

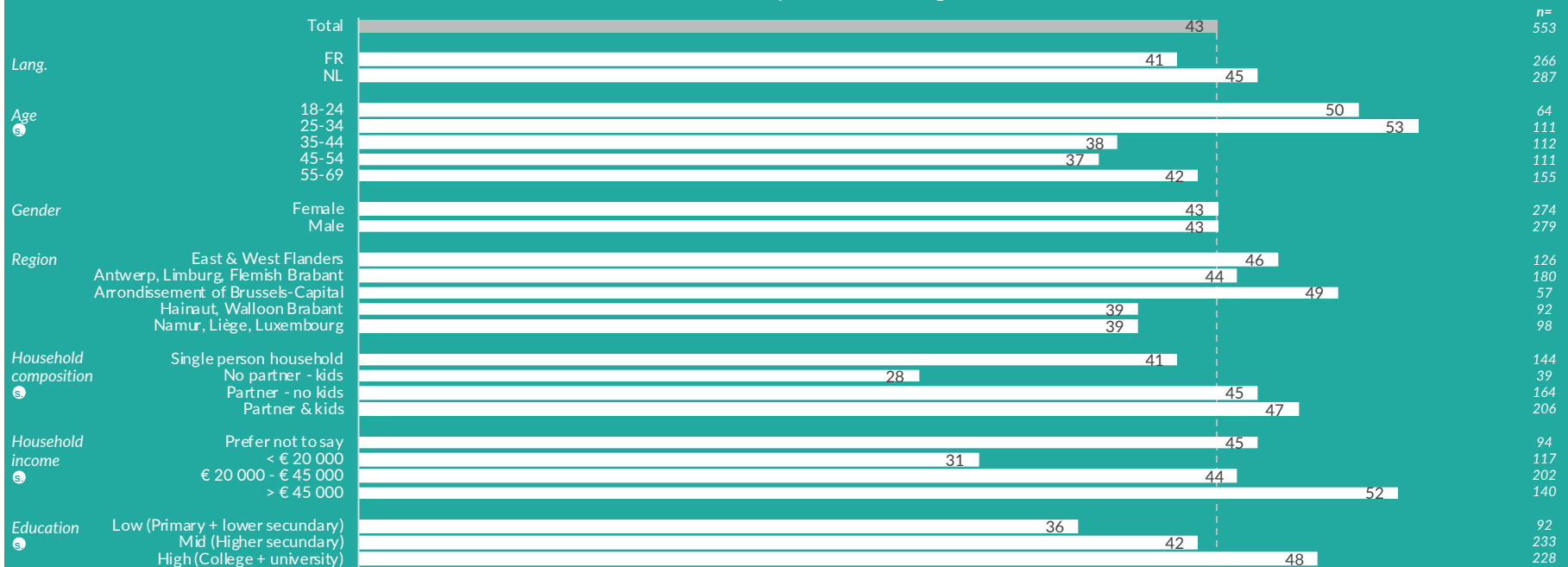


BRAND TRACKER

Santander Consumer Bank

SAVINGS SHARE

Share of total assets placed on savings accounts



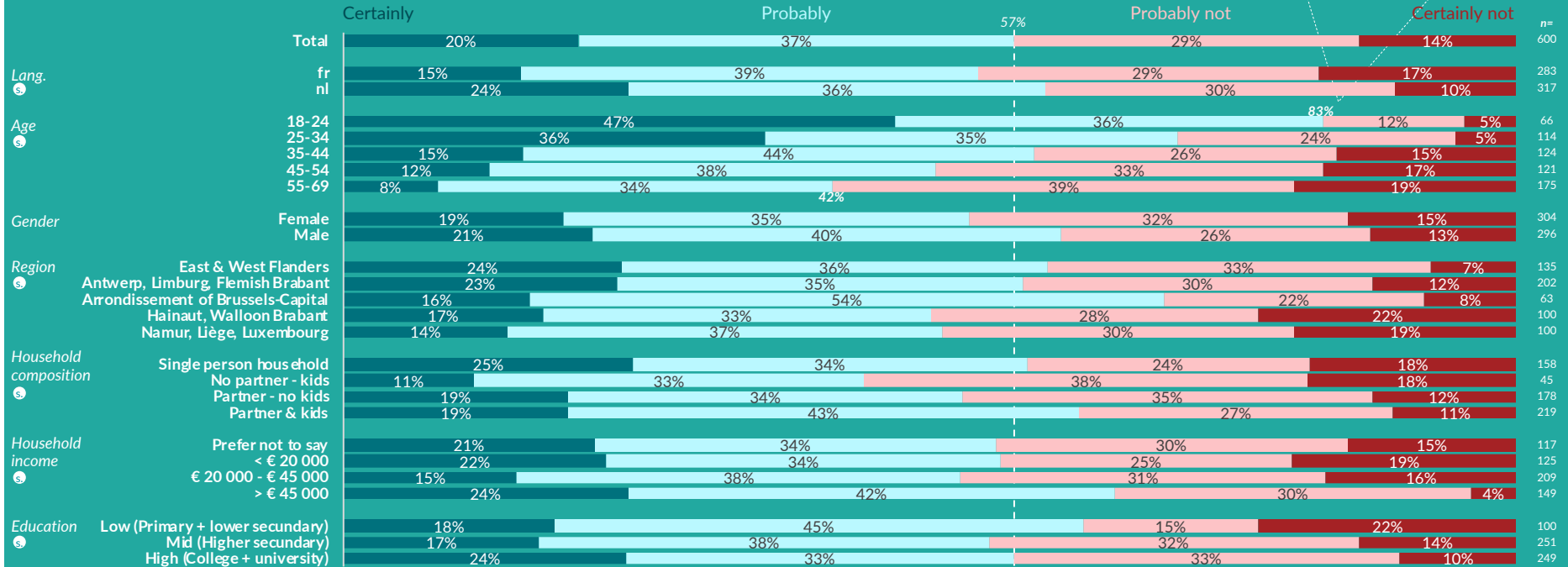
The higher educated people say they've placed 48% their total assets in savings accounts.

