



**CARDIF**

A BNP PARIBAS company

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PRESS RELEASE

## ***EUROPEAN WOMEN AND PROTECTION OF FINANCIAL COMMITMENTS***

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According to the results of the 2005-2006 survey conducted by Cardif, the Life Insurance arm of BNP Paribas, European women express **a general feeling of vulnerability to life's contingencies**.

The survey also points to inter-country differences:

- French women display the highest degree of fear of divorce or separation;
- Polish women fear death (9.1 out of on a scale from 1 to 10), dread disease (9/10), unemployment (8.7/10) and forced relocation (4.4/10);
- Italian women fear severe events impacting family members (8.4 on a scale from 1 to 10), road accidents (8/10), and change in professional status (6.8/10);
- Portuguese women display the highest anxiety regarding unexpected expenses and multiple births;
- Lastly, Dutch women show the highest degree of serenity.

Vulnerability to the uncertainties of the future is often associated with the **expression of financial vulnerability**:

- 64.3% of Polish women surveyed say that, in case of unemployment, they would be unable to maintain their current standards of living for more than 3 months;
- German women seem to be the most financially robust: 48% say they could maintain their current standards of living for over a year in case of unemployment. This robustness stems from strict budget control: 97% of German women say they strictly control their monthly expenses, vs. 80% for the average European woman.

Despite their concerns for the future, European women are not prepared to change their consumption patterns and **still heavily rely on credit**:

- The most popular purchase on credit involves real estate (91% of Belgian women) and motor (74% of French women and 1 out of every 2 women in the U.K.);
- Second in line, medical expenses (72% of Portuguese women, but only 39% of French women), and children's education (59% of Polish women and 49% in Switzerland);
- Ranked third are travel and holidays (25% of Polish women), and home improvements (29% in Portugal, 19% in Belgium, 16% in Germany, 9% in Switzerland).

1 This survey covers a sample population of 16,000 people in 16 countries: Germany, Belgium, Brazil, Chile, Spain, France, Italy, Japan, Mexico, Netherlands, Poland, Portugal, Czech Republic, United Kingdom, Switzerland, Taiwan.

Survey data collection and analysis were conducted by the Corporate Communications Department of TNS SOFRES, the opinion survey specialist. Opinion surveys research subjective data (satisfaction, appreciation, judgement, taste, attitudes...) as opposed to factual surveys dealing with objective data (purchasing behavior, audience measurement, and number of existing credit products).

In such a paradoxical context of both fear of the future and propensity for consumption and credit, **insurance solutions to cover bills and credit payments in case of unexpected events are very attractive for European women**. Thus, 38% of French women consider this type of insurance to be essential protection and 79% of Portuguese women say it would make their lives much easier.

*Cardif ([www.cardif.com](http://www.cardif.com)) is the life insurance subsidiary of BNP Paribas Assurance, designing and selling savings and protection products since 1973, through multiple distribution channels. Today present in 31 countries, with strong positions in Europe, Asia and Latin America, Cardif totals more than 150 institutional partners worldwide, including 39 of the first 100 global banks. Protection gross written premiums reached €BN 2.4 in 2004, up 19% vs. 2003. Cardif is now one of the world leaders in Creditor Insurance.*

*BNP Paribas Assurance ([www.assurance.bnpparibas.com](http://www.assurance.bnpparibas.com)) is the insurance arm of BNP Paribas, with over 5,000 staff members, including 2,900 abroad. Gross written premiums reached €BN 11.4 in 2004, 26% of which abroad.*

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