

# New Zealand's Financial Knowledge Surveys

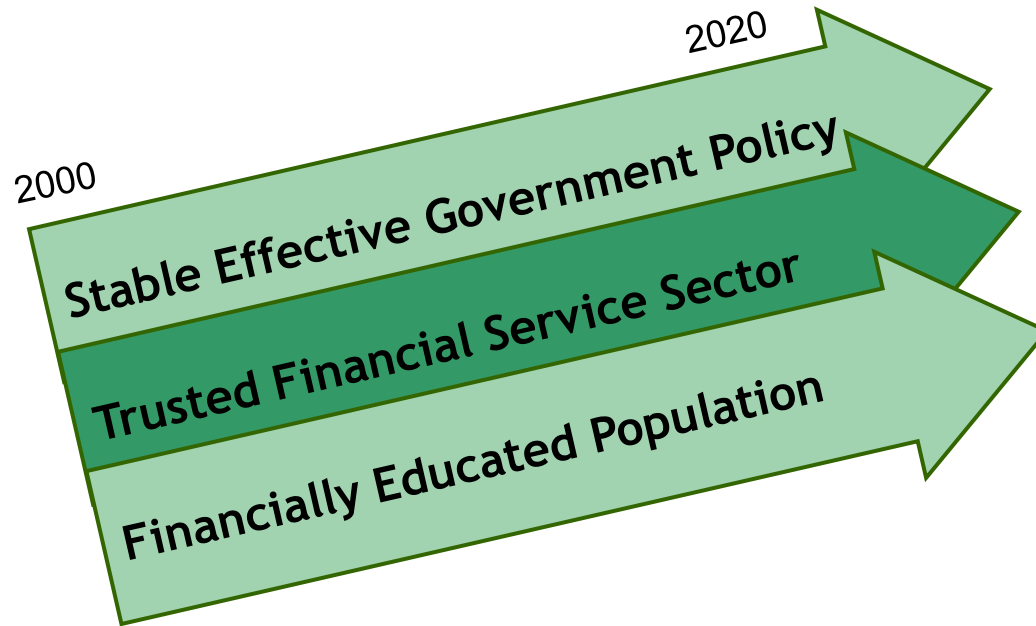


**DIANA CROSSAN**  
Retirement Commissioner

**23<sup>rd</sup> March 2010**

RBI/OECD Workshop, Bangalore, India:  
Delivering financial literacy

# The New Zealand picture



ECONOMIC GROWTH

SOCIAL COHESION

DEMOGRAPHICS

# New Zealand National Strategy for Financial Literacy

Vision: Personal financial wellbeing for New Zealanders

Mission: New Zealanders are financially well-educated and can make informed financial decisions throughout their lives

- Developing quality
- Extending delivery
- Monitoring and evaluating



# Financial education topics



# Financial Knowledge Surveys

“The ability to make informed judgements and to take effective decision regarding the use and management of money”



# Financial knowledge framework

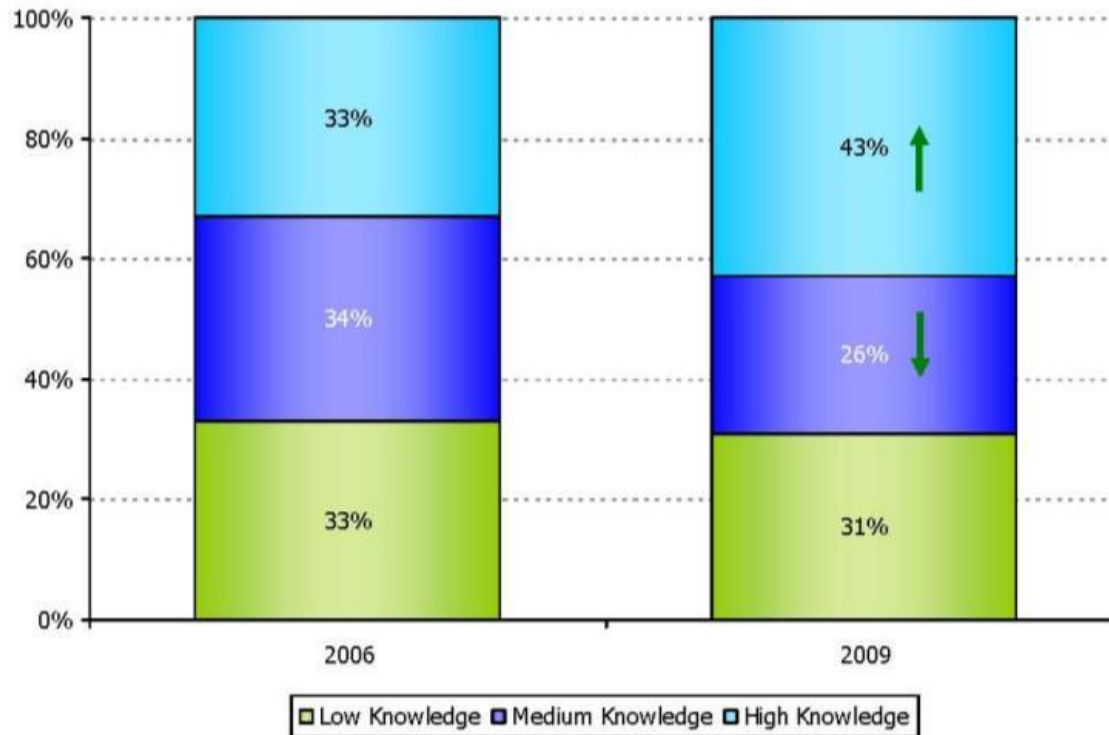
- Mathematical and standard literacy
- Financial understanding
- Financial competence
- Financial responsibility



# Methodology

- 850 people aged 18 and over nationwide
- Face to face interviews
- 62% response rate
- Questions test financial knowledge (what they know) and attitudes and behaviours (what they think and what they do)
- Financial knowledge questions scored
- Total score added up to low, medium or high level of knowledge

# Size of financial knowledge groups 2006-2009



Base: All respondents 2006 (n=856), 2009 (n=850)

Source: 2009 ANZ-Retirement Commission Financial Knowledge Survey



# Using the findings

The screenshot shows the homepage of sorted.org.nz, titled "YOUR INDEPENDENT MONEY GUIDE". The navigation bar includes "HOME", "LIFE STAGES", "CALCULATORS", and "MY PLAN". A search bar is located below the navigation. The main content area features three large buttons: "Start saving" (with a stack of money icon), "Plan for retirement" (with a calculator icon), and "Protect your assets" (with a house and car icon). Below this, there is a "News on Sorted" section with a "SORT ME" button and a "Latest blog posts" section with two entries. A "Subscribe now!" section is at the bottom right, with fields for "First name", "Last name", and "Email", and a "Subscribe" button.



# Targeting Māori

- 15% of population
- Low levels of financial literacy
- Survey of one tribe 2010



# International comparison of baseline surveys

- Overview of 24 national and 2 cross-national surveys
- Differences in
  - Definitions and terminology
  - Coverage
  - Design and analysis
- Limited scope for comparison - new research project beginning

ORGANISATION  
FOR ECONOMIC  
CO-OPERATION  
AND DEVELOPMENT



# Best practice guidelines

- Who do we survey
- Survey method
- Analysis and reporting
- Core questions covering four broad areas
  - Day-to-day money management
  - Financial planning
  - Choosing appropriate products
  - Financial knowledge and understanding

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Retirement Commission

*Whiriwhiria!*

[www.financialliteracy.org.nz](http://www.financialliteracy.org.nz)



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