MoneyMinded
New Zealand
Impact Report

April 2015

Contents

Foreword

As New Zealand's oldest and biggest bank, ANZ sees its role as helping Kiwis to get ahead. But that aspiration is fruitless if a big chunk of New Zealanders get left behind. While the issues of poverty are complex, there is undoubtedly a link between socio-economic status and financial literacy.

ANZ New Zealand has three pillars to its corporate responsibility agenda – a staff payroll giving programme called the ANZ Staff Foundation, staff community volunteering and a financial literacy initiative called MoneyMinded.

MoneyMinded was developed by ANZ Group in 2003 in conjunction with educationalists, financial counsellors and the Australian Securities and Investments Commission. Since then it has been adapted for New Zealand and is also being delivered in Papua New Guinea, Fiji, Vanuatu, Hong Kong, the Cook Islands, American Samoa, Timor Leste, the Solomon Islands, Vietnam, Indonesia, India, Kiribati, the Philippines, Singapore and Myanmar.

More than 6,000 facilitators have been trained across Asia Pacific to deliver the programme with around 40,000 people a year completing MoneyMinded programmes.

In New Zealand, MoneyMinded is a 10 hour course with two-and-a-half hour workshops covering budgeting, saving and spending, every day banking and planning for the future.

Since 2012 ANZ New Zealand has partnered with Solomon Group, an Auckland-based private training organisation that assists the unemployed, migrants and the disadvantaged, to deliver the programme. More than 1,000 Aucklanders have been through MoneyMinded in the past three years. The aim is to expand the programme and put through at least another 1,000 in 2015.

But there is no point having a programme if it doesn't actually make a difference. So in 2014 ANZ New Zealand commissioned the University of Auckland to undertake research to assess the impacts of MoneyMinded on those who had been through the

programme. The findings in this report are exciting because they show MoneyMinded is making a difference.

As New Zealand's oldest and biggest bank, ANZ sees its role as helping Kiwis to get ahead. But that aspiration is fruitless if a big chunk of New Zealanders get left behind. While the issues of poverty are complex, there is undoubtedly a link between socio-economic status and financial literacy. MoneyMinded aims to give people some of the financial basics that they have missed out on learning elsewhere.

ANZ continues to invest in the MoneyMinded programme. We aim to support more people in the communities where we operate, assisting them to improve their livelihoods through better financial management.

I would like to extend my thanks to the participants who took part in this research. I would also like to thank and acknowledge Solomon Group whose accredited staff deliver MoneyMinded in a professional and inspiring way which has contributed to the positive changes in the lives of the participants identified in this report.

Peter Parussini
Head of Corporate Affairs
ANZ New Zealand

The evaluation provides a very strong
endorsement of MoneyMinded's impacts
on participants' financial understanding
and behaviour. Statistical analysis confirms
a wide range of significant improvements.

1. Executive summary

ANZ commissioned the University of Auckland to undertake an evaluation of the bank's financial literacy programme, MoneyMinded. 105 participants in the programme, delivered by Solomon Group for ANZ in May 2014, responded to the survey, a response rate of 84%. Participants were predominantly recipients of a sole-parent benefit who are caring for one to three children.

The evaluation provides a very strong endorsement of MoneyMinded's impacts on participants' financial understanding and behaviour. Statistical analysis confirms a wide range of significant improvements.

Of particular note are the findings that 82% now report having money set aside for emergencies and around half are saving a set amount on a regular basis instead of one in five prior to completing MoneyMinded.

MoneyMinded has helped participants improve their core money management skills and understanding. The largest degree of change among participants occurred in the following areas:

- Identifying 'spending leaks'
- Planning ahead
- Knowing how to do a budget
- Understanding different types of bank accounts
- Knowing which questions to ask when faced with a financial decision
- Coping with unexpected expenses
- Setting goals
- Awareness of where to get help to make good financial decisions.

The programme has encouraged participants to think about the fees that certain kinds of bank accounts, or types of financial behaviour, generate. A quarter of participants have changed their bank accounts as a result of the programme and 53% now have a savings account. More are now using internet banking, which helps them to keep better track of their finances.

Participants who had been experiencing the greatest problems with difficult-to-meet expenses, and those with an income between $25,000 and $45,000, report the greatest improvements in their financial behaviour. Furthermore, the younger the participant, the greater their level of improvement.

Importantly, MoneyMinded has also contributed to greater confidence and lower stress. It is worth noting the programme was delivered within a larger educational programme concerned with building literacy, numeracy, life skills and personal confidence. This context and the quality of the learning environment provided by Solomon Group are likely to have enhanced the programme's impact.

2. About this report and MoneyMinded

MoneyMinded is a suite of financial education resources comprising topics that can be tailored to meet the needs of individuals and groups (see MoneyMinded workshop overview table on the right). The programme includes activities and guides for facilitators as well as teaching tools to support the education of participants.

2.1 MoneyMinded workshop overview

Workshop 1 – Planning and budgeting	Workshop 2 – Saving and spending
• Attitudes to money • SMART financial goal setting • Needs and wants • Spending diary • Spending leaks	• The cost of things • Shopping tips to keep costs down • Planning for life events • Tips for taking control of your finances
Workshop 3 – Everyday banking	**Workshop 4 – Planning for the future**
• Tips for managing your accounts • The cost of credit • Credit providers • Assistance for those unable to repay debts	• Support networks • Where to go for help • Retirement income in New Zealand • KiwiSaver

Drawing on a 2011 pilot of MoneyMinded with Ngai Tahu, ANZ further adapted MoneyMinded for use in New Zealand with the assistance of Solomon Group and Dr Pushpa Wood from the Financial Education and Research Centre at Massey University. Solomon Group recommended changes to design and language to better suit students with lower levels of literacy.

ANZ then trained Solomon Group's staff to become accredited MoneyMinded facilitators. MoneyMinded New Zealand was piloted with a group of 62 Solomon Group students in late 2012. The programme's content was embedded into other literacy and numeracy content delivered in Solomon Group's classroom-based facilities in South Auckland.

To date, more than 1,000 individuals have completed the MoneyMinded New Zealand programme through the Solomon Group in Auckland. Accredited ANZ staff members have also facilitated modules with a further 100 employees of selected bank customers in workplace environments around New Zealand.

This report provides an insight into the MoneyMinded programme and its impact on the communities it has reached in New Zealand. It shows reported changes in participants' financial behaviour and knowledge as a result of the programme, including which demographics reported the biggest positive differences in financial behaviour.

