

# AOTEAROA

# FUTURES

# BAROMETER

JUNE 2025

IN PARTNERSHIP WITH TRUWIND AND THINK BEYOND

# INTRODUCTION

In an increasingly complex and ever changing world we are constantly being confronted by new and often scary challenges outside of our control. Naturally, alongside these challenges comes growing fear about the future imbuing thoughts of a grim decline rather than a sense of optimism for what is to come.

So how do we make a shift to create a future we want our children to inherit – we believe it begins with gaining an understanding of how our current generations are feeling about what comes next.



*“Creating a future of our own making is the most powerful expression of rangatiratanga we can achieve. The Futures Barometer has given us insight into how the people of Aotearoa feel about our collective future, and what is important to shape that future. Our job now is figuring out how we work towards it with intention.”*

- Āwhina McGlinchey

Inspired by the [Copenhagen Futures Barometer](#), a Danish survey on concerns and expectations of the future conducted by the Copenhagen Institute for Futures Studies as a benchmark, we set out to create our own version – the Aotearoa Futures Barometer to gain a sense of how New Zealanders are feeling about the future. Utilising questions from their survey for comparable data, we worked with local research experts Truwind Research First to craft a survey that also included Aotearoa context specific questions.

Our desire to partner in undertaking this research came from our long and trusted working relationship founded in our shared passion for thriving futures through intergenerational thinking and approaches. We were delighted to have Truwind come on the journey with us given their exceptional reputation as social researchers and their alignment with our values.

There is a wealth of great data that speaks to current state views of New Zealanders and exploring issues of trust and polarisation. While our research touches lightly on current perspectives around what matters most to New Zealanders, our key area of interest is on the future and gaining an understanding of peoples feelings about it to help us think creatively about developing solutions that will positively impact our next generations. While some of the results were as expected and reinforced current global trends, others provided an element of surprise but suffice to say all provide useful indicators for future decision-making.



Beginning on a note of optimism, it was reassuring to learn that despite the rapid influx of and increasingly complex challenges we are constantly facing, ***there is no other country most New Zealanders would want us to be like.***

While just one of a number of key insights, it is one that has sparked our thinking with regards how we build on what we currently have and find a way to work/come together to build the future Aotearoa that is 100 percent unrivalled.

Another headline of interest is that New Zealanders believe the Treaty of Waitangi is important to the future of New Zealand – this is the view of almost 60 percent of those completing the survey. We find this particularly interesting given the recent Treaty Principles Bill and the division, racism and distrust it has caused where it previously wasn't obviously apparent.

What the Futures Barometer shows is that there is a lack of trust in the ability to deliver decisions for the future. Expectations are low for future conditions. A growing lack of trust in our government comes as no surprise, particularly in relation to decisions being made that impact access to quality healthcare and the economy – these were the two issues of most growing concern. How do we collectivise to raise the gaze from the current short-term thinking of our decision-makers towards a long-term approach that ensures equity and justice for all? Rebuilding trust will be fundamental, however, it must not be limited to a few, we need to take everybody on board.

And, while there appears to be personal optimism for the future, there is concern over those bigger issues people see as the key threats they don't have any influence over e.g. the economy, climate change and AI. When we talk about the future and intergenerational worldviews, young people as the ones who will inherit the future are a critical voice – the survey tells us that over 50 percent of those who completed it are increasingly concerned about how we meet their needs. Of particular interest is the growing difference between the worldviews of young men and women, with our young women acknowledging greater concern about the future while our young men are far more optimistic. This appears to be a global trend and one that will be important to look at in more depth – the impact of influence or lack of on peoples' feelings of optimism or pessimism about the future.

Building on these issues of trust/distrust and lack of optimism for the future are the identified concerns relating to polarisation and the growth of divisive information, with politicians and social media being the biggest culprits. This fragmentation of our social and political fabric plays a significant role in how we feel – our levels of trust, our sense of hope, feelings of fairness and justice and most importantly, our connectedness and cohesion as a society.

*So, how do we create a sense of collective hope in our communities and how do we turn that sense of hope into action?*

We need to begin by looking beyond today's needs to anticipate a world where we all thrive in a truly intergenerational, equitable and just society – an exciting but challenging prospect. We believe the Futures Barometer is an opportunity for the ongoing conversations we need to be having if we are to be successful.





*“In a world of constant change it is important to step back and measure the heartbeat of our country for today and into the future. While the world may be in turmoil one thing is clear. New Zealanders prefer to live here.*

*The words of Sir Paul Callaghan spring to mind, a vision of New Zealand as a ‘place where talent wants to live’. The Aotearoa Futures Barometer opens a door to ongoing conversation about the future we want, within the local and global context, and helps us to anticipate that future.”*

- Cheryl Doig

# AOTEAROA FUTURES BAROMETER RESEARCH DESIGN

This research drew from the Copenhagen Institute's Future Barometers 2023 research. Workshops were held between Truwind, Tokona te Raki, and Think Beyond, to craft a New Zealand focused questionnaire to understand the concerns and expectations of New Zealanders regarding possible futures.

## Method

An adjusted regional sample of n=1000 New Zealanders was targeted, using an online panel of survey respondents. By slightly reducing the number of interviews in the major city regions (Auckland, Wellington, Christchurch), we reportioned the interviews, maintaining relative representation in the sample.

This provides a more robust option for regional analysis. In addition, a boosted sample of n=270 additional youth (aged 16-24) and n=270 Māori respondents was gained to allow deeper analysis among these groups.

In total, 1630 people responded to this survey. Weighting has been applied to the overall sample to ensure our youth and Māori boosts are not overrepresented. More sample detail can be found in the appendix.



## KEY FINDINGS:

# New Zealanders' general outlook

01

While there is plenty of positive sentiment about being a New Zealander, ***we are predominantly concerned about the future.***

02

We are ***optimistic about our personal sphere*** (family, jobs, retirement), but worried about things more out of our control (economy, environment, conflict).

03

New Zealand is also seeing ***a divide*** between our young men (more optimistic) and our young women (more worried).

04

Those with ***higher educational qualifications*** are more optimistic.  
Income and employment are less differentiating.

05

Our ***Māori population are very similar*** to the national population and show fewer differences than the age/gender divide. But are more concerned about inequality and societal changes than others.

06

Overall, it is ***economic stability and healthcare*** that are our biggest concerns and priorities. ...But ***our expectations are low*** that these (& many other areas) will improve.



KEY FINDINGS:

# New Zealanders' expectations

01

Educational and non-profit sectors are ***the most trusted institutions*** to make the right decisions for New Zealand's future.

02

While our religious and government bodies have ***the highest levels of distrust***.

03

Lower income households are generally ***less trusting of institutions***, as are those without higher education qualifications and those living outside of Auckland.

04

***The Treaty is important*** for our future for 6 in 10 New Zealanders, and it is the government and iwi who have a key role in achieving that.

05

We are seeing ***divisive information*** across social and traditional media and in normal conversations, and we mostly blame others for that (politicians and media).

06

Those with higher income, higher education, those in Auckland, youth, and Māori, are ***more aware*** of divisive information and language.



# Being a New Zealander

SECTION | 01



Kiwis’ word associations for what it means to be a New Zealander **collectively highlight NZ’s national character**, emphasising national pride, connection to nature, and commitment to cultural diversity and inclusion.

Theme 1: Pride in New Zealand identity  
*“Proud, Kiwi, Aotearoa”*

Theme 2: Connection to nature  
and the environment  
*“Clean, Green, Beautiful”*

Theme 3: Cultural diversity and inclusivity  
*“Multicultural, Accepting,  
Friendly”*

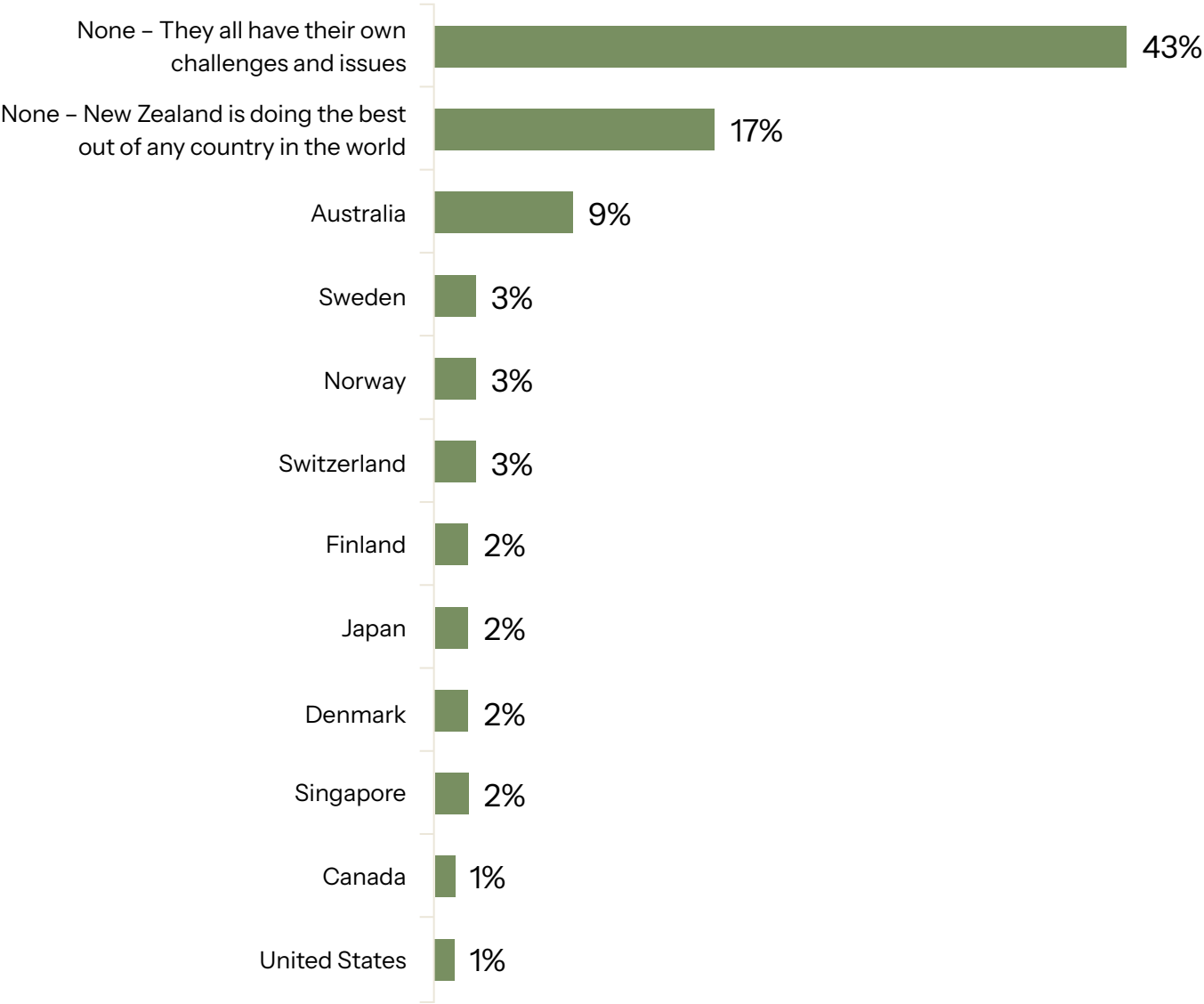
Theme 4: Laid-back and friendly attitude  
*“Laid-back, Helpful,  
Enterprising”*

Theme 5: Social and economic concerns  
*“Cost of living crisis,  
Hard to live, Low salaries”*

There’s nowhere else we’d rather be – *except maybe across the ditch...*

Q19 - Which country do you wish New Zealand was most like? (base n=1630)

Which country do Kiwis wish NZ was most like?





# New Zealanders and their future

SECTION | 02





On balance, New Zealanders are *more concerned than optimistic* about the future.

● I fully agree with Person A   ● I agree more with Person A   ● I agree more with Person B   ● I fully agree with Person B



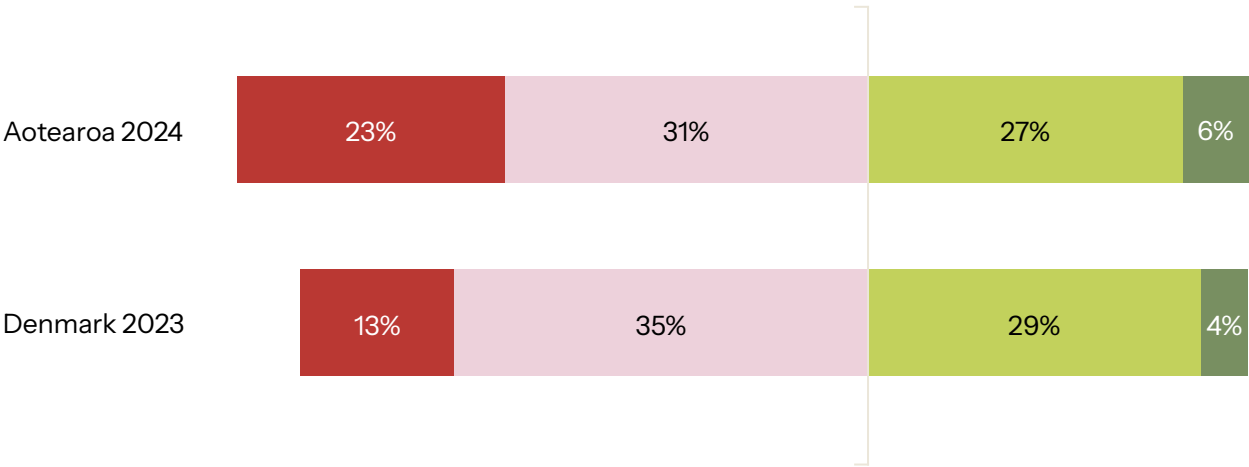
Person A

*"I am worried about the future in the next 10-20 years".*



Person B

*"I look forward to the future in the next 10-20 years".*



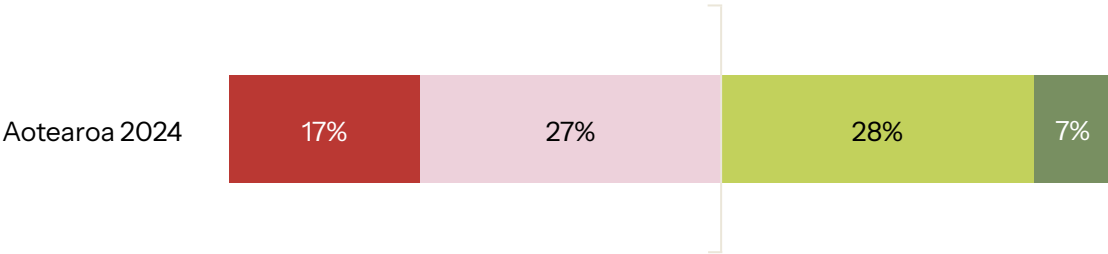
Person A

*"I can see many threats in the coming 10-20 years".*



Person B

*"I can see many opportunities in the coming 10-20 years".*



Reflecting recent global literature...

