



SWEDISH PENSIONS AGENCY

Surveys about the Orange Envelope of 2011

28 April, 2011/Christer Nordh

Objective

Follow up to what extent the 2011 Orange envelope is opened and read and if its contents is understood.

About the surveys

Target groups

- Old-age pensioners
- "General" pension savers
- New pension savers

Sample

- Random samples from the address files for the three different envelope versions

Method

- Telephone interviews

Field period

- January-March 2011 in connection to the distribution periods

Field work

- TNS Sifo AB

Number of interviews

- 600/1 000/600 int.

Question areas

- Sender
- Receiving, opening, reading, understanding
- Valuable/missing information
- Customer-Satisfaction-Index
- Info on the Internet and electronic id.
- Perceived knowledge about/confidence in the national pension system
- Background questions

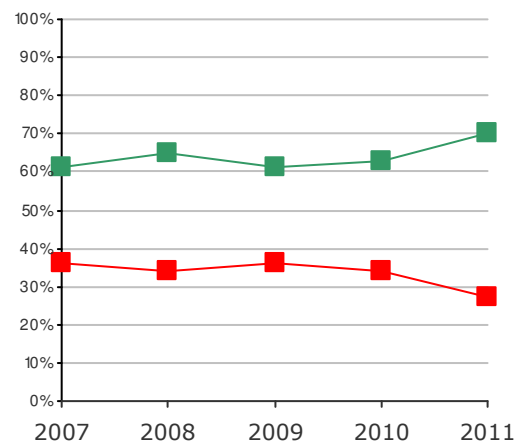
Perceived knowledge - confidence

Perceived knowledge of the system

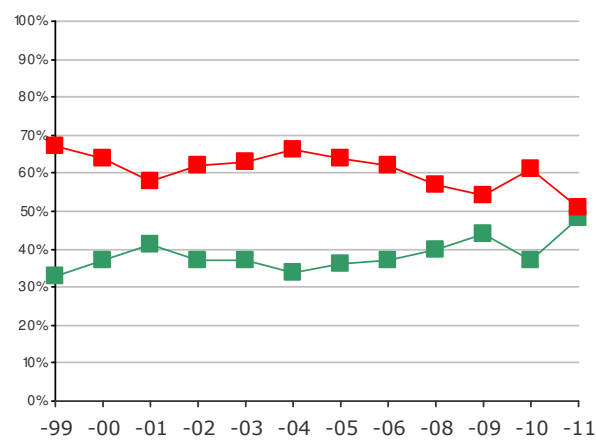
The pensioners express a higher level of knowledge than the other two groups. The new pensions savers know least about the national pension system.

We note a long-term positive trend over time for all categories.

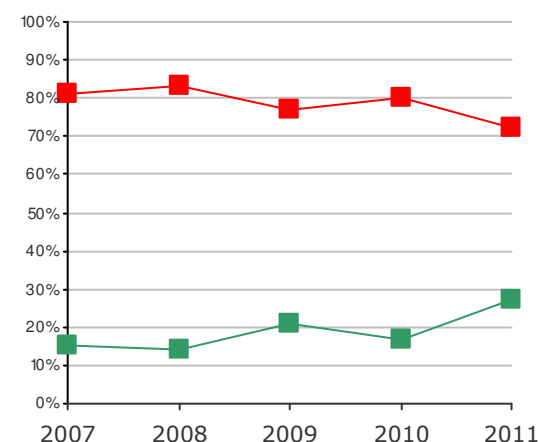
Pensioners



General pension savers



New pensions savers



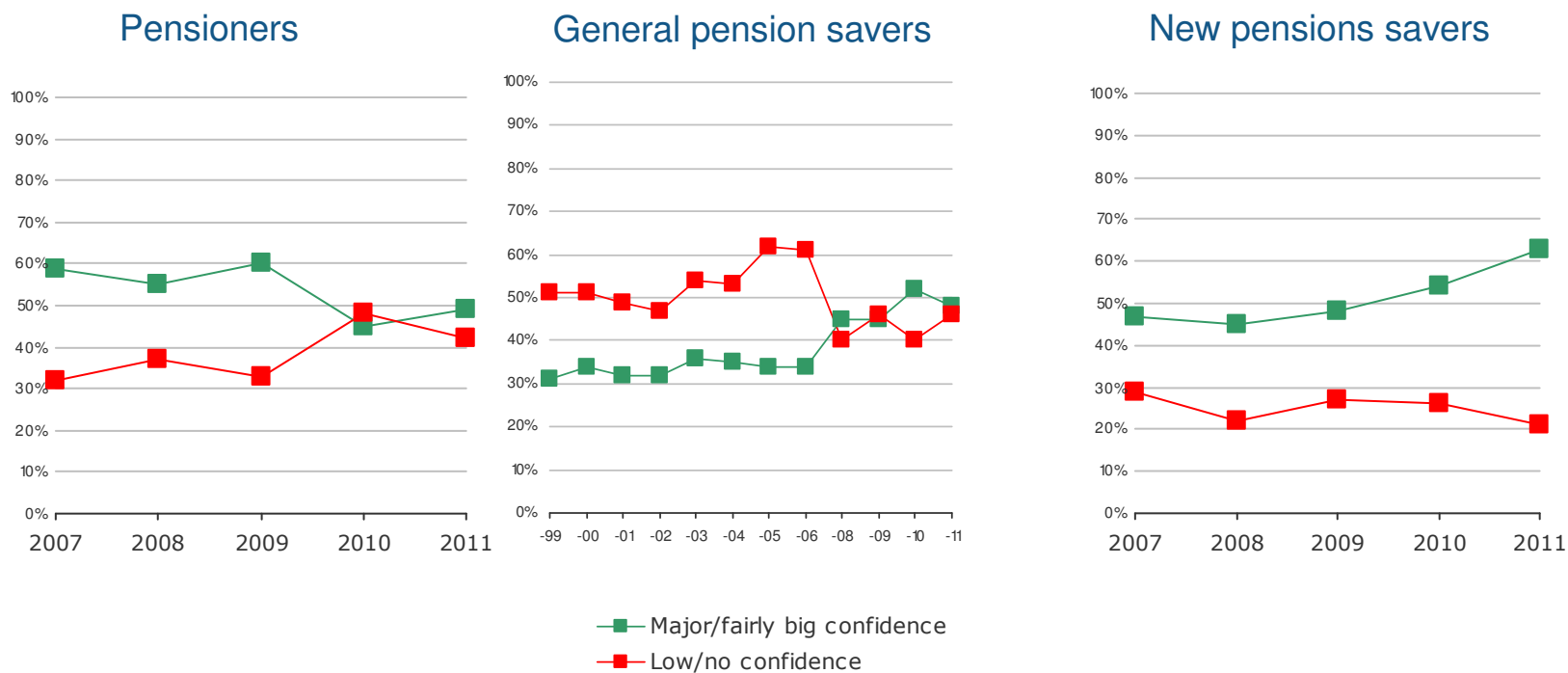
— Very/fairly well — Rather poor/Not at all

Base: All

Confidence in the system

A long-term positive trend for the confidence in the national public pension system among pension savers.

A small recovery this year among the pensioners from the substantial decline in confidence last year following the reduction in pension levels.

