



**TE ARA
AHUNGA ORA**
Retirement Commission

Sorted User Survey

March 2023



Sample

- 5110 started the survey
 - N=3646 completed surveys
 - 52% of non-completes were infrequent or non-users (compared to 54% in 2022)
- Women strongly overrepresented as usual
 - As in 2022, male users tended to be older than the female users. 37% of males were aged 55+ (compared to 24% of females)
- Comparisons with 2022.
 - There are no significant differences in demographic makeup of participants compared to 2022. As such, data is not weighted.
 - However, financial situation shows a slight worsening compared to 2022, with more people saying they were 'treading water', consistent with findings from the TRA Insights Tracker (Q3, 2023).

		Feb-22 (n=3722)	Mar-23 (n=3646)			Feb-22 (n=3722)	Mar-23 (n=3646)
Age	Under 18	1%	1%	Financial Situation	Flying ahead	3%	2%
	18-24	8%	7%		Swimming happily	23%	20%
	25-34	22%	22%		Starting to swim comfortably	32%	32%
	35-44	21%	21%		Just treading water	29%	34%
	45-54	19%	20%		Sinking a bit	9%	9%
	55-64	18%	17%		Sinking badly	4%	4%
	65+	12%	11%	Frequency of using Sorted.org.nz	Every 1-2 weeks	5%	5%
Ethnicity	NZ European	72%	73%		Monthly	9%	10%
	NZ Māori	16%	16%		5-10 times	16%	15%
	Pacific Peoples	8%	8%		3-5 times	27%	26%
	Asian	9%	8%		1 or 2 times	34%	33%
	Another ethnic group	7%	7%		Never	10%	10%
	I prefer not to answer	3%	2%				
Gender	Male	29%	28%				
	Female	70%	71%				
	Other	1%	1%				

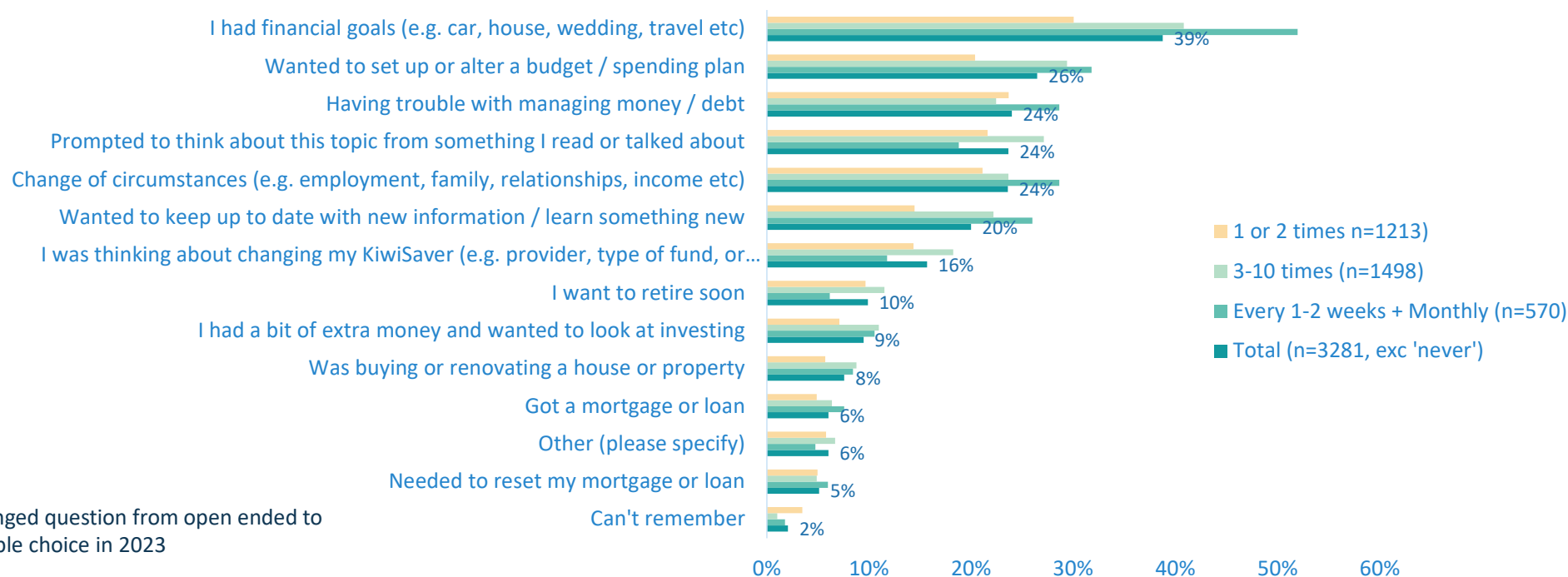


Triggers and Reasons to Visit sorted.org.nz



The journey to Sorted.org is typically triggered by a financial goal (particularly for frequent users) and/or managing a budget/plan*, similar to the themes that emerged in 2022.

Triggers to Visitation

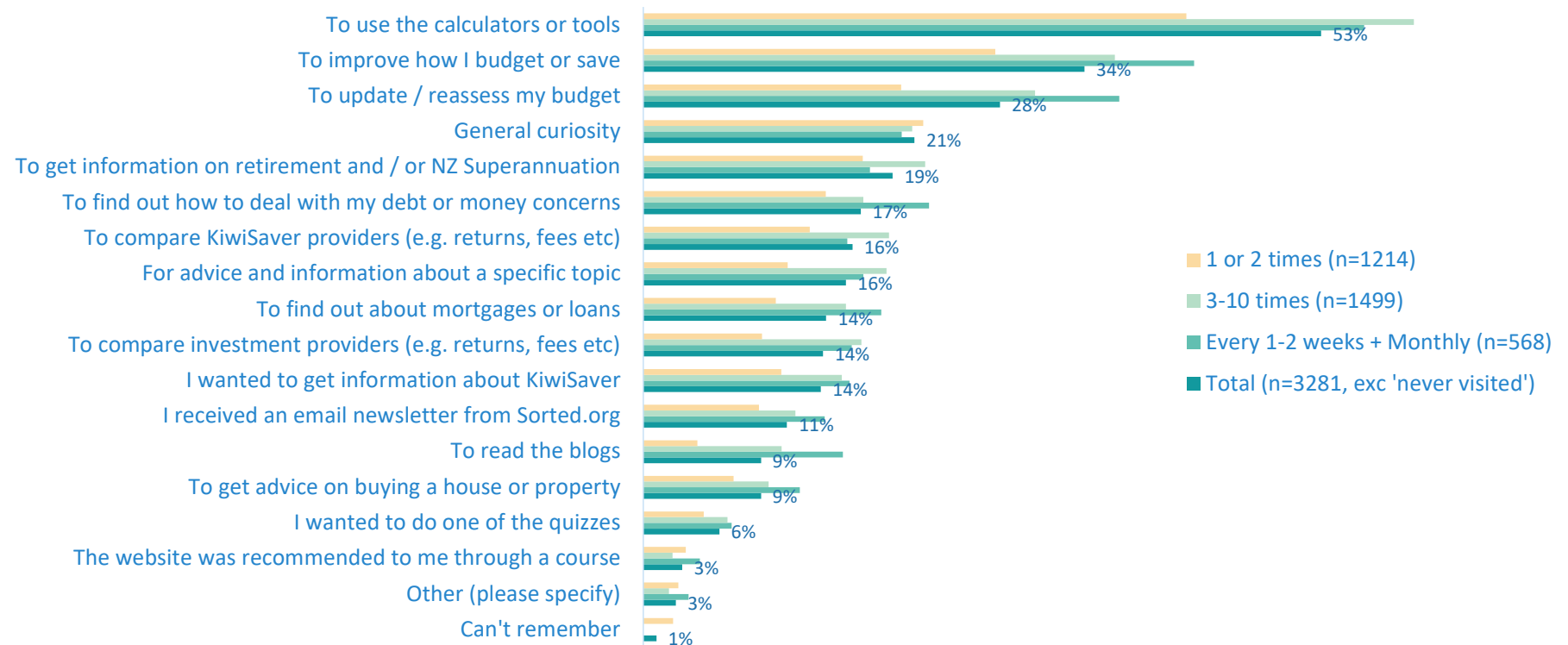


*Changed question from open ended to multiple choice in 2023



Sorted is typically visited to use calculators or for budgeting purposes (the latter particularly pertinent for frequent users). However, 'curiosity' drives one in five visitors to the site, as does retirement / NZ Super information.

Think to the last time you visited Sorted.org.nz. Why did you visit Sorted?



Triggers and reasons to visit Sorted.org.nz: 'having trouble with money' overindexes for all four groups

Women	Under 35s*	Māori	Pacific People
<p>Triggers</p> <ul style="list-style-type: none"> + Having trouble with money (26%) + Wanted to set up / alter budget/spending plan (30%) - Want to retire soon (8%) - Wanted to keep up to date with new info / learn something (18%) <p>Reasons</p> <ul style="list-style-type: none"> + To update / reassess budget (30%) + Improve how I budget/save (37%) + To find out how to deal with money concerns/debt (18%) 	<p>Triggers</p> <ul style="list-style-type: none"> + Having trouble with money (32%; 39% Māori; 52% Pacific people) + Wanted to set up / alter budget/spending plan (34%) + Financial goals (60%) - Wanted to keep up to date with new info / learn something (14%) <p>Reasons</p> <ul style="list-style-type: none"> + To update / reassess budget (33%) + Improve how I budget/save (46%; 58% Pacific people) + General curiosity (25%) + To find out how to deal with money concerns/debt (19%; 24% Māori; 30% Pacific people) 	<p>Triggers</p> <ul style="list-style-type: none"> + Having trouble with money (35%) + Financial goals (48%) <p>Reasons</p> <ul style="list-style-type: none"> + To update / reassess budget (35%) + Improve how I budget/save (46%) + To find out how to deal with money concerns/debt (27%) - To get info on retirement and/or NZ Super (11%) 	<p>Triggers</p> <ul style="list-style-type: none"> + Having trouble with money (47%) + Financial goals (56%) + Change in circumstance (33%) <p>Reasons</p> <ul style="list-style-type: none"> + Improve how I budget/save (56%) + To find out how to deal with money concerns/debt (37%) - To get info on retirement and/or NZ Super (11%)

+ Overindex

- Underindex

*Māori and Pacific under 35s noted where differences are apparent

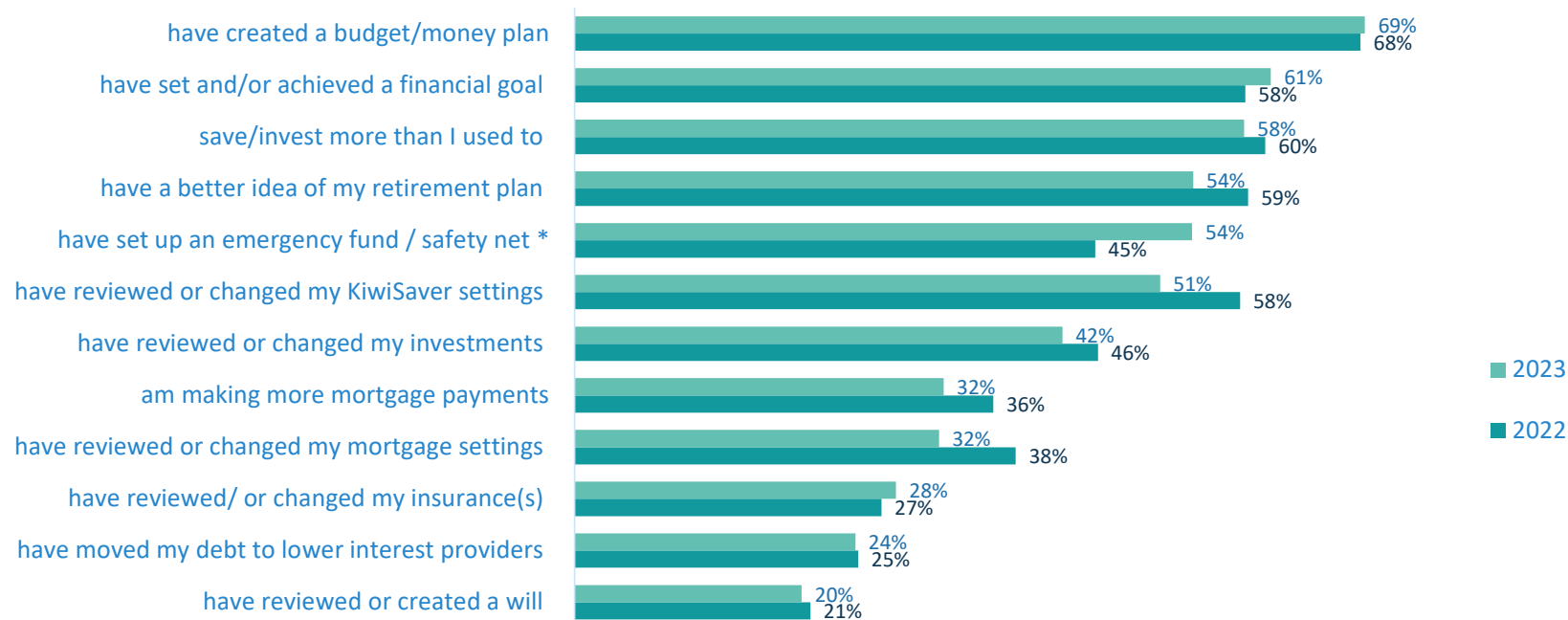


Impacts



People with mortgages seem to be sitting tight – fewer have reviewed or changed settings. The same is true for those with KiwiSaver funds.

