

PinkPaper

Investor survey 2019

Sharesies 



Opening minds and financial opportunity





This survey document is available
for download at: **Sharesies.nz**.

For all other inquiries, give us a holla at:
media@sharesies.co.nz



Kia ora

For the last two years Sharesies has worked with Colmar Brunton to run a survey on Kiwis' attitudes towards savings and investment.

For Sharesies, it's important that we know how New Zealanders save, invest, and use their money. Our aim is to create the most financially empowered generation. We're doing that by giving people with \$5 the same investment opportunities as people with \$500,000.

The survey revealed some interesting findings:

- Despite a motivation and willingness to invest there are many who aren't taking that step.
- There's still a pronounced gender gap in motivation and knowledge to invest.
- Many people over the age of 44, don't believe that KiwiSaver will be enough to retire on.

We're doing our bit to make investing easy, accessible, and affordable. We've already got an equal number of men and women investing on our platform. We've also opened up investing for children, with very low barriers to entry. We're helping New Zealanders grow their wealth and improve their financial wellbeing.

But it's not just about us. We want to share this insight so all financial institutions, government departments, educators, and other agencies are more able to support lifting financial literacy and provide the tools and motivation for New Zealanders to take control of their money. Whether that's through providing easier access to investing, or placing more emphasis on investor outcomes—we all have a part to play. The information from this survey should give us all a head start.

Happy investing!
Ngā mihi,

Brooke Roberts

Brooke Roberts
Sharesies CEO and Co-founder



2019 Survey

Sharesies commentary

Risk vs. reward

Saving vs investing

Savings accounts and term deposits are seen as risk-free, with a guaranteed return. Investing on the other hand, has a perceived higher risk. The fear of losing money outweighs the possibility of making a return.

71% of those surveyed have a savings account (about the same as in 2018). Only 20% of people interviewed are investing in shares. 37% of non-homeowners who don't intend to buy a house say they'd put spare money in a savings account. Only 5% say they'd invest it in shares.

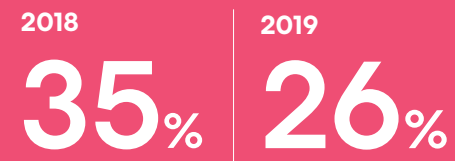
When we ignore contributions to KiwiSaver, 59% of people are saving or investing less than 10% of their income. 18% are not saving or investing at all.

If given \$50 today, 7% say they'd invest it, and 42% say they'd save it. At the same time, 56% of respondents say they're motivated to invest. This motivation is much higher for males (63%).

Despite a motivation to invest, there's something stopping Kiwis from getting started.

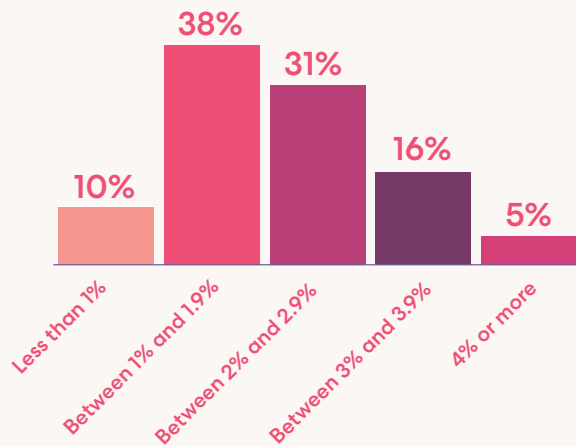
Barrier to investing

People who answered investing in shares is only for people with lots of money.



Interest rate perceptions

What people think is an average interest rate for a New Zealand savings account currently.



Financial education

People who thought they had sufficient financial education through schooling.

AGREE

25%

DISAGREE

56%

Are savings accounts paying decent returns?

While more Kiwis are saving compared to investing, they aren't getting the returns they expect from their savings account.

Around 70% of people believe the average interest rate of a savings account is between 1% and 3%. 21% believe it's over 3%. In fact, interest.co.nz (as at 10 September 2019) shows the majority of on-call savings accounts deliver less than 1% interest per annum. The few that offer a bigger return need larger minimum deposits, and there's a limit on the number of withdrawals.

While New Zealanders are no longer getting the returns they're expecting from their savings accounts, they're continuing to stick with them—and don't seem to be looking for alternatives!

