Morgan Stanley

INSTITUTE FOR SUSTAINABLE INVESTING

Sustainable Signals

INDIVIDUAL INVESTORS 2025

Key Takeaways for 2025

1 Sustainable investing interest remains strong, especially among younger investors

88% of investors globally are interested in sustainable investing, with more than half saying they are "very interested." Interest is highest among Gen Z (99%) and Millennials (97%). The main motivations for investor interest vary—around 45% of North American and APAC investors seek real-world outcomes, while in Europe over 40% of investors believe sustainable investments could offer stronger financial returns than traditional investments.

2 Portfolio allocations to sustainable investments are driven by opportunity for competitive returns and diversification goals

More than half of investors plan to increase their sustainable investment allocations in the next year, while only 3% globally plan to decrease. The top motivator globally is a belief that sustainable investments now offer comparable or better returns to traditional options, a sentiment particularly strong in APAC. Just under a third plan to maintain their allocation at similar levels, most commonly because their portfolios are diversified between sustainable and traditional investments.

3 Generational gaps shape sustainable investing behaviors and barriers

Younger investors—especially Gen Z and Millennials—have more of their portfolio allocated to sustainable options, plan to increase allocations at higher rates and prioritize a broader range of sustainability issues when making investment decisions. But they also believe they face barriers at higher rates than older generations, including lack of knowledge, limited products and insufficient financial advice. To that end, over 90% of younger investors say they would choose a financial advisor or investment platform based on their sustainable investing offerings—rates significantly higher than Gen X or Baby Boomers.

4 Investors believe corporates should address sustainability issues and consider a wide range of practices when investing

More than 80% of investors believe companies should address environmental issues, and over two-thirds say social issues should also be tackled. Positive sentiment around environmental responsibility has grown in both the U.S. and Europe since 2023. When making investment decisions, investors consider a wide spectrum of corporate behaviors, from transparency, anti-corruption and emissions reduction to employee treatment, human rights and supply chain ethics.

5 Clean energy solutions are top investment priority; over 80% see energy transition as an opportunity to generate returns

Renewable energy and energy efficiency consistently rank among the top priorities for sustainable solution investments across all three regions, with "reducing pollution and waste" the most desired outcome of their investments. Globally, a majority say they would only invest in traditional energy companies if climate transition plans were in place, and most agree that climate goals should outweigh energy security concerns if the two cannot be reconciled. Interest in carbon offsets is also growing globally.

About the Sustainable Signals Series

This report is written by the Morgan Stanley Institute for Sustainable Investing ("Institute") and presents results from an online survey of individual investors conducted by Dynata LLC on behalf of the Institute. This report is the sixth in the "Sustainable Signals" series, which is designed to identify global market trends in sustainable investing.

From February 18 to March 25, 2025, a sample of 1,765 individual investors were surveyed across North America (U.S., Canada, Mexico), Europe (U.K., France, Germany, Spain, Sweden, Denmark, Norway, Ireland, Austria, Switzerland, Belgium, Netherlands) and Asia Pacific (APAC, including China, Japan, India, Malaysia, Singapore, Taiwan, Hong Kong, Philippines, Australia, New Zealand). For all geographies, respondents were required to be self-identified 'active' or 'somewhat active' investors between 18-80 years old with over $100,000 in investable assets, excluding personal retirement accounts, employer-sponsored retirement accounts, cryptocurrencies and personal real estate. There were exceptions for those between 18-28 years old (Gen Z), where there was not a $100,000 minimum requirement for investable assets, however all other qualifiers did apply. For the U.S., the sample was matched to 2020 Census records for gender identity, sexual orientation, race and ethnicity, age and geography. For Canada, Mexico, Europe and APAC, the sample was representative for gender identity and age.

TERMINOLOGY

'ESG' is the practice of considering environmental, social and governance aspects when investing in companies or funds.

'Sustainable investing' is the practice of making investments in companies or funds that aim to achieve market-rate financial returns while considering positive social and/or environmental outcomes.

METHODOLOGY

In line with the methodology used in prior Sustainable Signals surveys, Morgan Stanley set quotas for respondent numbers by generation and gender in order to generate a large enough sample size to understand views of younger respondents. This may mean that the demographics in our sample vary from the make up of investors with over $100,000 in non-retirement investment accounts.

DATA SOURCE

The source for all charts is the survey unless otherwise indicated. For more information on the sample profile and quotas, please see page 26 in Sample Design.

CONTACT US

For any questions related to the report, please reach out to the Institute for Sustainable Investing team at **globalsustainability@morganstanley.com.**

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Investor Interest in Sustainable Investing

Strong interest in sustainable investing, particularly among wealthier investors

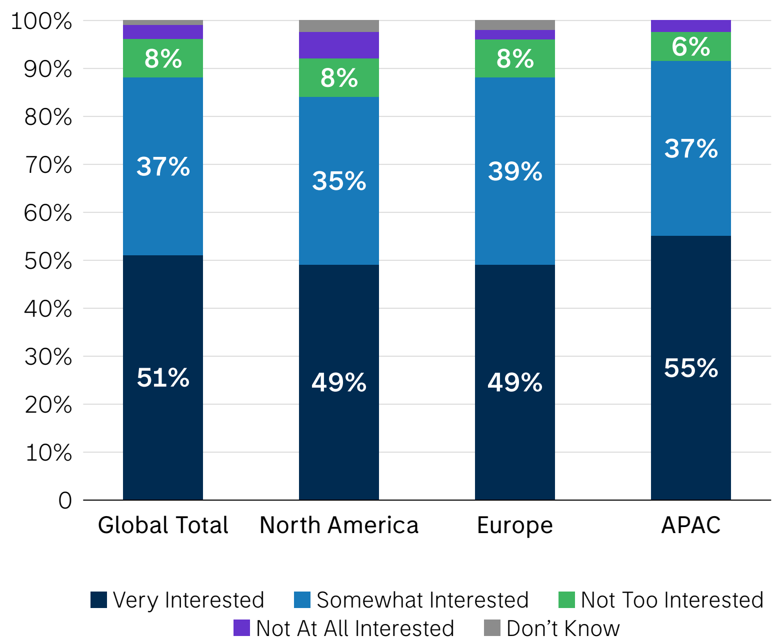
88% of global individual investors say they are interested in sustainable investing

Investor interest in sustainable investing is consistent across regions, with slightly higher interest in APAC (92% “very” or “somewhat interested”) than Europe (88%) and North America (84%).

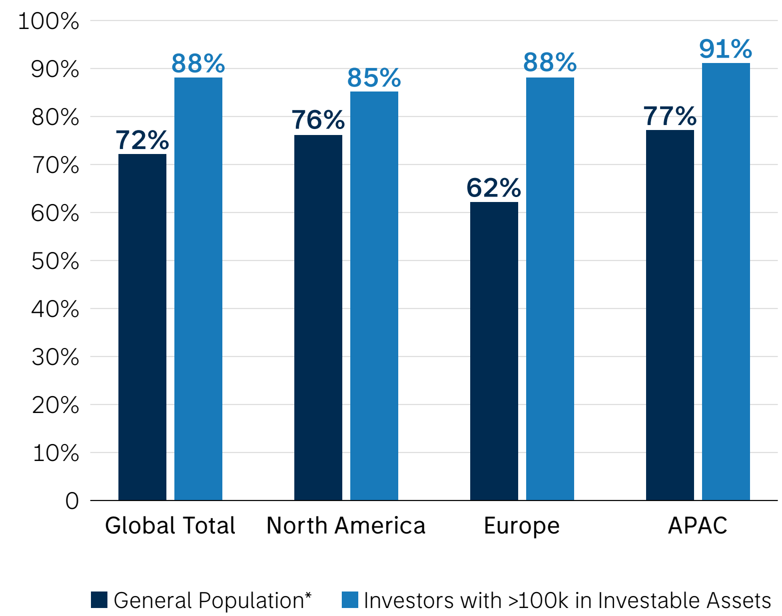
High-net-worth investors show greater interest in sustainable investing than general population

Global individual investors with over $100,000 in investable assets show higher interest in sustainable investing compared to the general public—88% vs. 72%. The gap is most pronounced in Europe, while interest is highest overall in APAC.

How interested are you in sustainable investing?



“Very” and “Somewhat Interested”

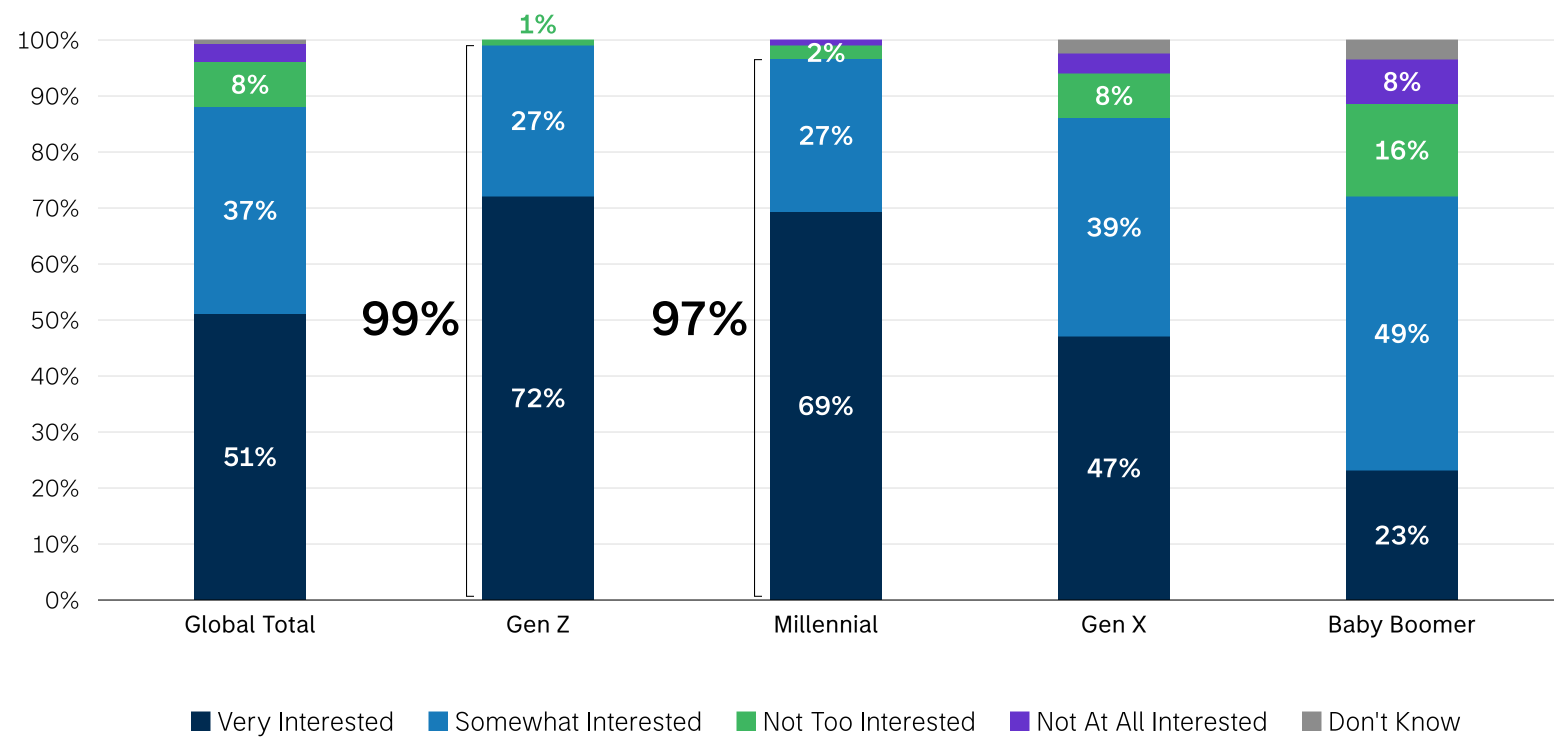


Source: Morgan Stanley Institute for Sustainable Investing, April 2025. Data as of March 25, 2025.
*See page 26 for a description of the General Population sample.

