

# Return on values

Most sustainable investors **expect better performance, bigger impact**

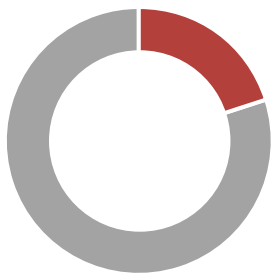
## UK investors make major choices based on their values, but not their investments



**52%**

want to make the world a **better place**

but

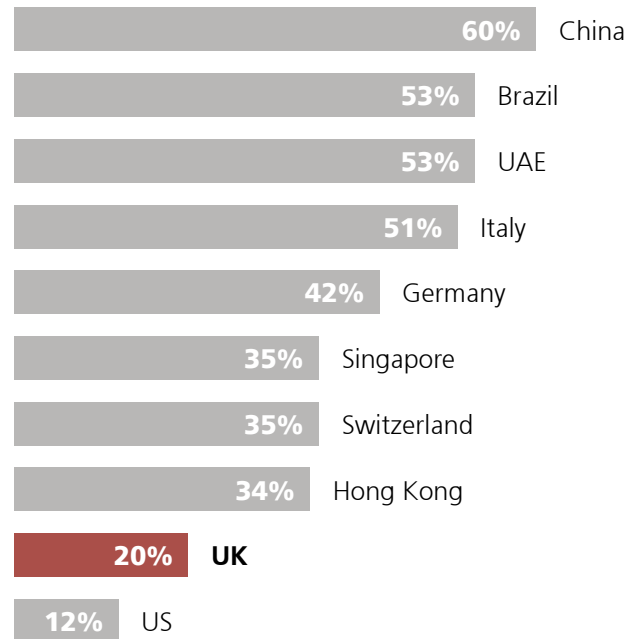


**only 20%**

say they have sustainable investments in their portfolios (*defined as at least 1% of their investable assets*)

## The UK lags behind on sustainable investing

Percentage of investors who say they have at least 1% of investable assets in sustainable investments



## Barriers to adoption in the UK are prevalent

**79%**

find sustainable investing terms **confusing**

and

**78%**

with no sustainable investments say **it's hard to know the impact**

but

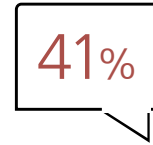
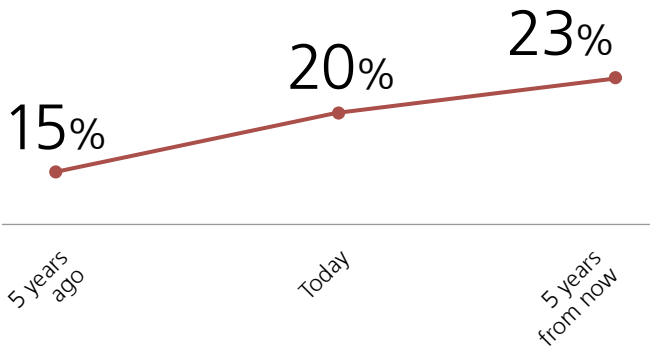
**only 24%**

would like to **invest sustainably**

High expectations for sustainable investing >

## Yet the future for sustainable investing in the UK looks bright

Allocations to sustainable investments



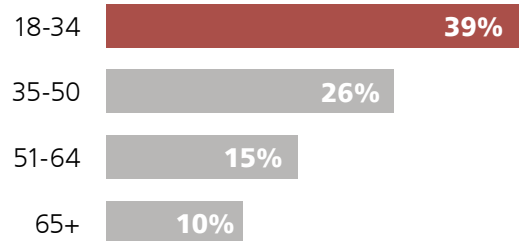
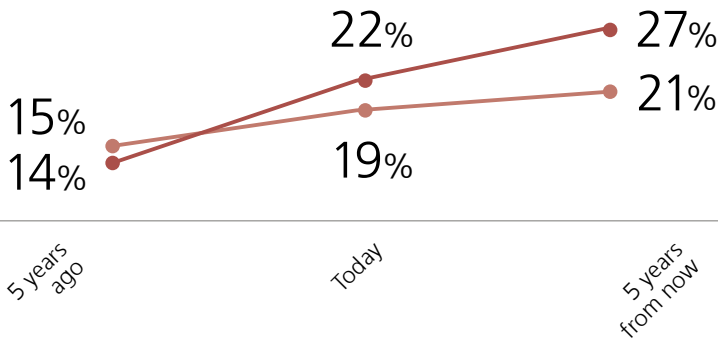
“ says sustainable investing will be mainstream in 10 years ”

## Millennials and women lead the charge on sustainable investing in the UK

Allocations to sustainable investments

Women are driving engagement with sustainable investments

Millennials in the UK lead the charge on sustainable investing



Female  
Male

Is your portfolio having the **impact** you want? Talk to your UBS Client Advisor.

**UBS Investor Watch:** Return on values, 3Q 2018. We surveyed more than 5,300 high net worth investors (with at least \$1 million in investable assets). The global sample was split across 10 markets: Brazil, China, Germany, Hong Kong, Italy, Singapore, Switzerland, UAE, the UK and the US. The research was conducted between June 2018 and August 2018.

The value of your investments may go down as well as up. You may not get back the amount originally invested.

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