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

SAVINGS SAVING PLANS

83% of the people between 18-24 y.o. say they tend to save more in the coming 12 months. This is a larger share in comparison to the oldest age group.

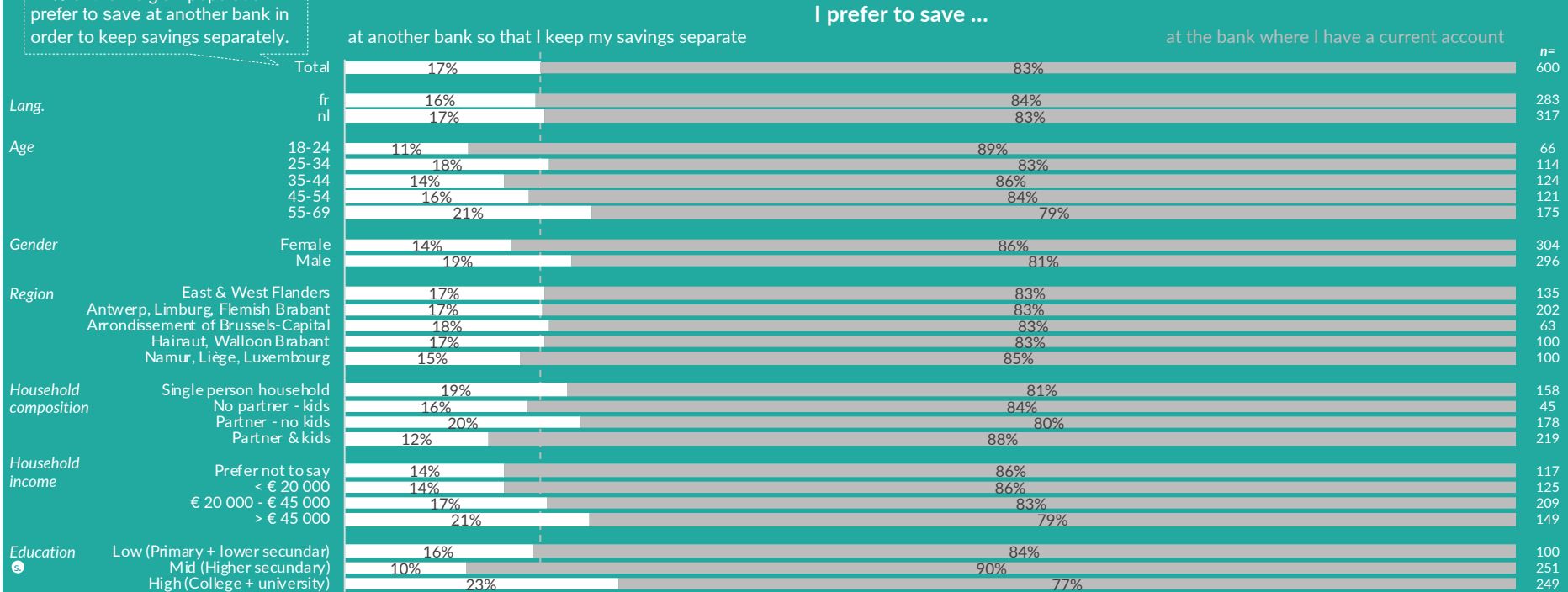
Placing more deposits on savings account coming 12 months



