






Large discrepancies between countries in ratings for the appeal of financial services

How attractive are the various kinds of savings, investments or assets in different countries






Possible responses provided

| Kinds of savings, investments or assets which are evaluated as very attractive or attractive | Germany  | Spain  | France  | UK  | USA  | Maximum difference between countries |
|---|--|--|---|---|--|--------------------------------------|
| Number of respondents | 1.777 | 756 | 800 | 808 | 827 | |
| Owner-occupied flat/own house | 75% | 68% | 37% | 57% | 53% | 38 |
| Company pension scheme (e.g. direct insurance, pension plan, pension fund) | 41% | 20% | 15% | 53% | 48% | 38 |
| Savings | 10% | 38% | 17% | 45% | 33% | 35 |
| Call account (or day-to-day money or short-term savings account) (invested money is available on a daily basis) | 19% | 31% | 16% | 47% | 15% | 32 |
| Unit-linked life insurance policy | 11% | 9% | 30% | 18% | 41% | 32 |
| Shares | 17% | 17% | 10% | 22% | 31% | 21 |

The appeal of gold and fixed-interest securities are rated similarly across all countries

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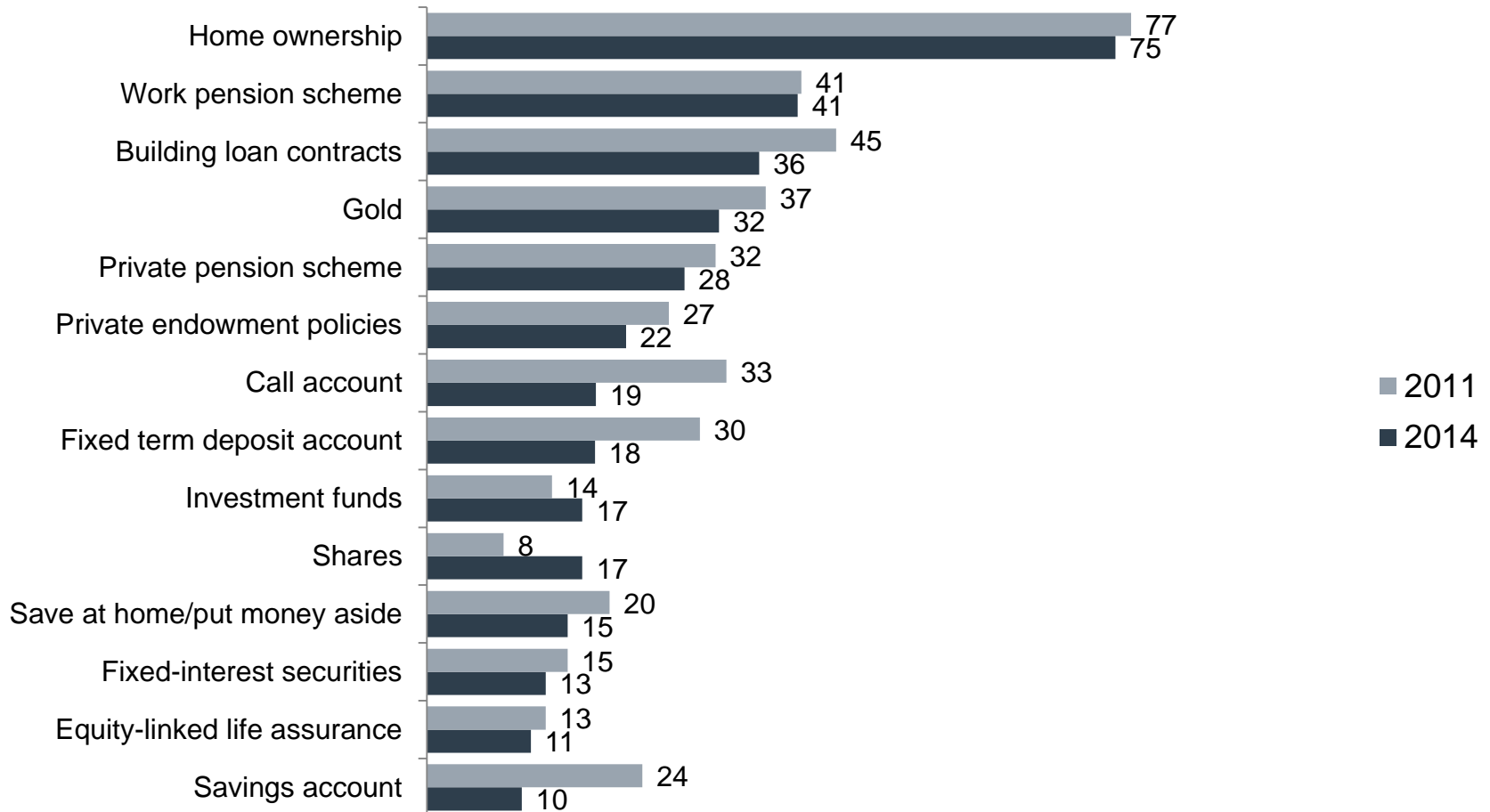
Possible responses provided

| Kinds of savings, investments or assets which are evaluated as very attractive or attractive | Germany  | Spain  | France  | UK  | USA  | Maximum difference between countries |
|--|--|--|---|---|--|--------------------------------------|
| Number of respondents | 1.777 | 756 | 800 | 808 | 827 | |
| Investment funds | 17% | 17% | 4% | 16% | 25% | 21 |
| Savings bond (Other terms for this also include: savings bank certificate, investment certificate) | 10% | 10% | 3% | 17% | 24% | 21 |
| Fixed deposit account (invested money is available monthly or quarterly) | 18% | 26% | 8% | 15% | 19% | 18 |
| Save at home, put money aside/ safe-deposit box | 15% | 16% | 14% | 31% | 29% | 17 |
| Gold | 32% | 28% | 23% | 21% | 24% | 11 |
| Fixed interest securities (Other terms for this also include: federal savings bonds, bond issues) | 13% | 11% | 5% | 12% | 15% | 10 |

Germany: appeal of many financial services has dropped in recent years

How appealing do you rate the products, financial investment and savings options listed below?

Multiple choice; financial services rated as very attractive and attractive



Source: GfK Verein Investment barometer, 2011, October/November 2014

Method chart

Survey description

| | |
|----------------|---|
| Source: | GfK Verein/GfK Compact |
| Method: | GfK GLOBO BUS (face-to-face survey or telephone interviews) |
| Survey period: | October/November 2014 |
| Target group: | Private financial decision-makers aged 14 and over |
| Sample: | N = 4.968 respondents |
| of which: | |
| Germany | n = 1,777 |
| UK | n = 808 |
| France | n = 800 |
| Spain | n = 756 |
| USA | n = 827 |