

SUPERANNUATION SENTIMENT INDEX 2014 INFOGRAPHIC

A measure for how engaged Australians are with their superannuation.

SENTIMENT HAS IMPROVED SINCE 2013

POSITIVE INFLUENCES:

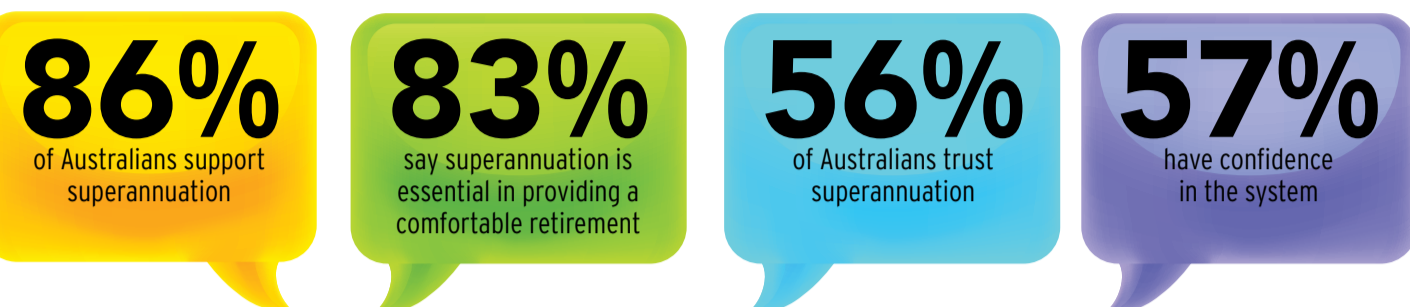
- Double digit growth of funds
- Trust, pride and confidence in superannuation
- Favourability of superannuation

NEGATIVE INFLUENCES:

- Judgment of value from fees
- Support for the current system
- Fund transparency

	2013	2014	CHANGE
Total Index (average of ratings below)	103	105	3
Performance (returns) of own fund this year	114	121	7
Better or worse performance than last year	103	102	-1
Judgement of value from fees	92	87	-5
Favourable opinion of sector	101	107	6
Have trust in super	100	106	6
NOT too many changes in system	71	70	-1
Have confidence in system	99	107	8
Provides stability and certainty	103	114	11
Something to be proud of	105	111	6
Essential in comfortable retirement	134	133	-1
Funds ARE transparent enough	70	67	-3
Support for Australia's super system	139	136	-3

