

# Why aren't women getting into investing?

Gillian Boyes

Women in Super lunch | 1 August 2018 | Auckland

# Agenda

1. Who says women aren't into investing?
2. The obvious and perhaps not so obvious reasons
3. What can we do to help?



## Membership profile

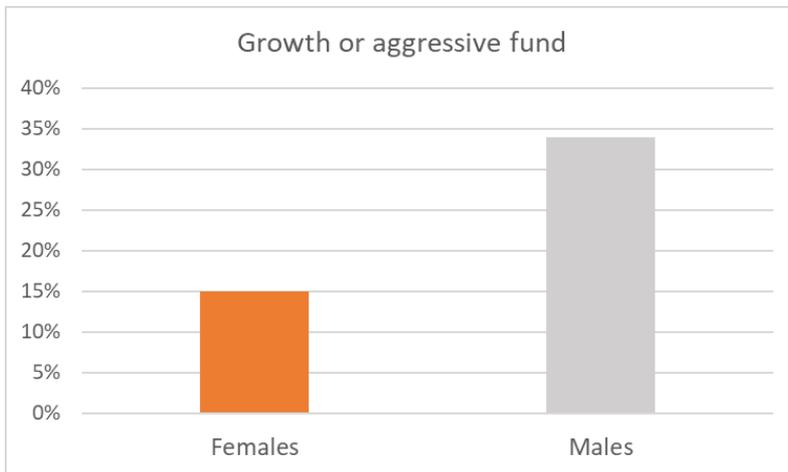
The ratio of female to male KiwiSaver members remains the same



51%



49%



Source: FMA/CFFC Over 50s KiwiSaver in Money Week survey 2015

Eight years into KiwiSaver, average balances for women members of the ANZ KiwiSaver Scheme were almost 28% lower than balances for men

Source: ANZ research 2017

# A lack of engagement relative to males

Males significantly more likely to:

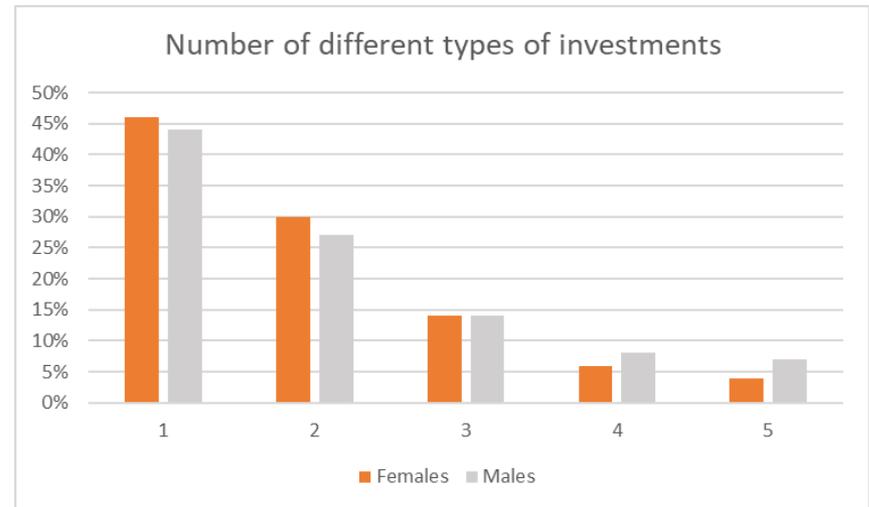
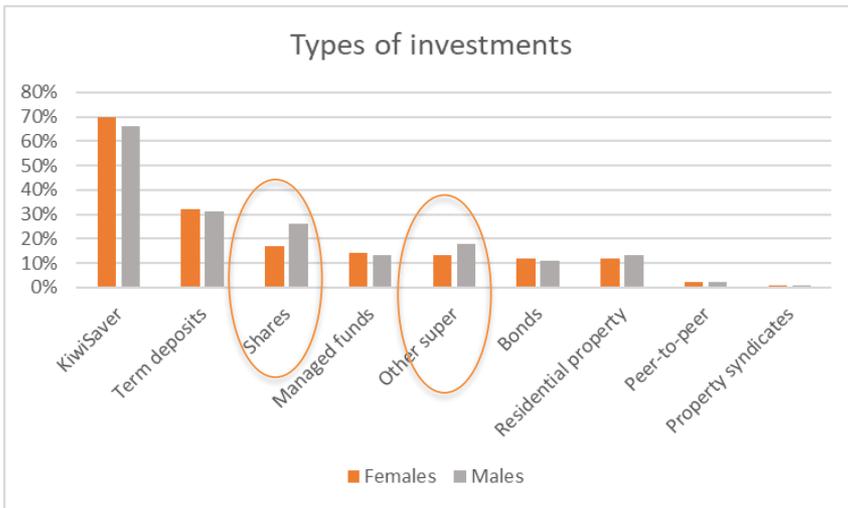
- be happy with current scheme - consider it to be good or excellent value for money;
- have read their annual statement, checked their balance, and/or compared their scheme with other schemes;
- find the information on their annual statement about gains/losses and financial performance very useful;
- have checked if their scheme is on track to produce the income they're planning for in retirement;
- have looked at the projections on their annual statement;
- be in full-time employment and/or have an annual personal income of \$50,000 or more.

