

YouGov / Institute and Faculty of Actuaries Survey Results

Sample Size: 2307 Adults in the UK
Fieldwork: 9th - 10th July 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	2307	401	572	208	242	130	817	821	1119	1188	242	953	572	540	1315	992
Unweighted Sample	2307	373	617	232	257	145	943	824	1025	1282	154	861	601	691	1420	887
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How optimistic or pessimistic are you that your economic situation when you retire will allow you to achieve your desired lifestyle?

[Asked only to those who are not retired; n=1608]

Very optimistic	3	2	4	3	1	0	3	3	5	2	6	2	5	3	4	2
Somewhat optimistic	15	25	17	16	12	13	16	13	16	13	16	15	12	17	16	13
TOTAL OPTIMISTIC	18	27	21	19	13	13	19	16	21	15	22	17	17	20	20	15
Neutral	18	22	18	19	15	13	21	17	19	18	13	19	19	28	19	17
Somewhat pessimistic	29	27	33	40	25	32	33	27	28	30	31	29	29	27	33	23
Very pessimistic	30	23	23	20	45	40	25	34	28	33	27	31	32	22	24	40
TOTAL PESSIMISTIC	59	50	56	60	70	72	58	61	56	63	58	60	61	49	57	63
Don't know	4	1	5	2	1	2	3	5	4	5	6	4	3	3	4	5

Which of the following retirement savings options are you currently using? Please select all that apply.

[Asked only to those who are not retired; n=1608]

Workplace pension	60	71	67	68	54	64	75	62	60	60	19	68	66	53	69	47
Personal savings or high-yield savings account	23	31	24	23	27	22	26	22	27	19	22	21	24	35	27	17
Investments (e.g., stocks, shares, property)	17	22	19	19	17	23	22	14	23	11	12	21	12	12	23	9
Private pension (e.g., SIPP)	15	24	16	20	19	11	18	20	18	13	3	13	24	18	17	13
Other [See Tab 1]	1	1	1	1	4	2	2	2	2	1	1	1	2	7	2	1
Not applicable - I am not currently saving for retirement	26	15	20	23	29	26	13	24	24	28	59	20	21	31	17	40
Don't know	3	3	2	1	2	0	2	3	2	4	4	2	4	1	3	3

When planning for retirement, do you primarily focus on:

[Asked only to those who are not retired; n=1608]

Building a large lump sum to draw from	9	15	8	11	13	5	9	11	10	8	5	9	12	9	11	6
Ensuring a specific monthly income	16	24	19	16	17	15	18	20	18	14	10	14	21	32	18	13
Saving as much as possible without a specific target	28	32	31	23	28	34	35	22	29	27	23	31	24	28	30	25
None of these	9	9	6	10	13	9	10	10	9	8	1	9	11	16	7	11
Not applicable - I haven't thought about this yet	31	13	28	30	24	33	22	27	28	34	53	32	22	11	28	35
Don't know	7	6	8	10	5	4	6	10	6	8	8	6	9	4	6	9

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Weighted Sample Unweighted Sample		Country				Region in England				Employment Status						
	Total	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working
	2307	1931	120	191	65	531	367	265	768	986	311	38	102	566	94	144
	2307	1909	119	210	69	528	385	213	783	941	292	32	75	699	69	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How optimistic or pessimistic are you that your economic situation when you retire will allow you to achieve your desired lifestyle?

[Asked only to those who are not retired; n=1608]

Very optimistic	3	3	2	4	5	4	5	3	2	3	3	4	9	0	2	2
Somewhat optimistic	15	16	3	15	16	17	13	18	15	17	14	8	22	0	2	7
TOTAL OPTIMISTIC	18	19	5	19	21	21	18	21	17	20	17	12	31	0	4	9
Neutral	18	18	20	20	21	18	17	24	16	20	22	15	11	0	7	14
Somewhat pessimistic	29	29	26	30	34	30	27	27	30	30	27	32	30	0	33	22
Very pessimistic	30	30	43	28	23	28	35	22	32	26	30	40	21	0	52	45
TOTAL PESSIMISTIC	59	59	69	58	57	58	62	49	62	56	57	72	51	0	85	67
Don't know	4	4	7	3	2	3	3	7	5	3	5	0	7	0	4	10

Which of the following retirement savings options are you currently using? Please select all that apply.

[Asked only to those who are not retired; n=1608]

Workplace pension	60	60	55	64	61	65	61	52	58	81	60	20	5	0	18	16
Personal savings or high-yield savings account	23	23	20	20	29	20	21	32	22	28	22	9	21	0	5	14
Investments (e.g., stocks, shares, property)	17	18	10	18	18	13	20	25	17	23	12	12	8	0	5	9
Private pension (e.g., SIPP)	15	16	8	16	10	16	19	16	13	17	18	14	4	0	7	10
Other [See Tab 1]	1	2	1	0	0	2	1	2	2	1	2	4	0	0	2	2
Not applicable - I am not currently saving for retirement	26	26	31	28	21	24	23	27	28	9	24	54	71	0	73	66
Don't know	3	3	3	3	2	3	4	2	3	2	3	11	1	0	3	3

When planning for retirement, do you primarily focus on:

[Asked only to those who are not retired; n=1608]

Building a large lump sum to draw from	9	9	10	5	18	10	7	6	11	10	11	5	4	0	4	7
Ensuring a specific monthly income	16	17	11	18	10	18	21	17	13	17	19	15	17	0	6	11
Saving as much as possible without a specific target	28	27	31	29	31	30	27	29	25	34	25	10	14	0	19	14
None of these	9	9	8	8	10	8	5	9	11	7	9	15	3	0	11	14
Not applicable - I haven't thought about this yet	31	31	34	30	28	29	34	33	30	25	28	39	58	0	58	43
Don't know	7	7	6	10	4	6	6	6	9	6	9	16	4	0	2	11

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	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	2307	401	572	208	242	130	817	821	1119	1188	242	953	572	540	1315	992
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When saving or investing for retirement, which do you prioritise more?

[Asked only to those who are not retired; n=1608]

Security (e.g., guaranteed returns with minimal risk)	26	33	27	21	25	36	31	29	24	27	13	24	33	45	28	23
Growth (e.g., higher returns with market risk)	7	6	9	10	10	11	9	5	12	3	8	10	4	0	10	4
A balance of both	25	39	28	31	24	16	30	27	28	23	16	26	27	31	28	21
Not applicable – I haven't started saving or investing for retirement yet	30	10	24	25	31	31	19	26	27	32	53	29	23	14	23	40
Don't know	12	11	12	13	11	5	12	13	9	14	8	11	14	10	11	12

And which of the following do you think is more important to do once you do retire?

