

Income Barometer survey results - Austria -

Study commissioned from GfK, Nuremberg

Description of the methodology

Client

- J.P.Morgan Asset Management (Europe) S.à r.l.

Topic under investigation

- Income Barometer - 2018

Survey period

- 23 March to 03 April 2018

Sample

- Around 1,000 men and women aged 18 to 65 and using the internet in Austria, representative for the Austrian population

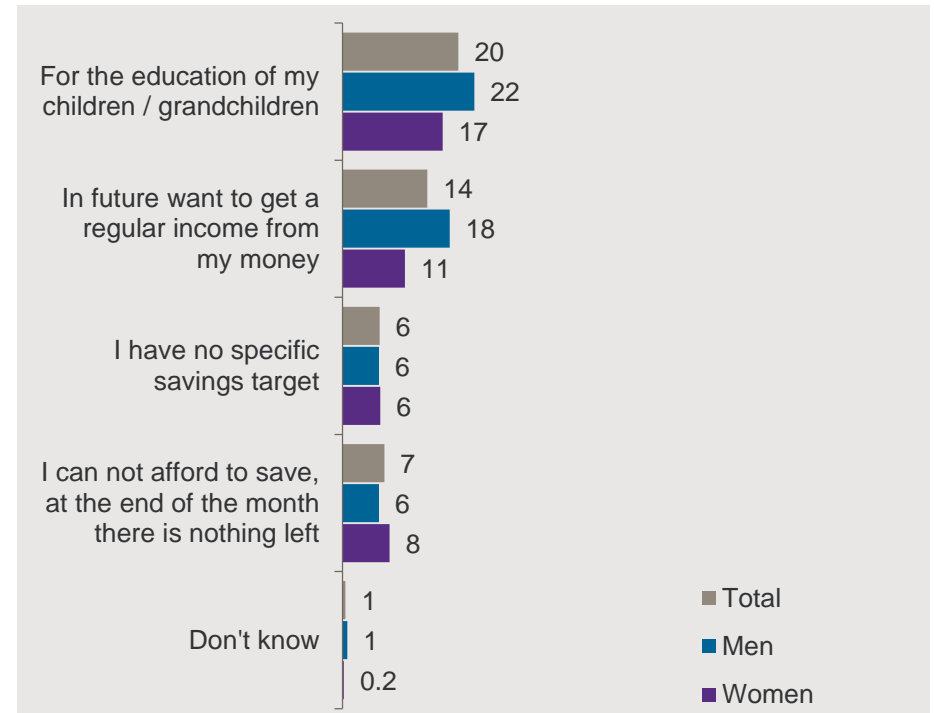
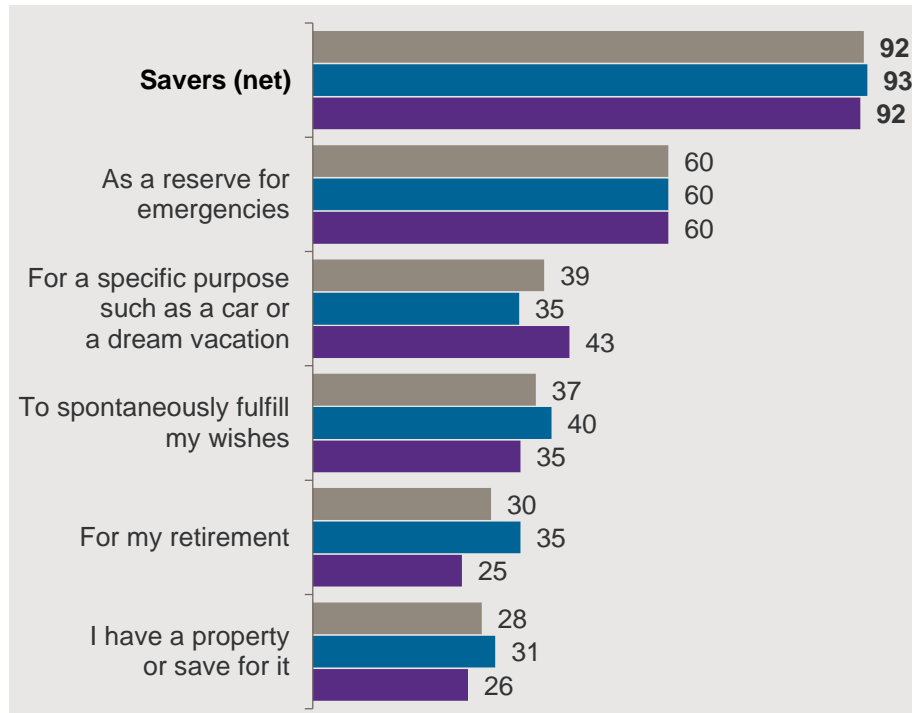
Method

- GfK EURO BUS® - ONLINE

92% of the respondents are saving - mostly as a reserve for emergencies but also for a specific purpose or to satisfy immediate desires.

Q1: What are you saving for?

(multiple responses possible)

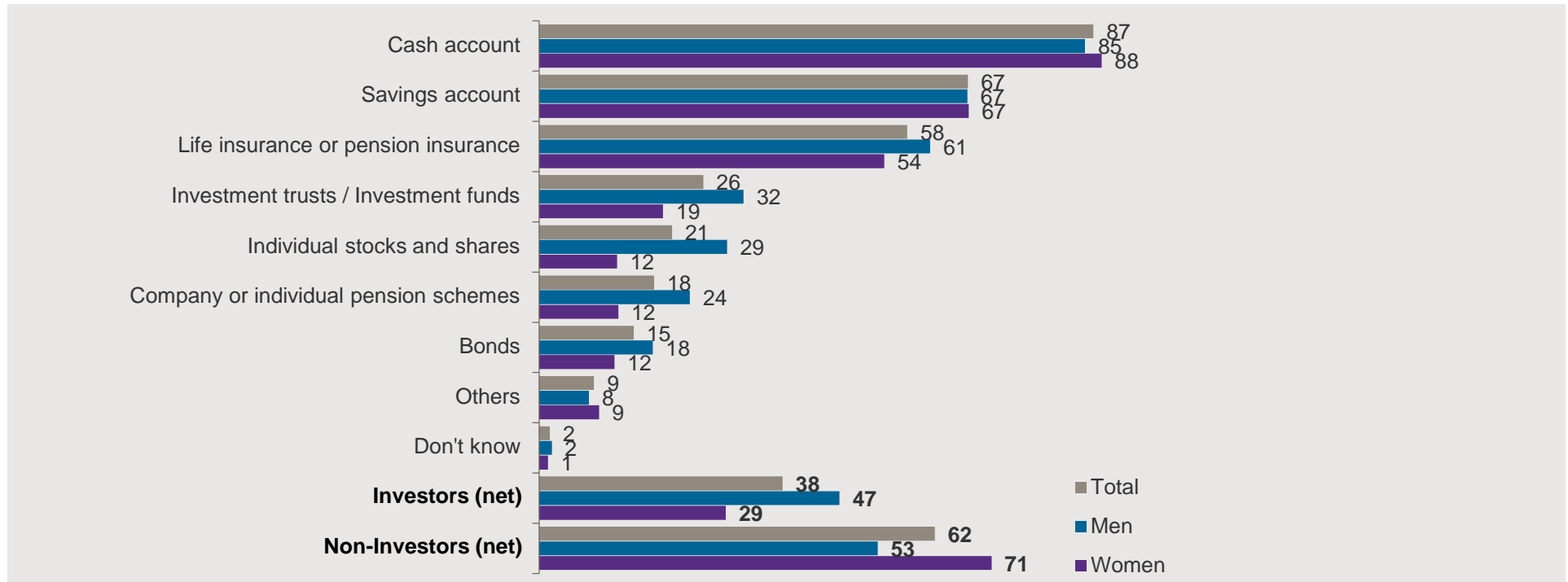


Source: 1,000 people aged 18-65 and using the internet in Austria

Cash and savings account ahead of life or pension insurance: 62% of the respondents don't own any investment products.