Importantly, the report also highlights the impacts MoneyMinded has had on participants' sense of well-being and confidence, as well as on family members and friends.

2.2 Terminology and quotes

The following terminology is used in this report:

• 'MoneyMinded facilitator' refers to a Solomon Group staff member who has completed the MoneyMinded facilitator training and delivers the MoneyMinded programme to people who attend courses administered by Solomon Group, including Te Whanau Ara Mua.

• 'MoneyMinded participant' refers to a person who has attended a MoneyMinded programme conducted by Solomon Group's MoneyMinded facilitators.

• 'Participant' refers to a MoneyMinded programme attendee who completed the evaluation survey.

The quotes shown throughout this report are from participants in Solomon Group's May 2014 MoneyMinded programme. These participants were surveyed for this report. Their quotes were provided on the basis they would be anonymous.

"While on the MoneyMinded programme, I let my children know that mummy could only get things that we really needed, so we could save for things that we want for Christmas and save money for family activities."

3. Objective and methods

Research process

In September 2014, ANZ commissioned Auckland UniServices Ltd, a wholly-owned subsidiary of the University of Auckland, to conduct an evaluation of the MoneyMinded programme. Professor Peter Boxall of the Business School, in conjunction with a statistical analyst, Jessica McLay, conducted the evaluation. A survey developed by RMIT University was available for the purpose and was used as the basis for the evaluation.

The survey guide invited contextualisation, where appropriate, of certain questions. In particular, the questions on ethnicity, educational qualifications and weekly savings were customised to New Zealand while response categories in the question to do with financial/banking products were slightly modified to recognise bank versus non-bank loans and to recognise finance cards and 'direct shopping trucks'. Age was recorded as a specific year rather than as an age-group interval to allow for a finer analysis of the impacts of age on financial behaviour. Because of the particular cohort, the question on hours spent working in the last week was dropped, as was the question on regularity of income. The question on unexpected expenses was reformatted to better fit the cohort and the wording of some questions was refined without shifting the meaning (e.g. instead of the word, 'monitor', we used the phrase, 'keep track of'). The questions on insurance products were not deemed relevant and were dropped for this evaluation. Some new questions were, however, included, which helped to reflect the course content delivered by Solomon Group. These were developed in consultation with ANZ staff, who liaised with Professor Roslyn Russell of RMIT University. These questions relate to how to do a budget, how to identify spending leaks, the difference between needs and wants, how to set goals, and saving for retirement, and are reported in Tables 41 to 44 and Table 53.

An online survey was prepared and subsequently refined through consultation with ANZ, RMIT University and Solomon Group. Peter Boxall liaised with Maree Kilkolly from Solomon Group, who oversaw the process of administering the survey via computers in Solomon Group's teaching rooms. Participants completed the surveys over the period from 15 September to 7 October 2014, which allowed sufficient time from the completion of the programme for financial behaviour to have changed. A total of 105 valid responses were received and the analysis of the data for this report was then conducted.

Survey analysis

The data analysis in this report follows the approach established by RMIT University and will enable comparisons to be made with the results of the programme in other countries. The RMIT survey is based on a 'retrospective pre-test' design, which asks people to recall their level of understanding or their behaviour before the programme and then to indicate their understanding or behaviour after the programme. It mainly uses fixed-format questions but also provides some scope for open-ended feedback.

Frequency tables were constructed for each question in the survey. The most important questions in the survey relate to the individual's attitudes and behaviour before and after the MoneyMinded programme. Tests were conducted to assess whether there were statistically significant differences in these responses. Paired t-tests were performed to identify whether the mean of the individual differences (after MoneyMinded minus before MoneyMinded) was significantly different from 0 (which indicates no change). Although the data are not strictly continuous, t-tests are more likely to detect a difference compared with other test options. In two cases ("I had (have) money for emergencies and/or savings to cover my expenses" and "How did (do) you generally make your savings deposits?"), there was no clear ordering of the response categories and so the chi-square test was used instead of the t-test.

In addition to the kind of analysis adopted elsewhere, we used regression analysis to investigate which groups of people reported the greatest changes in their financial behaviour following the MoneyMinded course. A factor analysis was conducted to identify a set of survey items that could represent an individual's financial behaviour and we then performed a regression analysis in SAS version 9.3.

"I've taught my family how to identify spending leaks, the importance of budgeting, writing lists, and setting long term and short term goals."

4. Characteristics of respondents

The respondents were participants in the Whanau Ara Mua (WAM) programme offered in Auckland by Solomon Group. MoneyMinded is an element within this programme and was delivered over the period from 6 May to 29 May 2014. More than 90% of participants are recipients of Sole Parent Support from Work and Income New Zealand. Of the 125 participants who completed MoneyMinded, 105 (84%) responded to this survey. This is a high response rate. The following tables show that the majority of participants are female (95%), from Māori (47%) or Pasifika (23%) ethnicities, have no formal qualifications (60%), and classify themselves as single (47%) or divorced/separated (22%). They are predominately unemployed and caring for one to three children. Their income is typically between $7,000 and $25,000 and they are usually the person responsible for day-to-day decisions about money.

4.1.1 Age range and gender

Table 1: Age range of the respondents by gender

Age range	Female (%)	Male (%)	Total
17–20 years	3 (3%)	0	3 (3%)
21–30 years	15 (15%)	0	15 (14%)
31–40 years	34 (34%)	2 (40%)	36 (34%)
41–50 years	36 (36%)	2 (40%)	38 (36%)
51–64 years	12 (12%)	1 (20%)	13 (12%)
Total	**100 (95%)**	**5 (5%)**	**105 (100%)**

4.1.2 Ethnic origin

Table 2: Responses to "Which of the following best describes your ethnic origin?"

Ethnic origin	Number (%)
New Zealand Māori	49 (47%)
European / Pākehā	19 (18%)
Pasifika	24 (23%)
Other	13 (12%)
Total	**105 (100%)**

> "I opened up a savings account for each of my children so that they have money for what they need."

4.1.3 Education
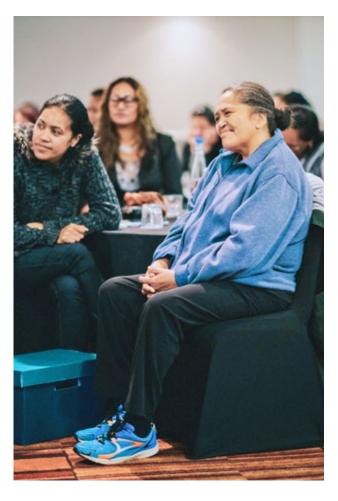
Table 3: Responses to "Which one of these categories best describes your highest formal qualification?"

