

Name	Description
Identifier	EEl_wealthgermany_2022
Title	Survey demand for wealth people in Germany 2022
Description	<p>This survey aimed to assess the private investor demand and market potential for green/sustainable financial solutions with a focus on wealthier people in Germany (with more than 250k euros in savings). It is structured in 9 parts:</p> <p>A. Interest in sustainable finance products B. Beliefs about sustainable finance products C. Sustainability objectives in relation to financial objectives D. Interest and preferences about voting E+F. Investments in and preferences for green financial products G. Interest in innovative green financial products (e.g. PE or infrastructure funds) H. Interest in green borrowing (e.g. green loans or energy performance contracts) I. Sociodemographic profile</p>
Creator	2 Degrees Investing Initiative
Keywords	retail investor, sustainable finance, sustainable preferences
Date	2022
Geographic coverage	Germany
Type of data	Survey
Number of observations	400
Data collection company	Kantar
Data collection method	Online survey
Sample	Wealth people with more than 250K€ of assets
Language	English
Variables	See "name variables" on Tables_Excel/Documentation
Data format	xlsx, R file
Related publications	
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