Te Ara Ahunga Ora Insights Programme

TRA X Te Ara Ahunga Ora

TE ARA
AHUNGA ORA
Retirement Commission

TRA

The context for this report

Background

Te Ara Ahunga Ora Retirement Commission's Financial Sentiment Tracker supports both internal organisational requirements across all teams as well as external parties.

While there are a range of topics we investigate, the purpose of this report is to understand:

- **The differences between financially comfortable versus uncomfortable people – to enable efforts to improve their comfort levels.**

- **How are Sorted's activities contributing to peoples' financial comfort**

Methodology

– Our target is n=750 New Zealanders aged 18+ per quarter, who are nationally representative of NZ based on age, gender, and region.

– Survey length is 15 minutes, completed online.

– Data in this report covers the period Q3 2021 – Q1 2025, representing a total sample of 14,645 New Zealanders.

– Quarterly, the margin of error at the 95% confidence interval is +/-3.58%.

Please note, in some cases findings are not statistically significant for a particular sub-group, even though they may return a higher percentage change than other groups. This is due to smaller sample sizes for some populations of interest.

Additionally, no quotas or weighting is applied based on household income. Due to the composition of online research panels, this may mean that higher earning households are over-represented as a result.

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Story in a nutshell

We're in a context of potential future optimism, but there's no immediate relief from financial discomfort. In such times, the need for Sorted's advice is just as relevant as ever.

Financial comfort is measured by how people feel about their financial situation - they can self describe as financially comfortable or financially uncomfortable. We find that financial comfort is linked to personal circumstances (such as stage of life and income), financial knowledge, and underlying attitudes and behaviours towards money. To improve comfort levels, programme delivery always needs to be mindful of an individual's circumstance and mindset – we can influence knowledge and behaviours, but we can't treat everyone the same.

Currently Sorted does help people towards financial comfort by being an empathetic enabler. Even though there is a lot of interconnection at play, we can see Sorted helps to encourage optimism – reducing the barrier of procrastination and avoidance because of anxiety. And Sorted helps motivate people to act – addressing the feeling of it being too complicated.

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● Agenda

Brief contextual update 1

Financial comfort versus discomfort 2

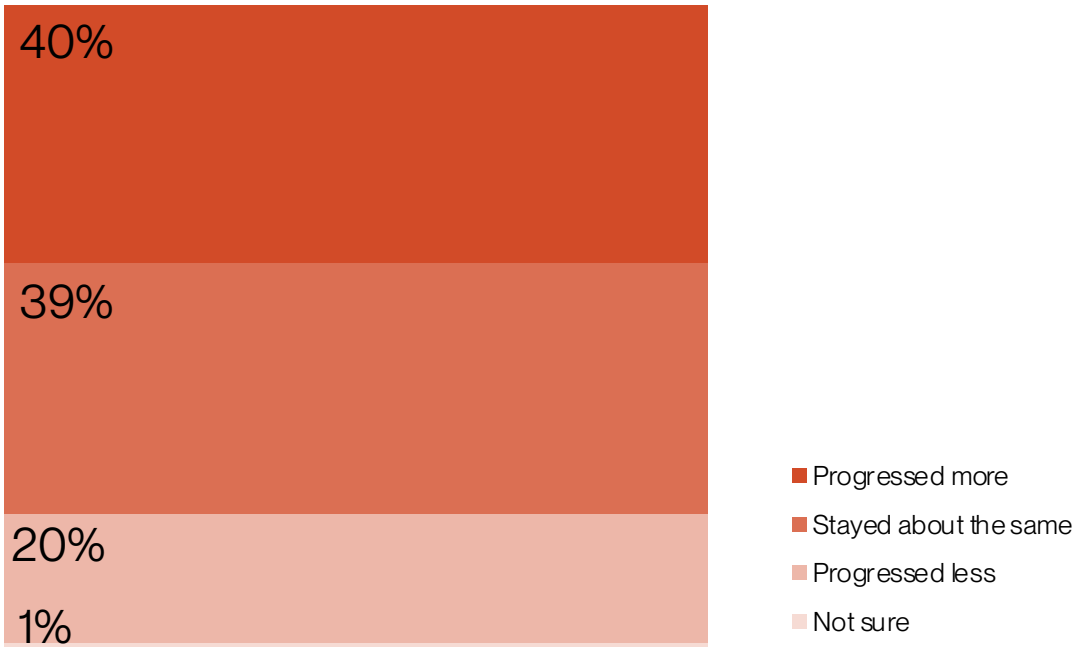How Sorted's activities contribute
to peoples' financial comfort 3

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Brief contextual update

1

New Zealanders feel they are making progress

However they believe the country isn't progressing to the same extent.

Past progress – last two years (NZ individual level)

40%

39%

20%

1%

- Progressed more
- Stayed about the same
- Progressed less
- Not sure

Past progress – last two years (NZ national level)

23%

31%

42%

3%

- Progressed more
- Stayed about the same
- Progressed less
- Not sure

TRA Progress and Success Study 2025.
Q. Compared to two years ago, do you feel you're making... Q. Compared to two years ago, do you feel New Zealand has...
Base: Total New Zealand n=1003.
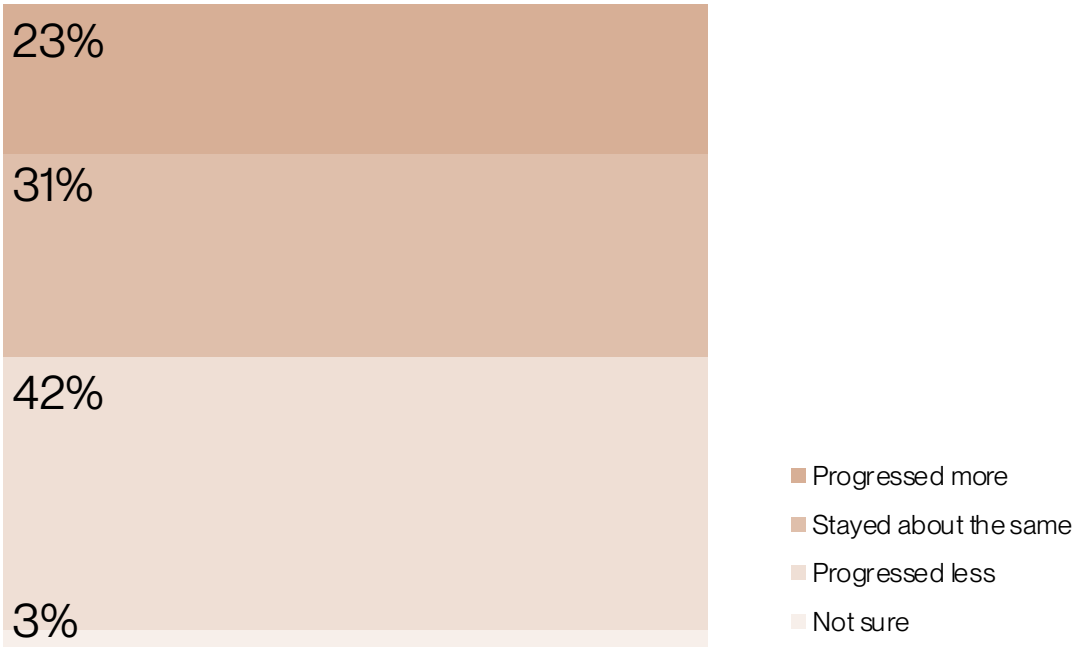
Consumer confidence shows improvement but still sits below the baseline

This signals some positivity in the market with rising optimism, however this must be taken in context - many are still facing ongoing cost of living pressures.

