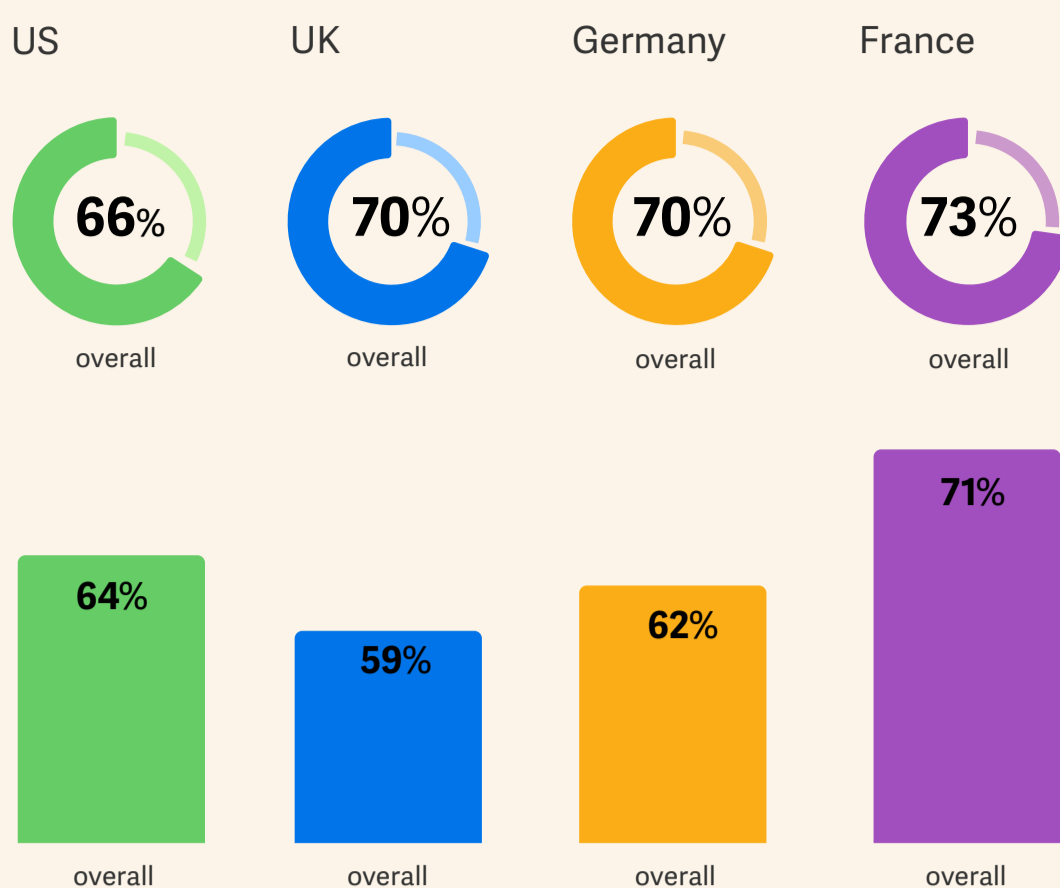
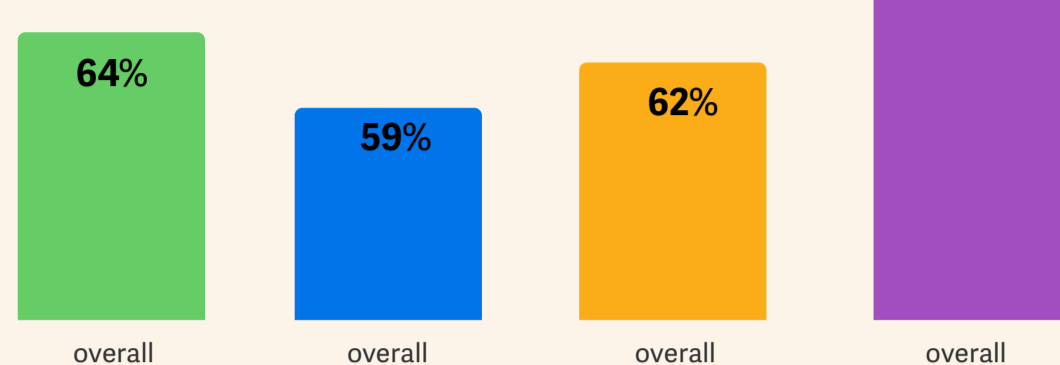


The Power of Transparency: New Survey Reveals Individual Investors Demand ESG Data They Can Trust

