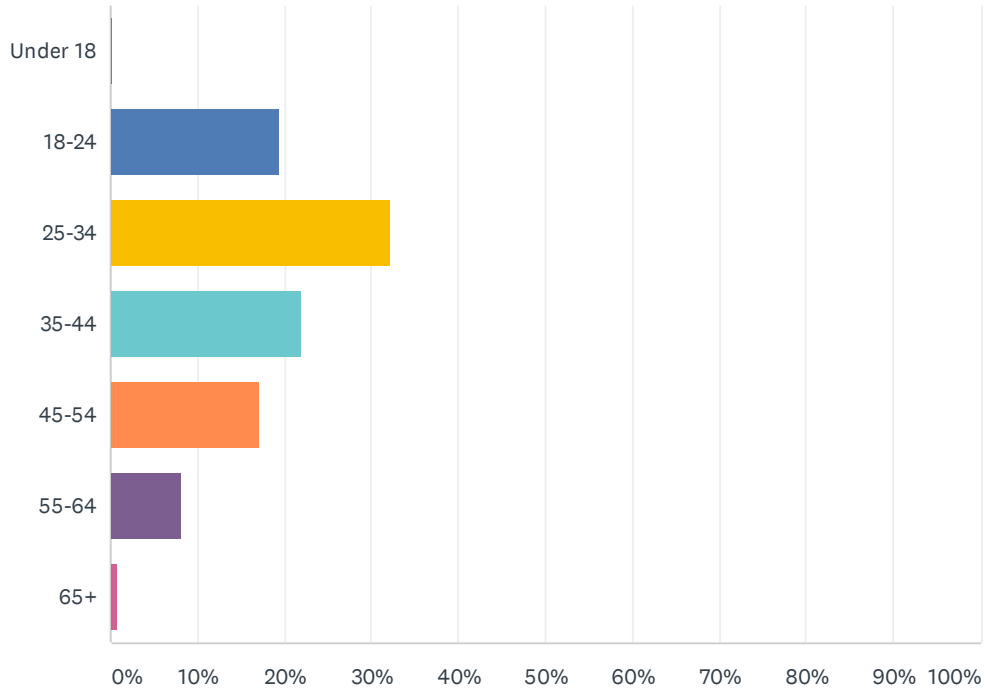


# Q1 What is your age?

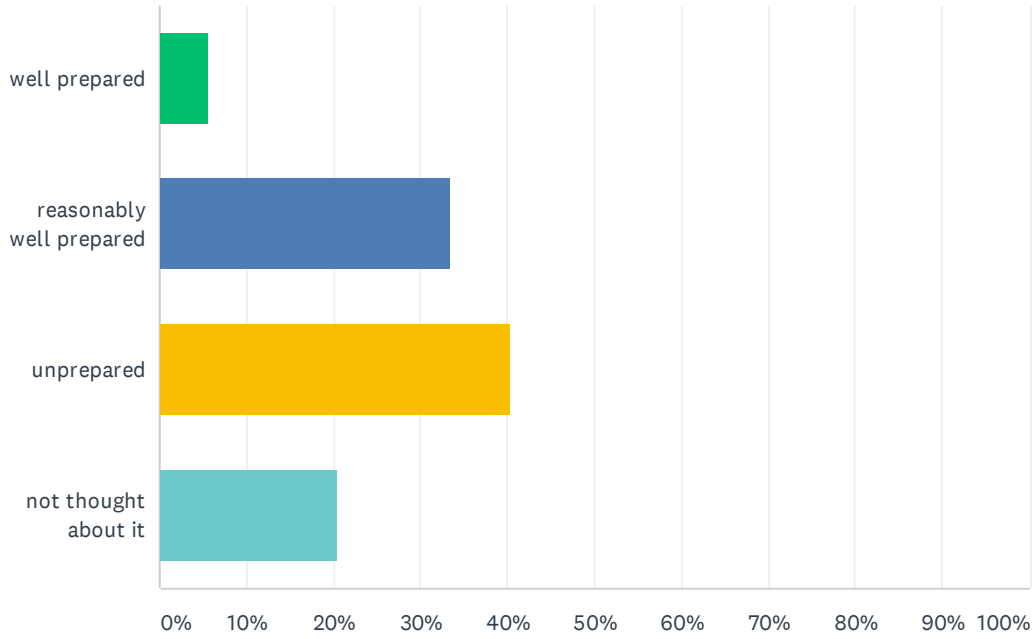
Answered: 1,055 Skipped: 0



ANSWER CHOICES	RESPONSES
Under 18	0.19% 2
18-24	19.43% 205
25-34	32.23% 340
35-44	21.99% 232
45-54	17.25% 182
55-64	8.15% 86
65+	0.76% 8
<b>TOTAL</b>	<b>1,055</b>

