

Saving and Investment in CEE

2009

FMR GfK Project

Agenda

2

- 1 Project Description
- 2 Saving Habits
- 3 Mood Barometer 2009
- 4 Pyramid of Saving and Investment

Project Description

3

Project

A GfK FMR Project

Universe

Population 15+

(Ukraine and Russia: 16+, Hungary: 15-69, Lithuania: 15-74)

Method

CAPI, PAPI - Omnibus

(at least 1.000 repr. Interviews per country)

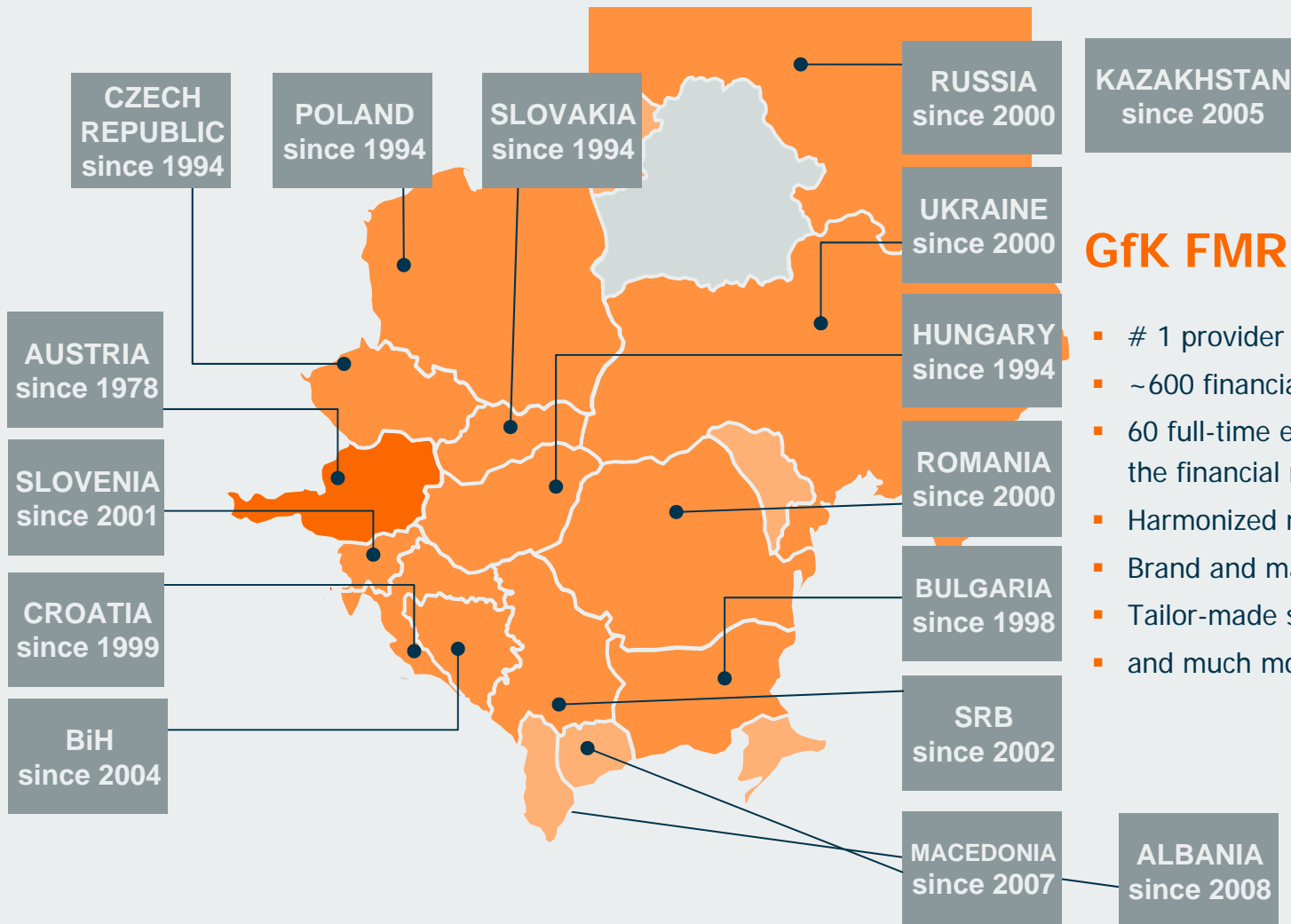
Countries

13 Countries:

Austria, Baltics (Estonia, Latvia, Lithuania), Bosnia, Bulgaria, Croatia, Poland, Romania, Russia, Serbia, Slovakia, Ukraine

