

Synopsis

- The overall index score has increased again- currently standing at the highest level since launch of the index. Increased interest in bonds (premium national savings) has been the most significant driver of the overall index score. This coincides with the current television advertising campaign with Alan Sugar, and the lead up to premium bonds celebrating 50 years since its launch.
- Just under half are saving for retirement and perhaps not surprisingly significantly more are saving for Christmas.
- Life stage continues to have a real impact on findings with a feeling throughout the study that younger respondents look to spend 'here and now' whilst the older respondents look more to saving and retirement.
- There appears to be a real correlation between financial stability and life happiness; respondents who actively save, those with a professional financial adviser and those with a pension, all rate themselves happiest in life.

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1.0 Introduction

There are a number of companies that regularly ask consumer opinions, or gather data, to develop an 'index' showing movements or trends in various markets. This gives these companies greater awareness of what's happening in the market and provides the opportunity to react to the information received. This index can also be used to report on changes in this market and generate media activity that ultimately should help to develop their brand.

Two examples of these measures within the UK are:

- The Halifax has the longest running monthly house price series covering the whole country going back to January 1983.
- State Street has developed an Investor Confidence Index, to measure confidence directly and quantitatively by assessing investor holdings of risky assets. The more of their portfolios that professional investors are willing to devote to riskier as opposed to safer investments, the greater their risk appetite or confidence.

Standard Life has developed questions relating to savings and investments and are using this as an index for our market.

Experian used their Canvase Opinion survey, a quantitative online methodology, to publish our questionnaire onto their website. This sixth wave of fieldwork took place between the 14th and 20th October 2006 and this research will continue quarterly with further waves planned for January 07, April 07 and July 07.

A total of 1500 questionnaires were completed online ensuring that our quota sample was adhered to.

Quarter	July 05	Oct 05	Jan 06	April 06	July 06	Oct 06
Overall sample size	1567	1506	1667	1588	1521	1500

FISS 2

Financial Strategy Segments 2 (FiSS) is a segmentation system developed by Experian, which places every consumer in Great Britain into one of 82 person distinct types and 45 household type descriptions. The segmentation has been designed specifically for the financial services marketplace. These 45 household types nest into 13 broad household groups (details in appendix 2, p28).

2.0 Executive Summary

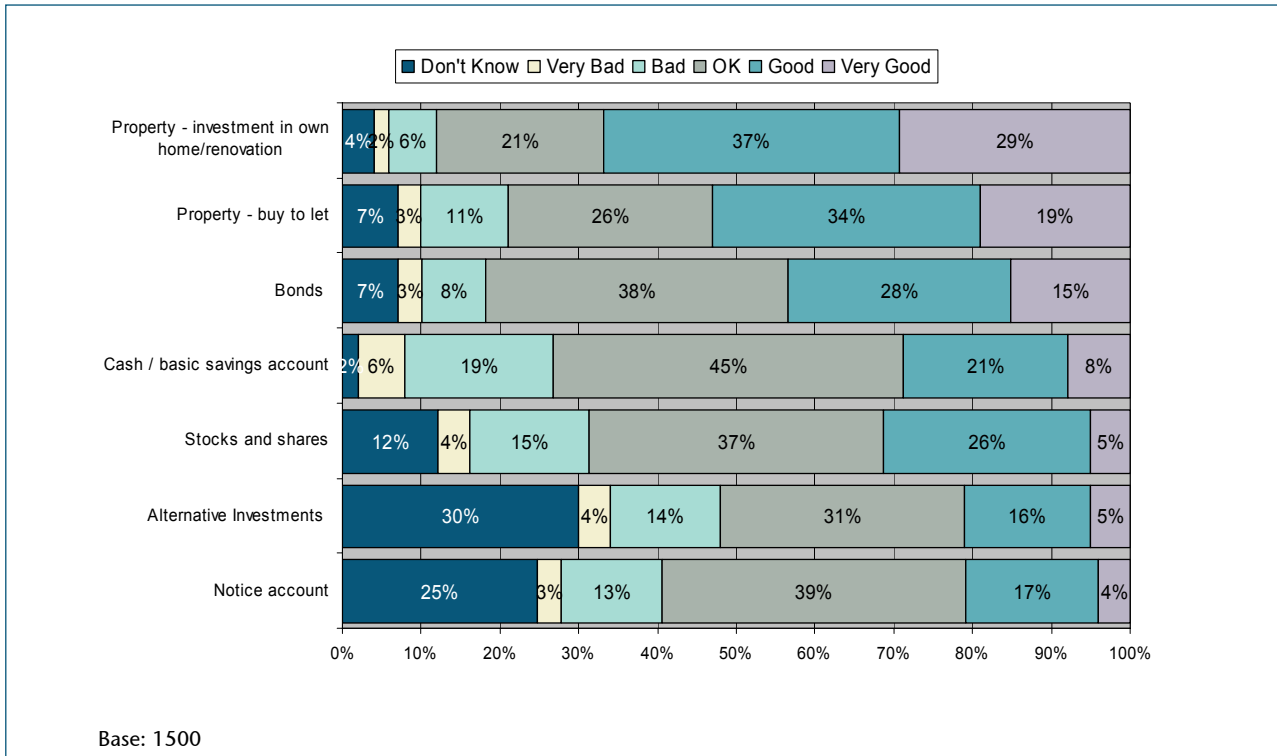
- The overall index score has increased again from 19 in January and April to 21 in July and now 23 in October; the highest score so far.
- With regards to investment category index scores; bonds (premium national savings) see the highest increase from 28 points to 34 with significantly more respondents stating it's a very good time to invest in bonds. This may also be related to the current television advertising campaign with Alan Sugar and the lead up to premium bonds celebrating 50 years since its launch. Stocks and shares also increase to 12 from 2 points in July and this is the highest score since January 2006 (17). This is due to significantly less respondents stating it's a bad time to invest in stocks and shares and significantly more stating it's a good time showing a volatile trend. Property (own) and property (buy-to-let) remain the top two categories. Own property remains on 62 points whilst buy to let decrease 2 points to 41 after a large increase in July at 43 from 35 in April.
- For investment vehicles and index scores, there are no significant changes. ISAs score the highest, with a slight decrease from 54 to 51. The three pensions vehicles were next, with personal, dropping from 27 to 22; employer up 1, to 34; and SIPP down 4 to 15. Annuities (-28) and endowments (-54) scored least.
- Those who state they are currently saving for the future has increased from 55% to 58% the same score as January and April 06. The most popular statement related to savings mentioned by a third continues to be "I save regularly and only spend what's left" with the least popular statement being "I don't bother saving at all because I don't believe in saving".
- For the first time, retirement has taken over holidays as top spot for what respondents are saving for. Just under half of those saving stated that they are saving for retirement (49%, up from 46%) followed by holidays (46% down from 49%) with home improvements in third (34%, down 1%). However those saving for Christmas has significantly increased over the year from 12% in January, 15% in April, 20% in July and now 29% in October.
- 45% (up 2%) stated they have saved the same amount since a year ago and 41% (up 1%) will continue to save about the same. Over the past 12 months, 27% believe they saved more than they did 12 months ago (up 2%) compared to 25% stating they are saving less; a significant decrease since July (30%) but the same score as January and April 06. The future looks optimistic with only 9% expecting to save less in the year ahead and 37% stating more.
- When respondents were asked if they had dipped into any existing savings over the last three months, 26% stated they 'never' dipped into savings, 31% said they had for holidays (down 2%), and 22% stated to pay off bills/debt and home improvements. Those dipping in for Christmas expenses hasn't changed this wave from 6% in July and now 7% in October 2006 (compared to 28% in January 2006).
- 27% of respondents state they have an ongoing relationship with a professional financial adviser, up from 24% in July and closer to scores seen prior to July 06.
- With regards to satisfaction with savings for retirement, overall 33% stated they were satisfied or very satisfied (up significantly from 28% in July). The older the respondent, the more likely they are to be satisfied i.e. 26% satisfied/very satisfied for 26 to 35 year olds (up significantly from 18%) compared to 41% for 56 to 65 year olds.
- Finally, the question added in wave 4 which gives some insight into how happy respondents feel in their life and to find out if there is an optimum level of happiness. Overall 76% rated themselves 6-10 out of ten (where ten was extremely happy and 1 was extremely unhappy), 24% rated themselves with a score between 1 and 5 (no real changes since last wave).

3.0 Main findings

3.1 Investment Categories

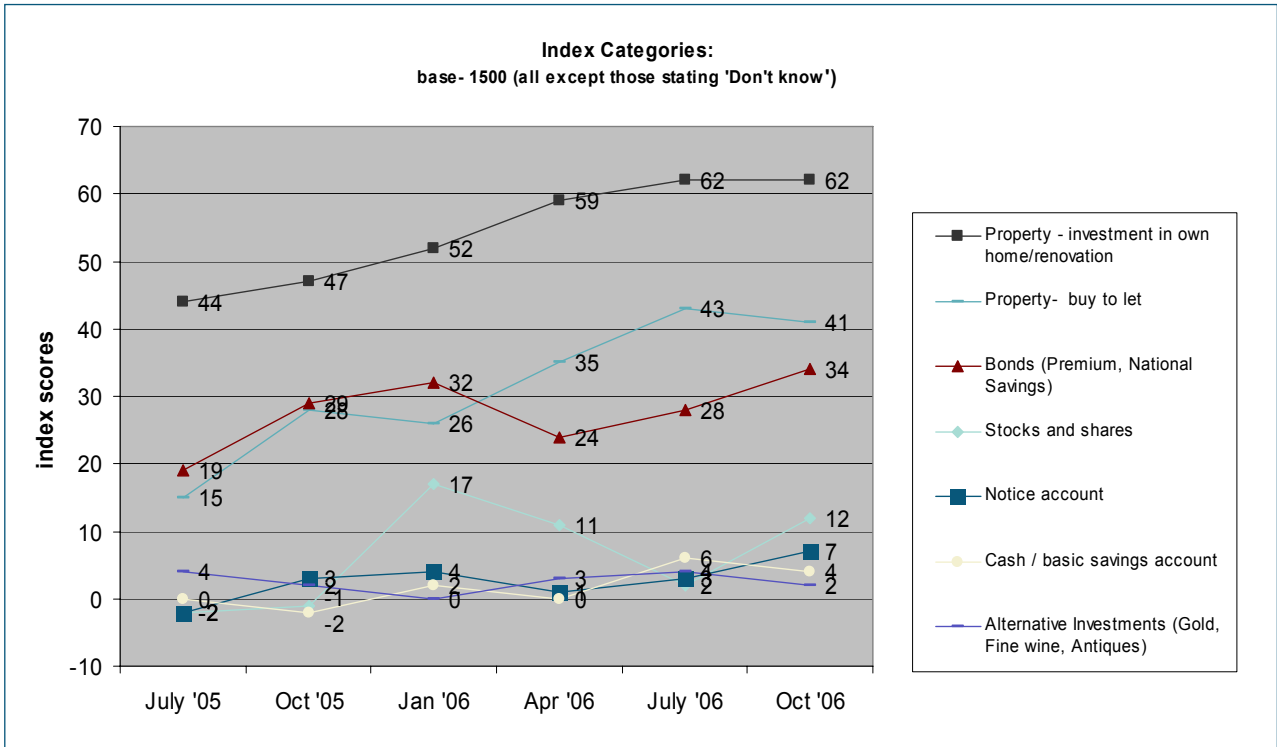
On a scale of 1 to 5, where 1=very bad and 5=very good, respondents were asked to consider the following list of *investment categories* and state whether they feel it is a good or bad time to invest in this way for their financial future:

Is it a good or bad time to invest in the following investment categories?

