



# Saving Behavior Assessment Survey in Georgia

Presentation of the Quantitative Survey  
Results

Prepared for: Savings Banks Foundation  
for International Cooperation

Prepared by: ACT Research

February, 2011

### Methodology of Study

### Survey Results

- Assessment of saving and spending behavior
- Analysis of banking experience
- Demographic and socio-economic structure

	Quantitative Research
Technique of Study	Face-to-Face Interviews
Study Area	Georgia
Sample Size	500; Tbilisi -100, cities – 100, villages - 300
Target Segment	General Public
Duration of an Interview	25-30 minutes

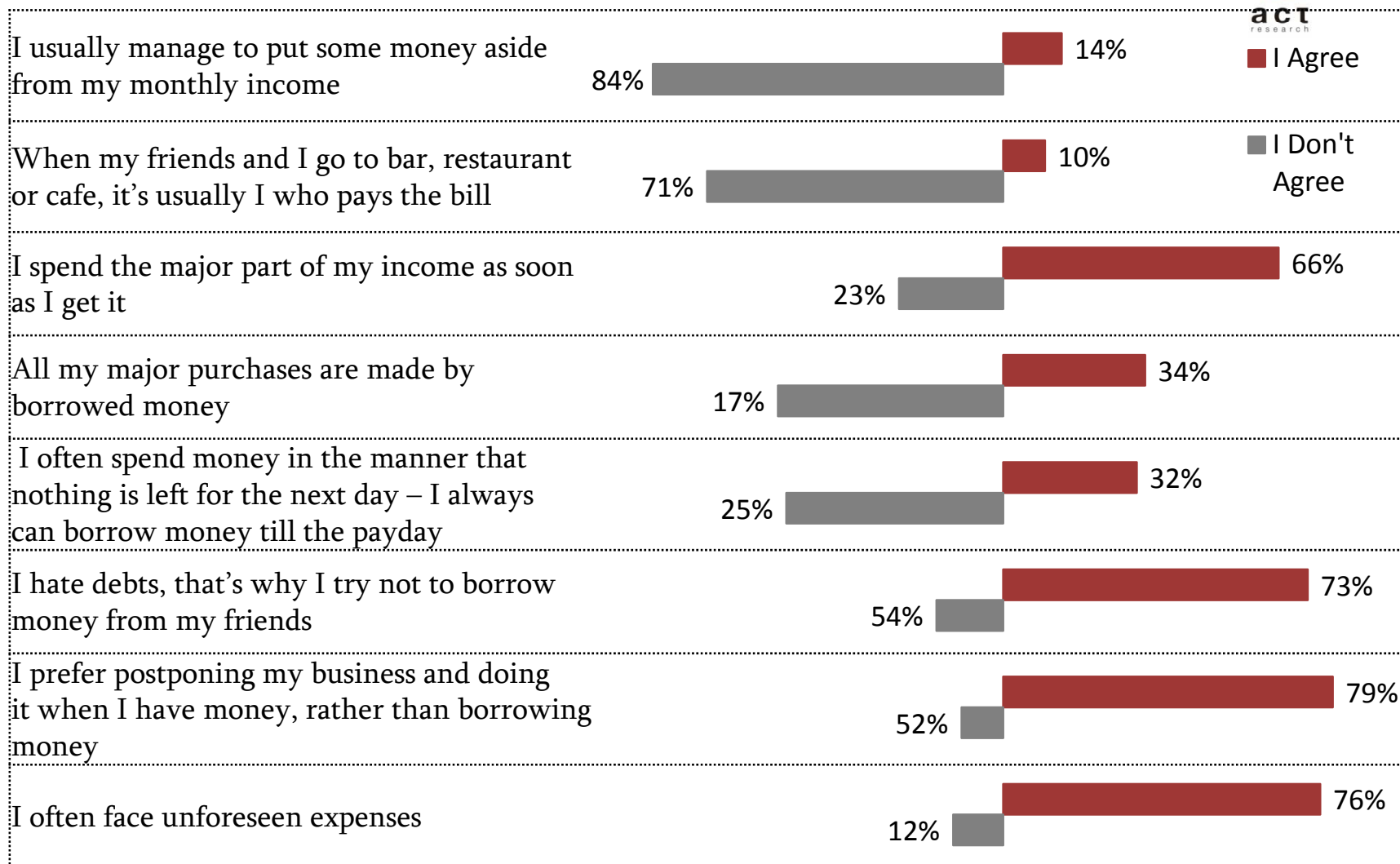


## Survey Results



## The Assessment of Saving and Spending Behavior

# Georgians' Attitudes toward Money and Their Spending Habits

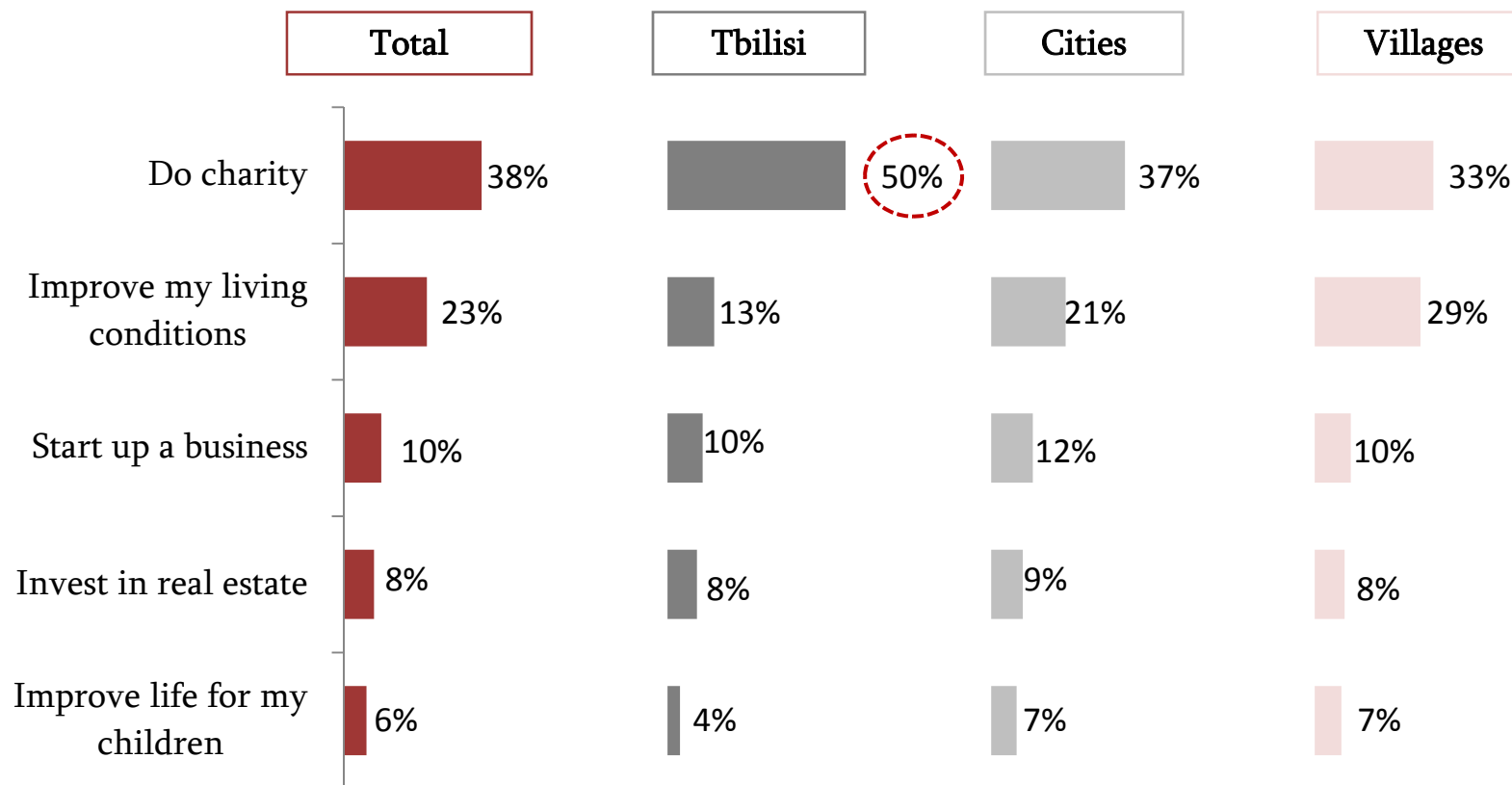


Base: Total N=500

# The Things People Would Do if They Had a Lot of Money / *Regional Breakdown*



“If I had a lot of money, I would ... ”

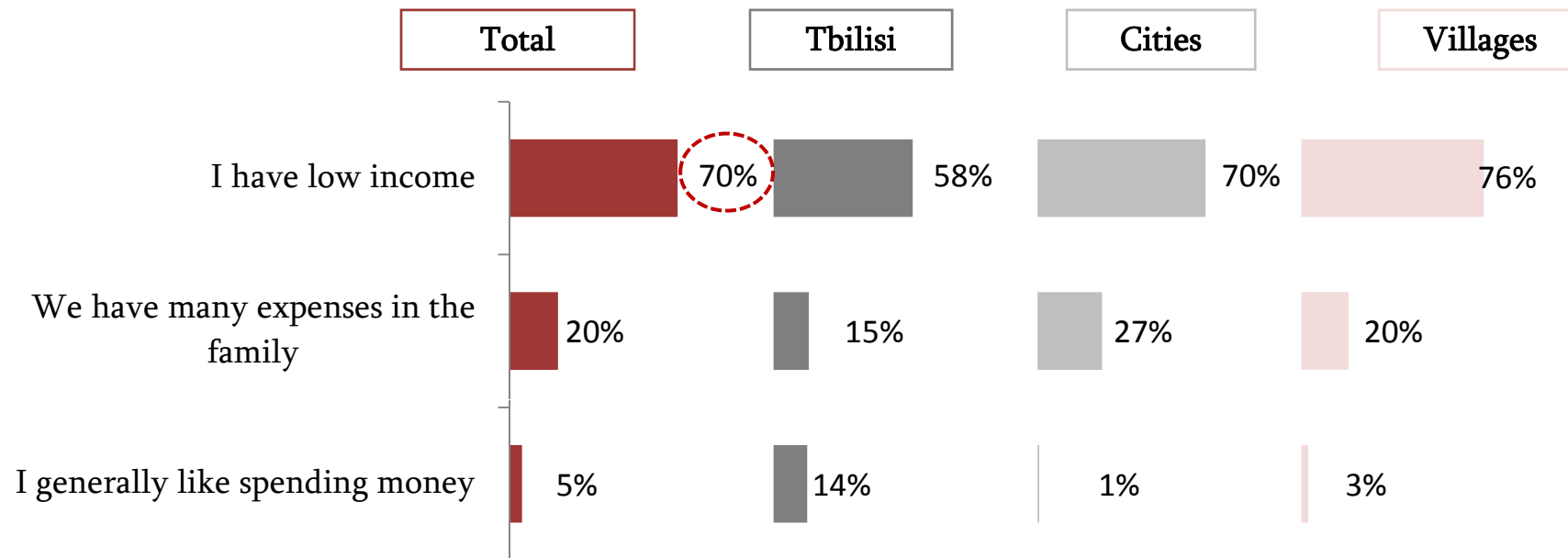


*Base: Total N=500; Tbilisi N=100; Cities N=100; Villages N=300*

# Major Obstacles Hindering People from Saving Money / *Regional Breakdown*



“The major obstacle hindering me from saving money is... ”.



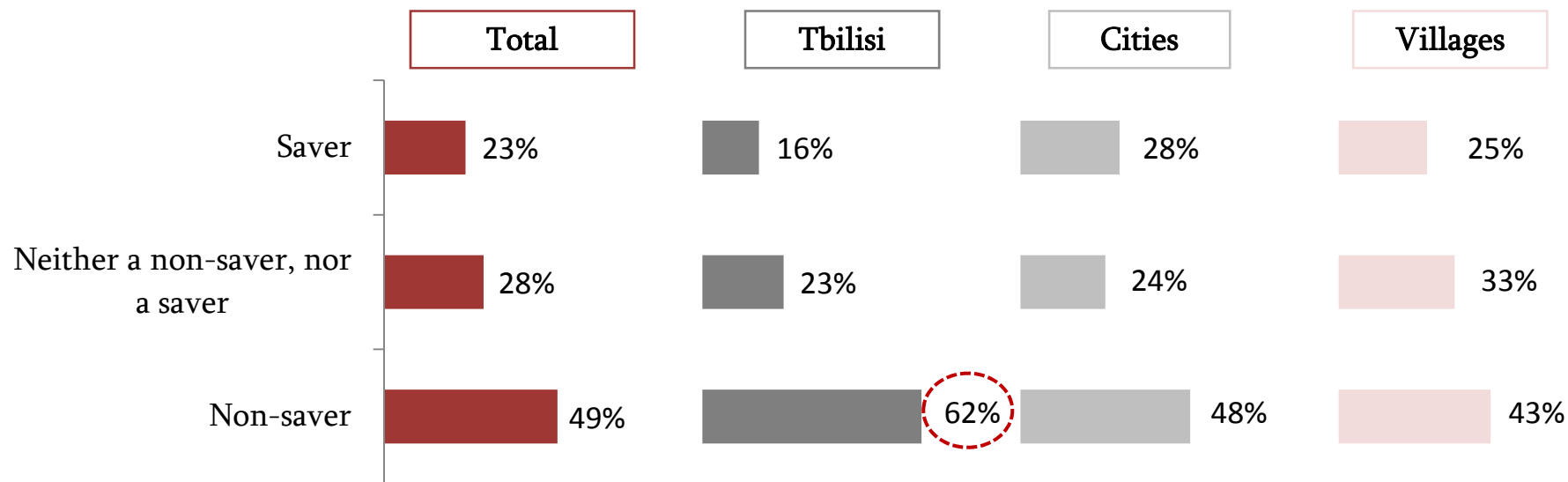
*Base: Total N=500; Tbilisi N=100; CitiesN=100; VillagesN=300*



## Self-Identification as a Saver or a Non-Saver / *Regional Breakdown*



Do you consider yourself a non-saver or a saver?