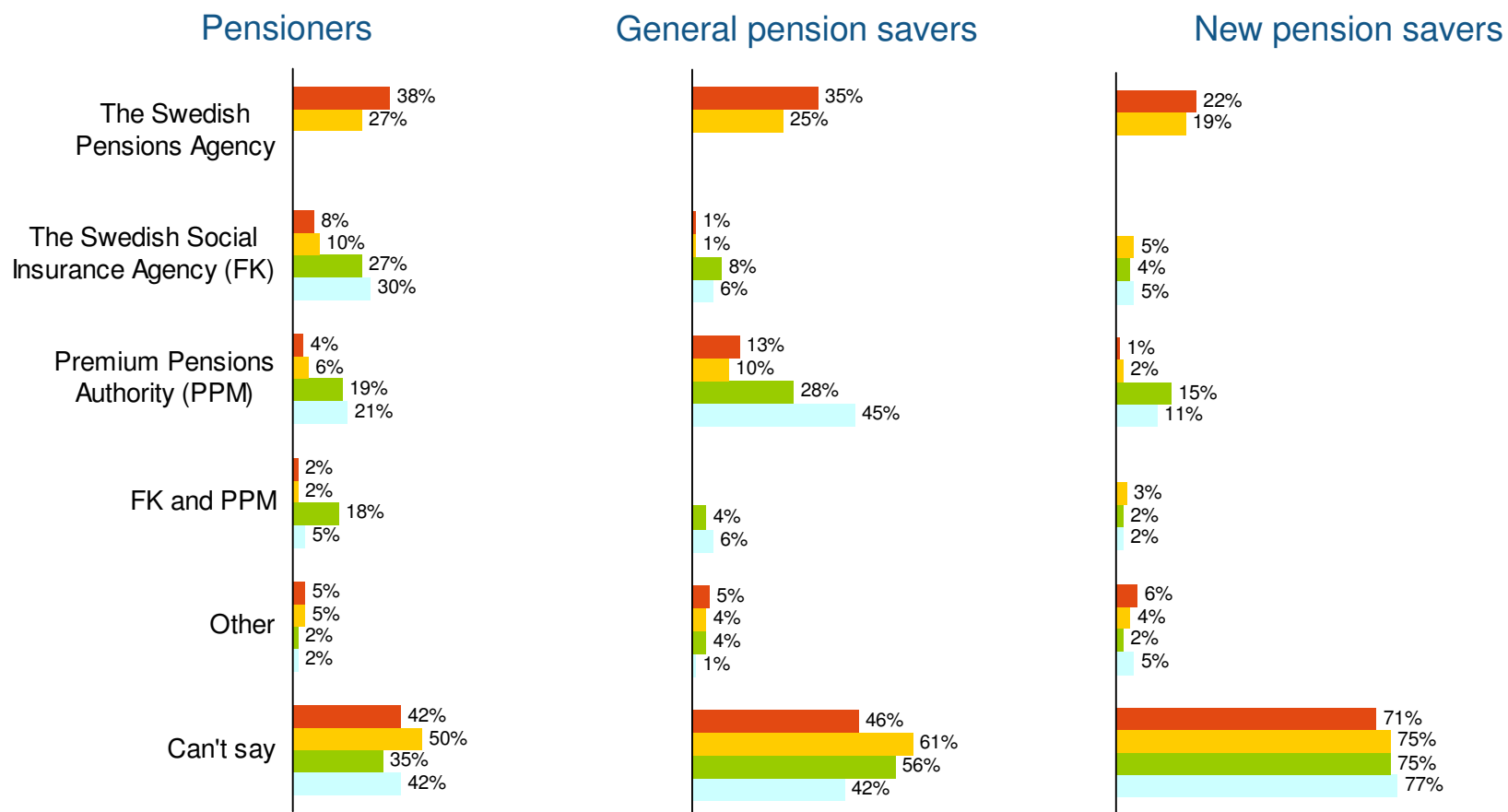


Base: All

Awareness of sender and contents

Sender – Spontaneous awareness

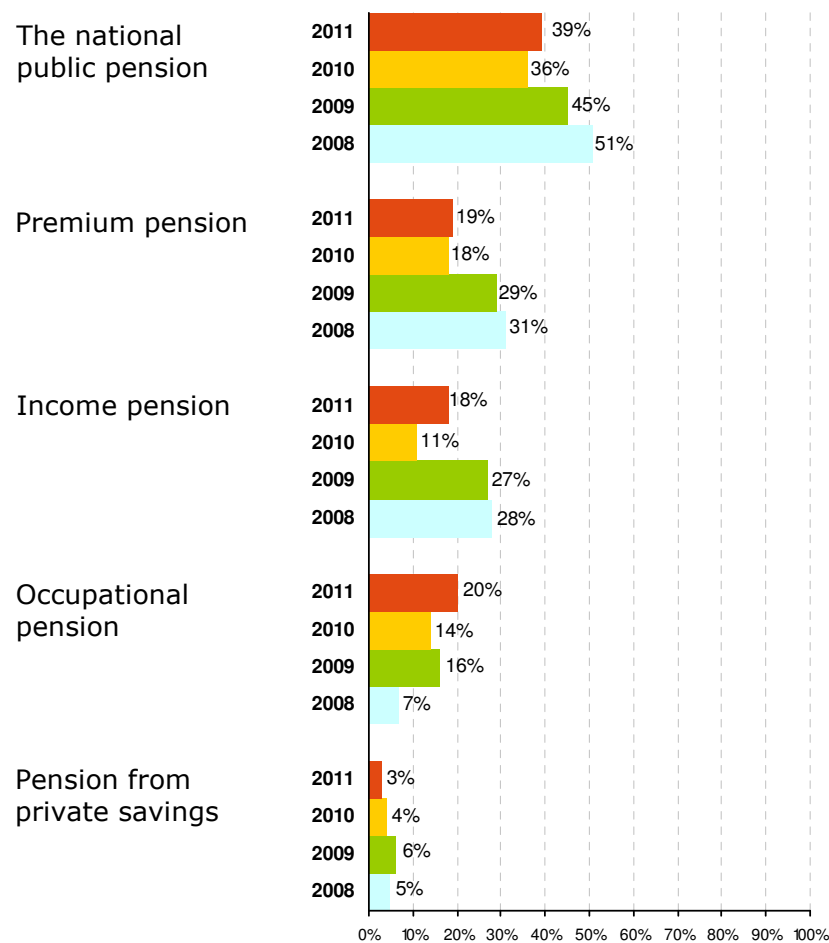
The Swedish Pensions Agency was established as the sender of the orange envelope already last year and has since strengthened its position. Despite the increased awareness of the correct sender there still is a substantial number of recipients that cannot name a sender.



