## 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%

P177 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%	

P195 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. Environmenta	al record or impact of the	he 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%

Pl197 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					
Somewhat					
	Very Likely	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					
Somewhat					
	Very Likely	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					
Somewhat					
	Very Likely	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

Somewhat Very Likely Likely

Pl199	Do you currently have a 401(k) or 403(b) employer-sponsored retirement savings plan? [Base: 459 Employed Investors]		
21 Nov	Yes	No	

Pl202 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%		