possible for me to change where my pension is invested
Unweighted base	137	80	76	91	54	36	74	137	-	43	94	-	-	-	-	-	-	-	-	-
Weighted base	160	93	90	103	63	44	88	160	-	51	109	-	-	-	-	-	-	-	-	-
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	52 33%	29 31%	32 36%	42 40%	12 20%	11 25%	31 35%	52 33%	-	19 38%	33 30%	-	-	-	-	-	-	-	-	-
I wanted to save or invest in a different way to save for my retirement	51 32%	33 36%	25 27%	30 29%	23 36%	16 37%	27 31%	51 32%	-	23 44%	29 26%	-	-	-	-	-	-	-	-	-
I wanted greater flexibility in how much I can add to my pension savings each month	46 29%	22 24%	25 28%	32 31%	17 27%	11 25%	32 37%	46 29%	-	15 30%	31 29%	-	-	-	-	-	-	-	-	-
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	41 25%	24 26%	17 18%	27 26%	22 35%	11 25%	22 25%	41 25%	-	14 27%	27 25%	-	-	-	-	-	-	-	-	-
I learnt more about pension investment and decided to move my money because of it	32 20%	20 22%	20 22%	18 18%	13 20%	6 14%	19 21%	32 20%	-	12 24%	19 18%	-	-	-	-	-	-	-	-	-
I was not happy with the amount of money I was making on my pensions savings	31 20%	17 18%	20 22%	22 21%	11 18%	4 10%	20 23%	31 20%	-	9 17%	23 21%	-	-	-	-	-	-	-	-	-
My pension was not being invested in companies or assets that are in line with my values	27 17%	13 14%	15 16%	12 12%	16 26%	10 22%	16 19%	27 17%	-	4 9%	23 21%	-	-	-	-	-	-	-	-	-

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Absolutes/col percents

Table 207

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension and have changed/ tried to change how pension is allocated

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested					
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension savings increase by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor dis-agree	Somewhat dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that my money will make a difference to my pension	I don't think it is possible for me to change where my pension is invested
Weighted base	160	93	90	103	63	44	88	160	-	51	109	-	-	-	-	-	-	-	-	-
I have never changed or tried to change how my pension savings are allocated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Invest in a low risk fund and not a high risk fund	30 18%	17 18%	11 12%	18 18%	18 28%	9 20%	16 18%	30 18%	-	8 16%	21 19%	-	-	-	-	-	-	-	-	-
NET: Invest in a high risk fund and not a low risk fund	41 26%	22 24%	27 30%	33 32%	8 13%	9 20%	25 29%	41 26%	-	14 28%	27 25%	-	-	-	-	-	-	-	-	-
NET: Invest in both low risk and high risk funds	11 7%	7 7%	5 6%	9 8%	4 7%	2 5%	6 6%	11 7%	-	5 10%	6 5%	-	-	-	-	-	-	-	-	-

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Absolutes/col percents

Table 208

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension and have changed/ tried to change how pension is allocated

	vested								investing				Clockface Quadrants				
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	137	29	44	28	34	45	41	22	-	34	74	28	1	14	23	37	63
Weighted base	160	31	51	32	41	52	46	27	-	42	90	27	1	15	27	42	76
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	52	11	11	11	11	52	9	3	-	14	28	10	-	8	6	14	25
	33%	36%	21%	34%	27%	100%	19%	9%	-	35%	31%	36%	-	51%	22%	32%	33%
I wanted to save or invest in a different way to save for my retirement	51	13	51	9	13	11	17	3	-	17	23	12	-	2	6	14	28
	32%	41%	100%	28%	32%	20%	36%	9%	-	40%	25%	45%	-	16%	24%	34%	37%
I wanted greater flexibility in how much I can add to my pension savings each month	46	7	17	9	13	9	46	5	-	6	25	15	-	1	4	15	27
	29%	22%	32%	29%	32%	17%	100%	20%	-	15%	28%	55%	-	5%	13%	37%	35%
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	41	4	13	10	41	11	13	10	-	12	21	8	-	5	4	9	22
	25%	14%	25%	30%	100%	21%	28%	35%	-	28%	23%	30%	-	32%	15%	22%	29%
I learnt more about pension investment and decided to move my money because of it	32	9	9	32	10	11	9	4	-	7	20	3	1	3	7	7	14
	20%	29%	17%	100%	24%	21%	20%	16%	-	18%	22%	11%	100%	20%	27%	17%	19%
I was not happy with the amount of money I was making on my pensions savings	31	31	13	9	4	11	7	3	-	6	17	8	-	4	8	8	11
	20%	100%	25%	29%	11%	21%	15%	9%	-	14%	19%	31%	-	23%	30%	20%	15%
My pension was not being invested in companies or assets that are in line with my values	27	3	3	4	10	3	5	27	-	13	14	1	-	4	1	6	17
	17%	8%	5%	14%	24%	5%	12%	100%	-	31%	15%	4%	-	25%	4%	14%	22%

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Table 208

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension and have changed/ tried to change how pension is allocated

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Weighted base	160	31	51	32	41	52	46	27	-	42	90	27	1	15	27	42	76
I have never changed or tried to change how my pension savings are allocated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Invest in a low risk fund and not a high risk fund	30 18%	4 12%	10 20%	7 23%	30 73%	-	12 26%	7 26%	-	5 12%	17 18%	8 30%	-	1 9%	4 15%	9 22%	15 20%
NET: Invest in a high risk fund and not a low risk fund	41 26%	10 33%	8 16%	9 27%	-	41 79%	8 16%	-	-	7 18%	24 27%	10 36%	-	4 28%	6 22%	14 32%	18 23%
NET: Invest in both low risk and high risk funds	11 7%	1 2%	3 5%	2 7%	11 27%	11 21%	1 2%	3 9%	-	7 17%	4 4%	-	-	4 23%	-	-	7 10%

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Table 209

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension and have changed/ tried to change how pension is allocated

	Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?											
	Total	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted to save or invest in a different way to save for my retirement	I wanted greater flexibility in how much I can add to my pension savings each month	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I learnt more about pension investment and decided to move my money because of it	I was not happy with the amount of money I was making on my pensions savings	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	NET: Invest in a low risk fund and not a high risk fund	NET: Invest in a high risk fund and not a low risk fund	NET: Invest in both low risk and high risk funds
Unweighted base	137	45	44	41	34	28	29	22	-	25	36	9
Weighted base	160	52	51	46	41	32	31	27	-	30	41	11
I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	52 33%	52 100%	11 21%	9 19%	11 27%	11 34%	11 36%	3 9%	-	-	41 100%	11 100%
I wanted to save or invest in a different way to save for my retirement	51 32%	11 20%	51 100%	17 36%	13 32%	9 28%	13 41%	3 9%	-	10 35%	8 20%	3 23%
I wanted greater flexibility in how much I can add to my pension savings each month	46 29%	9 17%	17 32%	46 100%	13 32%	9 29%	7 22%	5 20%	-	12 41%	8 18%	1 10%
I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	41 25%	11 21%	13 25%	13 28%	41 100%	10 30%	4 14%	10 35%	-	30 100%	-	11 100%
I learnt more about pension investment and decided to move my money because of it	32 20%	11 21%	9 17%	9 20%	10 24%	32 100%	9 29%	4 16%	-	7 25%	9 21%	2 21%
I was not happy with the amount of money I was making on my pensions savings	31 20%	11 21%	13 25%	7 15%	4 11%	9 29%	31 100%	3 9%	-	4 13%	10 25%	1 6%
My pension was not being invested in companies or assets that are in line with my values	27 17%	3 5%	3 5%	5 12%	10 24%	4 14%	3 8%	27 100%	-	7 24%	-	3 23%
I have never changed or tried to change how my pension savings are allocated	-	-	-	-	-	-	-	-	-	-	-	-
NET: Invest in a low risk fund and not a high risk fund	30 18%	-	10 20%	12 26%	30 73%	7 23%	4 12%	7 26%	-	30 100%	-	-

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Table 209

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

Base: All pension holders and aware who do feel able to decide where their pension is invested

Sample: Have defined contribution pension and have changed/ tried to change how pension is allocated

Q19. If you have changed (or tried to change) how your pension savings are allocated, which of the following reasons best explains why you did that?

	Total	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted to save or invest in a different way to save for my retirement	I wanted greater flexibility in how much I can add to my pension savings each month	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I learnt more about pension investment and decided to move my money because of it	I was not happy with the amount of money I was making on my pensions savings	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	NET: Invest in a low risk fund and not a high risk fund	NET: Invest in a high risk fund and not a low risk fund	NET: Invest in both low risk and high risk funds
Weighted base	160	52	51	46	41	32	31	27	-	30	41	11
NET: Invest in a high risk fund and not a low risk fund	41 26%	41 79%	8 16%	8 16%	- -	9 27%	10 33%	- -	- -	- -	41 100%	- -
NET: Invest in both low risk and high risk funds	11 7%	11 21%	3 5%	1 2%	11 27%	2 7%	1 2%	3 9%	- -	- -	- -	11 100%

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Absolutes/col percents

Table 210

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Summary table

	New physical infrastructure (e.g. rail, water, broadband)	New green projects (e.g. facilities and jobs related to renewable energy like solar or wind)	Affordable housing	Schools and colleges	Childcare	Healthcare	Social care	Businesses that are creating jobs in my town/city or region	Other
Unweighted base	3017	3017	3017	3017	3017	3017	3017	3017	3017
Weighted base	3017	3017	3017	3017	3017	3017	3017	3017	3017
1 - most likely	215 7%	737 24%	516 17%	117 4%	103 3%	815 27%	228 8%	237 8%	50 2%
2 - 2nd most likely	334 11%	412 14%	519 17%	246 8%	133 4%	559 19%	454 15%	342 11%	18 1%
3 - 3rd most likely	358 12%	396 13%	482 16%	279 9%	172 6%	470 16%	426 14%	410 14%	24 1%
NET: Top 3 most likely	906 30%	1544 51%	1517 50%	642 21%	408 14%	1844 61%	1108 37%	990 33%	91 3%
Not Top 3	2111 70%	1473 49%	1500 50%	2375 79%	2609 86%	1173 39%	1909 63%	2027 67%	2926 97%

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Absolutes/col percents

Table 211

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Summary table - Most likely

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
New physical infrastructure (e.g. rail, water, broadband)	215	146	68	58	33	39	35	47	36	26	29	21	32	21	7	10	14	15	121	14	11	6	2	50	10
	7%	10%	4%	8%	7%	7%	8%	7%	12%	10%	11%	8%	9%	5%	3%	4%	7%	4%	8%	4%	9%	4%	2%	7%	6%
New green projects (e.g. facilities and jobs related to renewable energy like solar or wind)	737	403	331	148	105	141	142	177	78	64	77	86	89	69	41	63	56	87	355	91	32	34	29	174	22
	24%	27%	22%	21%	22%	27%	31%	25%	26%	24%	29%	34%	26%	17%	19%	24%	27%	24%	25%	26%	27%	24%	23%	26%	13%
Affordable housing	516	238	275	149	93	100	55	90	51	57	50	31	37	97	35	49	24	53	258	57	25	38	24	79	35
	17%	16%	18%	21%	19%	19%	12%	13%	17%	21%	19%	12%	11%	23%	17%	19%	11%	14%	18%	16%	21%	27%	20%	12%	21%
Schools and colleges	117	50	67	41	30	13	11	15	21	14	5	2	5	19	17	7	9	10	51	20	6	3	8	15	14
	4%	3%	4%	6%	6%	2%	2%	2%	7%	5%	2%	1%	1%	5%	8%	3%	4%	3%	4%	6%	5%	2%	6%	2%	8%
Childcare	103	37	66	52	21	14	5	4	13	11	3	4	2	39	10	11	1	3	66	10	1	3	8	4	11
	3%	2%	4%	7%	4%	3%	1%	1%	4%	4%	1%	1%	*	9%	5%	4%	*	1%	5%	3%	1%	2%	6%	1%	7%
Healthcare	815	339	471	178	123	133	128	219	63	49	58	62	98	111	75	76	66	121	363	91	22	40	35	213	50
	27%	23%	31%	25%	26%	25%	28%	31%	21%	18%	22%	25%	29%	27%	35%	29%	32%	33%	25%	26%	19%	28%	29%	31%	30%
Social care	228	93	134	51	35	31	48	57	14	21	12	26	20	37	14	19	23	37	102	31	15	10	5	54	11
	8%	6%	9%	7%	7%	6%	11%	8%	5%	8%	5%	10%	6%	9%	6%	7%	11%	10%	7%	9%	12%	7%	4%	8%	7%
Businesses that are creating jobs in my town/ city or region	237	140	97	38	32	41	33	83	24	22	23	18	49	14	10	18	15	34	101	25	7	7	11	78	9
	8%	10%	6%	5%	7%	8%	7%	12%	8%	8%	8%	7%	15%	3%	5%	7%	7%	9%	7%	7%	6%	5%	9%	11%	5%
Other	50	26	24	9	9	15	4	13	2	5	11	2	5	6	4	4	2	7	21	7	1	1	2	13	5
	2%	2%	2%	1%	2%	3%	1%	2%	1%	2%	4%	1%	2%	2%	2%	2%	1%	2%	1%	2%	1%	1%	1%	2%	3%

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Absolutes/col percents

Table 212

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Summary table - Most likely

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
New physical infrastructure (e.g. rail, water, broadband)	215 7%	74 9%	53 6%	51 8%	37 5%	19 7%	9 7%	38 11%	15 6%	20 8%	11 5%	9 7%	19 7%	19 5%	30 7%	19 7%	7 8%	202 8%	12 3%	4 5%	6 3%	1 2%	2 7%	-	-
New green projects (e.g. facilities and jobs related to renewable energy like solar or wind)	737 24%	237 30%	199 23%	160 25%	140 19%	66 26%	32 26%	70 21%	55 22%	48 18%	50 23%	41 29%	70 25%	101 25%	109 27%	77 30%	18 21%	669 26%	61 16%	12 16%	34 18%	8 10%	3 15%	4 17%	6 20%
Affordable housing	516 17%	105 13%	161 19%	105 17%	145 20%	35 14%	9 7%	61 18%	44 17%	48 18%	47 22%	24 17%	53 19%	74 19%	67 16%	40 15%	16 19%	427 16%	88 23%	18 24%	40 21%	20 27%	5 21%	4 15%	2 7%
Schools and colleges	117 4%	29 4%	36 4%	19 3%	33 5%	9 3%	-	18 5%	15 6%	13 5%	7 3%	8 6%	10 4%	13 3%	14 3%	6 2%	4 5%	86 3%	29 8%	4 5%	14 7%	9 12%	1 6%	1 6%	1 3%
Childcare	103 3%	30 4%	30 3%	18 3%	24 3%	11 4%	4 4%	9 3%	11 4%	15 6%	7 3%	1 1%	8 3%	16 4%	11 3%	4 1%	5 6%	67 3%	35 9%	2 2%	19 10%	10 13%	2 10%	2 9%	1 2%
Healthcare	815 27%	196 25%	253 29%	166 26%	199 28%	65 25%	47 38%	88 26%	80 32%	69 27%	57 26%	42 30%	67 24%	113 28%	104 25%	60 23%	21 25%	698 27%	100 26%	25 33%	45 24%	16 20%	8 35%	7 30%	16 52%
Social care	228 8%	55 7%	56 6%	44 7%	72 10%	22 9%	10 8%	25 7%	15 6%	19 7%	15 7%	4 3%	26 9%	31 8%	31 7%	27 10%	4 5%	202 8%	23 6%	3 4%	13 7%	5 7%	-	2 9%	3 8%
Businesses that are creating jobs in my town/ city or region	237 8%	57 7%	66 8%	57 9%	58 8%	26 10%	10 8%	26 8%	13 5%	20 8%	16 7%	12 8%	21 7%	23 6%	36 9%	25 10%	9 10%	204 8%	31 8%	6 8%	17 9%	7 9%	1 5%	-	2 6%
Other	50 2%	11 1%	15 2%	13 2%	11 2%	5 2%	2 2%	1 *	2 1%	9 3%	7 3%	-	7 2%	7 2%	9 2%	2 1%	-	41 2%	8 2%	2 3%	3 1%	-	-	4 14%	1 2%

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Absolutes/col percents

Table 213

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Summary table - Most likely

	Income															Pension Status Awareness			
	Total	Up to £10,000	£10,001 - £15,000	£15,001 - £20,000	£20,001 - £25,000	£25,001 - £30,000	£30,001 - £35,000	£35,001 - £40,000	£40,001 - £50,000	£50,001 - £60,000	£60,001 - £70,000	£70,001 - £80,000	£80,001 - £90,000	£90,001 - £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
New physical infrastructure (e.g. rail, water, broadband)	215 7%	25 5%	28 5%	37 7%	42 7%	35 9%	13 8%	6 8%	9 9%	5 12%	2 14%	4 33%	1 9%	-	2 16%	163 8%	24 9%	3 4%	26 5%
New green projects (e.g. facilities and jobs related to renewable energy like solar or wind)	737 24%	135 26%	118 22%	107 21%	137 24%	109 27%	47 29%	15 18%	35 34%	8 19%	4 26%	-	6 47%	3 50%	2 12%	566 26%	52 20%	12 17%	106 19%
Affordable housing	516 17%	85 17%	103 19%	113 22%	92 16%	66 16%	18 11%	8 10%	13 13%	6 13%	3 15%	-	1 10%	1 18%	-	318 15%	58 22%	7 9%	134 24%
Schools and colleges	117 4%	20 4%	20 4%	19 4%	24 4%	9 2%	10 6%	8 10%	2 2%	3 8%	-	-	-	1 16%	-	81 4%	9 4%	2 3%	25 5%
Childcare	103 3%	14 3%	10 2%	14 3%	24 4%	24 6%	8 5%	4 5%	2 2%	-	-	1 8%	1 7%	-	-	65 3%	12 5%	-	26 5%
Healthcare	815 27%	136 26%	154 29%	139 27%	144 25%	105 26%	45 28%	26 32%	25 25%	14 34%	5 30%	5 47%	2 17%	1 16%	3 23%	579 27%	62 24%	27 37%	146 27%
Social care	228 8%	51 10%	43 8%	35 7%	41 7%	30 7%	10 6%	4 5%	4 4%	5 11%	1 8%	-	1 10%	-	1 7%	160 8%	15 6%	8 12%	44 8%
Businesses that are creating jobs in my town/ city or region	237 8%	34 7%	45 9%	41 8%	57 10%	25 6%	8 5%	8 10%	8 8%	1 3%	1 6%	1 12%	-	-	4 27%	176 8%	21 8%	9 13%	31 6%
Other	50 2%	11 2%	7 1%	7 1%	10 2%	4 1%	4 3%	3 3%	2 2%	-	-	-	-	-	2 16%	28 1%	8 3%	3 5%	11 2%

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Absolutes/col percents

Table 214

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Summary table - Most likely

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
New physical infrastructure (e.g. rail, water, broadband)	215	82	79	31	30	46	4	-	107	28	4	1	4	12	8	12	5	94	16	78	82	39	60	103
	7%	8%	8%	7%	7%	9%	37%	-	8%	8%	3%	7%	5%	8%	6%	5%	4%	9%	11%	8%	6%	7%	8%	8%
New green projects (e.g. facilities and jobs related to renewable energy like solar or wind)	737	272	265	130	113	152	-	3	353	80	22	2	20	35	20	41	24	258	29	229	366	113	212	351
	24%	27%	27%	30%	25%	28%	-	22%	27%	24%	20%	11%	22%	24%	14%	18%	20%	24%	20%	25%	26%	21%	27%	26%
Affordable housing	516	137	150	46	73	82	2	1	187	68	25	6	21	34	29	51	28	177	35	143	223	116	98	220
	17%	14%	15%	11%	16%	15%	20%	8%	14%	20%	23%	28%	24%	23%	21%	22%	23%	16%	24%	15%	16%	22%	13%	16%
Schools and colleges	117	27	44	13	16	12	1	2	52	10	1	1	2	3	7	15	1	33	5	28	61	23	21	60
	4%	3%	4%	3%	3%	2%	8%	15%	4%	3%	1%	2%	2%	2%	5%	6%	1%	3%	4%	3%	4%	4%	3%	4%
Childcare	103	21	37	5	17	13	-	-	40	15	5	-	4	8	4	8	5	38	4	34	47	18	12	52
	3%	2%	4%	1%	4%	2%	-	-	3%	4%	5%	-	4%	6%	3%	3%	4%	4%	3%	4%	3%	3%	2%	4%
Healthcare	815	278	254	114	132	140	1	4	343	79	37	6	22	28	35	74	39	272	28	243	393	150	229	348
	27%	28%	26%	27%	30%	26%	8%	33%	26%	24%	34%	29%	25%	19%	25%	32%	32%	25%	19%	26%	28%	28%	29%	26%
Social care	228	64	74	30	33	34	-	-	99	31	6	2	5	8	14	14	8	77	6	72	113	37	60	100
	8%	6%	8%	7%	7%	6%	-	-	8%	9%	6%	7%	6%	5%	10%	6%	6%	7%	4%	8%	8%	7%	8%	7%
Businesses that are creating jobs in my town/city or region	237	99	67	52	30	53	2	2	105	19	7	2	10	12	15	11	8	109	20	89	99	29	80	96
	8%	10%	7%	12%	7%	10%	20%	13%	8%	6%	6%	11%	11%	8%	11%	5%	7%	10%	13%	10%	7%	5%	10%	7%
Other	50	14	6	6	3	11	1	1	11	6	2	1	1	6	6	6	2	18	3	15	20	12	9	18
	2%	1%	1%	1%	1%	2%	7%	9%	1%	2%	2%	6%	1%	4%	4%	3%	2%	2%	2%	2%	1%	2%	1%	1%

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Absolutes/col percents

Table 215

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Summary table - Most likely

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is in-							in-						
	Total	The fees charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are in-vested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that moving my money will make a difference to my pension is in-vested	I don't think it is possible for me to change where my pension is in-vested	
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
New physical infrastructure (e.g. rail, water, broadband)	215	103	105	138	42	24	75	38	67	5	34	45	28	38	13	48	19	9	6	3	22
	7%	9%	8%	8%	6%	7%	7%	7%	8%	4%	8%	9%	8%	8%	5%	9%	6%	8%	12%	6%	9%
New green projects (e.g. facilities and jobs related to renewable energy like solar or wind)	737	268	393	458	257	66	257	133	274	31	102	110	122	153	49	171	100	39	11	10	89
	24%	23%	28%	26%	38%	20%	23%	25%	32%	27%	25%	22%	33%	32%	20%	32%	30%	34%	22%	21%	34%
Affordable housing	516	174	208	252	90	65	165	92	117	29	63	72	51	66	36	67	58	13	5	7	34
	17%	15%	15%	14%	14%	19%	15%	17%	14%	25%	15%	14%	14%	14%	15%	13%	18%	11%	10%	13%	13%
Schools and colleges	117	46	46	59	22	21	47	24	25	2	22	24	11	13	8	12	13	1	3	1	7
	4%	4%	3%	3%	3%	6%	4%	5%	3%	1%	5%	5%	3%	3%	3%	2%	4%	1%	6%	3%	3%
Childcare	103	37	38	52	8	14	45	23	9	4	19	21	5	4	12	4	6	4	2	-	4
	3%	3%	3%	3%	1%	4%	4%	4%	1%	3%	5%	4%	1%	1%	5%	1%	2%	3%	4%	-	2%
Healthcare	815	320	363	500	143	82	328	128	211	29	99	147	96	115	93	135	83	28	14	19	65
	27%	28%	26%	28%	21%	25%	30%	24%	25%	26%	24%	29%	26%	24%	38%	25%	25%	24%	28%	37%	25%
Social care	228	84	100	131	49	29	88	34	72	5	28	31	28	45	24	49	26	9	2	1	21
	8%	7%	7%	7%	7%	9%	8%	6%	8%	5%	7%	6%	7%	9%	10%	9%	8%	8%	5%	2%	8%
Businesses that are creating jobs in my town/ city or region	237	103	114	144	47	27	94	50	66	10	41	51	31	35	9	44	24	11	6	7	16
	8%	9%	8%	8%	7%	8%	8%	10%	8%	8%	10%	10%	8%	7%	4%	8%	7%	10%	11%	14%	6%
Other	50	18	17	22	9	5	11	6	16	1	5	7	2	14	-	10	4	2	1	2	4
	2%	2%	1%	1%	1%	2%	1%	1%	2%	*	1%	1%	1%	3%	-	2%	1%	2%	3%	4%	2%

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Absolutes/col percents

Table 216

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Summary table - Most likely

	vested									investing				Clockface Quadrants			
	Total	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
New physical infrastructure (e.g. rail, water, broadband)	215 7%	4 8%	5 6%	1 2%	2 3%	2 3%	7 10%	4 11%	21 8%	15 4%	110 7%	57 9%	32 9%	28 4%	56 8%	41 6%	89 10%
New green projects (e.g. facilities and jobs related to renewable energy like solar or wind)	737 24%	9 18%	12 17%	14 24%	14 19%	16 22%	11 14%	11 31%	78 30%	109 32%	455 27%	112 18%	62 17%	170 26%	134 18%	267 38%	166 18%
Affordable housing	516 17%	12 24%	13 17%	8 14%	16 22%	19 26%	12 16%	4 11%	44 17%	67 19%	273 16%	125 20%	52 15%	136 21%	138 19%	102 14%	140 15%
Schools and colleges	117 4%	- -	3 3%	1 3%	2 3%	5 8%	8 10%	2 6%	11 4%	14 4%	65 4%	23 4%	15 4%	24 4%	24 3%	17 2%	52 6%
Childcare	103 3%	5 10%	4 5%	1 2%	7 9%	4 6%	3 3%	1 4%	8 3%	15 4%	59 4%	20 3%	9 2%	29 5%	18 2%	18 3%	37 4%
Healthcare	815 27%	12 23%	25 33%	18 32%	26 35%	16 22%	19 25%	6 18%	53 20%	84 24%	449 27%	181 29%	100 28%	155 24%	231 31%	162 23%	267 29%
Social care	228 8%	1 3%	3 4%	5 9%	1 2%	2 3%	7 10%	2 7%	16 6%	22 6%	134 8%	47 8%	24 7%	61 9%	49 7%	57 8%	61 7%
Businesses that are creating jobs in my town/city or region	237 8%	7 13%	10 13%	7 13%	6 8%	7 9%	8 11%	5 13%	24 9%	14 4%	125 7%	56 9%	42 12%	32 5%	71 10%	37 5%	97 10%
Other	50 2%	* 1%	- -	* 1%	- -	1 2%	* 1%	- -	4 1%	4 1%	19 1%	9 2%	18 5%	10 1%	16 2%	5 1%	19 2%

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Absolutes/col percents

Table 217

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Summary table - NET: Top 3 Most likely

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
New physical infrastructure (e.g. rail, water, broadband)	906	591	312	206	145	149	150	237	123	102	102	97	153	81	42	47	54	85	453	91	32	40	22	233	36
	30%	40%	20%	28%	30%	28%	33%	34%	41%	38%	38%	38%	46%	19%	20%	18%	26%	23%	31%	26%	27%	28%	18%	34%	21%
New green projects (e.g. facilities and jobs related to renewable energy like solar or wind)	1544	818	721	320	230	287	271	374	156	138	162	159	180	162	91	124	112	193	732	174	63	76	64	366	70
	51%	56%	47%	44%	48%	55%	59%	53%	52%	51%	61%	63%	54%	39%	43%	48%	53%	53%	51%	50%	52%	54%	52%	54%	42%
Affordable housing	1517	720	788	438	228	274	211	307	166	131	139	114	148	266	96	135	97	158	765	163	71	93	62	273	90
	50%	49%	51%	60%	47%	52%	46%	44%	55%	49%	52%	45%	44%	64%	46%	52%	46%	43%	53%	47%	59%	65%	50%	40%	54%
Schools and colleges	642	299	342	178	150	102	64	104	83	67	48	40	45	94	83	54	25	59	324	81	27	14	39	109	48
	21%	20%	22%	25%	31%	19%	14%	15%	27%	25%	18%	16%	13%	23%	39%	21%	12%	16%	23%	23%	22%	10%	32%	16%	29%
Childcare	408	148	259	169	90	58	26	39	48	46	20	9	15	121	45	37	17	24	229	61	12	14	20	32	41
	14%	10%	17%	23%	19%	11%	6%	6%	16%	17%	8%	4%	5%	29%	21%	14%	8%	7%	16%	17%	10%	10%	16%	5%	25%
Healthcare	1844	804	1033	440	261	328	290	448	155	135	148	146	198	280	126	180	144	250	843	220	72	85	84	433	107
	61%	55%	67%	61%	54%	62%	63%	64%	51%	50%	55%	58%	59%	68%	60%	70%	69%	68%	59%	63%	60%	60%	68%	64%	64%
Social care	1108	456	646	229	168	169	194	302	79	87	67	92	115	148	80	101	101	186	459	137	46	57	46	301	63
	37%	31%	42%	32%	35%	32%	42%	43%	26%	32%	25%	37%	34%	36%	38%	39%	48%	51%	32%	39%	38%	40%	37%	44%	38%
Businesses that are creating jobs in my town/city or region	990	539	449	176	157	181	160	280	94	94	102	88	144	80	63	80	72	136	470	101	35	44	29	272	39
	33%	37%	29%	24%	33%	34%	35%	40%	31%	35%	38%	35%	43%	19%	30%	31%	34%	37%	33%	29%	29%	31%	24%	40%	23%
Other	91	42	49	13	13	30	16	19	4	7	14	9	7	9	6	16	7	11	39	14	3	5	2	22	6
	3%	3%	3%	2%	3%	6%	3%	3%	1%	3%	5%	3%	2%	2%	3%	6%	3%	3%	3%	4%	2%	3%	2%	3%	4%

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Absolutes/col percents

Table 218

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Summary table - NET: Top 3 Most likely

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
New physical infrastructure (e.g. rail, water, broadband)	906 30%	276 35%	226 26%	220 35%	184 26%	78 31%	40 33%	119 36%	79 31%	76 29%	58 26%	37 26%	85 30%	113 28%	119 29%	86 33%	18 22%	808 31%	91 23%	21 28%	41 22%	16 21%	9 40%	4 16%	8 24%
New green projects (e.g. facilities and jobs related to renewable energy like solar or wind)	1544 51%	450 57%	433 50%	325 51%	337 47%	133 52%	69 56%	155 46%	125 50%	124 48%	103 48%	83 59%	145 52%	196 49%	219 53%	155 60%	38 45%	1379 53%	155 40%	35 46%	73 39%	28 36%	9 40%	10 42%	11 33%
Affordable housing	1517 50%	351 44%	463 53%	300 47%	404 56%	135 53%	53 43%	177 53%	119 47%	116 45%	131 60%	63 44%	139 50%	204 51%	206 50%	127 49%	48 57%	1285 49%	215 55%	46 61%	104 55%	38 49%	14 63%	13 51%	18 57%
Schools and colleges	642 21%	170 21%	185 21%	128 20%	158 22%	42 17%	26 21%	83 25%	55 22%	66 25%	40 18%	35 25%	60 21%	82 21%	87 21%	47 18%	18 22%	531 20%	102 26%	17 23%	54 29%	22 29%	2 10%	6 26%	8 26%
Childcare	408 14%	106 13%	109 13%	102 16%	91 13%	42 17%	12 10%	40 12%	35 14%	49 19%	34 16%	17 12%	34 12%	54 13%	55 13%	22 9%	14 16%	303 12%	98 25%	11 15%	49 26%	27 35%	4 19%	7 28%	6 18%
Healthcare	1844 61%	461 58%	557 64%	378 60%	448 62%	156 61%	88 71%	196 58%	163 65%	148 57%	129 59%	89 63%	175 62%	253 64%	249 61%	145 56%	54 64%	1574 61%	248 64%	45 60%	130 69%	40 53%	18 78%	15 62%	22 69%
Social care	1108 37%	271 34%	335 38%	204 32%	299 42%	97 38%	36 29%	117 35%	97 39%	96 37%	83 38%	46 33%	102 36%	146 37%	154 38%	102 39%	32 37%	966 37%	129 33%	28 37%	63 33%	25 32%	7 33%	7 27%	13 39%
Businesses that are creating jobs in my town/ city or region	990 33%	274 35%	274 32%	227 36%	214 30%	77 30%	44 36%	114 34%	74 30%	92 36%	67 31%	50 35%	87 31%	132 33%	130 32%	91 35%	31 36%	864 33%	117 30%	22 29%	50 26%	33 43%	4 18%	8 33%	9 28%
Other	91 3%	23 3%	31 4%	14 2%	23 3%	7 3%	2 2%	4 1%	6 2%	12 5%	8 3%	5 3%	15 5%	16 4%	12 3%	5 2%	1 1%	81 3%	9 2%	2 3%	3 1%	1 1%	- -	4 14%	2 6%

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Absolutes/col percents

Table 219

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Summary table - NET: Top 3 Most likely

	Income															Pension Status Awareness			
	Total	Up to £10,000	£10,001 - £15,000	£15,001 - £20,000	£20,001 - £25,000	£25,001 - £30,000	£30,001 - £35,000	£35,001 - £40,000	£40,001 - £50,000	£50,001 - £60,000	£60,001 - £70,000	£70,001 - £80,000	£80,001 - £90,000	£90,001 - £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
New physical infrastructure (e.g. rail, water, broadband)	906 30%	125 24%	144 27%	152 30%	183 32%	132 32%	52 32%	16 20%	47 46%	17 39%	5 28%	8 71%	1 9%	4 61%	7 49%	686 32%	82 31%	17 24%	122 22%
New green projects (e.g. facilities and jobs related to renewable energy like solar or wind)	1544 51%	268 52%	268 51%	241 47%	288 50%	211 52%	93 57%	36 45%	64 63%	25 58%	8 49%	4 34%	9 66%	4 66%	6 45%	1139 53%	120 46%	34 48%	251 46%
Affordable housing	1517 50%	258 50%	269 51%	286 56%	283 50%	204 50%	68 42%	44 55%	40 40%	18 42%	8 49%	2 21%	8 56%	1 18%	8 59%	1026 48%	145 55%	33 47%	313 57%
Schools and colleges	642 21%	98 19%	105 20%	99 19%	137 24%	82 20%	38 24%	27 33%	21 21%	11 26%	1 9%	3 23%	4 27%	1 16%	4 27%	437 20%	64 24%	10 14%	131 24%
Childcare	408 14%	59 12%	62 12%	68 13%	88 15%	70 17%	25 16%	15 19%	9 9%	2 5%	2 15%	2 18%	1 7%	1 16%	- -	256 12%	50 19%	6 8%	97 18%
Healthcare	1844 61%	342 67%	331 63%	323 63%	331 58%	233 57%	100 62%	48 59%	54 53%	28 65%	9 56%	7 66%	9 64%	4 55%	4 32%	1302 61%	136 52%	51 71%	355 65%
Social care	1108 37%	206 40%	220 42%	191 37%	198 35%	137 34%	56 34%	28 34%	23 23%	15 35%	7 44%	4 34%	7 53%	2 23%	2 17%	765 36%	88 34%	31 44%	223 41%
Businesses that are creating jobs in my town/ city or region	990 33%	160 31%	172 33%	168 33%	185 32%	140 34%	49 30%	25 31%	41 41%	13 30%	8 51%	4 34%	2 18%	3 45%	8 55%	742 35%	89 34%	27 37%	133 24%
Other	91 3%	20 4%	16 3%	12 2%	20 4%	11 3%	4 3%	3 3%	4 4%	- -	- -	- -	- -	- -	2 16%	56 3%	11 4%	4 6%	21 4%

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Absolutes/col percents

Table 220

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Summary table - NET: Top 3 Most likely

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
New physical infrastructure (e.g. rail, water, broadband)	906	345	301	162	135	192	8	6	426	96	28	6	18	40	37	50	32	381	60	321	392	133	276	410
	30%	35%	31%	38%	30%	35%	69%	48%	33%	29%	25%	25%	20%	27%	27%	22%	26%	35%	41%	35%	28%	25%	35%	30%
New green projects (e.g. facilities and jobs related to renewable energy like solar or wind)	1544	545	520	248	226	329	7	6	704	169	47	8	46	81	60	102	52	544	68	476	748	252	420	716
	51%	55%	53%	58%	50%	61%	60%	46%	54%	50%	43%	35%	51%	55%	43%	44%	43%	51%	46%	51%	53%	47%	54%	53%
Affordable housing	1517	475	485	185	231	235	4	3	622	191	59	11	52	69	73	135	64	516	75	441	705	297	329	695
	50%	48%	50%	43%	52%	43%	40%	22%	48%	57%	54%	47%	58%	47%	53%	58%	52%	48%	51%	47%	50%	55%	42%	52%
Schools and colleges	642	189	233	60	88	93	2	3	272	66	25	6	20	33	29	63	28	226	28	198	296	120	134	302
	21%	19%	24%	14%	20%	17%	19%	20%	21%	20%	23%	25%	23%	23%	21%	27%	23%	21%	19%	21%	21%	22%	17%	22%
Childcare	408	81	139	34	57	54	-	1	164	48	23	7	16	26	26	38	28	151	21	130	186	71	57	198
	14%	8%	14%	8%	13%	10%	-	10%	13%	14%	21%	31%	18%	17%	19%	16%	23%	14%	15%	14%	13%	13%	7%	15%
Healthcare	1844	585	599	244	289	333	2	10	784	188	68	14	51	83	87	157	75	619	81	538	874	351	483	816
	61%	59%	61%	57%	64%	61%	21%	74%	60%	56%	62%	62%	57%	56%	63%	67%	61%	57%	55%	58%	62%	65%	62%	60%
Social care	1108	372	315	161	165	174	5	4	437	130	45	10	35	46	59	86	49	370	49	321	522	216	323	439
	37%	37%	32%	38%	37%	32%	48%	34%	34%	39%	40%	42%	38%	31%	43%	37%	40%	34%	34%	35%	37%	40%	41%	33%
Businesses that are creating jobs in my town/city or region	990	369	311	178	143	203	4	5	448	107	33	6	29	58	34	54	36	392	55	337	449	149	303	435
	33%	37%	32%	42%	32%	37%	35%	38%	35%	32%	30%	26%	32%	39%	24%	23%	29%	36%	37%	36%	32%	28%	39%	32%
Other	91	25	20	11	10	15	1	1	31	8	3	1	2	6	10	14	3	30	3	27	41	21	20	36
	3%	2%	2%	3%	2%	3%	7%	9%	2%	2%	2%	6%	2%	4%	7%	6%	2%	3%	2%	3%	3%	4%	3%	3%

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Absolutes/col percents

Table 221

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Summary table - NET: Top 3 Most likely

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money I save by increasing the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that moving my money will make a difference to my pension	I don't care about where my pension is invested	I don't think it is possible for me to change where my pension is invested
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
New physical infrastructure (e.g. rail, water, broadband)	906	406	461	580	181	95	334	173	295	45	128	164	140	155	54	190	108	37	17	26	79
	30%	35%	33%	33%	27%	28%	30%	33%	34%	39%	31%	32%	37%	32%	22%	35%	33%	32%	35%	53%	30%
New green projects (e.g. facilities and jobs related to renewable energy like solar or wind)	1544	581	741	946	442	156	549	281	518	55	227	238	221	297	101	333	188	79	27	20	173
	51%	50%	53%	54%	66%	47%	50%	53%	60%	48%	55%	47%	59%	62%	41%	62%	57%	68%	54%	41%	66%
Affordable housing	1517	553	665	833	332	165	532	268	389	68	200	239	176	213	130	242	154	54	21	20	120
	50%	48%	48%	47%	50%	49%	48%	51%	45%	59%	48%	47%	47%	44%	53%	45%	46%	47%	43%	41%	46%
Schools and colleges	642	247	266	341	143	83	230	115	159	15	100	119	68	91	44	94	72	20	13	7	46
	21%	21%	19%	19%	21%	25%	21%	22%	19%	13%	24%	23%	18%	19%	18%	17%	22%	17%	26%	15%	17%
Childcare	408	137	162	195	62	47	163	85	56	16	68	76	24	32	39	31	30	11	5	3	11
	14%	12%	12%	11%	9%	14%	15%	16%	7%	14%	17%	15%	6%	7%	16%	6%	9%	9%	10%	6%	4%
Healthcare	1844	703	843	1077	373	195	715	304	507	65	239	315	220	287	175	319	206	73	32	34	158
	61%	61%	61%	61%	56%	58%	64%	58%	59%	57%	58%	62%	59%	60%	72%	59%	62%	63%	63%	68%	61%
Social care	1108	412	498	624	236	127	399	167	305	35	132	178	133	173	115	193	119	29	12	12	99
	37%	36%	36%	36%	35%	38%	36%	32%	36%	31%	32%	35%	35%	36%	47%	36%	36%	25%	25%	25%	38%
Businesses that are creating jobs in my town/city or region	990	391	485	624	214	128	382	181	310	44	137	180	133	177	71	198	111	42	20	22	90
	33%	34%	35%	36%	32%	38%	34%	34%	36%	38%	33%	35%	35%	37%	29%	37%	34%	36%	40%	45%	35%
Other	91	32	35	47	23	7	23	10	30	1	9	12	8	22	3	19	9	3	2	3	7
	3%	3%	3%	3%	3%	2%	2%	2%	3%	1%	2%	2%	2%	4%	1%	3%	3%	3%	5%	6%	3%

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Absolutes/col percents

Table 222

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Summary table - NET: Top 3 Most likely

	vested									investing			Clockface Quadrants				
	Total	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
New physical infrastructure (e.g. rail, water, broadband)	906 30%	18 36%	30 40%	21 37%	21 28%	26 35%	28 37%	12 33%	73 28%	79 23%	485 29%	214 34%	128 36%	136 21%	257 35%	204 29%	309 33%
New green projects (e.g. facilities and jobs related to renewable energy like solar or wind)	1544 51%	29 56%	32 43%	33 59%	37 51%	40 55%	37 48%	17 49%	152 59%	189 55%	937 56%	274 43%	144 41%	355 55%	286 39%	477 67%	427 46%
Affordable housing	1517 50%	24 45%	38 51%	23 41%	41 55%	37 51%	32 42%	19 53%	136 52%	202 59%	818 48%	334 53%	164 46%	396 61%	343 47%	383 54%	395 42%
Schools and colleges	642 21%	11 20%	15 21%	11 19%	16 21%	15 21%	21 28%	12 34%	51 20%	84 24%	358 21%	130 21%	71 20%	134 21%	168 23%	123 17%	217 23%
Childcare	408 14%	13 25%	14 18%	8 14%	12 17%	12 16%	8 10%	7 19%	39 15%	51 15%	222 13%	88 14%	46 13%	91 14%	110 15%	65 9%	142 15%
Healthcare	1844 61%	27 53%	43 58%	32 56%	46 63%	38 52%	44 58%	18 51%	152 59%	195 57%	1026 61%	404 64%	218 62%	390 60%	471 64%	395 56%	588 63%
Social care	1108 37%	18 35%	19 26%	14 24%	22 31%	20 27%	26 34%	8 24%	80 31%	131 38%	641 38%	199 32%	137 39%	257 40%	259 35%	254 36%	339 36%
Businesses that are creating jobs in my town/city or region	990 33%	15 29%	32 43%	27 48%	25 34%	29 40%	32 42%	12 33%	87 33%	90 26%	541 32%	229 36%	129 36%	158 24%	279 38%	209 30%	344 37%
Other	91 3%	* 1%	- -	* 1%	- -	1 2%	* 1%	2 5%	7 3%	10 3%	37 2%	19 3%	25 7%	18 3%	36 5%	11 2%	27 3%

Centre for Progressive Policy
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Absolutes/col percents

Table 223

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

New physical infrastructure (e.g. rail, water, broadband)

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
1 - most likely	215 7%	146 10%	68 4%	58 8%	33 7%	39 7%	35 8%	47 7%	36 12%	26 10%	29 11%	21 8%	32 9%	21 5%	7 3%	10 4%	14 7%	15 4%	121 8%	14 4%	11 9%	6 4%	2 2%	50 7%	10 6%
2 - 2nd most likely	334 11%	223 15%	109 7%	63 9%	59 12%	52 10%	61 13%	90 13%	41 14%	37 14%	35 13%	46 18%	57 17%	21 5%	21 10%	18 7%	15 7%	33 9%	162 11%	37 11%	12 10%	16 11%	8 7%	87 13%	11 7%
3 - 3rd most likely	358 12%	222 15%	135 9%	85 12%	53 11%	57 11%	100 12%	46 14%	39 15%	38 14%	30 14%	64 12%	38 19%	14 9%	19 7%	25 7%	36 12%	169 10%	40 12%	9 8%	18 12%	12 9%	95 14%	15 9%	
NET: Top 3 most likely	906 30%	591 40%	312 20%	206 28%	145 30%	149 28%	150 33%	237 34%	123 41%	102 38%	102 38%	97 38%	153 46%	81 19%	42 20%	47 18%	54 26%	85 23%	453 31%	91 26%	32 27%	40 28%	22 18%	233 34%	36 21%
Not Top 3	2111 70%	882 60%	1221 80%	518 72%	336 70%	377 72%	310 67%	466 66%	180 59%	167 62%	165 62%	154 62%	183 54%	333 81%	169 80%	210 82%	156 74%	283 77%	985 69%	256 74%	88 73%	103 72%	101 82%	447 66%	131 79%

