

POPULATION SURVEY ON THE USE OF INVESTMENTS

On behalf of



LVOA

ALLIANCE OF
LITHUANIAN CONSUMER
ORGANIZATIONS

Conducted by

spinter research



THE INDEPENDENT
RESEARCH INSTITUTES
NETWORK

October 2019



TOOLS

SURVEY METHODOLOGY

- PERIOD: 17/10/2019 - 28/10/2019
- OBJECTIVE: To understand the opinion of residents about the use of investments.
- TARGET GROUP: Residents aged 18-75.
- SURVEY METHOD: Combined survey method: 60 % CAPI (Computer assisted personal interview) and 40 % CAWI (Computer assisted web interview). The CAPI interview is conducted by a professional interviewer. The interviewer interviews a respondent according to the prepared questions, recording the answers in the questionnaire. During the CAWI interview, a respondent will receive a link to the questionnaire, which must be filled out at the time convenient for the respondent. This is a unique link, i.e. the questionnaire cannot be filled out more than once.
- SAMPLE SIZE: Survey research included 1008 respondents.
- LOCATION: The entire territory of the country.
- DATA ANALYSIS: The analysis has been performed with the help of SPSS/PC software. The report presents the general distribution (percentage) of responses, and distribution by the social and demographic characteristics (See, Annexes).

