

# BIG SOCIETY CAPITAL

## METHODOLOGY NOTE

ComRes interviewed 1,500 UK employees with a DC pension online between 21<sup>st</sup> December 2016 and 3<sup>rd</sup> January 2017. ComRes is a member of the British Polling Council and abides by its rules.

*All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.*

To commission a voting intention poll or a public opinion survey please contact Oliver Wright: [Oliver.Wright@comresglobal.com](mailto:Oliver.Wright@comresglobal.com)

To register for Pollwatch, a monthly newsletter update on the polls, please email: [pollwatch@comres.co.uk](mailto:pollwatch@comres.co.uk)

## Big Society Capital - employees with DC pension

Q1. Which of the following newspapers or magazines do you read regularly (at least once a week), either in paper or digital version? .....	1
Base: All employees with DC pension	
Q2_SUM. How often, if at all, would you say you do each of the following? SUMMARY TABLE .....	5
Base: All employees with DC pension	
Q2_1. How often, if at all, would you say you do each of the following? Donate money to a charity .....	6
Base: All employees with DC pension	
Q2_2. How often, if at all, would you say you do each of the following? Volunteer or fundraise for a charity or local community .....	8
Base: All employees with DC pension	
Q2_3. How often, if at all, would you say you do each of the following? Buy ethical products (e.g. Fairtrade or other) .....	11
Base: All employees with DC pension	
Q2_4. How often, if at all, would you say you do each of the following? Campaign online for causes (e.g. sign a petition) .....	14
Base: All employees with DC pension	
Q2_5. How often, if at all, would you say you do each of the following? Campaign in person for causes (e.g. take part in public demonstrations or events) .....	16
Base: All employees with DC pension	
Q2_6. How often, if at all, would you say you do each of the following? Actively support a political party (e.g. canvassing, going to meetings) .....	19
Base: All employees with DC pension	
Q3_1. Below are a number of paired statements about finances and society. Please could you indicate which statement in each pair best represents your views? .....	23
Base: All employees with DC pension	
Q3_2. Below are a number of paired statements about finances and society. Please could you indicate which statement in each pair best represents your views? .....	25
Base: All employees with DC pension	
Q3_3. Below are a number of paired statements about finances and society. Please could you indicate which statement in each pair best represents your views? .....	27
Base: All employees with DC pension	
Q3_4. Below are a number of paired statements about finances and society. Please could you indicate which statement in each pair best represents your views? .....	29
Base: All employees with DC pension	
Q3_5. Below are a number of paired statements about finances and society. Please could you indicate which statement in each pair best represents your views? .....	31
Base: All employees with DC pension	
Q3_6. Below are a number of paired statements about finances and society. Please could you indicate which statement in each pair best represents your views? .....	33
Base: All employees with DC pension	
Q4_1. Below are a number of paired statements about Brexit and your finances. Please could you indicate which statement in each pair best represents your views? .....	35
Base: All employees with DC pension	
Q4_2. Below are a number of paired statements about Brexit and your finances. Please could you indicate which statement in each pair best represents your views? .....	37
Base: All employees with DC pension	
Q4_3. Below are a number of paired statements about Brexit and your finances. Please could you indicate which statement in each pair best represents your views? .....	39
Base: All employees with DC pension	
Q4_4. Below are a number of paired statements about Brexit and your finances. Please could you indicate which statement in each pair best represents your views? .....	41
Base: All employees with DC pension	
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? .....	43
Base: All employees with DC pension	
Q6. And how well informed, if at all, do you feel about where the money that you put into your pension is invested? (e.g. the particular funds, organisations, assets, industries and countries) .....	45
Base: All employees with DC pension	
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, assets, industries and countries) .....	47
Base: All employees with DC pension	
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? .....	49
Base: All employees with DC pension	
Q9_1. Below are a number of paired statements relating to pensions. Please select the statement in each pair which best reflects your view. ....	51

## Big Society Capital - employees with DC pension

Base: All employees with DC pension

Q9_2. Below are a number of paired statements relating to pensions. Please select the statement in each pair which best reflects your view. ....	53
Base: All employees with DC pension	
Q9_3. Below are a number of paired statements relating to pensions. Please select the statement in each pair which best reflects your view. ....	55
Base: All employees with DC pension	
Q9_4. Below are a number of paired statements relating to pensions. Please select the statement in each pair which best reflects your view. ....	57
Base: All employees with DC pension	
Q9_5. Below are a number of paired statements relating to pensions. Please select the statement in each pair which best reflects your view. ....	59
Base: All employees with DC pension	
Q10_1. 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... ..	61
Base: All employees with DC pension	
Q10_2. 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... ..	63
Base: All employees with DC pension	
Q10_3. 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... ..	65
Base: All employees with DC pension	
Q10_4. 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... ..	67
Base: All employees with DC pension	
Q10_5. 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... ..	69
Base: All employees with DC pension	
Q10_6. 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... ..	71
Base: All employees with DC pension	
Q11_SUM. In which of the following areas, if any, would you least like the money from your pension to be invested? SUMMARY TABLE .....	73
Base: All employees with DC pension	
Q11. In which of the following areas, if any, would you least like the money from your pension to be invested? Top rank summary .....	74
Base: All employees with DC pension	
Q11. In which of the following areas, if any, would you least like the money from your pension to be invested? Top 3 summary .....	78
Base: All employees with DC pension	
Q11_1. In which of the following areas, if any, would you least like the money from your pension to be invested? National infrastructure projects in the UK (e.g. transport, energy, communications) .....	82
Base: All employees with DC pension	
Q11_2. In which of the following areas, if any, would you least like the money from your pension to be invested? Local community infrastructure in the UK (e.g. community centres, sports fields) .....	84
Base: All employees with DC pension	
Q11_3. In which of the following areas, if any, would you least like the money from your pension to be invested? Environmental projects (sustainable agriculture, renewable energy, protecting the environment) .....	86
Base: All employees with DC pension	
Q11_4. In which of the following areas, if any, would you least like the money from your pension to be invested? Overseas Development .....	88
Base: All employees with DC pension	
Q11_5. In which of the following areas, if any, would you least like the money from your pension to be invested? Micro lending organisations .....	90
Base: All employees with DC pension	
Q11_6. In which of the following areas, if any, would you least like the money from your pension to be invested? Arms / munitions manufacturers .....	92
Base: All employees with DC pension	
Q11_7. In which of the following areas, if any, would you least like the money from your pension to be invested? Tobacco companies .....	94
Base: All employees with DC pension	
Q11_8. In which of the following areas, if any, would you least like the money from your pension to be invested? Fracking organisations .....	96
Base: All employees with DC pension	
Q11_9. In which of the following areas, if any, would you least like the money from your pension to be invested? Nuclear energy companies .....	98
Base: All employees with DC pension	
Q11_10. In which of the following areas, if any, would you least like the money from your pension to be invested? Alcohol manufacturers .....	100

## Big Society Capital - employees with DC pension

Base: All employees with DC pension

Q11_11. In which of the following areas, if any, would you least like the money from your pension to be invested? Oil and fossil fuel companies .....	102
Base: All employees with DC pension	
Q11_12. In which of the following areas, if any, would you least like the money from your pension to be invested? Pharmaceutical companies .....	104
Base: All employees with DC pension	
Q11_13. In which of the following areas, if any, would you least like the money from your pension to be invested? Government securities (e.g gilts) .....	106
Base: All employees with DC pension	
Q11_14. In which of the following areas, if any, would you least like the money from your pension to be invested? Banks .....	108
Base: All employees with DC pension	
Q12_SUM. In which of the following type of business, if any, would you least want the money from your pension to be invested? SUMMARY TABLE .....	110
Base: All employees with DC pension	
Q12. In which of the following type of business, if any, would you least want the money from your pension to be invested? Top rank summary .....	111
Base: All employees with DC pension	
Q12. In which of the following type of business, if any, would you least want the money from your pension to be invested? Top 3 summary .....	113
Base: All employees with DC pension	
Q12_1. In which of the following type of business, if any, would you least want the money from your pension to be invested? Businesses who use zero hours contracts .....	116
Base: All employees with DC pension	
Q12_2. In which of the following type of business, if any, would you least want the money from your pension to be invested? Businesses working in countries with poor human rights records .....	118
Base: All employees with DC pension	
Q12_3. In which of the following type of business, if any, would you least want the money from your pension to be invested? Businesses who commit tax avoidance or evasion .....	120
Base: All employees with DC pension	
Q12_4. In which of the following type of business, if any, would you least want the money from your pension to be invested? Businesses who have breached regulations on health & safety .....	122
Base: All employees with DC pension	
Q12_5. In which of the following type of business, if any, would you least want the money from your pension to be invested? Businesses with high carbon emissions .....	124
Base: All employees with DC pension	
Q12_6. In which of the following type of business, if any, would you least want the money from your pension to be invested? Businesses who do not pay the living wage .....	126
Base: All employees with DC pension	
Q12_7. In which of the following type of business, if any, would you least want the money from your pension to be invested? Businesses who award large bonuses to senior executives .....	128
Base: All employees with DC pension	
Q12_8. In which of the following type of business, if any, would you least want the money from your pension to be invested? Businesses who do not invest in local economies .....	130
Base: All employees with DC pension	
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? .....	132
Base: All employees with DC pension	
Q14_SUM. In which of the following areas, if any, would you most like the money from your pension to be invested in? SUMMARY TABLE .....	134
Base: All employees with DC pension	
Q14. In which of the following areas, if any, would you most like the money from your pension to be invested in? Top rank summary .....	135
Base: All employees with DC pension	
Q14. In which of the following areas, if any, would you most like the money from your pension to be invested in? Top 3 summary .....	139
Base: All employees with DC pension	
Q14_1. In which of the following areas, if any, would you most like the money from your pension to be invested in? National infrastructure projects in the UK (transport, energy communications) .....	143
Base: All employees with DC pension	
Q14_2. In which of the following areas, if any, would you most like the money from your pension to be invested in? Local community infrastructure in the UK (community centres, sports fields) .....	145
Base: All employees with DC pension	
Q14_3. In which of the following areas, if any, would you most like the money from your pension to be invested in? Small businesses in my local area .....	147
Base: All employees with DC pension	
Q14_4. In which of the following areas, if any, would you most like the money from your pension to be invested in? Environmental projects (sustainable agriculture, renewable energy, protecting the environment) .....	149

## **Big Society Capital - employees with DC pension**

Base: All employees with DC pension

Q14\_5. In which of the following areas, if any, would you most like the money from your pension to be invested in? Housing (including affordable and social housing) ..... 151

Base: All employees with DC pension

Q14\_6. In which of the following areas, if any, would you most like the money from your pension to be invested in? Health and social care (including elderly care and support) ..... 153

Base: All employees with DC pension

Q14\_7. In which of the following areas, if any, would you most like the money from your pension to be invested in? Arts and culture ..... 155

Base: All employees with DC pension

Q14\_8. In which of the following areas, if any, would you most like the money from your pension to be invested in? Education ..... 157

Base: All employees with DC pension

Q14\_9. In which of the following areas, if any, would you most like the money from your pension to be invested in? Crime prevention and prisoner rehabilitation ..... 159

Base: All employees with DC pension

Q14\_10. In which of the following areas, if any, would you most like the money from your pension to be invested in? Employment and training programmes ..... 161

Base: All employees with DC pension

## Big Society Capital - employees with DC pension

### Q1. Which of the following newspapers or magazines do you read regularly (at least once a week), either in paper or digital version?

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
Daily Express / Sunday Express	115 8%	46 9% b	26 5% b	43 9% b	54 7%	61 8%	18 8%	18 8%	18 7%	11 8%	10 8%	18 8%	10 9%	12 6%	34 7%	53 11% np	28 6%	52 8%	37 7%	18 9%	8 6%
Daily Mail / Mail on Sunday	438 29%	145 29%	122 24%	171 34% b	202 27%	236 31%	68 31%	66 29%	82 31%	42 32%	31 25%	69 32% m	30 28%	50 23%	151 30%	152 30%	135 27%	198 32% r	141 26%	60 29%	39 28%
Daily Mirror / Sunday Mirror	177 12%	83 17% bc	53 11%	41 8%	86 11%	91 12%	35 16% hj	27 12%	23 9%	16 12%	10 8%	26 12%	19 18% hjm	21 10%	52 10%	77 15% np	48 10%	73 12%	47 9%	38 18% qr	19 13%
Daily Record	47 3%	22 4% c	15 3%	10 2%	29 4%	18 2%	15 7% ghjk	3 1%	1 *	3 2%	1 1%	4 2%	2 2%	18 8% ghijkl	12 2%	25 5% np	10 2%	28 5% r	9 2%	7 3%	3 2%
Daily Star / Daily Star Sunday	62 4%	28 6% c	26 5% c	8 2%	32 4%	30 4%	15 7% h	8 4%	7 3%	3 2%	5 4%	10 5%	5 5%	9 4%	17 3%	34 7% np	11 2%	26 4% r	11 2%	14 7% r	11 8% r
Financial Times / FT Weekend	127 8%	56 11% c	47 9% c	24 5%	80 11% e	47 6%	44 20% ghjklm	10 4%	20 8%	16 12% gjk	5 4%	11 5%	7 7%	14 7%	33 7%	63 13% np	31 6%	90 15% rst	23 4%	10 5%	4 3%
The Guardian / The Observer	281 19%	125 25% bc	98 20% c	58 12%	152 20%	129 17%	64 29% ghjklm	44 19%	47 18%	23 18%	23 19%	32 15%	13 12%	35 16%	85 17%	125 25% np	71 14%	162 26% rst	86 16% t	22 11%	11 8%
The Independent / The Independent on Sunday	162 11%	72 14% c	56 11% c	34 7%	94 13% e	68 9%	30 14% k	26 12%	32 12% k	12 9%	11 9%	14 7%	10 9%	27 13% k	46 9%	74 15% np	42 8%	106 17% rst	34 6%	15 7%	7 5%
The People	31 2%	21 4% bc	8 2%	2 *	17 2%	14 2%	12 5% ghm	3 1%	2 1%	2 2%	2 2%	5 2%	3 3%	2 1%	4 1%	19 4% np	8 2%	23 4% rt	4 1%	4 2%	- -
The Sun / The Sun on Sunday	260 17%	109 22% c	92 18% c	59 12%	143 19%	117 16%	36 16%	28 12%	38 14%	25 19%	28 23% gh	44 21% g	23 22% g	38 18%	82 16%	102 20% p	76 15%	97 16%	64 12%	52 25% qr	47 33% qr
Daily Telegraph / Sunday Telegraph	182 12%	68 14%	55 11%	59 12%	111 15% e	71 9%	36 16% gjm	22 10%	34 13% j	19 15% jm	7 6%	36 17% gjm	12 11%	16 7%	65 13% p	77 15% p	40 8%	109 18% rst	50 9%	15 7%	8 6%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

### Q1. Which of the following newspapers or magazines do you read regularly (at least once a week), either in paper or digital version?

Base: All employees with DC pension

	AGE				GENDER		REGION								COMPANY SIZE			SEG			
	Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
The Times / The Sunday Times	235 16%	84 17%	84 17%	67 13%	130 17%	105 14%	54 24% ghijlm	24 11%	44 17%	20 15%	15 12%	41 19%	12 11%	25 12%	73 15%	102 20% np	60 12%	148 24% rst	64 12% t	16 8%	7 5%
Paid for local paper	147 10%	39 8%	56 11%	52 10%	86 11% e	61 8%	16 7%	24 11%	16 6%	18 14% fh	12 10%	21 10%	13 12% h	27 13% h	34 7%	65 13% n	48 10%	67 11% r	39 7% r	25 12% r	16 11%
Metro	406 27%	162 32% c	137 27% c	107 21%	214 29%	192 26%	131 59% ghijklm	53 23% i	65 25% i	19 15%	20 16%	47 22%	33 31% ijm	38 18%	129 26%	148 30%	129 26%	172 28%	148 28%	50 24%	36 26%
Huffington Post	150 10%	67 13% c	52 10% c	31 6%	77 10%	73 10%	28 13%	27 12%	27 10%	11 8%	15 12%	19 9%	7 7%	16 7%	53 11%	54 11%	43 9%	88 14% rst	44 8%	12 6%	6 4%
Buzzfeed	114 8%	87 17% bc	20 4% c	7 1%	38 5%	76 10% d	21 10%	21 9%	18 7%	8 6%	10 8%	14 7%	7 7%	15 7%	31 6%	48 10% n	35 7%	60 10% t	39 7%	11 5%	4 3%
The New Statesman	35 2%	20 4% c	13 3% c	2 *	21 3%	14 2%	14 6% ghijm	3 1%	4 2%	2 2%	- - j	6 3%	4 4% j	2 1%	10 2%	18 4% p	7 1%	26 4% rst	6 1%	2 1%	1 1%
The Spectator	35 2%	20 4% c	12 2% c	3 1%	21 3%	14 2%	11 5% gjm	3 1%	5 2%	3 2%	1 1%	5 2%	4 4%	3 1%	8 2%	21 4% np	6 1%	27 4% rst	6 1%	2 1%	- -
The Economist	90 6%	39 8% c	34 7% c	17 3%	54 7%	36 5%	43 19% ghijklm	11 5% m	11 4%	6 5%	5 4%	9 4%	2 2%	3 1%	25 5%	42 8% np	23 5%	66 11% rst	13 2%	5 2%	6 4%
Other free local paper	138 9%	41 8%	43 9%	54 11%	76 10%	62 8%	29 13% l	19 8%	27 10%	11 8%	14 11%	17 8%	4 4%	17 8%	40 8%	56 11%	42 8%	62 10%	45 8%	16 8%	15 11%
None of these	335 22%	103 21%	111 22%	121 24%	139 19%	196 26% d	19 9% f	46 20% f	63 24% f	36 27% f	27 22% f	52 24% f	33 31% fg	59 27% f	112 22% o	84 17%	139 28% no	104 17%	147 28% q	48 23% q	36 26% q

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

### Q1. Which of the following newspapers or magazines do you read regularly (at least once a week), either in paper or digital version?

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Significance Level: 95%																	
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
Daily Express / Sunday Express	115 8%	79 8%	31 8%	5 5%	78 8%	26 6%	90 10% g	25 4%	86 10% i	29 5%	91 8%	20 6%	31 9%	62 7%	62 9%	40 7%	58 10%
Daily Mail / Mail on Sunday	438 29%	304 31% c	115 29%	18 19%	318 33% e	97 23%	291 33% g	147 24%	289 33% i	149 24%	335 31% k	88 25%	110 30%	245 28%	204 29%	189 32%	177 29%
Daily Mirror / Sunday Mirror	177 12%	113 11%	57 14% c	5 5%	114 12%	47 11%	129 14% g	48 8%	126 14% i	51 8%	146 14% k	25 7%	52 14% m	88 10%	97 14% o	56 9%	76 13%
Daily Record	47 3%	34 3%	13 3%	- -	35 4%	9 2%	40 4% g	7 1%	40 5% i	7 1%	39 4% k	4 1%	18 5% m	16 2%	28 4%	14 2%	22 4%
Daily Star / Daily Star Sunday	62 4%	42 4% c	20 5% c	- -	45 5%	13 3%	47 5% g	15 2%	50 6% i	12 2%	56 5% k	5 1%	29 8% m	23 3%	40 6% o	17 3%	26 4%
Financial Times / FT Weekend	127 8%	105 11% b	18 4%	4 4%	114 12% e	9 2%	112 13% g	15 2%	113 13% i	14 2%	118 11% k	8 2%	32 9%	67 8%	84 12% o	34 6%	70 12%
The Guardian / The Observer	281 19%	200 20% b	62 15%	18 19%	218 23% e	46 11%	196 22% g	85 14%	184 21% i	97 16%	233 22% k	44 12%	82 23% m	147 17%	184 27% o	78 13%	171 28%
The Independent / The Independent on Sunday	162 11%	119 12%	36 9%	7 7%	120 12% e	32 7%	124 14% g	38 6%	119 13% i	43 7%	135 13% k	23 6%	51 14% m	73 8%	104 15% o	43 7%	98 16%
The People	31 2%	24 2%	7 2%	- -	26 3% e	4 1%	27 3% g	4 1%	26 3% i	5 1%	27 3%	4 1%	17 5% m	8 1%	22 3% o	8 1%	18 3%
The Sun / The Sun on Sunday	260 17%	164 17%	77 19%	12 13%	171 18%	75 18%	164 18%	96 16%	165 19%	95 15%	205 19% k	42 12%	79 22% m	128 15%	121 17%	106 18%	111 18%
Daily Telegraph / Sunday Telegraph	182 12%	132 13%	40 10%	10 11%	151 16% e	26 6%	142 16% g	40 7%	137 16% i	45 7%	148 14% k	33 9%	47 13%	106 12%	103 15%	70 12%	91 15%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o



## Big Society Capital - employees with DC pension

**Q1. Which of the following newspapers or magazines do you read regularly (at least once a week), either in paper or digital version?**

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500	991	402	94	964	427	894	606	883	617	1079	356	361	861	693	595	602
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The Times / The Sunday Times	235	166	56	12	199	29	184	51	174	61	188	45	65	129	138	81	122
	16%	17%	14%	13%	21%	7%	21%	8%	20%	10%	17%	13%	18%	15%	20%	14%	20%
					e		g		i		k				o		
Paid for local paper	147	102	39	4	114	31	103	44	101	46	115	27	40	84	82	52	73
	10%	10%	10%	4%	12%	7%	12%	7%	11%	7%	11%	8%	11%	10%	12%	9%	12%
					e		g		i								
Metro	406	279	99	25	285	94	274	132	253	153	328	64	131	210	214	150	187
	27%	28%	25%	27%	30%	22%	31%	22%	29%	25%	30%	18%	36%	24%	31%	25%	31%
					e		g				k		m		o		
Huffington Post	150	101	37	12	116	27	104	46	97	53	123	23	38	81	90	47	93
	10%	10%	9%	13%	12%	6%	12%	8%	11%	9%	11%	6%	11%	9%	13%	8%	15%
					e		g				k				o		
Buzzfeed	114	70	35	8	78	29	74	40	68	46	91	19	37	53	70	33	59
	8%	7%	9%	9%	8%	7%	8%	7%	8%	7%	8%	5%	10%	6%	10%	6%	10%
													m		o		
The New Statesman	35	23	9	3	28	6	34	1	34	1	32	3	9	15	29	6	18
	2%	2%	2%	3%	3%	1%	4%	*	4%	*	3%	1%	2%	2%	4%	1%	3%
							g		i		k				o		
The Spectator	35	26	8	1	29	4	33	2	32	3	34	1	13	15	28	7	24
	2%	3%	2%	1%	3%	1%	4%	*	4%	*	3%	*	4%	2%	4%	1%	4%
					e		g		i		k		m		o		
The Economist	90	74	12	4	80	7	81	9	78	12	83	7	26	44	66	21	55
	6%	7%	3%	4%	8%	2%	9%	1%	9%	2%	8%	2%	7%	5%	10%	4%	9%
		b			e		g		i		k				o		
Other free local paper	138	90	36	10	99	32	90	48	86	52	100	35	40	80	67	56	67
	9%	9%	9%	11%	10%	7%	10%	8%	10%	8%	9%	10%	11%	9%	10%	9%	11%
None of these	335	199	109	27	162	137	137	198	148	187	200	115	63	211	115	143	102
	22%	20%	27%	29%	17%	32%	15%	33%	17%	30%	19%	32%	17%	25%	17%	24%	17%
			a	a		d		f		h		j		l		n	

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q2\_SUM. How often, if at all, would you say you do each of the following?**

### SUMMARY TABLE

Base: All employees with DC pension

	Total	Daily	Weekly	Monthly	Once every 2 - 3 months	Once every 6 months	Yearly	Never	Don't know	Net: At least monthly (daily, weekly, monthly)	Net: Ever (Daily, weekly, monthly, once every 2-3 months, every 6 months, yearly)
Buy ethical products (e.g. Fairtrade or other)	1500 100%	40 3%	282 19%	372 25%	251 17%	172 11%	107 7%	186 12%	90 6%	694 46%	1224 82%
Donate money to a charity	1500 100%	19 1%	121 8%	547 36%	330 22%	175 12%	179 12%	108 7%	21 1%	687 46%	1371 91%
Campaign online for causes (e.g. sign a petition)	1500 100%	25 2%	108 7%	167 11%	208 14%	250 17%	206 14%	501 33%	35 2%	300 20%	964 64%
Volunteer or fundraise for a charity or local community	1500 100%	28 2%	108 7%	118 8%	131 9%	173 12%	263 18%	639 43%	40 3%	254 17%	821 55%
Campaign in person for causes (e.g. take part in public demonstrations or events)	1500 100%	19 1%	41 3%	69 5%	61 4%	92 6%	145 10%	1038 69%	35 2%	129 9%	427 28%
Actively support a political party (e.g. canvassing, going to meetings)	1500 100%	22 1%	41 3%	59 4%	51 3%	63 4%	85 6%	1147 76%	32 2%	122 8%	321 21%

## Big Society Capital - employees with DC pension

**Q2\_1. How often, if at all, would you say you do each of the following?**

### Donate money to a charity

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
Daily	19 1%	15 3% bc	3 1%	1 *	10 1%	9 1%	9 4% gijm	- -	5 2% gm	- -	- -	3 1%	2 2% gm	- -	9 2%	6 1%	4 1%	13 2%	4 1%	1 *	1 1%
Weekly	121 8%	44 9%	38 8%	39 8%	61 8%	60 8%	16 7%	24 11% h	10 4%	11 8%	10 8%	19 9% h	13 12% h	18 8% h	35 7%	45 9%	41 8%	56 9%	34 6%	20 10%	11 8%
Monthly	547 36%	178 36%	183 37%	186 37%	264 35%	283 38%	88 40%	75 33%	103 39%	52 40%	49 40%	72 34%	35 33%	73 34%	175 35%	190 38%	182 36%	231 37%	194 36%	70 34%	52 37%
Once every 2 - 3 months	330 22%	96 19%	118 24%	116 23%	162 22%	168 22%	33 15%	62 27% fj	61 23% f	25 19%	20 16%	49 23% f	20 19%	60 28% fj	107 21%	106 21%	117 23%	144 23%	122 23%	36 17%	28 20%
Once every 6 months	175 12%	64 13%	62 12%	49 10%	92 12%	83 11%	33 15% k	24 11%	31 12%	17 13%	14 11%	18 8%	13 12%	25 12%	63 13%	57 11%	55 11%	80 13%	56 10%	26 13%	13 9%
Yearly	179 12%	71 14%	52 10%	56 11%	86 11%	93 12%	29 13%	24 11%	30 11%	15 11%	17 14%	29 14%	13 12%	22 10%	63 13%	61 12%	55 11%	61 10%	73 14% q	30 15%	15 11%
Never	108 7%	27 5%	39 8%	42 8%	66 9% e	42 6%	10 5%	14 6%	21 8%	9 7%	13 10% f	19 9%	10 9%	12 6%	40 8%	28 6%	40 8%	30 5%	41 8% q	18 9% q	19 13% qr
Don't know	21 1%	5 1%	5 1%	11 2%	9 1%	12 2%	3 1%	3 1%	3 1%	2 2%	1 1%	4 2%	- -	5 2%	8 2%	7 1%	6 1%	4 1%	10 2%	5 2% q	2 1%
NETS																					
Net: At least monthly (Daily, weekly, monthly)	687 46%	237 47%	224 45%	226 45%	335 45%	352 47%	113 51%	99 44%	118 45%	63 48%	59 48%	94 44%	50 47%	91 42%	219 44%	241 48%	227 45%	300 48%	232 43%	91 44%	64 45%
Net: Ever (Daily, weekly, monthly, once every 2-3 months, every 6 months, yearly)	1371 91%	468 94% c	456 91%	447 89%	675 90%	696 93%	208 94%	209 92%	240 91%	120 92%	110 89%	190 89%	96 91%	198 92%	452 90%	465 93%	454 91%	585 95% rst	483 90%	183 89%	120 85%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q2\_1. How often, if at all, would you say you do each of the following?**

### Donate money to a charity

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
Daily	19 1%	12 1%	6 1%	1 1%	14 1%	3 1%	19 2% g	- -	19 2% i	- -	18 2% k	1 *	10 3% m	6 1%	12 2%	7 1%	10 2%
Weekly	121 8%	87 9%	30 7%	4 4%	85 9% e	24 6%	95 11% g	26 4%	97 11% i	24 4%	100 9% k	19 5%	38 11% m	58 7%	74 11% o	35 6%	54 9%
Monthly	547 36%	365 37%	143 36%	36 38%	369 38%	149 35%	340 38%	207 34%	339 38%	208 34%	407 38%	120 34%	124 34%	326 38%	272 39% o	200 34%	258 43%
Once every 2 - 3 months	330 22%	211 21%	94 23%	21 22%	214 22%	96 22%	193 22%	137 23%	186 21%	144 23%	233 22%	78 22%	76 21%	191 22%	149 22%	132 22%	136 23%
Once every 6 months	175 12%	110 11%	50 12%	15 16%	115 12%	44 10%	94 11%	81 13%	88 10%	87 14% h	123 11%	45 13%	36 10%	103 12%	83 12%	61 10%	67 11%
Yearly	179 12%	124 13%	45 11%	6 6%	102 11%	62 15% d	96 11%	83 14%	95 11%	84 14%	125 12%	45 13%	44 12%	106 12%	67 10%	86 14% n	50 8%
Never	108 7%	70 7%	28 7%	9 10%	57 6%	42 10% d	47 5%	61 10% f	51 6%	57 9% h	62 6%	41 12% j	28 8%	59 7%	30 4%	65 11% n	23 4%
Don't know	21 1%	12 1%	6 1%	2 2%	8 1%	7 2%	10 1%	11 2%	8 1%	13 2%	11 1%	7 2%	5 1%	12 1%	6 1%	9 2%	4 1%
NETS																	
Net: At least monthly (Daily, weekly, monthly)	687 46%	464 47%	179 45%	41 44%	468 49% e	176 41%	454 51% g	233 38%	455 52% i	232 38%	525 49% k	140 39%	172 48%	390 45%	358 52% o	242 41%	322 53%
Net: Ever (Daily, weekly, monthly, once every 2-3 months, every 6 months, yearly)	1371 91%	909 92%	368 92%	83 88%	899 93% e	378 89%	837 94% g	534 88%	824 93% i	547 89%	1006 93% k	308 87%	328 91%	790 92%	657 95% o	521 88%	575 96%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q2\_2. How often, if at all, would you say you do each of the following?**

### Volunteer or fundraise for a charity or local community

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
Daily	28 2%	19 4% bc	5 1%	4 1%	14 2%	14 2%	12 5% ghijlm	3 1%	3 1%	3 2%	1 1%	4 2%	- -	2 1%	8 2%	18 4% np	2 *	14 2% r	4 1%	9 4% rt	1 1%
Weekly	108 7%	48 10% c	38 8% c	22 4%	49 7%	59 8%	23 10% m	14 6%	15 6%	10 8%	7 6%	21 10%	7 7%	11 5%	47 9% p	37 7%	24 5%	58 9% r	28 5%	15 7%	7 5%
Monthly	118 8%	53 11% c	41 8% c	24 5%	55 7%	63 8%	21 10%	18 8%	19 7%	8 6%	8 6%	18 8%	10 9%	16 7%	35 7%	49 10%	34 7%	60 10% t	36 7%	17 8%	5 4%
Once every 2 - 3 months	131 9%	42 8%	49 10%	40 8%	68 9%	63 8%	20 9%	21 9%	19 7%	11 8%	10 8%	19 9%	11 10%	20 9%	48 10%	41 8%	42 8%	63 10%	42 8%	16 8%	10 7%
Once every 6 months	173 12%	70 14% c	57 11%	46 9%	84 11%	89 12%	30 14%	27 12%	34 13%	16 12%	10 8%	22 10%	9 8%	25 12%	56 11%	62 12%	55 11%	85 14%	55 10%	22 11%	11 8%
Yearly	263 18%	90 18%	95 19%	78 16%	126 17%	137 18%	37 17%	34 15%	56 21%	22 17%	23 19%	37 17%	16 15%	38 18%	88 18%	83 17%	92 18%	103 17%	107 20%	33 16%	20 14%
Never	639 43%	164 33% a	202 40% a	273 55% ab	343 46% e	296 39%	70 32%	103 46% f	110 42% f	58 44% f	65 52% fhk	86 40%	51 48% f	96 45% f	203 41%	195 39%	241 48% no	224 36% q	243 46% q	90 44%	82 58% qrs
Don't know	40 3%	14 3%	13 3%	13 3%	11 1%	29 4% d	8 4% j	6 3%	8 3%	3 2%	- -	6 3%	2 2%	7 3% j	15 3%	15 3%	10 2%	12 2%	19 4%	4 2%	5 4%
NETS																					
Net: At least monthly (Daily, weekly, monthly)	254 17%	120 24% bc	84 17% c	50 10%	118 16%	136 18%	56 25% ghijlm	35 15%	37 14%	21 16%	16 13%	43 20%	17 16%	29 13%	90 18% p	104 21% p	60 12%	132 21% rt	68 13%	41 20% rt	13 9%
Net: Ever (Daily, weekly, monthly, once every 2-3 months, every 6 months, yearly)	821 55%	322 64% bc	285 57% c	214 43%	396 53%	425 57%	143 65% ghijlm	117 52%	146 55%	70 53%	59 48%	121 57%	53 50%	112 52%	282 56% p	290 58% p	249 50%	383 62% rt	272 51% t	112 54% t	54 38%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q2\_2. How often, if at all, would you say you do each of the following?**

### Volunteer or fundraise for a charity or local community

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
Daily	28 2%	15 2%	9 2%	4 4%	24 2%	4 1%	23 3% g	5 1%	24 3% i	4 1%	27 3% k	1 *	7 2%	11 1%	18 3%	9 2%	18 3%
Weekly	108 7%	71 7%	28 7%	8 9%	69 7%	27 6%	75 8% g	33 5%	70 8%	38 6%	79 7%	27 8%	29 8%	58 7%	61 9%	37 6%	47 8%
Monthly	118 8%	76 8%	33 8%	8 9%	82 9%	27 6%	96 11% g	22 4%	94 11% i	24 4%	104 10% k	12 3%	40 11% m	51 6%	84 12% o	25 4%	56 9%
Once every 2 - 3 months	131 9%	90 9%	33 8%	8 9%	91 9%	30 7%	95 11% g	36 6%	95 11% i	36 6%	107 10% k	19 5%	25 7%	82 10%	70 10%	46 8%	69 11%
Once every 6 months	173 12%	116 12%	44 11%	11 12%	125 13%	42 10%	107 12%	66 11%	113 13%	60 10%	132 12%	32 9%	43 12%	98 11%	102 15% o	54 9%	84 14%
Yearly	263 18%	165 17%	74 18%	20 21%	168 17%	77 18%	158 18%	105 17%	152 17%	111 18%	197 18%	58 16%	62 17%	158 18%	126 18%	92 15%	123 20%
Never	639 43%	432 44%	170 42%	34 36%	386 40%	204 48% d	326 36%	313 52% f	315 36%	324 53% h	408 38%	200 56% j	145 40%	383 44%	222 32%	317 53% n	193 32%
Don't know	40 3%	26 3%	11 3%	1 1%	19 2%	16 4%	14 2%	26 4% f	20 2%	20 3%	25 2%	7 2%	10 3%	20 2%	10 1%	15 3%	12 2%
NETS																	
Net: At least monthly (Daily, weekly, monthly)	254 17%	162 16%	70 17%	20 21%	175 18% e	58 14%	194 22% g	60 10%	188 21% i	66 11%	210 19% k	40 11%	76 21% m	120 14%	163 24% o	71 12%	121 20%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q2\_2. How often, if at all, would you say you do each of the following?**

### **Volunteer or fundraise for a charity or local community**

Base: All employees with DC pension

Significance Level: 95%

Total

Net: Ever (Daily, weekly, monthly, once every 2-3 months, every 6 months, yearly)

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

	ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
1500	991	402	94	964	427	894	606	883	617	1079	356	361	861	693	595	602
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
821	533	221	59	559	207	554	267	548	273	646	149	206	458	461	263	397
55%	54%	55%	63%	58%	48%	62%	44%	62%	44%	60%	42%	57%	53%	67%	44%	66%
				e		g		i		k				o		