Q2: Which of the following financial products do you currently own?

(multiple responses possible)

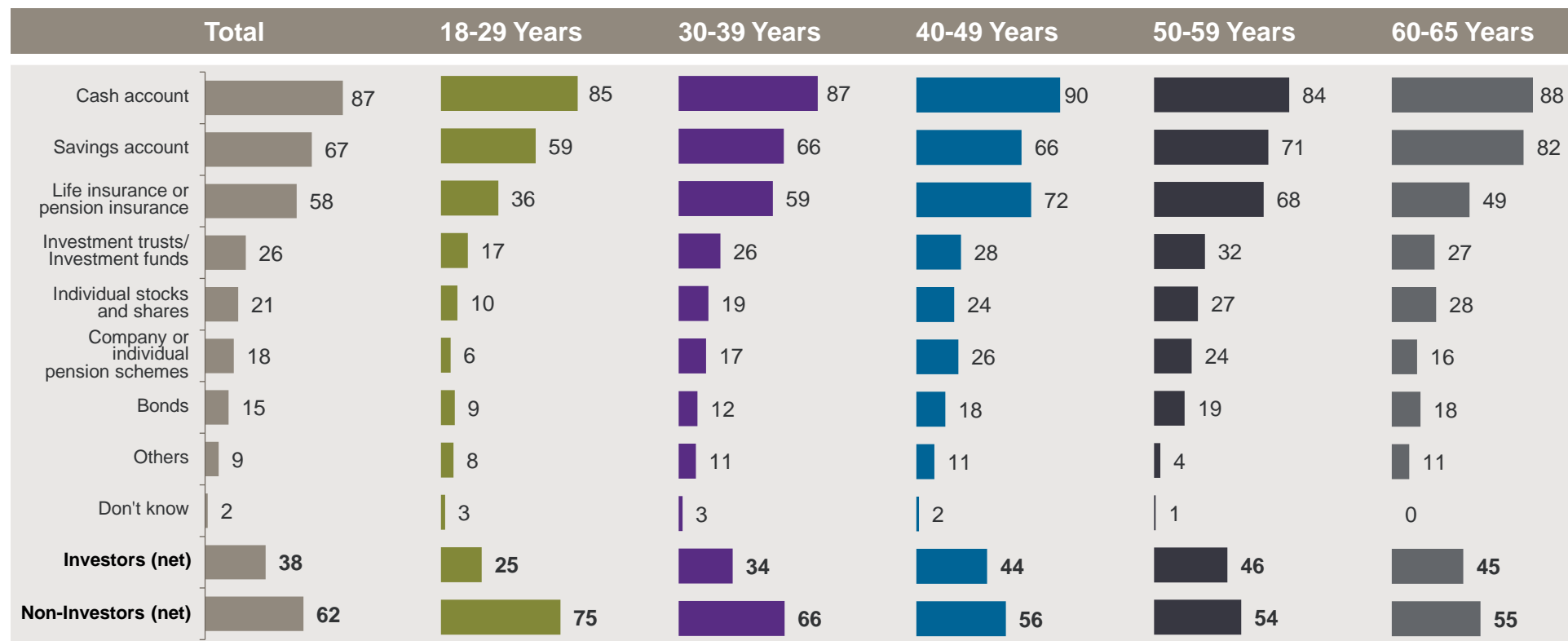


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While saving is not depending on age the investing period really starts from age of 40. Within this age group the affinity towards different investment products does not seem to be further influenced by the age.

Q2: Which of the following financial products do you currently own?

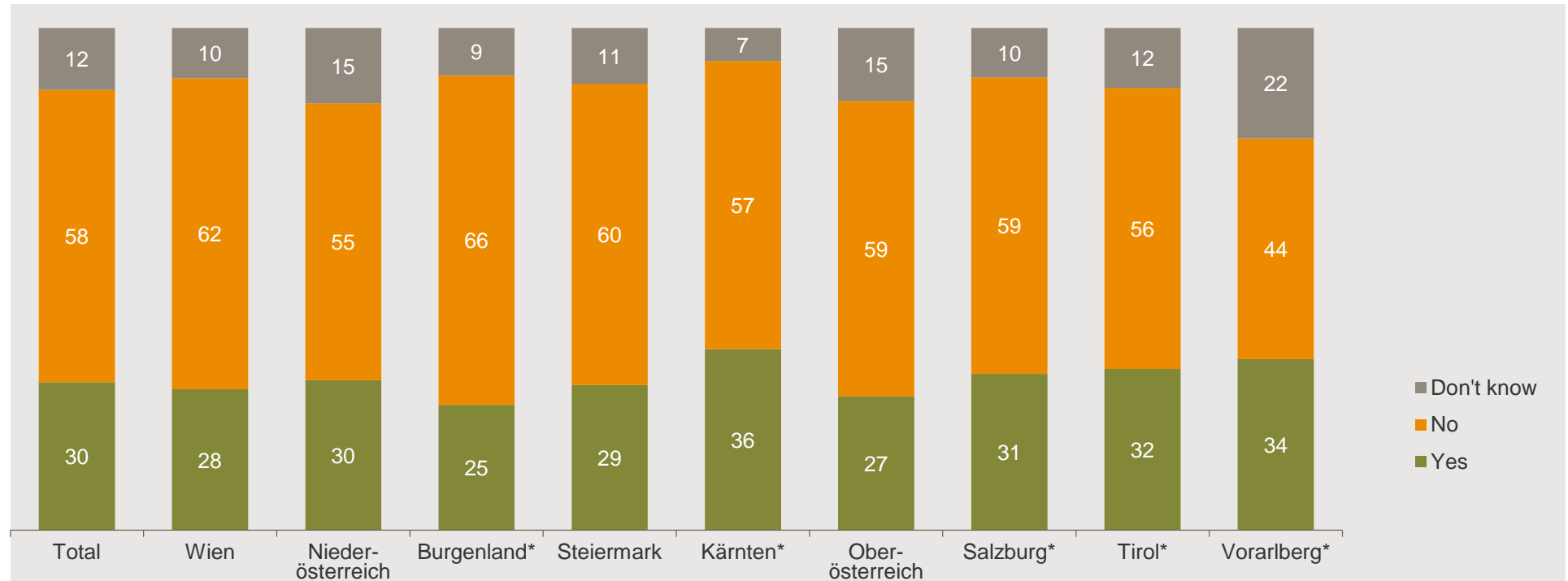
(multiple responses possible)



Source: 1,000 people aged 18-65 and using the internet in Austria

Almost six of ten respondents are dissatisfied with the performance of their savings products, the most unhappy savers are from Burgenland and Vienna.

Q3: Are you satisfied with the performance of your cash account / savings account?

