

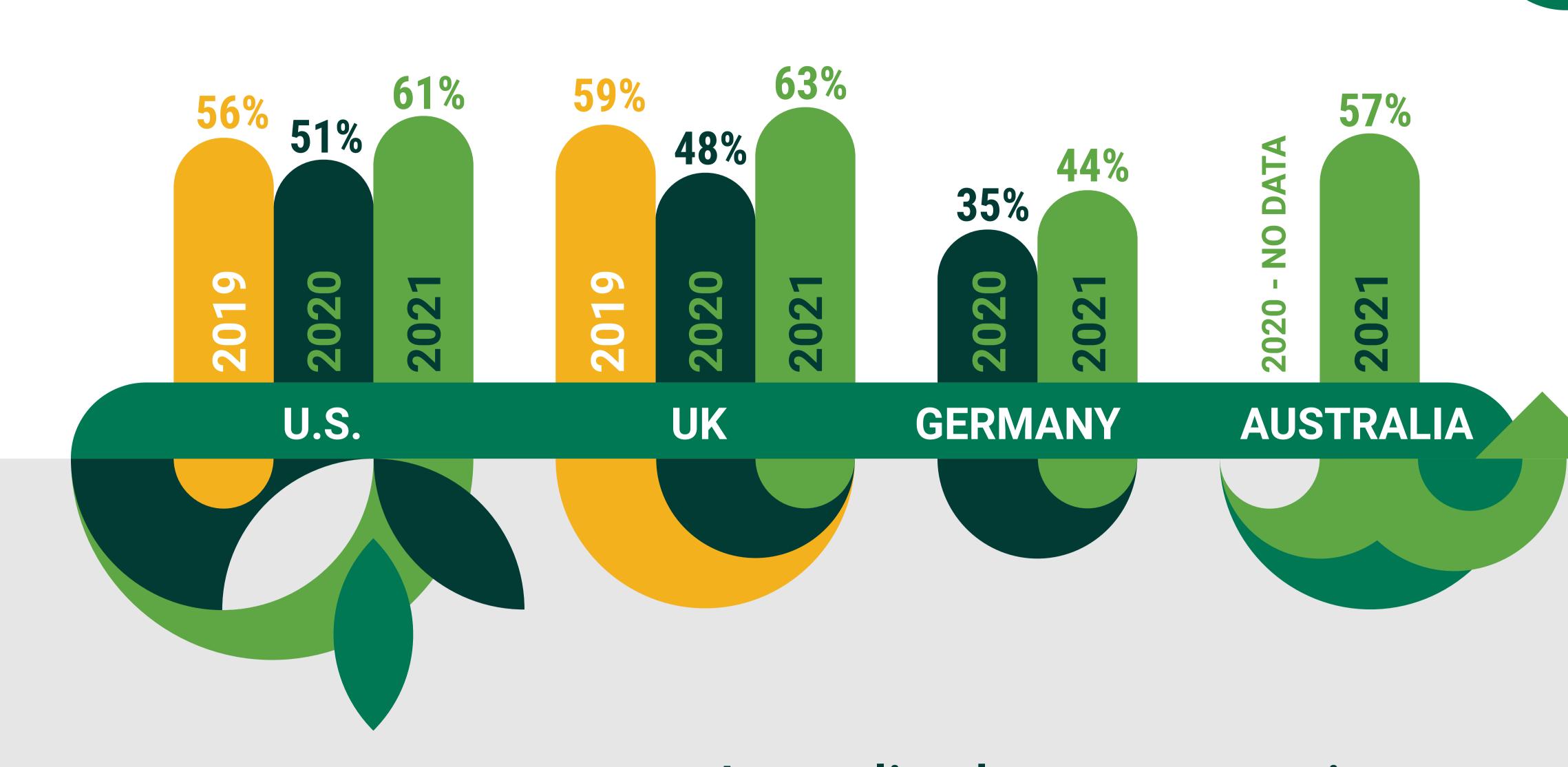
The growing appeal of impact investing:

Doing good is a renewed interest in 2021 across geography, generations and gender according to global study.

