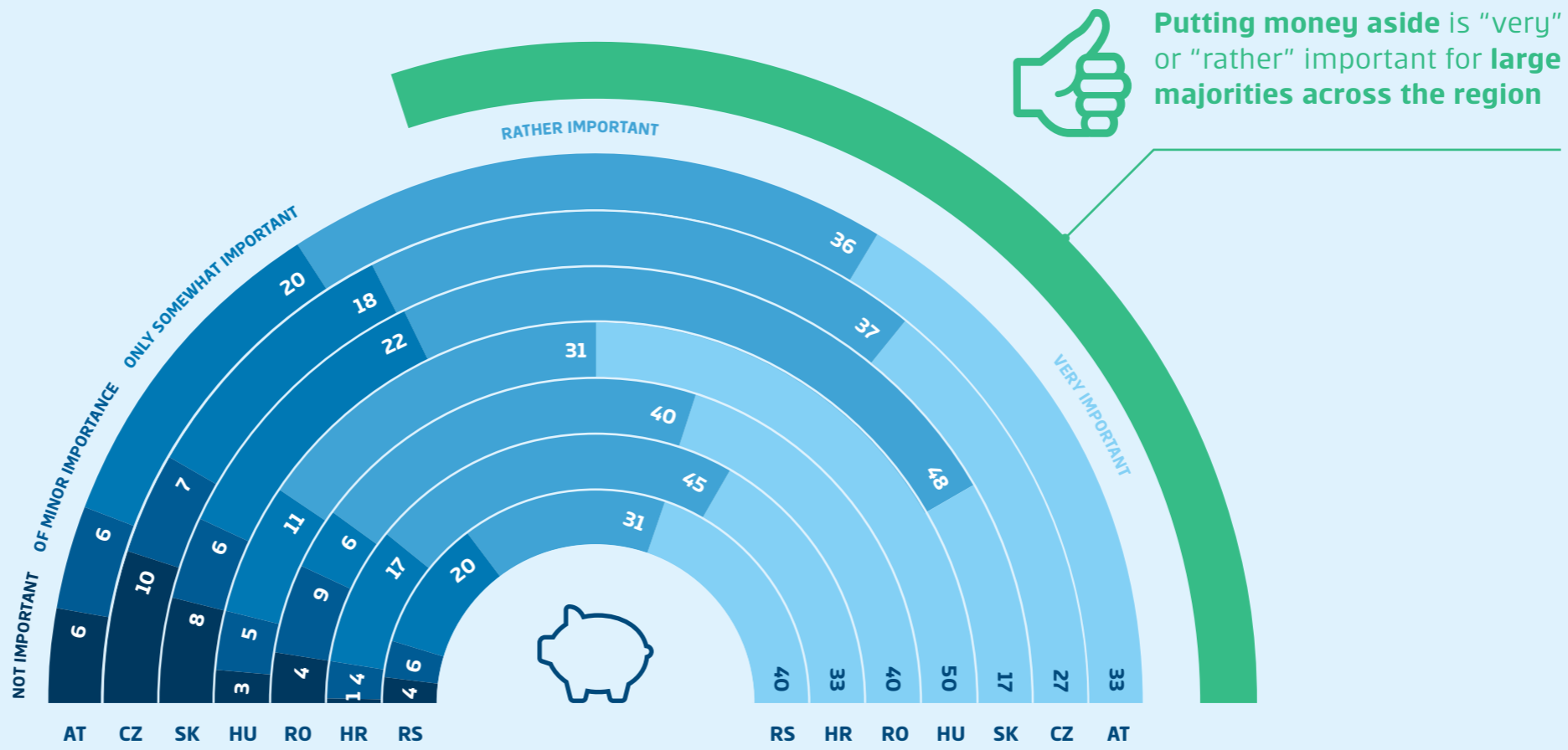


Erste Group Money Study

An annual survey of **saving, investment and spending practices** across the CEE region

Saving remains important to people across CEE



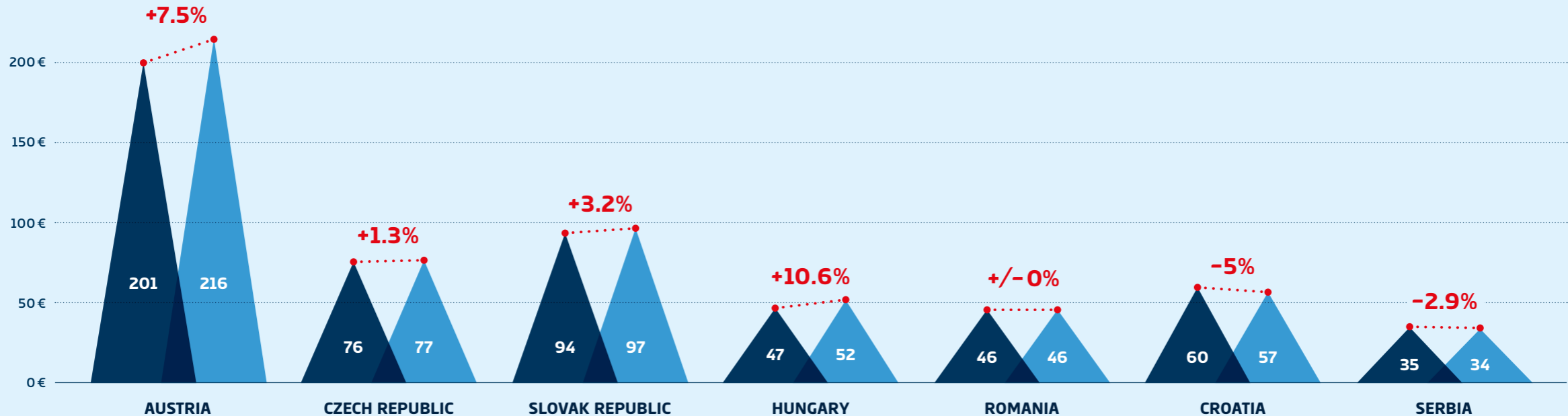
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Mixed picture in development of average monthly saving amount