In contrast, females:

- more likely to be uncertain what type of KiwiSaver fund they're in
- whether their fund is good value (23% don't know compared to 12% of males)
- and are also more likely to say they haven't checked if their scheme is on track to produce the income they're planning for in retirement (71% compared to 60% of males).

Source: FMA KiwiSaver annual statements research 2018

# Other investments



Source: FMA Investor Confidence research 2017

# Males are more knowledgeable and confident



Investors who don't only have KiwiSaver are **more likely** to be:

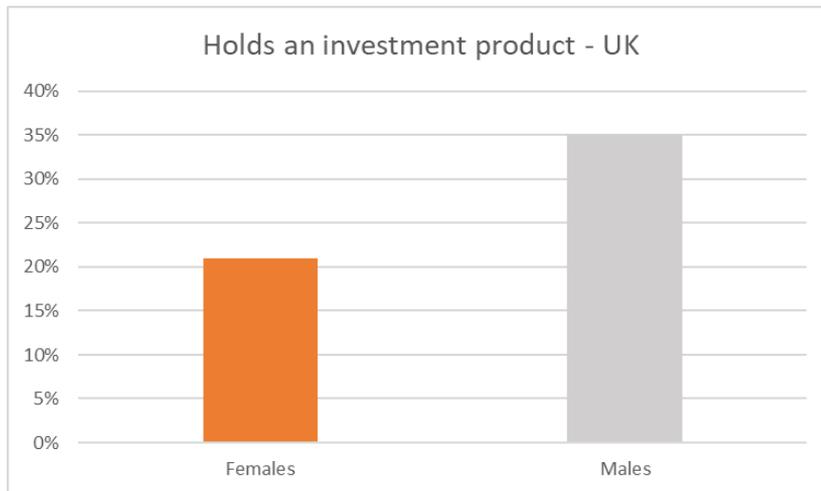
- male
- 60 years and over
- a couple with no kids at home
- in full time employment or retired
- have an annual household income over \$100,000

AND:

- have found investment materials helpful in their decision to invest
- be fairly confident in the financial markets and its regulation
- be aware of FMA, and agree that FMA supports the integrity of the financial markets
- say the financial markets have 'stayed the same' as last year
- say they understand diversification and risk/ return trade off

Source: FMA Investor Confidence research 2018

# Not just a New Zealand problem



Source: YouGov omnibus survey 2018



Source: Blackrock research quoted in time.com

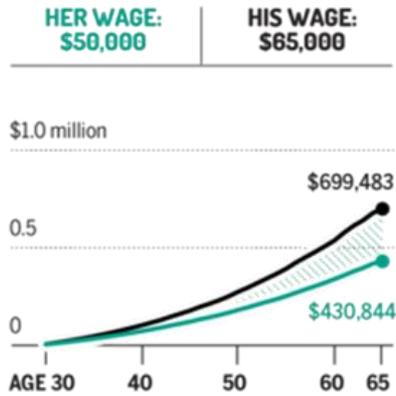
# Many of the reasons are obvious



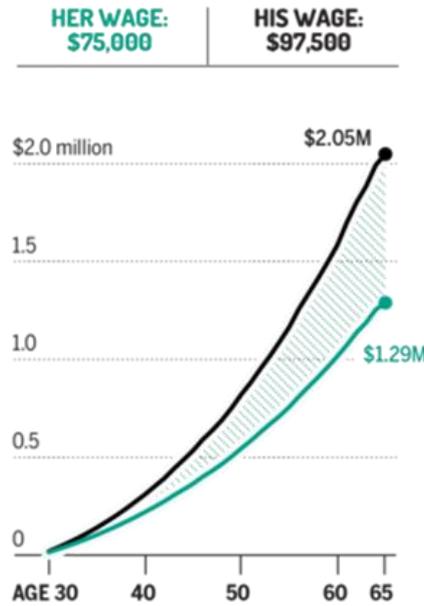
# Gender pay gap leads to a gender investing gap