[Asked only to those who are not retired; n=1608]

Having a guaranteed monthly income, even if it means potentially less overall	56	56	61	54	52	58	58	60	52	60	48	55	61	63	55	57
Maximising your income, even if that means taking some risk with your money	7	8	7	11	6	4	8	5	11	3	7	8	5	4	10	3
A balance of both	26	31	24	21	26	24	25	25	27	25	30	26	23	30	25	27
Don't know	11	4	8	14	17	14	8	10	10	12	15	11	11	3	9	13

How would you describe your understanding of your retirement investment options (e.g., pensions, stocks, annuities)?

[Asked only to those who are not retired; n=1608]

Very knowledgeable – I fully understand my options and how they work	5	11	6	2	4	9	6	5	8	2	4	4	6	15	6	3
Somewhat knowledgeable – I have a general understanding of my options and how they work	24	34	25	34	30	17	24	28	30	19	19	24	27	29	27	20
Limited understanding – I know a little about my options but could learn more	37	41	40	36	29	36	44	34	35	39	29	38	39	44	40	34
Not knowledgeable – I have little to no understanding of my options	34	15	29	28	37	37	26	33	27	40	49	35	28	12	27	44

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Unweighted Sample	2307	1909	119	210	69	528	385	213	783	941	292	32	75	699	69	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When saving or investing for retirement, which do you prioritise more?

[Asked only to those who are not retired; n=1608]

Security (e.g., guaranteed returns with minimal risk)	26	26	21	25	31	30	30	20	24	29	31	29	15	0	15	16
Growth (e.g., higher returns with market risk)	7	8	3	4	3	7	5	15	8	11	4	3	1	0	1	5
A balance of both	25	25	21	33	30	25	29	25	22	30	26	3	19	0	9	13
Not applicable – I haven't started saving or investing for retirement yet	30	29	44	26	30	28	26	32	30	18	27	33	64	0	71	54
Don't know	12	12	11	13	6	11	10	7	15	12	12	31	1	0	5	13

And which of the following do you think is more important to do once you do retire?

[Asked only to those who are not retired; n=1608]

Having a guaranteed monthly income, even if it means potentially less overall	56	57	46	58	52	62	54	49	58	57	65	61	41	0	49	49
Maximising your income, even if that means taking some risk with your money	7	7	9	6	3	7	4	8	7	10	3	1	3	0	1	1
A balance of both	26	25	28	29	37	23	32	28	22	25	21	16	41	0	35	30
Don't know	11	11	17	8	8	8	10	15	12	7	11	22	14	0	16	20

How would you describe your understanding of your retirement investment options (e.g., pensions, stocks, annuities)?

[Asked only to those who are not retired; n=1608]

Very knowledgeable – I fully understand my options and how they work	5	5	1	5	7	5	5	7	4	6	5	3	0	0	1	4
Somewhat knowledgeable – I have a general understanding of my options and how they work	24	24	23	28	15	27	23	25	23	30	26	11	12	0	3	11
Limited understanding – I know a little about my options but could learn more	37	38	35	32	47	34	43	35	39	39	37	60	40	0	24	31
Not knowledgeable – I have little to no understanding of my options	34	33	41	34	31	34	29	33	35	26	32	26	48	0	72	54

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	2307	373	617	232	257	145	943	824	1025	1282	154	861	601	691	1420	887
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How concerned are you, if at all, about market fluctuations affecting your retirement savings?

[Asked only to those who are not retired; n=1608]

Very concerned	12	13	12	11	17	8	10	15	11	13	8	11	15	18	11	13
Fairly concerned	30	38	31	32	21	44	35	27	28	32	29	30	29	38	34	25
TOTAL CONCERNED	42	51	43	43	38	52	45	42	39	45	37	41	44	56	45	38
Not very concerned	20	28	24	23	21	16	24	20	25	15	15	21	20	24	23	16
Not concerned at all	6	7	6	5	4	3	6	7	8	5	2	6	8	7	7	4
TOTAL NOT CONCERNED	26	35	30	28	25	19	30	27	33	20	17	27	28	31	30	20
Don't know	21	11	18	22	22	20	19	18	18	23	25	22	18	9	19	23
Not applicable	11	4	8	7	15	10	5	12	9	13	21	10	10	4	6	19

How would you describe your understanding of the social care system?

Very knowledgeable – I fully understand how the social care system works	8	9	9	10	8	6	6	11	7	9	7	7	10	8	8	8
Somewhat knowledgeable – I have a general understanding of the social care system but not all the details	35	36	39	38	38	37	40	37	30	39	19	32	38	44	36	34
Limited understanding – I know a little about the social care system but could learn more	39	39	41	39	33	51	42	34	42	36	48	40	36	35	42	35
Not knowledgeable – I have little to no understanding of how the social care system operates	18	16	12	13	21	6	13	17	20	16	25	21	16	13	14	23

Do you think social care for the elderly is funded by the individual, or covered by the state?

Entirely covered by the individual, regardless of their income or savings	3	3	5	2	2	3	3	3	4	3	6	3	2	3	3	4
Mostly covered by the individual, unless they are very low income or savings	64	72	67	71	65	66	69	67	60	68	48	60	70	73	67	60
Mostly covered by the state, unless the individual is very wealthy	17	15	18	12	20	18	16	19	20	14	16	18	16	15	16	18
Entirely covered by the state, regardless of the individual's income or savings	2	3	2	1	3	1	2	2	2	2	1	2	2	2	2	2
Don't know	14	8	9	14	11	12	10	9	14	14	29	18	9	5	12	16

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Unweighted Sample	2307	1909	119	210	69	528	385	213	783	941	292	32	75	699	69	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How concerned are you, if at all, about market fluctuations affecting your retirement savings?

[Asked only to those who are not retired; n=1608]

Very concerned	12	12	10	12	7	11	14	10	12	12	13	9	5	0	13	12
Fairly concerned	30	31	23	30	35	32	37	28	28	33	30	48	28	0	30	20
TOTAL CONCERNED	42	43	33	42	42	43	51	38	40	45	43	57	33	0	43	32
Not very concerned	20	20	16	18	18	20	19	22	21	24	18	4	19	0	4	14
Not concerned at all	6	6	5	8	6	6	5	4	8	7	7	8	2	0	2	3
TOTAL NOT CONCERNED	26	26	21	26	24	26	24	26	29	31	25	12	21	0	6	17
Don't know	21	20	31	20	21	19	20	21	21	22	18	14	26	0	21	20
Not applicable	11	11	14	12	15	12	4	14	11	3	14	16	20	0	30	30

How would you describe your understanding of the social care system?

