

**Internal Marketing**  
**Internal marketing survey (Retire)**

GB Sample: 12th - 26th September 2017



Total	Gender		Age					Social Grade		Region						
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Please imagine you were offered a one-off tax-free lump sum payment so you could retire from working immediately and would never need to worry about money for the rest of your life.

Approximately, what is the minimum amount of money you would require this offer to be? (Please type your answer to the nearest pound (GBP) in the box below. If you are unsure, please give your best estimate)

Unweighted base	2243	1095	1148	163	474	558	495	553	1476	767	540	393	204	252	537	111	206
<b>Base: All GB adults who are workers</b>	<b>2262</b>	<b>1171</b>	<b>1091</b>	<b>173</b>	<b>497</b>	<b>590</b>	<b>480</b>	<b>522</b>	<b>1379</b>	<b>883</b>	<b>524</b>	<b>377</b>	<b>203</b>	<b>332</b>	<b>517</b>	<b>110</b>	<b>199</b>
Less than £100,000	5%	3%	6%	4%	3%	2%	4%	10%	4%	6%	5%	5%	7%	3%	4%	5%	4%
£100,000 - £199,999	5%	5%	5%	1%	3%	4%	4%	10%	4%	6%	7%	3%	4%	3%	5%	6%	9%
£200,000 - £299,999	5%	5%	5%	2%	2%	4%	5%	12%	5%	6%	6%	6%	8%	2%	5%	6%	6%
£300,000 - £399,999	2%	2%	2%	-	1%	1%	4%	3%	2%	2%	3%	2%	2%	1%	1%	2%	3%
£400,000 - £499,999	1%	1%	1%	-	1%	1%	2%	1%	1%	1%	1%	2%	0%	1%	1%	-	1%
£500,000 - £599,999	10%	11%	8%	4%	6%	9%	13%	13%	10%	10%	10%	12%	7%	7%	11%	11%	11%
£600,000 - £699,999	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	-	0%
£700,000 - £799,999	2%	2%	2%	-	1%	2%	4%	2%	2%	2%	3%	3%	3%	0%	1%	2%	2%
£800,000 - £899,999	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	0%	1%	1%	2%
£900,000 - £999,999	0%	0%	0%	1%	-	0%	0%	0%	0%	-	0%	-	-	0%	1%	-	-
£1,000,000 - £1,999,999	16%	18%	14%	6%	16%	18%	20%	13%	17%	14%	17%	14%	19%	13%	18%	13%	15%
£2,000,000 - £2,999,999	7%	8%	6%	6%	9%	10%	6%	2%	8%	5%	7%	7%	8%	5%	7%	6%	6%
£3,000,000 - £3,999,999	3%	4%	2%	3%	5%	3%	2%	1%	3%	2%	1%	3%	3%	4%	3%	-	4%
£4,000,000 - £4,999,999	1%	1%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%	-	0%	0%	-	1%
£5,000,000 - £9,999,999	5%	6%	4%	7%	7%	5%	1%	1%	6%	4%	3%	5%	4%	8%	6%	6%	6%
£10,000,000 - £99,999,999	6%	7%	6%	17%	10%	7%	3%	1%	7%	6%	5%	5%	9%	10%	5%	8%	5%
£100,000,000 or more	2%	1%	2%	6%	2%	2%	1%	1%	1%	2%	1%	1%	1%	3%	2%	2%	2%
No amount of money could convince me to retire immediately	12%	11%	13%	21%	17%	10%	9%	9%	13%	10%	12%	14%	11%	16%	10%	10%	8%
Don't know	17%	13%	22%	19%	15%	17%	15%	20%	13%	23%	16%	16%	12%	22%	17%	20%	17%
Unweighted base	1611	852	759	94	322	418	380	397	1100	511	390	275	156	158	399	79	154
<b>Base: All GB adults who are workers and who gave a figure for how much they would require</b>	<b>1607</b>	<b>892</b>	<b>715</b>	<b>103</b>	<b>335</b>	<b>430</b>	<b>367</b>	<b>373</b>	<b>1023</b>	<b>584</b>	<b>377</b>	<b>264</b>	<b>156</b>	<b>204</b>	<b>380</b>	<b>78</b>	<b>150</b>
Median	1000000.00	1000000.00	1000000.00	4621649.01	1995670.45	1000000.00	900000.00	400000.00	1000000.00	800000.00	815744.10	1000000.00	1000000.00	1639177.90	1000000.00	1000000.00	1000000.00

# Internal Marketing Internal marketing survey (Retire)

GB Sample: 12th - 26th September 2017



Total	Working status			Income - gross personal						Gross Household					
	Working full time	Working part time	ALL WORKERS (NET)	Under £10,000 a year	£10,000-£19,999	£20,000-£29,999	£30,000-£39,999	£40,000-£49,999	£50,000 and over	Under £10,000 a year	£10,000-£19,999	£20,000-£29,999	£30,000-£39,999	£40,000-£49,999	£50,000 and over

Please imagine you were offered a one-off tax-free lump sum payment so you could retire from working immediately and would never need to worry about money for the rest of your life.

