

From Values to Riches 2022:

Charting consumer demand for responsible investing in Aotearoa New Zealand



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About this report

From Values to Riches 2022: Charting consumer demand for responsible investing in Aotearoa New Zealand is the fourth research report published by the Responsible Investment Association Australasia (RIAA) and Mindful Money. The research seeks to establish and track consumer awareness, practices, and attitudes towards ethical and responsible investments in New Zealand. After an initial New Zealand report in 2016, this research has been published jointly in 2018, 2019, and 2020.

This year, data was collected through an online survey between 27 January and 7 February 2022 with a total of 1,093 New Zealanders aged 18 and over participating. The survey questions were developed by RIAA and Mindful Money, and the survey instrument was designed and analysed by Dynata, in accordance with the ISO 20252 standards. The sample was representative of the general population based on gender (see Figure 1), age, and region (Figure 2). The majority of those surveyed live in suburban areas (61%), while 27% live in urban and 12% live in rural settings. Respondents were divided into four generational categories based on age: 'Baby Boomers' (aged 60 and above), 'Generation X' (aged 40-59), 'Millennials' (aged 25-39) and 'Generation Z' (aged 18-24) (Figure 3). Data was weighted to the latest population estimates by Dynata.

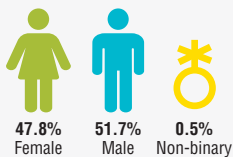
This research was led by Dr. Zsuzsa Banhalmi-Zakar, Carly Hammond, and Barry Coates, with contributions from Estelle Parker, Katie Braid and Olive Coulson. The report was designed by Loupe Studio.

ABOUT THE RESPONSIBLE INVESTMENT ASSOCIATION AUSTRALASIA

The Responsible Investment Association Australasia (RIAA) champions responsible investing and a sustainable financial system in Australia and New Zealand. RIAA is dedicated to ensuring capital is aligned with achieving a healthy society, environment and economy. With over 450 members managing more than US\$29 trillion in assets globally, RIAA is the largest and most active network of people and organisations engaged in responsible, ethical and impact investing across Australia and New Zealand. Our membership includes super funds, fund managers, banks, consultants, researchers, brokers, impact investors, property managers, trusts, foundations, faith-based groups, financial advisers and individuals. RIAA achieves its mission through:

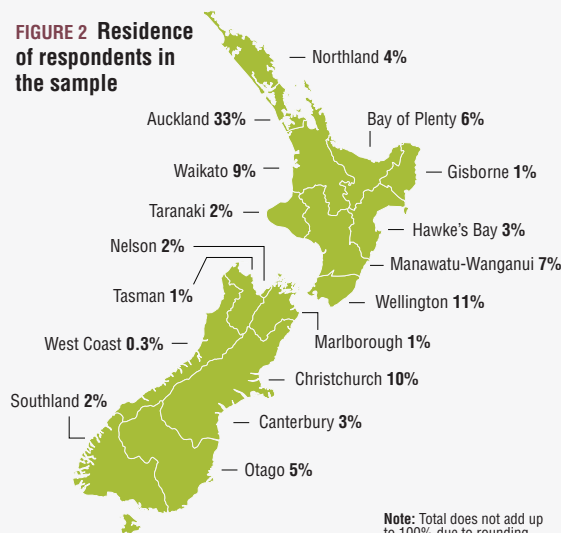
- providing a strong voice for responsible investors in the region, including influencing policy and regulation to support long-term responsible investment and sustainable capital markets;
- delivering tools for investors and consumers to better understand and navigate towards responsible investment products and advice, including running the world's first and longest running fund [Certification Program](#), and the online consumer tool [Responsible Returns](#);
- supporting continuous improvement in responsible investment practice among members and the broader industry through education, benchmarking and promotion of best practice and innovation;
- acting as a hub for our members, the broader industry and stakeholders to build capacity, knowledge and collective impact; and
- being a trusted source of information about responsible investment.

FIGURE 1 Proportion of female, male and non-binary respondents in the sample



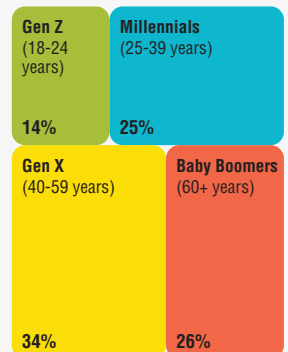
Note: Due to the low number of non-binary respondents, gender-based analysis in this report only includes female/male comparison.

