

# ING CONSUMER RESOURCEFULNESS STUDY

---



**Epiphany**  
RESEARCH BASED CONSULTANCY



**ING**



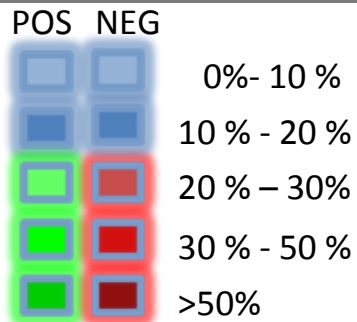
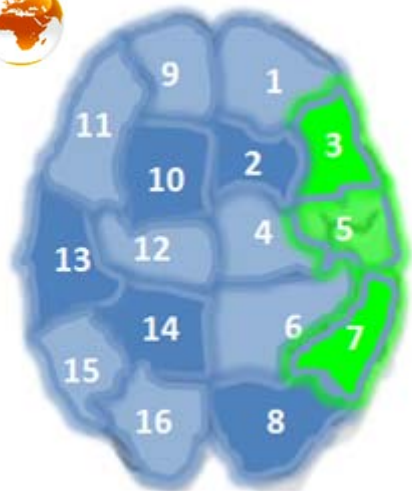


- Attitude and motivations
- Money skills & behavior



# Attitude and motivations how do you feel about managing your finances?

Emotuning™ is a methodology developed by Epiphany to capture the emotions of consumers worldwide. Thinking about finance triggers a feeling of pride (when managed well), hope (for a better financial situation) and safety (looking at the future).

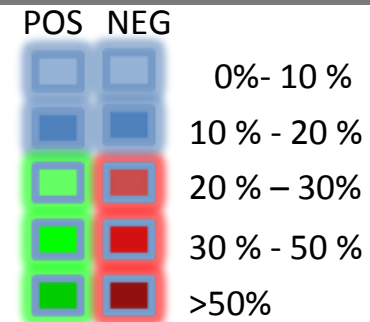
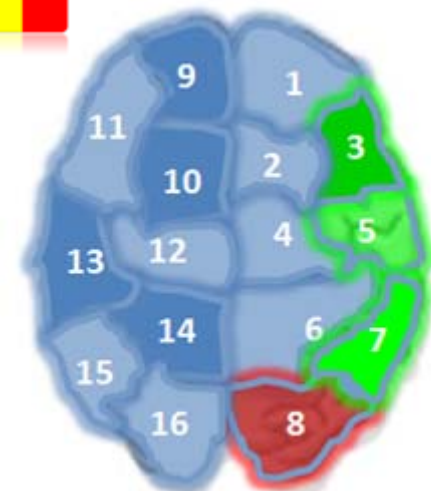


## POSITIVE EMOTIONS

1. Surprise
2. Joy
3. Hope
4. Love
5. Pride
6. Adoration
7. Safe

## NEGATIVE EMOTIONS

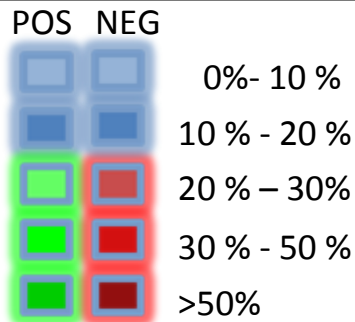
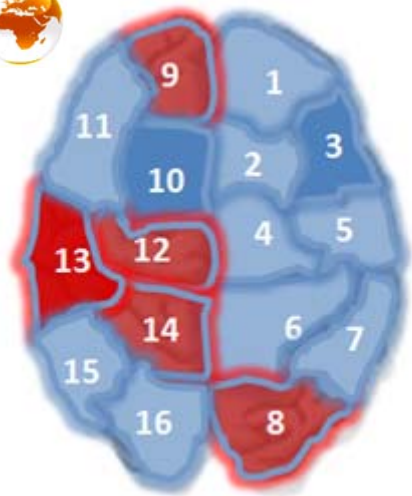
8. Sorrow
9. Guilt
10. Anger
11. Boredom
12. Shame
13. Fear
14. Despair
15. Contempt
16. Envy





# Attitude and motivations how does thinking about having debt make you feel?

Having debt triggers a strong feeling of fear (for the future), guilt (not being able to take care of themselves) and shame (towards family and friends).

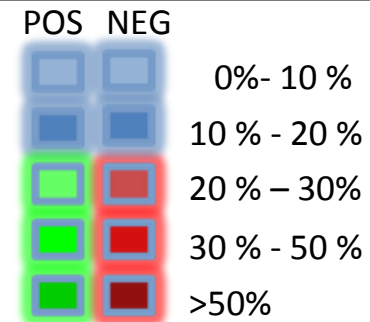
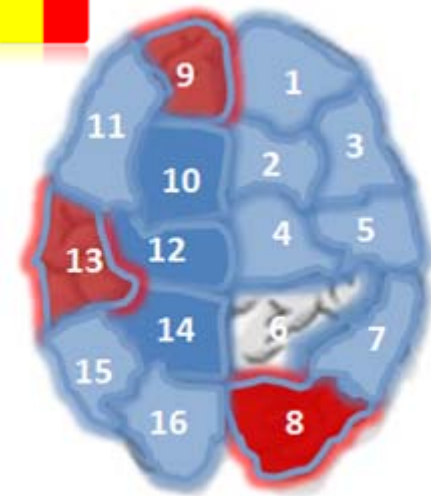