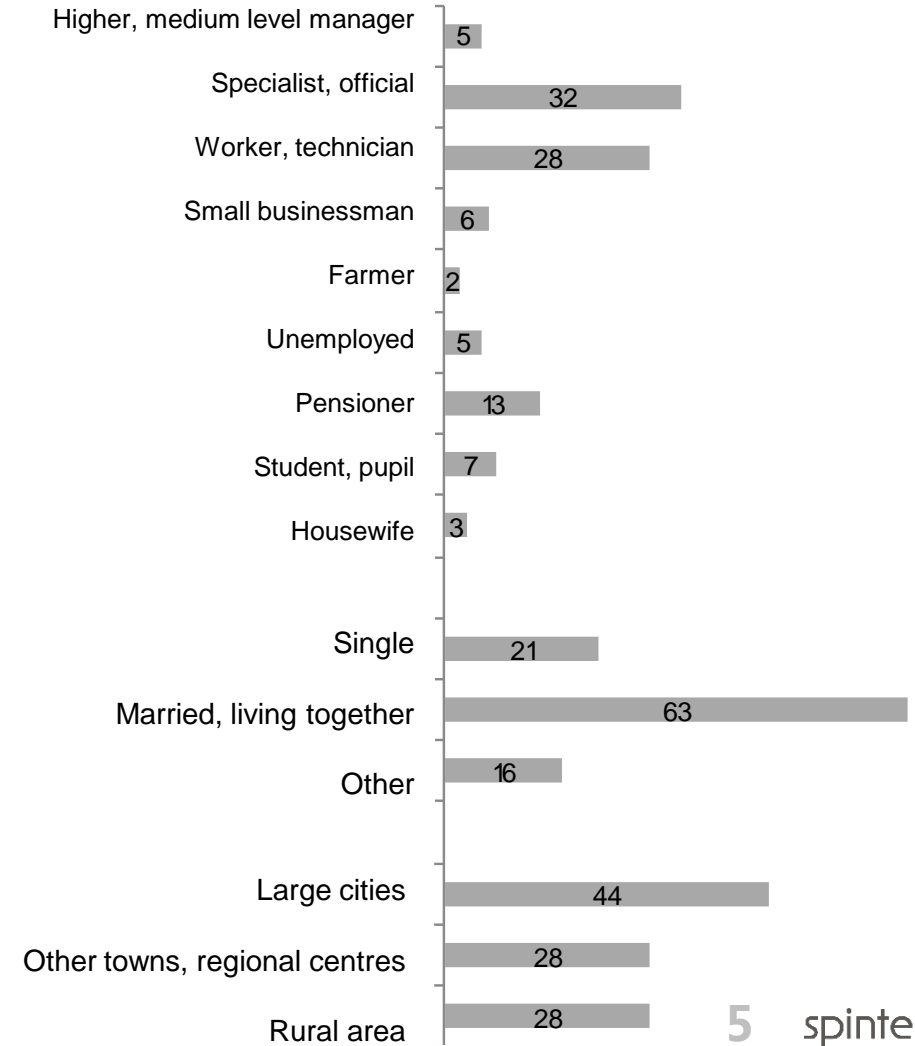
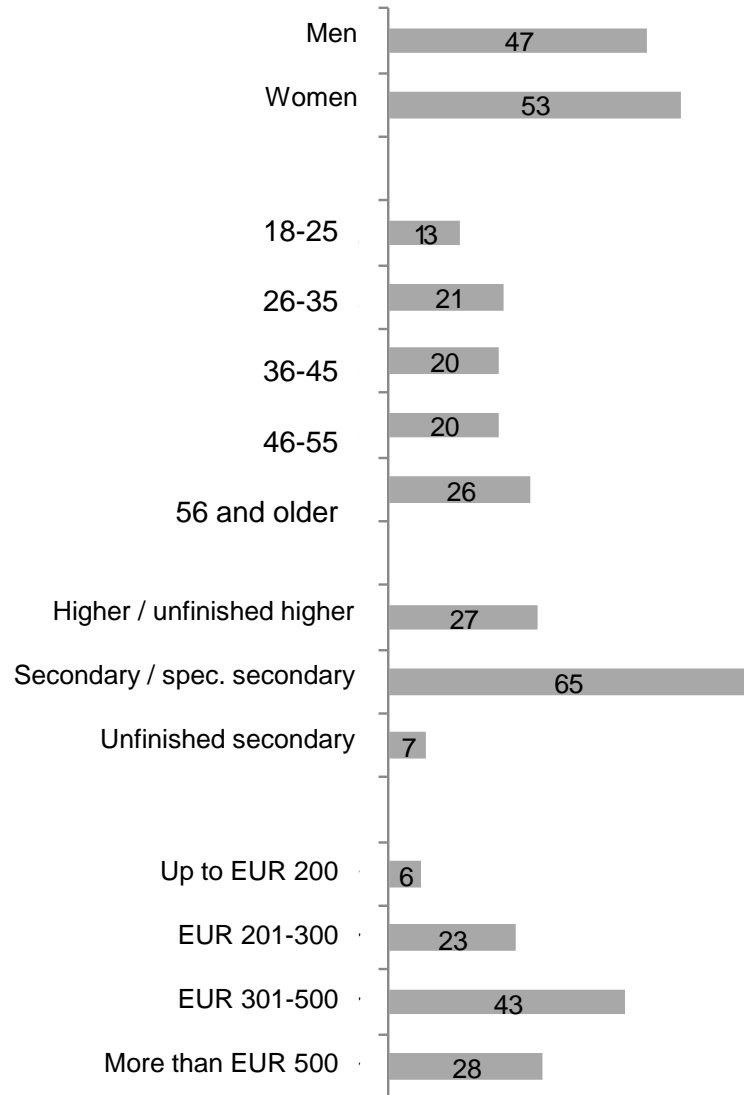
STATISTICAL BIAS

The sample quantitative research always has a probability of a statistical bias, which must be taken into consideration for the interpretation of data. E.g.: if after interviewing 1008 respondents, we arrive at 20.9 % of respondents who know about the UN's 17 Sustainable Development Goals, then there is a 95 % probability that the true value is between 18.4 % and 23.4 %.

Estimated accuracy declines with decrease in the number of the analysed responses. The table below will help to determine the statistical bias.

