



Financial Literacy – Youth and their use of banking

- based on a market research survey conducted among young adults between 18-27 years in Denmark, Sweden, Norway, Finland, Ireland and Northern Ireland



Please notice that results from this survey may only be published by stating:

"Survey conducted for Danske Bank Group by YouGov"

Copenhagen, May 2011

Danske

Bank

YouGov®



Agenda

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1 Purpose of the survey

Danske Bank wants to investigate young people's knowledge about personal finance, their use and knowledge of banking, and how interested they are in personal finance.

The results highlighted in this topline report make it possible to compare the results of the fore mentioned countries.

The following topics are covered:

- Financial Status
- Use of Financial Services
- Testing the young people's knowledge about personal finances

Methodology

Interview period:

The data was collected online in the period from 17 March 2011 to 6 April 2011.

Target group:

Young adults between 18-27 years.

Sample size:

YouGov has conducted 500 interviews in the target group.

Data collection:

Data was collected online using YouGov's and partners Internet-based consumer panels.

Data weighting:

Data is weighted in terms of gender, age and postal code (according to the official national statistics).



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Results





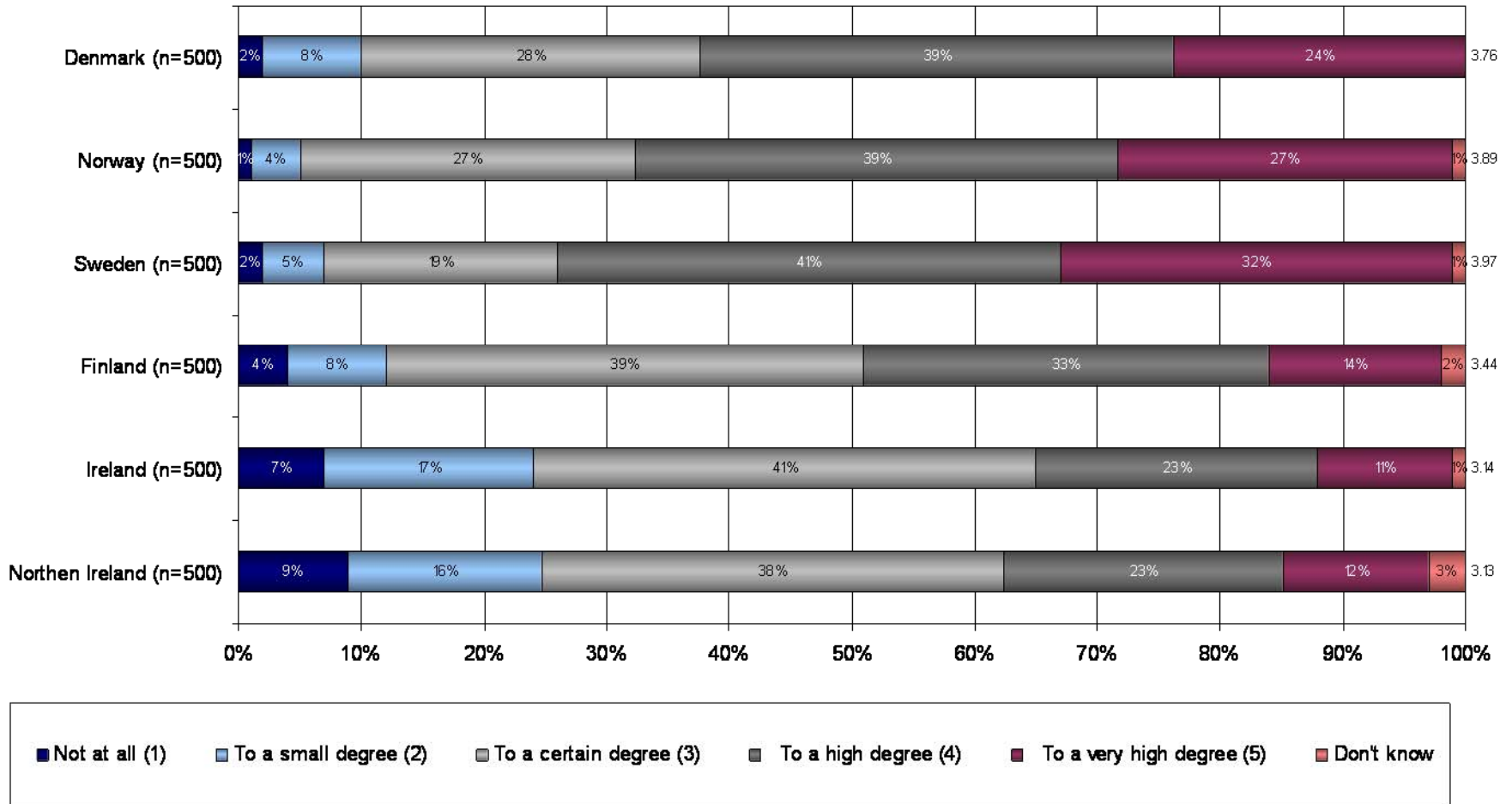
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Financial Status



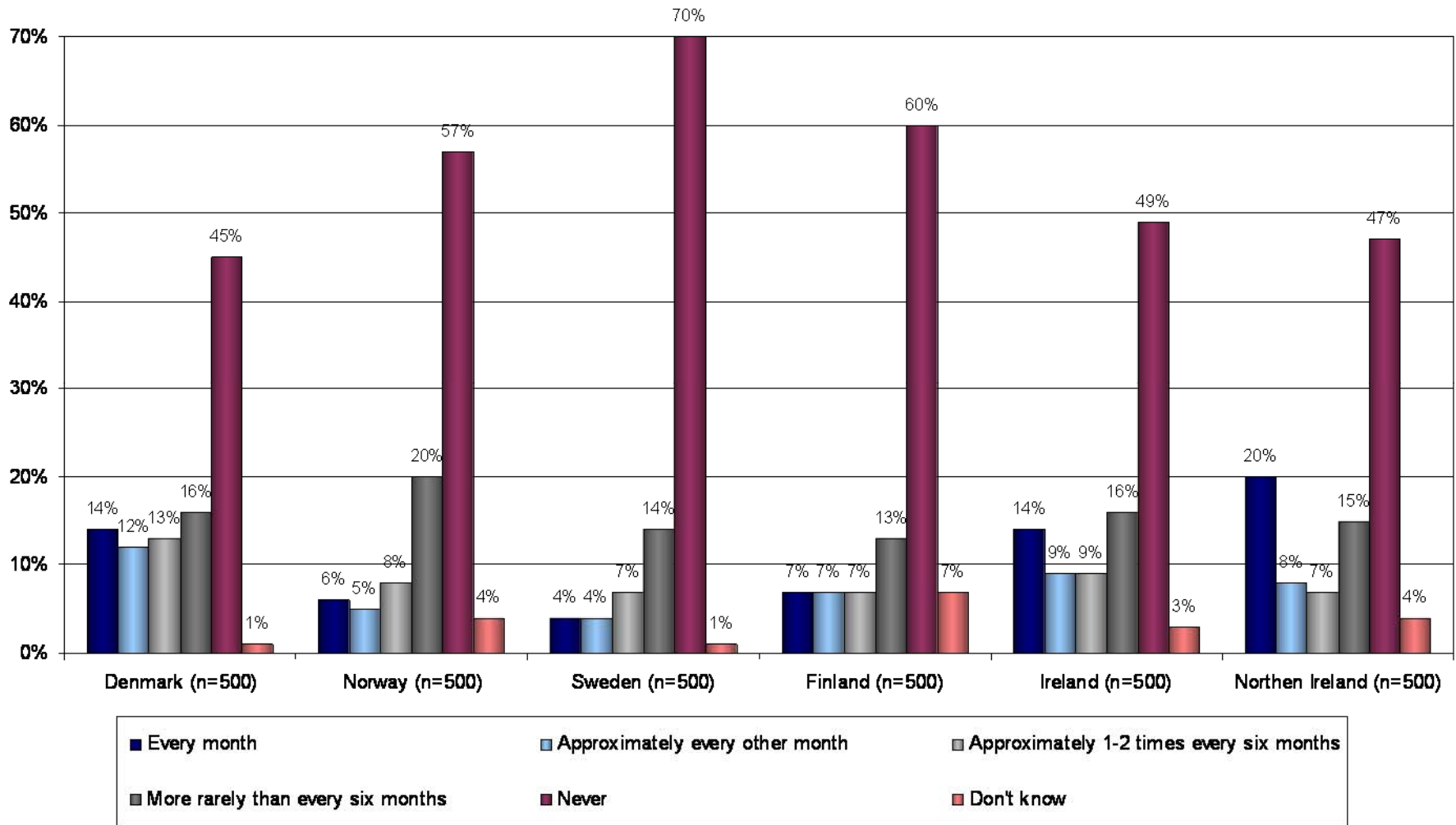
In Sweden they feel that they are in control of their expenses and income *to a higher degree*.

To what extent do you feel that you are in control of your expenses and income?



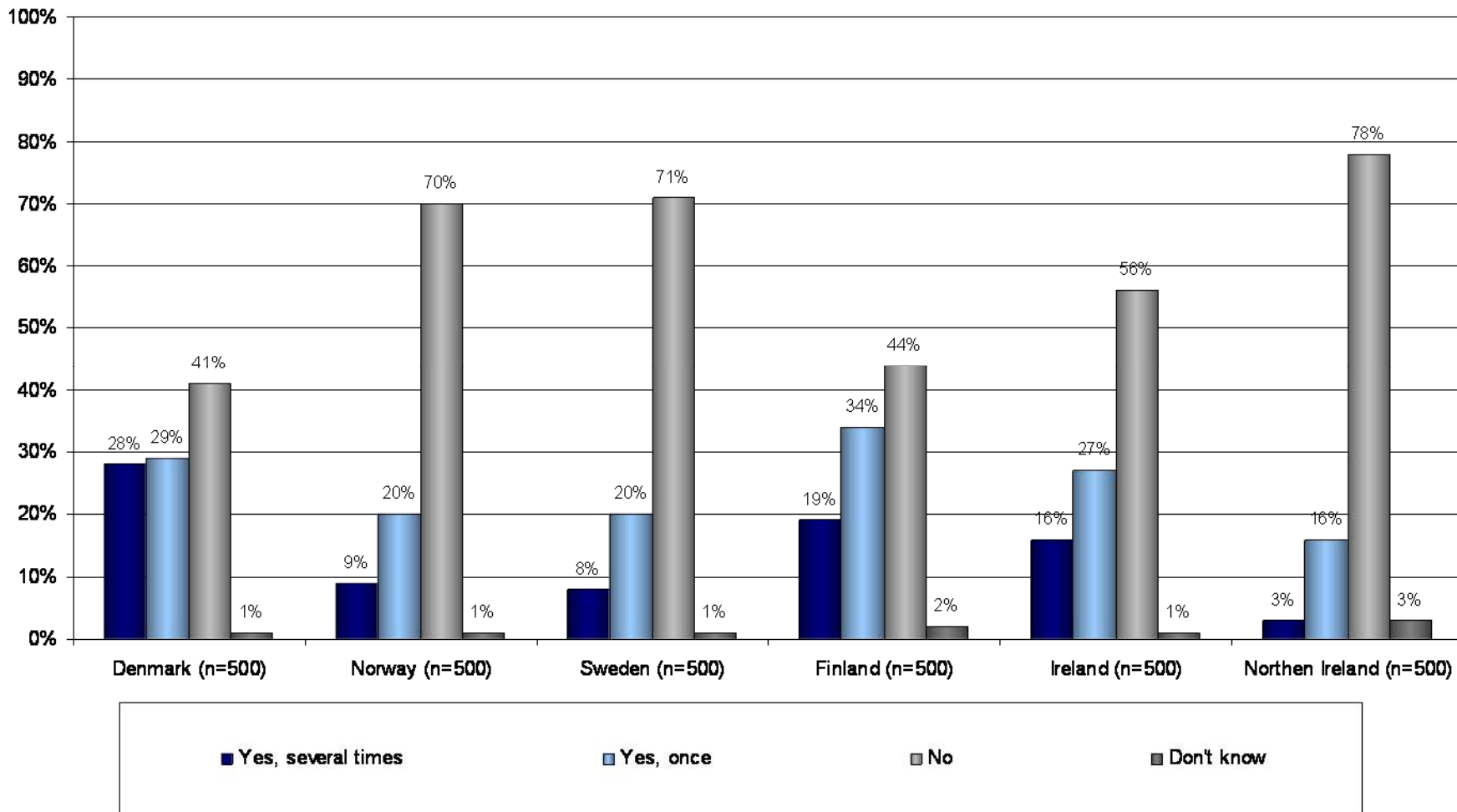
In Sweden they never have an overdrawn account *to a higher degree*. Northern Ireland have the highest amount of young adults with an overdrawn every month.

How often is your account overdrawn?



Denmark has the highest amount of young adults who have engaged with a bank adviser within the past year. Northern Ireland have the highest amount of young adults who have not talked to a bank adviser within the past year.

