

1 Appendix: Survey Details

A1. Survey flow of the experiment

Please enter your ProlificID (check your input carefully):

[/-----page break-----/]

[Study overview]

Study overview

Welcome to this research study on investment decisions. This survey will take about 15 minutes to complete.

This survey is carried out by:

Professor Hunt Allcott (Stanford University)

Professor Mark Egan (Harvard University)

Professor Paul Smeets (University of Amsterdam)

What is the purpose of this research?

The purpose is to study investor behaviour and how, in light of different information provided, individuals make investment decisions.

What can I expect if I take part in this research?

- You will first need to answer three screener questions before participating.
- If you pass the screener and agree to participate, the survey should take approximately 15 minutes to complete. Ineligible participants will not be able to continue and will not be compensated.
- Questions will be focused on investment decisions.
- Responses are confidential and any potentially identifiable information will be destroyed after the study is complete.
- There are two attention checks in the survey, which must be correctly completed to continue the survey. Failure to do so will result in the forfeiture of compensation.
- Please note that not completing the survey will also result in the termination of the survey and forfeiture of compensation.
- If you choose to or are unable to complete the survey, any data that was inputted will automatically be removed from the dataset.
- After the study is complete, identifiers including Prolific ID's will be removed from the final dataset. The final dataset may then be used in future research studies or distributed to other investigators without your additional informed consent.
- Compensation for completing the 15-minute survey is \$2, or \$8 per hour. In addition

to the standard Prolific fee of \$2, we will randomly select two participants at the end of the study. These two participants will receive the final value of €1,000 invested in their chosen portfolio one year after the end of the study; this includes the principal in addition to any returns less fees. It is worth noting that the payout will be calculated based on the observed performance of the recipients' chosen securities. The maximum payoff from this lottery will be capped at €1,500.

- Recipients will be responsible for their own tax liabilities.

What should I know about the research study?

- Whether or not you take part is up to you.
- Your participation is completely voluntary.
- You can choose not to take part.
- You can agree to take part and later change your mind.
- Your decision will not be held against you.
- Your refusal to participate will not result in any consequences or any loss of benefits that you are otherwise entitled to receive.
- You can ask all the questions you want before you decide. In that case, please email us.

Who can I talk to?

If you have questions, concerns, or complaints, or think the research has hurt you, talk to the research team at X.

By clicking “NEXT”, I confirm that:

I have read the above information and had all my questions about participation answered to my satisfaction.

I agree to participate in this study.

I am 18 years or older.

[-----page break-----]

[Used as a filter question:]

In which of these securities do you currently invest?

- Stocks
- Bonds
- Sustainable Mutual Funds
- Other Mutual Funds
- Other:
- None

- I am not sure

[-----page break-----]

[Data consent]

GDPR Addendum

The researchers will collect information about you. This form calls such information your “Personal Information” and it will include your name, demographic information, your responses to any tests, surveys or procedures described in this informed consent form. If you withdraw your permission, you will no longer be able to participate in the study. No new information will be collected about you or from you by the study team. Your withdrawal has no effect on the lawfulness of the data processing that occurred prior to your withdrawal. Your Personal Information that has already been collected to the time of your withdrawal will be kept and used to guarantee the integrity of the study and/or for any other purposes permitted under applicable data protection and privacy laws. Your Personal Information will not be used for further research. However, if permitted by applicable law, your Personal Information may be anonymized so that the information does not identify you personally, and such anonymized information may be used for further research. Your Personal Information will be treated in compliance with applicable data protection laws. Harvard is the controller of your Personal Information collected for this study. Harvard and some of the other people using your Personal Information may be based in countries other than your country, including the United States. The European Commission has determined that the data protection laws of the United States do not protect personal information to the same extent as those of the European Economic Area.

