



cogent syndicated

# ESG 360<sup>°</sup>™

## Uncovering opportunities in environmental, social and governance (ESG) investing

Publishing throughout 2019

Sustainable and impact investing has reached a new fervor, but with the pressure to prove performance without dramatically impacting costs, successfully implementing ESG factors into client portfolios and investment lineups remains an industry challenge. Asset managers that can provide sustainable and ethically-backed investment performance now have the opportunity to gain a considerable competitive advantage.

ESG 360° will use quantitative and qualitative techniques to provide deep, focused insights on the broad term of ESG investing. Exploring one audience per publication, the series will highlight trends and perceptions of ESG among financial advisors, DC plan sponsors, affluent investors, DC plan advisors, DC plan participants and institutional investors. In Q4, the full picture will come into focus with a final report comparing and contrasting findings from each audience to provide the industry's first 360° view of ESG investing.

### STAY ON TOP OF TRENDS

With bimonthly publication, your firm can stay on top of emerging trends in ESG

### GAIN A COMPETITIVE ADVANTAGE

With ESG implementation still nascent, having an in-depth understanding of trends now gives firms a competitive edge

### BOOST PROFITABILITY

By understanding what each audience needs and wants from ESG, your firm can tailor offerings to boost ROI

# ESG 360° Overview

## AREAS OF INQUIRY

### Awareness of ESG Investing

- Current definition of ESG, including top-of-mind associations

### Consideration and Appeal

- Evaluation of key consideration drivers including social responsibility, environmentally-friendly causes, alignment with personal values/organization's mission, reputation/goodwill, risk management, enhanced performance and tax incentives
- Influence of each component of ESG in comparison to one another

### Barriers to Use

- Ranking of barriers to adoption including lack of availability/limited choices, weak demand, inconsistent definitions, insufficient ESG data

### Current Use and Allocation

- ESG investing use and likelihood of adoption over the next 12 months
- Use of specific ESG strategies, including integrating ESG factors into products/portfolios

### Asset Manager Brand Consideration and Satisfaction

- Asset managers most associated with ESG investing (unaided brand consideration)
- Asset-manager-specific satisfaction ratings for ESG/impact investing

### Audience-specific Research Objectives

- In addition to the overarching set of research questions above, we will ask audience-specific questions to hone in on the more detailed needs of each population

## SAMPLE SIZE AND METHODOLOGY

- US institutional investors, affluent investors, financial advisors, DC plan sponsors, DC plan participants, DC plan advisors
- Quantitative samples range from a representative mix of n=500 to n=4,600
- Qualitative sample reflects key demographics with a diverse mix of n=25 to n=50

## PUBLICATION SCHEDULE

- Ongoing data collection
- Bimonthly reporting (*Quant/Qual*): Publication
  - US institutional investors (Q4 2018/ Nov–Dec 2018): Feb 2019
  - DC plan sponsors (Mar–Apr/May): Jun 2019
  - DC plan participants (May/Jun): Sep 2019
  - Affluent investors (Jun/Jul): Nov 2019
  - Financial advisors (Jul/Aug): Nov 2019
  - DC Plan advisors (Aug/Sep): Dec 2019
- 360° summary review: Dec 2019

## SUBSCRIPTION INVESTMENT: \$50,000\* (OR SEPARATELY AT \$10,000 PER AUDIENCE)

- Six reports (one for each audience) with quantitative data and qualitative insights
- End-of-year 360° summary report with strategic commentary and analysis weaving together data and insights across all six audiences

*\* Special discount pricing available for Brandscape/Planscape subscribers*

## Cogent Syndicated is the most trusted, reliable and agile source for wealth management insights.

We've been inside the industry for over 20 years. Every single day we are talking to your most valuable clients, customers and prospects—they know us and they trust us. Our curated, stable sample is truly representative and our team of industry experts distills data to help brands translate human behavior into future products and messages that keep you ahead of transforming market needs.

Pinpoint competitive weaknesses to elevate brand, increase market share and benchmark your firm against competitors with our robust suite of advisor research.

### ADVISOR BRANDSCAPE®

*Measure the impact of brand and loyalty on revenue in the advisor marketplace*

### US INSTITUTIONAL INVESTOR BRANDSCAPE®

*Identify key trends in investment strategy and asset manager selection, usage and loyalty*

### RETIREMENT PLANScape®

*Pinpoint strengths and weaknesses in brand, loyalty and key plan sponsor experience metrics*

## Talk to us.

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