

## SCM Direct, Investing in wake of pandemic – 8 June 2020

*Savanta ComRes interviewed 2,069 UK adults aged 18+ online between 5 and 7 June 2020. Data were weighted to be representative of the population by demographic qualities including age, gender, region and social grade. Savanta ComRes is a member of the British Polling Council and abides by its rules. Full tables at [www.comresglobal.com](http://www.comresglobal.com).*

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## SCM Direct Investments Poll

### QCMIPQ1. Which of the following products do you currently own?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	2069	980	1089	296	419	340	360	346	308	715	700	654
Total	2069	1010	1059	230	358	331	366	306	478	588	697	784
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Workplace pension	865	434	431	39	105	142	198	169	212	144	340	381
	42%	43%	41%	17%	29%	43%	54%	55%	44%	24%	49%	49%
					a	abg	abcfg	abcfg	abg	a	abg	abg
Cash ISA	714	365	349	52	109	95	120	113	226	161	215	338
	35%	36%	33%	23%	30%	29%	33%	37%	47%	27%	31%	43%
					a		a	acg	abcdegh		a	abcdgh
Personal pension	495	296	199	21	59	74	98	81	162	80	172	243
	24%	29%	19%	9%	16%	22%	27%	26%	34%	14%	25%	31%
		b			a	abg	abg	abg	abcdegh	a	abg	abcgh
Investment ISA (sometimes called a Stocks and Shares ISA)	318	200	118	28	56	42	65	36	92	83	106	128
	15%	20%	11%	12%	16%	13%	18%	12%	19%	14%	15%	16%
		b					ae		aceg			
Self-Invested Personal Pension (SIPP)	174	111	63	18	34	31	26	19	46	52	57	65
	8%	11%	6%	8%	10%	9%	7%	6%	10%	9%	8%	8%
		b										
Help to buy ISA	167	84	83	56	68	35	6	2	-	124	40	2
	8%	8%	8%	24%	19%	10%	2%	1%	-	21%	6%	*
				cdefhi	cdefhi	defhi	fi			cdefhi	defi	
Lifetime ISA	138	69	69	28	47	40	14	5	5	74	54	10
	7%	7%	7%	12%	13%	12%	4%	2%	1%	13%	8%	1%
				defhi	defhi	defhi	fi			defhi	defi	
Innovative finance ISA	82	54	28	10	30	19	9	1	13	40	28	14
	4%	5%	3%	5%	8%	6%	2%	*	3%	7%	4%	2%
		b		ei	adephi	dei	e		e	defhi	ei	
None of these	472	181	290	81	71	82	76	71	91	152	158	162
	23%	18%	27%	35%	20%	25%	21%	23%	19%	26%	23%	21%
			a	bcdefghi						bfi		