Why are Kiwis saving?

There's a perception that saving is more about short-term rewards. 44% of those surveyed are saving for travel or a holiday. There are some who are saving for retirement, but this number is down from the 2018 results. And there's still a significant number of people who are saving to pay off debt (27%), primarily people aged between 18 and 49 (72%).

Around a third (30%) said they'd consider using their savings to buy shares. This was similar to 2018.

The fact that Kiwis are motivated to invest, but don't, suggests that there's a lack of knowledge about investing. Young people are more likely to be told by a parent or close friend to start a savings account than to start an investment portfolio.

Only 25% feel they had sufficient financial education through schooling. This increases to around a third for the younger cohort, suggesting that education about money is beginning to improve.

Taking control

Thinking, talking and learning about money

Overall, there has been little change in New Zealander's attitudes towards money. Most people are planning for the future and feel in control of their spending. For life priorities, managing money well (36%) came in third place, behind staying healthy (57%) and time with friends and family (45%).

People are talking more about money—to friends and family, mainly. With the overabundance of information online, they're educating themselves more, rather than looking for advice from other sources. The younger you are, the more likely you are to look for information yourself.

For people who are already investing in shares, 57% look online for information about investing, compared to 51% in 2018. Friends and family is a distant second (36%), expert commentators in the media are third (32%), with professional advisers coming fourth (27%). In 2018, family and friends, expert commentators, and professional advisers were all roughly equal (~30%).

Having knowledge and confidence influences how satisfied you are with your financial situation.

Regardless of whether they're investing in shares or not, around a third of those surveyed (32%) feel knowledgeable about the share market. This is similar to 2018. When we break this response down by age, older people feel more knowledgeable than younger people.

Managing money well

The percentage of people who selected 'Managing money well'.

2018

27%

2019

36%



KiwiSaver and retiring

65% of those surveyed said they have a KiwiSaver account, unchanged since 2018. While most (82%) still currently contribute to their KiwiSaver, the belief that it will be enough to fund their retirement is dropping—down from 12% in 2018 to 9% in 2019.

When we drill down by age, 86% of people over 44 years believe they'll need more than their KiwiSaver to fund their retirement, compared to 60% of people aged 18–44 years.

Of the 35% of people in our survey who don't have KiwiSaver, the majority (65%) aren't intending to get one. This is mainly led by those already close to retirement age (62% of those are aged 65 years or older). For them, it's perceived as being too late to start saving.

Investing in children

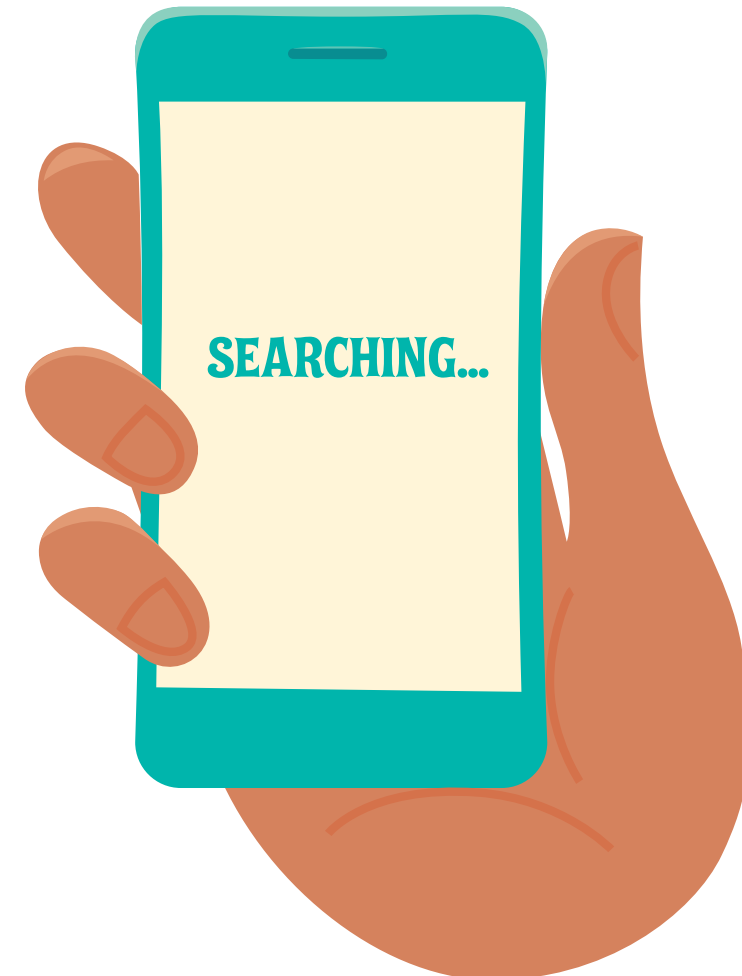
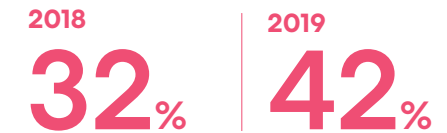
About half of the families (53%) say they're saving towards their children's future. 66% of this group are putting the money in a savings account. Fewer are making use of KiwiSaver or other types of investments. Very few (4%) are currently investing in shares for their children.