Very knowledgeable – I fully understand how the social care system works	8	8	9	6	14	9	6	7	9	8	8	2	2	9	4	7
Somewhat knowledgeable – I have a general understanding of the social care system but not all the details	35	35	40	35	39	35	36	33	34	32	38	21	27	43	21	45
Limited understanding – I know a little about the social care system but could learn more	39	39	38	38	35	39	38	41	39	43	36	67	51	36	30	25
Not knowledgeable – I have little to no understanding of how the social care system operates	18	18	13	21	12	17	20	19	18	18	18	10	21	12	45	23

Do you think social care for the elderly is funded by the individual, or covered by the state?

Entirely covered by the individual, regardless of their income or savings	3	3	1	2	3	4	3	6	2	3	1	5	3	4	6	3
Mostly covered by the individual, unless they are very low income or savings	64	64	64	61	66	65	67	54	67	64	68	53	50	73	45	58
Mostly covered by the state, unless the individual is very wealthy	17	16	19	23	25	16	18	18	14	18	12	8	23	16	19	22
Entirely covered by the state, regardless of the individual's income or savings	2	2	4	1	1	2	2	2	2	2	3	0	1	2	0	1
Don't know	14	14	12	13	5	14	9	20	15	14	16	34	23	5	31	16

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Unweighted Sample	2307	373	617	232	257	145	943	824	1025	1282	154	861	601	691	1420	887
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And on average, how much do you think it costs the individual to fund residential social care for the elderly (e.g. a care home) per year?

[See Tab 2]

Under £10,000	1	1	1	4	1	2	1	1	2	1	7	1	1	0	2	1
£10,000 - £19,999	4	2	4	3	4	1	4	3	5	3	5	6	2	3	4	4
£20,000 - £29,999	10	9	10	10	8	11	10	9	11	8	16	11	8	7	10	9
£30,000 - £39,999	7	5	8	5	11	4	8	6	8	7	8	8	6	6	8	6
£40,000 - £49,999	7	6	8	10	8	13	8	6	8	7	7	8	6	8	8	7
£50,000 - £59,999	12	15	13	11	18	10	13	14	12	13	7	11	14	16	14	10
£60,000 - £69,999	8	12	7	10	7	7	8	10	7	9	2	5	11	11	8	7
£70,000 - £79,999	7	9	8	10	5	3	7	10	6	9	2	5	11	10	7	7
£80,000 - £89,999	4	8	2	4	5	3	4	6	3	5	1	3	4	6	4	4
£90,000 - £100,000	10	10	10	13	10	19	11	12	8	13	6	9	13	11	10	11
Don't know	29	22	27	20	22	25	25	23	31	27	39	32	24	23	25	34

And on average, how much do you think it costs the individual to fund social care at home for the elderly (e.g. social care worker visiting each day) per year?

[See Tab 3]

Under £10,000	3	4	4	2	3	2	4	3	3	3	3	3	4	3	4	2
£10,000 - £19,999	8	8	9	10	7	6	9	7	9	7	12	8	8	7	9	7
£20,000 - £29,999	10	7	12	14	12	9	13	10	12	9	9	11	12	9	11	9
£30,000 - £39,999	9	9	8	11	16	12	8	11	9	10	6	10	9	9	10	8
£40,000 - £49,999	8	10	10	8	7	11	10	8	9	8	6	8	8	10	8	8
£50,000 - £59,999	8	11	7	8	7	10	9	8	7	9	6	7	8	10	9	6
£60,000 - £69,999	5	7	4	4	7	7	5	6	4	5	3	3	7	5	5	5
£70,000 - £79,999	4	4	4	5	3	3	3	5	3	5	2	4	3	6	4	4
£80,000 - £89,999	2	4	2	3	3	1	2	3	2	3	1	2	2	2	2	2
£90,000 - £100,000	4	4	5	3	4	5	4	4	3	5	3	5	4	3	4	5
Don't know	38	32	35	31	31	34	34	34	39	37	49	38	35	37	34	44

How confident are you, if at all, that you will be able to cover any necessary long-term care costs in your retirement?

Very confident	2	1	2	2	1	1	1	1	3	1	7	1	1	2	3	1
Fairly confident	17	24	19	19	13	13	21	16	22	11	12	16	17	20	20	13
TOTAL CONFIDENT	19	25	21	21	14	14	22	17	25	12	19	17	18	22	23	14
Not very confident	28	32	31	31	28	24	33	27	28	29	20	27	26	36	32	24
Not at all confident	33	27	29	30	43	39	29	39	30	36	20	35	38	31	27	42
TOTAL NOT CONFIDENT	61	59	60	61	71	63	62	66	58	65	40	62	64	67	59	66
Don't know	20	15	20	18	15	24	15	17	17	23	41	21	18	11	20	20

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Unweighted Sample	2307	1909	119	210	69	528	385	213	783	941	292	32	75	699	69	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And on average, how much do you think it costs the individual to fund residential social care for the elderly (e.g. a care home) per year?

[See Tab 2]

Under £10,000	1	1	3	2	2	1	1	2	1	1	2	16	6	0	0	0
£10,000 - £19,999	4	4	5	5	9	5	5	5	2	5	3	10	1	2	8	6
£20,000 - £29,999	10	10	9	6	11	10	10	12	9	13	8	5	13	7	5	7
£30,000 - £39,999	7	7	7	5	9	9	5	8	7	8	6	2	12	7	6	5
£40,000 - £49,999	7	8	5	6	5	8	9	5	8	8	7	4	9	7	2	6
£50,000 - £59,999	12	12	12	13	18	13	14	8	12	11	12	14	8	16	11	10
£60,000 - £69,999	8	8	6	6	4	7	9	7	9	8	9	9	2	10	3	3
£70,000 - £79,999	7	8	7	6	2	5	8	7	9	7	7	4	5	10	5	6
£80,000 - £89,999	4	4	6	6	0	3	3	2	6	3	4	3	0	6	1	4
£90,000 - £100,000	10	11	7	8	6	10	10	14	11	9	12	8	3	12	6	16
Don't know	29	27	34	38	33	29	26	31	25	26	30	25	42	22	54	37

And on average, how much do you think it costs the individual to fund social care at home for the elderly (e.g. social care worker visiting each day) per year?

