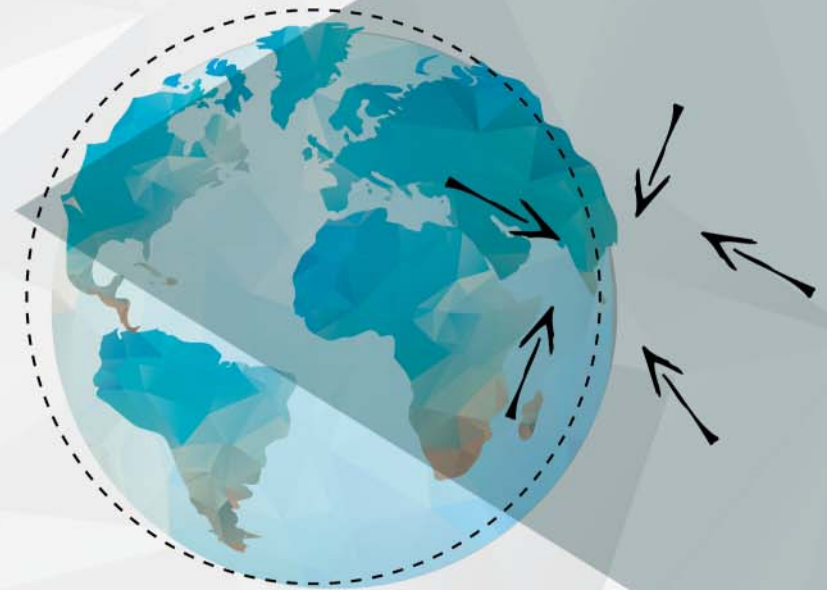


GfK Verein

Investmentbarometer

2014/2015



Survey Design



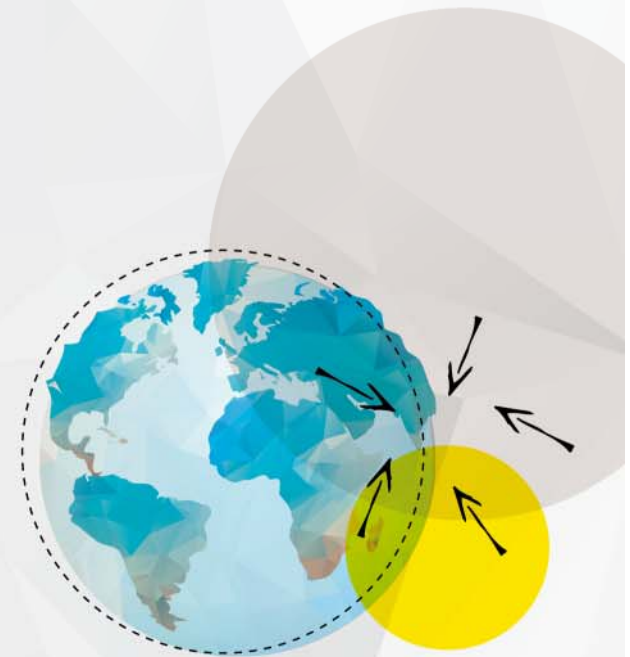
Survey Design



Survey conducted by GfK SE | Omnibus & Legal Research

- Client: GfK Verein
- Subject: Investment Barometer of GfK Verein.
- Method: GfK GLOBO BUS® (CAPI / CATI).
- Sample: Appr. 1,000 (Germany: 2,000) men and women per country.
- Fieldwork: 31th October to 18th November 2014.

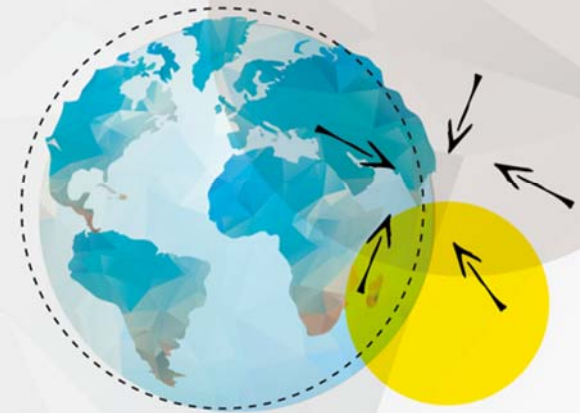
Results



1

Question 1:

Considering your current financial Investments, please tell me in which of the following forms of savings, investments or asset you have invested?



Forms of savings, investments or assets (1/2)

▶ Total

2011

In %

	Germany	France	Spain	UK	USA
Products of savings					
Savings book	43	n.v.	v.a.	n.v.	63
Call account	14	66	58	63	28
Fixed deposit account	16	6	19	22	23
Savings plan	9	28	5	25	
Savings bond	7	0	1	15	26
Building loan contract	31				
Shares / securities					
Fixed interest securities	5	2	3	11	11
Shares	11	15	6	32	39
Investment funds	16	1	5	14	31

F01: Considering your current financial Investments, please tell me in which of the following forms of savings, investments or asset you have invested?

Forms of savings, investments or assets (2/2)

▶ Total



2011

In %

	Germany	France	Spain	UK	USA
<u>Long-term insurance</u>					
Private endowment policy	25	2	2	14	
Unit-linked life insurance policy	5	42	6	25	61
Private pension insurance	19	15	12	44	
Company pension scheme	17	11	9	48	53
<u>Real estate / others assets</u>					
Owner-occupied flat / own house	45	38	57	58	63
Gold	4	2	6	7	15
Save at home, put money aside	28	4	11	36	20

F01: Considering your current financial Investments, please tell me in which of the following forms of savings, investments or asset you have invested?

Forms of savings, investments or assets (1/2)

▶ Total

2014

In %

	Germany	France	Spain	UK	USA
Products of savings					
Savings book	43	76	64	50	55
Call account	15	34	49	58	21
Fixed deposit account	15	10	11	13	18
Savings plan	10	36	6	21	
Savings bond	7	1	0	14	24
Building loan contract	31				
Shares / securities					
Fixed interest securities	5	2	2	7	11
Shares	11	13	5	26	29
Investment funds	16	1	4	13	22

F01: Considering your current financial Investments, please tell me in which of the following forms of savings, investments or asset you have invested?

Forms of savings, investments or assets (2/2)

▶ Total

2014

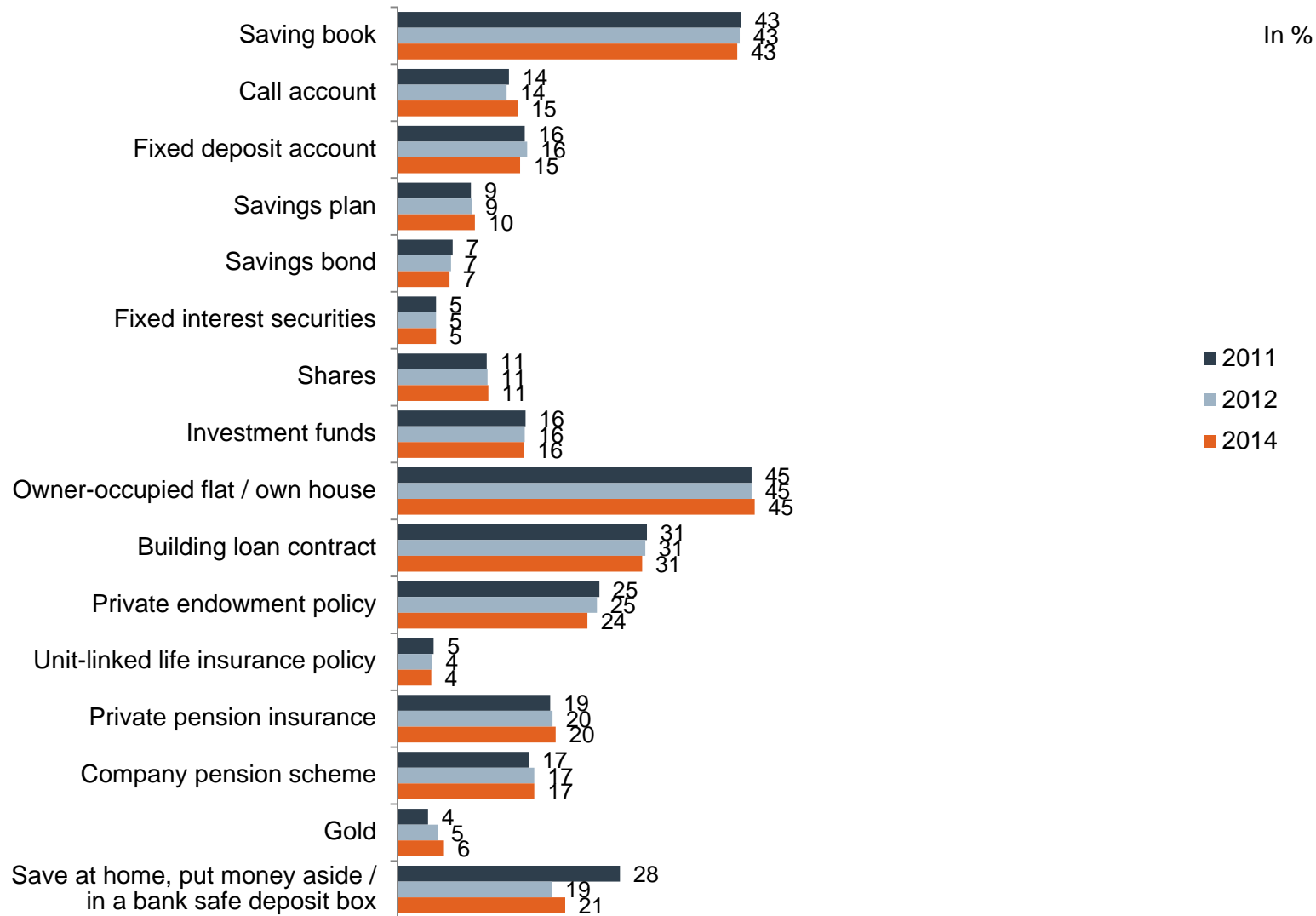
In %

	Germany	France	Spain	UK	USA
<u>Long-term insurance</u>					
Private endowment policy	24	1	1	11	
Unit-linked life insurance policy	4	48	4	22	49
Private pension insurance	20	15	11	42	
Company pension scheme	17	11	4	51	45
<u>Real estate / others assets</u>					
Owner-occupied flat / own house	45	31	58	48	48
Gold	6	3	8	4	12
Save at home, put money aside / in a bank safe deposit box	21	7	8	31	25

F01: Considering your current financial Investments, please tell me in which of the following forms of savings, investments or asset you have invested?