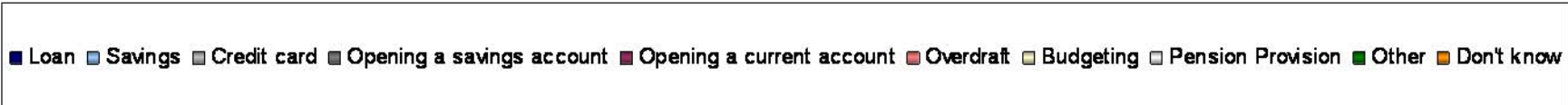
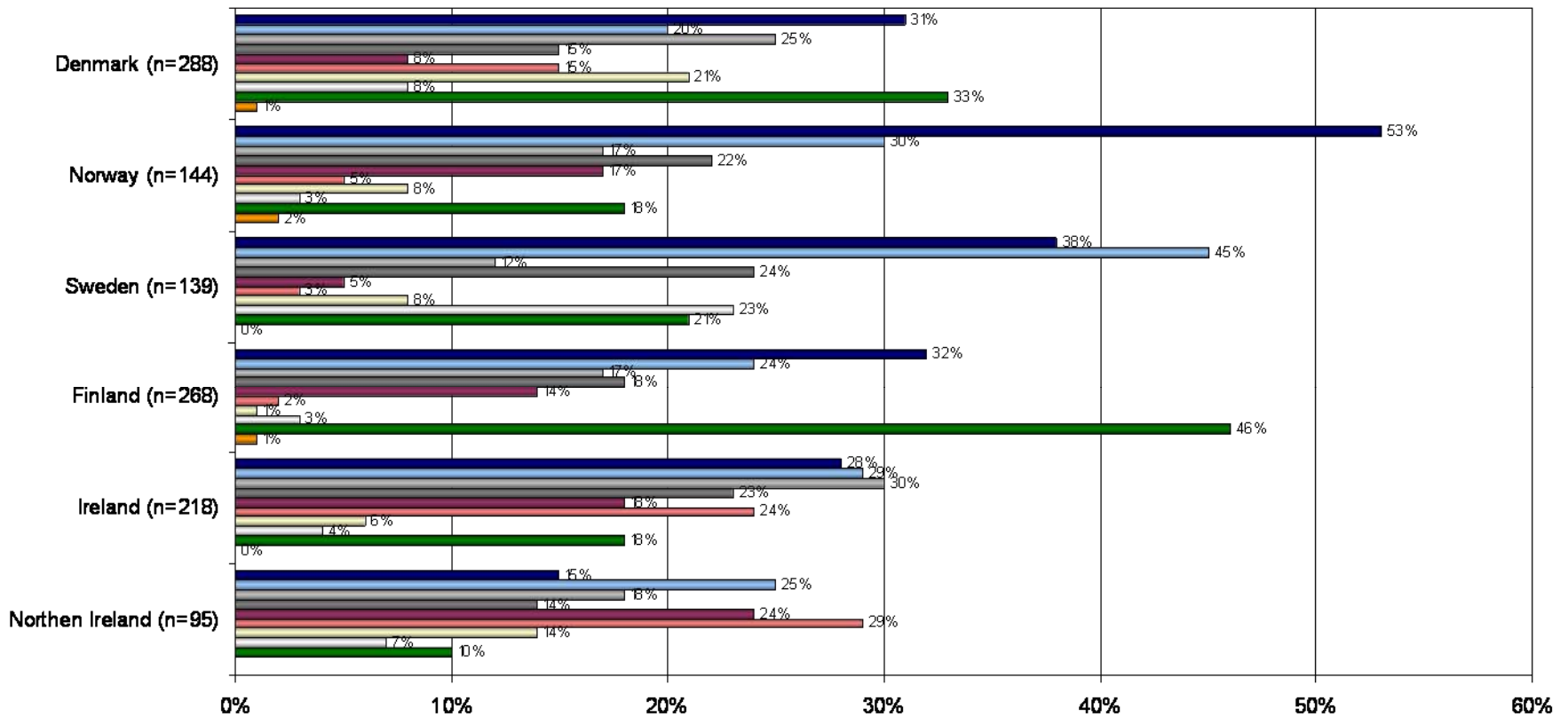
Have you spoken to a bank adviser within the past year (in a branch or over the phone)?



In the Nordic countries and Ireland, young adults primarily talk to their bank adviser about loans and savings. In Ireland and Northern Ireland they talk namely about overdraft with their bank adviser.

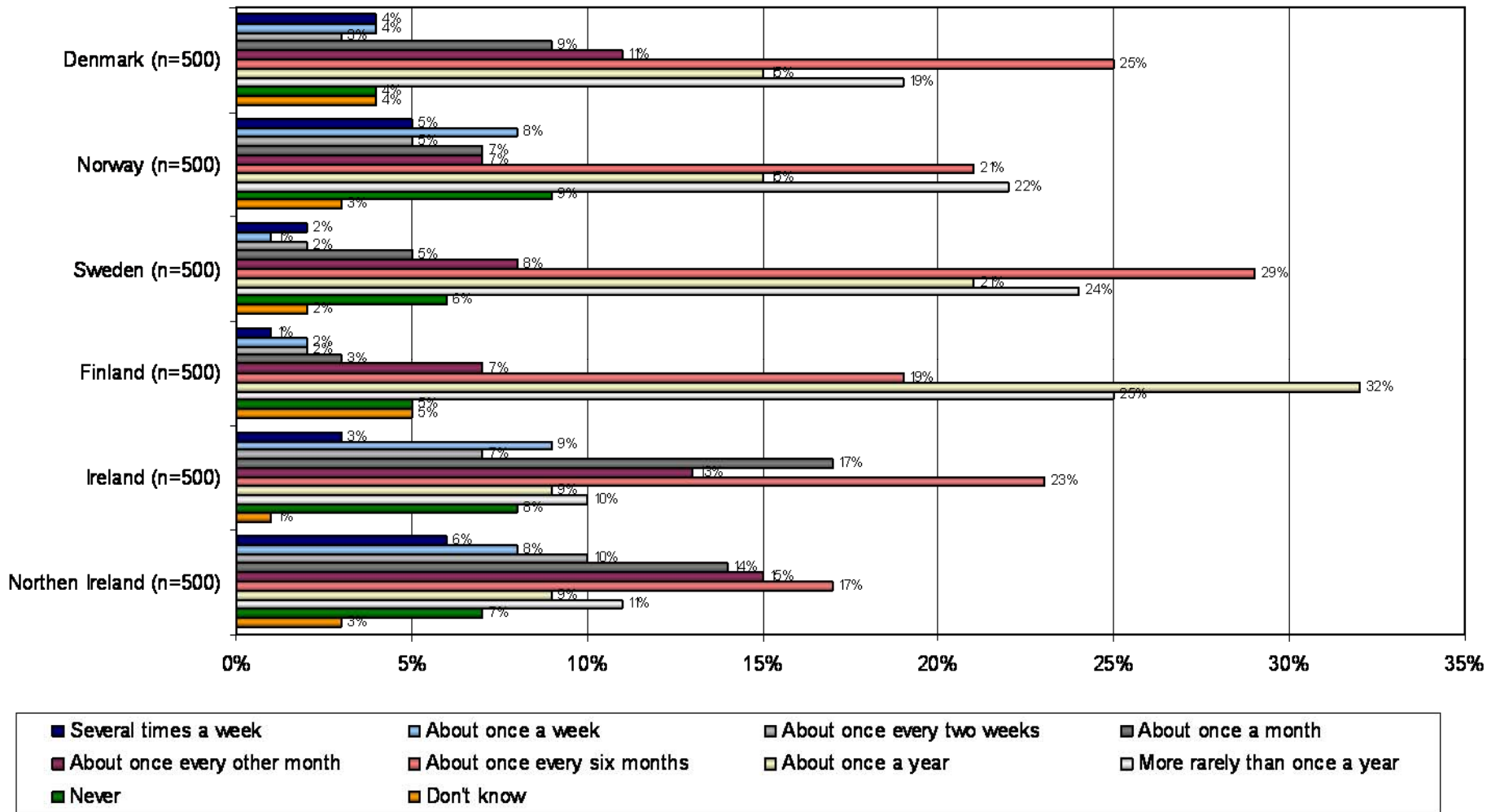
What was the meeting or talk with the bank adviser about?

Base: Has spoken to a bank adviser within the past year



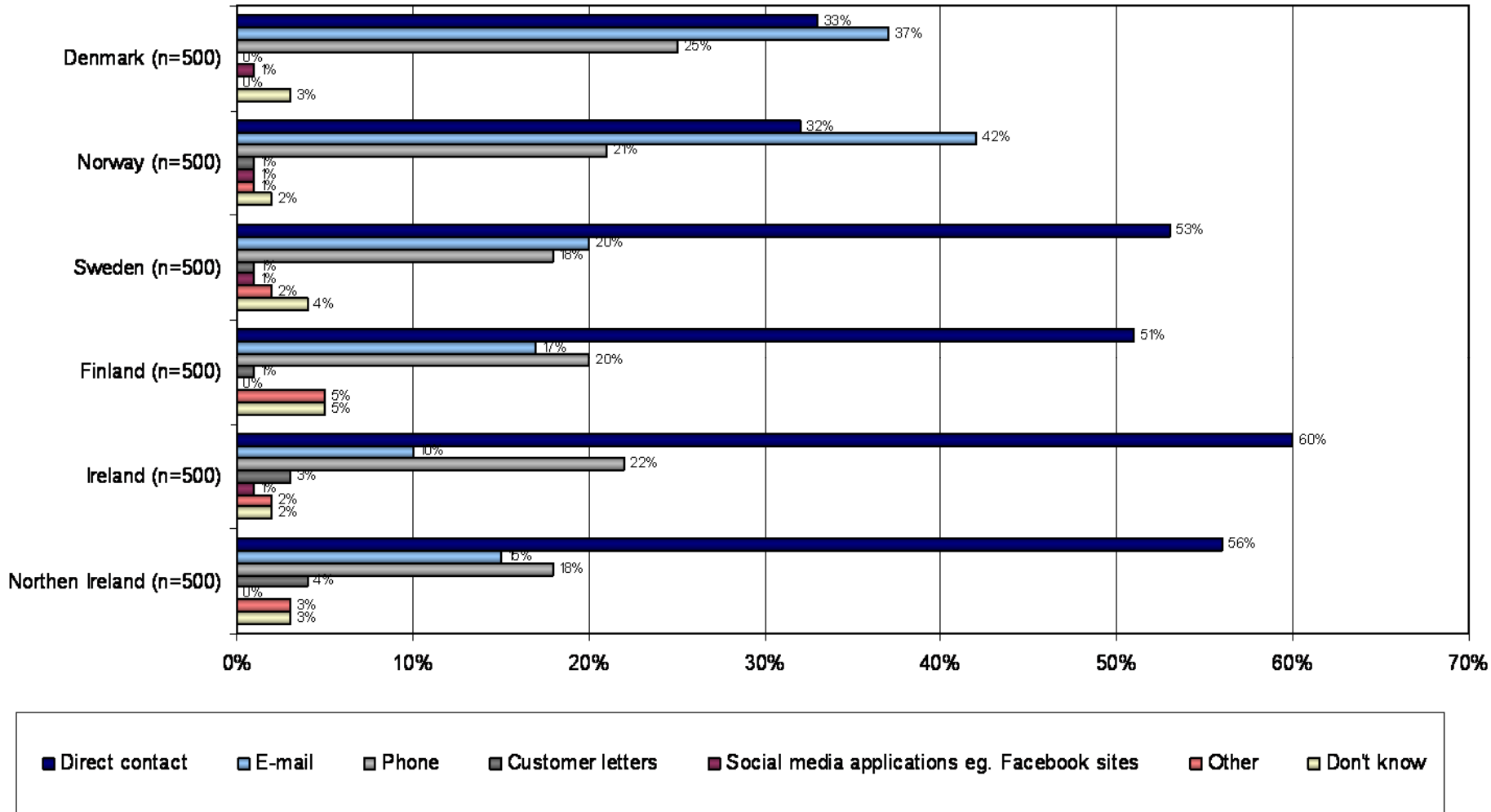
It is most common across the six countries to be in contact with a bank adviser *about once every six months*. In Finland young adults are engaged with bank advisers less than the other countries.

How often are you generally in dialogue with your bank (via e-mail, telephone, via Facebook or by visiting a branch)?



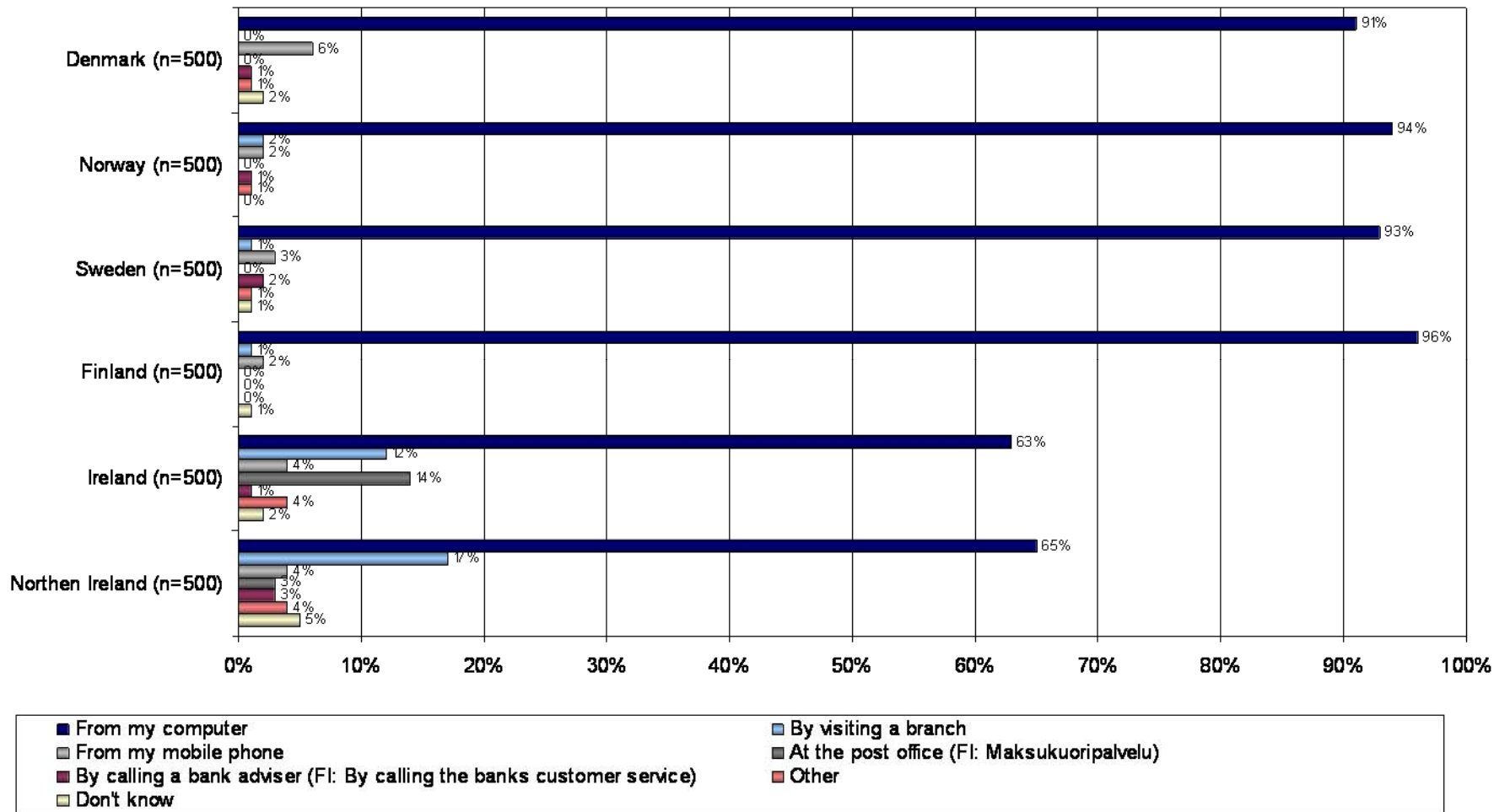
In Sweden, Finland, Ireland and Northern Ireland the young adults prefer *direct contact* to their bank. In Denmark and Norway the young adults prefer *e-mail* when they are in contact with their bank.