Savers in **Hungary and Austria** are **putting significantly more aside** each month
Declines in average monthly saving amount in both **Croatia and Serbia**

Current monthly average savings amount in Euro:

● 2015 ● 2016



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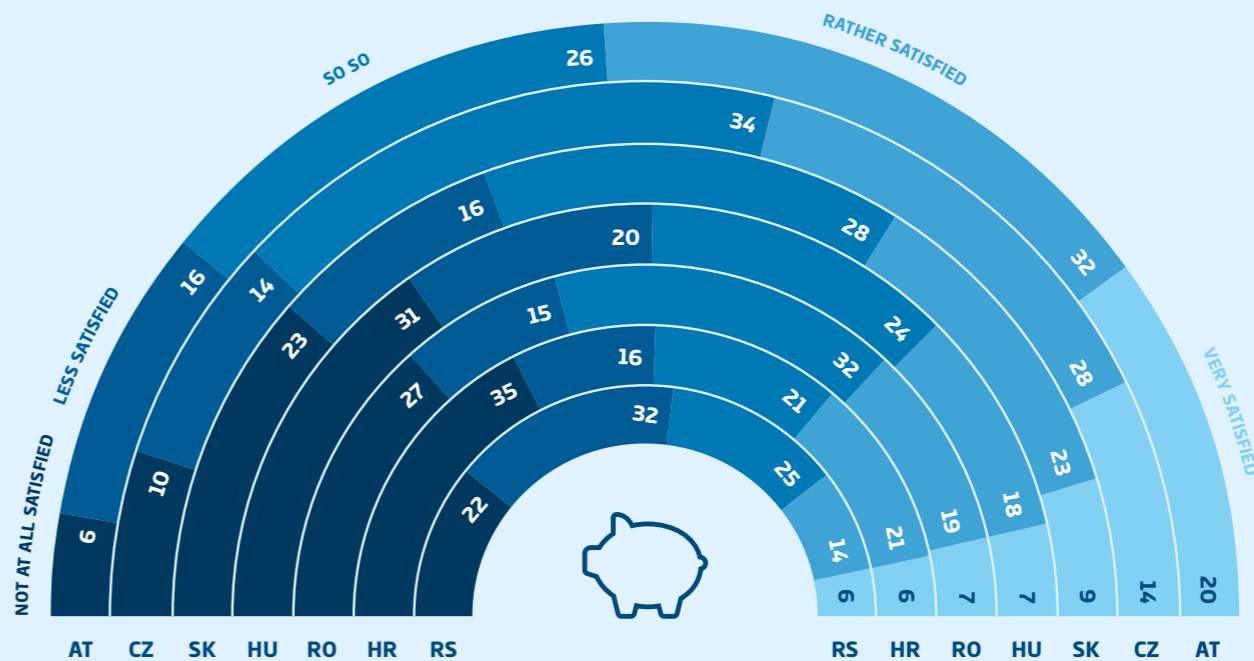
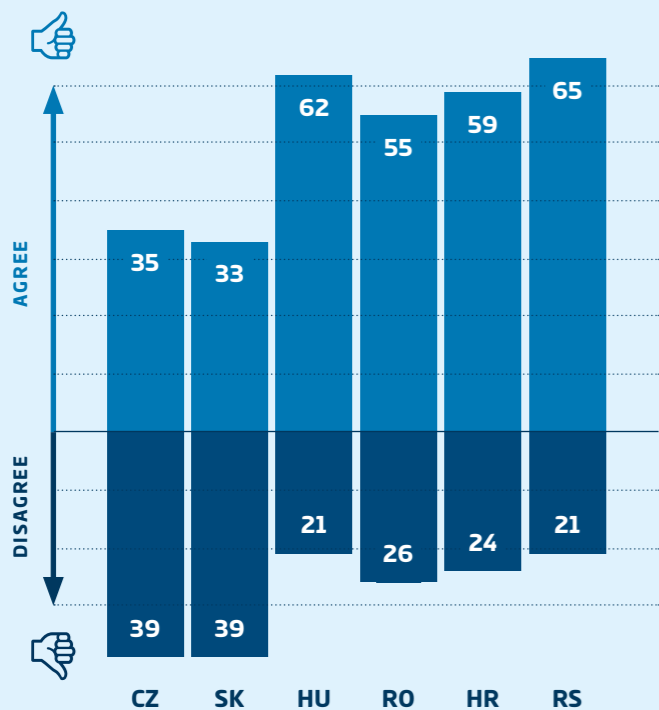
Widespread dissatisfaction in CEE with ability to save



Majorities in four countries say they **don't have enough money available to put anything aside**



Savers in **Southeastern Europe** are **particularly dissatisfied** with their current monthly savings amount



