

Name	Description
Identifier	ESG_france_2021
Title	Survey ESG preferences France 2021
Description	<p>The survey aimed to retail investor sustainability preferences and their understanding of marketing claims. The survey is structured in 9 parts :</p> <p>A. Sociodemographic information B. Financial information C. Sustainability profile D. Impact goals E. Evidence preferences F. Exclusion topics and scope G. Willingness for tradeoffs H. Misleading claims I. Believes about EEI/SEI products</p>
Creator	2 Degrees Investing Initiative
Keywords	retail investor, sustainable finance, sustainable preferences, marketing claims, ESG
Date	2021
Geographic coverage	France
Type of data	Survey
Number of observations	1000
Data collection company	Kantar
Data collection method	Online
Sample	<p>18 years old minimum, save at least 10€ per month 48 % Male - 52 % Female</p>
Language	French
Variables	See "name variables" on Tables_Excel/Documentation
Data format	xlsx, R file
Related publications	https://2degrees-investing.org/resource/jumping-the-barriers-to-sustainable-retail-investment-in-france/
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