



Savers prioritise precision over presentation, 2026

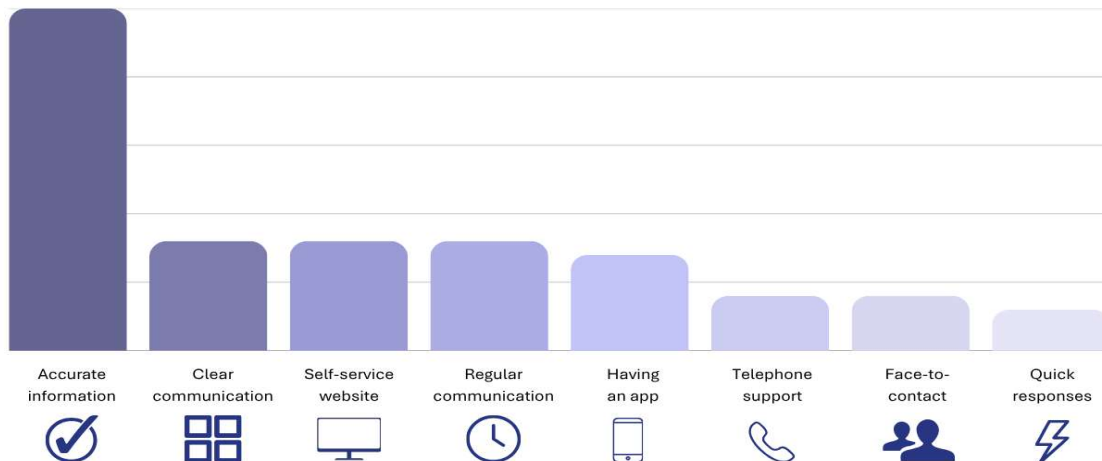
Trafalgar House Trust & Confidence Index shows

Press release: 2 June 2026

In the second release from its 2026 Trust & Confidence Survey*, Trafalgar House, a specialist third-party pensions administrator, has revealed that savers are prioritising accuracy over feature-heavy design and advanced digital functionality.

One in four savers (25%) now say accurate information is the single most important factor in building trust in pension providers, **up sharply from 16.21% last year**, according to the research. This marks the most significant movement across the dataset and highlights a clear shift in expectations, with greater emphasis being placed on clarity, transparency and reliability, particularly in a period of economic uncertainty and ongoing policy change. At the same time, the proportion of individuals who feel unable to judge their pension situation, whether in terms of trust, overall experience or retirement readiness, has increased by an average of 17.4%, underlining the growing need for clearer communication and more effective member support.

While digital engagement remains important, the findings show it is no longer sufficient on its own to build trust. Although younger savers continue to value online access and self-service tools, the relative importance of digital features has declined. Instead, there is a stronger emphasis on the quality of information delivered through these channels. Savers increasingly expect digital platforms to combine convenience with information that is clear, reliable and easy to understand.





Other traditional trust-building elements, including face-to-face interaction, clear communication and digital self-service, have also declined in importance as primary drivers. This does not mean they are no longer valued, but rather that they are no longer seen as the foundation of trust. Instead, the data points to a clear realignment, with trust increasingly driven by the dependability of information rather than the method through which it is delivered.

Daniel Taylor, Client Director at Trafalgar House, said: “On one level, it’s no surprise that accuracy matters most. But what this research really highlights is just how fragile trust can be. Even small errors or inconsistencies can quickly undermine confidence, particularly when people are already unsure about their pension position.

“Members aren’t just looking for access or functionality anymore, they expect information to be precise, transparent and easy to understand every single time they engage. Digital tools still have an important role to play, but they need to reinforce clarity, not complicate it. For trustees and schemes, that puts the focus firmly on getting the basics right consistently, because trust is much easier to lose than it is to build.”

Last month Trafalgar House announced that top-line figures for 2026 shows trust in the pensions industry has **edged up slightly to 5.32 out of 10**, compared with **5.23 in 2025**. After several years of modest fluctuations, trust in pension providers has inched upwards from 4.63 in 2021 to 5.32 in 2026, with only a slight dip in 2025, suggesting a gentle, emerging upward trend.

ENDS

Further results of the survey will be announced in coming weeks and will include, retirement provision and the gender and generational gap.

*The research, covering a broad spectrum of more than 2,000 people over the age of 18, was completed at the beginning of 2026. Conducted annually, the research explores the level of trust in pension providers, the factors that influence this trust, and the overall sentiment towards pensions among the UK population giving a valuable insight into the current status of the pensions landscape. Using a scale of 0 to 10 with 0 being ‘not at all’ and 10 being ‘a lot’, the public are asked to rate their answers to a series of questions.



Notes to editors:

Trafalgar House is a specialist pensions administrator, dedicated to delivering exceptional service and setting the benchmark for quality pensions administration.

As we mark our 20-year anniversary in 2026, our mission is to set the highest standard of pensions administration by any recognised measure. We do this through sustained investment in our people, processes and technology.

We started life as an in-house administrator built on a commitment to quality and member experience. Today, we are recognised as a business of pensions administration experts, adopting the best in technology and innovation from across the market.

With offices in London and Farnborough, our team of 185 specialists serves more than 200,000 members across 35 clients. We hold internationally recognised accreditations covering quality, security, professional development, customer service and environmental protection.

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