Quarterly breakdown in the last 12 months
Customer Confidence Index

82.2 | 90.8 | 97.5 | 89.2

Q2 2024 | Q3 2024 | Q4 2024 | Q1 2025

The Westpac McDermott Miller Consumer Confidence Index.
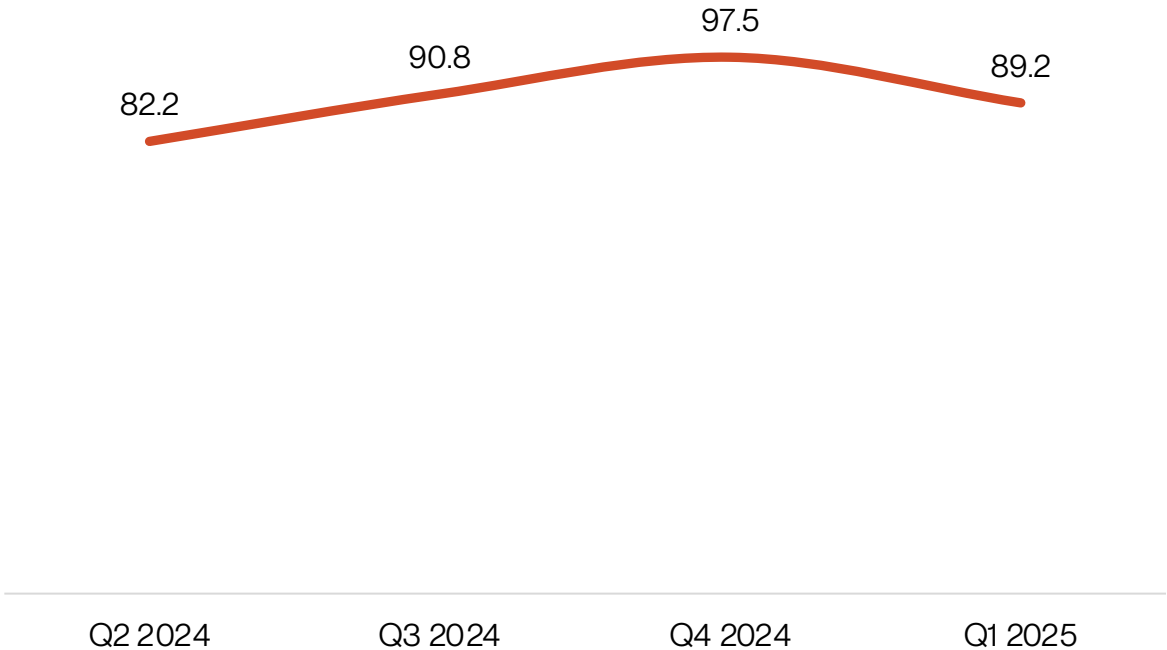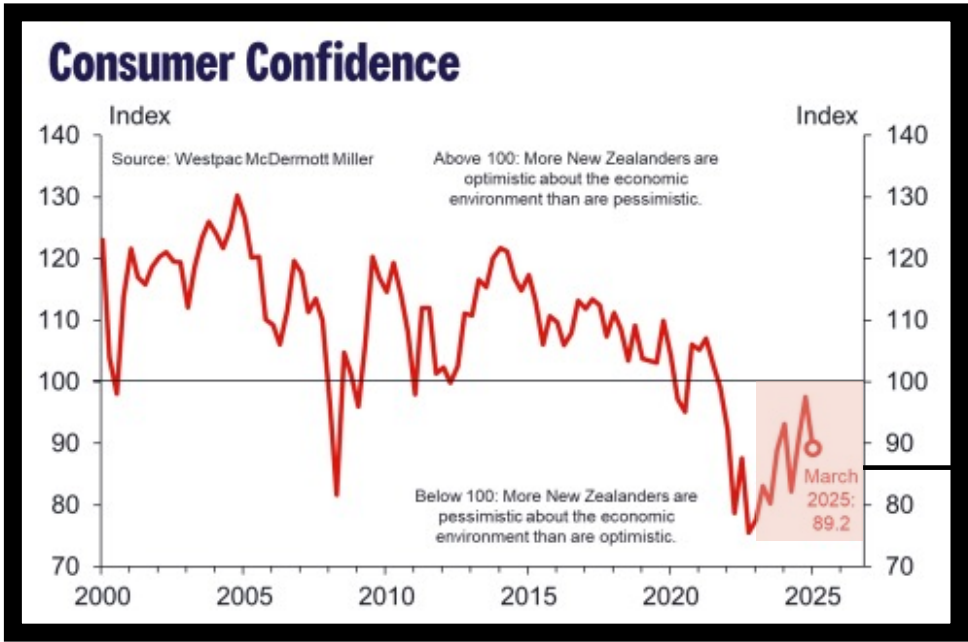
Self-reflected levels of financial discomfort are no longer deteriorating, but they're also not improving

We've previously seen an upward trend in financial discomfort over time, however most recently, this momentum has begun to ease, and the latest period sees levels of financial discomfort sitting at parity with the previous year.
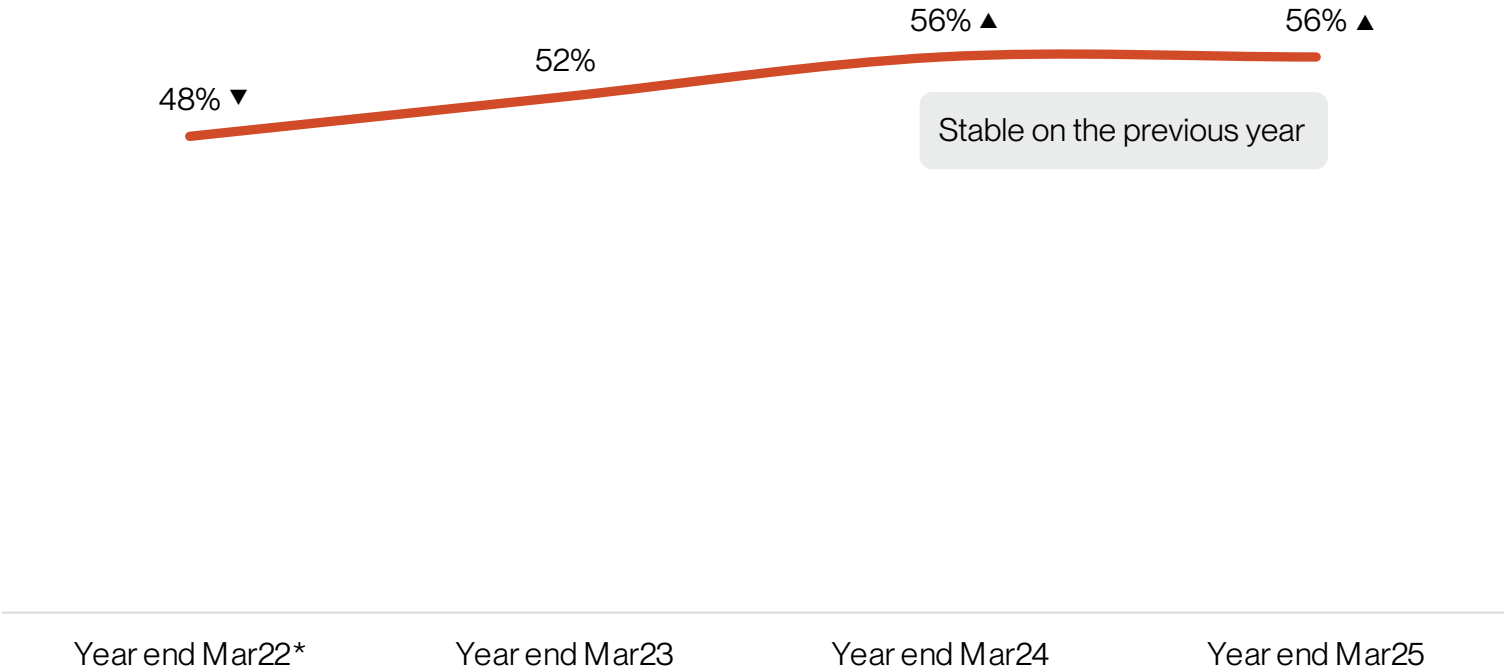
FINANCIAL_SIT2: Looking at the phrases below, which one best describes your current financial situation?
Base: Total n=14645. Year end Mar22 n=3153, Year end Mar23 n=4194, Year end Mar24 n=3791, Year end Mar25 n=3507.
*Period contains 9 months of data Q3' 21 – Q1' 22.

Financial discomfort over time
Just treading water, sinking a bit, sinking badly

48% ▼   52%   56% ▲   56% ▲

Stable on the previous year

Year end Mar22*   Year end Mar23   Year end Mar24   Year end Mar25

▲▼ Significantly higher/lower than other periods   **P8**

We see similar stabilisation happening for immediate debt / financial concerns

Concerns about debt and finances

Stable on the previous year

35% ▼

37% ▼

40% ▲

41% ▲

26% ▼

28%

30%

29%

Year end Mar22*   Year end Mar23   Year end Mar24   Year end Mar25

I'm worried about the level of debt I'm in   I'm worried about my finances from pay to pay
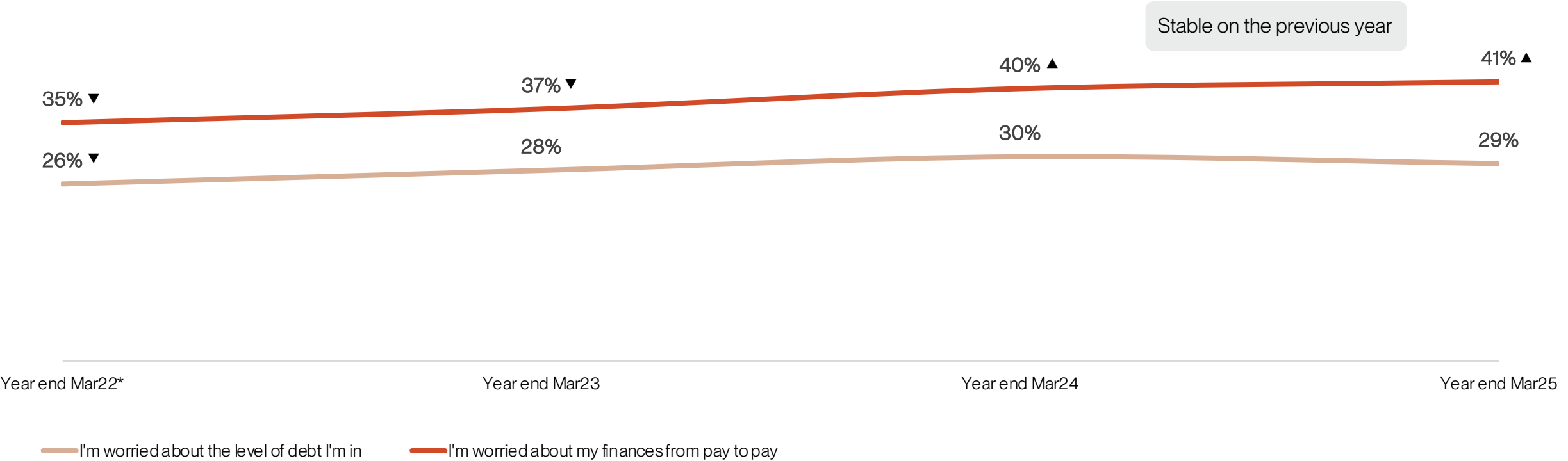
Overall – we're in a context of potential future optimism, but there's no immediate relief from financial discomfort

