



Press release
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COMING SOON: THE ETHICAL INVESTMENT REVOLUTION

The 'millennial' age group are more likely to care about their social responsibility when it comes to how their money is invested by banks and pension providers, but many aren't yet taking the steps to make this positive change, reveals Good Money Week.

Good Money Week, which runs from 8-14th October and aims to help people make 'ethical' money choices, has revealed that millennials are twice as likely to think that they have a social responsibility to ensure that their pension is invested ethically compared to those over the age of 45. 13% of millennials with a pension think it's their social responsibility to ensure that it is invested ethically.

Over half of investors aged 18-34-years-old (54%) would like to be offered fossil free investments as standard, compared to the national average of 40%, and only 34% of those over 55.

The Good Money Week research, commissioned with YouGov, also suggests that millennials are more hopeful and optimistic about their positive impact on the world. More than four in 10 (44%) millennials with investments (those aged 18-34) think it's possible for them to create positive social and environmental change by making sustainable investments compared with 34% of UK investors overall.

HOWEVER, the research also found that a staggering 64% of those aged 18-34-years-old don't even have investments, so are not yet harnessing their ethical spending power.



Charlene Cranny, Programme Manager, UK Sustainable Investment and Finance Association, said:

"The future looks bright for ethical investments if only the 18-34 age group can walk the walk as well as talk the talk. Inaction certainly doesn't mean apathy, but holding ethical/moral opinions can only get us so far.

Whether this is down to a lack of understanding or mistakenly thinking the returns would be lower, we would urge working millennials who will all be enrolled in a workplace pension over the course of the next few months to start seriously thinking about and questioning where their pensions are being invested this Good Money Week. If they take the steps to ensure their values are reflected in their investments, the impact they have could be huge."

Find out more about Good Money Week at www.goodmoneyweek.com and find out about steps you can take to ensure your money is in the right hands at <http://goodmoneyweek.com/take-action>.

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EDITOR'S NOTES

About Good Money Week

Good Money Week is the campaign to raise awareness of sustainable, responsible and ethical finance to help people make good money choices. Good Money Week aims to ensure that everyone knows they



have sustainable and ethical options when it comes to their financial decisions.

What do you mean by 'good money'?

'Responsible banking', 'Ethical investment', 'socially responsible investment', 'sustainable finance', 'ethical banking'... Whatever you want to call it! We simply mean thinking about the social and environmental impact of the money you keep in your bank account, pension pot, investments or savings.

<http://goodmoneyweek.com/take-action>

<http://goodmoneyweek.com/resources/case-studies>

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2128 adults. Fieldwork was undertaken between 25th - 26th September 2017. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).

*Second sample: Total sample size was 2114 adults. Fieldwork was undertaken between 27th - 28th September 2017. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).