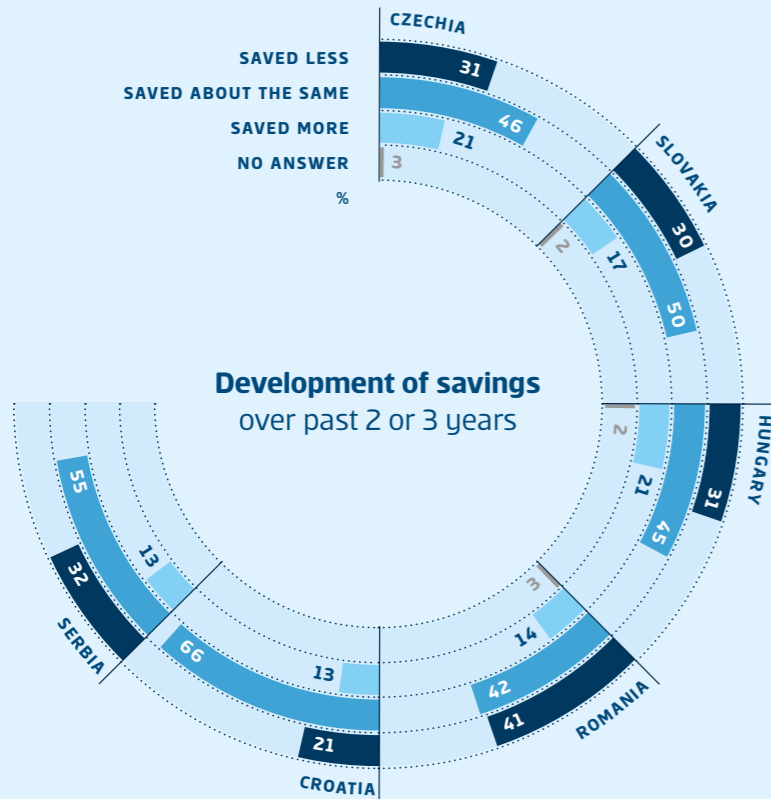
People in CEE are generally not able to save more now than a few years ago



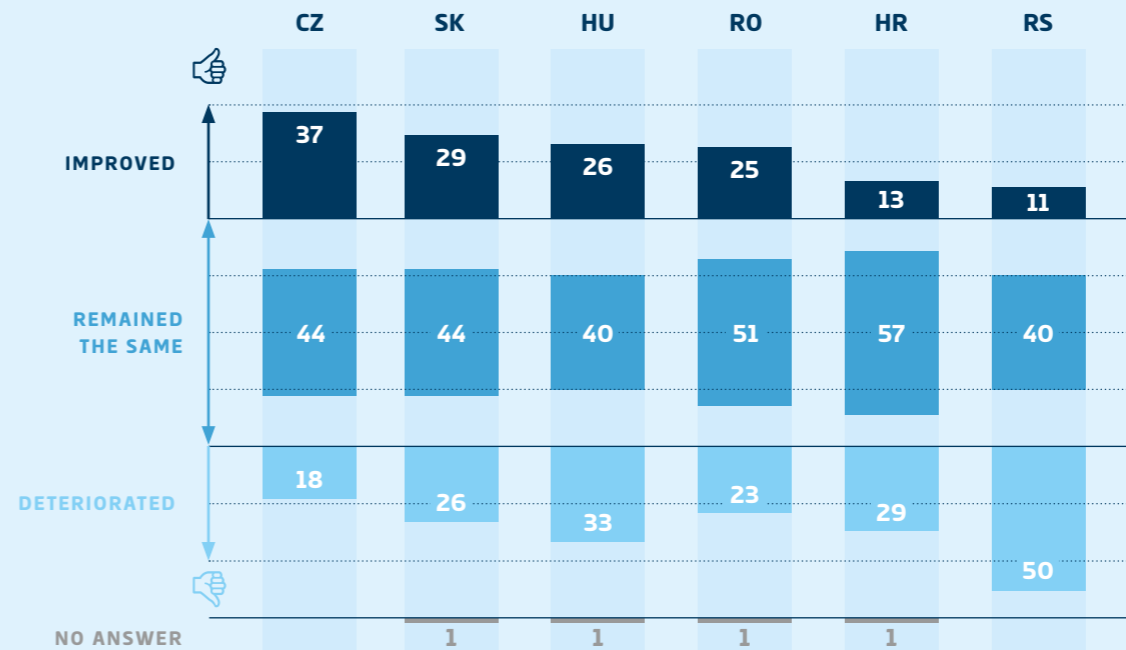
Across CEE, the share of people saving less is higher than that saving more



Saving ability largely mirrors stagnant development in people's overall financial situation



