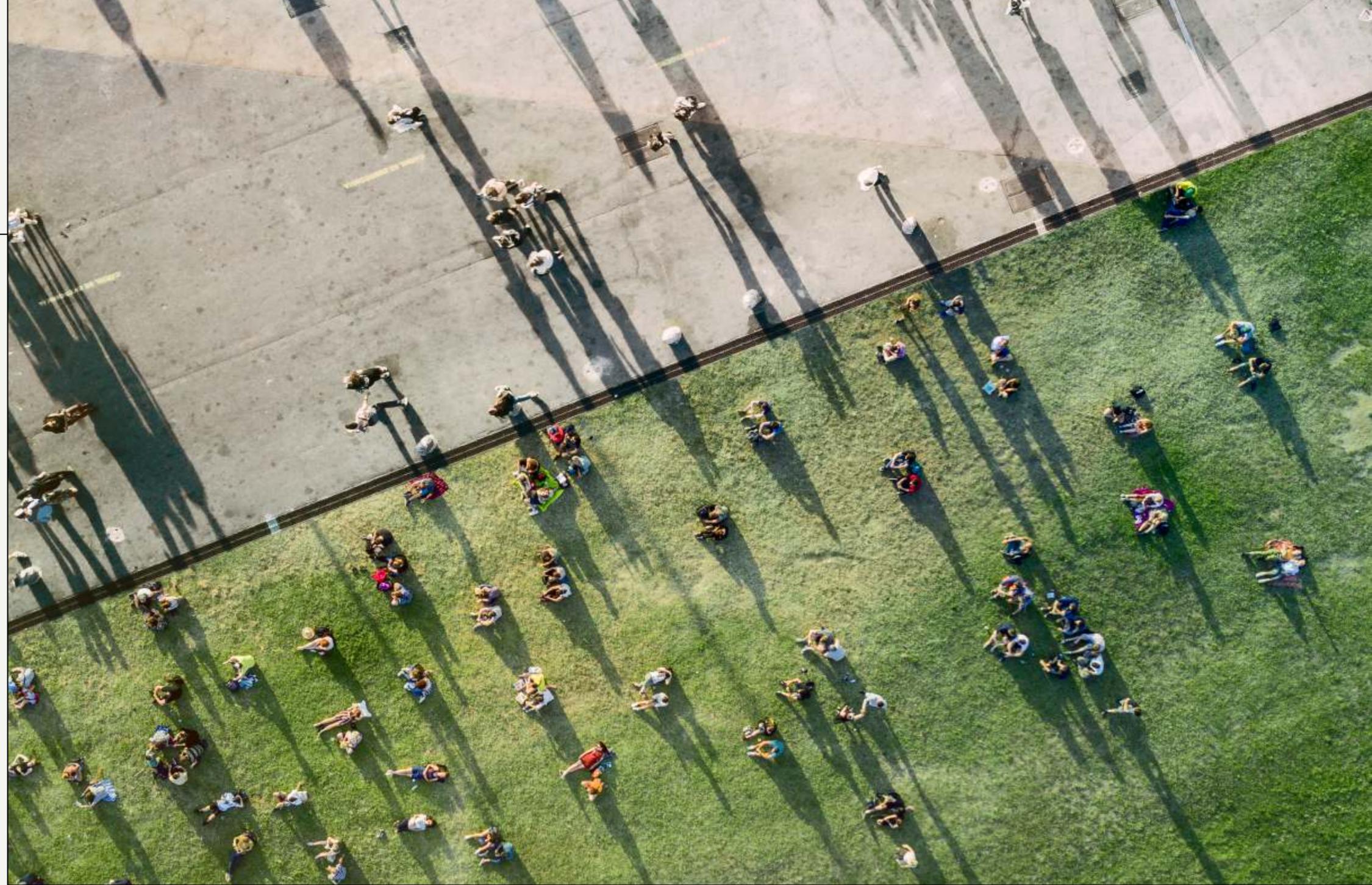


Australian
Ethical



Turning values into action: A new era of purpose-driven investing

AUSTRALIAN ETHICAL X INVESTMENT TRENDS 2022 ESG INVESTOR REPORT

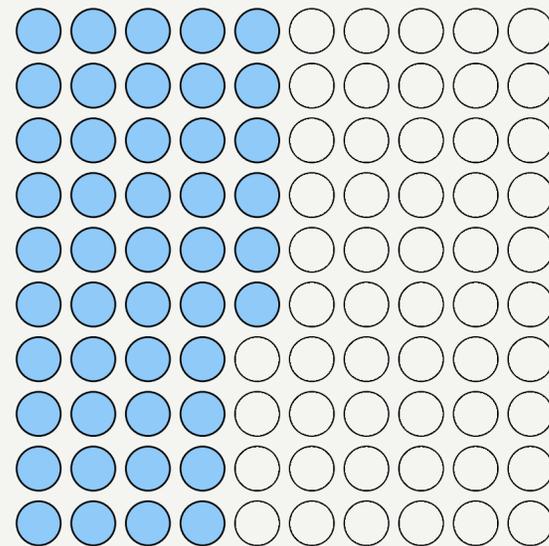
A new era of investing

Investors are leading the way and turning values into action - taking steps to