



KiwiSaver Statements survey

General public research

June 2016

Methodology



In May 2016, Colmar Brunton carried out research for the FMA among the general public to understand how KiwiSaver statements are perceived, and how people use them.



The research was carried out online using Colmar Brunton's omnibus.



Fieldwork was conducted between 11 May and 1 June 2016



A total of 2,000 New Zealanders were interviewed to take part in the research. Of these, 1,313 were members of a KiwiSaver scheme and eligible to participate in the research.

Results are weighted by age, gender, and region to ensure the results are representative of the New Zealand population.

$$M.E. = \sqrt{\frac{0.25}{n}} \times 1.96$$

The margin of error for overall results n=2,000 is +/-2.2%, and for KiwiSaver members n=1,313 is +/-2.7%.

Key outtakes



One third of people are not a member of any KiwiSaver scheme. These people are most likely to be aged 60 or older, live in the North Island but not Auckland or Wellington, and have a lower annual personal and household income of up to \$50K.



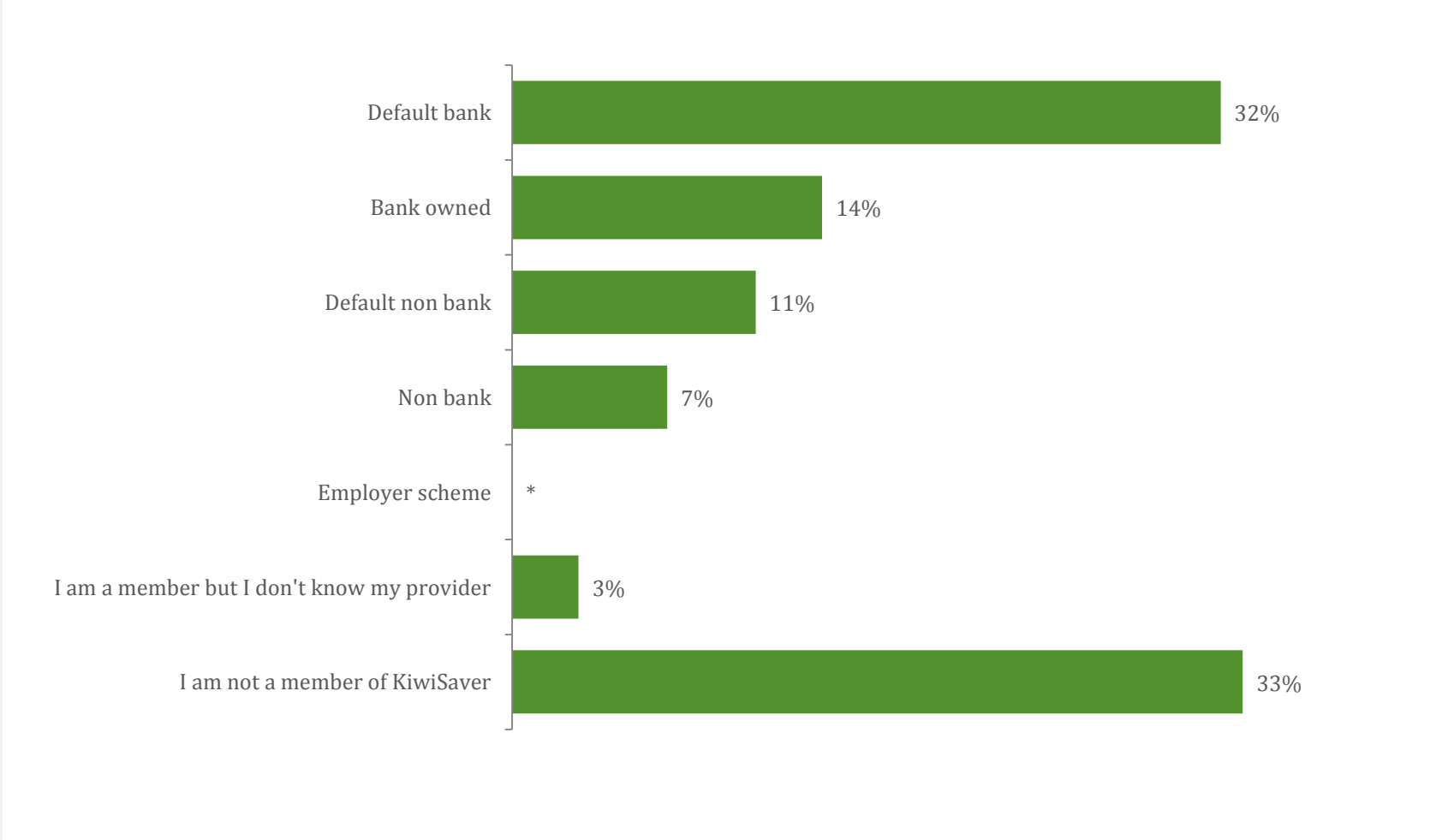
Recall and readership of the annual statements is high – nine out of ten people recall receiving their statement and four out of five read it. People find all aspects of the statements useful, particularly the current balance and the contribution amounts.