Q13 – Which of the following have you done as a result of using Sorted.org.nz? (excl N/A)



Total sample; Unweighted; total n = 3646 *wording changed to include 'emergency fund' in 2023



Impacts (excluding N/A): 'have created a budget / money plan' overindexes for all four groups

Women	Under 35s*	Māori	Pacific People
<ul style="list-style-type: none"> + have created a budget/money plan (71%) - have a better idea of my retirement plan (51%) - have reviewed or changed my investments (39%) - I have moved my debt to lower interest providers (23%) 	<ul style="list-style-type: none"> + have created a budget/money plan (78%) + have set and/or achieved a financial goal (70%) + save/invest more than I used to (66%) + have set up an emergency fund / safety net (60%) - have a better idea of my retirement plan (39%) - have reviewed or created a will (10%) - am making more mortgage payments (24%) - have reviewed or changed my mortgage settings (24%) 	<ul style="list-style-type: none"> + have created a budget/money plan (79%) + have set and/or achieved a financial goal (70%) + have reviewed/ or changed my insurance(s) (40%, up from 32% in 2022) + have moved my debt to lower interest providers (34%) + have set up an emergency fund / safety net (58%) 	<ul style="list-style-type: none"> + have created a budget/money plan (77%) + have set and/or achieved a financial goal (69%) + have moved my debt to lower interest providers (39%)

- + Overindex
- Underindex

*Māori and Pacific under 35s noted where differences are apparent
Differences are significant after controlling for age, gender and ethnicity



Generally, around three quarters of visitors undertake an activity consistent their reason for visiting Sorted.org. Around two-thirds undertake supplementary / complimentary activities while there. However, the site is less likely to produce action for those visiting for general information, or for home/mortgage acquisition purposes.

	Trigger to Visitation											
	I had financial goals (e.g. car, house, wedding, travel etc)	Wanted to set up or alter a budget / spending plan	Having trouble with managing money / debt	Prompted to think about this topic from something I read or talked about	Change of circumstances (e.g. employment, family, relationships, income etc)	Wanted to keep up to date with new information / learn something new	I was thinking about changing my KiwiSaver (e.g. provider, type of fund, or contribution)	I want to retire soon	I had a bit of extra money and wanted to look at investing	Was buying or renovating a house or property	Got a mortgage or loan	Needed to reset my mortgage or loan
N=	1268	867	784	774	772	654	513	324	310	247	196	166
have created a budget/money plan	79%	88%	82%	65%	78%	64%	65%	57%	64%	70%	67%	66%
have set and/or achieved a financial goal	74%	68%	61%	63%	62%	67%	64%	60%	70%	66%	63%	65%
save/invest more than I used to	68%	64%	52%	62%	58%	62%	66%	57%	72%	63%	59%	47%
have set up an emergency fund / safety net	62%	61%	50%	58%	59%	62%	58%	55%	67%	54%	58%	44%
have a better idea of my retirement plan	54%	46%	35%	62%	50%	66%	68%	82%	63%	55%	50%	57%
have reviewed or changed my KiwiSaver settings	53%	47%	43%	57%	53%	58%	78%	57%	60%	48%	50%	52%
have reviewed or changed my investments	47%	38%	30%	50%	42%	55%	57%	54%	66%	51%	46%	45%
am making more mortgage payments	35%	32%	24%	37%	27%	34%	36%	41%	30%	40%	47%	61%
have reviewed or changed my mortgage settings	34%	29%	29%	33%	34%	31%	37%	40%	31%	50%	46%	76%
have reviewed/ or changed my insurance(s)	32%	32%	33%	29%	32%	32%	34%	29%	29%	32%	30%	37%
have moved my debt to lower interest providers	27%	26%	33%	19%	27%	27%	24%	24%	26%	29%	27%	31%
have reviewed or created a will	17%	18%	16%	23%	22%	29%	24%	28%	23%	19%	24%	24%



Performance



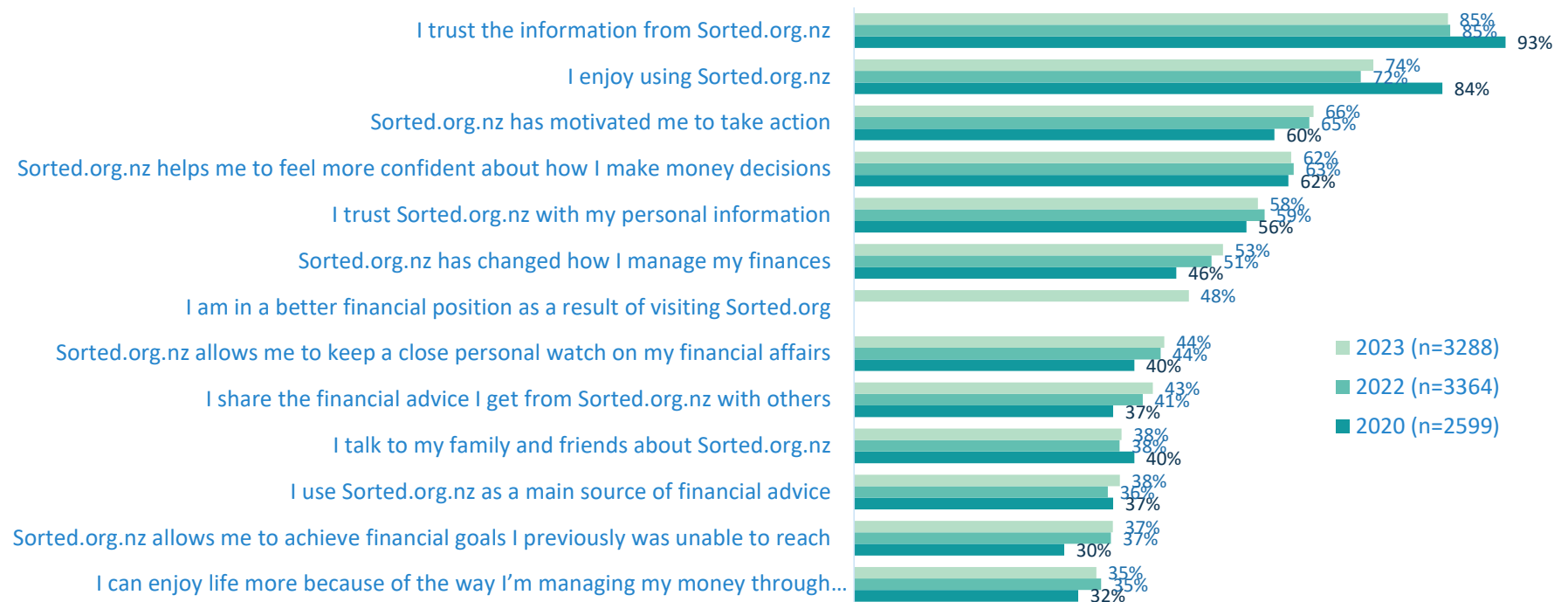
Key Takeouts

- Trustworthiness remains our key strength
 - Nearly half (48%) feel in a better financial situation after visiting the website (new question)
 - Some improvements for Māori are observed, particularly in terms of motivation and changing how finances are managed.
- A small but significant increase in the % who score 4 or 5 is apparent for 'the usefulness of the tools'. All other aspects are consistent with the previous year.
 - Ease of navigation and imagery used have both seen slight boosts for the under 35s,
 - But the language used is still rated as more poorly by Māori visitors.
- Perceived value has improved slightly but significantly since 2022 (86.4% agree).
 - NZ European, Māori and Pacific participant 'value' scores all met or exceeded SPE targets.
- Likelihood to recommend is unchanged, sitting at +14.
 - Māori, Pacific and Asian participants are more likely to be promoters as are women



Scores on Sorted.org attributes are essentially unchanged from 2022. Trustworthiness and enjoyability remain the strongest attributes. Nearly half (48%) feel in a better financial position after visiting the website.

Q15 – How much do you agree or disagree with the following statements?



Some improvements for Māori are observed, particularly in terms of motivation and changing how finances are managed. Trust remains an issue for Māori, Pacific and Asian visitors.

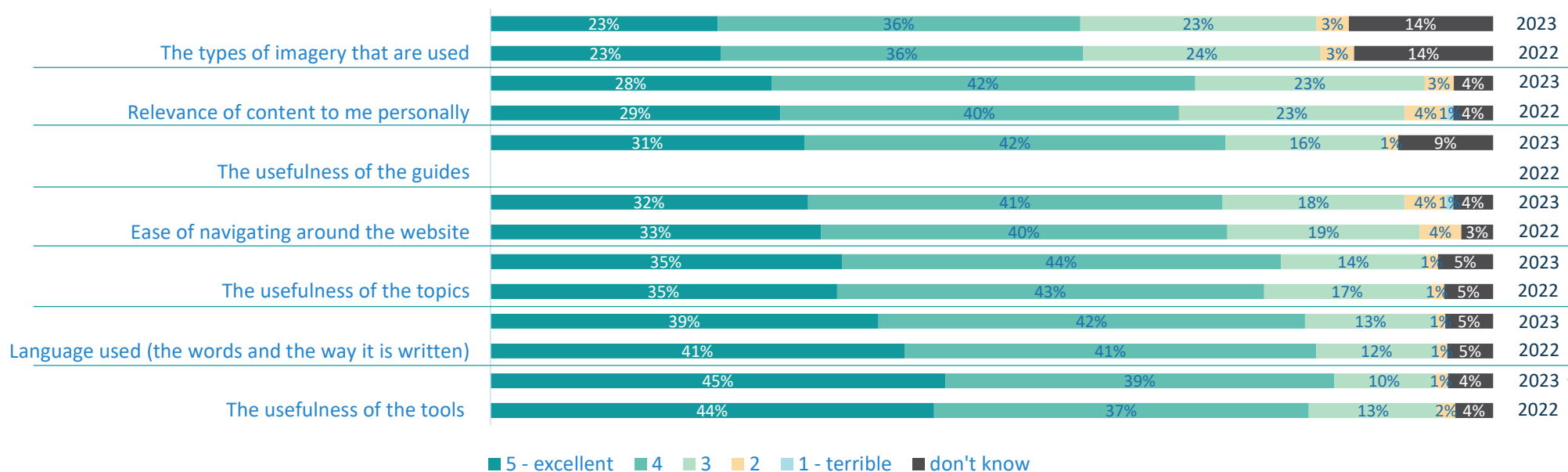
Standardized scores*	Average	Male	Female	Under 35	35+	NZ European	NZ Māori	Pacific	Asian
I enjoy using Sorted.org.nz	0.61	0.55	0.64 ↑	0.60	0.61	0.60	0.57	0.67	0.63
I trust the information from Sorted.org.nz	0.99	0.99	0.99	0.94	1.01	1.06	0.79	0.66	0.78
I talk to my family and friends about Sorted.org.nz	-0.55	-0.50	-0.57	-0.60	-0.53	-0.57	-0.56	-0.53	-0.46
Sorted.org.nz has changed how I manage my finances	-0.03	-0.06	-0.02	0.09	-0.08	-0.04	0.12 ↑	0.09	-0.02
Sorted.org.nz allows me to keep a close personal watch on my financial affairs	-0.17	-0.16	-0.18	-0.22	-0.15	-0.20	-0.17 ↑	-0.05	-0.06
I share the financial advice I get from Sorted.org.nz with others	-0.33	-0.32	-0.33	-0.34	-0.32	-0.37	-0.31 ↑	-0.25	-0.26
I can enjoy life more because of the way I'm managing my money through Sorted.org.nz	-0.39	-0.35 ↓	-0.41	-0.34	-0.41	-0.41	-0.37	-0.35	-0.26
Sorted.org.nz helps me to feel more confident about how I make money decisions	0.27	0.30	0.26	0.24	0.28	0.28	0.20	0.17	0.26
I use Sorted.org.nz as a main source of financial advice	-0.49	-0.51 ↓	-0.48	-0.50	-0.48	-0.50	-0.45	-0.34	-0.44
Sorted.org.nz allows me to achieve financial goals I previously was unable to reach	-0.34	-0.39 ↓	-0.32	-0.29	-0.37	-0.39	-0.15	-0.03	-0.29
I trust Sorted.org.nz with my personal information	0.18	0.19	0.18	0.12 ↓	0.21	0.26	0.08	-0.20	-0.08
Sorted.org.nz has motivated me to take action	0.34	0.29	0.36	0.37	0.33	0.36	0.40 ↑	0.36	0.29
I am in a better financial position as a result of visiting Sorted.org	-0.10	-0.02	-0.13	-0.07	-0.11	-0.08	-0.13	-0.20	-0.09

*scores are standardized within participant to accommodate different ways of using rating scales



A small but significant increase in the % who score 4 or 5 is apparent for 'the usefulness of the tools'. All other aspects are consistent with the previous year.