## Q2 Are you well prepared for retirement?

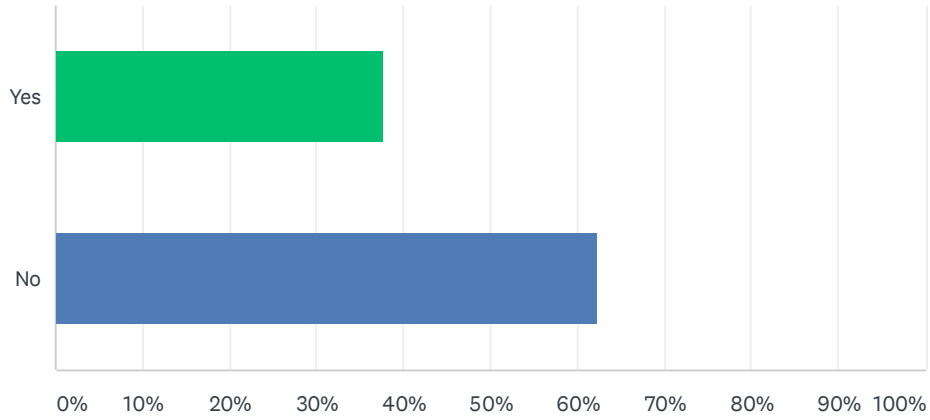
Answered: 1,052 Skipped: 3



ANSWER CHOICES	RESPONSES	
well prepared	5.61%	59
reasonably well prepared	33.56%	353
unprepared	40.40%	425
not thought about it	20.44%	215
<b>TOTAL</b>		<b>1,052</b>

### Q3 Do you have enough income to contribute extra to a pension?

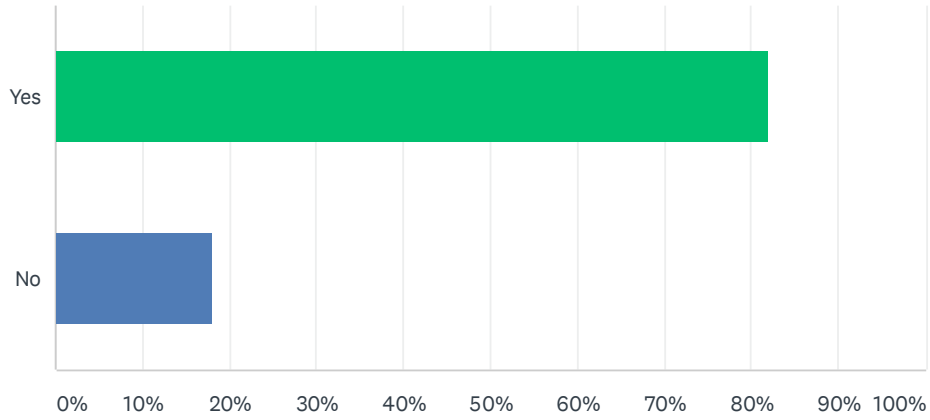
Answered: 1,054 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	37.76%	398
No	62.24%	656
TOTAL		1,054

