

# ENGAGING ALL NEW ZEALANDERS SURVEY REPORT

Children in New Zealand Communities, 2019

# ACKNOWLEDGMENTS

This report was produced by Nielsen on behalf of Oranga Tamariki — Ministry for Children.

Nielsen and Oranga Tamariki acknowledge and thank the 1,548 New Zealanders who gave their time to take part in this survey.



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# 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 1,548 adults completed this survey between 13 February and 5 April 2019. Detailed information about the survey approach and sample profile can be found in the Appendix 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* as a building block for the new system of care and protection of vulnerable children.

The purpose of *Engaging all New Zealanders* is 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, the (now) Oranga Tamariki — Ministry for Children aims to improve its understanding of New Zealanders' beliefs, opinions, attitudes and behaviours regarding child and youth vulnerability.

The 2019 survey reported here follows on from the 2017 Engaging all New Zealanders survey and the formative research undertaken in March 2017 by EY Sweeney.

### Engaging all New Zealanders programme

The engagement strategy for Engaging all New Zealanders has three key areas of focus...

- Reduce stigma and discrimination against children and young people in care and at risk (and their families) by amplifying their voices
- Raise awareness of the potential held by children and young people in care (and at risk)
- Motivate New Zealanders to take action to support children and young people in care (and at risk).

## OBJECTIVES

The Children in New Zealand Communities survey aims to:



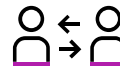
Measure and understand public awareness of the current state of child wellbeing in New Zealand (do people think we have a problem or not?)



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.

# NOTES TO THE REPORT

## A few points to bear in mind when reading this report:

Overall response rate (main approach):

**27.4%**

Māori response rate (main approach): **17.1%**

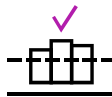
*A lower response rate was achieved in 2019 than in 2017. This was driven by a lower than expected offline response. Unfortunately the hardcopy questionnaires would have been delivered to respondents on or around Friday 15 March, the date of the Christchurch Mosque Shootings.*

### MARGIN OF ERROR

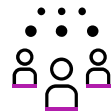
- Total sample:  $\pm 2.5\%$
- Māori:  $\pm 4.6\%$
- Pacific:  $\pm 6.2\%$



The findings in this report were weighted to the total New Zealand population according to region, age, gender and ethnicity using 2013 Census data.



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.

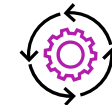


When subgroup differences are mentioned, the results discussed are always in comparison with the overall/total result (that is, all those who answered the question) unless stated otherwise.

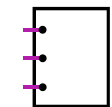
**Māori and Pacific** numbers were obtained from the Māori and Pacific weighted tables.



**'Don't know' responses have been included where relevant** (when they are valid responses and add value to the findings). Please refer to the base descriptions on each page for more information.



**Rounding:** In some cases, NET percentages may not add up exactly to the individual response categories due to rounding. For example for question 10, "There should be harsher penalties for young people under 18 who break the law", the NET total of 'disagree' and 'strongly disagree' is 23%. However, the individual response categories disagree (18%) and strongly disagree (6%) add to 24%.



### KEY DEFINITIONS

- **Community:** Defined in the survey as 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:** Defined in the survey as 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 etc.)
- **Children and Young people:** These terms were respondent-defined in the survey. The Ministry considers children and young people to be all those up to and including those aged 24 years old
- **Complete questionnaire:** ("Completes"): Complete questionnaires were those where respondents completed questions up to and including Q21 (Q31) (ethnicity).
- **Vulnerable children:** Throughout the questionnaire, the concept of vulnerability was positioned as 'at risk' of not thriving.



**Survey limitations:** It should be noted that all sample surveys are subject to different types of response and non-response bias. For example, only those who are motivated in some way to complete this survey would have done so. As such, all results are considered 'estimates'.

# NOTES TO THE REPORT

## SUB-GROUP DIFFERENCES NOTED IN REPORT

There are many demographic sub-groups that could be looked at to answer the question “who is more or less likely to...”

For clarity, these key variables have been focused on in this report.

Given the richness and extent of the data available, additional analysis at sub-group level would best be carried out with specific research questions or hypotheses in mind.



**Correlation between variables:**

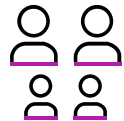
It should be noted that some sub-groups will be highly correlated. For example, Māori and Pacific ethnic groups tend to have younger populations, while the New Zealand European population tends to be older in its make up.



**Ethnicity:** The Ministry currently has a recruitment focus among those who identify as Māori. It also wants to attract an increasingly diverse group of caregivers. As such, ethnicity is one of the variables considered in this report. Ethnicity has been grouped at the highest level and includes the categories: New Zealand European, Māori, Pacific, Asian and Other.



**Gender:** Attitudes and behaviours frequently differ depending on gender. Differences between male and female responses have been identified and discussed where relevant.



**Age:** As with ethnicity, the Ministry aims to engage **all** New Zealanders but has a focus on those in an age-range where they may be more likely to be able to help children and young people in care. Attitudes and behaviours also frequently differ depending on age.



**New Zealand Deprivation Index:** This is an area-based measure of socioeconomic deprivation in New Zealand. Quintile 1 represents people living in the least deprived 20 percent of areas while Quintile 5 represents those living in the most deprived 20 percent.



**Proximity to (contact with) 'at risk' families/children:** The formative research identified proximity as a key variable in influencing attitudes and behaviours with regards to vulnerable children. As an indicator of proximity, survey respondents were asked how much personal contact or involvement they had with families, children or young people experiencing problems that might put them 'at risk'.

**NB:** 63% of people had at least a little contact with 'at risk' families/children, including 11% who indicated that they had 'a lot' of contact.

# KEY FINDINGS AND IMPLICATIONS



## KEY FINDINGS

### DOES NEW ZEALAND HAVE A PROBLEM OR NOT?

With a quarter saying NZ is doing a bad job and another 23% indicating that NZ is neither doing a good nor a bad job, responses indicate that New Zealanders acknowledge that there is considerable room for improvement in how we care for our children and young people.

### ARE WE AWARE OF THE CONTRIBUTORS TO VULNERABILITY?

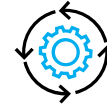
There is reasonable awareness of the contributors to vulnerability. While people spontaneously identify 2-3 factors that they feel are the main contributors, the most prevalent theme in 2019 remains poor parenting/dysfunctional home environments.

### ARE WE AWARE OF THE CONTRIBUTORS TO WELLBEING?

This research confirms that people understand and acknowledge that multiple factors are important for the wellbeing of children and young people. All 22 factors considered were perceived as important. Being loved, having a safe, stable home environment and having basic needs met were most acknowledged as being of **extreme** importance. Relative to other factors, connections with community and with culture/heritage were perceived as less critical.

### ARE WE AWARE OF THE IMPACT OF 'SOLVING' VULNERABILITY?

There is almost universal acknowledgement that helping all children and young people to thrive would greatly benefit New Zealand in future with no significant change since 2017.



## IMPLICATIONS

**Short-term goal:** more New Zealanders thinking we are improving. Compared with 2017 we are heading in the right direction (32% in 2017, now 37%).

**Long-term goal:** all New Zealanders thinking we are doing at least quite a good job **and** that we are improving. Similar to the short-term goal, this has also improved from 2017 (24% in 2017, 29% in 2019).

There is a risk that those who see poor parenting/home environment as a main contributor may be less willing to buy into the Engaging All New Zealanders' Strategy. Communication strategy needs to address this (i.e. engage people who currently might 'blame' poor parenting and hence be resistant to accepting any personal or community responsibility).

The role of community and cultural connections in wellbeing is perhaps understated and communications need to address this. The inter-relationship between the more obvious contributors to wellbeing (e.g. basic needs being met) and community support may also need to be emphasised (for example, the community can assist to ensure basic needs are met when the parents may be struggling to do so).

Strongly promoting this message is unnecessary per se. However, communications should provide hard evidence/ projections of positive impact/benefit so that this message resonates and becomes a motivator for action.



# KEY FINDINGS AND IMPLICATIONS



## KEY FINDINGS

### DO WE ACCEPT AND SHARE THIS VISION?

For the most part, we accept and share this vision. The majority acknowledge the importance of a caring community outside of their own family for children and young people despite the fact that, relative to other factors, community connections are seen as less critical contributors to wellbeing. Seven in ten agree that everyone in a community has a responsibility to care for its children and young people.

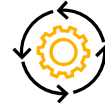
### DO WE ACCEPT PERSONAL RESPONSIBILITY?

Almost everyone feels a responsibility towards children and young people they know personally. However, this is not the case for children and young people in the community who are not personally known.

### WHERE DOES COMMUNITY RESPONSIBILITY SIT RELATIVE TO PARENTAL RESPONSIBILITY AND GOVERNMENT RESPONSIBILITY?

Responses confirm that New Zealanders place considerable onus on parents to properly care for their children. Seven in ten agree people should not have children if they can't properly care for them. The majority also see parents as being ultimately responsible for the care of their children and should not need to depend on others to be able to care for them.

Attitudes relating to whether the government should be taking more responsibility for caring for children and young people are less consistent than attitudes to community responsibility. Opinion is also split on whether or not the authorities can be trusted to do the best for children and young people in their care.



## IMPLICATIONS

The strategy is to engage all New Zealanders and, therefore, more needs to be done to educate and change the views of the quarter of adult New Zealanders who do not share this vision. More also needs to be done to ensure people understand how critical a supportive community is for our children's wellbeing.

The strategy needs to consider how to encourage acceptance of personal responsibility for **all** children and young people in the community, including those not known personally.

We need to ensure that strong views on parental responsibility (e.g. negative views of parents who need to depend on others/ parents perceived as irresponsible because they had children they are not able to properly care for) do not undermine acceptance and sharing of the vision of everyone being responsible for our children and young people.

We also need to ensure the government's supporting (rather than leading) role in caring for children and young people is understood. As the new operating model centred on the needs and wants of vulnerable children and young people becomes more entrenched, we should expect to see an improvement in the proportion of New Zealanders who trust authorities to do the best for those in their care.



# KEY FINDINGS AND IMPLICATIONS



## KEY FINDINGS

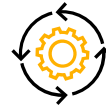
### WHAT ARE PEOPLE'S ATTITUDES IN RELATION TO THE PARENT-CHILD RELATIONSHIP?

While some adhere to the more traditional view that children should always obey their parents, these are balanced by a prevailing attitude that it is not just parents' business how they deal with their children. In other words, the majority do not agree that parents have licence to deal with their children as they wish.

Only a quarter of people with children 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?

Overall, in 2019 the balance of opinion still appears to be in favour of harsher penalties but that, once the punishment is served, it should not affect future opportunities. However, opinions vary in terms of the best combination of these two stances.



## IMPLICATIONS

While these results suggest that we accept a need to **offer** support or intervention when a child's wellbeing is 'at risk', for some there is still stigma attached to **accepting** support or intervention when offered. Communications need to cover both aspects: that is, engage all New Zealanders to accept responsibility for the care of our children and young people but also to ensure those being offered help and support feel positive about accepting it.

There is still a belief among many that a stronger, punitive approach should be taken to offending. If our young people are to be seen as taonga, attitudes need to shift to improve empathy and to focus on rehabilitation rather than punishment.

# KEY FINDINGS AND IMPLICATIONS



## KEY FINDINGS

### HAVE PEOPLE TAKEN ACTION WHEN THEY HAVE BEEN IN A POSITION TO DO SO?

Most of those who have been in a situation where they were worried about a child (other than their own) have done something and/or spoken to someone about it. The most common situations have involved doing something to help a child reach his/her full potential and helping a child or whānau in practical ways such as providing food.



## IMPLICATIONS

The Engaging All New Zealanders Strategy could build traction by acknowledging the importance and difference that support for children in everyday kinds of ways can make, and by encouraging more of this type of behaviour. In other words, people have the opportunity to make more of a difference by doing more of the things we are most commonly already doing. Heightened awareness that helping to reduce vulnerability can simply mean helping in smaller, everyday ways (e.g. providing food) may lead to more opportunities to help being noticed. In addition, more action being taken in everyday scenarios may lead to greater confidence to offer support or intervene in more acute scenarios.

# KEY FINDINGS AND IMPLICATIONS



## KEY FINDINGS

### DO WE WANT TO DO MORE TO HELP?

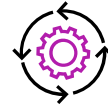
Overall, half of people would like to do more to help children and young people who need support. This spans both groups rather than being specific to one; and agreement with both have decreased since 2017.

### WOULD WE CONSIDER HELPING A CHILD UNDER THE CARE OF ORANGA TAMARIKI?

When the broader definition of care and the range of possible ways of helping is explained, over a third say they would consider helping a child or young person under the care of Oranga Tamariki although a quarter indicated there is no possibility now or in the future of providing care.

### DOES CONSIDERATION INCREASE FOR CERTAIN TYPES OF CARE?

As would be anticipated, considerably more people will be open to providing shorter-term care to children, especially those aged 5-12 years, than to providing longer-term care.



## IMPLICATIONS

The same audience will be receptive to our messages, irrespective of whether we are talking about children or about young people and there is a need for communications which will encourage people to help as wanting to do more has decreased since 2017.

In theory, there is a large, potential pool for Oranga Tamariki to recruit caregivers from. It is encouraging that, when people are educated about the potential range of options for helping children and young people in care, most do not dismiss the possibility of helping.

The preference for shorter term care aligns well with the current needs expressed by regions and the Ministry's goal to return tamariki to their whānau.

# KEY FINDINGS AND IMPLICATIONS



## KEY FINDINGS

### ARE WE NOTICING INFORMATION OR COMMENTARY RELATING TO VULNERABLE CHILDREN?

Most New Zealanders are aware of recent content relating to vulnerable children.

### WHAT MESSAGES ARE WE RECEIVING?

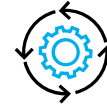
Almost all the current messaging recalled (in the context of 'anything to do with children or young people in New Zealand who are 'at risk' of not thriving') is negative messaging. The most prevalent themes relate to poverty, basic needs not being met such as food and adequate shelter, and abuse and neglect.

### THROUGH WHAT CHANNELS ARE WE RECEIVING THESE MESSAGES?

News and current events dominate, followed at some distance by word of mouth and social media.

### HAS WHAT PARENTS AND CAREGIVERS SEEN OR HEARD RESULTED IN THEM TRYING TO PROVIDE BETTER CARE TO THEIR CHILDREN?

Around four in ten indicate that what they have seen or heard has influenced them to try and do better.

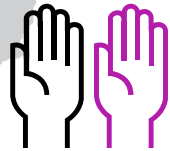


## IMPLICATIONS

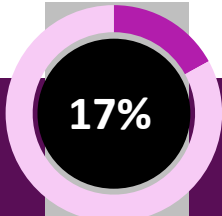
As changes are made to the operating model, and the Engaging All New Zealanders Strategy continues to be implemented, we would hope to see more messages surfacing that link to the efforts of Oranga Tamariki and its partners.

# SUMMARY OF KEY MEASURES

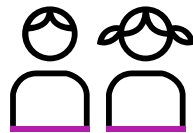
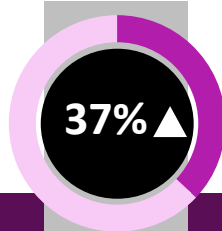
The proportion of New Zealanders who...



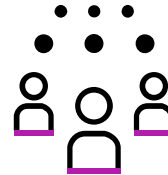
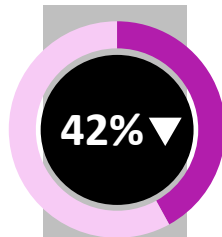
Said 'yes' they would consider helping a child or young person who is under the care of Oranga Tamariki



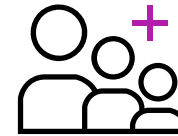
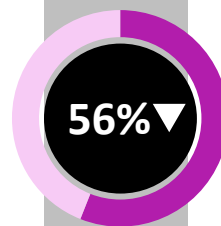
Think we're getting better at caring for our children and young people



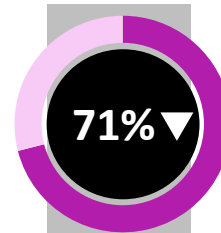
Agree they feel a personal responsibility to support the children and young people in their communities that they don't know personally



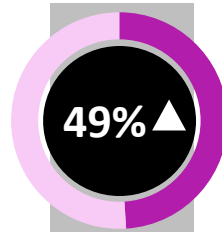
Agree they would like to do more for the children in their community who need support, while 55% agree they would like to do more for young people.



Agree that everyone has a responsibility to care for children and young people in their community



Disagree that they would feel embarrassed or ashamed if someone offered support or care for their child

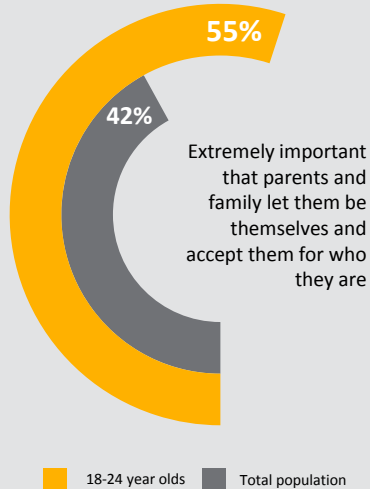


# 18-24 YEAR OLD RESPONDENTS SAID...

## Who am I?

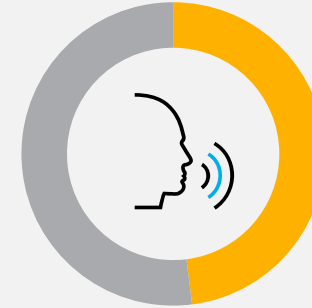
Young people want to be known and accepted for who they are with over half (55%) saying this was extremely important.

Almost all 18-24 year olds (87%) said accepting them for who they are was extremely or very important compared with 73% of people overall in New Zealand.



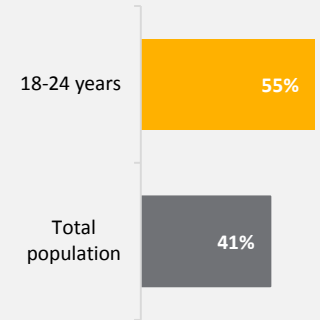
## Why not listen to me?

Young people want their family to listen to them and give them a say with 87% saying this was very or extremely important (and 48% saying it was extremely important). It's also important to Young people that they are both seen and heard.



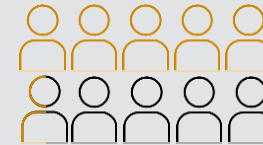
**48%** of 18-24 year olds think it is extremely important that they are listened to and are given a say in decisions that affect them (cf. 35% total population)

**% Strongly disagree:**  
Children should be seen and not heard

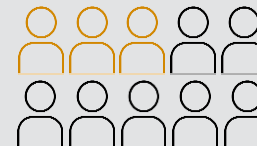


## Why do you know best?

While over half (55%) of young people aged 18-24 believe family giving guidance and boundaries is extremely important, only one in 3 agree that children should always obey their parents and only one in ten (11%) agree that adults always know what's best for children.

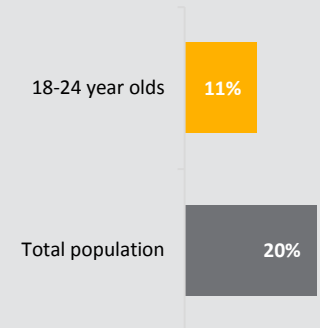


Over half (55%) believe giving guidance and boundaries is extremely important (cf. 64% total population)



Three in ten (29%) agree/strongly agree that children should always obey their parents (cf. 40% total population)

**% Agree/Strongly agree:**  
Adults (not children) always know what is best for children



# FOCUS AREA ONE: RAISING AWARENESS



# RAISING AWARENESS



## Qualitative findings:

- New Zealanders have a high degree of knowledge and understanding of wellbeing with respect to children and young people
- They conceptualise the needs required for wellbeing include love and connection, basic life necessities, safety and education. Wellbeing is a multi-dimensional and interdependent concept
- Personal proximity to children and young people's vulnerability help shape an understanding of the issue.

Oranga Tamariki wishes to raise 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.

We obtained measures in each of the following areas:

- **Do we have a problem or not?** Respondents indicated whether or not they think we (as a nation) are already doing a good job caring for our children and young people and whether or not we were getting better or worse at this over time
- **Are we aware of the contributors to vulnerability?** Respondents wrote down in their own words what they feel are the main things resulting in some children and young people in New Zealand not thriving as much as they should
- **Are we aware of the contributors to wellbeing?** Respondents indicated the extent to which they feel each of 22 factors was important in helping children and young people to thrive
- **Are we aware of the impact of 'solving' vulnerability?** Respondents indicated the extent to which they agree helping all children to thrive would greatly benefit New Zealand in future.

# KEY FINDINGS AND IMPLICATIONS



## KEY FINDINGS

### DOES NEW ZEALAND HAVE A PROBLEM OR NOT?

With a quarter saying NZ is doing a bad job and another 23% indicating that NZ is neither doing a good nor a bad job, responses indicate that New Zealanders acknowledge that there is considerable room for improvement in how we care for our children and young people.

### ARE WE AWARE OF THE CONTRIBUTORS TO VULNERABILITY?

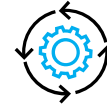
There is reasonable awareness of the contributors to vulnerability. While people spontaneously identify 2-3 factors that they feel are the main contributors, the most prevalent theme in 2019 remains poor parenting/dysfunctional home environments.

### ARE WE AWARE OF THE CONTRIBUTORS TO WELLBEING?

This research confirms that people understand and acknowledge that multiple factors are important for the wellbeing of children and young people. All 22 factors considered were perceived as important. Being loved, having a safe, stable home environment and having basic needs met were most acknowledged as being of **extreme** importance. Relative to other factors, connections with community and with culture/heritage were perceived as less critical.

### ARE WE AWARE OF THE IMPACT OF 'SOLVING' VULNERABILITY?

There is almost universal acknowledgement that helping all children and young people to thrive would greatly benefit New Zealand in future with no significant change since 2017.



## IMPLICATIONS

**Short-term goal:** more New Zealanders thinking we are improving. Compared with 2017 we are heading in the right direction (32% in 2017, now 37%).

**Long-term goal:** all New Zealanders thinking we are doing at least quite a good job **and** that we are improving. Similar to the short-term goal, this has also improved from 2017 (24% in 2017, 29% in 2019).

There is a risk that those who see poor parenting/home environment as a main contributor may be less willing to buy into the Engaging All New Zealanders' Strategy. Communication strategy needs to address this (i.e. engage people who currently might 'blame' poor parenting and hence be resistant to accepting any personal or community responsibility).

The role of community and cultural connections in wellbeing is perhaps understated and communications need to address this. The inter-relationship between the more obvious contributors to wellbeing (e.g. basic needs being met) and community support may also need to be emphasised (for example, the community can assist to ensure basic needs are met when the parents may be struggling to do so).

Strongly promoting this message is unnecessary per se. However, communications should provide hard evidence/ projections of positive impact/benefit so that this message resonates and becomes a motivator for action.

# DO PEOPLE THINK NEW ZEALAND IS DOING A GOOD OR BAD JOB OVERALL?

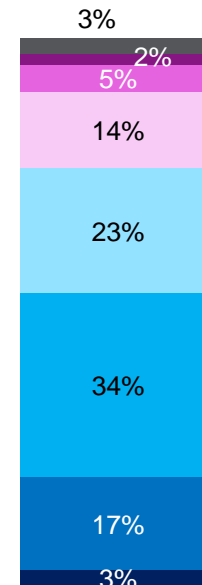


There has been no real change since 2017 in public perceptions of how well or badly New Zealand is doing when it comes to caring for our children and young people.

As in 2017, overall opinions are divided, with 54% in 2019 thinking we are doing a good job, while 44% think we are doing either a bad job or doing neither a good nor bad job. Just 3% think New Zealand is doing a very good job at caring for our children and young people.

Personal contact with families, children and/or young people who are experiencing problems that might put them 'at risk' also impacts on a person's perception of how well we are doing as a country. Those who have at least a little contact with 'at risk' families/children are more likely to say we are doing a bad job (23%) compared with those who have had no contact with 'at risk' families/children (16%).

As in 2017, Māori were more likely to think New Zealand is doing a bad job at caring for our children and young people, 31% of Māori, compared with 21% overall. This proportion has not changed significantly since 2017.



**AROUND A QUARTER (21%) SAID THEY FEEL NZ IS DOING A BAD JOB**



**AROUND HALF (54%) SAID THEY FEEL NZ IS DOING A GOOD JOB**

- Don't know
- Very bad job
- Bad job
- Quite a bad job
- Neither a good nor a bad job
- Quite a good job
- Good job
- Very good job

Base: All respondents (n=1536)

Q1. Overall, some people feel that 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.

# PROXIMITY TO VULNERABILITY

The 2017 formative research (see page 4) concluded that personal 'proximity' to vulnerability shapes attitudes and behaviours. Personal proximity was defined as either personal experience, or exposure through other family members or people in their community. Therefore, it was important in this survey to compare and contrast the attitudes of those with exposure to vulnerability to those without exposure. This was captured as follows:

## Contextual introduction given to respondents:

*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...*

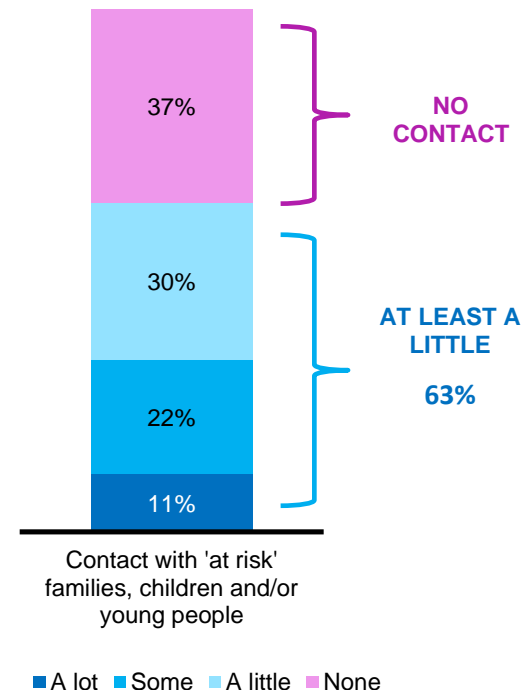
Overall, around **6 in 10 (63%)** people feel they have **had at least a little contact** or involvement **with families, children or young people** experiencing these or some other problems that might put them **'at risk'**.

