



People and Planet Are Sound Investments:

Shareholder views on climate change, nature, and economic inequality

March 2024

Retail Investors Want Funds and Pension Plans to Take an Active Role in Addressing Climate Change

Retail investors support investment funds being more involved in addressing climate change, as well as in the protection of nature and wildlife and resolving economic inequality. Public support is particularly strong for investment funds encouraging governments to act on climate change, followed by financing companies advancing cleaner energy.

Retail investors also say it is important for their investments to consider protecting nature and wildlife, reducing economic inequality, and addressing climate change

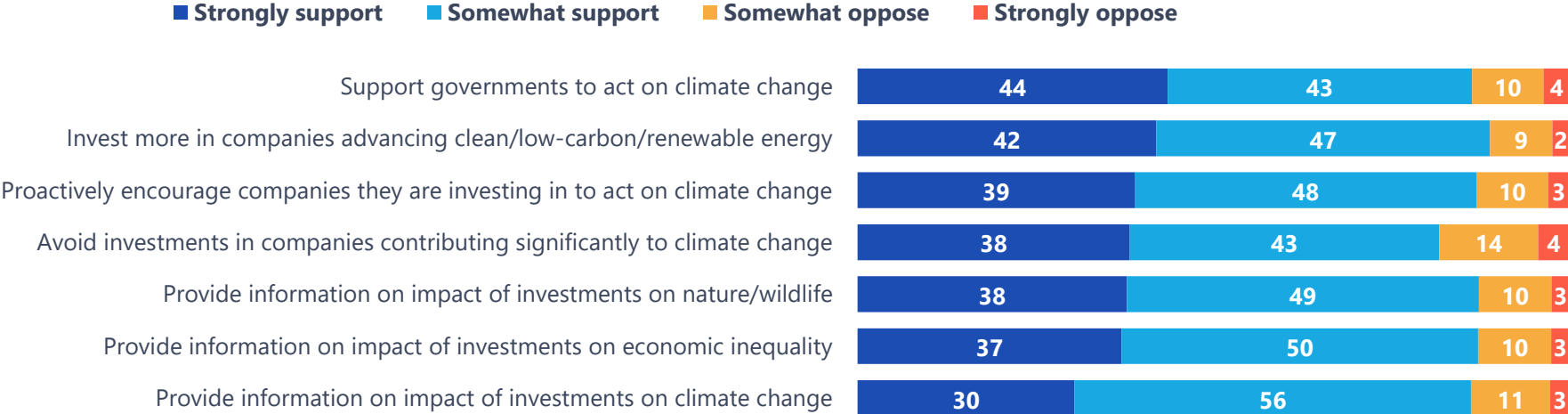
The research was carried out by GlobeScan, in collaboration with InfluenceMap. The survey of nearly 5,000 retail investors (defined as those who own and invest in stocks, bonds, funds, or who participate in company or government pension or retirement schemes) in ten countries and territories (Australia, Canada, France, Germany, Hong Kong, Italy, Japan, Singapore, UK, and the USA) was conducted in July and August of 2023.

This research shows the extent of retail investors' demand for ambitious climate action by their fund and pension managers and showcases the opportunity for asset managers to be much more responsive to their investor base and shift their investment strategies towards more low carbon, nature positive and inclusive investments.

Retail investors mostly support funds and pension plans taking an active role in the protection of nature and wildlife and addressing climate change and economic inequality

Support/Opposition for Action by Investment Funds

Average of Ten Countries/Territories,* 2023



*Includes Australia, Canada, France, Germany, Hong Kong, Italy, Japan, Singapore, UK, and USA
 Subsample: Asked only of those who said they own shares at T55 (“Own and invest in stocks/bonds directly,” “Own and invest in EFTs (exchange-traded funds) or mutual funds directly,” and/or “Participate in a company or government pension or retirement scheme.”)



