



# Financial Wellbeing in Ireland: Financial literacy and inclusion in 2023



Coimisiún um  
Iomaíocht agus  
Cosaint Tomhaltóirí

Competition and  
Consumer Protection  
Commission

**Indecon**

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# Contents

Page

Key Findings	v
1 Introduction and background	1
1.1 Introduction	1
1.2 Methodological approach	1
1.3 Report structure	1
1.4 Acknowledgements and Disclaimer	2
2 Existing policy research	3
2.1 Introduction	3
2.2 CCPC Report on Financial Capability and Well-being in Ireland in 2018	3
2.3 Other Irish research	5
2.4 International studies	6
2.5 Summary of key findings	9
3 Economic Context	10
3.1 Introduction	10
3.2 Labour market conditions	10
3.3 Outstanding household debt	11
3.4 Household saving	11
3.5 Summary of key findings	13
4 Introduction to OECD Toolkit	14
4.1 Introduction	14
4.2 Toolkit methodology	14
4.3 Previous findings from the Toolkit	15
4.4 OECD policy handbooks	17
4.5 Overall scores for Ireland	18
4.6 Summary of key findings	18
5 Financial wellbeing - how people are doing	20
5.1 Introduction	20
5.2 Satisfaction with present financial situation	20
5.3 Being financially comfortable	21
5.4 'Just getting by' financially	22
5.5 Vulnerability to financial shocks	23
5.6 Summary of key findings	26
6 Knowledge	27
6.1 Introduction	27
6.2 Financial literacy	27
6.3 Financial knowledge	28
6.4 Summary of findings	33
7 Budgeting and planning	34
7.1 Introduction	34
7.2 Budgeting	34
7.3 Active savings	36

---

## Contents

	<i>Page</i>
7.4 Retirement	39
7.5 Summary of key findings	41
<b>8 Financial products</b>	<b>43</b>
8.1 Introduction	43
8.2 Heard of product or service	43
8.3 Own a product or service	44
8.4 Issues with financial goods and services	46
8.5 Use of digital applications and services	48
8.6 Summary of key findings	50
<b>9 Attitudes and Behaviour</b>	<b>51</b>
9.1 Introduction	51
9.2 Attitudes to finances	51
9.3 Attitudes to risk	53
9.4 Financial behaviour	54
9.5 Summary of key findings	56

---

## Tables and Figures

Page

Table 2.1: Summary of Findings of 2018 CCPC Report	4
Table 4.1: Summary of OECD Methodology	14
Table 4.2: Overall Scores for Ireland	18
Table 5.1: Frequency of Having Money Left Over	22
Table 5.2: My Financial Situation Limits My Ability to do Things That Are Important to Me	22
Table 6.1: Overall OECD Financial Literacy Score by Age and Region (score out of 20)	27
Overall OECD Financial Literacy Score by Education and Household Composition	28
Summary of OECD Financial Literacy Scores 2023 and 2020	28
Table 6.4: Questions and Answers Asked of Respondents	29
Table 6.5: Econometric Analysis of OECD Financial Knowledge Scores by Region and Age	32
Table 6.6: OECD Financial Knowledge Scores by Household and Education	32
Table 7.1: Gender, Age, Regional Differences in Respondents Who Make Any Budgeting Decisions	36
Table 7.2: Access to Financial Assets for Retirement	39
Table 8.1: Decision Process Among Those Who Chose a Product or Service	45
Table 8.2: Number of Respondents Who Reported Fraud by Gender	47
Table 8.3: Issues with Service Providers by Gender	48
Table 8.4: Average OECD Digital Financial Behaviour Scores (range 0-4)	50
Table 9.1: Reported Agreement Regarding Aspects of Finance	51
Table 9.2: OECD Financial Attitude Score By region and Age	52
Table 9.3: OECD Financial Attitudes by Education and Household composition	53
OECD Financial Behaviour Score Overall and Between Age and Gender Groups	55
Figure 3.1: ILO Unemployment Rate in Ireland (Seasonally Adjusted, %)	10
Figure 3.2: Outstanding and New Household Debt	11
Figure 3.3: Cumulative Household Saving and Net New Saving	12
Figure 3.4: Pension Coverage for Persons in Employment (%)	13
Figure 5.1: Satisfaction With Financial Situation	21
Figure 5.2: Just Getting By Financially	23
Figure 5.3: Group Differences in Opinions on Income Loss	24
Figure 5.4: Ability to Handle a Shock in Expenses	25
Figure 6.1: Average Score out of Seven Questions	30
Figure 6.2: % of Respondents Who Answered Each Question Correctly	31
Figure 7.1: Rates and Types of Budgeting	34
Figure 7.2: Breakdown of Respondents by Number of Budgeting Types Used	35
Figure 7.3: Gender and Age Differences Among Those With No Budgeting Decisions	35
Figure 7.4: Overall Rates of Saving by Type, Including Gender Breakdown	37
Figure 7.5: Age Differences in Proportion of Households Who Make Saving Decisions	38
Figure 7.6: Action Taken in Response to Income Not Covering Living Expenses	38
Figure 7.7: Gender Differences in Certain Retirement Plans	40
Figure 7.8: Gender Differences in Certain Retirement Plans	40
Figure 7.9: Percentage With No Pension Plan Other Than State Pension, by Gender and Age	41

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## Tables and Figures

*Page*

Figure 8.1: Financial Products and Services That Respondents Have Heard Of	43
Figure 8.2: Overall Share of Financial Products and Services That Respondents Have Heard Of	44
Figure 8.3: Share of Financial Products and Services That Respondents Have Heard Of	45
Figure 8.4: Source of Information Prior to the Purchase of a Financial Product	46
Figure 8.5: Awareness and Holding of “Green Finance” Products by Consumers	48
Figure 8.6: Use of Digital Applications and Services by Frequency of Use	49
Figure 9.1: Attitudes to Various Forms of Risk, by Gender	54
Figure 9.2: Summary of Individual Financial Behaviour Indicators	55

Key Findings	
1	<p><b>Ireland's score will act as a baseline for future international comparison.</b></p> <p>The Ireland sample scored 5.4 in Financial Knowledge, 6.4 in Financial Behaviour, and 2.2 in Financial Attitude. The Overall Financial Literacy score for Ireland is 14. These scores will act as a baseline and can be compared with those of other countries when these are published.</p>
2	<p><b>58% people satisfied with current financial situation, though one in seven report too much debt.</b></p> <p>While 58% of the overall sample agree or strongly agree they are satisfied, there remain significant differences between groups. In particular, those with lower levels of education and young people report lower levels of satisfaction.</p>
3	<p><b>One in three respondents reporting that they are just getting by financially.</b></p> <p>33% of respondents report that they were "just getting by financially". This rises to half of respondents with lower levels of educational attainment. Most respondents always (37%) or often (23%) have money left over at the end of the month.</p>
4	<p><b>One in eight can only cover their costs for a month or less in the event of an income shock.</b></p> <p>Most people believe they can sustain their living expenses for three months or more in the case of a financial shock. Lone parents, those who live with family and those in other households including house-sharing, are the least likely to have significant financial buffers in place.</p>
5	<p><b>86% households save, though men are more likely to engage in higher risk saving.</b></p> <p>The percentage of households who save is high overall (86%). The more passive forms of saving such as savings or deposit accounts is the most common form, though there are a range of savings vehicles that household use. Men are more likely to engage in higher risk saving, such through the purchase of stocks and shares or investing in crypto.</p>
6	<p><b>77% report access to the State pension, with 9% reporting only having access State Pension or no pension arrangement at all.</b></p> <p>Two-thirds of respondents have financial assets to fund retirement, while 73% plan to use a private or occupational pension in retirement. 9% of people do have access to any assets other than state supports. Women report being more reliant on their spouse or children in retirement.</p>
7	<p><b>One in four respondents don't shop around before buying a financial product.</b></p> <p>Just over half respondents who had recently purchased a financial product shopped around before purchasing the product or service (54%). However, a significant portion also chose not to consider any other options apart from the first available option (23%).</p>
8	<p><b>Most respondents, including older users, use the internet for banking and financial planning.</b></p> <p>Most consumers, including older consumers, use websites and apps for banking and financial planning. The most common uses are to check balance and transactions, pay bills online, and to buy goods and services online.</p>
9	<p><b>One in five were the victim of some type of financial fraud.</b></p> <p>One in five respondents were the victim of some type of financial fraud. A similar proportion of respondents (one in five) reported a problem with a legitimate provider, such as difficulty in opening a bank account, accessing a loan, or making an insurance claim.</p>
10	<p><b>Good understanding of financial concepts, though key gaps exist.</b></p> <p>While there is a broad understanding of many financial concepts, key gaps such as of the nature of contract signatures and the impact of risk remain. Men score higher on average than women, while older respondents score significantly higher than younger respondents.</p>
11	<p><b>Data will act as a rich basis for further research.</b></p> <p>This study represents an initial high-level overview of some of the results of this detailed survey of Irish households. The CCPC plan to build on the findings of this report with additional analysis, including assessing how Ireland's results compare with the international experience.</p>

# 1 Introduction and Background

## 1.1 Introduction

This report, submitted to the Competition and Consumer Protection Commission (CCPC) by Indecon International Consultants, provides an analysis of financial wellbeing in Ireland in 2023. It is based on a national survey undertaken by Ipsos MRBI using an Organisation for Economic Co-operation and Development (OECD) toolkit. This report represents the outcome of the first phase of this project, capturing the initial findings of the research. This will provide an evidence base for the CCPC and other stakeholders working in financial literacy and financial wellbeing. Subsequent phases of the project will include more detailed analysis of the data, comparisons with international data and recommendations on financial wellbeing policy and practice in Ireland, including priority areas for the CCPC's work.

## 1.2 Methodological approach

In 2009, OECD International Network on Financial Education (INFE) developed a standard toolkit for measuring over time and in an internationally comparable way:

- Financial literacy
- Inclusion
- Resilience
- Wellbeing

This report provides an initial overview of the results for Ireland for 2023, based on 1,505 interviews conducted among a representative sample of the Irish population. The survey was conducted by Ipsos through computer-assisted telephone (CATI) interviews, with fieldwork conducted between 15 December 2022 and 1 March 2023. The questionnaire contained 48 questions and 269 sub-questions. The design/wording of the questions was based on a common OECD methodology to enable cross-country comparison, with some flexibility for additional questions at national level. Questions on digital and sustainable finance were added to this version of the survey.

## 1.3 Report structure

The remainder of the report is structured as follows:

- Section 2: An overview of existing evidence in Ireland and internationally
- Section 3: The economic context of the report
- Section 4: The OECD Toolkit and its methodology as it applies to the report
- Section 5: Survey results on respondent's financial wellbeing and how they are currently doing
- Section 6: Survey results on respondent's understanding of financial concepts
- Section 7: Survey results regarding practices regarding budgeting and planning
- Section 8: Survey results on awareness, ownership and decision-making regarding financial products
- Section 9: Survey results on attitudes to the management of personal finances

## 1.4 Acknowledgements and disclaimer

Indecon would like to acknowledge the co-operation, assistance and input of a range of individuals and organisations during this study. We would like to thank several key staff in the CCPC and Ipsos for collecting and curating the data presented here. Finally, we would like to thank our academic adviser Professor Adele Atkinson, Professor in Financial Inclusion at the University of Birmingham, who provided important inputs to this study. **The usual disclaimer applies and the analysis and findings in this independent report are the sole responsibility of Indecon.**



## 2 Existing policy research

### 2.1 Introduction

There is a range of existing research into issues concerning financial literacy, financial wellbeing, and financial behaviour, both in Ireland and internationally. However, there is no single definition of financial literacy used in international studies. It typically refers to some combination of financial knowledge, attitudes and behaviour, but may also refer exclusively to financial knowledge. The same applies to financial wellbeing, for which narrower and broader definitions also exist. Some studies focus on the ability of individuals to meet their commitments (now and in the future) while others take a broader view; for example, defining financial wellbeing as the ability to achieve a desired standard of living.<sup>1</sup>

Low levels of financial literacy has been identified as a barrier to financial inclusion and improved welfare. There has been a recent policy focus on how financial education can improve financial literacy and wellbeing. Over 100 countries now have financial education strategies in place.<sup>2</sup> More recently, there has also been increasing interest in digital financial literacy and how policy makers should address financial wellbeing in the digital environment.<sup>3</sup> This section provides a brief review of recent Irish and international research relating to financial wellbeing.

### 2.2 CCPC's Financial Capability and Well-being in Ireland in 2018 study

In 2018 the CCPC commissioned a study<sup>4</sup> of the levels of financial capability and wellbeing in Ireland. The study also explored how financial capabilities, knowledge and experience of financial matters, as well as psychological and socio-economic factors affect financial wellbeing, and how and why these vary across the population. The study built on knowledge obtained from a previous study by the Financial Regulator in 2008 on financial capability.<sup>5</sup> The 2018 report<sup>6,7</sup> scored the average financial wellbeing in Ireland at 64 out of 100. This was derived from three sub-measures, namely the extent to which people were meeting current commitments, were financially comfortable, and had financial resilience for the future. Some key findings of the study are shown in Table 2.1.

<sup>1</sup> Riitsalu, L., Atkinson, A. & Pello, R. (2023). The bottlenecks in making sense of financial well-being. *International Journal of Social Economics* (ahead-of-print).

<sup>2</sup> Gradstein, H., Abbas, S., & Tomilova, O. (2021). Building a Financial Education Approach: A Starting Point for Financial Sector Authorities - Financial Inclusion Support Framework: Technical Note

<sup>3</sup> Atkinson, A. (2022). Financial Literacy Policy Trends. *The International Review of Financial Consumers*, 7(2).

<sup>4</sup> CCPC. (2018). Financial Capability and Well-being in Ireland in 2018, Retrieved from <https://www.ccpc.ie/business/wp-content/uploads/sites/3/2018/12/Financial-capability-2018.pdf>

<sup>5</sup> O'Donnell, Nuala and Mary Keeney (2009) Financial Capability: New Evidence for Ireland. Dublin: Central Bank and Financial Services Authority of Ireland.

<sup>6</sup> Kempson, E. and Poppe, C. (2018). Assessing the Levels of Financial Capability and Financial Well-being in Ireland, A report to the Competition and Consumer Protection Commission (CCPC), Ireland, Retrieved from <https://www.ccpc.ie/business/wp-content/uploads/sites/3/2018/12/Financial-Well-being-in-Ireland-Final-December-2018.pdf>

<sup>7</sup> CCPC. (2018). Financial Capability and Well-being in Ireland in 2018, Retrieved from <https://www.ccpc.ie/business/wp-content/uploads/sites/3/2018/12/Financial-capability-2018.pdf>

Table 2.1: Summary of Findings of 2018 CCPC Report	
<input type="checkbox"/>	7% of respondents were struggling financially and only 25% were financially secure in both their current financial situation and future provisioning.
<input type="checkbox"/>	The two core behaviours that influence financial wellbeing were active saving and not borrowing for daily expenses.
<input type="checkbox"/>	Irish consumers performed relatively well on the core behaviours driving financial wellbeing. However, the study suggested there was a lack of spending restraint in comparison to other countries. <sup>8</sup>
<input type="checkbox"/>	Scores related to resilience for retirement were generally low, adding to the public policy concern around under-provision for retirement.
<input type="checkbox"/>	Socio-economic factors had a large influence on financial wellbeing. In particular, home ownership, education and income were found to have a statistically significant and positive impact on financial wellbeing. Wellbeing was also higher in non-Dublin-Leinster, Munster and Connacht/Ulster than in Dublin.
<input type="checkbox"/>	The report noted the importance of initiatives that support saving and increase confidence in money management and financial decision making
<i>Source: CCPC (2018)</i>	

The conclusions of the study were broadly consistent with those of recent OECD reports, though the 2018 study used different methodology so cannot be directly compared to the data collected using the OECD toolkit. The study suggested that the CCPC should review its financial education initiatives to focus on the most important issues and expand to include initiatives aimed at young children. Indeed, the findings pointed towards tailored financial capability interventions beyond knowledge and information transfer. It also supported the overall policy objective of auto enrolment developed supported by Ireland's Roadmap for Pensions Reform 2018-2023.<sup>9</sup>

Additionally, the report highlighted the importance of initiatives that support active saving and increase confidence in money management and financial decision making. The final recommendation was for the Government to consider a cross-stakeholder national strategy for financial education as other countries had done.

<sup>8</sup> Comparisons to other countries are made based on similar rather than identical definitions.

<sup>9</sup> Government of Ireland. (2018). A Roadmap for Pensions Reform 2018-2023, Retrieved from <https://assets.gov.ie/10968/9740541c18cc4eaf92554ff158800c6f.pdf>

Similar studies conducted by ANZ in Australia<sup>10</sup> and New Zealand<sup>11</sup> in 2021 found a similar level of financial wellbeing in those nations to Ireland. Furthermore, active saving and not borrowing for everyday expenses were also found to be important behaviours in terms of promoting financial wellbeing.

In response to the identification of the importance of active saving for consumers' financial wellbeing, the CCPC commissioned behavioural research in 2019 with the Economic and Social Research Institute (ESRI). The objective of the research was to test different interventions to find which methods were most successful in encouraging consumers to build a savings buffer. The interventions were tested on consumers between May and November 2021 with a large-scale field trial with over 160,000 consumers facilitated by Bank of Ireland. The research showed that applying behavioural science to customer communications and the design of application forms can increase the uptake of savings accounts by over 25%. The CCPC also created a guide for providers to support the financial wellbeing of their customers by helping them to save in the short term.<sup>12</sup>

### 2.3 Other Irish research

Other studies that have been conducted on financial wellbeing and literacy in Ireland have typically found significant differences between different groups. The National Adult Literacy Agency (NALA)'s report on financial literacy in Ireland<sup>13</sup> included surveys and qualitative interviews with consumers and financial services providers, with the aim of developing more literacy-friendly financial services. The research identified that the shift towards digital financial services was disproportionately affecting certain groups, particularly the traveller community. The report recommended that financial providers improve their online services and provide additional support to vulnerable consumers. It also called for the implementation of a cross-sectoral and departmental financial literacy strategy led by the Department of Finance and a state-led anti-fraud campaign

Peer reviewed work in Ireland has focused strongly on the importance of household composition and the importance of couples in estimating literacy, behaviour, and knowledge. Nolan and Doorley (2019)<sup>14</sup> found higher levels of financial literacy among men, those with higher levels of education and cognition, as well as the self-employed. They also found an association between financial literacy and total household wealth. This is a particularly important finding, as it suggested financial literacy was greater among higher earners and discounted the theory that higher income groups have less need for financial literacy when compared to low-income groups who must budget, plan and consider spending. Financial literacy was also associated with lower financial stress and higher expected retirement income.

<sup>10</sup> ANZ. (2021). Financial Wellbeing A survey of Adults in Australia Retrieved from <https://www.anz.com.au/content/dam/anzcomau/documents/pdf/aboutus/esg/financial-wellbeing/anz-au-adult-financial-wellbeing-survey-2021.pdf>

<sup>11</sup> ANZ. (2021). Financial Wellbeing A survey of Adults in New Zealand Retrieved from <https://www.anz.com.au/content/dam/anzcomau/documents/pdf/aboutus/esg/financial-wellbeing/anz-nz-adult-financial-wellbeing-survey-2021.pdf>

<sup>12</sup> CCPC. (2022). Improving Financial Well-being through Short-term Savings A Guide for Financial Providers to Help Their Customer Save. Retrieved from <https://ccpc.inventise.ie/business/wp-content/uploads/sites/3/2022/04/2022.04.22-CCPC-Savings-Guide-Final.pdf>

<sup>13</sup> National Adult Literacy Agency (NALA). (2022). Financial literacy in Ireland. Retrieved from <https://www.nala.ie/publications/financial-literacy-in-ireland/>

<sup>14</sup> Nolan, A., & Doorley, K. (2019). Financial literacy and preparation for retirement.. Retrieved from: <https://www.iza.org/publications/dp/12187/financial-literacy-and-preparation-for-retirement>

However elsewhere, the ESRI (2023)<sup>15</sup> found that although household income was strongly associated with fuel poverty and energy efficiency, there was only a weak association between financial literacy and fuel poverty. This was another important finding which suggested that improved literacy in finance has limited effects on poverty, and that income measures are important predictors of both poverty and literacy. Finally, CEDEFOP (2020)<sup>16</sup> found that women accounted for approximately 43% of the Irish population with a low education, 50% of population with low digital skills and low literacy, and 58% of population with low numeracy. Given that these measures were strongly associated with poor financial literacy, this report highlighted the importance of gender differences.

Another ESRI study (2023b)<sup>17</sup> investigated how consumers engaged with the Irish financial retail market when choosing and switching financial products. Switching rates for the main financial products in Ireland were found to be low. Most consumers do not consider switching their loan (69%), credit card (59%) or mortgage (54%). Difficulty in comparing offers, uncertainty about the process, the costs and benefits of switching, and fear of making a mistake emerged as significant barriers to switching across products.

A recent report by Bank of Ireland (2023)<sup>18</sup> showed that the Literacy Score for Ireland was 54%, meaning just over half of the questions asked in its Financial Literacy Score test were answered correctly. Those aged 18-34 score lowest at 48% with the highest score of 58% achieved by the over 65s. The study found that Ireland lags behind global peers with similar global study placing Australia at 64%, Germany at 66%, and UK at 67%, with women and young adults having lower than average financial literacy scores.

In 2021 Moneysherpa<sup>19</sup> conducted a survey to assess financial literacy in Ireland, testing knowledge of the same concepts explored in a global S&P survey.<sup>20</sup> The study estimated Irish financial literacy at 55% and highlighted that this was around 20% lower than some other European nations. In terms of differences across demographic groups, the survey found that financial literacy was around 20% lower in the 18-44 age group than the 45-64 age group and that Dublin trails the rest of the country in terms of financial literacy. It also found, unlike some other studies, that women had 15% higher financial literacy than men.

## 2.4 International studies

This section discusses some of the international research in the field of financial literacy. The OECD INFE has defined financial literacy as follows: ‘A combination of awareness, knowledge, skill, attitude and behaviour necessary to make sound financial decisions and ultimately achieve individual financial wellbeing.’

<sup>15</sup> Tovar Reaños, M., J. Curtis, A. Pillai and D. Meier (2023). Fuel poverty and financial literacy: Evidence from Irish home owners., ESRI Working Paper 751, Dublin: ESRI, <https://www.esri.ie/publications/fuel-poverty-and-financial-literacy-evidence-from-irish-home-owners>

<sup>16</sup> Statistics and analyses of Ireland are available here <https://www.cedefop.europa.eu/en/countries/ireland#1>

<sup>17</sup> ESRI (2023b), “Switching Activity in Retail Financial Markets in Ireland.”

<https://www.esri.ie/system/files/publications/RS161.pdf>

<sup>18</sup> <https://www.bankofireland.com/about-bank-of-ireland/press-releases/2023/irelands-financial-literacy-lags-peers-according-to-new-national-study/>

<sup>19</sup> Details of the survey and its results are available here <https://moneysherpa.ie/financial-literacy-survey-data/>

<sup>20</sup> Moneysherpa. (2021). Irish Women Lead in Financial Literacy, New Irish Money Guide Survey Shows. Retrieved from <https://moneysherpa.ie/financial-literacy-survey-data/>

In 2014 Standards & Poor surveyed more than 150,000 adults in 148 countries to test knowledge of four basic concepts<sup>21</sup>, namely risk diversification, inflation, interest, and compound interest.<sup>22</sup> Respondents who demonstrated understanding of at least three of the four concepts were classified as financially literate. According to this metric, around one third of the world's adults were found to be financially literate, with national averages varying from 13% to 71%. Ireland was found to have 55% financial literacy, slightly above the EU average of 52%. The study found a positive relationship between Gross Domestic Product (GDP) per capita and financial literacy. It also found that financial literacy was lower among women, older people, those who are less well-off and those who do not own their own home. The report suggests that policymakers should build strong consumer protection regimes and emphasised the importance of 'non-traditional' financial education informed by behavioural insights such as helping new customers to use ATMs and PIN numbers, and sending text messages reminders to encourage saving.

In 2021 the UN Secretary-General's Special Advocate for Inclusive Finance for Development (UNSGSA)<sup>23</sup> published a financial health guide for policymakers. Financial health was defined the ability to meet short-term obligations, resilience against shocks and an ability to feel secure and reach long-term goals.<sup>24</sup> The handbook made the following recommendations:

- ❑ Financial health should be at the heart of financial inclusion strategies, and the link between financial health and other policies (e.g., employment and social protection) creates a need for inter-departmental collaboration.
- ❑ Financial health research must include consistent measurement methods over time.
- ❑ National financial education strategies as well as collaboration with the private sector should be used to drive improved financial health, including for children.
- ❑ Policy makers should tap into the growing global financial health community when developing and testing new policies.

Other research has considered different measures of financial wellbeing while some provide international comparisons. D'Agostino, Rosciano and Starita (2021)<sup>25</sup> used the European Quality of Life Survey data to measure financial wellbeing in Europe.<sup>26</sup> They used a wider definition of financial wellbeing from a multidimensional perspective, incorporating inner wellbeing, relative assessment, time, financial security and financial freedom. The study found that financial wellbeing in Ireland was 0.64, with a range of national averages from 0.56 (Cyprus and Greece) to 0.69 (Iceland and Sweden). As in previous studies, Ireland placed above average in terms of this measure. The study also found evidence of gender differences in financial wellbeing but that there was no obvious relationship between financial wellbeing and the economic conditions of the country. The authors recommended that public spending to curb unemployment may be important to improve financial wellbeing, and that governments should introduce a financial wellbeing index to improve this measure over time.

<sup>21</sup> See page 6 for details on the exact questions asked.

<sup>22</sup> Standard & Poor's Ratings Services. (2015). Financial Literacy Around the World: Insights from the Standard & Poor's Ratings Services Global Financial Literacy Survey. Retrieved from [https://gflec.org/wp-content/uploads/2015/11/3313-Finlit\\_Report\\_FINAL-5.11.16.pdf](https://gflec.org/wp-content/uploads/2015/11/3313-Finlit_Report_FINAL-5.11.16.pdf)

<sup>23</sup> United Nations Secretary-General's Special Advocate for Inclusive Finance for Development.

<sup>24</sup> UNSGSA. (2021). Financial Health Introduction for Policymakers. Retrieved from <https://www.unsgsa.org/sites/default/files/resources-files/2021-09/UNSGSA%20Financial-health-introduction-for-policymakers.pdf>

<sup>25</sup> D'Agostino, A., Rosciano, M., & Starita, M. G. (2021). Measuring financial well-being in Europe using a fuzzy set approach. *International Journal of Bank Marketing*, 39(1), 48-68.

<sup>26</sup> D'Agostino, A., Rosciano, M. and Starita, M.G. (2021). Measuring financial well-being in Europe using a fuzzy set approach, *International Journal of Bank Marketing*, Vol. 39 No. 1, pp. 48-68.

Overall, expanding the concept of financial wellbeing did not alter the results, Ireland still scored slightly above average, and women still score below men (D’Agostino, Rosciano and Starita, 2021).

Kempson, Finney and Poppe (2018)<sup>27</sup> conducted an in-depth literature review and re-analysed some existing qualitative data to formulate a conceptual model of financial wellbeing and its determinants.<sup>28</sup> They then tested their model using survey data from Norway. They proposed ‘the extent to which someone is able to meet all their current commitments and needs comfortably and has the financial resilience to maintain this in the future’ as a useful working definition of financial wellbeing. They found that three specific behaviours (active saving, spending restraint and not borrowing for daily expenses) were the main drivers of financial wellbeing. This model was adapted for the CCPC’s 2018 study.

Bruhn et al. (2013) used a randomised control trial involving 20,000 high school students to assess the impact of delivering financial education to young people.<sup>29</sup> Their research found that participation in the programme increased student financial knowledge by a quarter of a standard deviation and led to an increase in behaviours such as saving and financial planning. Furthermore, the study found evidence of ‘trickle-up’ impacts on parents. The authors highlighted the potential for early age financial education to improve life outcomes and that the involvement of the private sector as well as parents in this education can be valuable.

Lusardi and Mitchell (2023) supported this view, arguing for financial education in schools and colleges and that this may make financial education more accessible.<sup>30</sup> They also proposed that there should be a national indicator of financial literacy that could be tracked over time. Garg and Singh (2018) showed that financial literacy among young people is low in most parts of world.

French and McKillop (2016) explored the relative importance of numeracy and money management skills in contributing to financial literacy using data from Northern Ireland.<sup>31</sup> Their analysis suggested that numeracy played a very insignificant role in financial literacy, and the authors argued for the implementation of money management programmes by credit unions to help over-indebted individuals.

O’Donnell (2009)<sup>32</sup> compared results of surveys carried out in the UK and Ireland across seven different financial behaviour indicators including the ability to keep up with bills, pensions and savings. While there were similarities between the two countries across some of the metrics, there were also some differences. In particular, respondents in the UK were significantly more likely to save using current or savings accounts and contribute to their pension.

A set of authors have again emphasised the importance of couples and household composition when considering financial wellbeing. Goyal and Kumar (2021)<sup>33</sup> showed the importance of gender in

<sup>27</sup> Kempson, E., & Poppe, C. (2018). Assessing the Levels of Financial Capability and Financial Wellbeing in Ireland. A report to the Competition and Consumer Protection Commission (CCPC), Ireland.

<sup>28</sup> Kempson, E., A. Finney, and C. Poppe. (2017). Financial Well-Being. A Conceptual Model and Preliminary Analysis. SIFO Project Note. 3–2017. Oslo: Consumption Research Norway (SIFO).

<sup>29</sup> Bruhn, M, L de Sousa Leão, A Lagovini, R Marchetti, and B Zia. (2013). The Impact of High School Financial Education: Experimental Evidence from Brazil, Washington D.C.: World Bank.

<sup>30</sup> Lusardi, A. and Mitchell, O. (2023). The importance of financial literacy: opening a new field. Working Paper No. 31145. National Bureau of Economic Research.

<sup>31</sup> French, D. and McKillop, D. (2016). Financial literacy and over-indebtedness in low-income households, International Review of Financial Analysis, Volume 48, 2016, Pages 1- 11.

<sup>32</sup> O’Donnell, N. (2009). Consumer financial capability: a comparison of the UK and Ireland (No. 4/RT/09). Central Bank of Ireland.

<sup>33</sup> Goyal, K., & Kumar, S. (2021). Financial literacy: A systematic review and bibliometric analysis. International Journal of Consumer Studies, 45(1), 80-105.

knowledge and behaviour scores. Within couples, financial responsibility is often passed to a partner, highlighting the importance of household composition. UK research has also shown a wide gap in pension planning between men and women close to retiring age (Farrar, Moizer, Lean, and Hyde, 2019)<sup>34</sup> but this too depends on household composition.

## 2.5 Summary of key findings

This section provided a brief review of recent Irish and international research relating to financial wellbeing. A summary of the key findings of the section are as follows:

- ❑ There is no single definition of financial literacy or wellbeing. Financial literacy typically refers to some combination of financial knowledge, attitudes, and behaviour. The OECD INFE has defined financial literacy as follows: ‘A combination of awareness, knowledge, skill, attitude and behaviour necessary to make sound financial decisions and ultimately achieve individual financial wellbeing.’ Some studies focus on the ability of individuals to meet commitments whilst others include an ability to achieve a desired standard of living.
- ❑ The 2018 CCPC Financial Capability and Well-being Study found that only 25% of the population are financially secure. 52% of the population were doing fine presently, but had little put by for the future. Although Irish consumers performed relatively well on the core behaviours driving financial wellbeing, the study suggested that there may be a lack of spending restraint in comparison to other countries, while resilience for retirement is low.
- ❑ Socio-economic factors have a large influence on financial wellbeing, with home ownership, education and income having a statistically significant and positive impact.
- ❑ Several other studies have been conducted in relation to financial wellbeing and literacy in Ireland, and typically find significant group differences in financial literacy and wellbeing, including with respect to age and gender.
- ❑ International research indicated that one third of the world’s adults were judged as financially literate, with Ireland rating slightly above the EU average of 52% in 2014. The studies found that financial literacy was lower among women, older individuals, those who are less well-off and those who do not own their own home.

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<sup>34</sup> Farrar, S., Moizer, J., Lean, J., & Hyde, M. (2019). Gender, financial literacy, and preretirement planning in the UK. *Journal of Women & Aging*, 31(4), 319-339.

## 3 Economic context

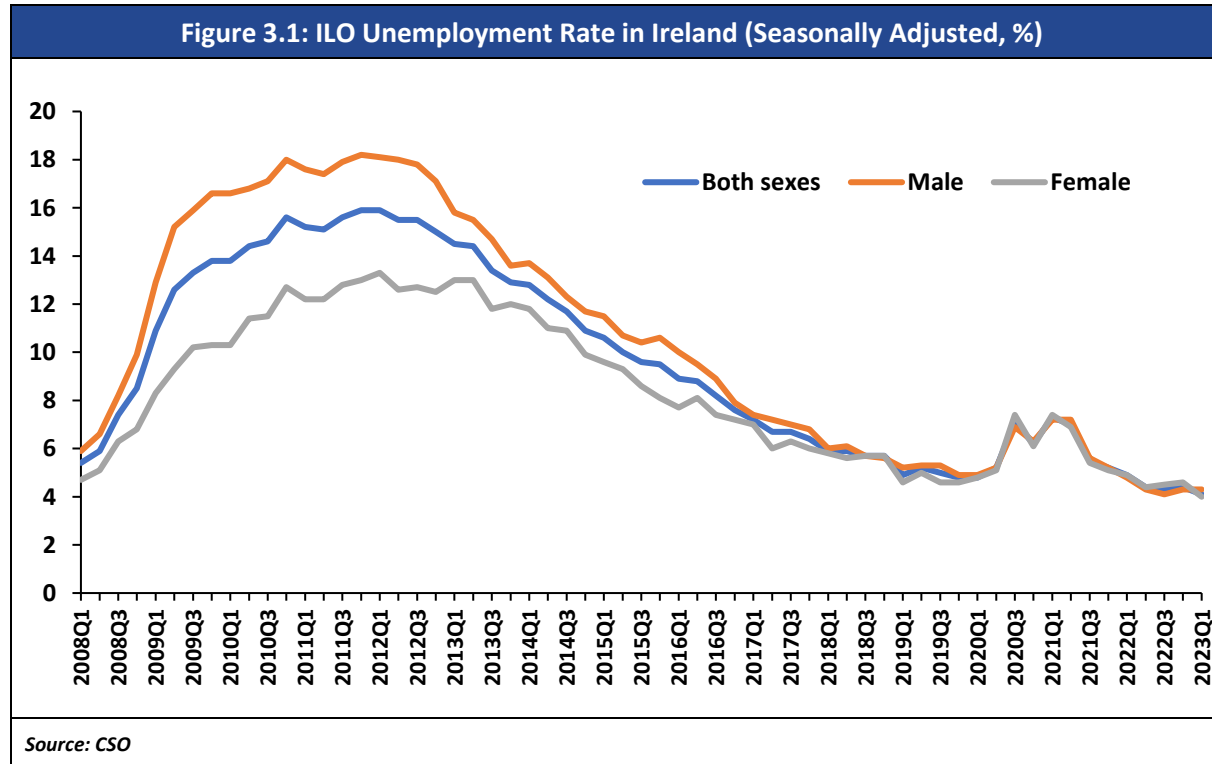
### 3.1 Introduction

It is important to understand the prevailing economic conditions when considering responses to many aspects of this survey. This includes an understanding of labour market conditions, levels of household income, debt and savings. This section briefly outlines some of the main economic trends that are relevant for this period.

### 3.2 Labour market conditions

Following the economic crisis beginning in 2007/2008, the Irish economy returned to growth in 2012. After a subsequent protracted period of recovery, the onset of the COVID-19 pandemic resulted in a sharp contraction of activity brought about by the public health measures introduced at the time. This was followed, in early 2022, by the war in Ukraine, which contributed to a sharp rise in price inflation in Ireland and other countries, most notably in the price of energy.

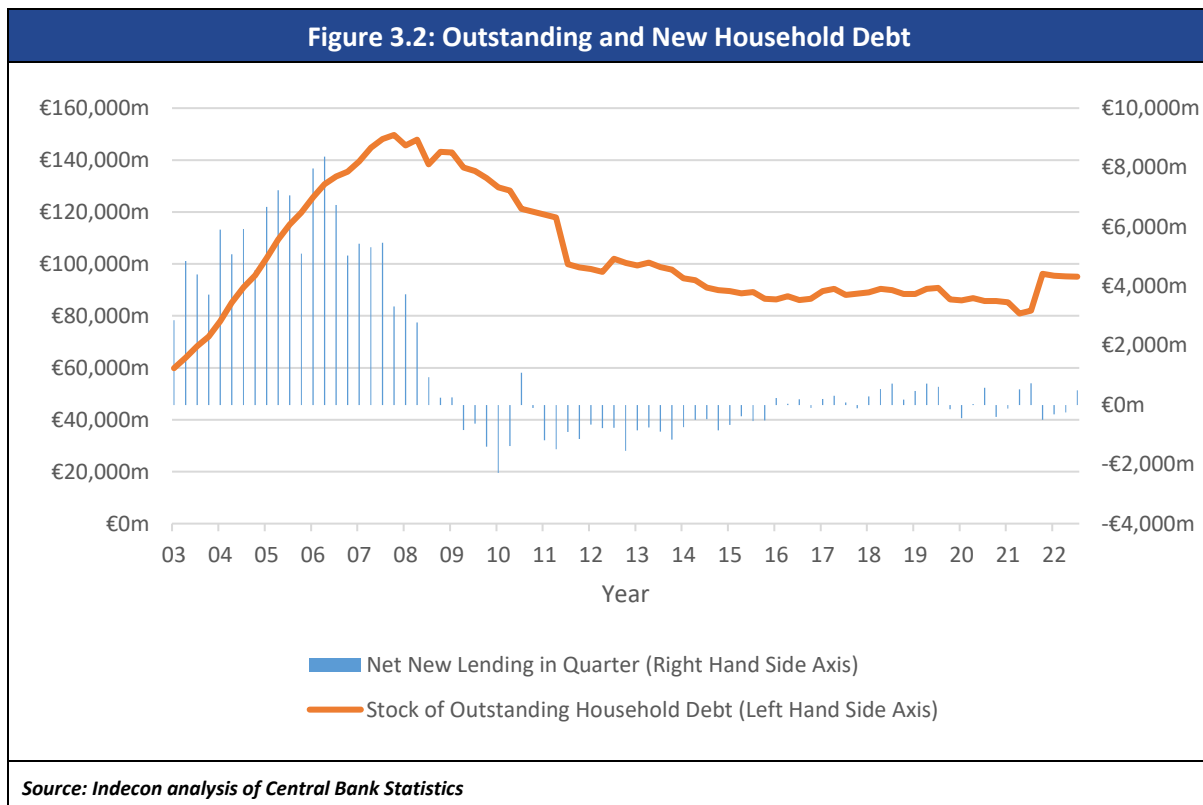
An important factor for many households is labour market conditions. The rate of unemployment gradually declined from a peak of 16% in 2011/2012, though the onset of COVID-19 temporarily interrupted this decline. At the time the field research for the survey was conducted (late Q4 2022/Q1 2023), unemployment was between 4% and 5%, a level that economists class at being close to full-employment. This is illustrated in Figure 3.1 below. This is despite on-going challenges such as rising interest rates, high inflation, and the ongoing conflict in Ukraine.