align their investments with their personal values and using the power of money to create real change for people, the planet and animals.

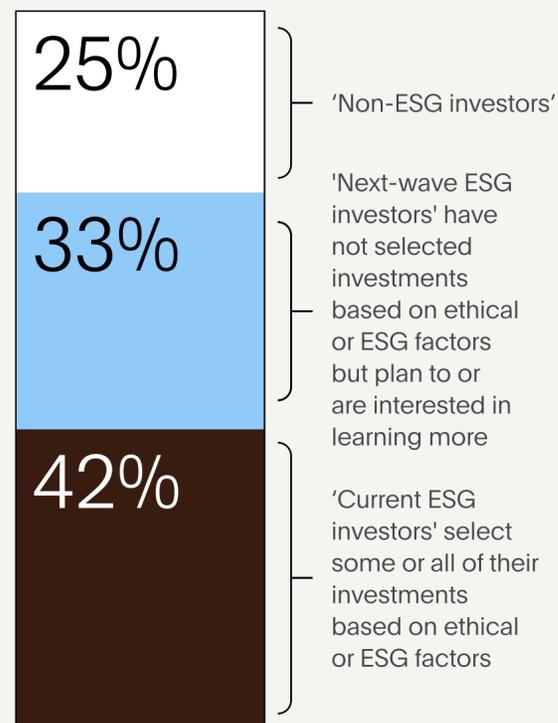


46%

of investors have bought or sold investments in 2021 based on ethical, or environmental, social, or governance-related (ESG) factors, up from 40% in 2020

