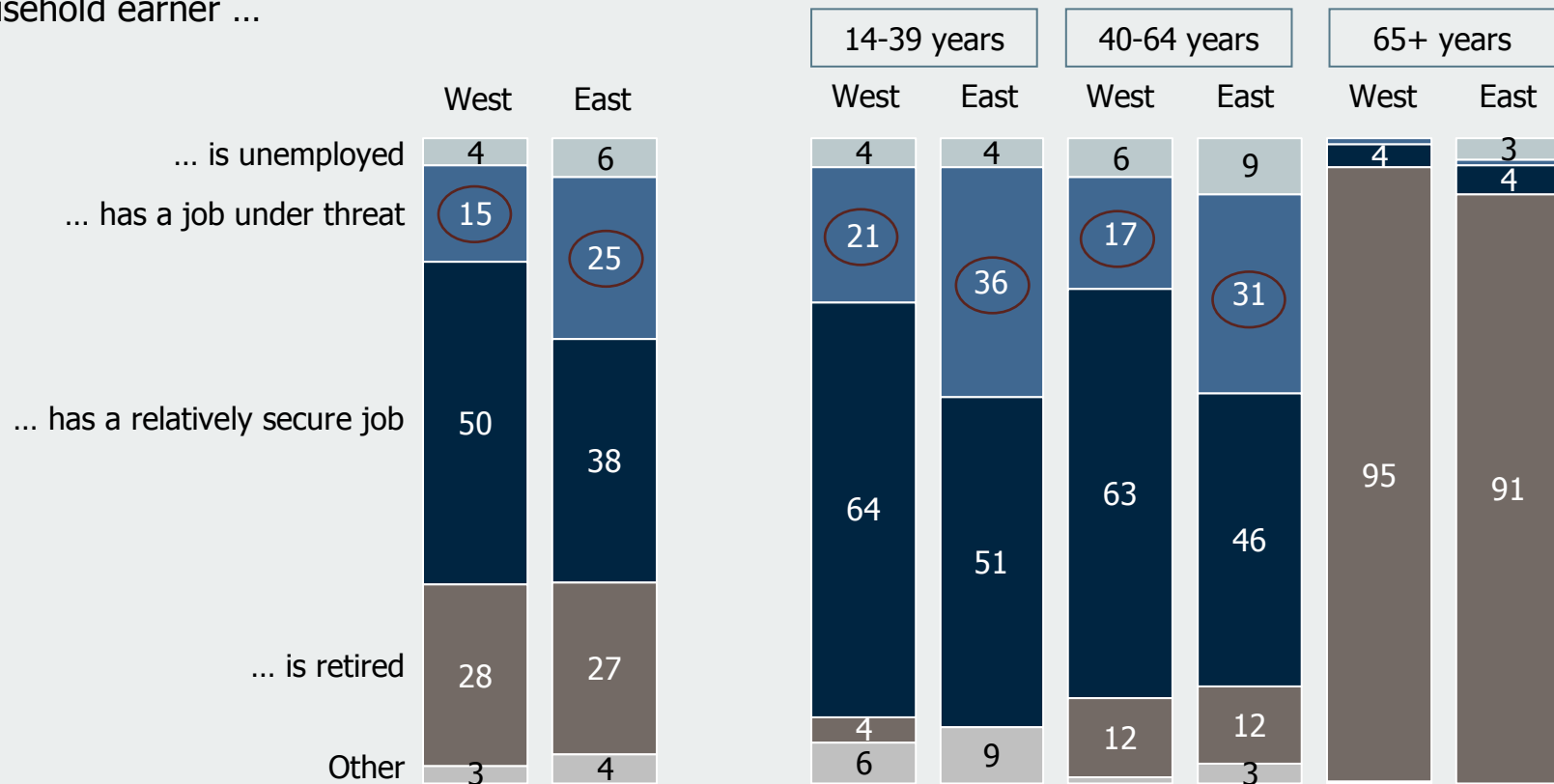


## Germans in the East far more plagued by fears of job losses

- Figures in %, multiple choice answers -

Main household earner ...