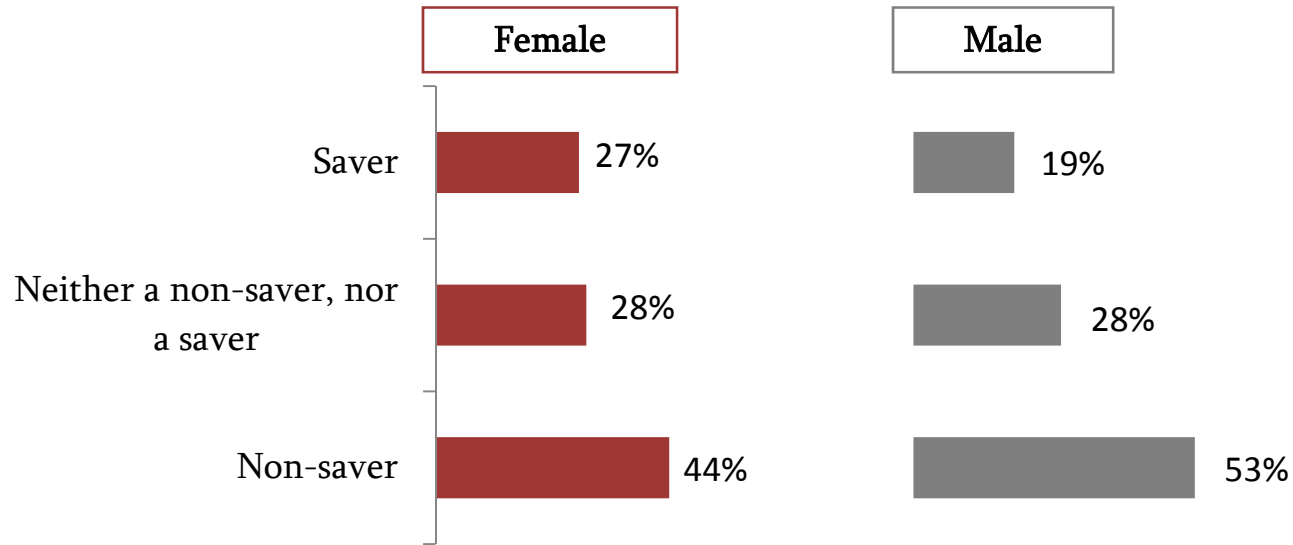


*Base: Total N=500; Tbilisi N=100; CitiesN=100; VillagesN=300*

# Self-Identification as a Saver or a Non-Saver / Gender Breakdown



Do you consider yourself a non-saver or a saver?

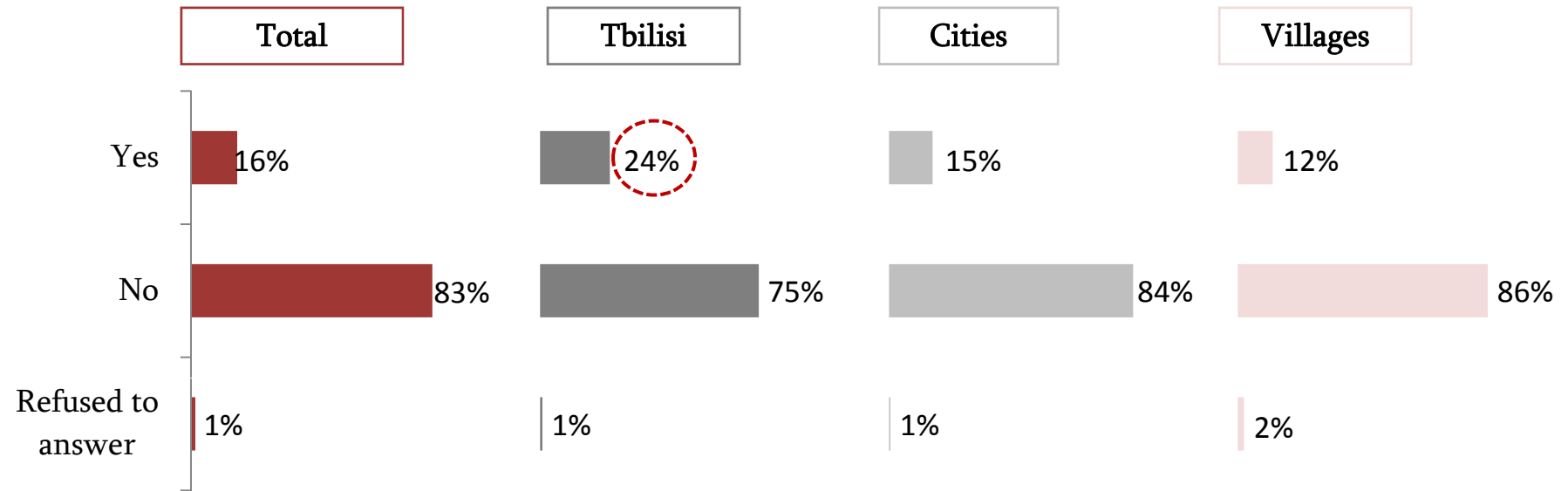


*Base: Female N=343; Male N=157;*

## Saving Behavior / *Regional Breakdown*

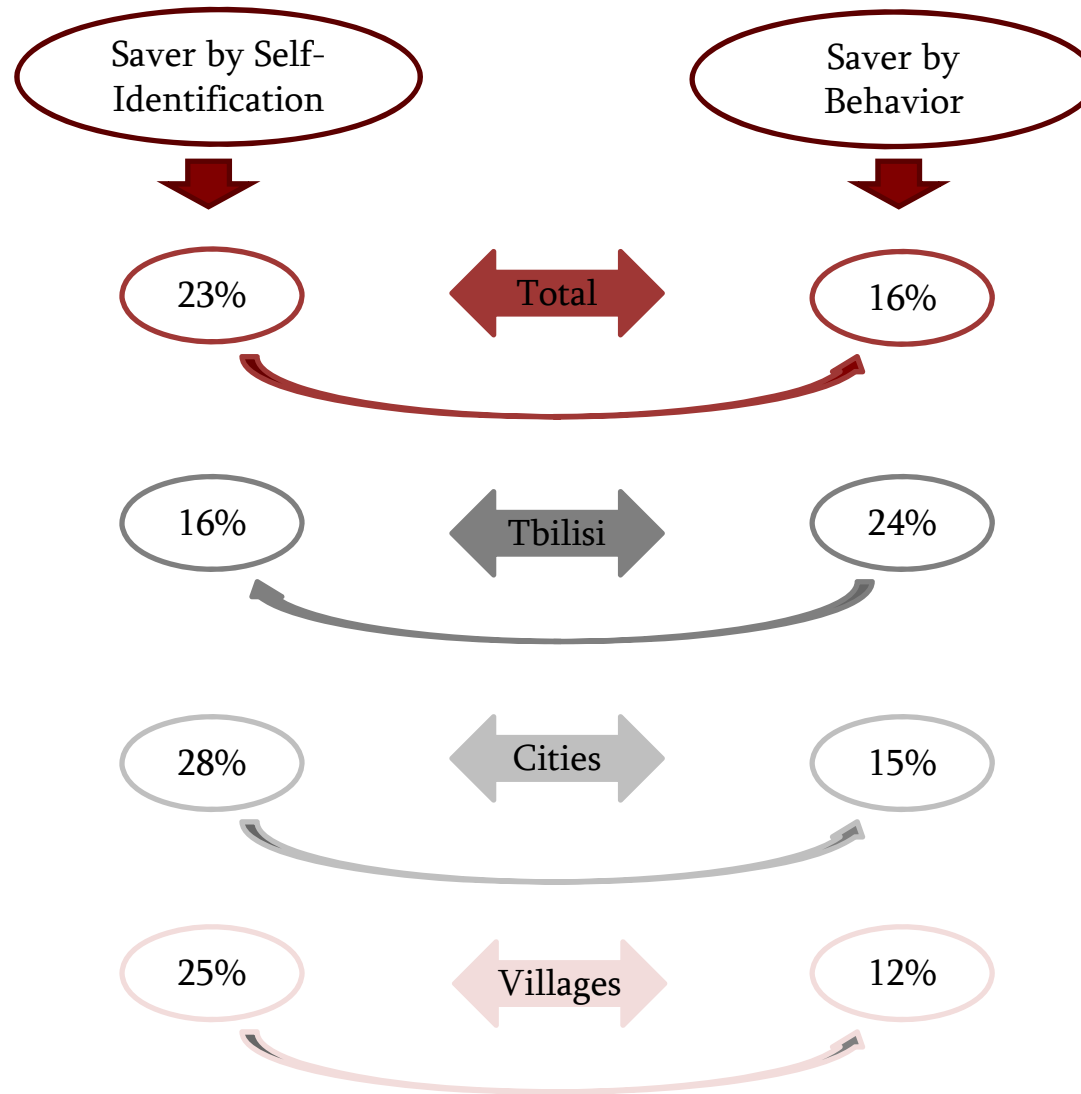


Are you personally or is your family accumulating/saving money currently?

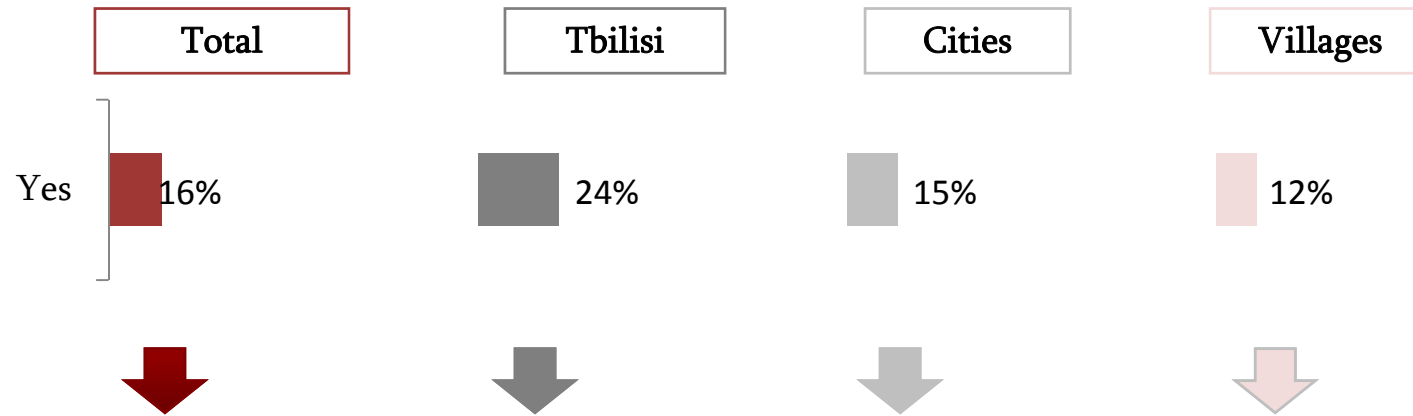


*Base: Total N=500; Tbilisi N=100; CitiesN=100;VillagesN=300*

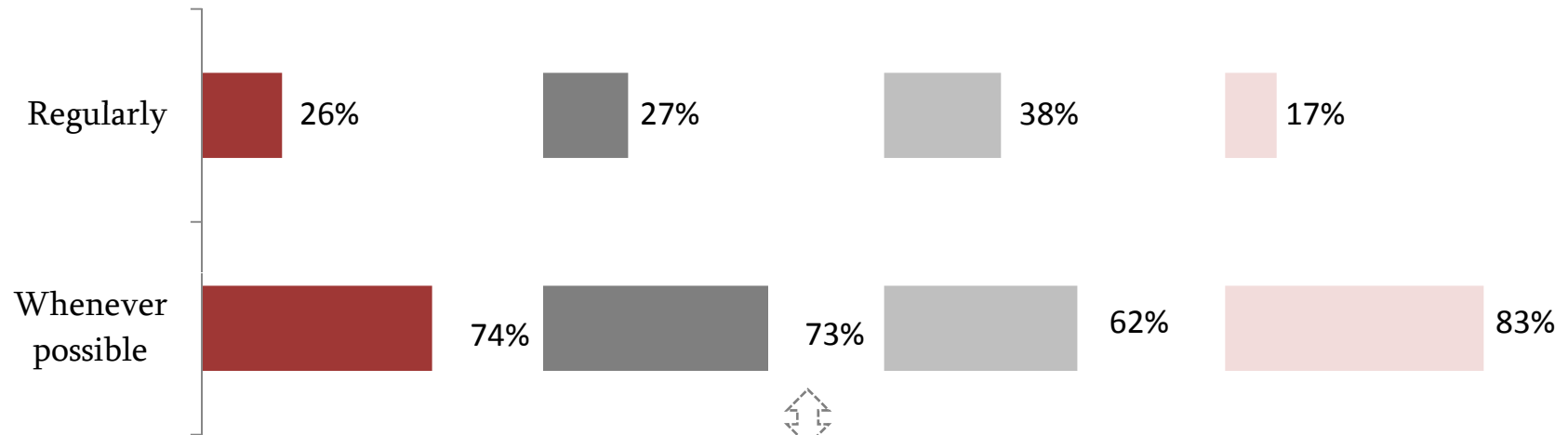
# Saver by Self-Identification vs. Saver by Behavior / *Regional Breakdown*



# Regularity of Saving / *Regional Breakdown*



Do you save money regularly or whenever possible?

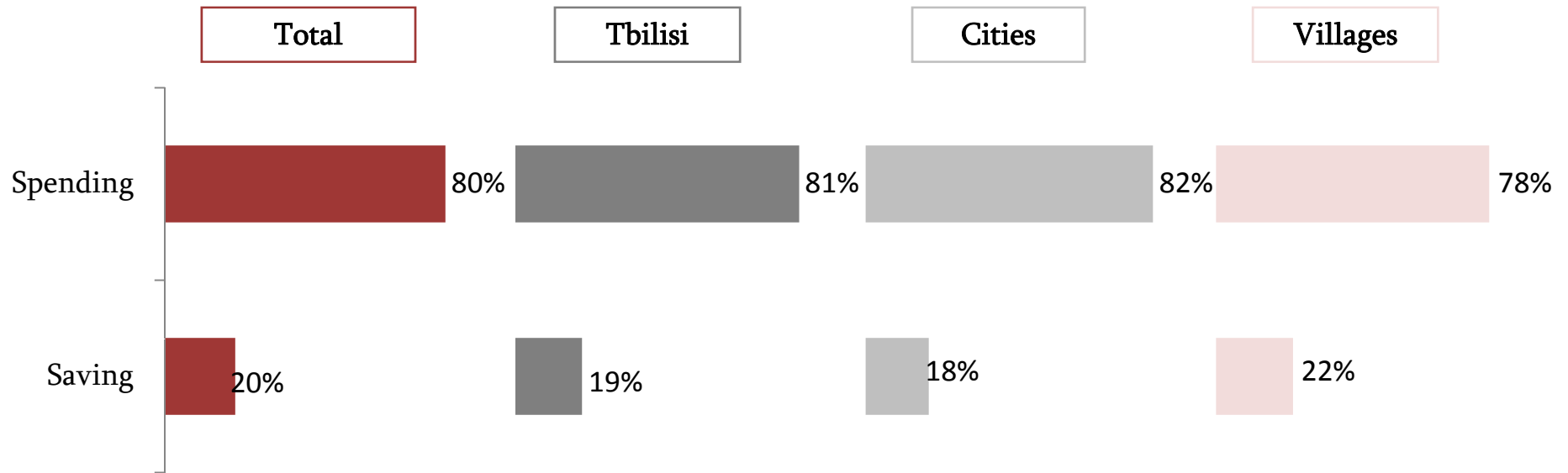


*Base: Respondents who save currently. Total N=72; Tbilisi N=22; Cities N=15; Villages N=35*

## Spending-Saving Pattern / *Regional Breakdown*



What percentage of monthly income do you spend and what percentage do you save?