23% of people living in one-parent households with children and 14% of women said they have had 'a lot' of contact with at risk families and children, significantly higher than the New Zealand total for this response (11%).

Those living in Northland (46%) were more likely to say that they have had 'some' contact with at risk children and families, as were those living in rural areas (45%) compared with the total (22%).

Those living in the most deprived areas in NZ (Quintile 5 areas) were more likely to say they have had at least some contact with at risk children and families compared with the New Zealand total (44% cf.33%).

As in 2017, those identifying as Māori (78%) or with one of the Pacific ethnicities (77%) are more likely to have had at least a little contact with at risk families and children compared with the New Zealand total (63%).



Base: All respondents (n=1546)

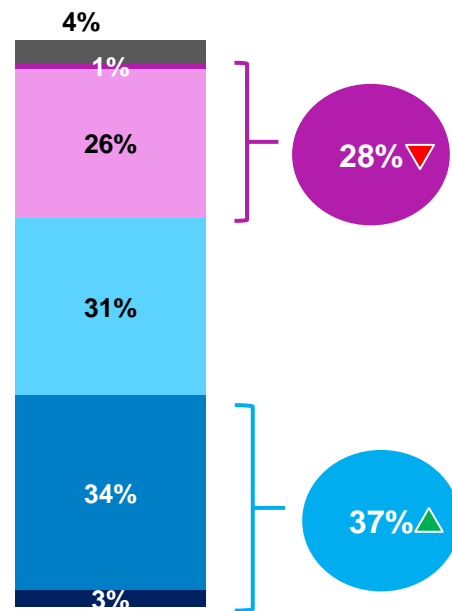
Q13. How much personal contact or involvement have you had with families, children or young people experiencing these or other problems that might put them at risk?

# DO PEOPLE THINK NEW ZEALAND IS GETTING BETTER OR WORSE AT CARING FOR OUR CHILDREN?

Opinion is polarised when it comes to feelings about whether we're getting better, worse or not changing when it comes to caring for our children and young people.

Combining responses from whether we are doing a good or bad job and whether we are getting better or worse, we find that:

- 
**29%** thought we were doing a good job **and** getting better
- 
**8%** thought we were doing a good job **but** getting worse
- 
**3%** thought we were doing a bad job but getting better.
- 
**11%** thought we were doing a bad job **and** getting worse



Don't know    
  Getting much worse    
  Getting worse  
 Staying the same    
  Getting better    
  Getting much better

People's perceptions of progress have changed positively between 2017 and 2019.

The proportion of people feeling that New Zealand is getting better has increased from 32% to 37% in 2019, and the proportion of people feeling that things are getting worse has decreased from 32% to 28% in 2019.

As in 2017 however, those who say they have had at least a little bit of contact with 'at risk' families and children were more likely to feel like things are getting worse (30% cf. 28% overall), while those who have not had any contact were less likely to think things are getting worse (23% cf. 28% overall).

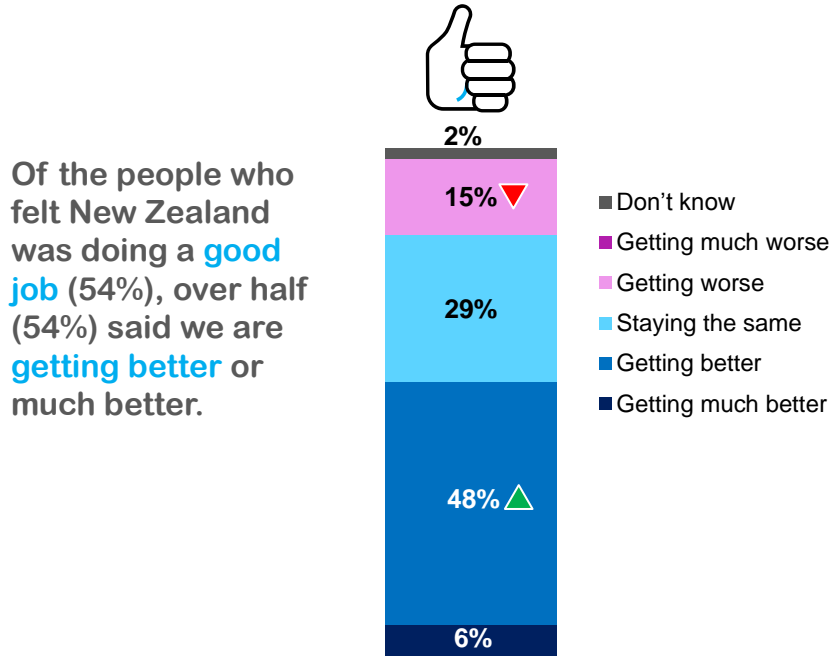
Those living in Auckland (23%) and in main urban areas (21%) were more likely to feel that things are getting worse when it comes to caring for our children and young people.

Base: All respondents (n=1537)

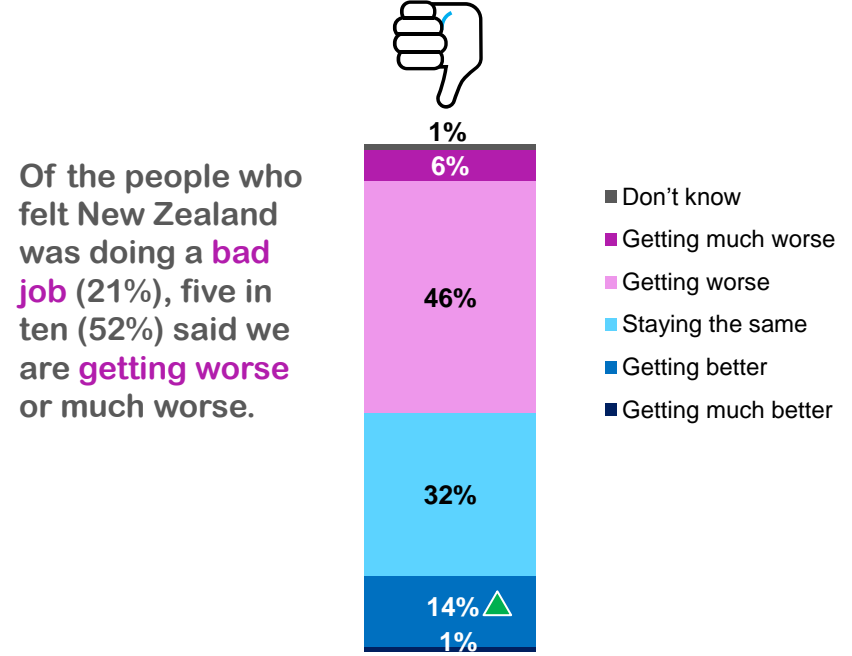
Q2. While you may or may not feel New Zealand is doing a good job at present, overall, do you feel we are getting better or getting worse in terms of how we are caring for our children and young people?

# POSITIVE AND NEGATIVE OUTLOOK

While overall feelings were divided about whether we are getting better or worse (when it comes to caring for our children and young people) - when we look at those who thought New Zealand is doing a good job, we find that they were generally more positive about our progress in this area (i.e. they were more likely to think we are getting better). On the other hand, those who thought we were doing a bad job were more likely to think we are getting worse.



Base: Those who said New Zealand is doing a good job overall at Q1 (n=756)

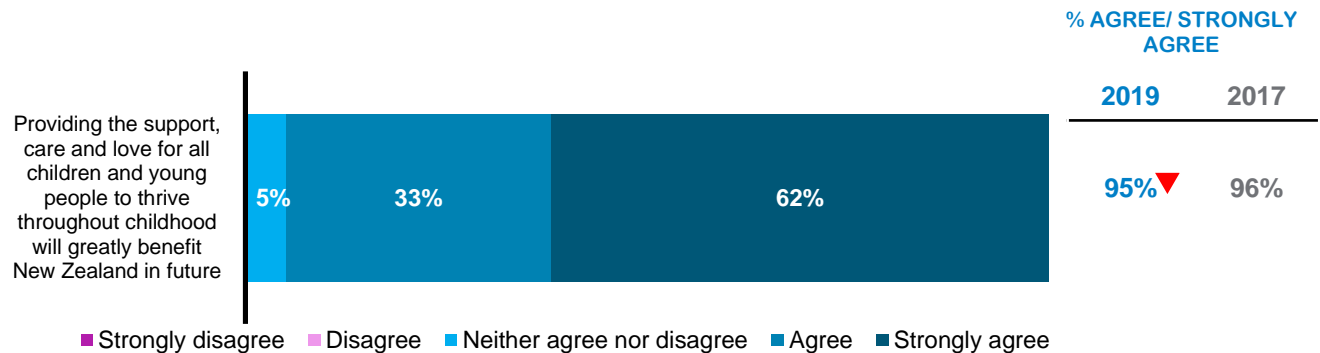


Base: Those who said New Zealand is doing a bad job overall at Q1 (n=348)

# AWARENESS OF IMPACT OF CARING FOR ALL CHILDREN AND YOUNG PEOPLE

There continues to be almost universal acceptance that having young people thrive now will greatly benefit the country as a whole going forward. Almost everyone agrees that providing the support, care and love for all children and young people to thrive throughout childhood will greatly benefit New Zealand in the future.

While there has been a statistically significant decrease in the proportion of people who agree with this statement, this decrease was by only one percentage point and should not be considered a notable change in the attitudes of New Zealanders. As in 2017, no one disagreed with this statement and as noted above agreement is still almost universal.





# CONTRIBUTORS TO VULNERABILITY

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 2017, the most prevalent theme relates to poor parenting/dysfunctional home environment, followed by poverty and by education-related issues.

Between 2017 and 2019 some issues have increased in prominence in the minds of New Zealanders. Namely, poverty and education related issues as contributors to vulnerability have increased, as have mental health issues, domestic violence and technological distractions.

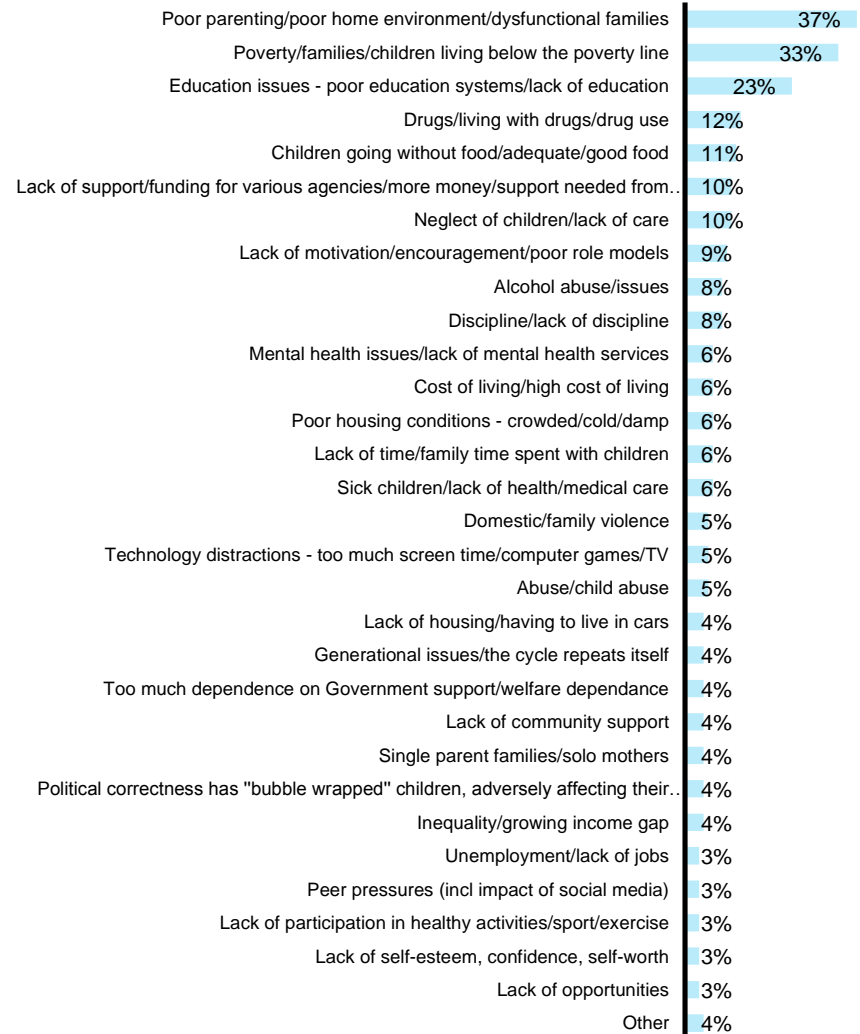
“

*...the biggest influence on children has to be the home environment and so the knowledge and understanding of parents to provide the environment that nurtures and supports the growth and emotional development of children is vital...*

**(Female, 50-59 years, New Zealand European)**

”

## DETAILED BREAKDOWN



Base: All respondents (n=1512)

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)

# CONTRIBUTORS TO VULNERABILITY

As might be expected, those who have a lot of contact with ‘at risk’ children or their families appear to have a broader understanding of contributors to vulnerability and were more likely to cite factors such as poverty, health related issues (such as mental health) and family issues.

The proportion of people citing different types of abuse and health related reasons has increased since 2017, up from 13% and 8% respectively.

“

*...for a first world country the fact we have so many families homeless and children growing up under the poverty line is distressing*

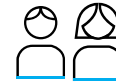
(Female, 30-39 years, Māori)

”

## MAIN CONTRIBUTORS (sub-themes grouped into over-arching themes)



38% cited **poverty**-related reasons: Poverty/families/children living below the poverty line, high cost of living and inequality/growing income gap



37% cited **poor parenting**, poor home environment, and/or dysfunctional families.



17% cited different types of **abuse**: Abuse/child abuse/harm, sexual abuse, domestic violence, child neglect



13% cited **substance abuse** issues: Alcohol abuse and/or drug use



11% gave reasons related to **lacking basic needs**: Going without food/adequate/good food and/or lack of clothing/warm clothing/shoes



11% gave **health** related reasons: Sick children/lack of health/medical care and/or mental health issues/lack of services, support etc..



10% cited **lack of housing and/or poor housing conditions** (over crowding, cold and/or damp)



7% cited **lack of work** as a reason: Welfare dependency and/or unemployment/lack of jobs.

# CONTRIBUTORS TO WELLBEING: WHAT IS NEEDED FOR CHILDREN AND YOUNG PEOPLE TO THRIVE?

Respondents rated how important they thought each of 22 factors is in affecting how well children and young people thrive.

As anticipated, all aspects were considered important to some extent by the great majority. Therefore, to obtain a view of the aspects seen as of greater degrees of importance, this analysis focuses on aspects seen to be of **extreme** importance.

As in 2017, being loved, having a safe, stable home environment, having basic needs met and being healthy mentally and emotionally were most frequently acknowledged as being of **extreme** importance.

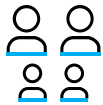
Having strong connections to their culture and heritage had the lowest proportion of respondents rating this as extremely important.

## MOST IMPORTANT ASPECTS



82%

Said having parents, family or whānau that make them feel **loved, wanted and valued** was *extremely* important



81%

Said having a **safe and stable home** environment was *extremely* important



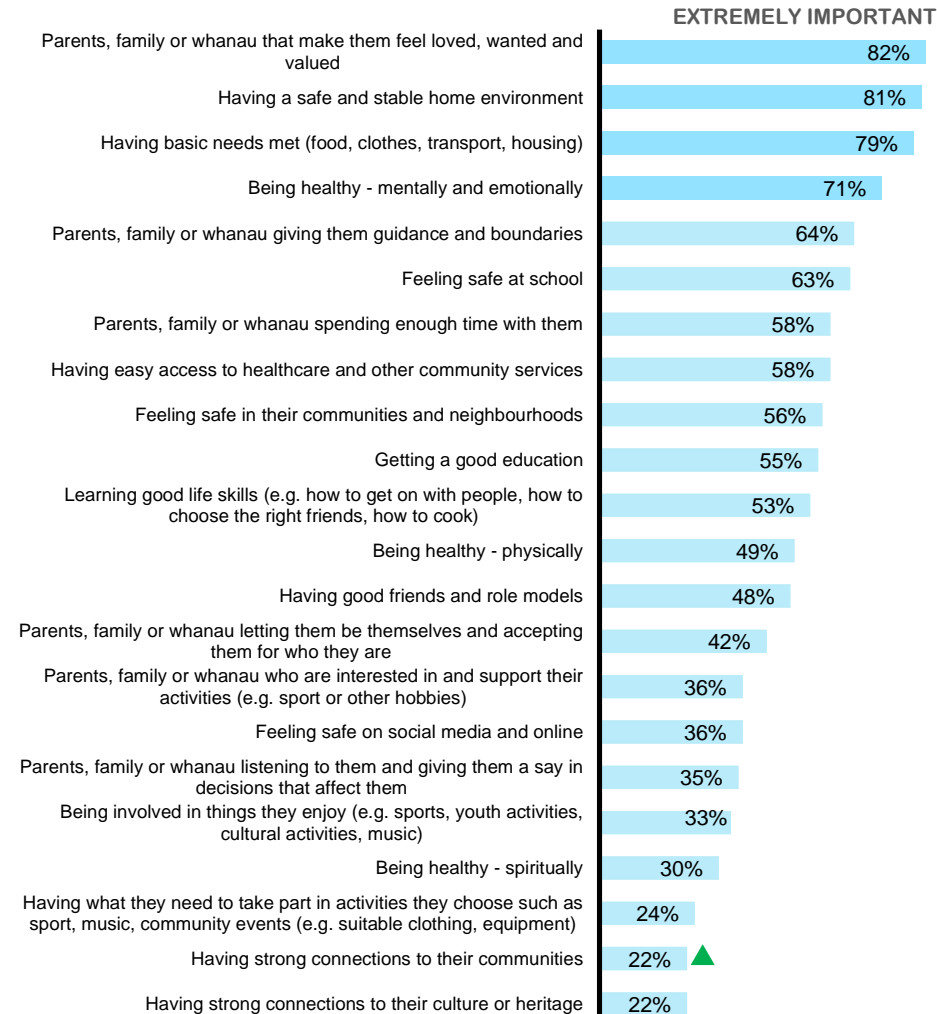
79%

Said having **basic needs met** (food, clothes, transport, housing) was *extremely* important



71%

Said being **healthy – mentally and emotionally** was *extremely* important



Base: All respondents (n=1533-1540)

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.

# WHAT ARE THE MOST IMPORTANT THINGS NEEDED TO HELP OUR CHILDREN THRIVE?

The following section provides greater detail around how important people think each element is when it comes to helping our children and young people thrive.

The 22 aspects have been grouped into seven themes

In general, there are some groups who consistently rate most aspects as *extremely important*:

- Women are more likely than men to say things were *extremely important*.
- People who have had at least a little contact with children or families who might be considered 'at risk' are more likely than the total to say things were *extremely important*

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 is related more to cultural factors or to other factors such as deprivation or household composition.

**Note:** Results for Māori and Pacific peoples have been explored separately in sections starting on pages 61 and 73.

“

*There is still a lot of child poverty in New Zealand that is not being addressed. Therefore our tamariki are malnourished and not succeeding in schools due to their minds not being sustained properly. There is also many more suicidal tendencies within our younger tamariki as many families are uneducated in mental health issues and school place bullying is at a all time high. These things need to be addressed for us as a nation to be able to raise successful and educated children of the future.*

(Male, 30-39 years, Māori)

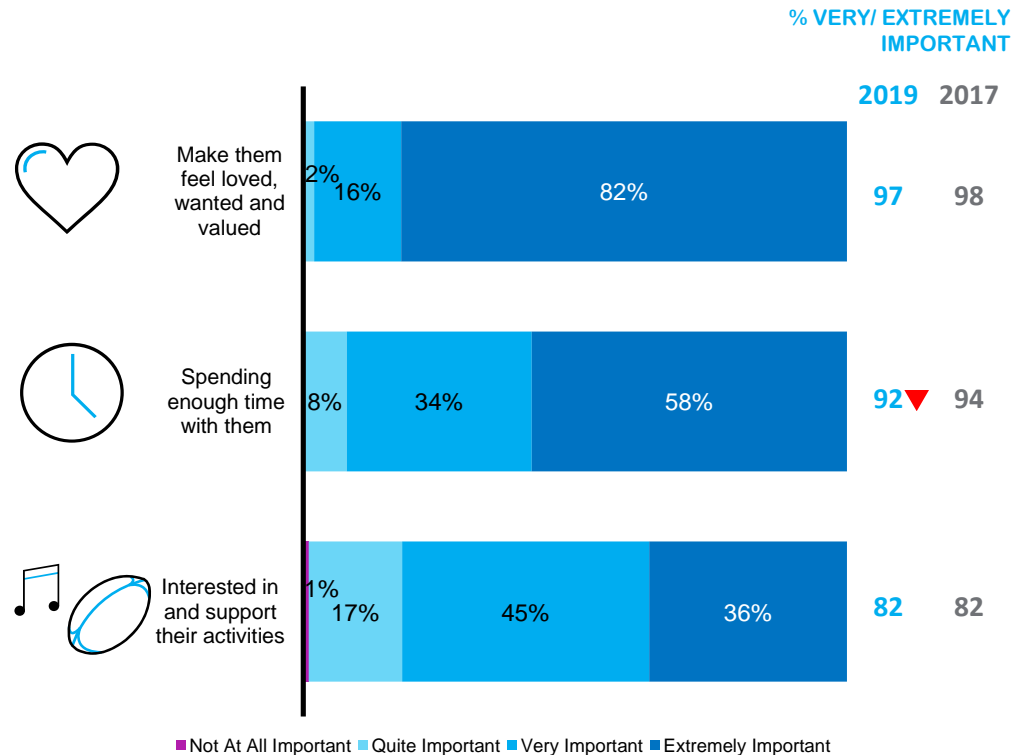
”

# LOVE AND SUPPORT FROM FAMILY

Over eight out of ten (82%) felt that having parents, family or whānau that make children and young people feel loved, wanted and valued is extremely important when it comes to affecting how well children and young people thrive. Feeling loved and valued was rated as relatively more important than spending time and showing interest and support for activities.

While the proportion of people saying that spending enough time with children and young people is a *very or extremely* important element when it comes to ensuring that they thrive has decreased since 2017, this is only by 2 percentage points.

Those less likely to think that this was an *extremely* important element tended to be living in the least deprived areas of New Zealand (Quintile 1 areas), 51% cf. 64% of those in most deprived Quintile 5 area.



Base: All respondents (n=1537-1540)

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.

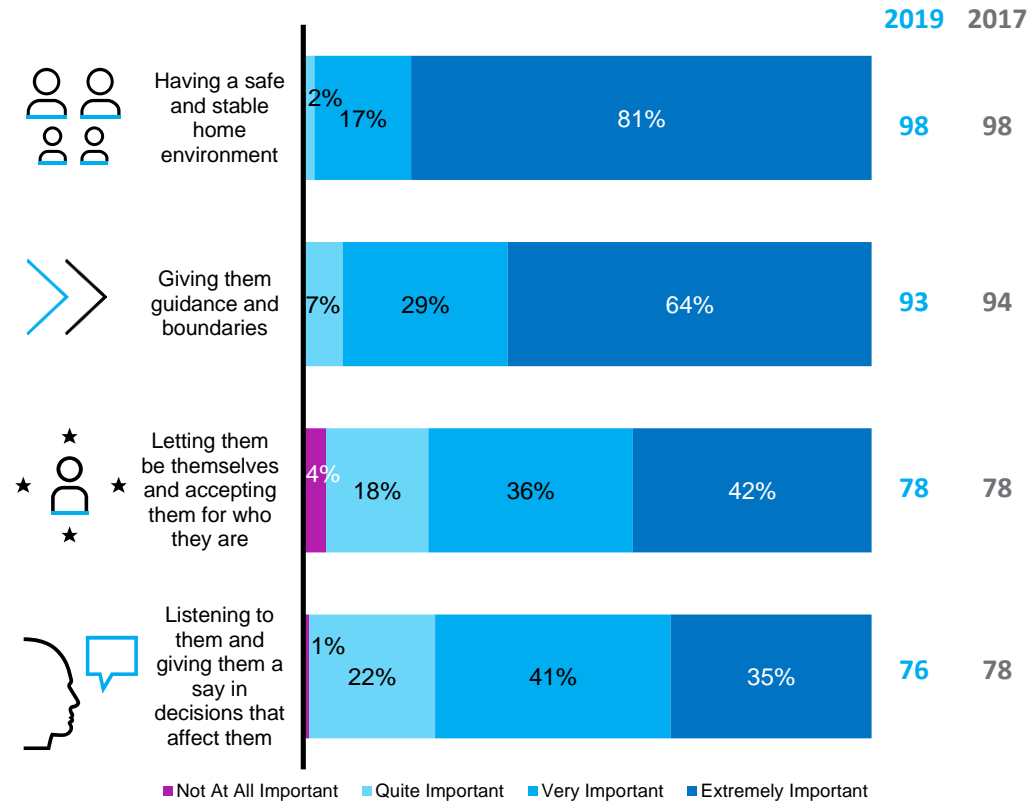
# NURTURE AND STABILITY

% VERY/ EXTREMELY IMPORTANT

Having a safe and stable home environment was the most important element in this set of statements, with 81% rating this as extremely important. Relatively, guidance and boundaries were perceived as more important than ‘letting them be themselves and accepting them for who they are’ and ‘listening to them and giving them a say in decisions that affect them’.

As in 2017, when it comes to how important different aspects around nurture and stability are, there are indications of a generational divide.