## POSITIVE EMOTIONS

- 1.Surprise
- 2.Joy
- 3.Hope
- 4.Love
- 5.Pride
- 6.Adoration
- 7.Safe

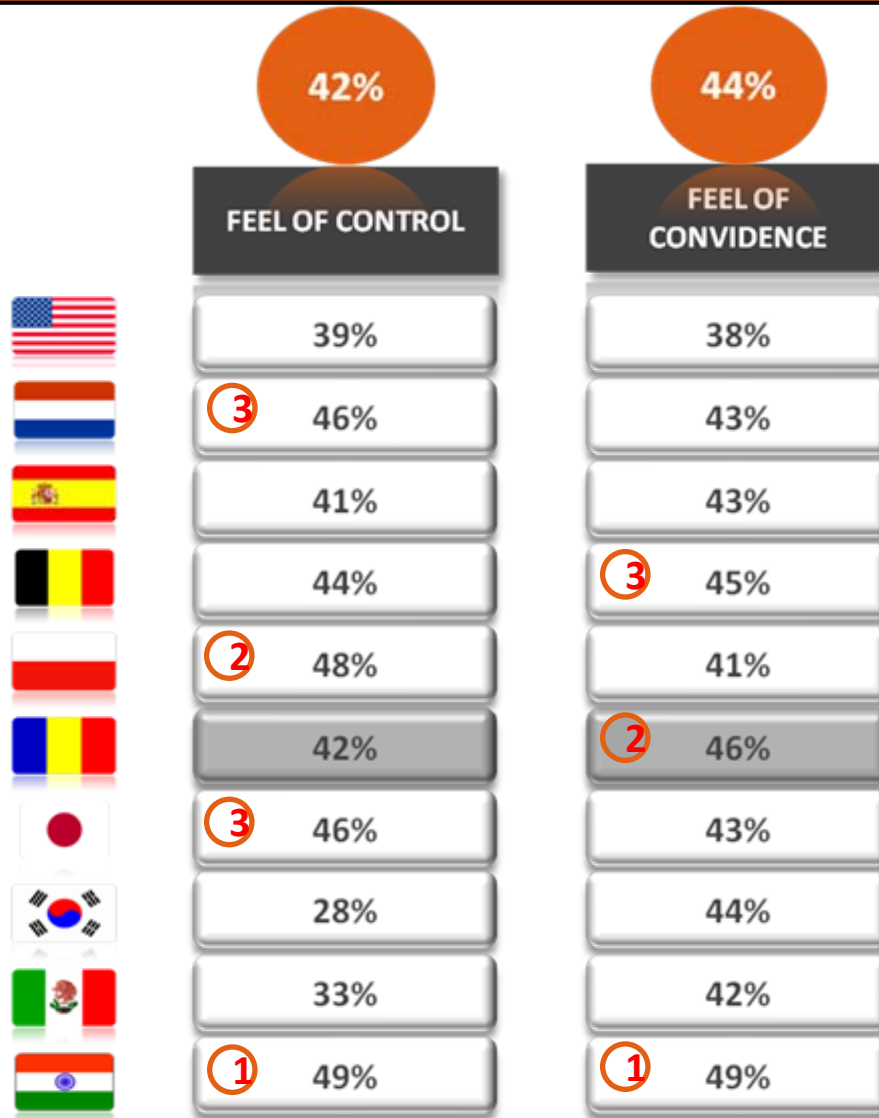
## NEGATIVE EMOTIONS

- 8.Sorrow
- 9.Guilt
- 10.Anger
- 11.Boredom
- 12.Shame
- 13.Fear
- 14.Despair
- 15.Contempt
- 16.Envy





# Attitude and motivations do you feel in control and confident of your finances?

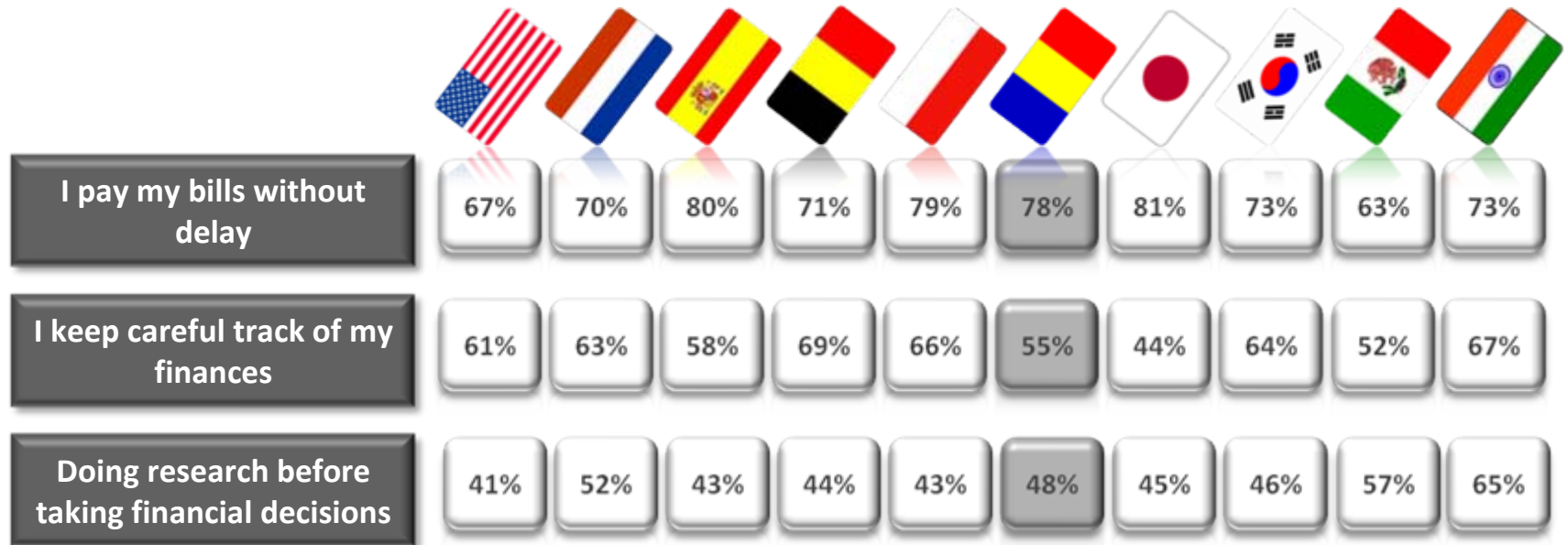


*Do you feel in control of your finances?*

*How confident do you feel when making an important financial decision?*



# Attitude and motivations which statements represent how you look upon the topic?

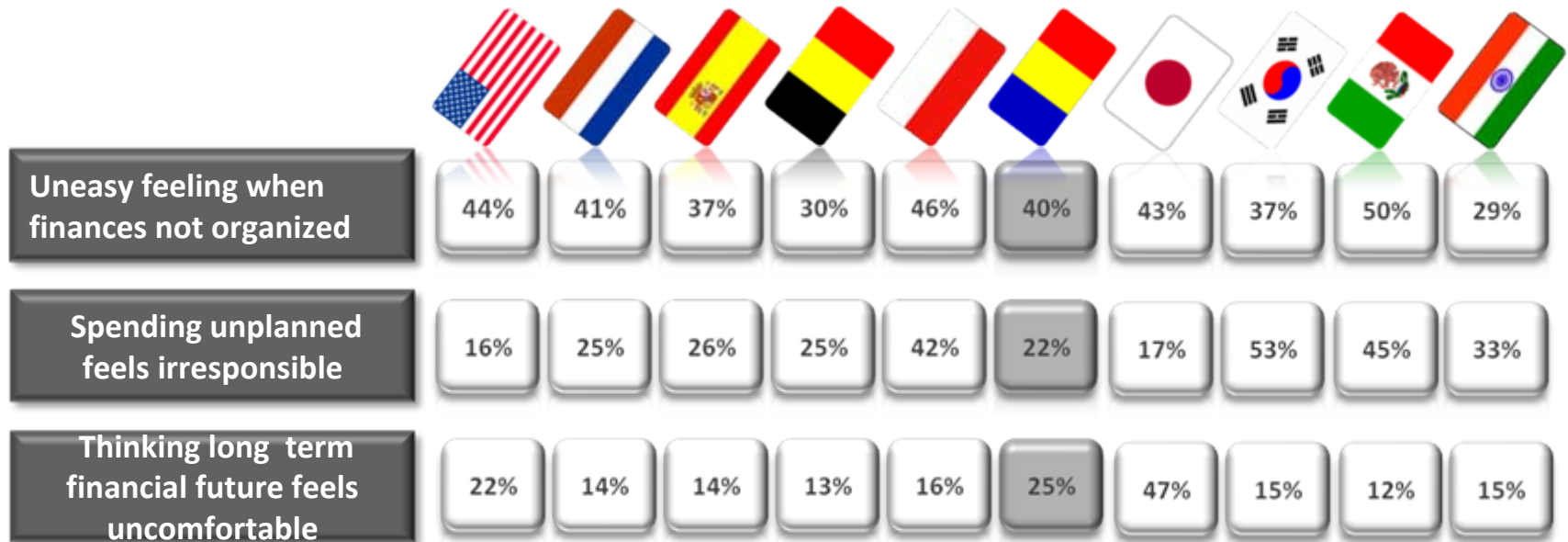


*Statements best represents how you consider the topic*

*When thinking about finance, which 5 of the statements shown below best represent how you look upon the topic?*



# Attitude and motivations which statements represent how you look upon the topic?



*Statements best represents how you consider the topic*

*When thinking about finance, which 5 of the statements shown below best represent how you look upon the topic?*