### 3.3 Outstanding household debt

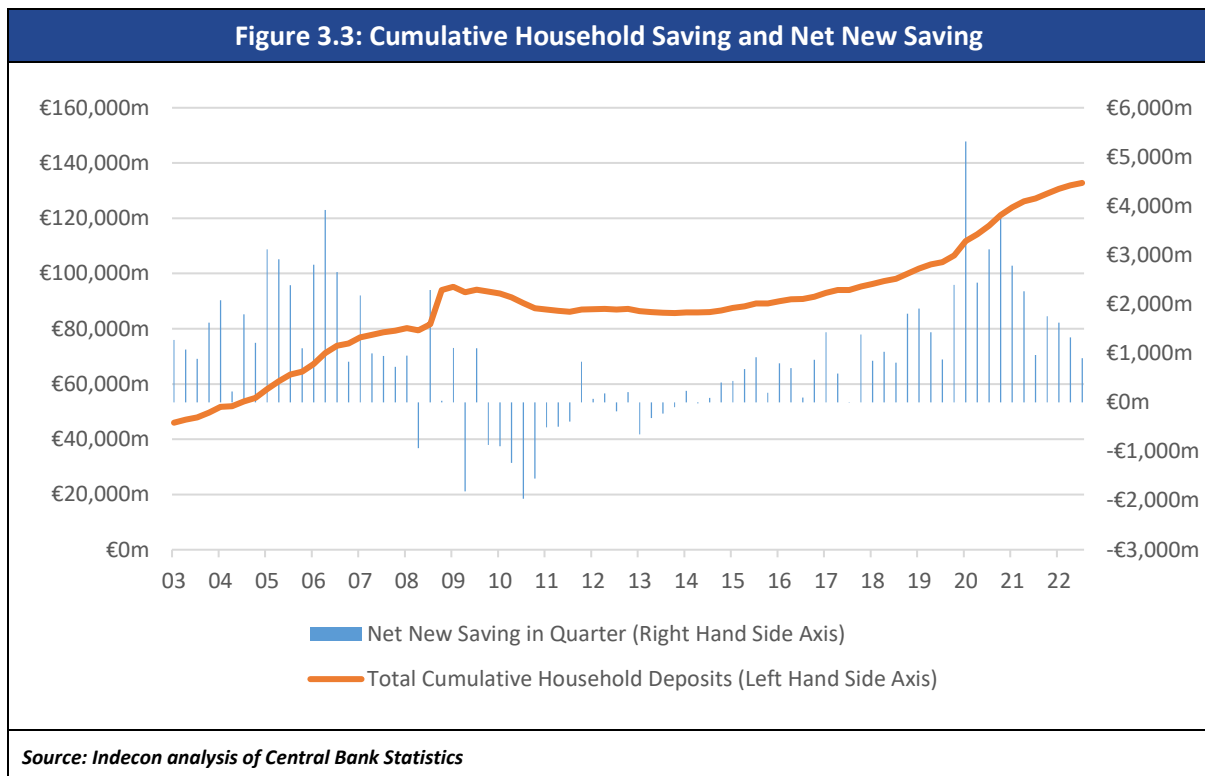
The survey also considers households levels of comfort with the amount of debt they have. Therefore, an understanding of outstanding debt is important. As can be seen from Figure 3.2, the level of aggregate household debt held by Irish households peaked in 2008 and fell consistently until 2016 following a period of negative new lending (households were repaying existing debt faster than they were taking out new loans). From 2016 onwards, cumulative outstanding debt has been largely stable, though given the rising size of the population over this time, this indicates that debt per household has continued to fall.



### 3.4 Household saving

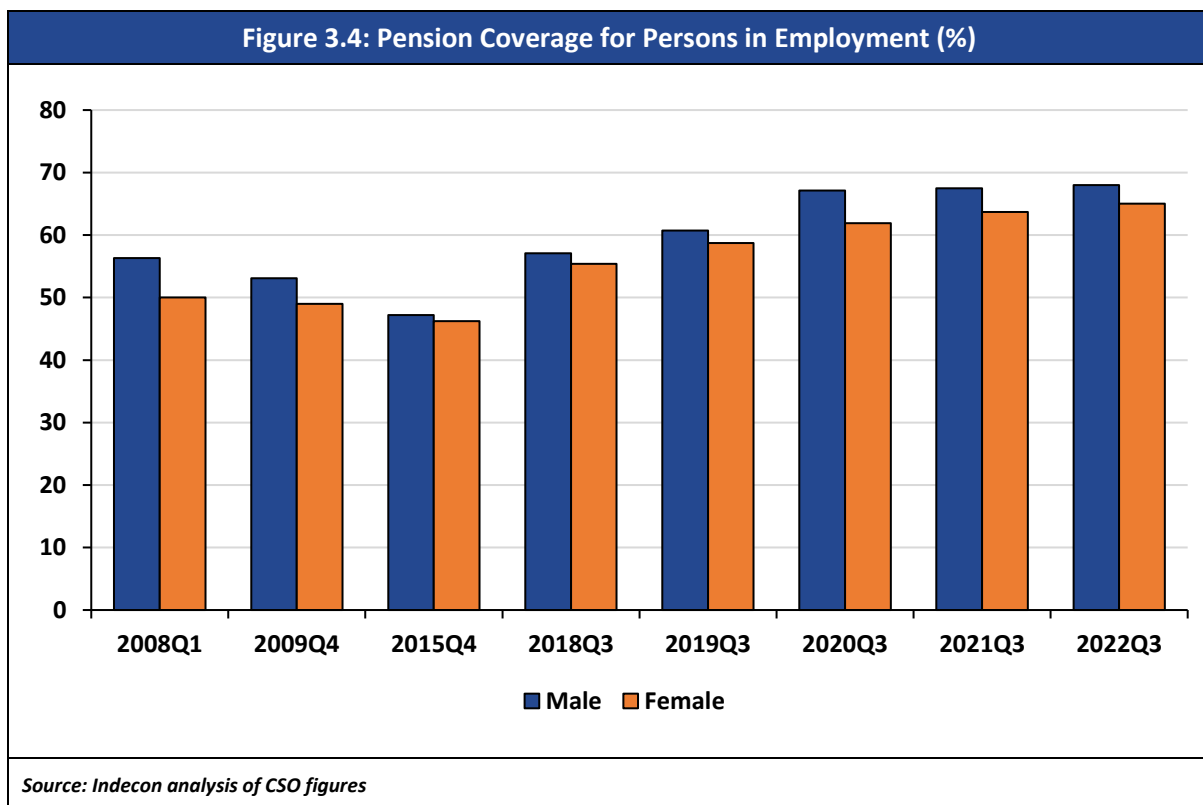
In addition to understanding household debt levels, it is also important to understand saving behaviour. It is possible that when some households are taking on more debt, other households can be increasing their savings, while many households will do both simultaneously.

As can be seen in Figure 3.3, rates of net new saving fell after 2008 due to households suddenly having much reduced disposable income. However, from around 2015 onwards, rates of new savings rose slowly before suddenly peaking following the public health restrictions due to limited capacity to spend (so-called “forced saving”). After lockdown, savings rates returned to previous levels, though the overall cumulative level of saving increased.



Another important form of long-term saving is enrolment in pension schemes to help fund retirement. Pension coverage has risen over the last five-six years, with close to 70% of people in employment having some form of pension coverage. This is illustrated in Figure 3.4. The introduction of auto-enrolment into pensions, due to commence in 2024, will look to increase the rate of enrolment significantly.<sup>35</sup>

<sup>35</sup> Auto-enrolment is a new retirement savings system for employees that will be introduced in 2024. More information is available here <https://www.gov.ie/en/campaigns/0ab04-automatic-enrolment-for-pensions-hub/>



### 3.5 Summary of key findings

This section briefly outlines some of the main economic trends of relevance for the period during which the survey was conducted. A summary of the key findings from this section are as follows:

- ❑ The labour market is currently strong, close to a level that economists class as representing “full employment”. This is despite on-going challenges such as rising interest rates, high inflation, and the on-going conflict in Ukraine.
- ❑ The level of aggregate household debt held by Irish households is largely stable, though given the rising size of the population over this time, this indicates that debt per household has fallen. This is likely to affect respondents’ comfort with debt levels.
- ❑ From around 2015 onwards, rates of new household savings rose slowly before peaking following the public health restrictions due to limited capacity to spend (so-called “forced saving”), resulting in a rise in aggregate household saving.
- ❑ Pension enrolment has increased since 2008. Auto-enrolment of employees into pension schemes, which is due to commence in 2024, will likely increase this coverage further.
- ❑ Overall, the trends presented here indicate that Ireland has improved its macro-financial situation since the last CCPC study was conducted in 2018 and it is possible that indicators of financial wellbeing may have been affected as a result.

## 4 Introduction to OECD Toolkit

### 4.1 Introduction

In 2009 the OECD/INFE (International Network on Financial Education) began to develop a toolkit<sup>36</sup> for measuring levels of financial literacy and inclusion. This toolkit provided a standard survey questionnaire and methodology for measuring financial literacy, inclusion, resilience, and wellbeing over time and in an internationally comparable way. The toolkit, and its use, has evolved since then, and is discussed in this section.

### 4.2 Toolkit methodology

The toolkit sets out a precise methodology for measuring financial knowledge, behaviour and attitudes scores, as well as an overall financial literacy score. A brief summary of the methodology across the key areas of investigation is shown in Table 4.1 below.

Table 4.1: Summary of OECD Methodology	
<b>Financial knowledge</b>	The financial knowledge score is calculated (out of 7) as the number of correct responses to seven purely factual questions. The questions test an understanding of concepts such as inflation, interest rates and diversification.
<b>Financial behaviour</b>	The financial behaviour score measures the propensity of respondents to exhibit various behaviours that are considered by the OECD to be financially savvy. These include aspects relate to budgeting, saving, borrowing, and paying bills on time. The financial behaviour score is calculated out of 9.
<b>Financial attitudes</b>	The financial attitudes score is computed as the average response across two or three <sup>37</sup> statements. The questions are asked on a scale of completely agree (1) to completely disagree (5). For example, respondents may be asked whether “Money is there to be spent”. The response ranges are rescaled from 0 to 4 <sup>38</sup> , and a higher score is indicative of better financial attitudes although the questions are arguably somewhat subjective.
<b>Financial literacy</b>	The overall financial literacy score is calculated as the sum of the three scores described above. The score, out of 20, may be normalised to 100.
<i>Source: Indecon analysis of data collected by Ipsos</i>	

Given that the financial knowledge questions are factual, comparison across individuals and/or countries is reasonable. The data for cross-country analysis was not complete in time for this report, but may be subject to future CCPC research. However, some caution may be needed when comparing

<sup>36</sup> OECD. (2022), OECD/INFE Toolkit for Measuring Financial Literacy and Financial Inclusion 2022, Retrieved from [www.oecd.org/financial/education/2022-INFE-Toolkit-Measuring-Finlit-Financial-Inclusion.pdf](http://www.oecd.org/financial/education/2022-INFE-Toolkit-Measuring-Finlit-Financial-Inclusion.pdf)

<sup>37</sup> In some countries only two statements may be given.

<sup>38</sup> It should be noted that that in the 2018 version of the toolkit the financial attitudes score was on a scale of 1 to 5 rather than 0 to 4. This means that for a given set of responses the estimated financial attitudes score in the 2020 research would be one higher than it would be if calculated using the 2022 methodology.

financial attitudes and behaviours (and therefore financial literacy). For example, two individuals may both say that they ‘agree’ it is more satisfying to spend money than save, but this does not guarantee in absolute terms that they have the same attitude towards saving.

The 2022 version of the toolkit closely matches the previous version (developed in 2018). However new questions were added to the questionnaire to reflect recent changes in the financial landscape. These include:

- ❑ Questions related to digital financial knowledge, attitudes, behaviours, products and services.<sup>39</sup>
- ❑ Questions about holding of and attitudes towards sustainable finance products.

Additionally, some questions were made optional to reflect their changed importance over time or their different relevance or context across countries. These changes do not affect the calculation of the financial knowledge, behaviour, attitudes, and literacy scores.

### 4.3 Previous Findings From The Toolkit

Survey data from 26 countries (including 12 OECD countries) was collected in 2020 according to the 2018 version of the toolkit.<sup>40</sup> Some of the key findings of the 2020 OECD survey are:

- ❑ The average obtained knowledge score was 63%, with only 17% of respondents self-assessing their level of financial knowledge as high.
- ❑ Although Ireland did not feature, this report outlined the results of several OECD countries. The average knowledge score, across all the countries surveyed, was 4.4 (ranging between 0 and 7), the average behaviour score was 5.3 (ranging between 0 and 9), and the average attitude score was 3.0 (ranging between 1 and 5).
- ❑ The average financial literacy score was 12.7 (ranging between 1 and 21). The highest country average score was for Hong Kong, China, which scored a financial literacy score of 14.8 from 1,002 respondents. The lowest comparable country average score was found in Italy (11.1).
- ❑ The level of awareness of different financial products was relatively high. However, use of these products was relatively low. Less than 50% of respondents had purchased a financial product in the last year and around a fifth of respondents turned to their personal network to borrow and save thus bypassing the formal financial system.
- ❑ 28% of respondents only had a financial cushion of one week if they lost their main income, and a further 25% would only be able to support themselves for a month.
- ❑ Men showed greater financial knowledge, wellbeing and literacy scores. However, there were some countries where women achieved higher scores.
- ❑ Young people (18-29) were found to have lower financial literacy and attitude scores.
- ❑ Respondents who used digital devices or services had consistently higher literacy, knowledge, behaviour and wellbeing scores, but generally the same or lower attitude scores. This may suggest that digital use is associated with higher knowledge but more short-term attitudes.
- ❑ Individuals with large amounts of savings (three months or more) scored consistently and significantly higher across the board.

<sup>39</sup> This also enables the calculation of a digital financial literacy score.

<sup>40</sup> OECD. (2020), OECD/INFE 2020 International Survey of Adult Financial Literacy, Retrieved from [oecd.org/financial/education/oecd-infe-2020-international-survey-of-adult-financial-literacy.pdf](https://oecd.org/financial/education/oecd-infe-2020-international-survey-of-adult-financial-literacy.pdf)

The report recommended that policy makers should focus on basic financial literacy concepts (e.g. budgeting, planning or saving) by using effective communication channels and digital tools to tailor education programmes to their citizens, and that coordination across the financial education community is required to allow for challenges and solutions to be shared.

The OECD Recommendation on Financial Literacy, adopted by the Ministerial Council in 2020, recommended<sup>41</sup>, among other things, that Members and non-Members establish and implement national strategies that take a sustained, co-ordinated approach to financial literacy, and that these should cohere with other strategies including those related to financial inclusion and consumer protection. It suggested that financial literacy strategies should include content for individuals at an early age and consider the needs of other groups, for example women, migrants, and older people. It also suggested that there should be ongoing monitoring of financial education strategies and that relevant private and not-for-profit stakeholders should be incorporated where possible. The strategy should be in conjunction with aspects of consumer protection and “analysis of market practices put in place by financial services providers, including those that play on the behavioural biases of consumers to assess how financial literacy can complement financial consumer protection measures.”<sup>42</sup>

Following this, the European Commission, in cooperation with the OECD, also published a framework of financial competence for adults in the European Union.<sup>43</sup> The framework is intended to be used as a conceptual basis to build financial education policy and measures. A framework for children and young people is planned to be published later in 2023.

As referenced in section 2, the CCPC published its Financial Capability and Well-being in Ireland in 2018 study though this did not follow the OECD methodology. A key area of difference between analysis supported by the OECD toolkit and the 2018 CCPC research is the latter’s focus on ‘wellbeing’. This was elicited by asking respondents to assess their own financial position. This is more subjective than the main components of the OECD toolkit, which focuses on whether respondents provide accurate responses to factual questions and whether they adopt certain behaviours and attitudes. The OECD are moving more towards the use of wellbeing and the G20/OECD High Level Principles on Financial Consumer Protection contain financial wellbeing as a cross-cutting theme.

As a result, comparison across individuals and time needs careful interpretation. For example, a respondent’s answer to a question about how good or bad their current financial situation is may be heavily influenced by their wealth (which includes both income and savings) relative to their direct peers. Comparing responses to these questions between developed and developing countries therefore may require more careful analysis, advanced econometrics, or simple qualifying caveats in interpretation, than needed when comparing responses to a factual question. Furthermore, even where the theme of survey questions is the same as other studies, small differences in survey questions can make comparability more difficult.

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<sup>41</sup> OECD. (2020). Recommendation of the Council on Financial Literacy OECD/LEGAL/0461. Paris: OECD Publishing. Retrieved from <https://legalinstruments.oecd.org/en/instruments/OECD-LEGAL-0461> –

<sup>42</sup> Op. cit.

<sup>43</sup> European Union/OECD. (2022). Financial competence framework for adults in the European Union. Retrieved from <https://www.oecd.org/daf/fin/financial-education/financial-competence-framework-for-adults-in-the-European-Union.pdf>

## 4.4 OECD policy handbooks

In addition to the Toolkit, the OECD has produced policy handbooks of relevance. In 2022 the OECD published a handbook discussing the promotion of financial education in the workplace.<sup>44</sup> Employees are considered an important target group for financial education policies as they are more likely to use financial services, own property and invest for retirement. However, changing employment patterns and increasing contract instability have led to higher levels of financial responsibility and stress among employees.

The handbook outlines how workplaces are effective forums for delivering financial education as it can be beneficial for employers. Financial stress among employees may lead to a distracted and less productive workforce and providing financial education may improve employee satisfaction and motivation. However, it also highlights the challenges of delivering financial education in the workplace from both the employee and employer perspective. For employers providing financial education resources may be costly and take employees away from normal work activities. For employees, freeing up time, lack of interest or lack of understanding of where to get help may be issues. The handbook highlights that public authorities and NGOs can be helpful in implementing financial education programmes. The handbook also outlines several policy approaches to developing and implementing financial education in the workplace:

- ❑ Devise a strategic and co-ordinated approach to financial education in the workplace by including employees as a target group in financial literacy frameworks and integrate views of multiple stakeholders to ensure programme design reflects the needs of employers and employees.
- ❑ Boost engagement of employers by highlighting the business case for financial education, providing guidance and tools, and leading with public sector employees.
- ❑ Encourage employee participation through incentive schemes and creating an environment that fosters discussion of financial issues.
- ❑ Devise programmes through needs assessments around financial education, identifying vulnerable groups of employees and applying behavioural insights.

In 2019 the OECD published a handbook on financial education for young people in the Commonwealth of Independent States.<sup>45</sup> The handbook explores the experience of the 'CIS-6'<sup>46</sup> countries in creating financial education strategies for young people and summarises key lessons learnt for policy. In particular, the handbook highlighted the need to ensure cooperation with government departments responsible for education in assigning responsibilities for delivering financial education. It stresses the importance of the role that non-profits and the financial industry can play in contributing to national strategies for financial education.

The importance of collecting a robust evidence base (allowing for comparison to other countries) through surveys such as the PISA financial literacy assessment in identifying a baseline against which

<sup>44</sup> OECD. (2022). Policy handbook on financial education in the workplace. OECD Publishing, Paris. Retrieved from <https://www.oecd-ilibrary.org/docserver/b211112e-en.pdf?expires=1682611713&id=id&acname=guest&checksum=23BE86086DB59E3272E0E846797264C8>

<sup>45</sup> OECD. (2019). Policy Handbook on Financial Education for Young People in the Commonwealth of Independent States, Retrieved from <https://www.oecd.org/financial/education/Youth-Policy-Handbook-on-Financial-Education-CIS-EN.pdf>

<sup>46</sup> Armenia, Azerbaijan, Belarus, Kazakhstan, the Kyrgyz Republic and Tajikistan.

to measure progress, as well as potentially vulnerable groups within each country<sup>47</sup> was also highlighted. Moreover, the handbook suggested that financial education should be incorporated within existing school subjects (e.g., mathematics or civic studies) and that such education should begin at an early age and be long running and structured rather than one-off programmes.

The importance of having teachers with a high level of financial literacy was also stressed in the handbook. To achieve this, up-to-date resources in line with the financial literacy curriculum should be available, which are easy for teachers to incorporate into their lesson plans and engaging and age-appropriate for students. Additionally, the handbook proposed that financial literacy education for young people should extend beyond the classroom. It suggested that digital and visual financial resources are the most accessible and engaging for young people and that involving parents in financial education programmes has also proved effective.

## 4.5 Overall scores for Ireland

The overall scores for Ireland are shown in Table 4.2 below. They are shown for context and can be compared with international experience when the results for other countries are finalised and published.

Financial Literacy	14.0
Financial Knowledge	5.4
Financial Attitude	2.2
Financial Behaviour	6.4
<i>Source: Indecon analysis of data collected by Ipsos</i>	

## 4.6 Summary of key findings

This section set out the OECD/INFE toolkit for measuring levels of financial literacy and inclusion on which this study is based. The key findings of this section are:

- ❑ The OECD toolkit proposes a standard survey questionnaire and methodology for measuring financial literacy, inclusion, resilience, and wellbeing over time and in an internationally comparable way.
- ❑ The financial knowledge score is calculated as the number of correct responses to seven purely factual questions. The questions test an understanding of concepts such as inflation, interest rates and diversification.

<sup>47</sup> PISA is the OECD's Programme for International Student Assessment. PISA measures 15-year-olds' ability to use their reading, mathematics and science knowledge and skills to meet real-life challenges. Ireland does not collect data on financial literacy through PISA.



- ❑ The financial behaviour score measures the propensity of respondents to exhibit various behaviours that are considered by the OECD to be 'financially savvy'. These include budgeting, saving, borrowing, and paying bills on time. The financial behaviour score is calculated out of 9.
- ❑ The financial attitudes score is computed as the average response across two or three statements. The response ranges are rescaled from 0 to 4, and a higher score is indicative of better financial attitudes although the questions are arguably somewhat subjective.
- ❑ The overall financial literacy score is calculated as the sum of the three scores described above. The score, out of 20, may be normalised to 100.

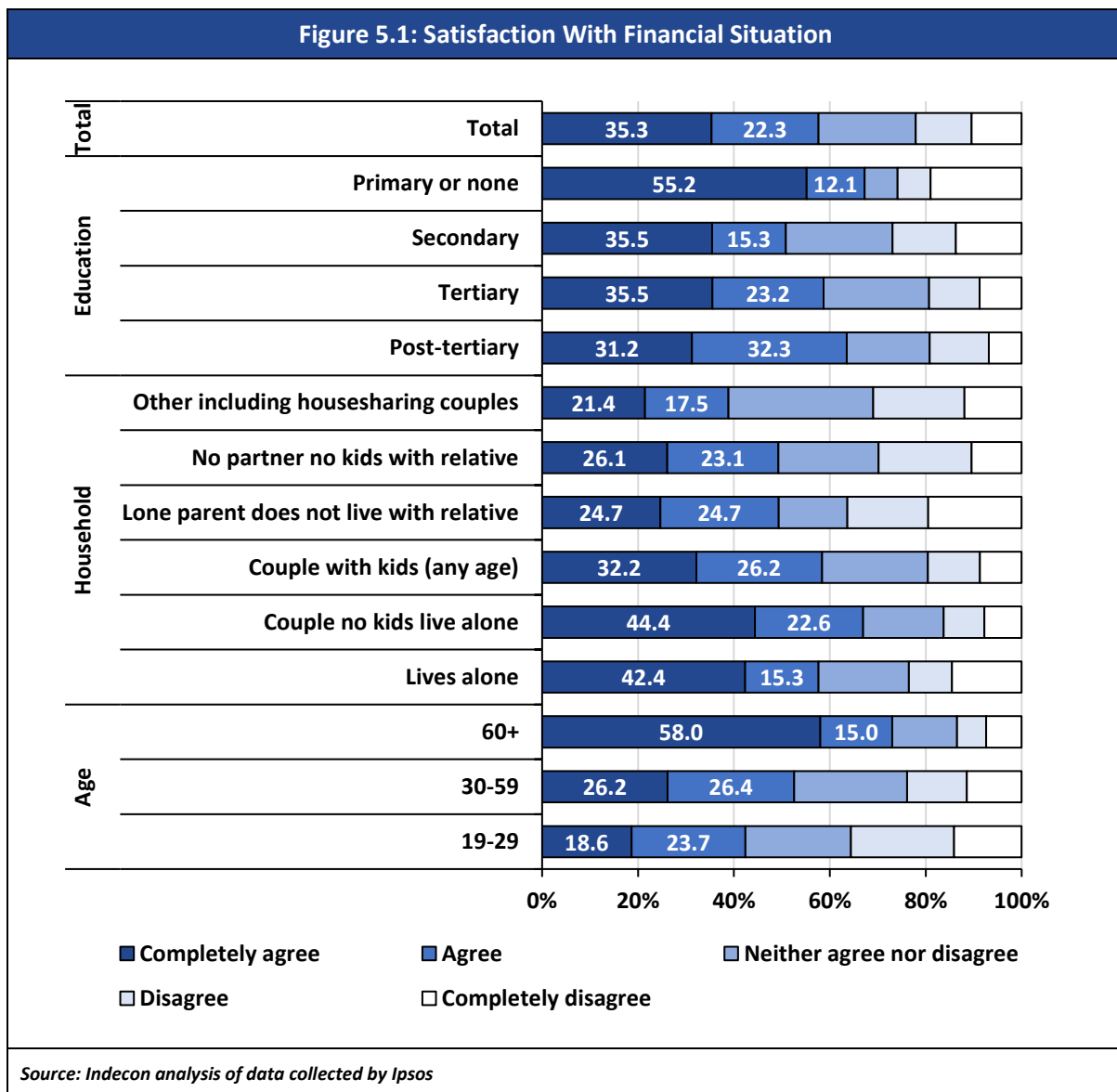
## 5 Financial wellbeing - how people are doing

### 5.1 Introduction

The CCPC 2018 report defines financial wellbeing as ‘the extent to which someone is able to meet all their current commitments and needs comfortably and has the financial resilience to do so.’ The concept can encompass various dimensions including income and wealth, financial security, and financial resilience. Financial wellbeing is influenced by a range of factors including income level, employment stability, access to financial services, debt levels, savings and investments, access to key needs such as housing and necessities. This section considers some of the main indicators associated with financial wellbeing for the Irish sample overall, as well as key demographic differences in these outcomes. There is no scoring in the OECD Toolkit provided for overall financial wellbeing.

### 5.2 Satisfaction with present financial situation

Most respondents report satisfaction with their financial situation. While 58% of the overall sample agreed or strongly agreed that are satisfied, there remain significant differences between groups. In particular, respondents who had no formal education beyond primary level (26%) and young people aged 19-29 (36%) disagreed or completely disagreed with the statement that they were satisfied with their current financial situation, with older and more educated people having higher satisfaction with their financial situation.



### 5.3 Being financially comfortable

Another measure of financial wellbeing is the extent to which people are financially comfortable - or have money left over at the end of the month, which is also linked to savings behaviour - discussed further in Section 6. Most respondents always (37%) or often (23%) have money left over at the end of the month, but there are significant group differences here also. Important differences can be seen regarding household composition types. Lone parents are the least likely to always (22%) have money left over at the end of the month. Respondents are also asked whether they agree with the following statement, "Because of my money situation, I feel like I will never have the things I want in life", with only 8% completely agreeing with this assessment.

**Table 5.1: Frequency of Having Money Left Over**

	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples	Total
Always	42%	42%	36%	22%	34%	33%	<b>37%</b>
Often	16%	26%	22%	21%	30%	26%	<b>23%</b>
Sometimes	22%	21%	27%	36%	21%	28%	<b>25%</b>
Rarely	9%	6%	9%	12%	7%	9%	<b>8%</b>
Never	11%	5%	6%	9%	8%	4%	<b>7%</b>
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

*Source: Indecon analysis of data collected by Ipsos*

The corresponding results for whether respondents were limited in things important to them is shown in Table 5.2.

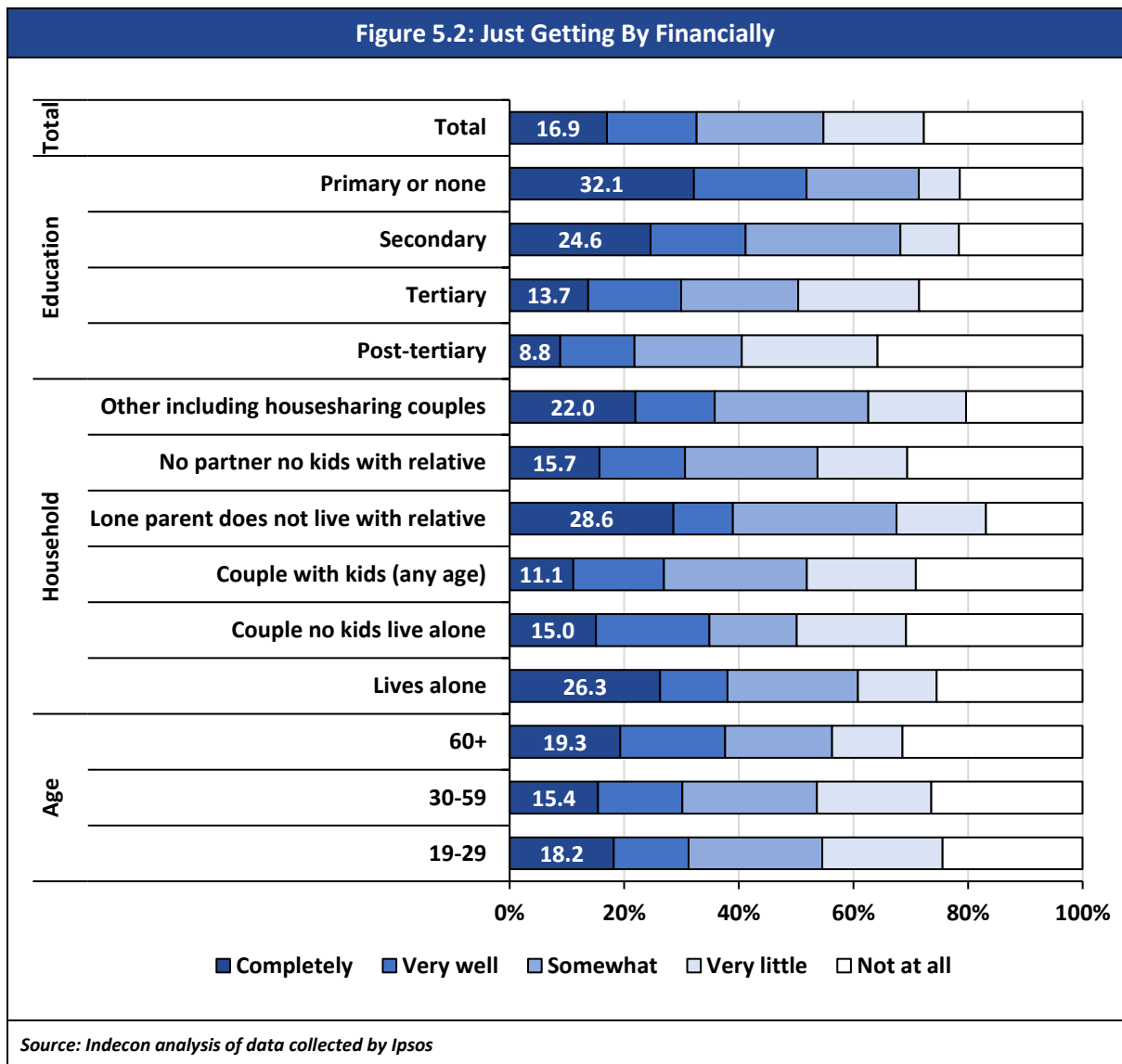
**Table 5.2: My Financial Situation Limits My Ability to do Things That Are Important to Me**

	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples	Total
Completely agree	24%	15%	15%	31%	19%	15%	18%
Agree	12%	8%	17%	8%	19%	23%	14%
Neither agree nor disagree	16%	20%	21%	18%	25%	28%	20%
Disagree	15%	25%	23%	18%	17%	16%	21%
Completely disagree	33%	32%	24%	25%	21%	18%	27%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

*Source: Indecon analysis of data collected by Ipsos*

## 5.4 'Just getting by' financially

A final measure of financial wellbeing asks whether respondents agree with the following statement, "I am just getting by financially". Only 17% of all respondents say that the statement describes them 'completely'. Those with only a primary education are the most likely to think that the statement describes them 'completely' (32%), while those with a tertiary (14%) or post tertiary (9%) education are the least likely to feel this way. This is illustrated in Figure 5.2 below.



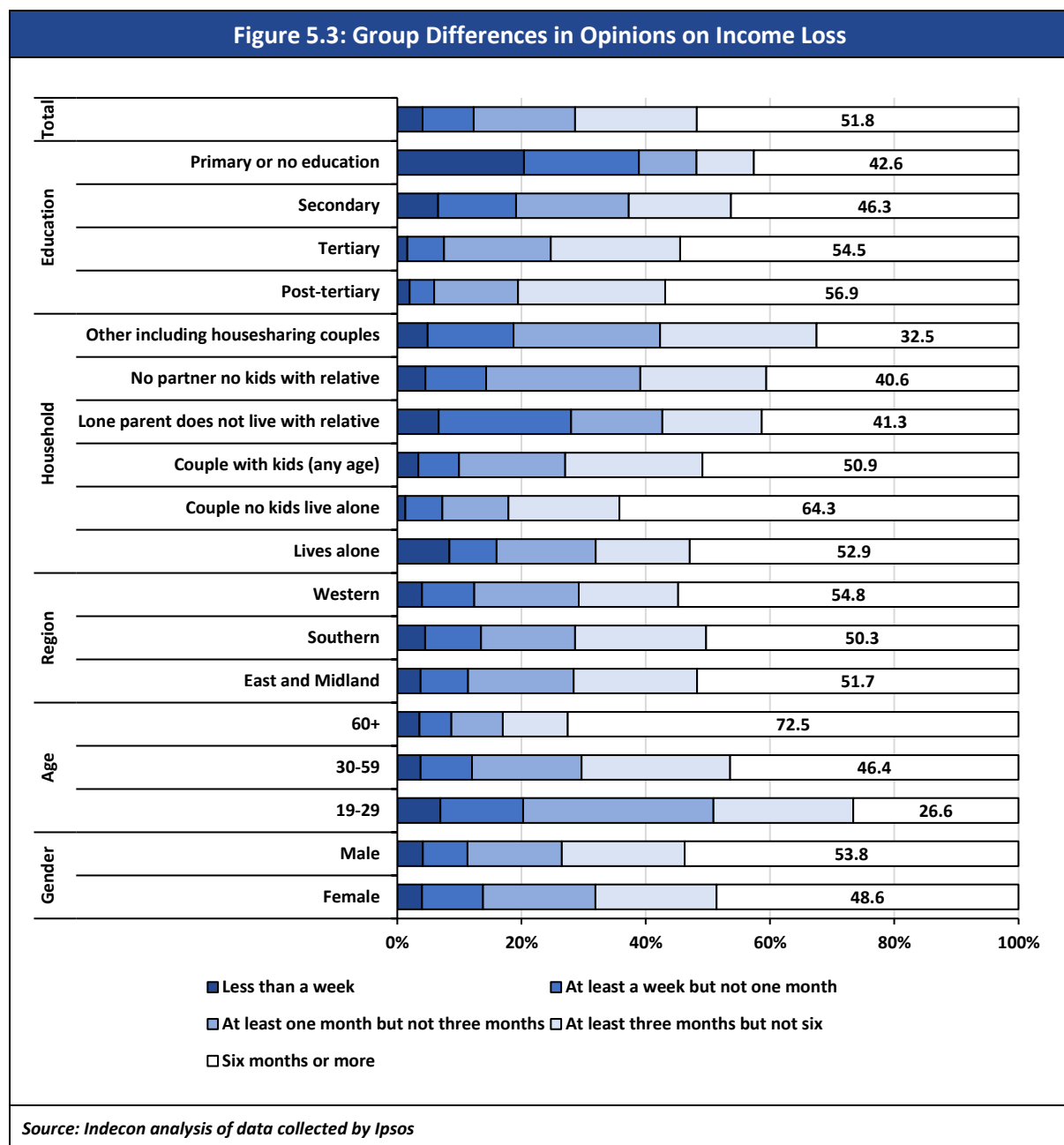
## 5.5 Vulnerability to financial shocks

Another measure of financial wellbeing is the resilience in financial terms when faced with a sudden financial shock, such as a loss of income, or the ability to handle a large, unexpected expense.

