

National Consumer Agency

Market Research Findings: Financial Planning and Money Resolutions for 2012



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January 2012

Research Conducted by


amárach
research

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Key Findings

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Key Findings



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- Personal Finance Review:
 - A **fifth (21%)** of consumers **never review** their personal finances
 - Nearly 3 in 10 (27%) review finances monthly, with a further 11% reviewing weekly
 - 3 in 4 (75%) plan on carrying out a review of personal finances in the new year
- The number one money resolution for 2012 is ***“to budget better”*** as cited by 35%, followed by *“to save more”*, at 23%
- Biggest financial worries for 2012:
 - *“not having enough money to meet day to day expenses”* (28%)
 - *“not being able to meet unexpected expenses”* (20%)

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Financial Planning and Money Resolutions for 2012

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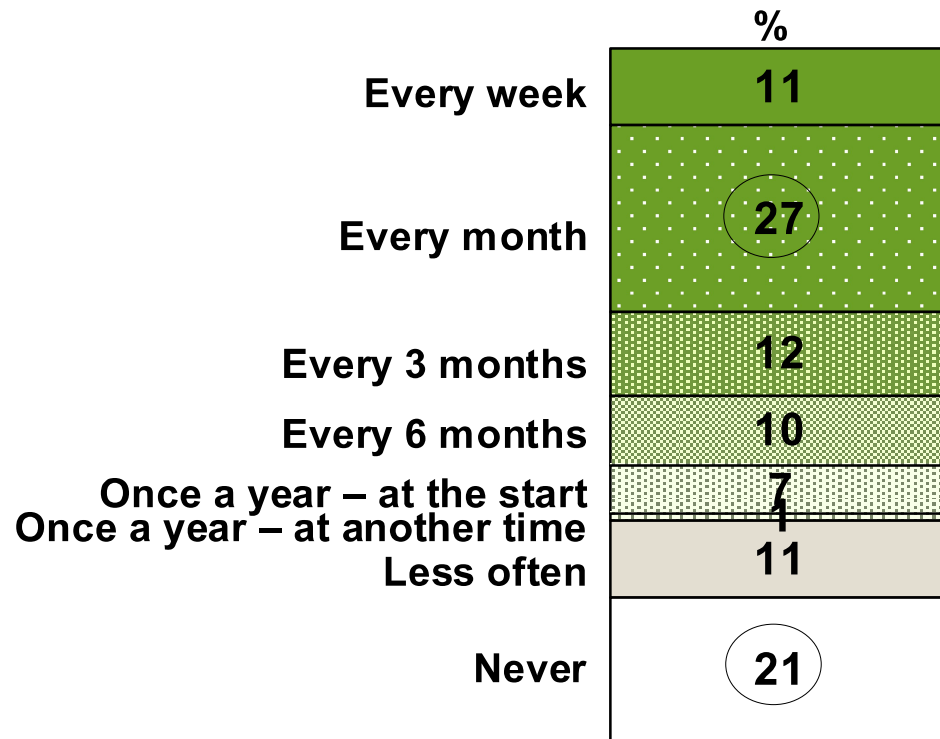
Financial Planning

(Base: All aged 15-74 – 1,000)



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Frequency of Reviewing Personal Finances



1 in 5 (21%) never review their personal finances. Over 1 in 4 (27%) claim to review their personal finances every month while 1 in 10 (11%) claim to do so every week.