Educational level	Number (%)
No formal qualification	63 (60%)
School Certificate, National Certificate Level 1, NCEA Level 1	16 (15%)
Sixth Form Certificate, National Certificate Level 2, NCEA Level 2	5 (5%)
Higher School Certificate, Higher Leaving Certificate, Bursary/Scholarship, NCEA Level 3	12 (11%)
Trade or professional certificate	6 (6%)
Diploma below degree level	2 (2%)
Undergraduate university degree	0
Postgraduate or higher qualification	1 (1%)
Total	**105 (100%)**

4.1.4 Marital status

Table 4: Marital status

Status	Number (%)
Married	15 (14%)
Living with partner	6 (6%)
Single or have a partner but not sharing major expenses	49 (47%)
Separated or divorced	23 (22%)
Widowed	9 (9%)
Unknown	3 (3%)
Total	**105 (100%)**

4.1.5 Number of children

Table 5: Responses to "How many children in your family under the age of 18 live with you?"

Number of children	Number (%)
Nil	5 (5%)
1	23 (22%)
2	34 (32%)
3	20 (19%)
4	12 (11%)
5	7 (7%)
6	1 (1%)
9	1 (1%)
11	1 (1%)
30	1 (1%)
Total	**105 (100%)**

"I've made my friends aware about spending leaks and how to keep track of where their money is going."

4.1.6 Number of people over 18

Table 6: Responses to "How many people in your family aged 18 and over live with you?"

Number of people over 18	Number (%)
Nil	38 (36%)
1	27 (26%)
2	18 (17%)
3	11 (10%)
4	6 (6%)
5	4 (4%)
6	1 (1%)
Total	**105 (100%)**

4.1.7 Current work situation

Table 7: Responses to "What is your current work situation?"

Work situation	Number (%)
Self-employed (work for yourself)	2 (2%)
In paid employment (work for someone else)	3 (3%)
Looking for work	6 (6%)
Looking after the home/children	68 (65%)
Unable to work due to sickness or disability	1 (1%)
Retired	0
Student	20 (19%)
Not working and not looking for work	1 (1%)
Apprentice	0
Other	4 (4%)
Total	**105 (100%)**

"I have shared the concept of identifying needs and wants with other family members and they have really enjoyed looking at what they are spending their money on, where they can save and identifying their spending leaks."

4.1.8 Income

Table 8: Responses to "What best describes your household income level?"

Household income level	Number (%)
No income	1 (1%)
$7,000 to $15,000	39 (37%)
$15,001 to $25,000	41 (39%)
$25,001 to $45,000	13 (12%)
Over $45,000	8 (8%)
Unknown	3 (3%)
Total	**105 (100%)**

4.1.9 Responsibility for financial decision-making

Table 9: Responses to "Who is responsible for the day-to-day decisions about money in your household?"

Responsibility for financial decision-making	Number (%)
You	76 (72%)
You and your partner/spouse together	13 (12%)
You and another family member	1 (1%)
Your partner/spouse	12 (11%)
Another family member	2 (2%)
Someone else	1 (1%)
Nobody	0
Total	**105 (100%)**

5. Results

5.1 General financial situation

The general picture that emerges here, confirmed in the open-ended feedback, is that MoneyMinded has encouraged participants to think about the fees that certain kinds of bank account, or types of financial behaviour, generate. A quarter of participants have changed their bank accounts as a result of the programme (Table 53) and a majority (53%) now have a savings account (Table 10). More are now using internet banking, which helps them keep better track of their finances.

It is also apparent that participants are not approached very often by extended family members for money, suggesting that others are aware of their financial difficulties (Table 11). Most (59%) could not survive a month if they lost their main source of income (Table 15). However, most (79%) are not that affected by unexpected expenses (Table 13), suggesting they now have

a fairly clear idea of what their main expenses are going to be. When there are unexpected expenses, individuals have a range of strategies for dealing with them (Table 14). The programme may have encouraged greater saving for these problems but types of borrowing, such as credit cards or borrowing from family, friends or elsewhere (43%) or delaying payment (17%) are still part of the behavioural pattern. In time, these strategies might be overhauled by greater savings.

The question about risk aversion (Table 16) was problematic, with 59% saying they were unsure about this. It is unlikely that MoneyMinded, which has to cover a lot of ground on more immediate problems, has helped people to understand the issues involved in managing investment risk.

Table 10: Percentage of respondents having various financial products. Responses to "Do you have any of the following types of financial banking products? Please tick all that you have."

Financial product	Number (%)
Transaction account (for day-to-day activities)	69 (66%)
Savings account (not accessed for everyday expenses)	56 (53%)
Mortgage	5 (5%)
Credit card	12 (11%)
Retirement fund	8 (8%)
Personal loan or car loan (bank)	13 (12%)
Personal loan or car loan (non bank)	13 (12%)
Insurance	23 (22%)
Visa debit card	32 (30%)
Mobile phone payment account	7 (7%)
Finance cards e.g. GE credit line / Farmers card / Que cards	9 (9%)
Direct shopping trucks (home direct trucks)	20 (19%)

Table 11: Regularity of family members asking respondents for money. Responses to "How often do other family members (not including your spouse or children) ask you for money?"

	Number (%)
Never	46 (44%)
Occasionally (about once per month)	48 (46%)
Regularly (about every two weeks)	6 (6%)
Frequently (every week)	5 (5%)
Total	**105 (100%)**

"I've been learning to say no to family members when they want to borrow money, especially as I have no extra money to give."

Table 12: Regularity of respondents asking family members for money. Responses to "How often do you ask other family members for money (not including your spouse or children)?"

	Number (%)
Never	62 (59%)
Occasionally (about once per month)	40 (38%)
Regularly (about every two weeks)	3 (3%)
Frequently (every week)	0
Total	**105 (100%)**

"I've now opened up a savings account to be there for emergencies and unexpected bills such as car registration."

Table 13: Regularity of unexpected expenses that were difficult to meet. Responses to "In the last 12 months, how often have you had an unexpected expense that was difficult to meet?"

	Number (%)
Not at all	15 (14%)
Not very often	68 (65%)
Regularly	17 (16%)
A lot	5 (5%)
Total	**105 (100%)**

Table 14: Method of paying for unexpected expenses. Responses to "How did you pay for these unexpected expenses? Or if you did not have an unexpected expense, how would you pay for it?"

