

Survey\_EUKI\_highincome\_2025 {Data.SFO}

# Survey high income EUKI 2025

## Description

The survey assets to understand the high income retail investors' demand for sustainable finance products. Available in 3 countries: Romania, Bulgaria and Estonia.

## Usage

Survey\_EUKI\_highincome\_2025

## Format

A tibble with 623 rows and 169 variables:

record	Record number
uuid	Participant identifier
start_date	Survey start time
date	Completion time and date
qtime	Total Interview Time
status	Participant status
Hid_Live	Live changes
Hid_Liver1	Hide welcome intro for estonia market by 10/02/2025
Hid_Liver2	0

SD0

Hidden for the country.

SD1

Gender

SD2

Age

demog\_age\_recode

HIDDEN to recode the age into breaks

SD3\_BG

In which region do you live?

SD3\_EE

In which region do you live?

SD3\_RO

In which region do you live?

Hidden\_BG

HIDDEN BASED ON

Hidden\_EE

In which region do you live?

Hidden\_RO

In which region do you live?

F2

Please indicate your individual monthly gross income.

A1

Which of the following statements applies to you with regard to financial decisions (e.g., investing money)?

h\_ctype

HIDDEN

A2

What are your financial goals, in other words, what do you want to achieve with your money?

A2r1

Generate a precautionary buffer to be used in case of problem

A2r2

Save for retirement

A2r3

Generate a long-term increase in wealth

A2r4

Generate additional income

A2r5

Save money for personal projects

A2r6

Save money for children or relatives

A2r7

Generate a positive environmental and/or social impact

A2r8

Other financial goals

A2r8oe

What are your financial goals, in other words, what do you want to achieve with your money? -  
Other financial goals

A3

Which of the following information channels do you use before investing money?

A3r1

Advice from bank advisor

A3r2

Advice from an external financial advisor

A3r3

Advice from the consumer association

A3r4

Online broker

A3r5

Exchange with family, friends and acquaintances

A3r6

Financial magazine

A3r7

Other magazines

A3r8

News or newspapers

A3r9

Internet pages of the companies

A3r10

Annual reports (annual financial statements, management report, etc.)

A3r11

Online forums and blogs

A3r12

Social media

A3r13

Podcasts

A3r14

Other information channels

A3r15

I do not use any information channel

A3r14oe

Which of the following information channels do you use before investing money? - Other information channels

A4

Suppose you had \$100 in a savings account and the interest rate was 2% per year. After 5 years, how much do you think you would have in the account if you left the money to grow?

A5

Imagine that the interest rate on your savings account was 1% per year and inflation was 2% per year. After 1 year, how much would you be able to buy with the money in this account?

A6

Buying a single company's stock usually provides a safer return than a stock mutual fund.

A7

How willing or unwilling are you to take risks when making decisions in your life?

A9

How well do the following statements describe your personality? I see myself as someone who ...

A9r1

...is reserved

A9r2

...is generally trusting

A9r3

...tends to be lazy

A9r4

...is relaxed, handles stress well

A9r5

...has few artistic interests

A9r6

...is outgoing, sociable

A9r7

...tends to find fault with others

A9r8

...does a thorough job

A9r9

...gets nervous easily

A9r10

...has an active imagination

A10

How well do the following statements describe your personality? I think...

A10r1

... that using more natural resources than we need does not threaten the health and well-being of people in the future

A10r2

... that we need stricter laws and regulations to protect the environment

A10r3

... that it is important to take measures against problems which have to do with climate change

A10r4

... that everyone ought to be given the opportunity to acquire the knowledge, values and skills that are necessary to live sustainably

A10r5

... that we who are living now should make sure that people in the future enjoy the same quality of life as we do today

A10r6

... that women and men throughout the world must be given the same opportunities for education and employment

A10r7

... that companies have a responsibility to reduce the use of packaging and disposable articles

A10r8

... it is important to reduce poverty

A10r9

... that companies in rich countries should give employees in poor nations the same conditions as in rich countries

B1

Have you ever heard of sustainable finance products or sustainable investing?

B2

Do you currently own sustainable investments/sustainable finance products?

B3

Do you plan to invest (additional) money in sustainable investments/sustainable finance products within the next three years?

B4a

What is the current share of sustainable investments in the total of all your investments?

B4b

You have previously answered that you already own sustainable investments. We would now like to learn more about the sustainable financial products you have invested in. Could you say what proportion (in %) of your total financial savings is currently invested in sustainable investments

B4br1

Savings account

B4br2

Money market account

B4br3

Shares

B4br4

Equity funds (incl. ETFs and index funds)

B4br5

Bonds

B4br6

Bond funds

B4br7

Private equity or debt funds

B4br8

Crowdfunding

B4br9

Cooperative shares

B4br10

Other fixed-income securities (e.g. mortgage bonds, government bonds, savings contracts, time deposits, subordinated loans)

B4br11

Other non-fixed-income securities (e.g. warrants, open-end real estate funds, closed-end funds, mixed funds)

HiddenxB\_5

Hidden for B\_5 Piping

B5

pipe

B5r1

My financial advisor did not propose me the right products.

B5r2

I have found no time to understand and evaluate products related to sustainability, so I stick to a conventional asset allocation.

B5r3

I feel poorly informed about sustainable investments.

B5r4

I do not trust that providers of sustainable investments follow the sustainability guidelines that they represent in their investment information.

B5r5

I would like to invest in sustainable investments but I'm afraid that changing my asset allocation would increase the risk of my portfolio or decrease its return.

B5r6

It takes too much time to inform myself about sustainable investments and the underlying criteria.

B5r7

I don't believe that sustainable investments generate a real world impact.

B5r8



I'm motivated to be a sustainable investor but my sustainability preferences are not super clear to me.