How do you prefer to contact your bank?



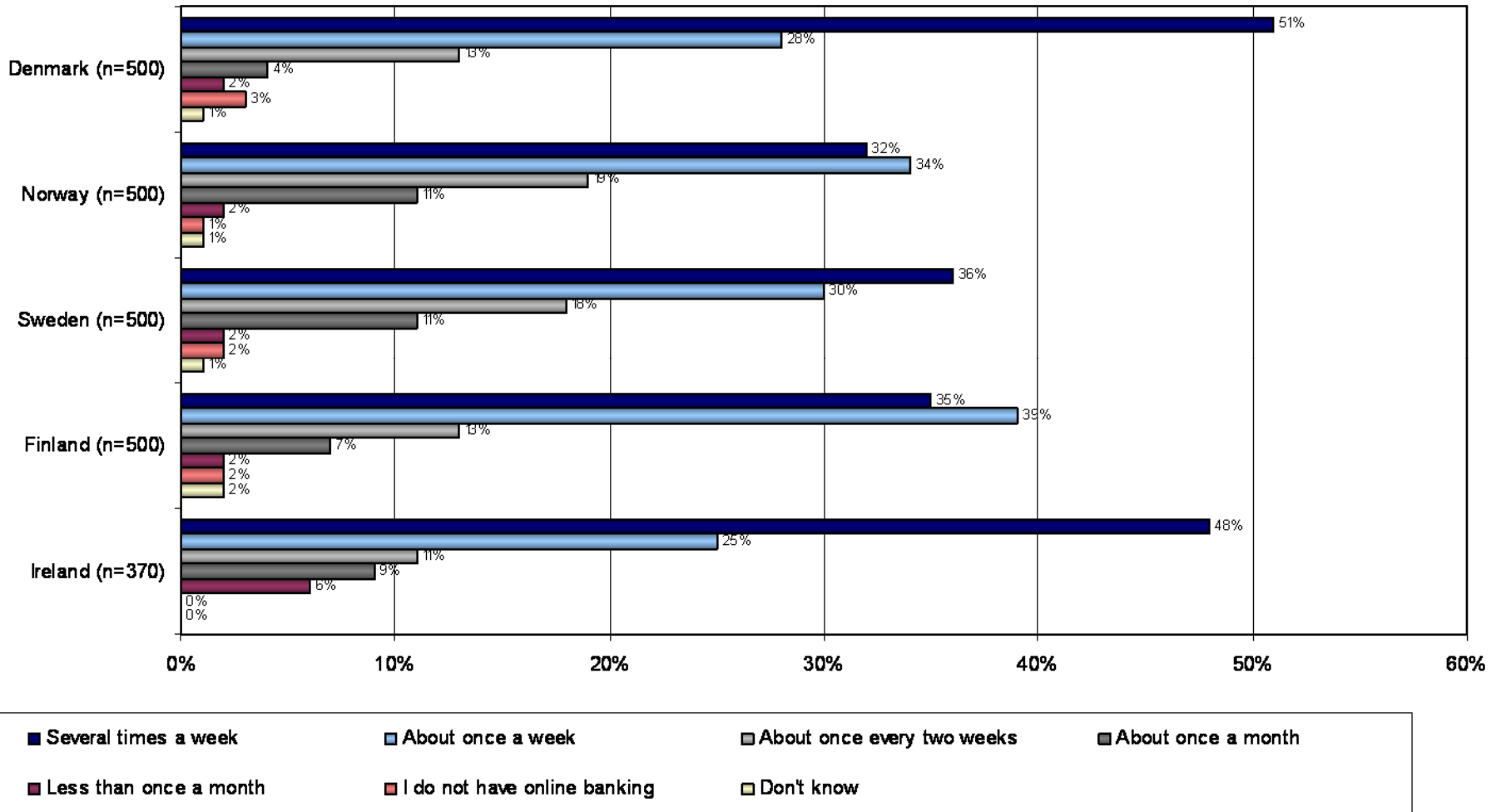
In the Nordics almost everyone prefer to pay their bills from the computer. In Ireland and Northern Ireland the young adults prefer, besides *from their computer*, they also prefer *visiting a branch* when they should pay their bills.

How would you prefer to pay your bills?



The young adults of Denmark and Ireland use online banking more often than the other countries surveyed.

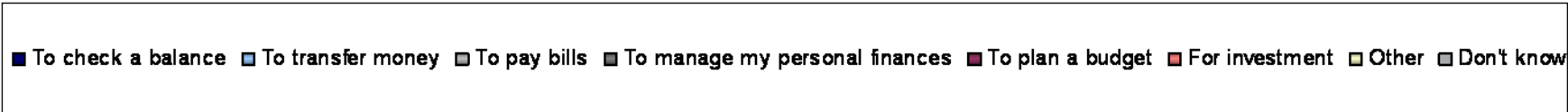
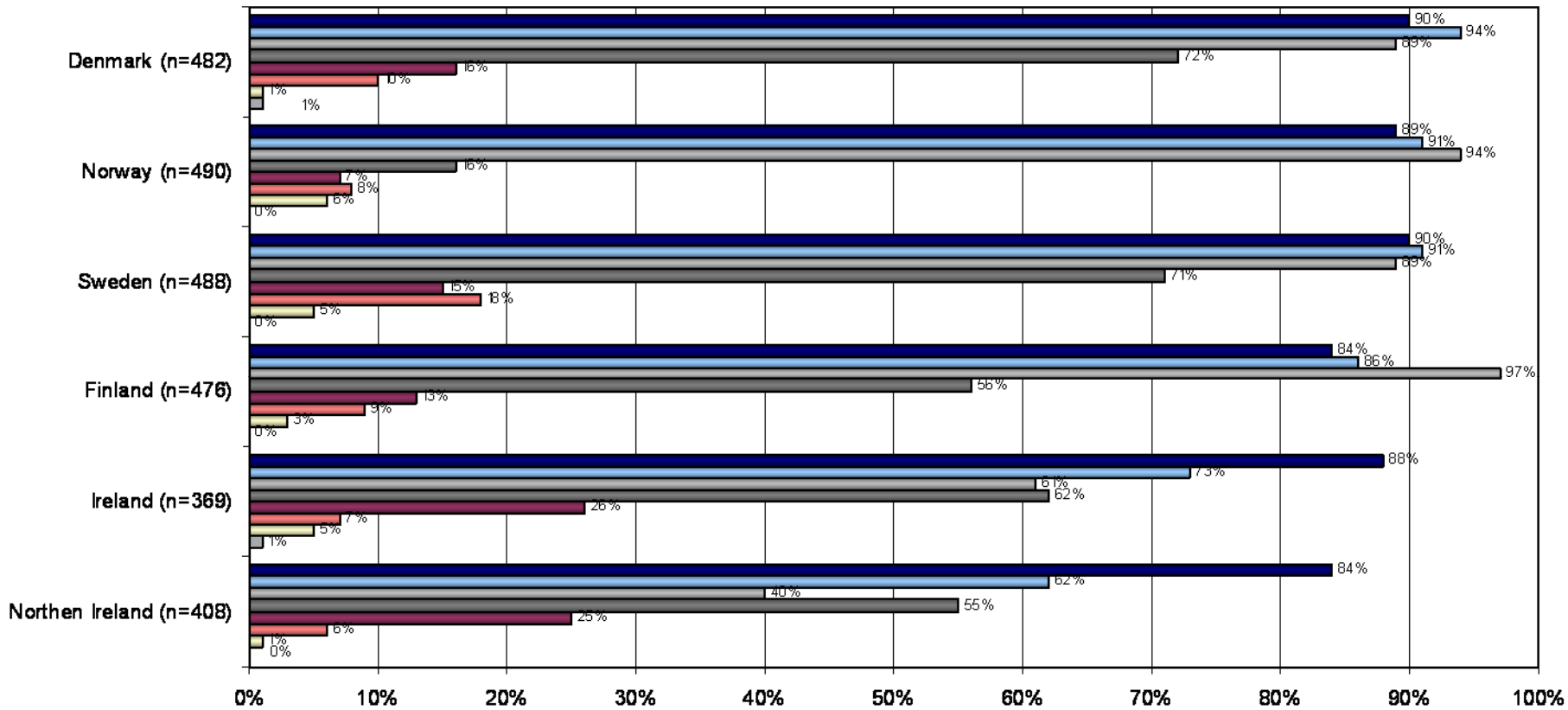
How often do you use online banking?



It is most common across the six countries to use online banking to check a balance and transfer money. Finland have the highest degree of young adults, who use online banking *to pay bills*.

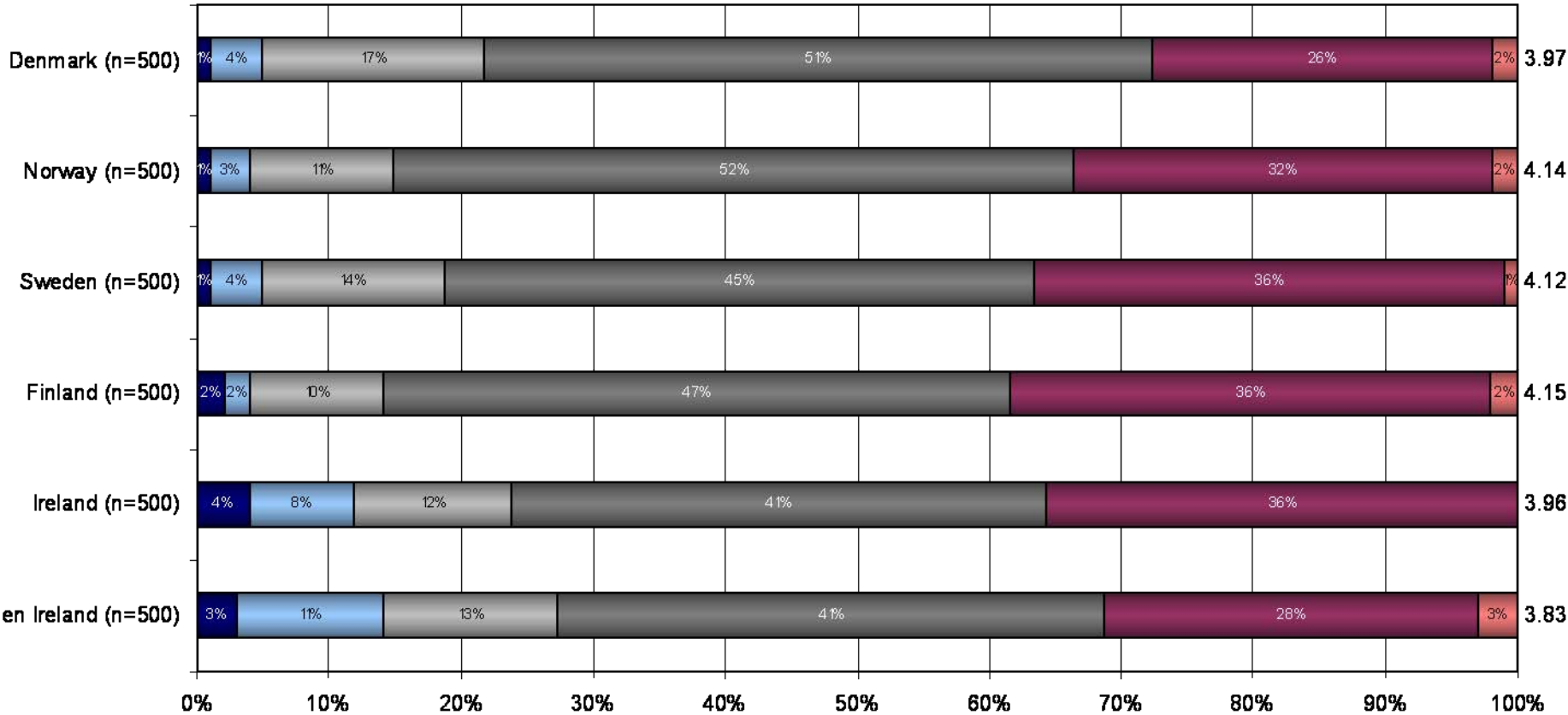
What do you use online banking for?

Base: Uses online banking



Ireland and Northern Ireland have the highest amount of young adults who, do not have knowledge of what online banking can be used for.

