

# Against COVID backdrop, impact investing remains appealing but down from 2019



Health is front and center in the pandemic: What 'impact investment' aligns with your personal values or priorities?

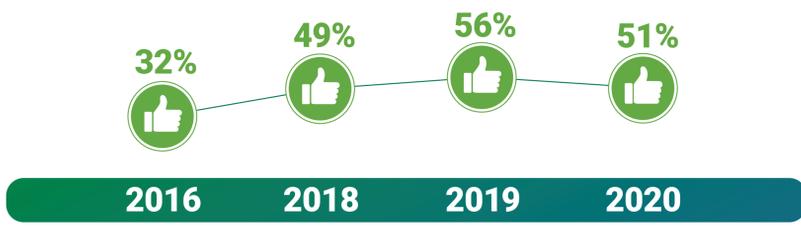


Both U.S. and UK respondents selected healthcare/disease prevention and cures and environment/sustainability in 2020 as the top causes that align with personal values or priorities when making an impact investment. This is consistent with 2019 results.



Environment/sustainability also topped the list of causes that matter most in Germany in 2020.

While the appeal of impact investing in the U.S. has decreased to 51% in 2020 compared to 56% in 2019, interest is up from 32% in 2016.



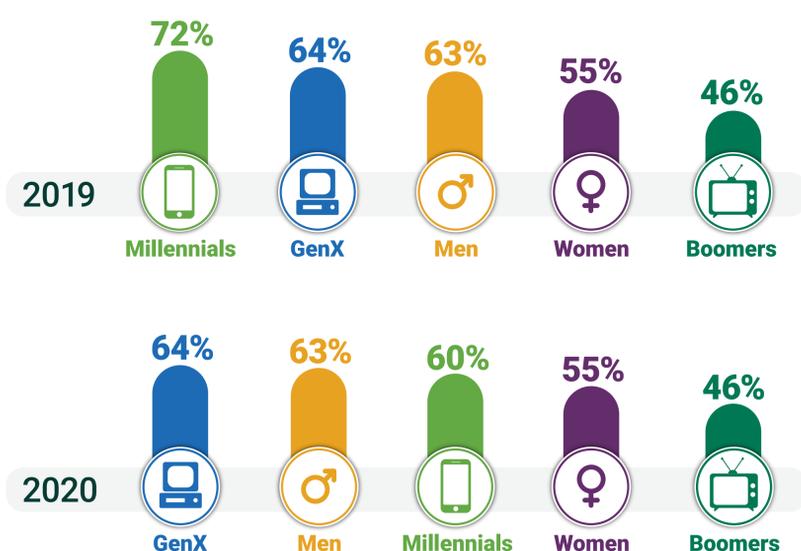
Millennials in the UK and Germany are the age group finding impact investing the most appealing.



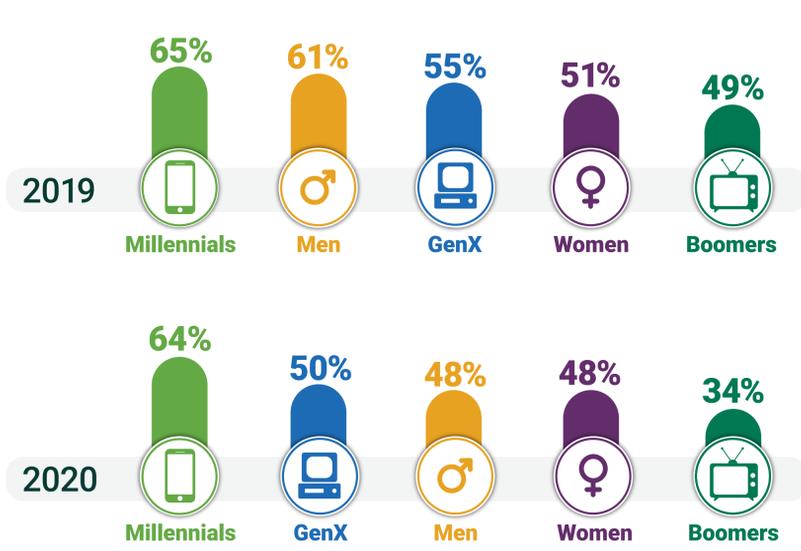
In the U.S., 60% of millennials find impact investing appealing compared to the UK which is 64%. By comparison, 45% of millennials find the concept of impact investing appealing in Germany.



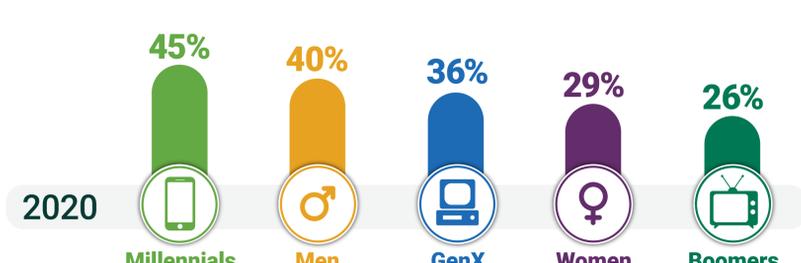
## Impact Investing Appeal in the United States



## Impact Investing Appeal in the United Kingdom



## Impact Investing Appeal in Germany



29% of U.S. respondents intentionally choose to do business with companies whose values align to theirs. This is down 3% compared to last year.



20% of 2020 UK respondents intentionally seek out companies whose align to theirs compared to 24% in 2019.



In Germany, only (15%) intentionally choose to do business with companies who share similar values.



ORC International fielded an online survey among a representative sample of 1,002 U.S. adults, 1,004 UK adults and 1,004 adults in Germany, 18 years of age and older from September 9-11 and September 1-15, 2020 to better understand millennials, Gen Xers and baby boomers investment habits and their interest in "impact investing" – that is, investing in companies, organizations and funds that have a beneficial impact on society, while also providing a financial return to investors. The results from the survey were weighted by age, sex, geographic region, race and education to ensure reliable and accurate representation of the adult U.S. population.

For the purposes of this survey, millennials were defined as those aged 18 to 35; Gen Xers were defined as those aged 36 to 51; and baby boomers were defined as those aged 52 to 70.