B5r9

I do not feel sufficiently advised about sustainable investments.

B5r10

The available market offering of sustainable investments is insufficient.

B5r11

Negative experiences or financial losses with sustainable investments.

B5r12

Other reasons.

B5r13

Prefer not to say.

B5r12oe

pipe

B6

In the context of sustainable financial investments, the acronym "ESG" is often used. What do you think the abbreviation "ESG" stands for?

B7

Does a product advertised in the European Union as a "sustainable financial product" have to meet uniform criteria, set by the state regulatory authorities?

B8

Are you aware of a label (or certificate, or proof) that certifies a sustainable financial product (from governmental or non-governmental organizations)?

B9

Let's say a company has a low environmental footprint but has poor social and employee practices. Would it be possible to call the shares of this company a "sustainable" financial product in the financial markets?

B10

In how many of the 3 ESG components (Environment, Social, Governance) does a company have to be sustainable in order to be considered a sustainable company on the financial markets?

B11

An investment in a sustainable fund that includes companies with a low CO2 footprint directly reduces global CO2 emissions.

B12

Do financial institutions that offer sustainable products always proactively influence the sustainability behavior of the invested companies (e.g., by participating in the annual shareholders' meeting)?

B13

Is there a difference for you between "sustainable investing" and "impact investing?"

B14

Which of the following labels or certificates characterizes a financial product as sustainable in terms of environmental, social and governance criteria (ESG criteria)?

B15

How does an investment in a sustainable equity fund that focuses specifically on companies with a low carbon footprint contribute to the reduction of global CO2 emissions?

B16

What is "greenwashing" in the context of sustainable investments?

B17

What is an "exclusion strategy" when investing sustainably?

B18

Which statement best describes a "best-in-class" investment strategy?

B19

Please indicate your assessment of the average risk level of sustainable investments compared to conventional investments.

B20

Please indicate your assessment of the average level of interest rates or returns of sustainable investments compared to conventional investments.

B21

Please indicate your assessment of the average level of fees of sustainable investments compared to conventional investments.

B22

Please indicate how strongly you intend to learn about sustainable investing and sustainable financial products.

B23

Which of the following channels would you prefer to use to learn more about sustainable investments and sustainable investing?

B23r1

Advice from banks and/or independent financial advisors

B23r2

Advice from consumer advice centers

B23r3

Online brokers

B23r4

Exchange with family, friends, and acquaintances

B23r5

Economic or finance magazines (e.g., The Wall Street Journal, Barron's, Financial Times, etc.)

B23r6

News or daily newspapers

B23r7

Websites of the companies in which investments are made

B23r8

Websites of the investment providers

B23r9

Annual reports of the companies in which investments are made (annual financial statements, management report, etc.)

B23r10

Online forums and blogs

B23r11

Social media (e.g., Facebook, Instagram, TikTok, Twitter/X, YouTube, etc.)

B23r12

Podcasts

B23r13

Financial portals (e.g., Yahoo Finance, MarketWatch, Investopedia, etc.)

B23r14

Sales documents relating to the investment product (e.g., basic information sheets, sales prospectus, etc.)

B23r15

Online courses and webinars on sustainable investing

B23r16

Educational materials from platforms (like Coursera, Udemy, edX)

B23r17

Books or e-books about sustainable investing

B23r18

Investor meetups or events (virtual or in-person)

B23r19

Email newsletters from financial experts or sustainability influencers

B23r20

School curriculum

B23r21

Other information channels

B23r22

I would not use any information channel

B23r23

Do not know

B23r21oe

Which of the following channels would you prefer to use to learn more about sustainable investments and sustainable investing? - Other information channels

C1

Please rate the following statement.

C1r1

I believe that financial investments are an appropriate way to express one's values.

C1r2

I believe that financial investments in general are effective to change the world.

C1r3

I believe that my own financial investments, whatever their actual amount, can make a difference.

Hidden\_Video

HIDDEN to show video according to country.

Sustainability\_objectivesXVideoplay\_count

Play Count

Sustainability\_objectivesXVideotime\_elapsed

Elapsed Time

Vid\_TIME4r1

VAR\_TIME

D1

At the beginning of the survey, we asked you about your financial goals.

D1r1

I want my money to be invested in a way that contributes to change in the real economy.

D1r2

I want my money to be invested in such a way that the companies I invest are in align with my personal values.

D1r3

I want my money to be invested in such a way that my savings achieve the maximum possible return for the level of risk I accept to take.

D2

Please rank the following financial and non-financial goals in terms of their personal importance to you (1 = highest importance).

D2r1

Alignment of my savings with my personal values

D2r2

Achieve a clear positive impact on the society or the environment

D2r3

Achieve the maximum possible return for the level of risk I am willing to accept

D3\_1

Which non-financial goals could private investors pursue when investing money?

D3\_1r1

Maximizing returns

D3\_1r2

Positive impact on the invested companies

D3\_1r3

Value alignment

D3\_1r4

Risk reduction

D3\_1r5

I don't know

Hid\_D3

HIDDEN for D3

D3\_2

Private investors who pursue value-alignment as a non-financial goal aim to generate positive change in the real world.

D3\_3

What do private investors who solely pursue impact investing want to achieve?

D3\_4

Is there a difference between the non-financial goals of value alignment and impact investing?

E1

Here you can see the following description of an investment fund (please read)

E2

Here you can see another description of an investment fund (please read)

E3

Here you can see another description of an investment fund (please read)

F1

Please indicate your highest educational level.

F1r6oe

Please indicate your highest educational level. - Other professional qualification

F3

Please indicate the amount of the money and securities assets of your household.

F4

Have you made any voluntary payments such as donations or contributions to charitable organizations or institutions in the past twelve months?