Centre for Progressive Policy
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Absolutes/col percents

Table 224

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

New physical infrastructure (e.g. rail, water, broadband)

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
1 - most likely	215 7%	74 9%	53 6%	51 8%	37 5%	19 7%	9 7%	38 11%	15 6%	20 8%	11 5%	9 7%	19 7%	19 5%	30 7%	19 7%	7 8%	202 8%	12 3%	4 5%	6 3%	1 2%	2 7%	-	-
2 - 2nd most likely	334 11%	111 14%	70 8%	82 13%	70 10%	29 11%	12 10%	38 11%	30 12%	23 9%	26 12%	11 8%	36 13%	43 11%	56 14%	26 10%	4 5%	293 11%	36 9%	9 12%	15 8%	7 9%	1 5%	4 16%	5 14%
3 - 3rd most likely	358 12%	91 11%	103 12%	87 14%	77 11%	31 12%	20 16%	43 13%	33 13%	33 13%	21 9%	17 12%	29 10%	51 13%	34 8%	41 16%	7 8%	312 12%	43 11%	8 11%	21 11%	7 10%	6 28%	-	3 9%
NET: Top 3 most likely	906 30%	276 35%	226 26%	220 35%	184 26%	78 31%	40 33%	119 36%	79 31%	76 29%	58 26%	37 26%	85 30%	113 28%	119 29%	86 33%	18 22%	808 31%	91 23%	21 28%	41 22%	16 21%	9 40%	4 16%	8 24%
Not Top 3	2111 70%	518 65%	646 74%	412 65%	535 74%	178 69%	83 67%	216 64%	172 69%	184 71%	160 74%	105 74%	196 70%	286 72%	291 71%	174 67%	66 78%	1789 69%	297 77%	55 72%	148 78%	61 79%	14 60%	20 84%	24 76%

Centre for Progressive Policy
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Absolutes/col percents

Table 225

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

New physical infrastructure (e.g. rail, water, broadband)

	Total	Income													Pension Status Awareness				
		Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
1 - most likely	215 7%	25 5%	28 5%	37 7%	42 7%	35 9%	13 8%	6 8%	9 9%	5 12%	2 14%	4 33%	1 9%	- -	2 16%	163 8%	24 9%	3 4%	26 5%
2 - 2nd most likely	334 11%	45 9%	49 9%	56 11%	71 12%	53 13%	14 9%	4 5%	19 19%	6 14%	1 6%	4 37%	- -	3 43%	5 33%	261 12%	19 7%	4 6%	50 9%
3 - 3rd most likely	358 12%	55 11%	67 13%	58 11%	69 12%	44 11%	25 15%	6 7%	18 18%	6 13%	1 7%	- -	- -	1 18%	- -	262 12%	39 15%	10 14%	46 8%
NET: Top 3 most likely	906 30%	125 24%	144 27%	152 30%	183 32%	132 32%	52 32%	16 20%	47 46%	17 39%	5 28%	8 71%	1 9%	4 61%	7 49%	686 32%	82 31%	17 24%	122 22%
Not Top 3	2111 70%	386 76%	385 73%	362 70%	388 68%	274 68%	109 68%	64 80%	54 54%	26 61%	12 72%	3 29%	12 91%	3 39%	7 51%	1450 68%	180 69%	54 76%	427 78%

Centre for Progressive Policy
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Absolutes/col percents

Table 226

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

New physical infrastructure (e.g. rail, water, broadband)

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)								Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
1 - most likely	215	82	79	31	30	46	4	-	107	28	4	1	4	12	8	12	5	94	16	78	82	39	60	103
	7%	8%	8%	7%	7%	9%	37%	-	8%	8%	3%	7%	5%	8%	6%	5%	4%	9%	11%	8%	6%	7%	8%	8%
2 - 2nd most likely	334	140	118	70	49	85	1	*	164	29	15	1	5	12	7	19	15	138	22	116	153	44	106	154
	11%	14%	12%	16%	11%	16%	8%	3%	13%	9%	13%	3%	6%	8%	5%	8%	13%	13%	15%	12%	11%	8%	14%	11%
3 - 3rd most likely	358	122	104	61	56	61	3	6	155	39	9	4	8	16	22	19	11	149	22	127	158	51	110	153
	12%	12%	11%	14%	12%	11%	23%	44%	12%	12%	8%	16%	9%	11%	16%	8%	9%	14%	15%	14%	11%	9%	14%	11%
NET: Top 3 most likely	906	345	301	162	135	192	8	6	426	96	28	6	18	40	37	50	32	381	60	321	392	133	276	410
	30%	35%	31%	38%	30%	35%	69%	48%	33%	29%	25%	25%	20%	27%	27%	22%	26%	35%	41%	35%	28%	25%	35%	30%
Not Top 3	2111	650	674	266	313	351	3	7	870	238	83	17	72	107	101	183	90	695	87	608	1012	403	506	939
	70%	65%	69%	62%	70%	65%	31%	52%	67%	71%	75%	75%	80%	73%	73%	78%	74%	65%	59%	65%	72%	75%	65%	70%

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Absolutes/col percents

Table 227

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

New physical infrastructure (e.g. rail, water, broadband)

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are in-vested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that my money will make a difference to my pension is in-vested	I don't think it is possible for me to change where my pension is in-vested	
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
1 - most likely	215 7%	103 9%	105 8%	138 8%	42 6%	24 7%	75 7%	38 7%	67 8%	5 4%	34 8%	45 9%	28 8%	38 8%	13 5%	48 9%	19 6%	9 8%	6 12%	3 6%	22 9%
2 - 2nd most likely	334 11%	147 13%	187 13%	222 13%	73 11%	28 8%	126 11%	68 13%	111 13%	19 17%	48 12%	60 12%	56 15%	55 11%	22 9%	69 13%	47 14%	13 11%	7 15%	11 22%	20 8%
3 - 3rd most likely	358 12%	156 13%	169 12%	220 13%	67 10%	43 13%	133 12%	67 13%	117 14%	21 19%	46 11%	59 12%	55 15%	62 13%	19 8%	73 14%	42 13%	15 13%	4 8%	12 24%	36 14%
NET: Top 3 most likely	906 30%	406 35%	461 33%	580 33%	181 27%	95 28%	334 30%	173 33%	295 34%	45 39%	128 31%	164 32%	140 37%	155 32%	54 22%	190 35%	108 33%	37 32%	17 35%	26 53%	79 30%
Not Top 3	2111 70%	748 65%	924 67%	1176 67%	487 73%	239 72%	775 70%	355 67%	562 66%	70 61%	285 69%	343 68%	234 63%	328 68%	190 78%	349 65%	224 67%	79 68%	33 65%	23 47%	182 70%

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Absolutes/col percents

Table 228

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

New physical infrastructure (e.g. rail, water, broadband)

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
	Total	savings	ment	of it	secure)	secure)	month	values	ated	fund	amount	savings	vested	Left	Right	Left	Right
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
1 - most likely	215 7%	4 8%	5 6%	1 2%	2 3%	2 3%	7 10%	4 11%	21 8%	15 4%	110 7%	57 9%	32 9%	28 4%	56 8%	41 6%	89 10%
2 - 2nd most likely	334 11%	10 19%	14 19%	8 14%	5 7%	15 20%	9 12%	3 7%	24 9%	30 9%	197 12%	69 11%	38 11%	47 7%	88 12%	92 13%	107 12%
3 - 3rd most likely	358 12%	5 9%	11 15%	12 21%	13 17%	9 12%	12 16%	5 15%	27 11%	34 10%	178 11%	88 14%	57 16%	62 10%	113 15%	71 10%	112 12%
NET: Top 3 most likely	906 30%	18 36%	30 40%	21 37%	21 28%	26 35%	28 37%	12 33%	73 28%	79 23%	485 29%	214 34%	128 36%	136 21%	257 35%	204 29%	309 33%
Not Top 3	2111 70%	33 64%	44 60%	35 63%	53 72%	47 65%	48 63%	24 67%	186 72%	265 77%	1203 71%	417 66%	226 64%	509 79%	479 65%	503 71%	620 67%

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Absolutes/col percents

Table 229

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

New green projects (e.g. facilities and jobs related to renewable energy like solar or wind)

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
1 - most likely	737	403	331	148	105	141	142	177	78	64	77	86	89	69	41	63	56	87	355	91	32	34	29	174	22
	24%	27%	22%	21%	22%	27%	31%	25%	26%	24%	29%	34%	26%	17%	19%	24%	27%	24%	25%	26%	27%	24%	23%	26%	13%
2 - 2nd most likely	412	220	191	98	52	84	58	103	42	37	47	34	53	55	14	38	24	49	186	46	14	23	19	98	25
	14%	15%	12%	13%	11%	16%	13%	15%	14%	14%	17%	14%	16%	13%	7%	15%	11%	13%	13%	13%	11%	16%	16%	14%	15%
3 - 3rd most likely	396	195	199	75	73	62	71	95	36	37	38	38	38	37	36	23	33	57	190	37	17	19	16	94	23
	13%	13%	13%	10%	15%	12%	15%	14%	12%	14%	14%	15%	11%	9%	17%	9%	16%	16%	13%	11%	14%	13%	13%	14%	14%
NET: Top 3 most likely	1544	818	721	320	230	287	271	374	156	138	162	159	180	162	91	124	112	193	732	174	63	76	64	366	70
	51%	56%	47%	44%	48%	55%	59%	53%	52%	51%	61%	63%	54%	39%	43%	48%	53%	53%	51%	50%	52%	54%	52%	54%	42%
Not Top 3	1473	655	812	403	251	239	189	329	147	131	105	92	155	252	120	134	98	174	706	173	58	66	59	314	97
	49%	44%	53%	56%	52%	45%	41%	47%	48%	49%	39%	37%	46%	61%	57%	52%	47%	47%	49%	50%	48%	46%	48%	46%	58%

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Absolutes/col percents

Table 230

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

New green projects (e.g. facilities and jobs related to renewable energy like solar or wind)

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
1 - most likely	737 24%	237 30%	199 23%	160 25%	140 19%	66 26%	32 26%	70 21%	55 22%	48 18%	50 23%	41 29%	70 25%	101 25%	109 27%	77 30%	18 21%	669 26%	61 16%	12 16%	34 18%	8 10%	3 15%	4 17%	6 20%
2 - 2nd most likely	412 14%	108 14%	117 13%	83 13%	103 14%	31 12%	20 16%	49 15%	35 14%	44 17%	21 10%	16 11%	42 15%	53 13%	50 12%	42 16%	8 10%	356 14%	54 14%	12 16%	26 14%	7 9%	3 13%	6 25%	1 4%
3 - 3rd most likely	396 13%	104 13%	116 13%	81 13%	94 13%	36 14%	17 14%	35 11%	34 14%	31 12%	32 15%	27 19%	33 12%	42 10%	60 15%	37 14%	12 15%	354 14%	39 10%	10 14%	13 7%	13 17%	3 12%	- -	3 10%
NET: Top 3 most likely	1544 51%	450 57%	433 50%	325 51%	337 47%	133 52%	69 56%	155 46%	125 50%	124 48%	103 48%	83 59%	145 52%	196 49%	219 53%	155 60%	38 45%	1379 53%	155 40%	35 46%	73 39%	28 36%	9 40%	10 42%	11 33%
Not Top 3	1473 49%	344 43%	438 50%	307 49%	382 53%	123 48%	55 44%	180 54%	126 50%	136 52%	114 52%	59 41%	136 48%	203 51%	192 47%	105 40%	46 55%	1218 47%	233 60%	41 54%	116 61%	49 64%	14 60%	14 58%	21 67%

Centre for Progressive Policy
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Absolutes/col percents

Table 231

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

New green projects (e.g. facilities and jobs related to renewable energy like solar or wind)

	Income														Pension Status Awareness				
	Total	Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
1 - most likely	737	135	118	107	137	109	47	15	35	8	4	-	6	3	2	566	52	12	106
	24%	26%	22%	21%	24%	27%	29%	18%	34%	19%	26%	-	47%	50%	12%	26%	20%	17%	19%
2 - 2nd most likely	412	73	73	72	76	51	20	9	15	10	2	2	3	-	4	291	41	10	70
	14%	14%	14%	14%	13%	12%	12%	11%	15%	23%	10%	21%	19%	-	26%	14%	16%	14%	13%
3 - 3rd most likely	396	60	77	62	74	51	26	13	14	7	2	1	-	1	1	282	27	12	75
	13%	12%	15%	12%	13%	13%	16%	16%	14%	16%	12%	13%	-	16%	7%	13%	10%	17%	14%
NET: Top 3 most likely	1544	268	268	241	288	211	93	36	64	25	8	4	9	4	6	1139	120	34	251
	51%	52%	51%	47%	50%	52%	57%	45%	63%	58%	49%	34%	66%	66%	45%	53%	46%	48%	46%
Not Top 3	1473	244	261	273	283	196	69	45	37	18	8	7	5	2	8	997	141	37	297
	49%	48%	49%	53%	50%	48%	43%	55%	37%	42%	51%	66%	34%	34%	55%	47%	54%	52%	54%

Centre for Progressive Policy
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Absolutes/col percents

Table 232

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

New green projects (e.g. facilities and jobs related to renewable energy like solar or wind)

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)								Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
1 - most likely	737	272	265	130	113	152	-	3	353	80	22	2	20	35	20	41	24	258	29	229	366	113	212	351
	24%	27%	27%	30%	25%	28%	-	22%	27%	24%	20%	11%	22%	24%	14%	18%	20%	24%	20%	25%	26%	21%	27%	26%
2 - 2nd most likely	412	138	118	52	66	88	5	2	161	48	12	4	12	24	22	28	13	147	18	129	190	75	102	189
	14%	14%	12%	12%	15%	16%	45%	18%	12%	14%	11%	18%	13%	16%	16%	12%	11%	14%	12%	14%	14%	14%	13%	14%
3 - 3rd most likely	396	135	137	66	47	89	2	1	190	41	13	1	14	21	17	33	15	139	21	118	192	65	106	176
	13%	14%	14%	15%	10%	16%	15%	7%	15%	12%	12%	6%	16%	14%	13%	14%	12%	13%	14%	13%	14%	12%	14%	13%
NET: Top 3 most likely	1544	545	520	248	226	329	7	6	704	169	47	8	46	81	60	102	52	544	68	476	748	252	420	716
	51%	55%	53%	58%	50%	61%	60%	46%	54%	50%	43%	35%	51%	55%	43%	44%	43%	51%	46%	51%	53%	47%	54%	53%
Not Top 3	1473	450	454	180	222	214	4	7	591	166	63	15	44	67	78	132	70	532	79	454	656	284	362	632
	49%	45%	47%	42%	50%	39%	40%	54%	46%	50%	57%	65%	49%	45%	57%	56%	57%	49%	54%	49%	47%	53%	46%	47%

Centre for Progressive Policy
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Absolutes/col percents

Table 233

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

New green projects (e.g. facilities and jobs related to renewable energy like solar or wind)

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that my money will make a difference to my pension is invested	I don't think it is possible for me to change where my pension is invested	
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
1 - most likely	737 24%	268 23%	393 28%	458 26%	257 38%	66 20%	257 23%	133 25%	274 32%	31 27%	102 25%	110 22%	122 33%	153 32%	49 20%	171 32%	100 30%	39 34%	11 22%	10 21%	89 34%
2 - 2nd most likely	412 14%	160 14%	169 12%	258 15%	97 15%	44 13%	145 13%	76 14%	112 13%	13 12%	63 15%	73 14%	39 10%	72 15%	30 12%	71 13%	36 11%	15 13%	6 11%	5 10%	35 13%
3 - 3rd most likely	396 13%	153 13%	179 13%	231 13%	88 13%	46 14%	148 13%	72 14%	132 15%	10 9%	61 15%	55 11%	60 16%	72 15%	23 9%	91 17%	52 16%	25 21%	10 21%	5 10%	49 19%
NET: Top 3 most likely	1544 51%	581 50%	741 53%	946 54%	442 66%	156 47%	549 50%	281 53%	518 60%	55 48%	227 55%	238 47%	221 59%	297 62%	101 41%	333 62%	188 57%	79 68%	27 54%	20 41%	173 66%
Not Top 3	1473 49%	573 50%	645 47%	810 46%	227 34%	178 53%	560 50%	247 47%	339 40%	60 52%	186 45%	269 53%	153 41%	185 38%	143 59%	207 38%	144 43%	37 32%	23 46%	29 59%	89 34%

Centre for Progressive Policy
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Absolutes/col percents

Table 234

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

New green projects (e.g. facilities and jobs related to renewable energy like solar or wind)

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
	Total	savings	ment	of it	secure)	secure)	month	values	ated	fund	amount	savings	vested	Left	Right	Left	Right
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
1 - most likely	737	9	12	14	14	16	11	11	78	109	455	112	62	170	134	267	166
	24%	18%	17%	24%	19%	22%	14%	31%	30%	32%	27%	18%	17%	26%	18%	38%	18%
2 - 2nd most likely	412	8	9	10	12	10	14	2	43	42	233	88	49	98	70	107	137
	14%	15%	12%	17%	16%	14%	19%	6%	17%	12%	14%	14%	14%	15%	10%	15%	15%
3 - 3rd most likely	396	12	10	10	11	14	12	4	30	38	250	74	34	87	82	103	124
	13%	23%	14%	18%	16%	19%	15%	12%	12%	11%	15%	12%	10%	13%	11%	15%	13%
NET: Top 3 most likely	1544	29	32	33	37	40	37	17	152	189	937	274	144	355	286	477	427
	51%	56%	43%	59%	51%	55%	48%	49%	59%	55%	56%	43%	41%	55%	39%	67%	46%
Not Top 3	1473	23	42	23	36	33	39	18	107	155	751	357	210	290	451	230	502
	49%	44%	57%	41%	49%	45%	52%	51%	41%	45%	44%	57%	59%	45%	61%	33%	54%

Centre for Progressive Policy
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Absolutes/col percents

Table 235

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents
Affordable housing

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
1 - most likely	516	238	275	149	93	100	55	90	51	57	50	31	37	97	35	49	24	53	258	57	25	38	24	79	35
	17%	16%	18%	21%	19%	19%	12%	13%	17%	21%	19%	12%	11%	23%	17%	19%	11%	14%	18%	16%	21%	27%	20%	12%	21%
2 - 2nd most likely	519	257	260	148	76	90	82	108	59	44	51	45	52	87	33	40	37	54	264	51	26	29	22	100	27
	17%	17%	17%	20%	16%	17%	18%	15%	20%	16%	19%	18%	16%	21%	16%	15%	18%	15%	18%	15%	22%	21%	18%	15%	16%
3 - 3rd most likely	482	225	253	140	59	84	74	109	56	30	38	38	59	82	28	46	36	50	242	55	20	26	16	95	27
	16%	15%	17%	19%	12%	16%	16%	16%	18%	11%	14%	15%	18%	20%	13%	18%	17%	14%	17%	16%	17%	18%	13%	14%	17%
NET: Top 3 most likely	1517	720	788	438	228	274	211	307	166	131	139	114	148	266	96	135	97	158	765	163	71	93	62	273	90
	50%	49%	51%	60%	47%	52%	46%	44%	55%	49%	52%	45%	44%	64%	46%	52%	46%	43%	53%	47%	59%	65%	50%	40%	54%
Not Top 3	1500	752	745	286	253	252	250	397	137	138	128	137	187	147	115	123	113	210	673	183	49	49	61	407	77
	50%	51%	49%	40%	53%	48%	54%	56%	45%	51%	48%	55%	56%	36%	54%	48%	54%	57%	47%	53%	41%	35%	50%	60%	46%

Centre for Progressive Policy
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Absolutes/col percents

Table 236

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Affordable housing

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
1 - most likely	516 17%	105 13%	161 19%	105 17%	145 20%	35 14%	9 7%	61 18%	44 17%	48 18%	47 22%	24 17%	53 19%	74 19%	67 16%	40 15%	16 19%	427 16%	88 23%	18 24%	40 21%	20 27%	5 21%	4 15%	2 7%
2 - 2nd most likely	519 17%	122 15%	153 18%	97 15%	147 20%	53 21%	22 18%	59 18%	40 16%	36 14%	50 23%	22 16%	46 16%	64 16%	59 14%	50 19%	18 21%	444 17%	68 17%	20 26%	28 15%	11 15%	3 14%	5 19%	7 23%
3 - 3rd most likely	482 16%	124 16%	149 17%	97 15%	112 16%	47 18%	22 18%	58 17%	36 14%	33 13%	34 16%	17 12%	40 14%	66 16%	81 20%	37 14%	14 16%	414 16%	59 15%	8 10%	35 19%	6 7%	6 27%	4 17%	8 27%
NET: Top 3 most likely	1517 50%	351 44%	463 53%	300 47%	404 56%	135 53%	53 43%	177 53%	119 47%	116 45%	131 60%	63 44%	139 50%	204 51%	206 50%	127 49%	48 57%	1285 49%	215 55%	46 61%	104 55%	38 49%	14 63%	13 51%	18 57%
Not Top 3	1500 50%	443 56%	408 47%	333 53%	315 44%	122 47%	71 57%	158 47%	132 53%	143 55%	86 40%	79 56%	142 50%	195 49%	204 50%	133 51%	36 43%	1312 51%	174 45%	30 39%	85 45%	39 51%	8 37%	12 49%	14 43%

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Absolutes/col percents

Table 237

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Affordable housing

	Total	Income													Pension Status Awareness				
		Up to £10,000	£10,001 - £15,000	£15,001 - £20,000	£20,001 - £25,000	£25,001 - £30,000	£30,001 - £35,000	£35,001 - £40,000	£40,001 - £50,000	£50,001 - £60,000	£60,001 - £70,000	£70,001 - £80,000	£80,001 - £90,000	£90,001 - £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
1 - most likely	516 17%	85 17%	103 19%	113 22%	92 16%	66 16%	18 11%	8 10%	13 13%	6 15%	3 15%	- -	1 10%	1 18%	- -	318 15%	58 22%	7 9%	134 24%
2 - 2nd most likely	519 17%	96 19%	90 17%	90 18%	94 16%	74 18%	26 16%	15 18%	11 11%	6 15%	2 14%	1 11%	3 25%	- -	3 22%	360 17%	46 18%	15 21%	99 18%
3 - 3rd most likely	482 16%	77 15%	76 14%	82 16%	98 17%	64 16%	24 15%	22 27%	16 16%	6 14%	3 19%	1 9%	3 20%	- -	5 37%	349 16%	41 16%	12 16%	80 15%
NET: Top 3 most likely	1517 50%	258 50%	269 51%	286 56%	283 50%	204 50%	68 42%	44 55%	40 40%	18 42%	8 49%	2 21%	8 56%	1 18%	8 59%	1026 48%	145 55%	33 47%	313 57%
Not Top 3	1500 50%	254 50%	261 49%	228 44%	288 50%	202 50%	94 58%	36 45%	61 60%	25 58%	8 51%	9 79%	6 44%	6 82%	6 41%	1109 52%	117 45%	38 53%	236 43%

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Absolutes/col percents

Table 238

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Affordable housing

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)								Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
1 - most likely	516	137	150	46	73	82	2	1	187	68	25	6	21	34	29	51	28	177	35	143	223	116	98	220
	17%	14%	15%	11%	16%	15%	20%	8%	14%	20%	23%	28%	24%	23%	21%	22%	23%	16%	24%	15%	16%	22%	13%	16%
2 - 2nd most likely	519	158	168	78	72	80	2	1	223	69	20	3	22	27	24	45	20	177	16	161	248	95	113	246
	17%	16%	17%	18%	16%	15%	20%	9%	17%	21%	19%	13%	25%	18%	17%	19%	17%	16%	11%	17%	18%	18%	14%	18%
3 - 3rd most likely	482	179	167	61	86	74	-	1	213	55	13	1	9	9	20	39	15	162	24	138	234	86	118	230
	16%	18%	17%	14%	19%	14%	-	5%	16%	16%	12%	6%	10%	6%	14%	17%	12%	15%	16%	15%	17%	16%	15%	17%
NET: Top 3 most likely	1517	475	485	185	231	235	4	3	622	191	59	11	52	69	73	135	64	516	75	441	705	297	329	695
	50%	48%	50%	43%	52%	43%	40%	22%	48%	57%	54%	47%	58%	47%	53%	58%	52%	48%	51%	47%	50%	55%	42%	52%
Not Top 3	1500	520	489	243	217	307	7	10	674	143	51	12	37	78	65	98	58	561	72	489	699	240	453	654
	50%	52%	50%	57%	48%	57%	60%	78%	52%	43%	46%	53%	42%	53%	47%	42%	48%	52%	49%	53%	50%	45%	58%	48%

Centre for Progressive Policy
ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 239

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents
Affordable housing

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money I invest by, or the return on investment	Investing in companies or assets that are in line with my moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that my money will make a difference to my overall pension savings	I don't care about where my pension is invested	I don't think it is possible for me to change where my pension is invested	
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
1 - most likely	516 17%	174 15%	208 15%	252 14%	90 14%	65 19%	165 15%	92 17%	117 14%	29 25%	63 15%	72 14%	51 14%	66 14%	36 15%	67 13%	58 18%	13 11%	5 10%	7 13%	34 13%
2 - 2nd most likely	519 17%	190 16%	223 16%	288 16%	124 19%	56 17%	199 18%	87 16%	154 18%	21 18%	66 16%	70 14%	69 18%	85 18%	49 20%	90 17%	61 18%	27 23%	9 17%	4 8%	58 22%
3 - 3rd most likely	482 16%	189 16%	234 17%	294 17%	118 18%	45 13%	168 15%	89 17%	118 14%	18 16%	71 17%	97 19%	56 15%	62 13%	45 18%	84 16%	35 11%	14 12%	8 15%	9 19%	27 11%
NET: Top 3 most likely	1517 50%	553 48%	665 48%	833 47%	332 50%	165 49%	532 48%	268 51%	389 45%	68 59%	200 48%	239 47%	176 47%	213 44%	130 53%	242 45%	154 46%	54 47%	21 43%	20 41%	120 46%
Not Top 3	1500 50%	601 52%	721 52%	923 53%	336 50%	170 51%	577 52%	260 49%	467 55%	47 41%	213 52%	268 53%	198 53%	269 56%	114 47%	298 55%	178 54%	62 53%	29 57%	29 59%	141 54%

Centre for Progressive Policy
ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 240

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents
Affordable housing

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
1 - most likely	516 17%	12 24%	13 17%	8 14%	16 22%	19 26%	12 16%	4 11%	44 17%	67 19%	273 16%	125 20%	52 15%	136 21%	138 19%	102 14%	140 15%
2 - 2nd most likely	519 17%	4 8%	15 21%	7 12%	14 19%	8 11%	11 14%	7 19%	43 16%	74 22%	287 17%	100 16%	58 16%	132 21%	106 14%	143 20%	138 15%
3 - 3rd most likely	482 16%	7 14%	10 13%	9 15%	10 14%	11 15%	8 11%	8 24%	49 19%	61 18%	258 15%	110 17%	54 15%	128 20%	100 14%	137 19%	117 13%
NET: Top 3 most likely	1517 50%	24 45%	38 51%	23 41%	41 55%	37 51%	32 42%	19 53%	136 52%	202 59%	818 48%	334 53%	164 46%	396 61%	343 47%	383 54%	395 42%
Not Top 3	1500 50%	28 55%	36 49%	33 59%	33 45%	35 49%	44 58%	17 47%	123 48%	142 41%	871 52%	296 47%	190 54%	248 39%	393 53%	324 46%	534 58%

Centre for Progressive Policy
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Absolutes/col percents

Table 241

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

**Base: All respondents
Schools and colleges**

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
1 - most likely	117 4%	50 3%	67 4%	41 6%	30 6%	13 2%	11 2%	15 2%	21 7%	14 5%	5 2%	2 1%	5 1%	19 5%	17 8%	7 3%	9 4%	10 3%	51 4%	20 6%	6 5%	3 2%	8 6%	15 2%	14 8%
2 - 2nd most likely	246 8%	91 6%	153 10%	64 9%	59 12%	51 10%	22 5%	30 4%	22 7%	21 8%	17 6%	14 5%	12 4%	41 10%	39 18%	33 13%	8 4%	18 5%	133 9%	31 9%	9 8%	4 3%	16 13%	32 5%	22 13%
3 - 3rd most likely	279 9%	158 11%	122 8%	73 10%	61 13%	39 7%	31 7%	59 8%	40 13%	33 12%	26 10%	24 10%	28 8%	34 8%	28 13%	13 5%	7 4%	31 8%	140 10%	30 9%	11 9%	7 5%	16 13%	62 9%	13 8%
NET: Top 3 most likely	642 21%	299 20%	342 22%	178 25%	150 31%	102 19%	64 14%	104 15%	83 27%	67 25%	48 18%	40 16%	45 13%	94 23%	83 39%	54 21%	25 12%	59 16%	324 23%	81 23%	27 22%	14 10%	39 32%	109 16%	48 29%
Not Top 3	2375 79%	1174 80%	1191 78%	545 75%	331 69%	424 81%	396 86%	599 85%	220 73%	202 75%	219 82%	211 84%	290 87%	319 77%	128 61%	204 79%	185 88%	308 84%	1114 77%	266 77%	94 78%	129 90%	84 68%	571 84%	118 71%

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Absolutes/col percents

Table 242

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents
Schools and colleges

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
1 - most likely	117 4%	29 4%	36 4%	19 3%	33 5%	9 3%	-	18 5%	15 6%	13 5%	7 3%	8 6%	10 4%	13 3%	14 3%	6 2%	4 5%	86 3%	29 8%	4 5%	14 7%	9 12%	1 6%	1 6%	1 3%
2 - 2nd most likely	246 8%	55 7%	76 9%	62 10%	53 7%	14 5%	13 11%	25 8%	22 9%	22 9%	17 8%	16 11%	25 9%	34 9%	29 7%	21 8%	8 9%	208 8%	33 8%	6 8%	18 10%	6 7%	1 4%	2 9%	6 17%
3 - 3rd most likely	279 9%	87 11%	73 8%	47 7%	73 10%	20 8%	13 10%	40 12%	19 8%	31 12%	16 7%	11 8%	25 9%	35 9%	44 11%	20 8%	7 8%	237 9%	40 10%	7 9%	22 12%	8 10%	-	3 12%	2 6%
NET: Top 3 most likely	642 21%	170 21%	185 21%	128 20%	158 22%	42 17%	26 21%	83 25%	55 22%	66 25%	40 18%	35 25%	60 21%	82 21%	87 21%	47 18%	18 22%	531 20%	102 26%	17 23%	54 29%	22 29%	2 10%	6 26%	8 26%
Not Top 3	2375 79%	624 79%	686 79%	504 80%	561 78%	214 83%	98 79%	252 75%	195 78%	194 75%	177 82%	107 75%	221 79%	316 79%	323 79%	213 82%	66 78%	2066 80%	286 74%	59 77%	135 71%	54 71%	20 90%	18 74%	24 74%

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Absolutes/col percents

Table 243

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

**Base: All respondents
Schools and colleges**

	Total	Income														Pension Status Awareness			
		Up to £10,000	£10,001 - £15,000	£15,001 - £20,000	£20,001 - £25,000	£25,001 - £30,000	£30,001 - £35,000	£35,001 - £40,000	£40,001 - £50,000	£50,001 - £60,000	£60,001 - £70,000	£70,001 - £80,000	£80,001 - £90,000	£90,001 - £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
1 - most likely	117 4%	20 4%	20 4%	19 4%	24 4%	9 2%	10 6%	8 10%	2 2%	3 8%	- -	- -	- -	1 16%	- -	81 4%	9 4%	2 3%	25 5%
2 - 2nd most likely	246 8%	31 6%	39 7%	35 7%	53 9%	37 9%	14 9%	12 15%	12 12%	2 6%	1 9%	1 9%	- -	- -	3 19%	162 8%	25 10%	2 2%	57 10%
3 - 3rd most likely	279 9%	47 9%	47 9%	46 9%	60 11%	36 9%	15 9%	7 8%	7 7%	5 12%	- -	2 14%	4 27%	- -	1 8%	194 9%	29 11%	6 9%	50 9%
NET: Top 3 most likely	642 21%	98 19%	105 20%	99 19%	137 24%	82 20%	38 24%	27 33%	21 21%	11 26%	1 9%	3 23%	4 27%	1 16%	4 27%	437 20%	64 24%	10 14%	131 24%
Not Top 3	2375 79%	414 81%	424 80%	414 81%	434 76%	325 80%	124 76%	54 67%	79 79%	32 74%	15 91%	9 77%	10 73%	6 84%	10 73%	1699 80%	198 76%	61 86%	417 76%

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Absolutes/col percents

Table 244

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

**Base: All respondents
Schools and colleges**

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)								Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
1 - most likely	117 4%	27 3%	44 4%	13 3%	16 3%	12 2%	1 8%	2 15%	52 4%	10 3%	1 1%	1 2%	2 2%	3 2%	7 5%	15 6%	1 1%	33 3%	5 4%	28 3%	61 4%	23 4%	21 3%	60 4%
2 - 2nd most likely	246 8%	66 7%	95 10%	17 4%	31 7%	35 6%	1 12%	1 5%	106 8%	30 9%	17 15%	5 23%	4 5%	14 10%	8 6%	25 11%	20 17%	86 8%	12 8%	74 8%	115 8%	46 9%	45 6%	117 9%
3 - 3rd most likely	279 9%	95 10%	94 10%	30 7%	42 9%	47 9%	- -	- -	115 9%	26 8%	7 6%	- -	14 16%	16 11%	13 10%	24 10%	7 6%	108 10%	11 8%	97 10%	121 9%	51 9%	68 9%	125 9%
NET: Top 3 most likely	642 21%	189 19%	233 24%	60 14%	88 20%	93 17%	2 19%	3 20%	272 21%	66 20%	25 23%	6 25%	20 23%	33 23%	29 21%	63 27%	28 23%	226 21%	28 19%	198 21%	296 21%	120 22%	134 17%	302 22%
Not Top 3	2375 79%	806 81%	742 76%	368 86%	360 80%	449 83%	9 81%	10 80%	1023 79%	268 80%	85 77%	17 75%	69 77%	114 77%	109 79%	170 73%	94 77%	850 79%	118 81%	732 79%	1108 79%	417 78%	648 83%	1046 78%

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Absolutes/col percents

Table 245

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

**Base: All respondents
 Schools and colleges**

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that my money will make a difference to my pension is invested	I don't think it is possible for me to change where my pension is invested		
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
1 - most likely	117 4%	46 4%	46 3%	59 3%	22 3%	21 6%	47 4%	24 5%	25 3%	2 1%	22 5%	24 5%	11 3%	13 3%	8 3%	12 2%	13 4%	1 1%	3 6%	1 3%	7 3%
2 - 2nd most likely	246 8%	98 8%	98 7%	127 7%	45 7%	30 9%	87 8%	43 8%	60 7%	8 7%	35 9%	43 8%	27 7%	33 7%	17 7%	35 6%	24 7%	11 10%	2 4%	4 7%	17 6%
3 - 3rd most likely	279 9%	102 9%	122 9%	156 9%	75 11%	31 9%	96 9%	48 9%	75 9%	6 5%	42 10%	52 10%	30 8%	45 9%	19 8%	47 9%	35 11%	8 7%	8 16%	2 5%	22 8%
NET: Top 3 most likely	642 21%	247 21%	266 19%	341 19%	143 21%	83 25%	230 21%	115 22%	159 19%	15 13%	100 24%	119 23%	68 18%	91 19%	44 18%	94 17%	72 22%	20 17%	13 26%	7 15%	46 17%
Not Top 3	2375 79%	908 79%	1119 81%	1415 81%	526 79%	252 75%	879 79%	413 78%	697 81%	100 87%	313 76%	388 77%	306 82%	391 81%	201 82%	446 83%	261 78%	96 83%	37 74%	42 85%	215 83%

Centre for Progressive Policy

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Absolutes/col percents

Table 246

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

**Base: All respondents
Schools and colleges**

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
1 - most likely	117 4%	- -	3 3%	1 3%	2 3%	5 8%	8 10%	2 6%	11 4%	14 4%	65 4%	23 4%	15 4%	24 4%	24 3%	17 2%	52 6%
2 - 2nd most likely	246 8%	4 7%	4 5%	5 9%	4 6%	3 4%	6 8%	7 19%	21 8%	32 9%	136 8%	51 8%	27 8%	48 7%	80 11%	41 6%	77 8%
3 - 3rd most likely	279 9%	7 13%	9 12%	4 7%	9 12%	7 9%	8 10%	3 9%	19 7%	37 11%	157 9%	56 9%	29 8%	62 10%	64 9%	65 9%	88 9%
NET: Top 3 most likely	642 21%	11 20%	15 21%	11 19%	16 21%	15 21%	21 28%	12 34%	51 20%	84 24%	358 21%	130 21%	71 20%	134 21%	168 23%	123 17%	217 23%
Not Top 3	2375 79%	41 80%	59 79%	45 81%	58 79%	57 79%	55 72%	23 66%	208 80%	260 76%	1331 79%	501 79%	283 80%	511 79%	569 77%	583 83%	712 77%

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Absolutes/col percents

Table 247

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents
Childcare

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
1 - most likely	103 3%	37 2%	66 4%	52 7%	21 4%	14 3%	5 1%	4 1%	13 4%	11 4%	3 1%	4 1%	2 *	39 9%	10 5%	11 4%	1 *	3 1%	66 5%	10 3%	1 1%	3 2%	8 6%	4 1%	11 7%
2 - 2nd most likely	133 4%	52 4%	81 5%	63 9%	31 6%	18 3%	9 2%	9 1%	21 7%	16 6%	8 3%	3 1%	4 1%	42 10%	15 7%	9 4%	6 3%	6 2%	68 5%	25 7%	5 4%	7 5%	8 6%	9 1%	12 7%
3 - 3rd most likely	172 6%	59 4%	112 7%	55 8%	39 8%	26 5%	13 3%	26 4%	14 5%	19 7%	10 4%	2 1%	10 3%	40 10%	20 9%	17 7%	11 5%	15 4%	94 7%	25 7%	6 5%	4 3%	5 4%	19 3%	18 11%
NET: Top 3 most likely	408 14%	148 10%	259 17%	169 23%	90 19%	58 11%	26 6%	39 6%	48 16%	46 17%	20 8%	9 4%	15 5%	121 29%	45 21%	37 14%	17 8%	24 7%	229 16%	61 17%	12 10%	14 10%	20 16%	32 5%	41 25%
Not Top 3	2609 86%	1325 90%	1274 83%	554 77%	391 81%	468 89%	435 94%	664 94%	254 84%	224 83%	246 92%	242 96%	320 95%	293 71%	166 79%	220 86%	192 92%	344 93%	1209 84%	286 83%	108 90%	129 90%	103 84%	649 95%	126 75%

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Absolutes/col percents

Table 248

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents
Childcare

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
1 - most likely	103 3%	30 4%	30 3%	18 3%	24 3%	11 4%	4 4%	9 3%	11 4%	15 6%	7 3%	1 1%	8 3%	16 4%	11 3%	4 1%	5 6%	67 3%	35 9%	2 2%	19 10%	10 13%	2 10%	2 9%	1 2%
2 - 2nd most likely	133 4%	34 4%	37 4%	33 5%	29 4%	12 5%	2 2%	17 5%	15 6%	12 4%	11 5%	6 4%	5 2%	15 4%	23 6%	8 3%	8 9%	107 4%	23 6%	2 2%	11 6%	5 6%	2 9%	4 15%	3 8%
3 - 3rd most likely	172 6%	42 5%	42 5%	50 8%	38 5%	20 8%	5 4%	15 4%	8 3%	22 9%	16 7%	9 7%	21 8%	23 6%	21 5%	11 4%	1 1%	129 5%	40 10%	8 11%	20 10%	12 15%	-	1 4%	2 7%
NET: Top 3 most likely	408 14%	106 13%	109 13%	102 16%	91 13%	42 17%	12 10%	40 12%	35 14%	49 19%	34 16%	17 12%	34 12%	54 13%	55 13%	22 9%	14 16%	303 12%	98 25%	11 15%	49 26%	27 35%	4 19%	7 28%	6 18%
Not Top 3	2609 86%	689 87%	762 87%	531 84%	628 87%	214 83%	112 90%	294 88%	216 86%	211 81%	183 84%	125 88%	247 88%	345 87%	356 87%	237 91%	71 84%	2294 88%	290 75%	64 85%	140 74%	50 65%	18 81%	17 72%	26 82%

Centre for Progressive Policy
ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 249

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Childcare

	Total	Income													Pension Status Awareness				
		Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
1 - most likely	103 3%	14 3%	10 2%	14 3%	24 4%	24 6%	8 5%	4 5%	2 2%	- -	- -	1 8%	1 7%	- -	- -	65 3%	12 5%	- -	26 5%
2 - 2nd most likely	133 4%	20 4%	21 4%	23 4%	26 5%	22 6%	7 4%	6 7%	4 4%	1 3%	1 8%	- -	- -	1 16%	- -	85 4%	15 6%	1 1%	32 6%
3 - 3rd most likely	172 6%	26 5%	31 6%	30 6%	38 7%	23 6%	10 6%	5 7%	3 3%	1 2%	1 7%	1 9%	- -	- -	- -	106 5%	22 9%	5 7%	39 7%
NET: Top 3 most likely	408 14%	59 12%	62 12%	68 13%	88 15%	70 17%	25 16%	15 19%	9 9%	2 5%	2 15%	2 18%	1 7%	1 16%	- -	256 12%	50 19%	6 8%	97 18%
Not Top 3	2609 86%	453 88%	467 88%	445 87%	483 85%	337 83%	136 84%	66 81%	92 91%	41 95%	14 85%	9 82%	13 93%	6 84%	14 100%	1880 88%	212 81%	66 92%	452 82%

Centre for Progressive Policy
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Absolutes/col percents

Table 250

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents
Childcare

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)								Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
1 - most likely	103	21	37	5	17	13	-	-	40	15	5	-	4	8	4	8	5	38	4	34	47	18	12	52
	3%	2%	4%	1%	4%	2%	-	-	3%	4%	5%	-	4%	6%	3%	3%	4%	4%	3%	4%	3%	3%	2%	4%
2 - 2nd most likely	133	28	48	13	18	16	-	-	58	12	7	3	7	6	7	16	9	47	13	34	64	23	16	69
	4%	3%	5%	3%	4%	3%	-	-	4%	4%	6%	12%	8%	4%	5%	7%	8%	4%	9%	4%	5%	4%	2%	5%
3 - 3rd most likely	172	32	54	16	21	25	-	1	67	22	11	4	6	11	15	14	13	66	4	62	75	30	29	76
	6%	3%	6%	4%	5%	5%	-	10%	5%	7%	10%	19%	6%	8%	11%	6%	11%	6%	3%	7%	5%	6%	4%	6%
NET: Top 3 most likely	408	81	139	34	57	54	-	1	164	48	23	7	16	26	26	38	28	151	21	130	186	71	57	198
	14%	8%	14%	8%	13%	10%	-	10%	13%	14%	21%	31%	18%	17%	19%	16%	23%	14%	15%	14%	13%	13%	7%	15%
Not Top 3	2609	914	835	394	391	489	11	12	1132	286	87	16	73	122	112	196	95	925	125	800	1219	465	725	1151
	86%	92%	86%	92%	87%	90%	100%	90%	87%	86%	79%	69%	82%	83%	81%	84%	77%	86%	85%	86%	87%	87%	93%	85%

Centre for Progressive Policy
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Absolutes/col percents

Table 251

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents
Childcare

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that my money will make a difference to my pension is invested	I don't think it is possible for me to change where my pension is invested	
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
1 - most likely	103 3%	37 3%	38 3%	52 3%	8 1%	14 4%	45 4%	23 4%	9 1%	4 3%	19 5%	21 4%	5 1%	4 1%	12 5%	4 1%	6 2%	4 3%	2 4%	-	4 2%
2 - 2nd most likely	133 4%	44 4%	58 4%	57 3%	27 4%	18 5%	51 5%	28 5%	17 2%	4 3%	24 6%	33 7%	8 2%	9 2%	7 3%	11 2%	5 2%	2 2%	2 4%	1 2%	2 1%
3 - 3rd most likely	172 6%	57 5%	66 5%	86 5%	27 4%	15 4%	67 6%	34 6%	30 4%	9 8%	24 6%	21 4%	11 3%	19 4%	21 8%	16 3%	19 6%	5 4%	1 3%	2 4%	5 2%
NET: Top 3 most likely	408 14%	137 12%	162 12%	195 11%	62 9%	47 14%	163 15%	85 16%	56 7%	16 14%	68 17%	76 15%	24 6%	32 7%	39 16%	31 6%	30 9%	11 9%	5 10%	3 6%	11 4%
Not Top 3	2609 86%	1017 88%	1223 88%	1561 89%	607 91%	288 86%	946 85%	444 84%	800 93%	99 86%	345 83%	431 85%	350 94%	450 93%	205 84%	508 94%	302 91%	105 91%	45 90%	46 94%	250 96%

