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UK investors lean on advisers for ESG support and expertise

- Over a third of people (35%) expect their financial adviser to be the expert on the topic of Environmental, Social, and Governance investments (ESG)
- And one in five (20%) say their financial adviser or investment manager has raised the topic of ESG investing
- Just over half (51%) say their financial adviser or investment manager has not raised the topic of ethical, Socially Responsible Investing (SRI)/ Environmental, Social, and Governance investments (ESG) with them

UK investors are increasingly turning to advisers for guidance and support when it comes to Environment, Social and Governance (ESG) investing according to the annual study, *Family Wealth Unlocked*, by M&G Wealth.

The report, which provides insights into attitudes towards estate planning and intergenerational discussions around wealth, revealed that over a third (35%) of consumers expect their adviser to be an expert when it comes to ESG investing. A further 23% anticipate their adviser will bring this investment opportunity into financial planning discussions. Interestingly, according to the study, less than one in ten (9%) would not want their adviser to bring the subject of ESG investing to the table.

Despite the expectations among investors that advisers will present them with ESG investment options, the findings point to a lack of knowledge and certainty among UK investors when it comes to this type of investing. Almost a quarter (24%) cited a requirement for more information to be able to decide what to do and 14% stated they were unsure how to go about it.

When it comes to any concerns about performance, less than one fifth (19%) think investing sustainably will impact the performance of their investments. In fact, figures published in April¹ show the continued popularity of sustainable funds, with £1.8 billion pouring in. Encouragingly, this trend looks set to continue with the M&G Wealth research showing that 41% of those surveyed say they intend to invest more in ESG in the next 12 months with this number rising to 45% in the next five years.

Cat McNally, ESG investment expert at M&G Wealth, said: “ESG considerations are increasingly a part of our everyday lives and decision-making processes. From changes to our lifestyles through to how we invest our savings, the fact that people are coming together to make a difference to our lives, communities, and the planet can only be a good thing.

“While the current cost-of-living crisis may have taken some people’s eye off the ball in terms of sustainable issues, one simple and impactful thing they can do is consider sustainable investment options for any savings they have.

“While our research shows, there is clear growing demand for ESG investing, a significant proportion of UK investors are not totally clear on what it is or how to go about it, and this is where it’s vital that advisers are tooled up with all the necessary information they need to help them.”

Read the full version of M&G Wealth’s new [Family Wealth Unlocked report](#).

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Notes to editors

1. <https://www.funds-europe.com/news/uk-investors-pull-25-billion-from-equity-funds-in-april>

Methodology

Research was carried by Opinium among 2,000 UK adults (18+) who have personally, or who have parents, or grandparents, who have received financial advice from an adviser in the last 5 years.

About M&G Wealth

M&G Wealth is part of M&G plc. It has three main parts, M&G Wealth Advice, M&G Wealth Platform and a retail investment funds business, M&G Direct.

M&G Wealth launched a HYBRID advice business – in late 2021, initially to a part of its existing customer base, where clients, often with modest wealth and a simpler set of financial needs, will be able to get access to the advice that they are currently finding difficult to obtain – either because of the costs involved or the commercials commonly associated with an advice business (making it impractical for a business to offer services to lower sums invested).

At the start of 2022 M&G plc also completed the acquisition of Sandringham Partners – an independent financial adviser. Sandringham is the independent advice arm of M&G Wealth.

In January 2022 M&G plc announced a partnership agreement with Moneyfarm, a leading digital investment specialist, to provide direct investment services to UK consumers. M&G Wealth will use Moneyfarm’s technology, digital capabilities and investment guidance journeys to back its own branded proposition.

About M&G plc

M&G plc is an international savings and investments business, managing money for both individual savers and institutional investors in 28 markets. As at 31 December 2021, we had £370 billion of assets under management and administration, around 5 million retail customers and more than 800 institutional clients.

With a heritage dating back more than 170 years, M&G plc has a long history of innovation in savings and investments, combining asset management and insurance expertise to offer a wide range of solutions. We serve our savings and insurance customers under the Prudential brand in the UK and Europe, and under the M&G Investments brand for asset management clients globally.