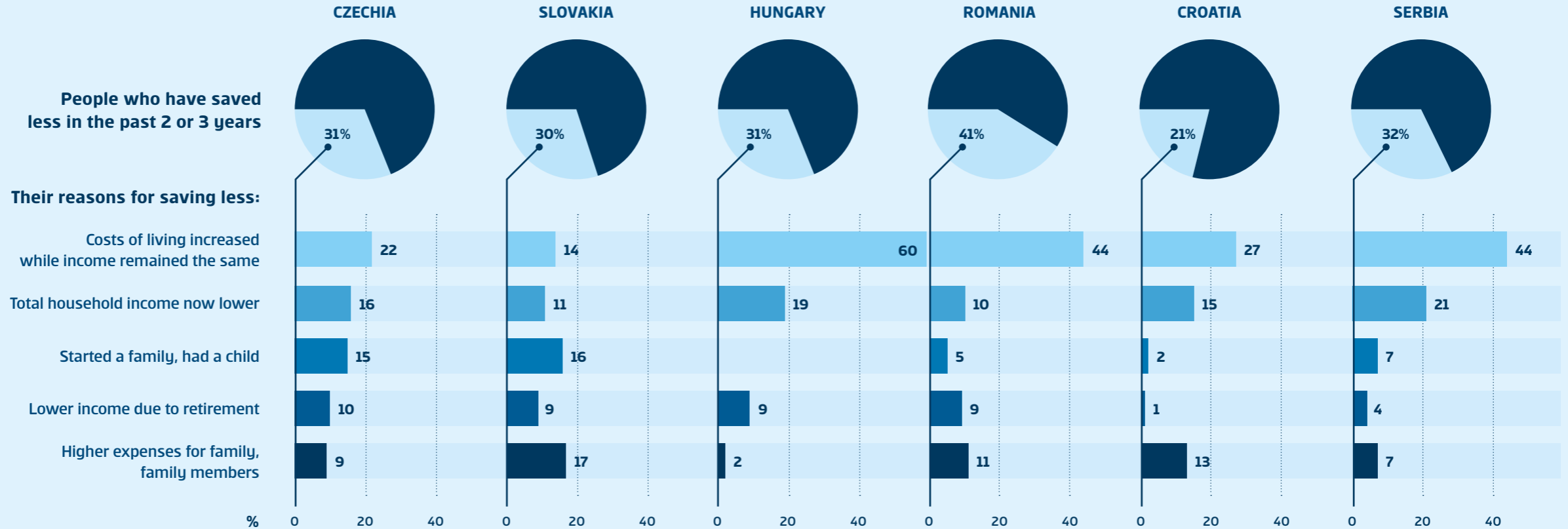
Would you say that your general financial situation in the past 2 or 3 years has ...



What has driven **lower savings level** for those saving less?





Higher cost of living, family-related expenses are key drivers

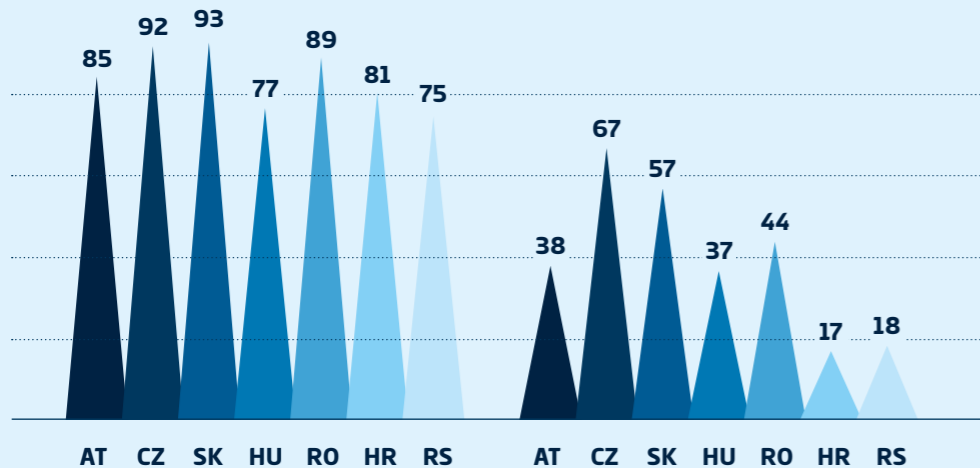


Saving for a **rainy day** remains the prime **motivation** for putting money aside