F1: Forms of savings, investments or assets

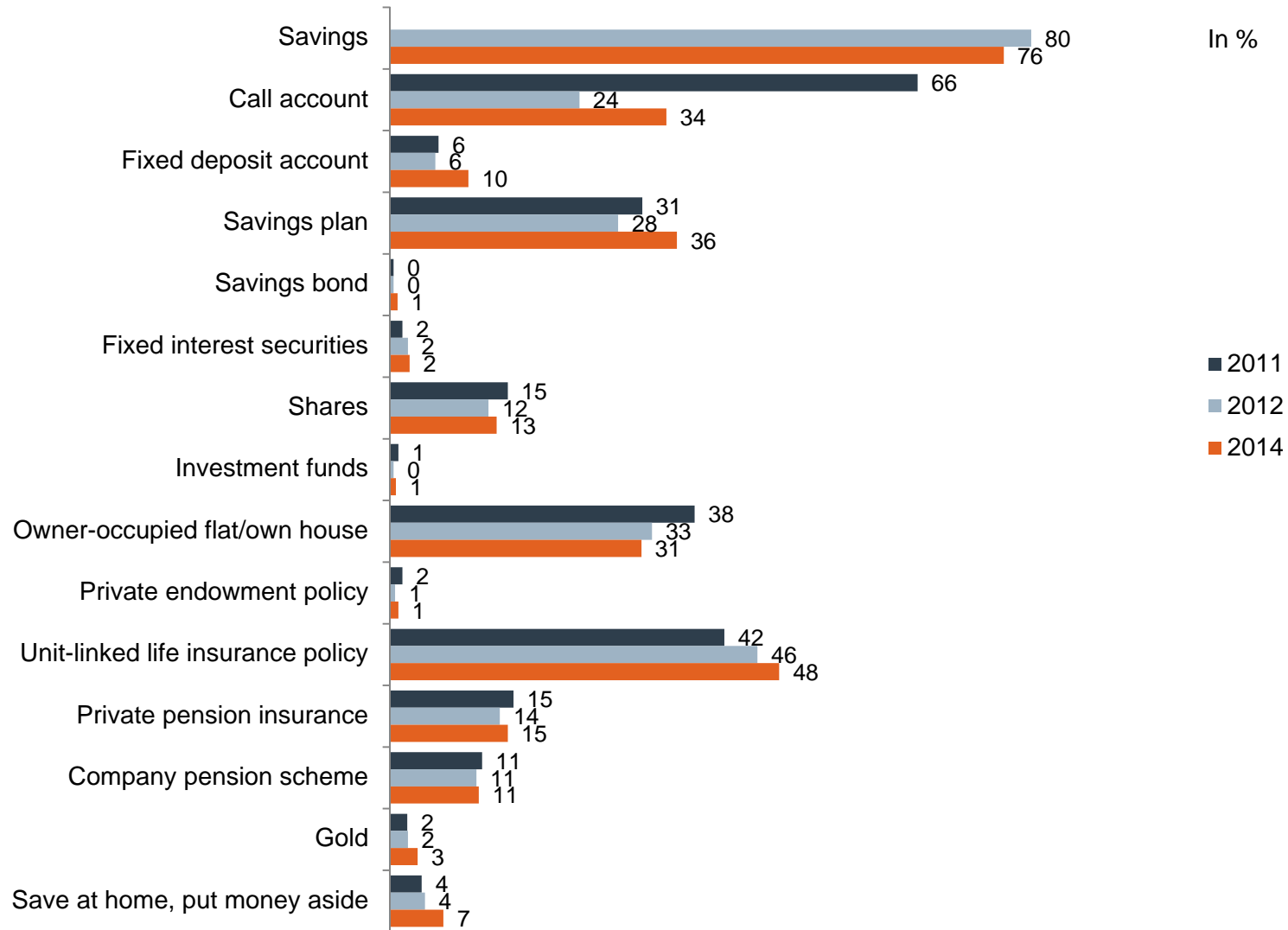
▶ Total - Germany



F01: Considering your current financial Investments, please tell me in which of the following forms of savings, investments or asset you have invested?

Forms of savings, investments or assets

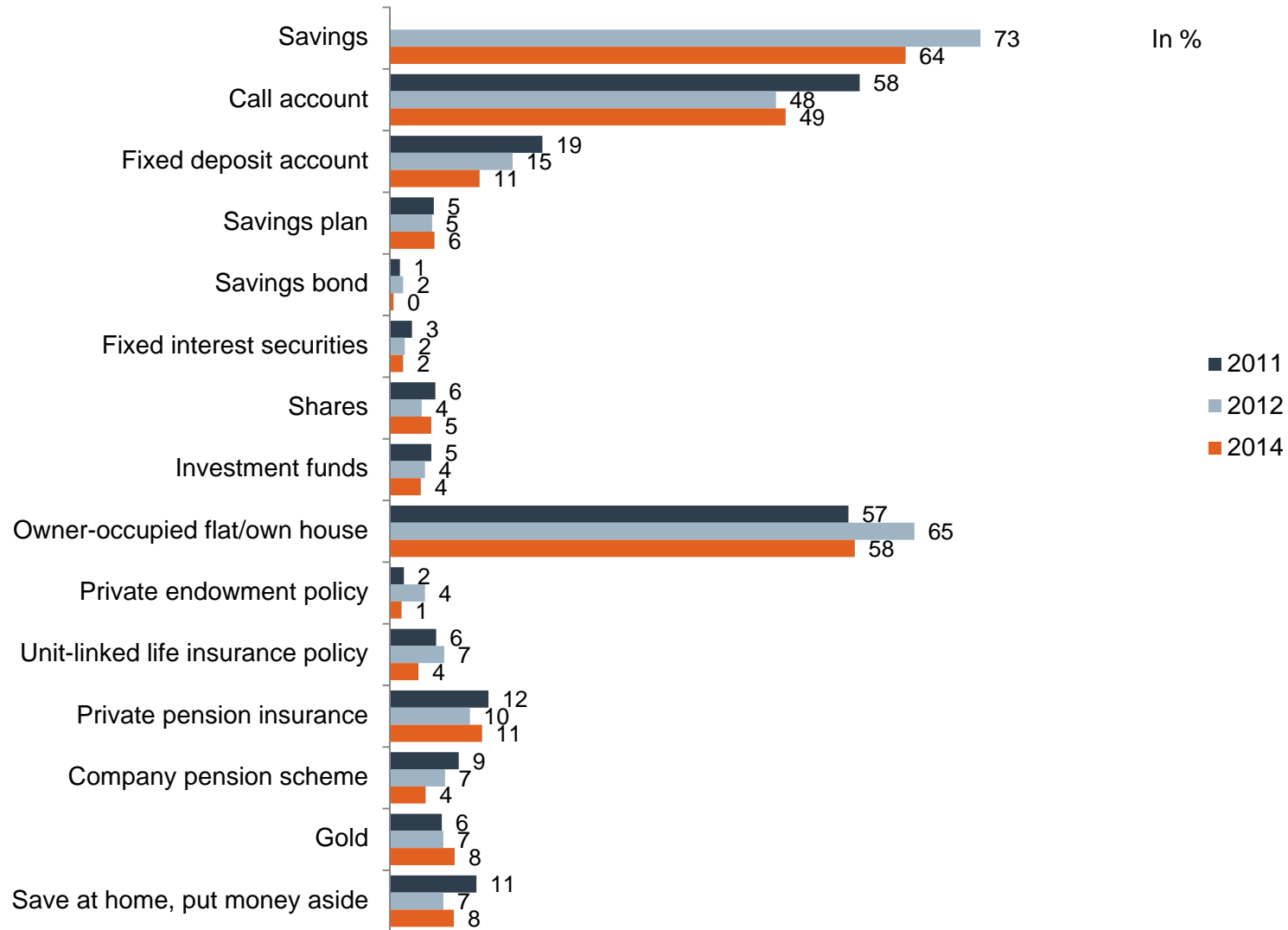
▶ Total - France



F01: Considering your current financial Investments, please tell me in which of the following forms of savings, investments or asset you have invested?

