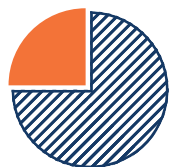


Let's get some facts straight



6 IN 10

retail fund members say they are confident about financial matters **AND** pay close attention to their super.



But...
One Quarter

of those who 'chose' retail were actually encouraged to join the fund by their employer.

MORE THAN HALF

of retail fund customers think they have to work in a specific industry to join an industry fund.

Despite the evidence

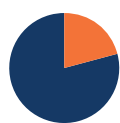


ONE IN THREE are sceptical that industry funds outperform retail.

MORE THAN HALF are confused about the difference between industry and retail funds:



This includes:



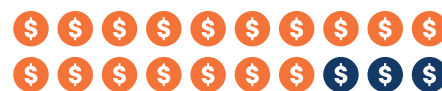
21%
of AMP customers



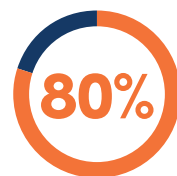
29%
of ANZ customers



20%
of BT Super customers



WHILE 85%

 of retail fund members thinking their fund's returns are either the same or better than industry funds.

of retail fund customers want to be able to easily check their balance.

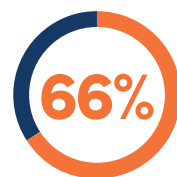
3 IN 10



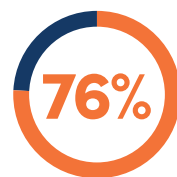
retail customers think there is no point looking at past returns to assess performance.

WHILE 43%

say they pay more attention to how their balance is growing than their returns.



want an easy switching process.



want clear information on where their information is invested.

When the choice about super is based on misinformation then is this really a choice at all?

Real choice in super requires real, independent, accessible and relevant information so we can all get our facts straight.

