How important are sustainability or environmental, social and corporate governance (ESG) factors when it comes to deciding which investments to purchase?

		AGE			AGE GROUP			
	Total	18-34	35-54	55+	Gen Z	Millennial	Gen X	Boomer
		C	D	E	J	K	L	M
Base: All Respondents (unwtd)	**1502**	**415**	**563**	**524**	**122**	**439**	**432**	**509**
Base: All Respondents (wtd)	**1502**	**422**	**520**	**560**	**150**	**409**	**399**	**544**
Top 2 Box (Net)	975	299	338	338	111	289	246	329
	65%	71%	65%	60%	74%	71%	62%	60%
		E			LM*	LM		
Very important	252	88	72	92	30	77	55	91
	17%	21%	14%	16%	20%	19%	14%	17%
		D			*			
Somewhat important	723	211	266	246	81	212	192	238
	48%	50%	51%	44%	54%	52%	48%	44%
			E		*	M		
Bottom 2 Box (Net)	527	123	181	223	39	120	152	216
	35%	29%	35%	40%	26%	29%	38%	40%
				C	*		JK	JK
Not very important	296	61	115	120	16	67	95	118
	20%	14%	22%	21%	11%	16%	24%	22%
			C	C	*		JK	J
Not at all important	231	62	66	103	23	53	58	98
	15%	15%	13%	18%	15%	13%	15%	18%
				D	*			
Sigma	1502	422	520	560	150	409	399	544
	100%	100%	100%	100%	100%	100%	100%	100%