



BRAND TRACKER

Santander Consumer Bank

RESEARCH DESIGN METHOD

Research question:

What is Santander Consumer Bank's current brand position in the Belgian market and how is it evolving over time?

Questionnaire:

<https://docs.google.com/document/d/11a1aHfsl7eoPD68L62JfE1BMXwp4dJsfVNHO5KDfBAw>

Research method:

CAWI (Computer Assisted Web Interviewing): Online survey – Respondents targeted online via panel service

Fieldwork period:

A: Zero measurement: 14/03/2019 – 21/03/2019

B: First measurement: 12/12/2019 - 20/12/2019

C: Second measurement: 18/12/2020 - 04/01/2021

Sample size:

A: Zero measurement: n=600

B: First measurement: n=606

C: Second measurement: n=606

(Both representative to Belgian population 18-70 years old, based on age, gender, language, residence (province))

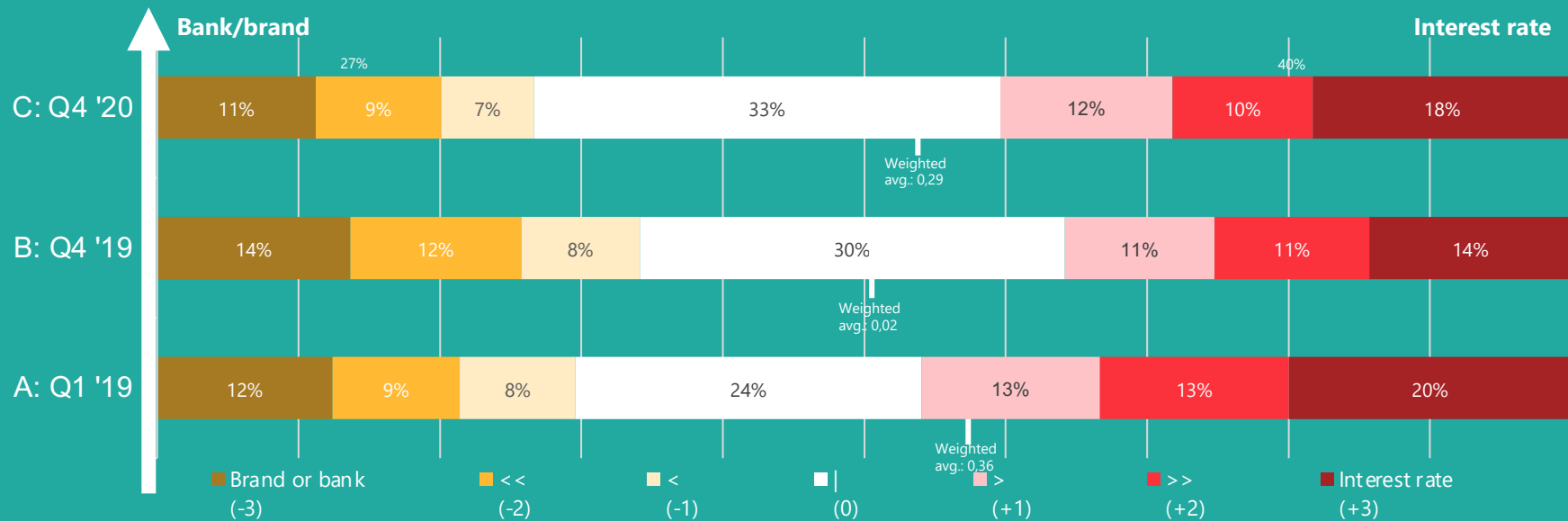
RESEARCH DESIGN

SAMPLE

Distribution Belgian population 18-70 years old		Quota	Q1-2019		Q4-2019		Q4-2020		
			0-measurement		1st-measurement		2nd-measurement		
		%	%	#	%	#	%	#	
Age	18-24	12%	11%	66	11%	65	11%	66	
	25-34	19%	19%	114	20%	123	20%	121	
	35-44	20%	21%	124	20%	122	20%	123	
	45-54	21%	20%	121	21%	126	21%	126	
	55-69	28%	29%	175	28%	170	28%	170	
Gender	Female	50%	51%	304	49%	298	51%	307	
	Male	50%	49%	296	51%	308	49%	299	
Language	FR	49%	47%	283	45%	272	47%	285	
	NL	51%	53%	317	55%	334	53%	321	