GEOGRAPHY

Across geography, interest in impact investing has increased 9-15% between 2020-2021.

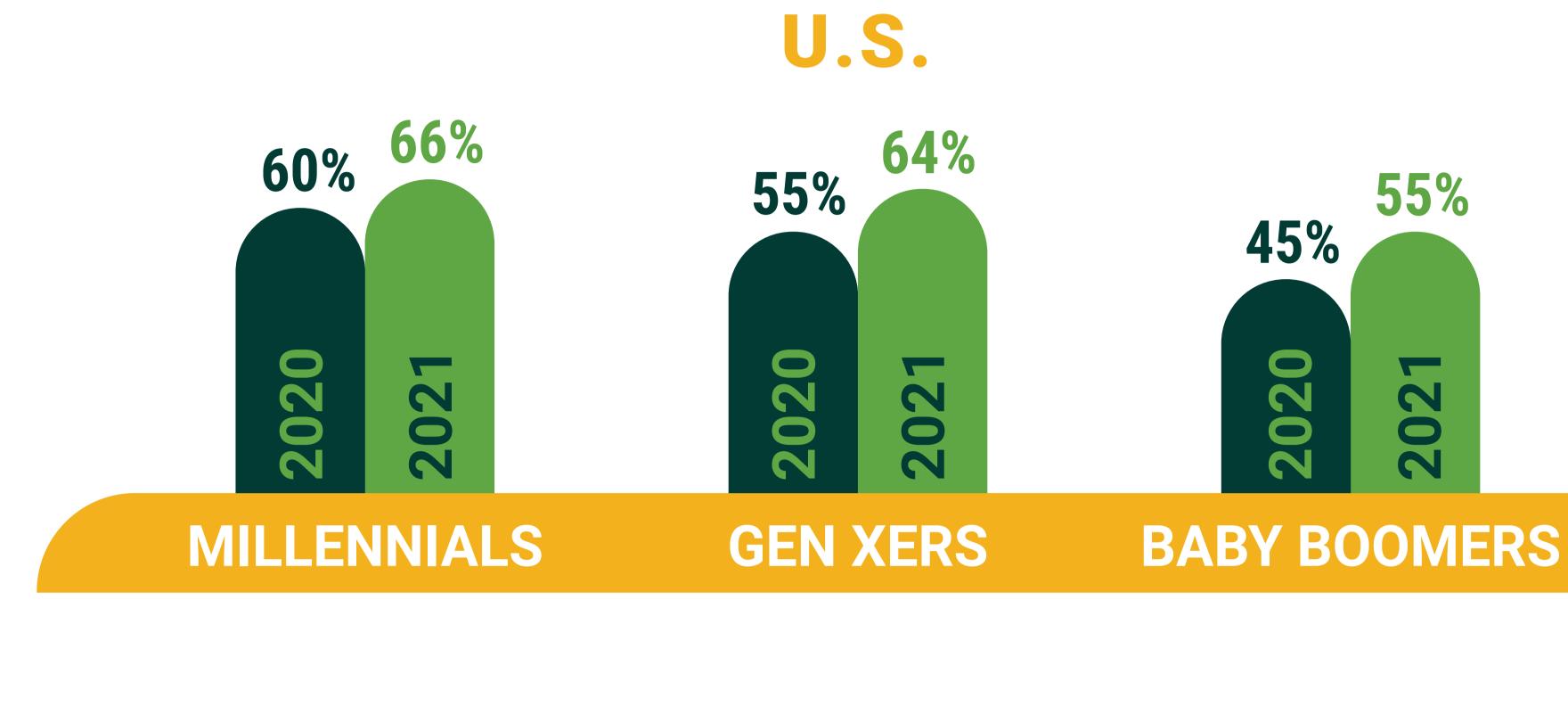
The UK made the sharpest increase, but all previously tracked countries have risen above pre-pandemic levels.