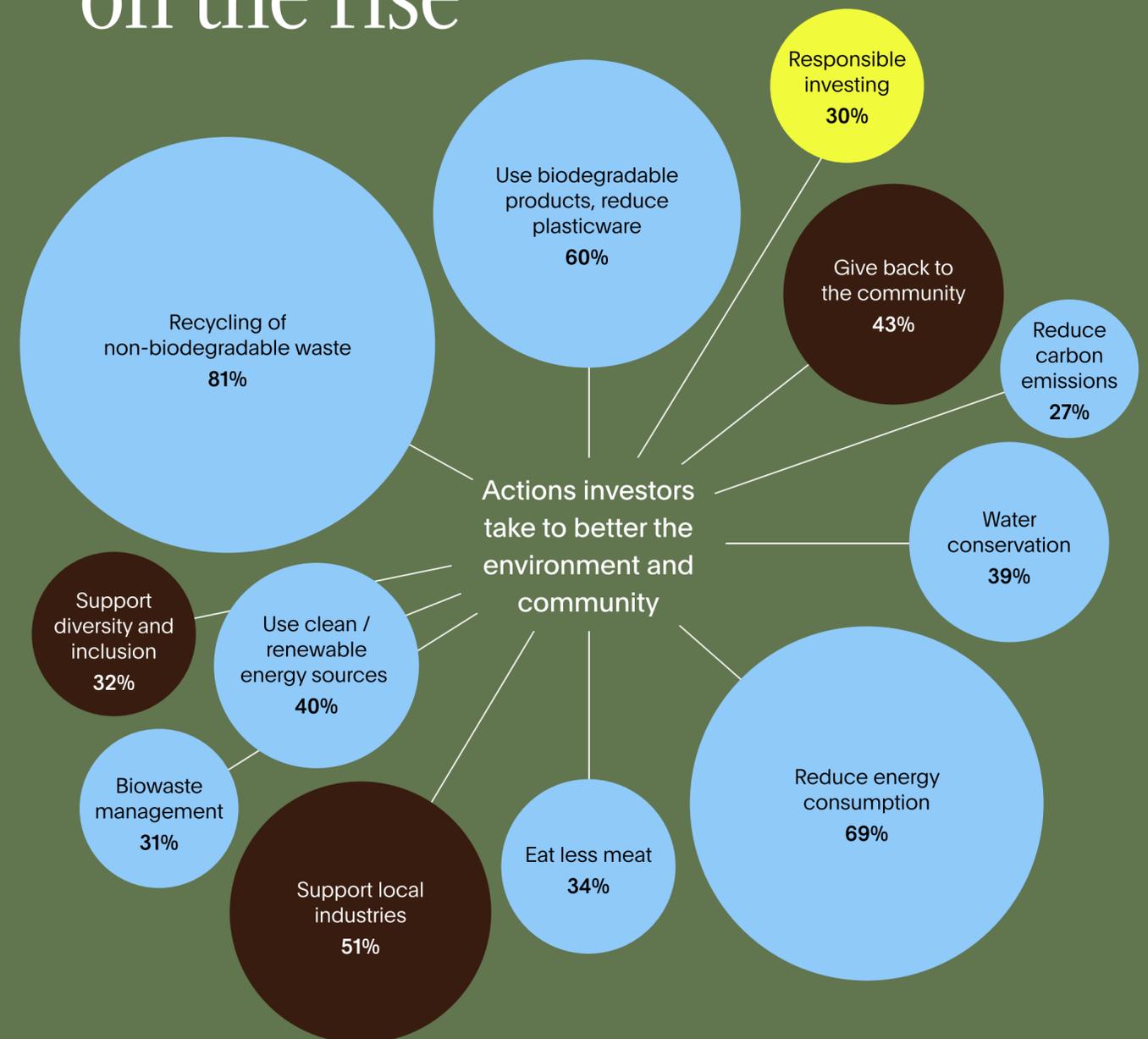


Investor personas

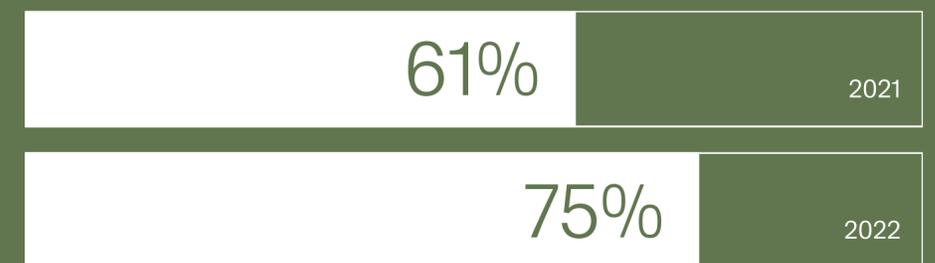


Awareness on the rise

Responsible investing is now among the top actions investors take to help improve the environment and their community, alongside recycling, reducing energy consumption and minimising waste.