Centre for Progressive Policy
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Absolutes/col percents

Table 252

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents
Childcare

	vested										investing			Clockface Quadrants			
	I was not happy with the amount of money I was making on my pensions	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
	Total	savings	ment	of it	secure)	secure)	month	values	ated	fund	amount	savings	vested	Left	Right	Left	Right
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
1 - most likely	103 3%	5 10%	4 5%	1 2%	7 9%	4 6%	3 3%	1 4%	8 3%	15 4%	59 4%	20 3%	9 2%	29 5%	18 2%	18 3%	37 4%
2 - 2nd most likely	133 4%	7 13%	4 5%	4 8%	2 2%	3 4%	2 3%	4 12%	15 6%	19 6%	69 4%	31 5%	14 4%	29 5%	37 5%	23 3%	45 5%
3 - 3rd most likely	172 6%	1 1%	6 8%	2 4%	4 6%	5 7%	3 4%	1 3%	17 6%	17 5%	94 6%	37 6%	23 7%	32 5%	55 8%	24 3%	60 6%
NET: Top 3 most likely	408 14%	13 25%	14 18%	8 14%	12 17%	12 16%	8 10%	7 19%	39 15%	51 15%	222 13%	88 14%	46 13%	91 14%	110 15%	65 9%	142 15%
Not Top 3	2609 86%	39 75%	60 82%	48 86%	61 83%	61 84%	68 90%	29 81%	220 85%	293 85%	1466 87%	543 86%	308 87%	554 86%	626 85%	642 91%	787 85%

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Absolutes/col percents

Table 253

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents
Healthcare

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
1 - most likely	815	339	471	178	123	133	128	219	63	49	58	62	98	111	75	76	66	121	363	91	22	40	35	213	50
	27%	23%	31%	25%	26%	25%	28%	31%	21%	18%	22%	25%	29%	27%	35%	29%	32%	33%	25%	26%	19%	28%	29%	31%	30%
2 - 2nd most likely	559	254	304	155	70	85	87	136	56	41	44	48	58	98	29	41	40	77	256	69	26	27	28	125	28
	19%	17%	20%	21%	15%	16%	19%	19%	19%	15%	16%	19%	17%	24%	14%	16%	19%	21%	18%	20%	22%	19%	23%	18%	17%
3 - 3rd most likely	470	211	257	108	67	110	75	94	36	45	46	37	43	72	22	63	38	52	224	60	24	19	21	95	28
	16%	14%	17%	15%	14%	21%	16%	13%	12%	17%	17%	15%	13%	17%	10%	24%	18%	14%	16%	17%	20%	13%	17%	14%	17%
NET: Top 3 most likely	1844	804	1033	440	261	328	290	448	155	135	148	146	198	280	126	180	144	250	843	220	72	85	84	433	107
	61%	55%	67%	61%	54%	62%	63%	64%	51%	50%	55%	58%	59%	68%	60%	70%	69%	68%	59%	63%	60%	68%	64%	64%	64%
Not Top 3	1173	669	500	283	220	198	171	255	148	134	119	105	137	133	85	78	66	118	595	127	48	57	39	247	60
	39%	45%	33%	39%	46%	38%	37%	36%	49%	50%	45%	42%	41%	32%	40%	30%	31%	32%	41%	37%	40%	40%	32%	36%	36%

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Absolutes/col percents

Table 254

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents
Healthcare

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
1 - most likely	815 27%	196 25%	253 29%	166 26%	199 28%	65 25%	47 38%	88 26%	80 32%	69 27%	57 26%	42 30%	67 24%	113 28%	104 25%	60 23%	21 25%	698 27%	100 26%	25 33%	45 24%	16 20%	8 35%	7 30%	16 52%
2 - 2nd most likely	559 19%	156 20%	159 18%	111 18%	133 19%	57 22%	26 21%	55 16%	36 14%	45 17%	43 20%	23 16%	42 15%	70 18%	96 23%	49 19%	18 21%	468 18%	86 22%	12 17%	51 27%	16 21%	5 23%	2 8%	5 17%
3 - 3rd most likely	470 16%	109 14%	144 17%	102 16%	115 16%	35 13%	15 12%	53 16%	47 19%	34 13%	28 13%	24 17%	67 24%	69 17%	48 12%	36 14%	14 17%	409 16%	62 16%	8 11%	34 18%	9 12%	4 19%	6 24%	- -
NET: Top 3 most likely	1844 61%	461 58%	557 64%	378 60%	448 62%	156 61%	88 71%	196 58%	163 65%	148 57%	129 59%	89 63%	175 62%	253 64%	249 61%	145 56%	54 64%	1574 61%	248 64%	45 60%	130 69%	40 53%	18 78%	15 62%	22 69%
Not Top 3	1173 39%	333 42%	314 36%	254 40%	272 38%	100 39%	35 29%	139 42%	88 35%	111 43%	89 41%	52 37%	106 38%	145 36%	162 39%	115 44%	31 36%	1023 39%	140 36%	30 40%	59 31%	36 47%	5 22%	9 38%	10 31%

Centre for Progressive Policy
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Absolutes/col percents

Table 255

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents
Healthcare

	Total	Income													Pension Status Awareness				
		Up to £10,000	£10,001 - £15,000	£15,001 - £20,000	£20,001 - £25,000	£25,001 - £30,000	£30,001 - £35,000	£35,001 - £40,000	£40,001 - £50,000	£50,001 - £60,000	£60,001 - £70,000	£70,001 - £80,000	£80,001 - £90,000	£90,001 - £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
1 - most likely	815 27%	136 26%	154 29%	139 27%	144 25%	105 26%	45 28%	26 32%	25 25%	14 34%	5 30%	5 47%	2 17%	1 16%	3 23%	579 27%	62 24%	27 37%	146 27%
2 - 2nd most likely	559 19%	118 23%	102 19%	86 17%	107 19%	62 15%	39 24%	11 14%	13 13%	6 15%	1 3%	1 8%	4 28%	2 23%	- -	380 18%	44 17%	17 23%	119 22%
3 - 3rd most likely	470 16%	88 17%	75 14%	98 19%	79 14%	66 16%	16 10%	10 13%	16 16%	7 17%	4 23%	1 11%	3 18%	1 16%	1 9%	343 16%	30 11%	8 11%	90 16%
NET: Top 3 most likely	1844 61%	342 67%	331 63%	323 63%	331 58%	233 57%	100 62%	48 59%	54 53%	28 65%	9 56%	7 66%	9 64%	4 55%	4 32%	1302 61%	136 52%	51 71%	355 65%
Not Top 3	1173 39%	170 33%	198 37%	190 37%	241 42%	173 43%	61 38%	33 41%	47 47%	15 35%	7 44%	4 34%	5 36%	3 45%	9 68%	834 39%	125 48%	20 29%	193 35%

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Absolutes/col percents

Table 256

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents
Healthcare

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)								Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
1 - most likely	815	278	254	114	132	140	1	4	343	79	37	6	22	28	35	74	39	272	28	243	393	150	229	348
	27%	28%	26%	27%	30%	26%	8%	33%	26%	24%	34%	29%	25%	19%	25%	32%	32%	25%	19%	26%	28%	28%	29%	26%
2 - 2nd most likely	559	173	189	71	70	100	-	4	240	63	14	4	17	28	28	52	18	190	27	163	253	116	146	234
	19%	17%	19%	17%	16%	18%	-	31%	19%	19%	13%	17%	19%	19%	20%	22%	15%	18%	18%	18%	18%	22%	19%	17%
3 - 3rd most likely	470	134	157	59	86	93	2	1	200	46	16	4	12	26	24	31	17	157	25	132	228	85	109	234
	16%	13%	16%	14%	19%	17%	14%	11%	15%	14%	15%	16%	14%	18%	18%	13%	14%	15%	17%	14%	16%	16%	14%	17%
NET: Top 3 most likely	1844	585	599	244	289	333	2	10	784	188	68	14	51	83	87	157	75	619	81	538	874	351	483	816
	61%	59%	61%	57%	64%	61%	21%	74%	60%	56%	62%	62%	57%	56%	63%	67%	61%	57%	55%	58%	62%	65%	62%	60%
Not Top 3	1173	410	376	184	159	210	9	3	512	146	42	9	39	65	51	76	47	458	66	392	530	185	298	533
	39%	41%	39%	43%	36%	39%	79%	26%	40%	44%	38%	38%	43%	44%	37%	33%	39%	43%	45%	42%	38%	35%	38%	40%

Centre for Progressive Policy
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Absolutes/col percents

Table 257

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents
Healthcare

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that my money will make a difference to my pension is invested	I don't think it is possible for me to change where my pension is invested		
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
1 - most likely	815	320	363	500	143	82	328	128	211	29	99	147	96	115	93	135	83	28	14	19	65
	27%	28%	26%	28%	21%	25%	30%	24%	25%	26%	24%	29%	26%	24%	38%	25%	25%	24%	28%	37%	25%
2 - 2nd most likely	559	200	259	301	131	64	184	85	153	21	64	92	55	98	49	105	54	20	11	5	45
	19%	17%	19%	17%	20%	19%	17%	16%	18%	18%	16%	18%	15%	20%	20%	19%	16%	17%	22%	11%	17%
3 - 3rd most likely	470	182	220	276	98	50	203	90	143	15	76	76	69	74	33	79	68	25	7	10	49
	16%	16%	16%	16%	15%	15%	18%	17%	17%	13%	18%	15%	18%	15%	14%	15%	20%	21%	13%	20%	19%
NET: Top 3 most likely	1844	703	843	1077	373	195	715	304	507	65	239	315	220	287	175	319	206	73	32	34	158
	61%	61%	61%	61%	56%	58%	64%	58%	59%	57%	58%	62%	59%	60%	72%	59%	62%	63%	63%	68%	61%
Not Top 3	1173	451	543	679	296	139	394	224	350	50	174	191	154	195	69	221	126	43	18	16	103
	39%	39%	39%	39%	44%	42%	36%	42%	41%	43%	42%	38%	41%	40%	28%	41%	38%	37%	37%	32%	39%

Centre for Progressive Policy
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Absolutes/col percents

Table 258

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents
Healthcare

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
1 - most likely	815 27%	12 23%	25 33%	18 32%	26 35%	16 22%	19 25%	6 18%	53 20%	84 24%	449 27%	181 29%	100 28%	155 24%	231 31%	162 23%	267 29%
2 - 2nd most likely	559 19%	9 18%	9 12%	9 16%	15 20%	11 15%	12 16%	8 22%	44 17%	61 18%	300 18%	127 20%	71 20%	130 20%	124 17%	133 19%	173 19%
3 - 3rd most likely	470 16%	6 11%	9 13%	5 9%	6 8%	11 15%	13 17%	4 11%	56 22%	50 15%	277 16%	96 15%	47 13%	105 16%	117 16%	101 14%	148 16%
NET: Top 3 most likely	1844 61%	27 53%	43 58%	32 56%	46 63%	38 52%	44 58%	18 51%	152 59%	195 57%	1026 61%	404 64%	218 62%	390 60%	471 64%	395 56%	588 63%
Not Top 3	1173 39%	25 47%	31 42%	25 44%	27 37%	35 48%	32 42%	17 49%	107 41%	149 43%	662 39%	226 36%	136 38%	255 40%	266 36%	311 44%	341 37%

Centre for Progressive Policy
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Absolutes/col percents

Table 259

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents
Social care

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
1 - most likely	228 8%	93 6%	134 9%	51 7%	35 7%	31 6%	48 11%	57 8%	14 5%	21 8%	12 5%	26 10%	20 6%	37 9%	14 6%	19 7%	23 11%	37 10%	102 7%	31 9%	15 12%	10 7%	5 4%	54 8%	11 7%
2 - 2nd most likely	454 15%	178 12%	272 18%	80 11%	61 13%	69 13%	92 20%	133 19%	26 9%	34 13%	26 10%	35 14%	48 14%	51 12%	27 13%	41 16%	57 27%	85 23%	187 13%	55 16%	15 12%	21 14%	14 12%	133 20%	29 17%
3 - 3rd most likely	426 14%	185 13%	240 16%	98 14%	72 15%	69 13%	53 11%	111 16%	38 13%	32 12%	28 10%	31 12%	47 14%	59 14%	40 19%	41 16%	22 10%	64 17%	170 12%	50 15%	16 14%	27 19%	26 21%	113 17%	23 14%
NET: Top 3 most likely	1108 37%	456 31%	646 42%	229 32%	168 35%	169 32%	194 42%	302 43%	79 26%	87 32%	67 25%	92 37%	115 34%	148 36%	80 38%	101 39%	101 48%	186 51%	459 32%	137 39%	46 38%	57 40%	46 37%	301 44%	63 38%
Not Top 3	1909 63%	1016 69%	887 58%	494 68%	313 65%	357 68%	267 58%	402 57%	224 74%	182 68%	200 75%	158 63%	220 66%	266 64%	131 62%	156 61%	109 52%	182 49%	979 68%	210 61%	74 62%	85 60%	77 63%	379 56%	104 62%

Centre for Progressive Policy
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Absolutes/col percents

Table 260

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Social care

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
1 - most likely	228 8%	55 7%	56 6%	44 7%	72 10%	22 9%	10 8%	25 7%	15 6%	19 7%	15 7%	4 3%	26 9%	31 8%	31 7%	27 10%	4 5%	202 8%	23 6%	3 4%	13 7%	5 7%	- -	2 9%	3 8%
2 - 2nd most likely	454 15%	107 13%	158 18%	81 13%	108 15%	33 13%	15 12%	52 16%	44 18%	43 17%	27 12%	26 18%	45 16%	64 16%	63 15%	31 12%	10 12%	407 16%	42 11%	4 6%	22 12%	9 12%	4 19%	2 9%	5 16%
3 - 3rd most likely	426 14%	108 14%	120 14%	79 12%	119 16%	42 16%	11 9%	40 12%	37 15%	34 13%	41 19%	17 12%	31 11%	52 13%	61 15%	44 17%	17 21%	357 14%	64 16%	21 27%	28 15%	10 13%	3 14%	2 10%	5 16%
NET: Top 3 most likely	1108 37%	271 34%	335 38%	204 32%	299 42%	97 38%	36 29%	117 35%	97 39%	96 37%	83 38%	46 33%	102 36%	146 37%	154 38%	102 39%	32 37%	966 37%	129 33%	28 37%	63 33%	25 32%	7 33%	7 27%	13 39%
Not Top 3	1909 63%	523 66%	536 62%	429 68%	421 58%	159 62%	87 71%	218 65%	153 61%	164 63%	135 62%	95 67%	179 64%	252 63%	256 62%	158 61%	53 63%	1631 63%	259 67%	48 63%	126 67%	52 68%	15 67%	18 73%	19 61%

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Absolutes/col percents

Table 261

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Social care

	Total	Income													Pension Status Awareness				
		Up to £10,000	£10,001 - £15,000	£15,001 - £20,000	£20,001 - £25,000	£25,001 - £30,000	£30,001 - £35,000	£35,001 - £40,000	£40,001 - £50,000	£50,001 - £60,000	£60,001 - £70,000	£70,001 - £80,000	£80,001 - £90,000	£90,001 - £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
1 - most likely	228 8%	51 10%	43 8%	35 7%	41 7%	30 7%	10 6%	4 5%	4 4%	5 11%	1 8%	- -	1 10%	- -	1 7%	160 8%	15 6%	8 12%	44 8%
2 - 2nd most likely	454 15%	74 14%	94 18%	88 17%	79 14%	54 13%	22 14%	17 21%	9 9%	4 9%	4 22%	- -	3 19%	- -	- -	328 15%	40 15%	12 17%	74 13%
3 - 3rd most likely	426 14%	81 16%	82 16%	68 13%	79 14%	53 13%	24 15%	7 9%	9 9%	6 15%	2 15%	4 34%	3 25%	2 23%	1 10%	277 13%	34 13%	11 15%	105 19%
NET: Top 3 most likely	1108 37%	206 40%	220 42%	191 37%	198 35%	137 34%	56 34%	28 34%	23 23%	15 35%	7 44%	4 34%	7 53%	2 23%	2 17%	765 36%	88 34%	31 44%	223 41%
Not Top 3	1909 63%	306 60%	309 58%	322 63%	373 65%	270 66%	106 66%	53 66%	78 77%	28 65%	9 56%	7 66%	6 47%	5 77%	12 83%	1371 64%	173 66%	40 56%	325 59%

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Absolutes/col percents

Table 262

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Social care

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)								Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
1 - most likely	228	64	74	30	33	34	-	-	99	31	6	2	5	8	14	14	8	77	6	72	113	37	60	100
	8%	6%	8%	7%	7%	6%	-	-	8%	9%	6%	7%	6%	5%	10%	6%	6%	7%	4%	8%	8%	7%	8%	7%
2 - 2nd most likely	454	166	128	66	81	75	1	3	180	49	16	2	13	15	30	23	16	150	20	130	225	80	149	177
	15%	17%	13%	15%	18%	14%	8%	23%	14%	15%	15%	7%	14%	10%	22%	10%	13%	14%	14%	14%	16%	15%	19%	13%
3 - 3rd most likely	426	142	114	65	51	66	4	1	158	50	22	6	17	24	15	49	25	143	23	120	184	99	114	161
	14%	14%	12%	15%	11%	12%	41%	11%	12%	15%	20%	29%	18%	16%	11%	21%	21%	13%	16%	13%	13%	18%	15%	12%
NET: Top 3 most likely	1108	372	315	161	165	174	5	4	437	130	45	10	35	46	59	86	49	370	49	321	522	216	323	439
	37%	37%	32%	38%	37%	32%	48%	34%	34%	39%	40%	42%	38%	31%	43%	37%	40%	34%	34%	35%	37%	40%	41%	33%
Not Top 3	1909	623	659	267	283	368	6	9	858	204	66	13	55	101	78	147	73	706	97	609	882	321	458	910
	63%	63%	68%	62%	63%	68%	52%	66%	66%	61%	60%	58%	62%	69%	57%	63%	60%	66%	66%	65%	63%	60%	59%	67%

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Absolutes/col percents

Table 263

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents
Social care

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that my money will make a difference to my pension is invested	I don't think it is possible for me to change where my pension is invested	
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
1 - most likely	228 8%	84 7%	100 7%	131 7%	49 7%	29 9%	88 8%	34 6%	72 8%	5 5%	28 7%	31 6%	28 7%	45 9%	24 10%	49 9%	26 8%	9 8%	2 5%	1 2%	21 8%
2 - 2nd most likely	454 15%	170 15%	215 16%	281 16%	91 14%	50 15%	178 16%	75 14%	126 15%	12 10%	64 15%	77 15%	65 17%	61 13%	50 20%	75 14%	49 15%	10 9%	6 13%	9 19%	43 17%
3 - 3rd most likely	426 14%	158 14%	182 13%	212 12%	96 14%	48 14%	133 12%	58 11%	108 13%	18 16%	40 10%	70 14%	40 11%	67 14%	41 17%	69 13%	43 13%	10 8%	3 7%	2 4%	35 13%
NET: Top 3 most likely	1108 37%	412 36%	498 36%	624 36%	236 35%	127 38%	399 36%	167 32%	305 36%	35 31%	132 32%	178 35%	133 35%	173 36%	115 47%	193 36%	119 36%	29 25%	12 25%	12 25%	99 38%
Not Top 3	1909 63%	742 64%	888 64%	1132 64%	433 65%	207 62%	710 64%	361 68%	551 64%	80 69%	281 68%	328 65%	242 65%	310 64%	130 53%	346 64%	214 64%	87 75%	38 75%	37 75%	162 62%

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Absolutes/col percents

Table 264

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents
Social care

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
1 - most likely	228 8%	1 3%	3 4%	5 9%	1 2%	2 3%	7 10%	2 7%	16 6%	22 6%	134 8%	47 8%	24 7%	61 9%	49 7%	57 8%	61 7%
2 - 2nd most likely	454 15%	6 12%	6 8%	4 7%	10 13%	8 11%	11 14%	3 7%	40 15%	53 15%	259 15%	83 13%	59 17%	99 15%	111 15%	104 15%	141 15%
3 - 3rd most likely	426 14%	11 21%	10 14%	5 8%	11 16%	9 13%	8 10%	4 10%	24 9%	56 16%	248 15%	69 11%	54 15%	97 15%	100 14%	93 13%	137 15%
NET: Top 3 most likely	1108 37%	18 35%	19 26%	14 24%	22 31%	20 27%	26 34%	8 24%	80 31%	131 38%	641 38%	199 32%	137 39%	257 40%	259 35%	254 36%	339 36%
Not Top 3	1909 63%	34 65%	55 74%	43 76%	51 69%	53 73%	50 66%	27 76%	179 69%	212 62%	1048 62%	431 68%	217 61%	388 60%	477 65%	453 64%	590 64%

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Absolutes/col percents

Table 265

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Businesses that are creating jobs in my town/city or region

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
1 - most likely	237 8%	140 10%	97 6%	38 5%	32 7%	41 8%	33 7%	83 12%	24 8%	22 8%	23 8%	18 7%	49 15%	14 3%	10 5%	18 7%	15 7%	34 9%	101 7%	25 7%	7 6%	7 5%	11 9%	78 11%	9 5%
2 - 2nd most likely	342 11%	193 13%	149 10%	50 7%	69 14%	70 13%	47 10%	95 13%	35 12%	38 14%	39 15%	24 10%	50 15%	15 4%	31 15%	30 12%	22 11%	45 12%	169 12%	28 8%	13 11%	15 11%	8 7%	96 14%	12 7%
3 - 3rd most likely	410 14%	206 14%	202 13%	88 12%	56 12%	71 13%	81 17%	103 15%	35 11%	34 13%	40 15%	46 18%	45 13%	51 12%	22 11%	31 12%	35 17%	58 16%	200 14%	48 14%	15 12%	21 15%	11 9%	97 14%	18 11%
NET: Top 3 most likely	990 33%	539 37%	449 29%	176 24%	157 33%	181 34%	160 35%	280 40%	94 31%	94 35%	102 38%	88 35%	144 43%	80 19%	63 30%	80 31%	72 34%	136 37%	470 33%	101 29%	35 29%	44 31%	29 24%	272 40%	39 23%
Not Top 3	2027 67%	934 63%	1084 71%	548 76%	324 67%	344 66%	301 65%	423 60%	208 69%	176 65%	165 62%	163 65%	191 57%	334 81%	148 70%	178 69%	137 66%	231 63%	967 67%	246 71%	85 71%	99 69%	94 76%	409 60%	128 77%

Centre for Progressive Policy
ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 266

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Businesses that are creating jobs in my town/city or region

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
1 - most likely	237 8%	57 7%	66 8%	57 9%	58 8%	26 10%	10 8%	26 8%	13 5%	20 8%	16 7%	12 8%	21 7%	23 6%	36 9%	25 10%	9 10%	204 8%	31 8%	6 8%	17 9%	7 9%	1 5%	-	2 6%
2 - 2nd most likely	342 11%	97 12%	89 10%	82 13%	74 10%	26 10%	13 10%	39 12%	28 11%	31 12%	23 11%	21 15%	34 12%	52 13%	34 8%	32 12%	11 13%	298 11%	44 11%	10 13%	17 9%	14 18%	3 13%	-	-
3 - 3rd most likely	410 14%	121 15%	119 14%	88 14%	83 11%	26 10%	21 17%	49 15%	33 13%	41 16%	29 13%	17 12%	33 12%	56 14%	60 15%	33 13%	11 13%	362 14%	41 11%	5 7%	16 8%	12 16%	-	8 33%	7 22%
NET: Top 3 most likely	990 33%	274 35%	274 32%	227 36%	214 30%	77 30%	44 36%	114 34%	74 30%	92 36%	67 31%	50 35%	87 31%	132 33%	130 32%	91 35%	31 36%	864 33%	117 30%	22 29%	50 26%	33 43%	4 18%	8 33%	9 28%
Not Top 3	2027 67%	520 65%	597 68%	405 64%	505 70%	179 70%	80 64%	220 66%	176 70%	167 64%	150 69%	92 65%	193 69%	267 67%	281 68%	169 65%	54 64%	1733 67%	271 70%	54 71%	139 74%	43 57%	18 82%	16 67%	23 72%

Centre for Progressive Policy
ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 267

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Businesses that are creating jobs in my town/city or region

	Total	Income													Pension Status Awareness				
		Up to £10,000	£10,001 - £15,000	£15,001 - £20,000	£20,001 - £25,000	£25,001 - £30,000	£30,001 - £35,000	£35,001 - £40,000	£40,001 - £50,000	£50,001 - £60,000	£60,001 - £70,000	£70,001 - £80,000	£80,001 - £90,000	£90,001 - £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
1 - most likely	237 8%	34 7%	45 9%	41 8%	57 10%	25 6%	8 5%	8 10%	8 8%	1 3%	1 6%	1 12%	- -	- -	4 27%	176 8%	21 8%	9 13%	31 6%
2 - 2nd most likely	342 11%	52 10%	57 11%	60 12%	62 11%	52 13%	19 12%	6 8%	16 16%	7 16%	5 28%	1 13%	1 9%	1 18%	- -	259 12%	30 12%	10 15%	43 8%
3 - 3rd most likely	410 14%	73 14%	69 13%	67 13%	67 12%	64 16%	22 14%	10 13%	17 17%	5 12%	3 17%	1 9%	1 9%	2 27%	4 29%	306 14%	37 14%	7 10%	59 11%
NET: Top 3 most likely	990 33%	160 31%	172 33%	168 33%	185 32%	140 34%	49 30%	25 31%	41 41%	13 30%	8 51%	4 34%	2 18%	3 45%	8 55%	742 35%	89 34%	27 37%	133 24%
Not Top 3	2027 67%	352 69%	357 67%	345 67%	386 68%	266 66%	113 70%	56 69%	60 59%	30 70%	8 49%	7 66%	11 82%	4 55%	6 45%	1394 65%	173 66%	45 63%	415 76%

Centre for Progressive Policy
ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 268

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Businesses that are creating jobs in my town/city or region

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)								Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
1 - most likely	237 8%	99 10%	67 7%	52 12%	30 7%	53 10%	2 20%	2 13%	105 8%	19 6%	7 6%	2 11%	10 11%	12 8%	15 11%	11 5%	8 7%	109 10%	20 13%	89 10%	99 7%	29 5%	80 10%	96 7%
2 - 2nd most likely	342 11%	121 12%	104 11%	60 14%	57 13%	62 11%	1 7%	2 12%	156 12%	32 10%	8 8%	2 7%	9 10%	21 14%	10 7%	23 10%	8 7%	140 13%	20 13%	120 13%	149 11%	53 10%	105 13%	152 11%
3 - 3rd most likely	410 14%	148 15%	140 14%	66 16%	56 13%	88 16%	1 7%	2 13%	186 14%	56 17%	18 16%	2 8%	10 11%	24 17%	9 6%	20 9%	19 16%	143 13%	16 11%	128 14%	200 14%	67 12%	118 15%	187 14%
NET: Top 3 most likely	990 33%	369 37%	311 32%	178 42%	143 32%	203 37%	4 35%	5 38%	448 35%	107 32%	33 30%	6 26%	29 32%	58 39%	34 24%	54 23%	36 29%	392 36%	55 37%	337 36%	449 32%	149 28%	303 39%	435 32%
Not Top 3	2027 67%	626 63%	664 68%	250 58%	305 68%	340 63%	7 65%	8 62%	848 65%	227 68%	77 70%	17 74%	61 68%	90 61%	104 76%	179 77%	86 71%	684 64%	92 63%	592 64%	956 68%	388 72%	479 61%	914 68%

Centre for Progressive Policy
ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 269

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Businesses that are creating jobs in my town/city or region

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are in-vested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that my money will make a difference to my pension is in-vested	I don't think it is possible for me to change where my pension is in-vested	
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
1 - most likely	237 8%	103 9%	114 8%	144 8%	47 7%	27 8%	94 8%	50 10%	66 8%	10 8%	41 10%	51 10%	31 8%	35 7%	9 4%	44 8%	24 7%	11 10%	6 11%	7 14%	16 6%
2 - 2nd most likely	342 11%	139 12%	168 12%	211 12%	76 11%	45 14%	137 12%	65 12%	119 14%	18 15%	47 11%	53 11%	54 14%	65 13%	22 9%	82 15%	51 15%	17 14%	7 13%	9 18%	40 15%
3 - 3rd most likely	410 14%	148 13%	202 15%	269 15%	91 14%	55 17%	152 14%	66 12%	125 15%	17 15%	49 12%	75 15%	48 13%	77 16%	41 17%	73 14%	36 11%	14 12%	8 15%	7 13%	34 13%
NET: Top 3 most likely	990 33%	391 34%	485 35%	624 36%	214 32%	128 38%	382 34%	181 34%	310 36%	44 38%	137 33%	180 35%	133 35%	177 37%	71 29%	198 37%	111 34%	42 36%	20 40%	22 45%	90 35%
Not Top 3	2027 67%	763 66%	900 65%	1132 64%	454 68%	207 62%	727 66%	347 66%	547 64%	71 62%	276 67%	327 65%	241 65%	306 63%	173 71%	341 63%	221 66%	74 64%	30 60%	27 55%	171 65%

Centre for Progressive Policy
ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 270

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Businesses that are creating jobs in my town/city or region

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
1 - most likely	237 8%	7 13%	10 13%	7 13%	6 8%	7 9%	8 11%	5 13%	24 9%	14 4%	125 7%	56 9%	42 12%	32 5%	71 10%	37 5%	97 10%
2 - 2nd most likely	342 11%	4 7%	13 18%	10 17%	11 16%	15 21%	12 15%	3 9%	28 11%	31 9%	198 12%	80 13%	33 9%	59 9%	112 15%	63 9%	108 12%
3 - 3rd most likely	410 14%	4 8%	9 11%	10 18%	8 11%	7 10%	12 16%	4 11%	34 13%	45 13%	219 13%	93 15%	53 15%	66 10%	96 13%	108 15%	140 15%
NET: Top 3 most likely	990 33%	15 29%	32 43%	27 48%	25 34%	29 40%	32 42%	12 33%	87 33%	90 26%	541 32%	229 36%	129 36%	158 24%	279 38%	209 30%	344 37%
Not Top 3	2027 67%	37 71%	42 57%	30 52%	48 66%	44 60%	44 58%	24 67%	172 67%	253 74%	1147 68%	401 64%	225 64%	487 76%	457 62%	498 70%	585 63%

Centre for Progressive Policy
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Absolutes/col percents

Table 271

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Other

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
1 - most likely	50 2%	26 2%	24 2%	9 1%	9 2%	15 3%	4 1%	13 2%	2 1%	5 2%	11 4%	2 1%	5 2%	6 2%	4 2%	4 2%	2 1%	7 2%	21 1%	7 2%	1 1%	1 1%	2 1%	13 2%	5 3%
2 - 2nd most likely	18 1%	3 *	14 1%	3 *	4 1%	8 1%	3 1%	-	-	2 1%	-	1 1%	-	3 1%	2 1%	8 3%	2 1%	-	11 1%	5 1%	-	1 1%	-	-	1 *
3 - 3rd most likely	24 1%	12 1%	12 1%	2 *	1 *	7 1%	8 2%	6 1%	2 1%	-	3 1%	5 2%	2 1%	-	1 *	4 2%	3 1%	4 1%	7 1%	2 1%	2 1%	2 2%	1 1%	9 1%	1 1%
NET: Top 3 most likely	91 3%	42 3%	49 3%	13 2%	13 3%	30 6%	16 3%	19 3%	4 1%	7 3%	14 5%	9 3%	7 2%	9 2%	6 3%	16 6%	7 3%	11 3%	39 3%	14 4%	3 2%	5 3%	2 2%	22 3%	6 4%
Not Top 3	2926 97%	1431 97%	1484 97%	710 98%	468 97%	496 94%	445 97%	685 97%	299 99%	262 97%	253 95%	242 97%	328 98%	404 98%	205 97%	242 94%	203 97%	356 97%	1398 97%	333 96%	117 98%	138 97%	121 98%	658 97%	160 96%

Centre for Progressive Policy
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Absolutes/col percents

Table 272

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Other

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
1 - most likely	50 2%	11 1%	15 2%	13 2%	11 2%	5 2%	2 2%	1 *	2 1%	9 3%	7 3%	-	7 2%	7 2%	9 2%	2 1%	-	41 2%	8 2%	2 3%	3 1%	-	-	4 14%	1 2%
2 - 2nd most likely	18 1%	4 1%	10 1%	-	3 *	3 1%	-	1 *	-	2 1%	-	1 1%	5 2%	3 1%	1 *	1 *	-	17 1%	1 *	-	-	1 1%	-	-	-
3 - 3rd most likely	24 1%	8 1%	5 1%	1 *	9 1%	-	-	2 1%	3 1%	1 *	1 *	4 3%	3 1%	5 1%	2 *	2 1%	1 1%	23 1%	-	-	-	-	-	-	1 4%
NET: Top 3 most likely	91 3%	23 3%	31 4%	14 2%	23 3%	7 3%	2 2%	4 1%	6 2%	12 5%	8 3%	5 3%	15 5%	16 4%	12 3%	5 2%	1 1%	81 3%	9 2%	2 3%	3 1%	1 1%	-	4 14%	2 6%
Not Top 3	2926 97%	771 97%	840 96%	618 98%	697 97%	249 97%	122 98%	331 99%	245 98%	248 95%	210 97%	137 97%	266 95%	383 96%	398 97%	254 98%	84 99%	2516 97%	379 98%	74 97%	186 99%	76 99%	23 100%	21 86%	30 94%

Centre for Progressive Policy
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Absolutes/col percents

Table 273

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Other

	Total	Income													Pension Status Awareness				
		Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
1 - most likely	50 2%	11 2%	7 1%	7 1%	10 2%	4 1%	4 3%	3 3%	2 2%	- -	- -	- -	- -	- -	2 16%	28 1%	8 3%	3 5%	11 2%
2 - 2nd most likely	18 1%	3 1%	5 1%	3 1%	3 1%	2 *	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	11 1%	1 *	- -	6 1%
3 - 3rd most likely	24 1%	5 1%	4 1%	2 *	7 1%	6 1%	- -	- -	17 1%	3 1%	1 1%	3 1%							
NET: Top 3 most likely	91 3%	20 4%	16 3%	12 2%	20 4%	11 3%	4 3%	3 3%	4 4%	- -	- -	- -	- -	- -	2 16%	56 3%	11 4%	4 6%	21 4%
Not Top 3	2926 97%	492 96%	513 97%	501 98%	551 96%	395 97%	157 97%	78 97%	97 96%	43 100%	16 100%	11 100%	14 100%	7 100%	12 84%	2080 97%	251 96%	67 94%	528 96%

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Absolutes/col percents

Table 274

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Other

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)								Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
1 - most likely	50 2%	14 1%	6 1%	6 1%	3 1%	11 2%	1 7%	1 9%	11 1%	6 2%	2 2%	1 6%	1 1%	6 4%	6 4%	6 3%	2 2%	18 2%	3 2%	15 2%	20 1%	12 2%	9 1%	18 1%
2 - 2nd most likely	18 1%	3 *	6 1%	2 *	3 1%	2 *	- -	- -	8 1%	1 *	1 1%	- -	1 1%	- -	2 1%	4 2%	1 *	3 *	- -	3 *	8 1%	6 1%	- -	11 1%
3 - 3rd most likely	24 1%	7 1%	8 1%	4 1%	4 1%	2 *	- -	- -	12 1%	1 *	- -	- -	- -	- -	2 1%	4 2%	- -	9 1%	- -	9 1%	12 1%	3 1%	10 1%	7 *
NET: Top 3 most likely	91 3%	25 2%	20 2%	11 3%	10 2%	15 3%	1 7%	1 9%	31 2%	8 2%	3 2%	1 6%	2 2%	6 4%	10 7%	14 6%	3 2%	30 3%	3 2%	27 3%	41 3%	21 4%	20 3%	36 3%
Not Top 3	2926 97%	970 98%	954 98%	417 97%	438 98%	527 97%	10 93%	12 91%	1265 98%	326 98%	108 98%	21 94%	88 98%	141 96%	128 93%	219 94%	119 98%	1046 97%	143 98%	903 97%	1364 97%	515 96%	762 97%	1313 97%

Centre for Progressive Policy

ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 275

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents
Other

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that my money will make a difference to my pension is invested	I don't think it is possible for me to change where my pension is invested	
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
1 - most likely	50 2%	18 2%	17 1%	22 1%	9 1%	5 2%	11 1%	6 1%	16 2%	1 *	5 1%	7 1%	2 1%	14 3%	- -	10 2%	4 1%	2 2%	1 3%	2 4%	4 2%
2 - 2nd most likely	18 1%	6 *	8 1%	11 1%	6 1%	- -	3 *	1 *	5 1%	- -	1 *	5 1%	1 *	4 1%	- -	3 1%	4 1%	- -	- -	1 2%	1 *
3 - 3rd most likely	24 1%	9 1%	10 1%	13 1%	8 1%	2 *	9 1%	4 1%	9 1%	1 1%	3 1%	1 *	5 1%	4 1%	3 1%	6 1%	1 *	1 1%	1 2%	- -	3 1%
NET: Top 3 most likely	91 3%	32 3%	35 3%	47 3%	23 3%	7 2%	23 2%	10 2%	30 3%	1 1%	9 2%	12 2%	8 2%	22 4%	3 1%	19 3%	9 3%	3 3%	2 5%	3 6%	7 3%
Not Top 3	2926 97%	1122 97%	1350 97%	1710 97%	646 97%	328 98%	1086 98%	518 98%	827 97%	114 99%	404 98%	495 98%	366 98%	461 96%	241 99%	521 97%	324 97%	113 97%	48 95%	47 94%	254 97%

Centre for Progressive Policy
ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 276

Q20. If you were to invest your pension into something socially valuable (something that has a positive impact on other people and/or the environment), in which of the following areas would you be most likely to invest? Please select three areas from the list below, ranking them in order of preference.

Base: All respondents

Other

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
1 - most likely	50 2%	* 1%	-	* 1%	-	1 2%	* 1%	-	4 1%	4 1%	19 1%	9 2%	18 5%	10 1%	16 2%	5 1%	19 2%
2 - 2nd most likely	18 1%	-	-	-	-	-	-	-	1 *	1 *	11 1%	1 *	4 1%	2 *	10 1%	1 *	4 *
3 - 3rd most likely	24 1%	-	-	-	-	-	-	2 5%	2 1%	5 1%	8 *	8 1%	3 1%	6 1%	10 1%	4 1%	4 *
NET: Top 3 most likely	91 3%	* 1%	-	* 1%	-	1 2%	* 1%	2 5%	7 3%	10 3%	37 2%	19 3%	25 7%	18 3%	36 5%	11 2%	27 3%
Not Top 3	2926 97%	52 99%	74 100%	56 99%	73 100%	71 98%	75 99%	34 95%	252 97%	334 97%	1651 98%	612 97%	329 93%	627 97%	701 95%	696 98%	902 97%

Centre for Progressive Policy
ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 277
Q21. Which of the following statements comes closest to your view?
Base: All respondents

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
I'd be happy to make less money on my pension savings, so long as I know my pension is being invested in a socially valuable fund (a fund that has a positive impact on other people and/or the environment)	344 11%	181 12%	158 10%	119 16%	49 10%	56 11%	42 9%	53 7%	56 18%	28 10%	33 12%	28 11%	25 8%	61 15%	21 10%	22 9%	14 6%	26 7%	176 12%	42 12%	18 15%	17 12%	19 15%	53 8%	18 11%
I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	1688 56%	795 54%	889 58%	392 54%	271 56%	273 52%	271 59%	411 58%	157 52%	153 57%	136 51%	141 56%	178 53%	232 56%	117 56%	137 53%	129 62%	232 63%	802 56%	195 56%	58 48%	74 52%	74 60%	395 58%	90 54%
I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	631 21%	295 20%	332 22%	150 21%	111 23%	120 23%	100 22%	132 19%	56 19%	59 22%	58 22%	54 21%	64 19%	92 22%	52 25%	62 24%	47 22%	69 19%	313 22%	80 23%	30 25%	25 18%	20 16%	126 19%	36 22%
I don't care where my pension is invested	354 12%	201 14%	153 10%	63 9%	49 10%	76 14%	48 10%	108 15%	34 11%	29 11%	40 15%	27 11%	68 20%	30 7%	20 10%	36 14%	20 10%	40 11%	147 10%	29 8%	14 11%	27 19%	10 8%	106 16%	21 13%

Centre for Progressive Policy
ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 278

Q21. Which of the following statements comes closest to your view?**Base: All respondents**

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-eastern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
I'd be happy to make less money on my pension savings, so long as I know my pension is being invested in a socially valuable fund (a fund that has a positive impact on other people and/or the environment)	344 11%	108 14%	90 10%	67 11%	78 11%	36 14%	14 11%	39 12%	24 10%	31 12%	30 14%	17 12%	24 8%	58 15%	31 8%	31 12%	8 9%	273 11%	64 17%	11 14%	37 20%	14 19%	2 10%	- -	6 19%
I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	1688 56%	471 59%	520 60%	338 54%	360 50%	143 56%	67 54%	187 56%	140 56%	146 56%	114 52%	80 57%	154 55%	214 54%	241 59%	157 60%	45 54%	1477 57%	204 53%	37 48%	102 54%	38 50%	12 52%	16 65%	7 22%
I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	631 21%	146 18%	169 19%	146 23%	170 24%	38 15%	31 25%	73 22%	45 18%	55 21%	44 20%	28 20%	58 21%	95 24%	93 23%	53 21%	17 21%	529 20%	88 23%	19 26%	33 17%	20 27%	7 32%	8 35%	14 43%
I don't care where my pension is invested	354 12%	69 9%	92 11%	81 13%	112 16%	40 16%	11 9%	36 11%	40 16%	28 11%	29 13%	16 11%	45 16%	31 8%	45 11%	18 7%	14 16%	318 12%	31 8%	9 12%	17 9%	4 5%	1 6%	- -	5 16%

Centre for Progressive Policy
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Absolutes/col percents

Table 279

Q21. Which of the following statements comes closest to your view?**Base: All respondents**

	Income														Pension Status Awareness				
	Total	Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
I'd be happy to make less money on my pension savings, so long as I know my pension is being invested in a socially valuable fund (a fund that has a positive impact on other people and/or the environment)	344 11%	66 13%	63 12%	52 10%	54 9%	34 8%	25 15%	15 18%	13 13%	5 12%	1 9%	-	5 37%	2 32%	1 8%	216 10%	42 16%	6 8%	80 15%
I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	1688 56%	275 54%	285 54%	294 57%	310 54%	251 62%	97 60%	34 43%	54 53%	27 64%	12 74%	6 56%	6 47%	3 45%	7 53%	1250 59%	123 47%	39 55%	276 50%
I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	631 21%	108 21%	111 21%	106 21%	136 24%	81 20%	21 13%	16 20%	24 24%	8 20%	3 17%	3 30%	2 16%	2 23%	3 22%	450 21%	61 23%	12 17%	107 20%
I don't care where my pension is invested	354 12%	62 12%	70 13%	62 12%	72 13%	40 10%	19 12%	16 19%	9 9%	2 4%	-	2 15%	-	-	2 16%	220 10%	36 14%	14 20%	85 15%

Centre for Progressive Policy
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Absolutes/col percents

Table 280

Q21. Which of the following statements comes closest to your view?**Base: All respondents**

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
I'd be happy to make less money on my pension savings, so long as I know my pension is being invested in a socially valuable fund (a fund that has a positive impact on other people and/or the environment)	344 11%	96 10%	113 12%	44 10%	38 8%	61 11%	- -	1 11%	143 11%	49 15%	23 21%	3 15%	12 14%	20 13%	17 12%	30 13%	25 20%	155 14%	37 25%	118 13%	143 10%	46 9%	75 10%	140 10%
I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	1688 56%	595 60%	565 58%	274 64%	263 59%	309 57%	7 66%	1 11%	770 59%	162 48%	54 49%	10 45%	50 56%	78 53%	75 54%	110 47%	59 48%	610 57%	70 48%	541 58%	823 59%	255 47%	457 58%	790 59%
I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	631 21%	199 20%	207 21%	70 16%	99 22%	125 23%	3 27%	7 53%	260 20%	76 23%	26 23%	5 24%	20 22%	37 25%	20 14%	42 18%	30 24%	222 21%	31 21%	190 20%	294 21%	115 21%	145 19%	303 22%
I don't care where my pension is invested	354 12%	106 11%	89 9%	40 9%	48 11%	48 9%	1 7%	3 25%	122 9%	47 14%	7 7%	4 16%	7 8%	13 9%	26 19%	51 22%	9 7%	90 8%	9 6%	81 9%	143 10%	121 23%	104 13%	116 9%

