

The Growing Appeal of Impact Investing Contrasting U.S., UK and Germany Attitudes

ENGINE
INSIGHTS

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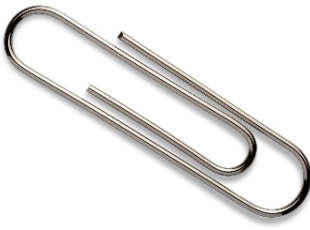
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Methodology



Who:

This report presents the findings of a 2020 Online CARAVAN® Omnibus Survey conducted among a representative sample of adults 18 years of age and older in the U.S. (N=1,002), UK (N=1,004), and Germany (N=1,004). A similar survey was conducted in the U.S. among a sample of 1,028 respondents in 2016, 1,005 adults in 2018, and 1,003 adults in 2019. A year-over-year comparison of U.S. results is provided for questions that remained similar or identical.



How:

The study was fielded using Engine's Online CARAVAN® Omnibus Survey. Respondents were members of an online panel and had agreed to participate in online surveys and polls. Completed U.S. interviews are weighted by five variables – age, sex, geographic region, race and education – using data from the U.S. Census Bureau to help ensure reliable and accurate representation of the total U.S. population, 18 years of age and older. UK and Germany interviews are weighted by three variables – age, sex and geographic region – to ensure reliable and accurate representation of the total country population, 18 years of age or older. The raw data are weighted by a custom designed program which automatically develops a weighting factor for each respondent.



When:

Online U.S. interviews took place December 1-4, 2016; July 9-11, 2018; August 8-11, 2019; and September 9-11, 2020. UK and Germany interviews took place September 10-15, 2020.

Executive summary

- In the U.S., the **appeal** of **Impact Investing** decreased to 51% in 2020, compared to 56% in 2019.
 - The **appeal** is highest among Millennials (60%), followed by Men (57%), Gen X (55%), Women (46%) and Baby Boomers (45%).
 - Millennials are the most likely to **currently invest** and to **plan to invest** within the next five years.
- Close to half (48%) of UK respondents find the concept of **Impact Investing appealing**.
 - Similar to the U.S., the **appeal** is highest among Millennials (64%), followed by Gen X (50%), Men (48%), Women (48%) and Baby Boomers (34%).
 - Also, UK Millennials are the most likely to **currently invest** and to **plan to invest** within the next five years.
- By comparison, just 35% of respondents in Germany find the concept of **Impact Investing appealing**.
 - Once again, the **appeal** is highest among Millennials (45%), followed by Men (40%), Gen X (36%), Women (29%) and Baby Boomers (26%).
 - In addition, Millennials in Germany are the most likely to **currently invest** and to **plan to invest** within the next five years.
- Currently, 29% of U.S. respondents **intentionally** choose to do business with companies whose values align to theirs, while another 33% might consider doing so in the future.
 - In the UK, only 20% of respondents **intentionally** seek out companies whose values align to theirs, and another 37% might consider doing so in the future.
 - In Germany, even fewer (15%) **intentionally** choose to do business with companies who share similar values, and just 28% might consider this in the future.
- When making investments, **return on investment**, **risks**, **fees** and **length of time the money will be invested** remain top considerations among U.S. respondents, but 57% indicated that **impact on society** is either **very or somewhat important**. This is up from 42% in the 2016 U.S. study.
 - 63% of U.S. Millennials say it's **very or somewhat important**, higher than both Gen Xers and Baby Boomers.
 - 57% of U.S. Men say it's **very or somewhat important**, compared to 56% of Women.
- Similarly, among UK respondents, **return on investment**, **fees**, **risks** and **length of time the money will be invested** are top considerations, but 59% say **impact on society** is either **very or somewhat important**.
 - 61% of UK Women say it's **very or somewhat important**, somewhat higher than Men (56%).
 - 62% of UK Millennials say it's **very or somewhat important**, compared to 57% of both Gen Xers and Baby Boomers.

Executive summary continued

- In Germany, **risks, fees, return on investment**, and **length of time the money will be invested** are also top considerations, but half (50%) say **impact on society** is either **very or somewhat important**.
 - 51% of Men in Germany say it's **very or somewhat important**, compared to 49% of Women.
 - 51% of Millennials in Germany say it's **very or somewhat important**, on a par with both Gen Xers (50%) and Baby Boomers (51%).
- Both U.S. and UK respondents selected **healthcare/disease prevention and cures** and **environment/sustainability** as the top causes that align with personal values or priorities when making an impact investment. **Environment/sustainability** also topped the list of causes that matter most in Germany.
 - In the U.S., **healthcare/disease prevention and cures** was selected by 27% of respondents, while 20% chose **environment/sustainability**.
 - In the UK, **environment/sustainability** was selected by 32% of respondents, and another 31% chose **healthcare/disease prevention and cures**.
 - In Germany, 34% of respondents selected **environment/sustainability** (34%) as the cause that matters most, while **mitigating poverty** (18%) ranks as the second leading cause.
 - Causes such as **racial equity and social justice, improved education**, and **alignment with religious principles** were more often cited by U.S. respondents as top causes compared to both UK and Germany respondents.
- In light of the Covid-19 driven global economic downturn, impact investing has become **more appealing** to roughly one-third of respondents in the U.S. (33%) and UK (31%), significantly higher than in Germany (23%).
 - In the U.S., the **appeal** has grown the most among Millennials (42%), followed by Men (40%), Gen X (35%), Women (27%) and Baby Boomers (24%).
 - Similar to the U.S., impact investing in the UK is now **more appealing** to Millennials (46%), followed by Men (36%), Gen X (29%), Women (27%), and Baby Boomers (20%).
 - This same pattern holds true in Germany, where **appeal** has increased the most among Millennials (36%), followed by Men (28%), Gen X (21%), Women (19%), and Baby Boomers (17%).
- A **willingness to sacrifice returns** in order to create a **positive impact** is more common in the U.S. (33%) and UK (31%) compared to Germany (27%).
 - Across all countries, the group **most willing** to make this trade-off is Millennials (U.S. and UK 44%, Germany 39%), followed by Men (U.S. 39%, UK 35%, Germany 33%).


U.S. executive summary continued



- Impact on society has become much more important when considering investments since 2016.
- Respondents are more aware of impact investing, and find it more appealing.
- Non-investors are more likely to invest within the next five years in 2020 vs. 2016.




United States




Men

- Men are more likely to be familiar with the concept of impact investing, and they find it more appealing than women.
- The appeal of impact investing has grown for two in five men in light of the Covid-19 driven global economic downturn.
- Men are more willing than women to sacrifice returns in order to create a positive impact.




Women

- Seven out of ten women are unfamiliar with impact investing.
- Two in five women say in the future, they might consider doing business with companies whose values align with their own.
- Healthcare/disease prevention and cures tops the list of impact investment causes that matter most to them.




Millennials

- They are more inclined to intentionally choose to do business with companies that align with their personal values compared to Baby Boomers.
- Two in five Millennials are familiar with the concept of impact investing.
- Millennials place higher importance on impact on society than older generations when considering investments.
- They are also more inclined to find impact investing appealing.
- Over two in five would be willing to sacrifice returns in order to create a positive impact.



Gen X

- Roughly one in three Gen Xers are familiar with impact investing, and more than half find the concept appealing.
- Three in five consider impact on society important when deciding on investments.
- Over one-third would be willing to sacrifice returns to make a positive impact on society.



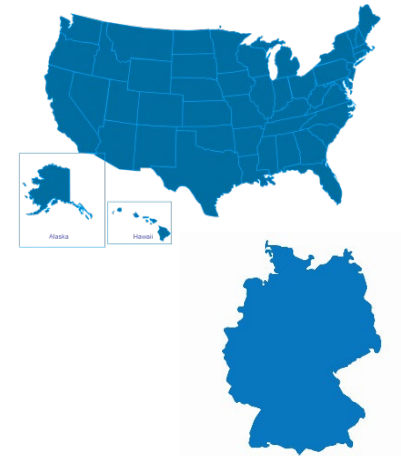
Baby Boomers

- Most Baby Boomers are not familiar with the concept of impact investing.
- They are less likely than younger generations to invest in stocks, bonds, mutual funds, or exchange traded funds within the next five years.
- Baby Boomers think healthcare/disease prevention and cures is the cause that matters most when making an impact investment.
- They are the least willing to sacrifice returns in order to create a positive impact.

UK executive summary continued



- Familiarity with impact investing is equal to the U.S. and significantly higher than in Germany.
- UK respondents find impact investing nearly as appealing as U.S. respondents, and much more appealing than German respondents.
- However, UK respondents are less likely than their U.S. counterparts to intentionally choose to do business with companies whose values align to theirs.
- Like the U.S., healthcare/disease prevention and cures and environmental issues are the top causes that align with personal values or priorities when making an impact investment in the UK.



United Kingdom



Men

- Men are more likely than women to have current investments in stocks, bonds, mutual funds or exchange traded funds.
- Men are more familiar with the concept of impact investing, but men and women find it equally appealing.
- However, in light of the Covid-19 driven global economic downturn, impact investing has become more appealing to men than women.
- They are also more willing than women to sacrifice returns in order to make a positive impact.



Women

- Over seven in ten women are unfamiliar with impact investing, but nearly half find the concept appealing.
- Women are more likely than men to say in the future, they might consider doing business with companies whose values align with their own.
- Healthcare/disease prevention and cures is the impact investment cause that matters most to them - significantly more so than men.



Millennials

- Millennials have the highest familiarity with impact investing of any group, and nearly two in three find the concept appealing.
- They are more inclined to intentionally choose to do business with companies whose values align to theirs.
- The appeal of impact investing has grown for nearly half of Millennials since the Covid-19 driven economic downturn.
- They are the most willing of all generations to sacrifice returns in order to make a positive impact.



Gen X

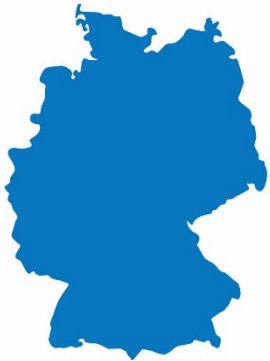
- While just 31% of Gen Xers are familiar with impact investing, half find the concept appealing.
- One in five intentionally choose to conduct business with companies whose values align with their own.
- Nearly one in three Gen Xers would be willing to sacrifice returns to make a positive impact on society.



Baby Boomers

- Most Baby Boomers are not familiar with the concept of Impact Investing.
- One in three find impact investing appealing, and one in five say the concept has grown in appeal in light of the global economic downturn.
- Baby Boomers think healthcare/disease prevention and cures is the cause that matters most when making an impact investment.

Germany executive summary continued



- Compared to their U.S. and UK counterparts, respondents in Germany are less likely to be familiar with impact investing and to find the concept appealing.
- Similarly, they are the least likely to consider impact on society when making investment decisions.
- The environment/sustainability and mitigating poverty are the top causes that align with personal values or priorities when making an impact investment in Germany, significantly more so than in the U.S.



Germany



Men

- Men are more likely than women to have current investments in stocks, bonds, mutual funds or exchange traded funds.
- Men are more likely to be familiar with the concept of impact investing, and they find it more appealing than women.
- One in three are willing to sacrifice returns in order to create a positive impact.



Women

- Three in four women are unfamiliar with impact investing, and three in ten find the concept appealing.
- They are less likely than men to have current investments, or to plan to invest within the next five years.
- While the environment/sustainability is the top cause among women, healthcare/disease prevention and cures ranks second and carries greater importance for women than men.
- Women are less inclined than men to sacrifice returns in order to create a positive impact.



Millennials

- The concept of impact investing is most familiar and has the highest appeal among Millennials.
- They are most likely to cite social media as a source of learning about impact investing.
- The appeal of impact investing has grown for over one in three Millennials in light of the Covid-19 driven economic downturn.
- Two in five say they would sacrifice returns in order to make a positive impact.



Gen X

- Just one in five Gen Xers are familiar with impact investing, and over one in three find the concept appealing.
- The environment/sustainability is the cause that matters most to them.
- Over one-fourth of Gen Xers express a willingness to sacrifice returns in order to create a positive impact.



Baby Boomers

- Four in five Baby Boomers are unfamiliar with Impact Investing.
- One in four say they find the concept appealing.
- They are less likely than younger generations to have current or future investments in stocks, bonds, mutual funds or exchange traded funds.
- Baby Boomers think the environment/sustainability is the cause that matters most when making an impact investment.

Detailed findings

- Appeal of impact investing
- Important decision factors while investing
- Alignment of company values
- Causes that matter most
- Overall familiarity
- Sources of learning for impact/ESG investing
- Current investments
- Future investments
- Appeal of impact investing in Covid-19 economic downturn
- Willingness to sacrifice returns for positive impact

Notes about detailed findings



In certain charts in the Detailed Findings section, numbers may not add due to rounding.



Results among subgroups are noted in this report where statistically significant differences exist at the 95% confidence level.



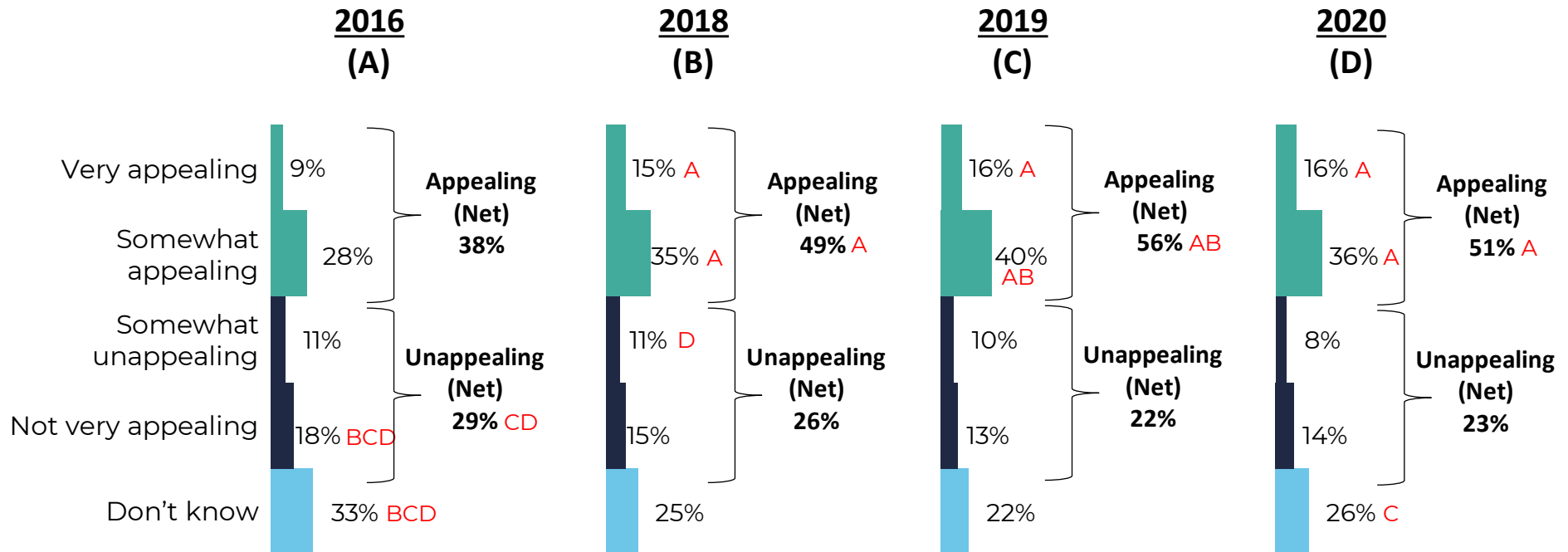
Generational subgroups discussed in this report are defined as follows: Millennials (24-39); Gen X (40-55); and Baby Boomers (56-74).



The Detailed Findings will also include charts where statistical significance is indicated by upper case letters next to the percentages. These letters correspond to specific demographic subgroups. Using generational results as an example, with (G) for Millennials, (H) for Gen X, and (I) for Baby Boomers, significant differences among these subgroups will be identified with the appropriate letter. For instance, if the Millennial percentage is significantly higher than the percentages for Gen X and Baby Boomers, “H” and “I” will appear next to the percentage for Millennials.

U.S. appeal of impact investing – net appeal growth since 2016

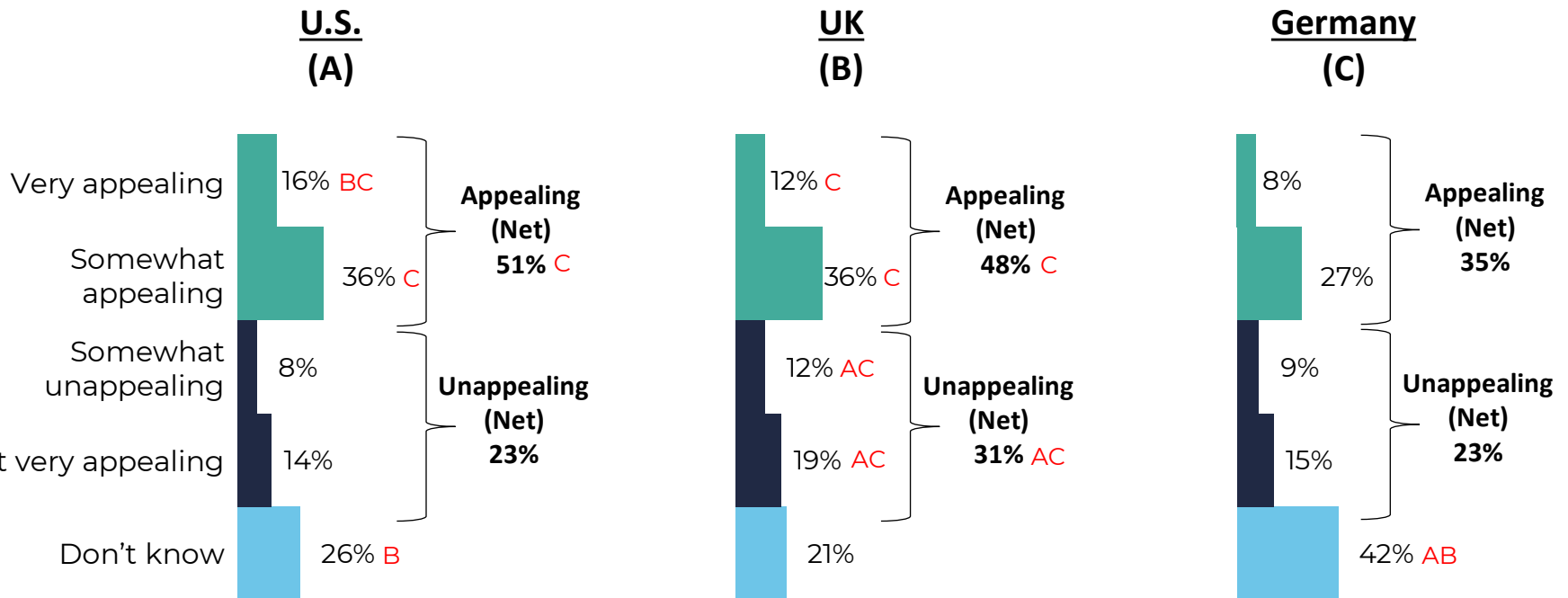
While the appeal of impact investing in the U.S. has significantly grown since 2016, it has declined from its high of 56% in 2019 to 51% in 2020.



