

**Main conclusions of the public opinion
poll on financial awareness in the Czech
republic**

*carried out by
STEM/MARK, a. s.
in 2007*

for

**The Ministry of Finance of the
Czech republic**

Goal of the opinion poll

- The goal was to assess the level of financial literacy among the Czech populace on the basis of a subjective judgement and to identify the needs for further education in this area.

The opinion poll characteristics

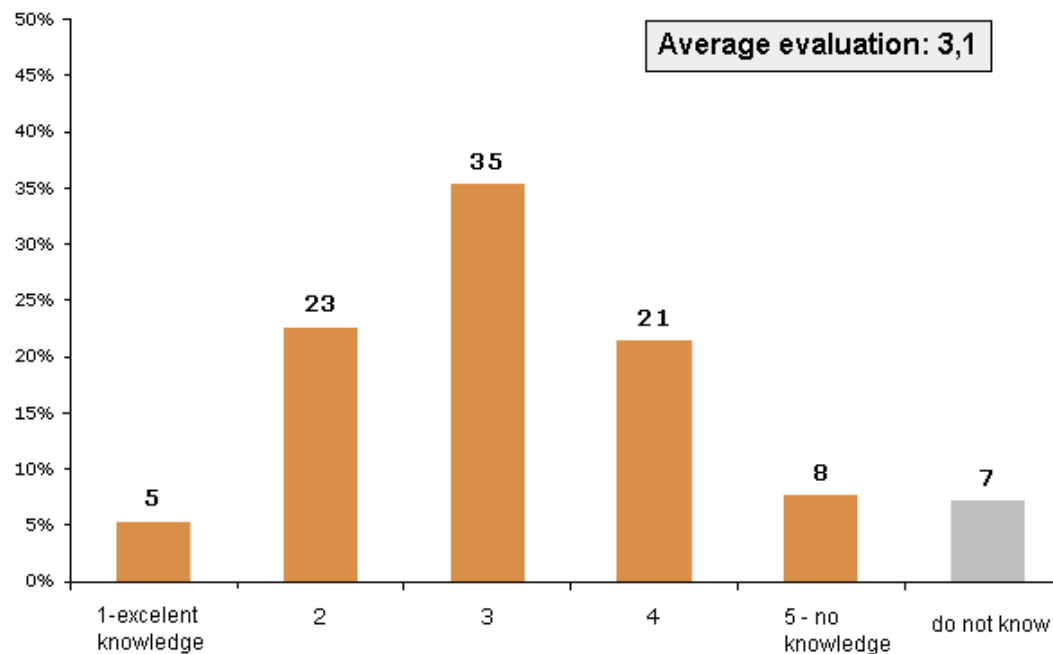
- Quantitative „face to face“ analysis by means of a standardized interview with the use of questionnaire.
- Adult Czech populace (18 and older), 811 interviews in June 2007.

Main conclusions

- The largest number of respondents (35%) assessed their level of financial literacy with a 3 (on a scale from 1 to 5 where 1 represents the best value, with a „I don't know“ answer possibility).

Selfassessment of the level of financial literacy (along the definition)

BASE: all respondents, n=811

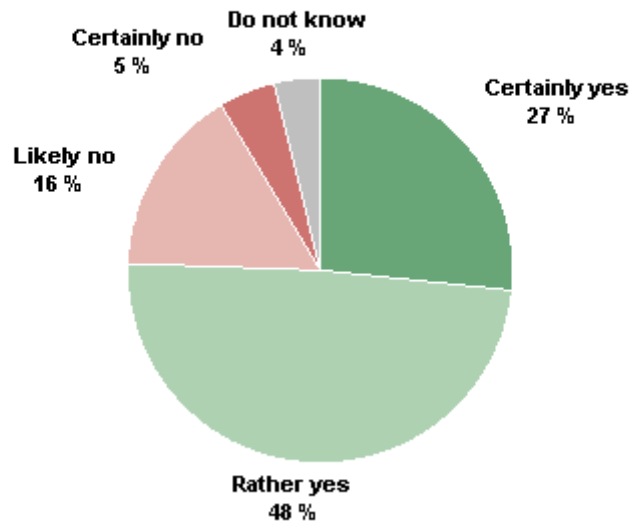


- **Approximately 3/4 adults consider both financial terms knowledge and financial education as generally important.**

(1/2)

Do you think it is important to know the financial terms and to understand them?

