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ESG Investing's Real Problem Is a Lack of Data, Fixed-Income Pros Say.

- **Consensus in a new report is that strategy more than a fad**
- **Data quality, access seen as obstacles to meeting ESG goals**

As the debate heats up over ESG investing, fixed-income professionals say they need more data than what's currently out there.

A survey of 111 senior buy-side fixed-income investors, conducted by analytics firm Coalition Greenwich, found that 90% believe the popular strategy, which prices in environmental, social and governance risks, is important to decision making. Yet only about a third of investors have fully integrated ESG into their risk-analysis. The reason? Not enough data.

"It boils down to risk-management," said Coalition Greenwich's senior analyst Stephen Bruel. "If you don't have reliable ESG data about an issuer or issuance, then it's harder to calculate what the negative consequences might be."

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