FIGURE 2 Residence of respondents in the sample



Note: Total does not add up to 100% due to rounding.

FIGURE 3 Age bracket (generation) of respondents in the sample



Note: Total does not add up to 100% due to rounding.

ABOUT MINDFUL MONEY

Mindful Money is a consumer-facing charity that aims to make money a force for good. We achieve change by empowering consumers, engaging investment providers and advocating for change. These actions are playing a role in shifting investment towards a more positive impact, as shown in our [annual impact report](#).

A starting point is transparency. Consumers want to know where their money goes. Our website Fund Checker analyses portfolio holdings for all New Zealand KiwiSaver and retail investment funds, showing both direct and indirect holdings. These are related to the key public concerns revealed in annual surveys. When users are seeking to find a fund that aligns with their values, the Fund Finder tool highlights the qualified Mindful Funds that most closely match their criteria.

Our public awareness and education includes an [Ethical Investment Guide](#), [online seminars](#) and workplace seminars. We work closely with allied organisations and networks that share our aims for action on climate change, social equity and environmental regeneration.

We are committed to working with all fund providers on the responsible investment journey, through initiatives such as the Net Zero Coalition, initiated in the run-up to COP26 in November 2021. The Ethical and Impact Investment Awards celebrate the leading fund managers, financial advisers and media who are pushing the boundaries of best practice.

ABOUT DYNATA

This representative study was conducted in collaboration with Dynata, the world's largest first-party data platform. [Dynata](#) is your trusted partner for data-driven insights that power growth. The Dynata data platform, an all-in-one solution for insights, activation and measurement, leverages our robust data, innovative technology and more than 40 years' experience as a pioneer in consumer and B2B insights. Our vision for the Dynata data platform is to automate the entire marketing continuum, with capabilities to target audiences, uncover insights, connect data; activate, measure and optimise campaigns; and analyse, visualise, publish and share those insights to drive your business growth.

We've helped more than 6,000 market research firms, brands, media & advertising agencies, publishers, and consulting & investment firms around the world in every industry to accelerate transformation, enable better decision-making, and deliver revenue growth.

Executive summary

From Values to Riches 2022: Charting consumer demand for responsible investing in Aotearoa New Zealand shows a continuation of the strong public support for ethical and responsible investment. Despite the uncertainties around the COVID-19 pandemic, around three quarters of the adult population expect their KiwiSaver and investment fund providers to invest their funds responsibly or ethically. The demand is particularly strong from women and younger generations. Consumers are not only looking for their fund providers to do well – they are increasingly looking for funds that also do good.

Investment provider response to market demand has been strong. Most fund managers could now be described as being on the ethical investment journey. The increasing number of claims to be investing ethically, responsibly or with impact is resulting in heightened public concern over greenwashing, expressed by half of those surveyed. The public now knows more about ethical investment than in previous years, but this has been accompanied by concerns about the validity of claims made by providers, often in the context of how products are marketed.

One reason for this concern is the gap between the issues and themes consumers care about when investing, and what is actually offered by investment providers. The survey shows there is a high level of concern over investments that are not consistent with investors' values. A large proportion of the public want their funds to avoid supporting a range of sectors and company practices, led by issues such as human rights and labour rights abuses and damage to the environment. Other issues such as animal welfare also rate highly for the public, although only a few funds exclude companies that test their products on animals. Similarly, a large proportion of the public want to avoid investments in animal products but no funds cater to this audience.

The prospects for ongoing responsible and ethical investment market growth are strong. Two-thirds of consumers who do not already have a fund that is responsible or ethical are looking to invest in such funds in future. The barriers to investing ethically in the future remain consistent with previous surveys – a lack of independent information and a lack of time to do research and compare the options.

The market is moving towards a wider range of options for positive impact investments. Demand for impact investing remains high for consumers – 62% say that it is important that their investment makes a positive difference in the world. Key issues of interest for investing are healthy rivers and oceans, healthcare and public health, sustainable water management, and renewable energy and energy efficiency. Investing for outcomes the public wants to see is a motivation for saving more, a finding that should be reflected in the range of public policy programmes that aim to boost savings.

New Zealand has broad support for continued growth in ethical investing, particularly skewed towards women. There are interesting differences across age groups – although much of the enthusiasm comes from Gen Z and Millennials, there is also strong support from older Kiwis, particularly for avoiding investments that are inconsistent with their values. Support also comes from a range of income groups, including those with low income and KiwiSaver balances. Investing ethically is an issue for all, not just those with high levels of discretionary investment.