## Big Society Capital - employees with DC pension

### Q2\_3. How often, if at all, would you say you do each of the following?

#### Buy ethical products (e.g. Fairtrade or other)

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
Daily	40 3%	24 5% bc	9 2%	7 1%	20 3%	20 3%	11 5% km	6 3%	6 2%	3 2%	3 2%	3 1%	6 6% km	2 1%	10 2%	18 4%	12 2%	23 4%	10 2%	6 3%	1 1%
Weekly	282 19%	108 22% c	95 19%	79 16%	144 19%	138 18%	43 19%	39 17%	52 20%	24 18%	16 13%	45 21%	21 20%	42 20%	106 21%	89 18%	87 17%	137 22% rs	91 17%	32 16%	22 16%
Monthly	372 25%	115 23%	128 26%	129 26%	204 27% e	168 22%	62 28%	51 23%	65 25%	43 33% gklm	34 27%	47 22%	21 20%	49 23%	113 23%	145 29% np	114 23%	168 27%	120 22%	50 24%	34 24%
Once every 2 - 3 months	251 17%	88 18%	79 16%	84 17%	113 15%	138 18%	42 19%	41 18%	40 15%	15 11%	22 18%	36 17%	15 14%	40 19%	92 18%	74 15%	85 17%	108 17%	94 18%	30 15%	19 13%
Once every 6 months	172 11%	45 9%	64 13%	63 13%	75 10%	97 13%	22 10%	27 12%	32 12%	11 8%	18 15%	27 13%	11 10%	24 11%	53 11%	53 11%	66 13%	65 11% t	71 13% t	30 15% t	6 4%
Yearly	107 7%	42 8%	33 7%	32 6%	47 6%	60 8%	12 5%	13 6%	16 6%	10 8%	9 7%	17 8%	10 9%	20 9%	32 6%	39 8%	36 7%	33 5%	44 8% q	18 9%	12 9%
Never	186 12%	48 10%	68 14% a	70 14% a	107 14% e	79 11%	22 10%	34 15%	31 12%	21 16%	16 13%	24 11%	16 15%	22 10%	67 13%	52 10%	67 13%	58 9%	65 12%	28 14%	35 25% qrs
Don't know	90 6%	30 6%	24 5%	36 7%	40 5%	50 7%	7 3%	15 7%	22 8% fi	4 3%	6 5%	14 7%	6 6%	16 7% f	27 5%	30 6%	33 7%	27 4%	39 7% q	12 6%	12 9% q
NETS																					
Net: At least monthly (Daily, weekly, monthly)	694 46%	247 49% c	232 46%	215 43%	368 49% e	326 43%	116 52% g	96 42%	123 47%	70 53% g	53 43%	95 45%	48 45%	93 43%	229 46%	252 50% p	213 43%	328 53% rst	221 41%	88 43%	57 40%
Net: Ever (Daily, weekly, monthly, once every 2-3 months, every 6 months, yearly)	1224 82%	422 84% c	408 82%	394 79%	603 80%	621 83%	192 87% gh	177 78%	211 80%	106 81%	102 82%	175 82%	84 79%	177 82%	406 81%	418 84%	400 80%	534 86% rst	430 81% t	166 81% t	94 67%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t



## Big Society Capital - employees with DC pension

**Q2\_3. How often, if at all, would you say you do each of the following?**

**Buy ethical products (e.g. Fairtrade or other)**

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
Daily	40 3%	29 3%	8 2%	3 3%	33 3% e	5 1%	35 4% g	5 1%	35 4% i	5 1%	36 3% k	4 1%	12 3%	18 2%	26 4% o	10 2%	25 4%
Weekly	282 19%	195 20%	70 17%	16 17%	203 21% e	59 14%	182 20%	100 17%	196 22% i	86 14%	233 22% k	43 12%	63 17%	166 19%	177 26% o	75 13%	158 26%
Monthly	372 25%	231 23%	112 28%	26 28%	249 26%	98 23%	241 27% g	131 22%	228 26%	144 23%	290 27% k	70 20%	92 25%	210 24%	205 30% o	131 22%	183 30%
Once every 2 - 3 months	251 17%	161 16%	68 17%	18 19%	168 17%	73 17%	148 17%	103 17%	142 16%	109 18%	171 16%	63 18%	62 17%	144 17%	126 18%	91 15%	98 16%
Once every 6 months	172 11%	114 12%	48 12%	9 10%	108 11%	49 11%	100 11%	72 12%	101 11%	71 12%	123 11%	44 12%	43 12%	102 12%	60 9%	76 13% n	54 9%
Yearly	107 7%	72 7%	25 6%	8 9%	62 6%	37 9%	55 6%	52 9%	57 6%	50 8%	73 7%	28 8%	24 7%	61 7%	38 5%	52 9% n	29 5%
Never	186 12%	136 14% c	44 11%	5 5%	97 10%	72 17% d	96 11%	90 15% f	91 10%	95 15% h	105 10%	75 21% j	43 12%	109 13%	43 6%	119 20% n	33 5%
Don't know	90 6%	53 5%	27 7%	9 10%	44 5%	34 8% d	37 4%	53 9% f	33 4%	57 9% h	48 4%	29 8% j	22 6%	51 6%	18 3%	41 7% n	22 4%
NETS																	
Net: At least monthly (Daily, weekly, monthly)	694 46%	455 46%	190 47%	45 48%	485 50% e	162 38%	458 51% g	236 39%	459 52% i	235 38%	559 52% k	117 33%	167 46%	394 46%	408 59% o	216 36%	366 61%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q2\_3. How often, if at all, would you say you do each of the following?**

**Buy ethical products (e.g. Fairtrade or other)**

Base: All employees with DC pension

Significance Level: 95%

Total

Net: Ever (Daily, weekly, monthly, once every 2-3 months, every 6 months, yearly)

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

	ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
1500	991	402	94	964	427	894	606	883	617	1079	356	361	861	693	595	602
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1224	802	331	80	823	321	761	463	759	465	926	252	296	701	632	435	547
82%	81%	82%	85%	85%	75%	85%	76%	86%	75%	86%	71%	82%	81%	91%	73%	91%
				e		g		i		k				o		

## Big Society Capital - employees with DC pension

**Q2\_4. How often, if at all, would you say you do each of the following?**

**Campaign online for causes (e.g. sign a petition)**

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
Daily	25 2%	15 3% bc	6 1%	4 1%	13 2%	12 2%	8 4%	2 1%	3 1%	3 2%	2 2%	4 2%	1 1%	2 1%	6 1%	13 3%	6 1%	9 1%	9 2%	5 2%	2 1%
Weekly	108 7%	51 10% bc	33 7%	24 5%	50 7%	58 8%	22 10%	16 7%	16 6%	7 5%	10 8%	15 7%	9 8%	13 6%	37 7%	45 9% p	26 5%	53 9% r	29 5%	18 9%	8 6%
Monthly	167 11%	74 15% bc	49 10%	44 9%	85 11%	82 11%	27 12%	26 12%	27 10%	12 9%	11 9%	37 17% hijm	12 11%	15 7%	57 11%	55 11%	55 11%	82 13% s	53 10%	16 8%	16 11%
Once every 2 - 3 months	208 14%	79 16% c	78 16% c	51 10%	94 13%	114 15%	34 15%	30 13%	44 17%	14 11%	19 15%	24 11%	14 13%	29 13%	81 16% p	73 15%	54 11%	79 13%	74 14%	34 17%	21 15%
Once every 6 months	250 17%	86 17%	84 17%	80 16%	118 16%	132 18%	39 18%	36 16%	50 19%	22 17%	15 12%	29 14%	18 17%	41 19%	82 16%	89 18%	79 16%	119 19% st	94 18% t	25 12%	12 9%
Yearly	206 14%	67 13%	69 14%	70 14%	102 14%	104 14%	28 13%	29 13%	32 12%	23 18%	20 16%	33 15%	14 13%	27 13%	72 14%	61 12%	73 15%	93 15%	69 13%	28 14%	16 11%
Never	501 33%	117 23% a	170 34% a	214 43% ab	270 36% e	231 31%	59 27%	82 36% f	82 31%	48 37%	45 36%	68 32%	36 34%	81 38% f	151 30%	155 31%	195 39% no	171 28%	191 36% q	76 37% q	63 45% q
Don't know	35 2%	11 2%	11 2%	13 3%	18 2%	17 2%	4 2%	5 2%	10 4%	2 2%	2 2%	3 1%	2 2%	7 3%	14 3%	9 2%	12 2%	13 2%	15 3%	4 2%	3 2%
NETS																					
Net: At least monthly (Daily, weekly, monthly)	300 20%	140 28% bc	88 18%	72 14%	148 20%	152 20%	57 26% hm	44 19%	46 17%	22 17%	23 19%	56 26% him	22 21%	30 14%	100 20%	113 23% p	87 17%	144 23% r	91 17%	39 19%	26 18%
Net: Ever (Daily, weekly, monthly, once every 2-3 months, every 6 months, yearly)	964 64%	372 74% bc	319 64% c	273 55%	462 62%	502 67% d	158 71% gm	139 62%	172 65%	81 62%	77 62%	142 67%	68 64%	127 59%	335 67% p	336 67% p	293 59%	435 70% rst	328 61%	126 61%	75 53%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q2\_4. How often, if at all, would you say you do each of the following?**

**Campaign online for causes (e.g. sign a petition)**

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
Daily	25 2%	17 2%	7 2%	1 1%	19 2%	6 1%	17 2%	8 1%	19 2%	6 1%	21 2%	2 1%	11 3% m	10 1%	19 3% o	6 1%	12 2%
Weekly	108 7%	70 7%	31 8%	6 6%	71 7%	29 7%	72 8%	36 6%	75 8% i	33 5%	88 8% k	17 5%	31 9%	61 7%	77 11% o	17 3%	64 11%
Monthly	167 11%	114 12%	34 8%	19 20% ab	116 12%	39 9%	120 13% g	47 8%	107 12%	60 10%	135 13% k	30 8%	39 11%	92 11%	95 14% o	60 10%	82 14%
Once every 2 - 3 months	208 14%	138 14%	54 13%	12 13%	133 14%	61 14%	117 13%	91 15%	117 13%	91 15%	155 14%	43 12%	58 16%	112 13%	119 17% o	66 11%	97 16%
Once every 6 months	250 17%	165 17%	70 17%	15 16%	175 18%	60 14%	157 18%	93 15%	156 18%	94 15%	177 16%	62 17%	50 14%	147 17%	116 17%	103 17%	107 18%
Yearly	206 14%	133 13%	58 14%	12 13%	131 14%	64 15%	118 13%	88 15%	121 14%	85 14%	157 15%	42 12%	41 11%	128 15%	92 13%	78 13%	88 15%
Never	501 33%	337 34%	134 33%	26 28%	304 32%	154 36%	276 31%	225 37% f	268 30%	233 38% h	326 30%	150 42% j	124 34%	293 34%	168 24%	250 42% n	141 23%
Don't know	35 2%	17 2%	14 3% a	3 3%	15 2%	14 3% d	17 2%	18 3%	20 2%	15 2%	20 2%	10 3%	7 2%	18 2%	7 1%	15 3% n	11 2%
NETS																	
Net: At least monthly (Daily, weekly, monthly)	300 20%	201 20%	72 18%	26 28% b	206 21%	74 17%	209 23% g	91 15%	201 23% i	99 16%	244 23% k	49 14%	81 22%	163 19%	191 28% o	83 14%	158 26%
Net: Ever (Daily, weekly, monthly, once every 2-3 months, every 6 months, yearly)	964 64%	637 64%	254 63%	65 69%	645 67% e	259 61%	601 67% g	363 60%	595 67% i	369 60%	733 68% k	196 55%	230 64%	550 64%	518 75% o	330 55%	450 75%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q2\_5. How often, if at all, would you say you do each of the following?**

**Campaign in person for causes (e.g. take part in public demonstrations or events)**

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
Daily	19 1%	14 3% bc	4 1%	1 *	9 1%	10 1%	9 4% ghkm	1 *	3 1%	1 1%	1 1%	2 1%	1 1%	1 *	7 1%	10 2% p	2 *	11 2% r	1 *	5 2% r	2 1%
Weekly	41 3%	27 5% bc	13 3% c	1 *	24 3%	17 2%	13 6% him	7 3% im	3 1%	- -	3 2%	7 3% im	7 7% him	1 *	13 3% p	24 5% p	4 1%	25 4% rt	7 1%	9 4% rt	- -
Monthly	69 5%	41 8% bc	20 4% c	8 2%	36 5%	33 4%	17 8% m	9 4%	10 4%	7 5%	6 5%	11 5%	4 4%	5 2%	21 4%	29 6%	19 4%	40 6% r	18 3%	6 3%	5 4%
Once every 2 - 3 months	61 4%	32 6% c	20 4% c	9 2%	33 4%	28 4%	9 4%	10 4%	14 5%	4 3%	6 5%	7 3%	2 2%	9 4%	26 5% p	24 5% p	11 2%	28 5%	17 3%	11 5%	5 4%
Once every 6 months	92 6%	35 7%	36 7% c	21 4%	54 7%	38 5%	18 8%	14 6%	15 6%	7 5%	6 5%	10 5%	8 8%	14 7%	31 6%	32 6%	29 6%	42 7%	30 6%	14 7%	6 4%
Yearly	145 10%	54 11%	48 10%	43 9%	74 10%	71 9%	27 12%	17 8%	22 8%	10 8%	7 6%	26 12%	10 9%	26 12%	49 10%	57 11%	39 8%	61 10%	59 11%	16 8%	9 6%
Never	1038 69%	279 56% a	353 71% ab	406 81%	503 67%	535 71%	126 57%	161 71% f	188 71% f	101 77% f	93 75% f	145 68% f	73 69% f	151 70% f	338 68%	312 62%	388 78% no	401 65%	385 72% q	140 68%	112 79% qs
Don't know	35 2%	18 4% b	6 1%	11 2%	17 2%	18 2%	2 1%	7 3%	9 3%	1 1%	2 2%	5 2%	1 1%	8 4%	15 3%	12 2%	8 2%	11 2%	17 3%	5 2%	2 1%
NETS																					
Net: At least monthly (Daily, weekly, monthly)	129 9%	82 16% bc	37 7% c	10 2%	69 9%	60 8%	39 18% ghijklm	17 8% m	16 6%	8 6%	10 8%	20 9% m	12 11% m	7 3%	41 8% p	63 13% np	25 5%	76 12% rt	26 5%	20 10% r	7 5%
Net: Ever (Daily, weekly, monthly, once every 2-3 months, every 6 months, yearly)	427 28%	203 41% bc	141 28% c	83 17%	230 31%	197 26%	93 42% ghijklm	58 26%	67 25%	29 22%	29 23%	63 30%	32 30%	56 26%	147 29% p	176 35% p	104 21%	207 33% rt	132 25%	61 30% t	27 19%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q2\_5. How often, if at all, would you say you do each of the following?**

**Campaign in person for causes (e.g. take part in public demonstrations or events)**

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
Daily	19 1%	12 1%	7 2%	- -	17 2%	2 *	18 2%	1 *	19 2%	- -	17 2%	2 1%	8 2%	6 1%	15 2%	4 1%	10 2%
Weekly	41 3%	25 3%	16 4%	- -	26 3%	8 2%	36 4%	5 1%	36 4%	5 1%	39 4%	2 1%	19 5%	12 1%	27 4%	12 2%	15 2%
Monthly	69 5%	50 5%	14 3%	4 4%	48 5%	18 4%	62 7%	7 1%	58 7%	11 2%	62 6%	6 2%	26 7%	29 3%	46 7%	17 3%	30 5%
Once every 2 - 3 months	61 4%	44 4%	14 3%	3 3%	44 5%	13 3%	46 5%	15 2%	50 6%	11 2%	50 5%	11 3%	16 4%	28 3%	41 6%	14 2%	30 5%
Once every 6 months	92 6%	65 7%	23 6%	3 3%	65 7%	21 5%	68 8%	24 4%	66 7%	26 4%	80 7%	8 2%	18 5%	49 6%	56 8%	24 4%	57 9%
Yearly	145 10%	94 9%	41 10%	9 10%	100 10%	33 8%	100 11%	45 7%	96 11%	49 8%	117 11%	24 7%	33 9%	91 11%	96 14%	39 7%	74 12%
Never	1038 69%	680 69%	280 70%	69 73%	645 67%	324 76%	541 61%	497 82%	534 60%	504 82%	688 64%	296 83%	232 64%	628 73%	402 58%	472 79%	375 62%
Don't know	35 2%	21 2%	7 2%	6 6%	19 2%	8 2%	23 3%	12 2%	24 3%	11 2%	26 2%	7 2%	9 2%	18 2%	10 1%	13 2%	11 2%
NETS																	
Net: At least monthly (Daily, weekly, monthly)	129 9%	87 9%	37 9%	4 4%	91 9%	28 7%	116 13%	13 2%	113 13%	16 3%	118 11%	10 3%	53 15%	47 5%	88 13%	33 6%	55 9%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q2\_5. How often, if at all, would you say you do each of the following?**

**Campaign in person for causes (e.g. take part in public demonstrations or events)**

Base: All employees with DC pension

Significance Level: 95%

Total

Net: Ever (Daily, weekly, monthly, once every 2-3 months, every 6 months, yearly)

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

	ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
1500	991	402	94	964	427	894	606	883	617	1079	356	361	861	693	595	602
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Ever (Daily, weekly, monthly, once every 2-3 months, every 6 months, yearly)																
427	290	115	19	300	95	330	97	325	102	365	53	120	215	281	110	216
28%	29%	29%	20%	31%	22%	37%	16%	37%	17%	34%	15%	33%	25%	41%	18%	36%
				e		g		i		k		m		o		

## Big Society Capital - employees with DC pension

**Q2\_6. How often, if at all, would you say you do each of the following?**

**Actively support a political party (e.g. canvassing, going to meetings)**

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
Daily	22 1%	16 3% bc	6 1% c	- -	17 2% e	5	15 7% ghijklm	- -	2 1%	- -	1 1%	2 1%	1 1%	1 *	7 1%	13 3% p	2 *	14 2% r	4 1%	3 1%	1 1%
Weekly	41 3%	26 5% bc	13 3% c	2 *	25 3% 2%	16	10 5%	6 3%	6 2%	4 3%	3 2%	5 2%	4 4%	3 1%	14 3% p	23 5% p	4 1%	25 4% r	6 1%	7 3% r	3 2%
Monthly	59 4%	31 6% c	20 4% c	8 2%	31 4%	28 4%	16 7% him	12 5%	7 3%	3 2%	5 4%	9 4%	3 3%	4 2%	22 4%	26 5% p	11 2%	29 5%	14 3%	12 6% r	4 3%
Once every 2 - 3 months	51 3%	22 4%	18 4%	11 2%	32 4%	19 3%	7 3%	8 4%	7 3%	6 5%	3 2%	10 5%	5 5%	5 2%	10 2%	28 6% np	13 3%	24 4%	18 3%	8 4%	1 1%
Once every 6 months	63 4%	35 7% bc	18 4%	10 2%	31 4%	32 4%	10 5%	10 4%	9 3%	5 4%	5 4%	10 5%	4 4%	10 5%	23 5%	25 5%	15 3%	26 4%	20 4%	11 5%	6 4%
Yearly	85 6%	43 9% bc	24 5%	18 4%	47 6%	38 5%	16 7% hl	15 7%	8 3%	15 11% hijkl	5 4%	11 5%	2 2%	13 6%	28 6%	31 6%	26 5%	36 6%	26 5%	15 7%	8 6%
Never	1147 76%	312 62%	390 78% a	445 89% ab	555 74%	592 79% d	143 65%	170 75% f	218 83% fgik	96 73%	102 82% f	160 75% f	84 79% f	174 81% f	383 77% o	342 68%	422 84% no	453 73%	435 81% qs	146 71%	113 80%
Don't know	32 2%	15 3% c	11 2%	6 1%	12 2%	20 3%	4 2%	5 2%	7 3%	2 2%	- -	6 3%	3 3%	5 2%	13 3%	12 2%	7 1%	12 2%	11 2%	4 2%	5 4%
NETS																					
Net: At least monthly (Daily, weekly, monthly)	122 8%	73 15% bc	39 8% c	10 2%	73 10% e	49 7%	41 19% ghijklm	18 8%	15 6%	7 5%	9 7%	16 8%	8 8%	8 4%	43 9% p	62 12% p	17 3%	68 11% r	24 4%	22 11% r	8 6%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t



## Big Society Capital - employees with DC pension

**Q2\_6. How often, if at all, would you say you do each of the following?**

**Actively support a political party (e.g. canvassing, going to meetings)**

Base: All employees with DC pension

Significance Level: 95%

Total

Net: Ever (Daily, weekly, monthly, once every 2-3 months, every 6 months, yearly)

	AGE			GENDER		REGION								COMPANY SIZE			SEG			
Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
1500	500	500	500	750	750	221	226	264	131	124	213	106	215	500	500	500	619	534	206	141
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
321	173	99	49	183	138	74	51	39	33	22	47	19	36	104	146	71	154	88	56	23
21%	35%	20%	10%	24%	18%	33%	23%	15%	25%	18%	22%	18%	17%	21%	29%	14%	25%	16%	27%	16%
	bc	c		e		ghjklm	h		h		h			p	np		rt		rt	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q2\_6. How often, if at all, would you say you do each of the following?**

**Actively support a political party (e.g. canvassing, going to meetings)**

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
Daily	22 1%	17 2%	4 1%	1 1%	18 2%	4 1%	20 2% g	2 *	21 2% i	1 *	18 2%	4 1%	9 2% m	5 1%	14 2%	7 1%	7 1%
Weekly	41 3%	28 3%	13 3%	- -	25 3%	10 2%	40 4% g	1 *	39 4% i	2 *	38 4% k	3 1%	16 4% m	14 2%	26 4% o	11 2%	15 2%
Monthly	59 4%	40 4%	17 4%	2 2%	37 4%	18 4%	45 5% g	14 2%	44 5% i	15 2%	54 5% k	3 1%	20 6% m	24 3%	46 7% o	8 1%	28 5%
Once every 2 - 3 months	51 3%	39 4%	11 3%	1 1%	47 5% e	3 1%	46 5% g	5 1%	44 5% i	7 1%	48 4% k	3 1%	16 4%	29 3%	33 5%	16 3%	23 4%
Once every 6 months	63 4%	45 5%	14 3%	3 3%	48 5% e	9 2%	51 6% g	12 2%	48 5% i	15 2%	51 5%	11 3%	22 6% m	29 3%	36 5%	20 3%	30 5%
Yearly	85 6%	52 5%	27 7%	5 5%	64 7%	17 4%	62 7% g	23 4%	60 7% i	25 4%	74 7% k	9 3%	10 3%	55 6% l	56 8% o	22 4%	46 8%
Never	1147 76%	757 76%	303 75%	77 82%	706 73%	357 84% d	610 68%	537 89% f	606 69%	541 88% h	773 72%	317 89% j	261 72%	687 80% l	472 68%	499 84% n	439 73%
Don't know	32 2%	13 1%	13 3% a	5 5% a	19 2%	9 2%	20 2%	12 2%	21 2%	11 2%	23 2%	6 2%	7 2%	18 2%	10 1%	12 2%	14 2%
NETS																	
Net: At least monthly (Daily, weekly, monthly)	122 8%	85 9%	34 8%	3 3%	80 8%	32 7%	105 12% g	17 3%	104 12% i	18 3%	110 10% k	10 3%	45 12% m	43 5%	86 12% o	26 4%	50 8%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q2\_6. How often, if at all, would you say you do each of the following?**

**Actively support a political party (e.g. canvassing, going to meetings)**

Base: All employees with DC pension

Significance Level: 95%

Total

Net: Ever (Daily, weekly, monthly, once every 2-3 months, every 6 months, yearly)

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

	ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
1500	991	402	94	964	427	894	606	883	617	1079	356	361	861	693	595	602
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
321	221	86	12	239	61	264	57	256	65	283	33	93	156	211	84	149
21%	22%	21%	13%	25%	14%	30%	9%	29%	11%	26%	9%	26%	18%	30%	14%	25%
	c			e		g		i		k		m		o		

## Big Society Capital - employees with DC pension

**Q3\_1. Below are a number of paired statements about finances and society. Please could you indicate which statement in each pair best represents your views?**

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG				
								North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions								
	Total	22-35	36-50	51-65	Male	Female	London	g	h	i	j	k	l	m	n	o	p	q	r	s	t	
Significance Level: 95%		a	b	c	d	e	f															
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%	
I think about my impact on society and the environment regularly	985 66%	338 68%	329 66%	318 64%	474 63%	511 68% d	148 67%	150 66%	176 67%	86 66%	75 60%	144 68%	70 66%	136 63%	323 65%	346 69% p	316 63%	439 71% rst	344 64% t	126 61%	76 54%	
I do not think about my impact on society and the environment regularly	441 29%	132 26%	152 30%	157 31%	239 32% e	202 27%	61 28%	63 28%	74 28%	37 28%	43 35%	59 28%	32 30%	72 33%	151 30%	130 26%	160 32% o	149 24%	165 31% q	68 33% q	59 42% qr	
Don't know	74 5%	30 6%	19 4%	25 5%	37 5%	37 5%	12 5%	13 6%	14 5%	8 6%	6 5%	10 5%	4 4%	7 3%	26 5%	24 5%	24 5%	31 5%	25 5%	12 6%	6 4%	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q3\_1. Below are a number of paired statements about finances and society. Please could you indicate which statement in each pair best represents your views?**

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
I think about my impact on society and the environment regularly	985 66%	655 66%	258 64%	65 69%	674 70% e	261 61%	609 68% g	376 62%	613 69% i	372 60%	765 71% k	186 52%	246 68%	576 67%	576 83% o	296 50%	602 100%
I do not think about my impact on society and the environment regularly	441 29%	297 30%	115 29%	25 27%	265 27%	153 36% d	244 27%	197 33% f	231 26%	210 34% h	263 24%	156 44% j	95 26%	257 30%	105 15%	279 47% n	- - -
Don't know	74 5%	39 4%	29 7% a	4 4%	25 3%	13 3%	41 5%	33 5%	39 4%	35 6%	51 5%	14 4%	20 6%	28 3%	12 2%	20 3%	- -

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q3\_2. Below are a number of paired statements about finances and society. Please could you indicate which statement in each pair best represents your views?**

Base: All employees with DC pension

Significance Level: 95%

	AGE			GENDER		REGION								COMPANY SIZE			SEG				
							North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions								
Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE	
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	
1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%	
894 60%	269 54%	301 60%	324 65%	509 68%	385 51%	158 71%	123 54%	162 61%	70 53%	66 53%	133 62%	58 55%	124 58%	307 61%	293 59%	294 59%	441 71%	286 54%	104 50%	63 45%	
		a	a	e		ghijklm											rst				
533 36%	204 41%	173 35%	156 31%	207 28%	326 43%	54 24%	91 40%	90 34%	53 40%	49 40%	69 32%	45 42%	82 38%	172 34%	180 36%	181 36%	155 25%	219 41%	87 42%	72 51%	
		bc		d		f	f	f	f	f		f	f				q	q	qr		
73 5%	27 5%	26 5%	20 4%	34 5%	39 5%	9 4%	12 5%	12 5%	8 6%	9 7%	11 5%	3 3%	9 4%	21 4%	27 5%	25 5%	23 4%	29 5%	15 7%	6 4%	
																			q		

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q3\_2. Below are a number of paired statements about finances and society. Please could you indicate which statement in each pair best represents your views?**

Base: All employees with DC pension

	Total	ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
I take an active interest in financial news	894 60%	651 66% bc	193 48%	46 49%	825 86% e	55 13%	671 75% g	223 37%	629 71% i	265 43%	704 65% k	175 49%	200 55%	536 62% l	465 67% o	345 58%	415 69%
I do not take an active interest in financial news	533 36%	300 30%	179 45% a	47 50% a	127 13%	369 86% d	189 21%	344 57% f	213 24%	320 52% h	326 30%	166 47% j	141 39%	296 34%	213 31%	235 39% n	175 29%
Don't know	73 5%	40 4%	30 7% ac	1 1%	12 1%	3 1%	34 4%	39 6% f	41 5%	32 5%	49 5%	15 4%	20 6%	29 3%	15 2%	15 3%	12 2%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q3\_3. Below are a number of paired statements about finances and society. Please could you indicate which statement in each pair best represents your views?**

Base: All employees with DC pension

	AGE			GENDER		REGION								COMPANY SIZE			SEG				
	Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
I think I am more clued up about money than the average person	860 57%	282 56%	287 57%	291 58%	487 65% e	373 50%	145 66% glm	123 54%	154 58%	79 60%	71 57%	122 57%	53 50%	113 53%	296 59%	274 55%	290 58%	411 66% rst	288 54% s	93 45%	68 48%
I think I know about the same or less about money than the average person	540 36%	186 37%	176 35%	178 36%	211 28%	329 44% d	62 28%	89 39% f	91 34%	42 32%	46 37%	80 38% f	46 43% f	84 39% f	170 34%	193 39%	177 35%	172 28%	206 39% q	96 47% qr	66 47% q
Don't know	100 7%	32 6%	37 7%	31 6%	52 7%	48 6%	14 6%	14 6%	19 7%	10 8%	7 6%	11 5%	7 7%	18 8%	34 7%	33 7%	33 7%	36 6%	40 7%	17 8%	7 5%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t



## Big Society Capital - employees with DC pension

**Q3\_3. Below are a number of paired statements about finances and society. Please could you indicate which statement in each pair best represents your views?**

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
I think I am more clued up about money than the average person	860 57%	621 63% bc	190 47%	46 49%	786 82% e	51 12%	616 69% g	244 40%	592 67% i	268 43%	656 61% k	182 51%	197 55%	511 59%	422 61%	356 60%	371 62%
I think I know about the same or less about money than the average person	540 36%	313 32%	177 44% a	42 45% a	158 16%	364 85% d	236 26%	304 50% f	249 28%	291 47% h	356 33%	149 42% j	147 41%	302 35%	242 35%	217 36%	203 34%
Don't know	100 7%	57 6%	35 9% a	6 6%	20 2%	12 3%	42 5%	58 10% f	42 5%	58 9% h	67 6%	25 7%	17 5%	48 6%	29 4%	22 4%	28 5%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q3\_4. Below are a number of paired statements about finances and society. Please could you indicate which statement in each pair best represents your views?**

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
The social and environmental values of a company are important to me when looking for jobs	822 55%	299 60% c	273 55%	250 50%	393 52%	429 57%	127 57%	114 50%	148 56%	80 61% m	67 54%	120 56%	61 58%	105 49%	276 55%	300 60% p	246 49%	367 59% rt	280 52%	111 54%	64 45%
The social and environmental values of a company are not important to me when looking for jobs	518 35%	160 32%	177 35%	181 36%	280 37% e	238 32%	75 34%	84 37% i	83 31%	35 27%	39 31%	70 33%	40 38%	92 43% hijk	171 34%	159 32%	188 38%	200 32%	188 35%	66 32%	64 45% qrs
Don't know	160 11%	41 8%	50 10%	69 14% a	77 10%	83 11%	19 9%	28 12% l	33 13% l	16 12% l	18 15% l	23 11%	5 5%	18 8%	53 11%	41 8%	66 13% o	52 8%	66 12% q	29 14% q	13 9%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q3\_4. Below are a number of paired statements about finances and society. Please could you indicate which statement in each pair best represents your views?**

Base: All employees with DC pension

	Total	ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
The social and environmental values of a company are important to me when looking for jobs	822 55%	539 54%	214 53%	63 67% ab	572 59% e	213 50%	525 59% g	297 49%	529 60% i	293 47%	678 63% k	122 34%	228 63% m	462 54%	529 76% o	215 36%	602 100%
The social and environmental values of a company are not important to me when looking for jobs	518 35%	361 36% c	131 33%	22 23%	319 33%	178 42% d	287 32%	231 38% f	269 30%	249 40% h	302 28%	195 55% j	106 29% l	308 36% m	136 20%	330 55% n	- -
Don't know	160 11%	91 9%	57 14% a	9 10%	73 8%	36 8%	82 9%	78 13% f	85 10%	75 12%	99 9%	39 11%	27 7%	91 11%	28 4%	50 8% n	- -

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q3\_5. Below are a number of paired statements about finances and society. Please could you indicate which statement in each pair best represents your views?**

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
It is important for my employer to demonstrate their social and environmental values	991 66%	341 68%	330 66%	320 64%	484 65%	507 68%	148 67%	140 62%	172 65%	87 66%	87 70%	141 66%	65 61%	151 70%	314 63%	332 66%	345 69% n	420 68%	344 64%	135 66%	92 65%
My employer should focus on profitability ahead of social and environmental values	311 21%	109 22%	97 19%	105 21%	175 23% e	136 18%	47 21%	57 25%	51 19%	24 18%	24 19%	40 19%	26 25%	42 20%	118 24% p	105 21%	88 18%	126 20%	113 21%	39 19%	33 23%
Don't know	198 13%	50 10%	73 15% a	75 15% a	91 12%	107 14%	26 12%	29 13%	41 16%	20 15%	13 10%	32 15%	15 14%	22 10%	68 14%	63 13%	67 13%	73 12%	77 14%	32 16%	16 11%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q3\_5. Below are a number of paired statements about finances and society. Please could you indicate which statement in each pair best represents your views?**

Base: All employees with DC pension

	Total	ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
It is important for my employer to demonstrate their social and environmental values	991 66%	641 65%	266 66%	77 82% ab	665 69%	278 65%	597 67%	394 65%	601 68%	390 63%	777 72% k	181 51%	261 72% m	573 67%	577 83% o	307 52%	602 100%
My employer should focus on profitability ahead of social and environmental values	311 21%	223 23% c	78 19% c	8 9%	221 23% e	76 18%	205 23% g	106 17%	187 21%	124 20%	193 18%	110 31% j	61 17%	187 22%	87 13%	203 34% n	- - -
Don't know	198 13%	127 13%	58 14%	9 10%	78 8%	73 17% d	92 10%	106 17% f	95 11%	103 17% h	109 10%	65 18% j	39 11%	101 12%	29 4%	85 14% n	- -

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q3\_6. Below are a number of paired statements about finances and society. Please could you indicate which statement in each pair best represents your views?**

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
	Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
I have a good understanding about the investments I hold	1052 70%	328 66%	343 69%	381 76% ab	555 74% e	497 66%	162 73%	149 66%	190 72%	94 72%	82 66%	152 71%	78 74%	145 67%	365 73%	342 68%	345 69%	482 78% rst	355 66%	130 63%	85 60%
I do not have a good understanding about the investments I hold	325 22%	130 26% c	115 23% c	80 16%	142 19%	183 24% d	49 22%	54 24%	49 19%	28 21%	32 26%	37 17%	23 22%	53 25%	94 19%	114 23%	117 23%	101 16%	125 23% q	55 27% q	44 31% q
Don't know	123 8%	42 8%	42 8%	39 8%	53 7%	70 9%	10 5%	23 10% f	25 9% f	9 7%	10 8%	24 11% f	5 5%	17 8%	41 8%	44 9%	38 8%	36 6%	54 10% q	21 10% q	12 9%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q3\_6. Below are a number of paired statements about finances and society. Please could you indicate which statement in each pair best represents your views?**

Base: All employees with DC pension

	Total	ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
I have a good understanding about the investments I hold	1052 70%	739 75% bc	255 63%	51 54%	899 93% e	126 30%	750 84% g	302 50%	722 82% i	330 53%	816 76% k	208 58%	259 72%	624 72%	521 75%	426 72%	471 78%
I do not have a good understanding about the investments I hold	325 22%	193 19%	99 25% a	31 33% a	52 5% d	260 61% d	105 12%	220 36% f	118 13%	207 34% h	201 19%	105 29% j	77 21%	170 20%	144 21%	134 23%	108 18%
Don't know	123 8%	59 6%	48 12% a	12 13% a	13 1% d	41 10% d	39 4%	84 14% f	43 5%	80 13% h	62 6%	43 12% j	25 7%	67 8%	28 4%	35 6%	23 4%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q4\_1. Below are a number of paired statements about Brexit and your finances. Please could you indicate which statement in each pair best represents your views?**

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
I am likely to put more money into my pension in light of Brexit	457 30%	177 35% c	148 30%	132 26%	242 32%	215 29%	79 36% lm	69 31%	75 28%	40 31%	38 31%	76 36% lm	26 25%	54 25%	158 32%	168 34% p	131 26%	216 35% rt	154 29% t	58 28%	29 21%
I am likely to put less money into my pension in light of Brexit	364 24%	136 27% c	124 25%	104 21%	193 26%	171 23%	58 26% j	55 24%	65 25%	35 27% j	20 16%	41 19%	32 30% jk	58 27% j	106 21%	133 27% n	125 25%	156 25%	112 21%	59 29% r	37 26%
Don't know	679 45%	187 37%	228 46% a	264 53% ab	315 42%	364 49% d	84 38%	102 45%	124 47% f	56 43%	66 53% f	96 45%	48 45%	103 48% f	236 47% o	199 40%	244 49% o	247 40%	268 50% q	89 43%	75 53% q

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t



## Big Society Capital - employees with DC pension

**Q4\_1. Below are a number of paired statements about Brexit and your finances. Please could you indicate which statement in each pair best represents your views?**