Residence	Antwerp	16%	16%	94	16%	94	16%	99	
	Flemish Brabant	10%	10%	61	9%	55	11%	64	
	West Flanders	10%	10%	62	10%	58	12%	71	
	East Flanders	13%	12%	73	12%	70	13%	77	
	Limburg	8%	8%	47	6%	39	7%	44	
	Arrondissement of Brussels-Capital	11%	11%	63	10%	62	11%	65	
	Walloon Brabant	4%	4%	22	5%	30	4%	23	
	Hainaut	12%	13%	78	13%	78	11%	69	
	Liège	10%	10%	58	13%	78	9%	55	
	Luxembourg	2%	3%	15	2%	12	2%	14	
	Namur	4%	5%	27	5%	30	4%	25	
				n=600			n=606		

IMAGE & LOYALTY BRAND vs INTEREST

Importance brand vs interest rate for choosing a bank



NL: In welke mate was het merk (de bank) dan wel de interestvoet belangrijk in uw beslissing om uw spaargeld toe te vertrouwen aan deze bank? Uiterst rechts betekent dat alleen de rente een rol speelt, uiterst links enkel het merk.
 EN: To what extent was the brand (the bank) or the interest rate important in your decision to entrust your savings to this bank? Far right means that interest only plays a role, the far left just the brand. // Base: if client of bank

SAVINGS SHARE

Share of total assets placed on savings accounts



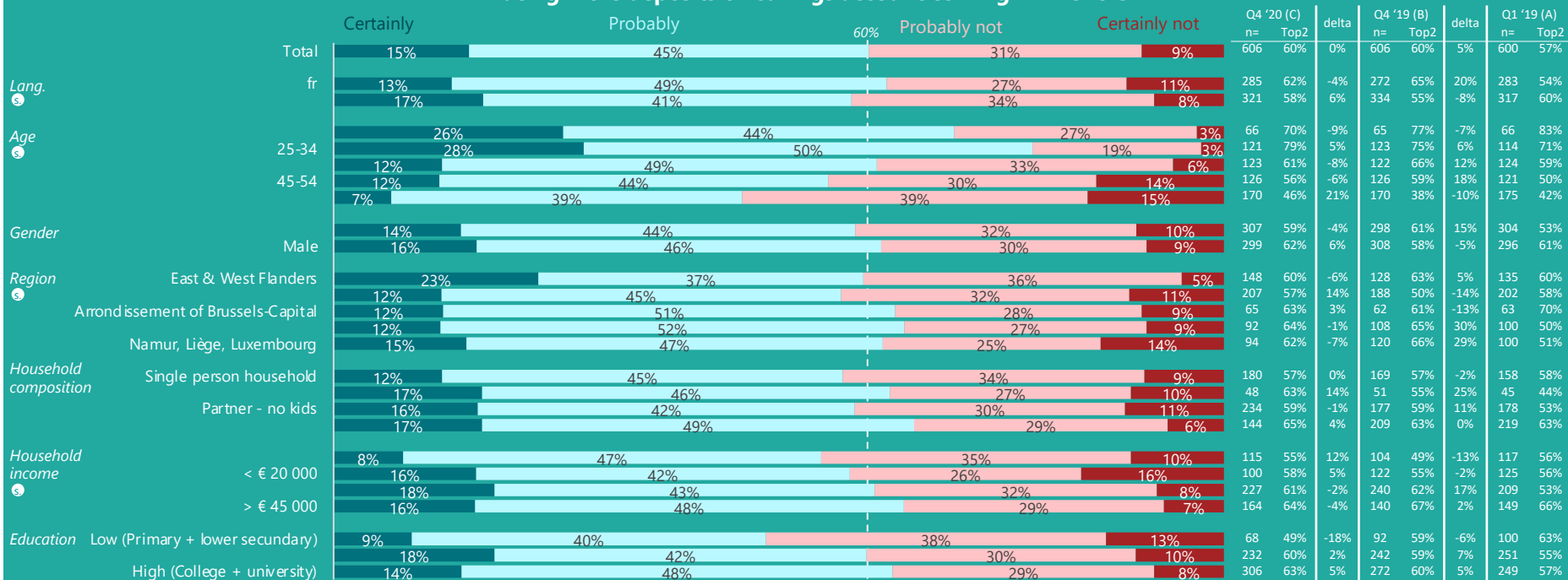
! Note: different question 0- and 1-measurement:
 "By "assets" we mean the total of your financial assets (in cash, on current accounts, savings, shares, bonds, ... with the exception of real estate)."
 was added in Q4 '19

