

# Active is: Asking retail clients about ESG

AllianzGI ESG Survey summary  
March 2019



# ESG: Market Survey on retail client opinion

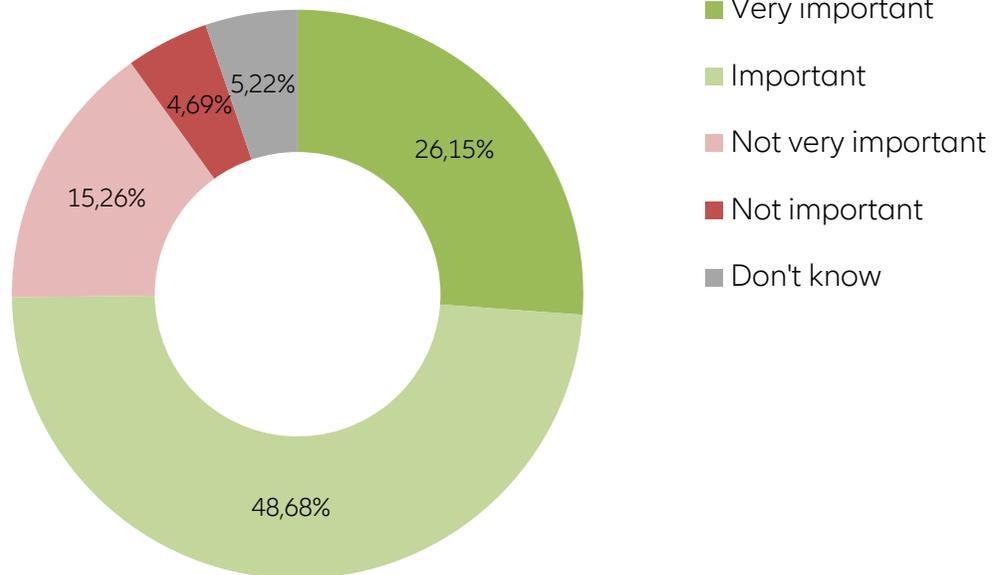
## Design of Market Survey

- 10 countries: Belgium, France, Germany, Italy, Netherlands, Portugal, Spain, Sweden, Switzerland, United Kingdom
- Online survey with 1,000 participants in each country
- 10-15 minutes, 15 questions
- Implemented by The Nielsen Company
- Timeline: November-December 2018



## ESG Survey: interest in sustainable investments (I)

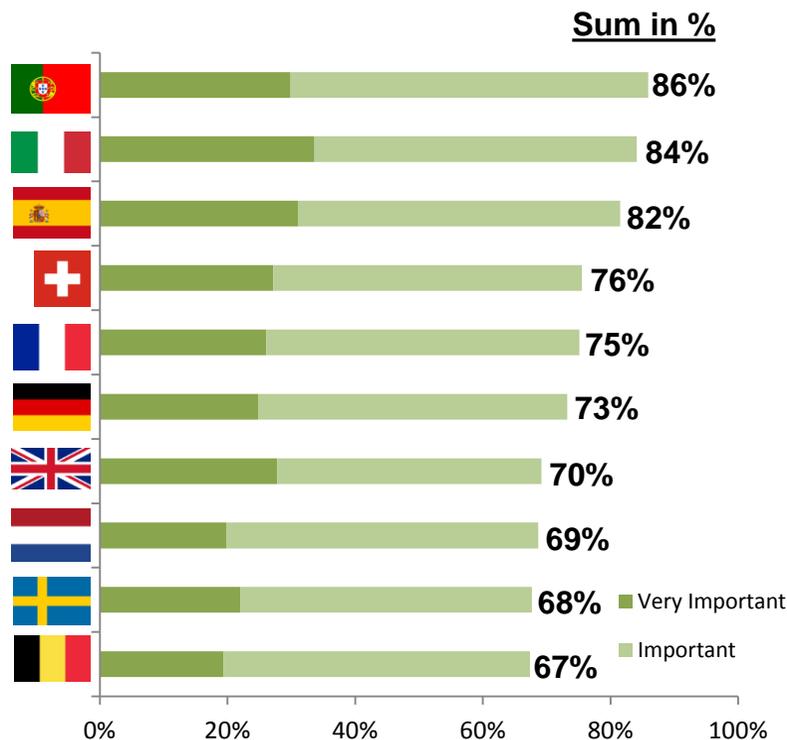
**Q:** How important is it for you to invest your money in sustainability-oriented investments?