Q12 Thinking about Sorted.org.nz, please rate your experience of:



Total sample; n = 2509 to 3283; 389 missing (haven't visited site in last 12 months)



Ease of navigation and imagery used have both seen slight boosts for the under 35s, but the language used is still rated as more poorly by Māori visitors.

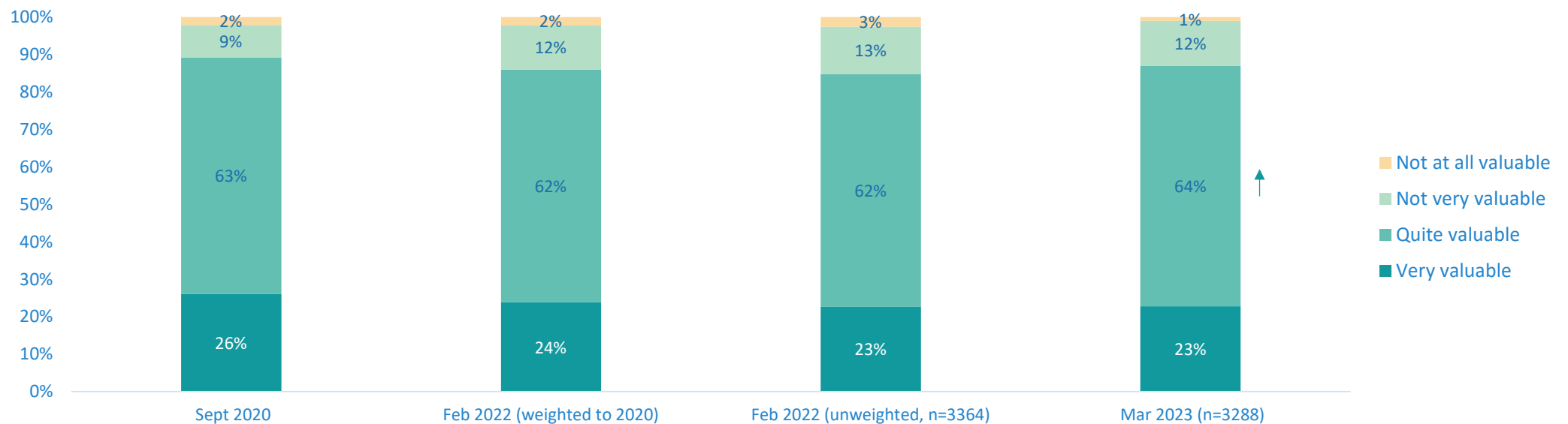
Standardized scores*	Average	Male	Female	Under 35	35+	NZ European	NZ Māori	Pacific	Asian
Language used (the words and the way it is written)	0.27	0.26	0.27	0.31	0.25	0.27	0.08 ↓	0.12	0.30
Relevance of content to me personally	-0.15	-0.21	-0.13	-0.27	-0.10	-0.17	-0.04	0.14	-0.12
Ease of navigating around the website	-0.04	-0.07	-0.03	-0.13 ↑	0.00	-0.04	-0.01	-0.21	-0.10
The types of imagery that are used	-0.62	-0.59	-0.64	-0.49 ↑	-0.68	-0.60	-0.71	-0.67	-0.53
The usefulness of the topics	0.18	0.15	0.19	0.20	0.17	0.17	0.23	0.26	0.19
The usefulness of the tools	0.37	0.38	0.38	0.41	0.36 ↑	0.37	0.41	0.34	0.27
The usefulness of the guides	-0.01	0.09	-0.06	-0.05	0.01	-0.01	0.05	0.01	-0.01

*scores are standardized within participant to accommodate different ways of using rating scales

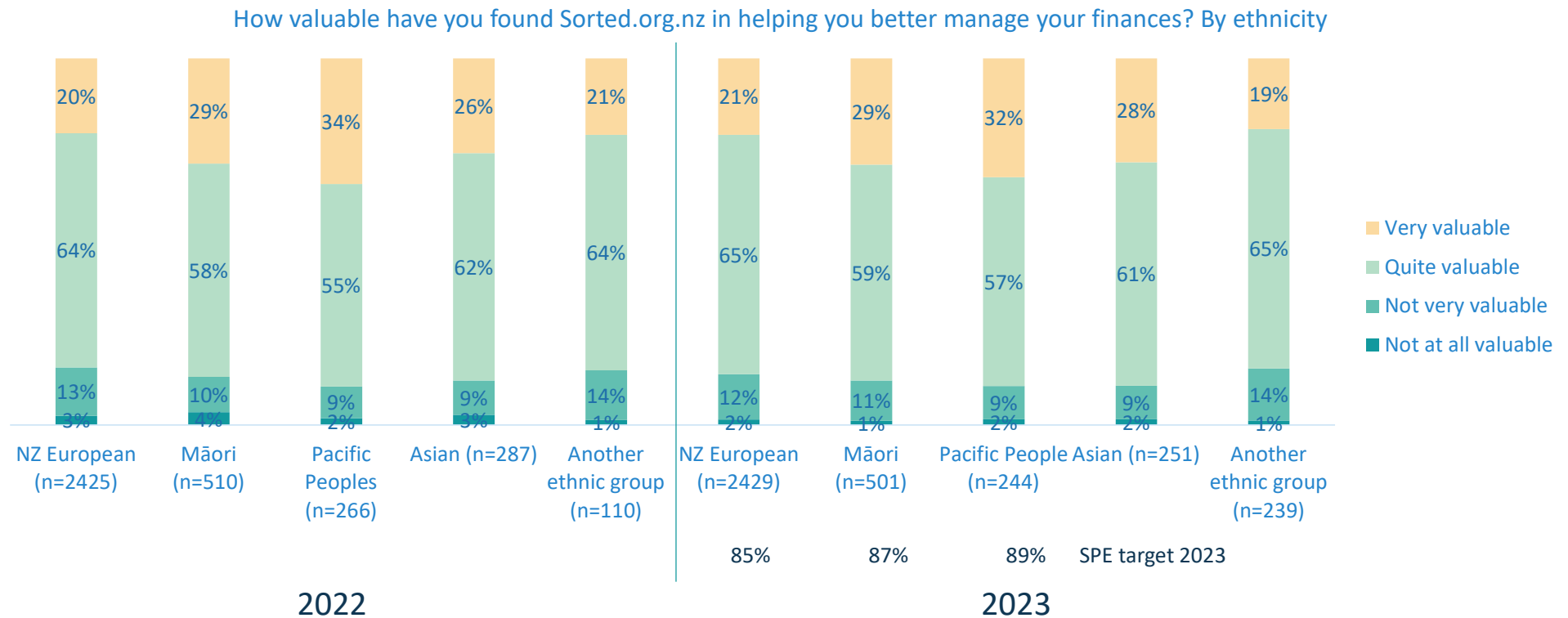


Perceived value has improved slightly but significantly since 2022.

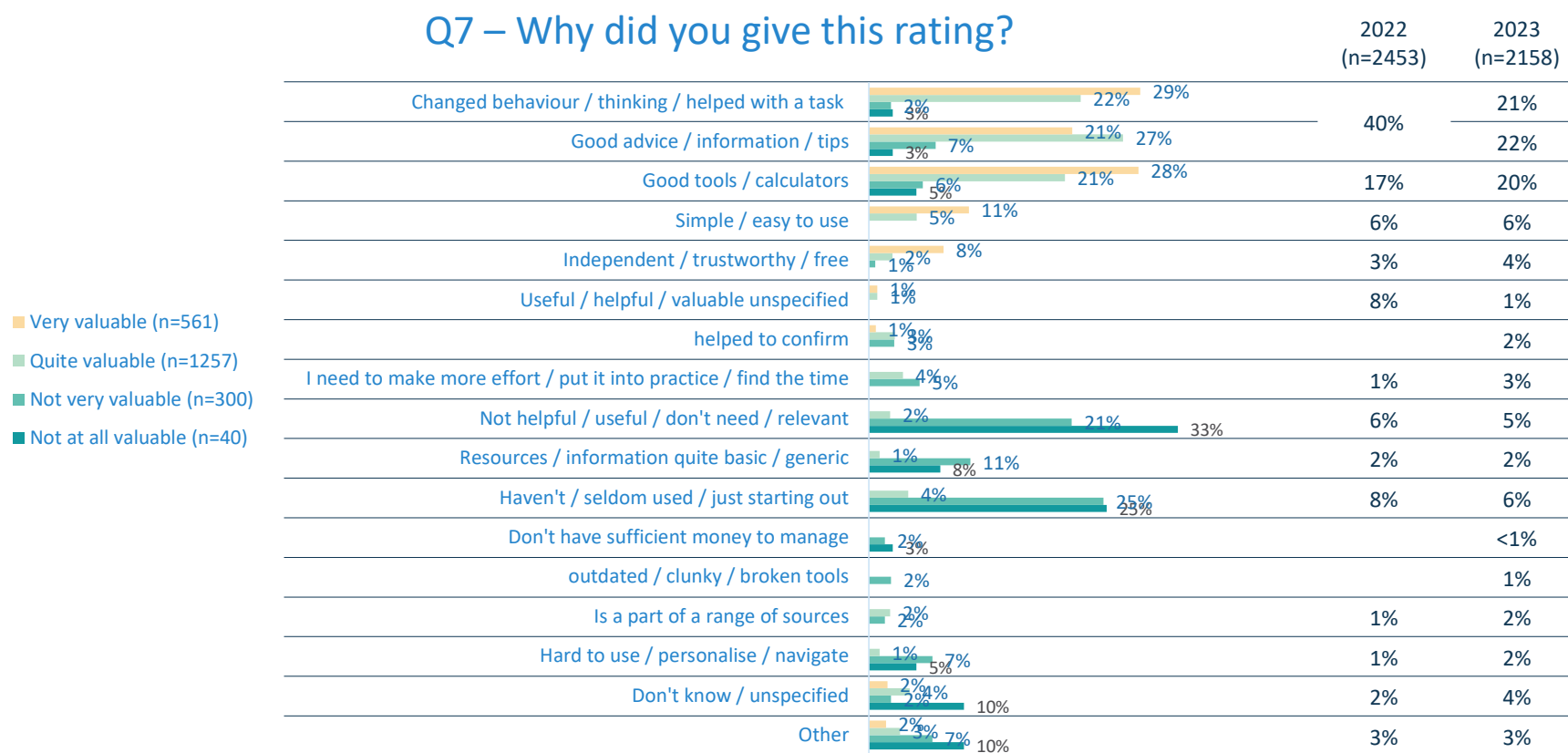
Q14 - How valuable have you found Sorted.org.nz in helping you better manage your finances?



NZ European, Māori and Pacific participant 'value' scores all met or exceeded SPE targets.



Reasons for the 'value' ratings are similar to last year: good advice & tools that informed and helped make useful decisions.

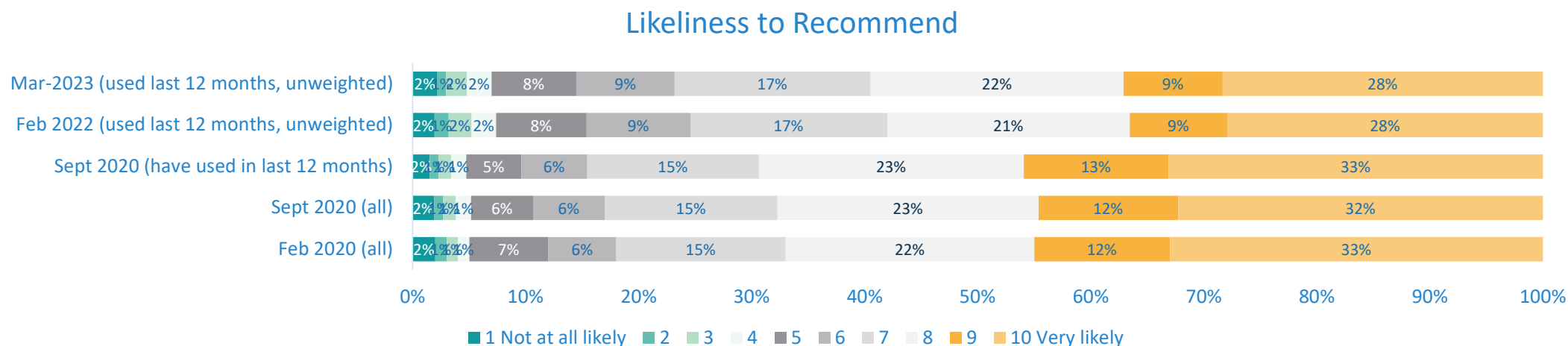


Reason for 'quite/very valuable' ratings: verbatims

- A free resource with a step by step process on how to build financial wealth has been amazing and made it far less overwhelming trying to figure it out on my own
- after discovering the website i was stunned by the amount of financial support and ways to find financial support and a website that is easy to use
- Attended a financial literacy course and this website was used extensively.
- Because a lot of people don't know how to manage their finances and they are not being taught this in college/schools. So a lot of people don't have the tools they need to be financially secure. Sorted.org provides great tools and information to help and educate you on achieving your goals and becoming more informed
- Because I trust the information given on the website. Sorted is my go to for general financial information.
- because if I didn't use the tools provided to me on sorted.org then I would be in a massive amount of debt right now.
- Because it's something that I look at every pay which helps guide me on what I am needing to pay/try to save etc - especially with the cost of living at the moment
- regardless of whether I achieved all or big or small goals, it prompted me to set some and it gave me a place to go when I felt I was drowning in my finances.
- Sorted has a lot of helpful resources that target the everyday person and are written in a way where they aren't confusing as these topics can be!
- Sorted has been an easy to read and use resource and has helped me go from thinking about how I could do 'better' with my money to actioning things so that I actually am doing more with my money.
- Been able to cut down on costs by changing companies and manages my budget better. Now have an extra \$80pw
- Being able to easily able to see where my money goes using the budget tool is great. I love how you can easily change the interval with which you pay a bill and the calculation is as automatically handled in the background.
- Due to redundancy our family has had to adjust to a lower income and make changes to the way we live. Sorted has helped us manage our money and been very valuable
- Helps me understand my money psychology, how to manage money, helps me feel confident in decisions.
- I am very appreciative of the fact that this resource is freely available and I can access it online without talking or sharing my financial information with an actual person whom can judge you about your spending habits etc
- I feel more financially competent and confident than I ever used to. And I am saving at a much higher rate than I ever used to as well!
- I have only used Sorted for a short time but so far I am much more educated on home loans and budgeting and feel I can achieve more with my money than I could before.
- It allowed us as a whānau to come together and create a budget that works with our finances allowing us more freedom to be able to live happily and healthier.