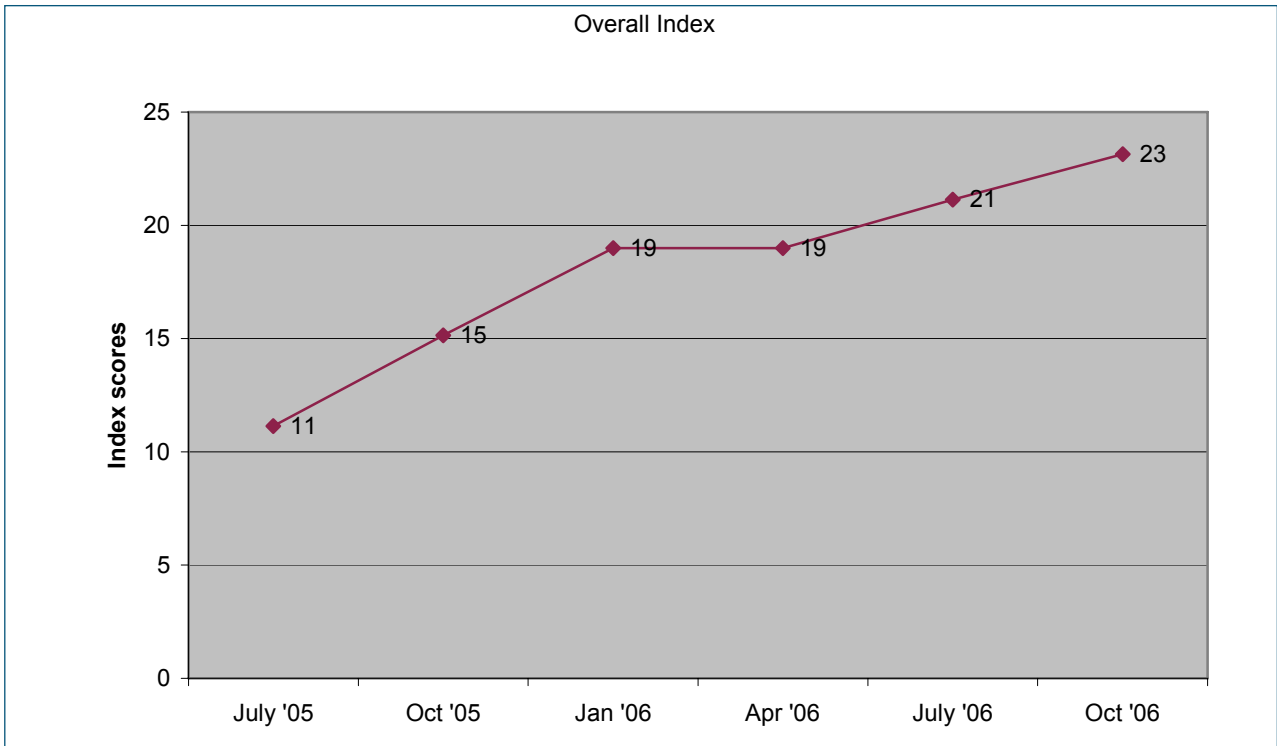


From the above chart, index scores are calculated by adding together the good/very good scores minus the bad/very bad scores from the base, excluding the don't knows i.e. the base only includes those who have stated an opinion. These results are further highlighted within the graph overleaf and significant differences are shown the table below.

Index scores	Wave 5 July 06	Wave 6 Oct 06	Significant differences for wave 6
Property – buy to let	43	41	Sig less stated 'very good'
Bonds (Premium National Savings)	28	34	Sig more stated 'very good'
Stocks and shares	2	12	Sig less stated 'bad' and sig more stated 'good'

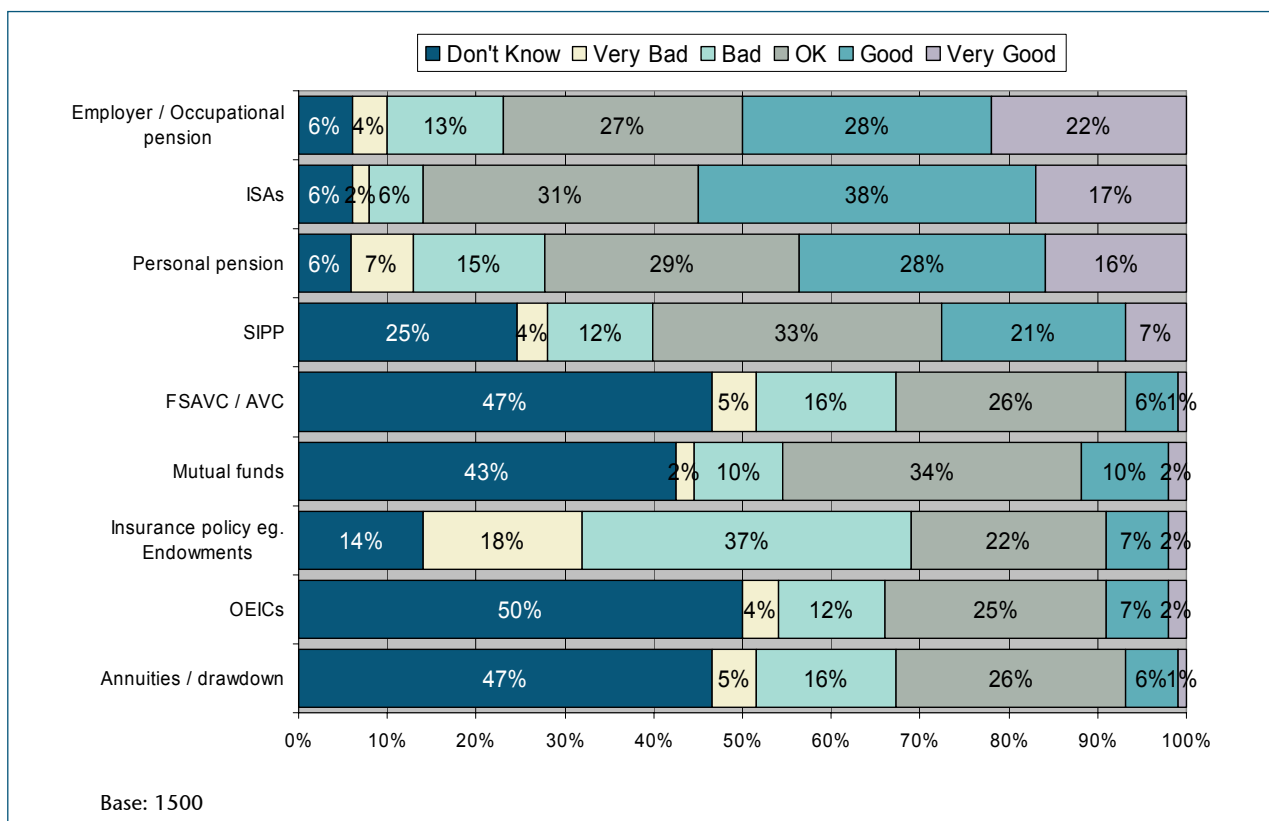


The following chart demonstrates the overall index score i.e. the average score of all the above investment categories. As the graph shows, the overall index has increased since April to the highest point since tracking began, this will be mainly driven by further increase shown in Bonds and as mentioned before.



3.2 Investment Vehicles

Similarly, on the same scale, respondents were asked to consider the following list of *investment vehicles* and indicate whether they feel it is a good or bad time to invest in each way for their financial future:



From above, index scores are calculated by adding together the good/very good scores minus the bad/very bad scores.

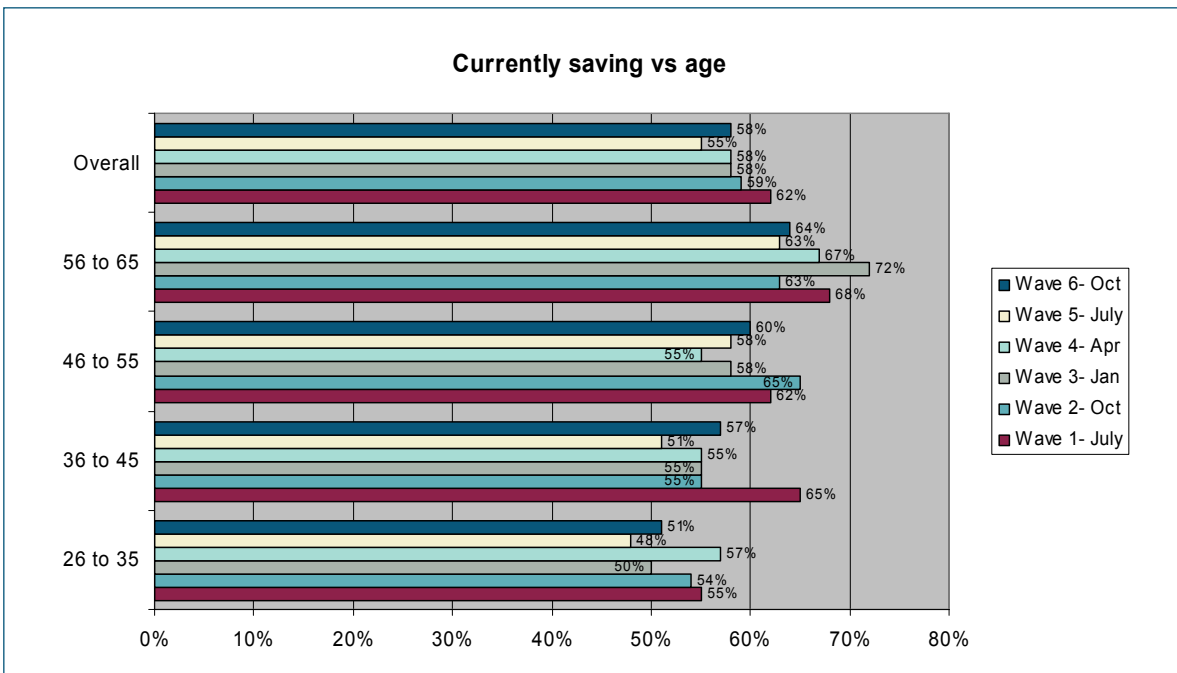
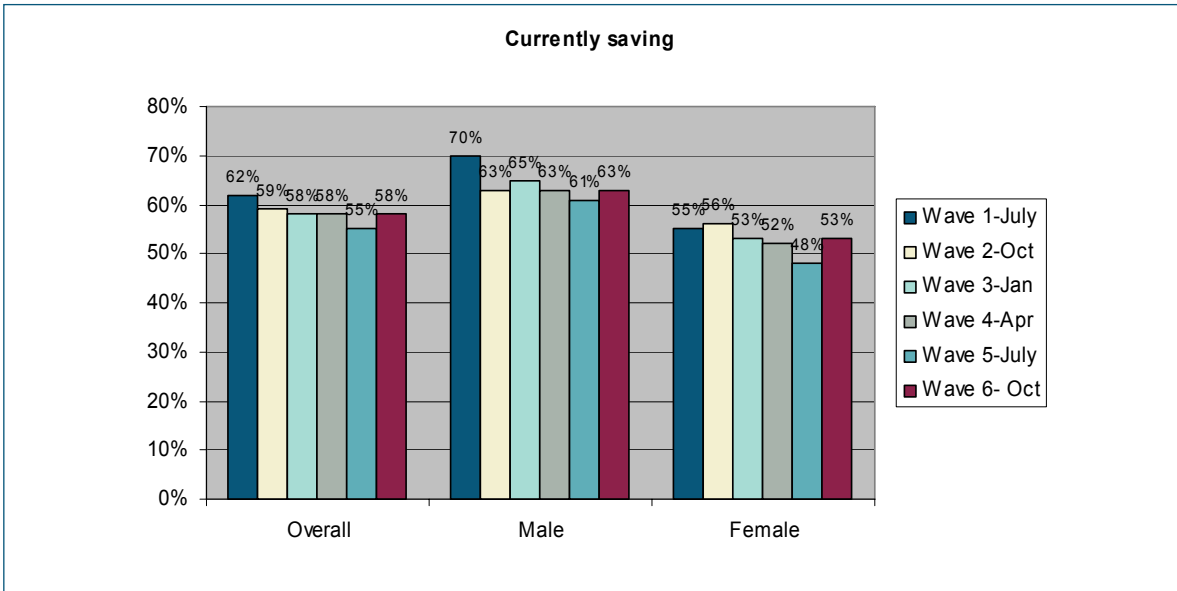
Index scores	Wave 1 July 05	Wave 2 Oct 05	Wave 3 Jan 06	Wave 4 Apr 06	Wave 5 July 06	Wave 6 Oct 06*
ISAs (Individual Savings Accounts)	46	46	51	55	54	51
Employer / Occupational pension	35	36	31	26	33	34
Personal pension	15	17	21	27	27	22
Self invested personal pension (SIPP)	7	18	17	18	19	15
FSAVC/AVC	2	8	8	7	9	4
Mutual funds	-9	-8	-6	-3	1	0
OEICS (open-ended investment contracts)	-17	-18	-17	-16	-15	-14
Annuities / drawdown	-36	-33	-28	-29	-29	-28
Insurance policy e.g. Endowments	-62	-64	-56	-58	-52	-54

*there were no significant differences between wave 5 and wave 6

- As there were a lot of significant differences with regard to age, gender and Fiss 2 types for these two questions, two tables are available within the appendix to demonstrate what these differences are. The main ones are:
 - Males are more likely to state it's a bad/very bad time to invest in buy-to-let whilst women are more likely to state good/very good.
 - Significantly more Fiss type D (on the breadline) think it's a good/very good time to invest in property buy to let.
 - Older respondents (46- 65) are more likely to think it's a good/very good time to invest in their own property whilst 26-45 year olds think it's a bad/very bad to invest in this and are more positive about cash/basic savings.
 - Perhaps not surprisingly, the oldest age group 56-65 are significantly more likely then any other age group to think it's a good/very good time to invest in SIPPs and FSAVC/AVCs.
 - Fiss type A (successful starts) think it's a bad/very bad time to invest in pensions- employer, personal or SIPPs.