Respondents were first asked how they would react to job loss. Specifically, “If you lost your main source of income today, how long could you continue to cover your living expenses, without borrowing any money or moving house?” People who score highly in this measure may be relying on three factors: low expenses, high savings, or alternative sources of income. Regarding lower expenses, people with manageable finances or low costs (for example those who own their own home outright or have no housing costs for other reasons) may be able to sustain previous levels of consumption after losing their main source of income. Secondly, those with high savings can continue previous levels of consumption despite losing their main source of income. Finally, those with multiple income

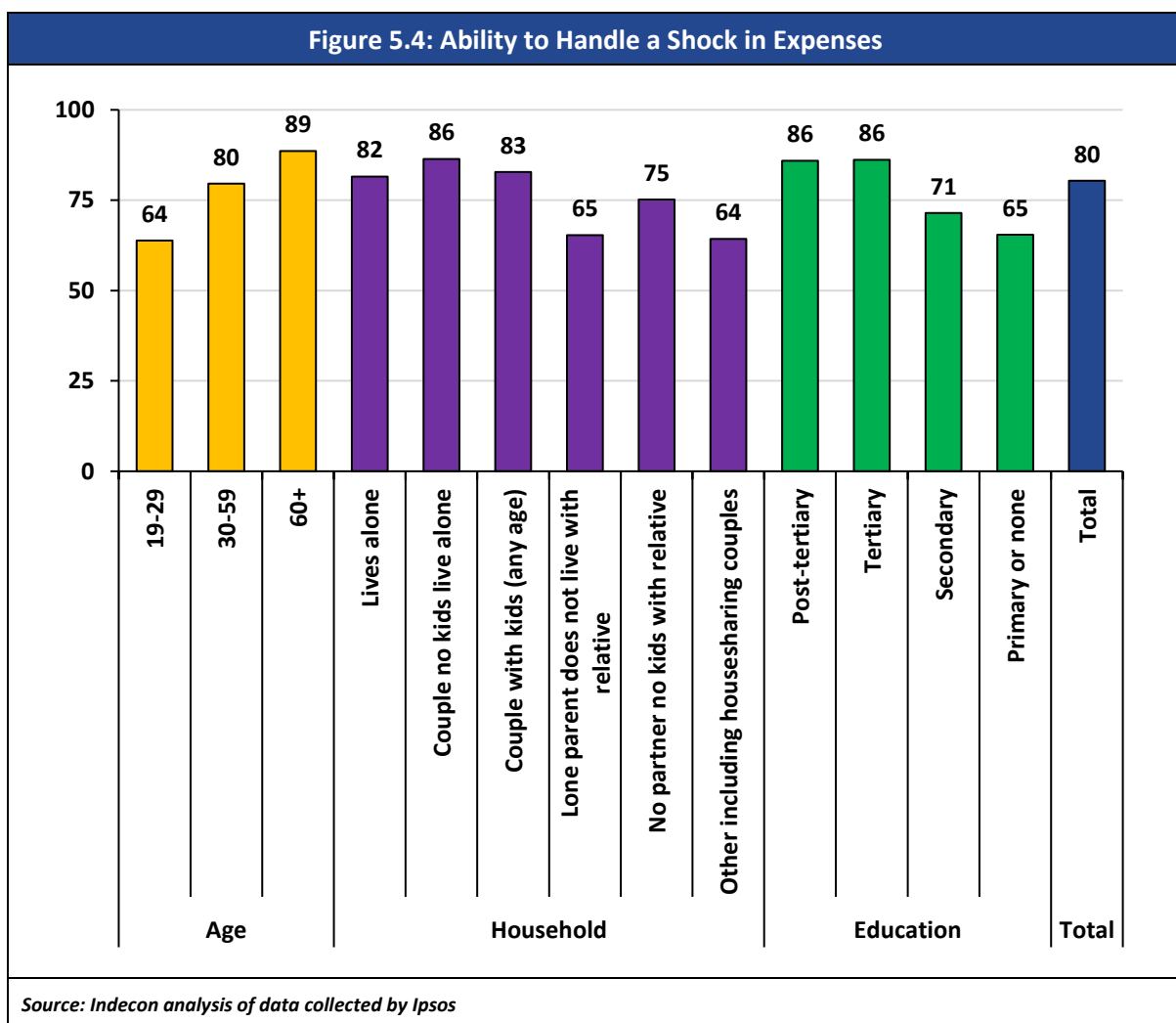
streams, like those with an investment property or a form of income protection insurance, will likely continue their level of consumption for longer when compared to those without such sources.

Most people believe they can sustain their living expenses for six months or more as show by the total figure below (52%), or a period of three to six months (20%). This is particularly true for older respondents, with more than 70% of respondents believe that they can sustain their living standards for 6 months or more. Lone parents, those who live with family and those in other households including house-sharing, are the least likely to maintain their standards of living for six months or more.



Respondents were also asked how they would handle a large, unexpected expense. Specifically, “if you, personally, faced a major expense today – equivalent to your own monthly income – would you be able to pay it without borrowing the money or asking family or friends to help?”

Overall, 80% of respondents could handle a sudden, large expense without borrowing or asking for help. The figure below lists some important group differences in this measure. Respondents aged over 60 are most able to cover such an expense (89%). The youngest group has the least amount of resilience in this outcome (64%), most likely due to low incomes or low rates of saving. Coupled households are most able to afford such an expense. Other household composition types, including people in house-sharing arrangements are the least likely to be able to afford the expense (64%), as are lone parents (65%). Respondents with only a primary education have the lowest chance of meeting the expense (65%).



## 5.6 Summary of key findings

This section provided an overview of the current financial wellbeing of Irish households. The key findings of this section are as follows:

- ❑ Most respondents report satisfaction with their financial situation.
- ❑ A measure of whether people are financially comfortable is the extent to which people have spare resources at the end of the month. Most respondents always or often have money left over.
- ❑ Another measure of financial wellbeing is resilience when faced with a financial shock - a loss of income, or the ability to handle a large, unexpected expense. Most respondents report financial resilience, though certain groups reported that they would be unable to manage for a month or more, including younger households, those with lower levels of education, and lone parents.



## 6 Knowledge

### 6.1 Introduction

Awareness and understanding of financial concepts and terms is an important measure of financial literacy and can help customers make informed decisions, avoid debt and financial stress, and promote financial stability. This section assesses consumers' financial knowledge, and a broader OECD measure of literacy.

### 6.2 Financial literacy

The overall OECD measure of financial literacy is comprised of questions relating to financial knowledge (seven questions), financial behaviour (nine questions) and financial attitudes (four questions). This score has values which range from 0-20. The scores are calculated according to OECD rules to ensure comparability with other countries when the analysis is completed there. The overall score for the Ireland sample is 14.0.

We find a significant difference in overall literacy score with respect to age, with a higher score for middle aged respondents (14.3) compared to young respondents (13.6). We do not find any significant regional differences in the overall financial literacy scores, with each region returning a similar score.

Table 6.1: Overall OECD Financial Literacy Score by Age and Region (score out of 20)				
Age	East and Midland	Southern	Western	Total
19-29	13.67	13.55	13.46	<b>13.61</b>
30-59	14.35	14.40	14.07	<b>14.32***</b>
60+	13.66	13.72	13.70	<b>13.7</b>
<b>Total</b>	<b>14.04</b>	<b>14.09</b>	<b>13.9</b>	<b>14.03</b>

*Source: Indecon analysis of data collected by Ipsos*  
 \*\*\* denotes statistical significance at a 99% level

Further, there were statistically significant differences between education groups, and household composition groups. Those with a post tertiary education scored a higher average than the other education groups, whose score gradually declines with education. As before, we also find that couples report higher financial literacy when compared to those who live alone. The other household composition groups, including lone parents, have a statistically significantly higher score for overall financial literacy when compared to people who live alone. This is shown in Table 6.2.

**Table 6.2: Overall OECD Financial Literacy Score by Education and Household Composition**

Household composition	Post-tertiary	Tertiary	Secondary	Primary or none	Total
Lives alone	14.5	13.82	12.40	10.78	13.10
Couple no kids live alone	14.8	14.6	13.58	13.00	14.26***
Couple with kids (any age)	15.4	14.8	13.71	11.82	14.57***
Lone parent does not live with relative	14.5	14.0	12.89	10.17	13.70*
No partner no kids with relative	14.2	14.5	13.01	10.33	13.62*
Other including house sharing couples	14.0	14.0	13.01	11.33	13.67*
<b>Total</b>	<b>14.87</b>	<b>14.45***</b>	<b>13.24***</b>	<b>11.59***</b>	<b>14.03</b>

*Source: Indecon analysis of data collected by Ipsos*  
**\*\*\* denotes statistical significance at a 99% level**

The figures for Ireland for 2023 and for the OECD average results from the previous 2020 study in which Ireland did not participate is shown below. These are not directly comparable because of changes in methodology. A full cross-country analysis will be available once the analysis of the 2023 data is published for other OECD countries.

**Table 6.3: Summary of OECD Financial Literacy Scores 2023 and 2020**

Measure	Knowledge	Behaviour	Attitude	Overall Literacy
<b>Ireland Score 2023</b>	6.36	6.37	2.24	14.03 (or 70.15)
<b>OECD Average 2020<sup>48</sup></b>	4.40	5.30	3.00	12.7 (or 63.50)
<b>OECD-11 2020</b>	4.60	5.30	3.10	13.0 (or 65.0)

*Source: Indecon analysis of data collected by Ipsos and OECD*

### 6.3 Financial knowledge

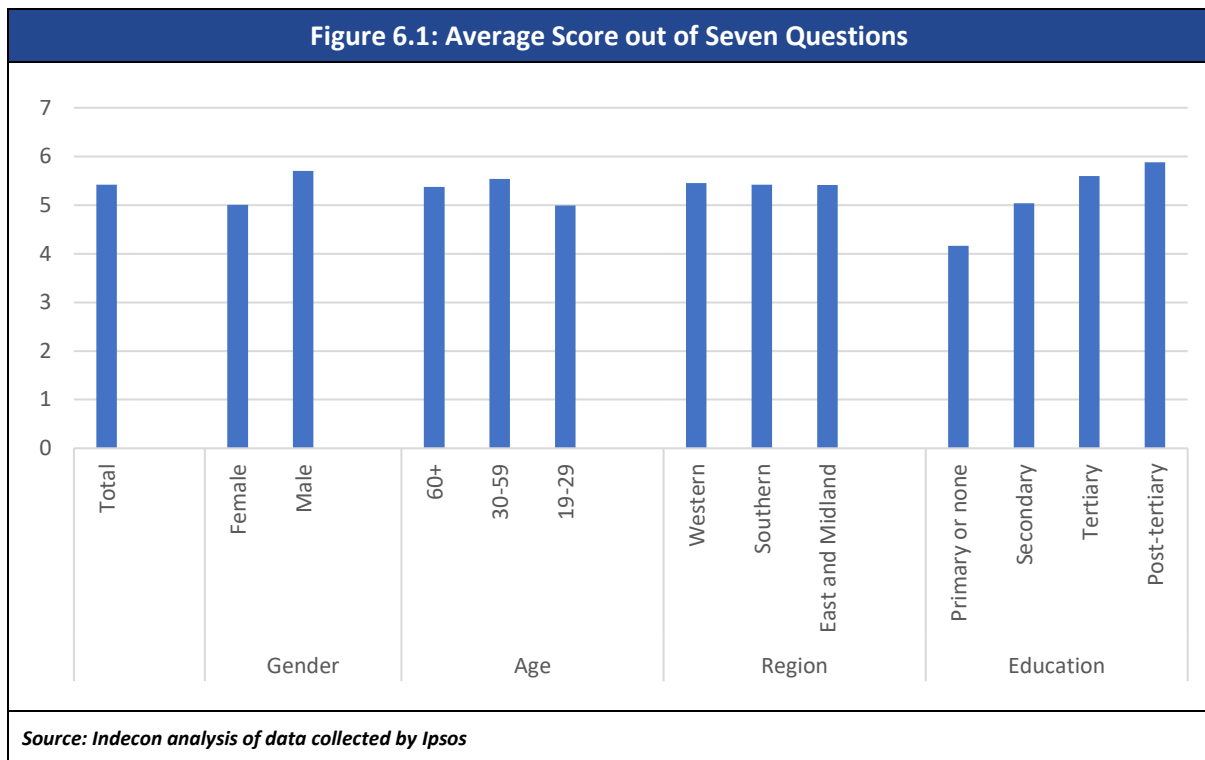
The survey contained eleven questions which are listed in Table 6.4, including questions on the impact of inflation on spending power, understanding of investment strategies, and issues relating to financial contracts. These questions are unequivocally right or wrong, and the number of correct answers from the eleven can be summed across respondents.

<sup>48</sup> The relevant report is available here <https://www.oecd.org/financial/education/oecd-infe-2020-international-survey-of-adult-financial-literacy.pdf>

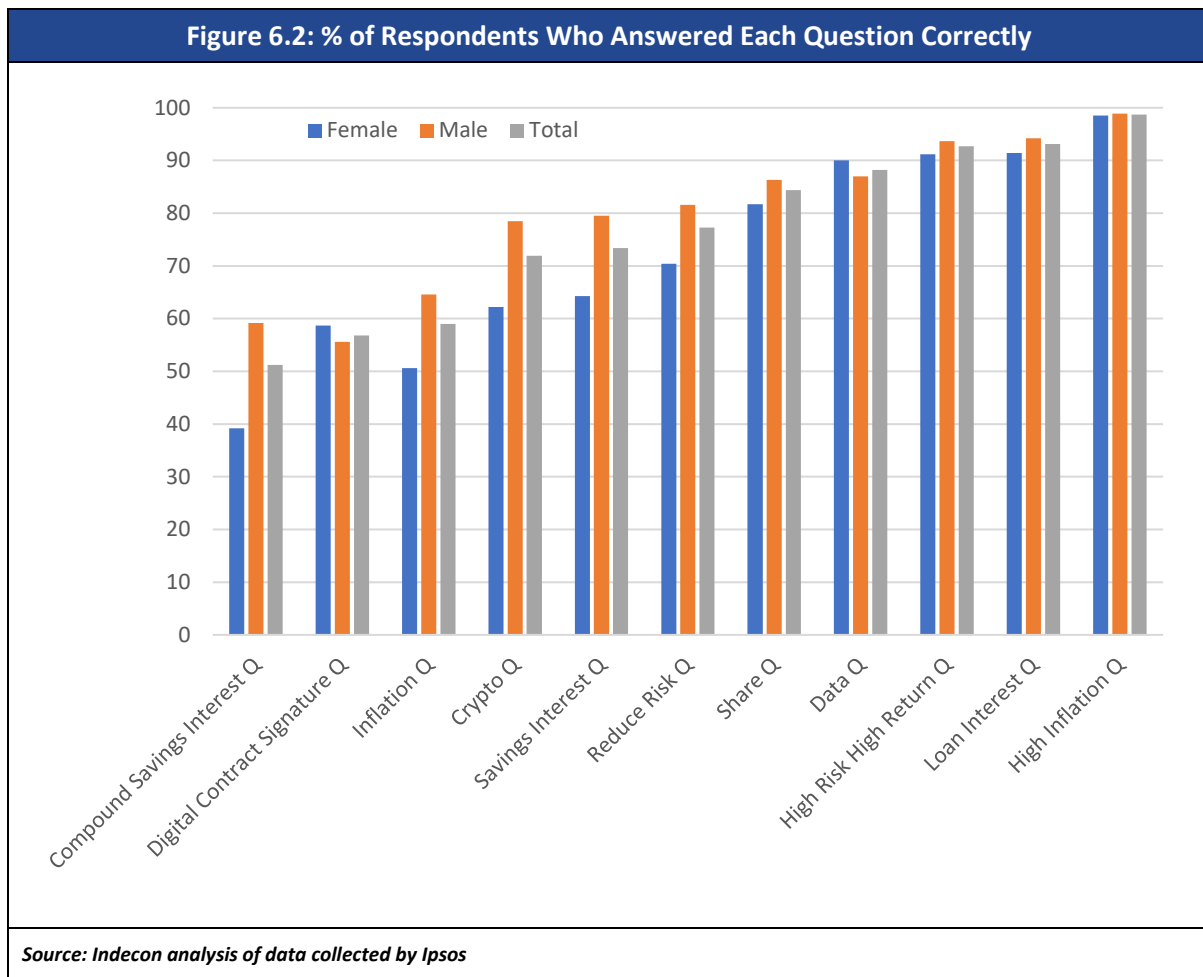
Table 6.4: Questions and Answers Asked of Respondents	
Question	Answer Type <sup>49</sup>
1. Someone put €100 in a tax-free savings account with a guaranteed interest rate of 2% per year. How much would be in the account at the end of five years remembering there are no fees or tax deductions?	Numerical (More than <b>€110</b> )
2. A digital financial contract requires signature of a paper contract in addition to the online process to be considered valid	<i>True or False</i>
3. Five brothers must wait for one year to get their share of the €1,000 and inflation stays at 9 percent. In one years' time will they be able to buy more/same/less?	More/ same/ <b>less</b>
4. Cryptocurrencies have the same legal tender status as banknotes and coins	<i>True or False</i>
5. Someone puts €100 into a tax-free savings account with a guaranteed interest rate of 2% per year. They don't make any further payments into this account, and they don't withdraw any money. How much would be in the account at the end of the first year, once the interest payment is made?	Numerical ( <b>€102</b> )
6. It is usually possible to reduce the risk of investing in the stock market by buying a wide range of stocks and shares	<i>True or False</i>
7. Five brothers are given a gift of €1,000 in total. If the brothers have to share the money equally how much does each one get?	Numerical ( <b>€200</b> )
8. The personal data that I share publicly online may be used to target me with personalised commercial or financial offers	<i>True or False</i>
9. An investment with a high return is likely to be high risk	<i>True or False</i>
10. You lend €25 to a friend, and he gives you €25 back the next day. How much interest has he paid on this loan?	Numerical ( <b>zero</b> )
11. High inflation means that the cost of living is increasing rapidly	<i>True or False</i>
<i>Source: OECD Toolkit</i>	

There was a good overall understanding of financial concepts, with an average score across all respondents of 5.42 out of seven. Men generally score higher than women, though women were more than twice as likely to say 'don't know' which explains part of the gender difference, and perhaps indicating a lack of confidence rather than a lack of knowledge.

<sup>49</sup> Correct answer in bold.



The overall percentage of correct responses for each question, broken down by gender, is illustrated in Figure 6.2. It shows that while there is a broad understanding of many financial concepts, key gaps such as of the nature of contract signatures and the impact of risk remain.



Indecon has conducted econometric analysis to assess the extent to which observed differences in response rate are statistically significant. Using a composite knowledge score as the number of correct responses to the seven financial knowledge questions produces a score of between zero (no correct answers) and seven (all correct answers). The table below also presents differences by age and region. We find significant differences between age groups, with older respondents scoring significantly higher than younger respondents. However, we do not find a significant difference by region.

Age	East and Midland	Southern	Western	Total
19-29	5.07	4.85	4.96	<b>4.99</b>
30-59	5.53	5.58	5.49	<b>5.54***</b>
60+	5.33	5.39	5.53	<b>5.39***</b>
<b>Total</b>	<b>5.41</b>	<b>5.43</b>	<b>5.45</b>	<b>5.42</b>

*Source: Indecon analysis of data collected by Ipsos*  
 \*\*\* denotes statistical significance at a 99% level

A similar analysis was conducted looking at household competition and education. Once again, coupled households with (5.6) or without kids (5.7) record significantly higher knowledge scores than single households. The other differences are not statistically significant. Regarding education types, those with a post-tertiary education record the highest scores, and each subsequent category has progressively lower scores. As before, the total average for the sample is 5.4.

Household	Post-tertiary	Tertiary	Secondary	Primary or none	Total
Lives alone	5.76	5.49	4.76	3.75	<b>5.09</b>
Couple no kids live alone	5.92	5.67	5.30	4.94	<b>5.58***</b>
Couple with kids (any age)	6.18	5.74	5.25	3.89	<b>5.68***</b>
Lone parent does not live with relative	5.37	5.28	4.79	4.50	<b>5.13</b>
No partner no kids with relative	5.46	5.61	4.66	3.50	<b>5.07</b>
Other including house sharing couples	5.28	5.28	4.85	4.00	<b>5.13</b>
<b>Total</b>	<b>5.88</b>	<b>5.60***</b>	<b>5.04***</b>	<b>4.16***</b>	<b>5.42</b>

*Source: Indecon analysis of data collected by Ipsos*  
 \*\*\* denotes statistical significance at a 99% level

## 6.4 Summary of findings

This section assessed consumers financial knowledge, and a broader OECD measure of financial literacy. A summary of the key findings of this section are as follows:

- ❑ While there is a broad understanding of many financial concepts, key gaps such as of the nature of contract signatures and the impact of risk remain. Young people generally score lower, while on average men score higher than women.
- ❑ The overall OECD measure of financial literacy shows a statistically significant difference in overall literacy score with respect to age, with a higher score for middle aged respondents compared to young respondents. We do not find any significant regional differences in the overall financial literacy scores, with each region returning a similar score.

## 7 Budgeting and planning

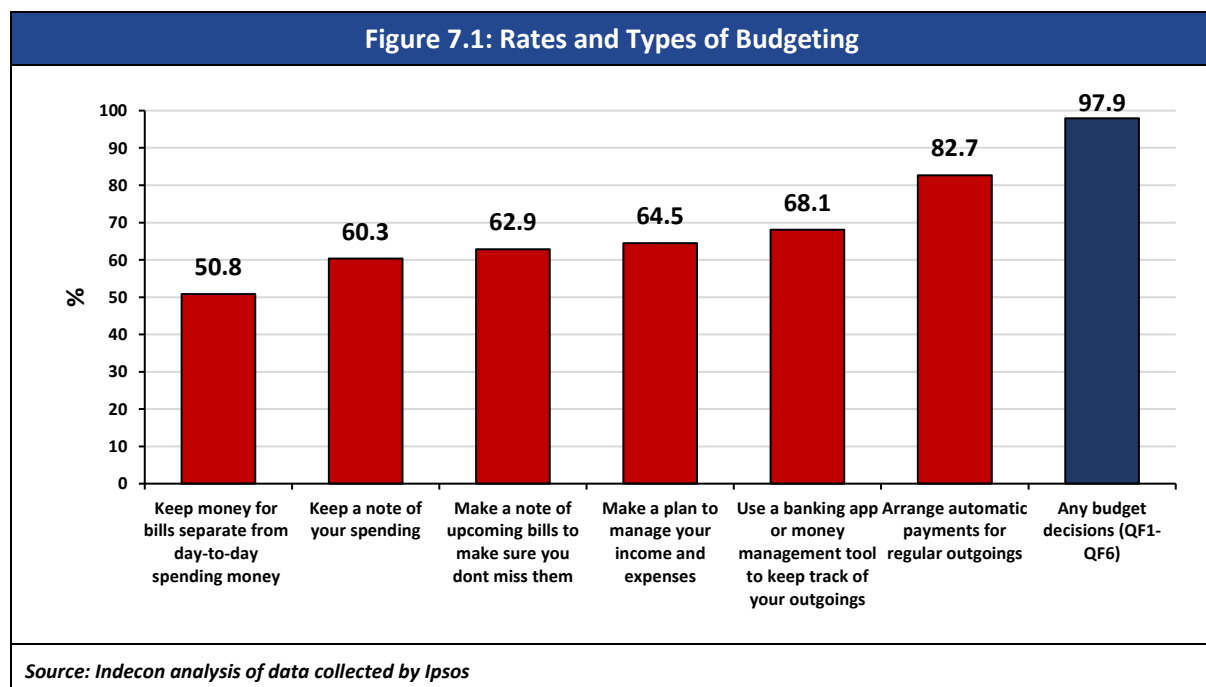
### 7.1 Introduction

An ability to plan and manage personal finances is important to ensure that households can achieve goals, be resilient to shocks, and save for the future, including for retirement. This section reports on how people think about, and plan their finances. This includes attitudes and practice regarding budgeting, saving for financial shocks, and planning for retirement.

### 7.2 Budgeting

Household budgeting refers to the process of planning and managing personal or family finances through setting financial goals, tracking income and expenses, and making informed decisions about spending, saving, and investing money. The primary objective of budgeting is to ensure that households live within their means, prioritise their goals, and make efficient use of financial resources.

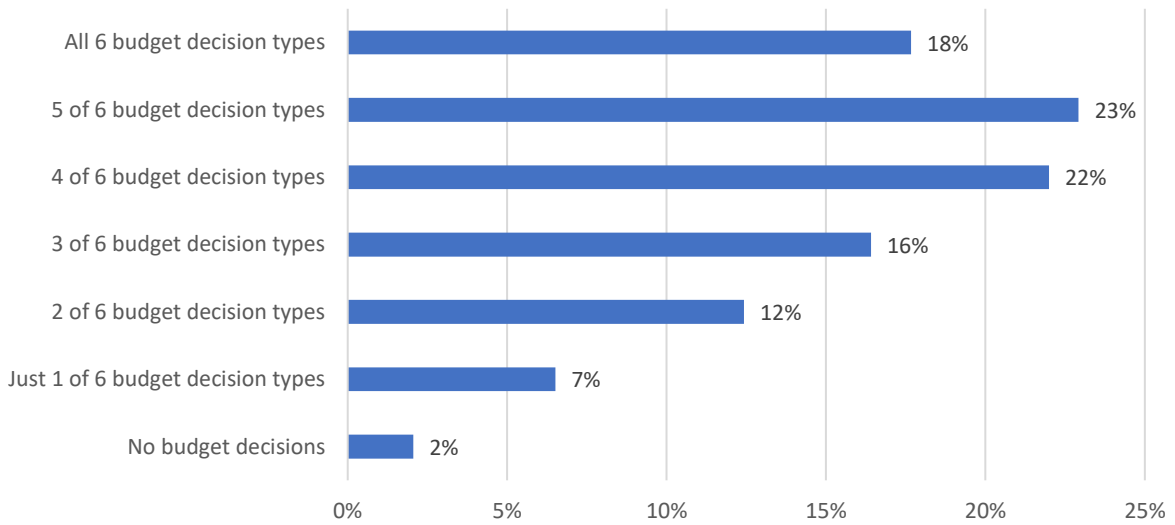
Almost all households report carrying out some form of budgeting, though there are differences in the types of budgeting decisions they make. This is illustrated in Figure 7.1. The most common form of budgeting is setting up automatic payments, such as Direct Debits, for regular outgoings. More active forms of budgeting, such as keeping money separate from day-to-day spending money, is less common, though still practiced by half of households.



Almost 80% of all respondents use three or more of the budgetary strategies listed above in allocating their financial resources, indicating a very active approach. This is shown in Figure 7.2.



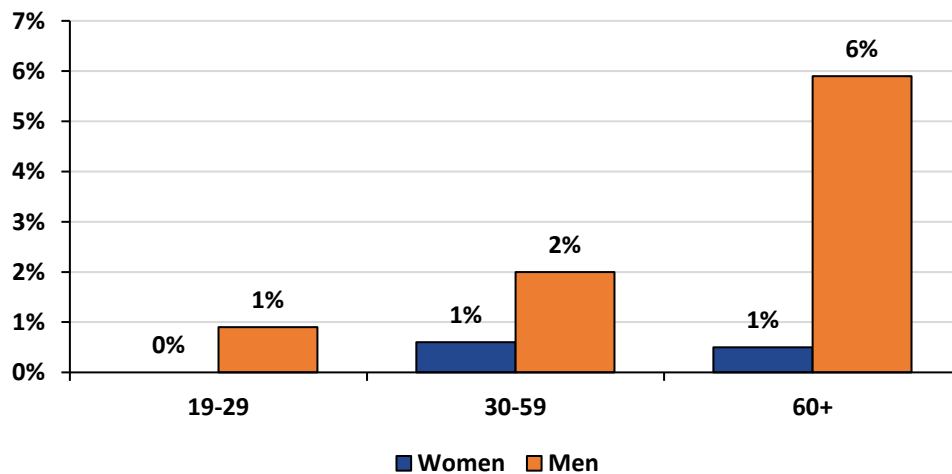
Figure 7.2: Breakdown of Respondents by Number of Budgeting Types Used



Source: Indecon analysis of data collected by Ipsos

Women are more likely to make budgeting decisions (99%) compared to men (97%), with older men in particular less likely to make budgeting and financial planning decisions. This is illustrated in Figure 7.3.

Figure 7.3: Gender and Age Differences Among Those With No Budgeting Decisions



Source: Indecon analysis of data collected by Ipsos

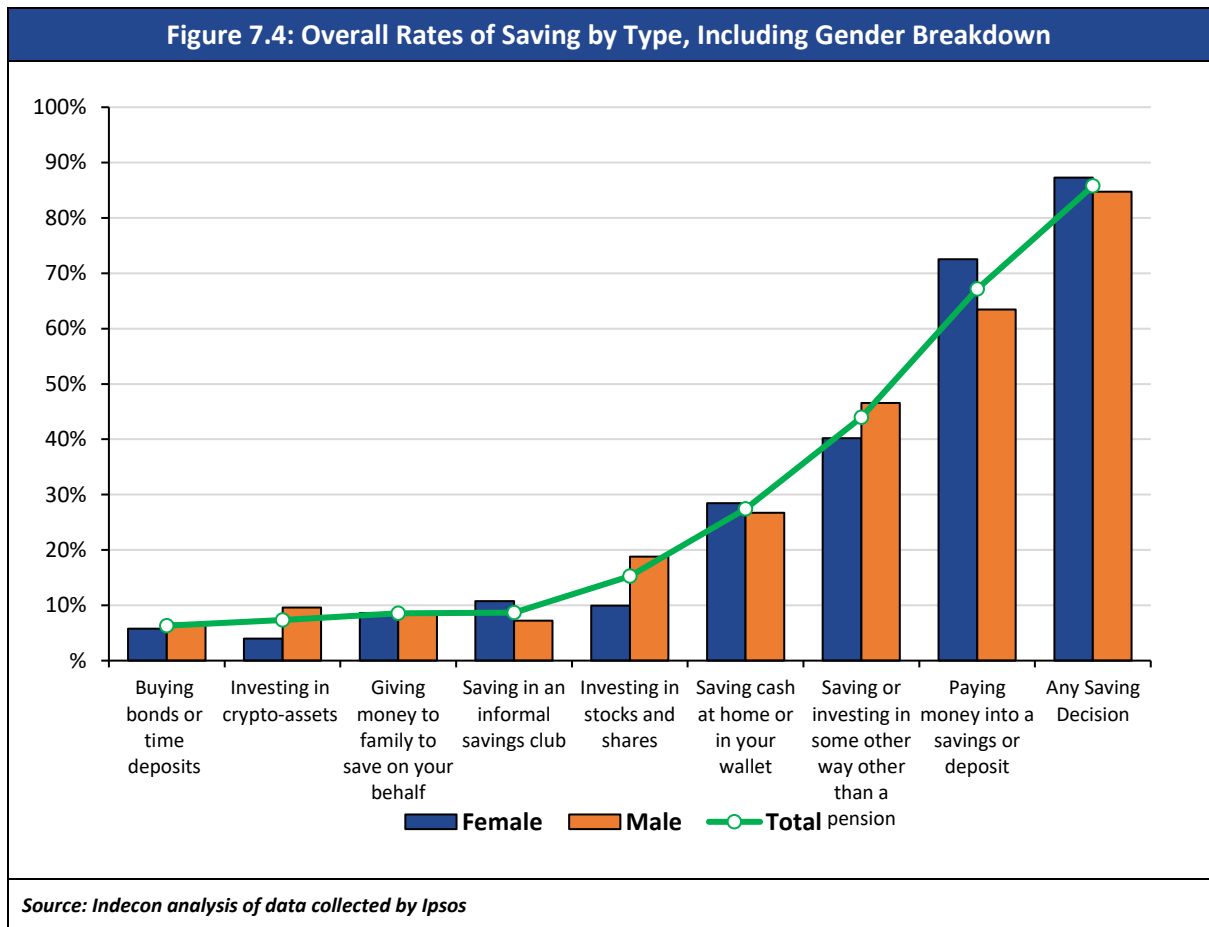
There are no clear geographic differences in budgeting trends, as shown in Table 7.1. This is consistent with other aspects of the survey which found little consistent geographic differences in responses.

<b>Table 7.1: Gender, Age, Regional Differences in Respondents Who Make Any Budgeting Decisions</b>				
	<b>East and Midland</b>	<b>Southern</b>	<b>Western</b>	<b>Total</b>
<b>Female</b>				
<b>19-29</b>	100.0%	100.0%	100.0%	<b>100.0%</b>
<b>30-59</b>	98.9%	100.0%	100.0%	<b>99.4%</b>
<b>60+</b>	98.8%	100.0%	100.0%	<b>99.5%</b>
<b>Total</b>	<b>99.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>99.5%</b>
<b>Male</b>				
<b>19-29</b>	100.0%	97.3%	100.0%	<b>99.1%</b>
<b>30-59</b>	97.9%	96.9%	100.0%	<b>98.0%</b>
<b>60+</b>	95.2%	92.2%	96.1%	<b>94.3%</b>
<b>Total</b>	<b>97.3%</b>	<b>95.3%</b>	<b>98.7%</b>	<b>96.9%</b>
<i>Source: Indecon analysis of data gathered by Ipsos</i>				

### 7.3 Active savings

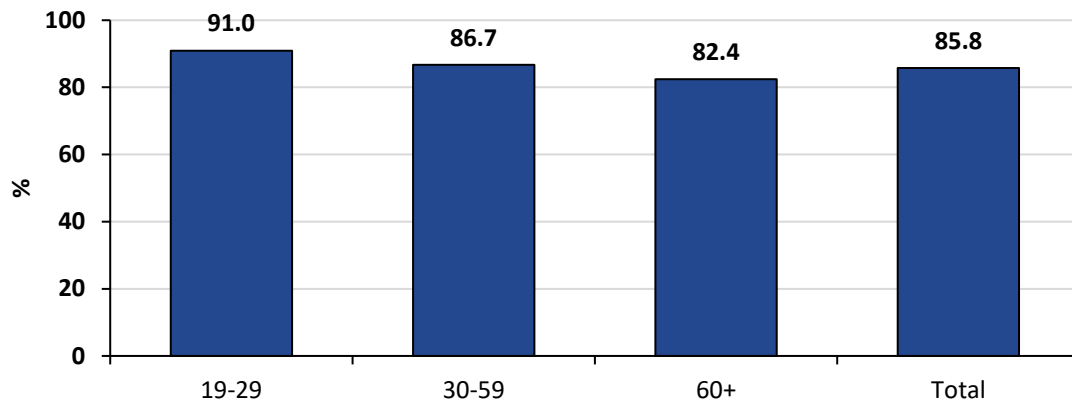
Household saving is the portion of income that is not spent but instead saved for various purposes, such as building an emergency fund, making investments, purchasing assets, or achieving other long-term financial goals. Household saving is a key component of individual financial wellbeing and overall economic stability. Encouraging and facilitating household saving can promote financial resilience, wealth accumulation, and economic growth. Active saving is a deliberate and proactive approach to saving money, that involves setting aside a portion of income or financial resources on a regular basis, with the intention of achieving specific financial goals or objectives, and is characterised by intentionality, consistency, discipline and ongoing monitoring. Active saving is a key behaviour supporting financial wellbeing.

The percentage of households who save is high overall (86%), but there are differences in the types of saving used. The more passive forms of saving, such as savings or deposit accounts, are the most common form, though there are a range of savings vehicles that households use. Men are more likely to engage in higher-risk saving, such as the purchase of stocks and shares, or investing in crypto.



The portion of households who save falls with age. Young people record high rates of saving (91%), but older respondents recording lower levels of saving (82%), as shown in Figure 7.5. These differences are also statistically significant.

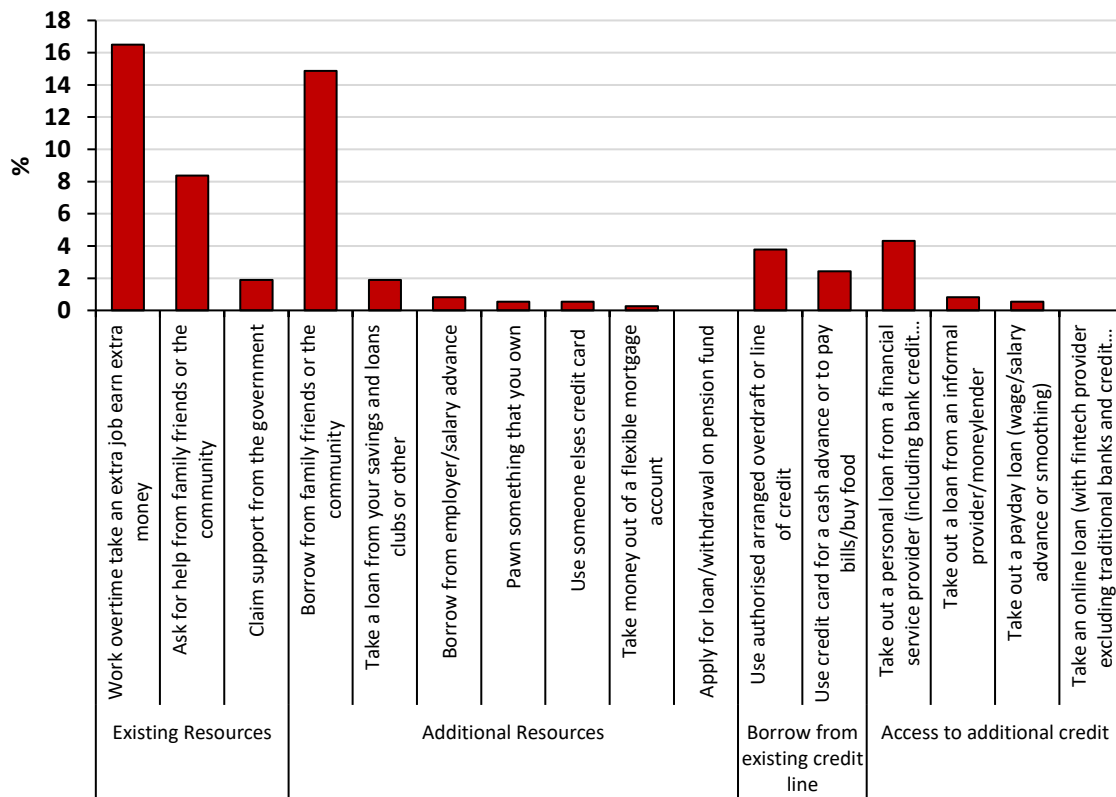
Figure 7.5: Age Differences in Proportion of Households Who Make Saving Decisions



Source: Indecon analysis of data collected by Ipsos

Households who had a recent experience of where their income did not cover expenses reported a number of strategies, as shown in Figure 7.6, including working extra hours and borrowing from friends or family.

Figure 7.6: Action Taken in Response to Income Not Covering Living Expenses



Source: Indecon analysis of data collected by Ipsos

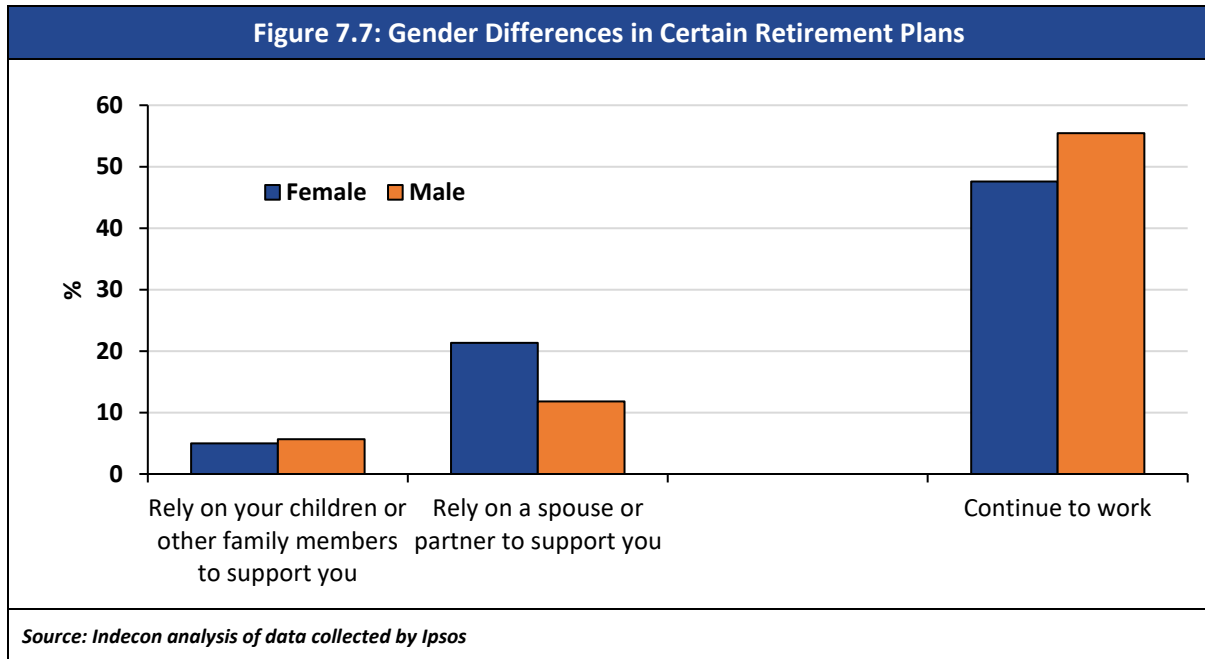
## 7.4 Retirement

Saving for retirement can involve making regular contributions to retirement savings vehicles, such as occupational or private pension plans, compulsory payments to the state contributory pension scheme, individual retirement accounts (PRSAs), or other long-term investment vehicles. Retirement savings are important to ensure people are adequately prepared for their post-working years.