[See Tab 3]

Under £10,000	3	3	4	4	3	4	3	2	3	4	4	11	5	2	2	1
£10,000 - £19,999	8	8	7	9	7	8	8	8	8	9	9	6	7	7	6	5
£20,000 - £29,999	10	10	8	12	8	11	10	11	9	13	7	7	7	9	11	10
£30,000 - £39,999	9	10	5	7	9	10	11	9	9	9	11	4	11	10	3	10
£40,000 - £49,999	8	8	6	7	6	8	8	8	9	9	7	2	6	10	1	5
£50,000 - £59,999	8	8	6	8	8	6	7	8	10	8	8	5	6	9	4	9
£60,000 - £69,999	5	5	8	4	3	3	5	7	5	4	5	8	5	6	7	1
£70,000 - £79,999	4	4	2	3	2	3	4	4	5	5	3	2	2	5	2	1
£80,000 - £89,999	2	2	1	2	1	2	2	2	3	2	2	0	0	2	0	2
£90,000 - £100,000	4	4	7	2	1	4	4	6	3	3	5	7	1	4	4	11
Don't know	38	37	46	43	51	40	36	36	36	34	39	48	51	36	58	45

How confident are you, if at all, that you will be able to cover any necessary long-term care costs in your retirement?

Very confident	2	2	0	1	5	2	3	2	1	1	1	0	7	2	1	2
Fairly confident	17	17	8	22	19	20	15	15	15	19	12	6	10	22	4	9
TOTAL CONFIDENT	19	19	8	23	24	22	18	17	16	20	13	6	17	24	5	11
Not very confident	28	29	27	28	20	26	27	33	29	29	27	29	19	36	21	12
Not at all confident	33	34	42	26	35	32	41	23	35	32	38	30	16	29	41	56
TOTAL NOT CONFIDENT	61	63	69	54	55	58	68	56	64	61	65	59	35	65	62	68
Don't know	20	19	23	23	20	20	14	26	19	18	22	34	47	11	33	21

Sample Size: 2307 Adults in the UK
Fieldwork: 9th - 10th July 2025

Weighted Sample Unweighted Sample		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
	2307	401	572	208	242	130	817	821	1119	1188	242	953	572	540	1315	992
	2307	373	617	232	257	145	943	824	1025	1282	154	861	601	691	1420	887
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who/what do you expect to rely MOST on to fund any necessary long-term care support you may need?

Please select up to two.

Personal savings or investments	39	49	41	47	33	37	47	36	43	36	34	38	36	48	46	31
Local Authority assistance	31	30	33	33	40	28	33	39	32	31	11	27	37	41	27	36
NHS	25	20	27	24	22	26	26	23	24	26	24	29	23	20	24	26
Family members (e.g., children, spouse)	13	8	14	14	17	14	12	11	12	15	23	16	10	9	13	14
Private insurance (e.g., long-term care insurance)	5	3	4	5	5	11	4	3	5	4	9	7	2	2	6	3
Other [See Tab 4]	3	4	3	1	4	4	3	4	2	3	0	2	4	5	3	3
Don't know	22	18	20	16	20	21	18	20	20	23	36	24	20	14	20	24

Which of the following steps, if any, have you already taken to prepare for your possible long-term care needs? Please select all that apply.

Discussed my potential care preferences or plans with family members	7	9	7	10	7	6	8	9	6	8	1	4	8	14	7	6
Prepared legal directives (e.g. a living will or power of attorney for health care)	7	11	6	12	7	7	10	9	7	8	1	3	6	19	8	6
Saved up personal funds or invested specifically for future care expenses	6	11	6	9	4	7	7	7	8	4	5	5	5	11	8	4
Researched care options or facilities I might use in the future	2	1	2	4	2	2	3	1	3	1	3	1	1	4	2	2
Purchased private long-term care insurance	1	2	1	1	1	2	1	1	2	1	1	2	0	1	2	1
Other [See Tab 5]	1	1	2	1	0	1	2	1	1	1	1	1	1	2	1	1
None of these - I have not taken any particular steps yet	77	69	78	70	82	82	74	76	76	78	83	83	79	63	76	79
Don't know	5	4	5	4	2	3	4	3	5	5	10	6	3	2	4	5

To what extent, if at all, would you consider downsizing your home as part of your retirement planning?

I would not consider this	9	9	7	5	18	4	8	13	11	8	4	6	13	14	9	10
I would consider it if needed, but would prefer to stay where I am	21	30	21	23	23	19	23	24	21	20	13	16	23	30	23	18
I expect I will at some point, but no plans	23	27	26	28	19	24	30	20	23	22	12	26	24	21	26	18
I am planning to downsize	5	7	5	4	5	3	6	6	5	5	3	3	8	5	5	5
I have already downsized as part of my retirement plan	6	11	5	9	7	5	6	10	5	8	1	1	6	18	6	7
Not applicable – I haven't started planning my retirement yet	28	10	28	26	18	42	21	18	27	28	61	39	19	4	25	31
Don't know	8	7	8	5	10	3	6	9	8	8	7	9	7	8	6	11

Sample Size: 2307 Adults in the UK
Fieldwork: 9th - 10th July 2025

	Country					Region in England				Employment Status						
	Total	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working
Weighted Sample	2307	1931	120	191	65	531	367	265	768	986	311	38	102	566	94	144
Unweighted Sample	2307	1909	119	210	69	528	385	213	783	941	292	32	75	699	69	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Who/what do you expect to rely MOST on to fund any necessary long-term care support you may need?

Please select up to two.

Personal savings or investments	39	40	29	42	40	42	36	39	40	42	31	23	37	49	30	20
Local Authority assistance	31	30	39	42	21	30	34	22	31	28	35	23	10	40	24	33
NHS	25	25	20	20	46	24	28	24	25	26	23	40	19	21	37	29
Family members (e.g., children, spouse)	13	13	12	13	16	13	10	14	15	15	15	10	15	9	24	16
Private insurance (e.g., long-term care insurance)	5	5	4	4	2	3	5	8	5	7	5	0	8	2	6	2
Other [See Tab 4]	3	3	2	2	2	2	3	2	4	2	4	0	0	4	1	1
Don't know	22	22	29	20	14	21	24	26	20	21	25	31	42	14	24	31

Which of the following steps, if any, have you already taken to prepare for your possible long-term care needs? Please select all that apply.

Discussed my potential care preferences or plans with family members	7	7	5	7	11	5	7	7	8	5	5	5	0	14	0	7
Prepared legal directives (e.g. a living will or power of attorney for health care)	7	7	4	9	6	5	9	4	9	4	6	12	0	17	0	4
Saved up personal funds or invested specifically for future care expenses	6	7	2	4	11	5	8	9	6	6	3	6	1	11	2	4
Researched care options or facilities I might use in the future	2	2	1	1	2	3	3	3	1	1	2	5	0	3	1	1
Purchased private long-term care insurance	1	1	0	1	0	1	0	3	1	1	1	0	1	1	2	2
Other [See Tab 5]	1	1	1	2	1	1	1	0	1	1	1	0	0	2	1	1
None of these - I have not taken any particular steps yet	77	77	80	77	74	80	74	78	77	81	78	78	91	64	86	83
Don't know	5	4	10	6	0	4	6	7	3	5	8	7	8	2	8	4

To what extent, if at all, would you consider downsizing your home as part of your retirement planning?