- Respondents were asked; ‘Other than savings for emergency or rainy days, do you actively save or invest for your financial future’.

	Wave 1 July 05	Wave 2 Oct 05	Wave 3 Jan 06	Wave 4 Apr 06	Wave 5 July 06	Wave 6 Oct 06
Yes	62%	59%	58%	58%	55%	58%
No	38%	41%	42%	42%	45%	42%
Base	1567	1506	1667	1588	1589	1500



Wave 6 sees an increase in savings activity back to the levels prior to July 06 and more specifically:

- Significantly more males than females are saving- 63% vs. 53%.
- Significantly more older respondents save than the other age groupings.
- Significantly more 36-45 years olds stated saving in October than in July (51% to 57%).

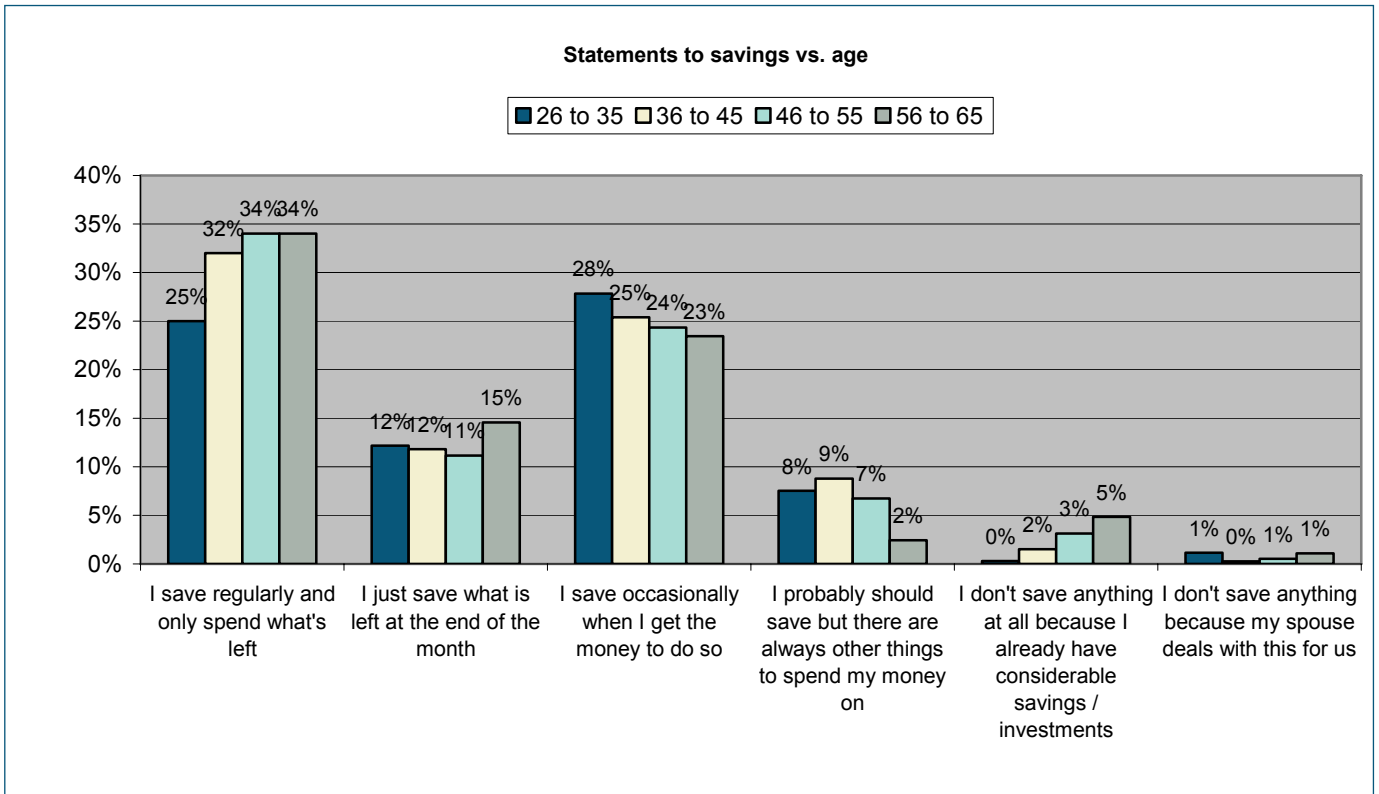
- With regards to Fiss types, type K (Ageing workers), D (On the breadline), and M (Elderly deprivation) save least: 39%, 43% and 43% respectively vs. type H (Mid life affluence) and G (Gilt edge lifestyles) with 80%, and 73% respectively who claim to save the most.
- Those with an employer or personal pension are significantly more likely to save than those with no pension (68%, 73% and 26%).
- Significantly more respondents who have an ongoing relationship with an adviser are likely to save than those who don't (78% and 51% respectively).
- Of those who have recently changed their job, 63% are currently saving compared to 54% of those who have recently stopped smoking and 48% who have recently had a baby.

3.3 Approach to saving/investing

	Wave 1 July 05	Wave 2 Oct 05	Wave 3 Jan 06	Wave 4 Apr 06	Wave 5 July 06	Wave 6 Oct 06
I save regularly and only spend what's left	34%	30%	30%	29%	28%	31%
I save occasionally when I get the money to do so	27%	28%	26%	27%	28%	25%
I don't save anything at all because I don't have any income to do so	12%	13%	14%	14%	14%	15%
I just save what is left at the end of the month	14%	13%	13%	11%	13%	12%
I probably should save but there are always other things to spend my money on	9%	10%	7%	8%	8%	6%
I only save when there is a specific purpose in mind e.g. new car/moving home*	N/a	N/a	5%	5%	4%	4%
I don't save anything at all because I already have considerable savings / investments	2%	2%	2%	2%	2%	2%
I don't bother saving at all	1%	1%	1%	1%	2%	2%
I don't save anything because my spouse deals with this for us	1%	1%	1%	1%	0%	1%
I don't save anything at all because I don't believe in saving	1%	0%	0%	0%	0%	0%
Don't Know	1%	1%	1%	1%	1%	1%

Base 1567 1506 1667 1588 1521 1500

From above- Blue denotes a significant positive variance from the previous month at the 95% confidence level. **Red** denotes a significant negative variance from the previous month at the 95% confidence level. *New to wave 3



From the chart above;

- 56-65 years olds are significantly more likely than 26-35 years olds to state 'I save regularly and only spend what's left'.
- 56-65 years olds are significantly more likely than all other age groups to state 'I don't save anything at all because I already have considerable savings/investments' (7% vs. 1%).
- The younger categories (26-45 years olds) are significantly more likely than 56 to 65 year olds to state 'I probably should save more but there are always other things to spend my money on'.

Gender findings;

- Men are significantly more likely than women to state 'I save regularly and only spend what's left' (34% vs. 29%) whilst women are significantly more likely than men to state 'I don't save anything at all because I don't have any income to do so' (19% vs. 12%).

3.4 What are they saving for?

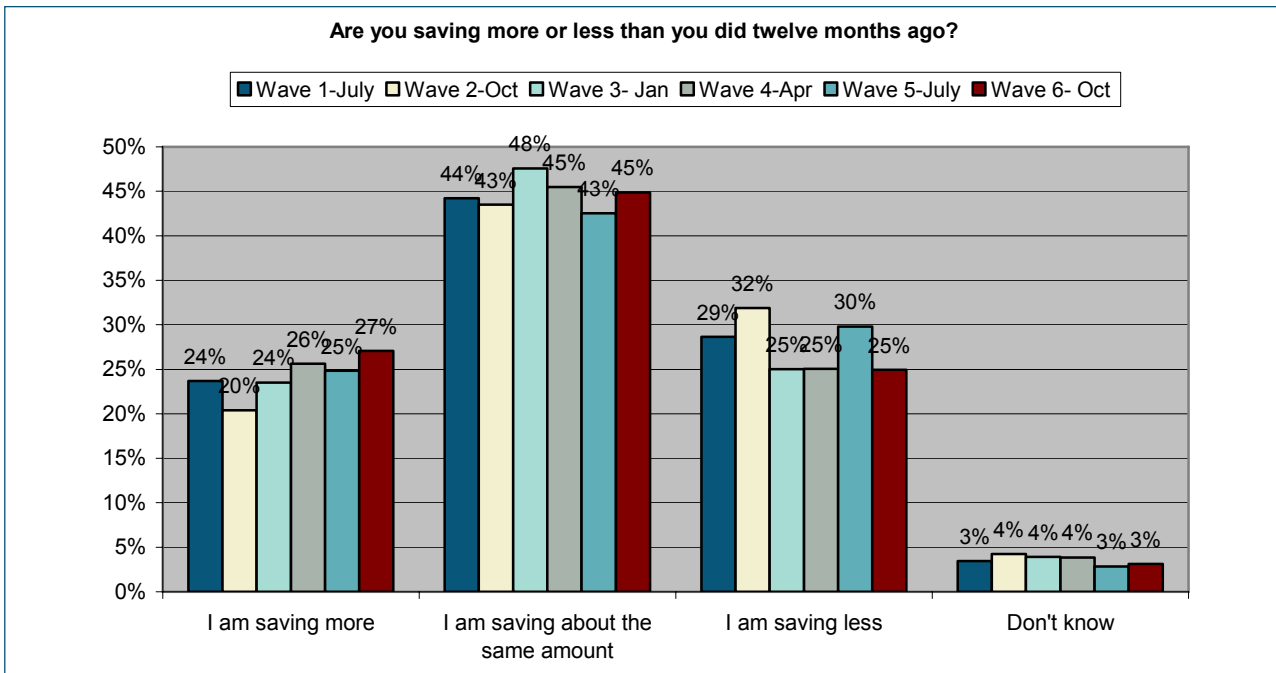
Of those who indicated from the previous question that they do save, a question was added in wave 3 to find out what they are saving for. The results are shown in the table below (*can give more than one response*):

	Wave 3 Jan 06	Wave 4 Apr 06	Wave 5 July 06	Wave 6 Oct 06
Retirement	46%	45%	46%	49%
Holiday(s)	49%	52%	49%	46%
Home improvements	34%	35%	33%	34%
Christmas	12%	15%	20%	29%
Buying car	20%	20%	20%	19%
Pay off a loan/overdraft	17%	19%	18%	19%
Moving/buying a home	18%	18%	18%	18%
To help child(ren) e.g. 1st house deposit/ driving lessons	13%	13%	13%	15%
University fees	9%	10%	10%	9%
New home computer	5%	6%	6%	7%
Grandchildren	5%	6%	6%	6%
A wedding	5%	5%	5%	5%
Healthcare	3%	4%	5%	4%
School fees	3%	4%	3%	4%
Starting a family	4%	3%	4%	4%
Inheritance	2%	2%	2%	3%
Other	9%	9%	9%	7%
Base:	1229	1153	1107	1088