2025 Edelman Trust Barometer

P. 14

## Our Future in Peril: We Lack Optimism For The Next Generation

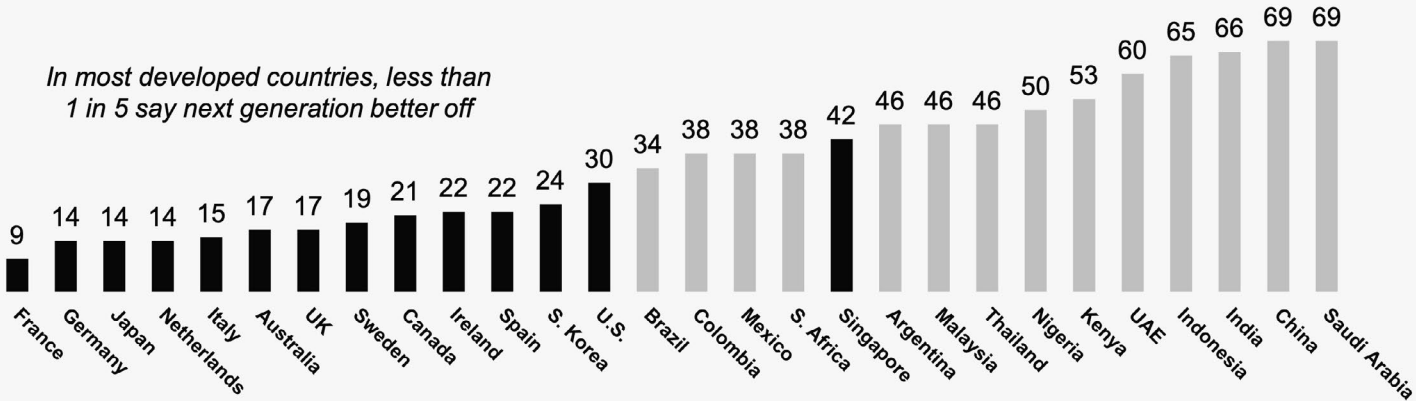
Percent who say

GLOBAL 28 ■ Developed countries

Compared to today,  
the **next generation will be better off**

ONLY  
**36%**

*In most developed countries, less than  
1 in 5 say next generation better off*



2025 Edelman Trust Barometer. BET\_FUT. How do you think the state of things in your country will be for the next generation compared to how things are in your country today? 5-point scale; top 2 box, better. Question asked of half the sample. General population, 28-mkt avg.

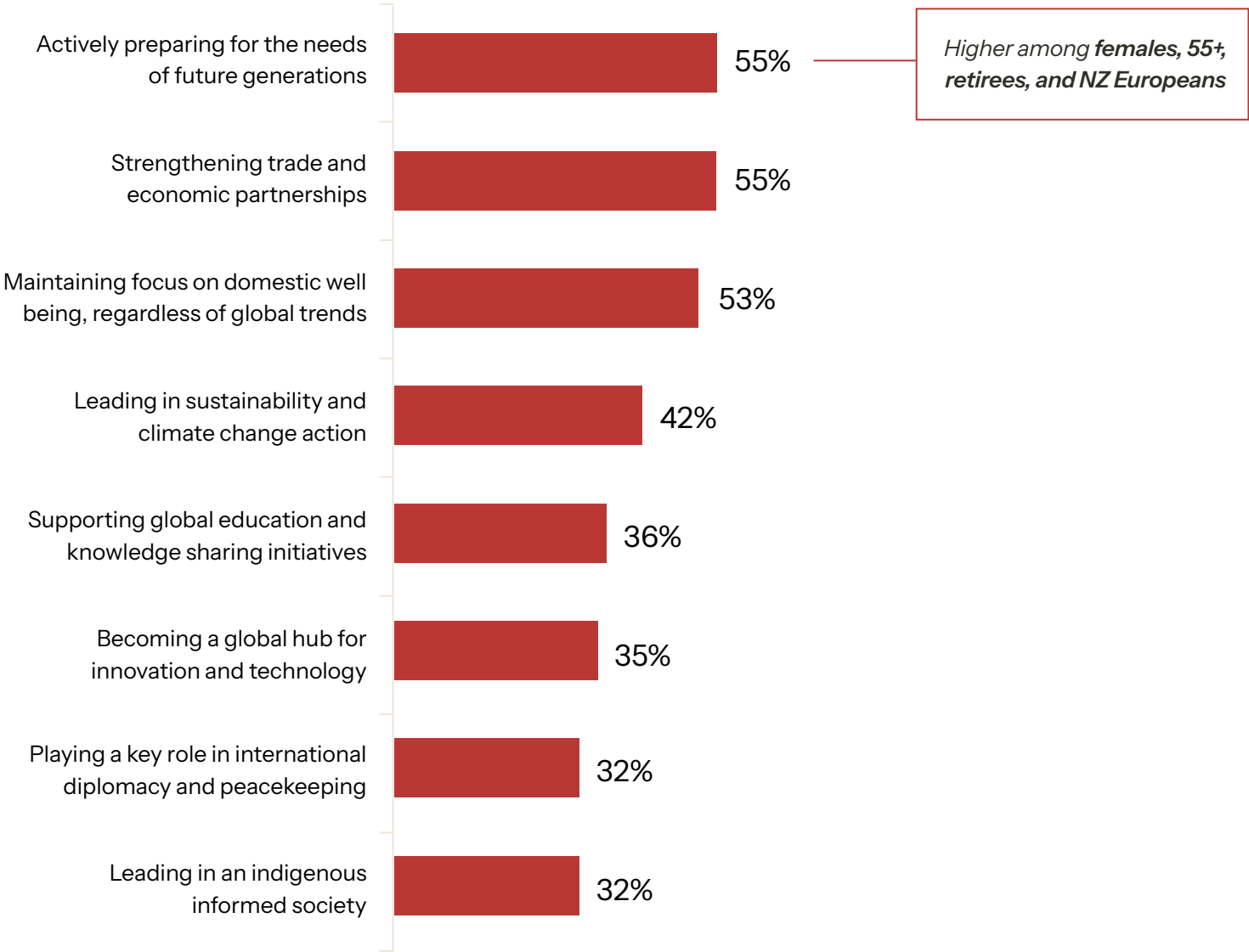


Source - Edelman Trust Barometer 25

Albeit, over half want Aotearoa to *actively prepare for our future generations*, alongside improving economic partnerships and domestic wellbeing.

Q20 - In the future global landscape, where do you think New Zealand should focus its efforts to contribute and thrive internationally? (base n=1630)  
Prompted list for all respondents. Could tick as many answers as they needed.

Where should NZ focus its efforts to contribute and thrive internationally?



Those with *higher education are more optimistic* about the future. However, hope and concern are evident across all demographics and not the sole domain of one population group.



Person A

*"I am worried about the future in the next 10-20 years".*

More likely to be:  
**Young females**



Person B

*"I look forward to the future in the next 10-20 years".*

More likely to be:  
**Employed**  
**Tertiary qualified**  
**Young males**



Person A

*"I can see many threats in the coming 10-20 years".*

More likely to be:  
**Unqualified**  
**55+ year old**  
**Males**



Person B

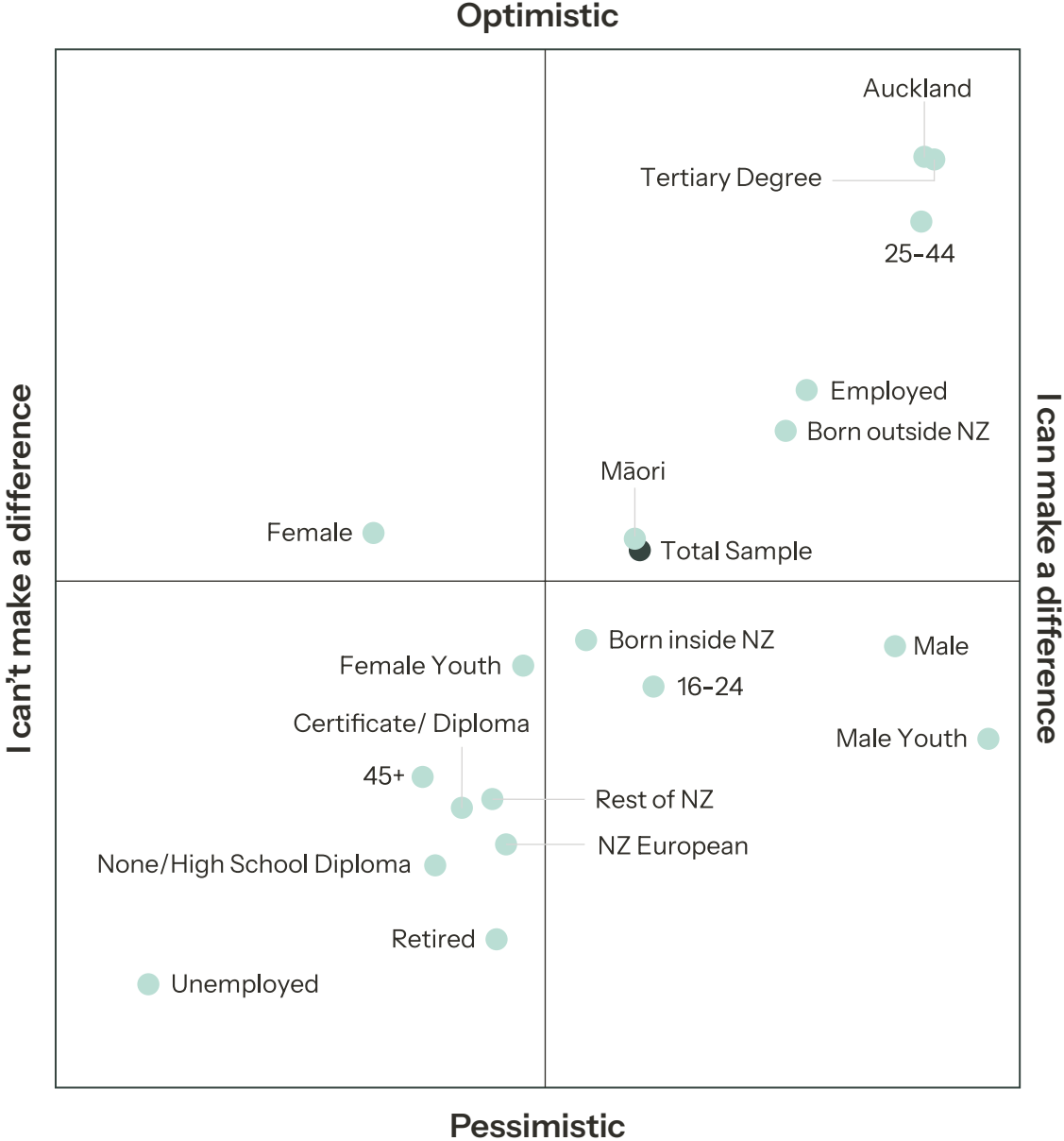
*"I can see many opportunities in the coming 10-20 years".*

More likely to be:  
**Tertiary qualified**



There are many *demographic variations in optimism* and perceived influence on our future.

POLAK AXIS  
Q1 - How much influence do you feel you personally have in shaping New Zealand's future? (base n=1630)  
Q2 - When you think about New Zealand's future, do you feel it's getting better or worse? (base n=1630)  
Mean scores



We have ***personal optimism*** and look forward to technological growth.

## What about the future are New Zealanders looking forward to?



Q8 - What about the future makes you concerned? (base n=858)  
Q9 - What about the future are you looking forward too? (base n=479)  
Word clouds show the 100 most common words used in these open ended questions. The bigger the word, the more often it was mentioned.

We have ***personal optimism*** and look forward to technological growth.

...But we are concerned about ***climate change and the cost of living.***

Q8 - What about the future makes you concerned? (base n=858)  
Q9 - What about the future are you looking forward too? (base n=479)  
Word clouds show the 100 most common words used in these open ended questions. The bigger the word, the more often it was mentioned.

TOKONA  
TE RAKI

## What about the future makes New Zealanders most concerned?



We have *personal optimism* and look forward to technological growth.  
...But we are concerned about *climate change and the cost of living*.

Q8 - What about the future makes you concerned? (base n=858)  
Q9 - What about the future are you looking forward too? (base n=479)  
Word clouds show the 100 most common words used in these open ended questions. The bigger the word, the more often it was mentioned.





Future opportunities are *more personal* in nature.

Q10 - What opportunities do you look forward to in the future? (base n=517)  
Q11 - What threats do you see in the future? (base n=675)  
Word clouds show the 100 most common words used in these open ended questions. The bigger the word, the more often it was mentioned.

TOKONA  
TE RAKI

## What opportunities do New Zealanders look forward to in the future?



Future opportunities are *more personal* in nature.

While key threats are about wider societal issues – ***climate change, economy, AI, conflict.***

Q10 - What opportunities do you look forward to in the future? (base n=517)  
Q11 - What threats do you see in the future? (base n=675)  
Word clouds show the 100 most common words used in these open ended questions. The bigger the word, the more often it was mentioned.

TOKONA  
TE RAKI

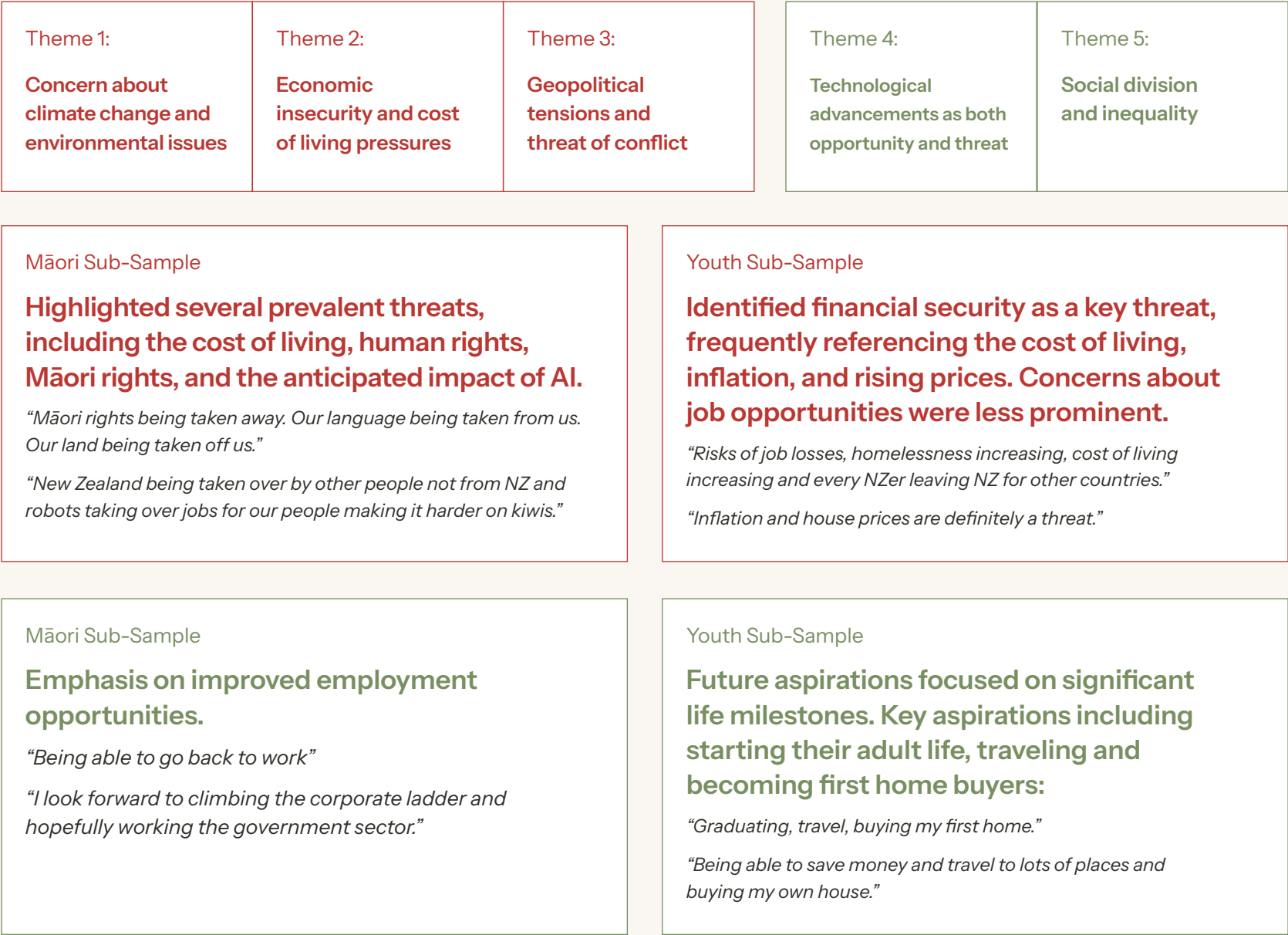
## What threats do New Zealanders see in the future?



