

# Responsible Investment New Zealand Consumer Survey 2018



## ABOUT THE SURVEY

The Survey, commissioned by the Responsible Investment Association Australasia (RIAA) and Mindful Money was undertaken by Colmar Brunton. 1,000 New Zealanders aged 18+ completed the survey online between 27 August and 3 September 2018. The sample has been weighted to be nationally representative of the New Zealand population.



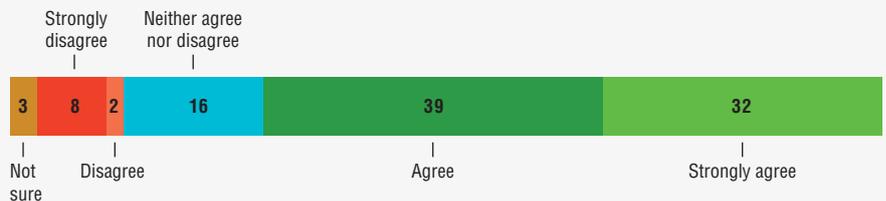
# Responsible Investment has become the new norm in New Zealand

## RESPONSIBLE INVESTMENT NEW ZEALAND CONSUMER SURVEY 2018

An ethical or responsible approach to investing has moved from a niche market to the mainstream. The Responsible Investment New Zealand Consumer Survey 2018 shows

that a large majority of the public expect that all Kiwisaver and investment funds will be invested ethically (71%). Only 10% of respondents disagreed.

### I expect my KiwiSaver and investments to be invested responsibly and ethically

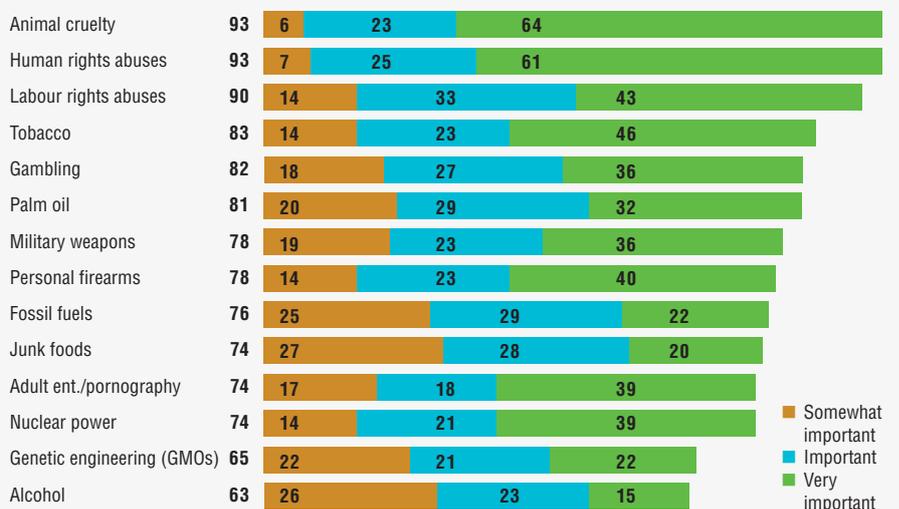


## DEALING WITH PROBLEM SECTORS AND COMPANIES

The investing public stated that they are also ready to shift their funds if company practices are inconsistent with their values (62%). This issue came to prominence in 2016 when there were media and public concerns over issues of tobacco and controversial weapons (landmines, cluster bombs and nuclear weapons). These issues are still important to investors, but there are also other concerns.

Most respondents indicated they would choose to avoid investing in companies that engage in animal cruelty, human rights abuses and labour rights violations. Other sectors respondents would choose to avoid include tobacco, gambling, palm oil, military weapons, firearms and fossil fuels.

### Importance that KiwiSaver fund or investment scheme avoids the following industries



## DOWNLOAD FULL REPORT

[www.responsibleinvestment.org/consumer-polling](http://www.responsibleinvestment.org/consumer-polling)

[www.mindfulmoney.nz/survey2018](http://www.mindfulmoney.nz/survey2018)

### ABOUT RIAA

The (RIAA) is the peak industry body representing responsible, ethical and impact investors across Australia and New Zealand. With over 230 members managing more than \$9 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.

