

## DESCRIPTION FOR THE GENERAL PUBLIC

The phenomenon of information avoidance has been studied quite recently. Intuition suggests that people should rather seek information, and useful information should never be ignored consciously. Results of the studies often show that it is not as obvious. For example, more than half of people who decide to be tested for HIV, subsequently do not come back to find out their result. Similarly, investors often pay for the "blessing of ignorance" while making risky decisions. Until now, the phenomenon of avoiding information has not been studied in the context of long-term savings.

Recent pension forecasts are more than distressing, so economically active people should seek additional strategies to secure an adequate standard of living in their post-retirement period of life. However, the research indicates a low level of Poles' retirement awareness (Czapiński and Góra, 2016). It is manifested in the fact that, in spite of having knowledge about the risk of receiving low pensions, as well as having the opportunity to save, Poles still do not do it. Certainly, thinking about old age is not only difficult, but also unpleasant and can generate fear of death, diseases, disability and deterioration of the living standard. This, in turn, may cause the desire to avoid the subject of old age and retirement, and as a result, to avoid any information and action to protect this period of life.

It might be worth testing if such "pension anxiety" results from numerous reforms in the Polish pension system, which significantly limited public trust in government actions. Or is the topic so difficult that Poles prefer ignorance and lack of information, even when the information is useful, common and free? Thus, the project's cognitive goal is to assess to what extent the information avoidance phenomenon occurs in the context of long-term savings and to identify its' determinants.

This objective will be achieved basing on a survey carried out by use of the CAWI method on a representative sample of approximately 1000 professionally active respondents, aged 18-65. This study comprises two stages - a questionnaire (with questions regarding various aspects of the analysed issues using appropriate psychological tests) and a controlled experiment.

Confirmation of the information avoidance phenomenon and identification of its determinants will enable understanding the Poles' attitude to the problem of pension security, and also the development of recommendations how to influence these attitudes in order to encourage postponing current consumption to improve the future standard of living.