

Press release

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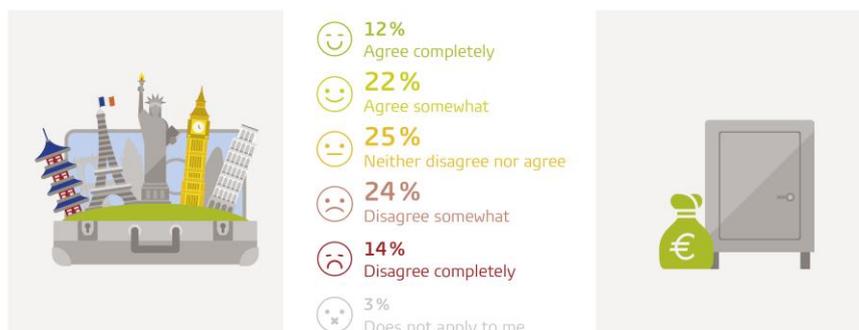
Savers just outnumber fun-lovers, internationally

Nuremberg, April 28, 2016 – Internationally, people with a ‘save now’ mindset just outnumber people with a ‘have fun now’ mindset – but the numbers are very close.

GfK asked over 27,000 internet users across 22 countries to say how strongly they agree or disagree with the statement “I want to enjoy life today and will worry about savings and investments later”.

Internationally, a third (34 percent) of online consumers say they agree – made up of 12 percent who agree completely, and 22 percent who agree somewhat. The numbers disagreeing are slightly higher, standing at 38 percent overall - made up of 14 percent who disagree strongly and 24 percent who disagree somewhat. A further quarter (25 percent) say they are neutral, neither agreeing nor disagreeing.

INTERNATIONAL AGREEMENT WITH THE STATEMENT:
I WANT TO ENJOY LIFE TODAY AND WILL WORRY ABOUT SAVINGS AND INVESTMENTS LATER



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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Women more inclined to be savings-minded; men are evenly divided

Although a third (33 percent) of women internationally agree with enjoying life now and worrying about financial security later, a greater number (40 percent) disagree. Men, however, are more evenly divided with 36 percent agreeing and 35 percent disagreeing.

Twenty-somethings beat teenagers on percentage of fun-lovers

Online consumers aged 20-29 years old have the highest percentage of fun-lovers of any age group, with 41 percent agreeing with having fun now and worrying about saving later. Teenagers (15-19 years old) and those

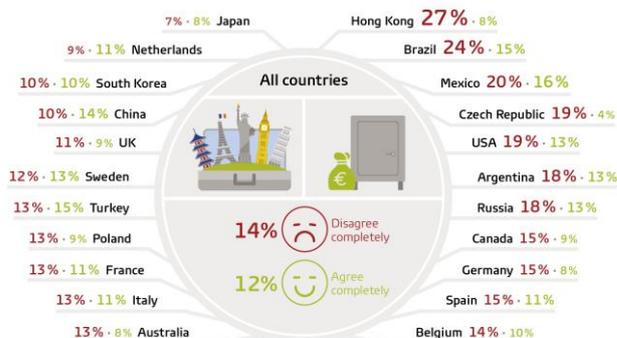
aged 30-39 years old come next – standing almost equal at 37 percent and 36 percent respectively. And a quarter (26 percent) of people aged 50-59 years old and 60+ years old also agree with living for today.

On the other end of the scale, the numbers showing a more ‘save now’ mindset increases fairly steadily with each age group. This starts at a third (34 percent) of both teenagers and 20-29 year olds and peaks at 43 percent of 50-59 year olds and 42 percent of those aged 60 and over.

Hong Kong is only country where the majority favor saving today

Hong Kong stands out as the only country where more than half of the online population show a ‘save now’ mindset. In this country, 54 percent disagree with the idea of enjoying life today and worrying about savings and investments later. The Czech Republic runs second with 49 percent disagreeing, followed by Brazil with 45 percent.

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These findings give financial service brands a useful, top-level picture of the appetite across different countries, age groups and genders for savings and investments products, versus products that support a more ‘live for today’ mindset, such as instant-access accounts.

To download the complete findings for each of the 22 countries, please visit www.gfk.com/global-studies/global-study-overview/

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About the study

GfK conducted an online survey with over 27,000 consumers aged 15 or older in 22 countries. Fieldwork was completed in June 2015 and data are weighted to reflect the demographic composition of the online population age 15+ in each market. The countries included are Argentina, Australia, Belgium, Brazil, Canada, China, Czech Republic, France, Germany, Hong



Kong, Italy, Japan, Mexico, Netherlands, Poland, Russia, South Korea, Spain, Sweden, Turkey, UK and USA.

About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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