German retail investors are most likely to strongly support investment funds taking an active role, while support is weakest in the Asian markets surveyed

Strong Support for Action by Investment Funds

Shareowners,* "Strongly Support," by Country/Territory, 2023

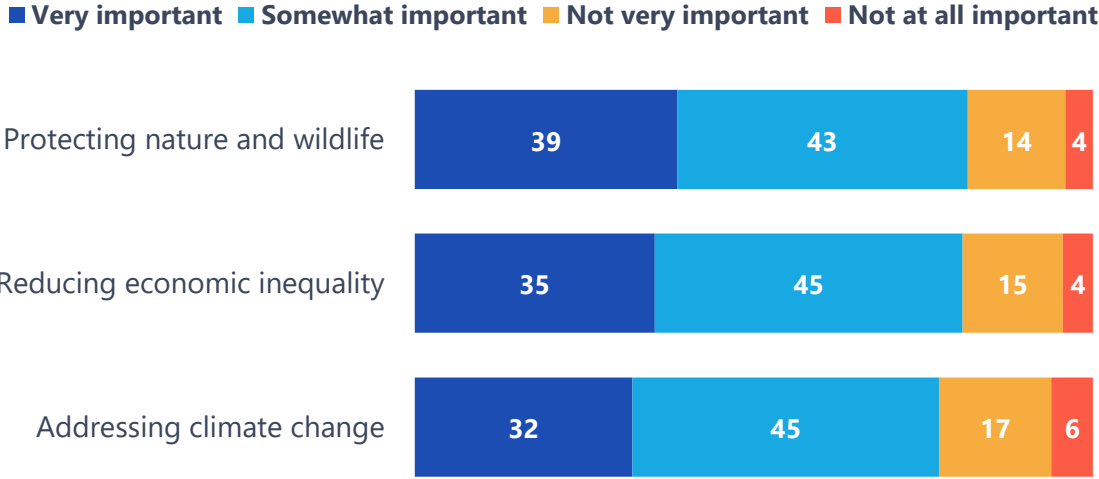
	Total	Australia	Canada	France	Germany	Hong Kong	Italy	Japan	Singapore	UK	USA
Support governments to act on climate change	44	48	50	36	62	41	45	21	50	38	40
Invest more in companies advancing clean/low-carbon/renewable energy	42	44	46	47	65	32	47	34	35	37	39
Proactively encourage companies they are investing in to act on climate change	39	44	45	47	62	31	41	24	31	34	36
Avoid investments in companies that contribute significantly to climate change	38	42	43	42	58	31	41	38	25	36	36
Provide information on impact of investments on nature/wildlife	38	41	45	39	66	27	39	25	30	35	37
Provide information on impact of investments on economic inequality	37	42	41	39	62	27	36	25	31	32	40
Provide information on impact of investments on climate change	30	36	32	34	58	18	28	24	24	25	32

*Subsample: Asked only of those who said they own shares at T55 ("Own and invest in stocks/bonds directly," "Own and invest in ETFs (exchange-traded funds) or mutual funds directly," and/or "Participate in a company or government pension or retirement scheme.")

Retail investors believe it is important for their investments to consider protecting nature and wildlife, reducing economic inequality, and addressing climate change

Importance of Investments to Consider Climate Change, Nature, and Economic Inequality