– Economic conditions continue to put pressure on households - there are some signs of future confidence following a period of deteriorating financial positions over time.

– While individual circumstances do not seem to be weakening, there has been no relief either.

– In such times, the need for Sorted's advice is just as relevant as ever.

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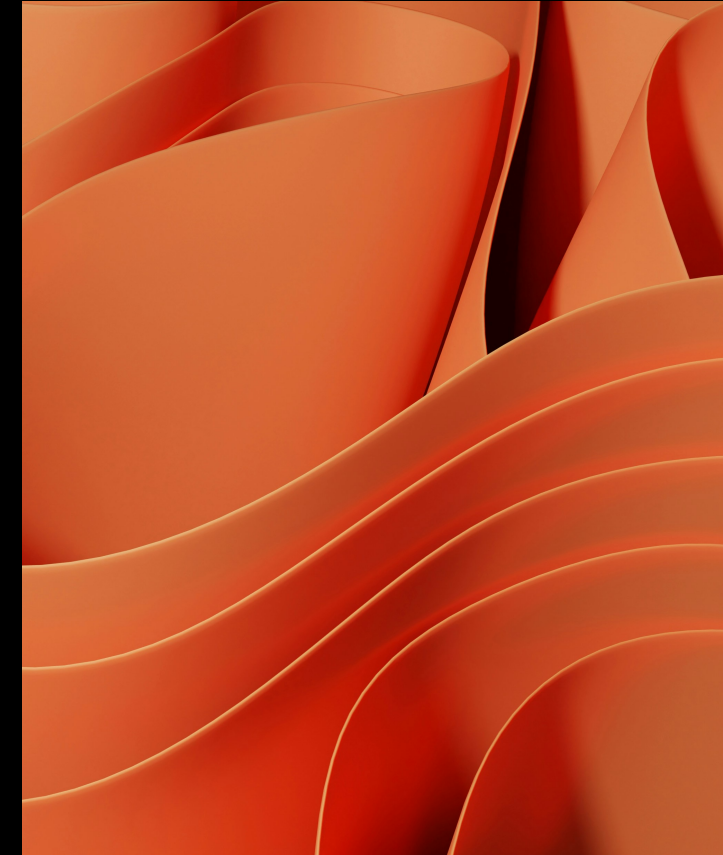
Financial comfort versus discomfort

What are the differences between financially comfortable versus uncomfortable people?

What does this mean for our efforts to improve their comfort levels?

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Financial comfort is measured by how people feel about their situation

Financial comfort versus discomfort

47%
Financially comfortable
Self-described as flying ahead, swimming comfortably, or starting to swim comfortably

53%
Financially uncomfortable
Self-described as just treading water, sinking a bit, sinking badly

FINANCIAL_SIT2: Looking at the phrases below, which one best describes your current financial situation?
Q3 2021 – Q1 2025 Base: Total n=14645.

We can analyse the data we hold and start to profile

There are three areas where we can use the data to understand each group:

- Demographic and life stage profiling as a proxy for the 'who' (including income / commitments).

- Asset and debts as a proxy for capital.

- Financial behaviours / knowledge as a proxy for capability and attitudes.

And while there is interconnection between all of these, we can start to pull the areas apart.

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Differences in comfort levels are often linked to income and stage of life, as well as ethnicity

WHO ARE THEY?

These factors will influence who Sorted can target and serve – those who are most in need.

Indicates where it is significantly higher/lower than other group
Numbers in brackets shows group percent vs other group percent

	● **Financially comfortable** **More likely to:**	● **Financially uncomfortable** **More likely to:**
Age	Be 18-34 years / 55+ (69% vs 64%)	Be 35-54 years **(36% vs 31%)**
Gender	Be Male (53% vs 45%)	Be Female **(54% vs 47%)**
Ethnicity	Be of Asian decent (18% vs 13%)	Be of Māori / Pacific Peoples decent **(23% vs 16%)**
Household situation	Have no kids in household (62% vs 58%)	Have kids in their household **(36% vs 33%)**
Education	Hold a Bachelor's degree or higher (43% vs 30%)	Hold no qualification / school qualification / tertiary diploma or certificate **(70% vs 57%)**
Employment	Be full-time employed / retired (73% vs 55%)	Be part-time employed / not employed **(39% vs 20%)**
Household income	Have $100K or more HHI (43% vs 22%)	Have less than $50K HHI **(34% vs 17%)**

FINANCIAL_SIT2: Looking at the phrases below, which one best describes your current financial situation?
Q3 2021 – Q1 2025 Base: Total n=14645. Financially comfortable n=6767, Financially uncomfortable n=7878.
Note: some profiling questions may have a lower base n due to being added later in the tracker.

Financial comfort is also clearly linked to the level of financial assets / debt

CAPITAL

Those financially comfortable are more likely to have a home or other investments, will put aside funds to buffer financial 'hiccups', and are less likely to have debt.

Indicates where it is significantly higher/lower than other group
Numbers in brackets shows group percent vs other group percent

	• Financially comfortable More likely to:	• Financially uncomfortable More likely to:
Home ownership	Own a home (68% vs 46%)	Rent (43% vs 25%)
Emergency fund	Have an emergency fund (79% vs 41%)	Not have an emergency fund (59% vs 21%)
Personal savings	Have savings (70% vs 47%)	Have no savings (53% vs 30%)
KiwiSaver	Have KiwiSaver (74% vs 69%)	Not have KiwiSaver (30% vs 25%)
Investments	Investments (45% vs 23%)	Not have investments (77% vs 55%)
Debt	No debt (51% vs 36%)	Have debt (54% vs 41%)

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FINANCIAL_SIT2: Looking at the phrases below, which one best describes your current financial situation?
Q3 2021 – Q1 2025 Base: Total n=14645. Financially comfortable n=6767, Financially uncomfortable n=7878.
Note: some profiling questions may have a lower base n due to being added later in the tracker (emergency fund and debt).

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And there are differences in financial understanding and relationship with money

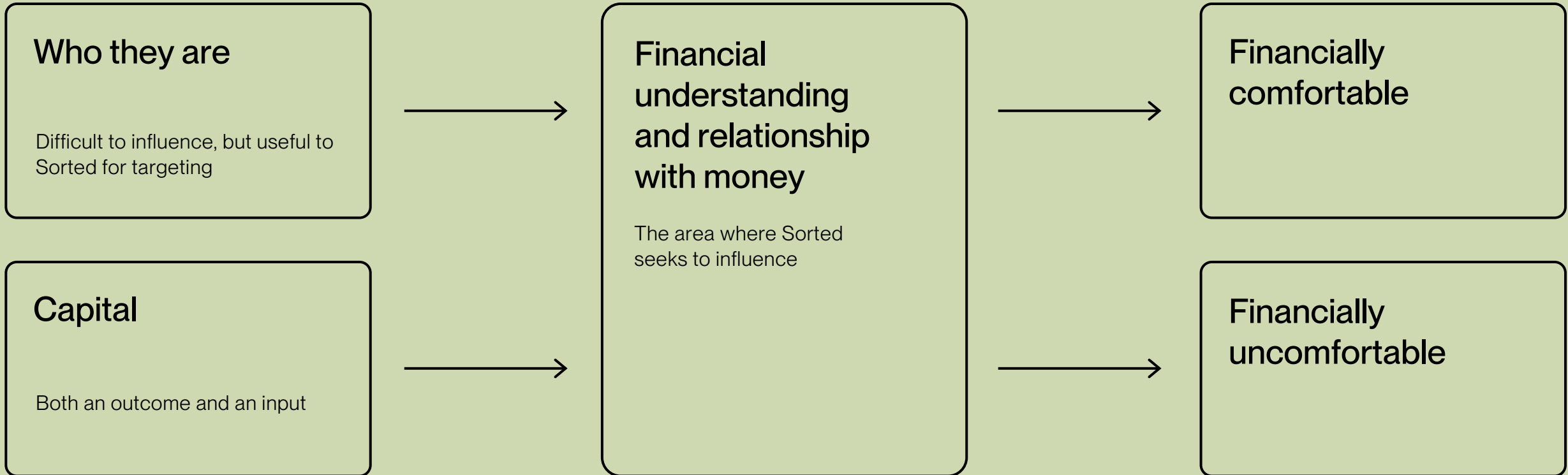CAPABILITY AND ATTITUDE

Understanding money management attitudes and behaviours allows Sorted to shape information and interventions.

