**UK Savings Week – Appendix**

**Opinium Research**















**About the Research**

This research was conducted by Opinium, on behalf of the Building Societies Association. They surveyed 2,000 UK adults aged 18+ online between 6-9 August. The results have been weighted to be nationally representative.

**About UK Savings Week - 9-15 September 2024**

UK Savings Week is a Building Societies Association led campaign with a clear social purpose of getting people engaged in saving, whether that is people who don’t have any savings to fall back on in an emergency, or people who have some savings but which could be working harder for them.

It’s a sad fact that 14 million people in the UK have less than £100 in savings. There is also more than £250 billion in accounts that that do not pay any interest. UK Savings Week has two key ambitions:

1. To create 2 million new regular savers by 2030
2. To move £50 billion from 0% accounts by 2030