

Contact: Ken Roe
Core Insight
ken@coreinsight.co.uk
Phone 0113 380 1788

117 The Headrow
Leeds
LS1 5JW
www.coreinsight.co.uk



Press Release

New ISA research indicates financial service institutions may need to rethink their strategies.

The ISA period is upon us again and this year there is greater pressure on financial services to penetrate deeper into this market. With the lack of liquidity in the market as a whole ISAs represent an opportunity to drag large sums into the financial services sector. With this in mind, Marketing Services provider Core Insight have gathered detailed information on current consumer attitudes to ISA's from UK households. The survey, carried out in December 2007, revealed some interesting market trends and insights into purchase intentions for the current tax year.

- 46% of consumers have long-term plans and are saving for retirement
- Only 18% of those surveyed intend to purchase an ISA in 2008
- 35% of those with an ISA intend to top up before April

The Core Insight survey, carried out using the CCB Consumer Voice online research panel, also revealed two distinct markets emerging in the UK for savings and investments.

- Regular savers who are twice as likely to use tax efficient savings plans
- Consumers who indicate they would like to save more but don't because of 'lack of disposable income'

Such findings raise many questions about the long-term viability of Britons to provide for and protect themselves and future generations.

Consumers who do not intend to purchase need to be convinced ISA's are an effective way to save, for a 'rainy' day as well as for the longer term, supporting a wealthier future.

Consumers who purchase are becoming increasingly sophisticated in the purchasing decision, making best use of multiple sources including comparison sites, web sites, and marketing collateral.

Core Insight Managing Partner, Chris Ward says: "Right now, this survey indicates financial services institutions may need to rethink their strategies to acquiring and maintaining ISA customers. It is essential to gauge consumer attitudes towards savings on an increasingly frequent basis since recent financial events have squeezed consumers and changed attitudes to long term saving"

For further information on these findings contact Ken Roe at Core Insight on 0113 380 1788.