I would not consider this	9	9	6	14	28	10	10	6	8	8	8	10	5	14	11	6
I would consider it if needed, but would prefer to stay where I am	21	21	15	20	25	26	21	20	18	20	21	8	16	31	4	8
I expect I will at some point, but no plans	23	22	29	24	13	21	25	16	25	28	24	10	10	20	4	17
I am planning to downsize	5	5	5	7	4	4	6	7	4	5	4	0	1	7	1	7
I have already downsized as part of my retirement plan	6	6	6	6	5	6	6	4	7	2	6	11	0	17	2	2
Not applicable – I haven't started planning my retirement yet	28	29	25	24	22	26	24	38	30	30	28	49	62	3	68	48
Don't know	8	8	14	4	3	8	8	9	8	7	9	11	6	7	9	12

Sample Size: 2307 Adults in the UK
Fieldwork: 9th - 10th July 2025

Weighted Sample Unweighted Sample		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
	2307	401	572	208	242	130	817	821	1119	1188	242	953	572	540	1315	992
	2307	373	617	232	257	145	943	824	1025	1282	154	861	601	691	1420	887
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following, if any, would help you MOST to feel more prepared to deal with long-term care needs in the future? Please tick up to two options.

Government initiatives or support to help cover long-term care expenses	38	43	42	43	35	40	42	39	37	39	29	36	39	44	39	37
More information about care options and likely costs of care	26	31	29	23	24	24	28	27	23	29	20	25	25	31	28	23
More affordable insurance or savings programmes for long-term care	24	23	27	27	21	30	26	23	23	24	22	26	26	19	25	22
Financial planning advice or tools specifically for long-term care	13	9	17	18	11	11	16	9	13	14	20	17	10	8	15	11
Opportunities to discuss and plan with family or support groups	6	4	6	5	4	8	5	5	5	7	7	5	3	9	6	6
Other [See Tab 7]	2	1	2	1	4	2	2	3	2	1	0	1	3	2	2	2
Not applicable – I already feel prepared enough	5	3	5	2	7	4	4	6	5	5	5	3	6	8	5	5
Don't know	28	24	21	29	29	24	22	26	29	26	38	31	25	19	25	31

Do you expect to provide, or do you currently provide, unpaid carer support to an individual who is in retirement (e.g. family member, spouse, friend)?

I currently provide unpaid carer support	12	19	12	12	12	10	11	17	10	15	3	9	19	14	12	13
I do not currently provide unpaid carer support but expect I may need to provide it in future	26	20	30	31	23	35	32	21	24	28	27	29	25	21	30	22
I do not currently provide unpaid carer support and I do not expect to provide it in future	47	52	46	40	51	41	44	52	51	43	41	46	44	55	45	49
Don't know	11	7	10	8	11	14	9	8	11	11	20	12	9	8	10	12
Prefer not to say	4	2	3	8	3	0	3	3	4	4	9	4	3	3	4	4

On average, how many hours of unpaid carer support do you give a week?

[Asked only to those who currently provide unpaid carer support; n=297]

Less than 10 hours per week	39	44	39	41	34	16	49	35	39	39	14	45	46	22	48	28
10 – 19 hours per week	20	17	21	31	34	45	25	21	20	20	13	14	25	22	24	15
20 – 40 hours per week	12	7	20	10	7	4	9	11	13	11	24	12	10	12	12	11
More than 40 hours per week	25	31	21	17	22	18	13	31	25	25	48	19	17	42	15	37
Don't know	5	1	0	0	3	17	5	2	3	6	0	10	3	3	2	9

Sample Size: 2307 Adults in the UK
Fieldwork: 9th - 10th July 2025

	Country					Region in England				Employment Status						
	Total	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working
Weighted Sample	2307	1931	120	191	65	531	367	265	768	986	311	38	102	566	94	144
Unweighted Sample	2307	1909	119	210	69	528	385	213	783	941	292	32	75	699	69	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following, if any, would help you MOST to feel more prepared to deal with long-term care needs in the future? Please tick up to two options.

Government initiatives or support to help cover long-term care expenses	38	38	32	40	30	39	37	39	39	37	36	23	25	46	42	28
More information about care options and likely costs of care	26	25	29	28	30	27	27	23	24	25	27	10	25	31	16	25
More affordable insurance or savings programmes for long-term care	24	24	23	20	22	25	23	26	24	27	27	9	24	21	18	18
Financial planning advice or tools specifically for long-term care	13	13	11	15	16	11	11	18	14	17	13	9	20	7	15	13
Opportunities to discuss and plan with family or support groups	6	6	5	6	5	6	4	9	5	4	5	0	10	8	5	7
Other [See Tab 7]	2	2	1	2	1	2	2	1	2	1	2	0	0	2	2	2
Not applicable – I already feel prepared enough	5	4	6	7	14	5	5	5	3	3	5	8	4	8	7	6
Don't know	28	28	31	26	21	27	29	25	29	29	28	61	34	17	35	37

Do you expect to provide, or do you currently provide, unpaid carer support to an individual who is in retirement (e.g. family member, spouse, friend)?

I currently provide unpaid carer support	12	12	14	15	15	10	14	10	13	9	15	25	3	14	7	21
I do not currently provide unpaid carer support but expect I may need to provide it in future	26	26	23	30	27	22	28	29	26	31	29	16	25	21	23	19
I do not currently provide unpaid carer support and I do not expect to provide it in future	47	48	43	43	43	55	42	43	47	47	40	24	48	54	39	45
Don't know	11	11	14	9	10	11	10	13	10	10	13	16	19	7	26	10
Prefer not to say	4	4	6	4	5	2	5	5	4	3	3	19	6	3	6	4

On average, how many hours of unpaid carer support do you give a week?

[Asked only to those who currently provide unpaid carer support; n=297]

Less than 10 hours per week	39	40	31	37	20	41	37	46	40	58	50	46	64	23	12	13
10 – 19 hours per week	20	20	24	17	22	20	32	13	16	21	23	6	36	25	35	11
20 – 40 hours per week	12	11	3	10	34	15	11	20	7	12	8	14	0	11	0	21
More than 40 hours per week	25	24	30	30	15	23	16	10	33	7	19	25	0	39	27	37
Don't know	5	4	12	5	10	1	5	11	4	3	0	10	0	2	26	18

Sample Size: 2307 Adults in the UK
Fieldwork: 9th - 10th July 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	2307	401	572	208	242	130	817	821	1119	1188	242	953	572	540	1315	992
Unweighted Sample	2307	373	617	232	257	145	943	824	1025	1282	154	861	601	691	1420	887
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How worried are you, if at all, that other family members may need to pay money that they struggle to afford towards your long-term care in your later life?