99% of Gen Z and 97% of Millennial global investors say they are interested in sustainable investing

While interest in sustainable investing spans all demographic groups, some differences stand out: 72% of Gen Z and 69% of Millennials say they are "very interested," compared to just 23% of Baby Boomers. These findings suggest that sustainable investing is likely to be an even greater focus area for investors as younger generations gain greater financial influence in years to come.

How interested are you in sustainable investing?

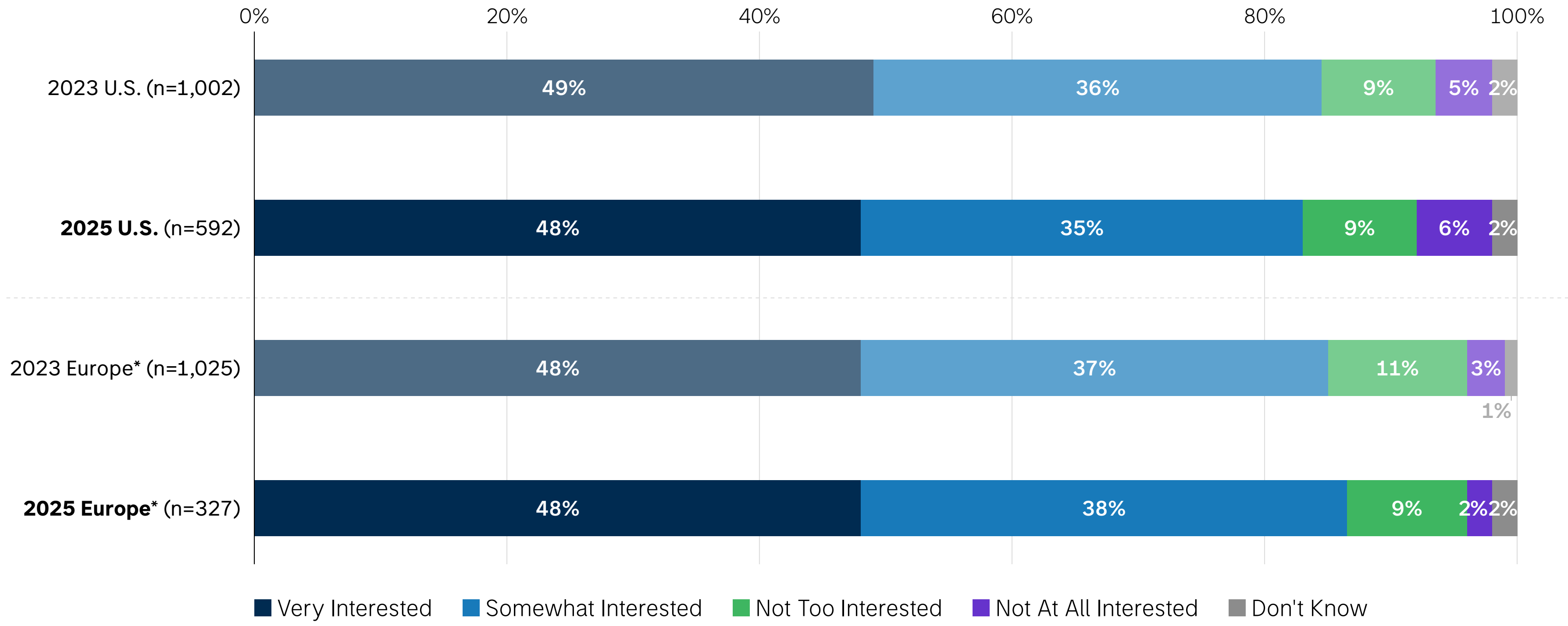


Source: Morgan Stanley Institute for Sustainable Investing, April 2025. Data as of March 25, 2025.

Interest in sustainable investing holds steady from 2023 to 2025

Our latest survey reveals consistent interest in sustainable investing from individual investors in both the U.S. and Europe from 2023 levels. In 2025, 83% of U.S. respondents and 87% of European respondents are interested—figures that show no significant change from the survey we fielded in October 2023 and published in January 2024. More information on our previous survey, click here.

How interested are you in sustainable investing?



The previous version of "Sustainable Signals," published in January 2024, was fielded in October 2023 using the same vendor as this year's survey. Qualifying questions and demographic quotas were almost exactly the same, although the prior survey targeted a smaller number of countries: U.S. rather than broader North America, the U.K, France, Germany and Switzerland in Europe, and only Japan in APAC. There was also a minor change in the qualifier for Gen Z respondents. Answers here refer to the same countries in both the 2023 and 2025 survey for better comparability.

Source: Morgan Stanley Institute for Sustainable Investing, April 2025. Data as of March 25, 2025.
*For this page only, Europe includes only U.K., France, Germany, Switzerland. The 2025 Japan sample was n=69, which is too small to draw a meaningful comparison. For the 2023 U.S. survey, 49% very interested and 36% somewhat interested sum to 84% due to rounding.

Sustainable investing interest motivated by desire to generate real-world outcomes and competitive returns

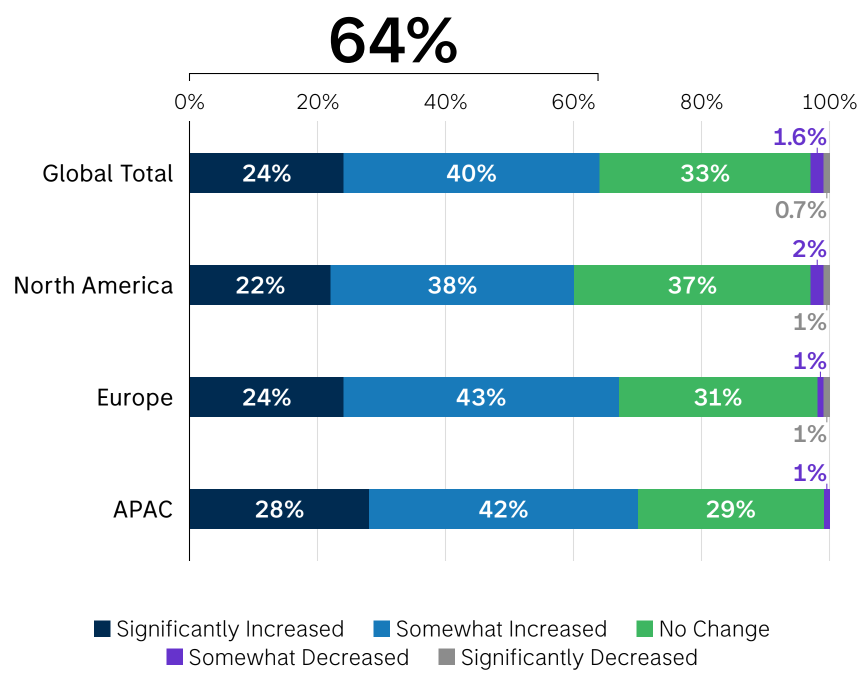
Nearly two-thirds of investors globally say their interest has increased in the last year

A majority of investors in each region say their interest in sustainable investing has "significantly" or "somewhat increased" in the last year.

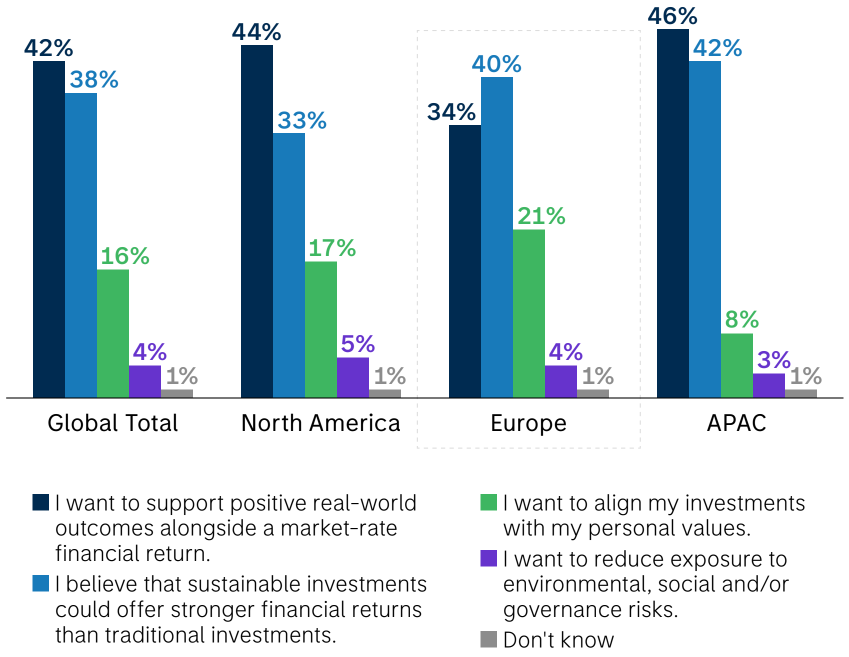
Most investors in North America and APAC are driven by a desire to support real-world outcomes

In Europe, however, financial motivations take precedence—40% say they believe that sustainable investments could offer stronger returns than traditional options.

How has your interest in sustainable investing changed in the past two years?



Please select the top reason for your interest in sustainable investing.



Source: Morgan Stanley Institute for Sustainable Investing, April 2025. Data as of March 25, 2025.

Portfolio Allocations & Expectations

Allocations to sustainable options are comparable across regions, but higher among younger investors

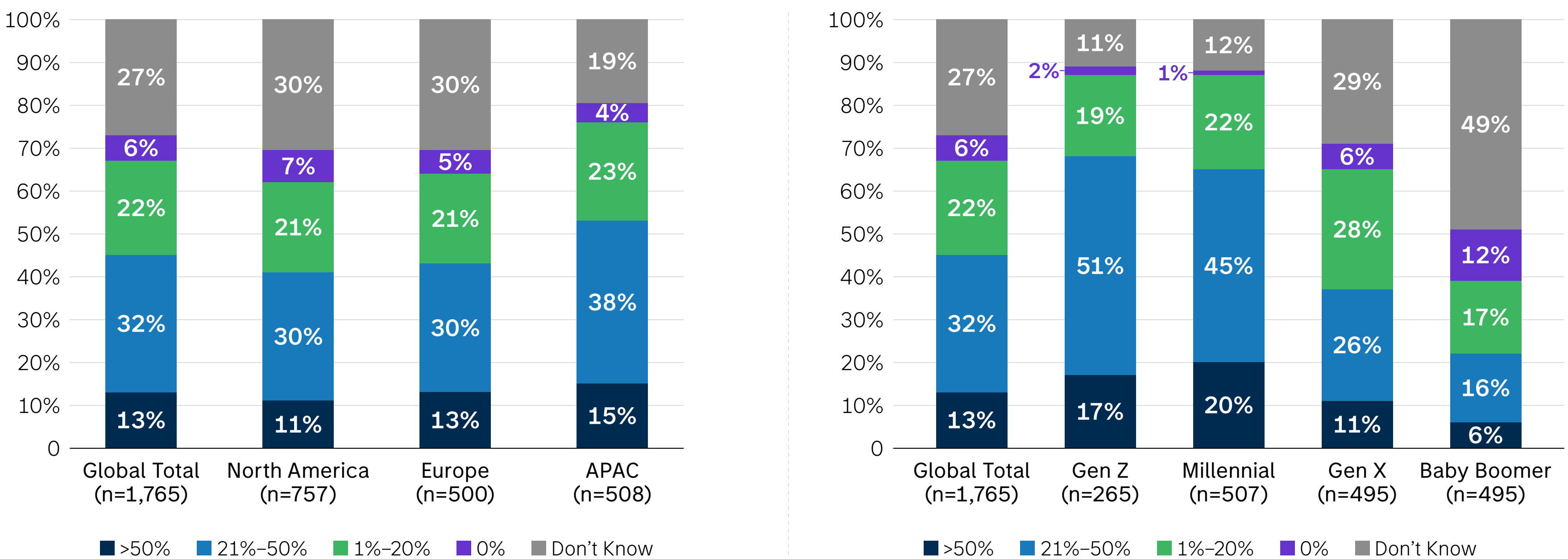
Investors report similar portfolio allocations to sustainable investments across regions

Around one-third of respondents report that between 21%-50% of their portfolio is in sustainable options today, with around one-quarter not sure of their allocation. Just over 10% report that the majority of their portfolio is in sustainable options.

