

Qualitative data July 2020

Summary of key findings



Panel from the general public

• 1014 respondents • UK based • Aged 55 and over



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Lifestyle



What do you feel most proud to have achieved in your life?

Family, their home and work came out on top, with open-ended responses such as...

"Being happily married for over 45 years and having children and grandchildren"

"Worked from the age of 16 never out of work"

"Worked in a job I love. Have a long and happy marriage and a nice home Have 3 children and grandchildren"

"To have three lovely children and two grandchildren. To own my house outright from the age of 40 and to have saved a considerable amount"

What would you tell your 30 year old self about life experience?

Saving comes out on top, as does caring for others, with open-ended responses such as...

"Save more take more holidays and party less"

"Enjoy the day to day and stop worrying about things so much"

"Think before you speak and let every word come from love, never lose sight of the bigger picture and what really matters"

"Learn more about finances and get on the property ladder in London."

Age Partnership clients

• 1089 respondents • Aged 55 and over • All completed equity release clients • All UK homeowners

Equity release



said that the 'no negative equity' quarantee influenced their decision to take out equity release

80%

have spoken to friends about their experience of equity release

General finance

have been with their current bank over 30 vears

67%

did not inherit from their parents

33%

said not having to move home was the most appealing element of equity release

didn't consider downsizing

because they wanted to stay in their own home

said that interest rates **impacted** on their decision to take out equity release

76%

are worried about the economic impact of the coronavirus

14% said they worry about their finances

bought their first home **before** the age of 25

*Based on volume of plans, Touchstone data 2018 - Q1 2020.





Lifestyle



What do you feel most proud to have achieved in **vour life?**

Family, travel, homeownership and hard work came out on top with open-ended responses such as...

"Worked hard to bring up my family who are a credit to me. Have never needed hand-outs to subsidise my living needs"

"To have never been out of work from leaving school in 1961 to retirement in 2010"

"Good career...reasonable pension...lovely family..."

"Own my home and have sufficient resources to live comfortably in retirement"

What would you tell your 30 year old self about life experience?

Saving comes out on top, as does caring for others, with open-ended responses such as...

"Be more adventurous"

"Be happy if there's a chance of doing a bucket list make the list and do it. Remember to save something for retirement thouah."

"Go for it. You only live once, so take life by the scruff of the neck and work hard to get results."

"To be rational and to keep a level head and to keep the future in mind."