Average of Ten Countries/Territories,* 2023

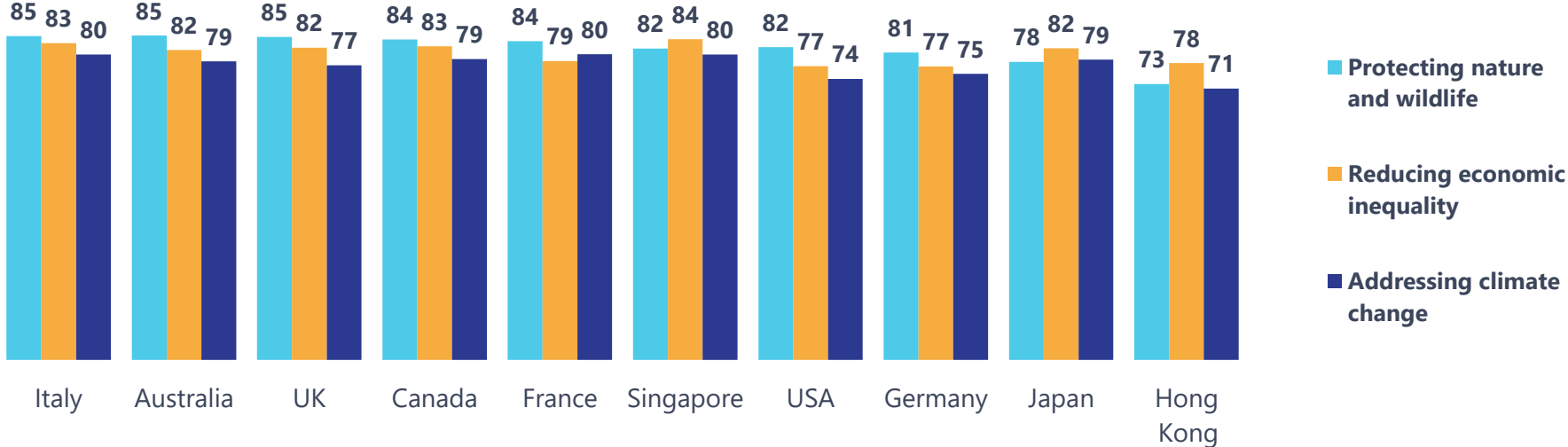


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Subsample: Asked only of those who said they own shares at T55 ("Own and invest in stocks/bonds directly," "Own and invest in EFTs (exchange-traded funds) or mutual funds directly," and/or "Participate in a company or government pension or retirement scheme.")

Shareholders in all markets surveyed tend to agree on the importance of considering nature, economic inequality, and climate change when investing

Importance of Investments to Consider Climate Change, Nature, and Economic Inequality

“Very” and “Somewhat Important,” by Country/Territory, 2023



Subsample: Asked only of those who said they own shares at T55 (“Own and invest in stocks/bonds directly,” “Own and invest in EFTs (exchange-traded funds) or mutual funds directly,” and/or “Participate in a company or government pension or retirement scheme.”)

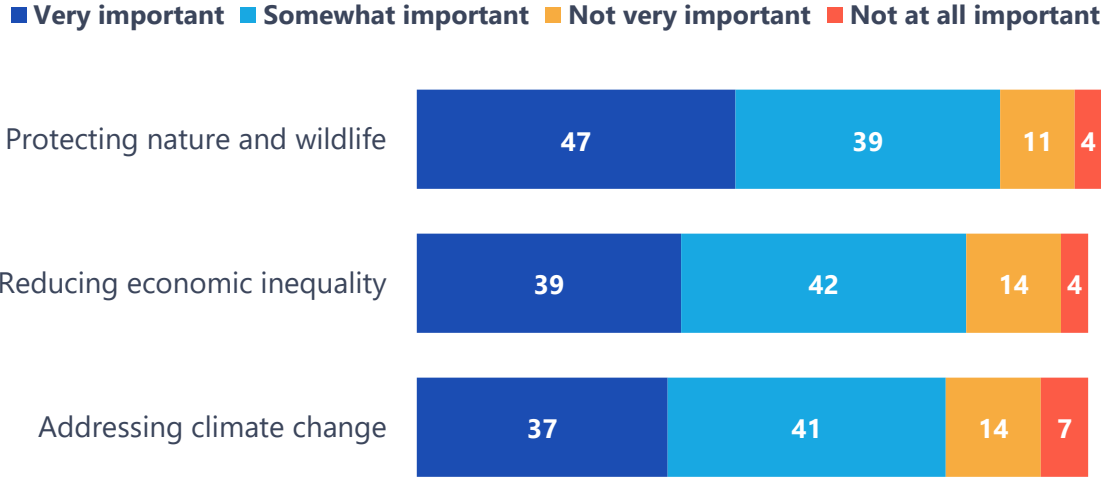
Appendix: Results by Market



Nearly half of Australian retail investors believe it is very important for their investment tools to consider protecting nature and wildlife, though strong majorities find all issues to be at least of some importance