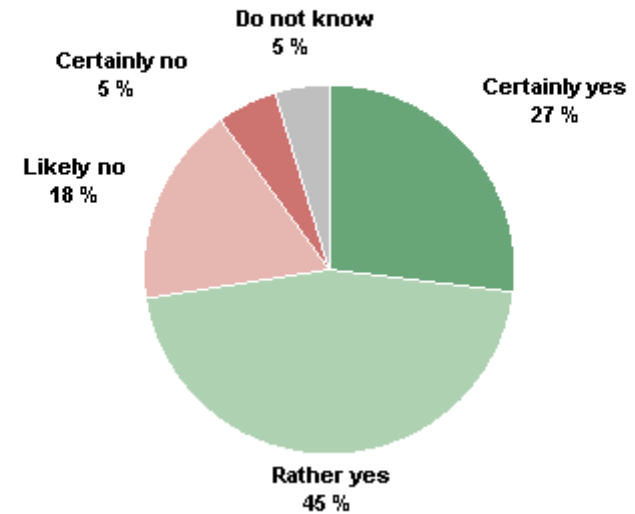
BASE: all respondents, n=811



ZD K01: STEU/HAAR, Item 6: q1a01a01 07/2007

In your opinion, is it worth getting further education and gathering new information in financial issues in order to understand the financial terms better and to be able to use them in practise?

BASE: all respondents, n=811



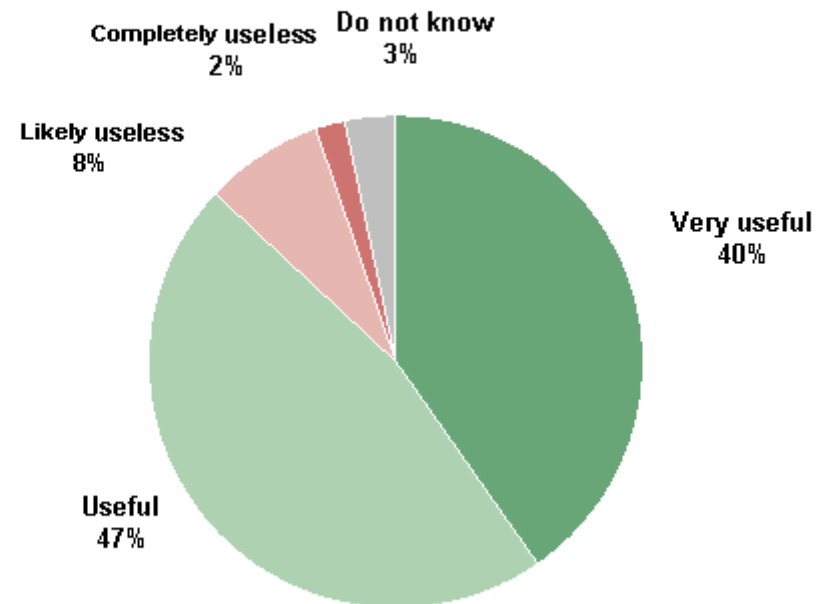
ZD K01: STEU/HAAR, Item 6: q1a01a02 07/2007

- **Approximately 3/4 adults consider financial terms knowledge and financial education generally important.**

(2/2)

What is your view on educating adults in money management (e.g. family budget, credits, investments). You consider it as:

