

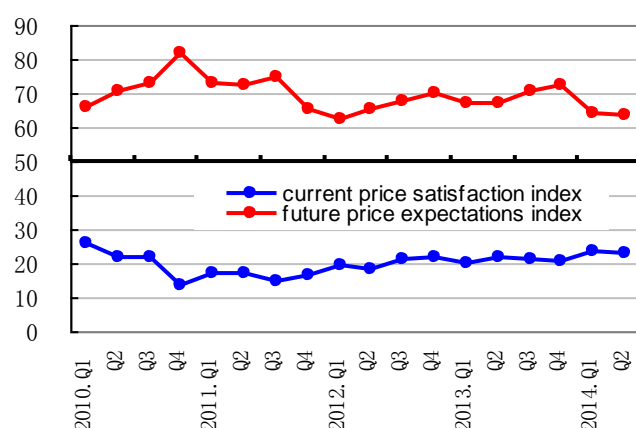
Depositor Survey Report, Q2 2014

In Q2 2014, the PBC conducted a survey of 20,000 depositors in 50 cities across the country. The survey findings indicate the following:

1. Price sentiment index

The current price satisfaction index posted 23.2 percent, down 0.4 percentage points from the previous quarter. The share of respondents who considered prices too high to be accepted increased by 0.7 percentage points quarter-on-quarter to 56.5 percent. The future price expectations index posted 63.8 percent, down 0.1 percentage points from the previous quarter. Specifically, 31.6 percent of respondents expected prices to rise in the coming quarter, 50.1 percent anticipated little change, 7.1 percent said prices will go down, and 11.2 percent were unsure.

Figure 1 Current Price Satisfaction Index and Future Price Expectations Index (Percent)

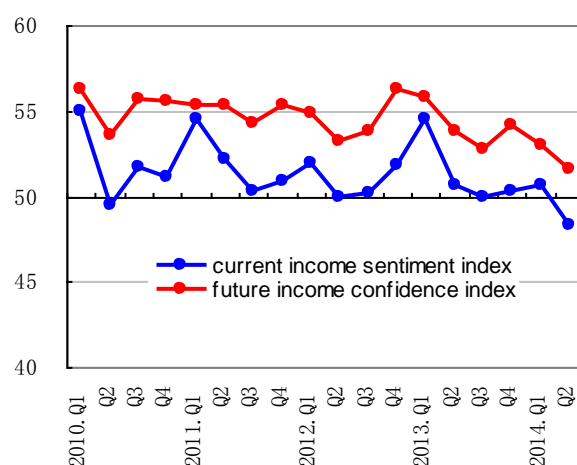


Source: PBC Financial Survey and Statistics Department.

2. Income sentiment index

The current income sentiment index stood at 48.3 percent, down from the previous quarter and the same period last year both by 2.4 percentage points. Specifically, 83.3 percent of respondents saw income rise or felt no big change in income, down 2.6 percentage points from the previous quarter and 2 percentage points from the same period last year. The future income confidence index registered 51.6 percent, falling by 1.4 percentage points from the previous quarter and by 2.2 percentage points from the same period last year.

Figure 2 Current Income Sentiment Index and Future Income Confidence Index
(Percent)



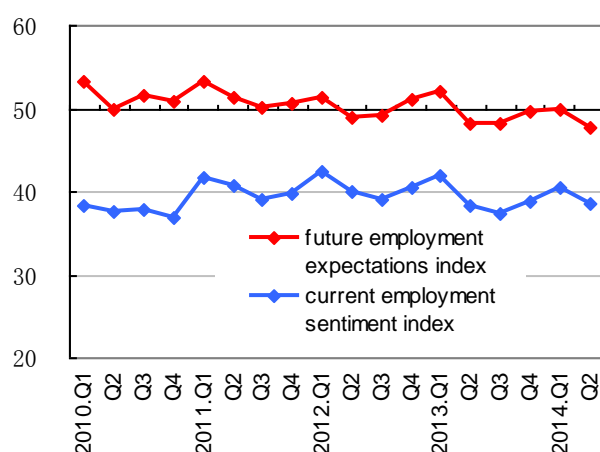
Source: PBC Financial Survey and Statistics Department.

3. Employment sentiment index

The current employment sentiment index was down 2 percentage points quarter-on-quarter at 38.6 percent. Specifically, 12.5 percent of respondents were positive about the employment situation and felt getting a job was easy, those reporting just the opposite or feeling unsure

accounted for 43.8 percent, and 43.7 percent were neutral. The future employment expectations index, at 47.8 percent, was 2.1 and 0.4 percentage points lower than a quarter earlier and a year earlier respectively.

