

What to Expect?

Peek into the future by looking at people's plans for using financial products

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confident
decisions

sorm@

ESOMAR

mercuryresearch 

Breaking News!

Apocalipsă cu banii. Economistul șef al FMI: Se va întâmpla în iunie

FMI anunță o criză economică majoră

FMI transmite un avertisment îngrijorător. Pandemia

IMF says global economic collapse caused by coronavirus will be even worse than feared

150 de ani

Recesiune de proporția Marii Crize Economice. Anunțul Comisiei Europene



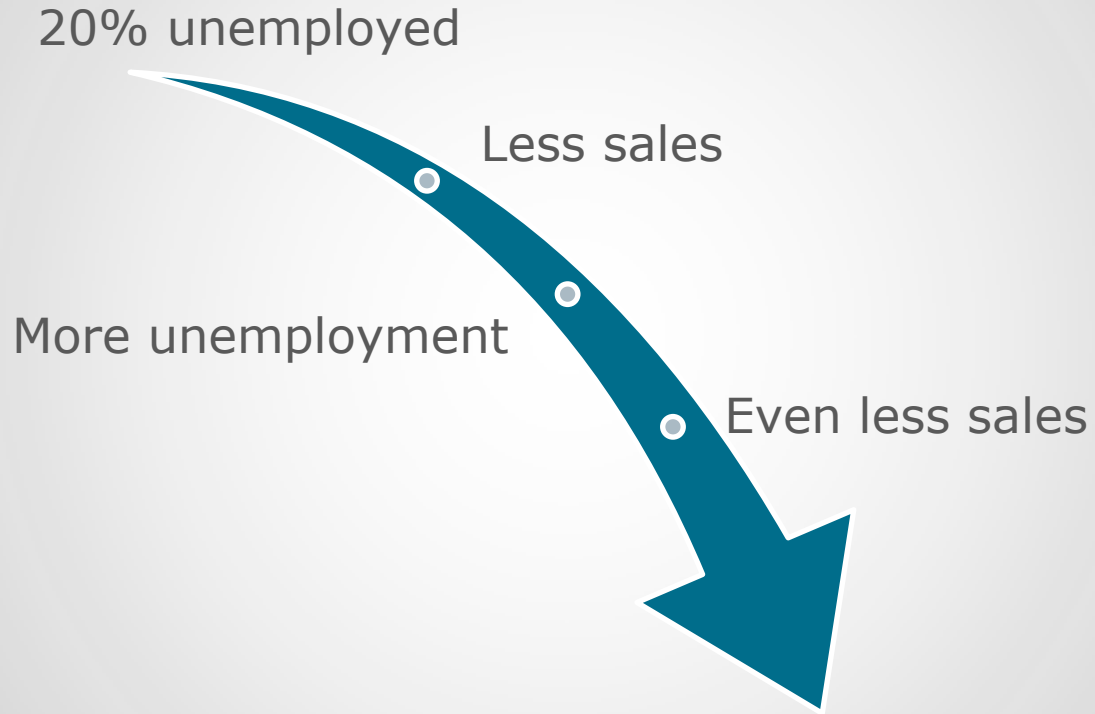
Romanians' Reaction to the Coronavirus Crisis %