NL: Hoeveel % van uw vermogen heeft u in totaal op spaarrekeningen geplaatst? Indien u hier liever niet op antwoordt of u het niet weet kan u de vraag open laten.

EN: What % of your assets have you placed in total in savings accounts? If you prefer not to answer or you do not know the answer, you can leave the question open. // Base: all - n=606 (B) 600 (A)

SAVINGS SAVING PLANS

Placing more deposits on savings account coming 12 months

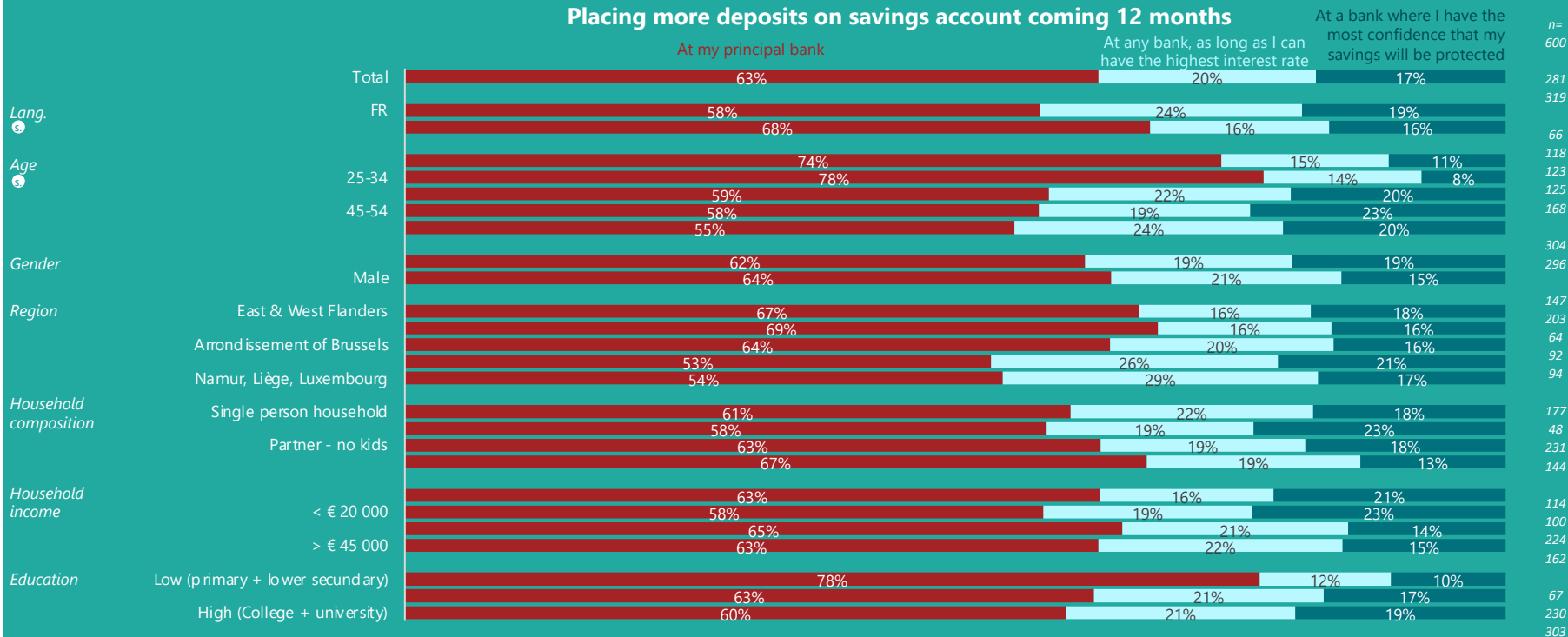


NL: Bent u (ondanks de lage instrestvoeten) van plan de komende 12 maanden meer geld op spaarrekeningen te plaatsen?