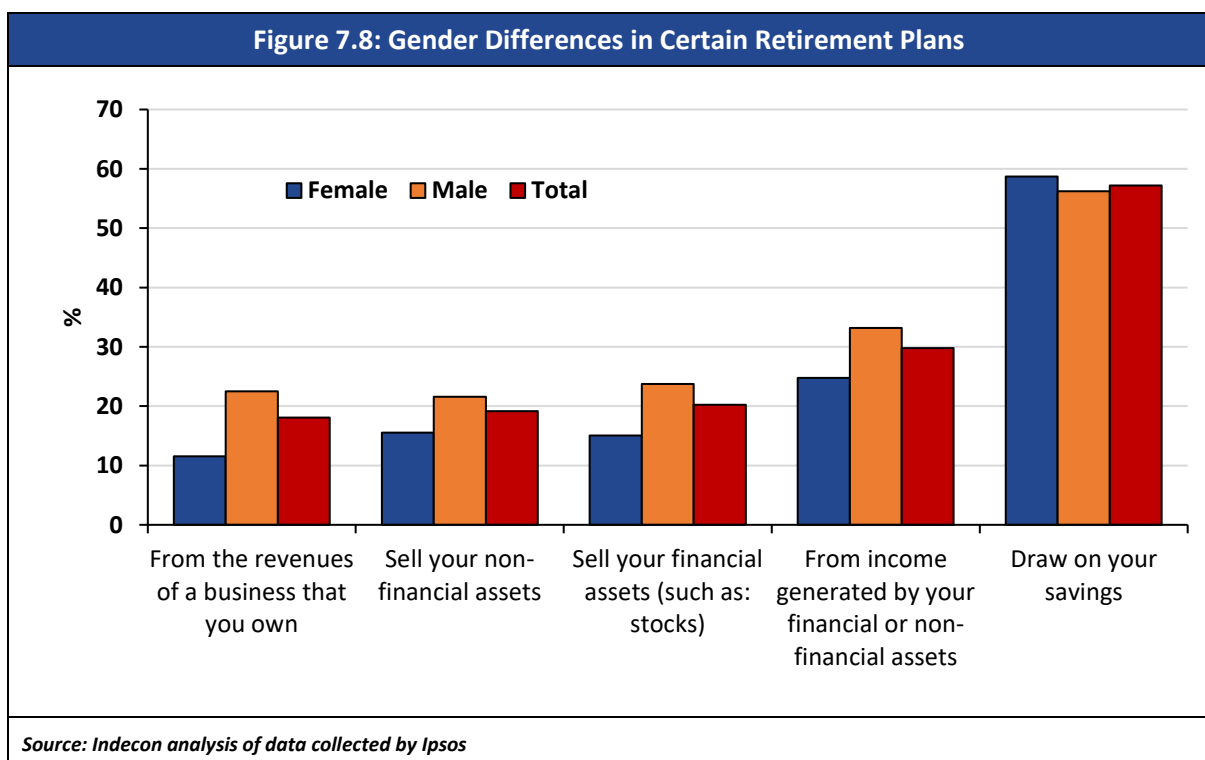
The table below highlights the extent to which respondents reported access to a variety of financial resources for retirement. Two-thirds of respondents had financial assets to fund retirement, while 73% planned to use a private or occupational pension to help fund their retirement. However, 9% of people did not have access to any assets other than the state pension.

Table 7.2: Access to Financial Assets for Retirement	
	% Population
Access to assets (financial or non-financial) to fund retirement	66.7%
Access to private or occupational pension	73.4%
Draw a government pension	77.1%
Only government pension or no pension arrangement	8.7%
<b>Access to any resources to fund retirement (incl. State Pension)</b>	<b>96.9%</b>
<i>Source: Indecon analysis of data collected by Ipsos</i>	

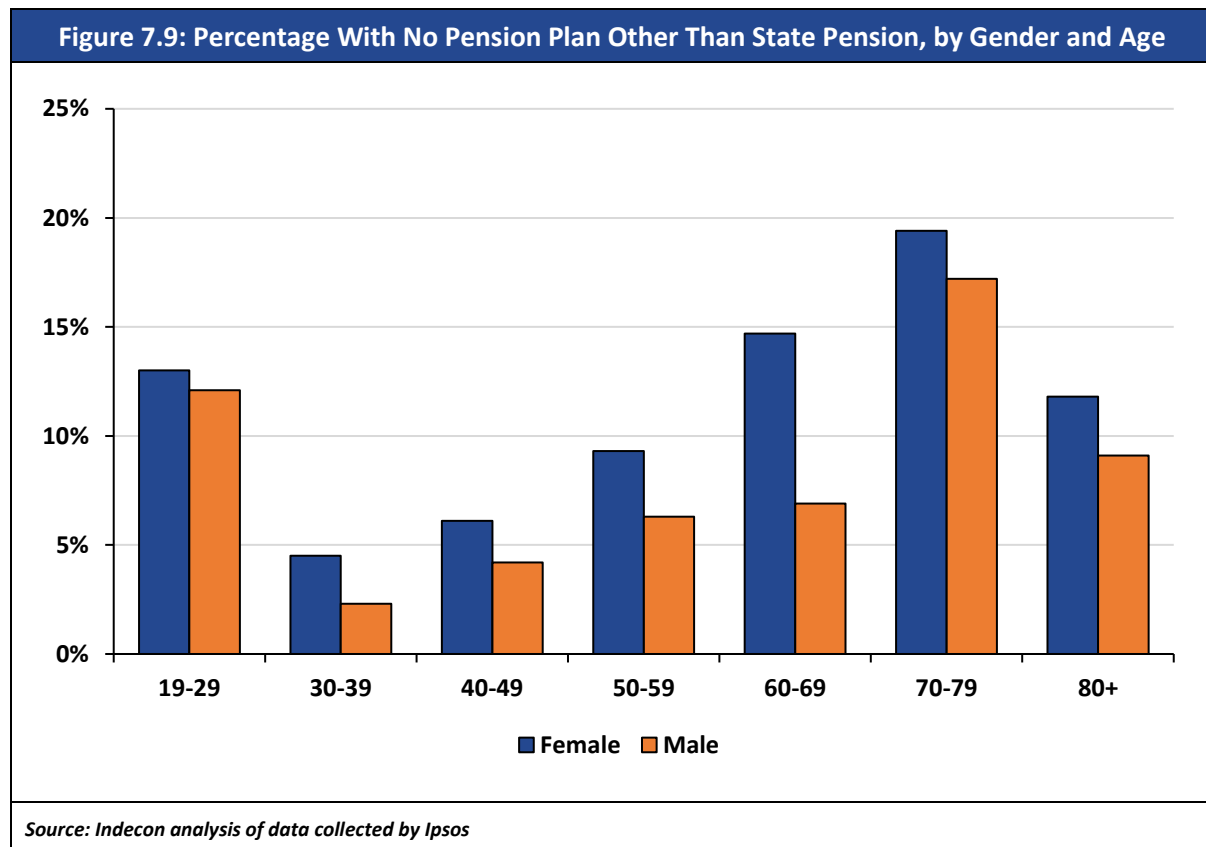
A significant portion of both men and women plan to rely on children or other family members in retirement, and roughly 20% of women plan to rely on a spouse or a partner to support them as at least one part of their retirement strategy. More men than women believe they will continue to work when reaching retirement age.



Further, while several respondents plan to use financial and non-financial assets (e.g., such as an investment property) to fund their retirement, some of these options carry risks, such as the impact of inflation and the impact of growing life expectancy. Savings for example, are particularly susceptible to inflation, and may not be sufficient given the rise in life expectancy. Women are slightly more likely to rely on savings than men, as shown below.



A significant portion of respondents also have no plan for retirement, and many of these are young respondents and women, shown in Figure 7.9. However, the figure also illustrates that those in the 30-59 age category are more likely to have other assets to draw on in retirement than many of those who are already retired, suggesting a generation-on-generation improvement in the level of provision. It is worth noting that these figures only report whether people have financial assets (such as an occupational pension scheme, or ownership of stocks and shares), not the value of these or their ability to support living costs in retirement.



## 7.5 Summary of Key Findings

This section reviewed how people think about, and plan for, their finances. A summary of the key findings of this section are as follows:

- ❑ Almost all households report doing some form of budgeting, the most common form being the setting up of automatic payments such as Direct Debits. More active forms of budgeting, such as keeping money separate from day-to-day spending money, is less common.
- ❑ 86% of households save, with more passive form of saving such as savings or deposit accounts the most common form. Men are more likely to engage in higher risk saving, such as investing in crypto or the purchase of stocks and shares.

- ❑ Two-thirds of respondents had assets to fund retirement, while 73% planned to use a private or occupational pension to help fund their retirement. However, 8.7% of people do not have access to any assets other than the state pension.
- ❑ One in five women plan to rely on a spouse or a partner to support them as at least one part of their retirement strategy, while more men and women believe they will continue to work when reaching retirement age.



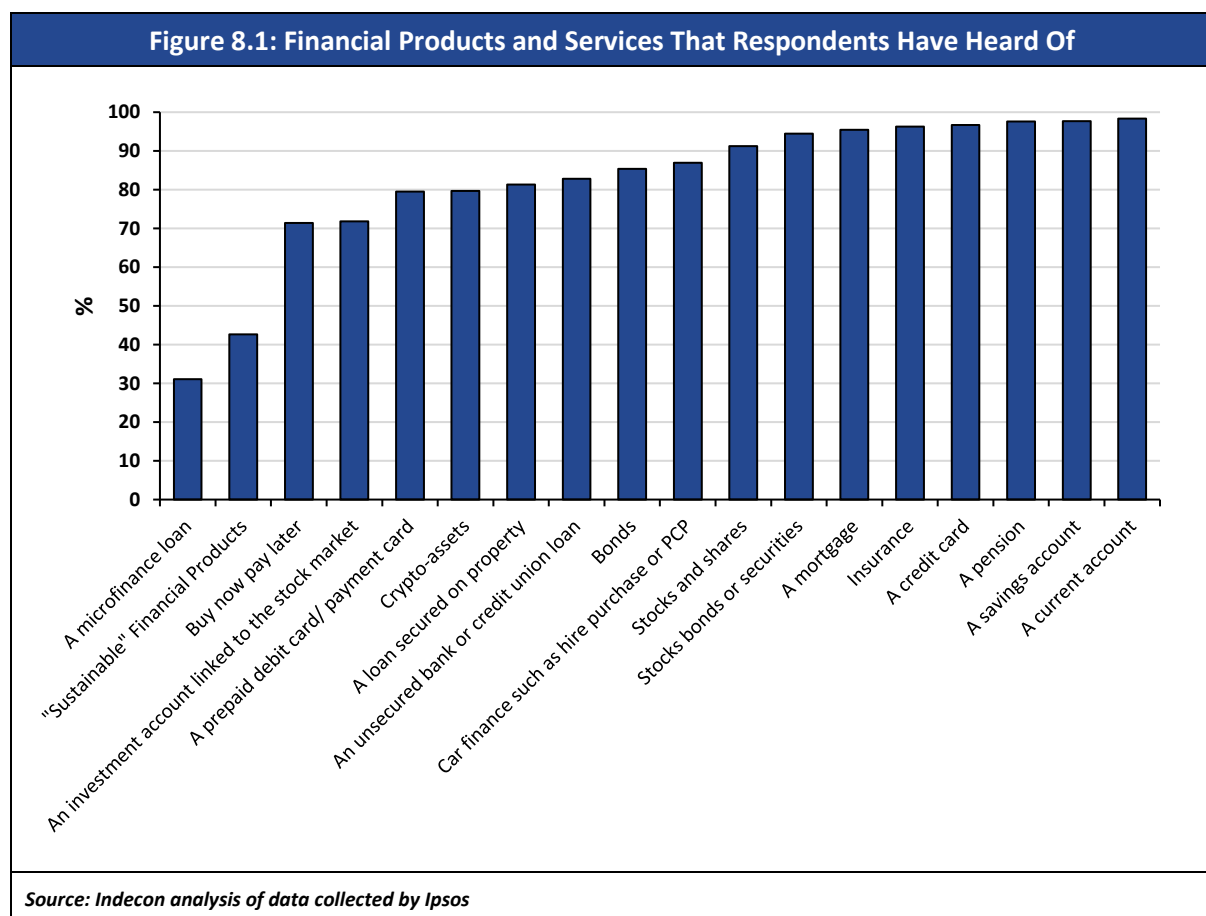
## 8 Financial products

### 8.1 Introduction

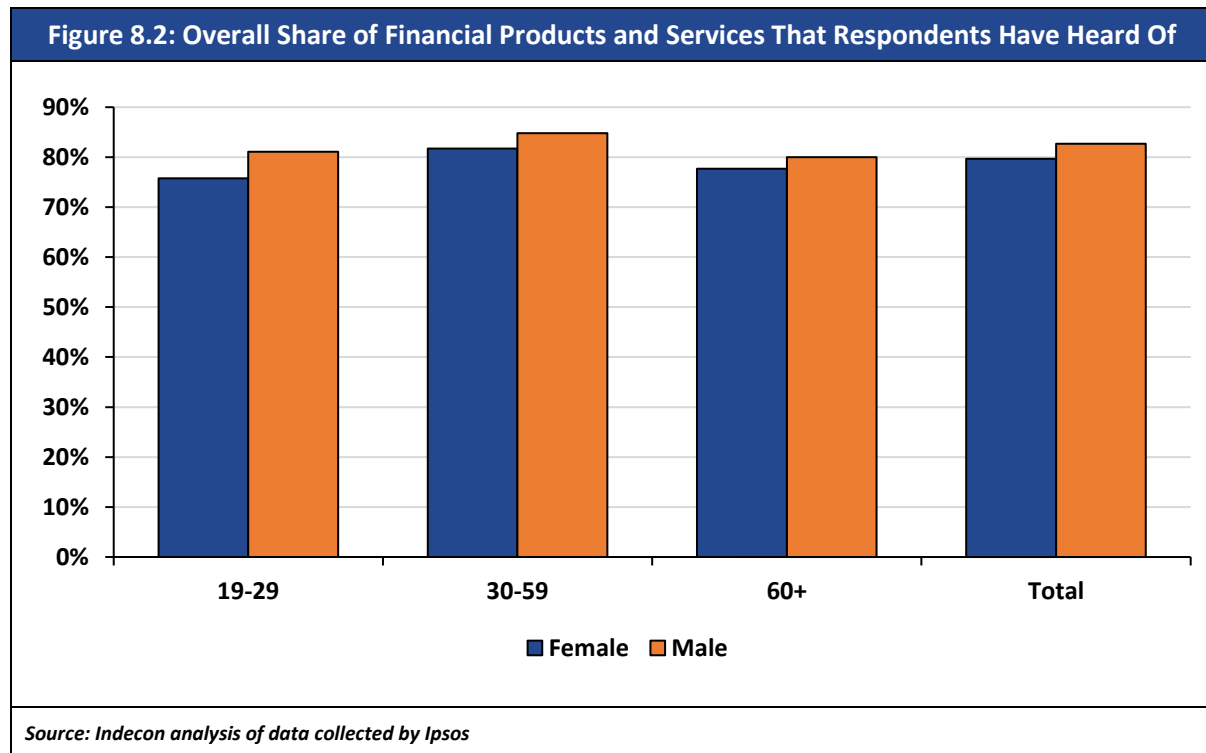
The number and range of financial services and products has increased in recent years, alongside new technologies and evolving customer needs and expectations. In this section, respondents were asked to consider a set of financial products and services, from simple current accounts to 'Buy Now Pay Later' loans used in the retail sector. Responses were collated in terms of whether respondents had heard of a product or service, owned the product or service, or recently purchased it. The survey also asked about products respondents say they own, such as their reasons and methods for choosing that product, and any issues experienced.

### 8.2 Heard of product or service

Overall, there is a high level of awareness of financial products and services available in the Irish market. The survey asked respondents if they had heard of eighteen financial products. Just two items in the list have an awareness score of less than 70%: microfinance loans (31%) and 'sustainable' financial products (43%).

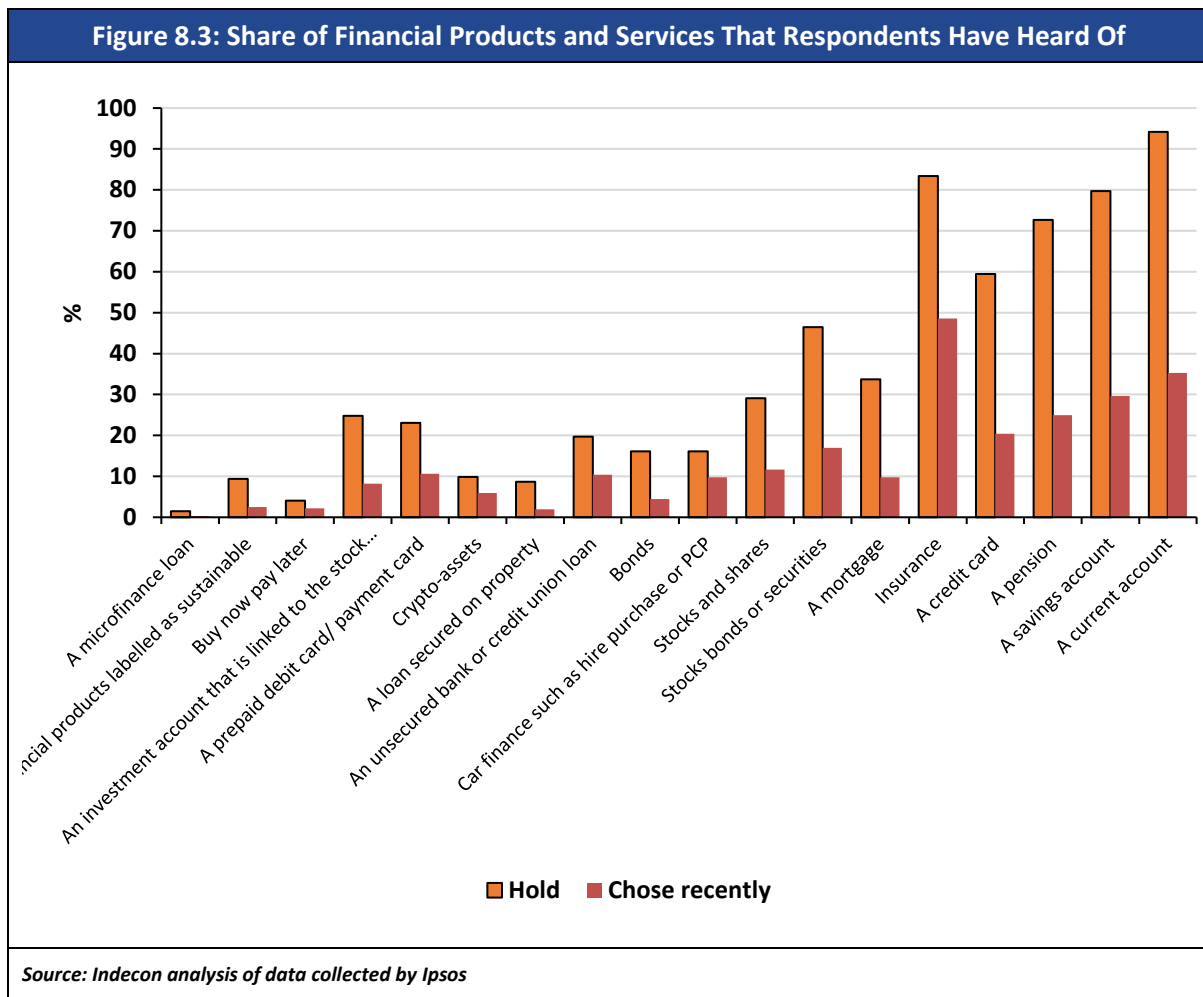


Regarding the total share of products that respondents have heard of, men scored higher in their awareness of financial products and services (83%) than women (80%). Further, middle aged respondents had the highest level of awareness regarding products or services (82% for women and 85% for men).



### 8.3 Own a product or service

Despite large levels of awareness surrounding financial goods and services, few respondents held or recently purchased many of these. While most respondents hold a current account, a savings account and insurance, many of the other products or services listed were only held by a minority of respondents. Products like microfinance loans (0.5%) and Buy Now Pay Later were especially uncommon (4%). This is illustrated in Figure 8.3, which also shows the number of respondents who reported choosing such products recently. Items like current accounts, savings accounts, and pensions have larger gaps between ever holding the product and recently choosing the product, which in part may reflect a reluctance to switch between such product providers.

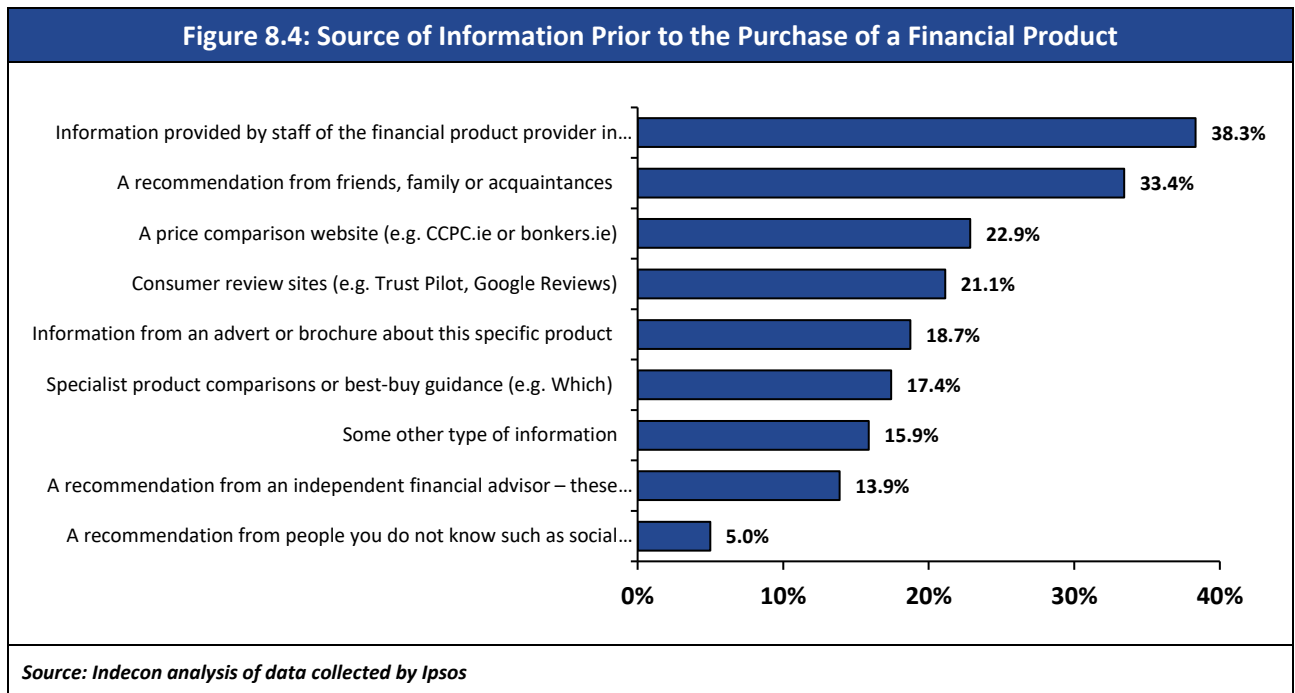


When asked how respondents made their most recent choice, most considered several options from different companies before purchasing the product or service (54%). However, a significant portion also chose not to consider any other options apart from the first available option (23%). This is shown in Table 8.1.

Table 8.1: Decision Process Among Those Who Chose a Product or Service	
I didn't consider any other options at all	23%
I considered various options from one company	11%
I looked around but there were no other options to consider	12%
I considered several options from different companies before making my decision	54%
Total Who Purchased a Product/Service	100%

Source: Indecon analysis of data collected by Ipsos

People rely on a variety of sources for information about financial products, particularly staff in a financial provider, or recommendations from family or friends, as shown in Figure 8.4.



## 8.4 Issues with financial goods and services

Fraud and wider issues with financial goods and services are widespread. Respondents reported a number of issues with financial goods and services, including scams and issues with legitimate providers. One in five respondents experienced some form of fraud, with the most common form being unauthorised use of card details (11% overall). 30% of the respondents queried a transaction they did not recognise. Although 18% of those didn't experience any form of fraud, it shows the importance of keeping track of the transactions as instances of fraud are currently increasing, according to the CSO. While education won't completely solve fraud, it can equip consumers to recognise fraud and to deal with it appropriately if it happens to them.

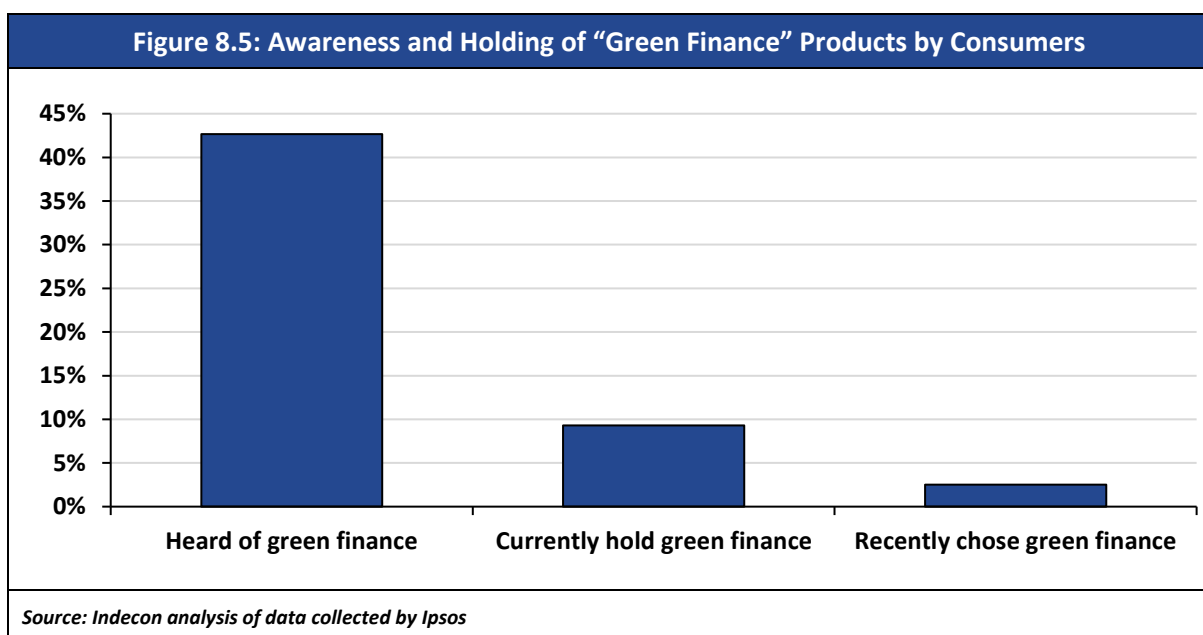
<b>Table 8.2: Number of Respondents Who Reported Fraud by Gender</b>			
	<b>Female</b>	<b>Male</b>	<b>Total</b>
Accepted advice to invest in a financial product that you later found to be a scam such as a pyramid scheme	2%	3%	2%
Accidentally provided personal financial information to fraud	7%	5%	6%
Lost money as a result of hackers or phishing scams	11%	7%	9%
Discovered that someone has used your card details to pay for goods without your authorisation	12%	10%	11%
<b>Experienced one or more of the forms of fraud shown above</b>	<b>21%</b>	<b>17%</b>	<b>19%</b>
Queried a transaction listed on your bank or credit card statement that you did not recognise?	29%	32%	30%
<i>Source: Indecon analysis of data collected by Ipsos</i>			

In addition, respondents also noted issues with legitimate providers of financial goods and services, as shown in Table 8.3. Over 19% of respondents recorded having issues while applying for a financial good or service, with men reporting a higher chance (21%) of experiencing an issue when compared to women (17%). It should be noted that these results do not necessarily reflect an error or mishandling by the provider. For example, a person may have been refused a bank account for failing to provide mandatory identification documents or may have been refused credit for well-founded concerns over ability to pay. A relatively high portion of respondents reported making a formal complaint. As well as reflecting the mishandling of issues for some consumers by providers, certain consumers may also benefit from education and resources on how to apply for bank accounts, loans, and other financial products, and how to ensure that they are successful in these applications. It should be made clear to consumers if certain transactions or behaviours automatically rule them out from securing a loan.

Table 8.3: Issues with Service Providers by Gender			
	Female	Male	Total
Tried to open a bank account and been refused for any reason?	4%	3%	3%
Been refused a claim on an insurance product that you expected to cover you?	2%	6%	4%
Been denied credit for which you had applied?	4%	6%	5%
Made a formal complaint about service from a financial institution?	10%	11%	11%
<b>Issue with any legitimate service provider as above</b>	<b>17%</b>	<b>21%</b>	<b>19%</b>

*Source: Indecon analysis of data collected by Ipsos*

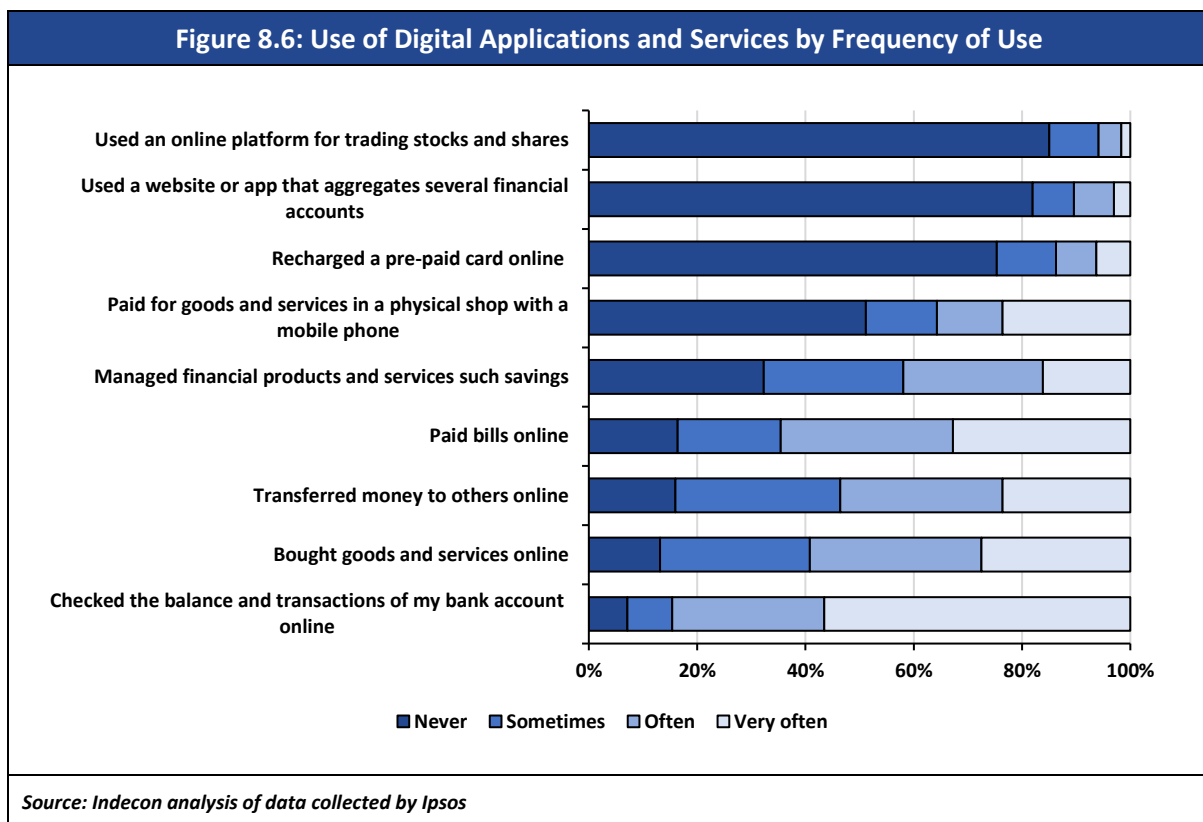
Finally, in relation to “green” financial products, while many respondents have heard of green finance, or financial goods and services that avoid any association with fossil fuel industries, very few respondents currently hold these products, and fewer still chose these products recently.



## 8.5 Use of digital applications and services

Many households conduct their banking and financial planning digitally. Respondents were asked to what extent they use digital applications and services and which of these they used. The most common uses were to check balance and transactions, pay bills online, and to buy goods and services online.

Less common was the use of apps and services to trade stocks, aggregate financial data, and to recharge a prepaid card online.



Using the OECD methodology, a digital financial literacy score for behaviour was calculated. The behaviour component of the digital financial literacy score is derived from the number of “savvy” behaviours demonstrated by answers given in response to four statements. It ranges between zero (the least “savvy”) and four (the most “savvy”). The overall score for Ireland was 2.6, as shown in the shaded cell below. The table below highlights these scores by age, region and gender. Generally older (60+) consumers have lower scores than younger consumers. Regional and gender differences are minor.

Table 8.4: Average OECD Digital Financial Behaviour Scores (range 0-4)				
	East and Midland	Southern	Western	Total
<b>Female</b>				
<b>19-29</b>	2.7	2.5	3.1	<b>2.7</b>
<b>30-59</b>	2.8	2.7	2.8	<b>2.8</b>
<b>60+</b>	2.4	2.5	2.4	<b>2.4</b>
<b>Total</b>	<b>2.7</b>	<b>2.6</b>	<b>2.7</b>	<b>2.7</b>
<b>Male</b>				
<b>19-29</b>	2.8	2.5	2.7	<b>2.7</b>
<b>30-59</b>	2.7	2.7	2.7	<b>2.7</b>
<b>60+</b>	2.5	2.5	2.4	<b>2.5</b>
<b>Total</b>	<b>2.6</b>	<b>2.6</b>	<b>2.6</b>	<b>2.6</b>

*Source: Indecon analysis of data collected by Ipsos*

In general, digital applications are an important medium for using financial goods and services. However only a handful of technologies have been embraced by consumers. While most respondents score well on the OECD's measure for digital literacy, older respondents score lower than other age groups. Policy that encourages the use of digital platforms would have to support the older population to improve their knowledge.

## 8.6 Summary of key findings

This section reviewed awareness, ownership, decision making and problems with a variety of financial products, including digital access. A summary of the key findings of this section are as follows:

- ❑ There is a high level of awareness of the financial products and services available in the Irish market. Of eighteen financial products listed, over 70% of respondents had heard of sixteen. Just two items scored less, namely microfinance loans and 'sustainable' financial products.
- ❑ Despite large levels of awareness, few respondents hold or recently purchased many of the financial goods and services referenced. While most respondents hold a current account, a savings account and insurance, other products were only held by a minority.
- ❑ One in five respondents experienced some form of fraud relating to a financial service or product, with the most common form being unauthorised use of card details. A similar portion of respondents reported issues with legitimate providers of goods and services. Almost one in three reported a transaction which they did not recognise.
- ❑ Most households use websites and apps for banking and financial planning. Less common was the use of apps and services to trade stocks, aggregate financial data, and to recharge a prepaid card online.



## 9 Attitudes and Behaviour

### 9.1 Introduction

An important component for understanding how households manage their finances is to understand their attitude to spending, their level of comfort with their current financial position, and their attitude to risk. In this section we present the original OECD measures for financial attitudes and behaviours and discuss important group differences in such outcomes. In the OECD Toolkit, the portion of the survey dealing with attitudes and behaviours consisted of five questions with between five to eleven sub-behaviour questions. These included questions about:

- Attitudes to money and saving and spending.
- How careful respondents are with money and finance.
- Getting by, password use, etc.
- Digital finance and shopping.
- Social, risk, environment and responsibility.

In this section we discuss attitudes to various aspects of financial decision making.

### 9.2 Attitudes to finances

Most respondents report responsible attitudes to their personal finances. Table 9.1 shows the overall response rate in terms of the preference to spend or save, with only a minority of around one-third reporting that it was more satisfying to spend than save, and that money was there to be spent. In terms of more responsible habits, almost all respondents believe that there was a responsibility to repay borrowed money, and a large percentage of respondents reporting that they keep a close personal watch on their financial affairs.

<b>Table 9.1: Reported Agreement Regarding Aspects of Finance</b>	
	<b>Response (% agreeing)</b>
<b>Questions about extent of less cautious behaviours</b>	
More satisfying to spend than to save it for the long term	28%
Money is there to be spent	34%
Live for today	18%
<b>Questions about extent of more cautious behaviours</b>	
Set long term financial goals and strive to achieve them	52%
Keep a close personal watch on my financial affairs	81%
If I borrow money, I have a responsibility to pay it back	95%
<i>Source: Indecon analysis of data collected by Ipsos</i>	

The first three questions listed above aim to capture the prevalence of less cautious views regarding the management of finances. An average of these three measures across different respondent profiles is presented in the next two tables. The overall average for the Ireland sample is a score of 2.24<sup>50</sup> (shown in grey in Table 9.2 below), an indicator that can range from zero (low levels of caution) to four (high level of caution). When considering group differences, we find no difference between gender and age groups in this measure, with all groups recording similar scores.

