

ESG factors: investors' ranking

As a part of our most recent study on ESG investing, we asked 12,000 consumers from 12 countries spread across Europe and Asia, to rank the importance of ESG factors. The below infographic provides a full breakdown of their answers.



How important would each of the following factors be to you personally if you were to invest in an ESG fund?

Environmental Social Governance

#	Global Total 12,000 consumers across 12 countries	UK 1000 consumers including 940 investors	Belgium 1000 consumers including 760 investors	Germany 1000 consumers including 810 investors	Spain 1000 consumers including 740 investors	France 1000 consumers including 810 investors	Italy 1000 consumers including 780 investors	Hong Kong 1000 consumers including 910 investors	Japan 1000 consumers including 850 investors	Philippines 1000 consumers including 760 investors	Singapore 1000 consumers including 830 investors	Thailand 1000 consumers including 890 investors	Indonesia 1000 consumers including 870 investors
1	Data protection 81.5%	Data protection 79.4%	Transparent accounting 77.5%	Data protection 78.8%	Data protection 80.2%	Transparent accounting 76.5%	Transparent accounting 84.8%	Transparent accounting 84.0%	Transparent accounting 61.5%	Transparent accounting 95.6%	Transparent accounting 80.5%	Data protection 93.6%	Data protection 92.8%
2	Transparent accounting 81.4%	Transparent accounting 78.2%	Data protection 73.9%	Fair pricing 74.8%	Transparent accounting 78.7%	Data protection 76.3%	Data protection 82.3%	Data protection 83.5%	Data protection 61.3%	Data protection 95.5%	Data protection 80.3%	Transparent accounting 93.0%	Transparent accounting 91.5%
3	Fair pricing 76.4%	Fair pricing 77.2%	Fair pricing 70.4%	Transparent accounting 74.7%	Avoiding water waste 75.3%	Avoiding water waste 76.0%	Fair pricing 80.9%	Sustainable long-term growth 79.7%	Sustainable long-term growth 55.7%	High regard for staff health / safety 93.1%	Fair pricing 75.9%	Sustainable long-term growth 92.6%	Quality education 87.6%
4	Sustainable long-term growth 74.9%	Sustainable long-term growth 72.7%	Marine life conservation 68.6%	Marine life conservation 72.6%	Fair pricing 73.3%	Marine life conservation 71.8%	Cuts to pollution/ carbon emissions 80.6%	Fair pricing 74.0%	Fair pricing 55.0%	Fair pricing 92.7%	Sustainable long-term growth 71.8%	Well-being support 89.7%	Sustainable long-term growth 87.2%
5	High regard for staff health / safety 72.9%	Marine life conservation 70.7%	Well-being support 67.9%	Avoiding water waste 70.7%	Sustainable long-term growth 72.4%	Fair pricing 71.3%	Marine life conservation 80.6%	Cuts to pollution/ carbon emissions 73.8%	Company's ethical values 51.2%	Well-being support 91.7%	Well-being support 71.6%	Cuts to pollution/ carbon emissions 89.5%	Well-being support 87.1%
6	Avoiding water waste 72.8%	Company's ethical values 69.9%	Avoiding water waste 67.6%	High regard for staff health / safety 70.1%	Fair treatment and remuneration 72.1%	Natural capital preservation 70.0%	High regard for staff health / safety 78.8%	Company's ethical values 72.0%	Fair treatment and remuneration 48.4%	Fair treatment and remuneration 91.4%	Avoiding water waste 70.8%	Fair treatment and remuneration 89.3%	Company's ethical values 86.3%
7	Marine life conservation 72.4%	High regard for staff health / safety 69.6%	Fair treatment and remuneration 66.9%	Fair treatment and remuneration 69.3%	Marine life conservation 72.0%	Sustainable long-term growth 69.0%	Combat against global poverty 78.7%	High regard for staff health / safety 70.3%	Marine life conservation 44.4%	Quality education 90.6%	Company's ethical values 70.7%	Fair pricing 88.9%	Natural capital preservation 85.8%
8	Cuts to pollution/ carbon emissions 72.1%	Fair treatment and remuneration 69.1%	High regard for staff health / safety 66.7%	Humane treatment of animals 66.1%	Quality education 71.7%	Well-being support 68.9%	Sustainable long-term growth 78.2%	Avoiding water waste 70.0%	Avoid morally questionable business 44.2%	Avoiding water waste 90.4%	High regard for staff health / safety 70.1%	High regard for staff health / safety 88.5%	Cuts to pollution/ carbon emissions 84.9%
9	Well-being support 72.0%	Humane treatment of animals 68.0%	Humane treatment of animals 65.0%	Cuts to pollution/ carbon emissions 66.0%	High regard for staff health / safety 71.6%	High regard for staff health / safety 68.9%	Action against climate change 77.0%	Action against climate change 68.7%	Well-being support 44.2%	Company's ethical values 89.9%	Action against climate change 69.4%	Quality education 88.2%	High regard for staff health / safety 83.5%
10	Fair treatment and remuneration 71.8%	Well-being support 67.4%	Natural capital preservation 65.0%	Sustainable long-term growth 65.7%	Company's ethical values 71.4%	Cuts to pollution/ carbon emissions 68.5%	Avoiding water waste 76.6%	Marine life conservation 68.2%	High regard for staff health / safety 43.8%	Sustainable long-term growth 89.7%	Cuts to pollution/ carbon emissions 69.2%	Shareholder voting rights 86.7%	Combat against global poverty 82.4%
11	Company's ethical values 71.3%	Cuts to pollution/ carbon emissions 67.3%	Sustainable long-term growth 64.5%	Company's ethical values 65.2%	Well-being support 70.8%	Humane treatment of animals 68.2%	Natural capital preservation 76.6%	Well-being support 68.2%	Cuts to pollution/ carbon emissions 43.5%	Natural capital preservation 89.1%	Natural capital preservation 67.2%	Company's ethical values 86.6%	Fair pricing 82.1%
