

ESG 360^o™

Uncovering Opportunities in Environmental, Social and Governance (ESG) Investing

Publishing bimonthly throughout 2019

Sustainable and impact investing has reached a new fervor, but with the pressure to prove performance without dramatically impacting costs, successfully implementing ESG factors into client portfolios and investment lineups remains an industry challenge. Asset managers that can provide sustainable and ethically-backed investment performance now have the opportunity to gain a considerable competitive advantage.

ESG 360^o will use quantitative and qualitative techniques to provide deep, focused insights on the broad term of ESG investing. Exploring one audience per publication, the series will highlight trends and perceptions of ESG among financial advisors, DC plan sponsors, affluent investors, DC plan advisors, DC plan participants and institutional investors. In Q4, the full picture will come into focus with a final report comparing and contrasting findings from each audience to provide the industry's first 360^o view of ESG investing.



Stay on Top of Trends

With bimonthly publication, your firm can stay on top of emerging trends in ESG



Gain a Competitive Advantage

With ESG implementation still nascent, having an in-depth understanding of trends now gives firms a competitive edge



Boost Profitability

By understanding what each audience needs and wants from ESG, your firm can tailor offerings to boost ROI

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Areas of Inquiry

Awareness of ESG Investing

Current definition of ESG, including top-of-mind associations

Consideration and Appeal

Evaluation of key consideration drivers including social responsibility, environmentally-friendly causes, alignment with personal values/ organization's mission, reputation/goodwill, risk management, enhanced performance and tax incentives

Influence of each component of ESG in comparison to one another (Environmental vs. Social vs. Governance)

Barriers to Use

Ranking of primary barriers to adoption including lack of availability/limited choices, weak demand, inconsistent definitions, time-consuming disclosure requirements, poor investment returns and insufficient ESG data

Current Use and Allocation

ESG investing use and likelihood of adoption over the next 12 months

Use of specific ESG strategies, including integrating ESG factors into products/portfolios, using negative/exclusionary screening and employing a sustainability-themed investing approach

Asset Manager Brand Consideration and Satisfaction

Asset managers that are most associated with ESG investing (unaided brand consideration)

Asset-manager-specific satisfaction ratings for ESG/impact investing options among current brand users

AUDIENCE-SPECIFIC RESEARCH OBJECTIVES

In addition to the overarching set of research questions above, we will ask audience-specific questions to hone in on the more detailed needs of each population. Examples include:

- How does ESG investing impact **institutional investors'** fiduciary role?
- To what degree does news coverage, peers and social media affect **affluent investors' desire** to employ a more sustainable, morally responsible approach to investing? Eliminate certain holdings?
- How are **financial advisors** working to mitigate the pressure of proving ESG performance? Are they making gradual improvements over time?
- Are **401(k) plan sponsors** noticing an uptick in employees advocating for more ESG investment options in current 401(k) plans?
- How does the availability of ESG investment options influence **DC plan participants'** overall workplace satisfaction? Culture?
- What types of educational materials are needed by **DC plan advisors** to help advocate for ESG investing among sponsors and participants? Does demand differ by industry?

SAMPLE SIZE AND METHODOLOGY

- Six unique audiences:
 - US institutional investors with at least \$100M in institutional assets
 - Affluent investors with investable assets of at least \$100,000
 - Financial advisors from all channels (RIA, national wirehouse, regional, independent and bank) with a range of AUM
 - DC plan sponsors representing a variety of plan asset sizes
 - DC plan participants actively contributing to a DC plan and/or having at least \$5,000 in a former employer's DC plan
 - DC plan advisors actively managing DC plans, segmented
- Quantitative samples range from a representative mix of n=500 to n=4,600
- Qualitative sample reflect key demographics with a diverse mix of n=25 to n=50

PUBLICATION SCHEDULE

- Ongoing data collection
- Bimonthly reporting for each audience:
 - US Institutional Investors: Feb 2019
 - Affluent Investors: Mar 2019
 - DC Plan Sponsors: May 2019
 - DC Plan Participants Jul 2019
 - Financial Advisors: Sep 2019
 - DC Plan Advisors: Oct 2019
- 360° summary review: Dec 2019

SUBSCRIPTION INVESTMENT: \$75,000 (or separately at \$15,000 for one audience)

- Six individual reports (one for each audience) with quantitative data and qualitative insights
- End-of-year 360° summary report with strategic commentary and analysis weaving together data and insights across all six audiences



Our research is executed using ISO standards.

Why is Cogent Reports the most accurate and reliable source for wealth management information?

Representative Sample

Our sample is truly representative of each audience.

Reliable Data

A dedicated sampling scientist carefully curates the industry's leading databases.

Experience

Over 20 years of experience in wealth management means we know the industry.

Knowledge

Our team of industry experts fully understands the results and implications of our research.

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