Table 9.2: OECD Financial Attitude Score By region and Age				
Age	East and Midland	Southern	Western	Total
19-29	2.10	2.21	2.23	2.15
30-59	2.33	2.29	2.14	2.28
60+	2.25	2.18	2.21	2.21
<b>Total</b>	<b>2.27</b>	<b>2.24</b>	<b>2.17</b>	<b>2.24</b>

*Source: Indecon analysis of data collected by Ipsos*

We further present the OECD financial attitudes scores broken down by household composition and education in the table below. Here we find significant differences between groups which ought to be explored further. In terms of education, we find that people with a secondary (2.1) or a primary education (1.7) report significantly lower scores than those with a post-tertiary degree (2.4). Those with a tertiary degree (2.3) report similar scores to those with a post-tertiary degree. There are additional differences by household type, with couples living with (2.3) and without kids (2.3) holding higher scores than those living alone (2.1), while lone parents (2.3) and those living with family (2.2) or in other households (2.2) reporting similar scores to those living alone (2.1)

<sup>50</sup> The attitude score is computed as the average response across the three attitude questions: i.e., the sum of the values for the three statements divided by three (after recoding missing values to 3 for the neutral answer). The attitudes score, therefore, ranges from 0 to 4.

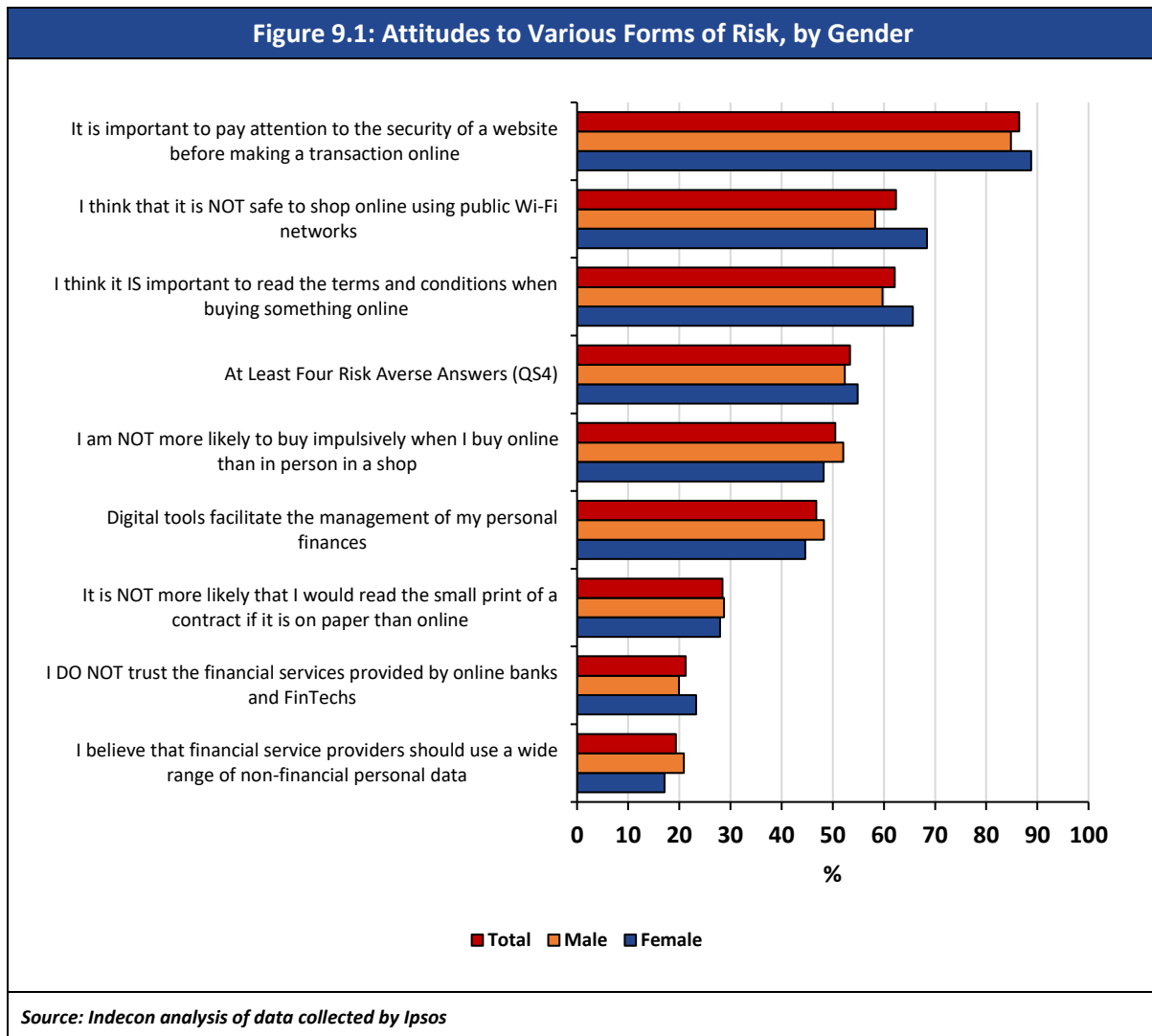
**Table 9.3: OECD Financial Attitudes by Education and Household composition**

Composition	Post tertiary	Tertiary	Secondary	Primary or none	Total
Lives alone	2.35	2.25	1.93	1.40	<b>2.06</b>
Couple no kids live alone	2.37	2.32	2.13	1.94	<b>2.26***</b>
Couple with kids (any age)	2.45	2.32	2.27	2.15	<b>2.34***</b>
Lone parent does not live with relative	2.58	2.17	2.26	1.17	<b>2.27</b>
No partner no kids with relative	2.29	2.35	2.12	1.58	<b>2.21</b>
Other including house sharing couples	2.20	2.18	2.14	1.33	<b>2.17</b>
<b>Total</b>	<b>2.39</b>	<b>2.29</b>	<b>2.14***</b>	<b>1.69***</b>	<b>2.24</b>

*Source: Indecon analysis of data collected by Ipsos*  
*\*\*\* denotes statistical significance at a 99% level*

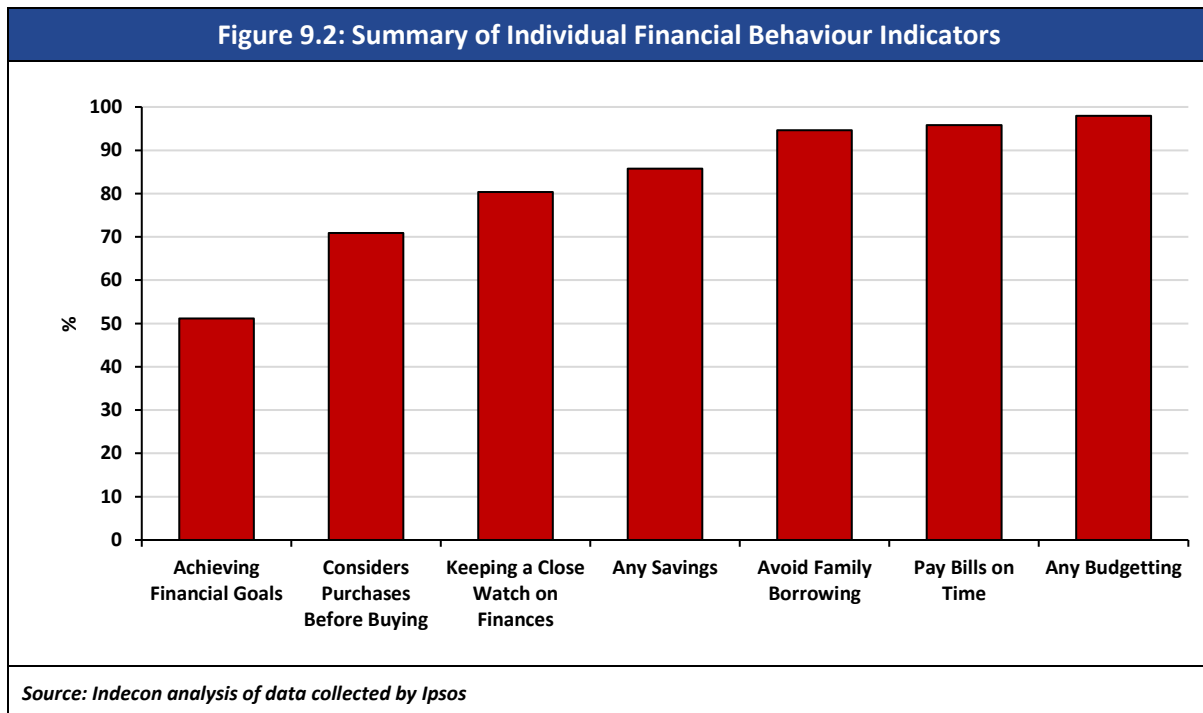
### 9.3 Attitudes to risk

Attitudes to risk was measured based on nine different questions, reflecting different types of risk. Over half of respondents report at least four risk behaviours consistent with risk aversion. This is illustrated in Figure 9.1. Generally, risk aversion was higher among women than men, which is consistent with the earlier finding that men tend to choose riskier forms of saving/investment than women (see Section 7.3).



## 9.4 Financial behaviour

OECD calculates the behaviour score by counting the number of “financially savvy” behaviours relating to budgeting, active saving, avoiding borrowing to make ends meet, choosing products, keeping watch on financial affairs, striving to achieve goals, making considered purchases, and paying bills on time. The score ranges between 0 and 9. The main indicators for the OECD financial behaviour score are listed below. In general, the data suggests good financial behaviour in Ireland overall. As shown previously, there is a high rate of budgeting (98%), and although financial goal setting is less prevalent (51%), most respondents also practice this behaviour.



Overall, we find an average financial behaviour score of 6.36 for the Irish sample. The gender difference in this sample is not statistically significant. We find a significant age difference in behaviour scores with older respondents (6.1) having a lower score than younger respondents (6.5). We also find a statistically significant difference between education and household composition groups. Regarding education, those with secondary (6.2) and primary (5.7) education backgrounds report significantly lower behaviours than those with a post-tertiary education (6.6). Further, every household composition reports a significantly different behaviour score than respondents who live alone (6.0). The score of those who live alone is also lowest from all other household compositions considered.

**Table 9.4: OECD Financial Behaviour Score Overall and Between Age and Gender Groups**

Age	Female	Male	Total
19-29	6.36	6.54	6.47
30-59	6.48	6.51	6.50
60+	6.00	6.17	6.09***
<b>Total</b>	6.31	6.40	6.36

Source: Indecon analysis of data collected by Ipsos

## 9.5 Summary of key findings

This section reviewed attitudes and behaviour, including an examination of risk. A summary of this section is as follows:

- ❑ The majority of respondents report responsible attitudes to their personal finances, with only a minority of around one-third reporting that it was more satisfying to spend than save, and that money was there to be spent.
- ❑ In terms of more responsible habits, there is a virtually universal belief that there was a responsibility to repay borrowed money, and a large percentage of respondents reporting that they keep a close personal watch on their financial affairs.
- ❑ Generally, risk aversion is higher among women than men, which is consistent with the earlier finding that men tend to choose riskier forms of saving/investment than women.

## Appendices

## 1 Budgeting

Budgeting QF1_a: Do you make day-to-day decisions about your own money? (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Do you make day-to-day decisions about your own money?	QF1_a	93.9%	96.7%	95.6%	91.7%	79.3%	92.1%	94.6%	93.1%	94.6%	93.6%	92.2%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Do you make day-to-day decisions about your own money?	QF1_a	96.9%	92.0%	95.0%	93.3%	94.7%	96.1%	90.3%	92.9%			

Source: Indecon Analysis of Survey Data

Budgeting QF1: Who is responsible for making day-to-day decisions about money in your household? (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
You make these decisions by yourself	QF1	39.5%	37.4%	37.2%	41.6%	58.6%	39.3%	36.6%	45.2%	40.7%	39.1%	36.9%
You make these decisions with someone else	QF1	53.4%	59.9%	57.0%	47.7%	25.9%	32.4%	59.3%	51.5%	52.3%	53.9%	55.7%
Someone else makes these decisions	QF1	7.1%	2.7%	5.8%	10.7%	15.5%	28.3%	4.1%	3.3%	7.0%	7.0%	7.5%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
You make these decisions by yourself	QF1	45.4%	35.4%	93.4%	19.8%	16.8%	88.0%	37.1%	57.9%			
You make these decisions with someone else	QF1	48.4%	56.9%	3.9%	77.3%	77.1%	12.0%	34.1%	27.8%			
Someone else makes these decisions	QF1	6.2%	7.7%	2.7%	3.0%	6.1%	0.0%	28.8%	14.3%			



Budgeting QF2: Do you do any of the following for yourself or your household? (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Make a plan to manage your income and expenses	QF2	64.5%	66.6%	66.0%	62.2%	55.2%	67.8%	68.6%	55.6%	66.9%	63.5%	59.1%
Keep a note of your spending	QF2	60.3%	61.4%	60.9%	59.6%	51.7%	70.6%	60.8%	55.6%	61.0%	61.7%	55.6%
Keep money for bills separate from day-to-day spending money	QF2	50.8%	46.6%	50.8%	53.9%	53.4%	66.1%	53.0%	41.0%	53.3%	48.1%	49.0%
Make a note of upcoming bills to make sure you don't miss them	QF2	62.9%	58.6%	66.0%	62.4%	63.8%	74.0%	63.8%	57.3%	62.2%	65.3%	59.9%
Use a banking app or money management tool to keep track of your outgoings	QF2	68.1%	71.5%	75.1%	63.0%	20.7%	76.8%	74.0%	54.2%	68.5%	66.7%	69.6%
Arrange automatic payments for regular outgoings	QF2	82.7%	88.2%	86.3%	77.8%	53.4%	63.3%	88.6%	80.1%	81.1%	84.4%	83.7%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Make a plan to manage your income and expenses	QF2	66.1%	63.3%	58.9%	63.8%	65.6%	72.7%	64.9%	67.7%			
Keep a note of your spending	QF2	61.2%	59.8%	58.5%	60.6%	57.5%	68.8%	70.1%	59.1%			
Keep money for bills separate from day-to-day spending money	QF2	51.2%	50.4%	43.0%	48.6%	49.2%	62.3%	61.2%	62.2%			
Make a note of upcoming bills to make sure you don't miss them	QF2	65.0%	61.5%	56.2%	63.6%	61.0%	66.2%	70.9%	70.9%			
Use a banking app or money management tool to keep track of your outgoings	QF2	68.8%	67.7%	53.9%	69.6%	73.6%	68.8%	70.1%	67.7%			
Arrange automatic payments for regular outgoings	QF2	82.3%	82.9%	75.6%	88.0%	89.4%	85.7%	67.2%	67.7%			

## 2 Active Saving and Financial Shocks

Active Saving and Financial Shocks QF3: In the past 12 months have you been saving money in any of the following ways, whether or not you still have the money? (% Respondents Who Replied “Yes”)												
Question	Ref	Total Yes (%)	Education				Age			Region		
			Post- tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Saving cash at home or in your wallet	QF3	27.4%	20.5%	23.6%	36.8%	27.6%	40.7%	25.3%	25.5%	25.8%	29.5%	27.6%
Paying money into a savings or deposit	QF3	67.1%	76.7%	71.5%	59.6%	31.0%	68.4%	70.6%	60.9%	67.7%	68.3%	63.0%
Giving money to family to save on your behalf	QF3	8.6%	7.4%	9.1%	8.1%	13.8%	15.8%	8.3%	5.6%	9.8%	7.2%	7.8%
Saving in an informal savings club	QF3	8.6%	7.1%	9.1%	9.3%	6.9%	11.9%	10.2%	5.0%	8.4%	10.0%	6.6%
Buying bonds or time deposits	QF3	6.3%	6.6%	7.9%	4.8%	3.4%	2.8%	5.9%	8.6%	8.4%	4.8%	3.1%
Investing in crypto-assets	QF3	7.3%	8.8%	7.4%	6.7%	3.4%	11.3%	8.8%	2.9%	8.7%	6.0%	5.8%
Investing in stocks and shares	QF3	15.3%	22.5%	17.9%	8.7%	3.4%	19.8%	16.9%	11.3%	17.3%	14.0%	12.1%
Saving or investing in some other way other than a pension	QF3	43.9%	50.4%	47.1%	38.4%	22.4%	42.4%	45.6%	41.8%	44.7%	44.7%	40.1%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Saving cash at home or in your wallet	QF3	28.4%	26.7%	30.6%	21.7%	22.8%	32.5%	38.8%	41.7%			
Paying money into a savings or deposit	QF3	72.6%	63.5%	58.9%	70.1%	70.1%	58.4%	66.4%	68.5%			
Giving money to family to save on your behalf	QF3	8.6%	8.6%	10.1%	6.2%	6.1%	10.4%	16.4%	13.4%			
Saving in an informal savings club	QF3	10.7%	7.2%	4.3%	7.7%	10.0%	9.1%	11.2%	11.8%			
Buying bonds or time deposits	QF3	5.8%	6.7%	4.7%	8.0%	6.7%	2.6%	3.7%	7.9%			
Investing in crypto-assets	QF3	4.0%	9.6%	4.7%	5.7%	7.9%	5.2%	11.2%	12.6%			
Investing in stocks and shares	QF3	9.9%	18.8%	10.9%	16.2%	16.3%	11.7%	14.2%	20.5%			
Saving or investing in some other way other than a pension	QF3	40.2%	46.5%	33.7%	50.1%	47.0%	35.1%	42.5%	39.4%			

*Note: Respondents were prompted as follows “Please don’t take into account any money paid into a pension, but think about all kinds of savings, such as building up a rainy-day fund or putting money aside for a special occasion”*

Active Saving and Financial Shocks QF4: If you, personally, faced a major expense today – equivalent to your own monthly income – would you be able to pay it without borrowing the money or asking family or friends to help? (% Respondents Who Replied “Yes”)												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
If you, personally, faced a major expense today – equivalent to your own monthly income – would you be able to pay it without borrowing the money or asking family or friends to help?	QF4	80.4%	85.9%	86.2%	71.5%	65.5%	63.8%	79.6%	88.6%	79.5%	82.3%	79.2%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
If you, personally, faced a major expense today – equivalent to your own monthly income – would you be able to pay it without borrowing the money or asking family or friends to help?	QF4	79.3%	81.1%	81.5%	86.4%	82.8%	65.3%	75.2%	64.3%			

### 3 Financial Goals

Financial Goals QF5: Do you (personally, or with your partner) have any financial goals? (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Do you (personally, or with your partner) have any financial goals?	QF5	55.0%	70.7%	58.9%	43.4%	19.0%	73.3%	65.3%	29.8%	57.6%	51.9%	53.3%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Do you (personally, or with your partner) have any financial goals?	QF5	52.9%	56.3%	34.6%	49.5%	65.7%	49.4%	56.4%	72.4%			

Financial Goals QF7: What actions have you personally taken to meet your most important financial goal? (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Prepared a plan of action	QF7	19.6%	21.7%	17.3%	20.6%	27.3%	13.2%	21.1%	18.3%	20.0%	19.7%	18.2%
Increased your credit card or loan repayments	QF7	9.9%	9.7%	11.6%	7.8%	9.1%	5.4%	12.1%	6.3%	8.4%	11.6%	11.7%
Saved or invested money	QF7	61.5%	66.3%	64.3%	51.8%	45.5%	69.0%	61.8%	53.5%	59.4%	64.5%	62.0%
Looked for new/different/additional source of income	QF7	13.8%	16.3%	9.5%	17.9%	9.1%	15.5%	12.7%	14.8%	14.0%	12.4%	16.1%
Identified a source of credit	QF7	5.0%	3.9%	5.7%	5.0%	9.1%	2.3%	5.3%	6.3%	4.4%	4.6%	7.3%
Cut-back on spending	QF7	28.6%	26.0%	27.7%	33.0%	36.4%	36.4%	26.7%	29.6%	28.9%	27.0%	30.7%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Prepared a plan of action	QF7	20.1%	19.2%	18.0%	17.7%	21.6%	21.1%	20.0%	17.4%			
Increased your credit card or loan repayments	QF7	9.4%	10.3%	6.7%	7.1%	14.4%	7.9%	6.7%	6.5%			
Saved or invested money	QF7	62.1%	61.1%	53.9%	67.2%	57.4%	55.3%	72.0%	65.2%			
Looked for new/different/additional source of income	QF7	12.9%	14.5%	13.5%	10.6%	14.1%	15.8%	9.3%	22.8%			
Identified a source of credit	QF7	4.1%	5.6%	9.0%	3.0%	6.6%	0.0%	2.7%	3.3%			
Cut-back on spending	QF7	29.2%	28.0%	28.1%	29.8%	24.3%	31.6%	37.3%	33.7%			

**Note: QF7 was only asked of respondents who responded "Yes" to QF5**

## 4 Retirement Plans

Retirement Plans QF8: Overall, on a scale of 1 to 5 where 1 is very confident, and 5 is not at all confident; how confident are you that you have done a good job of making financial plans for your retirement? (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Very confident	QF8	22.9%	22.9%	24.6%	20.0%	28.8%	8.3%	17.7%	37.7%	22.5%	23.6%	22.8%
2	QF8	18.5%	24.3%	18.0%	16.0%	9.6%	12.4%	20.4%	17.3%	19.8%	16.9%	17.9%
3	QF8	27.1%	27.1%	28.5%	25.5%	25.0%	24.9%	30.3%	22.7%	25.2%	27.2%	32.1%
4	QF8	14.9%	15.7%	15.8%	14.0%	9.6%	18.3%	15.3%	12.8%	15.9%	13.8%	14.2%
Not at all confident	QF8	16.6%	9.9%	13.2%	24.5%	26.9%	36.1%	16.3%	9.4%	16.6%	18.5%	13.0%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Very confident	QF8	22.1%	23.5%	26.6%	32.9%	20.1%	20.8%	11.8%	7.9%			
2	QF8	17.2%	19.3%	15.1%	18.5%	23.5%	7.8%	18.9%	11.9%			
3	QF8	26.0%	27.7%	28.6%	23.5%	28.9%	22.1%	22.8%	34.9%			
4	QF8	17.4%	13.3%	11.9%	12.9%	14.9%	22.1%	21.3%	16.7%			
Not at all confident	QF8	17.4%	16.1%	17.9%	12.2%	12.7%	27.3%	25.2%	28.6%			

Retirement Plans QF9: How will you - or do you - fund your retirement? (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Draw a government pension/ old-age benefit	QF9	77.1%	77.3%	74.6%	78.4%	87.9%	50.8%	78.3%	85.6%	73.6%	79.6%	82.1%
Draw an occupational or workplace pension plan	QF9	61.1%	75.9%	67.1%	47.3%	29.3%	52.0%	67.0%	54.2%	62.5%	60.1%	58.8%
Draw a private pension plan	QF9	39.2%	48.5%	44.1%	29.5%	20.7%	36.7%	44.0%	31.8%	39.1%	38.1%	41.6%
Sell your financial assets (such as: stocks, bonds or mutual funds)	QF9	20.3%	29.3%	22.4%	13.1%	5.2%	25.4%	24.7%	10.5%	22.1%	20.2%	15.6%
Sell your non-financial assets (such as a car, property, art, jewels, antiques, etc.)	QF9	19.2%	22.5%	18.2%	18.8%	13.8%	23.7%	22.3%	12.1%	19.5%	17.2%	22.2%
From income generated by your financial or non-financial assets (such as dividends or rental income)	QF9	29.9%	43.0%	30.3%	21.2%	17.2%	35.6%	31.5%	25.1%	30.5%	30.5%	26.8%
Rely on a spouse or partner to support you	QF9	15.6%	17.3%	13.0%	17.6%	13.8%	15.3%	17.0%	13.4%	13.9%	17.6%	16.7%
Rely on your children or other family members to support you	QF9	5.4%	4.9%	3.9%	6.5%	13.8%	9.0%	5.0%	4.6%	5.0%	5.4%	6.6%
Draw on your savings	QF9	57.2%	61.4%	59.2%	55.6%	27.6%	67.8%	61.2%	46.4%	57.2%	56.9%	58.0%
Continue to work	QF9	52.3%	56.2%	52.5%	50.9%	39.7%	59.3%	62.2%	31.8%	51.4%	53.5%	52.5%
From the revenues of a business that you own	QF9	18.1%	17.5%	19.3%	17.6%	17.2%	23.2%	18.6%	14.6%	16.7%	20.2%	18.3%
Question	Ref	Gender			Household Composition							
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Draw a government pension/ old-age benefit	QF9	77.0%	77.2%	81.0%	79.1%	82.1%	76.6%	64.9%	55.9%			
Draw an occupational or workplace pension plan	QF9	59.3%	62.2%	47.7%	62.8%	70.1%	55.8%	57.5%	53.5%			
Draw a private pension plan	QF9	36.9%	40.6%	31.4%	40.9%	42.7%	40.3%	33.6%	40.9%			
Sell your financial assets (such as: stocks, bonds or mutual funds)	QF9	15.0%	23.7%	13.2%	18.7%	21.9%	18.2%	23.9%	31.5%			
Sell your non-financial assets (such as a car, property, art, jewels, antiques, etc.)	QF9	15.5%	21.6%	16.7%	13.5%	21.7%	15.6%	21.6%	32.3%			
From income generated by your financial or non-financial assets (such as dividends or rental income)	QF9	24.8%	33.2%	19.8%	29.4%	31.7%	28.6%	29.9%	45.7%			
Rely on a spouse or partner to support you	QF9	21.3%	11.8%	1.9%	23.9%	20.7%	2.6%	9.7%	11.0%			
Rely on your children or other family members to support you	QF9	5.0%	5.7%	5.8%	4.0%	4.3%	6.5%	9.7%	7.9%			
Draw on your savings	QF9	58.7%	56.2%	45.7%	58.4%	57.3%	50.6%	67.9%	69.3%			
Continue to work	QF9	47.6%	55.5%	39.9%	42.1%	60.4%	59.7%	60.4%	63.8%			
From the revenues of a business that you own	QF9	11.6%	22.5%	13.2%	16.5%	19.7%	22.1%	17.9%	25.2%			

## 5 Making Ends Meet

Making Ends Meet QF11: Sometimes people find that their income does not quite cover their living expenses. In the last 12 months, has this happened to you, personally? (% Respondents Who Replied "Yes")												
		Total	Education				Age			Region		
Question	Ref	Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Sometimes people find that their income does not quite cover their living expenses. In the last 12 months, has this happened to you, personally?	QF11	24.7%	19.6%	21.9%	30.4%	34.5%	35.2%	27.7%	15.1%	24.9%	22.2%	28.6%
		Gender		Household Composition								
Question	Ref	Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Sometimes people find that their income does not quite cover their living expenses. In the last 12 months, has this happened to you, personally?	QF11	27.0%	23.2%	26.5%	18.5%	23.5%	36.8%	19.4%	43.7%			

Making Ends Meet QF12: What did you do to make ends meet the last time this happened? (% Respondents Who Replied "Yes")												
Question	Ref	Total Yes (%)	Education				Age			Region		
			Post- tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Draw money out of savings or transfer savings into current account	QF12	24.6%	38.0%	27.2%	18.3%	5.0%	14.5%	27.4%	27.4%	21.5%	29.7%	24.7%
Cut back on spending, spend less, do without, delay a planned expense	QF12	40.8%	36.6%	35.2%	43.1%	75.0%	32.3%	40.9%	40.9%	41.4%	41.4%	38.4%
Sell something that you own	QF12	3.0%	2.8%	1.6%	3.9%	5.0%	1.6%	1.7%	1.7%	2.2%	2.7%	5.5%
Work overtime, take an extra job, earn extra money	QF12	16.5%	22.5%	16.0%	16.3%	0.0%	37.1%	13.9%	13.9%	16.1%	20.7%	11.0%
Claim support from the government	QF12	1.9%	0.0%	3.2%	1.3%	5.0%	0.0%	3.0%	3.0%	1.6%	0.9%	4.1%
Ask for help from family, friends or the community	QF12	8.4%	7.0%	8.0%	10.5%	0.0%	11.3%	7.0%	7.0%	7.0%	8.1%	12.3%
Borrow from family, friends or the community	QF12	14.9%	14.1%	9.6%	19.0%	20.0%	25.8%	11.7%	11.7%	16.7%	13.5%	12.3%
Borrow from employer/salary advance	QF12	0.8%	0.0%	0.8%	1.3%	0.0%	0.0%	1.3%	1.3%	0.5%	1.8%	0.0%
Pawn something that you own	QF12	0.5%	0.0%	0.8%	0.0%	5.0%	0.0%	0.9%	0.9%	1.1%	0.0%	0.0%
Take a loan from your savings and loans clubs or other <informal savings club>	QF12	1.9%	0.0%	1.6%	2.6%	5.0%	4.8%	1.3%	1.3%	1.6%	1.8%	2.7%
Use someone else's credit card	QF12	0.5%	0.0%	0.0%	0.7%	5.0%	1.6%	0.0%	0.0%	0.5%	0.0%	1.4%
Take money out of a flexible mortgage account	QF12	0.3%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Apply for loan/withdrawal on pension fund	QF12	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Use authorised, arranged overdraft or line of credit	QF12	3.8%	8.5%	3.2%	2.0%	5.0%	1.6%	5.2%	5.2%	3.8%	2.7%	5.5%
Use credit card for a cash advance or to pay bills/buy food	QF12	2.4%	4.2%	4.0%	0.0%	5.0%	3.2%	2.6%	2.6%	1.1%	5.4%	1.4%
Take out a personal loan from a financial service provider (including bank, credit union or microfinance excluding fintech)	QF12	4.3%	5.6%	1.6%	6.5%	0.0%	3.2%	3.9%	3.9%	5.4%	4.5%	1.4%
Take out a payday loan (wage/salary advance or smoothing)	QF12	0.5%	0.0%	0.0%	1.3%	0.0%	1.6%	0.4%	0.4%	1.1%	0.0%	0.0%
Take out a loan from an informal provider/moneylender	QF12	0.8%	1.4%	0.8%	0.7%	0.0%	1.6%	0.9%	0.9%	1.1%	0.9%	0.0%
Take an online loan (with fintech provider, excluding traditional banks and credit union)	QF12	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Use unauthorised overdraft	QF12	0.3%	0.0%	0.8%	0.0%	0.0%	0.0%	0.4%	0.4%	0.0%	0.9%	0.0%
Pay bills late; miss payments	QF12	5.1%	1.4%	4.0%	8.5%	0.0%	6.5%	4.8%	4.8%	4.8%	3.6%	8.2%
Other	QF12	6.2%	11.3%	4.8%	5.9%	0.0%	8.1%	7.0%	7.0%	5.9%	6.3%	6.8%

Note: QF12 was only asked of respondents who responded "Yes" to QF11



Making Ends Meet QF12: What did you do to make ends meet the last time this happened? (% Respondents Who Replied "Yes")									
Question	Ref	Gender		Household Composition					
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples
Draw money out of savings or transfer savings into current account	QF12	30.1%	20.3%	14.7%	20.3%	33.6%	32.1%	19.2%	21.8%
Cut back on spending, spend less, do without, delay a planned expense	QF12	39.3%	42.0%	42.6%	44.6%	37.0%	35.7%	30.8%	49.1%
Sell something that you own	QF12	0.6%	4.8%	1.5%	2.7%	4.2%	0.0%	11.5%	0.0%
Work overtime, take an extra job, earn extra money	QF12	11.7%	20.3%	11.8%	12.2%	16.0%	3.6%	26.9%	30.9%
Claim support from the government	QF12	1.2%	2.4%	4.4%	1.4%	1.7%	3.6%	0.0%	0.0%
Ask for help from family, friends or the community	QF12	9.2%	7.7%	4.4%	2.7%	10.1%	10.7%	11.5%	14.5%
Borrow from family, friends or the community	QF12	17.2%	13.0%	11.8%	14.9%	10.9%	21.4%	23.1%	20.0%
Borrow from employer/salary advance	QF12	0.6%	1.0%	1.5%	0.0%	0.8%	0.0%	0.0%	1.8%
Pawn something that you own	QF12	0.0%	1.0%	1.5%	0.0%	0.8%	0.0%	0.0%	0.0%
Take a loan from your savings and loans clubs or other <informal savings club>	QF12	0.6%	2.9%	1.5%	2.7%	0.0%	3.6%	7.7%	1.8%
Use someone else's credit card	QF12	0.6%	0.5%	0.0%	1.4%	0.0%	0.0%	0.0%	1.8%
Take money out of a flexible mortgage account	QF12	0.0%	0.5%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%
Apply for loan/withdrawal on pension fund	QF12	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Use authorised, arranged overdraft or line of credit	QF12	3.7%	3.9%	1.5%	4.1%	5.9%	3.6%	3.8%	1.8%
Use credit card for a cash advance or to pay bills/buy food	QF12	3.7%	1.4%	1.5%	1.4%	3.4%	0.0%	0.0%	5.5%
Take out a personal loan from a financial service provider (including bank, credit union or microfinance excluding fintech)	QF12	2.5%	5.8%	5.9%	2.7%	4.2%	3.6%	0.0%	7.3%
Take out a payday loan (wage/salary advance or smoothing)	QF12	0.6%	0.5%	0.0%	0.0%	0.8%	0.0%	3.8%	0.0%
Take out a loan from an informal provider/moneylender	QF12	0.6%	1.0%	0.0%	0.0%	0.8%	0.0%	0.0%	3.6%
Take an online loan (with fintech provider, excluding traditional banks and credit union)	QF12	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Use unauthorised overdraft	QF12	0.0%	0.5%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
Pay bills late; miss payments	QF12	4.9%	5.3%	5.9%	4.1%	4.2%	3.6%	15.4%	3.6%
Other	QF12	8.6%	4.3%	2.9%	8.1%	6.7%	14.3%	0.0%	5.5%

*Note: QF12 was only asked of respondents who responded "Yes" to QF11*

Making Ends Meet QF13: If you lost your main source of income today, how long could you continue to cover your living expenses, without borrowing any money or moving house? (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Less than a week	QF13	4.0%	2.0%	1.6%	6.6%	20.4%	6.9%	3.8%	3.6%	3.8%	4.5%	4.0%
At least a week but not one month	QF13	8.2%	3.9%	5.9%	12.6%	18.5%	13.3%	8.3%	5.1%	7.6%	9.0%	8.4%
At least one month but not three months	QF13	16.3%	13.5%	17.2%	18.1%	9.3%	30.6%	17.6%	8.3%	17.0%	15.1%	16.8%
At least three months but not six months	QF13	19.6%	23.7%	20.8%	16.5%	9.3%	22.5%	23.9%	10.5%	19.9%	21.1%	16.0%
Six months or more	QF13	51.8%	56.9%	54.5%	46.3%	42.6%	26.6%	46.4%	72.5%	51.7%	50.3%	54.8%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Less than a week	QF13	4.0%	4.1%	8.4%	1.3%	3.4%	6.7%	4.5%	4.9%			
At least a week but not one month	QF13	9.8%	7.2%	7.6%	6.0%	6.6%	21.3%	9.8%	13.8%			
At least one month but not three months	QF13	18.1%	15.2%	16.0%	10.6%	17.1%	14.7%	24.8%	23.6%			
At least three months but not six months	QF13	19.5%	19.7%	15.1%	17.9%	22.1%	16.0%	20.3%	25.2%			
Six months or more	QF13	48.6%	53.8%	52.9%	64.2%	50.9%	41.3%	40.6%	32.5%			

## 6 Choosing and Using Financial Products

Choosing and Using Financial Products QP1: Please can you tell me whether you have heard of any of these types of financial products? (% Respondents Who Replied “Yes”)												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
A pension	QP1	97.6%	98.1%	98.4%	97.0%	91.4%	95.5%	98.0%	97.7%	97.1%	97.8%	98.8%
An investment account that is linked to the stock market	QP1	71.9%	81.6%	75.1%	64.0%	48.3%	70.6%	72.3%	72.4%	72.8%	72.1%	68.9%
A mortgage	QP1	95.5%	96.4%	96.8%	94.7%	82.8%	92.1%	97.0%	93.9%	94.8%	96.8%	94.9%
A loan secured on property	QP1	81.3%	84.1%	82.5%	78.6%	75.9%	67.8%	82.0%	84.9%	80.2%	82.6%	81.7%
An unsecured bank or credit union loan	QP1	82.7%	86.0%	82.8%	81.6%	70.7%	77.4%	84.9%	81.0%	81.8%	84.2%	82.5%
Car finance such as hire purchase or PCP	QP1	87.0%	87.9%	89.1%	85.1%	75.9%	74.6%	89.6%	87.2%	84.3%	89.8%	89.1%
A credit card	QP1	96.7%	98.9%	97.2%	95.6%	86.2%	98.3%	96.4%	96.4%	96.7%	96.2%	97.7%
A current account	QP1	98.3%	98.6%	98.9%	98.2%	91.4%	96.6%	98.8%	98.3%	97.9%	98.4%	99.6%
A savings account	QP1	97.7%	98.6%	98.2%	96.8%	93.1%	98.3%	98.0%	97.1%	97.2%	98.2%	98.1%
A microfinance loan	QP1	31.1%	44.4%	34.0%	19.6%	19.0%	23.7%	36.3%	25.3%	33.3%	29.7%	27.2%
Insurance	QP1	96.3%	98.4%	97.7%	94.5%	84.5%	97.7%	97.2%	94.1%	95.6%	97.4%	96.1%
Stocks and shares	QP1	91.2%	95.3%	92.5%	88.5%	75.9%	91.0%	92.6%	89.1%	90.5%	92.0%	91.4%
Bonds	QP1	85.4%	87.9%	86.9%	83.4%	74.1%	78.0%	87.1%	85.8%	84.9%	85.8%	86.0%
A prepaid debit card/ payment card not directly linked to a bank account (e.g. An Post prepaid, All Go cards)	QP1	79.5%	84.7%	82.3%	76.4%	46.6%	77.4%	85.3%	70.5%	78.4%	80.2%	81.3%
Crypto-assets (e.g. NFTs and Crypto currencies)	QP1	79.7%	85.8%	85.5%	72.7%	46.6%	90.4%	83.7%	69.2%	82.5%	75.6%	79.8%
Financial products labelled as sustainable, or “ESG”, or “green”	QP1	42.7%	54.0%	45.9%	33.9%	19.0%	45.8%	44.8%	38.1%	46.7%	37.5%	40.9%
Buy Now Pay Later (BNPL) – a short term lending agreement offered at the time of purchase, typically online (e.g. Klarna or Humm)	QP1	71.4%	73.4%	72.5%	71.3%	50.0%	68.9%	75.8%	64.6%	71.2%	70.9%	73.2%