Families with younger children are more likely to be putting money into a savings account for them, than families with older children.

Generally, the families who are saving for their children have higher salaries (65%). They are more likely to own their own property, and be knowledgeable about the share market (67%).

DIY Investors

DIY-type investors went from 32% in 2018 to 42% in 2019.



The gender gap

56% of the people surveyed feel motivated to invest, but women are less motivated (49%) than men (63%).

Any motivation women do have to invest isn't borne out in the actual numbers. When we dig into what people are investing in, women are under-represented in shares (14%) compared to men (25%).

Interesting insights surfaced when we asked everyone about investing specifically in shares. Confidence to invest in shares sat at 19%, while motivation sat at 25%. Splitting this by gender reveals only 12% of women feel confident to invest, and 18% feel motivated. 26% of men feel confident, and 31% feel motivated—about double in both cases.

I agree that dealing with money is interesting

FEMALE

Agree 50%

MALE

Agree 65%

I feel motivated to invest

FEMALE

Agree 48%

MALE

Agree 63%





Over half of the women surveyed (57%) think investing in shares is risky. This has dropped from 62% in 2018. Men haven't changed much—61% this year, compared to 62% in 2018.

Fewer women believe the share market is accessible to them (31%), compared to men (50%). Only 28% of women feel knowledgeable about investing in shares, whereas 44% of men feel knowledgeable. More women (29%) think that investing is only for people with lots of money. Only 21% of men think the same.

There's a clear investment gap between women and men. Women are clearly motivated to invest (half of them said so) but a lack of knowledge holds them back.

Money matters

I am NOT informed about money matters.

FEMALE

17%

MALE

8%

Share market knowledge

I feel knowledgeable about the share market.

FEMALE

21%

MALE

44%

Looking ahead

This is only the second year that Sharesies has run this survey. While it's too early to identify trends, the data seems to be moving in a direction that we think will continue.

Over the last 12 months, global financial markets have experienced a period of higher than normal volatility. There's been a lot of media speculation about when the next recession will hit, but so far sharp downturns have been closely followed by fast recoveries.

Low interest rates, low return

In New Zealand, the Official Cash Rate (OCR) is at an all-time low. The 65% of New Zealanders with a savings account will be seeing increased pressure on returns from saving and term deposits.

Housing pressure

Demand for housing is unlikely to drop. If house prices remain steady, or continue to increase as many commentators expect, the ability to get that first home will remain difficult for the first-home-buyer. They'll be looking for new ways to grow their wealth. There may be a noticeable move away from savings, into shares—particularly funds and bonds.



Women and investing

There's a long way to go before women are as confident and engaged with investing as men. Many organisations are working hard to correct this imbalance.

As it becomes easier to access investing, more women will see this as a valid alternative or addition to other investments, like property and term deposits.

Retirement income

KiwiSaver is a long term investment for retirement. Most people don't recognise this as an investment. In the short term, we don't expect a lot of change—but in the longer term, we predict a shift to more self-managed KiwiSaver portfolios as investment knowledge and engagement increases.

Doing it for yourself

Our data shows an increasing reliance on do-it-yourself investing. There will be more information being made available to investors, through education, or through personalised robo-advice—something that we believe will begin to work hand-in-hand with human advisers.

We'd like to see more education about personal finance and investing in primary and secondary schools. This will lead to an increase in investor confidence and knowledge, with a corresponding upturn in financial wellbeing.