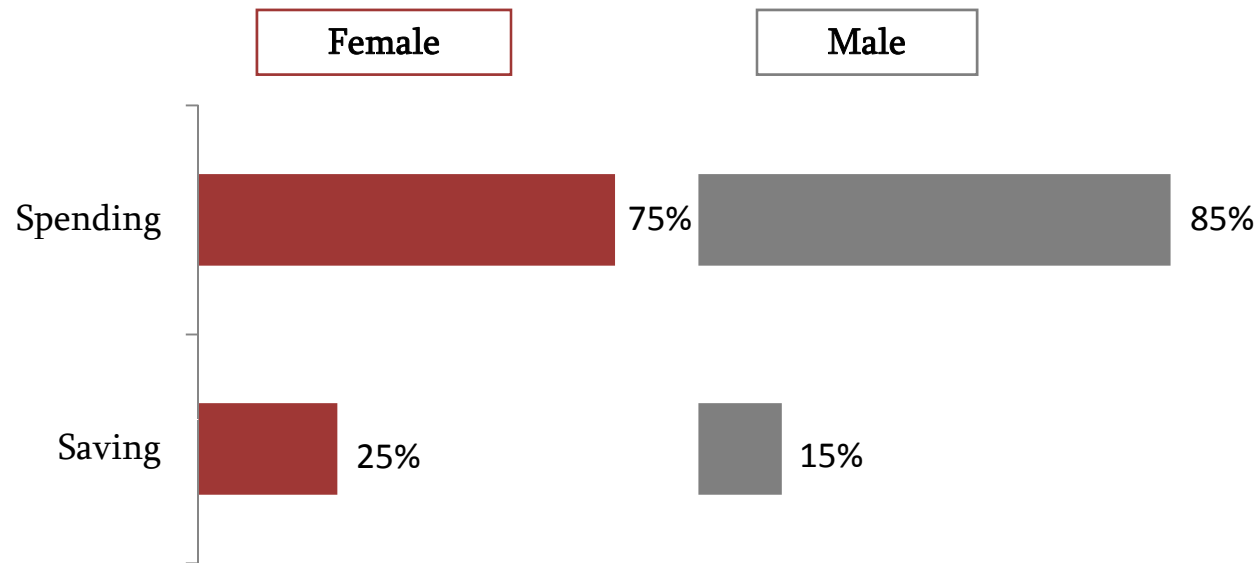


*Base: Respondents who save money currently. Total N=70; Tbilisi N=21; Cities N=15; Villages N=34*

## Spending-Saving Pattern / Gender Breakdown



What percentage of monthly income do you spend and what percentage do you save?

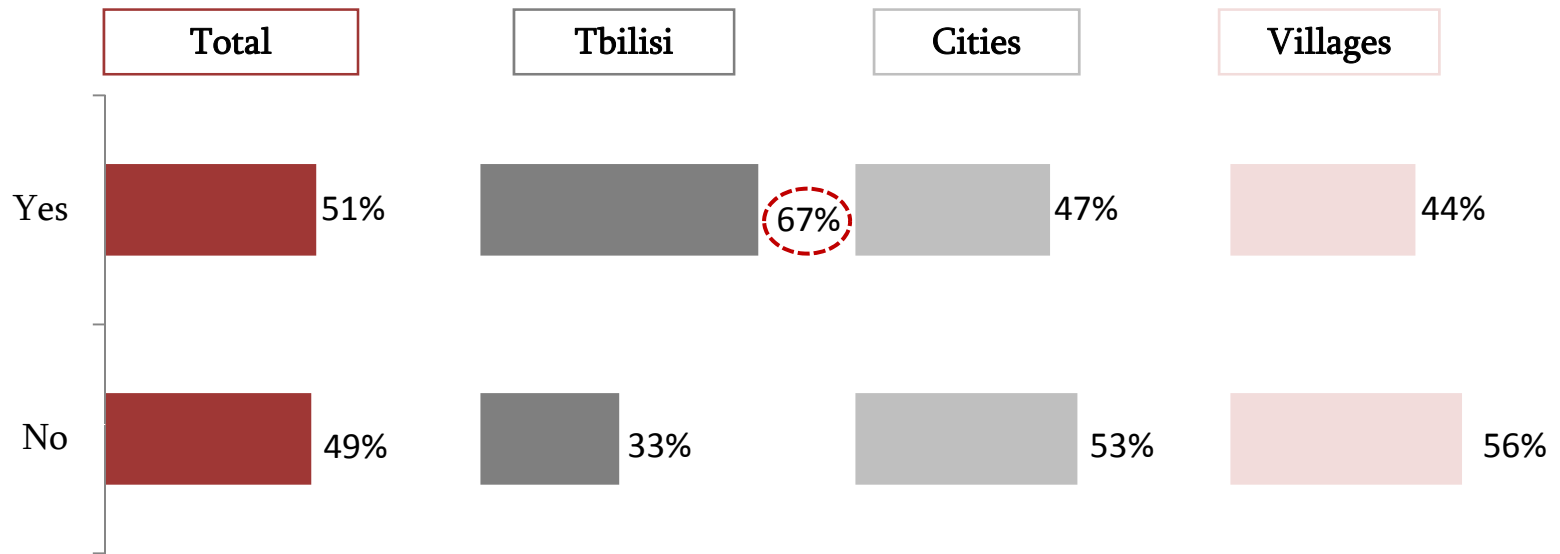


*Base: Respondents who save money currently. Female N=31; Male N=47*

## Potential Saving in Case Income Doubles / *Regional Breakdown*



If you had twice as much income as you have now, would you accumulate/save money?



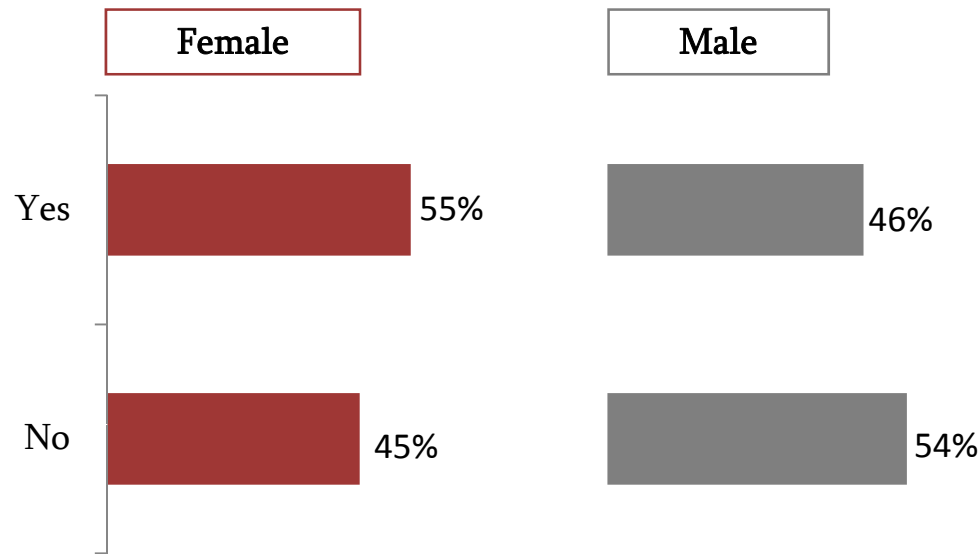
*Base: Total N=500; Tbilisi N=100; Cities N=100; Villages N=300*



## Potential Saving in Case Income Doubles / *Gender Breakdown*

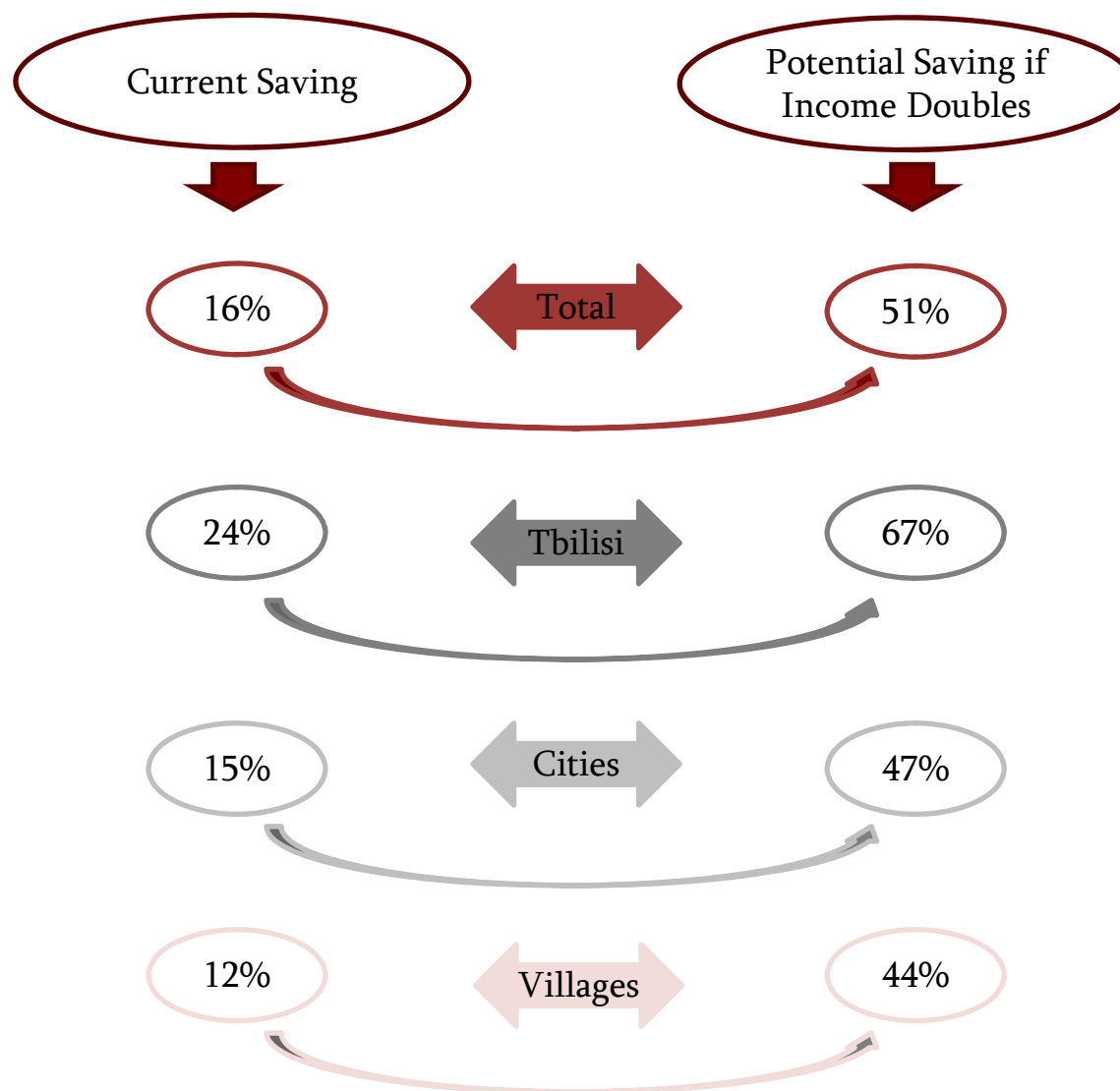


If you had twice as much income as you have now, would you accumulate/save money?



*Base: Female N=343; Male N=157;*

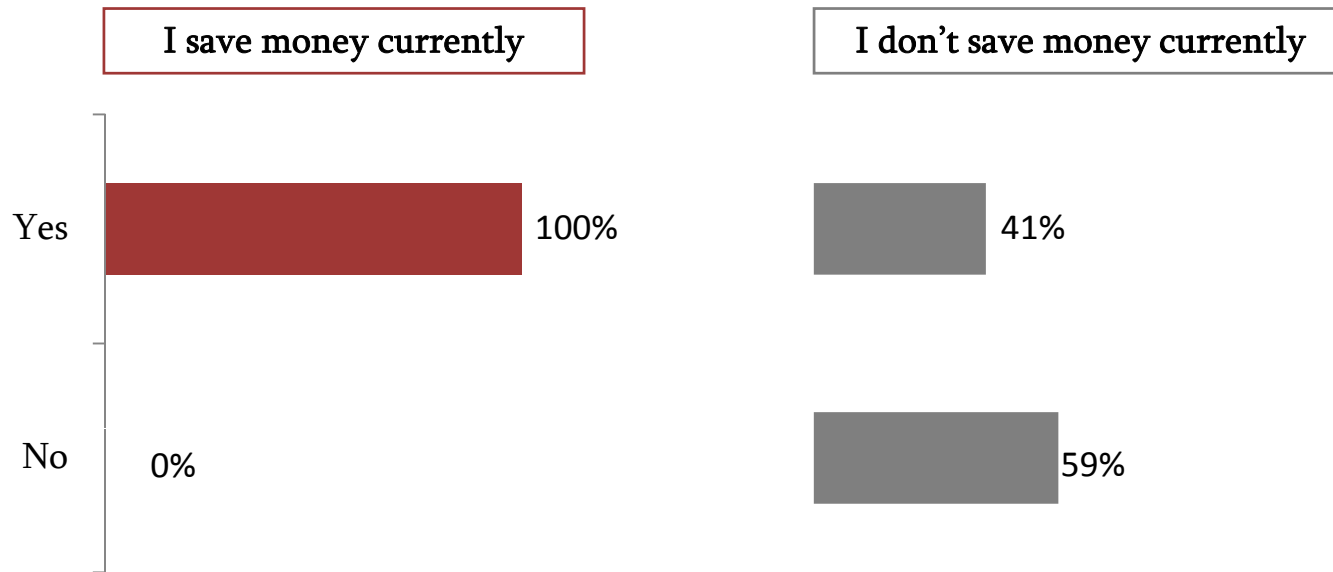
# Current Saving vs. Potential Saving if Income Doubles / *Regional Breakdown*



## Potential Saving in Case Income Doubles / *Current Saving Status Breakdown*



If you had twice as much income as you have now, would you accumulate/save money?