12	Natural capital preservation 70.5%	Avoiding water waste 66.4%	Cuts to pollution/ carbon emissions 62.5%	Natural capital preservation 64.9%	Cuts to pollution/ carbon emissions 70.6%	Action against climate change 66.4%	Well-being support 76.6%	Partnership / suppliers organisation 67.9%	Natural capital preservation 43.4%	Cuts to pollution/ carbon emissions 88.9%	Marine life conservation 67.1%	Humane treatment of animals 86.3%	Avoiding water waste 81.9%
13	Action against climate change 68.8%	Natural capital preservation 63.2%	Quality education 61.3%	Action against climate change 61.5%	Action against climate change 69.5%	Quality education 66.3%	Local infrastructure 76.4%	Fair treatment and remuneration 67.6%	Avoiding water waste 43.3%	Marine life conservation 88.6%	Fair treatment and remuneration 66.0%	Local infrastructure 85.9%	Avoid morally questionable business 81.5%
14	Humane treatment of animals 68.7%	Action against climate change 63.0%	Avoid morally questionable business 59.5%	Combat against global poverty 60.7%	Natural capital preservation 69.3%	Fair treatment and remuneration 65.6%	Company's ethical values 75.9%	Natural capital preservation 66.1%	Action against climate change 41.7%	Action against climate change 88.0%	Avoid morally questionable business 65.6%	Natural capital preservation 85.2%	Action against climate change 80.9%
15	Quality education 68.6%	Avoid morally questionable business 62.6%	Company's ethical values 59.4%	Well-being support 60.4%	Local infrastructure 68.3%	Local infrastructure 62.6%	Fair treatment and remuneration 75.8%	Avoid morally questionable business 65.6%	Clean transportation 39.1%	Humane treatment of animals 87.4%	Partnership / suppliers organisation 65.3%	Clean transportation 85.1%	Fair treatment and remuneration 80.6%
16	Avoid morally questionable business 66.6%	Quality education 60.3%	Combat against global poverty 57.8%	Avoid morally questionable business 59.5%	Combat against global poverty 67.7%	Combat against global poverty 61.5%	Quality education 75.3%	Humane treatment of animals 63.8%	Diversity and inclusion 38.5%	Clean transportation 86.7%	Quality education 65.1%	Avoiding water waste 84.9%	Marine life conservation 79.2%
17	Combat against global poverty 66.0%	Local infrastructure 59.9%	Local infrastructure 56.6%	Local infrastructure 58.9%	Avoid morally questionable business 66.8%	Avoid morally questionable business 60.4%	Humane treatment of animals 74.8%	Clean transportation 62.6%	Quality education 37.9%	Partnership / suppliers organisation 86.4%	Humane treatment of animals 64.4%	Marine life conservation 84.8%	Local infrastructure 78.8%
18	Local infrastructure 66.0%	Combat against global poverty 59.4%	Action against climate change 56.2%	Quality education 57.7%	Humane treatment of animals 66.4%	Partnership / suppliers organisation 58.1%	Avoid morally questionable business 73.6%	Local infrastructure 62.5%	Shareholder voting rights 37.4%	Combat against global poverty 86.3%	Local infrastructure 64.2%	Partnership / suppliers organisation 83.3%	Shareholder voting rights 78.8%
19	Shareholder voting rights 64.0%	Partnership / suppliers organisation 58.7%	Partnership / suppliers organisation 53.9%	Shareholder voting rights 56.3%	Shareholder voting rights 62.8%	Company's ethical values 57.5%	Clean transportation 73.6%	Shareholder voting rights 62.3%	Humane treatment of animals 37.0%	Shareholder voting rights 85.9%	Combat against global poverty 64.1%	Action against climate change 83.1%	Partnership / suppliers organisation 78.4%
20	Clean transportation 63.7%	Shareholder voting rights 58.3%	Shareholder voting rights 52.8%	Clean transportation 55.6%	Clean transportation 62.4%	Shareholder voting rights 56.5%	Diversity and inclusion 69.4%	Quality education 61.0%	Partnership / suppliers organisation 36.3%	Local infrastructure 85.2%	Shareholder voting rights 64.1%	Combat against global poverty 82.5%	Humane treatment of animals 76.5%
21	Partnership / suppliers organisation 63.6%	Diversity and inclusion 57.5%	Diversity and inclusion 51.8%	Diversity and inclusion 53.7%	Diversity and inclusion 60.9%	Clean transportation 56.2%	Shareholder voting rights 65.7%	Diversity and inclusion 59.9%	Combat against global poverty 34.5%	Diversity and inclusion 83.8%	Clean transportation 63.8%	Diversity and inclusion 81.1%	Clean transportation 74.2%
22	Diversity and inclusion 62.2%	Clean transportation 54.6%	Clean transportation 50.6%	Partnership / suppliers organisation 52.9%	Partnership / suppliers organisation 59.3%	Diversity and inclusion 54.5%	Partnership / suppliers organisation 62.6%	Combat against global poverty 56.5%	Local infrastructure 32.4%	Avoid morally questionable business 80.4%	Diversity and inclusion 61.7%	Avoid morally questionable business 79.4%	Diversity and inclusion 73.1%
23	Donation to charity 54.7%	Donation to charity 50.4%	Donation to charity 46.4%	Donation to charity 46.5%	Donation to charity 55.5%	Donation to charity 49.8%	Donation to charity 57.6%	Donation to charity 48.4%	Donation to charity 24.1%	Donation to charity 76.3%	Donation to charity 53.9%	Donation to charity 75.9%	Donation to charity 71.8%

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