[www.responsibleinvestment.org](http://www.responsibleinvestment.org)

### ABOUT MINDFUL MONEY

Mindful Money is a New Zealand charity established in 2018 that aims to significantly increase the adoption of Responsible Investment and deepen its impact. Mindful Money works with a wide range of allies, including fund providers, consumer groups, NGOs and public audiences to build a movement to make investment a force for good. The online platform enables members of the public to find a fund that fits their values.

[www.mindfulmoney.nz](http://www.mindfulmoney.nz)

The Survey found the New Zealand public is still strongly oriented towards industry exclusions as the way of aligning investments with their values. When asked about ways to deal with problematic companies, 72% want their provider to avoid the sector, avoid the worst companies or, avoid the worst companies as well as including more

companies with higher standards. Only 14% want their provider to remain invested and engage them to improve their practices. This sets a challenge for the responsible investment community to better explain and report on the impact they can have through engagement and active ownership practices to influence corporate behaviour.

## PROFILE OF THE RESPONSIBLE INVESTOR

It has become accepted wisdom that millennials are driving the uptake of responsible investment. However, this survey shows that, while the commitment

of those under 30 years is high, those over 60 years are equally as committed to invest responsibly, and they have far higher investment assets.

## BARRIERS TO GROWTH IN RESPONSIBLE INVESTMENT

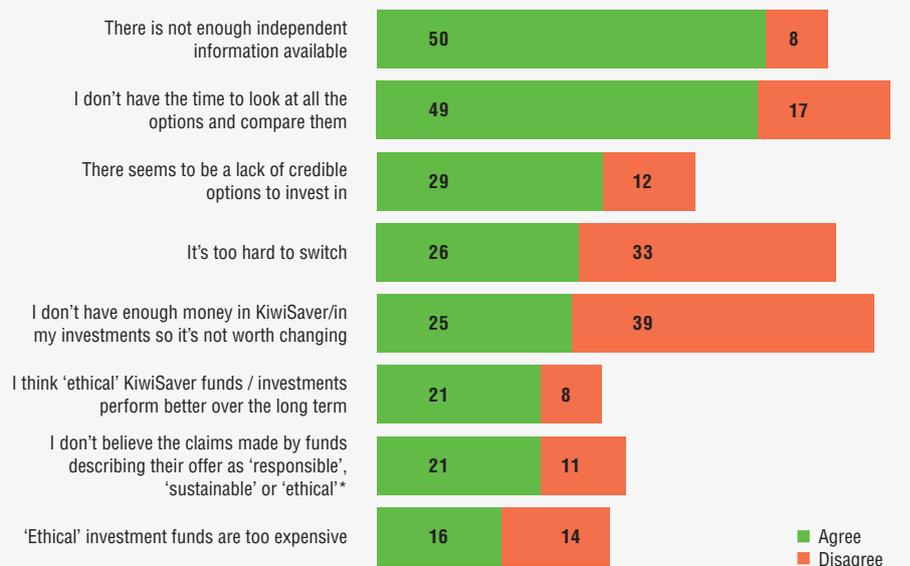
There remains a gap between those who want to invest responsibly and those who do so.

over whether ethical funds perform better over the long term, whether ethical funds are too expensive and the credibility of ethical claims.

The main barriers identified were a lack of independent information and not enough time to compare options. The Survey also identified a lack of credible options to invest in. The Survey showed a high level of uncertainty

Initiatives being undertaken by RIAA and Mindful Money aim to overcome these barriers, to grow and deepen the responsible investing in New Zealand.

### Perceived barriers to responsible investment



Almost three quarters of respondents say they would be more likely to invest in a fund certified by an independent body. It's for this reason that RIAA runs a fund Certification Program, with the number of funds certified having grown significantly in the two years since the last comprehensive survey of the New Zealand market.

See: [www.ResponsibleReturns.co.nz](http://www.ResponsibleReturns.co.nz)