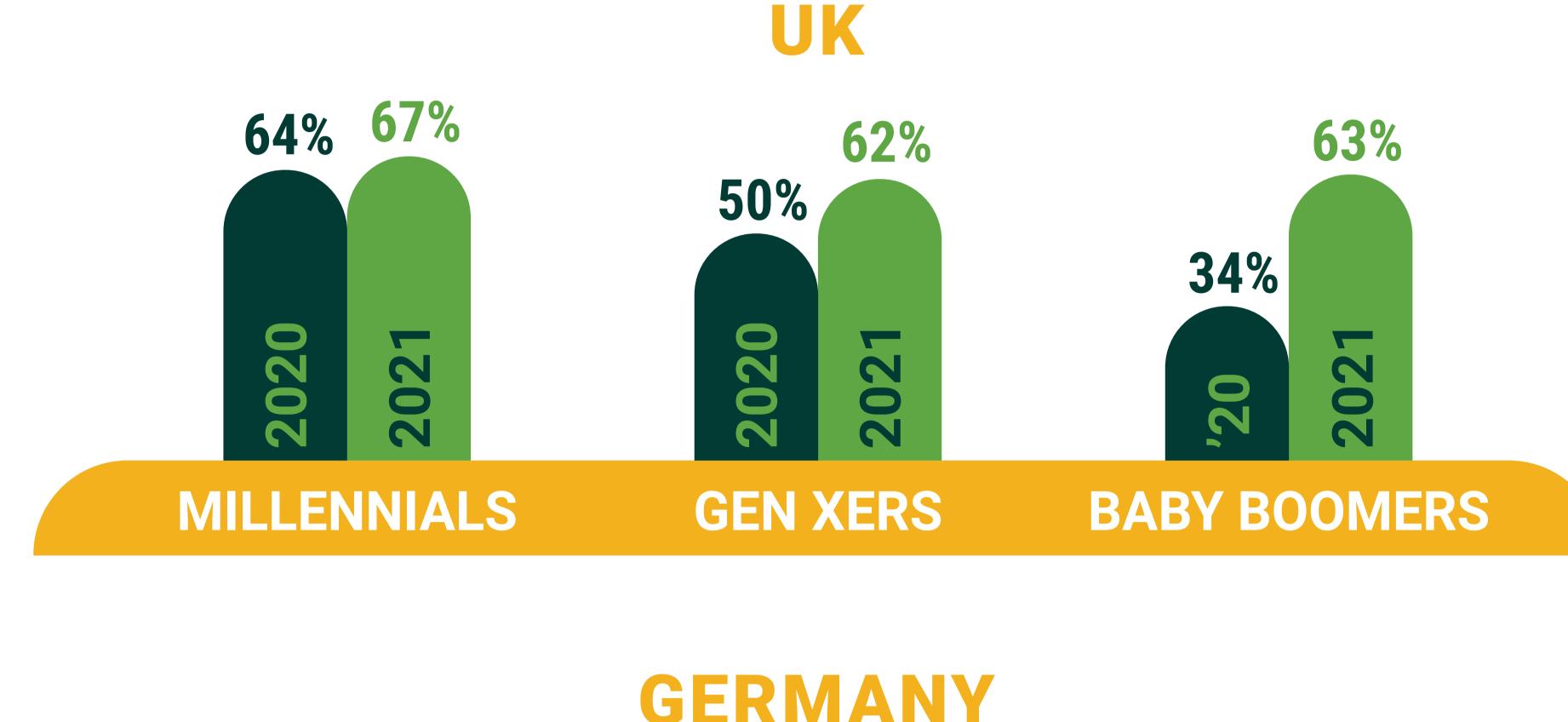


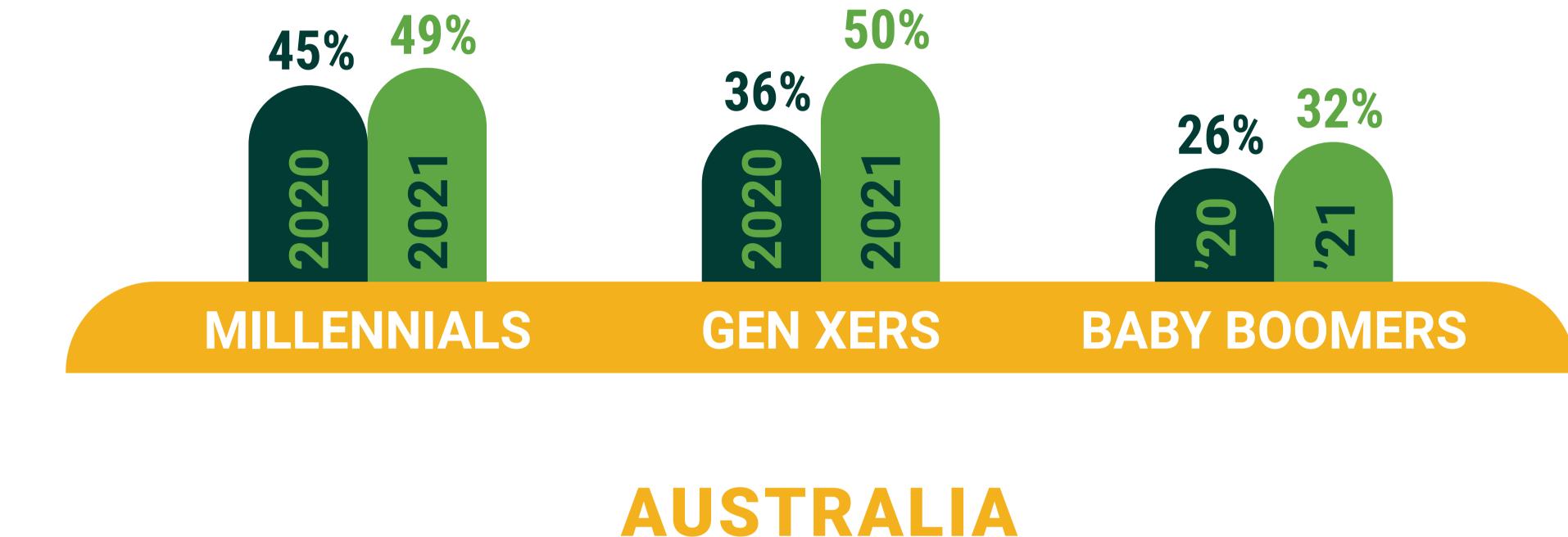
Newly tracked in 2021, Australia shows strong signs of interest, with levels on par with other countries.