Likeliness to recommend is static between 2022 and 2023, sitting at +14. Māori, Pacific and Asian participants are more likely to be promoters, scoring '9 or 10' (44%, 48% and 41% respectively), as are women (39%).



*May add to 101% due to rounding

NPS

Feb 2020 all				Sept 2020 (all)		Sept 2020 (used last 12 months)		Feb 2022 (unweighted/weighted)		Mar 2023	
27				28		30		12/14		14	
Mar 2023 (unweighted)	Men	Women	Gender diverse*	Under 35	35+	Māori	Māori under 35	Pacific Peoples	Pacific under 35	Asian	
14	10	15	13	15	13	21	18	28	27	22	

*small sample size



Moving Forward



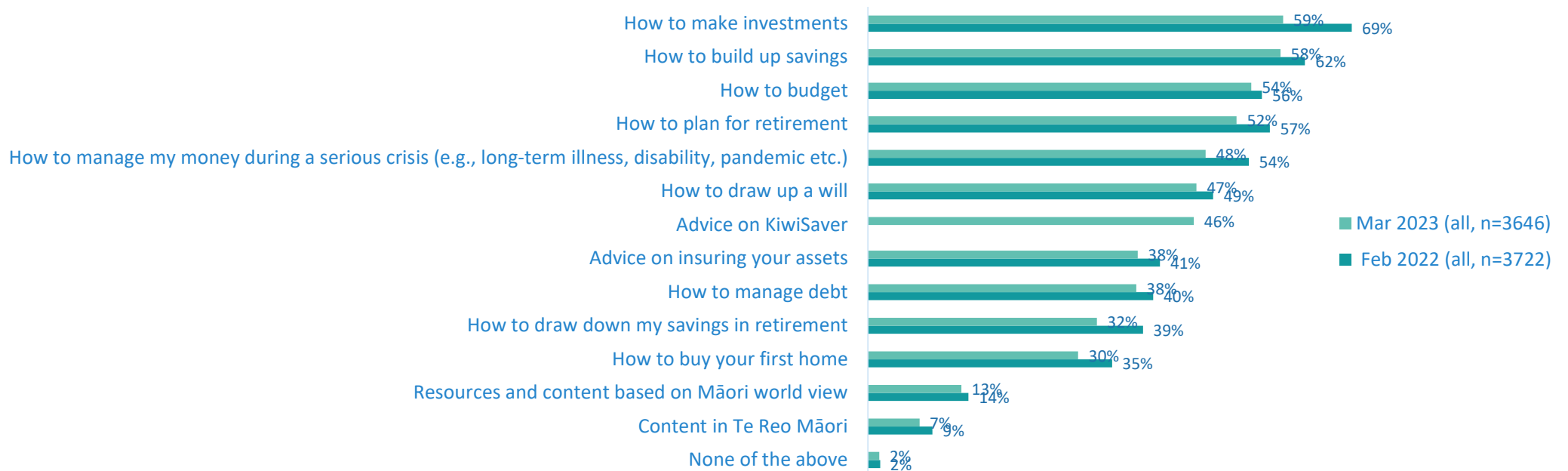
Key Takeouts

- Potentially slightly lower engagement in finances this year
 - Particularly among under 35s
 - Women, Māori and Pacific visitors are still much more engaged across a number of topics
- Calculators remain the key aspect of the Sorted.org website.
 - Topic guides, while very important, show a minor but significant decline, as have personalised dashboards.
- When scores are standardized, calculators are more engaging for men, over 35s and NZ Europeans,
 - Māori and Pacific visitors are comparatively more interested in money psychology.
 - Under 35s are comparatively keen on personalised dashboards, financial guides and money psychology.
- Similar themes emerged in terms of ways to get people to visit Sorted.org more (budgeting tips and more/different tools)



Fewer items are selected by participants in 2023, potentially reflecting a lower degree of engagement in finances. Particular declines are seen for 'how to make investments', but interest in financial crisis management also declines.

Q7 - Which of the following information about finances would be relevant or useful to you? (select all that apply)



Specific information by demos: 'how to manage my money during a crisis' overindexed for three out of four groups

Women	Under 35s	Māori	Pacific People
<ul style="list-style-type: none"> + How to manage my money during a serious crisis (e.g., long-term illness, disability, pandemic etc.) (51%) + How to build up savings (63%, down from 67%) + How to budget (58%) - How to draw down my savings in retirement (30%, down from 48%) <p>Gender diverse overindexes on:</p> <ul style="list-style-type: none"> • 'Content in Te Reo Māori' (33%), and • 'resources and content based on Māori worldview' (30%) 	<ul style="list-style-type: none"> + How to make investments (64% down from 77% last year) + Content in Te Reo Māori (12%) + How to buy your first home (56%, down from 63%) + How to build up savings (73%, down from 78%) + How to budget (72%) + How to manage debt (45%) - How to plan for retirement (38%) - How to draw down my savings in retirement (13%, down from 23%) 	<ul style="list-style-type: none"> + Advice on insuring your assets (44%) + How to draw up a will (59%) + Content in Te Reo Māori (27%) + Resources and content based on Māori world view (45%) + How to buy your first home (47%) + How to manage my money during a serious crisis (e.g., long-term illness, disability, pandemic etc.) (58%) + How to build up savings (67%) + How to budget (70%) + How to manage debt (57%) - How to plan for retirement (48%) 	<ul style="list-style-type: none"> + How to budget (76%) + How to manage debt (69%) + How to buy your first home (56%) + How to build up savings (76%) + How to manage my money during a serious crisis (e.g., long-term illness, disability, pandemic etc.) (59%) + Content in Te Reo Māori (15%) + Resources and content based on Māori world view (21%) + Advice on KiwiSaver (55%)

+ Overindex

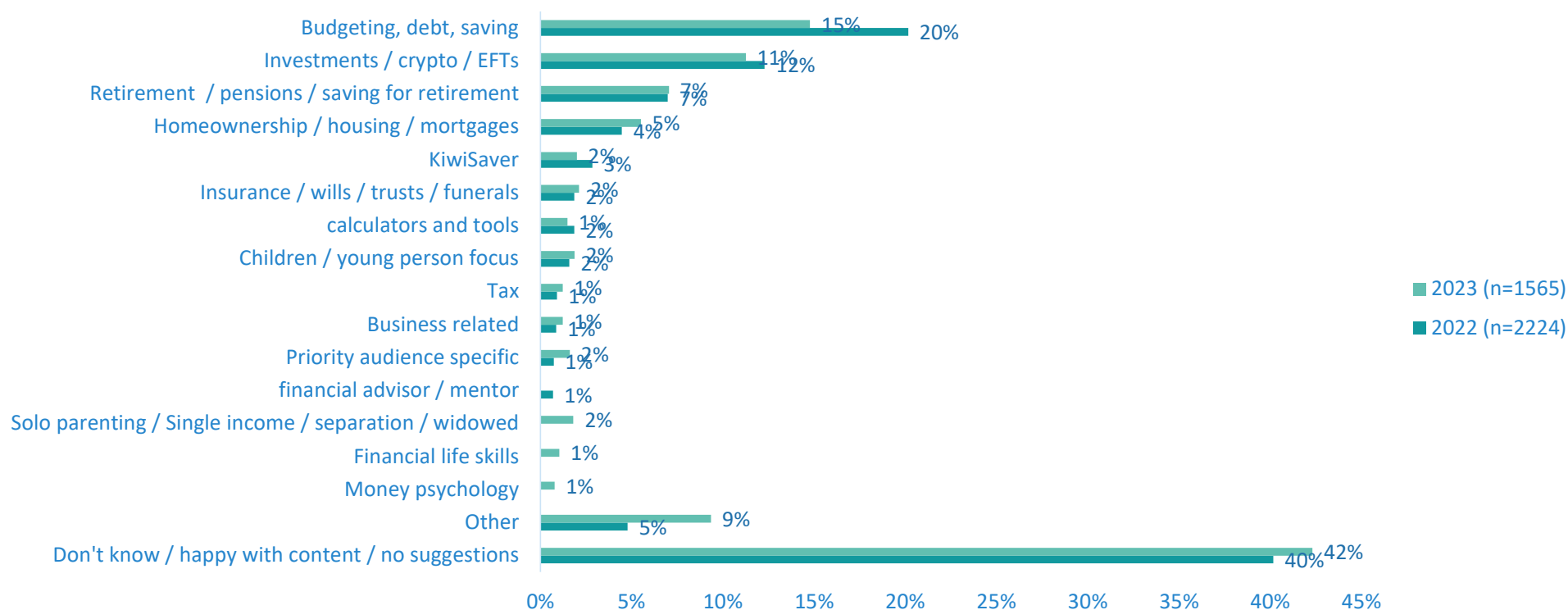
- Underindex

Differences are significant after controlling for age, gender and ethnicity



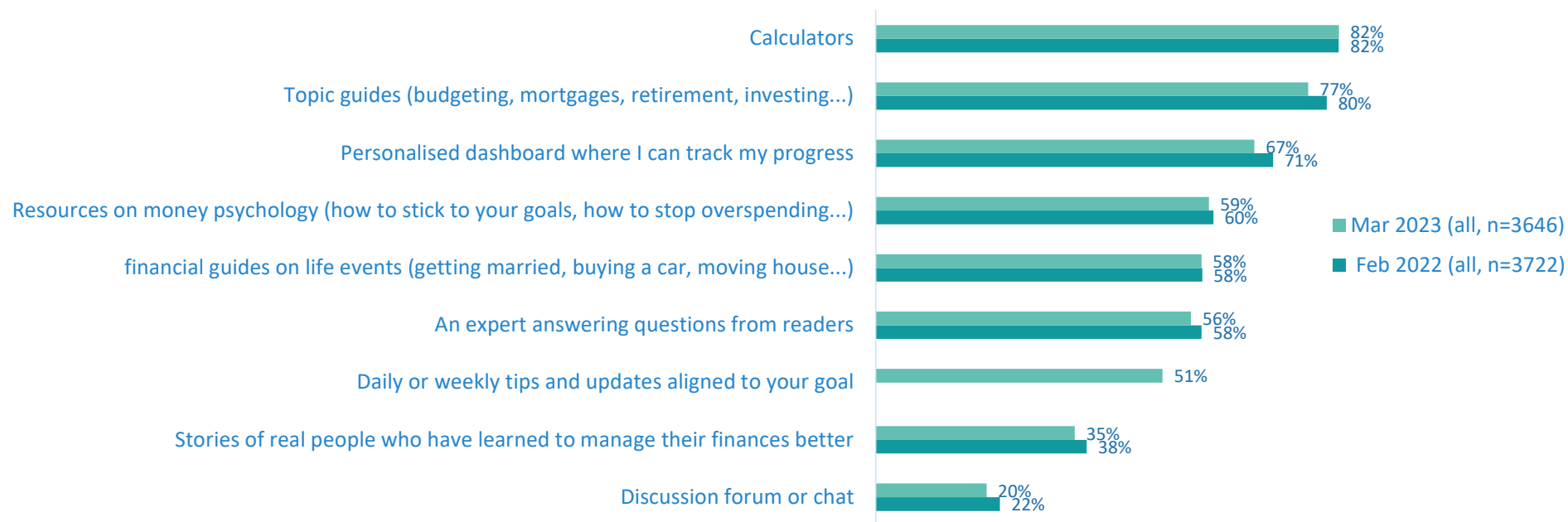
Advice and tips related to budgeting, debt or saving continue to be the most commonly requested topics, but 42% can't think of any additional topics to the list we supplied.

Q6 - Are there any specific topics you'd like to see covered on Sorted.org.nz?



Calculators remain the key aspect of the Sorted.org website. Topic guides, while very important, show a minor but significant decline, as have personalised dashboards.

