

# PENSIONS WITH PURPOSE

An opportunity to drive deeper  
engagement with DC savers



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# FOREWORD

Simon Rowell, Senior Director, Big Society Capital.



The DC pensions revolution has been a great success for the Government and industry so far, with millions of new pension savers. However, there remains a real danger that we will fail to bring about the future retirement that savers are hoping for if individuals remain disconnected and disengaged from their

pensions. That is why Big Society Capital, an independent organisation with a social mission, commissioned this polling with ComRes to better understand the views and needs of employees with DC pension in the UK and how to better connect them to their pensions.

Given the complexity of saving for retirement, it is perhaps unsurprising that two in five savers say they know little or nothing about their pension. However, there is a clear hunger to know more: almost three quarters (72%) of DC savers in this survey said it is important to them to know where the money they put into their pension is invested. Knowing where money is invested is an important first step, but it is not enough. Almost half (46%) of DC savers feel it's important that their pensions are invested in organisations that reflect their social and environmental views; this rises to 55% for those aged between 22 and 35, the millennial generation. This is a clear call to action for employers and pension providers to help savers understand whether their pensions are contributing positively to the society they want to live in for their retirement.

A 'pension with purpose' could allow savers to do just that – by investing a portion of savings into projects and organisations that are contributing positively to society – whilst allowing individuals to save adequately for retirement. People are keen to use their pensions to tackle the big social challenges of our time, with health and social care the most popular. However, it is also clear that pensions could be directed to tackle a broader range of social challenges - older employees are more likely to want to prioritise investments into national infrastructure and housing, whereas millennials are more interested in investment in small local business and education.

Fortunately, the UK has a sophisticated social investment market that already has developed products to connect investors with worthy social causes. Big Society Capital has helped develop this market through investing in over 40 institutions and funds that have financed the building of social and affordable housing, providing volunteer-led elderly care, and helping communities take control of their local assets, such as pubs and sporting fields, amongst others. These products can be a valuable platform in turning pensions with purpose into a reality.

Enabling individuals to align savings for retirement with these priorities could have a dramatic impact on society, as well as the broader relationship between employees, their employers and their pension providers.

A growing body of evidence suggests that we are not saving enough for retirement. What this research indicates, is that close to one in three individuals (31%) say they would save more if a 'social' pension was available to them. Given the significant pensions deficit that shows few signs of shrinking, this finding cannot be ignored.

There is a real opportunity now for employers and pension providers to find out the issues their savers care about and reflect these in the products they offer. The research points to compelling benefits to those that do – from improved talent retention and engagement, to competitive advantage in an increasingly crowded pensions market. Government must also play a role by creating the right incentives and regulatory environment to support the development of social pensions.

By working together, we could help create a new generation of social pension funds that harnesses a portion of the £17bn billion per year that will be going into workplace pensions by 2020. This can not only help engage today's savers, but address some of the most pressing social issues that will shape the future society that they will retire into.



All figures are decimals but are rounded to whole numbers, so nets and totals may differ by +/-1 from figures calculated from whole numbers displayed in this document.

# EXECUTIVE SUMMARY

£ **The DC pensions system is approaching an important crossroads.** By 2020 it is predicted that 18 million individuals<sup>1</sup> will have a DC pension in the UK, driven largely by auto enrolment. 9 million individuals will be saving into a pension for the first time by 2018<sup>2</sup> – a significant achievement for government and the pensions industry.

£ **However, there is a real danger that auto enrolment will fail to bring about the future retirement that savers are hoping for.** It is estimated that the average worker will need to contribute 8% of their earnings to a pension to save adequately for retirement. Research suggests that only 16% of DC pension holders are saving enough to maintain their standard of living when they stop work contributing to a UK pensions saving shortfall of £1bn a year<sup>3</sup>

£ **ComRes has been commissioned by Big Society Capital to explore public attitudes towards their DC pensions and if where their pension is invested matters.** ComRes has interviewed 1,500 employees across the UK holding DC pensions across an even range of ages, gender and company size.

£ **There is a clear need to support greater saver engagement with their retirement savings.** Two in five savers say they know little or nothing about their pension. There is a strong interest in knowing more: 72% say that it is important to them to know where the money they put into their pension is invested.

£ **An expectations gap is emerging that pension providers must fill.** Almost three in five (57%) savers feel their pension provider has primary responsibility for providing them with information on how the money they put into their pension is invested. It is also clear that others are not filling this gap. Fewer than three in ten employees (28%) with DC pensions say their employer has consulted them over the investment of their pension funds.

£ **Closing this gap is critical as a significant proportion of today's DC savers expect their pension investments to reflect their broader values.** Nearly half of those surveyed (46%) felt it was important that pensions were invested in organisations that reflect their social and environmental views; this rises to 55% for those aged between 22 and 35, the millennial generation.

£ **Uncovering the realities of many pension investments could have a significant impact on savers and their expectation of employers:** Two in five employees (39%) with DC pensions surveyed say they would want their pension money invested elsewhere if the investments didn't match their values and 35% say they would want their employer to switch provider (this rises to 40% for millennials).

£ **The top four most popular places to invest are health and social care (48%), environmental projects (44%), national infrastructure (41%) and housing (37%)** It is clear that DC pensions can also be better targeted to appeal to specific groups - older employees are more likely to want to prioritise investments into national infrastructure and housing, whereas millennials are more interested in investment in small local business and education.

£ **Offering a 'social pension' that allows investment to be better aligned with savers' values could have a significant impact on savings rates.** Given the expressed importance of pension investments that align with their values – particularly for the millennial generation of savers – it is encouraging that two in five employees with DC pensions surveyed (39%) say they would be more likely to take up a pension if their employer offered social pension funds, and 31% say they would save more if a social pension was available to them. Offering a "social pension" product could reignite savers engagement with their pension and active participation in the schemes – helping close the gap in retirement savings.

£ **For employers, offering a "social pension" option could create a new relationship with the workforce, and help attract, retain and engage employees, particularly amongst millennials.** Two in five (39%) of people say having a social pension would make them feel more engaged with their employer; this rises to just under half (49%) of millennials.