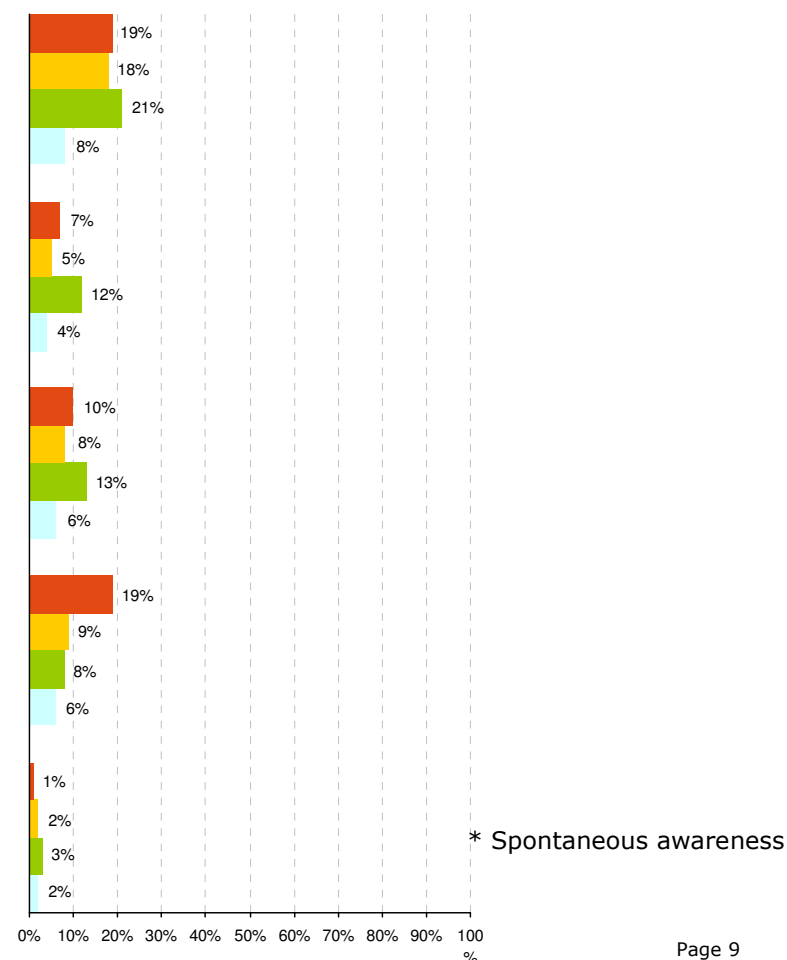
What does the envelope contain?*

One out of five pension savers say that they (incorrectly) believe that the orange envelope contains information about occupational pension. This notion is gaining ground over time, particularly among new pension savers.

General pension savers



New pension savers

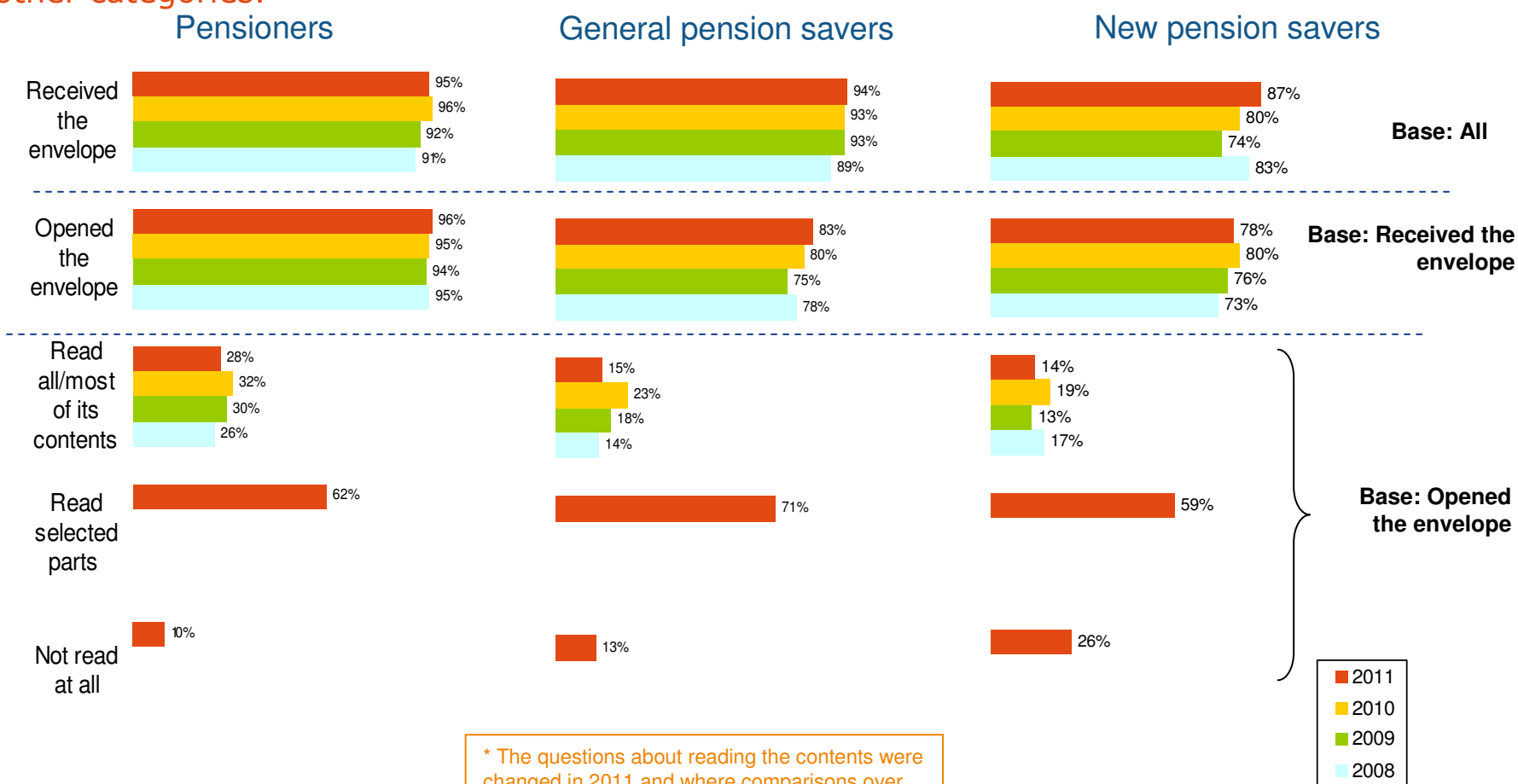


What happens with the orange envelope?

Do the recipients open the orange envelope and read any of its contents?

Most people open the envelope and read at least some of its contents.