**75%** of respondents interested in sustainable investments

## ESG Survey: interest in sustainable investments (II)

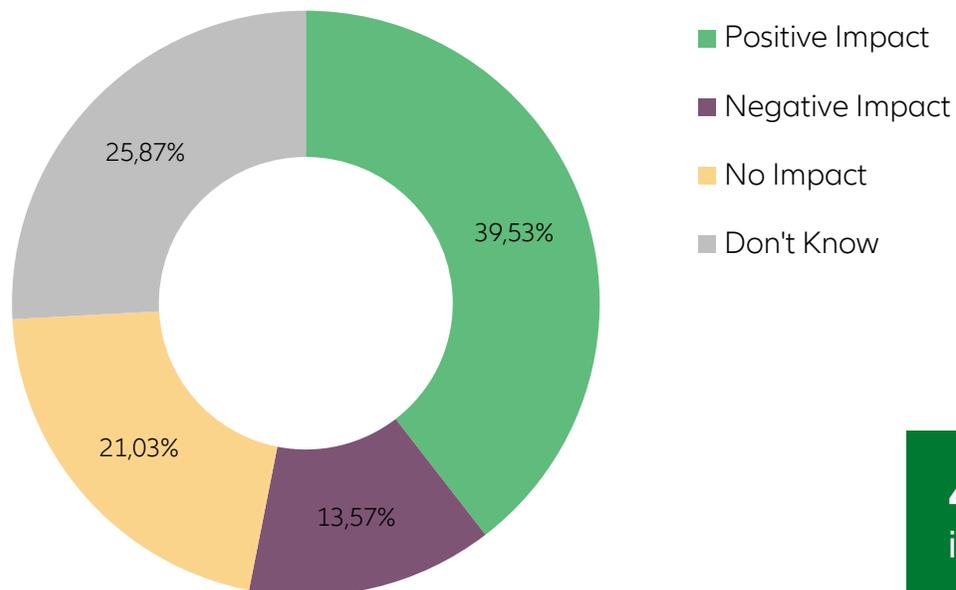
**Q:** How important is it for you to invest your money in sustainability-oriented investments?



**High interest** across Europe, especially in Portugal, Italy and Spain

## ESG Survey: impact on returns (I)

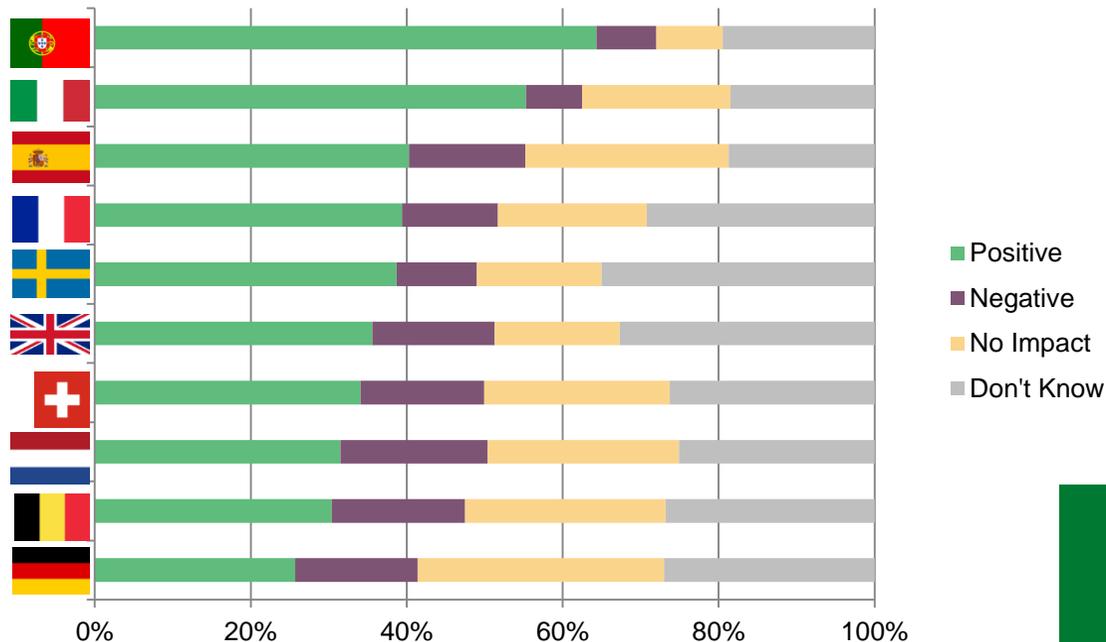
Q: Do you think sustainable investing has an impact on financial returns?