Indicates where it is significantly higher/lower than other group
Numbers in brackets shows group percent vs other group percent

	● Financially comfortable More likely to:	● Financially uncomfortable More likely to:
Money Management	Actively manage their money and engage in a wider range of actions*	
Retirement Knowledge	Know the level of income for retirement (38% vs 15%)	Not know the level of income for retirement (41% vs 15%)
Experience financial stress	Experience less financial stress (56% none vs 21%)	**Experience more financial stress (79% vs 44%)**
Financial information	Seek financial information (50% vs 43%)	Not seek financial information (57% vs 50%)
Relationship with money	I set long term financial goals and strive to achieve them (70% vs 46%)	**Be a spender rather than a saver (32% vs 23%)**

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FINANCIAL_SIT2: Looking at the phrases below, which one best describes your current financial situation?
Q3 2021 – Q1 2025 Base: Total n=14645. Financially comfortable n=6767, Financially uncomfortable n=7878.
Note: some profiling questions may have a lower base n due to being added later in the tracker. *Based on average actions

In summary, there are key differences in personal circumstances that influence financial comfort

But what can we understand if we dig deeper into 'who' i.e. life stage and 'capital' i.e. income, to focus on how Sorted could help further?

Who they are

Difficult to influence, but useful to Sorted for targeting

Capital

Both an outcome and an input

Financial understanding and relationship with money

The area where Sorted seeks to influence

Financially comfortable

Financially uncomfortable

Let's look at two examples...

Household Income*

	Financially comfortable	Financially uncomfortable
Less than $50K	17% ▼	34% ▲
$50 - $99K	29% ▼	32% ▲
$100K or more	43% ▲	22% ▼

Despite households with less than $100K being more likely to be financially uncomfortable, there is still a proportion who go against the norm and define themselves as financially comfortable. What allows them to do this, especially those with less than $50K?

Household Income $100K or more + No kids*

	Financially comfortable	Financially uncomfortable
No kids	50% ▲	42% ▼
Kids	45% ▼	52% ▲

Similarly having a higher household income with no children to support in the household increases the likelihood of being financially comfortable, yet some define themselves as financially uncomfortable. What's the case here?

▲▼ Significantly higher/lower than other group

A higher level of assets is prevalent among lower income people who are financially comfortable

AMONG LOWER HOUSEHOLD INCOMES (LESS THAN $50K)

Indicates where it is significantly higher/lower than other group
Numbers in brackets shows group percent vs other group percent

	● Financially comfortable More likely to:	● Financially uncomfortable More likely to:
Home ownership	Own their home (57% vs 39%)	Be renting (51% vs 33%)
Personal savings	Have savings (67% vs 42%)	Not have savings (58% vs 33%)
KiwiSaver	Have KiwiSaver and contribute (29% vs 24%)	Have KiwiSaver but not contribute (30% vs 21%)
Investments	Have investments (38% vs 18%)	Not have investments (82% vs 62%)
General insurance	Have general insurance (54% vs 47%)	Not have general insurance (53% vs 46%)
Debt	Have no debt (64% vs 39%)	Have debt (53% vs 32%)

FINANCIAL_SIT2: Looking at the phrases below, which one best describes your current financial situation?
Q3 2021 – Q1 2025 Base: Among those with less than $50K household income n=3904. **Financially comfortable n=1175, Financially uncomfortable n=2729.**
Note: some profiling questions may have a lower base n due to being added later in the tracker (debt).

So is knowledge, accessing financial information, and attitudes towards money

AMONG LOWER HOUSEHOLD INCOMES (LESS THAN $50K)

Indicates where it is significantly higher/lower than other group
Numbers in brackets shows group percent vs other group percent

	● Financially comfortable More likely to:	● Financially uncomfortable More likely to:
Money Management	Actively manage their money and engage in a wider range of actions*	
Retirement Knowledge	Know the level of income for retirement (42% vs 15%)	Not know the level of income for retirement (44% vs 17%)
Experience financial stress	Experience less financial stress (61% none vs 24%)	Experience more financial stress (76% vs 39%)
Financial information	Access money management information (38% vs 30%)	Not access money management information (70% vs 62%)
Relationship with money	I set long term financial goals and strive to achieve them (59% vs 42%)	A spender than a saver (31% vs 19%)

The relationship between assets and financial comfort is also seen among high income households with no kids

AMONG HIGHER HOUSEHOLD INCOMES ($100K OR MORE) WITH NO KIDS

Indicates where it is significantly higher/lower than other group
Numbers in brackets shows group percent vs other group percent

	● **Financially comfortable** More likely to:	● **Financially uncomfortable** More likely to:
Home ownership	Own their home (71% vs 52%)	Be renting (41% vs 24%)
Personal savings	Have savings (75% vs 55%)	Not have savings (45% vs 25%)
KiwiSaver	Have KiwiSaver and contribute (75% vs 66%)	Have KiwiSaver but not contribute (19% vs 10%)
Investments	Have investments (53% vs 36%)	Not have investments (64% vs 47%)
General insurance	Have general insurance (67% vs 59%)	Not have general insurance (41% vs 33%)
Debt	Have no debt (56% vs 35%)	Have debt (56% vs 42%)

FINANCIAL_SIT2: Looking at the phrases below, which one best describes your current financial situation?
Q3 2021 – Q1 2025 Base: Among those with higher household incomes ($100K or more) and no kids n=2169. Financially comfortable n=1445, Financially uncomfortable n=724.
Note: some profiling questions may have a lower base n due to being added later in the tracker (debt).

So is knowledge and attitudes towards money

AMONG HIGHER HOUSEHOLD INCOMES ($100K OR MORE) WITH NO KIDS

Indicates where it is significantly higher/lower than other group
Numbers in brackets shows group percent vs other group percent

	● **Financially comfortable** More likely to:	● **Financially uncomfortable** More likely to:
Money Management	Actively manage their money and engage in a wider range of actions*	
Retirement Knowledge	Know the level of income for retirement (39% vs 15%)	Not know the level of income for retirement (37% vs 15%)
Experience financial stress	Experience less financial stress (59% none vs 14%)	Experience more financial stress (86% vs 41%)
Relationship with money	I set long term financial goals and strive to achieve them (72% vs 48%)	A spender than a saver (43% vs 24%)

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FINANCIAL_SIT2: Looking at the phrases below, which one best describes your current financial situation?
Q3 2021 – Q1 2025 Base: Among those with higher household incomes ($100K or more) and no kids n=2169. **Financially comfortable n=1445, Financially uncomfortable n=724.**
Note: some profiling questions may have a lower base n due to being added later in the tracker. *Based on average actions

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Implication

The relationship between personal circumstances (who you are, stage of life, income, asset levels) and financial comfort is clear.

But when we attempt to isolate and control for personal circumstances (in our example income, and whether you have kids), **financial knowledge and behaviours / attitudes towards money are a critical factor.**

To improve comfort levels, programme delivery always needs to be mindful of an individual's circumstance and mindset – we can influence knowledge and behaviours, but we can't treat everyone the same.

