



# Poll Conducted for EIRIS

## Ethical Finance (October 2014)

### EIRIS – Ethical Finance

- Fieldwork dates: 10th – 14th October 2014
- All figures in percentages
- Base: All adults aged 16-75 in Great Britain
- Data have been weighted to the known population profile
- Interviews conducted online
- An asterisk represents a percentage less than 0.5 but greater than 0
- Numbers may not always add up to 100% due to computer rounding or multiple answers

### Q1

Looking at the financial products and services below, which, if any, have you personally ever bought or taken out?

	%
A current account	84
A savings account (including Cash ISAs)	66
Life insurance	32
General insurance	38
A mortgage	47
A credit card	65
A personal loan	32
A pension (employer, stakeholder, personal or self-invested personal pension/SIPP)	43
An investment product (including stocks, shares, unit/investment trusts, investment bonds or equity)	26
Another financial product	9
None of the above	6
Don't know	3

Base: All Adults aged 16-75 in Great Britain (n = 2,010)

Q2

What would be the first course of action that you would want your investment manager/ provider to take if they had invested your money in a:

	Take no action %	Act as a shareholder to encourage the company to change its behaviour relating to the issue %	Stop investing in the company until the issue has been addressed %	Stop investing money in that company permanently %	Don't know %
company where there are a low number of women compared to men on its board of directors?	37	20	12	4	27
company which is doing business in a country where human rights are not safeguarded or are known to be violated?	12	12	25	25	25
company where working conditions are poor for many of its employees (e.g. the company has a poor health and safety record or there are restrictions on forming a union)?	11	14	28	21	25
company with a poor record safeguarding the environment?	15	18	26	15	25
fossil fuel company (e.g. an oil, natural gas or coal company)?	37	15	10	7	31

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Q3

Which of the following, if any, would you be most prepared to do if you wanted to influence financial institutions to invest in companies that behave ethically? And which others, if any, would you be prepared to do if you wanted to influence financial institutions to invest in companies that behave ethically?

	Most prepared to do %	Any prepared to do %
Only use a financial institution(s) that has a published policy on investing in companies that behave ethically	11	26
Choose a financial institution that avoids investing in or lending to companies that do not behave ethically	16	30
Choose a financial institution that tries to influence the companies it invests in to behave ethically by engaging as a shareholder	7	22
Ask an Independent Financial Adviser (IFA) for information on which investment products may invest in companies that behave ethically	9	22
Write to a politician, such as a Government minister, local MP or councillor, to try and get them to influence financial institutions to invest in companies that behave ethically	6	16
Write directly to financial institutions to persuade them to invest in companies that behave ethically	3	13
I would not be prepared to do anything to try and influence institutions to invest in companies who behave ethically	5	5
Don't know	43	43

Base: All Adults aged 16-75 in Great Britain (n = 2,010)

Q4

How likely or unlikely would you be to consider switching from your main financial provider if...

it does not have a responsible lending policy in place, and it lends to people who may not be able to afford to repay loans?

	%
<b>Very likely (2)</b>	14
<b>Fairly likely (1)</b>	23
<b>Neither likely nor unlikely (0)</b>	31
<b>Not very likely (-1)</b>	9
<b>Not at all likely (-2)</b>	8
<b>Don't know</b>	16
<b>NET Likely</b>	37
<b>NET Unlikely</b>	17
<b>Mean</b>	0.30

it lends some loans at high interest rates?

	%
<b>Very likely (2)</b>	11
<b>Fairly likely (1)</b>	18
<b>Neither likely nor unlikely (0)</b>	32
<b>Not very likely (-1)</b>	14
<b>Not at all likely (-2)</b>	9
<b>Don't know</b>	15
<b>NET Likely</b>	30
<b>NET Unlikely</b>	23
<b>Mean</b>	0.10

you have reason to believe that your main financial provider invests in businesses which harm the environment?

	%
<b>Very likely (2)</b>	12
<b>Fairly likely (1)</b>	23
<b>Neither likely nor unlikely (0)</b>	32
<b>Not very likely (-1)</b>	10
<b>Not at all likely (-2)</b>	8
<b>Don't know</b>	15
<b>NET Likely</b>	35
<b>NET Unlikely</b>	18
<b>Mean</b>	0.24

you have reason to believe that your main financial provider's financial activities (e.g. lending, insuring) contributes to harmful social activities, such as human rights abuses, child labour and forced labour?

	%
<b>Very likely (2)</b>	26
<b>Fairly likely (1)</b>	25
<b>Neither likely nor unlikely (0)</b>	21
<b>Not very likely (-1)</b>	6
<b>Not at all likely (-2)</b>	7
<b>Don't know</b>	15
<b>NET Likely</b>	51
<b>NET Unlikely</b>	13
<b>Mean</b>	0.66



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you have reason to believe that your main financial provider has faced potential fines for activities that breached financial regulations, such as money laundering regulations, mis-selling products or manipulation of interest rates?

