

Engaging All New Zealanders survey report

Children in New Zealand Communities 2022

Acknowledgements

This report was produced by NielsenIQ on behalf of Oranga Tamariki.

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Contents

- Introduction.....4
- Key Findings and Implications10
- Key measures - all respondents 12
- Key measures – Māori respondents 13
- Key measures – Pacific respondents 14
- Raising awareness..... 15
- Creating a sense of responsibility 16
- Providing support and acting when necessary 17
- Focus area 1: Raising awareness 18
- Focus area 2: Creating a sense of responsibility30
- Focus area 3: Shifting attitudes and social norms36
- Focus area 4: Taking action39
- Current sources of information about children42
- Hear Me See Me Campaign47
- Appendices.....50



Introduction

The Children in New Zealand Communities Survey provides information about the attitudes and behaviours of the New Zealand public towards children and young people ‘at risk’ of not thriving.

This survey was a nationwide survey of New Zealand residents aged 18 years and over, using a mix of self-completion methods. A total of 1,597 people completed this survey between 17 February and 25 April 2022. Detailed information about the survey approach and sample profile can be found in the appendices of this report.

Background

In 2015, the Minister for Social Development established an Expert Advisory Panel to undertake a comprehensive review of Child, Youth and Family (CYF). The final report from this panel identified Engaging all New Zealanders (now disbanded and merged with the Oranga Tamariki communications team) as a building block for the new system of care and protection of vulnerable children.

The purpose of Engaging all New Zealanders team was to raise awareness and create a sense of responsibility, to shift attitudes and social norms and to encourage everyone to take action for the wellbeing of vulnerable children and young people.

To achieve this, Oranga Tamariki aims to improve its understanding of New Zealanders’ beliefs, opinions, attitudes and behaviours regarding child and youth vulnerability.

The 2022 survey reported here follows two previous surveys, one in 2017 and the other in 2019, and the formative research undertaken in March 2017 by EY Sweeney.

Objectives

The Children in New Zealand Communities survey aims to:

- Measure and understand public awareness of the current state of child wellbeing in New Zealand (i.e., do people think there is a problem or not?)
- Measure public awareness of what child and youth vulnerability (and wellbeing) looks like
- Measure public attitudes and understanding around the causes and implications of child vulnerability
- Understand and measure who is perceived to be responsible for the wellbeing of children and young people
- Identify barriers and motivations to acting
- Understand how widespread action-taking behaviours are to support wellbeing and/or prevent vulnerability.

What has changed in Aotearoa New Zealand between 2019 and 2022

A focus of this report is to consider whether understanding and attitudes have changed since the previous survey took place in 2019.

Changes in survey results should be considered in the context of societal, environmental and other changes that have occurred since 2019.

Some of the important contextual considerations are:

- **COVID-19 pandemic:** the impact the pandemic has had on mental health and, particularly, the mental health of children and young people is of particular relevance. Also of note was the emphasis on community/team/being kind throughout the pandemic that may have influenced attitudes.
- **Cost of living:** the increase in inflation/increased cost of living may also have influenced attitudes.
- **Policy:** since 2019 there has been considerable activity (and publicity) in the policy/review space relating to Oranga Tamariki and how Aotearoa New Zealand cares for children and young people, including the work of the Ministerial Advisory Board for Oranga Tamariki and policy changes to ensure government agencies work more closely with communities.

While the survey measures what has changed, this context helps provide insight into why some measures have changed. These should be taken into account in the interpretation of results.

Notes to the report

Weighting

The findings in this report were weighted to the total New Zealand population according to region, age, gender and ethnicity using 2018 Census data.

Response rate

Overall response rate (main approach): 16.0%.

Māori response rate (main approach): 18.7%.

Margin of error

Margin of error: Total sample: $\pm 2.5\%$; Māori: $\pm 4.0\%$; Pacific: $\pm 6.7\%$.

Rounding

In some cases, total percentages may not add up exactly to the individual response categories due to rounding.

Subgroups

All subgroup differences mentioned in this report are statistically significant at the 95% confidence level. This means there is a 95% chance the difference is a true difference in the population and not due to random sampling variation.

When subgroup differences are mentioned, the results discussed are always in comparison with the overall/total result (that is, all those who answered the question) unless stated otherwise.

Sub-groups considered in analysis include ethnicity, gender, age, New Zealand Deprivation Index, and proximity to (contact with) 'at-risk' families/children. There is overlap between various demographic factors. For example, some ethnic groups are more likely to live in larger households. Therefore, it is not always possible to be definitive about whether a difference in attitude relates more to cultural factors or to other factors such as deprivation or household composition.

Key survey definitions

Community

Any key group that a child or young person is involved with and has something in common with (e.g. neighbourhood where they live, church community, sports community, a marae, an online community)

Parent

A person who is a child's mother or father, or acts as the child's mother or father (this includes foster parents, permanent caregivers).

Children and young people

These terms were respondent-defined. Oranga Tamaki considers young people to be all those up to and including age 24 years old.

Vulnerable children

The concept of vulnerability was positioned in the questionnaire as 'at risk' of not thriving.

Complete questionnaire

Complete questionnaires were those where respondents completed questions up to and including Q21 (Q31) (ethnicity).

Proximity to 'at-risk' families or children

Those who answered a lot, some, or a little when asked at Q13.



Key findings and implications

What has changed between 2019 and 2022?

More New Zealanders think the country is [doing a worse job at caring for children](#)

In 2022, 36% felt the country was getting worse / much worse, compared with 28% in 2019. This could reflect real trends in childcare, or publicity and awareness of social issues regarding the care of children may have heightened people's consciousness.

An increase in the prominence of the [cost of living and mental health issues](#) as contributors to vulnerability

Cost of living and mental health issues have increased in prominence as factors identified as contributors to vulnerability in 2022, noting that the three most prominent issues (poverty, poor parenting/home environment, and education) remain the same as in 2019.

More people [consider connections to be important](#) in helping children and young people to thrive

In 2022, more identify strong connections to community (72% cf. 62% in 2019), strong connections to culture or heritage (67% cf. 57% in 2019) and being involved in enjoyable things (87% cf. 80% in 2019) as very / extremely important for children and young people to thrive. However, these continue to be seen as secondary to other factors, like having basic needs met, being loved and having a safe, stable home environment.

A strengthening of the concept of [shared responsibility](#) (back to 2017 levels)

In 2022, there were three increases relating to the responsibility for caring for children; namely the proportion who feel that:

- Parents should take full responsibility and not depend on others (up to 63% from 57% in 2019)
- Government should take more responsibility (up to 56% from 49% in 2019)
- Personal responsibility for children they don't know personally (up to 47% cf. 42% in 2019).

While all three measures are more similar to the results from 2017 rather than incremental changes year-on-year, they nevertheless suggest a strengthening of the concept of shared responsibility compared with three years ago.

Key measures – all respondents

Public opinion

27% think we're **getting better at caring for children** and young people (down from 37% in 2019)

Responsibility for children

70% agree that **everyone has a responsibility to care for children** and young people in their community (no change from 2019)

47% agree they **feel a personal responsibility to support the children** and young people in their communities that they don't know personally (**up from 42%** in 2019)

67% think that having strong connections to their **culture or heritage is very or extremely important** (up from 57% in 2019)

Support

47% **disagree they would feel embarrassed** or ashamed if someone offered support or care for their child (no change from 2019)

57% agree they **would like to do more** for the children and young people in their community who need support (not asked in 2019)

*All changes reported on this page are **statistically significant** when compared to the results since 2019*

Key measures – Māori respondents

Public opinion

30% think we're **getting better at caring for children** and young people (no change from 2019)

Responsibility for children

75% agree that **everyone has a responsibility to care for children** and young people in their community (no change from 2019)

56% agree they **feel a personal responsibility to support the children** and young people in their communities that they don't know personally (no change from 2019)

79% think that having strong connections to their **culture or heritage is very or extremely important** (no change from 2019)

Support

19% **disagree they would feel embarrassed** or ashamed if someone offered support or care for their child (no change from 2019)

65% agree they **would like to do more** for the children and young people in their community who need support (not asked in 2019)

Key measures – Pacific respondents

Public opinion

35% think we're **getting better at caring for children** and young people (no change from 2019)

Responsibility for children

77% agree that **everyone has a responsibility to care for children** and young people in their community (no change from 2019)

63% agree they **feel a personal responsibility to support the children** and young people in their communities that they don't know personally (no change from 2019)

83% think that having strong connections to their **culture or heritage is very or extremely important** (no change from 2019)

Support

38% **disagree they would feel embarrassed** or ashamed if someone offered support or care for their child (no change from 2019)

73% agree they **would like to do more** for the children and young people in their community who need support (not asked in 2019)

Raising awareness

Raising awareness of the potential held by children and young people in care (and at risk of not thriving) as well as the factors that either threaten or support their potential.

Does New Zealand have a problem or not?

There is considerable room for improvement in how we care for children and young people, with 22% saying New Zealand is doing a bad job and another 31% indicating that New Zealand is doing neither a good nor a bad job.

Are we aware of the contributors to vulnerability?

There is reasonable awareness of the contributors to vulnerability. The most prevalent themes are poverty, poor parenting/home environment, and education issues. Opinions about this have not changed markedly from previous surveys.

Are we aware of the contributors to wellbeing?

This research confirms that people understand that multiple factors are important for the wellbeing of children and young people. Being loved, having a safe, stable home environment and having basic needs met were most acknowledged as being of **extreme** importance.

Creating a sense of responsibility

New Zealanders will be more likely to take supportive actions if they feel a strong sense of responsibility - that we all have a part to play in contributing to the wellbeing of children and young people.

Do we accept and share this vision?

For the most part, we accept and share this vision. 70% agree that everyone in a community has a responsibility to care for its children and young people. Views have not changed since 2019.

Do we accept personal responsibility?

Almost everyone feels a responsibility towards children and young people they know personally.

This is not the case for children and young people they do not personally know, although the proportion saying they feel responsibility has increased from 42% in 2019 to 47%.

Who should take responsibility for the care of their children?

Responsibility for the care of children was more often seen to be in the hands of whānau and the wider community than in only the parents' hands.

Providing support and acting when necessary

Shifting attitudes and social norms

Raising awareness of the potential held by children and young people in care (and at risk) and their families. This includes young people who may have offended.

What are people's attitudes in relation to providing support for children and young people?

57% would like to do more for the children and young people in their community who need support.

27% of people indicate they would feel shame or embarrassment if someone offered support or care for their child.

What are people's attitudes towards young people who have been in trouble with the law and may have a criminal past?

Opinion is evenly split on whether there should be harsher penalties for young people who break the law.

Taking action

Motivate New Zealanders to do what they can to support children and young people.

Of those who have been in a situation where they were worried about a child (other than their own), 72% have done something and/or spoken to someone about it. The most common interventions have involved providing practical support, providing support for mental or emotional health concerns, or doing something to help a child reach his/her full potential.



Focus area 1: Raising awareness

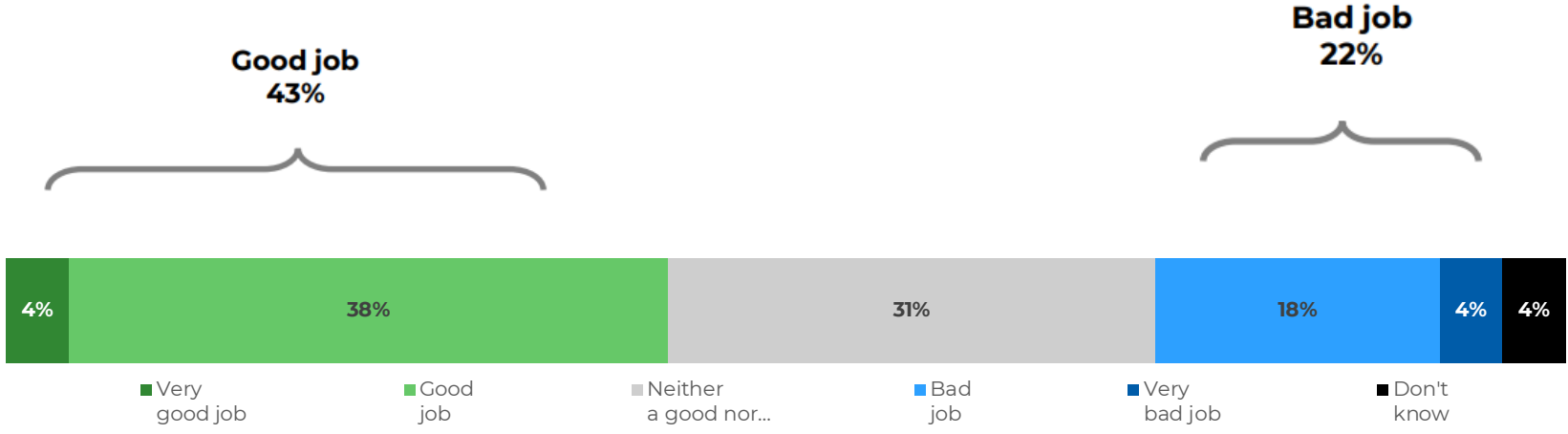
Raising awareness of the potential held by children and young people in care (and at risk) as well as the factors that either threaten or support their potential.

More people think Aotearoa New Zealand is doing a good job than a bad job of caring for children

In 2022, **43%** of New Zealanders feel Aotearoa New Zealand is doing a **good job overall** when it comes to caring for children and young people.

Just 4% think Aotearoa is doing a *very good* job at caring for children and young people.

Māori and Pacific peoples are more likely to think Aotearoa is doing a bad job at caring for children and young people (25% and 28% cf. 22% overall).



Q1. Overall, some people feel that Aotearoa New Zealand is doing a good job when it comes to caring for our children and young people, while others feel that we are doing a bad job. Overall do you think Aotearoa New Zealand is doing a ...

*Note: the answer categories have been altered in 2022 - 'quite a good job' and 'quite a bad job' were not offered in 2022, therefore results are not directly comparable to previous years.