## SCM Direct Investments Poll

### QCMIPQ1. Which of the following products do you currently own?

BASE: All respondents

	Regions													Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b
Unweighted Total	2069	39	166	217	101	194	93	214	156	195	286	130	278	1771	1134	935
Total	2069	62	175	231	84	169	100	179	146	179	281	193	271	1732	1146	923
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Workplace pension	865	31	85	96	50	76	31	72	59	67	123	74	100	717	498	367
	42%	50%	49%	42%	59%	45%	31%	40%	40%	38%	44%	38%	37%	41%	43%	40%
			fil		cefghijklm	f					f					
Cash ISA	714	25	57	75	33	58	29	61	54	65	89	77	91	602	395	320
	35%	41%	33%	33%	39%	35%	29%	34%	37%	36%	32%	40%	33%	35%	34%	35%
Personal pension	495	12	40	49	21	41	35	40	37	44	73	47	57	409	269	226
	24%	19%	23%	21%	24%	24%	35%	23%	26%	25%	26%	24%	21%	24%	23%	25%
							bcglm									
Investment ISA (sometimes called a Stocks and Shares ISA)	318	12	39	28	10	19	23	29	25	20	46	14	50	242	193	124
	15%	20%	23%	12%	12%	12%	23%	16%	17%	11%	16%	8%	18%	14%	17%	13%
		k	cdeikm				cdeikm	k	k		k		eik	k	b	
Self-Invested Personal Pension (SIPP)	174	-	18	13	12	17	7	9	20	14	30	4	31	150	91	83
	8%	-	10%	5%	15%	10%	7%	5%	13%	8%	11%	2%	11%	9%	8%	9%
			ak		acgkm	ak			acgk	k	acgk		acgk	k		
Help to buy ISA	167	7	6	14	4	11	22	20	7	7	26	15	28	132	127	40
	8%	11%	3%	6%	5%	6%	22%	11%	4%	4%	9%	8%	10%	8%	11%	4%
		b					bcdghijklm	bhi			bi		bhi	b	b	
Lifetime ISA	138	6	13	16	3	7	3	6	9	4	26	13	32	116	101	37
	7%	10%	8%	7%	4%	4%	3%	3%	6%	2%	9%	7%	12%	7%	9%	4%
		i	i	i							egi		defghim	i	b	
Innovative finance ISA	82	3	6	13	2	4	2	4	4	4	16	6	17	71	58	24
	4%	4%	4%	6%	2%	2%	2%	2%	3%	2%	6%	3%	6%	4%	5%	3%
											g		egi	b		
None of these	472	18	40	64	12	39	14	36	34	43	60	45	66	399	222	250
	23%	29%	23%	28%	15%	23%	14%	20%	23%	24%	21%	23%	24%	23%	19%	27%
		df		df									df		a	

## SCM Direct Investments Poll

### QCMIPQ1. Which of the following products do you currently own?

BASE: All respondents

	Products owned										Products not owned		
	Total	Cash ISA	Help to buy ISA	Innovative finance ISA	Lifetime ISA	Investment ISA	Personal pension	Workplace pension	SIPP	None of these	Investment ISA	SIPP	Both SIPP and Investment ISA
	a	b	c	d	e	f	g	h	i	a	b	c	
Significance Level: 95%													
Unweighted Total	2069	659	192	87	156	281	483	819	162	508	1788	1907	1679
Total	2069	714	167	82	138	318	495	865	174	472	1751	1895	1641
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Workplace pension	865	350	41	23	48	176	261	865	82	-	689	783	643
	42%	49%	25%	28%	34%	55%	53%	100%	47%	-	39%	41%	39%
		bcdi	i	i	bi	bcdi	bcdi	abcdefhi	bcdi				
Cash ISA	714	714	53	25	48	148	208	350	64	-	567	651	532
	35%	100%	32%	31%	35%	46%	42%	41%	37%	-	32%	34%	32%
		bcdefghi	i	i	i	bcdhi	bci	bi	i				
Personal pension	495	208	34	18	32	114	495	261	76	-	381	419	335
	24%	29%	20%	22%	23%	36%	100%	30%	44%	-	22%	22%	20%
		bi	i	i	i	abcdi	abcdeghi	bi	abcdgi				
Investment ISA (sometimes called a Stocks and Shares ISA)	318	148	31	32	41	318	114	176	64	-	-	254	-
	15%	21%	18%	39%	29%	100%	23%	20%	37%	-	-	13%	-
		i	i	abfgi	abgi	abcdefghi	i	i	abfgi			ac	
Self-Invested Personal Pension (SIPP)	174	64	16	13	34	64	76	82	174	-	111	-	-
	8%	9%	10%	16%	25%	20%	15%	10%	100%	-	6%	-	-
		i	i	ai	abfgi	abgi	agi	i	abcdefgi		bc		
Help to buy ISA	167	53	167	16	25	31	34	41	16	-	137	151	125
	8%	7%	100%	20%	18%	10%	7%	5%	9%	-	8%	8%	8%
		gi	acdefghi	aefghi	aefghi	gi	i	i	gi				
Lifetime ISA	138	48	25	23	138	41	32	48	34	-	98	104	80
	7%	7%	15%	28%	100%	13%	7%	6%	20%	-	6%	5%	5%
		i	afgi	abefgi	abcefghi	afgi	i	i	afgi				
Innovative finance ISA	82	25	16	82	23	32	18	23	13	-	50	69	45
	4%	4%	10%	100%	16%	10%	4%	3%	7%	-	3%	4%	3%
		i	afgi	abdefghi	afghi	afgi	i	i	afgi				
None of these	472	-	-	-	-	-	-	-	-	472	472	472	472
	23%	-	-	-	-	-	-	-	-	100%	27%	25%	29%
										abcdefgh			b