Importance of Investments to Consider Climate Change, Nature, and Economic Inequality

Australia,* 2023

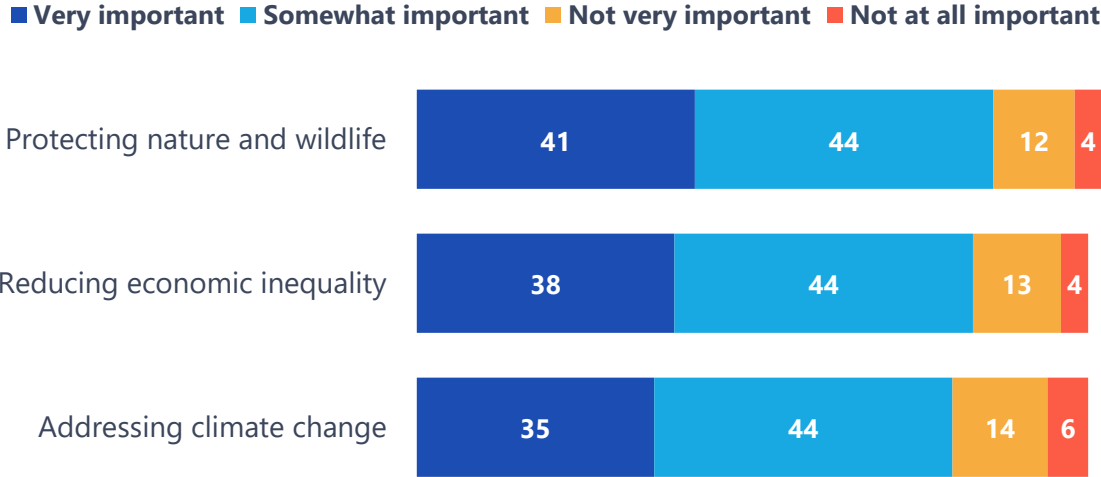


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Approximately eight in ten Canadian shareholders find it important that their investments consider the protection of nature and wildlife, reducing economic inequality, and addressing climate change

Importance of Investments to Consider Climate Change, Nature, and Economic Inequality

Canada,* 2023

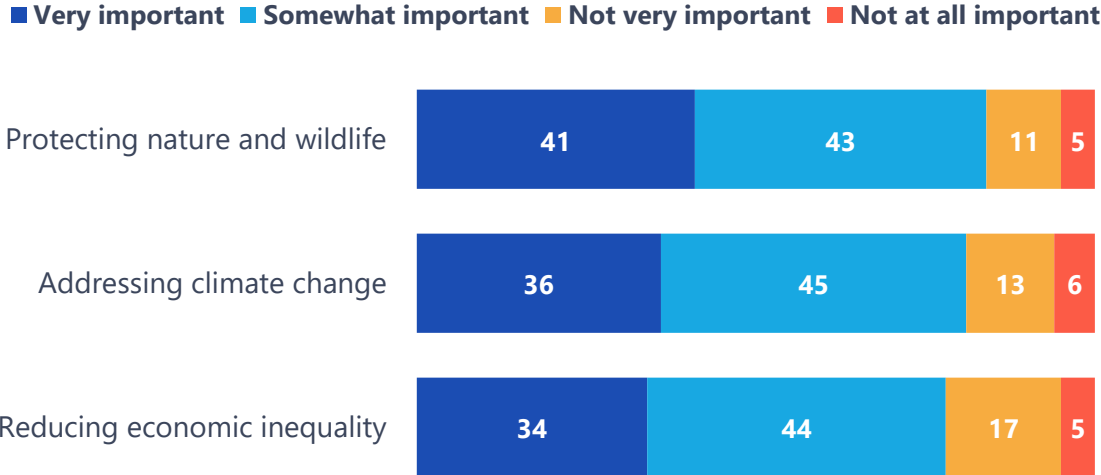


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France is one of the few markets where retail investors prioritize addressing climate change slightly above reducing economic inequality; protecting nature and wildlife tops both issues

