

Socially Responsible Investing Survey

September 2018

Research Method

Socially responsible investments – investments that aim to promote environmental stewardship, consumer protection, human rights, and diversity; while avoiding certain businesses, for instance those involved in the production of alcohol, tobacco, fossil fuels, and/or weapons.

A 10-minute online survey was conducted with 1,056 American adult investors with at least \$250,000 in investable assets by True North Market Insights, between March 16, 2018 and March 19, 2018, on behalf of TD Ameritrade Holding Corporation. The statistical margin of error for the total sample of 1,056 American adults within the target group is +/- 2.6 percent. TD Ameritrade and True North Market Insights are separate and unaffiliated firms and are not responsible for each other's services or policies.

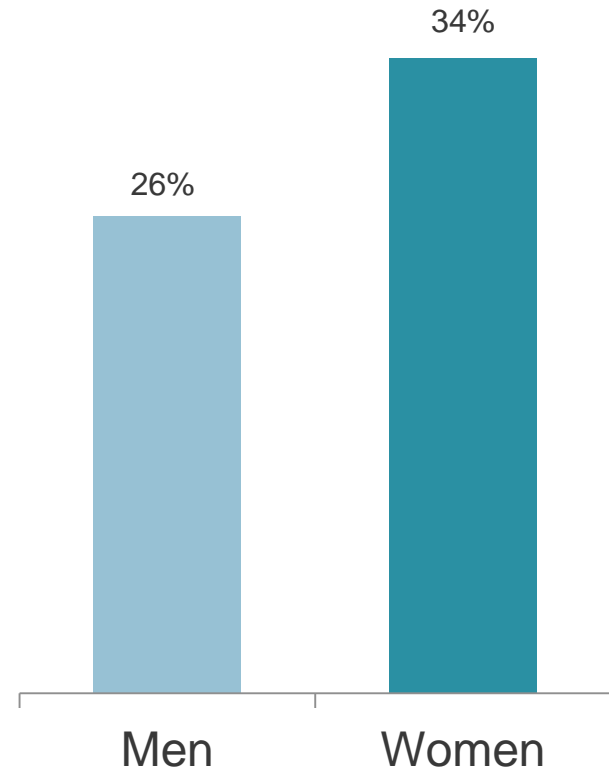
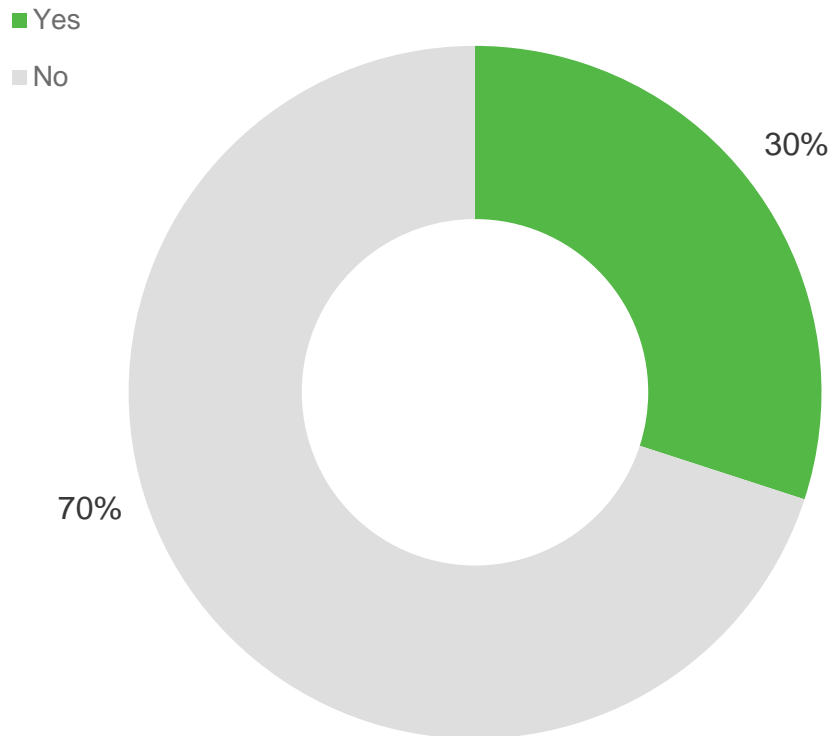
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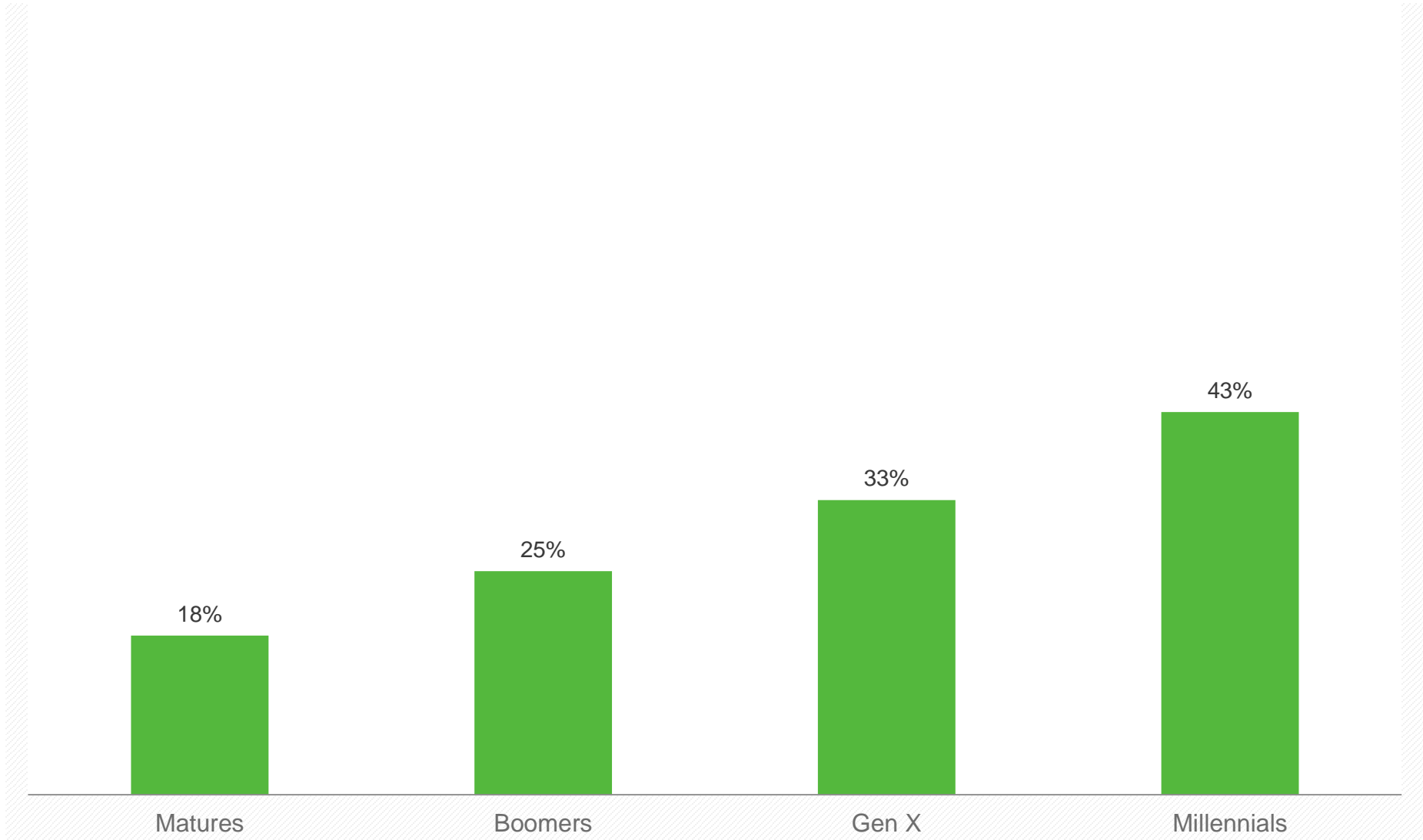
Almost one in three (30%) investors have considered making socially responsible investments