The results this year show opportunities for the future but also challenges. A high priority for fund managers, asset owners like KiwiSaver funds and other stakeholders alike is to strengthen transparency and standards to address the growing concern over greenwashing and building stronger trust and support in the ethical investment sector. This is especially important for the rapidly growing impact investment sector.

KEY FINDINGS



1. 73% of Kiwis expect their investments to be ethical or responsible. The majority of people (56%) would consider moving their money if they found out their current fund invested in companies that engage in activities inconsistent with their values.



2. Almost half of the population (48%) knows what responsible or ethical investing means, a growth of 13 percentage points from two years ago. This shows the growth in public awareness about ethical investment but just as importantly, the huge increase in public understanding and confidence.



3. There is widespread concern over misleading claims – half of those surveyed expressed concern over greenwashing. Members of the public want to know objective information about the funds – 63% want to know the companies that funds invest in. Over half (54%) would be more likely to invest in a fund that is independently labelled as ethical or responsible.



4. The issues that the public want to avoid are broadly consistent with previous surveys. Human rights (90%) and labour rights abuses (89%) are of highest concern, along with environmental damage (88%) and violations of the rights of Indigenous peoples (87%).



5. Concerns over animal cruelty and animal products are important to many members of the public, with a large proportion of people wanting to avoid products tested on animals (84%), animals kept in cages and crates (82%) and animal products (73%).



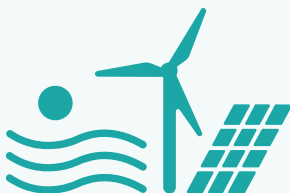
6. The biggest barriers to investing remain those cited in previous surveys: lack of independent information available (43%) and lack of time available to individuals to look at investment options and compare them (43%).



7. There is a crucial link between ethical investment and savings. If people knew that their savings made a positive difference, 53% would be motivated to save more. Amongst all of the public programmes to promote savings, there is not enough attention paid to engaging people around the impacts of their investments.



8. 62% of New Zealanders say it is important that their investment makes a positive difference in the world.



9. The investment issues that Kiwis care most about are healthcare and public health (70%), healthy rivers and ocean ecosystems (66%), sustainable water management (65%) and renewable energy and energy efficiency (65%). Half of New Zealanders want their fund to reduce emissions and a similar proportion want their fund to make a pledge to achieve net zero emissions.



10. Demand for ethical and responsible investment is likely to continue to be strong. Of those that do not already have an ethical fund, two-thirds are considering getting an ethical fund – 35% next year and a further 30% in the next 1-5 years.

Consumer action and attitudes towards responsible investment

AWARENESS OF RESPONSIBLE INVESTING IS ON THE WAY UP

There has been a substantial increase in awareness and knowledge of responsible and ethical investment among New Zealanders over the past two years (Figure 4). More than three-quarters (77%) of adults who have a KiwiSaver account or other investments are aware of ethical or responsible investing, compared to 64% in 2020. Almost every other person (48%) knows what responsible or ethical investment means, another significant jump from 35% two years ago. At the same time the proportion of those who have not heard of responsible or ethical investment decreased to 19% from 31% in 2020.

The knowledge gap between younger and older generations is remarkable, with only 34% of Gen Z and 45% of Millennials confident that they know what responsible or ethical investment is, compared to more than half of Baby Boomers (52%), and Gen X (53%) (Figure 5). At the same time, younger generations are considerably more likely to believe that responsible investment outperforms traditional investment types (Figure 9).

CONSUMERS OVERWHELMINGLY EXPECT THEIR MONEY TO BE INVESTED RESPONSIBLY

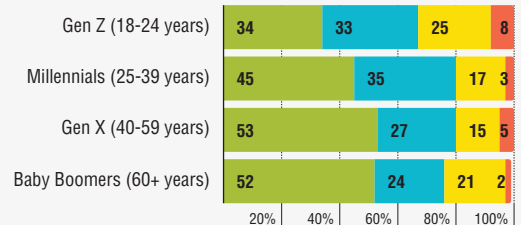
The expectation of responsible and ethical investing remains high. The majority of New Zealanders (73%) expect their KiwiSaver or other investments to be invested responsibly, with women much more likely to expect this than men (80% of women compared to 63% of men) (Figure 6). For 62% of New Zealanders this means that their investment makes a positive difference in the world. While half of those surveyed would expect the return of a responsible investment to at least match that of a standard fund, 19% would invest for a positive impact even if the return is lower.