Importance of Investments to Consider Climate Change, Nature, and Economic Inequality

France,* 2023

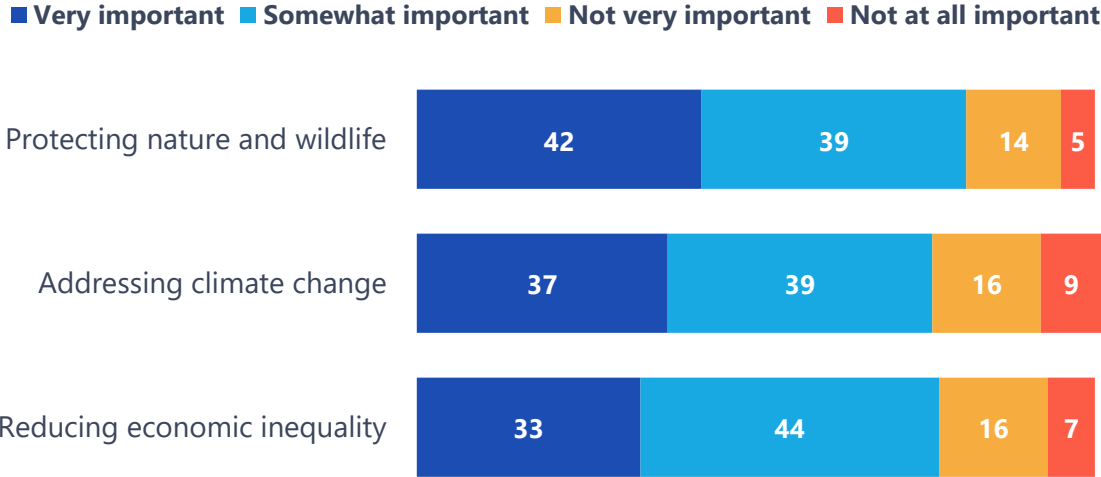


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German retail investors prioritize their investments considering the protection of nature and wildlife, and addressing climate change edges out reducing economic inequality as a very important issue

Importance of Investments to Consider Climate Change, Nature, and Economic Inequality

