

Did you know...

Profile and trends of UK shareholders

- > Most shareholders are aged 35-54
- > 61% are male
- > 42% fall into A and B socio-economic groups*
- > Over one third live in London and the South East

The average age of a shareholder is falling

- > The proportion of men over women owning shares is increasing.

* Using the ACORN definitions, A = upper middle class (higher managerial, administrative or professional) and B = middle class (intermediate management, administrative or professional).

Source: UK Retail Stockbrokers 2001, Datamonitor

The environment

- > 74% of people think climate change is a serious problem
- > Environmental concerns influence about 50% of buying decisions
- > 64% want to know the carbon footprint of the products they buy
- > 67% are more likely to buy a product with a low carbon footprint
- > 64% are more likely to use a business that claims to have a low carbon footprint
- > The average Briton's annual carbon footprint is 10.92 tons of CO₂
- > Each consumers' 'education' – including the production of books and newspapers accounts for 0.49 tons of carbon per year.

Source: Carbon Trust Survey, October 2006

Paper usage and the consequences

- > The UK is currently the 14th largest per capita consumer of paper and board products in the world

Source: Friends of the Earth Briefing – The environmental consequences of pulp and paper manufacture

- > A study by the International Institute for Environment and Development (IIED) concludes that the paper cycle results in the net addition of some 450 million CO₂ equivalent units per year.

Source: The contribution of the paper cycle to Global Warming, Mitigation and Adaptation Strategies for Global Change, Volume 4, Number 2, 1999, pp. 113-136 (24)

What do shareholders think about eComms?

In late 2006 Computershare carried out a Shareholder Survey using our Contact Centre. We asked over 1000 shareholders the following:

"From January, companies will be able to decide to communicate electronically with their shareholders as a default option rather than by paper mailings. Would you vote for electronic communications rather than paper if you were asked?"

Results: Yes: 50%, No: 43%, Don't Know: 7%

The current eComms take up rate is only 1% - this suggests there is plenty of shareholder enthusiasm and therefore opportunity for eComms growth.



Access to the internet

- > Between January and April 2006, 57% of people in Great Britain could access the internet from home and 40% of households had broadband access
- > Men were more likely to have accessed the internet than women (65% compared to 55% respectively having accessed it in the three months prior to the interview)
- > In the 25-54 age group over 60% of individuals accessed the internet every day or almost every day
- > The higher an individual's income the more likely he or she is to have accessed the internet
- > 44% of adults had purchased goods or services over the internet. Of these, 79% had purchased within the last 3 months.
- > Source: Internet Access, Households and Individuals – National Statistics, Aug 2006

- > The Direct Marketing Association's (DMA) National Email Benchmarking Survey found that gaining customers from email campaigns has risen from 6% to 8% during the first quarter of 2006.

Source: Email survey shows drop-off in acquisition click-through rates, DM Bulletin

Online Banking

- > The main reasons given for choosing to bank online were the 24-hour availability of services and the convenience of being able to manage finances from any location
- > A survey by the Alliance & Leicester found a third (29%) of Britons use internet banking 1-2 times a week, with one in ten (12%) using it once a day

Source: Britons banking on an online future, Alliance and Leicester, March 2006

Strong corporate governance 'provides higher share returns'

A leading asset management company has claimed:

"Companies that have implemented strong ethical corporate governance and social responsibility policies are more likely to enjoy stronger share price performances than those that have not."

Stephen Watchorn at Royal London Asset Management (RLAM), remarked:

"Companies that have a longer-term view in terms of taking an ethical stance will have better long-term share price performance because some [non-ethical] companies may have large litigation suits and charges of improper conduct."

He added that the link between strong corporate governance and positive share price performance is "definite".

Source: London Stock Exchange, 9th February 2007