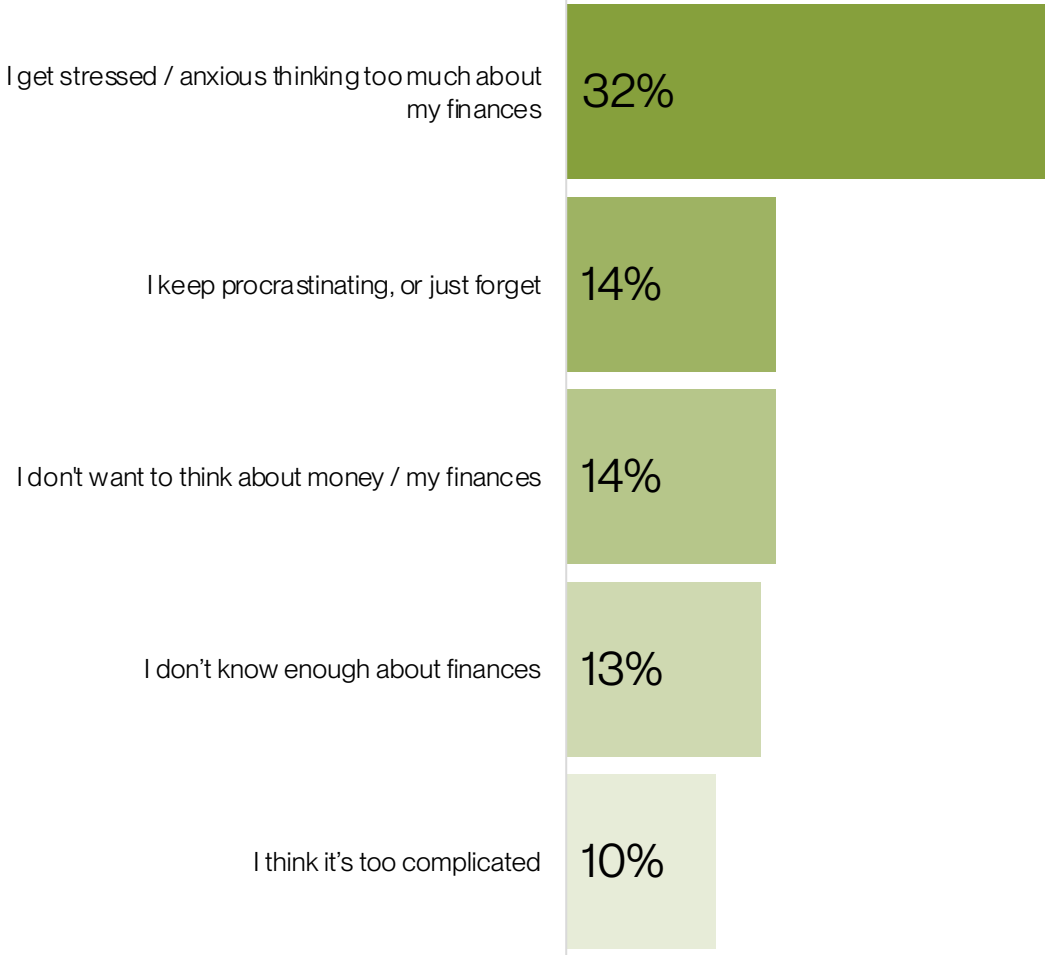Factors we always need to consider:

-    Personal circumstances

-    Financial knowledge

-    Underlying attitude / behaviours (spender vs. saver)

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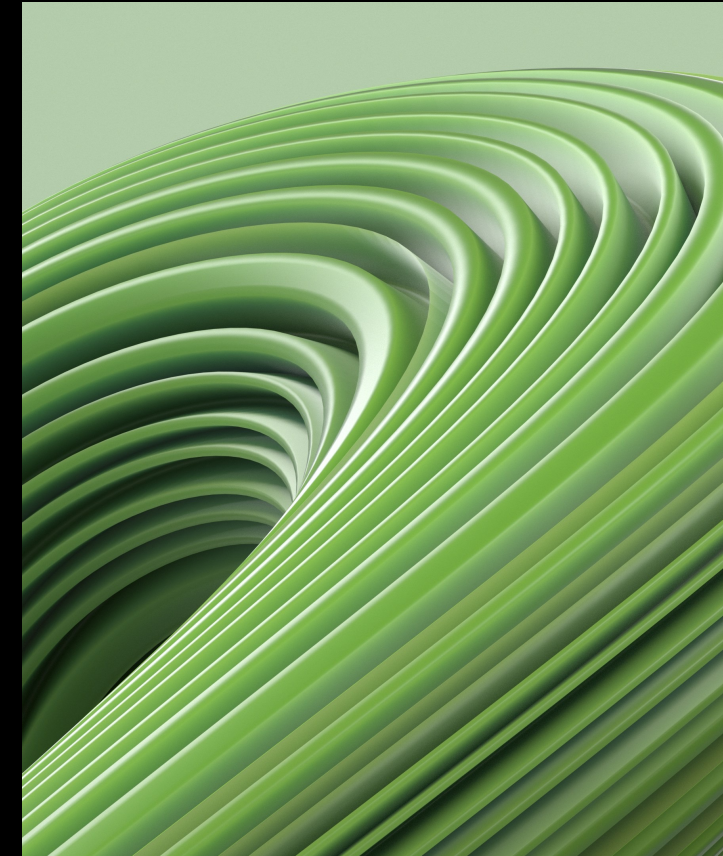
We also cannot forget some of the inherent behavioural barriers to money management

This shows the importance of Sorted's capability in being an empathetic enabler, well versed in behaviour change principles in programme delivery.

Behavioural barriers among financially uncomfortable:

Barrier	%
I get stressed / anxious thinking too much about my finances	32%
I keep procrastinating, or just forget	14%
I don't want to think about money / my finances	14%
I don't know enough about finances	13%
I think it's too complicated	10%

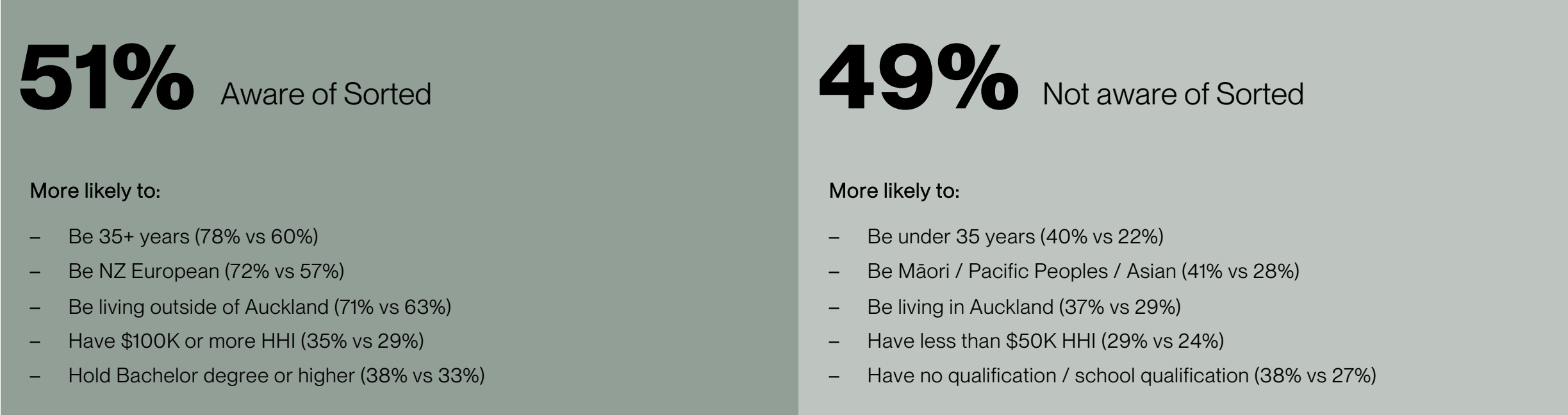FINANCIAL_SIT2: Looking at the phrases below, which one best describes your current financial situation?
BARRIERS: Which of the following, if any, stops you from managing your money?
Q3 2021 – Q1 2025 Base: Financially uncomfortable n=7878.
Note: some statements have a lower base n due to being added later in the tracker.

How Sorted's activities contribute to peoples' financial comfort

3

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To unpack how Sorted is contributing to peoples' financial comfort we can start with awareness

New Zealand 18+ population

51% Aware of Sorted

More likely to:

- Be 35+ years (78% vs 60%)
- Be NZ European (72% vs 57%)
- Be living outside of Auckland (71% vs 63%)
- Have $100K or more HHI (35% vs 29%)
- Hold Bachelor degree or higher (38% vs 33%)

49% Not aware of Sorted

More likely to:

- Be under 35 years (40% vs 22%)
- Be Māori / Pacific Peoples / Asian (41% vs 28%)
- Be living in Auckland (37% vs 29%)
- Have less than $50K HHI (29% vs 24%)
- Have no qualification / school qualification (38% vs 27%)

Indicates where significantly higher/lower than other group

AWARENESS: Which, if any, of the following websites / organisation websites about money and managing your finances, are you aware of?
Base: Total n=14645. Aware of Sorted n=7319, Not aware of Sorted n=7326.

We can then break down those aware of Sorted into Current users and Lapsed users

It's important to note that Lapsed users may not be a bad thing – if people have got the information and are already engaging in the actions they feel they need.