	3/97	5/95	10/90	15/85	20/80	25/75	30/70	40/60	50/50
N=									
10	10.6	13.5	18.6	22.1	24.8	26.8	28.4	30.4	31.0
30	6.1	7.8	10.7	12.8	14.3	15.5	16.4	17.5	17.9
50	4.7	6.0	8.3	9.9	11.1	12.0	12.7	13.6	13.9
75	3.9	4.9	6.8	8.1	9.1	9.8	10.4	11.1	11.3
100	3.3	4.3	5.9	7.0	7.8	8.5	9.0	9.6	9.8
150	2.7	3.5	4.8	5.7	6.4	6.9	7.3	7.8	8.0
200	2.4	3.0	4.2	4.9	5.5	6.0	6.4	6.8	6.9
300	1.9	2.5	3.4	4.0	4.5	4.9	5.2	5.5	5.7
400	1.7	2.1	2.9	3.5	3.9	4.2	4.5	4.8	4.9
500	1.5	1.9	2.6	3.1	3.5	3.8	4.0	4.3	4.4
600	1.4	1.7	2.4	2.9	3.2	3.5	3.7	3.9	4.0
700	1.3	1.6	2.2	2.6	3.0	3.2	3.4	3.6	3.7
800	1.2	1.5	2.1	2.5	2.8	3.0	3.2	3.4	3.5
1,000	1.1	1.4	1.9	2.2	2.5	2.7	2.8	3.0	3.1
1,500	0.9	1.1	1.5	1.8	2.1	2.2	2.4	2.5	2.6
2,000	0.8	1.0	1.3	1.6	1.8	1.9	2.0	2.1	2.2
2,500	0.7	0.9	1.2	1.4	1.6	1.7	1.8	1.9	2.0

SOCIAL AND DEMOGRAPHIC CHARACTERISTICS

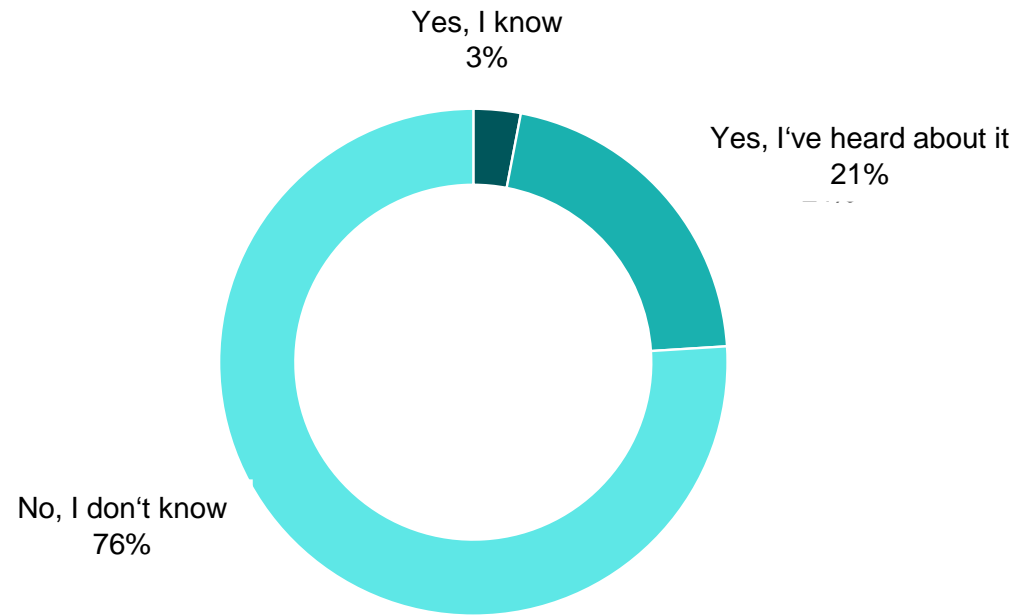


UN's 17 SUSTAINABLE DEVELOPMENT GOALS (%)

Do you know what the United Nations' 17 Sustainable Development Goals (Agenda 2030) are?

N=1008

The respondents with the highest income heard most frequently about it.