Expectations are highest among the youngest generations, with 78% of Gen Z saying they expect their investments to be responsible, compared to 73% of Millennials, and Gen X, and 69% of Baby Boomers (Figure 7).

KEY FINDINGS

- 73% of Kiwis expect their investments to be ethical or responsible
- 56% of New Zealanders would consider moving their KiwiSaver funds to a different provider if they found out that their current fund invested in companies that engage in activities inconsistent with their values
- Almost half of the population (48%) knows what responsible or ethical investing means
- Almost two-thirds of New Zealanders (63%) want to know which companies their KiwiSaver or other investment is invested in

FIGURE 5 Differences in knowledge and awareness of responsible and ethical investment among different generations

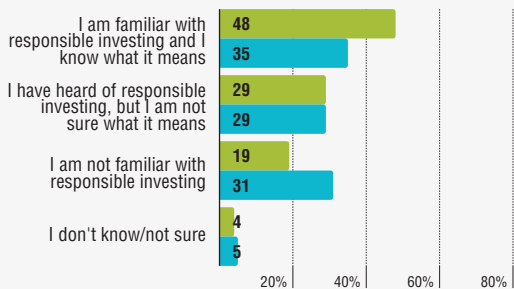


Question: Are you familiar with ethical investing (also referred to as responsible or sustainable investing)?

- I am familiar with responsible investing and I know what it means
- I have heard of responsible investing, but I am not sure what it means
- I am not familiar with responsible investing
- I don't know/not sure

Note: Total does not add up to 100% due to rounding.

FIGURE 4 Growth in knowledge and awareness of responsible and ethical investment among New Zealanders



Question: Are you familiar with ethical investing (also referred to as responsible or sustainable investing)?

FIGURE 6 Expectations for money to be invested responsibly and ethically by gender

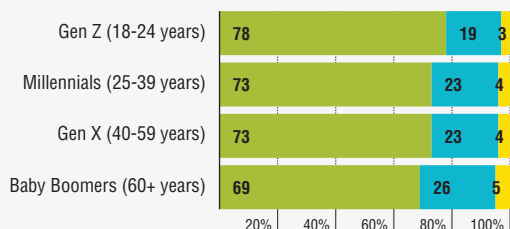


Question: To what extent do you agree with the following statement? I expect my KiwiSaver and other investments to be invested responsibly and ethically.

DID YOU KNOW?

Women (80%) are more likely to expect their investments to be invested ethically or responsibly than men (63%).

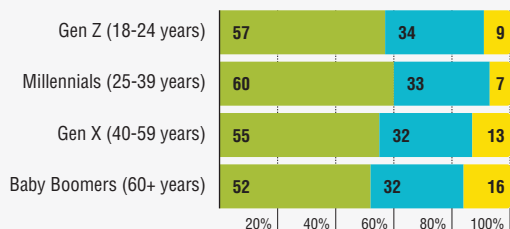
FIGURE 7 Expectations for money to be invested responsibly or ethically, by generation



Question: To what extent do you agree with the following statement? I expect my KiwiSaver and other investments to be invested responsibly and ethically.

Agree
Neutral
Disagree

FIGURE 8 Proportion of New Zealanders willing to move their money if their fund engages in activities inconsistent with their values, by generation



Question: To what extent do you agree with the following statement? I would consider moving my KiwiSaver and other investments to another provider if I found out they were investing in companies that engage in activities not consistent with my values.

Agree
Neutral
Disagree

MONEY WILL MOVE TO RESPONSIBLE INVESTORS

There will likely be repercussions for investment funds that do not deliver on their responsible or ethical commitments, as more than half of New Zealanders (56%) would consider moving their KiwiSaver funds to a different provider if they found out that their current fund invested in companies that engage in activities not consistent with their values. Two-thirds (64%) of those that do not already invest in a responsible or ethical fund are considering switching. Thirty-five percent plan to switch funds in the next 12 months and a further 30% in the next one to five years. Younger generations are more likely to switch, such as 60% of Millennials and 57% of Gen Z, compared to just 52% of Baby Boomers (Figure 8).

For 40% of the population, investing responsibly makes financial sense, as they believe that responsible and ethical funds outperform traditional funds in the long term. This opinion is strongest among the youngest generation, and weakest among the oldest Kiwis. More than half of Gen Z (56%) and almost half of Millennials believe that responsible investment will outperform traditional funds (Figure 9).