To fully realise the opportunity to drive deeper engagement by savers with their DC pensions, Big Society Capital recommends that:

- £ **Pension providers and fund managers should develop a range of new social pension funds that can meet the demand from a new generation of savers that want to see pensions aligned with their values**
- £ **Pension providers and employers should meaningfully seek the views of employees on what matters to them in their pension investments**
- £ **Employers should request that their pension providers offer pension funds that match the values of their employees**
- £ **Government should encourage the development of social pension funds through enabling policy and providing appropriate incentives to ensure savers are genuinely engaged with their pensions and vital investment is directed into the big challenges society is facing**



1. 'The Future of Pensions', a report compiled by the Centre for Economic and Social Research (Cebr) on behalf of Saga (2016)  
2. Department of Work and Pensions (DWP)  
3. Aon Hewitt DC pension saver poll, quoted in the Financial Times, October 2016

# PENSIONS

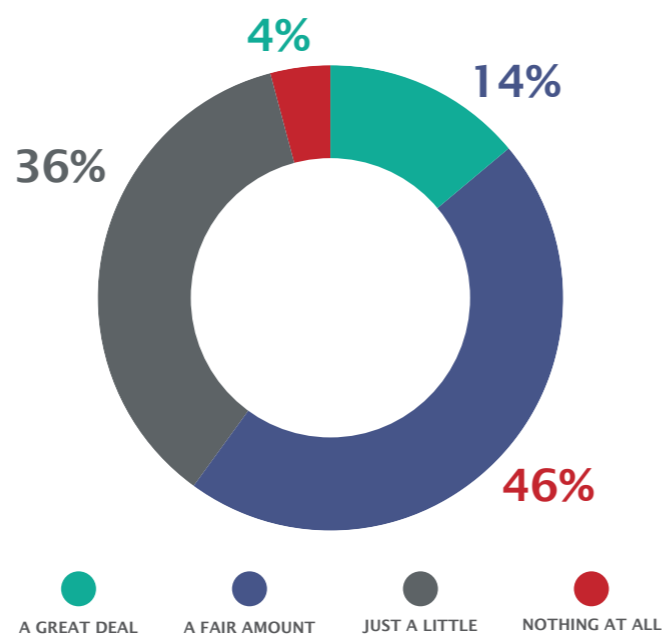
**Pensions are a complex topic where even financially sophisticated consumers require guidance - however, this does not mean that DC pension holders are 'switched off' and disengaged; they express a desire to be more informed about their pension, and there is an expectation that pension providers should provide this information.**

**Two in five (40%) employees with a DC pension know little or nothing about their pension**



With the introduction of auto enrolment meaning 9 million individuals will be saving into a pension for the first time by 2018, it is perhaps unsurprising that this remains a somewhat obscure product for pension holders. Of the 1,500 employees with a DC pension surveyed for this research, two in five (40%) know little or nothing about their pension. This gap differs according to age with a third of those aged 51-65 (35%) saying they know little or nothing about their pension, compared to 46% of those aged 36-50 who say the same. Additionally, a similar proportion (41%) do not feel well informed about where the money they put into their pension is invested.

## Knowledge of pensions



*Q5. You previously mentioned that you have a private, occupational or company pension. How much, if anything, would you say you know about your pension? Base: All employees with DC pension (n=1500)*

While a majority of the DC pension holders surveyed report knowing at least a fair amount about their pension, or being well informed about pension investment, it is important to note that these respondents tend to have a greater degree of financial sophistication than the British population overall. This is largely because of their demographic make-up (working adults with a pension product) - indeed, roughly two thirds of respondents are classified as having high financial sophistication according to the FCA's definition.

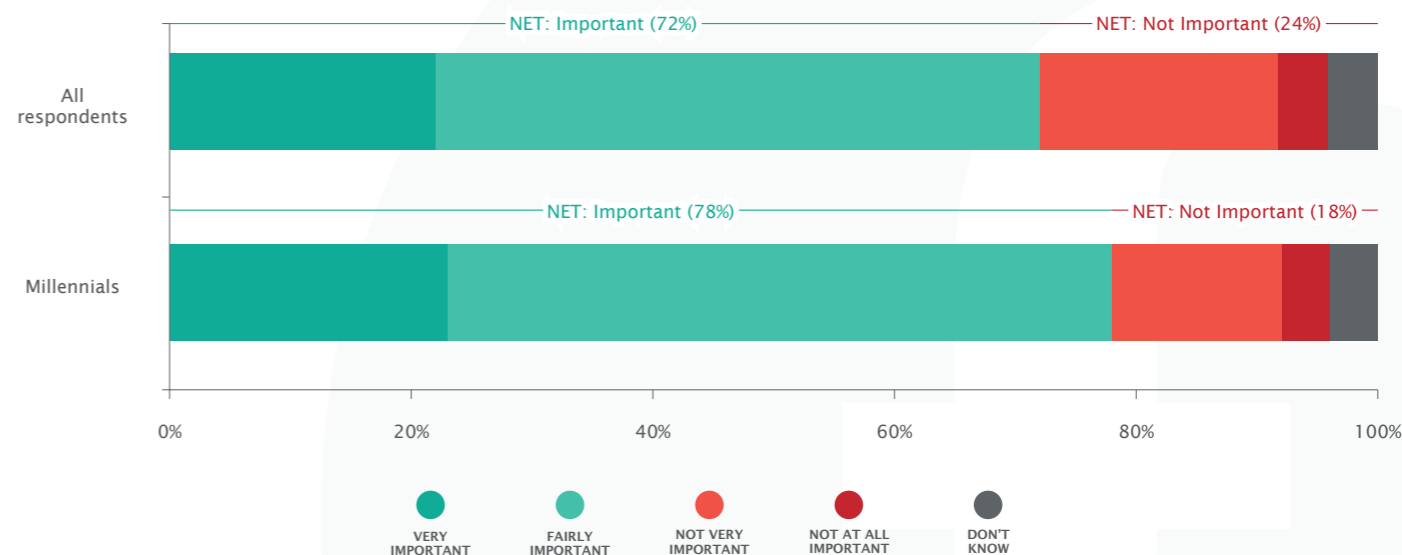
When looking at groups with a lower degree of financial sophistication, knowledge falls dramatically: seven in ten (69%) DC pension holders classified as having low financial sophistication report that they know little or nothing about their pension, and two thirds (64%) do not feel well informed about where the money they put into their pension is invested.