Base: All respondents, includes don't know (n=1593)

Overall, people think Aotearoa New Zealand is getting worse at caring for children

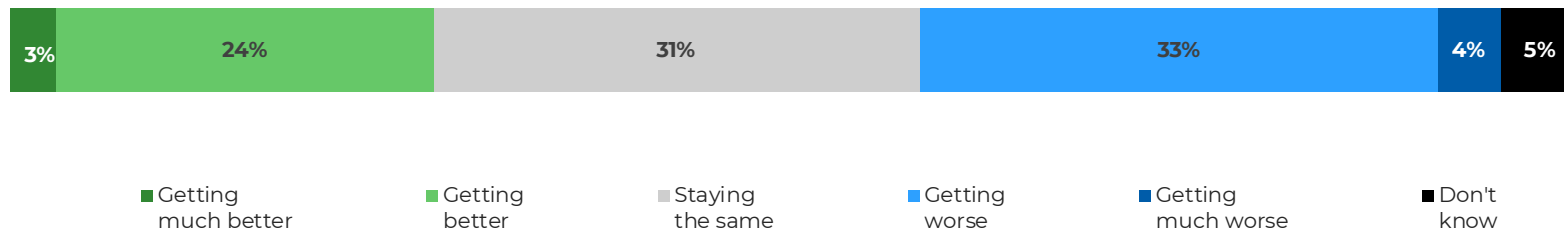
People's perceptions of progress are less positive than in 2019.

The proportion of people feeling that Aotearoa is **getting better** in how we care for children and young people has **decreased**, from 37% in 2019 to 27% in 2022.

Conversely, the proportion feeling that we are **getting worse in some way** has **increased**, from 28% to 36%.

Those more likely to think things are *getting better* are young people 18 to 24 years (38% cf. 27% total sample) and Pacific peoples (35%).

Those more likely to think things are *getting worse* are those aged 60 to 69 years (45% cf. 36% total sample, NZ Europeans (40%) and those who have had at least a little contact with at-risk families (39%).



Q2. While you may or may not feel New Zealand Aotearoa is doing a good job at present, overall, do you feel we are getting better or getting worse in terms of how we are caring for children and young people?

Base: All respondents, includes don't know (n=1594)

All changes reported on this page are **statistically significant**

More New Zealanders have had contact with children or young people at risk. Māori are more likely to have had contact

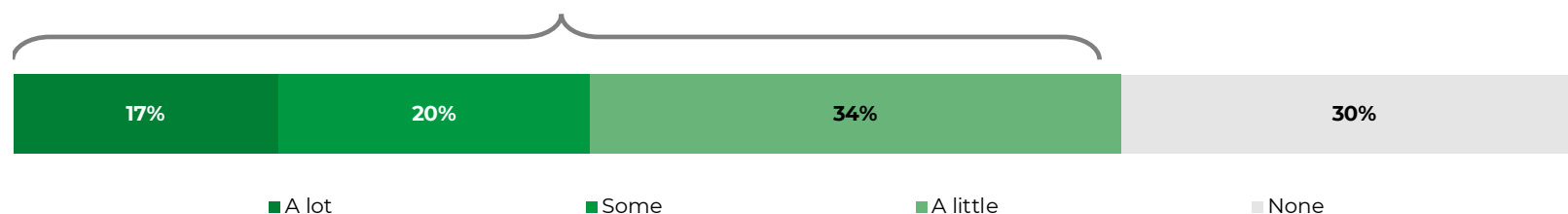
70% of New Zealanders feel they have had **at least a little contact or involvement with families, children or young people experiencing problems that might put them 'at risk'**.

This is significantly **higher** than in 2019 (63%). The main driver of this increase is a higher proportion of people who have had a lot of contact (17% in 2022 cf. 11% in 2019).

Māori (88%) and Pacific peoples (78%) are more likely to have had *at least a little contact* with at-risk families, children and/or young people compared with the New Zealand total (70%). Among Māori, 31% indicate they have had *a lot of contact* with at-risk families, children and/or young people.

Those living in the most deprived areas in New Zealand (Quintile 5 areas) are more likely to say they have had at least a little contact with at-risk families, children and/or young people (77%), with 25% indicating they have had *a lot of contact*.

At least a little contact with at-risk families, children and/or young people - 70% ^



Q13. Some things that might put a child or young person 'at risk' include a family struggling to pay for basic needs such as food and housing, an unhappy or unstable home environment, or serious health or learning problems that are not being properly dealt with. How much personal contact or involvement have you had with families, children or young people experiencing these or other problems that might put them at risk?

Base: All respondents (n=1593)

All time period changes reported on this page are **statistically significant**

Reasons why children don't thrive

Poor parenting or a poor home environment was thought to be the largest contributor to children not thriving, with cost of living, lack of housing, mental health, and growing inequality gaining prominence in 2022.

When asked on an unprompted basis, almost everyone (98%) could spontaneously identify at least one factor they thought contributed to children and young people not thriving as much as they should. As in 2019, the most prevalent themes relate to poor parenting/home environment and to poverty.

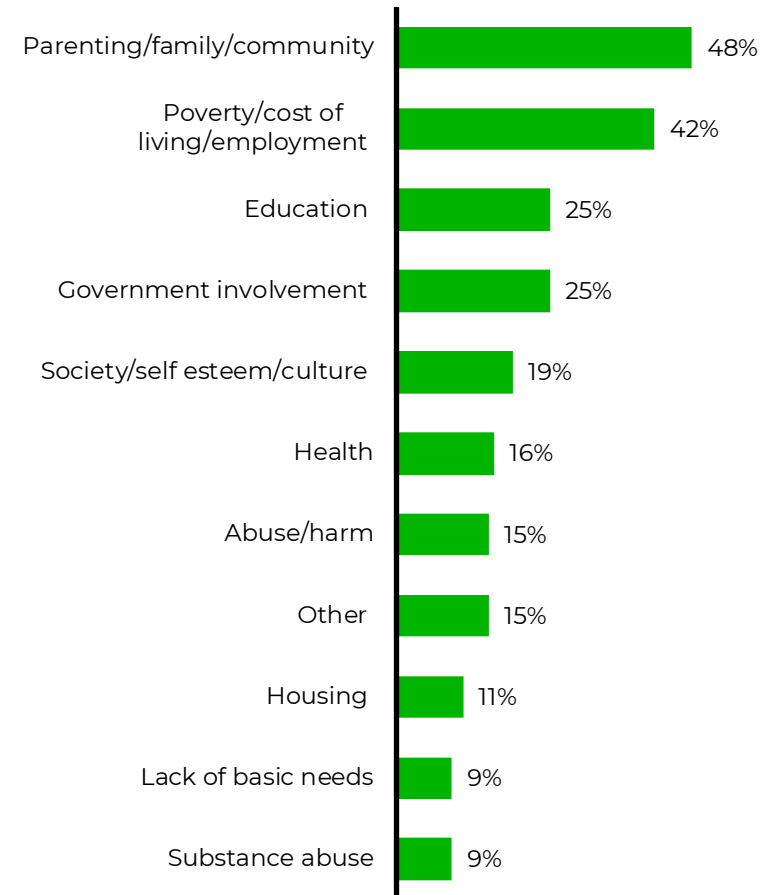
In 2022, some issues have increased in prominence in the minds of New Zealanders, including issues relating to the high cost of living, mental health, lack of housing and growing inequality. In particular, the proportion mentioning issues associated with a high cost of living has doubled, as has the proportion identifying mental health as an issue.

In 2019, poor parenting was the most frequently mentioned theme at 37%. While still one of the most common themes, the proportion mentioning this theme has decreased in 2022, with poverty/cost of living concerns overtaking it.

Q3. What do you think are the main things that result in some children and young people in New Zealand not thriving as much as they should?

Respondents wrote down comments verbatim – these have been coded into themes, and then the themes grouped into topics. Full details in Appendix 3, pg 72-73.

Base: All respondents (n=1563)



What was said about the factors which contribute to a lack of thriving by children

“They get handled and passed around and even put into homes away from their siblings and it's hard to find themselves they turn into adults with the same issues as their parents and can feel unwanted.” Māori, female

“The cost of living. Parents are facing choosing between raising their children and putting food on the table.” Māori, female

“If parents cannot thrive in the current environment the children can't thrive. The majority of parents are not available because both have to work to survive. They often do not have the coping mechanisms to raise their children. When the parents aren't equipped, this often manifests as anxiety and or violence.” NZ European, female

“I'm on the frontline, working as a social worker for 20 years. Our babies are lost and so are their parents. As a result, we are seeing an increase in family harm, poor social outcomes for our most vulnerable. There is deep healing that needs to occur but how do you mandate that? You can throw as many 'strategies' as you like at things but until we start to increase people's insight and get to the actual heart of the matter, we are pushing it up hill. Our babies are entering gangs, reliving trauma, going on to traumatise others and continuing the very cycles that hurt their own parents and themselves.” Māori, female

“A lot of youth are disconnected and don't know their whakapapa and where they come from resulting in more gang recruitments and violence.” Māori, female

“Children growing up in homes that are full of adult stress and adults who struggle to keep up with the multiple demands and imposed regulations that are related to the cost of living.” Māori, female

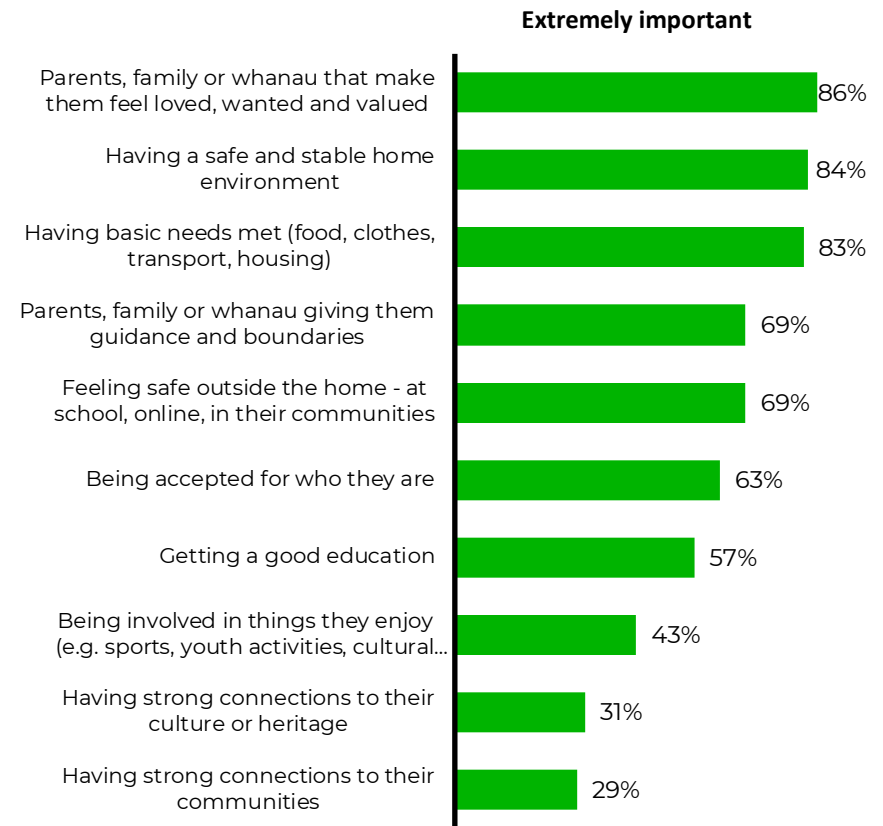
“Providing equal opportunity in schools where funding and social-economic status can influence the delivery of education, such as digital device, family care and the ability to be fed well in school.” Other ethnicity, Male

People identified multiple factors as being extremely important for children's wellbeing

Respondents rated how important they thought each of 10 factors* were in affecting how well children and young people thrive. All aspects are considered important to some extent by all, or almost all, respondents. To identify the aspects seen to be of higher importance, this analysis focuses on aspects rated as *extremely important*.

Being loved, having a safe and stable home environment, and having basic needs met are most frequently acknowledged as being of extreme importance. Having strong connections to their communities has the lowest proportion of respondents rating it as *extremely important*.

In 2022, a number of factors are now seen to be *extremely important* by higher proportions of respondents, including feeling loved (from 82% in 2019 to 86% in 2022), having basic needs met (from 79% to 83%) and being given boundaries (from 64% to 69%). While less prominent, there appears to be increased importance attached to the contributions of strong connections in culture, heritage and community towards children and young people thriving.



Q4. Here is a list of some things that can affect how well children and young people thrive. ... We want to know which ones you think are the most important.

*Note in 2019, a list of 22 factors was presented to respondents. The reduced number of factors in 2022 may have had some influence on responses, so caution should be applied.

Base: All respondents (n=1594-1596)

Nurture and stability were seen as important by nearly all respondents

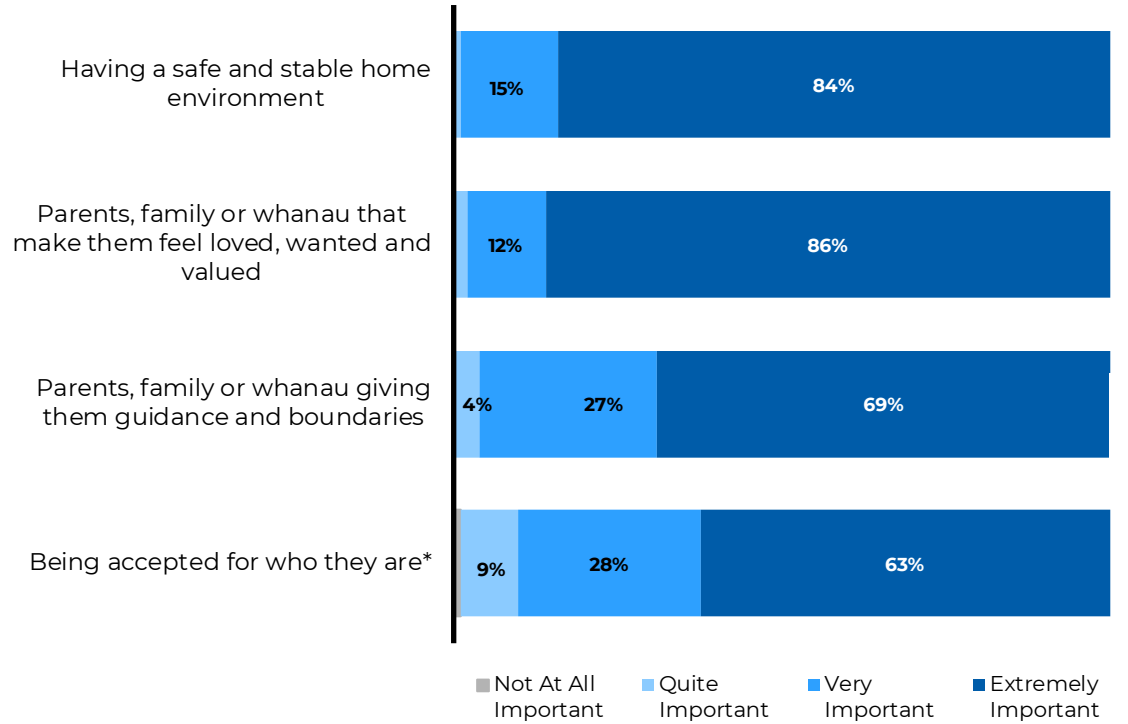
All nurture and stability statements are rated as *very or extremely important* by nearly all respondents.

