

———— AT A GLANCE: ————

GETTING TO KNOW **YOUR**
ISA AUDIENCE BETTER





MEN SAVE MORE MONEY THAN WOMEN

A TYPICAL ISA CUSTOMER

14% MORE LIKELY TO BE A **MALE**

61% MORE LIKELY TO BELONG TO **45+ AGE BRACKET**

SAVES **12% OF HIS INCOME AS RETIREMENT-SAVINGS**
AND **PREFERS** TO TAKE **LOW RISK FINANCIAL INVESTMENTS**

EMPLOYMENT STATUS

80% **MORE LIKELY TO BE RETIRED**

60% OF ISA USERS ARE **MORE LIKELY TO BE SELF-EMPLOYED**
THAN AN AVERAGE CUSTOMER

HHI INCOME

49% MORE LIKELY TO HAVE A **HOUSEHOLD INCOME**
BETWEEN £50K- £70K

BROWSING INTERESTS AND PATTERNS

83% USE **PC** WHILE SURFING **ONLINE FOR ISA**

120% MORE LIKELY TO BE **MARRIED WITH CHILDREN**

RESEARCH ABOUT ISAs MAINLY DURING WEEKDAYS,
WITH TRAFFIC **PEAKING ON MONDAYS**, DURING OFFICE HOURS
BETWEEN 9AM - 2PM

BROWSE CONTENT RELATED TO FINANCE. MORE LIKELY TO
PURCHASE AN ISA AFTER VIEWING PRICE
COMPARISON SITES

¹ SOURCE: [HTTPS://EN.WIKIPEDIA.ORG/WIKI/INDIVIDUAL_SAVINGS_ACCOUNT](https://en.wikipedia.org/wiki/Individual_savings_account)



TYPES OF ISAs

LOWER INCOME GROUPS PREFER CASH ISAS

CASH ISA

A **CASH ONLY SAVINGS ACCOUNT** BASED ON EITHER A **FIXED OR VARIABLE DEPOSIT RATE**²

KEY HIGHLIGHTS

- **52% OF 50 YEARS OLDS** OPT FOR **CASH ISAS**
- **ALMOST 80%** OF THE **ISA ACCOUNTS** ARE **CASH ISAs**
- **LOWER INCOME GROUPS INVEST HEAVILY IN CASH ISAS** WITH **£10,000 - 20,000** BEING THE **MOST POPULAR INCOME SEGMENT**
- THE PROPORTION OF **ADULTS HOLDING ISAS** IS **HIGHEST IN THE SOUTH WEST (52%)** AND **LOWEST IN LONDON (39%)**.

PROPORTIONS OF POPULATION WITH ISAs AND AVERAGE HOLDING BY ENGLISH REGION 2012-13



TIP: TARGET YOUNGER AGE GROUPS WHO ARE FIRST TIME INVESTORS WITH INCOME SEGMENTS RANGING BETWEEN LOW AND MID INCOME

² SOURCE: [HTTPS://EN.WIKIPEDIA.ORG/WIKI/INDIVIDUAL_SAVINGS_ACCOUNT](https://en.wikipedia.org/wiki/Individual_savings_account)



TYPES OF ISAs

HIGHER INCOME GROUPS PREFER STOCKS AND SHARES ISA

STOCKS AND SHARES ISA

ALSO KNOWN AS **INVESTMENT ISA**, WHERE YOU CAN INVEST IN A WIDE RANGE OF ASSETS³

- CASH
- FUNDS
- SHARES
- INVESTMENT TRUSTS
- ETFC AND ETCS
- GIFTS AND BONDS

KEY HIGHLIGHTS

- **MEN** ARE MORE LIKELY TO PURCHASE **STOCKS AND SHARES ISA**. ONLY **25%** OF WOMEN SAID THEY WOULD INVEST IN UK STOCKS AND SHARES.
- PEOPLE WITH **HIGHER INCOME (> £50K)** PREFER TO INVEST IN **STOCKS AND SHARES ISA**
- EVEN THOUGH THE STOCK & SHARE ISA **ACCOUNT ONLY FOR 20% OF THE TOTAL ISA ACCOUNTS**, THE **MARKET VALUE OF STOCK & SHARE ISA IS SAME AS THAT OF CASH ISA**, INDICATING **STRONG RETURNS ON S&S ISAS**

