
Factsheet

Consumer Confidence Survey

Ethnicity and Gender Analysis

APRIL 2025

Consumer Confidence Survey

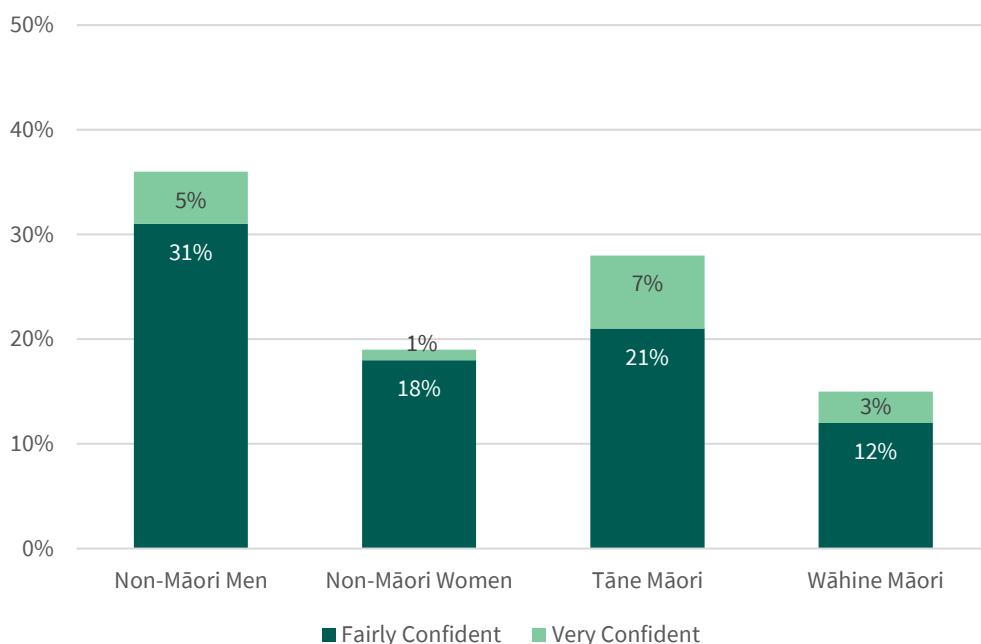
In 2024, the FMA commissioned market research company Fiftyfive5 to conduct a nationwide Consumer Confidence Survey. The purpose of this survey was to gain an understanding of New Zealanders’ experiences with financial markets, including investment, insurance KiwiSaver, and financial markets regulation.

The online survey was completed from 22 July to 12 August 2024 by a total of 2081 New Zealanders aged 18 and over¹. This sample size allows for analysis of different groups, allowing the FMA to better understand whether and how financial markets are working for *all* New Zealanders.

Confidence in Financial Markets

The results of the Consumer Confidence Survey indicate that that Māori and women are less likely like to feel confident in our financial markets, and less likely to feel confident our financial markets are effectively regulated.

Women and Māori are less likely to feel confident in financial markets



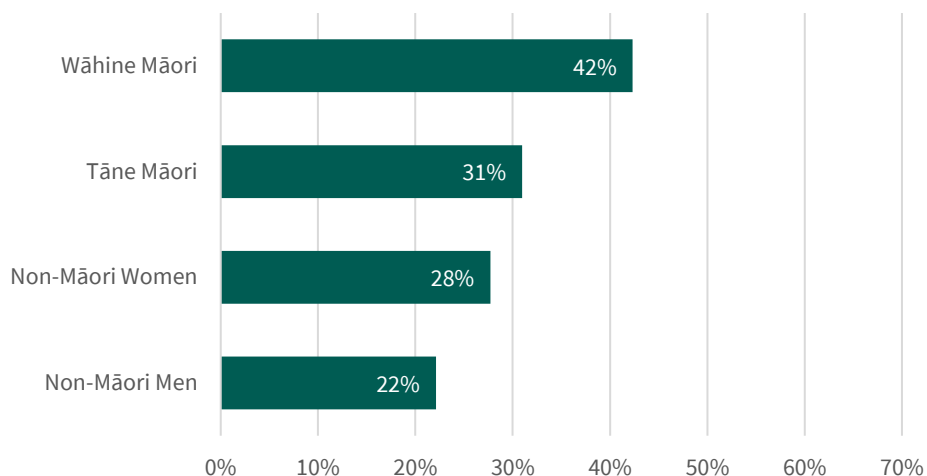
How confident are you in New Zealand’s financial markets? N=2081

¹ The margin of error on the overall sample of 2,081 is +/- 2.19% and statistical significance testing has been conducted at the 95% confidence level.

