

# Save What Matters

## A TymeBank online survey

South Africans have had to navigate all the uncertainty and challenges of this “new normal” - from financial to lifestyle. However, this time has also created a pause moment for us to reflect on what’s truly important and re-evaluate our priorities.

To uncover valuable insight into what matters most to South Africans, TymeBank conducted an online survey to reveal our greatest ambitions and the goals the nation has set at the top of their list.

The results were incredibly encouraging. The survey results demonstrated that despite everything, South Africans are focused on what is in their control.

## What South Africans value most

When it comes to preserving what money can't buy, what matters most to the majority of South Africans is their physical, mental, and emotional health.



**54,9%**  
Physical, mental  
and emotional  
health



**6%**  
Community



**27,6%**  
Money



**6,9%**  
Culture

“Owning a home provides both physical and capital protection.” - Respondent

## Financial goals that matter

Education, a house and creating generational wealth are top priorities.

“Giving my children education is like giving them generational wealth.” - Respondent

Education	Buying a house	Creating generational wealth
<b>35,6%</b>	<b>22%</b>	<b>20,3%</b>

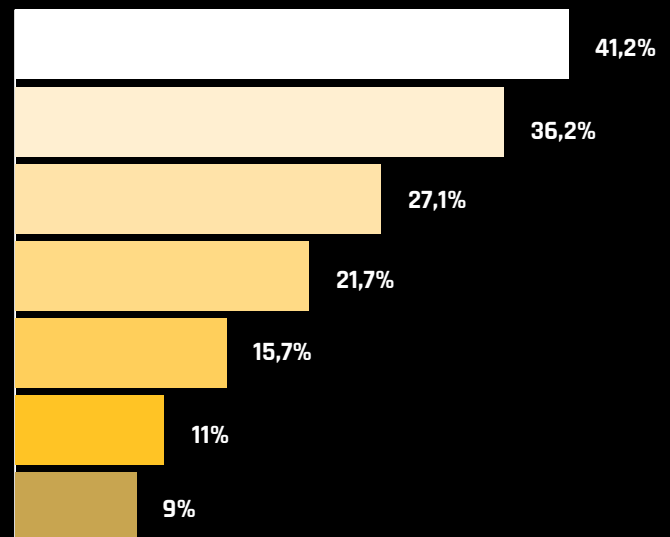
\*Recipients could select more than one option.

Knowing what matters most is the first key step in building the future you want and having a plan to turn your dreams into goals will get you there. TymeBank offers a saving solution, GoalSave, which offers up to 8% interest with immediate access to your savings.

Visit [tymbank.co.za](http://tymbank.co.za) to learn more about how GoalSave can help get you started.

“I grew up poor and never want my children to experience the life I had ” - Respondent

## Goals South Africans are actively saving for



- Education
- Buying a house
- Creating generational wealth
- Investing in a side hustle/business
- Travel
- Car
- Hobby/passion project

\*Recipients could select more than one option.

# Study methodology

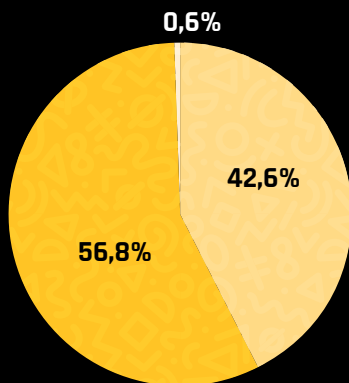
The TymeBank online survey was conducted among a cross-section of South African adults with digital access. Respondents were profiled on a number of demographic attributes, including: gender, population group, province, household income and marital status. A total of 1,585 respondents completed the survey.

## Provinces

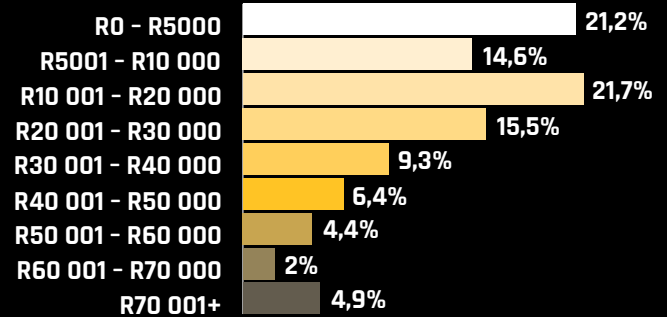
<b>46,4%</b> Gauteng	<b>3,8%</b> Limpopo
<b>18,5%</b> Western Cape	<b>3%</b> Mpumalanga
<b>11,5%</b> KwaZulu-Natal	<b>2,3%</b> North West
<b>5%</b> Eastern Cape	<b>1,8%</b> Northern Cape
<b>4,5%</b> Free State	<b>3,2%</b> Other

## Gender

- Male
- Female
- Other

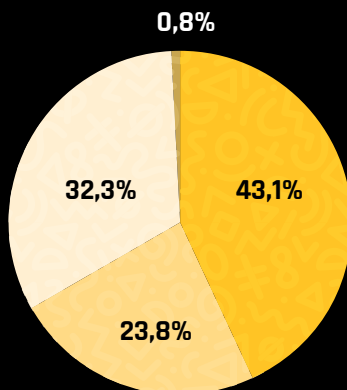


## Income

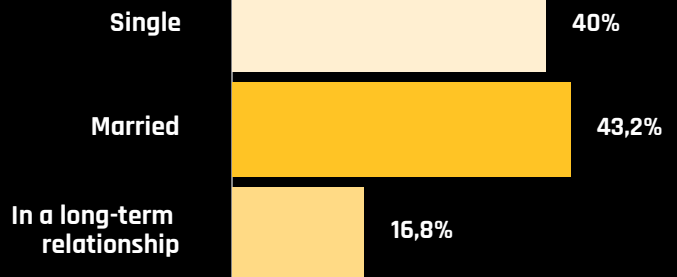


## Race

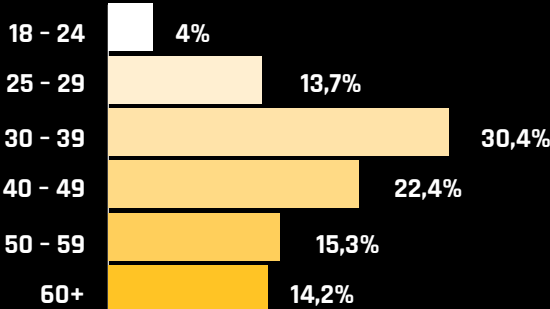
- Black African
- Coloured, Indian, Asian
- White
- Other



## Relationship



## Age



## Caregiver status

- Parent/primary caregiver
- No dependants

