

UKSIF Survey Results

UK Sample size: 2128 UK GB Adults
Fieldwork: 25th - 26th September 2017



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	18-34	ABC1

In general, it is possible for me to create positive social and environmental change by making sustainable investments

	Unweighted base	882	468	414	65	85	121	150	461	150	625	257
Base: All UK investors	871	476	395	63	96	129	144	439	158	582	289	
Strongly agree	6%	7%	6%	14%	3%	13%	7%	4%	8%	6%	7%	
Tend to agree	27%	28%	26%	28%	42%	26%	25%	25%	37%	30%	22%	
Neither agree nor disagree	35%	34%	36%	35%	26%	26%	37%	39%	30%	34%	37%	
Tend to disagree	12%	13%	12%	8%	11%	9%	9%	15%	10%	13%	11%	
Strongly disagree	4%	6%	2%	-	5%	3%	5%	5%	3%	4%	4%	
Don't know	15%	12%	18%	14%	13%	22%	18%	12%	14%	12%	19%	
Net: Agree	34%	35%	32%	42%	46%	39%	32%	29%	44%	36%	29%	
Net: Disagree	16%	19%	14%	8%	15%	12%	13%	20%	13%	17%	15%	

Still thinking about how all of your own pension funds are invested...

Which, if any, of the following statements apply to you?
(Please select all that apply)

	Unweighted base	1401	704	697	67	191	243	273	627	258	940	461
Base: All UK Adults with a pension	1387	714	673	58	203	262	263	600	261	872	514	
I don't think I have a say in how my pensions are invested	30%	30%	30%	14%	23%	27%	33%	33%	21%	31%	28%	
I feel like I don't know enough about how my pensions are being invested	28%	25%	31%	33%	31%	33%	27%	24%	32%	29%	25%	
Before taking this survey, I didn't know that my pension was being invested	6%	4%	7%	16%	9%	7%	5%	3%	11%	6%	6%	
I'm often confused by the language used by financial institutions when they talk about investing pensions	19%	17%	22%	23%	19%	22%	19%	18%	20%	20%	18%	
I would invest in whatever will give me the best return on investment	18%	24%	12%	22%	16%	11%	24%	19%	17%	20%	15%	
It's my social responsibility to ensure that my pension is invested ethically	8%	8%	8%	12%	13%	10%	6%	7%	13%	9%	7%	
I care about the impact that the companies I invest my pension in has on the environment	13%	14%	12%	9%	13%	17%	13%	11%	13%	15%	9%	
I would invest my pension ethically if I still received a market rate return on investment	18%	22%	14%	21%	19%	17%	17%	18%	19%	20%	15%	
None of these	10%	10%	9%	11%	7%	6%	8%	13%	8%	9%	11%	
Don't know	20%	19%	20%	27%	22%	29%	18%	14%	23%	17%	24%	

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Region								
North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland

In general, it is possible for me to create positive social and environmental change by making sustainable investments

	Unweighted base	199	133	91	99	223	745	39	73	25
Base: All UK investors	184	130	90	114	213	730	39	78	23	
Strongly agree	6%	6%	7%	7%	8%	7%	2%	6%	-	
Tend to agree	24%	30%	28%	38%	24%	28%	20%	26%	27%	
Neither agree nor disagree	35%	37%	41%	28%	36%	35%	43%	30%	32%	
Tend to disagree	14%	10%	10%	10%	16%	13%	16%	11%	4%	
Strongly disagree	4%	5%	1%	4%	4%	4%	3%	5%	16%	
Don't know	17%	13%	12%	14%	12%	14%	15%	22%	21%	
Net: Agree	30%	36%	36%	45%	32%	35%	23%	32%	27%	
Net: Disagree	18%	14%	11%	14%	20%	16%	19%	16%	21%	

Still thinking about how all of your own pension funds are invested...

Which, if any, of the following statements apply to you?
(Please select all that apply)

	Unweighted base	337	226	140	158	321	1182	70	113	36
Base: All UK Adults with a pension	320	220	140	179	309	1168	71	114	34	
I don't think I have a say in how my pensions are invested	29%	29%	27%	32%	33%	30%	30%	21%	32%	
I feel like I don't know enough about how my pensions are being invested	24%	29%	27%	28%	30%	28%	26%	29%	22%	
Before taking this survey, I didn't know that my pension was being invested	6%	5%	6%	3%	6%	5%	9%	8%	5%	
I'm often confused by the language used by financial institutions when they talk about investing pensions	17%	19%	18%	21%	22%	19%	15%	19%	18%	
I would invest in whatever will give me the best return on investment	13%	22%	20%	20%	18%	18%	18%	18%	27%	
It's my social responsibility to ensure that my pension is invested ethically	8%	6%	9%	11%	9%	8%	4%	13%	2%	
I care about the impact that the companies I invest my pension in has on the environment	13%	11%	11%	14%	16%	13%	6%	14%	13%	
I would invest my pension ethically if I still received a market rate return on investment	16%	15%	25%	18%	19%	18%	12%	22%	21%	
None of these	10%	9%	13%	7%	9%	10%	20%	6%	3%	
Don't know	22%	20%	21%	19%	18%	20%	14%	19%	27%	