Forms of savings, investments or assets

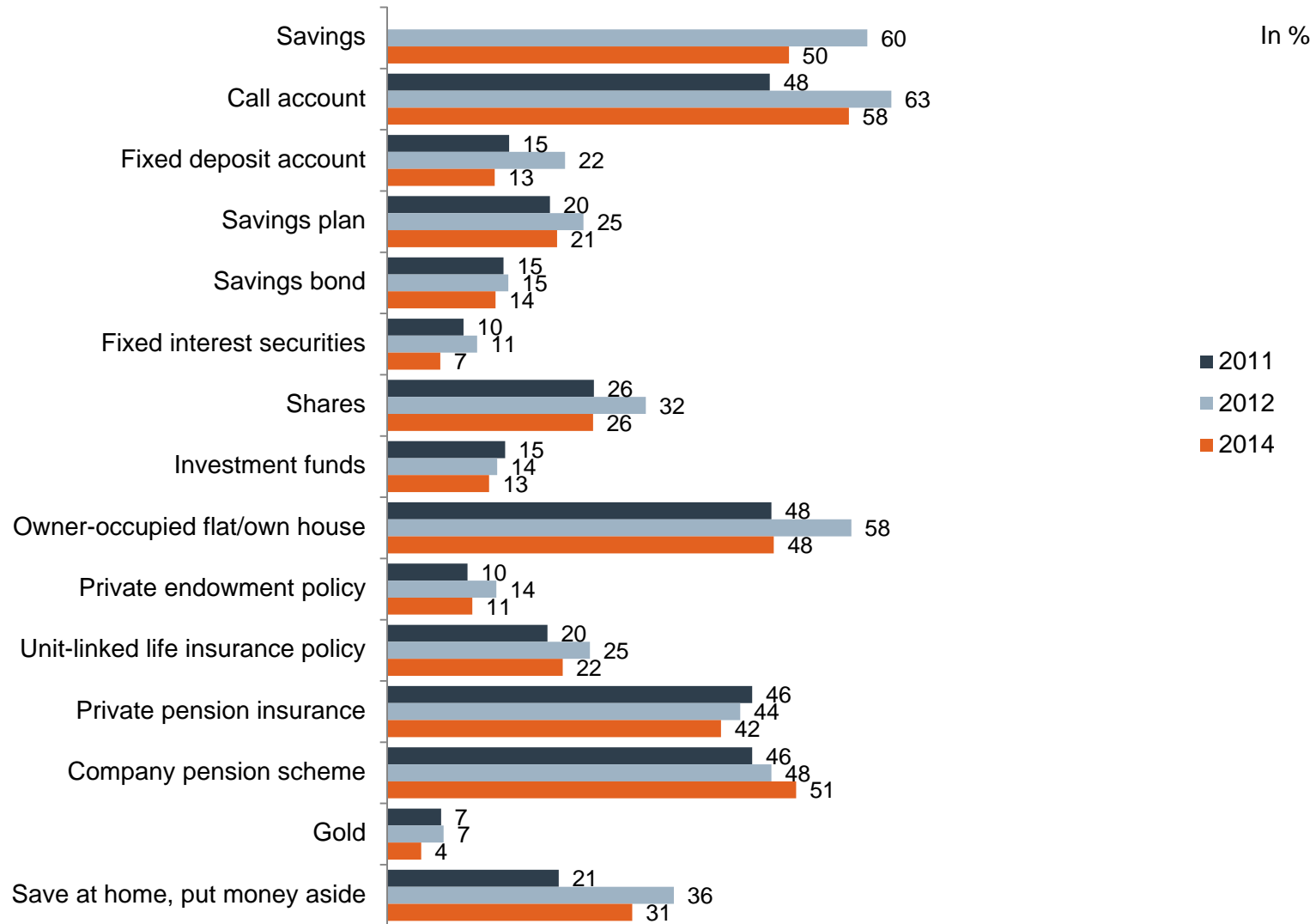
▶ Total - Spain



F01: Considering your current financial Investments, please tell me in which of the following forms of savings, investments or asset you have invested?

Forms of savings, investments or assets

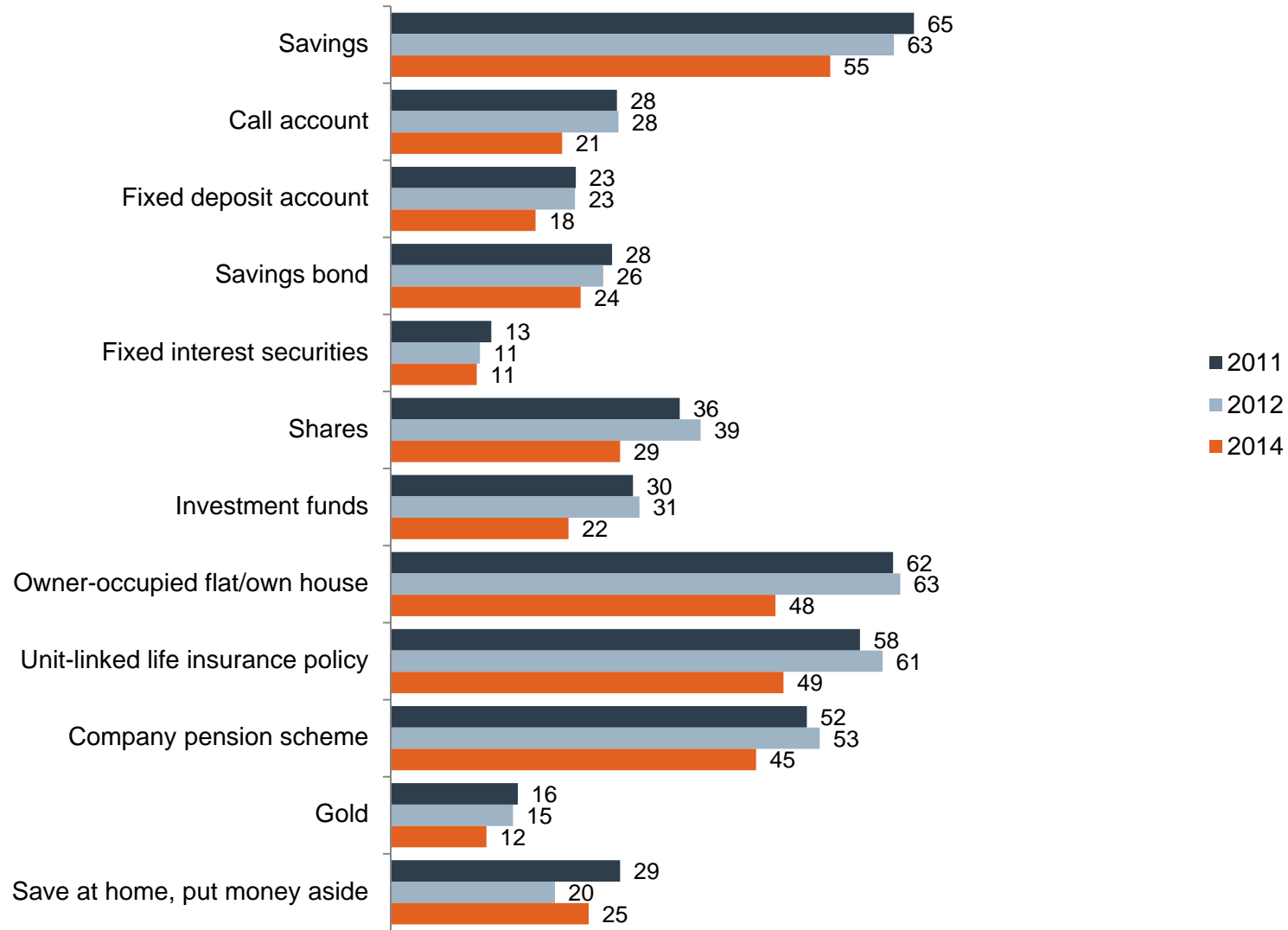
▶ Total - UK



F01: Considering your current financial Investments, please tell me in which of the following forms of savings, investments or asset you have invested?

Forms of savings, investments or assets

▶ Total - USA

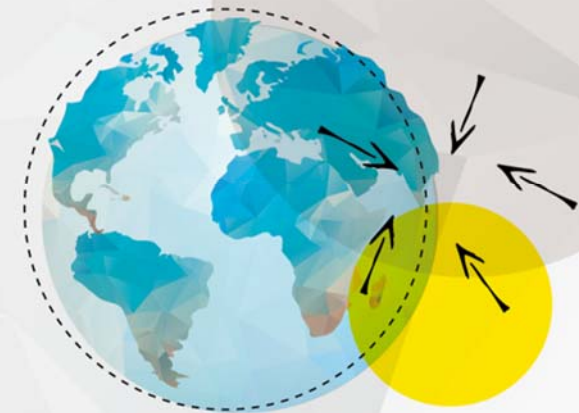


F01: Considering your current financial Investments, please tell me in which of the following forms of savings, investments or asset you have invested?

2

Question 2:

Regardless of how you save at present – how *appealing* do you see each of the products, investment types or saving options listed below?



Attractiveness of several products (1/2)

▶ Total – Top Box



In %

2011

	Germany	France	Spain	UK	USA
<u>Products of savings</u>					
Savings	24	n.v.	n.v.	n.v.	34
Call account	33	35	57	43	18
Fixed deposit account	30	12	39	14	23
Savings plan	21	30	29	26	
Savings bond	11	5	17	18	21
Building loan contract	45				
<u>Shares / securities</u>					
Fixed interest securities	15	6	17	17	14
Shares	8	7	20	21	29
Investment funds	14	4	20	17	26

F02: Regardless of how you save at present – how appealing do you see each of the products, investment types or saving options listed below?

Attractiveness of several products (2/2)

▶ Total – Top Box



In %

2011

	Germany	France	Spain	UK	USA
<u>Long-term insurance</u>					
Private endowment policy	27	5	8	17	
Unit-linked life insurance policy	13	36	11	21	46
Private pension insurance	32	26	30	37	
Company pension scheme	41	26	28	41	54
<u>Real estate / others assets</u>					
Owner-occupied flat / own house	77	57	73	55	59
Gold	37	38	34	24	30
Save at home, put money aside	20	14	16	27	21

F02: Regardless of how you save at present – how appealing do you see each of the products, investment types or saving options listed below?

Attractiveness of several products (1/2)

▶ Total – Top Box



In %

2012

	Germany	France	Spain	UK	USA
<u>Products of savings</u>					
Savings book	19	40	47	28	42
Call account	30	22	40	33	22
Fixed deposit account	27	10	35	15	24
Savings plan	21	30	24	20	
Savings bond	13	4	13	13	22
Building loan contract	41				
<u>Shares / securities</u>					
Fixed interest securities	16	7	14	15	16
Shares	10	8	14	17	29
Investment funds	14	4	19	12	28

F02: Regardless of how you save at present – how appealing do you see each of the products, investment types or saving options listed below?

Attractiveness of several products (2/2)

► Total – Top Box

In %

2012

	Germany	France	Spain	UK	USA
<u>Long-term insurance</u>					
Private endowment policy	27	5	5	13	
Unit-linked life insurance policy	11	38	9	15	46
Private pension insurance	31	24	27	34	
Company pension scheme	44	24	25	42	51
<u>Real estate / others assets</u>					
Owner-occupied flat / own house	79	46	71	43	59
Gold	39	32	33	18	27
Save at home, put money aside / in a bank safe deposit box	16	15	20	16	26

F02: Regardless of how you save at present – how appealing do you see each of the products, investment types or saving options listed below?