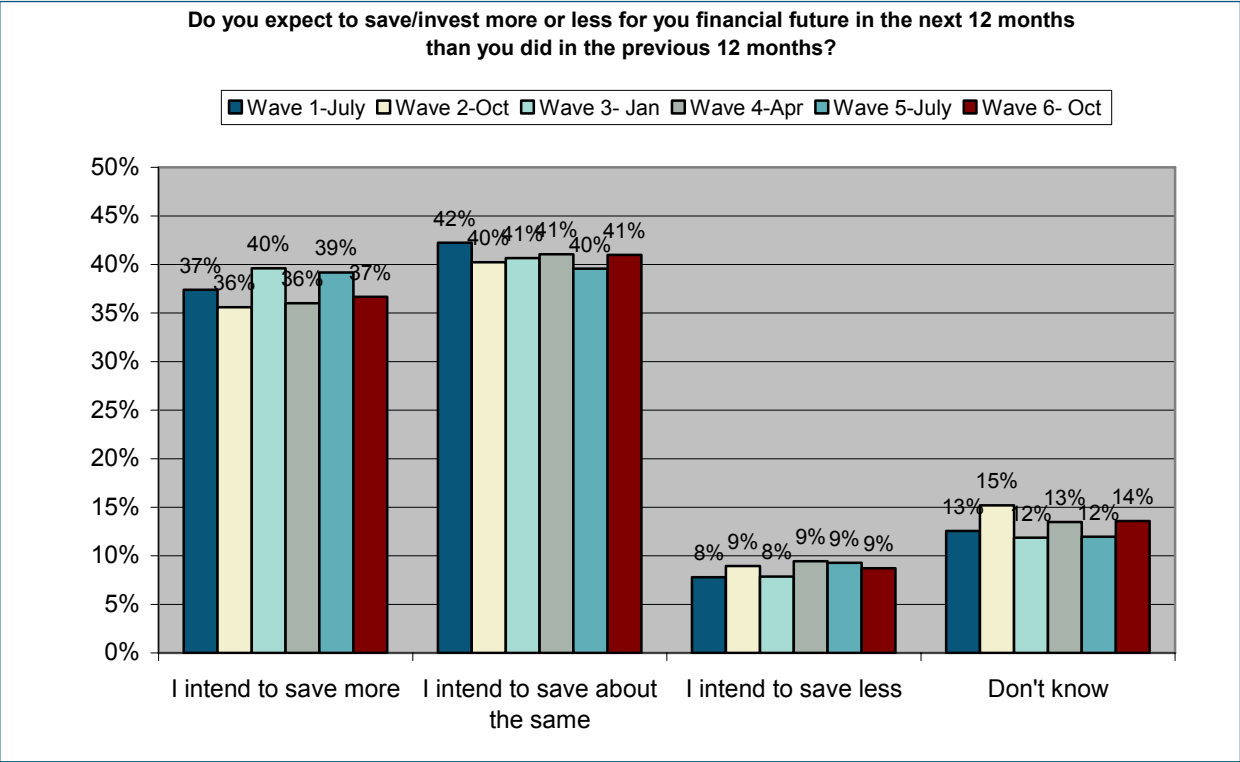
- There are no differences when looking at classification details for those saving for a holiday; with regards to gender, age, income band or Fiss type, half of those saving mentioned it was for a holiday.
- Unsurprisingly respondents differ by age:
 - 26-35 year olds more likely to be saving to pay off debt, starting a family or buying/moving home and a wedding and much less likely to be saving for retirement;
 - 36-45 year olds more likely to be saving towards university fees and helping children;
 - 46-55 year olds more likely to be saving towards university fees and helping children e.g. to their first house deposit or saving for retirement. They are much less likely to be moving home than the other age groups;
 - 56-65 year olds more likely to be saving for grandchildren and retirement.
- Men are more likely to be saving for home PCs (9% vs. 4%), a car (22% vs. 16%), paying off loans/overdrafts (21% vs. 17%) and retirement (52% vs. 45%) than women. On the other hand women are more likely to be saving for Christmas (33% vs. 24%) and home improvements (39% vs. 29%).
- Compared to all other Fiss types:
 - A (Successful start) are more likely to be saving for a car, buying a home and paying off loans/overdrafts;
 - B (Happy housemates) are more likely to be saving for paying off loans/overdrafts and buying a home;
 - D (On the breadline) are more likely to be saving for Christmas;
 - E (Flourishing families) for school fees, university fees and to help their children and buying a car;
 - G (Gilt edge lifestyles) for helping children e.g. to their first house deposit and university fees;
 - H (Mid life affluence) university fees and helping children;
 - I (Modest mid years) for home improvements and retirement;
 - J (Advancing status) for grandchildren and retirement; and
 - L (Wealthy retirement) for retirement.
- The higher the income of the respondent, the more likely they are to be saving for retirement e.g. 69% of those earning £60-70k compared to 34% of those earning £15- £20k.

- Although small base sizes, saving in relation to recent life events which have occurred in the last 12 months, there is a clear correlation with life stage:
 - Those who have recently moved home are saving to pay off debt and the move itself;
 - Those who recently got engaged are saving for a wedding;
 - Those recently married are saving for a family;
 - Those with children starting university are saving towards university fees, to help their children and for retirement;
 - Those who have recently received an inheritance are saving for retirement.
- Those respondents who have an ongoing relationship with a professional financial adviser are significantly more likely to be saving for retirement (61% vs. 43%).

3.5 Savings-Current and future intentions



- Those stating 'I'm saving less than I did twelve months ago' has significantly decreased this month from 30% to 25% the same score as January and April this year.
- There are no gender differences between July (wave 5) and October (wave 6) for saving over the past twelve months.
- With regards to age and saving, significantly more 26-35 year old respondents state they have saved more over the last 12 months (33%) than the 46-55 (25%) and 56-65 year olds (22%).
 - Significantly more 56 to 65 year olds than 26-35 years olds and 36-45 year olds are saving less (29% vs. 23% for each).
- In relation to life events those saving less tend to be those who have recently lost their job or had a baby.



- Those who intend to save more has decreased more in line with figures for April which so far shows a real fluctuation quarter by quarter.
- There are no significant differences between males and females.
- With regards to age and saving, significantly more 26-35 year old respondents stated they intend to save more in the next 12 months (52% {down 5%}) than the 36-45 (41%), 46-55 (30% {down 7%}) and 56-65 year olds (24% {up 6%}).
 - Significantly more 56 to 65 year olds intend to save less than all other age categories (16% vs. 10% for 45-55 year olds and 6% for 36-45 and 4% for 26-35 year olds).
- In relation to Fiss, A (Successful starts) and B (Happy housemates) scored highest for intending to save more.

3.6 Use of any existing savings

A question was added in wave 3 asking respondents if they have used any of their existing savings to pay for one or more of the following in the last 3 months:

	Wave 3 Jan 06	Wave 4 Apr 06	Wave 5 July 06	Wave 6 Oct 06
For holidays	28%	30%	33%	31%
Never	24%	26%	25%	26%
Paying credit card bills/other bills	22%	22%	23%	22%
Home improvements	20%	22%	24%	22%
Unexpected/more expensive utility bill	11%	12%	14%	14%
Car repairs	13%	14%	14%	13%
Buying a car	9%	11%	9%	10%
To treat yourself e.g. new clothes	8%	9%	9%	10%
Christmas expenses	28%	11%	6%	7%
Social expenses e.g. night out	5%	6%	6%	6%
Moving home	3%	5%	6%	5%
Pet care/bill	4%	4%	4%	5%
To help child(ren) e.g. 1st house deposit/driving lessons/new car)	5%	6%	5%	4%
For grandchildren	3%	4%	3%	3%
University fees	3%	3%	3%	3%
A wedding	2%	2%	2%	3%
School fees	1%	2%	1%	2%
Base	1667	1588	1521	1500

From above- **Blue** denotes a significant positive variance from the previous month at the 95% confidence level. **Red** denotes a significant negative variance from the previous month at the 95% confidence level.

- As shown above, 26% stated they never dipped into their existing savings.
- In relation to age:
 - 26-35 year olds are more likely to have dipped into savings to treat themselves, for Christmas, paying unexpected bills and paying credit cards;
 - Significantly more 46 - 55 year olds are likely to have dipped into savings to pay for university fees;
 - 56-65 year olds more likely to have dipped into savings for holidays and least likely to pay for a bill.
- As mentioned earlier women are more likely to be saving for Christmas than men, they are also more likely to dip into existing savings for Christmas (8% vs. 5%).
- Those who have a professional financial adviser are more likely to dip into savings to pay for holidays than those who do not have a financial adviser (35% vs. 29%).

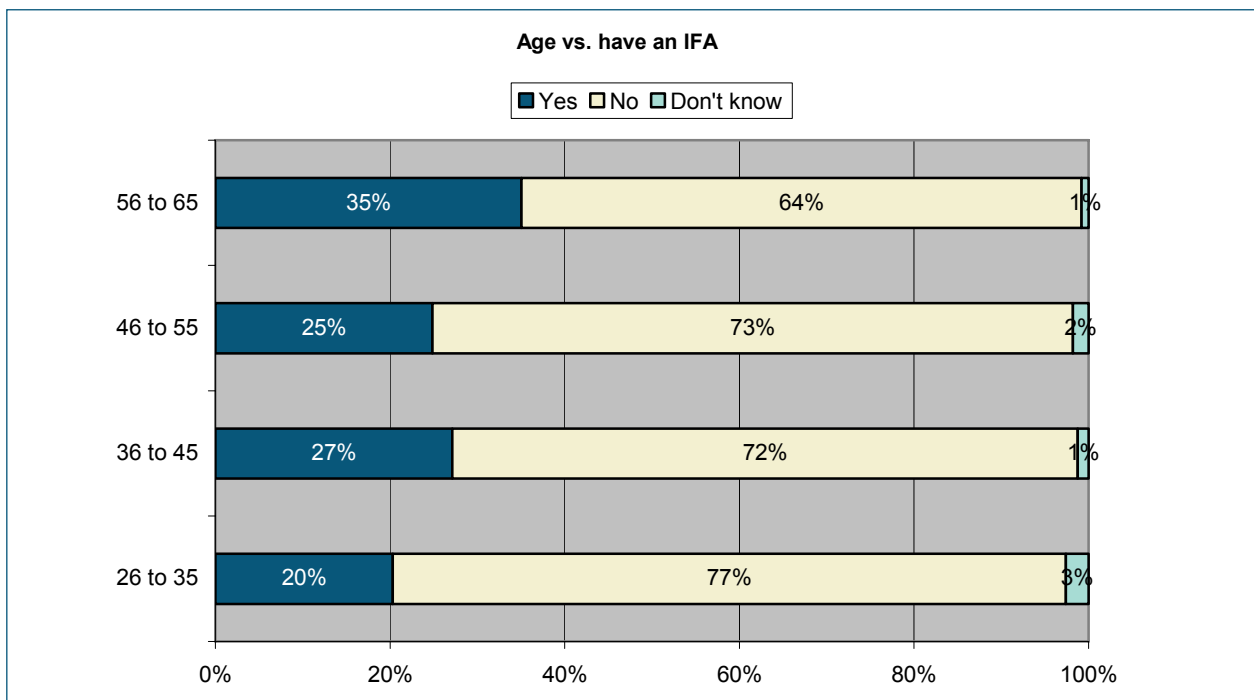
3.7 Ongoing relationship with a professional financial adviser

With regards to having an on-going relationship with a professional financial adviser there are no real differences wave on wave:

	Wave 1 July 05	Wave 2 Oct 05	Wave 3 Jan 06	Wave 4 Apr 06	Wave 5 July 06	Wave 6 Oct 06
Yes	28%	28%	26%	28%	24%	27%
No	72%	71%	73%	72%	74%	71%
Don't know	1%	1%	1%	1%	1%	2%