SAFEGUARDING


 **Financial back up,**
for emergencies


 **As a pension provision,**
in order to stop working
earlier, as nursing care
insurance

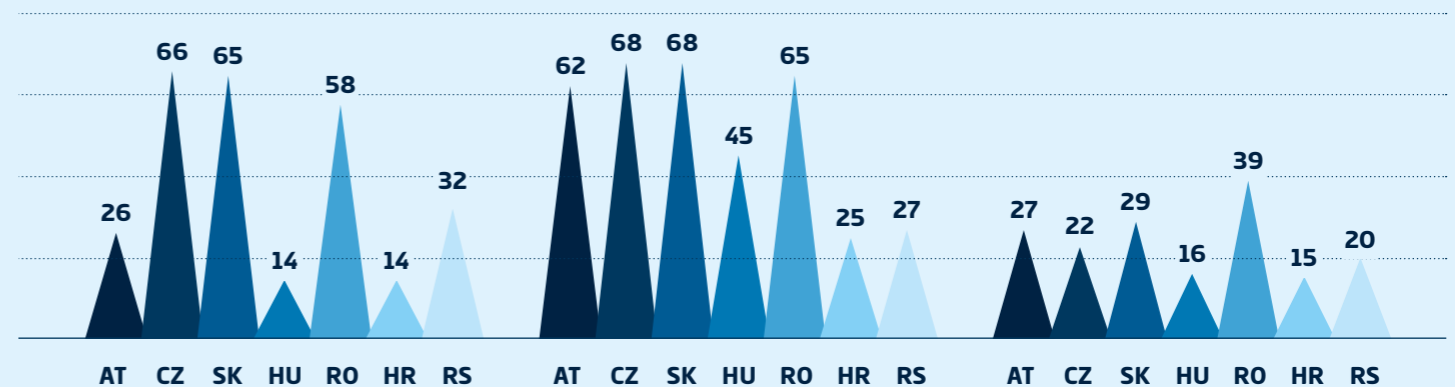


PURCHASES

 **So that I can afford**
something later on

 **For smaller and larger**
acquisitions, as well
as renovations

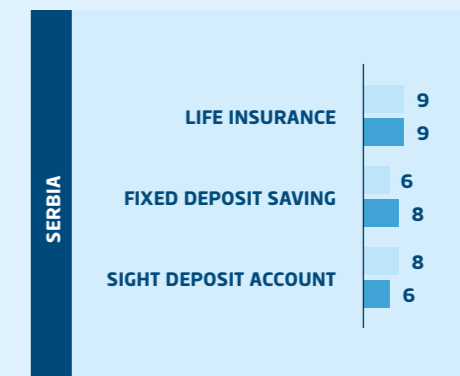
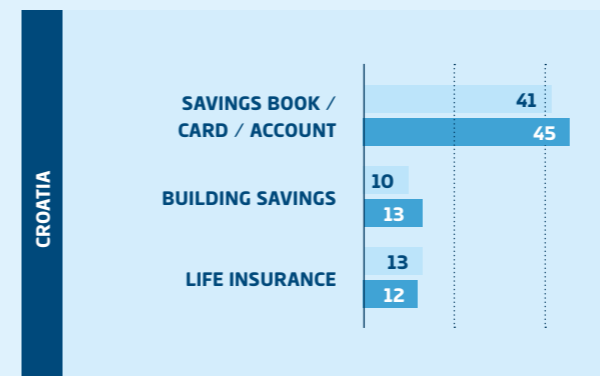
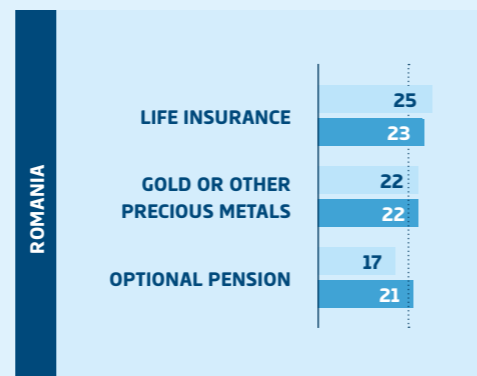
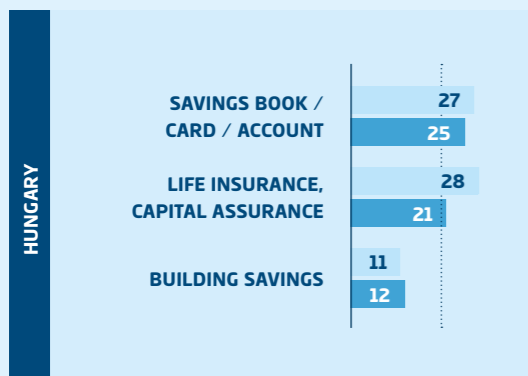
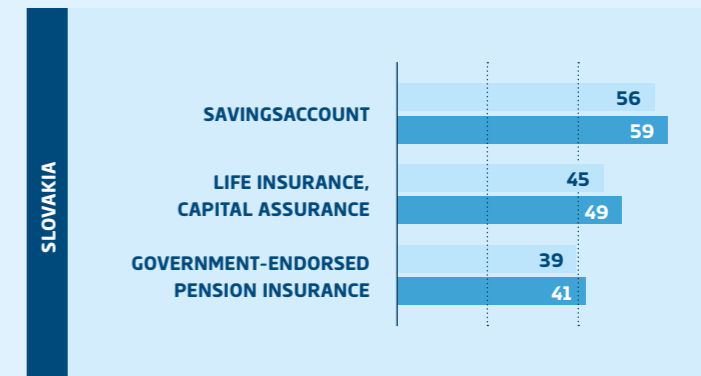
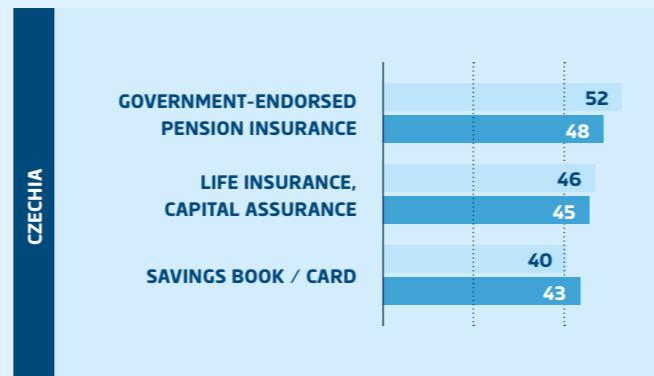
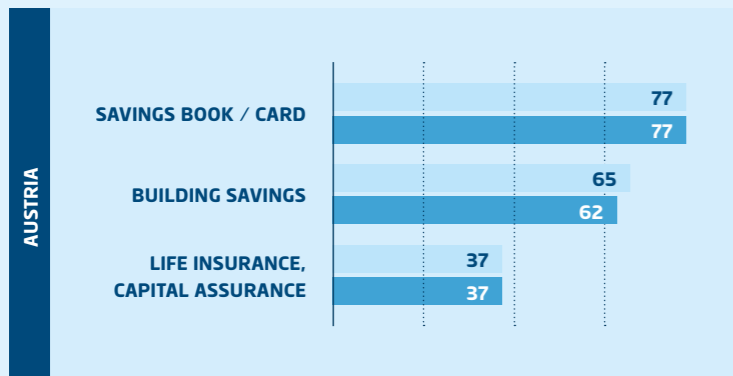
 **For an upcoming**
vacation