**40%** of respondents believe sustainable investing has positive impact on returns

## ESG Survey: impact on returns (II)

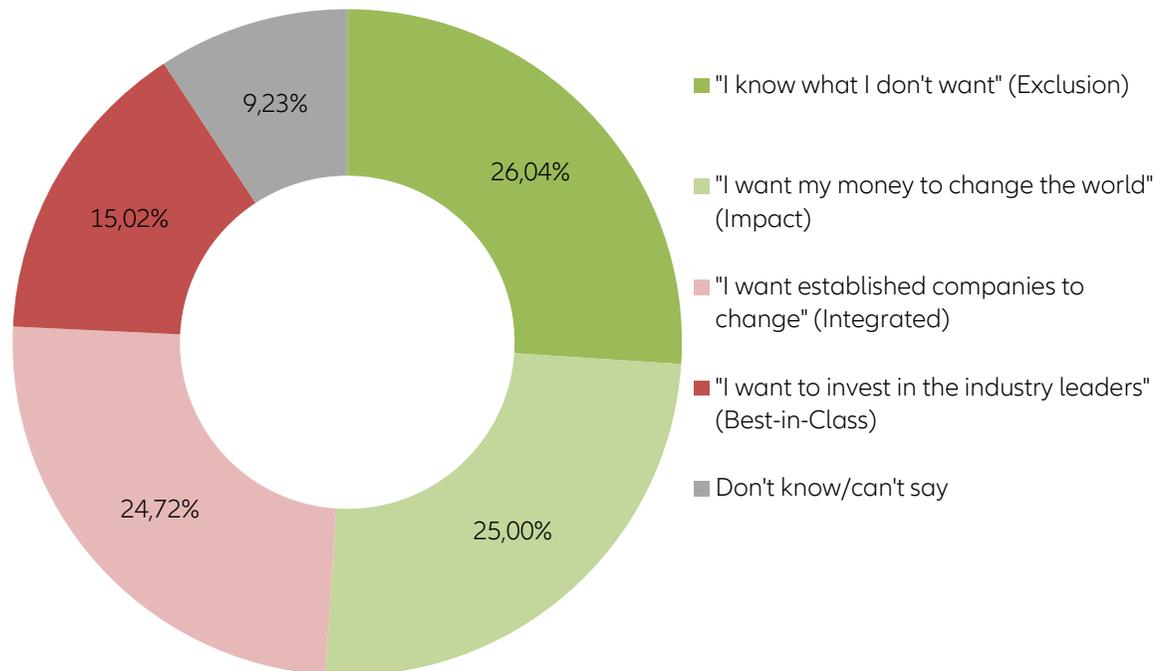
Q: Do you think sustainable investing has an impact on financial returns?



**Huge discrepancies** among countries, indicates need for **more information**

## ESG Survey: types of sustainable investments (I)

**Q:** Let's assume you have selected a sustainable fund which invests in companies that pay attention to environmental, social and governance issues. Which of the following statements would best apply?