Future opportunities are *more personal* in nature.

While key threats are about wider societal issues – *climate change, economy, AI, conflict.*

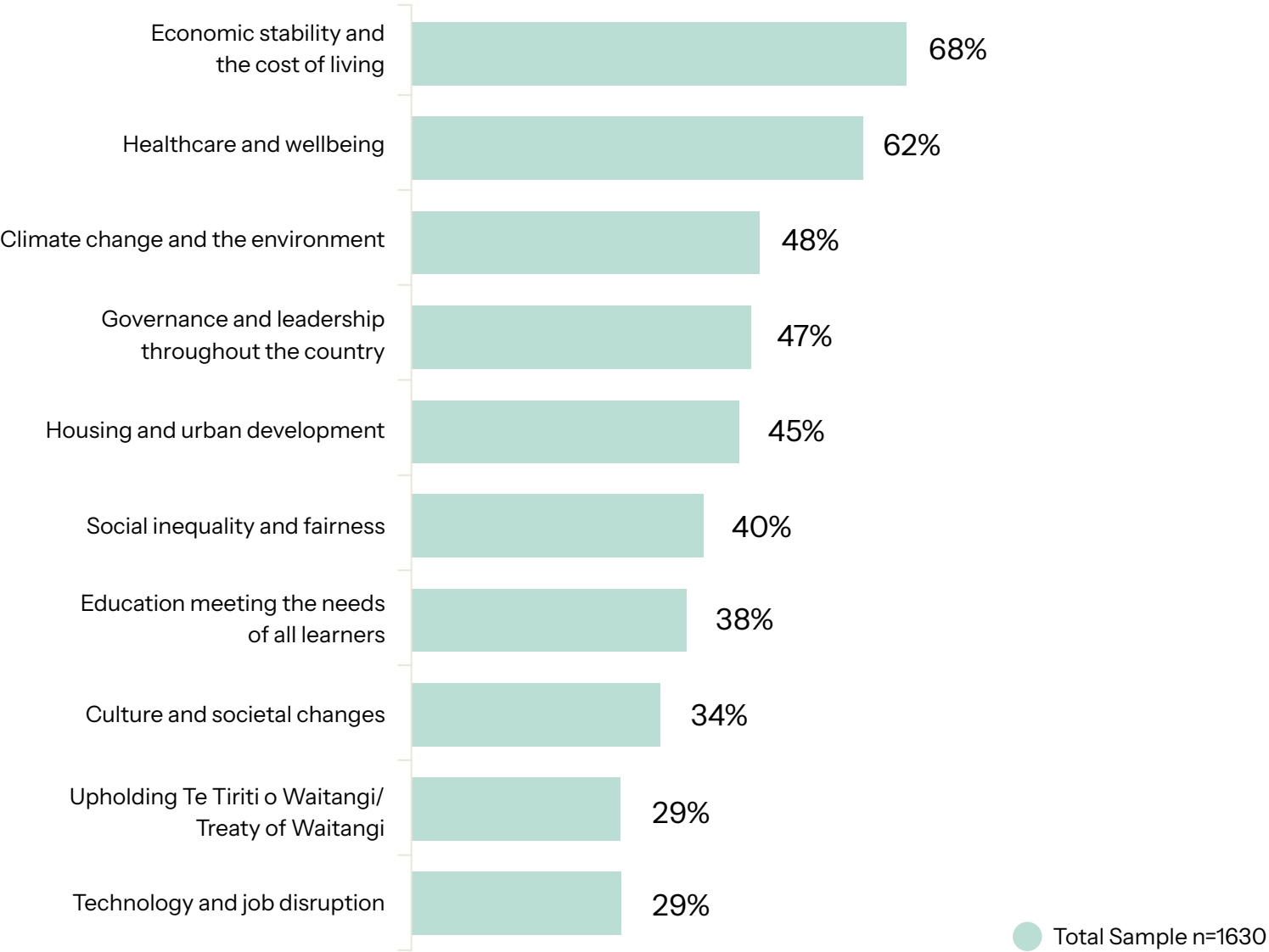
Q10 – What opportunities do you look forward to in the future? (base n=517)  
Q11 – What threats do you see in the future? (base n=675)  
Word clouds show the 100 most common words used in these open ended questions. The bigger the word, the more often it was mentioned.



When prompted, New Zealanders’ main concerns are ***economic stability and healthcare.***

Q12 - Which of the following are your biggest concerns about New Zealand’s future? (base n=1630)  
Prompted list for all respondents. Could tick as many answers as they needed.

Biggest concerns about New Zealand’s future?





However *concerns are varied across population demographics*.  
Those who are older, or on lower incomes, have more concerns.

**Biggest concerns about New Zealand's future?**

● Statistically higher (more concerned)

● Statistically lower (less concerned)

	16-24	25-54	55+	European	Māori	Pacific Peoples	Auckland	Rest of Country	Employed	Unemployed	Retired	Less than \$60k
Economic stability												
Healthcare and wellbeing												
Climate change												
Governance and leadership												
Housing and urban development												
Social inequality and fairness												
Education												
Culture and societal changes												
Upholding Te Tiriti												
Technology and job disruption												

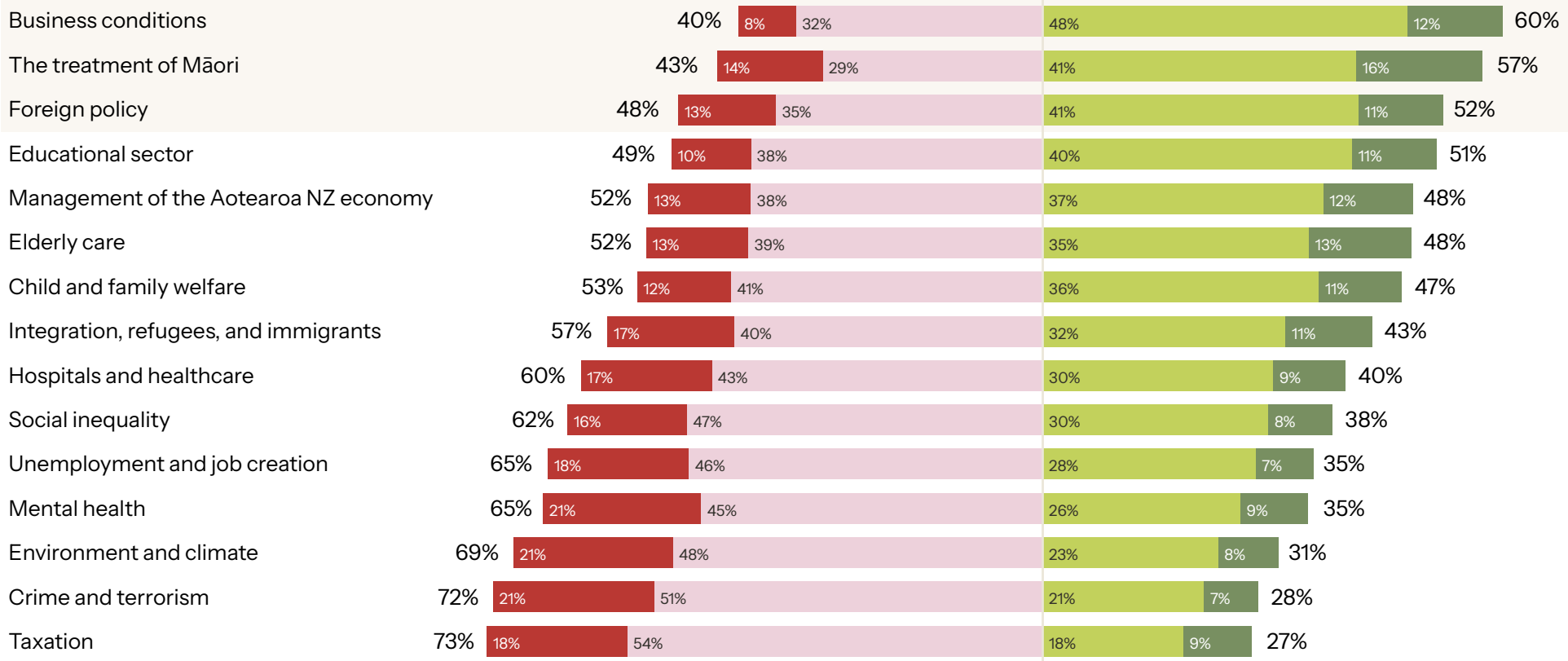
# Societal expectations

SECTION | 03



Our expectations are low for future conditions, with just three areas expected to improve: *business, Māori and foreign policy*.

- Much Worse
- Worse
- Better
- Much Better



Our expectations are low for future conditions, with just three areas expected to improve: *business, Māori and foreign policy.*

Those expecting conditions to get better are more likely to be:

- Males (especially 25-54)
- Younger (16-24 years)
- Asian
- Living in Auckland
- Employed
- Tertiary qualified
- Earning over \$110k

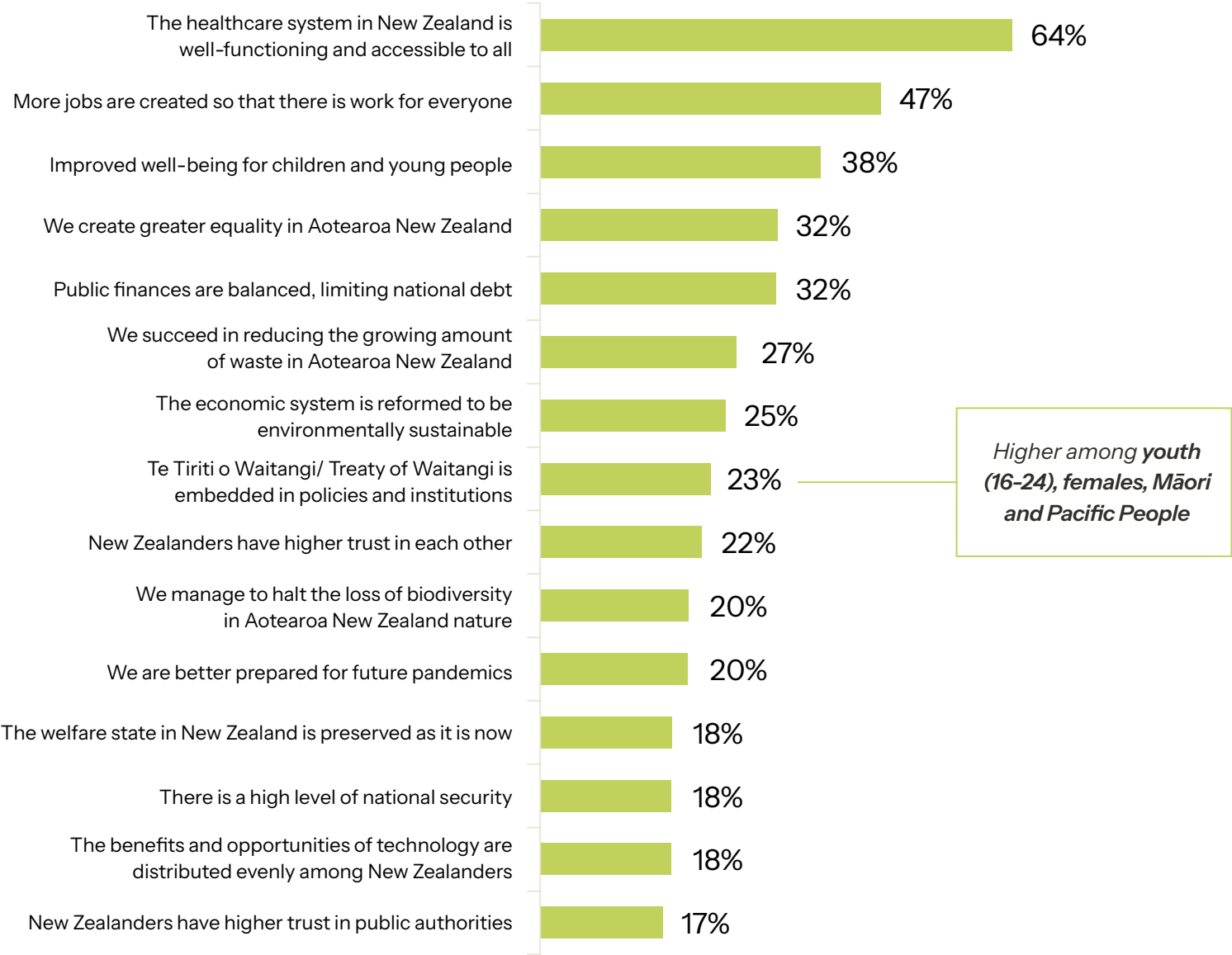
Those expecting conditions to get worse are more likely to be:

- Females
- Older (aged 55+)
- NZ European
- Living outside of Auckland
- Retired or unemployed
- Unqualified
- Lower incomes (Under \$60k)

The *healthcare system* is the area that Kiwis overwhelmingly want improved in the next 20 years.

Q14 - Which of the following things would you prefer to see happen in New Zealand in the next 10-20 years? (base n=1630)  
Prompted list for all respondents. Could select up to 5 answers.

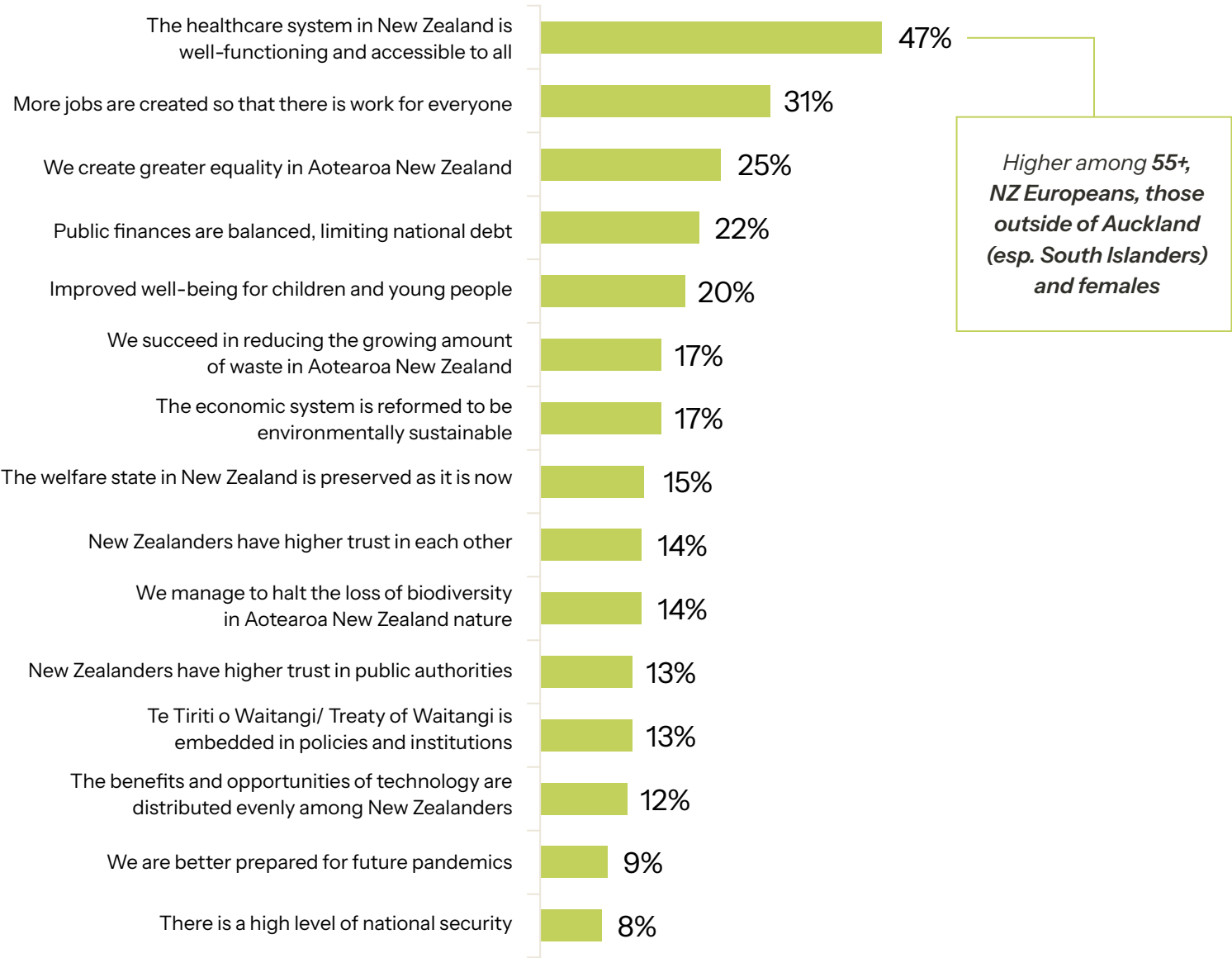
What do Kiwis wish to see happen in the next 10-20 years?



