



AIB Bank Survey shows New Government Savings Scheme will change Irish saving habits

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A new survey commissioned by AIB shows that 72% of Irish adults are likely to avail of the new Government Savings Scheme, with the Government bonus of 25% seen as the main attraction. Almost 70% will be new savings rather than a redirection of existing savings into the Special Savings Incentive Accounts (SSIA's).

The survey was conducted among a sample of the Irish adult population by MORI/MRC on behalf of AIB.

The Special Savings Incentive Account (SSIA) was launched in the Finance Bill 2001 and is aimed at encouraging people to save rather than spend. Under the Scheme an individual can save from a minimum of £10 up to a maximum of £200 per month. For every £4 a saver puts into their SSIA account, the Government will put in an extra £1. To get the maximum benefit under the Scheme a saver must save and leave the funds in their account for five years.

Details of the survey are attached with the key findings summarised below:

- Almost half of the adult population do not currently save on a regular basis.
- Over 50% of those who said they would join the Government Savings Scheme are not currently regular savers.
- Over half of those surveyed say they are likely to save the extra income arising from the recent Budget
- Almost 70% will be new savings rather than a redirection of existing savings into SSIA's
- The average amount people are likely to save is £90 per month.

AIB was the first bank to launch a range of SSIA savings and investment options to meet the needs of all savers wishing to benefit from the Government Savings Scheme. With AIB, savers have a choice of three options which will allow them to participate in the scheme for as little as £10 per month. They are:-

- Variable Rate Deposit SSIA
- Fixed Rate Deposit SSIA
- PIP SSIA

A notable feature of AIB's SSIA options is that the Bank pays the 25% Government bonus into the account at the same time as the monthly amount saved, rather than waiting for the payment from the State.

ENDS

Attached: AIB Bank Savings Habits Survey Findings 2001

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