Vote with your dollar

As more retail investors enter the market through platforms like Sharesies, shareholders will demand more than just returns—good governance, sustainable business practices, and diversity. Increasingly, shareholders will expect profit with purpose.

A woman with long dark hair is lying on a blue couch, holding a smartphone in her right hand. A small, light-colored dog is sitting next to her, looking at her face. The woman has a joyful expression, with her eyes closed and a smile. The background is a simple, light-colored wall. The text "Survey results" is overlaid in a large, white, sans-serif font across the center of the image.

Survey results

Survey results

The survey was conducted by Colmar Brunton in the last two weeks of June 2019. 1,006 people were surveyed.



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I identify as...

	2019
Female	52%
Male	48%
Gender diverse	*

Which one of the following best describes your household?

	2019
Young, single, living alone	4%
Group flatting	8%
Young couple, no kids	9%
Household with pre-school kids only	8%
Household with school aged kids only	11%
Household with all children aged 15 or more	7%
Household with children of mixed ages	8%
Older couple, no kids at home	26%
Older single, living alone	13%
Other household situation	6%

Which of these best describes your current working status?

	2019
Working full time (more than 20 hours a week)	55%
Working part time (less than 20 hours a week)	12%
Semi-retired	5%
Retired	17%
Not currently working	10%

Which age group do you fit into?

	2019
18 - 24 years	12%
25 - 29 years	8%
30 - 34 years	8%
35 - 39 years	9%
40 - 44 years	10%
45 - 49 years	9%
50 - 54 years	9%
55 - 59 years	9%
60 - 64 years	7%
65 - 69 years	7%
70 years and over	13%

How do you identify your ethnicity?

You can choose more than one.

	2019
New Zealand European	78%
New Zealand Māori	5%
Samoan	1%
Cook Island Māori	1%
Tongan	1%
Niuean	*
Other Pacific Island	*
Chinese	5%
Indian	4%
Other Asian	3%
Other European	6%
Other ethnic group	3%

Which region do you live in?

	2019
Northland (including Whangarei)	4%
Auckland	33%
Waikato (including Hamilton and Coromandel)	9%
Bay of Plenty (including Tauranga and Rotorua)	6%
Gisborne	1%
Hawkes Bay (including Napier and Hastings)	4%
Taranaki (including New Plymouth)	3%
Manawatu-Wanganui (including Whanganui and Palmerston North)	5%
Wellington	11%
Tasman (including Takaka, Motueka, and Mapua)	1%
Nelson	1%
Marlborough (including Picton and Blenheim)	1%
Canterbury (including Christchurch, Lincoln, Ashburton and Timaru)	13%
Otago (including Dunedin, Oamaru, Queenstown and Wanaka)	5%
West Coast (including Westport, Greymouth, and Hokitika)	1%
Southland (including Invercargill and Te Anau)	2%

Question only asked to people living alone or group flatting

Which one of these groups does your own personal income from all sources before tax fall into?

	2019
\$20,000 or less	19%
\$20,001 - \$30,000	16%
\$30,001 - \$50,000	16%
\$50,001 - \$70,000	20%
\$70,001 - \$100,000	11%
\$100,001- \$150,000	5%
\$150,001- \$200,000	*
\$200,001 or more	1%
Prefer not to say	12%

Question only asked to people living with family

Which one of these groups does the combined income of your household from all sources before tax fall into?

	2019
\$20,000 or less	3%
\$20,001 - \$30,000	4%
\$30,001 - \$50,000	10%
\$50,001 - \$70,000	15%
\$70,001 - \$100,000	18%
\$100,001- \$150,000	23%
\$150,001- \$200,000	8%
\$200,001 or more	4%
Prefer not to say	15%

Which of the following best describes the last level of education you completed?

	2019
No secondary schooling	2%
Secondary school, no School Certificate or NCEA	10%
School Certificate/NCEA Level 1	7%
Sixth Form Certificate/ University Entrance/ Matriculation/ NCEA Level 2	8%
Bursary exams/ Higher School Certificate/ NCEA Level 3	8%
Technical or trade qualifications	8%
Certificate or Diploma	16%
Attended tertiary but did not graduate	3%
University/ tertiary/ professional qualifications e.g. Bachelors degree	28%
Postgraduate studies e.g. Masters or PHD	10%
None	11%
Secondary school	23%
University	31%

QUESTION 1

If you were given \$50 right now, what would you do with it?

