

Younger people unsure of what a bank actually is...

New research of British adults reveals that, among 18-24 year olds, 37% feel unsure of what a bank is and 83% of this age group also felt unable to explain what sustainable investments are

An independent poll by YouGov surveying British adults aged 18+ – commissioned by the UK Sustainable Investment and Finance Association (UKSIF) ahead of Good Money Week (19 –25 October), reveals that a large proportion of younger adults (18-24 year olds) feel unsure of a number of financial terms, with a particularly large majority (83%) being unable to explain what sustainable investments are.

Good Money Week, the campaign to raise awareness of sustainable, responsible and ethical finance, hopes to engage with young people, and students in particular, to help them understand the financial choices that are available and the importance of making sure they are happy with how their money is being used.

“Unfortunately these findings come as little as a surprise – for years the UK has educated young people into debt and money lessons have only just now become compulsory in secondary schools. There is much to do and Good Money Week highlights the critical role financial services have to play. Only this way can we achieve true financial literacy so young people can save, avoid unsustainable debt and make informed decisions. Get curious, ask questions and seek help”.

Lily Lapenna, CEO of youth financial education charity MyBnk.

About MyBnk

MyBnk is the UK's leading designer and deliverer of financial education and enterprise programmes to 11-25 year olds in secondary schools and youth organisations.

Since 2007 we have reached over 100,000 young people in 500 institutions. MyBnk recently won a [Centre for Social Justice Award](#) for Preventing Poverty, were named Charity of the Year by [Children & Young People Now](#) magazine and provide the financial literacy element of the government's [National Citizens Service](#) and face-to-face side of the [Money Advice Service](#).

MyBnk is funded by some of the UK's biggest trusts, funds and foundations like JP Morgan Chase, the Big Lottery and Chartered Accountant's Livery Company.

Get in touch to attend a financial education session and talk to young people, teachers and expert, contact declan@mybnk.org / 0207 377 8770

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