Females are more likely than males to consider each of these aspects as *extremely important* for a child or young people to thrive.

Māori are more likely to say being accepted for who they are is *extremely important* (70%).

Those aged 30 to 39 years are more likely to say being loved and valued is *extremely important* (92%).

Having guidance and boundaries is rated as *extremely important* for those who have had at least a little contact with at-risk families (71%). The portion of people who thought this area was important or very important has increased since 2019.



Q4. Here is a list of some things that can affect how well children and young people thrive. ... We want to know which ones you think are the most important.

Base: All respondents (n=1594-1596)

All time period changes reported on this page are **statistically significant**

* indicates a new statement in 2022

More New Zealanders now rate having basic needs being met as extremely important for children to thrive

Having basic needs met (such as food, clothes, transport and housing) is seen as *very or extremely important* in helping a child or young person thrive (97%).

In 2022, a higher proportion rate having basic needs met as *extremely important* (83% in 2022 cf. 79% in 2019).

Māori (88%), females (88%) and those aged 30 to 39 years (89%) are more likely to rate having basic needs met as *extremely important*.

Those who are less likely to rate it as *extremely important* are Pacific peoples (74%) and those aged 70+ (73%).



Q4. Here is a list of some things that can affect how well children and young people thrive. ...

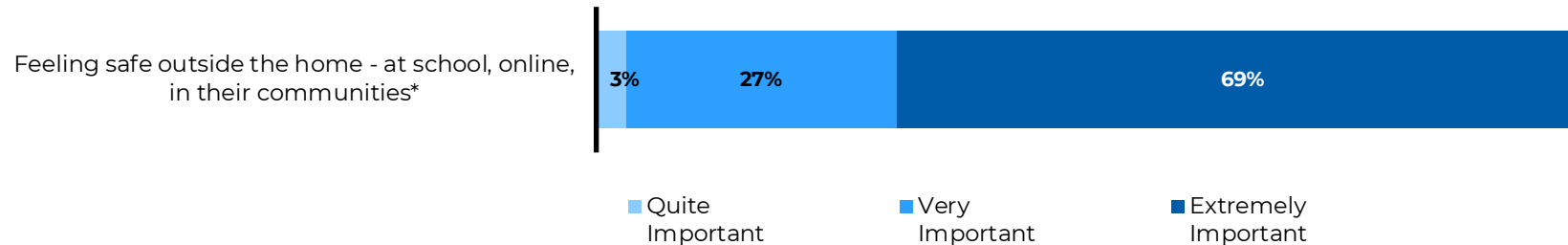
We want to know which ones you think are the most important.

Base: All respondents (n=1595)

Nearly all think that children feeling safe outside the home is important

Feeling safe outside the home (at school, online, in their communities) is seen as *very or extremely important*, in helping a child or young person thrive, by 97% of respondents.

Māori and females are more likely to think it is extremely important. In 2022, 69% of all respondents rate it as extremely important. In contrast, Māori (75%) and females (76%) are more likely to rate feeling safe outside the home as *extremely important*.



Q4. Here is a list of some things that can affect how well children and young people thrive. ... We want to know which ones you think are the most important.

Base: All respondents (n=1595)

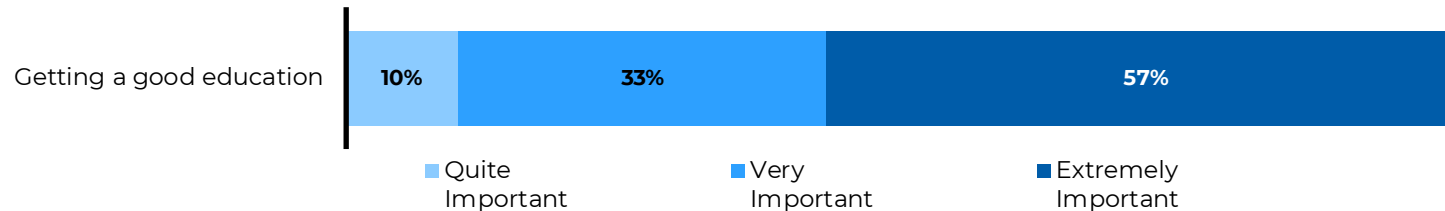
* indicates a new statement in 2022

The importance of getting a good education has decreased slightly

Getting a good education is seen as *very or extremely important* by 89% of respondents.

This is a slight decrease from 2019 (93% in 2019 cf. 89% in 2022).

In 2022, 57% rate a good education as *extremely important* in helping a child or young person thrive. Those aged 70 plus (66%), and females (59%) are more likely to rate getting a good education as *extremely important*.



Q4. Here is a list of some things that can affect how well children and young people thrive. You might think everything on this list is important, but we want to know which ones you think are the most important.

Base: All respondents (n=1595)

The time period change reported on this page is **statistically significant**

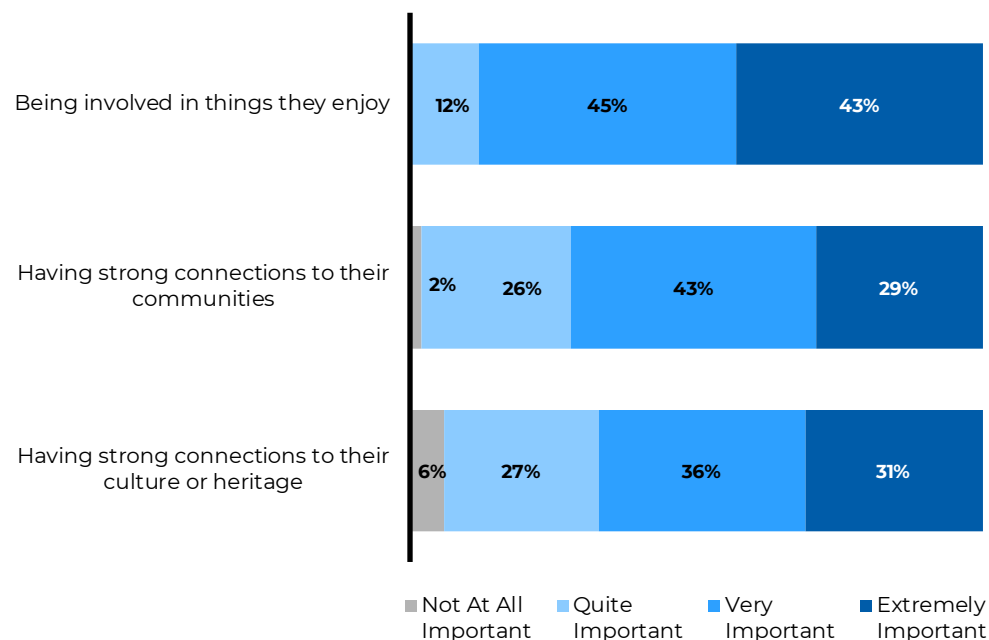
Connections to communities, culture and heritage are gaining prominence, and are particularly important for Māori and Pasifika

All the statements relating to connection and involvement have a larger proportion rating them as very or extremely important in 2022 when compared with 2019.

Having strong connections to communities, culture and heritage are two aspects less likely to be rated as *extremely important* generally. However, there are notable differences by ethnicity, with Māori and Pacific peoples more likely to view having these connections as extremely important.

Māori and females are more likely to rate children being involved in the things they enjoy as *extremely important* (54% and 46%). Māori and Pacific peoples are more likely to rate Having strong connections to communities as *extremely important* (34% and 44%).

Having a strong connection to their culture or heritage is more likely to be rated as *extremely important* by Māori (49%), Pacific peoples (50%), those who have had at least a little contact with at-risk families (33%), females (35%) and those aged 30 to 39 years (41%), when compared to the total sample (31%).



Q4. Here is a list of some things that can affect how well children and young people thrive. ... We want to know which ones you think are the most important.

Base: All respondents (n=1594 - 1596)

All time period changes reported on this page is **statistically significant**



Focus area 2:

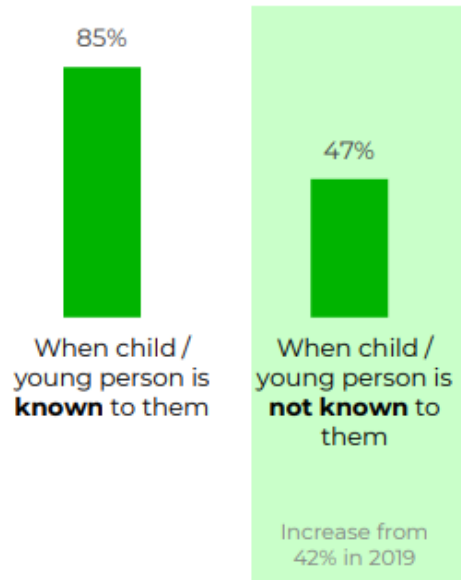
Creating a sense of responsibility

New Zealanders will be more likely to take supportive actions if they feel a strong sense of responsibility - that we all have a part to play in contributing to the wellbeing of children and young people.

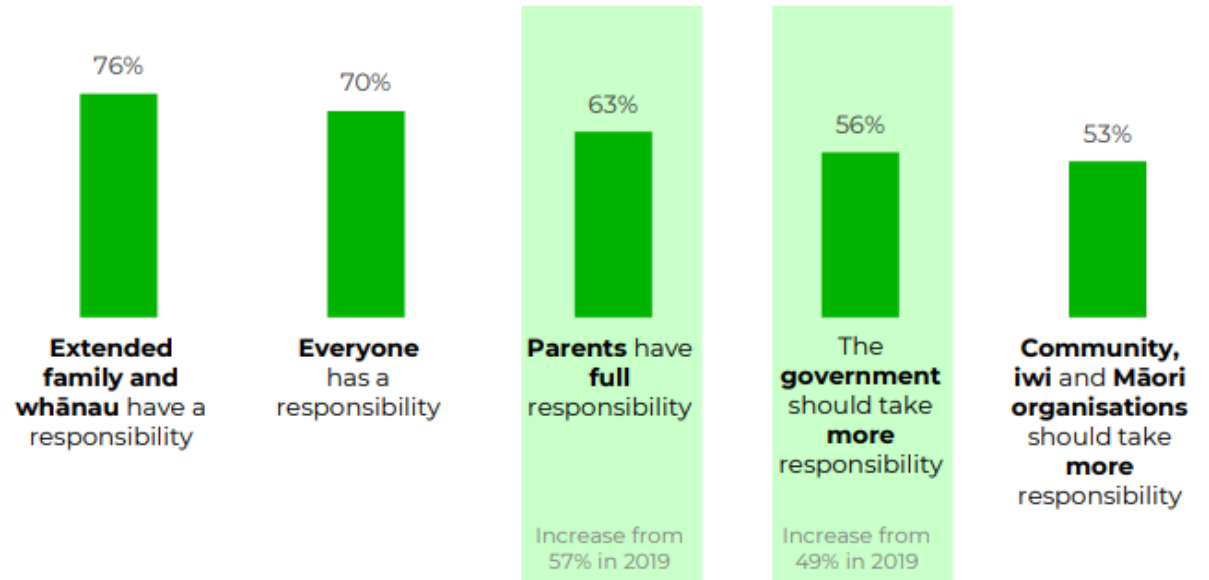
Personal responsibility for the care of children is still the most prevalent view

As part of this survey, people were asked how strongly they agreed or disagreed with a range of statements – including a series of statements about who is responsible for the care and wellbeing of children and young people.

Feel personal responsibility



Whose responsibility is it to care for children and young people?



Females, Māori and Pasifika were more likely to feel a sense of responsibility to support children

85% feel a responsibility to support children and young people they know personally. Māori are more likely to *agree/strongly agree* they have a responsibility to support those they know (90%), as are those who have had at least a little contact with at-risk families (89%).

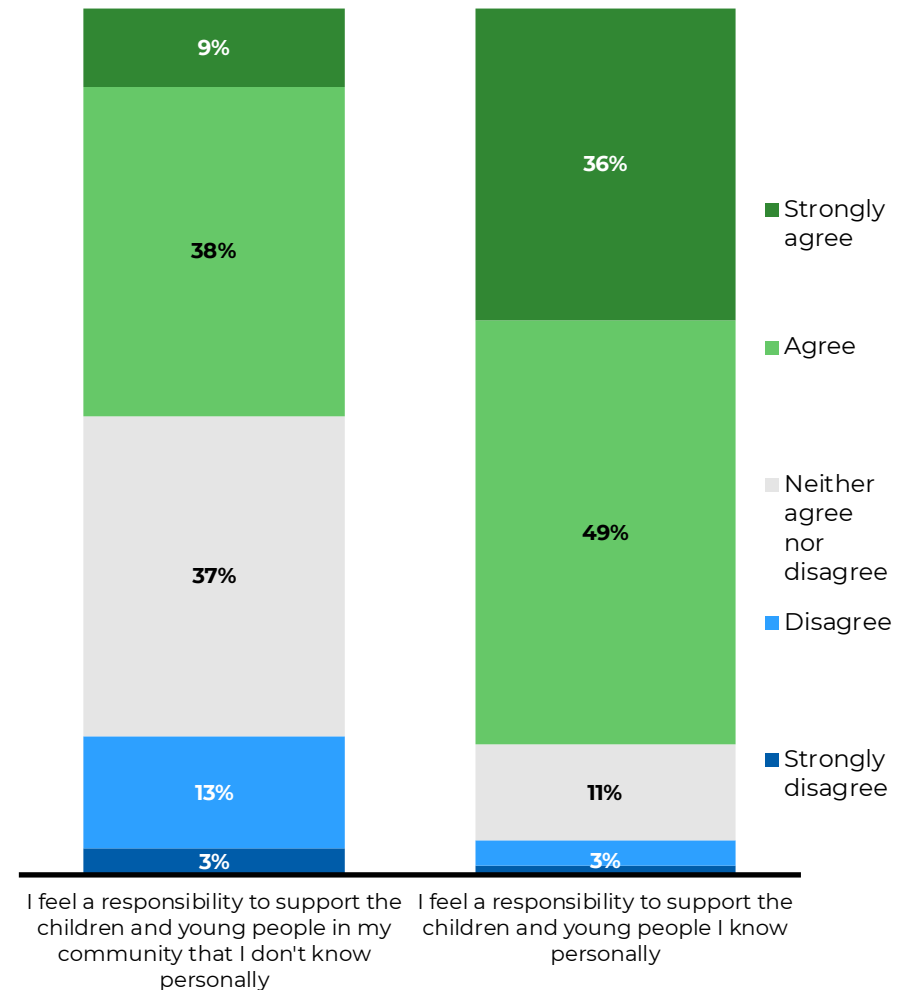
47% feel a responsibility when the child or young people is unknown to them personally. This proportion has increased from 42% in 2019, but has returned to a similar level to 2017 (49%).

