The online survey was conducted among a sample of 1,005 adults comprising 503 men and 502 women 18 years of age and older from July 9-11, 2018. The study was fielded using Engine’s twice-weekly Online CARAVAN® Omnibus Survey. The results from the survey were weighted by age, sex, geographic region, race and education to ensure reliable and accurate representation of the adult U.S. population. For the purposes of this survey, millennials were defined as those aged 20 to 37; Gen Xers were defined as those aged 38 to 53; and baby boomers were defined as those aged 54 to 72.

45% of 2018 respondents choose to do business with companies whose values align with their own. This finding is consistent across all gender and age groups.

When investing, the percentage of respondents who believe impact on society is either very or somewhat important is increasing.

<table>
<thead>
<tr>
<th>Year</th>
<th>Very or Somewhat Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>42%</td>
</tr>
<tr>
<td>2018</td>
<td>54%</td>
</tr>
</tbody>
</table>

60% of Millennials believe that impact investing is very or somewhat important, higher than both Gen Xers and Baby Boomers.

Importance of impact investing based on gender

WOMEN 57% > MEN 51%

Appeal of impact investing has increased 49% in 2018 compared to 38% in 2016.

Familiarity of impact investing based on gender

MEN 30% > WOMEN 19%

For 2018, healthcare/disease prevention and cures tops the list of causes that align with the values of survey participants. This is consistent with the 2016 results.

With the exception of Millennials, healthcare/disease prevention and cures was top ranked across all gender and age groups.

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