Q5 – How important are the following features? (4+5 out of 5)



When scores are standardized, calculators are more engaging for men, over 35s and NZ Europeans. Money psychology is particularly desirable for our priority segments.

Standardized*	Male	Female	Under 35	35+	NZ European	NZ Māori	Pacific	Asian
Calculators	0.68	0.59	0.56	0.64	0.67	0.45	0.29	0.48
Topic guides (budgeting, mortgages, retirement, investing...)	0.58	0.53	0.46	0.58	0.55	0.46	0.43	0.50
Financial guides on life events (getting married, buying a car, moving house...)	0.03	0.11	0.29	-0.01	0.06	0.12	0.19	0.22
Stories of real people who have learned to manage their finances better	-0.53	-0.56	-0.64	-0.51	-0.57	-0.50	-0.35	-0.54
Resources on money psychology (how to stick to your goals, how to stop overspending...)	0.05	0.16	0.22	0.10	0.12	0.30	0.31	0.20
Discussion forum or chat	-1.02	-1.14	-1.15	-1.08	-1.11	-1.15	-1.22	-1.08
An expert answering questions from readers	0.09	0.09	-0.08	0.16	0.10	0.00	-0.08	0.21
Personalised dashboard where I can track my progress	0.26	0.29	0.36	0.25	0.28	0.32	0.31	0.17
Daily or weekly tips and updates aligned to your goal	-0.14	-0.06	-0.03	-0.11	-0.10	0.01	0.13	-0.16

*scores are standardized within participant to accommodate different ways of using rating scales



Similar requests were made in 2023 compared to 2022, although emphasis on tools has declined slightly.

What would make you visit Sorted.org.nz more often? - Coded



Relevant articles/information/commentary comments

- Up to date information on how competitive term deposit and retirement funding investment funds are performing with regards to return on investment over short, medium and long term periods of investment
- Easy to read topical advice for that's relevant for the exact time / less general advice
- refer Money Hub - they provide great independent advice, and the content is relevant to what is happening in NZ today
- Current market commentary around interest rates, property, shares.
- Advice on selecting insurers and reassessing insurers. Key factors to consider. Reviews and comparisons of insurers. Such a big chunk of our spending is on insurance.
- I feel that there's not enough detail for what I want. So some more in-depth articles might be good.
- Independent advice on how to navigate the banks and their current practices to be heavily profitable when a lot of people are experiencing financial hardship.
- more Pasifika content. If it popped up on social media more
- Some resources at a higher level. Your basics are good but i want to learn more about the more complex topics.
- Rapid changes in NZ economic direction, share market volatility, US economic turmoil
- Have tables of CPI, OCR and other economic indicators that are easy to access



Easier to use / integrated comments

- If there was Hypertext link on Toiohomai Institute of Technology / Te Pūkenga Intranet
- Improving the mobile browser site. This is my first time looking at it and I just created an account but it's really hard to use because the functions don't translate well to mobile and nothing lines up properly
- being able to import bank transactions and then analyse actual expenditure
- It's pretty confusing as you're missing companies I've seen online
- I sometimes find it difficult to find the information I am searching for...but that could I am asking the wrong questions for what I actually am wanting to find out...So maybe it is just not being sure about what information I need for my stage in life...
- If it didn't freeze your access for fifteen minutes saying "too many attempts", after one attempt to log in
- When I first made my plan then created an account, my plan got deleted and I had to start again. A more mobile friendly site would be amazing :)
- If it stopped telling me to make an account when I'm already logged in with my account. Like, when my cursor moves away from the browser (on a laptop), or on a mobile it happens too but I'm not sure when. And the layout is bad for the log in screen on mobile, you end up hitting the "Forgot password" button when aiming for the "Remember me" button
- If it would let me import data and analyse it for me to get a grip on my spending habits

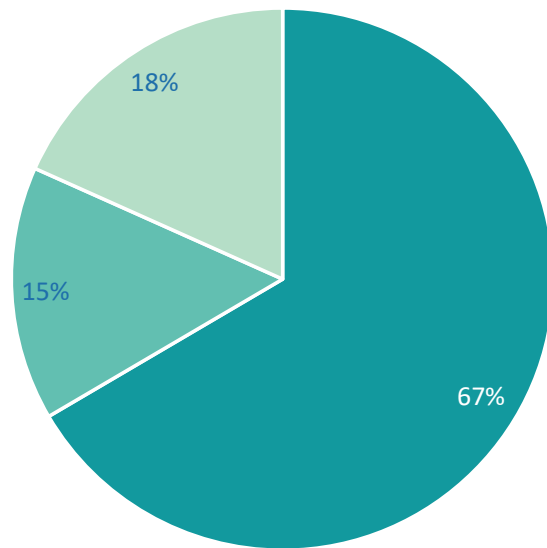


Registration



Two thirds of Sorted Users have created a free account and appear to be more engaged with the Sorted website overall compared to non-account holders. The tools are the primary drawcard, followed by the ability to save information.

Have you created a free account on sorted.org.nz?



■ Yes ■ No ■ I'm not sure

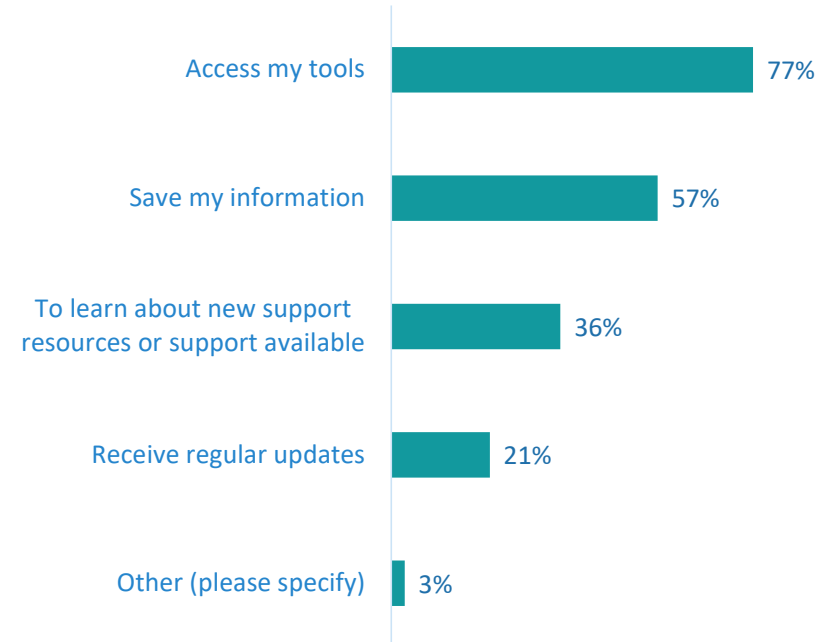
Account holders are more likely to be people who:

- access at least 5 times a year
- visit to use calculators or tools,
- want to improve budgeting / saving,
- read the blogs, do quizzes,
- want to deal with debt,
- update/reassess budget
- Are aged under 45
- Are female

Less likely to be people wanting to:

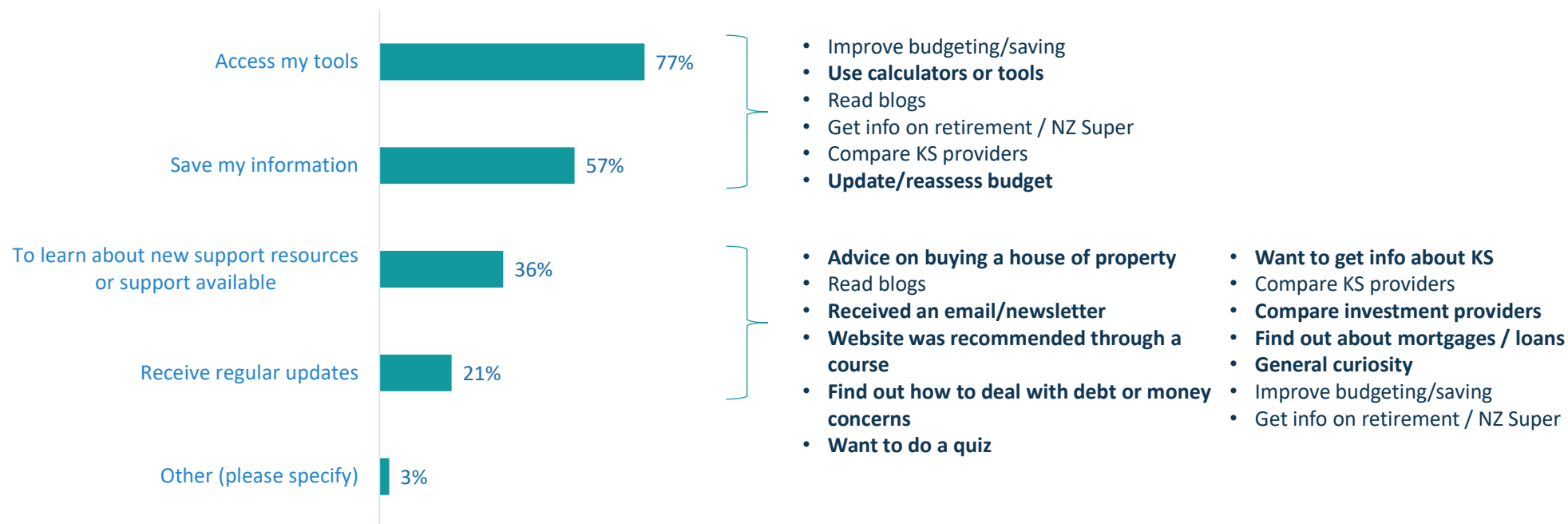
- get info on retirement or NZ Super,
- compare investment providers
- Are aged 55+
- Are male

What were the main reason(s) why you created your free account?



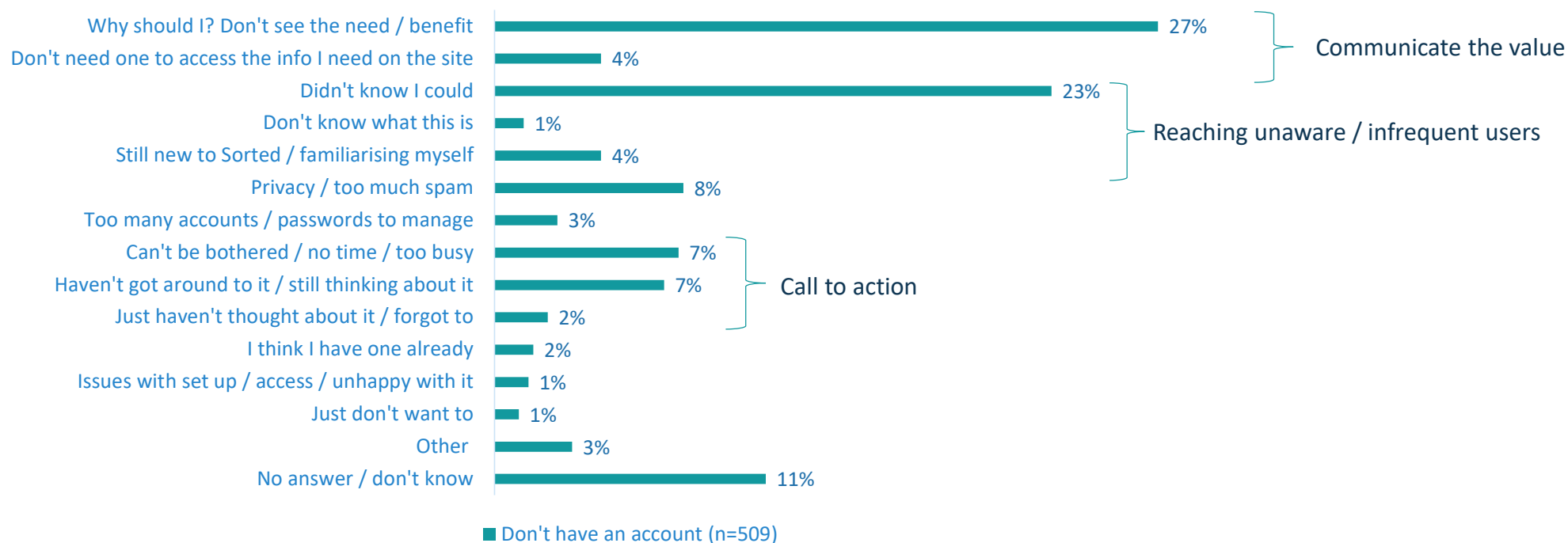
There appears to be two groups of people who sign up for accounts: ‘functional’ and ‘engaged / learning’: the latter are more likely to be frequent visitors (monthly or more often).

What were the main reason(s) why you created your free account?



Barriers to account creations predominantly relate either to lack of awareness (common among infrequent users), or lack of need.

Can you tell us why you have not created a free account on sorted.org.nz?



Reasons for not having a Sorted account: verbatims

- Did not need to as the calculators or guides do not require an account
- I will create one. Didn't realise I had to was merely reading the articles and navigating the tools.
- Has all the info I need without having to create an account
- I'm not sure why I would need one. I mostly read the blogs
- Don't see the added benefits to what's on the site
- Because I don't need to. I have other methods of managing my finances.
- No need, just seems like something else to manage
- Wasn't sure of the benefits of setting up an account
- Time - honestly seemed like more hassle to navigate the website and create profile
- I am very time poor! I occasionally read articles etc when prompted by email, but am hesitant to engage more than that with most platforms
- I actually didn't know you could but I'm unsure at this stage if I need too as I have other resource that I use to keep onto of my finances
- Did not realise this could be done and also what it would achieve
- Sorted is not sufficiently useful for me to get any benefit of an account
- I have just started accessing the site. I'm not sure what the free account can help me with.



