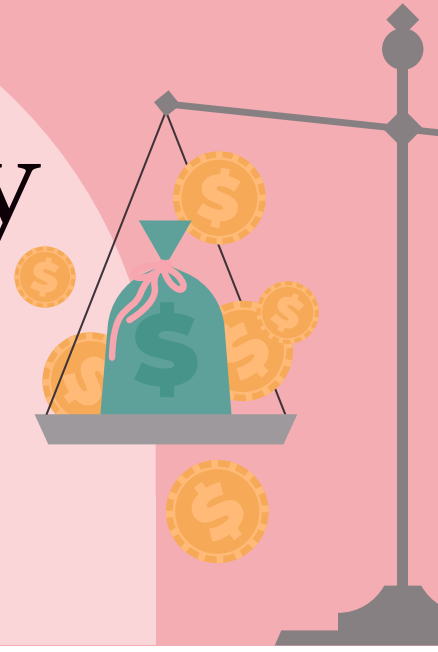


# Sustainability segmentation

## Money

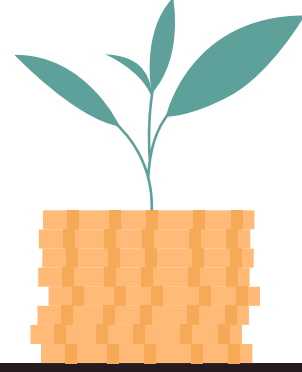


It is clear from this report that money talks, but what about sustainable finance?

We've identified seven consumer segments based on their awareness, knowledge, ability to care and behaviours in order to understand how intentions and actions towards sustainability vary across the **Finance sector**.

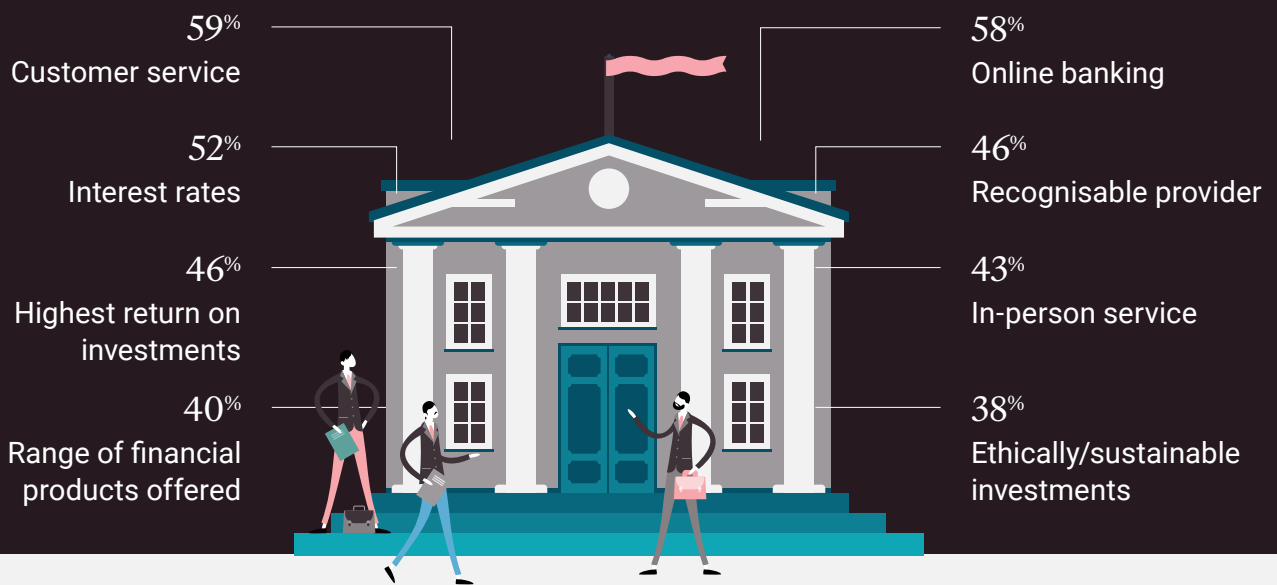
### Bank & Investment choices

When choosing who to bank with, given that most mass-market options are either free or have small account fees, customer service, online banking and interest rates are key. Investing money ethically or sustainably is of least importance when choosing who to bank with.



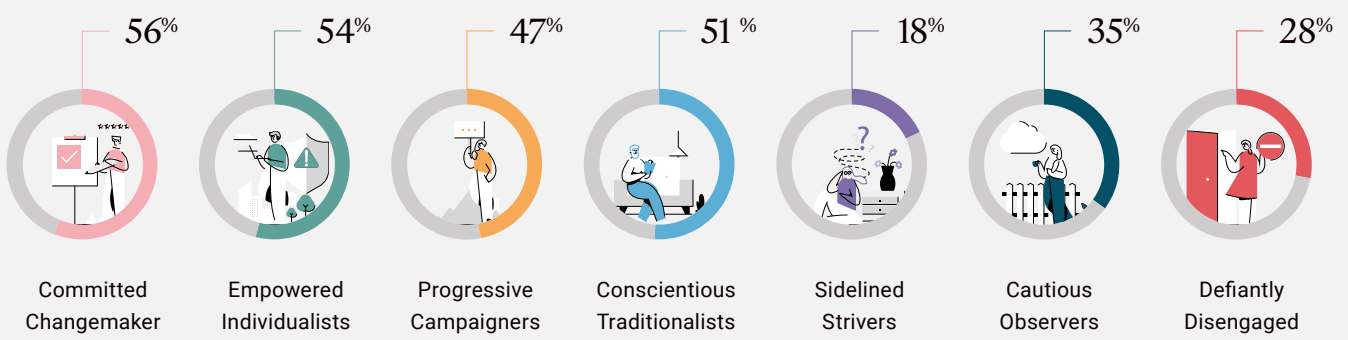
## But how are our segments behaving?

What factors are important when choosing a bank to save and invest your money with?



How important is it that your money is invested ethically/sustainably when choosing who to bank with?

Whilst consumers are looking for a safe pair of hands, there is demand for banks to take tentative steps towards sustainable investments.



## So what can brands do?

### Improving awareness

Educate customers and improve awareness on sustainability by actively promoting consumer-friendly informational content.

### Facilitating switching

Make it easy for sustainability-conscious customers to switch, by giving them greater involvement in decisions around responsible, ethical-first investing.

### Maximise engagement

Digital platforms need to be optimised to engage and educate consumers on how to invest in line with their values.

Savanta is helping brands understand consumer actions and attitudes to sustainability through a robust multi-market study to identify and understand seven consumer segments, placing a particular focus on how sustainably people say they behave day-to-day versus what they actually do.

This report is based on the findings of a survey of 12,016 adults aged 18+ in the United Kingdom (5,005), United States (5,006) and Canada (2,005). Data are weighted to be representative of age, gender, region and social grade (UK) or income/education (US and Canada).