In terms of additional information, people are most interested in seeing the lump sum they are on track to receive when they retire, as well as the weekly income that lump sum will provide, and how long it will provide for.

Membership in KiwiSaver

One third of people have their KiwiSaver in a default bank scheme, while employer schemes have less than 1% membership



Q1. Are you a member of a KiwiSaver scheme? And if so, who is your KiwiSaver provider?

Base: All respondents n=2,000

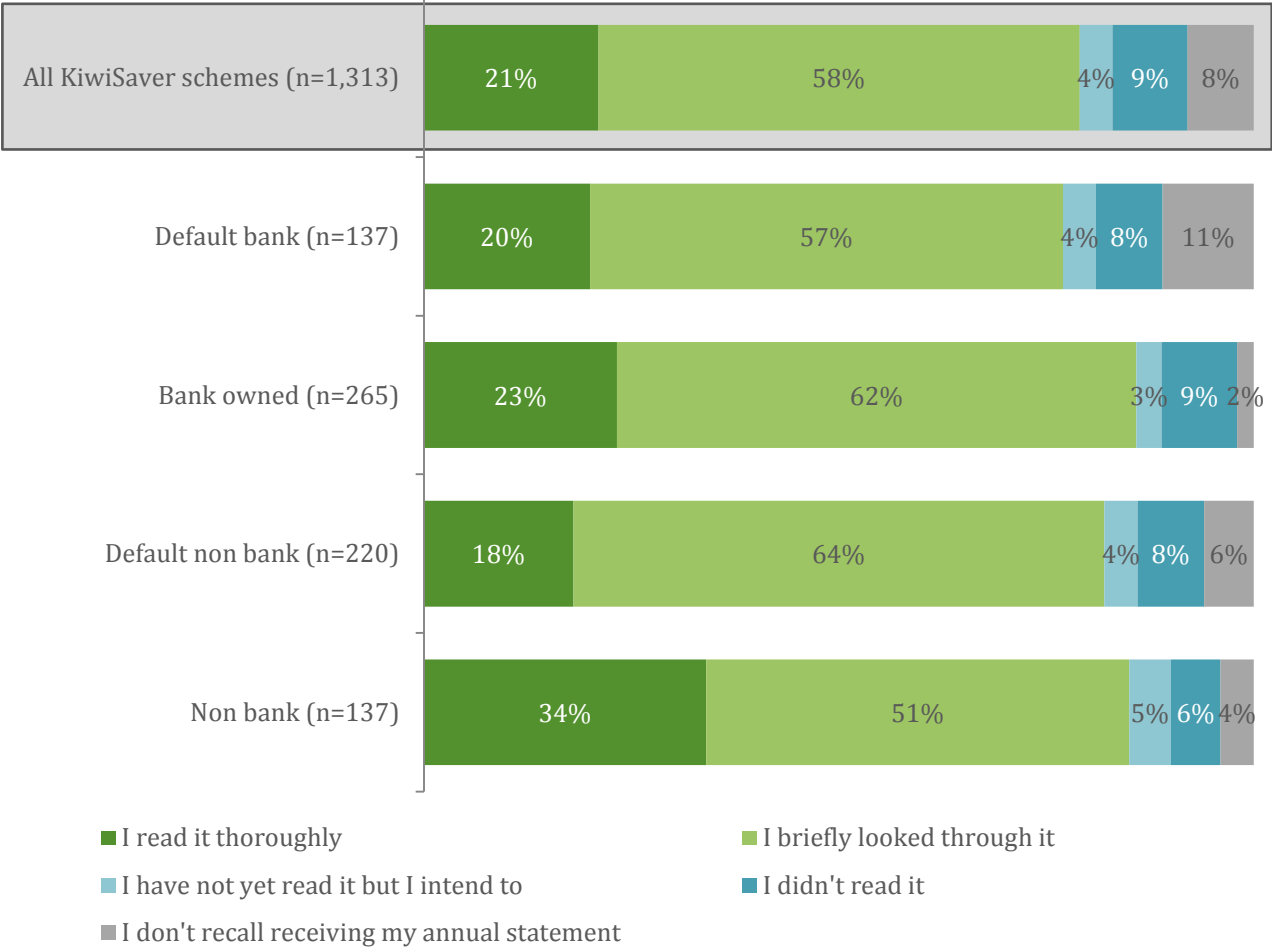
There are some demographic differences among the different types of providers