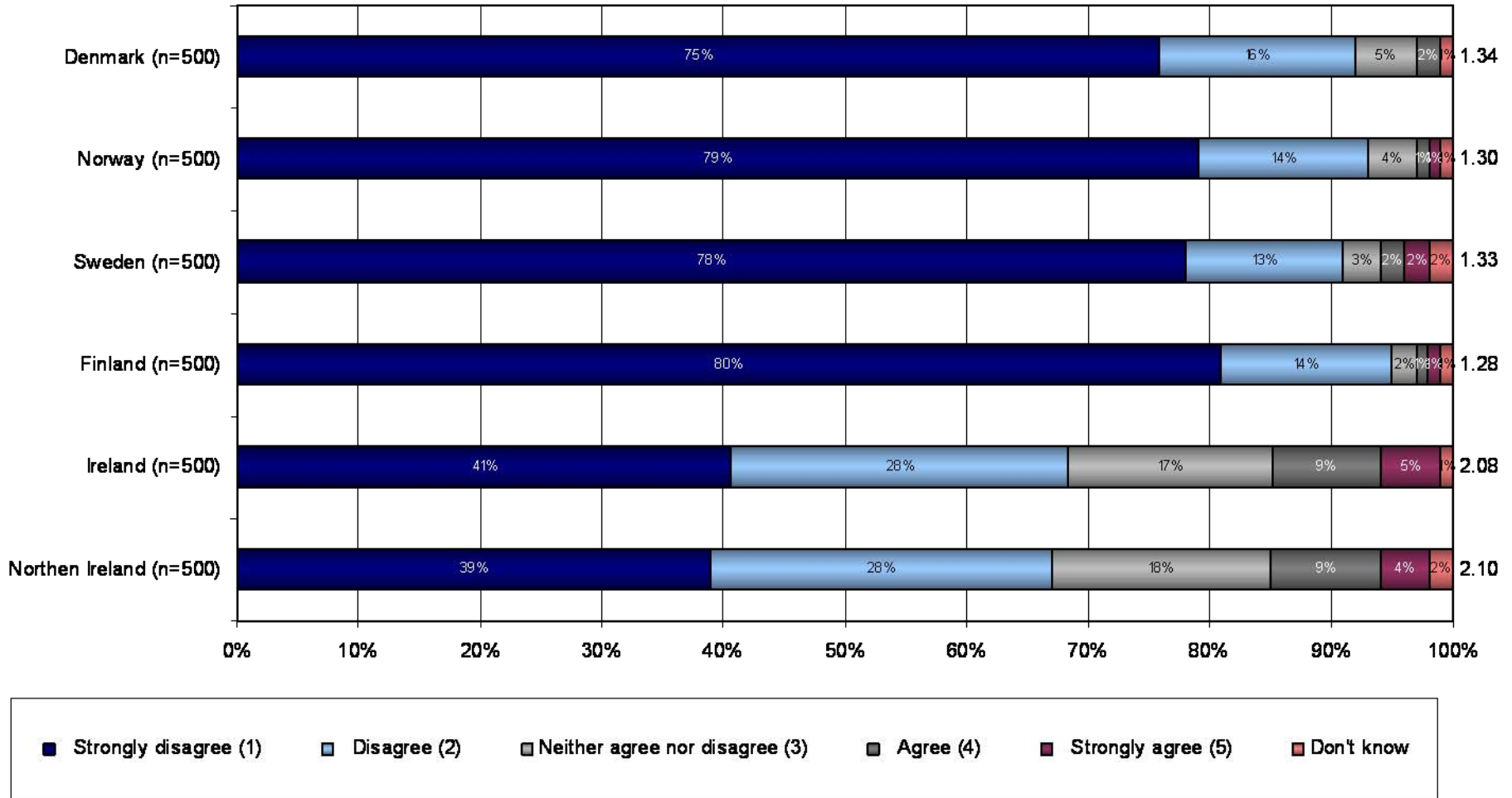
How far do you agree or disagree with the following statements?
I have good knowledge of what online banking can be used for



■ Strongly disagree (1)
 ■ Disagree (2)
 ■ Neither agree nor disagree (3)
 ■ Agree (4)
 ■ Strongly agree (5)
 ■ Don't know

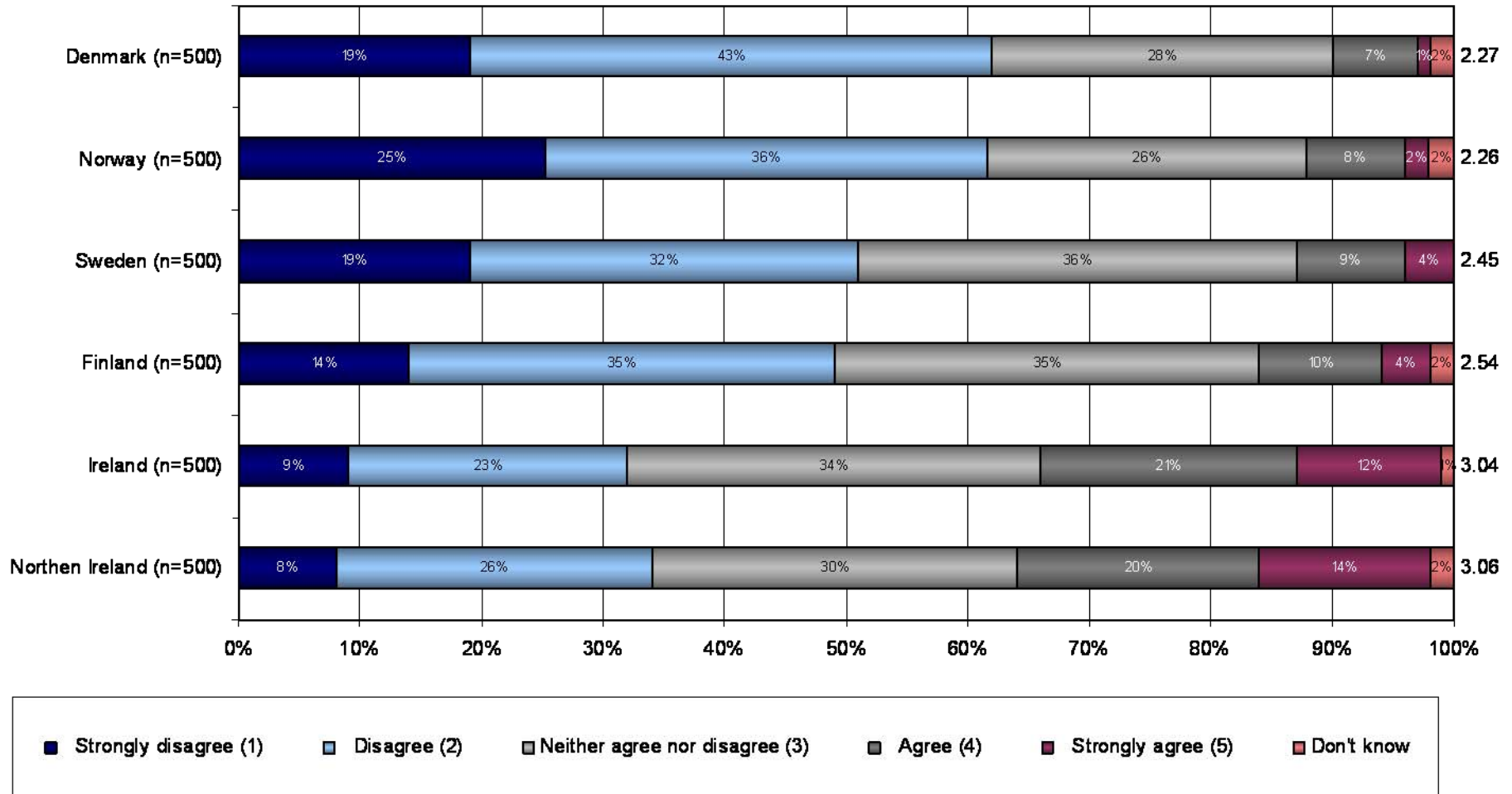
In Ireland and Northern Ireland the young adults do not need online banking *to the highest degree.*

How far do you agree or disagree with the following statements?
I do not need online banking



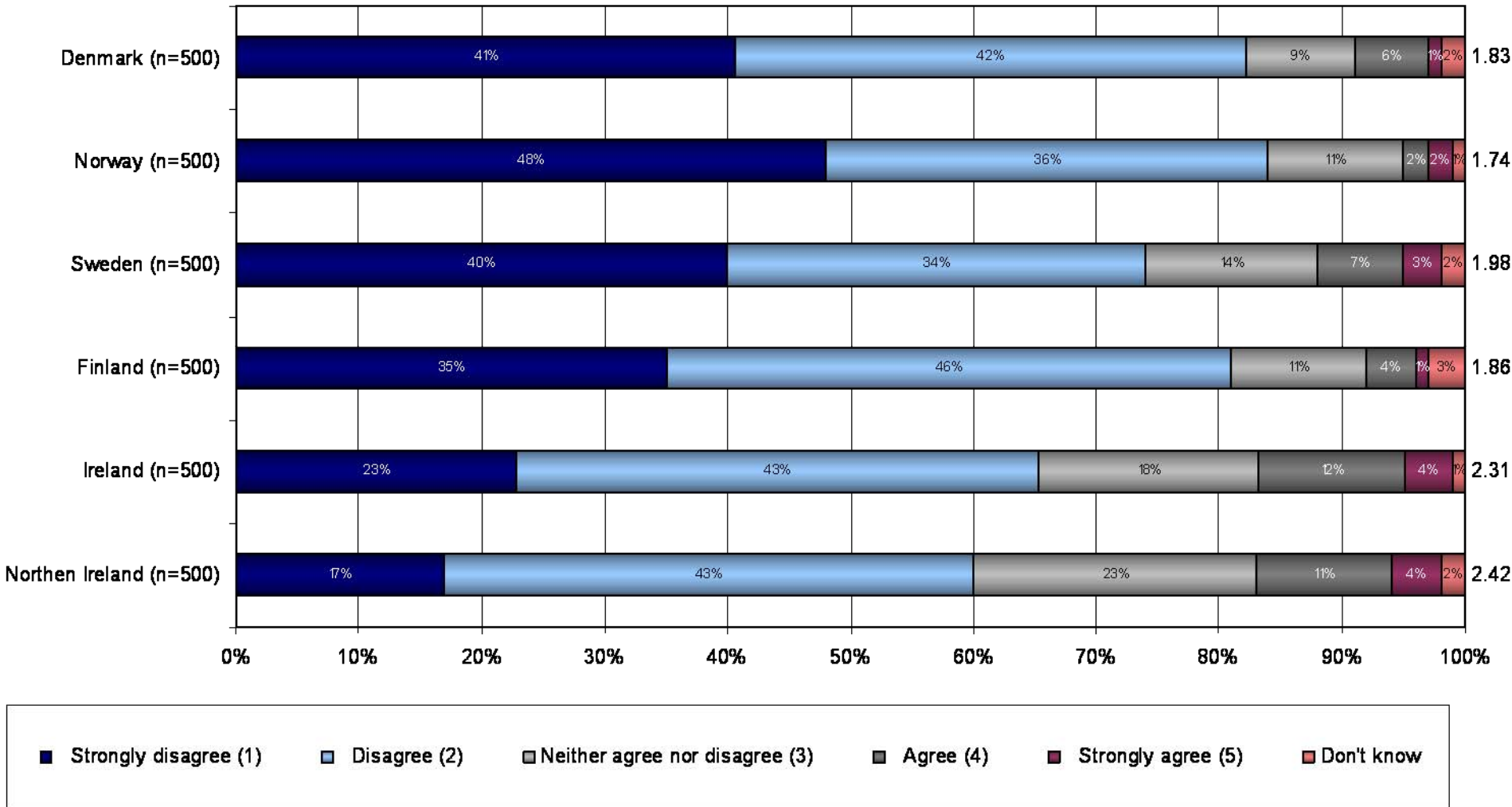
In Ireland and Northern Ireland the young adults prefer personal contact *to the highest degree*.

How far do you agree or disagree with the following statements?
I prefer personal contact to online banking



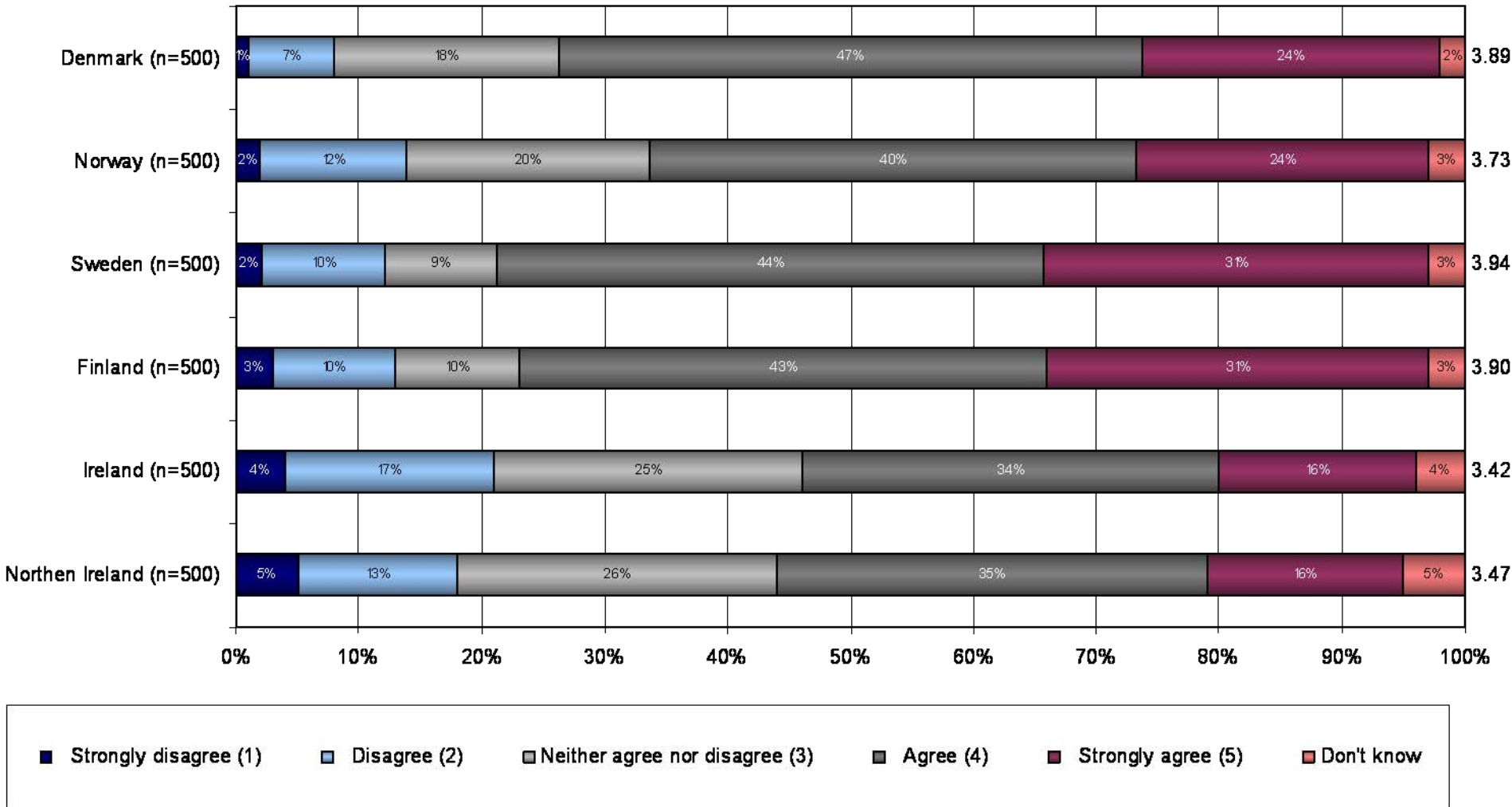
In Norway the young adults think that online banking is not safe *to the highest degree.*