Germany,* 2023

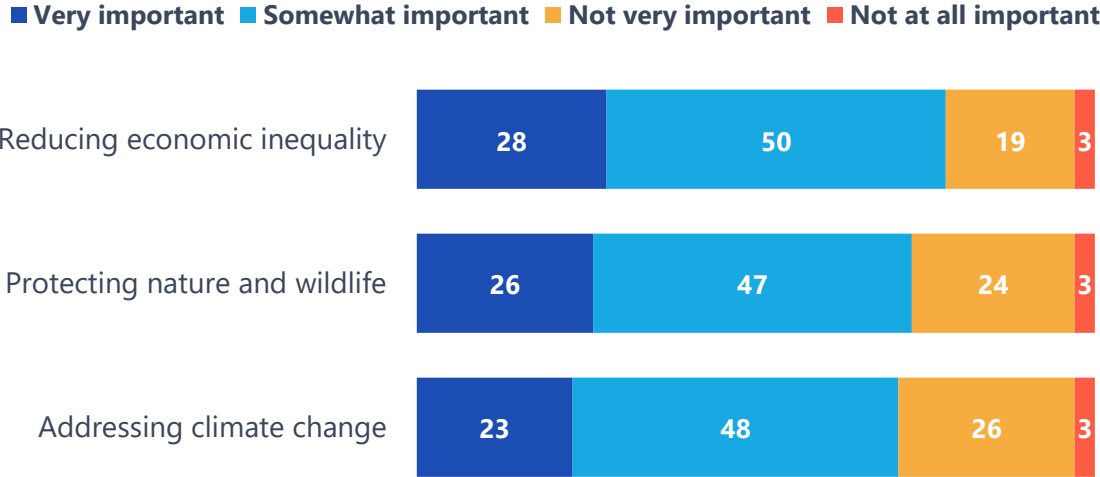


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Hong Kong is one of two markets where reducing economic inequality tops other issues for investments to consider, but the highest percentage of respondents view these considerations to be only “somewhat important”

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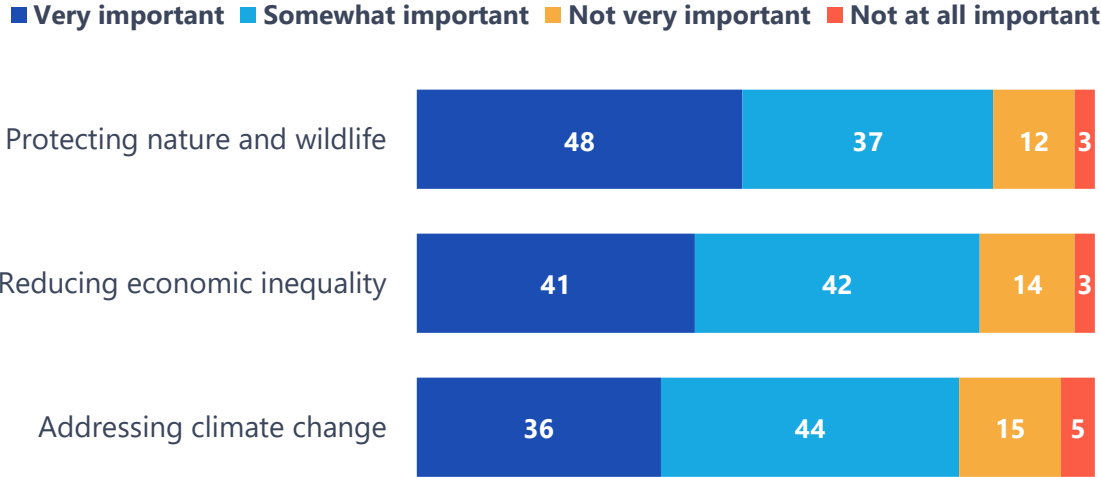
Hong Kong,* 2023



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When compared to the other markets surveyed, Italy has the highest proportion of people who see protecting nature and wildlife as a very important issue for their investments to consider

Importance of Investments to Consider Climate Change, Nature, and Economic Inequality Italy,* 2023

