



KANTAR PUBLIC



te ara taiohi whakatapua kia ora ai
youthline

State of the Generation

July 2023

Reading the survey results in this report



How to read subgroup differences

Any differences between subgroups that are noted in the report are statistically significant at the 95% confidence level. This means that we are 95% confident that the observed difference is real and not simply a result of surveying a *sample* of the workforce.

When a subgroup's result is significantly different it is shown in red font (for a significantly lower result) or green font (for a significantly higher result).

Differences to previous waves

Any differences between 2023 and 2021 that are noted in the report are also statistically significant at the 95% confidence level.

A 2023 result which is significantly different to 2021 is indicated with a red triangle when lower and a green triangle when higher.

Interpreting charts and figures

Unless otherwise specified, all results shown on the charts and all figures are percentages.

Reading footnotes

All slides with results have footnotes. Each footnote shows the question that was asked and the group of people who were asked the question. The Base is the criteria of the group who were asked the question and how many (n=). In the example below, results for all respondents are being shown and there are 561 in the 2021 sample and 550 in the 2023 sample.



What we set
out to do
(pg. 4)



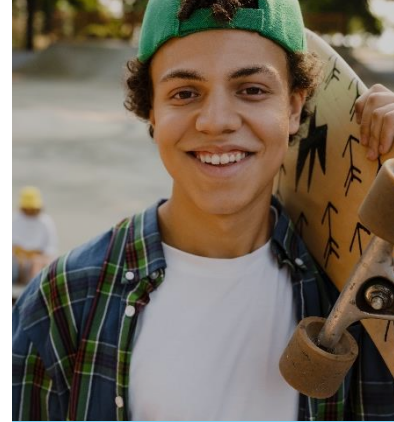
Key
findings
(pg. 8)



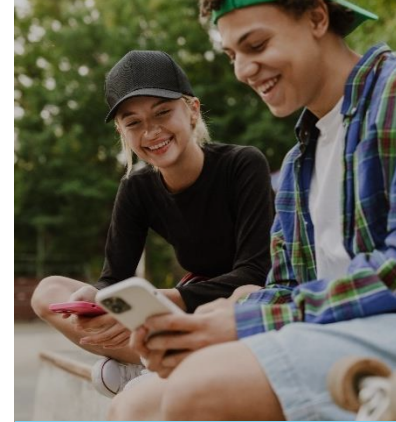
Setting the
scene
(pg.13)



Issues young
people are
facing in 2023
(pg. 19)



The role of
support
organisations
(pg. 34)



Focus on
Youthline
(pg. 44)



What we set out to do

Changing lives.

The objectives of 'the state of the generation' are:

To understand...

- the issues young people are facing in 2023
- the impact of social media on young peoples' lives
- what ongoing impacts the Covid-19 pandemic has had on young people
- what impact extreme weather has had on young people
- how young people access support and go about solving their problems
- where Youthline should focus their efforts when supporting young people
- awareness and perceptions of Youthline and other support channels and organisations

Who



n=150

13-15 year olds



n=400

16-24 year olds

What



12 minute
online survey
using the Kantar
panel

When

**8th May to 5th
June 2023**

Where

From across
New Zealand



Mental Health (Anxiety, Depression, Stress) remained the main issue New Zealand youth were faced with, **Social Media** was the second top issue.

COVID-19 had a profound effect on how young people felt about themselves and the world around them, and a **range of issues rose to the fore.**

Rainbow youth had a heightened response to the pandemic.

In-person counselling and **phone helplines** played a pivotal role in supporting our youth.