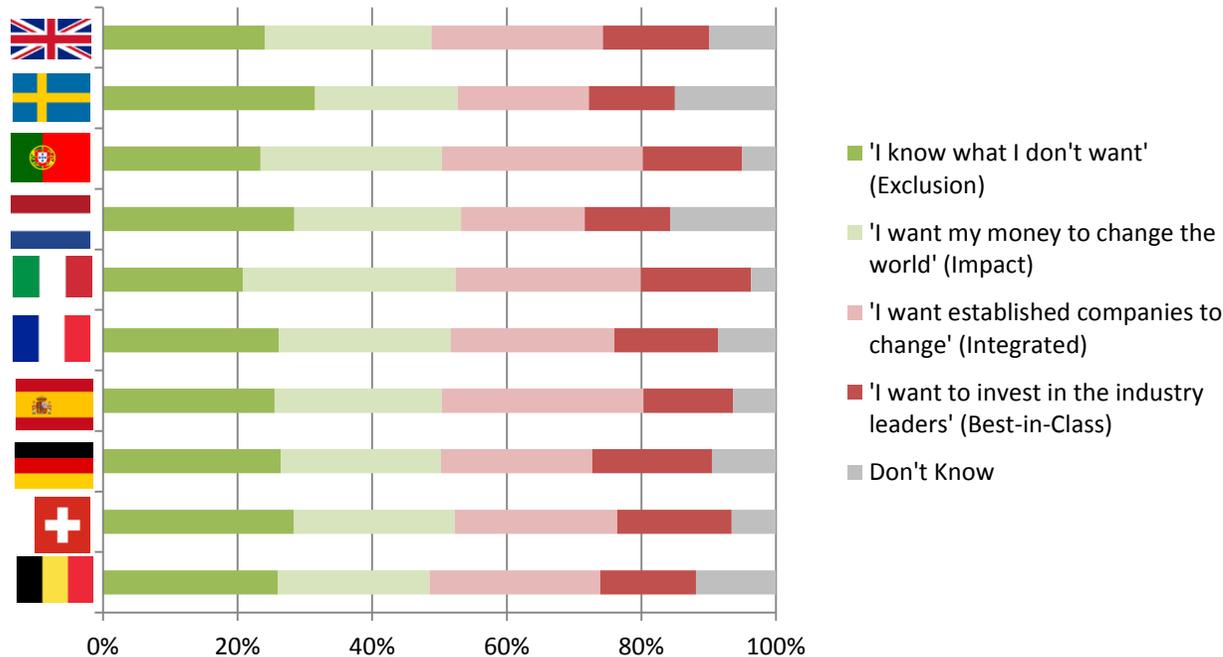


**Appetite for each type of sustainable investment**

**Young generations show a preference (32%) for impact**

## ESG Survey: types of sustainable investments (II)

**Q:** Let's assume you have selected a sustainable fund which invests in companies that pay attention to environmental, social and governance issues. Which of the following statements would best apply?



**Exclusion-type** approach, especially in demand in Sweden (32%), Netherlands (28%) and Switzerland (28%)

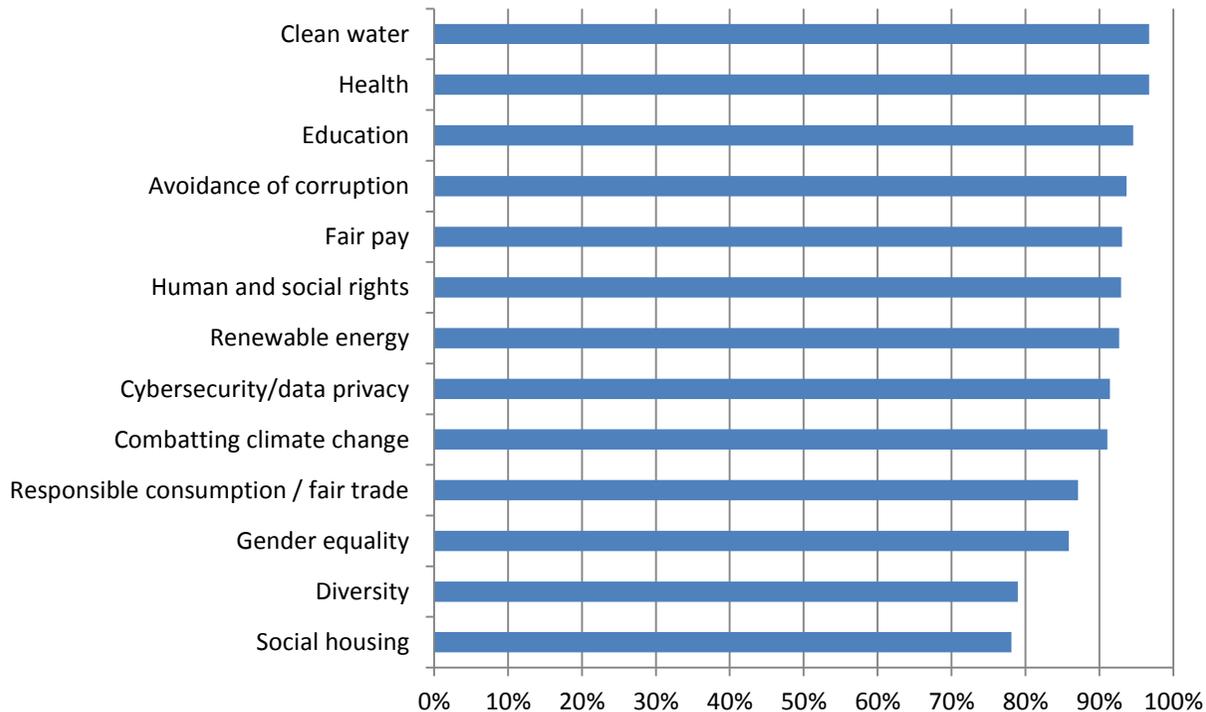
**Impact** most in demand in Italy (30%)