Māori and Pacific peoples are more likely than the total sample to *agree/strongly agree* they have a responsibility to support those they don't know (56% and 69%). People who have had at least a little contact with at-risk families were also more likely to *agree/strongly agree* (53%).

Females are more likely than males to feel a responsibility to support children and young people, whether known or unknown to them.

Q10. How strongly do you agree or disagree with each of the following statements.

Base: All respondents excluding not applicable (n=1590-1594)



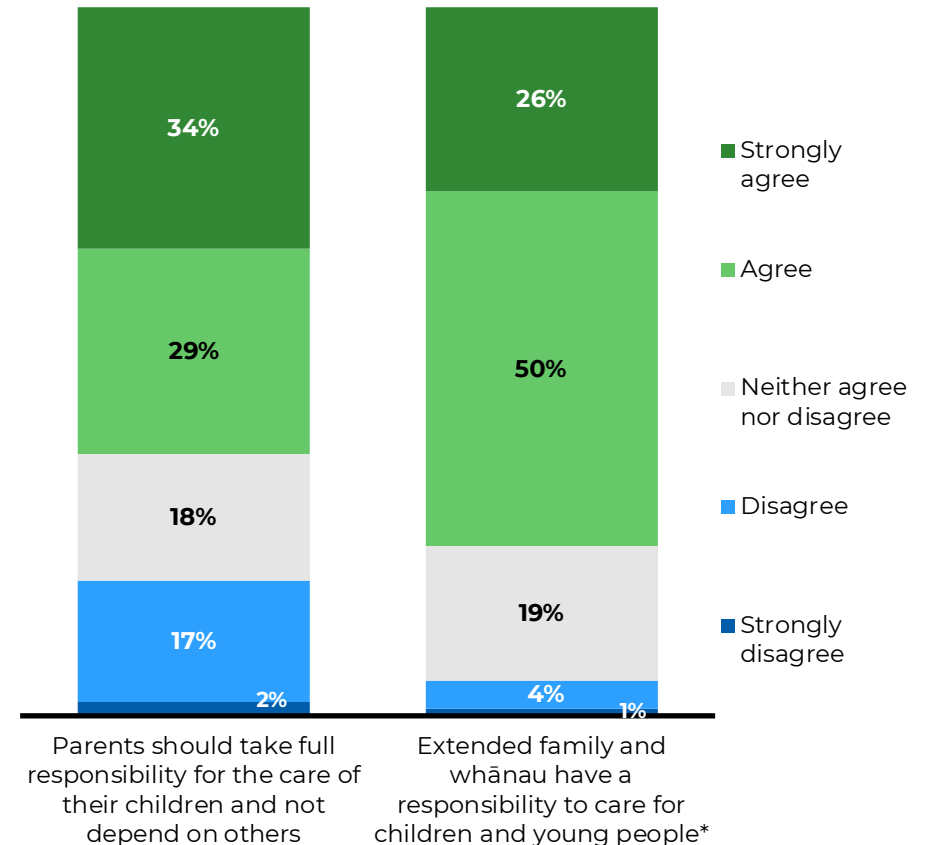
Females and acquaintances of at-risk families leaned towards whānau while, males, Pasifika and older people leaned towards sole parental responsibility

76% *agree/strongly agree* that extended family and whānau have a responsibility to care for children and young people. Those who have had at least a little contact with at-risk families (78%) and females (78%) are more likely than the total sample to *agree/strongly agree* with this.

63% *agree/strongly agree* that parents should take full responsibility for the care of their children and not depend on others. This proportion has increased since 2019, returning to the level seen in 2017.

Pacific peoples are more likely to *agree/strongly agree* with this statement (74%), as are males (70%), and those aged 70 plus (78%).

Those who have had at least a little contact with at-risk families (21% cf. 19% total sample) are more likely to *disagree/strongly disagree* with this statement.



Q10. How strongly do you agree or disagree with each of the following statements?

Base: All respondents excluding not applicable (n=1590-1594)

The time-period change reported on this page is **statistically significant**

*This statement was asked for the first time in 2022

Forms of community responsibility, preferred by Māori and Pasifika, remain unchanged

70% *agree/strongly agree* that everyone has a responsibility to care for children and young people in their community. This level of agreement is unchanged from 2019.

Māori and Pacific peoples are significantly more likely to *agree/strongly agree* (75% and 81%) with the statement, as are those who have had at least a little contact with at-risk families (74%).

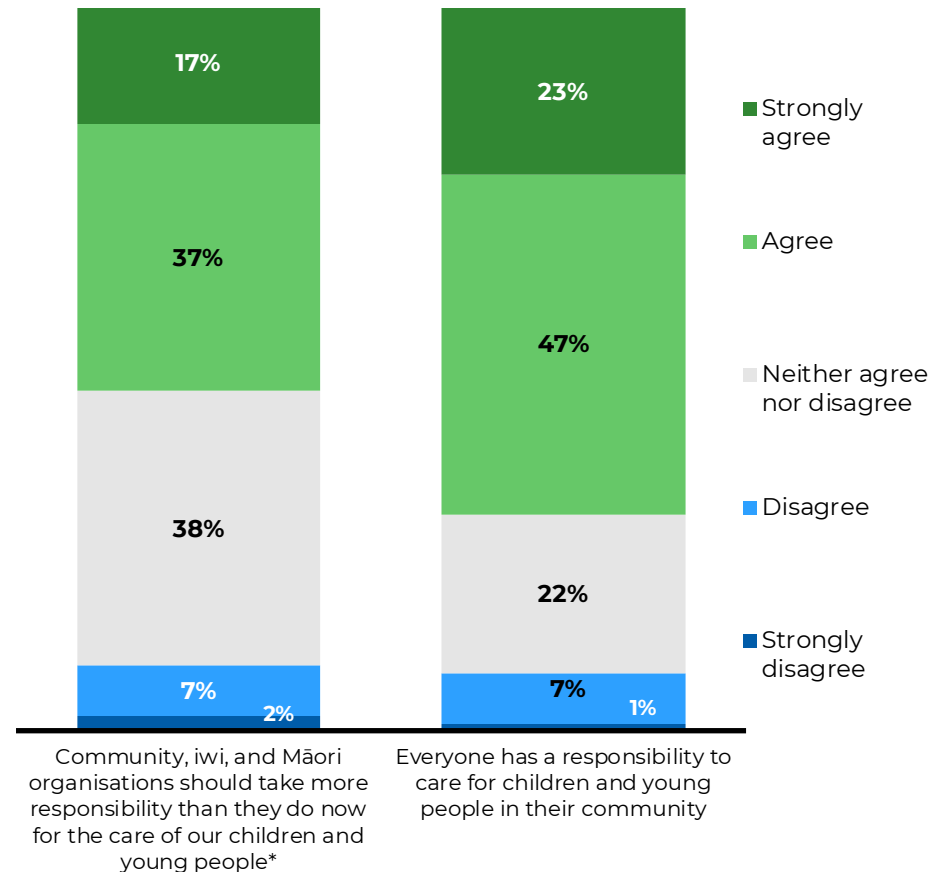
53% *agree/strongly agree* that community, iwi, and Māori organisations should take more responsibility than they do now for the care of children and young people.

Māori and Pacific peoples are more likely to *agree/strongly agree* with this (59% and 70%) while NZ Europeans are less likely to *agree/strongly agree* (49%). Females (57%) and those aged 70+ (70%) were also more likely to *agree/strongly agree*.

Q10. How strongly do you agree or disagree with each of the following statements?

Base: All respondents excluding not applicable (n=1590-1594).

*This statement was asked for the first time in 2022

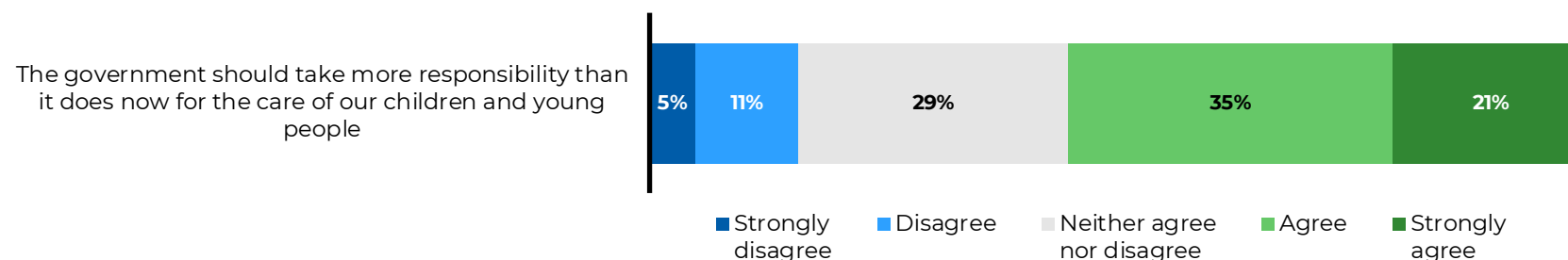


Government responsibility is gaining traction and is preferred by younger and middle ages, Māori, Pasifika and females

In 2022, a higher proportion than in 2019 believes that the government should take more responsibility for the care of children and young people (56% in 2022 cf. 49% in 2019).

Those more likely to *agree/strongly agree* the government should take more responsibility include:

- younger people aged 18-24 years (73%)
- those aged 40-49 (65%)
- Pacific peoples (65%)
- Māori (63%)
- females (59%).



Q10. How strongly do you agree or disagree with each of the following statements?

Base: All respondents excluding not applicable (n=1590-1594).

The time-period change reported on this page is **statistically significant**

*This statement was asked for the first time in 2022



Focus area 3:

Shifting attitudes and social norms

*Raising awareness of the potential held by children and young people in care (and at risk) and their families.
This includes young people who may have offended.*

Attitudes to giving and receiving support vary by ethnicity, gender and age

57% would like to do more for the children and young people who need support in their community.

Pacific peoples (79%), those aged 30 to 39 years (67%), Māori (66%), and females (60%) are more likely to *agree/strongly agree* with this statement.

27% indicate that they would feel embarrassed or ashamed if someone offered support or care for their child.

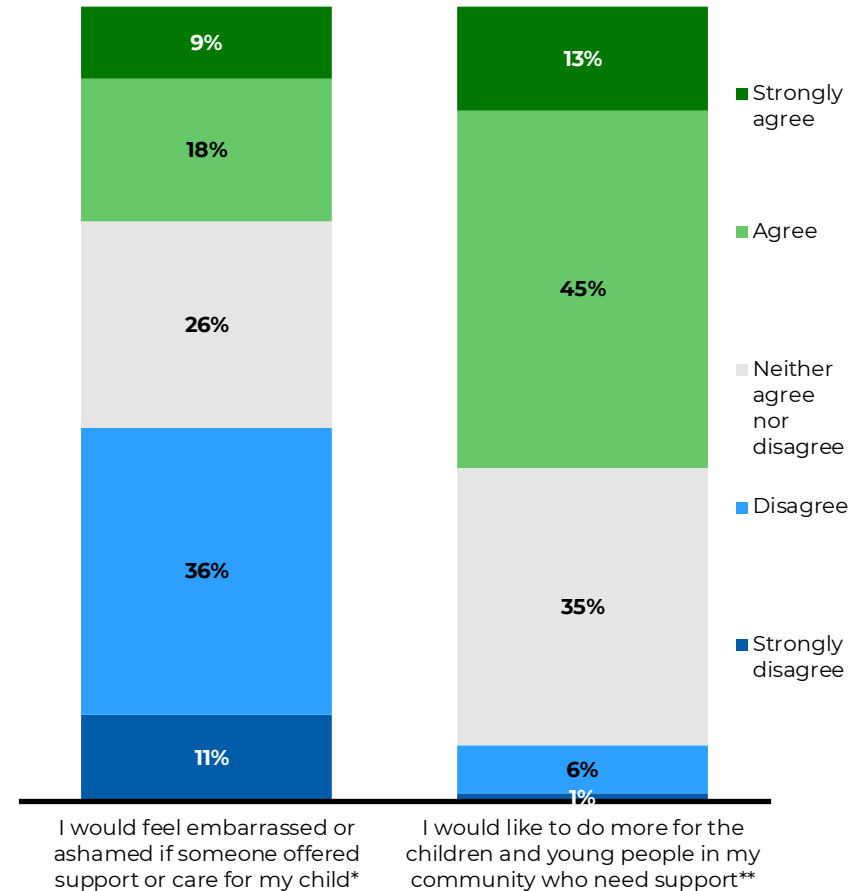
Those aged 70 plus (52%), Pacific peoples (45%) and males (31%) are more likely to *agree/strongly agree* with this statement.

Q10. How strongly do you agree or disagree with each of the following statements?

Base: All respondents excluding not applicable (n=1380-1590).

**This statement was asked for the first time in 2022

*While this statement included a 'not applicable' option, some of those without children did answer this question either thinking about hypothetical situations 'if they had children, how would they feel' or past situations 'when they had young children, how would they have felt if...'.

