

MAJORITY OF BRITONS IN CONTROL OF THEIR MONEY FOR 2010

One of the most significant silver linings from the 2009 recession emerges today. New research from Selftrade reveals that the majority of Britons (63%) say the recession has forced them to change the way they manage their money – and almost four in five of these (78%) say they finish 2009 with more control over their money.

Selftrade asked a GB representative sample of more than 2,000 adults how their money management had changed in 2009 and what they were most proud of. Overall, nearly two thirds of people said that they had made direct changes to their money habits this year (63%) and 38% of those have taken more personal control.

Top five changes to Britons' money management this year:

1. I took more personal control of my money	38%
2. I have become more confident about the future	19%
3. I have saved a fortune by working to a tight budget	13%
4. I have taken a longer term approach to investment	13%
5. We've been through a plan B and prepared for life's surprises	11%

New Year Resolutions

The findings come at a time when British households reflect on a year of financial struggle and start 2010 determined to stay in control financially. Specifically:

- One in four is determined to be rid of debt (25%);
- More than one in five plans to enlarge their investment funds in 2010 (21%);
- Many also want to stop frittering money away on needless things (16%).

Mark Pearson, Marketing and Business Development Director for Selftrade

commented: "Whilst there have been hardships in the last year, it is really encouraging that so many people have taken greater personal control of their finances in the last 12 months. Our research on people's Christmas spending plans showed a marked shift away from spending towards saving and our tracking research of online trader opinion reveals the highest levels of financial empowerment and confidence when it comes to managing investments.

“We have experienced a record number of trades at Selftrade in 2009 and we expect to see people acting upon this new-found confidence by choosing self-select ISAs. A self-select ISA allows people to make their own investment decisions whilst making the most of tax efficient opportunities. As one of the largest execution only online brokers, we have seen a growing demand for self select ISAs and are gearing up for a busy ISA season in 2010.”

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Notes to editors

1. The Selftrade research was conducted by YouGov on 13 November 2009
2. To register for advance bulletins and information from the forthcoming Self Select ISA campaign email rosie.dodd@fd.com
3. More information on the Selftrade online trader tracking research and key 2009 trading facts are available on request.

About Selftrade

- The Selftrade website (www.selftrade.co.uk) offers Britons choice so they can take control of their finances, leaving them with the peace of mind that they know where their money is and safe in the knowledge that they are investing in their future.
- Selftrade offers customers a range of accounts, designed to suit different investment needs. By applying online and funding an account with a debit card, Britons can be trading and in control of their financial future in just 10 minutes.
- Selftrade is one of the UK's largest execution-only stockbrokers.
- Customers can manage their investments in Dealing, Shares ISA and SIPP Dealing accounts. Child Trust Funds, Child SIPP, Company Dealing and Investment Club accounts are also available. A CFD and spread betting service is provided in conjunction with City Index.
- Selftrade is a trading name of Talos Securities Limited, which is authorised and regulated by the Financial Services Authority and is a member of the London Stock Exchange and PLUS Markets.

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