



901 F Street, NW
Washington, DC 20004

**GALLUP INVESTOR and RETIREMENT
OPTIMISM INDEX
December 3, 2021
(2021 Q4 TOPLINE)**

**THE SURVEY WAS CONDUCTED ONLINE VIA THE GALLUP PANEL WITH 953 U.S. INVESTORS
AGED 18+.**

INTERVIEWING WAS COMPLETED NOVEMBER 1-7, 2021

**FOR RESULTS BASED ON THE TOTAL SAMPLE OF INVESTORS, ONE CAN SAY WITH 95%
CONFIDENCE THAT THE MARGIN OF SAMPLING ERROR IS \pm 7 PERCENTAGE POINTS.**

PI177

How important to you are each of the following financial values? [Base: All investors; n=953]

	Extremely Important	Very Important	Somewhat Important	Not Important
A. Not spending more than you earn				
21 Nov	65%	27%	6%	2%
20 Nov	65%	28%	6%	0%
19 Nov	65%	27%	8%	0%
B. Donating or spending a percentage of your income to help others				
21 Nov	17%	23%	44%	15%
20 Nov	20%	30%	40%	10%
19 Nov	20%	29%	37%	14%
C. Putting money away for a rainy day				
21 Nov	44%	39%	15%	2%
20 Nov	47%	42%	10%	1%
19 Nov	50%	33%	16%	1%
D. Earning and saving as much as possible to achieve financial freedom				
21 Nov	40%	43%	15%	2%
20 Nov	39%	43%	17%	1%
19 Nov	40%	37%	21%	2%
E. Requiring that companies you invest in are aligned with your values				
21 Nov	19%	31%	36%	14%
20 Nov	14%	34%	40%	11%
19 Nov	17%	32%	38%	13%
F. Requiring that companies you invest in have a positive societal impact				
21 Nov	16%	25%	38%	20%
20 Nov	14%	33%	36%	17%
19 Nov	12%	29%	41%	18%
G. Providing financial help to family members in need				
21 Nov	16%	34%	40%	10%
20 Nov	16%	38%	36%	9%

How much do you research or think about each of the following when choosing which companies or funds you invest in? [Base: All investors; n=953]

A. Expected rate of return

	A Lot	A Fair Amount	A Little	Not At All
21 Nov	31%	47%	16%	5%
20 Feb	37%	45%	12%	6%

B. Risk for potential losses

	A Lot	A Fair Amount	A Little	Not At All
21 Nov	31%	43%	17%	9%
20 Feb	33%	40%	18%	8%

C. Environmental record or impact of the companies

	A Lot	A Fair Amount	A Little	Not At All
21 Nov	12%	23%	33%	33%
20 Feb	14%	26%	28%	32%

D. Social values advocated by company leadership

	A Lot	A Fair Amount	A Little	Not At All
21 Nov	13%	25%	32%	29%
20 Feb	16%	26%	32%	26%

E. Corporate governance policies (board of directors, executive pay, business ethics, etc.)

	A Lot	A Fair Amount	A Little	Not At All
21 Nov	11%	30%	34%	25%
20 Feb	11%	27%	32%	30%

PI197

How likely are you to do each of the following as a way to support the values and causes you believe in? [Base: All investors; n=953]

A. Incorporate behaviors in your daily life that express your values

	Very Likely	Somewhat Likely	Not Too Likely	Not Likely At All
21 Nov	49%	42%	7%	2%
20 Feb	59%	34%	5%	3%

B. Volunteer for causes or organizations

	Very Likely	Somewhat Likely	Not Too Likely	Not Likely At All
21 Nov	24%	37%	27%	13%
20 Feb	30%	38%	25%	7%

C. Donate money to causes or organizations

	Very Likely	Somewhat Likely	Not Too Likely	Not Likely At All
21 Nov	36%	42%	14%	7%
20 Feb	45%	37%	12%	6%

D. Purchase stocks or funds invested in companies that are aligned with your values

	Very Likely	Somewhat Likely	Not Too Likely	Not Likely At All
21 Nov	21%	42%	25%	11%
20 Feb	22%	49%	19%	9%

E. Avoid stocks or funds that are invested in companies that contradict your values

	Very Likely	Somewhat Likely	Not Too Likely	Not Likely At All
21 Nov	28%	40%	21%	11%
20 Feb	30%	37%	23%	9%

PI198

Which of the following best describes your current employment situation? [Base: All investors; n=953]

	Employed for Pay	Self-Employed	Not Employed for Pay	Retired	Other
21 Nov	55%	9%	2%	30%	5%
20 Feb	54%	12%	3%	29%	2%

PI199 Do you currently have a 401(k) or 403(b) employer-sponsored retirement savings plan? [Base: 459 Employed Investors]

	Yes	No
21 Nov	76%	24%
20 Feb	69%	31%

SUSTAINABLE INVESTING

Next, we have some questions about a concept called **sustainable investing**. This is a broad term that includes “Environmental, Social and Governance” (ESG) investing, “responsible investing” and “social impact investing.” It involves choosing investments based on the effect they have on things like the environment, human rights, diversity, and other social values, in addition to investment returns.

PI200 How much have you heard or read about this type of investing, sometimes known as “sustainable investing,” before now? [Base: All investors; n=953]

	A Lot	A Fair Amount	Only A Little	Nothing
21 Nov	7%	18%	31%	44%
21 Jun	6%	19%	34%	41%
20 Aug	3%	17%	37%	43%
20 May	5%	21%	32%	42%
20 Feb	5%	20%	38%	37%

PI201 Do you currently have any money invested in sustainable investing funds? [Base: All investors; n=953]

	Yes	No	Not Sure
21 Nov	10%	31%	59%
21 Jun	9%	48%	43%
20 May	13%	35%	52%
20 Feb	11%	35%	54%

PI202 *How interested are you in investing in sustainable investing funds? [Base: All investors; n=953]*

	Very Interested	Somewhat Interested	Not Too Interested	Not Interested At All
21 Nov	10%	38%	31%	21%
21 Jun	9%	33%	30%	28%
20 Aug	11%	35%	30%	23%
20 May	10%	36%	30%	23%
20 Feb	12%	40%	29%	18%

PI204 *Do you believe sustainable investing funds generally perform better, the same or worse than the market average? [Base: All investors; n=953]*

	Better	The Same	Worse
21 Nov	9%	68%	23%
21 Jun	5%	70%	25%
20 Feb	7%	69%	24%

PI205 *If your employer were to offer sustainable investing funds as part of the options for your 401(k), what are the chances you would include them as part of your investments? [Base: 397 Employed and in 401(k) plan]*

	Definitely would	Probably would	Probably would not	Definitely would not	Already include them
21 Nov	13%	57%	25%	5%	0%
20 Feb	28%	41%	22%	8%	1%