DID YOU KNOW?

Demand for responsible and ethical funds is expected to rise, as younger New Zealanders increasingly perceive that responsible and ethical funds outperform traditional funds in the long term. Additionally, they are more likely to move to another fund if they discover that their current provider is investing in companies or activities inconsistent with their values.

PEOPLE WANT INFORMATION ABOUT WHAT THEIR MONEY IS DOING IN THE WORLD

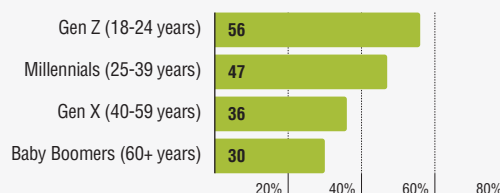
New Zealanders expect more information from their KiwiSaver or other investment providers. Almost two-thirds of New Zealanders (63%) say it is important that they know which companies their KiwiSaver or other investment is invested in, and 61% say it is also important that they are informed about the real-world outcomes of their investments. The work of Mindful Money and RIAA seek to help consumers overcome these challenges and encourage informed investing on ethical issues.

Information needs also differ among generations, with the younger generation generally seeking less information about the non-financial performance of their investment than the rest of the population. Only 56% of Gen Z expect to be informed about the companies their funds invest in, compared to the population average of 63%. Similarly, only 56% of Gen Z seek information about real-world outcomes of their investments, compared to 61% of the population. At the same time, Gen Z is the cohort that is most likely to believe that their investment decisions can influence social health and wellbeing.

FINANCIAL ADVISERS NEED TO KNOW ABOUT RESPONSIBLE INVESTING

Financial advisers are expected to provide New Zealanders a diverse range of services. More than half of New Zealanders expect advisers to prioritise maximising investment returns (54%) and to be knowledgeable about responsible investments (53%). Forty-two percent also expect financial advisers to know which products are certified or labelled as responsible or green by an independent third party (Figure 10).

FIGURE 9 Belief that responsible or ethical investments outperform traditional investments, by generation



Question: To what extent do you agree with the following statement? Responsible and ethical KiwiSaver and other investments perform better in the long term.

FIGURE 10 What New Zealanders expect of financial advisers



Question: When working with a financial adviser, which of the following, if any, would you expect of them? If you don't work with a financial adviser, please answer hypothetically.

Key responsible investment issues and concerns


CONCERNS ABOUT GREENWASHING AND SOLUTIONS

Half of all New Zealanders (50%) are concerned that financial institutions that market themselves as 'green' or 'ethical' are engaged in so-called 'greenwashing'. Greenwashing is defined as making misleading claims about ethical standards applied to investments.


In addition, more than half of the population (54%) would be more willing to invest ethically and responsibly if financial products were certified or labelled as responsible or ethical by an independent third party.

Overall, women are more concerned about greenwashing and more likely to seek independent third-party verification than men. At the same time, there are notable differences based on age (Figure 11). Only 42% of Baby Boomers are concerned about greenwashing compared to 58% of Millennials, 52% of Gen Z and 50% of Gen X. Baby Boomers are also the least likely to seek third-party green labelled products at just 49%, while 60% of Gen Z would.


KEY FINDINGS




Half (50%) of the population is concerned about greenwashing in responsible and ethical investment products




Over half (54%) of Kiwis would be more likely to invest in a fund that is independently labelled as ethical or responsible



Human rights (90%) and labour rights (89%) abuses are the highest issues of concern, along with environmental damage (88%) and violations of the rights of Indigenous peoples (87%)

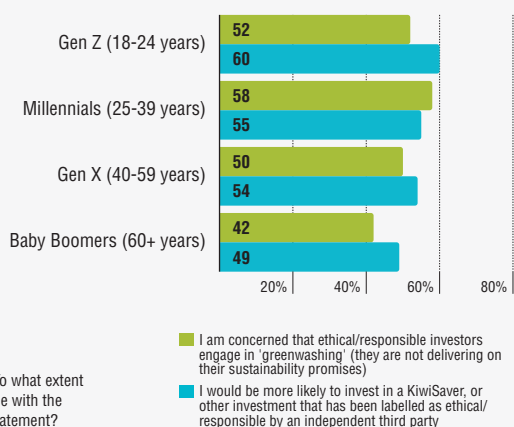


The investment themes that Kiwis care most about are healthcare and public health (70%), healthy rivers and ocean ecosystems (66%), sustainable water management (65%) and renewable energy and energy efficiency (65%)