By signing this consent form, you consent to the transfer of your information to the U.S. Harvard and those working with Harvard will take steps to maintain the confidentiality of your Personal Information. Harvard, the IRB(s) and IEC(s), University of Amsterdam, and Stanford University will obtain and use your Personal Information to conduct and manage this study, and to comply with legal or regulatory requirements, including to:

- provide you with reimbursement
- verify that the study is conducted correctly and that study data are accurate;
- answer questions from IRB(s), IEC(s), or government or regulatory agencies;
- contact you during and after the study (if necessary); and
- answer your data protection requests (if any).

Your Personal Information may also be used by the individuals and groups listed above to:

- Publish summaries of the study results in academic journals, on the internet or at educational meetings of other researchers.

You will not be directly identified in any publication or report of the study. But, some journal representatives may need access to your Personal Information to verify the study results and ensure the research meets the journal's quality standards. Also, journals may require that certain data from the study that does not directly identify you (i.e., de-identified survey responses) be made available to other researchers for further research projects to:

- Improve the quality, design and safety of this study and other research studies.
- Conduct additional studies with the data collected in this study to advance scientific research and public health.

At this time, we do not know the specific details of these future research projects. If your Personal Information is used for additional studies, specific safeguards will be used to protect the data, which may include:

- Using only information from which your direct identifiers have been removed instead of information that readily identifies you.
- Limiting access to specific individuals who are obligated to keep the information confidential.
- Using security measures to avoid data loss and unauthorized access.
- Anonymizing the data by destroying the link between the information and your personal identifiers.
- When required by applicable law, ensuring that the scientific research has the approval of IECs, IRBs, or other similar review groups.

Harvard will retain your Personal Information (including your Coded Information) for the period necessary to fulfill the purposes outlined in this informed consent form unless a different retention period is required or permitted by law.

Your rights related to your Personal Information collected under the study are described below. If you wish to exercise any of these rights, you must contact EEAdatasubjectrequest@harvard.edu

Your rights include:

- You have the right to see the information being collected about you in the study.
- You have the right to correct or update your Personal Information if it is inaccurate.
- You have the right to limit the collection and use of your Personal Information under certain circumstances (for example, if you think that the information is inaccurate).
- You have the right to receive your Personal Information in a structured, common computer format (for example, in a readable text electronic file or chart) for your

own purposes or for giving it to others, as required by applicable data protection laws. You may not have the right to receive your Personal Information that has been used for public interest purposes or in the exercise of official authority vested in Harvard.

- You have the right to request the deletion of your Personal Information if you are no longer participating in the study. However, there are limits on your ability to request deletion of your Personal Information. Harvard may keep and use some or all of your Personal Information if deletion would seriously impair the study (for example, if deletion would affect the consistency of study results) or if your Personal Information is needed to comply with legal requirements.
- You have the right to make a complaint to a data protection authority within the EU (http://ec.europa.eu/justice/data-protection/article-29/structure/data-protection-authorities/index_en.htm).

Your Personal Information needed for the research will be saved, analysed and, if necessary, transferred outside of your Study Site. Before the Study Site transfers your Personal Information, the Study Site will replace your name with a unique code and remove information that directly identifies you. This is called your “Coded Information” in this form, and it is sometimes called “pseudonymised data” by data protection laws.

Harvard and some of the other people using your Personal Information, including your Coded Information, may be based in countries other than your country, including the United States. Data protection and privacy laws in these countries may not offer the same level of protection as those in your own country. Harvard, your study site, and those working with Harvard and your Study Site will take steps to maintain the confidentiality of your Personal Information.

If your Personal Information is transferred by the Study Site from the EU, EEA, and/or Switzerland to other countries that have not yet been found by European regulators to meet requirements for protection of Personal Information, the Study Site has in place standard EU data transfer agreements to protect your Personal Information.

A copy of these standard data transfer agreements is available by contacting EEAsubjectrequest@harvard.edu

By clicking "NEXT", you document that you have freely given your consent to the use of Personal Information as described in this GDPR Addendum.

[-----page break-----]

[Instructions]

[We will use a within-subject design in which participants invest 1.000 euros in two different choice sets. In the first choice set, we do not provide any information on SFDR or Globes.