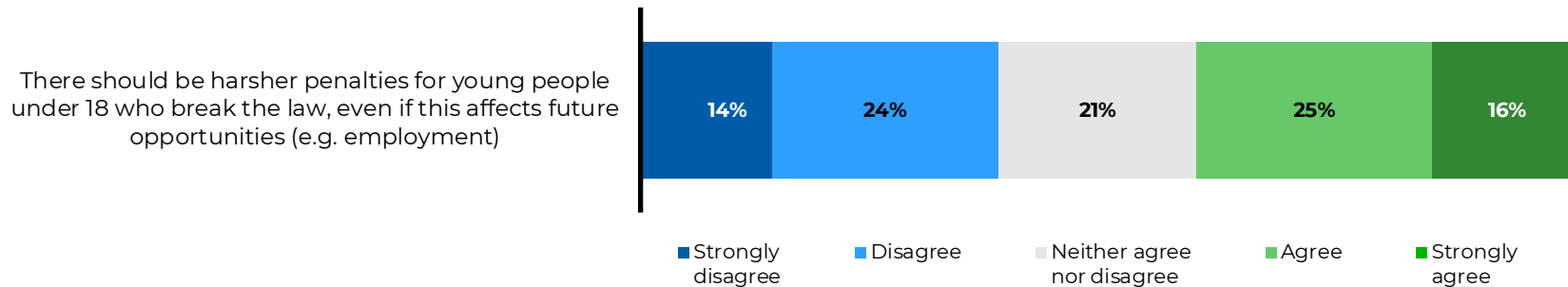


Attitudes about youth justice are split

40% agree/strongly agree that there should be harsher penalties for young people who break the law even if it affects future opportunities. Opinion is polarised, with a similar proportion disagreeing with this (38%).

Pacific peoples are more likely to *agree/strongly agree* with this statement (55%), as are those aged 40 to 49 years (47%).

Younger people (18-24 years) are more likely to *disagree/strongly disagree* with the statement (48% disagree cf. 38% total sample).



Q10. How strongly do you agree or disagree with each of the following statements?

Base: All respondents excluding not applicable (n=1595).

This question was asked for the first time in 2022



Focus area 4: Taking action

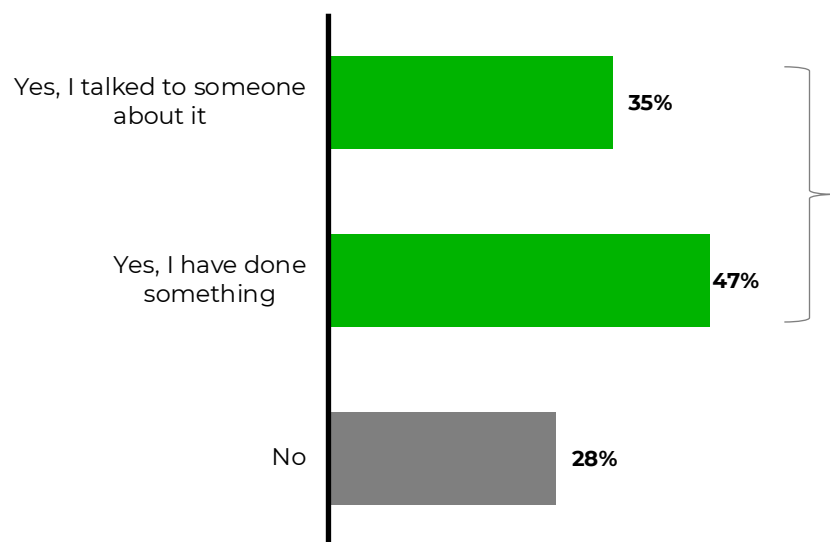
Motivate New Zealanders to do what they can to support children and young people.

Many people seek to do something if they are worried about a child or young person

In the past 12 months, 45% of respondents have worried about a child or young person (who was not their own) and wanted to help. Of those who have been in this situation, 72% talked to someone about it and/or did something.

More likely to have talked to someone about it are young people 18-24 years (48% cf. 35%), Pacific peoples (47%), females (40%), and those who have had at least a little contact with at-risk families (39%).

More likely to have done something are: Māori (62% cf. 47%), those living in the most deprived areas (Quintile 5) (59%), and those who have had at least a little contact with at-risk families (51%).



72% - People have both talked to someone and done something.

Q100. In the past 12 months, have you talked to someone, or done anything for a child or young person (who was not your own child), because you were worried about them and wanted to help?

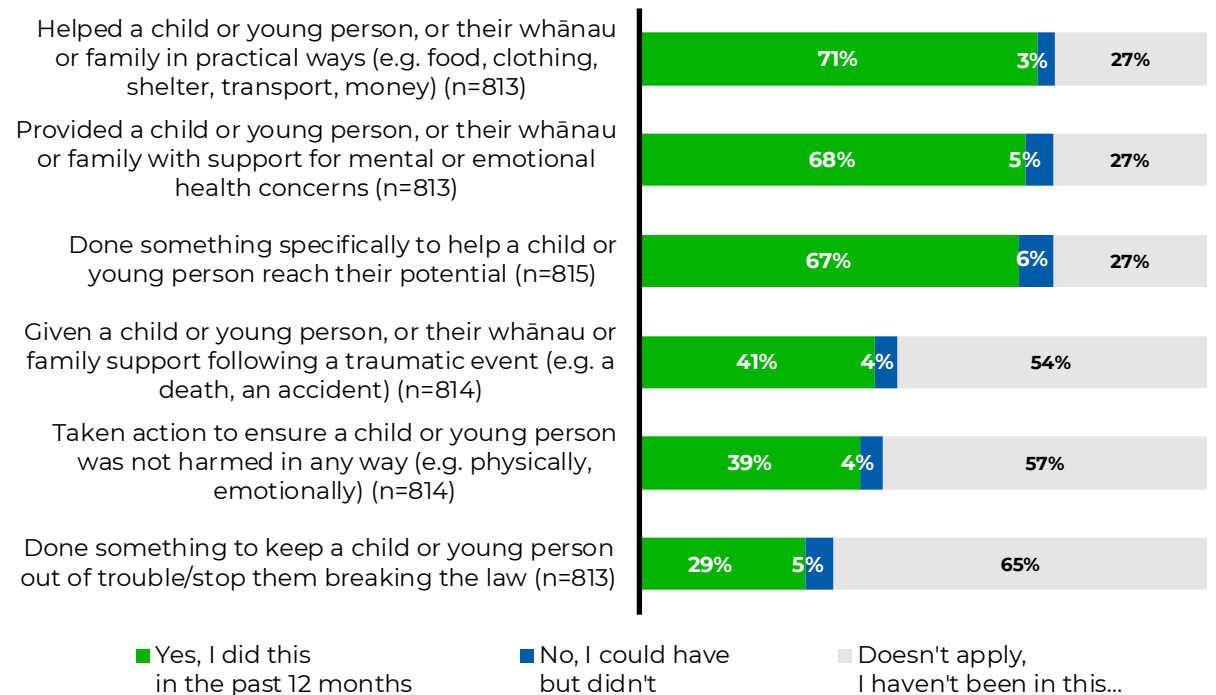
Base: All respondents, excluding those who have not been in this situation in the past 12 months (n=1068)

*Note: In the 2022 survey, the time period asked about changed to 12 months from 3 months, so results are not directly comparable 2017 or 2019.

Providing practical or emotional support, or doing something to help a child reach their potential were the most common ways to help

The three most common actions taken in the last 12 months* to help a child or young person (other than their own child) that they were worried about were:

- Providing **practical support** (71%)
 - Pacific peoples (93%), Māori (84%), females (74%) and those who have had at least a little contact with at-risk families (72%) are more likely to have done this.
- Providing **support for mental or emotional health** concerns (68%) – Māori (75%), females (73%) and those who have had at least a little contact with at-risk families (70%) are more likely to have done this.
- Doing something to **help a child reach their potential** (67%) – Pacific peoples (77%) and Māori (71%) are more likely to have done this



Q100. In the past 12 months, have you talked to someone, or done anything for a child or young person (who was not your own child), because you were worried about them and wanted to help?

Base: Respondents who have talked about or done something for a child or young person they were worried about in the last 12 months.



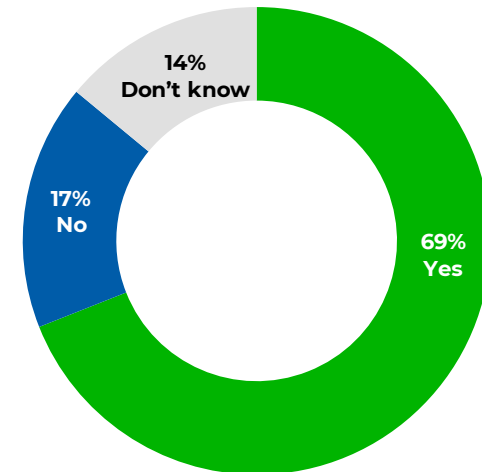
Current sources of information about children

7 in 10 have seen, heard or read something about children being at risk of not thriving in New Zealand

69% of respondents remember seeing, hearing or reading something to do with children or young people in Aotearoa New Zealand 'at risk' of not thriving in the three months prior to the survey. This is **slightly lower than in 2019 (73%)**.

Those more likely to have heard or read about children at risk of not thriving are:

- those aged 60-69 years and those aged 70+ (79% and 81% cf. 69%)
- those who identify as New Zealand European (77%)
- those who have had at least a little contact with at-risk families (73%)



Q16a. In the past 3 months, do you remember seeing, hearing or reading anything to do with children or young people in New Zealand who are 'at risk' of not thriving (this includes anything in the news or current events programmes, in advertising, online or anywhere else)?

Base: All respondents (n=1596)

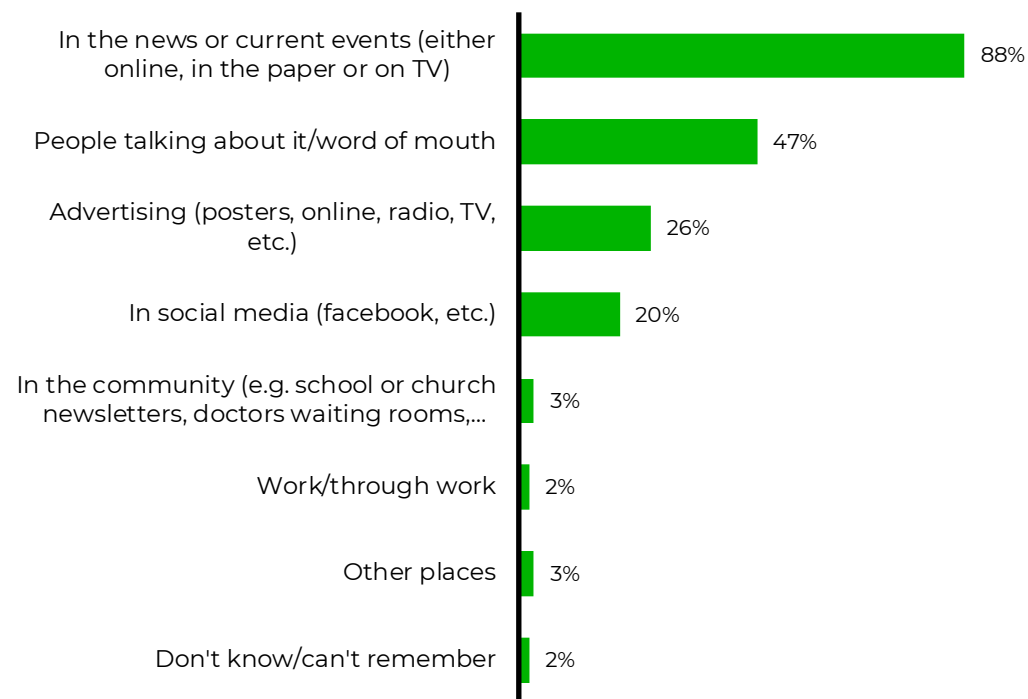
News or current events coverage is how most people see or hear information about children not thriving

News and current events coverage is how most people see, hear or read things to do with children and young people not thriving. This is the same as in 2017 and 2019.

Word of mouth is the second most common way this information is heard. Those who are more likely to receive messages through word of mouth are Māori (52%) and those who have had at least a little contact with at-risk families (52%).

Considerably fewer are receiving this information by social media in 2022 (20% cf. 37% in 2019). However, Māori and Pacific peoples are more likely to receive this information through social media (30% and 44% cf. 20% total sample).

New Zealand Europeans are more likely to get this information in the news (90% cf. 88%).



Q16c. Where did you see, hear or read this?

Base: Respondents who have seen, heard or read things to do with children and young people not thriving in the last 3 months (n=1071)

Note: some answer categories were changed in 2022, so not all results are not directly comparable to previous years.

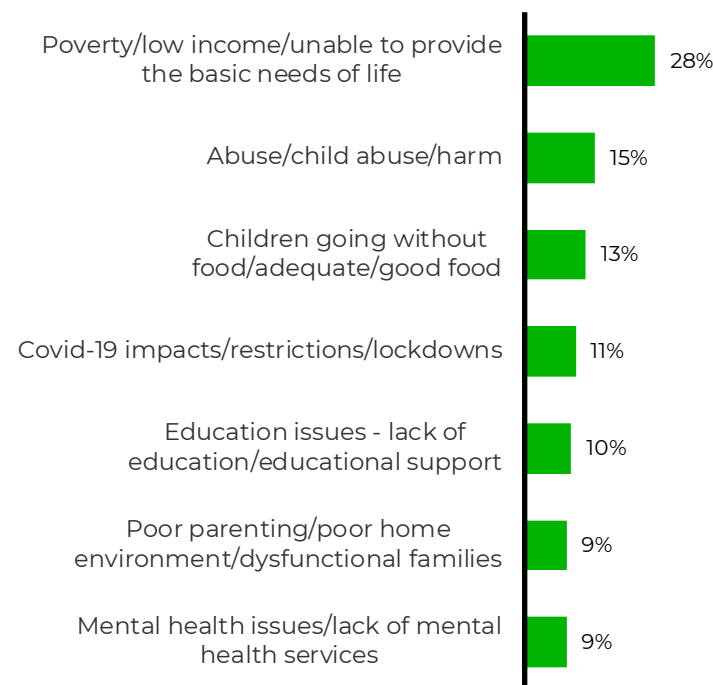
People most often saw poverty-related information

Those who noticed content relating to children at risk of not thriving were asked to explain, in their own words, the main messages they saw, heard or read.