Approximately, what is the minimum amount of money you would require this offer to be? (Please type your answer to the nearest pound (GBP) in the box below. If you are unsure, please give your best estimate)

Unweighted base	2243	1571	672	2243	213	450	424	249	125	131	65	276	348	296	265	460
<b>Base: All GB adults who are workers</b>	<b>2262</b>	<b>1589</b>	<b>673</b>	<b>2262</b>	<b>219</b>	<b>448</b>	<b>433</b>	<b>247</b>	<b>120</b>	<b>128</b>	<b>66</b>	<b>281</b>	<b>357</b>	<b>299</b>	<b>265</b>	<b>444</b>
Less than £100,000	5%	4%	6%	5%	7%	7%	3%	3%	3%	3%	10%	9%	5%	3%	3%	2%
£100,000 - £199,999	5%	4%	7%	5%	4%	8%	4%	6%	7%	1%	1%	8%	5%	6%	6%	2%
£200,000 - £299,999	5%	5%	6%	5%	5%	8%	6%	4%	7%	5%	8%	6%	5%	6%	8%	4%
£300,000 - £399,999	2%	2%	2%	2%	2%	1%	3%	3%	1%	1%	3%	2%	2%	3%	2%	2%
£400,000 - £499,999	1%	1%	1%	1%	1%	1%	2%	0%	3%	2%	1%	1%	1%	1%	2%	1%
£500,000 - £599,999	10%	10%	9%	10%	8%	11%	10%	11%	9%	8%	5%	8%	13%	13%	10%	9%
£600,000 - £699,999	1%	1%	1%	1%	-	2%	1%	0%	-	-	-	1%	1%	1%	-	1%
£700,000 - £799,999	2%	3%	1%	2%	1%	2%	5%	4%	3%	-	-	2%	2%	2%	3%	3%
£800,000 - £899,999	1%	1%	1%	1%	-	1%	1%	1%	1%	-	-	1%	1%	2%	1%	1%
£900,000 - £999,999	0%	0%	0%	0%	-	0%	-	1%	-	-	-	0%	0%	-	1%	-
£1,000,000 - £1,999,999	16%	17%	13%	16%	15%	15%	15%	22%	21%	22%	11%	11%	14%	15%	20%	22%
£2,000,000 - £2,999,999	7%	8%	5%	7%	5%	4%	8%	7%	12%	12%	5%	3%	5%	8%	6%	14%
£3,000,000 - £3,999,999	3%	3%	2%	3%	2%	1%	4%	4%	3%	5%	1%	1%	2%	3%	3%	5%
£4,000,000 - £4,999,999	1%	1%	1%	1%	0%	0%	0%	2%	-	-	1%	0%	0%	1%	0%	1%
£5,000,000 - £9,999,999	5%	6%	4%	5%	4%	4%	5%	5%	8%	12%	-	5%	3%	5%	5%	9%
£10,000,000 - £99,999,999	6%	7%	6%	6%	7%	6%	6%	5%	3%	6%	2%	3%	7%	7%	6%	7%
£100,000,000 or more	2%	2%	2%	2%	1%	2%	1%	1%	1%	1%	1%	3%	1%	1%	2%	2%
No amount of money could convince me to retire immediately	12%	12%	12%	12%	14%	11%	10%	9%	10%	13%	23%	14%	11%	12%	12%	9%
Don't know	17%	15%	23%	17%	23%	17%	16%	10%	6%	6%	27%	23%	22%	13%	12%	8%
Unweighted base	1611	1173	438	1611	133	321	319	204	104	109	33	179	237	223	203	385
<b>Base: All GB adults who are workers and who gave a figure for how much they would require</b>	<b>1607</b>	<b>1169</b>	<b>438</b>	<b>1607</b>	<b>139</b>	<b>320</b>	<b>320</b>	<b>200</b>	<b>100</b>	<b>103</b>	<b>33</b>	<b>178</b>	<b>240</b>	<b>224</b>	<b>202</b>	<b>369</b>
Median	1000000.00	1000000.00	800000.00	1000000.00	1000000.00	500000.00	1000000.00	1000000.00	1000000.00	1014056.48	500000.00	500000.00	750000.00	1000000.00	1000000.00	1000000.00