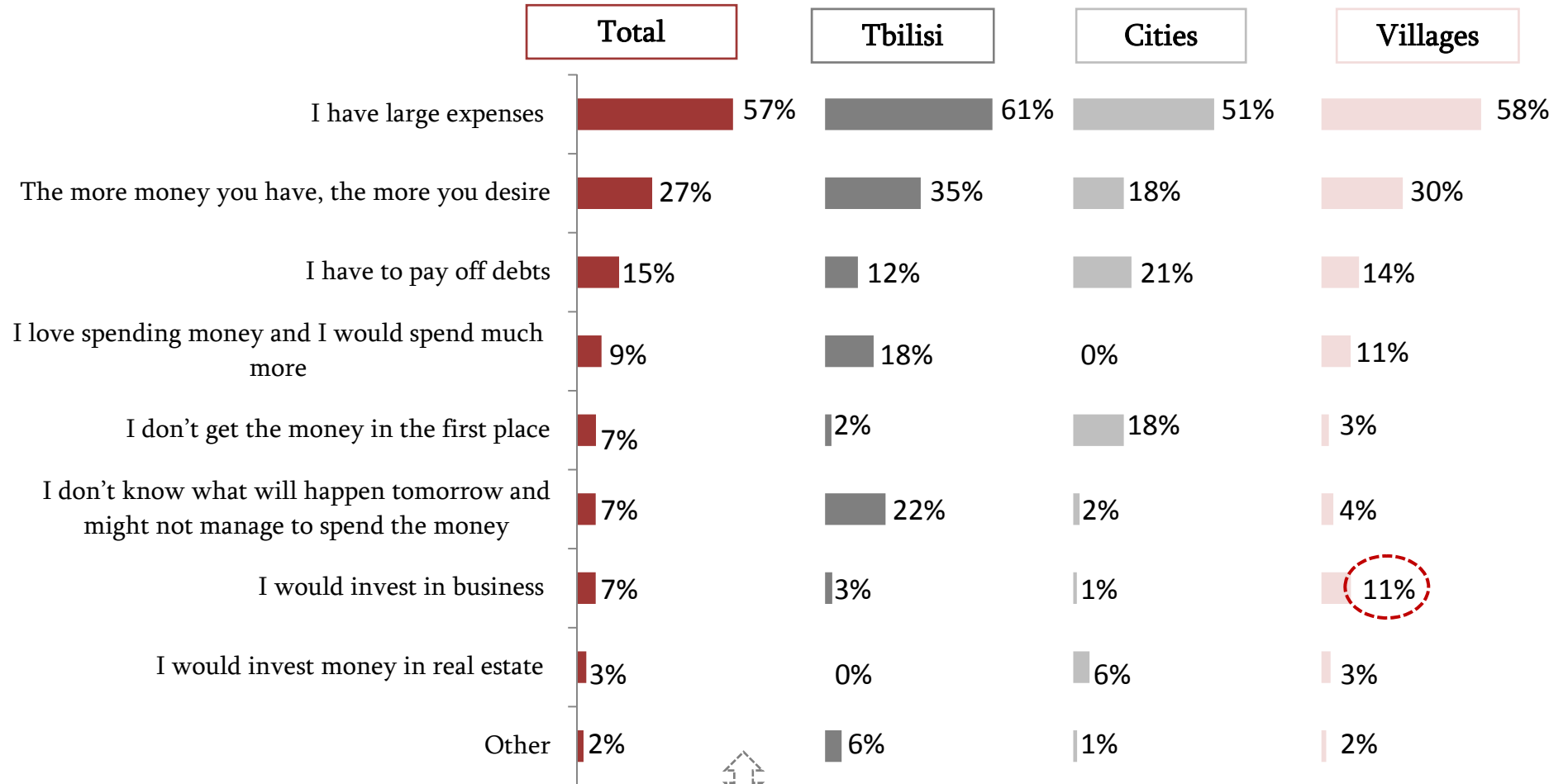


*Base: Currently Save N=72; Currently Don't Save N=418;*

# Reasons for Not Saving / *Regional Breakdown*



Why would you not save money even if your income doubled?

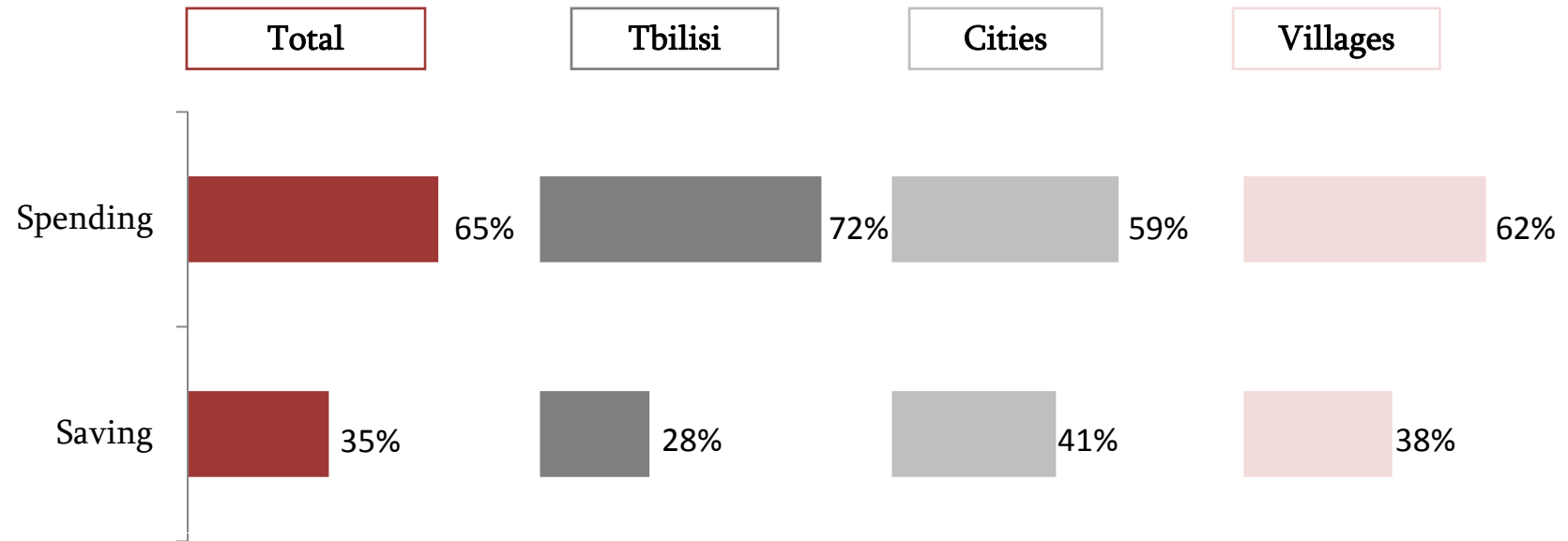


*Base: Respondents who would not save even if income doubled.  
Total N=243; Tbilisi N=36; CitiesN=45; VillagesN=162*

## Potential Spending-Saving Pattern / *Regional Breakdown*



What percentage of monthly income would you spend and what percentage would you save if your income doubled?



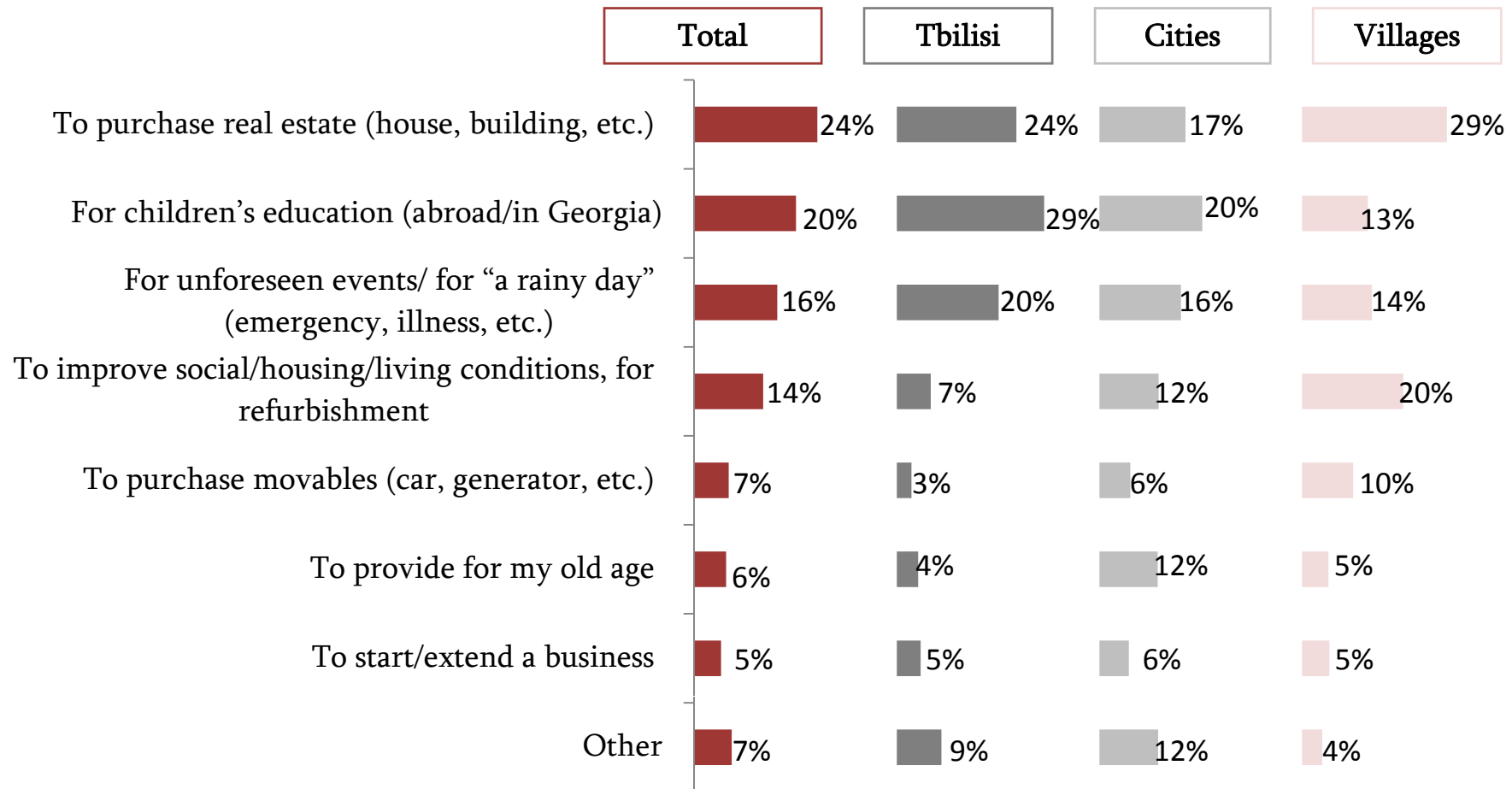
*Base: Respondents who would save if income doubled.  
Total N=254; Tbilisi N=63; Cities N=55; Villages N=136*

## Reasons for Saving / *Regional Breakdown*



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What is the the most important purpose you would save/accumulate money for?



*Base: Respondents who would save if income doubled.  
Total N=257; Tbilisi N=64; CitiesN=55; VillagesN=138*

## Factors Determining the Decision to Save or Not to Save

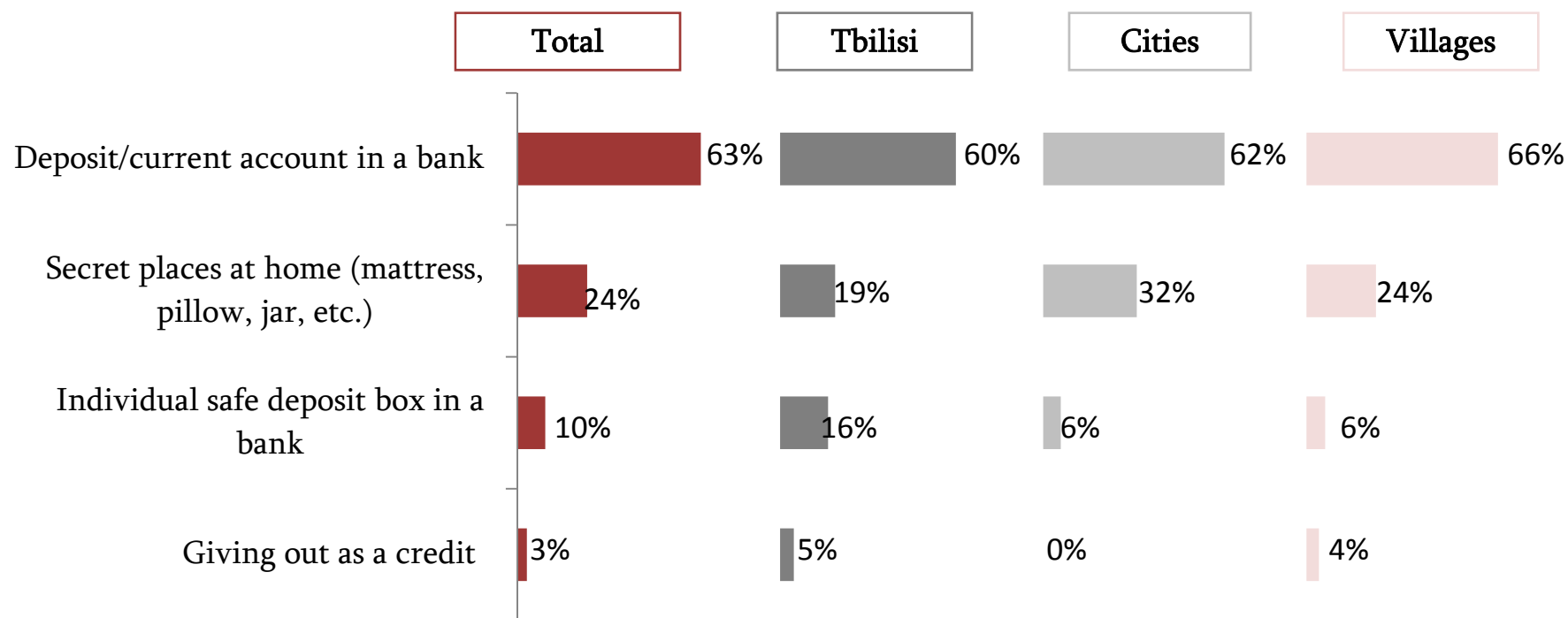


Factor	Odds Ratio	Interpretation
Income Type	2.9	An individual whose family income exceeds 700 GEL is 2.9 times more likely to be saving money than an individual whose family income falls short of 700 GEL.
Employment Status	2.2	An employed individual is 2.2 times more likely to be saving money than an unemployed individual.
Education Level	2.0	An individual with a higher education level is twice more likely to be saving money than an individual with only a secondary education level.
Remittances	2.0	An individual who receives money remittances from abroad is twice more likely to be saving money than an individual who does not receive money remittances from abroad.

## Preferences over Places for Saving Money / *Regional Breakdown*



People save/accumulate money at different places.  
Which one do you consider particularly preferential?