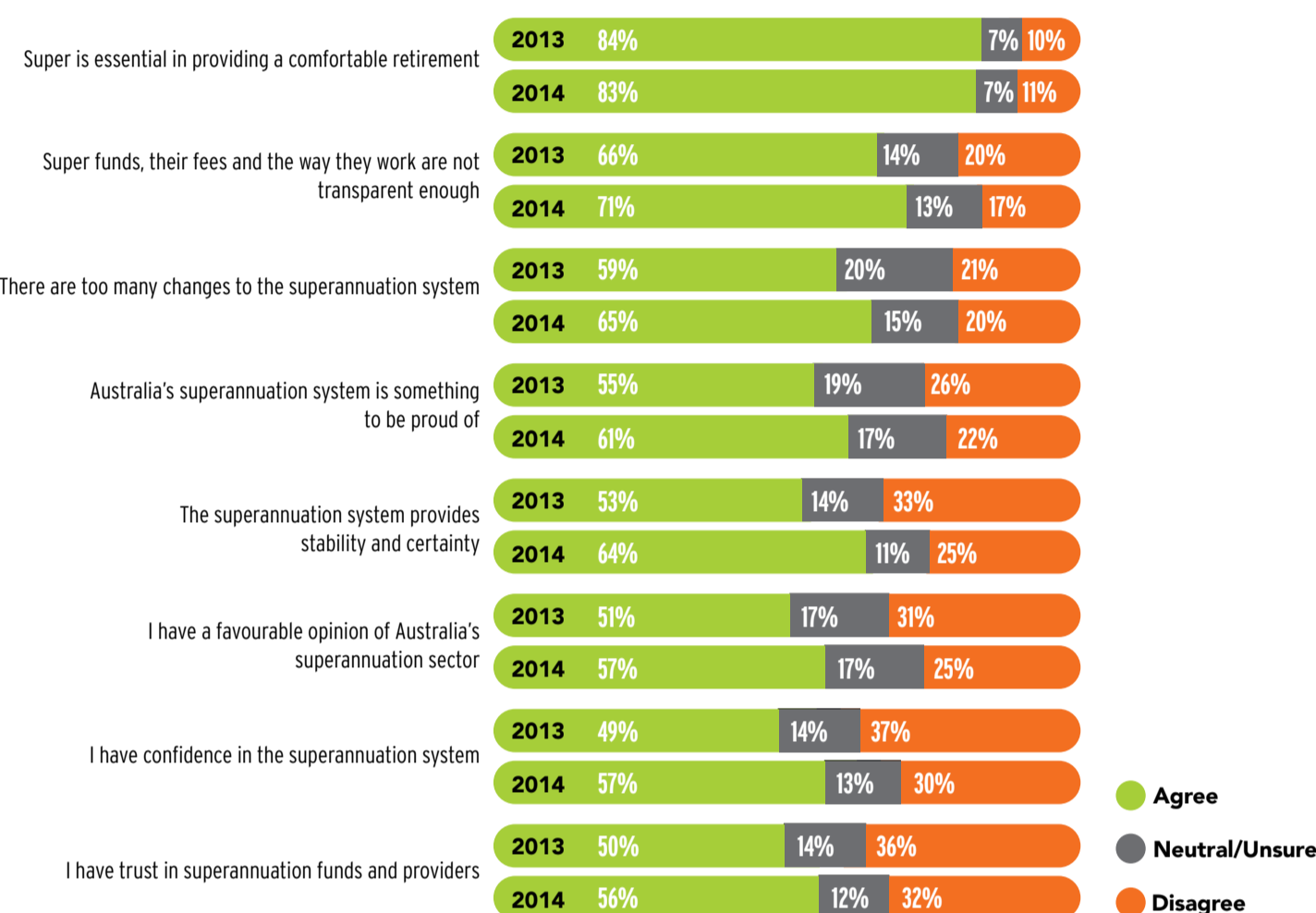
MAJORITY SUPPORT SUPERANNUATION



But there are concerns over fees and transparency.

