



## **Some 19 million consumers put managing debt as top personal financial issue**

Research conducted by GfK NOP for JGFR in March found that 41% of adults put managing debt as their top financial issue. The proportion is little changed on a similar study in 2005 when 43% put managing debt as their priority.

However with further interest rate rises since the survey was commissioned managing debt is likely to become a bigger issue for more people.

The proportion of people across demographic, socio-economic segments and Standard Regions who felt managing debt to be their financial priority fell in most cases.

Perhaps surprisingly it is not the young who are most concerned about debt but among the middle aged. Highest agreement is among 40-49 year olds (50%). Regionally more people in the North put managing debt highest (49%).

For Charts of Managing Debt sign in to the Members Page.

To enquire more about our research into personal debt – we recently produced Mintel's Consumer Attitudes to Debt – please contact us at [info@jgfr.co.uk](mailto:info@jgfr.co.uk) or ring 0208 944 7510