Te Ao Māori

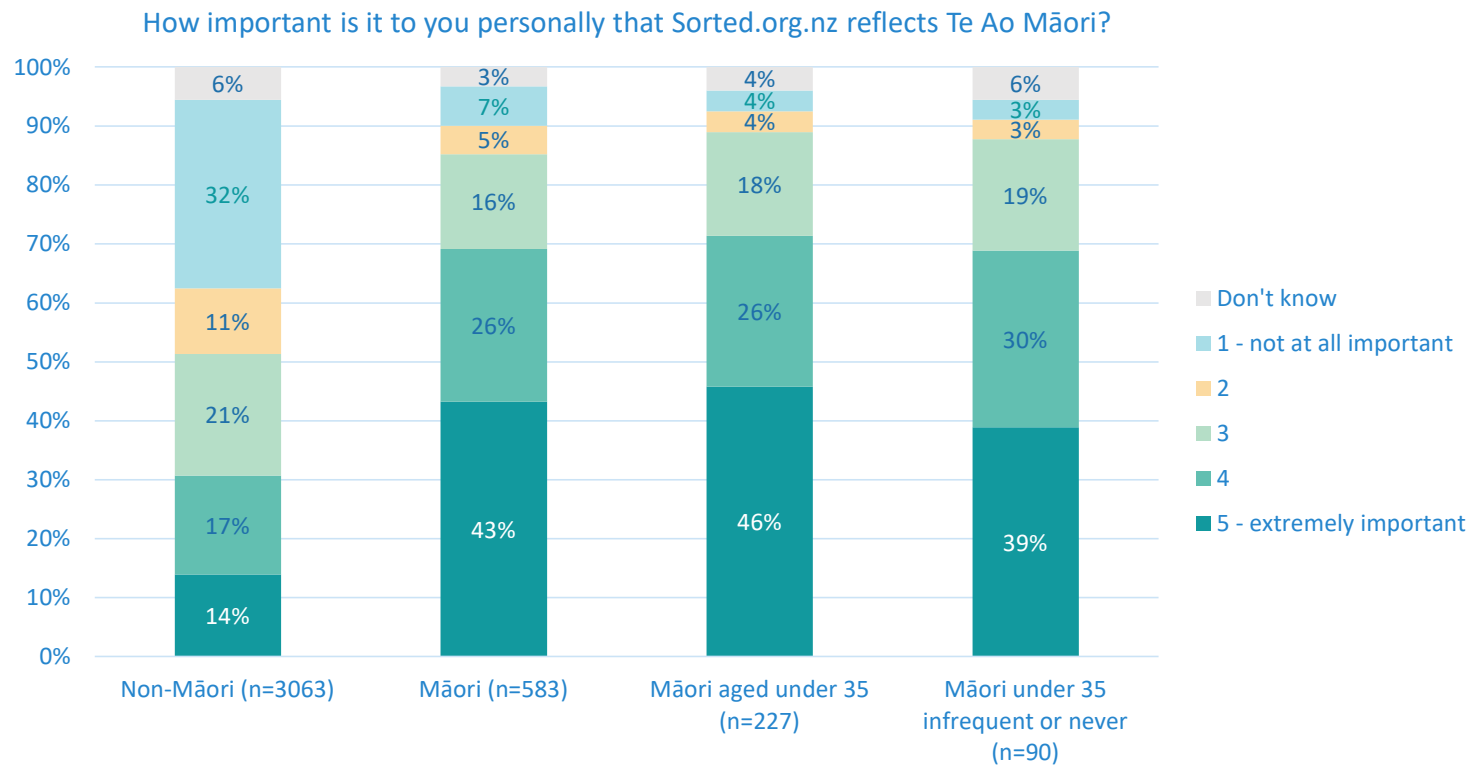


Key Takeouts

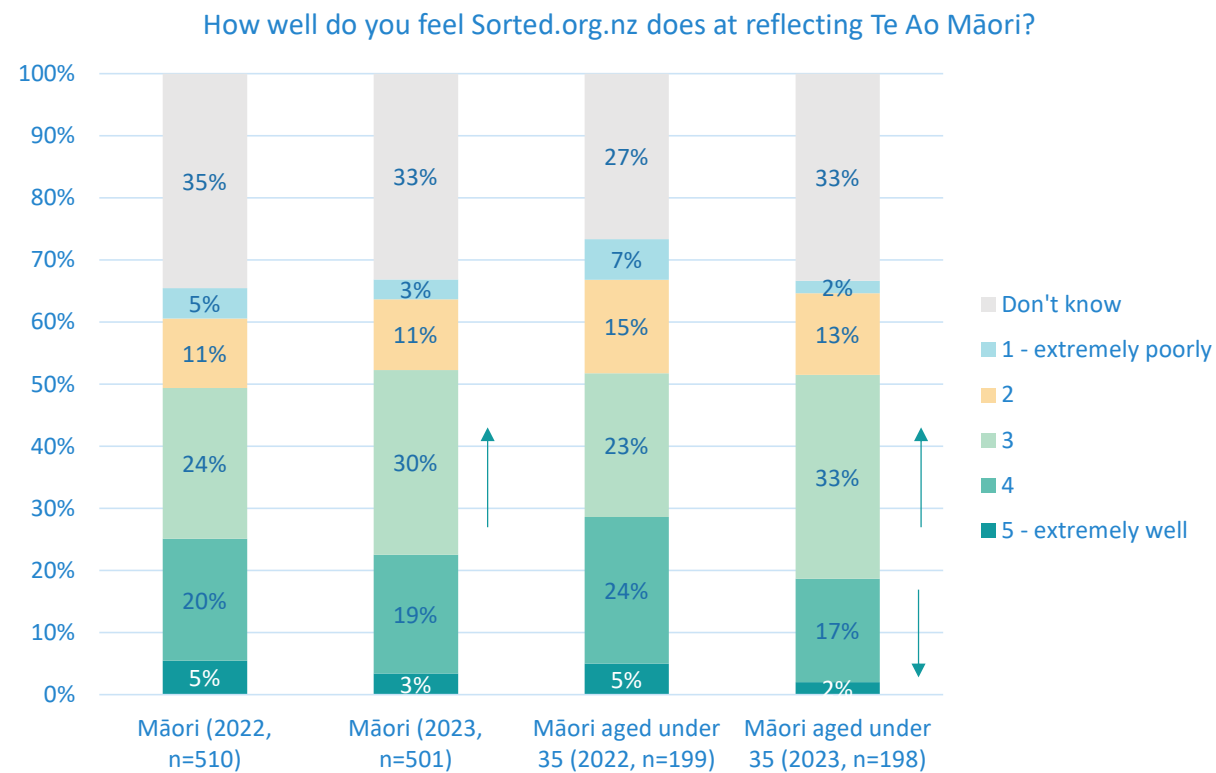
- In 2023, 583 Māori participated in the survey, 227 were aged under 35, almost identical to 2022.
- As in 2022, at least 7 in 10 Māori believe it is important that Sorted.org reflect te ao Māori.
- However, there appears to be some slippage among rangitahi in terms of how well Sorted.org achieves this.
- In particular, fewer Māori rate Sorted.org well in terms of language, ease of navigation and usefulness of the topics compared to 2022.
 - Imagery was the most poorly rated aspect, as in 2022
- Te reo remains a key area for improvement, as well as inclusion of relevant Māori-specific content (themes are unchanged from 2022).
 - Examples from rangitahi included Māori trusts/funds/scholarships, investments that reflect kaitiakitanga, collective prosperity, budgeting for koha / tangi, Māori owned businesses, stats on Māori homeownership, studies on financial inequities



Not unexpectedly, Māori of all ages are more likely to rate te ao Māori content as important.

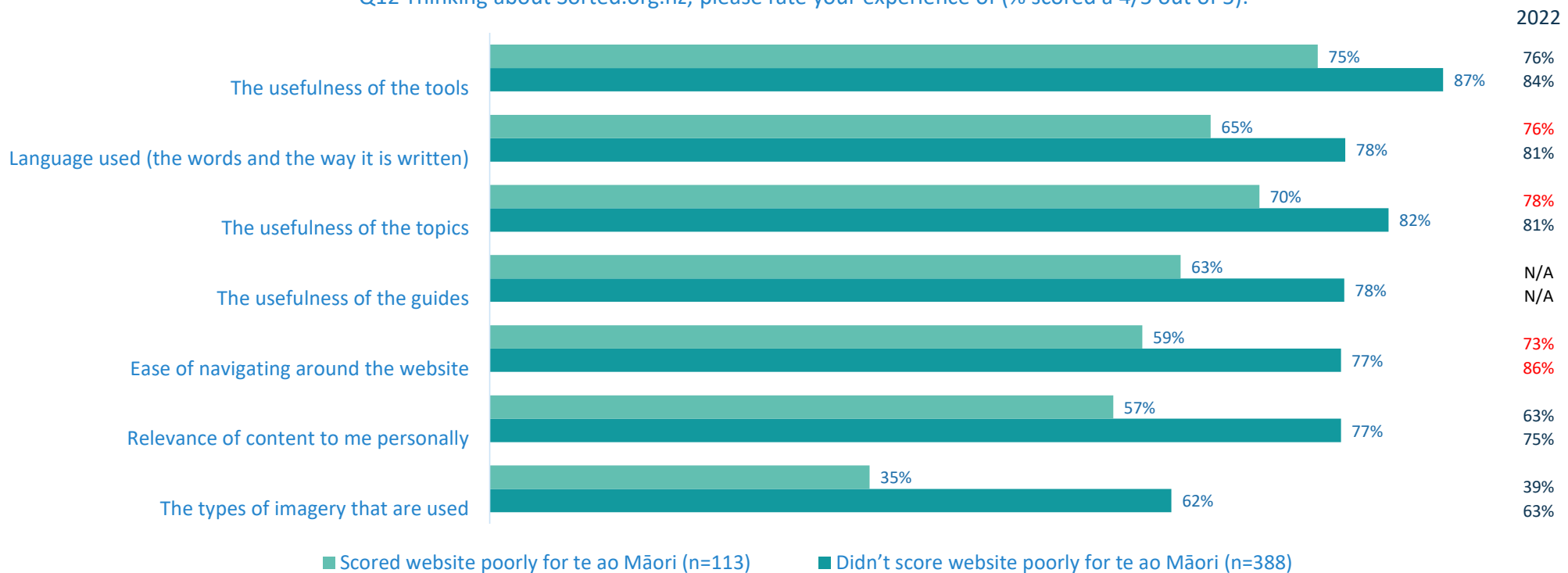


In 2023 rangitahi appeared more ambivalent that Sorted.org does well at reflecting te ao Māori compared to 2022.



Imagery is particularly unlikely to be scored well among those who rated Sorted.org poorly for reflecting te ao Māori. Language, usefulness of topics and ease of navigation have all seen declines among this group since 2022.

Q12 Thinking about Sorted.org.nz, please rate your experience of (% scored a 4/5 out of 5):

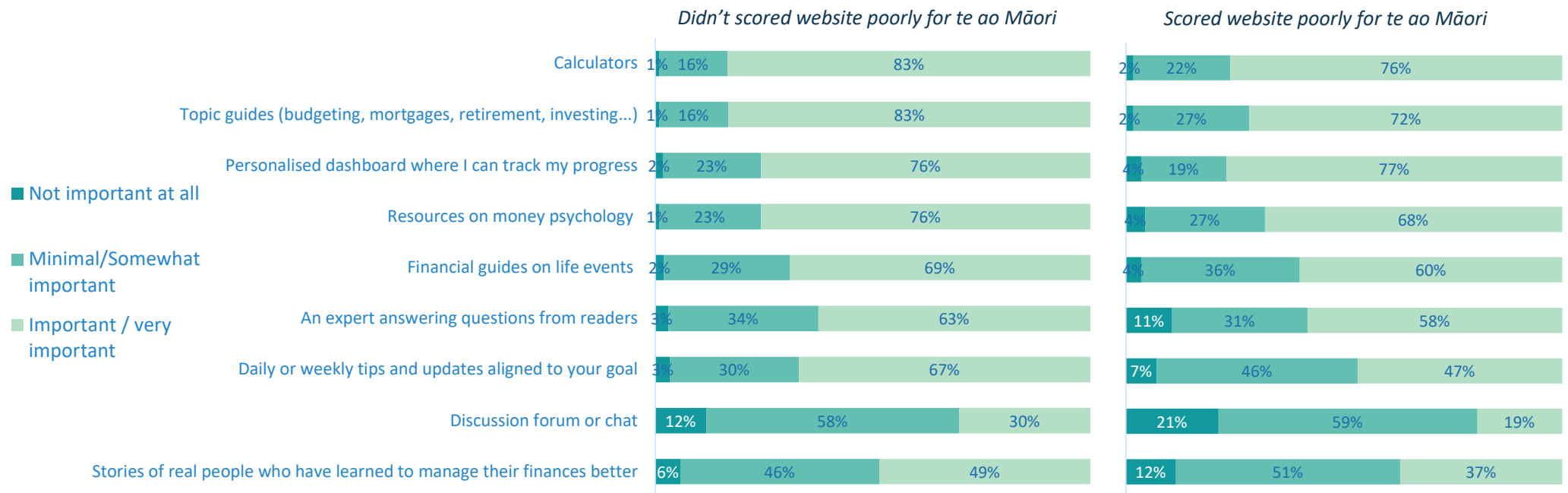


Māori; n = 583 base n=from 398 to 501



Māori participants who rate Sorted.org poorly in terms of reflecting te ao Māori are more ambivalent about the *importance* of daily/weekly tips, discussion forums, expert advice for readers and stories of real people (compared to those who didn't rate the site poorly).