A5. How appealing is the concept of 'impact investing' to you?
 Base: 2016 (N=1,028), 2018 (N=1,005), 2019 (N=1,003), 2020 (N=1,002)

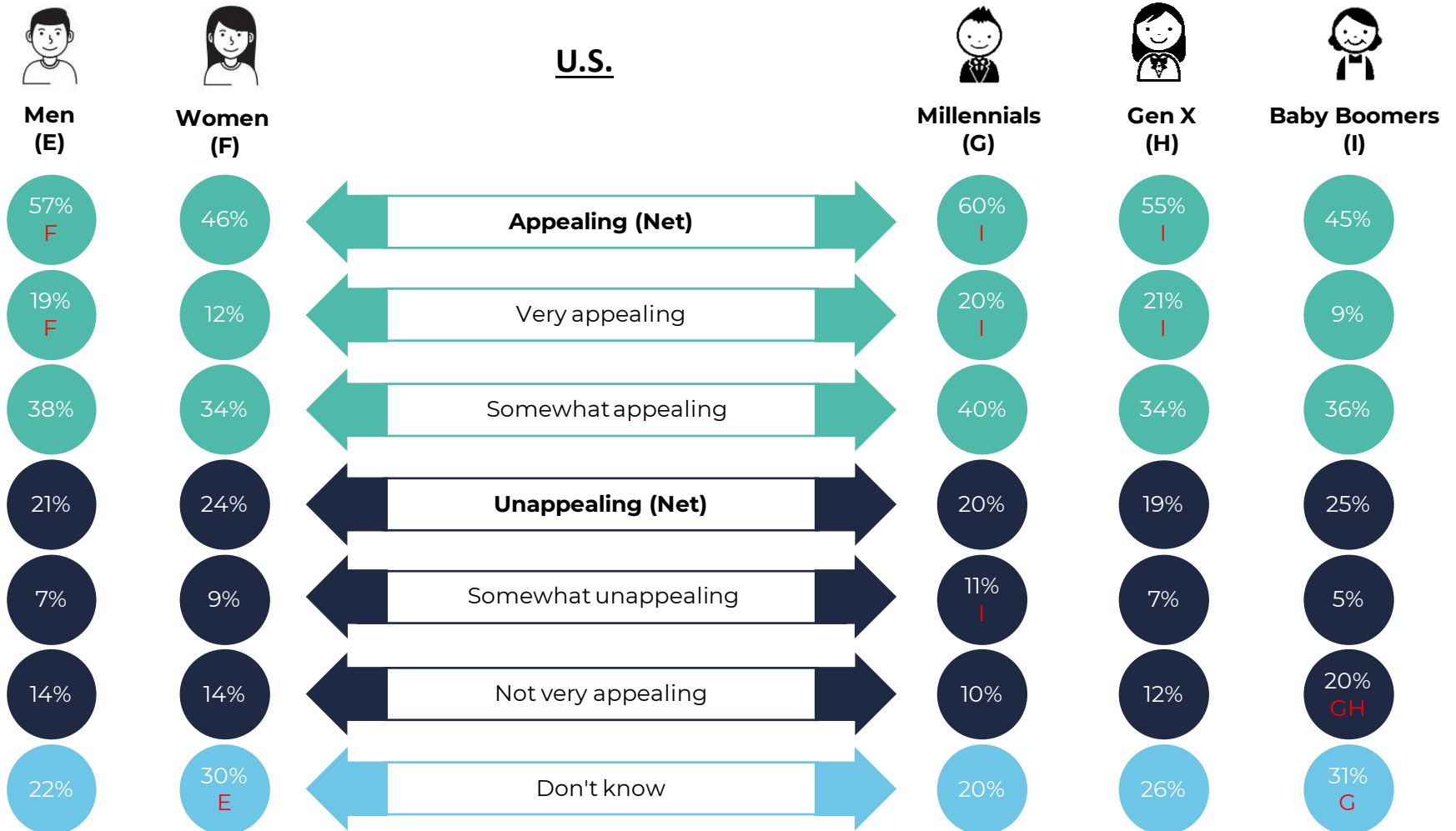
Comparison of U.S./UK/Germany appeal of impact investing

Roughly half of adults in the U.S. (51%) and UK (48%) find the concept of impact investing appealing, significantly higher than the 35% of German adults who feel the same. However, UK respondents are the most likely of all countries to find the concept unappealing (31%), while respondents in Germany are far more inclined to say they don't know (42%).



U.S. appeal of impact investing by gender & generation 2020

U.S. men (57%) are significantly more inclined than women (46%) to rate the concept of impact investing very/somewhat appealing. Its appeal decreases with age, with Millennials (60%) and Gen Xers (55%) much more likely to find impact investing appealing compared to Baby Boomers (45%).

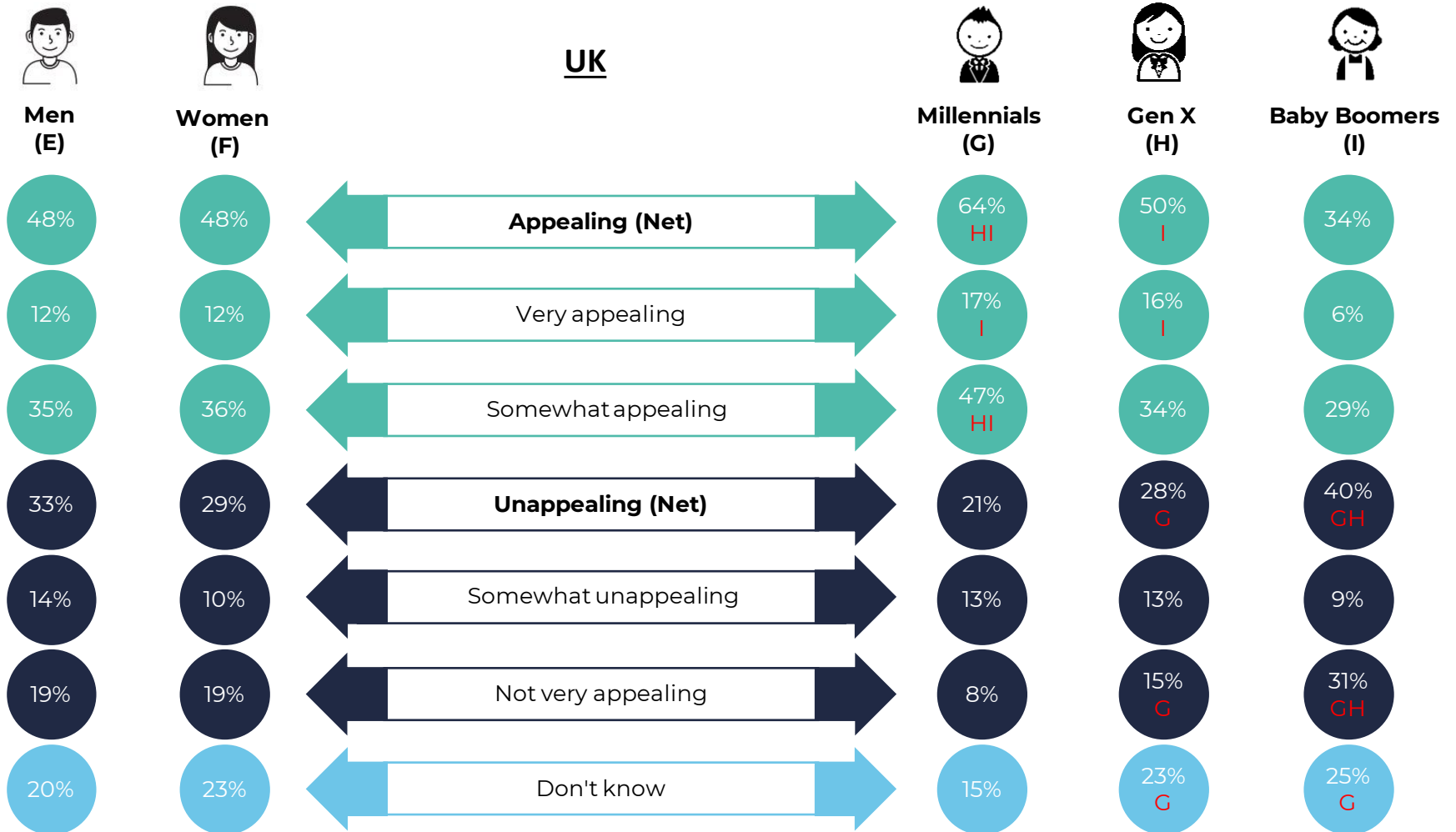


A5. How appealing is the concept of 'impact investing' to you?

Base: Men (N=501), Women (N=501), Millennials (N=315), Gen X (N=249), Baby Boomers (N=292)

UK appeal of impact investing by gender & generation 2020

In the UK, impact investing appeals much more to Millennials (64%) compared to Gen X (50%) and particularly Baby Boomers (34%).

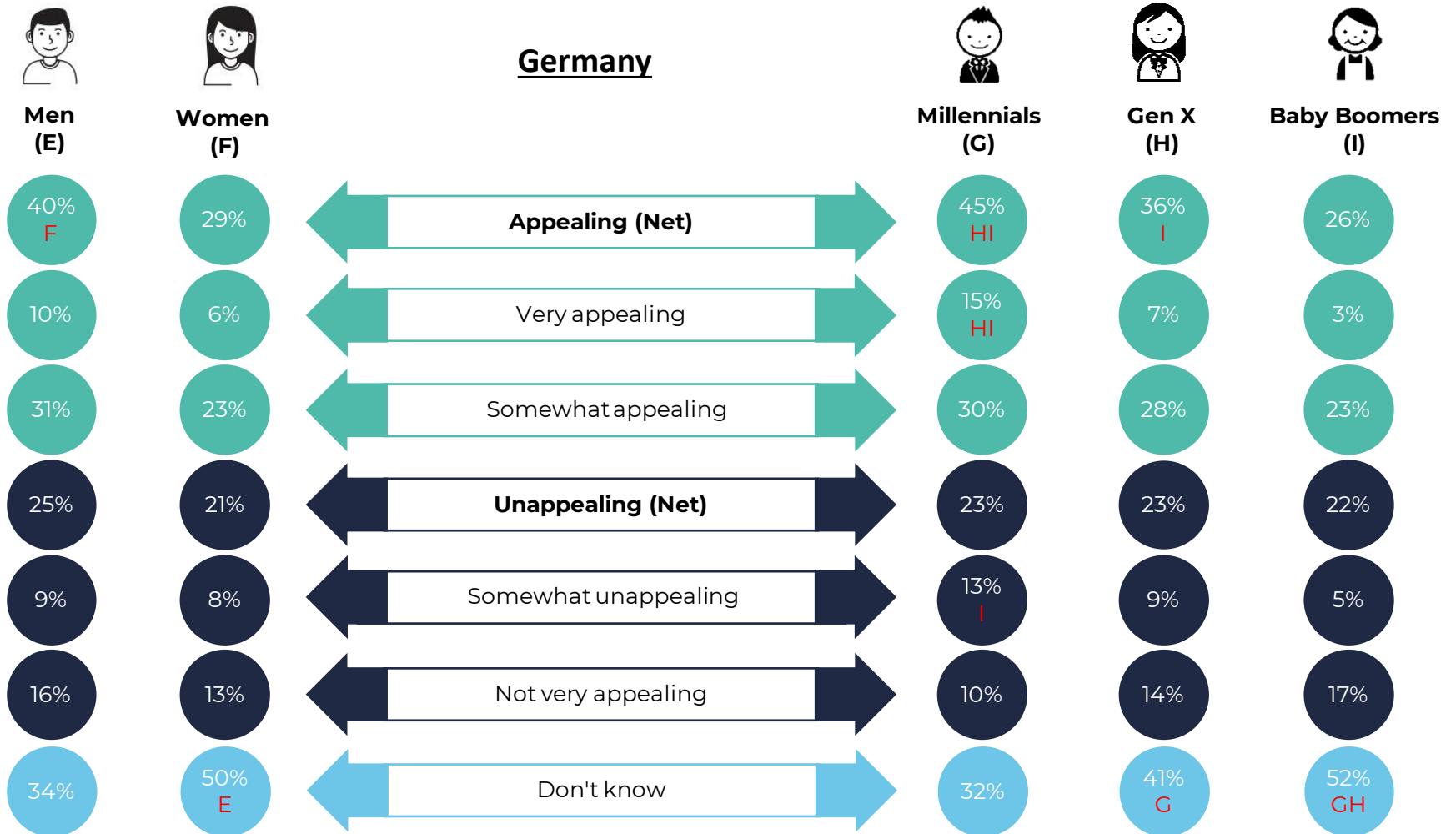


A5. How appealing is the concept of 'impact investing' to you?

Base: Men (N=501), Women (N=503), Millennials (N=368), Gen X (N=317), Baby Boomers (N=192)

Germany appeal of impact investing by gender & generation 2020

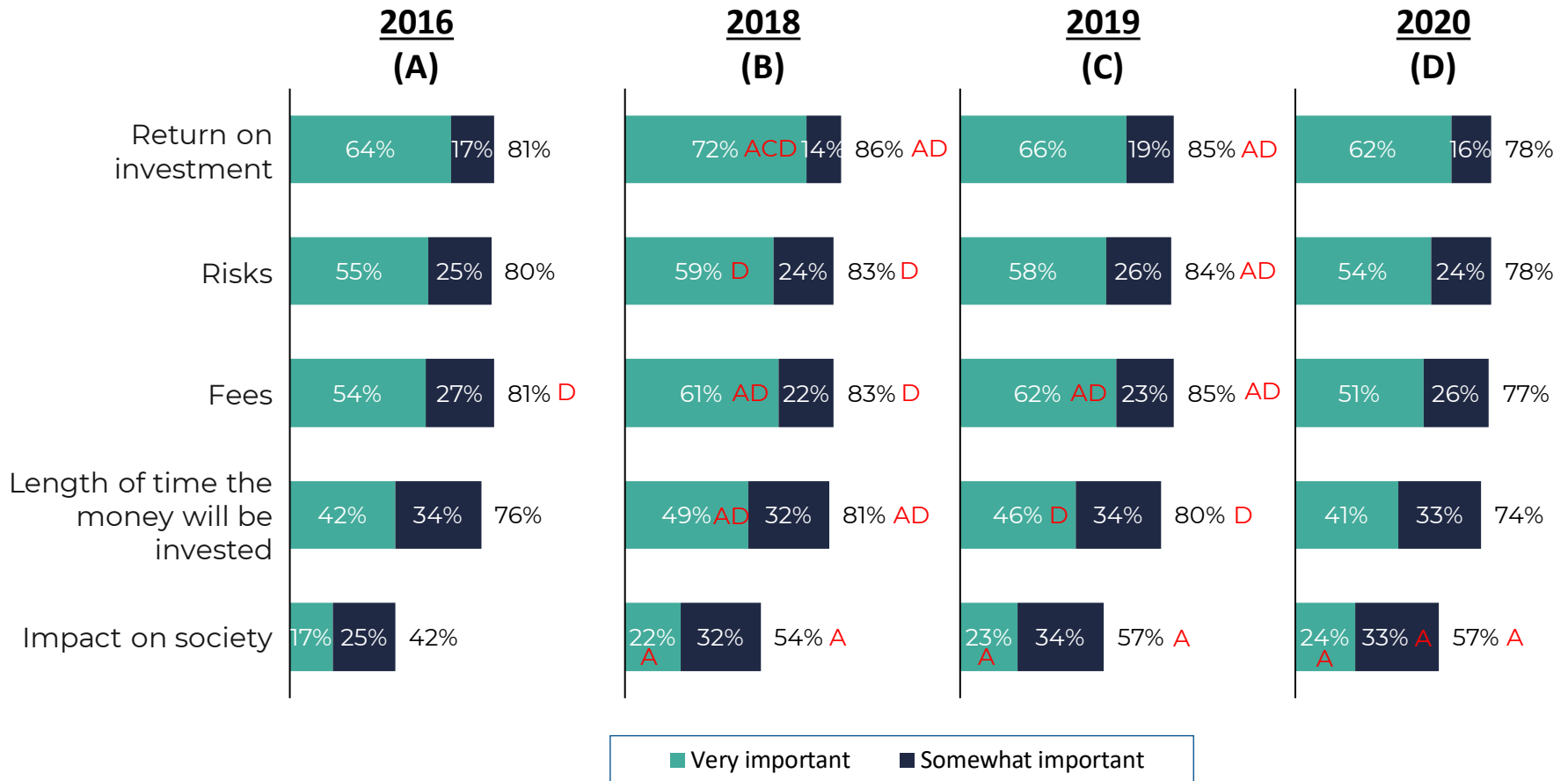
Men in Germany (40%) are significantly more likely than women (29%) to find the idea of impact investing appealing. Once again, appeal trends downward with age, with Millennials (45%) the most likely and Baby Boomers (26%) the least likely to consider the concept appealing.