Younger people (those aged 18-24 years) were more likely to say that ‘letting them be themselves and accepting them for who they are’ (55% cf. 42% overall) and ‘listening to children and young people and giving them a say in decisions that affect them’ (48% cf. 35%) were extremely important. On the other hand, they were less likely to say that ‘Giving them guidance and boundaries’ was extremely important (55% cf. 64% overall).



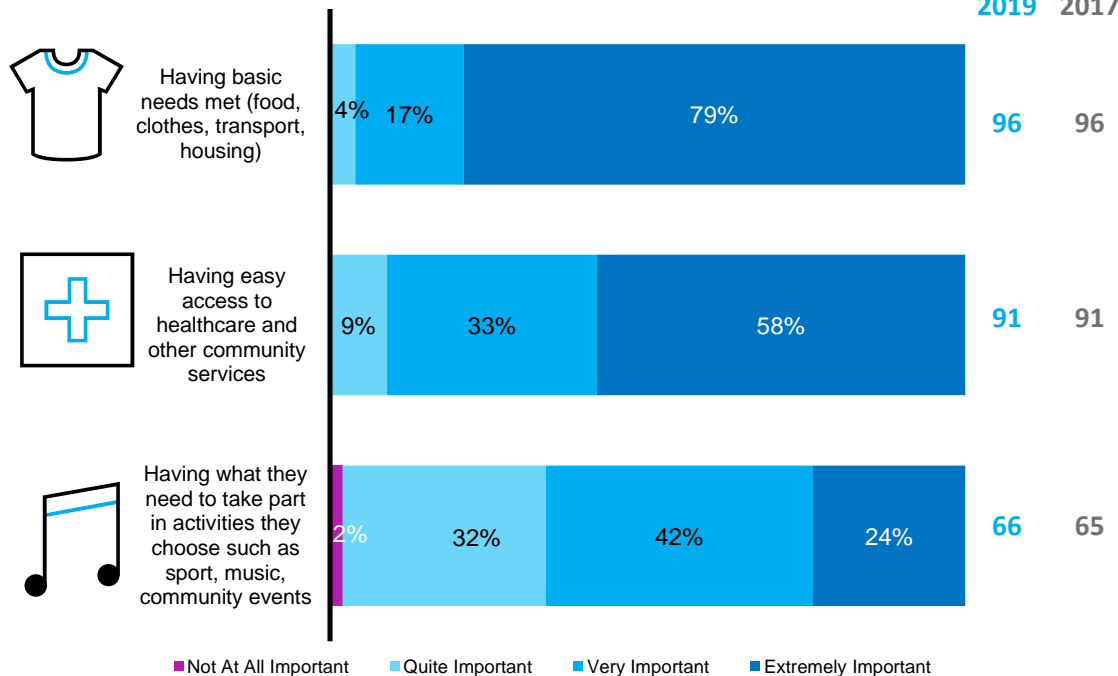
Base: All respondents (n=1536-1539)  
 Q4. Here is a list of some things that can affect how well children and young people thrive. You might think everything on this list is important but we want to know which ones you think are the most important.

# ACCESS TO NECESSITIES

Having basic needs met (such as food, clothes, transport and housing) was seen as extremely important by 79%, while 58% rated easy access to healthcare and community services as extremely important. Having what was needed to take part in activities of choice was less likely to be seen as critical.

Those living in more deprived areas (New Zealand Dep Quintile 5 areas) were more likely to place **extreme** importance on each of these aspects, particularly compared with those in the least deprived areas.

- 'having what they need to take part in activities they choose' (32% in high deprivation areas cf. 17% in least deprived)
- 'having easy access to healthcare and other community services' (64% cf.53%)
- 'having basic needs met (86% cf.79%)



Base: All respondents (1537-1540)

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.



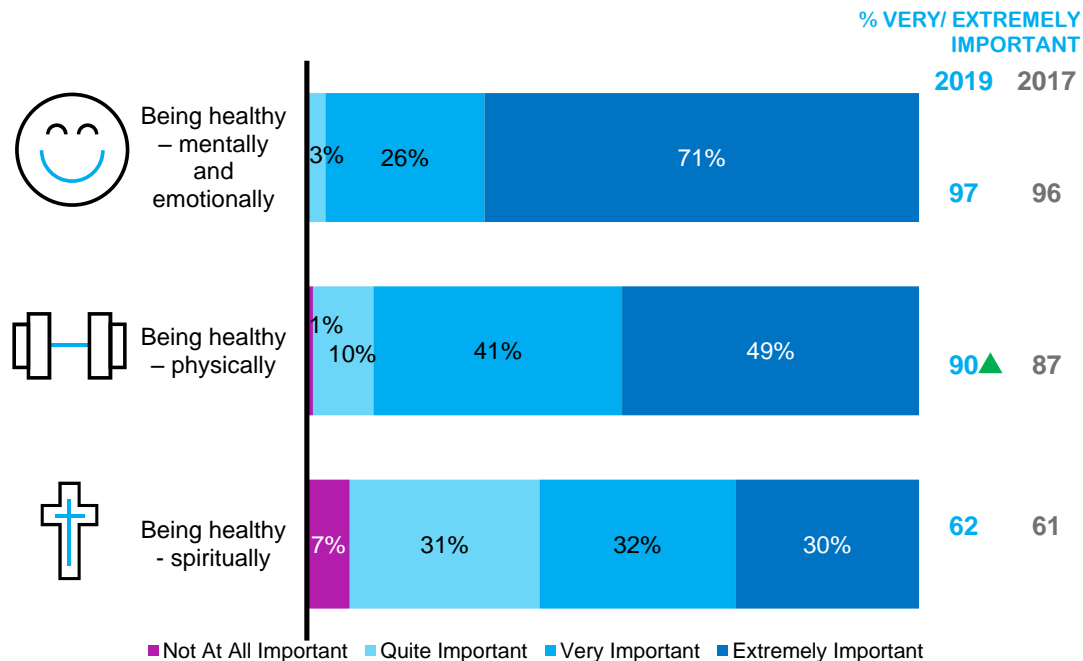
# HEALTH AND WELLBEING

In 2019, the proportion of people saying they thought physical health is very or extremely important has increased while the proportion of people saying that being spiritually healthy is 'not at all important' has decreased.

While younger people didn't see being healthy **physically or spiritually** as any more or less important when it comes to helping children and young people thrive, they did think that being healthy **mentally and emotionally** was more important with 79% of 18-24 year olds saying that this is extremely important compared with the rest of the population (71%).

As in 2017, being healthy spiritually was one of the few aspects that some people rated as of no importance when it comes to affecting how well children and young people thrive. With this element, there were a number of differences by ethnicity with Māori (40%) and Pacific (54%) being more likely to say this was extremely important, while New Zealand Europeans were more likely to say it is of less or no importance (44% said not at all/ quite important cf. 38% total population).

Those living in the least deprived areas (New Zealand Dep Quintile 1 areas) were also less likely to say being healthy spiritually is extremely important (20% cf. 30% overall).



Base: All respondents (n=1537-1538)

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.

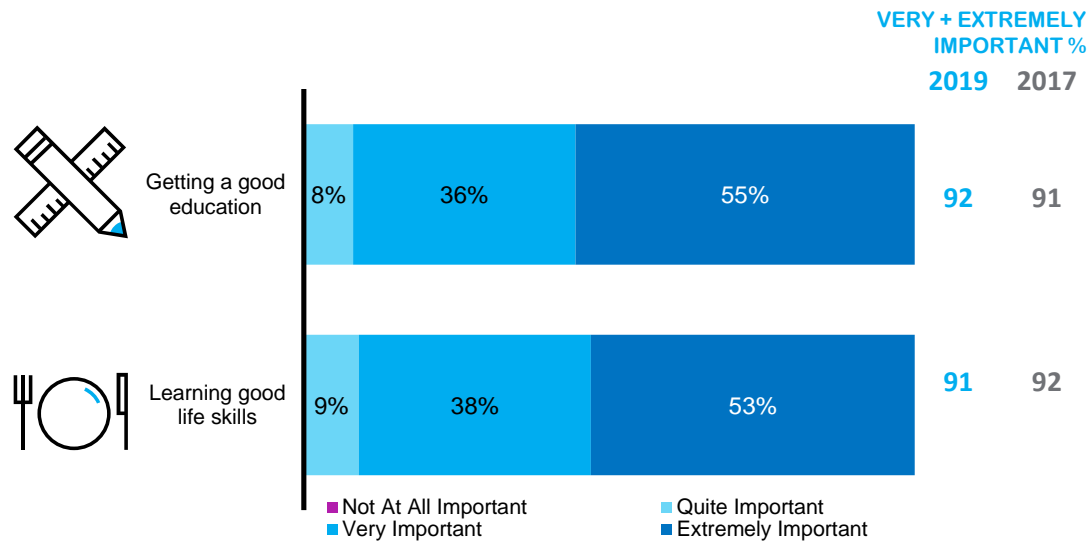
# EDUCATION AND LIFE SKILLS

The levels of importance given to 'ensuring children and young people get a good education' and that they 'learn good life skills (e.g. how to get on with people, how to choose the right friends, how to cook)' were relatively similar, with nine in ten saying they are either very or extremely important.

The level of importance given to getting a good education and learning good life skills has remained stable since 2017.

“ Schools and tertiary education providers bowing to parental encouragement and acceptance of young people being average is extremely damaging. Parents (particularly of middle-lower socioeconomic groups) regularly express their opinion/propose that we should teach young people useful things in school such as how to pay taxes or how to change a car tyre and other standard life skills that they as parents should have taught their children and/or should have equipped their children with the ability to learn on their own ... It is the responsibility of the education provider to teach young people how to learn across a broad range of topics not specifics points. ”

(Male, 18-24 years, New Zealand European)



“ ...NCEA system doesn't represent or acknowledge different ways of learning ”

(Female, 18-24 years, Chinese)

Base: All respondents (n=1535-1538)

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.

# FEELING SAFE

Having a safe and stable home environment is seen as one of the critical aspects when it comes to ensuring children and young people thrive.

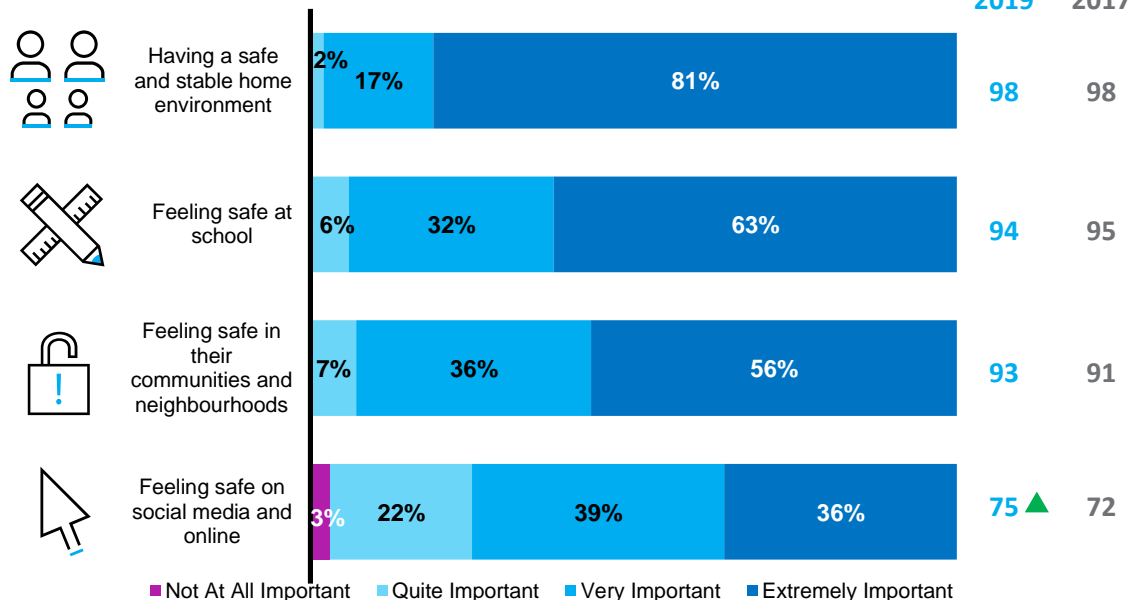
While online safety was considered relatively less important when compared to the other things asked about, 75% of people rated safety on social media as at least very important. It is also interesting to note that perceived importance of online safety has increased since 2017, up from 72% to 75% in 2019.

As can be seen from the table below, in most cases, Māori and Pacific people were more likely to think that safety elements are extremely important compared with the rest of the NZ population:

	Rest of the Population	Māori	Pacific
Safe at school	63%	69%	74%
Safe in communities	56%	65%	70%
Safe online	36%	46%	57%

Green/red font indicates result is significantly higher/lower than total population

% VERY/ EXTREMELY IMPORTANT



...I think that social media also plays a large role in happiness and fulfilment - comparing yourself to others all the time and searching for approval online 24/7 is unhealthy. Children and young adults need skills and techniques they can use to deal with the insecurities and damage it can cause...

(Female, 70 years and over, Māori/ New Zealand European)

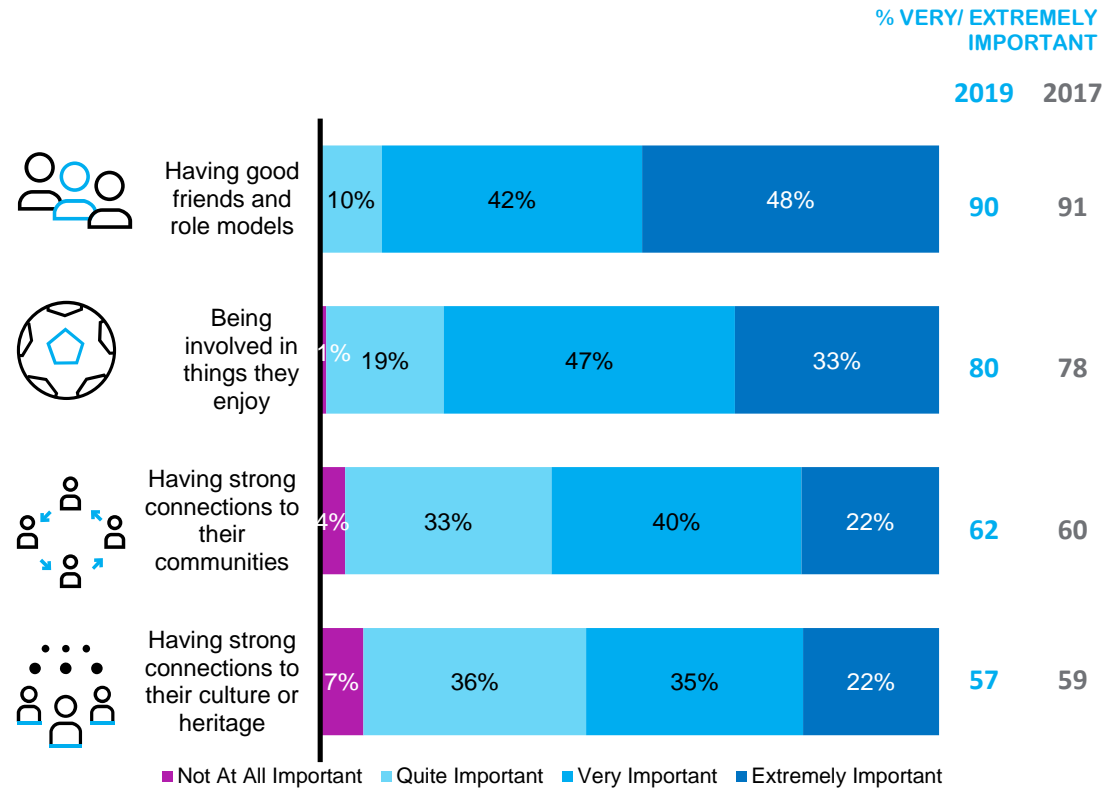


# CONNECTIONS AND INVOLVEMENT

As noted earlier in the overview to this section, having strong connections to communities and to culture and heritage were two aspects less likely to be rated as extremely important.

However, there are notable differences by ethnicity with Māori and Pacific people more likely to view having these strong connections as extremely important:

- Having strong connections to communities (Pacific, 35% cf. 22% overall)
- Connections to culture or heritage (Māori, 38% and Pacific, 44% cf. 22% overall).



Base: All respondents (n=1535-1538)

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.

# FOCUS AREA ONE CONTINUED: CREATING A SENSE OF RESPONSIBILITY

# CREATE A SENSE OF RESPONSIBILITY



## Qualitative findings:

- Responsibility lies with multiple parties (parents, government, organisations such as schools and churches and community members)
- Parents are seen as ultimately responsible
- However, there is acknowledgement that all New Zealanders play a role
- Benefits of stronger communities are implicitly understood. .

**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 our children and young people.**

We obtained measures in each of the following areas:

- **Do we accept and share this vision?** Respondents indicated whether they feel having a caring community outside of their own families was important for children and young people. They also said whether they feel everyone had a responsibility to care for children and young people in their communities
- **Do we accept personal responsibility?** Respondents indicated whether they personally feel a responsibility for the children and young people in their communities (those they knew personally as well as those they didn't)
- **Where does community responsibility sit relative to parental responsibility and government responsibility?** Respondents rated the extent to which they view parents as ultimately responsible and whether or not they consider the government should be taking more responsibility for caring for children and young people.

# KEY FINDINGS AND IMPLICATIONS



## KEY FINDINGS

### DO WE ACCEPT AND SHARE THIS VISION?

For the most part, we accept and share this vision. The majority acknowledge the importance of a caring community outside of their own family for children and young people despite the fact that, relative to other factors, community connections are seen as less critical contributors to wellbeing. Seven in ten agree that everyone in a community has a responsibility to care for its children and young people.

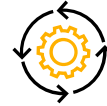
### DO WE ACCEPT PERSONAL RESPONSIBILITY?

Almost everyone feels a responsibility towards children and young people they know personally. However, this is not the case for children and young people in the community who are not personally known.

### WHERE DOES COMMUNITY RESPONSIBILITY SIT RELATIVE TO PARENTAL RESPONSIBILITY AND GOVERNMENT RESPONSIBILITY?

Responses confirm that New Zealanders place considerable onus on parents to properly care for their children. Seven in ten agree people should not have children if they can't properly care for them. The majority also see parents as being ultimately responsible for the care of their children and should not need to depend on others to be able to care for them.

Attitudes relating to whether the government should be taking more responsibility for caring for children and young people are less consistent than attitudes to community responsibility. Opinion is also split on whether or not the authorities can be trusted to do the best for children and young people in their care.



## IMPLICATIONS

The strategy is to engage all New Zealanders and, therefore, more needs to be done to educate and change the views of the quarter of adult New Zealanders who do not share this vision. More also needs to be done to ensure people understand how critical a supportive community is for our children's wellbeing.

The strategy needs to consider how to encourage acceptance of personal responsibility for **all** children and young people in the community, including those not known personally.

We need to ensure that strong views on parental responsibility (e.g. negative views of parents who need to depend on others/ parents perceived as irresponsible because they had children they are not able to properly care for) do not undermine acceptance and sharing of the vision of everyone being responsible for our children and young people.

We also need to ensure the government's supporting (rather than leading) role in caring for children and young people is understood. As the new operating model centred on the needs and wants of vulnerable children and young people becomes more entrenched, we should expect to see an improvement in the proportion of New Zealanders who trust authorities to do the best for those in their care.



# WHO IS RESPONSIBLE?

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.



85% agree that they **feel personal responsibility** when the **child** or young person is **known** to them



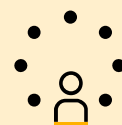
71% agree that **everyone has a responsibility** to care for children and young people in their community



57% agree that **parents** should take **full responsibility** for the care of their children and not depend on others



49% agree that **the government should take more responsibility** for the care of our children and young people



42% agree that they **feel personal responsibility** when the **child** or young person is **unknown** to them



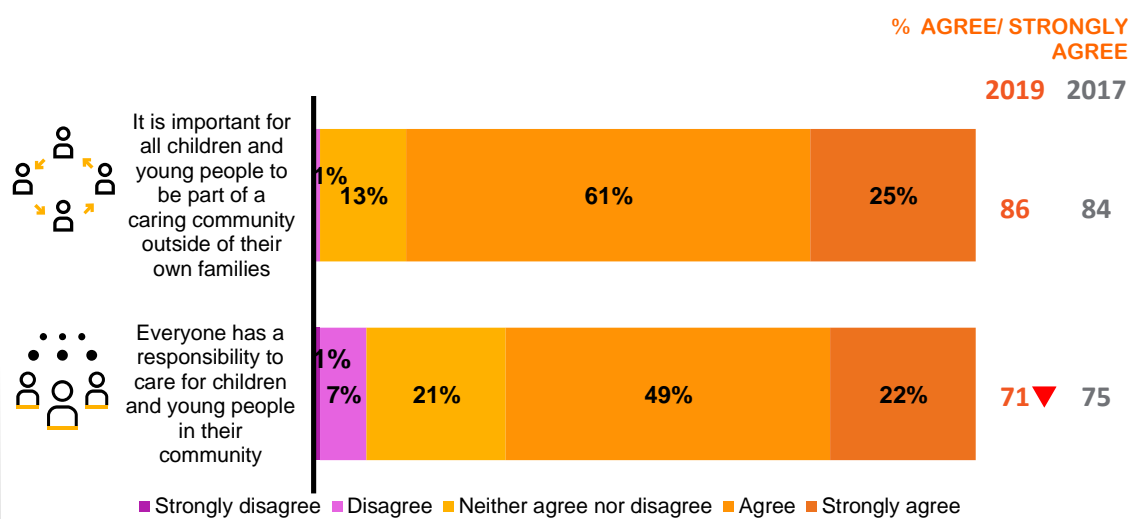
# COMMUNITY RESPONSIBILITY

The majority of people (86%) acknowledged the importance of children and young people being part of a caring community outside their own families. This view has remained stable since 2017.

Around seven in ten people agreed that everyone has a responsibility to care for children and young people in their community. Overall this result has decreased since 2017 down from 75% to 71% in 2019.

The proportion of people agreeing with this statement has decreased among the following groups:

- People who had had at least a little bit of contact with at risk families and children
- Both younger people aged 18-24 years and those aged 40-49 years.
- Both NZ European and Pacific peoples.
- Those living in Auckland.



Base: All respondents excluding not applicable (n=1541-1543)  
 Q10. How strongly do you agree or disagree with each of the following statements

# PERSONAL RESPONSIBILITY

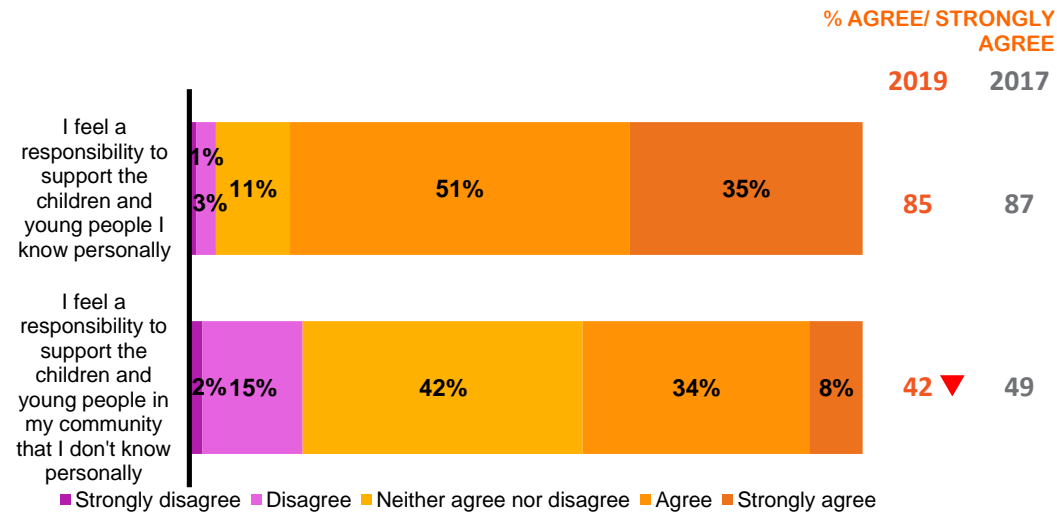
Even though seven in ten agreed that everyone has a responsibility to care for children and young people in their community, when asked if they *personally* feel a responsibility to support the children and young people in their communities, there was a notable difference depending on whether the child or young person is known or unknown to them.

While over eight in ten felt a responsibility to support children they knew, only four in ten felt a responsibility when the child is unknown.

When looking at the types of people who are less likely to agree with this statement in 2019 compared with 2017 we find decreases among the following groups:

- People who have had at least a little bit of contact with at risk families and children
- Both younger people aged 18-24 years and those aged 40-59 years.
- Both NZ European and Pacific peoples.
- Those living in Auckland

This is a very similar profile to the groups who agree less with the statement discussed previously i.e. that 'everyone has a responsibility to care for children and young people in their community'.



Base: All respondents excluding not applicable (n=1541-1542)

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

# PARENTAL RESPONSIBILITY

Responses indicate that most put a very strong onus on parents as ultimately responsible for caring for their own children. Over seven in ten (71%) agreed that people should not have children if they can't properly care for them and 57% agreed that parents should take full responsibility for the care of their children and not depend on others.

## People should not have children if they can't properly care for them:

Those who have had at least a little contact with at risk children and families were less likely to agree with this statement as were Māori (62% cf. 71% overall).

