

Press Release

cominvest and BBDO Consulting present “Perspectives 2007/2008“

Prerequisites for the development of an equity culture in Germany are given / Three out of four German nationals recognise the need for a private pension / Financial knowledge and willingness to take risks with investments greater than expected / These are the key results of the representative study “Perspectives 2007/2008” by BBDO Consulting on behalf of investment company cominvest

The German people possess greater financial savvy than expected. This was the outcome of a representative study by cominvest and management consultancy BBDO Consulting. Key findings of the study: 74% of Germans recognise the need for a private pension. They also more readily accept the benefit of share investments for financial security in old age. Furthermore, the German people are significantly more clued-up than they are presumed to be with regard to financial savvy and their willingness to take risks: 73% of those surveyed were able to answer questions on different types of investments correctly. 83% even gave the right answer to questions regarding share investments. And one in three people asked was willing to take risks with their investments.

Nevertheless, certain measures and focused action points need to be taken by investment companies, in politics and in the media to facilitate a definitive breakthrough in the market. Complicated products cause uncertainty and resistance among investors. 59% of those surveyed would like more clarification and a better understanding of financial products, while 57% would like simpler product information. Two thirds of those questioned also expressed a strong desire to benefit from the success of the company they work for through so-called employee shares, although the majority would prefer indirect employee participation to shares.

1,500 people between the ages of 18 and 60 were surveyed for this study by means of an online questionnaire. The design of the survey consisted of direct questions and a conjoint analysis. The study was carried out between the 16th of July and the 6th of August by BBDO Consulting on behalf of cominvest.

BBDO Consulting

BBDO Consulting is the top international management consultancy for market-oriented business management. Together with its clients, BBDO Consulting develops and implements strategies for market adaptation and translates them into tangible, behaviour-influencing principles and systems. International blue chip clients and market leaders have trusted its unparalleled expertise in the areas of strategic brand and customer management since the company's inception in 2000. BBDO Consulting builds upon the comprehensive know-how of its staff from both consultancy and industry. Excellent knowledge of local markets combined with a global outlook contributes to their success in offices in Düsseldorf, Johannesburg, London, Madrid, Moscow, Munich, Shanghai, Tel Aviv and Zurich. BBDO Consulting is part of BBDO Worldwide, one of the leading international agency networks with over 290 offices in 77 countries.

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