## Q4 Would new and different ways to fund a pension appeal to you?

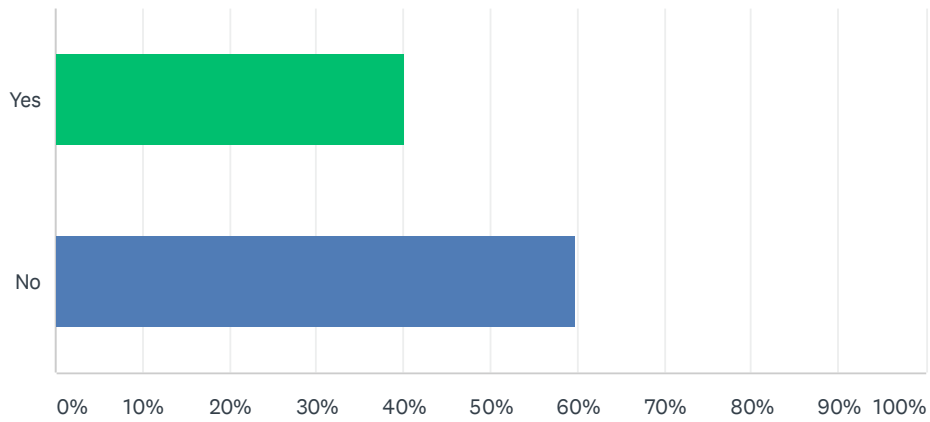
Answered: 1,048 Skipped: 7



ANSWER CHOICES	RESPONSES	
Yes	81.97%	859
No	18.03%	189
TOTAL		1,048

## Q5 Are you a member of any cashback or loyalty rewards programmes that provide you with cash balances?

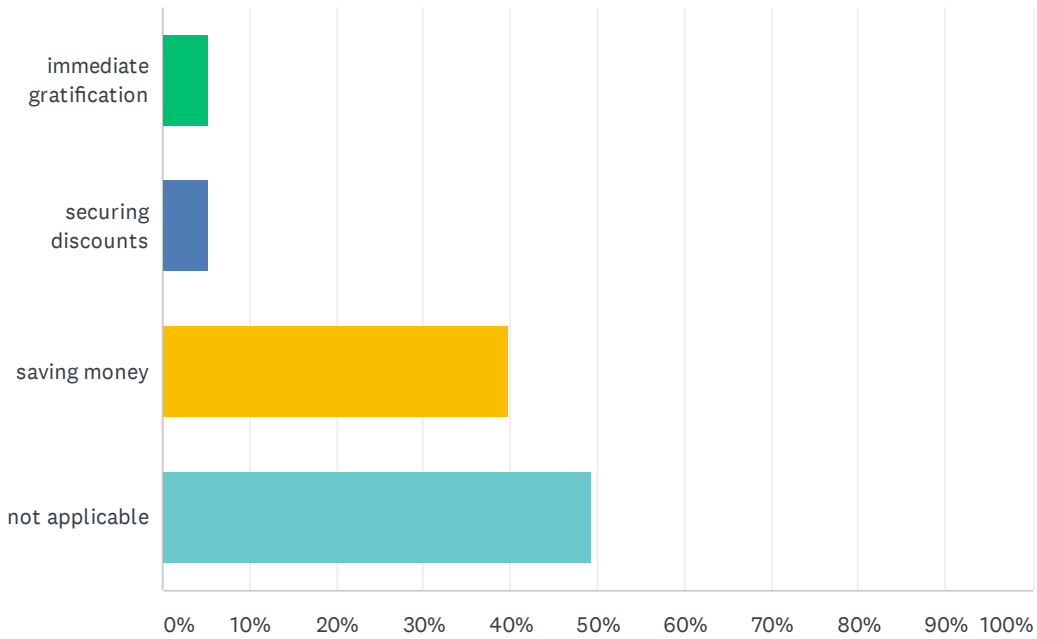
Answered: 1,054 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	40.13%	423
No	59.87%	631
TOTAL		1,054