How important are the following features?

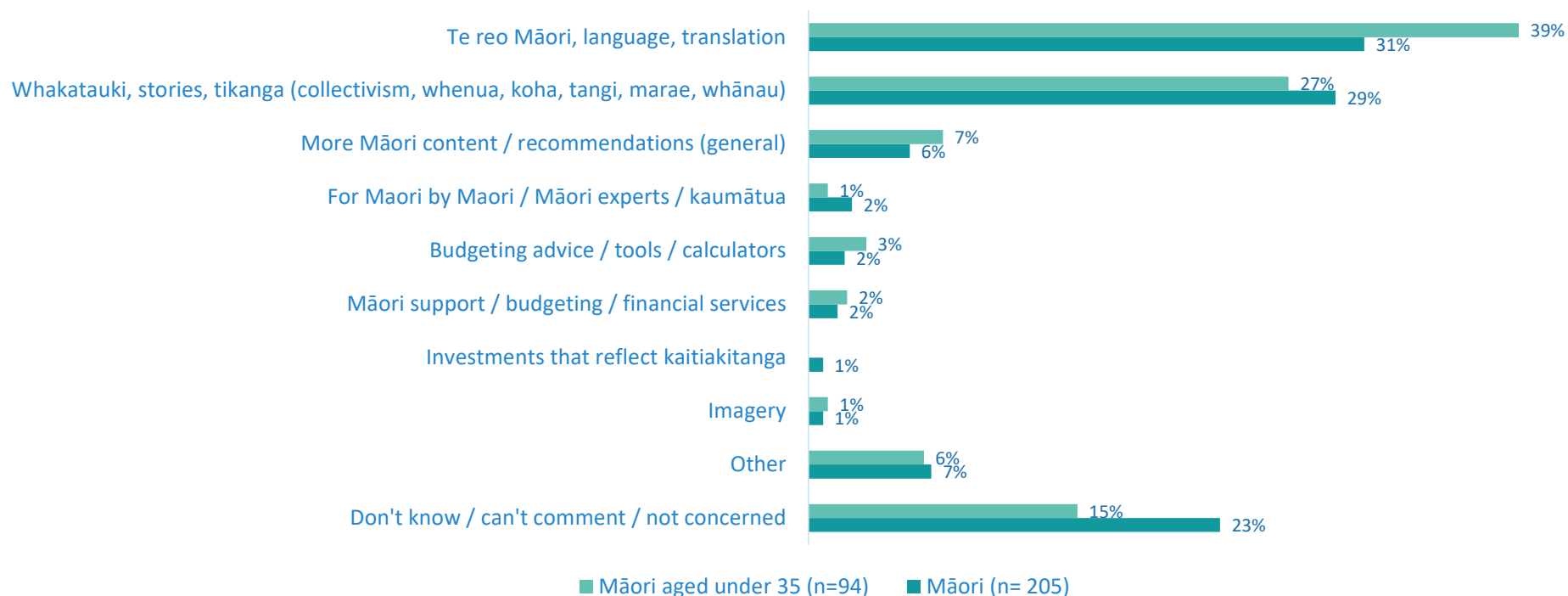


Māori; n = 583



Similar themes to 2022 emerged in 2023 when it came to improving how the Sorted.org website reflected te ao Māori: both language and content are important.

What aspects of Sorted.org.nz would you change to better reflect Te Ao Māori?



How to better incorporate Te Ao into Sorted.org.nz

Mentioned by Māori aged under 35 years (use Sorted at least 5 times in the year)

- Advice or success stories with whānau who have large families.
- All aspects, there should be an option to read in Te Reo Māori (and other languages)
- Allowing stories that reflect our culture more, i.e priorities in terms of tangihanga, building on Māori whenua, Māori land court process
- Bilingual adverts
- Components of tools that are easily understood where wording and understanding terms isn't too complicated
- Have a translation option or have it more easily visible if it exists
- have a whole maori version?
- He tangata (bot) e aahei ana ki te koorero Maaori
- Hold a space where Te Ao Māori could thrive, offer a reo Māori version of the website and aligning the advice to Pūrākau that hold the same weight as the messages shared.
- I think the one thing you could do is have each heading/title with a Māori translation next to the English, this would definitely make it feel more Māori inclusive
- I would approach finances in terms of financial well being and why we should care about managing money. Being Māori, a lot of importance is not placed on money but we need to understand how vital it is in today's world and where our hard work saving money can take us
- In te ao Māori, we don't talk about my personal success or goals, we talk about it in the context of our collective prosperity. Sorted at the moment, is very individually focussed rather than whānau or hāpū.
- Including kupu Māori more
- Info on financial freedom from Māori perspective
- Information about how to become more financially stable with no current assets
- It's basically all white people and the odd token person to look like diversity. No one remotely Māori looking. You've done that thing where everyone is basically different shades of white or beige. Yes, there's one dark skinned woman. But is that what NZ is like? Is it really that many white people? Did you go to a major playground during Covid, when only NZers were in the country? That's when I saw how diverse we are here. That's not reflected in your stock images. (Lol, as an aside, just checked the front page and the image of the woman with a man in the background leaning into a supermarket trolley: his arm looks like it's her leg in a really awkward pose)
- Key 'money' phrases translated



How to better incorporate Te Ao into Sorted.org.nz

Mentioned by Māori aged under 35 years (use Sorted at least 5 times in the year)

- Maybe budgets for bigger family, how to help take care of older whānau?
- maybe just some more access to the trusts, funds, grants that may apply to the individual that is Māori... could be comprised from their personal information and you guys be a point of resources for that information
- More content and data & research on Māori finance e.g., stats on Māori home ownership, Māori owned and run businesses, studies on financial inequities, basic laymen language that can be easily understood, more focus on smaller goals and how meeting those smaller goals can encourage you to set bigger goals (e.g., home ownership - why you need and how you get a property/bank manager), suggestions for Māori financial organisations, inclusion of culturally relevant financial aspects e.g., running a home with immediate and extended whānau living with you (more communal finance based)
- More stories, matauranga Māori view and plans for budgeting etc.
- More Te Reo Māori, tools that incorporate Māori values e.g. large whānau groups
- More Te Reo on the site maybe even a option to have it all Te Reo
- More Te Reo used on site.
- More use of the language
- Perhaps value based reflections
- Stories, historic truths
- Website dashboards, integrating words here and there



Summary

- Perceived value has improved, and all SPEs were met.
- Trustworthiness continues to be our key strength.
 - The site is more effective and motivating Māori to take action
- Usefulness of tools has improved slightly
- Slight decline in perceptions of how well Sorted.org communicates te ao Māori among rangitahi; Māori visitors 'rated the language used' less well this year.
- The desire to set financial goals and develop budgets are the primary trigger to visitation,
 - Sorted is chosen due to the tools and ability to provide budgeting assistance.
- Potentially slightly lower engagement with finances this year – is this a case of having fewer options for many people?
- Money psychology appears to resonate with our target audiences.
 - Personality quiz should hopefully engage them well. Potential to use the quiz to understand visitor behaviour.
 - Opportunity to use quiz to target participants for ethnographic user work to understand underlying reasons for navigation behaviour too.
- Encouraging registration involves raising awareness, communicating the value, and having a call to action



Appendices



Calculator use is common regardless of trigger topic. Visitors wanting to change their KiwiSaver settings may also want to compare investment providers and/or get information on retirement/NZ Super. Budgeting and debt activities often go hand-in-hand.

	I had financial goals (e.g. car, house, wedding, travel etc)	Wanted to set up or alter a budget / spending plan	Having trouble with managing money / debt	Prompted to think about this topic from something I read or talked about	Change of circumstances (e.g. employment, family, relationships, income etc)	Wanted to keep up to date with new information / learn something new	I was thinking about changing my KiwiSaver (e.g. provider, type of fund, or contribution)	I want to retire soon	I had a bit of extra money and wanted to look at investing	Was buying or renovating a house or property	Got a mortgage or loan	Needed to reset my mortgage or loan
N=	1268	867	784	774	772	654	513	324	310	247	196	166
To use the calculators or tools	63%	67%	56%	59%	61%	54%	54%	61%	56%	70%	74%	73%
To improve how I budget or save	46%	62%	59%	35%	48%	33%	30%	22%	37%	33%	35%	27%
To update / reassess my budget	37%	55%	42%	24%	45%	26%	22%	21%	24%	36%	30%	30%
General curiosity	24%	22%	23%	30%	23%	34%	24%	23%	28%	16%	20%	17%
To find out how to deal with my debt or money concerns	22%	30%	42%	16%	25%	21%	14%	8%	16%	19%	26%	22%
To find out about mortgages or loans	21%	14%	14%	14%	17%	17%	18%	10%	23%	53%	52%	46%
For advice and information about a specific topic	19%	20%	17%	23%	22%	25%	23%	15%	33%	20%	21%	16%
To get advice on buying a house or property	17%	11%	9%	9%	12%	9%	12%	5%	17%	43%	28%	10%
To compare KiwiSaver providers (e.g. returns, fees etc)	17%	14%	10%	25%	15%	25%	56%	25%	30%	16%	19%	21%
I wanted to get information about KiwiSaver	15%	11%	12%	19%	19%	21%	38%	19%	22%	16%	15%	19%
To compare investment providers (e.g. returns, fees etc)	15%	13%	7%	20%	14%	25%	32%	23%	45%	17%	17%	15%
To get information on retirement and / or NZ Superannuation	15%	15%	8%	28%	20%	32%	30%	66%	25%	16%	14%	21%
To read the blogs	12%	13%	9%	17%	12%	18%	13%	8%	16%	13%	11%	10%
I received an email newsletter from Sorted.org	12%	12%	10%	19%	12%	20%	14%	11%	14%	13%	10%	13%
I wanted to do one of the quizzes	8%	9%	9%	9%	7%	8%	7%	4%	9%	7%	9%	5%
The website was recommended to me through a course	3%	3%	3%	5%	3%	4%	4%	2%	6%	3%	2%	3%



Consistent with triggers and reasons for visiting Sorted.org, the bulk of participants have created a budget/money plan, and have set financial goals. While emergency fund set up may have increased*, review of KiwiSaver has declined and downward trends are seen for mortgage review and payments.

	2018	Feb 2020	Sept 2020	Feb 2022 (weighted to 2020)	Feb 2022 (unweighted)	Mar 2023 (unweighted)
All participants, including N/A			2599	3388	3364	
I have created a budget/money plan	69%	58%	57%	62%	58%	59%
I have reviewed or changed my KiwiSaver settings	45%	40%	42%	49%	48%	42%
I save/invest more than I used to			47%	49%	48%	47%
I have set and/or achieved a financial goal	58%	46%	47%	49%	47%	50%
I have a better idea of my retirement plan	61%	46%	46%	43%	45%	42%
I have set up an emergency fund / safety net*			39%	35%	34%	43%
I have reviewed or changed my investments	28%	25%	26%	30%	31%	29%
I have reviewed/ or changed my insurance(s)	27%	18%	19%	19%	19%	20%
I have reviewed or changed my mortgage settings	25%	25%	25%	19%	19%	16%
I am making more mortgage payments	22%	19%	19%	17%	17%	16%
I have reviewed or created a will	18%	15%	13%	12%	14%	14%
I have moved my debt to lower interest providers	20%	17%	17%	13%	12%	13%

Significantly greater/less $p < 0.05$

* Wording changed to include 'emergency fund' in 2023



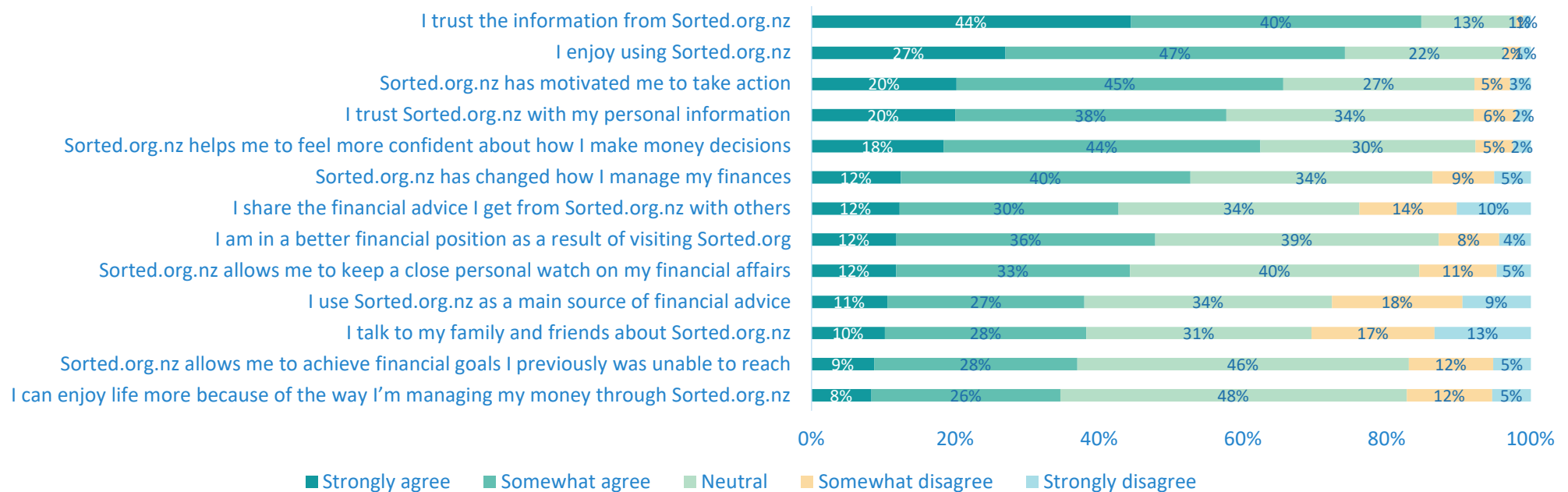
Those visiting for budgeting or savings reasons are interested in a broader range of topics compared to those who have been triggered by retirement issues, likely reflecting the age and financial experience of those visitors.

