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Over half investors choose financial stability above investment returns

Standard Life offers consumers protection*

Just over half of consumers (51%) rate the financial stability of the provider as the most important factor when investing their money, according to Standard Life's most recent quarterly survey of more than 1,000 adults#.

It ranks ahead of low risk investment options (23%), a brand name they know and trust (10%), a wide range of investment options (6%) and past investment performance (4%), "It probably comes as no surprise that consumers are most concerned about choosing a secure provider rather than a combination of all the other factors," said Brendan Barr, head of marketing, Standard Life.

When asked "Which of the following is the single most important factor to you when choosing a savings or investment provider?" The answers were:

The financial stability and security of the provider	51%
A low risk investment option	23%
A brand name I know and trust	10%
A wide range of investment options	6%
Past investment performance	4%
Other	1%
Don't know	4%

People are asking more questions because of the recent financial sector problems such as: "What happens my money on deposit if my bank gets into trouble?"

"There is some form of government guarantee to cover many consumer bank deposits," said Barr. "But what about your pension? Many people's pension plan is more valuable than their bank deposit, so it's surprising there isn't a greater focus on it," he said.

What kind of protection* does Standard Life offer consumers?

As Standard Life in Ireland operates as a branch of its UK parent company, policies taken out since 1 December 2001 are covered by the UK’s Financial Services Compensation Scheme (FSCS) which covers 90% of the claim, without any upper limit in the event that Standard Life is in default. (The FSCS** covers business conducted by firms authorised by the Financial Services Authority (FSA)).

Which of the following (operating in Ireland) currently offer policies covered by the UK FSCS?

Company	Covered?
Standard Life	Yes
Caledonian Life	Yes
Irish Life	No
Aviva	No
Zurich	No
Canada Life	No
Friends First	No
New Ireland	No

Source: Central Bank of Ireland register of Life Assurance undertakings regulated by the Central Bank of Ireland and FSA register

Ends

Notes for Editors

#These results are based on an independent online survey conducted by Research Plus Ltd on behalf of Standard Life Ireland. 1015 adults aged 18+, in The Republic of Ireland, were surveyed between 20th December 2010 – 3rd January 2011.

**For more information visit the FSCS website, www.fscs.org.uk

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