## Q6 If so, what is important to you about the programme?

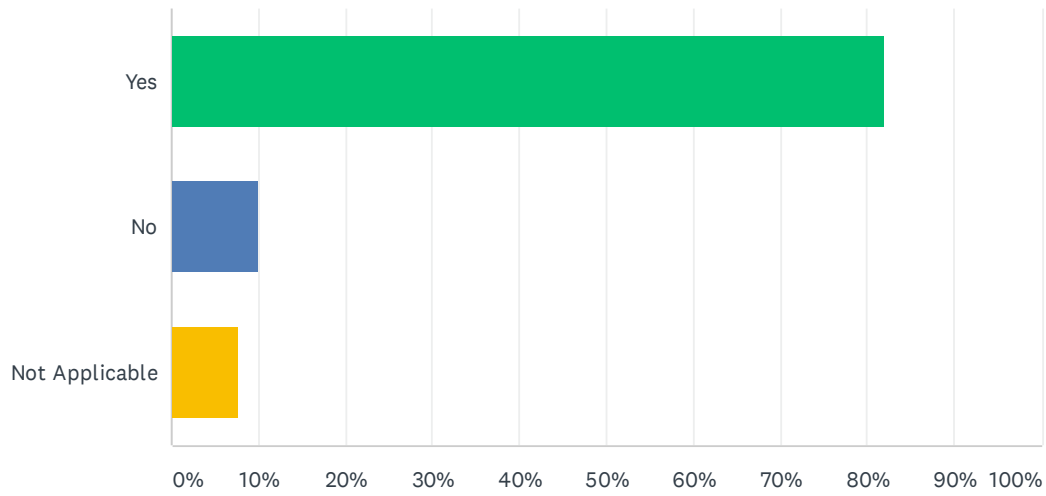
Answered: 1,009 Skipped: 46



ANSWER CHOICES	RESPONSES	
immediate gratification	5.25%	53
securing discounts	5.25%	53
saving money	39.74%	401
not applicable	49.45%	499
<b>TOTAL</b>		<b>1,009</b>

## Q7 Does saving rewards and cashback received for your future appeal to you?

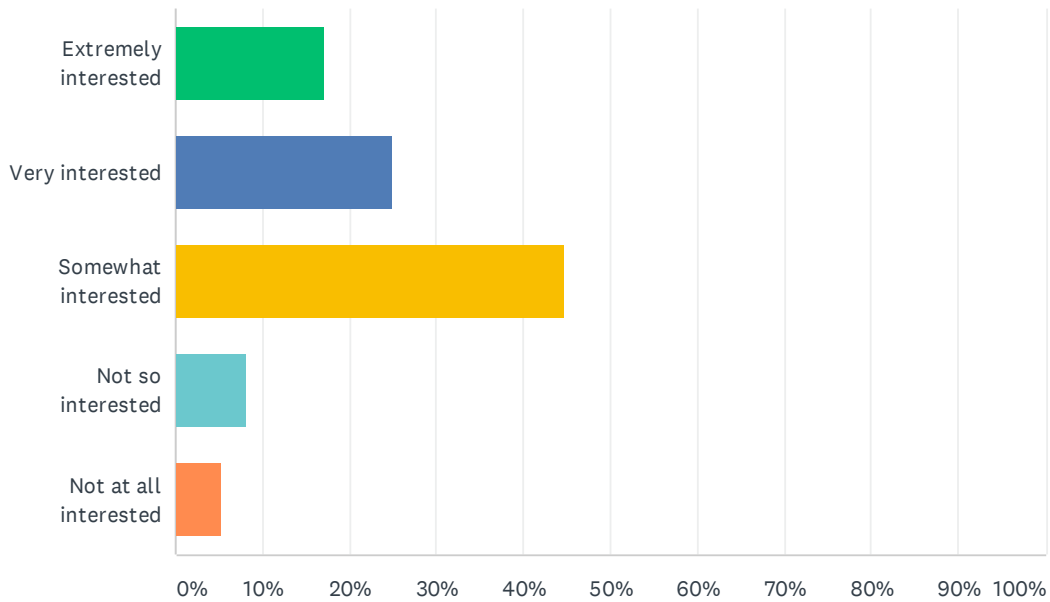
Answered: 1,055 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		82.09%	866
No		10.14%	107
Not Applicable		7.77%	82
TOTAL			1,055

## Q8 How interested would you be if a merchant was to offer you rewards for your custom that could be linked to your pension savings.