Women are more likely than men to consider making socially responsible investments



Millennials are more likely to consider making socially responsible investments compared to other generations

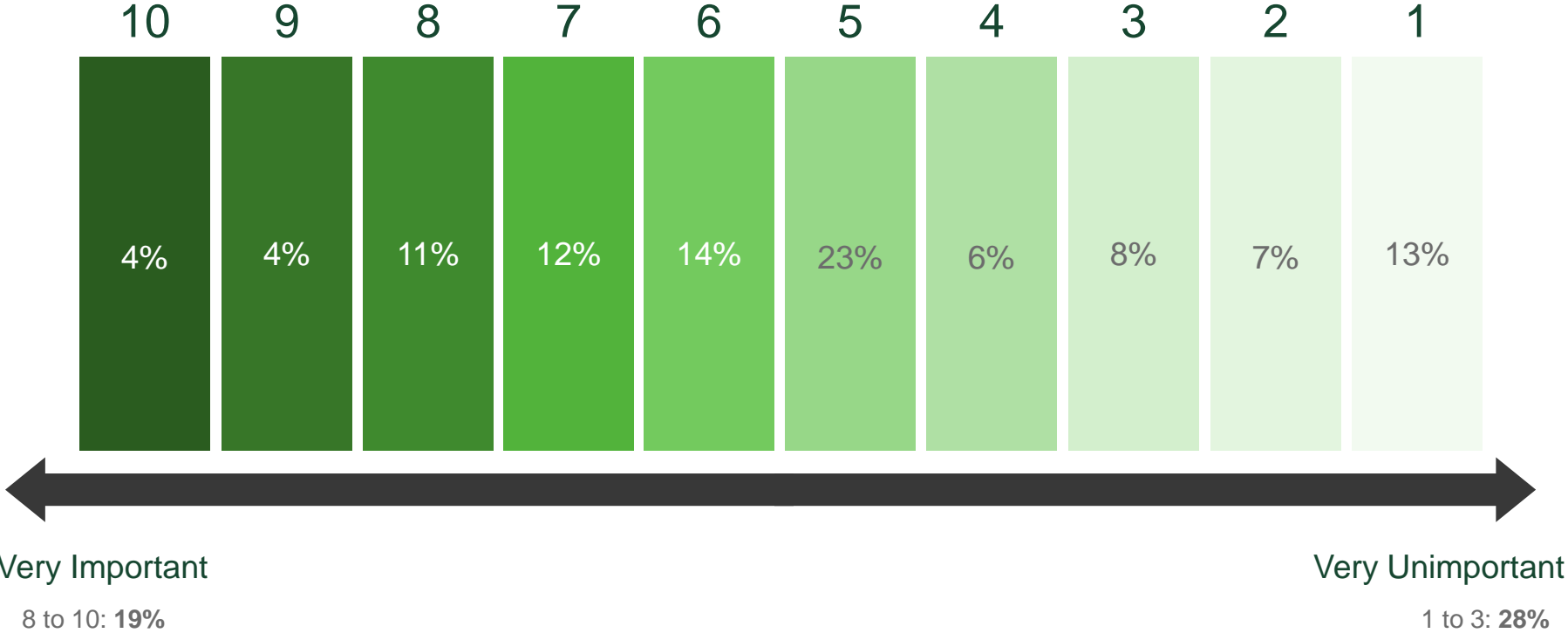
One in four (25%) Boomers are likely to consider making socially responsible investments