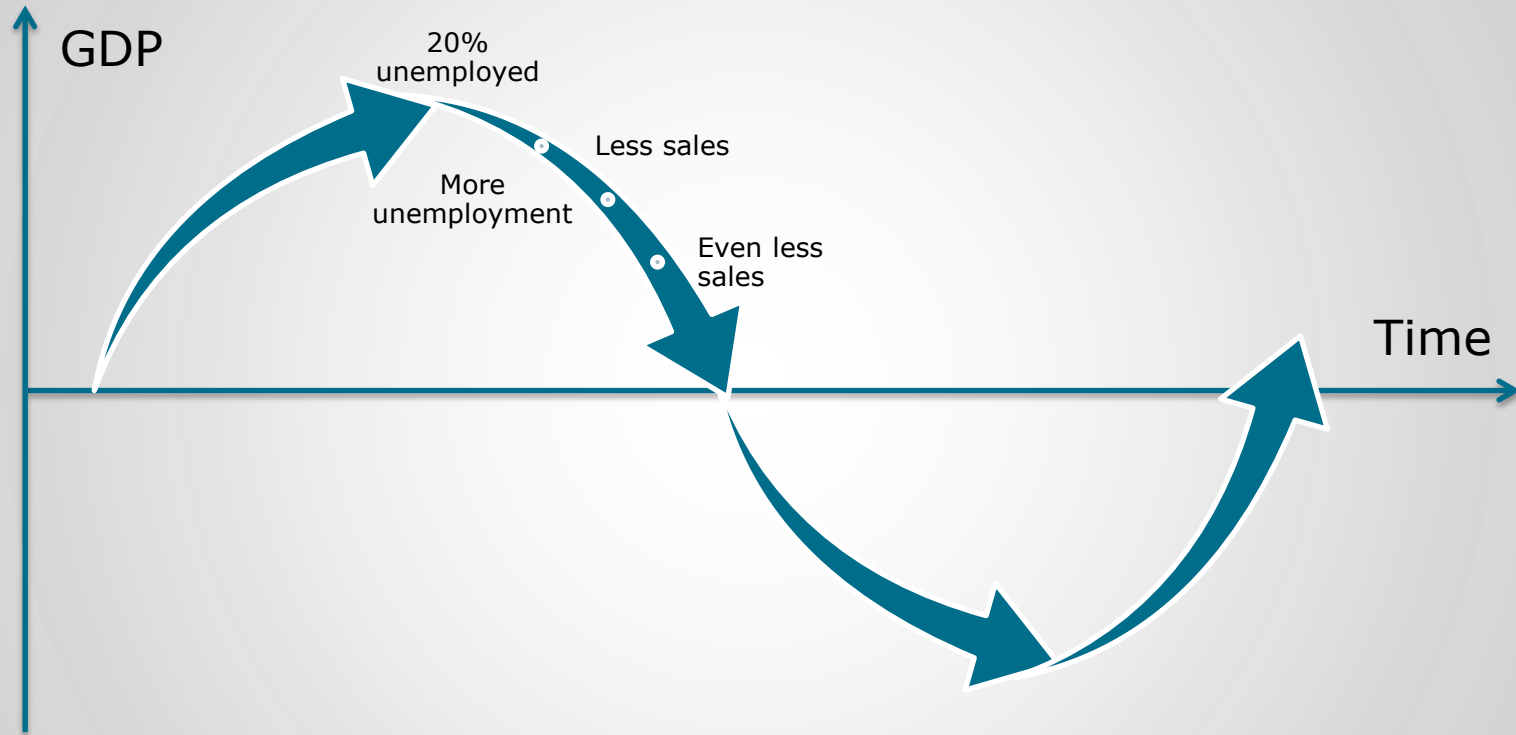
Respondents who did not want or could not give an answer are not shown