Youthline remained the **most top of mind support organisation** amongst young people, and had the **highest awareness overall.** Despite also being one of the bigger issues facing their generation, **social media** channels were the **best ways to reach young people.**



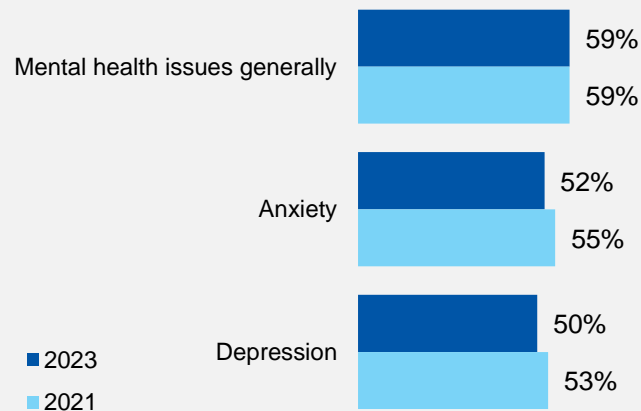
Key findings for 2023

Changing lives.

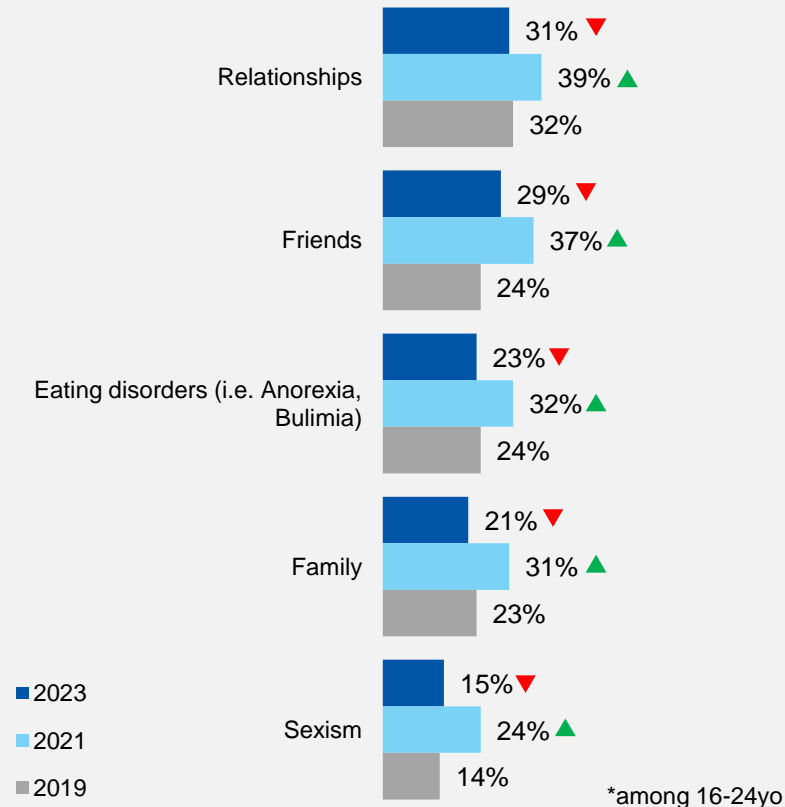
Mental health remains a key issue for young people....



3 in 4 young people agree mental health is a problem for their generation



In 2021, amid the context of the COVID-19 pandemic, many issues increased in prevalence for young people. This year, the impact of the pandemic on the prevalence of some issues has weakened...*



Economic uncertainty is becoming more of an issue for young people



1 in 10 think it is the biggest issue facing young people (versus just **4%** in 2021)

There are some differences in perceived issues for this group of young people. The key issue for young teens, aged 13-15 years, is vaping. Neurodiverse young people are more likely than others to feel the effects of anxiety and depression as well as economic uncertainty and the need to be accepted.

Half of young people view social media as a key issue facing their generation; 16 to 24 year olds are slightly more likely to have this view.



49% Overall

49% of 16 to 24 year olds

45% of 13-15 year olds

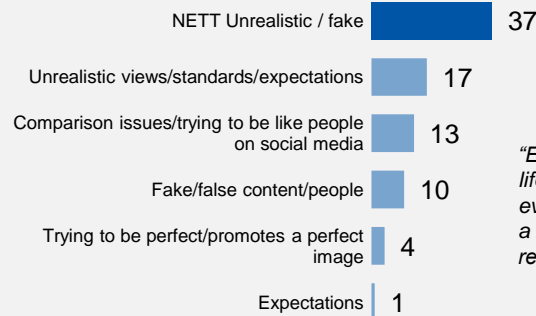
The greatest concern young people have with social media is its effect on mental health and potential to cause social problems.