GfK: Financial Market Research in CEE

4

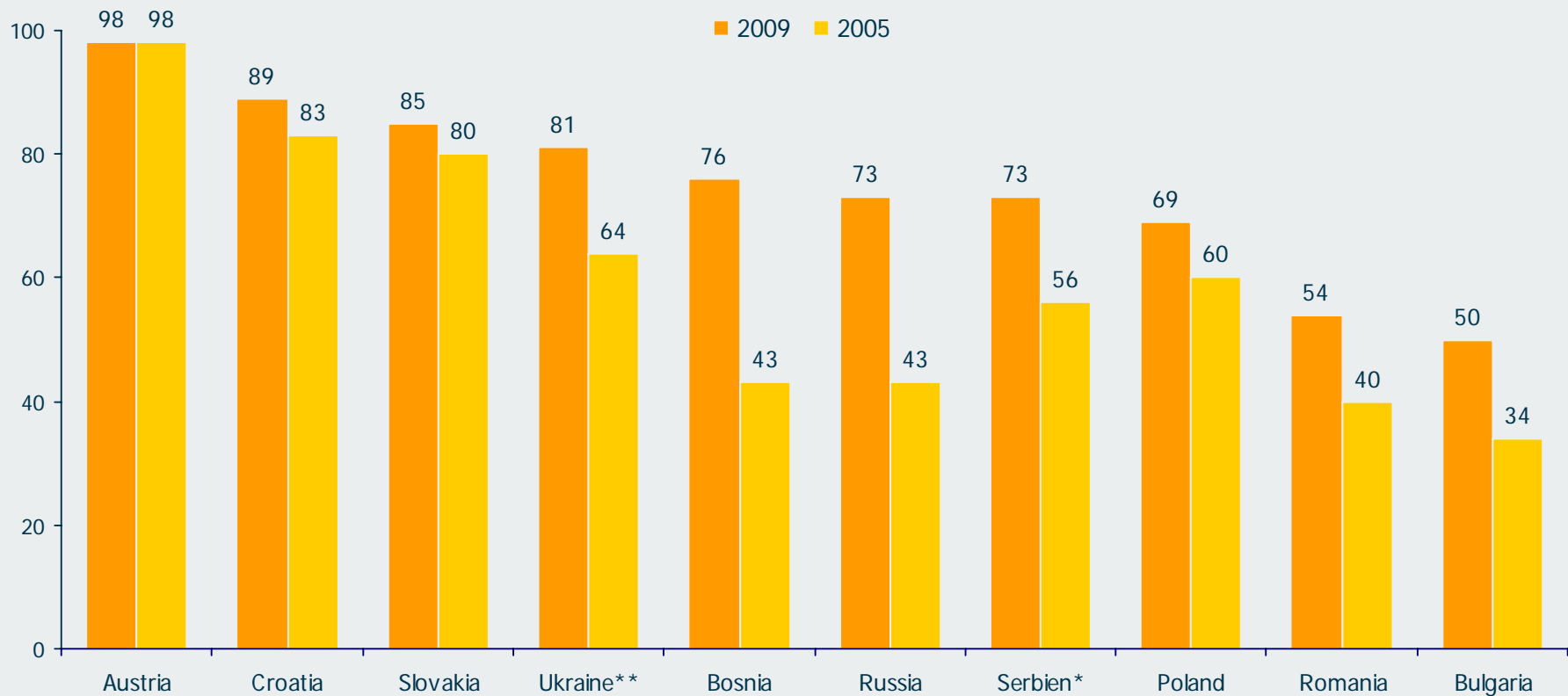


GfK FMR in CEE

- # 1 provider of financial research
- ~600 financial projects per year
- 60 full-time employees specialized on the financial markets
- Harmonized monitoring instruments
- Brand and market trackings
- Tailor-made solutions
- and much more