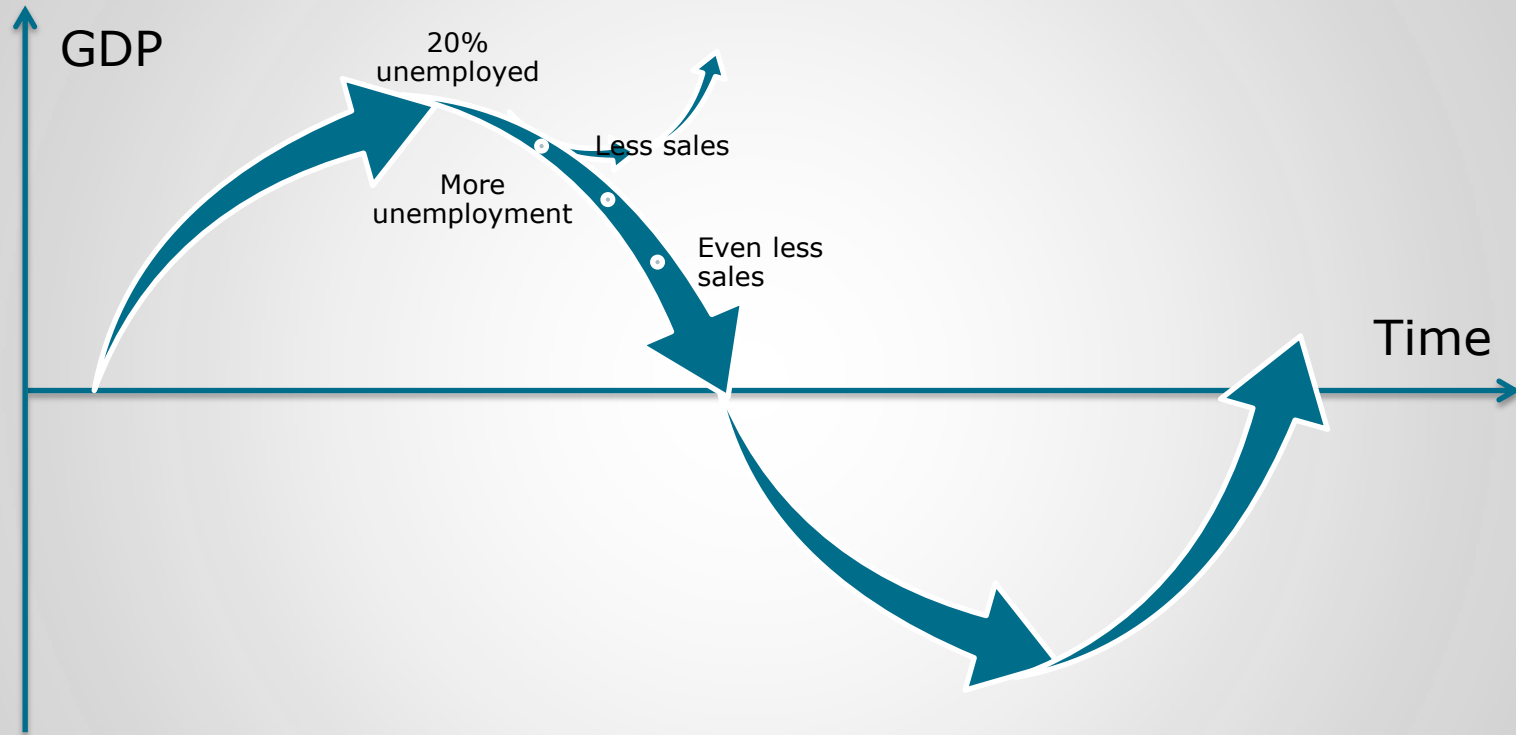
The Hypothesis



Recession



Recession



Mortgage

62 b lei May '20

Source: BNR

7% of pop 15+

Source: FM data survey
by Mercury Research
CATI,
Quarterly,
n=1,000 per quarter

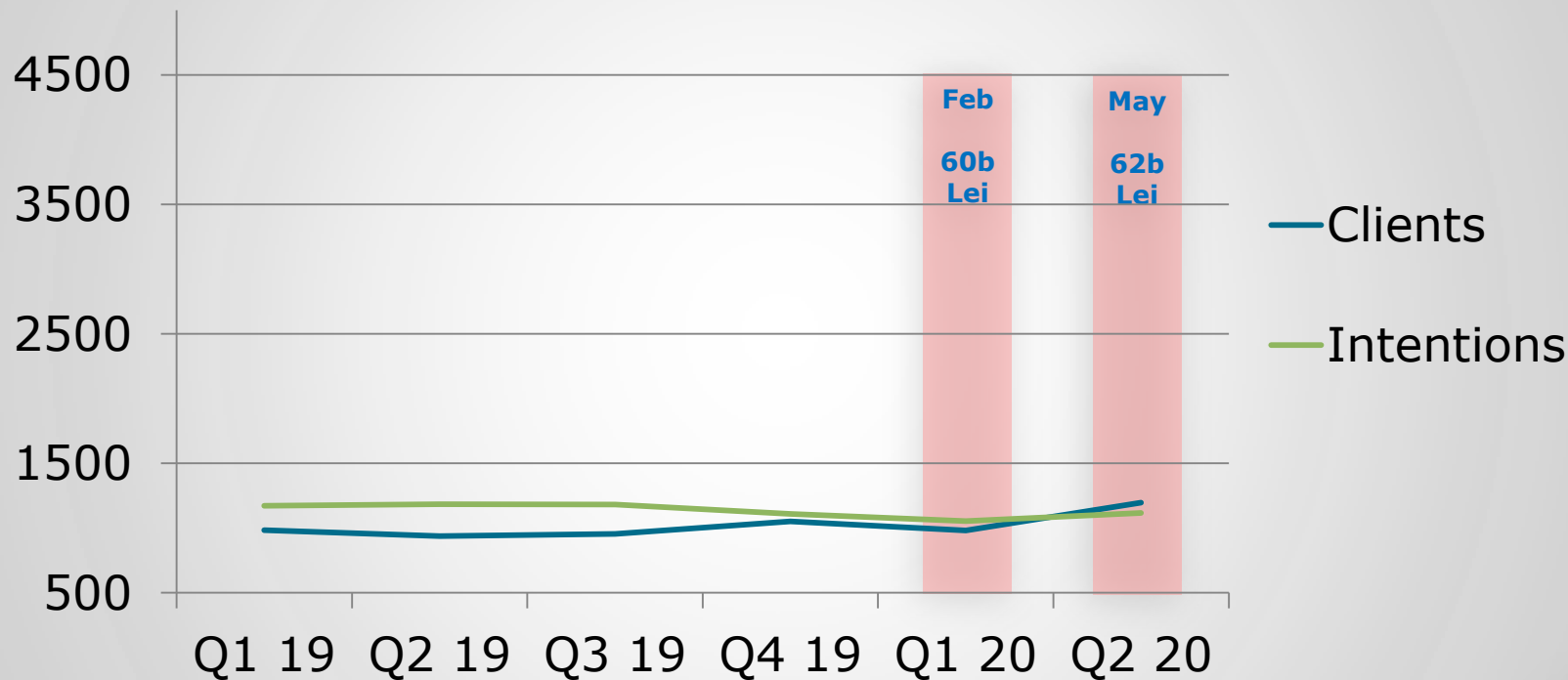