How far do you agree or disagree with the following statements?
I do not think it is safe to use online banking



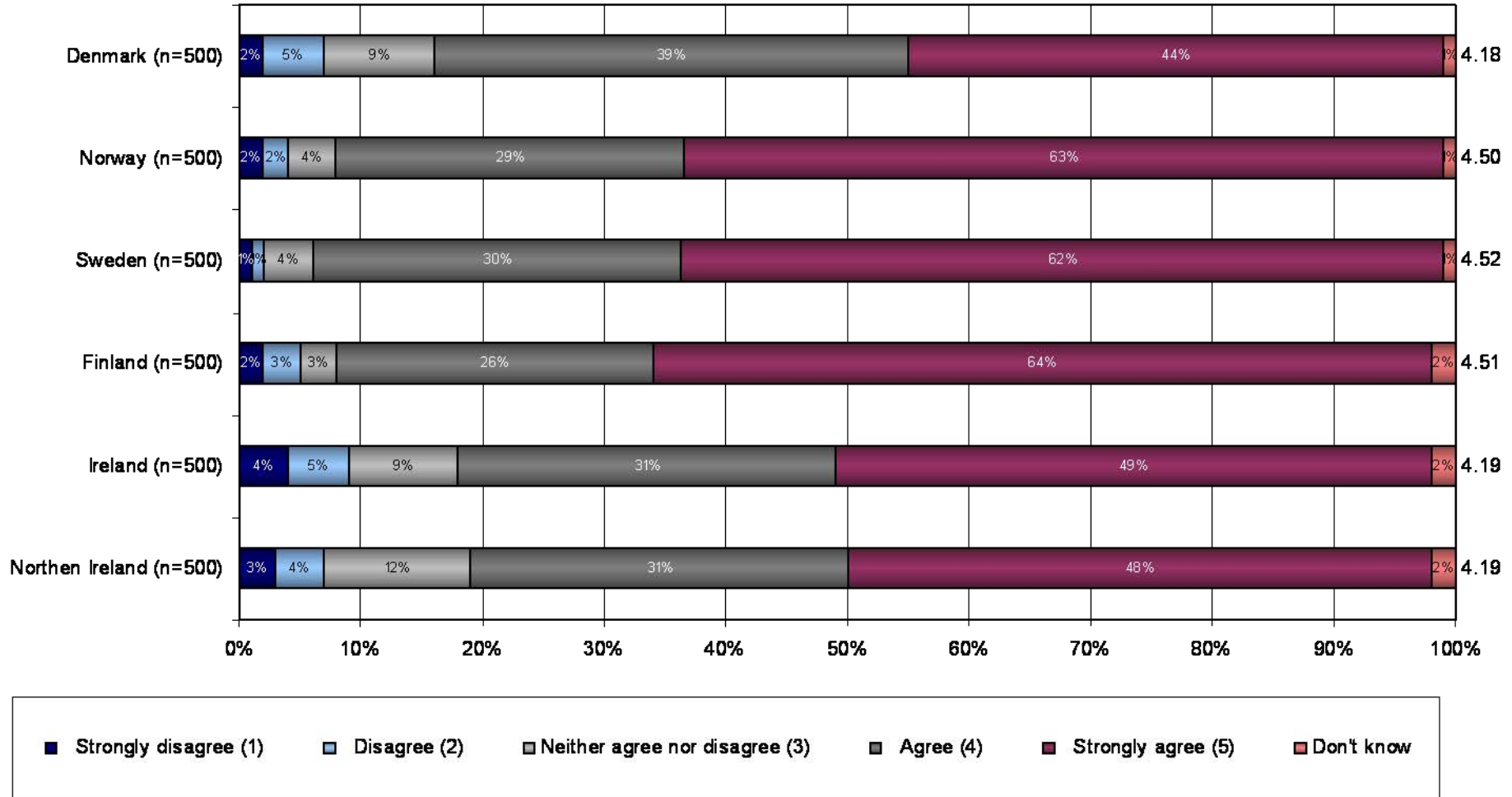
In Sweden and Finland, the young adults think that online banking meets all their banking requirements *to the highest degree*.

How far do you agree or disagree with the following statements?
Online banking can meet all my banking requirements



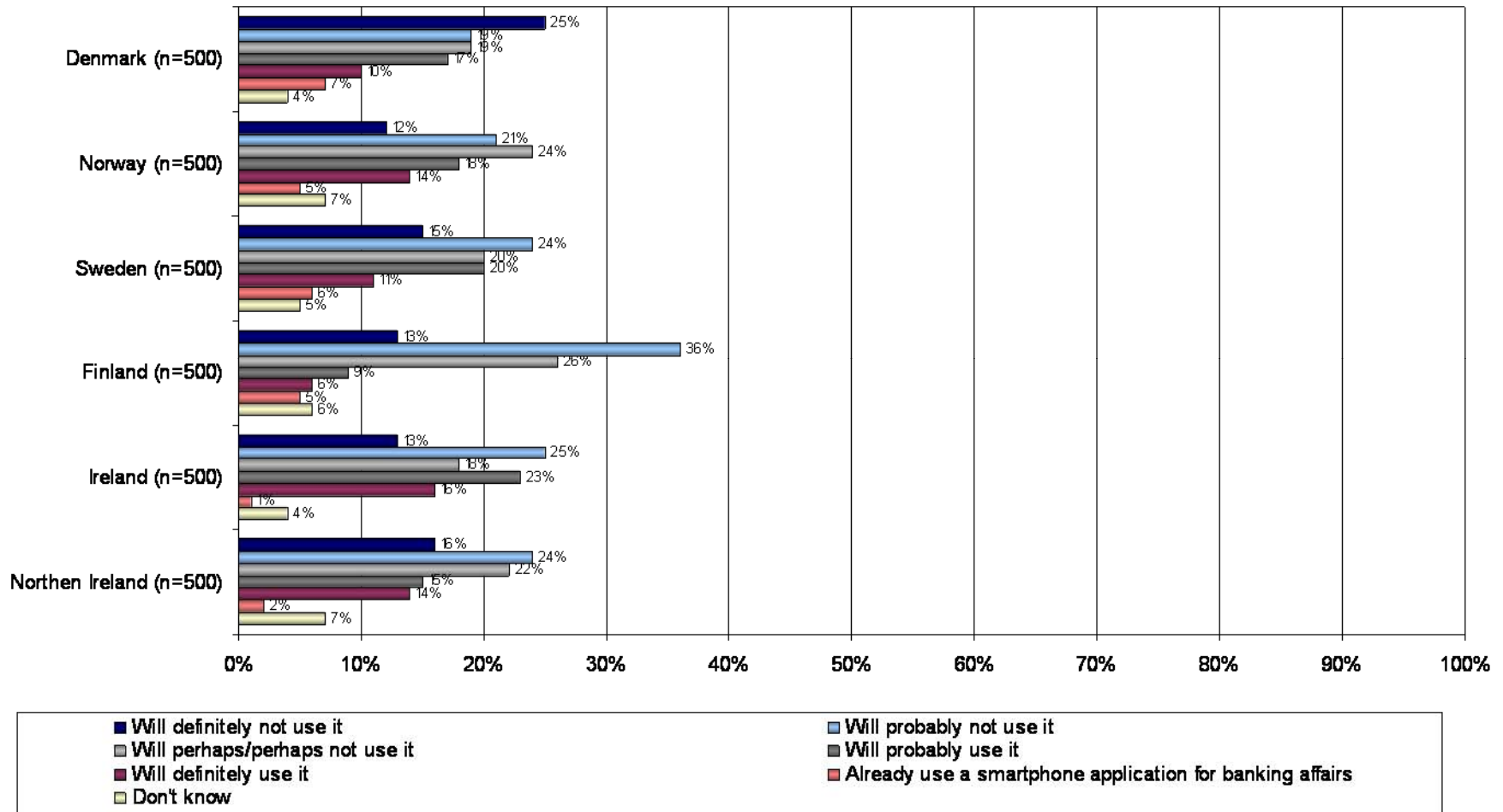
In Norway, Sweden and Finland more than 90% find it easy to access online banking.

How far do you agree or disagree with the following statements?
It is easy for me to access online banking



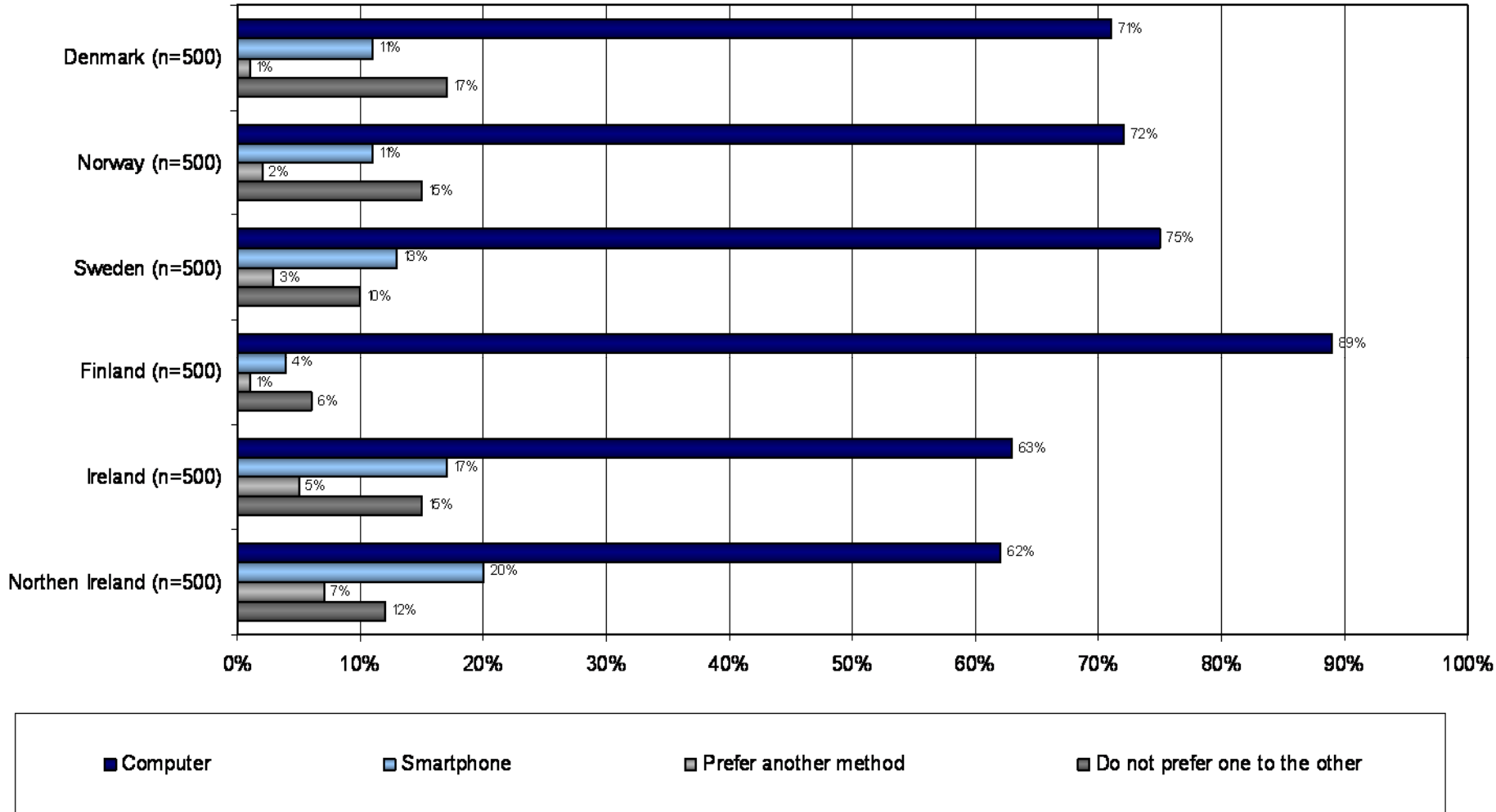
In Denmark young adults would not pay their bills and take care of other banking affairs via a smartphone application if they could, *to the highest degree.*

If you could pay your bills and take care of other banking affairs via a smartphone application, how likely is it that you will use this opportunity?