Payment method	Number (%)
Used my savings or part of my savings	41 (39%)
Used my credit card	5 (5%)
Borrowed from family or friends	25 (24%)
Did not pay it straight away (delayed)	18 (17%)
Did not pay it	1 (1%)
Borrowed money elsewhere	15 (14%)
Total	**105 (100%)**

Table 15: Responses to "If you lost your main source of income today, how long could you continue to cover living expenses, without borrowing any money or moving house?

Duration	Number (%)
Less than a week	29 (28%)
At least a week, but not one month	33 (31%)
At least one month, but not three months	20 (19%)
At least three months, but not six months	3 (3%)
More than six months	3 (3%)
Don't know	17 (16%)
Total	**105 (100%)**

Table 16: Willingness to take risks. Responses to "If you were thinking about investing or saving your money, how willing would you be to take risks? (for example, would you be happy to put your money in a high interest account in order to get more money even though it might be less safe than a low interest account; or would you feel comfortable investing in the stock market?)"

Willingness	Number (%)
Very unwilling	8 (8%)
Unwilling	20 (19%)
Unsure	62 (59%)
Willing	13 (12%)
Very willing	2 (2%)
Total	**105 (100%)**

5.2 Before and after completing the MoneyMinded course

This is the most important section in the survey because it invites participants to evaluate the extent to which they feel the course has benefited them. There were 36 questions asking about their attitudes or behaviour before and after MoneyMinded. There are statistically significant changes in 33 out of 36 attitudes or behaviours (92%) (summarised in Table 55). This is a very strong endorsement by participants of the programme.

Instead of a minority (29%), a large majority (82%) now report having money set aside for emergencies (Table 18). Around half (49%) are now saving a set or defined amount on a regular basis instead of one in five (Table 19). At pay day, 33% now have some money left over while another 26% do more often than not (Table 24). A majority (74%) report saving at least $10 per week instead of a minority (29%) (Table 21). Difficulty in covering expenses has considerably reduced (Table 22).

A large degree of positive change has occurred in reported financial understanding and behaviour. The largest degree of change has occurred in the following:

- Identifying 'spending leaks' (Table 42)
- Planning ahead (Table 39)
- Knowing how to do a budget (Table 41)
- Understanding of different types of bank accounts (Table 49)
- Knowing which questions to ask when faced with a financial decision (Table 51)

- How to cope with unexpected expenses (Table 46)
- How to set goals (Table 44)
- Awareness of where to get help to make good financial decisions (Table 48).

Respondents report a much improved understanding of the financial system (Tables 49 and 50), suggesting that they will now be more confident in dealing with banks and other financial institutions.

There was no statistically significant change in the attitude that 'money is there to be spent' (Table 30), although some level of change is evident.

The responses to the non-financial benefits of MoneyMinded (Table 52) indicate that the programme has had benefits for the personal confidence of individuals, helped to lower their stress levels, and helped them to build an encouraging and supportive network.

The programme has clearly had a consequential impact on family members (Table 53). The open-ended feedback suggests that the greatest impacts are on saving for the future of the children, including through KiwiSaver, or on encouraging children themselves to save. Helping family members and friends to identify 'spending leaks' is another common response.

It is interesting to note that life satisfaction has improved (Table 54). It would be unwise to attribute this entirely to MoneyMinded, which sits within a larger educational programme concerned with building literacy, numeracy, life skills, and personal confidence. This wider context includes the provider's educational process and the personal support of tutors and peers, which may be making very important impacts.

"I save more than I did before and don't just use the money I save on junk food or rubbish; I use it for things that I need."

5.2.1 Keeping track, saving and planning

Table 17: Keeping track of money. Responses to "Which one of the following best describes how you personally kept (keep) track of your expenses?"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
I didn't (don't) keep an eye on expenses at all	35 (33%)	4 (4%)
I kept (keep) my eye on expenses a bit	47 (45%)	14 (13%)
Without keeping written records I kept (keep) a fairly close eye on expenses	13 (12%)	39 (37%)
I used (use) written records to keep a close eye on expenses	10 (10%)	48 (46%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=1.27, SE=0.11, t=11.96, df=104, p<.0001

Table 18: Money for emergencies. Responses to "Before doing MoneyMinded I had money for emergencies and/or savings to cover my expenses" and "Now I have emergency and/or savings to cover my expenses"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Yes	30 (29%)	86 (82%)
No	75 (71%)	19 (18%)
Total	**105 (100%)**	**105 (100%)**

Chi-square test: χ2(1)=58.26, p<.0001

Table 19: Saving behaviour. Responses to "Which of the following describes your saving behaviour?"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
I saved (save) a set amount on a regular basis	21 (20%)	51 (49%)
I saved (save) what was left over after expenses on a regular basis	12 (11%)	19 (18%)
I saved (save) odd amounts when I could	19 (18%)	28 (27%)
I was (am) unable to save	53 (50%)	7 (7%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=-1.08, SE=0.13, t=-8.26, df=104, p<.0001

Table 20: Savings deposits. Responses to "How did (do) you generally make your savings deposits?"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
I took (take) cash to the bank	10 (10%)	16 (15%)
Automatic deductions from my pay (automatic payment)	14 (13%)	30 (29%)
I transferred (transfer) from another account	11 (10%)	19 (18%)
Automatic deductions from my bank account (direct debit)	16 (15%)	22 (21%)
I was (am) unable to save	51 (49%)	8 (8%)
Other	3 (3%)	10 (10%)
Total	**105 (100%)**	**105 (100%)**

Chi-square test: χ2(5)=45.39, p<.0001

Table 21: Savings per week. Responses to "Approximately how much did (do) you save per week?"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Unable to save	52 (50%)	6 (6%)
$1 – $10	23 (22%)	22 (21%)
$11 – $20	16 (15%)	28 (27%)
$21 – $40	7 (7%)	24 (23%)
$40 +	7 (7%)	25 (24%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=1.39, SE=0.12, t=11.38, df=104, p<.0001

Table 22: Difficulty covering expenses. Responses to "In a typical month, how difficult was (is) it for you to cover your expenses and pay all your bills?"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Not at all difficult	19 (18%)	54 (51%)
A little difficult	36 (34%)	35 (33%)
Moderately difficult	16 (15%)	13 (12%)
Very difficult	26 (25%)	2 (2%)
Extremely difficult	8 (8%)	1 (1%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=-1.02, SE=0.12, t=-8.70, df=104, p<.0001

Case study

Titirangi mother completed MoneyMinded and returned to the workforce

"Raising boys isn't cheap – especially on a benefit!"

