



On average,
Britons save
£105.43 a month
or **8.21%** of their
total income

Women save
an average of
£89.81 a month
while men save
£121.54 which is an



extra **35%**

Home deposits
and
improvements
35%



In case of
emergency
28%



Savers'
top
reasons
for saving



Holidays and
special
occasions
40%



Retirement
21%



Car **20%**