EN: Do you plan to place more money in a savings account in the next 12 months (in spite of the low interest rates)? Base: all - n=606 (B) 600 (A)

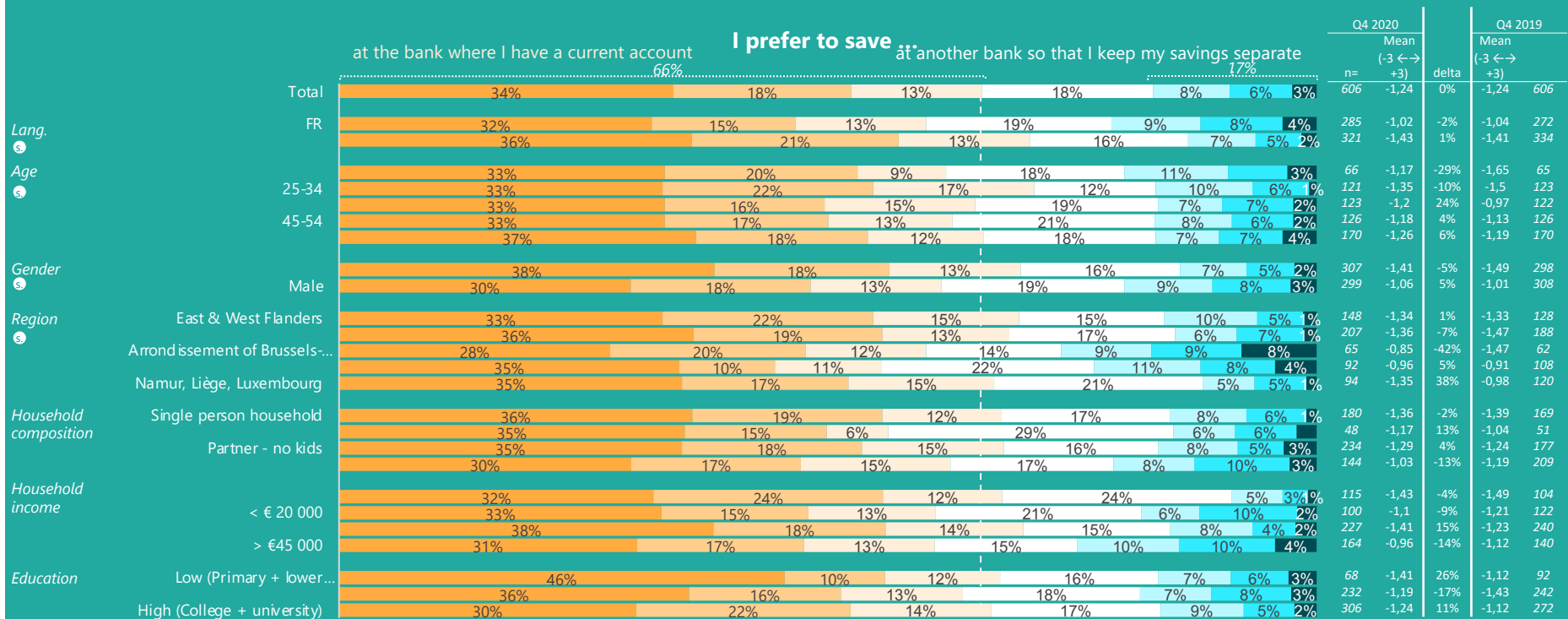
SAVINGS SAVING PLANS

Placing more deposits on savings account coming 12 months



NL: Stel dat u plots meer wenst te sparen op een spaarrekening. Waar zou u dan waarschijnlijk uw spaargelden plaatsen?
 EN: Suppose you suddenly want to save more in a savings account. Where would you likely place your savings?