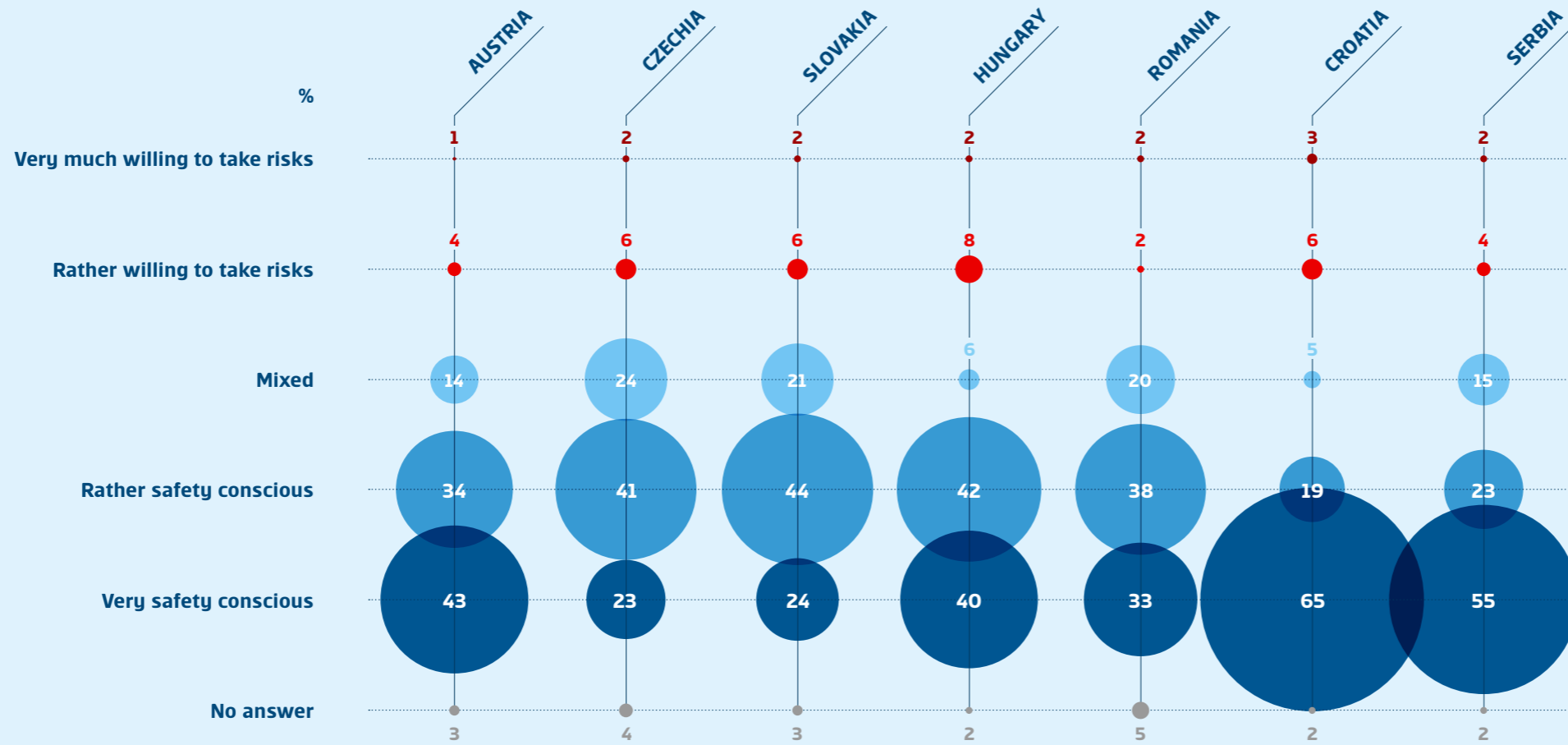
Savings-focused products remain very popular despite interest rate climate

Across region, **no capital markets products among Top 3** means of putting money aside

● 2015 ● 2016



People in CEE are **very risk-averse** when investing their money



Croatians are the most risk-averse, while 10% of Hungarians are "very" or "rather" willing to take risks

Czechs and Slovaks show a more developed risk appetite than their Austrian neighbours

Diverging responses to low interest rates on deposits

● 2015 ● 2016



Gave money to own children, grandkids, family members



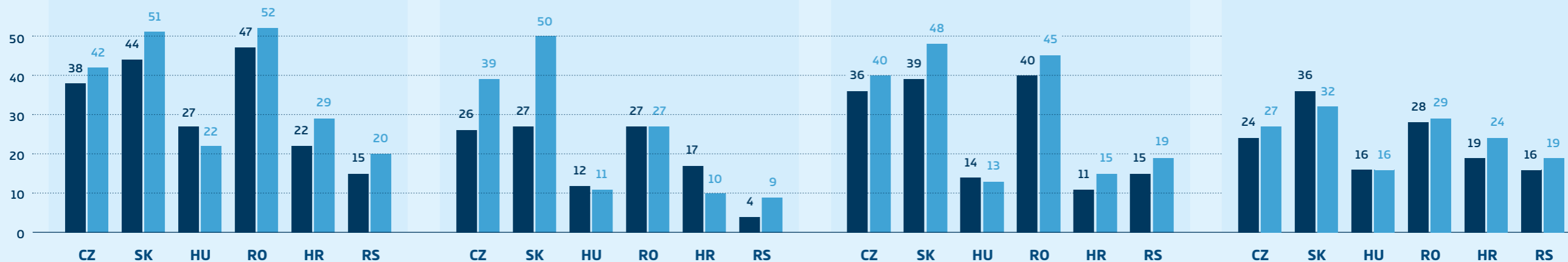
Procured life insurance, capital insurance, or private pension provision