Very worried	10	10	9	10	11	11	9	13	9	11	4	9	10	12	9	11
Fairly worried	20	21	21	18	20	25	22	18	19	21	20	19	20	23	21	20
TOTAL WORRIED	30	31	30	28	31	36	31	31	28	32	24	28	30	35	30	31
Not very worried	17	19	19	22	21	13	22	17	20	14	7	16	19	22	19	15
Not at all worried	13	22	13	11	11	7	14	17	16	11	7	7	21	19	14	12
TOTAL NOT WORRIED	30	41	32	33	32	20	36	34	36	25	14	23	40	41	33	27
Not applicable – it feels too early to think about this	29	18	31	25	27	35	24	25	27	31	49	39	19	13	29	29
Don't know	10	10	8	14	9	9	10	10	10	11	13	9	11	11	9	13

Where are you most likely to go, if anywhere, to learn about retirement planning? Please select all that apply.

[Asked only to those who are not retired; n=1608]

Online research (e.g., financial websites like MoneySavingExpert)	48	53	51	59	45	65	56	44	50	47	43	51	48	38	54	41
Government or NHS resources	29	22	36	30	18	34	34	23	28	30	32	28	30	28	29	29
Financial advisors or planners	24	32	24	29	20	23	31	22	24	24	17	26	24	27	25	23
Friends, family, or professional networks	24	25	25	33	21	30	25	19	20	27	29	26	18	14	26	20
Employer-provided resources or benefits	19	15	25	22	10	24	26	16	19	19	14	21	18	13	23	14
Social media or podcasts	6	6	7	6	3	6	6	4	5	6	5	7	3	3	7	4
Other [See Tab 8]	1	2	2	1	1	1	2	1	1	1	0	1	2	1	1	1
Not applicable – I wouldn't look for this type of information	15	8	11	11	16	4	8	16	15	14	20	14	12	23	10	21
Don't know	14	10	15	10	17	10	12	14	13	15	19	15	11	6	13	16

Where are you most likely to go, if anywhere, to learn about long-term care planning? (Select all that apply)

Online research (e.g., financial websites, care-focused sites)	40	44	45	47	33	50	48	35	39	41	35	44	39	37	46	33
Government or NHS resources	36	40	42	36	29	42	41	34	35	37	31	33	38	43	38	34
Friends, family, or professional networks	21	21	21	29	16	26	22	18	18	23	22	22	17	22	23	18
Financial advisors or planners	13	14	15	15	11	10	17	10	13	13	13	15	11	12	15	11
Employer-provided resources or benefits	8	5	13	8	2	11	10	4	9	7	10	13	6	1	10	6
Social media or podcasts	4	3	5	2	3	7	4	2	3	4	6	5	2	3	5	3
Other [See Tab 9]	1	1	1	2	1	2	2	1	1	1	0	1	2	2	1	1
Not applicable – I wouldn't look for this type of information	16	13	12	12	17	10	9	19	16	15	19	15	13	18	12	20
Don't know	19	16	17	18	24	16	17	20	18	20	27	19	20	15	18	21

Sample Size: 2307 Adults in the UK
Fieldwork: 9th - 10th July 2025

	Country					Region in England				Employment Status						
	Total	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working
Weighted Sample	2307	1931	120	191	65	531	367	265	768	986	311	38	102	566	94	144
Unweighted Sample	2307	1909	119	210	69	528	385	213	783	941	292	32	75	699	69	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How worried are you, if at all, that other family members may need to pay money that they struggle to afford towards your long-term care in your later life?

Very worried	10	10	9	8	6	9	14	9	9	9	9	9	2	12	8	10
Fairly worried	20	20	19	19	32	19	20	22	21	21	20	14	19	23	18	21
TOTAL WORRIED	30	30	28	27	38	28	34	31	30	30	29	23	21	35	26	31
Not very worried	17	17	15	19	21	18	15	18	17	19	18	5	6	21	8	11
Not at all worried	13	13	12	16	12	14	12	10	14	11	11	12	7	20	5	14
TOTAL NOT WORRIED	30	30	27	35	33	32	27	28	31	30	29	17	13	41	13	25
Not applicable – it feels too early to think about this	29	29	32	27	22	31	28	30	29	32	30	27	54	14	51	29
Don't know	10	10	14	11	7	9	11	11	11	8	13	33	12	10	11	15

Where are you most likely to go, if anywhere, to learn about retirement planning? Please select all that apply.

[Asked only to those who are not retired; n=1608]

Online research (e.g., financial websites like MoneySavingExpert)	48	49	43	48	44	45	55	50	49	54	48	32	45	0	27	38
Government or NHS resources	29	28	35	34	41	27	26	32	28	29	26	27	38	0	22	32
Financial advisors or planners	24	23	21	32	27	20	24	22	26	27	25	16	16	0	19	16
Friends, family, or professional networks	24	25	18	19	25	24	29	25	23	25	25	23	28	0	16	18
Employer-provided resources or benefits	19	19	19	21	16	19	20	20	18	25	16	6	14	0	7	5
Social media or podcasts	6	6	6	2	8	5	6	10	6	5	8	0	6	0	3	4
Other [See Tab 8]	1	1	2	1	0	1	1	1	1	1	1	0	0	0	2	1
Not applicable – I wouldn't look for this type of information	15	15	13	14	12	14	9	13	18	10	16	20	10	0	38	24
Don't know	14	14	19	14	7	17	13	14	12	13	12	32	23	0	13	22

Where are you most likely to go, if anywhere, to learn about long-term care planning? (Select all that apply)

Online research (e.g., financial websites, care-focused sites)	40	41	39	33	41	38	40	45	42	45	41	26	31	39	32	34
Government or NHS resources	36	36	35	40	44	32	37	37	37	34	34	28	34	46	20	35
Friends, family, or professional networks	21	22	14	15	26	22	23	23	20	21	18	20	25	23	17	16
Financial advisors or planners	13	13	14	15	14	10	12	12	15	15	13	14	15	12	12	8
Employer-provided resources or benefits	8	8	10	6	7	9	7	13	7	14	6	2	12	0	10	5
Social media or podcasts	4	4	2	2	6	5	4	7	3	4	5	2	7	4	4	1
Other [See Tab 9]	1	1	2	1	3	1	1	1	1	1	1	0	0	2	0	1
Not applicable – I wouldn't look for this type of information	16	16	15	16	12	17	9	15	18	12	18	19	10	16	34	22
Don't know	19	19	23	19	10	19	22	19	18	19	20	40	33	13	20	26

Sample Size: 2307 Adults in the UK
Fieldwork: 9th - 10th July 2025

Weighted Sample Unweighted Sample		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
	2307	401	572	208	242	130	817	821	1119	1188	242	953	572	540	1315	992
	2307	373	617	232	257	145	943	824	1025	1282	154	861	601	691	1420	887
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much, if at all, do you trust the following sources
for reliable information about retirement and long-
term care planning?