...And healthcare is the area New Zealanders want the government to focus on *long-term*.

Q15 - In your opinion, which areas are particularly important for New Zealand politicians to think about long-term, i.e., solutions that extend 10-20 years into the future? (base n=1630)  
Prompted list for all respondents. Could select up to 3 answers.

Which areas are important for politicians to think about long-term?



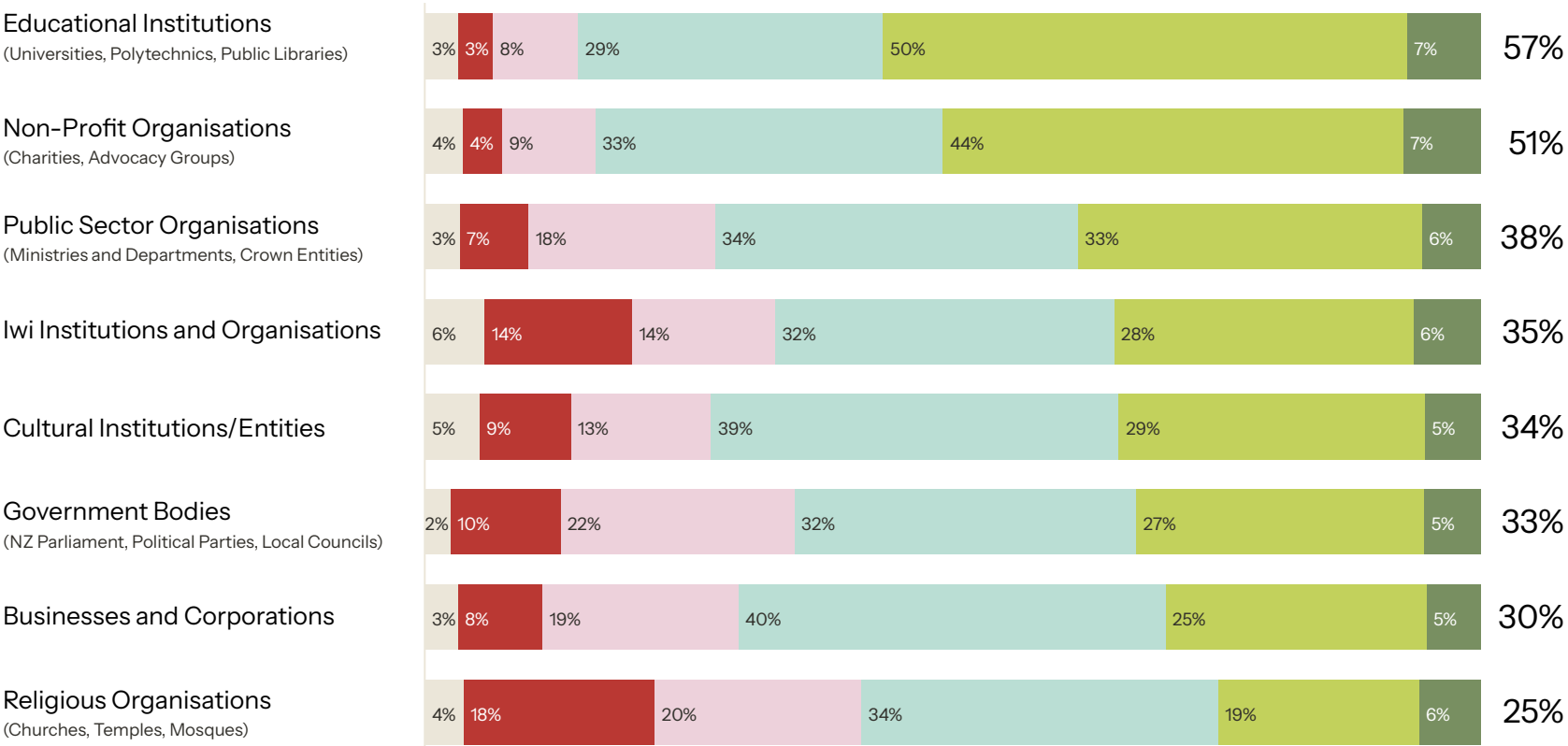


Education and non-profit organisations are the *most trusted* to make the correct decisions for the future of NZ.

- Don't know
- No trust at all
- Distrust
- Neither trust nor distrust
- Trust
- Trust entirely

Overall **trust higher** among Tertiary qualified, employed, living in Auckland, 25-54, males (16-24), and those on higher incomes

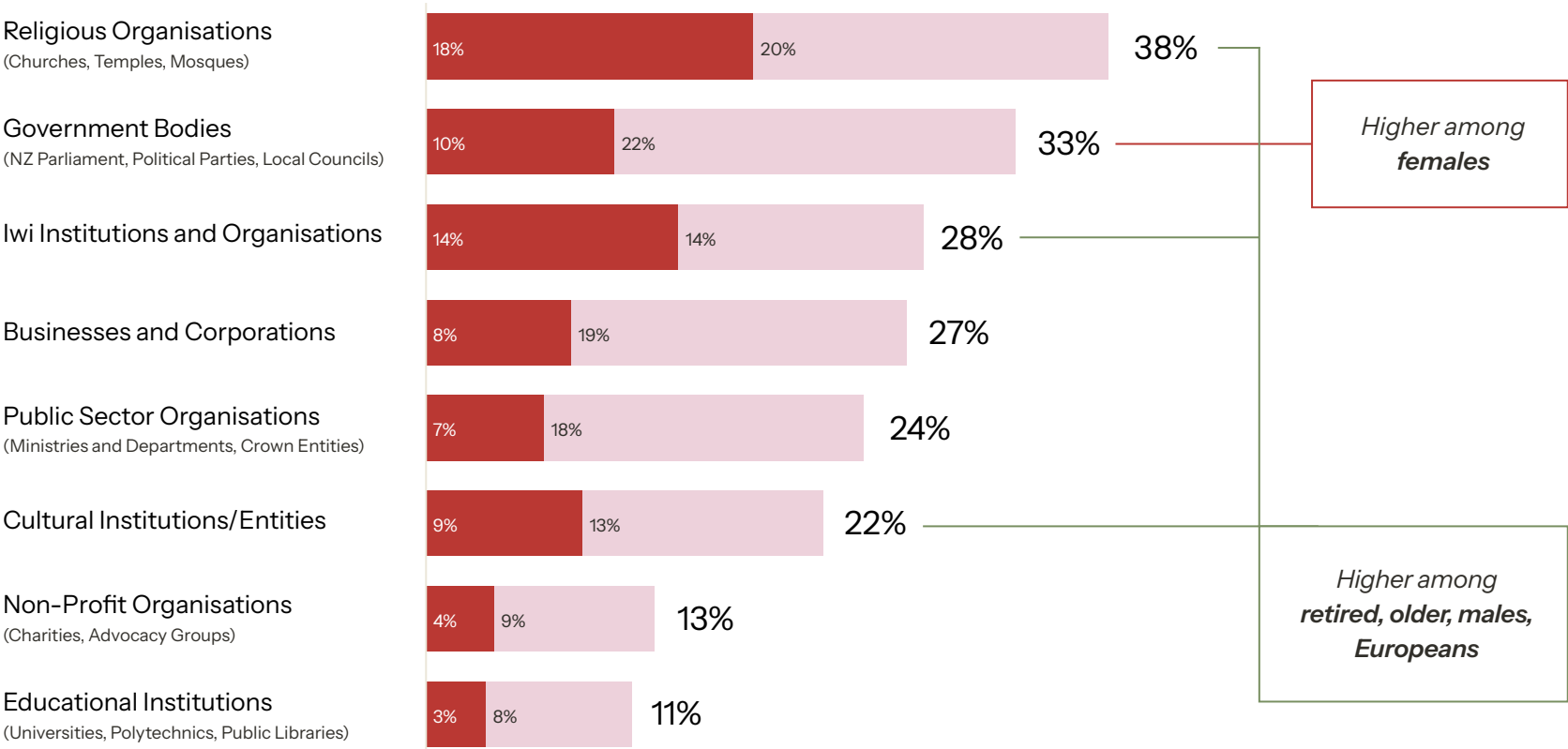
Overall **trust lower** among females, those aged 55+, those on lower incomes, living outside of Auckland, and without tertiary level qualifications



2025 | TRUWIND RESEARCH FIRST

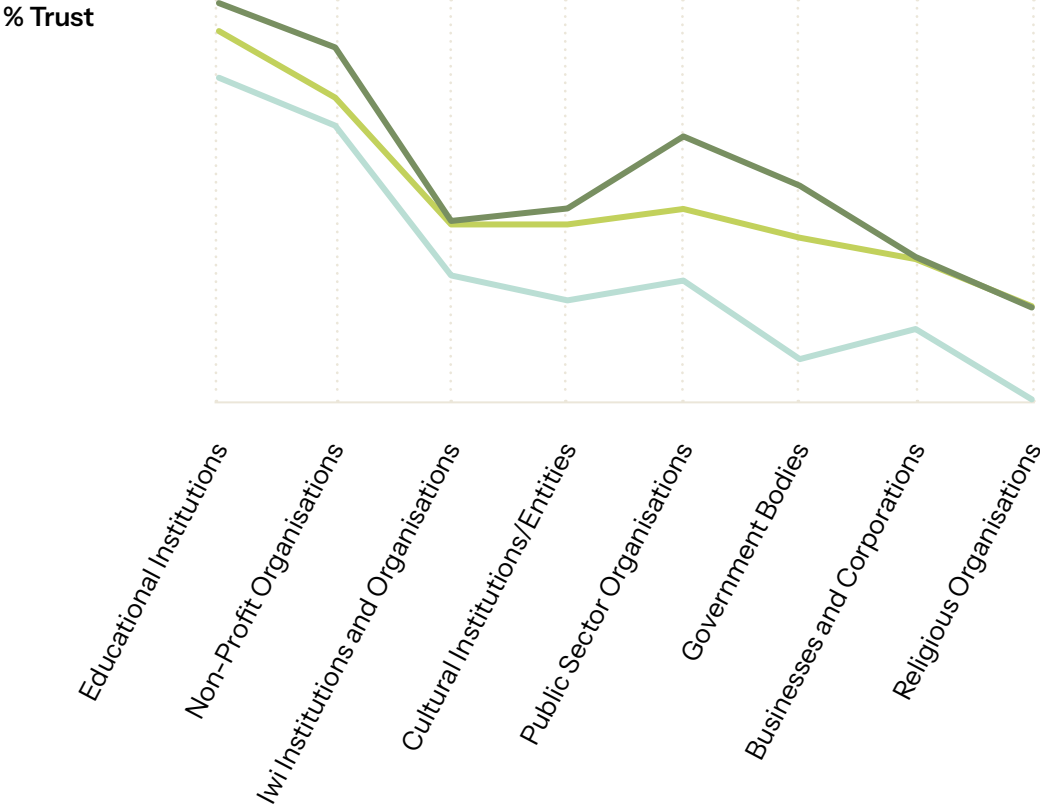
But there are reasonably *high levels of distrust* evident, especially for our religious organisations and government bodies.

- No trust at all
- Distrust



Lower income households in NZ are less trusting generally, *reflecting global literature*.

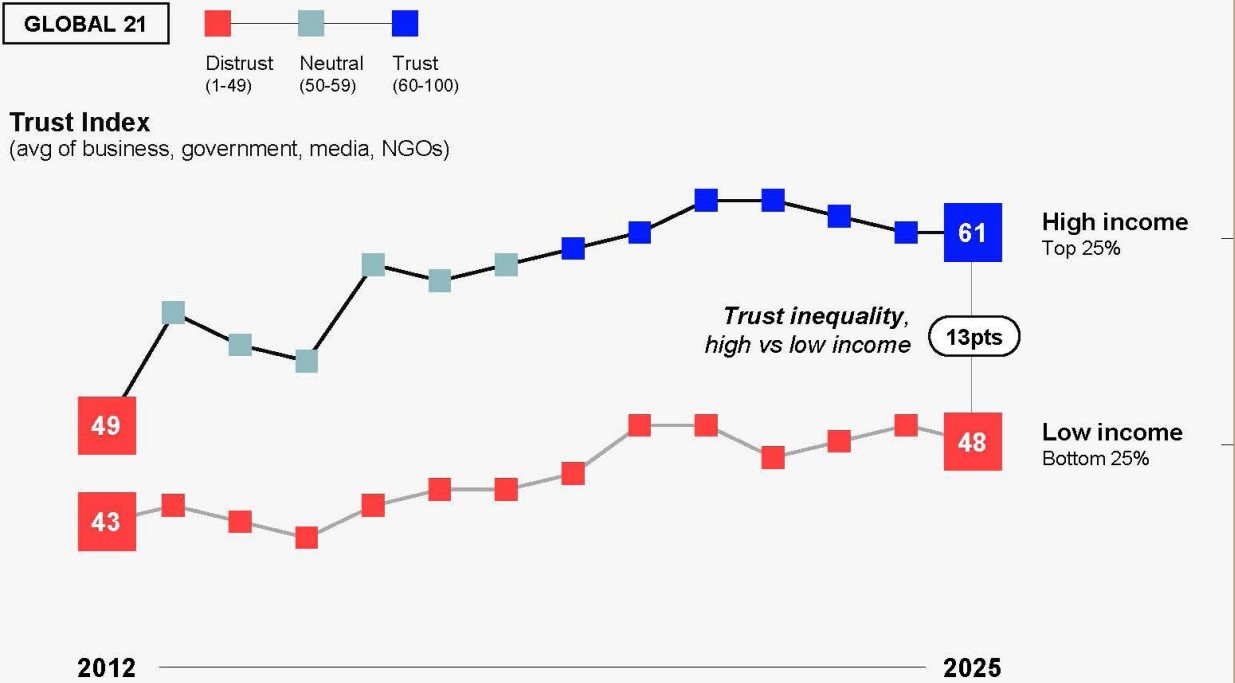
Less than \$59,999      \$60,000-\$109,999      \$110,000+



2025 Edelman Trust Barometer

## Low Income Mired in Distrust

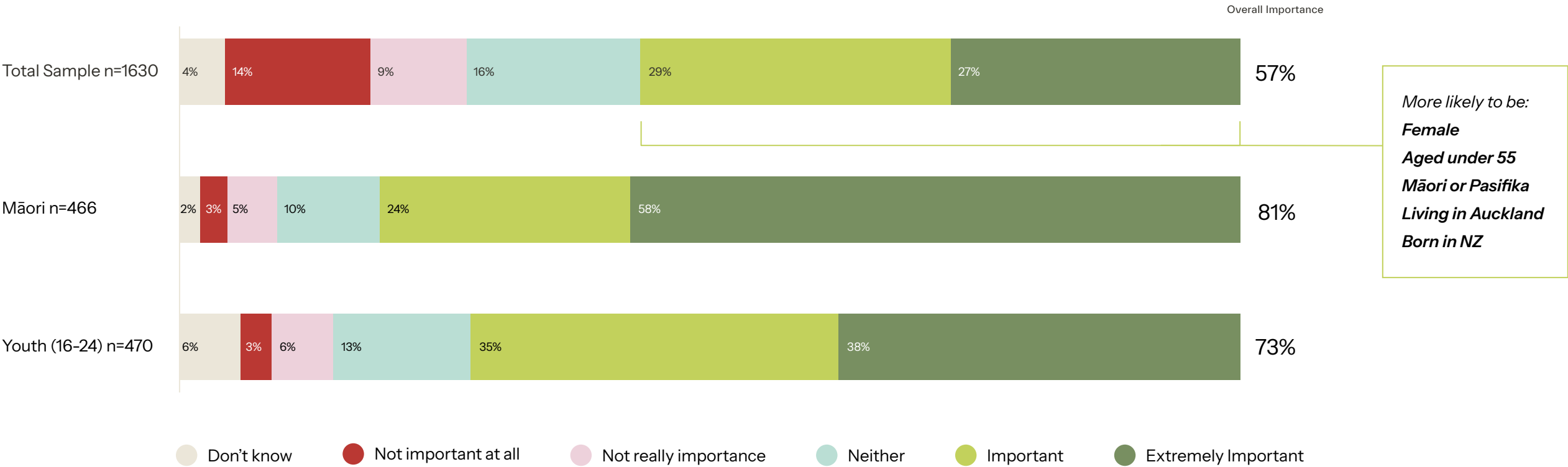
Percent trust



2025 Edelman Trust Barometer. The Trust Index is the average percent trust in business, government, media, and NGOs. TRU\_INS. Below is a list of institutions. For each box, trust. General population, 21-mkt avg., by income. Income quartiles were determined separately for each country based on the distribution of household incomes and... Due to a translation inconsistency in France, the 2021-2023 Trust Index scores have been imputed using a model. For more details, please see the Technical Appendix.

