

# Financial wellbeing research in New Zealand

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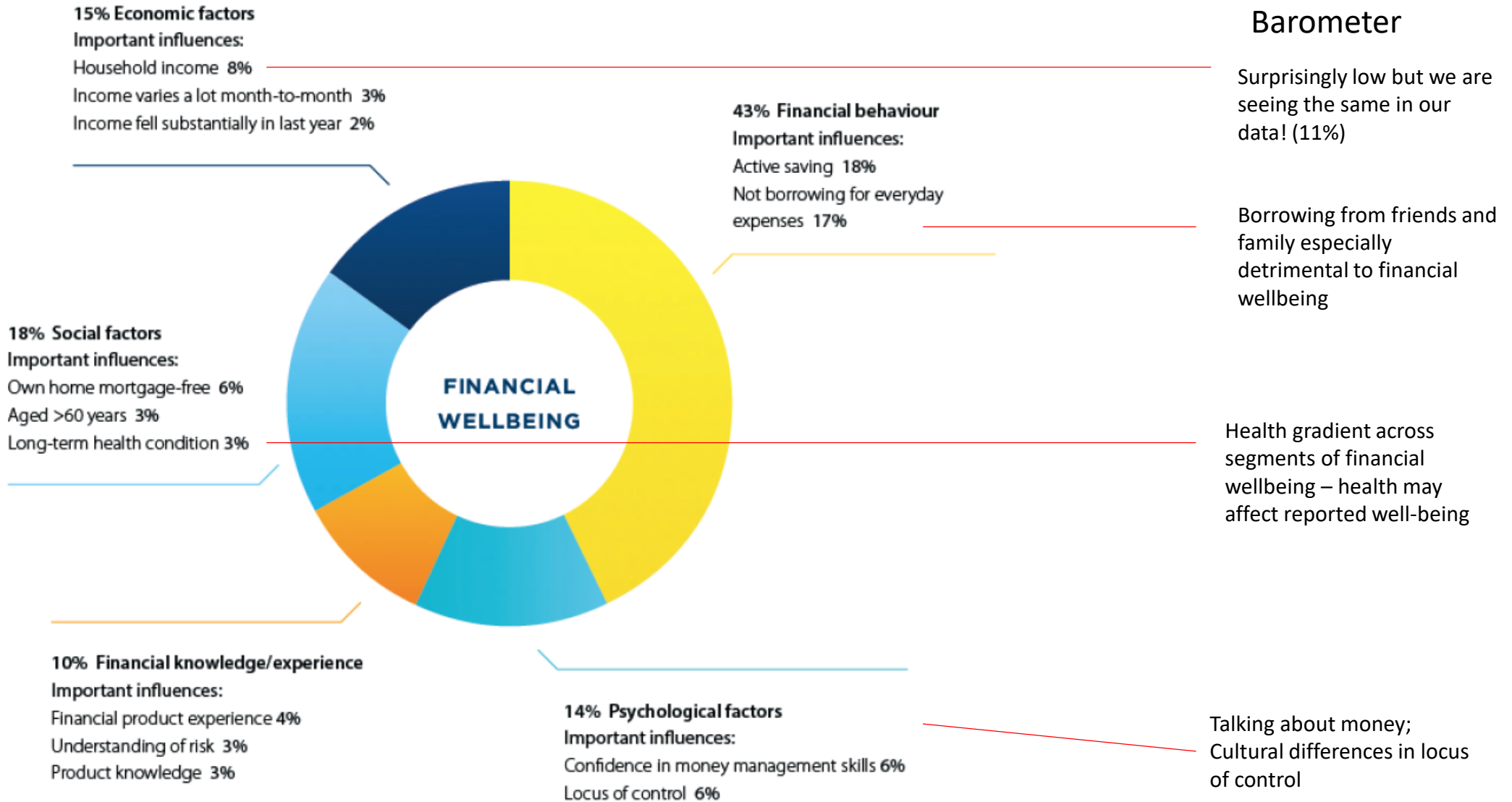
- ANZ Study – NZ and Australia
- 1,521 responses in New Zealand
- 3,578 responses in Australia
- Measuring financial well-being with a composite score
  
- Financial Capability Barometer - NZ
- 6,009 responses
- Measuring financial wellbeing by self-assessment