When examining differences in gender the gap is also stark. Seven in ten men (70%) know at least a fair amount about their pension, compared to just half (49%) of women who say the same. Similarly, two thirds of men (66%) feel well informed about where the money they put into their pension is invested, compared to half (52%) of women.

This suggests that there is a clear knowledge gap that needs to be addressed if employees are to make informed decisions about their retirement.

The partial lack of understanding of pensions does not mean that employees with DC pensions do not want to be engaged, as the majority of respondents (72%) say that it is important to them to know where the money they put into their pension is invested. In particular millennials, despite being relatively new to the workplace and to the pension system, feel it is important to have this level of engagement (78%), when compared to other age groups (71% of employees with DC pensions aged 36-50 and 67% of those aged 51-65).

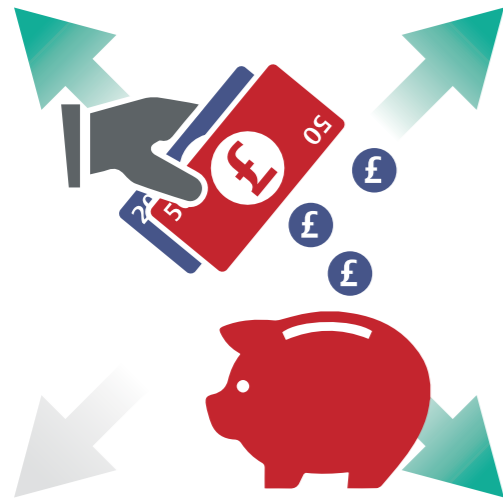
## Perceived importance of knowing where pensions are invested



*Q7. How important or otherwise is it to you to know where the money that you put into your pension is invested (e.g. the particular funds, organisations and assets)? Base: All employees with DC pension (n=1500), All employees with DC pension aged 22-35 (n=500)*

In their search for greater information about the pension they hold and where it is being invested, employees demand external support. Only 9% think they should be mainly responsible for this themselves, and this view is

consistent across those with lower and higher financial sophistication (9% vs 10% respectively). Consequently, there is a clear expectation across the board that relevant information about pension investment should be provided.



**Almost three in five employees (57%) say pension providers should be responsible for providing them with information on how the money they put into their pension is being invested**



**Nearly three-quarters (72%) say it is important that they know where the money they put into their pension is invested**

One in four (24%) consider their employer to have responsibility for providing information on pensions. However, as can be seen in the chart on the previous page, millennials are more likely than other age groups to expect this type of guidance from their employer (32% of those aged 22-35 expect employers to be responsible for this vs. 48% expecting pension providers to be responsible).

Current engagement from employers on the details of pension investments appears limited. Despite the importance they attach to this issue, fewer than three in ten (28%) employees with DC pensions say that their employer has consulted them over the investment of their pension funds.

**Employees are rarely consulted over pension investment**

**Fewer than three in ten employees (28%) with DC pensions say their employer has consulted them over the investment of their pension funds**



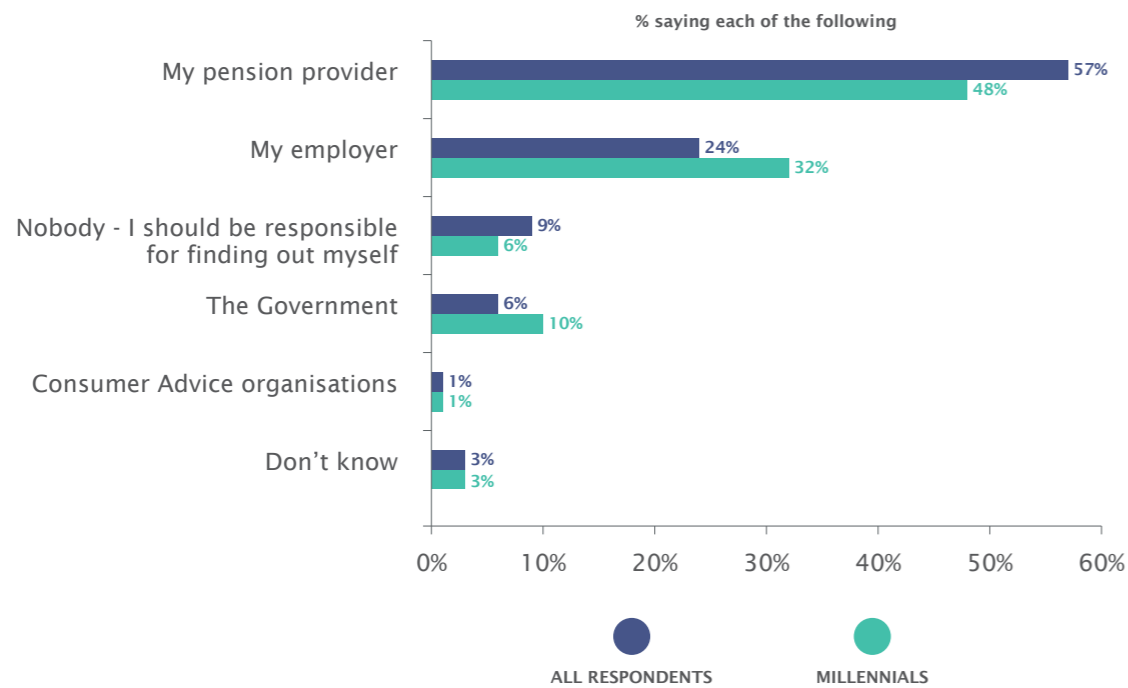
Q9. Please select the statement in each pair that best reflects your view: "My employer has consulted me over where I would like the money in my pension to be invested" / "My employer has not consulted me over where I would like the money in my pension to be invested". Base: all employees with DC pension (n=1,500)

The recent vote to leave the EU appears to have added greater uncertainty about pensions, as well as many other financial issues, for consumers. Millennials in particular may be giving more thought to their finances following the Brexit vote, with 43% saying they are more likely to put money into savings, and 35% reporting greater likelihood of putting money into their pension in light of Brexit. These findings suggest that, while employees may not currently have a complete understanding of their pension, there is a widespread desire to be informed about where their pension is invested. Employers have a significant opportunity to engage with their staff on pension investment, and this is likely to become increasingly important as millennials begin to comprise a greater proportion of the workforce.