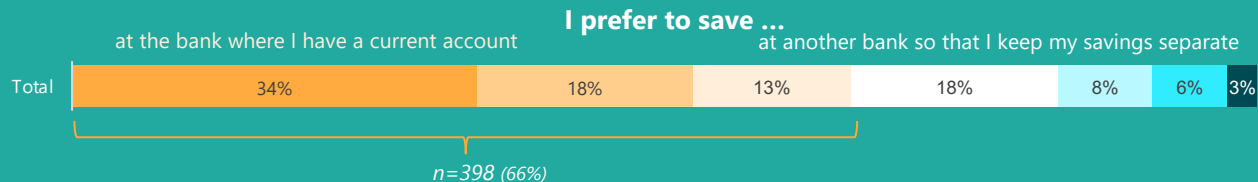
SAVINGS KEEPING IT SEPARATE



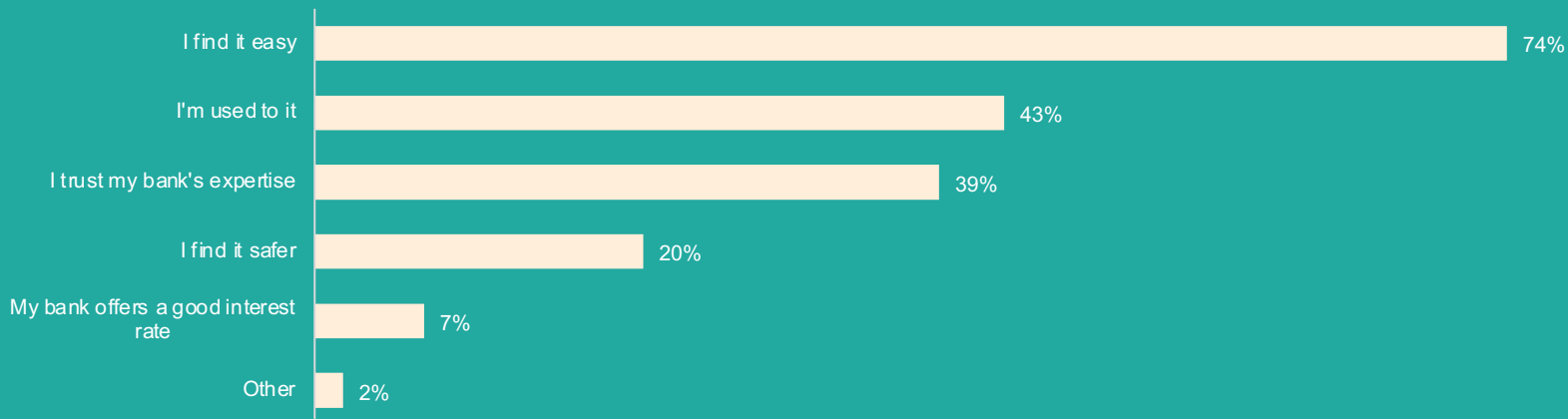
NL: Welke van volgende opties verkiest u? * Ik verkiest te sparen bij de bank waar ik een zichtrekening heb * Ik verkiest te sparen bij de bank waar ik geen zichtrekening heb
 EN: Which of the following options do you prefer? * I prefer to save at the bank where I have a current account * I prefer to save at the bank where I don't have a current account *

Note: Comparison with baseline measurement not possible due to difference in questioning.