Centre for Progressive Policy
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Absolutes/col percents

Table 281
Q21. Which of the following statements comes closest to your view?
Base: All respondents

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor dis-agree	Somewhat dis-agree	Strongly dis-agree	Don't know	My pension doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that moving my money will make a difference to my overall pension savings	I don't think it is possible for me to change where my pension is invested	
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
I'd be happy to make less money on my pension savings, so long as I know my pension is being invested in a socially valuable fund (a fund that has a positive impact on other people and/or the environment)	344 11%	94 8%	119 9%	156 9%	126 19%	56 17%	99 9%	90 17%	63 7%	32 28%	58 14%	45 9%	32 8%	32 7%	18 7%	39 7%	25 7%	7 6%	4 8%	1 1%	12 5%
I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	1688 56%	667 58%	817 59%	1023 58%	418 62%	185 55%	640 58%	304 58%	546 64%	43 37%	261 63%	279 55%	245 65%	301 62%	121 49%	352 65%	220 66%	78 67%	25 50%	23 47%	173 66%
I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	631 21%	273 24%	306 22%	389 22%	74 11%	52 15%	256 23%	105 20%	177 21%	32 28%	73 18%	113 22%	71 19%	107 22%	54 22%	104 19%	75 23%	26 23%	11 22%	12 24%	60 23%
I don't care where my pension is invested	354 12%	121 11%	144 10%	188 11%	51 8%	42 13%	113 10%	28 5%	70 8%	8 7%	20 5%	70 14%	27 7%	43 9%	51 21%	45 8%	13 4%	4 4%	10 21%	14 28%	16 6%

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Absolutes/col percents

Table 282

Q21. Which of the following statements comes closest to your view?**Base: All respondents**

	vested					investing					Clockface Quadrants						
	Total	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in how companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
I'd be happy to make less money on my pension savings, so long as I know my pension is being invested in a socially valuable fund (a fund that has a positive impact on other people and/or the environment)	344 11%	7 14%	21 28%	14 25%	19 26%	17 23%	11 14%	16 45%	29 11%	344 100%	-	-	-	74 12%	63 9%	110 16%	96 10%
I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	1688 56%	30 57%	35 48%	33 58%	43 59%	40 55%	45 59%	18 52%	151 58%	-	1688 100%	-	-	382 59%	356 48%	444 63%	507 55%
I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	631 21%	15 29%	18 24%	8 14%	11 15%	15 20%	20 27%	1 3%	54 21%	-	-	631 100%	-	131 20%	201 27%	106 15%	192 21%
I don't care where my pension is invested	354 12%	-	-	1 3%	-	1 2%	* 1%	-	25 10%	-	-	-	354 100%	57 9%	116 16%	46 7%	134 14%

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Absolutes/col percents

Table 283
Sample Split for Q22/Q23
Base: All respondents

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
Asked Q22	1531	733	790	356	230	264	258	356	151	123	134	137	162	201	107	128	121	193	742	152	58	79	64	350	86
	51%	50%	52%	49%	48%	50%	56%	51%	50%	46%	50%	55%	48%	49%	51%	50%	58%	53%	52%	44%	49%	55%	52%	51%	52%
Asked Q23	1486	740	743	368	251	261	203	347	152	146	132	114	173	212	104	129	89	174	696	195	62	64	59	330	81
	49%	50%	48%	51%	52%	50%	44%	49%	50%	54%	50%	45%	52%	51%	49%	50%	42%	47%	48%	56%	51%	45%	48%	49%	48%

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Absolutes/col percents

Table 284
Sample Split for Q22/Q23
Base: All respondents

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
Asked Q22	1531	378	438	321	394	151	63	167	125	122	119	78	145	191	197	132	41	1328	185	36	97	31	10	11	19
	51%	48%	50%	51%	55%	59%	51%	50%	50%	47%	55%	55%	52%	48%	48%	51%	48%	51%	48%	47%	51%	40%	45%	44%	58%
Asked Q23	1486	416	433	311	326	105	60	168	125	137	99	64	136	207	213	128	44	1269	203	40	92	46	12	14	13
	49%	52%	50%	49%	45%	41%	49%	50%	50%	53%	45%	45%	48%	52%	52%	49%	52%	49%	52%	53%	49%	60%	55%	56%	42%

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Absolutes/col percents

Table 285
Sample Split for Q22/Q23
Base: All respondents

	Income														Pension Status Awareness					
	Total	Up to	£10,001	£15,001	£20,001	£25,001	£30,001	£35,001	£40,001	£50,001	£60,001	£70,001	£80,001	£90,001	More than	Pension holder and aware	Pension holder but not aware	Potential past auto-enrolled	Non-pension holder	
		£10,000	£15,000	£20,000	£25,000	£30,000	£35,000	£40,000	£50,000	£60,000	£70,000	£80,000	£90,000	£100,000	£100,000					
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619	
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548	
Asked Q22	1531	253	283	263	284	207	79	37	53	23	10	-	10	2	7	1088	122	37	284	
		51%	49%	54%	51%	50%	51%	49%	45%	53%	53%	60%	-	71%	32%	48%	51%	47%	52%	52%
Asked Q23	1486	259	246	250	287	199	83	44	47	20	7	11	4	5	7	1048	140	35	264	
		49%	51%	46%	49%	50%	49%	51%	55%	47%	47%	40%	100%	29%	68%	52%	49%	53%	48%	48%

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Absolutes/col percents

Table 286
Sample Split for Q22/Q23
Base: All respondents

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)								Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Workplace pension - defined contribution	Workplace pension - defined benefit	Workplace pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Workplace pension - defined contribution/benefit	State pension	Workplace pension - defined contribution	Workplace pension - defined benefit	Workplace pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Workplace pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
Asked Q22	1531	518	500	210	242	283	2	7	658	154	47	8	44	70	77	122	51	517	81	436	726	288	385	702
	51%	52%	51%	49%	54%	52%	22%	54%	51%	46%	43%	35%	49%	48%	56%	52%	42%	48%	55%	47%	52%	54%	49%	52%
Asked Q23	1486	477	474	218	206	259	9	6	637	181	63	15	46	77	61	111	71	559	66	493	678	249	397	647
	49%	48%	49%	51%	46%	48%	78%	46%	49%	54%	57%	65%	51%	52%	44%	48%	58%	52%	45%	53%	48%	46%	51%	48%

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Absolutes/col percents

Table 287
Sample Split for Q22/Q23
Base: All respondents

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	The fees charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't think it is possible for me to change where my pension is invested		
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
Asked Q22	1531	567	698	919	349	177	554	270	427	62	208	265	182	246	126	276	151	61	23	26	131
	51%	49%	50%	52%	52%	53%	50%	51%	50%	54%	50%	52%	49%	51%	52%	51%	46%	52%	45%	53%	50%
Asked Q23	1486	587	687	837	320	158	555	258	430	53	205	242	193	237	118	263	181	55	27	23	130
	49%	51%	50%	48%	48%	47%	50%	49%	50%	46%	50%	48%	51%	49%	48%	49%	54%	48%	55%	47%	50%

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Absolutes/col percents

Table 288
Sample Split for Q22/Q23
Base: All respondents

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
Asked Q22	1531	26	36	28	34	36	34	16	150	180	829	337	185	322	390	353	466
		51%	50%	49%	49%	46%	50%	45%	46%	58%	52%	49%	53%	52%	50%	53%	50%
Asked Q23	1486	26	38	29	39	36	42	19	109	163	860	294	169	323	346	353	463
		49%	50%	51%	54%	50%	55%	54%	42%	48%	51%	47%	48%	50%	47%	50%	50%

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Absolutes/col percents

Table 289

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

Summary table

	0% return (e.g. after 10 years your pension savings would still be £10,000)	5% return (e.g. after 10 years your pension savings would be £10,500)	10% return (e.g. after 10 years your pension savings would be £11,000)	15% return (e.g. after 10 years your pension savings would be £11,500)	20% return (e.g. after 10 years your pension savings would be £12,000)	25% return (e.g. after 10 years your pension savings would be £12,500)	30% return (e.g. after 10 years your pension savings would be £13,000)
Unweighted base	1511	1511	1511	1511	1511	1511	1511
Weighted base	1531	1531	1531	1531	1531	1531	1531
Completely acceptable	33 2%	54 4%	104 7%	147 10%	227 15%	303 20%	409 27%
Fairly acceptable	68 4%	160 10%	240 16%	336 22%	434 28%	498 33%	512 33%
Neither acceptable nor unacceptable	202 13%	322 21%	444 29%	467 31%	464 30%	396 26%	374 24%
Not particularly acceptable	236 15%	439 29%	421 27%	355 23%	251 16%	211 14%	137 9%
Not at all acceptable	992 65%	556 36%	323 21%	226 15%	155 10%	123 8%	100 7%
NET: Acceptable	101 7%	213 14%	343 22%	483 32%	661 43%	801 52%	921 60%
NET: Unacceptable	1227 80%	995 65%	744 49%	581 38%	406 27%	334 22%	236 15%

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Absolutes/col percents

Table 290

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

0% return (e.g. after 10 years your pension savings would still be £10,000)

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	1511	759	743	338	247	236	230	392	153	129	125	127	197	181	117	109	103	194	530	237	76	100	72	395	101
Weighted base	1531	733	790	356	230	264	258	356	151	123	134	137	162	201	107	128	121	193	742	152	58	79	64	350	86
Completely acceptable	33 2%	17 2%	16 2%	11 3%	2 1%	4 2%	8 3%	5 2%	7 5%	1 1%	- -	3 2%	3 2%	4 2%	1 1%	4 3%	5 4%	2 1%	20 3%	2 1%	1 2%	2 2%	2 3%	5 2%	1 1%
Fairly acceptable	68 4%	30 4%	38 5%	31 9%	14 6%	7 3%	6 2%	7 2%	16 10%	4 3%	3 2%	2 2%	2 1%	15 7%	10 9%	4 3%	4 3%	5 2%	37 5%	7 5%	6 9%	3 4%	4 7%	5 1%	6 7%
Neither acceptable nor unacceptable	202 13%	77 11%	123 16%	79 22%	44 19%	22 8%	15 6%	29 8%	25 17%	20 16%	10 7%	7 5%	12 8%	54 27%	24 23%	12 9%	8 7%	15 8%	107 14%	19 13%	11 19%	13 16%	16 25%	27 8%	9 10%
Not particularly acceptable	236 15%	102 14%	131 17%	56 16%	33 15%	42 16%	38 15%	53 15%	17 11%	17 14%	20 15%	20 15%	22 13%	36 18%	17 16%	22 17%	18 15%	31 16%	118 16%	21 14%	10 18%	12 15%	10 16%	53 15%	11 12%
Not at all acceptable	992 65%	506 69%	482 61%	178 50%	137 59%	189 72%	192 74%	262 74%	86 57%	81 66%	102 76%	106 77%	122 76%	92 46%	55 52%	86 67%	86 71%	140 72%	459 62%	103 68%	30 52%	50 63%	32 50%	259 74%	59 69%
NET: Acceptable	101 7%	47 6%	54 7%	42 12%	16 7%	11 4%	14 5%	12 3%	23 15%	5 4%	3 2%	5 4%	6 3%	19 10%	11 10%	9 7%	8 7%	7 4%	58 8%	9 6%	6 11%	5 6%	6 9%	10 3%	7 8%
NET: Unacceptable	1227 80%	609 83%	612 77%	234 66%	171 74%	231 88%	230 89%	315 88%	103 68%	98 80%	122 90%	126 91%	144 89%	128 64%	72 67%	108 84%	104 86%	171 89%	577 78%	124 82%	41 69%	62 78%	42 66%	312 89%	70 81%

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Absolutes/col percents

Table 291

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

0% return (e.g. after 10 years your pension savings would still be £10,000)

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	1511	359	427	304	421	154	54	175	124	119	105	77	147	170	208	140	38	1350	143	29	72	26	8	8	18
Weighted base	1531	378	438	321	394	151	63	167	125	122	119	78	145	191	197	132	41	1328	185	36	97	31	10	11	19
Completely acceptable	33 2%	10 3%	6 1%	10 3%	8 2%	6 4%	1 2%	2 1%	5 4%	3 2%	2 2%	4 5%	- -	7 4%	1 1%	2 2%	- -	27 2%	7 4%	- -	6 6%	1 3%	- -	- -	- -
Fairly acceptable	68 4%	15 4%	21 5%	16 5%	16 4%	5 4%	2 3%	5 3%	10 8%	6 5%	5 4%	1 1%	8 6%	9 5%	9 4%	8 6%	- -	54 4%	14 8%	1 2%	12 12%	2 6%	- -	- -	- -
Neither acceptable nor unacceptable	202 13%	39 10%	59 14%	48 15%	55 14%	25 16%	8 13%	29 17%	16 13%	19 16%	13 11%	12 15%	15 10%	20 11%	26 13%	13 10%	6 14%	164 12%	38 20%	5 14%	20 21%	10 32%	1 12%	1 11%	1 3%
Not particularly acceptable	236 15%	61 16%	63 14%	52 16%	59 15%	23 15%	10 16%	36 22%	17 14%	23 19%	13 11%	9 11%	19 13%	26 14%	26 13%	27 20%	6 15%	206 16%	26 14%	2 6%	16 17%	5 15%	3 32%	- -	3 16%
Not at all acceptable	992 65%	252 67%	289 66%	195 61%	256 65%	92 61%	42 66%	95 57%	78 62%	72 59%	86 72%	53 68%	102 71%	128 67%	134 68%	82 62%	29 71%	877 66%	100 54%	28 78%	43 44%	13 44%	6 56%	10 89%	15 80%
NET: Acceptable	101 7%	25 7%	26 6%	26 8%	24 6%	11 8%	4 6%	7 4%	14 12%	9 7%	7 6%	4 6%	8 6%	17 9%	10 5%	10 8%	- -	80 6%	21 11%	1 2%	18 18%	3 9%	- -	- -	- -
NET: Unacceptable	1227 80%	314 83%	352 80%	247 77%	315 80%	115 76%	52 82%	131 78%	95 76%	94 77%	98 83%	62 80%	122 84%	154 81%	161 82%	109 82%	35 86%	1083 82%	126 68%	30 84%	60 61%	18 59%	9 88%	10 89%	18 97%

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Absolutes/col percents

Table 292

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

0% return (e.g. after 10 years your pension savings would still be £10,000)

	Income														Pension Status Awareness				
	Total	Up to £10,000	£10,001 - £15,000	£15,001 - £20,000	£20,001 - £25,000	£25,001 - £30,000	£30,001 - £35,000	£35,001 - £40,000	£40,001 - £50,000	£50,001 - £60,000	£60,001 - £70,000	£70,001 - £80,000	£80,001 - £90,000	£90,001 - £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	1511	308	307	253	254	185	70	32	43	19	9	-	8	2	5	1031	121	38	321
Weighted base	1531	253	283	263	284	207	79	37	53	23	10	-	10	2	7	1088	122	37	284
Completely acceptable	33 2%	4 2%	4 1%	9 3%	8 3%	3 1%	2 3%	* 1%	1 3%	- -	- -	- -	1 14%	- -	- -	23 2%	3 2%	1 3%	6 2%
Fairly acceptable	68 4%	13 5%	12 4%	9 3%	11 4%	14 7%	4 5%	1 4%	- -	4 17%	- -	- -	- -	- -	- -	37 3%	12 10%	- -	19 7%
Neither acceptable nor unacceptable	202 13%	30 12%	36 13%	36 14%	41 14%	31 15%	6 7%	8 21%	5 9%	3 12%	1 11%	- -	2 22%	- -	- -	127 12%	20 17%	5 15%	50 18%
Not particularly acceptable	236 15%	32 13%	44 16%	47 18%	40 14%	34 16%	17 21%	7 18%	4 8%	1 6%	2 22%	- -	1 14%	1 50%	- -	168 15%	18 15%	5 13%	45 16%
Not at all acceptable	992 65%	174 69%	187 66%	162 62%	185 65%	125 60%	50 63%	20 55%	43 80%	15 66%	7 67%	- -	5 50%	1 50%	7 100%	733 67%	69 56%	26 70%	164 58%
NET: Acceptable	101 7%	17 7%	16 6%	18 7%	19 7%	17 8%	6 8%	2 5%	1 3%	4 17%	- -	- -	1 14%	- -	- -	60 6%	15 12%	1 3%	25 9%
NET: Unacceptable	1227 80%	206 81%	231 81%	210 80%	225 79%	159 77%	66 84%	27 73%	47 88%	16 71%	9 89%	- -	6 64%	2 100%	7 100%	901 83%	86 71%	30 82%	210 74%

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Table 293

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

0% return (e.g. after 10 years your pension savings would still be £10,000)

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)								Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	1511	516	435	212	222	281	3	8	605	161	44	6	46	76	87	140	47	500	75	425	719	292	423	606
Weighted base	1531	518	500	210	242	283	2	7	658	154	47	8	44	70	77	122	51	517	81	436	726	288	385	702
Completely acceptable	33 2%	7 1%	14 3%	2 1%	5 2%	4 1%	-	-	14 2%	2 1%	3 7%	1 19%	-	-	3 4%	*	5 9%	17 3%	9 11%	8 2%	10 1%	6 2%	8 2%	15 2%
Fairly acceptable	68 4%	18 4%	28 6%	3 1%	6 2%	2 1%	-	-	28 4%	6 4%	4 8%	-	5 12%	1 1%	5 6%	11 9%	4 7%	38 7%	10 12%	28 6%	21 3%	9 3%	10 3%	27 4%
Neither acceptable nor unacceptable	202 13%	57 11%	67 13%	11 5%	27 11%	26 9%	-	-	77 12%	18 12%	10 22%	2 30%	3 7%	17 24%	20 22%	16 16%	11 22%	56 11%	8 9%	48 11%	106 15%	41 14%	32 8%	94 13%
Not particularly acceptable	236 15%	80 15%	80 16%	34 16%	34 14%	41 15%	-	1 12%	105 16%	20 13%	8 18%	2 23%	10 23%	10 14%	10 13%	18 15%	8 16%	69 13%	7 9%	62 14%	129 18%	37 13%	60 16%	107 15%
Not at all acceptable	992 65%	356 69%	312 62%	161 76%	170 70%	211 74%	2 100%	6 88%	435 66%	107 70%	22 46%	2 29%	25 58%	43 61%	42 55%	73 59%	23 45%	337 65%	47 58%	290 67%	461 63%	194 68%	274 71%	458 65%
NET: Acceptable	101 7%	25 5%	42 8%	5 2%	11 4%	6 2%	-	-	43 6%	8 5%	7 15%	1 19%	5 12%	1 1%	8 10%	11 9%	8 16%	55 11%	19 24%	36 8%	31 4%	15 5%	18 5%	42 6%
NET: Unacceptable	1227 80%	436 84%	391 78%	194 93%	204 84%	252 89%	2 100%	7 100%	539 82%	128 83%	30 64%	4 51%	35 80%	53 75%	52 68%	91 74%	31 62%	406 79%	54 67%	352 81%	590 81%	232 81%	334 87%	565 81%

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Absolutes/col percents

Table 294

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

0% return (e.g. after 10 years your pension savings would still be £10,000)

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money I invest by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that my money will make a difference to my overall pension savings	I don't care about where my pension is invested	I don't think it is possible for me to change where my pension is invested	
Unweighted base	1511	539	667	869	332	169	517	245	410	56	189	248	172	238	128	266	141	57	25	26	127
Weighted base	1531	567	698	919	349	177	554	270	427	62	208	265	182	246	126	276	151	61	23	26	131
Completely acceptable	33 2%	14 2%	14 2%	14 2%	5 1%	8 4%	15 3%	11 4%	7 2%	8 12%	4 2%	3 1%	4 2%	3 1%	1 1%	5 2%	5 3%	2 3%	-	-	-
Fairly acceptable	68 4%	24 4%	15 2%	26 3%	11 3%	13 7%	23 4%	18 7%	6 1%	3 4%	15 7%	12 5%	2 1%	4 2%	2 1%	1 *	1 1%	1 2%	3 12%	-	4 3%
Neither acceptable nor unacceptable	202 13%	60 11%	79 11%	98 11%	33 10%	40 23%	69 12%	36 13%	21 5%	3 4%	33 16%	54 20%	9 5%	13 5%	15 12%	16 6%	10 7%	4 7%	-	1 4%	8 6%
Not particularly acceptable	236 15%	82 14%	99 14%	139 15%	66 19%	26 15%	92 17%	51 19%	56 13%	11 18%	40 19%	35 13%	29 16%	27 11%	26 20%	34 12%	27 18%	6 10%	2 8%	3 11%	14 11%
Not at all acceptable	992 65%	387 68%	492 70%	642 70%	234 67%	90 51%	354 64%	154 57%	337 79%	38 61%	116 56%	160 60%	138 76%	199 81%	83 65%	220 80%	108 72%	47 78%	18 80%	22 85%	105 80%
NET: Acceptable	101 7%	38 7%	28 4%	40 4%	16 5%	20 11%	39 7%	29 11%	13 3%	10 17%	19 9%	15 6%	6 3%	7 3%	3 2%	6 2%	6 4%	3 5%	3 12%	-	4 3%
NET: Unacceptable	1227 80%	469 83%	591 85%	781 85%	299 86%	117 66%	446 81%	205 76%	393 92%	49 79%	156 75%	195 74%	167 92%	226 92%	108 86%	253 92%	135 89%	54 88%	20 88%	25 96%	119 91%

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Absolutes/col percents

Table 295

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

0% return (e.g. after 10 years your pension savings would still be £10,000)

	vested									investing			Clockface Quadrants				
	I was not happy with the amount of money I was making on my pensions	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
	Total	savings	ment	of it	secure)	secure)	month	values	ated	fund	amount	savings	vested	Left	Right	Left	Right
Unweighted base	1511	24	33	25	30	32	32	14	137	175	815	327	194	329	379	346	457
Weighted base	1531	26	36	28	34	36	34	16	150	180	829	337	185	322	390	353	466
Completely acceptable	33 2%	- -	4 11%	1 4%	1 3%	3 9%	- -	- -	3 2%	8 5%	18 2%	3 1%	4 2%	3 1%	8 2%	7 2%	16 3%
Fairly acceptable	68 4%	4 16%	6 18%	2 6%	3 9%	3 9%	3 8%	5 28%	5 4%	19 10%	36 4%	10 3%	3 2%	12 4%	17 4%	9 2%	30 7%
Neither acceptable nor unacceptable	202 13%	6 22%	- -	7 24%	3 10%	3 8%	6 17%	5 31%	20 13%	22 12%	111 13%	39 12%	30 16%	36 11%	51 13%	29 8%	86 19%
Not particularly acceptable	236 15%	5 20%	7 20%	3 12%	12 36%	8 21%	8 24%	3 19%	26 17%	35 20%	128 15%	46 14%	26 14%	44 14%	58 15%	63 18%	71 15%
Not at all acceptable	992 65%	11 42%	19 51%	15 53%	14 42%	19 53%	17 50%	4 22%	96 64%	96 53%	535 65%	239 71%	121 66%	227 71%	257 66%	246 70%	262 56%
NET: Acceptable	101 7%	4 16%	11 29%	3 11%	4 13%	7 18%	3 8%	5 28%	8 5%	27 15%	55 7%	13 4%	7 4%	15 5%	25 6%	15 4%	46 10%
NET: Unacceptable	1227 80%	16 62%	26 71%	18 65%	26 77%	27 74%	26 75%	7 41%	122 81%	131 73%	663 80%	285 85%	148 80%	271 84%	315 81%	309 87%	333 72%

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Absolutes/col percents

Table 296

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

5% return (e.g. after 10 years your pension savings would be £10,500)

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	1511	759	743	338	247	236	230	392	153	129	125	127	197	181	117	109	103	194	530	237	76	100	72	395	101
Weighted base	1531	733	790	356	230	264	258	356	151	123	134	137	162	201	107	128	121	193	742	152	58	79	64	350	86
Completely acceptable	54 4%	32 4%	22 3%	17 5%	4 2%	7 3%	11 4%	10 3%	11 8%	1 1%	3 2%	6 4%	7 4%	6 3%	3 3%	4 3%	5 4%	3 2%	35 5%	3 2%	1 2%	2 3%	3 4%	9 3%	1 1%
Fairly acceptable	160 10%	78 11%	81 10%	51 14%	29 13%	23 9%	22 9%	27 8%	28 19%	14 12%	10 7%	10 7%	13 8%	23 12%	15 14%	13 10%	12 10%	14 7%	89 12%	17 11%	7 11%	9 12%	8 13%	25 7%	4 5%
Neither acceptable nor unacceptable	322 21%	141 19%	178 22%	88 25%	57 25%	56 21%	37 14%	67 19%	30 20%	25 20%	30 22%	19 14%	32 20%	56 28%	31 29%	26 20%	18 15%	35 18%	155 21%	26 17%	18 30%	20 26%	15 23%	67 19%	21 24%
Not particularly acceptable	439 29%	198 27%	239 30%	93 26%	65 28%	75 28%	76 29%	106 30%	34 23%	32 26%	37 28%	39 28%	45 28%	58 29%	33 31%	37 29%	37 31%	61 31%	204 27%	48 32%	13 22%	19 24%	22 34%	109 31%	24 28%
Not at all acceptable	556 36%	283 39%	271 34%	106 30%	76 33%	103 39%	112 43%	145 41%	47 31%	50 41%	55 41%	63 46%	64 40%	58 29%	25 24%	48 37%	49 40%	81 42%	259 35%	58 38%	20 34%	28 36%	16 26%	139 40%	36 41%
NET: Acceptable	213 14%	111 15%	103 13%	69 19%	33 15%	30 11%	33 13%	38 11%	39 26%	16 13%	12 9%	16 12%	20 13%	29 14%	18 17%	17 13%	17 14%	17 9%	124 17%	20 13%	8 13%	12 15%	11 17%	34 10%	5 6%
NET: Unacceptable	995 65%	481 66%	510 65%	199 56%	140 61%	179 68%	188 73%	251 71%	81 54%	82 67%	92 69%	102 74%	110 68%	116 58%	58 54%	85 66%	86 71%	142 73%	462 62%	106 70%	33 57%	47 60%	38 60%	249 71%	60 70%

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Absolutes/col percents

Table 297

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

5% return (e.g. after 10 years your pension savings would be £10,500)

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	1511	359	427	304	421	154	54	175	124	119	105	77	147	170	208	140	38	1350	143	29	72	26	8	8	18
Weighted base	1531	378	438	321	394	151	63	167	125	122	119	78	145	191	197	132	41	1328	185	36	97	31	10	11	19
Completely acceptable	54 4%	13 3%	13 3%	16 5%	11 3%	7 4%	1 2%	5 3%	6 5%	3 2%	2 2%	5 6%	2 2%	9 5%	5 2%	7 5%	2 4%	46 3%	8 4%	1 3%	6 6%	2 5%	-	-	-
Fairly acceptable	160 10%	37 10%	58 13%	30 9%	34 9%	15 10%	9 15%	14 8%	11 8%	19 16%	10 8%	6 8%	17 12%	27 14%	16 8%	15 11%	1 2%	120 9%	38 21%	7 19%	20 20%	10 32%	2 22%	-	2 9%
Neither acceptable nor unacceptable	322 21%	75 20%	84 19%	67 21%	96 24%	32 21%	10 16%	40 24%	23 18%	32 26%	24 20%	14 18%	34 23%	38 20%	40 20%	28 22%	8 19%	285 21%	34 19%	2 6%	24 25%	6 19%	1 10%	1 11%	3 18%
Not particularly acceptable	439 29%	126 33%	134 31%	89 28%	91 23%	51 34%	17 27%	55 33%	34 27%	29 24%	38 32%	18 23%	33 23%	54 28%	57 29%	41 31%	12 29%	394 30%	43 23%	11 31%	18 19%	7 22%	4 43%	3 27%	2 10%
Not at all acceptable	556 36%	127 34%	149 34%	118 37%	162 41%	46 31%	25 40%	53 31%	52 41%	39 32%	45 38%	36 46%	58 40%	65 34%	79 40%	41 31%	18 46%	484 36%	60 33%	15 42%	30 31%	7 22%	3 24%	7 62%	12 63%
NET: Acceptable	213 14%	50 13%	71 16%	47 15%	46 12%	22 15%	11 17%	19 12%	17 13%	22 18%	12 10%	10 13%	20 14%	35 19%	21 11%	22 17%	2 6%	165 12%	46 25%	8 21%	25 26%	11 37%	2 22%	-	2 9%
NET: Unacceptable	995 65%	253 67%	283 65%	207 64%	252 64%	98 64%	42 67%	107 64%	86 68%	69 56%	82 69%	54 69%	91 63%	118 62%	136 69%	81 62%	30 75%	878 66%	104 56%	26 73%	48 49%	13 44%	7 68%	10 89%	13 72%

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Absolutes/col percents

Table 298

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

5% return (e.g. after 10 years your pension savings would be £10,500)

	Income														Pension Status Awareness				
	Total	Up to £10,000	£10,001 - £15,000	£15,001 - £20,000	£20,001 - £25,000	£25,001 - £30,000	£30,001 - £35,000	£35,001 - £40,000	£40,001 - £50,000	£50,001 - £60,000	£60,001 - £70,000	£70,001 - £80,000	£80,001 - £90,000	£90,001 - £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	1511	308	307	253	254	185	70	32	43	19	9	-	8	2	5	1031	121	38	321
Weighted base	1531	253	283	263	284	207	79	37	53	23	10	-	10	2	7	1088	122	37	284
Completely acceptable	54 4%	7 3%	7 2%	12 4%	10 4%	5 2%	4 5%	2 5%	4 8%	1 6%	-	-	1 14%	-	-	41 4%	3 2%	1 3%	8 3%
Fairly acceptable	160 10%	24 9%	29 10%	25 9%	39 14%	20 10%	7 9%	4 10%	3 5%	4 17%	1 5%	-	1 14%	-	2 26%	102 9%	21 17%	2 4%	35 12%
Neither acceptable nor unacceptable	322 21%	53 21%	59 21%	55 21%	54 19%	50 24%	16 20%	10 26%	12 23%	3 11%	2 19%	-	2 22%	1 50%	-	213 20%	29 24%	9 25%	72 25%
Not particularly acceptable	439 29%	69 27%	81 29%	77 29%	85 30%	57 27%	23 30%	12 12%	12 22%	9 39%	5 50%	-	3 26%	-	5 74%	333 31%	28 23%	7 18%	72 25%
Not at all acceptable	556 36%	100 40%	107 38%	95 36%	96 34%	75 36%	28 36%	17 46%	22 42%	6 27%	3 26%	-	2 24%	1 50%	-	399 37%	41 34%	18 49%	97 34%
NET: Acceptable	213 14%	31 12%	35 13%	36 14%	49 17%	25 12%	11 14%	6 15%	7 13%	5 22%	1 5%	-	3 28%	-	2 26%	143 13%	24 20%	3 7%	44 15%
NET: Unacceptable	995 65%	170 67%	189 67%	172 65%	181 64%	131 63%	52 66%	21 58%	34 64%	15 66%	7 75%	-	5 50%	1 50%	5 74%	732 67%	69 57%	25 68%	169 59%

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Absolutes/col percents

Table 299

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

5% return (e.g. after 10 years your pension savings would be £10,500)

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	1511	516	435	212	222	281	3	8	605	161	44	6	46	76	87	140	47	500	75	425	719	292	423	606
Weighted base	1531	518	500	210	242	283	2	7	658	154	47	8	44	70	77	122	51	517	81	436	726	288	385	702
Completely acceptable	54 4%	16 3%	24 5%	5 3%	9 4%	5 2%	-	-	26 4%	3 2%	3 7%	1 19%	-	-	4 5%	*	5 9%	30 6%	13 16%	17 4%	17 2%	7 3%	11 3%	30 4%
Fairly acceptable	160 10%	55 11%	70 14%	13 6%	12 5%	24 9%	-	-	76 12%	13 9%	8 17%	-	9 20%	13 19%	8 11%	14 12%	8 15%	69 13%	18 23%	51 12%	77 11%	14 5%	43 11%	59 8%
Neither acceptable nor unacceptable	322 21%	91 18%	92 18%	44 21%	52 22%	47 17%	-	2 28%	127 19%	32 21%	10 21%	2 30%	6 14%	16 22%	26 35%	31 26%	11 21%	99 19%	13 16%	86 20%	154 21%	69 24%	67 17%	146 21%
Not particularly acceptable	439 29%	150 29%	147 29%	59 28%	84 35%	90 32%	-	1 12%	193 29%	46 30%	17 36%	3 36%	13 29%	21 29%	10 13%	34 28%	17 34%	129 25%	9 11%	119 27%	239 33%	72 25%	117 30%	214 30%
Not at all acceptable	556 36%	206 40%	168 34%	89 42%	85 35%	117 41%	2 100%	4 59%	236 36%	59 39%	9 19%	1 16%	16 37%	21 30%	28 37%	42 35%	10 21%	191 37%	28 34%	163 37%	239 33%	126 44%	146 38%	253 36%
NET: Acceptable	213 14%	71 14%	93 19%	18 9%	21 9%	29 10%	-	-	102 16%	16 11%	11 24%	1 19%	9 20%	13 19%	12 15%	15 12%	13 25%	99 19%	31 38%	68 16%	94 13%	21 7%	54 14%	89 13%
NET: Unacceptable	995 65%	356 69%	315 63%	147 70%	169 70%	207 73%	2 100%	5 72%	430 65%	105 69%	26 56%	4 51%	29 66%	41 59%	38 50%	76 62%	27 54%	319 62%	37 46%	283 65%	478 66%	197 69%	263 68%	467 67%

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Absolutes/col percents

Table 300

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

5% return (e.g. after 10 years your pension savings would be £10,500)

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money I invest by, or the return on investment	Investing in companies or assets that are in line with my moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Disagree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that my money will make a difference to my overall pension savings	I don't care about where my pension is invested	I don't think it is possible for me to change where my pension is invested
Unweighted base	1511	539	667	869	332	169	517	245	410	56	189	248	172	238	128	266	141	57	25	26	127
Weighted base	1531	567	698	919	349	177	554	270	427	62	208	265	182	246	126	276	151	61	23	26	131
Completely acceptable	54 4%	23 4%	22 3%	29 3%	14 4%	12 7%	24 4%	20 7%	11 3%	10 16%	10 5%	8 3%	5 3%	6 2%	2 2%	7 2%	7 5%	3 5%	1 5%	1 3%	2 1%
Fairly acceptable	160 10%	53 9%	59 8%	83 9%	34 10%	25 14%	50 9%	44 16%	34 8%	12 19%	32 15%	15 6%	16 9%	18 7%	8 6%	24 9%	15 10%	7 11%	2 8%	4 17%	13 10%
Neither acceptable nor unacceptable	322 21%	113 20%	127 18%	175 19%	58 17%	51 29%	115 21%	52 19%	55 13%	6 9%	46 22%	75 29%	19 10%	36 15%	31 24%	38 14%	22 14%	9 15%	4 16%	4 14%	18 13%
Not particularly acceptable	439 29%	156 28%	234 33%	289 31%	109 31%	37 21%	173 31%	62 23%	141 33%	15 24%	47 23%	87 33%	72 40%	69 28%	43 34%	86 31%	52 34%	18 29%	5 24%	3 13%	41 31%
Not at all acceptable	556 36%	221 39%	256 37%	343 37%	134 38%	52 30%	191 35%	92 34%	186 44%	19 31%	72 35%	80 30%	69 38%	117 48%	42 33%	121 44%	55 36%	25 41%	11 47%	14 53%	58 44%
NET: Acceptable	213 14%	76 13%	82 12%	112 12%	48 14%	37 21%	74 13%	64 24%	46 11%	22 35%	42 20%	23 9%	21 12%	24 10%	10 8%	31 11%	22 15%	9 15%	3 12%	5 20%	15 11%
NET: Unacceptable	995 65%	377 67%	490 70%	633 69%	243 70%	89 50%	364 66%	154 57%	327 77%	34 56%	119 57%	166 63%	141 78%	186 75%	85 68%	206 75%	107 71%	43 70%	16 71%	17 67%	99 75%

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Absolutes/col percents

Table 301

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

5% return (e.g. after 10 years your pension savings would be £10,500)

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	1511	24	33	25	30	32	14	137	175	815	327	194	329	379	346	457	
Weighted base	1531	26	36	28	34	36	16	150	180	829	337	185	322	390	353	466	
Completely acceptable	54 4%	2 8%	6 15%	2 7%	1 3%	4 12%	- -	1 8%	7 5%	15 8%	30 4%	3 1%	5 3%	4 1%	18 5%	7 2%	24 5%
Fairly acceptable	160 10%	10 37%	8 21%	8 30%	9 26%	11 29%	10 28%	7 43%	18 12%	37 21%	80 10%	31 9%	12 6%	27 9%	30 8%	32 9%	70 15%
Neither acceptable nor unacceptable	322 21%	2 6%	4 10%	5 19%	7 22%	4 10%	9 25%	3 20%	33 22%	27 15%	179 22%	65 19%	51 28%	61 19%	77 20%	71 20%	113 24%
Not particularly acceptable	439 29%	7 29%	9 25%	7 25%	8 25%	8 21%	10 29%	1 6%	33 22%	42 23%	250 30%	95 28%	52 28%	95 29%	121 31%	114 32%	110 24%
Not at all acceptable	556 36%	5 20%	11 29%	5 19%	8 24%	10 27%	6 18%	4 22%	59 39%	59 33%	290 35%	143 42%	65 35%	134 42%	144 37%	129 36%	150 32%
NET: Acceptable	213 14%	12 45%	13 36%	10 37%	10 29%	15 41%	10 28%	8 51%	25 17%	53 29%	111 13%	33 10%	17 9%	32 10%	49 13%	39 11%	93 20%
NET: Unacceptable	995 65%	13 49%	20 54%	12 44%	17 49%	18 49%	16 47%	5 29%	92 61%	101 56%	540 65%	238 71%	117 63%	229 71%	264 68%	243 69%	260 56%

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Absolutes/col percents

Table 302

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

10% return (e.g. after 10 years your pension savings would be £11,000)

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	1511	759	743	338	247	236	230	392	153	129	125	127	197	181	117	109	103	194	530	237	76	100	72	395	101
Weighted base	1531	733	790	356	230	264	258	356	151	123	134	137	162	201	107	128	121	193	742	152	58	79	64	350	86
Completely acceptable	104 7%	56 8%	48 6%	28 8%	15 6%	21 8%	15 6%	21 6%	15 10%	7 6%	9 6%	8 6%	14 8%	13 7%	8 7%	12 10%	7 5%	7 4%	63 8%	8 5%	4 6%	5 6%	3 5%	16 5%	5 6%
Fairly acceptable	240 16%	119 16%	121 15%	67 19%	42 18%	31 12%	36 14%	53 15%	33 22%	19 16%	19 14%	20 14%	23 14%	34 17%	23 21%	12 9%	16 13%	30 15%	118 16%	23 15%	8 14%	10 12%	11 17%	60 17%	9 11%
Neither acceptable nor unacceptable	444 29%	207 28%	233 29%	115 32%	62 27%	74 28%	69 27%	102 29%	40 27%	27 22%	43 32%	36 26%	52 32%	72 36%	35 33%	31 24%	33 27%	48 25%	200 27%	46 30%	23 39%	29 36%	23 36%	101 29%	23 26%
Not particularly acceptable	421 27%	187 26%	231 29%	85 24%	74 32%	72 27%	69 27%	99 28%	33 22%	46 37%	28 21%	37 27%	37 23%	51 25%	29 27%	43 33%	33 27%	62 32%	204 27%	46 31%	13 23%	17 22%	17 27%	94 27%	28 33%
Not at all acceptable	323 21%	164 22%	158 20%	61 17%	37 16%	66 25%	69 27%	82 23%	29 19%	24 20%	36 27%	37 27%	35 22%	32 16%	13 12%	30 24%	32 27%	46 24%	157 21%	29 19%	11 19%	19 24%	9 14%	78 22%	20 24%
NET: Acceptable	343 22%	175 24%	169 21%	95 27%	57 25%	52 20%	51 20%	74 21%	48 32%	26 21%	28 21%	28 20%	37 23%	47 23%	30 28%	24 19%	23 19%	37 19%	181 24%	31 20%	12 20%	14 18%	15 23%	76 22%	15 17%
NET: Unacceptable	744 49%	352 48%	389 49%	146 41%	112 48%	139 52%	138 54%	180 51%	62 41%	70 57%	64 48%	73 53%	72 45%	83 41%	42 39%	73 57%	65 54%	108 56%	361 49%	75 49%	24 42%	36 46%	27 41%	172 49%	49 57%

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Absolutes/col percents

Table 303

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

10% return (e.g. after 10 years your pension savings would be £11,000)

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	1511	359	427	304	421	154	54	175	124	119	105	77	147	170	208	140	38	1350	143	29	72	26	8	8	18
Weighted base	1531	378	438	321	394	151	63	167	125	122	119	78	145	191	197	132	41	1328	185	36	97	31	10	11	19
Completely acceptable	104 7%	27 7%	31 7%	22 7%	24 6%	15 10%	6 10%	12 7%	8 6%	5 4%	6 5%	5 7%	8 6%	12 7%	8 4%	16 12%	2 4%	83 6%	20 11%	5 14%	11 11%	2 5%	2 22%	-	1 4%
Fairly acceptable	240 16%	69 18%	70 16%	52 16%	49 12%	20 13%	6 10%	27 16%	17 13%	27 22%	15 13%	12 15%	24 17%	37 19%	29 15%	20 15%	5 12%	199 15%	38 21%	7 20%	19 20%	10 32%	-	2 18%	3 15%
Neither acceptable nor unacceptable	444 29%	101 27%	118 27%	101 31%	124 31%	46 30%	17 28%	55 33%	30 24%	35 28%	39 33%	17 22%	39 27%	59 31%	68 34%	31 23%	9 21%	395 30%	45 24%	4 11%	27 28%	7 24%	5 50%	1 11%	4 20%
Not particularly acceptable	421 27%	111 29%	121 28%	82 26%	106 27%	41 27%	15 23%	50 30%	40 32%	32 27%	34 29%	23 29%	42 29%	36 19%	50 26%	42 32%	14 35%	376 28%	39 21%	9 25%	20 20%	7 22%	1 14%	2 23%	5 28%
Not at all acceptable	323 21%	69 18%	99 23%	64 20%	91 23%	28 19%	18 29%	23 14%	30 24%	23 19%	25 21%	21 26%	32 22%	47 24%	42 21%	23 17%	12 28%	274 21%	43 23%	10 29%	21 21%	5 16%	1 14%	5 49%	6 34%
NET: Acceptable	343 22%	96 25%	100 23%	74 23%	73 19%	36 24%	13 20%	39 23%	24 20%	32 26%	21 18%	17 22%	32 22%	50 26%	37 19%	36 27%	6 15%	282 21%	58 31%	12 35%	30 31%	11 37%	2 22%	2 18%	3 19%
NET: Unacceptable	744 49%	180 48%	221 50%	146 46%	197 50%	70 46%	33 53%	73 44%	71 56%	55 45%	59 50%	44 56%	74 51%	83 43%	92 47%	65 50%	26 64%	651 49%	82 44%	19 54%	40 42%	12 39%	3 28%	8 71%	11 62%

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Absolutes/col percents

Table 304

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

10% return (e.g. after 10 years your pension savings would be £11,000)

	Income														Pension Status Awareness				
	Total	Up to £10,000	£10,001 - £15,000	£15,001 - £20,000	£20,001 - £25,000	£25,001 - £30,000	£30,001 - £35,000	£35,001 - £40,000	£40,001 - £50,000	£50,001 - £60,000	£60,001 - £70,000	£70,001 - £80,000	£80,001 - £90,000	£90,001 - £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	1511	308	307	253	254	185	70	32	43	19	9	-	8	2	5	1031	121	38	321
Weighted base	1531	253	283	263	284	207	79	37	53	23	10	-	10	2	7	1088	122	37	284
Completely acceptable	104 7%	16 6%	13 4%	17 6%	28 10%	8 4%	4 5%	4 12%	5 10%	5 21%	1 5%	-	1 14%	-	-	74 7%	8 7%	2 5%	19 7%
Fairly acceptable	240 16%	32 13%	50 17%	43 16%	45 16%	28 13%	15 19%	4 13%	5 16%	8 9%	2 22%	-	3 27%	-	2 26%	166 15%	26 21%	4 12%	43 15%
Neither acceptable nor unacceptable	444 29%	77 30%	75 26%	85 32%	78 27%	70 34%	19 24%	10 27%	12 22%	6 25%	1 11%	-	2 22%	1 50%	1 21%	311 29%	33 27%	7 20%	92 32%
Not particularly acceptable	421 27%	76 30%	80 28%	59 22%	74 26%	64 31%	22 28%	7 18%	19 36%	6 25%	6 62%	-	1 12%	-	4 52%	309 28%	24 20%	13 35%	75 26%
Not at all acceptable	323 21%	51 20%	67 24%	60 23%	60 21%	37 18%	19 24%	11 30%	9 16%	5 20%	-	-	2 24%	1 50%	-	229 21%	30 24%	10 28%	55 19%
NET: Acceptable	343 22%	48 19%	62 22%	59 22%	73 26%	36 17%	19 24%	9 25%	14 25%	7 30%	3 27%	-	4 42%	-	2 26%	240 22%	34 28%	6 17%	63 22%
NET: Unacceptable	744 49%	128 50%	146 52%	120 45%	134 47%	101 49%	41 52%	18 48%	28 52%	10 45%	6 62%	-	4 37%	1 50%	4 52%	537 49%	54 44%	23 63%	129 45%