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£100	0%	0%	0%	-	-	0%	0%	1%	0%	1%	-	1%	0%	1%	-	-	-	-
£200	0%	0%	-	-	-	-	-	0%	0%	-	-	-	-	-	0%	-	-	-
£250	0%	-	0%	-	0%	-	-	0%	0%	0%	1%	-	-	-	-	-	-	-
£300	0%	0%	-	-	-	-	-	0%	-	0%	0%	-	-	-	-	-	-	-
£400	0%	0%	-	-	-	-	-	0%	0%	-	-	-	-	-	-	0%	-	-
£500	1%	0%	1%	-	0%	0%	-	2%	0%	1%	1%	-	1%	-	1%	2%	1%	1%
£600	0%	0%	-	-	-	-	0%	-	0%	-	-	0%	-	-	-	-	-	-
£800	0%	-	0%	-	-	0%	-	-	0%	-	0%	-	-	-	-	-	-	-
£900	0%	-	0%	-	0%	-	-	-	0%	-	-	-	-	-	-	0%	-	-
£1,000	0%	-	0%	-	-	-	0%	-	0%	-	-	-	-	-	0%	-	-	-
£2,000	0%	0%	0%	-	-	-	1%	-	0%	0%	-	-	1%	0%	0%	-	1%	-
£3,000	0%	-	0%	1%	-	-	-	-	0%	-	-	-	-	-	-	0%	-	-
£6,500	0%	0%	-	-	-	-	0%	-	0%	-	-	-	-	-	0%	-	-	-
£8,000	0%	-	0%	-	-	-	0%	-	0%	-	-	-	0%	-	-	-	-	-
£10,000	0%	0%	0%	-	-	-	0%	1%	0%	1%	0%	1%	1%	-	0%	-	-	-
£20,000	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	1%	1%	-
£25,000	0%	0%	0%	-	-	-	-	1%	0%	0%	-	1%	0%	-	0%	-	-	-
£30,000	0%	0%	0%	-	0%	-	0%	0%	0%	-	-	-	-	0%	-	1%	0%	0%
£40,000	0%	-	0%	-	-	0%	0%	0%	0%	0%	0%	0%	-	-	-	-	-	-
£50,000	1%	1%	1%	-	-	1%	1%	2%	1%	1%	2%	1%	1%	1%	0%	1%	-	1%
£55,000	0%	0%	-	-	1%	-	-	-	0%	-	-	-	-	-	1%	-	-	-
£60,000	0%	-	0%	-	-	-	-	0%	-	0%	0%	-	-	-	-	-	-	-
£70,000	0%	-	0%	1%	-	-	-	0%	-	0%	-	-	-	-	-	0%	1%	-
£75,000	0%	0%	0%	-	-	-	-	1%	0%	0%	0%	0%	0%	0%	-	-	-	-
£80,000	0%	-	0%	-	0%	-	-	-	0%	-	-	-	-	-	-	0%	-	-
£85,000	0%	-	0%	-	-	0%	-	-	0%	-	-	-	-	-	-	-	-	0%
£100,000	4%	4%	4%	1%	2%	4%	3%	8%	4%	5%	5%	3%	2%	2%	4%	5%	8%	8%
£111,111	0%	0%	-	-	-	-	0%	-	-	0%	-	-	-	-	0%	-	-	-
£120,000	0%	0%	-	-	1%	-	0%	-	0%	0%	0%	-	0%	-	-	-	-	-
£125,000	0%	0%	-	-	-	-	-	0%	-	0%	0%	-	-	-	-	-	-	-
£150,000	1%	1%	1%	0%	0%	1%	0%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%
£170,000	0%	-	0%	-	-	-	0%	-	0%	-	-	-	-	0%	-	-	-	-