Titirangi mother Mereanna Smith learnt this lesson every day while raising her two sons Richard, 18, and Rodney, 15.

The 48-year-old who struggled to make ends meet on the benefit turned a financial corner after completing ANZ's MoneyMinded programme.

"The biggest thing I learnt was how to budget – how to use my money in better ways. I really wanted to do it for the budgeting advice because sometimes I could be quite frivolous and spend it on crap.

"I needed to be made aware of what my money could do for me."

Before completing the course Mereanna said she was always thinking and worrying about money.

"All my money was spent on my kids."

After paying obligatory bills like power, she was left with a meagre amount to spend at the supermarket to fill the bellies of her growing boys.

Since completing MoneyMinded, Mereanna has set up an extra savings account where she deposits $20 a week for an emergency fund.

"It's been a lifesaver. Before I did the course, every time I got a power bill I'd think oh my gosh, how am I going to pay that? Money's still tight but I feel so much better having emergency money."

"When I look back to how things were, I know I've made things better for me and my family.

Before, we were just surviving but now things are so much better."

Table 23: Planning savings and spending. Responses to "How did (do) you plan your savings and spending?"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Over the next week or fortnight	75 (71%)	62 (59%)
Over the next few months	17 (16%)	25 (24%)
Over the next year	8 (8%)	11 (10%)
Over the next 2 – 4 years	1 (1%)	4 (4%)
Over the next 5 years or more	4 (4%)	3 (3%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=0.18, SE=0.10, t=1.79, df=104, p=.0763

Table 24: Money left over. Responses to "How often did (do) you have money left over by the next pay day?"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Always	10 (10%)	35 (33%)
More often than not	8 (8%)	27 (26%)
Sometimes	30 (29%)	37 (35%)
Hardly ever	31 (30%)	4 (4%)
Never	26 (25%)	2 (2%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=-1.37, SE=0.12, t=-11.46, df=104, p<.0001

5.2.2 Day-to-day money management

Table 25: Responses to "I felt (feel) confident in saying 'no' when family members asked (ask) for money and I was (am) not able to help"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	11 (10%)	3 (3%)
Disagree	24 (23%)	10 (10%)
Neither agree nor disagree	23 (22%)	13 (12%)
Agree	34 (32%)	46 (44%)
Strongly agree	13 (12%)	33 (31%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=0.78, SE=0.12, t=6.49, df=104, p<.0001

Table 26: Responses to "I was (am) impulsive and bought (buy) things even when I couldn't (can't) really afford them"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	13 (12%)	22 (21%)
Disagree	10 (10%)	45 (43%)
Neither agree nor disagree	14 (13%)	12 (11%)
Agree	46 (44%)	18 (17%)
Strongly agree	22 (21%)	8 (8%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=-1.04, SE=0.16, t=-6.33, df=104, p<.0001

Table 27: Responses to "I bought (buy) things on credit rather than waiting and saving up"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	24 (23%)	39 (37%)
Disagree	22 (21%)	38 (36%)
Neither agree nor disagree	21 (20%)	11 (10%)
Agree	30 (29%)	11 (10%)
Strongly agree	8 (8%)	6 (6%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=-0.66, SE=0.14, t=-4.84, df=104, p<.0001

Table 28: Responses to "I was (am) organised with regard to managing my money"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	14 (13%)	1 (1%)
Disagree	38 (36%)	3 (3%)
Neither agree nor disagree	16 (15%)	13 (12%)
Agree	31 (30%)	63 (60%)
Strongly agree	6 (6%)	25 (24%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=1.25, SE=0.13, t=9.68, df=104, p<.0001

Table 29: Responses to "I was (am) more of a saver than a spender"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	26 (25%)	0
Disagree	42 (40%)	6 (6%)
Neither agree nor disagree	16 (15%)	25 (24%)
Agree	10 (10%)	52 (50%)
Strongly agree	11 (10%)	22 (21%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=1.45, SE=0.13, t=11.15, df=104, p<.0001

Table 30: Responses to "Money was (is) there to be spent"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	19 (18%)	21 (20%)
Disagree	18 (17%)	30 (29%)
Neither agree nor disagree	28 (27%)	21 (20%)
Agree	25 (24%)	26 (25%)
Strongly agree	15 (14%)	7 (7%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=-0.30, SE=0.18, t=-1.63, df=104, p=.1059

Table 31: Responses to "I paid (pay) my bills on time"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	7 (7%)	2 (2%)
Disagree	28 (27%)	4 (4%)
Neither agree nor disagree	21 (20%)	8 (8%)
Agree	29 (28%)	54 (51%)
Strongly agree	20 (19%)	37 (35%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=0.89, SE=0.11, t=7.98, df=104, p<.0001

Table 32: Responses to "I knew (know) how much I needed (need) for my daily living expenses"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	7 (7%)	0
Disagree	26 (25%)	1 (1%)
Neither agree nor disagree	20 (19%)	4 (4%)
Agree	40 (38%)	64 (61%)
Strongly agree	12 (11%)	36 (34%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=1.06, SE=0.12, t=9.03, df=104, p<.0001

Table 33: Responses to "I often ran (run) short of money before my next pay was (is) due"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	7 (7%)	14 (13%)
Disagree	15 (14%)	38 (36%)
Neither agree nor disagree	19 (18%)	28 (27%)
Agree	39 (37%)	21 (20%)
Strongly agree	25 (24%)	4 (4%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=-0.92, SE=0.16, t=-5.93, df=104, p<.0001

Table 34: Responses to "Before I bought (buy) something I carefully considered (consider) whether I could (can) afford it"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	12 (11%)	1 (1%)
Disagree	28 (27%)	5 (5%)
Neither agree nor disagree	22 (21%)	6 (6%)
Agree	29 (28%)	51 (49%)
Strongly agree	14 (13%)	42 (40%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=1.17, SE=0.14, t=8.39, df=104, p<.0001

Developing life skills for a brighter future

Part-time community education worker and solo mother Chadley-Ann Ratu now feels financially confident after taking part in MoneyMinded – an outlook she hopes to pass on to her children.

A year ago, the fanciest meal that Chadley-Ann could afford for her and her two children was mince and rice, and she described her life as being equally as bland.

Now, because of budgeting skills she learnt after completing the MoneyMinded programme, she is able to make fettuccine and salads for her family while also putting aside money for her future.