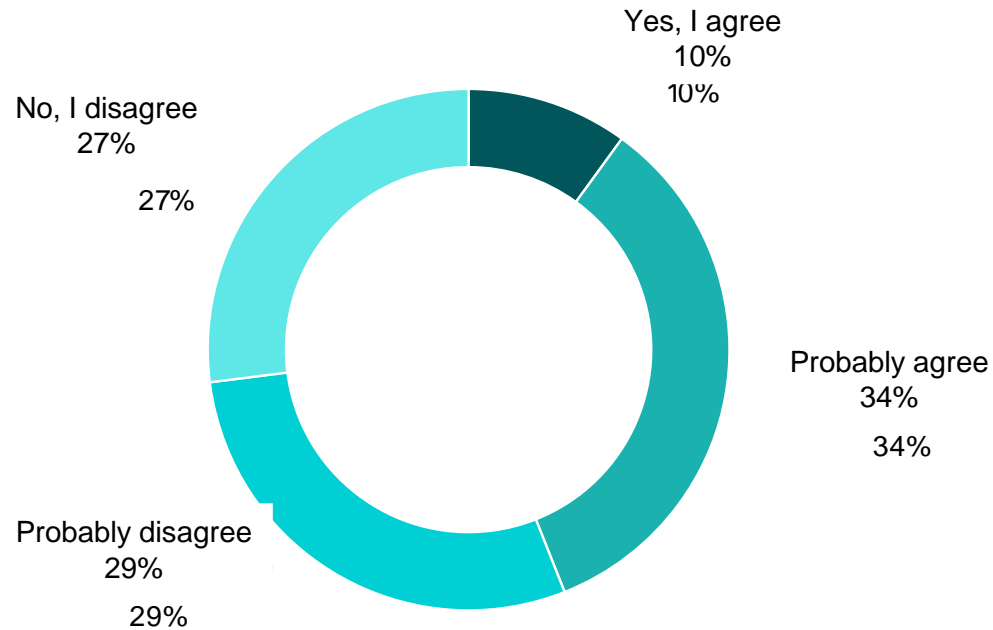


PART OF TAXES TO BE USED TO REDUCE POVERTY IN OTHER COUNTRIES (%)

Would you agree to have a part of your taxes allocated for reduction of poverty in more disadvantaged countries of the world?

N=1008

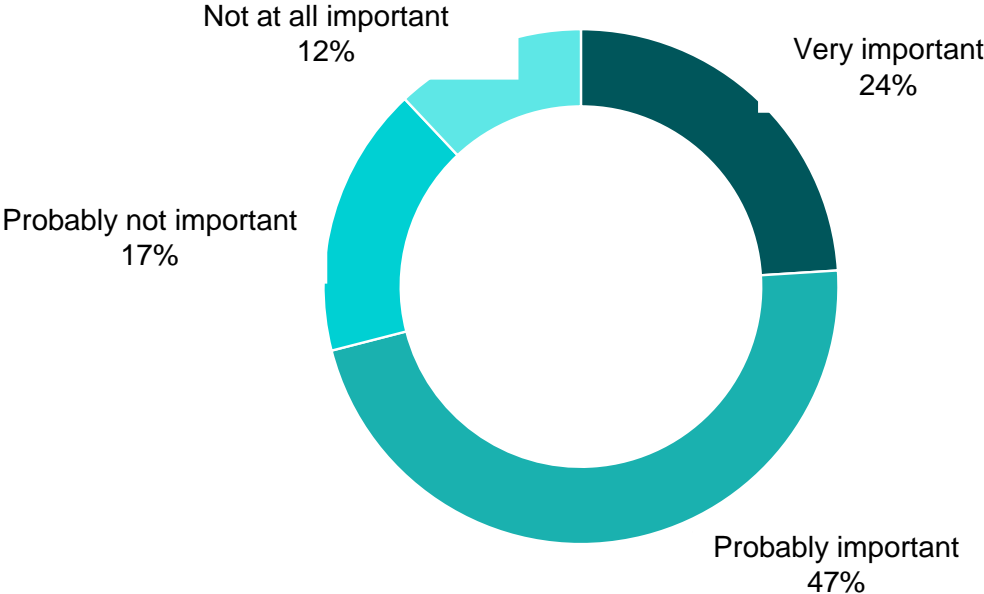
The respondents with a higher income most frequently responded "probably agree" .



SUSTAINABLE INVESTMENT (%)

If you were to plan to invest your money and were looking for an investment fund, how important would it be that the fund conducted investments pursuant to the “sustainable investment” principle, i.e. in transparently managed, socially responsible and environmentally friendly business?