In the second decision we choose among one of the other five treatments randomly, which will be either:

- *SFDR information: no + Globes information: yes*
- *SFDR information: yes + Globes information: no*
- *SFDR information: yes + Globes information: yes*
- *SFDR intuitive information: yes + Globes information: no*
- *SFDR intuitive information: yes + Globes information: yes*

The order of which Fundset is seen first or second is randomized: Fundset 1 or Fundset 2. However, participants will always start with seeing a choice set without any information on SFDR or Globes (so always first Fund Choice A and secondly, Fund Choice B).

The following fund structure will be implemented:

2 sets of 4 funds. Fund Choice A and Fund Choice B (so 8 funds in total), within each set of 4 funds:

- *2 x Article 6 fund (Not sustainable, 3 Morningstar Globes)*
- *1 x Article 8 fund (Sustainable, 4 Morningstar Globes)*
- *1 x Article 9 Fund (Sustainable, 5 Morningstar Globes)*

It is made sure that the selected funds have generic sustainable names like “Sustainable” or “Green”, but not specific ones such as “Renewable Energy” or “Water Fund”.]

Instructions:

In this study, we will ask you to tell us how you want to invest €1.000 in one or multiple mutual funds.

You will make **two investment decisions**. Following the survey, the computer will randomly draw 2 people out of all participants. If you are one of those 2 people, we will randomly select one of your two investment decisions, and we will actually buy the funds you chose. We will hold your investments on your behalf for one year.

At the end of that year, we will sell the investments and pay you the value of your investments, net of any fees that the funds charge.

Examples:

Imagine that you are one of the 2 people the computer selects.

If the mutual funds you choose increase in value by 10% over the next 365 days and charge 2% fees, we would pay you €1.080. That's your original €1.000, increased by $(10\% - 2\%) = 8\%$.

As another example, if the mutual funds you choose decrease in value by 10% over the next 365 days and charge 2% fees, we would pay you €880. That's your original €1.000, decreased by $(10\% + 2\%) = 12\%$.

The 2 randomly selected winners will be informed that they have been selected within the next four weeks. We guarantee that all this information is true and will be implemented. The selection of the 2 winners is random, so you should make your decisions as if you were drawn for sure.

On the following page, you will find general information about investment options.

[-----page break-----]

*[1. SFDR No, Globes No (only indicate fund names, which reveal ESG)
Participants will see either Fundset 1 or Fundset 2]*

[Fund Choice A]

You will now make **your first investment decision**. This one could be selected by the computer for payment, so consider your choice carefully.

You have **four equity funds** to choose from. Please **invest €1.000** in one or multiple mutual funds to create your own portfolio. You can invest the entire €1.000 in one equity fund or distribute the amount evenly or unevenly among the four equity funds. Please specify the desired investment amount behind each respective equity fund.

To understand the differences between the available equity funds, you will find a table with important fund attributes. For extra information, you can open screenshots with more details.

Please make your investment decision on the next page.

[-----page break-----]

These are the four equity funds you can choose from.

The first panel gives information on each fund.

In the second panel, please indicate the amount you would like to invest in each fund. If you do not wish to invest in a particular equity fund, please enter the value "0".

[Screenshot Fundset 1]

You can click on the links below the fund names for more information.

- Xtrackers MSCI World ETF 1C (Performance, Manager, Risk/holdings) *[Qualtrics shows screenshots for all items between brackets]*
- iShares Core MSCI World UCITS ETF USD (Performance, Manager, Risk/holdings) *[Qualtrics shows screenshots for all items between brackets]*
- Xtrackers MSCI Europe ESG UCITS ETF 1C (Performance, Manager, Risk/holdings) *[Qualtrics shows screenshots for all items between brackets]*
- Fidelity Funds - Sustainable US Equity Fund A (Performance, Manager, Risk/holdings) *[Qualtrics shows screenshots for all items between brackets]*