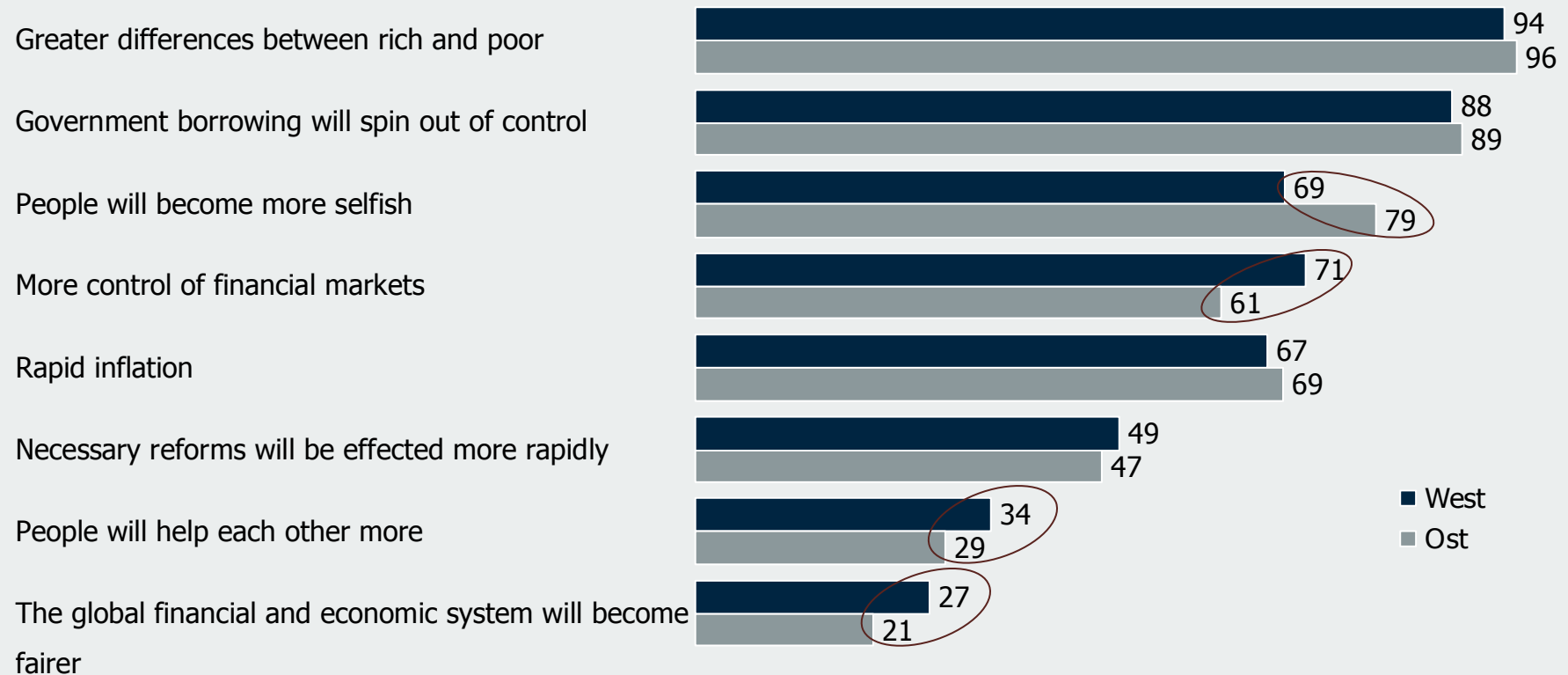


Source: Omnibus survey on behalf of the GfK Association (May/June 2009, 2,003 people)

## Fear of cooler social climate and skepticism about reform more widespread in the East

- Figures in % ("agree very strongly" or "agree"), scaled query -

What consequences do you expect from the crisis?



Source: Omnibus survey on behalf of the GfK Association (May/June 2009, 2,003 people)

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*Attitude of “every man for himself” expected to increase in Eastern Germany in particular*