Attractiveness of several products (1/2)

▶ Total – Top Box



In %

2014

	Germany	France	Spain	UK	USA
<u>Products of savings</u>					
Savings book	10	17	38	45	33
Call account	19	16	31	47	15
Fixed deposit account	18	8	26	15	19
Savings plan	15	22	17	28	
Savings bond	10	3	10	17	24
Building loan contract	36				
<u>Shares / securities</u>					
Fixed interest securities	13	5	11	12	15
Shares	17	10	17	22	31
Investment funds	17	4	17	16	25

F02: Regardless of how you save at present – how appealing do you see each of the products, investment types or saving options listed below?

Attractiveness of several products (2/2)

► Total – Top Box

In %

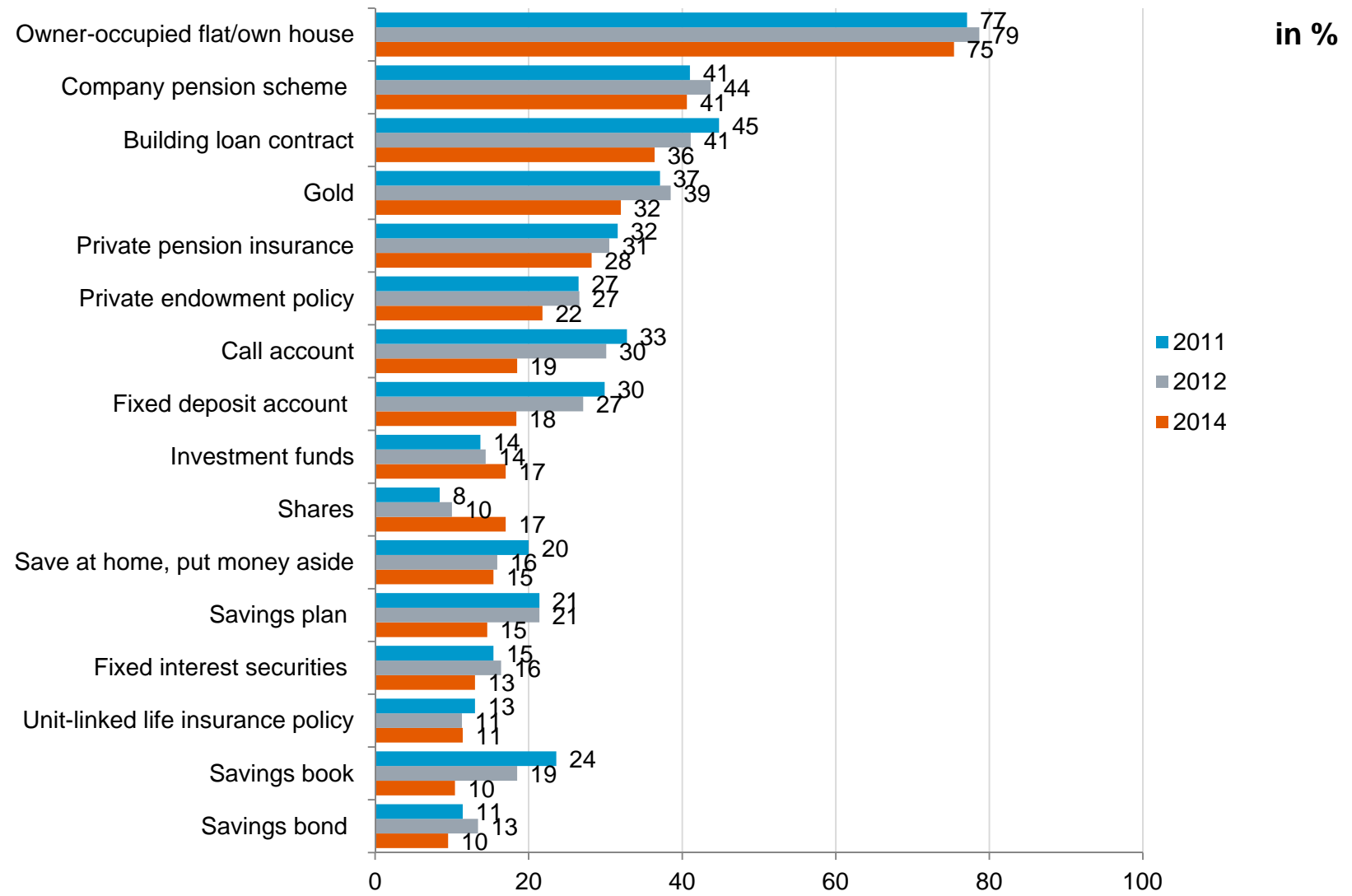
2014

	Germany	France	Spain	UK	USA
<u>Long-term insurance</u>					
Private endowment policy	22	4	6	12	
Unit-linked life insurance policy	11	30	9	18	41
Private pension insurance	28	17	26	43	
Company pension scheme	41	15	20	53	48
<u>Real estate / others assets</u>					
Owner-occupied flat / own house	75	37	68	57	53
Gold	32	23	28	21	24
Save at home, put money aside / in a bank safe deposit box	15	14	16	31	29

F02: Regardless of how you save at present – how appealing do you see each of the products, investment types or saving options listed below?

Attractiveness of several products (2/2)

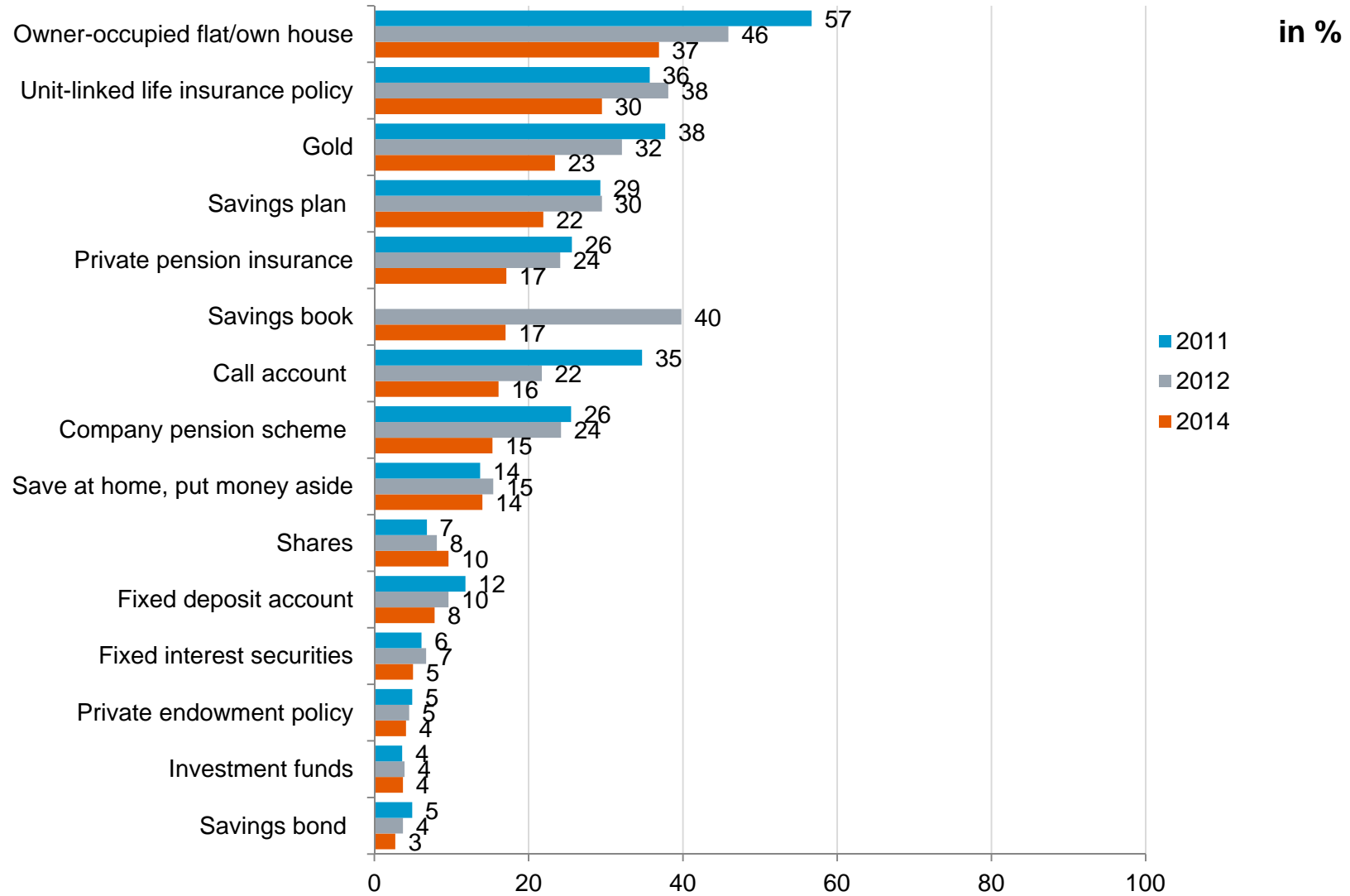
▶ **Total – Top Box (appealing) - Germany**



F02: Regardless of how you save at present – how appealing do you see each of the products, investment types or saving options listed below?