**Internal Marketing**  
**Internal marketing survey (Retire)**

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£100	0%	0%	0%	-	0%	-	1%	0%	-	-	-	2%	0%	0%	-	0%	-
£200	0%	0%	0%	-	0%	-	0%	-	-	-	-	-	-	-	-	-	-
£250	0%	0%	0%	0%	0%	0%	-	-	-	-	-	-	-	-	0%	-	-
£300	0%	0%	-	0%	-	-	-	-	-	-	-	-	-	-	-	-	-
£400	0%	0%	-	0%	-	-	-	0%	-	-	-	-	-	-	0%	-	-
£500	1%	0%	1%	1%	1%	1%	1%	0%	-	-	1%	1%	1%	0%	1%	0%	-
£600	0%	0%	-	0%	-	-	-	-	-	-	-	-	-	-	-	-	-
£800	0%	0%	-	0%	-	-	-	-	-	-	-	-	-	-	-	-	0%
£900	0%	0%	-	0%	-	-	-	0%	-	-	-	-	-	-	-	0%	-
£1,000	0%	0%	-	0%	-	-	0%	-	-	-	-	-	-	-	0%	-	-
£2,000	0%	0%	0%	0%	0%	0%	0%	-	-	1%	-	-	1%	-	0%	-	-
£3,000	0%	0%	-	0%	-	0%	-	-	-	-	-	-	-	-	-	-	0%
£6,500	0%	-	0%	0%	-	-	0%	-	-	-	-	-	-	-	-	-	0%
£8,000	0%	0%	-	0%	-	-	-	0%	-	-	-	-	-	-	-	-	0%
£10,000	0%	0%	0%	0%	-	1%	0%	-	-	-	-	1%	0%	1%	-	-	-
£20,000	0%	0%	1%	0%	0%	0%	0%	-	-	-	-	-	1%	0%	0%	-	-
£25,000	0%	-	1%	0%	1%	0%	-	-	-	1%	1%	0%	0%	-	-	-	0%
£30,000	0%	0%	0%	0%	-	0%	0%	-	-	-	-	1%	0%	-	-	-	-
£40,000	0%	0%	-	0%	-	0%	-	-	-	-	-	-	-	-	-	-	0%
£50,000	1%	1%	1%	1%	2%	1%	-	1%	2%	1%	1%	2%	0%	1%	1%	1%	0%
£55,000	0%	0%	-	0%	-	-	-	-	-	-	-	-	-	-	-	-	-
£60,000	0%	-	0%	0%	1%	-	-	-	-	-	-	0%	-	-	-	-	-
£70,000	0%	-	0%	0%	-	0%	0%	-	-	-	-	0%	0%	-	-	-	-
£75,000	0%	0%	0%	0%	-	0%	0%	-	-	1%	-	-	0%	-	-	-	0%
£80,000	0%	0%	-	0%	-	0%	-	-	-	-	-	0%	-	-	-	-	-
£85,000	0%	-	0%	0%	0%	-	-	-	-	-	-	-	-	-	-	0%	-
£100,000	4%	3%	5%	4%	4%	6%	4%	5%	5%	1%	1%	7%	4%	5%	5%	2%	-
£111,111	0%	0%	-	0%	-	0%	-	-	-	-	-	0%	-	-	-	-	-
£120,000	0%	0%	-	0%	-	1%	-	0%	-	-	-	-	1%	-	0%	-	-
£125,000	0%	-	0%	0%	-	-	-	-	-	-	-	-	-	-	-	-	-
£150,000	1%	1%	1%	1%	1%	1%	0%	1%	1%	-	-	1%	0%	2%	1%	0%	-
£170,000	0%	-	0%	0%	-	0%	-	-	-	-	-	0%	-	-	-	-	-