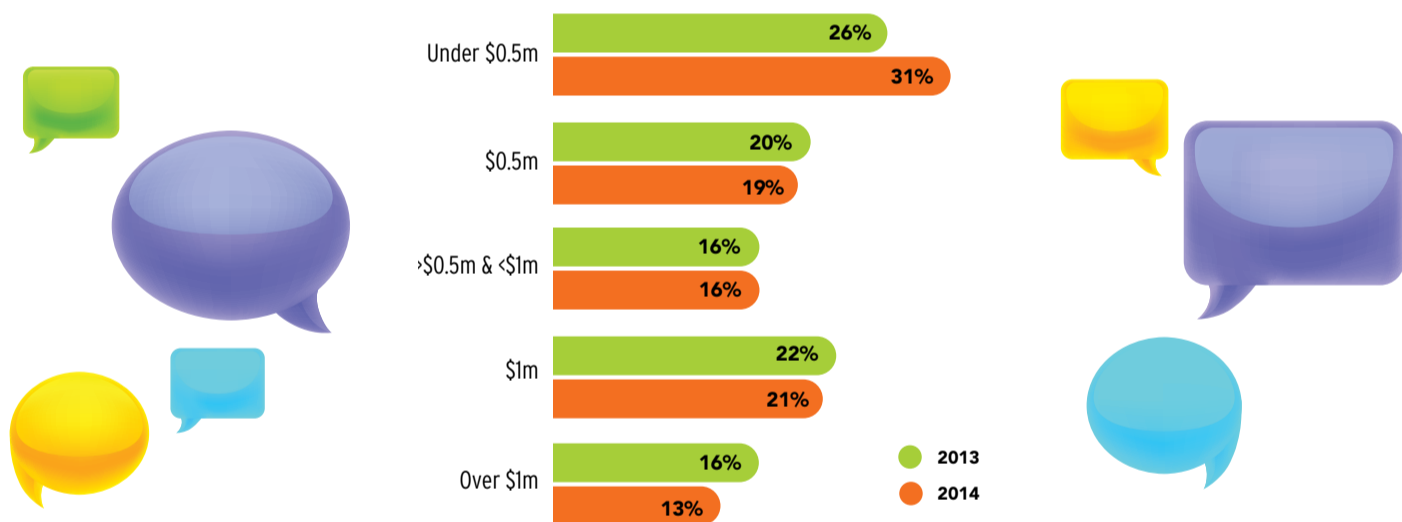


WHAT CONSUMERS SAID



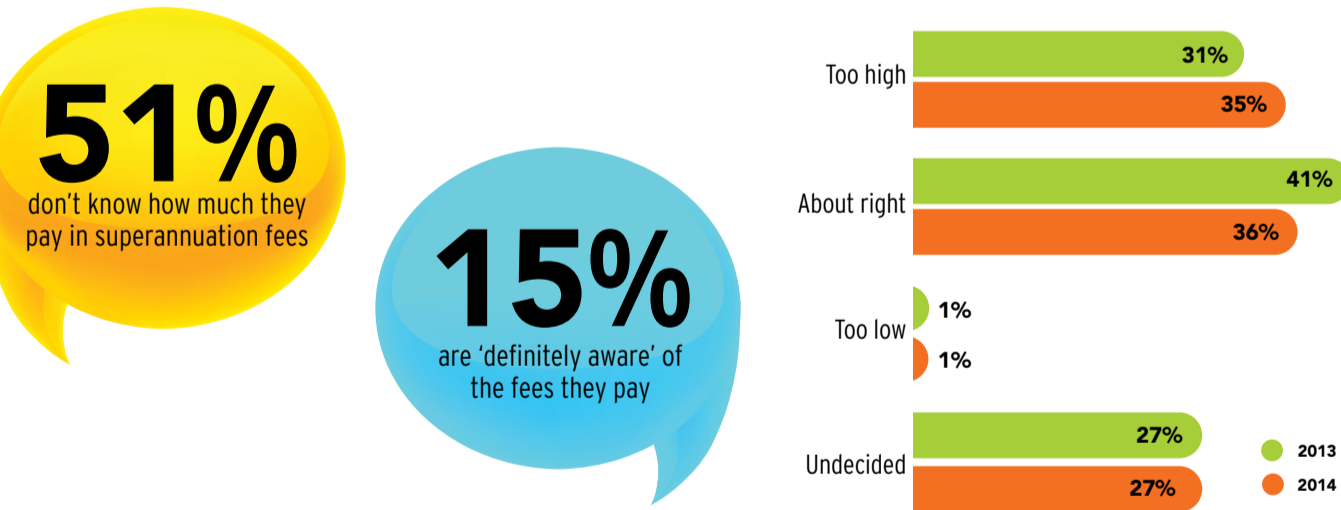
HOW MUCH CONSUMERS THINK THEY NEED FOR RETIREMENT

Confidence in superannuation providing a comfortable retirement has increased.