Long-term
plans



Mortgage

- no significant difference -

'000 people



Source: Mercury Research Financial Market data survey; n=1,000 CATI per quarter



Personal Loan

48 b lei May '20

Source: BNR

20% of pop 15+

Source: FM data survey
by Mercury Research
CATI,
Quarterly,
n=1,000 per quarter

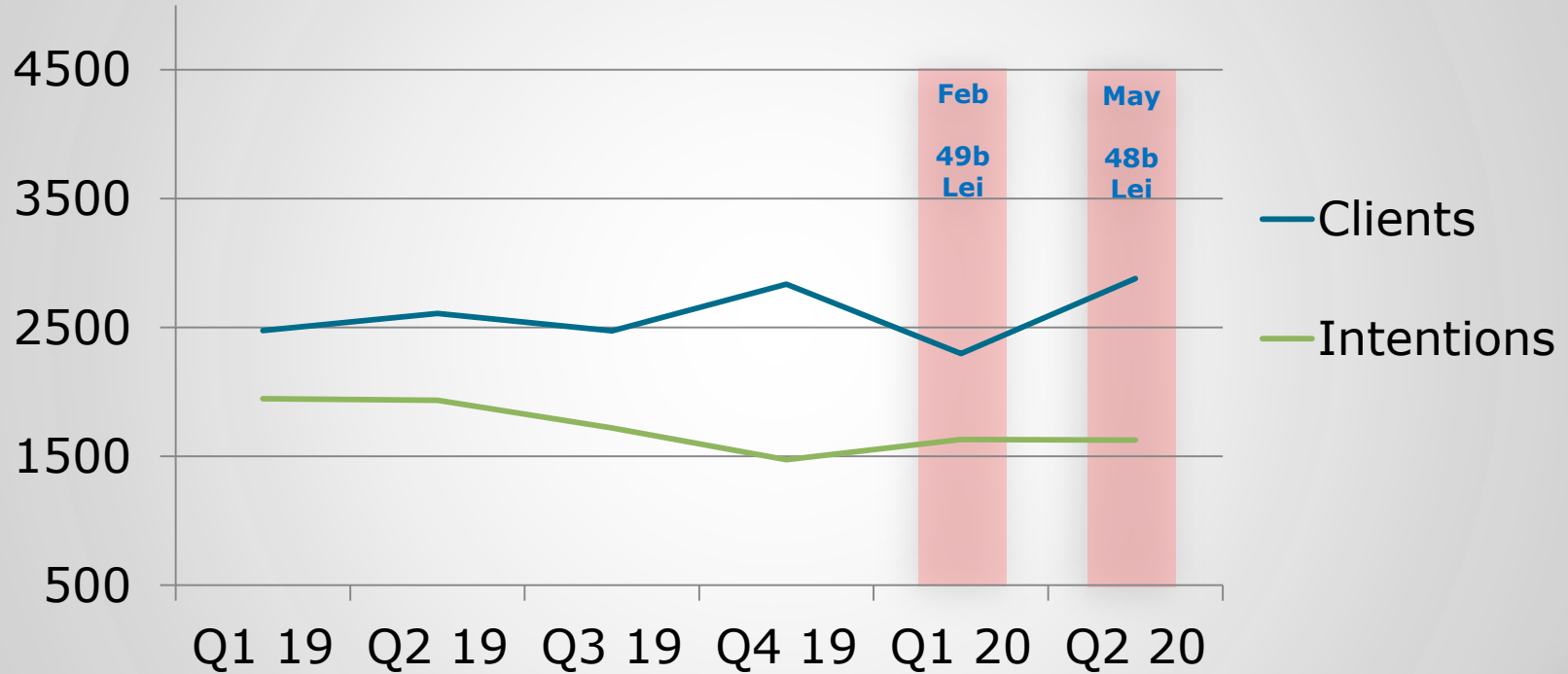
Short-term
plans



Personal Loans

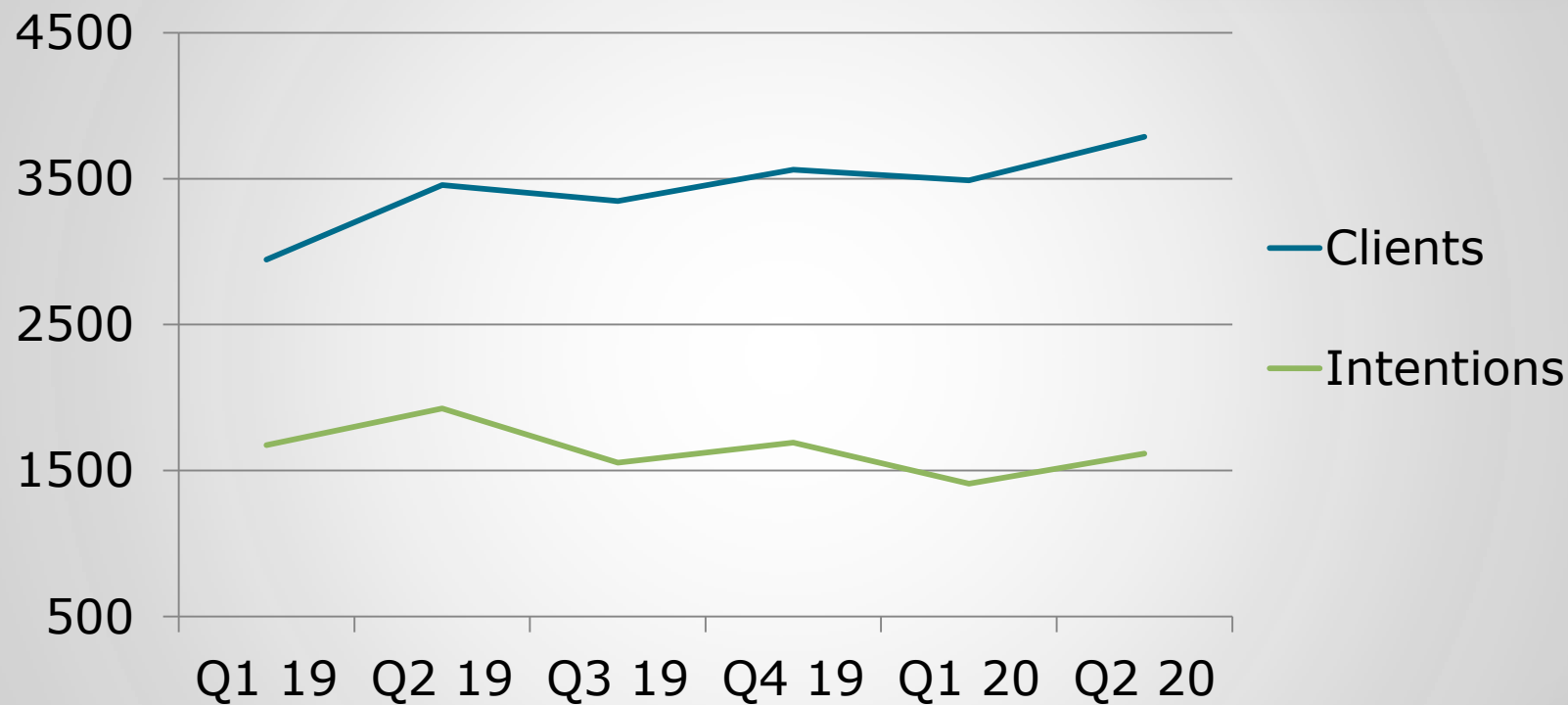
– no sig. difference, maybe a small change –