# Attitude and motivations imagine you have EUR 100, how would you spend it?



Saving account

100%

Neutral

Crazy night out

100%



Lend to a friend who needs it

Ask some friends for dinner



Saving account

Buy great electronic gadget



Visit favorite shop

Saving account



Pay down debt

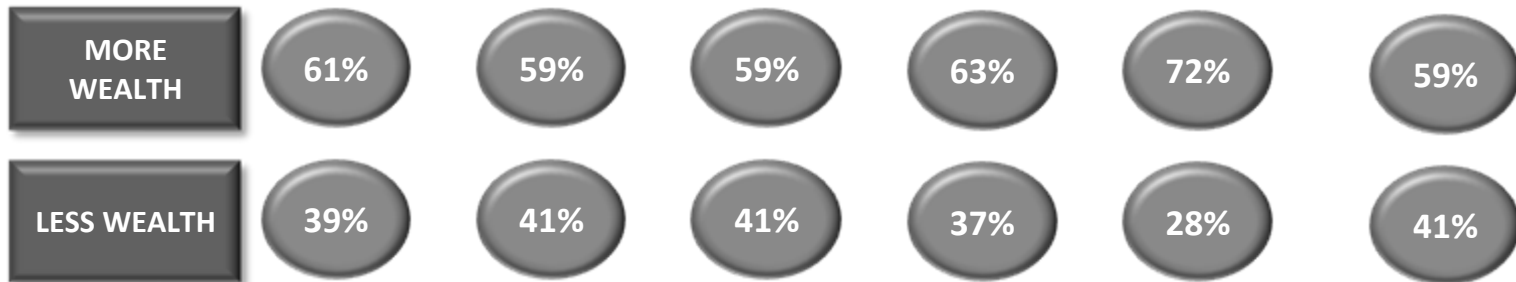
Give it to charity



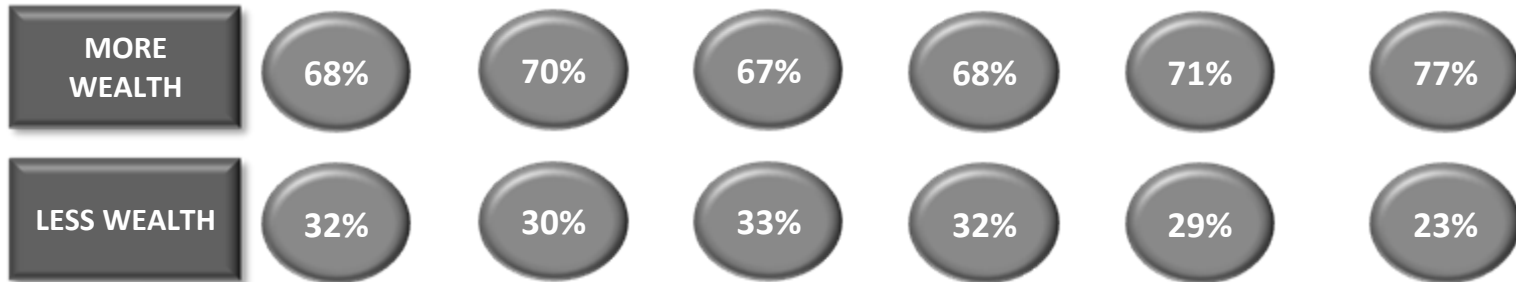




# Attitude and motivations when you retire; more or less wealth than your parents?



*Do you believe that, when you retire you will have more or less wealth than your parents?*



*Do you believe that, when your (future) kids retire they will have more or less wealth than you?*



# Money skills & behavior

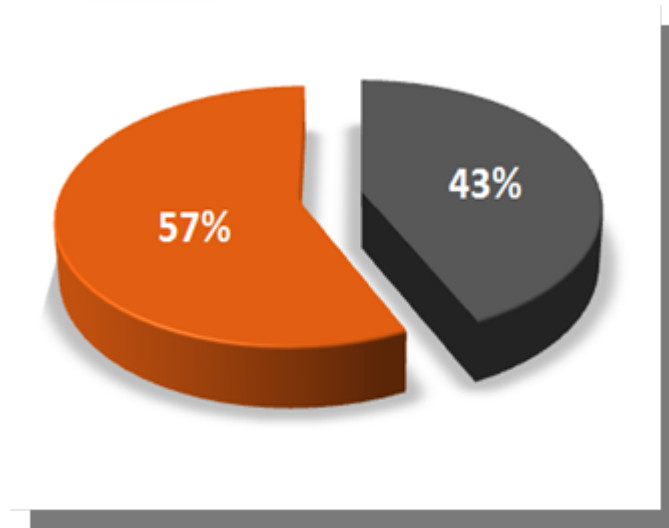
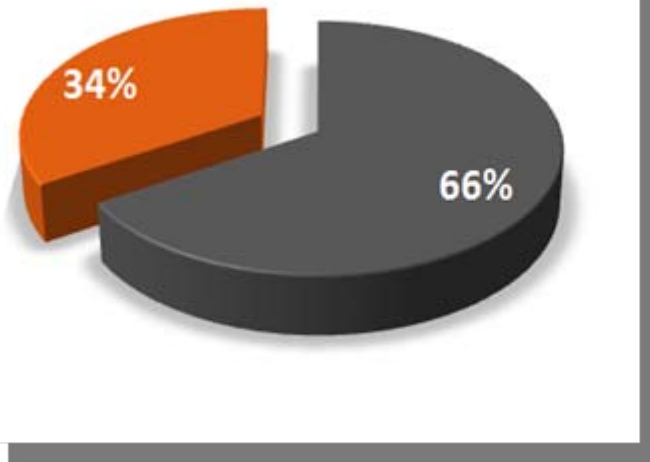
## would you have EUR 1000 available to get car repaired?

*If your car broke down and needed EUR 1.000 for repairs, would you have the money available to get it repaired?*



