

Media alert
For immediate release

Sex, divorce and weightloss take priority over financial security for Kiwis
New research shows women are more to focus on short-term goals

A recent survey of 1,000 New Zealanders has revealed that Kiwis are more concerned about shedding the extra kilos than ensuring they have enough money to retire.

The survey* by National Capital, a KiwiSaver financial advisory firm offering personalised advice, found that more than two thirds (67%) of women aged 18 to 65+ said their top goal of the next six months was weight loss. Far less of a priority was planning for retirement (17%) as was sorting out their KiwiSaver (12%).

Of the men surveyed, 57% said their top priority was also weight loss while only 19% had sorting out their KiwiSaver at the top of the list.

Clive Fernandes, founder of National Capital said it was concerning just how many Kiwis are unprepared when there is evidence to show New Zealanders aspire to achieve a better standard of living in retirement than can be supported by superannuation**.

“In the time it could take to sign up to a weight loss programme or go for a run, New Zealanders can also take a free [KiwiSaver Health Check](#) to make sure they are optimising their investments for retirement, before it’s too late.

“It might not feel urgent or important when you’re 10 to 20 years away from the traditional retirement age of 65, but taking the time now now could mean an extra \$87,000*** in your pocket when you reach that stage,” said Clive.

Other survey findings revealed:

- Women 30+ were 16 times more likely to talk about divorce and nine times more likely to talk about sex than retirement
- Men and women were more likely to seek the services of therapist or a personal trainer than from a KiwiSaver advisor (14%)
- 46% of respondents would rather learn a new skill (e.g. instrument or language) than sort out their retirement or sort their KiwiSaver

Men claimed to be knowledgeable about general financial acumen (45%) however 47% thought they’d be in a better financial position than they were at that time with 39% anxious about their financial future and 12% embarrassed. In comparison, only 29% of women claimed to be knowledgeable about general financial acumen, but almost just as many were concerned or embarrassed about their current financial situation.

Radio presenter and journalist, Kerre McIvor, shares Clive’s sentiment that retirement needs to be more of a priority for many New Zealanders, particularly women.

“It’s tough enough being old. Imagine how much worse it would be to be old and poor. Yet, when it comes to planning for our retirement, three in four of us, myself included, are putting it off until we are closer to 65 which is too late,” said Kerre.

“Ladies, we need to take care of ourselves - the same way we take care of other people and with the same focus that we put on getting fit. We think we'll do it one day, and then all of a sudden one day is here.

“If you don't take charge and make sure you're getting the best out of your KiwiSaver you could be missing out on thousands of extra dollars that you'll really need if you want to enjoy the good life in retirement,” Kerre adds.

Visit Nationalcapital.co.nz to complete the KiwiSaver Health Check.

ENDS

Notes to editors:

*Independent research commissioned for National Capital on behalf of Perceptive, interviewing more than 1,000 candidates

**[Massey University Retirement Research](#)

About National Capital

National Capital is a financial advisory firm based in Auckland, New Zealand that provides personalised investment advice, specialising in KiwiSaver. Our mission is to help one million Kiwis become financially secure using technology and the principles of pūataata (transparency), tikanga (ethics) and taurikura (prosperity).

Contact:

Fleur Mealing | Adhesive PR | fleur.mealing@adhesivepr.nz | 027 368 0276

Eleisha Balmer | Adhesive PR | eleisha@adhesivepr.nz | 027 690 1222