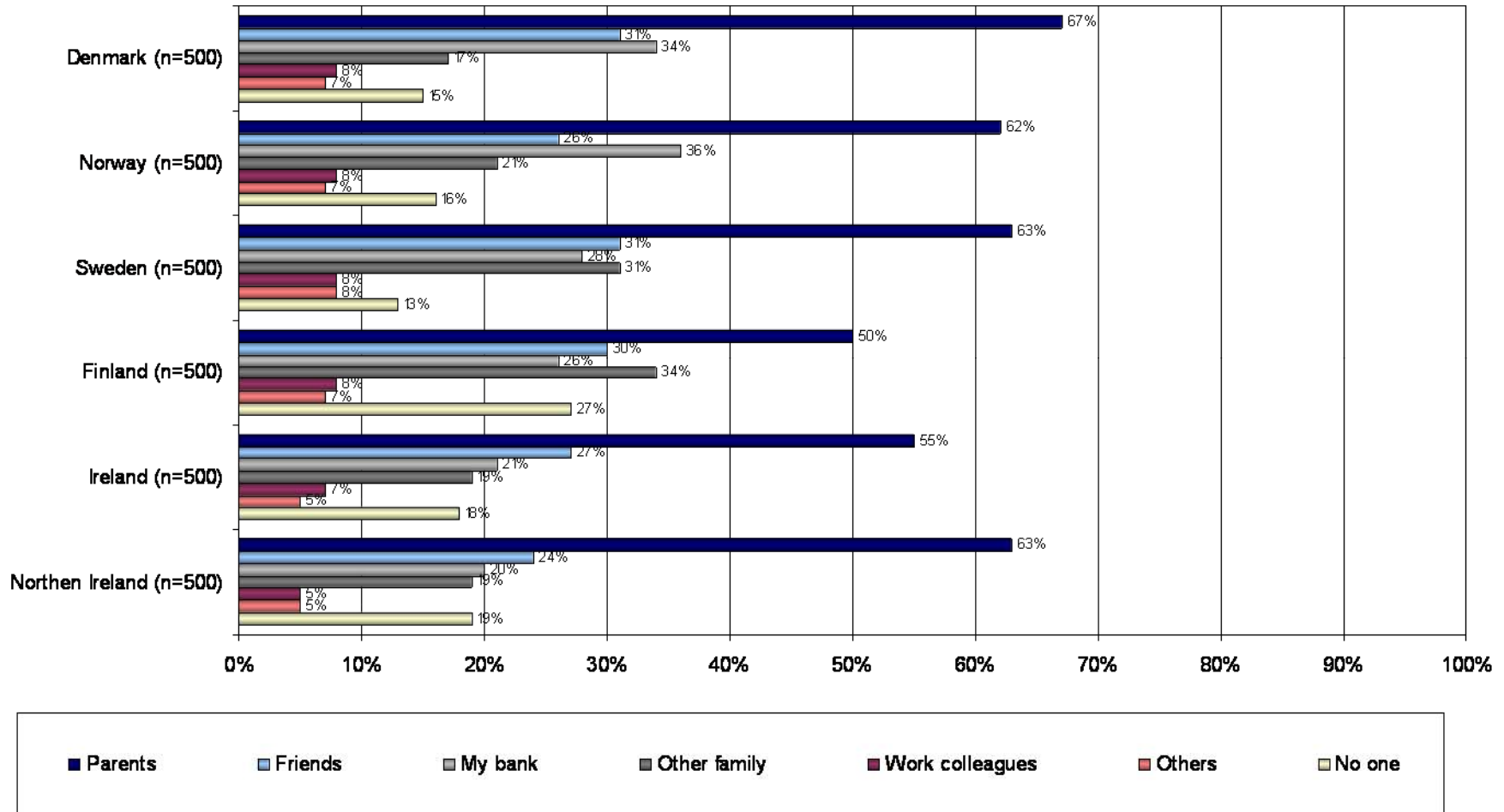
In Finland, young adults prefer to use a computer to handle their banking affairs even though they could handle the same banking affairs on a smartphone, *to a higher degree.*

If you could handle the same banking affairs on a smartphone as you can on a computer, which would you prefer?



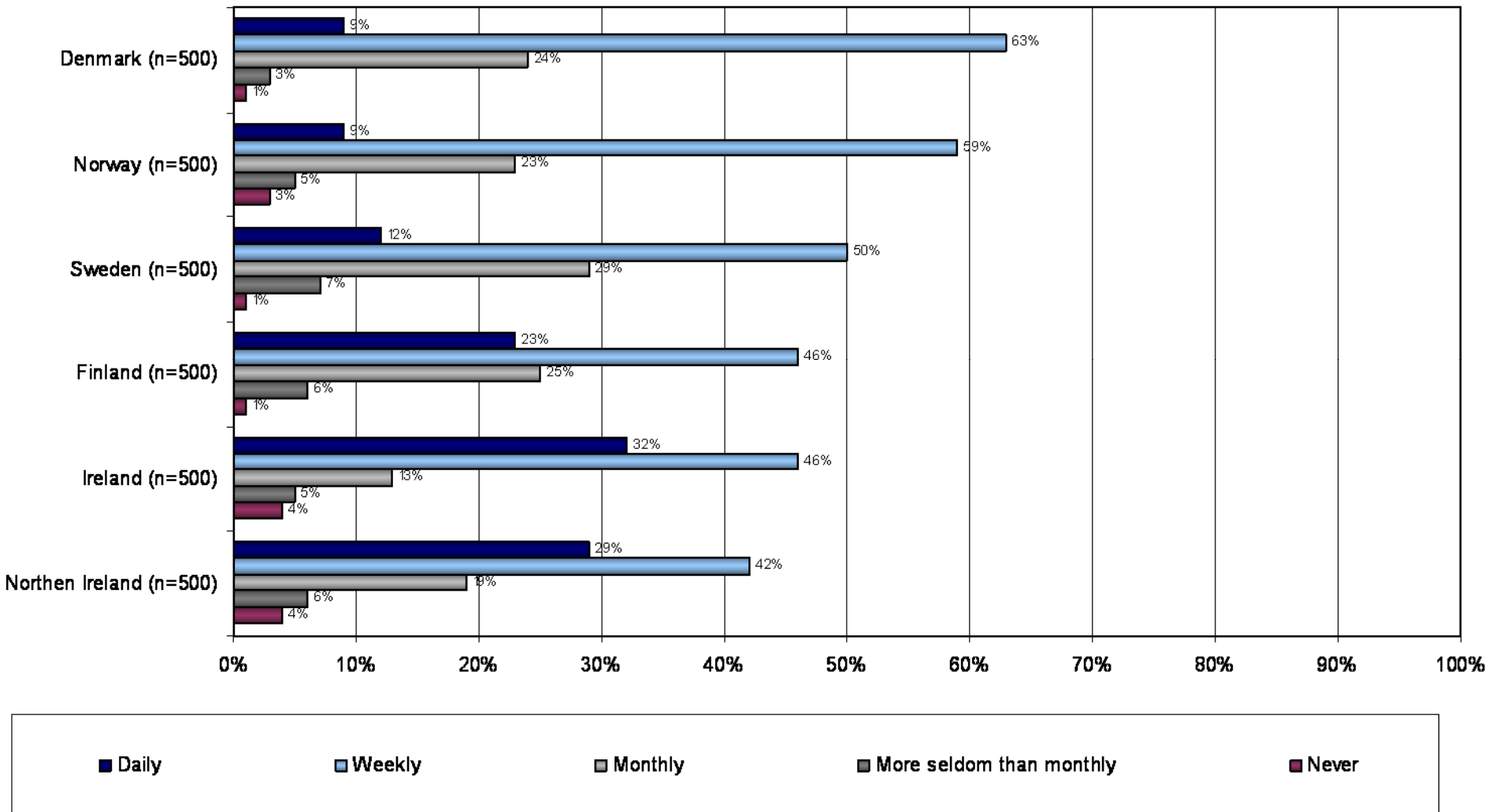
Denmark has the highest amount of young adults turning to their parents for advice on income and expenditure. Denmark and Norway have the highest amount of young adults turning to their bank for advice on income and expenditure.

Who do you turn to for advice on income and expenditure?



In Ireland the young adults monitor their spending daily *to the highest degree.*

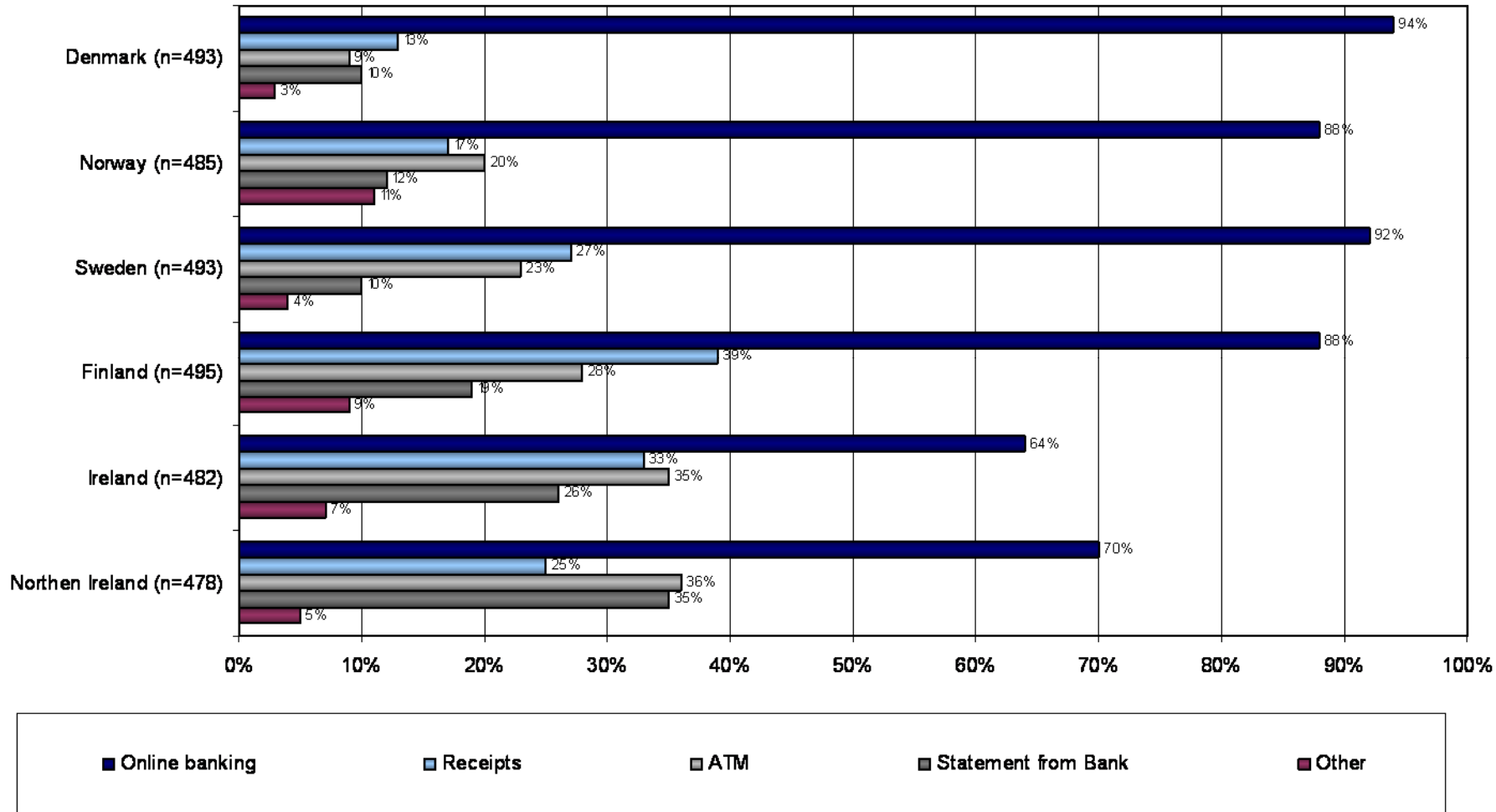
How often do you monitor your spending?



In the Nordics most young adults monitor their spending by online banking. In Ireland and Northern Ireland the young adults also monitor their spending by ATM and statement from their bank.

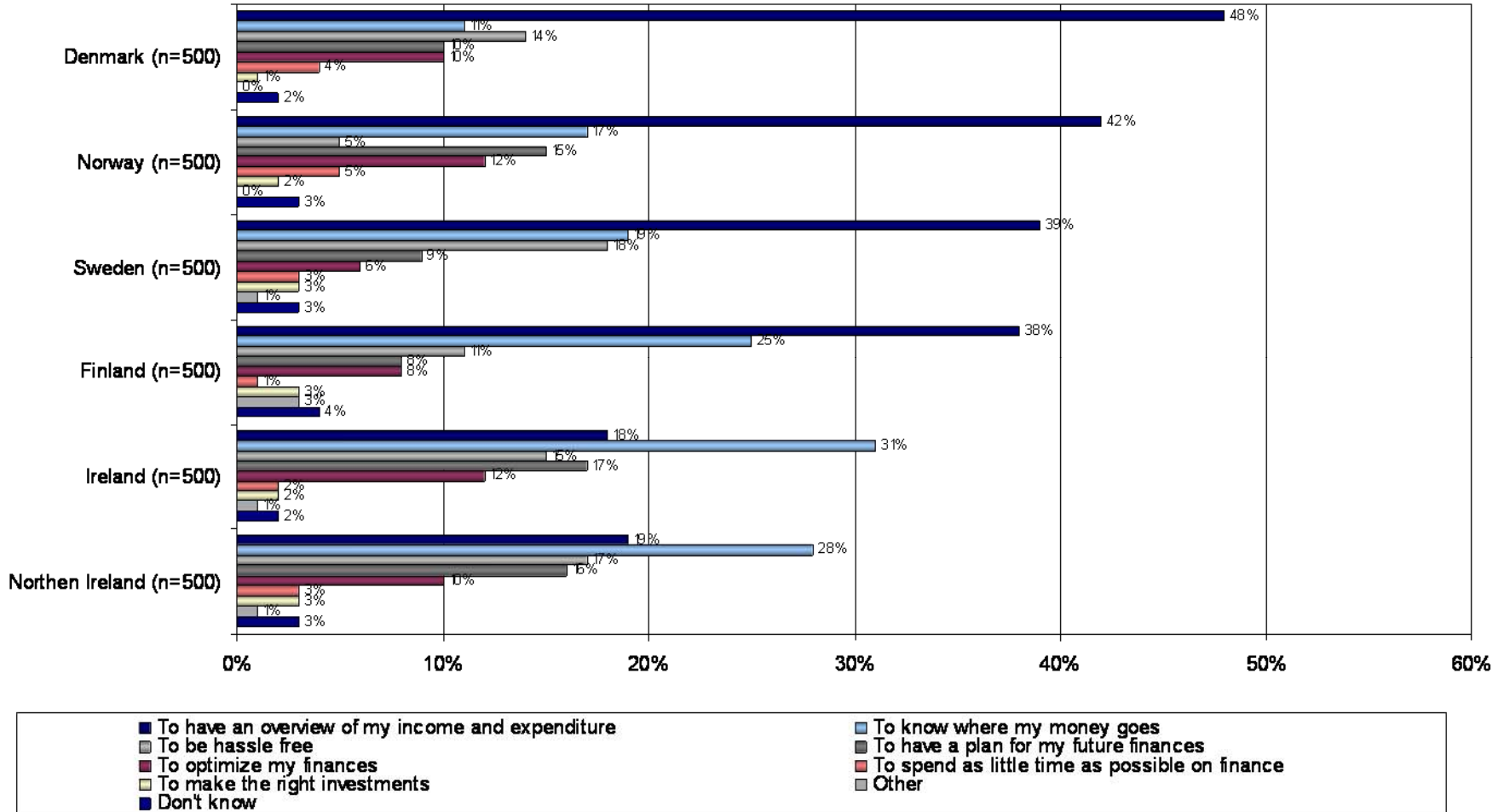
How do you monitor your spending?