Choosing and Using Financial Products QP1: Please can you tell me whether you have heard of any of these types of financial products? (% Respondents Who Replied “Yes”)									
Question	Ref	Gender		Household Composition					
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples
A pension	QP1	97.4%	97.8%	96.9%	97.8%	98.8%	100.0%	97.0%	92.9%
An investment account that is linked to the stock market	QP1	66.1%	75.7%	67.1%	73.8%	76.0%	66.2%	64.9%	70.1%
A mortgage	QP1	96.4%	94.9%	91.1%	96.5%	98.2%	96.1%	94.0%	91.3%
A loan secured on property	QP1	79.0%	82.9%	79.5%	83.3%	86.0%	83.1%	69.4%	70.9%
An unsecured bank or credit union loan	QP1	82.0%	83.3%	80.2%	83.0%	88.4%	85.7%	76.1%	69.3%
Car finance such as hire purchase or PCP	QP1	86.8%	87.1%	82.6%	89.0%	92.1%	93.5%	79.9%	72.4%
A credit card	QP1	97.7%	96.0%	93.8%	97.0%	97.8%	100.0%	95.5%	96.1%
A current account	QP1	99.0%	97.9%	96.5%	98.5%	99.6%	100.0%	97.8%	96.1%
A savings account	QP1	97.7%	97.7%	95.7%	98.0%	98.2%	97.4%	98.5%	97.6%
A microfinance loan	QP1	25.6%	34.7%	27.5%	31.9%	33.9%	27.3%	28.4%	29.9%
Insurance	QP1	95.7%	96.7%	92.2%	96.3%	98.4%	97.4%	97.8%	93.7%
Stocks and shares	QP1	88.6%	93.0%	89.1%	89.8%	94.9%	92.2%	88.1%	87.4%
Bonds	QP1	82.6%	87.2%	86.8%	84.8%	87.2%	90.9%	81.3%	78.0%
A prepaid debit card/ payment card not directly linked to a bank account (e.g. An Post prepaid, All Go cards)	QP1	77.0%	81.2%	71.7%	78.6%	82.9%	87.0%	82.8%	77.2%
Crypto-assets (e.g. NFTs and Crypto currencies)	QP1	76.7%	81.7%	69.4%	79.1%	84.1%	83.1%	82.1%	81.1%
Financial products labelled as sustainable, or “ESG”, or “green”	QP1	37.0%	46.4%	41.9%	41.6%	45.5%	37.7%	36.6%	45.7%
Buy Now Pay Later (BNPL) – a short term lending agreement offered at the time of purchase, typically online (e.g. Klarna or Humm)	QP1	70.2%	72.2%	66.7%	68.3%	74.8%	80.5%	72.4%	70.9%

Choosing and Using Financial Products QP2: And now can you tell me whether you personally or jointly currently hold any of these types of products? (% Respondents Who Replied “Yes”)												
Question	Ref	Total Yes (%)	Education				Age			Region		
			Post- tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
A pension	QP2	72.7%	83.2%	77.6%	60.2%	67.9%	33.7%	75.2%	84.4%	71.9%	73.3%	74.0%
An investment account that is linked to the stock market	QP2	24.8%	32.6%	28.2%	14.2%	14.3%	21.6%	24.9%	26.3%	25.4%	25.2%	22.0%
A mortgage	QP2	33.7%	40.6%	40.9%	23.6%	4.2%	4.9%	51.3%	13.1%	35.3%	30.5%	35.2%
A loan secured on property	QP2	8.7%	9.4%	8.7%	8.3%	6.8%	3.3%	10.8%	6.7%	7.8%	10.1%	8.1%
An unsecured bank or credit union loan	QP2	19.7%	20.1%	20.7%	18.9%	14.6%	16.1%	25.1%	11.4%	19.1%	19.4%	21.7%
Car finance such as hire purchase or PCP	QP2	16.1%	14.6%	17.9%	16.3%	6.8%	6.1%	21.0%	10.3%	13.5%	18.7%	18.3%
A credit card	QP2	59.5%	68.4%	62.5%	52.4%	34.0%	32.2%	59.5%	70.7%	58.3%	61.4%	59.0%
A current account	QP2	94.2%	96.4%	96.5%	92.3%	75.5%	91.8%	95.4%	93.4%	92.9%	93.9%	98.4%
A savings account	QP2	79.7%	85.3%	84.1%	74.8%	46.3%	76.4%	81.3%	79.3%	80.0%	80.9%	76.6%
A microfinance loan	QP2	1.5%	1.9%	1.5%	1.0%	0.0%	0.0%	2.0%	0.8%	2.0%	1.3%	0.0%
Insurance	QP2	83.4%	91.1%	87.1%	75.5%	67.3%	63.0%	88.4%	82.7%	82.2%	83.6%	86.2%
Stocks and shares	QP2	29.1%	41.1%	31.8%	18.6%	11.4%	21.1%	30.8%	29.1%	30.6%	28.6%	25.5%
Bonds	QP2	16.1%	20.6%	16.7%	13.3%	4.7%	5.8%	14.9%	21.7%	16.4%	16.5%	14.5%
A prepaid debit card/ payment card not directly linked to a bank account (e.g. An Post prepaid, All Go cards)	QP2	23.1%	23.9%	26.0%	19.9%	11.1%	23.4%	26.2%	16.3%	27.3%	17.7%	21.5%
Crypto-assets (e.g. NFTs and Crypto currencies)	QP2	9.8%	11.5%	9.2%	9.8%	3.7%	13.8%	11.0%	4.8%	11.4%	9.0%	6.8%
Financial products labelled as sustainable, or “ESG”, or “green”	QP2	9.3%	10.2%	11.5%	5.8%	0.0%	7.4%	9.6%	9.3%	9.2%	10.1%	8.6%
Buy Now Pay Later (BNPL) – a short term lending agreement offered at the time of purchase, typically online (e.g. Klarna or Humm)	QP2	4.1%	2.2%	4.6%	5.3%	0.0%	6.6%	5.1%	1.3%	3.9%	5.1%	2.7%

**Note: QP2 was only asked of respondents who responded “Yes” to QP1**

Choosing and Using Financial Products QP2: And now can you tell me whether you personally or jointly currently hold any of these types of products? (% Respondents Who Replied “Yes”)									
Question	Ref	Gender		Household Composition					
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples
A pension	QP2	71.3%	73.6%	73.2%	79.8%	80.7%	62.3%	51.5%	44.1%
An investment account that is linked to the stock market	QP2	22.5%	26.0%	16.2%	31.4%	25.1%	27.5%	18.4%	22.5%
A mortgage	QP2	31.0%	35.4%	21.7%	28.4%	55.9%	28.4%	7.9%	11.2%
A loan secured on property	QP2	5.9%	10.5%	5.4%	6.6%	13.3%	4.7%	6.5%	6.7%
An unsecured bank or credit union loan	QP2	18.8%	20.3%	17.9%	15.0%	22.9%	24.2%	21.6%	19.3%
Car finance such as hire purchase or PCP	QP2	13.3%	17.9%	8.0%	14.8%	22.9%	16.7%	13.1%	8.7%
A credit card	QP2	59.6%	59.4%	57.0%	71.5%	63.2%	53.2%	34.4%	41.0%
A current account	QP2	94.3%	94.1%	91.2%	97.5%	96.2%	89.6%	90.1%	88.5%
A savings account	QP2	82.6%	77.8%	71.7%	85.0%	83.2%	65.3%	77.3%	76.6%
A microfinance loan	QP2	0.6%	1.9%	1.4%	0.8%	2.3%	0.0%	0.0%	2.6%
Insurance	QP2	82.9%	83.6%	78.2%	87.6%	92.2%	80.0%	65.6%	64.7%
Stocks and shares	QP2	22.9%	32.9%	23.9%	31.9%	34.6%	19.7%	18.6%	23.4%
Bonds	QP2	19.2%	14.2%	13.8%	20.9%	16.5%	12.9%	6.4%	16.2%
A prepaid debit card/ payment card not directly linked to a bank account (e.g. An Post prepaid, All Go cards)	QP2	19.7%	25.1%	20.5%	24.1%	24.2%	17.9%	21.6%	24.5%
Crypto-assets (e.g. NFTs and Crypto currencies)	QP2	5.2%	12.8%	6.1%	10.1%	9.1%	6.3%	12.7%	17.5%
Financial products labelled as sustainable, or “ESG”, or “green”	QP2	7.1%	10.6%	4.6%	10.8%	12.1%	6.9%	8.2%	5.2%
Buy Now Pay Later (BNPL) – a short term lending agreement offered at the time of purchase, typically online (e.g. Klarna or Humm)	QP2	4.0%	4.2%	4.7%	2.2%	3.9%	6.5%	6.2%	5.6%

**Note: QP2 was only asked of respondents who responded “Yes” to QP1**

Choosing and Using Financial Products QP3: And in the last two years, which of the following types of financial products have you chosen personally or jointly whether or not you still hold them? (% Respondents Who Replied “Yes”)												
Question	Ref	Total Yes (%)	Education				Age			Region		
			Post- tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
A pension	QP3	25.0%	29.0%	28.5%	18.8%	20.7%	20.9%	27.2%	23.0%	25.4%	25.5%	22.6%
An investment account that is linked to the stock market	QP3	8.2%	12.9%	9.8%	3.8%	3.4%	11.9%	8.4%	6.9%	8.4%	9.0%	6.2%
A mortgage	QP3	9.8%	12.1%	13.3%	5.3%	0.0%	2.8%	15.9%	1.9%	11.4%	7.8%	8.9%
A loan secured on property	QP3	2.0%	1.9%	1.8%	2.6%	0.0%	1.1%	2.6%	1.3%	1.6%	2.8%	1.6%
An unsecured bank or credit union loan	QP3	10.4%	11.2%	11.2%	9.3%	6.9%	9.0%	13.4%	5.9%	10.2%	10.6%	10.5%
Car finance such as hire purchase or PCP	QP3	9.8%	9.3%	11.2%	9.3%	3.4%	3.4%	13.2%	5.9%	7.6%	12.4%	10.9%
A credit card	QP3	20.4%	22.7%	21.9%	18.6%	8.6%	23.2%	20.5%	19.0%	20.3%	20.2%	21.0%
A current account	QP3	35.3%	35.6%	34.7%	37.2%	24.1%	51.4%	35.0%	29.5%	36.4%	32.5%	37.4%
A savings account	QP3	29.6%	31.2%	30.3%	29.5%	15.5%	47.5%	29.7%	22.8%	32.7%	27.7%	24.5%
A microfinance loan	QP3	0.3%	0.8%	0.0%	0.2%	0.0%	0.0%	0.4%	0.2%	0.4%	0.2%	0.0%
Insurance	QP3	48.6%	56.2%	51.7%	42.6%	24.1%	48.0%	55.0%	37.4%	46.2%	49.3%	54.1%
Stocks and shares	QP3	11.7%	17.3%	14.4%	5.5%	5.2%	15.8%	13.3%	7.5%	13.0%	11.0%	9.3%
Bonds	QP3	4.5%	5.2%	5.4%	3.4%	0.0%	1.7%	4.2%	5.9%	4.3%	4.6%	4.7%
A prepaid debit card/ payment card not directly linked to a bank account (e.g. An Post prepaid, All Go cards)	QP3	10.6%	13.7%	11.6%	8.7%	0.0%	13.6%	12.9%	5.2%	12.4%	8.6%	9.3%
Crypto-assets (e.g. NFTs and Crypto currencies)	QP3	6.0%	7.4%	5.6%	6.1%	0.0%	9.6%	7.6%	1.5%	7.1%	5.0%	4.7%
Financial products labelled as sustainable, or “ESG”, or “green”	QP3	2.5%	3.6%	3.7%	0.8%	0.0%	2.3%	2.9%	1.9%	2.9%	2.2%	1.9%
Buy Now Pay Later (BNPL) – a short term lending agreement offered at the time of purchase, typically online (e.g. Klarna or Humm)	QP3	2.2%	1.4%	2.3%	3.0%	0.0%	4.0%	3.1%	0.0%	2.0%	2.8%	1.6%

**Note: QP3 was only asked of respondents who responded “Yes” to QP1**

**Note: Respondents were prompted as follows “Please do not include products that were renewed automatically”**

Choosing and Using Financial Products QP3: And in the last two years, which of the following types of financial products have you chosen personally or jointly whether or not you still hold them? (% Respondents Who Replied “Yes”)									
Question	Ref	Gender		Household Composition					
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples
A pension	QP3	25.6%	24.4%	21.3%	28.9%	26.4%	15.6%	26.9%	18.1%
An investment account that is linked to the stock market	QP3	7.3%	8.8%	4.7%	8.7%	9.1%	10.4%	7.5%	10.2%
A mortgage	QP3	9.4%	9.9%	5.0%	9.2%	16.1%	6.5%	3.0%	4.7%
A loan secured on property	QP3	1.8%	2.1%	1.2%	1.5%	3.1%	0.0%	2.2%	1.6%
An unsecured bank or credit union loan	QP3	9.9%	10.7%	10.5%	7.0%	12.6%	15.6%	10.4%	8.7%
Car finance such as hire purchase or PCP	QP3	8.3%	10.7%	5.0%	9.5%	14.0%	11.7%	7.5%	4.7%
A credit card	QP3	19.0%	21.4%	19.0%	22.4%	20.1%	15.6%	18.7%	22.8%
A current account	QP3	37.4%	33.9%	32.6%	35.4%	33.3%	32.5%	46.3%	38.6%
A savings account	QP3	30.7%	28.8%	23.3%	29.9%	28.0%	24.7%	43.3%	37.0%
A microfinance loan	QP3	0.0%	0.4%	0.4%	0.0%	0.4%	0.0%	0.0%	0.8%
Insurance	QP3	48.9%	48.3%	33.7%	50.6%	55.5%	54.5%	49.3%	40.2%
Stocks and shares	QP3	7.1%	14.7%	6.2%	13.0%	14.0%	9.1%	10.4%	12.6%
Bonds	QP3	4.1%	4.7%	3.5%	6.0%	4.5%	1.3%	1.5%	6.3%
A prepaid debit card/ payment card not directly linked to a bank account (e.g. An Post prepaid, All Go cards)	QP3	9.4%	11.4%	7.8%	9.2%	12.2%	9.1%	14.2%	11.8%
Crypto-assets (e.g. NFTs and Crypto currencies)	QP3	2.8%	8.1%	1.9%	5.7%	6.3%	5.2%	9.7%	10.2%
Financial products labelled as sustainable, or “ESG”, or “green”	QP3	1.8%	3.0%	1.2%	3.0%	3.1%	2.6%	1.5%	2.4%
Buy Now Pay Later (BNPL) – a short term lending agreement offered at the time of purchase, typically online (e.g. Klarna or Humm)	QP3	2.0%	2.3%	1.9%	1.0%	2.6%	2.6%	3.7%	3.1%

**Note: QP3 was only asked of respondents who responded “Yes” to QP1**

**Note: Respondents were prompted as follows “Please do not include products that were renewed automatically”**



Choosing and Using Financial Products QP4: Which of these did you choose most recently? (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
A pension	QP4	6.8%	6.7%	7.2%	6.8%	0.0%	7.0%	6.4%	8.0%	9.2%	3.0%	6.7%
An investment account that is linked to the stock market	QP4	3.4%	6.2%	3.3%	1.4%	0.0%	5.3%	2.9%	3.7%	3.2%	3.4%	3.7%
A mortgage	QP4	4.3%	5.2%	5.9%	1.8%	0.0%	0.9%	6.6%	0.6%	4.1%	5.2%	3.7%
A loan secured on property	QP4	0.9%	0.5%	0.7%	1.8%	0.0%	0.0%	1.5%	0.0%	1.4%	0.4%	0.7%
An unsecured bank or credit union loan	QP4	6.8%	5.7%	7.2%	7.2%	6.3%	3.5%	8.6%	4.3%	7.3%	6.0%	6.7%
Car finance such as hire purchase or PCP	QP4	6.1%	5.7%	6.6%	5.9%	6.3%	1.8%	6.8%	7.4%	3.5%	9.4%	7.5%
A credit card	QP4	8.3%	7.7%	6.9%	10.4%	12.5%	10.5%	6.8%	10.5%	8.1%	9.0%	7.5%
A current account	QP4	14.9%	13.9%	12.2%	17.6%	37.5%	19.3%	12.4%	19.8%	13.5%	15.9%	17.2%
A savings account	QP4	8.7%	6.7%	8.2%	11.3%	6.3%	16.7%	6.6%	8.0%	9.2%	8.6%	7.5%
A microfinance loan	QP4	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Insurance	QP4	31.8%	36.1%	30.9%	29.3%	31.3%	26.3%	32.2%	33.3%	31.1%	30.5%	35.8%
Stocks and shares	QP4	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bonds	QP4	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
A prepaid debit card/ payment card not directly linked to a bank account (e.g. An Post prepaid, All Go cards)	QP4	5.6%	4.1%	7.2%	5.0%	0.0%	4.4%	6.2%	4.3%	7.0%	6.0%	0.7%
Crypto-assets (e.g. NFTs and Crypto currencies)	QP4	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Financial products labelled as sustainable, or "ESG", or "green"	QP4	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Buy Now Pay Later (BNPL) – a short term lending agreement offered at the time of purchase, typically online (e.g. Klarna or Humm)	QP4	2.4%	1.5%	3.6%	1.8%	0.0%	4.4%	2.9%	0.0%	2.4%	2.6%	2.2%

**Note: QP4 was only asked of respondents who responded "Yes" to more than one product in in QP3 out of i) a pension, ii) an investment account that is linked to the stock market, iii) a mortgage, iv) a loan secured on property, v) an unsecured bank or credit union loan, vi) car finance such as hire purchase or PCP, vii) a credit card, viii) a current account, ix) a savings account, x) a microfinance loan, xi) insurance or xii) A prepaid debit card/ payment card not directly linked to a bank account (e.g. An Post prepaid, All Go cards)**

Choosing and Using Financial Products QP4: Which of these did you choose most recently? (% Respondents Who Replied “Yes”)									
Question	Ref	Gender		Household Composition					
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples
A pension	QP4	7.9%	6.1%	5.0%	7.6%	6.0%	2.9%	12.0%	6.0%
An investment account that is linked to the stock market	QP4	4.8%	2.3%	1.0%	5.4%	2.2%	2.9%	3.6%	6.0%
A mortgage	QP4	4.1%	4.5%	2.0%	4.9%	6.3%	5.9%	1.2%	1.5%
A loan secured on property	QP4	1.0%	0.9%	0.0%	1.6%	1.1%	0.0%	1.2%	0.0%
An unsecured bank or credit union loan	QP4	7.9%	6.1%	8.0%	2.7%	9.0%	11.8%	4.8%	7.5%
Car finance such as hire purchase or PCP	QP4	4.1%	7.2%	6.0%	6.5%	8.2%	2.9%	3.6%	1.5%
A credit card	QP4	6.5%	9.5%	8.0%	10.8%	5.2%	8.8%	4.8%	17.9%
A current account	QP4	16.5%	14.0%	25.0%	11.4%	10.8%	20.6%	19.3%	17.9%
A savings account	QP4	11.7%	6.8%	8.0%	7.6%	6.7%	2.9%	15.7%	14.9%
A microfinance loan	QP4	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Insurance	QP4	28.5%	34.0%	26.0%	35.1%	36.2%	29.4%	26.5%	20.9%
Stocks and shares	QP4	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bonds	QP4	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
A prepaid debit card/ payment card not directly linked to a bank account (e.g. An Post prepaid, All Go cards)	QP4	4.5%	6.3%	8.0%	4.9%	6.0%	5.9%	4.8%	3.0%
Crypto-assets (e.g. NFTs and Crypto currencies)	QP4	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Financial products labelled as sustainable, or “ESG”, or “green”	QP4	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Buy Now Pay Later (BNPL) – a short term lending agreement offered at the time of purchase, typically online (e.g. Klarna or Humm)	QP4	2.4%	2.5%	3.0%	1.6%	2.2%	5.9%	2.4%	3.0%

**Note:** QP4 was only asked of respondents who responded “Yes” to more than one product in in QP3 out of i) a pension, ii) an investment account that is linked to the stock market, iii) a mortgage, iv) a loan secured on property, v) an unsecured bank or credit union loan, vi) car finance such as hire purchase or PCP, vii) a credit card, viii) a current account, ix) a savings account, x) a microfinance loan, xi) insurance or xii) A prepaid debit card/ payment card not directly linked to a bank account (e.g. An Post prepaid, All Go cards)

Choosing and Using Financial Products QP5: And which of the following statements best describes how you made your most recent choice? (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
I considered several options from different companies before making my decision	QP5	53.6%	63.9%	54.1%	46.2%	30.4%	51.7%	56.7%	46.9%	52.9%	52.1%	58.7%
I considered various options from one company	QP5	11.1%	12.4%	12.5%	8.0%	17.4%	10.5%	11.9%	9.0%	11.4%	11.0%	10.6%
I didn't consider any other options at all	QP5	23.4%	15.0%	22.8%	29.5%	43.5%	26.6%	21.4%	27.3%	24.2%	24.9%	18.4%
I looked around but there were no other options to consider	QP5	11.8%	8.6%	10.6%	16.3%	8.7%	11.2%	10.0%	16.8%	11.6%	11.9%	12.3%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
I considered several options from different companies before making my decision	QP5	50.2%	55.9%	41.5%	55.2%	59.1%	50.9%	48.1%	53.3%			
I considered various options from one company	QP5	11.8%	10.7%	7.7%	10.4%	12.9%	5.3%	14.2%	11.1%			
I didn't consider any other options at all	QP5	26.4%	21.3%	31.0%	23.2%	19.3%	29.8%	27.4%	21.1%			
I looked around but there were no other options to consider	QP5	11.5%	12.0%	19.7%	11.2%	8.7%	14.0%	10.4%	14.4%			

*Note: QP5 was only asked of respondents who responded "Yes" to more than one product in in QP3 out of i) a pension, ii) an investment account that is linked to the stock market, iii) a mortgage, iv) a loan secured on property, v) an unsecured bank or credit union loan, vi) car finance such as hire purchase or PCP, vii) a credit card, viii) a current account, ix) a savings account, x) a microfinance loan, xi) insurance or xii) A prepaid debit card/ payment card not directly linked to a bank account (e.g. An Post prepaid, All Go cards)*

Choosing and Using Financial Products QP6: And still thinking about the time when you made your most recent choice, do any of these statements apply? (% Respondents Who Replied “Yes”)												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
It was important for me to have a quick decision from the company	QP6	36.8%	42.5%	41.3%	30.3%	15.5%	46.3%	42.2%	24.3%	36.8%	35.5%	39.3%
I trusted the company providing the product	QP6	56.9%	61.9%	60.8%	52.5%	29.3%	70.6%	62.0%	42.7%	55.8%	59.5%	54.9%
I had already used other financial products from this company when I made this choice	QP6	38.3%	41.4%	41.7%	34.1%	25.9%	34.5%	44.2%	29.5%	34.9%	40.7%	43.2%
I had not heard of this company before I chose this product	QP6	7.0%	8.8%	6.5%	6.9%	1.7%	9.0%	7.1%	5.6%	8.3%	6.4%	4.3%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
It was important for me to have a quick decision from the company	QP6	39.2%	35.1%	32.6%	29.9%	42.7%	33.8%	41.0%	40.9%			
I trusted the company providing the product	QP6	58.2%	55.9%	44.2%	51.1%	62.2%	62.3%	69.4%	63.0%			
I had already used other financial products from this company when I made this choice	QP6	37.9%	38.5%	29.1%	37.7%	44.9%	42.9%	35.8%	32.3%			
I had not heard of this company before I chose this product	QP6	6.8%	7.0%	5.0%	7.7%	6.3%	9.1%	9.0%	7.9%			

*Note: QP5 was only asked of respondents who responded “Yes” to more than one product in in QP3 out of i) a pension, ii) an investment account that is linked to the stock market, iii) a mortgage, iv) a loan secured on property, v) an unsecured bank or credit union loan, vi) car finance such as hire purchase or PCP, vii) a credit card, viii) a current account, ix) a savings account, x) a microfinance loan, xi) insurance or xii) A prepaid debit card/ payment card not directly linked to a bank account (e.g. An Post prepaid, All Go cards)*

Choosing and Using Financial Products QP7: And which of these sources of information do you feel significantly influenced your decision about which one to take out? (% Respondents Who Replied "Yes")												
Question	Ref	Total Yes (%)	Education				Age			Region		
			Post- tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Specialist product comparisons or best-buy guidance (e.g. Which)	QP7	17.4%	23.3%	20.0%	11.9%	5.2%	18.1%	21.3%	10.5%	18.9%	17.2%	13.6%
A price comparison website (e.g. CCPC.ie or bonkers.ie)	QP7	22.9%	28.2%	27.8%	15.4%	5.2%	23.2%	27.2%	15.5%	23.4%	21.2%	24.5%
A recommendation from an independent financial advisor – these are advisors to which you pay a fee	QP7	13.9%	15.9%	16.3%	10.1%	12.1%	16.4%	15.0%	10.5%	13.4%	15.0%	13.2%
Information from an advert or brochure about this specific product	QP7	18.7%	18.1%	20.7%	17.6%	13.8%	29.4%	18.3%	15.1%	18.7%	18.0%	20.2%
A recommendation from friends, family or acquaintances	QP7	33.4%	32.6%	35.2%	34.3%	17.2%	61.6%	35.1%	19.5%	32.8%	35.9%	30.4%
A recommendation from people you do not know such as social media or "influencers"	QP7	5.0%	3.3%	6.0%	5.7%	0.0%	15.8%	4.7%	1.0%	5.2%	4.4%	5.4%
Information provided by staff of the financial product provider in person, online or over the phone	QP7	38.3%	45.5%	39.6%	33.9%	22.4%	42.4%	42.4%	28.9%	35.6%	42.3%	38.5%
Consumer review sites (e.g. Trust Pilot, Google Reviews)	QP7	21.1%	23.3%	25.0%	16.4%	8.6%	23.7%	22.8%	16.9%	22.2%	20.6%	19.1%
Question	Ref	Gender			Household Composition							
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Specialist product comparisons or best-buy guidance (e.g. Which)	QP7	20.0%	15.6%	11.6%	18.5%	17.9%	16.9%	20.1%	21.3%			
A price comparison website (e.g. CCPC.ie or bonkers.ie)	QP7	23.3%	22.5%	17.1%	21.9%	26.2%	23.4%	23.1%	23.6%			
A recommendation from an independent financial advisor – these are advisors to which you pay a fee	QP7	13.4%	14.3%	12.0%	14.2%	14.8%	13.0%	14.9%	12.6%			
Information from an advert or brochure about this specific product	QP7	15.5%	20.7%	12.4%	18.5%	19.1%	15.6%	25.4%	26.0%			
A recommendation from friends, family or acquaintances	QP7	33.9%	33.0%	24.8%	30.7%	31.5%	36.4%	53.0%	44.9%			
A recommendation from people you do not know such as social media or "influencers"	QP7	6.4%	3.9%	3.5%	3.7%	4.1%	5.2%	10.4%	9.4%			
Information provided by staff of the financial product provider in person, online or over the phone	QP7	41.3%	36.2%	29.1%	36.2%	43.5%	37.7%	43.3%	38.6%			
Consumer review sites (e.g. Trust Pilot, Google Reviews)	QP7	18.8%	22.7%	17.1%	22.4%	22.6%	18.2%	23.1%	18.9%			

*Note: QP5 was only asked of respondents who responded "Yes" to more than one product in in QP3 out of i) a pension, ii) an investment account that is linked to the stock market, iii) a mortgage, iv) a loan secured on property, v) an unsecured bank or credit union loan, vi) car finance such as hire purchase or PCP, vii) a credit card, viii) a current account, ix) a savings account, x) a microfinance loan, xi) insurance or xii) A prepaid debit card/ payment card not directly linked to a bank account (e.g. An Post prepaid, All Go cards)*

Choosing and Using Financial Products QP8: Have you ever done any of the following? (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Opened a current account or savings account completely online	QP8	34.9%	45.3%	38.9%	24.4%	8.1%	47.7%	40.4%	18.9%	38.1%	31.6%	31.9%
Requested a payment, debit or credit card completely online	QP8	47.4%	60.6%	53.6%	32.8%	13.5%	60.9%	53.6%	30.6%	52.7%	42.9%	40.9%
Subscribed to an insurance policy completely online	QP8	48.1%	56.3%	53.3%	39.0%	8.1%	50.6%	54.2%	36.7%	52.0%	43.8%	45.2%
Taken out credit completely online	QP8	16.5%	20.6%	21.2%	9.2%	0.0%	20.1%	21.6%	5.1%	18.6%	14.2%	14.9%
Borrowed, lent, or invested money via a crowdfunding, crowd investing, or peer-to-peer lending platform such as GoFundMe	QP8	11.3%	15.0%	10.7%	10.0%	2.7%	12.6%	13.0%	7.2%	11.2%	11.7%	10.9%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Opened a current account or savings account completely online	QP8	33.4%	35.8%	30.7%	33.0%	38.0%	26.3%	36.5%	39.0%			
Requested a payment, debit or credit card completely online	QP8	41.6%	51.4%	34.6%	47.5%	50.0%	50.0%	52.4%	52.8%			
Subscribed to an insurance policy completely online	QP8	48.1%	48.1%	37.3%	50.4%	53.4%	50.0%	42.1%	44.0%			
Taken out credit completely online	QP8	13.5%	18.5%	13.4%	15.4%	18.1%	17.1%	15.9%	19.4%			
Borrowed, lent, or invested money via a crowdfunding, crowd investing, or peer-to-peer lending platform such as GoFundMe	QP8	13.4%	9.8%	6.0%	8.9%	13.9%	11.8%	15.1%	13.8%			

**Note:** QP8 was only asked of respondents who responded "Yes" to QD14

Choosing and Using Financial Products QP9: In the last 12 months, how often have you checked the balance and transactions of my bank account online (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Never	QP9	7.1%	3.6%	2.5%	12.8%	40.5%	1.2%	4.9%	13.8%	6.7%	7.9%	6.9%
Sometimes	QP9	8.3%	6.6%	6.8%	10.7%	13.5%	5.8%	7.9%	10.0%	6.9%	9.6%	10.1%
Often	QP9	28.1%	27.7%	29.2%	27.8%	16.2%	30.1%	27.6%	28.2%	28.6%	26.5%	29.4%
Very often	QP9	56.5%	62.0%	61.5%	48.7%	29.7%	63.0%	59.6%	48.0%	57.8%	56.1%	53.6%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Never	QP9	6.9%	7.3%	16.1%	6.8%	4.2%	10.5%	5.6%	4.0%			
Sometimes	QP9	8.8%	8.0%	6.5%	8.1%	9.3%	9.2%	6.4%	9.6%			
Often	QP9	26.0%	29.4%	30.0%	25.2%	27.8%	25.0%	33.6%	31.2%			
Very often	QP9	58.3%	55.2%	47.5%	60.0%	58.7%	55.3%	54.4%	55.2%			

*Source: Indecon Analysis of Survey Data*  
*Note: QP9 was only asked of respondents who responded "Yes" to QD14*

Choosing and Using Financial Products QP9: In the last 12 months, how often have you recharged a pre-paid card online (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Never	QP9	75.6%	71.7%	73.6%	80.1%	88.9%	69.8%	73.5%	83.3%	74.1%	78.0%	75.7%
Sometimes	QP9	11.0%	13.1%	9.9%	10.9%	8.3%	17.4%	11.7%	6.8%	10.3%	11.5%	12.1%
Often	QP9	7.4%	8.1%	8.6%	6.2%	0.0%	6.4%	7.6%	6.8%	7.9%	6.4%	8.1%
Very often	QP9	5.9%	7.2%	7.9%	2.8%	2.8%	6.4%	7.2%	3.1%	7.7%	4.1%	4.0%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Never	QP9	76.9%	74.9%	75.3%	79.4%	77.7%	68.4%	69.8%	66.1%			
Sometimes	QP9	8.8%	12.6%	11.6%	8.3%	9.1%	21.1%	14.3%	16.5%			
Often	QP9	7.8%	7.1%	6.5%	7.8%	7.0%	6.6%	7.9%	9.9%			
Very often	QP9	6.6%	5.5%	6.5%	4.4%	6.2%	3.9%	7.9%	7.4%			

*Note: QP9 was only asked of respondents who responded "Yes" to QD14*

Choosing and Using Financial Products QP9: In the last 12 months, how often have you paid bills online? (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Never	QP9	16.4%	10.0%	11.6%	23.3%	67.6%	15.1%	12.5%	23.5%	15.6%	16.3%	19.1%
Sometimes	QP9	19.0%	18.3%	17.4%	21.4%	13.5%	18.6%	17.3%	21.7%	16.3%	19.9%	25.2%
Often	QP9	31.8%	26.9%	37.2%	31.2%	8.1%	36.6%	32.2%	29.8%	31.5%	33.9%	28.9%
Very often	QP9	32.7%	44.9%	33.8%	24.1%	10.8%	29.7%	38.0%	24.9%	36.7%	29.9%	26.8%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Never	QP9	16.0%	16.8%	24.9%	15.4%	11.3%	21.3%	20.0%	19.2%			
Sometimes	QP9	18.7%	19.3%	20.7%	15.6%	20.8%	20.0%	22.4%	15.2%			
Often	QP9	31.8%	31.7%	26.3%	34.6%	32.3%	26.7%	30.4%	35.2%			
Very often	QP9	33.5%	32.3%	28.1%	34.4%	35.5%	32.0%	27.2%	30.4%			

*Note: QP9 was only asked of respondents who responded "Yes" to QD14*

Choosing and Using Financial Products QP9: In the last 12 months, how often have you bought goods and services online (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Never	QP9	13.2%	4.7%	6.6%	23.4%	67.6%	7.0%	8.0%	25.0%	12.1%	13.4%	15.8%
Sometimes	QP9	27.7%	24.4%	28.4%	30.0%	10.8%	17.4%	25.1%	36.9%	25.2%	30.6%	29.6%
Often	QP9	31.7%	31.9%	35.4%	28.8%	16.2%	41.3%	32.6%	26.6%	30.8%	32.3%	33.2%
Very often	QP9	27.4%	39.1%	29.6%	17.8%	5.4%	34.3%	34.4%	11.4%	31.9%	23.8%	21.5%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Never	QP9	11.4%	14.4%	21.7%	16.4%	8.1%	20.0%	11.2%	6.5%			
Sometimes	QP9	27.9%	27.7%	38.7%	28.1%	25.2%	22.7%	23.2%	25.0%			
Often	QP9	29.8%	33.0%	20.7%	29.7%	35.3%	37.3%	32.0%	38.7%			
Very often	QP9	31.0%	24.9%	18.9%	25.8%	31.3%	20.0%	33.6%	29.8%			

*Note: QP9 was only asked of respondents who responded "Yes" to QD14*



Choosing and Using Financial Products QP9: In the last 12 months, how often have you transferred money to others online (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Never	QP9	16.0%	6.1%	10.0%	27.3%	59.5%	6.4%	11.3%	28.4%	12.8%	18.6%	20.2%
Sometimes	QP9	30.5%	28.6%	32.7%	29.0%	27.0%	24.9%	27.5%	38.2%	27.5%	32.0%	36.0%
Often	QP9	30.0%	32.5%	34.3%	24.9%	8.1%	36.4%	31.8%	24.5%	32.2%	27.8%	27.9%
Very often	QP9	23.5%	32.8%	23.0%	18.8%	5.4%	32.4%	29.4%	8.9%	27.5%	21.6%	15.8%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Never	QP9	14.8%	16.8%	30.4%	15.6%	11.9%	17.1%	13.5%	10.4%			
Sometimes	QP9	30.0%	30.9%	33.2%	35.2%	26.6%	30.3%	27.8%	29.6%			
Often	QP9	29.7%	30.0%	24.0%	27.9%	33.2%	32.9%	31.0%	31.2%			
Very often	QP9	25.5%	22.3%	12.4%	21.4%	28.2%	19.7%	27.8%	28.8%			

*Note: QP9 was only asked of respondents who responded "Yes" to QD14*

Choosing and Using Financial Products QP9: In the last 12 months, how often have you managed financial products and services such savings, investments, credit, insurance online (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Never	QP9	32.3%	19.2%	22.7%	49.3%	86.5%	19.1%	24.4%	51.7%	28.4%	33.3%	41.7%
Sometimes	QP9	25.8%	27.5%	28.0%	23.5%	5.4%	22.0%	26.4%	26.6%	23.6%	28.4%	27.1%
Often	QP9	25.8%	27.8%	32.9%	17.7%	2.7%	34.7%	29.6%	15.2%	29.1%	23.9%	19.8%
Very often	QP9	16.1%	25.6%	16.4%	9.6%	5.4%	24.3%	19.5%	6.5%	19.0%	14.4%	11.3%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Never	QP9	33.7%	31.4%	48.8%	33.1%	26.8%	39.5%	23.8%	27.4%			
Sometimes	QP9	25.3%	26.2%	19.4%	26.3%	28.2%	23.7%	27.8%	25.0%			
Often	QP9	25.8%	25.7%	21.2%	22.7%	29.4%	19.7%	29.4%	29.0%			
Very often	QP9	15.1%	16.7%	10.6%	18.0%	15.7%	17.1%	19.0%	18.5%			

*Note: QP9 was only asked of respondents who responded "Yes" to QD14*

Choosing and Using Financial Products QP9: In the last 12 months, how often have you paid for goods and services in a physical shop with a mobile phone (e.g. using a mobile wallet, such as Apple Pay or Google Pay) (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Never	QP9	51.2%	45.2%	46.0%	59.1%	83.8%	24.3%	44.7%	74.8%	45.6%	57.0%	56.0%
Sometimes	QP9	13.1%	15.0%	12.7%	12.6%	10.8%	8.7%	15.6%	10.3%	13.2%	12.5%	14.1%
Often	QP9	12.1%	11.6%	14.6%	10.7%	0.0%	17.9%	13.1%	7.7%	12.9%	10.6%	12.9%
Very often	QP9	23.6%	28.3%	26.7%	17.7%	5.4%	49.1%	26.6%	7.2%	28.3%	19.9%	16.9%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Never	QP9	53.6%	49.5%	66.8%	57.9%	45.4%	60.5%	34.9%	36.8%			
Sometimes	QP9	12.9%	13.3%	8.8%	12.5%	15.5%	13.2%	16.7%	9.6%			
Often	QP9	10.7%	13.2%	12.9%	8.8%	12.9%	9.2%	15.1%	16.8%			
Very often	QP9	22.9%	24.0%	11.5%	20.8%	26.2%	17.1%	33.3%	36.8%			