## SCM Direct Investments Poll

**QCMIPQ2. You said that you did not have an investment (stocks and shares) ISA or a self-invested personal pension (SIPP). Which of the following reasons best explains why?**

BASE: All respondents that did not have an Investment ISA or SIPP

	Total	Gender		Age								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2016	946	1070	290	403	336	348	338	301	693	684	639
Total	2005	966	1039	226	344	327	352	300	457	570	679	757
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do not have the funds to invest in the products	720 36%	350 36%	371 36%	57 25%	100 29%	100 31%	153 43%	124 41%	186 41%	157 28%	253 37%	310 41%
							abcg	abcg	abcg		abcg	abcg
I do not feel confident in making such financial decisions	380 19%	177 18%	204 20%	52 23%	92 27%	70 22%	64 18%	45 15%	57 13%	144 25%	134 20%	103 14%
				efi	defhi	efi				defhi	fi	
Do not trust the products	273 14%	168 17%	105 10%	24 11%	53 15%	48 15%	31 9%	40 13%	78 17%	77 13%	79 12%	118 16%
		b			d	d			adh	d		adh
I have never heard of these products	156 8%	66 7%	90 9%	30 13%	52 15%	34 10%	26 7%	7 2%	7 2%	83 15%	60 9%	14 2%
				defhi	cdefhi	efi	efi			defhi	efi	
Other	169 8%	93 10%	75 7%	13 6%	10 3%	25 8%	17 5%	26 9%	78 17%	23 4%	42 6%	104 14%
		b				bg		bdg	abcdegh		b	abcdegh
Don't know	307 15%	113 12%	194 19%	50 22%	38 11%	50 15%	62 18%	58 19%	50 11%	87 15%	112 16%	108 14%
			a	bcfghi			bf	bfi		b	bf	

## SCM Direct Investments Poll

**QCMIPQ2. You said that you did not have an investment (stocks and shares) ISA or a self-invested personal pension (SIPP). Which of the following reasons best explains why?**

BASE: All respondents that did not have an Investment ISA or SIPP

	Total	Regions												Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b
Unweighted Total	2016	39	160	212	97	187	91	211	152	191	277	130	269	1726	1099	917
Total	2005	62	166	226	81	163	98	176	136	174	267	193	263	1679	1113	892
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do not have the funds to invest in the products	720 36%	13 21%	63 38%	78 35%	34 42%	74 45%	27 27%	59 33%	51 38%	81 46%	90 34%	60 31%	91 34%	618 37%	361 32%	359 40%
			a		af	acfgjklm			a	acfgjklm				a		a
I do not feel confident in making such financial decisions	380 19%	13 21%	32 19%	44 20%	13 17%	24 15%	16 16%	33 19%	26 20%	33 19%	48 18%	31 16%	65 25%	319 19%	229 21%	152 17%
												ekm			b	
Do not trust the products	273 14%	12 19%	13 8%	27 12%	16 20%	25 15%	22 23%	18 10%	20 15%	12 7%	37 14%	38 20%	34 13%	226 13%	159 14%	114 13%
		bi			bgi	bi	bcgijlm		bi		i	bgim	i	bi		
I have never heard of these products	156 8%	9 15%	14 8%	14 6%	5 6%	7 5%	12 12%	24 13%	12 9%	6 4%	22 8%	5 3%	25 10%	121 7%	112 10%	45 5%
		eik	k				eik	cdeikm	ik		ik		eik		b	
Other	169 8%	6 9%	18 11%	12 6%	7 8%	10 6%	10 10%	13 7%	12 9%	17 10%	31 12%	16 8%	16 6%	135 8%	90 8%	79 9%
											clm					
Don't know	307 15%	9 14%	27 16%	49 22%	6 8%	22 14%	12 12%	30 17%	14 10%	25 14%	39 15%	43 22%	31 12%	260 15%	163 15%	144 16%
				defhjlm				d				dehlm		d		