Half of New Zealanders want their fund to reduce emissions and a similar proportion want their fund to make a pledge to achieve net zero emissions

FIGURE 11 Concerns over greenwashing and the importance of independent, third-party certification and labelling among different generations



CLIMATE CHANGE IS A KEY CONCERN

Around half of New Zealanders consider it important that their fund or investment scheme provider sets targets to reduce emissions (50%); commits to reducing greenhouse gas emissions of companies within the fund (49%); or pledges to achieve net zero emissions by 2050 (48%). Women and individuals with tertiary/trade qualifications are more likely to consider such climate action important.

Different generations think differently about the impact their investments have on climate change. Baby Boomers are the least likely to believe that their investments can influence climate change at 37%, followed closely by Gen Z at 39%. Millennials are the most likely to recognise the link between investment and climate change at 50%, followed by Gen X at 43%.

DID YOU KNOW? Younger generations, particularly Gen Z and Millennials are not only more concerned about greenwashing but are also more likely to invest in products that have been certified or labelled by an independent third party as green or ethical.

Women are more likely to invest in products that have been certified or labelled by an independent third party as green or ethical than men (59% of women compared to 48% of men).

While healthcare, public health and medical products are a prime concern among Kiwis regardless of age, different generations care about different issues. The top concern for Gen Z for example, is social and community infrastructure, which includes affordable housing. There may be an opportunity for KiwiSaver and other investment funds to think about differentiating products and marketing to cater to these preferences in the future.

SOCIAL AND ENVIRONMENTAL ISSUES IN INVESTING

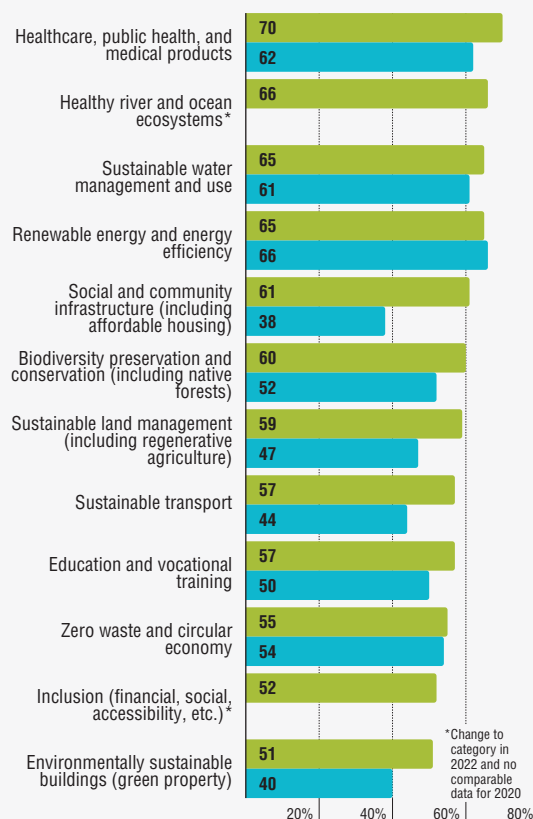
Concern over the COVID-19 pandemic has resulted in New Zealanders putting healthcare, public health and medical products as a top concern when investing (Figure 12). In 2020, this issue was deemed important by 62% of the population, compared to 70% in 2022.

Another key concern is social and community infrastructure, which includes affordable housing. This is now a key concern for 61% of people, compared to just 38% two years ago.

Water management and conservation issues such as healthy rivers and ocean ecosystems, and sustainable water management remain high on the agenda for over 60% of the population. Concerns over renewable energy and energy efficiency and zero waste and circular economy are the only issues that remained relatively unchanged, while all other issues from sustainable transport and buildings, education, to biodiversity are increasingly front of mind for the public. Two new categories created this year are healthy river and ocean ecosystems, the second most common issue (66%); and financial, social and accessibility inclusion, which concerns 52% of the population when investing.

Different generations often deem different environmental and social issues important when investing (Table 1). The COVID-19 pandemic undeniably led to increased concern about healthcare, public health and medical products over recent years. It is one of only two issues that every generation ranked among the top five most important issues. The other issue is renewable energy and energy efficiency. Healthy river and ocean ecosystems is among the top five issues for all generations other than Millennials, while biodiversity is in the top five for all generations except Gen Z. There is an interesting difference among the younger and older generations in how they view the importance of social and community infrastructure. Gen Z ranked this issue as number one, and Millennials as number three, while it is not a main concern for Kiwis aged 40 and over.