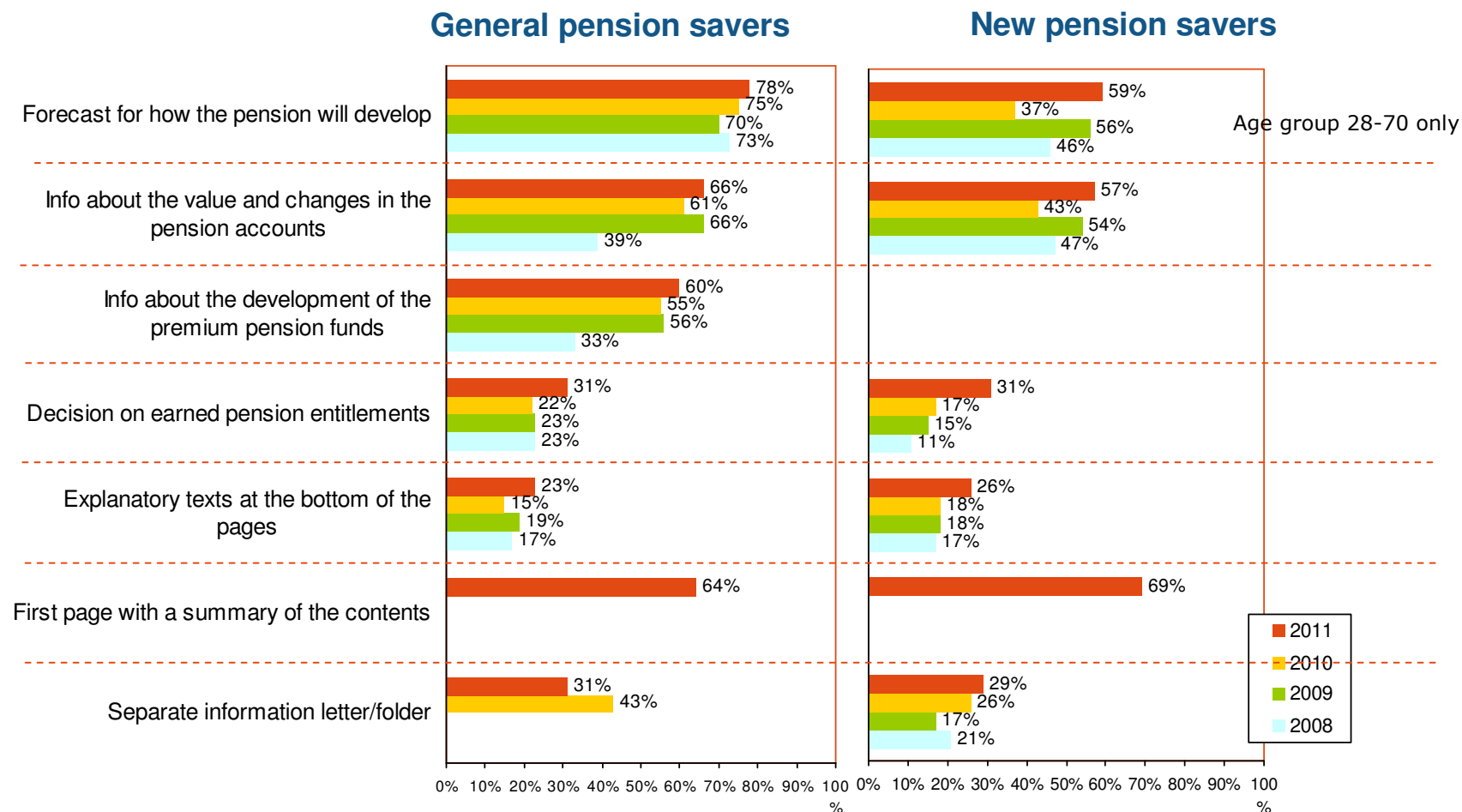
The pensioners open the envelope and read the contents to a higher degree than the other categories.



* The questions about reading the contents were changed in 2011 and where comparisons over time cannot be made data has been omitted from the graph.

What is read?

Interest in the forecast increases. Few read the decision about their pension entitlements and the explanatory texts.

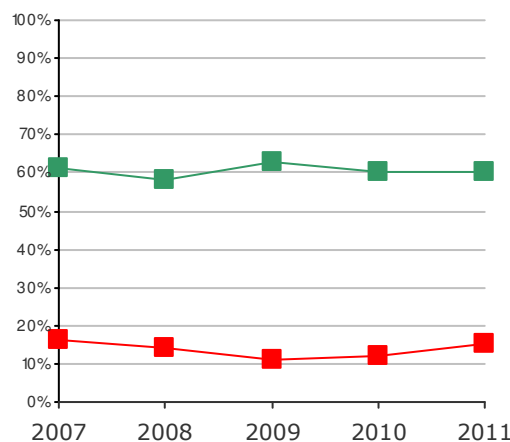


Is the information understood?

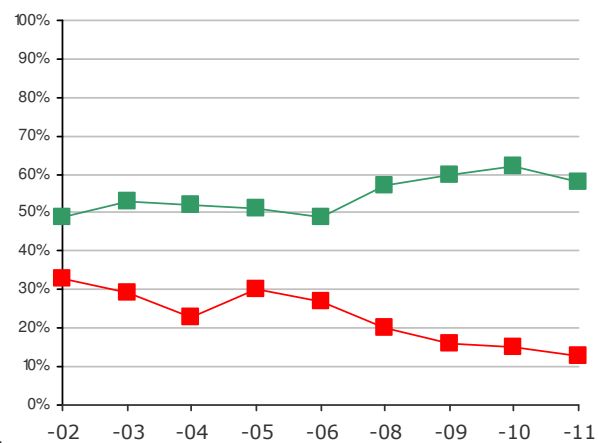
Easy or difficult to understand the information?

Six out of ten readers find the contents very/fairly easy to understand.
Relatively few say it's difficult to understand.

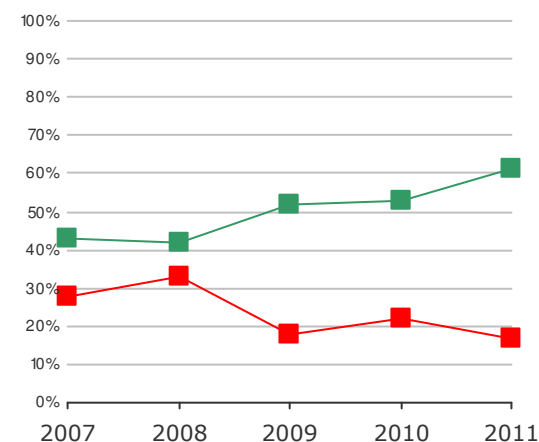
Pensioners



General pension savers



New pension savers



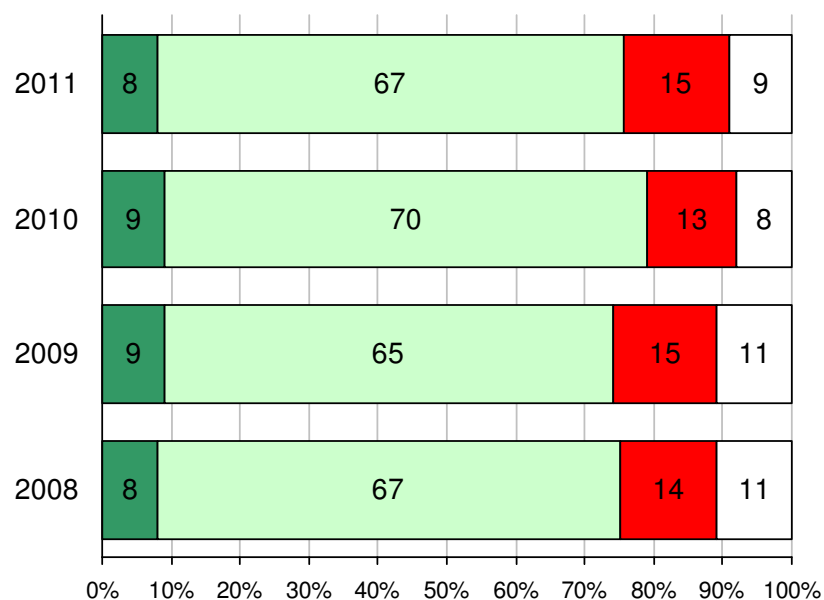
—■— Very/fairly easy to understand
—■— Very/rather difficult to understand