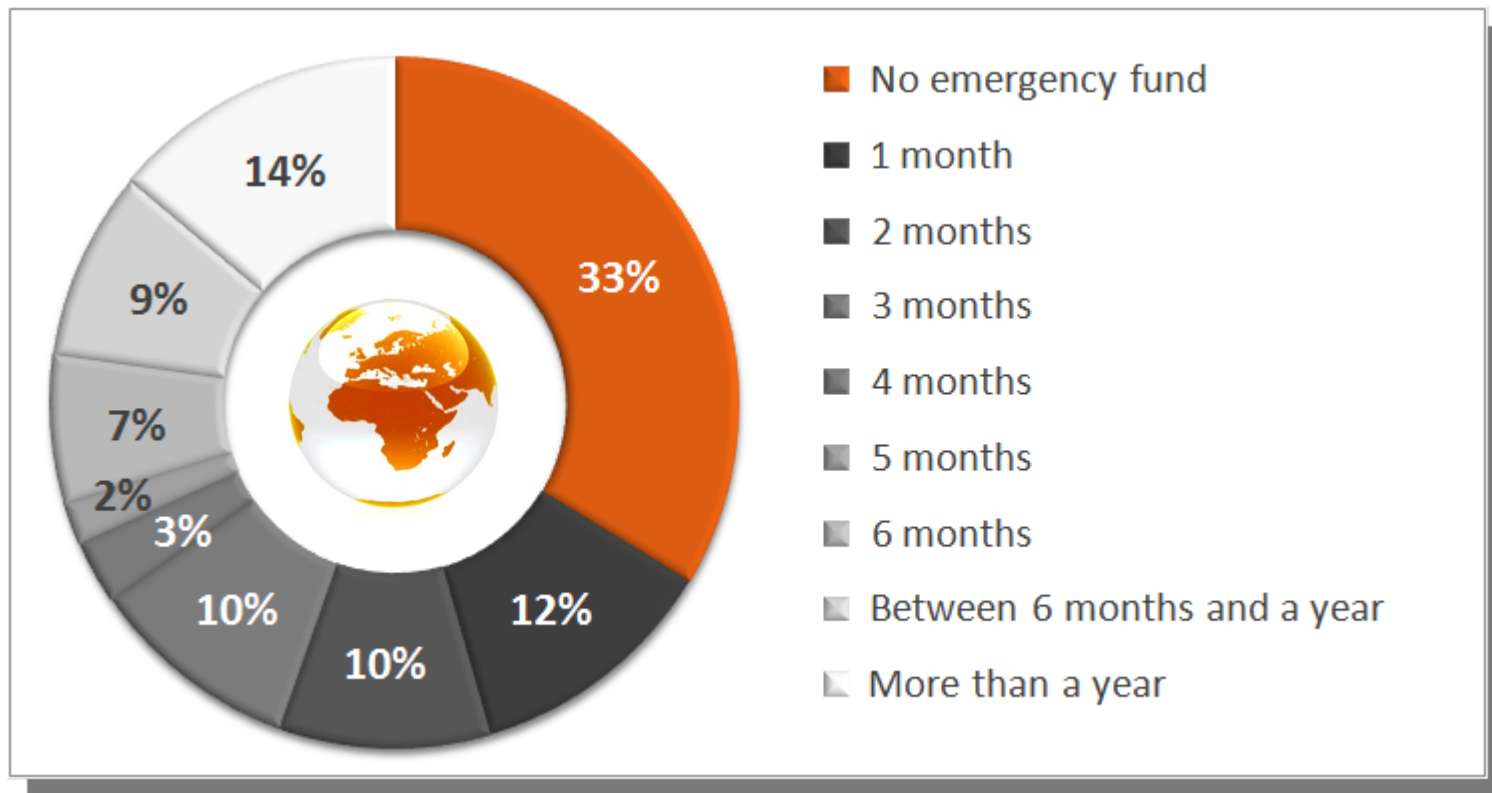
■ Yes

■ No





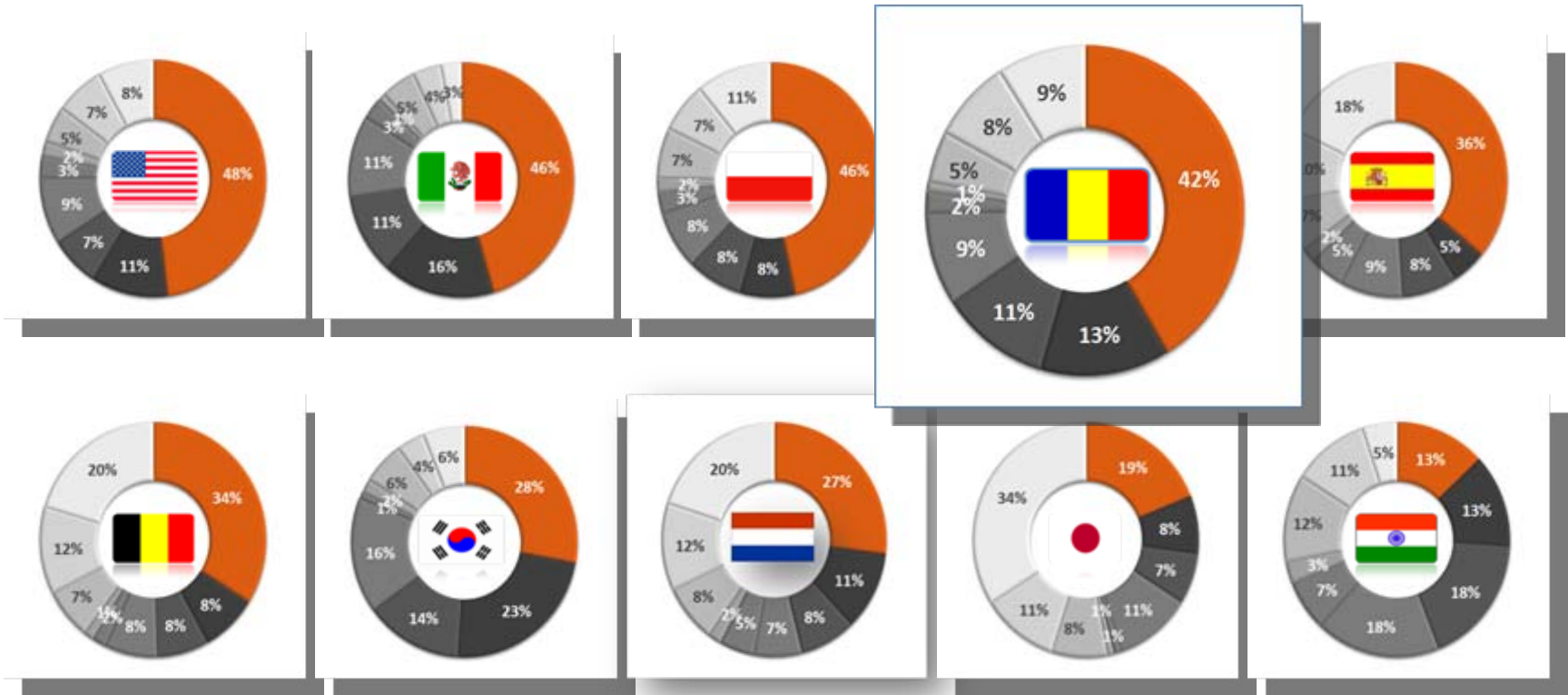
# Money skills & behavior do you currently have an emergency fund?



*Do you currently have an emergency fund and how many months of your expenses does it cover?*



# Money skills & behavior do you currently have an emergency fund?



Do you currently have an emergency fund and how many months of your expenses does it cover?

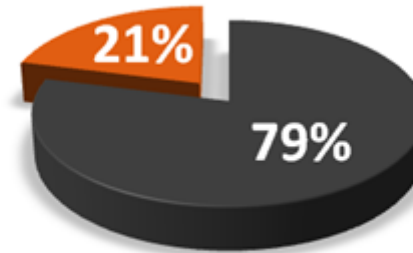
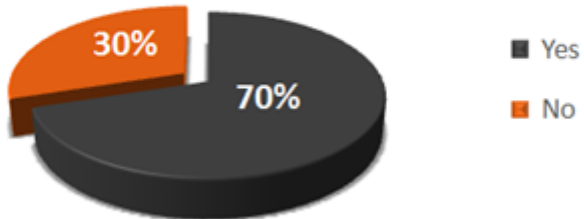
- No emergency fund
- 1 month
- 2 months
- 3 months
- 4 months
- 5 months
- 6 months
- Between 6 months and a year
- More than a year



