

66% of Quebecers would allocate a portion of investments to responsible investing

Responsible investing surpasses \$2 billion at Desjardins

Lévis, April 22, 2016 – While only 46% of Quebecers have heard of [responsible investing](#) (RI), 66% said they'd be willing to allocate a portion of their investments to it when told about this option. Responsible investing may have topped the \$2 billion mark at Desjardins, but Quebecers' interest in RI suggests this kind of investing could grow by leaps and bounds in the coming years.

This was the conclusion of an online survey of 1,060 Quebecers conducted for Desjardins Wealth Management between January 7 and 12, 2016.

“Responsible investing being a fairly recent phenomenon, it's encouraging to see that 46% of Quebecers have heard of it. What amazes me even more is that 70% of respondents who were told about RI by their advisor opted for this kind of investment,” explained Rosalie Vendette, a senior RI advisor with Desjardins Wealth Management. “This confirms that information and education are key to promoting RI in Quebec.”

The survey also revealed the RI issues that are most important to Quebecers:

- 90% say they are very concerned or somewhat concerned about human rights
- 89% say they are very concerned or somewhat concerned about air quality
- 91% say they are very concerned or somewhat concerned about preserving nature and forests

Social responsibility plus performance

[Responsible investing](#) is an investment strategy that selects and manages investments based on environmental, social and governance (ESG) criteria. For mutual funds and guaranteed investments alike, independent analyses show that RI products offer comparable returns to traditional products of the same type. However, 22% of Quebecers surveyed buy into the myth that the returns on IR products are lower than traditional investments.

Before being selected as part of an RI strategy, companies undergo a review of their ESG practices, as well as an in-depth financial analysis to ensure that the company will offer value to investors. Many people feel that responsible investing offers more effective risk management. At the very least, it's no more risky than traditional investing.

Survey methodology

The responsible investing online survey was conducted on behalf of Desjardins Wealth Management and surveyed 1,060 Quebecers between January 7 and 12, 2016. The margin of error was $\pm 3.5\%$, 19 times out of 20.

About Desjardins Group

[Desjardins Group](#) is the leading cooperative financial group in Canada and the sixth largest cooperative financial group in the world, with assets of \$248.1 billion. It has been rated one of the Best Employers in Canada by Aon Hewitt. To meet the diverse needs of its members and clients, Desjardins offers a full range of products and services to individuals and businesses through its extensive distribution network, online platforms and subsidiaries across Canada. Considered North America's strongest bank according to Bloomberg News, Desjardins has one of the highest capital ratios and [credit ratings](#) in the industry.

- 30 -

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