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	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	
£175,000	0%	0%	-	-	-	0%	0%	0%	0%	-	0%	-	0%	-	-	-	
£200,000	2%	2%	-	1%	2%	2%	4%	2%	2%	2%	1%	5%	1%	1%	1%	2%	
£220,000	0%	0%	-	-	0%	-	-	0%	-	-	-	-	-	-	1%	-	
£240,000	0%	0%	-	-	-	-	0%	0%	-	-	-	-	-	-	-	0%	
£250,000	3%	3%	1%	1%	2%	3%	8%	3%	4%	4%	4%	3%	1%	4%	4%	3%	
£260,000	0%	0%	-	-	-	-	0%	0%	-	-	0%	-	-	-	-	-	
£275,000	0%	0%	1%	-	-	0%	0%	0%	-	-	-	1%	-	0%	1%	-	
£300,000	1%	1%	-	1%	1%	3%	2%	2%	1%	2%	2%	2%	0%	1%	1%	1%	
£350,000	0%	1%	0%	-	-	1%	1%	0%	0%	0%	0%	-	0%	0%	1%	1%	
£360,000	0%	-	0%	-	-	0%	-	0%	-	0%	-	-	-	-	-	-	
£364,000	0%	-	0%	-	0%	-	-	-	0%	-	-	-	-	-	-	0%	
£400,000	1%	1%	-	1%	1%	1%	1%	1%	0%	1%	2%	0%	1%	1%	-	1%	
£450,000	0%	0%	-	-	0%	0%	-	0%	0%	-	0%	-	0%	-	-	-	
£460,000	0%	0%	-	-	-	0%	-	-	0%	-	-	-	-	-	-	-	
£500,000	10%	11%	8%	6%	9%	13%	13%	10%	10%	10%	12%	7%	7%	11%	11%	11%	
£525,000	0%	0%	-	0%	-	-	-	0%	-	-	0%	-	-	-	-	-	
£600,000	1%	0%	1%	0%	1%	1%	0%	1%	1%	1%	0%	1%	0%	1%	-	0%	
£625,000	0%	-	0%	-	-	-	0%	-	0%	-	-	-	-	0%	-	-	
£650,000	0%	0%	0%	0%	-	-	0%	-	0%	0%	-	-	0%	-	-	-	
£700,000	0%	0%	1%	-	0%	0%	0%	1%	0%	1%	0%	0%	-	0%	-	-	
£737,138	0%	0%	-	-	0%	-	-	0%	-	-	0%	-	-	-	-	-	
£750,000	2%	2%	1%	0%	1%	4%	1%	1%	2%	2%	3%	0%	1%	2%	2%	2%	
£780,000	0%	0%	-	-	-	0%	-	0%	-	0%	-	-	-	-	-	-	
£800,000	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	-	0%	1%	1%	1%	
£850,000	0%	0%	0%	0%	-	0%	-	0%	0%	0%	-	-	-	-	-	1%	
£900,000	0%	0%	0%	1%	-	0%	0%	0%	-	0%	-	-	-	0%	1%	-	
£1,000,000	13%	15%	12%	5%	12%	16%	16%	12%	14%	13%	15%	12%	16%	10%	16%	12%	12%
£1,100,000	0%	0%	-	-	-	0%	-	0%	-	-	-	-	-	0%	-	-	
£1,200,000	0%	0%	0%	0%	1%	1%	-	1%	0%	0%	1%	-	0%	-	2%	-	
£1,250,000	0%	-	0%	-	0%	-	-	0%	-	0%	-	-	-	-	-	-	
£1,300,000	0%	0%	-	-	0%	-	-	0%	-	-	0%	-	-	-	-	-	
£1,350,000	0%	0%	-	-	0%	-	-	0%	-	-	-	-	-	0%	-	-	
£1,400,000	0%	-	0%	-	0%	-	-	0%	-	-	-	-	-	0%	-	-	
£1,500,000	2%	2%	1%	1%	2%	1%	3%	1%	2%	1%	1%	3%	3%	2%	-	2%	
£1,590,000	0%	0%	-	-	0%	-	-	0%	-	0%	-	-	-	-	-	-	
£1,600,000	0%	0%	-	-	0%	-	-	0%	-	-	-	-	-	-	-	0%	
£1,750,000	0%	0%	-	-	0%	-	-	-	0%	-	0%	-	-	-	-	-	