New Zealand 18+ population

51% Aware of Sorted

49% Not aware of Sorted

13%
Current users
Used in last 12 months

37%
Lapsed
Not used in last 12 months
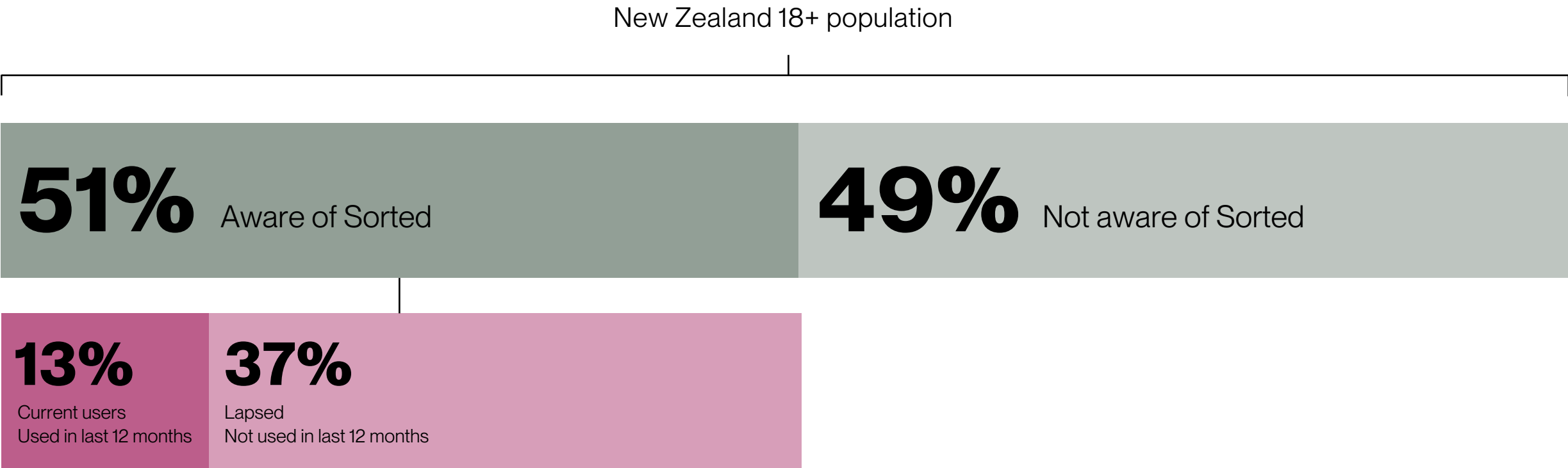
Note: Percentages don't add to 51% due to rounding.

So, what's different about them?

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AWARENESS: Which, if any, of the following websites / organisation websites about money and managing your finances, are you aware of?
Constructed Sorted user groups: Current users = aware and used in last 12 months, Lapsed users = aware but not used in last 12 months
Base: Total n=14645.

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Lapsed users differ demographically to Current users

Lapsed users are older, have less HHI but own a home without a mortgage, and are not supporting children.

Indicates where it is significantly higher/lower than other group
Numbers in brackets shows group percent vs other group percent

	Current Users More likely to:	Lapsed Users More likely to:
Age	Be under 55 years (72% vs 54%)	Be 55+ years **(46% vs 28%)**
Gender	Be Male (50% vs 47%)	Be Female **(53% vs 49%)**
Ethnicity	Be NZ Māori / Pacific Peoples / Asian (36% vs 25%)	Be NZ European (75% vs 65%)
Household situation	Have kids in household (40% vs 33%)	Not have kids in household (63% vs 56%)
Employment	Be full-time employed (58% vs 41%)	Be part-time / not employed / retired (52% vs 34%)
Household income	Have $100K or more HHI (46% vs 31%)	Have less than $50K HHI (27% vs 17%)
Home ownership	Own home with a mortgage (43% vs 32%)	Own home without a mortgage (30% vs 21%)

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Constructed Sorted user groups: Current users = aware and used in last 12 months, Lapsed users = aware but not used in last 12 months
Base: Aware of Sorted n=7319. Current users n=2002, Lapsed users n=5317.

And Lapsed users tend to have more financial knowledge

Potentially as a result of being older.

Knowledge by Current vs. Lapsed Users

	Current users	Lapsed users
Understand interest rates*	71% ▼	77% ▲
Understand inflation*	75% ▼	79% ▲
Understand relationship between income and price of goods*	69%	71%
Understand investment shares*	82% ▼	87% ▲

*Specific wording for knowledge questions can be found in the appendices
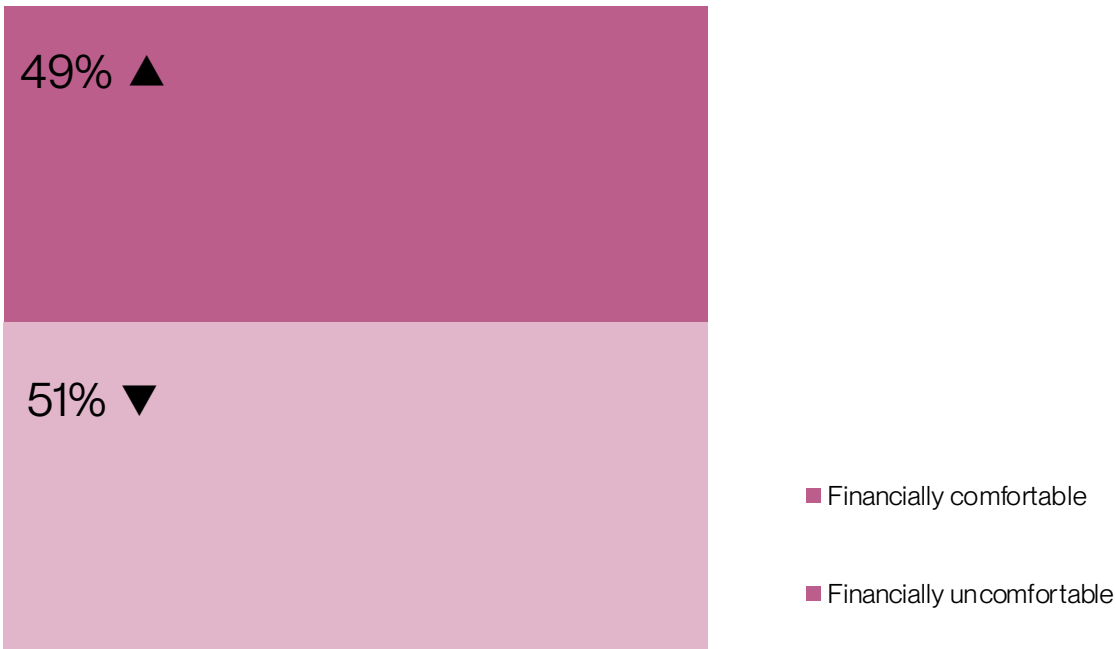
▲▼ Significantly higher/lower than other group

Constructed Sorted user groups: Current users = aware and used in last 12 months, Lapsed users = aware but not used in last 12 months
Knowledge questions 1 – 4. *Specific wording for knowledge questions can be found in the appendices. Base: Aware of Sorted n=3668. Current users n=979, Lapsed users n=2689.
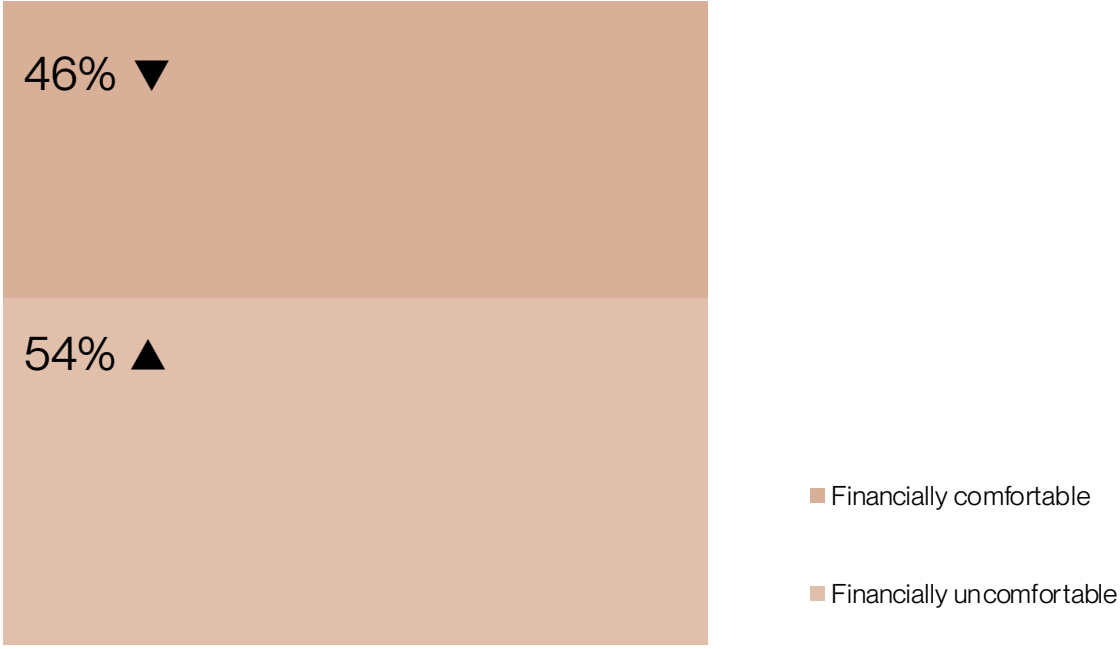
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But Current users are more likely to be financially comfortable

But again there is interconnection with demographic profiles here. Remember Lapsed users are more likely to have lower household incomes.