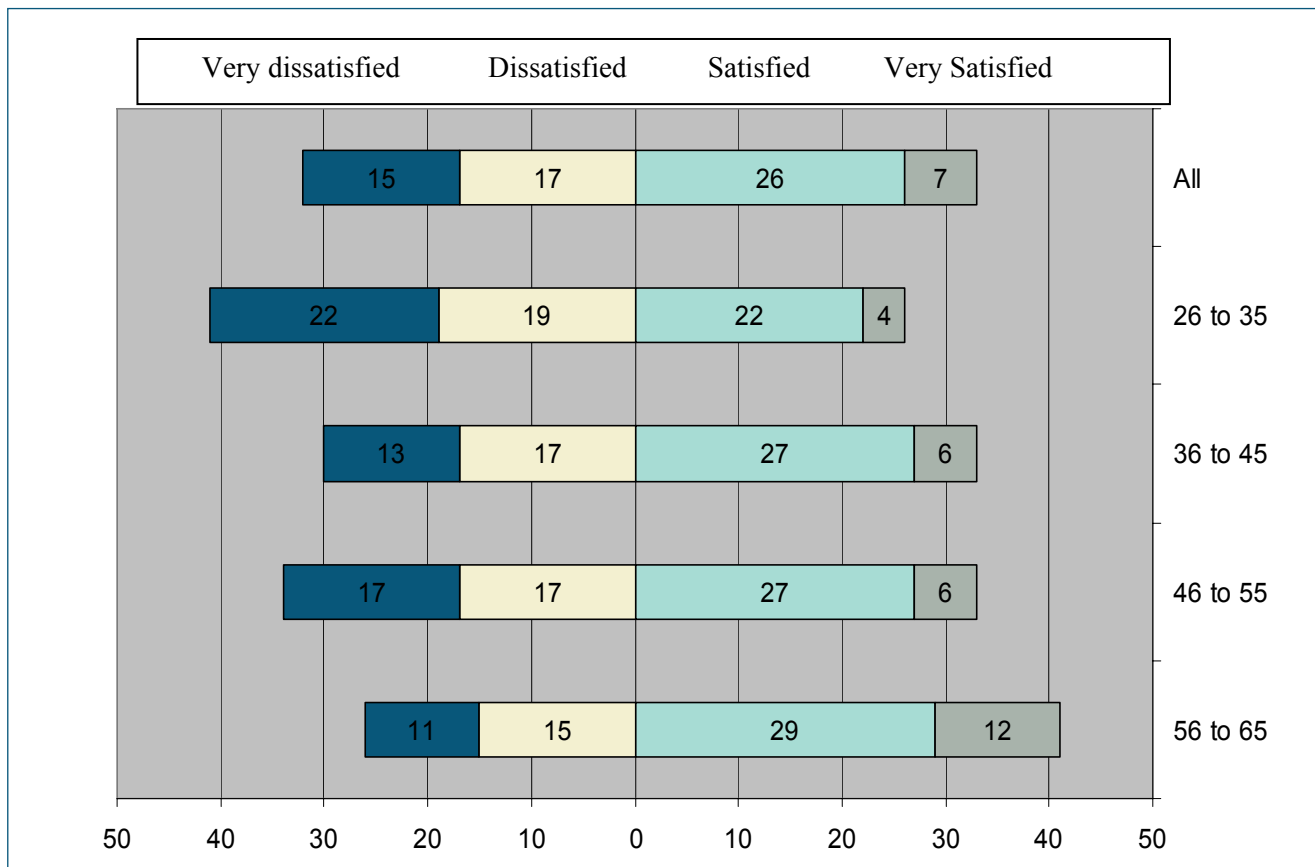
Specific to wave 6:

- There is a significant difference between males and females with regards to having an ongoing relationship with a professional financial adviser (30% of men and 24% of women). The number of men who have a financial adviser has significantly increased from 25% in July to 30% in October.
- As with the previous five waves, significantly more respondents with a personal pension have an ongoing relationship with an adviser compared to those with an employer pension scheme (45% vs. 29%).
- Significantly more respondents who have a Standard Life pension have a professional financial adviser (49%) than those who do not have their main pension with Standard Life (26%) and those who don't have a pension at all (11%).
- The chart below shows 56-65 year olds are significantly more likely to have a professional financial adviser than 26-35 year olds:



3.8 Satisfaction with savings for retirement

A question was added in wave 3 to determine how satisfied respondents are that their savings for retirement are adequate. The findings from all respondents as well as age categories are shown in percentages below:



Wave 6 findings

- This wave sees a significant increase in those stating they are satisfied/very satisfied with their current savings for retirement with 33% (up 5% on last wave).
- The graph above shows that the older the respondent, the more likely they are to be satisfied with their savings for retirement. The younger respondents, as indicated within previous questions, are more interested in saving for the 'here and now'.
- Men are significantly more satisfied with their savings for retirement than females (41% vs. 25% stated satisfied/very satisfied).
- With regards to Fiss, B (Happy housemates) are least satisfied (19%), compared to type G (Gilt edged lifestyles) and J (Advancing status) who are most satisfied with 46% each.
- Finally, those with an ongoing relationship with a professional financial adviser are 27% more likely to be satisfied with their savings for retirement than those who do not have an ongoing relationship with an adviser (53% vs. 26%), this is similar to last wave.

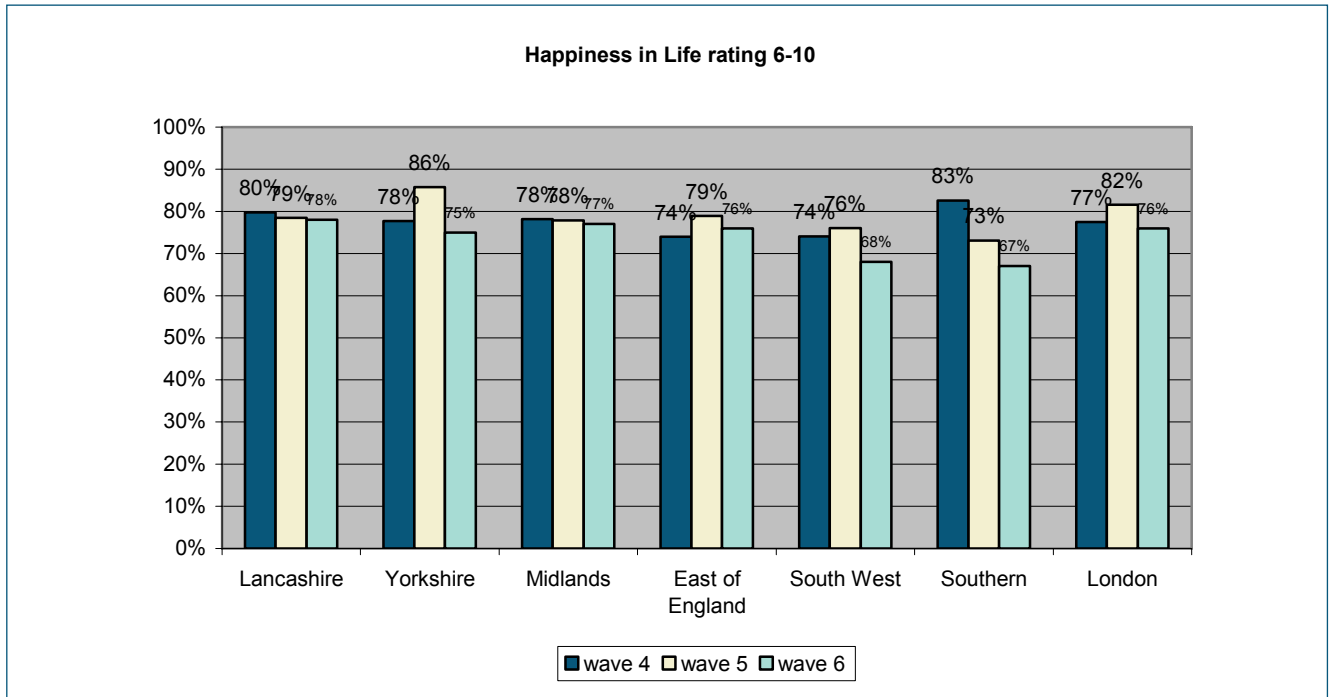
3.9 Happiness in life

A new question was added in wave 4 to gain some insight into how happy respondents feel in their life. By analysing this question against other factors such as gender, age, income, region, savings habits and occupation, we can find out if there is an optimum level of happiness.

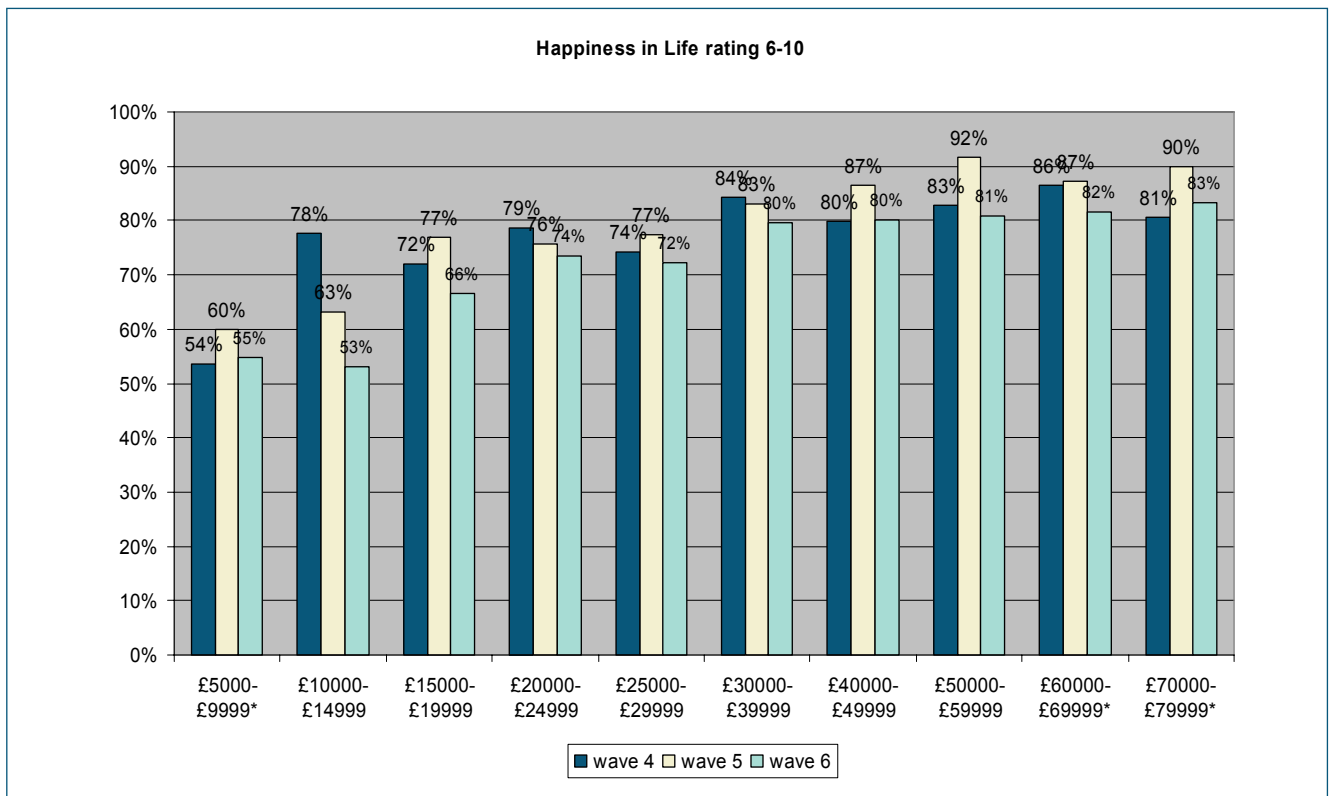
On a scale of 1 to 10 (where 1 means extremely unhappy and 10 means extremely happy), how happy are you with your life overall?

Score out of 10	Wave 4	Wave 5	Wave 6
10	5%	6%	6%
9	15%	16%	15%
8	30%	27%	26%
7	17%	18%	17%
6	11%	12%	12%
5	9%	8%	9%
4	6%	6%	7%
3	4%	5%	4%
2	2%	2%	2%
1	2%	1%	2%
Base	1588	1521	1500

- Overall, 76% rated their happiness in life as 6-10 whilst 24% rated 1-5 (up 2% from last wave). The mean score (the average of the score given out of ten) is 6.84, down from 6.95 but not significant.
- There was no difference in scores for female and male are in age categories this wave.
- Those who have an ongoing relationship with a professional financial adviser are more likely to be happy with their life than those who don't- 81% with an adviser rated happiness 6-10 compared to 74% for those who don't have an adviser.
- Those respondents actively saving or investing are more happy in life than those not saving (83% rating 6-10 vs. 66%).
- Perhaps not surprisingly, significantly less of those who stated 'they don't save anything at all because they have no income to do so' score of 53% for rating 6-10 respectively for happiness in life. All other statements towards saving scoring 70% or more.
- Those who have a pension are significantly happier in life than those with no pension; (6-10 score of 80% for personal, 81% for employer, 81% for 'other pension' compared to 61% for no pension).
- Fiss types G (Gilt edged lifestyles), A (Successful start) and J (Advancing status) are happiest in life when looking at scoring 6-10, M (Elderly deprivation) are least happy.