A5. How appealing is the concept of 'impact investing' to you?
 Base: Men (N=503), Women (N=501), Millennials (N=300), Gen X (N=356), Baby Boomers (N=227)

U.S. decision factors – very/somewhat important 2016-2020

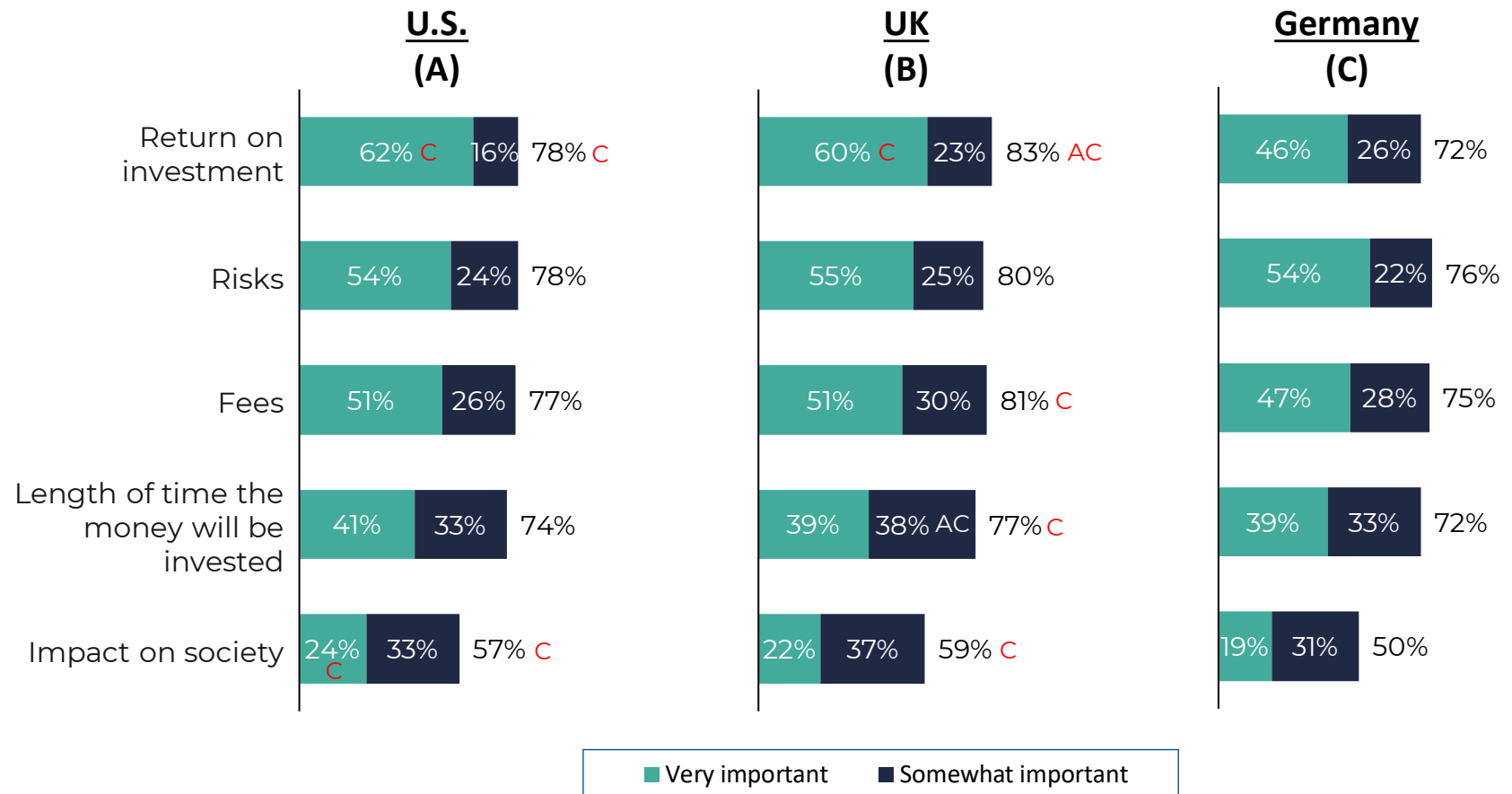
When considering investments, return on investment, risks and fees are still especially important to U.S. respondents; however, importance ratings for these factors have declined from their 2018 and 2019 levels. While U.S. adults are still least inclined to rate impact on society as very or somewhat important (57%), its importance has increased significantly since 2016 (42%) and remains on par with its 2019 rating.



A3. When considering investments, how important are these factors in your decision?
 Base: 2016 (N=1,028), 2018 (N=1,005), 2019 (N=1,003), 2020 (N=1,002)

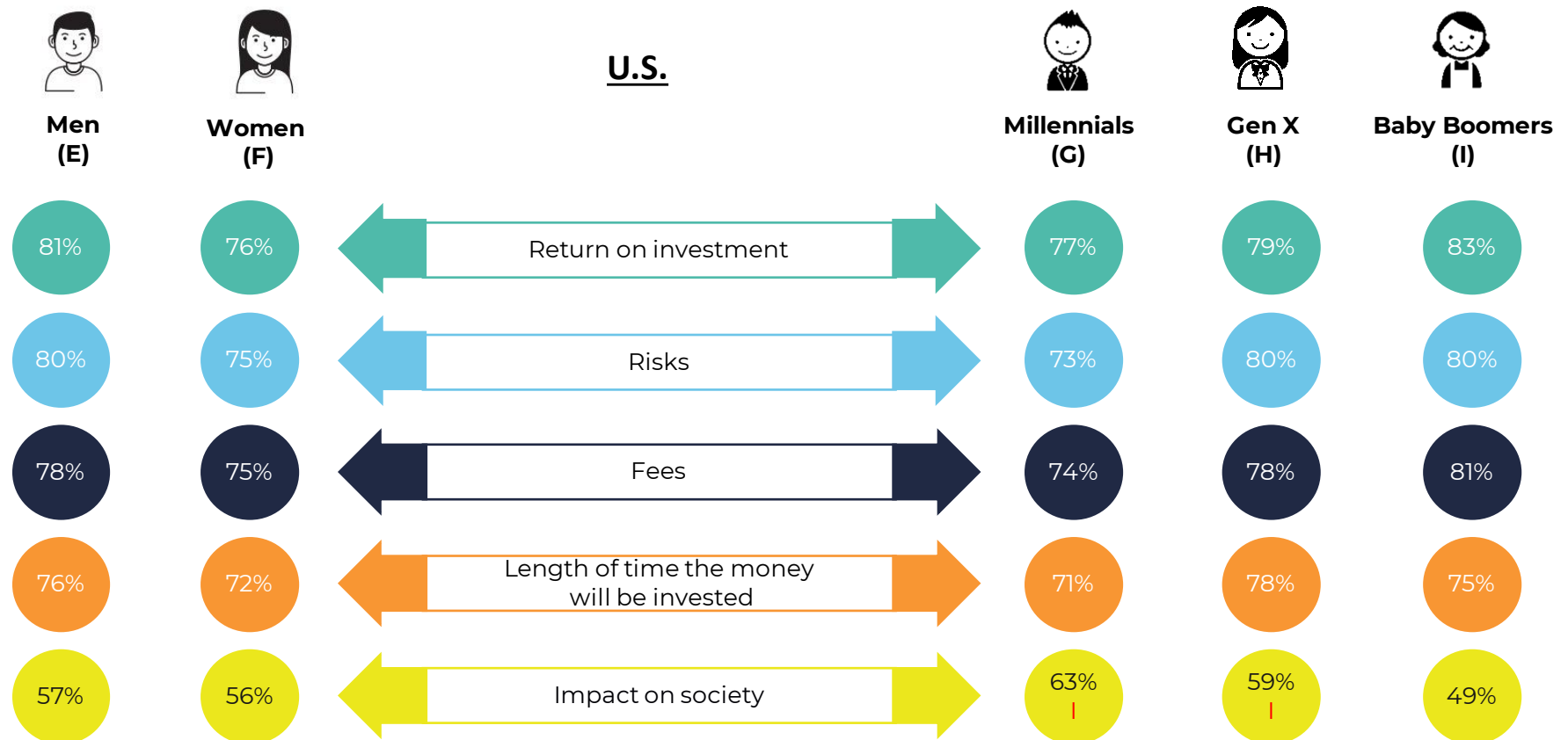
U.S./UK/Germany decision factors comparison – very/somewhat important

Respondents in the U.S. and UK are significantly more likely than their counterparts in Germany to take into account the return on investment and impact on society when considering investments.



U.S. decision factors – very/somewhat important by gender & generation 2020

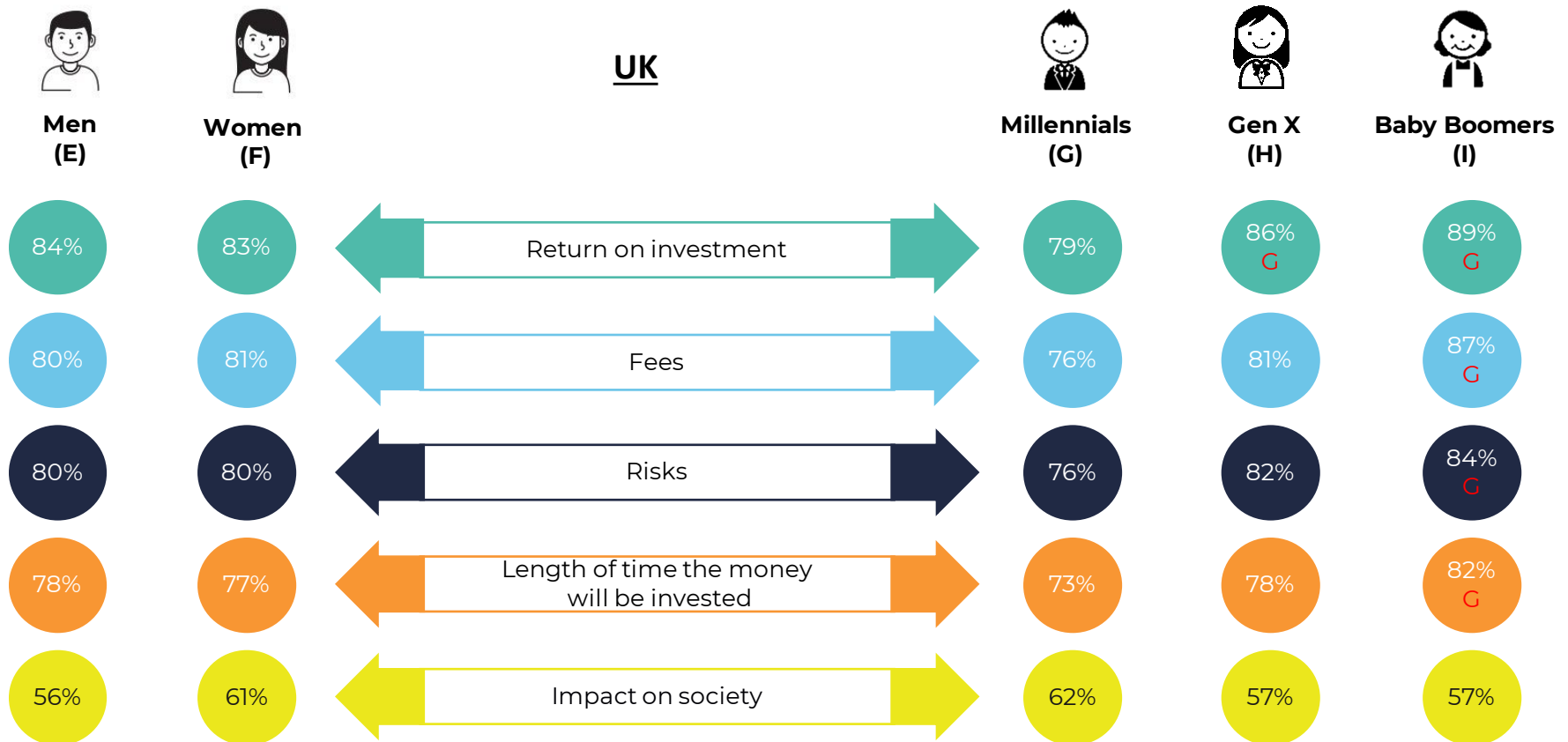
While there are few significant differences between genders and generations in the U.S., the importance of return on investment, risks and fees when considering investments trends upward by generation. An exception to this is impact on society, which carries significantly more weight with Millennials (63%) and Gen Xers (59%) compared to Baby Boomers (49%).



A3. When considering investments, how important are these factors in your decision?
 Base: Men (N=501), Women (N=501), Millennials (N=315), Gen X (N=249), Baby Boomers (N=292)

UK decision factors – very/somewhat important by gender & generation 2020

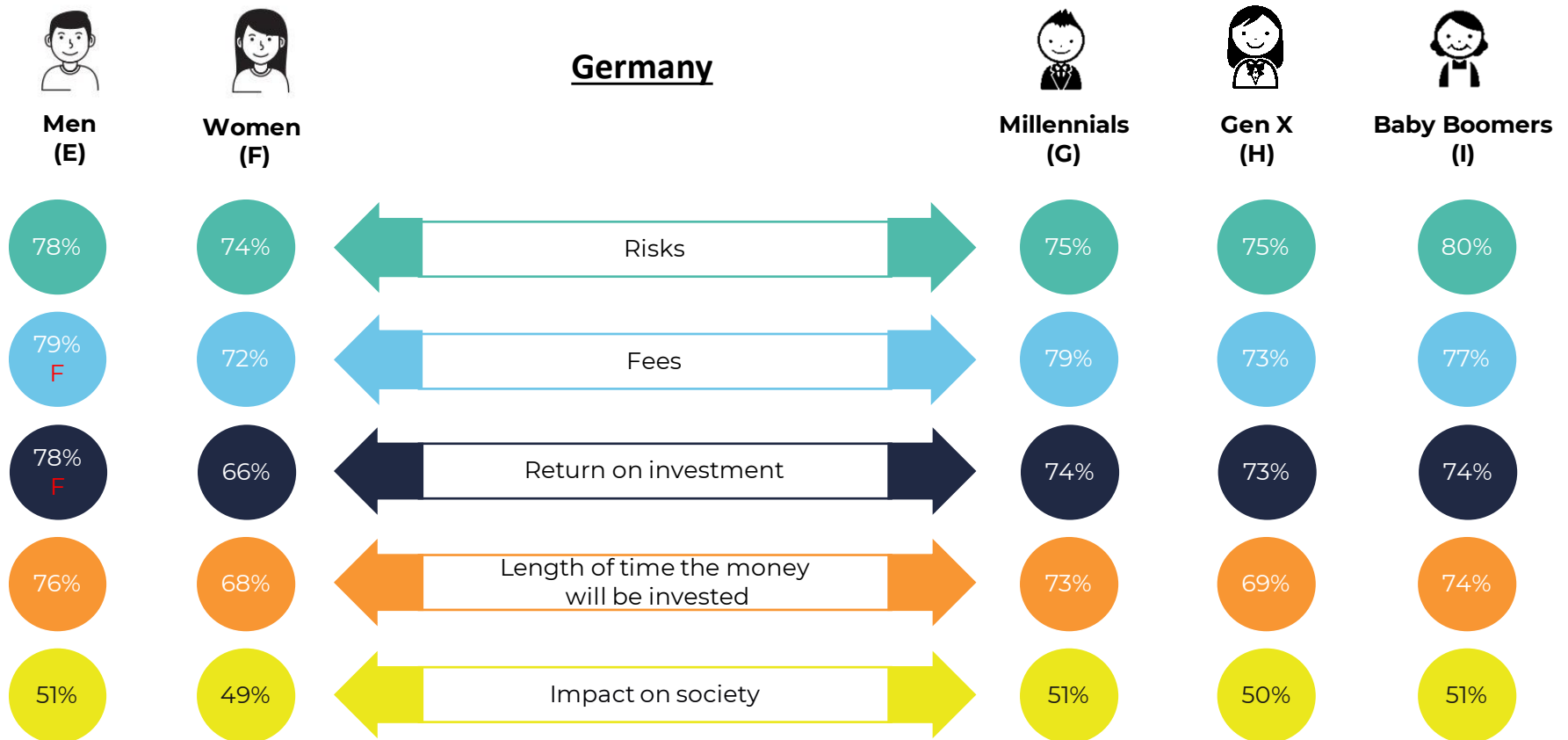
In the UK, Baby Boomers are the most likely – and Millennials the least likely – to rate return on investment, fees, risks, and length of time the money will be invested as very/somewhat important when considering investments. In contrast, impact on society receives the highest importance ratings from Millennials (62%).



A3. When considering investments, how important are these factors in your decision?
 Base: Men (N=501), Women (N=503), Millennials (N=368), Gen X (N=317), Baby Boomers (N=192)

Germany decision factors – very/somewhat important by gender & generation 2020

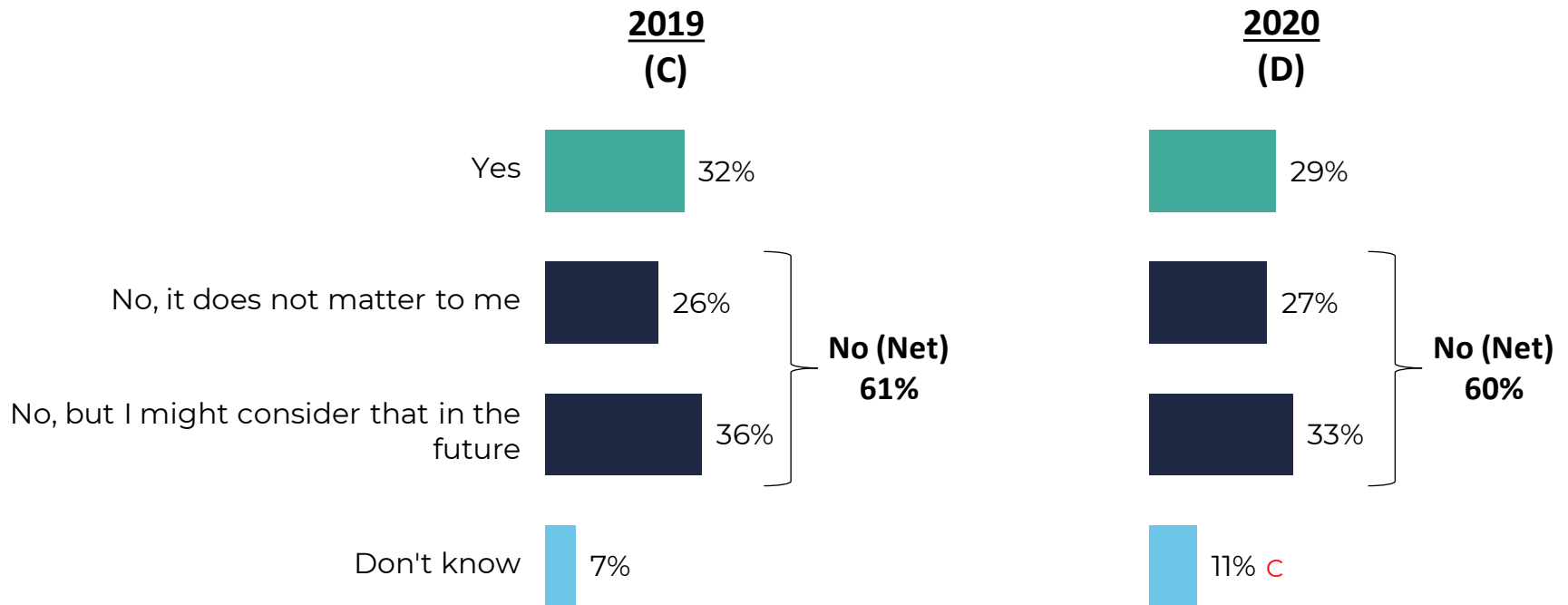
When considering investments, men in Germany are significantly more inclined than women to view fees and return on investment as important decision factors. Across generations, all factors are rated comparably in importance.



A3. When considering investments, how important are these factors in your decision?
 Base: Men (N=503), Women (N=501), Millennials (N=300), Gen X (N=356), Baby Boomers (N=227)

U.S. alignment of company values – 2019-2020

Comparable to 2019, roughly three in ten (29%) U.S. respondents in 2020 intentionally choose to do business with companies whose values align to theirs. Another one-third indicate they do not currently do this but might considerate it in the future.

