

METHODOLOGY DISCLOSURE STATEMENT

Project name	CFS Sustainable Investments Research – General Population
Project reference	NGR 2205012
Research dates:	25 th July – 4 th August 2022
Target population:	The target population for the research was Australian residents (all states and territories) aged 18+.
Research methodology:	The research comprised of a 10 minute self-complete online survey with n=1,004 sourced from an ISO accredited market research panel.
Weighting approach:	The data was weighted using ABS Census population statistics on age, gender, location and education to match the estimated population of all Australian residents aged 18+. The total effective sample size after weighting was approximately 72%, equating to a margin of error of approximately +/-3.8% (at the 95% confidence interval).
Research questions:	A combination of single choice, multiple choice and open-ended (text response) questions were used in the research. All questions and response options were displayed in full during interviews.

This research was conducted in accordance with the Australian Polling Council Quality Mark standards which can be viewed here: <https://www.australianpollingcouncil.com/>

- Q. The insights from this survey will help shape a new investment option that intends to focus on making a positive difference on people, planet and policy. This type of investing is often referred to as ESG (environmental, social and governance) or sustainable investing.

These next few questions are about superannuation and managed investments. It doesn't matter if you don't currently have any superannuation or managed investments, we're just interested in your opinions.

To start, please rank each of these from most to least important if you were choosing a superannuation account or managed fund. (Rank each where 1 = most important and 5 = least important)

A	Low fees
B	High rate of return
C	Appropriate risk level
D	Make a positive environmental or social impact with your investment
E	Access to premixed diversified solutions (i.e. access to shares, bonds and cash all in one fund)

- Q. How likely are you to switch some of your investments or super to a sustainable/ESG option within the next 2 years? (Select one answer)

1	Definitely will
2	Probably will
3	Probably won't
4	Definitely won't

- Q. Imagine now you were looking to invest in superannuation or a managed fund.

Imagine there was a new sustainable/ESG investment option with the objective of investing in diversified assets that provide positive social and environmental impact while also delivering competitive returns.

How appealing or unappealing is this concept to you? (Select one answer)

1	Extremely appealing
2	Very appealing
3	Somewhat appealing
4	Not very appealing
5	Not at all appealing

- Q. If you were to invest in superannuation or a managed fund, how likely would you be to choose a sustainable/ESG investment option? (Select one answer)

1	Definitely would
2	Probably would
3	Probably would not
4	Definitely would not

Q. Which of the following, if any, are barriers to you switching to a sustainable/ESG investment option? (Select all that apply)

1	Too much effort to switch
2	Lack of knowledge of sustainability/ESG
4	Concern about potential lower performance of sustainable/ESG funds
5	Concern that sustainable/ESG funds have higher fees
6	Not trusting sustainable/ESG options
7	Having a lack of suitable sustainable/ESG options to choose from
8	Not having enough spare money to invest
98	Other (please specify)
99	None / can't say

Q. Still imagining you were looking to invest in superannuation or a managed fund. From the list below, please select the top 3 areas that you would like the investments to have a positive impact on. (Select up to 3)

1	Providing solutions to climate change
2	Reducing waste & increasing recycling
3	Eradicating modern slavery
4	Promoting Indigenous people's rights
5	Promoting gender diversity
6	Providing solutions for health care challenges
7	Improving wellbeing and nutrition
8	Protecting natural environments & biodiversity
9	Providing affordable housing
10	Improving education access and equality
11	Improving animal welfare
12	Cybersecurity
98	Other (please specify)
99	None/can't say

Q. Sustainable/ESG investment options also have a positive impact by avoiding investments in particular industries or companies. From the list below, please select the top 3 areas that you would most like your investments to avoid? (Select up to 3)

1	Thermal coal
2	Oil and gas
3	Tobacco
4	Gambling
5	Weapons and firearms
6	Pornography
7	Nuclear energy
8	Alcohol
9	Single gender boards
10	Animal cruelty
11	Asylum seeker detention centres
12	Predatory lending
98	Other (please specify)
99	None / can't say

Q. Do you think your employer does or does not have an important role to play in ESG issues and should use its influence to drive positive change? (Select one answer)

1	Yes / employer does have an important role to play
2	No / employer does not have an important role to play