Attractiveness of several products (2/2)

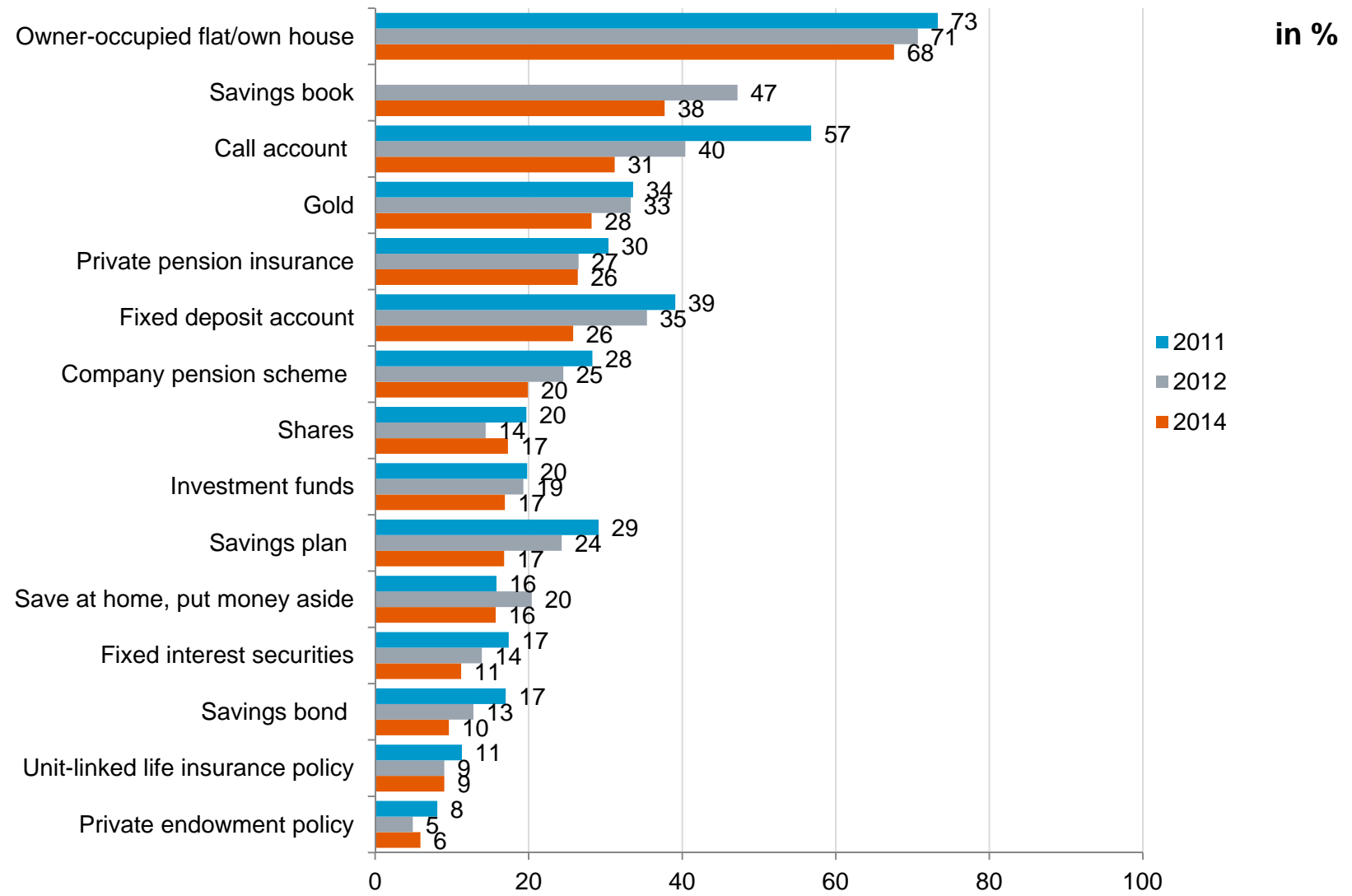
▶ **Total – Top Box (appealing) - France**



F02: Regardless of how you save at present – how appealing do you see each of the products, investment types or saving options listed below?

Attractiveness of several products (2/2)

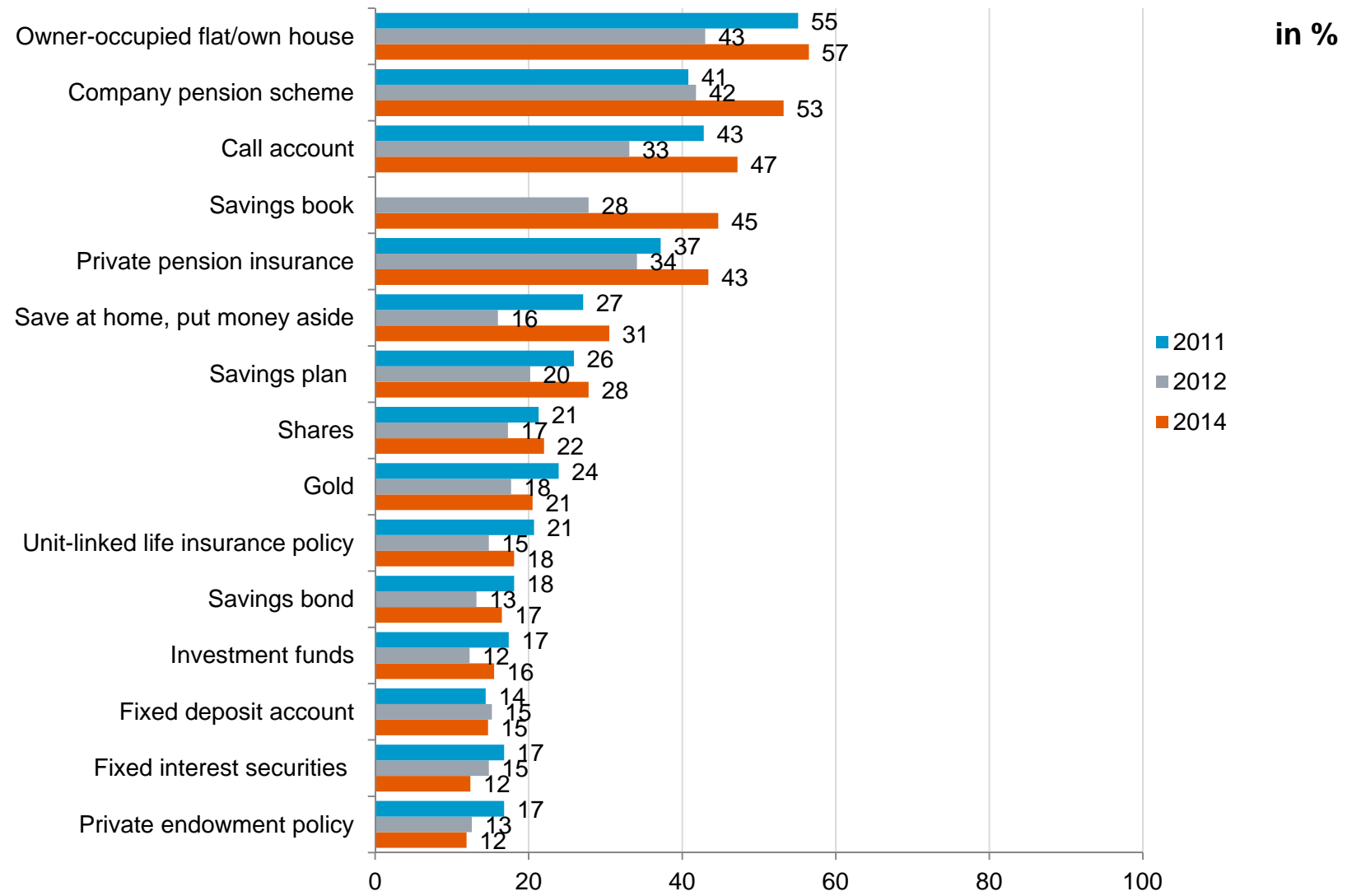
▶ **Total – Top Box (appealing) - Spain**



F02: Regardless of how you save at present – how appealing do you see each of the products, investment types or saving options listed below?

Attractiveness of several products (2/2)

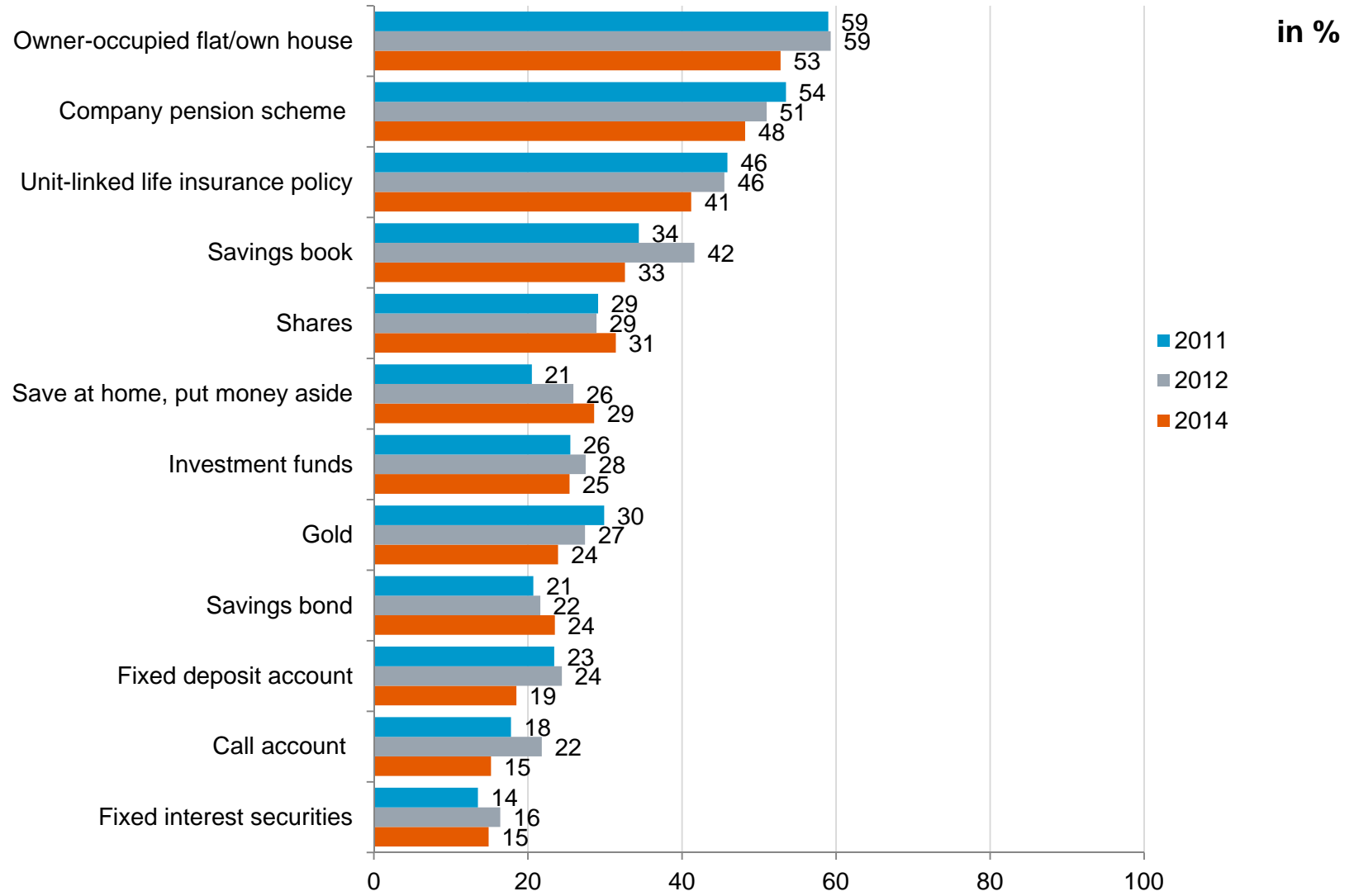
▶ Total – Top Box (appealing) - UK



F02: Regardless of how you save at present – how appealing do you see each of the products, investment types or saving options listed below?