- KiwiSaver members who are aged 60+ are less likely to be members of bank owned providers, default non bank providers, or default bank schemes.
- Members with schemes at bank owned providers are more likely to be aged 18-39 years old, live in Wellington and be single or never married.
- Members with default non bank providers are more likely to be aged 40-49 years old, live in a household with kids and have a personal income of \$50-\$100k, and a household income or more than \$100k.
- Members with default bank schemes are more likely to be aged 18-39 and live in Auckland.

The KiwiSaver statement



Members of non bank schemes are most likely to read their statements thoroughly



People more likely to read their statements thoroughly are males, aged 60 years or older.

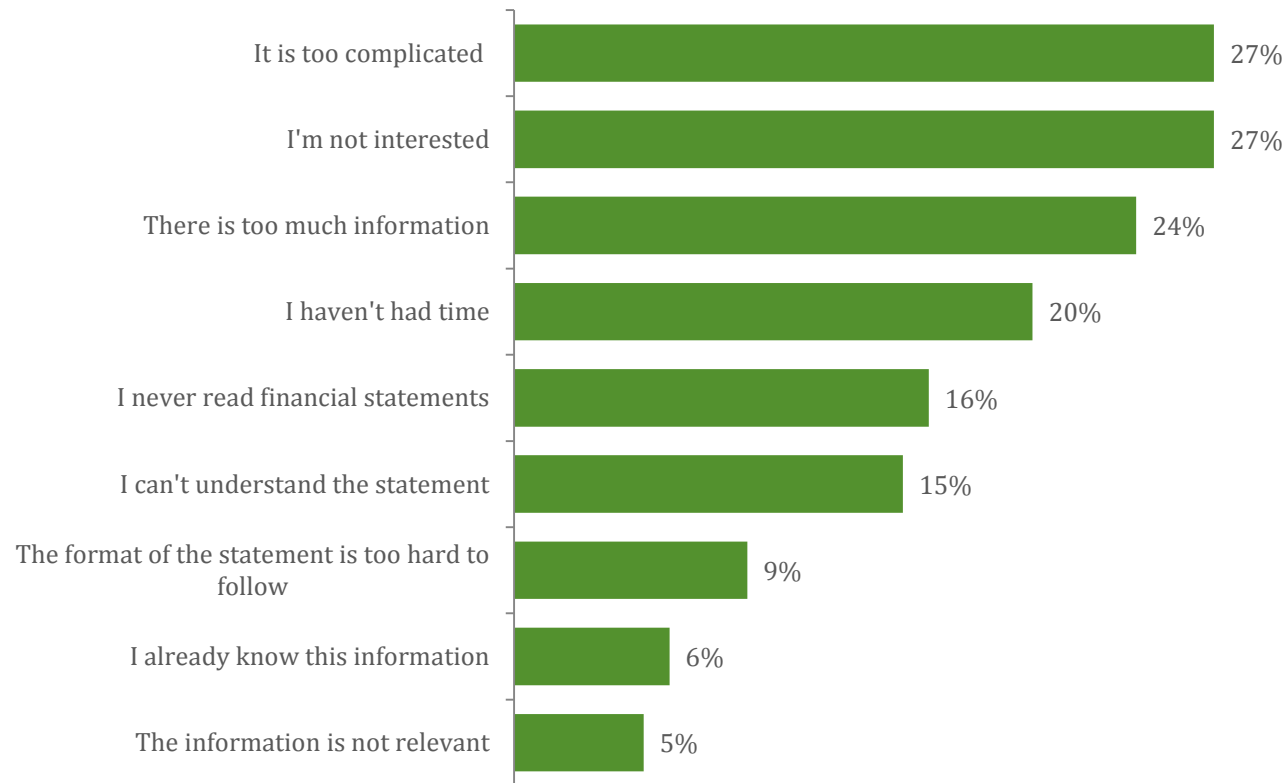
Those less likely to read their statements thoroughly are females, aged 18-29.