Q50. Base: All Respondents n=1,056

45% of investors consider socially responsible investing important

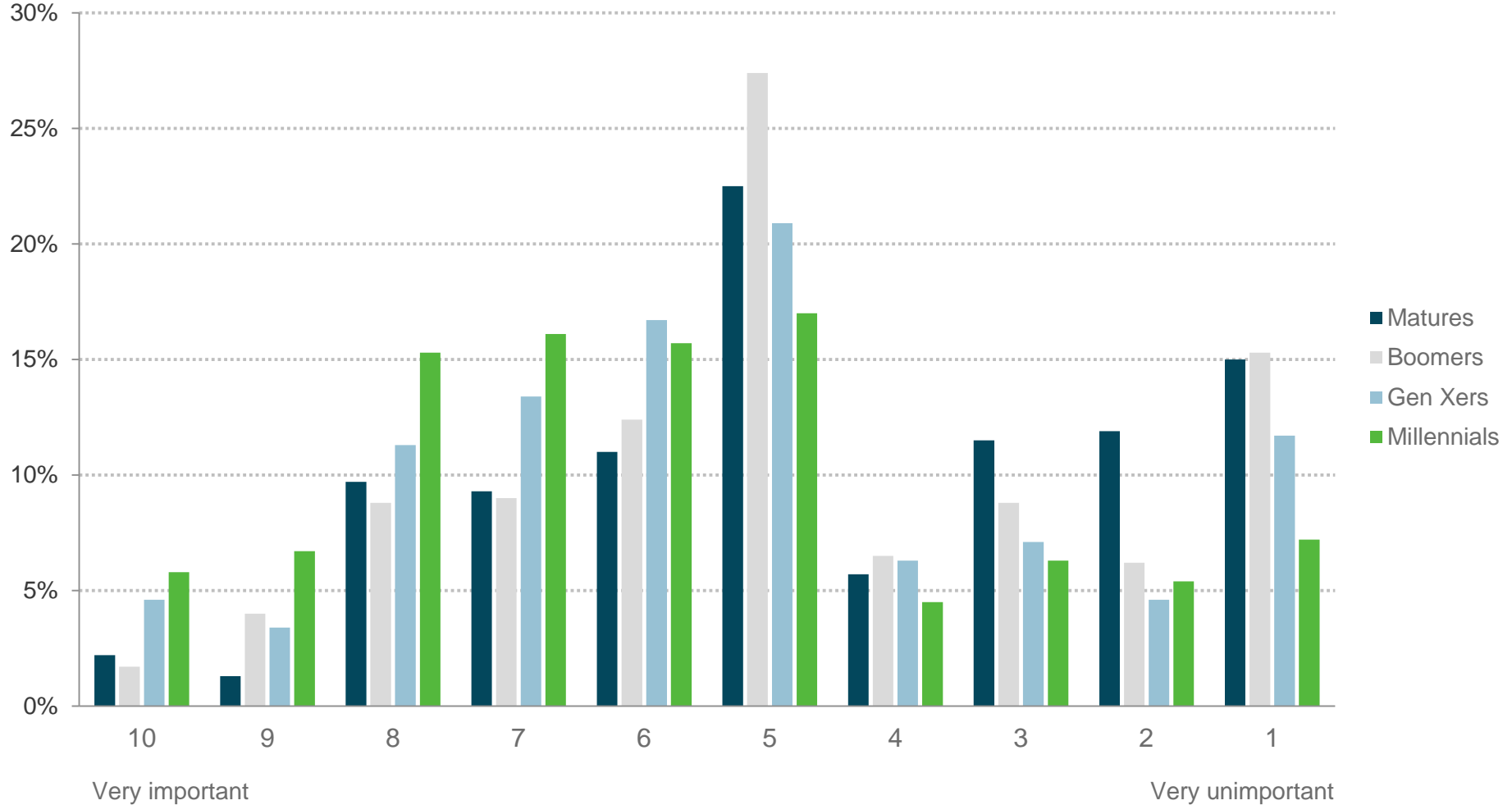
One in five (19%) of investors consider socially responsible investing very important



Q53. Base: All Respondents n=1,056

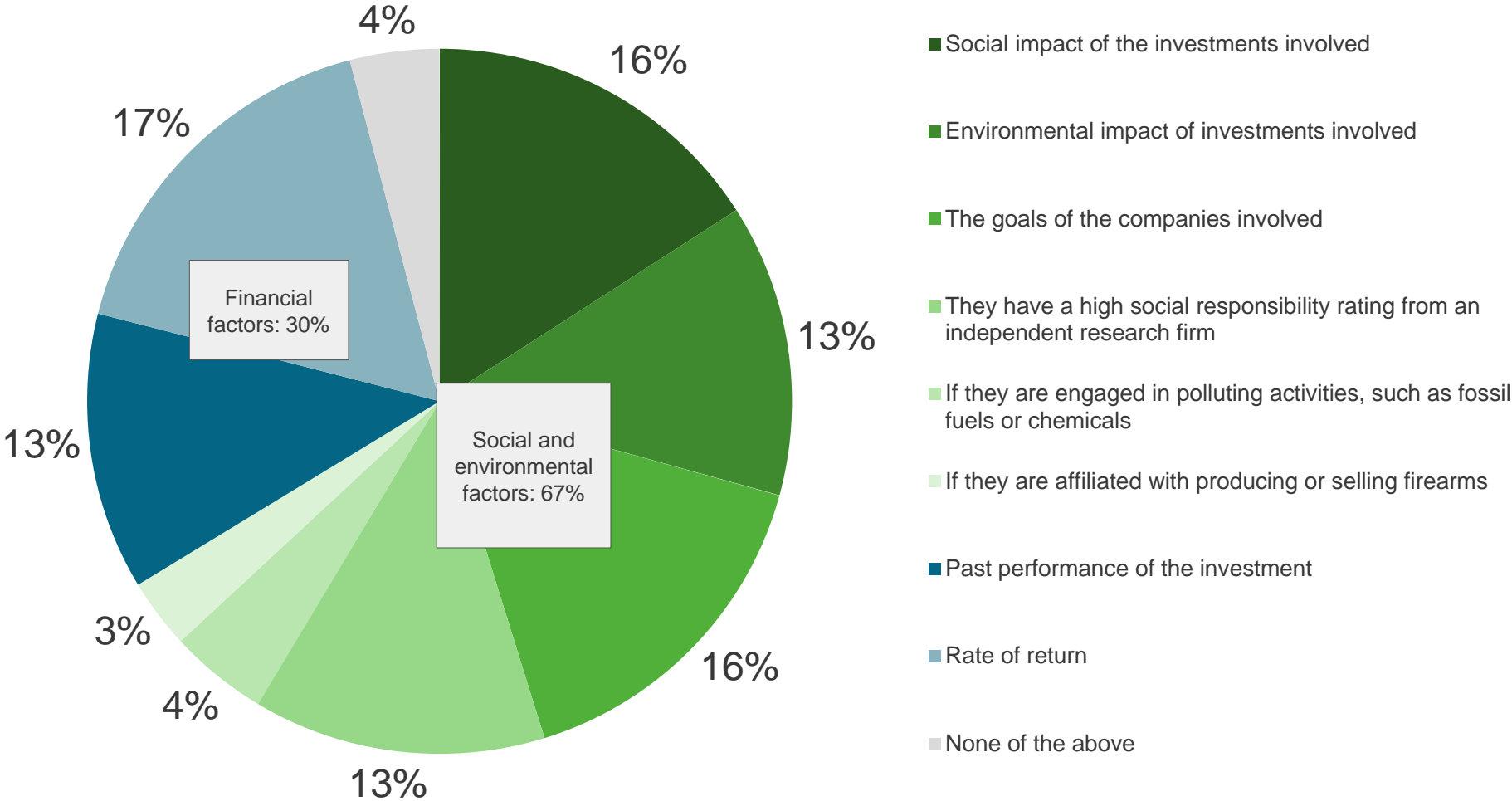
60% of Millennials view investing in socially responsible investment/vehicles as important