SHARE OF BANKED POPULATION

5



*Serbia Montenegro in 2005

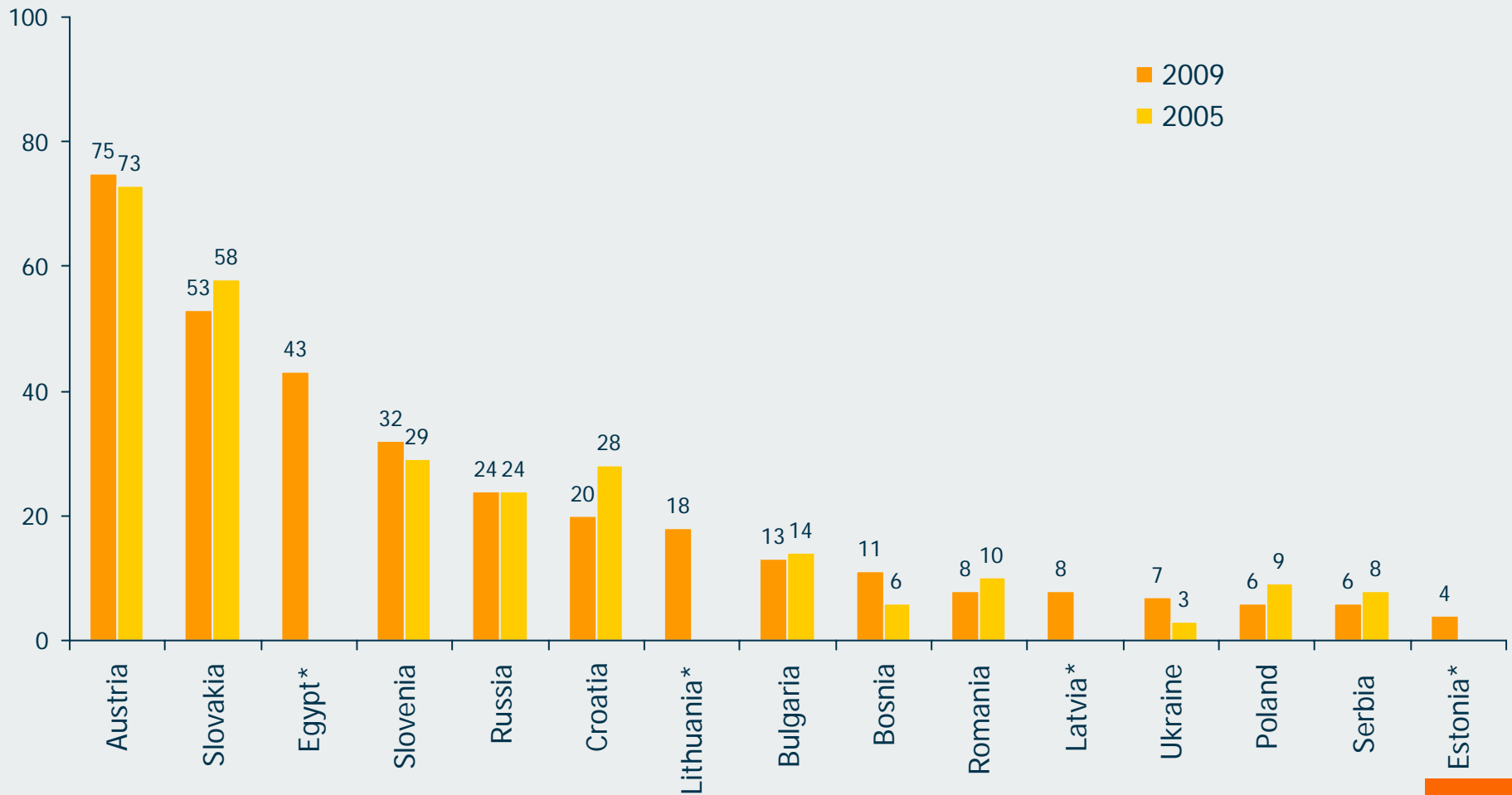
**Base: 16+

Percentages