Accountability and responsibility around environmental, social and governance (ESG) reporting is critical, with 70% of respondents across four markets agreeing that companies should be responsible for demonstrating their ESG performance. This high sentiment was seen across all markets:

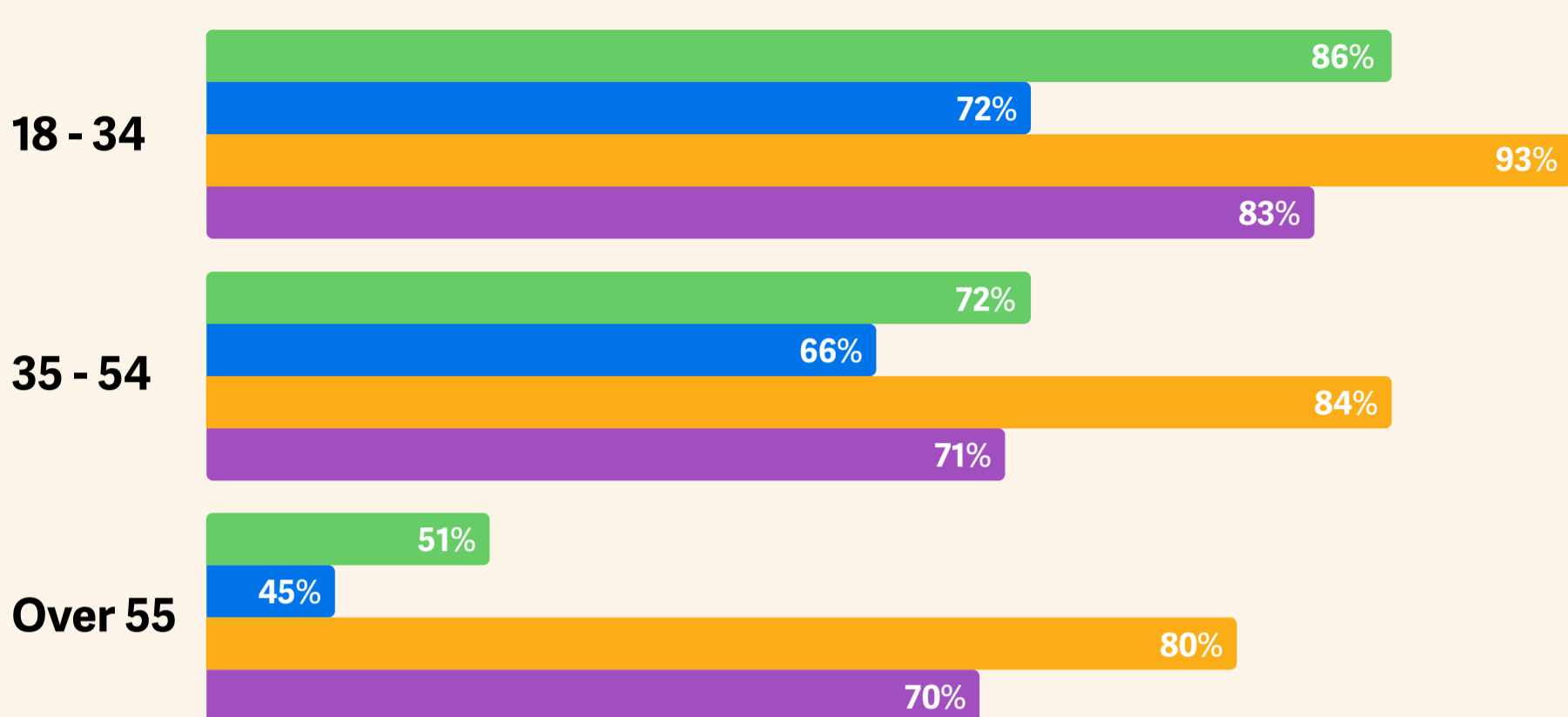


Investors won't hold back from demanding information which isn't forthcoming. 64% of respondents in all markets agree that ordinary investors should put pressure on companies to be more transparent.