## SCM Direct Investments Poll

**QCMIPQ2. You said that you did not have an investment (stocks and shares) ISA or a self-invested personal pension (SIPP). Which of the following reasons best explains why?**

BASE: All respondents that did not have an Investment ISA or SIPP

	Total	Products owned								Products not owned			
		Cash ISA	Help to buy ISA	Innovative finance ISA	Lifetime ISA	Investment ISA	Personal pension	Workplace pension	SIPP	None of these	Investment ISA	SIPP	Both SIPP and Investment ISA
		a	b	c	d	e	f	g	h	i	a	b	c
Significance Level: 95%													
Unweighted Total	2016	634	187	80	136	228	460	793	109	508	1788	1907	1679
Total	2005	686	163	74	121	254	465	828	111	472	1751	1895	1641
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Do not have the funds to invest in the products	720 36%	210 31%	46 28%	25 35%	40 33%	68 27%	159 34%	297 36%	48 44%	193 41%	652 37%	672 35%	604 37%
						e	abe	abe	abe	abef			
I do not feel confident in making such financial decisions	380 19%	173 25%	39 24%	11 15%	36 30%	38 15%	95 20%	168 20%	27 24%	36 8%	343 20%	354 19%	316 19%
		cegi	ei	i	cefgi	i	i	i	ei				
Do not trust the products	273 14%	107 16%	27 17%	9 13%	15 12%	34 13%	79 17%	106 13%	13 12%	41 9%	239 14%	260 14%	226 14%
		i	i			gi	i						
I have never heard of these products	156 8%	40 6%	26 16%	17 24%	15 12%	24 9%	34 7%	50 6%	6 5%	39 8%	132 8%	151 8%	127 8%
			aefghi	defghi	ag								
Other	169 8%	73 11%	10 6%	5 6%	5 4%	54 21%	55 12%	98 12%	9 8%	20 4%	114 7%	159 8%	105 6%
		bdi				bcdfghi	bdi	bdi				ac	
Don't know	307 15%	81 12%	15 9%	6 8%	11 9%	37 14%	44 9%	108 13%	8 7%	144 30%	270 15%	299 16%	263 16%
										abcdefgh			



## SCM Direct Investments Poll

**QCMIPQ3. Summary: Thinking about how your attitudes to finance and investment may have changed since the coronavirus pandemic, would you say you are more or less likely to be interested in each of these things now than you were before the pandemic, or has the pandemic made no difference?**

BASE: All respondents

	Total	Interest								
		Much more interested	Slightly more interested	No difference	Slightly less interested	Much less interested	Don't know	Net: More interested	Sum: More interested	Sum: Less interested
		*a	*b	*c	*d	*e	*f	*g	*h	*i
Significance Level: 95%										
Ethical / ESG investing	2069 100%	121 6%	243 12%	1071 52%	103 5%	186 9%	345 17%	75 4%	364 18%	289 14%
Online investment platforms	2069 100%	143 7%	250 12%	1077 52%	115 6%	210 10%	275 13%	67 3%	392 19%	325 16%

## SCM Direct Investments Poll

**QCMIPQ3\_1. Ethical / ESG investing: Thinking about how your attitudes to finance and investment may have changed since the coronavirus pandemic, would you say you are more or less likely to be interested in each of these things now than you were before the pandemic, or has the pandemic made no difference?**