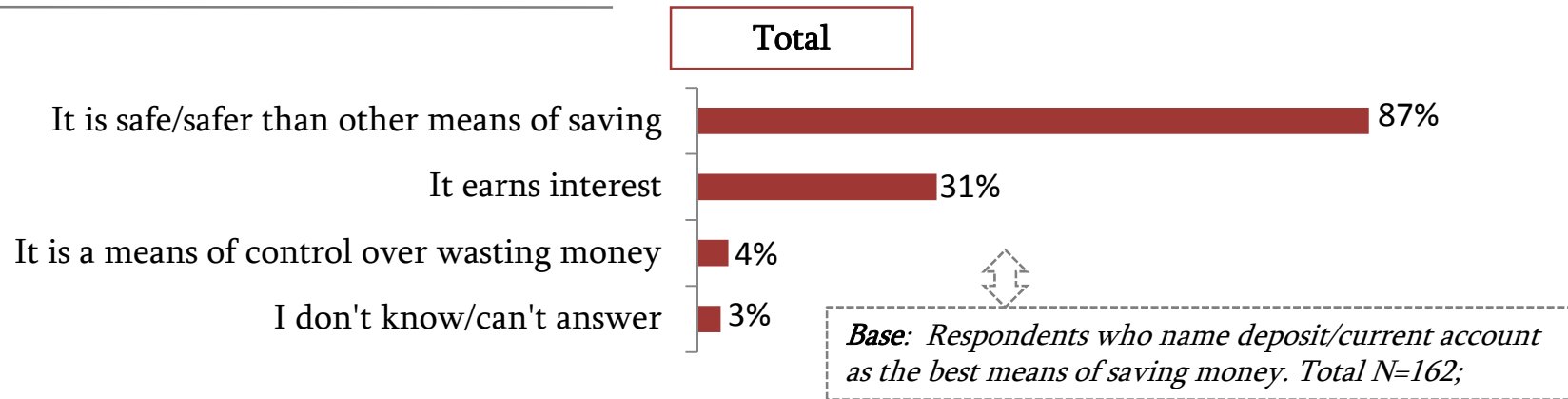
*Base: Respondents who would save if income doubled. Total N=256; Tbilisi N=64; CitiesN=55; VillagesN=137*



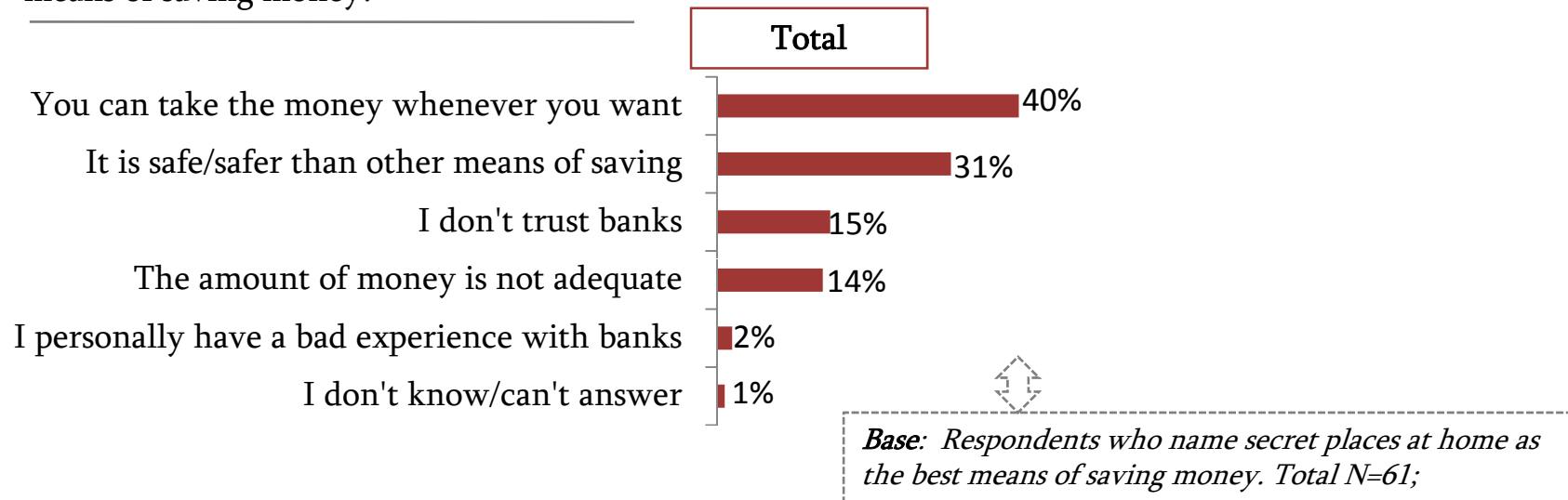
## Selection Criteria of Two Major Saving Places / *Regional Breakdown*



Why do you consider deposit/current account the best means of saving money?



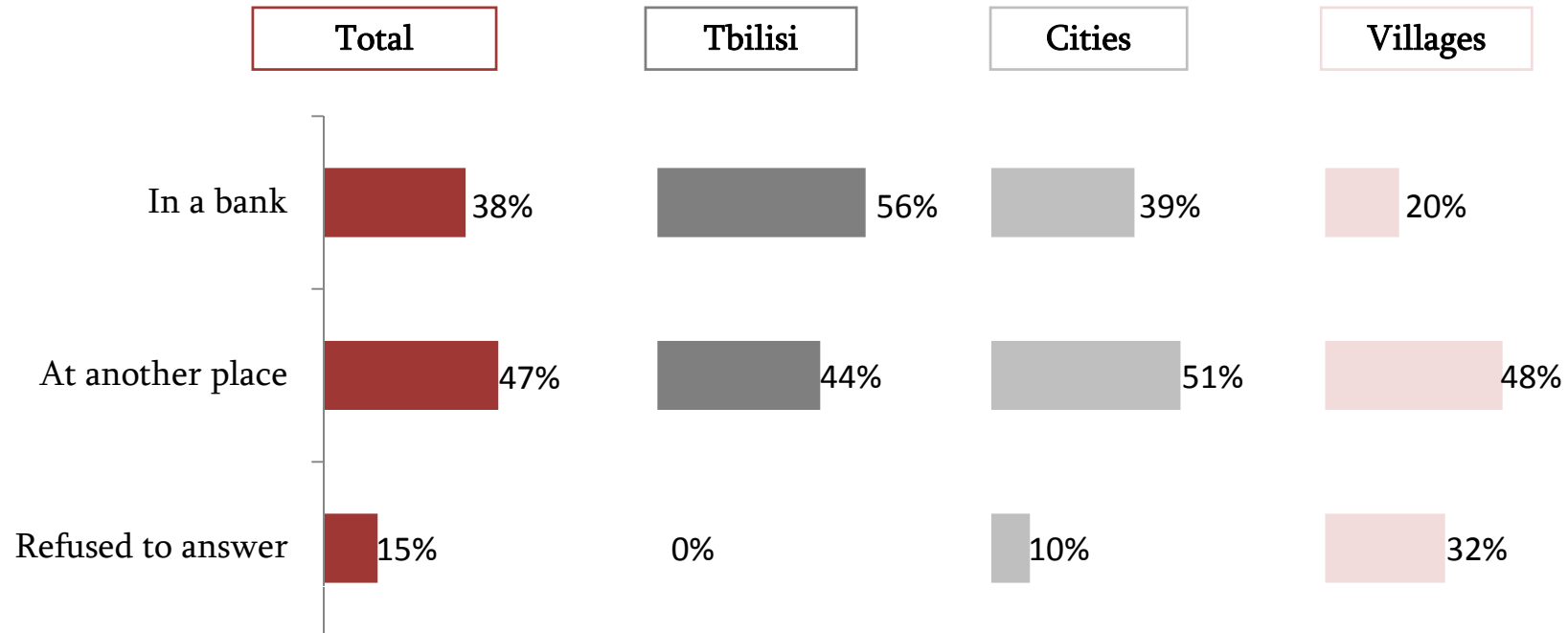
Why do you consider secret places at home the best means of saving money?



## Saving Places Actually Used / *Regional Breakdown*



Do you mainly keep/save money in a bank or at another place?



*Base: Respondents who save money currently. Total N=72; Tbilisi N=22; Cities N=15; Villages N=35*

# Factors Determining the Decision of Savers to Save Money in a Bank or at Another Place

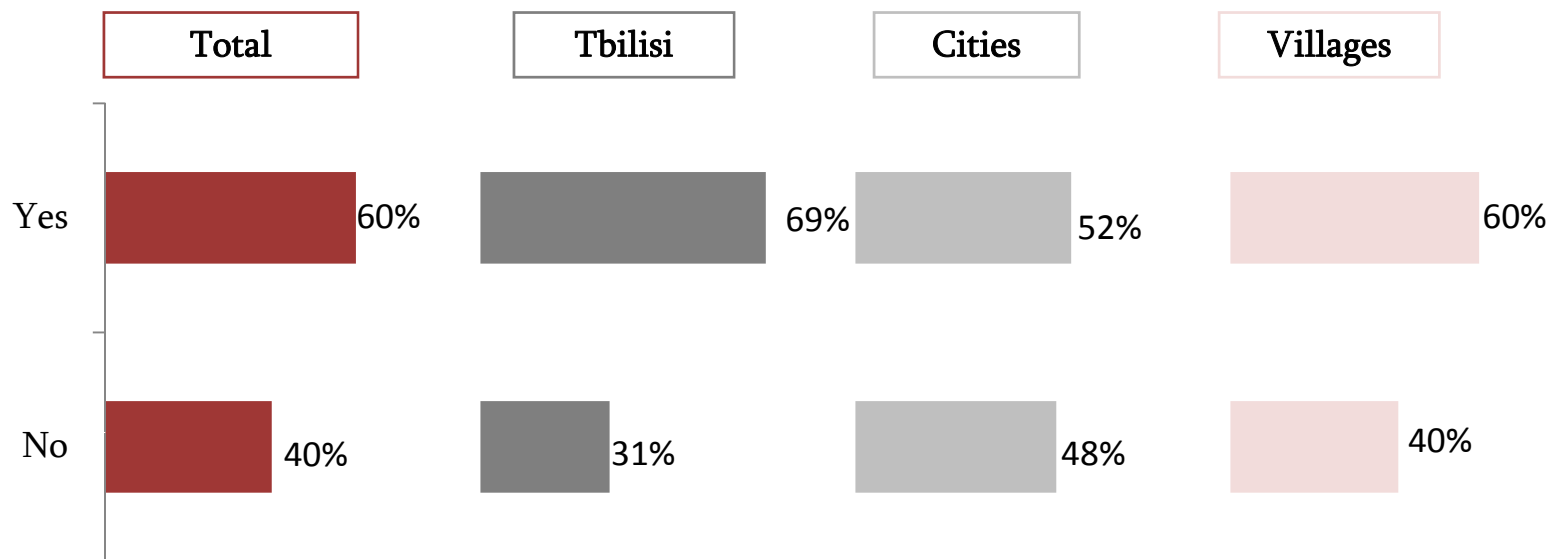


Factor	Odds Ratio	Interpretation
Income Pattern	11.3	A saver whose income has increased over the past year is 11.3 times more likely to be saving money in a bank (as opposed to saving it at another place) than a saver whose income has remained the same or decreased over the past year.
Employment Status	8.7	An employed saver is 8.7 times more likely to be saving money in a bank (as opposed to saving it at another place) than an unemployed saver.

## Saving Decision if Deposit Insurance is Offered / *Regional Breakdown*

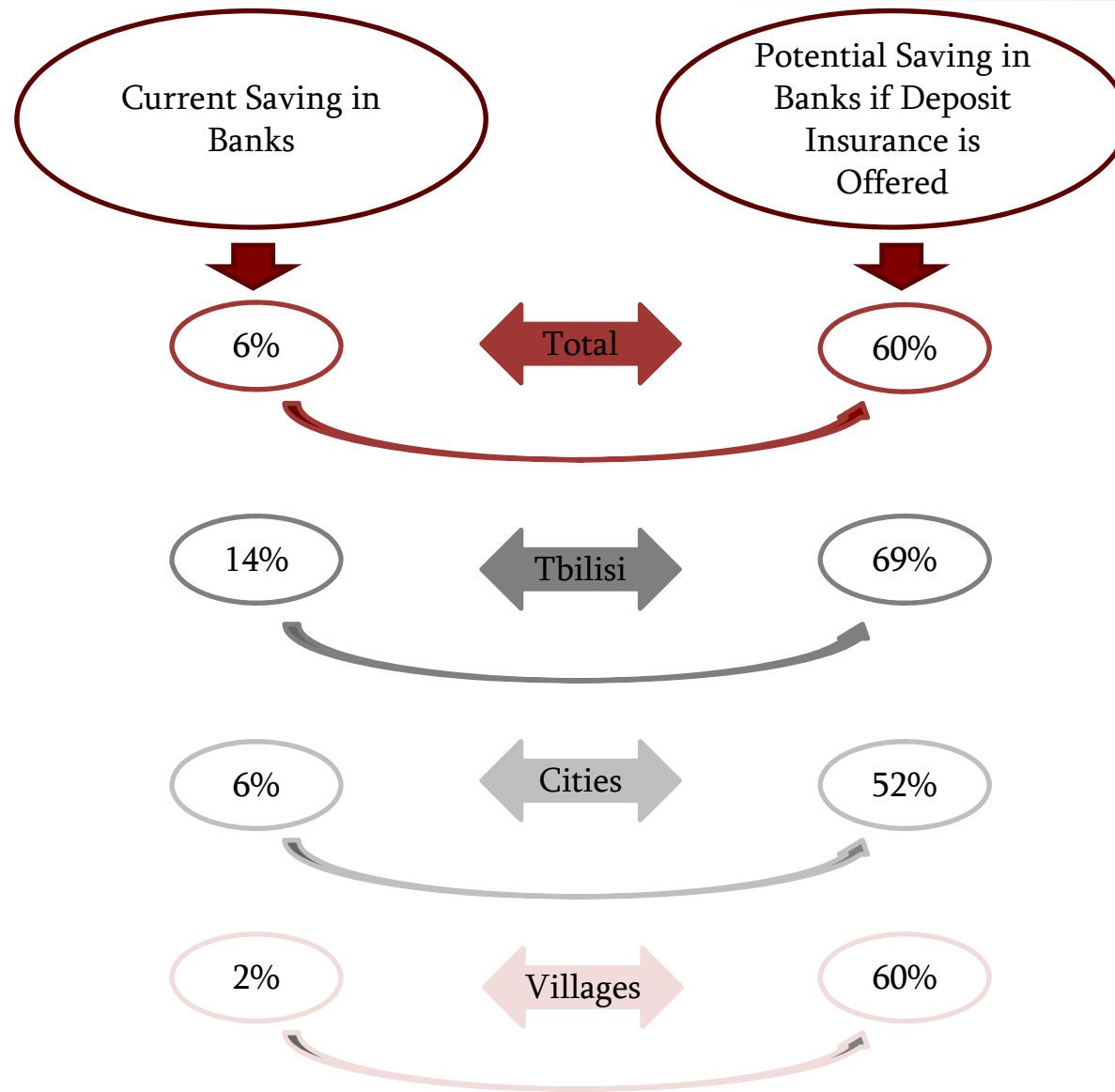


Would you deposit money in a bank, if the latter offered you deposit insurance?



*Base: Total N=500; Tbilisi N=100; CitiesN=100; VillagesN=300*

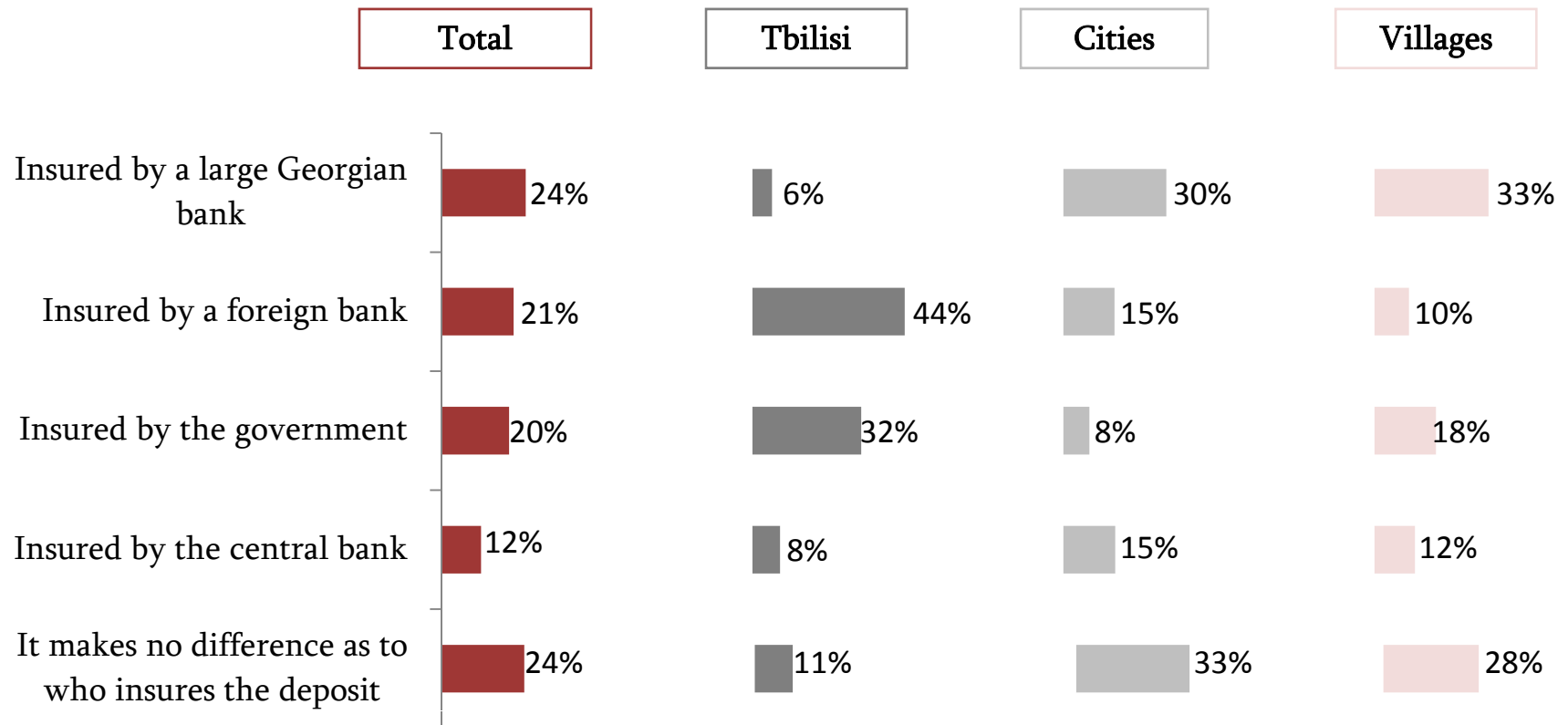
# Current Saving in Banks vs. Potential Saving in Banks if Deposit Insurance is Offered / *Regional Breakdown*



## Institutions Preferred as Potential Deposit Insurers / *Regional Breakdown*



Which type of deposit would you prefer in terms of insurance providers?