FIGURE 12 Change in environmental and social issues that the majority of New Zealanders consider important when investing



Question: When thinking about your ideal investment fund, which of the following social and environmental issues do you find important?

* Change to category in 2022 and no comparable data for 2020

TABLE 1 Top five social and environmental issues that are important to New Zealanders when investing, by generation

PRIORITIES	Gen Z (18-24 years)	Millennials (25-39 years)	Gen X (40-59 years)	Baby Boomers (60+ years)
1	Social and community infrastructure (including affordable housing)	Healthcare, public health, and medical products	Healthcare, public health, and medical products	Healthcare, public health, and medical products
2	Healthcare, public health, and medical products	Renewable energy and energy efficiency	Healthy river and ocean ecosystems	Healthy river and ocean ecosystems
3	Sustainable transport	Social and community infrastructure (including affordable housing)	Sustainable water management and use	Sustainable water management and use
4	Healthy river and ocean ecosystems	Sustainable water management and use	Renewable energy and energy efficiency	Renewable energy and energy efficiency
5	Renewable energy and energy efficiency	Biodiversity preservation and conservation (including native forests)	Biodiversity preservation and conservation (including native forests)	Biodiversity preservation and conservation (including native forests)

QUESTION: When thinking about your ideal investment fund, which of the following social and environmental issues do you find important?

DID YOU KNOW?

Women are overall more concerned about environmental and social issues than men. They are more likely to say it is important that their investments have a positive impact in the world. For every environmental and social issue listed in Figure 12, a higher percentage of women than men deem these important when investing.

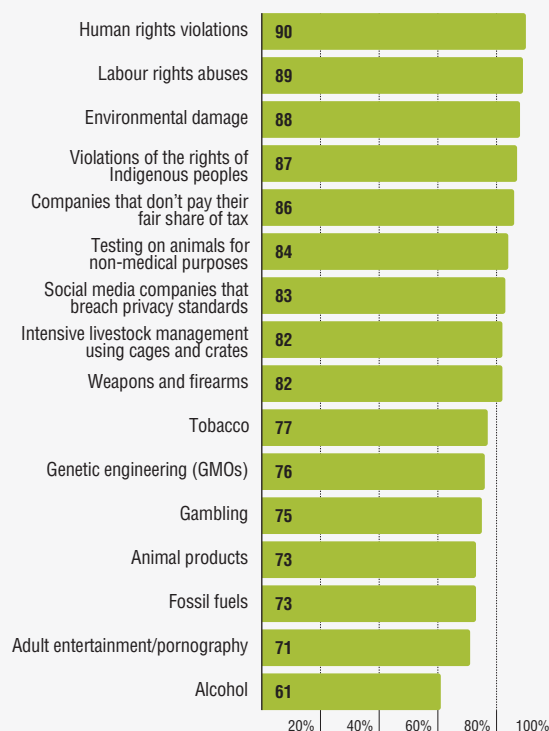
Older generations are concerned about where their funds are invested and want to know what companies their funds are invested in. They do not think that there is enough independent information available. They want to avoid sectors and companies that cause harm in most categories, except for fossil fuels where avoidance is higher amongst younger generations.

TOP SECTORS, ACTIVITIES OR PRACTICES CONSUMERS SEEK TO AVOID WHEN INVESTING

New Zealanders are highly motivated to invest ethically, looking to avoid their funds being invested in companies and activities that they perceive as harmful and contrary to their values. There are 16 social and environmental issues that more than half of Kiwis wish to avoid supporting through their investments (Figure 13). Of highest concern are human rights violations, which 90% of the population wishes to avoid, followed by labour rights abuses (89%) and environmental damage (88%). These views have been consistently strong over the past four surveys as well as for the current year, and the issues have been remarkably consistent over time. These top three issues have consistently been ranked the highest by consumers and stand in contrast to the main issues that most funds avoid: tobacco and controversial weapons¹.

An interesting change from the previous survey has been in relation to the issue of investing and animals. Previously, 44% of respondents wanted to avoid 'meat and meat products'. For this current survey, the question was revised to avoid 'animal products' and the response leapt to 73%. Although almost three-quarters of the public say they would like to avoid animal products, there are no diversified funds on offer. Similarly, there are only two diversified fund providers that have a policy to avoid companies that test their products on animals for non-medical purposes and one that avoids intensive livestock management using cages and crates².

