

WHAT DOES SUSTAINABILITY REALLY MEAN IN THE INVESTMENT INDUSTRY?

CONSUMER RESEARCH HIGHLIGHTS

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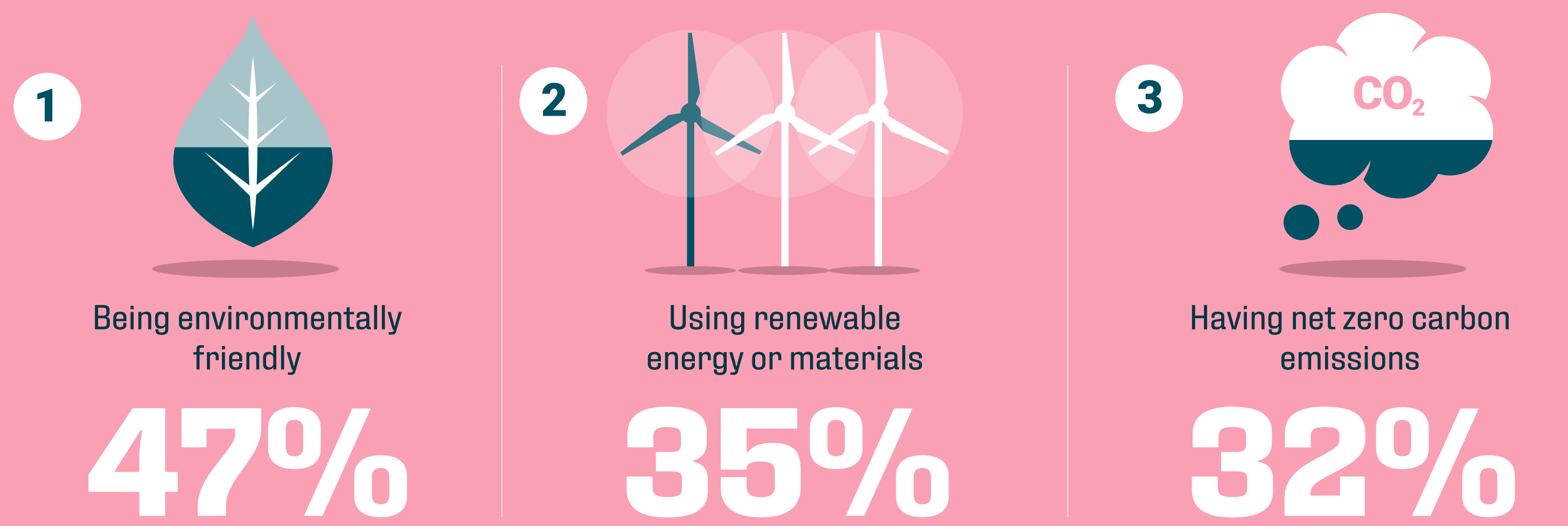


ENGINE
mhp mischief

ENVIRONMENT AND CLIMATE ARE THE MOTIVATING FACTORS

The **top three** attributes investors believe that sustainable investments should have are:

Environmental attributes are considered **much more important** than social, with 'paying employees at least a living wage' (8%) and 'equal gender pay' (6%) overlooked by most investors.



A LACK OF UNDERSTANDING HOLDS INVESTORS BACK

32%

don't feel they understand sustainable investment well enough to invest that way



CONSUMERS WOULD MOVE MONEY TO MATCH THEIR BELIEFS

Nearly

TWO THIRDS

(62%) of investors would take their money out of a fund investing in something they thought was unsustainable.



CONFUSING LABELLING MISINFORMS INVESTORS

ONLY HALF

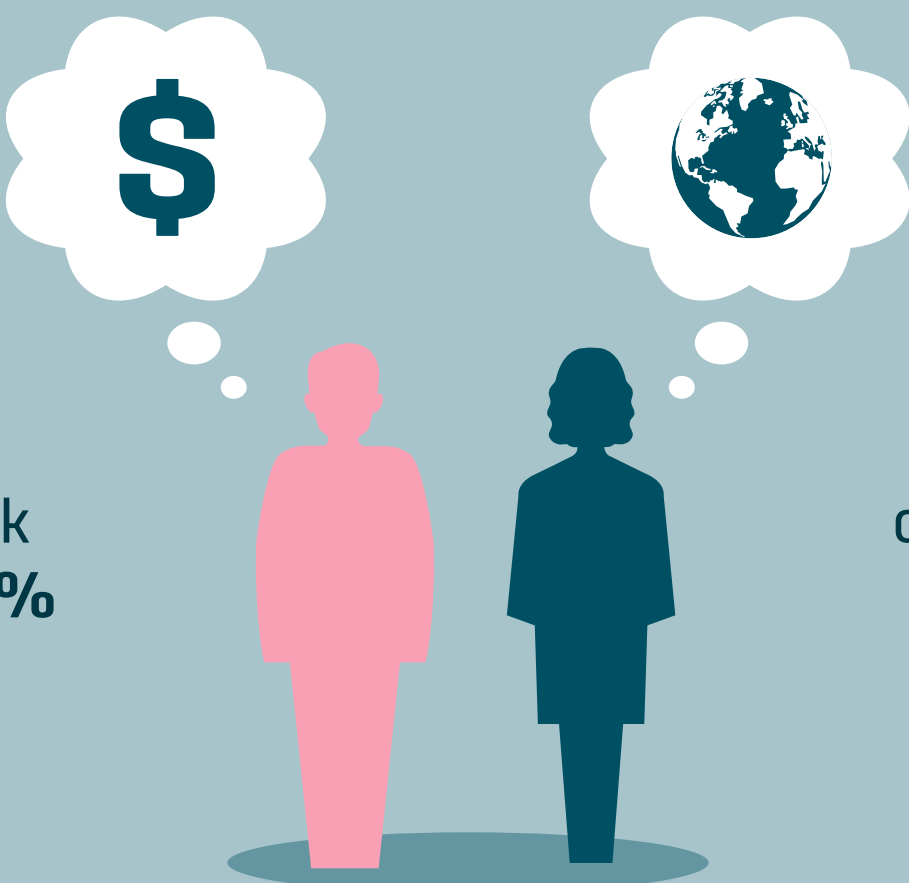
of investors trust that funds labelled as 'ethical' or 'ESG' will invest in sustainable companies and assets.



WOMEN FOCUS ON THE ISSUES; MEN LOOK FOR FINANCIAL RETURNS

24%

of **men** invest sustainably as they think it will make them more money, only **16%** of women have this as a priority.



49%

of women invest sustainably to support a better environment and society, but only **35%** of men say the same.

YOUNGER GENERATIONS ARE ACTIVE AND ENGAGED

UNDER 35s
are the most likely to invest sustainably (57%)



more than double than those aged **OVER 55**