ISA FUND MARKET VALUES



TIP: TARGET MALES, HIGHER INCOME SEGMENTS, AND HIGHER AGE GROUPS FOR STOCK & SHARE ISA

³ SOURCE: CASH SAVINGS MARKET STUDY REPORT (2015) BY FINANCIAL CONDUCT AUTHORITY

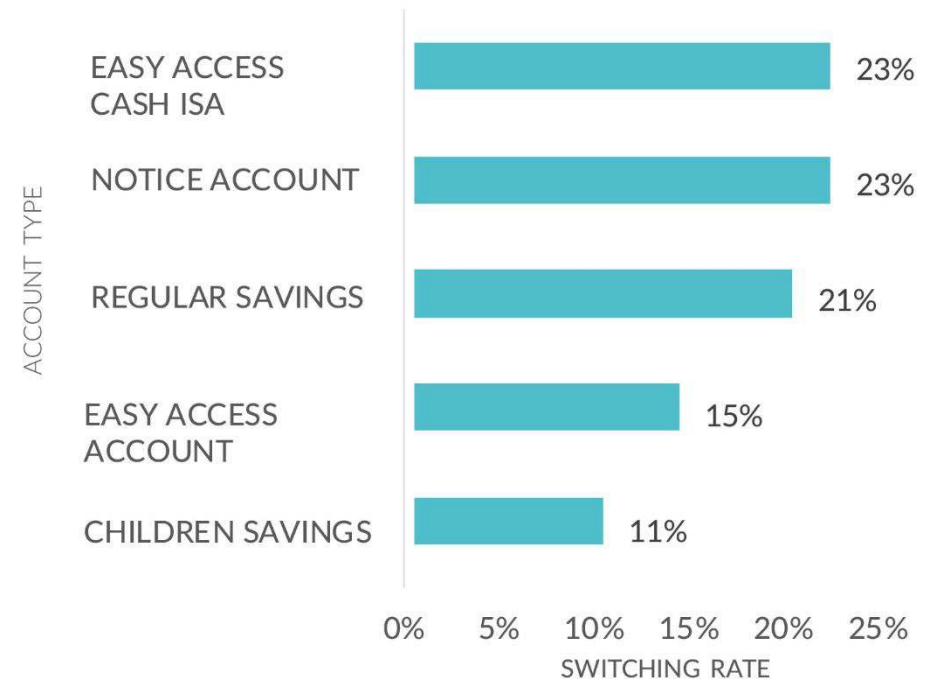


TYPES OF CASH ISAs

EASY ACCESS CASH ISAs

- HAVE A **VARIABLE RATE OF INTEREST** AND AN **UNLIMITED TERM**
- CONSUMERS CAN **WITHDRAW MONEY** FROM THEM **WITH FEW OR NO RESTRICTIONS**
- IS THE **MOST POPULAR FORM OF ISA** WITH **20 MILLION ACCOUNTS** WITH MORE THAN **£108BN HELD**
- **HIGHEST SWITCHING** SEEN IN **EASY ACCESS CASH ISA** — **3% OF EASY ACCESS CASH ISA ARE SWITCHED AT LEAST ONCE**
- **BANKING CONVENIENCE** IS AN IMPORTANT FACTOR IN EASY ACCESS CASH ISA AS **COMPARED TO FIXED TERM PRODUCTS**, AS USUALLY **NO ADDITIONAL DEPOSITS/WITHDRAWALS** CAN BE MADE **UNTIL THE PRODUCT MATURES**.