Base: All employees with DC pension

	Total	ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
I am likely to put more money into my pension in light of Brexit	457 30%	318 32%	112 28%	25 27%	354 37% e	93 22%	336 38% g	121 20%	333 38% i	124 20%	381 35% k	70 20%	122 34%	252 29%	290 42% o	151 25%	230 38%
I am likely to put less money into my pension in light of Brexit	364 24%	239 24%	101 25%	23 24%	225 23%	121 28% d	223 25%	141 23%	212 24%	152 25%	275 25%	78 22%	87 24%	200 23%	181 26%	155 26%	143 24%
Don't know	679 45%	434 44%	189 47%	46 49%	385 40%	213 50% d	335 37%	344 57% f	338 38%	341 55% h	423 39%	208 58% j	152 42%	409 48%	222 32%	289 49% n	229 38%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q4\_2. Below are a number of paired statements about Brexit and your finances. Please could you indicate which statement in each pair best represents your views?**

Base: All employees with DC pension

Significance Level: 95%

	AGE			GENDER		REGION								COMPANY SIZE			SEG			
							North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions							
Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
583 39%	233 47% bc	198 40% c	152 30%	297 40%	286 38%	97 44% k	84 37%	94 36%	50 38%	44 35%	73 34%	40 38%	101 47% ghjk	178 36%	203 41%	202 40%	253 41%	209 39%	69 33%	52 37%
361 24%	108 22%	108 22%	145 29% ab	215 29% e	146 19%	54 24%	57 25%	73 28%	33 25%	27 22%	51 24%	21 20%	45 21%	117 23%	127 25%	117 23%	151 24% r	104 19%	63 31% r	43 30% r
556 37%	159 32%	194 39% a	203 41% a	238 32%	318 42% d	70 32%	85 38%	97 37%	48 37%	53 43% fm	89 42% fm	45 42%	69 32%	205 41% o	170 34%	181 36%	215 35%	221 41% q	74 36%	46 33%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q4\_2. Below are a number of paired statements about Brexit and your finances. Please could you indicate which statement in each pair best represents your views?**

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
I think pensions are not as safe after Brexit	583 39%	394 40%	149 37%	37 39%	410 43% e	148 35%	379 42% g	204 34%	363 41% i	220 36%	453 42% k	118 33%	147 41%	330 38%	335 48% o	197 33%	286 48%
I think pensions are safer after Brexit	361 24%	250 25%	93 23%	16 17%	257 27%	97 23%	254 28% g	107 18%	249 28% i	112 18%	279 26%	75 21%	93 26%	198 23%	169 24%	172 29%	134 22%
Don't know	556 37%	347 35%	160 40%	41 44%	297 31%	182 43% d	261 29%	295 49% f	271 31%	285 46% h	347 32%	163 46% j	121 34%	333 39%	189 27%	226 38% n	182 30%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q4\_3. Below are a number of paired statements about Brexit and your finances. Please could you indicate which statement in each pair best represents your views?**

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
Brexit has made me consider stopping contributions to my pension	218 15%	105 21% bc	75 15% c	38 8%	105 14%	113 15%	45 20% hjl	36 16%	31 12%	19 15%	11 9%	30 14%	10 9%	36 17% j	78 16% p	93 19% p	47 9%	99 16% r	60 11%	41 20% r	18 13%
Brexit has not made me consider stopping contributions to my pension	1102 73%	336 67%	363 73%	403 81% ab	564 75%	538 72%	146 66%	165 73%	205 78% f	93 71%	102 82% fikm	153 72%	88 83% fgikm	150 70%	358 72%	355 71%	389 78% no	453 73%	403 75% s	138 67%	108 77%
Don't know	180 12%	59 12%	62 12%	59 12%	81 11%	99 13%	30 14%	25 11%	28 11%	19 15%	11 9%	30 14%	8 8%	29 13%	64 13%	52 10%	64 13%	67 11%	71 13%	27 13%	15 11%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q4\_3. Below are a number of paired statements about Brexit and your finances. Please could you indicate which statement in each pair best represents your views?**

Base: All employees with DC pension

	Total	ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
Brexit has made me consider stopping contributions to my pension	218 15%	147 15%	62 15%	8 9%	165 17% e	44 10%	174 19% g	44 7%	176 20% i	42 7%	186 17% k	27 8%	74 20% m	96 11%	140 20% o	69 12%	111 18%
Brexit has not made me consider stopping contributions to my pension	1102 73%	735 74%	282 70%	76 81% b	719 75%	325 76%	631 71%	471 78% f	620 70%	482 78% h	769 71%	293 82% j	250 69%	675 78% l	496 72%	476 80% n	438 73%
Don't know	180 12%	109 11%	58 14%	10 11%	80 8%	58 14% d	89 10%	91 15% f	87 10%	93 15% h	124 11%	36 10%	37 10%	90 10%	57 8%	50 8%	53 9%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q4\_4. Below are a number of paired statements about Brexit and your finances. Please could you indicate which statement in each pair best represents your views?**

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
Brexit has made me more likely to put money into savings	499 33%	217 43% bc	150 30%	132 26%	244 33%	255 34%	86 39% ijm	78 35%	93 35%	34 26%	32 26%	80 38% ij	32 30%	64 30%	165 33%	177 35%	157 31%	235 38% rt	157 29%	67 33%	40 28%
Brexit has not made me more likely to put money into savings	730 49%	199 40%	255 51% a	276 55% a	371 49%	359 48%	87 39%	111 49% f	130 49% f	70 53% fk	73 59% fk	87 41%	61 58% fk	111 52% fk	235 47%	246 49%	249 50%	279 45%	278 52% q	98 48%	75 53%
Don't know	271 18%	84 17%	95 19%	92 18%	135 18%	136 18%	48 22% l	37 16%	41 16%	27 21%	19 15%	46 22% l	13 12%	40 19%	100 20%	77 15%	94 19%	105 17%	99 19%	41 20%	26 18%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q4\_4. Below are a number of paired statements about Brexit and your finances. Please could you indicate which statement in each pair best represents your views?**

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
Brexit has made me more likely to put money into savings	499 33%	343 35%	127 32%	27 29%	379 39% e	103 24%	336 38% g	163 27%	345 39% i	154 25%	404 37% k	83 23%	147 41% m	269 31%	300 43% o	163 27%	256 43%
Brexit has not made me more likely to put money into savings	730 49%	475 48%	192 48%	54 57%	445 46% d	245 57% d	424 47%	306 50%	400 45% h	330 53% h	485 45% j	218 61% j	163 45%	430 50%	294 42% n	346 58% n	254 42%
Don't know	271 18%	173 17%	83 21%	13 14%	140 15%	79 19%	134 15%	137 23% f	138 16%	133 22% h	190 18%	55 15%	51 14%	162 19% l	99 14%	86 14%	92 15%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**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

	AGE				GENDER		REGION								COMPANY SIZE			SEG			
							North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions								
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
A great deal	205 14%	60 12%	57 11%	88 18% ab	142 19% e	63 8%	45 20% ghijkl	30 13%	33 13%	20 15% j	9 7%	27 13%	12 11%	29 13%	81 16% p	65 13%	59 12%	119 19% rst	47 9%	24 12%	15 11%
A fair amount	689 46%	238 48%	215 43%	236 47%	382 51% e	307 41%	110 50%	106 47%	123 47%	52 40%	57 46%	95 45%	53 50%	93 43%	223 45%	243 49%	223 45%	313 51% rst	239 45%	84 41%	53 38%
Just a little	543 36%	180 36%	206 41% c	157 31%	201 27% d	342 46%	59 27%	78 35%	97 37% f	53 40% f	54 44% f	81 38% f	39 37% f	82 38% f	181 36%	170 34%	192 38%	175 28%	223 42% q	87 42% q	58 41% q
Nothing at all	63 4%	22 4%	22 4%	19 4%	25 3%	38 5%	7 3%	12 5%	11 4%	6 5%	4 3%	10 5%	2 2%	11 5%	15 3%	22 4%	26 5%	12 2%	25 5% q	11 5% q	15 11% qr
NETS																					
Net: At least a fair amount	894 60%	298 60%	272 54%	324 65% b	524 70% e	370 49%	155 70% ghijkm	136 60%	156 59%	72 55%	66 53%	122 57%	65 61%	122 57%	304 61%	308 62%	282 56%	432 70% rst	286 54%	108 52%	68 48%
Net: Little or nothing	606 40%	202 40%	228 46% c	176 35%	226 30% d	380 51%	66 30%	90 40% f	108 41% f	59 45% f	58 47% f	91 43% f	41 39%	93 43% f	196 39%	192 38%	218 44%	187 30%	248 46% q	98 48% q	73 52% q

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t



## Big Society Capital - employees with DC pension

**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

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
A great deal	205 14%	162 16% bc	34 8%	6 6%	191 20% e	10 2%	205 23% g	- -	193 22% i	12 2%	179 17% k	25 7%	66 18% m	107 12%	114 16%	80 13%	94 16%
A fair amount	689 46%	468 47% c	184 46%	34 36%	525 54% e	122 29%	689 77% g	- -	564 64% i	125 20%	561 52% k	120 34%	148 41%	409 48% l	346 50%	272 46%	287 48%
Just a little	543 36%	323 33%	164 41% a	51 54% ab	231 24%	253 59% d	- -	543 90% f	121 14%	422 68% h	312 29%	185 52% j	132 37%	312 36%	212 31%	215 36% n	203 34%
Nothing at all	63 4%	38 4%	20 5%	3 3%	17 2%	42 10% d	- -	63 10% f	5 1%	58 9% h	27 3%	26 7% j	15 4%	33 4%	21 3%	28 5%	18 3%
<b>NETS</b>																	
Net: At least a fair amount	894 60%	630 64% bc	218 54% c	40 43%	716 74% e	132 31%	894 100% g	- -	757 86% i	137 22%	740 69% k	145 41%	214 59%	516 60%	460 66% o	352 59%	381 63%
Net: Little or nothing	606 40%	361 36%	184 46% a	54 57% ab	248 26%	295 69% d	- -	606 100% f	126 14%	480 78% h	339 31%	211 59% j	147 41%	345 40%	233 34%	243 41% n	221 37%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q6. And how well informed, if at all, do you feel about where the money that you put into your pension is invested? (e.g. the particular funds, organisations, assets, industries and countries)**

Base: All employees with DC pension

		AGE				GENDER		REGION								COMPANY SIZE			SEG			
		Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
Very well informed (4.0)		181 12%	61 12%	53 11%	67 13%	121 16%	60 8%	36 16%	24 11%	32 12%	14 11%	10 8%	25 12%	13 12%	27 13%	65 13%	64 13%	52 10%	96 16%	43 8%	24 12%	18 13%
Fairly well informed (3.0)		702 47%	233 47%	232 46%	237 47%	375 50%	327 44%	112 51%	99 44%	131 50%	57 44%	61 49%	96 45%	47 44%	99 46%	238 48%	236 47%	228 46%	319 52%	242 45%	92 45%	49 35%
Not very well informed (2.0)		465 31%	157 31%	157 31%	151 30%	200 27%	265 35%	55 25%	71 31%	71 27%	49 37%	43 35%	75 35%	33 31%	68 32%	153 31%	151 30%	161 32%	156 25%	182 34%	73 35%	54 38%
Not at all informed (1.0)		152 10%	49 10%	58 12%	45 9%	54 7%	98 13%	18 8%	32 14%	30 11%	11 8%	10 8%	17 8%	13 12%	21 10%	44 9%	49 10%	59 12%	48 8%	67 13%	17 8%	20 14%
NETS																						
Net: Well informed		883 59%	294 59%	285 57%	304 61%	496 66%	387 52%	148 67%	123 54%	163 62%	71 54%	71 57%	121 57%	60 57%	126 59%	303 61%	300 60%	280 56%	415 67%	285 53%	116 56%	67 48%
Net: Not well informed		617 41%	206 41%	215 43%	196 39%	254 34%	363 48%	73 33%	103 46%	101 38%	60 46%	53 43%	92 43%	46 43%	89 41%	197 39%	200 40%	220 44%	204 33%	249 47%	90 44%	74 52%
Mean score		2.6	2.6	2.6	2.7	2.8 e	2.5	2.8 gij	2.5	2.6	2.6	2.6	2.6	2.6	2.6	2.6	2.6	2.5	2.7 rst	2.5	2.6	2.5
Standard deviation		.83	.82	.83	.82	.81	.82	.82	.87	.84	.80	.76	.80	.86	.83	.82	.83	.83	.81	.81	.80	.89
Standard error		.02	.04	.04	.04	.03	.03	.06	.06	.05	.07	.07	.05	.08	.06	.04	.04	.04	.03	.04	.06	.07

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q6. And how well informed, if at all, do you feel about where the money that you put into your pension is invested? (e.g. the particular funds, organisations, assets, industries and countries)**

Base: All employees with DC pension

			ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
		Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total		1500	991	402	94	964	427	894	606	883	617	1079	356	361	861	693	595	602
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very well informed	(4.0)	181	136	37	6	163	14	178	3	181	-	174	6	65	79	107	66	86
		12%	14%	9%	6%	17%	3%	20%	*	20%	-	16%	2%	18%	9%	15%	11%	14%
			bc		e			g		i		k		m		o		
Fairly well informed	(3.0)	702	496	173	29	517	140	579	123	702	-	573	118	152	416	354	267	301
		47%	50%	43%	31%	54%	33%	65%	20%	80%	-	53%	33%	42%	48%	51%	45%	50%
			bc	c	e			g		i		k		l		o		
Not very well informed	(2.0)	465	275	144	41	221	204	116	349	-	465	269	163	104	282	179	196	170
		31%	28%	36%	44%	23%	48%	13%	58%	-	75%	25%	46%	29%	33%	26%	33%	28%
				a	a		d		f		h		j			n		
Not at all informed	(1.0)	152	84	48	18	63	69	21	131	-	152	63	69	40	84	53	66	45
		10%	8%	12%	19%	7%	16%	2%	22%	-	25%	6%	19%	11%	10%	8%	11%	7%
				a	a		d		f		h		j			n		
NETS																		
Net: Well informed		883	632	210	35	680	154	757	126	883	-	747	124	217	495	461	333	387
		59%	64%	52%	37%	71%	36%	85%	21%	100%	-	69%	35%	60%	57%	67%	56%	64%
			bc	c	e			g		i		k				o		
Net: Not well informed		617	359	192	59	284	273	137	480	-	617	332	232	144	366	232	262	215
		41%	36%	48%	63%	29%	64%	15%	79%	-	100%	31%	65%	40%	43%	33%	44%	36%
				a	ab		d		f		h		j			n		
Mean score		2.6	2.7	2.5	2.2	2.8	2.2	3.0	2.0	3.2	1.8	2.8	2.2	2.7	2.6	2.7	2.6	2.7
			bc	c	e			g		i		k				o		
Standard deviation		.83	.81	.82	.84	.79	.75	.65	.66	.40	.43	.78	.75	.90	.79	.81	.83	.80
Standard error		.02	.03	.04	.09	.03	.04	.02	.03	.01	.02	.02	.04	.05	.03	.03	.03	.03

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**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, assets, industries and countries)**

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
	Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
Very important	(4.0) 323 22%	113 23%	105 21%	105 21%	171 23%	152 20%	63 29% hjm	47 21%	52 20%	27 21%	21 17%	51 24%	21 20%	41 19%	115 23%	114 23%	94 19%	149 24% r	89 17%	48 23% r	37 26% r
Fairly important	(3.0) 756 50%	277 55% c	250 50%	229 46%	385 51%	371 49%	117 53%	101 45%	140 53%	75 57% g	56 45%	101 47%	59 56%	107 50%	232 46%	262 52%	262 52%	316 51% t	282 53% t	102 50%	56 40%
Not very important	(2.0) 290 19%	70 14%	99 20%	121 24% a	133 18%	157 21%	25 11%	56 25% fm	52 20% f	21 16%	38 31% fhiklm	44 21% f	18 17%	36 17%	105 21%	85 17%	100 20%	107 17%	114 21%	41 20%	28 20%
Not at all important	(1.0) 66 4%	19 4%	22 4%	25 5%	40 5%	26 3%	4 2%	11 5%	11 4%	4 3%	5 4%	9 4%	5 5%	17 8% f	26 5%	20 4%	20 4%	26 4% s	28 5% s	2 1%	10 7% s
Don't know	65 4%	21 4%	24 5%	20 4%	21 3%	44 6% d	12 5%	11 5%	9 3%	4 3%	4 3%	8 4%	3 3%	14 7%	22 4%	19 4%	24 5%	21 3%	21 4%	13 6%	10 7% q
<b>NETS</b>																					
Net: Important	1079 72%	390 78% bc	355 71%	334 67%	556 74%	523 70%	180 81% ghjkm	148 65%	192 73% j	102 78% gj	77 62%	152 71%	80 75% j	148 69%	347 69%	376 75% n	356 71%	465 75% rt	371 69%	150 73%	93 66%
Net: Not important	356 24%	89 18%	121 24% a	146 29% a	173 23%	183 24%	29 13%	67 30% fi	63 24% f	25 19%	43 35% fhilm	53 25% f	23 22% f	53 25% f	131 26%	105 21%	120 24%	133 21% q	142 27% q	43 21%	38 27%
Mean score	2.9	3.0 c	2.9	2.9	2.9	2.9	3.1 ghijklm	2.9	2.9	3.0 j	2.8	2.9	2.9	2.9	2.9	3.0	2.9	3.0 r	2.8 r	3.0 r	2.9
Standard deviation	.78	.74	.78	.81	.80	.76	.69	.82	.76	.71	.78	.80	.76	.84	.82	.76	.75	.78	.77	.71	.89
Standard error	.02	.03	.04	.04	.03	.03	.05	.06	.05	.06	.07	.06	.07	.06	.04	.03	.03	.03	.03	.05	.08

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**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, assets, industries and countries)**

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment	
		Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important		Not important
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total		1500	991	402	94	964	427	894	606	883	617	1079	356	361	861	693	595	602
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important	(4.0)	323	229	77	15	242	66	253	70	262	61	323	-	100	161	215	78	173
		22%	23%	19%	16%	25% e	15%	28% g	12%	30% i	10%	30% k	-	28% m	19%	31% o	13%	29%
Fairly important	(3.0)	756	491	207	51	511	192	487	269	485	271	756	-	178	448	399	253	327
		50%	50%	51%	54%	53% e	45%	54% g	44%	55% i	44%	70% k	-	49%	52%	58% o	43%	54%
Not very important	(2.0)	290	192	76	19	159	108	127	163	111	179	-	290	60	186	62	191	74
		19%	19%	19%	20%	16% d	25%	14% f	27%	13% h	29%	-	81% j	17%	22% l	9% n	32%	12%
Not at all important	(1.0)	66	42	19	5	31	30	18	48	13	53	-	66	13	37	4	54	9
		4%	4%	5%	5%	3% d	7% d	2% f	8% f	1% h	9% h	-	19% j	4%	4%	1% n	9% n	1%
Don't know		65	37	23	4	21	31	9	56	12	53	-	-	10	29	13	19	19
		4%	4%	6%	4%	2% d	7% d	1% f	9% f	1% h	9% h	-	-	3% m	3% l	2% n	3% n	3%
NETS																		
Net: Important		1079	720	284	66	753	258	740	339	747	332	1079	-	278	609	614	331	500
		72%	73%	71%	70%	78% e	60%	83% g	56%	85% i	54%	100% k	-	77% m	71%	89% o	56%	83%
Net: Not important		356	234	95	24	190	138	145	211	124	232	-	356	73	223	66	245	83
		24%	24%	24%	26%	20% d	32% d	16% f	35% f	14% h	38% h	-	100% j	20% l	26% l	10% n	41% n	14%
Mean score		2.9	3.0	2.9	2.8	3.0 e	2.7	3.1 g	2.7	3.1 i	2.6	3.3 k	1.8	3.0 m	2.9	3.2 o	2.6	3.1
Standard deviation		.78	.78	.77	.76	.75	.82	.71	.81	.68	.80	.46	.39	.78	.76	.62	.83	.68
Standard error		.02	.03	.04	.08	.02	.04	.02	.03	.02	.03	.01	.02	.04	.03	.02	.03	.03

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**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

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
My pension provider	861 57%	242 48%	293 59%	326 65%	459 61%	402 54%	113 51%	126 56%	147 56%	78 60%	68 55%	141 66%	64 60%	124 58%	291 58%	285 57%	285 57%	361 58%	310 58%	113 55%	77 55%
My employer	361 24%	158 32%	114 23%	89 18%	153 20%	208 28%	55 25%	62 27%	71 27%	21 16%	34 27%	39 18%	25 24%	54 25%	93 19%	124 25%	144 29%	133 21%	132 25%	53 26%	43 30%
Nobody - I should be responsible for finding this out myself	141 9%	29 6%	53 11%	59 12%	72 10%	69 9%	25 11%	17 8%	20 8%	21 16%	14 11%	18 8%	10 9%	16 7%	61 12%	44 9%	36 7%	65 11%	45 8%	18 9%	13 9%
The Government	84 6%	48 10%	23 5%	13 3%	43 6%	41 5%	19 9%	14 6%	16 6%	6 5%	7 6%	10 5%	2 2%	10 5%	32 6%	33 7%	19 4%	40 6%	25 5%	15 7%	4 3%
Consumer Advice organisations	14 1%	7 1%	4 1%	3 1%	8 1%	6 1%	1 *	2 1%	2 1%	1 1%	- -	5 2%	1 1%	2 1%	6 1%	3 1%	5 1%	8 1%	4 1%	2 1%	- -
Don't know	39 3%	16 3%	13 3%	10 2%	15 2%	24 3%	8 4%	5 2%	8 3%	4 3%	1 1%	- -	4 4%	9 4%	17 3%	11 2%	11 2%	12 2%	18 3%	5 2%	4 3%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**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

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
My pension provider	861 57%	582 59%	209 52%	63 67%	581 60%	231 54%	516 58%	345 57%	495 56%	366 59%	609 56%	223 63%	- -	861 100%	382 55%	371 62%	339 56%
My employer	361 24%	223 23%	119 30%	15 16%	223 23%	112 26%	214 24%	147 24%	217 25%	144 23%	278 26%	73 21%	361 100%	- -	188 27%	126 21%	173 29%
Nobody - I should be responsible for finding this out myself	141 9%	106 11%	25 6%	10 11%	93 10%	37 9%	88 10%	53 9%	88 10%	53 9%	97 9%	30 8%	- -	- -	64 9%	55 9%	55 9%
The Government	84 6%	48 5%	32 8%	4 4%	48 5%	28 7%	55 6%	29 5%	58 7%	26 4%	67 6%	14 4%	- -	- -	45 6%	26 4%	24 4%
Consumer Advice organisations	14 1%	9 1%	4 1%	1 1%	8 1%	2 *	8 1%	6 1%	10 1%	4 1%	9 1%	4 1%	- -	- -	6 1%	5 1%	4 1%
Don't know	39 3%	23 2%	13 3%	1 1%	11 1%	17 4%	13 1%	26 4%	15 2%	24 4%	19 2%	12 3%	- -	- -	8 1%	12 2%	7 1%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q9\_1. 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

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London	West	East	West	England				<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
My employer has consulted me over where I would like the money in my pension to be invested	424 28%	174 35% bc	134 27%	116 23%	226 30%	198 26%	77 35% gjm	54 24%	82 31% j	33 25%	26 21%	62 29%	36 34% j	54 25%	158 32% p	148 30% p	118 24%	207 33% rst	135 25%	53 26%	29 21%
My employer has not consulted me over where I would like the money in my pension to be invested	959 64%	287 57%	322 64% a	350 70% a	470 63%	489 65%	124 56%	160 71% fh	158 60%	88 67% f	86 69% f	136 64%	65 61%	142 66% f	295 59%	323 65%	341 68% n	363 59%	357 67% q	137 67% q	102 72% q
Don't know	117 8%	39 8%	44 9%	34 7%	54 7%	63 8%	20 9%	12 5%	24 9%	10 8%	12 10%	15 7%	5 5%	19 9%	47 9% o	29 6%	41 8%	49 8%	42 8%	16 8%	10 7%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t



## Big Society Capital - employees with DC pension

**Q9\_1. 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

	Total	ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
My employer has consulted me over where I would like the money in my pension to be invested	424 28%	321 32% bc	85 21%	17 18%	339 35% e	73 17%	334 37% g	90 15%	359 41% i	65 11%	366 34% k	54 15%	122 34% m	217 25%	264 38% o	137 23%	207 34%
My employer has not consulted me over where I would like the money in my pension to be invested	959 64%	603 61%	278 69% a	70 74% a	577 60%	320 75% d	505 56%	454 75% f	457 52%	502 81% h	639 59%	274 77% j	219 61%	592 69% l	408 59%	431 72% n	371 62%
Don't know	117 8%	67 7%	39 10%	7 7%	48 5%	34 8% d	55 6%	62 10% f	67 8%	50 8%	74 7%	28 8%	20 6%	52 6%	21 3%	27 5%	24 4%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q9\_2. 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

Significance Level: 95%

	AGE			GENDER		REGION								COMPANY SIZE			SEG			
							North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions							
Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
693 46%	273 55% bc	223 45%	197 39%	328 44%	365 49%	122 55% ghjm	91 40%	122 46% j	63 48% j	41 33%	101 47% j	60 57% gjm	93 43%	226 45%	262 52% np	205 41%	309 50% rt	232 43%	100 49% t	52 37%
595 40%	163 33%	195 39% a	237 47% ab	333 44% e	262 35%	73 33%	103 46% f	102 39%	54 41%	53 43%	85 40%	38 36%	87 40%	202 40%	180 36%	213 43% o	243 39%	215 40%	71 34%	66 47% s
212 14%	64 13%	82 16%	66 13%	89 12%	123 16% d	26 12%	32 14%	40 15% l	14 11%	30 24% fghikl	27 13%	8 8%	35 16% l	72 14%	58 12%	82 16% o	67 11%	87 16% q	35 17% q	23 16%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q9\_2. 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

	Total	ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
It is important to me that the money that I put into my pension is invested in organisations and assets which reflect my social and environmental views	693 46%	470 47%	171 43%	48 51%	487 51% e	175 41%	460 51% g	233 38%	461 52% i	232 38%	614 57% k	66 19%	188 52% m	382 44%	693 100% o	- - -	424 70%
It is not important to me that the money that I put into my pension is invested in organisations and assets which reflect my social and environmental views	595 40%	399 40%	157 39%	34 36%	392 41%	184 43%	352 39%	243 40%	333 38%	262 42%	331 31%	245 69% j	126 35%	371 43% l	- - -	595 100% n	127 21%
Don't know	212 14%	122 12%	74 18% a	12 13%	85 9%	68 16% d	82 9%	130 21% f	89 10%	123 20% h	134 12%	45 13%	47 13%	108 13%	- - -	- - -	51 8%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q9\_3. 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

Significance Level: 95%

Total

If I found out that my pension was being invested in companies whose practices I didn't agree with I would want to move to another provider

I do not mind where my pension is invested as long as it is making money

Don't know

	AGE			GENDER		REGION								COMPANY SIZE			SEG			
Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
683 46%	249 50% c	238 48% c	196 39%	325 43%	358 48%	119 54% gjm	88 39%	119 45%	72 55% gjm	48 39%	99 46%	49 46%	89 41%	227 45%	252 50% p	204 41%	315 51% rst	226 42%	88 43%	54 38%
623 42%	186 37%	194 39%	243 49% ab	335 45% e	288 38%	75 34%	107 47% fi	108 41%	46 35%	55 44%	87 41%	48 45% f	97 45% f	219 44% o	186 37%	218 44% o	236 38%	237 44% q	82 40%	68 48% q
194 13%	65 13%	68 14%	61 12%	90 12%	104 14%	27 12%	31 14%	37 14%	13 10%	21 17%	27 13%	9 8%	29 13%	54 11%	62 12%	78 16% n	68 11%	71 13%	36 17% q	19 13%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q9\_3. 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

	Total	ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
If I found out that my pension was being invested in companies whose practices I didn't agree with I would want to move to another provider	683 46%	454 46%	173 43%	51 54% b	484 50% e	170 40%	438 49% g	245 40%	427 48% i	256 41%	571 53% k	90 25%	175 48%	394 46%	510 74% o	124 21%	425 71%
I do not mind where my pension is invested as long as it is making money	623 42%	426 43%	159 40%	34 36%	391 41%	203 48% d	363 41%	260 43%	351 40%	272 44%	366 34%	229 64% j	147 41%	361 42%	139 20%	435 73% n	117 19%
Don't know	194 13%	111 11%	70 17%	9 10%	89 9%	54 13%	93 10%	101 17% f	105 12%	89 14%	142 13%	37 10%	39 11%	106 12%	44 6%	36 6%	60 10%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q9\_4. 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

Significance Level: 95%

	AGE			GENDER		REGION								COMPANY SIZE			SEG				
							North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions								
Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE	
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	
1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%	
530 35%	199 40% c	186 37% c	145 29%	268 36%	262 35%	96 43% g j k m	75 33%	94 36%	46 35%	38 31%	71 33%	47 44% j m	63 29%	179 36% p	202 40% p	149 30%	239 39% r	176 33%	72 35%	43 30%	
779 52%	230 46%	256 51%	293 59% ab	407 54%	372 50%	104 47%	127 56%	131 50%	67 51%	69 56%	111 52%	50 47%	120 56%	266 53%	241 48%	272 54%	311 50%	282 53%	105 51%	81 57%	
191 13%	71 14%	58 12%	62 12%	75 10%	116 15% d	21 10%	24 11%	39 15%	18 14%	17 14%	31 15%	9 8%	32 15%	55 11%	57 11%	79 16% no	69 11%	76 14%	29 14%	17 12%	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q9\_4. 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

	Total	ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
It is more important to me that my pension is invested in ethical funds than making the highest possible return	530 35%	356 36%	132 33%	40 43%	354 37%	146 34%	343 38%	187 31%	339 38%	191 31%	462 43%	53 15%	144 40%	289 34%	423 61%	79 13%	334 55%
It is more important to me that my pension makes the highest possible return than it being invested in ethical funds	779 52%	528 53%	201 50%	44 47%	519 54%	230 54%	462 52%	317 52%	445 50%	334 54%	494 46%	255 72%	178 49%	467 54%	227 33%	479 81%	207 34%
Don't know	191 13%	107 11%	69 17%	10 11%	91 9%	51 12%	89 10%	102 17%	99 11%	92 15%	123 11%	48 13%	39 11%	105 12%	43 6%	37 6%	61 10%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q9\_5. 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

Significance Level: 95%

	AGE				GENDER		REGION								COMPANY SIZE			SEG			
							North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions								
Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE	
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	
or	1500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%	
	755 50%	260 52%	262 52%	233 47%	397 53%	358 48%	120 54%	109 48%	131 50%	69 53%	67 54%	105 49%	50 47%	104 48%	230 46%	267 53%	258 52%	351 57%	256 48%	93 45%	55 39%
					e										n		rst				
	584 39%	188 38%	181 36%	215 43%	274 37%	310 41%	78 35%	95 42%	105 40%	49 37%	40 32%	75 35%	52 49%	90 42%	209 42%	179 36%	196 39%	206 33%	215 40%	90 44%	73 52%
			b									fjk					q	q	qr		
	161 11%	52 10%	57 11%	52 10%	79 11%	82 11%	23 10%	22 10%	28 11%	13 10%	17 14%	33 15%	4 4%	21 10%	61 12%	54 11%	46 9%	62 10%	63 12%	23 11%	13 9%
						l		l		l	l										

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t



## Big Society Capital - employees with DC pension

**Q9\_5. 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

	Total	ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
The pension plan offered by a company is important for me when deciding whether or not to take a new job	755 50%	513 52%	191 48%	46 49%	572 59%	160 37%	519 58%	236 39%	501 57%	254 41%	610 57%	131 37%	197 55%	434 50%	437 63%	254 43%	385 64%
The pension plan offered by a company is not important for me when deciding whether or not to take a new job	584 39%	380 38%	159 40%	38 40%	329 34%	222 52%	303 34%	281 46%	303 34%	281 46%	361 33%	195 55%	131 36%	350 41%	222 32%	304 51%	174 29%
Don't know	161 11%	98 10%	52 13%	10 11%	63 7%	45 11%	72 8%	89 15%	79 9%	82 13%	108 10%	30 8%	33 9%	77 9%	34 5%	37 6%	43 7%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q10\_1. 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...**

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
I would feel more engaged with my employer	587 39%	243 49% bc	198 40% c	146 29%	283 38%	304 41%	90 41%	97 43% k	99 38%	57 44% k	48 39%	68 32%	43 41%	85 40%	183 37%	216 43% n	188 38%	277 45% rst	195 37%	66 32%	49 35%
It would have no impact on my engagement with my employer	744 50%	199 40%	251 50% a	294 59% ab	381 51%	363 48%	105 48%	107 47%	138 52%	61 47%	62 50%	117 55%	51 48%	103 48%	247 49%	238 48%	259 52%	285 46%	281 53% q	103 50%	75 53%
I would feel less engaged with my employer	47 3%	20 4%	13 3%	14 3%	27 4%	20 3%	11 5% k	9 4%	6 2%	4 3%	4 3%	3 1%	5 5%	5 2%	27 5% op	10 2%	10 2%	18 3%	13 2%	10 5%	6 4%
Don't know	122 8%	38 8%	38 8%	46 9%	59 8%	63 8%	15 7%	13 6%	21 8%	9 7%	10 8%	25 12% g	7 7%	22 10%	43 9%	36 7%	43 9%	39 6%	45 8%	27 13% q	11 8%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q10\_1. 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...**

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
I would feel more engaged with my employer	587 39%	399 40%	150 37%	34 36%	410 43%	152 36%	372 42%	215 35%	364 41%	223 36%	501 46%	76 21%	171 47%	323 38%	410 59%	133 22%	368 61%
					e		g		i		k		m		o		
It would have no impact on my engagement with my employer	744 50%	501 51%	182 45%	55 59% b	482 50%	225 53%	436 49%	308 51%	426 48%	318 52%	471 44%	240 67% j	155 43%	464 54% l	231 33%	415 70% n	203 34%
I would feel less engaged with my employer	47 3%	25 3%	21 5% a	1 1%	23 2%	16 4%	26 3%	21 3%	29 3%	18 3%	34 3%	11 3%	10 3%	19 2%	23 3%	16 3%	8 1%
Don't know	122 8%	66 7%	49 12% ac	4 4%	49 5%	34 8% d	60 7%	62 10% f	64 7%	58 9%	73 7%	29 8%	25 7%	55 6%	29 4%	31 5%	23 4%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q10\_2. 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...**

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
I would be more likely to recommend my employer as a good place to work	667 44%	269 54% bc	223 45% c	175 35%	310 41%	357 48% d	107 48% k	101 45%	113 43%	59 45%	57 46%	76 36%	57 54% k	97 45% k	215 43%	228 46%	224 45%	298 48%	227 43%	86 42%	56 40%
It would have no impact on my likelihood to recommend my employer as a good place to work	664 44%	176 35%	220 44% a	268 54% ab	348 46%	316 42%	93 42%	101 45%	123 47% l	56 43%	54 44%	106 50% l	37 35%	94 44%	228 46%	219 44%	217 43%	263 42%	252 47%	83 40%	66 47%
I would be less likely to recommend my employer as a good place to work	47 3%	20 4%	11 2%	16 3%	32 4% e	15 2%	7 3%	10 4%	4 2%	5 4%	3 2%	7 3%	4 4%	7 3%	17 3%	17 3%	13 3%	19 3%	12 2%	13 6% qr	3 2%
Don't know	122 8%	35 7%	46 9%	41 8%	60 8%	62 8%	14 6%	14 6%	24 9%	11 8%	10 8%	24 11%	8 8%	17 8%	40 8%	36 7%	46 9%	39 6%	43 8%	24 12% q	16 11% q

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q10\_2. 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...**

Base: All employees with DC pension

	Total	ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
I would be more likely to recommend my employer as a good place to work	667 44%	438 44%	181 45%	43 46%	453 47%	185 43%	423 47%	244 40%	415 47%	252 41%	548 51%	105 29%	188 52%	365 42%	445 64%	163 27%	410 68%
It would have no impact on my likelihood to recommend my employer as a good place to work	664 44%	455 46%	159 40%	45 48%	440 46%	191 45%	391 44%	273 45%	380 43%	284 46%	416 39%	219 62%	139 39%	414 48%	200 29%	380 64%	163 27%
I would be less likely to recommend my employer as a good place to work	47 3%	27 3%	20 5%	- -	25 3%	17 4%	31 3%	16 3%	28 3%	19 3%	38 4%	8 2%	7 2%	25 3%	22 3%	23 4%	7 1%
Don't know	122 8%	71 7%	42 10%	6 6%	46 5%	34 8%	49 5%	73 12%	60 7%	62 10%	77 7%	24 7%	27 7%	57 7%	26 4%	29 5%	22 4%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q10\_3. 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...**