Credit and Loan Products

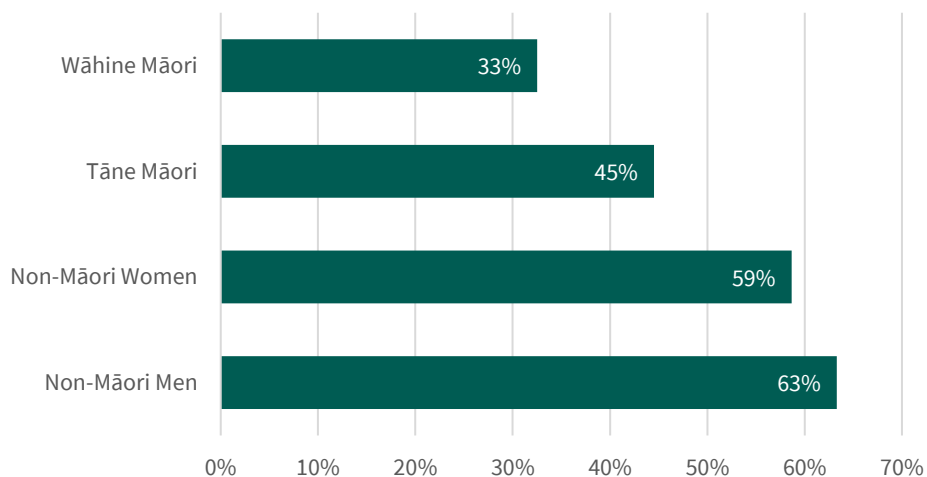
The results of the Consumer Confidence Survey indicate that wāhine Māori are more likely to use Buy Now, Pay Later credit products, and are less likely to use credit cards.

Māori are more likely to use Buy Now, Pay Later products



Q: Which of the following types of financial products do you currently own? A: Buy Now Pay Later services. N=2081

Non-Māori are more likely to use credit cards



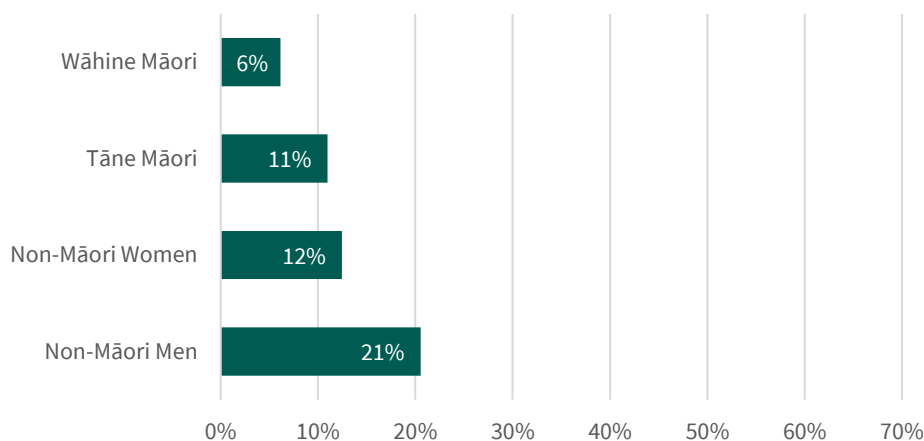
Q: Which of the following types of financial products do you currently own? A: Credit card N=2081

Investment Products

The results of the Consumer Confidence Survey indicate that Māori and women are less likely like to own investment products other than KiwiSaver. These include managed funds, term deposits, and shares.

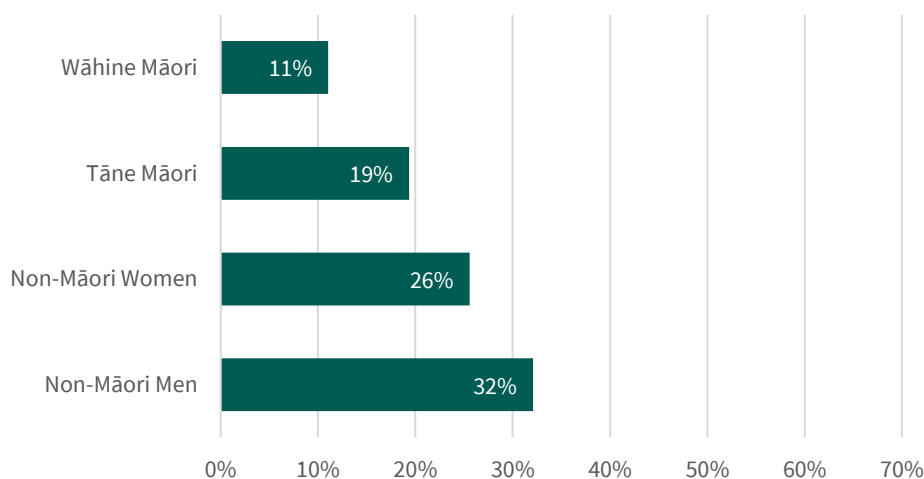
There is a gender difference when it comes to cryptocurrencies - men are more likely to have purchased these. This is true for both Māori and non-Māori.