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Absolutes/col percents

Table 305

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

10% return (e.g. after 10 years your pension savings would be £11,000)

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	1511	516	435	212	222	281	3	8	605	161	44	6	46	76	87	140	47	500	75	425	719	292	423	606
Weighted base	1531	518	500	210	242	283	2	7	658	154	47	8	44	70	77	122	51	517	81	436	726	288	385	702
Completely acceptable	104 7%	33 6%	42 8%	9 4%	15 6%	17 6%	-	1 12%	49 7%	13 9%	5 10%	1 19%	4 8%	3 4%	4 6%	4 3%	6 12%	57 11%	23 28%	34 8%	36 5%	11 4%	25 6%	49 7%
Fairly acceptable	240 16%	87 17%	84 17%	40 19%	23 10%	43 15%	-	1 12%	113 17%	20 13%	9 20%	-	11 25%	17 24%	14 19%	20 16%	9 18%	89 17%	14 17%	76 17%	119 16%	32 11%	69 18%	97 14%
Neither acceptable nor unacceptable	444 29%	138 27%	133 27%	52 25%	83 34%	65 23%	-	2 24%	175 27%	40 26%	10 20%	2 30%	12 27%	18 25%	27 35%	41 33%	10 21%	130 25%	10 12%	121 28%	222 31%	91 32%	115 30%	195 28%
Not particularly acceptable	421 27%	141 27%	144 29%	57 27%	74 31%	83 29%	1 35%	-	185 28%	44 29%	18 39%	3 36%	11 24%	20 28%	14 18%	31 26%	18 36%	124 24%	18 22%	106 24%	228 31%	69 24%	97 25%	211 30%
Not at all acceptable	323 21%	119 23%	97 19%	51 24%	47 19%	75 26%	2 65%	4 52%	136 21%	36 23%	5 12%	1 16%	7 16%	13 19%	17 23%	26 22%	7 13%	117 23%	17 21%	100 23%	122 17%	85 29%	79 21%	149 21%
NET: Acceptable	343 22%	120 23%	127 25%	49 23%	38 16%	60 21%	-	2 24%	162 25%	33 22%	14 29%	1 19%	14 33%	20 28%	19 24%	24 19%	15 30%	146 28%	36 45%	110 25%	155 21%	43 15%	94 24%	146 21%
NET: Unacceptable	744 49%	260 50%	241 48%	108 52%	121 50%	158 56%	2 100%	4 52%	321 49%	80 52%	24 50%	4 51%	18 40%	33 47%	31 41%	58 47%	25 49%	241 47%	35 43%	206 47%	350 48%	154 53%	176 46%	360 51%

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Absolutes/col percents

Table 306

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

10% return (e.g. after 10 years your pension savings would be £11,000)

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money I invest or return on investment	Investing in companies or assets that are in line with my social or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that moving my money will make a difference to my overall pension savings	I don't care about where my pension is invested	I don't think it is possible for me to change where my pension is invested	
Unweighted base	1511	539	667	869	332	169	517	245	410	56	189	248	172	238	128	266	141	57	25	26	127
Weighted base	1531	567	698	919	349	177	554	270	427	62	208	265	182	246	126	276	151	61	23	26	131
Completely acceptable	104 7%	37 7%	42 6%	59 6%	29 8%	19 11%	38 7%	35 13%	21 5%	20 32%	15 7%	15 6%	7 4%	14 6%	3 2%	14 5%	10 7%	4 6%	1 5%	2 9%	5 4%
Fairly acceptable	240 16%	84 15%	102 15%	136 15%	48 14%	41 23%	85 15%	53 20%	65 15%	7 12%	46 22%	31 12%	27 15%	38 15%	17 13%	44 16%	22 15%	7 12%	2 8%	5 18%	18 14%
Neither acceptable nor unacceptable	444 29%	157 28%	205 29%	257 28%	90 26%	53 30%	171 31%	64 24%	95 22%	8 12%	57 27%	104 39%	46 25%	49 20%	48 38%	62 22%	38 25%	21 35%	8 35%	5 19%	30 23%
Not particularly acceptable	421 27%	164 29%	203 29%	265 29%	111 32%	36 20%	148 27%	59 22%	140 33%	12 19%	47 23%	75 28%	67 37%	74 30%	35 27%	80 29%	53 35%	15 24%	5 23%	8 31%	46 35%
Not at all acceptable	323 21%	124 22%	147 21%	203 22%	71 20%	28 16%	113 20%	59 22%	107 25%	16 25%	43 21%	39 15%	36 20%	71 29%	24 19%	76 28%	28 19%	14 23%	7 30%	6 23%	32 24%
NET: Acceptable	343 22%	122 21%	144 21%	195 21%	77 22%	60 34%	122 22%	88 33%	86 20%	27 43%	61 30%	46 18%	34 19%	52 21%	20 16%	58 21%	32 21%	11 18%	3 12%	7 27%	23 18%
NET: Unacceptable	744 49%	289 51%	350 50%	468 51%	182 52%	64 36%	261 47%	117 44%	247 58%	27 44%	90 43%	115 43%	102 56%	145 59%	58 46%	156 57%	81 54%	29 47%	12 53%	14 54%	78 60%

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Absolutes/col percents

Table 307

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

10% return (e.g. after 10 years your pension savings would be £11,000)

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	1511	24	33	25	30	32	32	14	137	175	815	327	194	329	379	346	457
Weighted base	1531	26	36	28	34	36	34	16	150	180	829	337	185	322	390	353	466
Completely acceptable	104 7%	4 17%	8 22%	7 23%	6 18%	9 26%	4 10%	3 19%	12 8%	26 14%	51 6%	16 5%	11 6%	12 4%	26 7%	20 6%	46 10%
Fairly acceptable	240 16%	7 28%	11 31%	6 21%	10 29%	6 16%	12 35%	6 39%	24 16%	44 24%	137 17%	41 12%	17 9%	43 13%	63 16%	59 17%	76 16%
Neither acceptable nor unacceptable	444 29%	4 14%	3 8%	8 29%	4 12%	3 8%	6 17%	2 13%	47 31%	34 19%	236 28%	97 29%	77 42%	87 27%	114 29%	82 23%	161 35%
Not particularly acceptable	421 27%	6 24%	8 23%	3 12%	9 26%	12 32%	10 28%	1 6%	34 22%	41 23%	233 28%	106 32%	40 22%	104 32%	106 27%	110 31%	100 22%
Not at all acceptable	323 21%	5 18%	6 16%	4 14%	5 16%	7 18%	3 10%	4 22%	33 22%	36 20%	171 21%	77 23%	39 21%	77 24%	82 21%	81 23%	83 18%
NET: Acceptable	343 22%	12 45%	19 53%	12 45%	16 47%	15 42%	16 46%	9 58%	36 24%	70 39%	189 23%	57 17%	29 15%	54 17%	88 23%	79 22%	121 26%
NET: Unacceptable	744 49%	11 42%	14 39%	7 26%	14 41%	18 50%	13 38%	5 29%	67 44%	77 43%	405 49%	183 54%	79 43%	181 56%	188 48%	192 54%	183 39%

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Absolutes/col percents

Table 308

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

15% return (e.g. after 10 years your pension savings would be £11,500)

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	1511	759	743	338	247	236	230	392	153	129	125	127	197	181	117	109	103	194	530	237	76	100	72	395	101
Weighted base	1531	733	790	356	230	264	258	356	151	123	134	137	162	201	107	128	121	193	742	152	58	79	64	350	86
Completely acceptable	147 10%	79 11%	68 9%	39 11%	19 8%	36 14%	19 7%	29 8%	20 13%	7 6%	17 12%	13 9%	18 11%	19 9%	12 12%	19 15%	7 5%	11 6%	91 12%	10 7%	4 7%	7 9%	5 8%	24 7%	5 6%
Fairly acceptable	336 22%	149 20%	187 24%	85 24%	51 22%	45 17%	57 22%	81 23%	38 25%	25 20%	21 16%	27 20%	33 21%	47 23%	26 25%	23 18%	30 25%	48 25%	153 21%	31 20%	12 21%	13 17%	21 32%	88 25%	18 21%
Neither acceptable nor unacceptable	467 31%	228 31%	234 30%	124 35%	84 36%	77 29%	68 26%	97 27%	44 29%	45 37%	41 31%	38 28%	51 31%	77 38%	38 36%	35 27%	30 25%	45 23%	223 30%	52 34%	21 36%	25 31%	18 28%	103 29%	26 30%
Not particularly acceptable	355 23%	171 23%	183 23%	66 19%	50 22%	59 22%	68 26%	92 26%	30 20%	29 24%	27 20%	40 29%	38 24%	36 18%	20 19%	31 24%	29 24%	54 28%	160 22%	41 27%	13 23%	20 25%	14 21%	83 24%	24 28%
Not at all acceptable	226 15%	107 15%	118 15%	41 12%	26 11%	48 18%	46 18%	58 16%	18 12%	17 14%	28 21%	20 15%	22 14%	23 12%	10 9%	20 16%	26 21%	36 19%	115 16%	18 12%	8 14%	14 18%	7 10%	52 15%	12 14%
NET: Acceptable	483 32%	227 31%	255 32%	124 35%	71 31%	80 30%	76 29%	110 31%	58 39%	32 26%	38 28%	40 29%	51 31%	65 33%	39 36%	42 33%	36 30%	59 30%	244 33%	41 27%	16 28%	20 26%	26 40%	112 32%	24 28%
NET: Unacceptable	581 38%	278 38%	301 38%	107 30%	76 33%	107 40%	114 44%	150 42%	48 32%	46 37%	55 41%	60 44%	60 37%	59 29%	30 28%	51 40%	54 45%	90 46%	275 37%	59 39%	21 36%	34 43%	20 32%	135 39%	36 42%

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Absolutes/col percents

Table 309

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

15% return (e.g. after 10 years your pension savings would be £11,500)

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	1511	359	427	304	421	154	54	175	124	119	105	77	147	170	208	140	38	1350	143	29	72	26	8	8	18
Weighted base	1531	378	438	321	394	151	63	167	125	122	119	78	145	191	197	132	41	1328	185	36	97	31	10	11	19
Completely acceptable	147 10%	45 12%	39 9%	31 10%	32 8%	19 12%	8 12%	13 8%	12 10%	7 5%	7 6%	8 11%	15 10%	22 11%	16 8%	20 15%	2 4%	117 9%	28 15%	8 23%	13 13%	3 8%	2 22%	2 18%	2 13%
Fairly acceptable	336 22%	92 24%	105 24%	58 18%	81 20%	32 21%	14 22%	49 30%	26 20%	34 28%	27 23%	11 15%	27 18%	43 22%	41 21%	26 20%	6 15%	294 22%	42 23%	7 19%	24 24%	10 32%	1 10%	- -	1 3%
Neither acceptable nor unacceptable	467 31%	101 27%	124 28%	124 39%	118 30%	51 34%	11 18%	46 28%	39 31%	39 32%	46 38%	25 32%	40 27%	59 31%	64 33%	37 28%	10 25%	404 30%	58 32%	10 28%	31 32%	9 30%	6 54%	2 20%	5 30%
Not particularly acceptable	355 23%	87 23%	98 22%	67 21%	103 26%	28 19%	19 30%	42 25%	35 28%	28 23%	20 17%	20 25%	42 29%	30 16%	44 22%	34 26%	13 32%	322 24%	28 15%	5 14%	13 13%	6 18%	1 14%	4 33%	4 21%
Not at all acceptable	226 15%	52 14%	72 16%	42 13%	60 15%	22 14%	11 17%	16 10%	14 11%	15 12%	18 16%	14 18%	22 15%	37 20%	32 16%	15 11%	10 25%	191 14%	29 16%	5 15%	17 17%	3 11%	- -	3 29%	6 34%
NET: Acceptable	483 32%	137 36%	144 33%	89 28%	113 29%	50 33%	22 35%	62 37%	38 30%	40 33%	34 29%	20 25%	41 29%	64 34%	57 29%	46 35%	7 18%	411 31%	69 38%	15 43%	37 38%	12 41%	3 32%	2 18%	3 16%
NET: Unacceptable	581 38%	139 37%	170 39%	108 34%	163 41%	50 33%	30 47%	59 35%	49 39%	43 35%	39 33%	34 43%	64 44%	67 35%	76 38%	49 37%	23 57%	514 39%	57 31%	10 29%	30 30%	9 29%	1 14%	7 62%	10 54%

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Absolutes/col percents

Table 310

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

15% return (e.g. after 10 years your pension savings would be £11,500)

	Income														Pension Status Awareness				
	Total	Up to £10,000	£10,001 - £15,000	£15,001 - £20,000	£20,001 - £25,000	£25,001 - £30,000	£30,001 - £35,000	£35,001 - £40,000	£40,001 - £50,000	£50,001 - £60,000	£60,001 - £70,000	£70,001 - £80,000	£80,001 - £90,000	£90,001 - £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	1511	308	307	253	254	185	70	32	43	19	9	-	8	2	5	1031	121	38	321
Weighted base	1531	253	283	263	284	207	79	37	53	23	10	-	10	2	7	1088	122	37	284
Completely acceptable	147	18	22	20	36	18	4	7	9	5	1	-	3	-	2	110	11	2	24
	10%	7%	8%	8%	13%	9%	5%	19%	16%	21%	5%	-	28%	-	26%	10%	9%	5%	9%
Fairly acceptable	336	53	64	65	56	36	26	7	12	5	2	-	1	1	-	239	30	7	60
	22%	21%	23%	25%	20%	17%	33%	19%	23%	22%	22%	-	14%	50%	-	22%	24%	20%	21%
Neither acceptable nor unacceptable	467	80	74	83	88	78	20	11	12	6	5	-	3	-	1	323	41	9	94
	31%	32%	26%	31%	31%	37%	26%	29%	23%	28%	47%	-	34%	-	21%	30%	34%	25%	33%
Not particularly acceptable	355	67	75	55	57	53	14	6	15	2	2	-	-	-	4	255	20	12	67
	23%	26%	27%	21%	20%	26%	17%	17%	28%	9%	25%	-	-	-	52%	23%	17%	32%	24%
Not at all acceptable	226	36	48	40	47	23	14	6	5	5	-	-	2	1	-	162	20	7	38
	15%	14%	17%	15%	17%	11%	18%	16%	10%	20%	-	-	24%	50%	-	15%	16%	18%	14%
NET: Acceptable	483	71	86	86	92	54	30	14	21	10	3	-	4	1	2	349	41	9	84
	32%	28%	30%	32%	33%	26%	39%	38%	39%	43%	27%	-	42%	50%	26%	32%	33%	25%	30%
NET: Unacceptable	581	102	123	95	104	76	28	12	20	7	2	-	2	1	4	417	40	18	106
	38%	40%	43%	36%	37%	36%	36%	33%	38%	29%	25%	-	24%	50%	52%	38%	33%	50%	37%

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Absolutes/col percents

Table 311

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

15% return (e.g. after 10 years your pension savings would be £11,500)

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)								Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	1511	516	435	212	222	281	3	8	605	161	44	6	46	76	87	140	47	500	75	425	719	292	423	606
Weighted base	1531	518	500	210	242	283	2	7	658	154	47	8	44	70	77	122	51	517	81	436	726	288	385	702
Completely acceptable	147	49	61	19	20	29	-	2	73	17	5	1	5	3	7	5	6	72	24	48	54	21	33	76
	10%	10%	12%	9%	8%	10%	-	24%	11%	11%	10%	19%	12%	4%	9%	4%	12%	14%	30%	11%	7%	7%	9%	11%
Fairly acceptable	336	112	118	46	45	53	-	-	158	30	10	-	13	23	18	23	10	121	21	100	175	40	99	140
	22%	22%	24%	22%	19%	19%	-	-	24%	19%	21%	-	30%	33%	24%	19%	19%	23%	26%	23%	24%	14%	26%	20%
Neither acceptable nor unacceptable	467	142	142	70	78	77	-	2	191	41	18	3	8	18	26	50	19	139	12	127	230	99	112	210
	31%	27%	28%	33%	32%	27%	-	24%	29%	26%	39%	43%	17%	26%	34%	41%	38%	27%	15%	29%	32%	34%	29%	30%
Not particularly acceptable	355	127	109	36	61	72	2	2	138	44	9	2	15	19	14	23	9	99	9	90	187	68	84	170
	23%	25%	22%	17%	25%	25%	72%	28%	21%	28%	20%	23%	35%	27%	19%	18%	19%	19%	12%	21%	26%	24%	22%	24%
Not at all acceptable	226	88	70	39	37	53	1	2	98	22	5	1	2	7	11	22	6	86	14	72	81	59	56	105
	15%	17%	14%	19%	15%	19%	28%	24%	15%	14%	10%	16%	6%	10%	14%	18%	12%	17%	18%	16%	11%	21%	15%	15%
NET: Acceptable	483	162	180	64	66	81	-	2	231	47	14	1	18	26	25	28	16	193	45	148	229	62	132	217
	32%	31%	36%	31%	27%	29%	-	24%	35%	31%	31%	19%	42%	37%	32%	23%	31%	37%	56%	34%	31%	21%	34%	31%
NET: Unacceptable	581	215	179	75	98	125	2	4	236	66	14	3	18	26	26	44	16	185	24	162	268	127	141	275
	38%	41%	36%	36%	40%	44%	100%	52%	36%	43%	30%	38%	41%	37%	33%	36%	31%	36%	29%	37%	37%	44%	37%	39%

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Absolutes/col percents

Table 312

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

15% return (e.g. after 10 years your pension savings would be £11,500)

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money I invest by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that my money will make a difference to my overall pension savings	I don't care about where my pension is invested	I don't think it is possible for me to change where my pension is invested
Unweighted base	1511	539	667	869	332	169	517	245	410	56	189	248	172	238	128	266	141	57	25	26	127
Weighted base	1531	567	698	919	349	177	554	270	427	62	208	265	182	246	126	276	151	61	23	26	131
Completely acceptable	147 10%	52 9%	63 9%	91 10%	42 12%	24 14%	57 10%	43 16%	34 8%	23 36%	21 10%	24 9%	13 7%	21 9%	9 7%	24 9%	11 7%	4 6%	1 5%	5 20%	7 5%
Fairly acceptable	336 22%	127 22%	150 21%	203 22%	67 19%	48 27%	122 22%	73 27%	85 20%	10 17%	62 30%	61 23%	39 22%	46 19%	20 16%	57 21%	33 22%	12 20%	5 23%	4 16%	29 22%
Neither acceptable nor unacceptable	467 31%	169 30%	223 32%	266 29%	94 27%	50 28%	166 30%	60 22%	113 27%	8 12%	52 25%	102 38%	50 27%	64 26%	48 38%	70 25%	43 29%	22 36%	7 30%	4 17%	38 29%
Not particularly acceptable	355 23%	130 23%	164 24%	218 24%	92 26%	29 16%	132 24%	52 19%	118 28%	11 17%	41 20%	52 20%	56 31%	62 25%	33 26%	73 27%	41 27%	11 19%	4 19%	7 26%	36 27%
Not at all acceptable	226 15%	88 16%	98 14%	141 15%	54 15%	26 15%	77 14%	42 16%	78 18%	11 17%	31 15%	25 10%	24 13%	54 22%	16 13%	52 19%	24 16%	12 20%	5 23%	5 21%	21 16%
NET: Acceptable	483 32%	179 32%	213 30%	293 32%	109 31%	73 41%	179 32%	116 43%	119 28%	33 53%	83 40%	85 32%	52 29%	66 27%	29 23%	81 29%	43 29%	16 26%	6 28%	9 36%	36 28%
NET: Unacceptable	581 38%	219 39%	263 38%	360 39%	146 42%	54 31%	209 38%	94 35%	195 46%	21 34%	73 35%	78 29%	79 44%	116 47%	49 39%	125 45%	65 43%	23 38%	10 42%	12 47%	57 44%

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Absolutes/col percents

Table 313

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

15% return (e.g. after 10 years your pension savings would be £11,500)

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	1511	24	33	25	30	32	14	137	175	815	327	194	329	379	346	457	
Weighted base	1531	26	36	28	34	36	16	150	180	829	337	185	322	390	353	466	
Completely acceptable	147 10%	4 17%	10 28%	8 29%	6 18%	9 26%	5 15%	3 19%	18 12%	32 18%	75 9%	19 6%	20 11%	22 7%	36 9%	57 12%	
Fairly acceptable	336 22%	7 27%	10 26%	9 34%	13 39%	9 24%	12 36%	6 39%	43 28%	44 24%	196 24%	63 19%	33 18%	56 17%	84 21%	92 26%	104 22%
Neither acceptable nor unacceptable	467 31%	6 22%	7 19%	4 14%	2 6%	6 15%	5 13%	3 20%	38 25%	43 24%	248 30%	110 33%	67 36%	97 30%	125 32%	157 25%	175 34%
Not particularly acceptable	355 23%	5 21%	6 15%	4 14%	8 24%	8 21%	9 27%	- -	31 21%	31 17%	196 24%	89 27%	37 20%	87 27%	88 23%	87 25%	92 20%
Not at all acceptable	226 15%	3 12%	4 12%	2 9%	4 13%	5 14%	3 8%	4 22%	21 14%	30 17%	113 14%	55 16%	27 15%	59 18%	58 15%	56 12%	
NET: Acceptable	483 32%	12 45%	20 54%	18 63%	19 58%	18 50%	18 51%	9 58%	61 40%	76 42%	271 33%	83 25%	53 29%	78 24%	119 31%	124 35%	161 35%
NET: Unacceptable	581 38%	9 34%	10 27%	6 22%	12 37%	13 35%	12 35%	4 22%	52 34%	62 34%	310 37%	145 43%	65 35%	146 45%	146 37%	141 40%	148 32%

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Absolutes/col percents

Table 314

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

20% return (e.g. after 10 years your pension savings would be £12,000)

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	1511	759	743	338	247	236	230	392	153	129	125	127	197	181	117	109	103	194	530	237	76	100	72	395	101
Weighted base	1531	733	790	356	230	264	258	356	151	123	134	137	162	201	107	128	121	193	742	152	58	79	64	350	86
Completely acceptable	227 15%	112 15%	115 14%	59 17%	31 14%	39 15%	33 13%	53 15%	30 20%	13 10%	19 14%	20 15%	25 15%	29 15%	18 17%	20 15%	12 10%	28 15%	124 17%	15 10%	6 11%	8 10%	9 14%	56 16%	8 9%
Fairly acceptable	434 28%	211 29%	221 28%	106 30%	70 30%	75 29%	73 28%	95 27%	48 32%	36 30%	40 30%	37 27%	43 27%	58 29%	33 31%	34 27%	36 30%	51 27%	203 27%	50 33%	14 24%	21 27%	23 35%	100 29%	23 27%
Neither acceptable nor unacceptable	464 30%	223 30%	237 30%	118 33%	76 33%	70 27%	71 28%	106 30%	40 27%	45 36%	35 26%	41 30%	54 33%	75 37%	31 29%	36 28%	30 25%	51 27%	223 30%	43 29%	24 41%	28 35%	20 32%	101 29%	25 29%
Not particularly acceptable	251 16%	114 16%	134 17%	40 11%	37 16%	48 18%	51 20%	64 18%	17 11%	20 16%	20 15%	28 20%	25 16%	23 11%	17 16%	27 21%	24 20%	38 20%	111 15%	31 21%	7 12%	12 15%	8 13%	61 17%	22 25%
Not at all acceptable	155 10%	72 10%	83 11%	33 9%	17 8%	32 12%	30 11%	39 11%	16 10%	9 7%	20 15%	12 8%	15 9%	17 8%	8 8%	12 9%	18 15%	24 12%	82 11%	12 8%	7 12%	11 14%	4 6%	32 9%	8 10%
NET: Acceptable	661 43%	323 44%	336 42%	165 47%	101 44%	114 43%	106 41%	148 41%	78 52%	49 40%	60 44%	57 42%	68 42%	87 43%	51 48%	54 42%	49 40%	80 41%	327 44%	65 43%	21 35%	29 37%	32 50%	156 45%	31 36%
NET: Unacceptable	406 27%	186 25%	217 27%	72 20%	54 23%	80 30%	81 31%	102 29%	32 21%	29 24%	40 30%	39 28%	40 25%	40 20%	25 23%	39 30%	42 35%	62 32%	192 26%	43 28%	14 24%	22 28%	12 18%	92 26%	30 35%

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Absolutes/col percents

Table 315

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

20% return (e.g. after 10 years your pension savings would be £12,000)

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	1511	359	427	304	421	154	54	175	124	119	105	77	147	170	208	140	38	1350	143	29	72	26	8	8	18
Weighted base	1531	378	438	321	394	151	63	167	125	122	119	78	145	191	197	132	41	1328	185	36	97	31	10	11	19
Completely acceptable	227 15%	66 17%	67 15%	43 13%	50 13%	25 16%	11 17%	24 15%	16 13%	16 13%	17 14%	12 16%	23 16%	30 16%	23 12%	26 20%	4 11%	188 14%	37 20%	11 32%	17 18%	4 14%	2 22%	2 18%	2 13%
Fairly acceptable	434 28%	119 31%	118 27%	91 28%	106 27%	46 31%	17 27%	57 34%	35 28%	43 35%	33 28%	16 21%	37 26%	49 26%	57 29%	33 25%	11 26%	386 29%	45 24%	7 18%	23 24%	10 34%	2 21%	2 23%	3 17%
Neither acceptable nor unacceptable	464 30%	103 27%	128 29%	110 34%	122 31%	39 26%	19 31%	53 32%	38 30%	33 27%	37 32%	27 35%	42 29%	59 31%	69 35%	39 29%	8 20%	400 30%	61 33%	7 20%	33 34%	11 36%	6 57%	3 31%	4 19%
Not particularly acceptable	251 16%	53 14%	77 18%	46 14%	74 19%	24 16%	11 18%	21 13%	25 20%	21 17%	21 18%	14 18%	26 18%	26 14%	29 14%	21 16%	10 26%	226 17%	20 11%	6 17%	10 11%	3 9%	-	1 10%	5 25%
Not at all acceptable	155 10%	36 10%	47 11%	30 9%	41 11%	16 11%	5 8%	11 7%	11 9%	10 8%	10 9%	8 11%	17 12%	27 14%	19 10%	13 10%	7 17%	128 10%	22 12%	4 12%	13 14%	2 7%	-	2 19%	5 26%
NET: Acceptable	661 43%	185 49%	186 42%	135 42%	156 40%	71 47%	28 44%	81 49%	51 41%	58 48%	50 42%	29 37%	60 41%	79 41%	80 41%	59 45%	15 37%	573 43%	82 44%	18 50%	40 42%	15 48%	4 43%	4 40%	6 30%
NET: Unacceptable	406 27%	90 24%	124 28%	76 24%	115 29%	41 27%	16 25%	32 19%	36 29%	31 25%	31 26%	22 28%	43 30%	53 28%	48 24%	34 26%	17 43%	354 27%	42 23%	10 29%	24 24%	5 16%	-	3 29%	9 51%

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Absolutes/col percents

Table 316

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

20% return (e.g. after 10 years your pension savings would be £12,000)

	Income														Pension Status Awareness				
	Total	Up to £10,000	£10,001 - £15,000	£15,001 - £20,000	£20,001 - £25,000	£25,001 - £30,000	£30,001 - £35,000	£35,001 - £40,000	£40,001 - £50,000	£50,001 - £60,000	£60,001 - £70,000	£70,001 - £80,000	£80,001 - £90,000	£90,001 - £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	1511	308	307	253	254	185	70	32	43	19	9	-	8	2	5	1031	121	38	321
Weighted base	1531	253	283	263	284	207	79	37	53	23	10	-	10	2	7	1088	122	37	284
Completely acceptable	227	31	42	30	57	23	8	9	11	5	1	-	3	-	2	172	16	4	36
	15%	12%	15%	11%	20%	11%	10%	25%	20%	21%	5%	-	28%	-	26%	16%	13%	10%	13%
Fairly acceptable	434	78	76	74	69	66	32	11	14	5	3	-	1	1	1	315	33	9	77
	28%	31%	27%	28%	24%	32%	40%	29%	26%	22%	33%	-	14%	50%	21%	29%	27%	25%	27%
Neither acceptable nor unacceptable	464	74	86	84	78	70	20	8	17	8	6	-	3	-	2	315	41	14	95
	30%	29%	30%	32%	27%	34%	25%	22%	31%	37%	62%	-	34%	-	33%	29%	34%	37%	33%
Not particularly acceptable	251	45	46	50	51	32	11	3	8	1	-	-	1	-	1	178	19	5	49
	16%	18%	16%	19%	18%	16%	14%	8%	16%	4%	-	-	11%	-	19%	16%	15%	12%	17%
Not at all acceptable	155	26	34	26	29	17	8	6	4	4	-	-	1	1	-	109	13	6	28
	10%	10%	12%	10%	10%	8%	11%	16%	7%	16%	-	-	13%	50%	-	10%	11%	15%	10%
NET: Acceptable	661	108	118	104	126	89	40	20	25	10	4	-	4	1	3	487	49	13	112
	43%	43%	42%	39%	44%	43%	50%	54%	46%	43%	38%	-	42%	50%	48%	45%	40%	35%	40%
NET: Unacceptable	406	71	80	75	80	49	19	9	12	5	-	-	2	1	1	287	32	10	77
	27%	28%	28%	29%	28%	24%	24%	24%	22%	20%	-	-	24%	50%	19%	26%	26%	28%	27%

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Absolutes/col percents

Table 317

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

20% return (e.g. after 10 years your pension savings would be £12,000)

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	1511	516	435	212	222	281	3	8	605	161	44	6	46	76	87	140	47	500	75	425	719	292	423	606
Weighted base	1531	518	500	210	242	283	2	7	658	154	47	8	44	70	77	122	51	517	81	436	726	288	385	702
Completely acceptable	227	79	93	32	29	43	-	2	117	25	5	1	6	9	11	10	6	100	26	74	98	29	67	105
	15%	15%	19%	15%	12%	15%	-	24%	18%	16%	10%	19%	15%	12%	14%	8%	12%	19%	33%	17%	13%	10%	17%	15%
Fairly acceptable	434	141	144	54	71	74	-	1	186	41	12	1	14	22	20	32	12	137	20	118	229	68	110	203
	28%	27%	29%	26%	30%	26%	-	8%	28%	27%	25%	13%	32%	32%	26%	26%	23%	27%	25%	27%	32%	23%	29%	29%
Neither acceptable nor unacceptable	464	155	142	65	73	79	1	2	190	43	18	2	11	18	29	48	19	142	14	128	227	95	108	206
	30%	30%	28%	31%	30%	28%	37%	22%	29%	28%	38%	30%	26%	25%	38%	39%	37%	28%	18%	29%	31%	33%	28%	29%
Not particularly acceptable	251	86	76	38	39	58	2	2	103	29	10	2	11	19	9	15	10	84	12	72	110	57	67	112
	16%	17%	15%	18%	16%	20%	63%	28%	16%	19%	21%	23%	25%	27%	12%	12%	19%	16%	15%	16%	15%	20%	17%	16%
Not at all acceptable	155	57	46	21	29	30	-	1	62	16	3	1	1	3	7	19	4	54	8	45	62	39	34	75
	10%	11%	9%	10%	12%	11%	-	18%	9%	10%	7%	16%	2%	4%	9%	15%	9%	10%	10%	10%	9%	14%	9%	11%
NET: Acceptable	661	221	237	85	101	117	-	2	303	66	16	3	21	31	31	41	18	237	46	191	327	97	177	309
	43%	43%	47%	41%	42%	41%	-	32%	46%	43%	35%	32%	47%	44%	41%	34%	35%	46%	57%	44%	45%	34%	46%	44%
NET: Unacceptable	406	142	122	59	68	88	2	3	165	45	13	3	12	22	16	33	14	137	20	117	172	96	100	187
	27%	27%	24%	28%	28%	31%	63%	45%	25%	29%	27%	38%	27%	31%	21%	27%	28%	27%	25%	27%	24%	33%	26%	27%

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Absolutes/col percents

Table 318

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

20% return (e.g. after 10 years your pension savings would be £12,000)

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money I invest in pension savings by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that my money will make a difference to my overall pension savings	I don't think it is possible for me to change where my pension is invested		
Unweighted base	1511	539	667	869	332	169	517	245	410	56	189	248	172	238	128	266	141	57	25	26	127
Weighted base	1531	567	698	919	349	177	554	270	427	62	208	265	182	246	126	276	151	61	23	26	131
Completely acceptable	227 15%	82 14%	105 15%	145 16%	64 18%	36 20%	84 15%	66 24%	55 13%	26 43%	39 19%	35 13%	22 12%	33 13%	16 13%	38 14%	15 10%	7 11%	2 9%	5 20%	12 9%
Fairly acceptable	434 28%	167 29%	202 29%	265 29%	84 24%	56 32%	170 31%	78 29%	121 28%	8 12%	70 34%	85 32%	56 31%	65 27%	31 25%	73 27%	50 33%	13 21%	9 42%	8 30%	48 36%
Neither acceptable nor unacceptable	464 30%	158 28%	210 30%	259 28%	100 29%	51 29%	165 30%	58 21%	115 27%	11 18%	46 22%	98 37%	47 26%	68 28%	45 35%	74 27%	44 29%	26 43%	7 30%	6 25%	37 28%
Not particularly acceptable	251 16%	106 19%	113 16%	159 17%	63 18%	10 6%	84 15%	40 15%	92 22%	8 12%	32 15%	26 10%	45 25%	47 19%	21 17%	65 24%	27 18%	8 13%	2 10%	3 13%	22 17%
Not at all acceptable	155 10%	54 10%	69 10%	92 10%	39 11%	24 13%	49 9%	29 11%	44 10%	9 15%	20 10%	21 8%	12 6%	32 13%	14 11%	26 9%	14 10%	7 12%	2 9%	3 12%	12 10%
NET: Acceptable	661 43%	249 44%	307 44%	410 45%	148 42%	92 52%	255 46%	143 53%	176 41%	34 55%	110 53%	120 45%	78 43%	98 40%	47 37%	111 40%	65 43%	20 32%	11 50%	13 50%	60 46%
NET: Unacceptable	406 27%	160 28%	181 26%	251 27%	101 29%	34 19%	134 24%	69 26%	136 32%	17 27%	52 25%	47 18%	57 31%	80 32%	34 27%	91 33%	42 27%	15 25%	4 19%	7 25%	35 26%

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Absolutes/col percents

Table 319

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

20% return (e.g. after 10 years your pension savings would be £12,000)

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	1511	24	33	25	30	32	14	137	175	815	327	194	329	379	346	457	
Weighted base	1531	26	36	28	34	36	16	150	180	829	337	185	322	390	353	466	
Completely acceptable	227 15%	8 32%	14 38%	9 33%	11 33%	12 32%	10 28%	4 26%	30 20%	45 25%	125 15%	32 9%	26 14%	35 11%	51 13%	61 17%	80 17%
Fairly acceptable	434 28%	7 27%	9 24%	8 30%	9 27%	8 21%	11 31%	5 32%	47 31%	42 23%	248 30%	91 27%	53 29%	85 26%	119 30%	88 25%	142 31%
Neither acceptable nor unacceptable	464 30%	4 15%	6 16%	6 20%	6 19%	7 19%	6 17%	1 8%	36 24%	44 24%	255 31%	102 30%	63 34%	100 31%	121 31%	102 29%	142 30%
Not particularly acceptable	251 16%	5 18%	3 10%	4 13%	3 10%	6 16%	5 15%	2 12%	25 17%	26 14%	130 16%	72 21%	23 13%	54 17%	65 17%	67 19%	65 14%
Not at all acceptable	155 10%	2 8%	4 12%	1 5%	4 11%	4 12%	3 8%	4 22%	13 8%	24 13%	71 9%	41 12%	19 10%	48 15%	35 9%	35 10%	37 8%
NET: Acceptable	661 43%	15 59%	23 62%	17 63%	20 60%	19 53%	20 59%	9 58%	77 51%	87 48%	373 45%	122 36%	79 43%	120 37%	170 43%	149 42%	222 48%
NET: Unacceptable	406 27%	7 26%	8 21%	5 18%	7 21%	10 28%	8 23%	6 34%	37 25%	50 28%	201 24%	113 33%	42 23%	102 32%	100 26%	102 29%	102 22%

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Absolutes/col percents

Table 320

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

25% return (e.g. after 10 years your pension savings would be £12,500)

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	1511	759	743	338	247	236	230	392	153	129	125	127	197	181	117	109	103	194	530	237	76	100	72	395	101
Weighted base	1531	733	790	356	230	264	258	356	151	123	134	137	162	201	107	128	121	193	742	152	58	79	64	350	86
Completely acceptable	303 20%	155 21%	147 19%	81 23%	44 19%	49 19%	44 17%	70 20%	40 27%	19 16%	26 19%	29 21%	32 20%	40 20%	25 23%	22 17%	16 13%	38 20%	163 22%	23 15%	8 13%	11 14%	13 20%	74 21%	11 13%
Fairly acceptable	498 33%	244 33%	254 32%	106 30%	87 38%	83 31%	93 36%	112 31%	47 31%	49 40%	42 31%	50 36%	51 31%	59 29%	38 36%	40 31%	43 36%	61 31%	236 32%	57 37%	14 24%	23 29%	21 33%	119 34%	29 33%
Neither acceptable nor unacceptable	396 26%	183 25%	208 26%	101 28%	63 27%	63 24%	60 23%	89 25%	37 25%	35 28%	29 21%	27 19%	49 30%	61 30%	27 26%	33 26%	33 27%	39 20%	186 25%	37 24%	23 39%	24 30%	20 31%	87 25%	19 22%
Not particularly acceptable	211 14%	95 13%	114 14%	40 11%	26 11%	41 15%	41 16%	53 15%	13 9%	14 11%	19 14%	25 18%	18 11%	27 13%	12 11%	22 17%	16 13%	34 18%	92 12%	26 17%	8 14%	12 15%	8 13%	45 13%	19 23%
Not at all acceptable	123 8%	56 8%	67 8%	27 8%	11 5%	29 11%	19 7%	33 9%	13 9%	6 5%	18 13%	7 5%	12 7%	14 7%	5 5%	11 9%	12 10%	21 11%	65 9%	9 6%	6 9%	9 12%	2 3%	24 7%	8 9%
NET: Acceptable	801 52%	399 54%	401 51%	187 53%	131 57%	132 50%	138 53%	182 51%	87 58%	68 55%	68 51%	79 57%	83 51%	99 49%	63 59%	62 49%	59 49%	99 51%	399 54%	80 52%	22 37%	34 43%	34 55%	193 55%	40 46%
NET: Unacceptable	334 22%	151 21%	181 23%	67 19%	37 16%	70 26%	60 23%	86 24%	26 17%	20 16%	37 28%	32 23%	31 19%	41 20%	17 16%	33 25%	28 23%	55 29%	157 21%	35 23%	14 23%	21 27%	10 16%	69 20%	27 32%

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Absolutes/col percents

Table 321

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

25% return (e.g. after 10 years your pension savings would be £12,500)

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	1511	359	427	304	421	154	54	175	124	119	105	77	147	170	208	140	38	1350	143	29	72	26	8	8	18
Weighted base	1531	378	438	321	394	151	63	167	125	122	119	78	145	191	197	132	41	1328	185	36	97	31	10	11	19
Completely acceptable	303 20%	90 24%	85 19%	64 20%	63 16%	33 22%	14 21%	33 20%	22 18%	21 17%	25 21%	15 20%	28 19%	38 20%	35 18%	32 24%	7 17%	255 19%	46 25%	13 35%	23 23%	5 16%	3 32%	2 18%	2 13%
Fairly acceptable	498 33%	132 35%	141 32%	111 34%	114 29%	49 32%	21 33%	64 38%	39 31%	56 46%	33 27%	26 33%	43 30%	47 25%	65 33%	40 30%	15 38%	452 34%	43 23%	4 12%	23 23%	11 34%	3 30%	2 23%	3 17%
Neither acceptable nor unacceptable	396 26%	80 21%	116 26%	85 26%	116 29%	40 26%	13 20%	41 24%	38 30%	22 18%	30 26%	17 22%	38 26%	63 33%	49 25%	39 29%	6 15%	334 25%	55 30%	12 32%	26 27%	10 33%	4 38%	3 31%	7 35%
Not particularly acceptable	211 14%	51 13%	57 13%	35 11%	67 17%	15 10%	14 22%	18 11%	17 13%	15 12%	23 19%	16 21%	23 16%	20 10%	31 16%	12 9%	7 17%	185 14%	24 13%	3 8%	16 16%	3 9%	-	2 21%	2 9%
Not at all acceptable	123 8%	25 7%	38 9%	26 8%	34 9%	15 10%	2 3%	11 7%	9 7%	8 7%	7 6%	4 5%	13 9%	23 12%	17 9%	9 7%	5 12%	102 8%	17 9%	4 12%	10 10%	2 7%	-	1 8%	5 26%
NET: Acceptable	801 52%	223 59%	227 52%	175 54%	177 45%	82 54%	35 55%	97 58%	62 49%	77 63%	58 49%	41 52%	71 49%	85 45%	100 51%	72 55%	22 55%	707 53%	89 48%	17 47%	46 47%	16 51%	6 62%	4 40%	6 30%
NET: Unacceptable	334 22%	76 20%	96 22%	61 19%	101 26%	30 20%	16 25%	29 18%	26 21%	23 19%	30 26%	20 25%	36 25%	43 23%	48 24%	21 16%	12 29%	287 22%	41 22%	7 21%	25 26%	5 16%	-	3 29%	6 34%

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Absolutes/col percents

Table 322

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

25% return (e.g. after 10 years your pension savings would be £12,500)

	Income														Pension Status Awareness				
	Total	Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	1511	308	307	253	254	185	70	32	43	19	9	-	8	2	5	1031	121	38	321
Weighted base	1531	253	283	263	284	207	79	37	53	23	10	-	10	2	7	1088	122	37	284
Completely acceptable	303	39	59	45	66	34	16	13	12	5	1	-	3	1	2	227	24	4	48
	20%	15%	21%	17%	23%	17%	20%	35%	22%	21%	14%	-	28%	50%	26%	21%	20%	10%	17%
Fairly acceptable	498	85	84	92	85	69	28	9	18	11	6	-	1	-	4	365	36	11	86
	33%	34%	30%	35%	30%	33%	35%	25%	33%	50%	62%	-	14%	-	55%	34%	29%	30%	30%
Neither acceptable nor unacceptable	396	66	72	71	69	64	18	7	12	2	2	-	3	1	1	266	36	12	81
	26%	26%	25%	27%	24%	31%	23%	19%	23%	9%	24%	-	34%	50%	19%	24%	29%	34%	29%
Not particularly acceptable	211	43	38	36	42	27	8	4	9	1	-	-	1	-	-	144	14	4	49
	14%	17%	14%	13%	15%	13%	11%	11%	16%	4%	-	-	11%	-	-	13%	12%	10%	17%
Not at all acceptable	123	20	29	20	22	12	8	3	3	4	-	-	1	-	-	86	12	6	20
	8%	8%	10%	8%	8%	6%	11%	10%	5%	16%	-	-	13%	-	-	8%	10%	15%	7%
NET: Acceptable	801	124	143	137	151	103	44	22	30	16	7	-	4	1	5	592	60	15	134
	52%	49%	51%	52%	53%	50%	55%	60%	56%	71%	76%	-	42%	50%	81%	54%	49%	40%	47%
NET: Unacceptable	334	63	68	56	64	39	17	8	11	5	-	-	2	-	-	230	26	9	69
	22%	25%	24%	21%	23%	19%	22%	21%	21%	20%	-	-	24%	-	-	21%	22%	26%	24%

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Absolutes/col percents

Table 323

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

25% return (e.g. after 10 years your pension savings would be £12,500)