**A third of employees with DC pensions say they are more likely to save post Brexit (this rises to over two in five (43%) for millennials) while 35% of employees with DC pensions say are more likely to put more money into their pensions in light of Brexit**

**Responsibility for providing information on where pensions are invested**



Q8. Who, if anyone, do you think should be most responsible for providing you with information on where the money you put into your pension is invested? Base: All employees with DC pension (n=1500), All employees with DC pension aged 22-35 (n=500)



# SOCIAL PENSIONS

There is strong appetite from DC savers for their pension investment to reflect their broader values. This represents a significant unmet need in the market for a pension product that allows savers to align retirement savings with the issues important to them.

## EMPLOYEES WANT THEIR PENSION INVESTMENT TO REFLECT VALUES

Social pension funds have been defined as a pension where the money is invested to make a financial return, but in organisations which have a positive impact on society. Even before introducing this definition to employees with DC pensions, this audience appears receptive to the idea of social, value-driven investment: nearly half (46%) say that it is important to them that the money they put into their pension reflects their social and environmental views.



Q9. Below are a number of paired statements relating to pensions. Please select the statement in each pair which best reflects your view. Base: All employees with DC pension (n=1500), All employees with DC pension aged 22-35 (n=500)

Millennials are particularly responsive to this type of mindful investment: a majority (55%) say that it is important that their pension funds are invested in organisations which reflect their social and environmental views.

Not only are a significant proportion of DC pension holders surveyed receptive to the idea behind social investment, but a committed group would be willing to sacrifice future returns for this. Around one third (35%) of those surveyed say that it is more important to them that their pension is invested in ethical funds than making the highest possible return. In line with previous findings, this proportion is significantly higher among millennials, two in five agreeing (40%).

*It is important to me that the money I put into my pension is invested in organisations and assets which reflect my social and environmental views*

**Nearly half of those surveyed (46%) felt it was important that pensions were invested in organisations that reflect their social and environmental views; this rises to 55% for those aged between 22 and 35, the millennial generation**

## HEALTH AND SOCIAL CARE AND ENVIRONMENTAL PROJECTS HAVE MOST APPEAL AS PENSION FUND INVESTMENTS

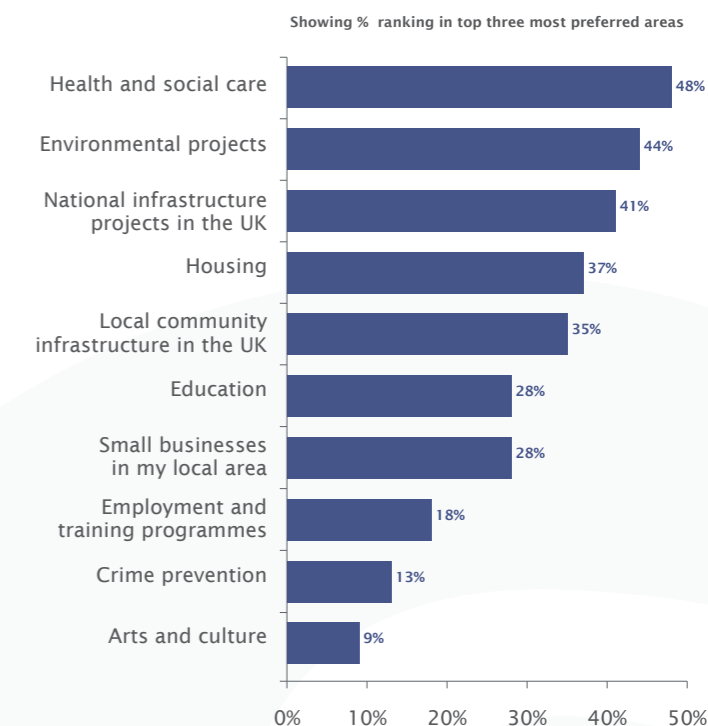
With ethical or value-driven investment emerging as an important consideration for pensions, it is key to understand what type of companies and sectors DC pension holders feel would truly represent their values.

**The top areas where people most want the money from their pension to be invested are: health and social care, environmental projects, national infrastructure and housing**



Health and social care and housing (including social housing) are among the top areas that DC savers surveyed would most want the money from their pensions to be invested into. This is a significant finding given the current challenges these sectors are facing the UK.

## Most preferred areas of investment



Q14. In which of the following areas, if any, would you most like the money from your pension to be invested? Base: all employees with DC pension (n=1,500)

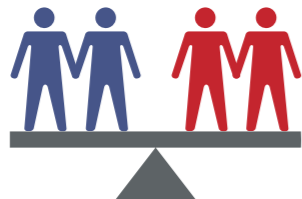
There are some key differences in the top 3 priorities for investment between age groups: those closest to retirement (employees aged 51-65) are more likely than their younger counterparts to want investment in national infrastructure projects in the UK (47%, compared to 40% of those aged 36-50 and 36% of those aged 22-35) or housing (42% of those aged 51-65 vs. 35% of 36-50 and 34% of 22-35). Millennials are more likely than other groups to want their pension to be invested in small local businesses (33% vs. 27% of those aged 36-50 and 24% of 51-65) or education (32%, vs. 28% of 36-50 and 25% of 51-65).

