



## Reason in action

*Don't let your habits hold you back, start making choices that help your financial future*

**Amundi**  
Investment Solutions

Trust must be earned

In collaboration with the Amundi Investment Institute.

# Why maintaining the status quo could be costing you more than you think

*"Nothing ventured, nothing gained"*

Proverb



## What is the status quo bias?

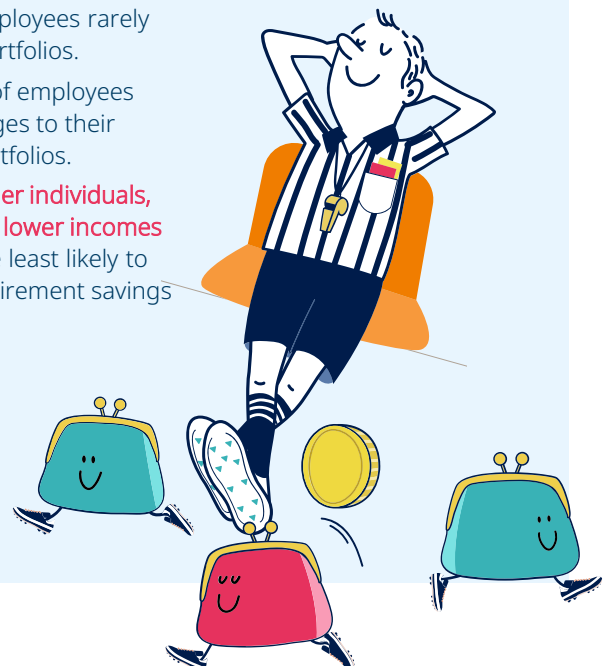
**It's the tendency to stick with your current situation, even if better options exist.** This bias can be explained by:

- **Loss aversion:** the fear of losing what you have is often stronger than the desire to gain something new.
- **Cognitive effort:** any change demands time, careful thought, and sometimes actions that are perceived as requiring too much effort.



## Concrete examples of the status quo bias

- **Brand Loyalty:** in **73%** of cases, households return to the same service station brand when refuelling their vehicles. Among those who switch to a different brand, **56.5%** eventually return to their original choice." <sup>1</sup>
- **Automatic Renewals:** **53 - 75%** of subscribers don't cancel their subscription after the promotional trial period and continue to pay without using them<sup>2</sup>.
- **Employee Savings:** In France, the majority of employees rarely rebalance their portfolios.
  - In 2024, **65%** of employees made no changes to their investment portfolios.
  - **Women, younger individuals, and those with lower incomes** are seen as the least likely to review their retirement savings plans.



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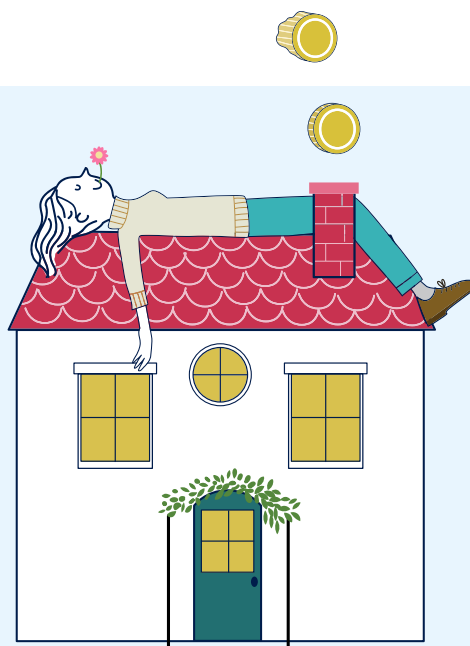


## Doing nothing can be very expensive!

**Did you know?** Studies conducted in Europe estimate that **85 - 87 %** of households never renegotiate their mortgage or do so too late.

### Result:

Significant financial losses of up to **15% of the loan value, or €1,500 a year<sup>4,5</sup>**.



## It's time for action!

Shake up your financial habits.

**?** **Ask yourself this question:**  
"Which of the following financial decisions have I reviewed since I made them?"

- ☐ My retirement investment strategy
- ☐ My current loans
- ☐ My emergency savings
- ☐ My insurance policies (home, car etc.)
- ☐ My recurring subscriptions (streaming platforms, gym, apps, etc.)

**If you haven't ticked the boxes, it's time to do something about it and challenge your automatic responses. Be sure to repeat this task and ask yourself these questions every 3 months!**

### SOURCES:

1. MacKay, Alexander, and Marc Remer (2024) [Consumer inertia and market power](#)
2. Miller, Klaus M., Navdeep S. Sahni, and Avner Strulov-Shlain (2023) [Sophisticated consumers with inertia: Long-term implications from a large-scale field experiment](#)
3. Calculated by the authors based on data relating to the activities of French employees' employee savings accounts in 2024.
4. Bajo and Barbi (2018) [Financial illiteracy and mortgage refinancing decisions](#)
5. Andersen et al. (2020) [Sources of inaction in household finance: Evidence from the Danish mortgage market](#)

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