Current Users – Financial Comfort

49% ▲

51% ▼

■ Financially comfortable

■ Financially uncomfortable

Lapsed Users – Financial Comfort

46% ▼

54% ▲

■ Financially comfortable

■ Financially uncomfortable

Constructed Sorted user groups: Current users = aware and used in last 12 months, Lapsed users = aware but not used in last 12 months
FINANCIAL_SIT2: Looking at the phrases below, which one best describes your current financial situation?
Base: Aware of Sorted n=7319. Current users n=2002, Lapsed users n=5317.

Lapsed users are less likely to be financially stressed

Stress levels reduce the longer a person has lapsed - this could indicate better handling of their finances or less constraints on their finances as lapsed users are likely to be older, with no kids at home, and now owning a home without a mortgage.

Financial stress by Current vs. Lapsed Users

	Current Users	Lapsed Users
TOTAL STRESS	70% ▲	57% ▼
Top 5		
Feel stressed	46% ▲	38% ▼
Lose sleep	31% ▲	24% ▼
Miss out on social activities	28% ▲	24% ▼
Not access health services	27%	25%
Make unhealthy eating choices	26% ▲	22% ▼

Financial stress by Lapsed Type

	Lapsed: recent	Lapsed: longer	Lapsed: never user
TOTAL STRESS	63% ▲	55%	53% ▼
Top 5			
Feel stressed	42% ▲	39%	35% ▼
Lose sleep	26% ▲	24%	22% ▼
Miss out on social activities	26%	25%	23%
Not access health services	26%	26%	25%
Make unhealthy eating choices	23%	22%	21%

Constructed Sorted user groups: Current users = aware and used in last 12 months, Lapsed users = aware but not used in last 12 months
FINANCIAL_STRESS. Over the last year, has concern about money and your personal finances caused you to do any of the following?
Base: Aware of Sorted n=7319. Current users n=2002, Lapsed users n=5317. Lapsed type n=1251-2023.

▲▼ Significantly higher/lower than other group(s)

And Lapsed users find financial information less relevant

Relevance also reduces the longer someone lapses.

Relevance of financial info - Current vs. Lapsed Users

	Current Users	Lapsed Users
TOTAL INTERESTED	88% ▲	67% ▼
How to make investments	46% ▲	29% ▼
How to plan for retirement	46% ▲	31% ▼
How to build up savings	44% ▲	31% ▼
How to draw up a will	37% ▲	30% ▼
How to manage my money during a serious crisis	36% ▲	22% ▼
How to budget	33% ▲	21% ▼
How to draw down my savings in retirement	31% ▲	18% ▼
How to manage debt	31% ▲	19% ▼
Advice on insuring your assets	23% ▲	13% ▼
How to buy your first home	21% ▲	15% ▼

Relevance of financial info - Lapsed Type

	Lapsed: recent	Lapsed: longer	Lapsed: never user
TOTAL INTERESTED	80% ▲	68%	59% ▼
How to make investments	37% ▲	28%	25% ▼
How to plan for retirement	41% ▲	31%	25% ▼
How to build up savings	41% ▲	30%	26% ▼
How to draw up a will	34% ▲	30%	28% ▼
How to manage my money during a serious crisis	29% ▲	23%	17% ▼
How to budget	27% ▲	19% ▼	18% ▼
How to draw down my savings in retirement	22% ▲	19%	15% ▼
How to manage debt	26% ▲	18%	16% ▼
Advice on insuring your assets	16% ▲	13%	10% ▼
How to buy your first home	19% ▲	12% ▼	14%

Constructed Sorted user groups: Current users = aware and used in last 12 months, Lapsed users = aware but not used in last 12 months
INFO_RELEVANT: Which of the following information about finances, would be relevant or useful to you?
Base: Aware of Sorted n=7319. Current users n=2002, Lapsed users n=5317. Lapsed type n=1251-2023.

▲▼ Significantly higher/lower than other group(s)   **31**

We can see the key reason for being a Lapsed user is that their needs have been met

Reasons for not using Sorted (top 3 reasons)

56%
I haven't needed to

Constructed Sorted user groups: Lapsed users = aware but not used in last 12 months
SORTED_BARRIER2: Why have you not used the Sorted.org.nz website more frequently?
Base: Lapsed users that have used before n=2610.

17%
I haven't thought about it / didn't know it was still around

18%
I get the information from other places instead

Does Sorted help?

There is interconnection between use of Sorted, financial comfort, life-stage, money management, and life experience.

What we can see though is that use of Sorted looks to be helpful in a person's transition to better financial management (and where they may get to a point of no longer needing such resources).

We can see more of this when diving into financially comfortable vs uncomfortable Current users.

Sorted is used by those who are financially comfortable and uncomfortable

But recent users have a greater degree of financial comfort.

▲▼ Significantly higher/lower than other group

Constructed Sorted user groups: Current users = aware and used in last 12 months.
FINANCIAL_SIT2: Looking at the phrases below, which one best describes your current financial situation?
SORTED_LSTUSE: When did you last use the Sorted.org.nz website?
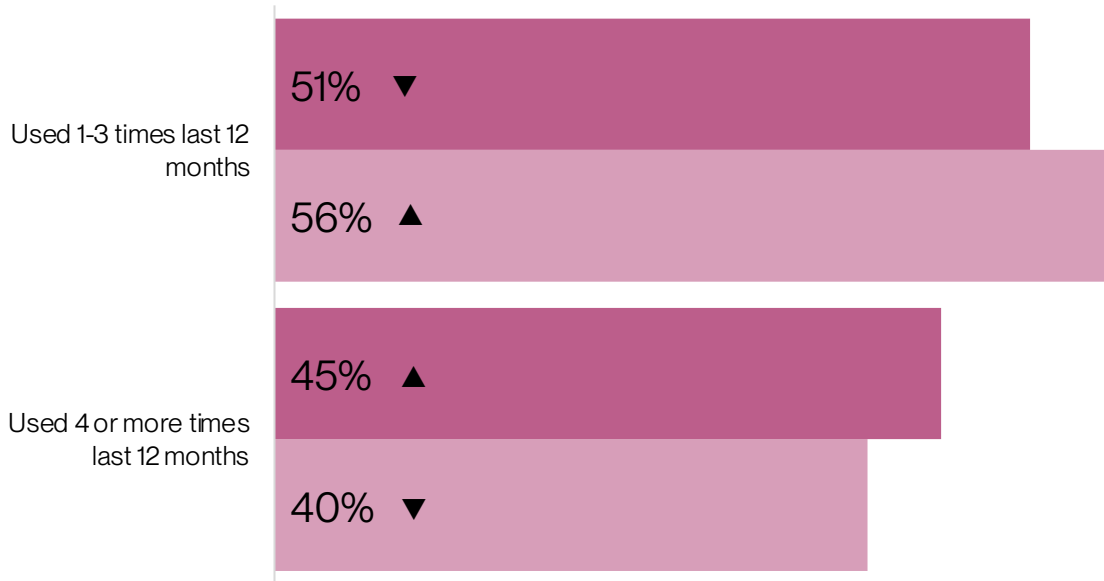Base: Current users n=2002. Financially comfortable n=978, Financially uncomfortable n=1024.

Current Users
Recency of using Sorted (in last 12 months) and financial comfort

6-12 months ago
22% ▼
26% ▲

In the last 6 months
78% ▲
74% ▼

■ Financially comfortable
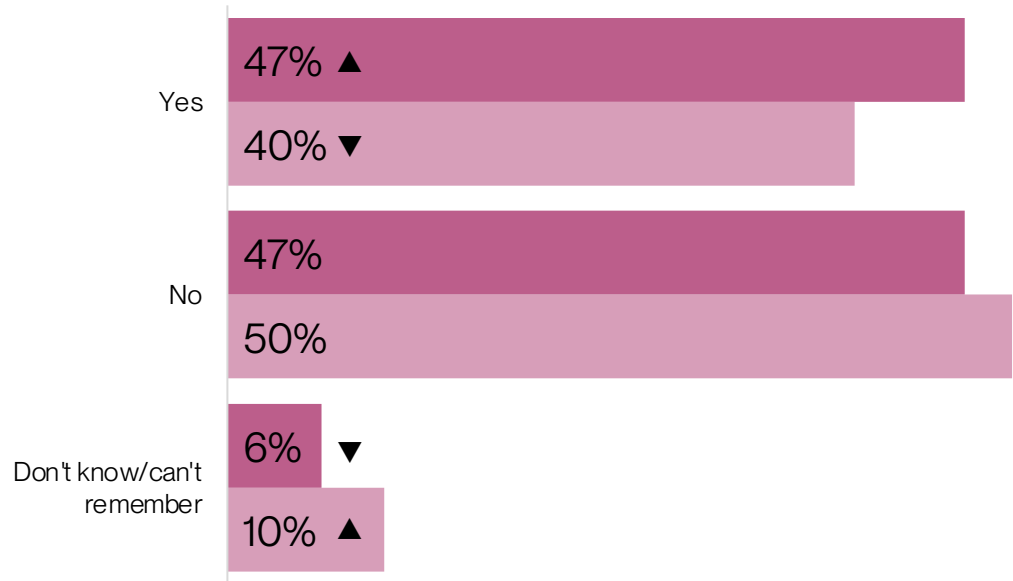■ Financially uncomfortable