Similar to 2019, comments relating to poverty are prevalent in this context, as are comments about abuse and neglect, and children going without food.

New in 2022 are mentions of COVID-19 impacts and restrictions, and effects on mental health.

Compared with 2019 there are more mentions of high cost of living, and more mentions of failures of agencies in the care and support provided to children and young people.



Q16b. What was the main message or messages of what you saw, heard or read?

Respondents wrote down comments verbatim – these have been coded into themes

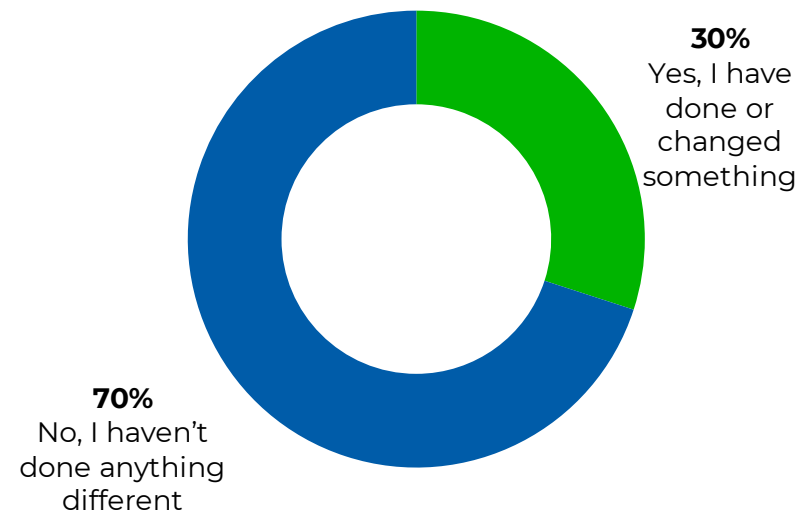
Base: Respondents who have seen, heard or read things to do with children and young people not thriving in the last 3 months (n=1,061)

Most have not done anything different as a result of hearing about children or young people not thriving

Among the 69% of respondents who had seen, heard or read something in the last three months about children or young people not thriving, **30% say they have done or changed something because of what they had seen, heard or read.**

Those more likely to say they have changed or done something are:

- Pacific peoples (50%)
- Māori (48%)
- Those aged 60-69 years (38%)
- Those who have had at least a little contact with at-risk families (37%)
- Females (34%).



Q17. In the past 3 months, have you done or changed anything to better support children or young people in Aotearoa New Zealand because of something you have seen, heard or read?

Base: Respondents who have seen, heard or read things to do with children and young people not thriving in the last 3 months (excl don't know) (n=947).

Note: The question text and answer options for this question have changed from those used in 2017 and 2019, therefore it isn't possible to compare results across the years.



Hear Me See Me Campaign

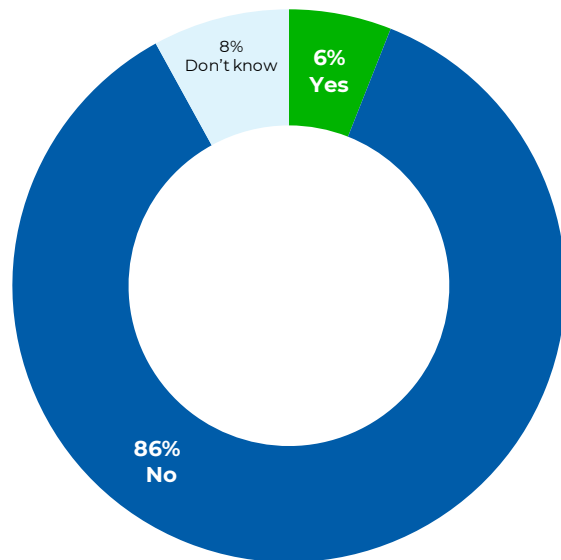
Few are aware of the *Hear Me See Me* campaign

The *Hear Me, See Me* campaign was launched on 22 March 2021. The purpose of the campaign is to encourage New Zealanders to listen to, understand and appropriately support young people who have faced or are facing significant challenges.

Two questions were added to the Children in New Zealand Communities Survey in 2022 to gauge the initial reach of the campaign after being live for around 11 months.

6% of respondents were aware of the campaign in Feb 2022.

Those more likely to know of the campaign are Pacific peoples (16%), those aged 60 to 69 years (12%), Māori (9%), and those who have had at least a little contact with at-risk families (8%).



Q50. Are you aware of a marketing campaign called 'Hear Me See Me'?

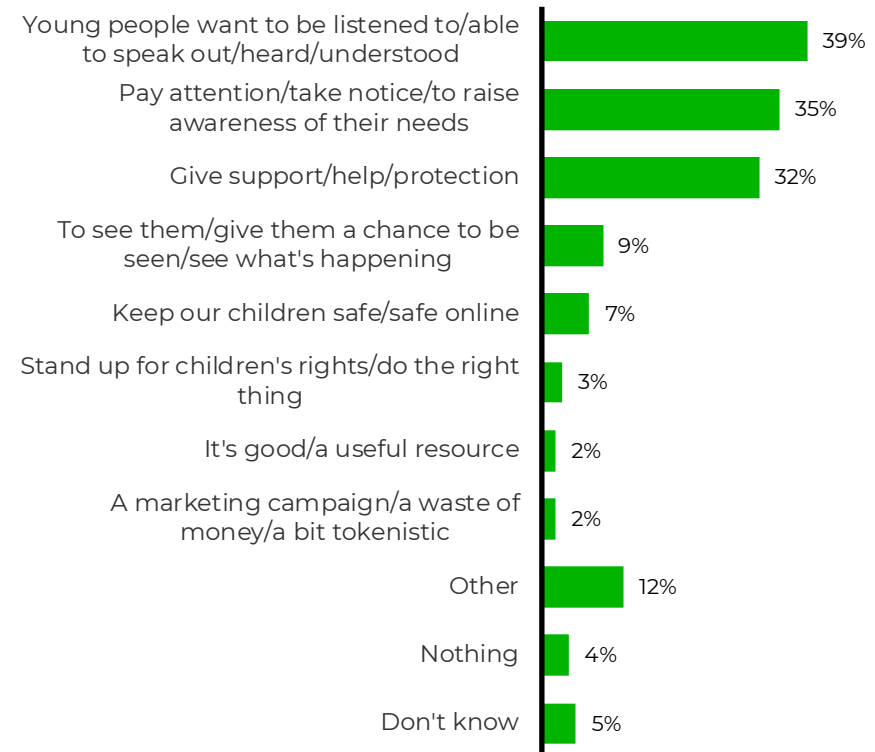
Base: All respondents (n=1586)

This was a new question in 2022

People understood the *Hear Me See Me* campaign to be about listening, paying attention and supporting young people

When asked to explain in their own words what they thought this campaign was encouraging them to do, respondents were aware that the campaign mentioned:

- understanding that young people want to be listened to
- taking notice of the needs of young people
- giving support and help to young people.



Q51. What do you think the 'Hear Me See Me' campaign is encouraging people to do?

Base: All respondents who are aware of the campaign (n=123)

This was a new question in 2022



Appendices

Appendix 1:

Methodological information

Approaches

Primary approach

The primary method aimed to deliver a representative picture of New Zealanders' attitudes and behaviours, within the project constraints.

Participation in the survey was via self-completion, where respondents were first given the opportunity to respond online followed, to those 50 years of age or older, by the provision of a hard copy questionnaire. Those under 50 years of age were only offered the online questionnaire, however they could call and request a hard copy.

The questionnaire was offered in Te Reo Māori and English.

A koha was offered in the form of a prize draw, to help improve response rates and act as a 'thank you' for people taking the time to complete and return the survey. The prize draw was a chance to win a Prezzy® card – one of \$500 and five of \$100.

Supplementary approach

The supplementary approach was to help achieve as representative a view as possible from Pacific peoples.

In 2022:

- An online panel was used to boost the number of responses from Pacific peoples.
- It was decided not to use the second supplementary approach of a 're-contact sample' as had been used in 2019, as very few responses were achieved through this approach in 2019.

In 2019:

- An online panel was used to help achieve a representative sample from Pacific peoples.
- A second supplementary approach using the 2017 're-contact sample' for people who identified as either Māori or Pacific. This sample included those who had agreed to take part in future research.



In 2017:

- Door to door interviewing took place in mesh blocks where Pacific peoples made up 90% of the population.
- Materials were available in Samoan and Tongan.

Survey process and timings

17 February 2022	7 March 2022	25 March 2022	23 March 2022 or 8 April 2022	25 April 2022	31 May 2022
Fieldwork starts	1 st Reminder	Survey packs	2 nd reminder	Fieldwork ends	Data processing
<p>A sample of 10,000 resident New Zealanders (aged 18+) was drawn from the Electoral Roll and an initial invitation letter was sent to them inviting them to participate.</p> <p>This invitation encouraged online responses in the first instance but also provided information on how respondents could request a paper survey.</p>	<p>A reminder postcard was sent.</p> <p>These were sent to those who had not completed yet (or had not called to opt-out of the survey).</p> <p>The supplementary panel survey ran from 11 to 29 March 2022</p>	<p>A hardcopy questionnaire was sent to those who were aged 50 or older that had not yet completed online, and to those who requested a paper survey.</p> <p>Survey packs included:</p> <ul style="list-style-type: none"> • Covering letter • Paper survey • Freepost return envelope 	<p>Those under 50 received a second reminder postcard at the same time as the survey pack was sent out.</p> <p>Those who received a survey pack received a second reminder postcard approximately two weeks after the survey pack.</p>	<p>While the survey was officially closed on 25 April 2022, the data entry and coding team continued to process hardcopy surveys received by NielsenIQ up until 2 May 2022.</p>	<p>Data consolidation, cleaning, weighting and production of data tables took approximately 4 weeks.</p>

Data processing

Completes

Surveys were considered 'complete' when a respondent had completed the questionnaire up to and including the Ethnicity question.

Data entry and coding

Paper surveys were processed throughout fieldwork as they were returned to NielsenIQ. This processing included data entry of survey responses and coding of open-ended and other-specify questions where required.

Ten percent of all data entered surveys were checked by the Data entry Supervisor for correctness and consistency.

Removing duplicates

Once the online and 'data entered' datasets were complete and ready, these were checked against one another to ensure there were no duplicate records. No duplicates were found during this process in 2022.

If duplicates had been found, the online survey would have been considered 'the primary survey' and kept, while the paper survey would have been considered secondary and removed from the dataset.

Merging external variables

Three external variables were merged with the final combined survey dataset for weighting, analysis and reporting purposes:

- region from the electoral roll
- the New Zealand Deprivation Index from Otago University
- Statistics New Zealand urbanisation codes.

Weighting

The survey data was then weighted to those aged 18 and over (using 2018 Census data) to ensure final results were representative of the New Zealand population. Weighting was conducted by gender, age, region and ethnicity using Random Iterative Method (RIM) weighting. This was conducted for both the total sample overall, and within each of the Māori and Pacific peoples' ethnic groups.

Appendix 2:

Sample profile

Gender and age

Gender

	Unweighted count 2017	Unweighted count 2019	Unweighted count 2022	Weighted % 2022
Total	2928	1548	1597	100%
Male	1,079	531	623	49%
Female	1,838	1,009	962	51%
Another gender*	11	8	12	-

*In 2022 this answer option was changed to 'Another gender'. In 2017 and 2019 it was 'Gender diverse'.
For weighting purposes 'Another gender' responses were included in the largest group 'Female'.

Age

	Unweighted count 2017	Unweighted count 2019	Unweighted count 2022	Weighted % 2022
Total	2,928	1,548	1,597	100%
18-24 yrs	302	220	236	12%
25-29 yrs	215	146	163	10%
30-39 yrs	459	267	282	17%
40-49 yrs	581	356	287	17%
50-59 yrs	526	228	250	17%
60-69 yrs	455	208	232	15%
70 years +	390	123	147	12%

Ethnicity

	Unweighted count 2017	Unweighted count 2019	Unweighted count 2022	Weighted % 2022
Total	2928	1534	1597	
New Zealand European	2184	984	998	71%
Māori	370	462	602	13%
Pacific peoples (Cook Island Māori, Samoan, Tongan, Niuean, Other Pacific)	208	255	217	6%
Asian (Chinese, Indian, Other Asian)	216	98	124	15%
Other (Other European, Other)	200	84	37	<1%

Region and rural/urban split

Rural/urban

	Unweighted count 2017	Unweighted count 2019	Unweighted count 2022	Weighted % 2022
Rural (net)	411	183	250	17%
Urban (net)	2,476	1,003	1,204	83%

Region

	Unweighted count 2017	Unweighted count 2019	Unweighted count 2022	Weighted % 2022
Auckland	939	497	486	33%
Upper North Island (excluding Auckland)	583	336	368	21%
Lower North Island	709	345	422	22%
South Island	697	370	321	24%

The New Zealand Deprivation index

About the Index

The University of Otago compile and publish the New Zealand Deprivation Index (NZDep).

The NZDep is an area-based measure of socioeconomic deprivation in New Zealand. It measures the level of deprivation for people living in each of a number of small areas (meshblocks or census area units). It is based on nine Census variables.

NZDep can be displayed as deciles or Quintiles.

- Quintile 1 represents people living in the least deprived 20 percent of small areas
- Quintile 5 represents people living in the most deprived 20 percent of small areas.

It was added to our database for analysis purposes. However, NZDep is unable to be assigned to those respondents from the online panel. In 2022, 91% of respondents have NZDep added to their survey data.

Quintiles	Unweighted count 2017	Unweighted count 2019	Unweighted count 2022	Weighted % 2022
1 (Decile 1 & 2)	717	261	292	23%
2 (Decile 3 & 4)	648	248	296	24%
3 (Decile 5 & 6)	550	233	257	19%
4 (Decile 7 & 8)	487	223	299	19%
5 (Decile 9 & 10)	475	219	310	16%

Household composition

	Unweighted count 2017	Unweighted count 2019	Unweighted count 2022	Weighted % 2022
Single person household	292	149	135	9%
One parent only with child/ren	165	112	161	8%
Couple only with child/ren	886	492	438	27%
Couple only no child/ren	906	366	399	30%
Multiple person household with child/ren	258	173	179	8%
Multiple person household without child/ren	389	253	292	18%

Note: Household composition is a variable derived from Q26 which asks “Which of the following people live in the same household ` as you all or most of the time?”.