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	2069	980	1089	296	419	340	360	346	308	715	700	654
Total	2069	1010	1059	230	358	331	366	306	478	588	697	784
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more interested	121 6%	68 7%	53 5%	19 8% defi	41 12% cdefhi	22 7% efi	15 4%	9 3%	15 3%	60 10% defhi	37 5% i	24 3%
Slightly more interested	243 12%	133 13% b	109 10%	35 15% efi	67 19% defhi	62 19% defi	38 10% fi	31 10% fi	10 2%	102 17% defi	99 14% fi	41 5% f
No difference	1071 52%	526 52%	545 51%	89 39%	161 45%	170 51% ag	192 52% abg	153 50% ag	306 64% abcdegh	250 43%	362 52% abg	459 59% abcegh
Slightly less interested	103 5%	58 6%	45 4%	25 11% bcdefhi	24 7% efi	20 6% efi	14 4%	8 3%	13 3%	49 8% defhi	34 5% i	21 3%
Much less interested	186 9%	99 10%	87 8%	17 7%	17 5%	16 5%	27 7%	45 15% abcdgh	64 13% abcdgh	34 6%	43 6%	109 14% abcdgh
Don't know	345 17%	125 12%	220 21% a	45 19% bc	48 13%	42 13%	80 22% bcfgi	60 20% bc	70 15%	93 16%	122 18% c	130 17%
Net: More interested	75 4%	44 4%	31 3%	12 5%	68 19% adgh	47 14% adh	12 3%	-12 -4%	-52 -11%	80 14% adh	60 9% d	-65 -8%
Sum: More interested	364 18%	201 20% b	163 15%	54 23% defi	108 30% adefhi	84 25% defhi	53 14% fi	40 13% fi	25 5%	162 28% defhi	137 20% defi	65 8%
Sum: Less interested	289 14%	157 16% b	132 12%	42 18% bcdh	40 11%	36 11%	41 11%	53 17% bcdh	77 16% h	83 14%	77 11%	130 17% bcdh

## SCM Direct Investments Poll

**QCMPQ3\_1. Ethical / ESG investing: Thinking about how your attitudes to finance and investment may have changed since the coronavirus pandemic, would you say you are more or less likely to be interested in each of these things now than you were before the pandemic, or has the pandemic made no difference?**

BASE: All respondents

	Regions													Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b
Unweighted Total	2069	39	166	217	101	194	93	214	156	195	286	130	278	1771	1134	935
Total	2069	62	175	231	84	169	100	179	146	179	281	193	271	1732	1146	923
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more interested	121 6%	1 1%	12 7%	20 9%	4 4%	7 4%	4 4%	12 7%	5 4%	8 4%	16 6%	4 2%	28 10%	104 6%	80 7%	40 4%
			k	hk				k					ehijklm	b		
Slightly more interested	243 12%	7 12%	13 8%	23 10%	7 8%	22 13%	13 13%	20 11%	10 7%	22 13%	34 12%	13 7%	58 21%	209 12%	180 16%	63 7%
													bcdeghijklm	b		
No difference	1071 52%	38 60%	100 57%	125 54%	47 56%	81 48%	56 56%	90 50%	69 47%	102 57%	139 50%	98 51%	125 46%	877 51%	563 49%	508 55%
			l							l					a	
Slightly less interested	103 5%	- -	9 5%	10 4%	6 7%	9 5%	4 4%	9 5%	8 5%	3 1%	20 7%	6 3%	20 7%	91 5%	70 6%	33 4%
					i	i		i	i		i		i	i	b	
Much less interested	186 9%	2 3%	20 11%	21 9%	11 13%	23 13%	10 10%	12 7%	16 11%	17 10%	21 8%	20 10%	13 5%	155 9%	68 6%	118 13%
			l		l	gjlm			l	l		l		l	a	
Don't know	345 17%	14 23%	21 12%	31 14%	10 12%	27 16%	13 13%	35 20%	39 26%	26 14%	51 18%	52 27%	27 10%	297 17%	184 16%	161 17%
		l			l			bl	bcdefijlm		l	bcdefijlm		l		
Net: More interested	75 4%	6 10%	-3 -2%	11 5%	-7 -8%	-3 -2%	4 4%	11 6%	-8 -6%	10 6%	9 3%	-10 -5%	53 19%	67 4%	122 11%	-47 -5%
		jm										ctgjijm				
Sum: More interested	364 18%	8 13%	25 14%	43 18%	10 12%	29 17%	18 18%	33 18%	15 10%	30 17%	50 18%	16 8%	86 32%	313 18%	260 23%	103 11%
				hk		k	k	hk		k	hk		abcdefghijk	hk	b	
Sum: Less interested	289 14%	2 3%	28 16%	31 14%	17 20%	32 19%	14 14%	21 12%	24 16%	20 11%	41 15%	26 13%	33 12%	245 14%	138 12%	151 16%
			a		ail	ai			a		a				a	

