

Who was interviewed?

As part of the study, 1,055 managers from large German companies with an annual turnover of \geq EUR 500 million were surveyed (see Figure 1)* 150 of them are managers in a DAX 40 company.

1.055

managers surveyed from large companies in Germany, Austria and Switzerland.

The managers surveyed primarily gained their experience with consultants in their position as a member of the board or management, as a budget manager or as a project manager (see Figure 2).

150

150 managers surveyed from DAX 40 companies

The data was surveyed in writing from May to October 2023 based on a standardised questionnaire and supplemented by telephone and personal interviews.

* 558 from companies with a turnover \geq EUR 1 billion, 43 from banks with total assets \geq EUR 50 billion; 26 from insurance companies with gross premiums \geq 5 billion euros

Figure 1: Managers surveyed by sector

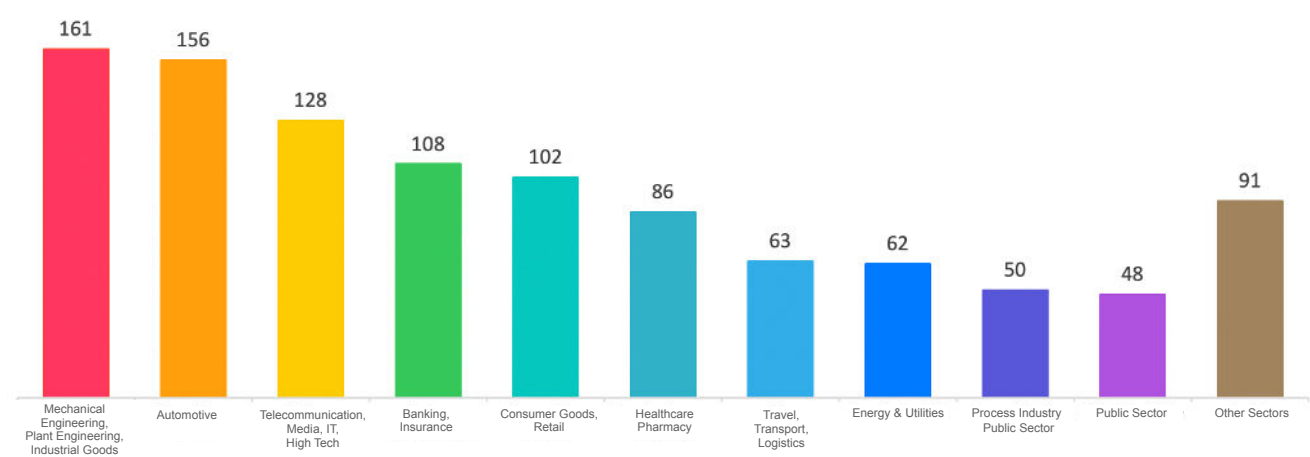
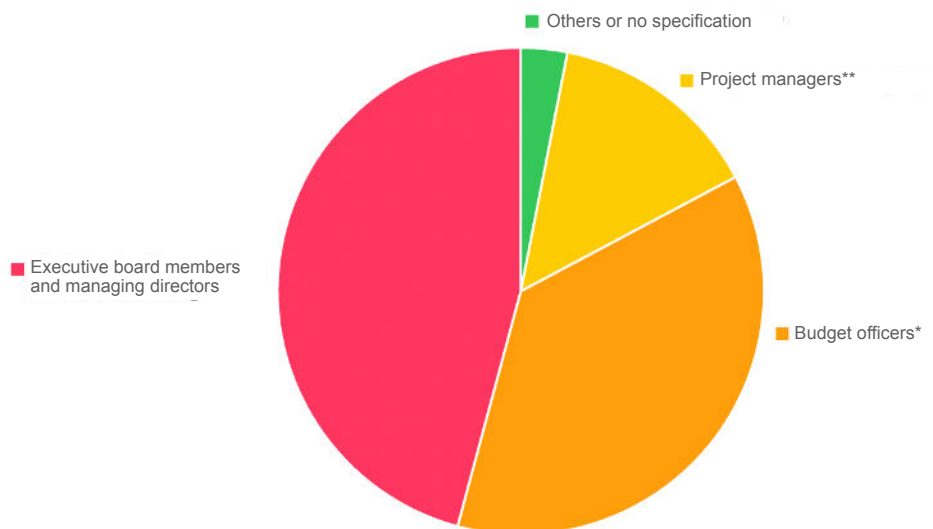


Figure 2: Managers surveyed by decision-maker group



* Not at the same time members of the Executive Board or management

** Not at the same time budget officers or Executive Board members or members of management