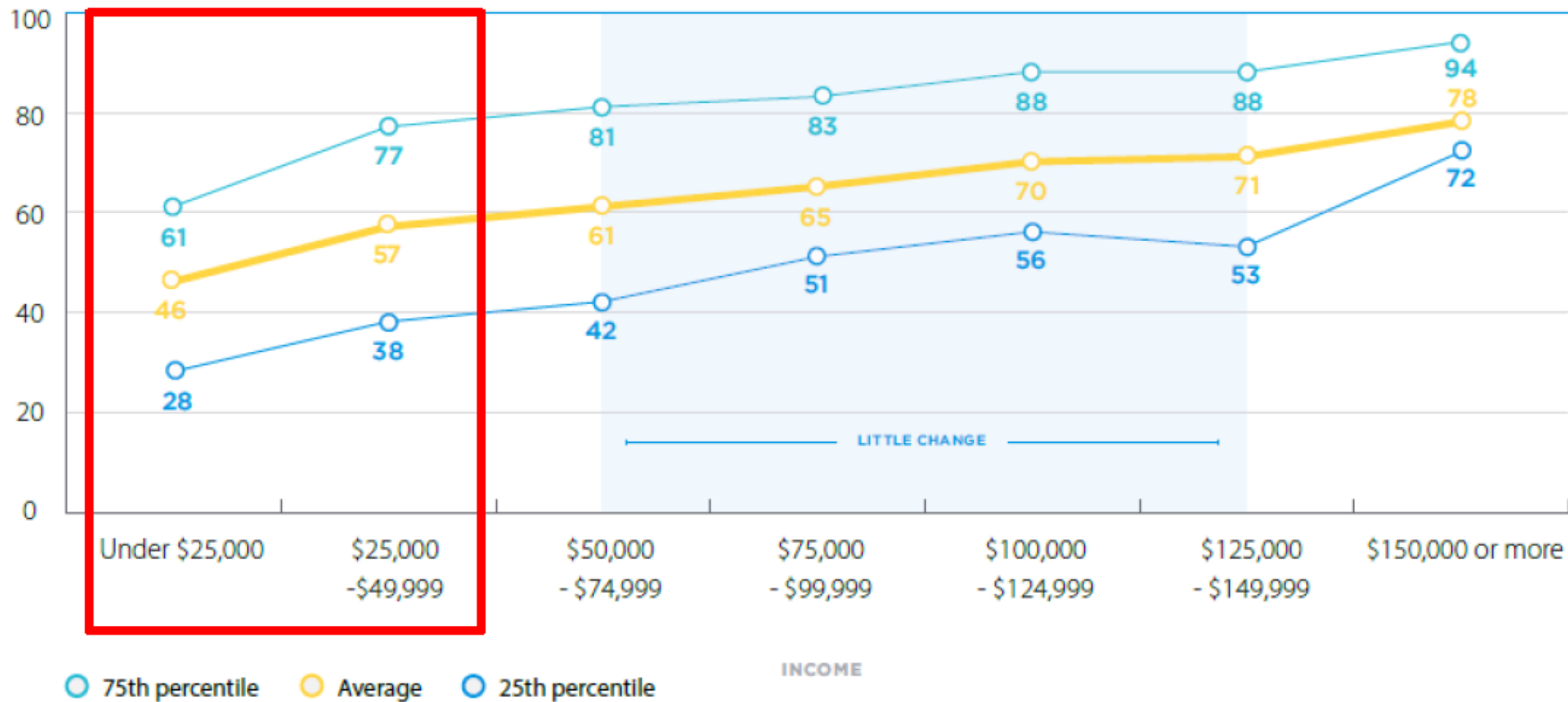
- **Different ways of measuring financial wellbeing but similar results**
  