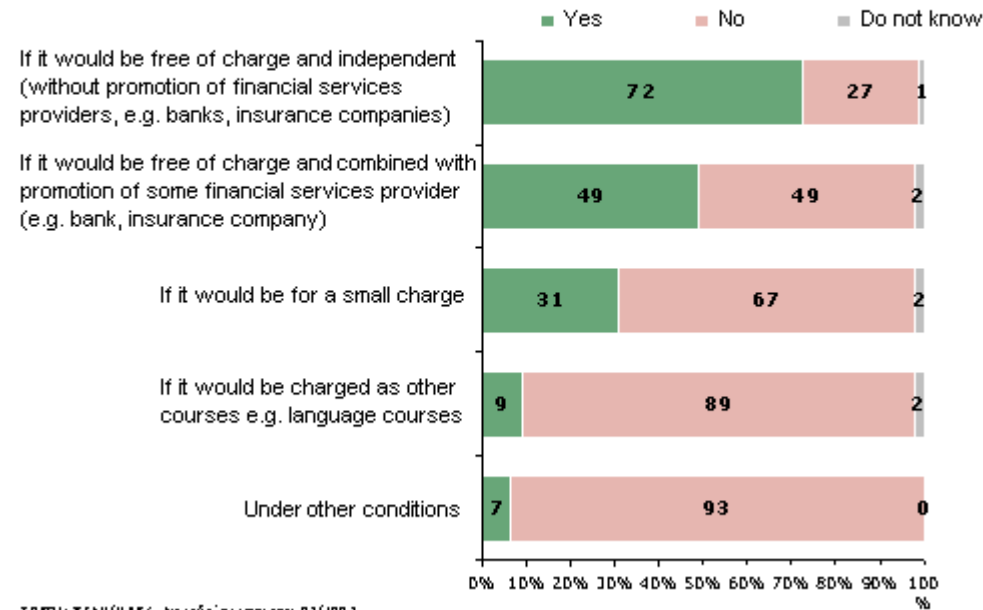
Base: all respondents, n=811



- **Organized financial education should be free of charge, independent, provided by the government or financial institutions.**

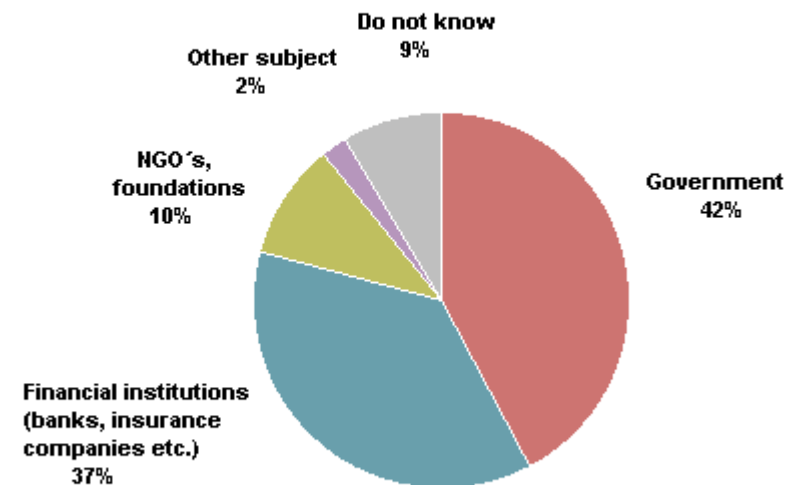
Under which conditions would you participate in a organized financial education activity?

Base: all respondents, n=811



Who should provide financial education of adults in your opinion?

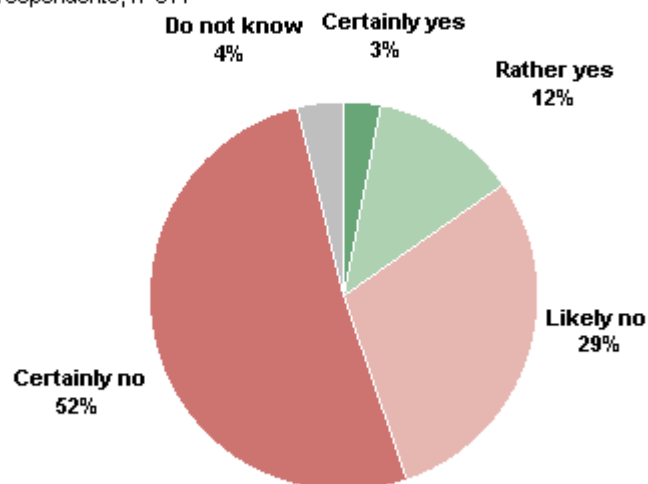
Base: all respondents, n=811



- **4/5 of the populace did not get basic financial education at school, financial education should be taught at secondary schools.**

Do you think that you received enough information necessary to orientate in the financial market issues at school?