Trigger for visit by topics of interest	Financial goals / planning / budgeting / assessments	Planning on retiring / have retired	Debt management / struggling	House purchase / renovations / property / moving house	Savings strategies, big ticket items (house, holiday etc)	Change circumstances (baby, redundancy, divorce etc)	Mortgage / loans	prompted by email / blog / advertising / conversation	KiwiSaver (change, comparisons)	Investing	Curiosity / interested / course
Column Population	733	554	241	210	198	186	180	160	156	127	123
How to budget	71%	33%	78%	57%	69%	68%	52%	48%	44%	35%	47%
How to build up savings	68%	41%	79%	66%	78%	73%	62%	60%	58%	50%	60%
How to make investments	67%	67%	56%	73%	80%	67%	75%	73%	79%	81%	74%
How to manage my money during a serious crisis (e.g., long-term illness, disability, pandemic etc.)	57%	50%	68%	51%	53%	56%	55%	55%	55%	48%	55%
How to plan for retirement	53%	71%	49%	54%	51%	53%	67%	68%	58%	51%	61%
How to draw up a will	49%	43%	54%	66%	44%	51%	56%	46%	51%	46%	59%
How to manage debt	47%	21%	77%	38%	42%	35%	44%	33%	33%	24%	38%
Advice on insuring your assets	40%	44%	35%	49%	40%	39%	44%	46%	46%	44%	48%
How to buy your first home	39%	13%	41%	59%	58%	32%	26%	35%	35%	25%	38%
How to draw down my savings in retirement	32%	68%	29%	30%	25%	33%	28%	49%	51%	46%	41%
Resources and content based on Māori world view	16%	8%	20%	20%	16%	17%	10%	16%	13%	12%	23%
Content in Te Reo Māori	11%	6%	13%	13%	11%	9%	7%	9%	6%	6%	15%
None of the above	1%	1%	1%	0%	0%	1%	1%	1%	0%	2%	1%



Sorted.org's strengths continue to centre around trustworthiness and enjoyability of using the site. Just under two thirds feel motivated (65%) and more confident about making money decisions (62%).

Q15 – How much do you agree or disagree with the following statements?



Total sample; Unweighted; base n = 3288; total n = 3646; 358 missing (haven't used in last 12 months)



Sorted Strengths by demos

Women	Under 35s*	Māori	Pacific People
<ul style="list-style-type: none"> + I enjoy using Sorted.org.nz (77%) + I trust the information from Sorted.org.nz (86%) + Sorted.org.nz has changed how I manage my finances (55%) + Sorted.org.nz allows me to achieve financial goals I previously was unable to reach (39%) + Sorted.org.nz has motivated me to take action (67%) 	<ul style="list-style-type: none"> + Sorted.org.nz has changed how I manage my finances (61%) + I can enjoy life more because of the way I'm managing my money through Sorted.org.nz (40%) + I use Sorted.org.nz as a main source of financial advice (41%) + Sorted.org.nz allows me to achieve financial goals I previously was unable to reach (42%, down from 46%) + I am in a better financial position as a result of visiting Sorted.org (52%) 	<ul style="list-style-type: none"> + I talk to my family and friends about Sorted.org.nz (44%) + Sorted.org.nz has changed how I manage my finances (62%, up from 57%) + Sorted.org.nz allows me to keep a close personal watch on my financial affairs (51%) + I share the financial advice I get from Sorted.org.nz with others (50%, up from 45%) + I can enjoy life more because of the way I'm managing my money through Sorted.org.nz (41%) + I use Sorted.org.nz as a main source of financial advice (44%) + Sorted.org.nz allows me to achieve financial goals I previously was unable to reach (50%) + Sorted.org.nz has motivated me to take action (72%, up from 68%) 	<ul style="list-style-type: none"> + Sorted.org.nz has changed how I manage my finances (62%) + Sorted.org.nz allows me to keep a close personal watch on my financial affairs (55%) + I share the financial advice I get from Sorted.org.nz with others (50%, down from 58%) + I can enjoy life more because of the way I'm managing my money through Sorted.org.nz (45%) + I use Sorted.org.nz as a main source of financial advice (48%) + Sorted.org.nz allows me to achieve financial goals I previously was unable to reach (57%)

+ Overindex

- Underindex

*Māori and Pacific under 35s noted where differences are apparent



Specific aspects by demos:

Women	Under 35s	Māori	Pacific People
<ul style="list-style-type: none">• No differences by gender, no changes from 2022	<ul style="list-style-type: none">• No differences by age• Ease of navigating around the website (74% down from 76% in 2022)• Relevance of content to me personally (67% down from 71%)	<ul style="list-style-type: none">- The language used (the words and the way it is written) (75%, down from 80%)	<ul style="list-style-type: none">+ Relevance of the content to me personally (81%)• Ease of navigating the site (73%, down from 80%)

+ Overindex
- Underindex

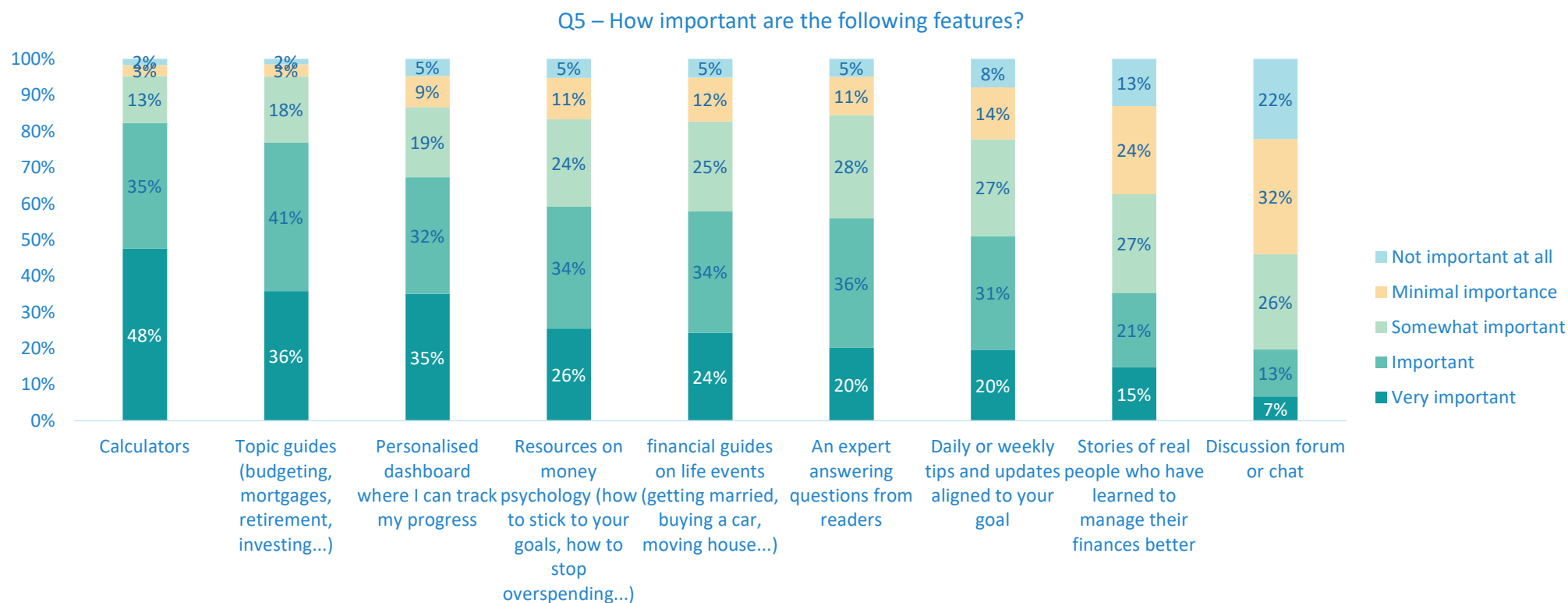


Retirement features more strongly among those who are financially comfortable while those who are more exposed are more focused on savings, budgeting and debt.

	Sinking badly	Sinking a bit + Just treading water	Starting to swim + Swimming happily + Flying ahead
N=	130	1555	1961
How to draw down my savings in retirement	20%	25%	39%
How to plan for retirement	32%	48%	57%
How to make investments	39%	57%	62%
Advice on insuring your assets	34%	36%	40%
None of the above	2%	1%	2%
Advice on KiwiSaver	43%	46%	46%
How to draw up a will	50%	47%	46%
Content in Te Reo Māori	9%	8%	7%
Resources and content based on Māori world view	16%	14%	12%
How to buy your first home	40%	33%	27%
How to manage my money during a serious crisis (e.g., long-term illness, disability, pandemic etc.)	55%	53%	43%
How to build up savings	72%	67%	51%
How to budget	85%	66%	43%
How to manage debt	79%	51%	25%



Calculators remain the most important aspect of the Sorted.org website, followed by the Topic guides. Real life stories and discussion forums are of niche appeal.

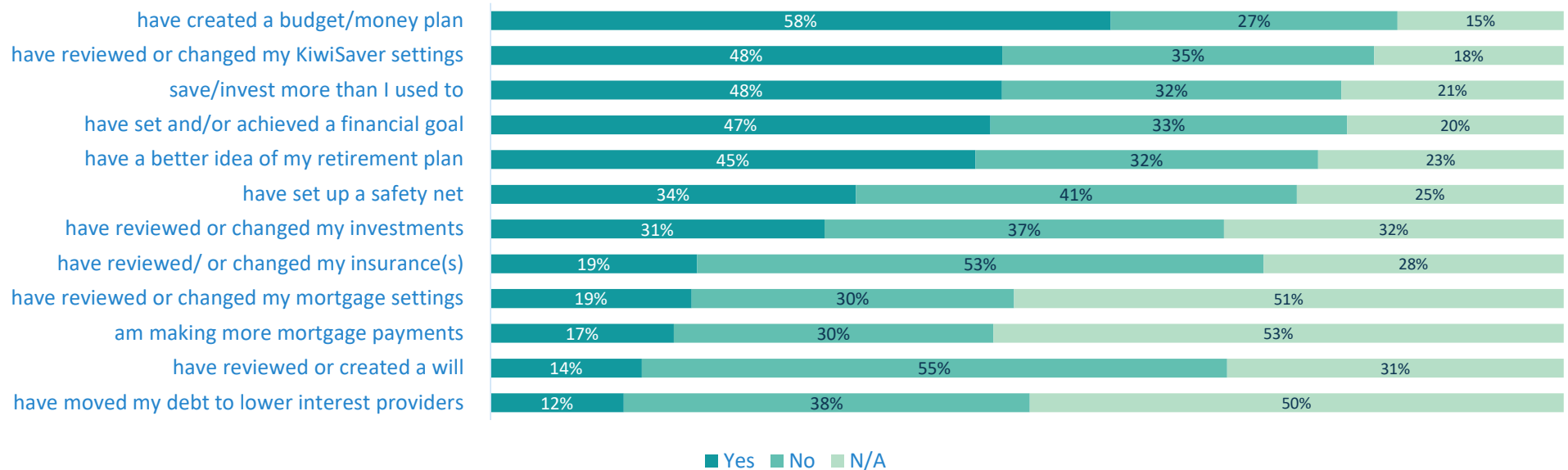


Total sample 2023; n= 3646



Consistent with the purpose of visitation, over half have created a budget/money plan. Debt reduction/management is comparatively unlikely as a consequence of use, suggesting a degree of complacency in this respect.

Q13 – Which of the following have you done as a result of using Sorted.org.nz? (Unweighted)



Total sample; Unweighted; base n = 3364; total n = 3722; 358 missing (haven't used in last 12 months)