Young people are worried about bullying and the negative impact social media can have on young peoples' lives.



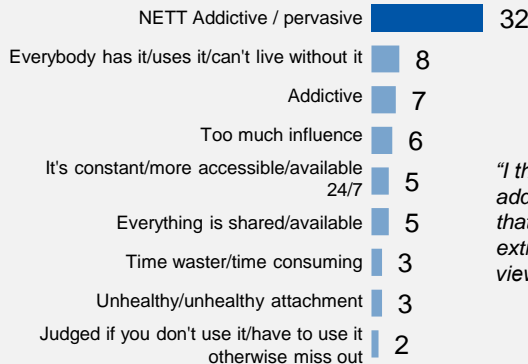
“I see my friends and strangers in this country being bullied on social media or sharing hate towards another kiwi. Private information and images being shared for the world to see. Kids are seeing inappropriate stuff on the internet at a younger age. Minors are being contacted by creeps with bad intentions. People are having their social medias hacked and information shared.”

Young people are also concerned about the ability of social media to be fake and set unrealistic expectations; 16 to 24 year olds are more concerned about this.



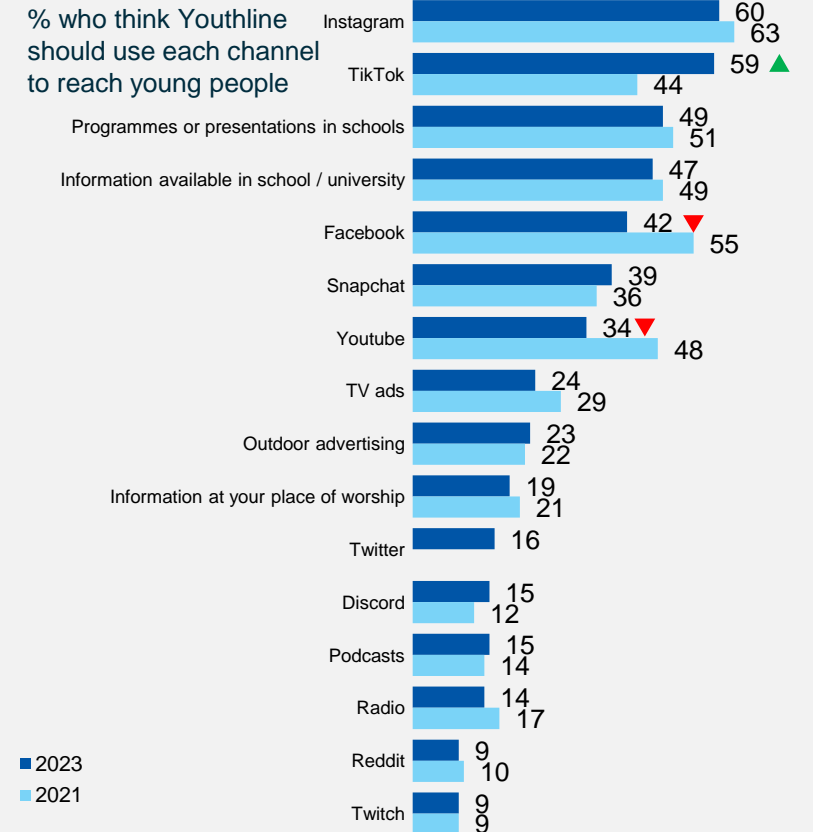
“Everyone posts their life on there and everything is fake or a show. No one is really 100% real”

And there is also a concern about the addictive nature of social media and its influence over peoples' need to always be available and online.



“I think it's an addictive platform that can often foster extreme ideals and views”

But most young people are on social media and therefore it is the best way for Youthline to reach them. Instagram and TikTok are the most popular; the latter has increased since 2021.





1 in 4
young people surveyed
said they had been
affected by recent
extreme weather events.