'000 people



Savings Products

'000 people

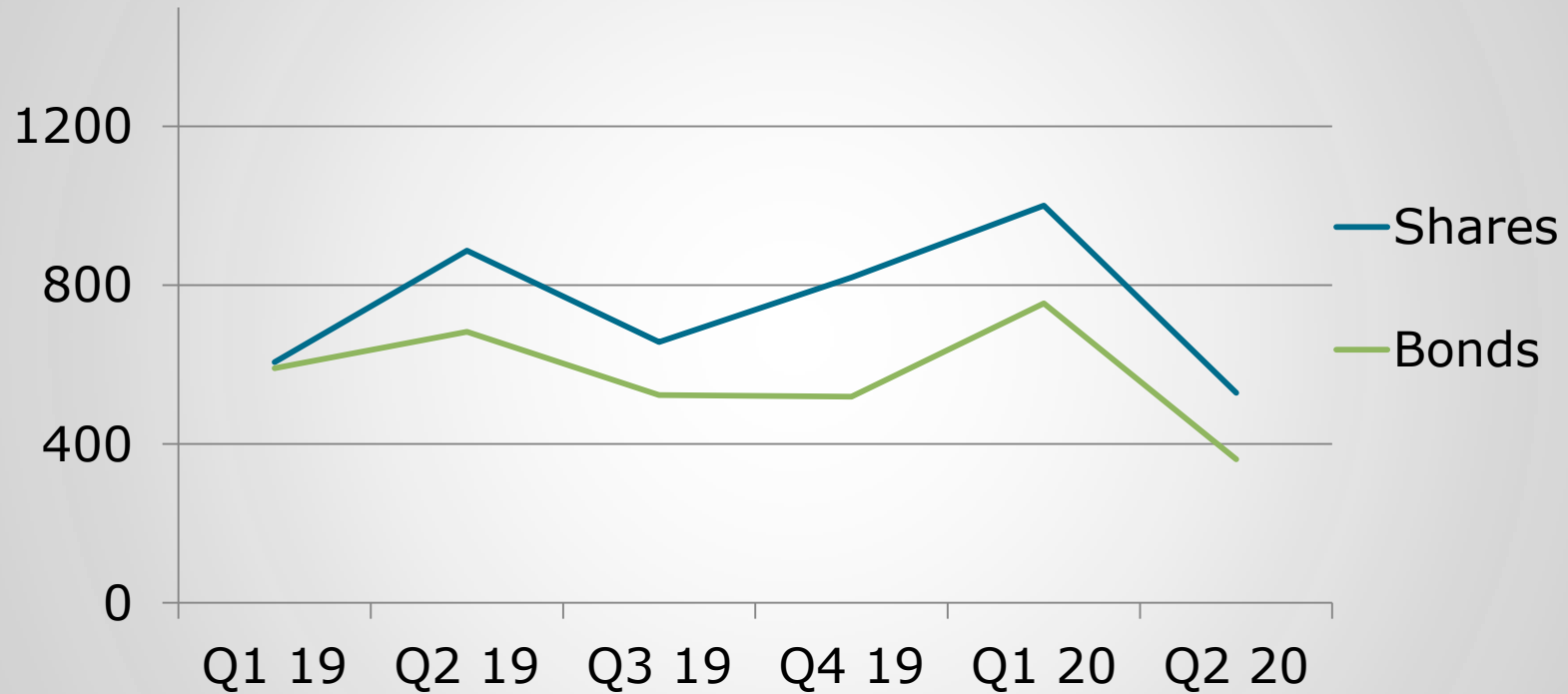


NOTHING CHANGED ?!?