N=1008



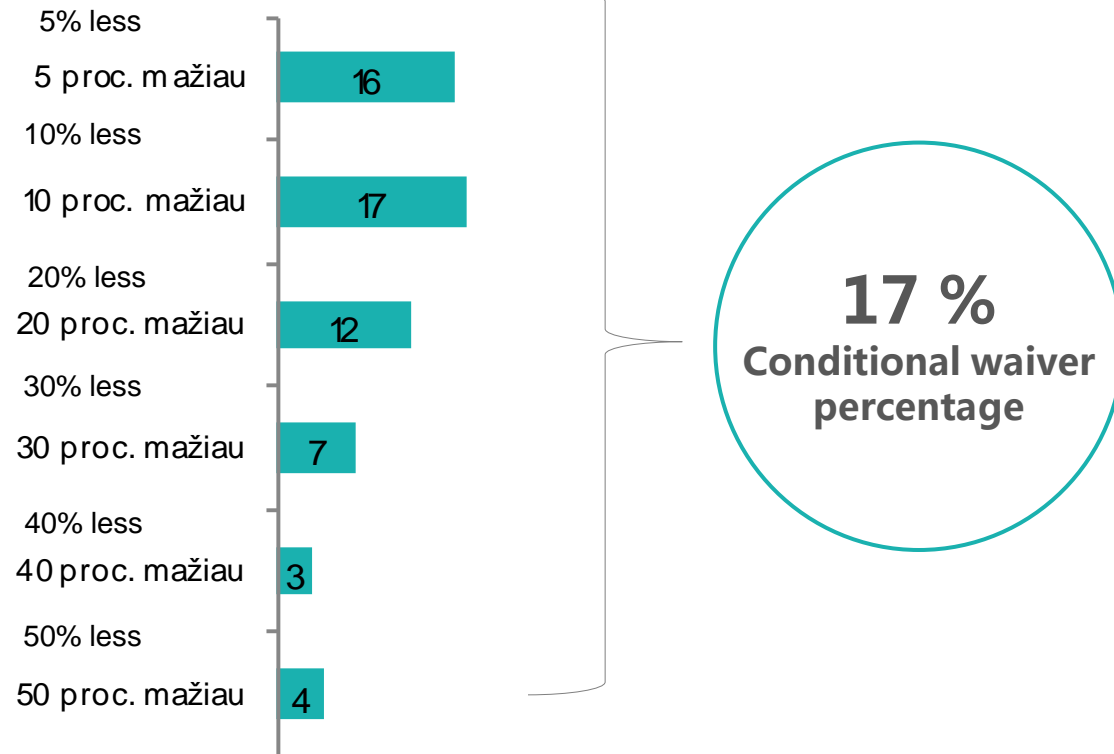
The respondents aged 26-45 most frequently find it very important, probably important – the youngest respondents, respondents with higher education and higher income, and city residents.

INVESTMENTS IN SOCIALLY RESPONSIBLE BUSINESS (%)

How much less profit would you agree to receive in exchange for investing only in socially responsible business?

N=1008

41 % would not agree and rather choose a fund with a higher expected return on investment