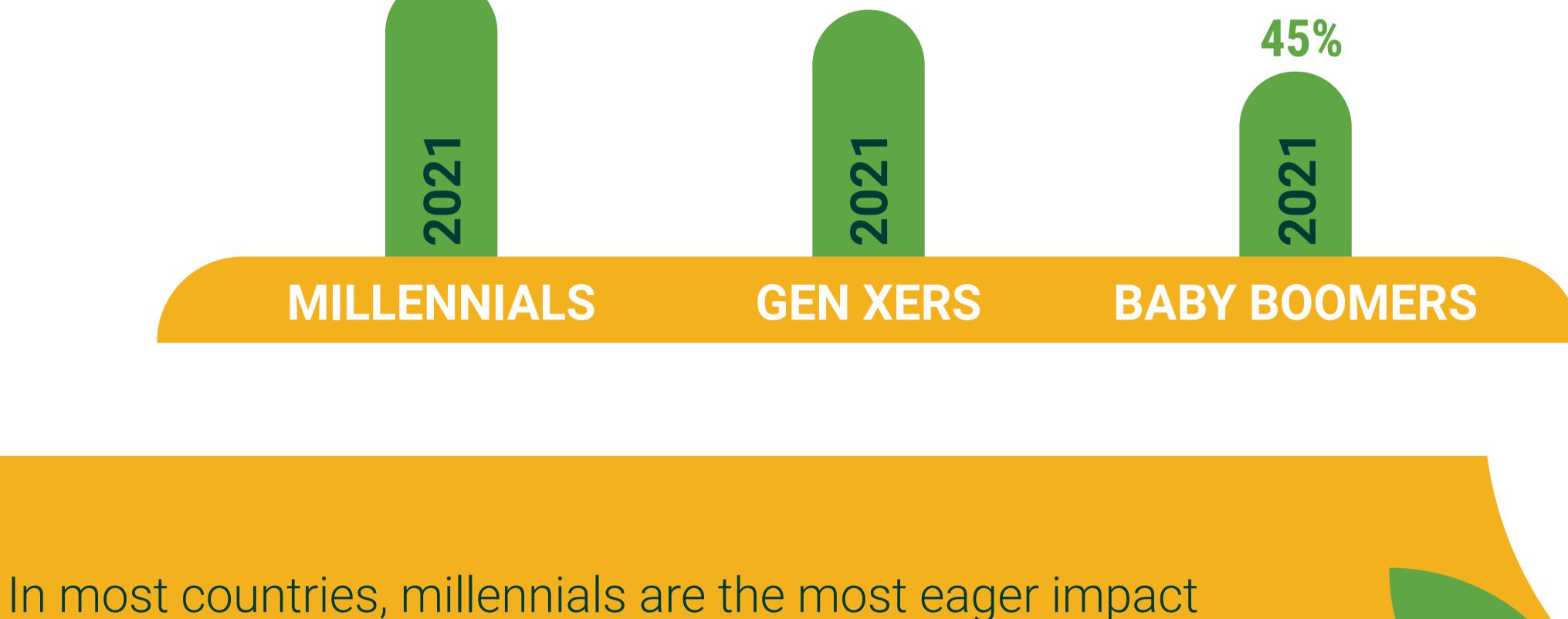
GENERATIONS

Impact investment's appeal is on the rise across all generations.









60%

upward trend. GENDERS Male (United States)

