

Bank of Ireland

Investment Research*

February 2023

57%
are saving for something other than day-to-day expenses



49%
Holiday/travel

46%
Rainy day fund

27%
Home renovations

22%
New car

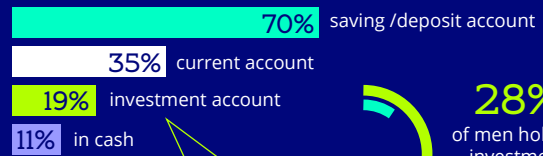
21%
Children's education

17%
Deposit for a mortgage

11%
Investments

9%
Wedding/celebration

Where do they keep their savings?

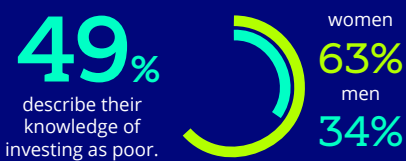


28%
of men hold an investment account versus

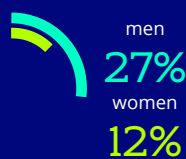
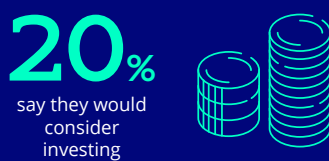
10%
of women

From all the above options for your money, only investing gives you the potential to grow your money over time.

Men claim better knowledge levels about investing:



Men more likely to consider investing than women:



Main barriers to investing:

67% Afraid of losing some or all of my money

36% Afraid of my money being tied up for a long time

34% Don't feel I have enough money to really invest

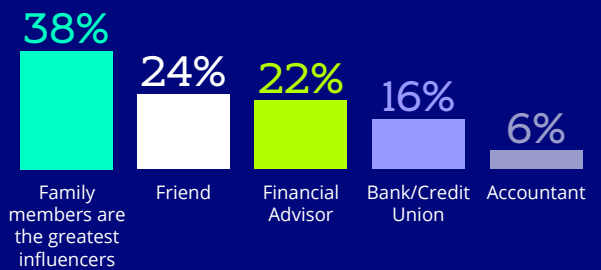
31% Don't know enough about investments/lack of knowledge

Who do people get advice from about investing:



37% have never spoken to anyone about investing.

Of the **63%** who have:



Bernard Walsh,
Head of Pensions & Investments

“ What's key for savers, and for Bank of Ireland, is to find the right balance so that our customers can potentially earn the return on investment they desire, but also remain in a position to stay comfortable in order to deal with all life throws at them along the way. This is where good advice really plays its part in helping people make an informed choice about what's right for them, and why it is so important to talk with a qualified financial advisor. ”

If you'd like to speak to a Wealth advisor about your investing options, go to

bankofireland.com/exploreinvesting

*Bank of Ireland conducted this nationally representative Invested survey amongst 1,000 adults (18-65yrs) in Ireland as part of nationwide research across consumers with Behaviour & Attitudes between February 7 - 14 2023.



Bank of Ireland

Bank of Ireland is regulated by the Central Bank of Ireland.