Appendix 3:

Results across the years

2017, 2019, 2022

Question	Response	2017	2019	2022
Q1. Do people think Aotearoa New Zealand is doing a good or bad job overall?	Good / very good	N/A	N/A	43%
Q1. Do people think Aotearoa New Zealand is doing a good or bad job overall?	Bad / very bad	N/A	N/A	22%
Q2. Do people think Aotearoa New Zealand is getting better or worse at caring for children?	Better / much better	32%	37% ^	27% v
Q2. Do people think Aotearoa New Zealand is getting better or worse at caring for children?	Worse / much worse	32%	28% v	36% ^
Q4. This question is about how important you think each of these is for children's and young persons' ability to thrive: Parents, family or whānau that make them feel loved, wanted and valued	Very / extremely important	98%	97%	98%
Q4. Parents, family or whānau that make them feel loved, wanted and valued	Not at all/quite important	2%	3%	2%
Q4. Parents, family or whānau giving them guidance and boundaries	Very / extremely important	94%	93%	96% ^
Q4. Parents, family or whānau giving them guidance and boundaries	Not at all/quite important	6%	7%	4% v

Shapes ^ and v indicate a statistically significant difference (higher/lower) to the results from the previous iteration of the survey

Question	Response	2017	2019	2022
Q4. This question is about how important you think each of these is for children's and young persons' ability to thrive: Having a safe and stable home environment	Very / extremely important	98%	98%	99%
Q4. Having a safe and stable home environment	Not at all/quite important	2%	2%	1%
Q4. Having strong connections to their communities	Very / extremely important	60%	62%	72% ^
Q4. Having strong connections to their communities	Not at all/quite important	40%	38%	28% v
Q4. Having strong connections to their culture or heritage	Very / extremely important	59%	57%	67% ^
Q4. Having strong connections to their culture or heritage	Not at all/quite important	41%	43%	33% v
Q4. Being involved in things they enjoy (e.g. sports, youth activities, cultural activities, music)	Very / extremely important	78%	80%	87% ^
Q4. Being involved in things they enjoy (e.g. sports, youth activities, cultural activities, music)	Not at all/quite important	22%	20%	13% v

Shapes ^ and v indicate a statistically significant difference (higher/lower) to the results from the previous iteration of the survey

Question	Response	2017	2019	2022
Q4. Having basic needs met (food, clothes, transport, housing)	Very / extremely important	96%	96%	97%
Q4. Having basic needs met (food, clothes, transport, housing)	Not at all/quite important	4%	4%	3%
Q4. Getting a good education	Very / extremely important	91%	92%	89% √
Q4. Getting a good education	Not at all/quite important	9%	8%	11% ^
Q4. Being accepted for who they are	Very / extremely important	-	-	91%
Q4. Being accepted for who they are	Not at all/quite important	-	-	9%
Q4. Feeling safe outside the home - at school, online, in their communities	Very / extremely important	-	-	97%
Q4. Feeling safe outside the home - at school, online, in their communities	Not at all/quite important	-	-	3%

Shapes ^ and √ indicate a statistically significant difference (higher/lower) to the results from the previous iteration of the survey

Question	Response	2017	2019	2022
Q10. Everyone has a responsibility to care for children and young people in their community	Strongly agree/ agree	75%	71% √	70%
Q10. Everyone has a responsibility to care for children and young people in their community	Strongly disagree/ disagree	6%	8%	8%
Q10. I feel a responsibility to support the children and young people I know personally	Strongly agree/ agree	87%	85%	85%
Q10. I feel a responsibility to support the children and young people I know personally	Strongly disagree/ disagree	3%	4%	4%
Q10. I feel a responsibility to support the children and young people in my community that I don't know personally	Strongly agree/ agree	49%	42% √	47% ^
Q10. I feel a responsibility to support the children and young people in my community that I don't know personally	Strongly disagree/ disagree	13%	17% ^	16%
Q10. Parents should take full responsibility for the care of their children and not depend on others	Strongly agree/ agree	63%	57% √	63% ^
Q10. Parents should take full responsibility for the care of their children and not depend on others	Strongly disagree/ disagree	19%	22% ^	19%

Shapes ^ and √ indicate a statistically significant difference (higher/lower) to the results from the previous iteration of the survey

Question	Response	2017	2019	2022
Q10. The government should take more responsibility than it does now for the care of children and young people	Strongly agree/ agree	55%	49% v	56% ^
Q10. The government should take more responsibility than it does now for the care of children and young people	Strongly disagree/ disagree	17%	18%	16%
Q10. Community, iwi, and Māori organisations should take more responsibility than they do now for the care of children and young people	Strongly agree/ agree	-	-	53%
Q10. Community, iwi, and Māori organisations should take more responsibility than they do now for the care of children and young people	Strongly disagree/ disagree	-	-	9%
Q10. Extended family and whānau have a responsibility to care for children and young people	Strongly agree/ agree	-	-	76%
Q10. Extended family and whānau have a responsibility to care for children and young people	Strongly disagree/ disagree	-	-	5%

Shapes ^ and v indicate a statistically significant difference (higher/lower) to the results from the previous iteration of the survey

Question	Response	2017	2019	2022
Q56. I would like to do more for the children and young people in my community who need support	Strongly agree/ agree	-	-	57%
Q56. I would like to do more for the children and young people in my community who need support	Strongly disagree/ disagree	-	-	7%
Q56. There should be harsher penalties for young people under 18 who break the law, even if this affects future opportunities	Strongly agree/ agree	-	-	40%
Q56. There should be harsher penalties for young people under 18 who break the law, even if this affects future opportunities	Strongly disagree/ disagree	-	-	38%
Q56. I would feel embarrassed or ashamed if someone offered support or care for my child	Strongly agree/ agree	40%	25% v	27%
Q56. I would feel embarrassed or ashamed if someone offered support or care for my child	Strongly disagree/ disagree	33%	49% ^	47%

Shapes ^ and v indicate a statistically significant difference (higher/lower) to the results from the previous iteration of the survey

Question	Response	2017	2019	2022
Q57. On average, how often do you have contact with children or young people (your own and/or not your own)?	Weekly			77%
Q13. How much personal contact or involvement have you had with families, children or young people experiencing these or other problems that might put them at risk?	At least a little (and more)	62%	63%	70% ^
Q100. Talked or done something for a child because you were worried	Yes (Either done something and/or talked to someone)	47%	53% ^	45% v

Shapes ^ and v indicate a statistically significant difference (higher/lower) to the results from the previous iteration of the survey

Question	Response	2017	2019	2022
		"In the past 3 months ..."	"In the past 3 months ..."	"In the past 12 months ..."
Q15a. In the past 12 months, which of the following have you done because you were worried about a child or young person (who was not your own child) and wanted to help?	Q15a. Provided a child, young person, or their whānau or family with support for mental or emotional health concerns	58%	60%	68%
	Q15a. Taken action to ensure a child or young person was not harmed in any way (e.g. physically, emotionally)	40%	40%	39%
	Q15a. Given a child, young person, or their whānau or family support following a traumatic event (e.g. a death, an accident)	35%	32%	41%
	Q15a. Done something specifically to help a child or young person reach their potential	64%	62%	67%
	Q15a. Done something to keep a child or young person out of trouble/stop them breaking the law	31%	32%	29%
	Q15a. Helped a child, young person, their whānau or family in practical ways (e.g., food, clothing, shelter, transport, money)	64%	62%	71%
	Q15a. At least one action taken (NET)	94%	94%	96%

Q15a. In 2017 and 2019 the time period asked about was 3 months. In 2022 this changed to 12 months. Therefore, significance has not been tested between 2022 and 2019.

Question	Response	2017	2019	2022
Q16a. In the past 3 months, do you remember seeing, hearing or reading anything to do with children or young people in Aotearoa New Zealand who are at risk of not thriving?	Yes	75%	73%	69% v
Q16c. Where did you see, hear or read this?	News and current events	88%	84%v	88%^
	Social media	36%	37%	20% v
Q17. In the past 3 months, have you done or changed anything to better support children or young people in Aotearoa New Zealand because of something you have seen, heard or read?	Yes I have done or changed something	-	-	27%
Q50. Are you aware of a marketing campaign called 'Hear Me See Me'?	Yes	-	-	6%

Shapes ^ and v indicate a statistically significant difference (higher/lower) to the results from the previous iteration of the survey

Q3. Themes in full - contributors to vulnerability	Total	Māori	Pacific peoples
Poverty/cost of living/employment			
Poverty/families/children living below the poverty line	31%	33%	23%
Cost of living/high cost of living	12%	13%	7%
Inequality/growing income gap	6%	7%	2%
Unemployment/lack of jobs	3%	4%	2%
Parenting/family/community			
Poor parenting/poor home environment/dysfunctional families	29%	28%	19%
Discipline/lack of discipline	7%	4%	5%
Technology distractions - too much screen time/computer games/TV	7%	6%	4%
Generational issues/the cycle repeats itself	6%	6%	6%
Lack of time/family time spent with children	6%	4%	4%
Lack of community support	3%	4%	2%
Lack of support from extended family	2%	3%	1%
People having too many children/ more children than they can afford	2%	1%	0%
Single parent families/solo mothers	2%	5%	1%
Education issues - poor education systems/lack of education	25%	25%	22%
Health			
Mental health issues/lack of mental health services	11%	13%	4%
Sick children/lack of health/medical care	5%	6%	4%
Cigarette smoking affects family budget/child health	1%	1%	1%
Substance abuse			
Drugs/living with drugs/drug use	8%	9%	6%
Alcohol abuse/issues	6%	8%	5%
Gambling/gambling addiction	1%	1%	1%
Lack of basic needs			
Children going without food/adequate/good food	9%	8%	8%
Housing			
Lack of housing/having to live in cars	8%	9%	4%
Poor housing conditions - crowded/cold/damp	4%	4%	2%

Q3. Themes in full - contributors to vulnerability	Total	Māori	Pacific peoples
Government involvement			
Lack of support/funding for various agencies/more money/support needed from Government	9%	12%	7%
Poor government policies/lack of government action	5%	7%	3%
Covid-19 impacts/restrictions/lockdowns	4%	6%	8%
Criticism of Oranga Tamariki/other agencies/handling of issues (incl ineffective monitoring)	4%	6%	2%
Too much dependence on Government support/welfare dependence	4%	2%	0%
Lenient justice system/weak laws	2%	1%	0%
Not enough awareness/information of support systems available	1%	3%	2%
Abuse/harm			
Neglect of children/lack of care	6%	5%	7%
Abuse/child abuse/harm	4%	5%	5%
Domestic/family violence	4%	6%	6%
Crime/youth involvement in crime	3%	4%	2%
Bullying/cyber bullying	2%	3%	1%
Society/self-esteem/culture			
Lack of motivation/encouragement/poor role models	6%	7%	5%
Racism/institutionalised racism/systemic racism	4%	6%	2%
Lack of participation in healthy activities/sport/exercise	4%	4%	3%
Degradation of moral values in society	2%	2%	0%
Lack of self-esteem, confidence, self-worth	2%	3%	1%
Cultural issues	2%	2%	2%
Peer pressures (incl impact of social media)	1%	2%	1%
Other	9%	10%	14%
Lack of opportunities	4%	4%	5%

Appendix 4:

Results for Māori participants

Introduction and profile

In the report so far, we have looked at differences between the total sample and Māori where relevant. This section looks at results within the Māori sample.

In total, **602 completed surveys** were received from respondents who identified as Māori.

Two online responses were completed in Te Reo Māori.

After weighting, the age profile of Māori respondents in this survey is shown here:

Age group	Age distribution of Māori in survey (weighted)
18-24 years	19%
25-29 years	12%
30-39 years	19%
40-49 years	18%
50-59 years	16%
60-69 years	12%
70 years +	3%

Key changes for Māori between 2019 and 2022

This section looks at results within the Māori sample.

An increase in the proportion of Māori who think we are doing a worse job than in the past at caring for children.

- In 2022, 37% of Māori feel we are getting worse/much worse, compared with 30% in 2019. This could be a reflection of real trends in caring for children, or it could be heightened by publicity and awareness of social issues regarding the care of children.

An increase in the prominence of some contributors to vulnerability.

- In 2022, cost of living and mental health issues have increased in prominence for Māori from 2019 as contributors to vulnerability (noting that the three most prominent issues remain the same as in 2019 - poverty, poor parenting/home environment, and education issues).
- While poor parenting/home environment remains a common theme, the proportion mentioning this theme has decreased in 2022, as has mention of drugs.

An increase in the importance of connections in contributing to children and young people thriving.

- In 2022, more Māori recognised the importance of strong connections to culture or heritage (45% cf. 38% in 2019) and being involved in things enjoyed (54% cf. 45% in 2019) in supporting young people to thrive. However, the contribution of connections to children thriving continues to be seen as secondary behind other factors, particularly having basic needs met, being loved by parents and whānau and having a safe, stable home environment.

Māori think poverty is the main contributor to children not thriving

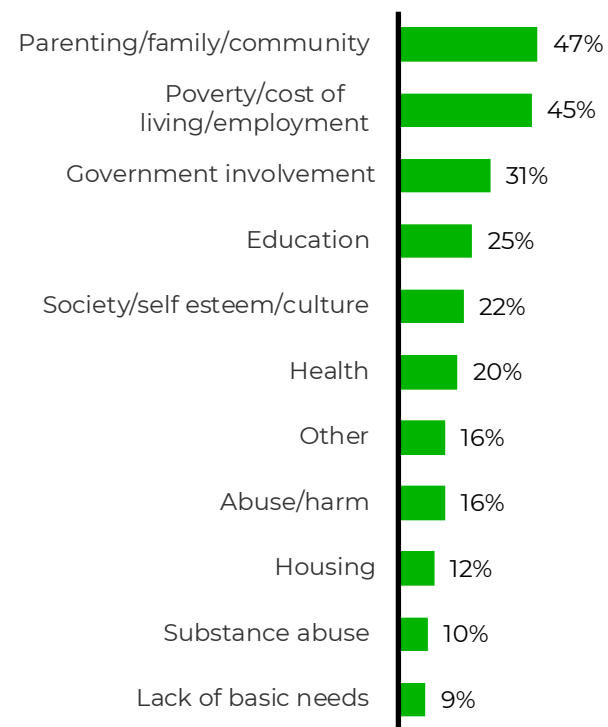
When asked on an unprompted basis, almost all Māori (98%) could spontaneously identify at least one factor they think can contribute to children and young people not thriving as much as they should.