Females, aged 18-29 are most likely to say they don't recall receiving their statement.

Q2. Each year your KiwiSaver provider sends you an annual statement either in the mail or by email. The annual statement contains information about your KiwiSaver account and the money you have invested. Which of the following best describes what you did with your annual statement?

Base: Respondents in each scheme

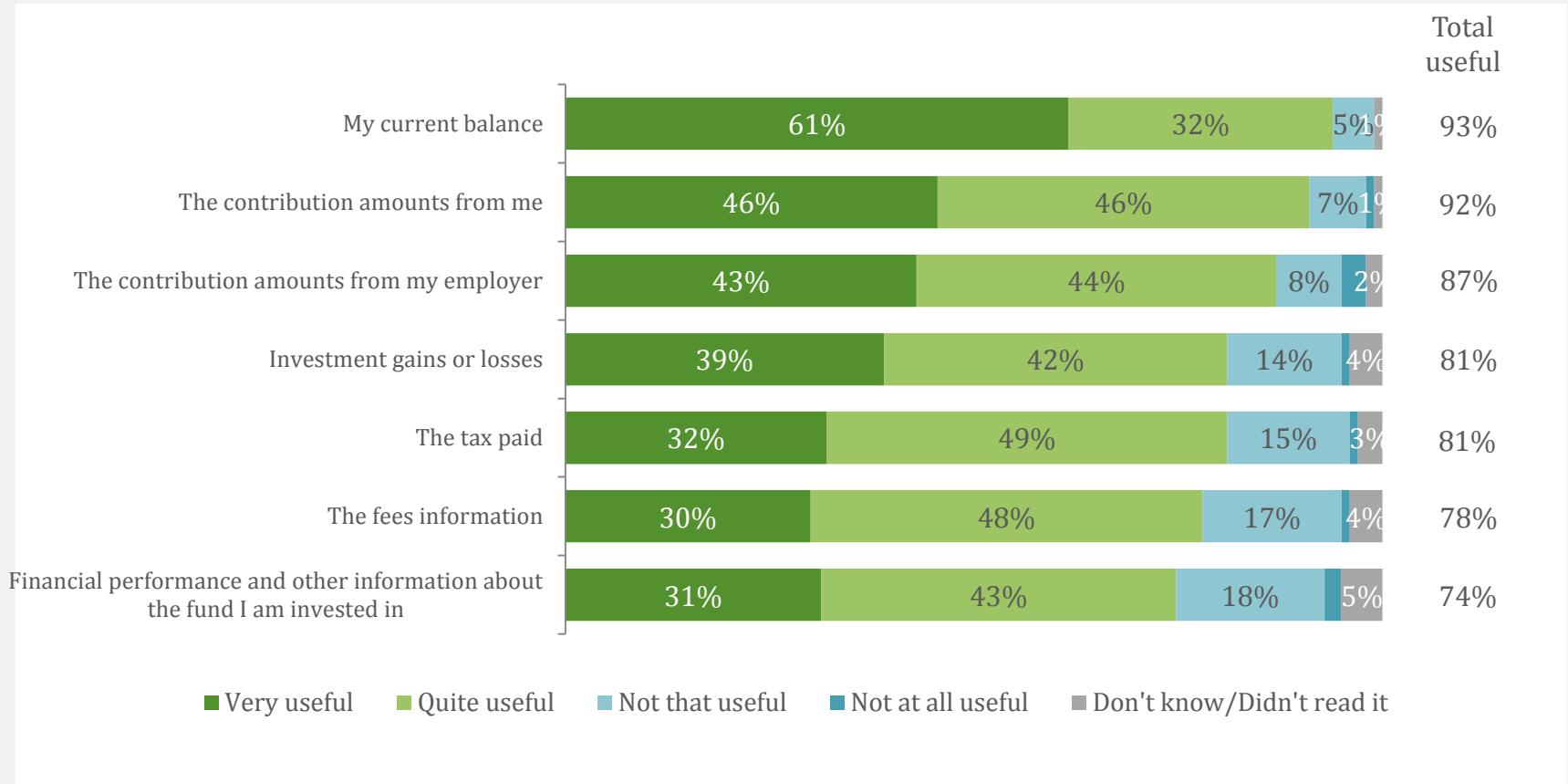
People are most likely to not read their statements because it is too complicated or they are not interested