Attractiveness of several products (2/2)

▶ **Total – Top Box (appealing) - USA**

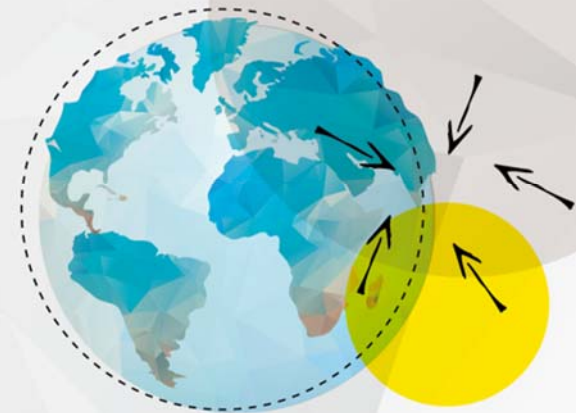


F02: Regardless of how you save at present – how appealing do you see each of the products, investment types or saving options listed below?

3

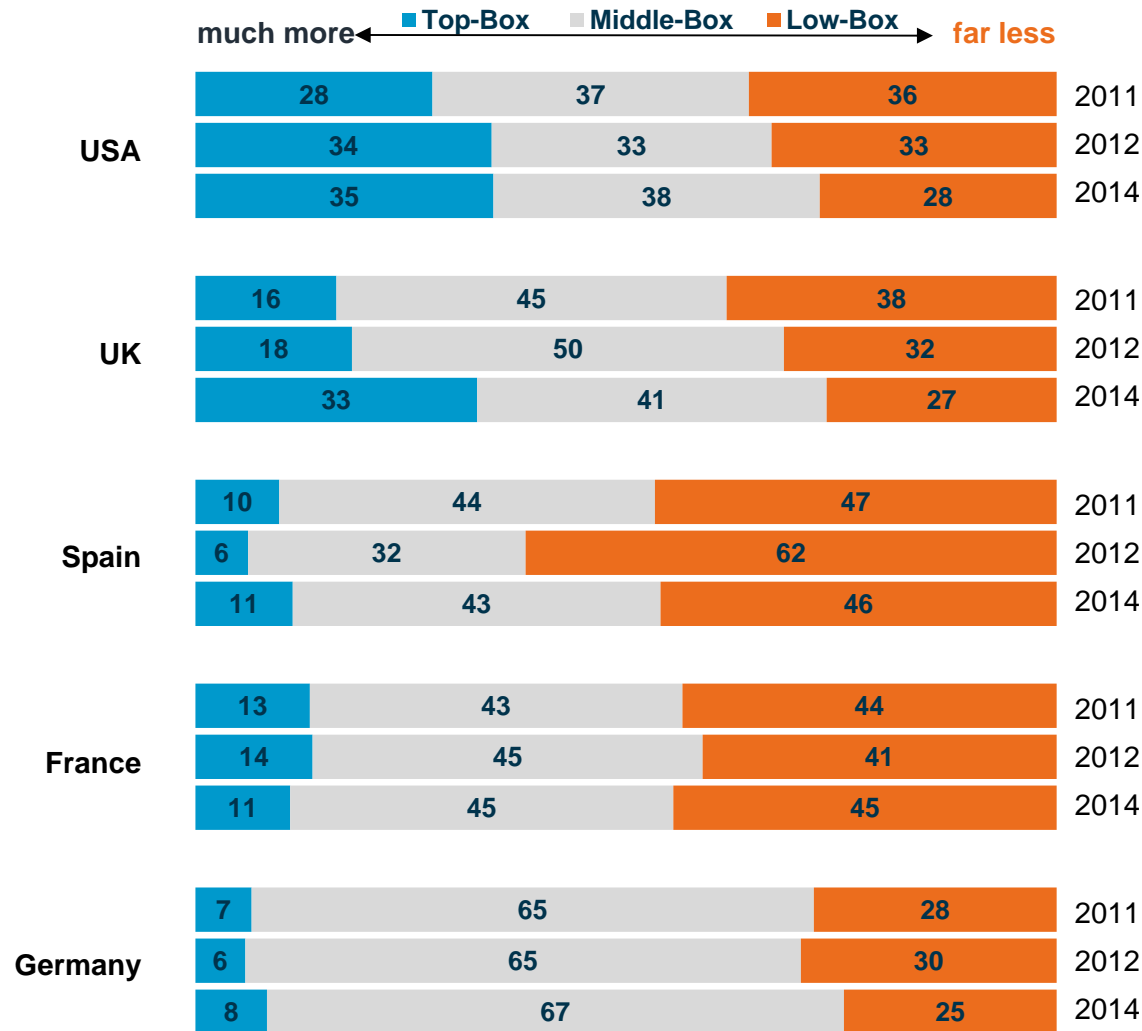
Question 3:

How do you think your personal savings will develop in the next 12 months? Do you think you will save more or less than you did in the last 12 months?



Development of personal savings

■ Total



In %

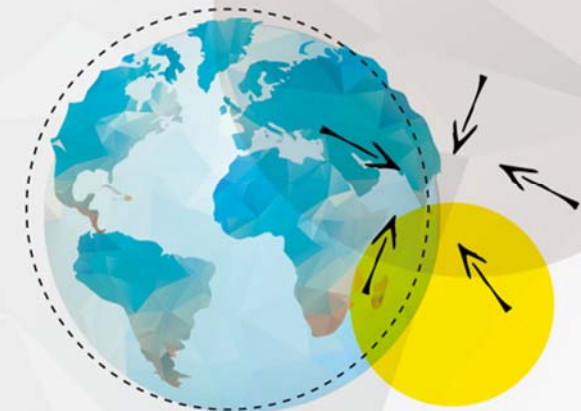
ⓘ
Top Box = much more/a bit more
Middle Box = about the same
Low Box = a bit less /far less

F03: How do you think your personal savings will develop in the next 12 months? Do you think you will save more or less than you did in the last 12 months?
 Which of the following applies to you?

4

Question 4:

Do you plan, within the next 12 months to shift savings and assets held in the forms listed below, that is to say increase, maintain, lower or spend them completely?



Investment Shifting (1/2)

Owner of Investments –

Top Box (= save/invest a bit more + save/invest much more)



In %

2011

	Germany	France	Spain	UK	USA
<u>Products of savings</u>					
Savings	9	11	20	18	19
Call account	14	13	21	11	13
Fixed deposit account	11	20	17	4	18
Savings plan	6	12	8	11	
Savings bond	3	0	11	8	14
Building loan contract	13				
<u>Shares / securities</u>					
Fixed interest securities	9	0	13	5	15
Shares	13	4	12	12	25
Investment funds	11	26	18	15	18

F04: Do you plan, within the next 12 months to shift savings and assets held in the forms listed below, that is to say increase, maintain, lower or spend them completely?

Investment Shifting (2/2)

Owner of Investments

– Top Box (= save/invest a bit more + save/invest much more)



In %

2011

	Germany	France	Spain	UK	USA
<u>Long-term insurance</u>					
Private endowment policy	3	0	0	4	
Unit-linked life insurance policy	4	11	6	5	11
Private pension insurance	7	13	8	9	
Company pension scheme	9	12	20	8	23
<u>Real estate / others assets</u>					
Owner-occupied flat / own house	17	10	19	6	16
Gold	21	35	25	7	33
Save at home, put money aside	22	18	40	14	29

F04: Do you plan, within the next 12 months to shift savings and assets held in the forms listed below, that is to say increase, maintain, lower or spend them completely?

Investment Shifting (1/2)

Owner of Investments

– Top Box (= save/invest a bit more + save/invest much more)



In %

2014

	Germany	France	Spain	UK	USA
<u>Products of savings</u>					
Savings book	11	10	17	36	23
Call account	10	17	19	25	18
Fixed deposit account	16	22	17	15	13
Savings plan	8	15	4	26	
Savings bond	3	0	0	9	15
Building loan contract	17				
<u>Shares / securities</u>					
Fixed interest securities	20	10	24	8	25
Shares	32	16	24	24	34
Investment funds	20	41	17	19	28

F04: Do you plan, within the next 12 months to shift savings and assets held in the forms listed below, that is to say increase, maintain, lower or spend them completely?

Investment Shifting (2/2)

Owner of Investments

– Top Box (= save/invest a bit more + save/invest much more)



In %

2014

	Germany	France	Spain	UK	USA
<u>Long-term insurance</u>					
Private endowment policy	7	20	0	4	
Unit-linked life insurance policy	8	9	8	11	14
Private pension insurance	10	11	29	21	
Company pension scheme	9	12	21	22	28
<u>Real estate / others assets</u>					
Owner-occupied flat / own house	23	9	13	17	22
Gold	33	42	22	23	34
Save at home, put money aside / in a bank safe deposit box	24	14	28	32	44

F04: Do you plan, within the next 12 months to shift savings and assets held in the forms listed below, that is to say increase, maintain, lower or spend them completely?