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	1511	516	435	212	222	281	3	8	605	161	44	6	46	76	87	140	47	500	75	425	719	292	423	606
Weighted base	1531	518	500	210	242	283	2	7	658	154	47	8	44	70	77	122	51	517	81	436	726	288	385	702
Completely acceptable	303 20%	105 20%	119 24%	39 18%	39 16%	58 20%	-	2 24%	150 23%	35 23%	10 21%	3 32%	8 17%	16 23%	12 16%	14 12%	11 22%	123 24%	31 39%	92 21%	139 19%	41 14%	85 22%	142 20%
Fairly acceptable	498 33%	172 33%	176 35%	73 35%	84 35%	92 32%	2 72%	-	227 34%	44 28%	9 20%	-	20 46%	24 34%	25 32%	34 28%	9 18%	167 32%	19 24%	148 34%	255 35%	76 27%	129 34%	235 34%
Neither acceptable nor unacceptable	396 26%	122 24%	114 23%	52 25%	66 27%	61 22%	1 28%	2 30%	155 23%	33 22%	18 37%	2 30%	8 18%	13 19%	25 33%	43 35%	18 36%	111 21%	15 19%	95 22%	195 27%	91 31%	91 24%	175 25%
Not particularly acceptable	211 14%	76 15%	57 11%	29 14%	30 12%	48 17%	-	2 28%	78 12%	30 20%	9 19%	2 23%	7 16%	15 21%	8 10%	15 12%	9 18%	76 15%	8 9%	68 16%	88 12%	47 16%	53 14%	91 13%
Not at all acceptable	123 8%	43 8%	34 7%	18 9%	23 10%	25 9%	-	1 18%	49 8%	11 7%	2 3%	1 16%	1 2%	2 3%	7 9%	15 13%	3 6%	40 8%	7 9%	33 8%	51 7%	33 11%	27 7%	59 8%
NET: Acceptable	801 52%	277 53%	295 59%	111 53%	123 51%	150 53%	2 72%	2 24%	377 57%	79 51%	19 40%	3 32%	28 63%	40 57%	37 48%	49 40%	20 40%	291 56%	51 63%	240 55%	393 54%	118 41%	215 56%	377 54%
NET: Unacceptable	334 22%	119 23%	92 18%	47 22%	53 22%	73 26%	-	3 46%	127 19%	41 27%	11 22%	3 38%	8 19%	17 24%	14 19%	31 25%	12 23%	116 22%	15 18%	101 23%	139 19%	79 28%	80 21%	150 21%

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Absolutes/col percents

Table 324

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

25% return (e.g. after 10 years your pension savings would be £12,500)

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money I invest by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that my money will make a difference to my overall pension savings	I don't care about where my pension is invested	I don't think it is possible for me to change where my pension is invested
Unweighted base	1511	539	667	869	332	169	517	245	410	56	189	248	172	238	128	266	141	57	25	26	127
Weighted base	1531	567	698	919	349	177	554	270	427	62	208	265	182	246	126	276	151	61	23	26	131
Completely acceptable	303 20%	109 19%	143 21%	193 21%	75 22%	44 25%	118 21%	76 28%	77 18%	28 45%	49 23%	55 21%	33 18%	44 18%	20 16%	54 19%	26 17%	10 16%	4 18%	5 20%	15 11%
Fairly acceptable	498 33%	194 34%	241 34%	305 33%	107 31%	60 34%	189 34%	82 30%	152 36%	11 17%	72 34%	92 35%	65 36%	87 35%	39 31%	95 34%	51 34%	21 34%	8 37%	11 43%	58 44%
Neither acceptable nor unacceptable	396 26%	140 25%	177 25%	227 25%	74 21%	40 23%	140 25%	48 18%	98 23%	8 13%	40 19%	85 32%	43 24%	55 22%	35 28%	63 23%	40 27%	18 30%	5 24%	4 15%	37 28%
Not particularly acceptable	211 14%	84 15%	87 12%	119 13%	60 17%	16 9%	67 12%	37 14%	66 16%	6 10%	31 15%	18 7%	32 17%	35 14%	22 18%	43 16%	20 14%	7 11%	2 11%	4 14%	15 11%
Not at all acceptable	123 8%	41 7%	51 7%	76 8%	33 9%	17 10%	40 7%	26 10%	35 8%	9 15%	17 8%	15 6%	9 5%	26 11%	10 8%	21 8%	13 9%	5 9%	2 9%	2 9%	7 5%
NET: Acceptable	801 52%	303 53%	384 55%	497 54%	182 52%	104 59%	306 55%	158 59%	229 53%	38 62%	120 58%	146 55%	98 54%	131 53%	59 47%	149 54%	77 51%	30 50%	13 56%	16 63%	73 55%
NET: Unacceptable	334 22%	125 22%	138 20%	195 21%	92 26%	33 19%	107 19%	63 24%	101 24%	16 25%	48 23%	33 12%	40 22%	61 25%	32 25%	64 23%	34 22%	12 20%	5 20%	6 23%	22 16%

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Absolutes/col percents

Table 325

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

25% return (e.g. after 10 years your pension savings would be £12,500)

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	1511	24	33	25	30	32	14	137	175	815	327	194	329	379	346	457	
Weighted base	1531	26	36	28	34	36	16	150	180	829	337	185	322	390	353	466	
Completely acceptable	303 20%	9 36%	14 38%	10 37%	12 37%	14 38%	12 35%	4 26%	36 24%	54 30%	167 20%	46 14%	36 19%	49 15%	68 18%	76 21%	110 24%
Fairly acceptable	498 33%	5 20%	13 35%	8 30%	11 31%	6 16%	10 30%	5 32%	51 34%	42 23%	282 34%	113 33%	62 33%	105 32%	136 35%	109 31%	148 32%
Neither acceptable nor unacceptable	396 26%	3 11%	3 7%	4 15%	5 14%	8 21%	3 8%	3 20%	30 20%	37 21%	216 26%	90 27%	53 29%	83 26%	103 26%	84 24%	126 27%
Not particularly acceptable	211 14%	7 28%	4 10%	4 13%	3 8%	6 17%	7 19%	- -	23 15%	26 14%	114 14%	52 15%	19 10%	49 15%	54 14%	55 15%	54 12%
Not at all acceptable	123 8%	1 5%	4 10%	1 5%	4 11%	3 9%	3 8%	4 22%	11 7%	21 12%	51 6%	37 11%	15 8%	37 12%	29 7%	29 8%	27 6%
NET: Acceptable	801 52%	14 56%	27 73%	19 67%	23 68%	20 54%	22 65%	9 58%	87 58%	96 53%	449 54%	159 47%	98 53%	153 48%	205 52%	185 52%	258 55%
NET: Unacceptable	334 22%	9 33%	7 20%	5 18%	6 18%	9 25%	9 27%	4 22%	34 22%	47 26%	164 20%	88 26%	34 19%	86 27%	83 21%	84 24%	81 17%

Centre for Progressive Policy
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Absolutes/col percents

Table 326

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

30% return (e.g. after 10 years your pension savings would be £13,000)

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	1511	759	743	338	247	236	230	392	153	129	125	127	197	181	117	109	103	194	530	237	76	100	72	395	101
Weighted base	1531	733	790	356	230	264	258	356	151	123	134	137	162	201	107	128	121	193	742	152	58	79	64	350	86
Completely acceptable	409	211	196	102	57	68	64	96	52	26	38	40	45	50	31	29	25	51	211	35	9	16	19	103	16
	27%	29%	25%	29%	25%	26%	25%	27%	35%	21%	28%	29%	28%	25%	29%	22%	20%	26%	28%	23%	16%	20%	30%	29%	19%
Fairly acceptable	512	254	255	115	90	93	85	112	49	53	47	45	56	64	37	47	40	56	241	57	23	26	21	112	31
	33%	35%	32%	32%	39%	35%	33%	31%	33%	43%	35%	32%	35%	32%	34%	36%	34%	29%	32%	38%	40%	33%	34%	32%	37%
Neither acceptable nor unacceptable	374	170	202	87	62	56	63	84	30	32	26	35	36	57	29	29	28	47	186	35	17	21	19	79	18
	24%	23%	26%	25%	27%	21%	24%	23%	20%	26%	20%	26%	22%	28%	27%	23%	23%	24%	25%	23%	29%	26%	30%	23%	21%
Not particularly acceptable	137	52	82	30	13	23	30	39	9	6	8	12	17	19	7	15	18	22	51	18	4	8	2	39	14
	9%	7%	10%	8%	6%	9%	12%	11%	6%	5%	6%	9%	11%	10%	6%	12%	15%	11%	7%	12%	7%	10%	3%	11%	17%
Not at all acceptable	100	45	54	21	9	24	16	26	10	6	15	6	8	11	3	9	10	18	54	7	5	9	2	17	6
	7%	6%	7%	6%	4%	9%	6%	7%	7%	5%	11%	4%	5%	5%	3%	7%	8%	9%	7%	5%	8%	11%	3%	5%	7%
NET: Acceptable	921	465	452	217	147	161	149	208	102	79	85	84	101	114	67	75	65	107	451	92	33	42	41	215	48
	60%	63%	57%	61%	64%	61%	58%	58%	68%	64%	63%	61%	62%	57%	63%	59%	54%	55%	61%	60%	56%	53%	64%	61%	56%
NET: Unacceptable	236	97	136	51	22	47	46	65	19	12	23	18	25	30	10	24	28	40	105	25	9	16	4	56	20
	15%	13%	17%	14%	10%	18%	18%	18%	12%	10%	17%	13%	16%	15%	10%	18%	23%	20%	14%	17%	16%	21%	6%	16%	23%

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Absolutes/col percents

Table 327

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

30% return (e.g. after 10 years your pension savings would be £13,000)

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	1511	359	427	304	421	154	54	175	124	119	105	77	147	170	208	140	38	1350	143	29	72	26	8	8	18
Weighted base	1531	378	438	321	394	151	63	167	125	122	119	78	145	191	197	132	41	1328	185	36	97	31	10	11	19
Completely acceptable	409 27%	119 31%	114 26%	87 27%	89 23%	42 28%	19 29%	43 26%	29 23%	33 27%	36 30%	20 25%	40 27%	47 25%	49 25%	40 30%	12 29%	351 26%	54 29%	13 35%	28 29%	7 24%	3 32%	3 28%	4 20%
Fairly acceptable	512 33%	127 34%	140 32%	114 36%	130 33%	48 32%	20 31%	66 40%	39 31%	51 41%	32 27%	28 35%	50 34%	57 30%	70 35%	41 31%	12 29%	450 34%	59 32%	6 18%	30 31%	13 43%	5 47%	5 42%	3 18%
Neither acceptable nor unacceptable	374 24%	76 20%	109 25%	81 25%	108 27%	38 25%	19 30%	37 22%	37 29%	20 16%	33 28%	22 28%	34 23%	50 26%	46 24%	33 25%	6 15%	321 24%	50 27%	11 31%	26 27%	8 27%	2 21%	2 22%	2 13%
Not particularly acceptable	137 9%	37 10%	43 10%	15 5%	41 10%	9 6%	4 6%	11 7%	15 12%	11 9%	16 14%	6 7%	10 7%	18 10%	19 10%	10 8%	7 17%	121 9%	12 6%	4 10%	6 6%	1 4%	-	1 8%	4 23%
Not at all acceptable	100 7%	18 5%	32 7%	24 7%	25 6%	14 9%	2 3%	10 6%	5 4%	8 7%	2 2%	3 4%	12 8%	18 10%	13 7%	8 6%	4 10%	85 6%	10 5%	2 5%	7 7%	1 2%	-	-	5 26%
NET: Acceptable	921 60%	246 65%	254 58%	202 63%	219 56%	90 60%	38 60%	109 65%	68 54%	83 68%	67 57%	47 61%	90 62%	105 55%	119 60%	81 61%	24 58%	801 60%	113 61%	19 53%	58 60%	20 66%	8 79%	8 70%	7 38%
NET: Unacceptable	236 15%	55 15%	75 17%	39 12%	67 17%	23 15%	6 9%	21 13%	21 17%	19 16%	18 15%	9 11%	22 15%	36 19%	32 16%	18 14%	11 27%	206 15%	21 12%	6 16%	13 13%	2 6%	-	1 8%	9 49%

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Absolutes/col percents

Table 328

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

30% return (e.g. after 10 years your pension savings would be £13,000)

	Income														Pension Status Awareness				
	Total	Up to £10,000	£10,001 - £15,000	£15,001 - £20,000	£20,001 - £25,000	£25,001 - £30,000	£30,001 - £35,000	£35,001 - £40,000	£40,001 - £50,000	£50,001 - £60,000	£60,001 - £70,000	£70,001 - £80,000	£80,001 - £90,000	£90,001 - £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	1511	308	307	253	254	185	70	32	43	19	9	-	8	2	5	1031	121	38	321
Weighted base	1531	253	283	263	284	207	79	37	53	23	10	-	10	2	7	1088	122	37	284
Completely acceptable	409 27%	57 23%	73 26%	64 24%	86 30%	48 23%	23 30%	16 43%	15 27%	8 34%	4 37%	-	4 42%	1 50%	3 48%	304 28%	29 24%	5 15%	70 25%
Fairly acceptable	512 33%	92 36%	96 34%	78 30%	82 29%	77 37%	22 29%	13 37%	24 46%	9 40%	5 52%	-	2 22%	-	2 33%	368 34%	40 33%	11 30%	92 33%
Neither acceptable nor unacceptable	374 24%	57 23%	71 25%	83 31%	69 24%	57 27%	15 19%	4 11%	10 18%	2 10%	1 11%	-	2 23%	-	-	247 23%	33 27%	13 35%	81 28%
Not particularly acceptable	137 9%	28 11%	27 10%	22 8%	27 10%	16 8%	9 12%	-	4 7%	-	-	-	-	1 50%	1 19%	97 9%	13 11%	4 10%	23 8%
Not at all acceptable	100 7%	19 8%	16 6%	17 6%	20 7%	10 5%	8 11%	3 10%	1 2%	4 16%	-	-	1 13%	-	-	72 7%	6 5%	4 11%	18 6%
NET: Acceptable	921 60%	149 59%	169 60%	142 54%	169 59%	125 60%	46 58%	29 79%	39 73%	17 74%	9 89%	-	6 64%	1 50%	5 81%	673 62%	69 57%	16 44%	163 57%
NET: Unacceptable	236 15%	47 19%	43 15%	39 15%	47 16%	25 12%	18 22%	3 10%	5 9%	4 16%	-	-	1 13%	1 50%	1 19%	168 15%	19 16%	8 21%	41 14%

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Absolutes/col percents

Table 329

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

30% return (e.g. after 10 years your pension savings would be £13,000)

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	1511	516	435	212	222	281	3	8	605	161	44	6	46	76	87	140	47	500	75	425	719	292	423	606
Weighted base	1531	518	500	210	242	283	2	7	658	154	47	8	44	70	77	122	51	517	81	436	726	288	385	702
Completely acceptable	409	142	159	60	52	83	1	2	202	46	10	3	12	21	20	20	12	157	38	119	198	54	116	188
	27%	27%	32%	29%	21%	29%	35%	24%	31%	30%	22%	32%	27%	31%	26%	16%	23%	30%	47%	27%	27%	19%	30%	27%
Fairly acceptable	512	167	170	71	82	90	2	1	225	46	17	-	18	26	24	39	17	172	20	153	249	90	121	246
	33%	32%	34%	34%	34%	32%	65%	8%	34%	30%	36%	-	42%	37%	32%	32%	33%	33%	24%	35%	34%	31%	32%	35%
Neither acceptable nor unacceptable	374	126	102	41	69	61	-	4	135	38	16	4	10	16	25	37	17	106	12	95	185	83	88	158
	24%	24%	20%	19%	28%	22%	-	50%	20%	25%	33%	53%	22%	23%	32%	31%	33%	21%	15%	22%	25%	29%	23%	23%
Not particularly acceptable	137	47	39	24	22	27	-	-	55	18	3	-	3	4	2	15	3	45	5	40	54	37	38	58
	9%	9%	8%	11%	9%	10%	-	-	8%	12%	5%	-	7%	6%	3%	12%	5%	9%	6%	9%	7%	13%	10%	8%
Not at all acceptable	100	36	30	15	18	23	-	1	42	7	2	1	1	2	6	11	3	36	6	30	40	24	21	51
	7%	7%	6%	7%	7%	8%	-	18%	6%	4%	3%	16%	2%	3%	8%	9%	6%	7%	8%	7%	5%	8%	5%	7%
NET: Acceptable	921	310	329	131	134	172	2	2	427	91	27	3	30	48	44	59	29	330	58	272	447	144	237	434
	60%	60%	66%	62%	55%	61%	100%	32%	65%	59%	58%	32%	69%	68%	57%	48%	57%	64%	71%	62%	62%	50%	62%	62%
NET: Unacceptable	236	83	70	39	39	50	-	1	97	25	4	1	4	6	8	26	5	81	11	70	94	61	59	109
	15%	16%	14%	18%	16%	18%	-	18%	15%	16%	9%	16%	9%	9%	10%	21%	11%	16%	14%	16%	13%	21%	15%	16%

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Absolutes/col percents

Table 330

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

30% return (e.g. after 10 years your pension savings would be £13,000)

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money I invest by, or the return on investment	Investing in companies or assets that are in line with my moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that moving my money will make a difference to my overall pension savings	I don't think it is possible for me to change where my pension is invested	
Unweighted base	1511	539	667	869	332	169	517	245	410	56	189	248	172	238	128	266	141	57	25	26	127
Weighted base	1531	567	698	919	349	177	554	270	427	62	208	265	182	246	126	276	151	61	23	26	131
Completely acceptable	409 27%	152 27%	191 27%	257 28%	94 27%	53 30%	165 30%	97 36%	105 25%	33 54%	63 30%	75 28%	42 23%	63 26%	27 22%	71 26%	33 22%	14 23%	7 32%	8 30%	27 20%
Fairly acceptable	512 33%	208 37%	245 35%	307 33%	102 29%	60 34%	183 33%	85 31%	147 34%	11 18%	74 36%	97 37%	60 33%	86 35%	40 32%	88 32%	55 36%	18 30%	6 27%	11 44%	51 39%
Neither acceptable nor unacceptable	374 24%	123 22%	161 23%	207 23%	83 24%	36 21%	131 24%	41 15%	97 23%	4 7%	37 18%	73 27%	47 26%	49 20%	37 29%	68 25%	33 22%	18 30%	5 24%	2 6%	40 30%
Not particularly acceptable	137 9%	48 8%	61 9%	86 9%	41 12%	12 7%	43 8%	24 9%	52 12%	5 8%	19 9%	9 3%	24 13%	28 11%	13 10%	30 11%	21 14%	5 7%	2 8%	3 11%	8 6%
Not at all acceptable	100 7%	36 6%	41 6%	62 7%	29 8%	16 9%	31 6%	24 9%	27 6%	8 14%	16 8%	10 4%	8 4%	19 8%	10 8%	18 7%	9 6%	5 9%	2 9%	2 9%	6 4%
NET: Acceptable	921 60%	361 64%	436 62%	564 61%	196 56%	113 64%	348 63%	181 67%	252 59%	44 71%	137 66%	173 65%	103 57%	149 61%	67 53%	159 58%	88 58%	33 54%	13 59%	19 74%	78 59%
NET: Unacceptable	236 15%	83 15%	102 15%	148 16%	70 20%	28 16%	75 14%	48 18%	79 18%	14 22%	34 16%	19 7%	32 17%	47 19%	22 18%	49 18%	30 20%	10 16%	4 17%	5 20%	14 11%

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Absolutes/col percents

Table 331

Q22. Imagine you were offered a pension that invested in a range of companies or assets that have no positive impact on people or the environment. What return would make this acceptable from a starting investment of £10000?

Base: All respondents selected to answer Q22

30% return (e.g. after 10 years your pension savings would be £13,000)

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions	I wanted to save or invest in a different way to save for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	1511	24	33	25	30	32	14	137	175	815	327	194	329	379	346	457	
Weighted base	1531	26	36	28	34	36	16	150	180	829	337	185	322	390	353	466	
Completely acceptable	409 27%	11 41%	19 52%	13 46%	14 41%	17 46%	4 11%	48 32%	65 36%	223 27%	72 21%	49 26%	73 23%	95 24%	99 28%	142 30%	
Fairly acceptable	512 33%	5 21%	9 25%	8 27%	9 27%	7 19%	11 31%	4 23%	55 37%	44 24%	276 33%	127 38%	65 35%	99 31%	137 35%	119 34%	157 34%
Neither acceptable nor unacceptable	374 24%	5 18%	3 8%	5 16%	6 17%	6 17%	5 15%	5 28%	24 16%	33 18%	216 26%	78 23%	47 26%	83 26%	101 26%	115 25%	
Not particularly acceptable	137 9%	4 16%	4 10%	2 6%	1 4%	4 10%	1 4%	- -	13 8%	19 11%	72 9%	32 9%	14 8%	36 11%	32 8%	39 11%	30 6%
Not at all acceptable	100 7%	1 5%	2 6%	1 5%	4 11%	3 9%	3 8%	4 22%	10 7%	19 10%	42 5%	28 8%	11 6%	31 10%	25 6%	22 6%	22 5%
NET: Acceptable	921 60%	16 61%	28 76%	20 73%	23 69%	24 65%	25 72%	8 49%	104 69%	109 61%	500 60%	199 59%	113 61%	172 53%	232 59%	218 62%	299 64%
NET: Unacceptable	236 15%	5 21%	6 16%	3 11%	5 15%	7 18%	4 13%	4 22%	23 15%	38 21%	114 14%	60 18%	24 13%	67 21%	57 15%	61 17%	52 11%

Centre for Progressive Policy
ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 332

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

Summary table

	0% return (e.g. after 10 years your pension savings would still be £10,000)	5% return (e.g. after 10 years your pension savings would be £10,500)	10% return (e.g. after 10 years your pension savings would be £11,000)	15% return (e.g. after 10 years your pension savings would be £11,500)	20% return (e.g. after 10 years your pension savings would be £12,000)	25% return (e.g. after 10 years your pension savings would be £12,500)	30% return (e.g. after 10 years your pension savings would be £13,000)
Unweighted base	1506	1506	1506	1506	1506	1506	1506
Weighted base	1486	1486	1486	1486	1486	1486	1486
Completely acceptable	41 3%	74 5%	136 9%	194 13%	283 19%	378 25%	507 34%
Fairly acceptable	106 7%	210 14%	315 21%	388 26%	489 33%	494 33%	505 34%
Neither acceptable nor unacceptable	213 14%	307 21%	376 25%	392 26%	369 25%	363 24%	301 20%
Not particularly acceptable	254 17%	406 27%	386 26%	321 22%	221 15%	160 11%	104 7%
Not at all acceptable	871 59%	488 33%	272 18%	191 13%	123 8%	91 6%	69 5%
NET: Acceptable	147 10%	284 19%	451 30%	582 39%	773 52%	872 59%	1012 68%
NET: Unacceptable	1126 76%	895 60%	659 44%	512 34%	344 23%	251 17%	173 12%

Centre for Progressive Policy
ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 333

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

0% return (e.g. after 10 years your pension savings would still be £10,000)

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	1506	774	729	349	271	238	209	387	152	154	118	122	206	194	117	120	87	181	507	305	77	77	67	375	98
Weighted base	1486	740	743	368	251	261	203	347	152	146	132	114	173	212	104	129	89	174	696	195	62	64	59	330	81
Completely acceptable	41 3%	13 2%	27 4%	15 4%	5 2%	7 3%	4 2%	6 2%	4 3%	2 1%	3 2%	2 1%	2 1%	11 5%	3 3%	4 3%	2 2%	4 2%	25 4%	3 1%	-	2 4%	4 7%	6 2%	1 1%
Fairly acceptable	106 7%	53 7%	53 7%	39 11%	27 11%	16 6%	6 3%	13 4%	13 9%	17 12%	7 5%	2 2%	9 5%	26 12%	10 9%	9 7%	3 4%	4 3%	64 9%	12 6%	3 5%	3 5%	5 9%	12 4%	6 7%
Neither acceptable nor unacceptable	213 14%	94 13%	117 16%	82 22%	38 15%	36 14%	16 8%	33 9%	32 21%	23 16%	14 11%	7 6%	15 9%	48 23%	15 14%	22 17%	9 10%	18 10%	104 15%	34 18%	11 18%	9 13%	13 22%	27 8%	15 18%
Not particularly acceptable	254 17%	119 16%	134 18%	70 19%	54 22%	50 19%	21 10%	43 12%	37 24%	24 16%	27 21%	12 11%	15 9%	32 15%	30 29%	23 18%	9 10%	28 16%	129 19%	34 17%	12 20%	12 19%	14 24%	39 12%	14 18%
Not at all acceptable	871 59%	461 62%	411 55%	162 44%	126 50%	153 58%	156 77%	252 73%	67 44%	80 55%	81 61%	90 80%	132 76%	96 45%	46 44%	72 56%	66 74%	120 69%	373 54%	112 57%	35 57%	38 59%	22 38%	246 74%	45 56%
NET: Acceptable	147 10%	66 9%	80 11%	54 15%	32 13%	23 9%	9 5%	19 6%	17 11%	19 13%	10 8%	4 4%	11 6%	36 17%	13 12%	13 10%	5 6%	8 5%	89 13%	15 8%	3 5%	5 8%	9 16%	18 5%	7 8%
NET: Unacceptable	1126 76%	580 78%	545 73%	232 63%	181 72%	203 77%	178 88%	295 85%	103 68%	104 71%	108 82%	103 91%	147 85%	128 60%	77 73%	94 73%	75 84%	148 85%	502 72%	145 75%	48 77%	50 78%	36 62%	286 86%	59 74%

Centre for Progressive Policy
ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 334

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

0% return (e.g. after 10 years your pension savings would still be £10,000)

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	1506	396	431	314	365	120	58	174	125	130	90	66	150	182	229	137	45	1333	161	33	73	37	9	9	12
Weighted base	1486	416	433	311	326	105	60	168	125	137	99	64	136	207	213	128	44	1269	203	40	92	46	12	14	13
Completely acceptable	41 3%	16 4%	12 3%	5 1%	8 3%	1 1%	3 4%	1 1%	3 3%	5 3%	3 3%	4 6%	2 1%	10 5%	5 2%	4 3%	1 2%	29 2%	11 6%	-	7 8%	5 10%	-	-	-
Fairly acceptable	106 7%	38 9%	29 7%	20 7%	18 6%	6 5%	-	17 10%	10 8%	13 9%	8 8%	7 11%	6 4%	19 9%	12 6%	8 6%	2 5%	76 6%	29 14%	2 5%	19 20%	8 17%	-	-	2 13%
Neither acceptable nor unacceptable	213 14%	37 9%	63 14%	55 18%	59 18%	17 16%	5 9%	20 12%	13 11%	26 19%	16 17%	11 17%	18 13%	31 15%	29 14%	19 15%	8 18%	175 14%	32 16%	6 15%	18 19%	3 6%	3 28%	2 15%	6 46%
Not particularly acceptable	254 17%	62 15%	90 21%	52 17%	50 15%	24 23%	13 22%	27 16%	16 13%	24 18%	14 14%	5 8%	24 18%	30 15%	43 20%	23 18%	11 24%	224 18%	31 15%	9 22%	12 13%	6 12%	2 16%	3 20%	-
Not at all acceptable	871 59%	263 63%	240 55%	179 57%	191 59%	58 55%	39 65%	103 61%	82 66%	70 51%	57 58%	37 59%	86 63%	117 57%	125 58%	74 58%	22 51%	766 60%	100 49%	23 58%	37 40%	25 54%	7 56%	9 65%	5 41%
NET: Acceptable	147 10%	54 13%	41 9%	25 8%	27 8%	6 6%	3 4%	18 11%	14 11%	18 13%	11 11%	11 17%	7 6%	28 14%	17 8%	11 9%	3 7%	105 8%	40 20%	2 5%	26 28%	13 27%	-	-	2 13%
NET: Unacceptable	1126 76%	325 78%	330 76%	231 74%	240 74%	82 78%	53 87%	130 78%	98 78%	94 68%	72 73%	42 67%	110 81%	148 71%	167 78%	97 76%	33 75%	989 78%	131 64%	32 80%	48 53%	30 66%	9 72%	12 85%	5 41%

Centre for Progressive Policy
ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 335

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

0% return (e.g. after 10 years your pension savings would still be £10,000)

	Income															Pension Status Awareness			
	Total	Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	1506	309	282	256	270	183	69	38	40	17	5	9	3	3	6	1025	146	37	298
Weighted base	1486	259	246	250	287	199	83	44	47	20	7	11	4	5	7	1048	140	35	264
Completely acceptable	41 3%	8 3%	3 1%	3 1%	8 3%	8 4%	6 8%	- -	1 3%	- -	- -	- -	- -	- -	- -	23 2%	4 3%	1 3%	13 5%
Fairly acceptable	106 7%	15 6%	14 6%	16 6%	23 8%	12 6%	9 11%	7 17%	3 5%	2 8%	- -	2 14%	- -	1 26%	- -	69 7%	20 15%	- -	16 6%
Neither acceptable nor unacceptable	213 14%	39 15%	47 19%	27 11%	41 14%	27 14%	10 12%	8 17%	5 11%	4 18%	2 26%	2 15%	1 30%	- -	1 20%	128 12%	27 20%	3 8%	55 21%
Not particularly acceptable	254 17%	56 22%	34 14%	61 24%	35 12%	28 14%	18 21%	8 19%	7 15%	1 6%	1 20%	1 11%	1 30%	- -	- -	167 16%	24 17%	5 14%	59 22%
Not at all acceptable	871 59%	141 54%	149 60%	143 57%	180 63%	123 62%	40 48%	21 47%	31 65%	14 67%	4 54%	7 60%	2 40%	3 74%	6 80%	660 63%	64 46%	26 75%	121 46%
NET: Acceptable	147 10%	23 9%	17 7%	19 8%	32 11%	20 10%	16 19%	7 17%	4 8%	2 8%	- -	2 14%	- -	1 26%	- -	92 9%	24 17%	1 3%	29 11%
NET: Unacceptable	1126 76%	197 76%	182 74%	204 82%	215 75%	151 76%	57 69%	29 66%	38 80%	15 74%	5 74%	8 72%	3 70%	3 74%	6 80%	827 79%	88 63%	31 89%	179 68%

Centre for Progressive Policy
ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 336

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

0% return (e.g. after 10 years your pension savings would still be £10,000)

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)								Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	1506	490	427	226	201	267	8	6	607	191	67	15	45	85	66	130	76	551	61	490	688	267	434	587
Weighted base	1486	477	474	218	206	259	9	6	637	181	63	15	46	77	61	111	71	559	66	493	678	249	397	647
Completely acceptable	41 3%	8 2%	15 3%	9 4%	1 *	4 2%	-	-	21 3%	11 6%	2 4%	1 6%	-	1 1%	4 7%	2 2%	3 5%	19 3%	9 14%	9 2%	13 2%	9 4%	10 2%	14 2%
Fairly acceptable	106 7%	24 5%	37 8%	19 9%	10 5%	11 4%	-	-	46 7%	11 6%	12 19%	3 18%	5 11%	5 6%	4 6%	6 5%	15 20%	61 11%	12 18%	50 10%	38 6%	6 3%	20 5%	49 8%
Neither acceptable nor unacceptable	213 14%	52 11%	66 14%	15 7%	28 13%	20 8%	-	1 22%	77 12%	24 13%	9 14%	4 30%	8 18%	10 13%	12 19%	34 31%	12 16%	66 12%	5 8%	61 12%	98 14%	49 20%	37 9%	91 14%
Not particularly acceptable	254 17%	80 17%	85 18%	20 9%	43 21%	29 11%	5 54%	-	99 15%	40 22%	13 21%	-	10 23%	12 15%	10 16%	22 20%	13 19%	73 13%	5 7%	68 14%	139 20%	43 17%	44 11%	123 19%
Not at all acceptable	871 59%	313 66%	271 57%	156 72%	125 61%	195 75%	4 46%	5 78%	394 62%	95 53%	27 42%	7 46%	23 49%	49 64%	31 51%	47 43%	28 40%	340 61%	35 53%	306 62%	390 58%	141 57%	286 72%	370 57%
NET: Acceptable	147 10%	32 7%	52 11%	27 13%	11 5%	15 6%	-	-	68 11%	21 12%	14 23%	3 24%	5 11%	6 7%	8 13%	7 7%	18 25%	80 14%	21 32%	59 12%	52 8%	15 6%	30 8%	63 10%
NET: Unacceptable	1126 76%	393 82%	356 75%	176 81%	168 81%	224 86%	9 100%	5 78%	492 77%	135 75%	40 63%	7 46%	33 72%	61 79%	41 68%	69 62%	42 59%	413 74%	39 60%	374 76%	529 78%	184 74%	330 83%	493 76%

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ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 337

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

0% return (e.g. after 10 years your pension savings would still be £10,000)

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension savings increase by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't care about where my pension is invested	I don't think it is possible for me to change where my pension is invested
Unweighted base	1506	576	682	828	306	150	533	243	432	47	196	236	193	239	114	272	181	56	28	24	132
Weighted base	1486	587	687	837	320	158	555	258	430	53	205	242	193	237	118	263	181	55	27	23	130
Completely acceptable	41 3%	7 1%	17 3%	20 2%	8 3%	7 4%	11 2%	10 4%	7 2%	5 9%	5 2%	6 2%	4 2%	3 1%	1 1%	5 2%	2 1%	-	-	-	2 2%
Fairly acceptable	106 7%	29 5%	47 7%	46 5%	19 6%	26 16%	41 7%	40 15%	10 2%	9 16%	31 15%	13 5%	4 2%	6 2%	7 6%	4 2%	5 3%	2 4%	1 4%	-	4 3%
Neither acceptable nor unacceptable	213 14%	69 12%	76 11%	92 11%	53 17%	28 18%	65 12%	22 9%	34 8%	5 9%	18 9%	48 20%	16 8%	18 8%	24 20%	19 7%	17 9%	2 4%	4 15%	3 11%	13 10%
Not particularly acceptable	254 17%	90 15%	103 15%	123 15%	60 19%	21 13%	104 19%	45 17%	73 17%	10 18%	35 17%	30 12%	42 22%	32 13%	19 16%	38 14%	39 21%	12 21%	7 24%	1 2%	19 15%
Not at all acceptable	871 59%	392 67%	444 65%	557 67%	179 56%	75 48%	335 60%	141 55%	306 71%	26 48%	116 56%	146 60%	128 66%	178 75%	68 57%	197 75%	119 66%	39 71%	15 56%	20 87%	92 71%
NET: Acceptable	147 10%	36 6%	64 9%	65 8%	27 9%	33 21%	52 9%	50 19%	17 4%	13 25%	36 18%	18 8%	8 4%	9 4%	8 7%	9 3%	7 4%	2 4%	1 4%	-	6 5%
NET: Unacceptable	1126 76%	481 82%	547 80%	680 81%	239 75%	96 61%	439 79%	186 72%	379 88%	35 66%	151 74%	176 73%	169 88%	210 89%	87 73%	235 89%	157 87%	51 92%	22 81%	21 89%	111 85%

Centre for Progressive Policy
ONLINE Fieldwork Dates: 21st January to 1st February 2022

Absolutes/col percents

Table 338

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

0% return (e.g. after 10 years your pension savings would still be £10,000)

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	1506	26	34	26	34	33	36	16	112	165	867	300	174	338	351	343	474
Weighted base	1486	26	38	29	39	36	42	19	109	163	860	294	169	323	346	353	463
Completely acceptable	41 3%	* 2%	5 13%	2 5%	1 4%	2 5%	3 8%	1 7%	2 1%	11 7%	22 3%	5 2%	3 2%	10 3%	9 3%	10 3%	12 3%
Fairly acceptable	106 7%	5 21%	7 18%	4 12%	10 26%	8 21%	5 11%	4 23%	11 10%	16 10%	75 9%	12 4%	3 2%	20 6%	26 7%	15 4%	46 10%
Neither acceptable nor unacceptable	213 14%	2 6%	3 7%	6 21%	2 5%	3 8%	4 10%	1 6%	7 7%	26 16%	108 13%	29 10%	50 29%	45 14%	51 15%	42 12%	76 16%
Not particularly acceptable	254 17%	1 3%	4 12%	6 22%	6 14%	5 15%	9 21%	1 8%	25 23%	44 27%	152 18%	41 14%	18 10%	69 21%	47 14%	69 20%	69 15%
Not at all acceptable	871 59%	18 68%	19 51%	11 39%	20 51%	19 51%	21 51%	11 56%	64 59%	66 40%	504 59%	206 70%	96 57%	179 56%	214 62%	218 62%	260 56%
NET: Acceptable	147 10%	6 23%	11 30%	5 18%	12 30%	9 26%	8 19%	6 30%	13 11%	27 17%	96 11%	17 6%	6 4%	30 9%	35 10%	24 7%	58 12%
NET: Unacceptable	1126 76%	18 71%	23 63%	18 61%	26 65%	24 66%	30 71%	12 64%	89 82%	110 67%	656 76%	247 84%	113 67%	248 77%	261 75%	287 81%	330 71%

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Absolutes/col percents

Table 339

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

5% return (e.g. after 10 years your pension savings would be £10,500)

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	1506	774	729	349	271	238	209	387	152	154	118	122	206	194	117	120	87	181	507	305	77	77	67	375	98
Weighted base	1486	740	743	368	251	261	203	347	152	146	132	114	173	212	104	129	89	174	696	195	62	64	59	330	81
Completely acceptable	74 5%	32 4%	42 6%	24 6%	13 5%	12 5%	8 4%	11 3%	6 4%	7 5%	6 5%	5 4%	6 3%	18 8%	6 6%	6 5%	4 4%	5 3%	47 7%	6 3%	1 1%	3 5%	5 8%	10 3%	3 3%
Fairly acceptable	210 14%	105 14%	102 14%	70 19%	50 20%	33 13%	15 7%	34 10%	32 21%	27 18%	15 11%	10 9%	18 10%	35 17%	23 22%	19 15%	5 6%	16 9%	115 17%	27 14%	8 13%	6 9%	11 19%	33 10%	10 13%
Neither acceptable nor unacceptable	307 21%	146 20%	161 22%	97 26%	47 19%	58 22%	27 13%	63 18%	44 29%	27 18%	28 21%	15 13%	29 17%	53 25%	20 19%	30 23%	12 14%	35 20%	142 20%	45 23%	17 28%	14 21%	14 24%	55 17%	20 25%
Not particularly acceptable	406 27%	199 27%	207 28%	93 25%	71 28%	67 26%	60 30%	99 29%	38 25%	41 28%	30 23%	32 29%	49 28%	54 25%	30 29%	37 29%	28 31%	50 29%	179 26%	63 32%	18 29%	18 28%	17 28%	90 27%	22 28%
Not at all acceptable	488 33%	258 35%	230 31%	85 23%	69 28%	90 35%	92 45%	140 40%	32 21%	44 30%	53 40%	52 46%	72 42%	53 25%	25 24%	37 29%	40 45%	68 39%	212 30%	55 28%	18 29%	23 37%	12 21%	143 43%	25 31%
NET: Acceptable	284 19%	137 19%	145 19%	94 26%	63 25%	46 17%	23 12%	45 13%	38 25%	34 23%	21 16%	15 13%	24 14%	53 25%	29 28%	25 19%	9 10%	21 12%	162 23%	32 17%	9 15%	9 14%	16 27%	43 13%	13 16%
NET: Unacceptable	895 60%	457 62%	437 59%	177 48%	140 56%	158 60%	152 75%	240 69%	70 46%	85 58%	83 63%	84 74%	121 70%	107 50%	55 53%	74 58%	68 76%	118 68%	391 56%	118 60%	36 58%	41 64%	29 49%	233 71%	47 58%

Centre for Progressive Policy
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Absolutes/col percents

Table 340

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

5% return (e.g. after 10 years your pension savings would be £10,500)

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	1506	396	431	314	365	120	58	174	125	130	90	66	150	182	229	137	45	1333	161	33	73	37	9	9	12
Weighted base	1486	416	433	311	326	105	60	168	125	137	99	64	136	207	213	128	44	1269	203	40	92	46	12	14	13
Completely acceptable	74 5%	24 6%	25 6%	12 4%	14 4%	3 3%	4 6%	10 6%	10 8%	6 5%	4 4%	4 6%	2 2%	16 8%	7 3%	8 6%	1 2%	53 4%	21 10%	-	11 12%	11 23%	-	-	-
Fairly acceptable	210 14%	53 13%	64 15%	48 15%	46 14%	18 17%	7 12%	22 13%	13 11%	23 17%	14 14%	15 24%	17 12%	33 16%	28 13%	15 11%	5 11%	169 13%	39 19%	9 22%	18 20%	8 17%	2 18%	2 15%	2 13%
Neither acceptable nor unacceptable	307 21%	72 17%	88 20%	69 22%	78 24%	25 24%	8 13%	35 21%	20 16%	37 27%	21 21%	9 15%	26 19%	38 18%	46 22%	28 22%	13 30%	265 21%	35 17%	7 18%	26 28%	2 5%	-	-	7 52%
Not particularly acceptable	406 27%	115 28%	121 28%	86 28%	85 26%	26 25%	24 39%	49 29%	34 28%	30 22%	25 26%	15 23%	41 30%	48 23%	63 30%	39 31%	12 27%	356 28%	48 24%	11 27%	17 18%	10 23%	5 42%	6 41%	2 13%
Not at all acceptable	488 33%	153 37%	135 31%	97 31%	103 32%	34 32%	18 30%	53 32%	47 38%	41 29%	35 35%	21 33%	49 36%	71 34%	69 32%	38 29%	13 29%	426 34%	59 29%	13 34%	20 22%	15 32%	5 40%	6 44%	3 22%
NET: Acceptable	284 19%	77 18%	89 20%	59 19%	59 18%	21 20%	11 18%	31 19%	23 19%	29 21%	18 18%	19 29%	19 14%	50 24%	35 17%	22 18%	6 13%	222 17%	60 30%	9 22%	29 31%	19 41%	2 18%	2 15%	2 13%
NET: Unacceptable	895 60%	268 64%	256 59%	183 59%	188 58%	60 57%	42 69%	102 61%	82 65%	71 52%	60 61%	35 56%	90 67%	119 58%	132 62%	77 60%	25 56%	782 62%	108 53%	24 61%	37 40%	25 54%	10 82%	12 85%	5 35%

Centre for Progressive Policy
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Absolutes/col percents

Table 341

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

5% return (e.g. after 10 years your pension savings would be £10,500)

	Income															Pension Status Awareness			
	Total	Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	1506	309	282	256	270	183	69	38	40	17	5	9	3	3	6	1025	146	37	298
Weighted base	1486	259	246	250	287	199	83	44	47	20	7	11	4	5	7	1048	140	35	264
Completely acceptable	74 5%	13 5%	9 4%	8 3%	16 6%	12 6%	8 9%	2 5%	1 3%	-	-	-	-	1 26%	-	49 5%	6 4%	1 3%	18 7%
Fairly acceptable	210 14%	32 12%	42 17%	37 15%	28 10%	30 15%	10 12%	9 20%	10 21%	2 9%	3 46%	3 25%	2 60%	-	-	137 13%	28 20%	4 12%	41 16%
Neither acceptable nor unacceptable	307 21%	56 22%	53 21%	55 22%	55 19%	36 18%	18 22%	10 23%	11 23%	5 25%	-	3 26%	-	-	2 33%	195 19%	32 23%	6 17%	74 28%
Not particularly acceptable	406 27%	75 29%	57 23%	75 30%	82 28%	66 33%	21 25%	8 19%	9 18%	4 20%	3 43%	2 22%	-	2 34%	-	295 28%	37 26%	7 21%	68 26%
Not at all acceptable	488 33%	82 32%	85 35%	76 30%	106 37%	55 28%	27 32%	14 32%	16 34%	9 46%	1 10%	3 27%	2 40%	2 40%	5 67%	372 35%	37 26%	17 48%	63 24%
NET: Acceptable	284 19%	45 17%	51 21%	45 18%	44 15%	42 21%	17 21%	11 26%	11 24%	2 9%	3 46%	3 25%	2 60%	1 26%	-	186 18%	34 24%	5 15%	59 22%
NET: Unacceptable	895 60%	158 61%	142 58%	150 60%	188 65%	121 61%	48 58%	22 51%	25 52%	13 66%	4 54%	5 49%	2 40%	3 74%	5 67%	667 64%	73 53%	24 68%	131 49%

Centre for Progressive Policy
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Absolutes/col percents

Table 342

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

5% return (e.g. after 10 years your pension savings would be £10,500)

