



## ABI/POPULUS SAVINGS PANEL

Populus interviewed 84 senior and chief executives among member organisations of the Association of British Insurers between December 11<sup>th</sup> & 21<sup>st</sup> 2006.

Over the last 12 months, do you think the savings environment in Britain has...		
	July	Dec
Improved a lot	2%	8%
Improved a little	41%	39%
<b>IMPROVED</b>	<b>42%</b>	<b>48%</b>
REMAINED THE SAME	45%	38%
Deteriorated a little	11%	12%
Deteriorated a lot	1%	2%
<b>DETERIORATED</b>	<b>12%</b>	<b>14%</b>
<b>NET</b>	<b>+30%</b>	<b>+34%</b>

During these last 12 months, what impact would you say the following factors have had on the personal savings market?								
	Very positive	Fairly positive	<b>POSITIVE</b>	NEUTRAL	<b>NEGATIVE</b>	Fairly negative	Very negative	<b>NET (change since July)</b>
Levels of personal taxation	1%	7%	<b>8%</b>	60%	<b>32%</b>	31%	1%	<b>-24%</b> <i>(-8)</i>
Interest rates	1%	39%	<b>40%</b>	32%	<b>27%</b>	26%	1%	<b>+13%</b> <i>(+24)</i>
Growth in personal income	4%	29%	<b>33%</b>	64%	<b>4%</b>	4%	0%	<b>+29%</b> <i>(-11)</i>
The state of the housing market	4%	32%	<b>36%</b>	32%	<b>32%</b>	27%	5%	<b>+4%</b> <i>(+6)</i>
Levels of consumer debt	0%	4%	<b>4%</b>	11%	<b>86%</b>	66%	19%	<b>-82%</b> <i>(-7)</i>
Demographic change	1%	25%	<b>26%</b>	63%	<b>11%</b>	10%	1%	<b>+15%</b> <i>(-4)</i>
Regulation	1%	4%	<b>5%</b>	67%	<b>29%</b>	24%	5%	<b>-24%</b> <i>(+4)</i>
Government policy initiatives	1%	7%	<b>8%</b>	55%	<b>37%</b>	26%	11%	<b>-29%</b> <i>(-17)</i>



How optimistic are you about the outlook for savings products over the next twelve months?		
	For the industry as a whole	For your own company
Very optimistic	2%	19%
Fairly optimistic	61%	66%
<b>OPTIMISTIC</b>	<b>63%</b>	<b>86%</b>
Fairly pessimistic	36%	10%
Very pessimistic	1%	4%
<b>PESSIMISTIC</b>	<b>37%</b>	<b>14%</b>
<b>NET</b>	<b>+26%</b> <b>(-2)</b>	<b>+72%</b> <b>(+10)</b>

Compared to last year, how would you rate the popularity of the following savings products?							
	Very popular	Fairly popular	<b>POPULAR</b>	<b>UNPOPULAR</b>	Fairly unpopular	Very unpopular	<b>NET (change since July)</b>
Individual pensions	11%	57%	<b>68%</b>	<b>32%</b>	29%	2%	<b>+36%</b> <b>(+8)</b>
Group pensions	11%	49%	<b>60%</b>	<b>40%</b>	37%	2%	<b>+20%</b> <b>(-12)</b>
Savings accounts	4%	77%	<b>80%</b>	<b>20%</b>	17%	2%	<b>+60%</b> <b>(+10)</b>
Stakeholder products	0%	28%	<b>28%</b>	<b>72%</b>	62%	10%	<b>-44%</b> <b>(+18)</b>
Investments in collective investment schemes	11%	70%	<b>81%</b>	<b>19%</b>	17%	1%	<b>+62%</b> <b>(+10)</b>
Unit-linked investment bonds	9%	67%	<b>75%</b>	<b>25%</b>	25%	0%	<b>+50%</b> <b>(+8)</b>
With-profits bonds	0%	16%	<b>16%</b>	<b>84%</b>	43%	41%	<b>-68%</b> <b>(+10)</b>
ISA-based investment products	18%	70%	<b>88%</b>	<b>12%</b>	12%	0%	<b>+76%</b> <b>(+4)</b>
Cash ISA products	23%	59%	<b>82%</b>	<b>18%</b>	17%	1%	<b>+64%</b> <b>(-6)</b>



<b>Do you think the government's ISA reforms will make the ISA more attractive to savers?</b>	
Yes	60%
No	40%

<b>As we are moving to two separate ISA components – cash and 'stocks and shares' – do you think the overall limit on saving in an ISA should:</b>	
Increase	89%
Stay the same	10%
Decrease	1%