Bank products: saving products penetration - CURRENT PERIOD

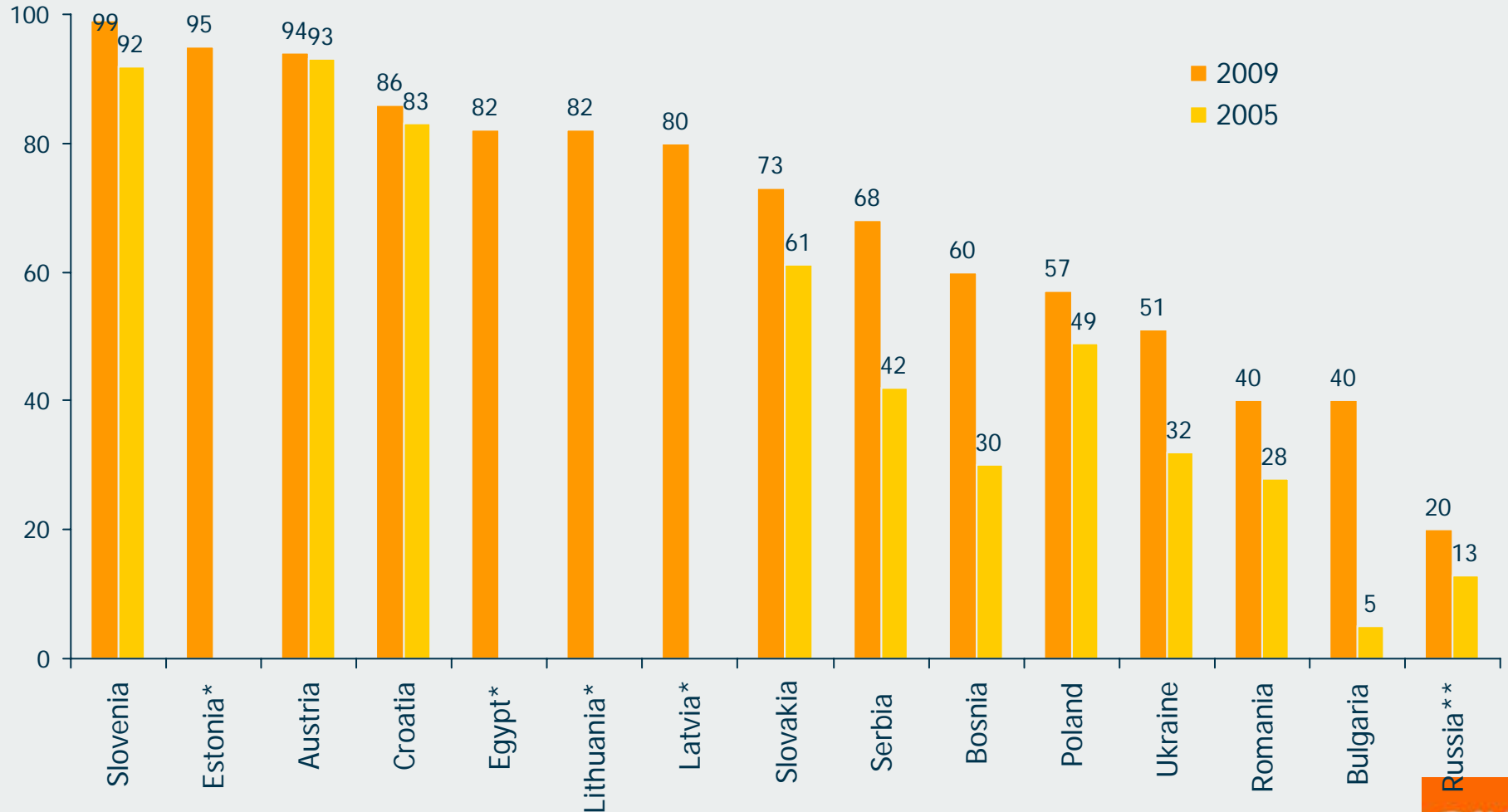
(without Construction Saving)