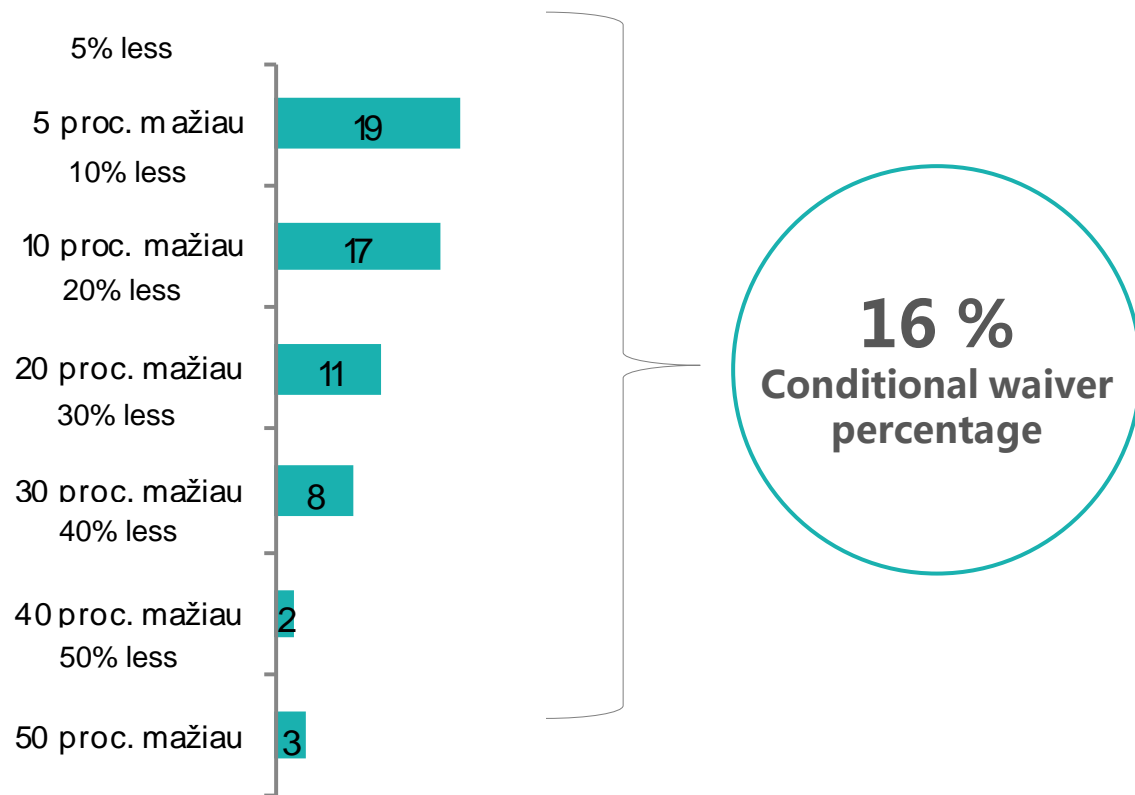
Respondents with the highest income and residents of large cities more frequently agree to "10 % less" .

INVESTMENTS IN ENVIRONMENTALLY FRIENDLY BUSINESS (%)

How much less profit would you agree to receive in exchange for investing only in environmentally responsible business?

N=1008

40 % would not agree and rather choose a fund with a higher expected return on investment



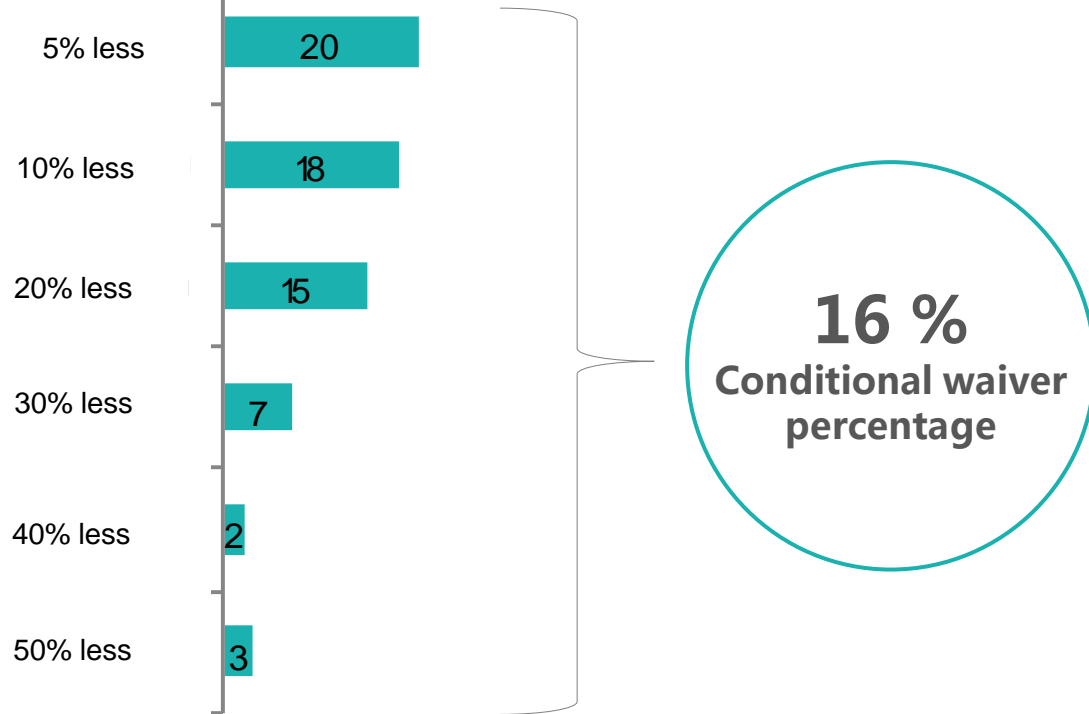
Women and respondents aged 18-45 more frequently agree to "5 % less" , women, respondents with the highest income and residents of large cities – to "10 % less" .