Base: Monitors spending



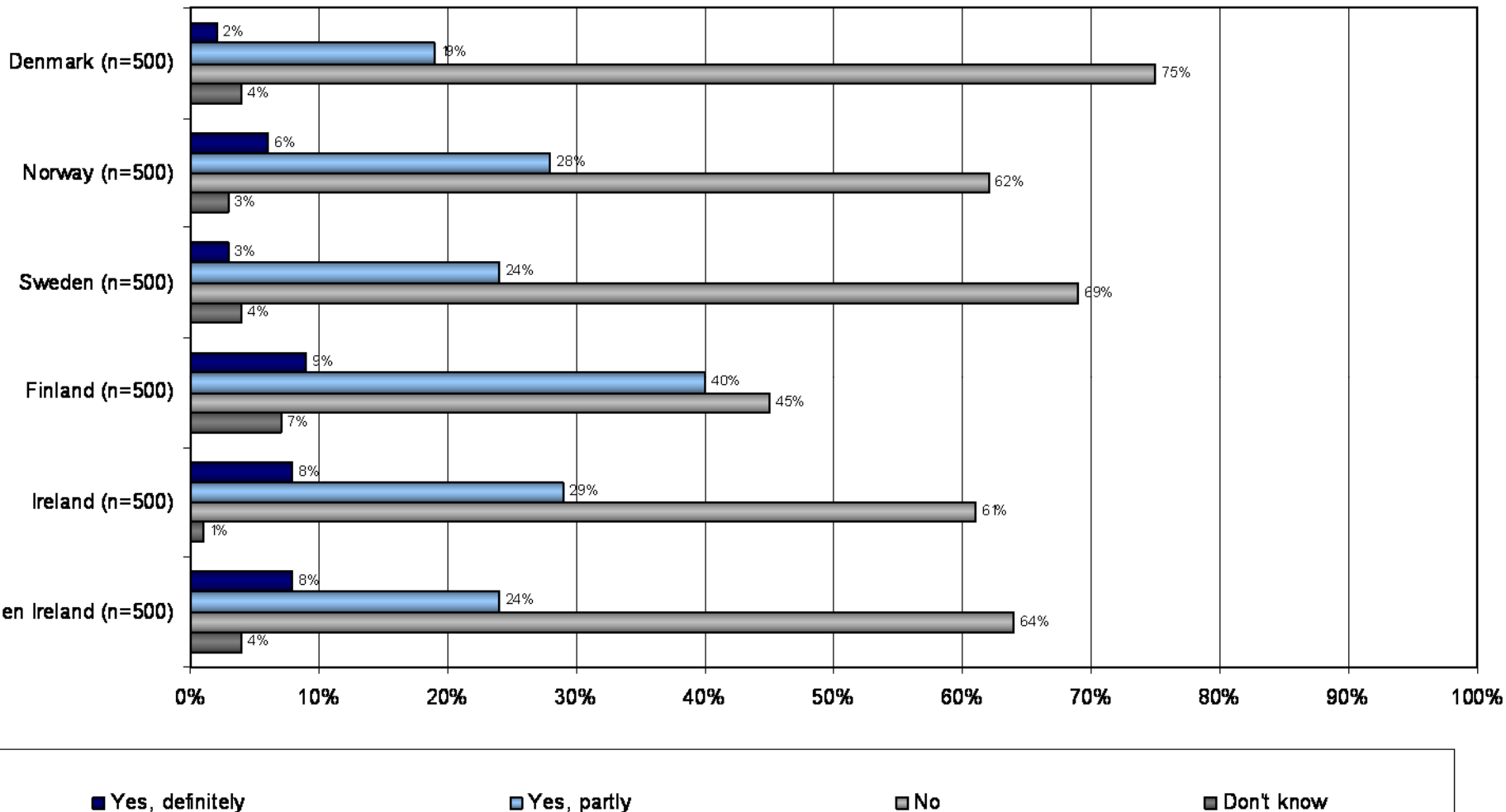
In Denmark the young adults prioritise to have an overview of their income and expenditure *to a higher degree*.

What is most important for you to prioritise in relation to your personal finances?



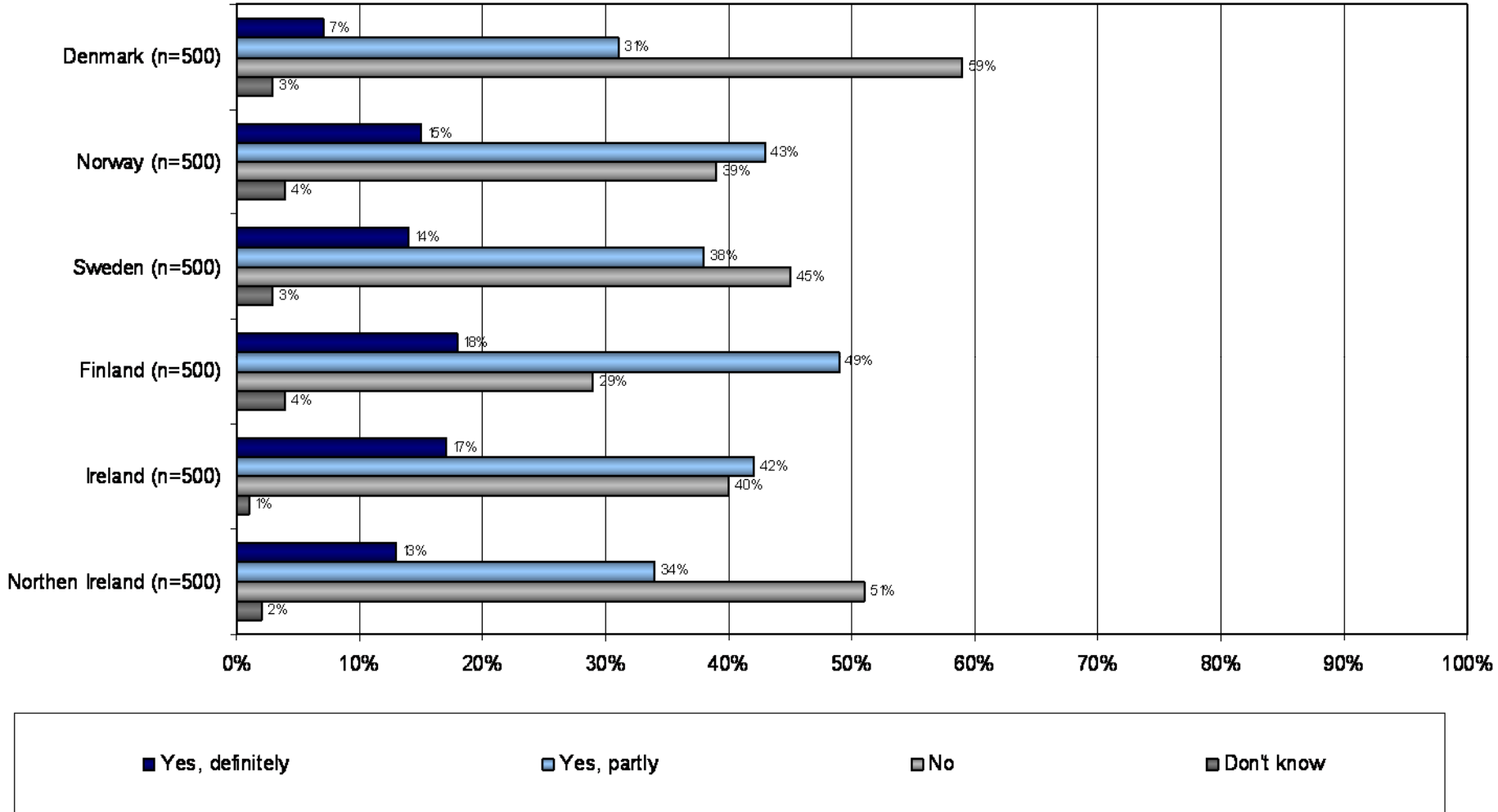
In Denmark the young adults do not think they have learned enough about personal finance and money in school, *to a higher degree.*

Do you think that you have learned enough on personal finances and money in school?



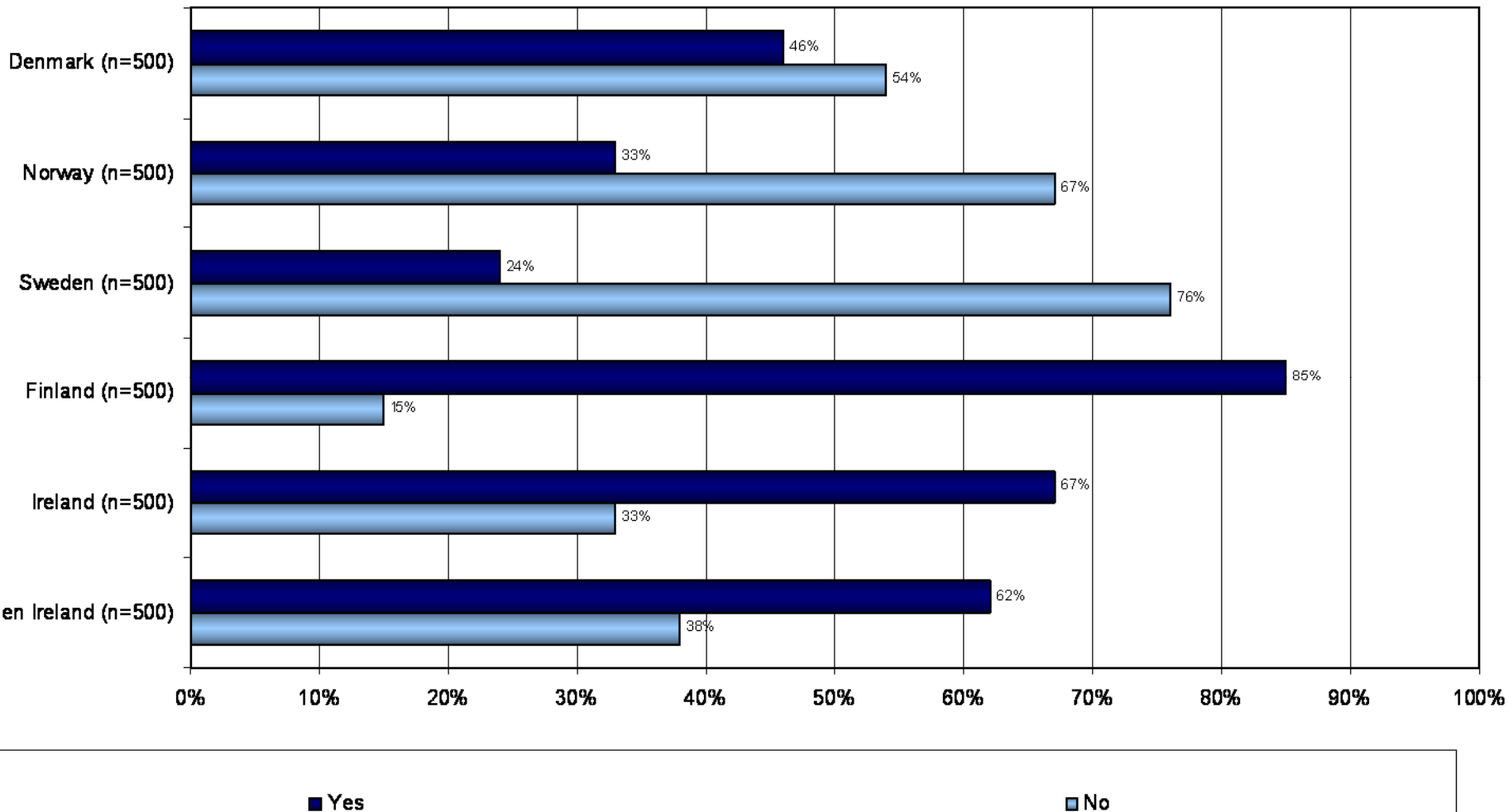
In Denmark the young adults do not feel well prepared to handle their own finances after leaving school, *to a higher degree*.

Did you feel well prepared to handle your own finances after the end of school?