Younger generations report higher allocations to sustainable investments

Younger respondents are more likely to report higher exposure to sustainable investments, with 51% of Gen Z and 45% of Millennials allocating between 21%-50% of their portfolio to sustainable investments. Older generations were more likely to say they are not sure of their exposure.

What percentage of your portfolio is currently invested in companies or investment funds that seek to make a positive social or environmental impact?



Source: Morgan Stanley Institute for Sustainable Investing, April 2025. Data as of March 25, 2025.

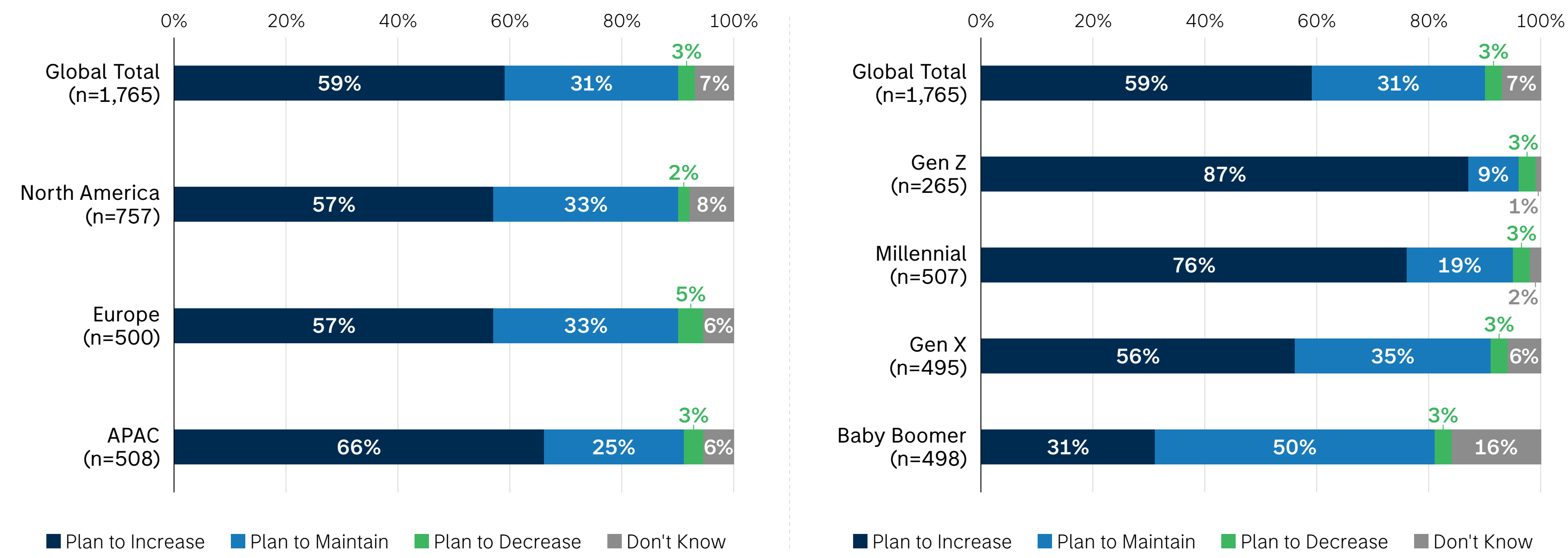
Over half report plans to increase sustainable allocations, although this may reflect broad sentiment rather than firm plans

Younger investors are more likely to say they plan to increase allocations in the next year

Most investors estimate they currently have under 50% of their portfolio in sustainable assets. Across regions and age groups, more than half report plans to increase their allocations in the next year. While this may reflect strong interest—particularly among Gen Z (87%) and Millennials (76%)—the data may capture broad sentiment more than concrete action, as around one-quarter are unsure of their current allocation.

Additionally, 2025 responses around allocations are largely consistent with our previous surveys despite respondents showing plans to increase (see page 29 for prior survey data). This datapoint is included as a sentiment indicator and serves as a foundation for exploring the motivations behind investors' intentions, outlined in the following pages.

Please select which option best matches your plans for the next 12 months.

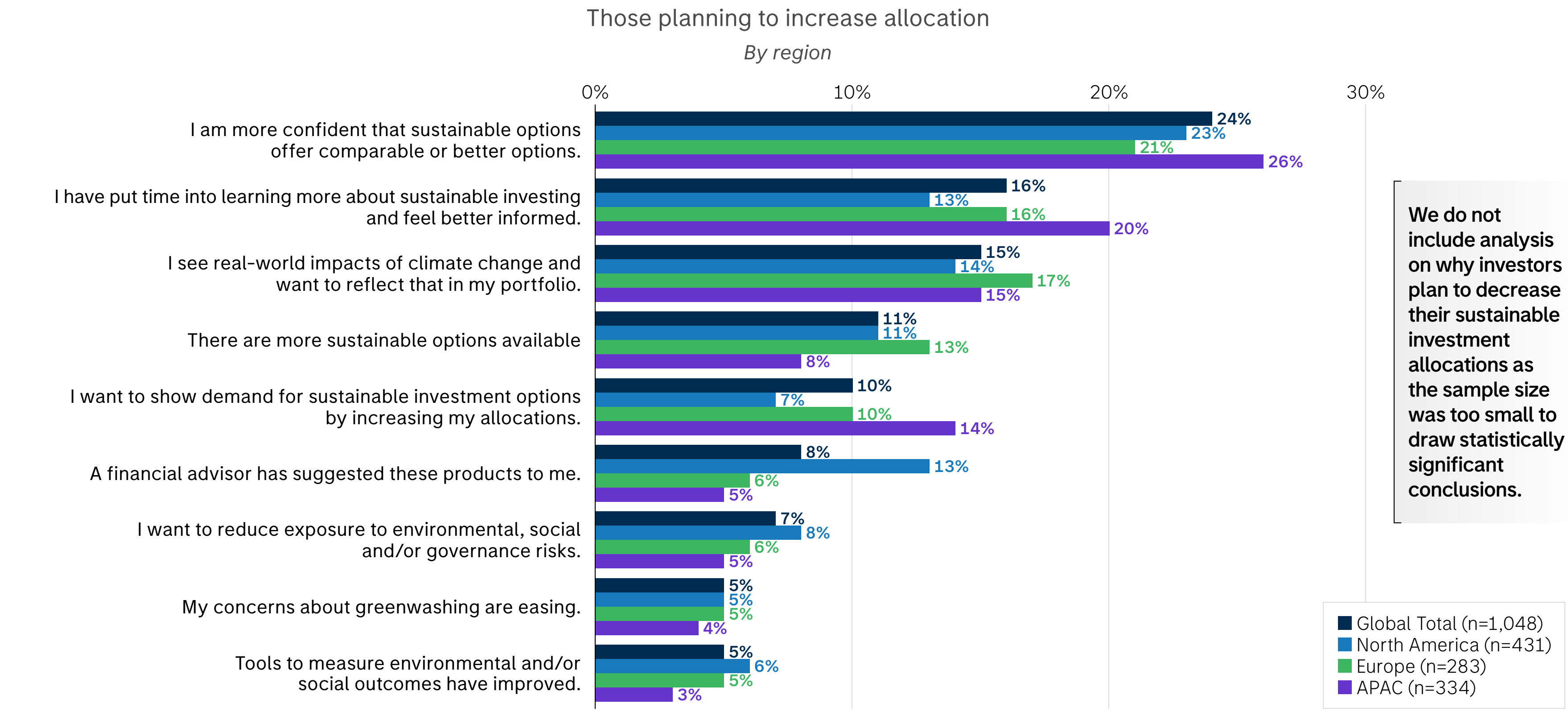


Source: Morgan Stanley Institute for Sustainable Investing, April 2025. Data as of March 25, 2025.

Confidence in performance drives desire to increase allocations, but real-world impacts of climate change matter as much for some

The top reason investors plan to increase their sustainable allocations is a growing confidence that these options offer comparable or better returns than traditional investments (24%). This view is strongest among younger investors and those in APAC, although this is the leading driver across all regions. Baby Boomers cite the real-world impacts of climate change as their top reason for boosting allocations. Few cite easing greenwashing concerns or better tools as key motivators—a sentiment also reflected in the top barriers (page 17).

Why investors plan to increase their sustainable allocations.

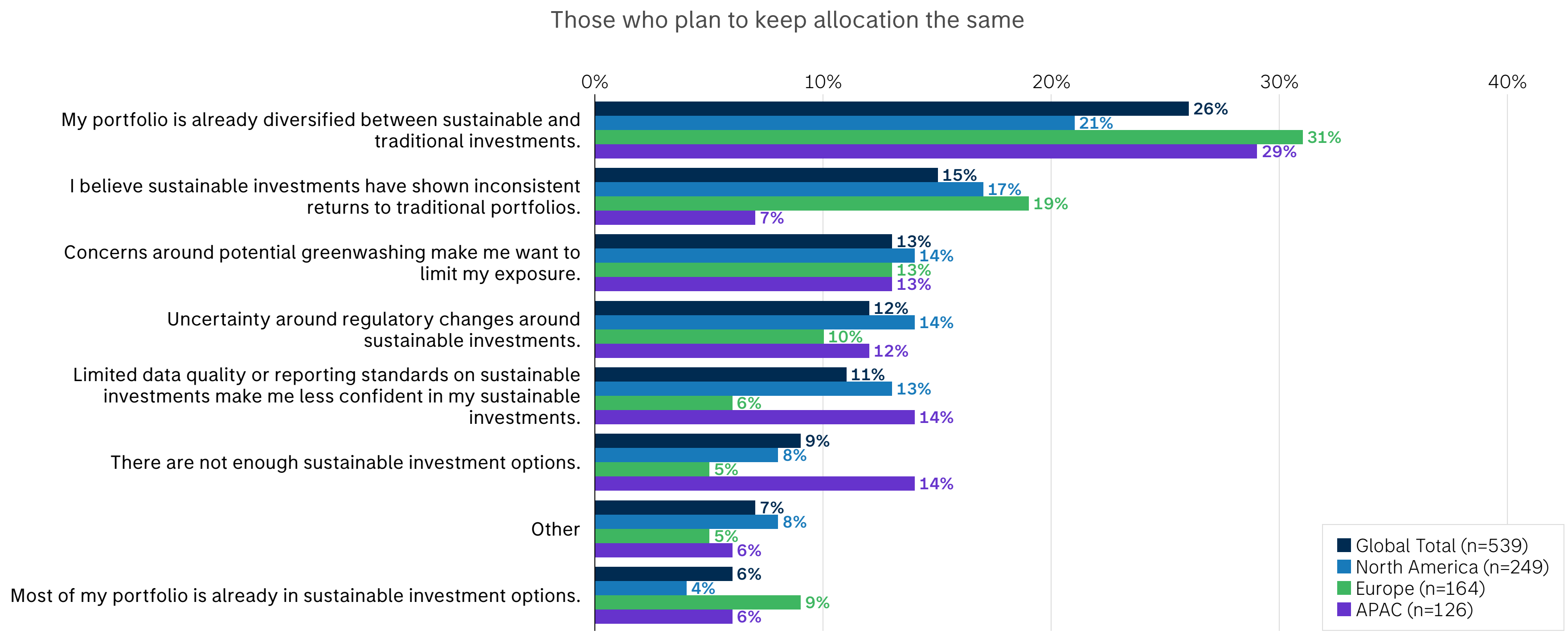


Source: Morgan Stanley Institute for Sustainable Investing, April 2025. Data as of March 25, 2025.