"Before I was spending too much on things I wanted and not putting enough aside for what I needed. MoneyMinded taught me how to spend wisely, like buying things in bulk to save for later."

Chadley-Ann's concern for the day-to-day meant that future financial plans had to be placed on the back-burners.

Since MoneyMinded, Chadley-Ann has opened bank accounts for her children, and any money that is left over for the month now gets put aside for them. She has also signed herself and her children up to KiwiSaver.

"Our whole life has picked up and started anew. Where we are now, I just couldn't have imagined last year."

"It's a life skill that I would absolutely love to pass on to my children, which I think I'm doing."

"Being wiser with money has given me access to different luxuries that we never got to have before I took the course."

5.2.3 Financial management

Table 35: Responses to "I had (have) a financial goal to achieve in the next 12 months"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	20 (19%)	1 (1%)
Disagree	36 (34%)	2 (2%)
Neither agree nor disagree	16 (15%)	13 (12%)
Agree	26 (25%)	58 (55%)
Strongly agree	7 (7%)	31 (30%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=1.45, SE=0.13, t=11.03, df=104, p<.0001

Table 36: Responses to "I set longer term financial goals and tried (try) hard to achieve them"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	20 (19%)	0
Disagree	35 (33%)	3 (3%)
Neither agree nor disagree	17 (16%)	13 (12%)
Agree	29 (28%)	62 (59%)
Strongly agree	4 (4%)	27 (26%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=1.44, SE=0.12, t=11.60, df=104, p<.0001

Table 37: Responses to "I believed (believe) the way I managed (manage) my finances affected (affects) my future"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	11 (10%)	2 (2%)
Disagree	20 (19%)	6 (6%)
Neither agree nor disagree	22 (21%)	5 (5%)
Agree	41 (39%)	51 (49%)
Strongly agree	11 (10%)	41 (39%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=0.97, SE=0.14, t=7.16, df=104, p<.0001

Table 38: Responses to "I felt (feel) confident about making financial decisions"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	8 (8%)	0
Disagree	36 (34%)	1 (1%)
Neither agree nor disagree	24 (23%)	8 (8%)
Agree	32 (30%)	63 (60%)
Strongly agree	5 (5%)	33 (31%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=1.31, SE=0.10, t=12.61, df=104, p<.0001

Table 39: Responses to "I was (am) able to plan ahead"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	16 (15%)	0
Disagree	38 (36%)	0
Neither agree nor disagree	21 (20%)	5 (5%)
Agree	25 (24%)	62 (59%)
Strongly agree	5 (5%)	38 (36%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=1.65, SE=0.11, t=14.55, df=104, p<.0001

Table 40: Responses to "I had (have) strategies to be able to deal with financial problems"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	11 (10%)	2 (2%)
Disagree	39 (37%)	2 (2%)
Neither agree nor disagree	24 (23%)	13 (12%)
Agree	27 (26%)	65 (62%)
Strongly agree	4 (4%)	23 (22%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=1.25, SE=0.12, t=10.26, df=104, p<.0001

Table 41: Responses to "I knew (know) how to do my own budget"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	19 (18%)	1 (1%)
Disagree	34 (32%)	1 (1%)
Neither agree nor disagree	21 (20%)	6 (6%)
Agree	25 (24%)	54 (51%)
Strongly agree	6 (6%)	43 (41%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=1.64, SE=0.12, t=13.78, df=104, p<.0001

Table 42: Responses to "I knew (know) how to identify spending leaks"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	16 (15%)	0
Disagree	42 (40%)	0
Neither agree nor disagree	22 (21%)	8 (8%)
Agree	21 (20%)	57 (54%)
Strongly agree	4 (4%)	40 (38%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=1.73, SE=0.12, t=14.67, df=104, p<.0001

Table 43: Responses to "I knew (know) the difference between my needs and my wants"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	13 (12%)	0
Disagree	24 (23%)	0
Neither agree nor disagree	23 (22%)	2 (2%)
Agree	32 (30%)	48 (46%)
Strongly agree	13 (12%)	55 (52%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=1.43, SE=0.12, t=11.46, df=104, p<.0001

Table 44: Responses to "I knew (know) how to set goals"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	13 (12%)	1 (1%)
Disagree	33 (31%)	1 (1%)
Neither agree nor disagree	29 (28%)	3 (3%)
Agree	24 (23%)	61 (58%)
Strongly agree	6 (6%)	39 (37%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=1.51, SE=0.11, t=13.97, df=104, p<.0001

Table 45: Responses to "I found (find) it more satisfying to spend money than to save it for the long term"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	7 (7%)	19 (18%)
Disagree	29 (28%)	31 (30%)
Neither agree nor disagree	17 (16%)	17 (16%)
Agree	37 (35%)	27 (26%)
Strongly agree	15 (14%)	11 (10%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=-0.42, SE=0.17, t=-2.41, df=104, p=.0176

Table 46: Responses to "I was (am) able to cope with unexpected expenses"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	20 (19%)	0
Disagree	43 (41%)	3 (3%)
Neither agree nor disagree	20 (19%)	15 (14%)
Agree	19 (18%)	68 (65%)
Strongly agree	3 (3%)	19 (18%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=1.53, SE=0.11, t=14.05, df=104, p<.0001

5.2.4 Choosing appropriate financial products

Table 47: Responses to "When I shopped (shop) for products and services I spent (spend) time comparing prices and features"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	9 (9%)	0
Disagree	27 (26%)	1 (1%)
Neither agree nor disagree	22 (21%)	5 (5%)
Agree	36 (34%)	51 (49%)
Strongly agree	11 (10%)	48 (46%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=1.27, SE=0.11, t=11.09, df=104, p<.0001

Table 48: Responses to "I was (am) aware of where to get help to make good financial decisions"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	14 (13%)	0
Disagree	34 (32%)	1 (1%)
Neither agree nor disagree	26 (25%)	6 (6%)
Agree	27 (26%)	65 (62%)
Strongly agree	4 (4%)	33 (31%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=1.50, SE=0.12, t=12.83, df=104, p<.0001

5.2.5 Financial knowledge

Table 49: Responses to "I had (have) a good understanding of the different types of bank accounts available"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	18 (17%)	0
Disagree	35 (33%)	0
Neither agree nor disagree	26 (25%)	7 (7%)
Agree	24 (23%)	68 (65%)
Strongly agree	2 (2%)	30 (29%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=1.63, SE=0.11, t=14.78, df=104, p<.0001