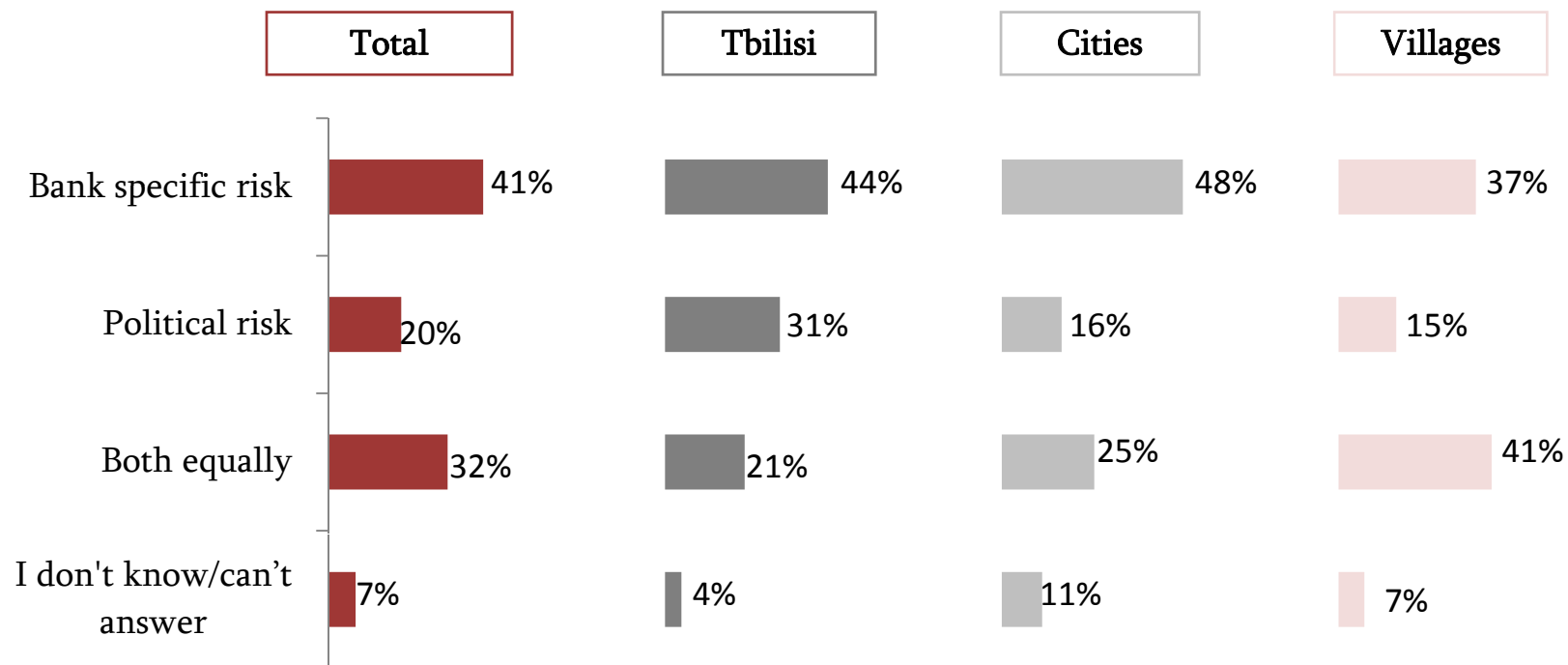



*Base: Respondents who would deposit money in banks if deposit insurance were offered. Total N=311; Tbilisi N=67; Cities N=62; Villages N=182*

## The Risk Considered First of All When Depositing Money in a Bank / *Regional Breakdown*



In case you decide to make a deposit in a bank, which type of risk would you take into consideration first of all, political or bank specific risk?

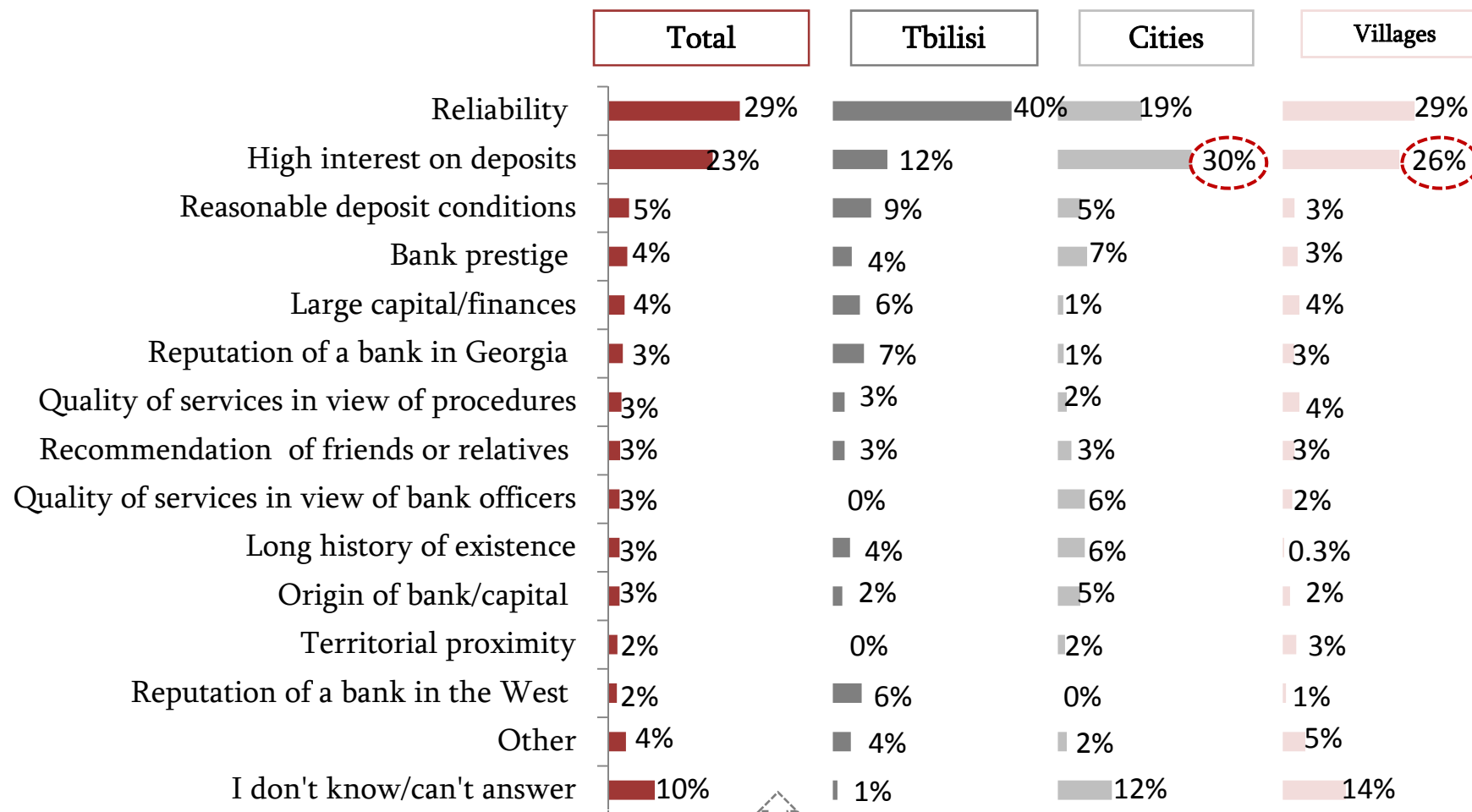


  
*Base: Total N=500; Tbilisi N=100; Cities N=100; Villages N=300*

## Criteria for Selecting a Bank to Make a Deposit/ *Regional Breakdown*



What is the the most important/crucial factor that you took or would take into account when choosing the main bank for depositing money?



*Base: Total N=500; Tbilisi N=100; CitiesN=100; VillagesN=300*



## Choice Between Time Deposit and Demand Deposit / *Regional Breakdown*



Imagine that you have some money that you want to save in a bank. What percentage of it would you place on a time deposit account and what percentage on a demand deposit account?

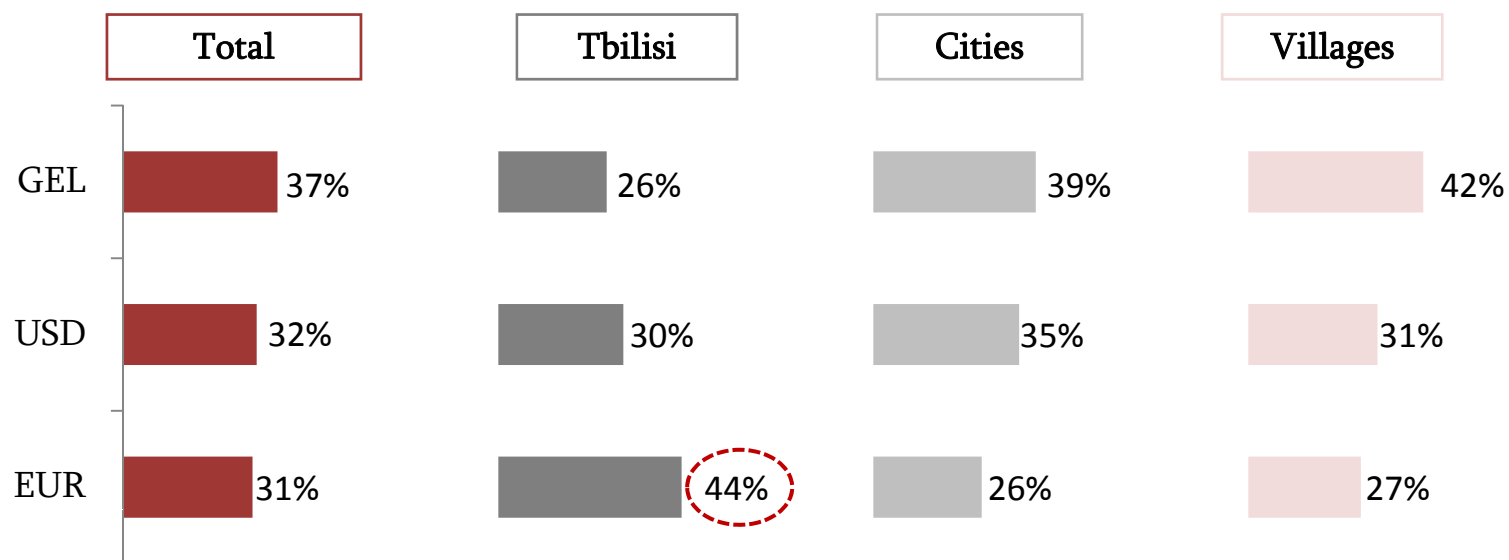


*Base: Total N=474; Tbilisi N=100; CitiesN=96; VillagesN=278*

## Choice Among Currencies when Depositing Money / *Regional Breakdown*



Imagine that you have some money that you want to save in a bank. What percentage of it would you save in Georgian Lari (GEL), in US Dollars (USD) and in Euros (EUR)?

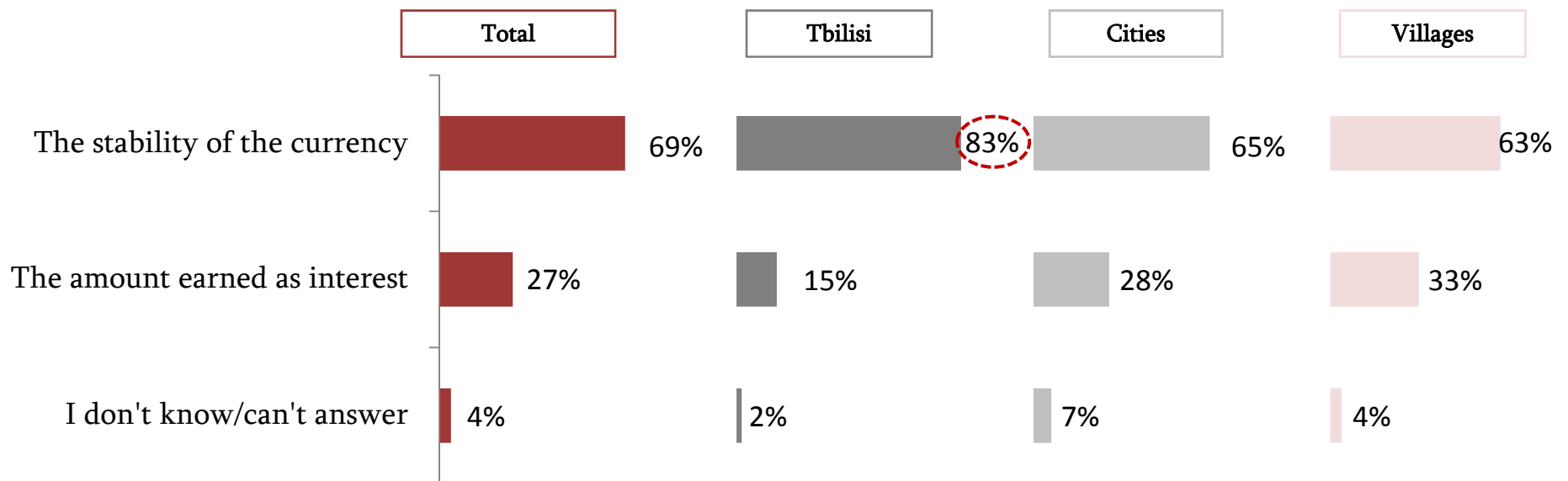


*Base: Total N=492; Tbilisi N=99; CitiesN=97; VillagesN=296*

## The Characteristic of a Currency Considered Primarily when Depositing Money in a Bank / *Regional Breakdown*



Which characteristic of currency would you primarily take into consideration when saving money in a bank – the stability of the currency or the amount earned as interest?

