



November 2017

Savings & Retirement Planning - Ireland

“With precautionary saving being the leading motivation behind both NI and RoI consumers' saving activity, it is evident that Irish consumers are conscious of the need to prepare for the future. Despite this, there is a clear deficit between awareness of the need to prepare and actual preparation when it ...

October 2017

Current Accounts & Brand Loyalty - Ireland

“Despite the centrality of a current account to a consumer's financial life, it is not a product that provokes strong feelings or opinions. Rather, there is a distinct sense of apathy and inertia. Consumers don't feel any particular bond or connection with their provider, nor would they be ...