

Summer 2008 UK Financial Activity Bulletin:

Learn about the changing financial attitudes of the UK consumer

Just what impact has the credit crunch and surging inflation had on the consumer?

- See how the demand for savings and protection products is growing
- Understand how households are managing their finances
- View the differences in regional demand for savings, investment and borrowing
- Which financial products are most in favour?
- Which consumer segments are most active?
- Is the housing slump going to continue?
- Which main financial services providers are best placed in the coming months – what market presence will an Abbey/Alliance & Leicester merger have as an MFSP?

The 25th quarterly UK Financial Activity Survey, undertaken by GfK NOP among 2,000 adults aged 16+ for JGFR and covering 18 savings, investment and borrowing categories will provide the answers.

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