## THE GENDER INVESTING GAP, ILLUSTRATED

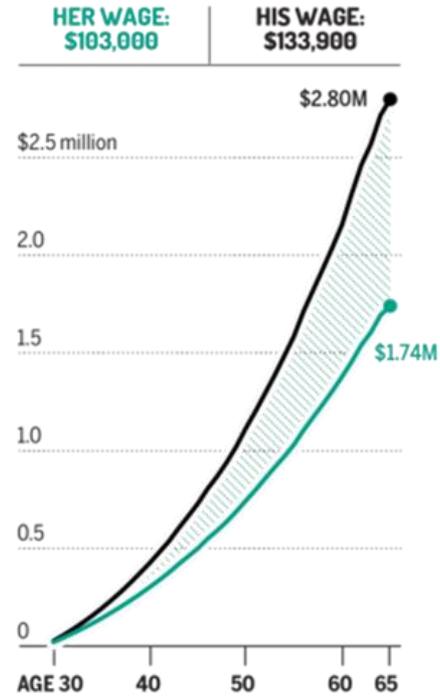
- WOMEN'S CUMULATIVE SAVINGS
- MEN'S
- ▨ GENDER GAP



GAP AT 65:  
\$268,639



GAP AT 65:  
\$759,210

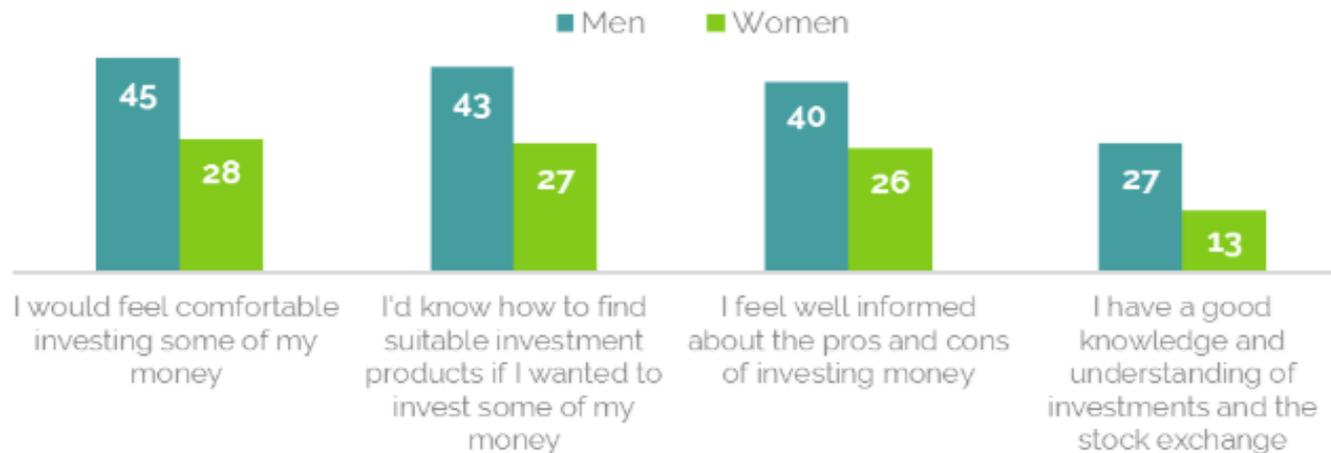


GAP AT 65:  
\$1.05M

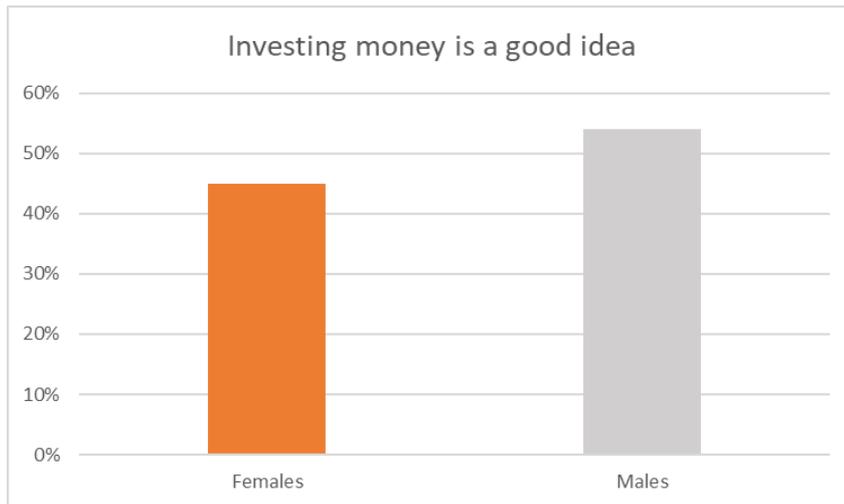
# Lack of knowledge and confidence

## Women are less confident and knowledgeable about investing

Thinking about investing in general, to what extent to you agree or disagree with the following statements? % shows is those that agree