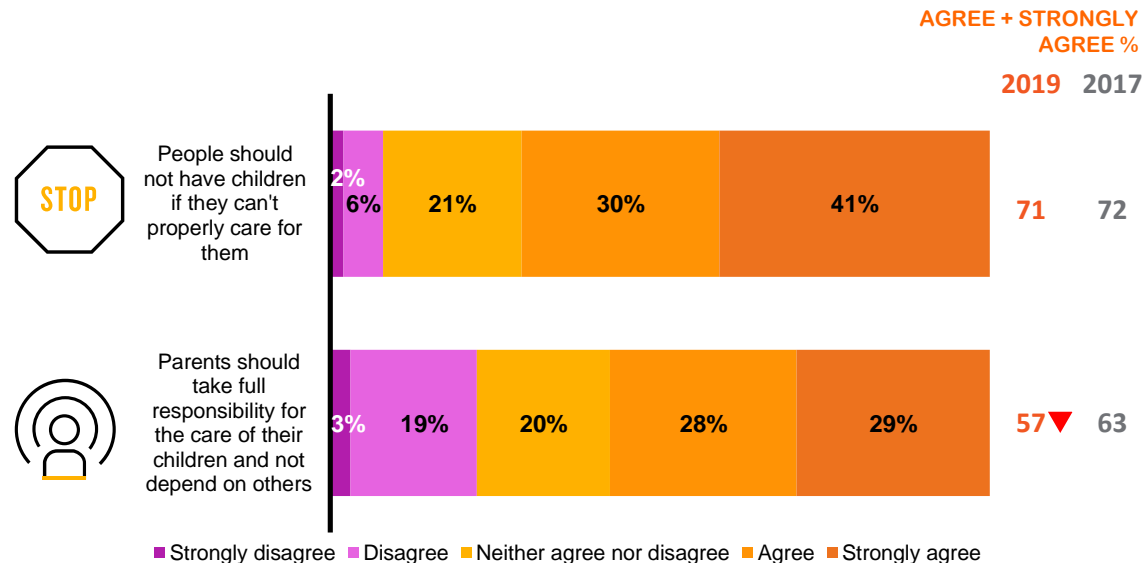
## Parents should take full responsibility for the care of their children and not depend on others:

The proportion of people who agree with this statement has decreased from 2017 to 2019. Conversely, the proportion of people who disagreed increased, up from 19% in 2017 to 22% in 2019.

Those more likely to agree with this statement identified with one or more of the Pacific ethnicities (57%), were male (63%), older i.e. 70 years+ (81%) and/or were single (69%) compared with the total (57%).

When looking at the types of people who are more likely to **disagree** that parents should take full responsibility in 2019 compared with 2017, we find increases among the following groups:

- Māori, up from 16% to 21%
- Couples only with no children, up from 13% to 18%
- People aged 40-49 years old, up from 19% to 26%
- People living in more affluent areas (Quintile 2 areas), up from 18% to 29%.



Base: All respondents excluding not applicable (n=1540-1544)

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

Significantly higher/lower than 2017 result

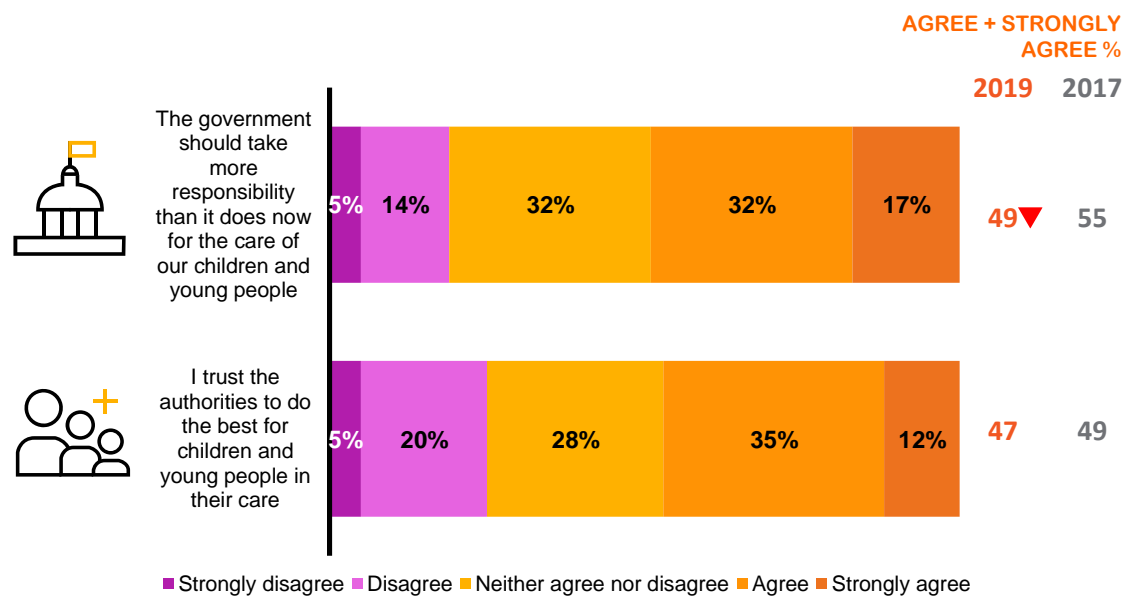
# GOVERNMENT RESPONSIBILITY

As in 2017, around half (49%) believe that the government should take more responsibility for the care of our children and young people. While 47% indicated that they trust the authorities to do their best for children and young people in care, 25% disagreed with this statement.

Similarly to 2017, those more likely to think the government should take more responsibility include those who have had at least a little contact with at risk families (52%), women (52%), younger people aged 18-24 years (70%) and those aged 30-39 (60%).

Non-NZ European ethnic groups were also more likely to agree that the government should take more responsibility with Māori (62%), Pacific (66%) and Asian (68%) people being more likely than the total (49%) to agree.

When it comes to trusting the authorities to do their best for children and young people in their care, people who have had at least a little contact with at risk families are more likely to disagree (30% cf. 25% overall). On the other hand, those who identify with one or more of the Pacific (54%) and Asian (63%) ethnicities are more likely to agree.



Base: All respondents excluding not applicable (n=1543-1544)

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

Significantly higher/lower than 2017 result

# FOCUS AREA TWO: SHIFTING ATTITUDES AND SOCIAL NORMS

# ATTITUDES AND SOCIAL NORMS



## Qualitative findings:

Attitudes to young offenders were not covered in the formative research (see page 4).

In relation to parental authority, barriers to action included politeness, awkwardness and fear of intruding in private matters, not wanting to be seen to be judgemental and not wanting to offend.

The strategy aims to raise 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.

As the strategy evolves, it is likely that there will be a coordinated set of campaigns that address the social norms, support prevention of harm and encourage intervention where required and provide opportunities for individuals and communities to contribute positively.

As this survey is repeated in future, the questions may be adapted to measure the specific attitudes and calls to action these campaigns are targeting.

In the interim, measures were obtained in the following areas:

- **What are people's attitudes in relation to the parent-child relationship?** Do these attitudes point to acceptance of the over-arching social norm of children as taonga? Respondents indicated how strongly they agreed or disagreed that children should always be obedient, how people care for their children is entirely the parents' own business and whether they would be ashamed or embarrassed if someone offered to help 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?** Do these attitudes point to acceptance of the over-arching social norm of young people as taonga? Respondents indicated how strongly they agreed or disagreed that a young person's criminal convictions should affect their future and that there should be harsher penalties for young people under 18 years old who break the law.

# KEY FINDINGS AND IMPLICATIONS



## KEY FINDINGS

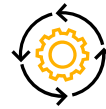
### WHAT ARE PEOPLE'S ATTITUDES IN RELATION TO THE PARENT-CHILD RELATIONSHIP?

While some adhere to the more traditional view that children should always obey their parents, these are balanced by a prevailing attitude that it is not just parents' business how they deal with their children. In other words, the majority do not agree that parents have licence to deal with their children as they wish.

Only a quarter of people with children 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?

Overall, in 2019 the balance of opinion still appears to be in favour of harsher penalties but that, once the punishment is served, it should not affect future opportunities. However, opinions vary in terms of the best combination of these two stances.



## IMPLICATIONS

While these results suggest that we accept a need to **offer** support or intervention when a child's wellbeing is 'at risk', for some there is still stigma attached to **accepting** support or intervention when offered. Communications need to cover both aspects: that is, engage all New Zealanders to accept responsibility for the care of our children and young people but also to ensure those being offered help and support feel positive about accepting it.

There is still a belief among many that a stronger, punitive approach should be taken to offending. If our young people are to be seen as taonga, attitudes need to shift to improve empathy and to focus on rehabilitation rather than punishment.

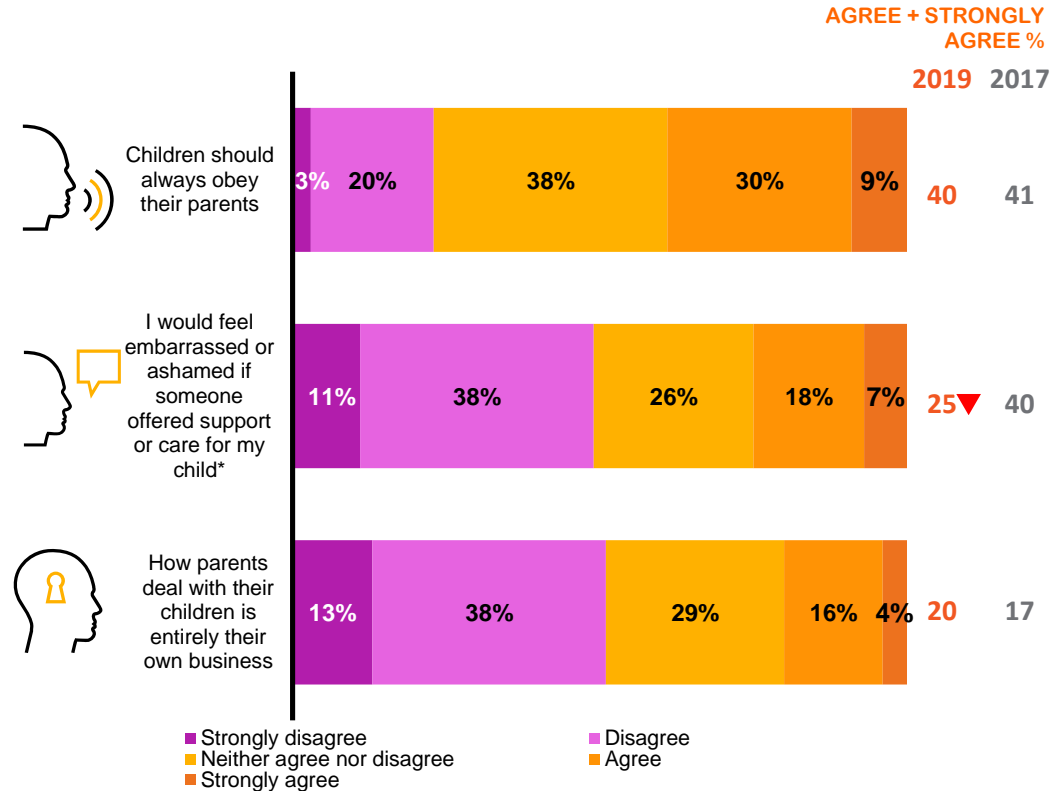


# ATTITUDES TO PARENTAL AUTHORITY AND AUTONOMY

Compared with 2017, significantly fewer people indicate that they would feel embarrassed or ashamed if someone offered support or care for their child. This suggests that some of the stigma around people being offered this support has gone. Responses to the other statements relating to parental authority and autonomy are on a par with 2017.

Those who are more likely to disagree that they would feel embarrassed or ashamed if someone offered support or care for their child are more likely to be females (54% cf. 49%) and those aged 30-39 years (60%). For females, this is a similar finding as in 2017 but for the 30-39 age group, this is a new finding.

Those who live in single parent households were more likely to agree that how parents deal with their children is entirely their own business (31% cf. 20% of the total population).



**\*NOTE:** While this statement included a 'not applicable/I don't have children' 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...'.

Base: All respondents excluding not applicable (n=1282-1543)

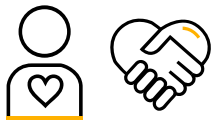
Q10. How strongly do you agree or disagree with each of the following statements

Significantly higher/lower than 2017 result

# ATTITUDES TO YOUTH JUSTICE

While 43% agreed with harsher penalties, nearly half (47%) feel criminal convictions should not affect future opportunities.

Agreeing with harsher penalties does not always translate to feeling the slate should not be wiped clean; 16% felt there should be harsher penalties but also that convictions should not affect future opportunities, a similar result to 2017.



**17%**  
**Lenient and forgiving:** don't believe in harsher penalties and don't think it should affect the future.



**16%**  
**Harsh but forgiving:** believe in harsher penalties but that the conviction shouldn't affect the future.



**15%**  
**Harsh and unforgiving:** believe in harsher penalties and think the conviction should affect the future.

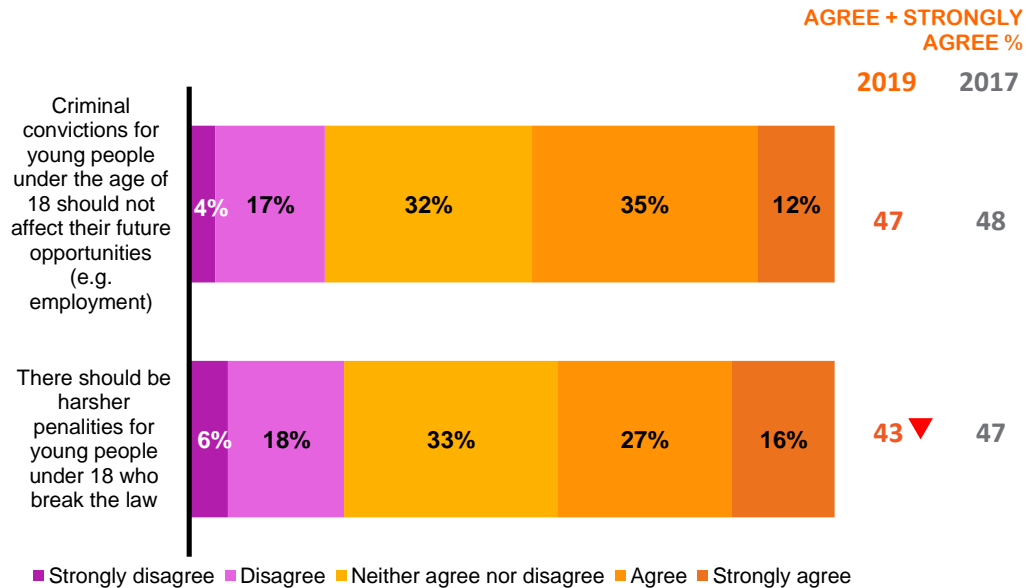


**2%**  
**Lenient but unforgiving:** don't believe in harsher penalties but think the conviction should affect the future.

Compared with 2017, significantly fewer people think there should be harsher penalties for young people under 18 who break the law.

Those who are more likely to agree/strongly agree that there should be harsher penalties include those aged 30-39 years (51%) and females (46%). These results are similar to the 2017 results.

When looking at the biggest changes amongst demographic groups since 2017, males (41% cf. 48% in 2017) and those aged 40-49 years (39% cf. 49% in 2017) are significantly less likely to agree/strongly agree that there should be harsher penalties for young people under 18 who break the law.



Base: All respondents excluding not applicable (n=1541-1543)

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

▲ ▼ Significantly higher/lower than 2017 result

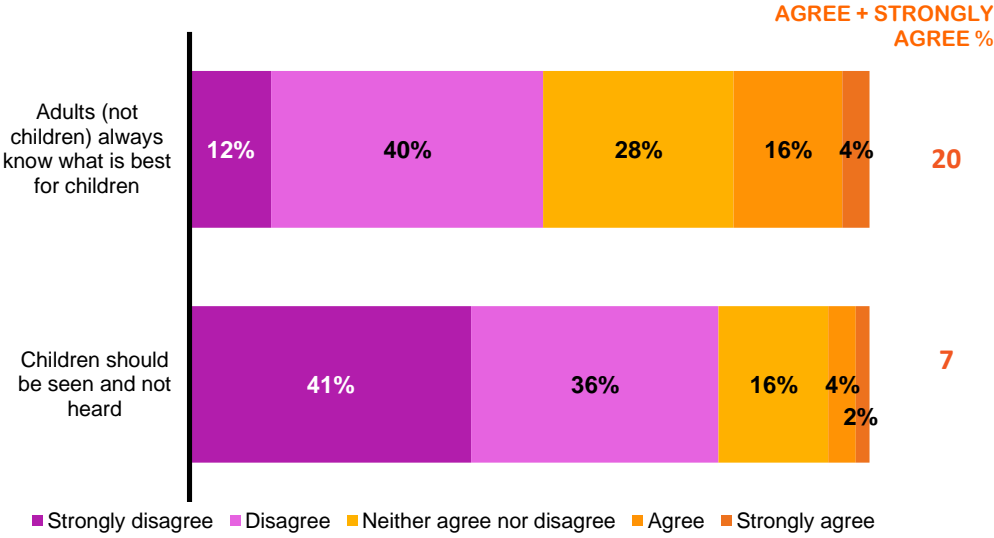
# ATTITUDES TOWARDS CHILDREN

Overall, the lowest level of agreement across all the attitudes tested in this survey, was in response to: 'children should be seen and not heard' (only 7% of people agree).

One in five (20%) agree that adults (not children) always know what is best for children.

Single parents were significantly more likely to agree that children should be seen and not heard (14% cf. 7% of the total population). In particular, those from the Northland region were significantly more likely to agree (16%).

There appear to be differences between cultures/ethnicities when looking at agreements to each of these statements. Those who identified with an Asian ethnicity were significantly more likely to agree with both statements (25% agree children should be seen, not heard and 29% agree adults know what is best). This contrasts with NZ Europeans who are significantly more likely to disagree that children should be seen, not heard (84% cf. 77% of the total population) and that adults know what is best for children (56% cf. 52% total population).



Base: All respondents excluding not applicable (n=1542-1543)  
 Q10. How strongly do you agree or disagree with each of the following statements

# FOCUS AREA THREE: TAKING ACTION

# TAKING ACTION



## Qualitative findings:

- New Zealanders have broadly positive attitudes towards taking action to support children and young people at risk or who are not thriving
- Barriers identified included contextual barriers (e.g. concern for personal safety), perceived consequences of intervening (e.g. loss of friendship with family), personal ability/skills/confidence, social and cultural factors (e.g. it is not my business) and community support for intervention (e.g. it's not what we do)
- The threshold of when a person will act differs depending on the individual's personal experience and context. Taking action is ultimately guided by judgements about risk and safety.

The strategy aims to motivate New Zealanders to do what they can to support children and young people.

We obtained measures in each of the following areas:

- **What are the barriers that might prevent people from taking action?** Respondents were presented with four scenarios and asked to indicate what might deter them from doing something in each scenario
- **Do people anticipate that they would take action?** Respondents were asked whether or not they believe they would take action under each of these scenarios
- **Have people taken action when they have been in a position to do so?** Respondents indicated whether they personally have been in situations where they were worried about a child and young person and, if so, whether they actually took any action.

# KEY FINDINGS AND IMPLICATIONS



## KEY FINDINGS

### HAVE PEOPLE TAKEN ACTION WHEN THEY HAVE BEEN IN A POSITION TO DO SO?

Most of those who have been in a situation where they were worried about a child (other than their own) have done something and/or spoken to someone about it. The most common situations have involved doing something to help a child reach his/her full potential and helping a child or whānau in practical ways such as providing food.



## IMPLICATIONS

The Engaging All New Zealanders Strategy could build traction by acknowledging the importance and difference that support for children in everyday kinds of ways can make, and by encouraging more of this type of behaviour. In other words, people have the opportunity to make more of a difference by doing more of the things we are most commonly already doing. Heightened awareness that helping to reduce vulnerability can simply mean helping in smaller, everyday ways (e.g. providing food) may lead to more opportunities to help being noticed. In addition, more action being taken in everyday scenarios may lead to greater confidence to offer support or intervene in more acute scenarios.



# ACTUAL BEHAVIOUR: HAVE PEOPLE TAKEN ACTION WHEN IN A SITUATION TO DO SO?

Over time, we want to be able to measure actual behaviour in relation to specific initiatives that will be implemented as part of the Engaging All New Zealanders Strategy. As such, a series of more general behaviour-based questions were asked in both 2017 and 2019 to understand what action/s people are actually taking.

In 2017 the survey asked about a range of hypothetical situations and then asked people to tell us whether they think they *might* take action and if not, what would prevent them from acting. Because barriers to acting are unlikely to change over a two year period, these questions were not asked in 2019.

## MEASURING PREVIOUS ACTION

We asked the following questions:

- Have you **ever** 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?
- In the **past 3 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?
- **(If yes to the above question relating to the past 3 months):** Which of the following have you done (a list of six specific actions were outlined)?

\* This question was preceded by an introduction that outlined some types of situations that a child or young person might experience.



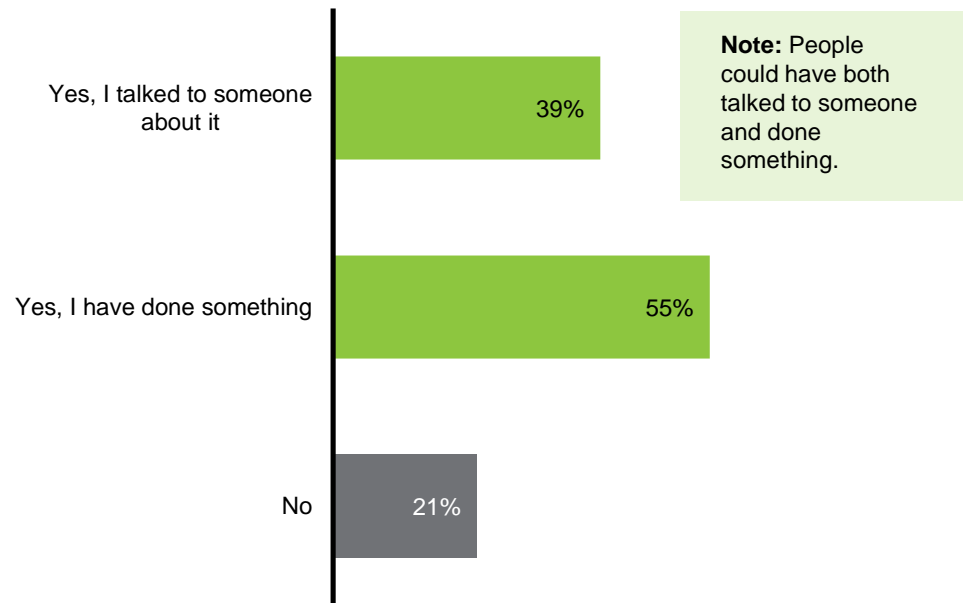
# HAVE PEOPLE TAKEN ACTION IN THE PAST?



67% had been in a situation where they were worried about a child or young person at some point in the past while 33% said they had never been in a situation like this.

The 2019 results are similar to 2017. Of the 67% of people who have been in a situation, 79% said they said or did something while 21% said 'no' they didn't talk to someone about it or do anything.

Of those who have ever been in a situation like this...



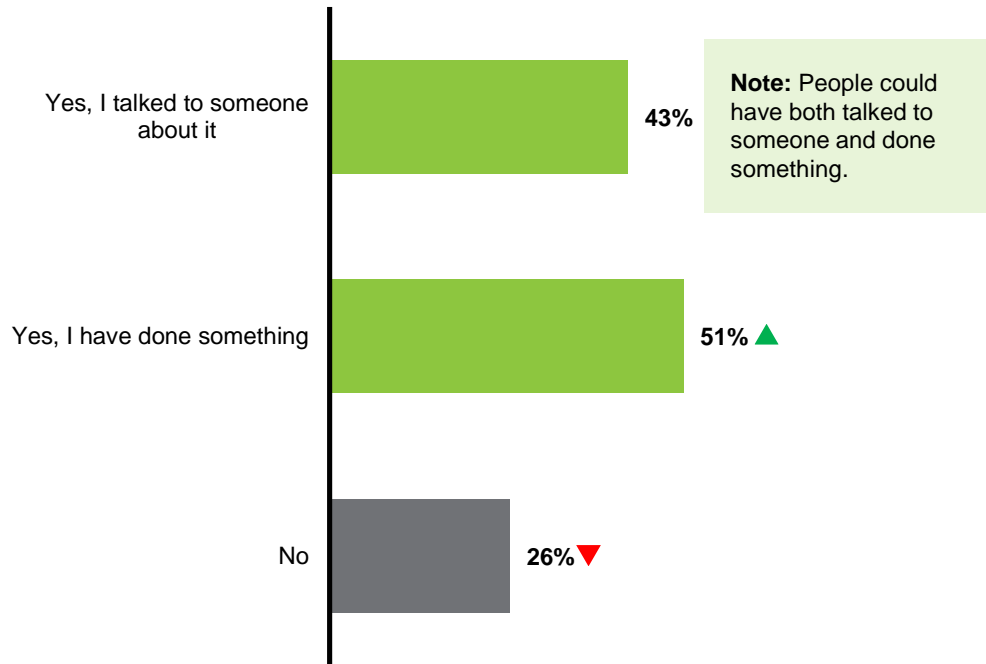
Base: All respondents excluding those who have never been in that situation (n=1083)  
 Q8. Have you **ever** talked to someone, or done anything for a child or young person (who was not your own child), because you were worried about them and wanted to help?

# HAVE THOSE IN A SITUATION IN PAST 3 MONTHS TAKEN ACTION?

Of those who have been in a situation in the past three months where they were worried about a child or young person (other than their own) and wanted to help, 74% talked to someone about it and/or did something – a result significantly higher than 2017 (68%).

In 2019 people were significantly more likely to say they did something for a child or young person they were worried about (51% cf. 44% in 2017) and significantly less likely to say 'no' (26% cf. 32% in 2017).

Compared with 2017, the biggest changes in those saying 'Yes, I have done something' were from those who have had a little contact with at risk children/families (55% cf. 32% in 2017) and those aged 50-59 years (63% cf. 45% in 2017). Along with multiple person households with children (11% said 'no' cf. 28% in 2017) these groups were also significantly less likely to say 'no' they did not do anything.



Base: Respondents, who have ever talked about, or done something for a child or young person they were worried about, excluding those who have never been in this situation (n=666)  
 Q100. In the past 3 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?