While only 36% of Boomers feel the same



Investors favor social, environmental factors (67%) over financials (30%)

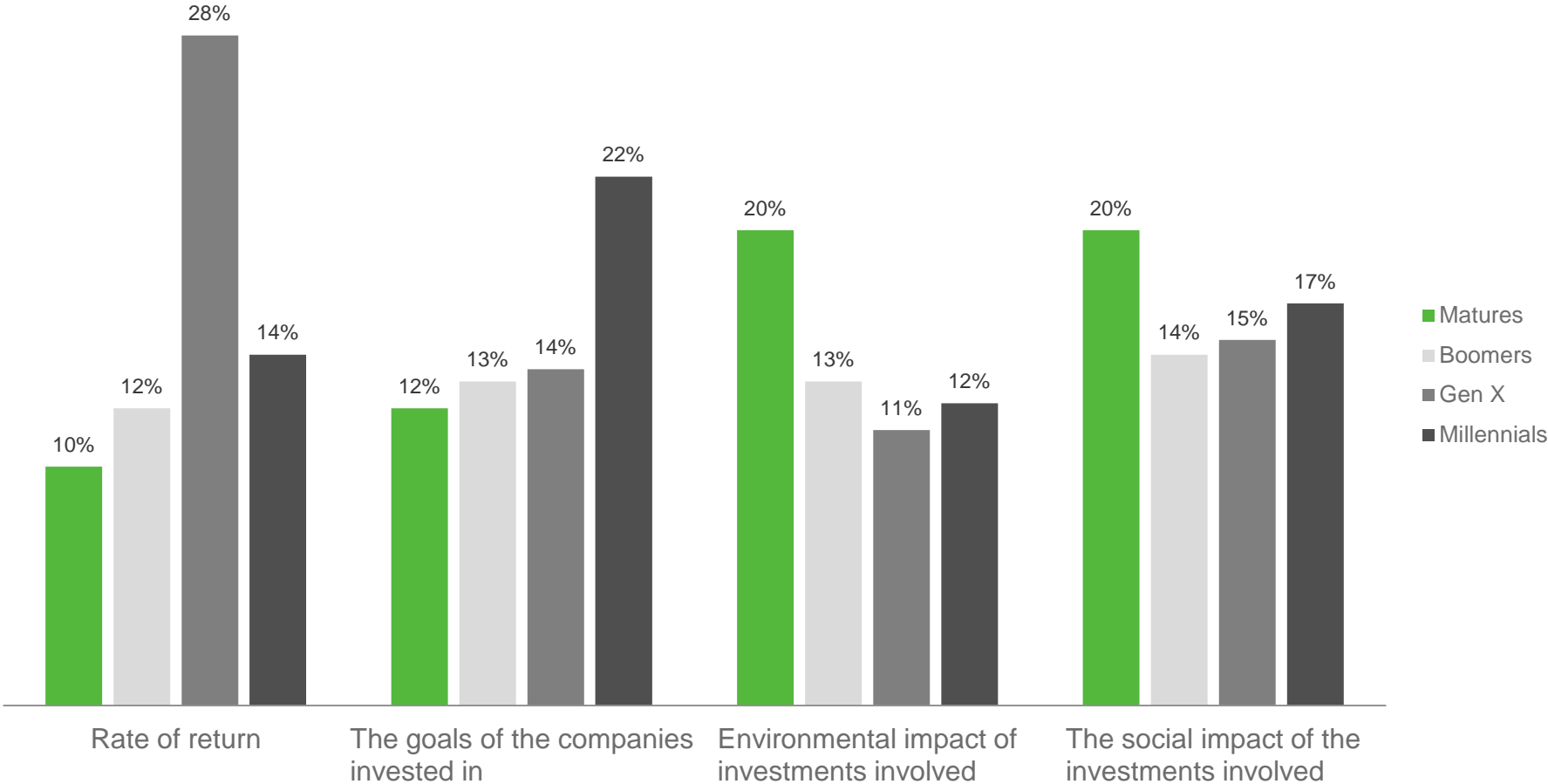
Rate of return is a priority only for 17% of investors who considered socially responsible investments



Q51. Base: Those who considered making socially responsible investments n=314

Millennials care most about the goals of the companies when it comes to considering socially responsible investments