TRA
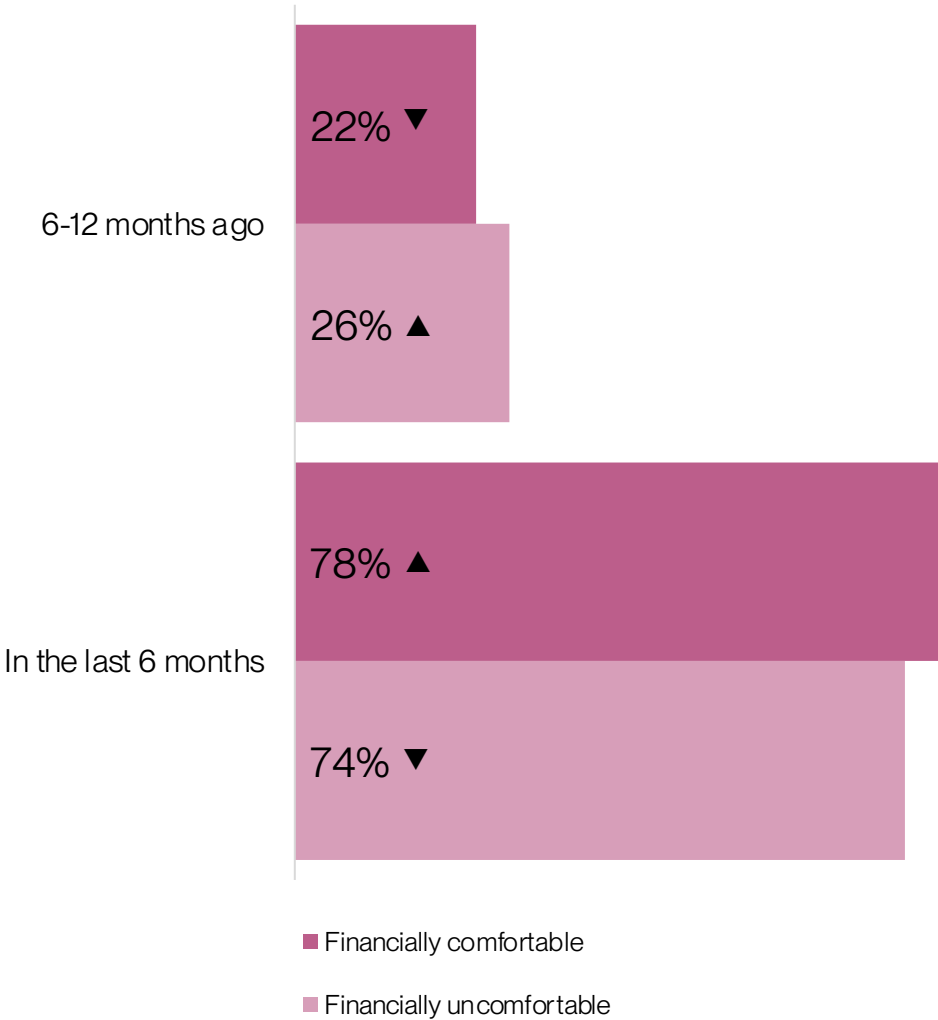
There is a bias where depth of use is better linked to financial comfort

While we can't prove causation, we can see that greater frequency and registration aligns with greater financial comfort.

Current Users
Frequency of using Sorted and financial comfort

Current Users
Registered with Sorted and financial comfort

Used 1-3 times last 12 months
- 51% ▼
- 56% ▲

Used 4 or more times last 12 months
- 45% ▲
- 40% ▼

Yes
- 47% ▲
- 40% ▼

No
- 47%
- 50%

Don't know/can't remember
- 6% ▼
- 10% ▲

■ Financially comfortable   ■ Financially uncomfortable

Constructed Sorted user groups: Current users = aware and used in last 12 months,
FINANCIAL_SIT2: Looking at the phrases below, which one best describes your current financial situation? SORTED_FREQ:
Approximately how many times have you been to the Sorted.org.nz website in the last 12 months? SORTED_REGISTER: Have you
created a free account on Sorted.org.nz? Note: question added later into tracker so lower base (n=554-651).
Base: Current users n=2002. Financially comfortable n=978, Financially uncomfortable n=1024.

▲▼ Significantly higher/lower than other group   **35**

And while both groups attribute actions to the Sorted website – this is more prevalent among those financially comfortable

Current Users
Sorted website associations

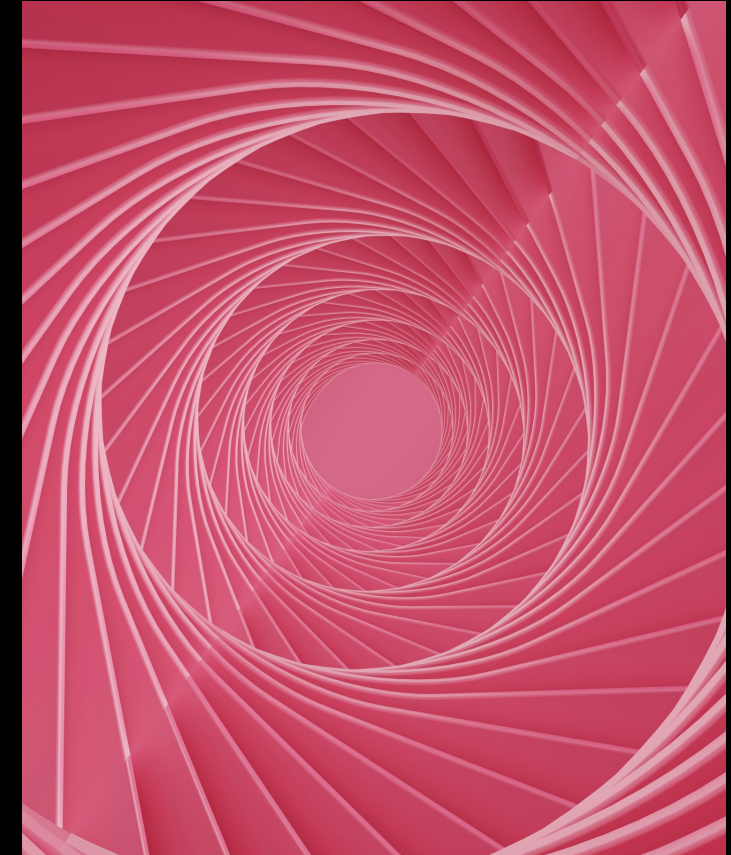|	Financially comfortable	Financially uncomfortable
Thanks to this site I save / invest more than I used to	13% ▲	9% ▼
This site allows me to feel more optimistic about my financial situation	27% ▲	22% ▼
This site's resources have motivated me to take action	26% ▲	21% ▼
I am in a better financial position as a result of using this site	19% ▲	11% ▼

▲▼ Significantly higher/lower than other group

Constructed Sorted user groups: Current users = aware and used in last 12 months.
FINANCIAL_SIT2: Looking at the phrases below, which one best describes your current financial situation?
SORTED_ASSOC: Which of the following statements, if any, do you feel describes Sorted.org.nz?
Base: Current users n=2002. Financially comfortable n=978, Financially uncomfortable n=1024.

TRA

Sorted does help people towards financial comfort by being an empathetic enabler

Even though there is a lot of interconnection at play, we can see how Sorted has impact – among the financially comfortable and uncomfortable.

Sorted helps to encourage optimism – reducing the barrier of procrastination and avoidance because of anxiety.

And Sorted helps to motivate people to action – addressing the feeling of it being too complicated.

TRA

TRA

Appendices

Area	Question	Response format
Understanding of interest rates	Imagine that you have put $100 into a no fee savings account with a guaranteed interest rate of 2% per year. You don't make any further payments into this account, and you don't withdraw any money. Once the interest payment is made, how much do you think would be in the account at the end of the first year?	• Free type number
Understanding of inflation	Now, imagine that the interest rate on that same savings account was 1% per year, and inflation was 2% per year. After one year, which of the following do you think is true? With the money in the savings account, I can…	• Buy more than what I can today • Buy the same as what I can today • Buy less than what I can today
Understanding of relationship between income and price of goods	Finally, imagine that the year is 2027 and your income has doubled, but the price of goods and services have also doubled. Compared to your current situation, which of the following do you think is true about your income? I can…	• Buy more than what I can today • Buy the same as what I can today • Buy less than what I can today
Understanding of investments	Do you think the following statements are true or false? Buying shares in a single company usually provides a safer return than buying shares in a number of different companies. An investment with a high return is likely to be high risk	• True • False