

Table 1: Investors' Interest in ESG Themes					
Age	<40	40-49	50-59	60-69	≥70
I would prefer to invest in companies that are leaders in environmentally responsible practices.	75%	60%	46%	41%	43%
I would prefer to invest in companies that pay their workers a fair/living wage.	82%	72%	60%	61%	62%
I would prefer to invest in companies with diverse boards in terms of race/gender/ethnicity.	66%	51%	33%	31%	33%
I would prefer to invest in female- or minority-led companies.	47%	34%	18%	13%	8%
I would prefer not to invest in companies whose products I find objectionable (e.g., tobacco, firearms, alcohol).	62%	57%	37%	41%	47%