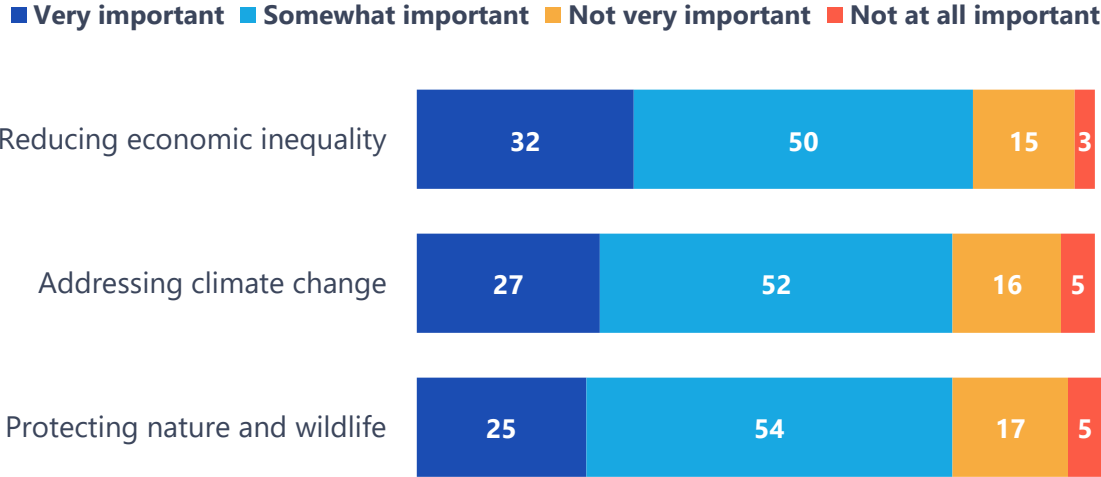


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Japanese shareholders tend to recognize environmental and social issues as “somewhat important” to their investments; Japan is the only market surveyed prioritizing reducing economic inequality and addressing climate change over protecting nature and wildlife

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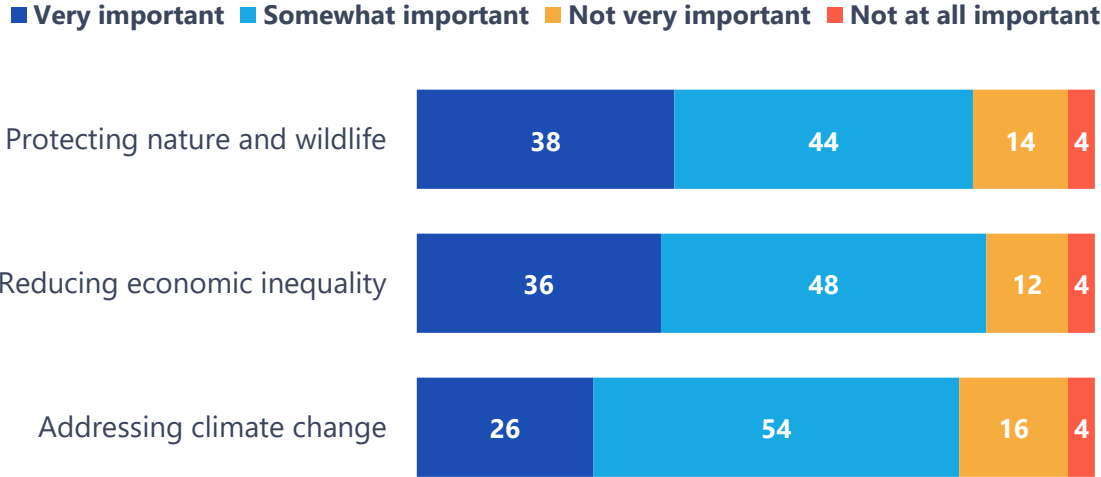
Japan,* 2023



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Retail investors in Singapore tend to view the issues as being “somewhat important” for their investments, but are more likely to see these issues as “very important” when compared to most other APAC markets

Importance of Investments to Consider Climate Change, Nature, and Economic Inequality Singapore,* 2023