**Internal Marketing**  
**Internal marketing survey (Retire)**

GB Sample: 12th - 26th September 2017



Total	Working status			Income - gross personal						Gross Household						
	Working full time	Working part time	ALL WORKERS (NET)	Under £10,000 a year	£10,000-£19,999	£20,000-£29,999	£30,000-£39,999	£40,000-£49,999	£50,000 and over	Under £10,000 a year	£10,000-£19,999	£20,000-£29,999	£30,000-£39,999	£40,000-£49,999	£50,000 and over	
£175,000	0%	0%	0%	0%	-	0%	-	0%	-	-	-	-	-	0%	0%	
£200,000	2%	2%	2%	2%	1%	3%	2%	2%	3%	1%	4%	2%	2%	3%	1%	
£220,000	0%	0%	-	0%	-	-	0%	-	-	-	-	-	0%	-	-	
£240,000	0%	0%	-	0%	-	-	-	-	1%	-	-	-	-	-	0%	
£250,000	3%	3%	4%	3%	4%	5%	3%	3%	3%	4%	3%	4%	4%	3%	5%	2%
£260,000	0%	-	0%	0%	-	-	-	-	-	-	-	-	0%	-	-	
£275,000	0%	0%	0%	0%	-	0%	0%	-	-	-	0%	-	-	-	-	
£300,000	1%	1%	1%	1%	1%	1%	2%	3%	1%	1%	1%	2%	2%	2%	1%	1%
£350,000	0%	0%	0%	0%	1%	0%	1%	0%	-	-	2%	-	0%	1%	1%	0%
£360,000	0%	0%	-	0%	-	-	0%	-	-	-	-	-	-	-	-	0%
£364,000	0%	0%	-	0%	-	-	0%	-	-	-	-	-	-	-	-	0%
£400,000	1%	1%	1%	1%	1%	1%	1%	0%	2%	2%	1%	1%	1%	1%	1%	1%
£450,000	0%	0%	-	0%	-	-	0%	-	-	-	-	0%	-	0%	-	-
£460,000	0%	0%	-	0%	-	-	-	-	1%	-	-	-	-	-	-	0%
£500,000	10%	10%	9%	10%	8%	11%	10%	11%	9%	8%	5%	8%	13%	12%	10%	9%
£525,000	0%	0%	-	0%	-	-	-	-	-	-	-	-	0%	-	-	-
£600,000	1%	1%	1%	1%	-	1%	1%	0%	-	-	-	1%	0%	1%	-	1%
£625,000	0%	0%	-	0%	-	0%	-	-	-	-	-	0%	-	-	-	-
£650,000	0%	-	0%	0%	-	0%	-	-	-	-	-	0%	-	-	-	-
£700,000	0%	0%	0%	0%	1%	0%	1%	1%	1%	1%	-	-	0%	1%	1%	1%
£737,138	0%	0%	-	0%	-	-	-	0%	-	-	-	-	0%	-	-	-
£750,000	2%	2%	1%	2%	1%	1%	1%	3%	3%	2%	-	2%	2%	1%	2%	2%
£780,000	0%	0%	-	0%	-	-	-	-	-	-	-	-	-	-	-	-
£800,000	1%	1%	1%	1%	-	0%	1%	1%	1%	-	-	1%	1%	2%	1%	0%
£850,000	0%	0%	0%	0%	-	0%	-	0%	-	-	-	-	-	-	-	0%
£900,000	0%	0%	0%	0%	-	0%	0%	-	1%	-	-	0%	0%	-	1%	-
£1,000,000	13%	14%	12%	13%	14%	13%	13%	18%	17%	19%	9%	9%	12%	14%	16%	18%
£1,100,000	0%	0%	-	0%	-	-	-	-	-	-	-	-	-	-	-	-
£1,200,000	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	-	0%	0%	-	1%	1%
£1,250,000	0%	0%	-	0%	-	0%	-	-	-	-	-	0%	-	-	-	-
£1,300,000	0%	0%	-	0%	-	-	0%	-	-	-	-	-	-	-	-	-
£1,350,000	0%	0%	-	0%	-	-	-	-	1%	-	-	-	-	-	-	0%
£1,400,000	0%	0%	-	0%	-	-	-	-	-	-	-	-	-	-	-	0%
£1,500,000	2%	2%	1%	2%	0%	1%	2%	4%	2%	2%	2%	1%	1%	1%	3%	3%
£1,590,000	0%	0%	-	0%	-	-	-	-	-	-	-	-	-	-	-	-
£1,600,000	0%	0%	-	0%	-	-	-	-	1%	-	-	-	-	-	0%	-
£1,750,000	0%	0%	-	0%	-	-	-	-	-	-	-	-	-	-	-	-