## SCM Direct Investments Poll

**QCMIPQ3\_1. Ethical / ESG investing: Thinking about how your attitudes to finance and investment may have changed since the coronavirus pandemic, would you say you are more or less likely to be interested in each of these things now than you were before the pandemic, or has the pandemic made no difference?**

BASE: All respondents

	Products owned										Products not owned		
	Total	Cash ISA	Help to buy ISA	Innovative finance ISA	Lifetime ISA	Investment ISA	Personal pension	Workplace pension	SIPP	None of these	Investment ISA	SIPP	Both SIPP and Investment ISA
		a	b	c	d	e	f	g	h	i	a	b	c
Significance Level: 95%													
Unweighted Total	2069	659	192	87	156	281	483	819	162	508	1788	1907	1679
Total	2069	714	167	82	138	318	495	865	174	472	1751	1895	1641
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more interested	121 6%	43 6%	22 13%	23 28%	23 16%	36 11%	32 7%	40 5%	27 16%	6 1%	85 5%	94 5%	70 4%
		i	afgi	abdefghi	afgi	afgi	i	i	afgi				
Slightly more interested	243 12%	98 14%	55 33%	18 22%	38 27%	54 17%	57 12%	108 12%	29 17%	11 2%	189 11%	214 11%	168 10%
		i	aefghi	afgi	aefghi	fi	i	i	i				
No difference	1071 52%	394 55%	51 30%	27 33%	48 35%	171 54%	258 52%	473 55%	74 43%	261 55%	900 51%	997 53%	851 52%
		bcdh				bcdh	bcdh	bcdh	b	bcdh			
Slightly less interested	103 5%	28 4%	10 6%	6 7%	14 10%	17 5%	27 6%	38 4%	16 9%	10 2%	86 5%	87 5%	75 5%
			i	i	afgi	i	i	i	agi				
Much less interested	186 9%	56 8%	12 7%	3 3%	7 5%	8 3%	37 7%	61 7%	9 5%	71 15%	178 10%	177 9%	171 10%
		e	e				e	e		abcdefgh			
Don't know	345 17%	95 13%	18 11%	5 6%	9 6%	31 10%	83 17%	145 17%	18 10%	112 24%	313 18%	327 17%	305 19%
		d					cde	bcdh		abcdefgh			
Net: More interested	75 4%	57 8%	55 33%	33 40%	39 28%	65 20%	25 5%	48 6%	31 18%	-65 -14%	10 1%	44 2%	-8 *
			aefgh	aefgh	afgh	afg			afg			a	
Sum: More interested	364 18%	141 20%	76 46%	41 50%	60 43%	90 28%	90 18%	147 17%	56 32%	17 4%	274 16%	307 16%	238 15%
		i	aefghi	aefghi	aefghi	afgi	i	i	afgi				
Sum: Less interested	289 14%	84 12%	22 13%	9 11%	21 15%	25 8%	64 13%	99 11%	26 15%	82 17%	264 15%	264 14%	246 15%
					e		e		e	aeg			

## SCM Direct Investments Poll

**QCMIPQ3\_2. Online investment platforms: Thinking about how your attitudes to finance and investment may have changed since the coronavirus pandemic, would you say you are more or less likely to be interested in each of these things now than you were before the pandemic, or has the pandemic made no difference?**