SAVINGS KEEPING IT SEPARATE

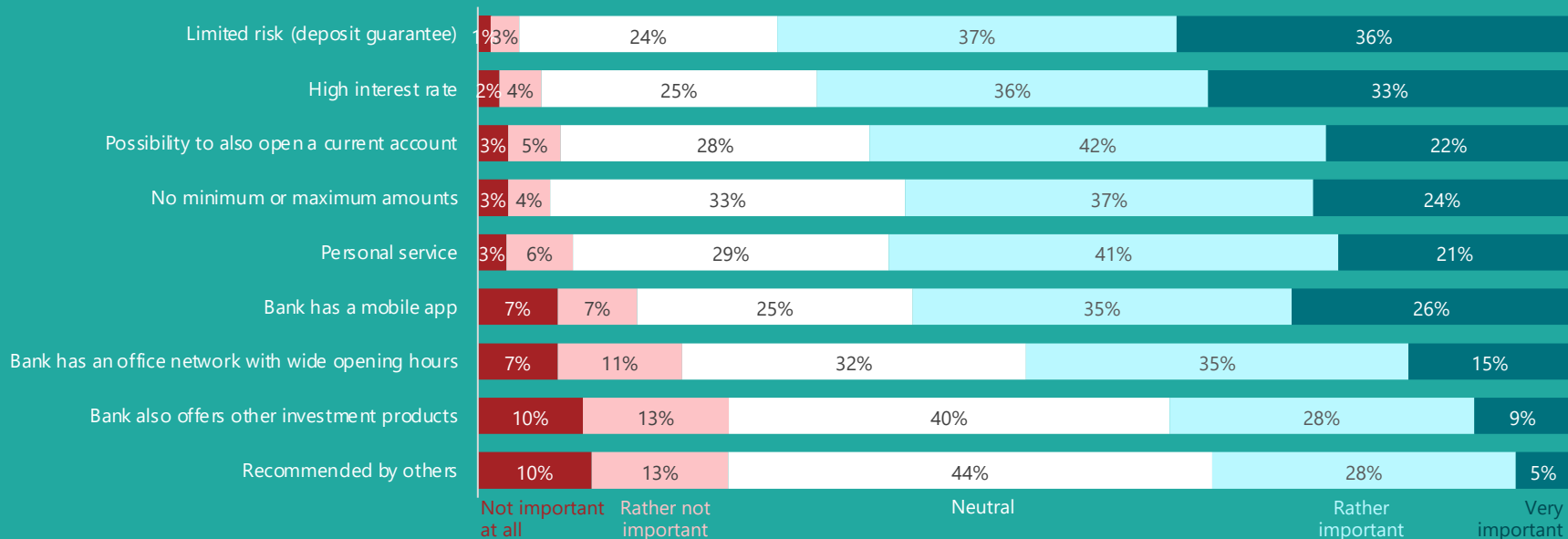


Reason to prefer saving at the bank with current account



SAVINGS ATTRIBUTES

Importance of attributes



NL: Hoe belangrijk zijn volgende kenmerken bij het kiezen van een bank voor het openen van een spaarrekening?

EN: How important are the following characteristics when choosing a bank for opening a savings account? // Base: all - n=606 (B) 600 (A)