Figure 3 Current Employment Sentiment Index and Future Employment Expectations Index (Percent)



Source: PBC Financial Survey and Statistics Department.

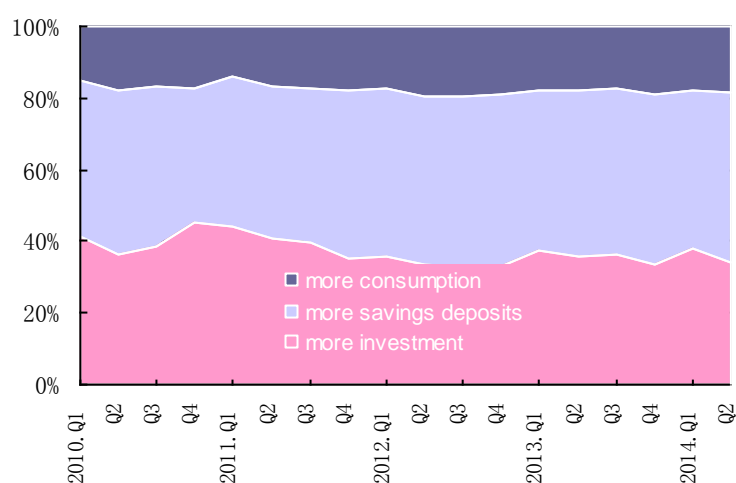
4. Savings, investment and consumption sentiment

Of the people surveyed, 47.6 percent were in favor of more savings deposits, up 3.4 percentage points from the previous quarter; 18.4 percent preferred more consumption, up 0.8 percentage points quarter-on-quarter; and 34 percent were inclined to make more investment, down 4.2 percentage points from the previous quarter. Of the preferred investment choices, the top three were purchase of funds and wealth management products, bond purchase, and property investment, picked by 30.9 percent,

16.4 percent and 14 percent of respondents respectively.

For the next three months, 15.9 percent of respondents had car purchase plans, down 0.4 percentage points from a quarter ago; willingness to purchase big-ticket items (such as appliances, furniture and high-end goods) stood at 24.8 percent, down 0.8 percentage points from the previous quarter; and sentiment for travel posted 30.3 percent, rising by 4 percentage points from the previous quarter and by 1.2 percentage points from the same period last year.

Figure 4 Savings, Investment and Consumption Sentiment



Source: PBC Financial Survey and Statistics Department.

5. House price expectations and house purchase sentiment

The respondents who considered current house prices too high to be accepted accounted for 63 percent, decreasing by 1.3 percentage points from the previous quarter, while 34.2 percent thought house prices were

acceptable and 2.8 percent expressed satisfaction.

With regard to house prices in the next quarter, 21.2 percent of respondents expected an uptrend, 50.3 percent said there will be little change, 15.1 percent anticipated a fall, and 13.4 percent were unsure.

Those who had house purchase plans for the next three months accounted for 14.4 percent, down 0.6 percentage points from the previous quarter but up 0.4 percentage points from the same period a year earlier.

Appendix Depositor Survey Indices

Percent						
	Current Price Satisfaction Index	Future Price Expectations Index	Current Income Sentiment Index	Future Income Confidence Index	Current Employment Sentiment Index	Future Employment Expectations Index
2011 Q2	16.8	72.2	52.1	55.3	40.7	51.3
2011 Q3	14.8	74.8	50.3	54.3	39.1	50.2
2011 Q4	16.5	65.4	50.9	55.3	39.8	50.6
2012 Q1	19.7	62.1	51.9	54.9	42.3	51.3
2012 Q2	18.2	65.5	50.1	53.2	40.1	48.9
2012 Q3	21	67.6	50.2	53.8	39	49.3
2012 Q4	22	70.2	51.8	56.3	40.6	51.2
2013 Q1	20	66.9	54.6	55.8	41.9	52
2013 Q2	21.8	66.8	50.7	53.8	38.3	48.2
2013 Q3	21.4	70.5	49.9	52.8	37.3	48.3
2013 Q4	20.5	72.2	50.3	54.1	38.8	49.7
2014 Q1	23.6	63.9	50.7	53	40.6	49.9
2014 Q2	23.2	63.8	48.3	51.6	38.6	47.8

Notes:

1. Data in the table are rounded to one decimal place.
2. Data come from PBC-conducted depositor surveys.