INVESTMENTS IN TRANSPARENTLY MANAGED BUSINESS (%)

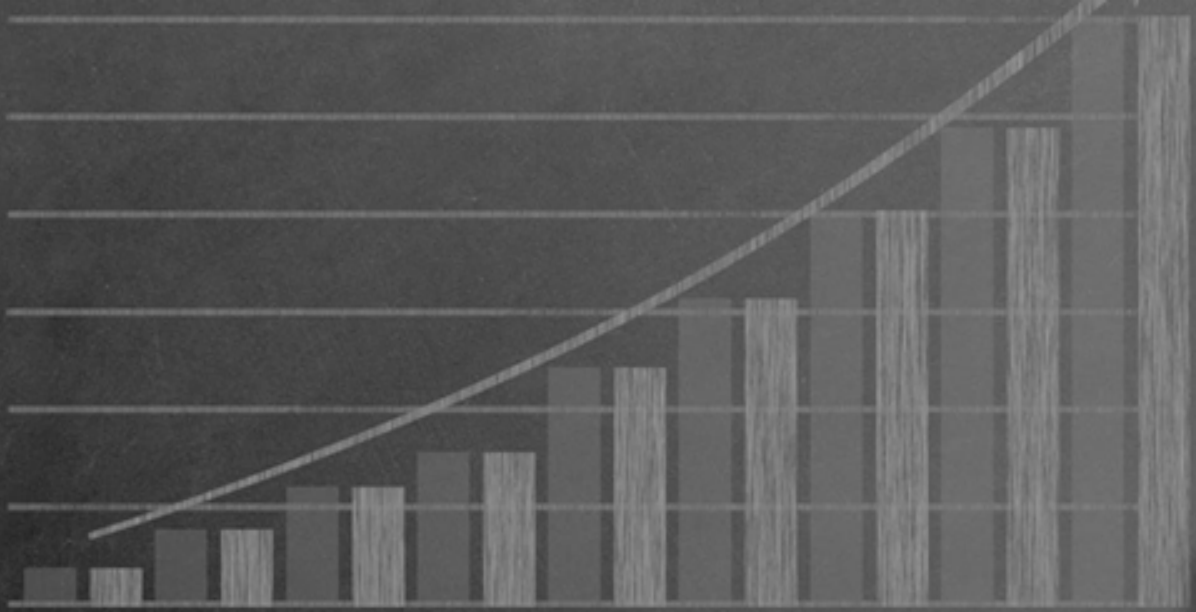
How much less profit would you agree to receive in exchange for investing only in transparently managed business?