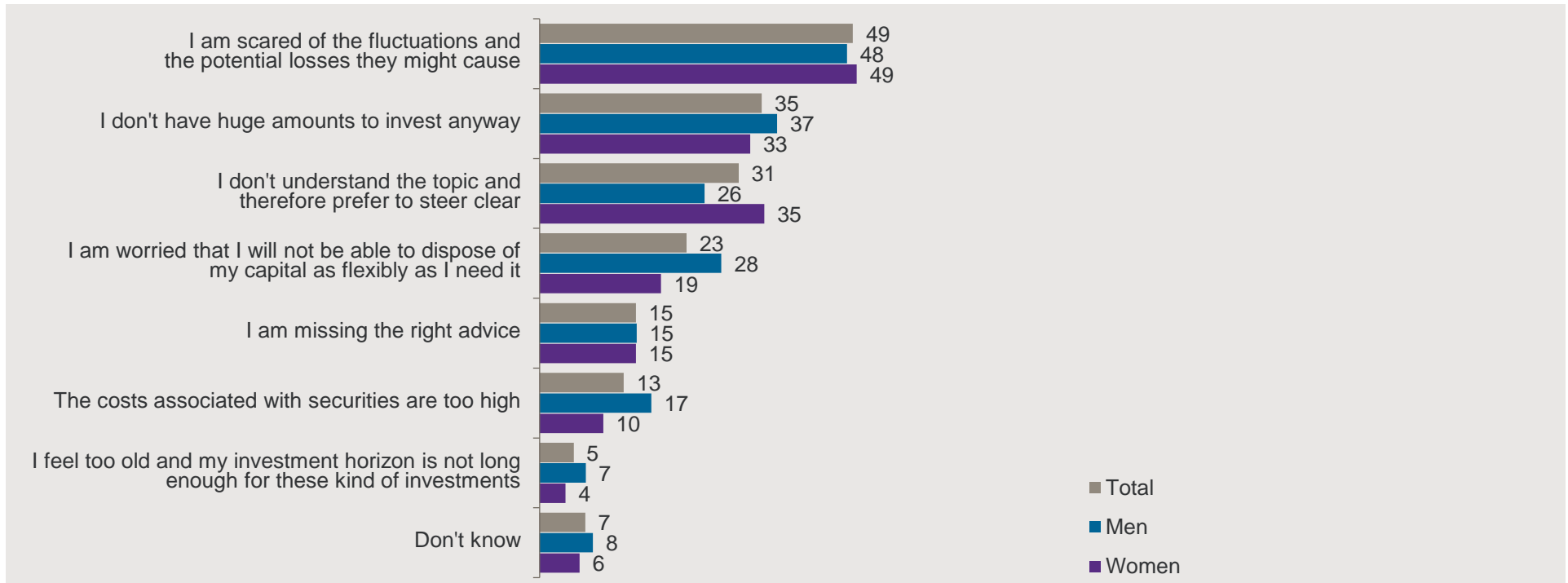


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Source: 976 people who have savings account, cash account, life insurance or pension insurance (acc. Q2)

Main reasons for not owning investments are – apart from just not having money for it – fear and unfamiliarity.

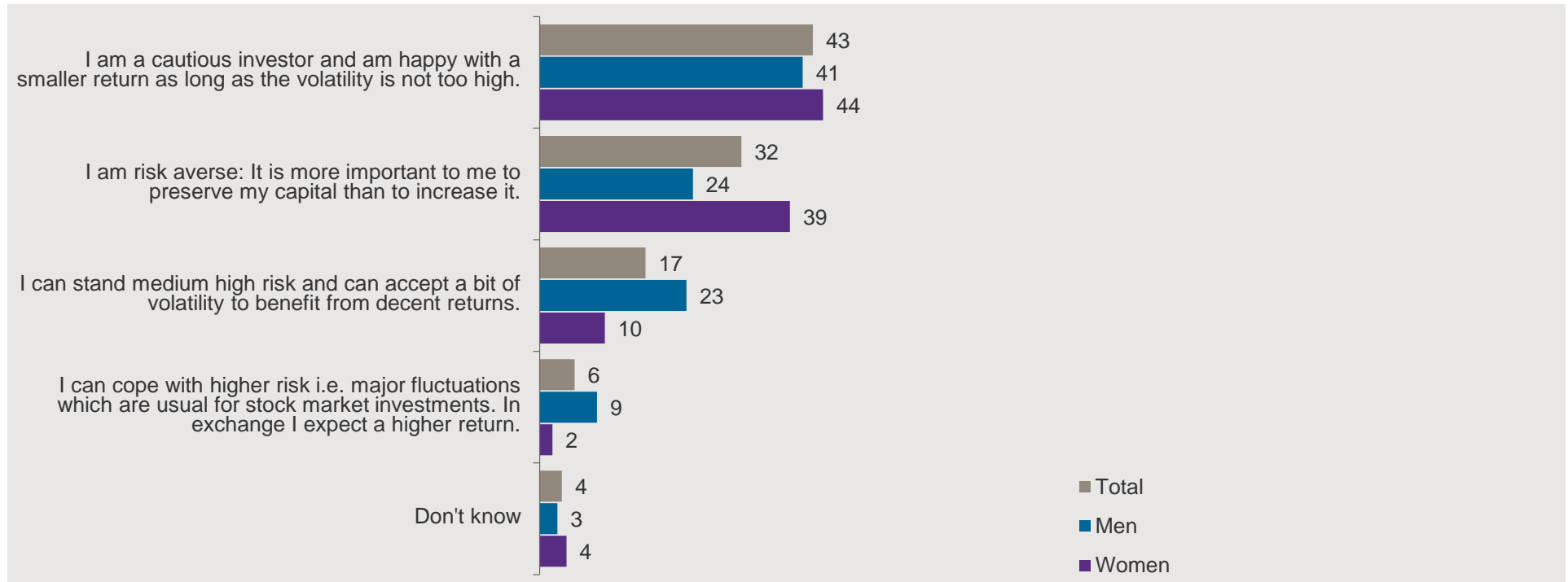
Q4: Why don't you own any investments such as investment funds, individual stocks and shares or bonds?
(multiple responses possible)



Source: 619 people who do not own individual stocks and shares, bonds, investment trusts / investment funds (acc. Q2)

A huge part of the respondents is risk averse with 43% very and 32% rather security-oriented. Only 4% aren't even able to label the risk appetite.

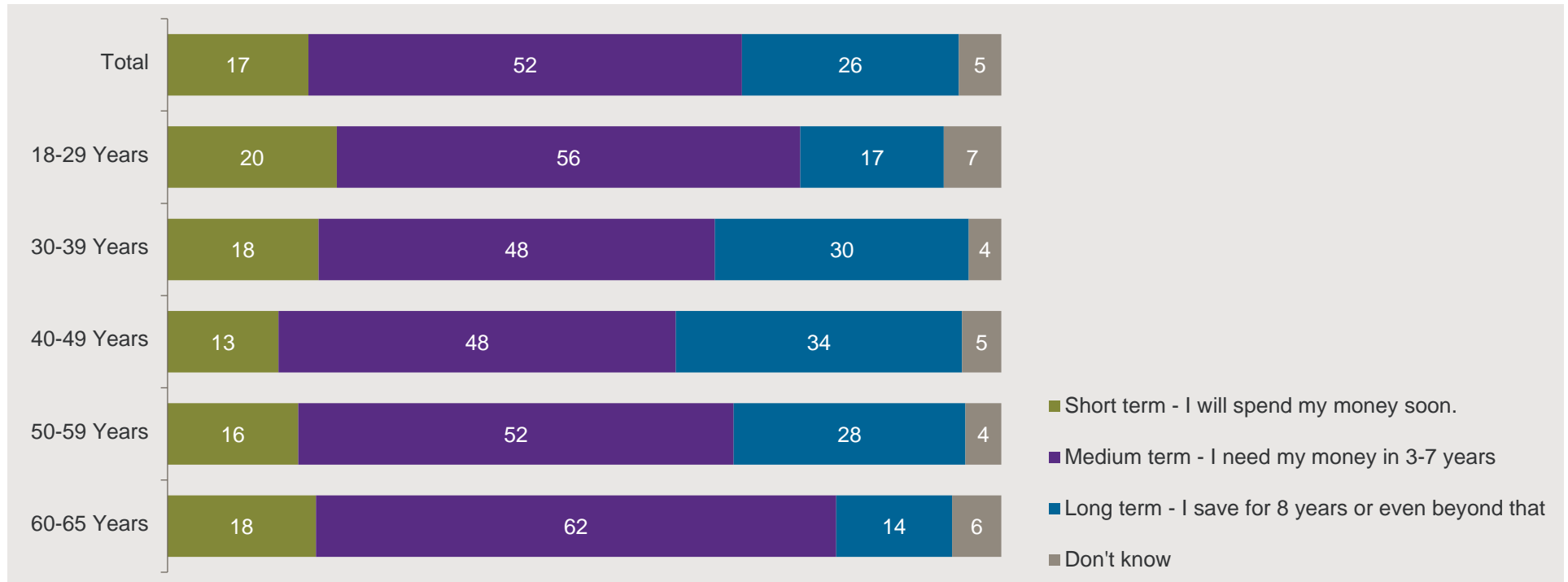
Q5: How would you assess your risk appetite with regard to your investments?