As in 2019, the most prevalent themes relate to poor parenting/home environment, and poverty.

Since 2019 some issues have increased in prominence in the minds of Māori, including cost of living, mental health issues, inequality, and lack of health care.

While poor parenting/dysfunctional home environment remains a common theme, the proportion mentioning this theme has decreased in 2022, as has mentions of drugs.

The chart shows comments grouped into topics; a more detailed breakdown is on pages 72-73.



Q3. What do you think are the main things that result in some children and young people in New Zealand not thriving as much as they should?

Respondents wrote down comments verbatim – these have been coded into themes and then grouped.

Base: All Māori respondents (n=595)

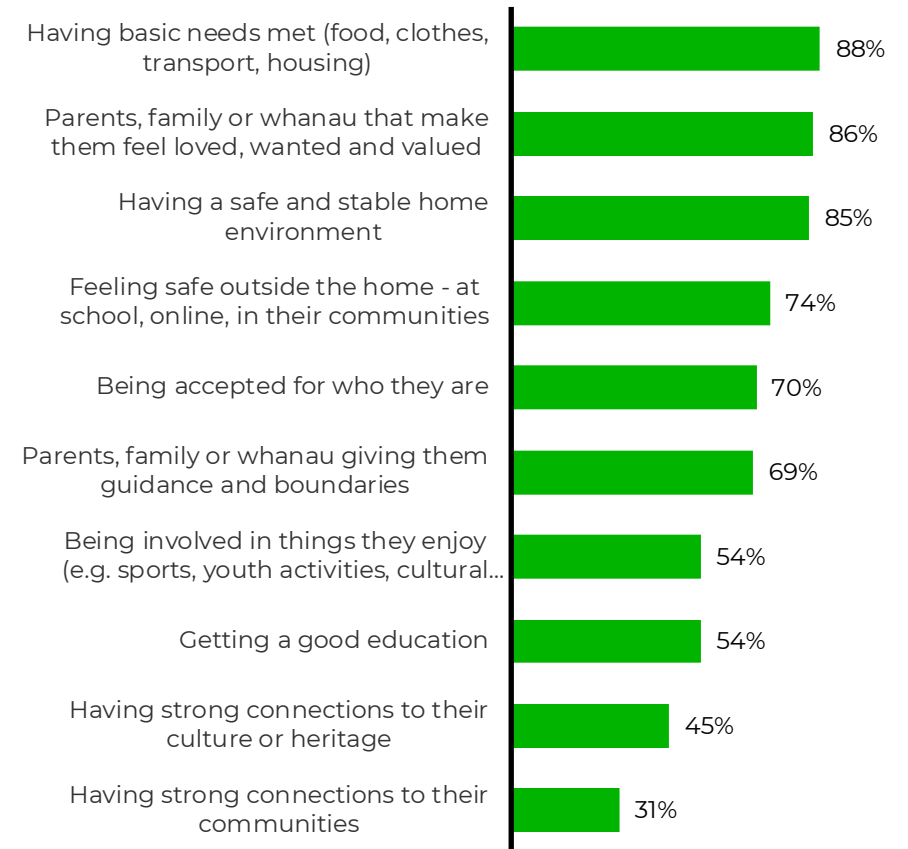
Having basic needs met is extremely important for children and young people to thrive

Māori rated how important they thought each of 10 factors* were in affecting how well children and young people thrive.

As anticipated, all aspects are considered important to some extent by all, or almost all, Māori. To identify the aspects seen to be of higher importance, this analysis focuses on aspects rated as *extremely important*.

Having basic needs met, being loved and having a safe and stable home environment are most frequently acknowledged as being of extreme importance. Since 2019, there were increases in the importance of being involved in things they enjoy (54% in 2022 cf. 45% in 2019) and having a strong connection to culture and heritage (45% in 2022 cf. 38% in 2019).

Having strong connections to their communities had the lowest proportion of Māori rating it as *extremely important*.



Q4. Here is a list of some things that can affect how well children and young people thrive... we want to know which ones you think are the most important.

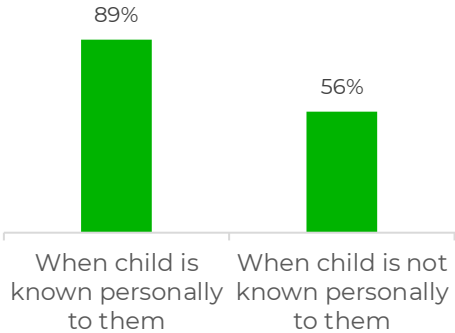
*Note in 2019, a list of 22 factors was presented to respondents. The reduced number of factors in 2022 may have had some influence on responses, so caution should be applied

Base: All Māori respondents (n=601-602)

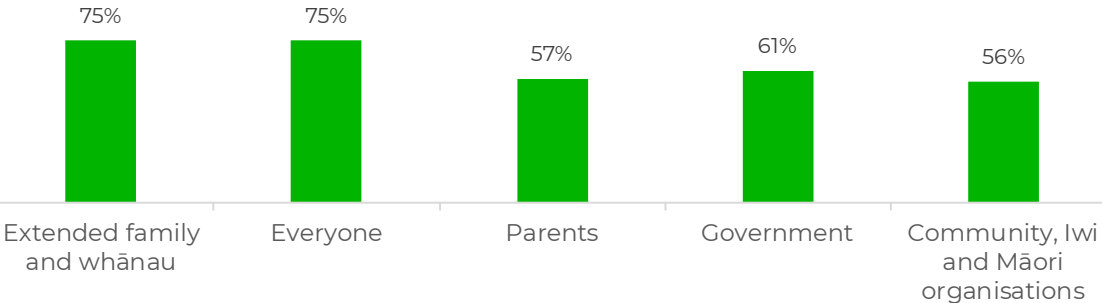
While personal responsibility for the care of children is the most prevalent view, Māori believe everyone has a responsibility

As part of this survey, people were asked how strongly they agreed or disagreed with a range of statements – including a series of statements about who is responsible for the care and wellbeing of children and young people.

People feel personal responsibility



Whose responsibility is it to care for children and young people?



Appendix 4:

Results for Pacifica participants

Introduction and profile

In the report so far, we have looked at differences between the total sample and Pacific peoples where relevant. This section looks at results within the Pacific people's sample.

In total, 217 **completed surveys** were received from respondents who identified with one or more Pacific people's ethnic groups. In 2022, 143 responses were collected via the supplementary method of an online panel, and 74 from the core data collection method (SMM).

After weighting, the age profile of Pacific respondents in this survey is shown here:

Age group	Age distribution-of Pacific peoples in survey (weighted)
18-24 years	22%
25-29 years	13%
30-39 years	20%
40-49 years	17%
50-59 years	14%
60-69 years	8%
70 years +	6%

Key changes for Pacific peoples between 2019 and 2022

This section looks at results within the Pacific people's sample.

Some changes in the contributors to vulnerability.

- In 2022, the three most prominent issues remain the same as in 2019 - poverty, poor parenting/home environment, and education issues.
- While poor parenting/home environment remains a common theme, the proportion mentioning this theme has decreased in 2022.
- New in 2022 are mentions relating to Covid-19 impacts and to generational issues/cycle repeating itself.

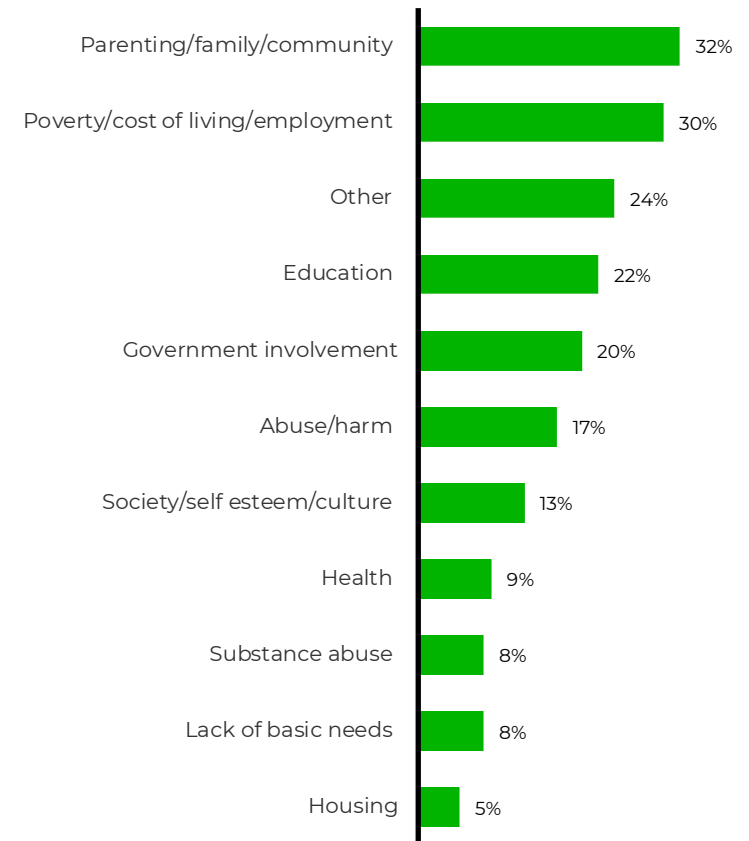
No change to what is seen as important in contributing to children and young people thriving.

- As in previous years, having basic needs met, being loved by parents and whānau and having a safe, stable home environment is most important in supporting children and young people thriving.

Pacific peoples think poor parenting, or a poor home environment are the main contributors to children not thriving

When asked on an unprompted basis, almost all Pacific peoples (95%) could spontaneously identify at least one factor they thought contributed to children and young people not thriving as much as they should.

As in 2019, the most prevalent themes relate to poor parenting/home environment, poverty, and education-related issues.



Q3. What do you think are the main things that result in some children and young people in New Zealand not thriving as much as they should?

Respondents wrote down comments verbatim – these have been coded into themes and then grouped.

Base: All Pacific respondents (n=210)

Having basic needs met is extremely important for children and young people to thrive

Respondents rated how important they thought each of 10 factors* were in affecting how well children and young people thrive.

As anticipated, all aspects are considered important to some extent by all, or almost all, respondents. To identify the aspects seen to be of higher importance, this analysis focuses on aspects rated as extremely important.

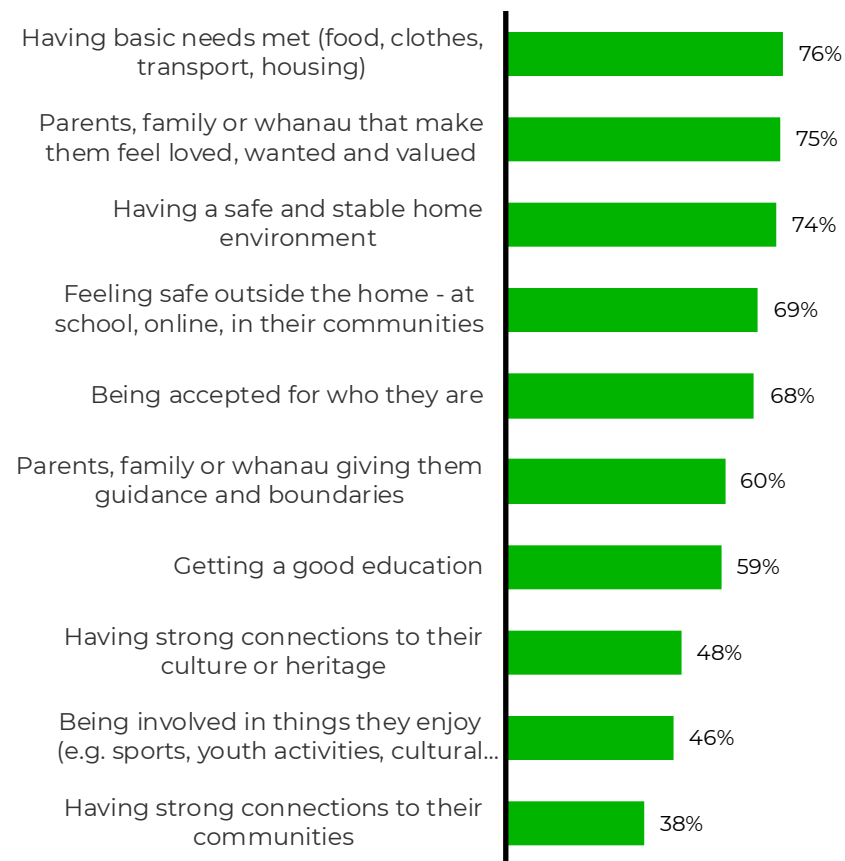
Having basic needs met, being loved, and having a safe and stable home environment are most frequently acknowledged as being of extreme importance.

Also rated as *extremely important* by Pacific people are feeling safe outside the home and being accepted for who they are.

Q4. Here is a list of some things that can affect how well children and young people thrive... we want to know which ones you think are the most important.

*Note in 2019, a list of 22 factors was presented to respondents. The reduced number of factors in 2022 may have had some influence on responses, so caution should be applied.

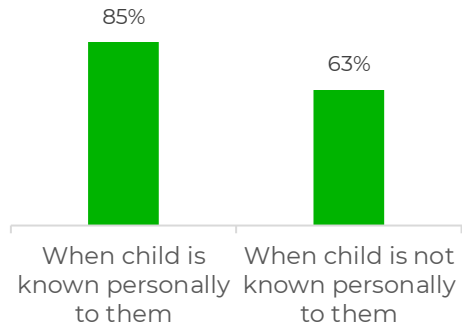
Base: All Pacific respondents (n=217)



While personal responsibility for the care of children is the most prevalent view, Pacific peoples believe everyone has a responsibility

As part of this survey, people were asked how strongly they agreed or disagreed with a range of statements – including a series of statements about who is responsible for the care and wellbeing of children and young people.

People feel personal responsibility



Whose responsibility is it to care for children and young people?