SHARE OF ACTIVE SAVINGS ACCOUNTS WHICH HAVE BEEN SWITCHED AT LEAST ONCE ⁴



⁴ SOURCE: CASH SAVINGS MARKET STUDY REPORT (2015) BY FINANCIAL CONDUCT AUTHORITY



TYPES OF CASH ISAs

TOP REASONS TO SWITCH

- | | | | |
|-----------------|-------------------------------|--------------------------------------|-------------------------------------|
| 1. BETTER RATES | 2. SWITCHING CURRENT ACCOUNTS | 3. BETTER SERVICES ACCESSIBLE ONLINE | 4. DISSATISFIED BY CURRENT PROVIDER |
|-----------------|-------------------------------|--------------------------------------|-------------------------------------|

FIXED TERM CASH ISAs

- HAVE A **FIXED INTEREST RATE FOR A SPECIFIED TERM** (GENERALLY 1-5 YEARS)
- **CONSUMERS** ARE USUALLY **CHARGED FOR MAKING PREMATURE WITHDRAWALS**
- THERE ARE **MORE THAN 6 MILLION** OF THESE ACCOUNTS **WITH MORE THAN £77BN HELD**
- **CONSUMERS WITH LOW INCOME** SHOW **GREATER INTEREST IN FIXED INTEREST CASH ISAs**
- THE **OLDER AGE GROUP** OPT FOR **FIXED TERM PRODUCTS** WHILE **EASY ACCESS ACCOUNTS** ARE **POPULAR AMONG ALL AGE GROUPS**
- **39% OF FIXED TERM CASH ISAs** ARE **HELD WITH THE MAIN BANKING PROVIDER**
54% OF EASY ACCESS CASH ISAs ARE **HELD WITH THE MAIN BANKING PROVIDER.***

* NOTE: THIS INDICATES THAT BETTER INTEREST RATES ARE MORE IMPORTANT THAN BANKING CONVENIENCE WHEN IT COMES TO FIXED TERM CASH ISAs

- **41% OF USERS CHECKED PRICE COMPARISON WEBSITES FOR FIXED TERM**, WHILE **25% OF USERS CHECKED PRICE COMPARISON WEBSITES FOR CASH ISAs**

TIPS:

1. USE MESSAGING AROUND COMPETITIVE INTEREST RATE TO TARGET AUDIENCES FOR FIXED TERM CASH ISAs

2. USE HIGH FREQUENCY TARGETING FOR USERS WHO HAVE VISITED PRICE COMPARISON SITES

HELP-TO-BUY ISA

- **A SPECIAL KIND OF EASY ACCESS CASH ISA**

- FIRST OFFERED IN 2013, FOR UK NATIONALS WHO DON'T OWN ANY RESIDENTIAL PROPERTY.

- **FROM 2016 ONWARDS, GOVERNMENT WILL PAY THE ISA CONTRIBUTOR 25% OF HIS/HER INVESTMENT (MAX £3000) TOWARDS THE MORTGAGE FOR THEIR FIRST HOME LOAN**

- **75% OF HELP-TO-BUY ISA USERS ARE 30 YEARS OR LESS IN AGE**





OUR METHODOLOGY

WE LOOKED AT **AUDIENCE ATTRIBUTES**, AND **BROWSING PATTERNS** OF **USERS WHO SEARCHED FOR ISA RELATED CONTENT ON WEBSITES**. WE USED **AIQ CUSTOM AUDIENCE**, AND **DATA PARTNER: VISUAL DNA** FOR **AUDIENCE DATA**, WHERE WE LOOKED AT **DEMOGRAPHICS**, AND **OTHER INTERESTS**.

THE **ULTIMATE AIM OF THE ANALYSIS** WAS TO **HIGHLIGHT THE TRENDS THAT HAVE GOVERNED THE INDIVIDUAL SAVINGS ACCOUNT IN THE UK IN THE RECENT PAST**, BY **HIGHLIGHTING THE DIFFERENCES BETWEEN THE TWO ISA CATEGORIES - CASH ISA AND STOCKS AND SHARES ISA**, THROUGH A **COMBINATION OF AUDIENCE, AND TIME ANALYSIS**.