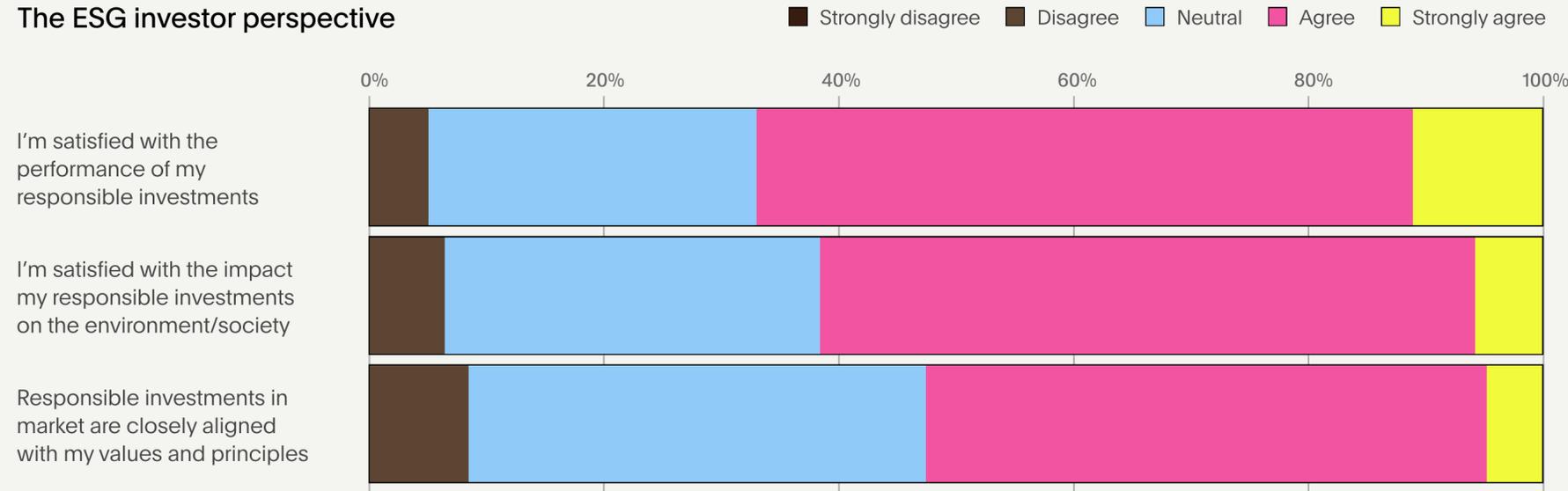


Investors who are aware of responsible or ESG investing

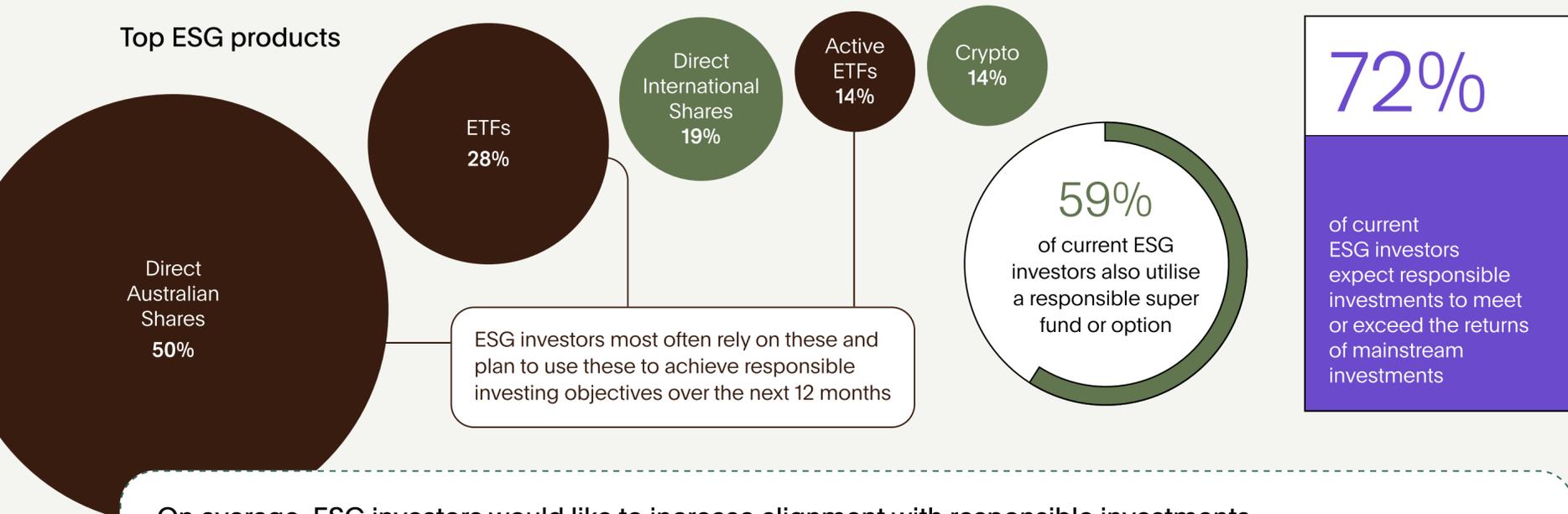


Shifting perceptions

The ESG investor perspective



Top ESG products



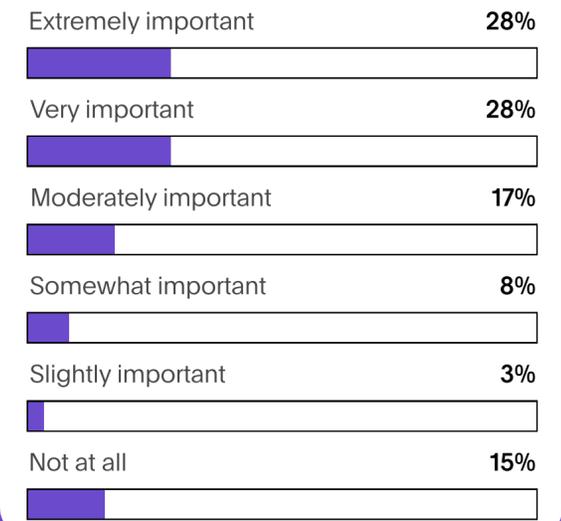
On average, ESG investors would like to increase alignment with responsible investments

Ideal ESG alignment across generations among current ESG investors



Getting advice