The forecast

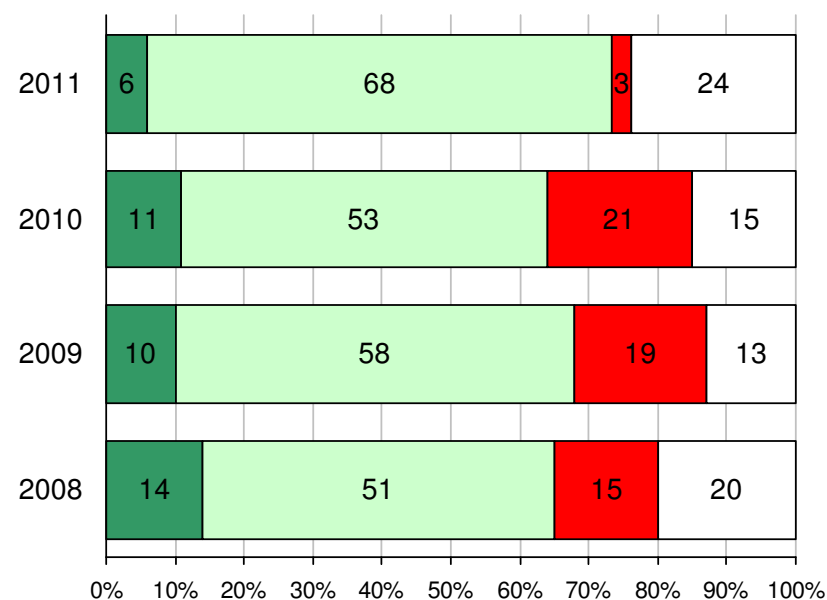
Credibility of the projection of expected pension level

On the whole, the forecast is considered credible by those that read it.

General pension savers



New pension savers*



■ Very credible
 ■ Fairly credible
 ■ Not at all credible
 ■ Can't say

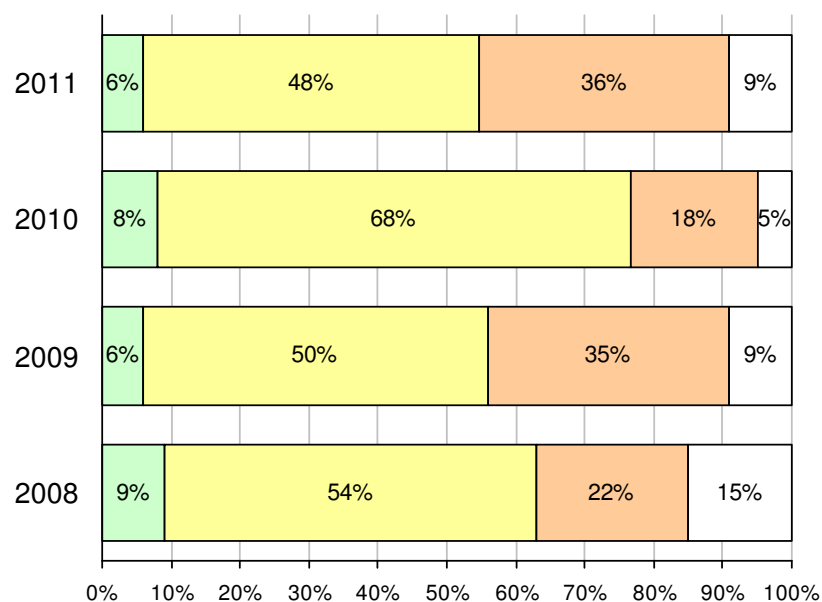
* Age group 28-70 only

Base: Have read the forecast

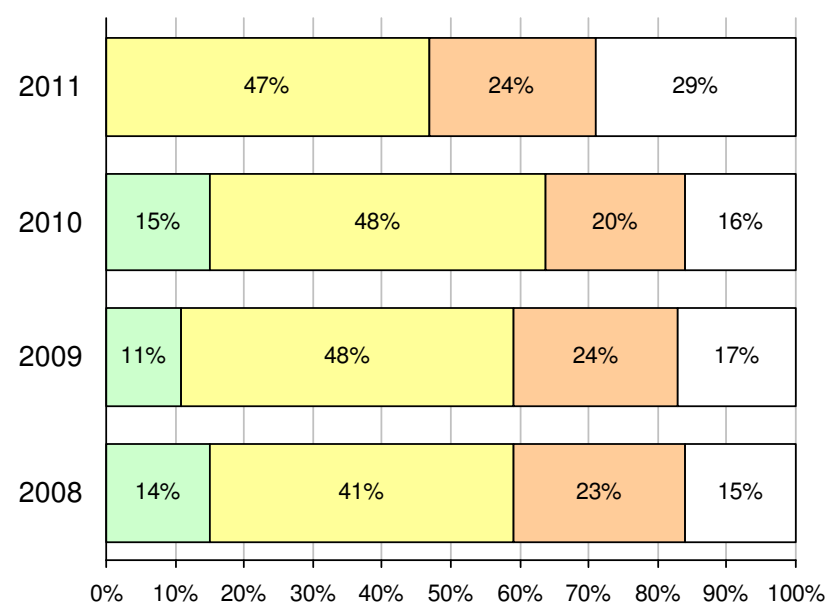
The forecast and the pension savers' expectations

Many are negatively surprised by the forecast.