Ergebnisse DEUTSCHLAND

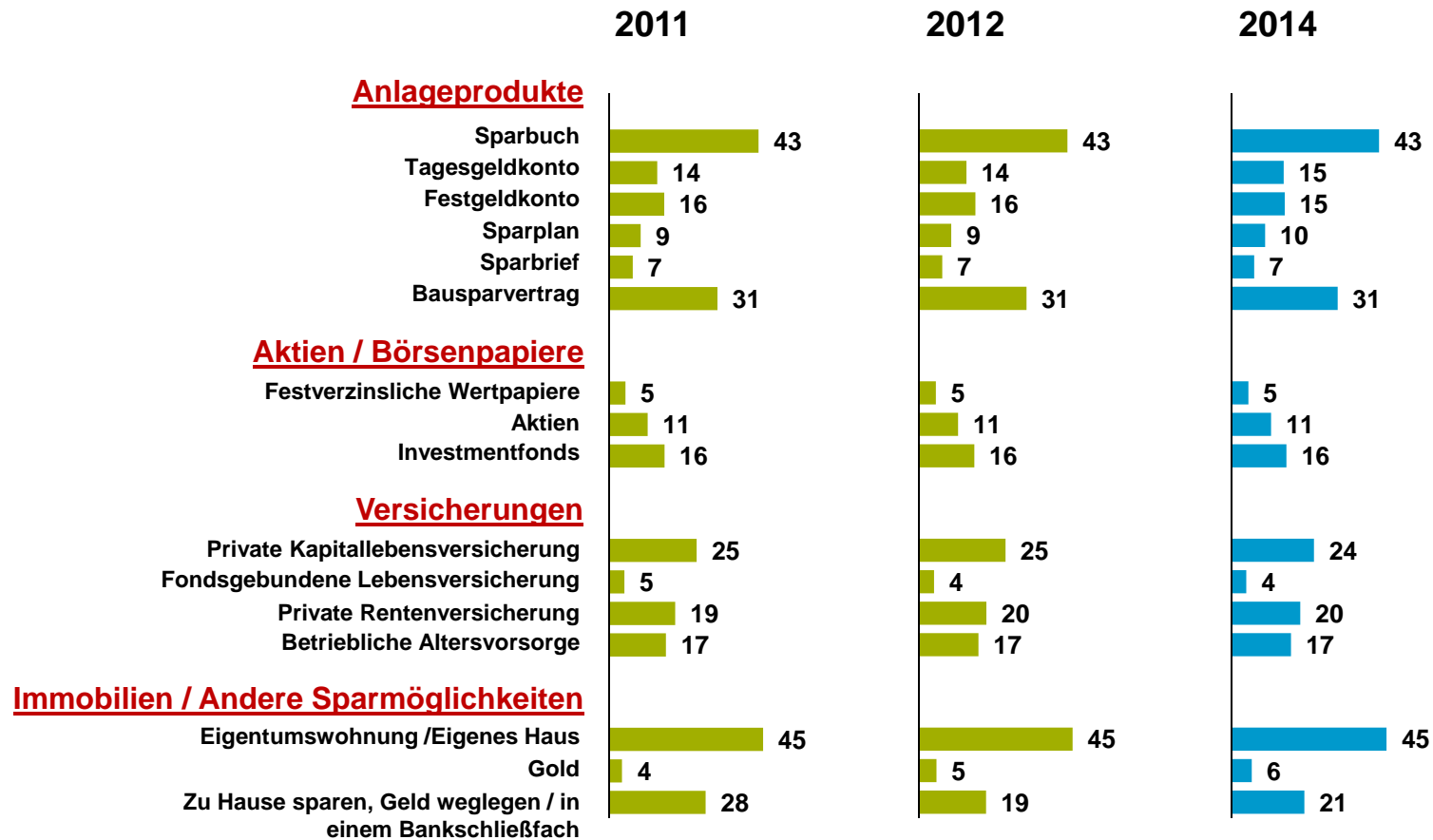


Spar- und Anlageformen

▶ Total

In %

Deutschland

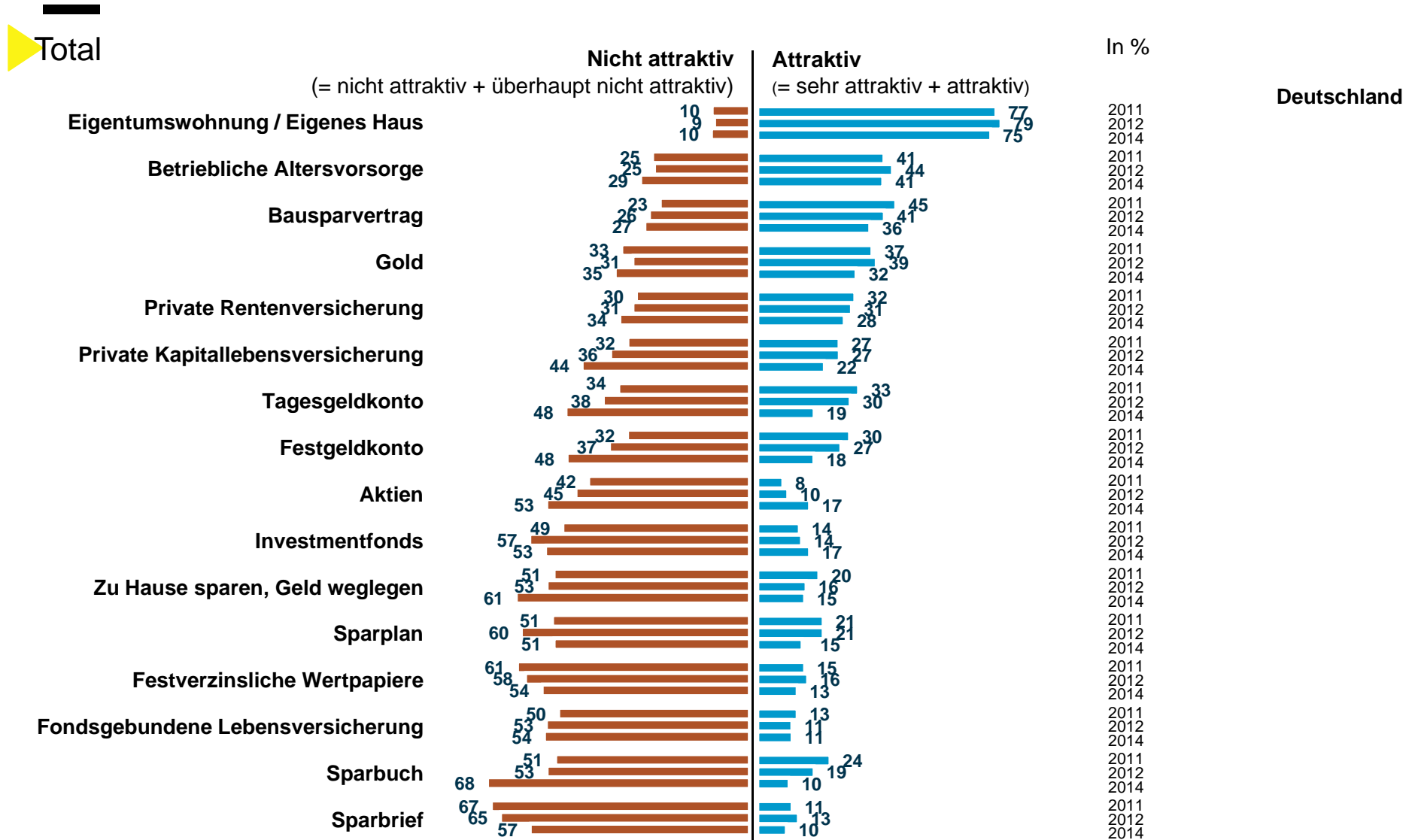


F01. Wenn Sie an Ihre derzeitigen Geldanlagen denken, sagen Sie mir bitte, in welche der folgenden Anlage- bzw. Vermögensformen Sie investiert haben?

Basis: n= 1.669 (2011) bzw. 1.711 (2012) bzw. 1.762 (2014)

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Attraktivität verschiedene Produkte

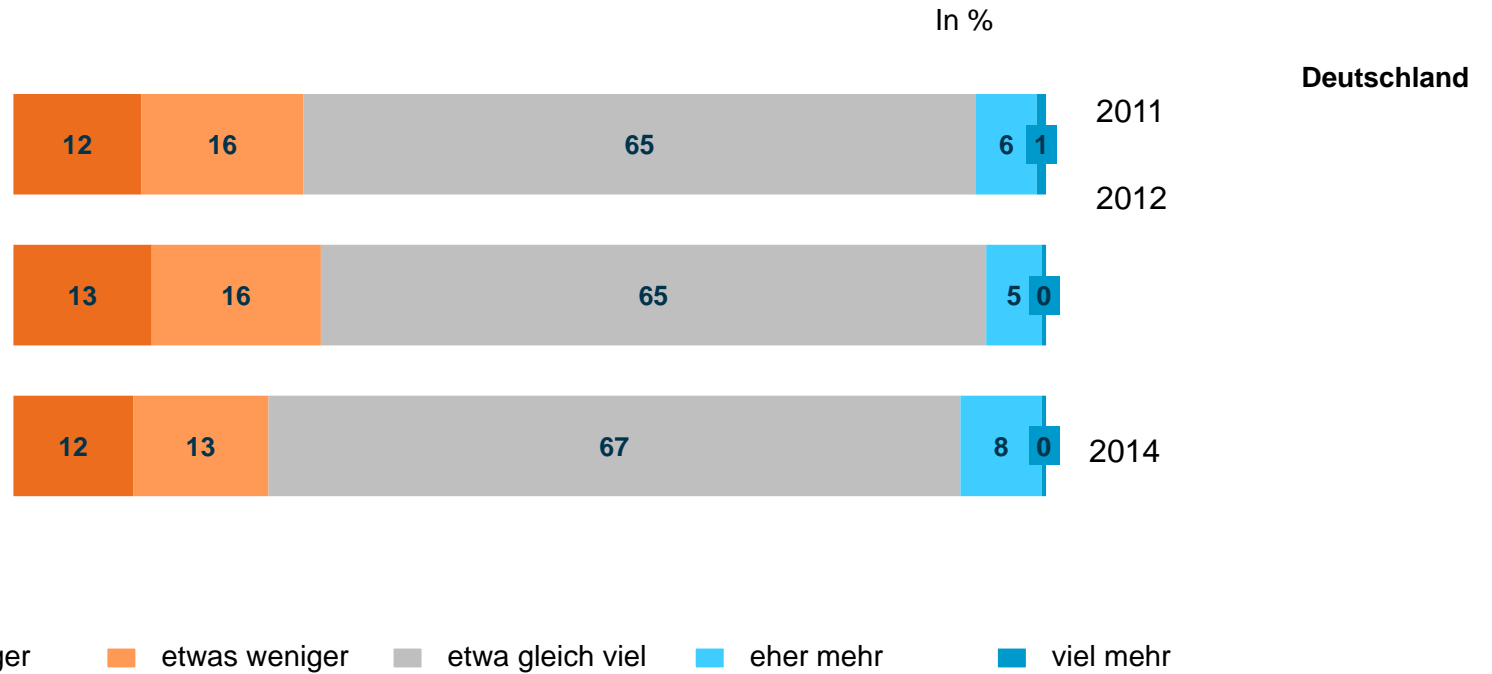


F02: Unabhängig davon, wie Sie derzeit selbst sparen - für wie attraktiv halten Sie die unten aufgeführten Produkte, Geldanlageformen bzw. Geldaufbewahrungsmöglichkeiten?

