



FACTUM

Two thirds of Canadians (65%) consider ESG important factors when deciding on investment purchases

Gen Z and Millennials are more likely to say ESG factors are important than older generations

Toronto, ON, November 1, 2021 – In a recent study conducted by Ipsos on behalf of SunLife Financial, Canadians were asked the importance of sustainability or environmental, social and corporate governance (ESG) factors when it comes to deciding which investments to purchase. The study finds that most Canadians are prioritizing sustainable living in their investment strategies.

How Canadians feel about ESG and their investment decisions

The importance of ESG when considering investment purchases is an important aspect for consideration among most Canadians. Two thirds (65%) say that ESG factors play an important role in helping them to decide their investment strategies and purchase decisions. Canadians between the ages of 18-34 (71%) and 35-54 (65%) are more likely to agree than those 55 years and older (60%). A lack of awareness of what ESG encapsulates, however, seems to influence its importance among other Canadians. Of those who do not consider ESG factors to be important, 35% are unaware of what ESG factors are, while 27% are more focused on securing a high return on their investments.

About the Study

The survey is based on findings of an Ipsos poll conducted between August 27 and August 30, 2021. A sample of 1,502 Canadians was drawn from the Ipsos I-Say online panel aged 18 and older. The data for Canadians surveyed was weighted to ensure the sample's regional, age, and gender composition reflects that of the actual Canadian population. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 2.9% at 19 times out of 20, had all Canadians been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to methodological change, coverage error and measurement error.

For more information on this news release, please contact:

Sean Simpson
Senior Vice President, Ipsos Public Affairs
Sean.Simpson@ipsos.com



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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

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