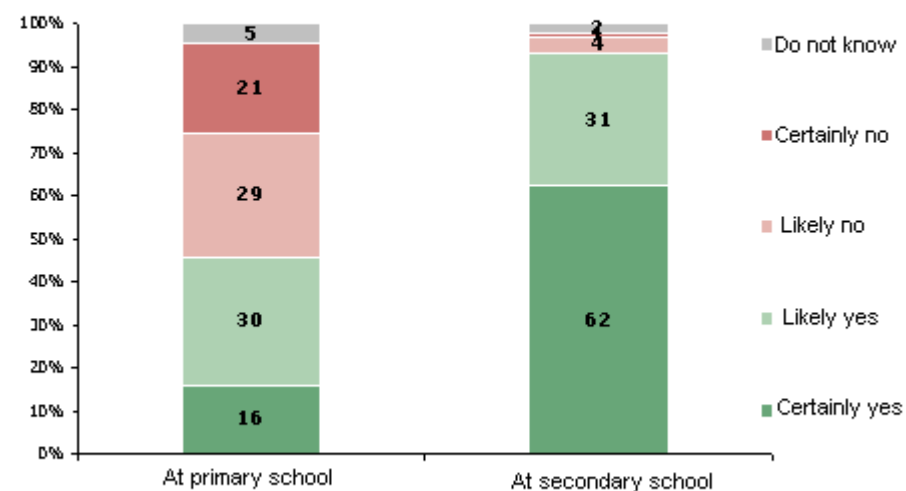
Base: all respondents, n=811



ZDROJ: STEM/MARK, Finanční gramotnost 07/2007

Do you think that financial market terms (e.g. banking, insurance, investment terms) should be included in the school curricula?

Base: all respondents, n=811



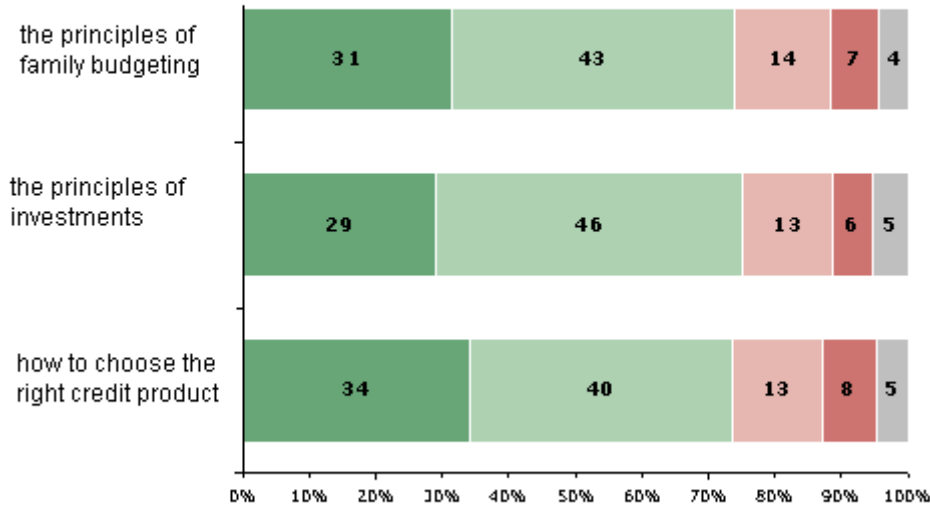
Zdroj: STEM/MARK, Finanční gramotnost 07/2007

➤ **Education on budgeting, investments and credit is broadly supported, 2/5 citizens would prefer specialized courses.**

