

Why it is not important to you?

		AGE			AGE GROUP			
	Total	18-34	35-54	55+	Gen Z	Millennial	Gen X	Boomer
		C	D	E	J	K	L	M
Base: All Answering (unwtd)	508	108	196	204	29	119	161	199
Base: All Answering (wtd)	527	123	181	223	39	120	152	216
I don't know what ESG factors are	186	50	72	65	19	52	51	65
	35%	40%	40%	29%	48%	43%	34%	30%
		*			**	M*		
I don't know how to find out if a fund supports ESG factors	85	21	37	27	6	21	32	26
	16%	17%	20%	12%	16%	17%	21%	12%
		*			**	*	M	
My financial advisor/planner recommends the funds to me and I buy them	74	11	19	44	4	11	15	44
	14%	9%	10%	20%	11%	9%	10%	20%
		*		CD	**	*		KL
I am more concerned with the highest possible return on investment	141	39	45	57	15	33	41	51
	27%	31%	25%	25%	38%	28%	27%	24%
		*			**	*		
Sustainability isn't a priority for me when making investment decisions	99	24	34	40	3	29	30	36
	19%	20%	19%	18%	8%	24%	20%	17%
		*			**	*		
Other	11	-	3	9	-	-	3	9
	2%	-	2%	4%	-	-	2%	4%
		*			**	*		
Nothing	1	-	-	1	-	-	-	1
	*	-	-	*	-	-	-	*
		*			**	*		