▲ ▼ Significantly higher/lower than 2017 result

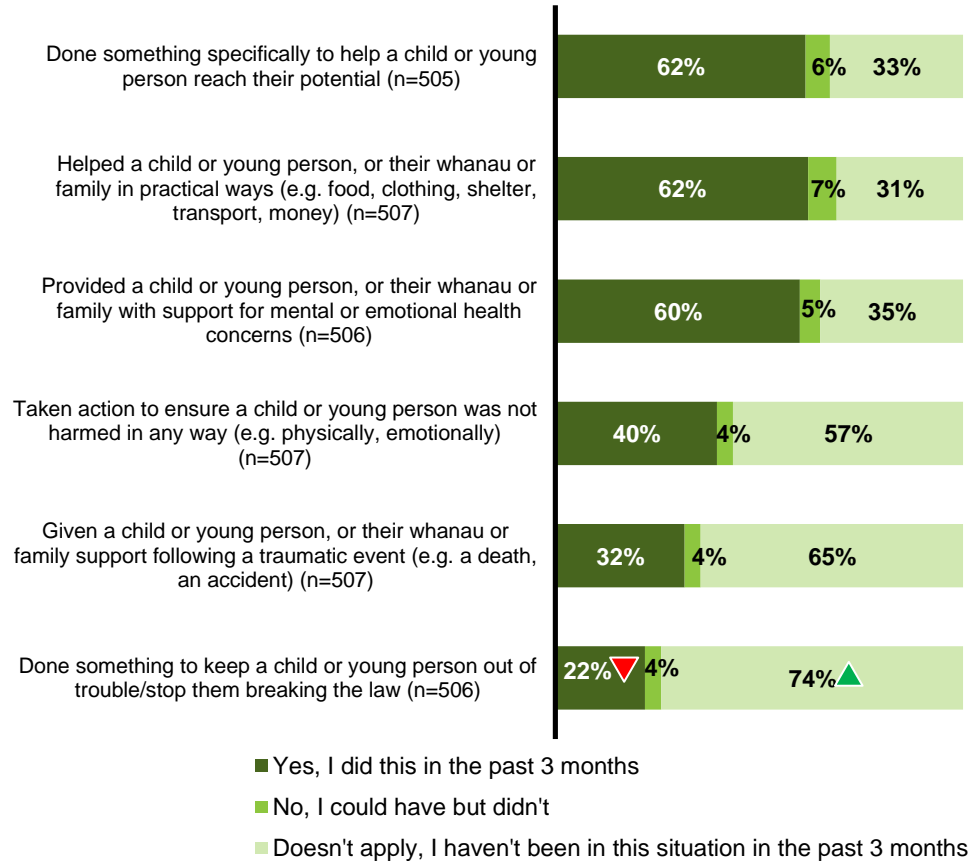
# WHAT ARE THE MOST PREVALENT SITUATIONS AND DO PEOPLE TAKE ACTION?

Of the 74% who said or did something in the past 3 months, 62% said they did something specifically to help a child or young person reach their potential. Similarly, 62% said they helped in practical ways such as providing food, clothing, shelter, transport or money.

Compared with 2017 most of 2019's results are on par, with the exception of having done something to keep a child or young person out of trouble/stop them breaking the law, which decreased from 31% to 22%.

**74%**  
Of people had said or done something as a result of being in the situation...

## What did people do?



# FOCUS AREA THREE: TAKING ACTION

(OPENNESS TO HELPING CHILDREN UNDER CARE)

# OPENNESS TO HELPING CHILDREN UNDER CARE



## Qualitative findings:

The motivators and barriers towards becoming a foster carer were not specifically explored in this formative qualitative research (see page 4). However, the following observations were made

- The main motivation is a desire to provide love, care and support to a child or young person who needed things they could provide
- The main barriers related to the child or young person's likely support needs and the impact their presence may have on other family members.

## The strategy also seeks to build knowledge and understanding of the pathways to care.

Oranga Tamariki aims to reduce the number of children coming into care and to increase the number of children living within their whānau, family group, hapu or iwi. However, there is still presently a need for other types of care.

We obtained measures in each of the following areas:

- **Do you want to do more to help?** Respondents indicated whether they feel they would like to do more to help the children and young people in their communities who need support
- **Would you consider helping a child under the care of Oranga Tamariki?** Respondents indicated whether they are open to considering this possibility, either now or in the future
- **Does consideration increase for certain types of care?** Respondents who expressed at least some possibility of considering helping children or young people under care identified the levels of care they might be interested in providing and the groups of children/young people they might consider being involved with.



# KEY FINDINGS AND IMPLICATIONS



## KEY FINDINGS

### DO WE WANT TO DO MORE TO HELP?

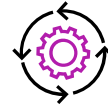
Overall, half of people would like to do more to help children and young people who need support. This spans both groups rather than being specific to one; and agreement with both have decreased since 2017.

### WOULD WE CONSIDER HELPING A CHILD UNDER THE CARE OF ORANGA TAMARIKI?

When the broader definition of care and the range of possible ways of helping is explained, over a third say they would consider helping a child or young person under the care of Oranga Tamariki although a quarter indicated there is no possibility now or in the future of providing care.

### DOES CONSIDERATION INCREASE FOR CERTAIN TYPES OF CARE?

As would be anticipated, considerably more people will be open to providing shorter-term care to children, especially those aged 5-12 years, than to providing longer-term care.



## IMPLICATIONS

The same audience will be receptive to our messages, irrespective of whether we are talking about children or about young people and there is a need for communications which will encourage people to help as wanting to do more has decreased since 2017.

In theory, there is a large, potential pool for Oranga Tamariki to recruit caregivers from. It is encouraging that, when people are educated about the potential range of options for helping children and young people in care, most do not dismiss the possibility of helping.

The preference for shorter term care aligns well with the current needs expressed by regions and the Ministry's goal to return tamariki to their whānau.

# WILLINGNESS TO HELP - ATTITUDINAL

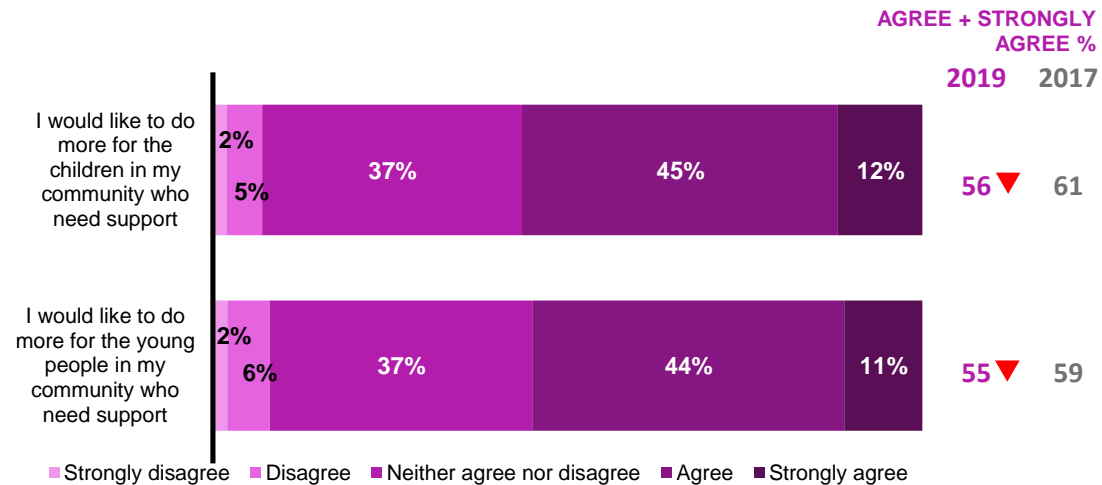
Overall, 56% expressed a desire to do more to help the children in their community who need support, while a very similar proportion indicated they would like to do more for the young people in their communities. Approximately one in seven expressed a *strong* wish to help more.

As in 2017, those who would like to do more to help *children* are also those who would like to do more to help *young people*, and vice versa. In other words, very few people express a desire **only** to do more for children and not young people.

The people who were more likely to agree with both of these statements were women, those who had at least a little bit of contact with at risk families, and those who identified as Māori or with one of the Pacific ethnicities.

Interestingly, agreement with both of these statements has decreased significantly since 2017.

As might be expected those less likely to agree with these statements tended to be living in single person households or households made up of a couple with no children. Older people (those aged 60-69 years and 70+ years) were also less likely to agree with these statements.



Base: All respondents excluding not answered (n=1538-1539)  
Q10. How strongly do you agree or disagree with each of the following statements

Significantly higher/lower than 2017 result



# WILLINGNESS TO CONSIDER HELPING A CHILD OR YOUNG PERSON UNDER THE CARE OF ORANGA TAMARIKI

## CONTEXT PROVIDED TO RESPONDENTS:

Some children and young people come under the care of Oranga Tamariki. This could be for a variety of reasons; for example, parents needing a break from looking after a child or young person with high needs, or who is not safe at home.

These children, young people or their families and whānau need some additional support or care and this is often provided by other people in the community. There are a number of ways to help; from taking a child out for a few hours to having a child or young person in your home permanently.

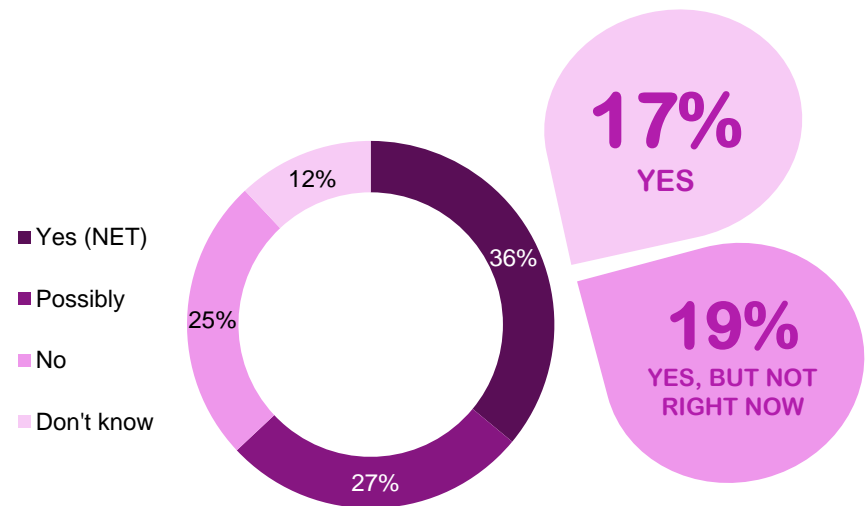
17% of people say they would consider helping a child or young person who is under the care of the Ministry, with a further 19% indicating they would do so but not right now.

As in 2017, whether or not people have ever considered helping a child or young person who is in care seems to be linked to life stage. Those aged 18 to 24 are **less** likely to say 'Yes', while those of an age where they might have children or friends with children (30-39 years) are **more** likely to say 'yes, but not right now'. Older people (60 years and over) were less likely to say yes or yes, but not right now.

Base: All respondents (n=1533)

Q18a. Would you ever consider helping a child or young person who is under the care of Oranga Tamariki—Ministry for Children?

Māori (26%) and Pacific (26%) were more likely to say 'yes' they would consider helping (cf. 17% overall), while those identifying as Asian were less likely to say 'Yes' (6% cf. 17% overall).



## The profile of the 17% who said 'yes' they would consider helping a child or young person in care -

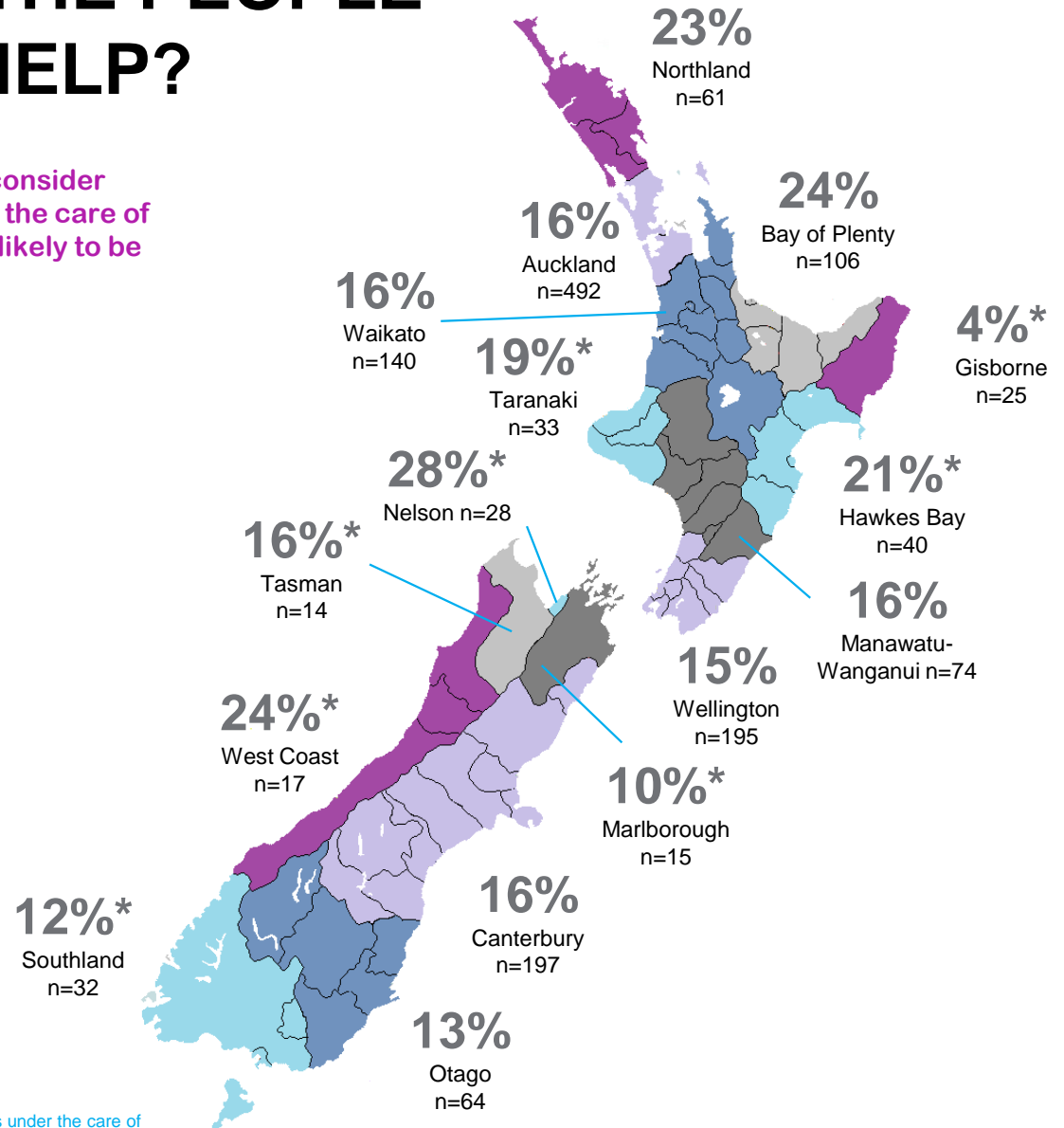
- 54% were women and 45% were men.
- 8% were 18-24, 11% were 25-29, 21% were 30-39 and 21% were 40-49 years old, 19% were 50-59 while 19% were 60 years old and over.
- 69% of those who said 'yes' were New Zealand European, 16% were Māori and 8% were Pacific.

# WHERE ARE THE PEOPLE WILLING TO HELP?

Those who said 'Yes' they would consider helping a child or young person in the care of the Ministry were no more or less likely to be living in any particular region.

**NOTE:**

- The regional boundaries shown on this map are approximations only.
- Any result marked with an asterisk (\*) is indicative only and should be used with caution as this result is based on a low sample (less than n=50).



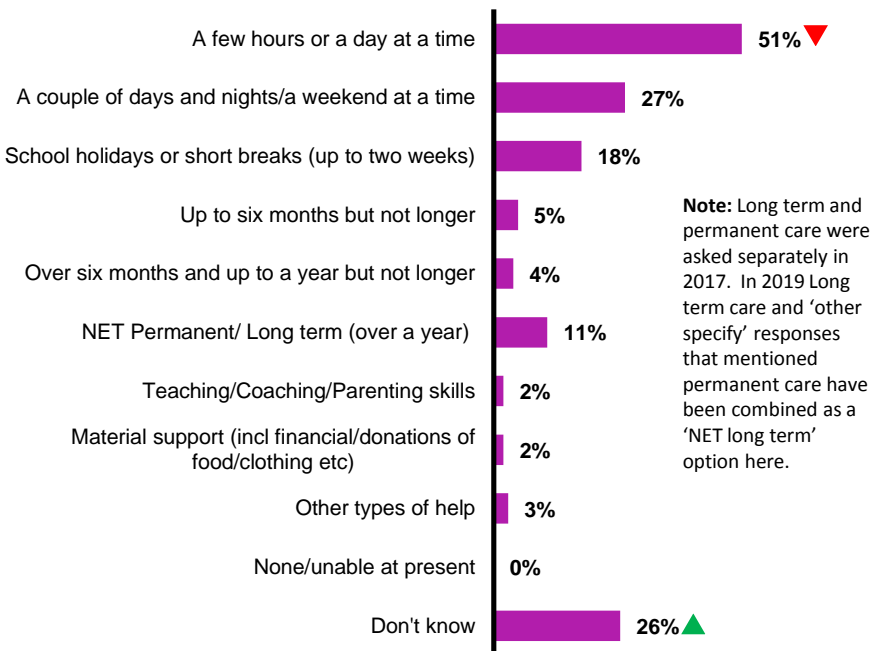
Base: All respondents  
 Q18a. Would you ever consider helping a child or young person who is under the care of Oranga Tamariki—Ministry for Children?

# WHAT TYPES OF HELP ARE PEOPLE WILLING TO CONSIDER GIVING?

Of those who said they might consider helping a child or young person in care, over half (51%) said they might be interested in helping for a few hours or a day at a time. One in ten people (11%) said they might consider long term care (over a year).

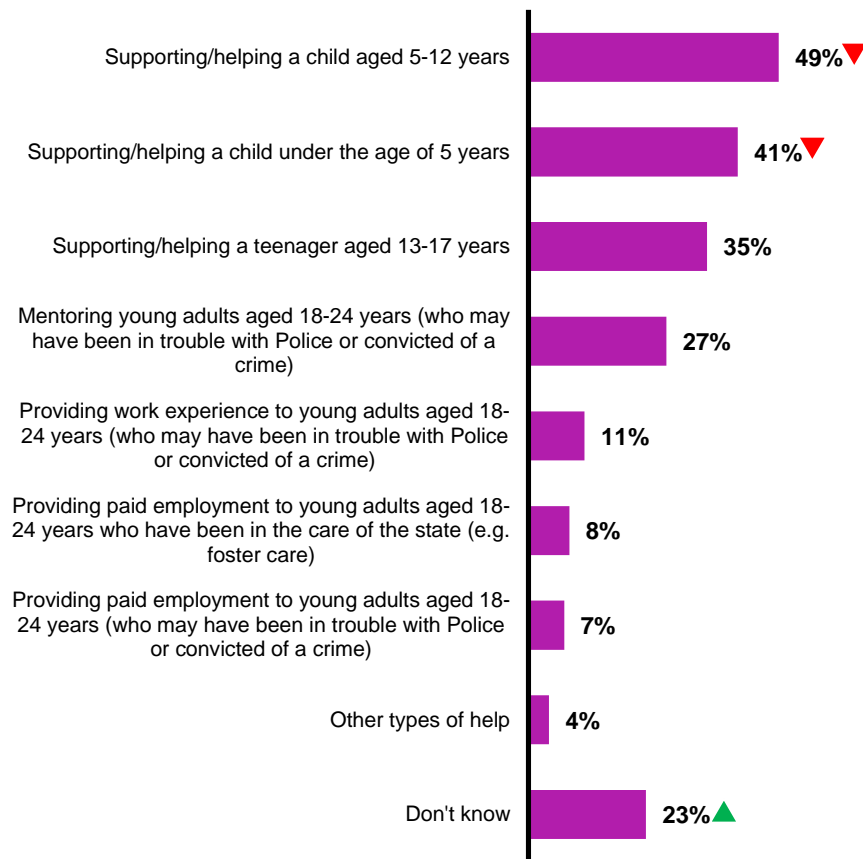
Unlike in 2017, in 2019 Māori and Pacific people were no more or less likely than average to say they would consider providing long term care.

Of the 63% who said they would (or possibly would, just not right now) consider helping a child, 11% indicated they would consider a long term or permanent care arrangement (this equates to around 7% of the total population).



Of those who said they might consider helping a child or young person in care, helping a child aged 5-12 years continues to be the most frequently mentioned age group that people said they might consider helping.

However, both this and peoples willingness to support children aged under 5 years old has decreased since 2017, down from 57% and 46% respectively.



Base: Respondents who would ever consider or possibly consider helping a child or young person who is under the care of OT (n=1037)

Q18b. What types of help might you be interested in providing?

Base: Respondents who would ever consider or possibly consider helping a child or young person who is under the care of OT (n=1035)

Q18c. What types of help might you be interested in providing?

▲ ▼ Significantly higher/lower than 2017 result



# MĀORI

# INTRODUCTION

In the report so far we have looked at differences between the total population and Māori where relevant. This section looks at results within the Māori population and aims to explore specific questions around their willingness to assist in different care arrangements.

This section explores the following:

- What Māori believe are the contributors to vulnerability
- What Māori believe are the most important things for children and young people to thrive
- Who Māori believe is responsible for the care of our children and young people
- How willing Māori are to consider helping children/young people in the care of the Ministry and who those people are
- Of those who would consider helping children/young people in the care of the Ministry, what types of care would they consider and what types of children would they consider helping.

“

*If this survey is about Oranga Tamariki making better changes in the way they take care of children, then they really need to meaningfully engage with Māori whānau, hapu, iwi*

”

(Female, 60-69 years, Māori)

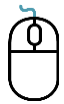
In considering results for Māori it is important to take different aspects of culture and heritage into account.

Many of the results coming through in this survey reflect common cultural Māori principles and philosophies. Specifically:

- **A holistic notion of wellbeing:** where all aspects of the ‘human experience’ are taken into account and need to be in balance – cultural, spiritual, physical, emotional, environmental and economic.
- **Collective responsibility:** Māori society is based on the social units of whānau, hapū and iwi (descended from a common ancestor) and individual identity and rights are derived from membership of those groups. Māori principles emphasise the wellbeing of the group (whānau, hapū or iwi) with individual rights (being a lesser priority) to the collective wellbeing.
- **Whānau/whānaungatanga - family connectedness:** is an integral part of Māori identity and culture. The cultural values, customs and practices that organise around the whānau and collective responsibility are a necessary part of Māori survival and achievement.
- **Ngā matatini Māori – diverse Māori realities:** It is important to remember that Māori live in diverse cultural worlds. There is no one reality nor is there a single definition which encompasses all Māori lifestyles, beliefs and values. Some Māori are highly connected to cultural values and activities and other Māori less so.

# NOTES AND PROFILE OF MĀORI

As part of this survey, the 'Māori descent' flag on the Electoral Roll was used to identify potential respondents who were more likely to identify either fully or in part as Māori. In total, 462 completed surveys were received from Māori respondents.



75% of Māori responses were made **online** similar to the general population (77%).



69% of Māori respondents **said** that they would be happy to be re-contacted for further research.

**Gender:** Within the weighted Māori survey population 53% were women and 46% were men.

**Age:** The Māori population has a younger age profile than the rest of the New Zealand population. After weighting, the **age profile** of Māori respondents in this survey is shown here:

Age group	Proportion of Māori in Survey (unweighted)	Proportion of Māori in Survey (Weighted)
18-24 years	19%	20%
25-29 years	12%	10%
30-39 years	17%	19%
40-49 years	26%	20%
50-59 years	14%	16%
60-69 years	7%	8%
70 years +	5%	6%



# SUMMARY OF HOW MĀORI COMPARE WITH OVERALL RESULTS

## WHAT IS MOST DIFFERENT?

Results for Māori are similar to what they were in 2017. However, compared with the total population, the differences are illustrated below.



### How is New Zealand doing?

Māori appear more evenly split when it comes to how well they think we're doing when it comes to caring for our children and young people, with 39% think we're doing a good job and 32% think we're doing a bad job (compared with the total population where 55% think we're doing a good job and 21% think we're doing a bad job). Māori are also more likely to say we are doing a bad job (32% cf. 21% overall).

Similar to New Zealand as a whole, Māori appear to be slightly more likely to think we're getting better at caring for our young people (34% compared with 30% getting worse).



### What is causing vulnerability?

When asked what people thought were the main things that resulted in some children and young people not thriving as much as they should, around 37% of the total population gave reasons relating to poor parenting, poor home environments and/or family dysfunction and 33% gave reasons related to poverty. Among Māori, the top three (grouped) reasons given were the same as the total population:

- Poverty related (36%)
- Poor parenting/poor home environment/family dysfunction (35%)
- Education issues (20%).



### What are the things that help children to thrive?

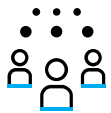
People were asked to rate how important they thought a range of things were when it comes to ensuring that our children and young people thrive. Overall, Māori tended to rate these things in similar ways to the total New Zealand population - particularly for statements around the importance of: Love and support of family/whānau, having basic needs met, being healthy mentally and emotionally, having parents who set boundaries and feeling safe at school.

The biggest differences for Māori compared with the total population relate to the high levels of importance they placed on having strong connections to their culture or heritage, children having what they need to take part in activities they choose such as sport, music, community events, and being involved in things they enjoy.



# SUMMARY OF HOW MĀORI COMPARE WITH OVERALL RESULTS - CONTINUED

## WHAT IS MOST DIFFERENT?



### Whose responsibility is it?

As with the total population, Māori agree it is important to have a caring community for a child to thrive. Māori believe slightly more strongly than the general population that everyone has a responsibility for the children in their community (although this difference is not statistically significant, 74% cf. 71% overall). They also strongly feel a personal responsibility to support children and young people they know personally, and to a lesser extent, to support those they don't know personally.

Compared with 2017, Māori are significantly less likely to agree that parents should take full responsibility for the care of their children and not depend on others (50% cf. 61% in 2017), showing a shift in attitudes towards accepting help.