Diversification and performance concerns are top reasons for holding sustainable allocations steady

The top reason for investors planning to keep their sustainable allocations steady is that their portfolios are already diversified between sustainable and traditional options. This is particularly strong among Millennials, perhaps reflecting the higher baseline for current allocations among that group. Concerns about inconsistent returns follow closely, especially in North America and Europe, while APAC investors highlight limited data quality and product availability. This could suggest possible unmet demand in that region. While some investors are satisfied with their current allocations, others may need clearer data, better product offerings and stronger market infrastructure to deepen their engagement with sustainable investing in the next 12 months. Greenwashing (13%) and regulatory uncertainty (12%) follow close behind.

Why investors plan to keep their sustainable allocations the same.



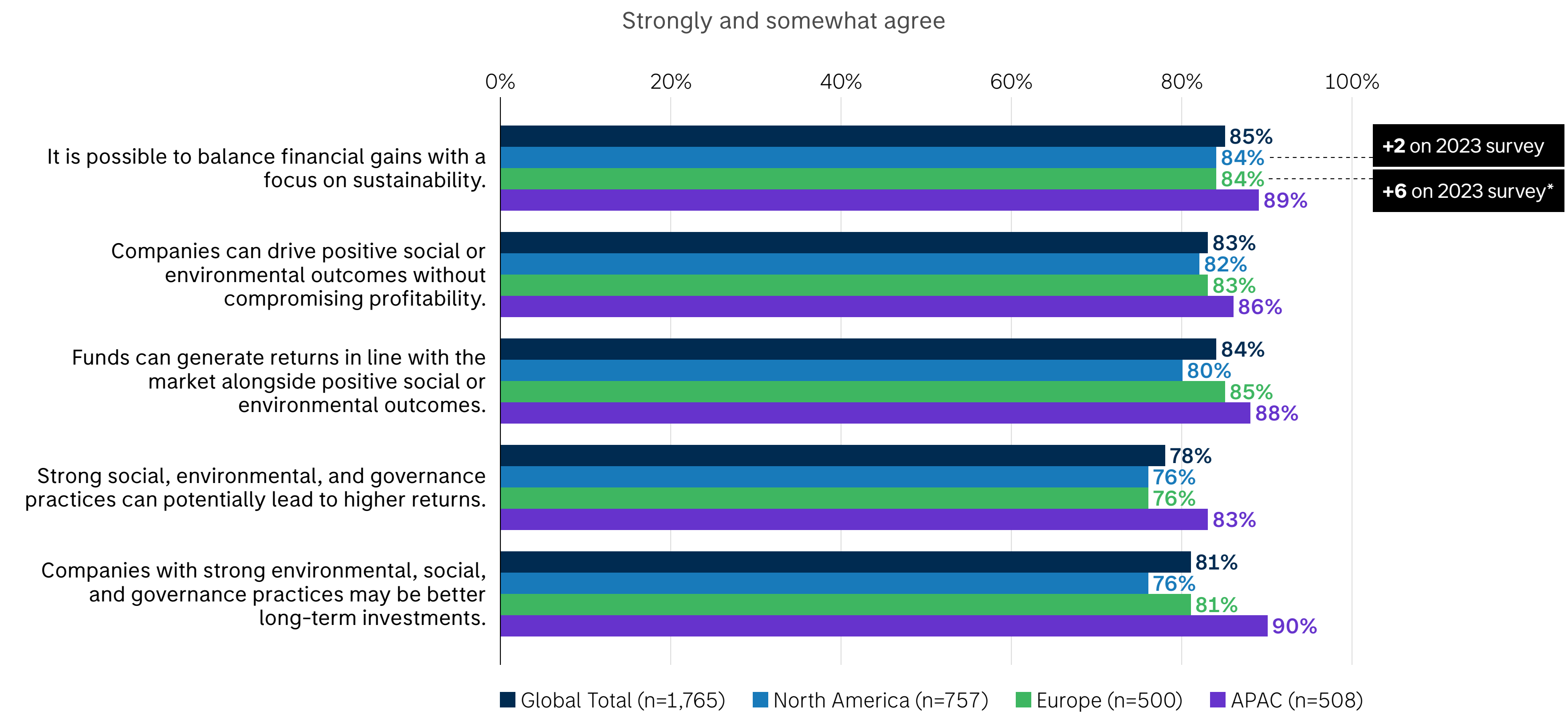
Source: Morgan Stanley Institute for Sustainable Investing, April 2025. Data as of March 25, 2025.

Investor Sentiment & Strategies

Investors say they don't see sustainability and financial performance as trade-offs

Most global investors reject the idea that sustainability comes at the cost of performance. Over 80% agree it's possible to achieve financial gains while focusing on positive environmental or social outcomes, and similar shares believe companies can drive impact without compromising profitability. APAC investors are especially confident on these points, slightly outpacing peers in North America and Europe.

Please indicate if you agree or disagree with each of the statements below.



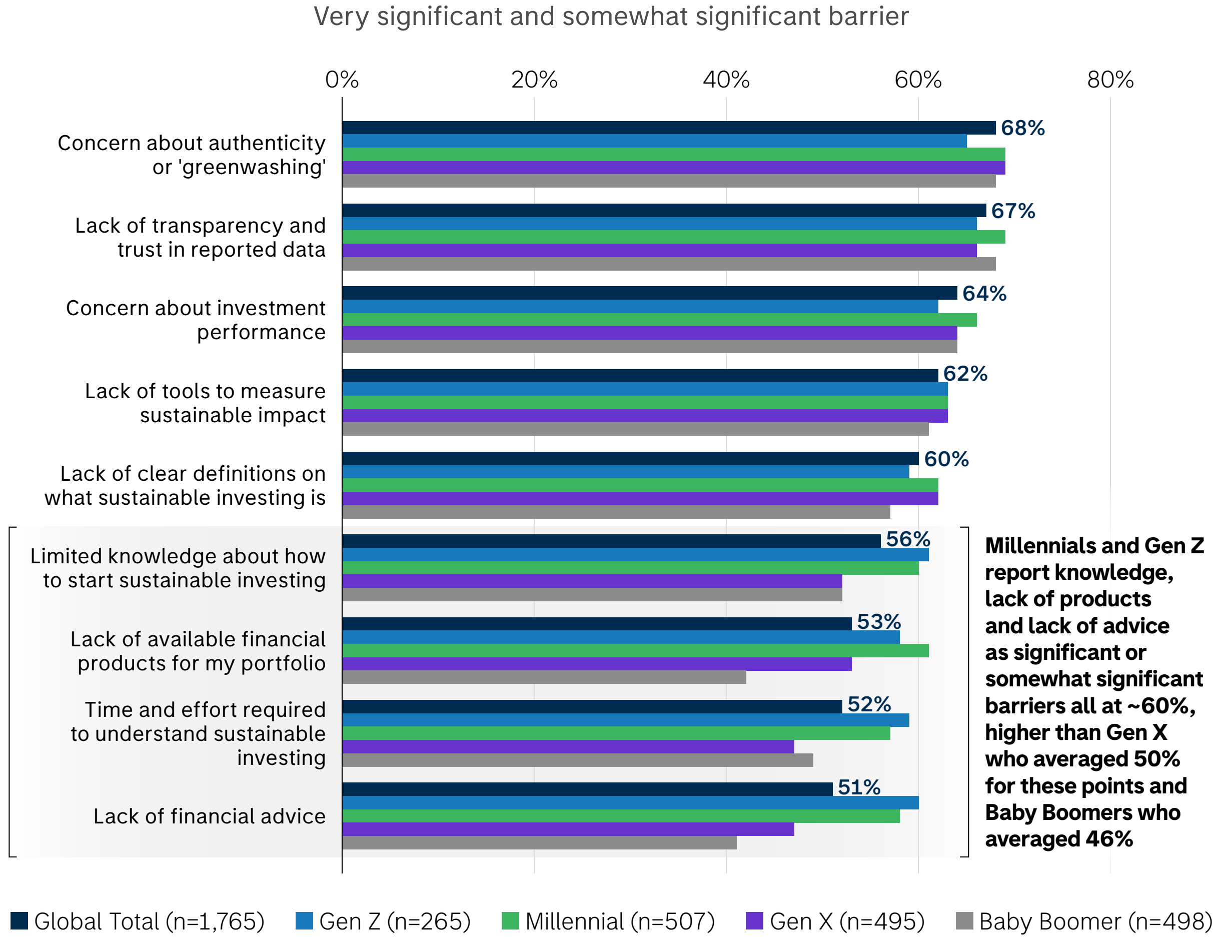
Source: Morgan Stanley Institute for Sustainable Investing, April 2025. Data as of March 25, 2025 The other options on the chart were not asked in the prior survey.
*In the callout box Europe refers to only the U.K., Germany, France and Switzerland, for direct comparability to the prior survey.

Greenwashing and trust in reported data remain key barriers, with investment performance also top of mind

As in our 2023 survey, concerns around greenwashing and trust in reported data remain the top barriers to including sustainable investments in portfolios, cited by nearly 70% of investors across age groups and regions. Concerns about investment performance follow closely, at 64% globally, suggesting that while confidence in returns may be improving, performance is still top of mind for investors. While these findings may seem contradictory to previous figures, they instead likely reflect the broader realities of a market in transition. Overall, the data suggests performance perceptions are improving, but trust, clarity and consistent results are still needed for investors to feel fully confident.

Generational differences emerge further down the list. Millennials and Gen Z are significantly more likely than Gen X and Baby Boomers to cite lack of knowledge, limited product availability and insufficient financial advice as meaningful barriers.

How significant are the following as barriers to including sustainable investments in your portfolio?

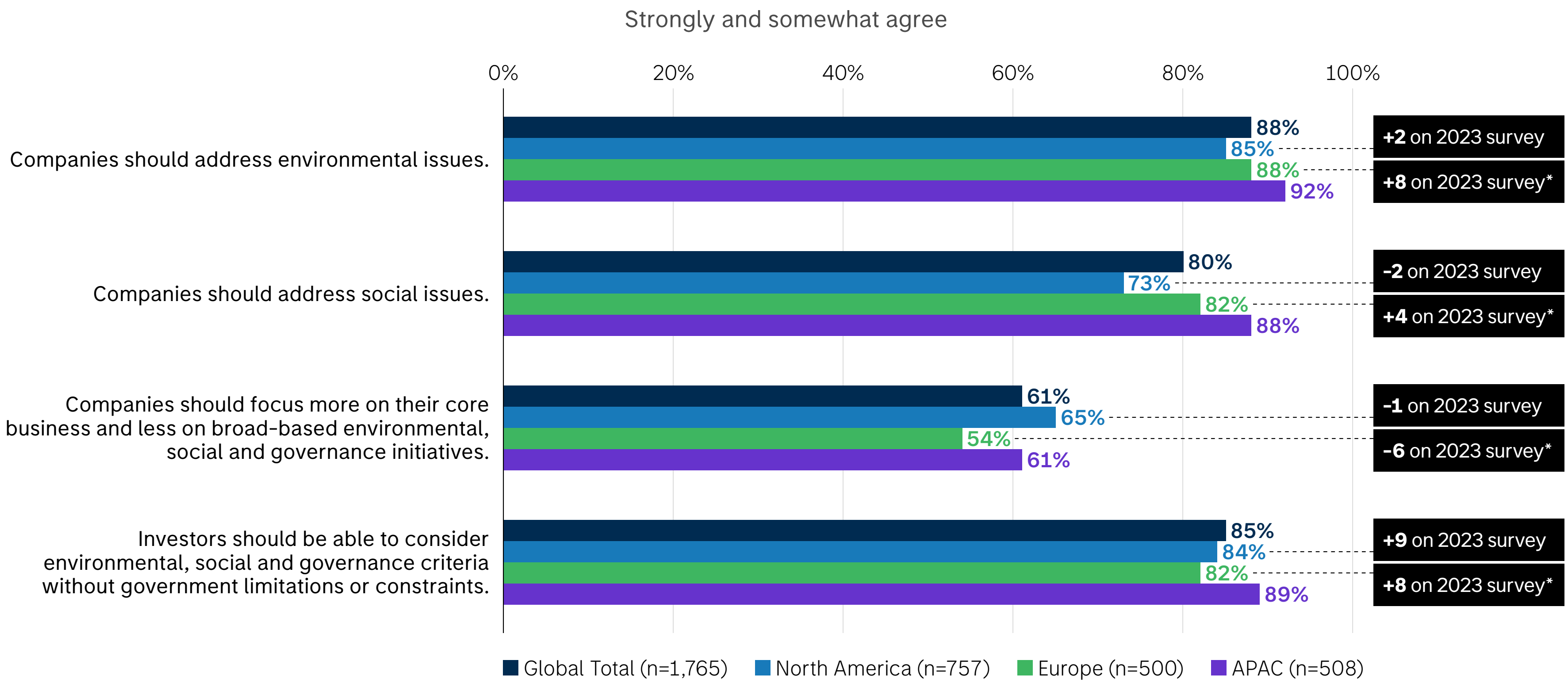


Source: Morgan Stanley Institute for Sustainable Investing, April 2025. Data as of March 25, 2025.