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
I would be more likely to take up the pension plan	581 39%	236 47% bc	197 39% c	148 30%	279 37%	302 40%	90 41%	92 41%	103 39%	52 40%	41 33%	83 39%	40 38%	80 37%	193 39%	210 42% p	178 36%	256 41%	201 38%	77 37%	47 33%
It would have no impact on the likelihood of my taking up the pension plan	711 47%	196 39%	233 47% a	282 56% ab	362 48%	349 47%	105 48%	105 46%	128 48%	62 47%	67 54%	96 45%	51 48%	97 45%	229 46%	230 46%	252 50%	295 48%	260 49%	88 43%	68 48%
I would be less likely to take up the pension plan	66 4%	22 4%	24 5%	20 4%	42 6% e	24 3%	9 4%	8 4%	12 5%	5 4%	5 4%	6 3%	8 8%	13 6%	24 5%	23 5%	19 4%	23 4%	22 4%	13 6%	8 6%
Don't know	142 9%	46 9%	46 9%	50 10%	67 9%	75 10%	17 8%	21 9%	21 8%	12 9%	11 9%	28 13%	7 7%	25 12%	54 11%	37 7%	51 10%	45 7%	51 10%	28 14% q	18 13% q

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q10\_3. 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...**

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
I would be more likely to take up the pension plan	581 39%	381 38%	153 38%	42 45%	393 41%	162 38%	364 41%	217 36%	360 41%	221 36%	488 45%	79 22%	170 47%	319 37%	412 59%	119 20%	354 59%
It would have no impact on the likelihood of my taking up the pension plan	711 47%	492 50%	169 42%	44 47%	473 49%	205 48%	424 47%	287 47%	409 46%	302 49%	450 42%	234 66%	149 41%	436 51%	227 33%	396 67%	216 36%
I would be less likely to take up the pension plan	66 4%	39 4%	24 6%	3 3%	42 4%	19 4%	45 5%	21 3%	43 5%	23 4%	48 4%	17 5%	15 4%	38 4%	21 3%	42 7%	9 1%
Don't know	142 9%	79 8%	56 14%	5 5%	56 6%	41 10%	61 7%	81 13%	71 8%	71 12%	93 9%	26 7%	27 7%	68 8%	33 5%	38 6%	23 4%
				ac		d		f		h							

## Big Society Capital - employees with DC pension

**Q10\_4. 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...**

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
I would save more into my pension	461 31%	210 42% bc	162 32% c	89 18%	222 30%	239 32%	79 36%	63 28%	78 30%	39 30%	37 30%	72 34%	30 28%	63 29%	155 31%	171 34% p	135 27%	198 32%	154 29%	65 32%	44 31%
It would have no impact on how much I save into my pension	859 57%	227 45%	279 56% a	353 71% ab	438 58%	421 56%	118 53%	137 61%	159 60%	72 55%	74 60%	115 54%	64 60%	120 56%	280 56%	280 56%	299 60%	360 58%	310 58%	110 53%	79 56%
I would save less into my pension	50 3%	20 4%	16 3%	14 3%	30 4%	20 3%	6 3%	8 4%	6 2%	11 8% fghijk o	1 1%	7 3%	4 4%	7 3%	23 5% o	10 2%	17 3%	19 3%	18 3%	9 4%	4 3%
Don't know	130 9%	43 9%	43 9%	44 9%	60 8%	70 9%	18 8%	18 8%	21 8%	9 7%	12 10%	19 9%	8 8%	25 12%	42 8%	39 8%	49 10%	42 7%	52 10%	22 11%	14 10%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t



## Big Society Capital - employees with DC pension

**Q10\_4. 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...**

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
I would save more into my pension	461 31%	313 32%	123 31%	20 21%	321 33%	117 27%	303 34%	158 26%	313 35%	148 24%	399 37%	52 15%	141 39%	240 28%	342 49%	83 14%	286 48%
		c			e		g		i		k		m		o		
It would have no impact on how much I save into my pension	859 57%	576 58%	212 53%	65 69% ab	571 59%	244 57%	506 57%	353 58%	481 54%	378 61% h	560 52%	267 75% j	182 50%	533 62% l	305 44%	450 76% n	280 47%
I would save less into my pension	50 3%	30 3%	18 4%	2 2%	29 3%	18 4%	32 4%	18 3%	31 4%	19 3%	36 3%	13 4%	8 2%	31 4%	18 3%	28 5% n	9 1%
Don't know	130 9%	72 7%	49 12% a	7 7%	43 4%	48 11% d	53 6%	77 13% f	58 7%	72 12% h	84 8%	24 7%	30 8%	57 7%	28 4%	34 6%	27 4%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q10\_5. 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...**

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
I think a social pension fund would deliver better returns than other pension funds	340 23%	162 32% bc	115 23% c	63 13%	153 20%	187 25% d	58 26%	43 19%	62 23%	27 21%	27 22%	44 21%	26 25%	53 25%	119 24% p	129 26% p	92 18%	145 23%	106 20%	53 26%	36 26%
I think a social pension fund would deliver returns in line with other pension funds	597 40%	191 38%	199 40%	207 41%	298 40%	299 40%	87 39%	98 43%	105 40%	52 40%	53 43%	82 38%	42 40%	78 36%	188 38%	195 39%	214 43%	252 41%	223 42%	71 34%	51 36%
I think a social pension fund would deliver worse returns than other pension funds	257 17%	62 12%	81 16%	114 23% ab	163 22% e	94 13%	40 18%	42 19%	40 15%	28 21% l	21 17%	35 16%	12 11%	39 18%	96 19%	81 16%	80 16%	116 19%	85 16%	36 17%	20 14%
Don't know	306 20%	85 17%	105 21%	116 23% a	136 18%	170 23% d	36 16%	43 19%	57 22%	24 18%	23 19%	52 24% f	26 25%	45 21%	97 19%	95 19%	114 23%	106 17%	120 22% q	46 22%	34 24%
NETS																					
Net: Better + In line with	937 62%	353 71% bc	314 63% c	270 54%	451 60%	486 65%	145 66%	141 62%	167 63%	79 60%	80 65%	126 59%	68 64%	131 61%	307 61%	324 65%	306 61%	397 64%	329 62%	124 60%	87 62%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q10\_5. 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...**

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
I think a social pension fund would deliver better returns than other pension funds	340 23%	223 23%	93 23%	20 21%	244 25% e	84 20%	230 26% g	110 18%	244 28% i	96 16%	298 28% k	37 10%	109 30% m	170 20%	254 37% o	68 11%	208 35%
I think a social pension fund would deliver returns in line with other pension funds	597 40%	394 40%	165 41%	34 36%	394 41%	181 42%	363 41%	234 39%	362 41%	235 38%	437 41%	142 40%	145 40%	351 41%	295 43%	243 41%	261 43%
I think a social pension fund would deliver worse returns than other pension funds	257 17%	185 19% b	55 14%	17 18%	187 19% e	55 13%	170 19% g	87 14%	144 16%	113 18%	158 15%	92 26% j	43 12%	161 19% l	61 9%	180 30% n	58 10%
Don't know	306 20%	189 19%	89 22%	23 24%	139 14%	107 25% d	131 15%	175 29% f	133 15%	173 28% h	186 17% j	85 24%	64 18%	179 21%	83 12%	104 17% n	75 12%
NETS																	
Net: Better + In line with	937 62%	617 62%	258 64%	54 57%	638 66%	265 62%	593 66% g	344 57%	606 69% i	331 54%	735 68% k	179 50%	254 70% m	521 61%	549 79% o	311 52%	469 78%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q10\_6. 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...**

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
To create social impact, I would accept a lower return compared to other pension funds	325 22%	142 28% c	116 23% c	67 13%	155 21%	170 23%	59 27% hj	54 24%	50 19%	29 22%	21 17%	47 22%	23 22%	42 20%	111 22%	122 24% p	92 18%	164 26% rt	97 18%	41 20%	23 16%
I would only accept returns in line with other pension funds, even if my pension is creating social impact	699 47%	217 43%	238 48%	244 49%	363 48%	336 45%	100 45%	110 49%	134 51% m	60 46%	63 51%	96 45%	47 44%	89 41%	232 46%	224 45%	243 49%	284 46%	266 50% s	86 42%	63 45%
I would only want a social pension if it delivered better returns than other pension funds	290 19%	75 15%	82 16%	133 27% ab	149 20%	141 19%	40 18%	36 16%	46 17%	23 18%	23 19%	44 21%	23 22%	55 26% gh	99 20%	97 19%	94 19%	108 17%	100 19%	50 24% q	32 23%
Don't know	186 12%	66 13%	64 13%	56 11%	83 11%	103 14%	22 10%	26 12%	34 13%	19 15%	17 14%	26 12%	13 12%	29 13%	58 12%	57 11%	71 14%	63 10%	71 13%	29 14%	23 16% q

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q10\_6. 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...**

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
To create social impact, I would accept a lower return compared to other pension funds	325 22%	213 21%	86 21%	23 24%	248 26% e	67 16%	222 25% g	103 17%	229 26% i	96 16%	284 26% k	38 11%	96 27% m	170 20%	265 38% o	47 8%	216 36%
I would only accept returns in line with other pension funds, even if my pension is creating social impact	699 47%	482 49% b	171 43%	44 47%	465 48%	207 48%	426 48%	273 45%	406 46%	293 47%	476 44%	200 56% j	165 46%	418 49%	302 44%	319 54% n	260 43%
I would only want a social pension if it delivered better returns than other pension funds	290 19%	187 19%	84 21%	15 16%	175 18%	92 22%	172 19%	118 19%	163 18%	127 21%	195 18%	84 24% j	59 16%	180 21%	69 10%	186 31% n	72 12%
Don't know	186 12%	109 11%	61 15% a	12 13%	76 8%	61 14% d	74 8%	112 18% f	85 10%	101 16% h	124 11%	34 10%	41 11%	93 11%	57 8%	43 7%	54 9%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q11\_SUM. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### SUMMARY TABLE

Base: All employees with DC pension

	Total	1	2	3	I don't mind where my pension is invested	Don't know	Net: Top 3	Mean
Tobacco companies	1500 100%	258 17%	304 20%	144 10%	143 10%	97 6%	706 47%	1.8
Arms / munitions manufacturers	1500 100%	331 22%	178 12%	133 9%	143 10%	97 6%	642 43%	1.7
Fracking organisations	1500 100%	50 3%	151 10%	166 11%	143 10%	97 6%	367 24%	2.3
Overseas Development	1500 100%	173 12%	93 6%	99 7%	143 10%	97 6%	365 24%	1.8
Alcohol manufacturers	1500 100%	24 2%	84 6%	134 9%	143 10%	97 6%	242 16%	2.5
National infrastructure projects in the UK (e.g. transport, energy, communications)	1500 100%	148 10%	36 2%	30 2%	143 10%	97 6%	214 14%	1.4
Nuclear energy companies	1500 100%	24 2%	75 5%	97 6%	143 10%	97 6%	196 13%	2.4
Environmental projects (sustainable agriculture, renewable energy, protecting the environment)	1500 100%	56 4%	83 6%	52 3%	143 10%	97 6%	191 13%	2.0
Local community infrastructure in the UK (e.g. community centres, sports fields)	1500 100%	79 5%	57 4%	49 3%	143 10%	97 6%	185 12%	1.8
Micro lending organisations	1500 100%	43 3%	67 4%	75 5%	143 10%	97 6%	185 12%	2.2
Oil and fossil fuel companies	1500 100%	28 2%	43 3%	83 6%	143 10%	97 6%	154 10%	2.4
Banks	1500 100%	25 2%	27 2%	94 6%	143 10%	97 6%	146 10%	2.5
Government securities (e.g gilts)	1500 100%	11 1%	33 2%	61 4%	143 10%	97 6%	105 7%	2.5
Pharmaceutical companies	1500 100%	10 1%	29 2%	43 3%	143 10%	97 6%	82 5%	2.4

## Big Society Capital - employees with DC pension

**Q11. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Top rank summary

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
Arms / munitions manufacturers	331 22%	96 19%	125 25%	110 22%	153 20%	178 24%	54 24%	43 19%	66 25%	28 21%	23 19%	41 19%	19 18%	57 27%	109 22%	107 21%	115 23%	151 24% st	128 24% st	31 15%	21 15%
Tobacco companies	258 17%	84 17%	88 18%	86 17%	122 16%	136 18%	37 17%	37 16%	44 17%	23 18%	25 20%	37 17%	22 21%	33 15%	100 20% o	68 14%	90 18%	99 16%	93 17%	36 17%	30 21%
Overseas Development	173 12%	46 9%	57 11%	70 14% a	81 11%	92 12%	14 6%	30 13% f	35 13% f	17 13% f	10 8%	26 12% f	18 17% fj	23 11%	54 11%	54 11%	65 13%	64 10%	68 13%	20 10%	21 15%
National infrastructure projects in the UK (e.g. transport, energy, communications)	148 10%	66 13% bc	43 9%	39 8%	93 12% e	55 7%	26 12% i	30 13% hi	20 8%	6 5%	12 10%	21 10%	11 10%	22 10%	49 10% p	67 13% p	32 6%	63 10%	43 8%	30 15% r	12 9%
Local community infrastructure in the UK (e.g. community centres, sports fields)	79 5%	31 6%	24 5%	24 5%	46 6%	33 4%	12 5%	12 5%	16 6%	7 5%	5 4%	9 4%	6 6%	12 6%	22 4%	31 6%	26 5%	28 5%	26 5%	17 8% q	8 6%
Environmental projects (sustainable agriculture, renewable energy, protecting the environment)	56 4%	21 4%	17 3%	18 4%	31 4%	25 3%	9 4%	13 6% hm	6 2%	5 4%	4 3%	10 5%	5 5%	4 2%	19 4%	25 5% p	12 2%	31 5%	18 3%	5 2%	2 1%
Fracking organisations	50 3%	15 3%	25 5% c	10 2%	20 3%	30 4%	6 3%	10 4% m	7 3%	7 5% m	9 7% fhlm	9 4% m	1 1%	1 *	18 4%	20 4%	12 2%	20 3%	22 4%	5 2%	3 2%
Micro lending organisations	43 3%	16 3%	18 4%	9 2%	24 3%	19 3%	6 3%	5 2%	6 2%	8 6%	2 2%	6 3%	4 4%	6 3%	11 2%	16 3%	16 3%	18 3%	11 2%	12 6% rt	2 1%
Oil and fossil fuel companies	28 2%	13 3%	8 2%	7 1%	13 2%	15 2%	6 3% k	2 1%	7 3% k	2 2%	2 2%	- -	3 3% k	6 3% k	5 1%	12 2%	11 2%	15 2%	8 1%	1 *	4 3%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q11. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Top rank summary

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
Banks	25 2%	4 1%	9 2%	12 2% a	17 2%	8 1%	1 *	8 4% fh	1 *	3 2%	3 2%	5 2%	1 1%	3 1%	9 2%	9 2%	7 1%	7 1%	9 2%	7 3% q	2 1%
Nuclear energy companies	24 2%	13 3% b	4 1%	7 1%	6 1%	18 2% d	8 4% h	2 1%	2 1%	1 1%	1 1%	2 1%	2 2%	6 3%	6 1%	8 2%	10 2%	8 1%	6 1%	5 2%	5 4% r
Alcohol manufacturers	24 2%	11 2% b	2 *	11 2% b	10 1%	14 2%	3 1%	2 1%	3 1%	4 3%	2 2%	7 3% m	2 2%	1 *	9 2%	8 2%	7 1%	8 1%	11 2%	4 2%	1 1%
Government securities (e.g gilts)	11 1%	5 1%	4 1%	2 *	4 1%	7 1%	- -	1 *	2 1%	2 2%	2 2%	3 1%	- -	1 *	3 1%	6 1%	2 *	4 1%	2 *	3 1%	2 1%
Pharmaceutical companies	10 1%	6 1%	2 *	2 *	4 1%	6 1%	2 1%	3 1%	- -	1 1%	1 1%	2 1%	- -	1 *	5 1%	3 1%	2 *	3 *	5 1%	1 *	1 1%
No top rank	240 16%	73 15%	74 15%	93 19%	126 17%	114 15%	37 17%	28 12%	49 19%	17 13%	23 19%	35 16%	12 11%	39 18%	81 16%	66 13%	93 19% o	100 16%	84 16%	29 14%	27 19%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t



## Big Society Capital - employees with DC pension

**Q11. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Top rank summary

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
Arms / munitions manufacturers	331 22%	222 22%	78 19%	29 31% b	201 21%	109 26%	182 20%	149 25%	166 19%	165 27% h	250 23%	72 20%	76 21%	209 24%	184 27% o	108 18%	173 29%
Tobacco companies	258 17%	171 17%	68 17%	18 19%	176 18%	66 15%	140 16%	118 19%	147 17%	111 18%	176 16%	67 19%	55 15%	161 19%	123 18%	92 15%	112 19%
Overseas Development	173 12%	98 10%	62 15% a	10 11%	107 11%	58 14%	93 10%	80 13%	87 10%	86 14% h	111 10%	52 15% j	42 12%	106 12%	77 11%	74 12%	56 9%
National infrastructure projects in the UK (e.g. transport, energy, communications)	148 10%	105 11%	33 8%	8 9%	96 10%	46 11%	116 13% g	32 5%	118 13% i	30 5%	127 12% k	20 6%	51 14% m	71 8%	92 13% o	48 8%	56 9%
Local community infrastructure in the UK (e.g. community centres, sports fields)	79 5%	48 5%	23 6%	8 9%	57 6%	18 4%	54 6%	25 4%	53 6%	26 4%	63 6%	12 3%	20 6%	39 5%	41 6%	32 5%	34 6%
Environmental projects (sustainable agriculture, renewable energy, protecting the environment)	56 4%	36 4%	19 5%	1 1%	39 4%	12 3%	42 5% g	14 2%	39 4%	17 3%	45 4%	9 3%	18 5%	28 3%	30 4%	24 4%	27 4%
Fracking organisations	50 3%	34 3%	12 3%	4 4%	34 4%	11 3%	27 3%	23 4%	31 4%	19 3%	37 3%	12 3%	13 4%	29 3%	23 3%	18 3%	26 4%
Micro lending organisations	43 3%	29 3%	12 3%	2 2%	31 3%	10 2%	29 3%	14 2%	27 3%	16 3%	36 3%	7 2%	7 2%	27 3%	21 3%	19 3%	18 3%
Oil and fossil fuel companies	28 2%	22 2%	5 1%	- -	20 2%	5 1%	18 2%	10 2%	18 2%	10 2%	21 2%	6 2%	5 1%	12 1%	15 2%	10 2%	17 3%
Banks	25 2%	19 2%	6 1%	- -	14 1%	8 2%	14 2%	11 2%	14 2%	11 2%	15 1%	9 3%	3 1%	14 2%	9 1%	12 2%	8 1%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q11. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Top rank summary

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
Nuclear energy companies	24 2%	14 1%	5 1%	4 4% ab	15 2%	9 2%	11 1%	13 2%	13 1%	11 2%	19 2%	4 1%	7 2%	11 1%	18 3% o	5 1%	11 2%
Alcohol manufacturers	24 2%	15 2%	8 2%	1 1%	16 2%	8 2%	15 2%	9 1%	16 2%	8 1%	19 2%	5 1%	8 2%	12 1%	16 2% o	5 1%	10 2%
Government securities (e.g gilts)	11 1%	8 1%	3 1%	- -	9 1%	2 *	9 1%	2 *	9 1%	2 *	9 1%	2 1%	1 *	9 1%	6 1%	4 1%	7 1%
Pharmaceutical companies	10 1%	7 1%	3 1%	- -	8 1%	1 *	6 1%	4 1%	6 1%	4 1%	6 1%	4 1%	6 2% m	2 *	4 1%	5 1%	5 1%
No top rank	240 16%	163 16%	65 16%	9 10%	141 15%	64 15%	138 15%	102 17%	139 16%	101 16%	145 13%	75 21% j	49 14%	131 15%	34 5%	139 23% n	42 7%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q11. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Top 3 summary

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
Tobacco companies	706 47%	231 46%	232 46%	243 49%	335 45%	371 49%	105 48%	99 44%	125 47%	67 51%	52 42%	106 50%	53 50%	99 46%	257 51% o	222 44%	227 45%	301 49%	249 47%	96 47%	60 43%
Arms / munitions manufacturers	642 43%	191 38%	227 45% a	224 45% a	315 42%	327 44%	100 45%	91 40%	121 46%	54 41%	54 44%	86 40%	43 41%	93 43%	215 43%	209 42%	218 44%	268 43%	241 45%	80 39%	53 38%
Fracking organisations	367 24%	114 23%	138 28%	115 23%	166 22%	201 27% d	46 21%	56 25%	68 26%	45 34% fkm	37 30% m	47 22%	28 26%	40 19%	116 23%	112 22%	139 28% o	141 23%	154 29% qs	36 17%	36 26%
Overseas Development	365 24%	103 21%	124 25%	138 28% a	172 23%	193 26%	44 20%	61 27%	63 24%	33 25%	28 23%	54 25%	34 32% f	48 22%	115 23%	132 26%	118 24%	137 22%	134 25%	52 25%	42 30%
Alcohol manufacturers	242 16%	87 17%	80 16%	75 15%	99 13%	143 19% d	30 14%	33 15%	41 16%	31 24% fghjl	17 14%	42 20%	14 13%	34 16%	93 19%	75 15%	74 15%	110 18%	80 15%	29 14%	23 16%
National infrastructure projects in the UK (e.g. transport, energy, communications)	214 14%	89 18% c	68 14%	57 11%	129 17% e	85 11%	36 16% i	44 19% i	35 13% i	8 6% i	19 15% i	28 13% i	15 14% i	29 13% i	69 14%	95 19% np	50 10%	97 16% r	62 12% r	38 18% r	17 12%
Nuclear energy companies	196 13%	76 15%	63 13%	57 11%	74 10%	122 16% d	36 16%	25 11%	35 13%	15 11%	13 10%	24 11%	16 15%	32 15%	61 12%	62 12%	73 15%	77 12%	65 12%	30 15%	24 17%
Environmental projects (sustainable agriculture, renewable energy, protecting the environment)	191 13%	75 15%	55 11%	61 12%	114 15% e	77 10%	32 14% hijklm	44 19%	25 9%	13 10%	14 11%	24 11%	16 15%	23 11%	63 13%	75 15% p	53 11%	89 14% t	65 12%	28 14% t	9 6%
Local community infrastructure in the UK (e.g. community centres, sports fields)	185 12%	60 12%	61 12%	64 13%	108 14% e	77 10%	32 14% j	29 13%	36 14%	11 8%	9 7%	29 14%	15 14%	24 11%	54 11%	73 15%	58 12%	75 12%	64 12%	30 15%	16 11%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q11. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Top 3 summary

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
Micro lending organisations	185 12%	73 15% c	64 13%	48 10%	100 13%	85 11%	21 10%	38 17% fjk	31 12%	22 17% fk	11 9%	18 8%	16 15%	28 13%	53 11%	72 14%	60 12%	75 12%	59 11%	38 18% qrt	13 9%
Oil and fossil fuel companies	154 10%	67 13% c	59 12% c	28 6%	91 12% e	63 8%	31 14% gk	18 8%	26 10%	13 10%	14 11%	16 8%	10 9%	26 12%	46 9%	57 11%	51 10%	71 11%	53 10%	17 8%	13 9%
Banks	146 10%	49 10%	43 9%	54 11%	80 11%	66 9%	22 10% h	23 10% h	11 4%	11 8%	12 10% h	25 12% h	14 13% h	28 13% h	50 10%	49 10%	47 9%	48 8%	57 11%	27 13% q	14 10%
Government securities (e.g gilts)	105 7%	38 8%	37 7%	30 6%	48 6%	57 8%	8 4%	21 9% f	16 6%	11 8%	14 11% fm	19 9% f	5 5%	11 5%	31 6%	38 8%	36 7%	35 6%	32 6%	21 10% qr	17 12% qr
Pharmaceutical companies	82 5%	28 6%	27 5%	27 5%	41 5%	41 5%	9 4%	12 5%	12 5%	8 6%	9 7%	16 8%	3 3%	13 6%	34 7% p	31 6% p	17 3%	33 5%	35 7%	9 4%	5 4%
No top 3	240 16%	73 15%	74 15%	93 19%	126 17%	114 15%	37 17%	28 12%	49 19%	17 13%	23 19%	35 16%	12 11%	39 18%	81 16%	66 13%	93 19% o	100 16%	84 16%	29 14%	27 19%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q11. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Top 3 summary

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
Tobacco companies	706 47%	453 46%	198 49%	50 53%	469 49%	196 46%	398 45%	308 51% f	389 44%	317 51% h	499 46%	174 49%	157 43%	441 51% l	351 51% o	261 44%	315 52%
Arms / munitions manufacturers	642 43%	440 44% b	151 38%	46 49% b	412 43%	194 45%	373 42%	269 44%	360 41%	282 46%	473 44%	151 42%	148 41%	397 46%	347 50% o	220 37%	306 51%
Fracking organisations	367 24%	235 24%	106 26%	23 24%	221 23%	117 27%	188 21%	179 30% f	187 21%	180 29% h	270 25%	85 24%	87 24%	221 26%	206 30% o	108 18%	187 31%
Overseas Development	365 24%	228 23%	109 27%	23 24%	236 24%	113 26%	219 24%	146 24%	212 24%	153 25%	258 24%	90 25%	86 24%	217 25%	163 24%	160 27%	123 20%
Alcohol manufacturers	242 16%	151 15%	77 19%	13 14%	159 16%	68 16%	137 15%	105 17%	136 15%	106 17%	176 16%	54 15%	62 17%	134 16%	125 18% o	82 14%	106 18%
National infrastructure projects in the UK (e.g. transport, energy, communications)	214 14%	145 15%	53 13%	14 15%	144 15%	60 14%	165 18% g	49 8%	162 18% i	52 8%	177 16% k	33 9%	64 18% m	111 13%	125 18% o	75 13%	91 15%
Nuclear energy companies	196 13%	119 12%	61 15%	14 15%	126 13%	60 14%	123 14%	73 12%	132 15% i	64 10%	154 14% k	36 10%	61 17% m	97 11%	112 16% o	54 9%	90 15%
Environmental projects (sustainable agriculture, renewable energy, protecting the environment)	191 13%	125 13%	52 13%	13 14%	129 13%	52 12%	139 16% g	52 9%	135 15% i	56 9%	155 14% k	30 8%	59 16% m	92 11%	111 16%	75 13%	88 15%
Local community infrastructure in the UK (e.g. community centres, sports fields)	185 12%	127 13%	44 11%	14 15%	130 13%	43 10%	126 14% g	59 10%	129 15% i	56 9%	145 13% k	34 10%	55 15% m	95 11%	107 15% o	64 11%	87 14%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q11. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Top 3 summary

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
Micro lending organisations	185 12%	124 13%	50 12%	11 12%	123 13%	52 12%	125 14% g	60 10%	122 14% i	63 10%	151 14% k	30 8%	48 13%	106 12%	94 14%	79 13%	70 12%
Oil and fossil fuel companies	154 10%	121 12% b	23 6%	9 10%	106 11%	35 8%	96 11%	58 10%	89 10%	65 11%	120 11%	30 8%	34 9%	86 10%	93 13% o	39 7%	82 14%
Banks	146 10%	88 9%	40 10%	16 17% a	92 10%	44 10%	76 9%	70 12%	74 8%	72 12% h	96 9%	42 12%	32 9%	83 10%	66 10%	63 11%	60 10%
Government securities (e.g gilts)	105 7%	72 7%	26 6%	5 5%	66 7%	35 8%	54 6%	51 8%	53 6%	52 8%	67 6%	35 10% j	24 7%	62 7%	39 6%	51 9% n	36 6%
Pharmaceutical companies	82 5%	56 6%	21 5%	4 4%	56 6%	20 5%	49 5%	33 5%	52 6%	30 5%	61 6%	19 5%	19 5%	48 6%	38 5%	37 6%	39 6%
No top 3	240 16%	163 16%	65 16%	9 10%	141 15%	64 15%	138 15%	102 17%	139 16%	101 16%	145 13%	75 21% j	49 14%	131 15%	34 5%	139 23% n	42 7%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q11\_1. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### National infrastructure projects in the UK (e.g. transport, energy, communications)

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG				
		Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%																						
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	148 10%	66 13% bc	43 9%	39 8%	93 12% e	55 7%	26 12% i	30 13% hi	20 8%	6 5%	12 10%	21 10%	11 10%	22 10%	49 10% p	67 13% p	32 6%	63 10%	43 8%	30 15% r	12 9%
2	(2.0)	36 2%	13 3%	18 4% c	5 1%	25 3% e	11 1%	7 3%	8 4%	8 3%	1 1%	2 2%	3 1%	4 4%	3 1%	11 2%	18 4% p	7 1%	20 3%	11 2%	3 1%	2 1%
3	(3.0)	30 2%	10 2%	7 1%	13 3%	11 1%	19 3%	3 1%	6 3%	7 3%	1 1%	5 4% l	4 2%	- -	4 2%	9 2%	10 2%	11 2%	14 2%	8 1%	5 2%	3 2%
I don't mind where my pension is invested		143 10%	35 7%	43 9%	65 13% ab	92 12% e	51 7%	24 11%	19 8%	26 10%	11 8%	15 12%	19 9%	10 9%	19 9%	53 11% o	35 7%	55 11% o	67 11%	47 9%	13 6%	16 11%
Don't know		97 6%	38 8%	31 6%	28 6%	34 5%	63 8% d	13 6%	9 4%	23 9% gl	6 5%	8 6%	16 8% l	2 2%	20 9% gl	28 6%	31 6%	38 8%	33 5%	37 7%	16 8%	11 8%
NETS																						
Net: Top 3		214 14%	89 18% c	68 14%	57 11%	129 17% e	85 11%	36 16% i	44 19% i	35 13% i	8 6%	19 15% i	28 13% i	15 14% i	29 13% i	69 14%	95 19% np	50 10%	97 16% r	62 12%	38 18% r	17 12%
Mean score		1.4	1.4	1.5	1.5	1.4	1.6 d	1.4	1.5	1.6	1.4	1.6	1.4	1.3	1.4	1.4	1.4	1.6	1.5	1.4	1.3	1.5
Standard deviation		.73	.68	.68	.85	.64	.84	.64	.73	.81	.74	.90	.74	.46	.73	.72	.67	.84	.74	.72	.71	.80
Standard error		.05	.07	.08	.11	.06	.09	.11	.11	.14	.26	.21	.14	.12	.14	.09	.07	.12	.07	.09	.11	.19

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q11\_1. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### National infrastructure projects in the UK (e.g. transport, energy, communications)

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Total		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
1	(1.0) 148 10%	105 11%	33 8%	8 9%	96 10%	46 11%	116 13%	32 5%	118 13%	30 5%	127 12%	20 6%	51 14%	71 8%	92 13%	48 8%	56 9%
2	(2.0) 36 2%	20 2%	14 3%	2 2%	27 3%	6 1%	29 3%	7 1%	24 3%	12 2%	25 2%	8 2%	5 1%	23 3%	20 3%	14 2%	19 3%
3	(3.0) 30 2%	20 2%	6 1%	4 4%	21 2%	8 2%	20 2%	10 2%	20 2%	10 2%	25 2%	5 1%	8 2%	17 2%	13 2%	13 2%	16 3%
I don't mind where my pension is invested	143 10%	103 10%	36 9%	4 4%	100 10%	35 8%	92 10%	51 8%	87 10%	56 9%	74 7%	62 17%	28 8%	88 10%	11 2%	114 19%	23 4%
Don't know	97 6%	60 6%	29 7%	5 5%	41 4%	29 7%	46 5%	51 8%	52 6%	45 7%	71 7%	13 4%	21 6%	43 5%	23 3%	25 4%	19 3%
<b>NETS</b>																	
Net: Top 3	214 14%	145 15%	53 13%	14 15%	144 15%	60 14%	165 18%	49 8%	162 18%	52 8%	177 16%	33 9%	64 18%	111 13%	125 18%	75 13%	91 15%
Mean score	1.4	1.4	1.5	1.7	1.5	1.4	1.4	1.6	1.4	1.6	1.4	1.5	1.3	1.5	1.4	1.5	1.6
Standard deviation	.73	.72	.70	.91	.74	.71	.70	.82	.70	.80	.73	.75	.69	.75	.67	.78	.78
Standard error	.05	.06	.10	.24	.06	.09	.05	.12	.05	.11	.05	.13	.09	.07	.06	.09	.08

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o



## Big Society Capital - employees with DC pension

**Q11\_2. In which of the following areas, if any, would you least like the money from your pension to be invested?**

**Local community infrastructure in the UK (e.g. community centres, sports fields)**

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG				
		Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	79 5%	31 6%	24 5%	24 5%	46 6%	33 4%	12 5%	12 5%	16 6%	7 5%	5 4%	9 4%	6 6%	12 6%	22 4%	31 6%	26 5%	28 5%	26 5%	17 8% q	8 6%
2	(2.0)	57 4%	17 3%	18 4%	22 4%	33 4%	24 3%	13 6% m	6 3%	9 3%	3 2%	4 3%	13 6% m	5 5%	4 2%	14 3%	20 4%	23 5%	25 4%	19 4%	9 4%	4 3%
3	(3.0)	49 3%	12 2%	19 4%	18 4%	29 4%	20 3%	7 3% j	11 5% ij	11 4% j	1 1% -	- -	7 3% j	4 4% j	8 4% j	18 4%	22 4% p	9 2%	22 4%	19 4%	4 2%	4 3%
I don't mind where my pension is invested		143 10%	35 7%	43 9%	65 13% ab	92 12% e	51 7%	24 11%	19 8%	26 10%	11 8%	15 12%	19 9%	10 9%	19 9%	53 11% o	35 7%	55 11% o	67 11%	47 9%	13 6%	16 11%
Don't know		97 6%	38 8%	31 6%	28 6%	34 5%	63 8% d	13 6%	9 4%	23 9% gl	6 5%	8 6%	16 8% l	2 2%	20 9% gl	28 6%	31 6%	38 8%	33 5%	37 7%	16 8%	11 8%
NETS																						
Net: Top 3		185 12%	60 12%	61 12%	64 13%	108 14% e	77 10%	32 14% j	29 13%	36 14%	11 8%	9 7%	29 14%	15 14%	24 11%	54 11%	73 15%	58 12%	75 12%	64 12%	30 15%	16 11%
Mean score		1.8	1.7	1.9	1.9	1.8	1.8	1.8	2.0	1.9	1.5	1.4	1.9	1.9	1.8	1.9	1.9	1.7	1.9 s	1.9	1.6	1.8
Standard deviation		.82	.79	.84	.81	.82	.82	.77	.91	.87	.69	.53	.75	.83	.92	.87	.85	.73	.82	.84	.73	.86
Standard error		.06	.10	.11	.10	.08	.09	.14	.17	.14	.21	.18	.14	.22	.19	.12	.10	.10	.09	.10	.13	.21

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q11\_2. In which of the following areas, if any, would you least like the money from your pension to be invested?**

**Local community infrastructure in the UK (e.g. community centres, sports fields)**

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Total		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
1	(1.0) 79 5%	48 5%	23 6%	8 9%	57 6%	18 4%	54 6%	25 4%	53 6%	26 4%	63 6%	12 3%	20 6%	39 5%	41 6%	32 5%	34 6%
2	(2.0) 57 4%	42 4%	13 3%	2 2%	39 4%	15 4%	39 4%	18 3%	42 5%	15 2%	47 4%	10 3%	20 6%	31 4%	38 5%	14 2%	29 5%
3	(3.0) 49 3%	37 4%	8 2%	4 4%	34 4%	10 2%	33 4%	16 3%	34 4%	15 2%	35 3%	12 3%	15 4%	25 3%	28 4%	18 3%	24 4%
I don't mind where my pension is invested	143 10%	103 10%	36 9%	4 4%	100 10%	35 8%	92 10%	51 8%	87 10%	56 9%	74 7%	62 17%	28 8%	88 10%	11 2%	114 19%	23 4%
Don't know	97 6%	60 6%	29 7%	5 5%	41 4%	29 7%	46 5%	51 8%	52 6%	45 7%	71 7%	13 4%	21 6%	43 5%	23 3%	25 4%	19 3%
<b>NETS</b>																	
Net: Top 3	185 12%	127 13%	44 11%	14 15%	130 13%	43 10%	126 14%	59 10%	129 15%	56 9%	145 13%	34 10%	55 15%	95 11%	107 15%	64 11%	87 14%
Mean score	1.8	1.9	1.7	1.7	1.8	1.8	1.8	1.8	1.9	1.8	1.8	2.0	1.9	1.9	1.9	1.8	1.9
Standard deviation	.82	.82	.78	.91	.82	.79	.82	.83	.81	.84	.80	.85	.80	.81	.80	.86	.81
Standard error	.06	.07	.12	.24	.07	.12	.07	.11	.07	.11	.07	.15	.11	.08	.08	.11	.09

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q11\_3. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Environmental projects (sustainable agriculture, renewable energy, protecting the environment)