- There appears to be some variation in happiness in life scores for different regions over the last three waves with those in Yorkshire happier in July than April whilst the opposite can be said for Londoners and those in the South.
*For all other regions, bases sizes were too small for comparison

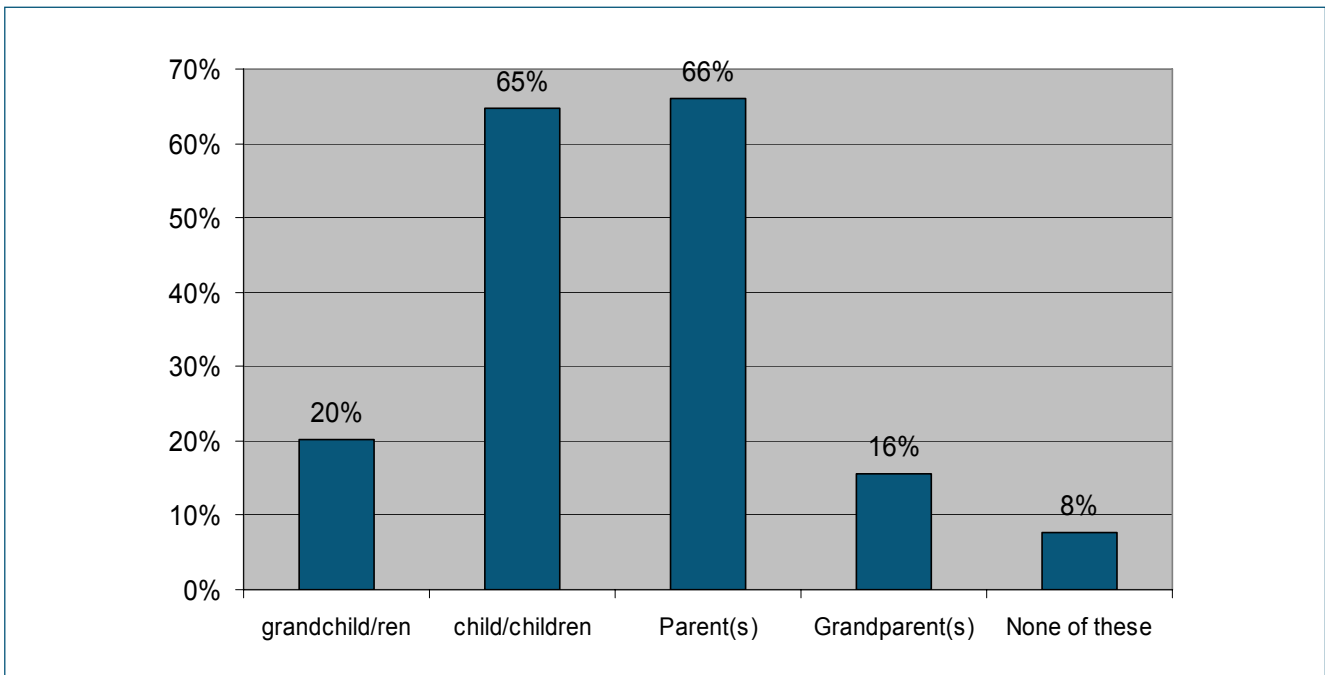


*Caution, small bases

- The graph above shows a difference of 8% in those rating 6-10 between earning £25,000- £29,999 (72%, down 5%) and £40,000 to £49,999 (80%, down 7%). There is a general trend that the more earned the higher the happiness in life score. This contradicts the recently published book written by Avner Offer who fundamentally questions the assumption that consumer choice maximizes our individual and social well-being.

3.10 Family composition

For the first time this wave, respondents were asked, thinking about your family composition which of the following do you have? The following chart demonstrates the response.



It was interesting to find out if there was a difference in spending patterns depending on family members respondents have. Perhaps not surprisingly;

- Those respondents who have grandchildren
 - Are more likely to be saving for grandchildren and retirement and less likely to be saving for paying off loans or moving/buying a home.
- Those respondents who have children
 - Are more likely to be saving for university fees and to help out their children e.g. house deposit or new car.
- Those respondents who have parents
 - Are more likely to be saving to move home.
- Those respondents who have grandparents
 - Are more likely to be saving for holidays, paying off loans, home improvements and Christmas and less likely to be saving for retirement.
- Those respondents who have none of the above
 - Are more likely to be saving for a new home PC and less likely to be saving for holidays, buying a car, Christmas and perhaps not surprisingly school fees or to help children.

Classification

Note: **Blue** denotes a significant positive variance from the previous month at the 95% confidence level.

Red denotes a significant negative variance from the previous month at the 95% confidence level. If figures do not add to 100, this is due to rounding.

	July 05	Oct 05	Jan 06	Apr 06	July 06	Oct 06
Gender	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
Female	52%	56%	57%	48%	49%	50%
Male	48%	44%	43%	52%	51%	50%

	July 05	Oct 05	Jan 06	Apr 06	July 06	Oct 06
Age	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
26 to 35	27%	27%	24%	26%	26%	23%
36 to 45	26%	26%	31%	26%	25%	27%
46 to 55	27%	24%	24%	27%	28%	26%
56 to 65	20%	23%	20%	22%	21%	25%

	July 05	Oct 05	Jan 06	Apr 06	July 06	Oct 06
Income bands	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
£30000-£39999	16%	18%	17%	19%	14%	16%
£15000-£19999	12%	12%	12%	9%	13%	12%
£10000-£14999	10%	10%	10%	10%	10%	12%
£20000-£24999	13%	12%	13%	12%	12%	11%
£25000-£29999	13%	12%	11%	13%	12%	11%
£40000-£49999	12%	12%	11%	12%	10%	10%
£50000-£59999	7%	7%	7%	7%	8%	7%
£5000-£9999	5%	5%	6%	6%	6%	6%
£60000-£69999	4%	4%	3%	2%	3%	4%
£70000-£79999	2%	2%	3%	4%	4%	4%
Under £5000	2%	3%	4%	2%	3%	3%
£80000-£89999	1%	1%	2%	3%	2%	3%
Over £100,000	2%	2%	3%	0%	1%	1%
£90000-£99999	1%	1%	1%	1%	2%	1%

	July 05	Oct 05	Jan 06	Apr 06	July 06	Oct 06
Working status	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
In full-time paid employment (30 hours or more per week)	59%	49%	53%	52%	49%	48%
In part-time paid employment (less than 30 hours per week)	11%	14%	12%	13%	11%	12%
Retired	8%	11%	8%	9%	11%	12%
Housewife/Home maker	9%	10%	11%	10%	10%	9%
Self-employed	8%	8%	9%	9%	9%	9%
Temporarily unemployed	3%	4%	3%	3%	5%	3%
Other	2%	2%	3%	3%	4%	4%
Student	1%	1%	2%	1%	2%	1%

	July 05	Oct 05	Jan 06	Apr 06	July 06	Oct 06
Occupation	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
Administrator/Secretary/Clerk	20%	22%	23%	20%	20%	22%
Professionally qualified person (e.g. Doctor, Solicitor, Accountant)	17%	19%	19%	18%	17%	18%
Senior or Middle Manager in a large organisation	10%	10%	11%	10%	10%	13%
Other non-manual job	9%	9%	8%	9%	10%	8%
Owner of a small/medium-sized business	6%	8%	8%	9%	9%	8%
Semi-skilled manual worker	4%	6%	4%	5%	5%	6%
Junior Manager	6%	6%	5%	8%	5%	6%
Supervisor/Team leader in non-manual work	6%	5%	7%	6%	6%	6%
Skilled manual worker	7%	6%	6%	7%	8%	5%
Principal Officer in local government/civil service	3%	3%	3%	3%	2%	3%
Retail worker (e.g. cashier)	2%	3%	2%	2%	3%	2%
Owner of a small establishment (e.g. a shop or restaurant)	1%	1%	1%	1%	2%	2%
A very senior executive in a large business	0%	1%	0%	1%	1%	1%
Team leader in a manual trade	1%	1%	1%	1%	1%	1%
Not- working (due to long-term illness)	3%	0%	0%	0%	1%	0%

	July 05	Oct 05	Jan 06	Apr 06	July 06	Oct 06
Life Events	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
I've changed my job	13%	11%	12%	11%	14%	14%
Moving Home	N/A	N/A	9%	9%	13%	12%
Stopped smoking	n/a	n/a	n/a	n/a	4%	5%
I've lost my job	4%	5%	3%	4%	6%	4%
I've had a baby	4%	4%	5%	4%	4%	4%
I got married	3%	2%	2%	1%	3%	3%
I've received an inheritance payment	2%	2%	3%	3%	3%	3%
Child/children started University	N/A	3%	2%	2%	1%	2%
I got engaged	3%	2%	2%	2%	3%	2%
I got divorced	2%	1%	2%	2%	2%	2%
I've started working for the first time	1%	0%	0%	0%	0%	0%
None of the above	74%	73%	68%	69%	60%	63%

	July 05	Oct 05	Jan 06	Apr 06	July 06	Oct 06
TV Region	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
Midlands	15%	14%	17%	15%	14%	13%
Southern	9%	11%	8%	9%	13%	12%
Lancashire	10%	6%	11%	12%	12%	11%
Yorkshire	9%	8%	9%	9%	8%	9%
East of England	10%	8%	9%	11%	7%	9%
London	23%	16%	18%	17%	17%	8%
Wales and West	7%	5%	5%	6%	5%	8%
Central Scotland	6%	3%	6%	6%	4%	8%
North East	5%	4%	6%	5%	6%	7%
South West	2%	2%	7%	7%	8%	6%
Northern Scotland	2%	1%	2%	2%	4%	5%
Border	1%	0%	0%	1%	1%	2%
Northern Ireland	0%	0%	2%	2%	1%	2%

	July 05	Oct 05	Jan 06	Apr 06	July 06	Oct 06
FISS 2	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
J Advancing Status	9%	10%	9%	9%	9%	10%
K Ageing workers	9%	9%	9%	8%	10%	10%
F Credit- hungry families	14%	15%	13%	13%	9%	9%
I Modest mid years	14%	13%	10%	12%	10%	9%
E Flourishing families	13%	12%	13%	13%	8%	9%
H Mid-life affluence	7%	10%	8%	9%	9%	8%
A Successful start	7%	7%	7%	7%	8%	8%
B Happy housemates	7%	6%	7%	7%	7%	8%
D On the breadline	7%	6%	8%	8%	7%	8%
G Gilt-edged lifestyles	4%	6%	6%	5%	6%	7%
C Surviving singles	5%	5%	7%	6%	7%	7%
M Elderly deprivation	0%	1%	1%	1%	5%	4%
L Wealthy retirement	1%	1%	2%	1%	5%	3%

	July 05	Oct 05	Jan 06	Apr 06	July 06	Oct 06
Newspaper readership- daily	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
None of these	36%	39%	39%	37%	38%	39%
Daily Mail	21%	21%	19%	20%	20%	19%
The Sun	16%	16%	15%	16%	16%	13%
The Times	10%	9%	8%	10%	10%	9%
Daily Telegraph	9%	9%	9%	9%	9%	9%
The Mirror	9%	9%	9%	9%	9%	8%
The Guardian	6%	6%	6%	5%	7%	8%
Daily Express	7%	6%	6%	7%	6%	7%
The Independent	4%	3%	4%	3%	4%	4%
Daily Record	2%	2%	2%	2%	2%	3%
The Financial Times	3%	2%	2%	2%	2%	3%
Daily Star	3%	2%	2%	2%	3%	2%
Herald (Glasgow)	2%	1%	1%	1%	1%	2%
Evening Standard	3%	2%	2%	2%	3%	1%
The Scotsman	1%	1%	1%	1%	1%	1%
Press & Journal	n./a	n/a	n/a	1%	1%	1%