6



*not asked for in 2005
 Source: FMDS 2008
 Percentages

Bank products: account penetration (Current Account) - CURRENT PERIOD



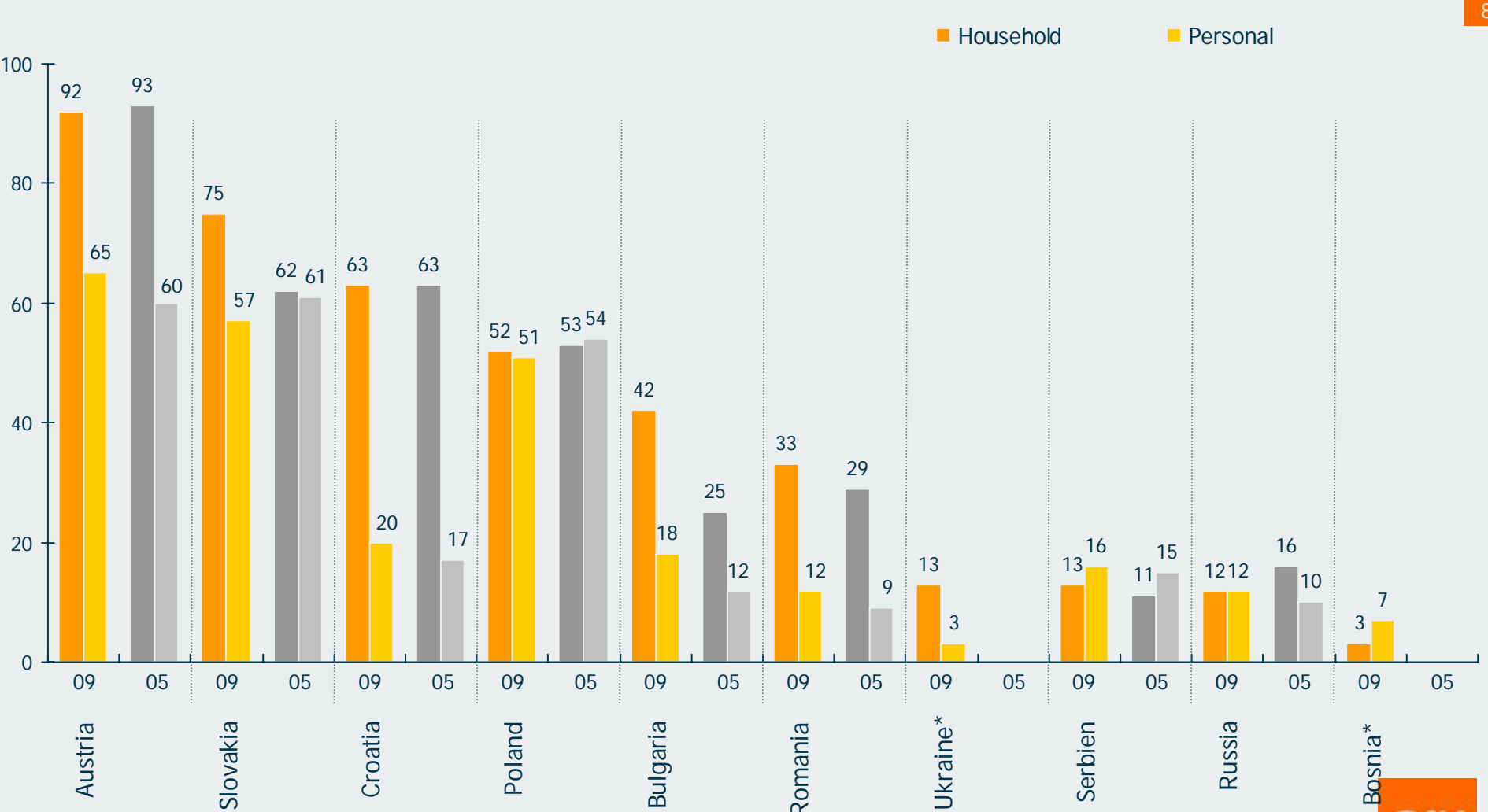
*not asked for in 2005

**Base: years 16+

Source: FMDS 2008

Percentages

SHARE OF INSURED POPULATION



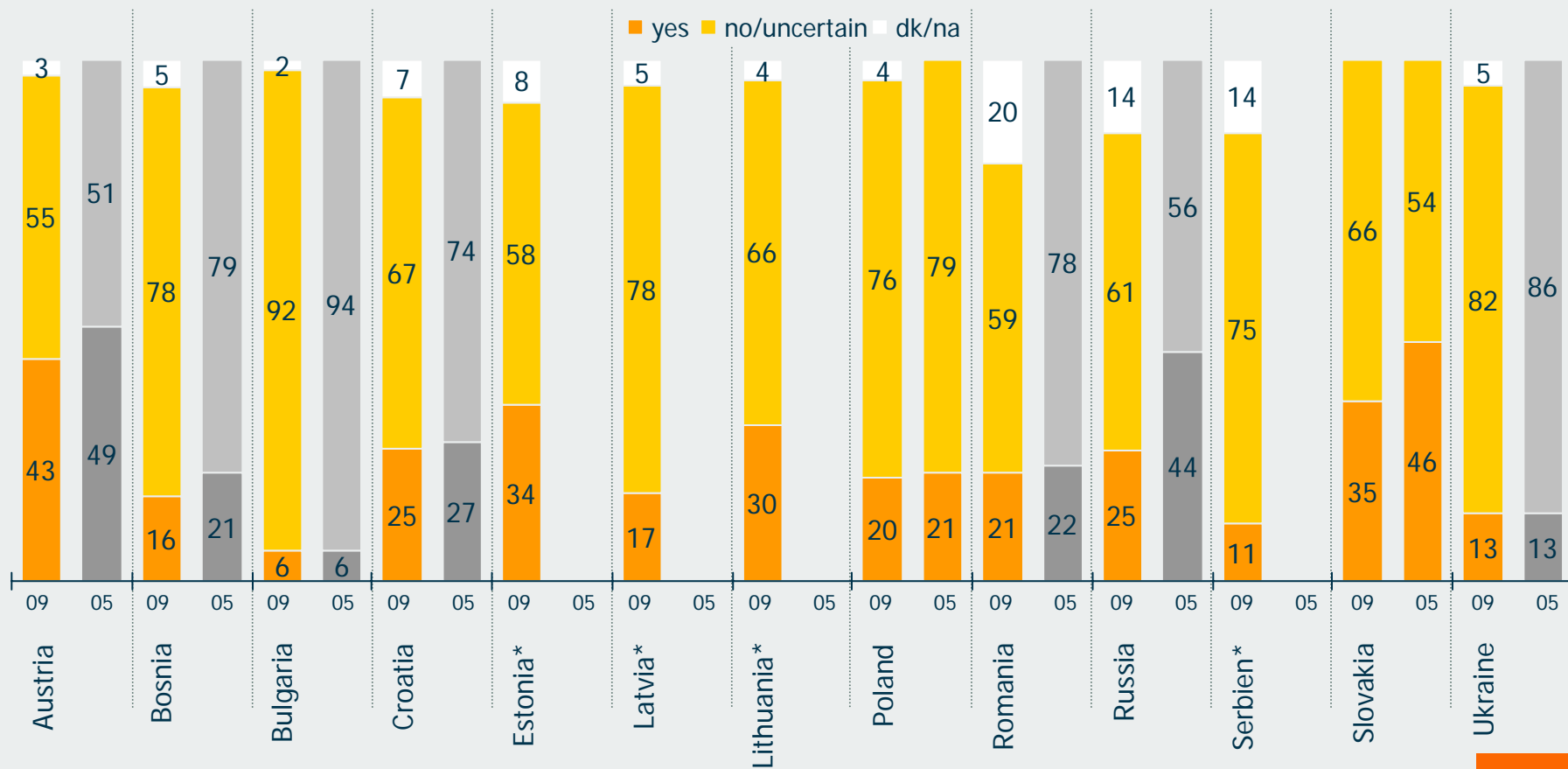
*not asked for in 2005

Base Ukraine: 16+

Percentages

Possibilities of Saving

Will your household be able to save money within the next 12 months?



*not asked for in 2005

Percentages

Reasons for Saving - Top 2 in CEE

10

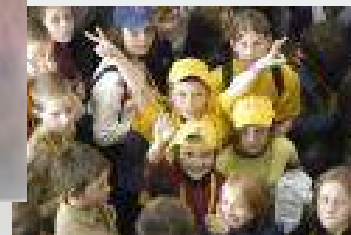
1

FOR RAINY DAYS
FOR EMERGENCIES



2

FOR MY CHILDREN



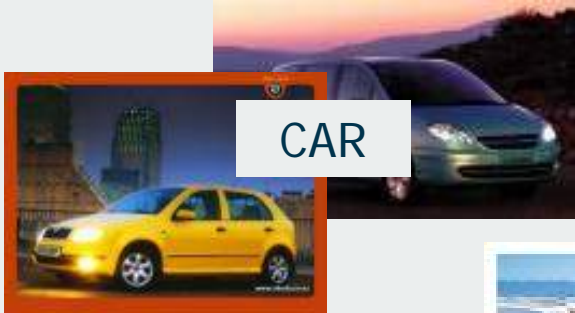
Country Specific Reasons for Saving 2005