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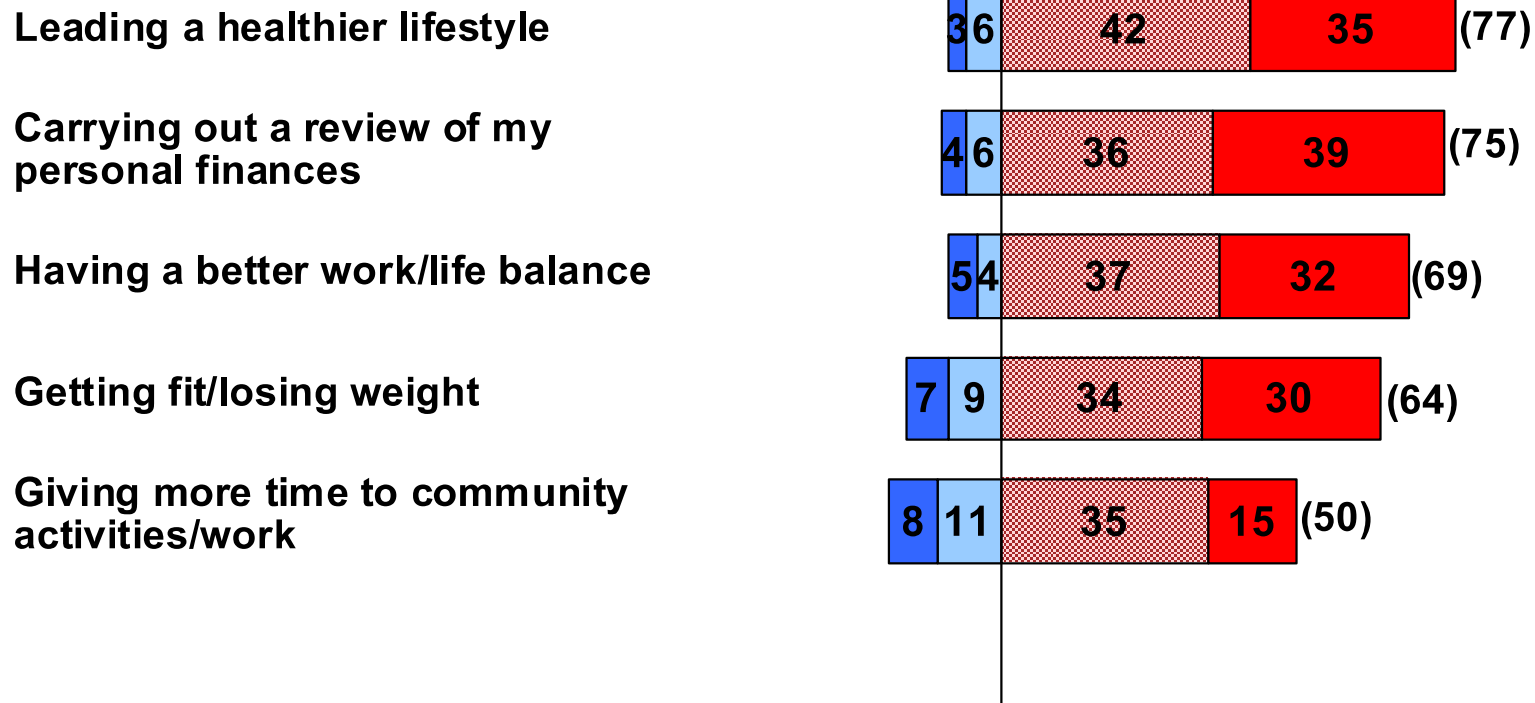
Plans for the Year Ahead



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(Base: All aged 15-74 – 1,000)

Not at all Important Not very Important Fairly Important Very Important
%



Neither/Nor	Mean Score
14	4.0
15	4.0
22	3.9
20	3.7
31	3.4

Over 3 in 4 (77%) plan to lead a healthier lifestyle in 2012. A similar proportion (75%) indicated that they will carry out a review of their personal finances.

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Money Resolutions for 2012

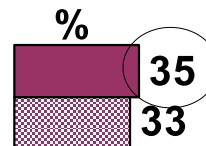


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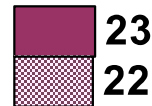
(Base: All aged 15-74 – 1,000)

No. 1 money resolution for 2012

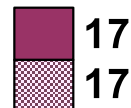
To budget better



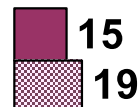
To save more



Reduce my debts



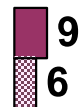
Shop around for everything



Keep up to date with my repayments on my mortgage



Other #



#All other mentions 1% or less

Nov 2011

Nov/Dec 2010

The number one money resolution for 2012 remains to budget better – as mentioned by over 1 in 3 (35%).