This strong sense of community responsibility is an intrinsic part of Māori culture with membership to whānau, hapū and iwi conferring both benefits and responsibilities. The wellbeing of the whānau, hapū and iwi is at the forefront with individual rights being of lesser importance compared with collective wellbeing.



### Attitudes to Youth Justice

Māori had similar attitudes to the total population when it comes to views about Youth Justice. Specifically, 52% of Māori agreed that 'Criminal convictions for young people under the age of 18 should not affect their future opportunities (e.g. employment)' (14% disagree/strongly disagree) and 37% agree/strongly agree that 'There should be harsher penalties for young people under 18 who break the law' (28% disagree/strongly disagree)



### Actions taken to help vulnerable children

Māori were also more likely than the total population to have been in situations where they had the opportunity to help/intervene (either ever, or in the last 3 months) and in these actual situations, they were also more likely to report that they had taken action.



### Willingness to help

Compared with the total population, Māori were more likely to report being open to helping more. They were more likely to agree that they'd like to do more to help children (66% cf. 56%) and young people (65% cf. 55%) in their communities. They were also more likely to say 'yes' when asked if they would consider helping a child in the Ministry's care (26% cf. 17% overall).

# CONTRIBUTORS TO VULNERABILITY

When asked an open ended question about the main things that result in some children and young people not thriving as much as they should, results for Māori are similar to the overall New Zealand population.

Although the top three reasons are the same as the total population, the order is different, with the top reason for Māori - poverty related reasons (36%) - being the second most popular reason for the total population (33%).

Compared with the 2017 results, Māori are more likely to think the main reason young people in NZ are not thriving is 'Lack of community support' and 'Racism/ institutionalised racism/ systemic racism'.

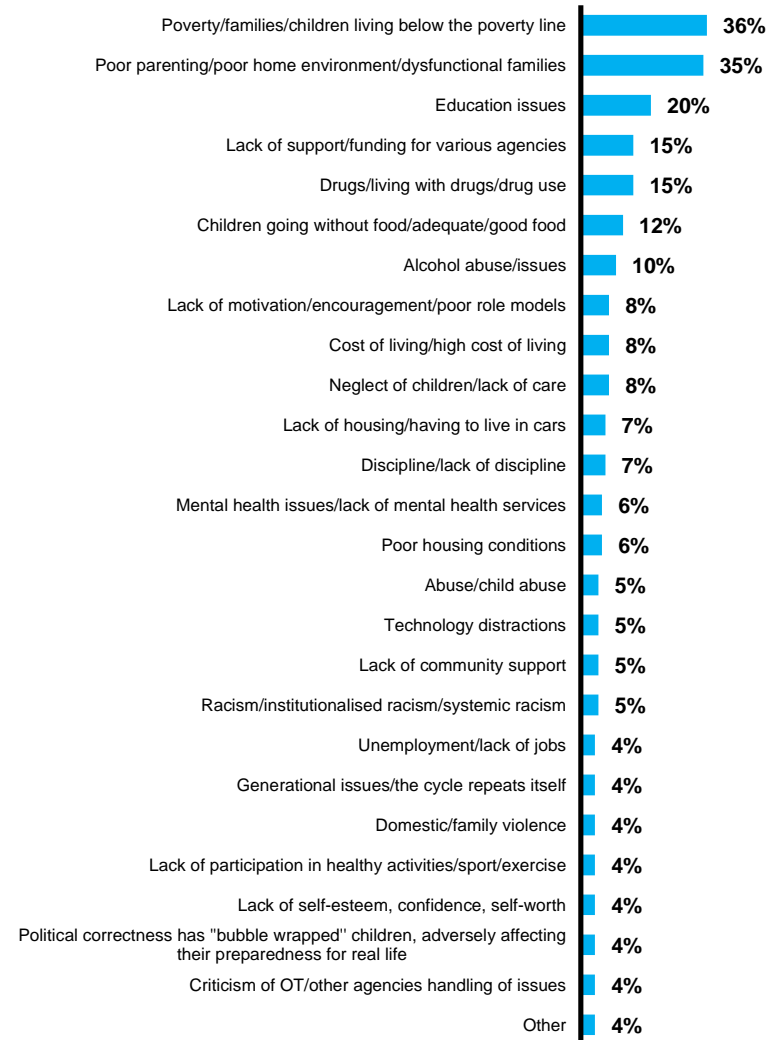
When comparing results against the total population, Māori were more likely to say they thought 'Lack of support/funding for various agencies' and poverty/families/children living below the poverty line were some of the main things that resulted in some children not thriving.

“

*No support or children don't know where to look for support or who to trust. In some situations children are used for peoples own financial benefits other than for the child/ren. No positive/safe environment.*

**(Female, 25-29 years, Māori/New Zealand European)** ”

## DETAILED BREAKDOWN - MĀORI ONLY



Base: All Māori respondents (n=450)

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)

# CONTRIBUTORS TO WELLBEING: WHAT IS NEEDED FOR CHILDREN AND YOUNG PEOPLE TO THRIVE?

The things that Māori thought were most important when it comes to how well children and young people thrive were consistent with the total population. However, in most cases Māori were more likely to rate each of these things as ‘extremely important’.

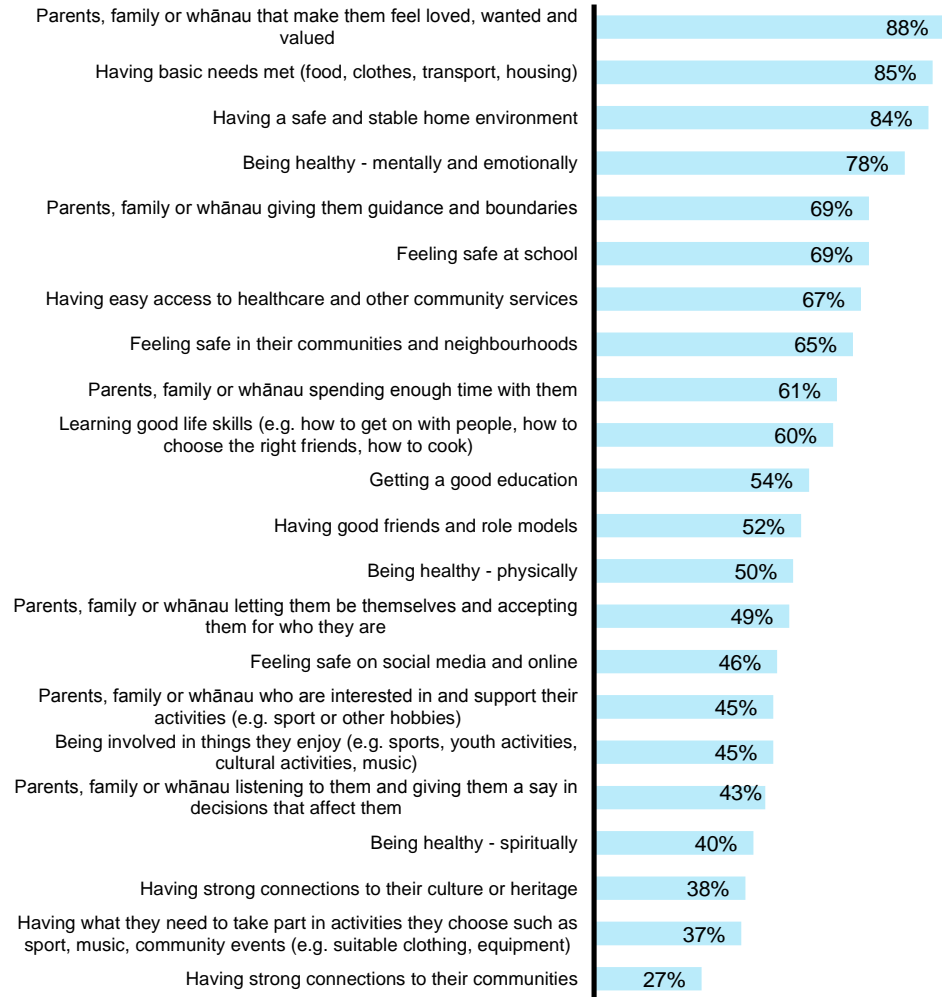
Compared with the total population, the biggest differences for Māori were having strong connections to their culture or heritage (38% cf. 22% total population), having what they need to take part in activities they choose such as sport, music, community events (37% cf. 24% total population) and being involved in things they enjoy (45% cf. 33% total).

Results are similar to the findings from 2017.

“ It all starts at home with good role models. Parents spending time with children, interacting, reading. Supporting them at school. Manners, respect for other people. Treat people the way you want to be treated. ”

(Male, 60-69 years, Māori/Other)

EXTREMELY IMPORTANT



Base: All Māori respondents (n=458-460)

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.

# WHO IS RESPONSIBLE?

While four in ten of the total population (42%) agreed they felt a personal responsibility when the child or young person was unknown to them, over half (57%) of Māori agreed with this statement.



*Their parents, government, Ministry of Education. People shouldn't be allowed children if they are unable to care for them. NZ needs to do a better job identifying and protecting children at risk, at a young age and doing something about breaking the cycle.*

**(Female, 25-29 years, Māori/New Zealand European)**

*A lot of children now a days are coming from poverty Making everyday life for them a lot harder to get the education they need to make a better living for when they grow up. Another thing is not being able to afford food and stationery for kura. I feel that the government should be able to support and provide for those in need to get them into schooling but then you have the parents that have addictions making it harder for their children to have a better living.*

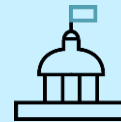
**(Female, 30-39 years, Māori)**



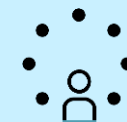
**Nine in ten** agreed (91%) that they **feel personal responsibility when the child** or young person is **known** to them.



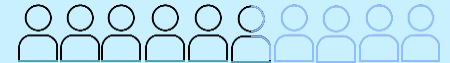
**Three-quarters** of Māori (74%) agree that **everyone has a responsibility** to care for children and young people in their community.



**Six in ten** (62%) agreed that **the government should take more responsibility** for the care of our children and young people.



**Over half** (57%) agreed that they **feel a personal responsibility when the child** or young person is **unknown** to them.



**Half** agree (50%) that **parents** should take **full responsibility** for the care of their children and not depend on others, significantly less than in 2017 (61%).



# WILLINGNESS TO CONSIDER HELPING A CHILD OR YOUNG PERSON UNDER THE CARE OF ORANGA TAMARIKI?

Half of Māori respondents said they would consider helping a child or young person under the care of Oranga Tamariki, either now or in the future – the same result as in 2017.

Females were more likely to say ‘yes’ they would consider helping a child or young person in care either now or in future (61%), as were those who have had a lot of contact with ‘at risk’ families (71%).

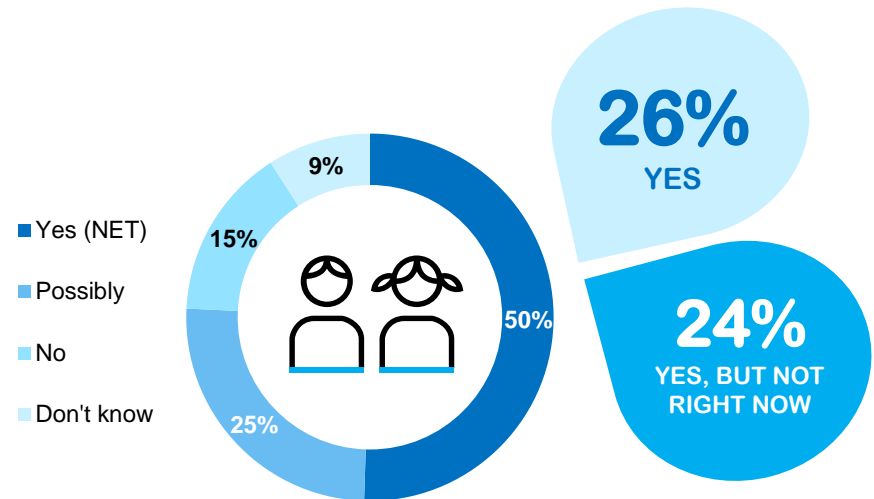
When we look specifically at Māori who said ‘yes’ they would consider helping either now or in future, we find that 43% were living in less deprived areas (NZDep Quintiles areas 1, 2 or 3) and 48% were aged 30-49 years old (i.e. in life stages where they are more likely to be mature and stable).

“

*When the time is right I'd like to offer my time for kids in need - perhaps ones that don't have a mum and looking for the mother figure or ones that just need a better role model - home life might not be ideal for them.*

**(Female, 40-49 years, Māori/New Zealand European)**

”



## The profile of the 26% of Māori who said ‘yes’ they would consider helping a child or young person in care:

- 65% were women and 35% were men
- 16% were 18-24, 9% were 25-29, 21% were 30-39 and 27% were 40-49 years old, 15% were 50-59 while 12% were 60 years old and over
- 8% were living in more affluent areas (NZDep Quintile 1), 19% were in NZDep Quintile 2 areas, 16% were in NZDep Quintile 3 areas, 17% were in NZDep Quintile 4 areas and 40% were in the most deprived areas (NZDep Quintile 5 areas).

Base: All Māori respondents (n=458)

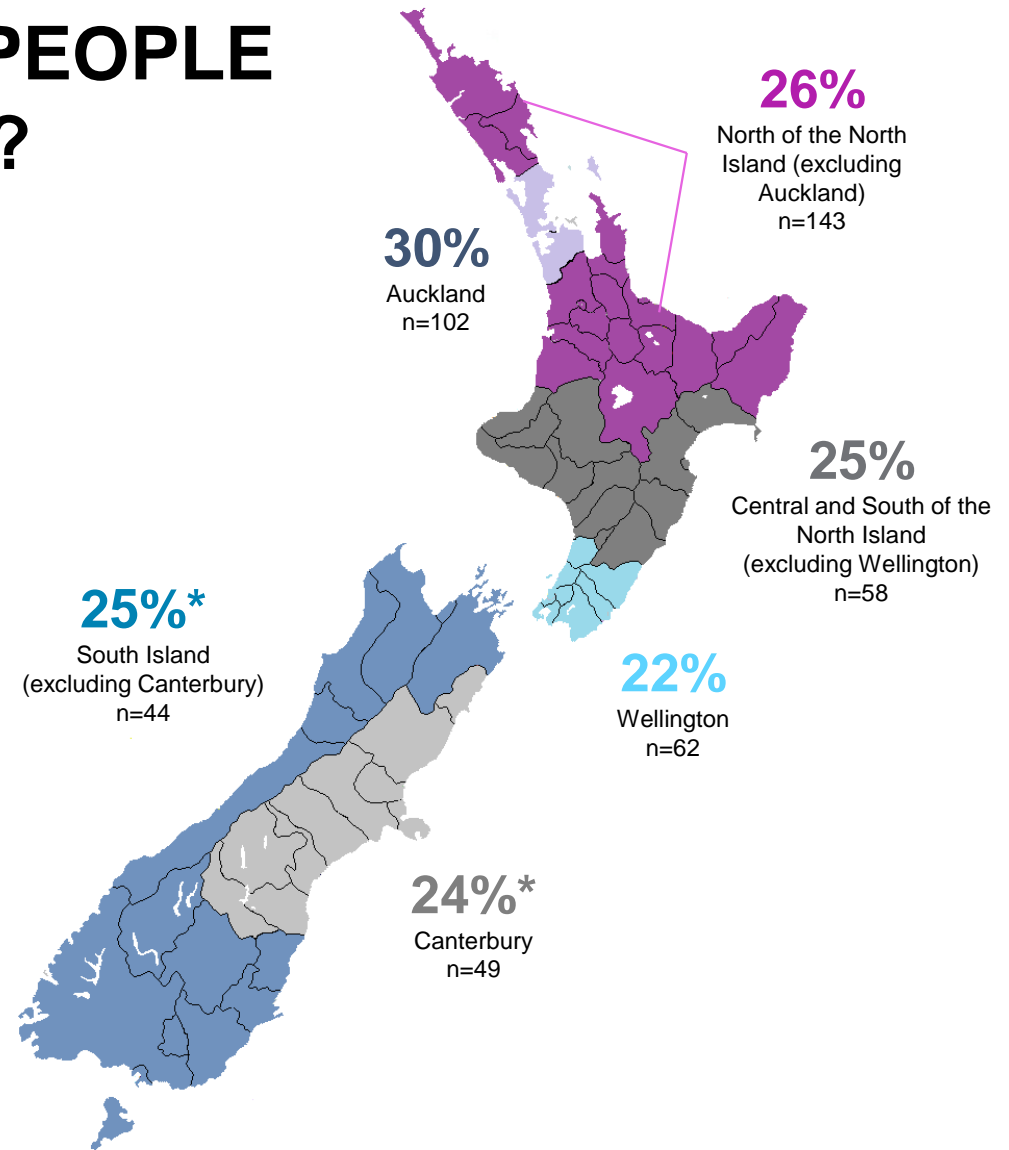
Q18a. Would you ever consider helping a child or young person who is under the care of Oranga Tamariki—Ministry for Children?

# WHERE ARE THE PEOPLE WILLING TO HELP?

Māori who said 'Yes' they would consider helping a child or young person in the care of Oranga Tamariki were no more or less likely to be living in any particular area of New Zealand.

**NOTE:**

- The regional boundaries shown on this map are approximations only.
- Any result marked with an asterisk (\*) is indicative only and should be used with caution as this result is based on a low sample (less than n=50).

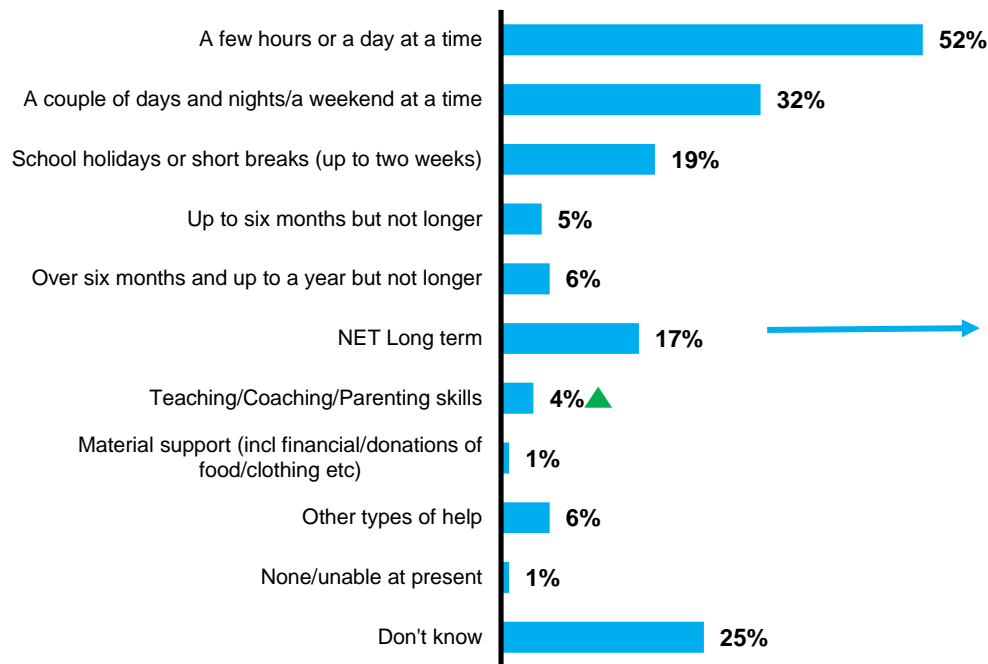


Base: All Māori respondents (n=44-195)  
 Q18a. Would you ever consider helping a child or young person who is under the care of the Ministry for Children—Oranga Tamariki?

# WHAT TYPES OF HELP ARE PEOPLE WILLING TO CONSIDER GIVING?

Māori who would possibly or likely consider helping now or in the future were slightly more likely to say they would be interested in providing most types of help compared with the same cohort in the population overall. This was particularly noticeable in relation to permanent care (17% cf. 11% for those who would consider helping among the total population).

The 2019 results are mostly on par with the 2017 results for Māori, with the exception of significantly more saying they would be interested in providing teaching/coaching/parenting skills (4% cf. 1% in 2017).



## The profile of the 17% of Māori who said they would consider long term care -

- 32% male and 66% female
- 18-24 years (18%), 25-29 years (11%), 30-39 years (37%), 40-49 years (18%), 50-59 years (8%), 60-69 years (7%)
- 3% are living alone, 16% are single parents, 11% are a couple with no children, 40% are a couple with children, 15% are a multiple adult household with children, and 14% are a multiple person household without children
- 10% were living in the least deprived areas (Quintile 1), 14% were in NZDep Quintile 2 areas, 12% were in Quintile 3 areas, 17% were in Quintile 4 areas and 47% were living in the most deprived areas (NZDep Quintile 5).

Base: Māori respondents who would ever consider or possibly consider helping a child or young person who is under the care of OT (n=350)

Q18b. What types of help might you be interested in providing?

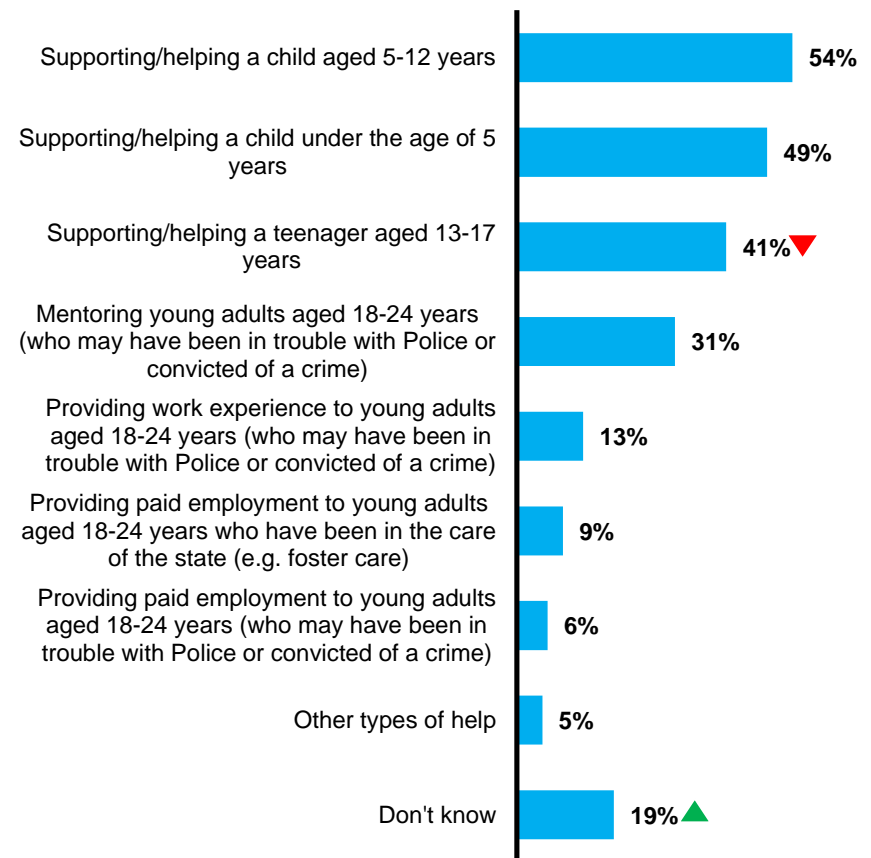


# WHAT TYPES OF HELP ARE PEOPLE WILLING TO CONSIDER GIVING?

When it comes to who Māori would consider helping, the pattern is similar to that of the overall population however, the percentages are slightly higher.

Particularly noticeable is the difference in the proportion of Māori saying they would be interested in helping a child under the age of 5 (49% cf. 41% of the total population).

Compared with 2017, Māori are significantly less likely to be interested in supporting/helping a teenager aged 13-17 years (41% cf. 50% in 2017). This change is seen to be coming from males, those aged 50-59 years and those in a multiple person household with children, all of whom were less likely to offer this type of help when compared with their 2017 results.



Base: Māori respondents who would ever consider or possibly consider helping a

child or young person who is under the care of OT (n=350)

Q18c. What types of help might you be interested in providing?

▲ Significantly higher/lower than 2017 result

# PACIFIC

# KEY FINDINGS AND IMPLICATIONS



## KEY FINDINGS AND IMPLICATIONS

### CONNECTEDNESS IS IMPORTANT

Connections to culture or heritage are important for Pacific people. It is clear that Pacific people have a greater sense of responsibility for children/families and others in their community. This can be seen in the early immigration and settlement processes where the majority of Pacific people established churches and lives were built around churches and church groups in Aotearoa.

### WELLBEING IS A HOLISTIC CONCEPT

Like Māori, Pacific have a holistic sense of wellbeing with the the pillars of wellbeing which cover all aspects of experience: physical, spiritual, mental/emotional and 'other' (which includes identity aspects such as sexual/gender/age/socio-economic status). According to the Fonofale model (Pulotu-Endemann, 1995) these pillars are built on the foundation of 'family' and constitute Pacific culture in the context of time and the environment.

### WOULD WE CONSIDER HELPING A CHILD UNDER THE CARE OF ORANGA TAMARIKI?

Yes. Pacific are happy to help when they can and are more likely than some other ethnic groups to say they would consider helping a child or young person in the care of the Ministry.

# INTRODUCTION

This section of the report considers Pacific responses to key survey topics, to understand key differences in attitudes and actions.

Note: Pacific responses were collected using a different survey method than 2017, therefore any significant differences in this section should be interpreted as being only indicative.

In considering the results for Pacific it is important to take account of Pacific People's cultural heritage.

Traditionally Pacific children are shared around the wider extended family in a more communal way than within the general New Zealand population. Where families are unable to care for a child, the child may be informally 'whāngaied' out (adopted or cared for by family members), either short term or longer term. Hence, it is not surprising that Pacific have strong agreement that everyone in the community is responsible for the children in their community, and to be more willing than the general population to say they will consider helping a child or young person in care.

A strong Christian influence underpins Pacific life and values. In the Pacific Islands, church and state (government) are often thought to 'know best'.