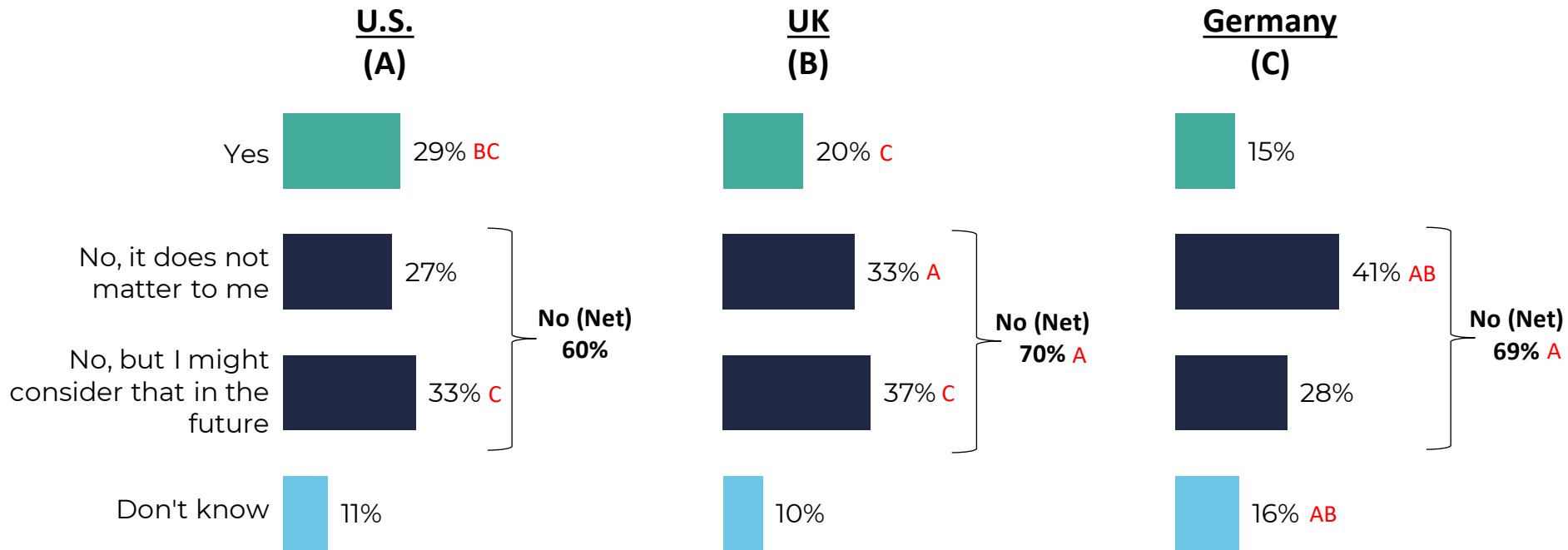


A1A. Do you intentionally choose to do business with companies whose values align to yours? For example, doing business with TOMS shoes or Warby Parker because of their buy one/donate one policy?

Base: 2019 (N=1,003), 2020 (N=1,002)

Comparison of U.S./UK/Germany alignment of company values

U.S. respondents (29%) are far more likely than those in the UK (20%) and especially Germany (15%) to intentionally choose to do business with companies whose values align with their own. Respondents in Germany are the most inclined of all countries to say it does not matter to them (41%).

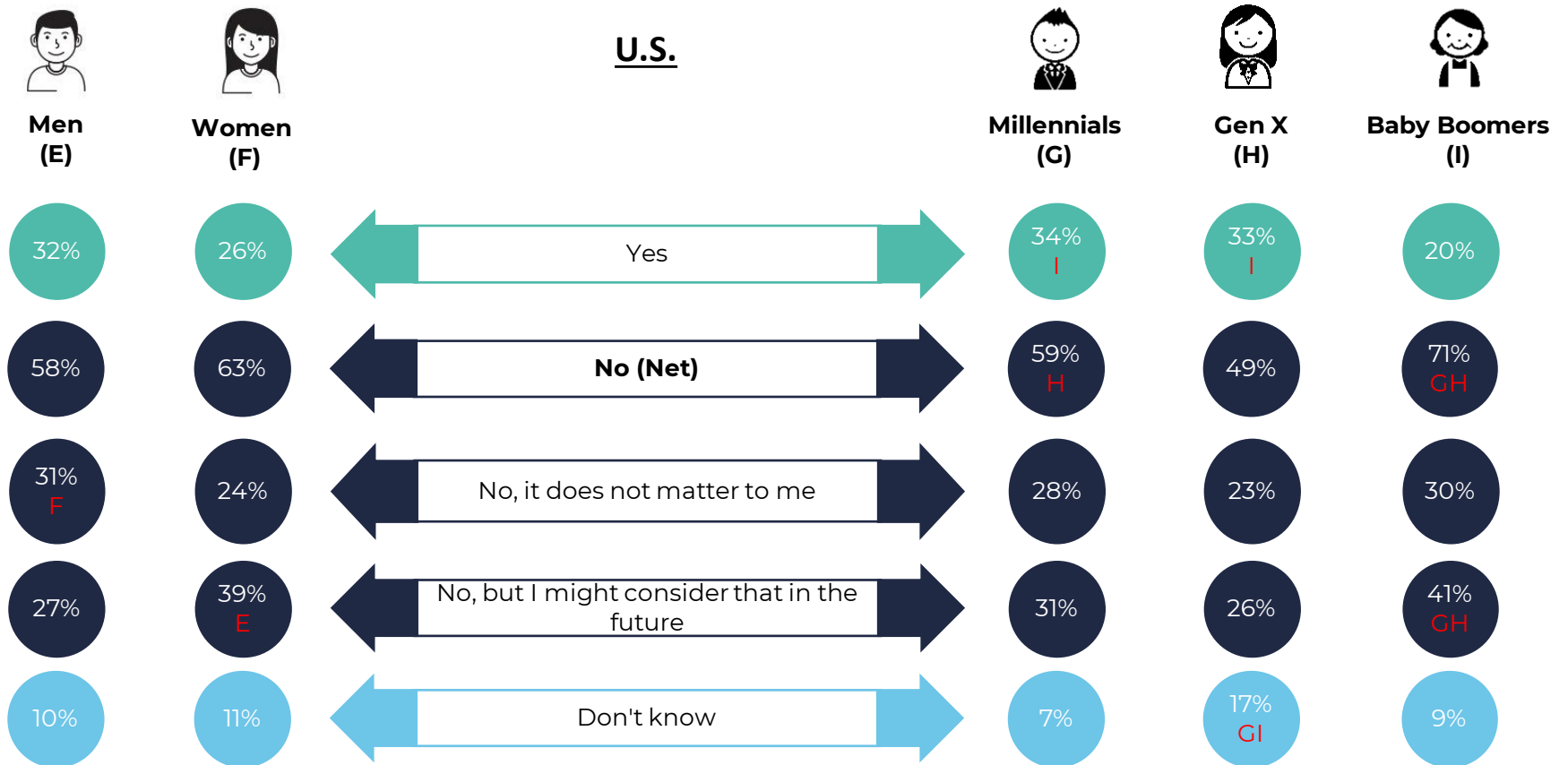


A1A. Do you intentionally choose to do business with companies whose values align to yours? For example, doing business with TOMS shoes or Warby Parker because of their buy one/donate one policy?

Base: US (N=1,002), UK (N=1,004), Germany (N=1,004)

U.S. alignment of company values by gender & generation 2020

While a majority of both U.S. men and women do not intentionally choose to do business with companies whose values align to theirs, men (31%) are much more likely than women (24%) to say it does not matter to them, while women (39%) are far more likely than men (27%) to say they might consider it in the future. One third of Millennials and Gen X respondents in the U.S. intentionally choose to do business with companies whose values align with their own, significantly higher than their Baby Boomer counterparts (20%).

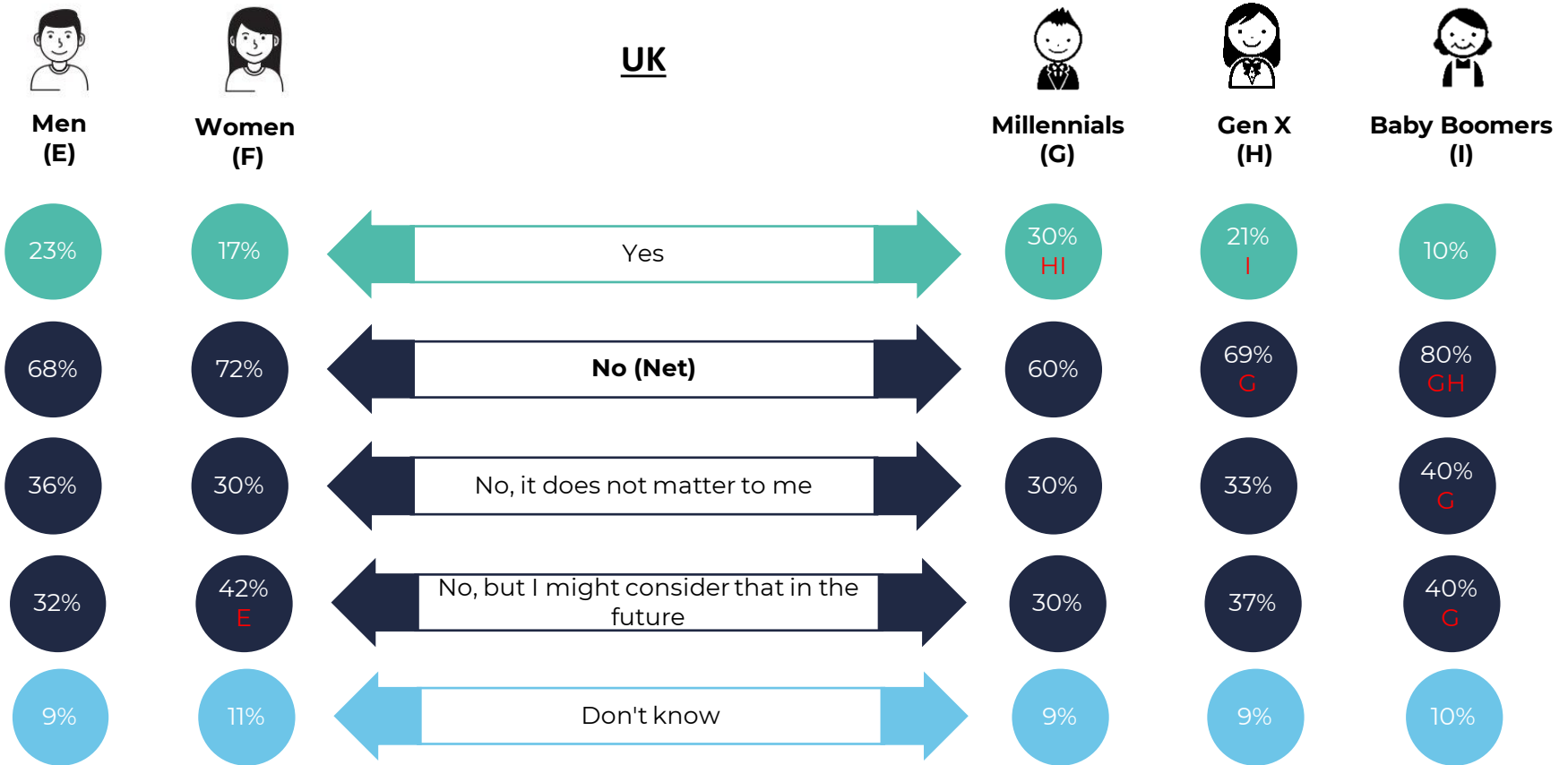


A1A. Do you intentionally choose to do business with companies whose values align to yours? For example, doing business with TOMS shoes or Warby Parker because of their buy one/donate one policy?

Base: Men (N=501), Women (N=501), Millennials (N=315), Gen X (N=249), Baby Boomers (N=292)

UK alignment of company values by gender & generation 2020

While men (23%) in the UK are somewhat more likely than women (17%) to do business with companies whose values align with theirs, women are much more inclined than men to consider this in the future (42% vs. 32%, respectively). Three in ten Millennials intentionally choose to do business with companies that share their personal values, significantly higher than both Gen Xers (21%) and Baby Boomers (10%).

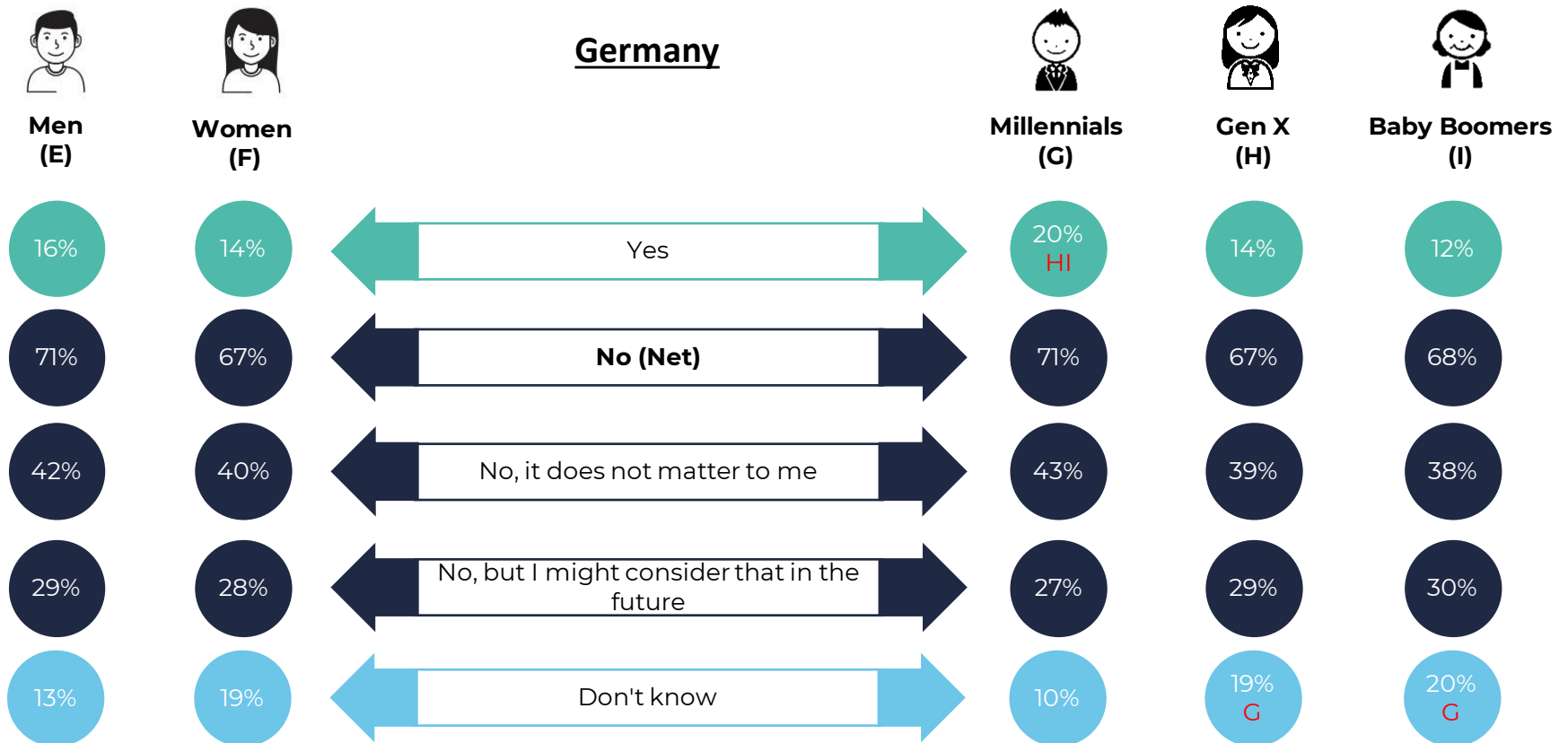


A1A. Do you intentionally choose to do business with companies whose values align to yours? For example, doing business with TOMS shoes or Warby Parker because of their buy one/donate one policy?

Base: Men (N=501), Women (N=503), Millennials (N=368), Gen X (N=317), Baby Boomers (N=192)

Germany alignment of company values by gender & generation 2020

In Germany, Millennials (20%) are more inclined than Gen Xers (14%) and Baby Boomers (12%) to do business with companies that demonstrate values similar to their own.

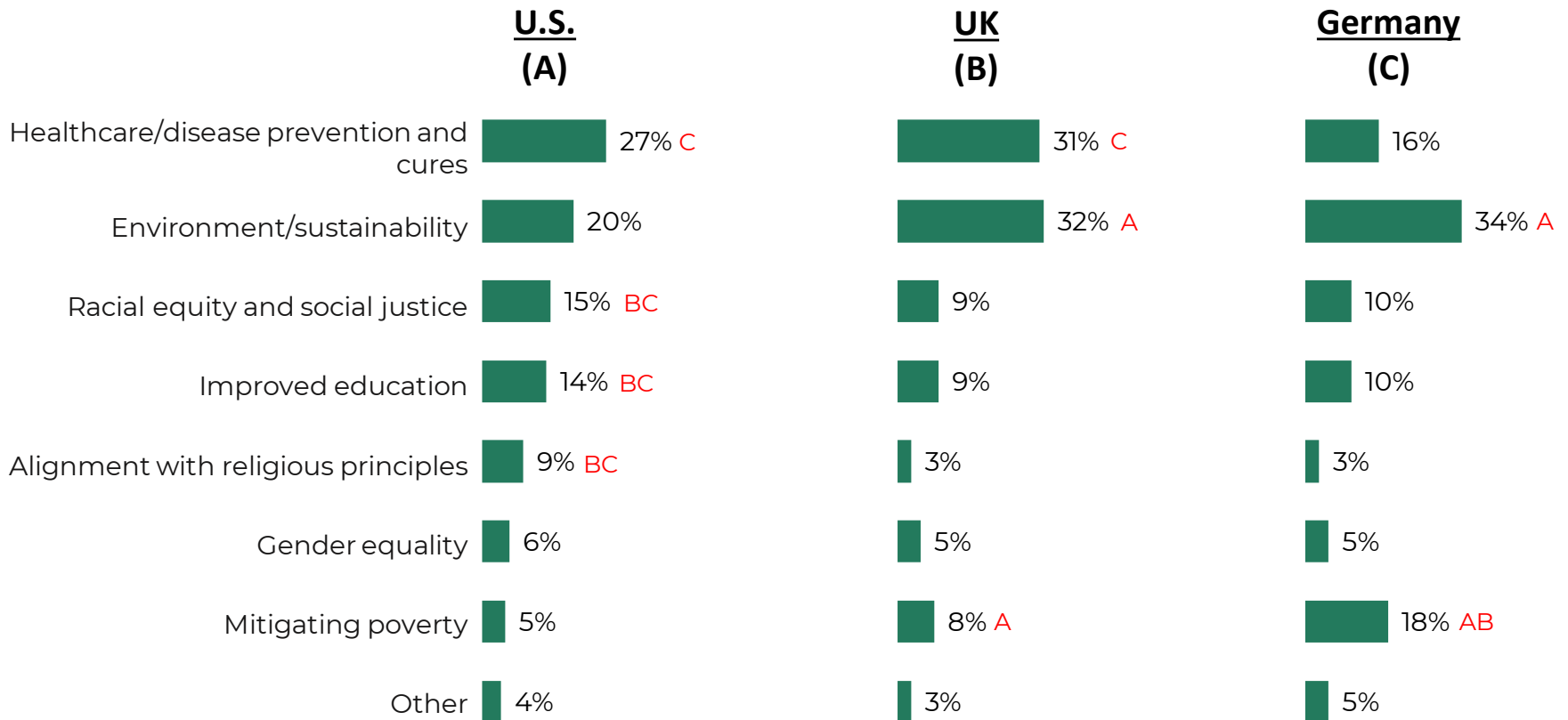


A1A. Do you intentionally choose to do business with companies whose values align to yours? For example, doing business with TOMS shoes or Warby Parker because of their buy one/donate one policy?