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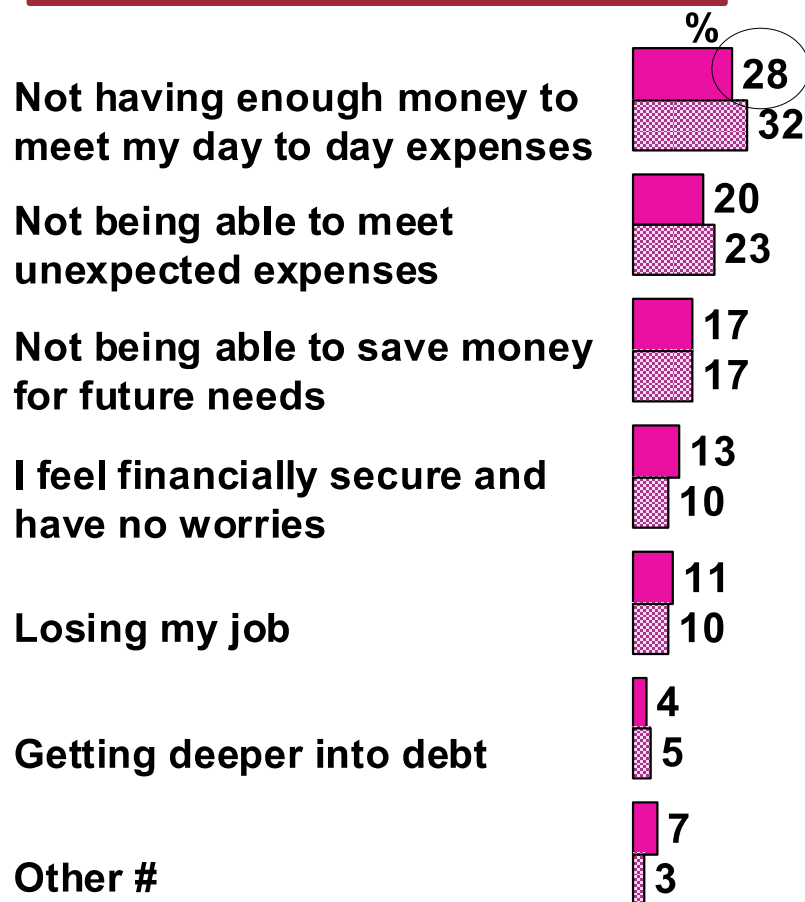
Money Concerns for 2012



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(Base: All aged 15-74 – 1,000)

Biggest financial worry for 2012



Nov 2011

Nov/Dec 2010

Consistent with the same period last year, the biggest financial worry for 2012 is not having enough money to meet day to day expenses (28%).

All other mentions 1% or less

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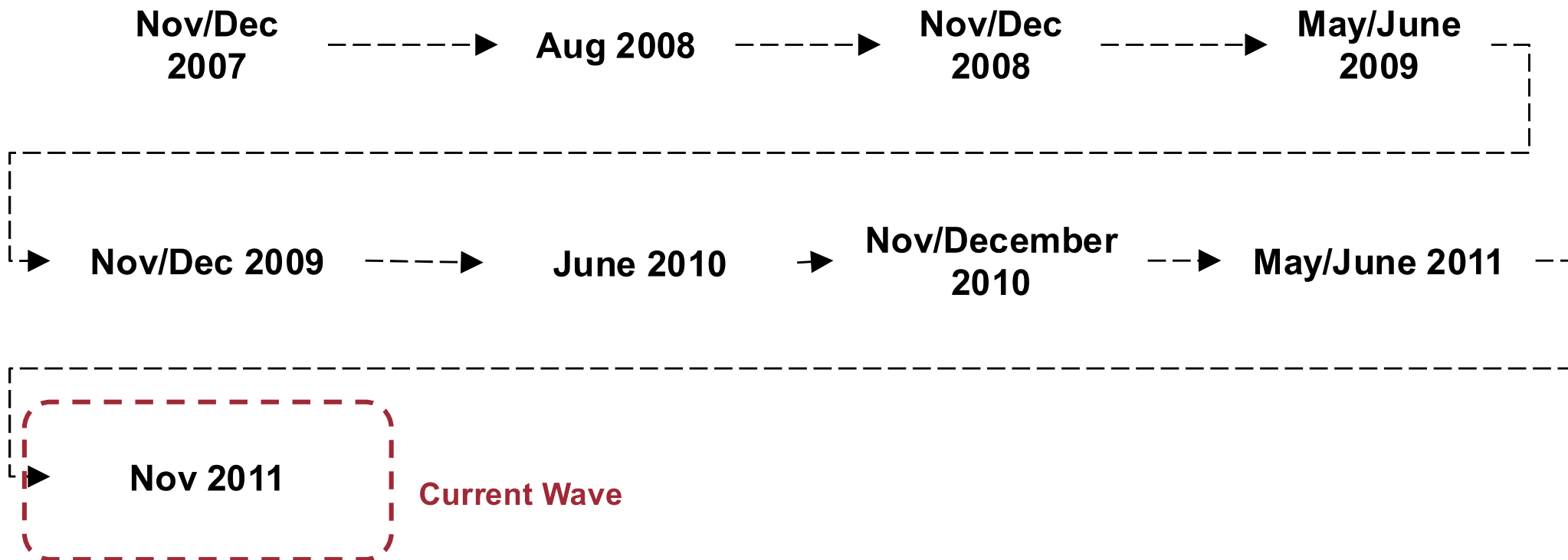
Research Background and Methodology

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Research Background and Methodology



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- The research was conducted by means of face-to-face interviewing with 1,000 people *between* the ages of 15-74.
- To ensure that the data is nationally representative, quotas were applied on the basis of age, gender and social class.
- Interviewing was conducted over a four week period in November 2011.