Answered: 1,053 Skipped: 2

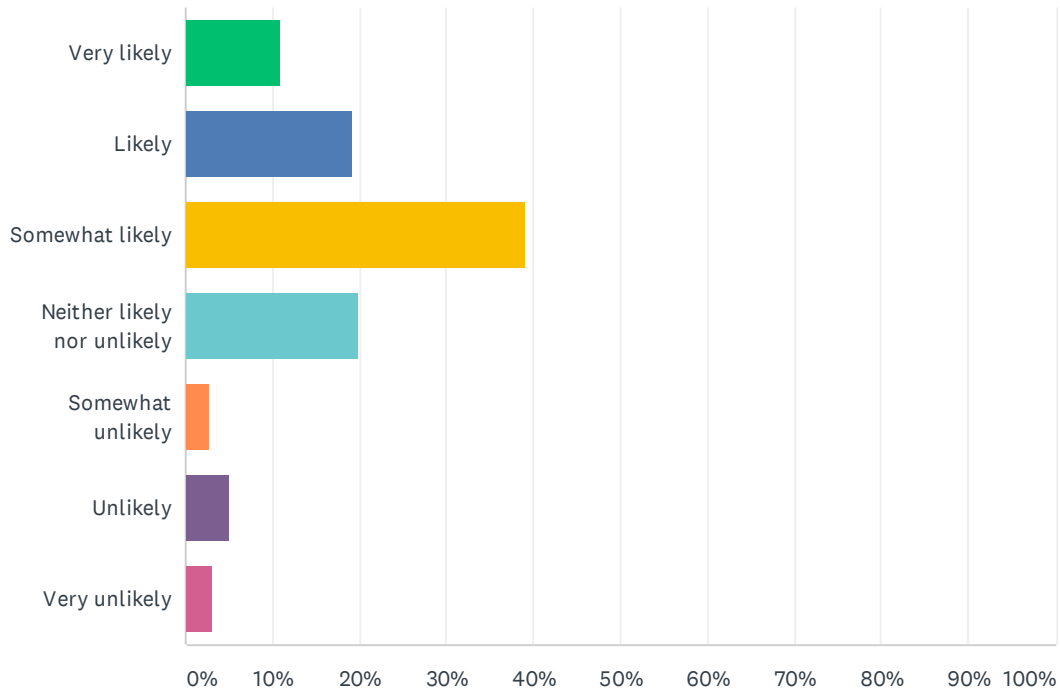


ANSWER CHOICES	RESPONSES	
Extremely interested	17.09%	180
Very interested	24.98%	263
Somewhat interested	44.73%	471
Not so interested	8.07%	85
Not at all interested	5.13%	54
<b>TOTAL</b>		<b>1,053</b>



### Q9 If a merchant was to offer you rewards for your custom that could be linked to your pension, how likely would you be to move your custom to that merchant?

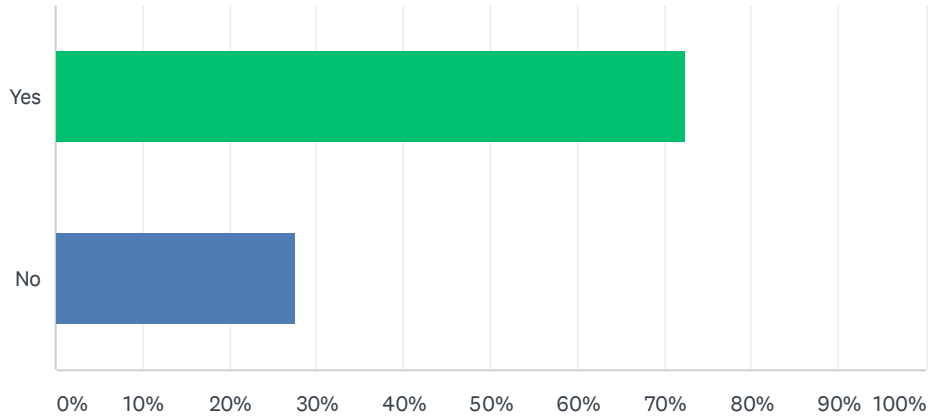
Answered: 1,052 Skipped: 3



ANSWER CHOICES	RESPONSES	
Very likely	10.93%	115
Likely	19.30%	203
Somewhat likely	39.07%	411
Neither likely nor unlikely	19.77%	208
Somewhat unlikely	2.66%	28
Unlikely	5.04%	53
Very unlikely	3.23%	34
<b>TOTAL</b>		<b>1,052</b>

# Q10 Would you purchase vouchers for your favourite high street retailers if a percentage of your spend was directed towards your long term pension saving?