Government (e.g., Gov.uk, NHS)

Trust a great deal	7	6	10	6	1	17	9	4	7	7	8	9	7	5	8	7
Trust a fair amount	43	41	51	48	37	49	51	36	44	42	43	45	43	38	46	39
TOTAL TRUST	50	47	61	54	38	66	60	40	51	49	51	54	50	43	54	46
Do not trust very much	23	29	23	16	22	17	22	28	22	23	16	21	22	32	22	24
Do not trust at all	13	14	7	14	29	6	9	19	15	11	5	11	18	15	13	14
TOTAL DO NOT TRUST	36	43	30	30	51	23	31	47	37	34	21	32	40	47	35	38
Not applicable	3	2	2	3	2	4	2	2	2	3	9	2	2	2	3	3
Don't know	11	8	8	13	8	7	8	11	9	13	18	12	9	9	9	14

Insurance companies

Trust a great deal	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1
Trust a fair amount	16	18	17	11	15	14	17	14	17	15	17	17	16	13	17	14
TOTAL TRUST	17	19	18	12	15	15	18	15	18	16	18	18	17	14	18	15
Do not trust very much	37	40	42	36	31	41	42	36	37	37	27	35	40	40	38	35
Do not trust at all	25	22	24	27	33	27	24	27	28	22	21	26	26	24	25	25
TOTAL DO NOT TRUST	62	62	66	63	64	68	66	63	65	59	48	61	66	64	63	60
Not applicable	6	6	4	8	6	6	5	6	5	7	14	3	4	9	5	7
Don't know	15	12	13	16	14	10	11	16	12	18	18	17	13	12	13	18

Your employers (current or past)

Trust a great deal	6	4	6	3	4	11	6	4	7	4	6	8	5	2	7	4
Trust a fair amount	28	24	36	35	17	27	36	20	28	28	22	37	30	13	33	22
TOTAL TRUST	34	28	42	38	21	38	42	24	35	32	28	45	35	15	40	26
Do not trust very much	17	16	19	16	17	17	19	16	19	16	20	18	18	14	18	17
Do not trust at all	11	12	10	10	15	6	9	13	12	9	6	8	14	13	9	13
TOTAL DO NOT TRUST	28	28	29	26	32	23	28	29	31	25	26	26	32	27	27	30
Not applicable	25	35	18	23	35	27	19	33	23	27	21	13	24	48	22	29
Don't know	13	9	12	14	13	12	10	13	11	15	24	16	10	9	12	15

Sample Size: 2307 Adults in the UK
Fieldwork: 9th - 10th July 2025

	Country					Region in England				Employment Status						
	Total	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working
Weighted Sample	2307	1931	120	191	65	531	367	265	768	986	311	38	102	566	94	144
Unweighted Sample	2307	1909	119	210	69	528	385	213	783	941	292	32	75	699	69	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much, if at all, do you trust the following sources for reliable information about retirement and long-term care planning?

Government (e.g., Gov.uk, NHS)

Trust a great deal	7	7	8	9	7	7	8	10	6	9	6	3	11	5	4	6
Trust a fair amount	43	43	39	36	52	44	41	46	43	46	47	37	45	38	33	36
TOTAL TRUST	50	50	47	45	59	51	49	56	49	55	53	40	56	43	37	42
Do not trust very much	23	23	25	26	19	24	21	20	23	20	23	19	11	30	21	23
Do not trust at all	13	13	9	15	9	14	16	9	13	14	7	13	6	17	10	17
TOTAL DO NOT TRUST	36	36	34	41	28	38	37	29	36	34	30	32	17	47	31	40
Not applicable	3	3	4	4	2	2	2	4	3	2	3	0	10	2	6	5
Don't know	11	11	14	10	11	9	12	11	11	8	14	28	17	8	26	14

Insurance companies

Trust a great deal	1	1	2	1	3	1	0	2	1	2	0	0	0	1	1	0
Trust a fair amount	16	16	10	19	22	15	14	15	17	19	19	7	15	13	10	12
TOTAL TRUST	17	17	12	20	25	16	14	17	18	21	19	7	15	14	11	12
Do not trust very much	37	37	38	32	38	36	42	34	36	38	37	35	30	40	28	29
Do not trust at all	25	25	24	25	20	26	26	24	25	26	23	22	17	26	28	26
TOTAL DO NOT TRUST	62	62	62	57	58	62	68	58	61	64	60	57	47	66	56	55
Not applicable	6	6	5	8	1	8	3	8	6	2	5	1	17	9	9	10
Don't know	15	15	20	14	16	14	15	16	15	13	17	34	21	12	24	23

Your employers (current or past)

Trust a great deal	6	5	5	7	7	7	6	8	3	10	3	2	0	2	1	2
Trust a fair amount	28	28	24	33	41	28	28	28	27	42	32	13	19	12	18	14
TOTAL TRUST	34	33	29	40	48	35	34	36	30	52	35	15	19	14	19	16
Do not trust very much	17	17	16	19	18	16	21	14	18	20	21	18	16	13	16	14
Do not trust at all	11	11	12	9	8	10	12	9	11	7	11	12	9	16	10	14
TOTAL DO NOT TRUST	28	28	28	28	26	26	33	23	29	27	32	30	25	29	26	28
Not applicable	25	26	24	18	12	26	22	26	29	9	15	17	34	49	31	45
Don't know	13	13	19	14	14	14	12	15	12	12	18	38	21	8	24	11

Sample Size: 2307 Adults in the UK
Fieldwork: 9th - 10th July 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	2307	401	572	208	242	130	817	821	1119	1188	242	953	572	540	1315	992
Unweighted Sample	2307	373	617	232	257	145	943	824	1025	1282	154	861	601	691	1420	887
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And how much, if at all, do you trust the following
sources to provide effective retirement or long-term
care products?