[Screenshot Fundset 2]

SPDR® MSCI World UCITS ETF (Performance, Manager, Risk/holdings) *[Qualtrics shows screenshots for all items between brackets]*

iShares Core S&P 500 UCITS ETF USD (Performance, Manager, Risk/holdings) *[Qualtrics shows screenshots for all items between brackets]*

Xtrackers MSCI World ESG UCITS ETF 1C (Performance, Manager, Risk/holdings) *[Qualtrics shows screenshots for all items between brackets]*

RobecoSAM Smart Energy Equities D (Performance, Manager, Risk/holdings) *[Qualtrics shows screenshots for all items between brackets]*

[Screenshots are taken from Morningstar on Performance, Manager and Risk/holdings. Qualtrics ensures that the total amount must equal 1.000 euros and that each response must be between 0 and 1.000 euros. Moreover, only integer values can be entered in these fields.]

[-----page break-----]

[Fund Choice B]

You will now make your second investment decision. This one could also be selected by the computer for payment, so consider your choice carefully.

[-----page break-----]

Once again, you have **four equity funds** to choose from. **Invest €1.000** in one or multiple mutual funds to create your own portfolio.

Please make your investment decisions on the next page.

[-----page break-----]

[Each participant will be randomly allocated to one of the following five treatments.

If Treatment == 1. SFDR information: no + Globes information: yes

Difference with Fund Choice A is that now, an additional screenshot is visible on Sustainability Globes and this information is now also visible in the table (besides 'Performance', 'Manager' and 'Risk/holdings').

If Treatment == 2. SFDR information: yes + Globes information: no

Difference with Fund Choice A is that now, an additional screenshot is visible on SFDR and this information is now also visible in the table (besides 'Performance', 'Manager' and 'Risk/holdings').

If Treatment == 3. SFDR information: yes + Globes information: yes

Difference with Fund Choice A is that now, two additional screenshots are visible on Sustainability Globes and SFDR and this information is now also visible in the table (besides 'Performance', 'Manager' and 'Risk/holdings').

If Treatment == 4. SFDR Intuitive information: yes + Globes information: no

Difference with Fund Choice A is that now, an additional screenshot is visible on SFDR Intuitive and this information is now also visible in the table (besides 'Performance', 'Manager' and 'Risk/holdings').

If Treatment == 5. SFDR Intuitive information: yes + Globes information: yes

Difference with Fund Choice A is that now, two additional screenshots are visible on Sustainability Globes and SFDR Intuitive and this information is now also visible in the table (besides 'Performance', 'Manager' and 'Risk/holdings').]

These are the four equity funds you can choose from.

The first panel gives information on each fund.

In the second panel, please indicate the amount you would like to invest in each fund. If

you do not wish to invest in a particular equity fund, please enter the value "0".

[Screenshots of Fundset 1 or Fundset 2 with links to screenshots as explained above.]

[------page break-----]

[Post-experiment questions]

We have recorded your investment decisions. Now we would like to ask you some follow-up questions.

[------page break-----]

Please explain in a few sentences how you made the investment decision in the task you just completed.

Which of the two funds do you think will perform better financially (after deduction of management fees)?

- ESG Fund
- Conventional Fund
- Same performance
- I am not sure

Which of the two funds do you think has a more positive impact on society?

- ESG Fund
- Conventional Fund
- Same impact
- I am not sure

[------page break-----]

Under the EU Sustainable Disclosure Regulation (SFDR), investment funds are categorized into three distinct classes based on their sustainability levels: Article 6, Article 8, and Article 9.

Before taking this survey, were you familiar with these specific classifications for assessing the sustainability of investment funds?

- Yes
- No

[If the answer to the previous question was 'Yes']

How did you hear about the SFDR Article 6/8/9 classifications?

- Bank's website
- Investment fund website
- Investment fund prospectus
- Media
- Friends or family
- Other:

[If the answer to the question on familiarity with SFDR classifications was 'Yes' or when treatment includes (intuitive) SFDR:]

To what extent do you think that the SFDR classifications are a valid and trustworthy measure of a fund's sustainability?