- Figures in % (“agree very strongly” or “agree”), scaled query -

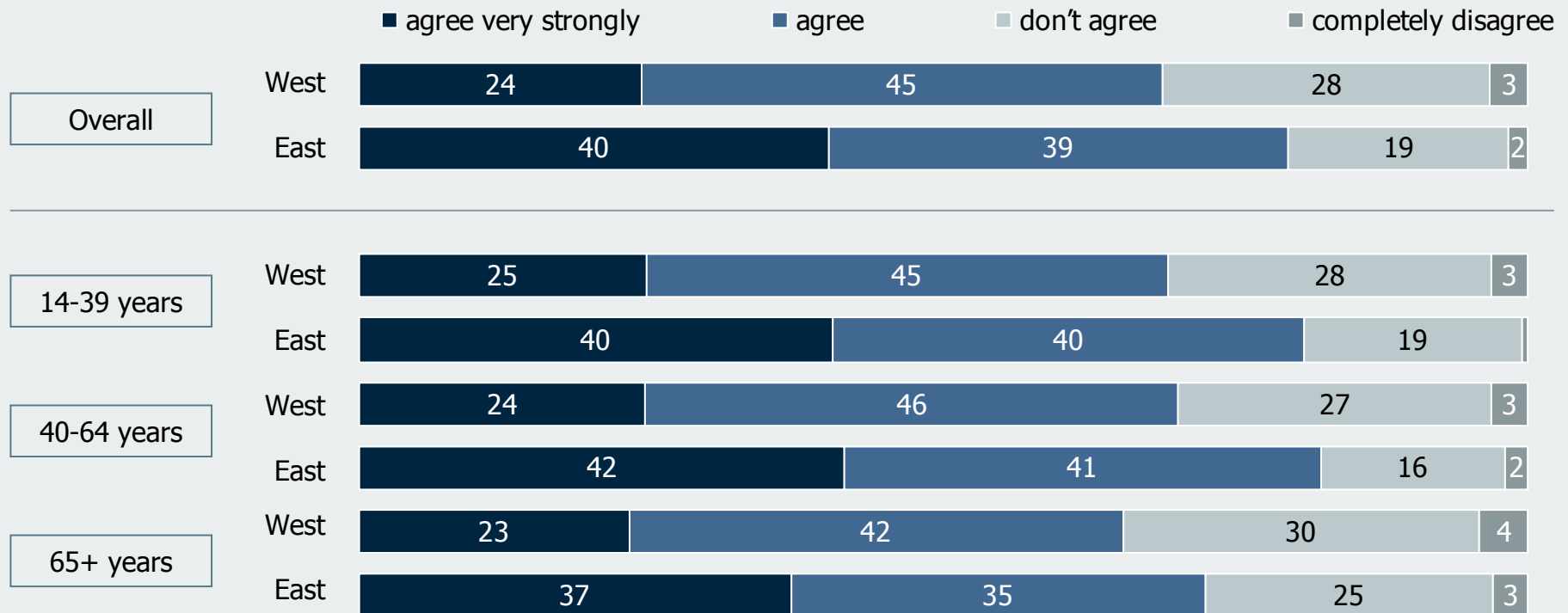
Area of Germany	Age group		14-39 years		40-64 years		65 years and older	
	West	East	West	East	West	East	West	East
Greater differences between rich and poor	95	97	94	96	94	92		
Government borrowing will spin out of control	87	89	90	91	87	88		
People will become more selfish	69	81	70	82	65	73		
More control of financial markets	72	62	71	58	70	65		
Rapid inflation	64	64	68	72	68	69		
Necessary reforms will be effected more rapidly	47	47	51	51	51	42		
People will help each other more	37	31	32	26	35	31		
The global financial and economic system will become fairer	29	22	25	21	29	19		
Proportion of people questioned in total sample	29%	7%	33%	8%	18%	5%		

Source: Omnibus survey on behalf of the GfK Association (May/June 2009, 2,003 people)

*In Eastern Germany, 40% have very strong expectations that selfishness will increase*

- Figures in %, scaled query -

People will become more selfish.



Source: Omnibus survey on behalf of the GfK Association (May/June 2009, 2,003 people)

## *In Eastern Germany, regional products will appear on the shopping list more often in future*

- Figures in % ("agree very strongly" or "agree"), scaled query -

What will you personally do differently in future?



Source: Omnibus survey on behalf of the GfK Association (May/June 2009, 2,003 people)

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*Pensioners in the East treat themselves to “little luxuries”; products that retain their value preferred in the West*

- Figures in % (“agree very strongly” or “agree”), scaled query -

Area of Germany	Age group		14-39 years		40-64 years		65 years and older	
	West	East	West	East	West	East	West	East
Compare prices more than previously	87	86	86	86	79	82		
Obtain more detailed information before deciding to buy	80	74	85	78	80	82		
Pay more attention to buying regional products	48	65	63	68	72	80		
Invest more in products that retain their value	51	38	53	51	46	26		
Go out less frequently	45	46	53	56	40	39		
Treat oneself to a “little luxury” more often	36	30	34	32	32	42		
Spend more money on making my home more attractive	32	17	34	36	28	31		
Donate more for social projects in my neighborhood	18	13	21	17	25	30		
Proportion of people questioned in total sample	29%	7%	33%	8%	18%	5%		

Source: Omnibus survey on behalf of the GfK Association (May/June 2009, 2,003 people)