Government (e.g., State Pension, NHS)

Trust a great deal	6	6	9	4	3	9	6	4	7	4	11	7	5	3	7	4
Trust a fair amount	38	34	47	41	30	43	47	32	39	37	35	43	36	33	40	35
TOTAL TRUST	44	40	56	45	33	52	53	36	46	41	46	50	41	36	47	39
Do not trust very much	26	32	22	27	27	24	24	32	26	26	19	22	27	35	25	27
Do not trust at all	15	16	10	12	29	10	12	21	16	13	5	13	19	17	14	16
TOTAL DO NOT TRUST	41	48	32	39	56	34	36	53	42	39	24	35	46	52	39	43
Not applicable	3	1	2	3	0	5	1	1	2	3	14	1	1	1	3	3
Don't know	13	11	11	13	11	9	10	11	9	16	16	14	12	11	11	15

Insurance companies

Trust a great deal	1	0	2	1	0	0	1	1	1	1	2	1	0	1	1	0
Trust a fair amount	16	18	17	13	13	15	18	14	16	17	18	19	15	12	18	14
TOTAL TRUST	17	18	19	14	13	15	19	15	17	18	20	20	15	13	19	14
Do not trust very much	35	43	38	39	31	34	38	37	37	33	25	34	36	40	35	35
Do not trust at all	26	21	26	24	33	31	26	28	29	23	20	26	28	25	25	26
TOTAL DO NOT TRUST	61	64	64	63	64	65	64	65	66	56	45	60	64	65	60	61
Not applicable	6	4	3	7	6	7	4	6	5	7	15	3	5	10	5	7
Don't know	16	14	13	16	17	13	13	15	12	19	20	17	15	13	14	18

Your employers (current or past)

Trust a great deal	4	3	5	2	2	8	4	4	4	3	4	5	3	2	5	2
Trust a fair amount	27	22	34	29	15	26	34	19	26	27	24	35	26	12	30	22
TOTAL TRUST	31	25	39	31	17	34	38	23	30	30	28	40	29	14	35	24
Do not trust very much	19	19	21	19	20	13	22	18	22	17	20	20	20	16	19	19
Do not trust at all	12	12	12	9	18	10	10	15	14	10	8	10	15	14	11	13
TOTAL DO NOT TRUST	31	31	33	28	38	23	32	33	36	27	28	30	35	30	30	32
Not applicable	23	31	16	24	30	27	20	29	21	26	24	12	22	44	20	27
Don't know	15	14	12	17	15	15	11	15	13	17	21	16	14	12	14	17

Which of the following tools do you think would be
most helpful to you when planning for retirement and
long-term care?

Simple, jargon-free educational resources (e.g., videos, guides)	25	29	23	23	24	27	26	28	25	25	17	22	29	31	24	28
An online calculator to project savings and care costs	21	21	25	25	18	27	26	20	21	21	18	24	23	16	25	16
Personalised advice from a financial advisor	19	19	23	24	18	19	23	15	19	19	18	21	18	17	22	15
An AI-powered tool to create a customised plan	5	5	6	3	5	4	5	5	6	4	6	6	5	2	6	3
Other [See Tab 10]	2	2	1	1	3	2	2	2	2	1	0	2	1	3	1	3
Don't know	28	23	22	24	32	20	18	30	26	29	41	25	24	30	22	35

*Any percentages calculated on bases fewer than 100
respondents do not represent a wide enough cross-
section of the target population to be considered
statistically reliable. These figures should not be used.

Sample Size: 2307 Adults in the UK
Fieldwork: 9th - 10th July 2025

	Country					Region in England				Employment Status						
	Total	England	Wales	Scotland	Northern Ireland	North	Midlands	London	Rest of South	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working
Weighted Sample	2307	1931	120	191	65	531	367	265	768	986	311	38	102	566	94	144
Unweighted Sample	2307	1909	119	210	69	528	385	213	783	941	292	32	75	699	69	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And how much, if at all, do you trust the following sources to provide effective retirement or long-term care products?

Government (e.g., State Pension, NHS)

Trust a great deal	6	6	7	7	5	6	4	8	5	8	6	0	12	3	2	4
Trust a fair amount	38	39	34	31	52	40	34	42	39	44	39	31	43	33	33	27
TOTAL TRUST	44	45	41	38	57	46	38	50	44	52	45	31	55	36	35	31
Do not trust very much	26	25	26	31	24	26	28	23	25	22	27	16	11	35	18	33
Do not trust at all	15	15	13	17	7	13	19	10	16	15	11	15	2	18	15	16
TOTAL DO NOT TRUST	41	40	39	48	31	39	47	33	41	37	38	31	13	53	33	49
Not applicable	3	3	2	4	0	3	3	4	2	2	2	3	12	1	11	3
Don't know	13	13	18	10	12	11	12	13	14	10	15	35	20	10	20	17

Insurance companies

Trust a great deal	1	1	0	1	0	1	1	2	1	2	0	0	0	1	0	0
Trust a fair amount	16	16	17	18	29	16	15	16	16	20	20	7	17	11	13	10
TOTAL TRUST	17	17	17	19	29	17	16	18	17	22	20	7	17	12	13	10
Do not trust very much	35	35	32	35	31	32	39	34	36	36	36	32	26	39	27	32
Do not trust at all	26	26	26	27	22	28	25	25	24	27	22	23	16	27	24	25
TOTAL DO NOT TRUST	61	61	58	62	53	60	64	59	60	63	58	55	42	66	51	57
Not applicable	6	6	4	7	1	8	4	8	6	2	4	1	17	9	15	12
Don't know	16	16	22	12	17	15	16	15	17	14	18	36	23	12	21	22

Your employers (current or past)

Trust a great deal	4	4	2	5	2	5	3	4	3	7	2	5	1	2	1	0
Trust a fair amount	27	26	26	28	42	25	27	31	24	40	31	13	20	11	12	15
TOTAL TRUST	31	30	28	33	44	30	30	35	27	47	33	18	21	13	13	15
Do not trust very much	19	19	11	23	23	18	17	17	21	21	23	14	15	16	23	12
Do not trust at all	12	12	17	9	7	12	16	9	11	10	8	11	14	16	12	17
TOTAL DO NOT TRUST	31	31	28	32	30	30	33	26	32	31	31	25	29	32	35	29
Not applicable	23	24	20	23	6	26	22	24	25	9	16	19	29	45	32	38
Don't know	15	15	23	12	19	14	14	15	16	14	19	39	21	11	21	19

Which of the following tools do you think would be most helpful to you when planning for retirement and long-term care?

Simple, jargon-free educational resources (e.g., videos, guides)	25	25	30	26	32	24	26	27	24	23	30	22	21	29	14	27
An online calculator to project savings and care costs	21	21	18	28	15	21	21	19	22	26	20	24	15	17	20	14
Personalised advice from a financial advisor	19	20	12	17	17	21	19	19	19	22	18	4	18	18	20	9
An AI-powered tool to create a customised plan	5	5	5	4	12	5	4	9	4	8	3	0	2	3	1	6
Other [See Tab 10]	2	2	1	3	0	1	2	0	3	1	1	0	1	3	7	2
Don't know	28	28	35	22	24	29	27	26	28	19	27	51	44	29	39	42

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.