Investors expect companies to address environmental and social issues

More than 80% of respondents agree that companies should address environmental issues, and over two-thirds believe social issues should also be prioritized. U.S. investors showed slightly stronger agreement on environmental topics compared to 2023 levels (+2 pp) but slightly weaker on social issues (-2 pp). In contrast, European investors expressed stronger support on both fronts, with agreement rising eight points for environmental and four points for social issues.

Please indicate if you agree or disagree with each of the statements below.

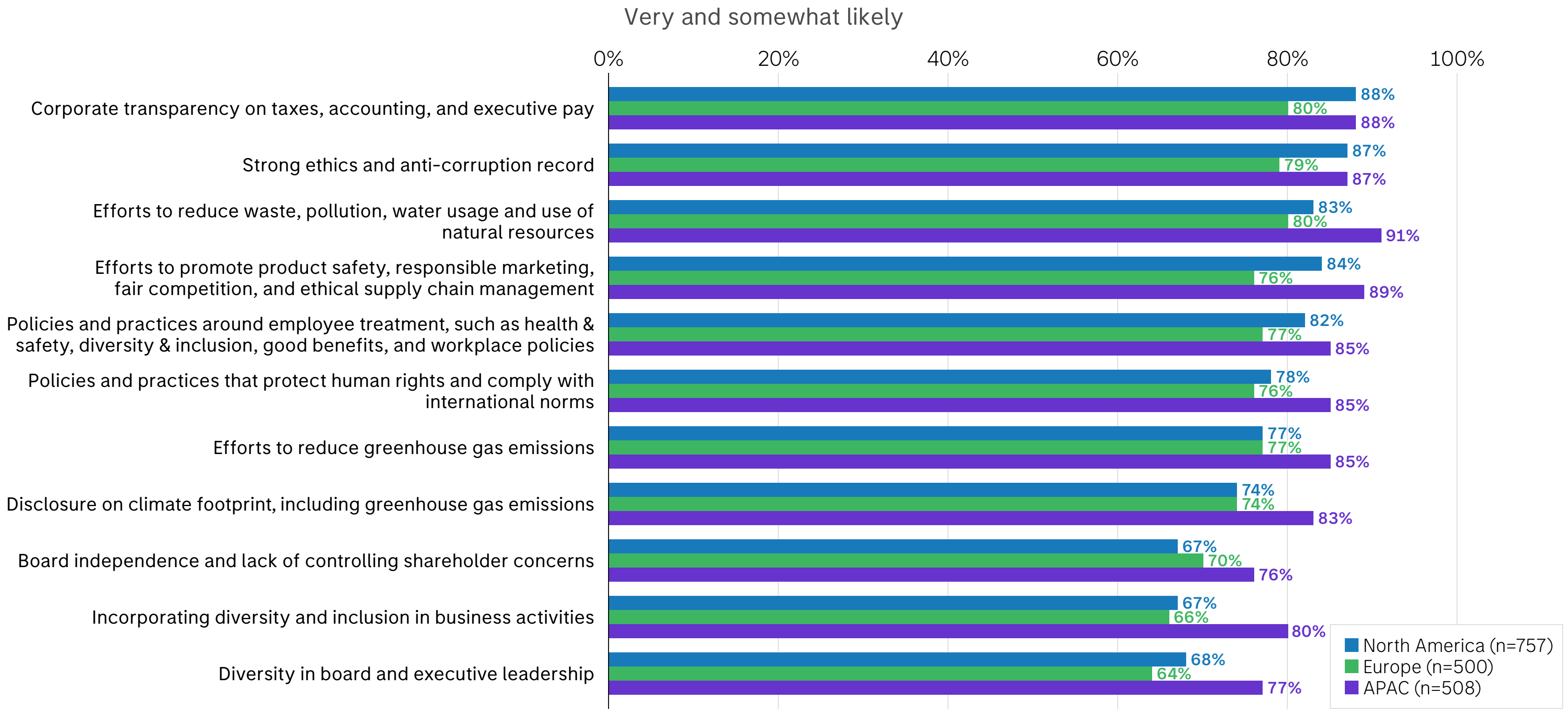


Source: Morgan Stanley Institute for Sustainable Investing, April 2025. Data as of March 25, 2025. The other options on the chart were not asked in the prior survey.
*In the callout box Europe refers to only the U.K., Germany, France and Switzerland, for direct comparability to the prior survey.

At least 70% of investors are likely to consider a company's sustainability practices when making investment decisions

Between 69% and 86% of investors say they are likely to consider a company's actions across a broad set of sustainability issues when making investment decisions. Corporate transparency and environmental stewardship rank especially high, while topics like board diversity and inclusion receive relatively lower—but still meaningful—attention (69%). Younger investors say they are much more likely to consider practices ranked toward the bottom of the list when making investment decisions.

How likely would you be to consider the following company behaviors when making an investment?

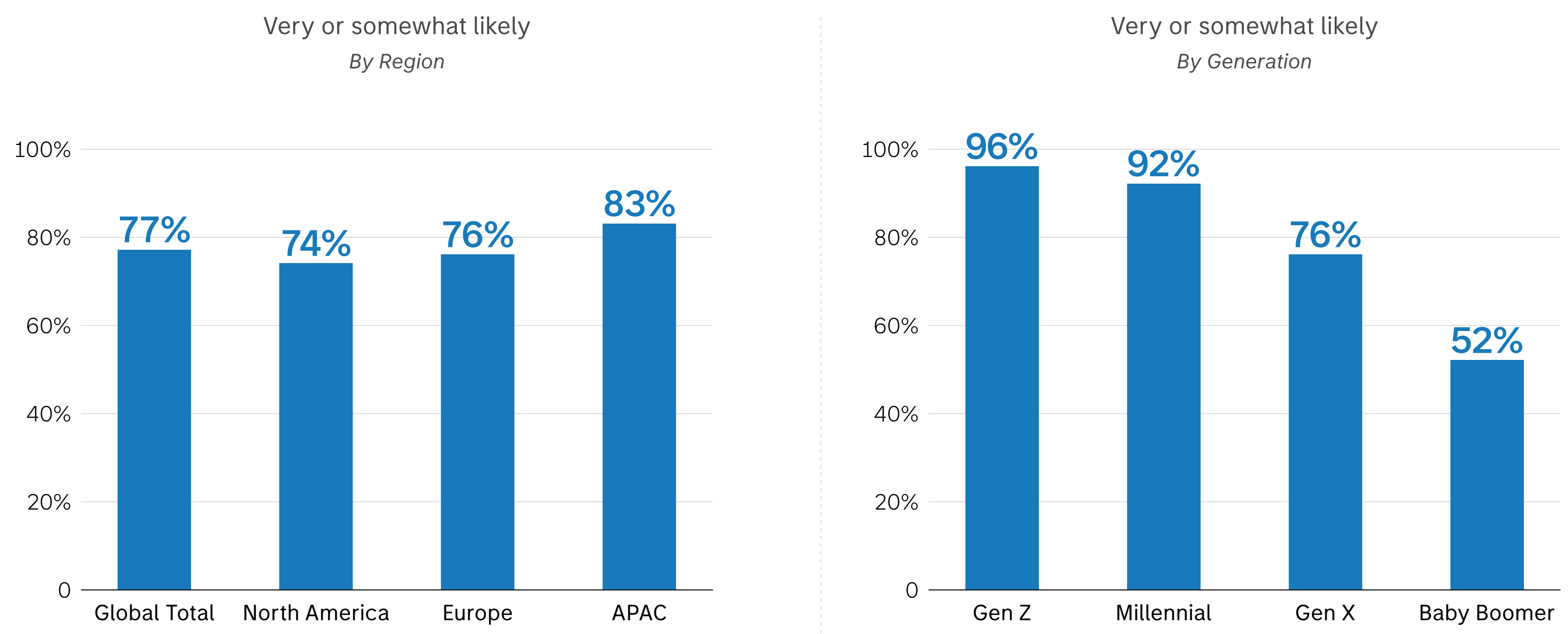


Source: Morgan Stanley Institute for Sustainable Investing, April 2025. Data as of March 25, 2025.

Sustainable investing offerings are important for selecting an advisor or investment platform, especially for younger investors

When looking for financial advice, 77% of global individual investors say they are likely to choose a financial advisor or investment platform based on sustainable investing offerings, a sentiment significantly higher in APAC (83%) compared to North America (74%) and Europe (76%). This is also stronger for Gen Z and Millennial investors, in line with how these groups report the lack of knowledge, product and advice as barriers (page 17). This suggests an opportunity for advisors and investment platforms to differentiate their offerings to attract new clients as wealth transfers to younger investors in the years to come.

How likely is it that you would select a financial advisor or investment platform based on their sustainable investing offerings?



Source: Morgan Stanley Institute for Sustainable Investing, April 2025. Data as of March 25, 2025.

Investment Themes & Priorities

While clean energy solutions are top of mind globally for investors, regional differences emerge on other sustainable solutions

Across North America, Europe and APAC, renewable energy and energy efficiency consistently rank as top investor priorities, reflecting a strong global emphasis on clean energy solutions. However, regional preferences vary on other sustainable solutions. North America respondents place greater focus on healthcare affordability and innovation, as well as plastic alternatives. Investors in Europe and APAC put more emphasis on energy storage and battery technology and regenerative agriculture and sustainable land use. Nuclear power ranks higher in Europe and North America, indicating greater openness to it as a clean energy source. Meanwhile, APAC uniquely emphasizes climate adaptation, likely due to its heightened vulnerability to extreme weather. These patterns reflect how sustainability priorities are shaped by global trends and local context.

Select up to five environmental and/or social solutions that you would be most interested in investing in today if targeted funds or strategies were available (% rank in top 5).

Environmental Solution | Social Solution

#	NORTH AMERICA		#	EUROPE		#	APAC	
1	Energy efficiency	36%	1	Renewable energy	43%	1	Renewable energy	43%
2	Clean water and sanitation	36%	2	Energy efficiency	35%	2	Energy efficiency	33%
3	Renewable energy	35%	3	Clean water and sanitation	34%	3	Energy storage and battery technology	27%
4	Affordable healthcare plans	28%	4	Waste management	25%	4	Climate adaptation	26%
5	New healthcare products or treatment methods	26%	5	Energy storage and battery technology	23%	5	Sustainable building materials	25%
6	Waste management	21%	6	Regenerative agriculture & other sustainable farming practices	20%	6	Clean water and sanitation	25%
7	Sustainable building materials	20%	7	Nuclear power	19%	7	Waste management	22%
8	Plastic alternatives	18%	8	Biofuels, including Sustainable Aviation Fuel	19%	8	New healthcare products or treatment methods	22%
9	Nuclear power	18%	9	Affordable healthcare plans	18%	9	Regenerative agriculture & other sustainable farming practices	21%
10	Energy storage and battery technology	17%	10	Sustainable building materials	18%	10	Affordable healthcare plans	20%

Source: Morgan Stanley Institute for Sustainable Investing, April 2025. Data as of March 25, 2025.