Non-Māori are more likely to have funds under management, other than KiwiSaver



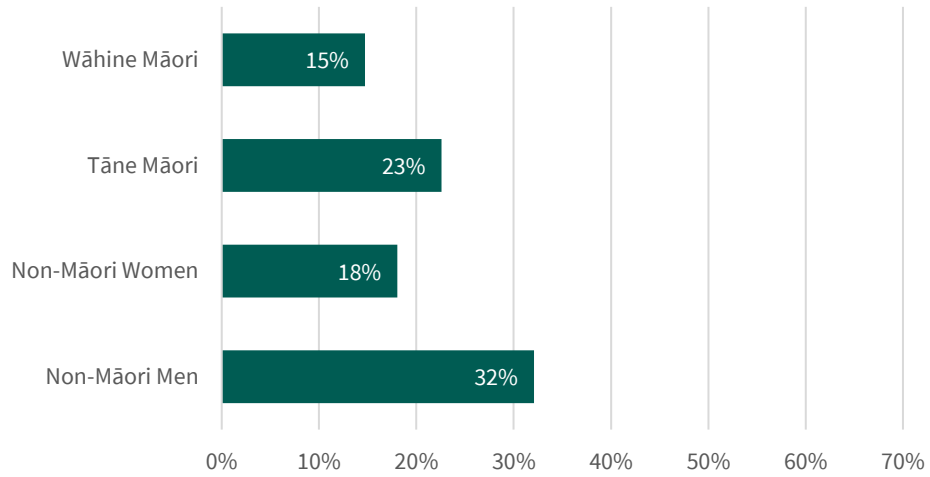
Q: Which of the following types of financial products do you currently own? A: Managed funds. N=2081

Non-Māori are more likely to have term deposits



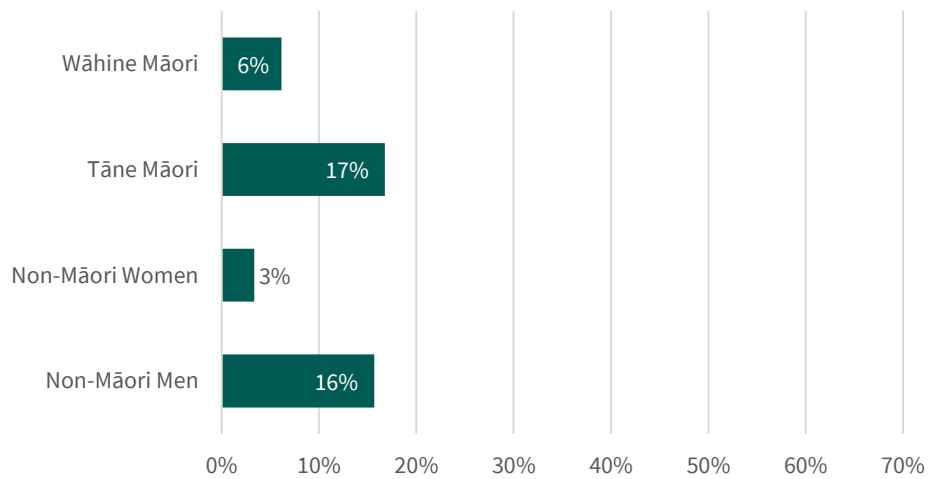
Q: Which of the following types of financial products do you currently own? A: Term deposits. N=2081

Men are more likely to buy shares



Q: Which of the following types of financial products do you currently own? A: Shares bought yourself. N=2081

Men are more likely to purchase cryptocurrencies

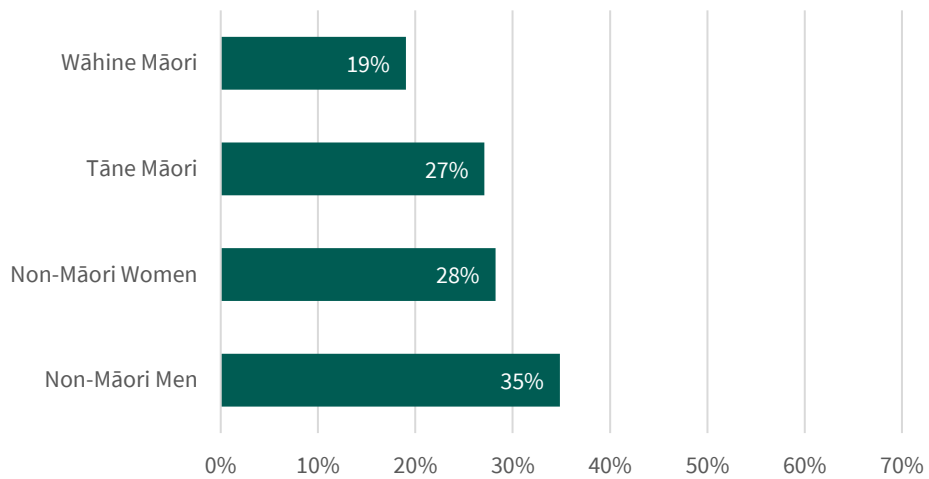


Q: Which of the following types of financial products do you currently own? A: Cryptocurrencies. N=2081