Q3. Why didn't you read your statement?

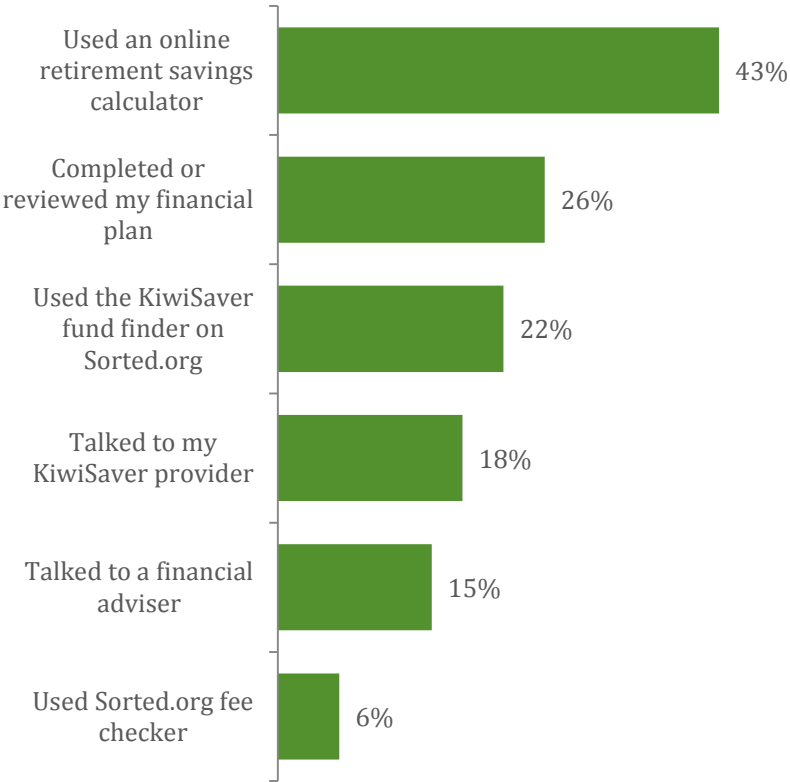
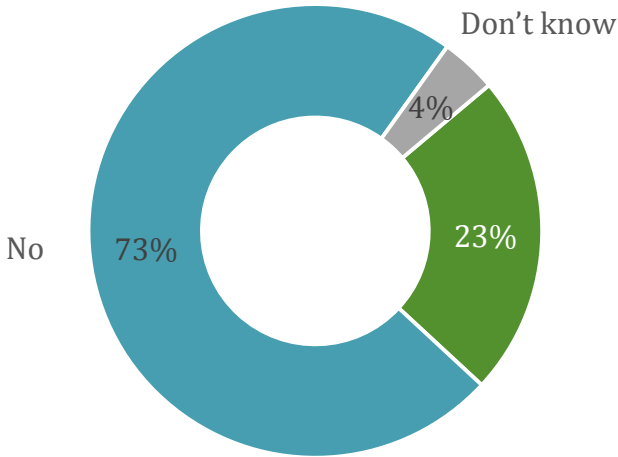
Base: Respondents who didn't read their statements (n=113)

