

## Sustainable investing

Our research\* among financial advisers and wealth managers highlights the increasing demand from clients for investments which have a positive impact on society and the environment.



## Sustainable investing



of advisers have seen an increase in demand for impact investments



of advisers predict impact investments will increase dramatically over the next 12 months



of advisers said that they are now incorporating sustainability questions into their client fact find



of clients have made an impact investment

## Investor concerns driving impact investing





climate change





air and water pollution





management





consumer privacy





security





efficiency

## Most popular asset classes



**56**% healthcare



**3U**70 renewables



housing



**38%** infrastructure

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\*Research conducted by Pureprofile among 52 UK-based professional financial advisers during Spring 2020.