*Note: QP9 was only asked of respondents who responded "Yes" to QD14*

Choosing and Using Financial Products QP9: In the last 12 months, how often have you used a website or app that aggregates several financial accounts (e.g. Spendeer) (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Never	QP9	82.0%	81.2%	78.8%	85.4%	94.6%	64.7%	80.5%	91.8%	79.9%	83.4%	85.1%
Sometimes	QP9	7.6%	7.6%	7.9%	7.9%	2.7%	13.9%	8.5%	3.3%	8.6%	7.0%	6.0%
Often	QP9	7.4%	6.7%	9.6%	5.4%	2.7%	15.6%	7.4%	4.2%	7.5%	7.2%	7.3%
Very often	QP9	3.0%	4.5%	3.8%	1.3%	0.0%	5.8%	3.6%	0.7%	4.0%	2.3%	1.6%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Never	QP9	82.9%	81.4%	88.4%	83.0%	83.2%	86.8%	74.6%	66.9%			
Sometimes	QP9	7.1%	7.9%	4.6%	6.0%	8.6%	6.6%	9.5%	12.9%			
Often	QP9	6.9%	7.7%	6.0%	8.6%	4.2%	6.6%	11.1%	15.3%			
Very often	QP9	3.1%	3.0%	0.9%	2.4%	4.0%	0.0%	4.8%	4.8%			

*Note: QP9 was only asked of respondents who responded "Yes" to QD14*

Choosing and Using Financial Products QP9: In the last 12 months, how often have you used an online platform for trading stocks and shares (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Never	QP9	85.0%	78.7%	82.3%	92.1%	97.3%	70.9%	82.6%	95.6%	81.9%	86.4%	91.5%
Sometimes	QP9	9.1%	13.0%	11.4%	3.8%	2.7%	18.0%	10.9%	2.1%	10.8%	9.1%	4.0%
Often	QP9	4.2%	6.9%	4.1%	2.6%	0.0%	6.4%	4.9%	1.9%	4.9%	3.4%	3.6%
Very often	QP9	1.7%	1.4%	2.1%	1.5%	0.0%	4.7%	1.6%	0.5%	2.4%	1.1%	0.8%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Never	QP9	92.4%	80.0%	90.3%	87.2%	85.5%	88.2%	80.2%	70.2%			
Sometimes	QP9	5.0%	11.8%	4.1%	7.6%	8.9%	9.2%	14.3%	17.7%			
Often	QP9	1.7%	5.9%	4.1%	3.6%	4.2%	1.3%	1.6%	10.5%			
Very often	QP9	0.9%	2.2%	1.4%	1.6%	1.4%	1.3%	4.0%	1.6%			

**Note: QP9 was only asked of respondents who responded "Yes" to QD14**

Choosing and Using Financial Products QP10: Thinking about financial products and services in general, in the last 2 years, have you experienced any of the following issues? (% Respondents Who Replied "Yes")												
Question	Ref	Total Yes (%)	Education				Age			Region		
			Post- tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
accepted advice to invest in a financial product that you later found to be a scam, such as a pyramid scheme?	QP10	2.3%	2.7%	1.9%	2.2%	5.2%	3.4%	2.3%	2.1%	2.7%	1.8%	2.3%
accidentally provided personal financial information (such as passwords or card number) in response to an email, phone call or social media message that you later found out was not genuine?	QP10	6.0%	5.8%	6.2%	5.9%	6.9%	9.7%	5.5%	5.4%	6.6%	5.0%	6.2%
discovered that someone has used your card details to pay for goods without your authorisation?	QP10	10.6%	13.2%	10.6%	9.1%	8.8%	12.0%	11.2%	9.2%	11.8%	9.8%	8.6%
queried a transaction listed on your bank or credit card statement that you did not recognise?	QP10	30.5%	34.2%	34.0%	25.7%	14.0%	26.3%	33.4%	27.0%	32.3%	26.0%	34.0%
made a formal complaint about the service you have received from a bank or other financial institution?	QP10	10.7%	13.4%	11.1%	7.8%	14.0%	6.8%	10.7%	11.9%	12.1%	10.2%	7.4%
tried to open a bank account and been refused for any reason?	QP10	3.0%	2.2%	3.9%	2.4%	5.3%	6.8%	2.8%	2.1%	4.2%	2.0%	1.6%
been refused a claim on an insurance product that you expected to cover you?	QP10	4.5%	4.9%	4.8%	4.0%	3.4%	4.0%	4.9%	3.6%	4.7%	4.4%	3.9%
been denied credit for which you had applied?	QP10	5.2%	3.6%	6.5%	5.0%	5.2%	5.7%	6.7%	2.5%	5.4%	4.6%	5.8%
complained to a remittance provider about high charges when sending or receiving money?	QP10	3.9%	4.7%	4.0%	3.2%	3.5%	4.0%	3.7%	4.0%	3.4%	5.0%	3.1%
lost money as a result of hackers or phishing scams?	QP10	8.7%	6.9%	9.3%	9.7%	6.9%	9.1%	9.0%	8.0%	9.9%	7.2%	8.2%

Choosing and Using Financial Products QP10: Thinking about financial products and services in general, in the last 2 years, have you experienced any of the following issues? (% Respondents Who Replied "Yes")									
Question	Ref	Gender		Household Composition					
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples
accepted advice to invest in a financial product that you later found to be a scam, such as a pyramid scheme?	QP10	1.7%	2.8%	2.3%	1.2%	2.0%	1.3%	4.5%	5.5%
accidentally provided personal financial information (such as passwords or card number) in response to an email, phone call or social media message that you later found out was not genuine?	QP10	7.5%	5.0%	6.2%	4.5%	5.3%	9.1%	3.0%	14.2%
discovered that someone has used your card details to pay for goods without your authorisation?	QP10	11.9%	9.7%	12.6%	10.2%	10.0%	10.4%	10.5%	10.3%
queried a transaction listed on your bank or credit card statement that you did not recognise?	QP10	28.7%	31.6%	25.3%	30.3%	35.2%	29.9%	31.1%	22.2%
made a formal complaint about the service you have received from a bank or other financial institution?	QP10	10.4%	10.7%	12.1%	11.0%	10.5%	13.0%	7.5%	9.4%
tried to open a bank account and been refused for any reason?	QP10	3.6%	2.6%	3.1%	3.0%	1.4%	6.5%	1.5%	8.7%
been refused a claim on an insurance product that you expected to cover you?	QP10	2.3%	5.9%	5.4%	4.0%	4.3%	2.6%	6.0%	4.0%
been denied credit for which you had applied?	QP10	3.8%	6.2%	4.7%	3.8%	5.7%	6.5%	4.5%	8.7%
complained to a remittance provider about high charges when sending or receiving money?	QP10	3.6%	4.0%	4.7%	3.0%	5.1%	3.9%	2.2%	1.6%
lost money as a result of hackers or phishing scams?	QP10	11.1%	7.2%	10.5%	7.0%	8.5%	13.0%	9.0%	8.7%

## 7 Attitudes and Behaviour

Attitudes and Behaviour QS1: How much you agree or disagree with the statement (as it relates to you) – I find it more satisfying to spend money than to save it for the long term (% Respondents Who Replied “Yes”)												
		Total	Education				Age			Region		
Question	Ref	Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS1	15.8%	11.5%	15.1%	17.8%	36.4%	12.4%	16.2%	16.4%	15.2%	16.2%	16.9%
2	QS1	11.9%	14.2%	12.3%	9.8%	10.9%	15.8%	12.6%	9.1%	11.9%	10.6%	14.5%
3	QS1	34.0%	34.5%	33.3%	35.9%	16.4%	28.8%	32.9%	37.9%	35.3%	32.3%	33.3%
4	QS1	18.6%	23.8%	19.8%	14.4%	12.7%	25.4%	19.4%	14.9%	17.7%	19.0%	20.8%
Completely disagree	QS1	19.7%	15.9%	19.5%	22.2%	23.6%	17.5%	18.9%	21.7%	19.9%	21.8%	14.5%
		Gender		Household Composition								
Question	Ref	Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely agree	QS1	17.4%	14.8%	19.4%	18.0%	14.0%	19.7%	11.3%	11.8%			
2	QS1	10.0%	13.1%	7.1%	11.8%	13.0%	9.2%	15.8%	15.0%			
3	QS1	33.6%	34.2%	39.1%	33.6%	32.9%	34.2%	30.1%	33.1%			
4	QS1	20.1%	17.7%	13.0%	19.0%	19.9%	14.5%	25.6%	18.9%			
Completely disagree	QS1	18.9%	20.2%	21.3%	17.5%	20.3%	22.4%	17.3%	21.3%			

Attitudes and Behaviour QS1: How much you agree or disagree with the statement (as it relates to you) – I am prepared to risk some of my own money when saving or making an investment (% Respondents Who Replied “Yes”)												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS1	17.3%	16.3%	17.1%	18.4%	16.4%	19.3%	15.8%	19.0%	17.4%	16.4%	18.9%
2	QS1	16.5%	21.0%	18.4%	12.6%	5.5%	21.6%	19.0%	9.8%	17.0%	16.8%	14.6%
3	QS1	26.5%	31.2%	28.8%	21.6%	16.4%	36.4%	28.8%	18.8%	27.8%	24.2%	26.8%
4	QS1	13.0%	15.2%	13.1%	12.2%	5.5%	13.6%	13.4%	12.4%	13.5%	12.1%	13.0%
Completely disagree	QS1	26.7%	16.3%	22.6%	35.3%	56.4%	9.1%	23.0%	40.0%	24.2%	30.5%	26.8%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely agree	QS1	12.6%	20.6%	19.4%	19.8%	14.1%	16.0%	15.2%	21.3%			
2	QS1	12.1%	19.4%	10.7%	16.1%	18.2%	20.0%	19.7%	17.3%			
3	QS1	26.0%	26.7%	25.8%	21.1%	28.1%	25.3%	37.1%	27.6%			
4	QS1	14.6%	11.9%	10.3%	13.1%	15.4%	5.3%	9.8%	15.7%			
Completely disagree	QS1	34.8%	21.3%	33.7%	29.9%	24.2%	33.3%	18.2%	18.1%			

Attitudes and Behaviour QS1: How much you agree or disagree with the statement (as it relates to you) – Money is there to be spent (% Respondents Who Replied “Yes”)												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS1	18.4%	11.8%	15.3%	23.5%	48.3%	17.0%	16.1%	22.5%	17.5%	19.8%	18.3%
2	QS1	15.9%	17.0%	16.3%	15.7%	8.6%	23.9%	16.4%	12.2%	16.4%	16.2%	14.0%
3	QS1	39.4%	42.3%	43.0%	35.6%	17.2%	34.1%	41.8%	37.6%	39.4%	37.5%	43.2%
4	QS1	14.0%	17.9%	14.7%	11.5%	3.4%	14.8%	15.6%	10.9%	14.2%	13.8%	13.6%
Completely disagree	QS1	12.3%	11.0%	10.7%	13.7%	22.4%	10.2%	10.1%	16.8%	12.5%	12.6%	10.9%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely agree	QS1	17.4%	19.1%	27.3%	19.5%	12.8%	18.2%	18.7%	19.0%			
2	QS1	16.2%	15.7%	11.7%	13.0%	17.6%	11.7%	23.9%	21.4%			
3	QS1	40.2%	39.0%	35.9%	40.3%	44.0%	39.0%	32.1%	33.3%			
4	QS1	14.2%	13.8%	10.9%	16.0%	14.4%	10.4%	12.7%	15.9%			
Completely disagree	QS1	12.1%	12.4%	14.1%	11.3%	11.2%	20.8%	12.7%	10.3%			

Attitudes and Behaviour QS1: How much you agree or disagree with the statement (as it relates to you) – I am satisfied with my present financial situation (% Respondents Who Replied “Yes”)												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS1	35.3%	31.2%	35.5%	35.5%	55.2%	18.6%	26.2%	58.0%	32.9%	37.1%	38.7%
2	QS1	22.3%	32.3%	23.2%	15.3%	12.1%	23.7%	26.4%	15.0%	24.5%	21.1%	18.4%
3	QS1	20.3%	17.3%	22.0%	22.3%	6.9%	22.0%	23.5%	13.5%	19.9%	21.3%	19.5%
4	QS1	11.7%	12.3%	10.5%	13.1%	6.9%	21.5%	12.5%	6.1%	12.1%	11.6%	10.5%
Completely disagree	QS1	10.4%	6.8%	8.8%	13.7%	19.0%	14.1%	11.4%	7.4%	10.6%	8.8%	12.9%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely agree	QS1	35.3%	35.3%	42.4%	44.4%	32.1%	24.7%	26.1%	21.4%			
2	QS1	20.4%	23.5%	15.3%	22.6%	26.2%	24.7%	23.1%	17.5%			
3	QS1	21.1%	19.8%	18.8%	16.8%	22.1%	14.3%	20.9%	30.2%			
4	QS1	12.8%	11.0%	9.0%	8.5%	10.8%	16.9%	19.4%	19.0%			
Completely disagree	QS1	10.4%	10.4%	14.5%	7.8%	8.7%	19.5%	10.4%	11.9%			

Attitudes and Behaviour QS1: How much you agree or disagree with the statement (as it relates to you) – I keep a close personal watch on my financial affairs (% Respondents Who Replied “Yes”)												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS1	61.8%	56.4%	62.5%	63.9%	68.4%	56.5%	59.0%	68.9%	61.6%	62.0%	61.9%
2	QS1	18.9%	25.5%	20.0%	13.9%	10.5%	22.0%	20.7%	14.5%	19.5%	17.6%	19.5%
3	QS1	10.4%	9.9%	8.8%	12.5%	10.5%	10.2%	11.4%	8.4%	9.7%	10.8%	11.7%
4	QS1	3.9%	5.2%	4.2%	3.0%	0.0%	4.5%	4.2%	3.2%	3.6%	4.2%	3.9%
Completely disagree	QS1	5.1%	3.0%	4.6%	6.6%	10.5%	6.8%	4.7%	5.0%	5.6%	5.4%	3.1%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely agree	QS1	62.8%	61.1%	64.8%	68.0%	57.0%	68.8%	54.5%	58.3%			
2	QS1	15.9%	20.8%	10.2%	17.0%	23.9%	15.6%	23.1%	19.7%			
3	QS1	10.2%	10.5%	11.7%	8.0%	11.2%	6.5%	11.2%	13.4%			
4	QS1	5.1%	3.0%	4.7%	3.0%	3.9%	5.2%	3.0%	4.7%			
Completely disagree	QS1	6.0%	4.6%	8.6%	4.0%	3.9%	3.9%	8.2%	3.9%			



**Attitudes and Behaviour QS1: How much you agree or disagree with the statement (as it relates to you) – My financial situation limits my ability to do the things that are important to me (% Respondents Who Replied “Yes”)**

Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS1	17.7%	9.9%	14.4%	24.7%	37.9%	15.3%	18.7%	17.1%	17.2%	17.8%	18.7%
2	QS1	14.0%	10.7%	14.7%	15.3%	15.5%	23.2%	14.0%	9.7%	15.1%	13.4%	12.1%
3	QS1	20.4%	20.3%	20.7%	20.7%	15.5%	25.4%	21.7%	16.0%	18.3%	21.8%	23.7%
4	QS1	20.9%	27.1%	22.6%	16.1%	5.2%	19.8%	22.2%	19.4%	22.7%	18.8%	19.5%
Completely disagree	QS1	27.1%	32.1%	27.5%	23.1%	25.9%	16.4%	23.3%	37.9%	26.6%	28.2%	26.1%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely agree	QS1	18.2%	17.3%	24.1%	15.1%	14.8%	31.2%	18.7%	15.0%			
2	QS1	12.4%	15.1%	12.5%	8.3%	16.8%	7.8%	18.7%	22.8%			
3	QS1	19.9%	20.8%	15.6%	19.6%	20.7%	18.2%	24.6%	28.3%			
4	QS1	20.2%	21.1%	14.8%	25.1%	23.3%	18.2%	17.2%	15.7%			
Completely disagree	QS1	29.3%	25.6%	33.1%	31.9%	24.5%	24.7%	20.9%	18.1%			

**Attitudes and Behaviour QS1: How much you agree or disagree with the statement (as it relates to you) – I set long term financial goals and strive to achieve them (% Respondents Who Replied “Yes”)**

Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS1	29.3%	35.5%	28.0%	25.1%	37.0%	31.6%	28.2%	30.6%	29.3%	30.0%	28.1%
2	QS1	22.5%	22.0%	27.7%	18.5%	11.1%	26.0%	27.4%	12.7%	22.6%	24.2%	19.1%
3	QS1	22.5%	21.2%	22.2%	24.7%	14.8%	25.4%	21.8%	22.4%	24.2%	18.3%	25.8%
4	QS1	11.1%	13.5%	9.5%	11.0%	13.0%	8.5%	11.0%	12.3%	11.4%	10.5%	11.3%
Completely disagree	QS1	14.5%	7.7%	12.5%	20.7%	24.1%	8.5%	11.7%	22.0%	12.5%	16.9%	15.6%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely agree	QS1	26.6%	31.1%	31.2%	31.0%	27.4%	27.6%	25.6%	33.1%			
2	QS1	21.6%	23.1%	14.4%	19.5%	27.2%	21.1%	24.8%	27.6%			
3	QS1	24.5%	21.3%	21.2%	21.1%	23.1%	23.7%	27.8%	21.3%			
4	QS1	11.6%	10.8%	10.0%	12.2%	11.2%	9.2%	12.0%	9.4%			
Completely disagree	QS1	15.7%	13.7%	23.2%	16.2%	11.0%	18.4%	9.8%	8.7%			

Attitudes and Behaviour QS1: How much you agree or disagree with the statement (as it relates to you) – I believe that money in a bank will be safe even if the bank fails (% Respondents Who Replied “Yes”)												
Question	Ref	Total Yes (%)	Education				Age			Region		
			Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS1	25.2%	18.0%	24.2%	29.7%	42.6%	11.4%	22.9%	34.9%	25.4%	25.7%	23.7%
2	QS1	20.5%	25.1%	22.2%	16.5%	7.4%	20.0%	23.5%	15.6%	21.0%	18.4%	23.0%
3	QS1	23.3%	25.7%	23.1%	23.1%	13.0%	24.6%	24.0%	21.6%	24.1%	20.2%	26.8%
4	QS1	12.7%	15.2%	12.9%	12.0%	1.9%	16.6%	13.8%	9.4%	12.1%	14.8%	10.5%
Completely disagree	QS1	18.3%	16.0%	17.6%	18.7%	35.2%	27.4%	15.8%	18.4%	17.4%	20.9%	16.0%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely agree	QS1	21.5%	27.8%	32.5%	28.6%	23.4%	22.1%	20.9%	14.2%			
2	QS1	22.2%	19.3%	15.4%	18.3%	25.4%	20.8%	18.7%	18.9%			
3	QS1	25.0%	22.1%	17.9%	22.6%	23.2%	26.0%	29.1%	28.3%			
4	QS1	13.7%	12.0%	11.4%	14.1%	12.5%	7.8%	11.2%	16.5%			
Completely disagree	QS1	17.5%	18.8%	22.8%	16.3%	15.5%	23.4%	20.1%	22.0%			

Attitudes and Behaviour QS1: How much you agree or disagree with the statement (as it relates to you) – I have too much debt right now (% Respondents Who Replied “Yes”)												
Question	Ref	Total Yes (%)	Education				Age			Region		
			Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS1	8.6%	7.4%	7.0%	10.7%	14.3%	9.0%	8.5%	8.2%	8.4%	8.6%	9.4%
2	QS1	5.9%	6.1%	5.6%	6.5%	3.6%	3.4%	8.2%	3.2%	5.9%	5.4%	7.0%
3	QS1	10.5%	8.8%	12.8%	9.9%	3.6%	7.3%	14.7%	4.4%	10.8%	10.0%	10.5%
4	QS1	13.2%	15.4%	13.7%	11.9%	5.4%	6.8%	17.3%	8.5%	13.5%	12.7%	13.3%
Completely disagree	QS1	61.8%	62.3%	60.8%	60.9%	73.2%	73.4%	51.3%	75.7%	61.5%	63.3%	59.8%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely agree	QS1	8.8%	8.5%	11.5%	6.2%	9.5%	13.0%	7.5%	5.6%			
2	QS1	4.8%	6.7%	4.7%	5.2%	6.9%	9.1%	2.3%	8.7%			
3	QS1	9.2%	11.3%	7.1%	7.2%	15.2%	10.4%	8.3%	11.1%			
4	QS1	11.5%	14.3%	7.9%	11.7%	17.8%	20.8%	9.8%	8.7%			
Completely disagree	QS1	65.7%	59.1%	68.8%	69.6%	50.6%	46.8%	72.2%	65.9%			

Attitudes and Behaviour QS1: How much you agree or disagree with the statement (as it relates to you) – If I borrow money I have a responsibility to pay it back (% Respondents Who Replied “Yes”)												
Question	Ref	Total Yes (%)	Education				Age			Region		
			Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS1	91.7%	93.2%	93.2%	89.3%	87.7%	87.0%	91.6%	93.5%	91.5%	92.4%	90.7%
2	QS1	2.8%	2.5%	2.1%	3.6%	5.3%	3.4%	3.2%	1.9%	2.7%	3.2%	2.3%
3	QS1	0.7%	0.3%	0.9%	0.8%	1.8%	0.0%	1.2%	0.2%	0.9%	0.0%	1.6%
4	QS1	0.5%	0.5%	0.4%	0.6%	1.8%	0.6%	0.4%	0.8%	0.5%	0.6%	0.4%
Completely disagree	QS1	4.3%	3.6%	3.5%	5.8%	3.5%	9.0%	3.6%	3.6%	4.3%	3.8%	5.1%
			Gender		Household Composition							
Question	Ref	Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely agree	QS1	93.2%	90.7%	89.8%	92.5%	93.3%	93.4%	87.2%	89.8%			
2	QS1	1.3%	3.8%	2.0%	3.0%	3.0%	1.3%	3.0%	3.9%			
3	QS1	0.2%	1.0%	0.4%	1.0%	0.4%	1.3%	0.0%	2.4%			
4	QS1	0.5%	0.6%	1.2%	0.5%	0.4%	0.0%	0.8%	0.0%			
Completely disagree	QS1	4.8%	3.9%	6.6%	3.0%	3.0%	3.9%	9.0%	3.9%			

Attitudes and Behaviour QS1: How much you agree or disagree with the statement (as it relates to you) – I believe that banks should check the ethics of companies before providing them with banking services (% Respondents Who Replied “Yes”)												
Question	Ref	Total Yes (%)	Education				Age			Region		
			Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS1	66.5%	59.9%	64.7%	72.3%	75.4%	56.6%	65.5%	72.5%	64.8%	71.6%	61.7%
2	QS1	12.4%	14.8%	12.8%	10.4%	10.5%	16.6%	12.5%	10.6%	13.8%	10.1%	12.9%
3	QS1	12.2%	15.1%	13.3%	9.2%	8.8%	17.1%	13.2%	8.7%	11.7%	10.3%	17.6%
4	QS1	3.7%	5.8%	4.4%	2.0%	0.0%	5.1%	4.0%	2.7%	4.5%	3.0%	3.1%
Completely disagree	QS1	5.1%	4.4%	4.7%	6.0%	5.3%	4.6%	4.8%	5.5%	5.3%	5.0%	4.7%
			Gender		Household Composition							
Question	Ref	Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely agree	QS1	69.4%	64.6%	71.9%	70.5%	65.1%	61.8%	57.1%	61.4%			
2	QS1	10.5%	13.7%	5.9%	11.0%	14.5%	18.4%	14.3%	15.7%			
3	QS1	11.6%	12.6%	11.9%	10.8%	12.3%	7.9%	17.3%	15.0%			
4	QS1	3.0%	4.3%	2.8%	3.8%	4.2%	5.3%	3.0%	3.9%			
Completely disagree	QS1	5.5%	4.8%	7.5%	4.0%	4.0%	6.6%	8.3%	3.9%			

**Attitudes and Behaviour QS2: And how often would you say this statement applies to you? – I tend to worry about paying my normal living expenses (% Respondents Who Replied “Yes”)**

Question	Ref	Total Yes (%)	Education				Age			Region		
			Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Always	QS2	10.2%	5.2%	7.9%	14.9%	24.1%	10.2%	11.0%	9.0%	10.3%	10.0%	10.1%
Often	QS2	9.1%	7.1%	8.6%	10.7%	10.3%	13.6%	9.1%	6.3%	10.2%	7.4%	8.9%
Sometimes	QS2	24.5%	21.2%	25.0%	26.4%	19.0%	26.7%	27.3%	18.4%	23.1%	25.7%	26.1%
Rarely	QS2	24.2%	27.2%	28.2%	19.5%	8.6%	25.0%	25.7%	21.4%	24.3%	23.0%	26.1%
Never	QS2	32.1%	39.3%	30.3%	28.4%	37.9%	24.4%	26.9%	44.9%	32.0%	33.9%	28.8%
		Gender		Household Composition								
Question	Ref	Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Always	QS2	9.9%	10.4%	14.3%	8.3%	8.7%	16.9%	7.5%	12.7%			
Often	QS2	7.1%	10.4%	10.1%	7.8%	8.7%	7.8%	10.4%	11.9%			
Sometimes	QS2	29.4%	21.2%	20.9%	20.1%	27.8%	29.9%	23.9%	30.2%			
Rarely	QS2	25.0%	23.6%	17.4%	25.6%	28.0%	13.0%	31.3%	17.5%			
Never	QS2	28.6%	34.4%	37.2%	38.3%	27.0%	32.5%	26.9%	27.8%			

**Attitudes and Behaviour QS2: And how often would you say this statement applies to you? – My finances control my life (% Respondents Who Replied “Yes”)**

Question	Ref	Total Yes (%)	Education				Age			Region		
			Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Always	QS2	9.4%	6.0%	8.8%	11.9%	15.5%	10.7%	10.7%	6.7%	9.9%	8.8%	8.9%
Often	QS2	10.2%	7.7%	8.1%	14.9%	6.9%	16.4%	10.4%	7.1%	9.5%	10.0%	12.5%
Sometimes	QS2	25.3%	23.0%	25.0%	27.0%	24.1%	26.6%	28.8%	18.7%	25.9%	23.8%	26.8%
Rarely	QS2	24.0%	30.7%	27.0%	17.5%	8.6%	28.2%	24.3%	21.4%	24.2%	23.6%	24.1%
Never	QS2	31.1%	32.6%	31.2%	28.6%	44.8%	18.1%	25.8%	46.0%	30.5%	33.9%	27.6%
		Gender		Household Composition								
Question	Ref	Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Always	QS2	8.1%	10.3%	13.6%	5.5%	8.1%	19.5%	11.2%	10.2%			
Often	QS2	8.3%	11.4%	12.8%	8.5%	7.9%	11.7%	13.4%	15.0%			
Sometimes	QS2	25.8%	25.1%	19.4%	19.3%	33.1%	23.4%	23.9%	28.3%			
Rarely	QS2	23.8%	24.1%	16.3%	29.1%	25.0%	10.4%	25.4%	26.0%			
Never	QS2	34.0%	29.1%	38.0%	37.6%	26.0%	35.1%	26.1%	20.5%			

Attitudes and Behaviour QS2: And how often would you say this statement applies to you? – Before I buy something I carefully consider whether I can afford it (% Respondents Who Replied “Yes”)												
Question	Ref	Total Yes (%)	Education				Age			Region		
			Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Always	QS2	47.6%	45.5%	45.6%	49.2%	63.8%	36.2%	46.8%	53.2%	45.0%	51.0%	48.6%
Often	QS2	23.4%	27.1%	25.3%	20.0%	13.8%	31.1%	26.5%	14.7%	24.6%	21.8%	23.3%
Sometimes	QS2	19.2%	19.7%	20.5%	18.8%	5.2%	22.0%	18.8%	19.1%	21.2%	16.6%	18.3%
Rarely	QS2	5.5%	6.8%	4.9%	5.4%	3.4%	7.9%	4.3%	6.5%	5.1%	6.4%	4.7%
Never	QS2	4.3%	0.8%	3.7%	6.5%	13.8%	2.8%	3.5%	6.5%	4.2%	4.2%	5.1%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Always	QS2	46.3%	48.5%	48.2%	49.6%	49.8%	53.2%	35.8%	40.2%			
Often	QS2	21.3%	24.9%	16.7%	21.8%	25.2%	22.1%	33.6%	25.2%			
Sometimes	QS2	21.7%	17.5%	17.5%	18.8%	19.3%	19.5%	20.9%	21.3%			
Rarely	QS2	6.1%	4.9%	6.6%	5.8%	3.7%	3.9%	4.5%	11.0%			
Never	QS2	4.6%	4.1%	10.9%	4.0%	2.0%	1.3%	5.2%	2.4%			

Attitudes and Behaviour QS2: And how often would you say this statement applies to you? – I have money left over at the end of the month (% Respondents Who Replied “Yes”)												
Question	Ref	Total Yes (%)	Education				Age			Region		
			Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Always	QS2	37.4%	43.3%	40.7%	30.6%	27.6%	36.7%	34.0%	44.6%	37.5%	39.8%	32.4%
Often	QS2	23.0%	24.9%	24.2%	21.0%	17.2%	26.6%	23.9%	19.7%	23.5%	22.0%	23.8%
Sometimes	QS2	24.8%	21.1%	25.1%	27.0%	25.9%	26.6%	25.1%	23.0%	24.1%	24.6%	27.0%
Rarely	QS2	8.2%	7.7%	5.8%	11.5%	6.9%	5.6%	9.3%	7.3%	8.2%	7.2%	10.2%
Never	QS2	6.6%	3.0%	4.2%	9.9%	22.4%	4.5%	7.7%	5.4%	6.7%	6.4%	6.6%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Always	QS2	33.2%	40.2%	41.6%	42.1%	36.0%	22.1%	33.6%	33.1%			
Often	QS2	21.0%	24.4%	16.3%	25.9%	21.9%	20.8%	29.9%	26.0%			
Sometimes	QS2	28.9%	22.0%	21.8%	21.4%	27.5%	36.4%	20.9%	27.6%			
Rarely	QS2	9.3%	7.5%	9.3%	5.7%	8.9%	11.7%	7.5%	9.4%			
Never	QS2	7.6%	5.9%	10.9%	4.7%	5.7%	9.1%	8.2%	3.9%			

**Attitudes and Behaviour QS2: And how often would you say this statement applies to you? – I pay my bills on time (% Respondents Who Replied “Yes”)**

Question	Ref	Total Yes (%)	Education				Age			Region		
			Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Always	QS2	81.7%	84.1%	84.0%	77.3%	81.0%	75.1%	80.9%	85.6%	82.1%	81.2%	81.6%
Often	QS2	14.4%	13.7%	12.5%	17.1%	15.5%	20.8%	14.6%	11.5%	14.0%	15.8%	12.9%
Sometimes	QS2	2.3%	1.4%	2.3%	3.4%	0.0%	2.9%	2.5%	1.9%	2.0%	2.0%	3.9%
Rarely	QS2	0.6%	0.5%	0.5%	0.6%	1.7%	0.6%	0.6%	0.6%	0.7%	0.4%	0.8%
Never	QS2	0.9%	0.3%	0.7%	1.6%	1.7%	0.6%	1.3%	0.4%	1.2%	0.6%	0.8%
		Gender		Household Composition								
Question	Ref	Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative		No partner no kids with relative	Other including house sharing couples		
Always	QS2	85.4%	79.4%	84.0%	84.5%	80.7%	77.6%		77.3%	79.4%		
Often	QS2	10.8%	16.7%	10.1%	14.5%	15.4%	14.5%		18.2%	15.1%		
Sometimes	QS2	2.3%	2.3%	2.3%	0.2%	3.0%	5.3%		3.0%	4.0%		
Rarely	QS2	0.5%	0.7%	1.2%	0.2%	0.6%	1.3%		0.0%	0.8%		
Never	QS2	1.0%	0.9%	2.3%	0.5%	0.4%	1.3%		1.5%	0.8%		

**Attitudes and Behaviour QS2: And how often would you say this statement applies to you? – I share the passwords and PINs of my bank account with my close friends (% Respondents Who Replied “Yes”)**

Question	Ref	Total Yes (%)	Education				Age			Region		
			Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Always	QS2	1.5%	1.1%	1.1%	1.8%	5.3%	1.7%	1.2%	2.1%	1.2%	2.4%	0.8%
Often	QS2	0.5%	0.3%	0.5%	0.6%	1.8%	1.7%	0.5%	0.2%	0.8%	0.0%	0.8%
Sometimes	QS2	1.4%	1.6%	1.2%	1.6%	0.0%	2.3%	1.4%	0.8%	1.2%	2.2%	0.4%
Rarely	QS2	3.3%	4.1%	3.3%	2.6%	3.5%	9.1%	2.8%	1.9%	3.1%	3.8%	2.7%
Never	QS2	93.3%	92.9%	93.9%	93.4%	89.5%	85.1%	94.1%	94.9%	93.7%	91.6%	95.3%
		Gender		Household Composition								
Question	Ref	Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative		No partner no kids with relative	Other including house sharing couples		
Always	QS2	1.8%	1.3%	1.2%	1.3%	1.2%	2.6%		3.0%	2.4%		
Often	QS2	0.5%	0.6%	0.0%	0.5%	0.4%	0.0%		0.0%	3.2%		
Sometimes	QS2	0.5%	2.0%	0.8%	1.0%	1.2%	1.3%		1.5%	4.8%		
Rarely	QS2	3.3%	3.2%	2.0%	3.0%	3.0%	3.9%		4.5%	6.3%		
Never	QS2	93.9%	92.8%	96.1%	94.3%	94.3%	92.2%		90.9%	83.3%		

Attitudes and Behaviour QS2: And how often would you say this statement applies to you? – Before buying a financial product online I check if the provider is regulated in my country (% Respondents Who Replied “Yes”)												
Question	Ref	Total Yes (%)	Education				Age			Region		
			Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Always	QS2	45.1%	49.6%	50.2%	36.0%	40.8%	32.4%	49.4%	43.0%	46.8%	42.7%	44.7%
Often	QS2	11.2%	12.2%	10.7%	11.3%	10.2%	19.3%	11.5%	7.0%	12.0%	11.0%	9.3%
Sometimes	QS2	10.8%	10.8%	11.2%	11.3%	2.0%	15.9%	11.5%	7.3%	9.6%	11.0%	13.8%
Rarely	QS2	7.7%	7.9%	8.2%	7.5%	4.1%	14.8%	6.9%	6.1%	8.8%	6.6%	6.9%
Never	QS2	25.2%	19.5%	19.7%	33.9%	42.9%	17.6%	20.7%	36.6%	22.9%	28.8%	25.2%
		Gender		Household Composition								
Question	Ref	Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Always	QS2	48.1%	43.1%	43.4%	49.5%	47.2%	43.8%	39.4%	33.1%			
Often	QS2	10.9%	11.4%	5.3%	11.4%	11.0%	11.0%	16.7%	16.9%			
Sometimes	QS2	10.8%	10.7%	9.6%	10.3%	11.6%	13.7%	11.4%	8.9%			
Rarely	QS2	5.5%	9.2%	3.5%	6.9%	8.7%	5.5%	9.8%	12.9%			
Never	QS2	24.7%	25.5%	38.2%	22.0%	21.5%	26.0%	22.7%	28.2%			

Attitudes and Behaviour QS2: And how often would you say this statement applies to you? – I share information about my personal finances publicly online (e.g. on social media) (% Respondents Who Replied “Yes”)												
Question	Ref	Total Yes (%)	Education				Age			Region		
			Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Always	QS2	0.6%	1.4%	0.5%	0.2%	0.0%	1.1%	0.6%	0.4%	0.7%	0.6%	0.4%
Often	QS2	0.3%	0.0%	0.5%	0.2%	0.0%	0.6%	0.2%	0.2%	0.4%	0.0%	0.4%
Sometimes	QS2	1.2%	0.5%	1.6%	1.2%	1.8%	2.8%	0.7%	1.5%	1.1%	0.8%	2.3%
Rarely	QS2	1.4%	1.6%	1.9%	0.8%	0.0%	4.5%	1.0%	1.1%	1.9%	1.2%	0.4%
Never	QS2	96.5%	96.4%	95.4%	97.6%	98.2%	90.9%	97.5%	96.8%	95.9%	97.4%	96.5%
		Gender		Household Composition								
Question	Ref	Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Always	QS2	0.5%	0.7%	0.0%	0.5%	0.6%	0.0%	0.7%	2.4%			
Often	QS2	0.2%	0.3%	0.0%	0.5%	0.0%	0.0%	0.0%	1.6%			
Sometimes	QS2	0.5%	1.7%	0.4%	1.3%	0.8%	2.6%	3.0%	1.6%			
Rarely	QS2	1.3%	1.5%	0.8%	1.0%	1.0%	1.3%	3.0%	4.0%			
Never	QS2	97.5%	95.8%	98.8%	96.7%	97.6%	96.1%	93.3%	90.5%			

**Attitudes and Behaviour QS2: And how often would you say this statement applies to you? – Before I buy something, I consider whether the company strives to improve its social or environmental impact (% Respondents Who Replied “Yes”)**

Question	Ref	Total Yes (%)	Education				Age			Region		
			Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Always	QS2	9.0%	8.0%	7.6%	9.6%	23.6%	6.3%	7.5%	13.0%	9.4%	9.1%	7.5%
Often	QS2	11.2%	14.0%	12.2%	8.4%	9.1%	12.0%	12.3%	9.2%	12.7%	9.7%	9.9%
Sometimes	QS2	32.1%	36.3%	33.7%	28.5%	20.0%	41.7%	31.2%	29.4%	32.5%	32.0%	31.0%
Rarely	QS2	16.0%	16.2%	19.2%	13.0%	9.1%	17.1%	17.4%	13.2%	16.7%	14.3%	17.5%
Never	QS2	31.7%	25.5%	27.3%	40.5%	38.2%	22.9%	31.6%	35.2%	28.7%	35.0%	34.1%
		Gender		Household Composition								
Question	Ref	Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Always	QS2	10.3%	8.1%	12.7%	10.3%	7.7%	9.1%	6.7%	4.8%			
Often	QS2	13.8%	9.4%	13.1%	10.6%	11.3%	6.5%	10.4%	12.7%			
Sometimes	QS2	35.5%	29.7%	21.8%	33.2%	34.5%	31.2%	36.6%	34.9%			
Rarely	QS2	12.8%	18.3%	12.3%	16.1%	17.5%	20.8%	14.2%	16.7%			
Never	QS2	27.6%	34.6%	40.1%	29.9%	29.0%	32.5%	32.1%	31.0%			

**Attitudes and Behaviour QS2: And how often would you say this statement applies to you? – I buy goods and services that I do not need (% Respondents Who Replied “Yes”)**