All aspects of the KiwiSaver statement are useful to at least three-quarters of people. This suggests that people who read the statement read it well



Making changes to KiwiSaver

Just under one quarter of people have checked if their KiwiSaver is on track. The majority of these used an online retirement savings calculator



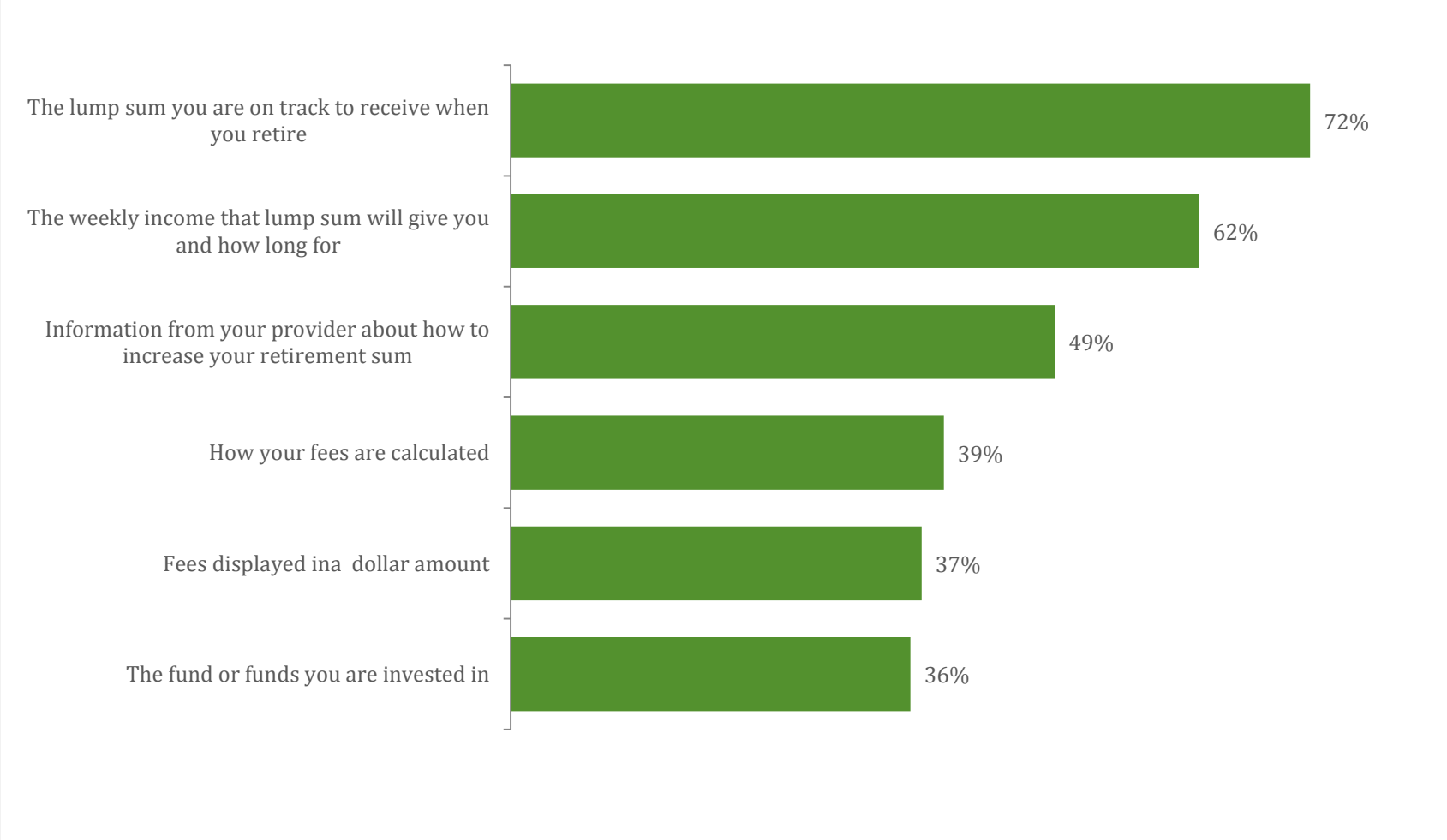
People least likely to check their KiwiSaver is on track are females who live in the North Island but not Auckland or Wellington.