Source: 1,000 people aged 18-65 and using the internet in Austria

While four fifths of all respondents have a medium or long-term investment horizon, only 6% of the respondents are not able to specify this.

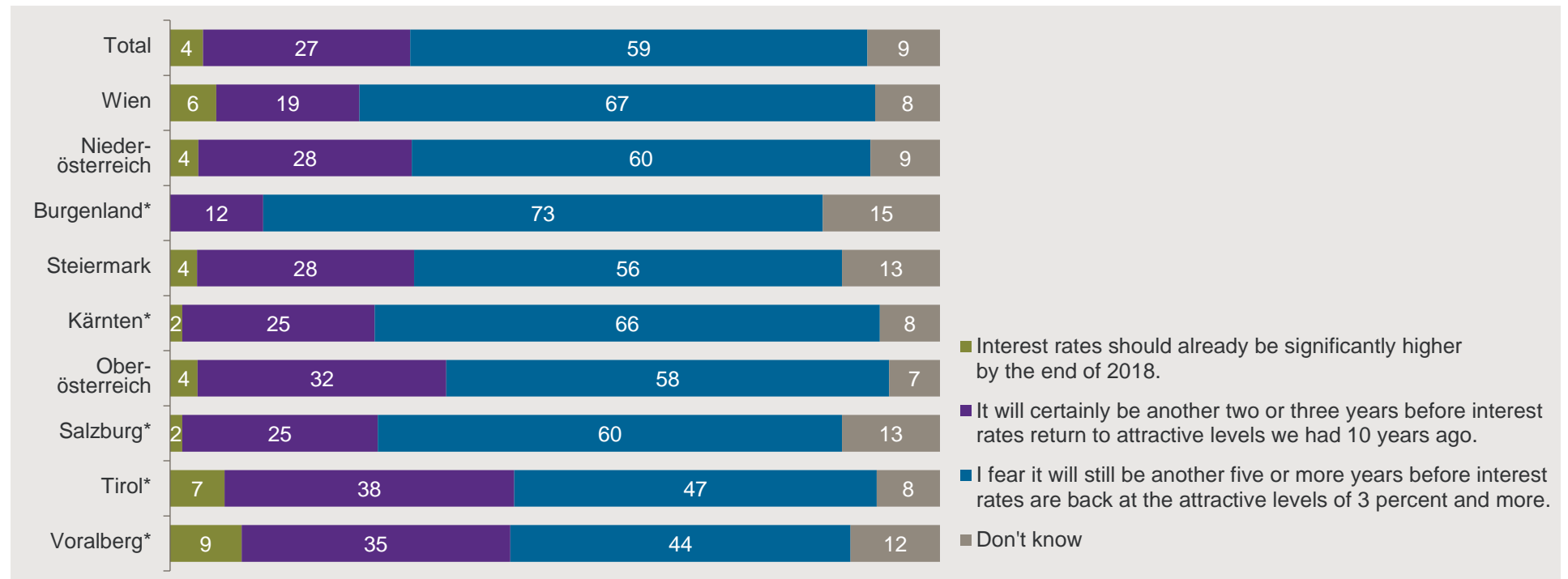
Q6: How long is your investment horizon?



Source: 1,000 people aged 18-65 and using the internet in Austria

86% of the respondents don't expect a turnaround in interest rates on the short run. With just 9% there is quite a small part of Austrians who don't have an idea on this.

Q7: When do you expect interest rates for savings products such as cash/savings accounts to return to attractive levels like back in 2008?



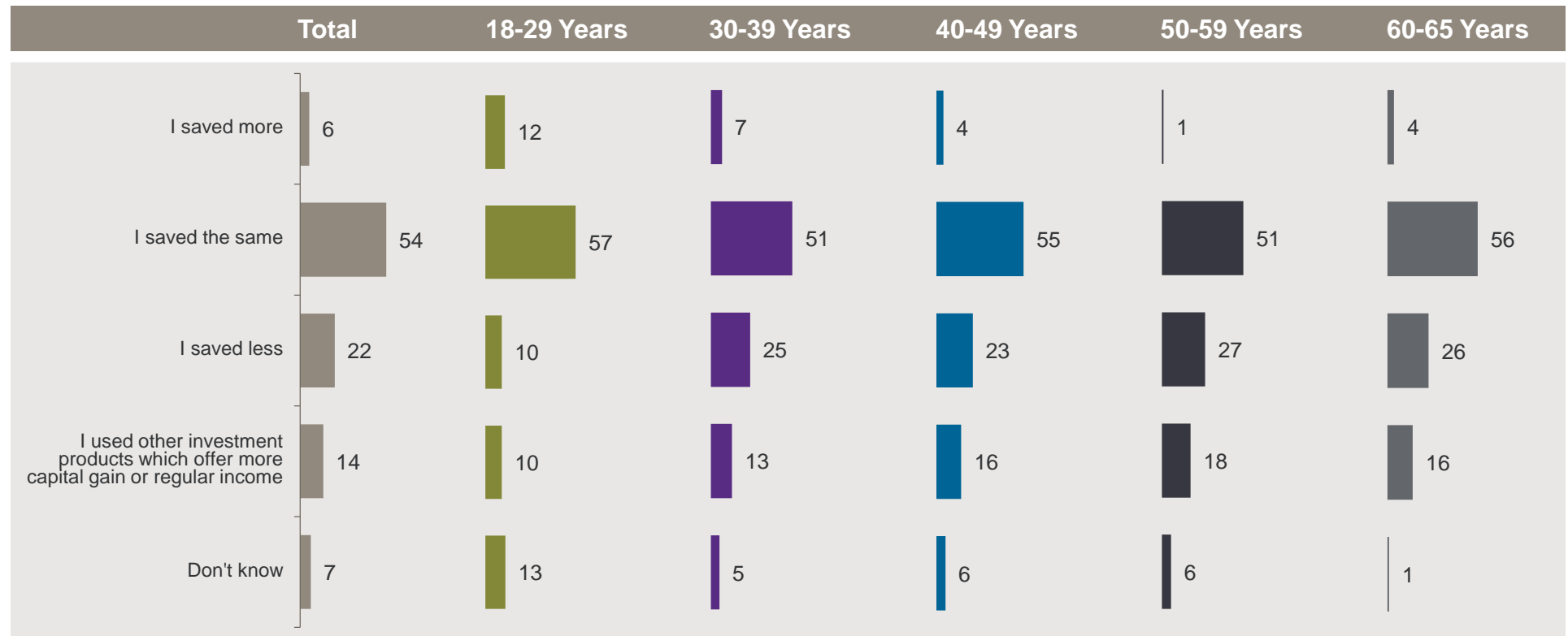
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Source: 1,000 people aged 18-65 and using the internet in Austria

Despite the lower yields the investment behavior of the respondents didn't change too much. Only few save more. A seventh part uses different products.