investors, but the largest increases in interest are shown

showing that older investors are catching on to this

among UK baby boomers (29%) and German Gen Xers (14%),

68%

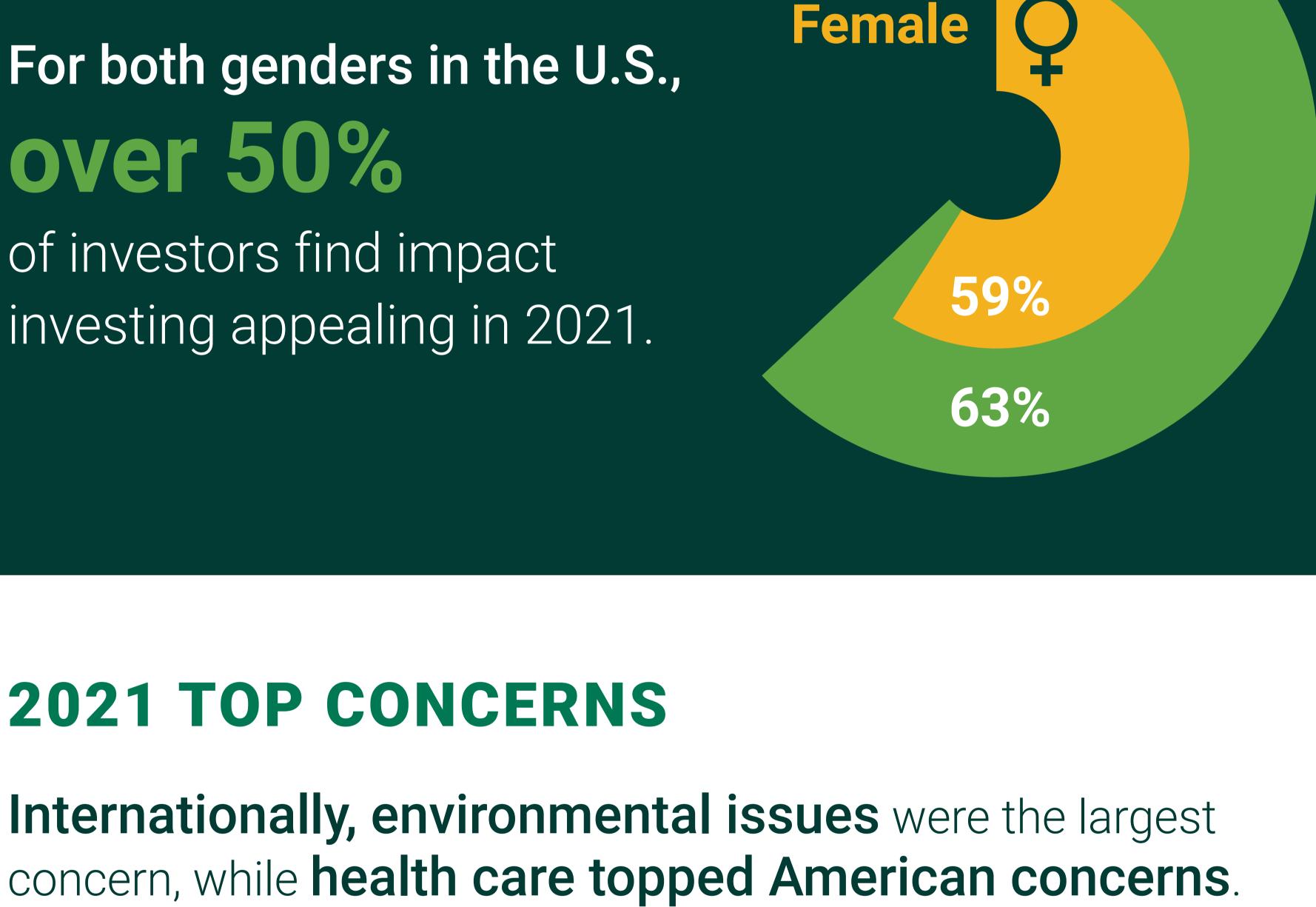
over 50%

U.S.

investing appealing in 2021.