People who are most likely to check their KiwiSaver is on track are male, aged 50 years and over.

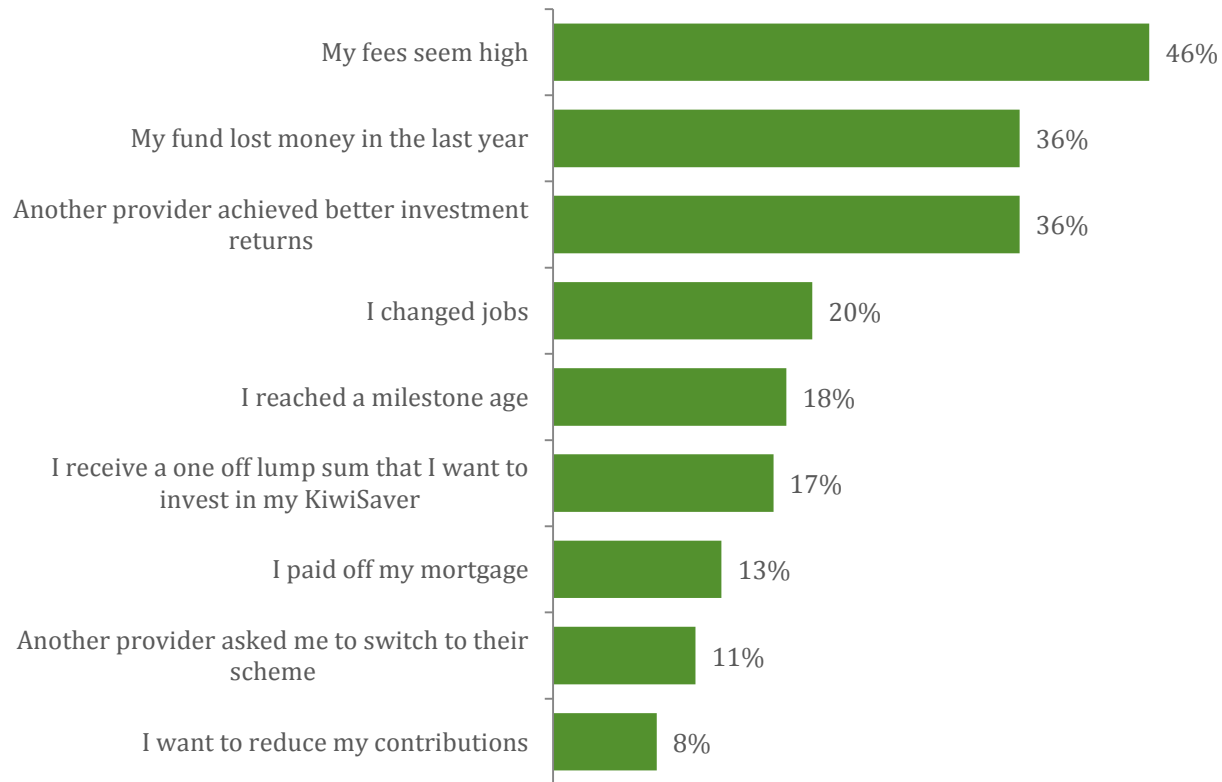
Q5. Have you ever checked if your KiwiSaver is on track to produce the weekly income you are planning for in retirement on top of NZ Superannuation?
 Q6. How did you check that your KiwiSaver is on track?

Base: Respondents who are members of KiwiSaver (n=1,313); Respondents who checked their KiwiSaver is on track (n=305)

People are most interested in seeing the lump sum they are on track to receive when they retire, as well as the weekly income that lump sum will provide, and how long for




High fees are most likely to prompt people to make changes to their KiwiSaver. While the fees information on the statement was not the first choice of useful things, it is still used by over three quarters of people who are checking the fees they pay.



Q8. What is most likely to prompt you to make changes to your KiwiSaver?

Base: Respondents who have KiwiSaver (n=1,313)



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