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG				
		Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%																						
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	56 4%	21 4%	17 3%	18 4%	31 4%	25 3%	9 4%	13 6% hm	6 2%	5 4%	4 3%	10 5%	5 5%	4 2%	19 4%	25 5%	12 2%	31 5%	18 3%	5 2%	2 1%
2	(2.0)	83 6%	37 7% b	19 4%	27 5%	49 7%	34 5%	11 5%	20 9% kl	14 5%	5 4%	7 6%	7 3%	3 3%	16 7%	30 6%	34 7% p	19 4%	31 5%	33 6%	14 7%	5 4%
3	(3.0)	52 3%	17 3%	19 4%	16 3%	34 5% e	18 2%	12 5% hm	11 5% m	5 2%	3 2%	3 2%	7 3%	8 8% hm	3 1%	14 3%	16 3%	22 4%	27 4%	14 3%	9 4%	2 1%
I don't mind where my pension is invested		143 10%	35 7%	43 9%	65 13% ab	92 12% e	51 7%	24 11%	19 8%	26 10%	11 8%	15 12%	19 9%	10 9%	19 9%	53 11% o	35 7%	55 11% o	67 11%	47 9%	13 6%	16 11%
Don't know		97 6%	38 8%	31 6%	28 6%	34 5%	63 8% d	13 6%	9 4%	23 9% gl	6 5%	8 6%	16 8% l	2 2%	20 9% gl	28 6%	31 6%	38 8%	33 5%	37 7%	16 8%	11 8%
NETS																						
Net: Top 3		191 13%	75 15%	55 11%	61 12%	114 15% e	77 10%	32 14%	44 19% hijkm	25 9%	13 10%	14 11%	24 11%	16 15%	23 11%	63 13%	75 15% p	53 11%	89 14% t	65 12%	28 14% t	9 6%
Mean score		2.0	1.9	2.0	2.0	2.0	1.9	2.1	2.0	2.0	1.8	1.9	1.9	2.2	2.0	1.9	1.9	2.2 o	2.0	1.9	2.1	2.0
Standard deviation		.75	.71	.82	.75	.76	.75	.82	.75	.68	.80	.73	.85	.91	.56	.73	.73	.79	.81	.70	.71	.71
Standard error		.05	.08	.11	.10	.07	.09	.14	.11	.14	.22	.20	.17	.23	.12	.09	.08	.11	.09	.09	.13	.24

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q11\_3. In which of the following areas, if any, would you least like the money from your pension to be invested?**

**Environmental projects (sustainable agriculture, renewable energy, protecting the environment)**

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Total		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
1	(1.0) 56 4%	36 4%	19 5%	1 1%	39 4%	12 3%	42 5%	14 2%	39 4%	17 3%	45 4%	9 3%	18 5%	28 3%	30 4%	24 4%	27 4%
2	(2.0) 83 6%	56 6%	18 4%	8 9%	54 6%	25 6%	58 6%	25 4%	59 7%	24 4%	70 6%	11 3%	23 6%	41 5%	54 8%	28 5%	35 6%
3	(3.0) 52 3%	33 3%	15 4%	4 4%	36 4%	15 4%	39 4%	13 2%	37 4%	15 2%	40 4%	10 3%	18 5%	23 3%	27 4%	23 4%	26 4%
I don't mind where my pension is invested	143 10%	103 10%	36 9%	4 4%	100 10%	35 8%	92 10%	51 8%	87 10%	56 9%	74 7%	62 17%	28 8%	88 10%	11 2%	114 19%	23 4%
Don't know	97 6%	60 6%	29 7%	5 5%	41 4%	29 7%	46 5%	51 8%	52 6%	45 7%	71 7%	13 4%	21 6%	43 5%	23 3%	25 4%	19 3%
<b>NETS</b>																	
Net: Top 3	191 13%	125 13%	52 13%	13 14%	129 13%	52 12%	139 16%	52 9%	135 15%	56 9%	155 14%	30 8%	59 16%	92 11%	111 16%	75 13%	88 15%
Mean score	2.0	2.0	1.9	2.2	2.0	2.1	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.9	2.0	2.0	2.0
Standard deviation	.75	.75	.81	.60	.77	.73	.77	.73	.75	.76	.74	.81	.79	.75	.72	.80	.78
Standard error	.05	.07	.11	.17	.07	.10	.06	.10	.06	.10	.06	.15	.10	.08	.07	.09	.08

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q11\_4. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Overseas Development

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG				
		Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%																						
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	173 12%	46 9%	57 11%	70 14% a	81 11%	92 12%	14 6%	30 13% f	35 13% f	17 13% f	10 8%	26 12% f	18 17% fj	23 11%	54 11%	54 11%	65 13%	64 10%	68 13%	20 10%	21 15%
2	(2.0)	93 6%	31 6%	29 6%	33 7%	46 6%	47 6%	7 3%	17 8% f	11 4%	9 7%	8 6%	16 8% f	7 7% f	18 8% f	33 7%	39 8% p	21 4%	33 5%	29 5%	21 10% qr	10 7%
3	(3.0)	99 7%	26 5%	38 8%	35 7%	45 6%	54 7%	23 10% m	14 6%	17 6%	7 5%	10 8%	12 6%	9 8% m	7 3%	28 6%	39 8%	32 6%	40 6%	37 7%	11 5%	11 8%
I don't mind where my pension is invested		143 10%	35 7%	43 9%	65 13% ab	92 12% e	51 7%	24 11%	19 8%	26 10%	11 8%	15 12%	19 9%	10 9%	19 9%	53 11% o	35 7%	55 11% o	67 11%	47 9%	13 6%	16 11%
Don't know		97 6%	38 8%	31 6%	28 6%	34 5%	63 8% d	13 6%	9 4%	23 9% gl	6 5%	8 6%	16 8% l	2 2%	20 9% gl	28 6%	31 6%	38 8%	33 5%	37 7%	16 8%	11 8%
NETS																						
Net: Top 3		365 24%	103 21%	124 25%	138 28% a	172 23%	193 26%	44 20%	61 27%	63 24%	33 25%	28 23%	54 25%	34 32% f	48 22%	115 23%	132 26%	118 24%	137 22%	134 25%	52 25%	42 30%
Mean score		1.8	1.8	1.8	1.7	1.8	1.8	2.2 ghiklm	1.7	1.7	1.7	2.0	1.7	1.7	1.7	1.8	1.9	1.7	1.8	1.8	1.8	1.8
Standard deviation		.84	.82	.87	.84	.83	.85	.90	.81	.87	.81	.86	.81	.86	.72	.82	.83	.87	.86	.86	.76	.85
Standard error		.04	.08	.08	.07	.06	.06	.14	.10	.11	.14	.16	.11	.15	.10	.08	.07	.08	.07	.07	.11	.13

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q11\_4. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Overseas Development

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
Total		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Total		1500 100%	991 100%	402 100%	94 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
1	(1.0)	173 12%	98 10%	62 15%	10 11%	58 14%	93 10%	80 13%	87 10%	86 14%	111 10%	52 15%	42 12%	106 12%	77 11%	74 12%	56 9%
			a							h		j					
2	(2.0)	93 6%	57 6%	29 7%	6 6%	31 7%	61 7%	32 5%	62 7%	31 5%	69 6%	21 6%	26 7%	47 5%	38 5%	45 8%	30 5%
3	(3.0)	99 7%	73 7%	18 4%	7 7%	24 6%	65 7%	34 6%	63 7%	36 6%	78 7%	17 5%	18 5%	64 7%	48 7%	41 7%	37 6%
			b														
I don't mind where my pension is invested		143 10%	103 10%	36 9%	4 4%	35 8%	92 10%	51 8%	87 10%	56 9%	74 7%	62 17%	28 8%	88 10%	11 2%	114 19%	23 4%
												j			n		
Don't know		97 6%	60 6%	29 7%	5 5%	29 7%	46 5%	51 8%	52 6%	45 7%	71 7%	13 4%	21 6%	43 5%	23 3%	25 4%	19 3%
						d		f			k						
<b>NETS</b>																	
Net: Top 3		365 24%	228 23%	109 27%	23 24%	113 26%	219 24%	146 24%	212 24%	153 25%	258 24%	90 25%	86 24%	217 25%	163 24%	160 27%	123 20%
Mean score		1.8	1.9 b	1.6	1.9	1.7	1.9 g	1.7	1.9 i	1.7	1.9 k	1.6	1.7	1.8	1.8	1.8	1.8
Standard deviation		.84	.86	.76	.87	.80	.84	.83	.84	.83	.85	.79	.79	.87	.86	.82	.86
Standard error		.04	.06	.07	.18	.08	.06	.07	.06	.07	.05	.08	.09	.06	.07	.07	.08

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q11\_5. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Micro lending organisations

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG				
		Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	43 3%	16 3%	18 4%	9 2%	24 3%	19 3%	6 3%	5 2%	6 2%	8 6%	2 2%	6 3%	4 4%	6 3%	11 2%	16 3%	16 3%	18 3%	11 2%	12 6% rt	2 1%
2	(2.0)	67 4%	31 6% c	20 4%	16 3%	39 5%	28 4%	8 4%	17 8% jk	11 4%	10 8% jk	1 1%	3 1%	5 5%	12 6% jk	19 4%	28 6%	20 4%	24 4%	23 4%	13 6%	7 5%
3	(3.0)	75 5%	26 5%	26 5%	23 5%	37 5%	38 5%	7 3%	16 7%	14 5%	4 3%	8 6%	9 4%	7 7%	10 5%	23 5%	28 6%	24 5%	33 5%	25 5%	13 6%	4 3%
I don't mind where my pension is invested		143 10%	35 7%	43 9%	65 13% ab	92 12% e	51 7%	24 11%	19 8%	26 10%	11 8%	15 12%	19 9%	10 9%	19 9%	53 11% o	35 7%	55 11% o	67 11%	47 9%	13 6%	16 11%
Don't know		97 6%	38 8%	31 6%	28 6%	34 5%	63 8% d	13 6%	9 4%	23 9% gl	6 5%	8 6%	16 8% l	2 2%	20 9% gl	28 6%	31 6%	38 8%	33 5%	37 7%	16 8%	11 8%
NETS																						
Net: Top 3		185 12%	73 15% c	64 13%	48 10%	100 13%	85 11%	21 10%	38 17% fjk	31 12%	22 17% fk	11 9%	18 8%	16 15%	28 13%	53 11%	72 14%	60 12%	75 12%	59 11%	38 18% qrt	13 9%
Mean score		2.2	2.1	2.1	2.3	2.1	2.2	2.0	2.3	2.3	1.8	2.5	2.2	2.2	2.1	2.2	2.2	2.1	2.2	2.2	2.0	2.2
Standard deviation		.78	.75	.83	.77	.77	.79	.80	.69	.77	.73	.82	.92	.83	.76	.78	.77	.81	.81	.75	.82	.69
Standard error		.06	.09	.10	.11	.08	.09	.18	.11	.14	.16	.25	.22	.21	.14	.11	.09	.10	.09	.10	.13	.19

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q11\_5. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Micro lending organisations

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
Total		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
1	(1.0) 43 3%	29 3%	12 3%	2 2%	31 3%	10 2%	29 3%	14 2%	27 3%	16 3%	36 3%	7 2%	7 2%	27 3%	21 3%	19 3%	18 3%
2	(2.0) 67 4%	47 5%	15 4%	5 5%	43 4%	20 5%	48 5%	19 3%	48 5%	19 3%	55 5%	11 3%	20 6%	32 4%	39 6%	24 4%	25 4%
3	(3.0) 75 5%	48 5%	23 6%	4 4%	49 5%	22 5%	48 5%	27 4%	47 5%	28 5%	60 6%	12 3%	21 6%	47 5%	34 5%	36 6%	27 4%
I don't mind where my pension is invested	143 10%	103 10%	36 9%	4 4%	100 10%	35 8%	92 10%	51 8%	87 10%	56 9%	74 7%	62 17%	28 8%	88 10%	11 2%	114 19%	23 4%
Don't know	97 6%	60 6%	29 7%	5 5%	41 4%	29 7%	46 5%	51 8%	52 6%	45 7%	71 7%	13 4%	21 6%	43 5%	23 3%	25 4%	19 3%
<b>NETS</b>																	
Net: Top 3	185 12%	124 13%	50 12%	11 12%	123 13%	52 12%	125 14%	60 10%	122 14%	63 10%	151 14%	30 8%	48 13%	106 12%	94 14%	79 13%	70 12%
Mean score	2.2	2.2	2.2	2.2	2.1	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.3	2.2	2.1	2.2	2.1
Standard deviation	.78	.78	.82	.75	.80	.76	.77	.80	.76	.82	.78	.79	.71	.82	.76	.81	.80
Standard error	.06	.07	.12	.23	.07	.10	.07	.10	.07	.10	.06	.14	.10	.08	.08	.09	.10

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o



## Big Society Capital - employees with DC pension

**Q11\_6. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Arms / munitions manufacturers

Base: All employees with DC pension

		AGE				GENDER		REGION								COMPANY SIZE			SEG			
		Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	331 22%	96 19%	125 25% a	110 22%	153 20%	178 24%	54 24%	43 19%	66 25%	28 21%	23 19%	41 19%	19 18%	57 27%	109 22%	107 21%	115 23%	151 24% st	128 24% st	31 15%	21 15%
2	(2.0)	178 12%	45 9%	63 13% a	70 14% a	96 13%	82 11%	30 14% m	29 13%	33 13%	11 8%	18 15% m	26 12%	15 14%	16 7%	48 10%	61 12%	69 14% n	66 11%	70 13%	24 12%	18 13%
3	(3.0)	133 9%	50 10%	39 8%	44 9%	66 9%	67 9%	16 7%	19 8%	22 8%	15 11%	13 10%	19 9%	9 8%	20 9%	58 12% p	41 8%	34 7%	51 8%	43 8%	25 12%	14 10%
I don't mind where my pension is invested		143 10%	35 7%	43 9%	65 13% ab	92 12% e	51 7%	24 11%	19 8%	26 10%	11 8%	15 12%	19 9%	10 9%	19 9%	53 11% o	35 7%	55 11% o	67 11%	47 9%	13 6%	16 11%
Don't know		97 6%	38 8%	31 6%	28 6%	34 5%	63 8% d	13 6%	9 4%	23 9% gl	6 5%	8 6%	16 8% l	2 2%	20 9% gl	28 6%	31 6%	38 8%	33 5%	37 7%	16 8%	11 8%
NETS																						
Net: Top 3		642 43%	191 38%	227 45% a	224 45% a	315 42%	327 44%	100 45%	91 40%	121 46%	54 41%	54 44%	86 40%	43 41%	93 43%	215 43%	209 42%	218 44%	268 43%	241 45%	80 39%	53 38%
Mean score		1.7	1.8	1.6	1.7	1.7	1.7	1.6	1.7	1.6	1.8	1.8	1.7	1.8	1.6	1.8	1.7	1.6	1.6	1.6	1.9 qr	1.9 q
Standard deviation		.79	.84	.76	.78	.79	.80	.75	.79	.77	.87	.80	.80	.78	.82	.85	.78	.74	.79	.77	.84	.81
Standard error		.03	.06	.05	.05	.04	.04	.07	.08	.07	.12	.11	.09	.12	.09	.06	.05	.05	.05	.05	.09	.11

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q11\_6. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Arms / munitions manufacturers

Base: All employees with DC pension

			ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total		1500	991	402	94	964	427	894	606	883	617	1079	356	361	861	693	595	602
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1	(1.0)	331	222	78	29	201	109	182	149	166	165	250	72	76	209	184	108	173
		22%	22%	19%	31% b	21%	26%	20%	25%	19%	27% h	23%	20%	21%	24%	27% o	18%	29%
2	(2.0)	178	129	40	6	121	48	105	73	106	72	126	46	38	113	88	69	68
		12%	13%	10%	6%	13%	11%	12%	12%	12%	12%	12%	13%	11%	13%	13%	12%	11%
3	(3.0)	133	89	33	11	90	37	86	47	88	45	97	33	34	75	75	43	65
		9%	9%	8%	12%	9%	9%	10%	8%	10%	7%	9%	9%	9%	9%	11% o	7%	11%
I don't mind where my pension is invested		143	103	36	4	100	35	92	51	87	56	74	62	28	88	11	114	23
		10%	10%	9%	4%	10%	8%	10%	8%	10%	9%	7%	17% j	8%	10%	2% n	19%	4%
Don't know		97	60	29	5	41	29	46	51	52	45	71	13	21	43	23	25	19
		6%	6%	7%	5%	4%	7% d	5%	8% f	6%	7%	7% k	4%	6%	5%	3%	4%	3%
NETS																		
Net: Top 3		642	440	151	46	412	194	373	269	360	282	473	151	148	397	347	220	306
		43%	44% b	38%	49% b	43%	45%	42%	44%	41%	46%	44%	42%	41%	46%	50% o	37%	51%
Mean score		1.7	1.7	1.7	1.6	1.7	1.6	1.7	1.6	1.8 i	1.6	1.7	1.7	1.7	1.7	1.7	1.7	1.6
Standard deviation		.79	.79	.81	.86	.80	.79	.81	.77	.81	.75	.79	.80	.82	.78	.81	.78	.81
Standard error		.03	.04	.07	.13	.04	.06	.04	.05	.04	.04	.04	.06	.07	.04	.04	.05	.05

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q11\_7. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Tobacco companies

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG				
								North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions								
		Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	258 17%	84 17%	88 18%	86 17%	122 16%	136 18%	37 17%	37 16%	44 17%	23 18%	25 20%	37 17%	22 21%	33 15%	100 20% o	68 14%	90 18%	99 16%	93 17%	36 17%	30 21%
2	(2.0)	304 20%	98 20%	103 21%	103 21%	147 20%	157 21%	44 20%	41 18%	64 24% j	30 23% j	16 13%	43 20%	21 20%	45 21%	110 22%	102 20%	92 18%	144 23% t	101 19%	40 19%	19 13%
3	(3.0)	144 10%	49 10%	41 8%	54 11%	66 9%	78 10%	24 11%	21 9%	17 6%	14 11%	11 9%	26 12% h	10 9%	21 10%	47 9%	52 10%	45 9%	58 9%	55 10%	20 10%	11 8%
I don't mind where my pension is invested		143 10%	35 7%	43 9%	65 13% ab	92 12% e	51 7%	24 11%	19 8%	26 10%	11 8%	15 12%	19 9%	10 9%	19 9%	53 11% o	35 7%	55 11% o	67 11%	47 9%	13 6%	16 11%
Don't know		97 6%	38 8%	31 6%	28 6%	34 5%	63 8% d	13 6%	9 4%	23 9% gl	6 5%	8 6%	16 8% l	2 2%	20 9% gl	28 6%	31 6%	38 8%	33 5%	37 7%	16 8%	11 8%
NETS																						
Net: Top 3		706 47%	231 46%	232 46%	243 49%	335 45%	371 49%	105 48%	99 44%	125 47%	67 51%	52 42%	106 50%	53 50%	99 46%	257 51% o	222 44%	227 45%	301 49%	249 47%	96 47%	60 43%
Mean score		1.8	1.8	1.8	1.9	1.8	1.8	1.9	1.8	1.8	1.9	1.7	1.9	1.8	1.9	1.8	1.9 n	1.8	1.9	1.8	1.8	1.7
Standard deviation		.74	.75	.72	.75	.73	.74	.76	.75	.67	.74	.79	.77	.75	.73	.73	.73	.75	.71	.76	.75	.77
Standard error		.03	.05	.05	.05	.04	.04	.07	.08	.06	.09	.11	.07	.10	.07	.05	.05	.05	.04	.05	.08	.10

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q11\_7. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Tobacco companies

Base: All employees with DC pension

			ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total		1500	991	402	94	964	427	894	606	883	617	1079	356	361	861	693	595	602
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1	(1.0)	258	171	68	18	176	66	140	118	147	111	176	67	55	161	123	92	112
		17%	17%	17%	19%	18%	15%	16%	19%	17%	18%	16%	19%	15%	19%	18%	15%	19%
2	(2.0)	304	187	88	27	203	85	168	136	153	151	215	75	67	198	149	121	135
		20%	19%	22%	29% a	21%	20%	19%	22%	17%	24% h	20%	21%	19%	23%	22%	20%	22%
3	(3.0)	144	95	42	5	90	45	90	54	89	55	108	32	35	82	79	48	68
		10%	10%	10%	5%	9%	11%	10%	9%	10%	9%	10%	9%	10%	10%	11% o	8%	11%
I don't mind where my pension is invested		143	103	36	4	100	35	92	51	87	56	74	62	28	88	11	114	23
		10%	10%	9%	4%	10%	8%	10%	8%	10%	9%	7%	17% j	8%	10%	2%	19% n	4%
Don't know		97	60	29	5	41	29	46	51	52	45	71	13	21	43	23	25	19
		6%	6%	7%	5%	4%	7% d	5%	8% f	6%	7%	7% k	4%	6%	5%	3%	4%	3%
NETS																		
Net: Top 3		706	453	198	50	469	196	398	308	389	317	499	174	157	441	351	261	315
		47%	46%	49%	53%	49%	46%	45%	51% f	44%	51% h	46%	49%	43%	51% l	51% o	44%	52%
Mean score		1.8	1.8	1.9	1.7	1.8	1.9	1.9	1.8	1.9	1.8	1.9	1.8	1.9	1.8	1.9	1.8	1.9
Standard deviation		.74	.75	.74	.63	.73	.75	.75	.72	.77	.70	.74	.73	.75	.72	.75	.71	.74
Standard error		.03	.04	.05	.09	.03	.05	.04	.04	.04	.04	.03	.06	.06	.03	.04	.04	.04

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q11\_8. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Fracking organisations

Base: All employees with DC pension

			AGE			GENDER		REGION								COMPANY SIZE			SEG			
									North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions							
		Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	50 3%	15 3%	25 5%	10 2%	20 3%	30 4%	6 3%	10 4%	7 3%	7 5%	9 7%	9 4%	1 1%	1 *	18 4%	20 4%	12 2%	20 3%	22 4%	5 2%	3 2%
				c					m		m	fhlm	m									
2	(2.0)	151 10%	54 11%	48 10%	49 10%	61 8%	90 12%	20 9%	20 9%	34 13%	18 14%	15 12%	16 8%	11 10%	17 8%	44 9%	48 10%	59 12%	55 9%	66 12%	13 6%	17 12%
					d														s			
3	(3.0)	166 11%	45 9%	65 13%	56 11%	85 11%	81 11%	20 9%	26 12%	27 10%	20 15%	13 10%	22 10%	16 15%	22 10%	54 11%	44 9%	68 14%	66 11%	66 12%	18 9%	16 11%
				a													o					
I don't mind where my pension is invested		143 10%	35 7%	43 9%	65 13%	92 12%	51 7%	24 11%	19 8%	26 10%	11 8%	15 12%	19 9%	10 9%	19 9%	53 11%	35 7%	55 11%	67 11%	47 9%	13 6%	16 11%
				ab		e										o		o				
Don't know		97 6%	38 8%	31 6%	28 6%	34 5%	63 8%	13 6%	9 4%	23 9%	6 5%	8 6%	16 8%	2 2%	20 9%	28 6%	31 6%	38 8%	33 5%	37 7%	16 8%	11 8%
					d					gl			l		gl							
NETS																						
Net: Top 3		367 24%	114 23%	138 28%	115 23%	166 22%	201 27%	46 21%	56 25%	68 26%	45 34%	37 30%	47 22%	28 26%	40 19%	116 23%	112 22%	139 28%	141 23%	154 29%	36 17%	36 26%
					d						fk	m					o		qs			
Mean score		2.3	2.3	2.3	2.4	2.4	2.3	2.3	2.3	2.3	2.3	2.1	2.3	2.5	2.5	2.3	2.2	2.4	2.3	2.3	2.4	2.4
												j			j		o					
Standard deviation		.70	.68	.76	.65	.69	.70	.70	.76	.65	.73	.77	.77	.58	.55	.73	.73	.65	.71	.70	.72	.64
Standard error		.04	.06	.06	.06	.05	.05	.10	.10	.08	.11	.13	.11	.11	.09	.07	.07	.05	.06	.06	.12	.11

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q11\_8. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Fracking organisations

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
1	(1.0) 50 3%	34 3%	12 3%	4 4%	34 4%	11 3%	27 3%	23 4%	31 4%	19 3%	37 3%	12 3%	13 4%	29 3%	23 3%	18 3%	26 4%
2	(2.0) 151 10%	107 11%	34 8%	8 9%	89 9%	52 12%	80 9%	71 12%	77 9%	74 12%	112 10%	33 9%	37 10%	94 11%	83 12%	45 8%	87 14%
3	(3.0) 166 11%	94 9%	60 15% a	11 12%	98 10%	54 13%	81 9%	85 14% f	79 9%	87 14% h	121 11%	40 11%	37 10%	98 11%	100 14% o	45 8%	74 12%
I don't mind where my pension is invested	143 10%	103 10%	36 9%	4 4%	100 10%	35 8%	92 10%	51 8%	87 10%	56 9%	74 7%	62 17% j	28 8%	88 10%	11 2%	114 19% n	23 4%
Don't know	97 6%	60 6%	29 7%	5 5%	41 4%	29 7% d	46 5%	51 8% f	52 6%	45 7%	71 7% k	13 4%	21 6%	43 5%	23 3%	25 4%	19 3%
<b>NETS</b>																	
Net: Top 3	367 24%	235 24%	106 26%	23 24%	221 23%	117 27%	188 21%	179 30% f	187 21%	180 29% h	270 25%	85 24%	87 24%	221 26%	206 30% o	108 18%	187 31%
Mean score	2.3	2.3	2.5 a	2.3	2.3	2.4	2.3	2.3	2.3	2.4	2.3	2.3	2.3	2.3	2.4	2.3	2.3
Standard deviation	.70	.69	.69	.76	.72	.65	.70	.70	.72	.67	.70	.71	.71	.69	.68	.73	.69
Standard error	.04	.05	.07	.16	.05	.06	.05	.05	.05	.05	.04	.08	.08	.05	.05	.07	.05

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q11\_9. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Nuclear energy companies

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG				
		Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	24 2%	13 3% b	4 1%	7 1%	6 1%	18 2% d	8 4% h	2 1%	2 1%	1 1%	1 1%	2 1%	2 2%	6 3%	6 1%	8 2%	10 2%	8 1%	6 1%	5 2%	5 4% r
2	(2.0)	75 5%	27 5%	29 6%	19 4%	24 3%	51 7% d	15 7%	13 6%	9 3%	6 5%	5 4%	11 5%	6 6%	10 5%	27 5%	19 4%	29 6%	31 5%	24 4%	12 6%	8 6%
3	(3.0)	97 6%	36 7%	30 6%	31 6%	44 6%	53 7%	13 6%	10 4%	24 9% g	8 6%	7 6%	11 5%	8 8%	16 7%	28 6%	35 7%	34 7%	38 6%	35 7%	13 6%	11 8%
I don't mind where my pension is invested		143 10%	35 7%	43 9%	65 13% ab	92 12% e	51 7%	24 11%	19 8%	26 10%	11 8%	15 12%	19 9%	10 9%	19 9%	53 11% o	35 7%	55 11% o	67 11%	47 9%	13 6%	16 11%
Don't know		97 6%	38 8%	31 6%	28 6%	34 5%	63 8% d	13 6%	9 4%	23 9% gl	6 5%	8 6%	16 8% l	2 2%	20 9% gl	28 6%	31 6%	38 8%	33 5%	37 7%	16 8%	11 8%
NETS																						
Net: Top 3		196 13%	76 15%	63 13%	57 11%	74 10%	122 16% d	36 16%	25 11%	35 13%	15 11%	13 10%	24 11%	16 15%	32 15%	61 12%	62 12%	73 15%	77 12%	65 12%	30 15%	24 17%
Mean score		2.4	2.3	2.4	2.4	2.5 e	2.3	2.1	2.3	2.6 f	2.5	2.5	2.4	2.4	2.3	2.4	2.4	2.3	2.4	2.4	2.3	2.3
Standard deviation		.69	.75	.61	.71	.65	.71	.76	.63	.60	.64	.66	.65	.72	.78	.66	.72	.71	.67	.66	.74	.79
Standard error		.05	.09	.08	.09	.08	.06	.13	.13	.10	.17	.18	.13	.18	.14	.08	.09	.08	.08	.08	.14	.16

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q11\_9. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Nuclear energy companies

Base: All employees with DC pension

			ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total		1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
1	(1.0)	24 2%	14 1%	5 1%	4 4% ab	15 2%	9 2%	11 1%	13 2%	13 1%	11 2%	19 2%	4 1%	7 2%	11 1%	18 3% o	5 1%	11 2%
2	(2.0)	75 5%	46 5%	22 5%	7 7%	46 5%	23 5%	46 5%	29 5%	51 6%	24 4%	55 5%	17 5%	22 6%	35 4%	40 6%	23 4%	32 5%
3	(3.0)	97 6%	59 6%	34 8%	3 3%	65 7%	28 7%	66 7%	31 5%	68 8% i	29 5%	80 7% k	15 4%	32 9%	51 6%	54 8% o	26 4%	47 8%
I don't mind where my pension is invested		143 10%	103 10%	36 9%	4 4%	100 10%	35 8%	92 10%	51 8%	87 10%	56 9%	74 7%	62 17% j	28 8%	88 10%	11 2%	114 19% n	23 4%
Don't know		97 6%	60 6%	29 7%	5 5%	41 4%	29 7% d	46 5%	51 8% f	52 6%	45 7%	71 7% k	13 4%	21 6%	43 5%	23 3%	25 4%	19 3%
NETS																		
Net: Top 3		196 13%	119 12%	61 15%	14 15%	126 13%	60 14%	123 14%	73 12%	132 15% i	64 10%	154 14% k	36 10%	61 17% m	97 11%	112 16% o	54 9%	90 15%
Mean score		2.4	2.4	2.5	1.9	2.4	2.3	2.4	2.2	2.4	2.3	2.4	2.3	2.4	2.4	2.3	2.4	2.4
Standard deviation		.69	.69	.65	.73	.69	.72	.66	.74	.67	.74	.70	.67	.69	.69	.74	.66	.70
Standard error		.05	.06	.08	.20	.06	.09	.06	.09	.06	.09	.06	.11	.09	.07	.07	.09	.07

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o



## Big Society Capital - employees with DC pension

**Q11\_10. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Alcohol manufacturers

Base: All employees with DC pension

			AGE			GENDER		REGION								COMPANY SIZE			SEG			
									North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions							
		Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	24 2%	11 2%	2 *	11 2%	10 1%	14 2%	3 1%	2 1%	3 1%	4 3%	2 2%	7 3%	2 2%	1 *	9 2%	8 2%	7 1%	8 1%	11 2%	4 2%	1 1%
2	(2.0)	84 6%	30 6%	33 7%	21 4%	41 5%	43 6%	11 5%	8 4%	11 4%	8 6%	5 4%	19 9%	8 8%	14 7%	31 6%	25 5%	28 6%	34 5%	32 6%	6 3%	12 9%
3	(3.0)	134 9%	46 9%	45 9%	43 9%	48 6%	86 11%	16 7%	23 10%	27 10%	19 15%	10 8%	16 8%	4 4%	19 9%	53 11%	42 8%	39 8%	68 11%	37 7%	19 9%	10 7%
I don't mind where my pension is invested		143 10%	35 7%	43 9%	65 13% ab	92 12% e	51 7%	24 11%	19 8%	26 10%	11 8%	15 12%	19 9%	10 9%	19 9%	53 11% o	35 7%	55 11% o	67 11%	47 9%	13 6%	16 11%
Don't know		97 6%	38 8%	31 6%	28 6%	34 5%	63 8% d	13 6%	9 4%	23 9% gl	6 5%	8 6%	16 8% l	2 2%	20 9% gl	28 6%	31 6%	38 8%	33 5%	37 7%	16 8%	11 8%
NETS																						
Net: Top 3		242 16%	87 17%	80 16%	75 15%	99 13%	143 19% d	30 14%	33 15%	41 16%	31 24% fghjl	17 14%	42 20%	14 13%	34 16%	93 19%	75 15%	74 15%	110 18%	80 15%	29 14%	23 16%
Mean score		2.5	2.4	2.5	2.4	2.4	2.5	2.4	2.6 k	2.6 k	2.5	2.5	2.2	2.1	2.5 k	2.5	2.5	2.4	2.5 r	2.3	2.5	2.4
Standard deviation		.67	.71	.55	.74	.67	.67	.68	.60	.63	.72	.72	.72	.66	.56	.67	.68	.66	.63	.71	.74	.58
Standard error		.04	.08	.06	.09	.07	.06	.12	.10	.10	.13	.17	.11	.18	.10	.07	.08	.08	.06	.08	.14	.12

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q11\_10. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Alcohol manufacturers

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Total		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Total		1500	991	402	94	427	894	606	883	617	1079	356	361	861	693	595	602
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1	(1.0)	24	15	8	1	8	15	9	16	8	19	5	8	12	16	5	10
		2%	2%	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%
2	(2.0)	84	46	33	4	23	45	39	45	39	65	16	26	39	44	25	40
		6%	5%	8%	4%	5%	5%	6%	5%	6%	6%	4%	7%	5%	6%	4%	7%
3	(3.0)	134	90	36	8	37	77	57	75	59	92	33	28	83	65	52	56
		9%	9%	9%	9%	9%	9%	9%	8%	10%	9%	9%	8%	10%	9%	9%	9%
I don't mind where my pension is invested		143	103	36	4	35	92	51	87	56	74	62	28	88	11	114	23
		10%	10%	9%	4%	8%	10%	8%	10%	9%	7%	17%	8%	10%	2%	19%	4%
Don't know		97	60	29	5	29	46	51	52	45	71	13	21	43	23	25	19
		6%	6%	7%	5%	7%	5%	8%	6%	7%	7%	4%	6%	5%	3%	4%	3%
<b>NETS</b>																	
Net: Top 3		242	151	77	13	68	137	105	136	106	176	54	62	134	125	82	106
		16%	15%	19%	14%	16%	15%	17%	15%	17%	16%	15%	17%	16%	18%	14%	18%
Mean score		2.5	2.5	2.4	2.5	2.4	2.5	2.5	2.4	2.5	2.4	2.5	2.3	2.5	2.4	2.6	2.4
Standard deviation		.67	.67	.67	.66	.70	.69	.65	.70	.64	.68	.67	.70	.66	.71	.61	.66
Standard error		.04	.05	.08	.18	.08	.06	.06	.06	.06	.05	.09	.09	.06	.06	.07	.06

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q11\_11. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Oil and fossil fuel companies

Base: All employees with DC pension

			AGE			GENDER		REGION								COMPANY SIZE			SEG			
									North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions							
		Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	28 2%	13 3%	8 2%	7 1%	13 2%	15 2%	6 3% k	2 1%	7 3% k	2 2%	2 2%	- -	3 3% k	6 3% k	5 1%	12 2%	11 2%	15 2%	8 1%	1 *	4 3%
2	(2.0)	43 3%	13 3%	17 3%	13 3%	23 3%	20 3%	6 3%	6 3%	2 1%	6 5% h	6 5% h	8 4% h	2 2%	7 3% h	14 3%	14 3%	15 3%	19 3%	13 2%	7 3%	4 3%
3	(3.0)	83 6%	41 8% c	34 7% c	8 2%	55 7% e	28 4%	19 9% k	10 4%	17 6%	5 4%	6 5%	8 4%	5 5%	13 6%	27 5%	31 6%	25 5%	37 6%	32 6%	9 4%	5 4%
I don't mind where my pension is invested		143 10%	35 7%	43 9%	65 13% ab	92 12% e	51 7%	24 11%	19 8%	26 10%	11 8%	15 12%	19 9%	10 9%	19 9%	53 11% o	35 7%	55 11% o	67 11%	47 9%	13 6%	16 11%
Don't know		97 6%	38 8%	31 6%	28 6%	34 5%	63 8% d	13 6%	9 4%	23 9% gl	6 5%	8 6%	16 8% l	2 2%	20 9% gl	28 6%	31 6%	38 8%	33 5%	37 7%	16 8%	11 8%
NETS																						
Net: Top 3		154 10%	67 13% c	59 12% c	28 6%	91 12% e	63 8%	31 14% gk	18 8%	26 10%	13 10%	14 11%	16 8%	10 9%	26 12%	46 9%	57 11%	51 10%	71 11%	53 10%	17 8%	13 9%
Mean score		2.4	2.4	2.4	2.0	2.5 e	2.2	2.4	2.4	2.4	2.2	2.3	2.5	2.2	2.3	2.5	2.3	2.3	2.3	2.5	2.5	2.1
Standard deviation		.77	.80	.73	.74	.73	.81	.81	.70	.90	.73	.73	.52	.92	.83	.69	.81	.80	.80	.75	.62	.86
Standard error		.06	.10	.09	.14	.08	.10	.14	.17	.18	.20	.19	.13	.29	.16	.10	.11	.11	.10	.10	.15	.24

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q11\_11. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Oil and fossil fuel companies

