People & Money 2020
Sustainability

People invest with their values
85% of people feel it’s important that their investments advance an issue and 67% of respondents globally signal interest in making investments that address either the Environmental, Social or Governance issues people care about.
• 87% globally care most about environmental issues
• 60% globally care most about social issues*
• 37% globally care about governance issues

*This is increasing due to the COVID-19 crisis

In addition, among the 82% of respondents that are interested in key megatrends, climate change is the one that they are most likely to invest in.

The top three megatrends are:
• Climate change (34%)
• Technological advancement (25%)
• Emerging wealth (11%)

Non-investors, however, fall slightly behind. They need to get over the hurdle of getting invested first, before making the choice of how they would do so sustainably.

Sustainability can help reach new investors
2 in 5 non-investors say sustainable options would encourage them to invest for the first time.

Collective responsibility
People everywhere feel a responsibility to help solve global issues and see this as a collective effort. While 67% see the government as the most responsible for solving sustainability and social progress challenges, 49% and 48% feel that corporations and individuals, respectively, are also responsible.

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Most people (58%), including those that have investments, are not familiar with the term "sustainable investing." This number is higher among non-investors (69%) than investors (52%).

The lack of awareness about options for sustainable investing is a barrier among investors.

- 69% don’t know how sustainability is measured
- 61% think sustainable investing means higher costs
- 51% think sustainable investing means higher risks
- 52% think sustainable investing means sacrificing returns compared to non-sustainable options.

However, once informed, 3 in 4 find sustainable investing appealing.

**Sustainability + retirement**

People are interested in investing sustainably via their retirement plans and would be willing to allocate more if given the opportunity.

Overall, there is interest in learning more about ESG options within a retirement/pension plan (65% globally).

1 in 3 would contribute more to their plan if their company increased allocations to ESG.