Base: Men (N=503), Women (N=501), Millennials (N=300), Gen X (N=356), Baby Boomers (N=227)

Comparison of U.S./UK/Germany causes that matter most

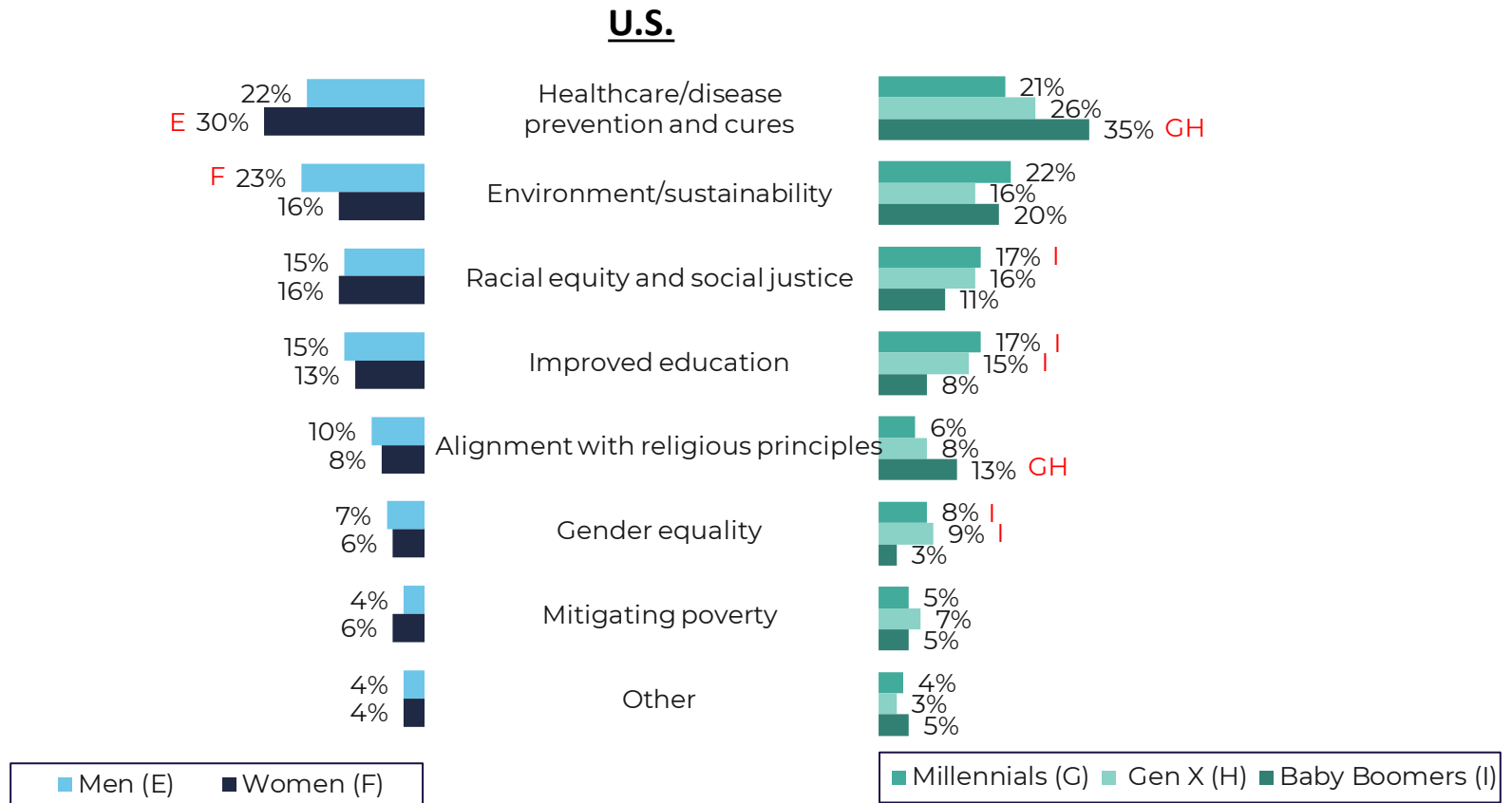
When it comes to impact investing, the causes that matter most to respondents vary by country. Adults in the U.S. and UK are far more inclined to choose healthcare/disease prevention and cures than their counterparts in Germany, while the environment/sustainability carries much more weight with adults in the UK and Germany. Causes such as racial equity and social justice, improved education, and alignment with religious principles matter most to Americans, while mitigating poverty is a greater priority among German respondents.



A8. If you were to make an 'impact investment' that aligns with your personal values or priorities, select the cause that matters to you most.
 Base: US (N=1,002), UK (N=1,004), Germany (N=1,004)

U.S. causes that matter most by gender & generation 2020

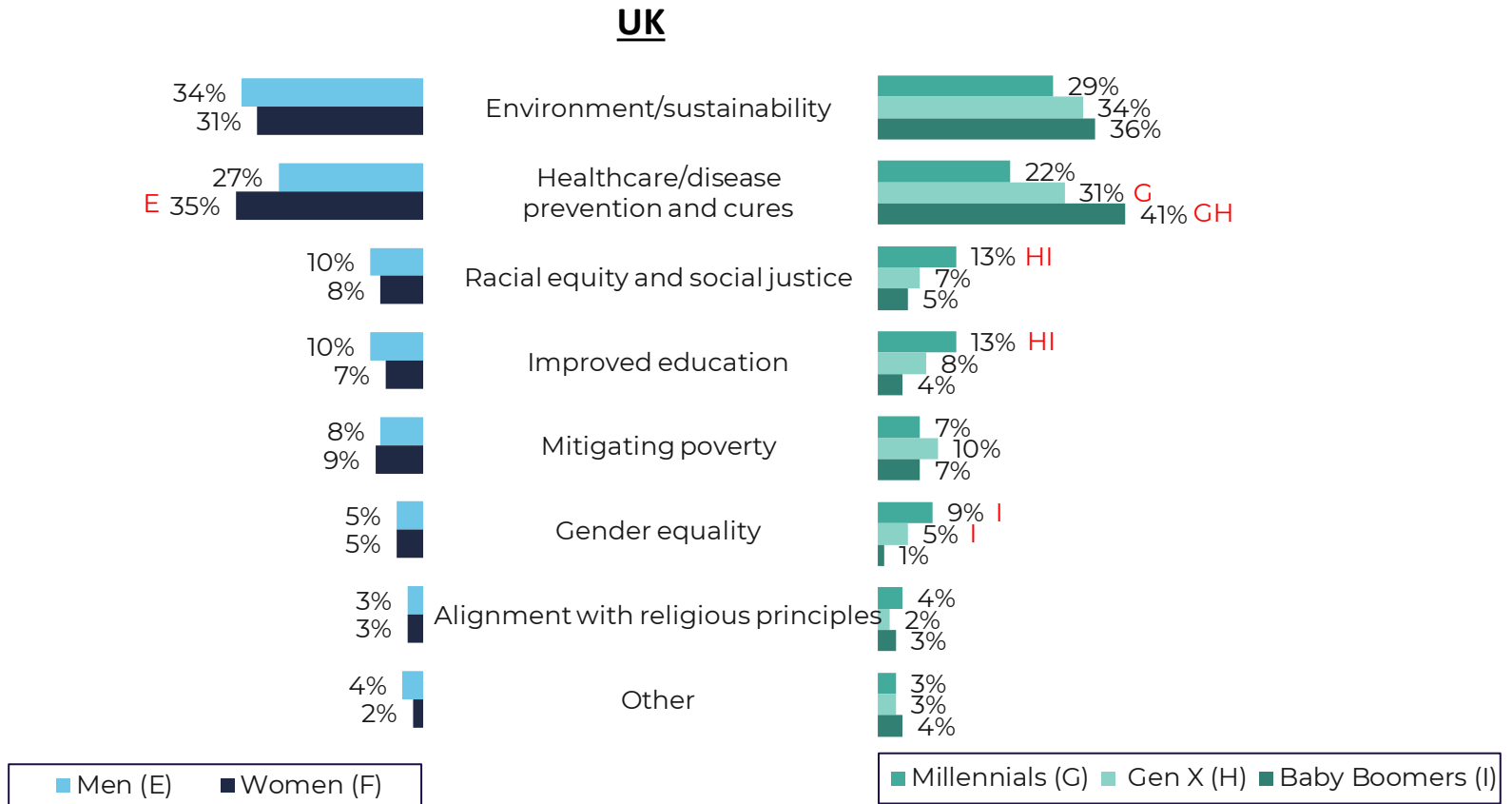
U.S. women (30%) are more likely than men (22%) to choose healthcare/disease prevention and cures as the cause that matters most to them, while men are more inclined than women to select the environment/sustainability (23% vs. 16%, respectively). Healthcare/disease prevention and cures (35%) and alignment with religious principles (13%) are much more popular causes among Baby Boomers compared to their younger counterparts, while Millennials and Gen Xers are more inclined than Boomers to cite racial equality and social justice, improved education, and gender equality.



A8. If you were to make an 'impact investment' that aligns with your personal values or priorities, select the cause that matters to you most.
 Base: Men (N=501), Women (N=501), Millennials (N=315), Gen X (N=249), Baby Boomers (N=292)

UK causes that matter most by gender & generation 2020

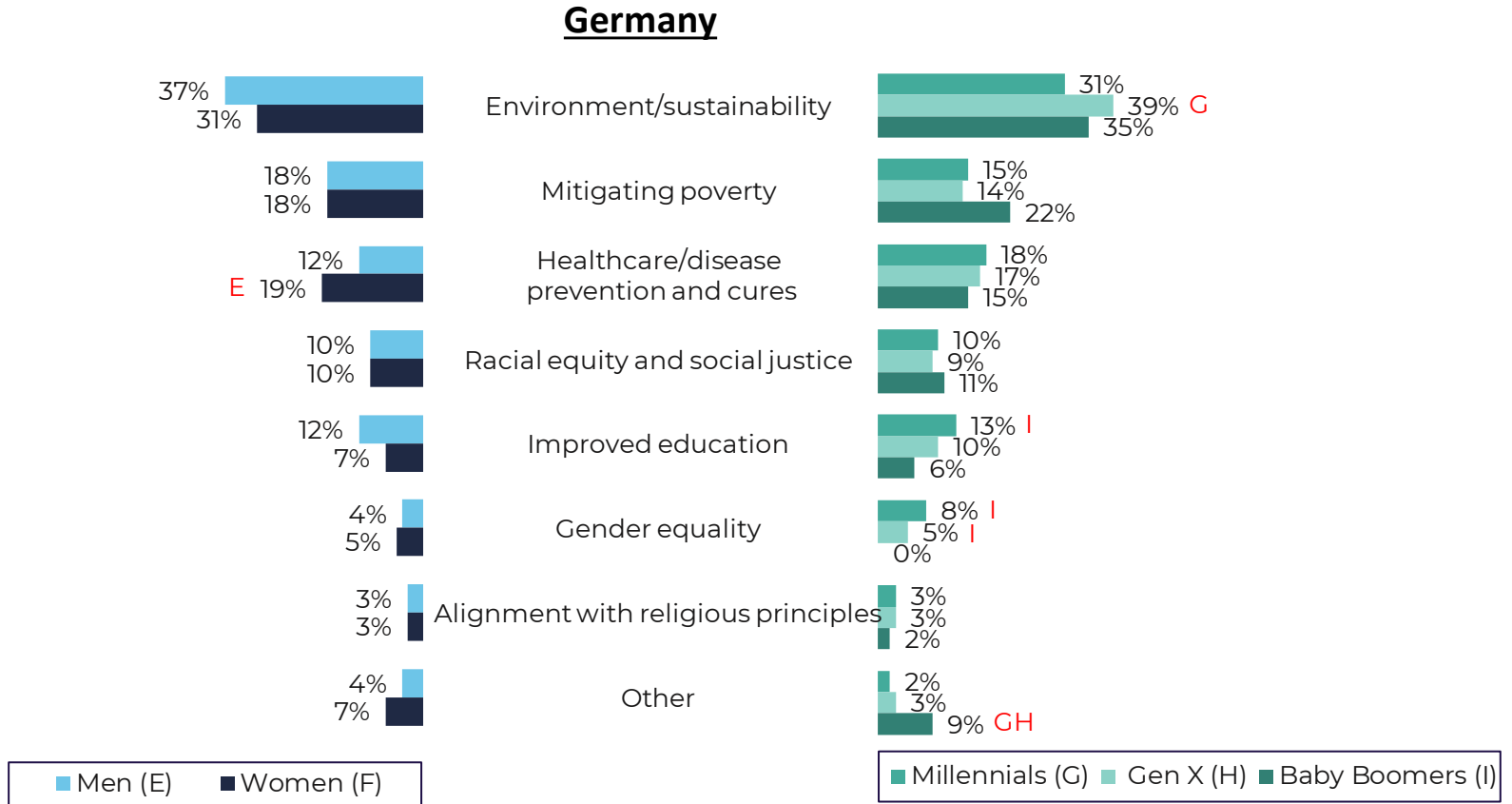
UK women (35%) are much more likely than men (27%) to say healthcare/disease prevention and cures is the cause that matters most. It is also the most popular cause among Baby Boomers (41%). Millennials are more inclined to choose racial equity and social justice, improved education, and gender equality as their cause of choice compared to other generations.



A8. If you were to make an 'impact investment' that aligns with your personal values or priorities, select the cause that matters to you most.
 Base: Men (N=501), Women (N=503), Millennials (N=368), Gen X (N=317), Baby Boomers (N=192)

Germany causes that matter most by gender & generation 2020

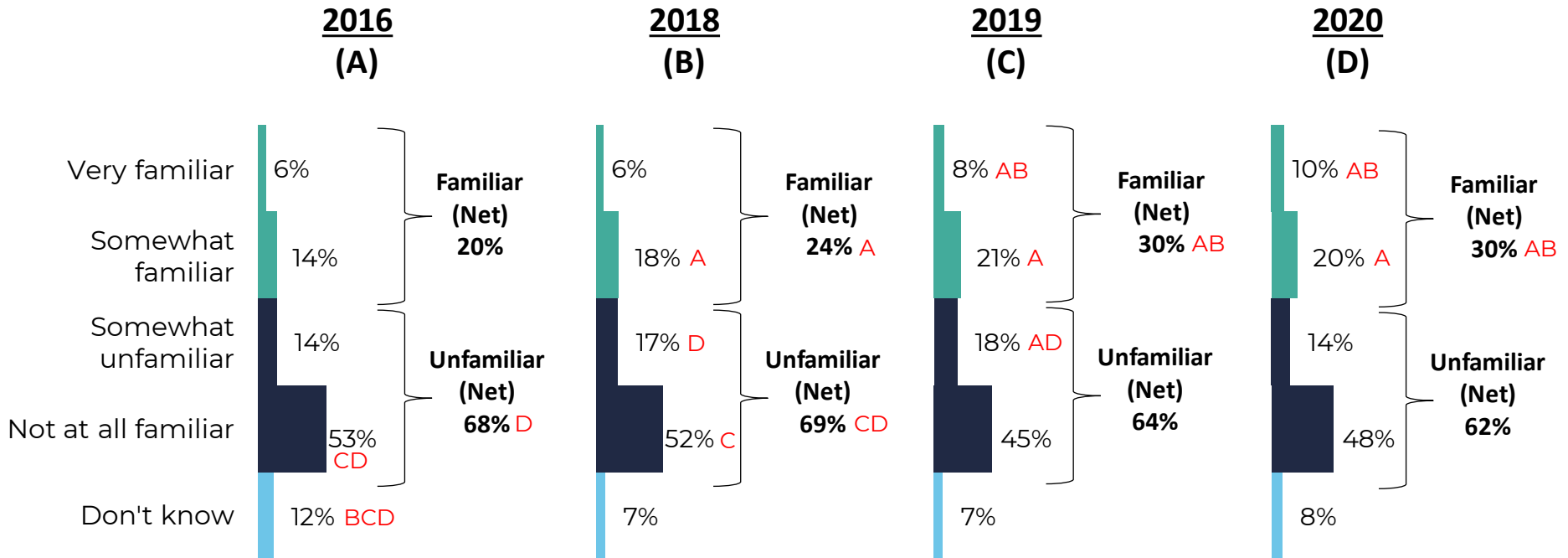
As in the U.S. and UK, women in Germany are more likely to select healthcare/disease prevention and cures than men (19% vs. 12%, respectively). Among generations, environment/sustainability is the top cause for 39% of Gen Xers vs. 31% of Millennials, while improved education and gender equality causes are more often cited by Millennials than Baby Boomers.



A8. If you were to make an 'impact investment' that aligns with your personal values or priorities, select the cause that matters to you most.
 Base: Men (N=503), Women (N=501), Millennials (N=300), Gen X (N=356), Baby Boomers (N=227)

U.S. familiarity with impact investing – 2016-2020

In the U.S., familiarity with the concept of impact investing has significantly increased since 2016 (20%) and 2018 (24%) and remains equal to its 2019 level (30% very/somewhat familiar).