	2018	2019
Save it	-	42%
Pay off debt/bills	-	25%
Spend it	-	23%
Invest it	-	7%
Give it away	-	2%
Other	-	1%

QUESTION 2

The following are statements about things that people feel motivated to do. Please read through and tell us how much you agree or disagree with each I feel motivated to...

	Agree	Disagree	Agree	Disagree
	2018		2019	
Cook my dinner in the evenings	-	-	65%	13%
Go for runs	-	-	25%	50%
Do my tax return	-	-	38%	31%
Invest	-	-	56%	15%
Go to the dentist	-	-	33%	37%
Learn a language	-	-	28%	44%

QUESTION 3

Some people say you would need to change your spending habits in order to be able to invest. If you had the chance to invest \$5 a day to create an investment portfolio, would you...

	2018	2019
...do it, you can invest \$5 a day without changing your habits	59%	56%
...think about it, you want to invest \$5 a day but you'd need to change your habits	23%	27%
...be unable to invest \$5 a day no matter what habits you changed	8%	8%
...say no thanks, I'm not interested in investing	9%	9%

QUESTION 4

Here are some statements that people have made about their attitudes towards money. Please read through each statement and tell us how much if you agree/disagree with each one.

	Agree	Disagree	Agree	Disagree
	2018		2019	
I am in control of my spending	71%	10%	74%	6%
I feel guilty spending money on myself	41%	32%	36%	33%
I have enough money to live the life I want	41%	35%	40%	36%
I am confident managing my money	69%	9%	68%	9%
I am informed about money matters	56%	14%	58%	13%
Dealing with money is interesting	55%	15%	57%	14%
Financially I live for today and don't think about tomorrow	14%	68%	10%	71%
I plan for the future	73%	9%	74%	8%
Thinking about money is stressful	41%	28%	41%	30%
I can understand financial jargon	45%	23%	45%	22%
I often run out of money	24%	57%	22%	59%
I am comfortable talking about money with my friends and family	53%	19%	56%	17%
I was given sufficient financial education through my schooling	-	-	25%	56%

QUESTION 5

Which best describes your current financial situation?

	I never have enough money to cover my expenses	I manage to cover expenses but there's nothing left over for luxuries or savings	I cover my expenses and there is a little left over to spend or save	I cover my expenses with no problem and can easily spend or save
2018	4%	19%	48%	28%
2019	4%	18%	48%	30%

QUESTION 6

Are you happy with your current financial situation?

	Very unhappy	Unhappy	On the fence	Happy	Very happy
2018	4%	18%	30%	39%	8%
2019	4%	18%	32%	38%	7%

QUESTION 7

Which savings or investments do you currently have?

You can choose more than one.

	2018	2019
A savings account	72%	71%
A term deposit	30%	30%
KiwiSaver	65%	65%
Other superannuation scheme	17%	14%
You own your own home	59%	57%
Residential property other than your own home	14%	12%
Commercial property	2%	3%
A property company or syndicate	2%	2%
A unit trust or managed fund	6%	8%
Shares you bought yourself (i.e. not through KiwiSaver or other managed funds)	18%	16%
Bonds you bought yourself (i.e. not through KiwiSaver or other managed funds)	10%	7%
A Sharesies Portfolio	3%	5%
An investment portfolio managed by my adviser	6%	6%
Government bonds	3%	3%
Derivatives	1%	*
Capital notes or hybrid bonds	2%	1%
Peer to peer lending	3%	2%
Equity crowd-funding	1%	1%
Cryptocurrency	2%	3%
Gold or other commodities	3%	3%
Another type of investment	4%	3%
I don't have any of these	4%	5%

QUESTION 7.A

On top of KiwiSaver, what percentage of your income do you save or invest? / What percentage of your income do you save or invest?

	None	Less than 5% of my income	Between 5-10% of my income	Between 11% - 20% of my income	Between 21% - 30% of my income	Between 31% - 40% of my income	More than 40%
2018	-	-	-	-	-	-	-
2019	18%	32%	27%	11%	5%	2%	3%

QUESTION 7.B — People who answered 'none' for 7.A

Why would you say you are not regularly saving or investing money? You can choose more than one.

