**STORY 1: SAY VS. DO GAP**

**Headline:** XX MILLION BRITS CONCERNED THE RISING COST OF LIVING WILL STOP THEM ACHIEVING 2022 FINANCIAL GOALS

**Key release stats:**

* 74% who aren’t confident about reaching financial goals this year think biggest barrier will be the rising cost of living
* Despite this, the number of people making financial plans this year is almost four times higher than last year (67% vs 17%)
* Two fifths (40%) of those who made financial goals last year saved £XXX more than they planned
* Top reasons people managed to save more last year were making a budget for the year (38%), setting up a clear savings goal (35%) and recording their outgoings and looking at where they could make savings (32%). Others made sure they paid off their debts first (27%), researched the savings product to get the best rates possible (26%) and set up a direct debit to pay into a savings account regularly (24%)
* 62% feel confident that they will achieve their financial plans in 2022 as they want to put more money into savings (35%), spend less money (32%), review their finances more frequently (19%) and increase their financial knowledge (11%)

**Comment:** Despite the current economic pressures, it is positive to see so many more people are making financial plans this year. It is positive to see more UK consumers be more in touch with their finances however for some it is likely drawn out of necessity. Our research shows that what helped people achieve their goals last year was having a clear budget, setting up clear goals, and keeping track of their finances. In the current inflationary environment and as the cost of living continues to rise, a big concern for consumers, saving may not be a priority or possible for everyone right now, but engaging with your finances is always a positive step to take.

Source: Research conduct by Opinium between the 14/01/2021 & 18/01/2021 to a sample of 2002 UK adults.

**STORY 2: Greener financial choices**

**Headline:** OVER HALF OF UK ADULTS (52%) SAY GREENER FINANCIAL CHOICES ARE IMPORTANT TO THEM BUT XX MILLION (75%) HAVEN’T MADE ANY IN THE PAST YEAR

**Key release stats:**

* Even though over have of half of UK adults say it’s important to make greener financial choices (52%), 76% say they haven’t tried to make their finances greener in over the past year (vs. 14% that have tried)
* Over two fifths (42%) say greener financial choices are important to them, only a tenth (10%) say it is the most important factor when choosing a financial product or service, as over a quarter (28%) said it’s not important to them.
* A reason for this might be the ease, as when it comes to making “greener” financial choices, only 22% say it’s “easy” to do so, whilst over a third (35%) say it’s not.
* From those who tried to make greener choices:
  + Nearly half (48%) do so by ensuring their energy tariff and provider is green
  + 41% invest in green products
  + 31% research what their banks invest in to make sure they’re ethical
  + 28% ensure money in pension pot is invested ethically
  + 27% put money in green savings accounts
  + 14% choose a green current account

**Comment:** Green finance needs to be made simpler and more accessible. Banks need to educate their customers and make it easier for them to make greener financial decisions, that have a positive impact on the planet. Especially in the current environment when green finance isn’t at the top of people’s agenda.

Source: Research conduct by Opinium between the 14/01/2021 & 18/01/2021 to a sample of 2002 UK adults.