# Money skills & behavior do you keep a household budget?



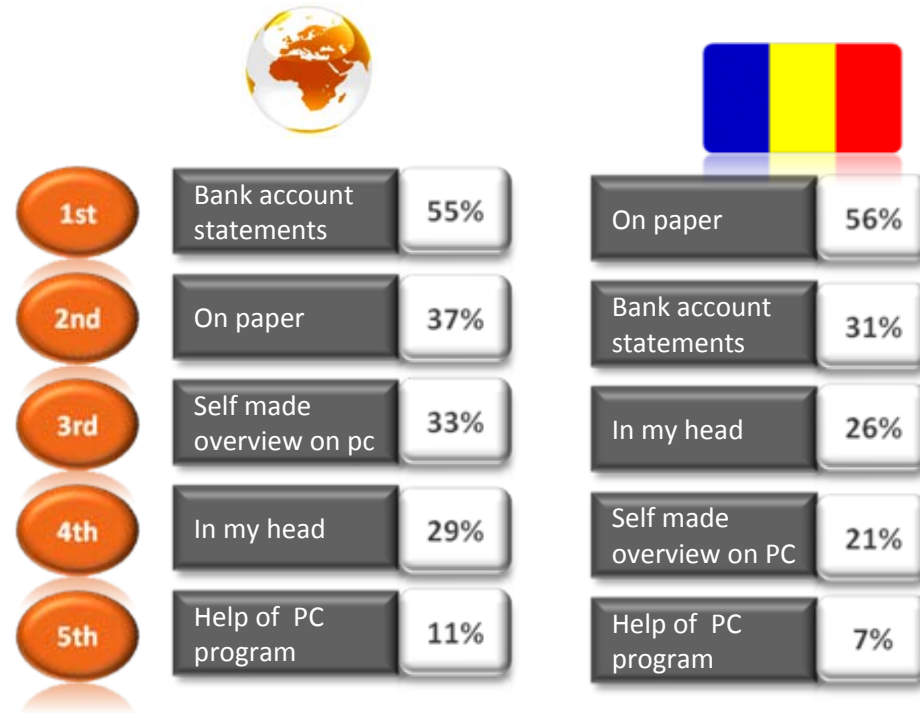
Household budget  
Global





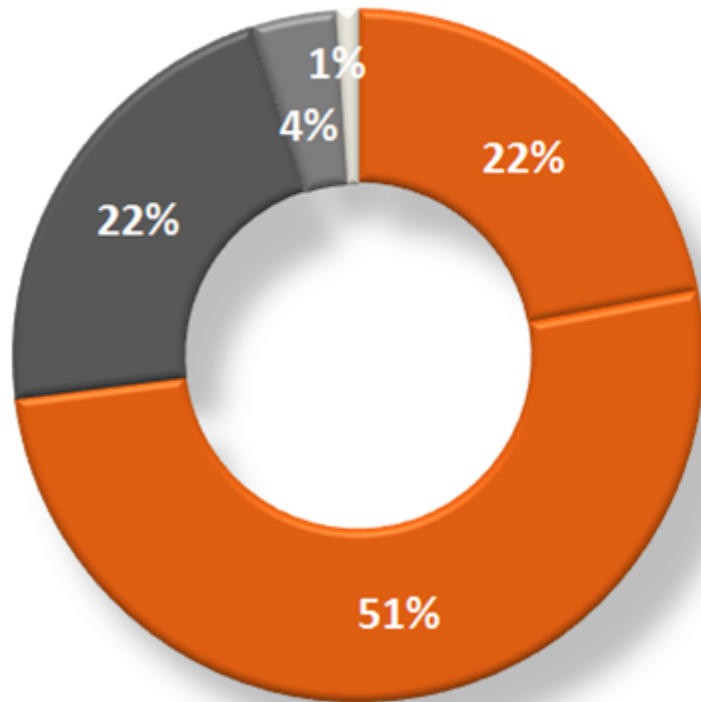
# Money skills & behavior

## how do you keep your household budget?





# Money skills & behavior do you manage to stay within/respect your budget?

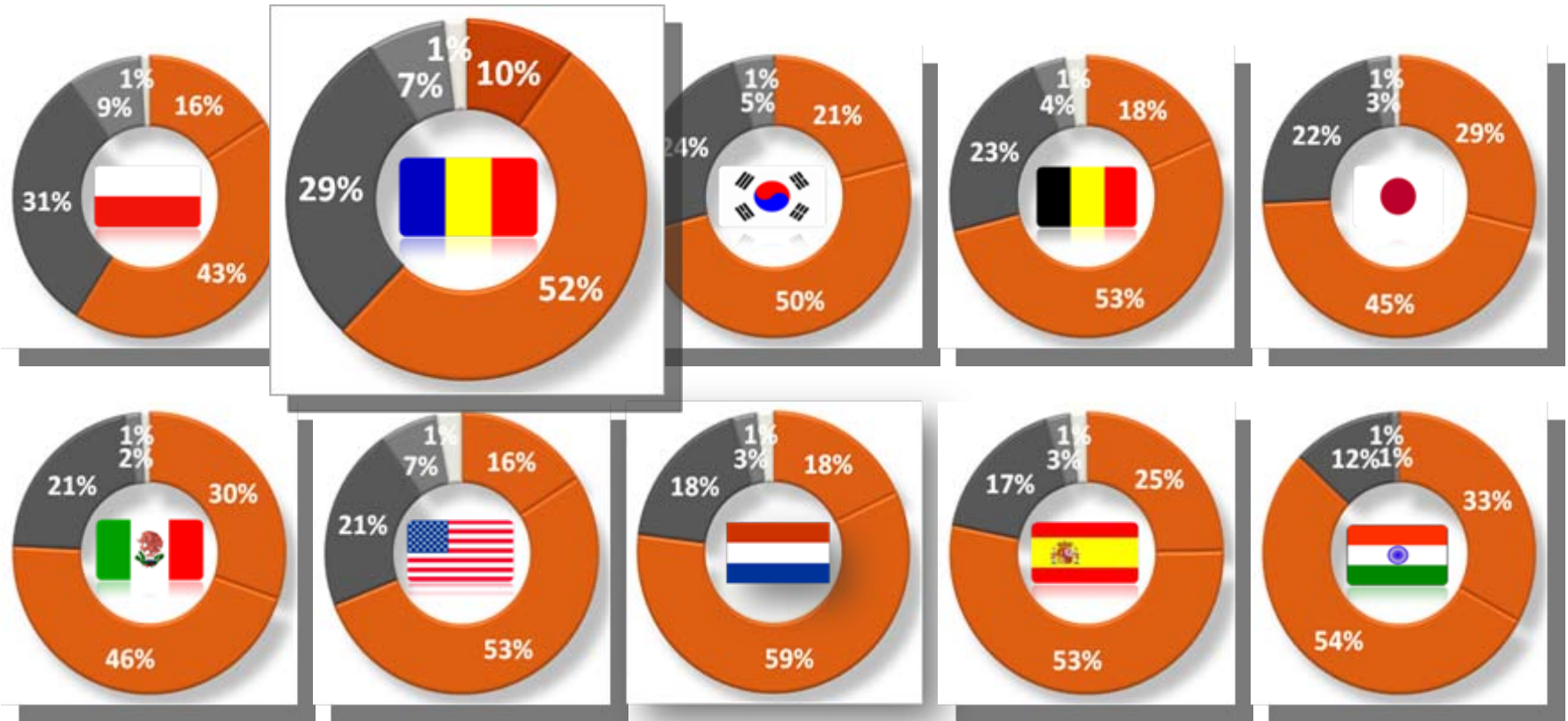


- Yes, all the time
- Yes, most of the time
- No, sometimes I overspend
- No, I always overspend
- I really don't know





# Money skills & behavior do you manage to stay within/respect your budget?



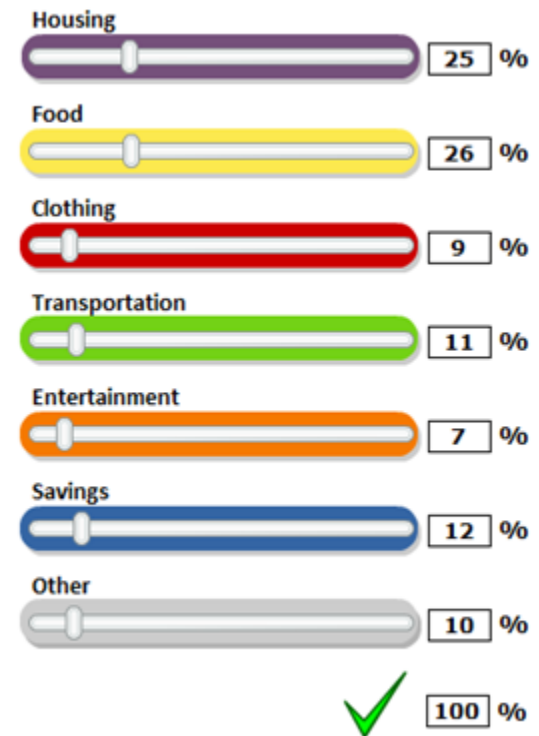
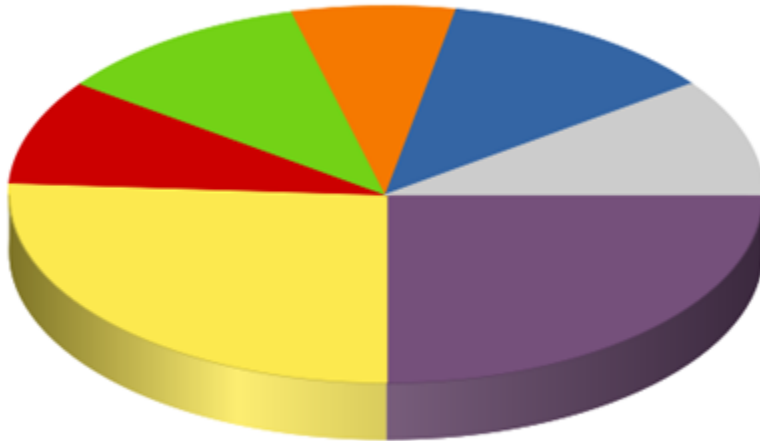
- Yes, all the time
- Yes, most of the time
- No, sometimes I overspend
- No, I always overspend
- I really don't know