**ONLY 15% 'DO NOT MIND' WHERE THEIR PENSION FUND IS INVESTED**

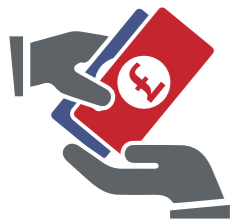
When asked about the type of businesses they would least want the money from their pensions to be invested in, more than half ranked in their top three choices businesses which commit tax avoidance or tax evasion (54%), followed by those working in countries with poor human rights records (45%), those who do not pay the living wage (39%) and those using zero-hour contracts (34%). Only 15% say they do not mind where their money is invested. Again, this reinforces the importance of seeking savers' views on where their pension is invested.



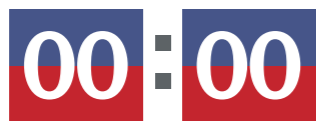
**54%**  
wouldn't want their money invested in companies which commit tax avoidance or tax evasion



**45%**  
wouldn't want their money invested in companies working in countries with poor human rights records



**39%**  
wouldn't want their money invested in companies who do not pay the living wage



**34%**  
wouldn't want their money invested in companies that use zero-hour contracts

*Q12. In which of the following type of business, if any, would you least want the money from your pension to be invested? Base: all employees with DC pension (n=1,500)*

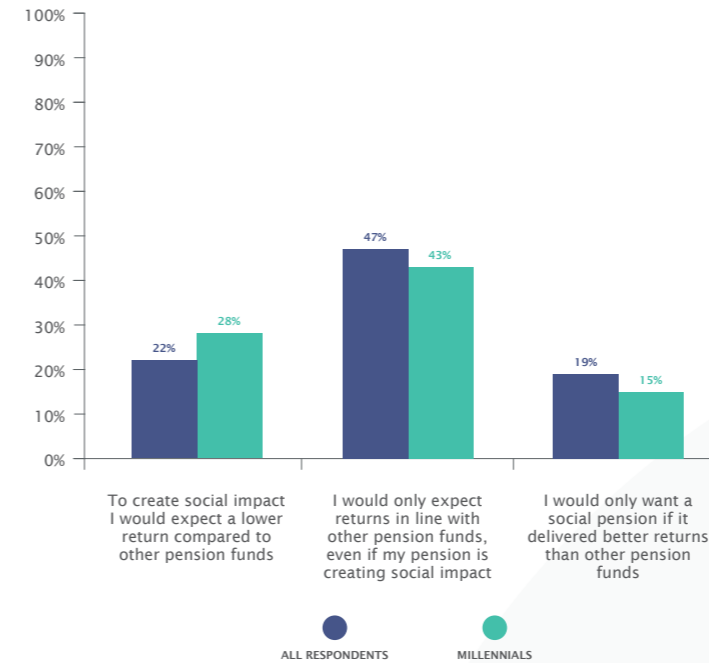
**THREE IN FIVE EMPLOYEES EXPECT A RETURN ON INVESTMENT FROM A SOCIAL PENSION TO BE BETTER OR IN LINE WITH OTHER PENSIONS**

When comparing social pensions to the rest of the market, a majority of employees with DC pensions surveyed (62%) expect that return on investment from a social pension would be better or in line with other pensions, while only 17% expect it would be lower. Millennials, a key target group for this type of pension, are particularly likely to think that social pensions would deliver better returns (32%). Those closest to retirement (51-65) are the most likely age group to think that social pension funds would deliver worse returns than other pension fund (23% say this) – addressing these misconceptions and concerns could help to expand the market for social pensions among this group.

While the general expectation is that by having a social pension, investors would not lose out, some are prepared to do so if their money is having a positive impact on society. When presented with a description of social pensions, approximately one in five (22%) say that, if their employer were to offer this, in order to create social impact they would accept a lower return compared to other pension funds.

Among those who say it is important that their investment reflects environmental and social values, 38% say they would accept a lower return, once again suggesting the presence of a 'core' group of possible social pension buyers who highly value the social impact of their investment.

**Return on investment vs. social impact**



*Q10. If your employer offered social pension funds (a pension where the money is invested to make a financial return, but in some organisations which have a positive impact on society), do you think you would be more or less likely to do each of the following? Base: all employees with DC pension (n=1,500); all employees with DC pension aged 22-35 (n=500)*

# IMPACT OF SOCIAL PENSIONS

Auto-enrolment has significantly increased uptake of DC pensions among employees, however there is still significant scope and necessity to increase employee engagement with their own pensions to guarantee a good level of income in retirement.

Social pensions could play a vital role in encouraging employees to join and contribute to their pensions: two in five employees with DC pensions surveyed (39%) say they would be more likely to take up a pension if their employer offered social pension funds, and 31% say they would save more if a social pension was available to them.

Millennials, in line with previous findings, express an even greater interest, with 47% saying they would be more likely to take up a pension plan if their employer offered social pension funds and 42% saying they would save more if a social pension was available.

**Two in five employees (39%) said they would be more likely to take up a pension if their employer offered social pension funds, and nearly a third (31%) say they would save more if a social pension was offered to them**



## ONE THIRD OF EMPLOYEES WOULD WANT THEIR EMPLOYER TO SWITCH PENSION PROVIDERS IF FUNDS ARE NOT INVESTED IN LINE WITH THEIR VALUES