- Not at all valid or trustworthy
- Slightly
- Moderately
- Very
- Extremely valid and trustworthy

[If the answer to the question on familiarity with SFDR classifications was 'Yes' or when treatment includes (intuitive) SFDR:]

Which of these funds do you think is most sustainable?

- Article 6
- Article 8
- Article 9
- Equally sustainable/unsustainable
- I am not sure

[------page break-----]

Before taking this survey, were you familiar with the Morningstar Sustainability Globes for assessing the sustainability of investment funds?

- Yes
- No

[If the answer to the previous question was 'Yes']

How did you hear about the Morningstar Sustainability Globes?

- Bank's website
- Investment fund website
- Investment fund prospectus

- Media
- Friends or family
- Other:

[If the answer to the question on familiarity with Morningstar Sustainability was 'Yes' or when treatment includes Morningstar Sustainability Globes:]

To what extent do you think that the Morningstar Sustainability Globes are a valid and trustworthy measure of a fund's sustainability?

- Not at all valid or trustworthy
- Slightly
- Moderately
- Very
- Extremely valid and trustworthy

[If the answer to the question on familiarity with Morningstar Sustainability was 'Yes' or when treatment includes Morningstar Sustainability Globes:]

Which of these funds do you think is most sustainable?

- 1 globe
- 3 globes
- 5 globes
- Equally sustainable/unsustainable
- I am not sure

[-----page break-----]

If you were selecting a mutual fund, how important are the following factors for your decision?

[One of the items used as an attention check:]

	Not important at all	Slightly important	Moderately important	Very important	Extremely important	I am not familiar with this term
Past financial performance	○	○	○	○	○	○
Risk profile	○	○	○	○	○	○
SFDR	○	○	○	○	○	○

classification (Article 6, 8, 9)						
Morningstar Sustainability rating	<input type="radio"/>					
Morningstar star rating	<input type="radio"/>					
Whether the fund name refers to sustainability aspects	<input type="radio"/>					
Fund fees	<input type="radio"/>					
Please tick 'very important' to show you are paying attention	<input type="radio"/>					
Underlying assets of the fund holdings	<input type="radio"/>					

[-----page break-----]

Do you think that investing in more environmentally sustainable companies will affect their stock prices?

- Yes
- No
- I am not sure

Do you think that divesting from companies with bad environmental performance will cause them to improve their environmental performance?

- Yes
- No
- I am not sure

Imagine that investors' decisions had no impact on stock prices or environmental performance. To what extent would you still prefer to avoid investing your money in brown firms?

- Slightly prefer
- Somewhat prefer
- Moderately prefer
- Strongly prefer
- No preference

Do you think that more environmentally sustainable companies and funds have:

- Lower expected net returns (after fees)
- Similar expected net returns (after fees)
- Higher expected net returns (after fees)
- I am not sure

[-----page break-----]

[Background questions]

How would you rate your investment knowledge?

- Very limited
- Limited
- Intermediate
- Good
- Very good

If the interest rate falls, what should happen to bond prices?

- Rise
- Fall
- Stay the same
- Do not know

True or false? If you buy a 10-year bond, it means you cannot sell it after 5 years without incurring a major penalty.

- True
- False
- Do not know

True or false? According to standard scientific finance theory, it is optimal for European investors to invest a larger fraction in European stocks than in US stocks.

- True
- False
- Do not know

Suppose you invest in an exchange traded fund (ETF) for one year. The annual management fee is 0.9% and will be deducted after one year. Please indicate the amount to be deducted in fees from the value of the investment if the value of the investment after one year is €2,000.

- €0.18
- €1.80
- €18
- €180
- Do not know

[-----page break-----]

How important is it to you to make environmentally sustainable investments?

- Not important at all
- Slightly important
- Moderately important
- Very important
- Extremely important

How willing are you to give to good causes without expecting anything in return? Please indicate your answer on a scale from 0 to 10.