of investors find impact

2021 TOP CONCERNS



GERMANY

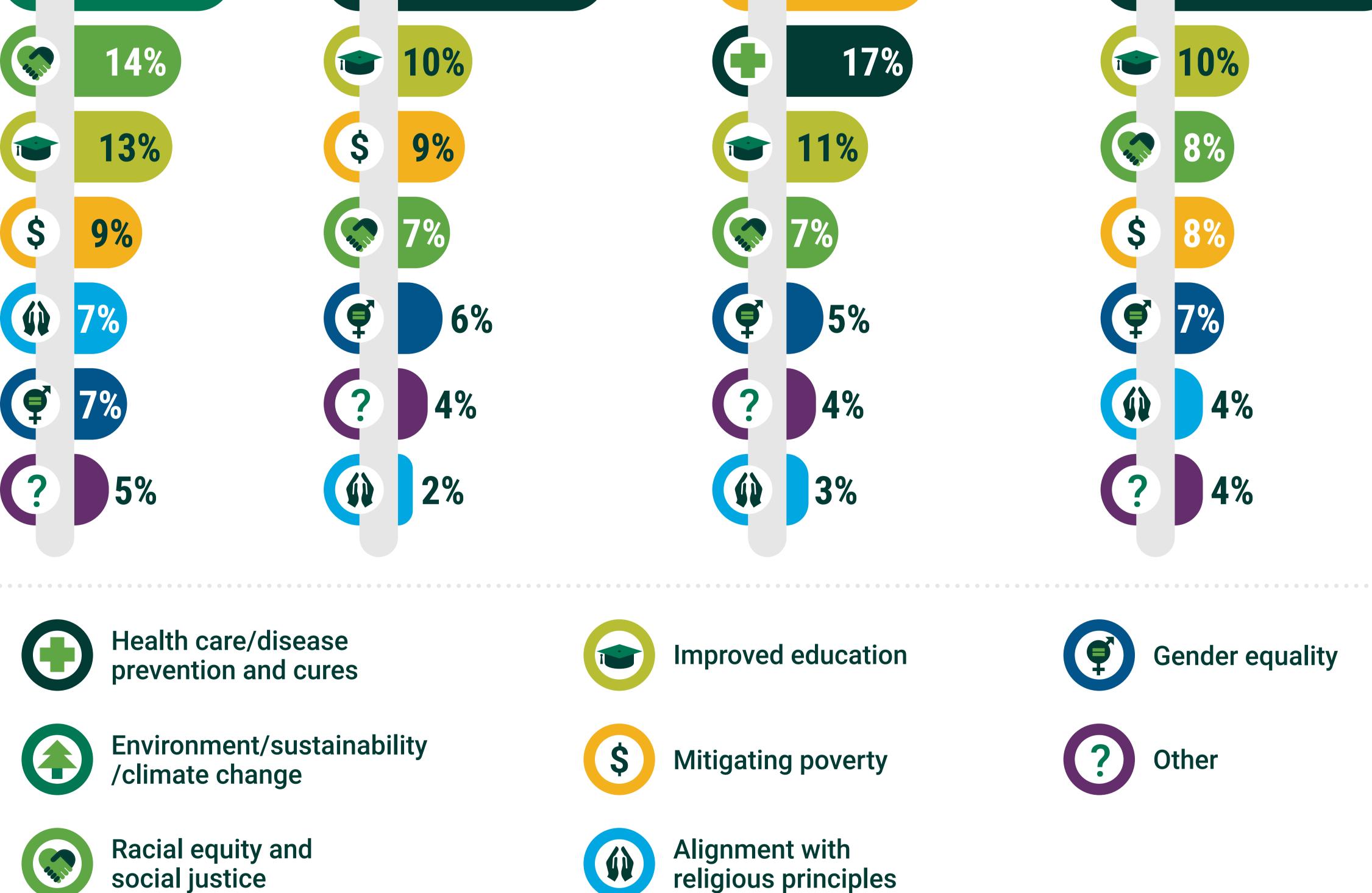
34%

25%

UK

\$ 21% 28% 19%

34%

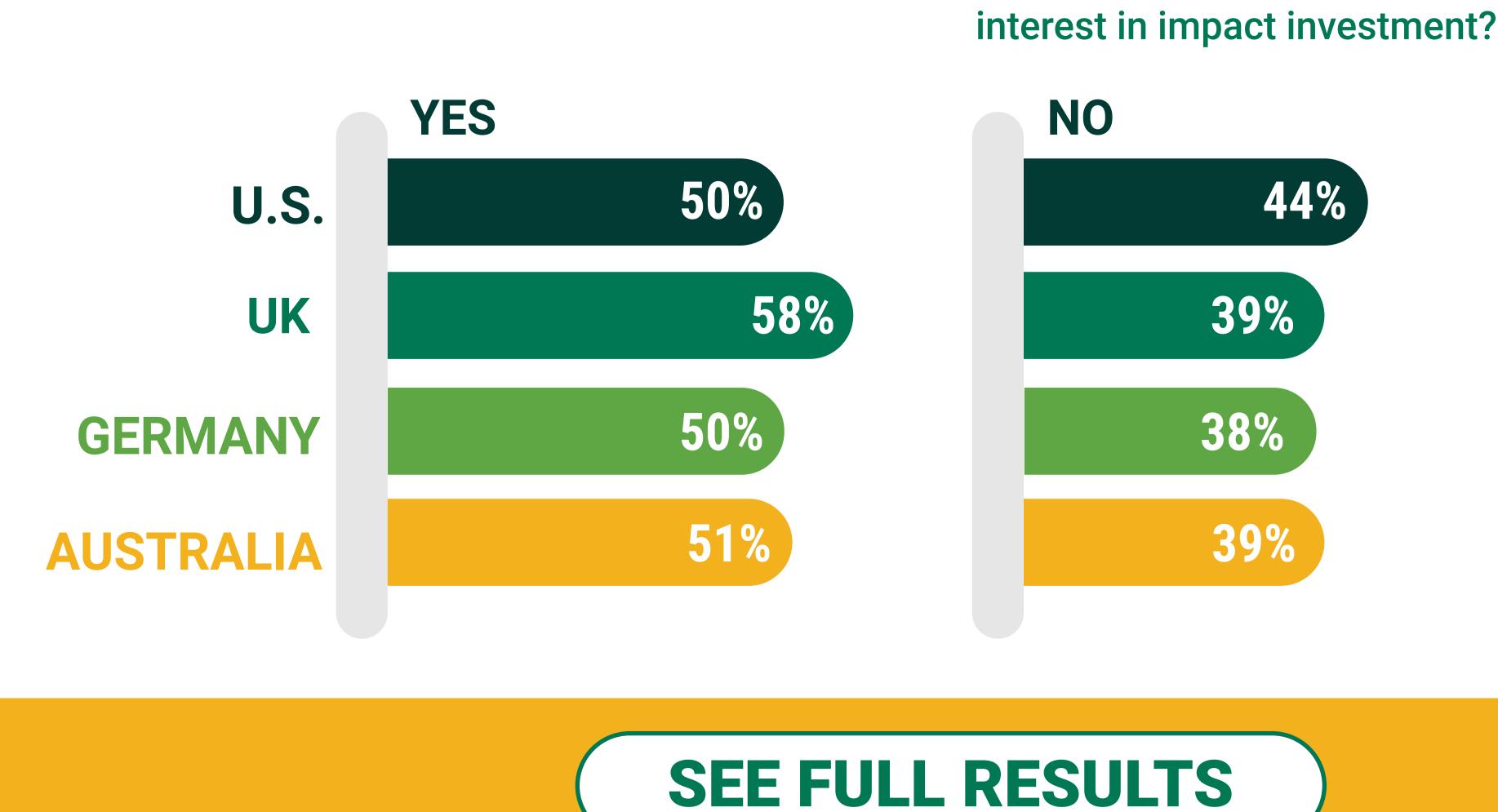


GREENWASHING

Has greenwashing increased?

While a majority of investors believe greenwashing has

increased, it isn't deterring the appeal of impact investment.

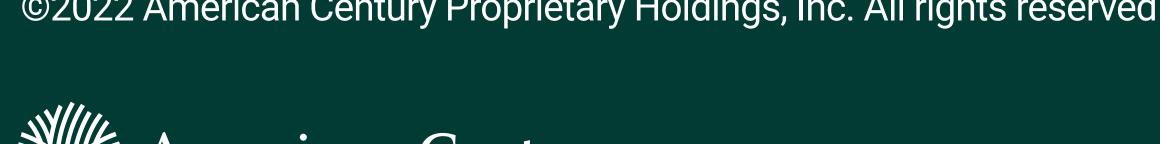


Impact investing is financial investments designed to have a positive impact on society, while providing potential long-term returns. The 2021 survey was conducted among a representative sample of 1,008 U.S. adults, 1,003 UK adults, 1,016 adults in Germany, and 1,006 adults in Australia 18 years of age and older from November 17–19, 2021 in the U.S. and November 16–21, 2021 internationally. The study was fielded using ENGINE insights. The results from the survey were weighted by age, sex, geographic region, race and education

Is greenwashing influencing your

to ensure reliable and accurate representation of the adult U.S., UK, Germany and Australia populations. For the purposes of this survey, millennials were defined as those aged 25 to 40; Gen Xers were defined as those aged 41 to 56; and baby boomers were defined as those aged 57 to 75.

INVESTMENT PROFESSIONAL/WHOLESALER USE ONLY/NOT FOR RETAIL USE







AUSTRALIA

30%

30%