# But NOT a lack of desire or ability



Source: YouGov omnibus survey 2018

Sorry guys, but women make better investors than men

January 16, 2018

FINANCE

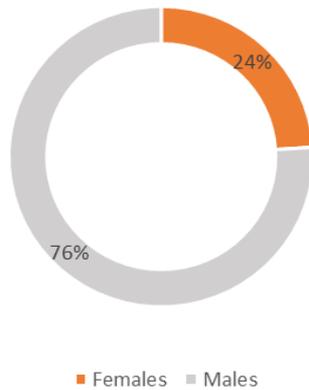


## Female investors often beat men

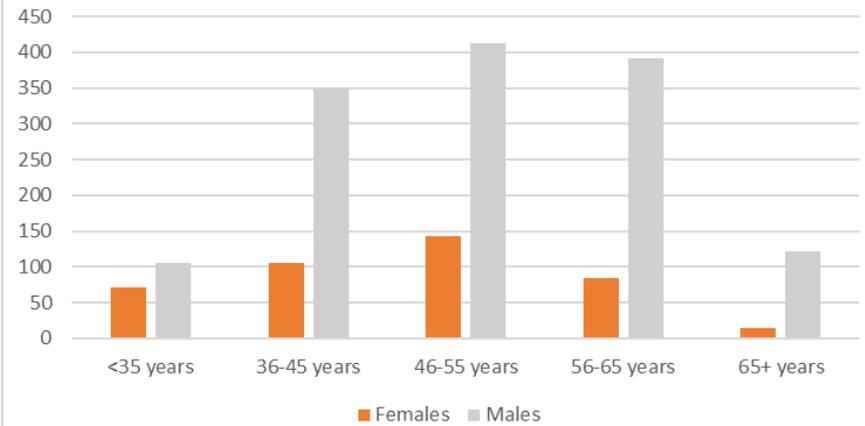
by Heather Long [@byHeatherLong](https://twitter.com/byHeatherLong)

# Advisers tend to be older and male

Gender split



Female vs male AFAs



# Language uses 'male' metaphors

- 'Beating' the market – war, combat, physical fight
- 'Level playing field' – sports
- 'Building' your portfolio – construction

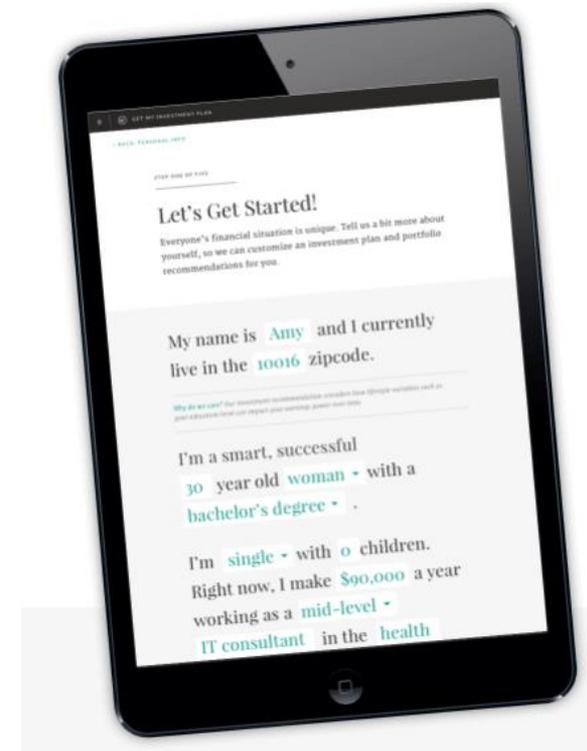






# What can we do?

- Recognise the problem
- Think about the products we offer
- Think about how we offer them
- Female role models
- Opportunities for women to talk about investing



# FMA KiwiSaver campaign

ARE YOU PAYING TOO MUCH

IN KIWISAVER FEES?

Take the KiwiSaver Health Checker at  
[fma.govt.nz/kiwisaver-health-check/](https://fma.govt.nz/kiwisaver-health-check/)

  
wise up  
invest well



# What are your experiences – and your ideas?