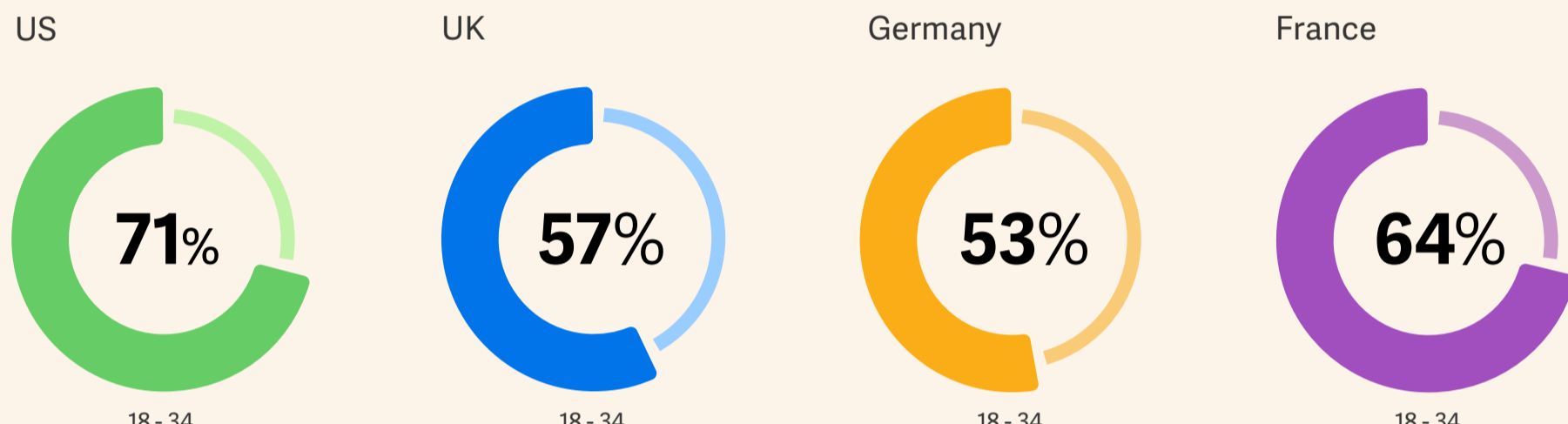


Younger investors (18-34 year-olds) know what they want. Compared to older investors, they have the highest awareness of ESG when it comes to where they invest their money.

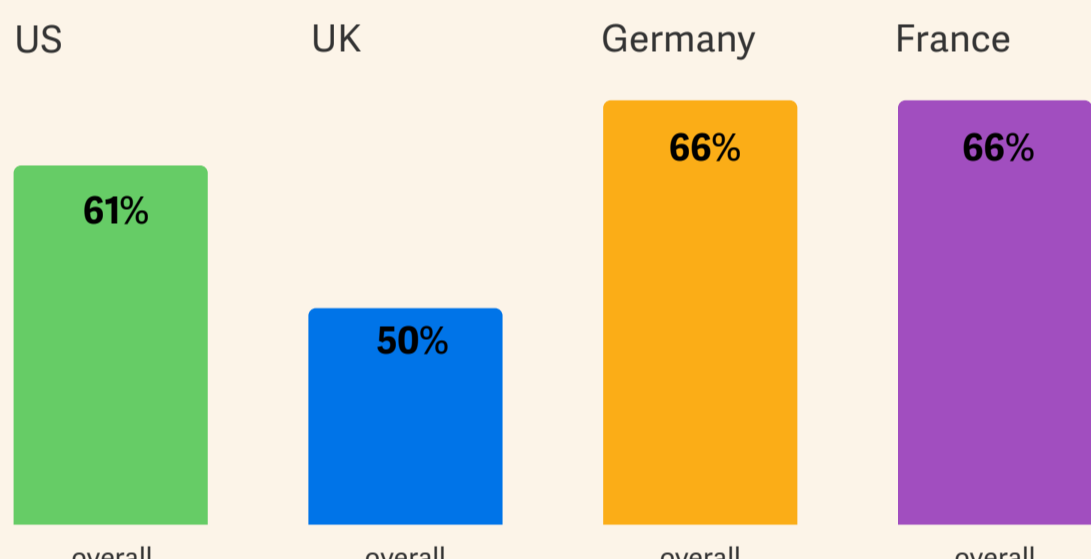
US UK Germany France



Looking to the future, younger investors also believe that ESG will become more important due to concerns around climate change.