Basis: n= 1.677 (2011) bzw. 1.722 (2012) bzw. 1.777 (2014)

Entwicklung persönlicher Ersparnisse

Total



F03. Wie glauben Sie, werden sich Ihre persönlichen Ersparnisse in den nächsten 12 Monaten entwickeln? Glauben Sie, dass Sie mehr oder weniger sparen werden als in den letzten 12 Monaten? Was vom folgenden trifft auf Sie zu? Basis: n= 1.677 (2011) bzw. 1.620 (2012) bzw. 1.656 (2014)
 GfK Verein /// Investmentbarometer 2014/2015

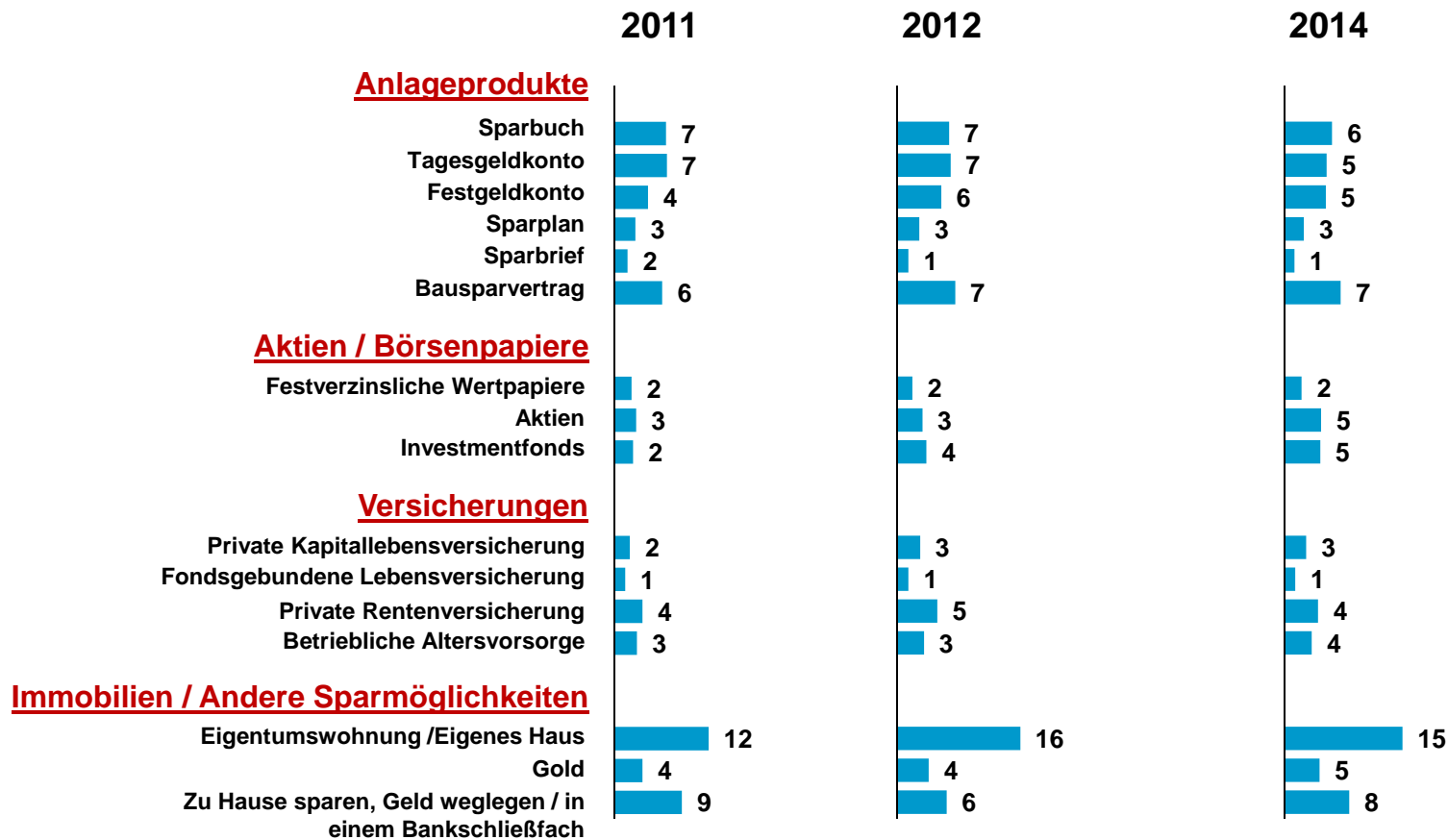
Geplante Umschichtungen von Spar-/Anlagebeträgen

Total

In %

Ich plane deutlich / etwas mehr zu sparen / investieren

Deutschland



F04. Planen Sie, innerhalb der nächsten 12 Monate Spar- und Anlagebeträge in den unten genannten Anlageformen umzuschichten, d.h. zu erhöhen, beizubehalten, zu verringern oder ganz aufzugeben? Basis: n= 1.677 (2011) bzw. 1.722 (2012) bzw. 1.777 (2014)

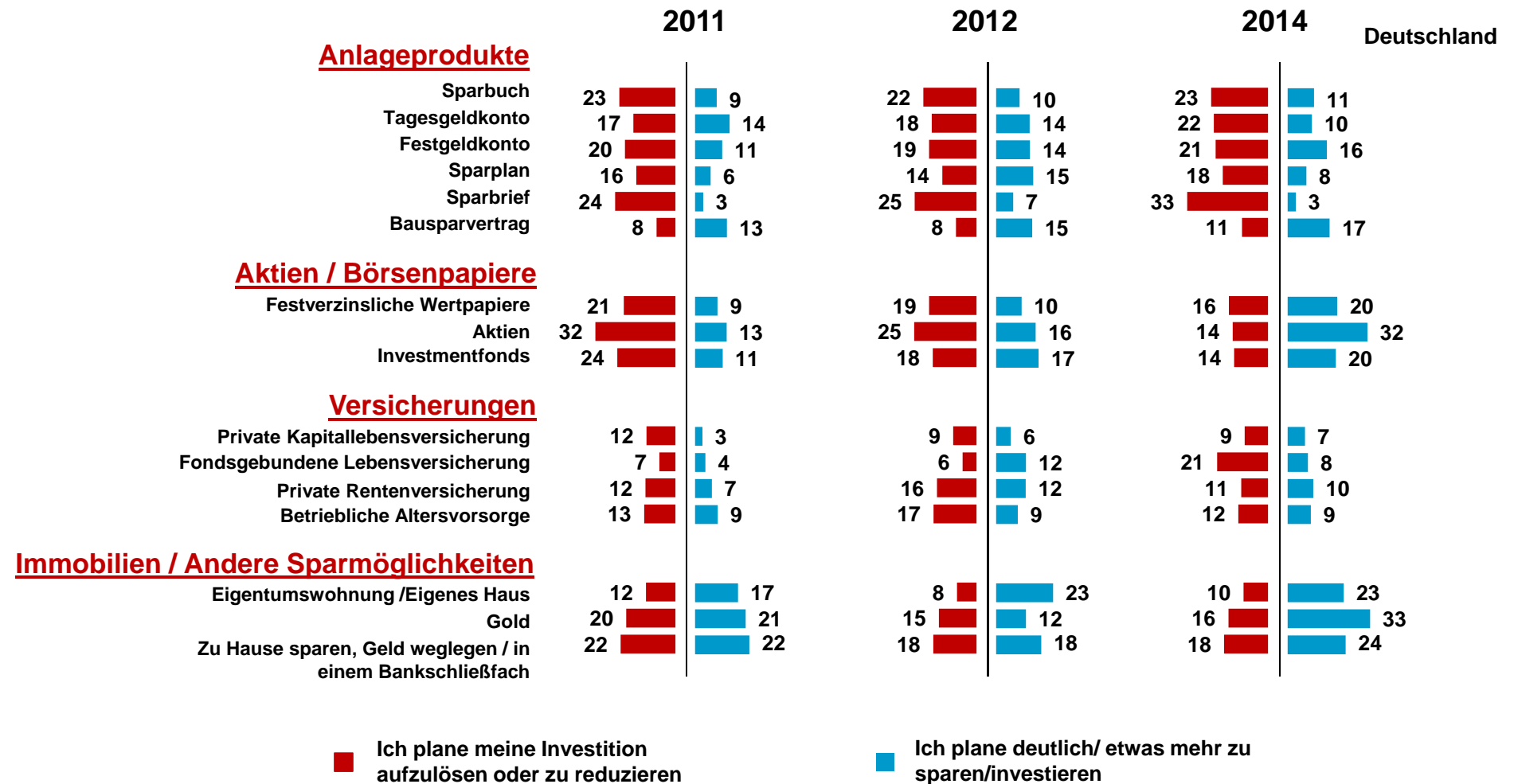
Geplante Umschichtungen von Spar-/Anlagebeträgen



Achtung!!! Personen, die in das jeweilige Produkte Geld angelegt haben

In %

Deutschland



F04. Planen Sie, innerhalb der nächsten 12 Monate Spar- und Anlagebeträge in den unten genannten Anlageformen umzuschichten, d.h. zu erhöhen, beizubehalten, zu verringern oder ganz aufzugeben? Basis: n= 1.677 (2011) bzw. 1.722 (2012) bzw. 1.777 (2014)

GfK Verein

Investmentbarometer 2014/2015

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