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2069	980	1089	296	419	340	360	346	308	715	700	654
Total	2069	1010	1059	230	358	331	366	306	478	588	697	784
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more interested	143 7%	79 8%	64 6%	25 11% defhi	53 15% cdefhi	26 8% efi	21 6% efi	8 3%	9 2%	78 13% cdefhi	47 7% efi	17 2%
Slightly more interested	250 12%	147 15% b	103 10%	47 20% defi	59 16% efi	54 16% efi	52 14% efi	17 6%	21 4%	105 18% efi	106 15% efi	38 5%
No difference	1077 52%	525 52%	552 52%	88 38%	159 44%	172 52% abg	181 49% ag	175 57% abcdgh	301 63% abcdgh	247 42%	353 51% abg	477 61% abcdgh
Slightly less interested	115 6%	70 7% b	45 4%	19 8% efi	31 9% defi	26 8% efi	18 5%	11 3%	11 2%	50 9% defi	44 6% fi	21 3%
Much less interested	210 10%	98 10%	111 11%	10 4%	19 5%	19 6%	32 9% ag	49 16% abcdgh	81 17% abcdgh	29 5%	50 7% abcdgh	130 17% abcdgh
Don't know	275 13%	90 9%	185 17% a	40 17% bcf	38 10%	34 10%	63 17% bcf	46 15%	55 11%	78 13%	97 14%	100 13%
Net: More interested	67 3%	57 6% b	10 1%	42 18% cdh	63 17% cdh	36 11% d	23 6%	-35 -11% abcdgh	-61 -13% abcdgh	104 18% cdh	59 9%	-96 -12%
Sum: More interested	392 19%	226 22% b	167 16%	72 31% defhi	112 31% cdefhi	81 24% efi	73 20% efi	25 8%	30 6%	184 31% cdefhi	153 22% efi	55 7%
Sum: Less interested	325 16%	169 17%	156 15%	30 13%	49 14%	45 14%	49 13%	60 20% abcdgh	91 19% adgh	79 13%	94 13%	152 19% abcdgh

## SCM Direct Investments Poll

**QCMPQ3\_2. Online investment platforms: Thinking about how your attitudes to finance and investment may have changed since the coronavirus pandemic, would you say you are more or less likely to be interested in each of these things now than you were before the pandemic, or has the pandemic made no difference?**

BASE: All respondents

	Regions													Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b
Unweighted Total	2069	39	166	217	101	194	93	214	156	195	286	130	278	1771	1134	935
Total	2069	62	175	231	84	169	100	179	146	179	281	193	271	1732	1146	923
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more interested	143 7%	4 6%	10 6%	19 8% k	5 6%	12 7%	9 9% k	12 7%	14 10% k	10 6%	17 6%	5 2%	27 10% k	120 7% k	102 9% b	40 4%
Slightly more interested	250 12%	12 19% dhk	20 11%	29 13%	6 7%	18 11%	10 10%	30 17% dhjk	12 8%	23 13%	29 10%	14 8%	47 17% dhjkm	209 12%	191 17% b	59 6%
No difference	1077 52%	40 65% ghl	107 61% cghilm	114 50%	44 53%	89 53%	56 56%	83 46%	66 45%	103 58% ghl	141 50%	103 54%	129 48%	873 50%	568 50%	509 55% a
Slightly less interested	115 6%	- -	11 7% i	13 6% i	12 14% aceghijm	6 3%	6 6% i	8 5% i	6 4%	2 1%	18 7% i	12 6% i	22 8% ei	98 6% i	64 6%	51 6%
Much less interested	210 10%	1 2%	16 9%	21 9%	11 13%	22 13% l	8 8%	13 7%	18 12%	18 10%	40 14% agl	23 12%	19 7%	184 11%	81 7%	128 14% a
Don't know	275 13%	5 8%	11 6%	34 15% b	6 8%	21 13% b	10 10%	34 19% bdl	30 21% bdefijlm	22 12%	36 13% b	36 19% bdl	28 10%	249 14% b	139 12%	136 15%
Net: More interested	67 3%	14 23% bcefgm	2 1%	14 6% behm	-12 -14%	2 1%	4 4%	20 11% behm	3 2%	13 7% behm	-12 -4%	-15 -8%	33 12% bceffm	47 3%	148 13%	-81 -9%
Sum: More interested	392 19%	16 25% k	29 17%	48 21% k	11 13%	30 18% k	19 19%	41 23% dk	26 18%	33 19% k	46 16% k	19 10% bdehijkm	74 27% k	328 19% k	294 26% b	99 11%
Sum: Less interested	325 16%	1 2%	27 16% a	34 15% a	22 27% abcefgilm	28 16% a	15 15% a	21 12% a	24 16% a	20 11% agi	58 21% agi	34 18% a	40 15% a	282 16% a	146 13%	179 19% a