The Treaty of Waitangi is important to New Zealanders –  
*especially Māori and youth.*

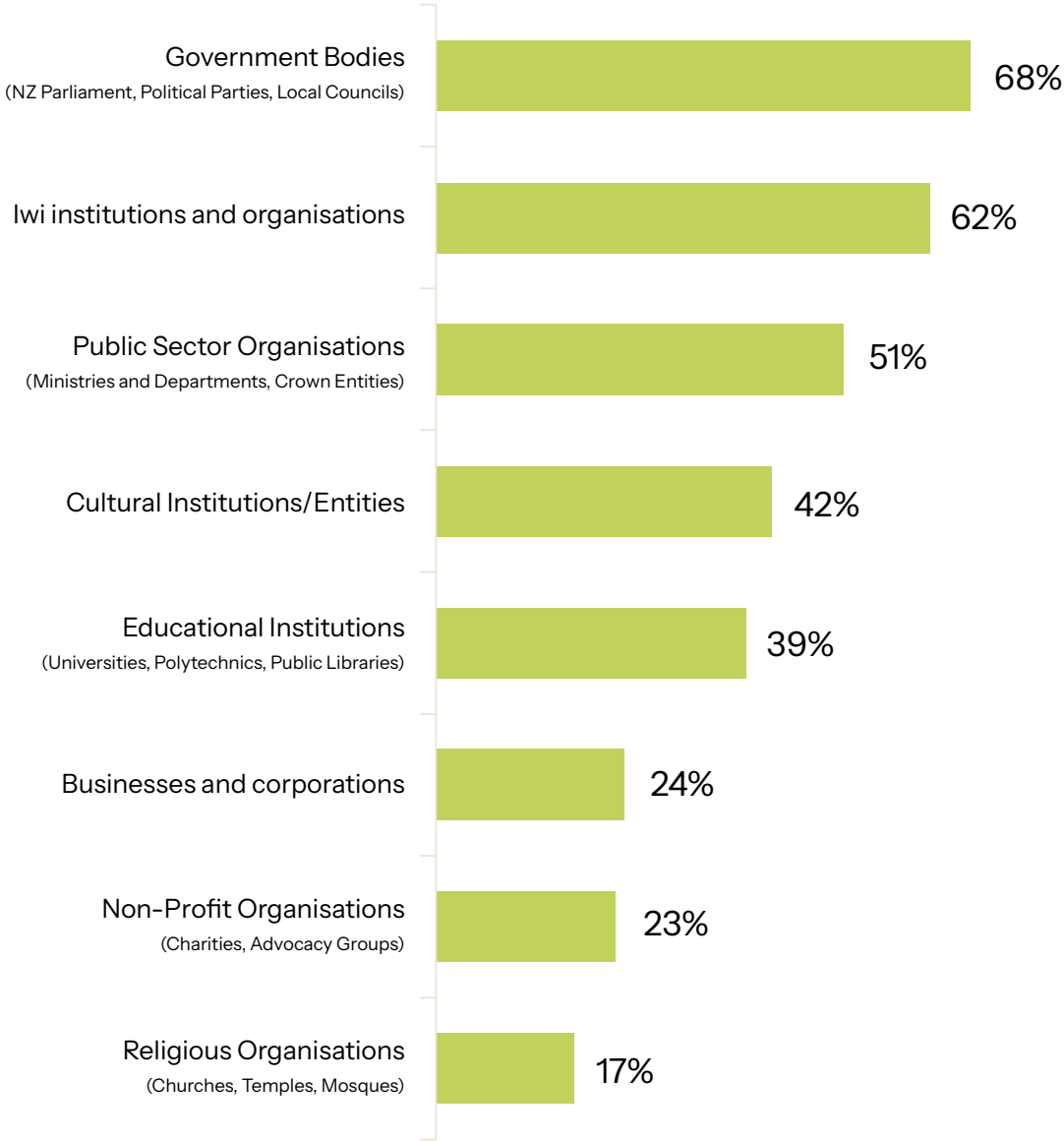
Importance of the Treaty of Waitangi on the future of NZ:



...The Government and Iwi are deemed responsible for this, despite being *less trusted* with our overall future.

Q15 - In your opinion, which areas are particularly important for New Zealand politicians to think about long-term, i.e., solutions that extend 10-20 years into the future? (base n=1630)  
Prompted list for all respondents. Could select up to 3 answers.

Which civic institutions are responsible for achieving the role the treaty will have on NZ’s future?



The current opposition is ***more trusted*** to deliver Kiwis’ future vision.

Q25 - What political party would you trust most to deliver your vision for Aotearoa New Zealand’s future? (base b=1630)  
Prompted list.

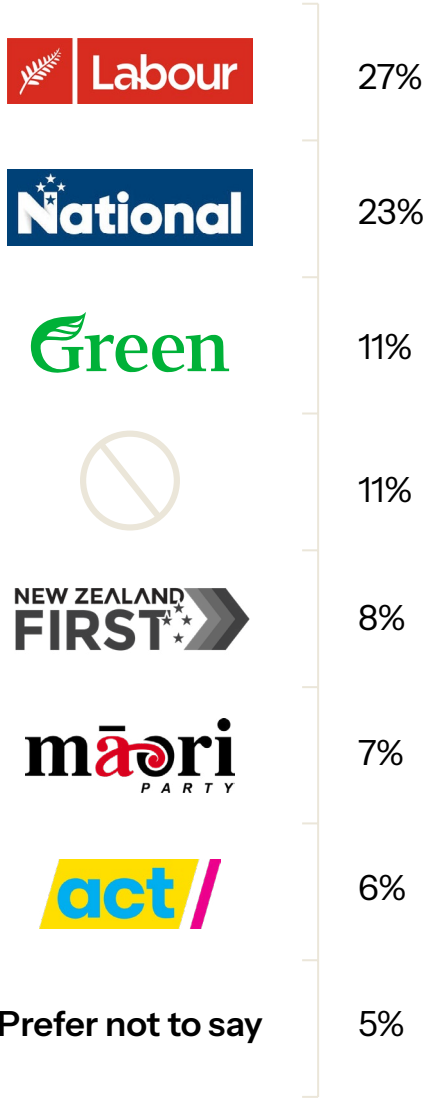
What political party would you trust most to deliver your vision for Aotearoa New Zealand’s future?

Current coalition  
government: **38%**

*Higher among males, Asian, employed, retired,  
tertiary qualified, high income.*

Left leaning  
parties: **44%**

*Higher among youth, Māori, Pasifika, unemployed,  
those without tertiary qualifications, low income.*





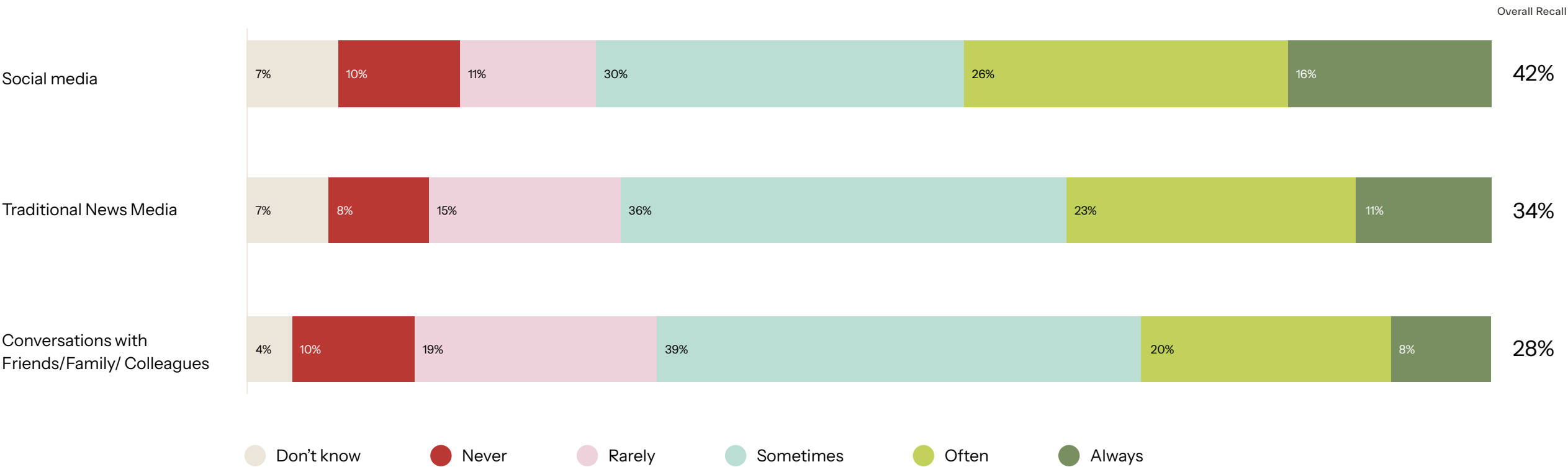
# Polarising rhetoric

SECTION | 04



Polarising rhetoric is more evident on social than traditional media, but is present at least ‘sometimes’ for **2 in 3 conversations too.**

Where information and language of division and conflict are present:

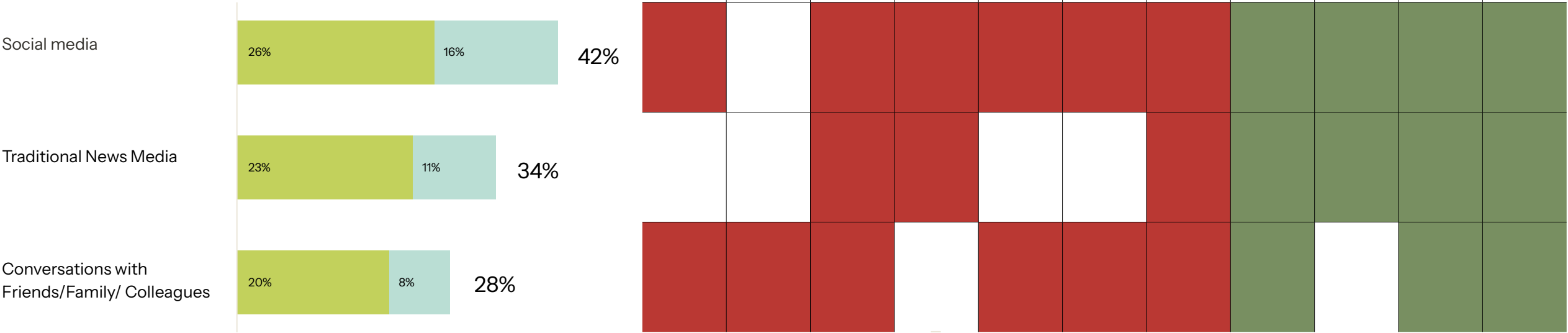


Youth, those in Auckland, Māori, and those with higher education/ income are *more aware* of divisive information and language.

Where information and language of division and conflict are present:

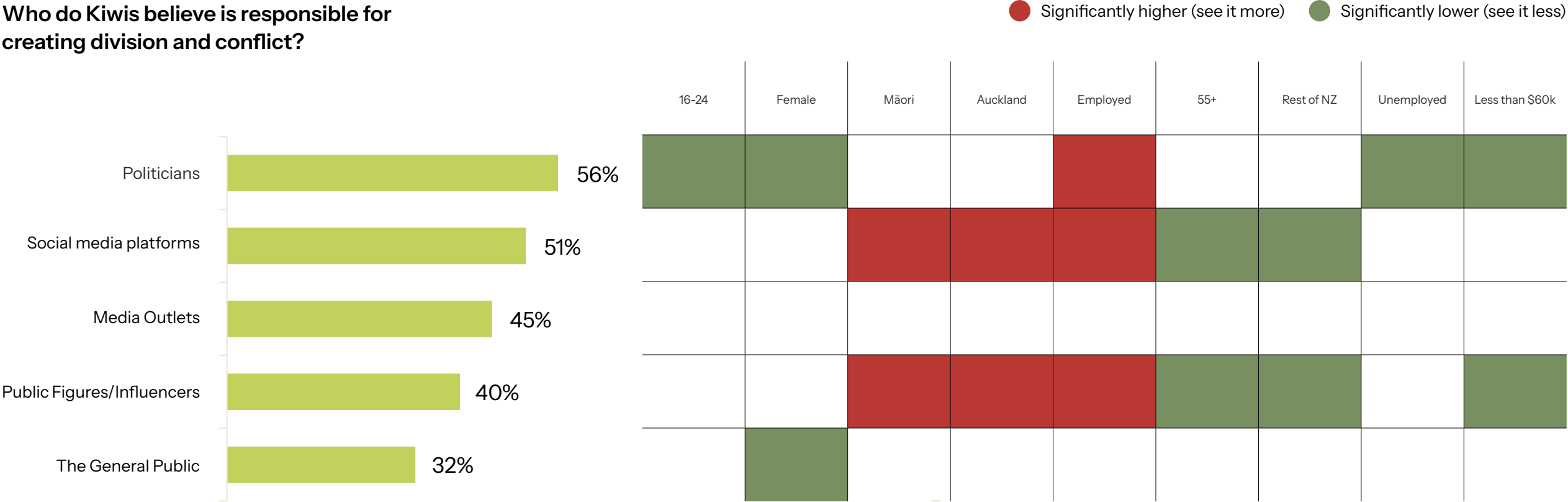
● Significantly higher (see it more) ● Significantly lower (see it less)

● Often  
● Always



Politicians and the media are *deemed responsible* for creating this division and conflict.