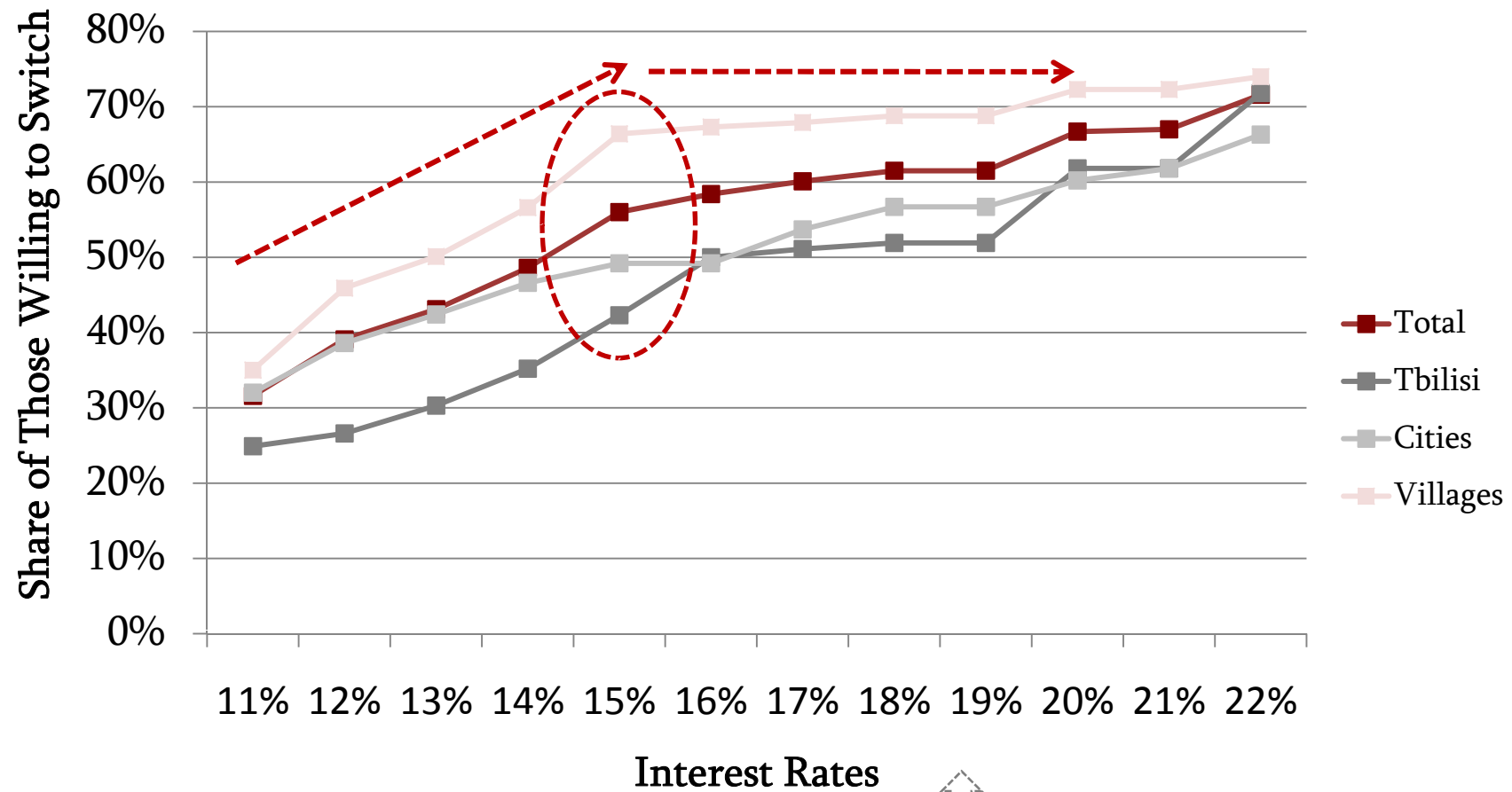


*Base: Total N=500; Tbilisi N=100; CitiesN=100; VillagesN=300*

## The Optimal Interest Rate on the Deposit Denominated in GEL / *Regional Breakdown*



Imagine that an annual 10% is earned on a one-year foreign currency deposit. Would you rather opt for a one-year local currency deposit, if an annual 11% were earned on the latter? 12%? 13%? .....

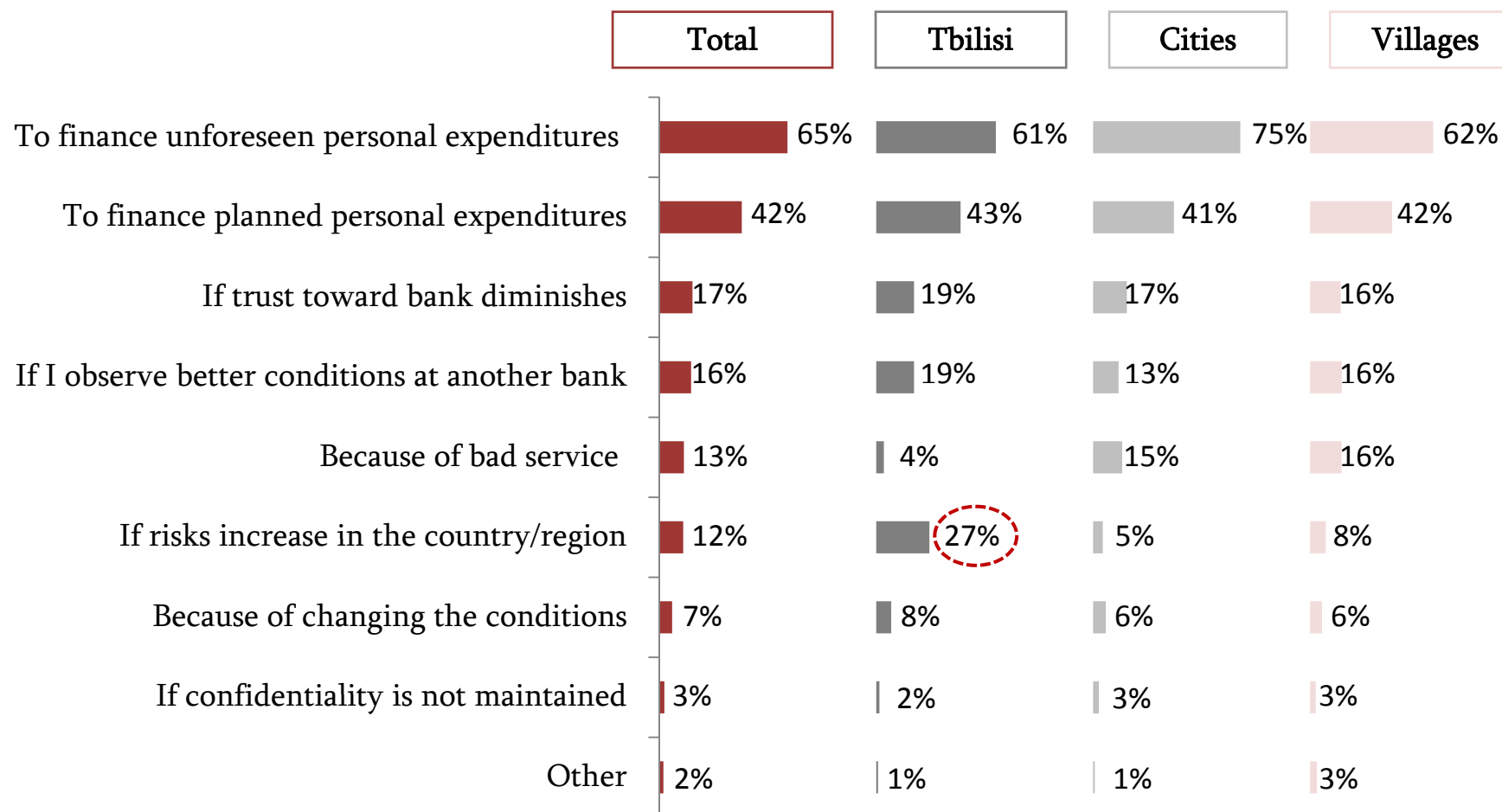


Base: Total N=483; Tbilisi N=100; Cities N=94; Villages N=289

## Reasons for Withdrawing Money from a Bank Completely or Partially / *Regional Breakdown*



In which case would you withdraw money from a bank completely or even partially?

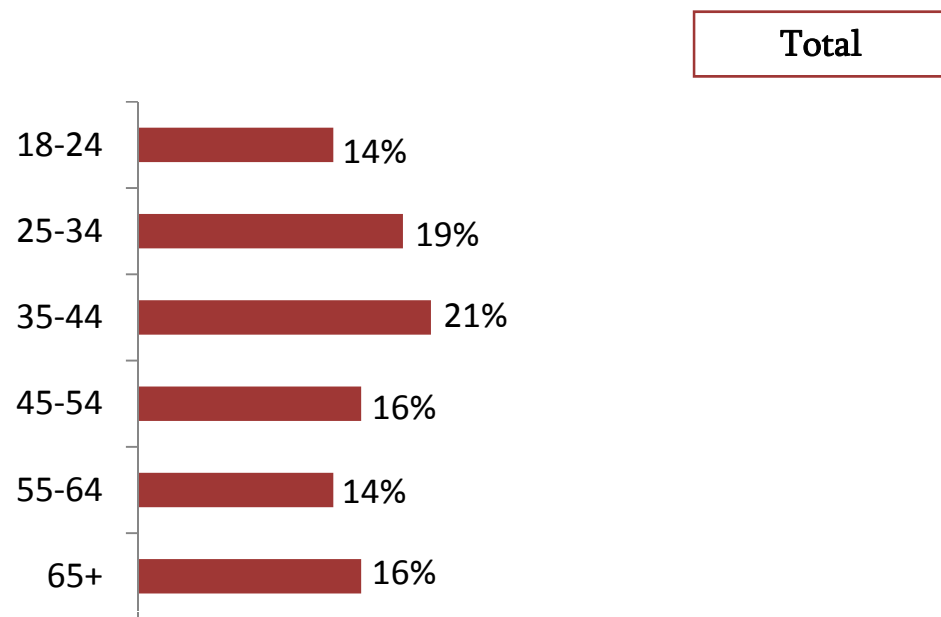
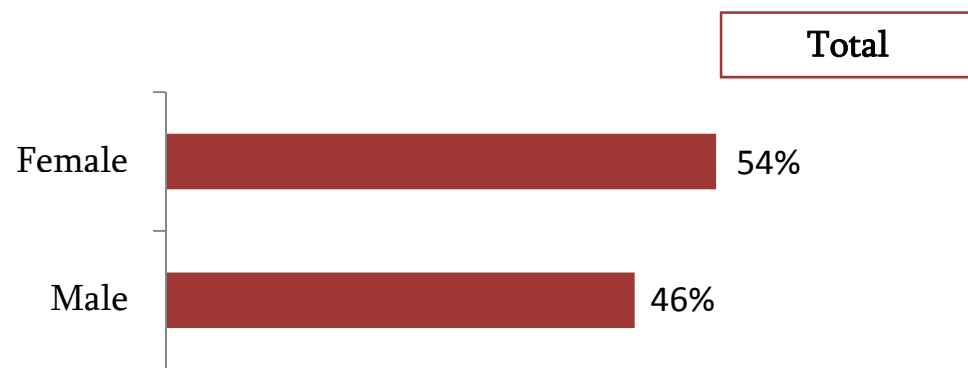


*Base: Total N=500; Tbilisi N=100; Cities N=100; Villages N=300*



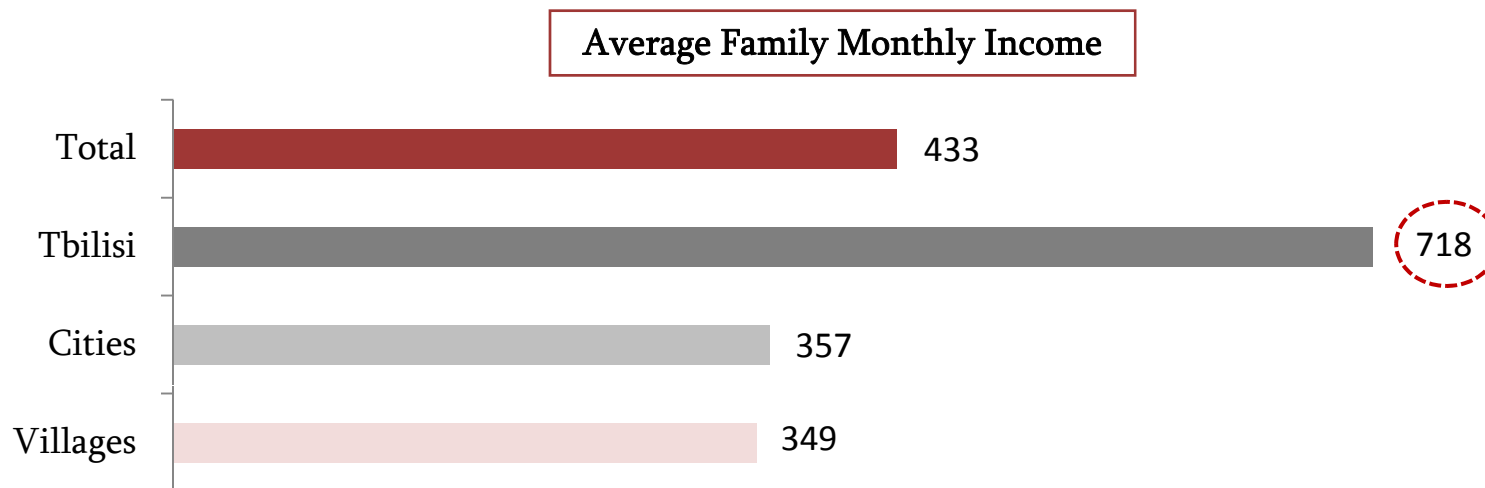
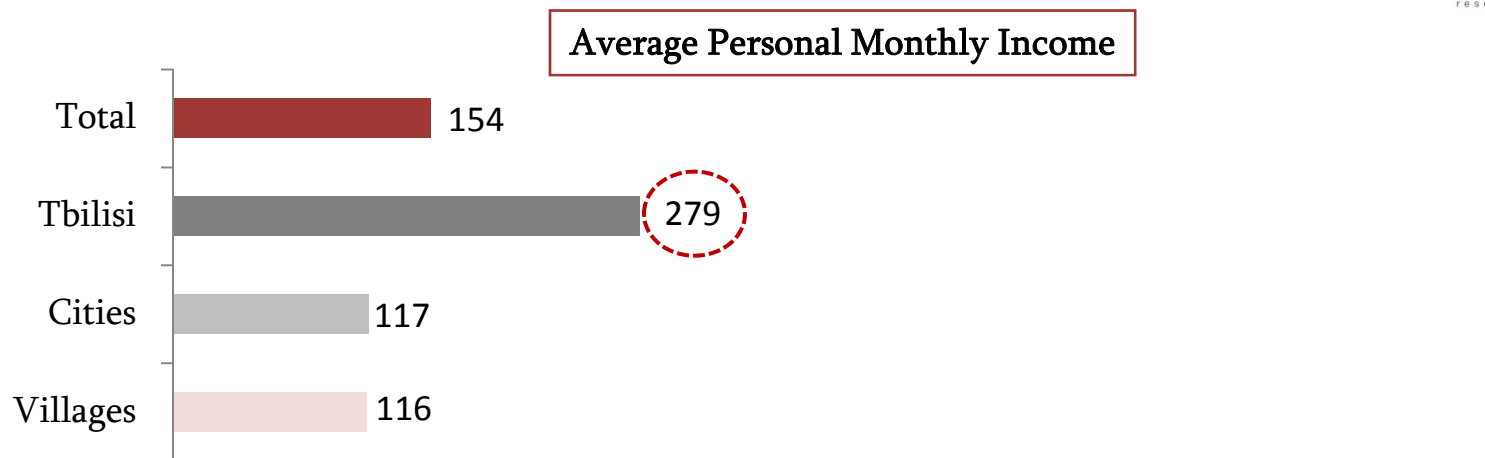
## Demographic and Socio-Economic Structure

