

Junior Financial Research Survey



Uncovering Junior Finances: Insights to drive growth in junior accounts

The financial landscape is rapidly changing, with evolving consumer expectations and new regulations influencing even younger generations. Our dedicated research study on Junior accounts (current/savings/investment) could equip your organisation with the critical insights needed to succeed in this dynamic arena. Such research would offer a profound understanding of market share, consumer behaviour, and competitive forces, enabling smart strategic decisions in the growing domain of Junior accounts.

Market Challenges

Our Junior study provides robust, data-driven solutions that tackle crucial challenges, whether it's boosting market share or gaining insights into customer preferences.

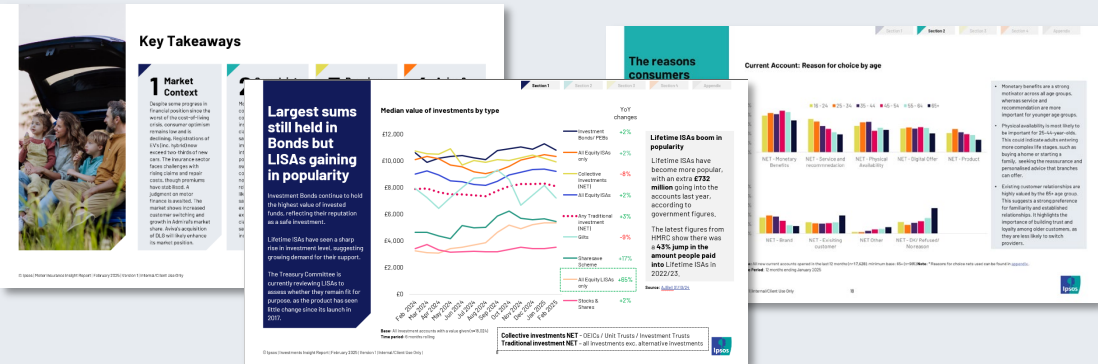
- What drives parents to open accounts for their children?
- What is the current market share?
- How do brands fare in customer satisfaction for children's financial products?
- Which factors influence parents' choice of savings or investment accounts for kids?
- How do communication channels affect parents when choosing children's accounts?
- What are parents' switching behaviours?
- How can we refine our channel strategy?
- How do demographic shifts affect our offerings?

Our Junior FRS Solution:

- **Unlock Parental Insights:** Dive into the motives and demographic differences in parents' decisions when opening accounts for their children with our analysis.
- **Channel Optimisation:** Discover the impact of communication channels on parental decision-making with our targeted channel strategy insights.
- **Elevate brand positioning:** Includes metrics such as awareness, consideration, cross-holding, and leading brands
- **Cultivate long-term loyalty:** Enhance customer satisfaction with analytics on Satisfaction vs. actual usage.
- **Feature-Centric Decision Making:** Analyse which account features most influence parental choices and tailor your offerings accordingly.

Example deliverables: Insight Reports

Market insight reports provide in-depth analysis on the latest developments in the children's financial products market. Produced on an annual basis.



Investment

We offer a range of pricing options, from subscription to commissioned analysis.

Get in touch to get a quote based on your specific requirements.

Contact Neil Killey, Financial Research Survey, Programme Lead, at neil.killey@ipsos.com for a preliminary consultation