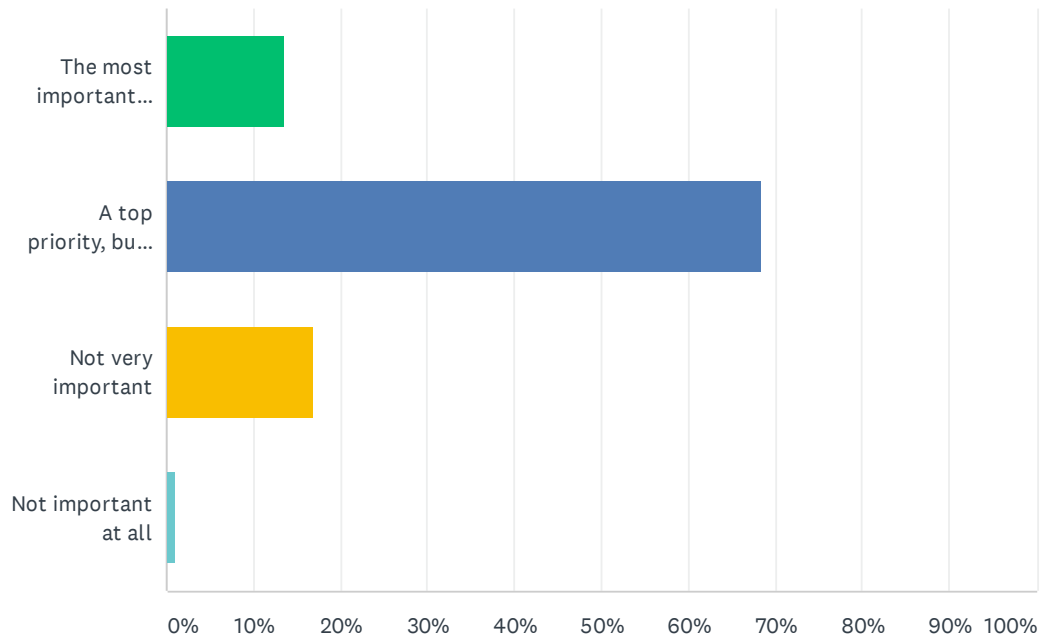
Answered: 1,054 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	72.39%	763
No	27.61%	291
TOTAL		1,054

# Q11 what is your attitude towards social responsibility and helping those in need?

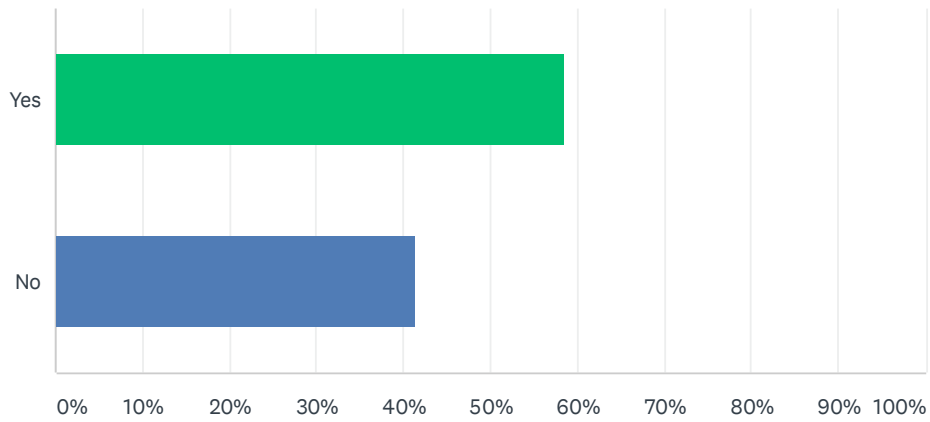
Answered: 1,053 Skipped: 2



ANSWER CHOICES	RESPONSES	
The most important priority	13.68%	144
A top priority, but not the most important	68.38%	720
Not very important	17.00%	179
Not important at all	0.95%	10
<b>TOTAL</b>		<b>1,053</b>

## Q12 Would you be prepared to forgo a proportion of your rewards to help those less fortunate than yourself?

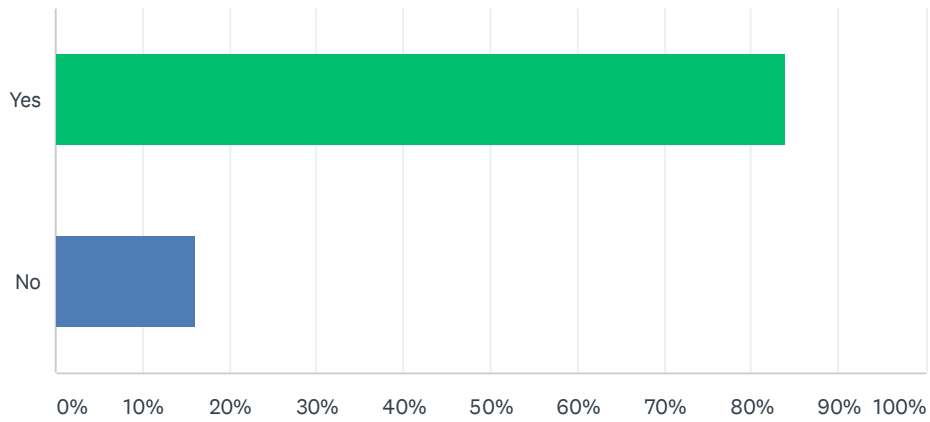
Answered: 1,053 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	58.59%	617
No	41.41%	436
TOTAL		1,053