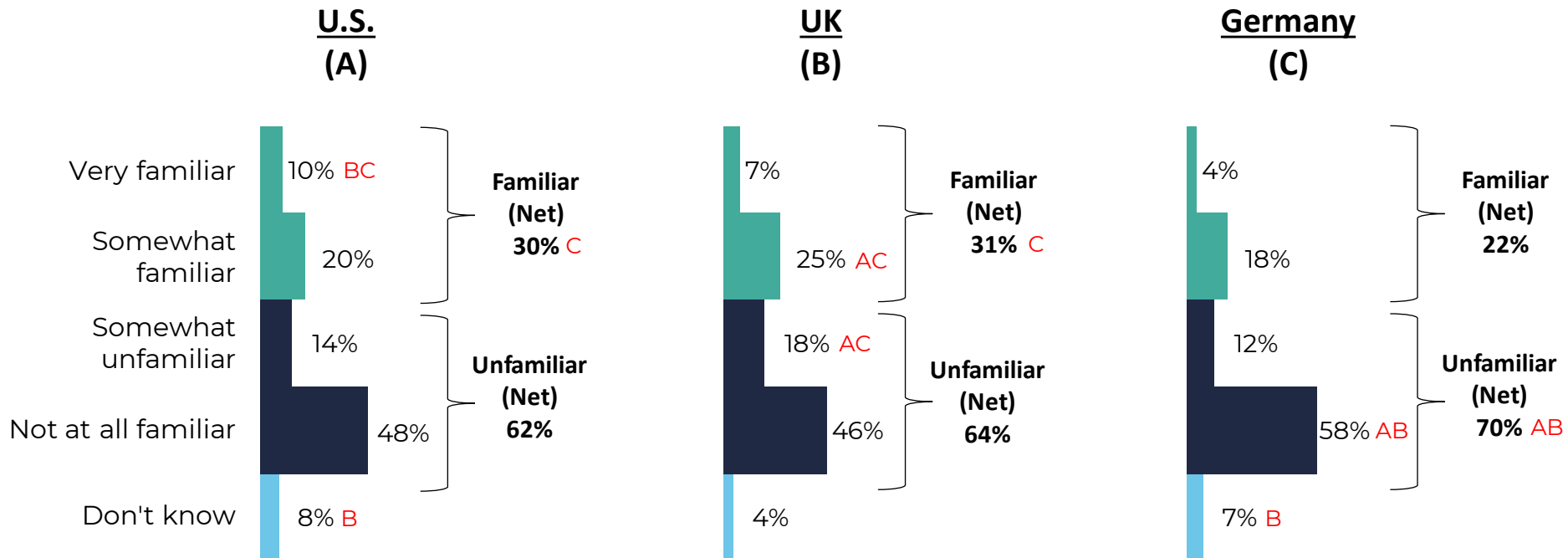


A4. How familiar are you with the concept of 'impact investing,' which refers to an investment in companies, organizations and funds that have a beneficial impact on society, while also providing a financial return to investors?

Base: 2016 (N=1,028), 2018 (N=1,005), 2019 (N=1,003), 2020 (N=1,002)

Comparison of U.S./UK/Germany familiarity with impact investing

Three in ten adults in the U.S. (30%) and UK (31%) are very or somewhat familiar with the concept of impact investing, which is significantly higher than the 22% of German adults who indicated familiarity. A majority of respondents in all countries – particularly Germany (70%) – are still unfamiliar with the concept.

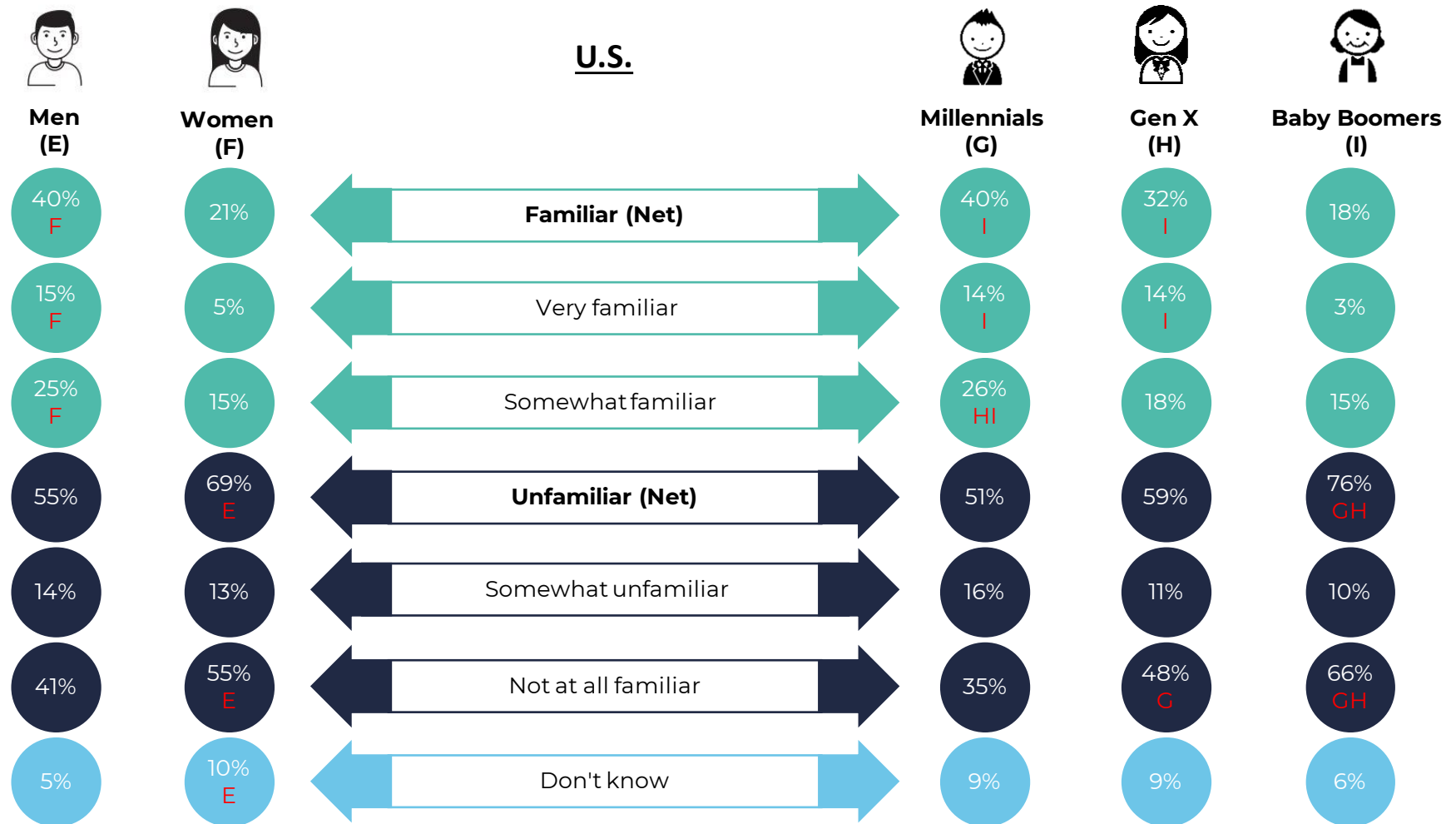


A4. How familiar are you with the concept of 'impact investing,' which refers to an investment in companies, organizations and funds that have a beneficial impact on society, while also providing a financial return to investors?

Base: US (N=1,002), UK (N=1,004), Germany (N=1,004)

U.S. familiarity with impact investing by gender & generation 2020

U.S. men (40%) are nearly twice as likely as women (21%) to be familiar with the concept of impact investing. In addition, 40% of Millennials and 32% of Gen Xers are familiar with impact investing, while Baby Boomers have significantly lower exposure to it (18%).

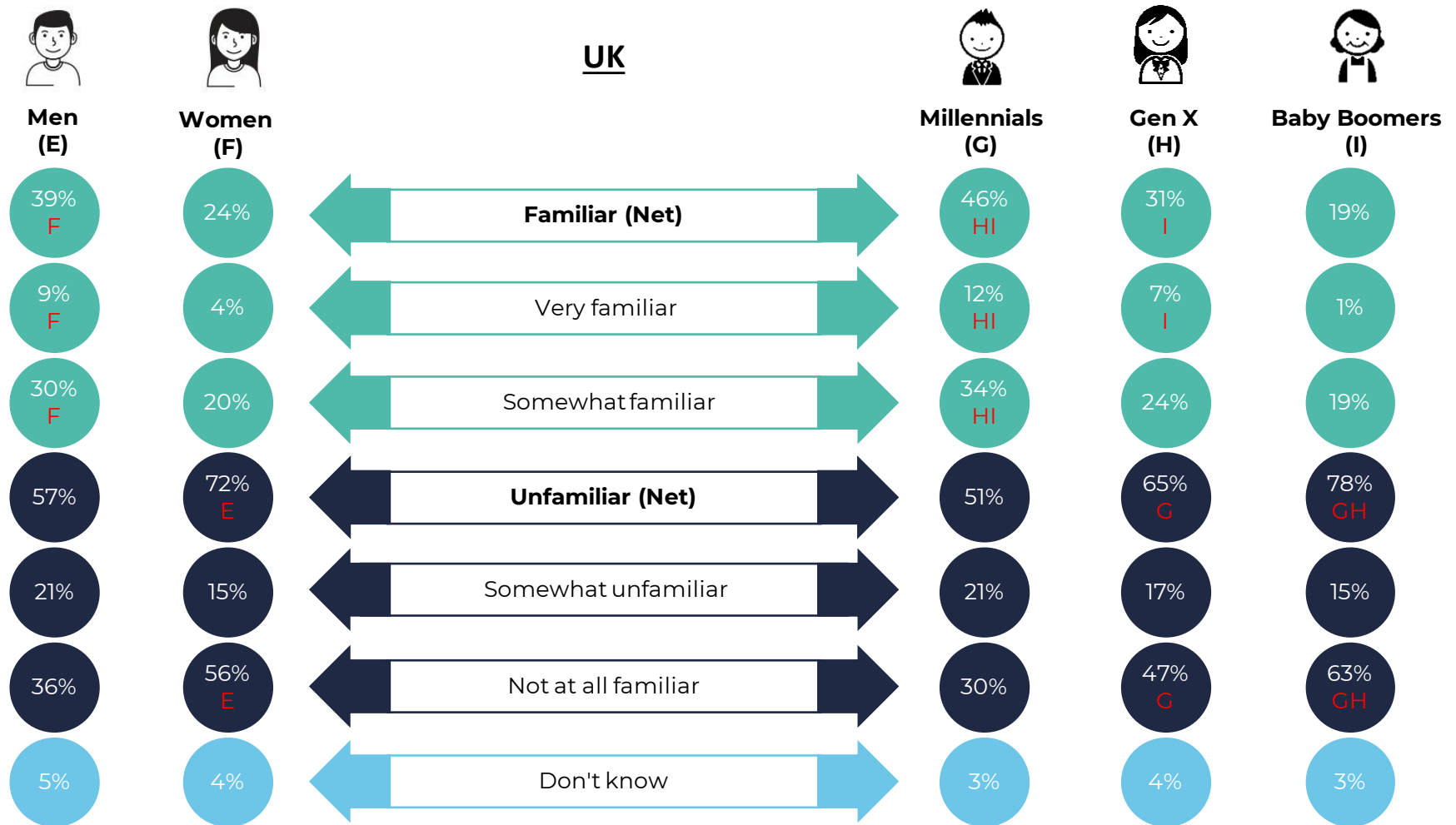


A4. How familiar are you with the concept of 'impact investing,' which refers to an investment in companies, organizations and funds that have a beneficial impact on society, while also providing a financial return to investors?

Base: Men (N=501), Women (N=501), Millennials (N=315), Gen X (N=249), Baby Boomers (N=292)

UK familiarity with impact investing by gender & generation 2020

UK men (39%) are more familiar with the concept of impact investing compared to women (24%). Nearly half (46%) of Millennials express familiarity with impact investing, significantly higher than both Gen X (31%) and Baby Boomers (19%).

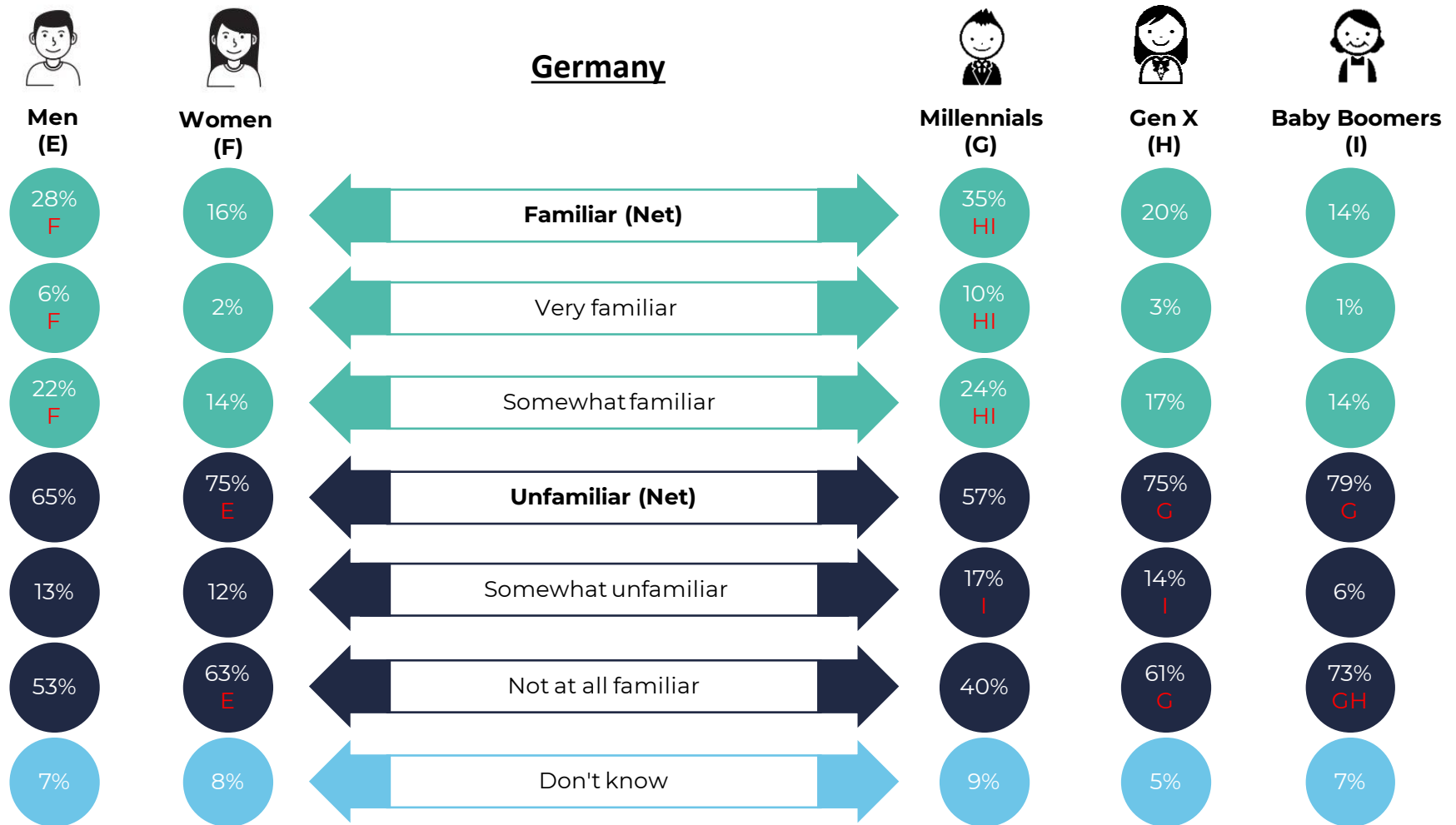


A4. How familiar are you with the concept of 'impact investing,' which refers to an investment in companies, organizations and funds that have a beneficial impact on society, while also providing a financial return to investors?

Base: Men (N=501), Women (N=503), Millennials (N=368), Gen X (N=317), Baby Boomers (N=192)

Germany familiarity with impact investing by gender & generation 2020

The same trends are evident in Germany, with 28% of men saying they are familiar with impact investing compared to 16% of women. In addition, Millennials (35%) are much more inclined than Gen X (20%) and Baby Boomers (14%) to be aware of the concept.

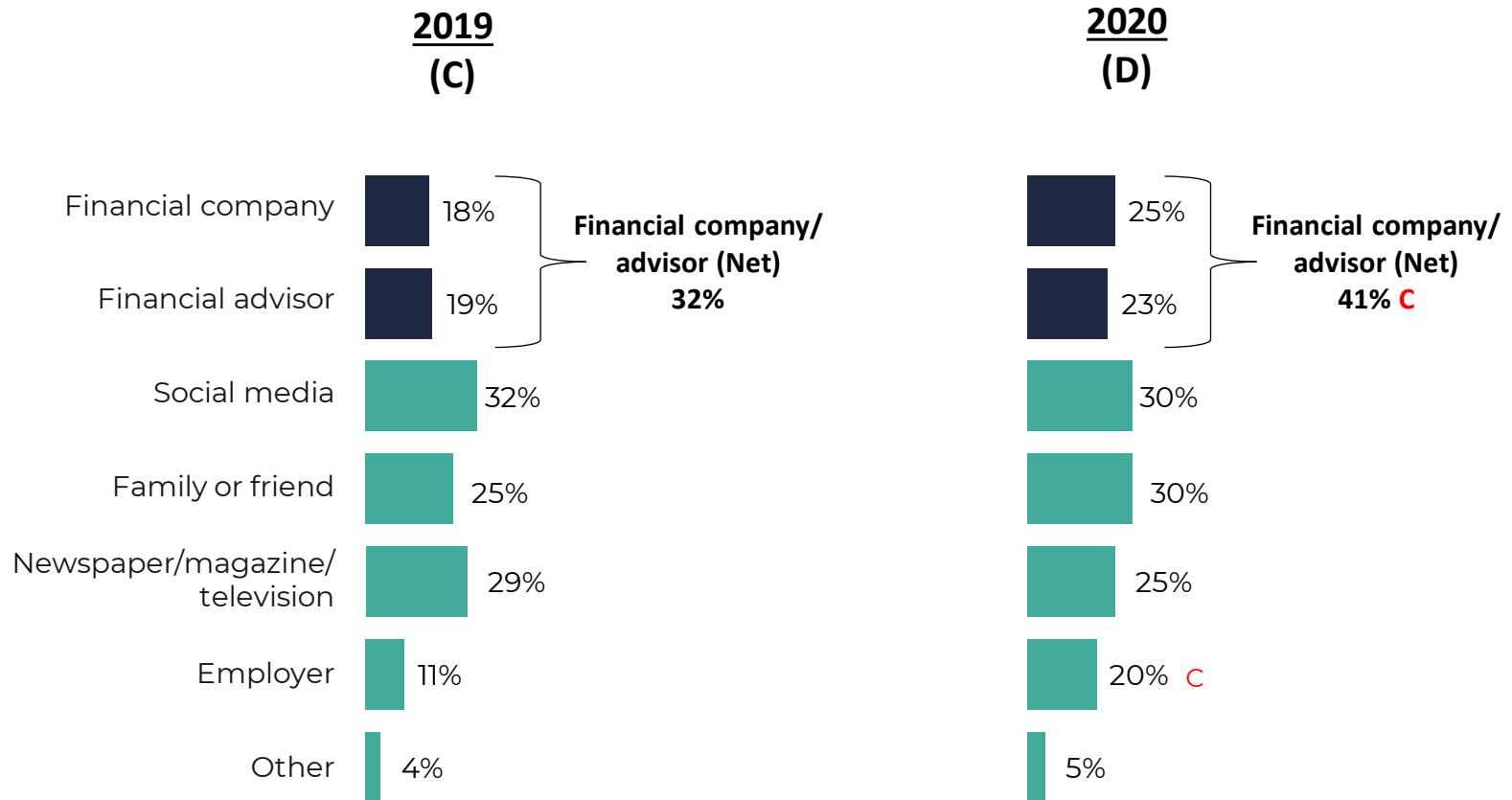


A4. How familiar are you with the concept of 'impact investing,' which refers to an investment in companies, organizations and funds that have a beneficial impact on society, while also providing a financial return to investors?