**Internal Marketing**  
**Internal marketing survey (Retire)**

GB Sample: 12th - 26th September 2017



Total	Gender		Age					Social Grade		Region							
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	
£1,800,000	0%	-	0%	-	0%	-	-	-	-	0%	-	-	-	0%	-	-	-
£2,000,000	5%	6%	5%	5%	6%	9%	5%	2%	6%	5%	6%	6%	7%	4%	6%	5%	5%
£2,160,000	0%	0%	0%	-	0%	-	-	-	0%	-	-	-	-	0%	-	-	0%
£2,500,000	1%	1%	1%	1%	2%	1%	1%	0%	2%	0%	2%	1%	2%	1%	1%	2%	0%
£2,542,897	0%	0%	-	-	-	-	0%	-	0%	-	-	-	-	0%	-	-	-
£2,600,000	0%	0%	-	-	0%	-	-	-	0%	-	0%	-	-	-	-	-	-
£2,640,000	0%	0%	-	-	0%	-	-	-	0%	-	-	-	-	-	-	-	0%
£3,000,000	2%	3%	1%	2%	4%	3%	2%	1%	3%	2%	1%	3%	3%	3%	2%	-	4%
£3,100,000	0%	0%	-	1%	-	-	-	-	0%	-	-	-	-	1%	-	-	-
£3,250,000	0%	-	0%	-	0%	-	-	-	-	0%	-	-	-	-	0%	-	-
£3,500,000	0%	0%	-	-	1%	-	-	-	0%	-	-	-	-	-	1%	-	-
£4,000,000	1%	1%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%	-	0%	0%	-	1%
£5,000,000	4%	5%	4%	7%	6%	6%	4%	1%	5%	4%	2%	4%	3%	6%	6%	5%	5%
£5,400,000	0%	-	0%	-	-	0%	-	-	0%	-	-	-	-	-	1%	-	-
£5,500,000	0%	0%	-	-	0%	-	-	-	0%	-	-	-	-	-	0%	-	-
£6,000,000	0%	0%	0%	0%	0%	-	-	-	0%	-	0%	0%	0%	-	0%	-	-
£6,500,000	0%	0%	-	-	0%	-	-	-	0%	-	-	-	-	0%	-	-	-
£7,000,000	0%	0%	-	-	0%	-	-	-	0%	0%	0%	0%	-	-	-	-	-
£7,500,000	0%	0%	-	-	0%	-	-	-	0%	-	-	-	-	-	0%	-	-
£8,000,000	0%	0%	0%	-	1%	0%	0%	-	0%	0%	0%	0%	-	1%	0%	-	-
£9,000,000	0%	-	0%	-	-	0%	0%	-	0%	-	0%	-	-	-	-	-	0%
£10,000,000	4%	4%	4%	8%	7%	5%	2%	1%	4%	3%	3%	4%	5%	6%	3%	7%	2%
£12,000,000	0%	0%	-	-	0%	0%	-	-	0%	0%	-	0%	-	0%	-	-	-
£15,000,000	0%	0%	0%	1%	1%	1%	0%	-	0%	0%	-	0%	-	1%	0%	-	0%
£18,000,000	0%	-	0%	-	0%	-	-	-	-	0%	0%	-	-	-	-	-	-
£20,000,000	1%	1%	0%	2%	1%	1%	0%	-	1%	1%	1%	1%	1%	-	1%	-	1%
£25,000,000	0%	0%	-	-	-	0%	-	-	0%	-	-	-	-	-	-	-	1%
£30,000,000	0%	0%	0%	1%	0%	-	-	-	0%	-	0%	-	-	-	0%	-	-
£50,000,000	1%	1%	1%	4%	1%	1%	1%	-	1%	1%	1%	0%	2%	2%	1%	1%	1%
£60,000,000	0%	0%	-	1%	-	-	-	-	0%	-	-	-	1%	-	-	-	-
£90,000,000	0%	-	0%	-	-	0%	-	-	-	0%	-	-	1%	-	-	-	-
£100,000,000	1%	0%	1%	2%	0%	1%	0%	1%	1%	0%	-	1%	-	1%	1%	2%	1%
£200,000,000	0%	-	0%	-	0%	-	-	-	0%	-	-	0%	-	-	-	-	-
£500,000,000	0%	0%	0%	-	-	0%	0%	-	0%	0%	-	0%	-	-	-	-	1%
£700,000,000	0%	-	0%	1%	-	-	-	-	-	0%	0%	-	-	-	-	-	-
£1,000,000,000	0%	0%	0%	0%	1%	0%	-	0%	0%	1%	0%	0%	-	-	1%	-	-
£2,000,000,000	0%	-	0%	-	-	-	0%	-	-	0%	-	0%	-	-	-	-	-
£3,000,000,000	0%	-	0%	-	0%	-	-	-	-	0%	-	-	-	0%	-	-	-
£4,000,000,000	0%	-	0%	-	-	-	0%	-	0%	-	-	-	-	-	-	-	0%
£10,000,000,000	0%	0%	-	1%	0%	-	-	-	0%	-	0%	-	-	0%	-	-	-
No amount of money could convince me to retire immediately	12%	11%	13%	21%	17%	10%	9%	9%	13%	10%	12%	14%	11%	16%	10%	10%	8%
Don't know	17%	13%	22%	19%	15%	17%	15%	20%	13%	23%	16%	16%	12%	22%	17%	20%	17%
n/a	1%	1%	1%	4%	0%	1%	0%	1%	1%	2%	0%	1%	3%	1%	1%	-	2%