# Q13 Do you believe that UK society could work better if wealth were more evenly spread?

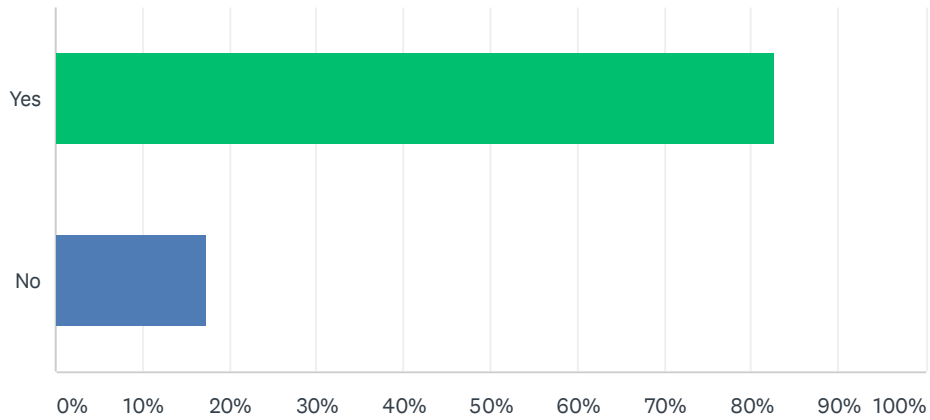
Answered: 1,055 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	83.98%	886
No	16.02%	169
TOTAL		1,055

### Q14 Would you be part of a programme which rewarded your loyalty with cashback, rewards and discounts invested for your future while also allowing you to help those less fortunate than yourself?

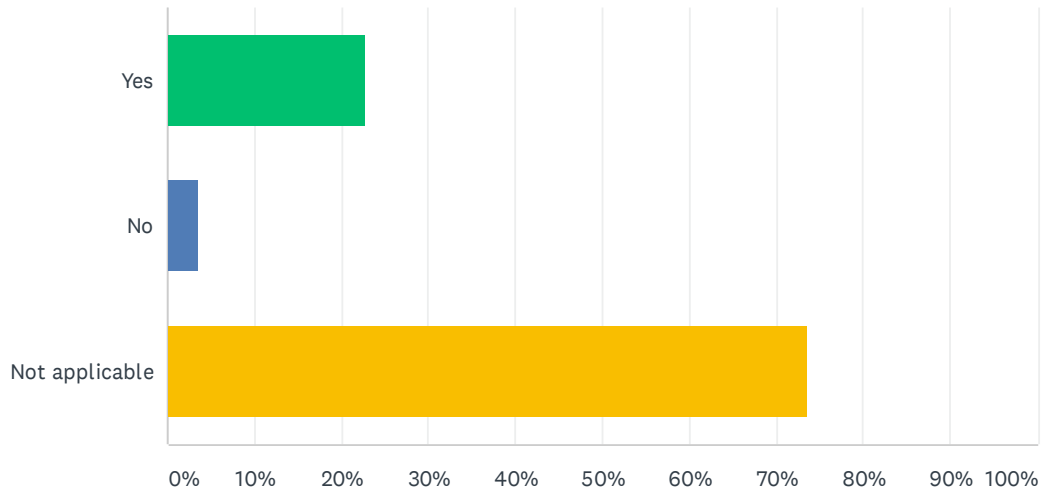
Answered: 1,052 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	82.70%	870
No	17.30%	182
TOTAL		1,052

### Q15 If you answered no to the question above, and have children, would you be part of such a programme if you could transfer your entitlement to your children?

Answered: 982 Skipped: 73



ANSWER CHOICES	RESPONSES
Yes	22.81% 224
No	3.56% 35
Not applicable	73.63% 723
TOTAL	982