General pension savers



New pension savers*



Higher than expected

About as expected

Lower than expected

Vet ej

* Age group 28-70 only

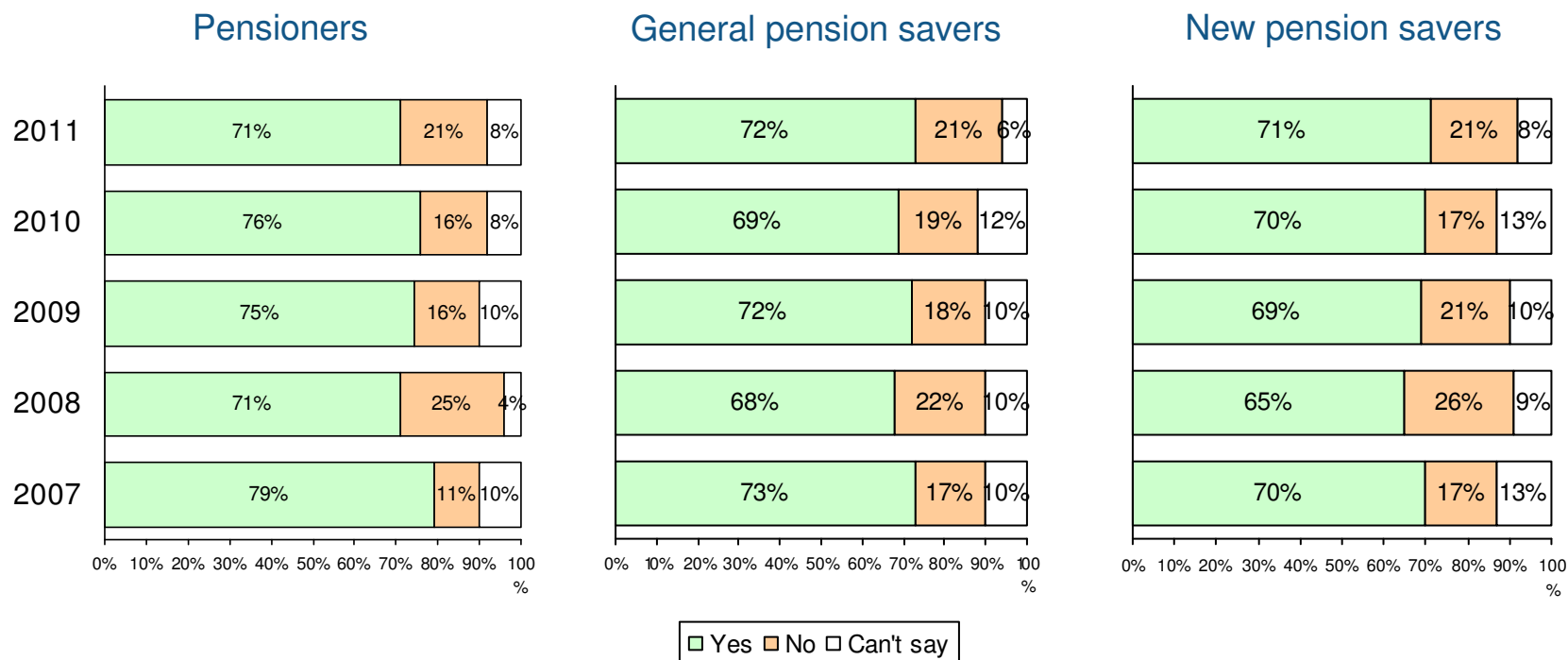
Base: Have read the forecast

The value of the information

Is the information valuable and useful?

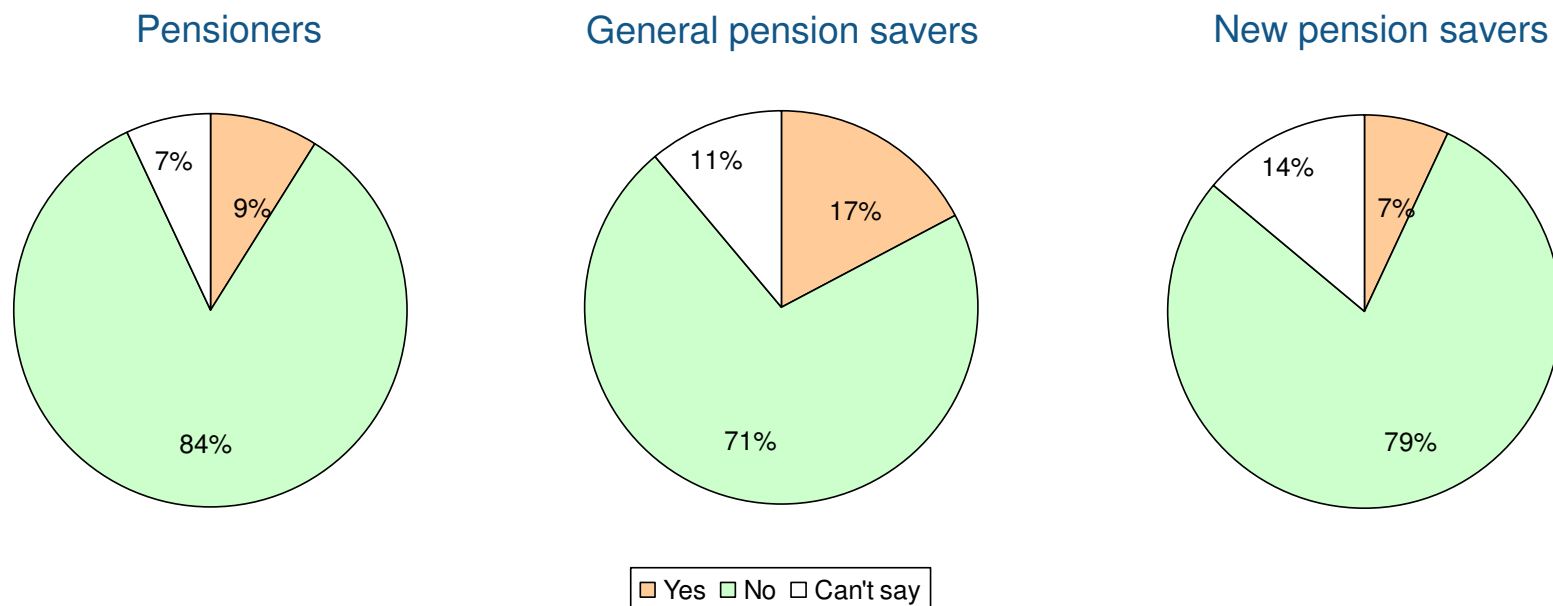
Seven out of ten find the information in the orange envelope valuable and useful for themselves.

Reasons for not thinking so is; *too early with pension information, cannot influence the outcome, complicated, difficult to comprehend, it's only projections.*



Does one miss any information about the national pension in the orange envelope?

Most people do not miss any information. When they do it is mostly information about their total pension situation (including occupational and private pensions) but also things like information on switching funds and more clear forecasts and projections.

