

Women will save humanity, one Responsible Investment at a time

In the wake of COVID-19, social and economic disruption has spurred KiwiSaver members to be more engaged with not just their retirement savings, but also how their funds are invested.



A new research survey from Mercer shows that **3 in 4 KiwiSaver members** consider access to Responsible Investments (RI) an important feature of KiwiSaver, with women on average **nearly 10% more likely than men to switch KiwiSaver providers** if their funds are invested in industries they do not support.

Financial markets can no longer be isolated from environmental and social issues. Mercer's research shows that New Zealanders are incredibly passionate about investing in a way that makes a difference.

Sarah Whitelock
Consumer Wealth Leader, Mercer NZ

Confused state of play: What we do & don't know?

Knowledge of KiwiSaver continues to grow among members, with the gap between men and women closing.



We quizzed KiwiSaver members and on average, women answered **7 out of 11** correct, while men answered an average of **7.5 out of 11** correct.

However, high levels of uncertainty continue to exist – in particular, among women in relation to **tax rates** (46% of women unsure) and the number of KiwiSaver **options you can invest in** (39% of women were unsure).



Top 5 most important features of a KiwiSaver scheme

Investment performance is still top of mind for investors across the market, however a growing number of members also want their money invested responsibly and in line with their personal values.

- Women**
1. Communication material
 2. Investment performance
 3. Website access
 4. Competitive fees
 5. Responsible Investment options

- Men**
1. Investment performance
 2. Competitive fees
 3. Investment options
 4. Communication material
 5. Website access



A significantly higher proportion of women (77%) view having **access to responsible investment options** as an important KiwiSaver feature when compared to men (69%).

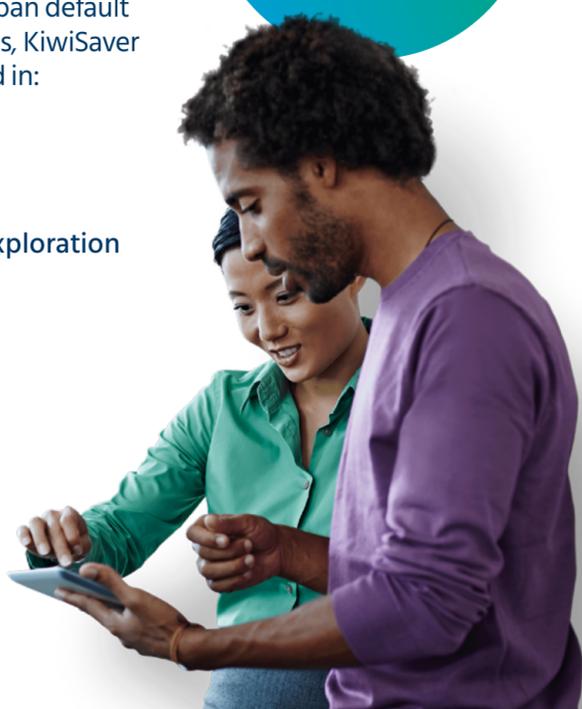
New Zealanders worry about the industries their KiwiSaver money is invested in

Women expressed significantly **higher levels** of concern about where their funds are invested than men

Coinciding with the Government's decision to ban default KiwiSaver providers from investing in fossil fuels, KiwiSaver members also do not want their funds invested in:

- Weapons
- Pornography
- Gambling
- Nuclear power
- Tobacco
- Oil and gas exploration
- Mining

So much so... that women on average are nearly **10% more likely** than men to **switch providers** if their funds are invested in industries that don't align to their values.



KiwiSaver providers need to have a suite of responsible investment options available

While there is no gender disparity among those agreeing their KiwiSaver provider cares about Responsible Investing, those members **knowledgeable** about KiwiSaver are more likely to hold a positive view of their provider's RI efforts.



However, **1 in 5 women (22%)** are more likely to **disagree** that their KiwiSaver provider offers a sufficient number of RI options.

While funds are obliged to offer investments which align to KiwiSaver member needs, there is an opportunity for KiwiSaver providers to more clearly demonstrate and communicate their commitment to Responsible Investing.

*Online survey methodology among a national random sample (n=1,008) of KiwiSaver scheme members. Survey fielded 30 June to 7 July 2020 by Dynata on behalf of Mercer New Zealand.