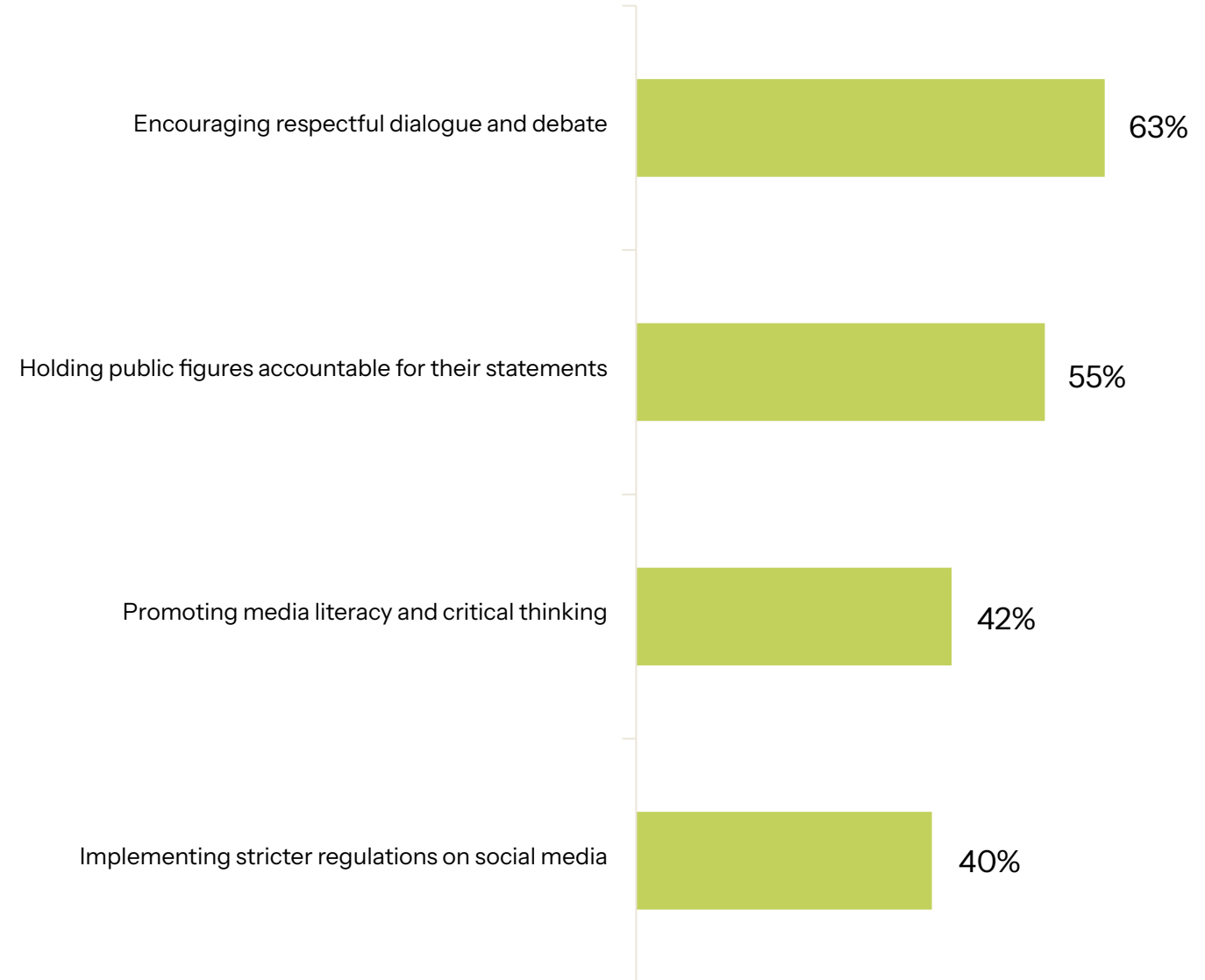
Who do Kiwis believe is responsible for creating division and conflict?



With desire for more respectful dialogue and holding public figures to account to ***reduce divisive content.***

Q24 - What actions do you think are necessary to reduce any division and conflict in New Zealand? (base n=1630)  
Prompted list. Respondents could select as many options as they needed.

### What actions are necessary to reduce the division and conflict in NZ?



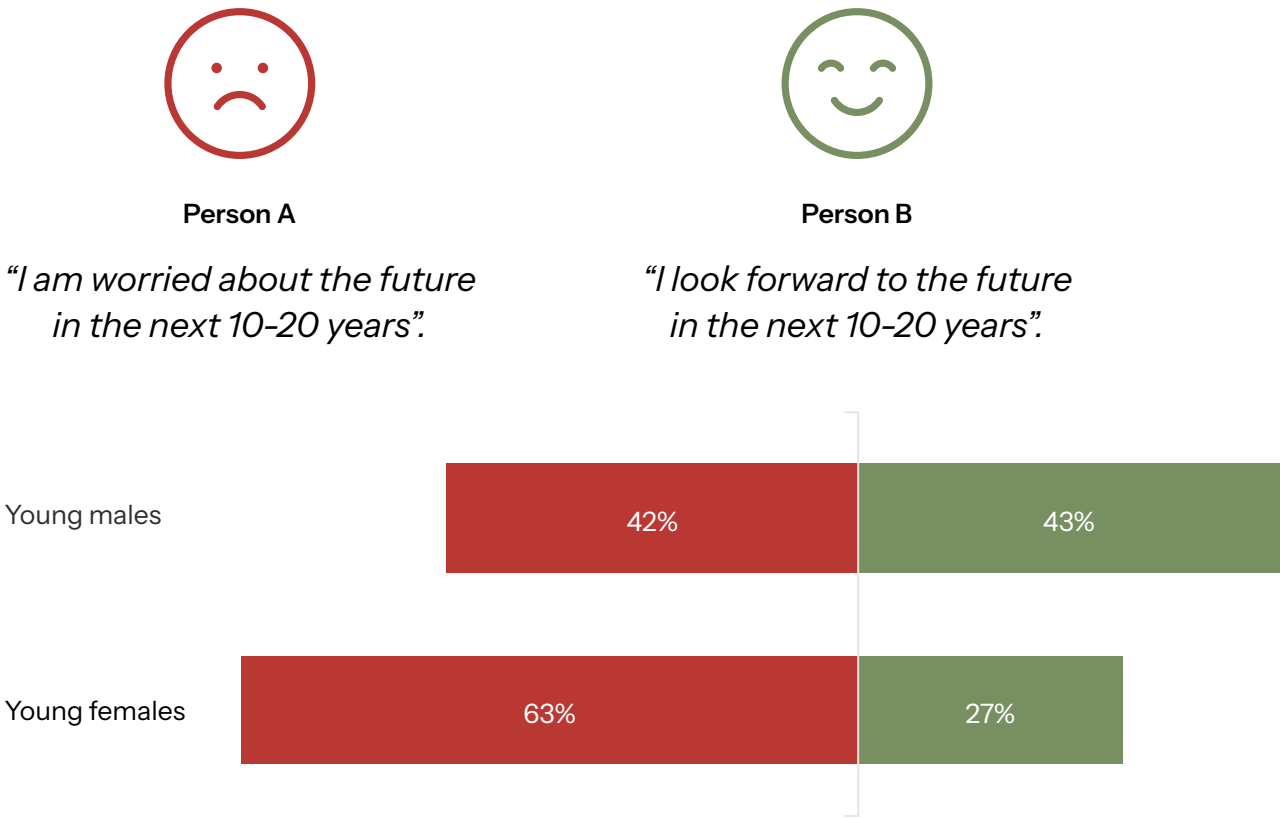


# A gender dividing youth

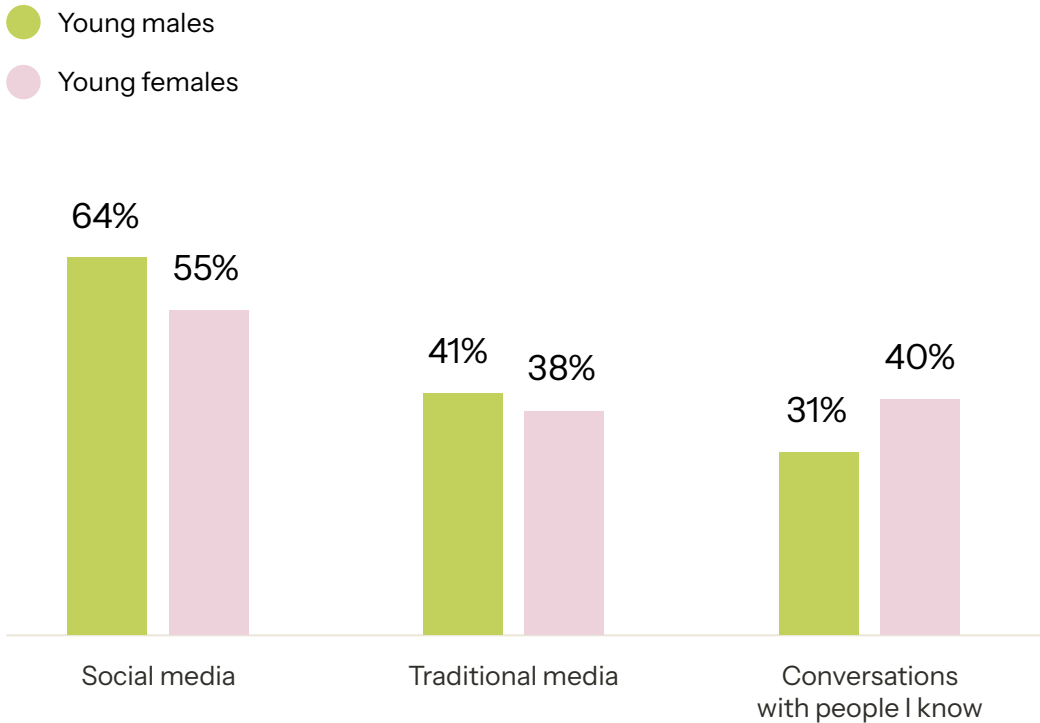
SECTION | 05



Our *young women are much more worried about the future* and concerned about society than our young men.

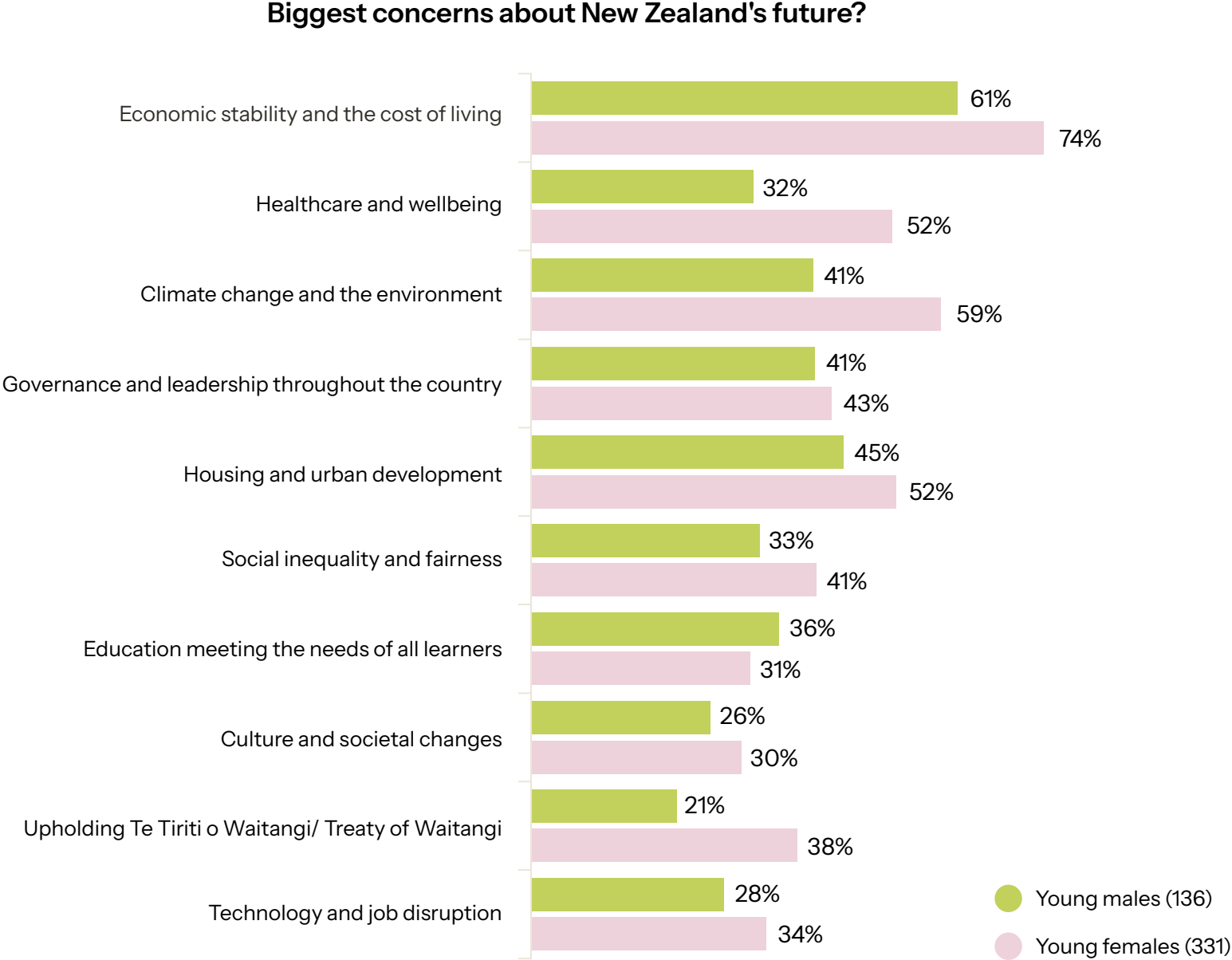


% often/always see divisive and conflicting language



Our *young women are much more worried about the future* and concerned about society than our young men.

16-24 year old males (136), 16-24 year old females (331).



