Table of Contents

Introduction		L
1.1	Objective	4
1.2	Methodology	4
1.3	Comparability and consistency	5
Most in	nportant results	6
Asset co	omposition	9
3.1	Equity owners	9
3.2	Non-equity owners	21
3.3	Comparison with other Swiss studies	22
3.4	Comparison with foreign studies	24
Equity culture		25
Information phase		29
5.1	Information medium	29
5.2	Other information sources	31
5.3	Newspapers	33
5.4	Internet	34
5.5	Television	35
5.6	Stock prices	35
Decision phase		36
6.1	Reasons for investing in equities	36
6.2	Taking the investment decision	38
Trading phase		40
Perform	nance measurement and return on investment	44
Corporate Governance		48
Appendix		54