# Gender and Age Structure



*Base: Total N=500*

# Average Personal and Family Monthly Incomes Measured in Georgian Laris



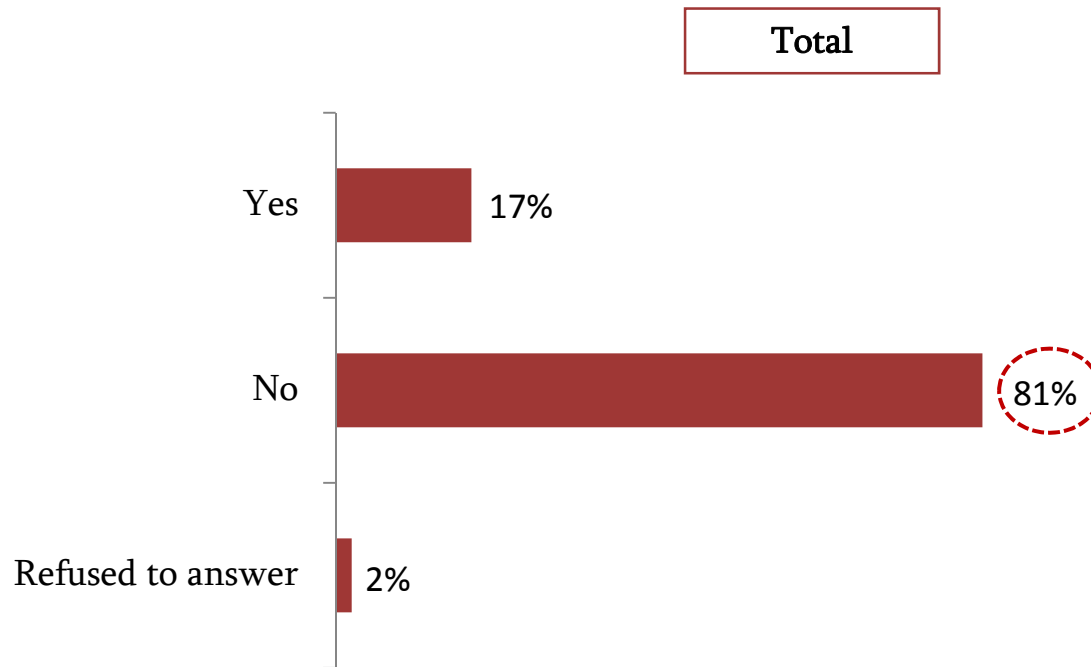
*Base: Total N=500*



# Money Remittances

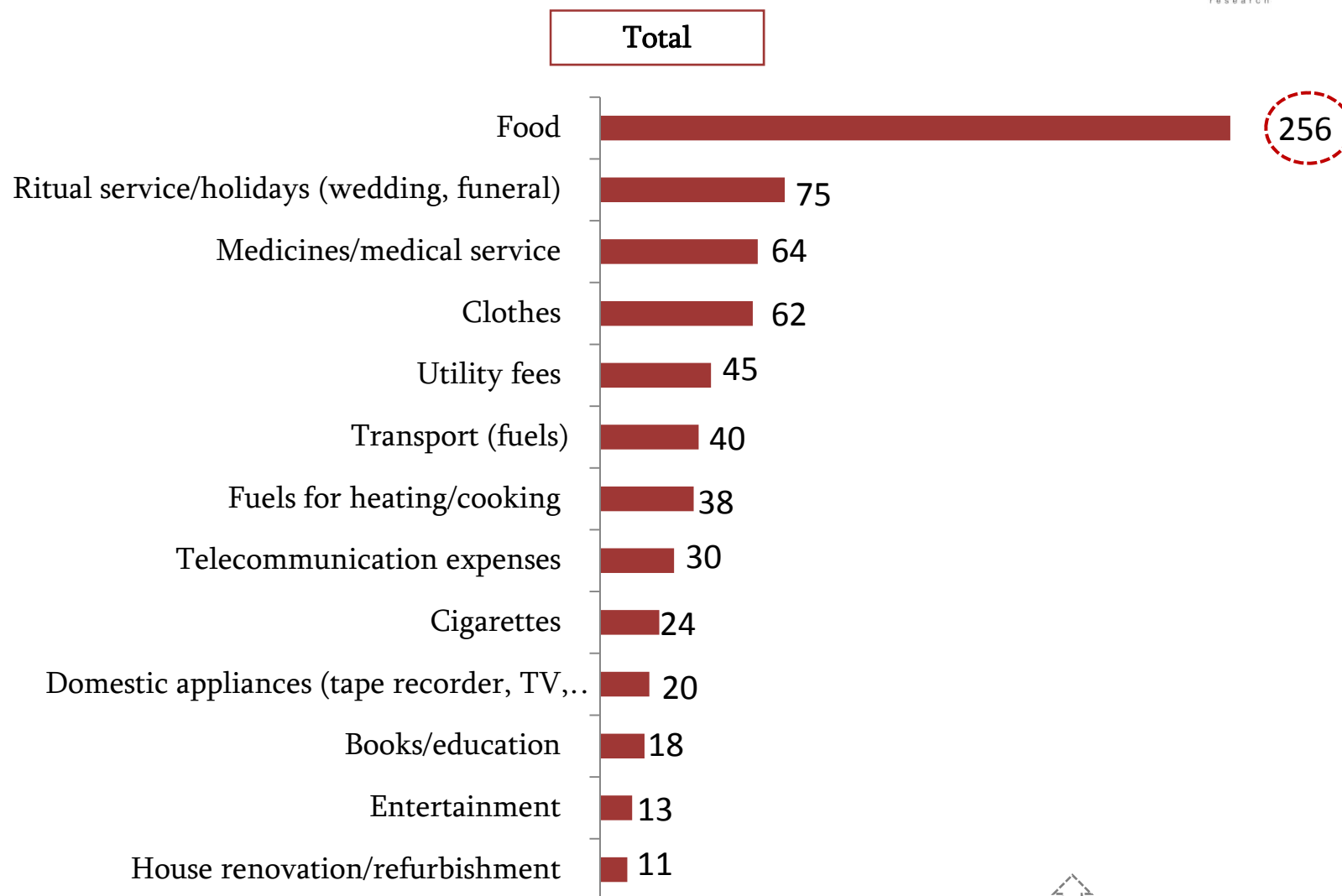


Do you receive money remittances from abroad?



*Base: Total N=500*

# Average Monthly Expenses per Expenditure Components Measured in Georgian Laris

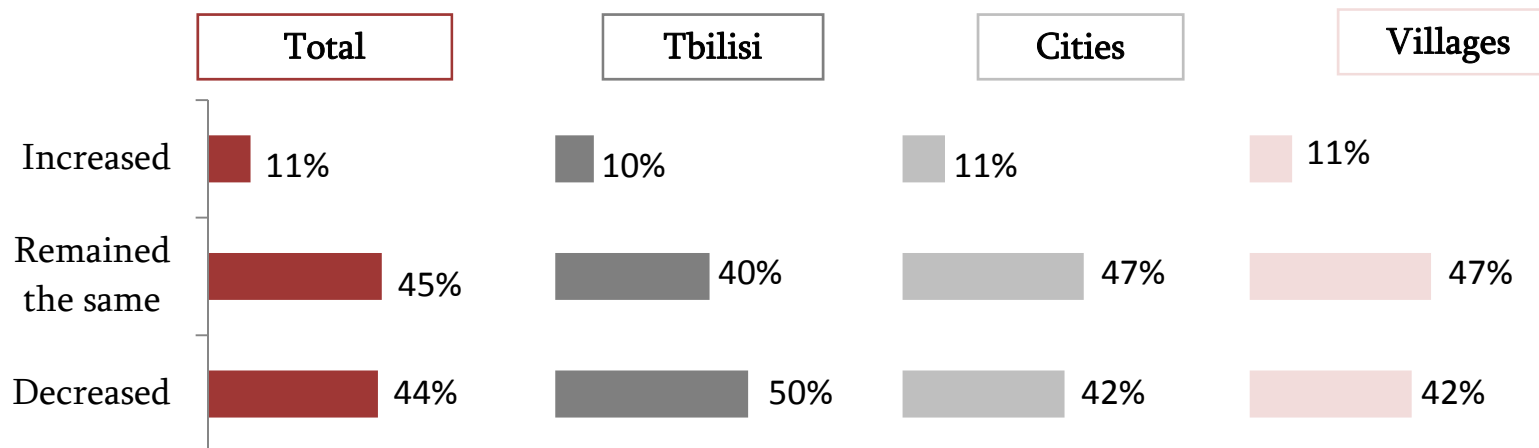


Base: Total N=500

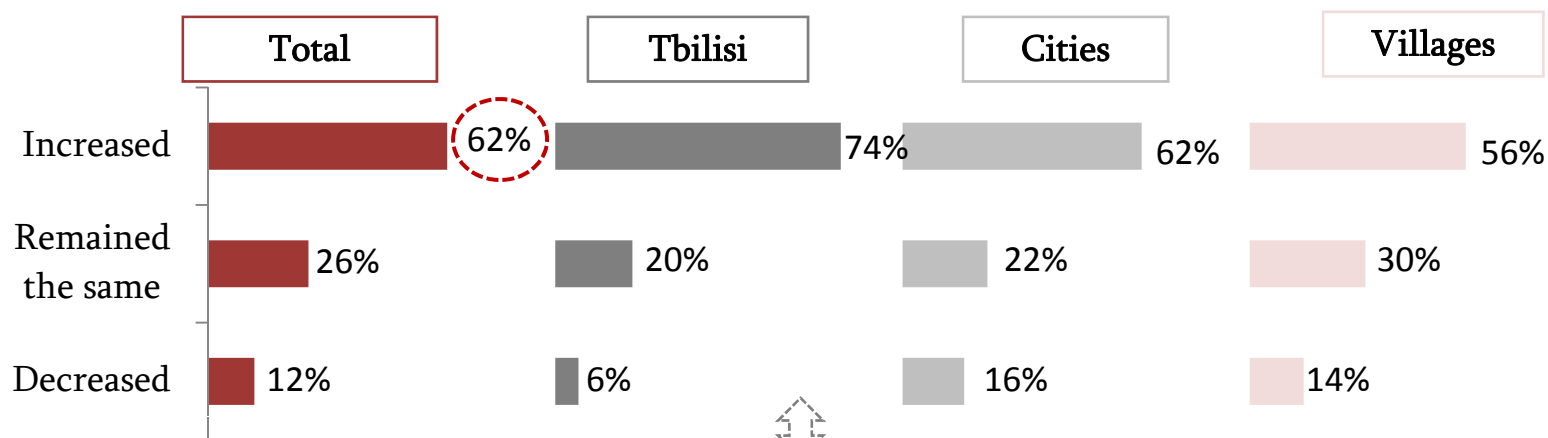
## Self-Assessment of Income and Expenditure Patterns over the Year / *Regional Breakdown*



Did your last month income increase, remain unchanged or decrease as compared to that of the last year?

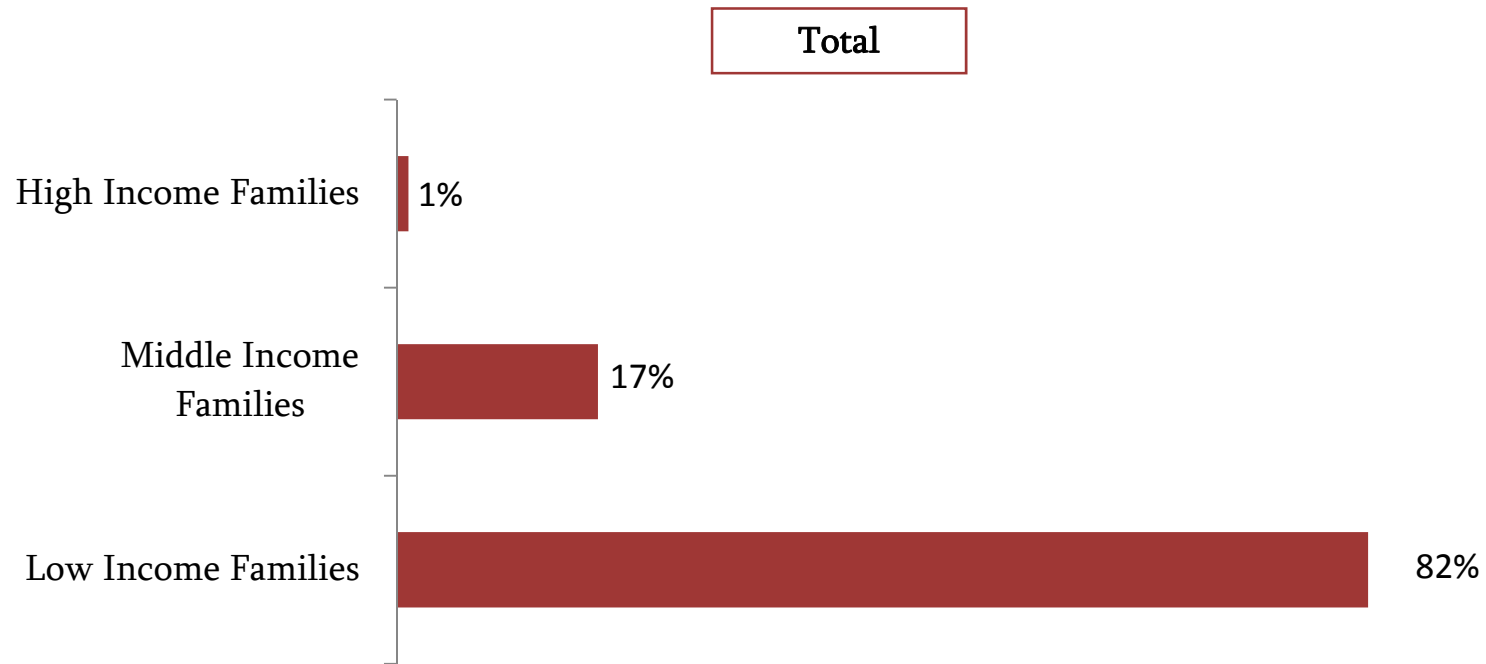


Did your last month expenses increase, remain unchanged or decrease as compared to those of the last year?



*Base: Total N=500; Tbilisi N=100; CitiesN=100; VillagesN=300*

# The Economic Standing of a Family



*Base: Total N=500*

# Thank You !



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