Investors prioritize environmental outcomes, with a strong focus on reducing pollution and waste

Across each region, investors have generally similar sentiments on what outcomes they hope to achieve with their investments, with "reducing pollution and waste" the top outcome across all regions. Biodiversity and nature issues appear to be more prominent in Europe, while access to food and healthcare are higher ranked in North America and APAC. "Supporting military veterans" is a standout for North America, ranking #6 with 17% putting it in their top 5, while that investment outcome is significantly lower for Europe (#17, 5%) and APAC (#20, 2%). These outcomes generally align with the investment solutions investors rank in their top 5, suggesting investors appear to be aligning their investment priorities with their preferred environmental and social outcomes.

Select up to three outcomes that you would most like to achieve through your investments (% rank in top 3 outcomes).

Environmental Solution | Social Solution | Environmental & Social Solution

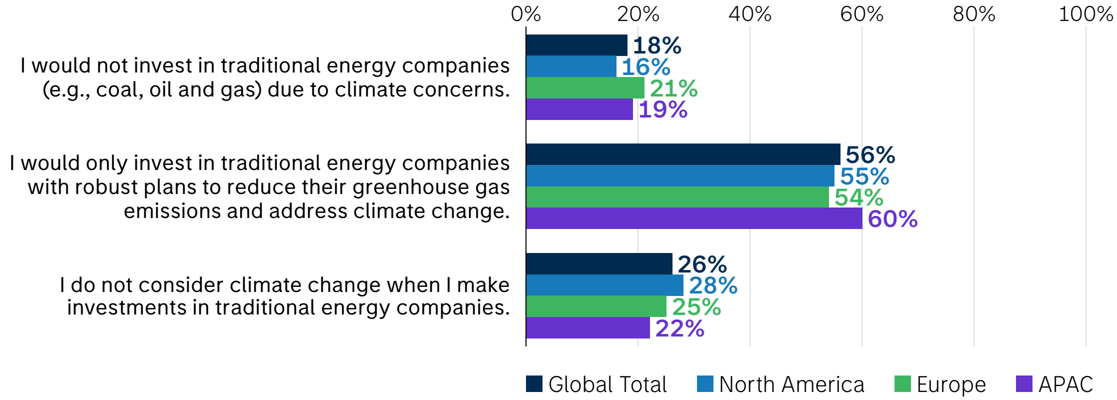
#	NORTH AMERICA	%	#	EUROPE	%	#	APAC	%
1	Reducing pollution and waste	**28%**	1	Reducing pollution and waste	**33%**	1	Reducing pollution and waste	**35%**
2	Improving access to healthcare	**23%**	2	Ocean conservation	**25%**	2	Reducing greenhouse gas emissions	**32%**
3	Improving food security and access	**20%**	3	Reducing greenhouse gas emissions	**25%**	3	Improving food security and access	**23%**
4	Reducing greenhouse gas emissions	**20%**	4	Protecting wildlife on land and in water	**24%**	4	Preventing deforestation	**22%**
5	Protecting wildlife on land and in water	**18%**	5	Preventing deforestation	**23%**	5	Improving access to healthcare	**22%**
6	Supporting military veterans	**17%**	6	Improving access to healthcare	**21%**	6	A fair and inclusive transition to a low-carbon economy	**18%**
7	Preventing deforestation	**17%**	7	Improving food security and access	**18%**	7	Ocean conservation	**17%**
8	Ocean conservation	**17%**	8	A fair and inclusive transition to a low-carbon economy	**16%**	8	Protecting wildlife on land and in water	**14%**
9	Mental health support and treatment	**15%**	9	Improving access to affordable housing	**12%**	9	Improving access to affordable housing	**13%**
10	Improving access to affordable housing	**13%**	10	Mental health support and treatment	**11%**	10	Reducing income inequality	**11%**

Source: Morgan Stanley Institute for Sustainable Investing, April 2025. Data as of March 25, 2025.

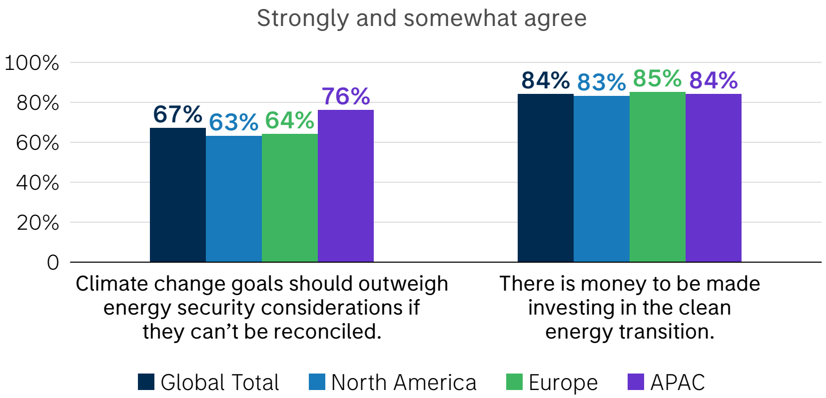
Investors favor climate-aligned strategies, with over 80% seeing the energy transition as an opportunity to generate returns

Across regions, individual investors show a strong preference for climate-aligned investment strategies, with 60% globally stating they would only invest in traditional energy companies with clear plans to reduce emissions and address climate change. A majority of investors (67% globally) believe that climate goals should take precedence over energy security if the two cannot be reconciled, a sentiment much stronger in APAC (76%) compared to North America (63%) and Europe (64%). Carbon offsets are also gaining interest, with 60% likely to purchase.

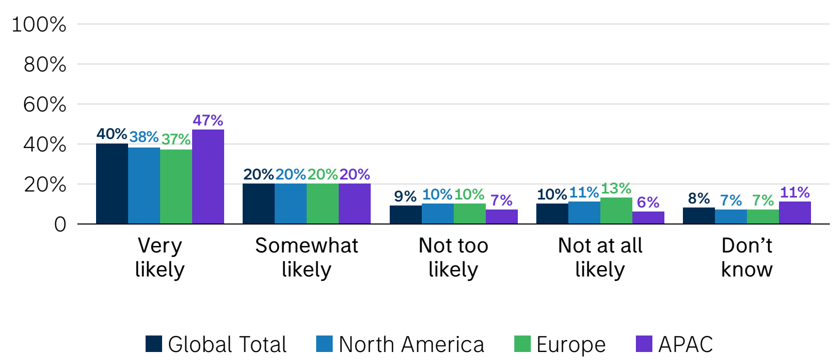
Below are three statements. Please choose the one that comes the closest to your own opinion.



Please indicate if you agree or disagree with each of the statements below.



If available, how likely would you be to purchase carbon offsets for your investment portfolio?



Source: Morgan Stanley Institute for Sustainable Investing, April 2025. Data as of March 25, 2025.

Sample Design

Sample Design

COUNTRIES, DEFINITIONS AND GENERAL POPULATION SAMPLE

COUNTRIES

- **North America:** The sample includes 757 individual investors (592 from the U.S., 91 from Canada and 74 from Mexico), with gender identity, sexual orientation, race and ethnicity, age and geography matching 2020 census records.
- **Europe:** The sample includes 500 individual investors (138 from the U.K., 97 from France, 76 from Germany, 65 from Spain, 23 from Sweden, 15 from Denmark, 13 from Norway, 11 from Ireland, 11 from Austria, 16 from Belgium, 19 from the Netherlands and 16 from Switzerland), with gender identity, age and geography matched to each country's most recent census.
- **APAC:** The sample includes 508 individual investors (41 from Australia, 51 from Mainland China, 69 from Japan, 76 from India, 40 from Malaysia, 30 from New Zealand, 56 from Singapore, 63 from Taiwan, 48 from Hong Kong SAR and 34 from the Philippines).

DEFINITIONS

The following definitions were provided to respondents, in addition to those noted on page 3.

- **"Greenwashing"** means false or misleading information used to persuade the public about the sustainable impacts of an organization's products or services.

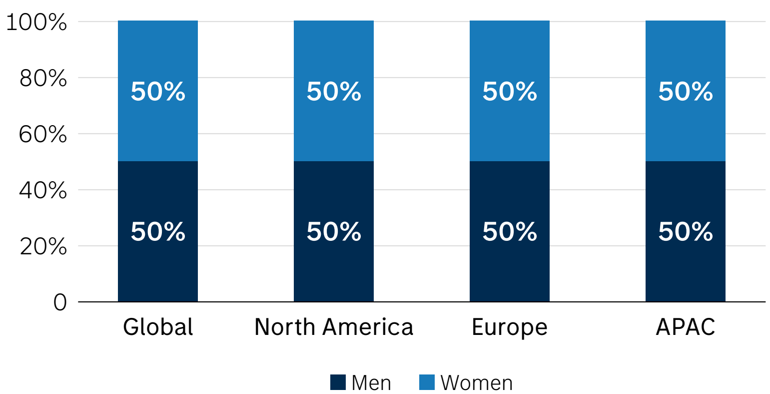
GENERAL POPULATION SAMPLE

Alongside the sample used throughout of investors with more than $100,000 in investable assets, Dynata LLC also conducted a survey of 1,511 individuals, split evenly between North America (n=504), Europe (n=507) and APAC (n=500). This sample was designed to be generally representative of the population in each region based on gender identity, sexual orientation and age, with the U.S. portion of the sample (n=390) also matched to census records for race and ethnicity. The chart on page 6 refers to this sample.

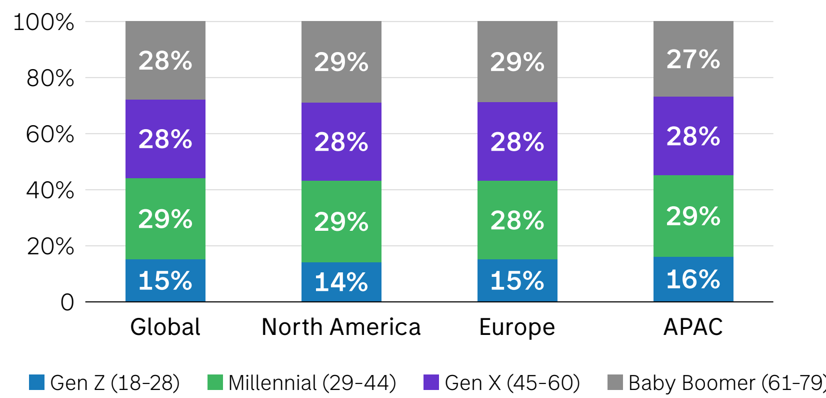
Sample Design

DEMOGRAPHICS

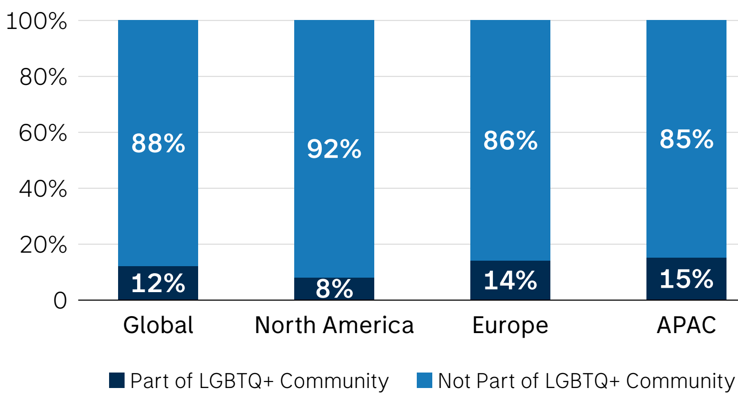
Sample Split by Gender Identity



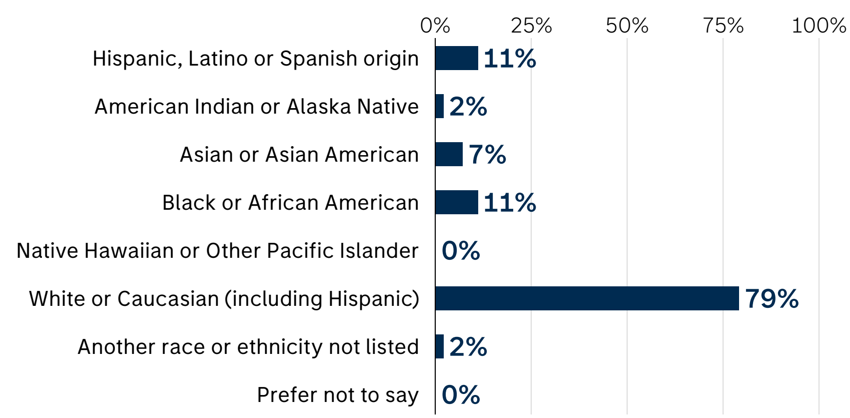
Sample Split by Generation



Sample Split by Sexual Identity



U.S. Race and Ethnicity*



Source: Morgan Stanley Institute for Sustainable Investing, April 2025. Data as of March 25, 2025.