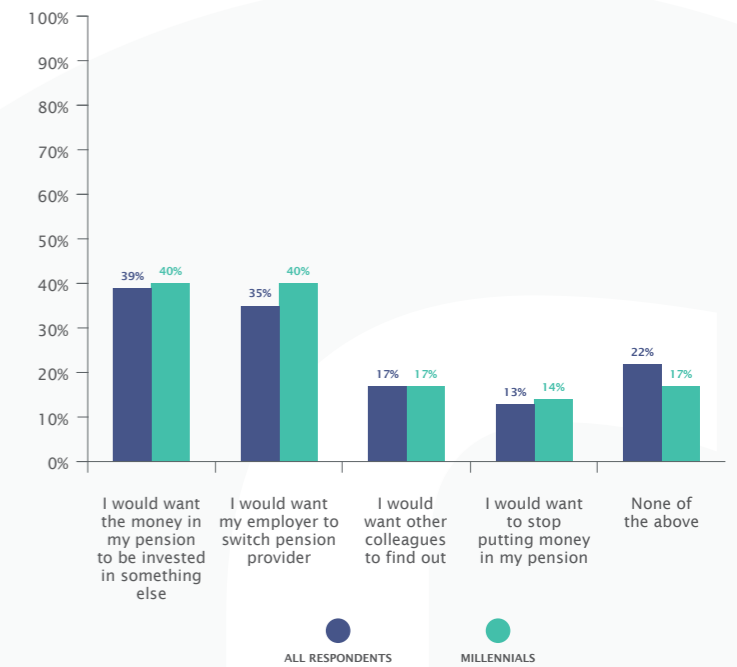
Conversely, one in eight employees surveyed (13%) say that if they found out that their pension was invested in businesses which do not align with their values, they would want to stop putting money into their pension.

*“If I found that my pension was invested in businesses which do not align with my values I would want to stop putting money in it”*



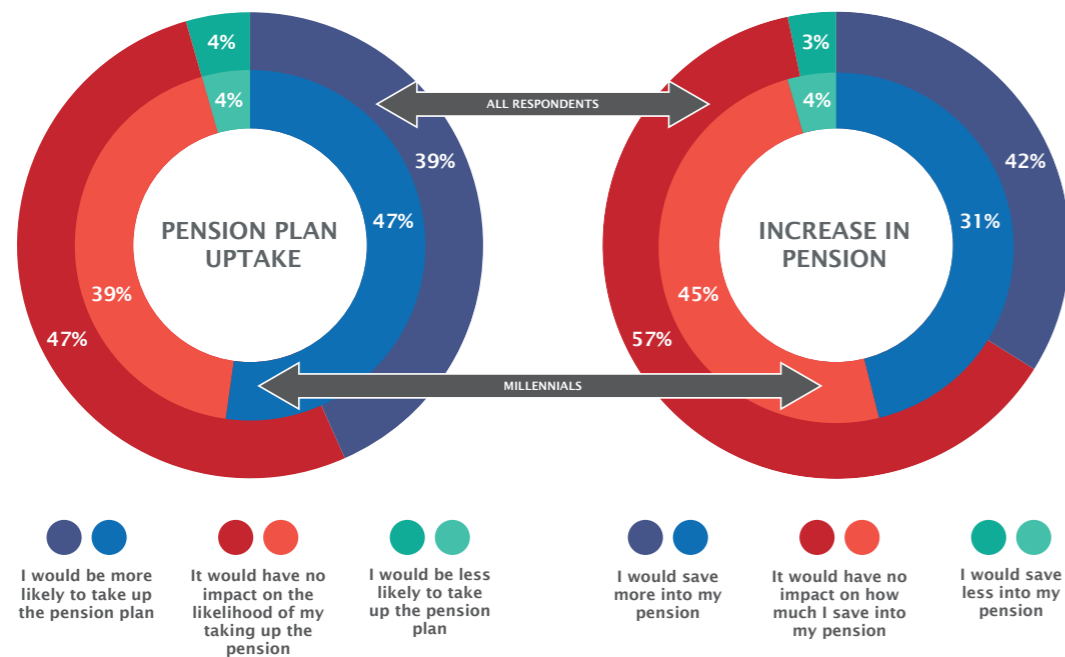
**Nearly 40% of employees with DC pensions surveyed would want their pension money invested elsewhere if the investments didn't match their values and 35% say they would want their employer to switch provider (this rises to 40% for millennials)**

Employees discovering that their pension is not invested in a way that aligns with their values could have significant consequences for employers. Two in five employees surveyed (39%) say that under these circumstances they would want the money in their pension to be invested in other funds. One third (35%) report putting responsibility on their company directly, saying that they would want their employer to switch pension providers – rising to 40% of millennials.



Q13. What impact, if any, would finding out that your pension is invested in businesses which do not align with your values have on you? Base: All employees with DC pension (n=1,500); all employees with DC pension aged 22-35 (n=500).

With very few employees (fewer than three in ten) saying their employers has consulted them on whether their pension is invested, there is a real need for employers and providers to reshape their relationships with savers to reflect their expectations in a modern, values driven world.



Q10. If your employer offered social pension funds (a pension where the money is invested to make a financial return, but in some organisations which have a positive impact on society), do you think you would be more or less likely to do each of the following? Base: all employees with DC pension (n=1,500); all employees with DC pension aged 22-35 (n=500).

Q13. What impact, if any, would finding out that your pension is invested in businesses which do not align with your values have on you? Base: all employees with DC pension (n=1,500)



**OFFERING SOCIAL PENSIONS COULD HELP TO ATTRACT, RETAIN AND ENGAGE EMPLOYEES**

Social pensions could play a key role in boosting employees' engagement with companies by demonstrating their commitment to being a values' driven employer. With a tightening labour market, a key challenge for employers is attracting and retaining talent, especially with the new generation of employees who, as wider research shows, tend to move jobs more frequently than older workers.<sup>4</sup>