Base: Men (N=503), Women (N=501), Millennials (N=300), Gen X (N=356), Baby Boomers (N=227)

U.S. sources of learning for impact/ESG investing – 2019-2020

Among those familiar with impact investing in the U.S., 2020 respondents were significantly more likely than their 2019 counterparts to learn about impact investing from a financial company and/or advisor (41% vs. 32%, respectively). They are also nearly twice as likely to cite their employer as a source of information (20% vs. 11%, respectively).

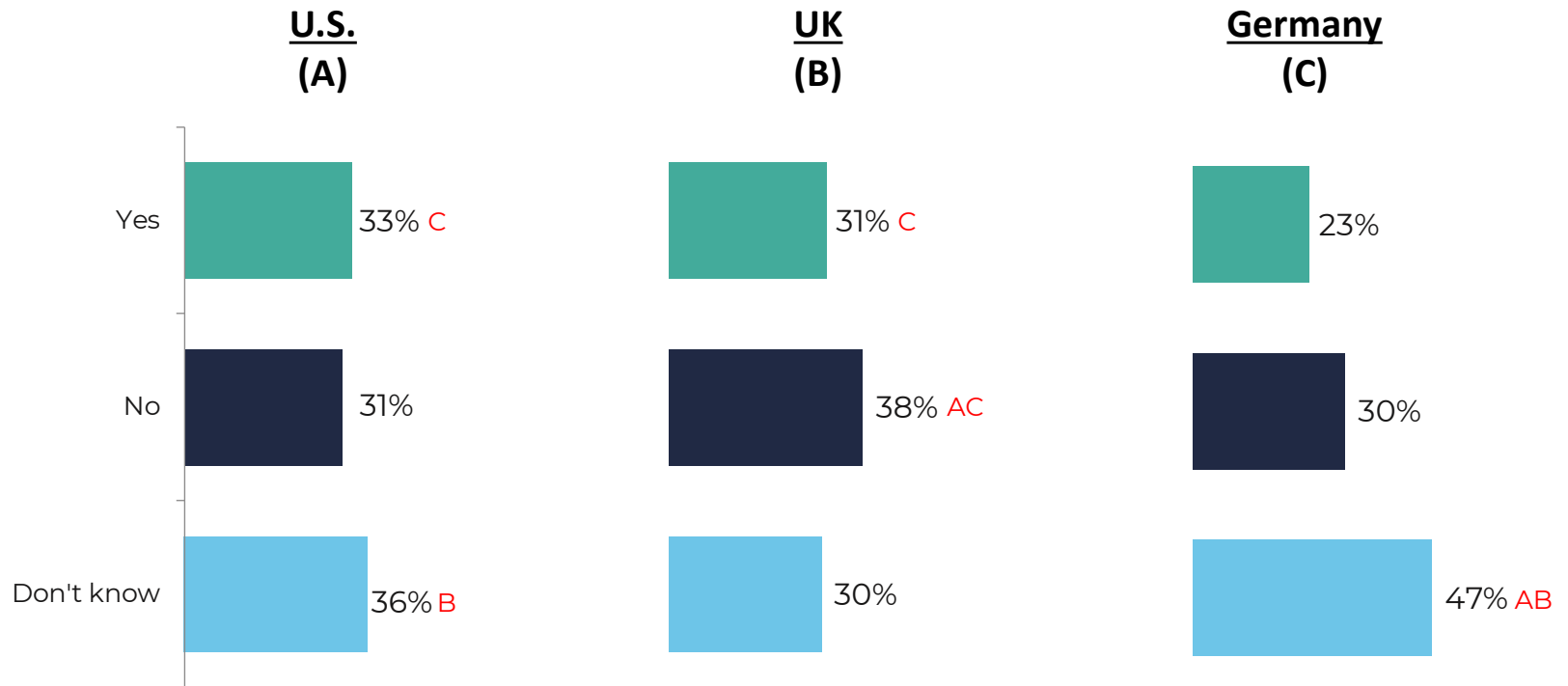


A7. Where did you learn about 'impact investing' and/or 'ESG investing'?

Base: Very or somewhat familiar with the concept of 'impact investing' - 2019 (N=318), 2020 (N=344)

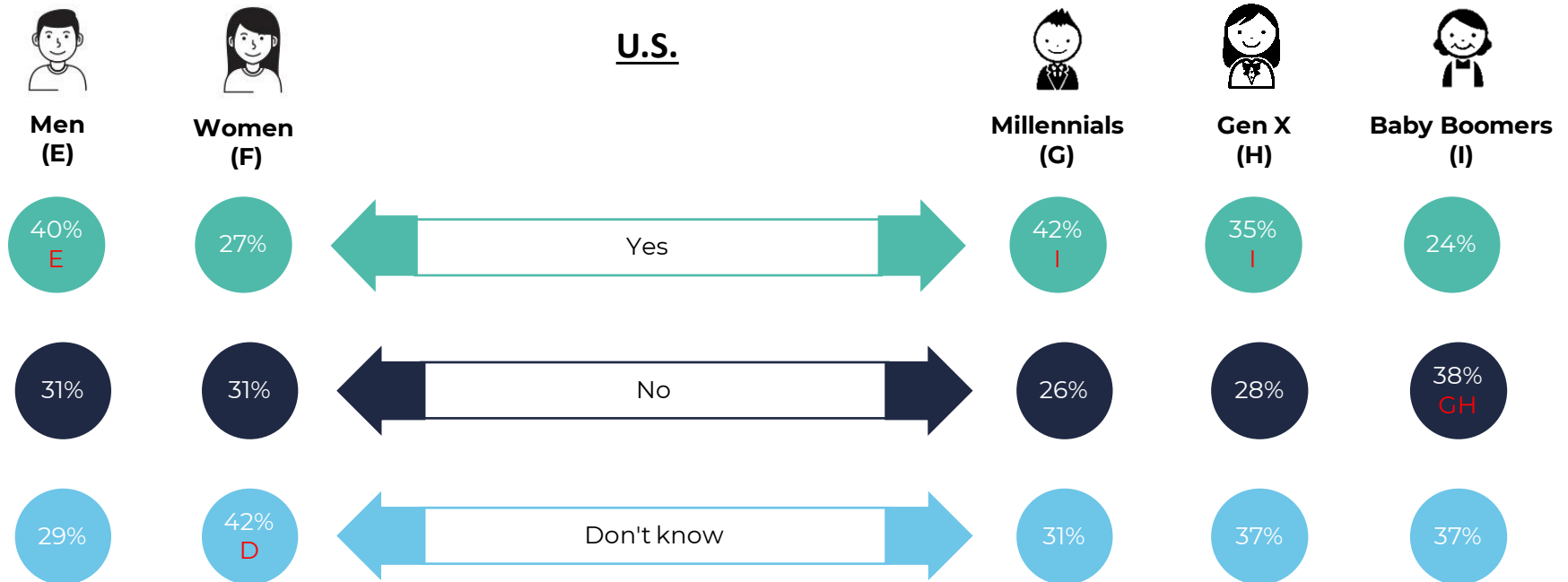
Comparison of U.S./UK/Germany appeal of impact investing in Covid-19 economic downturn

In light of the Covid-19 driven global economic downturn, impact investing and/or ESG investing has become more appealing to adults in the U.S. (33%) and UK (31%) versus Germany (23%). However, UK respondents are the most likely to say it has not become more appealing (38%), while those in the U.S. (36%) and especially Germany (47%) are more inclined to say they don't know.



U.S. appeal of impact investing in Covid-19 economic downturn by gender & generation 2020

The appeal of impact investing has grown significantly more among men (40%) than women (27%) in the U.S. as a result of the Covid-19 driven global economic downturn. This is also true of Millennials (42%) and Gen Xers (35%) versus Baby Boomers (24%).

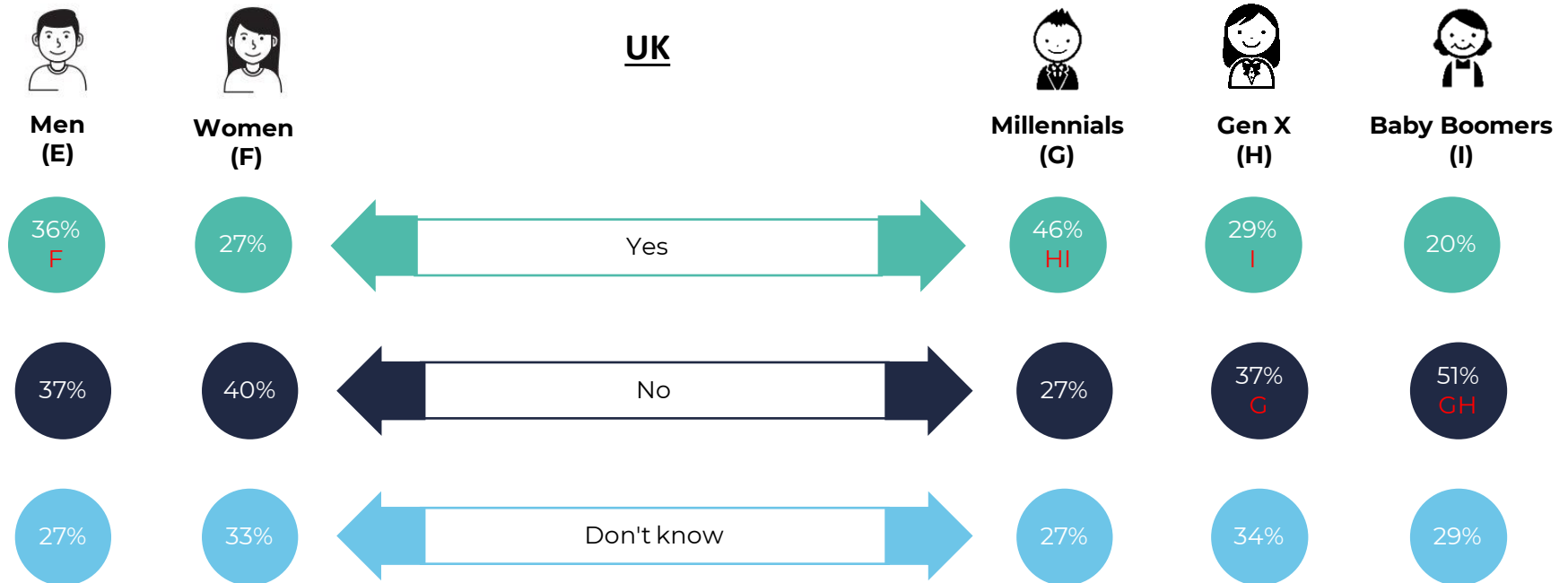


A9. In light of the Covid-19 driven global economic downturn, has 'impact investing' and/or 'ESG investing' become more appealing?

Base: Men (N=501), Women (N=501), Millennials (N=315), Gen X (N=249), Baby Boomers (N=292)

UK appeal of impact investing in Covid-19 economic downturn by gender & generation 2020

Men (36%) and Millennials (46%) in the UK are the most likely to say impact investing has become more appealing to them since the global economic downturn.

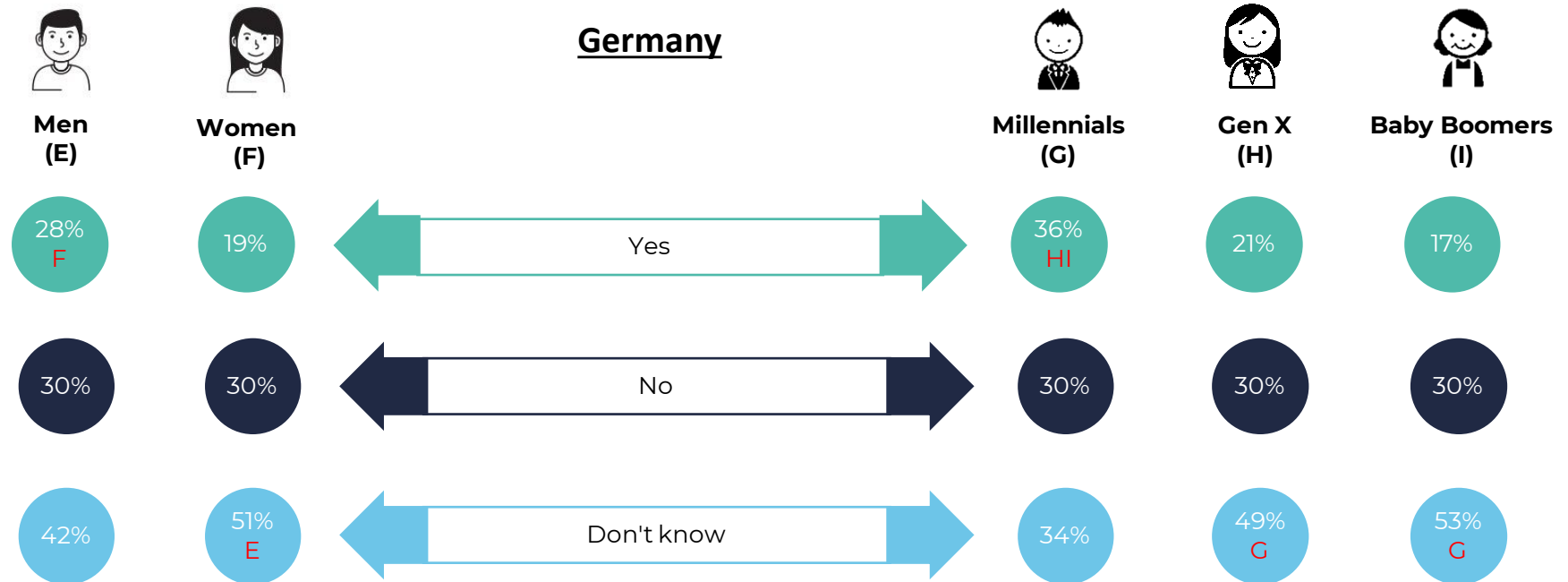


A9. In light of the Covid-19 driven global economic downturn, has 'impact investing' and/or 'ESG investing' become more appealing?

Base: Men (N=501), Women (N=503), Millennials (N=368), Gen X (N=317), Baby Boomers (N=192)

Germany appeal of impact investing in Covid-19 economic downturn by gender & generation 2020

The same trends are evident in Germany, where 28% of men (versus 19% of women) say impact investing has grown in appeal for them. Among generations, Millennials (36%) are far more likely than both Gen Xers (21%) and Baby Boomers (17%) to find the concept more appealing.

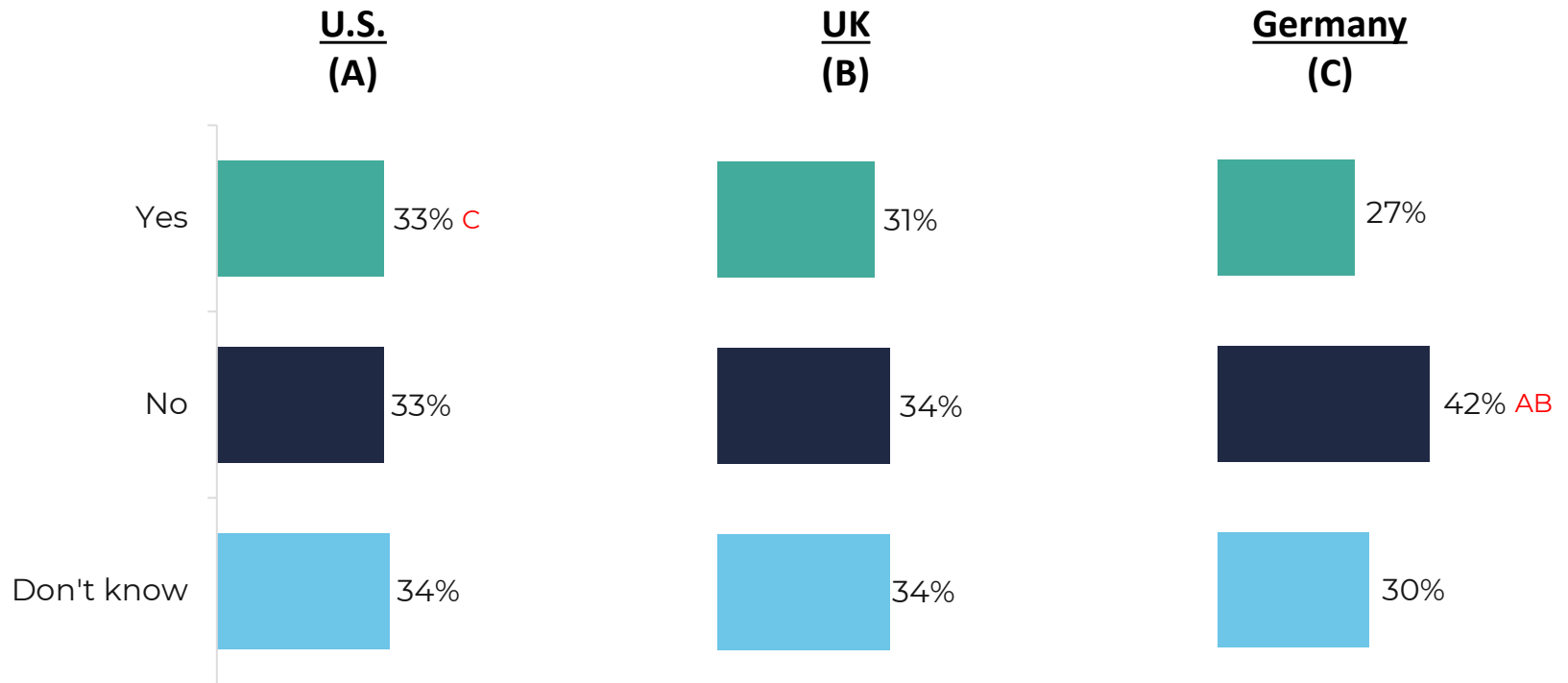


A9. In light of the Covid-19 driven global economic downturn, has 'impact investing' and/or 'ESG investing' become more appealing?