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Total		1500 100%	991 100%	402 100%	94 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
1	(1.0)	28 2%	22 2%	5 1%	- -	5 1%	18 2%	10 2%	18 2%	10 2%	21 2%	6 2%	5 1%	12 1%	15 2%	10 2%	17 3%
2	(2.0)	43 3%	30 3%	10 2%	3 3%	11 3%	27 3%	16 3%	26 3%	17 3%	34 3%	8 2%	8 2%	28 3%	29 4%	7 1%	25 4%
3	(3.0)	83 6%	69 7%	8 2%	6 6%	19 4%	51 6%	32 5%	45 5%	38 6%	65 6%	16 4%	21 6%	46 5%	49 7%	22 4%	40 7%
I don't mind where my pension is invested		143 10%	103 10%	36 9%	4 4%	35 8%	92 10%	51 8%	87 10%	56 9%	74 7%	62 17%	28 8%	88 10%	11 2%	114 19%	23 4%
Don't know		97 6%	60 6%	29 7%	5 5%	29 7%	46 5%	51 8%	52 6%	45 7%	71 7%	13 4%	21 6%	43 5%	23 3%	25 4%	19 3%
<b>NETS</b>																	
Net: Top 3		154 10%	121 12%	23 6%	9 10%	35 8%	96 11%	58 10%	89 10%	65 11%	120 11%	30 8%	34 9%	86 10%	93 13%	39 7%	82 14%
Mean score		2.4	2.4	2.1	2.7	2.4	2.3	2.4	2.3	2.4	2.4	2.3	2.5	2.4	2.4	2.3	2.3
Standard deviation		.77	.78	.76	.50	.74	.78	.77	.79	.75	.77	.80	.75	.72	.75	.86	.79
Standard error		.06	.07	.16	.17	.12	.08	.10	.08	.09	.07	.15	.13	.08	.08	.14	.09

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q11\_12. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Pharmaceutical companies

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG				
		Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	10 1%	6 1%	2 *	2 *	4 1%	6 1%	2 1%	3 1%	- -	1 1%	1 1%	2 1%	- -	1 *	5 1%	3 1%	2 *	3 *	5 1%	1 *	1 1%
2	(2.0)	29 2%	9 2%	11 2%	9 2%	12 2%	17 2%	2 1%	3 1%	6 2%	2 2%	4 3%	5 2%	2 2%	5 2%	14 3%	8 2%	7 1%	14 2%	10 2%	4 2%	1 1%
3	(3.0)	43 3%	13 3%	14 3%	16 3%	25 3%	18 2%	5 2%	6 3%	6 2%	5 4%	4 3%	9 4%	1 1%	7 3%	15 3%	20 4%	8 2%	16 3%	20 4%	4 2%	3 2%
I don't mind where my pension is invested		143 10%	35 7%	43 9%	65 13% ab	92 12% e	51 7%	24 11%	19 8%	26 10%	11 8%	15 12%	19 9%	10 9%	19 9%	53 11% o	35 7%	55 11% o	67 11%	47 9%	13 6%	16 11%
Don't know		97 6%	38 8%	31 6%	28 6%	34 5%	63 8% d	13 6%	9 4%	23 9% gl	6 5%	8 6%	16 8% l	2 2%	20 9% gl	28 6%	31 6%	38 8%	33 5%	37 7%	16 8%	11 8%
NETS																						
Net: Top 3		82 5%	28 6%	27 5%	27 5%	41 5%	41 5%	9 4%	12 5%	12 5%	8 6%	9 7%	16 8%	3 3%	13 6%	34 7% p	31 6% p	17 3%	33 5%	35 7%	9 4%	5 4%
Mean score		2.4	2.3	2.4	2.5	2.5	2.3	2.3	2.5	2.5	2.3	2.4	2.3	2.5	2.3	2.5	2.4	2.4	2.4	2.3	2.4	
Standard deviation		.70	.80	.64	.64	.68	.72	.87	.87	.52	.76	.71	.73	.58	.66	.72	.68	.70	.66	.74	.71	.89
Standard error		.08	.15	.12	.12	.11	.11	.29	.25	.15	.27	.24	.18	.33	.18	.12	.12	.17	.11	.12	.24	.40

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q11\_12. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Pharmaceutical companies

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Total		1500 100%	991 100%	402 100%	94 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
1	(1.0)	10 1%	7 1%	3 1%	- -	1 *	6 1%	4 1%	6 1%	4 1%	6 1%	4 1%	6 2% m	2 *	4 1%	5 1%	5 1%
2	(2.0)	29 2%	21 2%	6 1%	2 2%	5 1%	17 2%	12 2%	16 2%	13 2%	22 2%	7 2%	5 1%	18 2%	15 2%	11 2%	14 2%
3	(3.0)	43 3%	28 3%	12 3%	2 2%	14 3%	26 3%	17 3%	30 3%	13 2%	33 3%	8 2%	8 2%	28 3%	19 3%	21 4%	20 3%
I don't mind where my pension is invested		143 10%	103 10%	36 9%	4 4%	35 8%	92 10%	51 8%	87 10%	56 9%	74 7%	62 17% j	28 8%	88 10%	11 2%	114 19% n	23 4%
Don't know		97 6%	60 6%	29 7%	5 5%	29 7% d	46 5%	51 8% f	52 6%	45 7%	71 7% k	13 4%	21 6%	43 5%	23 3%	25 4%	19 3%
<b>NETS</b>																	
Net: Top 3		82 5%	56 6%	21 5%	4 4%	20 5%	49 5%	33 5%	52 6%	30 5%	61 6%	19 5%	19 5%	48 6%	38 5%	37 6%	39 6%
Mean score		2.4	2.4	2.4	2.5	2.3	2.4	2.4	2.5	2.3	2.4	2.2	2.1	2.5	2.4	2.4	2.4
Standard deviation		.70	.70	.75	.58	.59	.70	.70	.70	.70	.67	.79	.88	.58	.68	.73	.71
Standard error		.08	.09	.16	.29	.13	.10	.12	.10	.13	.09	.18	.20	.08	.11	.12	.11

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q11\_13. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Government securities (e.g gilts)

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG				
		Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	11 1%	5 1%	4 1%	2 *	4 1%	7 1%	- -	1 *	2 1%	2 2%	2 2%	3 1%	- -	1 *	3 1%	6 1%	2 *	4 1%	2 *	3 1%	2 1%
2	(2.0)	33 2%	11 2%	11 2%	11 2%	16 2%	17 2%	4 2%	5 2%	1 *	4 3% h	7 6% h	5 2%	3 3% h	4 2%	11 2%	13 3%	9 2%	12 2%	8 1%	7 3%	6 4% r
3	(3.0)	61 4%	22 4%	22 4%	17 3%	28 4%	33 4%	4 2%	15 7% f	13 5%	5 4%	5 4%	11 5%	2 2%	6 3%	17 3%	19 4%	25 5%	19 3%	22 4%	11 5%	9 6%
I don't mind where my pension is invested		143 10%	35 7%	43 9%	65 13% ab	92 12% e	51 7%	24 11%	19 8%	26 10%	11 8%	15 12%	19 9%	10 9%	19 9%	53 11% o	35 7%	55 11% o	67 11%	47 9%	13 6%	16 11%
Don't know		97 6%	38 8%	31 6%	28 6%	34 5%	63 8% d	13 6%	9 4%	23 9% gl	6 5%	8 6%	16 8%	2 2%	20 9% gl	28 6%	31 6%	38 8%	33 5%	37 7%	16 8%	11 8%
NETS																						
Net: Top 3		105 7%	38 8%	37 7%	30 6%	48 6%	57 8%	8 4%	21 9% f	16 6%	11 8%	14 11% fm	19 9% f	5 5%	11 5%	31 6%	38 8%	36 7%	35 6%	32 6%	21 10% qr	17 12% qr
Mean score		2.5	2.4	2.5	2.5	2.5	2.5	2.5	2.7	2.7	2.3	2.2	2.4	2.4	2.5	2.5	2.3	2.6	2.4	2.6	2.4	2.4
Standard deviation		.68	.72	.69	.63	.65	.71	.53	.58	.70	.79	.70	.77	.55	.69	.68	.75	.59	.70	.61	.74	.71
Standard error		.07	.12	.11	.11	.09	.09	.19	.13	.18	.24	.19	.18	.24	.21	.12	.12	.10	.12	.11	.16	.17

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q11\_13. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Government securities (e.g gilts)

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Total		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
1	(1.0) 11 1%	8 1%	3 1%	- -	9 1%	2 *	9 1%	2 *	9 1%	2 *	9 1%	2 1%	1 *	9 1%	6 1%	4 1%	7 1%
2	(2.0) 33 2%	25 3%	6 1%	2 2%	21 2%	11 3%	18 2%	15 2%	18 2%	15 2%	22 2%	9 3%	6 2%	17 2%	9 1%	19 3% n	10 2%
3	(3.0) 61 4%	39 4%	17 4%	3 3%	36 4%	22 5%	27 3%	34 6% f	26 3%	35 6% h	36 3%	24 7% j	17 5%	36 4%	24 3%	28 5%	19 3%
I don't mind where my pension is invested	143 10%	103 10%	36 9%	4 4%	100 10%	35 8%	92 10%	51 8%	87 10%	56 9%	74 7%	62 17% j	28 8%	88 10%	11 2%	114 19% n	23 4%
Don't know	97 6%	60 6%	29 7%	5 5%	41 4%	29 7% d	46 5%	51 8% f	52 6%	45 7%	71 7% k	13 4%	21 6%	43 5%	23 3%	25 4%	19 3%
<b>NETS</b>																	
Net: Top 3	105 7%	72 7%	26 6%	5 5%	66 7%	35 8%	54 6%	51 8%	53 6%	52 8%	67 6%	35 10% j	24 7%	62 7%	39 6%	51 9% n	36 6%
Mean score	2.5	2.4	2.5	2.6	2.4	2.6	2.3	2.6 f	2.3	2.6 h	2.4	2.6	2.7	2.4	2.5	2.5	2.3
Standard deviation	.68	.69	.71	.55	.72	.61	.75	.56	.75	.56	.72	.60	.56	.74	.76	.64	.79
Standard error	.07	.08	.14	.24	.09	.10	.10	.08	.10	.08	.09	.10	.12	.09	.12	.09	.13

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o



## Big Society Capital - employees with DC pension

**Q11\_14. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Banks

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG				
		Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	25 2%	4 1%	9 2%	12 2% a	17 2%	8 1%	1 *	8 4% fh	1 *	3 2%	3 2%	5 2%	1 1%	3 1%	9 2%	9 2%	7 1%	7 1%	9 2%	7 3% q	2 1%
2	(2.0)	27 2%	11 2%	7 1%	9 2%	12 2%	15 2%	6 3%	5 2%	2 1%	1 1%	3 2%	3 1%	2 2%	5 2%	13 3%	5 1%	9 2%	11 2%	11 2%	4 2%	1 1%
3	(3.0)	94 6%	34 7%	27 5%	33 7%	51 7%	43 6%	15 7%	10 4%	8 3%	7 5%	6 5%	17 8% h	11 10% gh	20 9% gh	28 6%	35 7%	31 6%	30 5%	37 7%	16 8%	11 8%
I don't mind where my pension is invested		143 10%	35 7%	43 9%	65 13% ab	92 12% e	51 7%	24 11%	19 8%	26 10%	11 8%	15 12%	19 9%	10 9%	19 9%	53 11% o	35 7%	55 11% o	67 11%	47 9%	13 6%	16 11%
Don't know		97 6%	38 8%	31 6%	28 6%	34 5%	63 8% d	13 6%	9 4%	23 9% gl	6 5%	8 6%	16 8% l	2 2%	20 9% gl	28 6%	31 6%	38 8%	33 5%	37 7%	16 8%	11 8%
NETS																						
Net: Top 3		146 10%	49 10%	43 9%	54 11%	80 11%	66 9%	22 10% h	23 10% h	11 4%	11 8%	12 10% h	25 12% h	14 13% h	28 13% h	50 10%	49 10%	47 9%	48 8%	57 11%	27 13% q	14 10%
Mean score		2.5	2.6	2.4	2.4	2.4	2.5	2.6	2.1	2.6	2.4	2.3	2.5	2.7	2.6	2.4	2.5	2.5	2.5	2.5	2.3	2.6
Standard deviation		.77	.64	.82	.83	.82	.71	.58	.90	.67	.92	.87	.82	.61	.69	.78	.79	.75	.74	.76	.88	.74
Standard error		.06	.09	.13	.11	.09	.09	.12	.19	.20	.28	.25	.16	.16	.13	.11	.11	.11	.11	.10	.17	.20

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q11\_14. In which of the following areas, if any, would you least like the money from your pension to be invested?**

### Banks

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Total		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
1	(1.0) 25 2%	19 2%	6 1%	- -	14 1%	8 2%	14 2%	11 2%	14 2%	11 2%	15 1%	9 3%	3 1%	14 2%	9 1%	12 2%	8 1%
2	(2.0) 27 2%	15 2%	9 2%	3 3%	19 2%	8 2%	15 2%	12 2%	17 2%	10 2%	17 2%	9 3%	9 2%	14 2%	13 2%	11 2%	11 2%
3	(3.0) 94 6%	54 5%	25 6%	13 14% ab	59 6%	28 7%	47 5%	47 8%	43 5%	51 8% h	64 6%	24 7%	20 6%	55 6%	44 6%	40 7%	41 7%
I don't mind where my pension is invested	143 10%	103 10%	36 9%	4 4%	100 10%	35 8%	92 10%	51 8%	87 10%	56 9%	74 7%	62 17% j	28 8%	88 10%	11 2%	114 19% n	23 4%
Don't know	97 6%	60 6%	29 7%	5 5%	41 4%	29 7% d	46 5%	51 8% f	52 6%	45 7%	71 7% k	13 4%	21 6%	43 5%	23 3%	25 4%	19 3%
<b>NETS</b>																	
Net: Top 3	146 10%	88 9%	40 10%	16 17% a	92 10%	44 10%	76 9%	70 12%	74 8%	72 12% h	96 9%	42 12%	32 9%	83 10%	66 10%	63 11%	60 10%
Mean score	2.5	2.4	2.5	2.8	2.5	2.5	2.4	2.5	2.4	2.6	2.5	2.4	2.5	2.5	2.5	2.4	2.6
Standard deviation	.77	.82	.75	.40	.75	.79	.79	.76	.79	.75	.75	.82	.67	.77	.73	.80	.72
Standard error	.06	.09	.12	.10	.08	.12	.09	.09	.09	.09	.08	.13	.12	.08	.09	.10	.09

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q12\_SUM.** In which of the following type of business, if any, would you least want the money from your pension to be invested?

### SUMMARY TABLE

Base: All employees with DC pension

	Total	1	2	3	I don't mind where my pension is invested	Net: Top 3	Mean
Businesses who commit tax avoidance or evasion	1500 100%	309 21%	301 20%	194 13%	223 15%	804 54%	1.9
Businesses working in countries with poor human rights records	1500 100%	289 19%	220 15%	164 11%	223 15%	673 45%	1.8
Businesses who do not pay the living wage	1500 100%	85 6%	211 14%	294 20%	223 15%	590 39%	2.4
Businesses who use zero hours contracts	1500 100%	361 24%	71 5%	82 5%	223 15%	514 34%	1.5
Businesses who have breached regulations on health & safety	1500 100%	70 5%	204 14%	182 12%	223 15%	456 30%	2.2
Businesses who award large bonuses to senior executives	1500 100%	84 6%	134 9%	197 13%	223 15%	415 28%	2.3
Businesses with high carbon emissions	1500 100%	61 4%	110 7%	85 6%	223 15%	256 17%	2.1
Businesses who do not invest in local economies	1500 100%	18 1%	26 2%	79 5%	223 15%	123 8%	2.5

## Big Society Capital - employees with DC pension

**Q12. In which of the following type of business, if any, would you least want the money from your pension to be invested?**

### Top rank summary

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
Businesses who use zero hours contracts	361 24%	119 24%	114 23%	128 26%	189 25%	172 23%	54 24%	58 26%	53 20%	28 21%	32 26%	43 20%	33 31% hk	60 28% h	117 23%	120 24%	124 25%	134 22%	127 24%	56 27%	44 31% q
Businesses who commit tax avoidance or evasion	309 21%	107 21%	111 22%	91 18%	141 19%	168 22%	42 19%	45 20%	53 20%	30 23%	24 19%	49 23%	27 25%	39 18%	95 19%	101 20%	113 23%	127 21%	115 22%	41 20%	26 18%
Businesses working in countries with poor human rights records	289 19%	108 22%	93 19%	88 18%	124 17%	165 22% d	38 17%	33 15%	62 23% gj	27 21%	18 15%	44 21%	22 21%	45 21%	84 17%	110 22% n	95 19%	129 21% t	103 19%	39 19%	18 13%
Businesses who do not pay the living wage	85 6%	32 6%	32 6%	21 4%	39 5%	46 6%	8 4%	18 8%	18 7%	10 8%	5 4%	10 5%	6 6%	10 5%	35 7%	29 6%	21 4%	36 6%	35 7%	6 3%	8 6%
Businesses who award large bonuses to senior executives	84 6%	18 4%	26 5%	40 8% a	41 5%	43 6%	18 8% hl	15 7%	10 4%	10 8% l	8 6%	13 6%	2 2%	8 4%	35 7% p	29 6%	20 4%	24 4%	29 5%	22 11% qr	9 6%
Businesses who have breached regulations on health & safety	70 5%	24 5%	24 5%	22 4%	33 4%	37 5%	8 4%	15 7%	15 6%	5 4%	4 3%	10 5%	2 2%	11 5%	21 4%	29 6%	20 4%	34 5%	22 4%	6 3%	8 6%
Businesses with high carbon emissions	61 4%	25 5% c	24 5% c	12 2%	35 5%	26 3%	9 4%	11 5%	13 5%	5 4%	6 5%	6 3%	4 4%	7 3%	25 5%	16 3%	20 4%	26 4%	26 5%	6 3%	3 2%
Businesses who do not invest in local economies	18 1%	7 1%	2 * b	9 2% b	11 1%	7 1%	4 2%	1 * b	3 1%	- - gi	4 3% gi	3 1%	- - gi	3 1%	5 1%	6 1%	7 1%	6 1%	9 2%	2 1%	1 1%
No top rank	223 15%	60 12%	74 15%	89 18% a	137 18% e	86 11%	40 18% l	30 13%	37 14%	16 12%	23 19%	35 16%	10 9%	32 15%	83 17% o	60 12%	80 16%	103 17%	68 13%	28 14%	24 17%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q12. In which of the following type of business, if any, would you least want the money from your pension to be invested?**

### Top rank summary

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
Businesses who use zero hours contracts	361 24%	219 22%	114 28% a	24 26%	234 24%	106 25%	228 26%	133 22%	236 27% i	125 20%	290 27% k	58 16%	103 29% m	196 23%	199 29% o	119 20%	171 28%
Businesses who commit tax avoidance or evasion	309 21%	216 22% c	80 20%	12 13%	205 21%	85 20%	168 19%	141 23% f	170 19%	139 23%	215 20%	77 22%	66 18%	192 22%	151 22%	115 19%	124 21%
Businesses working in countries with poor human rights records	289 19%	180 18%	81 20%	24 26%	180 19%	96 22%	175 20%	114 19%	173 20%	116 19%	223 21% k	56 16%	76 21%	171 20%	162 23% o	101 17%	146 24%
Businesses who do not pay the living wage	85 6%	59 6%	17 4%	8 9%	54 6%	28 7%	53 6%	32 5%	47 5%	38 6%	59 5%	24 7%	22 6%	49 6%	39 6%	36 6%	36 6%
Businesses who award large bonuses to senior executives	84 6%	54 5%	28 7%	2 2%	53 5%	25 6%	41 5%	43 7% f	32 4%	52 8% h	46 4%	33 9% j	10 3%	60 7% l	27 4%	41 7% n	28 5%
Businesses who have breached regulations on health & safety	70 5%	47 5%	15 4%	8 9% b	48 5%	17 4%	42 5%	28 5%	40 5%	30 5%	46 4%	20 6%	12 3%	43 5%	30 4%	30 5%	29 5%
Businesses with high carbon emissions	61 4%	43 4%	13 3%	4 4%	37 4%	16 4%	42 5%	19 3%	40 5%	21 3%	49 5%	11 3%	20 6% m	25 3%	39 6% o	16 3%	22 4%
Businesses who do not invest in local economies	18 1%	8 1%	7 2%	3 3% a	11 1%	6 1%	9 1%	9 1%	10 1%	8 1%	15 1%	2 1%	8 2%	8 1%	10 1% o	2 * n	12 2%
No top rank	223 15%	165 17% b	47 12%	9 10%	142 15%	48 11%	136 15%	87 14%	135 15%	88 14%	136 13%	75 21% j	44 12%	117 14%	36 5%	135 23% n	34 6%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q12. In which of the following type of business, if any, would you least want the money from your pension to be invested?**

### Top 3 summary

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
Businesses who commit tax avoidance or evasion	804 54%	277 55%	275 55%	252 50%	398 53%	406 54%	109 49%	126 56%	138 52%	71 54%	69 56%	115 54%	62 58%	114 53%	270 54%	263 53%	271 54%	330 53%	300 56%	105 51%	69 49%
Businesses working in countries with poor human rights records	673 45%	242 48%	214 43%	217 43%	298 40%	375 50% d	99 45%	96 42%	129 49%	59 45%	49 40%	97 46%	50 47%	94 44%	206 41%	241 48% n	226 45%	289 47% t	250 47% t	89 43% t	45 32%
Businesses who do not pay the living wage	590 39%	195 39%	209 42%	186 37%	253 34%	337 45% d	78 35%	101 45% f	99 38%	63 48% fhm	46 37%	80 38%	43 41%	80 37%	196 39%	190 38%	204 41%	232 37%	221 41%	84 41%	53 38%
Businesses who use zero hours contracts	514 34%	174 35%	162 32%	178 36%	266 35%	248 33%	71 32%	81 36%	85 32%	41 31%	44 35%	66 31%	40 38%	86 40%	165 33%	173 35%	176 35%	197 32%	191 36%	68 33%	58 41% q
Businesses who have breached regulations on health & safety	456 30%	149 30%	154 31%	153 31%	215 29%	241 32%	69 31%	67 30%	81 31%	37 28%	31 25%	68 32%	36 34%	67 31%	150 30%	165 33%	141 28%	192 31%	161 30%	63 31%	40 28%
Businesses who award large bonuses to senior executives	415 28%	118 24%	138 28%	159 32% a	197 26%	218 29%	60 27%	64 28%	69 26%	42 32%	32 26%	58 27%	25 24%	65 30%	139 28%	150 30%	126 25%	152 25%	148 28%	67 33% q	48 34% q
Businesses with high carbon emissions	256 17%	111 22% c	90 18% c	55 11%	137 18%	119 16%	39 18%	33 15%	54 20% m	25 19%	23 19%	31 15%	22 21%	29 13%	90 18%	86 17%	80 16%	116 19%	78 15%	34 17%	28 20%
Businesses who do not invest in local economies	123 8%	54 11% bc	36 7%	33 7%	75 10% e	48 6%	18 8%	20 9%	26 10%	7 5%	9 7%	19 9%	10 9%	14 7%	35 7%	52 10%	36 7%	40 6%	49 9%	24 12% q	10 7%
No top 3	223 15%	60 12%	74 15%	89 18% a	137 18% e	86 11%	40 18% l	30 13%	37 14%	16 12%	23 19%	35 16%	10 9%	32 15%	83 17% o	60 12%	80 16%	103 17%	68 13%	28 14%	24 17%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q12. In which of the following type of business, if any, would you least want the money from your pension to be invested?**

### Top 3 summary

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
Businesses who commit tax avoidance or evasion	804 54%	530 53%	219 54%	50 53%	530 55%	226 53%	454 51%	350 58% f	459 52%	345 56%	579 54%	188 53%	190 53%	481 56%	399 58% o	295 50%	363 60%
Businesses working in countries with poor human rights records	673 45%	438 44%	181 45%	49 52%	427 44%	205 48%	403 45%	270 45%	388 44%	285 46%	510 47% k	140 39%	168 47%	397 46%	357 52% o	241 41%	319 53%
Businesses who do not pay the living wage	590 39%	380 38%	156 39%	47 50% ab	372 39%	183 43%	336 38%	254 42%	331 37%	259 42%	424 39%	139 39%	150 42%	341 40%	284 41%	225 38%	258 43%
Businesses who use zero hours contracts	514 34%	319 32%	157 39% a	33 35%	326 34%	157 37%	321 36%	193 32%	321 36% i	193 31%	399 37% k	98 28%	134 37%	293 34%	271 39% o	179 30%	232 39%
Businesses who have breached regulations on health & safety	456 30%	307 31%	116 29%	29 31%	303 31%	136 32%	274 31%	182 30%	263 30%	193 31%	339 31%	99 28%	102 28%	275 32%	239 34% o	169 28%	194 32%
Businesses who award large bonuses to senior executives	415 28%	255 26%	128 32% a	29 31%	266 28%	120 28%	235 26%	180 30%	220 25%	195 32% h	274 25%	114 32% j	88 24%	253 29%	189 27%	163 27%	155 26%
Businesses with high carbon emissions	256 17%	173 17%	68 17%	12 13%	162 17%	77 18%	168 19% g	88 15%	178 20% i	78 13%	208 19% k	42 12%	81 22% m	126 15%	168 24% o	62 10%	131 22%
Businesses who do not invest in local economies	123 8%	76 8%	40 10%	6 6%	80 8%	33 8%	83 9%	40 7%	84 10% i	39 6%	96 9%	23 6%	38 11%	66 8%	64 9%	46 8%	52 9%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q12. In which of the following type of business, if any, would you least want the money from your pension to be invested?**

### Top 3 summary

Base: All employees with DC pension

Significance Level: 95%

Total

No top 3

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

	ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
1500	991	402	94	964	427	894	606	883	617	1079	356	361	861	693	595	602
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
223	165	47	9	142	48	136	87	135	88	136	75	44	117	36	135	34
15%	17%	12%	10%	15%	11%	15%	14%	15%	14%	13%	21%	12%	14%	5%	23%	6%
	b										j				n	



## Big Society Capital - employees with DC pension

**Q12\_1. In which of the following type of business, if any, would you least want the money from your pension to be invested?**

### Businesses who use zero hours contracts

Base: All employees with DC pension

			AGE			GENDER		REGION								COMPANY SIZE			SEG			
									North East/ North West					Yorkshire and Humber								
		Total	22-35	36-50	51-65	Male	Female	London		South East	South West	East of England	Midlands		Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	361 24%	119 24%	114 23%	128 26%	189 25%	172 23%	54 24%	58 26%	53 20%	28 21%	32 26%	43 20%	33 31% hk	60 28% h	117 23%	120 24%	124 25%	134 22%	127 24%	56 27%	44 31% q
2	(2.0)	71 5%	20 4%	29 6%	22 4%	39 5%	32 4%	8 4%	11 5%	18 7%	6 5%	5 4%	10 5%	5 5%	8 4%	22 4%	20 4%	29 6%	28 5%	30 6%	6 3%	7 5%
3	(3.0)	82 5%	35 7% b	19 4%	28 6%	38 5%	44 6%	9 4%	12 5%	14 5%	7 5%	7 6%	13 6%	2 2%	18 8% l	26 5%	33 7%	23 5%	35 6%	34 6%	6 3%	7 5%
I don't mind where my pension is invested		223 15%	60 12%	74 15%	89 18% a	137 18% e	86 11%	40 18% l	30 13%	37 14%	16 12%	23 19%	35 16%	10 9%	32 15%	83 17% o	60 12%	80 16%	103 17%	68 13%	28 14%	24 17%
NETS																						
Net: Top 3		514 34%	174 35%	162 32%	178 36%	266 35%	248 33%	71 32%	81 36%	85 32%	41 31%	44 35%	66 31%	40 38%	86 40%	165 33%	173 35%	176 35%	197 32%	191 36%	68 33%	58 41% q
Mean score		1.5	1.5	1.4	1.4	1.4	1.5	1.4	1.4	1.5 l	1.5	1.4	1.5 l	1.2	1.5 l	1.4	1.5	1.4	1.5 s	1.5 s	1.3	1.4
Standard deviation		.75	.81	.69	.75	.73	.78	.70	.74	.76	.78	.76	.81	.53	.82	.75	.80	.71	.78	.78	.61	.69
Standard error		.03	.06	.05	.06	.04	.05	.08	.08	.08	.12	.11	.10	.08	.09	.06	.06	.05	.06	.06	.07	.09

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q12\_1. In which of the following type of business, if any, would you least want the money from your pension to be invested?**

### Businesses who use zero hours contracts

Base: All employees with DC pension

			ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
		Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total		1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
1	(1.0)	361 24%	219 22%	114 28%	24 26%	234 24%	106 25%	228 26%	133 22%	236 27%	125 20%	290 27%	58 16%	103 29%	196 23%	199 29%	119 20%	171 28%
				a						i		k		m		o		
2	(2.0)	71 5%	48 5%	15 4%	7 7%	46 5%	21 5%	41 5%	30 5%	38 4%	33 5%	53 5%	17 5%	14 4%	46 5%	32 5%	30 5%	32 5%
3	(3.0)	82 5%	52 5%	28 7%	2 2%	46 5%	30 7%	52 6%	30 5%	47 5%	35 6%	56 5%	23 6%	17 5%	51 6%	40 6%	30 5%	29 5%
I don't mind where my pension is invested		223 15%	165 17%	47 12%	9 10%	142 15%	48 11%	136 15%	87 14%	135 15%	88 14%	136 13%	75 21%	44 12%	117 14%	36 5%	135 23%	34 6%
			b										j				n	
NETS																		
Net: Top 3		514 34%	319 32%	157 39%	33 35%	326 34%	157 37%	321 36%	193 32%	321 36%	193 31%	399 37%	98 28%	134 37%	293 34%	271 39%	179 30%	232 39%
				a						i		k				o		
Mean score		1.5	1.5	1.5	1.3	1.4	1.5	1.5	1.5	1.4	1.5	1.4	1.6 j	1.4	1.5	1.4	1.5	1.4
Standard deviation		.75	.76	.78	.60	.73	.80	.76	.75	.73	.78	.72	.84	.70	.77	.73	.77	.70
Standard error		.03	.04	.06	.10	.04	.06	.04	.05	.04	.06	.04	.08	.06	.05	.04	.06	.05

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q12\_2. In which of the following type of business, if any, would you least want the money from your pension to be invested?**

### Businesses working in countries with poor human rights records

Base: All employees with DC pension

			AGE			GENDER		REGION								COMPANY SIZE			SEG			
									North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions							
		Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	289 19%	108 22%	93 19%	88 18%	124 17%	165 22% d	38 17%	33 15%	62 23% gi	27 21%	18 15%	44 21%	22 21%	45 21%	84 17%	110 22% n	95 19%	129 21% t	103 19%	39 19%	18 13%
2	(2.0)	220 15%	85 17%	67 13%	68 14%	96 13%	124 17% d	31 14%	42 19%	36 14%	17 13%	20 16%	29 14%	16 15%	29 13%	67 13%	83 17%	70 14%	91 15%	87 16%	24 12%	18 13%
3	(3.0)	164 11%	49 10%	54 11%	61 12%	78 10%	86 11%	30 14%	21 9%	31 12%	15 11%	11 9%	24 11%	12 11%	20 9%	55 11%	48 10%	61 12%	69 11%	60 11%	26 13%	9 6%
I don't mind where my pension is invested		223 15%	60 12%	74 15%	89 18% a	137 18% e	86 11%	40 18% l	30 13%	37 14%	16 12%	23 19%	35 16%	10 9%	32 15%	83 17% o	60 12%	80 16%	103 17%	68 13%	28 14%	24 17%
NETS																						
Net: Top 3		673 45%	242 48%	214 43%	217 43%	298 40%	375 50% d	99 45%	96 42%	129 49%	59 45%	49 40%	97 46%	50 47%	94 44%	206 41%	241 48% n	226 45%	289 47% t	250 47% t	89 43% t	45 32%
Mean score		1.8	1.8	1.8	1.9	1.8	1.8	1.9	1.9	1.8	1.8	1.9	1.8	1.8	1.7	1.9	1.7	1.8	1.8	1.8	1.9	1.8
Standard deviation		.80	.77	.81	.82	.81	.79	.83	.74	.82	.83	.76	.82	.81	.79	.81	.77	.82	.80	.79	.85	.76
Standard error		.03	.05	.06	.06	.05	.04	.08	.08	.07	.11	.11	.08	.11	.08	.06	.05	.05	.05	.05	.09	.11

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q12\_2. In which of the following type of business, if any, would you least want the money from your pension to be invested?**

### Businesses working in countries with poor human rights records

Base: All employees with DC pension

			ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
		Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total		1500	991	402	94	964	427	894	606	883	617	1079	356	361	861	693	595	602
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1	(1.0)	289	180	81	24	180	96	175	114	173	116	223	56	76	171	162	101	146
		19%	18%	20%	26%	19%	22%	20%	19%	20%	19%	21%	16%	21%	20%	23%	17%	24%
												k				o		
2	(2.0)	220	141	65	13	146	59	129	91	123	97	163	50	52	119	117	72	103
		15%	14%	16%	14%	15%	14%	14%	15%	14%	16%	15%	14%	14%	14%	17%	12%	17%
																o		
3	(3.0)	164	117	35	12	101	50	99	65	92	72	124	34	40	107	78	68	70
		11%	12%	9%	13%	10%	12%	11%	11%	10%	12%	11%	10%	11%	12%	11%	11%	12%
I don't mind where my pension is invested		223	165	47	9	142	48	136	87	135	88	136	75	44	117	36	135	34
		15%	17%	12%	10%	15%	11%	15%	14%	15%	14%	13%	21%	12%	14%	5%	23%	6%
			b									j				n		
NETS																		
Net: Top 3		673	438	181	49	427	205	403	270	388	285	510	140	168	397	357	241	319
		45%	44%	45%	52%	44%	48%	45%	45%	44%	46%	47%	39%	47%	46%	52%	41%	53%
												k				o		
Mean score		1.8	1.9	1.7	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.9	1.8
Standard deviation		.80	.81	.76	.83	.79	.82	.80	.80	.80	.80	.80	.79	.81	.82	.79	.83	.79
Standard error		.03	.04	.06	.12	.04	.06	.04	.05	.04	.05	.04	.07	.06	.04	.04	.05	.04

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q12\_3. In which of the following type of business, if any, would you least want the money from your pension to be invested?**

### Businesses who commit tax avoidance or evasion

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG				
		Total				Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
			22-35	36-50	51-65																	
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total		1500	500	500	500	750	750	221	226	264	131	124	213	106	215	500	500	500	619	534	206	141
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1	(1.0)	309	107	111	91	141	168	42	45	53	30	24	49	27	39	95	101	113	127	115	41	26
		21%	21%	22%	18%	19%	22%	19%	20%	20%	23%	19%	23%	25%	18%	19%	20%	23%	21%	22%	20%	18%
2	(2.0)	301	107	102	92	152	149	41	46	53	28	26	38	24	45	112	89	100	122	108	42	29
		20%	21%	20%	18%	20%	20%	19%	20%	20%	21%	21%	18%	23%	21%	22%	18%	20%	20%	20%	20%	21%
3	(3.0)	194	63	62	69	105	89	26	35	32	13	19	28	11	30	63	73	58	81	77	22	14
		13%	13%	12%	14%	14%	12%	12%	15%	12%	10%	15%	13%	10%	14%	13%	15%	12%	13%	14%	11%	10%
I don't mind where my pension is invested		223	60	74	89	137	86	40	30	37	16	23	35	10	32	83	60	80	103	68	28	24
		15%	12%	15%	18% a	18% e	11%	18% l	13%	14%	12%	19%	16%	9%	15%	17% o	12%	16%	17%	13%	14%	17%
NETS																						
Net: Top 3		804	277	275	252	398	406	109	126	138	71	69	115	62	114	270	263	271	330	300	105	69
		54%	55%	55%	50%	53%	54%	49%	56%	52%	54%	56%	54%	58%	53%	54%	53%	54%	53%	56%	51%	49%
Mean score		1.9	1.8	1.8	1.9	1.9	1.8	1.9	1.9	1.8	1.8	1.9	1.8	1.7	1.9	1.9	1.9	1.8	1.9	1.9	1.8	1.8
Standard deviation		.78	.77	.77	.79	.78	.77	.78	.80	.77	.75	.79	.80	.75	.78	.76	.81	.77	.78	.79	.76	.75
Standard error		.03	.05	.05	.05	.04	.04	.07	.07	.07	.09	.10	.07	.09	.07	.05	.05	.05	.04	.05	.07	.09

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q12\_3. In which of the following type of business, if any, would you least want the money from your pension to be invested?**