How important is it that your adviser is able to provide advice on responsible investing among current ESG investors?



28% said they would switch advisers if their current adviser was unable to provide ESG advice.

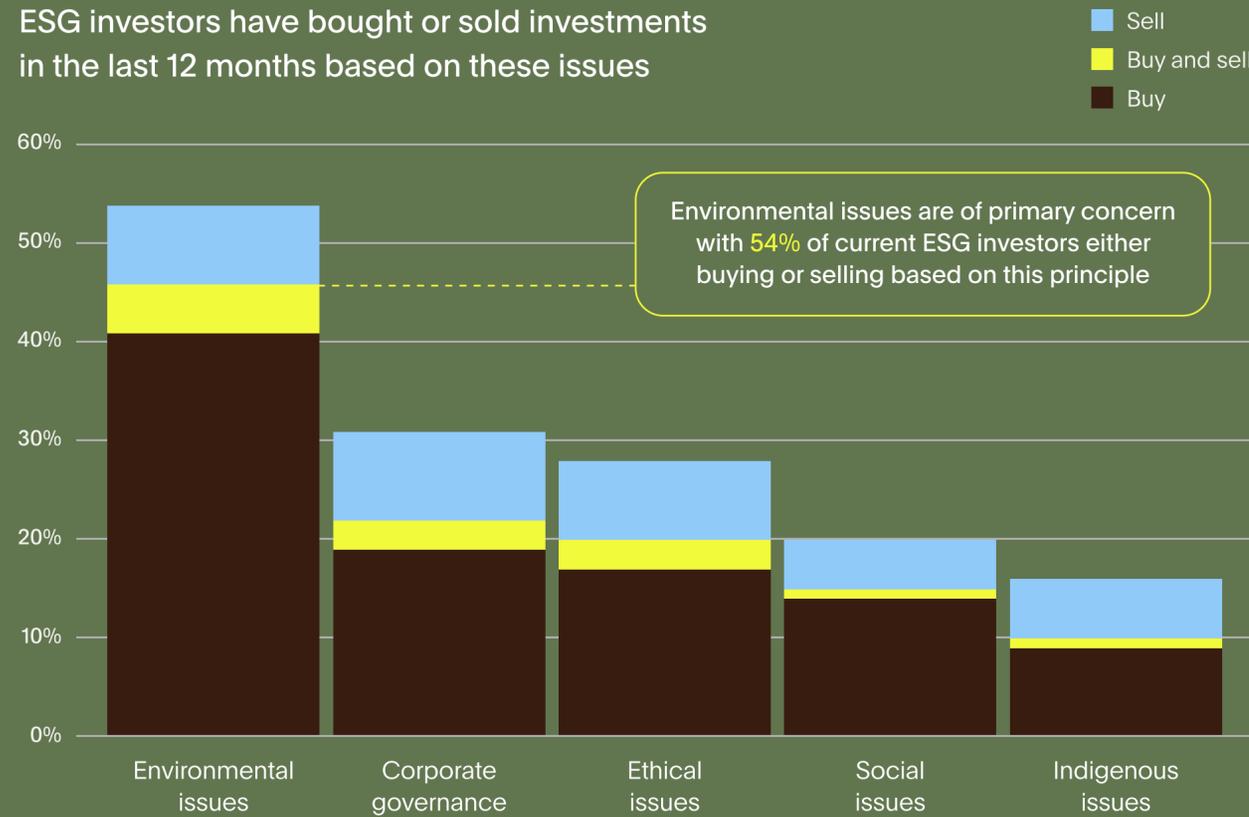
71% of 'next-wave' ESG investors who received investment advice in the last 12 months did not discuss responsible investing with their adviser but would like to.