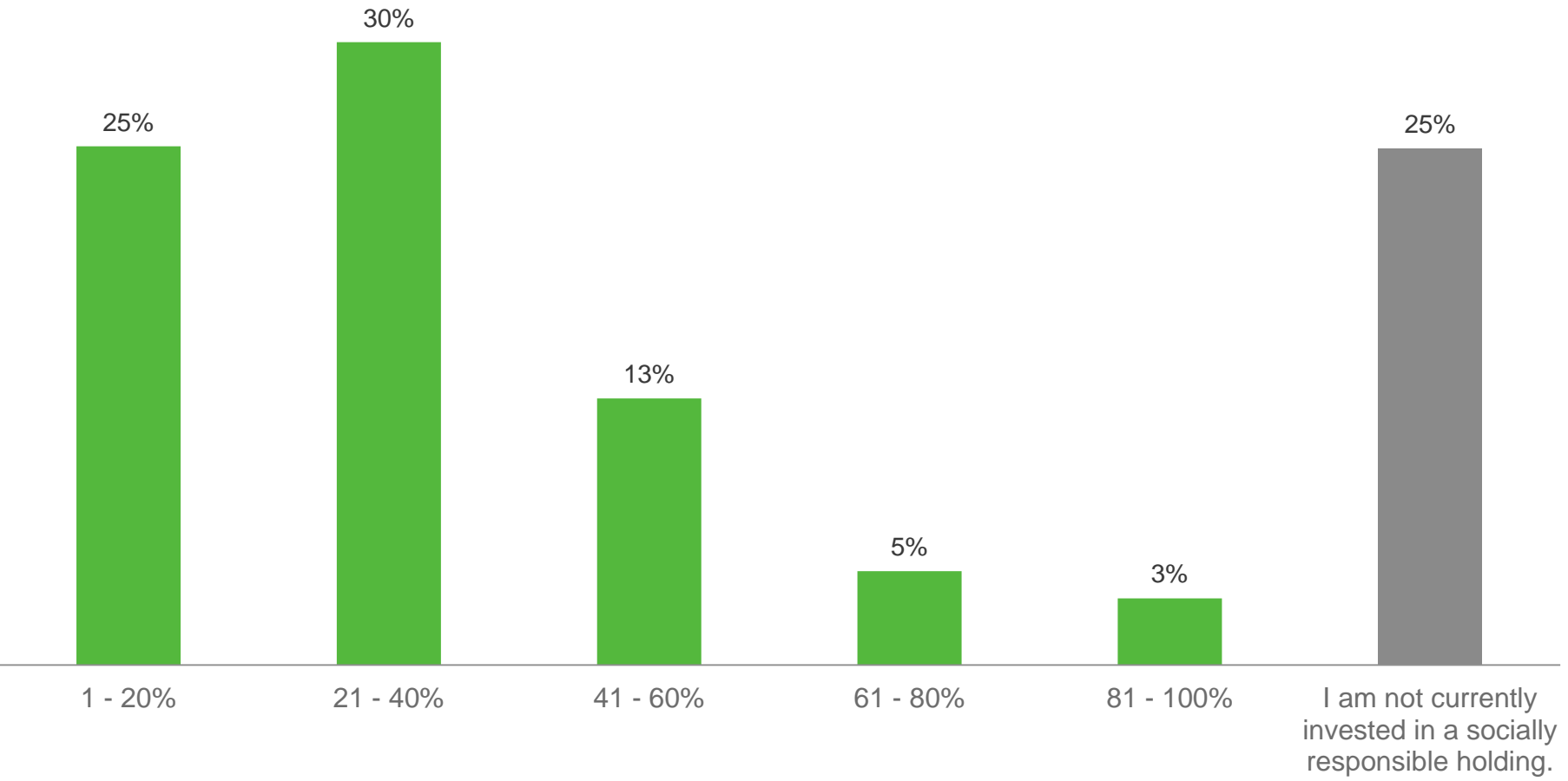
Out of all generations, members of Gen X care most about the rate of return



Q51. Base: Those who considered making socially responsible investments n=314

More than half (51%) of those who've considered social responsible investments claim to have at least 21 percent of their total holdings dedicated to socially responsible investments

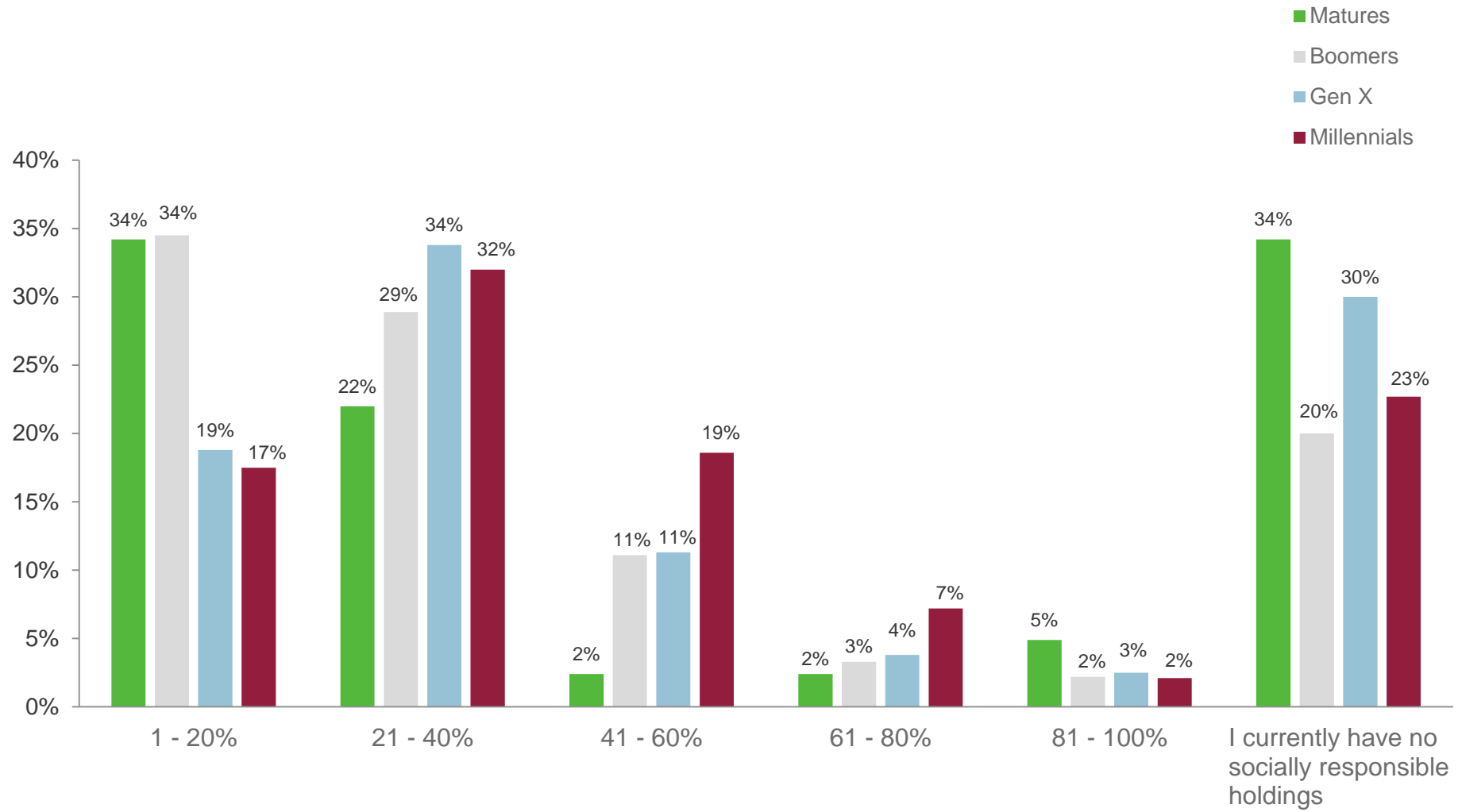
Three in four (75%) investors who've considered making socially responsible investments have at least some of their holdings in these types of investment vehicles