- **Income not the most important determinant of financial well-being**
  
- **The role of behaviour**

# ANZ study – New Zealand

## Financial Capability Barometer



# ANZ study: income matters at the top and bottom but not that much in the middle

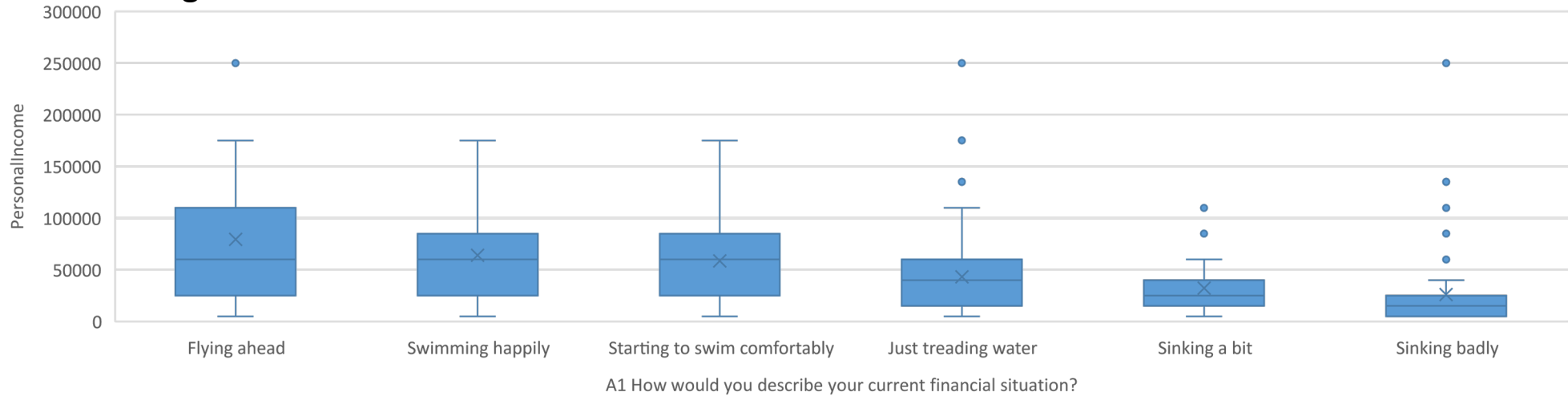


# Financial Capability Barometer

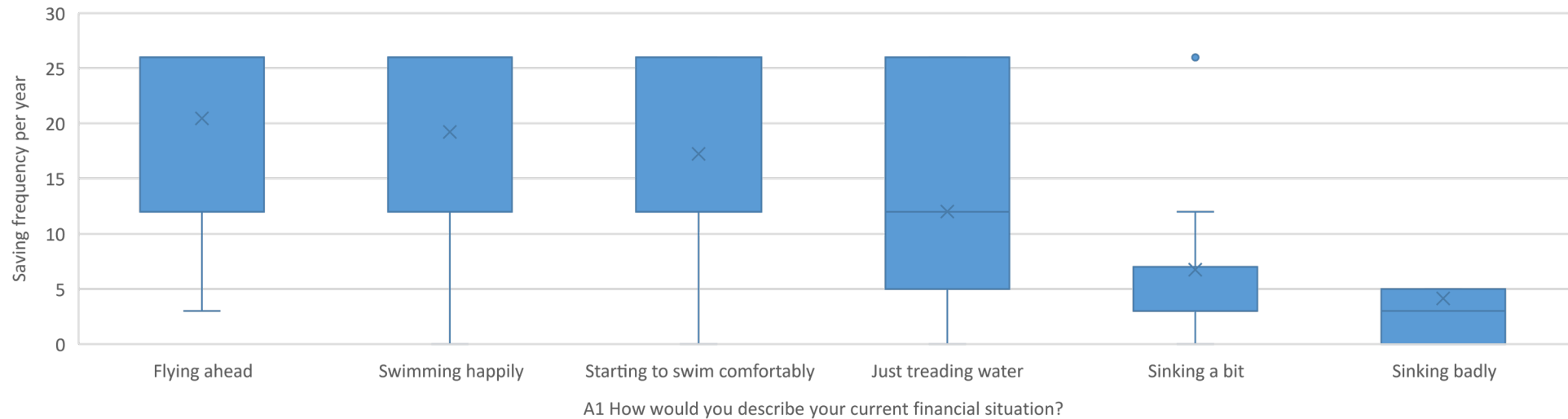
Higher financial well-being

Lower financial wellbeing

Personal income



Saving frequency per year - personal income range 50-100k per annum



# Behaviour most important – so what influences behaviour?

Income – does not matter much except for lowest/highest income categories

Attitudes – optimism and locus of control

Environment – who do people compare themselves with?

Cultural norms (e.g. saving is perceived as selfish in some communities)

Social networks – free resources to draw on

Policies – making saving easier

Multiple and complex influences

How do we change people's behaviour?

Education / nudging / policy

# (Q) How we incorporate these findings in what we do?

- Move from knowledge-based financial education to holistic financial education
- Discussion of money beliefs and attitudes in financial education courses
- Respecting but also challenging cultural values when delivering financial education to ethnic communities
- Evaluation – measuring attitude and behaviour change, not just knowledge



# (Q) Why do Australia/NZ have lower financial well-being?

- Egalitarian values and spontaneous, lifestyle – financial management is “uncool”; one should not care about money too much
- Consumption standards set by other English-speaking countries with higher GDP per capita – borrowing for consumption
- A lack of financial education in schools (until this year)

**Sorted in Schools**  
Powered by **CFFC**  
MY SPENDING DIARY

Keep your spending diary over a one-week period or keep it for someone in your household.

Date	Item	Need/Want	Regretted buying the item		Slightly annoyed		OK Neutral		Still feeling upbeat		Ecstatic Absolutely no buyer regret	
			Wk 1	Wk 2	Wk 1	Wk 2	Wk 1	Wk 2	Wk 1	Wk 2	Wk 1	Wk 2

How did you feel immediately after buying the item?

Analyse your spending habits

- Classify your spending during the week. Did you buy mainly needs, or wants?
- What was your average spend?
- Look at your emoji responses immediately after purchasing.
  - Did you make any purchases you immediately regretted? Why?
  - Did you make any purchases you felt neutral about? Why did you feel like this?
  - Did you make any purchases you felt thrilled about? Explain why you felt thrilled.
- List the factors that influenced your purchases.

After a week, repeat your emoji responses. Have your feelings changed?

- Did any of your responses change?
- If so, can you explain why you think this is?
- Can you analyse your financial identity from any of the results from your spending diary?
- Evaluate any changes you could make on your future spending.
- Record the ways keeping a spending diary helps you to manage debt, set goals, and save.