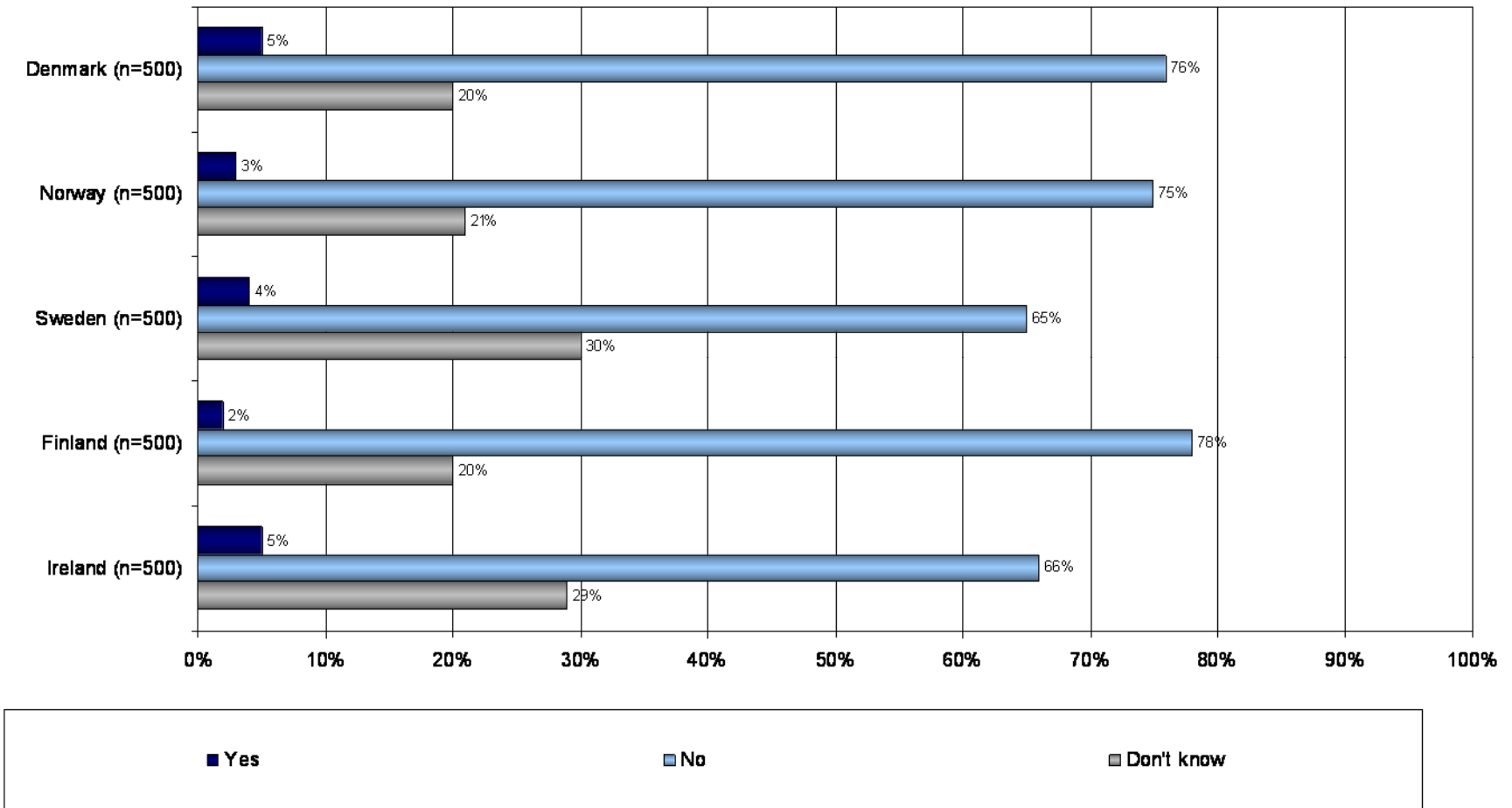
In Sweden the young adults do not know what APR stands for, to a higher degree.

Do you know what APR (Annual Percentage Rate) stands for?



In all countries a significant amount of the young adults know that interest-only loans are not free.

Are interest-only loans free?



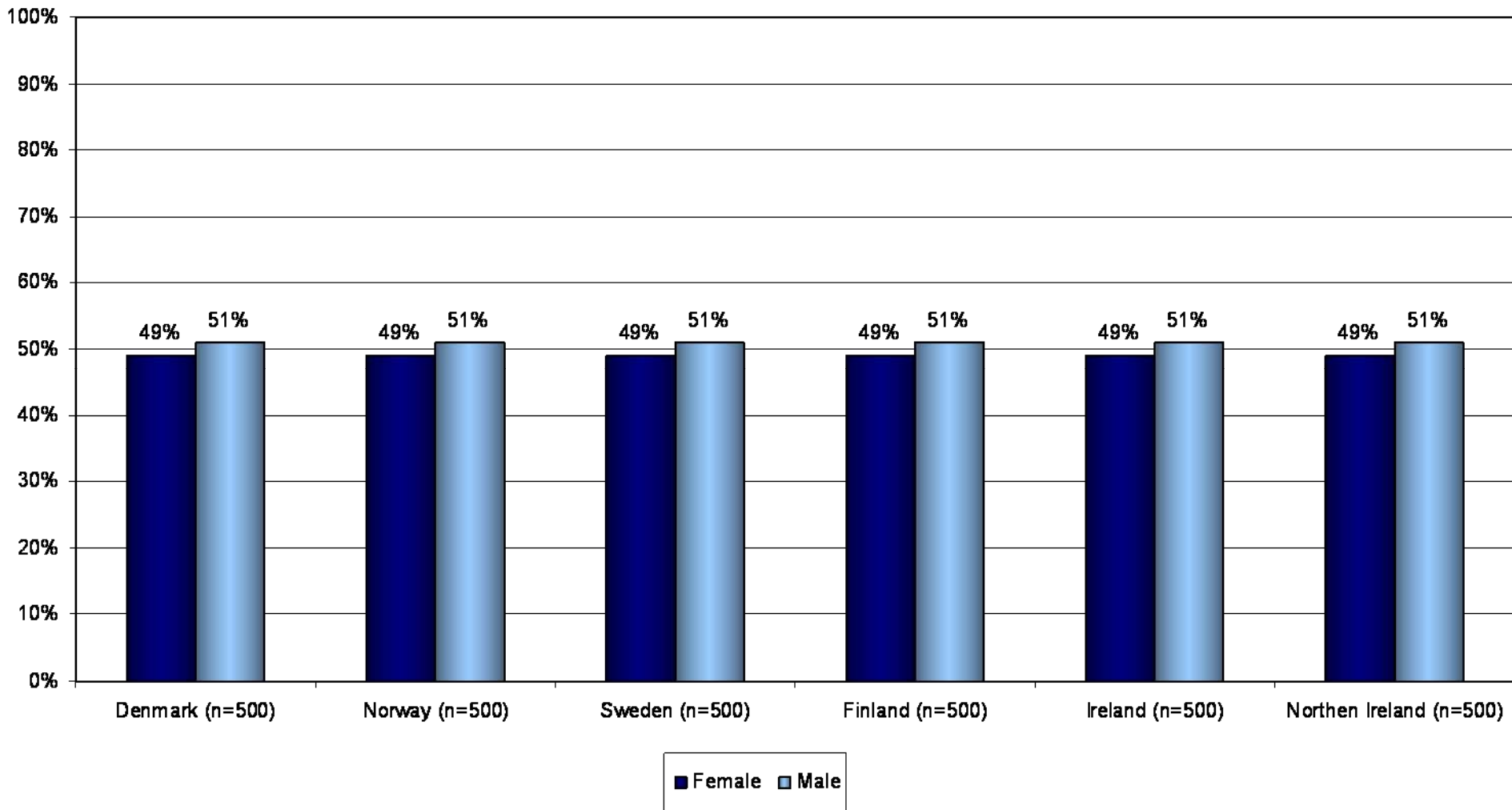


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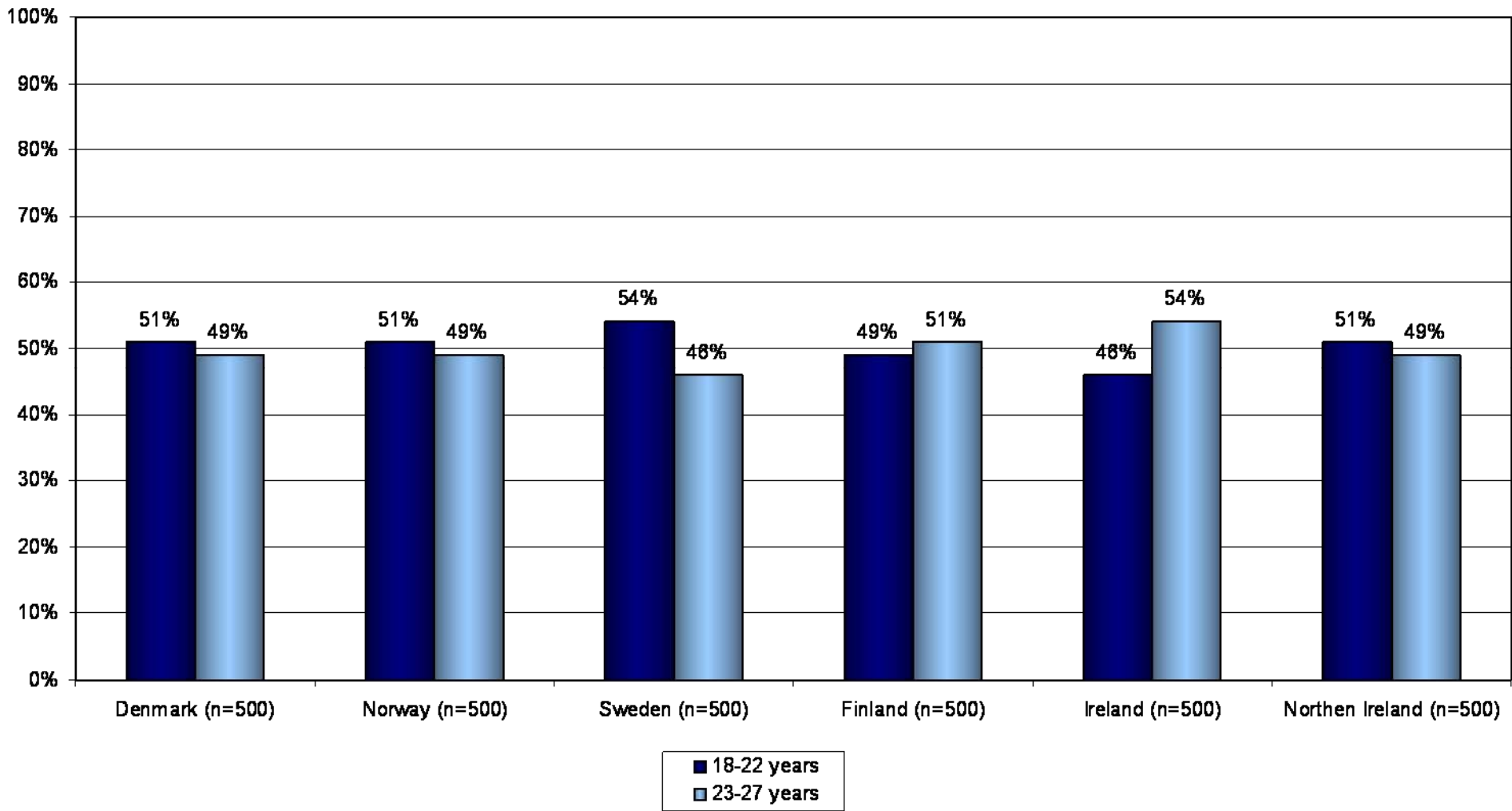
Background



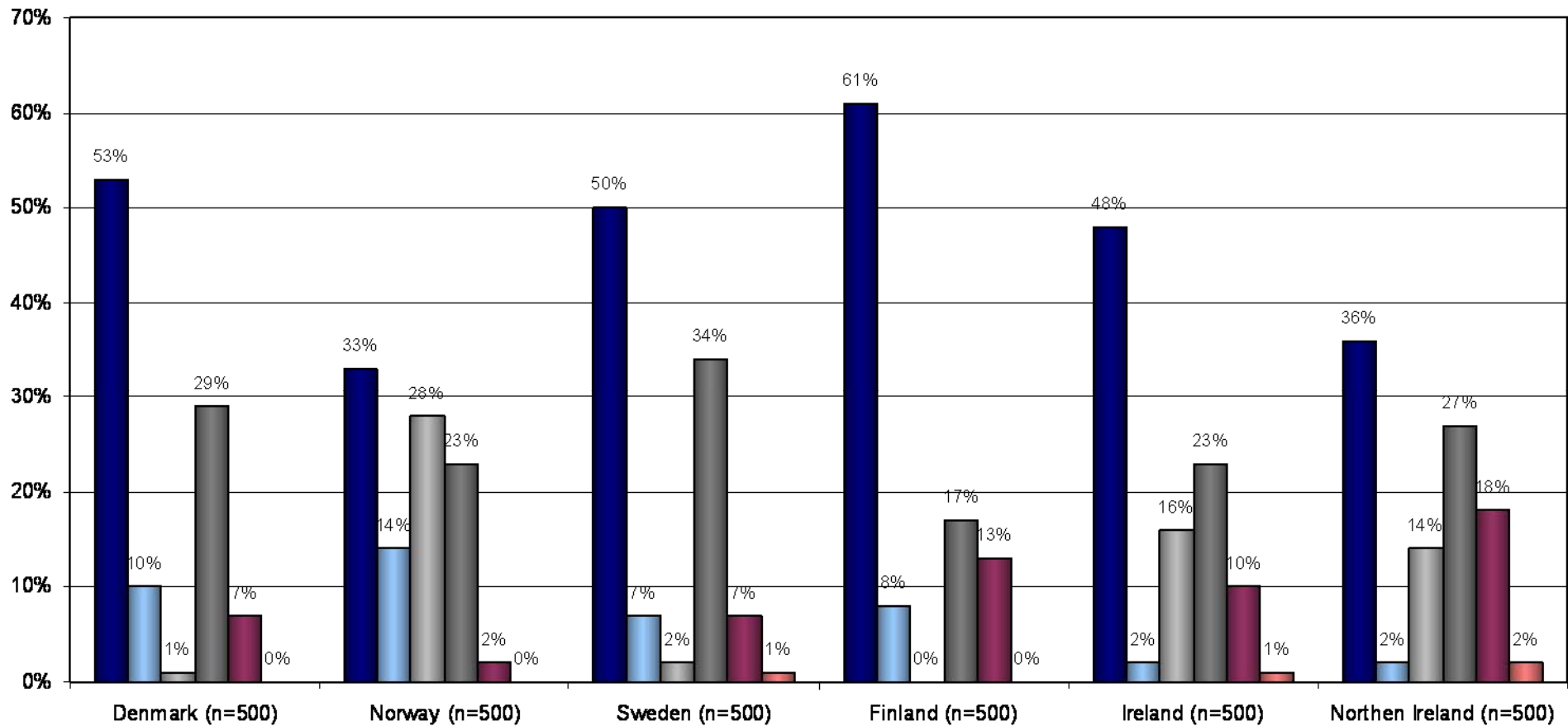
Gender



Age



Housing situation



■ Rented accommodation
 ■ Hall of residence
 ■ House of multi-occupancy (NO: Parents/ Guardians)
 ■ House/flat owner
 ■ Other
 ■ Don't know