Q8: Did your investment behaviour change within the low yield environment?

(multiple responses with code 4 possible)

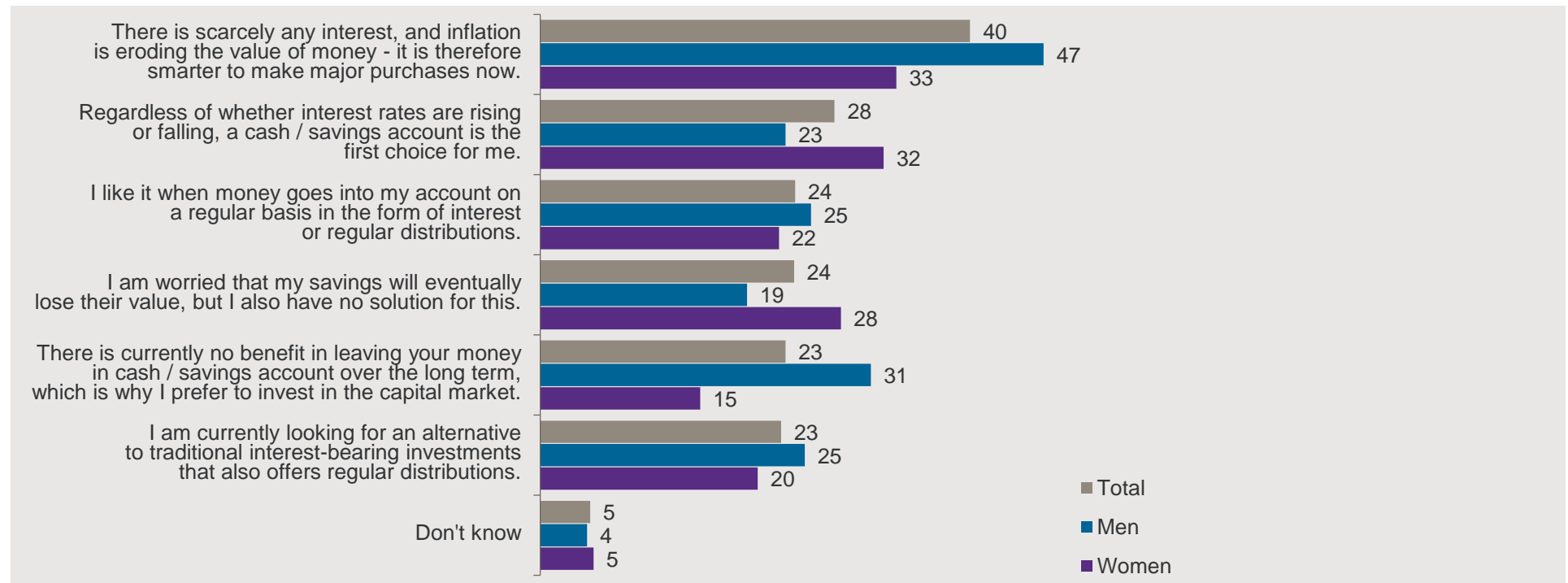


Source: 1,000 people aged 18-65 and using the internet in Austria

40% think that it is smart to make major purchases now; cash / savings account is the first choice for 28%.

Q9: Let's talk about interest rates now. Which of the following statements do you agree with?

(multiple responses possible)

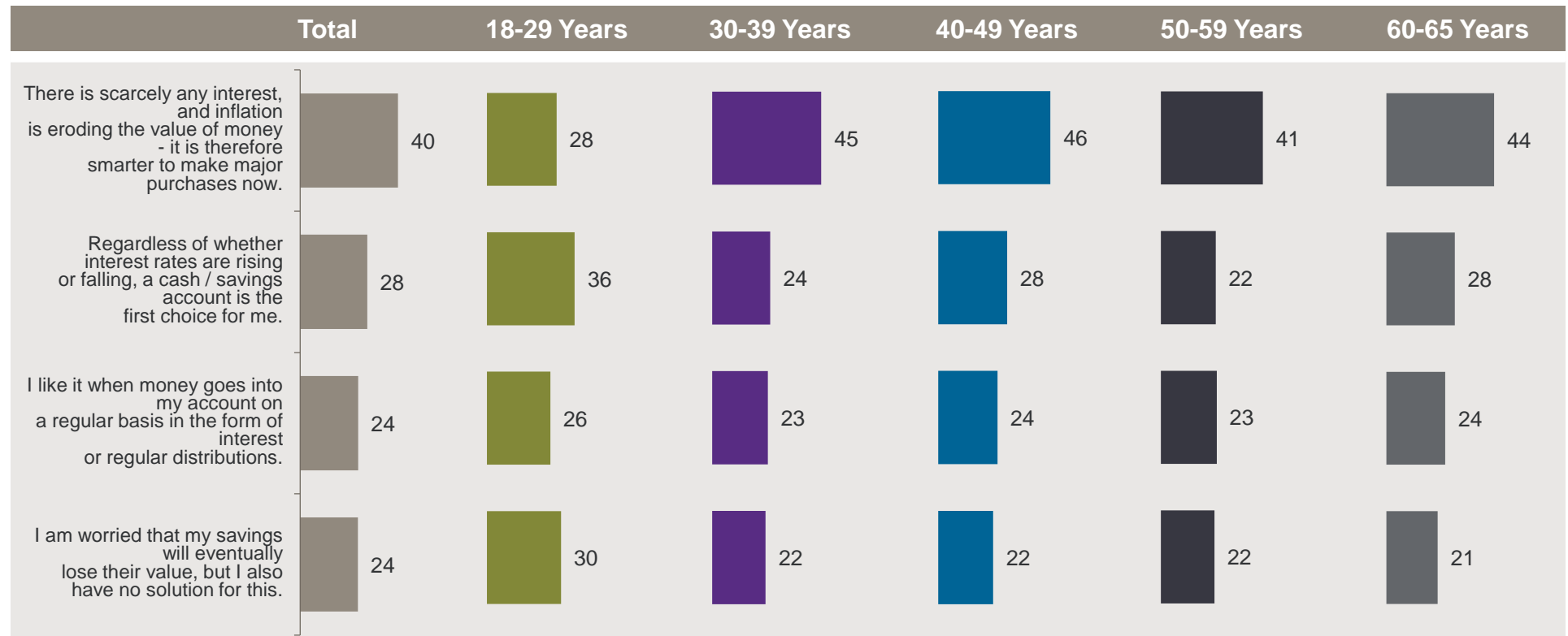


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Q9: Let's talk about interest rates now. Which of the following statements do you agree with? – [Chart 1/2](#)