*In line with the U.S. Census methodology, respondents were first asked about Hispanic, Latino or Spanish origin and then asked about race. Answers do not sum to 100% for this reason and also because respondents could select more than one option.

Sample Design

COMPARISON TO 2024 SURVEY

Comparisons to 2023 Survey

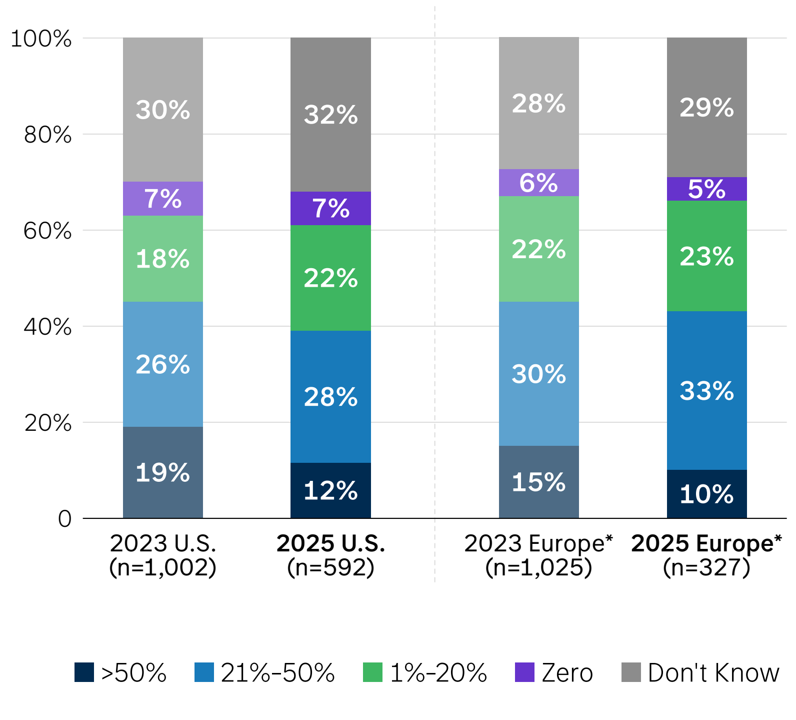
For the first time, the fifth (published in 2024) and sixth (published in 2025) editions of the Morgan Stanley Sustainable Signals: Individual Investor survey were carried out by the same vendor (Dynata LLC) and used a very similar sample design, in order to provide some indications of changes over time. Prior editions did not use the same provider or methodology, so are not directly comparable. The prior survey was conducted in October 2023, with a total of 2,820 respondents across the U.S. (n=1,002), Europe (n=1,025, made up of 289 from the U.K., 273 from France, 285 from Germany and 178 from Switzerland), and Japan (n=793). For the U.S., the sample was matched to 2020 Census records for gender identity, sexual orientation, race and ethnicity, age and geography. For Europe, the sample was representative for gender identity and age. In Japan, it was not possible to match the sample to the census.

As for the 2025 survey, respondents were required to be self-identified ‘active’ or ‘somewhat active’ investors between 18-80 years old with over $100,000 in non-retirement investment accounts, except for those between 18-28 years old (Gen Z—18-26 years old at the time of the 2024 survey). The only area where the 2024 and 2025 sample design differs, other than the countries included, was for Gen Z. The 2024 survey required Gen Z participants self-identify as active investors, to have or be planning to open a non-retirement investment account, and did not set a minimum asset requirement. For Gen Z in the 2025 survey, the active investor qualifier was the same, and this time they were required to have a non-retirement investment account, although the $100,000 minimum requirement for investable assets set for other age groups did not apply. The reasons for this change are firstly that a larger proportion of the age group meets the requirement to be aged over 18, increasing the pool of potential respondents, and secondly in order to move the qualifiers closer to those for other generations over time. The chart on page 8 compares the 2024 sample to the 2025 answers for the comparable countries, i.e., U.S., Europe including only U.K., France, Germany and Switzerland. The Japan sample in the 2025 survey was only n=69 and had a substantially different generational makeup, so Japan comparisons are not included here.

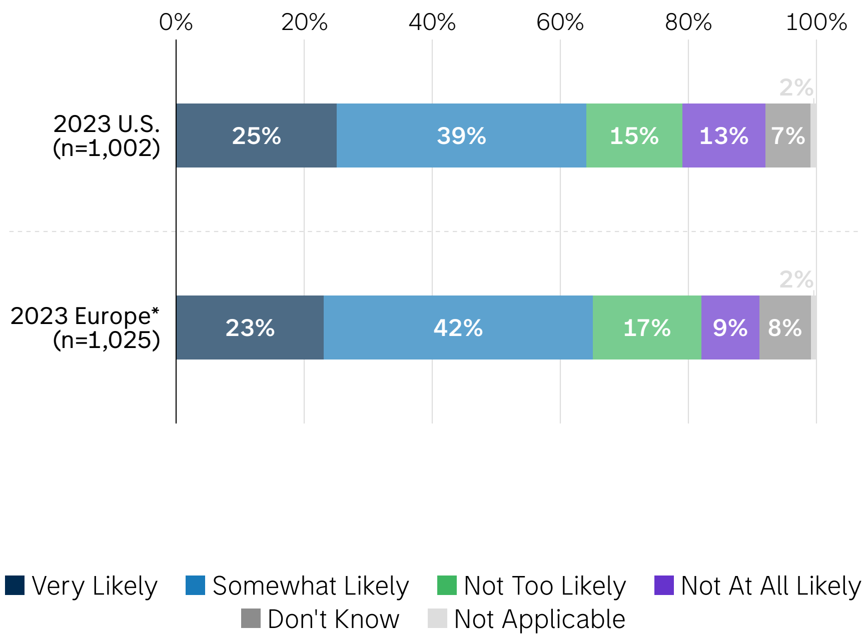
Portfolio allocations to sustainable options from our 2023 survey

As noted on page 12, around two-thirds of respondents in the prior survey said they were "very" or "somewhat likely" to increase the percentage of their portfolio allocated to sustainable investments. However, responses on the proportion of investors' portfolios allocated to sustainable investments in the 2025 survey did not show a substantial increase over the prior survey.

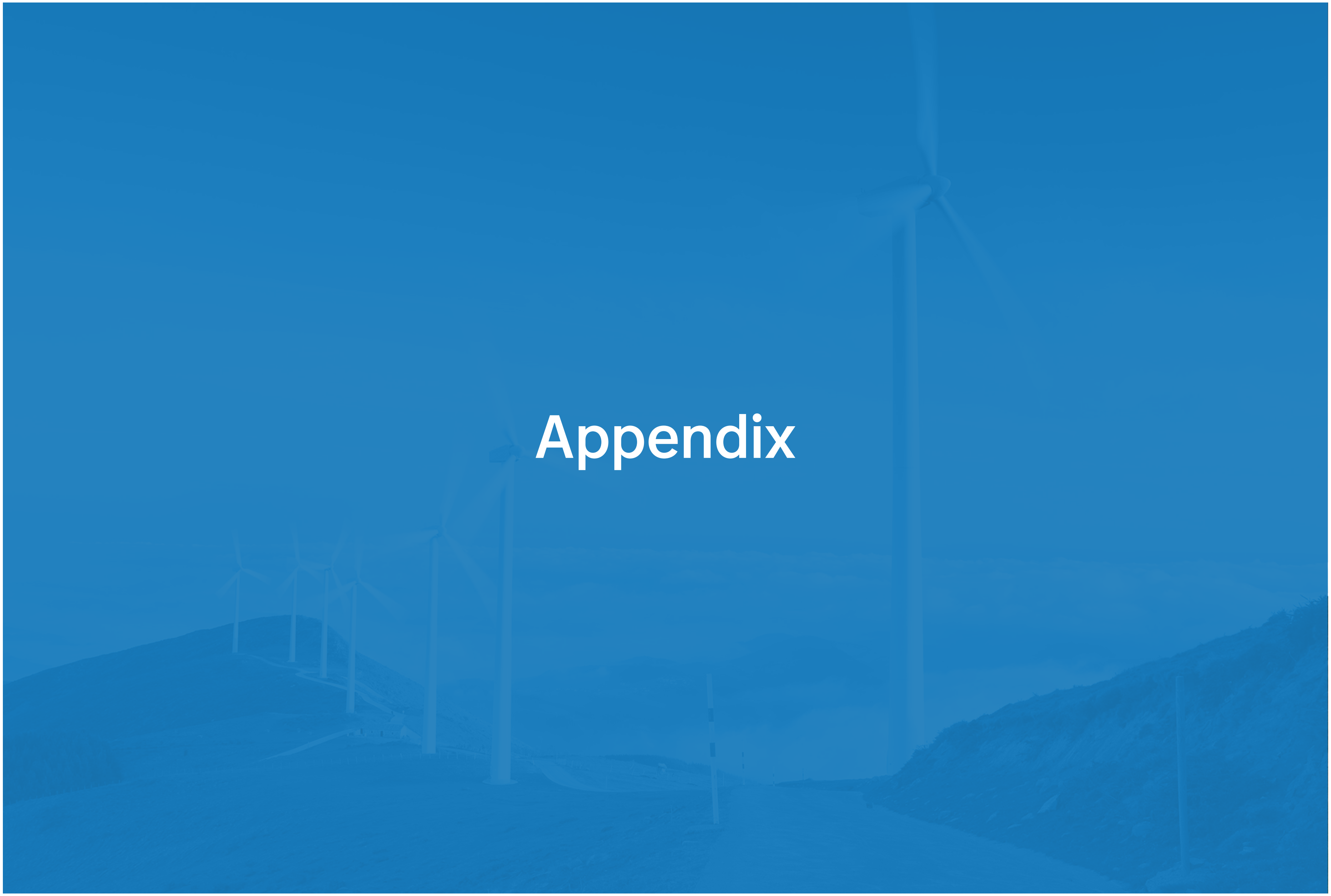
What percentage of your portfolio is currently invested in companies or investment funds that seek to make a positive social or environmental impact?