The big issues

The investment opportunities ESG investors are looking for



ESG investors have bought or sold investments in the last 12 months based on these issues



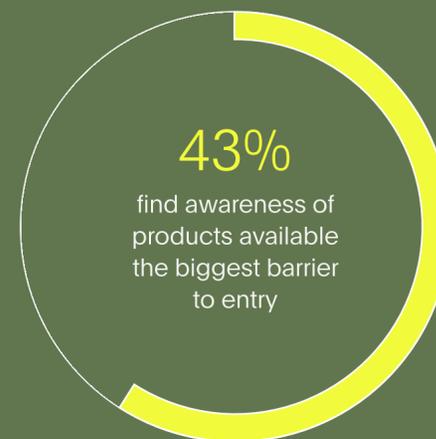
Barriers to responsible investing

For current ESG investors

Several barriers hinder deeper use of responsible investments



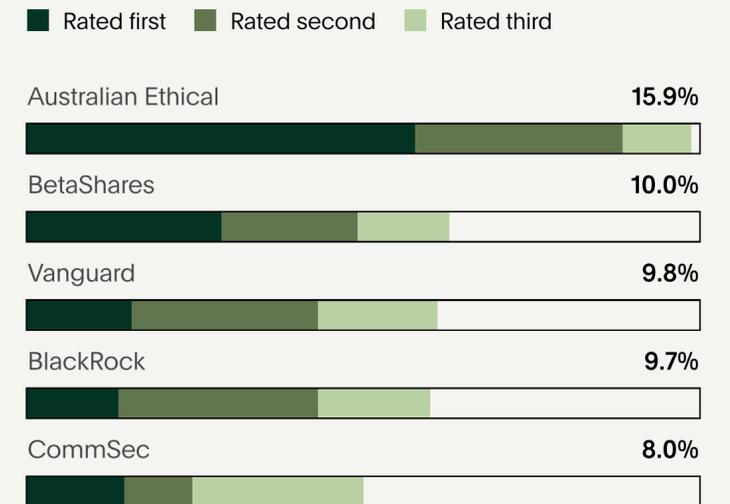
For 'next-wave' ESG investors



Brand matters

When choosing an ethical investment manager, brand is the top consideration by ESG investors.

Australian Ethical is the most recognised responsible investment brand among current ESG investors (unprompted).



Australian Ethical Super members' satisfaction scores



#1
rated by members for meeting their responsible investing needs

Find out more

1800 021 227

advisers@australianethical.com.au

australianethical.com.au

Information in this document is sourced from the Australian Ethical x Investment Trends 2022 ESG Investor Report, released in May 2022. The 2022 edition of the ESG Investor Report is based on a quantitative online survey of 2,530 investors conducted by Investment Trends from February to April 2022.

Learn more about the differences between ESG investing and ethical investing at australianethical.com.au/blog/esg-investing-is-not-ethical-investing

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