### Businesses who commit tax avoidance or evasion

Base: All employees with DC pension

			ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
		Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total		1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
1	(1.0)	309 21%	216 22% c	80 20%	12 13%	205 21%	85 20%	168 19%	141 23% f	170 19%	139 23%	215 20%	77 22%	66 18%	192 22%	151 22%	115 19%	124 21%
2	(2.0)	301 20%	190 19%	86 21%	22 23%	184 19%	95 22%	165 18%	136 22%	172 19%	129 21%	227 21%	60 17%	77 21%	174 20%	156 23% o	98 16%	147 24%
3	(3.0)	194 13%	124 13%	53 13%	16 17%	141 15%	46 11%	121 14%	73 12%	117 13%	77 12%	137 13%	51 14%	47 13%	115 13%	92 13%	82 14%	92 15%
I don't mind where my pension is invested		223 15%	165 17% b	47 12%	9 10%	142 15%	48 11%	136 15%	87 14%	135 15%	88 14%	136 13%	75 21% j	44 12%	117 14%	36 5%	135 23% n	34 6%
NETS																		
Net: Top 3		804 54%	530 53%	219 54%	50 53%	530 55%	226 53%	454 51%	350 58% f	459 52%	345 56%	579 54%	188 53%	190 53%	481 56%	399 58% o	295 50%	363 60%
Mean score		1.9	1.8	1.9	2.1 a	1.9	1.8	1.9	1.8	1.9	1.8	1.9	1.9	1.9	1.8	1.9	1.9	1.9
Standard deviation		.78	.78	.77	.75	.80	.74	.79	.76	.78	.77	.77	.82	.77	.78	.77	.81	.77
Standard error		.03	.03	.05	.11	.03	.05	.04	.04	.04	.04	.03	.06	.06	.04	.04	.05	.04

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q12\_4. In which of the following type of business, if any, would you least want the money from your pension to be invested?**

### Businesses who have breached regulations on health & safety

Base: All employees with DC pension

		AGE				GENDER		REGION								COMPANY SIZE			SEG			
		Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	
Total		1500	500	500	500	750	750	221	226	264	131	124	213	106	215	500	500	500	619	534	206	141
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1	(1.0)	70	24	24	22	33	37	8	15	15	5	4	10	2	11	21	29	20	34	22	6	8
		5%	5%	5%	4%	4%	5%	4%	7%	6%	4%	3%	5%	2%	5%	4%	6%	4%	5%	4%	3%	6%
2	(2.0)	204	66	73	65	97	107	30	29	32	21	14	34	17	27	64	79	61	81	72	33	18
		14%	13%	15%	13%	13%	14%	14%	13%	12%	16%	11%	16%	16%	13%	13%	16%	12%	13%	13%	16%	13%
3	(3.0)	182	59	57	66	85	97	31	23	34	11	13	24	17	29	65	57	60	77	67	24	14
		12%	12%	11%	13%	11%	13%	14%	10%	13%	8%	10%	11%	16%	13%	13%	11%	12%	12%	13%	12%	10%
I don't mind where my pension is invested		223	60	74	89	137	86	40	30	37	16	23	35	10	32	83	60	80	103	68	28	24
		15%	12%	15%	18%	18%	11%	18%	13%	14%	12%	19%	16%	9%	15%	17%	12%	16%	17%	13%	14%	17%
NETS					a	e		l								o						
Net: Top 3		456	149	154	153	215	241	69	67	81	37	31	68	36	67	150	165	141	192	161	63	40
		30%	30%	31%	31%	29%	32%	31%	30%	31%	28%	25%	32%	34%	31%	30%	33%	28%	31%	30%	31%	28%
Mean score		2.2	2.2	2.2	2.3	2.2	2.2	2.3	2.1	2.2	2.2	2.3	2.2	2.4	2.3	2.3	2.2	2.3	2.2	2.3	2.3	2.2
Standard deviation		.70	.71	.70	.70	.70	.70	.68	.75	.75	.65	.69	.68	.60	.73	.70	.70	.70	.73	.69	.63	.74
Standard error		.03	.06	.06	.06	.05	.05	.08	.09	.08	.11	.12	.08	.10	.09	.06	.05	.06	.05	.05	.08	.12

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q12\_4. In which of the following type of business, if any, would you least want the money from your pension to be invested?**

### Businesses who have breached regulations on health & safety

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
1	(1.0) 70 5%	47 5%	15 4%	8 9% b	48 5%	17 4%	42 5%	28 5%	40 5%	30 5%	46 4%	20 6%	12 3%	43 5%	30 4%	30 5%	29 5%
2	(2.0) 204 14%	140 14%	51 13%	12 13%	130 13%	66 15%	125 14%	79 13%	119 13%	85 14%	165 15% k	30 8%	53 15%	121 14%	108 16%	75 13%	89 15%
3	(3.0) 182 12%	120 12%	50 12%	9 10%	125 13%	53 12%	107 12%	75 12%	104 12%	78 13%	128 12%	49 14%	37 10%	111 13%	101 15% o	64 11%	76 13%
I don't mind where my pension is invested	223 15%	165 17% b	47 12%	9 10%	142 15%	48 11%	136 15%	87 14%	135 15%	88 14%	136 13%	75 21% j	44 12%	117 14%	36 5%	135 23% n	34 6%
<b>NETS</b>																	
Net: Top 3	456 30%	307 31%	116 29%	29 31%	303 31%	136 32%	274 31%	182 30%	263 30%	193 31%	339 31%	99 28%	102 28%	275 32%	239 34% o	169 28%	194 32%
Mean score	2.2	2.2	2.3	2.0	2.3	2.3	2.2	2.3	2.2	2.2	2.2	2.3	2.2	2.2	2.3	2.2	2.2
Standard deviation	.70	.70	.69	.78	.71	.67	.70	.71	.70	.71	.68	.79	.65	.71	.68	.72	.70
Standard error	.03	.04	.06	.14	.04	.06	.04	.05	.04	.05	.04	.08	.06	.04	.04	.06	.05

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o



## Big Society Capital - employees with DC pension

**Q12\_5. In which of the following type of business, if any, would you least want the money from your pension to be invested?**

### Businesses with high carbon emissions

Base: All employees with DC pension

		AGE				GENDER		REGION								COMPANY SIZE			SEG			
		Total				Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
			22-35	36-50	51-65				g													
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	61 4%	25 5% c	24 5% c	12 2%	35 5%	26 3%	9 4%	11 5%	13 5%	5 4%	6 5%	6 3%	4 4%	7 3%	25 5%	16 3%	20 4%	26 4%	26 5%	6 3%	3 2%
2	(2.0)	110 7%	46 9% c	38 8%	26 5%	60 8%	50 7%	19 9%	11 5%	23 9%	11 8%	10 8%	13 6%	9 8%	14 7%	33 7%	46 9%	31 6%	56 9% r	31 6%	14 7%	9 6%
3	(3.0)	85 6%	40 8% c	28 6%	17 3%	42 6%	43 6%	11 5%	11 5%	18 7%	9 7%	7 6%	12 6%	9 8%	8 4%	32 6%	24 5%	29 6%	34 5%	21 4%	14 7%	16 11% qr
I don't mind where my pension is invested		223 15%	60 12%	74 15%	89 18% a	137 18% e	86 11%	40 18% l	30 13%	37 14%	16 12%	23 19%	35 16%	10 9%	32 15%	83 17% o	60 12%	80 16%	103 17%	68 13%	28 14%	24 17%
NETS																						
Net: Top 3		256 17%	111 22% c	90 18% c	55 11%	137 18%	119 16%	39 18%	33 15%	54 20% m	25 19%	23 19%	31 15%	22 21%	29 13%	90 18%	86 17%	80 16%	116 19%	78 15%	34 17%	28 20%
Mean score		2.1	2.1	2.0	2.1	2.1	2.1	2.1	2.0	2.1	2.2	2.0	2.2	2.2	2.0	2.1	2.1	2.1	2.1	1.9	2.2	2.5
Standard deviation		.75	.76	.76	.73	.75	.75	.72	.83	.76	.75	.77	.75	.75	.73	.80	.68	.78	.72	.78	.74	.69
Standard error		.05	.07	.08	.10	.06	.07	.12	.14	.10	.15	.16	.13	.16	.14	.08	.07	.09	.07	.09	.13	.13

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q12\_5. In which of the following type of business, if any, would you least want the money from your pension to be invested?**

### Businesses with high carbon emissions

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
1	(1.0) 61 4%	43 4%	13 3%	4 4%	37 4%	16 4%	42 5%	19 3%	40 5%	21 3%	49 5%	11 3%	20 6% m	25 3%	39 6% o	16 3%	22 4%
2	(2.0) 110 7%	73 7%	32 8%	4 4%	77 8%	27 6%	77 9% g	33 5%	84 10% i	26 4%	92 9% k	16 4%	36 10%	58 7%	72 10% o	27 5%	65 11%
3	(3.0) 85 6%	57 6%	23 6%	4 4%	48 5%	34 8% d	49 5%	36 6%	54 6%	31 5%	67 6%	15 4%	25 7%	43 5%	57 8% o	19 3%	44 7%
I don't mind where my pension is invested	223 15%	165 17% b	47 12%	9 10%	142 15%	48 11%	136 15%	87 14%	135 15%	88 14%	136 13%	75 21% j	44 12%	117 14%	36 5%	135 23% n	34 6%
<b>NETS</b>																	
Net: Top 3	256 17%	173 17%	68 17%	12 13%	162 17%	77 18%	168 19% g	88 15%	178 20% i	78 13%	208 19% k	42 12%	81 22% m	126 15%	168 24% o	62 10%	131 22%
Mean score	2.1	2.1	2.1	2.0	2.1	2.2	2.0	2.2	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.0	2.2
Standard deviation	.75	.76	.72	.85	.72	.78	.74	.77	.72	.81	.74	.79	.75	.72	.75	.76	.69
Standard error	.05	.06	.09	.25	.06	.09	.06	.08	.05	.09	.05	.12	.08	.06	.06	.10	.06

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q12\_6. In which of the following type of business, if any, would you least want the money from your pension to be invested?**

### Businesses who do not pay the living wage

Base: All employees with DC pension

			AGE			GENDER		REGION								COMPANY SIZE			SEG			
									North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions							
		Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	85 6%	32 6%	32 6%	21 4%	39 5%	46 6%	8 4%	18 8%	18 7%	10 8%	5 4%	10 5%	6 6%	10 5%	35 7%	29 6%	21 4%	36 6%	35 7%	6 3%	8 6%
2	(2.0)	211 14%	62 12%	72 14%	77 15%	92 12%	119 16% d	31 14%	35 15%	34 13%	19 15%	17 14%	32 15%	12 11%	31 14%	64 13%	66 13%	81 16%	78 13%	79 15%	38 18% q	16 11%
3	(3.0)	294 20%	101 20%	105 21%	88 18%	122 16%	172 23% d	39 18%	48 21%	47 18%	34 26%	24 19%	38 18%	25 24%	39 18%	97 19%	95 19%	102 20%	118 19%	107 20%	40 19%	29 21%
I don't mind where my pension is invested		223 15%	60 12%	74 15%	89 18% a	137 18% e	86 11%	40 18% l	30 13%	37 14%	16 12%	23 19%	35 16%	10 9%	32 15%	83 17% o	60 12%	80 16%	103 17%	68 13%	28 14%	24 17%
NETS																						
Net: Top 3		590 39%	195 39%	209 42%	186 37%	253 34%	337 45% d	78 35%	101 45% f	99 38%	63 48% fhm	46 37%	80 38%	43 41%	80 37%	196 39%	190 38%	204 41%	232 37%	221 41%	84 41%	53 38%
Mean score		2.4	2.4	2.3	2.4	2.3	2.4	2.4	2.3	2.3	2.4	2.4	2.4	2.4	2.4	2.3	2.3	2.4	2.4	2.3	2.4	2.4
Standard deviation		.72	.75	.73	.68	.73	.71	.67	.76	.76	.75	.69	.70	.73	.70	.76	.73	.67	.74	.73	.62	.74
Standard error		.03	.05	.05	.05	.05	.04	.08	.08	.08	.09	.10	.08	.11	.08	.05	.05	.05	.05	.05	.07	.10

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q12\_6. In which of the following type of business, if any, would you least want the money from your pension to be invested?**

### Businesses who do not pay the living wage

Base: All employees with DC pension

			ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
		Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total		1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
1	(1.0)	85 6%	59 6%	17 4%	8 9%	54 6%	28 7%	53 6%	32 5%	47 5%	38 6%	59 5%	24 7%	22 6%	49 6%	39 6%	36 6%	36 6%
2	(2.0)	211 14%	140 14%	55 14%	14 15%	140 15%	58 14%	127 14%	84 14%	119 13%	92 15%	139 13%	61 17% j	43 12%	135 16%	98 14%	88 15%	81 13%
3	(3.0)	294 20%	181 18%	84 21%	25 27% a	178 18%	97 23%	156 17%	138 23% f	165 19%	129 21%	226 21% k	54 15%	85 24% m	157 18%	147 21%	101 17%	141 23%
I don't mind where my pension is invested		223 15%	165 17% b	47 12%	9 10%	142 15%	48 11%	136 15%	87 14%	135 15%	88 14%	136 13%	75 21% j	44 12%	117 14%	36 5%	135 23% n	34 6%
NETS																		
Net: Top 3		590 39%	380 38%	156 39%	47 50% ab	372 39%	183 43%	336 38%	254 42%	331 37%	259 42%	424 39%	139 39%	150 42%	341 40%	284 41%	225 38%	258 43%
Mean score		2.4	2.3	2.4	2.4	2.3	2.4	2.3	2.4	2.4	2.4	2.4 k	2.2	2.4	2.3	2.4	2.3	2.4
Standard deviation		.72	.73	.68	.76	.72	.74	.73	.71	.72	.72	.72	.72	.74	.71	.72	.73	.72
Standard error		.03	.04	.05	.11	.04	.05	.04	.04	.04	.04	.03	.06	.06	.04	.04	.05	.04

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q12\_7. In which of the following type of business, if any, would you least want the money from your pension to be invested?**

### Businesses who award large bonuses to senior executives

Base: All employees with DC pension

		AGE				GENDER		REGION								COMPANY SIZE			SEG			
		Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	84 6%	18 4%	26 5%	40 8% a	41 5%	43 6%	18 8% hl	15 7%	10 4%	10 8% l	8 6%	13 6%	2 2%	8 4%	35 7% p	29 6%	20 4%	24 4%	29 5%	22 11% qr	9 6%
2	(2.0)	134 9%	39 8%	37 7%	58 12% ab	63 8%	71 9%	15 7%	20 9%	27 10%	9 7%	8 6%	18 8%	10 9%	27 13% f	50 10%	41 8%	43 9%	54 9%	45 8%	19 9%	16 11%
3	(3.0)	197 13%	61 12%	75 15%	61 12%	93 12%	104 14%	27 12%	29 13%	32 12%	23 18%	16 13%	27 13%	13 12%	30 14%	54 11%	80 16% n	63 13%	74 12%	74 14%	26 13%	23 16%
I don't mind where my pension is invested		223 15%	60 12%	74 15%	89 18% a	137 18% e	86 11%	40 18% l	30 13%	37 14%	16 12%	23 19%	35 16%	10 9%	32 15%	83 17% o	60 12%	80 16%	103 17%	68 13%	28 14%	24 17%
NETS																						
Net: Top 3		415 28%	118 24%	138 28%	159 32% a	197 26%	218 29%	60 27%	64 28%	69 26%	42 32%	32 26%	58 27%	25 24%	65 30%	139 28%	150 30%	126 25%	152 25%	148 28%	67 33% q	48 34% q
Mean score		2.3	2.4 c	2.4 c	2.1	2.3	2.3	2.2	2.2	2.3	2.3	2.3	2.2	2.4	2.3	2.1	2.3 n	2.3 n	2.3 s	2.3 s	2.1	2.3
Standard deviation		.78	.74	.78	.79	.78	.77	.86	.81	.72	.84	.84	.80	.65	.69	.79	.78	.74	.73	.78	.85	.77
Standard error		.04	.07	.07	.06	.06	.05	.11	.10	.09	.13	.15	.11	.13	.09	.07	.06	.07	.06	.06	.10	.11

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q12\_7. In which of the following type of business, if any, would you least want the money from your pension to be invested?**

### Businesses who award large bonuses to senior executives

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
1	(1.0) 84 6%	54 5%	28 7%	2 2%	53 5%	25 6%	41 5%	43 7% f	32 4%	52 8% h	46 4%	33 9% j	10 3%	60 7% l	27 4%	41 7% n	28 5%
2	(2.0) 134 9%	83 8%	38 9%	12 13%	86 9%	41 10%	79 9%	55 9%	75 8%	59 10%	86 8%	39 11%	35 10%	79 9%	59 9%	60 10%	42 7%
3	(3.0) 197 13%	118 12%	62 15%	15 16%	127 13%	54 13%	115 13%	82 14%	113 13%	84 14%	142 13%	42 12%	43 12%	114 13%	103 15% o	62 10%	85 14%
I don't mind where my pension is invested	223 15%	165 17% b	47 12%	9 10%	142 15%	48 11%	136 15%	87 14%	135 15%	88 14%	136 13%	75 21% j	44 12%	117 14%	36 5%	135 23% n	34 6%
<b>NETS</b>																	
Net: Top 3	415 28%	255 26%	128 32% a	29 31%	266 28%	120 28%	235 26%	180 30%	220 25%	195 32% h	274 25%	114 32% j	88 24%	253 29%	189 27%	163 27%	155 26%
Mean score	2.3	2.3	2.3	2.4	2.3	2.2	2.3	2.2	2.4 i	2.2	2.4 k	2.1	2.4	2.2	2.4 o	2.1	2.4
Standard deviation	.78	.78	.80	.63	.78	.78	.75	.81	.73	.82	.75	.81	.68	.80	.73	.79	.77
Standard error	.04	.05	.07	.12	.05	.07	.05	.06	.05	.06	.05	.08	.07	.05	.05	.06	.06

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q12\_8. In which of the following type of business, if any, would you least want the money from your pension to be invested?**

### Businesses who do not invest in local economies

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG				
		Total				Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
			22-35	36-50	51-65				g													
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	18 1%	7 1%	2 *	9 2% b	11 1%	7 1%	4 2%	1 *	3 1%	- -	4 3% gi	3 1%	- -	3 1%	5 1%	6 1%	7 1%	6 1%	9 2%	2 1%	1 1%
2	(2.0)	26 2%	15 3% c	8 2%	3 1%	14 2%	12 2%	6 3%	2 1%	4 2%	4 3%	1 1%	4 2%	3 3%	2 1%	5 1%	16 3% np	5 1%	6 1%	14 3% q	2 1%	4 3%
3	(3.0)	79 5%	32 6%	26 5%	21 4%	50 7% e	29 4%	8 4%	17 8% i	19 7% i	3 2%	4 3%	12 6%	7 7%	9 4%	25 5%	30 6%	24 5%	28 5%	26 5%	20 10% qrt	5 4%
I don't mind where my pension is invested		223 15%	60 12%	74 15%	89 18% a	137 18% e	86 11%	40 18% l	30 13%	37 14%	16 12%	23 19%	35 16%	10 9%	32 15%	83 17% o	60 12%	80 16%	103 17%	68 13%	28 14%	24 17%
NETS																						
Net: Top 3		123 8%	54 11% bc	36 7%	33 7%	75 10% e	48 6%	18 8%	20 9%	26 10%	7 5%	9 7%	19 9%	10 9%	14 7%	35 7%	52 10%	36 7%	40 6%	49 9%	24 12% q	10 7%
Mean score		2.5	2.5	2.7	2.4	2.5	2.5	2.2	2.8	2.6	2.4	2.0	2.5	2.7	2.4	2.6	2.5	2.5	2.6	2.3	2.8	2.4
Standard deviation		.74	.72	.59	.90	.74	.74	.81	.52	.70	.53	1.00	.77	.48	.85	.74	.70	.81	.75	.78	.61	.70
Standard error		.07	.10	.10	.16	.09	.11	.19	.12	.14	.20	.33	.18	.15	.23	.12	.10	.14	.12	.11	.12	.22

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q12\_8. In which of the following type of business, if any, would you least want the money from your pension to be invested?**

### Businesses who do not invest in local economies

Base: All employees with DC pension

			ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
		Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total		1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
1	(1.0)	18 1%	8 1%	7 2%	3 3% a	11 1%	6 1%	9 1%	9 1%	10 1%	8 1%	15 1%	2 1%	8 2%	8 1%	10 1% o	2 *	12 2%
2	(2.0)	26 2%	11 1%	13 3% a	1 1%	13 1%	12 3%	15 2%	11 2%	18 2%	8 1%	18 2%	8 2%	7 2%	12 1%	15 2%	10 2%	9 1%
3	(3.0)	79 5%	57 6%	20 5%	2 2%	56 6%	15 4%	59 7% g	20 3%	56 6% i	23 4%	63 6%	13 4%	23 6%	46 5%	39 6%	34 6%	31 5%
I don't mind where my pension is invested		223 15%	165 17% b	47 12%	9 10%	142 15%	48 11%	136 15%	87 14%	135 15%	88 14%	136 13%	75 21% j	44 12%	117 14%	36 5%	135 23% n	34 6%
NETS																		
Net: Top 3		123 8%	76 8%	40 10%	6 6%	80 8%	33 8%	83 9%	40 7%	84 10% i	39 6%	96 9%	23 6%	38 11%	66 8%	64 9%	46 8%	52 9%
Mean score		2.5	2.6 b	2.3	1.8	2.6	2.3	2.6 g	2.3	2.5	2.4	2.5	2.5	2.4	2.6	2.5	2.7	2.4
Standard deviation		.74	.67	.76	.98	.73	.76	.68	.82	.70	.81	.75	.67	.82	.70	.75	.55	.84
Standard error		.07	.08	.12	.40	.08	.13	.07	.13	.08	.13	.08	.14	.13	.09	.09	.08	.12

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o



## Big Society Capital - employees with DC pension

### 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

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London	West							<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
I would want the money in my pension to be invested in something else	588 39%	201 40%	199 40%	188 38%	313 42% e	275 37%	99 45% gj	75 33%	102 39%	51 39%	41 33%	82 38%	50 47% gj	88 41%	195 39%	202 40%	191 38%	244 39%	216 40%	78 38%	50 35%
I would want my employer to switch pension provider	521 35%	200 40% bc	170 34%	151 30%	251 33%	270 36%	67 30%	87 38%	93 35%	54 41% f	37 30%	77 36%	34 32%	72 33%	155 31%	192 38% n	174 35%	226 37% t	193 36% t	64 31%	38 27%
I would want other colleagues to find out	256 17%	87 17%	74 15%	95 19%	126 17%	130 17%	33 15%	34 15%	42 16%	29 22%	18 15%	35 16%	20 19%	45 21%	79 16%	86 17%	91 18%	86 14%	104 19% q	37 18%	29 21% q
I would want to stop putting money in my pension	193 13%	72 14% c	73 15% c	48 10%	95 13%	98 13%	33 15%	21 9%	33 13%	23 18% gl	17 14%	30 14%	9 8%	27 13%	57 11%	79 16% np	57 11%	82 13%	56 10%	36 17% r	19 13%
None of the above	324 22%	87 17%	100 20%	137 27% ab	166 22%	158 21%	50 23%	54 24%	55 21%	27 21%	29 23%	46 22%	22 21%	41 19%	126 25% o	84 17%	114 23% o	130 21%	118 22%	42 20%	34 24%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

### 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

	Total	ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
I would want the money in my pension to be invested in something else	588 39%	410 41%	133 33%	41 44%	405 42%	153 36%	377 42%	211 35%	377 43%	211 34%	478 44%	92 26%	147 41%	348 40%	364 53%	166 28%	314 52%
I would want my employer to switch pension provider	521 35%	340 34%	148 37%	33 35%	338 35%	147 34%	321 36%	200 33%	301 34%	220 36%	411 38%	90 25%	130 36%	310 36%	307 44%	148 25%	266 44%
I would want other colleagues to find out	256 17%	168 17%	65 16%	19 20%	151 16%	88 21%	131 15%	125 21%	121 14%	135 22%	172 16%	70 20%	62 17%	158 18%	124 18%	93 16%	116 19%
I would want to stop putting money in my pension	193 13%	116 12%	68 17%	9 10%	118 12%	58 14%	121 14%	72 12%	114 13%	79 13%	150 14%	35 10%	53 15%	101 12%	116 17%	57 10%	93 15%
None of the above	324 22%	220 22%	83 21%	16 17%	193 20%	96 22%	176 20%	148 24%	175 20%	149 24%	169 16%	131 37%	66 18%	175 20%	40 6%	221 37%	42 7%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q14\_SUM.** In which of the following areas, if any, would you most like the money from your pension to be invested in?

### SUMMARY TABLE

Base: All employees with DC pension

	Total	1	2	3	Net: Top 3	Mean
Health and social care (including elderly care and support)	1500 100%	185 12%	260 17%	272 18%	717 48%	2.1
Environmental projects (sustainable agriculture, renewable energy, protecting the environment)	1500 100%	222 15%	243 16%	199 13%	664 44%	2.0
National infrastructure projects in the UK (transport, energy communications)	1500 100%	348 23%	128 9%	137 9%	613 41%	1.7
Housing (including affordable and social housing)	1500 100%	153 10%	199 13%	203 14%	555 37%	2.1
Local community infrastructure in the UK (community centres, sports fields)	1500 100%	173 12%	193 13%	159 11%	525 35%	2.0
Education	1500 100%	113 8%	161 11%	148 10%	422 28%	2.1
Small businesses in my local area	1500 100%	175 12%	139 9%	106 7%	420 28%	1.8
Employment and training programmes	1500 100%	68 5%	74 5%	122 8%	264 18%	2.2
Crime prevention and prisoner rehabilitation	1500 100%	30 2%	66 4%	92 6%	188 13%	2.3
Arts and culture	1500 100%	33 2%	37 2%	62 4%	132 9%	2.2

## Big Society Capital - employees with DC pension

**Q14. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Top rank summary

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
National infrastructure projects in the UK (transport, energy communications)	348 23%	109 22%	111 22%	128 26%	238 32% e	110 15%	70 32% hijklm	54 24%	62 23%	25 19%	24 19%	48 23%	22 21%	43 20%	101 20%	121 24%	126 25%	158 26% s	127 24% s	35 17%	28 20%
Environmental projects (sustainable agriculture, renewable energy, protecting the environment)	222 15%	70 14%	76 15%	76 15%	102 14%	120 16%	34 15%	27 12%	44 17%	19 15%	21 17%	37 17%	13 12%	27 13%	69 14%	80 16%	73 15%	103 17%	77 14%	27 13%	15 11%
Health and social care (including elderly care and support)	185 12%	46 9%	62 12%	77 15% a	59 8%	126 17% d	18 8%	38 17% fk	31 12%	19 15%	21 17% fk	18 8%	15 14%	25 12%	68 14%	52 10%	65 13%	58 9%	77 14% q	31 15% q	19 13%
Small businesses in my local area	175 12%	71 14% c	57 11%	47 9%	85 11%	90 12%	20 9%	24 11%	33 13%	18 14%	9 7%	24 11%	14 13%	33 15% fj	62 12%	60 12%	53 11%	74 12%	57 11%	23 11%	21 15%
Local community infrastructure in the UK (community centres, sports fields)	173 12%	75 15% c	61 12% c	37 7%	71 9%	102 14% d	15 7%	21 9%	31 12%	16 12%	17 14% f	21 10%	23 22% fghk	29 13% f	59 12%	56 11%	58 12%	69 11%	63 12%	29 14%	12 9%
Housing (including affordable and social housing)	153 10%	43 9%	40 8%	70 14% ab	72 10%	81 11%	30 14% jl	24 11%	25 9%	13 10%	7 6%	26 12% l	5 5%	23 11%	55 11%	51 10%	47 9%	51 8%	58 11%	27 13% q	17 12%
Education	113 8%	46 9% c	40 8%	27 5%	56 7%	57 8%	16 7%	12 5%	15 6%	10 8%	14 11% g	18 8%	12 11% g	16 7%	45 9%	36 7%	32 6%	53 9%	33 6%	14 7%	13 9%
Employment and training programmes	68 5%	23 5%	26 5%	19 4%	38 5%	30 4%	12 5%	15 7% l	10 4%	5 4%	5 4%	12 6% l	1 1%	8 4%	24 5%	20 4%	24 5%	35 6% r	13 2%	12 6% r	8 6% r
Arts and culture	33 2%	13 3%	10 2%	10 2%	13 2%	20 3%	2 1%	6 3%	6 2%	2 2%	2 2%	6 3%	1 1%	8 4%	10 2%	12 2%	11 2%	10 2%	16 3%	4 2%	3 2%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q14. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Top rank summary

Base: All employees with DC pension

Significance Level: 95%

Total

Crime prevention and prisoner rehabilitation

	AGE			GENDER		REGION								COMPANY SIZE			SEG			
Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
1500	500	500	500	750	750	221	226	264	131	124	213	106	215	500	500	500	619	534	206	141
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
30	4	17	9	16	14	4	5	7	4	4	3	-	3	7	12	11	8	13	4	5
2%	1%	3%	2%	2%	2%	2%	2%	3%	3%	3%	1%	-	1%	1%	2%	2%	1%	2%	2%	4%
	a																			

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q14. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Top rank summary

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
National infrastructure projects in the UK (transport, energy communications)	348 23%	261 26% bc	75 19%	11 12%	258 27% e	77 18%	234 26% g	114 19%	236 27% i	112 18%	251 23%	86 24%	84 23%	207 24%	141 20%	174 29% n	116 19%
Environmental projects (sustainable agriculture, renewable energy, protecting the environment)	222 15%	152 15%	51 13%	16 17%	153 16%	58 14%	123 14%	99 16%	116 13%	106 17% h	165 15%	48 13%	51 14%	142 16%	131 19% o	67 11%	133 22%
Health and social care (including elderly care and support)	185 12%	126 13%	44 11%	13 14%	104 11%	68 16% d	100 11%	85 14%	93 11%	92 15% h	120 11%	51 14%	43 12%	106 12%	77 11%	75 13%	84 14%
Small businesses in my local area	175 12%	106 11%	56 14%	10 11%	108 11%	52 12%	105 12%	70 12%	106 12%	69 11%	127 12%	41 12%	53 15%	93 11%	84 12%	69 12%	62 10%
Local community infrastructure in the UK (community centres, sports fields)	173 12%	102 10%	56 14%	14 15%	106 11%	54 13%	104 12%	69 11%	109 12%	64 10%	134 12%	32 9%	47 13%	95 11%	110 16% o	44 7%	85 14%
Housing (including affordable and social housing)	153 10%	100 10%	40 10%	13 14%	100 10%	40 9%	86 10%	67 11%	79 9%	74 12%	112 10%	38 11%	29 8%	96 11%	64 9%	64 11%	44 7%
Education	113 8%	68 7%	39 10%	6 6%	65 7%	35 8%	69 8%	44 7%	65 7%	48 8%	80 7%	26 7%	28 8%	51 6%	41 6%	45 8%	34 6%
Employment and training programmes	68 5%	44 4%	19 5%	4 4%	39 4%	17 4%	40 4%	28 5%	42 5%	26 4%	44 4%	21 6%	13 4%	36 4%	20 3%	30 5% n	23 4%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q14. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Top rank summary

Base: All employees with DC pension

Significance Level: 95%

	ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
1500	991	402	94	964	427	894	606	883	617	1079	356	361	861	693	595	602
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Arts and culture	33	13	14	6	14	16	17	21	12	22	8	10	13	15	13	14
2%	1%	3%	6%	1%	4%	2%	3%	2%	2%	2%	2%	3%	2%	2%	2%	2%
		a	a		d											
Crime prevention and prisoner rehabilitation	30	19	8	1	17	10	13	16	14	24	5	3	22	10	14	7
2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	1%	3%	1%	2%	1%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q14. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Top 3 summary

Base: All employees with DC pension

		AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England		Yorkshire and Humber	Devolved regions							
	Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
Health and social care (including elderly care and support)	717 48%	234 47%	235 47%	248 50%	283 38%	434 58% d	89 40%	105 46%	134 51% f	68 52% f	67 54% f	93 44%	59 56% fk	102 47%	231 46%	229 46%	257 51%	269 43%	267 50% q	109 53% q	72 51%
Environmental projects (sustainable agriculture, renewable energy, protecting the environment)	664 44%	205 41%	225 45%	234 47%	338 45%	326 43%	85 38%	83 37%	130 49% fg	67 51% fg	59 48% g	101 47% g	48 45%	91 42%	213 43%	231 46%	220 44%	288 47% s	236 44%	79 38%	61 43%
National infrastructure projects in the UK (transport, energy communications)	613 41%	181 36%	198 40%	234 47% ab	399 53% e	214 29%	110 50% hijm	107 47% hjm	96 36%	50 38%	43 35%	91 43%	41 39%	75 35%	202 40%	209 42%	202 40%	280 45% st	214 40% t	77 37%	42 30%
Housing (including affordable and social housing)	555 37%	168 34%	176 35%	211 42% ab	278 37%	277 37%	91 41% l	78 35%	94 36%	48 37%	46 37%	80 38%	29 27%	89 41% l	187 37%	197 39%	171 34%	221 36%	201 38%	77 37%	56 40%
Local community infrastructure in the UK (community centres, sports fields)	525 35%	187 37%	179 36%	159 32%	276 37%	249 33%	69 31%	77 34%	91 34%	39 30%	45 36%	75 35%	45 42% fi	84 39%	176 35%	180 36%	169 34%	219 35%	183 34%	78 38%	45 32%
Education	422 28%	160 32% c	138 28%	124 25%	184 25%	238 32% d	61 28%	64 28%	74 28%	38 29%	34 27%	63 30%	34 32%	54 25%	146 29%	131 26%	145 29%	172 28%	146 27%	57 28%	47 33%
Small businesses in my local area	420 28%	165 33% bc	136 27%	119 24%	222 30%	198 26%	57 26%	66 29%	75 28%	40 31%	27 22%	59 28%	32 30%	64 30%	153 31%	134 27%	133 27%	174 28%	133 25%	63 31%	50 35% r
Employment and training programmes	264 18%	83 17%	92 18%	89 18%	131 17%	133 18%	41 19% l	45 20% l	41 16% l	19 15%	30 24% hl	39 18% l	8 8%	41 19% l	85 17%	84 17%	95 19%	106 17%	89 17%	45 22%	24 17%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t



## Big Society Capital - employees with DC pension

**Q14. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Top 3 summary

Base: All employees with DC pension

Significance Level: 95%

Total	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
Crime prevention and prisoner rehabilitation	188 13%	63 13%	72 14%	53 11%	75 10%	113 15% d	32 14%	28 12%	39 15%	14 11%	12 10%	21 10%	13 12%	29 13%	59 12%	62 12%	67 13%	74 12%	80 15%	21 10%	13 9%
Arts and culture	132 9%	54 11% c	49 10% c	29 6%	64 9%	68 9%	28 13% h	25 11%	18 7%	10 8%	9 7%	17 8%	9 8%	16 7%	48 10%	43 9%	41 8%	54 9%	53 10%	12 6%	13 9%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q14. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Top 3 summary

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
	Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
Health and social care (including elderly care and support)	717 48%	452 46%	214 53% a	47 50%	427 44%	232 54% d	396 44%	321 53% f	382 43%	335 54% h	503 47%	175 49%	189 52%	402 47%	331 48%	271 46%	311 52%
Environmental projects (sustainable agriculture, renewable energy, protecting the environment)	664 44%	461 47% b	159 40%	40 43%	453 47% e	172 40%	397 44%	267 44%	392 44%	272 44%	501 46% k	138 39%	155 43%	405 47%	368 53% o	218 37%	328 54%
National infrastructure projects in the UK (transport, energy communications)	613 41%	447 45% bc	141 35%	24 26%	447 46% e	137 32%	400 45% g	213 35%	397 45% i	216 35%	438 41%	152 43%	134 37%	367 43%	249 36%	298 50% n	219 36%
Housing (including affordable and social housing)	555 37%	378 38%	135 34%	39 41%	360 37%	148 35%	333 37%	222 37%	328 37%	227 37%	407 38%	127 36%	128 35%	328 38%	260 38%	221 37%	221 37%
Local community infrastructure in the UK (community centres, sports fields)	525 35%	345 35%	138 34%	38 40%	339 35%	154 36%	321 36%	204 34%	319 36%	206 33%	377 35%	130 37%	119 33%	311 36%	251 36%	211 35%	227 38%
Education	422 28%	248 25%	136 34% a	30 32%	245 25%	135 32% d	241 27%	181 30%	228 26%	194 31% h	310 29%	91 26%	101 28%	221 26%	193 28%	153 26%	154 26%
Small businesses in my local area	420 28%	272 27%	122 30%	21 22%	265 27%	123 29%	262 29%	158 26%	269 30% i	151 24%	301 28%	104 29%	122 34% m	216 25%	190 27%	173 29%	144 24%
Employment and training programmes	264 18%	163 16%	75 19%	21 22%	168 17%	74 17%	151 17%	113 19%	145 16%	119 19%	178 16%	74 21%	56 16%	159 18%	96 14%	116 19% n	87 14%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q14. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Top 3 summary