How likely are you to *increase* the percentage of your portfolio allocated to sustainable investments within the next 12 months?**



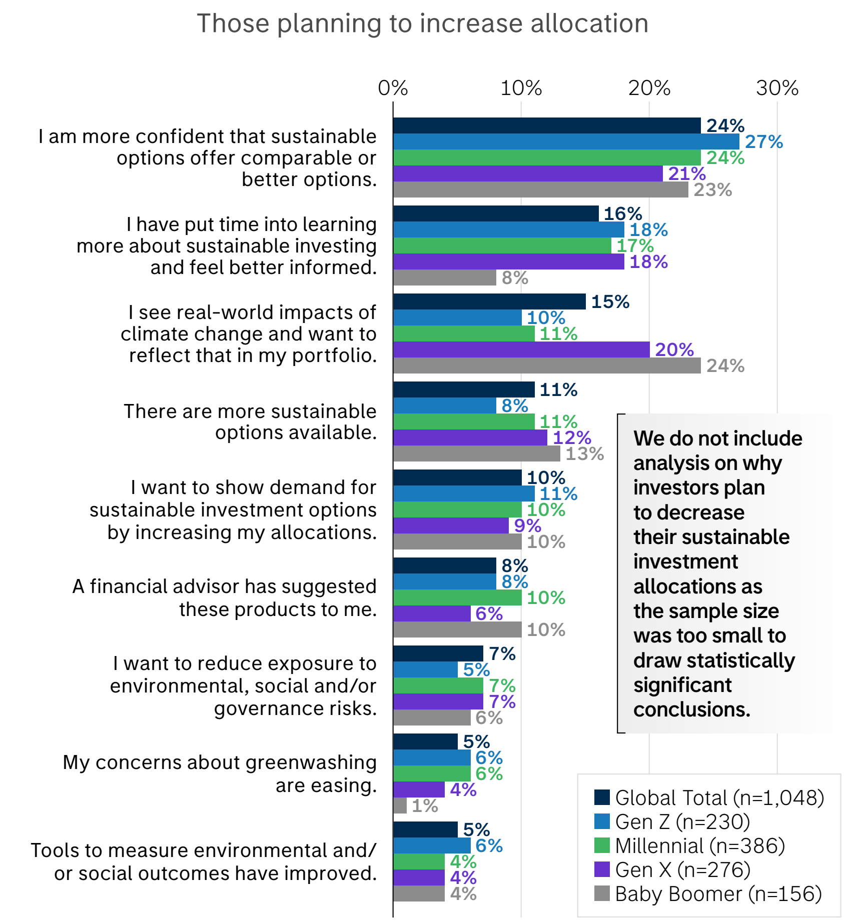
Source: Morgan Stanley Institute for Sustainable Investing, April 2025. Data as of March 25, 2025.
*For this page only, Europe includes only U.K., France, Germany, Switzerland. The 2025 Japan sample was n=69, too small to draw a meaningful comparison.
**This was asked differently in the 2025 survey, so there is no direct comparison.



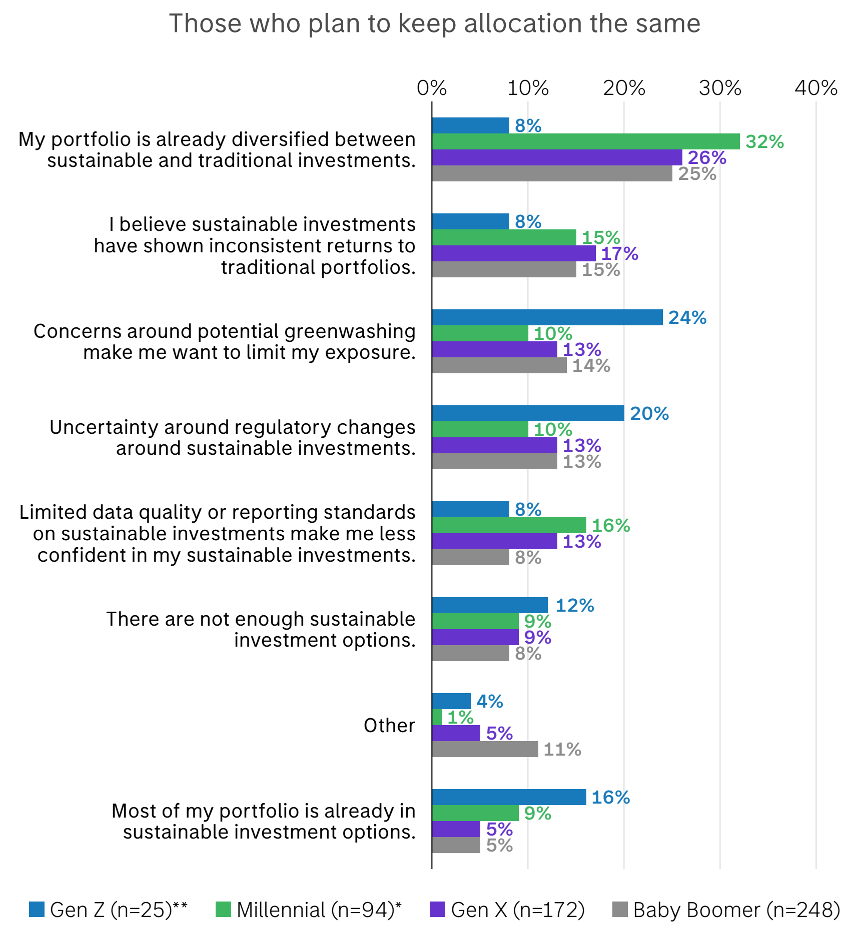
Appendix

Drivers of sustainable allocation decisions by generation

From the list below, please select the top reason for wanting to increase your sustainable allocations over the next 12 months.



Please select the top reason for wanting to maintain your sustainable allocations over the next 12 months.



Source: Morgan Stanley Institute for Sustainable Investing, April 2025. Data as of March 25, 2025.
*Small sample, where n=<100.
**Very small sample, where n=<30 and conclusions may not be reliable.

Full List of Environmental and Social Solutions

Select up to five environmental and/or social solutions that you would be most interested in investing in today if targeted funds or strategies were available (% rank in top 5).

Environmental Solution | Social Solution

#	NORTH AMERICA		#	EUROPE		#	APAC	
1	**Energy efficiency**	**36%**	1	**Renewable energy**	**43%**	1	**Renewable energy**	**43%**
2	**Clean water and sanitation**	**36%**	2	**Energy efficiency**	**35%**	2	**Energy efficiency**	**33%**
3	**Renewable energy**	**35%**	3	**Clean water and sanitation**	**34%**	3	**Energy storage and battery technology**	**27%**
4	**Affordable healthcare plans**	**28%**	4	**Waste management**	**25%**	4	**Climate adaptation**	**26%**
5	**New healthcare products or treatment methods**	**26%**	5	**Energy storage and battery technology**	**23%**	5	**Sustainable building materials**	**25%**
6	Waste management	21%	6	Regenerative agriculture & other sustainable farming practices	20%	6	Clean water and sanitation	25%
7	Sustainable building materials	20%	7	Nuclear power	19%	7	Waste management	22%
8	Plastic alternatives	18%	8	Biofuels, including Sustainable Aviation Fuel	19%	8	New healthcare products or treatment methods	22%
9	Nuclear power	18%	9	Affordable healthcare plans	18%	9	Regenerative agriculture & other sustainable farming practices	21%
10	Energy storage and battery technology	17%	10	Sustainable building materials	18%	10	Affordable healthcare plans	20%
11	Climate adaptation	16%	11	Plastic alternatives	18%	11	Biofuels, including Sustainable Aviation Fuel	19%
12	Regenerative agriculture & other sustainable farming practices	15%	12	Hydrogen, including fuel cells	18%	12	Plastic alternatives	18%
13	Affordable or low-income housing	15%	13	Climate adaptation	18%	13	Hydrogen, including fuel cells	18%
14	Carbon capture and storage	13%	14	New healthcare products or treatment methods	17%	14	Aging population	18%
15	Biofuels, including Sustainable Aviation Fuel	13%	15	Carbon capture and storage	14%	15	Carbon capture and storage	13%
16	Aging population	13%	16	Affordable or low-income housing	13%	16	Nucelar power	11%
17	Hydrogen, including fuel cells	12%	17	Aging population	11%	17	Low-carbon/alternative protein	10%
18	Nursing/caring services	11%	18	Projects benefiting women in developing countries	10%	18	Access to higher education	9%
19	Access to higher education	11%	19	Access to primary and secondary schooling	8%	19	Projects benefiting women in developing countries	9%
20	Projects benefiting women in developing countries	11%	20	Nursing/caring services	8%	20	Companies with strong female representation and/or policies or practices supporting gender equity	9%
21	Companies with strong female representation and/or policies or practices supporting gender equity	10%	21	Accessible lending	7%	21	Accessible lending	8%
22	Broadening access to vaccines	10%	22	Low-carbon/alternative protein	7%	22	Affordable or low-income housing	8%
23	Access to primary and secondary schooling	8%	23	Broadening access to vaccines	7%	23	Nursing/caring services	8%
24	Accessible lending	7%	24	Access to higher education	7%	24	Declining birthrate & depopulation	8%
25	Companies founded by an underrepresented founder	7%	25	Companies with strong female representation and/or policies or practices supporting gender equity	7%	25	Companies founded by an underrepresented founder	6%
26	Low-carbon/alternative protein	7%	26	Companies founded by an underrepresented founder	6%	26	Broadening access to vaccines	6%
27	Declining birthrate & depopulation	4%	27	Declining birthrate & depopulation	6%	27	Green ammonia	5%
28	None of these	4%	28	Green ammonia	4%	28	Access to primary and secondary schooling	5%
29	Green ammonia	3%	29	None of these	2%	29	None of these	2%

Source: Morgan Stanley Institute for Sustainable Investing, April 2025. Data as of March 25, 2025.

Full List of Investment Outcomes

Select up to three outcomes that you would most like to achieve through your investments (% rank in top 3 outcomes).

Environmental Solution | Social Solution | Environmental & Social Solution

#	NORTH AMERICA		#	EUROPE		#	APAC	
1	**Reducing pollution and waste**	**28%**	**1**	**Reducing pollution and waste**	**33%**	**1**	**Reducing pollution and waste**	**35%**
2	**Improving access to healthcare**	**23%**	**2**	**Ocean conservation**	**25%**	**2**	**Reducing greenhouse gas emissions**	**32%**
3	**Improving food security and access**	**20%**	**3**	**Reducing greenhouse gas emissions**	**25%**	**3**	**Improving food security and access**	**23%**
4	**Reducing greenhouse gas emissions**	**20%**	**4**	**Protecting wildlife on land and in water**	**24%**	**4**	**Preventing deforestation**	**22%**
5	**Protecting wildlife on land and in water**	**18%**	**5**	**Preventing deforestation**	**23%**	**5**	**Improving access to healthcare**	**22%**
6	Supporting military veterans	17%	6	Improving access to healthcare	21%	6	A fair and inclusive transition to a low-carbon economy	18%
7	Preventing deforestation	17%	7	Improving food security and access	18%	7	Ocean conservation	17%
8	Ocean conservation	17%	8	A fair and inclusive transition to a low-carbon economy	16%	8	Protecting wildlife on land and in water	14%
9	Mental health support and treatment	15%	9	Improving access to affordable housing	12%	9	Improving access to affordable housing	13%
10	Improving access to affordable housing	13%	10	Mental health support and treatment	11%	10	Reducing income inequality	11%
11	A fair and inclusive transition to a low-carbon economy	11%	11	Protecting and supporting workers	10%	11	Mental health support and treatment	11%
12	Protecting and supporting workers	11%	12	Reducing income inequality	9%	12	Developing healthcare worker skills	10%
13	Developing healthcare worker skills	11%	13	Socioeconomic equity and inclusion	9%	13	Access to education for under-represented groups	10%
14	Reducing income inequality	10%	14	Developing healthcare worker skills	8%	14	Protecting and supporting workers	9%
15	Supporting my faith-based values	10%	15	Access to education for under-represented groups	8%	15	Socioeconomic equity and inclusion	8%
16	Racial diversity and inclusion	9%	16	Racial diversity and inclusion	5%	16	Racial diversity and inclusion	8%
17	Socioeconomic equity and inclusion	8%	17	Supporting military veterans	5%	17	Supporting my faith-based values	6%
18	Access to education for under-represented groups	5%	18	None of these	5%	18	LGBTQ+ equity and inclusion	5%
19	None of these	5%	19	Supporting my faith-based values	5%	19	None of these	4%
20	LGBTQ+ equity and inclusion	5%	20	LGBTQ+ equity and inclusion	4%	19	Supporting military veterans	2%
21	Prisoner rehabilitation	4%	21	Prisoner rehabilitation	3%	21	Prisoner rehabilitation	2%

Source: Morgan Stanley Institute for Sustainable Investing, April 2025. Data as of March 25, 2025.

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