

THE CARE COLLECTIVE

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THE CARE STUDY 2022 NEW ZEALAND

01 New Zealand is a caring nation that believe care is an important part of community



84%

of New Zealanders would not hesitate to jump in to provide support if their community was greatly impacted

79%

Believe caring for their community is important

77%

Proactively offer support to those in need

71%

Provide support to their community

New Zealanders think care is an important element in creating community dignity, developing empathy and compassion and enriching one's life.

91%

believe caring for other is important as it shows respect for human dignity

91%

believe caring for others is important as it helps to develop empathy and compassion

90%

believe caring is vital to creating a sense of shared dignity in their community

85%

believe belonging to a community has the potential to enrich their lives

02 New Zealanders believe that community mostly involves those living around them



81%

of New Zealanders believe that community mostly involves those living around them

45%

believe community involves people that share something in common

39%

believe community involves friends

35%

believe community involves cultural and religious groups

03 The key motivators for caring for others is linked to a basic human need for kindness



57%

feel good knowing they're helping others

41%

like making other people feel safe, secure, and happy in their lives

38%

feel more gratitude for the things they have

38%

feel a greater sense of connection and belonging

26%

have a greater sense of confidence and personal pride

04 The pandemic has helped to shift mindsets on the importance of care in the community and inspires New Zealanders to want to care more for others



78%

say Covid-19 has helped New Zealanders to realise the importance of caring for those around them

78%

say Covid-19 has shone a light on the caring acts and unseen work of those in the community

70%

mentioned that the events of the past year have made them want to care more for others

58%

say the events of 2020/21 has made them want to give back to charitable organisations



05 Younger generations have been the most impacted by the pandemic, with increasing feelings of isolation and a greater need for community support during this time



48% of Gen Z and **36% of Millennials** have a higher need for community support

Compared to 32% Gen X, 20% Boomers

65% of Gen Z and **58% of Millennials** have feelings of isolation

Compared to 42% Gen X, 33% Boomers

59% of Gen Z and **52% of Millennials** have struggled during the lockdown because of a lack of community in their lives

Compared to 37% Gen X, 22% Boomers

60% of Gen Z and **53% of Millennials** have needed more community support as a result of the lockdowns

Compared to 35% Gen X, 22% Boomers

66% of Gen Z and **65% of Millennials** feel a sense of community with people they have never met online

Compared to 48% Gen X, 45% Boomers

64% of Gen Z and **66% of Millennials** look online for support that they can't find in their face-to-face community

Compared to 48% Gen X, 24% Boomers

06 Gen Z are looking for self-development opportunities in their community, whereas older generations are looking for connection, giving and sharing with others when thinking about reasons for community



14% of Gen Z think the most important reason for community is improving their future education and employment prospects

Compared to 3% of Boomers

32% of Gen Z and Millennials believe the most important reason for community is sharing their knowledge with others

62% of Boomers think the most important reason for community is social connection and engagement

Compared to 47% Gen Z, 56% Millennials, 59% Gen X

61% of Boomers think the most important reason for community is support in challenging times

Compared to 47% Gen Z, 47% Millennials, 53% Gen X

07 Boomers have risen as the most selfless generation, with lower expectations on reciprocity for the care they show and a greater propensity to provide care for others



96%

of New Zealander Boomers do not expect anything in return when they show care

Compared to 79% Gen Z, 89% Millennials, 91% Gen X

87%

of Boomers believe that they provide care for others

83%

of Boomers proactively offer support to those that seem in need

Compared to 67% Gen Z, 76% Millennials, 77% Gen X

59%

of Boomers shopped from local businesses more than usual

compared to 34% of Gen Z

55%

made an extra effort to stay in contact with people who are/were more isolated

compared to 31% Gen Z

08 Females feel a greater sense of community connection than males and are more likely to both provide and receive support



74%

of females provide support to their community, compared to **68% of males**

72%

of females have a community that provides support to them, compared to **64% males**

72%

of females have been personally inspired to help others because of help they have received in the past, compared to **63% males**

09 Despite both genders feeling that community belonging can enrich their lives, females have a greater appreciation of the wider benefits



94% of females believe caring for others is important as it shows respect for human dignity, **89% of males**

93% of females believe caring for others is important as it helps to develop empathy and compassion, **89% of males**

93% of females do not expect anything in return when they show care for others, **87% of males**

93% of females believe caring is vital to creating a sense of shared dignity in the community, **87% of males**

10 Following the events of the past two years females feel inspired to show more care to others and give back to charity



78%

of females want to make more time to care for others, compared to **68% of males**

76%

of females believe the events of the past year has made them want to care more for others, compared to **65% males**

63%

of females believe the events of 2020/21 made them want to give back to charitable organisations, compared to **53% males**

54%

of females shopped from local businesses more than usual, compared to **40% of males**

51%

of females have sent gifts to family and friends, compared to **39% of males**

51%

of females have tried to empathise with some different to them, compared to **32% of males**

51%

of males feel that they input enough care into their community, compared to only **42% of females**

55%

of males feel that their community offers the right level of care, compared to only **49% of females**

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