	My budget is too tight, I don't have extra money to save right now	I'm focussed on paying off debt	I think my KiwiSaver contributions are enough	It's likely I could save or invest money, currently I just spend it all	I would like to save or invest money, I just haven't got around to it yet	I don't need to because of my income	Other
2018	-	-	-	-	-	-	-
2019	55%	28%	3%	4%	6%	9%	9%

QUESTION 7.C.1 – Question only asked to households with children

Are you currently saving or investing money for your children or your children's future?

	2018	2019
Yes	-	53%
No	-	47%

QUESTION 7.C.2 – Question only asked to families who are saving or investing for their children

How are you currently saving for your children?

You can choose more than one.

	2018	2019
Put money into a savings account for them	-	66%
Put money into Kiwisaver on their behalf	-	19%
Put money into a term deposit for them	-	14%
Invest in property for them	-	12%
Save money as cash for them	-	7%
Invest in a unit trust or managed fund	-	6%
Put money into Bonus Bonds for them	-	5%
Other	-	5%
Invest in shares on their behalf	-	4%
Give money as cash to them	-	3%

QUESTION 7.C.3

How much money do you put aside each year for each child? – Question only asked to families who are saving or investing for their children

	Less than \$50	Between \$51 and \$100	Between \$101 and \$250	Between \$251 and \$500	Between \$501 and \$1000	Between \$1001 and \$2500	Between \$2501 and \$5000	More than \$5001
2018	-	-	-	-	-	-	-	-
2019	12%	8%	14%	15%	23%	18%	7%	4%

QUESTION 8

How likely are you to invest in shares in the next five years? – Question only asked to people not investing in shares

	Very likely	Quite likely	Not that likely	Not at all likely	Don't know
2018	5%	23%	18%	30%	23%
2019	10%	18%	27%	30%	15%

QUESTION 8.A – Question only asked to people not investing in shares

What's stopping you from investing in shares?

You can choose more than one.

	2018	2019
I don't know how to invest	-	28%
I think investing in shares is risky	-	24%
I don't have enough money to invest	-	31%
I'm saving for a house	-	8%
I'd prefer to have cash savings	-	15%
Other	-	6%
I'm paying off debt	-	18%

QUESTION 8.B

How much money do you think you need to invest in shares each month for it to be worthwhile?

	2018	2019
\$1-19	-	3%
\$20-\$100	-	22%
\$101-\$500	-	21%
\$501-\$1,000	-	9%
\$1,001-\$5,000	-	5%
\$5,001 or more	-	3%
Don't think you need to make monthly payments	-	9%
Don't know	-	28%

QUESTION 9

Are you currently saving for any of the following?

You can choose more than one.

	2018	2019
Travel or a holiday	46%	44%
For retirement	41%	35%
To pay off debt	25%	27%
To renovate or repair my own home	25%	21%
A deposit for a house	14%	14%
To buy or repair a car	17%	13%
For my or my children's education	12%	10%
To give or send money to family	7%	7%
A wedding	5%	5%
To start a family	6%	5%
To start an investment portfolio	4%	5%
To start or buy a business	4%	4%
To move overseas	3%	3%
Other	6%	5%
Not currently saving	11%	12%

QUESTION 10

Which of the following best describes your attitude towards risk when you're thinking about what to do with your savings? Please answer what you think you would do even if you are not currently saving.

	2018	2019
I am a conservative investor, I want all my money in low risk/low return investments	25%	22%
I am a cautious investor, I want most of my money in low risk investments, but I am happy to put a little in moderate or high risk investments	48%	48%
I am a considered investor, most of my money is in moderate to high risk investments	13%	15%
I am a risk taker with my money, I like high risk/high return investments	3%	3%
Don't know	11%	12%

QUESTION 11

On a scale of 1-10, please indicate your attitude towards reaching your financial goal?

	2018	2019
1 = I would choose a safe investment which grows slowly but steadily, even if it means lower growth overall 10 = I would invest in the best possible return even if there was a high level of risk involved	Average 5.23	Average 5.39

QUESTION 12

Which of the following would you consider doing with your savings?

You can choose more than one.

	2018	2019
Place them in a term deposit	54%	49%
Keep them in a bank account	56%	48%
Purchase property	44%	41%
Buy shares	33%	30%
Buy bonds	19%	15%
Not sure	7%	10%
Buy gold or other commodities	9%	8%
Invest in a private entity, not on the stock exchange	6%	5%
Peer to peer lending	6%	4%
Buy cryptocurrency	5%	3%
Equity crowd-funding	3%	2%
Other	2%	1%

QUESTION 12.A

What do you think is an average interest rate for a New Zealand savings account currently?