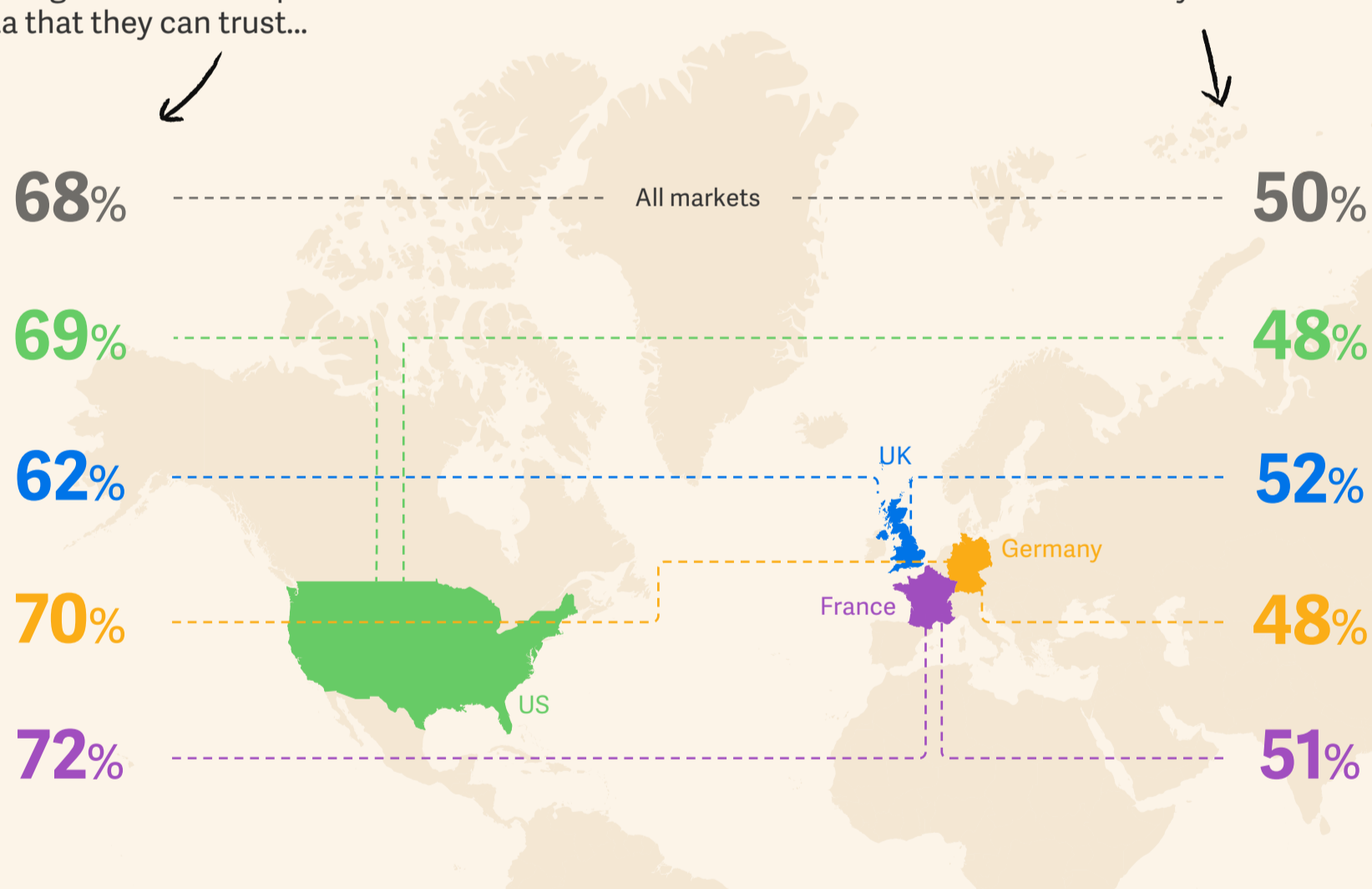


It doesn't stop there. Across all markets, investors feel strongly that their moral beliefs must align with a company before investing. This is even more reason for companies to be transparent with their corporate values.



Companies have work to do when it comes to gaining investors' trust around ESG reporting. Although 68% of all respondents want ESG data that they can trust...