Kept savings in a current account



Bought an apartment, house or property



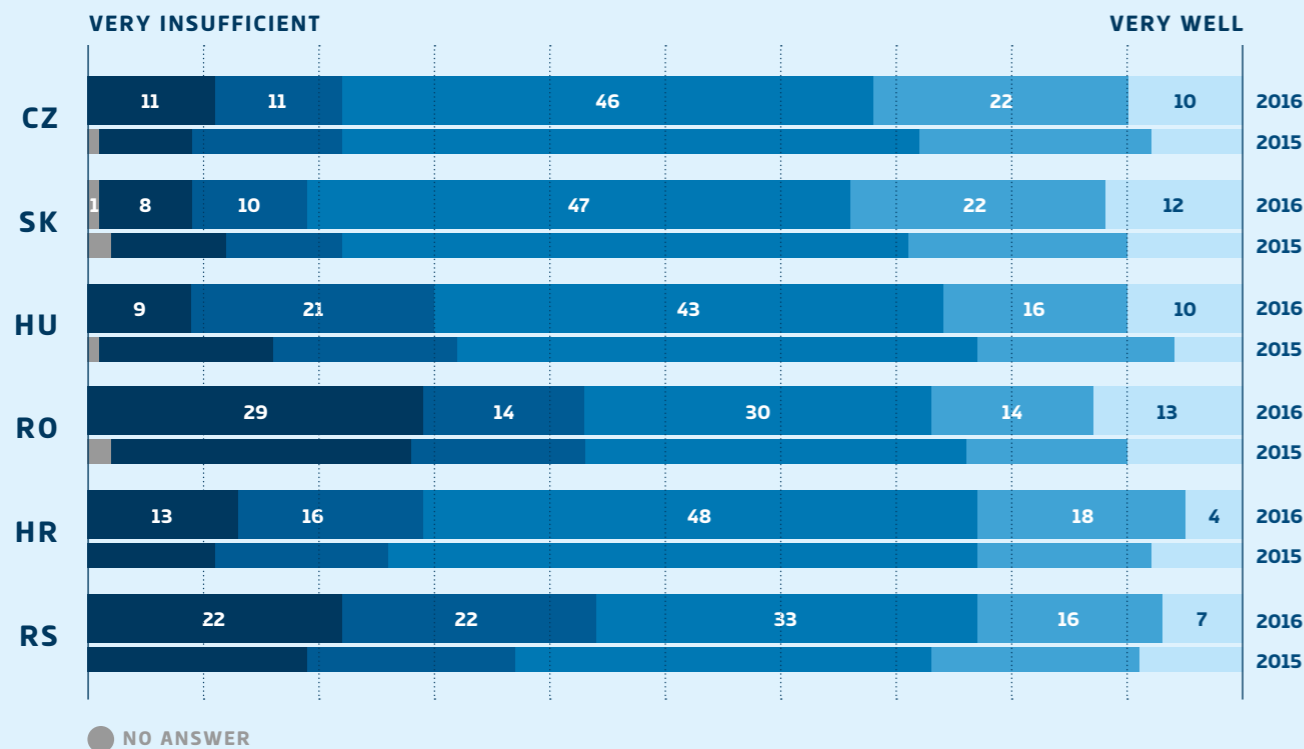
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Confidence in financial knowledge, investing skills varies sharply across CEE region



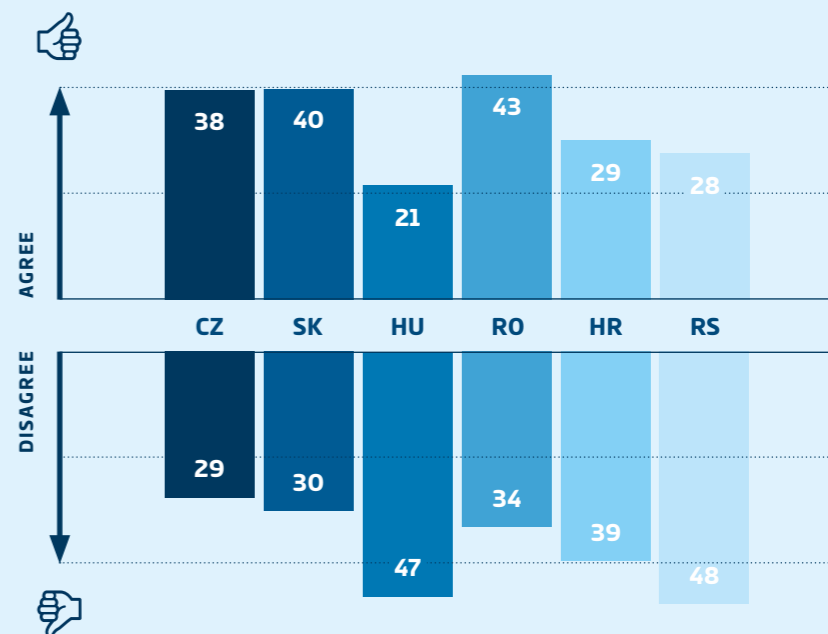
How well do you personally feel informed about financial topics and banking products?