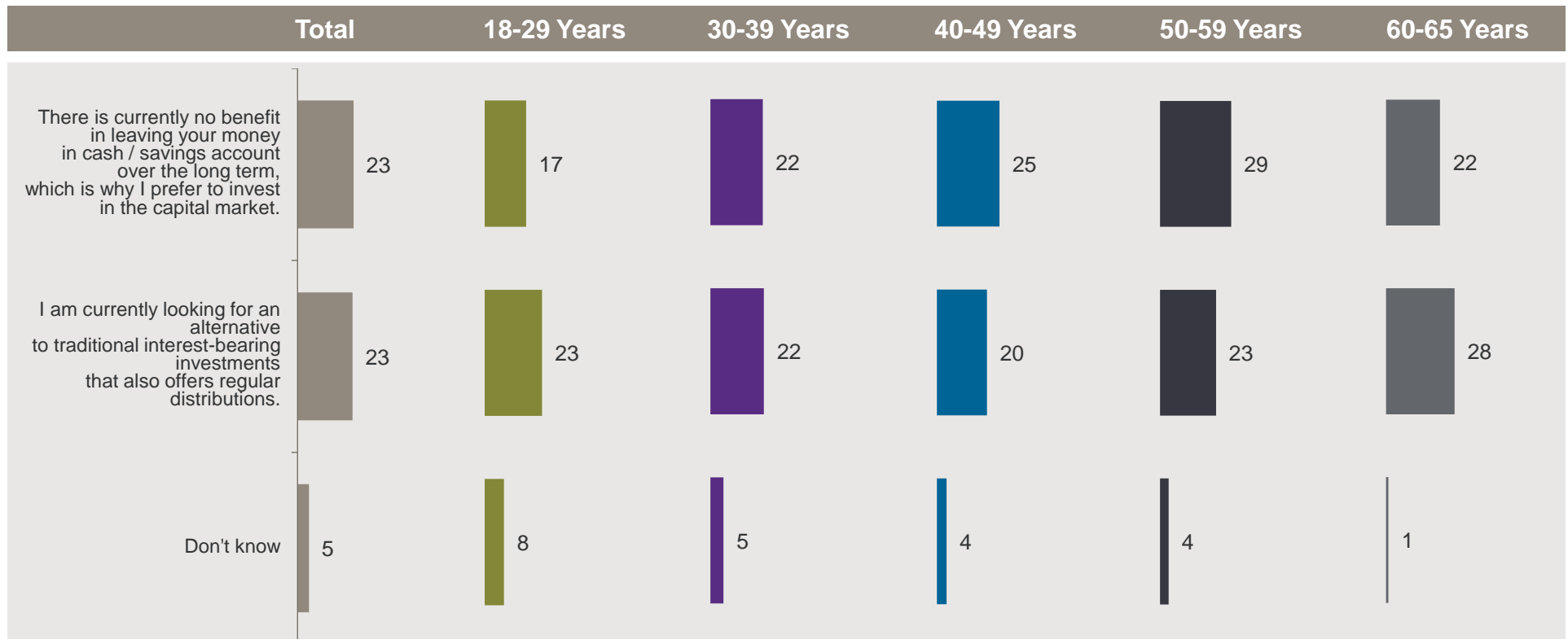
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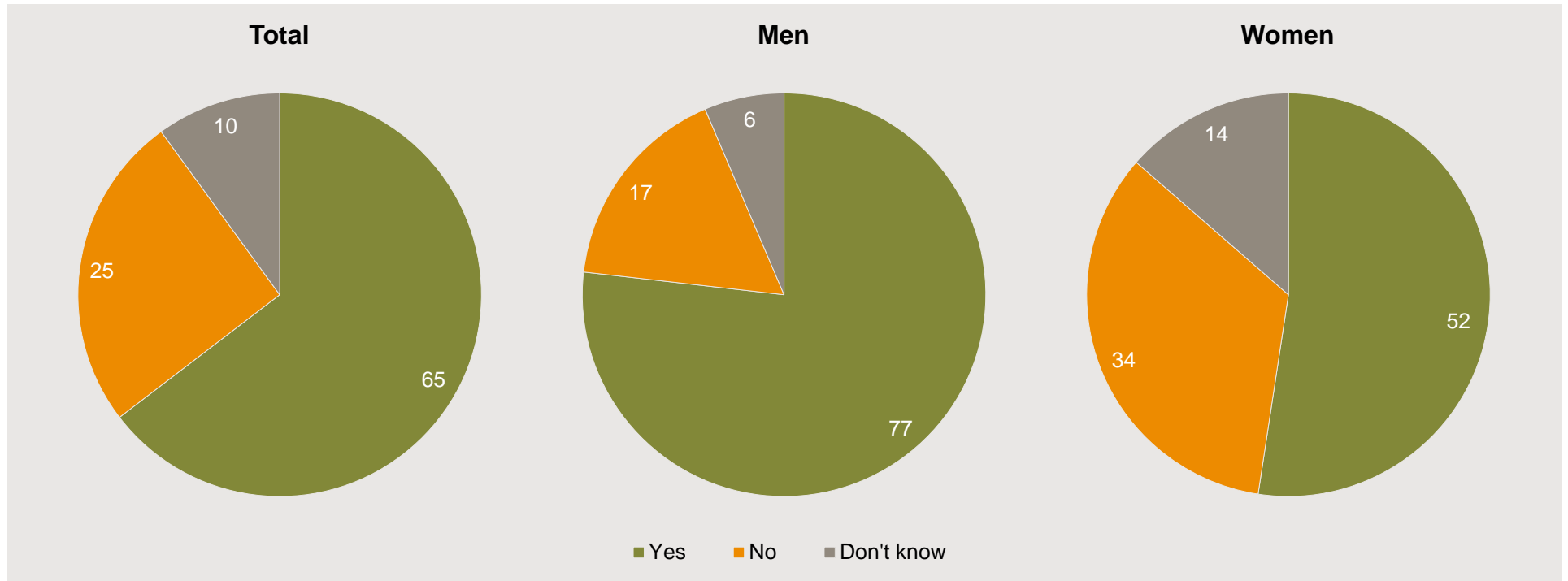
Q9: Let's talk about interest rates now. Which of the following statements do you agree with? – [Chart 2/2](#)
(multiple responses possible)



Source: 1,000 people aged 18-65 and using the internet in Austria

Two thirds are aware that shares, bonds and investment funds generate regular income.

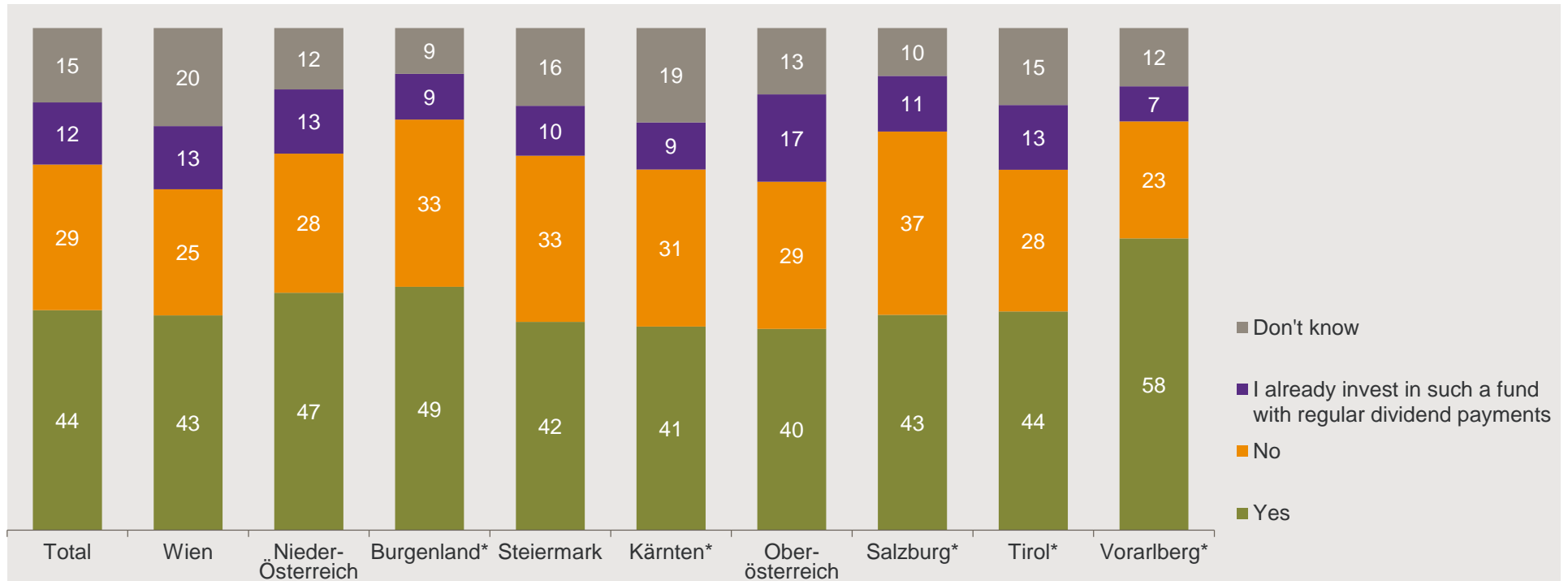
Q10: Are you aware that shares and bonds as well as investment funds with those underlying assets generate regular income – in the form of dividends and interest – that is paid out irrespective of stock market fluctuations?