	Less than 1%	Between 1% and 1.9%	Between 2% and 2.9%	Between 3% and 3.9%	Between 4% and 4.9%	Between 5% and 5.9%	6 or more%
2018	-	-	-	-	-	-	
2019	10%	38%	31%	16%	4%	1%	1%

QUESTION 13 – Question only asked to people without KiwiSaver

Do you intend to get a KiwiSaver account?

	Yes, within the next 12 months	Yes, in 1-3 years	Yes, more than 3 years away	No	Don't know
2018	9%	8%	3%	70%	10%
2019	13%	6%	4%	65%	12%

QUESTION 13.A – Question only asked to people with KiwiSaver

Do you currently contribute to your KiwiSaver account?

	Yes	No, I'm on a contribution holiday	No, I'm already retired	Don't know
2018	84%	10%	5%	1%
2019	82%	10%	4%	3%

QUESTION 14 – Question only asked to people with KiwiSaver

Do you think your KiwiSaver will be enough to fund your retirement?

	Yes	No	Don't know
2018	12%	69%	19%
2019	9%	73%	18%

QUESTION 15 – Question only asked to people with KiwiSaver

Have you ever changed KiwiSaver providers?

	Yes	No	Don't know
2018	35%	64%	1%
2019	36%	62%	2%

QUESTION 16 – Question only asked to people who changed their KiwiSaver provider

Why did you change KiwiSaver providers?
You can choose more than one.

	2018	2019
I changed my main bank	31%	25%
I started a new job	8%	6%
My new provider charges less fees	10%	17%
My new provider offers a better return on my investment	28%	31%
My new provider makes it easier to track how it is going	25%	30%
Other, please specify	15%	11%
Don't know	3%	2%

QUESTION 16.A

How much money do you think you need for retirement for the lifestyle you'd like to have?

	Less than \$100,000	Between \$100,001 and \$500,000	Between \$500,001 and \$1,000,000	Between \$1,000,001 and \$1,500,000	Between \$1,500,001 and \$2,000,000	More than \$2,000,001	I don't know
2018	4%	21%	27%	17%	7%	10%	13%
2019	5%	20%	28%	17%	9%	8%	13%

QUESTION 17

Regardless of whether or not you have shares yourself, how knowledgeable do you feel about the share market?

	Very knowledgeable	A little bit knowledgeable	Not that knowledgeable	Not at all knowledgeable	Don't know
2018	5%	27%	27%	39%	3%
2019	4%	28%	27%	36%	5%

QUESTION 18

Which area are you most interested in investing in?

	2018	2019
Don't know	-	34%
Technology	-	17%
Renewable energy	-	14%
Sustainable/Responsible businesses	-	12%
Healthcare	-	10%
Developing markets	-	4%
Food	-	3%
Agriculture	-	3%
Other	-	3%

QUESTION 19

The following are statements about investing in shares. Please read through each statement and tell us if you agree/disagree with each one.

	Agree	Disagree	Agree	Disagree
	2018		2019	
Investing in shares is risky	62%	6%	59%	7%
Investing in shares is more risky than investing in property	50%	11%	49%	11%
Investing in shares is a good way to grow my money	39%	10%	42%	9%
Investing in shares is accessible to me	-	-	40%	19%
I understand how investing works	35%	35%	35%	32%
Investing in shares is a good way to save for my retirement	31%	18%	33%	16%
Investing in shares is only for people with lots of money	35%	30%	26%	35%
I feel motivated to invest in shares	-	-	25%	42%
Investing in shares is a good thing to do no matter how much money you have	22%	28%	24%	25%
I feel confident investing in shares	-	-	19%	46%
Investing in shares will make more money than investing in property	15%	24%	13%	23%

QUESTION 20

– Question only asked to people
who invest in shares

What do you do when there is a
dip in the share market?

	2018	2019
Nothing – it doesn't bother me	22%	17%
I keep an eye on it and ride it out	55%	55%
I buy more shares	16%	18%
I sell shares	1%	-
Other	1%	1%
Don't know	6%	10%

QUESTION 21

– Question only asked to people
who invest in shares

Where do you go to find
information about investing?
You can choose more than one.