- 0: Completely unwilling to do it
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10: Completely willing to do it

[-----page break-----]

For how many years have you been investing?

What share of your investments are in sustainable-focused mutual funds?

- 0%
- 1 – 25%
- 26 – 50%
- 51 – 75%
- 76 – 99%
- 100%
- I am not sure

[-----page break-----]

Please state your age in years.

What is your current country of residency?

Please indicate your gender.

- Female
- Male
- Other

Do you have a university or college degree?

- Yes
- No

Please state your marital status.

- Single
- Cohabiting, but not married
- Married and cohabiting with spouse
- Divorced or separated
- Widowed

Please state the number of people currently living permanently in your household (including adults and children, yourself included).

People:

[Used as an attention check:]

It's crucial to study to collect thoughtful answers from people who are paying attention. If you are paying attention, please write "taupe" as your answer to this question. What is your favorite color?

Please state the monthly household net income of all persons currently living in your household.

(The household net income is the sum of the incomes of all persons who live together in a household and can come from various sources of income. Please refer to the current monthly net amount, i.e. after deduction of taxes and social security contributions. Also include regular payments such as pensions, unemployment benefits, housing benefits, child support, alimony payments, etc. If you are not sure, please estimate the monthly amount.)

- Under 500€
- 500€ to under 1,000€
- 1,000€ to under 1,500€
- 1,500€ to under 2,000€
- 2,000€ to under 2,500€
- 2,500€ to under 3,000€
- 3,000€ to under 3,500€
- 3,500€ to under 4,000€
- 4,000€ to under 4,500€
- 4,500€ to under 5,000€
- 5,000€ to under 7,500€
- 7,500€ to under 10,000€
- 10,000€ or more
- Do not know

[End of survey]

A2. Screenshots in the survey

A2.1 Screenshot of table Fundset A

Fund Name	Last Year Return	Yearly Expenses
Xtrackers MSCI World ETF 1C	20,20%	0,19%
iShares Core MSCI World UCITS ETF USD	19,90%	0,20%
Xtrackers MSCI Europe ESG UCITS ETF 1C	16,40%	0,20%
Fidelity Funds - Sustainable US Equity Fund A	19,80%	1,93%

A2.2 Screenshot on table Fundset B

Fund Name	Last Year Return	Yearly Expenses
SPDR® MSCI World UCITS ETF	20,10%	0,12%
iShares Core S&P 500 UCITS ETF USD	22,50%	0,07%
Xtrackers MSCI World ESG UCITS ETF 1C	22,80%	0,20%
RobecoSAM Smart Energy Equities D	9,00%	1,76%

A2.3 Screenshot on table Fundset B with both SFDR Intuitive information and Globes information

Fund Name	Last Year Return	Yearly Expenses	Sustainability Globes	SFDR Classification
SPDR® MSCI World UCITS ETF	20,10%	0,12%		 Least sustainable disclosure (Article 6)
iShares Core S&P 500 UCITS ETF USD	22,50%	0,07%		 Least sustainable disclosure (Article 6)
Xtrackers MSCI World ESG UCITS ETF 1C	22,80%	0,20%		 Medium sustainable disclosure (Article 8)
RobecoSAM Smart Energy Equities D	9,00%	1,76%		 Most sustainable disclosure (Article 9)

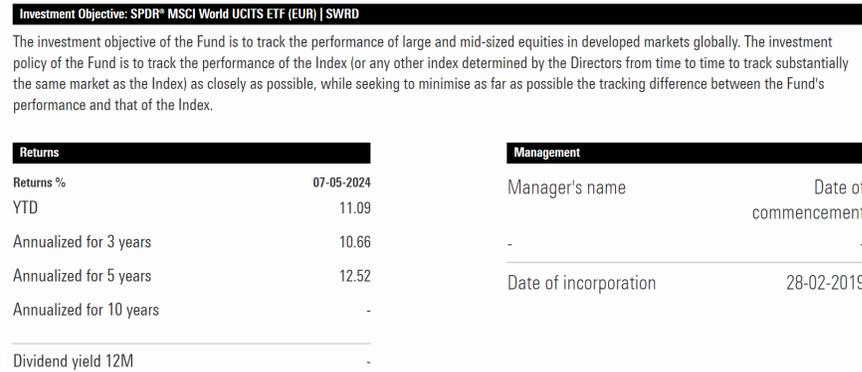
A2.4 Screenshot on performance and total expense ratio as taken from Morningstar