While there are some similarities in priorities, our young women show a stronger response. *Are our young men just less engaged?*

Top 5 things we want to see happen in the next 10-20 years:

Young Males	Young Females
More jobs created (46%)	Healthcare system improved for all (61%)
Healthcare system improved for all (37%)	More jobs created (53%)
Public finances are balanced (37%)	Improved wellbeing for children and young people (45%)
Greater equality in NZ (31%)	Greater equality in NZ (40%)
NZers have higher trust in each other (29%)	Te Tiriti is embedded in policies and institutions (36%)

Also *place higher importance on the Treaty to the future of NZ* (76% vs 59% males)

Top 5 things NZ should focus on to thrive:

Young Males	Young Females
Strengthening trade and economic partnerships (46%)	Leading in climate change action (58%)
Actively preparing for future generations (45%)	Actively preparing for future generations (55%)
Become global hub for innovation and technology (38%)	Maintain focus on domestic wellbeing (47%)
Leading in climate change action (37%)	Support global education (42%)
Maintain focus on domestic wellbeing (30%)	Strengthening trade and economic partnerships (41%)

# APPENDICES

- 01 MĀORI SAMPLE
- 02 ADDITIONAL ANALYSIS
- 03 SAMPLE PROFILE

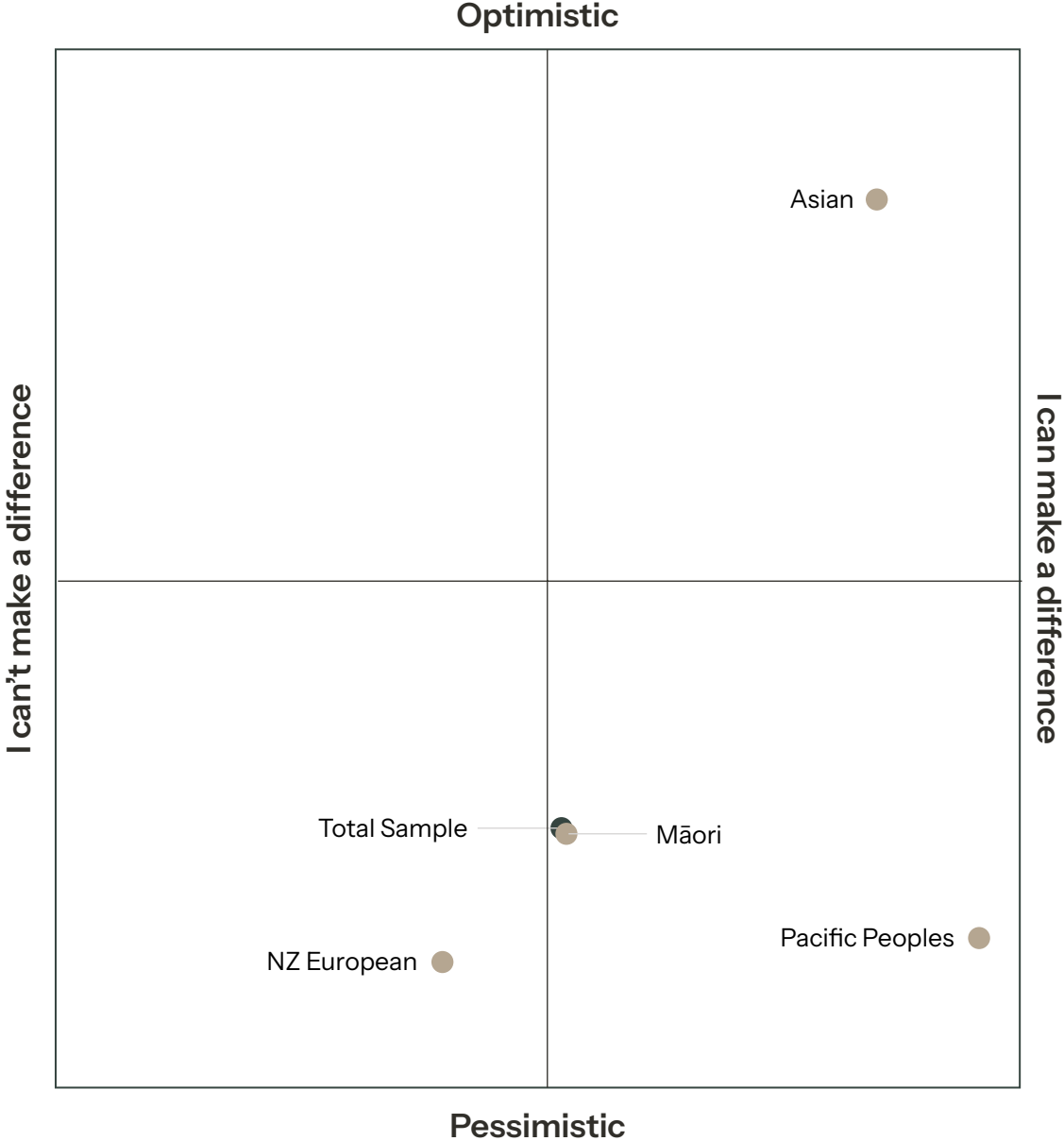


# APPENDIX

01 | MĀORI SAMPLE

Māori are *no more optimistic than others*, with the Asian demographic feeling more influential in shaping NZ’s future.

POLAK AXIS  
Q1 - How much influence do you feel you personally have in shaping New Zealand’s future? (base n=1630)  
Q2 - When you think about New Zealand’s future, do you feel it’s getting better or worse? (base n=1630)



Māori are *more likely to think about the long-term future*, and they are more concerned about social and cultural changes and upholding Te Tiriti, than non-Māori.

	Total Population	Māori
I often think about my life in the next... (% agree/strongly agree)		
5 years	74%	77%
10-20 years	55%	60%
50+ years	21%	35%
I often think about what Aotearoa will look like in the next... (% agree/strongly agree)		
5 years	67%	75%
10-20 years	52%	66%
50+ years	33%	51%
Biggest concerns about New Zealand's future:		
Economic stability	68%	61%
Healthcare	62%	55%
Climate change	48%	47%
Governance and leadership	47%	51%
Housing	45%	49%
Social inequality	40%	46%
Education	38%	45%
Culture and societal changes	34%	47%
Upholding Te Tiriti o Waitangi	29%	50%
Technology	29%	30%

Māori are *more likely to support Te Tiriti and the leadership of an indigenously informed society*. And have higher trust in iwi, cultural and religious institutions.

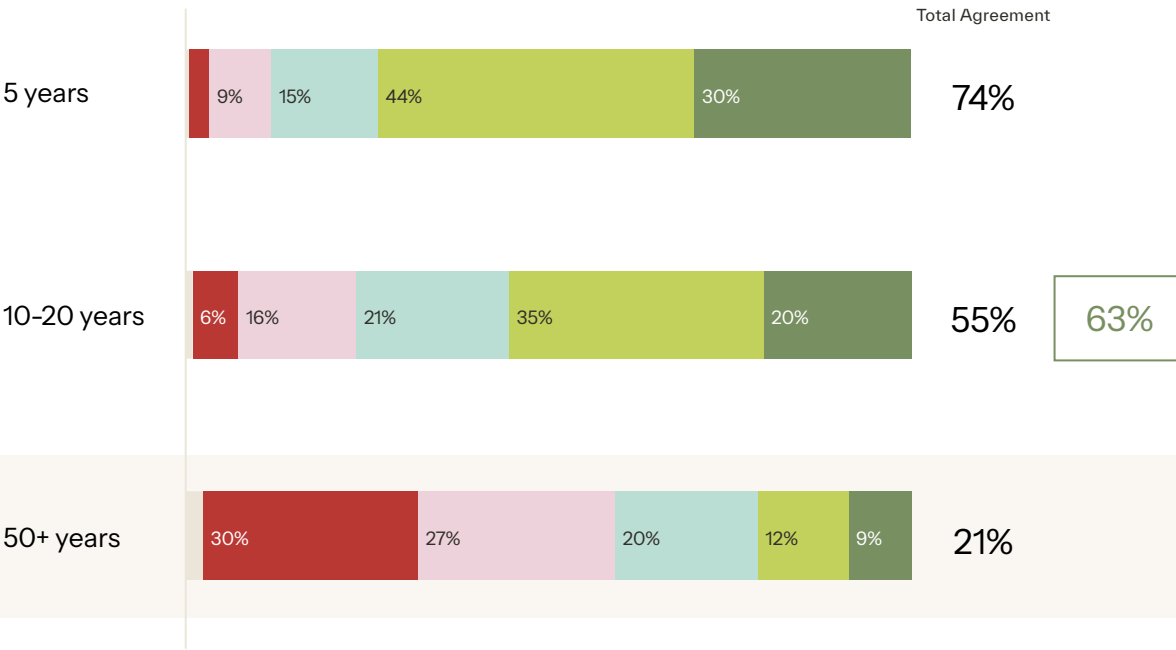
	Total Population	Māori
<b>Area to improve in next 10–20 years</b>		
Well functioning healthcare system	64%	52%
More jobs created	47%	42%
Improved wellbeing for children and young people	38%	44%
Greater equality	32%	35%
Public finances are balanced	32%	20%
Te Tiriti o Waitangi embedded	23%	46%
Reduce growing amount of waste	27%	24%
Economic system is environmentally sustainable	25%	23%
Higher trust in each other	22%	20%
Halt the loss of biodiversity	20%	19%
Better prepared for future pandemics	20%	19%
<b>Trust of civic institutions (% trust/ entirely trust)</b>		
Educational	57%	54%
Non profit	51%	54%
Iwi	35%	59%
Cultural	34%	50%
Public sector	38%	34%
Government bodies	33%	30%
Businesses	30%	30%
Religious	25%	32%
<b>Importance of the Treaty of Waitangi on NZ’s future:</b>		
% important/ extremely important	57%	81%
% not at all / not really important	23%	8%
<b>Where NZ should focus efforts to thrive internationally</b>		
Actively prepare for future generation needs	55%	51%
Strengthening trade ties	55%	43%
Domestic wellbeing	53%	48%
Leading in climate change	42%	42%
Supporting global education	36%	33%
Global hub for innovation and tech	35%	31%
International diplomacy and peacekeeping	32%	31%
Leading indigenous informed society	29%	42%

# APPENDIX

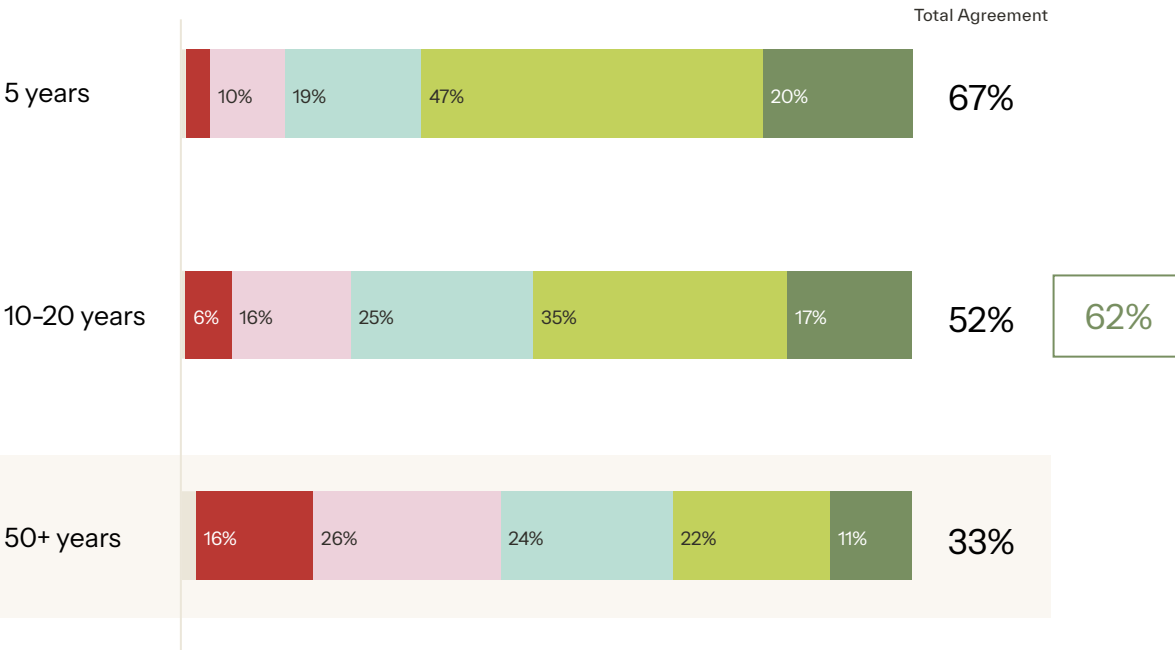
02 | ADDITIONAL ANALYSIS

*We think about the future less, the further away it is.* And we are more likely to think about Aotearoa’s future in 50+ years than our own.

I often think about my life in the future in the next...



I often think about what Aotearoa will look like in...

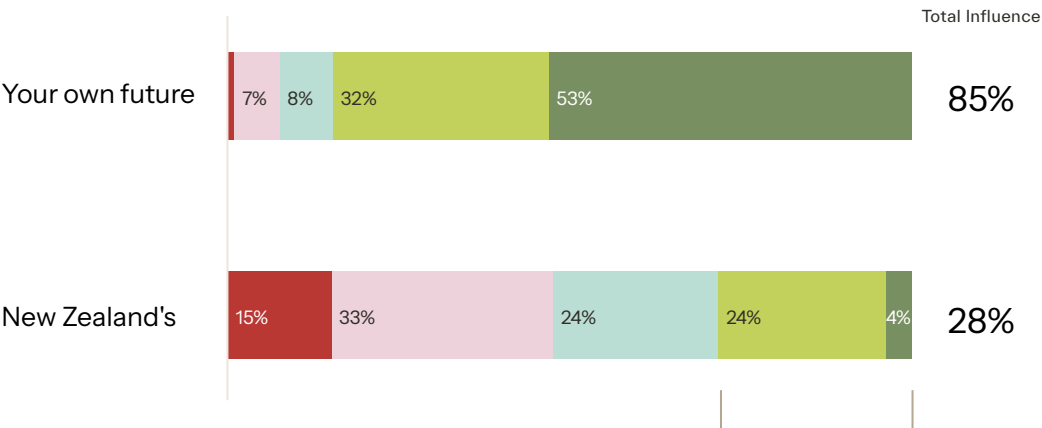
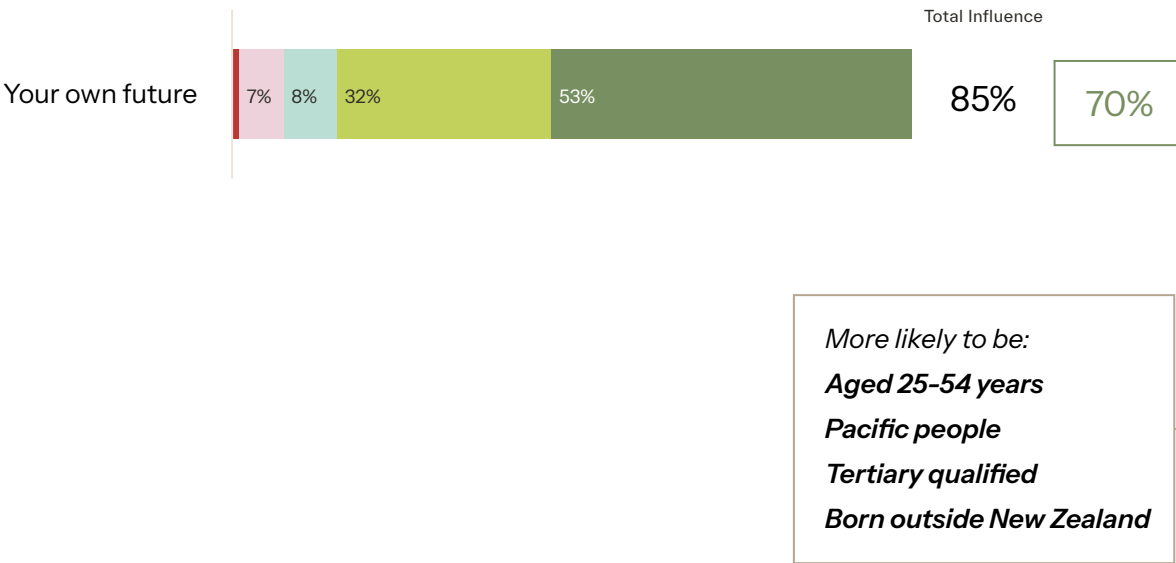


Don't know Strongly disagree Disagree Neither agree nor disagree Agree Strongly Agree Denmark Study Comparisons



We feel we have *more influence on our own future*, than on New Zealand's.

How much influence do you feel you personally have in shaping...