Do you think it would be useful if pupils at school learn about

Base: all respondents, n=811

■ Certainly yes
 ■ Rather yes
 ■ Rather no
 ■ Certainly no
 ■ Do not know

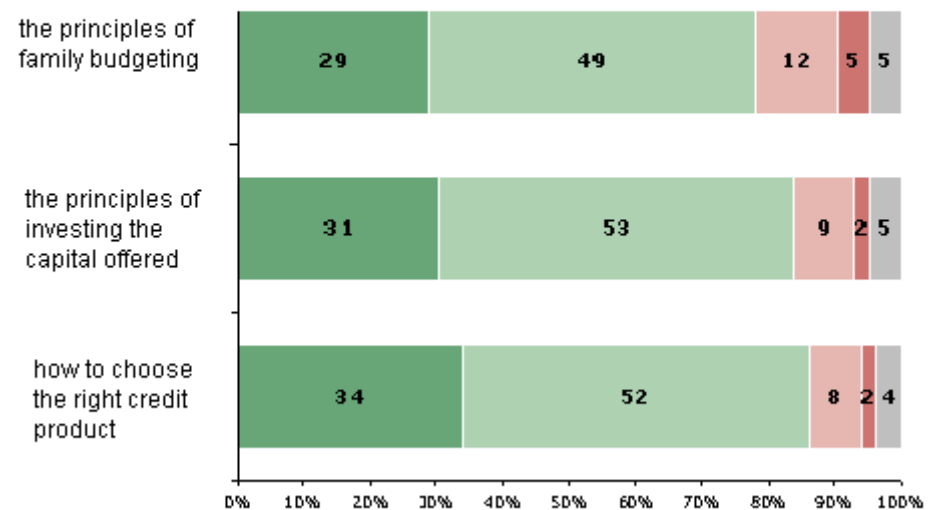


ZDROŹ: STRU/PARK, badania i badania 07/2007

And do you think that the adults should be educated in

Base: all respondents, n=811

■ Certainly yes
 ■ Rather yes
 ■ Rather no
 ■ Certainly no
 ■ Do not know

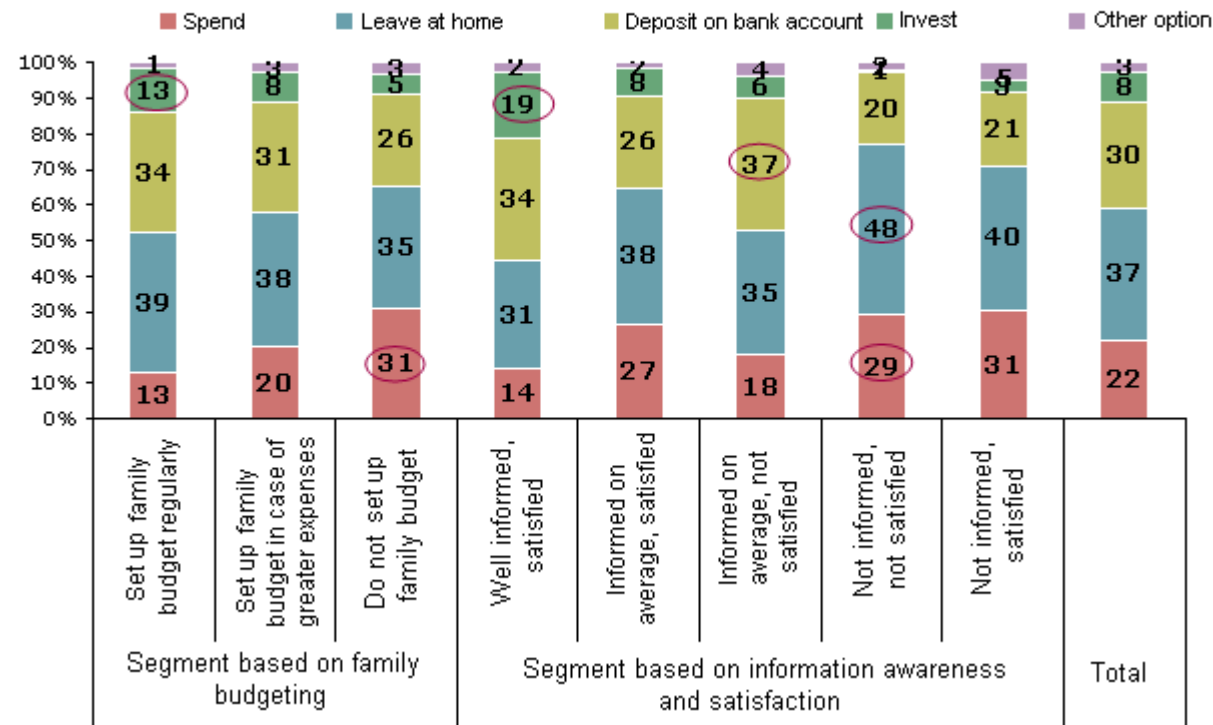


ZDROŹ: STRU/PARK, badania i badania 07/2007

- Free financial resources are most often „left at home“. With a higher level of information awareness, education and higher income the share of bank deposits and other investments grows.

Imagine that you can save 2000 CZK monthly. What would you do with this money?

Note: Comparison in individual segments



The whole Final report on the public opinion poll on financial awareness in the Czech republic is available on the Ministry of Finance website in Consumer protection section/Financial Education