## SCM Direct Investments Poll

**QCMIPQ3\_2. Online investment platforms: Thinking about how your attitudes to finance and investment may have changed since the coronavirus pandemic, would you say you are more or less likely to be interested in each of these things now than you were before the pandemic, or has the pandemic made no difference?**

BASE: All respondents

	Products owned										Products not owned		
	Total	Cash ISA	Help to buy ISA	Innovative finance ISA	Lifetime ISA	Investment ISA	Personal pension	Workplace pension	SIPP	None of these	Investment ISA	SIPP	Both SIPP and Investment ISA
		a	b	c	d	e	f	g	h	i	a	b	c
Significance Level: 95%													
Unweighted Total	2069	659	192	87	156	281	483	819	162	508	1788	1907	1679
Total	2069	714	167	82	138	318	495	865	174	472	1751	1895	1641
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more interested	143	50	25	20	25	37	36	57	29	12	106	114	89
	7%	7%	15%	24%	18%	12%	7%	7%	16%	3%	6%	6%	5%
		i	afgi	aefgi	afgi	afgi	i	i	afgi				
Slightly more interested	250	101	53	17	30	49	73	112	32	16	201	218	177
	12%	14%	32%	21%	22%	15%	15%	13%	18%	3%	11%	12%	11%
		i	adefghi	gi	afgi	i	i	i	i				
No difference	1077	399	53	27	46	167	270	473	78	257	909	999	857
	52%	56%	31%	33%	33%	53%	54%	55%	45%	54%	52%	53%	52%
		bcdh				bcd	bcdh	bcdh	bd	bcdh			
Slightly less interested	115	28	16	12	17	26	21	33	13	21	89	102	82
	6%	4%	10%	14%	13%	8%	4%	4%	8%	5%	5%	5%	5%
			afgi	afgi	afgi	afgi			ag				
Much less interested	210	69	10	6	14	17	41	87	10	63	193	199	186
	10%	10%	6%	7%	10%	5%	8%	10%	6%	13%	11%	11%	11%
		e						e		befh			
Don't know	275	66	10	1	6	22	54	103	12	103	253	263	250
	13%	9%	6%	1%	5%	7%	11%	12%	7%	22%	14%	14%	15%
		c				c	bcd	bcde	c	abcdefgh			
Net: More interested	67	54	52	19	24	43	48	49	36	-56	24	31	-2
	3%	8%	31%	24%	17%	14%	10%	6%	21%	-12%	1%	2%	*
			adefgh	aefg	afg	ag	g		aefg				
Sum: More interested	392	152	78	37	55	86	109	169	60	28	307	332	266
	19%	21%	47%	45%	40%	27%	22%	20%	34%	6%	18%	18%	16%
		i	aefghi	aefgi	aefgi	gi	i	i	afgi				
Sum: Less interested	325	97	26	17	31	42	62	120	24	84	282	301	268
	16%	14%	16%	21%	22%	13%	12%	14%	14%	18%	16%	16%	16%
				f	aefgh					af			