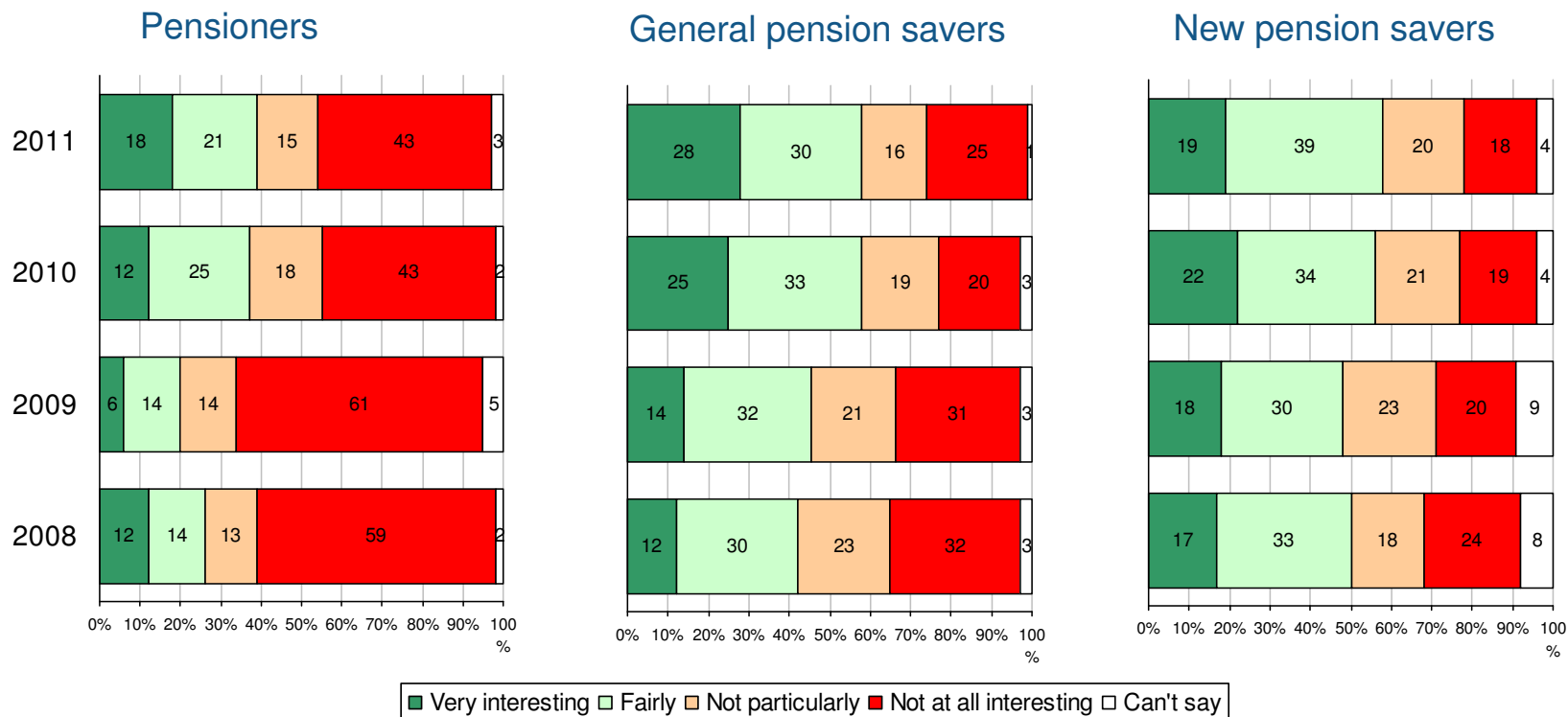


Pension information on the Internet? Electronic identification.

Information on the Internet?

The level of interest in instead getting the individual pension information by logging in to the Internet appear to have stabilised. Six out of ten pension savers say this is interesting for them. The pensioners, with a lower penetration of internet usage, show a lower interest.

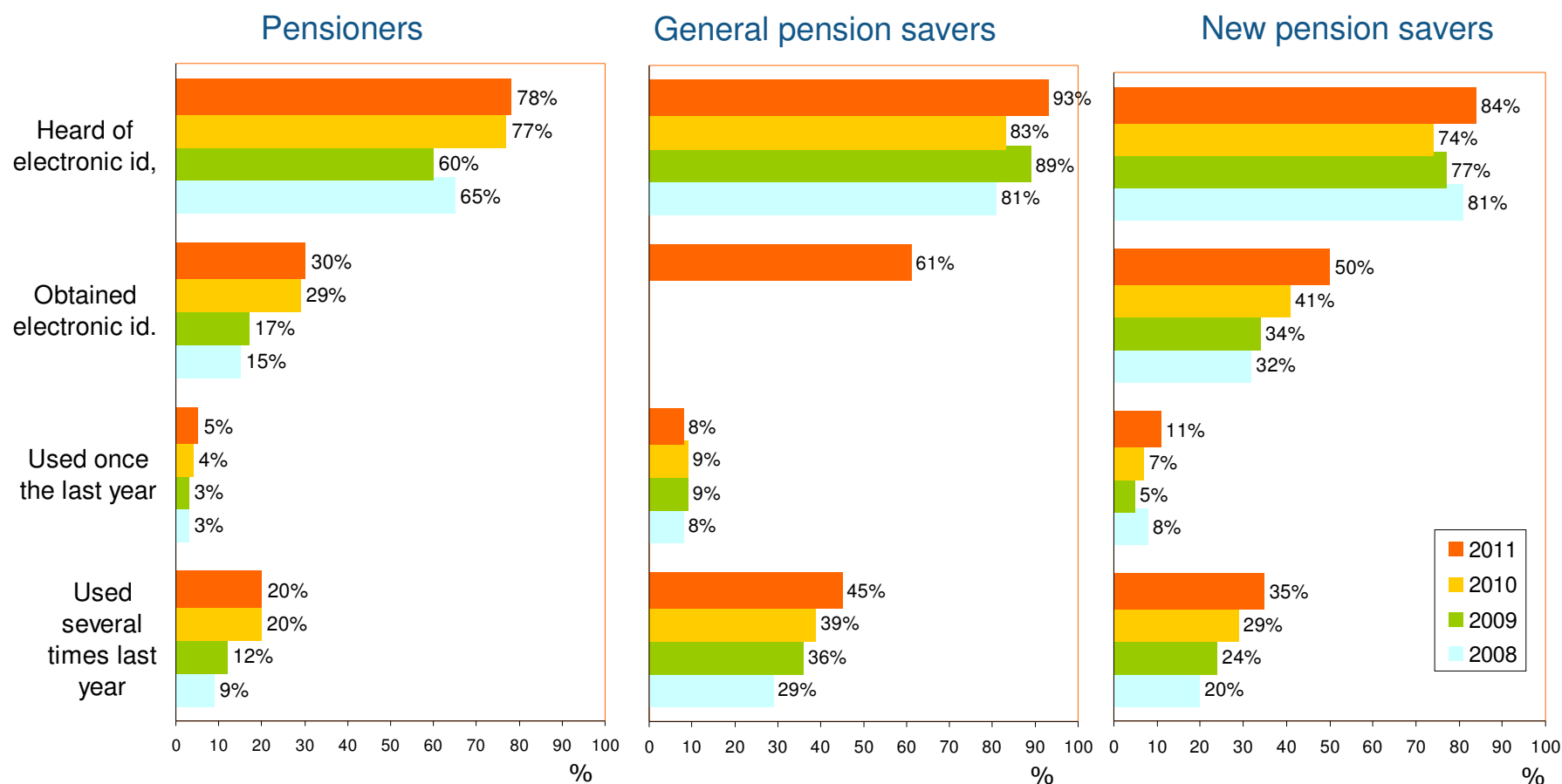
"How interesting would it be for you to get the information you now receive with the orange envelope by logging in on the Internet instead?"



Base: All

Electronic identification

The use of electronic identification continues to increase, mainly among the pension savers.