N=1008

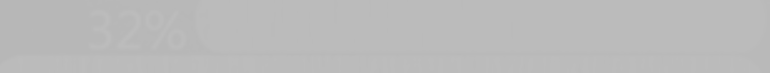
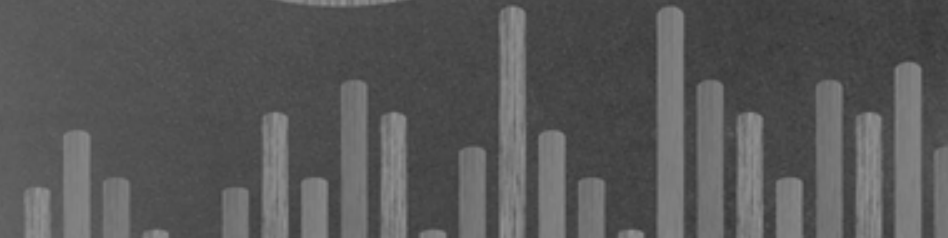
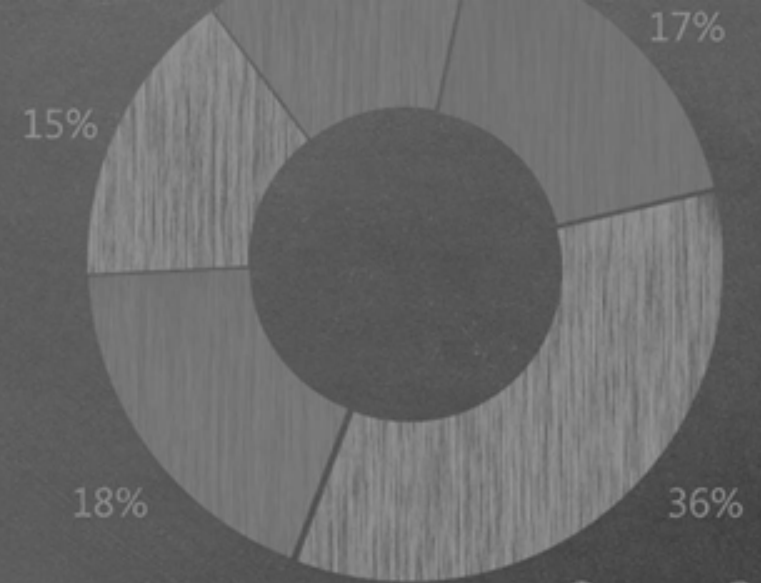
37 % would not agree and rather choose a fund with a higher expected return on investment



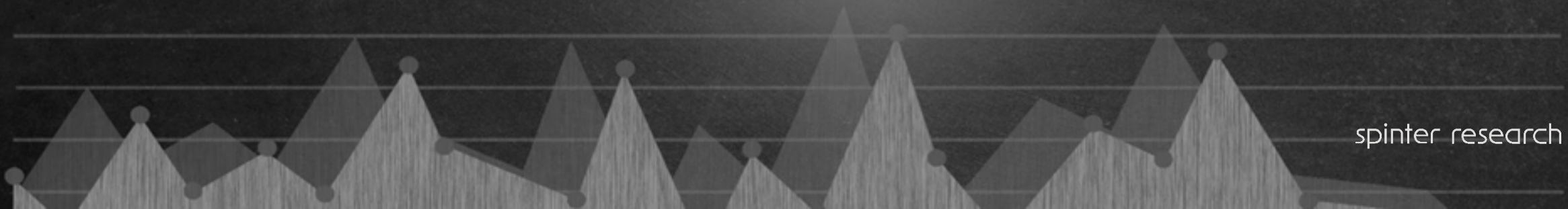
Women more frequently agree to "5 % less", respondents with the highest income and residents of large cities – to "10 % less" .



100
80
60
40
20
10



51%
SUMMARY



SUMMARY

- Nearly a fourth (24 %) of the respondents know about the United Nations' 17 Sustainable Development Goals: 3 % responded – yes, I know, 21 % – yes, I've heard about it, 76 % did not know about the Goals.
- 44 % of the respondents agree to a part of their tax being allocated for reduction of poverty in more disadvantaged countries: 10 % agree, 34 % – probably agree.
- 71 % of the respondents find it important that the fund they plan to invest in conforms to the "sustainable investment" principle: 24 % find it very important, 47 % – probably important.
- The respondents who would agree to receive less profit if their funds are invested only in socially responsible business, conditionally agree to waive 17 % of their profit. Nonetheless, 41 % would strongly disagree and rather choose a fund offering a higher expected return on investment.
- The respondents who would agree to receive less profit if their funds are invested only in environmentally responsible business, conditionally agree to waive 16 % of their profit. 40 % would strongly disagree and rather choose a fund offering a higher expected return on investment.
- The respondents who would agree to receive less profit if their funds are invested only in transparently managed business, conditionally agree to waive 16 % of their profit. 37 % would strongly disagree and rather choose a fund offering a higher expected return on investment.

THANK YOU!

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