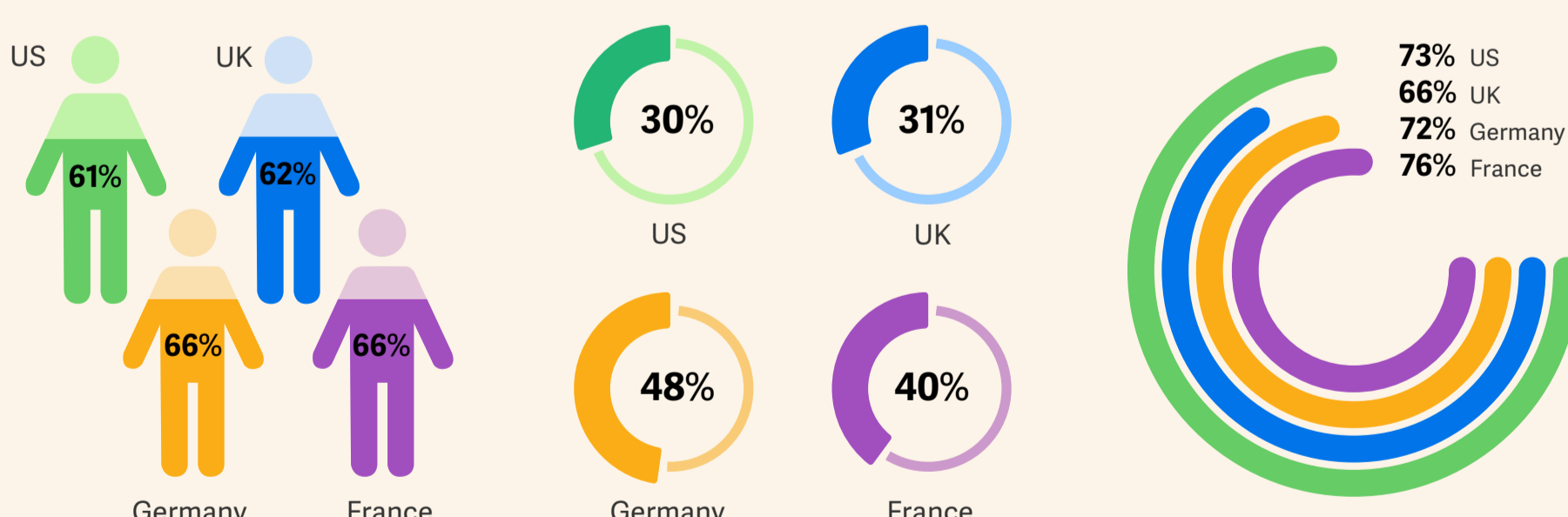
...50% find it difficult to trust a company's actions and what they say, when it comes to the environment and society.



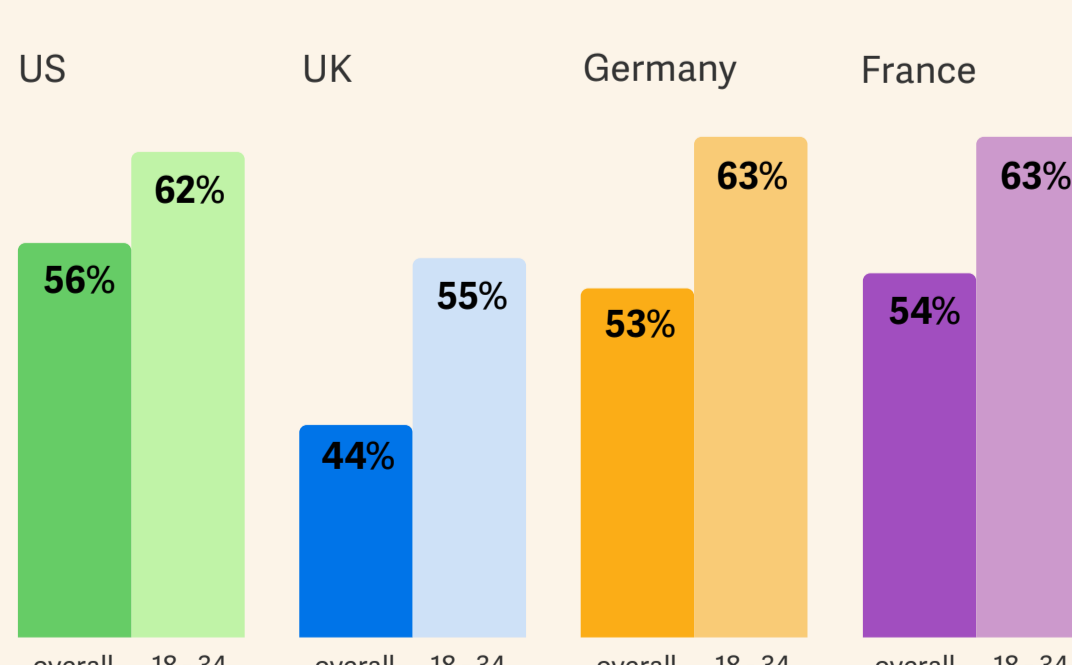
64% of all respondents find it difficult to judge a company's actions and what they say, when it comes to the environment and society. In each market, this breaks down as:

Over 2 in 5 survey respondents (43%) globally trust ESG performance more when reported through numbers and data than qualitative descriptions. In each market, this looks like:

With this in mind, 72% agree that companies should make it easier to judge how they behave towards society and the environment. The breakdown across the four markets looks like:



Overall, across all markets there is an increased likelihood to invest in a company that demonstrates ESG performance, with 52% of all respondents agreeing. This increases to 60% for 18-34 year-olds.



For detailed data from the Workiva ESG Attitudinal Survey, check our [Fact Sheet](#)