



PRESS RELEASE – Under Embargo until 00:01, Tuesday, May 18, 2010

Notes to Editors:

¹ Survey undertaken by The Pensions Trust in collaboration with Dr. Bernadette Kamleitner, Queen Mary, University of London. 1,041 members of The Pensions Trust participated in the survey during December 2009. Where results are shown on a points scale 1 represents a low interest and 9 represents an extreme interest.

² Interest in responsible investment by age

	< 35	35 - 45	45 - 55	55 - 65	> 65	Overall
Low Interest/neutral	16.8%	23.3 %	31.8%	27.6%	38.9%	27.4
Moderate Interest	26.6%	35.6%	33.0%	34.9%	27.8%	33.2
High Interest	56.5%	41.1%	35.2%	37.5%	33.3%	39.4

³ Interest in responsible investment by gender

	Male	Female	Overall
Low Interest/neutral	34.1%	23.8%	27.4
Moderate Interest	35.2%	32.2%	33.2
High Interest	30.7%	44.0%	39.4

⁴ Levels of interest in negative screening, positive screening, voting / engagement and ESG intergration

Investment approach	Negative screening	Positive screening	Voting / Engagement	ESG integration
Percentage of respondents above 6 (moderate/high interest)	80%	63%	67%	69%

⁵ Areas of ethical investment that respondents are most concerned about

	Weapons	Pornography	Child Labour
Moderately Concerned	17.7%	12.0%	13.5%
Extremely Concerned	60.8%	70.1%	78.4%



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⁶ Areas respondents would most like their pension fund to press companies into behaving more responsibly

Area	Child Labour	Human Rights	Health & Labour	Environment	Directors Pay	Workplace discrimination	Animal welfare
% of respondents who replied above 6 (moderate/high interest)	83.1%	74.3%	74.4%	72.2%	64.2%	62.8%	56.1%

⁷ Practices respondents would like to encourage companies to undertake

Activities that help secure improvements in the living standards of people in the developing world	83.2%
Treat workers and communities fairly and minimise the company's impact on the environment	83.0%
Low carbon energy and technologies which help reduce environmental damage	78.9%
Make generous donations to charity and encourage staff to be volunteers in the communities in which they operate	56.9%