# Money skills & behavior how is your monthly income spent?

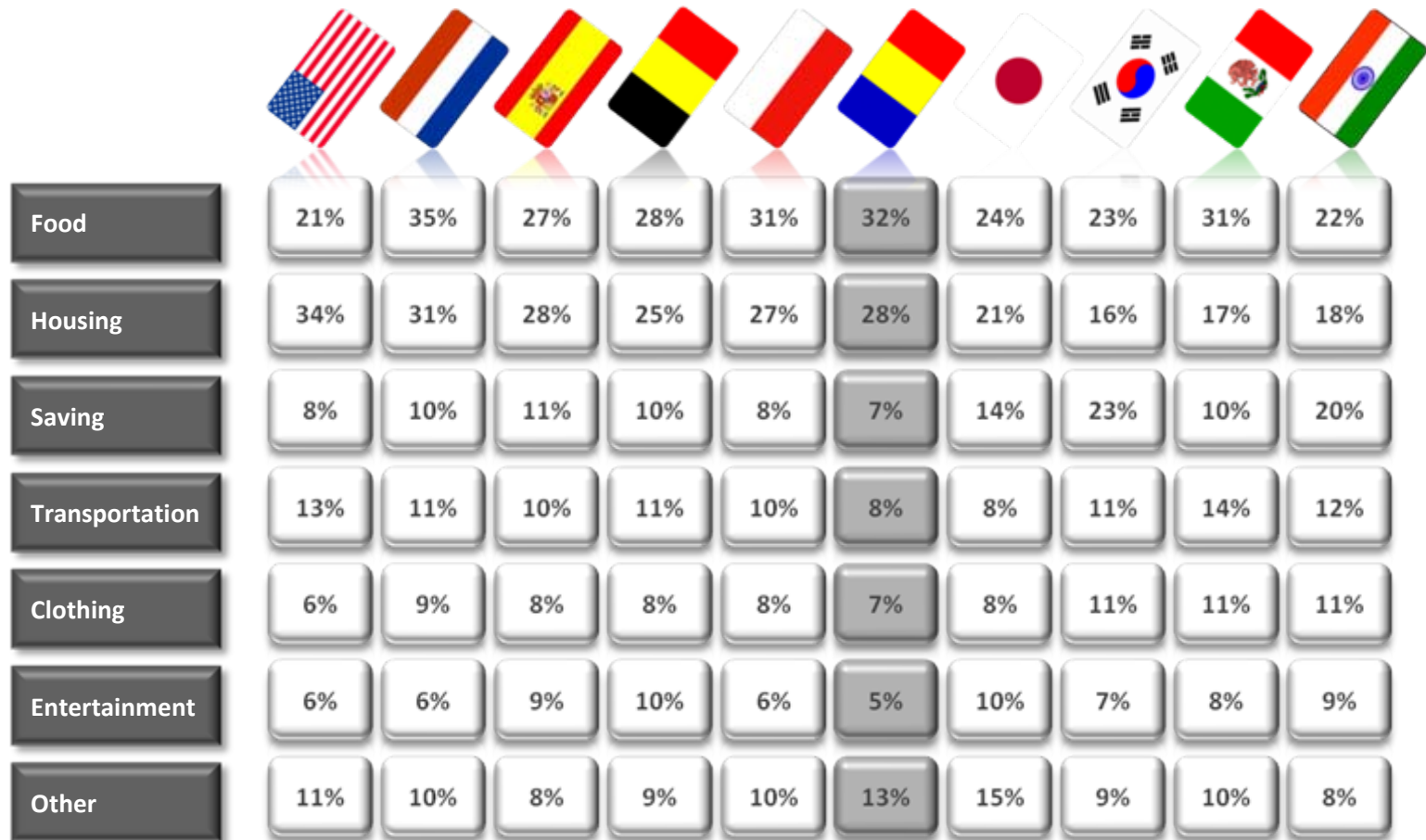
Like presented below consumers were asked to indicate how they spend their income. By moving the sliders they could indicate how much percent is spend on a category relative to their total income.