Table 50: Responses to "I had (have) a good understanding of the different types of financial products (such as loans or savings products)"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	12 (11%)	0
Disagree	36 (34%)	2 (2%)
Neither agree nor disagree	25 (24%)	8 (8%)
Agree	30 (29%)	64 (61%)
Strongly agree	2 (2%)	31 (30%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=1.43, SE=0.11, t=13.42, df=104, p<.0001

Table 51: Responses to "When presented with a financial decision (e.g. how to purchase something) I knew (know) the right questions to ask"

	Before MoneyMinded Number (%)	After MoneyMinded Number (%)
Strongly disagree	16 (15%)	3 (3%)
Disagree	40 (38%)	0
Neither agree nor disagree	26 (25%)	10 (10%)
Agree	21 (20%)	62 (59%)
Strongly agree	2 (2%)	30 (29%)
Total	**105 (100%)**	**105 (100%)**

Paired t-test: Mean difference=1.55, SE=0.10, t=15.33, df=104, p<.0001

5.2.6 Non-financial benefits of MoneyMinded

Table 52: Responses to question 31

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree	Total
Since doing MoneyMinded, I feel less stressed about the future	1 (1%)	3 (3%)	10 (10%)	55 (52%)	36 (34%)	**105 (100%)**
Since doing MoneyMinded, I feel more confident in other aspects of my life	0	0	4 (4%)	56 (53%)	45 (43%)	**105 (100%)**
Since doing MoneyMinded, I feel I am able to better provide for my family	0	0	4 (4%)	52 (50%)	49 (47%)	**105 (100%)**
MoneyMinded gave me the opportunity to meet new people	0	0	14 (13%)	57 (54%)	34 (32%)	**105 (100%)**
I learned a lot from other participants in MoneyMinded	0	1 (1%)	7 (7%)	59 (56%)	38 (36%)	**105 (100%)**
MoneyMinded has helped me feel more connected with my community	0	2 (2%)	19 (18%)	50 (48%)	34 (32%)	**105 (100%)**

5.2.7 Actions following MoneyMinded

Table 53: Percentage of respondents performing various actions since completing MoneyMinded

	Number (%)
Changed bank accounts to ones that are more suited to your needs	26 (25%)
Accessed other financial services e.g. Internet Banking, KiwiSaver	49 (47%)
Encouraged your children and family members to save	94 (90%)
Shared anything else learned from the programme about money with family and friends	89 (85%)
Decided to save for your retirement if you get a job (e.g. KiwiSaver)	67 (64%)

"I've joined KiwiSaver and set up a direct debit for a weekly payment to go in."

5.2.8 Life satisfaction

Table 54: Summary of responses to "Before you did MoneyMinded how satisfied were you with your life as a whole?" and "Thinking about your own life and personal circumstances NOW, how satisfied are you with your life as a whole?"

	Min	Mean	Median	Max	Standard Deviation
Before MoneyMinded	0	4.71	5	10	2.34
After MoneyMinded	0	7.68	8	10	1.84

Paired t-test: Mean difference=2.96, SE=0.24, t=12.51, df=104, p<.0001

5.2.9 Significance tests for a difference before and after MoneyMinded

This table is a full record of our statistical tests. It shows statistically significant change in 33 out of 36 survey items (i.e. 92% of items). The column for 'mean differences' shows the extent of change on the 5-point scale for each item (and in the 10-point scale for life satisfaction). Only three items were not statistically significant: 'How did (do) you plan your savings and spending?', 'Money was (is) there to be spent', and 'I found (find) it more satisfying to spend money than to save it for the long term'.

Table 55: Significance tests for a difference in responses before and after MoneyMinded

Question	Mean difference	Statistically significant?
Keeping track, saving, and planning		
Which one of the following best describes how you personally kept (keep) track of your expenses	1.27	Significant
I had (have) money for emergencies and / or savings to cover my expenses [1]		Significant
Which of the following describes your saving behaviour? [2]	-1.08	Significant
How did (do) you generally make your savings deposits? [1]		Significant
Approximately how much did (do) you save per week?	1.39	Significant
In a typical month, how difficult was (is) it for you to cover your expenses and pay all your bills? [2]	-1.02	Significant
How did (do) you plan your savings and spending?	0.18	Not significant
How often did (do) you have money left over by the next pay day? [2]	-1.37	Significant
Day-to-day money management		
I felt (feel) confident in saying 'no' when family members asked for money and I was not able to help	0.78	Significant
I was (am) impulsive and bought things even when I couldn't (can't) really afford them [2]	-1.04	Significant
I bought (buy) things on credit rather than waiting and saving up [2]	-0.66	Significant
I was (am) organised with regard to managing my money	1.25	Significant
I was (am) more of a saver than a spender	1.45	Significant

1 Mean difference not applicable in this question but analysis of responses shows statistically significant change.

2 Due to the ordering of response options, a negative difference indicates improvement in savings behaviour.

Question	Mean difference	Statistically significant?
Money was (is) there to be spent [2]	-0.30	Not significant
I paid (pay) my bills on time	0.89	Significant
I knew (know) how much I needed (need) for my daily living expenses	1.06	Significant
I often ran (run) short of money before my next pay was (is) due [2]	-0.92	Significant
Before I bought (buy) something I carefully considered (consider) whether I could (can) afford it	1.17	Significant

Financial management

I had (have) a financial goal to achieve in the next 12 months	1.45	Significant
I set longer term financial goals and tried (try) hard to achieve them	1.44	Significant
I believed (believe) the way I managed (manage) my finances affected (affects) my future	0.97	Significant
I felt (feel) confident about making financial decisions	1.31	Significant
I was (am) able to plan ahead	1.65	Significant
I had (have) strategies to be able to deal with financial problems	1.25	Significant
I knew (know) how to do my own budget	1.64	Significant
I knew (know) how to identify spending leaks	1.73	Significant
I knew (know) the difference between my needs and my wants	1.43	Significant
I knew (know) how to set goals	1.51	Significant
I found (find) it more satisfying to spend money than to save it for the long term [2]	-0.42	Not significant
I was (am) able to cope with unexpected expenses	1.53	Significant

Choosing appropriate financial products

When I shopped (shop) for products and services I spent (spend) time comparing prices and features	1.27	Significant
I was (am) aware of where to get help to make good financial decisions	1.50	Significant

Financial knowledge

I had (have) a good understanding of the different types of bank accounts available	1.63	Significant
I had (have) a good understanding of the different types of financial products (such as loans or savings products)	1.43	Significant
When presented with a financial decision (e.g. how to purchase something) I knew (know) the right questions to ask	1.55	Significant

Life satisfaction	2.96	Significant

5.3 Who reports most change in their financial behaviour?

5.3.1 Detrimental financial behaviour

Outcome / dependent variable

Factor analysis was used to identify a set of items representing detrimental financial behaviour. A 'before MoneyMinded' composite variable was created by taking the average of the following items:

- I was impulsive and bought things even when I couldn't really afford them
- I bought things on credit rather than waiting and saving up
- Money was there to be spent
- I often ran short of money before my next pay was due.

