

ESG INVESTING

The consumer & adviser retail appetite

ESG - The hottest, yet most poorly communicated topic in investment circles. Boring Money has researched demand, interest and planned actions from consumers and advisers. Our new report feeds back on what both advisers and consumers want, understand and do today, when it comes to ESG-led investing.

- **Understanding** – ESG inputs versus ethical/sustainable outputs.
- **Retail Appetite** – what do advisers & consumers want & which messages resonate?
- **Concerns** – assumptions about impact on performance; research quality; how to pick demonstrable skill in this space.
- **Buying intentions** – what do people do & search for today; what are their intentions - £s, style & adoption?
- **Behaviours** – consumer & adviser preferences; how do ESG products fit into portfolios & centralised investment propositions?

4,000 UK adults surveyed.
100 target adviser in-depth interviews.
2,000 fund investors surveyed.

Customer & adviser **needs & attitudes** towards **ESG products**.
Brand recall for **ESG funds & fund providers**.
 Consumer & adviser **preferences** - '**ESG**' vs '**ethical**' vs '**sustainable**' vs '**thematic**' vs '**impact investing**'.

The report will help:

- Companies looking to **tailor services, support & communications** to grow the market & **secure more business**.
- An **understanding of retail appetite** for ESG & its importance to businesses.
- The **integration of an ESG approach** into investment advice propositions.
- Provider **benchmarking** (proposition/ service/support/communications).
- Investment firms, **platforms, robos & fund managers**.
- Providers **entering the ESG space**.
- Industry **regulators & policy makers**.



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