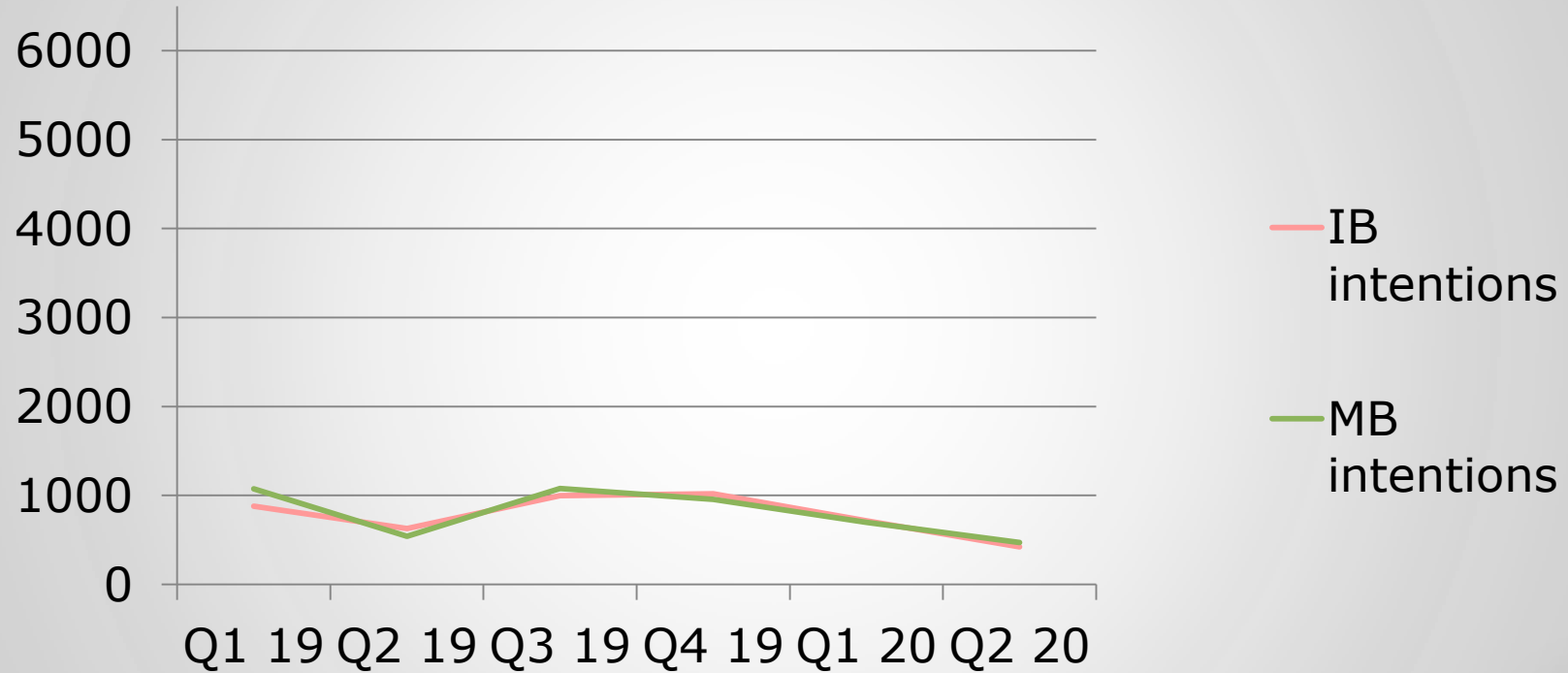
Investments Intentions

'000 people



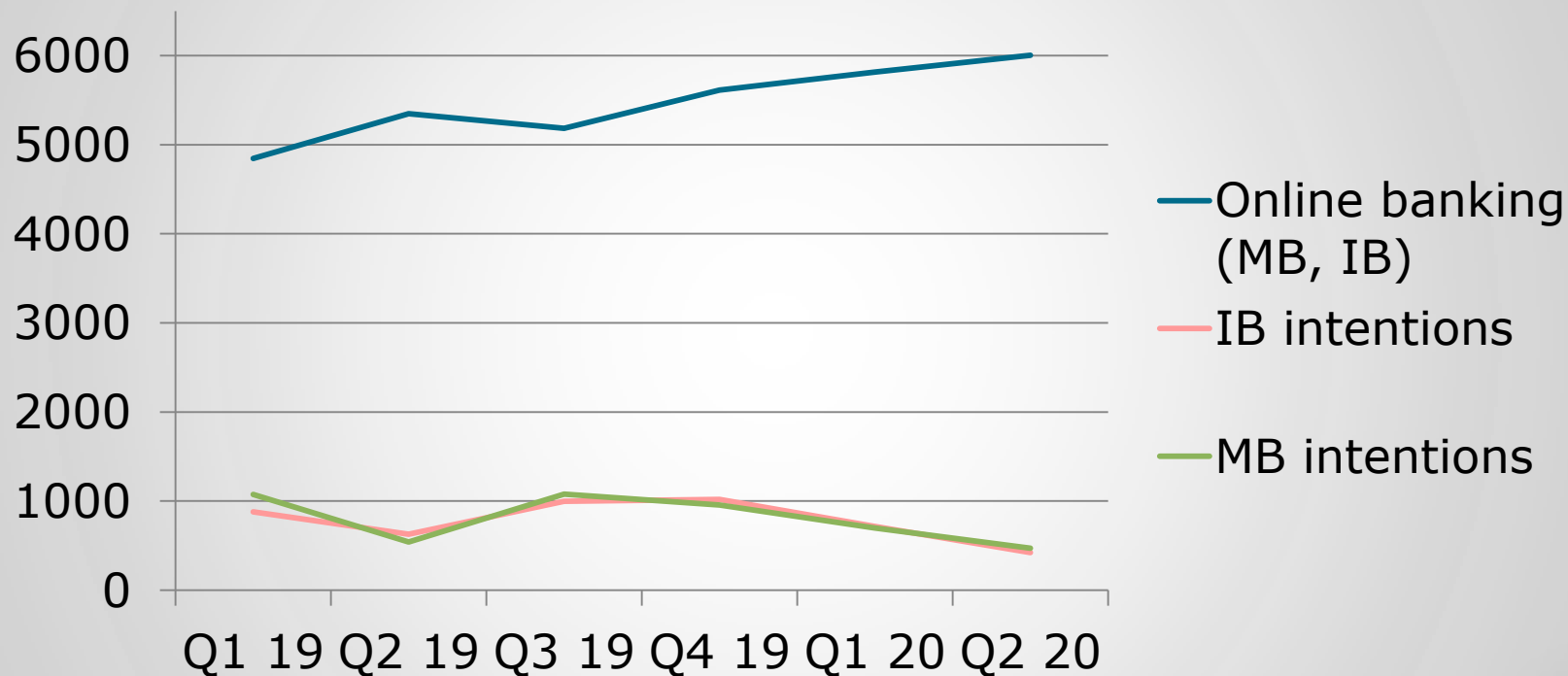
Online Banking

'000 people



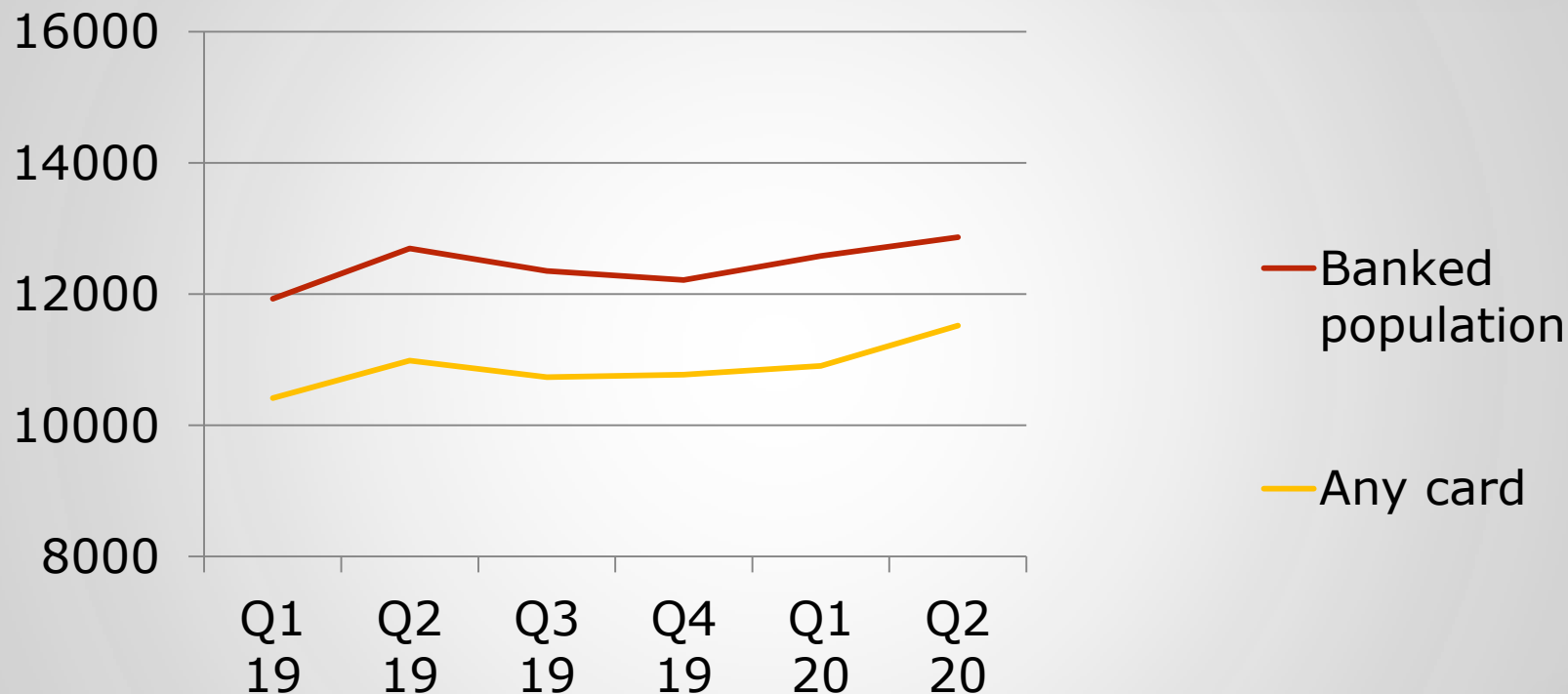
Online Banking

'000 people

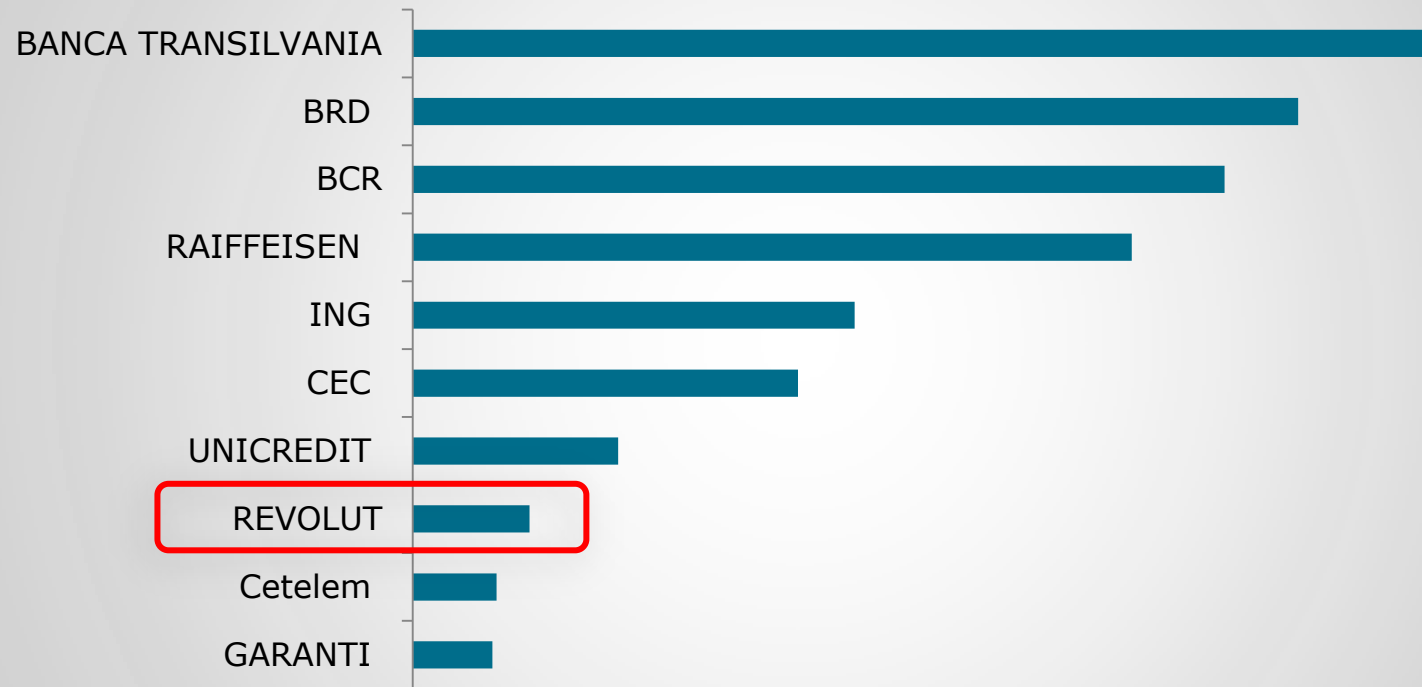


Banking Products and Cards

'000 people



Top 10 Banks – by No of Clients



Premiers

Romanian Gov. first successful economic policy – we do not expect a deep and long recession

Digital accelerated to become the norm in banking



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