NL: Bent u 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? Base: all

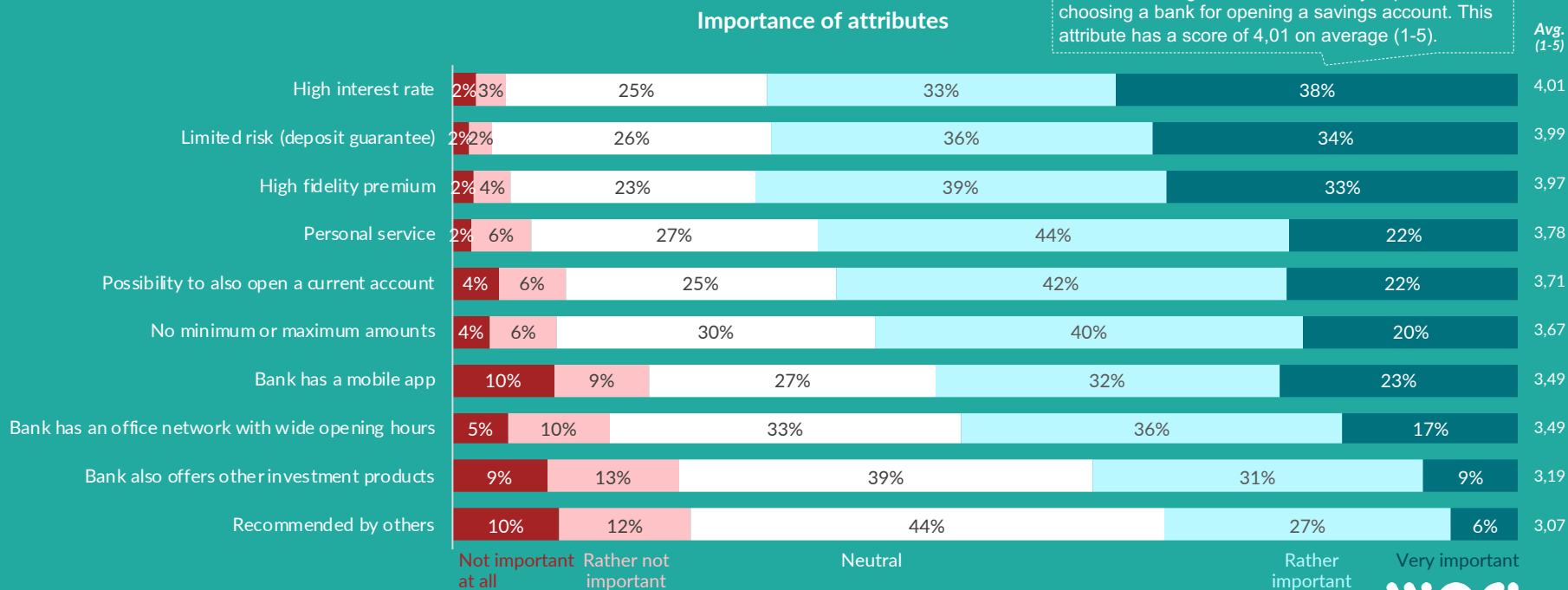
SAVINGS KEEPING IT SEPARATE

17% of the Belgian population prefer to save at another bank in order to keep savings separately.