	July 05	Oct 05	Jan 06	Apr 06	July 06	Oct 06
Newspaper readership- Sunday	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
None of these	39%	42%	42%	41%	42%	43%
The Mail on Sunday	20%	19%	20%	19%	19%	16%
News of The World	17%	18%	18%	17%	16%	14%
The Sunday Times	13%	14%	13%	13%	13%	13%
Sunday Telegraph	6%	6%	6%	7%	7%	7%
Sunday Mirror	7%	8%	6%	6%	6%	6%
Sunday Express	7%	5%	5%	6%	5%	6%
The Observer	5%	4%	4%	4%	6%	5%
The independent on Sunday	2%	2%	3%	2%	3%	3%
Sunday Post	2%	2%	2%	2%	2%	3%
The People	3%	3%	3%	3%	3%	2%
Daily Mail (Scotland Only)	2%	2%	1%	2%	2%	2%
Scotland on Sunday	1%	1%	1%	1%	1%	1%
Sunday Herald	1%	0%	1%	1%	1%	1%
Sunday Business	0%	0%	0%	0%	0%	0%

Appendix

Appendix 1

Questionnaire

Main questions

1. On a scale of 1 to 5, where 1=very bad and 5=very good, please consider the following list of investment categories and tell me whether you feel it is a good or bad time to invest in this way for your financial future:

Cash / basic savings account,
Notice account,
Stocks and shares,
OEICS (open-ended investment contracts),
ISAs (Individual Savings Accounts),
Bonds (Premium, National Savings),
Property - investment in own home/renovation,
Property – buy to let,
Alternative Investments (Gold, Fine wine, Antiques)

2. Similarly, on the same scale, please consider the following list of investment vehicles and indicate whether you feel it is a good or bad time to invest in each way for your financial future:

Personal pension,
Employer / Occupational pension,
Self invested personal pension (SIPP),
Annuities / drawdown,
Free Standing Additional Voluntary Contributions / Additional Voluntary contributions (FSAVC / AVC),
Mutual funds,
Insurance policy e.g. Endowments

3. Other than savings you have for emergencies or rainy days, do you actively save or invest for your financial future?

Yes,
No

4. And, which of these statements best describes your approach to saving / investing:

I save regularly and only spend what's left, - go to q5

I just save what is left at the end of the month, go to q5

I save occasionally when I get the money to do so, go to q5

I only save when there is a specific purpose in mind e.g. new car/moving home go to q5

I probably should save but there are always other things to spend my money on, go to q6

I don't save anything at all because I already have considerable savings / investments, go to q6

I don't save anything because my spouse deals with this for us go to q6

I don't save anything at all because I don't believe in saving, go to q6

I don't save anything at all because I don't have any income to do so, go to q6

I don't bother saving at all go to q6

Don't know go to q6

5. What are you saving for? (tick all that apply)

Holiday(s)

Buying a car

Pay off a loan/overdraft

Christmas

New home computer

A wedding

Starting a family

School fees

University fees

To help child(ren) e.g. 1st house deposit/driving lessons/car

Moving/buying a home

Home improvements

Grandchildren

Healthcare

Retirement

Inheritance

Other

6. Are you saving/investing more or less than you did 12 months ago?

I am saving more,

I am saving about the same,

I am saving less,

Don't know

7. Do you expect to save/invest more or less for your financial future in the next 12 months than you did in the previous 12 months?

- I intend to save more,
- I intend to save about the same,
- I intend to save less,
- Don't know

8. Did you use any of your existing savings to pay for one or more of the following in the last 3 months?

- For holidays
- Buying a car
- Car repairs
- Unexpected/more expensive utility bill
- Pet care/bill
- A wedding
- Paying credit card bills/other bills
- To treat yourself e.g. new clothes
- Social expenses e.g. night out
- Christmas expenses
- School fees
- University fees
- To help child(ren) e.g. 1st house deposit/driving lessons/new car/wedding)
- Moving home
- Home improvements
- For grandchildren
- never

9. With regards to a pension, do you have any of the following:

- Employer pension scheme,
- Personal Pension scheme,
- Other,
- None

10. Which company provides your main pension scheme?

- Standard Life,
- Clerical Medical,
- Prudential,
- Norwich Union,
- Legal & General,
- Scottish Widows,
- Other

11. Do you have an ongoing relationship with a Professional financial adviser?

Yes,

No,

Don't know

12. How satisfied are you that your savings for retirements are adequate?

Very satisfied

Satisfied

Neither satisfied nor dissatisfied

Dissatisfied

Very dissatisfied

Don't know

13. On a scale of 1 to 10 (where 1 means extremely unhappy and 10 means extremely happy), how happy are you with your life overall?

1 2 3 4 5 6 7 8 9 10

14. Thinking about your family composition which of the following do you have?

grandchild/grandchildren

child/children

Parent(s)

Grandparent(s)

None of these

Classifications- From questionnaire

1. Working status

In full-time paid employment (30 hours or more per week),

In part-time paid employment (less than 30 hours per week),

Self-employed,

Temporarily unemployed,

Student, Housewife/Homemaker,

Retired,

Other

2. Occupation

Professionally qualified person (e.g. Doctor, Solicitor, Accountant),
A very senior executive in a large business (e.g. MD of a large company),
A top-level Civil Servant,
Owner of a small/medium-sized business
Senior or Middle Manager in a large organisation,
Head Teacher,
Principal Officer in local government/civil service,
Junior Manager,
Owner of a small establishment (e.g. a shop or restaurant),
Supervisor/Team leader in non-manual work,
Administrator/Secretary/Clerk/Support,
Other non-manual job,
Skilled manual worker,
Team leader in a manual trade,
Semi-skilled manual worker,
Retail worker (e.g. cashier),
Apprentice/Trainee in manual trade,
Unemployed,
Not-working (due to long-term illness)

3. Newspaper readership –

a) Daily

Daily Express, Daily Mail, The Mirror, Daily Record, Daily Telegraph, Evening Standard, The Financial Times, The Guardian, Herald (Glasgow), The Independent, The Scotsman, Daily Star, The Sun, The Times, None of these

b) Sunday

News of The World, Sunday Express, Daily Mail (Scotland Only), The Mail on Sunday, Sunday Mirror, Sunday Post, Sunday Telegraph, The Observer, The People, The Sunday Times, Scotland on Sunday, The independent on Sunday, Sunday Business, Sunday Herald, None of these

4. In the last 12 months, which of the following life events have happened to you:

I got engaged,
I got married,
I got divorced
I've received an inheritance payment,
I've had a baby,
I've started working for the first time,
I've changed my job,
I've lost my job,
Child (ren) started university
Moving home
Stopped smoking
None of the above

Classifications- From C Op panel variables:

1. Age

26 to 35, 36 to 45, 46 to 55, 56 to 65

2. Gender

Male, Female

3. FSS 2 (H/H level indicator)

Groups – A to M

4. TV region (ISBA)

Northern Scotland, Central Scotland, Border, North East, Lancashire, Yorkshire, Wales and West, Midlands, East of England, South West, Southern, London

5. Income bands

Under £5000, £5000-£9999, £10000-£14999, £15000-£19999, £20000-£24999, £25000-£29999, £30000-£39999, £40000-£49999, £50000-£59999, £60000-£69999, £70000-£79999, £80000-£89999, £90000-£99999, Over £100,000

Appendix 2

Household Level Group Descriptions

Group A: Successful Start

Young, successful professionals who have mostly remained single and child-free.

Successful Start describes young professionals in their twenties and thirties who have mostly remained single and child-free. All earn good salaries and are progressing well in their careers and with few responsibilities except the rent or mortgage they can have considerable disposable incomes.

Although not particularly careful spenders, *Successful Start* are making some attempt at regular savings and look for profitable investments. Indeed, this group likes to speculate and feels comfortable taking risks, with many often gambling their money, be it on the stock market, the races or playing on Internet casinos. They have often also started paying into a pension whether personal or a company scheme.

Group B: Happy Housemates

Young people in the early stages of establishing careers and setting up home.

Happy Housemates are young people in the early stages of establishing their careers and setting up home. Most live in rented accommodation on their own, cohabiting or sharing with friends. A proportion still studies full-time and can be found in major student enclaves.

They are more likely to make regular contributions to service debt repayments or to cover loans. Some are still paying off student loans but this is a group of people who want to enjoy life.

They fund this lifestyle using numerous credit cards and a current account overdraft. Most of these accounts were taken on when they were students, although *Happy Housemates* are savvy enough to switch providers when better deals come up or when credit cards are offered with 0% APR. They may even consider a loan to clear their credit card bill.

Group C: Surviving Singles

Young single people surviving on relatively low incomes.

Surviving Singles consists of young people earning relatively low incomes. The majority are still single or have become single again through separation and they live alone or share with friends. Some are bringing up children on their own. With incomes low, saving is difficult and most have little put away. Those that can afford it have a savings account or an ISA. They understand that they probably have insufficient funds saved for their future retirement, and will do their best to invest a small amount each month into a pension scheme. *Surviving Singles* worry about the future – and about how they would cope if any mishaps befell them.

Group D: On the Bread Line

Singles and lone parents with very poor means living in the lowest quality housing.

On the Bread Line describes young lone parents and single people who earn low incomes and live in the lowest value council or housing association accommodation. A high proportion of households have no full-time earner and the majority pay no tax.

Finances are extremely tight, so they seldom have anything available to set aside for savings. They are unsophisticated when it comes to banking and financial products and many only have the most basic accounts. They prefer to visit a branch for transactions and only occasionally change provider. Many have no insurance.

Group E: Flourishing Families

Couples with young or school age children earning good incomes but with high commitments.

Flourishing Families are couples with young or school age children earning good incomes. They own quality family homes but also have high mortgages so although they are earning well, their disposable income is not so high.

While there are already many demands on their income, they are future-focused and have put in place pension schemes which they hope will make them financially secure in the long term. *Flourishing Families* want to be able to enjoy life – they earn good salaries and feel they deserve it. While they can normally keep on top of their credit cards they sometimes struggle to pay off the full bill each month. This means offers such as 0% APR can be attractive to this group who dislike paying high interest rates on credit.

They are financially astute and are aware of the vulnerability of their high mortgage - they may well therefore have mortgage protection insurance to cover for the unexpected.

Group F: Credit-hungry Families

Less affluent families who rely on credit to fund their lifestyle.

Credit-hungry Families have spent beyond their means, becoming dependent on credit to fund their lifestyles. Their incomes are below average and a good proportion of the money that comes in each month is required to fund their existing debt.

They are typically couples, either married or cohabiting, in their 20s or 30s with young or school age children. They live in low value housing, either semi-detached or terraced. The problems don't arise from big purchases so much as from living a lifestyle that matches their aspirations more than their means. They are also the most likely group to take out a loan for debt consolidation when payments for their various credit agreements become too much.

They have little or no ability to save and have a low level of financial awareness. This makes the financial future uncertain for *Credit-hungry Families*.

Group G: Gilt-edged Lifestyles

The wealthiest sections of society with the highest incomes and most expensive homes.

Gilt-edged Lifestyles contains the wealthiest sections of society. They earn the highest incomes and live in the most expensive homes - either large detached houses or upmarket metropolitan residences. They are directors of large companies, senior management or business entrepreneurs and tend to be couples in their 40s and 50s with growing or older children.

Money is high on their list of priorities and they make sure it is working for them. They are extremely astute when it comes to their investments – they will have financial advisors but they will also do their own research using the Internet and personal finance magazines. They have a considerable amount of money invested in shares which they like to buy and sell over the Internet. Their extensive investment portfolio is likely to include another property which they rent out and possibly a holiday home too.

Group H: Mid-life Affluence

Families in their middle years who are comfortably affluent and whose financial commitments are now lower.

Mid-life Affluence represents a group of families in their late forties and fifties who are comfortably affluent, with good incomes and low financial commitments. They have had successful careers as professionals or running their own small businesses. They own good quality detached houses and may even own a second property. Their children are mostly grown-up though many will still be in the family home.