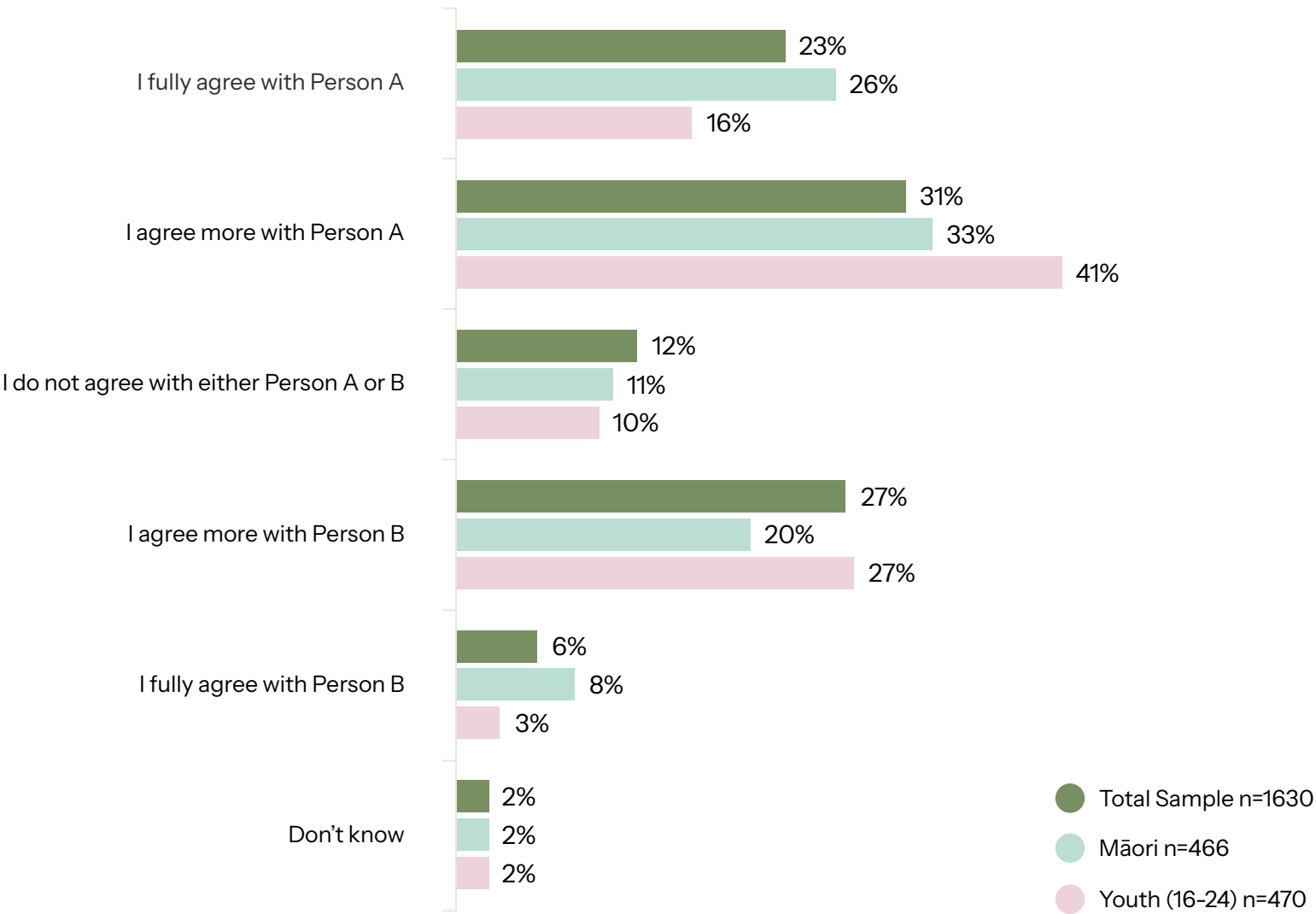


No influence Little influence Neutral Some influence A great deal of influence Denmark Study Comparisons

Māori residents were *slightly more worried about the future*, while younger Kiwis were more likely to see more opportunities in the coming 10-20 years.

Q6/Q7 - Below, we have shown two statements about the future, we ask that you evaluate which statement you agree with most. How do you see the future in the coming 10-20 years?... (base n=1630)

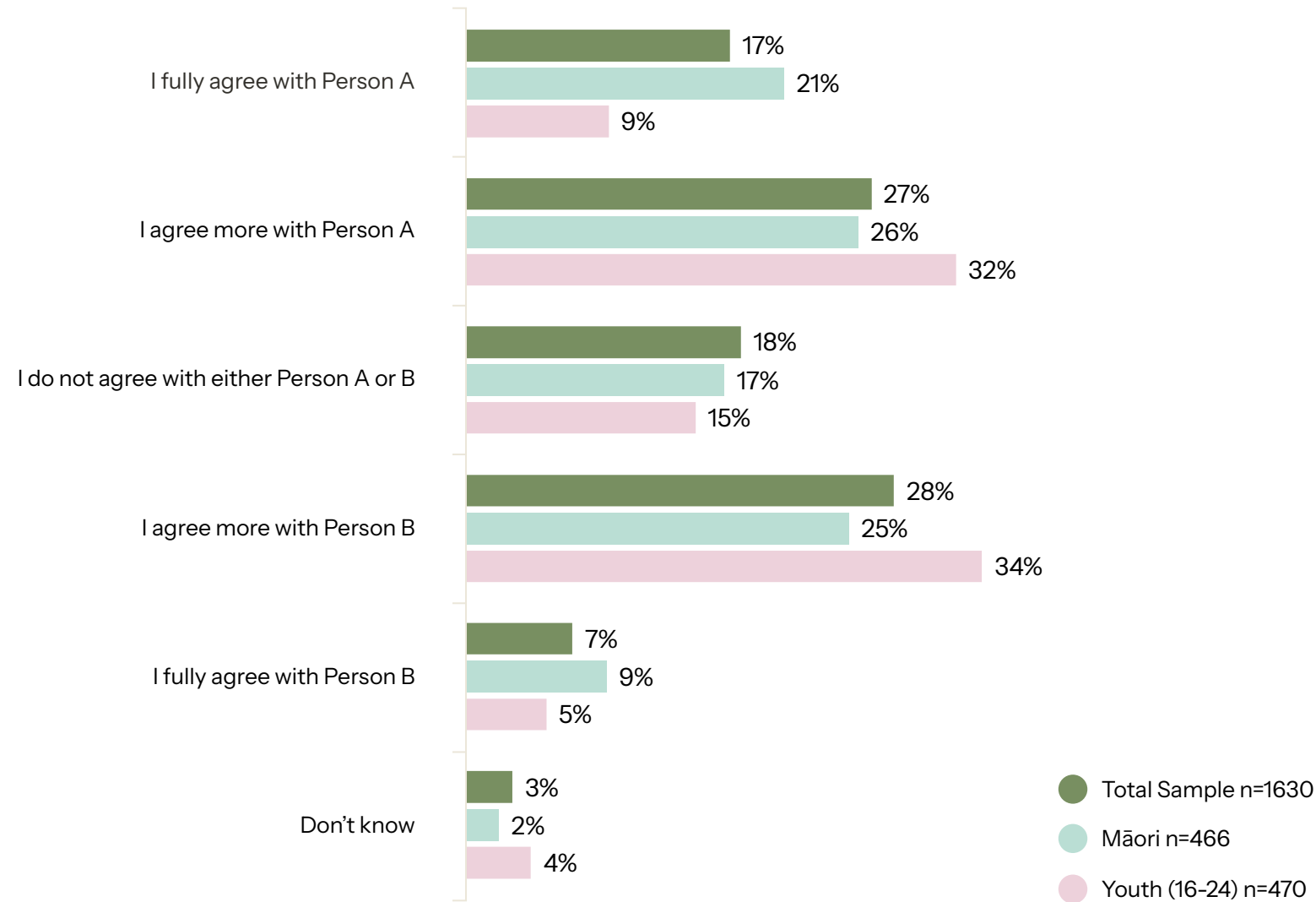
Person A says: “I am worried about the future in the next 10-20 years”  
Person B says: “I look forward to the future in the next 10-20 years”



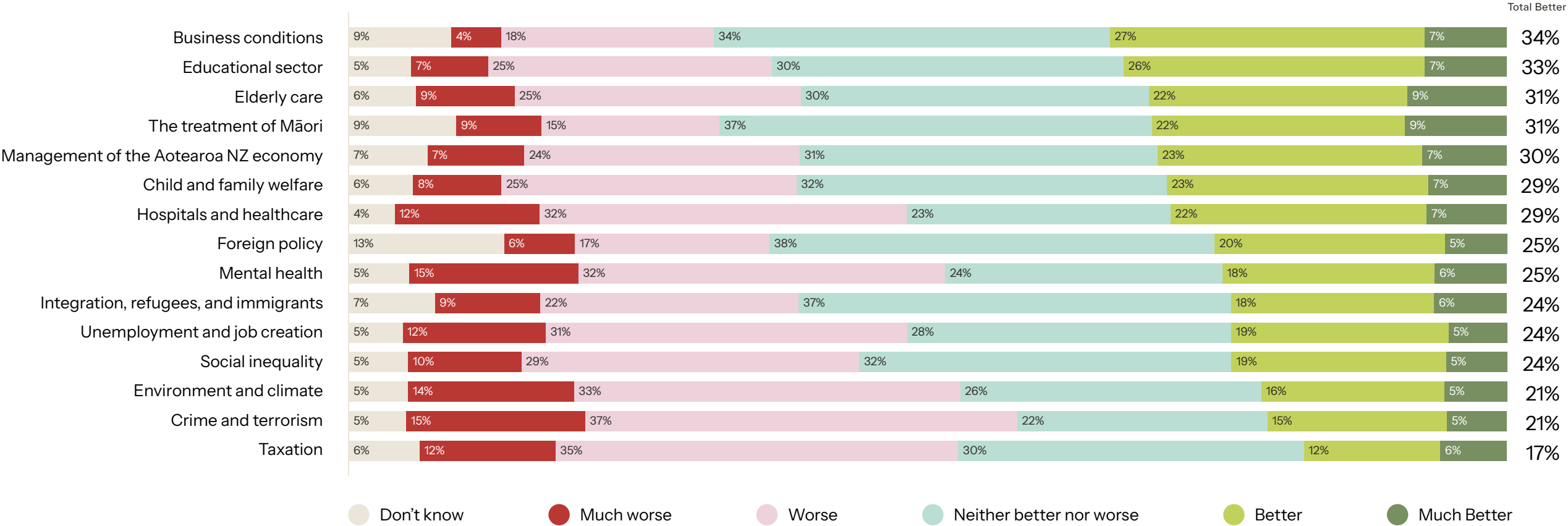
Māori residents were slightly more worried about the future, while *younger Kiwis were more likely to see more opportunities* in the coming 10-20 years.

Q6/Q7 - Below, we have shown two statements about the future, we ask that you evaluate which statement you agree with most. How do you see the future in the coming 10-20 years?... (base n=1630)

Person A says: “I can see many threats in the coming 10-20 years”  
Person B says: “I can see many opportunities in the coming 10-20 years”



Generally, how do you perceive the conditions in *Aotearoa in the next 10-20 years* in the following areas?



2025 | TRUWIND RESEARCH FIRST

# APPENDIX

03 | SAMPLE PROFILE

# APPENDIX

Gender and age	Achieved n	Achieved %
Female	814	50%
Male	810	50%
Gender Diverse	5	0%
Prefer not to say	1	0%
16-24 years	470	29%
25-34 years	238	15%
35-44 years	218	13%
45-54 years	196	12%
55-64 years	211	13%
65+ years	295	18%
Prefer not to say	2	0%

Ethnicity	Achieved n	Achieved %
NZ European	1080	66%
Māori	466	29%
Cook Island Māori	34	2%
Pacific Peoples	102	6%
Asian	176	11%
MELAA	21	1%
Westernized Countries	97	6%
Prefer not to say	10	1%



# APPENDIX

Employment Status	Achieved n	Achieved %
Full-time employment	665	41%
Part-time employment	265	16%
Self-employed/Freelancer	81	5%
Unemployed (actively seeking work)	91	6%
Unemployed (not actively seeking work)	51	3%
Jobseeker	29	2%
Retired	249	15%
Homemaker/domestic	60	4%
Secondary school student	12	1%
Tertiary student	82	5%
Other	22	1%
Prefer not to say	23	1%

Highest level of Education	Achieved n	Achieved %
No formal qualification	138	8%
High school diploma	396	24%
Certificate/Diploma	449	28%
Bachelor's degree	439	27%
Postgraduate degree	162	10%
Prefer not to say	46	3%

# APPENDIX

Life Stage	Achieved n	Achieved %
Single	469	29%
Couple without children	264	16%
Young family (youngest child is under 5)	165	10%
Older family (youngest child is aged 5-15)	171	10%
Mature family (youngest child living at home is aged 16 or over)	111	7%
Older couple with no children at home	205	13%
Older single with no children at home	95	6%
Multi-generational family	60	4%
Empty nester	30	2%
Other	41	3%
Prefer not to say	19	1%

Household income	Achieved n	Achieved %
Under \$30,000	206	13%
\$30,000 - \$59,999	310	19%
\$60,000 - \$89,999	314	19%
\$90,000 - \$109,999	199	12%
\$110,000 - \$129,999	144	9%
\$130,000 and above	318	20%
Prefer not to say	139	9%

# APPENDIX

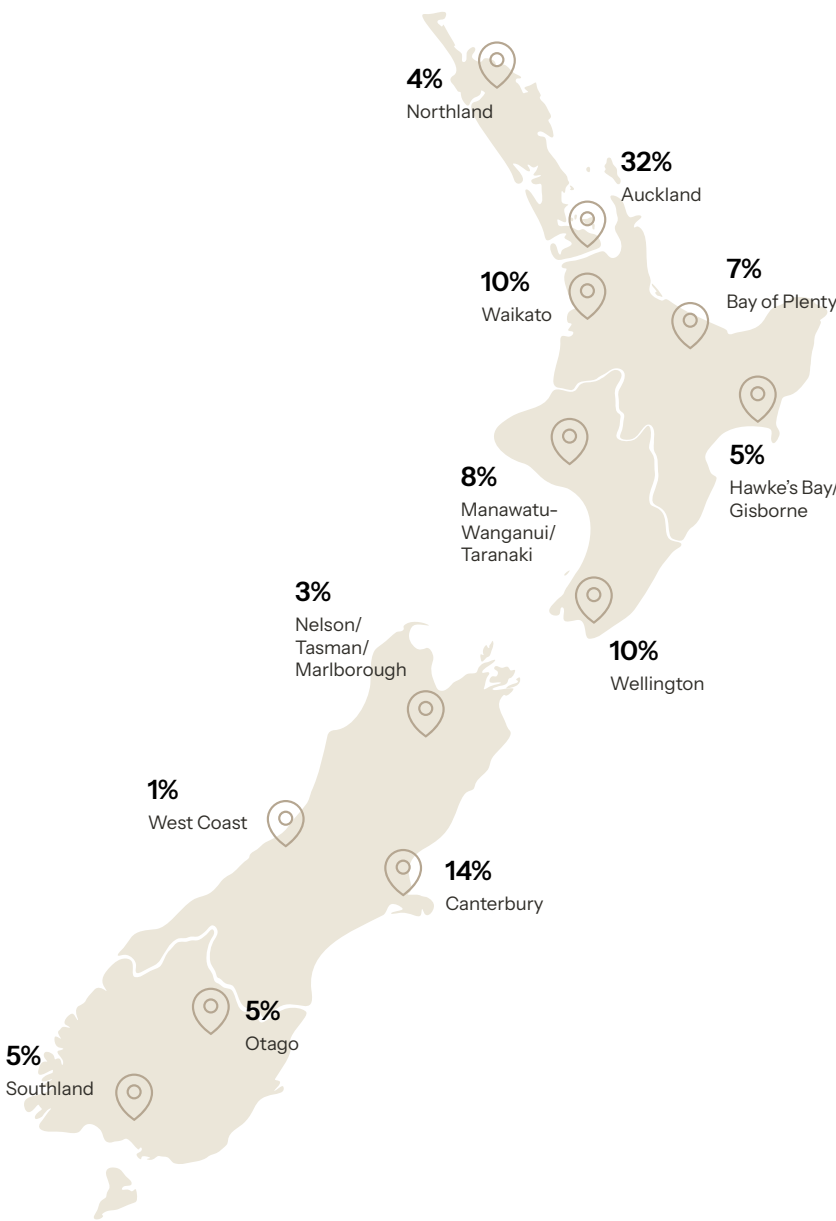
Born outside NZ  
22%



Born inside NZ  
78%



Years in NZ	Achieved n	Achieved %
1-2 years	47	13%
3-5 years	16	4%
6-10 years	44	12%
11-20 years	100	28%
21+ years	150	42%



TOKONA  
TE RAKI