**Internal Marketing**  
**Internal marketing survey (Retire)**

GB Sample: 12th - 26th September 2017



Total	Working status			Income - gross personal						Gross Household						
	Working full time	Working part time	ALL WORKERS (NET)	Under £10,000 a year	£10,000-£19,999	£20,000-£29,999	£30,000-£39,999	£40,000-£49,999	£50,000 and over	Under £10,000 a year	£10,000-£19,999	£20,000-£29,999	£30,000-£39,999	£40,000-£49,999	£50,000 and over	
£1,800,000	0%	-	0%	0%	1%	-	-	-	-	-	-	-	0%	-	-	-
£2,000,000	5%	6%	4%	5%	5%	3%	7%	6%	9%	10%	5%	2%	3%	7%	5%	12%
£2,160,000	0%	0%	-	0%	-	0%	-	-	1%	-	-	-	-	-	0%	0%
£2,500,000	1%	1%	1%	1%	0%	1%	1%	1%	2%	1%	-	-	2%	1%	1%	2%
£2,542,897	0%	0%	-	0%	-	-	-	-	-	1%	-	-	-	-	-	0%
£2,600,000	0%	0%	-	0%	-	0%	-	-	-	-	-	0%	-	-	-	-
£2,640,000	0%	0%	-	0%	-	-	-	0%	-	-	-	-	-	-	-	0%
£3,000,000	2%	3%	1%	2%	1%	1%	4%	4%	3%	5%	1%	1%	2%	3%	1%	5%
£3,100,000	0%	-	0%	0%	1%	-	-	-	-	-	-	-	-	-	1%	-
£3,250,000	0%	-	0%	0%	0%	-	-	-	-	-	-	-	0%	-	-	-
£3,500,000	0%	0%	-	0%	-	-	1%	-	-	-	-	0%	-	-	1%	-
£4,000,000	1%	1%	1%	1%	0%	0%	0%	2%	-	-	1%	0%	0%	1%	0%	1%
£5,000,000	4%	5%	4%	4%	4%	3%	5%	4%	5%	10%	-	4%	3%	4%	4%	7%
£5,400,000	0%	0%	-	0%	-	-	0%	-	-	-	-	0%	-	-	-	-
£5,500,000	0%	0%	-	0%	-	0%	-	-	-	-	-	-	-	-	-	-
£6,000,000	0%	0%	0%	0%	-	-	0%	0%	-	1%	-	-	-	-	1%	1%
£6,500,000	0%	0%	-	0%	-	-	-	-	-	1%	-	-	-	-	-	0%
£7,000,000	0%	0%	-	0%	-	0%	0%	-	-	-	-	0%	-	0%	-	-
£7,500,000	0%	0%	-	0%	-	-	-	-	1%	-	-	-	-	-	-	0%
£8,000,000	0%	0%	0%	0%	-	1%	-	0%	1%	-	-	0%	-	1%	-	0%
£9,000,000	0%	0%	-	0%	-	-	-	-	2%	-	-	-	-	-	-	0%
£10,000,000	4%	4%	3%	4%	2%	4%	4%	3%	1%	5%	2%	2%	3%	3%	3%	5%
£12,000,000	0%	0%	-	0%	-	-	-	0%	1%	-	-	-	-	0%	-	0%
£15,000,000	0%	0%	0%	0%	1%	-	1%	1%	1%	-	-	-	1%	1%	-	0%
£18,000,000	0%	-	0%	0%	-	0%	-	-	-	-	-	0%	-	-	-	-
£20,000,000	1%	1%	0%	1%	1%	1%	1%	0%	-	-	-	0%	1%	1%	1%	1%
£25,000,000	0%	0%	-	0%	-	-	-	-	-	1%	-	-	-	-	-	0%
£30,000,000	0%	0%	0%	0%	1%	0%	-	-	-	-	-	-	-	0%	0%	-
£50,000,000	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	2%	1%	1%	0%
£60,000,000	0%	0%	-	0%	-	-	-	-	-	-	-	-	-	-	-	-
£90,000,000	0%	-	0%	0%	1%	-	-	-	-	-	-	1%	-	-	-	-
£100,000,000	1%	0%	1%	1%	1%	1%	0%	-	1%	-	1%	1%	0%	1%	0%	0%
£200,000,000	0%	0%	-	0%	-	-	-	-	-	-	-	-	-	-	-	-
£500,000,000	0%	0%	-	0%	-	0%	-	0%	-	-	-	-	0%	-	0%	-
£700,000,000	0%	0%	-	0%	-	-	-	-	-	-	-	-	-	-	-	-
£1,000,000,000	0%	0%	-	0%	0%	0%	0%	-	-	-	-	1%	-	-	0%	0%
£2,000,000,000	0%	0%	-	0%	-	-	-	-	-	-	-	-	-	-	-	-
£3,000,000,000	0%	0%	-	0%	-	-	-	1%	-	-	-	-	-	-	-	0%
£4,000,000,000	0%	-	0%	0%	-	-	-	-	-	1%	-	-	-	-	-	0%
£10,000,000,000	0%	0%	0%	0%	-	0%	-	0%	-	-	-	-	-	-	-	0%
No amount of money could convince me to retire immediately	12%	12%	12%	12%	14%	11%	10%	9%	10%	13%	23%	14%	11%	12%	12%	9%
Don't know	17%	15%	23%	17%	23%	17%	16%	10%	6%	6%	27%	23%	22%	13%	12%	8%
n/a	1%	1%	1%	1%	1%	2%	1%	1%	-	1%	3%	2%	1%	1%	1%	1%