	2018	2019
Professional investment/Financial advisors	31%	27%
I search online	51%	57%
Sorted.co.nz	15%	13%
My accountant/resources my accountant provides	11%	9%
My bank/resources my bank provides	18%	16%
Friends and family	32%	36%
I follow expert commentators in the media	31%	32%
Seminars/Webinars or conferences	7%	11%
Other	3%	3%
I don't look for any information about investing	18%	9%

QUESTION 22

– Question only asked to people
who invest in shares

Which source of information do you
trust the most to provide reliable
investment advice?

	2018	2019
Professional investment/Financial advisors	20%	20%
I search online	15%	16%
Sorted.co.nz	4%	5%
My accountant/resources my accountant provides	5%	4%
My bank/resources my bank provides	4%	5%
Friends and family	7%	10%
I follow expert commentators in the media	8%	10%
Seminars/Webinars or conferences	2%	1%
Other	1%	3%
I don't trust one source any more than another	35%	27%

QUESTION 22.A

Within your community(ies), how do you feel most comfortable talking about money?

You can choose more than one.

	2018	2019
With my partner(s)	-	55%
At home	-	48%
In person with relatives	-	38%
In person with friends	-	36%
With a financial advisor	-	30%
I do not feel comfortable talking about money within my community	-	10%
In online forums or chat groups	-	4%
At religious meetings	-	2%
At sports clubs	-	2%
At my community centre	-	1%
At other clubs	-	1%
Other	-	1%

QUESTION 23 – Question only asked to non-homeowners

Do you want to own residential property one day?

	2018	2019
Yes	81%	80%
No	13%	12%
Don't know	7%	8%

QUESTION 24 – Question only asked to non-homeowners who intend to buy a house

When do you think you will be able to buy a house?

	2018	2019
Within the next 12 months	18%	18%
1-5 years	29%	31%
6-10 years	26%	22%
More than 10 years away	15%	14%
I don't think I'll ever be able to buy a house	13%	15%

QUESTION 25 – Question only asked to non-homeowners who don't intend to buy a house

What do you think you will do with any spare money instead of buy a house?

You can choose more than one.

	2018	2019
Invest in shares	10%	5%
Keep a savings account at the bank	42%	37%
Start a business	7%	12%
Add to my KiwiSaver	11%	15%
Something else	6%	5%
I don't think I'll ever have any spare money	28%	27%
Don't know	11%	15%

QUESTION 26

Thinking about your day to day, what are the top priorities in your life?

Please select your top 3 goals.

	2018	2019
Keeping healthy	58%	57%
Spending time with friends and family	44%	45%
Managing your money well	27%	36%
Ensuring my family is taken care of	36%	35%
Having a job you enjoy	23%	24%
Travelling/seeing the world	22%	24%
Keeping out of debt	30%	24%
Making money	13%	16%
Saving for retirement	17%	12%
Being successful in your job	10%	12%
Buying a home	11%	8%
Getting a good education	5%	5%
Other	2%	2%

QUESTION 27

Who normally looks after day to day household investments such as paying the bills

	2018	2019
Primarily me	40%	43%
Mostly me but a trusted other is involved eg partner(s), friend(s), family member(s)	21%	18%
Both me and a trusted other(s)	20%	20%
Mostly a trusted other(s) but I am involved	6%	6%
Primarily a trusted other(s)	2%	4%
None of these, I do it all myself	11%	9%

QUESTION 27.A

Who normally looks after long term financial plans like savings and investments

	2018	2019
Primarily me	34%	39%
Mostly me but a trusted other is involved eg partner(s), friend(s), family member(s)	19%	18%
Both me and a trusted other(s)	28%	24%
Mostly a trusted other(s) but I am involved	5%	5%
Primarily a trusted other(s)	1%	2%
None of these, I do it all myself	13%	11%

QUESTION 29

Even if you are not currently investing, what kind of investor do you think you would be?

	2018	2019
A “DIY” investor who likes to select their own investments	32%	42%
A “discusser” who likes to discuss investing with friends or family members	28%	21%
A “do it for me” investor who likes to have a financial advisor select investments	29%	26%
A “non-investor” who does not get involved at all in investment decisions	6%	6%
A “delegator” who likes their partner to make these kind of decisions	5%	5%



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