

## Prospects for financial services providers best in London and the West Midlands

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Regionally, activity rates range between a low of 76% in Northern Ireland and a high of 86% in the West Midlands. Most regions have a similar savings rate around the average of 72%. Among intending borrowers the highest proportion is found in London, the North East, North West and South West (all 24%).

Attitudes to debt vary by region – the highest proportion of people intending to repay debt is found in the North West (39%). In contrast only 20% of consumers in Wales intend to repay or pay down debt.

John Gilbert Financial Research, <http://www.jgfr.co.uk/>