Source: 1,000 people aged 18-65 and using the internet in Austria

44% of respondents would be interested in an investment that provides regular income.

Q11: Would you be interested in an investment that bundles this regular income and distributes it on a regular basis?

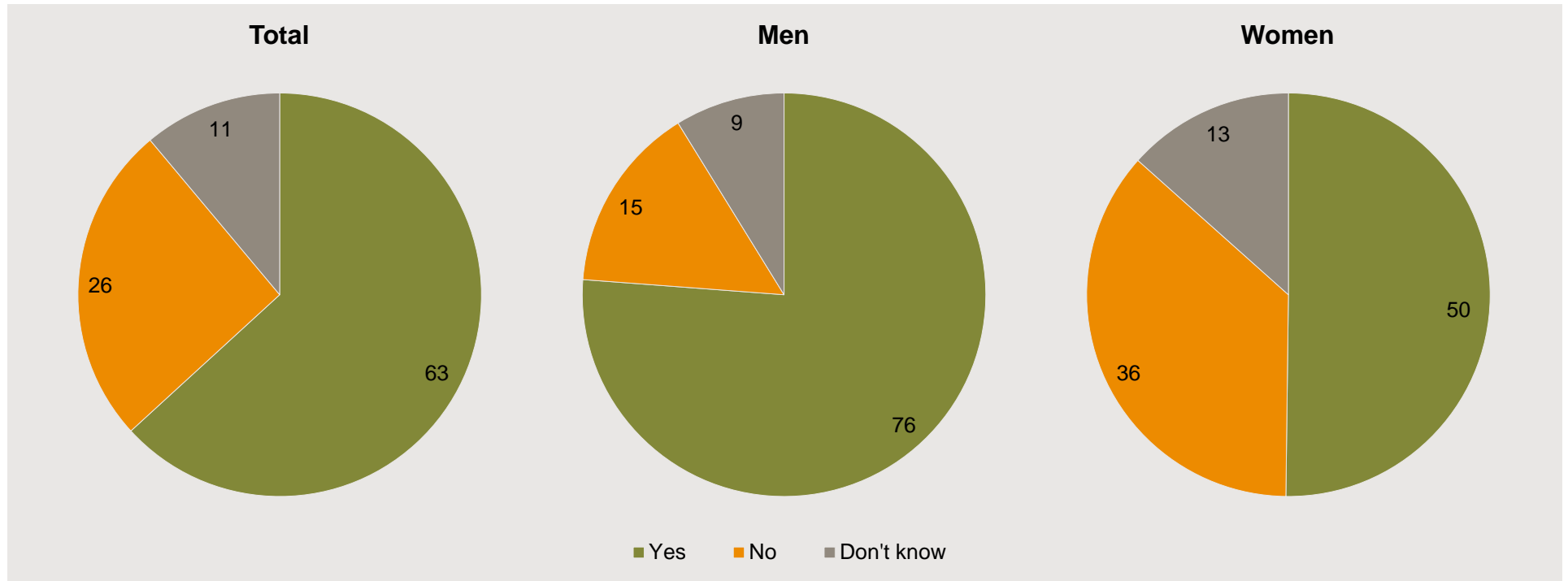


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Source: 1,000 people aged 18-65 and using the internet in Austria

63% understand about funds using a broad mix of asset classes, but 26% do not.

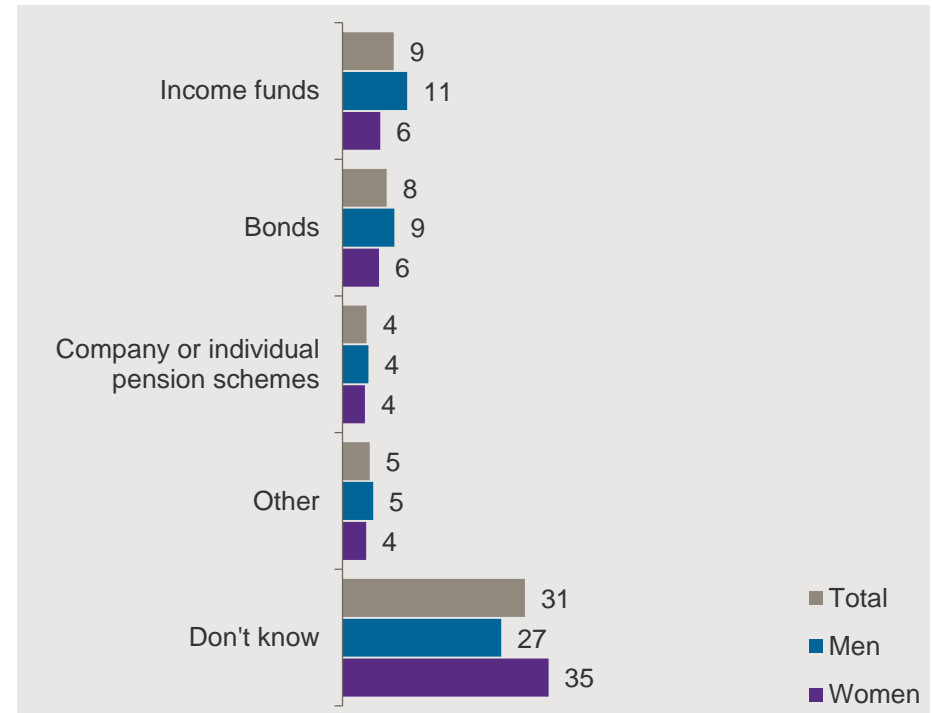
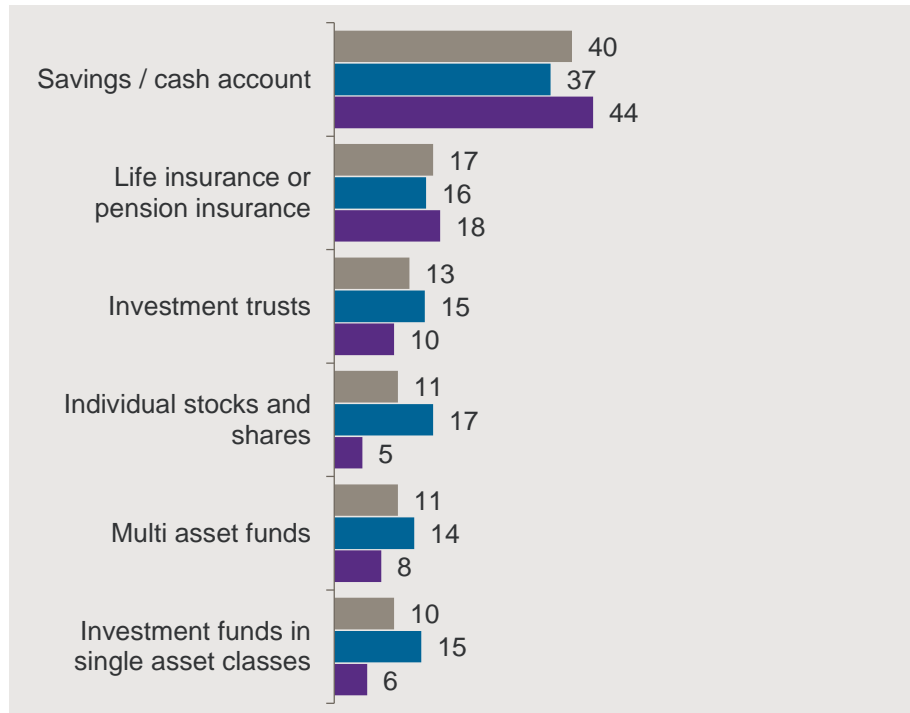
Q12: Do you know that funds that use a broad mix of asset classes can relieve you of the burden of investing, and the broad diversification helps smoothing the fluctuations in the capital market over a medium to long term period?