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)								Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No		
Unweighted base	1506	490	427	226	201	267	8	6	607	191	67	15	45	85	66	130	76	551	61	490	688	267	434	587
Weighted base	1486	477	474	218	206	259	9	6	637	181	63	15	46	77	61	111	71	559	66	493	678	249	397	647
Completely acceptable	74 5%	17 3%	27 6%	15 7%	7 3%	6 2%	-	-	37 6%	14 8%	4 6%	2 13%	2 4%	2 3%	5 8%	4 3%	4 6%	31 6%	13 20%	18 4%	31 5%	12 5%	19 5%	30 5%
Fairly acceptable	210 14%	63 13%	81 17%	22 10%	19 9%	30 12%	-	1 13%	93 15%	24 13%	19 31%	4 27%	8 17%	16 21%	14 23%	12 11%	22 31%	99 18%	10 15%	89 18%	87 13%	24 10%	38 9%	99 15%
Neither acceptable nor unacceptable	307 21%	84 18%	86 18%	23 10%	52 25%	34 13%	3 34%	1 22%	106 17%	36 20%	13 20%	4 30%	9 20%	9 12%	11 19%	46 42%	16 22%	99 18%	10 15%	89 18%	139 21%	69 28%	64 16%	131 20%
Not particularly acceptable	406 27%	129 27%	140 30%	61 28%	63 31%	74 29%	4 46%	1 10%	184 29%	49 27%	14 23%	2 11%	16 36%	20 25%	10 16%	26 24%	15 22%	136 24%	8 12%	128 26%	208 31%	63 25%	115 29%	179 28%
Not at all acceptable	488 33%	183 38%	140 30%	97 45%	65 31%	114 44%	2 20%	3 54%	217 34%	57 32%	13 21%	3 19%	11 23%	30 39%	21 34%	23 20%	14 19%	195 35%	25 38%	170 34%	212 31%	81 33%	161 41%	207 32%
NET: Acceptable	284 19%	80 17%	108 23%	37 17%	26 12%	36 14%	-	1 13%	130 20%	38 21%	23 36%	6 40%	10 21%	18 23%	19 31%	15 14%	27 37%	130 23%	23 36%	107 22%	118 17%	36 14%	57 14%	129 20%
NET: Unacceptable	895 60%	313 66%	280 59%	158 73%	128 62%	189 73%	6 66%	4 64%	401 63%	106 59%	27 43%	4 30%	27 59%	50 65%	31 50%	49 44%	29 41%	331 59%	32 49%	298 60%	420 62%	144 58%	276 70%	387 60%

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Absolutes/col percents

Table 343

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

5% return (e.g. after 10 years your pension savings would be £10,500)

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension savings increase by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't care about where my pension is invested	I don't think it is possible for me to change where my pension is invested
Unweighted base	1506	576	682	828	306	150	533	243	432	47	196	236	193	239	114	272	181	56	28	24	132
Weighted base	1486	587	687	837	320	158	555	258	430	53	205	242	193	237	118	263	181	55	27	23	130
Completely acceptable	74 5%	25 4%	35 5%	38 4%	15 5%	14 9%	21 4%	18 7%	22 5%	9 17%	9 4%	7 3%	11 6%	11 5%	2 2%	9 3%	8 5%	-	2 9%	-	6 5%
Fairly acceptable	210 14%	65 11%	83 12%	96 11%	46 14%	30 19%	90 16%	52 20%	42 10%	10 19%	41 20%	31 13%	18 10%	24 10%	11 10%	29 11%	22 12%	8 15%	1 4%	3 11%	9 7%
Neither acceptable nor unacceptable	307 21%	103 18%	117 17%	145 17%	76 24%	44 28%	100 18%	41 16%	53 12%	5 9%	37 18%	67 28%	29 15%	25 10%	33 28%	28 10%	27 15%	11 20%	7 26%	3 13%	22 17%
Not particularly acceptable	406 27%	161 27%	203 30%	239 29%	93 29%	28 18%	162 29%	71 28%	139 32%	14 26%	58 28%	53 22%	65 34%	74 31%	32 27%	88 34%	56 31%	16 28%	6 24%	5 23%	39 30%
Not at all acceptable	488 33%	234 40%	248 36%	320 38%	89 28%	41 26%	183 33%	76 30%	173 40%	15 29%	61 30%	83 34%	70 36%	103 43%	39 33%	110 42%	68 38%	20 37%	10 37%	12 53%	53 41%
NET: Acceptable	284 19%	90 15%	118 17%	133 16%	62 19%	45 28%	110 20%	69 27%	64 15%	19 37%	50 24%	39 16%	29 15%	35 15%	14 12%	38 14%	30 17%	8 15%	4 13%	3 11%	15 12%
NET: Unacceptable	895 60%	394 67%	451 66%	559 67%	182 57%	69 44%	345 62%	148 57%	312 73%	29 55%	119 58%	136 56%	135 70%	177 75%	71 60%	198 75%	124 68%	36 66%	17 61%	18 76%	93 71%

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Absolutes/col percents

Table 344

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

5% return (e.g. after 10 years your pension savings would be £10,500)

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	1506	26	34	26	34	33	36	16	112	165	867	300	174	338	351	343	474
Weighted base	1486	26	38	29	39	36	42	19	109	163	860	294	169	323	346	353	463
Completely acceptable	74 5%	1 4%	8 21%	2 8%	4 10%	4 10%	4 11%	1 7%	3 3%	24 15%	40 5%	5 2%	5 3%	24 7%	12 4%	19 5%	20 4%
Fairly acceptable	210 14%	5 18%	9 23%	9 32%	8 19%	9 25%	9 22%	4 20%	17 15%	28 17%	140 16%	28 10%	14 8%	46 14%	48 14%	47 13%	68 15%
Neither acceptable nor unacceptable	307 21%	4 17%	4 12%	6 20%	5 14%	6 17%	6 15%	5 26%	17 16%	41 25%	161 19%	49 17%	57 34%	60 19%	76 22%	62 17%	109 24%
Not particularly acceptable	406 27%	6 22%	10 26%	6 22%	11 29%	9 25%	9 22%	3 16%	38 34%	37 23%	252 29%	79 27%	38 23%	98 30%	86 25%	109 31%	113 24%
Not at all acceptable	488 33%	10 38%	7 19%	5 19%	11 28%	8 23%	13 31%	6 31%	34 32%	34 21%	266 31%	133 45%	55 32%	94 29%	124 36%	117 33%	153 33%
NET: Acceptable	284 19%	6 23%	17 44%	11 40%	11 29%	13 35%	13 32%	5 27%	20 18%	52 32%	181 21%	33 11%	19 11%	70 22%	60 17%	66 19%	88 19%
NET: Unacceptable	895 60%	16 61%	17 44%	12 41%	22 57%	17 48%	22 52%	9 47%	72 66%	71 44%	518 60%	212 72%	93 55%	192 60%	210 61%	226 64%	267 58%

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Absolutes/col percents

Table 345

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

10% return (e.g. after 10 years your pension savings would be £11,000)

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	1506	774	729	349	271	238	209	387	152	154	118	122	206	194	117	120	87	181	507	305	77	77	67	375	98
Weighted base	1486	740	743	368	251	261	203	347	152	146	132	114	173	212	104	129	89	174	696	195	62	64	59	330	81
Completely acceptable	136 9%	59 8%	77 10%	41 11%	27 11%	23 9%	12 6%	27 8%	15 10%	12 9%	10 8%	6 6%	14 8%	26 12%	14 14%	13 10%	5 6%	13 8%	75 11%	15 7%	2 3%	6 9%	8 13%	24 7%	7 9%
Fairly acceptable	315 21%	171 23%	143 19%	93 25%	79 32%	44 17%	29 14%	57 16%	45 30%	46 32%	23 17%	19 17%	33 19%	47 22%	33 32%	21 17%	10 12%	24 14%	163 23%	45 23%	12 19%	11 17%	15 26%	50 15%	18 22%
Neither acceptable nor unacceptable	376 25%	165 22%	208 28%	108 29%	51 20%	75 29%	36 18%	91 26%	42 28%	30 21%	31 24%	18 16%	38 22%	64 30%	21 20%	44 34%	18 20%	53 30%	183 26%	47 24%	16 26%	13 20%	14 24%	81 24%	23 28%
Not particularly acceptable	386 26%	190 26%	196 26%	83 22%	55 22%	69 26%	69 34%	96 28%	31 20%	31 22%	35 27%	37 32%	49 28%	52 24%	23 22%	33 26%	32 36%	47 27%	159 23%	57 29%	22 35%	17 27%	15 25%	94 28%	22 27%
Not at all acceptable	272 18%	154 21%	118 16%	43 12%	39 16%	50 19%	56 28%	77 22%	19 12%	26 18%	33 25%	33 29%	39 23%	23 11%	13 12%	17 14%	23 26%	38 22%	116 17%	31 16%	10 17%	17 27%	7 11%	82 25%	10 13%
NET: Acceptable	451 30%	231 31%	220 30%	134 37%	106 42%	68 26%	41 20%	84 24%	60 39%	59 40%	33 25%	25 22%	47 27%	74 35%	47 45%	35 27%	16 17%	37 21%	238 34%	60 31%	14 22%	17 27%	23 39%	74 22%	26 32%
NET: Unacceptable	659 44%	344 46%	315 42%	125 34%	94 37%	119 45%	125 62%	173 50%	50 33%	58 39%	68 52%	70 62%	88 51%	75 35%	36 35%	51 39%	55 62%	84 48%	275 39%	88 45%	32 52%	34 54%	22 37%	176 53%	32 40%

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Absolutes/col percents

Table 346

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

10% return (e.g. after 10 years your pension savings would be £11,000)

	Social Grade					Region										Ethnicity										
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say	
Unweighted base	1506	396	431	314	365	120	58	174	125	130	90	66	150	182	229	137	45	1333	161	33	73	37	9	9	12	
Weighted base	1486	416	433	311	326	105	60	168	125	137	99	64	136	207	213	128	44	1269	203	40	92	46	12	14	13	
Completely acceptable	136 9%	37 9%	45 10%	22 7%	32 10%	10 10%	8 13%	19 11%	12 10%	11 8%	7 7%	6 10%	7 5%	27 13%	14 7%	12 9%	2 4%	106 8%	30 15%	2 6%	16 17%	11 23%	1 11%	-	-	
Fairly acceptable	315 21%	84 20%	89 21%	80 26%	61 19%	23 22%	14 23%	43 26%	24 19%	34 24%	16 17%	17 26%	28 21%	44 21%	42 20%	22 17%	9 20%	265 21%	50 24%	7 17%	26 28%	13 28%	2 19%	2 12%	*	4%
Neither acceptable nor unacceptable	376 25%	96 23%	108 25%	87 28%	85 26%	26 24%	12 20%	31 19%	26 21%	41 30%	28 28%	17 27%	41 30%	49 24%	57 27%	33 26%	15 33%	320 25%	46 23%	14 35%	25 27%	2 4%	1 9%	5 35%	9 70%	
Not particularly acceptable	386 26%	105 25%	118 27%	73 23%	91 28%	28 27%	17 28%	39 23%	35 28%	29 21%	30 31%	10 15%	30 22%	50 24%	64 30%	44 34%	10 24%	340 27%	45 22%	7 18%	15 16%	15 32%	5 37%	4 29%	2 12%	
Not at all acceptable	272 18%	95 23%	72 17%	49 16%	56 17%	18 17%	10 16%	35 21%	28 22%	22 16%	17 17%	14 22%	29 22%	37 18%	36 17%	17 13%	9 20%	238 19%	33 16%	10 24%	11 12%	6 13%	3 24%	3 24%	2 15%	
NET: Acceptable	451 30%	121 29%	135 31%	102 33%	94 29%	33 32%	21 36%	62 37%	36 29%	45 33%	24 24%	23 36%	35 26%	71 34%	56 26%	34 27%	10 24%	371 29%	80 39%	9 23%	42 45%	24 51%	4 30%	2 12%	*	4%
NET: Unacceptable	659 44%	200 48%	190 44%	122 39%	147 45%	46 44%	27 44%	74 44%	63 50%	51 37%	48 48%	23 37%	60 44%	87 42%	100 47%	61 47%	19 43%	577 46%	77 38%	17 42%	25 28%	21 45%	8 61%	7 53%	4 27%	

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Absolutes/col percents

Table 347

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

10% return (e.g. after 10 years your pension savings would be £11,000)

	Income															Pension Status Awareness			
	Total	Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	1506	309	282	256	270	183	69	38	40	17	5	9	3	3	6	1025	146	37	298
Weighted base	1486	259	246	250	287	199	83	44	47	20	7	11	4	5	7	1048	140	35	264
Completely acceptable	136 9%	22 8%	22 9%	16 6%	29 10%	21 11%	9 11%	6 15%	3 6%	1 4%	-	-	1 30%	3 60%	-	94 9%	10 7%	3 8%	30 11%
Fairly acceptable	315 21%	51 20%	52 21%	54 21%	54 19%	48 24%	26 31%	8 19%	11 24%	3 16%	1 20%	3 25%	-	2 40%	-	205 20%	46 33%	5 15%	59 22%
Neither acceptable nor unacceptable	376 25%	70 27%	62 25%	72 29%	62 22%	53 26%	14 17%	11 25%	16 34%	6 28%	2 26%	3 27%	-	-	1 20%	257 24%	33 24%	13 38%	73 28%
Not particularly acceptable	386 26%	67 26%	61 25%	75 30%	79 28%	46 23%	20 24%	11 25%	5 12%	5 24%	4 54%	3 29%	3 70%	-	2 32%	284 27%	33 24%	7 21%	61 23%
Not at all acceptable	272 18%	49 19%	48 20%	34 14%	64 22%	32 16%	14 17%	8 17%	12 25%	6 28%	-	2 19%	-	-	3 48%	208 20%	18 13%	6 17%	41 15%
NET: Acceptable	451 30%	72 28%	74 30%	70 28%	82 29%	69 35%	35 42%	15 33%	14 30%	4 20%	1 20%	3 25%	1 30%	5 100%	-	299 28%	56 40%	8 23%	89 34%
NET: Unacceptable	659 44%	116 45%	109 44%	109 43%	143 50%	78 39%	34 41%	18 42%	17 36%	10 52%	4 54%	5 47%	3 70%	-	6 80%	493 47%	51 36%	13 38%	102 39%

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Absolutes/col percents

Table 348

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

10% return (e.g. after 10 years your pension savings would be £11,000)

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)							Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No		
Unweighted base	1506	490	427	226	201	267	8	6	607	191	67	15	45	85	66	130	76	551	61	490	688	267	434	587
Weighted base	1486	477	474	218	206	259	9	6	637	181	63	15	46	77	61	111	71	559	66	493	678	249	397	647
Completely acceptable	136 9%	40 8%	54 11%	20 9%	13 6%	17 7%	-	1 11%	67 10%	19 10%	9 14%	3 23%	2 4%	4 6%	7 11%	8 7%	11 16%	60 11%	16 24%	44 9%	62 9%	15 6%	31 8%	63 10%
Fairly acceptable	315 21%	88 18%	100 21%	36 16%	54 26%	47 18%	-	1 13%	126 20%	40 22%	20 32%	4 30%	10 21%	22 28%	19 31%	28 25%	23 33%	125 22%	13 20%	112 23%	136 20%	54 22%	69 17%	136 21%
Neither acceptable nor unacceptable	376 25%	113 24%	114 24%	42 19%	51 25%	45 17%	3 34%	1 12%	147 23%	40 22%	11 18%	4 25%	12 25%	14 18%	14 23%	41 37%	13 19%	124 22%	9 13%	115 23%	168 25%	84 34%	83 21%	174 27%
Not particularly acceptable	386 26%	135 28%	126 27%	66 30%	60 29%	76 29%	5 55%	2 36%	177 28%	54 30%	16 25%	1 4%	17 36%	19 24%	9 14%	22 20%	16 22%	139 25%	10 16%	129 26%	194 29%	53 21%	120 30%	162 25%
Not at all acceptable	272 18%	100 21%	80 17%	54 25%	28 13%	74 29%	1 11%	2 28%	121 19%	28 15%	7 11%	3 19%	6 14%	18 24%	13 21%	12 10%	8 11%	112 20%	18 27%	94 19%	117 17%	44 18%	95 24%	112 17%
NET: Acceptable	451 30%	128 27%	154 32%	56 25%	67 32%	64 25%	-	1 24%	193 30%	58 32%	29 46%	8 53%	11 25%	26 34%	25 42%	36 32%	34 48%	185 33%	29 43%	156 32%	198 29%	69 28%	99 25%	199 31%
NET: Unacceptable	659 44%	235 49%	206 43%	120 55%	88 43%	150 58%	6 66%	4 64%	297 47%	82 45%	23 36%	3 22%	23 50%	37 48%	21 35%	34 30%	24 33%	251 45%	28 43%	222 45%	312 46%	96 39%	215 54%	274 42%

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Table 349

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

10% return (e.g. after 10 years your pension savings would be £11,000)

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension savings increase by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't care about where my pension is invested	I don't think it is possible for me to change where my pension is invested
Unweighted base	1506	576	682	828	306	150	533	243	432	47	196	236	193	239	114	272	181	56	28	24	132
Weighted base	1486	587	687	837	320	158	555	258	430	53	205	242	193	237	118	263	181	55	27	23	130
Completely acceptable	136 9%	45 8%	65 10%	66 8%	30 9%	25 16%	50 9%	35 14%	35 8%	16 30%	19 9%	18 7%	16 8%	19 8%	6 5%	20 8%	13 7%	3 6%	3 12%	1 2%	10 8%
Fairly acceptable	315 21%	100 17%	128 19%	159 19%	82 26%	36 23%	108 19%	58 22%	83 19%	10 18%	48 24%	50 21%	42 22%	41 17%	14 12%	53 20%	39 22%	14 26%	5 19%	6 27%	19 14%
Neither acceptable nor unacceptable	376 25%	143 24%	168 24%	191 23%	86 27%	46 29%	136 24%	52 20%	73 17%	6 11%	46 22%	81 33%	35 18%	38 16%	51 43%	39 15%	32 18%	10 19%	7 26%	4 18%	26 20%
Not particularly acceptable	386 26%	168 29%	189 27%	237 28%	74 23%	31 19%	155 28%	66 25%	148 34%	9 17%	56 27%	47 19%	69 36%	79 33%	24 21%	92 35%	64 36%	20 37%	9 34%	6 27%	48 37%
Not at all acceptable	272 18%	131 22%	137 20%	184 22%	46 15%	20 13%	106 19%	48 18%	91 21%	12 23%	35 17%	47 19%	31 16%	60 25%	23 19%	59 22%	33 18%	7 13%	3 10%	6 26%	27 20%
NET: Acceptable	451 30%	145 25%	194 28%	225 27%	113 35%	61 39%	158 28%	93 36%	118 27%	26 48%	68 33%	68 28%	58 30%	60 25%	20 17%	73 28%	52 29%	17 31%	8 31%	7 30%	28 22%
NET: Unacceptable	659 44%	299 51%	326 47%	421 50%	121 38%	51 32%	261 47%	113 44%	239 56%	21 40%	92 45%	94 39%	100 52%	139 59%	47 40%	152 58%	97 54%	28 50%	12 44%	12 52%	75 58%

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Absolutes/col percents

Table 350

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

10% return (e.g. after 10 years your pension savings would be £11,000)

	vested				investing					Clockface Quadrants							
	Total	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right
Unweighted base	1506	26	34	26	34	33	36	16	112	165	867	300	174	338	351	343	474
Weighted base	1486	26	38	29	39	36	42	19	109	163	860	294	169	323	346	353	463
Completely acceptable	136 9%	1 4%	14 37%	5 18%	5 12%	4 11%	8 20%	3 13%	10 9%	34 21%	78 9%	16 5%	8 5%	33 10%	29 8%	33 9%	41 9%
Fairly acceptable	315 21%	8 33%	7 18%	10 35%	12 31%	13 37%	13 32%	2 8%	22 20%	41 25%	207 24%	46 15%	21 12%	68 21%	69 20%	78 22%	100 22%
Neither acceptable nor unacceptable	376 25%	4 15%	7 20%	4 13%	6 16%	3 9%	4 9%	8 40%	22 20%	36 22%	202 23%	66 22%	72 43%	80 25%	85 25%	76 21%	135 29%
Not particularly acceptable	386 26%	4 17%	7 20%	6 22%	10 26%	9 24%	8 19%	4 23%	32 30%	33 20%	234 27%	88 30%	31 18%	91 28%	90 26%	108 30%	98 21%
Not at all acceptable	272 18%	8 30%	2 5%	3 12%	6 16%	7 20%	8 19%	3 16%	22 20%	19 12%	139 16%	78 27%	37 22%	50 16%	73 21%	59 17%	90 19%
NET: Acceptable	451 30%	10 37%	21 55%	15 52%	17 43%	17 48%	22 52%	4 21%	32 30%	76 46%	285 33%	62 21%	29 17%	102 32%	98 28%	111 31%	141 30%
NET: Unacceptable	659 44%	12 47%	9 25%	10 34%	16 42%	16 43%	16 39%	7 39%	54 50%	52 32%	373 43%	166 57%	68 40%	141 44%	163 47%	167 47%	188 41%

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Absolutes/col percents

Table 351

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

15% return (e.g. after 10 years your pension savings would be £11,500)

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	1506	774	729	349	271	238	209	387	152	154	118	122	206	194	117	120	87	181	507	305	77	77	67	375	98
Weighted base	1486	740	743	368	251	261	203	347	152	146	132	114	173	212	104	129	89	174	696	195	62	64	59	330	81
Completely acceptable	194 13%	95 13%	99 13%	60 16%	35 14%	32 12%	18 9%	42 12%	27 18%	19 13%	15 11%	11 10%	21 12%	33 15%	17 16%	17 13%	7 8%	20 12%	112 16%	21 11%	3 4%	8 12%	8 13%	36 11%	7 9%
Fairly acceptable	388 26%	206 28%	181 24%	108 29%	84 34%	59 23%	46 22%	77 22%	50 33%	51 35%	31 23%	30 27%	41 23%	58 27%	34 32%	28 22%	15 17%	36 21%	188 27%	57 29%	14 22%	15 24%	20 33%	70 21%	24 30%
Neither acceptable nor unacceptable	392 26%	176 24%	214 29%	102 28%	62 25%	75 29%	40 20%	96 27%	43 29%	32 22%	28 21%	19 16%	45 26%	57 27%	30 29%	46 36%	22 24%	50 29%	170 24%	49 25%	23 38%	16 25%	17 28%	93 28%	24 30%
Not particularly acceptable	321 22%	155 21%	166 22%	69 19%	40 16%	62 24%	57 28%	81 23%	18 12%	26 18%	37 28%	30 26%	38 22%	51 24%	14 14%	25 19%	27 31%	43 25%	147 21%	45 23%	13 22%	12 19%	11 19%	77 23%	16 20%
Not at all acceptable	191 13%	109 15%	82 11%	28 8%	28 11%	34 13%	42 21%	52 15%	15 10%	19 13%	21 16%	24 21%	28 16%	14 7%	10 9%	13 10%	18 20%	24 14%	80 11%	23 12%	9 14%	13 20%	3 6%	55 17%	9 11%
NET: Acceptable	582 39%	301 41%	280 38%	168 46%	120 48%	91 35%	63 31%	119 34%	76 50%	69 48%	46 35%	41 36%	62 36%	91 43%	50 48%	45 35%	22 25%	57 32%	300 43%	78 40%	17 27%	23 36%	28 47%	106 32%	32 39%
NET: Unacceptable	512 34%	264 36%	248 33%	97 26%	69 27%	96 37%	99 49%	133 38%	33 21%	45 30%	58 44%	54 47%	66 38%	65 31%	24 23%	38 29%	45 51%	67 39%	226 33%	68 35%	22 36%	25 39%	15 25%	132 40%	25 31%

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Table 352

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

15% return (e.g. after 10 years your pension savings would be £11,500)

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	1506	396	431	314	365	120	58	174	125	130	90	66	150	182	229	137	45	1333	161	33	73	37	9	9	12
Weighted base	1486	416	433	311	326	105	60	168	125	137	99	64	136	207	213	128	44	1269	203	40	92	46	12	14	13
Completely acceptable	194 13%	54 13%	57 13%	38 12%	46 14%	12 11%	11 18%	27 16%	12 10%	15 11%	13 13%	6 10%	14 10%	35 17%	29 13%	18 14%	2 4%	154 12%	40 20%	7 16%	19 21%	11 23%	4 30%	-	*
Fairly acceptable	388 26%	117 28%	123 28%	77 25%	70 22%	28 27%	15 26%	46 28%	32 26%	42 31%	23 23%	20 31%	35 26%	46 22%	54 25%	33 26%	13 29%	333 26%	52 26%	9 24%	29 31%	10 22%	1 9%	3 20%	2 18%
Neither acceptable nor unacceptable	392 26%	89 21%	110 25%	93 30%	100 31%	25 24%	20 34%	33 20%	35 28%	36 26%	23 24%	18 28%	37 27%	53 26%	55 26%	39 31%	16 38%	334 26%	51 25%	11 28%	24 26%	8 18%	3 21%	5 39%	6 46%
Not particularly acceptable	321 22%	89 21%	87 20%	75 24%	69 21%	25 24%	11 18%	33 19%	29 23%	28 21%	25 26%	11 18%	29 21%	47 23%	46 21%	29 22%	8 17%	281 22%	36 18%	7 17%	11 12%	12 26%	4 29%	2 18%	4 27%
Not at all acceptable	191 13%	67 16%	56 13%	27 9%	41 13%	15 14%	3 5%	28 17%	16 13%	16 11%	15 15%	9 14%	20 15%	25 12%	30 14%	10 8%	5 12%	166 13%	24 12%	6 14%	8 9%	5 12%	1 11%	3 24%	1 5%
NET: Acceptable	582 39%	171 41%	180 42%	116 37%	116 36%	40 38%	26 44%	74 44%	45 36%	58 42%	35 36%	26 41%	50 37%	81 39%	83 39%	51 40%	14 33%	487 38%	92 45%	16 40%	48 52%	21 45%	5 39%	3 20%	3 22%
NET: Unacceptable	512 34%	156 38%	143 33%	102 33%	110 34%	40 38%	14 23%	61 36%	45 36%	44 32%	40 41%	20 31%	49 36%	72 35%	76 36%	38 30%	13 30%	448 35%	60 30%	13 31%	20 21%	17 38%	5 40%	6 42%	4 32%

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Absolutes/col percents

Table 353

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

15% return (e.g. after 10 years your pension savings would be £11,500)

	Income															Pension Status Awareness			
	Total	Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	1506	309	282	256	270	183	69	38	40	17	5	9	3	3	6	1025	146	37	298
Weighted base	1486	259	246	250	287	199	83	44	47	20	7	11	4	5	7	1048	140	35	264
Completely acceptable	194 13%	29 11%	33 13%	24 10%	37 13%	31 16%	16 19%	9 19%	5 11%	2 10%	- -	- -	1 30%	3 60%	- -	139 13%	17 12%	3 8%	35 13%
Fairly acceptable	388 26%	68 26%	62 25%	67 27%	57 20%	67 34%	25 31%	10 23%	14 30%	6 30%	1 20%	4 38%	1 30%	- -	- -	261 25%	51 37%	10 29%	66 25%
Neither acceptable nor unacceptable	392 26%	75 29%	61 25%	74 30%	77 27%	43 22%	18 22%	8 19%	18 37%	3 14%	2 26%	5 44%	- -	2 40%	4 52%	263 25%	36 26%	11 32%	82 31%
Not particularly acceptable	321 22%	59 23%	49 20%	62 25%	72 25%	36 18%	15 18%	9 21%	- -	7 33%	4 54%	- -	2 40%	- -	2 22%	241 23%	21 15%	6 19%	52 20%
Not at all acceptable	191 13%	28 11%	41 17%	23 9%	44 15%	22 11%	8 10%	8 17%	10 22%	3 13%	- -	2 19%	- -	- -	2 25%	144 14%	14 10%	4 12%	29 11%
NET: Acceptable	582 39%	97 38%	94 38%	91 36%	94 33%	98 49%	41 50%	19 43%	19 41%	8 40%	1 20%	4 38%	2 60%	3 60%	- -	400 38%	69 49%	13 37%	101 38%
NET: Unacceptable	512 34%	87 33%	91 37%	85 34%	116 40%	58 29%	23 28%	17 38%	10 22%	9 46%	4 54%	2 19%	2 40%	- -	3 48%	385 37%	35 25%	11 31%	81 31%

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Absolutes/col percents

Table 354

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

15% return (e.g. after 10 years your pension savings would be £11,500)

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)								Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No		
Unweighted base	1506	490	427	226	201	267	8	6	607	191	67	15	45	85	66	130	76	551	61	490	688	267	434	587
Weighted base	1486	477	474	218	206	259	9	6	637	181	63	15	46	77	61	111	71	559	66	493	678	249	397	647
Completely acceptable	194 13%	66 14%	68 14%	27 12%	27 13%	29 11%	- -	1 24%	88 14%	25 14%	13 21%	3 4%	2 4%	8 10%	9 14%	9 8%	16 22%	88 16%	21 32%	67 14%	84 12%	22 9%	50 13%	89 14%
Fairly acceptable	388 26%	115 24%	118 25%	55 25%	51 25%	66 25%	2 25%	- -	158 25%	48 27%	16 25%	4 30%	16 36%	23 30%	19 32%	31 28%	21 29%	142 25%	15 23%	127 26%	183 27%	62 25%	92 23%	167 26%
Neither acceptable nor unacceptable	392 26%	114 24%	121 26%	48 22%	55 27%	50 19%	3 30%	1 22%	162 25%	46 25%	18 29%	4 28%	12 26%	14 18%	13 21%	48 44%	19 26%	130 23%	5 8%	125 25%	172 25%	90 36%	92 23%	170 26%
Not particularly acceptable	321 22%	109 23%	108 23%	49 23%	52 25%	69 27%	4 46%	2 26%	141 22%	43 24%	10 16%	- -	11 23%	17 22%	9 15%	14 13%	10 15%	122 22%	6 9%	116 23%	154 23%	45 18%	102 26%	138 21%
Not at all acceptable	191 13%	72 15%	58 12%	38 18%	21 10%	45 17%	- -	2 28%	88 14%	18 10%	5 8%	3 19%	5 11%	15 19%	11 17%	8 7%	6 8%	76 14%	18 27%	58 12%	84 12%	30 12%	59 15%	83 13%
NET: Acceptable	582 39%	182 38%	186 39%	83 38%	78 38%	95 37%	2 25%	1 24%	246 39%	73 40%	29 47%	8 54%	18 40%	31 40%	28 46%	41 37%	36 51%	231 41%	36 55%	194 39%	268 39%	84 34%	143 36%	256 40%
NET: Unacceptable	512 34%	181 38%	166 35%	88 40%	73 35%	114 44%	4 46%	3 54%	230 36%	62 34%	16 25%	3 19%	16 34%	32 41%	20 33%	22 20%	16 23%	199 36%	24 37%	174 35%	238 35%	75 30%	162 41%	221 34%

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Absolutes/col percents

Table 355

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

15% return (e.g. after 10 years your pension savings would be £11,500)

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension savings increase by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose overall pension savings	I don't believe that moving my money will make a difference to my overall pension savings	I don't care about my pension is invested	I don't think it is possible for me to change where my pension is invested
Unweighted base	1506	576	682	828	306	150	533	243	432	47	196	236	193	239	114	272	181	56	28	24	132
Weighted base	1486	587	687	837	320	158	555	258	430	53	205	242	193	237	118	263	181	55	27	23	130
Completely acceptable	194 13%	63 11%	90 13%	97 12%	54 17%	31 20%	81 15%	52 20%	51 12%	17 32%	35 17%	26 11%	21 11%	31 13%	9 8%	30 12%	21 12%	7 13%	3 12%	2 8%	17 13%
Fairly acceptable	388 26%	137 23%	168 24%	201 24%	88 28%	45 28%	143 26%	76 30%	105 24%	12 23%	64 31%	58 24%	59 31%	46 19%	22 18%	60 23%	51 28%	19 35%	12 43%	7 30%	31 24%
Neither acceptable nor unacceptable	392 26%	149 25%	168 25%	211 25%	87 27%	38 24%	135 24%	46 18%	98 23%	7 14%	38 19%	73 30%	34 18%	63 27%	46 39%	57 21%	43 24%	10 19%	7 24%	4 16%	31 24%
Not particularly acceptable	321 22%	142 24%	164 24%	202 24%	58 18%	28 18%	129 23%	53 20%	114 27%	7 13%	46 22%	49 20%	60 31%	54 23%	26 22%	76 29%	46 25%	15 26%	4 15%	5 23%	30 23%
Not at all acceptable	191 13%	96 16%	97 14%	125 15%	32 10%	15 10%	67 12%	32 12%	61 14%	9 18%	22 11%	36 15%	18 9%	43 18%	15 13%	41 15%	20 11%	4 7%	2 7%	5 22%	20 16%
NET: Acceptable	582 39%	200 34%	258 38%	298 36%	142 45%	76 48%	225 41%	128 50%	156 36%	30 56%	99 48%	84 35%	80 41%	76 32%	31 26%	91 34%	72 40%	26 47%	15 55%	9 39%	48 37%
NET: Unacceptable	512 34%	238 41%	261 38%	327 39%	90 28%	44 28%	196 35%	84 33%	176 41%	16 30%	68 33%	84 35%	79 41%	97 41%	41 35%	116 44%	66 36%	19 34%	6 21%	11 45%	51 39%

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Absolutes/col percents

Table 356

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

15% return (e.g. after 10 years your pension savings would be £11,500)

	vested				investing				Clockface Quadrants								
	Total	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable savings amount	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right
Unweighted base	1506	26	34	26	34	33	36	16	112	165	867	300	174	338	351	343	474
Weighted base	1486	26	38	29	39	36	42	19	109	163	860	294	169	323	346	353	463
Completely acceptable	194 13%	2 8%	17 46%	7 25%	9 23%	8 21%	13 32%	4 21%	14 13%	44 27%	115 13%	25 9%	10 6%	41 13%	40 12%	54 15%	59 13%
Fairly acceptable	388 26%	9 35%	6 17%	9 30%	17 43%	13 35%	9 23%	9 48%	29 27%	50 31%	259 30%	51 17%	28 16%	91 28%	76 22%	91 26%	129 28%
Neither acceptable nor unacceptable	392 26%	3 11%	7 20%	7 24%	3 8%	2 5%	8 19%	3 16%	24 22%	34 21%	199 23%	81 28%	79 46%	84 26%	101 29%	82 23%	125 27%
Not particularly acceptable	321 22%	5 21%	5 12%	5 16%	8 21%	8 21%	8 20%	1 4%	26 24%	24 15%	195 23%	81 28%	20 12%	68 21%	82 24%	85 24%	86 19%
Not at all acceptable	191 13%	7 25%	2 5%	1 5%	2 6%	6 18%	3 7%	2 12%	16 14%	11 7%	92 11%	55 19%	33 19%	39 12%	46 13%	42 12%	64 14%
NET: Acceptable	582 39%	11 43%	24 63%	16 55%	26 66%	21 56%	23 55%	13 68%	43 40%	94 58%	374 43%	76 26%	38 23%	132 41%	117 34%	145 41%	189 41%
NET: Unacceptable	512 34%	12 46%	6 17%	6 21%	10 26%	14 38%	11 27%	3 16%	42 39%	35 22%	287 33%	137 47%	53 31%	107 33%	128 37%	127 36%	150 32%

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Absolutes/col percents

Table 357

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

20% return (e.g. after 10 years your pension savings would be £12,000)

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	1506	774	729	349	271	238	209	387	152	154	118	122	206	194	117	120	87	181	507	305	77	77	67	375	98
Weighted base	1486	740	743	368	251	261	203	347	152	146	132	114	173	212	104	129	89	174	696	195	62	64	59	330	81
Completely acceptable	283 19%	151 20%	132 18%	76 21%	53 21%	49 19%	29 15%	65 19%	38 25%	31 21%	24 18%	18 16%	36 21%	38 18%	22 21%	25 19%	12 13%	29 17%	151 22%	35 18%	8 12%	10 15%	10 17%	56 17%	14 17%
Fairly acceptable	489 33%	245 33%	242 33%	131 36%	96 38%	84 32%	59 29%	103 30%	52 34%	53 36%	42 32%	38 34%	54 31%	77 36%	43 41%	42 32%	21 23%	48 28%	233 33%	67 35%	19 30%	17 26%	26 44%	98 30%	30 38%
Neither acceptable nor unacceptable	369 25%	158 21%	211 28%	101 27%	52 21%	70 27%	51 25%	79 23%	37 25%	31 21%	28 22%	23 20%	31 18%	64 30%	20 19%	41 32%	29 32%	48 27%	170 24%	50 25%	21 33%	16 26%	13 21%	79 24%	22 27%
Not particularly acceptable	221 15%	112 15%	109 15%	40 11%	29 12%	39 15%	38 19%	69 20%	14 9%	16 11%	25 19%	21 18%	32 19%	26 12%	13 13%	14 11%	17 20%	37 21%	88 13%	29 15%	9 15%	14 22%	8 14%	64 19%	10 12%
Not at all acceptable	123 8%	74 10%	49 7%	20 5%	21 9%	20 8%	25 12%	32 9%	11 7%	15 10%	13 10%	14 12%	20 11%	9 4%	6 6%	7 6%	11 12%	13 7%	54 8%	14 7%	6 10%	7 11%	2 4%	34 10%	5 7%
NET: Acceptable	773 52%	396 53%	374 50%	207 56%	149 59%	133 51%	88 44%	167 48%	90 59%	84 57%	66 50%	56 49%	90 52%	114 54%	65 62%	67 52%	32 36%	77 44%	384 55%	103 53%	26 42%	26 42%	36 61%	154 47%	44 54%
NET: Unacceptable	344 23%	186 25%	158 21%	60 16%	51 20%	59 23%	63 31%	101 29%	25 17%	31 21%	38 29%	35 31%	52 30%	35 16%	19 19%	21 16%	28 32%	49 28%	142 20%	43 22%	15 24%	21 33%	11 18%	98 30%	15 19%

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Absolutes/col percents

Table 358

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

20% return (e.g. after 10 years your pension savings would be £12,000)

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	1506	396	431	314	365	120	58	174	125	130	90	66	150	182	229	137	45	1333	161	33	73	37	9	9	12
Weighted base	1486	416	433	311	326	105	60	168	125	137	99	64	136	207	213	128	44	1269	203	40	92	46	12	14	13
Completely acceptable	283 19%	83 20%	78 18%	61 20%	61 19%	17 16%	17 27%	36 22%	18 14%	23 17%	17 18%	9 14%	22 16%	47 23%	45 21%	28 22%	5 12%	238 19%	44 22%	8 19%	22 24%	11 23%	4 30%	1 7%	* 4%
Fairly acceptable	489 33%	137 33%	156 36%	98 32%	98 30%	32 31%	22 36%	57 34%	41 33%	51 37%	28 28%	22 35%	44 32%	72 35%	62 29%	45 36%	14 32%	410 32%	78 38%	11 27%	40 43%	20 44%	2 16%	5 40%	1 8%
Neither acceptable nor unacceptable	369 25%	87 21%	106 24%	88 28%	89 27%	28 27%	10 16%	31 18%	33 26%	36 26%	23 23%	18 28%	35 26%	49 24%	54 25%	37 29%	17 38%	318 25%	43 21%	11 29%	20 21%	7 15%	4 30%	1 9%	9 66%
Not particularly acceptable	221 15%	61 15%	62 14%	45 15%	53 16%	16 15%	11 19%	26 16%	23 18%	18 13%	21 21%	7 11%	22 16%	25 12%	34 16%	12 10%	5 11%	198 16%	21 10%	7 19%	3 3%	6 13%	2 13%	3 20%	2 17%
Not at all acceptable	123 8%	49 12%	31 7%	18 6%	25 8%	12 12%	1 2%	18 11%	11 9%	10 7%	9 9%	7 12%	13 10%	14 7%	18 9%	5 4%	3 7%	105 8%	17 9%	3 7%	8 8%	2 5%	1 11%	3 24%	1 5%
NET: Acceptable	773 52%	220 53%	234 54%	160 51%	160 49%	49 47%	38 63%	93 55%	59 47%	74 54%	45 46%	31 49%	65 48%	119 57%	107 50%	73 57%	19 44%	649 51%	123 60%	18 46%	61 67%	31 67%	6 45%	6 47%	2 12%
NET: Unacceptable	344 23%	110 26%	93 22%	63 20%	77 24%	28 26%	12 20%	44 26%	34 27%	27 20%	30 31%	15 23%	36 26%	40 19%	53 25%	18 14%	8 18%	303 24%	38 19%	10 25%	11 12%	8 18%	3 24%	6 43%	3 22%

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Absolutes/col percents

Table 359

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

20% return (e.g. after 10 years your pension savings would be £12,000)

	Income															Pension Status Awareness			
	Total	Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	1506	309	282	256	270	183	69	38	40	17	5	9	3	3	6	1025	146	37	298
Weighted base	1486	259	246	250	287	199	83	44	47	20	7	11	4	5	7	1048	140	35	264
Completely acceptable	283 19%	46 18%	44 18%	41 16%	47 17%	50 25%	22 26%	12 26%	10 21%	3 16%	- -	- -	2 60%	3 60%	- -	196 19%	31 22%	4 11%	53 20%
Fairly acceptable	489 33%	78 30%	83 34%	103 41%	75 26%	69 35%	31 37%	7 16%	16 35%	9 45%	2 30%	7 67%	2 40%	2 40%	- -	345 33%	51 37%	13 39%	79 30%
Neither acceptable nor unacceptable	369 25%	82 32%	58 24%	58 23%	72 25%	39 19%	16 20%	17 38%	9 20%	4 20%	3 20%	2 47%	- 15%	- -	5 75%	248 24%	35 25%	10 30%	76 29%
Not particularly acceptable	221 15%	38 15%	30 12%	36 14%	67 23%	27 14%	13 15%	2 5%	3 5%	1 6%	1 23%	- -	- -	- -	- -	164 16%	13 9%	4 11%	41 15%
Not at all acceptable	123 8%	16 6%	30 12%	12 5%	26 9%	14 7%	2 2%	6 14%	9 19%	3 13%	- -	2 19%	- -	- -	2 25%	95 9%	10 7%	3 9%	15 6%
NET: Acceptable	773 52%	123 48%	127 52%	144 58%	122 43%	119 60%	52 63%	19 43%	26 56%	12 61%	2 30%	7 67%	4 100%	5 100%	- -	541 52%	82 59%	17 50%	132 50%
NET: Unacceptable	344 23%	54 21%	61 25%	48 19%	93 32%	42 21%	15 18%	8 19%	11 24%	4 19%	1 23%	2 19%	- -	- -	2 25%	259 25%	22 16%	7 20%	56 21%

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Absolutes/col percents

Table 360

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

20% return (e.g. after 10 years your pension savings would be £12,000)

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)								Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No		
Unweighted base	1506	490	427	226	201	267	8	6	607	191	67	15	45	85	66	130	76	551	61	490	688	267	434	587
Weighted base	1486	477	474	218	206	259	9	6	637	181	63	15	46	77	61	111	71	559	66	493	678	249	397	647
Completely acceptable	283	97	89	43	37	47	-	1	123	39	15	5	8	17	16	15	19	116	23	93	125	42	75	121
	19%	20%	19%	20%	18%	18%	-	24%	19%	22%	23%	37%	18%	22%	26%	14%	26%	21%	35%	19%	18%	17%	19%	19%
Fairly acceptable	489	150	164	64	71	80	4	-	213	58	22	4	15	26	18	34	23	194	14	180	230	65	121	223
	33%	31%	35%	29%	34%	31%	41%	-	33%	32%	34%	25%	33%	34%	29%	31%	33%	35%	22%	36%	34%	26%	31%	34%
Neither acceptable nor unacceptable	369	110	109	53	58	53	3	3	145	41	17	3	10	16	13	47	19	119	6	112	169	81	85	162
	25%	23%	23%	24%	28%	20%	34%	48%	23%	23%	27%	23%	21%	21%	22%	42%	27%	21%	10%	23%	25%	33%	21%	25%
Not particularly acceptable	221	70	74	36	24	48	2	2	103	30	7	-	10	9	8	9	7	81	9	72	103	37	79	85
	15%	15%	16%	17%	12%	19%	26%	28%	16%	17%	10%	-	21%	12%	13%	8%	9%	14%	13%	15%	15%	15%	20%	13%
Not at all acceptable	123	50	38	22	16	31	-	-	53	12	4	2	3	9	7	6	4	50	13	36	51	23	37	57
	8%	11%	8%	10%	8%	12%	-	-	8%	7%	6%	15%	6%	12%	11%	5%	5%	9%	20%	7%	7%	9%	9%	9%
NET: Acceptable	773	247	254	107	108	127	4	1	336	97	36	9	24	43	33	49	42	310	37	272	355	108	196	343
	52%	52%	53%	49%	53%	49%	41%	24%	53%	54%	57%	62%	52%	56%	55%	44%	59%	55%	57%	55%	52%	43%	49%	53%
NET: Unacceptable	344	120	112	58	40	80	2	2	157	42	10	2	12	18	14	15	10	131	22	109	153	60	115	142
	23%	25%	24%	27%	19%	31%	26%	28%	25%	23%	16%	15%	27%	24%	24%	13%	14%	23%	34%	22%	23%	24%	29%	22%

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Absolutes/col percents

Table 361

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

20% return (e.g. after 10 years your pension savings would be £12,000)