A, HR, SK

RUS, UKR, PL,
BG, ROM, BH

11

CAR



OLD AGE



HOLIDAYS



TREATMENT



FLAT EQUIPMENT
RENOVATIONS



LATER



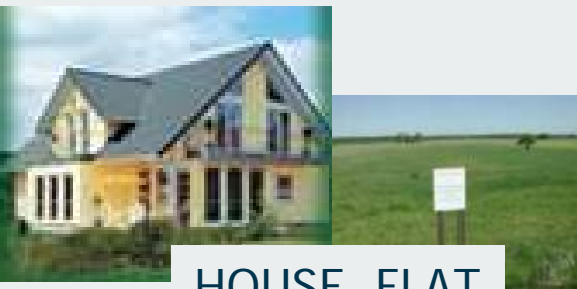
Clear differences -
depending on the
development of the
market

CLOTHES



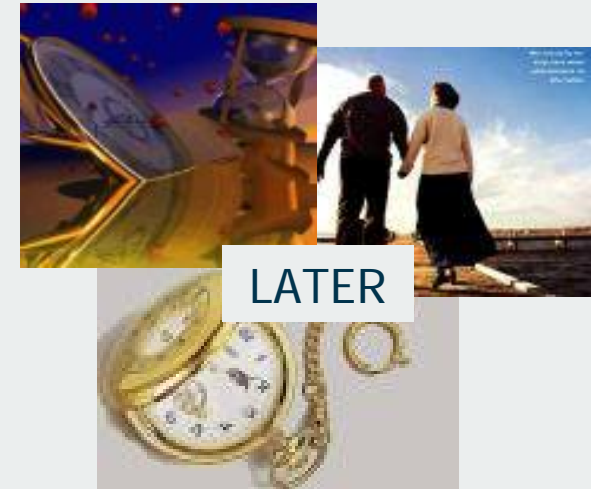
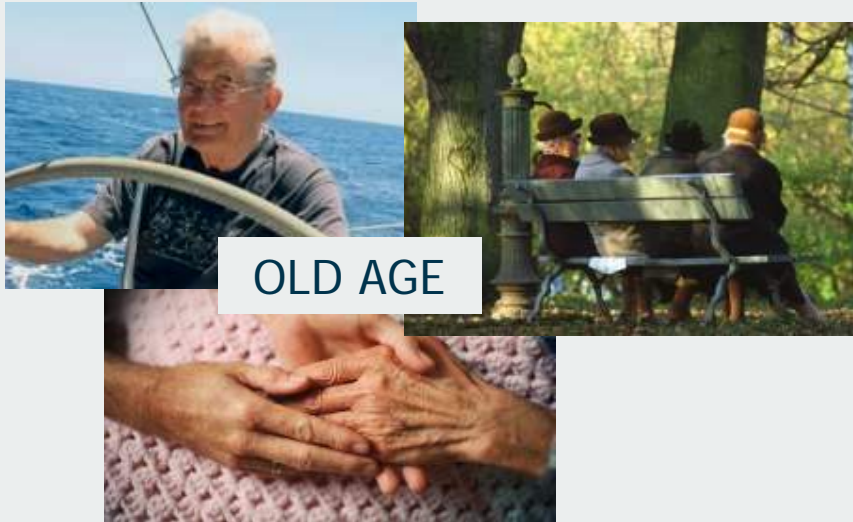
GfK