255 Pacific respondents age 18 years and over completed the survey. This represents 128% of the Pacific target of 200 interviews and makes up 16% (unweighted) of the total survey sample (5% weighted).

In 2019 186 responses from Pacific people were collected through the Nielsen online panel. This was done to ensure that a minimum of 200 surveys were completed by Pacific respondents. For more details on the approach used to boost Pacific responses in 2017 and 2019, please see page 92.

The mix of Pacific ethnicities was consistent with Statistics New Zealand data. In the survey 2% of respondents were Samoan, 1% were Cook Island, 1% were Tongan, 1% were Niuean and the rest were other Pacific ethnicities.

Compared with the population of Pacific peoples, the sample achieved over-represented some sub-groups. Data were weighted to correct for these.

Women were over represented (69%). Weighted to 52%.



96% (unweighted) of Pacific responses were made online compared with 64% (unweighted) among the general population. 4% of Pacific responses were provided via a hard copy survey.



74% (unweighted) of Pacific respondents said that they would be happy to be re-contacted for further research.

\*Note: Pacific Peoples are generally referred to as 'Pacific' in this section.

# SUMMARY OF HOW PACIFIC COMPARE WITH OVERALL RESULTS - WHAT IS MOST DIFFERENT?



## Attitudes

Nearly three in five Pacific (52%) think New Zealand is doing a good job with our children and young people, while two in five (17%) think we are doing a bad job, a similar result to 2017.

Pacific tend to have the same view as the general population and Māori about whether New Zealand is getting better in terms of how it is caring for our children and young people. 41% of Pacific say things are getting better, compared with only 27% saying things are getting worse (compared with 37% getting better and 28% getting worse among the general population). Again, this is a similar result to 2017 for Pacific.



Those who identify with one or more of the Pacific ethnicities hold a stronger belief that children should obey their parents (61% cf. 40% among general population) and are more likely to agree that criminal convictions for under 18 year olds should not affect their future (55% cf. 47% among general population).

There is a more strongly held perception among Pacific that the government should take more responsibility for care of our children and young people (63% cf. 49% among the general population).

Compared with 2017, Pacific were less likely to feel a stronger sense of responsibility to help a child when known and unknown to them personally (82% and 54% cf. 93% and 67% respectively).



## Actions

Pacific are as likely as the general population to say they have talked to someone or done something for a child because they were worried about them. Pacific were more likely to want to provide help/support to those under the age of 5 compared with the total population (52% cf. 41% overall).

Pacific people were more likely than the general population to think they have done something to be a better parent or caregiver because of something they have seen, heard or read (59% vs 42% among the general population).



## Contact with children

Although less than in 2017, Pacific were more likely than the general population to have had contact with children generally, regularly, or through unpaid or voluntary work. They were also more likely to have had contact with 'at risk' families (17% having had a lot and 77% having had at least 'a little' contact compared with 11% of the general population having a lot of contact and 63% having at least a little contact) – a similar result to 2017.

# CONTRIBUTORS TO VULNERABILITY

Pacific perceptions of the key factors that result in some children and young people in New Zealand not thriving as much as they should are similar to the overall New Zealand population, with the same top three emerging, and at similar levels of mention, a result similar to 2017:

- Poor parenting / poor home environment
- Poverty / living below the poverty line
- Poor education.

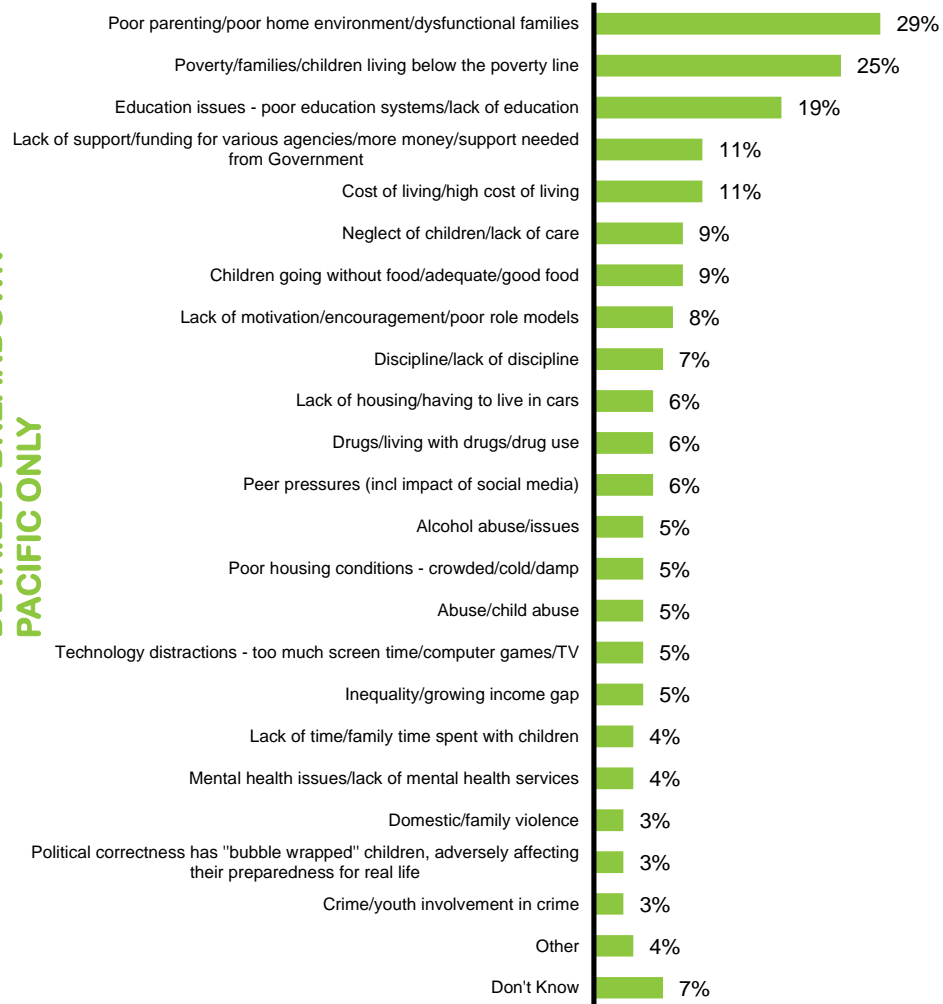
When compared with the total population, drug and alcohol abuse issues were not ranked as highly. Drugs ranked 4th (12%) and alcohol abuse ranged 9th (8%) among the general population, but ranked 11th (6%) and 13th (5%) respectively amongst Pacific.

Compared with 2017, Pacific appeared more likely to say that cost of living (11% cf. 2% in 2017), peer pressures (6% cf. 1% in 2017) and technology distractions (5% cf. 1% in 2017) were the main contributors to vulnerability.

“ Social media and cost of everyday life... our kids are getting parented by the internet which is sad, lack social skills which they should pick up from being around family... and it's cheaper to eat at fast food place than to putting a healthy meal these days. ”

(Male, 30 to 39 years, Samoan)

## DETAILED BREAKDOWN - PACIFIC ONLY



Base: All Pacific respondents (n=255)

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)

# CONTRIBUTORS TO WELLBEING: WHAT IS NEEDED FOR CHILDREN AND YOUNG PEOPLE TO THRIVE?

Pacific identify the same top three factors as the total population as being very important to help children and young people thrive. However, 'having basic needs met' ranks third for the total population but first for Pacific.

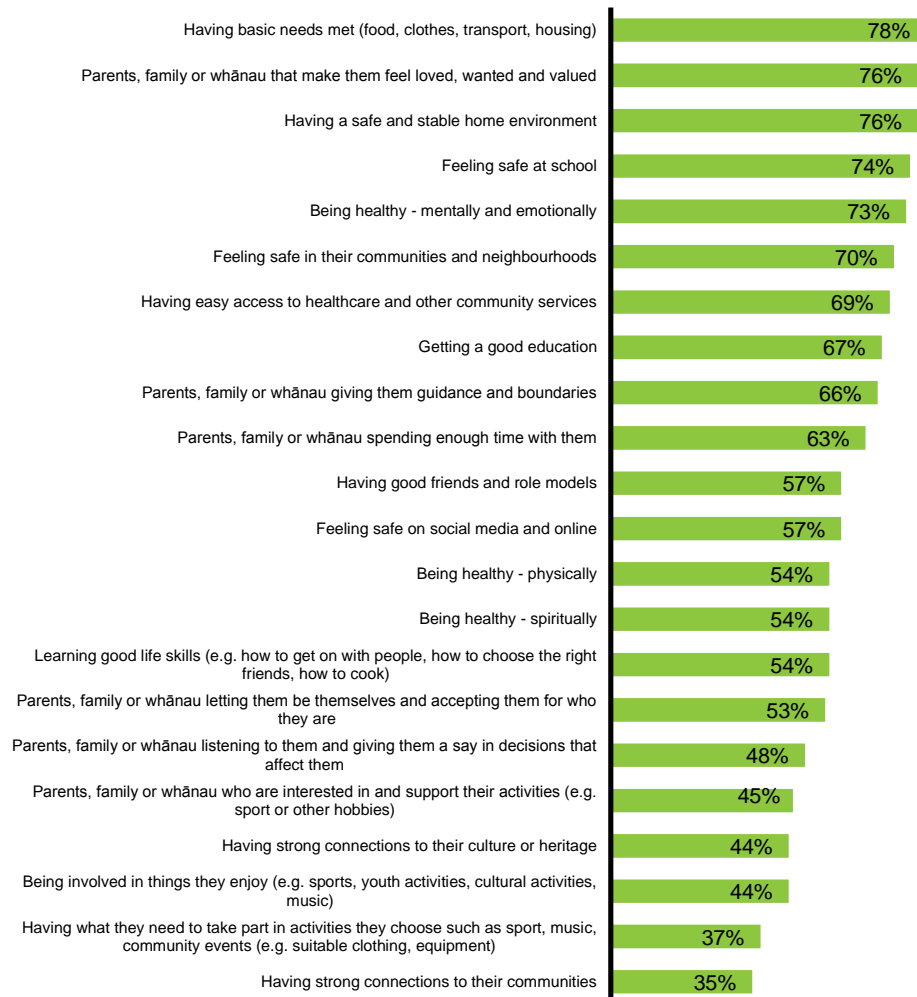
Aside from having their basic needs met, safety is a key thing Pacific people see as affecting children and young people's ability to thrive. Pacific attach greater importance than the general population to:

- **Feeling safe at school:** ranked 4<sup>th</sup> (6<sup>th</sup> among the total population), and 74% extremely important cf. 63% among the total population
- **feeling safe in their communities:** ranked 6<sup>th</sup> (9<sup>th</sup> among the total population), and 70% extremely important cf. 56% among the total population.
- **Feeling safe on social media and online:** ranked 12<sup>th</sup> (16<sup>th</sup> among total population) and 57% extremely important cf. 36% among total population

Interestingly, although having basic needs met was the top factor for helping children thrive, compared with 2017 significantly more Pacific indicated that they *could have, but didn't* help a child or young person, or their whānau in practical ways (e.g. food, clothing, shelter) (12% in 2019 cf. 2% in 2017).

Compared with the total, the biggest differences in importance for Pacific were for being healthy – spiritually (54% extremely important cf. 30% overall) and having strong connections to their culture or heritage (44% extremely important cf. 22% overall).

EXTREMELY IMPORTANT



Base: All Pacific respondents (n=254-255)

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.



# WHO IS RESPONSIBLE?

When compared with the total results, Pacific had higher levels of agreement for all statements except for feeling a personal responsibility to care for children or young people who are known to them.

Compared with 2017 Pacific results, there appear to be reduced agreement with the following statements:

- A sense of personal responsibility to support the children and young people known to them was significantly lower than 2017 (82% in 2019 cf. 93% in 2017)
- A sense of personal responsibility to support the children and young people unknown to them was significantly lower than 2017 (54% in 2019 cf. 67% in 2017)



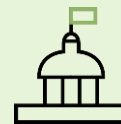
Over eight in ten agreed (82%) that they **feel personal responsibility** when the child or young person is **known** to them.



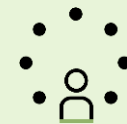
Eight in ten agreed (80%) that **everyone has a responsibility** to care for children and young people in their community.



Two-thirds agreed (67%) that **parents should take full responsibility for the care of their children** and not depend on others.



Over six in ten agreed (63%) that **the government should take more responsibility** for the care of our children and young people.



Over half agreed (54%) that they **feel personal responsibility** when the child or young person is **unknown** to them.



“ There isn't enough investment into inter-agency sharing of some kind. Young people do not always experience social issues in isolation. They are also experiencing mental health issues, drug and alcohol issues and criminal justice issues while experiencing violence, neglect and poverty at the same time. We need to find a better way to respond to young people in a way that addresses all of the issues in one setting. The government needs to do more to address the poverty gap that prevent a lot of Māori and Pacific young people from accessing opportunities to live a fulfilling life. ”

(Female, 30 to 39 years, Samoan/ Māori/ New Zealand European)

# WILLINGNESS TO CONSIDER HELPING A CHILD OR YOUNG PERSON UNDER CARE OF ORANGA TAMARIKI?

Results for Pacific remain consistent with 2017. Compared with the general population, Pacific people were more likely to say they would ever consider helping a child or young person who is under the care of Oranga Tamariki (26% cf. 17% total population), with a further 23% (19% total population) indicating they would do so but not right now.

Pacific are also more likely to **have done something to help** a child or young person they were worried about in the last three months (62% of Pacific cf. 51% total) but less likely to **have talked to someone about it** (36% of Pacific cf. 43% of total).

“

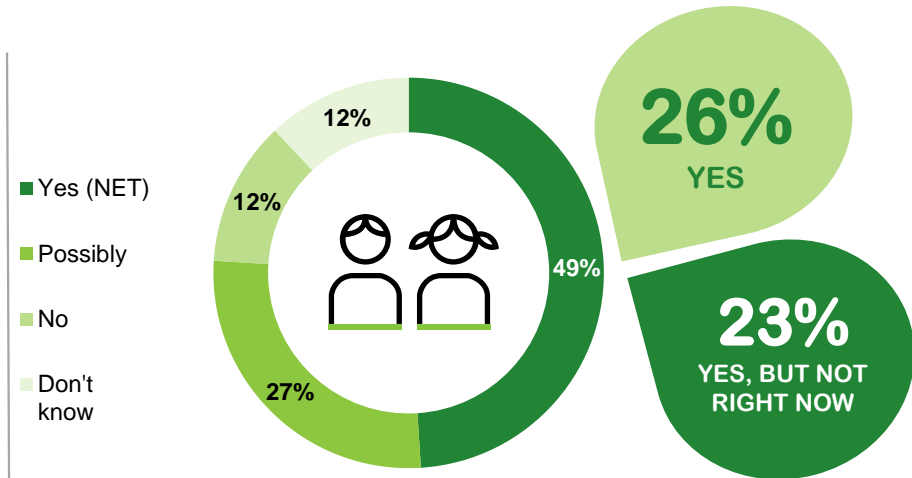
*I would love to adopt a child who is in need of any help no matter their situation because I know how hard it is to feel alone.*

**(Female, 18 to 24 years, Samoan/ Chinese)**

*This country needs more people to take care of children everywhere. We all need to be the parents for every child in NZ. We all need to support other families who need food, or electricity or any help and all should be willing to do this. Instead of staying in our own bubbles.*

**(Male, 30-39 years, Samoan)**

”



**The profile of the 26% of Pacific who said 'yes' they would consider helping a child or young person in care\*:**

- 60% were women and 40% were men
- 18% were 18-24, 14% were 25-29, 25% were 30-39 and 26% were 40-49 years old, 10% were 50-59 while 7% were 60 years old and over
- 6% were living in more affluent areas (NZDep Quintile 1), 24% were in NZDep Quintile 2 areas, 8% were in NZDep Quintile 3 areas, 22% were in NZDep Quintile 4 areas and 40% were in the most deprived areas (NZDep Quintile 5 areas).

\* caution: Very small base size

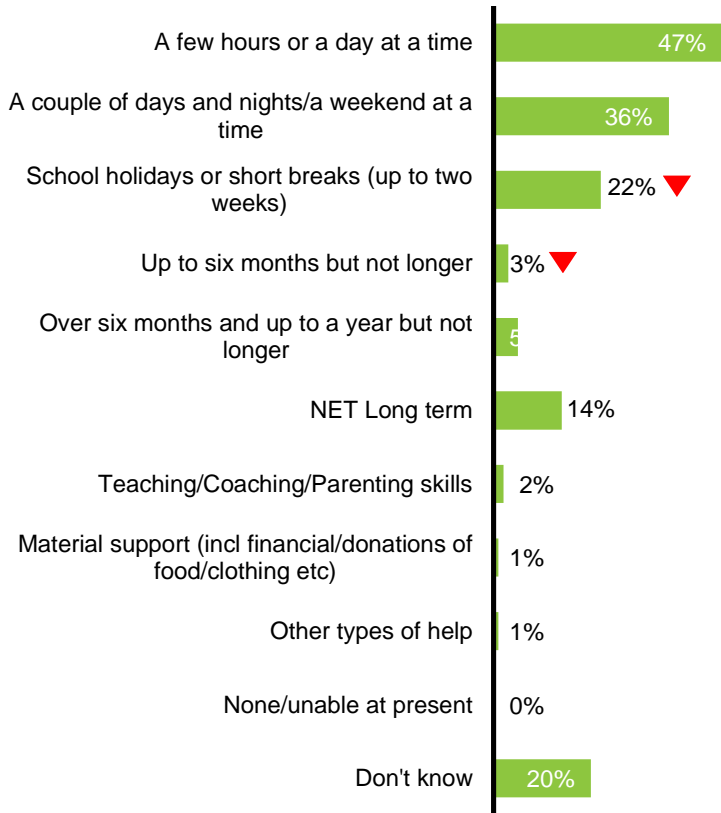
Base: All Pacific respondents (n=255)

Q18a. Would you ever consider helping a child or young person who is under the care of Oranga Tamariki—Ministry for Children?

# WHAT TYPES OF HELP ARE PEOPLE WILLING TO CONSIDER GIVING?

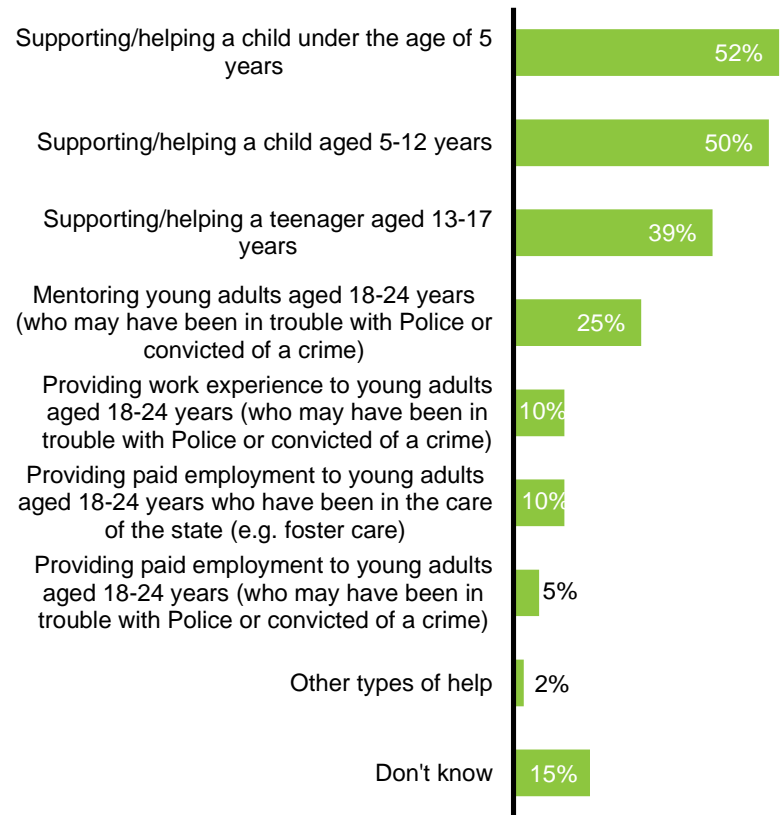
Compared with 2017, results indicate there are fewer Pacific who are wanting to provide help in the form of school holidays or short breaks and up to six months but not longer.

Compared with the New Zealand population overall, Pacific were more likely to say they would be interested in providing longer term types of help (a couple of days and nights at a time, school holidays/short breaks and/or permanently), rather than help for a few hours or a day at a time.



When it comes to who Pacific people would consider helping, they are more likely to want to help a child under the age of five compared to the total population (52% cf. 41% of total population).

Pacific were also more likely to say they would support each type of help, with the exception of mentoring young adults and providing work experience to those aged 18-24 years.



Base: Pacific respondents who would ever consider or possibly consider helping a child or young person who is under the care of OT (n=199)

Q18b. What types of help might you be interested in providing?

Base: Pacific respondents who would ever consider or possibly consider helping a child or young person who is under the care of OT (n=199)

Q18c. What types of help might you be interested in providing?

Significantly higher/lower than 2017 result 82

# SUB-GROUP DIFFERENCES WITHIN PACIFIC

As the total sample of Pacific was n = 255, sub-samples were too small for differences across sub-groups to be statistically significant.

Some differences emerged: gender and age related differences.

There were no apparent differences by individual Pacific ethnicities.



**Gender:** Whereas females had a tendency to give a 'very important' rating to importance questions, males were closer aligned to the total Pacific results.



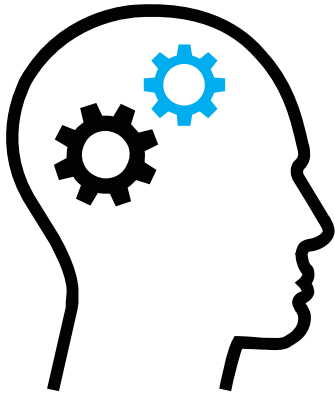
**Age:** While aiming to engage all New Zealanders, the Ministry has a focus on those in an age-range where they may be more likely to be able to help children and young people in care. Among all Pacific, the 30 to 39 year age group stood out from both younger and older age groups, placing greater than average emphasis on the different factors that contribute to child poverty.



**Proximity to (contact with) 'at risk' families/children:** The formative research (see page 4) identified proximity as a key variable in influencing attitudes and behaviours with regards to vulnerable children. While Pacific were more likely than the general population to have had any contact with 'at risk' families (17% saying they have had a lot and 77% saying they have had at least 'a little' cf. 11% and 63% respectively within the general population), proximity to contact with 'at risk' families seemed to positively impact on their likelihood to take action.

# CURRENT SOURCES OF INFORMATION: WHAT IS FORMING OPINION AND ATTITUDES?

# WHAT IS FORMING OUR OPINIONS AND ATTITUDES?



The Engaging All New Zealanders Strategy relies on a range of communication methods to deliver key messages. Going forward, there will be a range of specific calls to action for New Zealanders.

To help evaluate New Zealanders' recall of any relevant messaging, questions were included that cover:

- **To what extent are we currently noticing information or commentary relating to vulnerable children?**
- **What messages are we receiving?**
- **Through what channels are we receiving these messages?**
- **Have these messages resulted in parents and caregivers trying to provide better care to their children?**

# KEY FINDINGS AND IMPLICATIONS



## KEY FINDINGS

### ARE WE NOTICING INFORMATION OR COMMENTARY RELATING TO VULNERABLE CHILDREN?

Most New Zealanders are aware of recent content relating to vulnerable children.

### WHAT MESSAGES ARE WE RECEIVING?

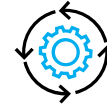
Almost all the current messaging recalled (in the context of 'anything to do with children or young people in New Zealand who are 'at risk' of not thriving') is negative messaging. The most prevalent themes relate to poverty, basic needs not being met such as food and adequate shelter, and abuse and neglect.

### THROUGH WHAT CHANNELS ARE WE RECEIVING THESE MESSAGES?

News and current events dominate, followed at some distance by word of mouth and social media.

### HAS WHAT PARENTS AND CAREGIVERS SEEN OR HEARD RESULTED IN THEM TRYING TO PROVIDE BETTER CARE TO THEIR CHILDREN?

Around four in ten indicate that what they have seen or heard has influenced them to try and do better.



## IMPLICATIONS

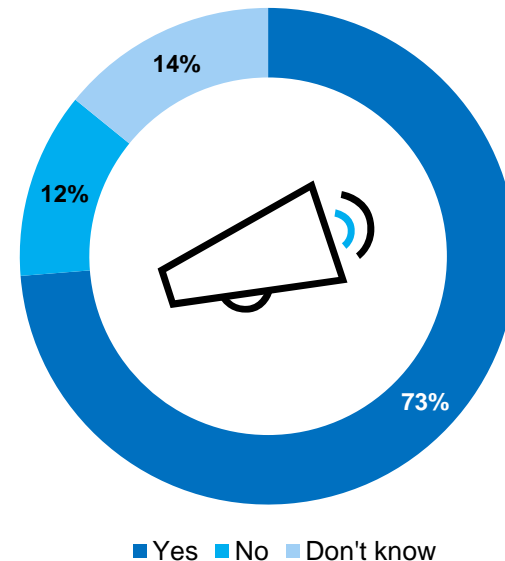
As changes are made to the operating model, and the Engaging All New Zealanders Strategy continues to be implemented, we would hope to see more messages surfacing that link to the efforts of Oranga Tamariki and its partners.



# HAVE PEOPLE SEEN, HEARD OR READ ABOUT CHILDREN AT RISK OF NOT THRIVING?

Over the 3 months before the survey almost three-quarters remembered seeing, hearing or reading something to do with children or young people in New Zealand who were 'at risk' of not thriving (including news or current events, advertising, online or elsewhere), a result similar to 2017.

Those significantly more likely to have heard or read about children at risk of not thriving are those aged 60-69 years (82% cf. 73% of the total population) and/or those who identify as New Zealand European (78%).



Base: All respondents (n=1537)

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)?