SAVINGS ATTRIBUTES

Average importance per attribute to socio demo		Limited risk (deposit guarantee)	High interest rate	Possibility to also open a current account	No minimum or maximum amounts	Personal service	Bank has a mobile app	Bank has an office network with wide opening hours	Bank also offers other investment products	Recommended by others	n=
Total		4,0	3,9	3,8	3,8	3,7	3,6	3,4	3,1	3,1	285
Language	fr	4,1	3,9	3,8	3,8	3,6	3,6	3,5	3,1	3,1	321
	nl	4,0	4,0	3,8	3,7	3,8	3,7	3,3	3,2	3,0	66
	18-24	3,6	3,7	3,8	3,7	3,6	3,8	3,5	3,3	3,4	121
Age	25-34	3,7	3,6	3,8	3,6	3,5	3,9	3,3	3,2	3,3	123
	35-44	4,1	4,1	3,8	3,8	3,7	3,7	3,3	3,1	3,1	126
	45-54	4,1	4,1	3,7	3,9	3,8	3,7	3,5	3,2	2,9	170
	55-69	4,3	4,1	3,7	3,8	3,9	3,4	3,4	3,0	2,8	307
	Female	4,2	4,0	3,8	3,9	3,8	3,7	3,4	3,1	3,2	299
Gender	Male	3,9	3,9	3,7	3,7	3,7	3,6	3,4	3,2	2,9	148
Region	East & West Flanders	4,0	4,0	3,6	3,6	3,8	3,7	3,4	3,1	3,0	207
	Antwerp, Limburg, Flemish Brabant	4,1	4,0	3,8	3,7	3,8	3,6	3,3	3,2	3,0	65
	Arrondissement of Brussels-Capital	4,1	3,8	3,9	3,9	3,7	3,5	3,7	3,1	3,2	92
	Hainaut, Walloon Brabant	4,0	4,1	3,8	3,8	3,8	3,8	3,4	3,1	3,1	94
	Namur, Liège, Luxembourg	4,1	3,9	3,8	3,9	3,4	3,5	3,4	3,0	3,0	180
Household composition	Single person household	4,0	3,9	3,7	3,7	3,7	3,6	3,3	3,1	3,0	48
	No partner - kids	3,9	3,9	3,5	3,7	3,6	3,6	3,1	2,9	3,2	234
	Partner - no kids	4,1	4,0	3,9	3,8	3,8	3,7	3,4	3,2	3,0	144
	Partner & kids	4,0	3,9	3,7	3,7	3,7	3,7	3,6	3,2	3,2	115
Household income	Prefer not to say	3,9	3,9	3,8	3,7	3,8	3,6	3,4	3,3	3,0	100
	< € 20 000	4,0	3,8	3,7	3,8	3,8	3,4	3,5	3,0	3,2	227
	€ 20 000 - € 45 000	4,1	4,0	3,8	3,8	3,7	3,7	3,4	3,1	3,0	164
	> € 45 000	4,1	4,1	3,7	3,7	3,7	3,7	3,3	3,2	3,0	68
Education	Low (Primary + lower secondary)	3,9	3,9	3,8	3,7	3,7	3,5	3,6	3,0	3,0	232
	Mid (Higher secondary)	4,0	3,9	3,8	3,8	3,7	3,7	3,4	3,1	3,0	306
	High (College + university)	4,1	4,0	3,8	3,7	3,7	3,7	3,3	3,2	3,1	272

Significantly higher / lower (95% sign. Level)



NL: Hoe belangrijk zijn volgende kenmerken bij het kiezen van een bank voor het openen van een spaarrekening?

EN: How important are the following characteristics when choosing a bank for opening a savings account? Base: all

SAVINGS CONCLUSIONS

INCREASE IN PLACING ASSETS ON SAVINGS ACCOUNTS

On average, **52% of the financial assets of the Belgian customer is placed on savings accounts.** This is an **increase of 4% percentage points** compared to last year (and +9% percentage points compared to Q1 2019.) This emphasizes the fact that the product savings account is **not** on its retreat.

Besides, the younger we are, the higher the share of financial assets is placed on savings accounts. Also, the Dutch speaking customers tend to save relatively more.

PROMISING FUTURE FOR SAVINGS ACCOUNTS

Not only the past, but **also the future looks promising for savings accounts.** 6 out of 10 states they will place (probably/certainly) more deposits on their accounts in the coming year. A status quo compared to last year.

BUT 63% HAS A PREFERENCE TO PLACE SAVINGS AT THEIR PRINCIPAL BANK

Suppose a Belgian resident suddenly wants to save more in a savings account: **63% would place these savings at their principal bank, 20% would choose any bank,** as long as it provides the **highest interest rate,** the remaining **17%** would choose the bank where they have the **most confidence** that their **savings** will be **protected.**

DIFFERENCE IN DECISION- MAKING PROCESS BY SEGMENT

Limited risk and high interest rate are still the most important attributes in the decision-making process. But concerning the **younger segment,** we see that these two attributes are less important compared to the elderly. **Possibility to also open a current account at the bank is almost as important for these youngsters.**



hello@wearedigital.be

+32 16 41 65 45

www.wearedigital.be