Insurance Products

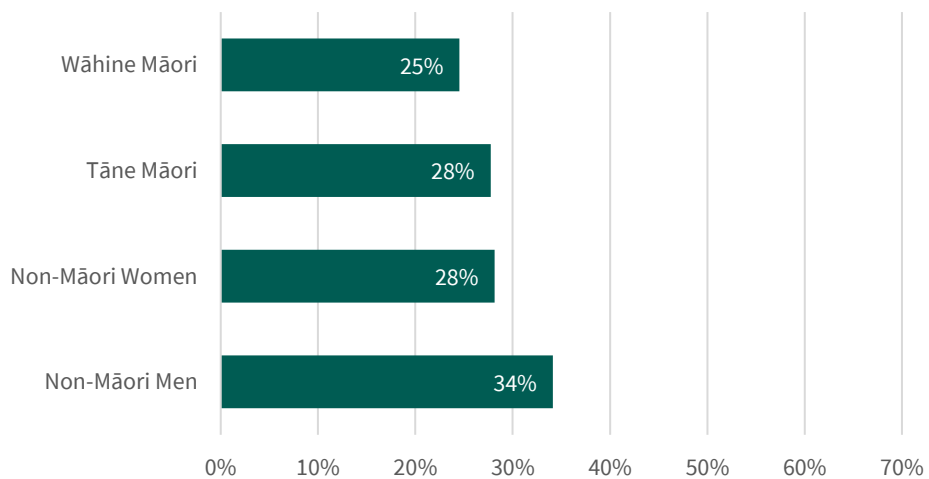
The results of the Consumer Confidence Survey indicate that Māori and women are less likely like to have health or life Insurance, but Māori are more likely to have funeral Insurance.

Māori are less likely to have health insurance



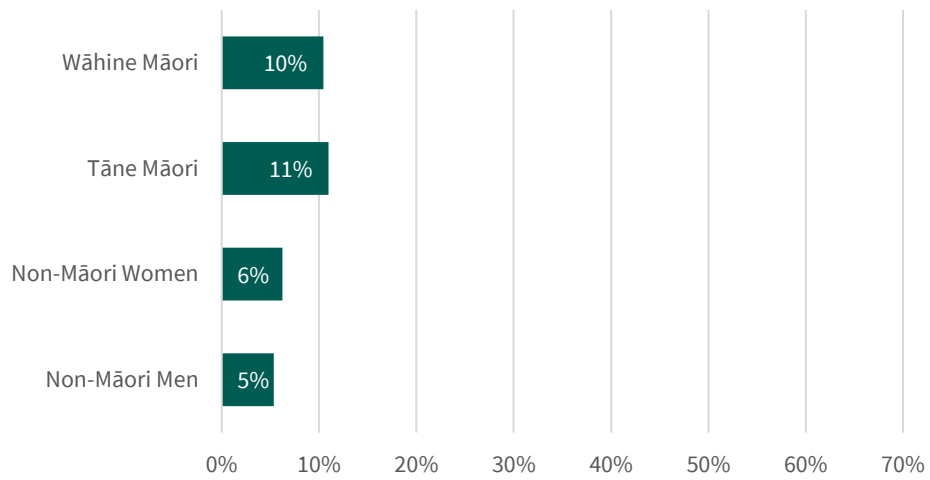
Q: Which of the following types of financial products do you currently own? A: Health insurance. N=2081

Non-Māori men are more likely to have life insurance



Q: Which of the following types of financial products do you currently own? A: Life insurance. N=2081

Māori are more likely to have funeral insurance



Q: Which of the following types of financial products do you currently own? A: Funeral insurance. N=2081

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This paper has been published by the Financial Markets Authority and is based on analysis of the Consumer Confidence Survey, which was conducted from July to August 2024 by market research agency fiftyfive5. The views, opinions, findings, and conclusion or recommendations expressed in this paper are strictly those of the author(s) and do not necessarily reflect the views of the Financial Markets Authority, its Board or the New Zealand Government. This document should not be used as a substitute for legislation or legal advice. The Financial Markets Authority is not responsible for the results of any actions taken on the basis of information in this document, or for any errors or omissions in, or for the correctness of, the information contained in papers and articles.