Q52. Base: Those who considered making socially responsible investments n=314

Three out of five (60%) Millennials who have considered socially responsible investments have at least 21% of their total holdings dedicated to this area

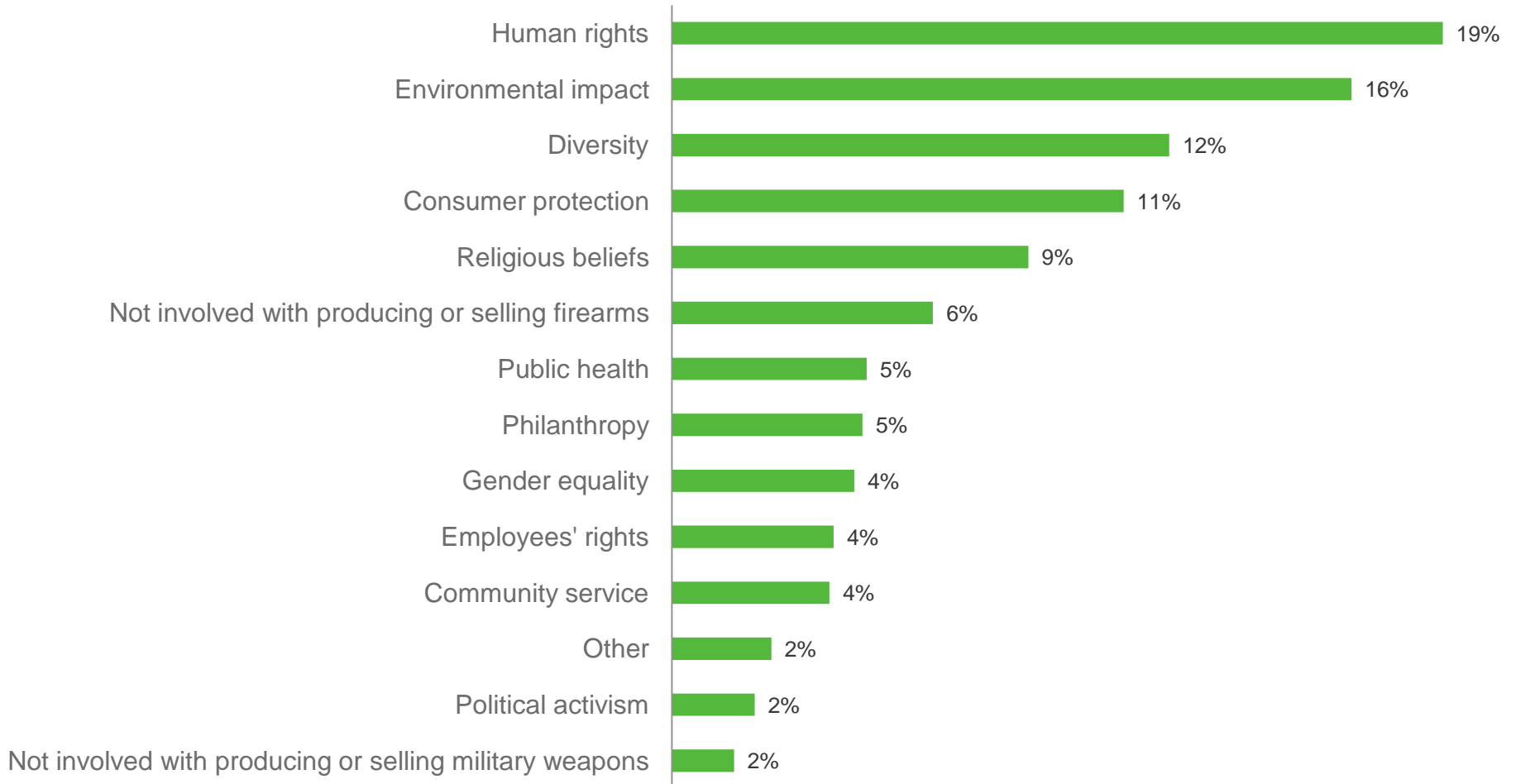
Gen X places second with 49%, while Boomers stand at 45%