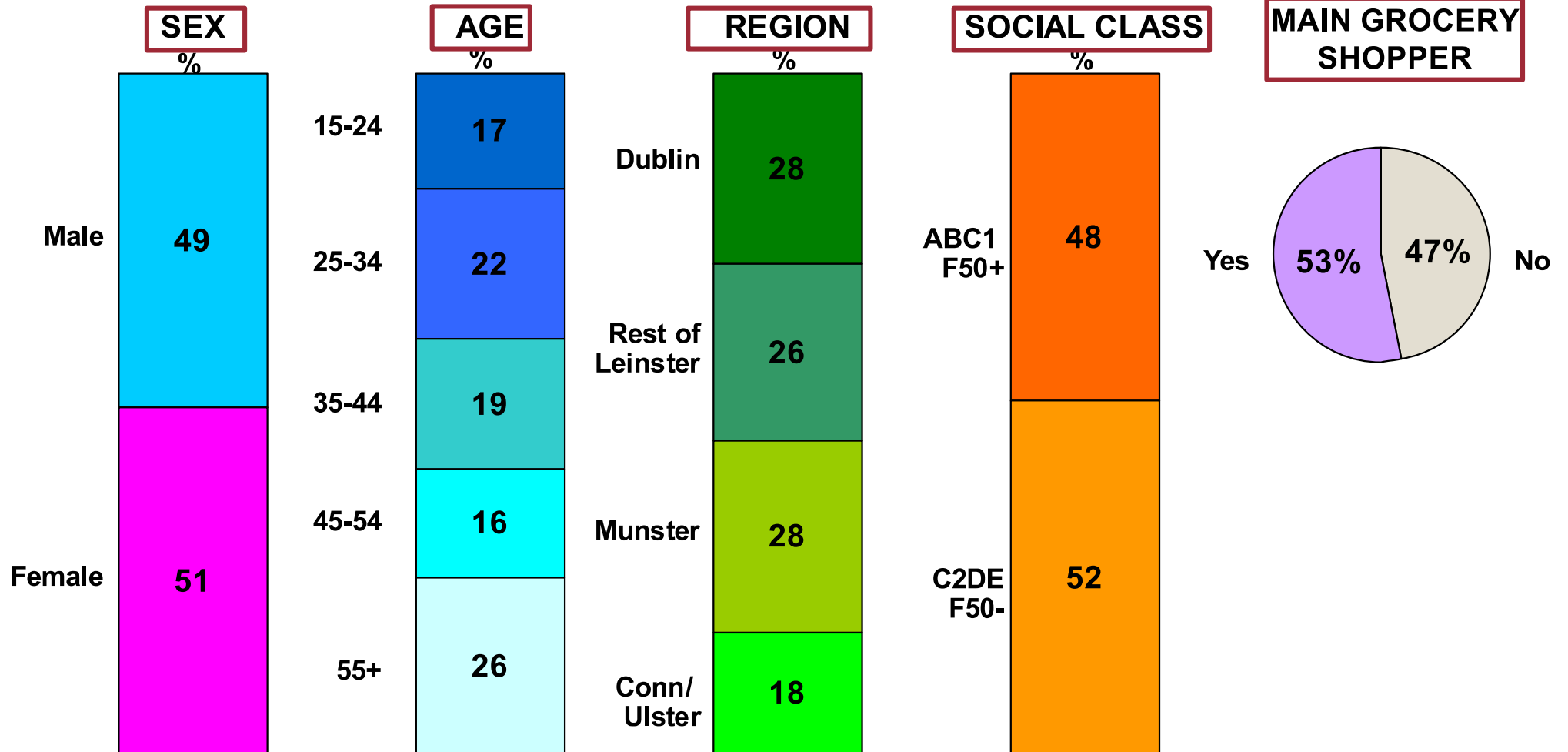
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Profile of Sample



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(Base: All aged 15-74 – 1,000)



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