FIGURE 13 Sectors, activities, or practices that consumers want their investments to avoid



Question: How important is it to you that your KiwiSaver fund or investment scheme, avoids investing in the following sectors or activities?

1 Responsible Investment Association Australasia, *Responsible Investment Benchmark Report Aotearoa New Zealand 2021*, RIAA, 2021, <<https://responsibleinvestment.org/wp-content/uploads/2021/09/Responsible-Investment-Benchmark-Report-Aotearoa-New-Zealand-2021.pdf>>.
 2 Mindful Money, *Stop Funding Animal Cruelty*, 2021, <<https://mindfulmoney.nz/pages/34/animalcruelty/>>.

Motivators and barriers to investing responsibly

BARRIERS TO INVESTING RESPONSIBLY OR ETHICALLY

Lack of independent information and a lack of time to study all the options make switching to responsible or ethical funds difficult for nearly half (43%) of Kiwis. However, for the youngest investors (44% of Gen Z), not knowing where to access information about such investments is also a key barrier (Table 2). For 46% of Baby Boomers, belief that their funds are not enough to make a difference is the key barrier. The younger generations of Gen Z and Millennials also regard switching KiwiSaver funds too hard, and Gen X and Millennials tend to think that responsible and ethical funds will cost more.


MORE RESPONSIBLE INVESTING COULD LEAD TO GREATER SAVINGS

Fifty-three percent of Kiwis would be motivated to save or invest more if they knew that their money made a positive difference in the world. This sentiment is particularly strong with younger generations, with 75% of Gen Z and 65% of Millennials likely to be motivated (Figure 14). Yet engaging people around the impacts that their investments make is not part of the various public programmes to promote savings.


DID YOU KNOW?

The COVID-19 pandemic has prompted more than a third of New Zealanders (36%) to think more favourably about responsible and ethical investment and 18% of the population has already switched to a fund or financial institution that they perceive as responsible or ethical as a result. The younger generations are much more proactive when it comes to moving funds, with one in four Gen Z (25%) and almost one in three Millennials (30%) saying they have made the switch already.

KEY FINDINGS



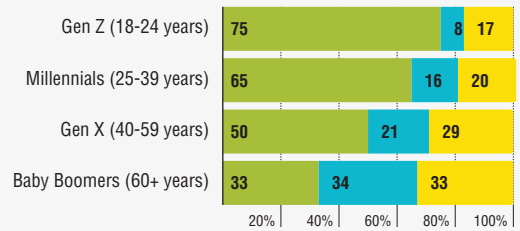
The biggest barriers to responsible and ethical investing are a lack of independent information available (43%) and lack of time by respondents to look at options and compare them (43%)



There is a crucial link between ethical investment and savings. If people knew that their savings made a positive difference, 53% would be motivated to save more

QUESTION: What prevents you from switching your existing investment to a responsible and ethical KiwiSaver fund/ investment scheme option? (Or if you have already switched, what were the barriers?)

FIGURE 14 The proportion of each generation that would be motivated to save or invest more if they knew their investments made a positive difference in the world



QUESTION: If you knew your savings and investments made a positive difference in the world, would you be motivated to try to save and invest more money?

■ Yes
■ No
■ Unsure

TABLE 2 Top five barriers to switching to a responsible or ethical KiwiSaver fund, by generation

	Gen Z (18-24 years)	Millennials (25-39 years)	Gen X (40-59 years)	Baby Boomers (60+ years)
1	Lack of time to look at all the options and compare them	Lack of money so it's not worth changing	Lack of independent information	Lack of money so it's not worth changing
2	I don't know who to ask, lack of advice or advisers	It's too hard to switch	Lack of time to look at all the options and compare them	Lack of independent information
3	It's too hard to switch	Lack of independent information	Lack of belief in the claims by funds they are 'responsible', 'sustainable' or 'ethical'	Lack of belief in the claims by funds they are 'responsible', 'sustainable' or 'ethical'
4	Lack of independent information	I don't know who to ask, lack of advice or advisers	I think it will cost more	Lack of time to look at all the options and compare them
5	Lack of money so it's not worth changing	I think it will cost more	I don't know who to ask, lack of advice or advisers	I don't know who to ask, lack of advice or advisers

QUESTION: What prevents you from switching your existing investment to a responsible and ethical KiwiSaver fund/ investment scheme option? (Or if you have already switched, what were the barriers?)

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