Q52. Base: Those who considered making socially responsible investments n=314

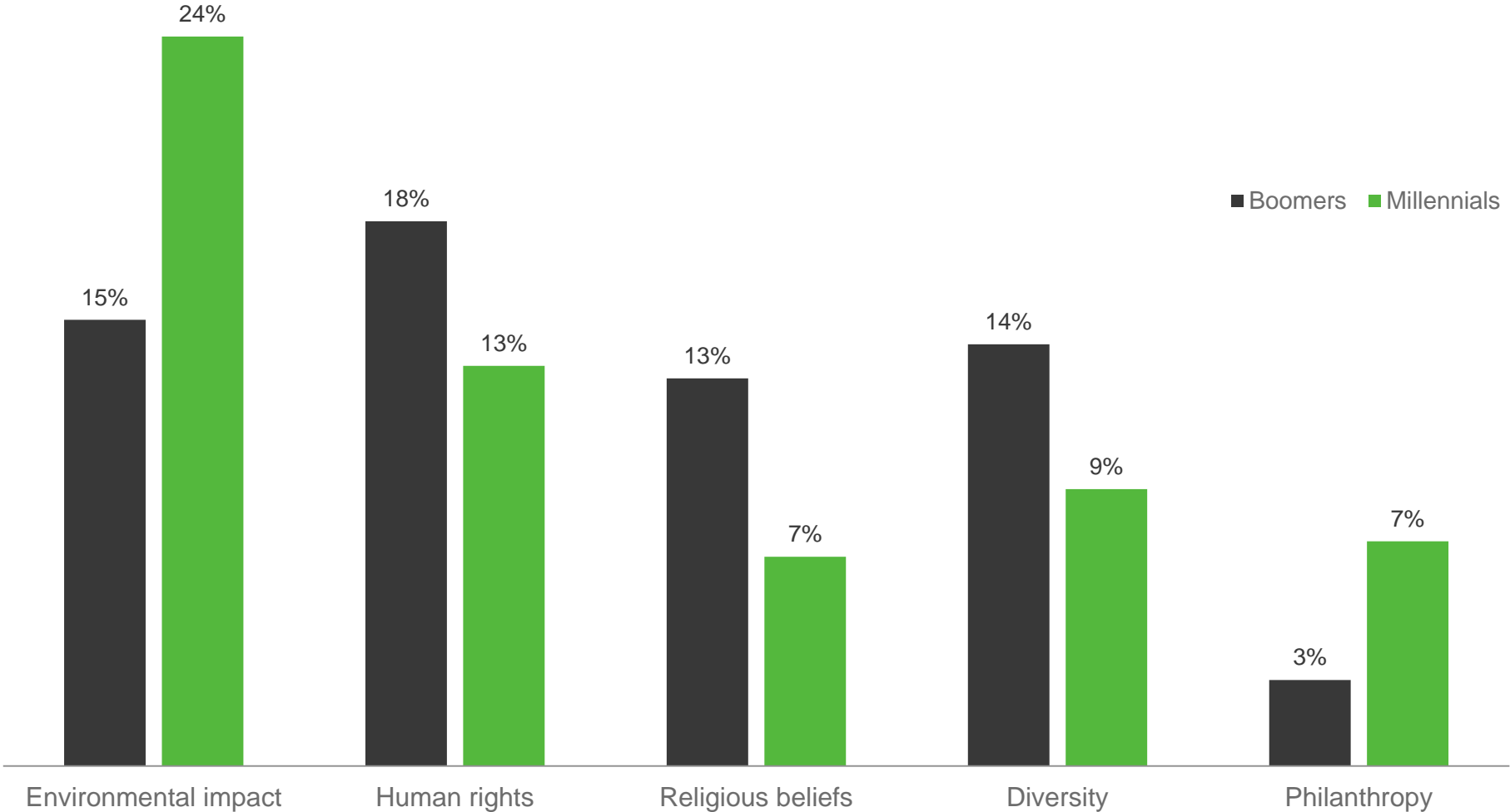
Human rights is the most important value for investors who consider social values, closely followed by environmental impact, and diversity

19% of investors who consider social values say human rights is most important; 16% say environmental impact



Boomers vs. Millennials: Which value is most important to them?

