



Summer Financial Activity Bulletin 2010

What a year it has been in financial markets; a lack of conviction; little agreement on policy needed - austerity v growth; structural and cyclical deficits; the new normal or double dip?, a new coalition government; the end of the FSA, an emergency Budget, a pension crisis, a European sovereign debt crisis.....

This summer's 33rd Financial Activity Bulletin unveils consumer attitudes to the economy and to financial services, giving answers to the following:

- What is the financial mood of UK consumers? How is their financial wellbeing and optimism?
- Which market and consumer segments are set to be the most active in the coming months?
- How big are the markets for savings, investment and borrowing products? What about regional differences in demand?
- When was the last time the Bulletin reported on a market shift in housing market sentiment? What is the current attitude towards property purchase?
- Who is the leading main financial services provider? Are changes afoot in a market dominated by the major bank brands?
- Are consumers giving up on pensions? What is the demand for life & pension products?
- High Earners – a separate breed to be marketed to differently?

To be at the leading edge of retail financial services market and competitor intelligence order your copy of the Summer Financial Activity Bulletin and claim a 20% introductory discount.

Details John Gilbert: 0208 944 7510 / 07740 027968 or email j.gilbert@jgfr.co.uk

Coming soon: ***Banking and Consumers; What consumers feel about their main financial services providers – how big a threat are the new high street entrants?***