	%
<b>Very likely (2)</b>	22
<b>Fairly likely (1)</b>	26
<b>Neither likely nor unlikely (0)</b>	25
<b>Not very likely (-1)</b>	7
<b>Not at all likely (-2)</b>	7
<b>Don't know</b>	15
<b>NET Likely</b>	47
<b>NET Unlikely</b>	13
<b>Mean</b>	0.57

it does not have a financial inclusion policy (e.g. it does not provide people with less access to financial services with opportunities to access financial products such as bank accounts, loans or a credit card)?

	%
<b>Very likely (2)</b>	8
<b>Fairly likely (1)</b>	16
<b>Neither likely nor unlikely (0)</b>	37
<b>Not very likely (-1)</b>	10
<b>Not at all likely (-2)</b>	9
<b>Don't know</b>	19
<b>NET Likely</b>	24
<b>NET Unlikely</b>	19
<b>Mean</b>	0.06



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you were personally dissatisfied with the customer service provided by your current financial provider?

	%
<b>Very likely (2)</b>	29
<b>Fairly likely (1)</b>	32
<b>Neither likely nor unlikely (0)</b>	16
<b>Not very likely (-1)</b>	6
<b>Not at all likely (-2)</b>	5
<b>Don't know</b>	11
<b>NET Likely</b>	62
<b>NET Unlikely</b>	11
<b>Mean</b>	0.85

another financial provider provided better rates, fees or conditions for a similar product or account?

	%
<b>Very likely (2)</b>	26
<b>Fairly likely (1)</b>	29
<b>Neither likely nor unlikely (0)</b>	22
<b>Not very likely (-1)</b>	6
<b>Not at all likely (-2)</b>	4
<b>Don't know</b>	13
<b>NET Likely</b>	55
<b>NET Unlikely</b>	10
<b>Mean</b>	0.76

Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service (n = 1,837)

Q5

How positive or negative would you feel about your main financial provider if...

it invested in companies that have a poor record on employee training?

	%
<b>Very positive (2)</b>	2
<b>Fairly positive (1)</b>	4
<b>Neither positive nor negative (0)</b>	37
<b>Fairly negative (-1)</b>	33
<b>Very negative (-2)</b>	12
<b>Don't know</b>	11
<b>NET Positive</b>	6
<b>NET Negative</b>	46
<b>Mean</b>	-0.55

It invested in companies that provide good job security for their employees?

	%
<b>Very positive (2)</b>	29
<b>Fairly positive (1)</b>	34
<b>Neither positive nor negative (0)</b>	24
<b>Fairly negative (-1)</b>	2
<b>Very negative (-2)</b>	1
<b>Don't know</b>	10
<b>NET Positive</b>	63
<b>NET Negative</b>	3
<b>Mean</b>	0.97





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it invested in companies that have good records on contributing positively to their local communities?

	%
<b>Very positive (2)</b>	27
<b>Fairly positive (1)</b>	35
<b>Neither positive nor negative (0)</b>	25
<b>Fairly negative (-1)</b>	2
<b>Very negative (-2)</b>	1
<b>Don't know</b>	10
<b>NET Positive</b>	62
<b>NET Negative</b>	3
<b>Mean</b>	0.96

it invested in companies that have a good record protecting workers' rights?

	%
<b>Very positive (2)</b>	30
<b>Fairly positive (1)</b>	34
<b>Neither positive nor negative (0)</b>	22
<b>Fairly negative (-1)</b>	3
<b>Very negative (-2)</b>	1
<b>Don't know</b>	10
<b>NET Positive</b>	64
<b>NET Negative</b>	3
<b>Mean</b>	1.00

it invested in companies that have less women compared to men on their board of directors?

	%
Very positive (2)	3
Fairly positive (1)	6
Neither positive nor negative (0)	58
Fairly negative (-1)	16
Very negative (-2)	5
Don't know	12
NET Positive	9
NET Negative	22
Mean	-0.17

it invested in companies that have equal pay between men and women?

	%
Very positive (2)	29
Fairly positive (1)	30
Neither positive nor negative (0)	27
Fairly negative (-1)	2
Very negative (-2)	1
Don't know	10
NET Positive	60
NET Negative	3
Mean	0.94



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it invested in companies where working conditions are poor for many of its employees?

	%
<b>Very positive (2)</b>	2
<b>Fairly positive (1)</b>	5
<b>Neither positive nor negative (0)</b>	22
<b>Fairly negative (-1)</b>	32
<b>Very negative (-2)</b>	27
<b>Don't know</b>	11
<b>NET Positive</b>	7
<b>NET Negative</b>	60
<b>Mean</b>	-0.87

Base: All Adults aged 16-75 in Great Britain who have personally bought or taken out a financial product / service (n = 1,837)