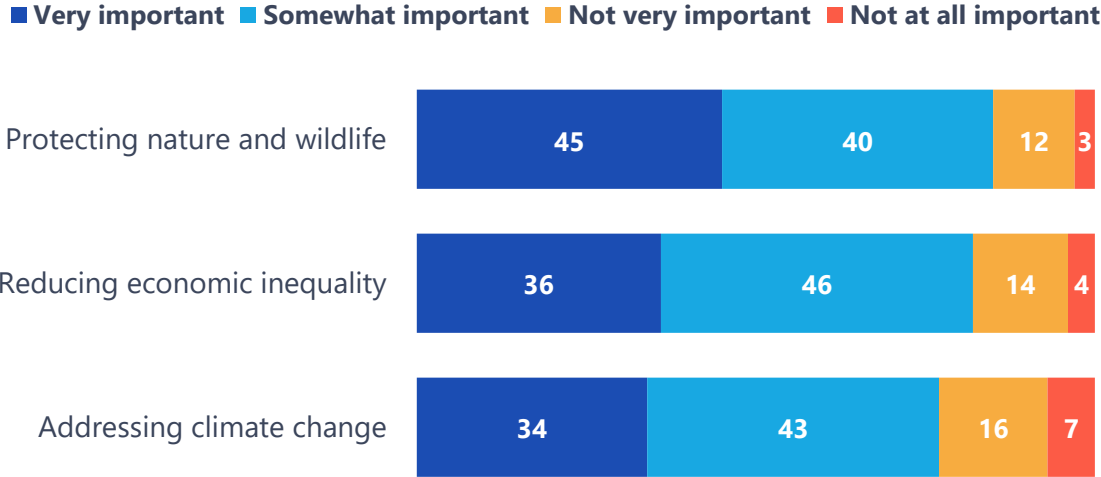


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Shareholders in the UK agree that their investments should consider social and environmental issues; over four in ten see protecting nature and wildlife as “very important” for their investments

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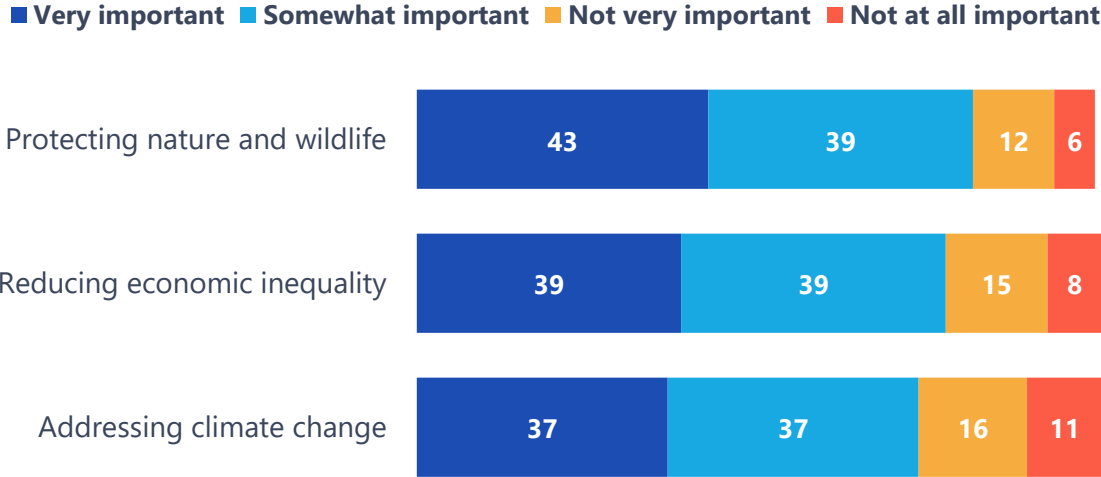
UK,* 2023



*Subsample: Asked only of those who said they own shares at T55 (“Own and invest in stocks/bonds directly,” “Own and invest in EFTs (exchange-traded funds) or mutual funds directly,” and/or “Participate in a company or government pension or retirement scheme.”)

In alignment with Canada and European markets, US retail investors display strong support for considering environmental and social issues; suggesting some polarization, the USA also has the highest proportion of people who deem these issues “not at all important”

Importance of Investments to Consider Climate Change, Nature, and Economic Inequality USA,* 2023



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Methodology and Research Design

Research Design

GlobeScan administered a 20-minute online survey to approximately 1,000 adults in each of 31 countries and territories except Hong Kong, Kenya, Nigeria, and Singapore where it was administered to 500 adults, and the USA where it was administered to 1,500 adults.

The questions included in this release were only asked in Australia, Canada, France, Germany, Hong Kong, Italy, Japan, Singapore, UK, and the USA and asked only to those who said they own shares (“Own and invest in stocks/bonds directly,” “Own and invest in ETFs (exchange-traded funds) or mutual funds directly,” and/or “Participate in a company or government pension or retirement scheme”). The total sample was 4,988 adults.

Data collection took place in July and August 2023.



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