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension savings increase by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't care about my pension is invested	I don't think it is possible for me to change where my pension is invested
Unweighted base	1506	576	682	828	306	150	533	243	432	47	196	236	193	239	114	272	181	56	28	24	132
Weighted base	1486	587	687	837	320	158	555	258	430	53	205	242	193	237	118	263	181	55	27	23	130
Completely acceptable	283 19%	97 17%	127 18%	143 17%	71 22%	39 25%	109 20%	65 25%	82 19%	20 39%	45 22%	36 15%	38 20%	44 19%	12 10%	51 19%	35 19%	12 22%	7 27%	4 18%	25 19%
Fairly acceptable	489 33%	176 30%	224 33%	277 33%	119 37%	52 33%	188 34%	101 39%	137 32%	12 23%	89 43%	73 30%	72 37%	66 28%	34 29%	78 30%	59 33%	18 32%	10 37%	10 43%	39 30%
Neither acceptable nor unacceptable	369 25%	140 24%	158 23%	192 23%	82 26%	41 26%	130 23%	41 16%	88 20%	6 12%	35 17%	70 29%	36 19%	52 22%	49 41%	51 19%	42 23%	13 24%	6 24%	2 7%	25 19%
Not particularly acceptable	221 15%	113 19%	112 16%	144 17%	28 9%	14 9%	81 15%	30 12%	80 19%	7 13%	23 11%	39 16%	39 20%	41 17%	16 13%	56 21%	30 17%	9 17%	3 10%	5 20%	25 19%
Not at all acceptable	123 8%	61 10%	66 10%	80 10%	20 6%	10 7%	46 8%	21 8%	42 10%	7 14%	14 7%	24 10%	8 4%	34 14%	8 7%	28 11%	15 8%	2 4%	1 3%	3 11%	16 12%
NET: Acceptable	773 52%	273 47%	351 51%	420 50%	190 59%	92 58%	297 54%	166 64%	220 51%	33 61%	133 65%	110 45%	110 57%	110 46%	46 39%	129 49%	94 52%	30 54%	17 63%	14 61%	64 49%
NET: Unacceptable	344 23%	174 30%	178 26%	224 27%	48 15%	25 16%	128 23%	51 20%	122 28%	14 27%	37 18%	62 26%	47 24%	75 32%	24 20%	83 32%	45 25%	12 22%	4 13%	7 32%	40 31%

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Absolutes/col percents

Table 362

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

20% return (e.g. after 10 years your pension savings would be £12,000)

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	1506	26	34	26	34	33	36	16	112	165	867	300	174	338	351	343	474
Weighted base	1486	26	38	29	39	36	42	19	109	163	860	294	169	323	346	353	463
Completely acceptable	283 19%	3 12%	19 50%	9 31%	11 28%	9 24%	13 32%	4 21%	22 20%	54 33%	181 21%	31 11%	17 10%	58 18%	60 17%	74 21%	92 20%
Fairly acceptable	489 33%	9 34%	9 23%	12 42%	19 49%	12 34%	17 41%	9 48%	41 38%	57 35%	305 36%	89 30%	38 22%	110 34%	104 30%	124 35%	152 33%
Neither acceptable nor unacceptable	369 25%	4 16%	6 15%	2 6%	5 12%	7 18%	7 17%	3 17%	17 16%	34 21%	195 23%	70 24%	70 41%	89 28%	91 26%	79 22%	110 24%
Not particularly acceptable	221 15%	3 13%	2 6%	5 16%	2 5%	4 11%	2 5%	1 6%	20 18%	13 8%	124 14%	63 22%	21 12%	45 14%	59 17%	49 14%	68 15%
Not at all acceptable	123 8%	7 25%	2 5%	1 5%	2 6%	5 13%	2 4%	2 9%	9 8%	6 3%	54 6%	40 13%	24 14%	21 6%	32 9%	28 8%	42 9%
NET: Acceptable	773 52%	12 46%	28 73%	21 73%	30 77%	21 58%	30 73%	13 68%	63 58%	111 68%	486 57%	121 41%	55 32%	168 52%	164 47%	197 56%	244 53%
NET: Unacceptable	344 23%	10 38%	4 11%	6 21%	4 11%	9 24%	4 10%	3 15%	28 26%	18 11%	178 21%	103 35%	44 26%	66 20%	91 26%	77 22%	110 24%

Centre for Progressive Policy
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Absolutes/col percents

Table 363

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

25% return (e.g. after 10 years your pension savings would be £12,500)

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	1506	774	729	349	271	238	209	387	152	154	118	122	206	194	117	120	87	181	507	305	77	77	67	375	98
Weighted base	1486	740	743	368	251	261	203	347	152	146	132	114	173	212	104	129	89	174	696	195	62	64	59	330	81
Completely acceptable	378 25%	197 27%	180 24%	92 25%	68 27%	69 26%	44 21%	91 26%	45 30%	41 28%	32 24%	25 22%	48 28%	45 21%	28 27%	37 29%	18 20%	44 25%	191 28%	49 25%	10 16%	14 21%	16 26%	80 24%	19 23%
Fairly acceptable	494 33%	245 33%	249 33%	138 37%	94 38%	78 30%	63 31%	101 29%	50 33%	51 35%	45 34%	39 34%	53 31%	88 41%	43 41%	33 26%	24 27%	48 28%	237 34%	65 34%	17 28%	23 37%	24 41%	97 29%	30 37%
Neither acceptable nor unacceptable	363 24%	161 22%	200 27%	100 27%	48 19%	67 26%	45 22%	88 25%	41 27%	29 20%	26 19%	20 18%	40 23%	57 27%	19 19%	42 32%	26 29%	48 27%	168 24%	43 22%	23 36%	12 19%	12 21%	87 26%	18 23%
Not particularly acceptable	160 11%	80 11%	80 11%	24 7%	25 10%	31 12%	32 16%	44 13%	8 5%	15 10%	18 14%	16 14%	21 12%	17 8%	10 10%	12 10%	15 17%	24 14%	59 8%	30 15%	6 10%	10 16%	5 8%	40 12%	10 12%
Not at all acceptable	91 6%	57 8%	35 5%	15 4%	15 6%	16 6%	19 9%	23 7%	9 6%	11 7%	11 9%	13 12%	12 7%	6 3%	4 4%	5 4%	6 6%	11 6%	41 6%	8 4%	6 10%	4 7%	2 4%	26 8%	4 5%
NET: Acceptable	872 59%	442 60%	429 58%	229 62%	163 65%	147 56%	106 53%	193 55%	95 63%	92 63%	77 58%	64 56%	101 58%	133 63%	71 68%	70 54%	42 48%	92 53%	428 62%	114 59%	27 44%	37 58%	40 67%	177 54%	48 60%
NET: Unacceptable	251 17%	137 18%	114 15%	39 11%	40 16%	47 18%	51 25%	67 19%	16 11%	26 18%	30 23%	30 26%	33 19%	23 11%	14 14%	17 13%	21 24%	34 20%	100 14%	38 19%	12 19%	14 23%	7 12%	66 20%	14 17%

Centre for Progressive Policy
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Absolutes/col percents

Table 364

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

25% return (e.g. after 10 years your pension savings would be £12,500)

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	1506	396	431	314	365	120	58	174	125	130	90	66	150	182	229	137	45	1333	161	33	73	37	9	9	12
Weighted base	1486	416	433	311	326	105	60	168	125	137	99	64	136	207	213	128	44	1269	203	40	92	46	12	14	13
Completely acceptable	378 25%	100 24%	114 26%	86 28%	78 24%	24 23%	19 31%	45 27%	18 15%	32 23%	26 27%	11 18%	33 24%	62 30%	58 27%	40 32%	9 21%	325 26%	53 26%	10 24%	26 28%	12 26%	5 39%	1 7%	* 4%
Fairly acceptable	494 33%	139 33%	159 37%	92 30%	104 32%	29 28%	24 40%	56 33%	49 39%	47 34%	25 25%	28 43%	48 35%	59 29%	72 34%	44 34%	14 31%	409 32%	79 39%	11 28%	39 43%	22 47%	5 37%	3 22%	5 35%
Neither acceptable nor unacceptable	363 24%	94 23%	93 21%	84 27%	92 28%	31 29%	11 18%	33 20%	34 28%	38 27%	25 25%	16 25%	38 28%	49 23%	42 20%	33 25%	15 34%	318 25%	38 19%	13 33%	15 16%	4 8%	-	6 47%	7 56%
Not particularly acceptable	160 11%	51 12%	40 9%	37 12%	32 10%	15 15%	6 10%	18 11%	13 11%	15 11%	15 15%	5 7%	9 7%	24 12%	28 13%	7 5%	4 9%	140 11%	20 10%	3 9%	5 6%	6 13%	3 24%	2 13%	-
Not at all acceptable	91 6%	32 8%	27 6%	12 4%	20 6%	6 5%	1 2%	16 9%	10 8%	7 5%	8 8%	4 6%	8 6%	13 6%	13 6%	5 4%	2 5%	77 6%	13 6%	3 7%	7 7%	2 5%	-	1 10%	1 5%
NET: Acceptable	872 59%	239 58%	273 63%	178 57%	181 56%	53 51%	43 71%	101 60%	67 54%	78 57%	51 52%	39 61%	81 60%	122 59%	130 61%	84 66%	23 52%	734 58%	133 65%	21 52%	65 71%	34 73%	9 76%	4 29%	5 39%
NET: Unacceptable	251 17%	83 20%	67 15%	49 16%	52 16%	21 20%	7 12%	34 20%	23 19%	21 16%	23 23%	9 14%	17 13%	37 18%	41 19%	11 9%	6 14%	218 17%	33 16%	6 15%	12 13%	8 18%	3 24%	3 24%	1 5%

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Absolutes/col percents

Table 365

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

25% return (e.g. after 10 years your pension savings would be £12,500)

	Income															Pension Status Awareness			
	Total	Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	1506	309	282	256	270	183	69	38	40	17	5	9	3	3	6	1025	146	37	298
Weighted base	1486	259	246	250	287	199	83	44	47	20	7	11	4	5	7	1048	140	35	264
Completely acceptable	378 25%	58 22%	60 24%	59 24%	68 24%	66 33%	22 26%	13 30%	14 30%	3 16%	1 20%	- -	2 60%	3 60%	- -	264 25%	43 31%	7 20%	65 25%
Fairly acceptable	494 33%	89 34%	82 33%	95 38%	81 28%	67 34%	31 37%	8 19%	16 34%	7 33%	2 33%	7 64%	2 40%	2 40%	1 19%	351 33%	45 32%	11 31%	87 33%
Neither acceptable nor unacceptable	363 24%	73 28%	57 23%	63 25%	79 28%	32 16%	21 26%	13 29%	9 19%	4 21%	3 47%	2 15%	- -	- -	4 55%	243 23%	35 25%	11 31%	74 28%
Not particularly acceptable	160 11%	25 10%	23 9%	26 11%	41 14%	25 12%	8 10%	4 9%	1 2%	3 17%	- -	1 12%	- -	- -	- -	121 12%	10 7%	4 10%	25 9%
Not at all acceptable	91 6%	13 5%	24 10%	7 3%	18 6%	9 4%	2 2%	5 12%	7 15%	3 13%	- -	1 9%	- -	- -	2 25%	69 7%	6 4%	3 7%	13 5%
NET: Acceptable	872 59%	147 57%	142 58%	154 62%	149 52%	133 67%	52 63%	22 49%	30 65%	10 48%	3 53%	7 64%	4 100%	5 100%	1 19%	614 59%	88 63%	18 51%	152 58%
NET: Unacceptable	251 17%	38 15%	47 19%	33 13%	59 21%	34 17%	10 12%	10 22%	8 17%	6 31%	- -	2 21%	- -	- -	2 25%	190 18%	17 12%	6 18%	38 14%

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Absolutes/col percents

Table 366

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

25% return (e.g. after 10 years your pension savings would be £12,500)

	Q13 - Type of pension holder (aware)									Q14 - Type of pension available to them (non-pension holders / unaware)						Q15 - Knowledge of pensions					Q12 - Started receiving payouts			
	Total	State pension	Work-place pension - defined contribution	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No		
Unweighted base	1506	490	427	226	201	267	8	6	607	191	67	15	45	85	66	130	76	551	61	490	688	267	434	587
Weighted base	1486	477	474	218	206	259	9	6	637	181	63	15	46	77	61	111	71	559	66	493	678	249	397	647
Completely acceptable	378 25%	128 27%	118 25%	54 25%	49 24%	67 26%	- -	1 24%	162 25%	49 27%	17 27%	5 37%	13 28%	20 26%	19 31%	23 21%	21 30%	152 27%	24 36%	128 26%	172 25%	55 22%	102 26%	161 25%
Fairly acceptable	494 33%	152 32%	165 35%	76 35%	77 37%	76 29%	5 61%	2 26%	221 35%	56 31%	20 32%	4 26%	11 24%	24 32%	16 26%	38 34%	23 33%	190 34%	12 18%	178 36%	233 34%	71 28%	121 30%	229 35%
Neither acceptable nor unacceptable	363 24%	104 22%	111 23%	47 21%	50 24%	56 21%	2 24%	3 50%	142 22%	47 26%	17 27%	1 10%	16 35%	18 23%	14 23%	41 37%	17 24%	114 20%	9 14%	104 21%	160 24%	90 36%	92 23%	150 23%
Not particularly acceptable	160 11%	58 12%	51 11%	25 11%	18 9%	37 14%	1 15%	- -	73 11%	20 11%	7 11%	2 16%	3 6%	8 10%	7 11%	4 4%	8 11%	63 11%	8 12%	55 11%	80 12%	17 7%	58 15%	63 10%
Not at all acceptable	91 6%	34 7%	29 6%	16 7%	12 6%	24 9%	- -	- -	39 6%	8 4%	2 4%	2 12%	3 6%	6 8%	5 8%	5 5%	2 3%	41 7%	13 20%	28 6%	33 5%	16 7%	24 6%	44 7%
NET: Acceptable	872 59%	281 59%	284 60%	130 60%	126 61%	143 55%	5 61%	3 50%	384 60%	105 58%	37 58%	9 62%	24 52%	45 58%	35 57%	61 55%	44 62%	341 61%	36 54%	306 62%	405 60%	126 51%	223 56%	390 60%
NET: Unacceptable	251 17%	92 19%	79 17%	41 19%	30 15%	61 23%	1 15%	- -	112 18%	28 16%	10 15%	4 28%	6 13%	14 19%	12 19%	9 8%	10 14%	104 19%	21 32%	83 17%	113 17%	33 13%	81 21%	107 17%

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Absolutes/col percents

Table 367

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

25% return (e.g. after 10 years your pension savings would be £12,500)

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension savings increase by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Some-what agree	Neither agree nor dis-agree	Some-what dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't care about my pension is invested	I don't think it is possible for me to change where my pension is invested
Unweighted base	1506	576	682	828	306	150	533	243	432	47	196	236	193	239	114	272	181	56	28	24	132
Weighted base	1486	587	687	837	320	158	555	258	430	53	205	242	193	237	118	263	181	55	27	23	130
Completely acceptable	378 25%	135 23%	169 25%	199 24%	100 31%	47 30%	141 25%	77 30%	118 27%	21 40%	56 27%	49 20%	59 31%	59 25%	20 17%	68 26%	50 28%	17 30%	9 34%	6 27%	33 25%
Fairly acceptable	494 33%	191 32%	226 33%	275 33%	110 35%	56 35%	194 35%	97 37%	143 33%	18 34%	79 38%	73 30%	63 33%	80 34%	38 32%	88 33%	71 39%	22 41%	10 37%	7 29%	44 34%
Neither acceptable nor unacceptable	363 24%	133 23%	162 24%	196 23%	71 22%	37 23%	130 23%	37 15%	89 21%	4 7%	34 16%	74 31%	37 19%	53 22%	42 36%	48 18%	33 18%	10 18%	7 24%	8 34%	29 23%
Not particularly acceptable	160 11%	79 13%	83 12%	109 13%	22 7%	10 6%	59 11%	29 11%	54 12%	2 4%	27 13%	25 11%	27 14%	27 11%	13 11%	41 15%	22 12%	5 9%	1 2%	1 3%	15 12%
Not at all acceptable	91 6%	49 8%	47 7%	57 7%	16 5%	8 5%	31 6%	18 7%	26 6%	7 14%	11 5%	20 8%	7 4%	19 8%	5 5%	18 7%	5 3%	1 3%	1 3%	2 7%	8 6%
NET: Acceptable	872 59%	326 55%	395 58%	474 57%	210 66%	103 65%	335 60%	174 67%	261 61%	39 74%	135 66%	122 51%	122 63%	139 59%	58 49%	156 59%	121 67%	39 71%	19 71%	13 57%	78 60%
NET: Unacceptable	251 17%	128 22%	130 19%	166 20%	38 12%	18 11%	90 16%	47 18%	79 18%	10 18%	37 18%	45 19%	34 18%	46 19%	18 16%	59 22%	27 15%	6 11%	1 5%	2 9%	23 18%

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Absolutes/col percents

Table 368

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

25% return (e.g. after 10 years your pension savings would be £12,500)

	vested				investing				Clockface Quadrants								
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	1506	26	34	26	34	33	36	16	112	165	867	300	174	338	351	343	474
Weighted base	1486	26	38	29	39	36	42	19	109	163	860	294	169	323	346	353	463
Completely acceptable	378 25%	4 15%	21 56%	10 35%	12 32%	9 24%	13 32%	7 38%	27 24%	70 43%	233 27%	49 17%	27 16%	79 24%	83 24%	101 28%	116 25%
Fairly acceptable	494 33%	12 44%	10 25%	13 44%	19 47%	17 47%	14 33%	5 25%	41 37%	47 29%	310 36%	99 34%	38 22%	117 36%	113 33%	126 36%	138 30%
Neither acceptable nor unacceptable	363 24%	2 8%	3 9%	3 9%	4 10%	4 12%	8 19%	5 26%	16 15%	30 19%	182 21%	73 25%	78 46%	81 25%	86 25%	69 19%	127 27%
Not particularly acceptable	160 11%	3 10%	2 5%	2 7%	2 5%	2 6%	5 12%	1 6%	20 18%	10 6%	101 12%	40 14%	9 5%	33 10%	42 12%	35 10%	49 11%
Not at all acceptable	91 6%	6 23%	1 4%	1 5%	2 6%	4 12%	2 4%	1 6%	6 5%	6 3%	33 4%	34 11%	19 11%	13 4%	21 6%	24 7%	33 7%
NET: Acceptable	872 59%	15 59%	31 82%	23 79%	31 79%	26 70%	27 65%	12 62%	67 62%	117 72%	543 63%	147 50%	64 38%	195 60%	197 57%	226 64%	254 55%
NET: Unacceptable	251 17%	9 33%	3 9%	3 12%	4 11%	6 18%	7 16%	2 12%	26 24%	16 10%	134 16%	74 25%	27 16%	47 14%	63 18%	58 17%	83 18%

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Absolutes/col percents

Table 369

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

30% return (e.g. after 10 years your pension savings would be £13,000)

	Gender			Age - Total					Age - Male					Age - Female					Working Status Current						
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	1506	774	729	349	271	238	209	387	152	154	118	122	206	194	117	120	87	181	507	305	77	77	67	375	98
Weighted base	1486	740	743	368	251	261	203	347	152	146	132	114	173	212	104	129	89	174	696	195	62	64	59	330	81
Completely acceptable	507	262	243	120	94	95	57	125	55	51	52	34	64	64	43	44	23	60	251	70	14	15	19	111	28
	34%	35%	33%	33%	38%	37%	28%	36%	36%	35%	39%	30%	37%	30%	41%	34%	26%	35%	36%	36%	22%	24%	32%	34%	35%
Fairly acceptable	505	240	263	145	83	76	72	106	54	48	36	38	57	89	35	40	34	49	239	66	22	24	25	100	30
	34%	32%	35%	39%	33%	29%	36%	31%	35%	33%	27%	34%	33%	42%	33%	31%	38%	28%	34%	34%	35%	37%	42%	30%	37%
Neither acceptable nor unacceptable	301	141	160	80	40	58	40	71	33	27	24	21	29	47	14	33	19	42	135	33	19	15	11	75	13
	20%	19%	22%	22%	16%	22%	20%	20%	21%	18%	18%	18%	17%	22%	13%	26%	22%	24%	19%	17%	30%	23%	19%	23%	16%
Not particularly acceptable	104	51	53	13	22	20	20	27	4	13	10	9	13	9	9	10	11	15	39	22	2	8	2	23	8
	7%	7%	7%	4%	9%	8%	10%	8%	3%	9%	8%	8%	7%	4%	9%	8%	12%	8%	6%	11%	4%	12%	4%	7%	9%
Not at all acceptable	69	46	23	10	11	13	13	18	6	7	11	11	10	4	4	2	2	8	32	4	6	3	2	21	2
	5%	6%	3%	3%	4%	5%	7%	5%	4%	5%	8%	10%	6%	2%	4%	1%	2%	5%	5%	2%	10%	4%	3%	6%	3%
NET: Acceptable	1012	503	506	265	177	171	129	231	109	100	87	72	122	152	78	84	57	109	490	136	35	39	44	211	58
	68%	68%	68%	72%	71%	65%	64%	66%	72%	68%	66%	64%	70%	72%	74%	65%	64%	63%	70%	70%	57%	61%	74%	64%	72%
NET: Unacceptable	173	96	76	23	33	33	33	45	11	20	21	21	23	13	13	12	13	23	71	26	8	10	4	44	10
	12%	13%	10%	6%	13%	13%	16%	13%	7%	13%	16%	18%	13%	6%	13%	9%	14%	13%	10%	13%	13%	16%	7%	13%	12%

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Absolutes/col percents

Table 370

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

30% return (e.g. after 10 years your pension savings would be £13,000)

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	1506	396	431	314	365	120	58	174	125	130	90	66	150	182	229	137	45	1333	161	33	73	37	9	9	12
Weighted base	1486	416	433	311	326	105	60	168	125	137	99	64	136	207	213	128	44	1269	203	40	92	46	12	14	13
Completely acceptable	507 34%	147 35%	143 33%	113 36%	104 32%	34 32%	24 40%	57 34%	30 24%	44 32%	31 31%	21 33%	39 29%	83 40%	82 39%	49 38%	13 30%	435 34%	72 35%	13 33%	31 34%	21 47%	5 39%	1 7%	* 4%
Fairly acceptable	505 34%	133 32%	166 38%	96 31%	110 34%	31 30%	27 45%	59 35%	55 44%	50 36%	32 32%	23 36%	51 38%	58 28%	63 29%	43 33%	14 31%	426 34%	75 37%	12 29%	33 36%	17 36%	5 37%	9 69%	4 33%
Neither acceptable nor unacceptable	301 20%	78 19%	74 17%	73 24%	75 23%	27 26%	6 10%	28 17%	22 18%	28 20%	21 22%	11 17%	31 23%	45 22%	44 21%	28 22%	10 22%	260 20%	33 16%	11 27%	17 18%	4 9%	2 13%	-	8 58%
Not particularly acceptable	104 7%	33 8%	32 7%	18 6%	20 6%	11 10%	1 2%	11 6%	9 7%	12 9%	9 9%	6 9%	9 6%	10 5%	15 7%	6 5%	5 12%	90 7%	13 6%	2 4%	5 6%	1 3%	1 11%	3 24%	1 5%
Not at all acceptable	69 5%	26 6%	17 4%	10 3%	16 5%	2 2%	1 2%	13 8%	8 7%	4 3%	6 6%	3 4%	6 4%	11 5%	10 5%	2 2%	2 5%	58 5%	10 5%	3 7%	5 6%	2 5%	-	-	-
NET: Acceptable	1012 68%	279 67%	309 71%	209 67%	215 66%	65 62%	52 85%	116 69%	85 68%	94 68%	62 63%	44 69%	90 67%	141 68%	145 68%	91 71%	27 61%	860 68%	147 72%	25 62%	65 70%	38 83%	9 76%	10 76%	5 36%
NET: Unacceptable	173 12%	59 14%	50 12%	28 9%	36 11%	13 12%	3 4%	24 14%	18 14%	16 12%	15 15%	9 13%	15 11%	21 10%	24 11%	9 7%	8 17%	149 12%	23 11%	4 11%	10 11%	4 8%	1 11%	3 24%	1 5%

Centre for Progressive Policy
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Absolutes/col percents

Table 371

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

30% return (e.g. after 10 years your pension savings would be £13,000)

	Income															Pension Status Awareness			
	Total	Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto-enrolled	Non-pension holder
Unweighted base	1506	309	282	256	270	183	69	38	40	17	5	9	3	3	6	1025	146	37	298
Weighted base	1486	259	246	250	287	199	83	44	47	20	7	11	4	5	7	1048	140	35	264
Completely acceptable	507 34%	78 30%	79 32%	85 34%	93 32%	86 43%	28 33%	15 34%	21 45%	3 16%	1 20%	1 13%	2 60%	5 100%	-	357 34%	57 41%	11 33%	81 31%
Fairly acceptable	505 34%	97 38%	79 32%	90 36%	85 30%	67 34%	36 44%	13 30%	10 20%	9 47%	3 43%	7 63%	2 40%	-	1 19%	344 33%	51 36%	14 40%	96 36%
Neither acceptable nor unacceptable	301 20%	57 22%	52 21%	54 22%	64 22%	30 15%	13 16%	9 20%	8 18%	4 18%	2 26%	3 24%	-	-	4 55%	216 21%	22 16%	5 14%	59 22%
Not particularly acceptable	104 7%	17 6%	16 6%	17 7%	31 11%	9 4%	4 5%	6 13%	1 2%	3 14%	1 10%	-	-	-	-	76 7%	5 4%	2 6%	20 8%
Not at all acceptable	69 5%	10 4%	20 8%	4 2%	15 5%	7 4%	2 2%	1 3%	7 15%	1 5%	-	-	-	-	2 25%	54 5%	5 3%	3 7%	7 3%
NET: Acceptable	1012 68%	175 68%	158 64%	174 70%	178 62%	153 77%	64 77%	28 64%	31 65%	13 63%	4 64%	9 76%	4 100%	5 100%	1 19%	701 67%	108 77%	25 73%	178 67%
NET: Unacceptable	173 12%	27 10%	36 14%	21 9%	45 16%	16 8%	6 7%	7 16%	8 17%	4 19%	1 10%	-	-	-	2 25%	131 12%	10 7%	4 13%	27 10%

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Absolutes/col percents

Table 372

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

30% return (e.g. after 10 years your pension savings would be £13,000)

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)								Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No		
Unweighted base	1506	490	427	226	201	267	8	6	607	191	67	15	45	85	66	130	76	551	61	490	688	267	434	587
Weighted base	1486	477	474	218	206	259	9	6	637	181	63	15	46	77	61	111	71	559	66	493	678	249	397	647
Completely acceptable	507	175	155	71	71	87	1	3	214	64	22	6	13	26	25	32	27	206	27	179	224	76	135	221
	34%	37%	33%	33%	34%	34%	11%	50%	34%	35%	35%	40%	29%	34%	41%	29%	37%	37%	42%	36%	33%	31%	34%	34%
Fairly acceptable	505	149	161	78	72	90	5	-	216	70	23	5	23	34	18	36	26	185	16	170	247	73	124	219
	34%	31%	34%	36%	35%	35%	54%	-	34%	39%	36%	31%	50%	44%	29%	33%	36%	33%	24%	34%	36%	29%	31%	34%
Neither acceptable nor unacceptable	301	88	100	40	45	36	2	3	130	29	12	2	4	8	10	35	13	99	7	92	129	74	89	127
	20%	18%	21%	18%	22%	14%	20%	50%	20%	16%	19%	14%	10%	10%	17%	31%	18%	18%	11%	19%	19%	30%	22%	20%
Not particularly acceptable	104	37	37	14	10	27	1	-	47	14	4	1	4	7	4	4	4	40	4	36	52	12	32	45
	7%	8%	8%	6%	5%	11%	15%	-	7%	7%	6%	4%	8%	9%	6%	3%	5%	7%	6%	7%	8%	5%	8%	7%
Not at all acceptable	69	28	22	14	9	19	-	-	31	4	2	2	1	3	4	4	2	29	12	17	26	14	17	36
	5%	6%	5%	7%	4%	7%	-	-	5%	2%	4%	12%	3%	4%	7%	3%	3%	5%	19%	3%	4%	6%	4%	6%
NET: Acceptable	1012	324	315	150	143	177	6	3	430	134	45	10	36	60	43	69	53	392	43	349	471	149	259	440
	68%	68%	67%	69%	69%	68%	65%	50%	67%	74%	71%	71%	79%	77%	70%	62%	74%	70%	65%	71%	70%	60%	65%	68%
NET: Unacceptable	173	65	58	28	19	46	1	-	78	18	6	2	5	10	8	7	6	69	16	53	78	26	49	80
	12%	14%	12%	13%	9%	18%	15%	-	12%	10%	10%	15%	11%	13%	13%	7%	9%	12%	24%	11%	11%	10%	12%	12%

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Absolutes/col percents

Table 373

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

30% return (e.g. after 10 years your pension savings would be £13,000)

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension savings increase by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor dis-agree	Somewhat dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't care about where my pension is invested	I don't think it is possible for me to change where my pension is invested
Unweighted base	1506	576	682	828	306	150	533	243	432	47	196	236	193	239	114	272	181	56	28	24	132
Weighted base	1486	587	687	837	320	158	555	258	430	53	205	242	193	237	118	263	181	55	27	23	130
Completely acceptable	507 34%	185 32%	232 34%	270 32%	131 41%	60 38%	194 35%	98 38%	158 37%	24 46%	74 36%	74 31%	74 38%	84 36%	26 22%	96 36%	71 39%	23 41%	16 59%	7 30%	47 37%
Fairly acceptable	505 34%	183 31%	230 33%	284 34%	100 31%	45 29%	191 34%	97 38%	143 33%	16 30%	81 40%	66 27%	66 34%	77 33%	38 32%	89 34%	61 34%	18 32%	4 16%	8 33%	37 28%
Neither acceptable nor unacceptable	301 20%	135 23%	138 20%	173 21%	58 18%	38 24%	105 19%	34 13%	76 18%	4 7%	31 15%	69 28%	32 17%	44 18%	37 31%	46 17%	31 17%	9 16%	5 20%	5 21%	27 21%
Not particularly acceptable	104 7%	45 8%	51 7%	67 8%	17 5%	7 4%	42 8%	12 4%	36 8%	2 3%	10 5%	18 7%	16 8%	20 8%	11 10%	20 8%	14 8%	5 9%	1 2%	4 15%	14 11%
Not at all acceptable	69 5%	39 7%	36 5%	43 5%	14 4%	8 5%	23 4%	16 6%	17 4%	7 14%	9 4%	16 6%	5 3%	12 5%	5 5%	12 5%	4 2%	1 3%	1 3%	-	5 4%
NET: Acceptable	1012 68%	368 63%	462 67%	553 66%	231 72%	105 67%	385 69%	196 76%	301 70%	41 76%	155 76%	140 58%	139 72%	162 68%	65 55%	185 70%	132 73%	40 73%	20 75%	15 64%	84 65%
NET: Unacceptable	173 12%	84 14%	88 13%	110 13%	30 9%	15 9%	65 12%	28 11%	53 12%	9 17%	19 9%	33 14%	21 11%	32 13%	17 14%	33 12%	18 10%	6 12%	1 5%	4 15%	19 14%

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Absolutes/col percents

Table 374

Q23. Imagine you were offered a pension that actively invested in a range of companies or assets that did good for other people and/or the environment. What return from a starting investment of £10000 would make this acceptable even if the return was lower than you would expect to receive from investing in companies or assets that provide no social value (i.e. have no positive impact on people or the environment)?

Base: All respondents selected to answer Q23

30% return (e.g. after 10 years your pension savings would be £13,000)

	vested				investing				Clockface Quadrants								
	Total	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way to save for my retirement	I learnt about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right
Unweighted base	1506	26	34	26	34	33	36	16	112	165	867	300	174	338	351	343	474
Weighted base	1486	26	38	29	39	36	42	19	109	163	860	294	169	323	346	353	463
Completely acceptable	507 34%	4 15%	26 70%	12 41%	16 41%	10 27%	19 46%	7 38%	36 33%	85 52%	312 36%	73 25%	37 22%	105 32%	112 32%	138 39%	152 33%
Fairly acceptable	505 34%	12 46%	5 15%	14 47%	17 42%	18 49%	12 28%	7 35%	44 40%	50 31%	312 36%	107 36%	36 21%	121 37%	111 32%	128 36%	146 32%
Neither acceptable nor unacceptable	301 20%	3 13%	3 9%	1 4%	3 8%	4 12%	8 20%	3 13%	16 15%	20 12%	154 18%	60 20%	68 40%	66 21%	82 24%	53 15%	100 22%
Not particularly acceptable	104 7%	1 4%	1 3%	1 2%	1 3%	1 1%	1 2%	2 9%	8 7%	4 2%	57 7%	31 11%	12 7%	19 6%	24 7%	21 6%	40 9%
Not at all acceptable	69 5%	6 23%	1 4%	1 5%	2 6%	4 11%	2 4%	1 6%	5 4%	5 3%	25 3%	23 8%	16 10%	12 4%	17 5%	15 4%	25 5%
NET: Acceptable	1012 68%	16 61%	32 84%	25 89%	33 83%	28 76%	31 74%	14 72%	80 74%	135 83%	624 73%	180 61%	73 43%	225 70%	223 64%	265 75%	299 64%
NET: Unacceptable	173 12%	7 27%	3 7%	2 8%	3 9%	4 12%	2 6%	3 15%	13 12%	9 5%	82 10%	54 18%	28 17%	31 10%	41 12%	35 10%	65 14%

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Absolutes/col percents

Table 375
Clockface Quadrants
Base: All respondents

	Gender		Age - Total					Age - Male					Age - Female					Working Status Current							
	Total	Male	Female	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	22-34	35-44	45-54	55-64	65+	Working full-time	Working part-time	Not working but seeking work, temporarily unemployed or sick	Not working and not seeking work	Student	Retired	House person
Unweighted base	3017	1533	1472	687	518	474	439	779	305	283	243	249	403	375	234	229	190	375	1037	542	153	177	139	770	199
Weighted base	3017	1473	1533	723	481	526	461	704	303	269	267	251	335	414	211	257	210	367	1438	347	120	143	123	680	166
Bottom Left	645 21%	281 19%	361 24%	165 23%	118 25%	144 27%	95 21%	106 15%	52 17%	65 24%	69 26%	48 19%	43 13%	112 27%	53 25%	75 29%	47 23%	62 17%	288 20%	80 23%	39 33%	60 42%	24 19%	107 16%	48 29%
Bottom Right	737 24%	343 23%	393 26%	142 20%	130 27%	147 28%	148 32%	157 22%	54 18%	66 24%	66 25%	74 30%	77 23%	87 21%	64 30%	81 32%	74 35%	80 22%	366 25%	86 25%	29 24%	34 24%	12 9%	155 23%	54 33%
Top Left	707 23%	364 25%	339 22%	187 26%	101 21%	120 23%	109 24%	142 20%	87 29%	65 24%	69 26%	66 26%	63 19%	99 24%	35 17%	50 20%	43 21%	80 22%	365 25%	77 22%	31 25%	27 19%	52 42%	135 20%	20 12%
Top Right	929 31%	485 33%	440 29%	229 32%	132 27%	114 22%	108 23%	298 42%	110 36%	74 27%	63 24%	63 25%	154 46%	116 28%	59 28%	51 20%	45 21%	145 39%	419 29%	104 30%	22 18%	21 15%	36 29%	284 42%	44 26%

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Absolutes/col percents

Table 376
Clockface Quadrants
Base: All respondents

	Social Grade					Region										Ethnicity									
	Total	AB	C1	C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ireland	White	NET: Non-white	Mixed	Asian	Black	Chinese	Other ethnic group	Prefer not to say
Unweighted base	3017	755	858	618	786	274	112	349	249	249	195	143	297	352	437	277	83	2683	304	62	145	63	17	17	30
Weighted base	3017	794	871	632	719	256	124	335	250	259	217	142	281	398	410	259	84	2597	388	76	189	77	23	24	32
Bottom Left	645	143	194	104	205	68	30	72	55	40	42	44	57	77	87	55	19	557	77	17	35	13	7	5	11
	21%	18%	22%	16%	28%	27%	24%	21%	22%	15%	19%	31%	20%	19%	21%	21%	23%	21%	20%	23%	18%	18%	30%	19%	36%
Bottom Right	737	140	195	210	192	39	26	69	70	69	68	31	73	97	109	65	21	667	61	19	28	5	8	1	9
	24%	18%	22%	33%	27%	15%	21%	21%	28%	27%	31%	22%	26%	24%	26%	25%	25%	26%	16%	25%	15%	7%	35%	5%	27%
Top Left	707	232	237	107	130	77	34	74	53	50	41	28	61	114	86	68	20	594	107	18	45	32	4	7	5
	23%	29%	27%	17%	18%	30%	27%	22%	21%	19%	19%	20%	22%	29%	21%	26%	24%	23%	28%	24%	24%	42%	19%	28%	17%
Top Right	929	279	245	211	193	72	34	119	73	101	66	39	89	111	129	72	24	780	143	21	80	25	4	12	6
	31%	35%	28%	33%	27%	28%	27%	36%	29%	39%	31%	28%	32%	28%	31%	28%	28%	30%	37%	28%	43%	33%	17%	48%	20%

Centre for Progressive Policy
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Absolutes/col percents

Table 377
Clockface Quadrants
Base: All respondents

	Total	Income													Pension Status Awareness				
		Up to £10,000	£10,001 £15,000	£15,001 £20,000	£20,001 £25,000	£25,001 £30,000	£30,001 £35,000	£35,001 £40,000	£40,001 £50,000	£50,001 £60,000	£60,001 £70,000	£70,001 £80,000	£80,001 £90,000	£90,001 £100,000	More than £100,000	Pension holder and aware	Pension holder but not aware	Poten- tial past auto- enrolled	Non- pension holder
Unweighted base	3017	617	589	509	524	368	139	70	83	36	14	9	11	5	11	2056	267	75	619
Weighted base	3017	512	529	513	571	406	162	81	101	43	16	11	14	7	14	2136	261	71	548
Bottom Left	645 21%	155 30%	137 26%	105 20%	115 20%	74 18%	22 14%	11 13%	10 10%	5 11%	- -	- -	- -	- -	3 22%	405 19%	54 21%	18 25%	169 31%
Bottom Right	737 24%	131 26%	144 27%	130 25%	135 24%	90 22%	43 27%	11 13%	28 28%	4 10%	2 15%	2 18%	2 17%	3 40%	1 7%	523 25%	69 26%	19 26%	126 23%
Top Left	707 23%	115 23%	97 18%	122 24%	133 23%	101 25%	47 29%	29 35%	32 32%	8 18%	5 33%	4 36%	5 38%	2 27%	1 8%	518 24%	53 20%	10 15%	125 23%
Top Right	929 31%	110 22%	150 28%	156 30%	188 33%	141 35%	49 30%	31 38%	30 30%	26 62%	9 53%	5 46%	6 45%	2 32%	9 63%	690 32%	86 33%	24 34%	129 23%

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Absolutes/col percents

Table 378
Clockface Quadrants
Base: All respondents

	Q13 - Type of pension holder (aware)								Q14 - Type of pension available to them (non-pension holders / unaware)								Q15 - Knowledge of pensions					Q12 - Started receiving payouts		
	Total	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	State pension	Work-place pension - defined contribution	Work-place pension - defined benefit	Work-place pension - not sure which	Private/personal pension	None of the above	Don't know	NET: Work-place pension - defined contribution/benefit	NET: Very/Fairly knowledgeable	Very knowledgeable	Fairly knowledgeable	Not particularly knowledgeable	Not at all knowledgeable	Yes	No
Unweighted base	3017	1006	862	438	423	548	11	14	1212	352	111	21	91	161	153	270	123	1051	136	915	1407	559	857	1193
Weighted base	3017	995	975	428	448	543	11	13	1296	334	110	23	90	147	138	234	122	1076	146	930	1404	536	782	1349
Bottom Left	645	166	183	64	106	77	3	2	233	87	26	5	20	33	27	84	28	153	17	136	330	161	118	286
	21%	17%	19%	15%	24%	14%	31%	14%	18%	26%	23%	21%	23%	22%	19%	36%	23%	14%	12%	15%	24%	30%	15%	21%
Bottom Right	737	203	245	80	111	143	2	3	312	83	20	-	12	32	39	56	20	238	18	219	338	161	169	351
	24%	20%	25%	19%	25%	26%	20%	24%	24%	25%	18%	-	13%	22%	28%	24%	17%	22%	12%	24%	24%	30%	22%	26%
Top Left	707	244	236	125	118	134	1	4	329	85	27	8	28	46	23	43	31	258	43	215	343	105	180	338
	23%	24%	24%	29%	26%	25%	8%	33%	25%	26%	24%	37%	32%	31%	17%	19%	26%	24%	30%	23%	24%	20%	23%	25%
Top Right	929	381	311	159	114	189	5	4	421	79	37	9	29	36	48	50	42	428	68	360	392	109	315	373
	31%	38%	32%	37%	25%	35%	41%	29%	33%	24%	34%	42%	33%	24%	35%	22%	34%	40%	46%	39%	28%	20%	40%	28%

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Absolutes/col percents

Table 379
Clockface Quadrants
Base: All respondents

	Q16 - Priority issues (NET: Top 3)							Q17 - Ability to decide where pension is invested							in-vested						
	Total	The fees that I'm charged through my pension	The level of risk that I take, or the likelihood of my pension savings going down or up in value	The amount of money my pension increases by, or the return on investment	Investing in companies or assets that are in line with my social, moral or ethical values	Investing in companies or assets that would benefit my local area	The flexibility of the plan on offer to me	NET: Agree	NET: Dis-agree	Strongly agree	Somewhat agree	Neither agree nor dis-agree	Somewhat dis-agree	Strongly dis-agree	Don't know	My pension plan doesn't allow me to choose where my pension savings are invested	I don't feel I have enough information and/or don't know enough about investing to make such a decision	I think it is too risky to move my money and I don't want to lose money	I don't believe that moving my money will make a difference to my overall pension savings	I don't think it is possible for me to change where my pension is invested	
Unweighted base	3017	1115	1349	1697	638	319	1050	488	842	103	385	484	365	477	242	538	322	113	53	50	259
Weighted base	3017	1154	1386	1756	669	335	1109	528	857	115	413	506	374	483	245	539	332	116	50	49	261
Bottom Left	645	208	243	337	147	50	230	77	198	17	60	74	83	115	56	123	71	23	15	10	65
	21%	18%	18%	19%	22%	15%	21%	15%	23%	15%	15%	15%	22%	24%	23%	23%	21%	19%	29%	20%	25%
Bottom Right	737	321	342	434	110	78	286	108	220	19	89	137	100	119	58	131	97	34	10	17	62
	24%	28%	25%	25%	16%	23%	26%	21%	26%	17%	22%	27%	27%	25%	24%	24%	29%	29%	20%	34%	24%
Top Left	707	245	339	427	218	75	250	149	227	39	110	94	93	133	49	147	88	32	9	8	65
	23%	21%	24%	24%	33%	22%	23%	28%	26%	34%	27%	18%	25%	28%	20%	27%	27%	28%	19%	16%	25%
Top Right	929	381	461	559	194	132	342	194	212	40	153	202	97	115	82	138	76	28	16	15	69
	31%	33%	33%	32%	29%	39%	31%	37%	25%	35%	37%	40%	26%	24%	34%	26%	23%	24%	32%	30%	27%

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Absolutes/col percents

Table 380
Clockface Quadrants
Base: All respondents

	vested							investing						Clockface Quadrants			
	I was not happy with the amount of money I was making on my pensions savings	I wanted to save or invest in a different way for my retirement	I learnt more about pension investment and decided to move my money because of it	I wanted to invest my money in a lower risk fund (where I might make less money, but my money was more secure)	I wanted to invest my money in a higher risk fund (where I might make more money, but my money was less secure)	I wanted greater flexibility in how much I can add to my pension savings each month	My pension was not being invested in companies or assets that are in line with my values	I have never changed or tried to change how my pension savings are allocated	Happy to make less money on pension savings, so long as my pension is being invested in a socially valuable fund	I'd be happy to invest in a socially valuable fund, but only if there was no impact on my pension savings amount	I'd be happy to invest in a socially valuable fund, but only if it made more money on my pension savings	I don't care where my pension is invested	Bottom Left	Bottom Right	Top Left	Top Right	
Unweighted base	3017	50	67	51	64	65	68	30	249	340	1682	627	368	667	730	689	931
Weighted base	3017	52	74	56	73	73	76	35	259	344	1688	631	354	645	737	707	929
Bottom Left	645 21%	8 15%	3 4%	4 8%	13 18%	10 14%	7 10%	6 16%	44 17%	74 22%	382 23%	131 21%	57 16%	645 100%	-	-	-
Bottom Right	737 24%	9 18%	11 15%	14 24%	12 16%	8 12%	11 14%	3 9%	60 23%	63 18%	356 21%	201 32%	116 33%	-	737 100%	-	-
Top Left	707 23%	14 27%	25 34%	13 23%	16 22%	19 27%	20 26%	9 25%	77 30%	110 32%	444 26%	106 17%	46 13%	-	-	707 100%	-
Top Right	929 31%	21 40%	35 47%	25 45%	33 44%	35 48%	38 50%	18 50%	78 30%	96 28%	507 30%	192 30%	134 38%	-	-	-	929 100%