Question	Ref	Total Yes (%)	Education				Age			Region		
			Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Always	QS2	2.1%	2.5%	2.3%	1.6%	3.4%	5.6%	2.0%	0.6%	2.7%	1.8%	1.2%
Often	QS2	7.4%	9.3%	6.8%	7.1%	3.4%	15.3%	7.8%	3.1%	8.7%	5.4%	7.4%
Sometimes	QS2	32.0%	40.0%	32.6%	28.0%	10.3%	45.2%	36.0%	20.5%	33.6%	29.2%	32.4%
Rarely	QS2	27.0%	29.9%	30.2%	23.8%	5.2%	16.9%	26.8%	30.8%	25.9%	29.2%	25.8%
Never	QS2	31.6%	18.4%	28.1%	39.5%	77.6%	16.9%	27.4%	44.9%	29.1%	34.4%	33.2%
		Gender		Household Composition								
Question	Ref	Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Always	QS2	2.3%	2.0%	1.6%	1.3%	2.6%	0.0%	3.7%	3.9%			
Often	QS2	7.9%	6.9%	6.2%	4.8%	6.7%	3.9%	16.4%	13.4%			
Sometimes	QS2	36.7%	28.8%	24.9%	32.5%	31.8%	33.8%	32.1%	44.1%			
Rarely	QS2	26.3%	27.5%	23.3%	26.5%	31.2%	33.8%	23.1%	18.9%			
Never	QS2	26.8%	34.7%	44.0%	35.0%	27.8%	28.6%	24.6%	19.7%			



Attitudes and Behaviour QS3: I would also like to know how well this statement describes you or your situation? – Because of my money situation, I feel like I will never have the things I want in life (% Respondents Who Replied “Yes”)												
Question	Ref	Total Yes (%)	Education				Age			Region		
			Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely	QS3	8.2%	3.1%	5.1%	13.8%	23.6%	9.1%	8.9%	6.4%	7.9%	9.1%	7.5%
Very well	QS3	3.7%	3.3%	2.8%	5.2%	1.8%	6.3%	3.9%	2.6%	3.5%	4.0%	3.5%
Somewhat	QS3	22.5%	21.1%	23.1%	23.6%	10.9%	26.7%	25.1%	16.1%	21.9%	21.7%	25.9%
Very little	QS3	23.9%	26.9%	26.5%	20.2%	12.7%	20.5%	27.3%	18.8%	24.6%	22.9%	23.5%
Not at all	QS3	41.7%	45.6%	42.4%	37.2%	50.9%	37.5%	34.8%	56.1%	42.0%	42.3%	39.6%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely	QS3	8.6%	8.0%	12.0%	6.1%	5.7%	19.7%	11.9%	6.3%			
Very well	QS3	3.2%	4.0%	4.0%	3.5%	3.2%	1.3%	6.0%	4.8%			
Somewhat	QS3	22.7%	22.4%	18.4%	18.4%	24.6%	27.6%	25.4%	29.4%			
Very little	QS3	23.7%	24.0%	16.8%	23.7%	28.9%	14.5%	18.7%	29.4%			
Not at all	QS3	41.8%	41.5%	48.8%	48.2%	37.6%	36.8%	38.1%	30.2%			

Attitudes and Behaviour QS3: How well this statement describes you or your situation? – I am concerned that my money won't last (% Respondents Who Replied “Yes”)												
Question	Ref	Total Yes (%)	Education				Age			Region		
			Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely	QS3	11.0%	5.2%	7.6%	17.1%	27.3%	13.1%	11.8%	8.4%	11.2%	11.4%	9.3%
Very well	QS3	6.8%	5.8%	7.4%	6.6%	5.5%	8.5%	7.6%	4.4%	6.8%	6.8%	6.6%
Somewhat	QS3	29.6%	27.5%	31.5%	31.1%	12.7%	34.7%	32.9%	21.9%	31.1%	28.1%	28.4%
Very little	QS3	21.7%	25.6%	23.4%	17.9%	14.5%	21.0%	21.2%	23.2%	22.2%	19.5%	24.5%
Not at all	QS3	31.0%	35.8%	30.2%	27.3%	40.0%	22.7%	26.4%	42.0%	28.8%	34.1%	31.1%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely	QS3	11.2%	10.9%	16.3%	8.8%	7.9%	20.8%	15.7%	8.7%			
Very well	QS3	6.5%	6.9%	5.2%	5.0%	7.7%	9.1%	5.2%	11.8%			
Somewhat	QS3	32.1%	28.1%	25.9%	24.1%	34.1%	20.8%	37.3%	33.9%			
Very little	QS3	21.7%	21.7%	17.1%	26.6%	22.3%	19.5%	14.9%	21.3%			
Not at all	QS3	28.5%	32.4%	35.5%	35.6%	28.0%	29.9%	26.9%	24.4%			

**Attitudes and Behaviour QS3: I would also like to know how well this statement describes you or your situation? – I am just getting by financially (% Respondents Who Replied “Yes”)**

Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely	QS3	16.9%	8.8%	13.7%	24.6%	32.1%	18.2%	15.4%	19.3%	17.2%	16.1%	17.9%
Very well	QS3	15.7%	12.9%	16.2%	16.6%	19.6%	13.1%	14.7%	18.3%	14.9%	16.5%	16.3%
Somewhat	QS3	22.2%	18.7%	20.4%	27.0%	19.6%	23.3%	23.5%	18.7%	21.5%	21.5%	25.3%
Very little	QS3	17.5%	23.7%	21.1%	10.2%	7.1%	21.0%	20.0%	12.3%	18.9%	16.5%	15.2%
Not at all	QS3	27.7%	35.8%	28.5%	21.6%	21.4%	24.4%	26.4%	31.4%	27.5%	29.4%	25.3%
		Gender		Household Composition								
Question	Ref	Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely	QS3	16.0%	17.5%	26.3%	15.0%	11.1%	28.6%	15.7%	22.0%			
Very well	QS3	16.3%	15.3%	11.8%	19.8%	15.8%	10.4%	14.9%	13.8%			
Somewhat	QS3	23.2%	21.5%	22.7%	15.3%	25.0%	28.6%	23.1%	26.8%			
Very little	QS3	16.7%	18.1%	13.7%	19.0%	19.0%	15.6%	15.7%	17.1%			
Not at all	QS3	27.8%	27.6%	25.5%	30.8%	29.1%	16.9%	30.6%	20.3%			

**Attitudes and Behaviour QS3: I would also like to know how well this statement describes you or your situation? – I tend to live for today and let tomorrow take care of itself (% Respondents Who Replied “Yes”)**

Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely	QS3	11.6%	5.8%	9.5%	15.1%	42.6%	13.6%	8.9%	15.6%	10.6%	12.1%	13.7%
Very well	QS3	6.0%	4.9%	5.3%	8.0%	3.7%	9.0%	5.5%	5.3%	5.5%	6.2%	7.0%
Somewhat	QS3	20.9%	18.6%	22.0%	22.7%	9.3%	25.4%	20.5%	20.3%	21.1%	21.3%	19.5%
Very little	QS3	20.8%	26.0%	20.4%	18.3%	14.8%	20.9%	22.1%	19.0%	20.7%	20.3%	21.9%
Not at all	QS3	40.6%	44.7%	42.8%	36.0%	29.6%	31.1%	42.9%	39.9%	42.0%	40.0%	37.9%
		Gender		Household Composition								
Question	Ref	Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely	QS3	11.7%	11.6%	22.7%	9.8%	7.3%	13.0%	10.4%	12.7%			
Very well	QS3	5.3%	6.5%	6.3%	5.0%	5.6%	2.6%	6.7%	11.9%			
Somewhat	QS3	23.2%	19.4%	18.8%	20.0%	20.2%	26.0%	26.9%	21.4%			
Very little	QS3	21.8%	20.1%	15.3%	21.5%	23.0%	20.8%	20.9%	20.6%			
Not at all	QS3	38.0%	42.4%	36.9%	43.8%	43.8%	37.7%	35.1%	33.3%			

Attitudes and Behaviour QS3: I would also like to know how well this statement describes you or your situation? – I regularly change the passwords on websites that I use for online shopping and personal finances (% Respondents Who Replied “Yes”)												
		Total	Education				Age			Region		
Question	Ref	Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely	QS3	10.3%	10.9%	12.2%	8.4%	2.2%	18.4%	10.8%	5.9%	10.4%	10.4%	10.0%
Very well	QS3	6.8%	7.6%	7.9%	5.5%	0.0%	9.8%	7.3%	4.3%	7.9%	5.6%	6.0%
Somewhat	QS3	21.5%	26.1%	22.9%	17.9%	4.3%	16.7%	23.3%	20.3%	20.7%	22.2%	22.5%
Very little	QS3	22.3%	29.1%	22.0%	19.1%	6.5%	25.3%	22.6%	20.5%	24.4%	20.2%	20.1%
Not at all	QS3	39.1%	26.3%	34.9%	49.2%	87.0%	29.9%	36.0%	48.9%	36.6%	41.6%	41.4%
		Gender		Household Composition								
Question	Ref	Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely	QS3	10.3%	10.4%	10.7%	9.7%	8.6%	14.1%	12.0%	14.6%			
Very well	QS3	6.0%	7.2%	3.8%	5.1%	7.2%	8.5%	8.3%	13.8%			
Somewhat	QS3	22.4%	20.9%	16.7%	22.3%	25.2%	14.1%	17.3%	22.0%			
Very little	QS3	23.4%	21.5%	17.1%	21.8%	24.0%	15.5%	29.3%	22.8%			
Not at all	QS3	37.8%	39.9%	51.7%	41.0%	35.0%	47.9%	33.1%	26.8%			

Attitudes and Behaviour QS4: How much you agree or disagree with each of the statement (as it relates to you) I think that it is safe to shop online using public Wi-Fi networks (e.g., in cafés, airports, shopping malls) (% Respondents Who Replied “Yes”)												
		Total	Education				Age			Region		
Question	Ref	Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS4	10.3%	8.6%	8.7%	12.7%	20.6%	11.5%	10.7%	9.1%	10.4%	12.2%	6.3%
2	QS4	10.7%	12.5%	10.9%	9.6%	5.9%	12.6%	11.7%	7.6%	11.8%	9.0%	10.8%
3	QS4	16.7%	15.9%	17.6%	16.2%	14.7%	21.8%	17.3%	13.5%	15.8%	16.6%	19.2%
4	QS4	15.4%	17.0%	16.7%	13.1%	8.8%	23.0%	14.7%	13.5%	17.8%	13.5%	12.1%
Completely disagree	QS4	46.9%	46.0%	46.2%	48.4%	50.0%	31.0%	45.6%	56.4%	44.1%	48.7%	51.7%
		Gender		Household Composition								
Question	Ref	Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely agree	QS4	7.5%	12.1%	12.1%	10.3%	9.3%	6.8%	9.6%	13.8%			
2	QS4	8.7%	12.1%	8.2%	10.1%	10.5%	8.2%	12.8%	17.1%			
3	QS4	15.5%	17.5%	14.5%	14.9%	16.6%	21.9%	18.4%	21.1%			
4	QS4	17.4%	14.1%	14.0%	12.5%	17.2%	11.0%	23.2%	14.6%			
Completely disagree	QS4	51.0%	44.1%	51.2%	52.3%	46.4%	52.1%	36.0%	33.3%			

*Note: QS4 was only asked of respondents who responded “Yes” to QD14*

Attitudes and Behaviour QS4: How much you agree or disagree with each of the statement (as it relates to you) It is important to pay attention to the security of a website before making a transaction online (e.g. https sites, safety logo or certificate) (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS4	77.2%	79.3%	79.6%	73.5%	62.5%	67.2%	77.8%	79.5%	75.6%	77.9%	80.2%
2	QS4	9.3%	10.4%	8.9%	9.2%	3.1%	13.8%	10.5%	5.4%	10.5%	10.0%	4.5%
3	QS4	5.4%	4.8%	5.2%	6.6%	0.0%	10.9%	4.7%	4.4%	5.2%	5.4%	5.8%
4	QS4	2.4%	2.5%	1.6%	3.1%	6.3%	2.3%	2.8%	1.7%	2.8%	1.1%	3.7%
Completely disagree	QS4	5.7%	3.1%	4.7%	7.7%	28.1%	5.7%	4.2%	9.0%	5.8%	5.6%	5.8%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely agree	QS4	80.7%	74.7%	77.9%	82.4%	76.3%	70.7%	66.4%	78.2%			
2	QS4	8.1%	10.2%	7.7%	6.8%	10.8%	10.7%	12.0%	9.7%			
3	QS4	4.7%	5.9%	5.3%	3.2%	5.0%	8.0%	9.6%	8.1%			
4	QS4	1.6%	3.0%	1.4%	1.6%	3.8%	2.7%	1.6%	1.6%			
Completely disagree	QS4	4.9%	6.3%	7.7%	6.1%	4.0%	8.0%	10.4%	2.4%			

**Note: QS4 was only asked of respondents who responded "Yes" to QD14**

**Attitudes and Behaviour QS4: How much you agree or disagree with each of the statement (as it relates to you) I think it is not important to read the terms and conditions when buying something online (% Respondents Who Replied “Yes”)**

Question	Ref	Total Yes (%)	Education				Age			Region		
			Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS4	15.7%	11.7%	12.6%	20.7%	36.4%	13.2%	13.2%	22.0%	15.5%	15.3%	16.9%
2	QS4	7.0%	7.5%	7.2%	6.3%	3.0%	9.8%	7.1%	4.9%	7.5%	6.0%	7.0%
3	QS4	15.3%	17.3%	16.7%	12.9%	6.1%	25.9%	16.3%	8.8%	17.5%	14.4%	10.7%
4	QS4	14.8%	19.0%	15.3%	11.8%	6.1%	17.8%	15.1%	12.4%	15.9%	14.0%	13.2%
Completely disagree	QS4	47.2%	44.4%	48.2%	48.3%	48.5%	33.3%	48.3%	52.0%	43.6%	50.2%	52.1%

Question	Ref	Gender		Household Composition					
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples
Completely agree	QS4	15.3%	16.0%	21.0%	14.4%	14.0%	20.0%	15.9%	14.5%
2	QS4	5.2%	8.2%	2.9%	5.1%	9.0%	8.0%	8.7%	8.9%
3	QS4	13.9%	16.1%	10.5%	15.4%	13.4%	10.7%	23.8%	25.0%
4	QS4	14.9%	14.8%	12.9%	14.1%	16.6%	10.7%	17.5%	12.9%
Completely disagree	QS4	50.7%	45.0%	52.9%	51.1%	46.9%	50.7%	34.1%	38.7%

*Note: QS4 was only asked of respondents who responded “Yes” to QD14*

**Attitudes and Behaviour QS4: How much you agree or disagree with each of the statement (as it relates to you) Digital tools facilitate the management of my personal finances (% Respondents Who Replied “Yes”)**

Question	Ref	Total Yes (%)	Education				Age			Region		
			Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS4	31.6%	39.9%	32.5%	24.2%	20.0%	25.3%	35.3%	27.3%	33.8%	28.2%	31.5%
2	QS4	15.3%	15.9%	16.8%	12.1%	26.7%	19.0%	15.5%	13.5%	14.5%	16.2%	15.8%
3	QS4	24.4%	22.3%	26.1%	25.1%	10.0%	34.5%	24.5%	19.5%	23.9%	25.4%	24.1%
4	QS4	8.5%	7.5%	7.9%	10.1%	10.0%	9.2%	8.4%	8.3%	8.9%	8.8%	7.1%
Completely disagree	QS4	20.2%	14.2%	16.6%	28.6%	33.3%	12.1%	16.4%	31.3%	18.9%	21.4%	21.6%

Question	Ref	Gender		Household Composition					
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples
Completely agree	QS4	32.6%	30.9%	29.6%	32.2%	33.8%	29.4%	27.0%	30.1%
2	QS4	12.1%	17.4%	11.8%	14.3%	17.7%	7.4%	17.5%	16.3%
3	QS4	23.7%	25.0%	21.2%	22.2%	24.5%	29.4%	27.8%	30.1%
4	QS4	9.2%	8.1%	7.9%	9.2%	8.7%	7.4%	8.7%	7.3%
Completely disagree	QS4	22.5%	18.7%	29.6%	22.2%	15.3%	26.5%	19.0%	16.3%

*Note: QS4 was only asked of respondents who responded “Yes” to QD14*

Attitudes and Behaviour QS4: How much you agree or disagree with each of the statement (as it relates to you) I trust the financial services provided by online banks and FinTechs such as Revolut and N26 (% Respondents Who Replied "Yes")												
Question	Ref	Total Yes (%)	Education				Age			Region		
			Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS4	28.5%	26.4%	27.6%	31.1%	26.7%	32.4%	29.3%	24.0%	29.2%	26.9%	29.5%
2	QS4	26.0%	31.3%	27.6%	21.4%	6.7%	40.5%	26.7%	18.4%	28.2%	23.6%	24.4%
3	QS4	24.3%	25.8%	26.0%	21.6%	16.7%	20.8%	25.8%	23.3%	22.2%	26.9%	25.2%
4	QS4	8.9%	9.0%	9.2%	8.6%	10.0%	2.9%	8.4%	12.8%	9.9%	7.1%	9.8%
Completely disagree	QS4	12.3%	7.5%	9.6%	17.2%	40.0%	3.5%	9.8%	21.5%	10.6%	15.5%	11.1%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely agree	QS4	27.6%	29.1%	24.8%	28.0%	28.5%	31.4%	30.1%	32.8%			
2	QS4	23.8%	27.4%	20.3%	22.3%	27.5%	20.0%	32.5%	37.7%			
3	QS4	25.3%	23.5%	19.3%	25.3%	27.1%	22.9%	22.8%	20.5%			
4	QS4	9.8%	8.4%	11.4%	9.8%	8.4%	7.1%	8.9%	5.7%			
Completely disagree	QS4	13.5%	11.5%	24.3%	14.7%	8.6%	18.6%	5.7%	3.3%			

*Note: QS4 was only asked of respondents who responded "Yes" to QD14*

Attitudes and Behaviour QS4: How much you agree or disagree with each of the statement (as it relates to you) I believe that financial service providers should use a wide range of non-financial personal data, including from social media, in decisions about granting credit (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS4	11.5%	8.5%	10.6%	13.4%	25.8%	10.9%	9.9%	14.9%	11.8%	10.4%	12.8%
2	QS4	7.8%	6.8%	6.9%	10.1%	0.0%	12.1%	7.7%	6.5%	8.4%	7.8%	6.2%
3	QS4	21.0%	16.1%	21.4%	24.4%	22.6%	31.6%	19.4%	18.6%	21.0%	20.2%	22.2%
4	QS4	16.7%	17.5%	20.1%	13.2%	3.2%	19.5%	16.3%	16.9%	17.7%	17.8%	11.9%
Completely disagree	QS4	43.0%	51.1%	41.1%	38.8%	48.4%	25.9%	46.8%	43.1%	41.1%	43.7%	46.9%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely agree	QS4	10.0%	12.5%	12.2%	15.6%	8.1%	9.7%	11.1%	12.9%			
2	QS4	7.1%	8.3%	6.3%	7.5%	6.9%	6.9%	13.5%	9.7%			
3	QS4	20.3%	21.4%	20.5%	18.8%	20.9%	18.1%	26.2%	25.0%			
4	QS4	15.2%	17.7%	13.7%	16.1%	18.7%	12.5%	18.3%	16.9%			
Completely disagree	QS4	47.4%	40.0%	47.3%	41.9%	45.4%	52.8%	31.0%	35.5%			

*Note: QS4 was only asked of respondents who responded "Yes" to QD14*

Attitudes and Behaviour QS4: How much you agree or disagree with each of the statement (as it relates to you) I am more likely to buy impulsively when I buy online than in person in a shop (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS4	16.7%	14.7%	16.9%	18.2%	19.2%	22.7%	18.7%	10.3%	16.5%	15.3%	20.2%
2	QS4	14.3%	17.8%	15.4%	11.0%	0.0%	19.2%	16.7%	7.3%	14.6%	13.7%	14.5%
3	QS4	18.5%	20.0%	18.9%	17.7%	7.7%	21.5%	20.2%	14.5%	19.0%	18.3%	17.4%
4	QS4	13.4%	11.9%	16.7%	11.2%	3.8%	15.7%	12.6%	13.8%	14.3%	13.7%	10.3%
Completely disagree	QS4	37.1%	35.6%	32.1%	41.9%	69.2%	20.9%	31.8%	54.3%	35.6%	39.0%	37.6%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely agree	QS4	19.9%	14.6%	15.2%	15.1%	15.5%	24.3%	18.5%	22.6%			
2	QS4	13.2%	14.9%	9.8%	12.6%	17.5%	10.8%	19.4%	10.5%			
3	QS4	18.7%	18.4%	17.6%	13.4%	20.6%	17.6%	24.2%	21.8%			
4	QS4	12.3%	14.2%	12.3%	15.9%	13.3%	10.8%	8.1%	15.3%			
Completely disagree	QS4	35.9%	37.9%	45.1%	43.0%	33.1%	36.5%	29.8%	29.8%			

*Note: QS4 was only asked of respondents who responded "Yes" to QD14*

**Attitudes and Behaviour QS4: How much you agree or disagree with each of the statement (as it relates to you) It is more likely that I would read the small print of a contract if it is on paper than online (% Respondents Who Replied "Yes")**

Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS4	39.3%	34.5%	37.2%	44.8%	48.5%	29.9%	36.5%	48.6%	35.6%	41.7%	45.3%
2	QS4	16.5%	19.9%	15.8%	15.3%	9.1%	25.3%	16.7%	12.2%	17.2%	16.2%	14.7%
3	QS4	15.9%	17.4%	18.5%	12.3%	9.1%	17.8%	16.9%	13.2%	15.7%	17.3%	13.9%
4	QS4	9.5%	9.2%	9.9%	9.3%	3.0%	8.6%	10.6%	7.7%	10.7%	7.8%	9.0%
Completely disagree	QS4	18.9%	19.0%	18.7%	18.3%	30.3%	18.4%	19.3%	18.4%	20.8%	17.1%	17.1%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely agree	QS4	41.7%	37.7%	41.9%	42.0%	37.7%	41.3%	36.5%	34.4%			
2	QS4	15.6%	16.9%	10.0%	14.7%	19.4%	16.0%	18.3%	19.2%			
3	QS4	14.8%	16.6%	15.2%	16.5%	15.8%	10.7%	14.3%	20.0%			
4	QS4	10.2%	8.9%	10.0%	8.7%	10.0%	5.3%	8.7%	12.0%			
Completely disagree	QS4	17.7%	19.8%	22.9%	18.1%	17.0%	26.7%	22.2%	14.4%			

*Note: QS4 was only asked of respondents who responded "Yes" to QD14*

**Attitudes and Behaviour QS5: How much you agree or disagree with each of the statement (as it relates to you) It is important to invest in companies that strive to minimise their negative impact on the environment (% Respondents Who Replied "Yes")**

Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS5	41.7%	44.5%	38.7%	42.2%	53.8%	33.3%	39.6%	49.1%	42.4%	40.9%	41.3%
2	QS5	23.5%	30.1%	24.0%	19.7%	9.6%	29.4%	25.8%	17.6%	24.4%	24.0%	20.1%
3	QS5	19.9%	16.9%	23.1%	19.7%	7.7%	22.6%	20.5%	17.4%	18.1%	20.4%	24.4%
4	QS5	5.7%	3.6%	6.2%	7.0%	1.9%	8.5%	5.6%	4.5%	5.7%	4.8%	7.1%
Completely disagree	QS5	9.2%	5.0%	8.0%	11.4%	26.9%	6.2%	8.6%	11.4%	9.4%	9.9%	7.1%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely agree	QS5	45.1%	39.3%	49.4%	45.6%	38.0%	34.2%	36.4%	38.9%			
2	QS5	22.9%	24.0%	12.3%	23.7%	27.0%	26.3%	25.6%	27.8%			
3	QS5	18.0%	21.3%	19.4%	18.4%	20.9%	17.1%	20.9%	23.0%			
4	QS5	5.3%	5.9%	4.3%	4.8%	6.4%	3.9%	9.3%	5.6%			
Completely disagree	QS5	8.7%	9.5%	14.6%	7.6%	7.8%	18.4%	7.8%	4.8%			



**Attitudes and Behaviour QS5: How much you agree or disagree with each of the statement (as it relates to you) It is important to invest in companies that strive to improve their social impact (% Respondents Who Replied “Yes”)**

Question	Ref	Total Yes (%)	Education				Age			Region		
			Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS5	34.5%	38.7%	31.7%	33.2%	50.9%	28.2%	33.3%	39.7%	35.6%	35.2%	30.3%
2	QS5	25.3%	32.3%	24.6%	22.1%	17.0%	31.1%	25.2%	23.5%	26.7%	25.2%	21.7%
3	QS5	24.2%	18.8%	27.4%	25.4%	11.3%	26.6%	26.3%	19.0%	22.2%	23.9%	30.3%
4	QS5	6.3%	4.4%	7.1%	6.8%	3.8%	5.6%	6.2%	6.5%	5.2%	7.2%	7.5%
Completely disagree	QS5	9.7%	5.8%	9.2%	12.5%	17.0%	8.5%	9.1%	11.4%	10.4%	8.5%	10.2%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely agree	QS5	37.8%	32.2%	41.1%	36.4%	31.5%	32.9%	32.3%	31.0%			
2	QS5	25.4%	25.3%	15.8%	25.4%	28.8%	26.3%	28.5%	26.2%			
3	QS5	22.2%	25.5%	24.5%	23.7%	24.2%	18.4%	24.6%	27.8%			
4	QS5	6.4%	6.2%	4.7%	5.9%	7.9%	5.3%	6.2%	4.8%			
Completely disagree	QS5	8.2%	10.7%	13.8%	8.7%	7.5%	17.1%	8.5%	10.3%			

**Attitudes and Behaviour QS5: How much you agree or disagree with each of the statement (as it relates to you) It is important to invest in companies that strive to improve their risk management, ethics and accountability (% Respondents Who Replied “Yes”)**

Question	Ref	Total Yes (%)	Education				Age			Region		
			Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS5	45.8%	45.2%	45.1%	47.1%	48.0%	36.2%	43.4%	54.4%	45.6%	45.0%	48.2%
2	QS5	25.7%	34.9%	25.5%	20.6%	12.0%	31.1%	28.4%	18.8%	25.2%	27.6%	23.3%
3	QS5	17.8%	14.4%	18.2%	19.8%	12.0%	23.7%	18.1%	15.1%	17.8%	16.3%	20.6%
4	QS5	4.8%	3.3%	5.5%	5.0%	6.0%	5.6%	4.4%	5.0%	4.8%	5.2%	4.0%
Completely disagree	QS5	5.9%	2.2%	5.7%	7.4%	22.0%	3.4%	5.8%	6.7%	6.7%	5.8%	4.0%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely agree	QS5	50.8%	42.3%	53.6%	50.1%	40.5%	54.1%	38.5%	40.9%			
2	QS5	23.7%	27.0%	16.8%	23.8%	31.0%	21.6%	27.7%	28.3%			
3	QS5	15.2%	19.6%	15.6%	16.2%	18.7%	12.2%	23.1%	21.3%			
4	QS5	5.6%	4.3%	4.4%	5.1%	4.4%	2.7%	6.2%	6.3%			
Completely disagree	QS5	4.7%	6.8%	9.6%	4.8%	5.6%	9.5%	4.6%	3.1%			

Attitudes and Behaviour QS5: How much you agree or disagree with each of the statement (as it relates to you) It is more important to invest in companies that are making a profit than in companies that strive to minimise their negative impact on the environment (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS5	18.7%	13.3%	16.1%	25.4%	21.6%	19.3%	14.9%	25.1%	18.1%	19.7%	18.5%
2	QS5	13.6%	14.1%	12.1%	15.0%	9.8%	14.2%	14.2%	11.7%	14.8%	11.5%	14.2%
3	QS5	28.7%	27.7%	32.3%	26.2%	17.6%	31.8%	28.7%	27.7%	27.7%	28.8%	31.5%
4	QS5	15.8%	21.9%	17.1%	10.6%	9.8%	19.9%	16.5%	12.8%	15.7%	15.7%	16.1%
Completely disagree	QS5	23.2%	23.0%	22.3%	22.8%	41.2%	14.8%	25.6%	22.7%	23.7%	24.3%	19.7%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely agree	QS5	15.1%	21.1%	25.5%	20.7%	14.5%	21.3%	15.5%	17.5%			
2	QS5	9.9%	16.1%	8.1%	13.4%	15.5%	10.7%	16.3%	15.9%			
3	QS5	29.0%	28.6%	25.1%	28.5%	30.4%	26.7%	26.4%	33.3%			
4	QS5	17.8%	14.5%	13.0%	13.1%	18.1%	12.0%	22.5%	15.9%			
Completely disagree	QS5	28.3%	19.7%	28.3%	24.2%	21.5%	29.3%	19.4%	17.5%			

Attitudes and Behaviour QS5: How much you agree or disagree with each of the statement (as it relates to you) It is more important to invest in companies that are making a profit than in companies that strive to improve their social impact (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS5	16.8%	14.3%	14.1%	20.9%	24.0%	15.3%	14.8%	20.7%	15.6%	16.8%	19.9%
2	QS5	15.0%	16.2%	15.0%	14.5%	12.0%	14.7%	16.1%	13.0%	15.6%	14.4%	14.3%
3	QS5	29.9%	30.3%	29.5%	30.6%	20.0%	32.8%	28.8%	30.2%	29.7%	30.0%	30.3%
4	QS5	16.1%	19.9%	18.6%	11.7%	6.0%	21.5%	16.2%	14.1%	15.5%	16.8%	16.3%
Completely disagree	QS5	22.3%	19.3%	22.7%	22.3%	38.0%	15.8%	24.1%	22.0%	23.5%	22.1%	19.1%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely agree	QS5	12.1%	19.8%	22.4%	17.3%	13.8%	18.9%	15.5%	15.9%			
2	QS5	12.7%	16.5%	11.4%	12.0%	19.2%	14.9%	14.0%	15.9%			
3	QS5	29.4%	30.3%	25.2%	32.1%	28.7%	27.0%	34.9%	33.3%			
4	QS5	19.2%	14.0%	13.0%	15.3%	17.8%	12.2%	18.6%	17.5%			
Completely disagree	QS5	26.7%	19.3%	28.0%	23.2%	20.6%	27.0%	17.1%	17.5%			

**Attitudes and Behaviour QS5: How much you agree or disagree with each of the statement (as it relates to you) It is more important to invest in companies that are making a profit than in companies that strive to improve their risk management, ethics and accountability (% Respondents Who Replied “Yes”)**

Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Completely agree	QS5	16.1%	11.8%	13.3%	21.8%	23.5%	13.6%	14.1%	20.9%	16.2%	16.2%	15.8%
2	QS5	13.9%	16.1%	13.8%	12.2%	13.7%	11.9%	14.8%	13.2%	13.1%	15.0%	13.8%
3	QS5	30.0%	30.4%	31.1%	29.2%	21.6%	33.9%	29.3%	28.9%	29.8%	28.1%	34.4%
4	QS5	16.4%	18.0%	17.6%	15.5%	2.0%	23.2%	16.6%	13.9%	16.0%	16.0%	18.2%
Completely disagree	QS5	23.6%	23.7%	24.2%	21.2%	39.2%	17.5%	25.2%	23.1%	24.8%	24.8%	17.8%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Completely agree	QS5	14.2%	17.4%	20.2%	18.7%	14.3%	12.3%	14.0%	11.9%			
2	QS5	12.7%	14.7%	12.0%	14.6%	15.1%	15.1%	8.5%	15.1%			
3	QS5	27.9%	31.5%	25.6%	30.5%	29.5%	28.8%	34.9%	34.9%			
4	QS5	18.0%	15.4%	11.2%	13.8%	19.1%	9.6%	22.5%	21.4%			
Completely disagree	QS5	27.2%	21.0%	31.0%	22.3%	22.1%	34.2%	20.2%	16.7%			

## 8 Financial Knowledge

**Financial Knowledge QK1: Could you tell me how you would rate your overall knowledge about financial matters compared with other adults in Ireland? (% Respondents Who Replied “Yes”)**

Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
Very high	QK1	6.9%	9.9%	8.3%	3.0%	8.6%	5.1%	6.9%	7.8%	9.3%	5.0%	3.5%
Quite high	QK1	25.4%	32.6%	29.2%	17.5%	10.3%	19.8%	27.0%	24.8%	27.0%	22.6%	25.9%
About average	QK1	56.9%	49.4%	54.8%	65.1%	53.4%	55.9%	55.8%	59.5%	53.9%	60.7%	58.4%
Quite low	QK1	6.9%	6.4%	6.3%	7.9%	8.6%	13.6%	7.0%	4.2%	6.3%	6.8%	9.0%
Very low	QK1	3.9%	1.7%	1.4%	6.5%	19.0%	5.6%	3.4%	3.8%	3.5%	4.8%	3.1%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
Very high	QK1	4.5%	8.4%	8.6%	8.5%	5.1%	6.5%	4.5%	8.0%			
Quite high	QK1	21.5%	28.0%	20.6%	28.8%	27.7%	24.7%	19.4%	21.6%			
About average	QK1	60.0%	54.9%	56.4%	55.6%	59.5%	57.1%	56.0%	52.8%			
Quite low	QK1	9.0%	5.6%	8.2%	5.3%	5.3%	5.2%	11.2%	12.8%			
Very low	QK1	5.0%	3.1%	6.2%	1.8%	2.4%	6.5%	9.0%	4.8%			

Financial Knowledge QK3: Imagine that five brothers have to wait for one year to get their share of €1,000 and inflation stays at 9 percent. In one year's time will they be able to buy (% Respondents Who Replied "Yes")												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
More with their share of the money than they could today	QK3	13.2%	8.1%	10.6%	19.2%	18.4%	16.8%	14.9%	9.1%	13.4%	13.1%	12.8%
The same amount	QK3	7.1%	6.1%	7.4%	6.7%	12.2%	7.5%	7.5%	6.4%	6.1%	6.9%	10.3%
Less than they could buy today	QK3	63.0%	72.7%	65.5%	54.7%	49.0%	50.3%	62.7%	68.1%	64.3%	63.4%	58.3%
It depends on the types of things that they want to buy (Spontaneous)	QK3	16.7%	13.1%	16.4%	19.4%	20.4%	25.5%	14.8%	16.4%	16.2%	16.6%	18.6%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
More with their share of the money than they could today	QK3	13.4%	13.1%	13.4%	9.5%	14.2%	14.3%	16.8%	16.1%			
The same amount	QK3	10.1%	5.2%	9.1%	4.7%	7.6%	7.1%	8.0%	7.6%			
Less than they could buy today	QK3	55.2%	67.9%	59.7%	68.7%	64.4%	58.6%	51.2%	60.2%			
It depends on the types of things that they want to buy (Spontaneous)	QK3	21.3%	13.8%	17.7%	17.1%	13.8%	20.0%	24.0%	16.1%			
More with their share of the money than they could today	QK3	13.4%	13.1%	13.4%	9.5%	14.2%	14.3%	16.8%	16.1%			

Financial Knowledge QK6: How much would be in the account at the end of five years remembering there are no fees or tax deductions? Would it be: (% Respondents Who Replied “Yes”)												
Question	Ref	Total	Education				Age			Region		
		Yes (%)	Post-tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
More than	QK6	54.7%	62.6%	55.3%	50.1%	34.0%	60.8%	55.4%	51.6%	56.5%	53.3%	52.3%
Exactly	QK6	29.6%	24.4%	30.8%	31.5%	36.2%	23.4%	31.6%	27.9%	28.2%	31.2%	30.5%
Less than	QK6	3.3%	2.5%	3.7%	3.0%	8.5%	5.7%	2.8%	3.4%	3.0%	4.0%	2.9%
Impossible to tell from the information given	QK6	12.3%	10.5%	10.2%	15.4%	21.3%	10.1%	10.3%	17.1%	12.2%	11.5%	14.4%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
More than	QK6	43.3%	61.9%	46.6%	55.4%	58.6%	56.7%	46.3%	59.0%			
Exactly	QK6	36.9%	25.0%	35.6%	26.8%	29.0%	28.4%	33.3%	27.0%			
Less than	QK6	4.0%	2.9%	0.9%	3.6%	2.7%	3.0%	4.1%	9.0%			
Impossible to tell from the information given	QK6	15.7%	10.2%	16.9%	14.2%	9.8%	11.9%	16.3%	4.9%			
More than	QK6	43.3%	61.9%	46.6%	55.4%	58.6%	56.7%	46.3%	59.0%			

Financial Knowledge QK7: I would like to know whether you think the following statements are true or false (Respondents Who Replied “Yes”)												
Question	Ref	Total Yes (%)	Education				Age			Region		
			Post- tertiary	Tertiary	Secondary	Primary or none	19-29	30-59	60+	East and Midland	Southern	Western
An investment with a high return is likely to be high risk	QK7	92.7%	93.1%	93.4%	92.7%	85.5%	83.7%	93.7%	94.2%	91.3%	93.9%	94.5%
High inflation means that the cost of living is increasing rapidly	QK7	98.7%	97.3%	99.1%	99.2%	100.0%	99.4%	98.3%	99.2%	98.5%	99.0%	98.8%
It is usually possible to reduce the risk of investing in the stock market by buying a wide range of stocks and shares	QK7	77.3%	85.6%	81.6%	66.7%	69.8%	66.9%	78.1%	80.7%	78.4%	76.5%	75.9%
A digital financial contract requires signature of a paper contract in addition to the online process to be considered valid	QK7	48.6%	37.7%	44.6%	60.1%	59.1%	50.9%	43.3%	57.9%	46.6%	48.7%	54.2%
The personal data that I share publicly online may be used to target me with personalised commercial or financial offers	QK7	88.2%	90.1%	90.0%	86.8%	68.0%	89.7%	91.1%	82.3%	89.7%	89.7%	81.1%
Crypto-currencies have the same legal tender status as banknotes and coins	QK7	15.7%	9.5%	14.5%	20.5%	27.9%	23.5%	14.9%	13.0%	14.1%	15.8%	20.1%
Question	Ref	Gender		Household Composition								
		Female	Male	Lives alone	Couple no kids live alone	Couple with kids (any age)	Lone parent does not live with relative	No partner no kids with relative	Other including house sharing couples			
An investment with a high return is likely to be high risk	QK7	91.2%	93.7%	91.6%	91.6%	95.5%	94.7%	90.8%	88.0%			
High inflation means that the cost of living is increasing rapidly	QK7	98.5%	98.9%	99.6%	99.2%	98.8%	96.1%	99.2%	96.1%			
It is usually possible to reduce the risk of investing in the stock market by buying a wide range of stocks and shares	QK7	70.4%	81.6%	78.6%	79.3%	80.3%	72.7%	68.9%	68.3%			
A digital financial contract requires signature of a paper contract in addition to the online process to be considered valid	QK7	50.2%	47.5%	54.4%	46.8%	46.4%	48.4%	47.4%	53.4%			
The personal data that I share publicly online may be used to target me with personalised commercial or financial offers	QK7	90.0%	87.0%	85.4%	85.2%	90.3%	87.7%	90.8%	92.7%			
Crypto-currencies have the same legal tender status as banknotes and coins	QK7	19.3%	13.6%	20.7%	14.4%	11.4%	15.0%	18.3%	24.6%			



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