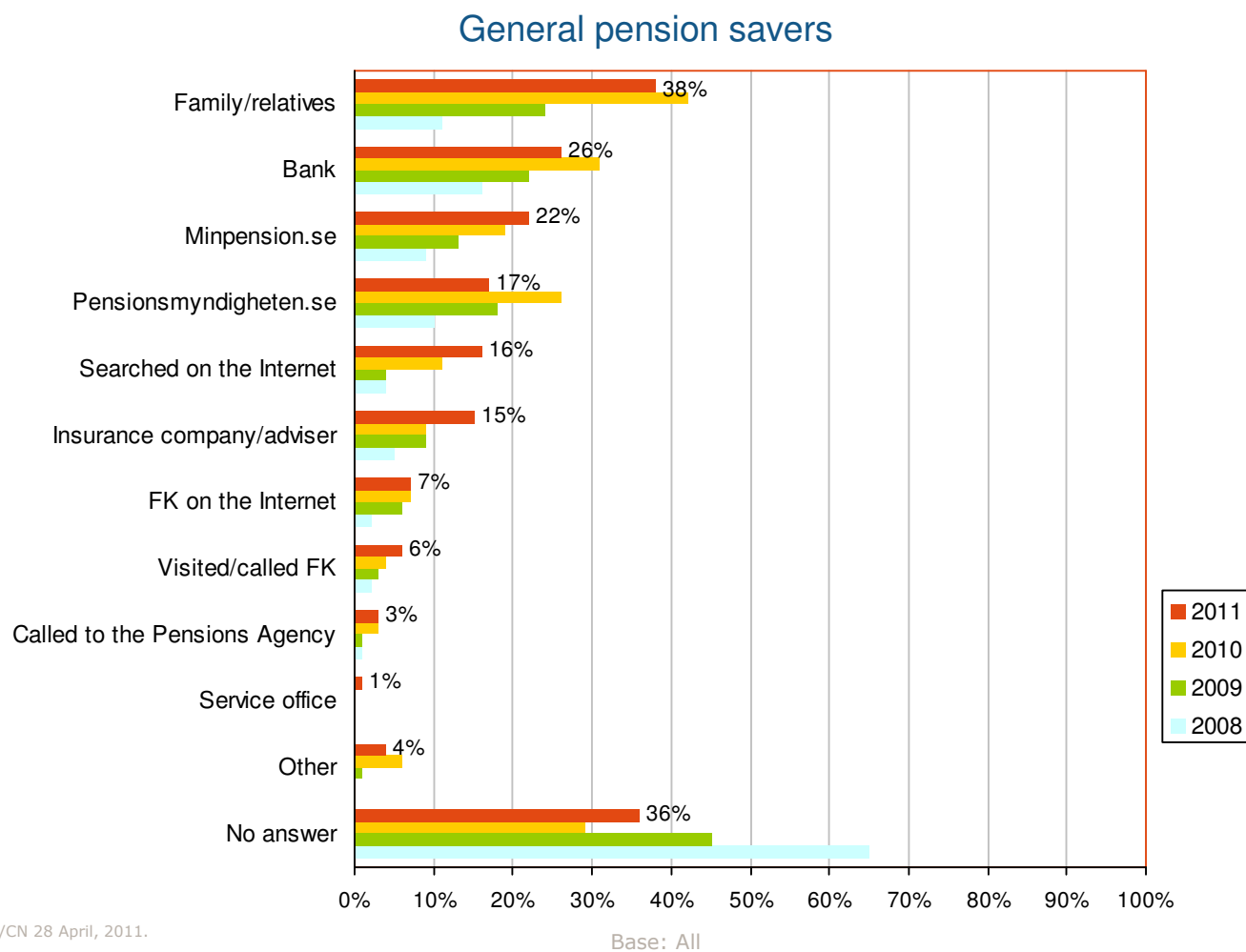


Base: All

Information channels

Information channels

Two thirds that receive the orange envelope have sought information about their pension the last year through either of these channels. Most often they have spoken to someone in their family or at their bank. The penetration of minpension.se continues to increase.



Customer Satisfaction Index (CSI)*

*In Swedish: NKI

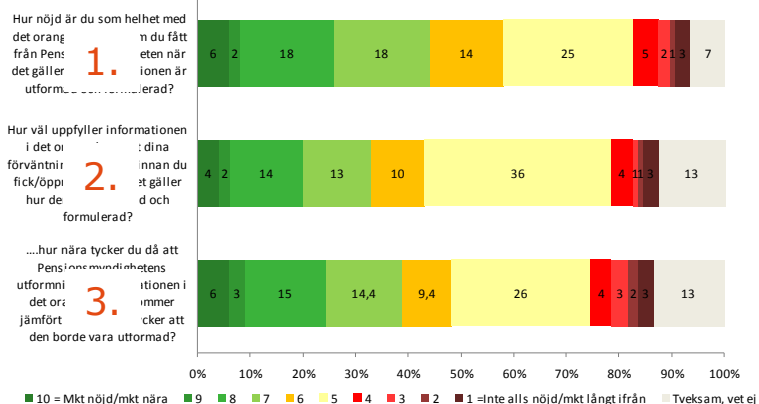
Customer-Satisfaction-Index (NKI)

NKI is a construct using three questions*:

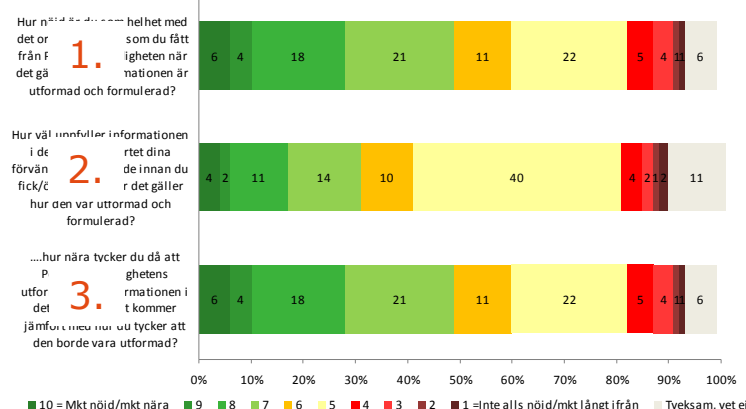
1. Overall satisfaction with the orange envelope from the Swedish Pensions Agency regarding how the information is presented and phrased?
2. How well does the information in the orange envelope fulfill your expectations regarding how the information is presented and phrased?
3. Think of a piece of pension information that is presented and phrased in an ideal manner. How close to this do you think that the information in the orange envelope comes?

*Ratings on a scale 1-10

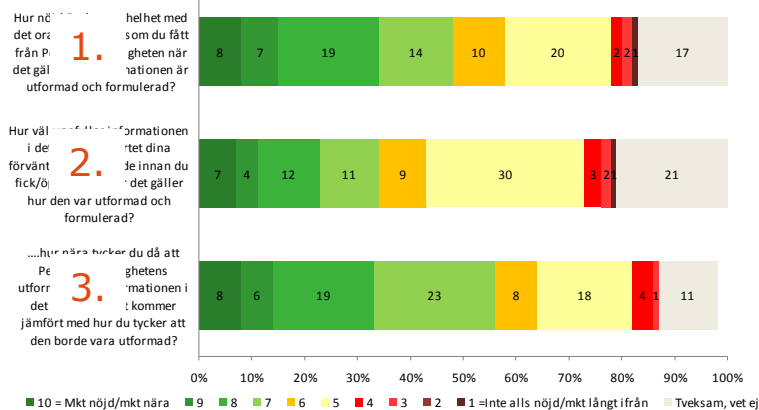
Pensioners. NKI 56.



General pension savers. NKI 57.



New pension savers. NKI 64.



Summary

- The perceived awareness about and confidence in the national public pension system increase among pension savers.
- The Swedish Pension Agency is established as the sender of the orange envelope, but the majority still does not know who the envelope comes from.
- One in five spontaneously erroneously think that the envelope contain information about the occupational pension.
- More pension savers open their envelope.
- The contents is easy to understand for most readers.
- The orange envelope contains valuable and useful information. Most readers do not miss any information. Those that do mainly miss information about their total pension situation.
- More and more read their forecast which they regard as trustworthy.
- Remaining high interest in pension information on the Internet and increasing use of electronic identification.