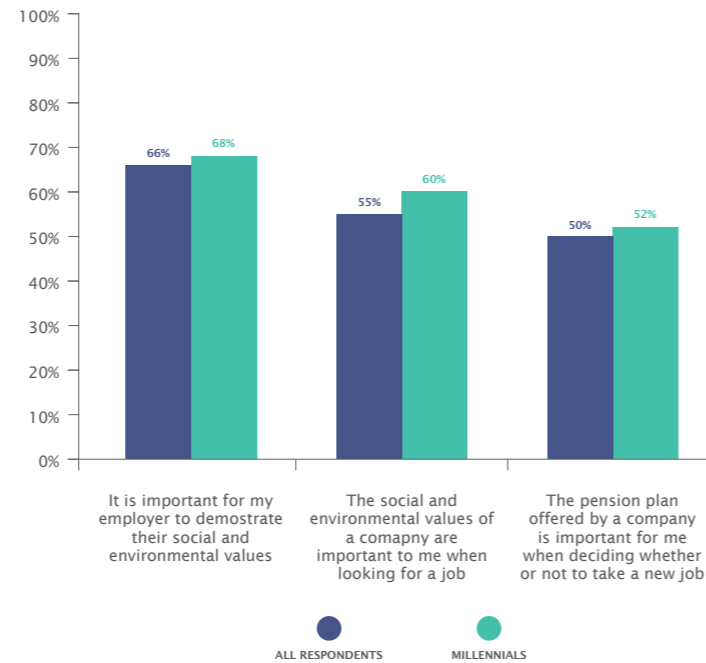
A majority of employees surveyed (55%) say that the social and environmental values of a company are important when looking for jobs, and half (50%) say that the pension plan offered by a company is important when deciding whether to take a new job.

Among millennials, three in five (60%) attach importance to the social and environmental values of prospective employers, and 68% say that it is important that their current employer demonstrates their social and environmental values. Offering social pension funds could signal to current and prospective members of staff that this is a 'value-driven' employer, with social responsibility at the heart of its mission; it could also contribute to attracting staff.

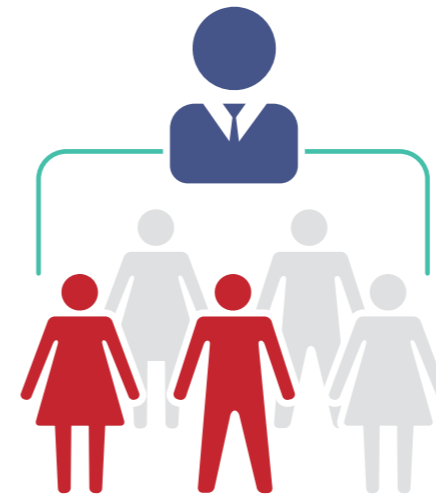


**Two thirds (68%) of people say it is important for their employer to demonstrate their social and environmental values**

**Importance of social and environmental values**



*Q3. Below are a number of paired statements about finances and society. Please could you indicate which statement in each pair best represents your views? "The social and environmental values of a company are important to me when looking for jobs" "The social and environmental values of a company are not important to me when looking for jobs"; "It is important for my employer to demonstrate their social and environmental values" "My employer should focus on profitability ahead of social and environmental values". Q9. Below are a number of paired statements relating to pensions. Please select the statement in each pair which best reflects your view. "The pension plan offered by a company is important for me when deciding whether or not to take a new job" "The pension plan offered by a company is not important for me when deciding whether or not to take a new job". Base: all employees with DC pension (n=1,500); all employees with DC pension aged 22-35 (n=500).*

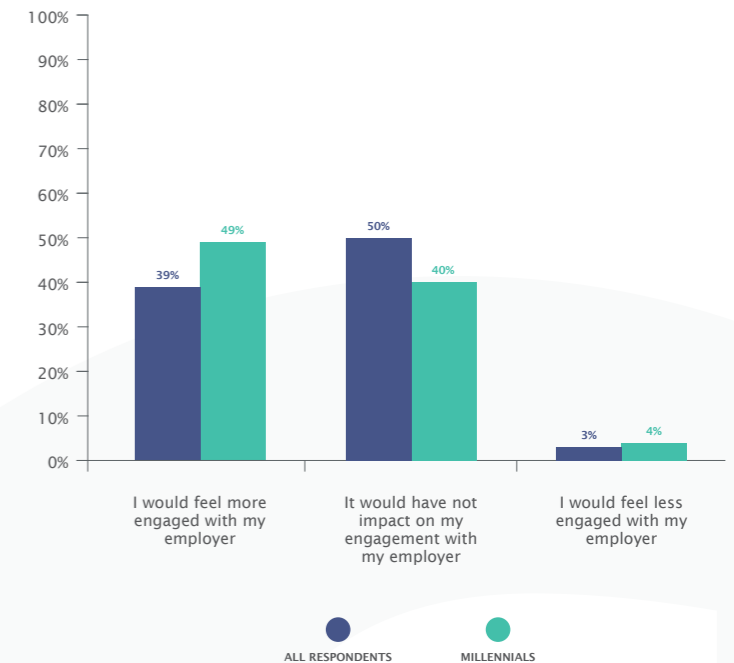


**Two in five (39%) of people say having a social pension would make them feel more engaged with their employer; this rises to just under half (49%) of millennials**

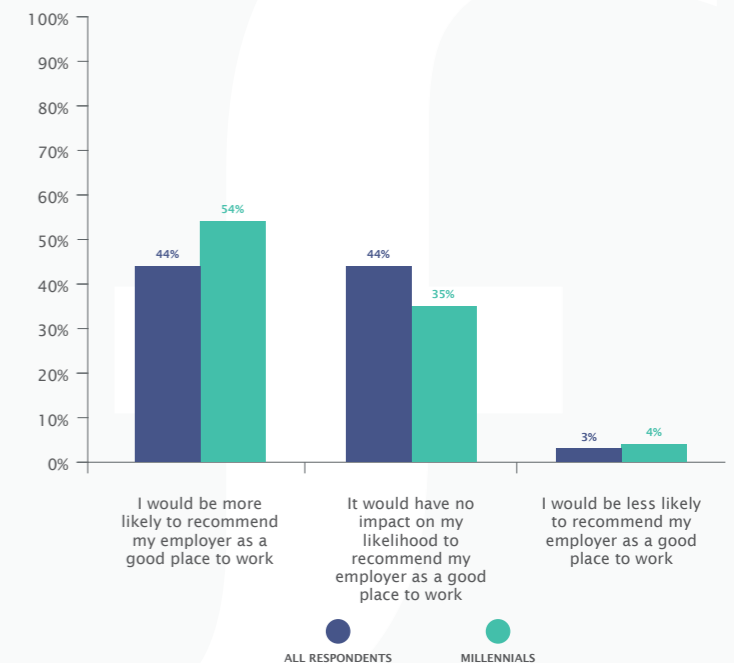
Offering social pensions could not only help to attract, but also to retain and engage employees: two in five (39%) employees holding a DC pension surveyed report that they would feel more engaged with their employer if social pension funds were offered.