Base: All employees with DC pension

Significance Level: 95%

	ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
1500	991	402	94	964	427	894	606	883	617	1079	356	361	861	693	595	602
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Crime prevention and prisoner rehabilitation	117	59	9	106	66	92	96	96	92	127	49	46	109	79	75	61
13%	12%	15%	10%	11%	15%	10%	16%	11%	15%	12%	14%	13%	13%	11%	13%	10%
Arts and culture	90	27	13	82	40	89	43	93	39	95	28	33	65	62	49	54
9%	9%	7%	14%	9%	9%	10%	7%	11%	6%	9%	8%	9%	8%	9%	8%	9%

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q14\_1. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### National infrastructure projects in the UK (transport, energy communications)

Base: All employees with DC pension

		AGE				GENDER		REGION								COMPANY SIZE			SEG			
		Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%																						
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	
Total		1500	500	500	500	750	750	221	226	264	131	124	213	106	215	500	500	500	619	534	206	141
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1	(1.0)	348	109	111	128	238	110	70	54	62	25	24	48	22	43	101	121	126	158	127	35	28
		23%	22%	22%	26%	32%	15%	32%	24%	23%	19%	19%	23%	21%	20%	20%	24%	25%	26%	24%	17%	20%
					e			hijklm										s	s			
2	(2.0)	128	36	38	54	76	52	20	32	21	12	7	20	8	8	55	40	33	65	42	13	8
		9%	7%	8%	11%	10%	7%	9%	14%	8%	9%	6%	9%	8%	4%	11%	8%	7%	11%	8%	6%	6%
				a	e			m	hjm		m		m			p						
3	(3.0)	137	36	49	52	85	52	20	21	13	13	12	23	11	24	46	48	43	57	45	29	6
		9%	7%	10%	10%	11%	7%	9%	9%	5%	10%	10%	11%	10%	11%	9%	10%	9%	9%	8%	14%	4%
					e								h		h						qrt	
NETS																						
Net: Top 3		613	181	198	234	399	214	110	107	96	50	43	91	41	75	202	209	202	280	214	77	42
		41%	36%	40%	47%	53%	29%	50%	47%	36%	38%	35%	43%	39%	35%	40%	42%	40%	45%	40%	37%	30%
				ab	e			hijm	hjm										st	t		
Mean score		1.7	1.6	1.7	1.7	1.6	1.7	1.5	1.7	1.5	1.8	1.7	1.7	1.7	1.7	1.7	1.7	1.6	1.6	1.6	1.9	1.5
											h		h		h						qrt	
Standard deviation		.82	.80	.84	.82	.81	.83	.79	.78	.73	.85	.88	.84	.87	.92	.81	.83	.82	.80	.81	.91	.74
Standard error		.03	.06	.06	.05	.04	.06	.07	.08	.07	.12	.13	.09	.14	.11	.06	.06	.06	.05	.06	.10	.11

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q14\_1. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### National infrastructure projects in the UK (transport, energy communications)

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Total		1500	991	402	94	427	894	606	883	617	1079	356	361	861	693	595	602
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1	(1.0)	348	261	75	11	258	234	114	236	112	251	86	84	207	141	174	116
		23%	26%	19%	12%	27%	26%	19%	27%	18%	23%	24%	23%	24%	20%	29%	19%
			bc		e		g		i						n		
2	(2.0)	128	92	30	6	94	80	48	83	45	90	34	21	80	54	63	48
		9%	9%	7%	6%	10%	9%	8%	9%	7%	8%	10%	6%	9%	8%	11%	8%
														l			
3	(3.0)	137	94	36	7	95	86	51	78	59	97	32	29	80	54	61	55
		9%	9%	9%	7%	10%	10%	8%	9%	10%	9%	9%	8%	9%	8%	10%	9%
<b>NETS</b>																	
Net: Top 3		613	447	141	24	447	400	213	397	216	438	152	134	367	249	298	219
		41%	45%	35%	26%	46%	45%	35%	45%	35%	41%	43%	37%	43%	36%	50%	36%
			bc		e		g		i						n		
Mean score		1.7	1.6	1.7	1.8	1.6	1.6	1.7	1.6	1.8	1.6	1.6	1.6	1.7	1.7	1.6	1.7
										h							
Standard deviation		.82	.81	.85	.87	.81	.82	.83	.80	.86	.82	.81	.82	.81	.81	.80	.84
Standard error		.03	.04	.07	.18	.04	.04	.06	.04	.06	.04	.07	.07	.04	.05	.05	.06

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q14\_2. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Local community infrastructure in the UK (community centres, sports fields)

Base: All employees with DC pension

		AGE				GENDER		REGION								COMPANY SIZE			SEG			
		Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	173 12%	75 15% c	61 12% c	37 7%	71 9%	102 14% d	15 7%	21 9%	31 12%	16 12%	17 14% f	21 10%	23 22% fghk	29 13% f	59 12%	56 11%	58 12%	69 11%	63 12%	29 14%	12 9%
2	(2.0)	193 13%	63 13%	59 12%	71 14%	128 17% e	65 9%	33 15%	27 12%	35 13%	12 9%	12 10%	31 15%	15 14%	28 13%	54 11%	75 15% n	64 13%	84 14%	64 12%	24 12%	21 15%
3	(3.0)	159 11%	49 10%	59 12%	51 10%	77 10%	82 11%	21 10%	29 13%	25 9%	11 8%	16 13%	23 11%	7 7%	27 13%	63 13%	49 10%	47 9%	66 11%	56 10%	25 12%	12 9%
NETS																						
Net: Top 3		525 35%	187 37%	179 36%	159 32%	276 37%	249 33%	69 31%	77 34%	91 34%	39 30%	45 36%	75 35%	45 42% fi	84 39%	176 35%	180 36%	169 34%	219 35%	183 34%	78 38%	45 32%
Mean score		2.0	1.9	2.0	2.1 a	2.0	1.9	2.1 l	2.1 l	1.9 l	1.9	2.0	2.0 l	1.6	2.0 l	2.0	2.0	1.9	2.0	2.0	1.9	2.0
Standard deviation		.80	.80	.82	.74	.73	.86	.72	.80	.79	.83	.87	.77	.74	.82	.83	.76	.79	.79	.81	.84	.74
Standard error		.03	.06	.06	.06	.04	.05	.09	.09	.08	.13	.13	.09	.11	.09	.06	.06	.06	.05	.06	.09	.11

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q14\_2. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Local community infrastructure in the UK (community centres, sports fields)

Base: All employees with DC pension

			ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment	
		Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important		
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
	Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%	
	1	(1.0)	173 12%	102 10%	56 14%	14 15%	106 11%	54 13%	104 12%	69 11%	109 12%	64 10%	134 12%	32 9%	47 13%	95 11%	110 16% o	44 7%	85 14%
	2	(2.0)	193 13%	134 14%	46 11%	12 13%	128 13%	51 12%	127 14%	66 11%	121 14%	72 12%	135 13%	52 15%	42 12%	114 13%	73 11%	94 16% n	80 13%
	3	(3.0)	159 11%	109 11%	36 9%	12 13%	105 11%	49 11%	90 10%	69 11%	89 10%	70 11%	108 10%	46 13%	30 8%	102 12%	68 10%	73 12%	62 10%
NETS																			
Net: Top 3		525 35%	345 35%	138 34%	38 40%	339 35%	154 36%	321 36%	204 34%	319 36%	206 33%	377 35%	130 37%	119 33%	311 36%	251 36%	211 35%	227 38%	
Mean score		2.0	2.0	1.9	1.9	2.0	2.0	2.0	2.0	1.9	2.0	1.9	2.1 j	1.9	2.0	1.8	2.1 n	1.9	
Standard deviation		.80	.78	.81	.84	.79	.82	.78	.82	.79	.81	.80	.77	.79	.80	.83	.73	.80	
Standard error		.03	.04	.07	.14	.04	.07	.04	.06	.04	.06	.04	.07	.07	.05	.05	.05	.05	

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q14\_3. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Small businesses in my local area

Base: All employees with DC pension

		AGE				GENDER		REGION								COMPANY SIZE			SEG			
		Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	175 12%	71 14% c	57 11%	47 9%	85 11%	90 12%	20 9%	24 11%	33 13%	18 14%	9 7%	24 11%	14 13%	33 15% fj	62 12%	60 12%	53 11%	74 12%	57 11%	23 11%	21 15%
2	(2.0)	139 9%	56 11%	42 8%	41 8%	74 10%	65 9%	22 10%	22 10%	23 9%	12 9%	8 6%	20 9%	12 11%	20 9%	52 10%	41 8%	46 9%	56 9%	39 7%	27 13% r	17 12%
3	(3.0)	106 7%	38 8%	37 7%	31 6%	63 8% e	43 6%	15 7%	20 9%	19 7%	10 8%	10 8%	15 7%	6 6%	11 5%	39 8%	33 7%	34 7%	44 7%	37 7%	13 6%	12 9%
NETS																						
Net: Top 3		420 28%	165 33% bc	136 27%	119 24%	222 30%	198 26%	57 26%	66 29%	75 28%	40 31%	27 22%	59 28%	32 30%	64 30%	153 31%	134 27%	133 27%	174 28%	133 25%	63 31%	50 35% r
Mean score		1.8	1.8	1.9	1.9	1.9	1.8	1.9	1.9 m	1.8	1.8	2.0	1.8	1.8	1.7	1.8	1.8	1.9	1.8	1.8	1.8	1.8
Standard deviation		.80	.79	.82	.80	.81	.79	.79	.82	.82	.82	.85	.81	.76	.76	.80	.81	.80	.81	.83	.75	.80
Standard error		.04	.06	.07	.07	.05	.06	.10	.10	.09	.13	.16	.10	.13	.10	.06	.07	.07	.06	.07	.09	.11

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t



## Big Society Capital - employees with DC pension

**Q14\_3. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Small businesses in my local area

Base: All employees with DC pension

			ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT			
		Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important		
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
	Total	1500	991	402	94	964	427	894	606	883	617	1079	356	361	861	693	595	602	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
	1	(1.0)	175	106	56	10	108	52	105	70	106	69	127	41	53	93	84	69	62
			12%	11%	14%	11%	11%	12%	12%	12%	11%	12%	12%	15%	11%	12%	12%	10%	
	2	(2.0)	139	91	42	5	89	40	94	45	93	46	98	37	40	73	61	60	45
			9%	9%	10%	5%	9%	9%	11%	7%	11%	7%	9%	10%	11%	8%	9%	10%	7%
								g			i								
	3	(3.0)	106	75	24	6	68	31	63	43	70	36	76	26	29	50	45	44	37
			7%	8%	6%	6%	7%	7%	7%	7%	8%	6%	7%	7%	8%	6%	6%	7%	6%
NETS																			
Net: Top 3		420	272	122	21	265	123	262	158	269	151	301	104	122	216	190	173	144	
		28%	27%	30%	22%	27%	29%	29%	26%	30%	24%	28%	29%	34%	25%	27%	29%	24%	
										i				m					
Mean score		1.8	1.9	1.7	1.8	1.8	1.8	1.8	1.8	1.9	1.8	1.8	1.9	1.8	1.8	1.8	1.9	1.8	
Standard deviation		.80	.81	.77	.87	.80	.81	.79	.83	.80	.81	.80	.79	.80	.79	.80	.80	.81	
Standard error		.04	.05	.07	.19	.05	.07	.05	.07	.05	.07	.05	.08	.07	.05	.06	.06	.07	

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q14\_4. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Environmental projects (sustainable agriculture, renewable energy, protecting the environment)

Base: All employees with DC pension

			AGE			GENDER		REGION								COMPANY SIZE			SEG			
								North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions								
		Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total		1500	500	500	500	750	750	221	226	264	131	124	213	106	215	500	500	500	619	534	206	141
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1	(1.0)	222	70	76	76	102	120	34	27	44	19	21	37	13	27	69	80	73	103	77	27	15
		15%	14%	15%	15%	14%	16%	15%	12%	17%	15%	17%	17%	12%	13%	14%	16%	15%	17%	14%	13%	11%
2	(2.0)	243	67	82	94	127	116	30	34	48	22	19	35	18	37	82	73	88	97	96	33	17
		16%	13%	16%	19% a	17%	15%	14%	15%	18%	17%	15%	16%	17%	17%	16%	15%	18%	16%	18%	16%	12%
3	(3.0)	199	68	67	64	109	90	21	22	38	26	19	29	17	27	62	78	59	88	63	19	29
		13%	14%	13%	13%	15%	12%	10%	10%	14%	20% fg	15%	14%	16%	13%	12%	16%	12%	14%	12%	9%	21% rs
NETS																						
Net: Top 3		664	205	225	234	338	326	85	83	130	67	59	101	48	91	213	231	220	288	236	79	61
		44%	41%	45%	47%	45%	43%	38%	37%	49% fg	51% fg	48% g	47% g	45%	42%	43%	46%	44%	47% s	44%	38%	43%
Mean score		2.0	2.0	2.0	1.9	2.0	1.9	1.8	1.9	2.0	2.1	2.0	1.9	2.1	2.0	2.0	2.0	1.9	1.9	1.9	2.2 qrs	
Standard deviation		.80	.82	.80	.77	.79	.80	.79	.77	.80	.82	.83	.81	.79	.77	.79	.83	.77	.81	.77	.76	.82
Standard error		.03	.06	.05	.05	.04	.04	.09	.08	.07	.10	.11	.08	.11	.08	.05	.05	.05	.05	.05	.09	.11

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q14\_4. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

**Environmental projects (sustainable agriculture, renewable energy, protecting the environment)**

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Total		1500 100%	991 100%	402 100%	94 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
1	(1.0)	222 15%	152 15%	51 13%	16 17%	58 14%	123 14%	99 16%	116 13%	106 17%	165 15%	48 13%	51 14%	142 16%	131 19%	67 11%	133 22%
2	(2.0)	243 16%	168 17%	57 14%	17 18%	62 15%	149 17%	94 16%	152 17%	91 15%	186 17%	48 13%	57 16%	144 17%	142 20%	73 12%	111 18%
3	(3.0)	199 13%	141 14%	51 13%	7 7%	52 12%	125 14%	74 12%	124 14%	75 12%	150 14%	42 12%	47 13%	119 14%	95 14%	78 13%	84 14%
<b>NETS</b>																	
Net: Top 3		664 44%	461 47%	159 40%	40 43%	172 40%	397 44%	267 44%	392 44%	272 44%	501 46%	138 39%	155 43%	405 47%	368 53%	218 37%	328 54%
Mean score		2.0	2.0	2.0	1.8	2.0	2.0	1.9	2.0	1.9	2.0	2.0	2.0	1.9	1.9	2.1	1.9
Standard deviation		.80	.80	.80	.73	.80	.79	.80	.78	.81	.79	.81	.80	.80	.78	.82	.80
Standard error		.03	.04	.06	.12	.06	.04	.05	.04	.05	.04	.07	.06	.04	.04	.06	.04

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q14\_5. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Housing (including affordable and social housing)

Base: All employees with DC pension

		AGE				GENDER		REGION								COMPANY SIZE			SEG			
		Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%																						
Total		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	
	1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%	
1	(1.0)	153 10%	43 9%	40 8%	70 14% ab	72 10%	81 11%	30 14% jl	24 11%	25 9%	13 10%	7 6%	26 12% l	5 5%	23 11%	55 11%	51 10%	47 9%	51 8%	58 11%	27 13% q	17 12%
2	(2.0)	199 13%	65 13%	70 14%	64 13%	100 13%	99 13%	26 12%	27 12%	32 12%	17 13%	25 20% fghk	25 12%	13 12%	34 16%	60 12%	78 16%	61 12%	73 12%	82 15%	24 12%	20 14%
3	(3.0)	203 14%	60 12%	66 13%	77 15%	106 14%	97 13%	35 16%	27 12%	37 14%	18 14%	14 11%	29 14%	11 10%	32 15%	72 14%	68 14%	63 13%	97 16% r	61 11%	26 13%	19 13%
NETS																						
Net: Top 3		555 37%	168 34%	176 35%	211 42% ab	278 37%	277 37%	91 41% l	78 35%	94 36%	48 37%	46 37%	80 38%	29 27%	89 41% l	187 37%	197 39%	171 34%	221 36%	201 38%	77 37%	56 40%
Mean score		2.1	2.1	2.1	2.0	2.1	2.1	2.1	2.0	2.1	2.1	2.2	2.0	2.2	2.1	2.1	2.1	2.1	2.2 rs	2.0	2.0	2.0
Standard deviation		.80	.78	.76	.84	.79	.80	.85	.81	.81	.81	.67	.83	.73	.78	.82	.77	.80	.79	.77	.83	.81
Standard error		.03	.06	.06	.06	.05	.05	.09	.09	.08	.12	.10	.09	.13	.08	.06	.06	.06	.05	.05	.10	.11

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q14\_5. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Housing (including affordable and social housing)

Base: All employees with DC pension

			ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		
		Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
	Total	1500	991	402	94	964	427	894	606	883	617	1079	356	361	861	693	595	602
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1	(1.0)	153	100	40	13	100	40	86	67	79	74	112	38	29	96	64	64	44
		10%	10%	10%	14%	10%	9%	10%	11%	9%	12%	10%	11%	8%	11%	9%	11%	7%
2	(2.0)	199	140	46	11	125	55	120	79	120	79	148	42	49	119	96	77	95
		13%	14%	11%	12%	13%	13%	13%	13%	14%	13%	14%	12%	14%	14%	14%	13%	16%
3	(3.0)	203	138	49	15	135	53	127	76	129	74	147	47	50	113	100	80	82
		14%	14%	12%	16%	14%	12%	14%	13%	15%	12%	14%	13%	14%	13%	14%	13%	14%
NETS																		
Net: Top 3		555	378	135	39	360	148	333	222	328	227	407	127	128	328	260	221	221
		37%	38%	34%	41%	37%	35%	37%	37%	37%	37%	38%	36%	35%	38%	38%	37%	37%
Mean score		2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.0	2.2	2.0	2.1	2.1	2.2	2.1	2.1	2.1	2.2
									i									
Standard deviation		.80	.79	.81	.86	.80	.79	.79	.80	.78	.81	.79	.82	.77	.80	.78	.81	.74
Standard error		.03	.04	.07	.14	.04	.06	.04	.05	.04	.05	.04	.07	.07	.04	.05	.05	.05

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q14\_6. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Health and social care (including elderly care and support)

Base: All employees with DC pension

		AGE				GENDER		REGION								COMPANY SIZE			SEG			
		Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	185 12%	46 9%	62 12%	77 15% a	59 8%	126 17% d	18 8%	38 17% fk	31 12%	19 15%	21 17% fk	18 8%	15 14%	25 12%	68 14%	52 10%	65 13%	58 9%	77 14% q	31 15% q	19 13%
2	(2.0)	260 17%	99 20%	84 17%	77 15%	102 14%	158 21% d	35 16%	27 12%	49 19% g	27 21% g	26 21% g	40 19% g	19 18%	37 17%	82 16%	81 16%	97 19%	110 18%	91 17%	32 16%	27 19%
3	(3.0)	272 18%	89 18%	89 18%	94 19%	122 16%	150 20%	36 16%	40 18%	54 20%	22 17%	20 16%	35 16%	25 24%	40 19%	81 16%	96 19%	95 19%	101 16%	99 19%	46 22%	26 18%
NETS																						
Net: Top 3		717 48%	234 47%	235 47%	248 50%	283 38%	434 58% d	89 40%	105 46%	134 51% f	68 52% f	67 54% f	93 44%	59 56% fk	102 47%	231 46%	229 46%	257 51%	269 43%	267 50% q	109 53% q	72 51%
Mean score		2.1	2.2	2.1	2.1	2.2 e	2.1	2.2	2.0	2.2	2.0	2.0	2.2	2.2	2.1	2.1	2.2	2.1	2.2	2.1	2.1	2.1
Standard deviation		.79	.74	.80	.83	.77	.80	.76	.87	.78	.78	.79	.74	.81	.79	.80	.78	.78	.75	.81	.83	.79
Standard error		.03	.05	.05	.05	.05	.04	.08	.08	.07	.09	.10	.08	.11	.08	.05	.05	.05	.05	.05	.08	.09

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q14\_6. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Health and social care (including elderly care and support)

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Total		1500 100%	991 100%	402 100%	94 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
1	(1.0)	185 12%	126 13%	44 11%	13 14%	104 11%	68 16% d	85 14%	93 11%	92 15% h	120 11%	51 14%	43 12%	106 12%	77 11%	75 13%	84 14%
2	(2.0)	260 17%	159 16%	81 20%	19 20%	150 16%	86 20% d	124 20% f	129 15%	131 21% h	187 17%	60 17%	73 20%	145 17%	119 17%	99 17%	103 17%
3	(3.0)	272 18%	167 17%	89 22% a	15 16%	173 18%	78 18%	112 18%	160 18%	112 18%	196 18%	64 18%	73 20%	151 18%	135 19%	97 16%	124 21%
<b>NETS</b>																	
Net: Top 3		717 48%	452 46%	214 53% a	47 50%	427 44%	232 54% d	321 53% f	382 43%	335 54% h	503 47%	175 49%	189 52%	402 47%	331 48%	271 46%	311 52%
Mean score		2.1	2.1	2.2	2.0	2.2	2.2	2.1	2.2	2.1	2.2	2.1	2.2	2.1	2.2	2.1	2.1
Standard deviation		.79	.80	.76	.78	.79	.80	.78	.80	.78	.78	.81	.77	.79	.78	.79	.81
Standard error		.03	.04	.05	.11	.04	.05	.04	.04	.04	.03	.06	.06	.04	.04	.05	.05

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q14\_7. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Arts and culture

Base: All employees with DC pension

Significance Level: 95%

Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	33 2%	13 3%	10 2%	10 2%	13 2%	20 3%	2 1%	6 3%	6 2%	2 2%	2 2%	6 3%	1 1%	8 4%	10 2%	12 2%	11 2%	10 2%	16 3%	4 2%	3 2%
2	(2.0)	37 2%	14 3%	16 3%	7 1%	18 2%	19 3%	12 5% km	6 3%	6 2%	3 2%	2 2%	2 1%	3 3%	3 1%	11 2%	14 3%	12 2%	17 3%	16 3%	2 1%	2 1%
3	(3.0)	62 4%	27 5% c	23 5%	12 2%	33 4%	29 4%	14 6% hm	13 6% h	6 2%	5 4%	5 4%	9 4%	5 5%	5 2%	27 5%	17 3%	18 4%	27 4%	21 4%	6 3%	8 6%
NETS																						
Net: Top 3		132 9%	54 11% c	49 10% c	29 6%	64 9%	68 9%	28 13% h	25 11%	18 7%	10 8%	9 7%	17 8%	9 8%	16 7%	48 10%	43 9%	41 8%	54 9%	53 10%	12 6%	13 9%
Mean score		2.2	2.3	2.3	2.1	2.3	2.1	2.4	2.3	2.0	2.3	2.3	2.2	2.4	1.8	2.4	2.1	2.2	2.3	2.1	2.2	2.4
Standard deviation		.82	.83	.78	.88	.79	.84	.63	.84	.84	.82	.87	.95	.73	.91	.81	.82	.83	.77	.84	.94	.87
Standard error		.07	.11	.11	.16	.10	.10	.12	.17	.20	.26	.29	.23	.24	.23	.12	.13	.13	.11	.12	.27	.24

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t



## Big Society Capital - employees with DC pension

**Q14\_7. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Arts and culture

Base: All employees with DC pension

			ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT			
		Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	Highly value society & environment	
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
	Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%	
	1	(1.0)	33 2%	13 1%	14 3% a	6 6% a	14 1%	16 4% d	16 2%	17 3%	21 2%	12 2%	22 2%	8 2%	10 3%	13 2%	15 2%	13 2%	14 2%
	2	(2.0)	37 2%	32 3% b	2 *	3 3% b	23 2%	11 3%	24 3%	13 2%	25 3%	12 2%	25 2%	6 2%	7 2%	17 2%	18 3%	12 2%	11 2%
	3	(3.0)	62 4%	45 5%	11 3%	4 4%	45 5%	13 3%	49 5% g	13 2%	47 5% i	15 2%	48 4%	14 4%	16 4%	35 4%	29 4%	24 4%	29 5%
NETS																			
Net: Top 3		132 9%	90 9%	27 7%	13 14% b	82 9%	40 9%	89 10%	43 7%	93 11% i	39 6%	95 9%	28 8%	33 9%	65 8%	62 9%	49 8%	54 9%	
Mean score		2.2	2.4	1.9	1.8	2.4 e	1.9	2.4 g	1.9	2.3	2.1	2.3	2.2	2.2	2.3	2.2	2.2	2.3	
Standard deviation		.82	.72	.97	.90	.76	.86	.77	.84	.81	.84	.82	.88	.88	.80	.82	.85	.86	
Standard error		.07	.08	.19	.25	.08	.14	.08	.13	.08	.13	.08	.17	.15	.10	.10	.12	.12	

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q14\_8. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Education

Base: All employees with DC pension

			AGE			GENDER		REGION								COMPANY SIZE			SEG			
									North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions							
		Total	22-35	36-50	51-65	Male	Female	London								<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Total		1500	500	500	500	750	750	221	226	264	131	124	213	106	215	500	500	500	619	534	206	141
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1	(1.0)	113	46	40	27	56	57	16	12	15	10	14	18	12	16	45	36	32	53	33	14	13
		8%	9%	8%	5%	7%	8%	7%	5%	6%	8%	11%	8%	11%	7%	9%	7%	6%	9%	6%	7%	9%
			c									g		g								
2	(2.0)	161	56	56	49	61	100	26	25	23	18	10	26	9	24	61	46	54	54	58	32	17
		11%	11%	11%	10%	8%	13% d	12%	11%	9%	14%	8%	12%	8%	11%	12%	9%	11%	9%	11%	16% q	12%
3	(3.0)	148	58	42	48	67	81	19	27	36	10	10	19	13	14	40	49	59	65	55	11	17
		10%	12%	8%	10%	9%	11%	9%	12%	14% m	8%	8%	9%	12%	7%	8%	10%	12% n	11% s	10% s	5%	12% s
NETS																						
Net: Top 3		422	160	138	124	184	238	61	64	74	38	34	63	34	54	146	131	145	172	146	57	47
		28%	32% c	28%	25%	25%	32% d	28%	28%	28%	29%	27%	30%	32%	25%	29%	26%	29%	28%	27%	28%	33%
Mean score		2.1	2.1	2.0	2.2	2.1	2.1	2.0	2.2 j	2.3 jkm	2.0	1.9	2.0	2.0	2.0	2.0	2.1 n	2.2	2.1	2.2	1.9	2.1
Standard deviation		.78	.81	.77	.76	.82	.76	.76	.75	.79	.74	.84	.77	.87	.75	.76	.80	.77	.83	.76	.67	.80
Standard error		.04	.06	.07	.07	.06	.05	.10	.09	.09	.12	.14	.10	.15	.10	.06	.07	.06	.06	.06	.09	.12

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q14\_8. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Education

Base: All employees with DC pension

			ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT			
		Total	Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important		
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
	Total	1500	991	402	94	964	427	894	606	883	617	1079	356	361	861	693	595	602	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
	1	(1.0)	113	68	39	6	65	35	69	44	65	48	80	26	28	51	41	45	34
			8%	7%	10%	6%	7%	8%	8%	7%	7%	8%	7%	7%	8%	6%	6%	8%	6%
	2	(2.0)	161	91	52	11	90	57	87	74	87	74	119	39	35	87	83	47	63
			11%	9%	13%	12%	9%	13%	10%	12%	10%	12%	11%	11%	10%	10%	12%	8%	10%
					a		d									o			
	3	(3.0)	148	89	45	13	90	43	85	63	76	72	111	26	38	83	69	61	57
			10%	9%	11%	14%	9%	10%	10%	10%	9%	12%	10%	7%	11%	10%	10%	10%	9%
NETS																			
Net: Top 3		422	248	136	30	245	135	241	181	228	194	310	91	101	221	193	153	154	
		28%	25%	34%	32%	25%	32%	27%	30%	26%	31%	29%	26%	28%	26%	28%	26%	26%	
				a		d					h								
Mean score		2.1	2.1	2.0	2.2	2.1	2.1	2.1	2.1	2.0	2.1	2.1	2.0	2.1	2.1	2.1	2.1	2.1	
Standard deviation		.78	.79	.79	.77	.79	.76	.80	.76	.79	.78	.78	.76	.81	.77	.74	.83	.76	
Standard error		.04	.05	.07	.14	.05	.07	.05	.06	.05	.06	.04	.08	.08	.05	.05	.07	.06	

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q14\_9. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Crime prevention and prisoner rehabilitation

Base: All employees with DC pension

		AGE				GENDER		REGION								COMPANY SIZE			SEG			
		Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	
Total		1500 100%	500 100%	500 100%	500 100%	750 100%	750 100%	221 100%	226 100%	264 100%	131 100%	124 100%	213 100%	106 100%	215 100%	500 100%	500 100%	500 100%	619 100%	534 100%	206 100%	141 100%
1	(1.0)	30 2%	4 1%	17 3% a	9 2%	16 2%	14 2%	4 2%	5 2%	7 3%	4 3%	4 3%	3 1%	- -	3 1%	7 1%	12 2%	11 2%	8 1%	13 2%	4 2%	5 4%
2	(2.0)	66 4%	24 5%	25 5%	17 3%	26 3%	40 5%	11 5%	10 4%	13 5%	2 2%	4 3%	8 4%	7 7% i	11 5%	19 4%	25 5%	22 4%	27 4%	25 5%	10 5%	4 3%
3	(3.0)	92 6%	35 7%	30 6%	27 5%	33 4%	59 8% d	17 8%	13 6%	19 7%	8 6%	4 3%	10 5%	6 6%	15 7%	33 7%	25 5%	34 7%	39 6%	42 8% st	7 3%	4 3%
NETS																						
Net: Top 3		188 13%	63 13%	72 14%	53 11%	75 10%	113 15% d	32 14%	28 12%	39 15%	14 11%	12 10%	21 10%	13 12%	29 13%	59 12%	62 12%	67 13%	74 12%	80 15%	21 10%	13 9%
Mean score		2.3	2.5 b	2.2	2.3	2.2	2.4	2.4	2.3	2.3	2.3	2.0	2.3	2.5	2.4	2.4	2.2	2.3	2.4	2.4	2.1	1.9
Standard deviation		.74	.62	.79	.76	.78	.70	.71	.76	.77	.91	.85	.73	.52	.68	.70	.75	.75	.68	.75	.73	.86
Standard error		.05	.08	.09	.10	.09	.07	.13	.14	.12	.24	.25	.16	.14	.13	.09	.10	.09	.08	.08	.16	.24

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q14\_9. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Crime prevention and prisoner rehabilitation

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
Total		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Total		1500	991	402	94	427	894	606	883	617	1079	356	361	861	693	595	602
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1	(1.0)	30	19	8	1	17	17	13	16	14	24	5	3	22	10	14	7
		2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	1%	3%	1%	2%	1%
2	(2.0)	66	43	19	4	39	30	36	35	31	43	17	22	34	23	30	22
		4%	4%	5%	4%	4%	3%	6%	4%	5%	4%	5%	6%	4%	3%	5%	4%
								f									
3	(3.0)	92	55	32	4	50	45	47	45	47	60	27	21	53	46	31	32
		6%	6%	8%	4%	5%	5%	8%	5%	8%	6%	8%	6%	6%	7%	5%	5%
								f		h							
<b>NETS</b>																	
Net: Top 3		188	117	59	9	106	92	96	96	92	127	49	46	109	79	75	61
		13%	12%	15%	10%	11%	10%	16%	11%	15%	12%	14%	13%	13%	11%	13%	10%
						d		f		h							
Mean score		2.3	2.3	2.4	2.3	2.3	2.3	2.4	2.3	2.4	2.3	2.4	2.4	2.3	2.5	2.2	2.4
Standard deviation		.74	.74	.72	.71	.74	.77	.71	.74	.74	.77	.68	.61	.78	.71	.75	.69
Standard error		.05	.07	.09	.24	.07	.08	.07	.08	.08	.07	.10	.09	.07	.08	.09	.09

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o

## Big Society Capital - employees with DC pension

**Q14\_10. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Employment and training programmes

Base: All employees with DC pension

		AGE				GENDER		REGION								COMPANY SIZE			SEG			
		Total	22-35	36-50	51-65	Male	Female	London	North East/ North West	South East	South West	East of England	Midlands	Yorkshire and Humber	Devolved regions	<250	250-999	1,000+	AB	C1	C2	DE
Significance Level: 95%																						
Total		1500	500	500	500	750	750	221	226	264	131	124	213	106	215	500	500	500	619	534	206	141
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1	(1.0)	68	23	26	19	38	30	12	15	10	5	5	12	1	8	24	20	24	35	13	12	8
		5%	5%	5%	4%	5%	4%	5%	7% l	4%	4%	4%	6% l	1%	4%	5%	4%	5%	6% r	2%	6% r	6% r
2	(2.0)	74	20	28	26	38	36	6	16	14	6	11	6	2	13	24	27	23	36	21	9	8
		5%	4%	6%	5%	5%	5%	3%	7% fk	5%	5%	9% fkl	3%	2%	6%	5%	5%	5%	6%	4%	4%	6%
3	(3.0)	122	40	38	44	55	67	23	14	17	8	14	21	5	20	37	37	48	35	55	24	8
		8%	8%	8%	9%	7%	9%	10%	6%	6%	6%	11%	10%	5%	9%	7%	7%	10%	6%	10% q	12% q	6%
NETS																						
Net: Top 3		264	83	92	89	131	133	41	45	41	19	30	39	8	41	85	84	95	106	89	45	24
		18%	17%	18%	18%	17%	18%	19% l	20% l	16% l	15%	24% hl	18% l	8%	19% l	17%	17%	19%	17%	17%	22%	17%
Mean score		2.2	2.2	2.1	2.3	2.1	2.3	2.3	2.0	2.2	2.2	2.3	2.2	2.5	2.3	2.2	2.2	2.3	2.0	2.5 q	2.3	2.0
Standard deviation		.82	.85	.83	.80	.84	.81	.90	.81	.80	.83	.75	.90	.76	.78	.84	.80	.84	.82	.74	.86	.83
Standard error		.05	.09	.09	.08	.07	.07	.14	.12	.13	.19	.14	.14	.27	.12	.09	.09	.09	.08	.08	.13	.17

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l,m - n,o,p - q,r,s,t

## Big Society Capital - employees with DC pension

**Q14\_10. In which of the following areas, if any, would you most like the money from your pension to be invested in?**

### Employment and training programmes

Base: All employees with DC pension

		ORG TYPE			FINANCIAL SOPHISTICATION		KNOWLEDGE OF PENSION		INFORMED ABOUT INVESTMENT		IMPORTANT TO KNOW WHERE MONEY INVESTED		MOST RESPONSIBLE FOR PROVIDING INFORMATION		ATTITUDES TO SOCIAL INVESTMENT		Highly value society & environment
Total		Private	Public	Third sector	High	Low	At least a fair amount	Little or nothing	Well informed	Not well informed	Important	Not important	Employer	Pension provider	Important	Not important	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Total	1500 100%	991 100%	402 100%	94 100%	964 100%	427 100%	894 100%	606 100%	883 100%	617 100%	1079 100%	356 100%	361 100%	861 100%	693 100%	595 100%	602 100%
1	(1.0) 68 5%	44 4%	19 5%	4 4%	39 4%	17 4%	40 4%	28 5%	42 5%	26 4%	44 4%	21 6%	13 4%	36 4%	20 3%	30 5% n	23 4%
2	(2.0) 74 5%	41 4%	27 7% a	6 6%	56 6% e	13 3%	47 5%	27 4%	38 4%	36 6%	48 4%	21 6%	15 4%	48 6%	24 3%	40 7% n	24 4%
3	(3.0) 122 8%	78 8%	29 7%	11 12%	73 8%	44 10%	64 7%	58 10%	65 7%	57 9%	86 8%	32 9%	28 8%	75 9%	52 8%	46 8%	40 7%
<b>NETS</b>																	
Net: Top 3	264 18%	163 16%	75 19%	21 22%	168 17%	74 17%	151 17%	113 19%	145 16%	119 19%	178 16%	74 21%	56 16%	159 18%	96 14%	116 19% n	87 14%
Mean score	2.2	2.2	2.1	2.3	2.2	2.4	2.2	2.3	2.2	2.3	2.2	2.1	2.3	2.2	2.3	2.1	2.2
Standard deviation	.82	.84	.79	.80	.79	.84	.82	.83	.85	.80	.82	.84	.82	.80	.80	.80	.83
Standard error	.05	.07	.09	.17	.06	.10	.07	.08	.07	.07	.06	.10	.11	.06	.08	.07	.09

Columns Tested: a,b,c - d,e - f,g - h,i - j,k - l,m - n,o