Source: 1,000 people aged 18-65 and using the internet in Austria

40% think to invest more in savings / cash account and 17% in life / pension insurance.

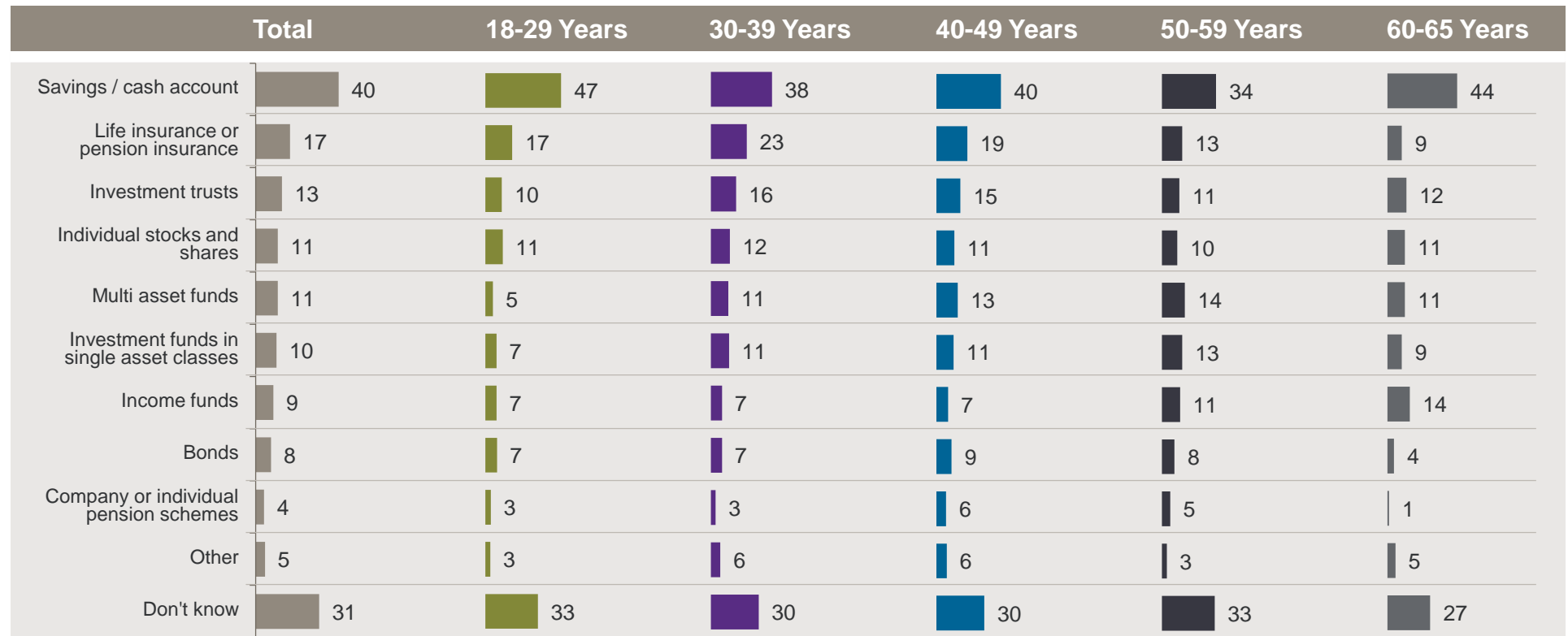
Q13: In which asset classes / types of financial products do you think you will invest more in the coming 12 months?
(multiple responses possible)



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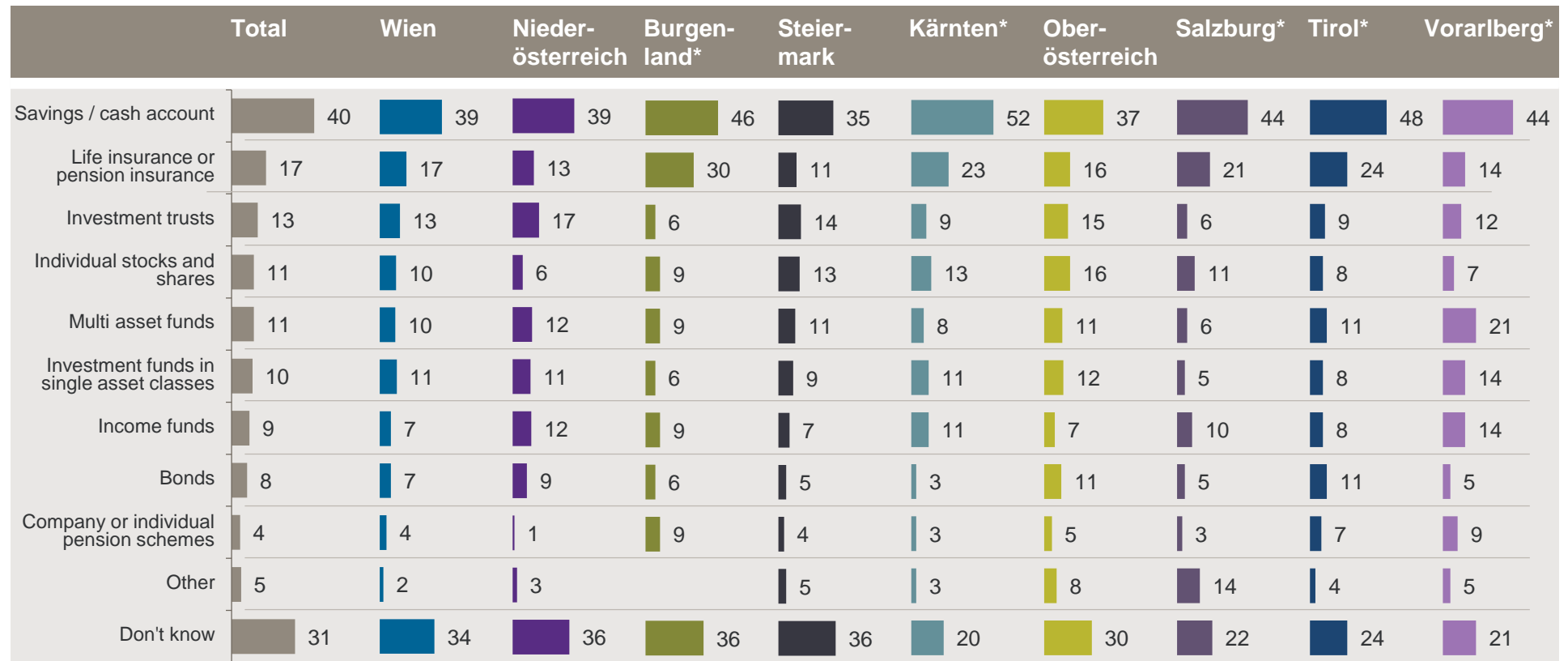
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