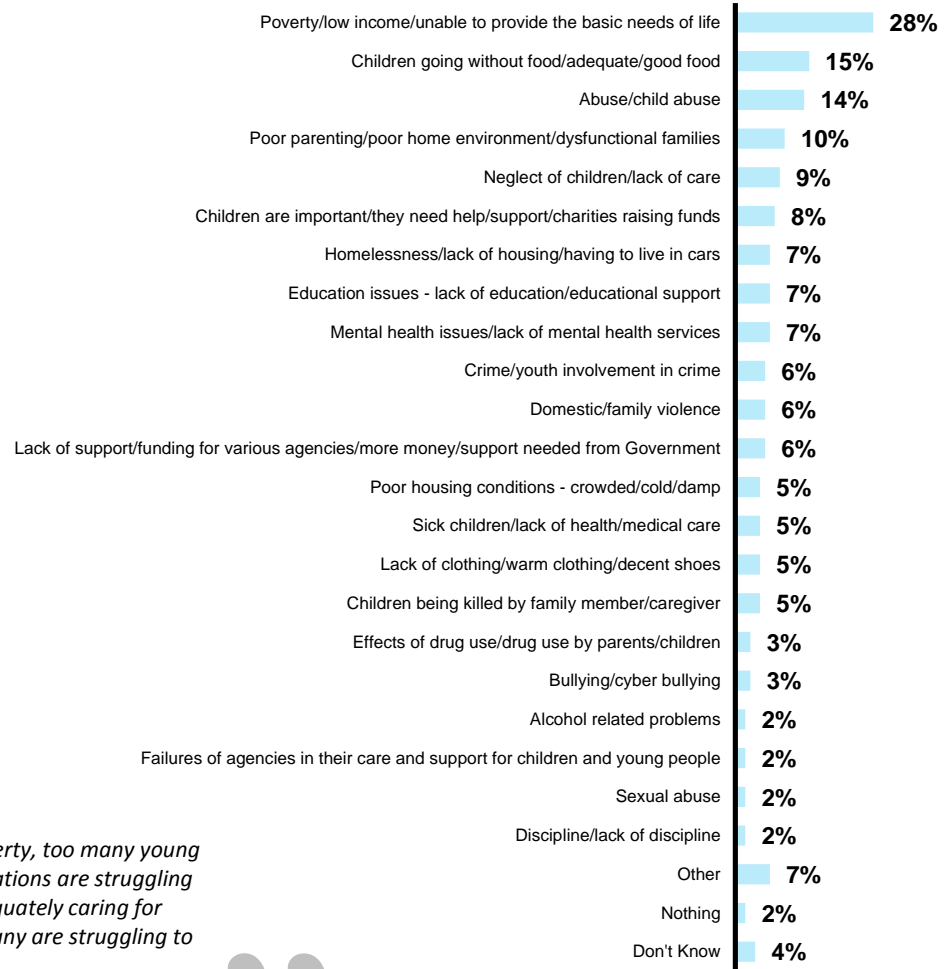
# WHAT WERE THE MAIN MESSAGES NOTICED?

Those who noticed content relating to vulnerable children in the past 3 months were asked to explain, in their own words, the main messages they saw, heard or read. Similar to 2017, comments relating to poverty were prevalent in this context, as were comments about children going without food, as well as abuse and neglect.

Compared with 2017 there appear to be fewer mentions of homelessness, youth crime, poor housing conditions and the effects of drug use when people recall the main messages they noticed.

Māori and Pacific were less likely to mention poverty and low income as the main messages from what they saw compared with the total population. Māori also appear to be more likely to mention neglect of children, whereas Pacific were more likely to mention they thought the main message was that children are important and they need help.

“ Too many children and their parents/carers are living in poverty, too many young people are unemployed or not in training, too many organisations are struggling to provide adequate services, too many parents are not adequately caring for their children's safety (some are seemingly negligent, but many are struggling to be available).  
 (Female, 60-69 years, New Zealand European) ”



# WHERE WERE THESE MESSAGES NOTICED?

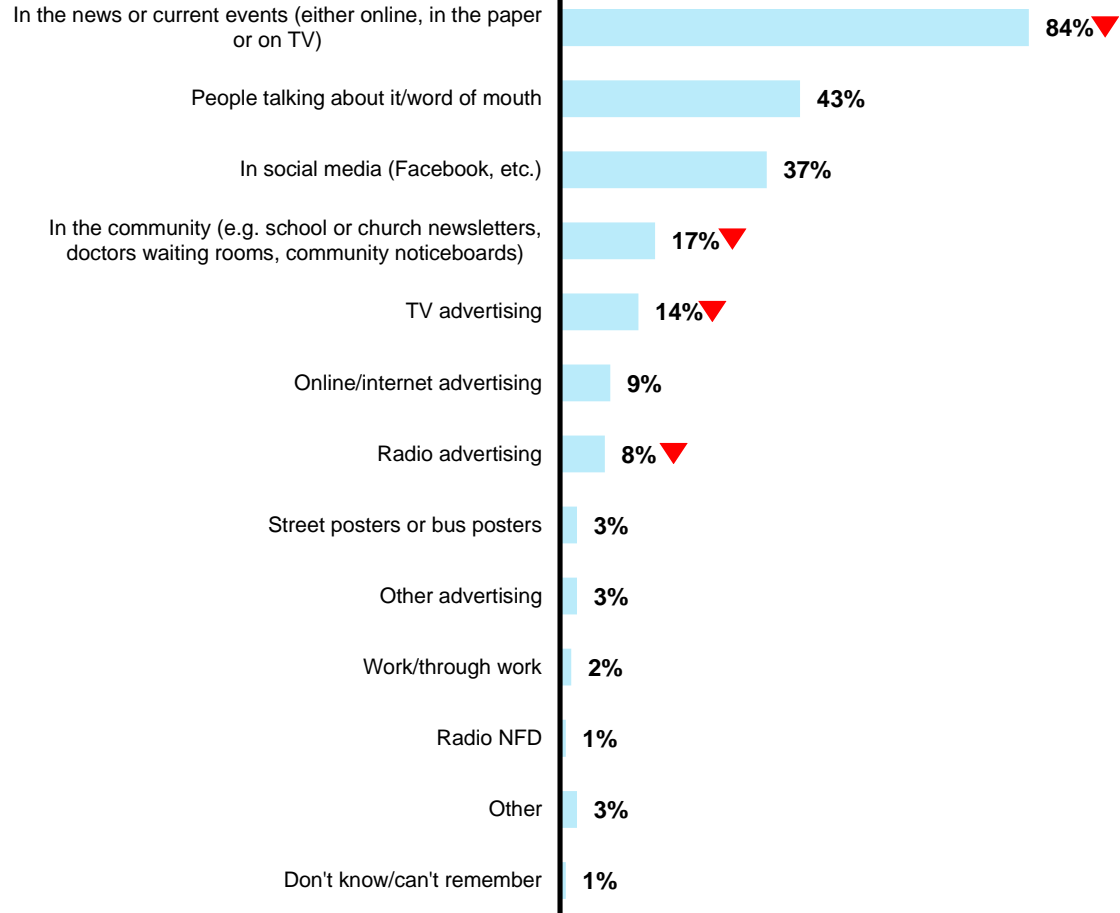
Although significantly lower than it was in 2017 (88%), news and current events coverage is still the most common source of information by far.

This is followed by word of mouth and social media.

Along with significantly fewer getting these messages in the news, there were also significantly fewer people than in 2017 saying they saw these messages in the community (17% cf. 20% in 2017), TV advertising (14% cf. 20% in 2017) and radio advertising (8% cf. 11% in 2017).

As one might expect, those who were younger were more likely to have noticed something on social media, while those who were 60 or over were more likely to have seen something through advertising on TV. Females, Māori and Pacific were also more likely to have seen, heard or read something on social media.

Māori were more likely to have noticed these messages in online advertising (13% cf. 9% of the total population). Pacific were also more likely to have noticed something advertised online (22% cf. 9% total population) and to have noticed something in the community (26%) or through other forms of advertising (8%)\*.



\*There have been no significant changes for Pacific from 2017 relating to this question. Therefore the survey approach changes between 2017 and 2019 do not appear to have impacted results for this group.

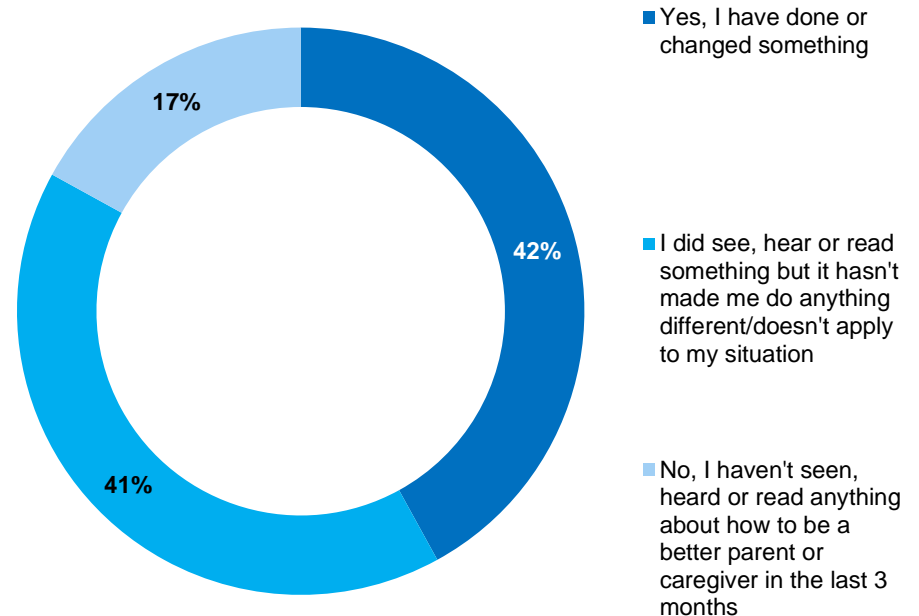
# HAVE PEOPLE CHANGED AS A RESULT?

Of the people who saw, heard or read something in the last 3 months and who were parents/caregivers –

42% said they have changed something to try and be a better parent or caregiver, a result that is slightly lower than in 2017.

Females and people from multiple person households with children were significantly more likely to say they have changed or done something (49% and 57% cf. 42% of the total population).

The same can be said for both Māori and Pacific, who were also more likely to say that they have done or changed something to try and be a better parent/caregiver because of something they saw, heard or read (56% and 59% compared with 42% overall).



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) and are parents or caregivers (n=692)

Q17. In the past 3 months, have you done or changed anything to better support your own children because of something you have seen, heard or read?

# APPENDIX I: METHODOLOGICAL INFORMATION

# APPROACH



## KOHA

To help improve response rates and act as a 'Thank-you' for people taking the time to complete and return the survey, koha was offered in the form of a prize draw with three chances to win \$250 (either as a Visa Prezzy Card or as a donation to a registered charity).

## PRIMARY APPROACH

The primary method for data collection 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 some time later by the provision of a hard copy questionnaire. This is known as a 'sequential mixed methodology' approach.

Because physical address, age and Māori descent are shown on the Electoral Roll, we were able to design the survey to aim to achieve:

- a representative sample
- sufficient completed questionnaires from the harder-to-reach sub-groups of Māori and young New Zealanders who are typically considerably less likely to participate in research.

## SUPPLEMENTARY APPROACH

### IN 2017:

In 2017, the supplementary approach aimed to help achieve as representative a view as possible from Pacific respondents. As Pacific ethnicity is not shown on the Electoral Roll, our approach included a combination of:

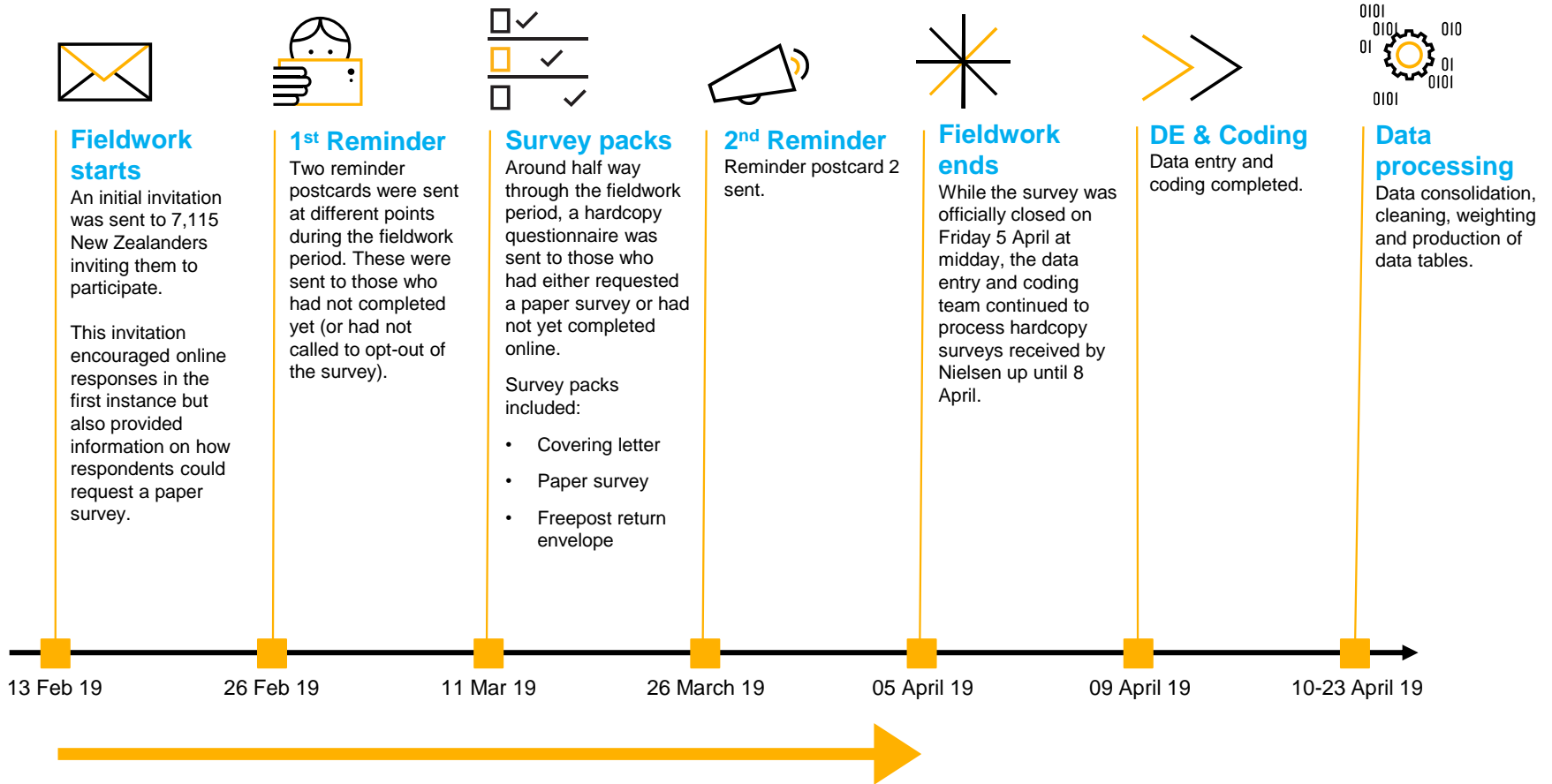
- The above self-completion approach, but with materials also available in Samoan and Tongan, and with the sample being selected from within mesh blocks where Pacific peoples make up more than 50% of the population
- Door to door interviewing in mesh blocks where Pacific peoples made up 90% of the population.

### IN 2019:

As in 2017, the 2019 supplementary approach aimed to help us achieve a representative sample from Pacific respondents but was adapted through the use of the Nielsen online panel instead of face-to-face fieldwork. This change in approach aimed to control bias in results caused by having an interviewer present while respondents were completing their surveys (i.e. people tend to provide more socially acceptable answers when someone else is in the room).

The second supplementary approach used in 2019 involved the use of the 2017 're-contact sample' for people who identified as either Māori or Pacific. This sample was made up of those who had agreed to take part in future research and aimed to boost the number of Māori and Pacific respondents. Very few responses were achieved through this approach and no analysis could be conducted for this group separately.

# SURVEY PROCESS AND TIMINGS



- The 2017 re-contact sample were sent survey invites on 4 March 2019
- The Pacific panel survey ran from 18 to 31 March 2019



# FIELDWORK STATISTICS



## Completes by mode

79% of surveys were completed online while the remaining 21% were through a hardcopy survey.

All supplementary approach surveys were completed using an online survey.

APPROACH	TOTAL	Māori	Pacific	Other	
<b>MAIN</b>	<b>TOTAL</b>	N=1,329 100%	N=423 32%	N=61 5%	N=845 63%
	<b>Online</b>	N=997 75%	N=306	N=51	-
	<b>Hardcopy</b>	N=332 25%	N=117	N=10	-
<b>SUPPLEMENTARY</b> (Panel and re-contact)	<b>TOTAL</b>	N=219	N=39	N=194	N/A
	<b>Panel</b>	N=188	N=16	N=186	N/A
	<b>Re-contact</b>	N=31	N=23	N=8	N/A

Note: Respondents could identify with multiple ethnicities



## Targets

While the total and Pacific targets were achieved, targets for Māori were not reached. However, the target was more than double the proportion of Māori in the population and a good number of completed interviews were achieved for this group.

	TOTAL	Māori	Pacific	Other
<b>TARGET</b>	N=1,500	N=500	N=200	N=800
<b>Achieved</b>	N=1,548	N=462	N=255	N=831
<b>% achieved vs target</b>	103%	92%	126%	104%

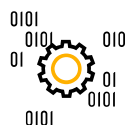
# DATA PROCESSING

Once the survey period ended, a number of data processing steps were undertaken:



## COMPLETES

Any online surveys that met the definition of 'Complete' were flagged as such. Complete surveys were considered surveys where a respondent had completed the questionnaire up to and including Q21 (Ethnicity).



## DATA ENTRY & CODING

Paper surveys were processed throughout fieldwork as they were returned to Nielsen. 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 DE Supervisor for correctness and consistency.



## DE-DUPING

Once the online and 'data entered' datasets were complete and ready, these were checked against one another to ensure there were no duplicate records. i.e. A respondent had not completed both online and returned a paper survey. No duplicates were found and removed during this process in 2019. If duplicates were 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 final dataset.



## MERGING EXTERNAL VARIABLES

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

- 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 2013 Census data) to ensure final results were representative of the New Zealand population. Weighting was conducted by gender, age, region and ethnicity using Rim weighting. This was conducted for both the total sample overall, and within each of the Māori and Pacific ethnic groups.

# SAMPLE PROFILE

# GENDER AND AGE




## GENDER

	Unweighted count 2017	Unweighted count 2019	Weighted %
<b>Male</b> 	n=1079	n=531	48%
<b>Female</b> 	n=1838	n=1009	52%

The gender question asked included a 'gender diverse' response option alongside male and female. Eight respondents chose this option in 2019.

For weighting purposes these responses were included in the largest group 'female'.

## AGE

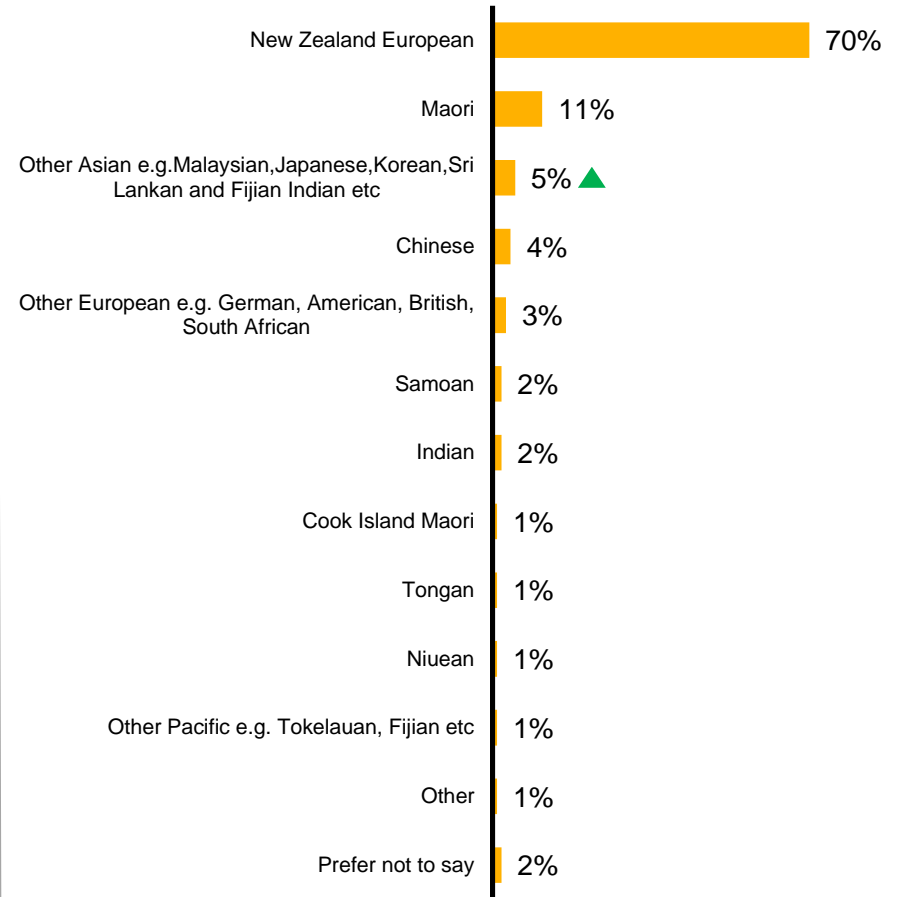
	Unweighted count 2017	Unweighted count 2019	Weighted %
 <b>18-24 yrs</b>	n=302	n=220	13%
<b>25-29 yrs</b>	n=215	n=146	8%
 <b>30-39 yrs</b>	n=459	n=267	16%
<b>40-49 yrs</b>	n=581	n=356	19%
<b>50-59 yrs</b>	n=526	n=228	17%
 <b>60-69 yrs</b>	n=455	n=208	17% ▲
<b>70 years +</b>	n=390	n=123	10% ▼

# ETHNICITY

## MAIN ETHNICITY GROUPINGS

	Unweighted count 2017	Unweighted count 2019	Weighted %
<b>New Zealand European</b>	n=2184	n=984	70%
<b>Māori</b>	n=370	n=462	11%
<b>Pacific</b>	n=208	n=255	5%
<b>Asian</b>	n=216	n=98	11%
<b>Other</b>	n=200	n=84	5%

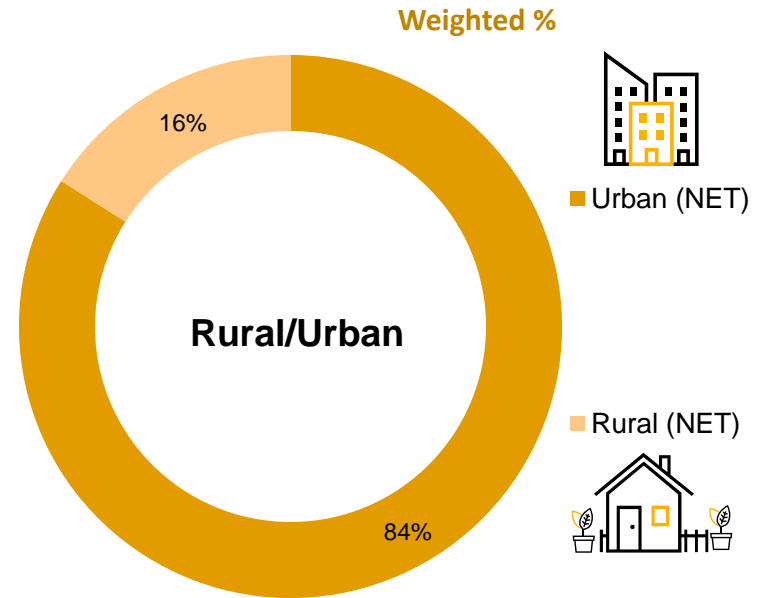
## DETAILED ETHNICITY GROUPS (n=1534)



# REGION AND RURAL/URBAN SPLIT



	Unweighted count 2017	Unweighted count 2019	Weighted %
Auckland	n=939	n=497	33%
Upper North Island (excluding Auckland)	n=583	n=335	20%
Lower North Island	n=709	n=346	22%
South Island	n=697	n=370	25%



	Unweighted count 2017	Unweighted count 2019
Rural (NET)	n=411	n=183
Urban (NET)	n=2476	n=1003

# THE NEW ZEALAND DEPRIVATION INDEX

## ABOUT THE INDEX

The University of Otago compile and put out 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 numbers of small areas ((meshblocks or census area units). It is based on nine Census variables.

NZDep can be displayed as deciles or Quintiles. Each NZDep Quintile contains about 20 percent of small in New Zealand.

- 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 and reporting purposes.







**Note:** new meshblocks created since the last Census are not able to reliably have deprivation or rural/urban information assigned (until new Census data is available). In addition, we do not have this information assigned for the booster sample of Maori and Pacific respondents recruited via online panel. In 2019, therefore, 77% of respondents have deprivation and urbanisation codes attached to their survey data.

## NEW ZEALAND DEP

Quintiles	Unweighted count 2017	Unweighted count 2019	Weighted %
1 (Decile 1 & 2)	n=717	n=261	24%
2 (Decile 3 & 4)	n=648	n=248	23%
3 (Decile 5 & 6)	n=550	n=233	20%
4 (Decile 7 & 8)	n=487	n=223	19%
5 (Decile 9 & 10)	n=475	n=219	13%



# HOUSEHOLD COMPOSITION

	Unweighted count 2017	Unweighted count 2019	Weighted %
 <b>Single person household</b>	n=292	n=149	11%
 <b>One parent only with child/ren</b>	n=165	n=112	5%
 <b>Couple only with child/ren</b>	n=886	n=492	31%
 <b>Couple only no child/ren</b>	n=906	n=366	28%
 <b>Multiple person household with child/ren</b>	n=258	n=173	9%
 <b>Multiple person household without child/ren</b>	n=389	n=253	16%

**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?".