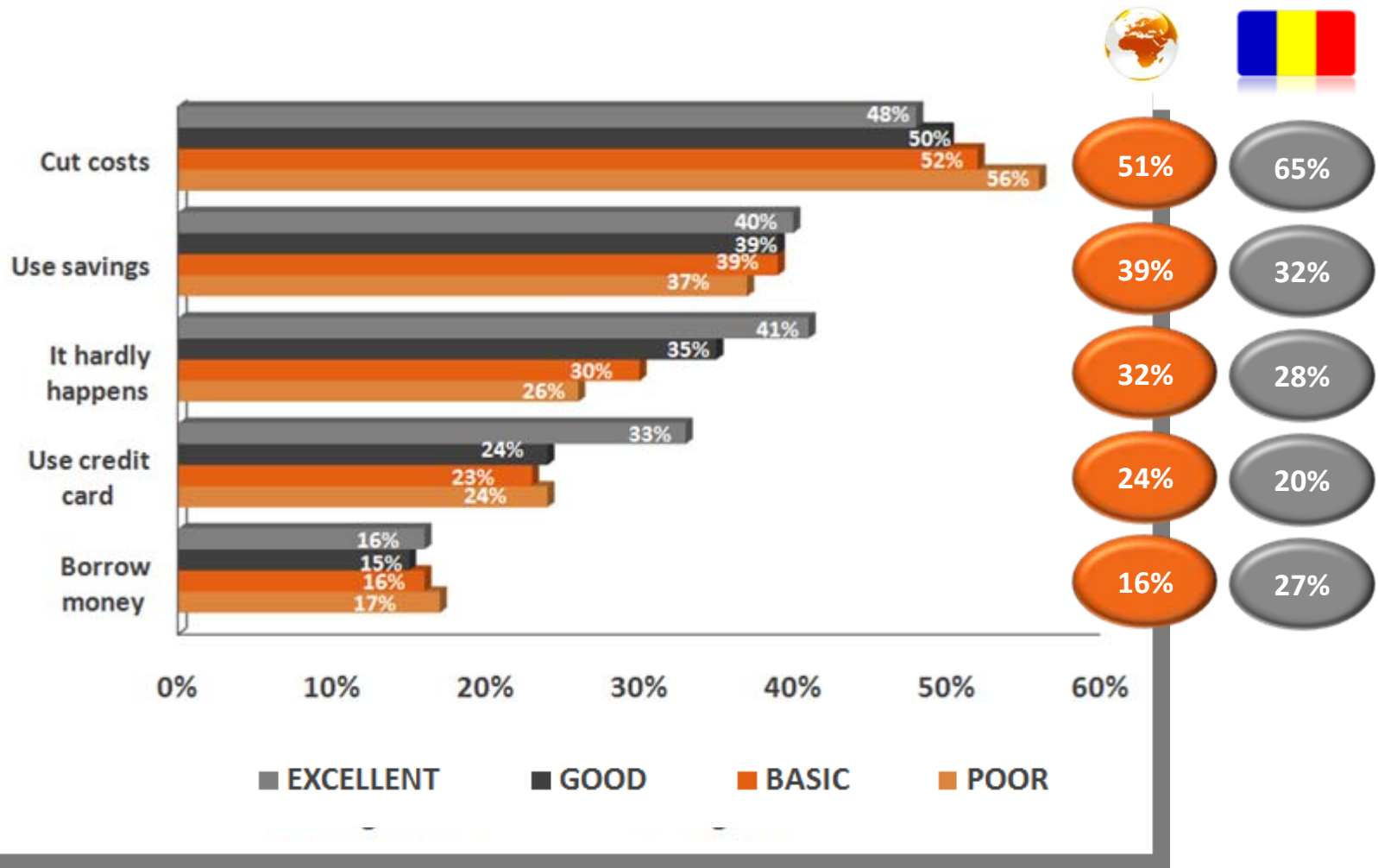
# Money skills & behavior

## How is your monthly income spent?



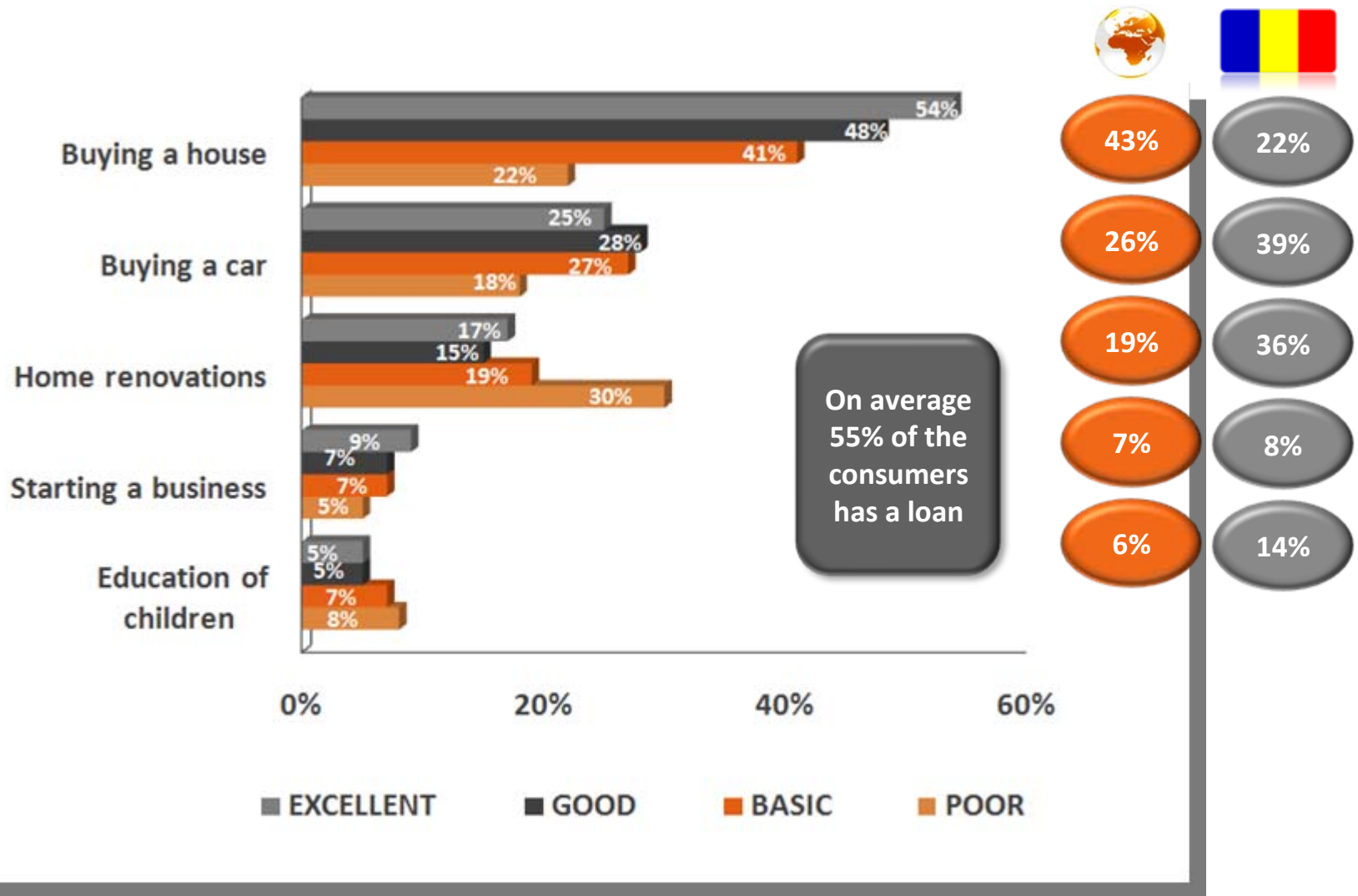


# Money skills & behavior what do you do if you don't have enough money left?



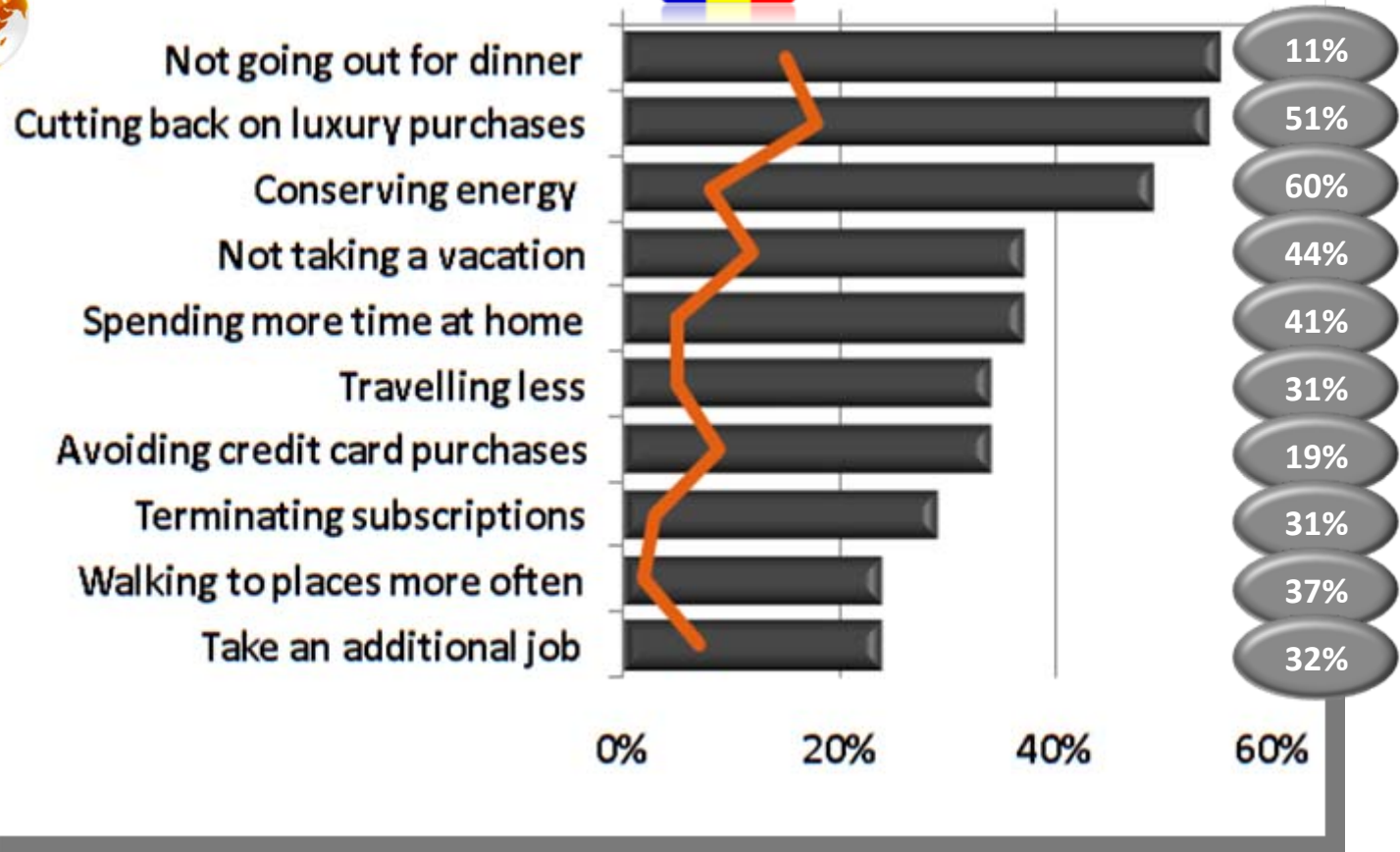


# Money skills & behavior what is the purpose of your loan(s)?





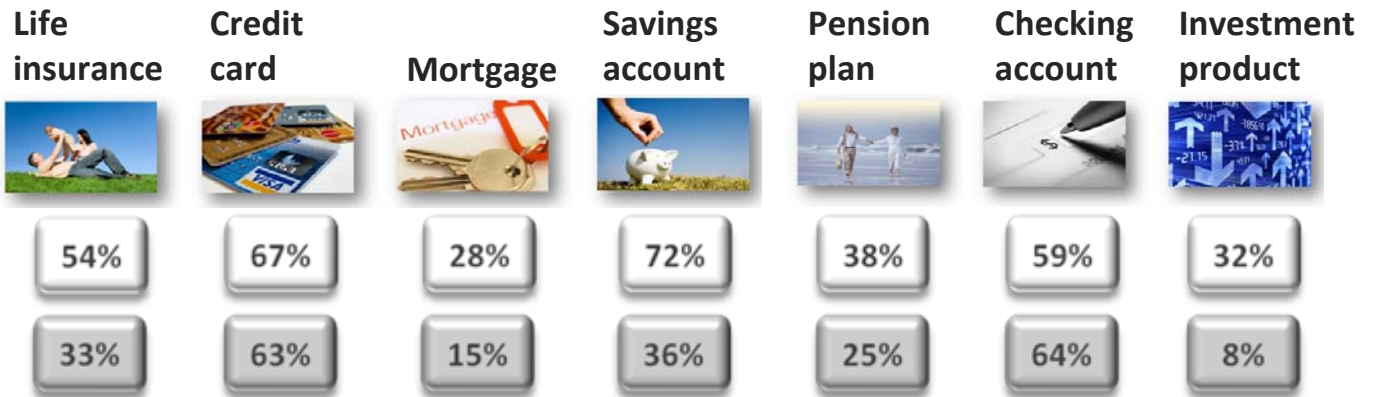
# Money skills & behavior if your monthly income goes down, what would you do?



Imagine your monthly income goes down by 20%. What would you do in order to stay within your monthly budget?  