HOUSE, FLAT



Country Specific Reasons for Saving 2009

12



- Hardly any differences between countries
- Most important: SECURITY

Reasons for Saving - Details

13

	EST	LAT	LIT	SK	PL	BG	RO	RS	HR	BH	RUS	UKR	A
For furniture	●	●	●	●	●	●	●	●	●	●	●	●	●
For clothes	●	●	●	●	●	●	●	●	●	●	●	●	●
For holidays (excursion, holidays, etc.)	●	●	●	●	●	●	●	●	●	●	●	●	●
For buying a car	●	●	●	●	●	●	●	●	●	●	●	●	●
For buying a house/building plot/flat	●	●	●	●	●	●	●	●	●	●	●	●	●
For buying a summer house	●	●	●	●	●	●	●	●	●	●	●	●	●
For flat equipment (home appliances etc.)	●	●	●	●	●	●	●	●	●	●	●	●	●
For renovations	●	●	●	●	●	●	●	●	●	●	●	●	●
For helping family/friends	●	●	●	●	●	●	●	●	●	●	●	●	●

0-10 %

11-20 %

21-30 %

31-40 %

41-50%

Reasons for Saving - Details

14

	EST	LAT	LIT	SK	PL	BG	RO	RS	HR	BH	RUS	UKR	A
For my children	●	●	●	●	●	●	●	●	●	●	●	●	●
For old age (self provision)	●	●	●	●	●	●	●	●	●	●	●	●	●
For debts repayment	●	●	●	●	●	●	●	●	●	●	●	●	●
For buying valuable things (arts, china, etc.)	●	●	●	●	●	●	●	●	●	●	●	●	●
For treatment	●	●	●	●	●	●	●	●	●	●	●	●	●
Savings for a rainy day, for cases of an emergency	●	●	●	●	●	●	●	●	●	●	●	●	●
So that I will be able to afford something later on	●	●	●	●	●	●	●	●	●	●	●	●	●
For other aims	●	●	●	●	●	●	●	●	●	●	●	●	●
I have no special aim	●	●	●	●	●	●	●	●	●	●	●	●	●

0-10 %

11-20 %

21-30 %

31-40 %

41-50%

The most attractive saving & investment opportunities: People behave risk-avers

Despite of the products that you use for saving or investment now; please tell me which possibilities to save and invest money do you consider especially interesting at present?

15

	EST	LAT	LIT	SK	PL	BG	RO	RS	HR	BH	RUS	UKR	A
Saving book	31-40 %	0-10 %	0-10 %	31-40 %	11-20 %	0-10 %	0-10 %	11-20 %	51-65 %	0-10 %	0-10 %	0-10 %	51-65 %
Freeh. flats, house	0-10 %	0-10 %	0-10 %	31-40 %	11-20 %	0-10 %	0-10 %	51-65 %	0-10 %	0-10 %	0-10 %	--	0-10 %
Real estates	0-10 %	31-40 %	11-20 %	51-65 %	31-40 %	31-40 %	0-10 %	0-10 %	0-10 %	11-20 %	11-20 %	31-40 %	0-10 %
Life insurance	51-65 %	51-65 %	11-20 %	31-40 %	51-65 %	51-65 %	11-20 %	11-20 %	0-10 %	11-20 %	51-65 %	51-65 %	11-20 %
Building society saving agreement	--	--	--	31-40 %	51-65 %	--	51-65 %	51-65 %	11-20 %	51-65 %	51-65 %	--	51-65 %
Save at home	11-20 %	0-10 %	11-20 %	11-20 %	51-65 %	11-20 %	11-20 %	51-65 %	11-20 %	0-10 %	0-10 %	51-65 %	11-20 %

0-10 %

11-20 %

21-30 %

31-40 %

41-50%

51-65%

Interest in securities on an all-time low

Despite of the products that you use for saving or investment now; please tell me which possibilities to save and invest money do you consider especially interesting at present?

16

	EST	LAT	LIT	SK	PL	BG	RO	RS	HR	BH	RUS	UKR	A
Shares/Stocks	●	●	●	●	●	●	●	●	●	●	●	●	●
Investment Funds	●	●	●	●	●	●	●	●	●	●	●	●	●
Bonds	●	●	●	●	●	●	●	●	●	●	●	--	●
Joint accounts, share of stock	●	●	●	●	●	●	●	●	●	●	●	--	--
Futures/Options	●	●	--	●	●	●	●	●	●	●	●	●	●

0-3 %

4-6%

7-9%

Contact

17



CONTACT

GfK Austria
Ungargasse 37
A-1030 Vienna
www.gfk.at

Mag. Ursula Swoboda
ursula.swoboda@gfk.com