**Integrated** approach (“wanting established companies to change”) could be appealing in Iberia (30% ES & PT)

# ESG Survey: positive aspects of sustainability

**Q:** For you personally, how important are the following aspects of sustainability?

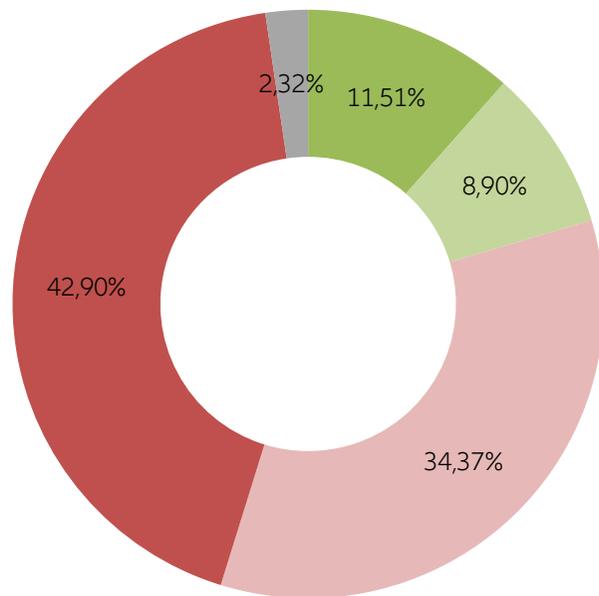
Sum of „Very Important“ and „Important“ responses.



**Clean water and health** resonate particularly positively; **social fairness** and **climate change** very important, too

## ESG Survey: discussion with financial advisor (I)

Q: Have you ever discussed sustainability-oriented investments with your financial advisor?

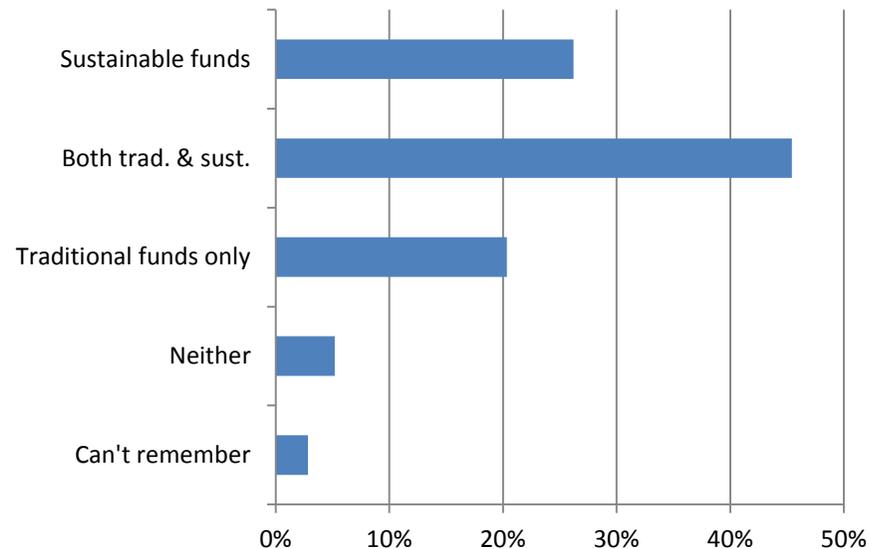


- Yes, I have actively asked my advisor about sustainability-oriented investments.
- No, I did not ask – my advisor brought up this topic.
- No, I never discussed this topic with my advisor.
- I don't have a financial advisor.
- Don't know/can't say

Despite the interest in sustainable investing, **only 20%** of respondents have ever discussed it with their financial advisor

## ESG Survey: discussion with financial advisor (II)

**Q** (for those that discussed sustainability with their financial advisors): Did your advisor recommend sustainability-oriented funds or did he/she recommend traditional funds without a sustainability focus?



Some advisors still shy away from sustainable investments: **26% don't offer such options** even when the topic is discussed

## ESG Survey: Core Conclusions



- Strong appetite across the board for sustainable-type investments
- Many clients especially don't associate sustainable investing with lower returns
- Different types of sustainable investments could be appealing to different client segments
- Financial advisors still shy away from talking about sustainable investments
- Call for more information from asset managers, distribution partners and financial advisors

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