In line with previous findings, the proportion of millennials reporting this is higher, with one in two (49%) expecting greater engagement with their employer as a result of introducing social pensions. A similar proportion of millennials say that they would be more likely to recommend their employer as a good place to work if they offered social pension funds (54%, compared to 44% of employees surveyed overall).

**Engagement**



**Workplace satisfaction**



*Q10. If your employer offered social pension funds (a pension where the money is invested to make a financial return, but in some organisations which have a positive impact on society), do you think you would be more or less likely to do each of the following? Base: all employees with DC pension (n=1,500); all employees with DC pension aged 22-35 (n=500).*

4. Amy Adkins Millennials: The Job-Hopping Generation, quoted in Gallup, May 2016

## CONCLUSIONS & RECOMMENDATIONS

### Pension providers and employers should meaningfully seek the views of employees on what matters to them in their pension investments

Pensions remain a complex area for employees to navigate, even when they are relatively financially savvy. There is an **expectation among employees** with DC pensions that they should **know where their pension fund is invested** – while they are most likely to expect this information to come from pension providers, **there is significant scope for employers to engage with their workforce on this topic**. Younger employees in particular are likely to look to their company for guidance and information around pension funds, making this an important opportunity to involve them in the process. With only three in ten respondents having had their employer consult them about where the money in their pension is invested, there is an opportunity here for pension providers and employers to further engage with employees from the outset about their pension investment.

### Pension providers and fund managers should develop a range of new social pension funds that can meet the demand from a new generation of savers that want to see pensions aligned with their values

**Millennials** emerge as the **group most interested** in social pension funds. With a longer horizon to plan and ensure their income in retirement is sufficient, they are more likely to **value ethical investment** over maximum return, and to focus on making a **positive impact on society**. As the first generation unlikely to rely on Defined Benefit pensions, and in charge of making most retirement planning decision for themselves, it is key that millennials be engaged and active in this journey. Millennials report that a pension aligned with their values would make them save more. Given current contribution rates, the pensions industry cannot afford not to provide products that meet this need,

### Employers should request that their pension providers provide pension funds that match the values of their employees

**Offering social pension funds can be a strategic advantage** for a company looking to position itself as responsible, value-driven and ethical – helping it attract and retain the talent it needs to thrive. Similarly, in an increasingly commoditised market place, a social pension offering could be a key point of differentiation for pensions platforms and providers.

### Government should encourage the development of social pension funds through enabling policy and appropriate incentives to ensure savers are genuinely engaged in their pensions and vital investment is channelled into the big public challenges society is facing

Some priorities for investment have universal appeal, with **consensus across the board for social care, healthcare, and environmental projects**. However, other priorities differ across age lines, with older employees wanting to focus investment in **national infrastructure projects in the UK, or housing**. **Millennials**, instead, express greater interest in pensions being invested in **small local businesses or education**. Therefore, targeting the composition of funds in line with priorities for specific audiences may help increase interest and uptake.

## APPENDIX – KEY FIGURES

- £ Two in five (40%) people know little or nothing about their pension
- £ Nearly three-quarters (72%) say it is important that they know where the money they put into their pension is invested.
- £ Fewer than 3 in 10 employees with DC pensions say their employer has consulted them over the investment of their pension funds.
- £ Nearly half of those surveyed (46%) felt it was important that pensions were invested in organisations that reflect their social and environmental views; rises to 55% for millennials.
- £ Two in five employees (39%) said they would be more likely to take up a pension if their employer offered social pension funds, and nearly a third (31%) say they would save more if a social pension was offered to them.
- £ The top four areas for investment are: health and social care, environmental projects, national infrastructure projects and housing.
- £ Nearly two in five people say having a social pension would make them feel more engaged with their employer; this rises to nearly 50% of millennials.
- £ Almost three in five employees (57%) say pension providers should be responsible for providing them with information on how the money they put into their pension is being invested.
- £ Nearly two in five would want their pension money invested elsewhere if the investments didn't match their values and 35% say they would want their employer to switch provider (this rises to 40% for millennials).
- £ Two thirds (66%) of people say it is important for their employer to demonstrate their social and environmental values.

## METHODOLOGY NOTE

ComRes interviewed 1,500 UK employees with a DC pension online between 21st December 2016 and 3rd January 2017.

In order to enable comparison between key demographics of interest, the sample had the following quotas:

- £ Age: 500 respondents aged 22-35; 500 respondents aged 36-50; 500 respondents aged 51-65.
- £ Genders: 750 women, 750 men.
- £ Company size: 500 employees working in companies with fewer than 250 employees, 500 in companies employing 250-999 people, and 500 in companies employing 1,000 or more people.

As up-to-date data on the exact make-up of DC pension holders is not available and it is therefore unknown what the make-up of a representative audience should be, the data was not weighted.

ComRes is a member of the British Polling Council and abides by its rules. Full data tables are available at [www.comresglobal.com](http://www.comresglobal.com)

Where applicable, NET refers to the sum of two options in a question, i.e. NET Favourable is made up of Very favourable and Fairly favourable.

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## ABOUT COMRES

ComRes provides specialist research and insight into reputation, public policy and communications. It is a founding member of the British Polling Council, and its staff are members of the UK Market Research Society, committing it to the highest standards of research practice.

ComRes won the 2014 Market Research Society Award for Public Policy / Social Research for its innovative research into online communications.

The consultancy also conducts regular public research for organisations including The Independent, ITV News, the BBC, and other media outlets, as well as a wide range of public sector and corporate clients. ComRes is a member of the British Polling Council and abides by its rules.

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