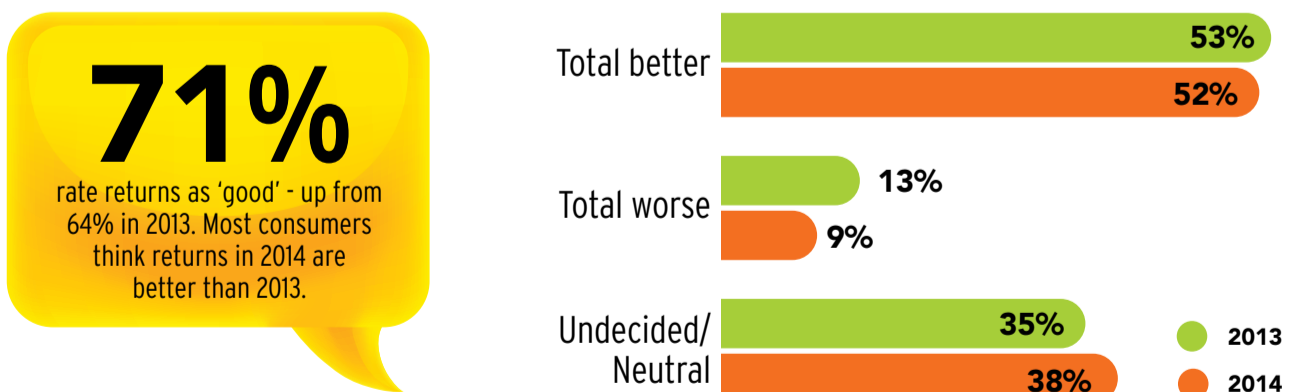
FEES

Awareness of fees paid correlates with age and type of fund – younger working people with 'traditional' super funds are unaware of their fees. Those nearing retirement with SMSFs were much more aware.



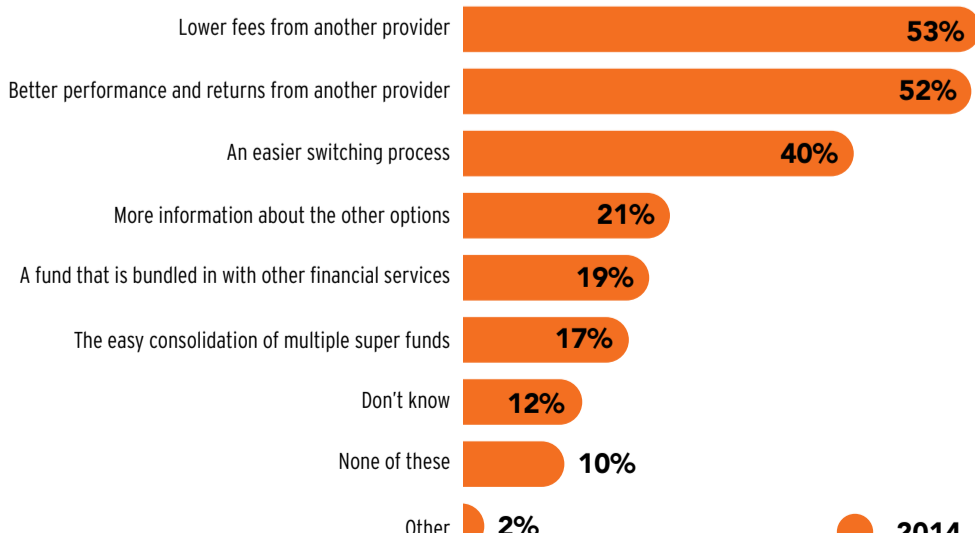
PERFORMANCE

Perceptions of Superfund performance are trending upward.



FACTORS THAT WOULD ENCOURAGE CONSUMERS TO CHANGE FUNDS

Fees and fund performance are key.



Click to download the report **FSC-ING Direct Superannuation Sentiment Index 2014** and join the conversation **#SuperIndex14**

RESEARCH METHODOLOGY

The research was conducted in two stages: a large national quantitative survey; and qualitative focus groups to determine opinion and behaviours. The national survey of 1,000 working Australians with superannuation was conducted between 14-20 July 2014. Four focus groups were held in Sydney on 10 July 2014 comprising 8-10 working people with superannuation.