Of these things that you have previously selected which item would you choose first to stay within your monthly budget? (orange line)

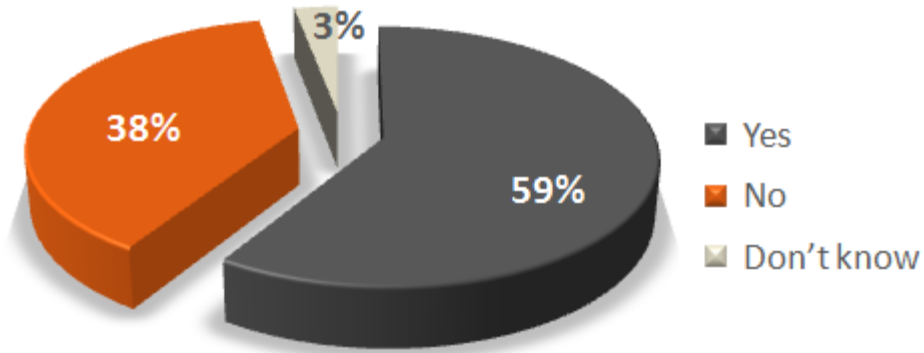


# Money skills & behavior which financial products do you currently own?





# Money skills & behavior saving for retirement?



Yes

No



59%

38%

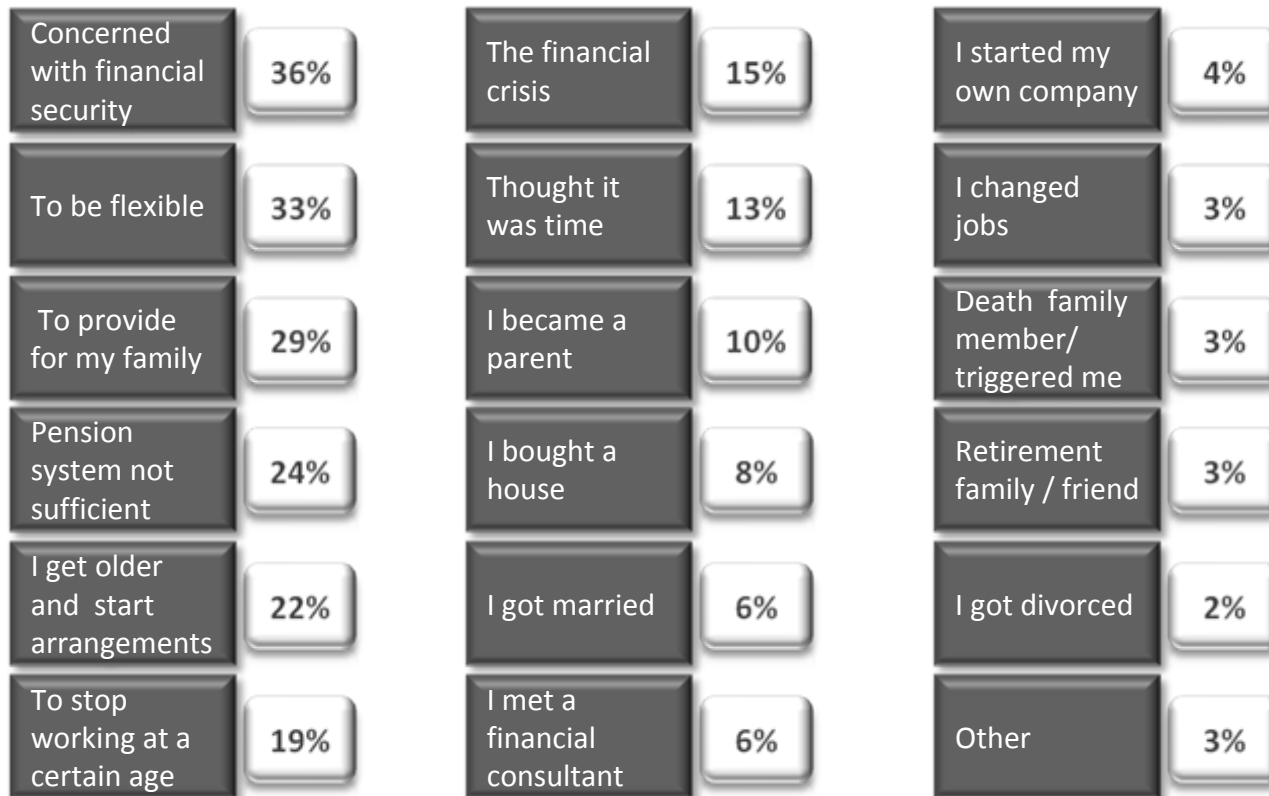


51%

46%



# Money skills & behavior key motivations for planning your financial future?







# Money skills & behavior

## key motivations for planning your financial future?

What are your key motivations for planning your financial future?