NL: Welke van volgende opties verkies je? * Ik verkies te sparen bij de bank waar ik een zichtrekening heb * Ik verkies te sparen bij andere bank zodat ik mijn spaargelden gescheiden houd
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 another bank so that I keep my savings separate

SAVINGS ATTRIBUTES



SAVINGS ATTRIBUTES

Average importance per attribute to socio demo		High interest rate	Limited risk (deposit guarantee)	High fidelity premium	Personal service	Possibility to also open a current account	No minimum or maximum amounts	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		4,01	3,99	3,97	3,78	3,71	3,67	3,49	3,49	3,19	3,07	600
Language	fr	4,02	3,97	3,92	3,72	3,65	3,69	3,53	3,45	3,2	3,18	283
	nl	4,00	4,01	4,02	3,84	3,76	3,66	3,46	3,53	3,18	2,97	317
Age	18-24	3,47	3,89	3,64	3,59	3,71	3,48	3,85	3,48	3,42	3,36	66
	25-34	3,94	3,85	4,03	3,68	3,71	3,7	3,74	3,36	3,18	3,39	114
	35-44	3,96	3,9	3,9	3,77	3,7	3,71	3,62	3,44	2,98	3,05	124
	45-54	4,07	4,02	3,99	3,71	3,57	3,59	3,32	3,41	3,24	2,96	121
	55-69	4,26	4,16	4,1	3,99	3,81	3,75	3,22	3,66	3,21	2,85	175
Gender	Female	3,97	3,99	3,98	3,78	3,79	3,71	3,59	3,57	3,11	3,1	304
	Male	4,05	3,99	3,96	3,79	3,63	3,63	3,39	3,41	3,27	3,04	296
Region	East & West Flanders	4,03	4,07	4,1	3,98	3,79	3,66	3,44	3,59	3,3	2,96	135
	Antwerp, Limburg, Flemish Brabant	3,99	3,94	3,93	3,74	3,71	3,61	3,5	3,5	3,11	2,98	202
	Arrondissement of Brussels-Capital	4,06	3,95	4,1	3,73	3,76	3,75	3,65	3,49	3,25	3,38	63
	Hainaut, Walloon Brabant	4,12	4,09	3,97	3,78	3,67	3,84	3,64	3,41	3,2	3,18	100
	Namur, Liège, Luxembourg	3,9	3,92	3,81	3,65	3,6	3,59	3,29	3,41	3,15	3,11	100
Household composition	Single person household	3,99	4,04	3,91	3,69	3,66	3,59	3,42	3,43	3,2	3,13	158
	No partner - kids	4,04	3,93	4,11	4,09	3,73	3,91	3,6	3,76	3,04	3,04	45
	Partner - no kids	4,07	4,01	4	3,79	3,69	3,8	3,31	3,51	3,21	2,92	178
	Partner & kids	3,97	3,95	3,96	3,79	3,75	3,75	3,67	3,47	3,19	3,17	219
Household income	Prefer not to say	3,98	4,06	3,98	3,75	3,76	3,62	3,47	3,59	3,26	3,12	117
	< € 20 000	3,85	3,81	3,75	3,83	3,7	3,62	3,48	3,5	3,11	3,06	125
	€ 20 000 - € 45 000	4,02	3,92	3,99	3,71	3,62	3,62	3,51	3,44	3,11	3,02	209
	> € 45 000	4,16	4,19	4,12	3,87	3,81	3,83	3,5	3,48	3,3	3,12	149
Education	Low (Primary + lower secondary)	3,83	3,71	3,73	3,69	3,6	3,61	3,46	3,52	3,14	3,08	100
	Mid (Higher secondary)	3,94	4,01	3,91	3,85	3,75	3,67	3,52	3,63	3,29	3,1	251
	High (College + university)	4,16	4,09	4,13	3,76	3,71	3,7	3,48	3,34	3,1	3,04	249

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