Base: Men (N=503), Women (N=501), Millennials (N=300), Gen X (N=356), Baby Boomers (N=227)

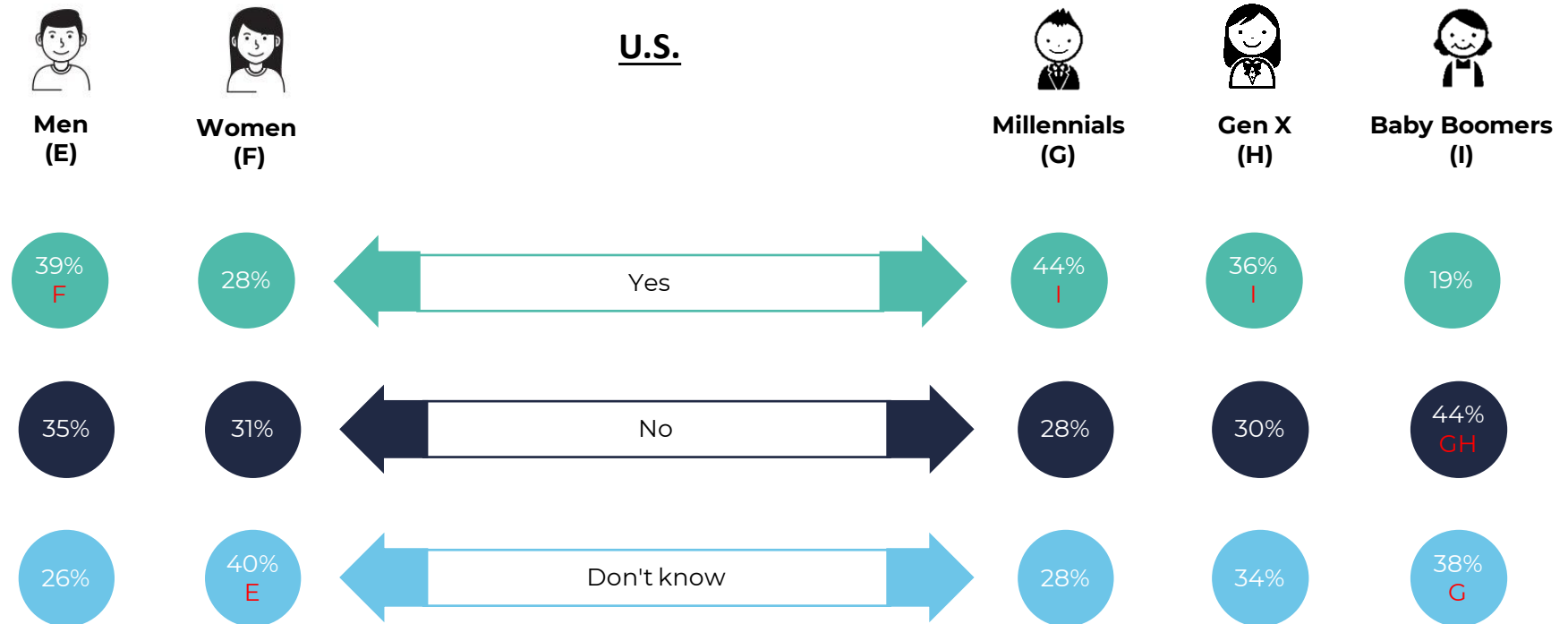
Comparison of U.S./UK/Germany willingness to sacrifice returns for positive impact

While U.S. and UK respondents are evenly split in their willingness to sacrifice returns in order to create a positive impact, respondents in Germany are the most likely to say they would not be willing to make this sacrifice (42%).



U.S. willingness to sacrifice returns for positive impact by gender & generation 2020

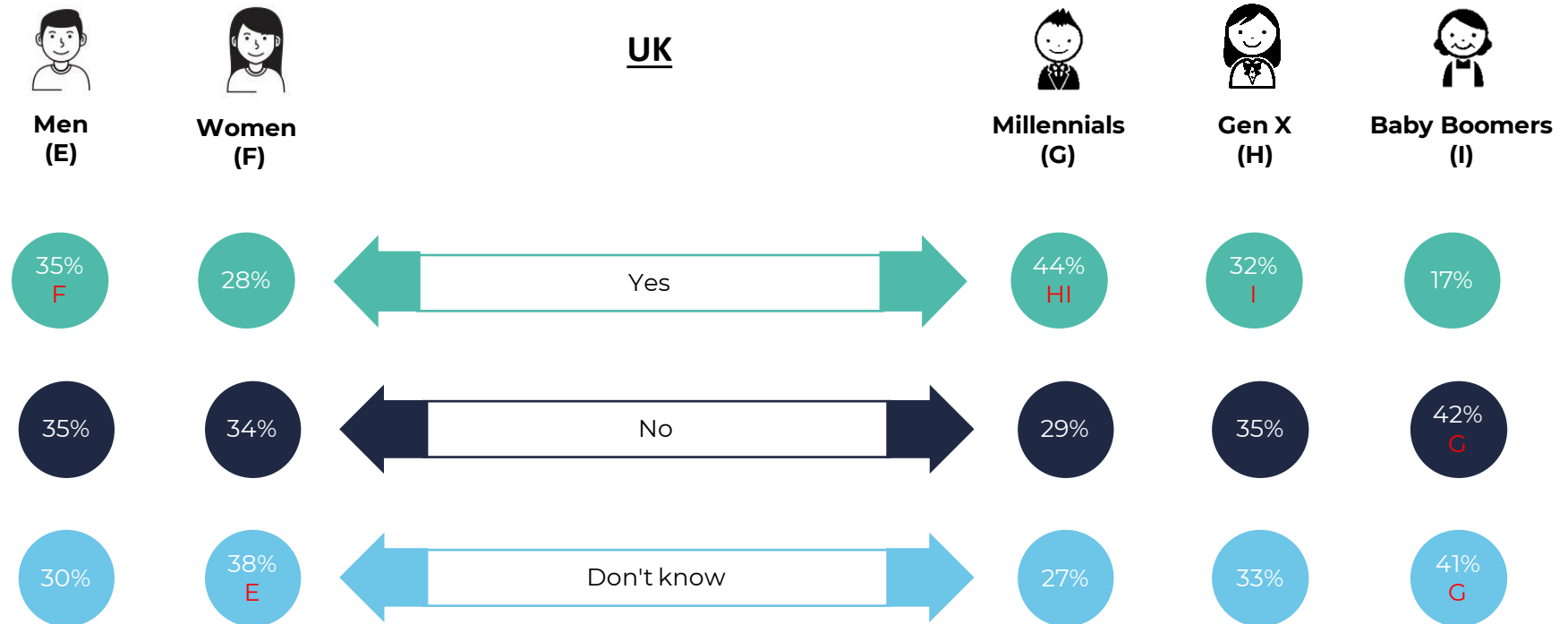
U.S. men (39%) are significantly more inclined than women (28%) to express a willingness to sacrifice returns in order to make a positive impact. Millennials (44%) and Gen Xers (36%) are also much more likely than Baby Boomers (19%) to be willing to make this trade-off.



A10. Would you be willing to sacrifice returns in order to create a positive impact?
 Base: Men (N=501), Women (N=501), Millennials (N=315), Gen X (N=249), Baby Boomers (N=292)

UK willingness to sacrifice returns for positive impact by gender & generation 2020

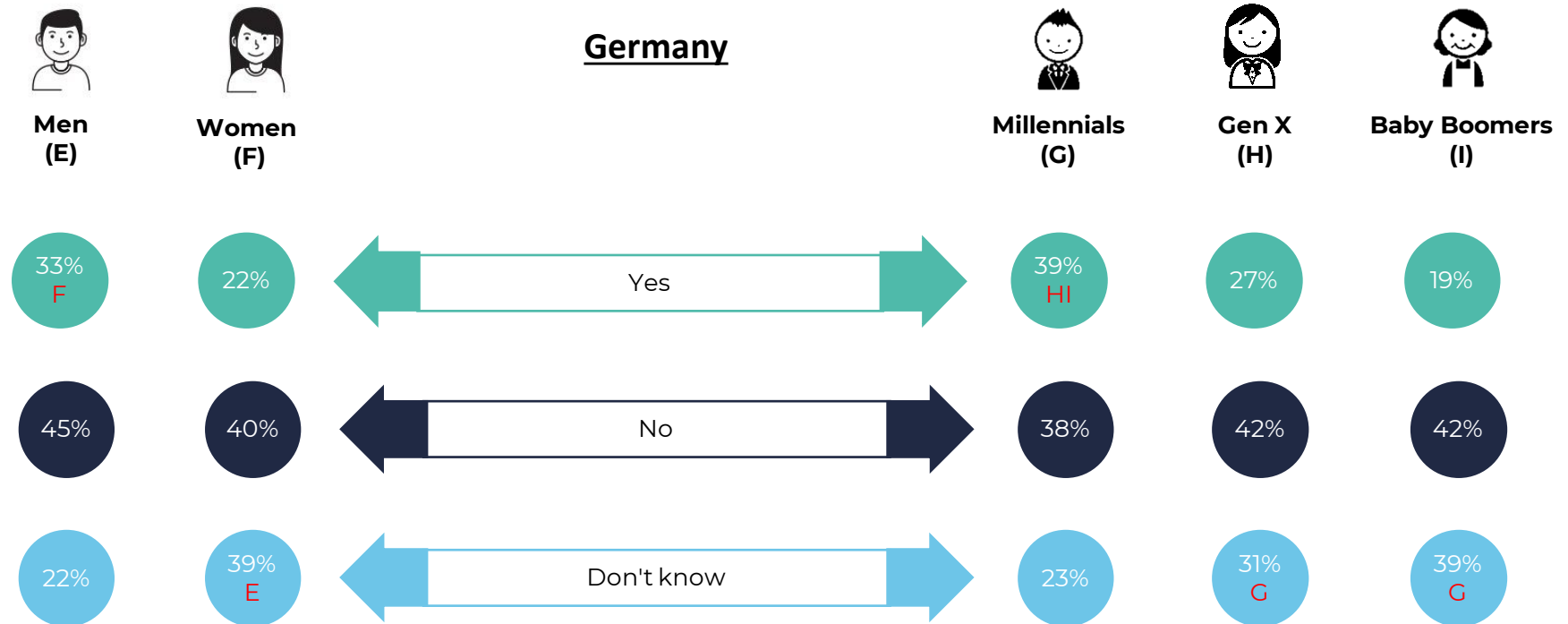
In the UK, men (35%) and Millennials (44%), followed by Gen Xers (32%), are the most likely to say they would be willing to sacrifice returns in order to make a positive impact.



A10. Would you be willing to sacrifice returns in order to create a positive impact?
 Base: Men (N=501), Women (N=503), Millennials (N=368), Gen X (N=317), Baby Boomers (N=192)

Germany willingness to sacrifice returns for positive impact by gender & generation 2020

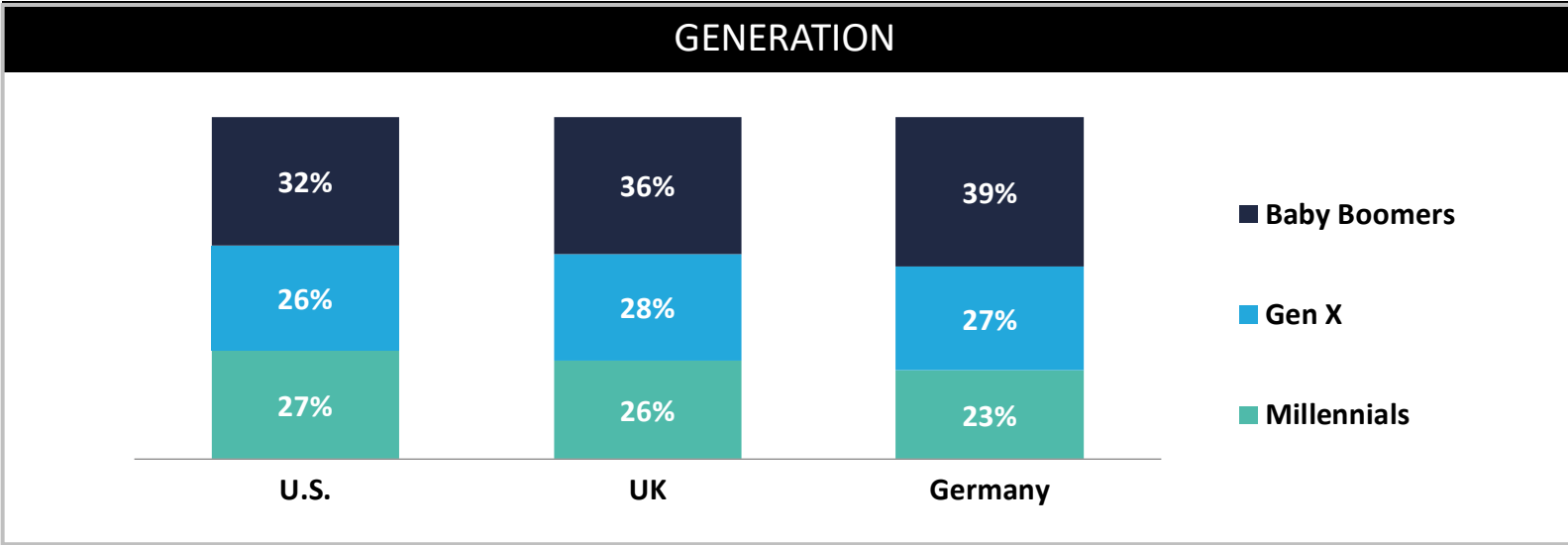
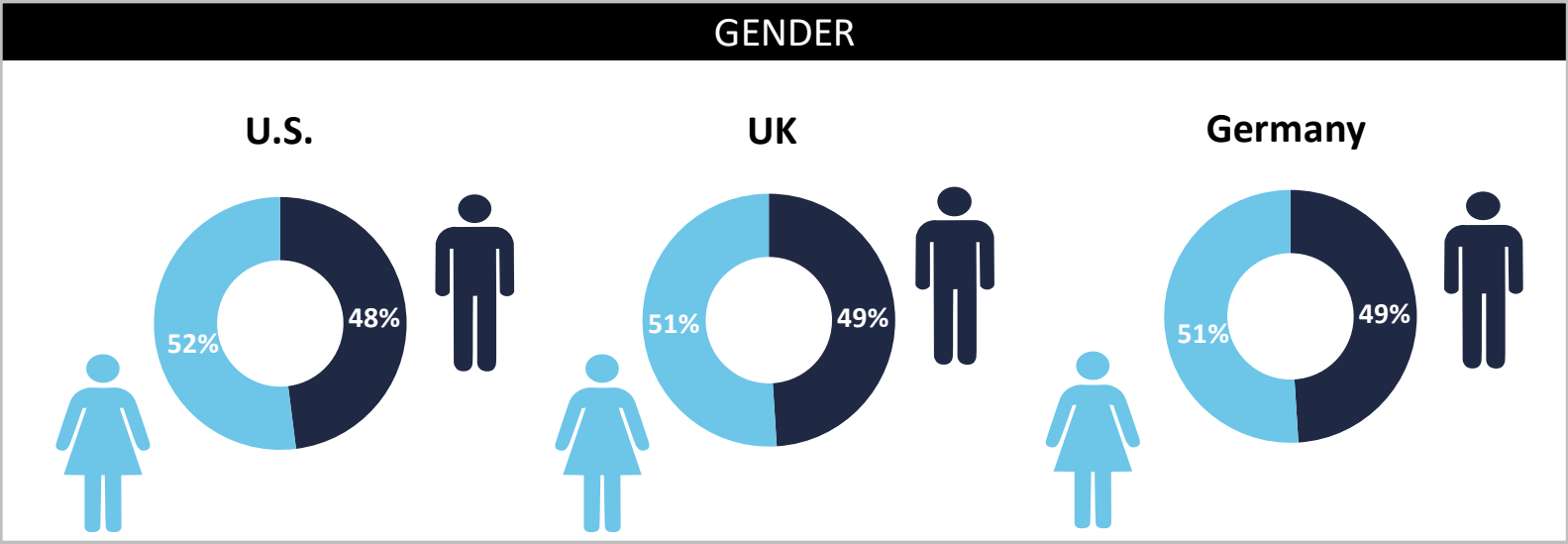
A willingness to sacrifice returns in order to create a positive impact is also more typical of men (33%) than women (22%) in Germany, and far more common among Millennials (39%) compared to Gen X (27%) and Baby Boomers (19%).



A10. Would you be willing to sacrifice returns in order to create a positive impact?
 Base: Men (N=503), Women (N=501), Millennials (N=300), Gen X (N=356), Baby Boomers (N=227)

Appendix

Respondent profile



Questionnaire

A1 Do you currently invest in stocks, bonds, mutual funds, or exchange traded funds?

- 01 Yes
- 02 No
- 03 Don't know

Asked of those who do not currently invest in stocks, bonds, mutual funds or exchange traded funds...

A2 Within the next five years, do you intend to invest in stocks, bonds, mutual funds, or exchange traded funds?

- 01 Yes
- 02 No
- 03 Don't know

A1A Do you intentionally choose to do business with companies whose values align with yours? For example, doing business with TOMs shoes or Warby Parker because of their buy one/donate one policy?

- 01 Yes
- 02 No, it does not matter to me
- 03 No, but I might consider that in the future
- 04 Don't know

A3 When considering investments, how important are these factors in your decision?

- 01 Very important
 - 02 Somewhat important
 - 03 Somewhat unimportant
 - 04 Not very important
 - 05 Don't know
-
- A. Risks
 - B. Impact on society
 - C. Fees
 - D. Length of time the money will be invested
 - E. Return on investment

Questionnaire continued

A4 How familiar are you with the concept of 'impact investing,' which refers to an investment in companies, organizations and funds that have a beneficial impact on society, while also providing a financial return to investors?

- 01 Very familiar
- 02 Somewhat familiar
- 03 Somewhat unfamiliar
- 04 Not at all familiar
- 05 Don't know

A5 How appealing is the concept of 'impact investing' to you?

- 01 Very appealing
- 02 Somewhat appealing
- 03 Somewhat unappealing
- 04 Not very appealing
- 05 Don't know

Asked of those who are very or somewhat familiar with the concept of 'impact investing'...

A7 Where did you learn about 'impact investing' and/or 'ESG investing'?

- 01 Newspaper/magazine/television
- 02 Social media
- 03 Financial company
- 04 Financial advisor
- 05 Employer
- 06 Family or friend
- 07 Other

Questionnaire continued

A8 that If you were to make an 'impact investment' that aligns with your personal values or priorities, select the cause that matters to you most.

- 01 Healthcare/disease prevention and cures
- 02 Racial equity and social justice
- 03 Alignment with religious principles
- 04 Environment/sustainability
- 05 Improved education
- 06 Mitigating poverty
- 07 Gender equality
- 08 Other

A9 In light of the Covid-19 driven global economic downturn, has 'impact investing' and/or 'ESG investing' become more appealing?

- 01 Yes
- 02 No
- 03 Don't know

A10 Would you be willing to sacrifice returns in order to create a positive impact?

- 01 Yes
- 02 No
- 03 Don't know

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