They are financially astute and have invested their incomes well. Householders in this group are very well placed for retirement - they recognise that their income will not continue at its current level, and have been making regular savings for some time. They have a range of investments including stocks and shares, investment trusts, personal pension schemes, ISAs and premium bonds.

Mid-life Affluence have a very high net worth as they are likely to have finished paying off the mortgage some years ago and their homes are now worth considerable sums.

Group I: Modest Mid-years

Middle-aged couples of moderate means with teenage or older children who are still dependent.

Modest Mid-years are typically couples in their forties and early fifties with teenage or older children living in the home who are still financially dependent. They may also be looking after an elderly relative at home. Personal incomes are below average but households with more than one income are comfortable. They live in modest owner occupied housing – a semi-detached or terraced house they were fortunate enough to buy in the days when it was still affordable. Although they have a number of years to go on their mortgage the payments are reasonable and not a problem to them though the unlucky ones may have issues with an endowment shortfall.

Group J: Advancing Status

Couples approaching retirement in financial comfort, some with older children still at home.

Advancing Status are couples in their late 50s and early 60s who are financially comfortable as they approach retirement. They live in mid-range detached or semi-detached homes and have above average incomes.

They haven't been the highest fliers but have had respectable careers and are satisfied that they have done a good job of providing for their families. They have saved carefully over the years and have a reasonable portfolio of investments ready for the future, though they continue to put away what they can. A few have been fortunate enough to take early retirement but the majority are still working and know that if they carry on for just a few more years they can look forward to a comfortable retirement.

Their children have now all grown up but some are still living in the family home. Those who are studying may still rely on their parents financially, but others will contribute to the household income.

Advancing Status are careful to ensure they are adequately insured but can have less need for personal insurance now that their children are more independent.

Group K: Ageing Workers

Families in their later working years with below average income and low levels of saving.

Ageing Workers are families in their later working years living in low value terraces and semis. A majority rent from the council. Those that own their homes bought them many years ago, often from the council and at significant discounts, so mortgage payments will be relatively small.

Ageing Workers have managed to get by without going seriously into debt but having spent all their working lives in blue collar jobs they have had little to spare for saving or investing after meeting the general costs of living and raising a family. The few shares they may own were probably obtained by default when their banks and insurance companies demutualised.

Savings for their coming retirement are unlikely to be adequate - a significant proportion will have made no pension provisions at all. But as long as they are able to work and bring in some income they can manage an acceptable standard of living.

Ageing Workers are not big users of financial services in general - a basic current account will meet most of their needs.

Ageing Workers are a financially unaware group who get by as best they can by living and working day-to-day.

Group L: Wealthy Retirement

Elderly householders enjoying the comfortable retirement that they planned.

Wealthy Retirement householders are enjoying golden sunset years. The decades of saving and hard work have been worthwhile and the comfortable retirement they planned for has become a reality.

These couples and singles own their own homes with mortgages fully paid off. Some may have moved to a new home - in a nice retirement area perhaps or closer to their grown-up children. This may be a bungalow which they know will fulfil their needs for the foreseeable future. A move may even have freed up some extra cash which has been invested to supplement their pensions.

On paper many of these people can seem rich - their homes are worth a lot and they have significant investments - but their monthly income is not exceptionally high. However, with fewer demands on their income now their children are fully independent and no mortgage to pay, they have enough disposable cash to enjoy their remaining years. Some invested a lump sum of their pension fund on retirement - they therefore watch interest rates carefully as any change can significantly affect their income. Those lucky enough to have company pension schemes are comfortable in the knowledge that their income is secure.

Group M: Elderly Deprivation

Elderly people living in poor circumstances who are reliant on the state pension.

Elderly Deprivation consists of pensioners living in poor circumstances. These people didn't manage to save for retirement during their working lives and so are almost completely dependent on the state for their income. They have to manage their finances carefully to pay for the basic necessities. They live in small council rented flats and bungalows purpose-built for the elderly. The majority now live alone but they may be fortunate enough to have sons or daughters nearby who will pop in occasionally with their grandchildren. This is a disproportionately female group.

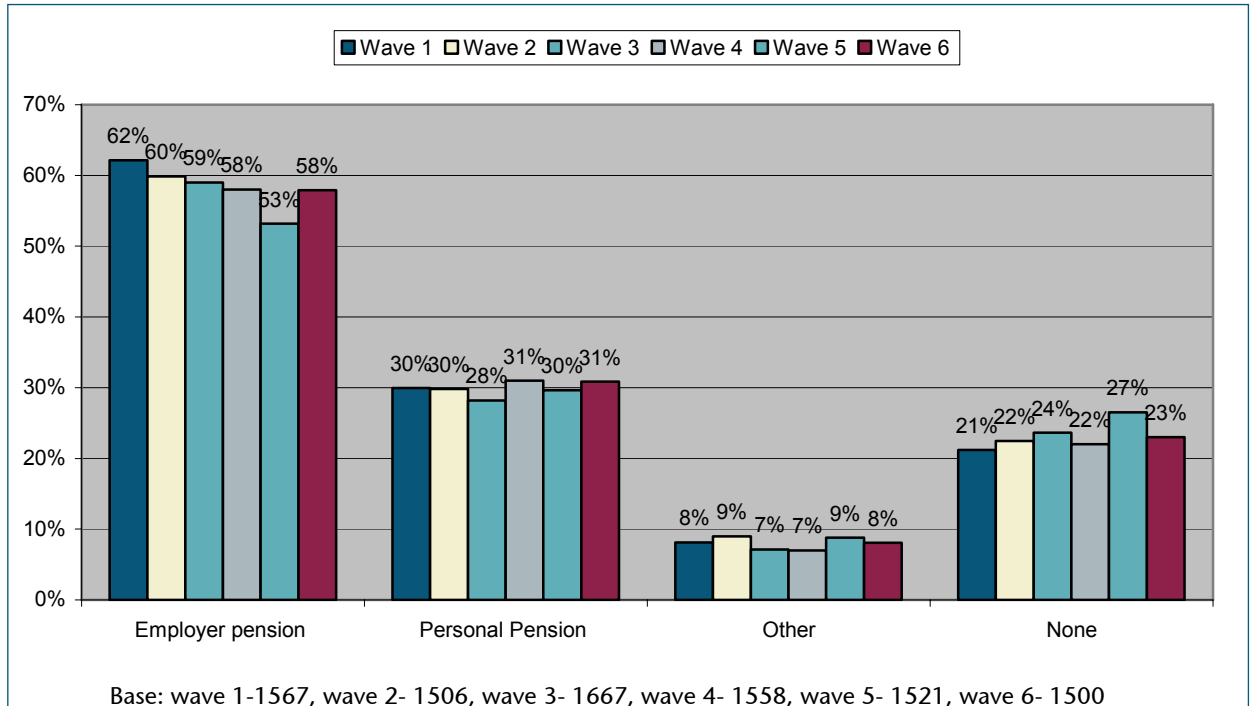
They may have a savings account at their local bank to put away a few pounds if they can but traditionally these people would have queued up at the post office on pension day to collect their pension in cash. They are unlikely to take out loans as the repayments would be too difficult to cover and anyway they don't make big expenditures - any debt they do take on will be for small amounts. They may perhaps have one credit card with an institution they have been loyal to for years.

If they have insurance it will be for funeral cover so that they are not a burden on their families when they die. They would often rather pay an agent at the door than use more modern methods.

Elderly Deprivation spend their money carefully though it's hard to remember where every penny goes. They try to keep their bills down - especially the utilities. It is important for this group that they claim all the benefits to which they are entitled.

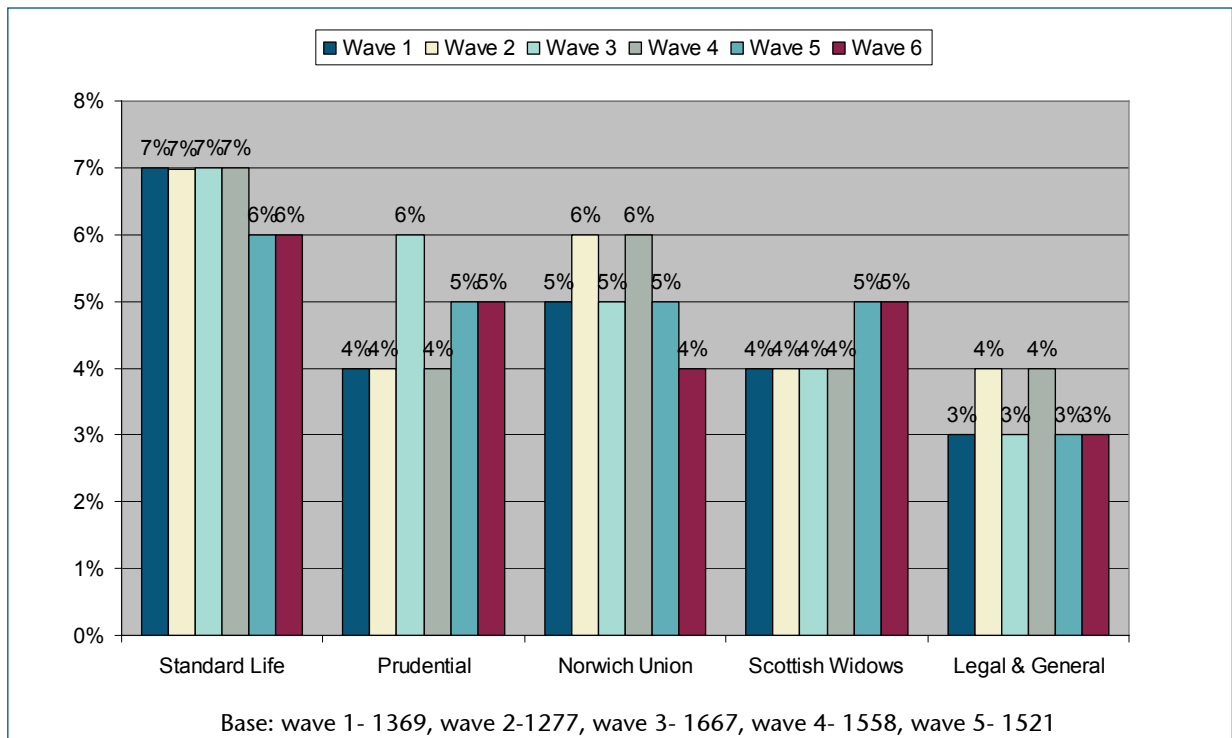
Appendix 3

Pension type



- July again appear to have been a blip with those in an employer scheme increased back to the same level as April with 58%, up from 53% last wave. The number of those stating they have no pension has decreased over the year from 27% in July 2005 to 23% in October, 1% up than a year ago.

Which company provides main pension scheme



- This wave, 75% stated 'other' rather than the list of providers mentioned above. 11% stated they have a personal pension with Standard Life compared to 6% having an employer scheme (no real change from last five waves).

Appendix 4

Significant age, gender and fiss type differences for investment categories and vehicles

The chart below represents significant differences for age, gender and Fiss2 type for Q1 e.g. the table shows that significantly more males than females think it's a bad/very bad time to invest in cash basic savings. Significantly more Fiss type D, I, and F think it's a good/very good time to invest in property- buy to let than other Fiss types.

Q1	26-35	36-45	46-55	56-65	Male	Female	A	B	C	D	E	F	G	H	I	J	K	L	M
Property-own																			
Property-buy to let																			
Bonds																			
Cash/basic savings																			
Stocks & shares																			
Alternative investments																			
Notice accounts					Bad/OK														

Good/very good	
OK	
Bad/very bad	
Don't know	

The chart below represent significant differences for age, gender and Fiss2 type within Q2 e.g. the table shows that significantly more females than males don't know if it's a good or a bad time to invest in any of the investment categories with the exception of ISAs. Significantly more 26-35 year olds than the other age groups 'don't know' if it's a good or bad time to invest in endowments, SIPPs, annuities, OEICs, mutual funds and FSAVCs.

Q2	26-35	36-45	46-55	56-65	Male	Female	A	B	C	D	E	F	G	H	I	J	K	L	M
Employer																			
Personal																			
SIPP																			
FSAVC/AVC					OK/ Good														
Mutual																			
Endowments																			
Annuities					OK/ Bad														
ISAs																			
OEICs					Bad/ OK/Good														

Good/very good	
OK	
Bad/very bad	
Don't know	