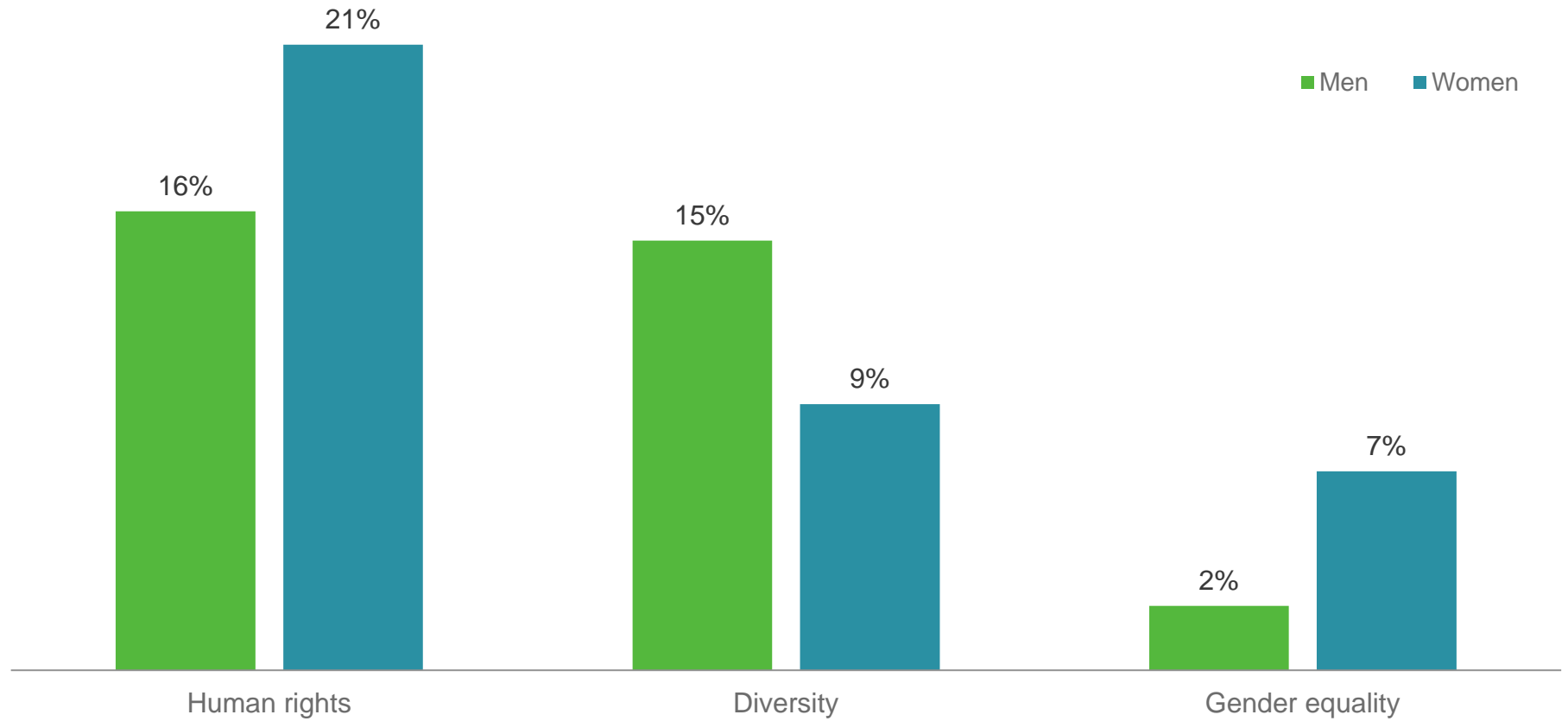
Boomers who consider social values favor human rights, religious beliefs, and diversity, while Millennials prioritize environmental impact and human rights



Q55. Base: Those who consider social values while investing Respondents n=792

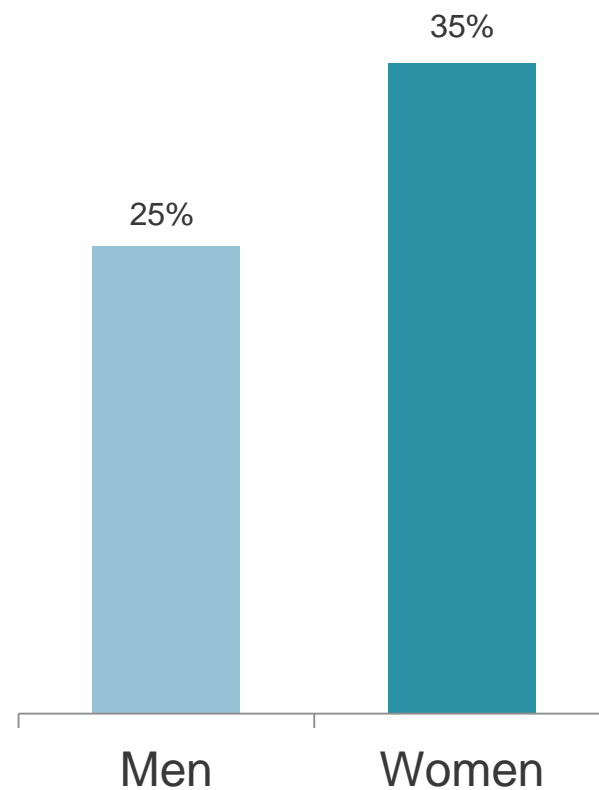
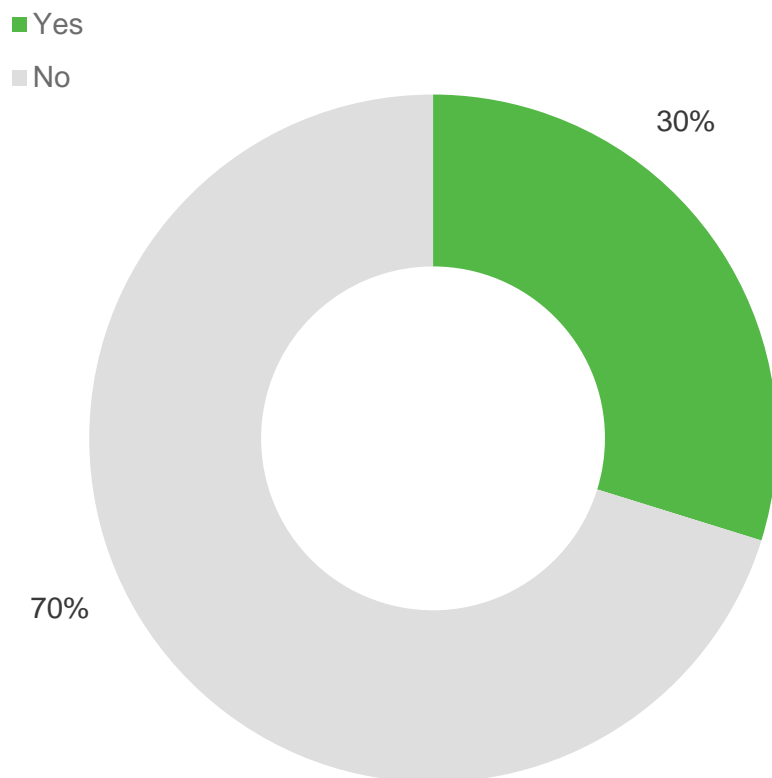
Men vs. Women: Which value is most important to them?

Women favor human rights and gender equality, while men prioritize diversity



Nearly a third (30%) of investors would move their investment account to a different firm to gain broader access to socially responsible investment offerings

Women are more likely than men to move their investment account



Almost half (47%) of Millennials would move their investment account to a different firm to gain broader access to socially responsible investment offerings

Less than a quarter of Boomers would do the same.

