

YouGov / money.co.uk Survey Results

Sample Size: 2128

Fieldwork: 9th to 12th April 2010

Unweighted Base
All GB Adults who might be putting money in a cash ISA this year

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
1294	565	729	147	186	204	187	570	853	441	314	178	129	207	300	55	111
1251	581	670	190	208	205	172	476	739	512	290	208	120	185	292	51	104

Thinking about any plans you may have to put money in a cash ISA using your 2010 tax free allowance...

Which, if any, of the following considerations are important to you? (Please tick all that apply)

Finding the best interest rate available at the time	66%	64%	67%	55%	63%	56%	69%	75%	72%	57%	68%	64%	57%	63%	70%	72%	69%
Having access to my money whenever I need it (i.e. the ability to withdraw it whenever I like)	59%	55%	63%	49%	55%	56%	63%	65%	62%	56%	67%	60%	54%	48%	61%	62%	55%
Selecting a provider that I trust	52%	53%	51%	43%	48%	45%	57%	59%	55%	48%	53%	51%	56%	45%	54%	62%	51%
The ability to transfer my money into a different ISA should I want to	43%	46%	40%	34%	31%	34%	41%	56%	45%	40%	46%	43%	37%	36%	47%	41%	43%
The ability to view and manage my ISA online	40%	40%	40%	46%	46%	39%	39%	36%	43%	36%	43%	37%	43%	39%	42%	34%	35%
Making sure there are no hidden costs associated with the ISA I choose	49%	48%	49%	50%	43%	43%	46%	54%	50%	47%	51%	43%	43%	47%	53%	48%	51%
Other	1%	1%	1%	1%	1%	0%	3%	1%	1%	1%	2%	-	-	1%	2%	-	2%
Don't know	9%	10%	8%	15%	10%	10%	8%	5%	6%	13%	7%	9%	14%	8%	8%	5%	10%

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	
Unweighted Base All GB Adults who might be putting money in a cash ISA this year	1294	565	729	147	186	204	187	570	853	441	314	178	129	207	300	55	111
	1251	581	670	190	208	205	172	476	739	512	290	208	120	185	292	51	104

Thinking about any cash ISAs you have put money into using previous years' tax free allowance (i.e. 2009 and before)...

Which, if any, of the following statements apply to you? (Please tick all that apply)

I keep a careful eye on my ISAs to make sure they continue to pay good rates of interest	20%	23%	17%	13%	12%	16%	16%	28%	23%	14%	21%	22%	20%	13%	20%	24%	20%
I do not know for sure what rates of interest my ISAs are paying now	26%	26%	27%	30%	24%	30%	26%	25%	26%	28%	28%	26%	29%	27%	25%	26%	23%
I have transferred my money into new ISAs to take advantage of better interest rates	17%	16%	18%	12%	17%	12%	12%	22%	18%	16%	16%	17%	14%	13%	22%	16%	16%
I do not know how to go about transferring my money to new ISAs if I should want to	10%	9%	10%	15%	7%	9%	7%	10%	9%	10%	10%	8%	8%	13%	9%	13%	7%
I do not want to transfer my money to a new ISA as I would rather use this year's annual tax free allowance to start an additional ISA	8%	7%	8%	6%	9%	5%	9%	9%	10%	5%	6%	6%	8%	11%	9%	8%	8%
My provider has been effective at keeping me informed as to changes in interest rates	15%	12%	18%	14%	15%	8%	20%	16%	17%	13%	14%	17%	11%	16%	16%	9%	16%
My provider has NOT been effective at keeping me informed as to changes in interest rates	23%	25%	22%	21%	17%	20%	18%	30%	25%	21%	24%	20%	17%	20%	28%	30%	23%
My provider has been effective at keeping me informed about new ISAs paying better rates of interest	8%	9%	8%	6%	5%	6%	10%	10%	9%	7%	7%	9%	8%	6%	8%	14%	10%
My provider has NOT been effective at keeping me informed about new ISAs paying better rates of interest	26%	26%	26%	23%	20%	25%	22%	31%	30%	20%	28%	27%	19%	22%	29%	32%	24%
None of these	13%	14%	11%	11%	15%	16%	15%	10%	11%	16%	13%	10%	13%	15%	12%	13%	15%
Don't know	13%	12%	14%	21%	16%	15%	13%	9%	11%	16%	13%	16%	17%	14%	11%	8%	10%

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	Total	Working Status					
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other
Unweighted Base	1294	633	174	61	312	30	84
All GB Adults who might be putting money in a cash ISA this year	1251	646	152	69	264	32	88

Thinking about any plans you may have to put money in a cash ISA using your 2010 tax free allowance...

Which, if any, of the following considerations are important to you? (Please tick all that apply)

Finding the best interest rate available at the time	66%	65%	66%	69%	74%	45%	57%
Having access to my money whenever I need it (i.e. the ability to withdraw it whenever I like)	59%	58%	56%	51%	64%	60%	66%
Selecting a provider that I trust	52%	51%	54%	43%	58%	38%	53%
The ability to transfer my money into a different ISA should I want to	43%	41%	45%	33%	53%	29%	39%
The ability to view and manage my ISA online	40%	44%	40%	35%	34%	26%	36%
Making sure there are no hidden costs associated with the ISA I choose	49%	46%	51%	51%	52%	47%	49%
Other	1%	1%	1%	4%	1%	-	2%
Don't know	9%	10%	12%	8%	4%	8%	9%

Total	Working Status						
	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	
Unweighted Base All GB Adults who might be putting money in a cash ISA this year	1294	633	174	61	312	30	84
	1251	646	152	69	264	32	88

Thinking about any cash ISAs you have put money into using previous years' tax free allowance (i.e. 2009 and before)...

Which, if any, of the following statements apply to you? (Please tick all that apply)

I keep a careful eye on my ISAs to make sure they continue to pay good rates of interest	20%	16%	19%	11%	34%	10%	13%
I do not know for sure what rates of interest my ISAs are paying now	26%	27%	30%	28%	23%	19%	25%
I have transferred my money into new ISAs to take advantage of better interest rates	17%	14%	21%	9%	24%	16%	17%
I do not know how to go about transferring my money to new ISAs if I should want to	10%	8%	12%	20%	10%	11%	10%
I do not want to transfer my money to a new ISA as I would rather use this year's annual tax free allowance to start an additional ISA	8%	7%	8%	9%	11%	8%	4%
My provider has been effective at keeping me informed as to changes in interest rates	15%	14%	20%	10%	18%	16%	6%
My provider has NOT been effective at keeping me informed as to changes in interest rates	23%	23%	20%	21%	27%	23%	21%
My provider has been effective at keeping me informed about new ISAs paying better rates of interest	8%	8%	7%	6%	12%	3%	5%
My provider has NOT been effective at keeping me informed about new ISAs paying better rates of interest	26%	25%	19%	39%	32%	12%	27%
None of these	13%	15%	11%	12%	8%	16%	19%
Don't know	13%	13%	14%	18%	10%	13%	15%