SPDR® MSCI World UCITS ETF (EUR) | SWRD | Register to

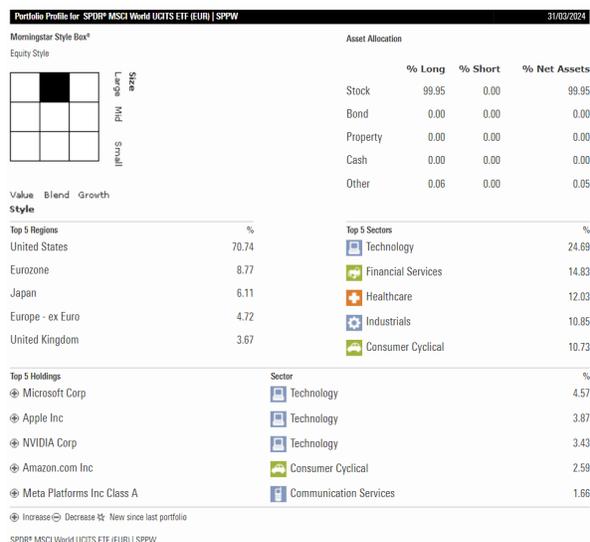
make the ratings visible



A2.5 Screenshot on performance and manager information as taken from Morningstar



A2.6 Screenshot on risk profile and fund holdings as taken from Morningstar



A2.7 Screenshot on decision screen in Qualtrics

You can click on the links below the fund names for more information.

Fund Name	Last Year Return	Yearly Expenses
Xtrackers MSCI World ETF 1C	20,20%	0,19%
iShares Core MSCI World UCITS ETF USD	19,90%	0,20%
Xtrackers MSCI Europe ESG UCITS ETF 1C	16,40%	0,20%
Fidelity Funds - Sustainable US Equity Fund A	19,80%	1,93%

Xtrackers MSCI World ETF 1C (Performance, Manager, Risk/holdings)	0
iShares Core MSCI World UCITS ETF USD (Performance, Manager, Risk/holdings)	0
Xtrackers MSCI Europe ESG UCITS ETF 1C (Performance, Manager, Risk/holdings)	0
Fidelity Funds - Sustainable US Equity Fund A (Performance, Manager, Risk/holdings)	0
Total	0

A2.8 Screenshot on Morningstar Sustainability Globes

The Morningstar Sustainability Rating: Is a consistent and objective rating for investors to evaluate mutual funds And exchange-traded funds (ETFs) based on their environmental, social, and corporate governance (ESG) impact.

Morningstar Sustainability Rating			
Distribution	Score	Descriptive Rank	Rating Icon
Highest 10%	5	High	
Next 22.5%	4	Above Average	
Next 35%	3	Average	
Next 22.5%	2	Below Average	
Lowest 10%	1	Low	

A2.9 Screenshot on SFDR information

SFDR Classification: Shows classification given to each fund as part of the EU Sustainable Finance Disclosure Regulation (SFDR).

Article 9 Funds aim to achieve an ESG outcome and are product with ESG objectives.

Article 8 funds focus on promoting ESG characteristics and this must be a primary focus of the product.

Article 6 funds integrate and declare sustainability risks (unless specified otherwise in the prospectus) into investment analysis and decision-making, without the funds promoting environmental or social characteristics or having sustainable investments as their objective.

A2.10 Screenshot on SFDR Intuitive information