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I know a lot about different possibilities of investing one's money



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Across CEE, people say their expenditures under control but many spend more than planned



I have my monthly outgoings and expenditures **under control**



I frequently **spend more money** than planned



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Spending developments reflect mixed general economic status across CEE

Outlays for staple items have generally remained stable or risen



Groceries



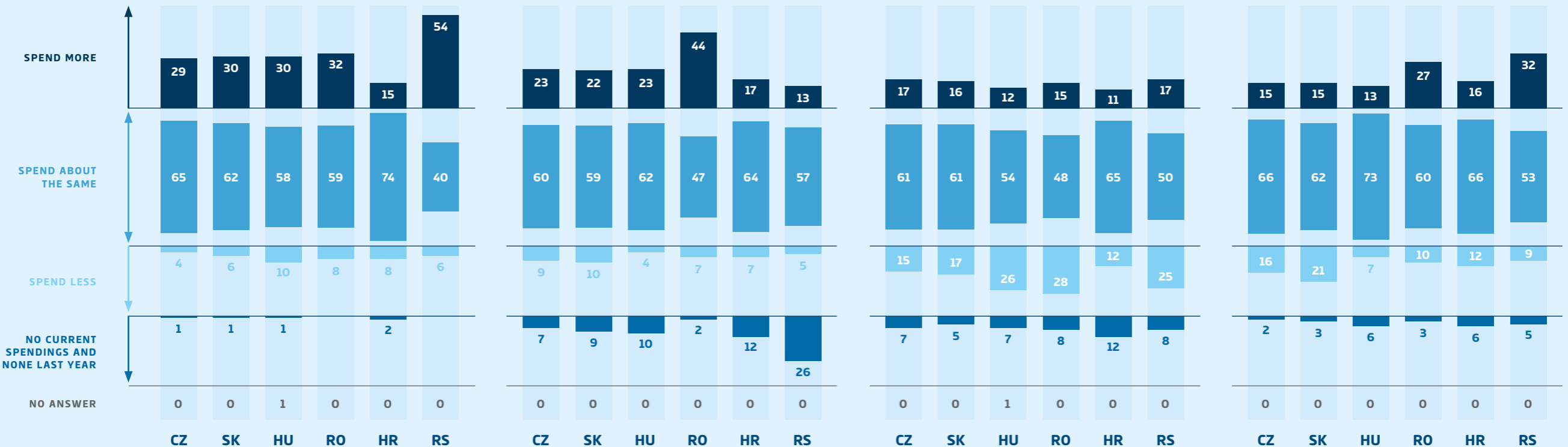
Healthcare



Clothing



Mobile phone/Internet

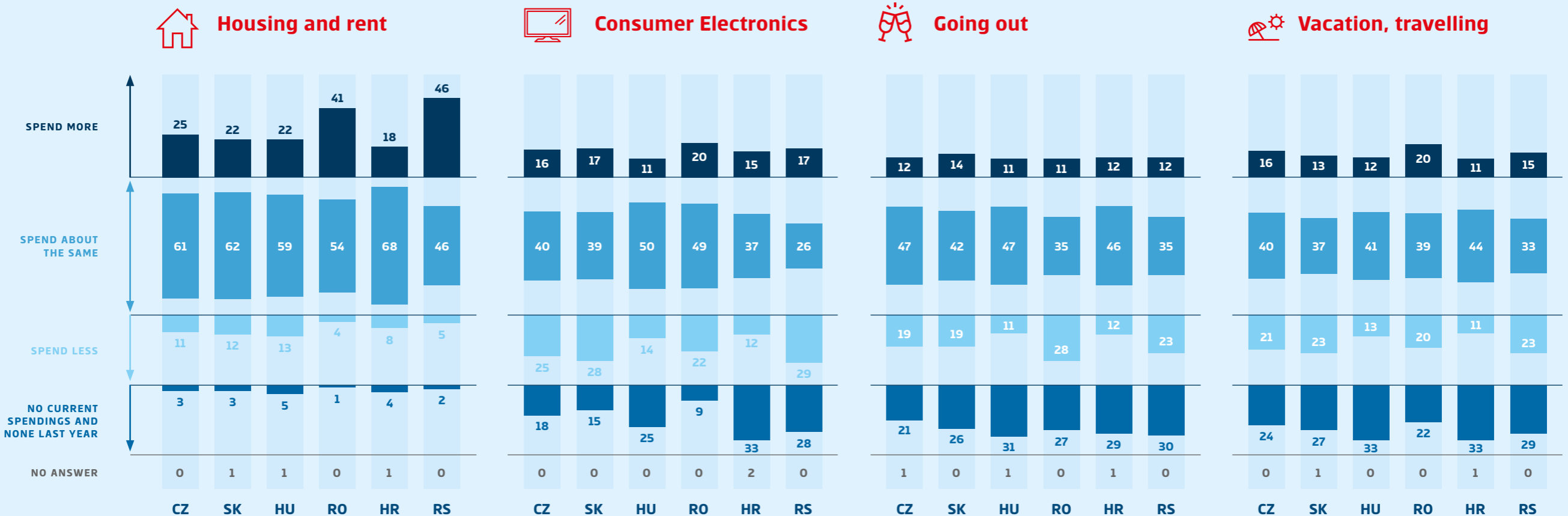


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Spending developments reflect mixed general economic status across CEE

Outlays for larger-ticket items such as vacations and travel down significantly



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Survey design

Research conducted

August–September 2016

Method

Telephone-based interviews using the CATI (Computer Assisted Telephone Interviewing) system were conducted in Austria, the Czech Republic, Slovakia, Hungary, Romania, Croatia and Serbia.

Sample size

In each market, more than 500 members of the general public aged 15+ were interviewed for the survey.

Research institute

