

Financial Lifestages and Financial Priorities - UK - 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer spending and savings habits.
- Consumers' top lifestyle priorities.
- Lifestyle changes people have experienced in the last year and their expectations for the next two years.
- Financial priorities in the near- and longer-term future.
- Factors consumers consider most important to financial happiness.
- Consumer attitudes towards financial planning.



“While the impacts of COVID-19 have been seismic, most households have been able to stay afloat and many have been able to build up their savings. There are significant opportunities for financial services providers to engage with consumers about how they can manage and grow their savings to meet longer-term financial goals.”

– **Jack Duckett, Category Director – Consumer Lifestyles Research**

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