An 'after MoneyMinded' composite variable was created by taking the average of the following items:

- I am impulsive and buy things even when I can't really afford them
- I buy things on credit rather than waiting and saving up

- Money is there to be spent
- I often run short of money before my next pay is due.

In statistical terms, these composite scales have satisfactory reliability. The change in detrimental financial behaviour was calculated by subtracting the score after from the score before MoneyMinded, and this was used as the dependent variable in the regression analysis.

Because these items are negatively worded, a negative difference indicates an improvement in financial behaviour. It indicates less impulsiveness, buying less often on credit, exhibiting less of the attitude that "money is there to be spent", and not running short of money as often. Overall, participants report a statistically significant reduction in detrimental financial behaviours (Table 56).

Table 56: Summary statistics for financial behaviour

	Min	Mean	Median	Max	Standard deviation
Before MoneyMinded	1.25	3.21	3.25	5.00	0.89
After MoneyMinded	1.00	2.48	2.50	5.00	0.85

Paired t-test: Mean difference= -0.73, SE=0.12, t=-6.27, df=104, p<.0001

Final model

The regression model (n=101) explained 27.8% of the variability in detrimental financial behaviour (R-squared=0.278). The largest factors explaining change in behaviour are the regularity of difficult-to-meet expenses, followed by income level, followed by age (Table 57).

Table 57: Variables significantly related to a change in detrimental financial behaviour

Variable	Contribution to R^2
Regularity of difficult-to-meet expenses	0.166
Income	0.082
Age	0.030

Regularity of difficult-to-meet expenses

Those participants who more often had difficult-to-meet expenses reported the greatest decrease in detrimental financial behaviours, i.e. this is the group whose financial behaviour most improved. A possible explanation here is that MoneyMinded provided a structured way of completing a budget, which helped participants to identify, and prepare for, their major expenses. Those participants who never had difficult-to-meet expenses had significantly smaller changes in detrimental behaviour than those who had difficult-to-meet expenses 'not very often' (p=.0005) and 'regularly' or 'a lot' (p=.0002). This suggests that those who had been experiencing the greatest problems with difficult-to-meet expenses benefited the most from MoneyMinded.

Table 58: Model predicted mean change in detrimental financial behaviour by regularity of difficult-to-meet expenses

Regularity of difficult-to-meet expenses	Mean change in detrimental financial behaviour	95% Confidence interval	
Not at all	0.32	-0.25	0.90
Not very often	-0.83	-1.10	-0.57
Regularly or a lot	-1.08	-1.53	-0.63

Income

People of all income levels reported less negative behaviour after MoneyMinded but those with incomes between $25,000 per year and $45,000 per year reported the greatest decrease in detrimental financial behaviour. This group's improvement was significantly better than those in the $7,000-$15,000 group (p=.0022) and those in the $15,001-$25,000 group (p=.0167). This suggests that those with a better income have a greater capacity to make positive changes in their behaviour.

Table 59: Model predicted mean change in detrimental financial behaviour by income

Income	Mean change in detrimental financial behaviour	95% Confidence interval	
$7,000–$15,000	-0.47	-0.81	-0.13
$15,001–$25,000	-0.72	-1.05	-0.39
$25,001–$45,000	-1.55	-2.13	-0.96
Over $45,000	-0.69	-1.44	0.07

"I've told my kids to hold back on buying things they just want, as opposed to the things they need. I say 'do you really want to spend your money on buying that chocolate bar? Why don't you save that money and have the chocolate in the pantry?' It's just about starting them off small."

Age

All age groups reported a decrease in detrimental financial behaviour but the younger participants made greater improvements than the older ones. For every additional year of age, the change in financial behaviour decreased by 0.02 units. For convenience, we have organised the data into intervals in Table 60. This suggests that the older participants had gained more disciplined financial habits from their life experience prior to MoneyMinded and that the younger ones had more to gain from the programme.

Table 60: Model predicted mean change in detrimental financial behaviour by age

Age range	Mean change in detrimental financial behaviour	95% Confidence interval	
17–20 years	-1.23	-1.83	-0.62
21–30 years	-1.07	-1.56	-0.59
31–40 years	-0.83	-1.20	-0.46
41–50 years	-0.60	-1.00	-0.21
51–64 years	-0.31	-0.88	0.26

Means calculated at the midpoints of the age range: 18.5, 25.5, 35.5, 45.5, 57.5.

The effect of financial behaviour before MoneyMinded

It is important to note that those with a low level of detrimental financial behaviour before doing MoneyMinded did not have the same potential for improvement as those with higher levels of detrimental financial behaviour. Younger participants and those with a greater frequency of difficult-to-meet expenses were more likely to have detrimental financial behaviours prior to MoneyMinded and so had the greatest scope for improvement.

6. Conclusions

The overall picture in this evaluation of MoneyMinded is very positive. The 105 participants provide a very strong endorsement of MoneyMinded's impacts on their financial understanding and behaviour. Statistical analysis confirms a wide range of significant improvements.

Of particular note are the findings that 82% now report having money set aside for emergencies and around half are saving a set amount on a regular basis instead of one in five prior to MoneyMinded. Understanding of how to manage bank accounts has improved, and skills have been developed in identifying spending leaks, in budgeting, and in keeping track of one's finances. The programme has encouraged participants to think about the fees that certain kinds of bank account, or types of financial behaviour, generate. A quarter of participants have changed their bank accounts as a result of the programme and 53% now have a savings account.

People of all income levels say that they have made positive change in their financial behaviour as a result of MoneyMinded. The programme has contributed to greater confidence and lower stress, and is having beneficial impacts on family members and friends. Those participants who had been experiencing the greatest problems with difficult-to-meet expenses, those with an income between $25,000 and $45,000, and the younger participants report the greatest improvements in their financial behaviour.