Aucklanders and those living on the East Coast of the North Island are more likely to have been affected.

Of those affected by extreme weather events...



2 in 4
report stress or mental health
issues being made worse as
a result.



1 in 4
report environmental
concerns being made worse
as a result.



1 in 4
report economic uncertainty
being made worse as a result.



In their own words...

“We're about to experience extreme loss of life/jobs/housing/land etc. because of climate change, can't run from it, can't fix it as just a 'single individual' so extreme weather causes some stress”

“Because it is destroying houses when there's a housing crisis already happening. Demand is even higher which means prices are even higher. I've made the decision to move to the south island because that's where I could afford to buy a house AND live comfortably. Not in my home city where my friends and family are.”

“I worry about how it will affect those around me, friends and family. It is very much linked to my anxiety about climate change as they are connected”

“I'm worried that Bay of Plenty could be hit with a severe weather event like a cyclone or storm that causes excessive flooding where I can't save my belongings or pets or family and lose my flat”

“I have to catch a train and then bus to get to school so I'm not close to home. I worry about getting stuck on a bus or train or at school if the weather got bad again”

What do young people want?



Like previous years, in person counselling is the best way to provide support to young people. School counsellors are also important, particularly for younger teens.

1 in 5

Māori think Te Ao Māori approaches are the best way to provide support for young people.

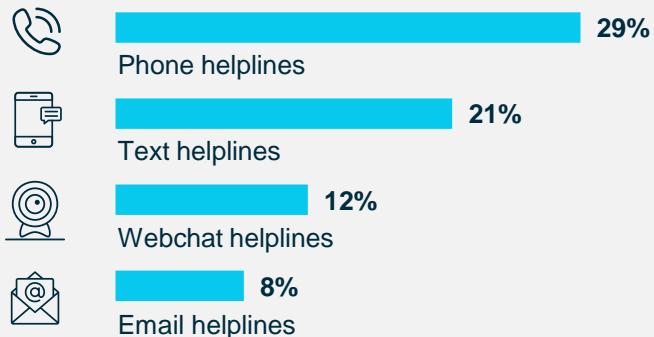


46%

of young people think helplines are the best way to provide support to them, and overwhelmingly they think these should be offered around the clock (between 76% and 90% for each type of helpline).



% who think each type of helpline is the best way to provide support:



How is Youthline perceived?

Youthline is the most known support organisation among 13 to 24 year olds

67% are aware of Youthline

37% Have top of mind awareness (up from 30% in 2021).

1 in 3

young people think Youthline are good listeners

1 in 3

think Youthline have trained volunteers



Both are perceived to be important characteristics of people who work somewhere like Youthline.

Youthline is considered the number one organisation for young people to reach out to

Other perceived strengths of Youthline are...



Offering free mental health services



Trained volunteers who can help



Young people supporting other young people



Having people who relate well to youth

1 in 6

young people think Youthline have people they can talk to more than once – this is the fifth most important characteristic for Youthline to have





Setting the scene

Changing lives.

A synthesis of research undertaken by Te Hiringa Mahara uncovered four themes related to youth wellbeing which were summarised in their ‘Young people speak out about wellbeing’ report. Previous ‘State of the Generation’ reports were included in this work.

Uncertain Futures

“I think there’s future fears, also the fear of no future, that there’s no point to anything, the day-to-day mundane things. What’s the point when the world’s basically gone to shit and is getting worse every day.”

Hui for Rainbow Young People

Racism and Discrimination

“Cultural competency is a hot word. Everyone wants to go to a workshop; but one day of that isn’t going to make a difference. Is it understanding Te Aō Māori, reversing guilt of colonisation, is it actually being curious about working with people from different backgrounds?”

Whāraurau Youth Advisors

Social Media and Online Safety

“And that’s not often looked into, because it’s like, “Oh well, my kids are on social media, they know what they’re doing,” but they could be getting horrendously bullied or stalked, or messaging people that you probably wouldn’t want them to message.”

Voyce Whakarongo Mai

Whānau Wellbeing and Intergenerational Disconnect

“Social connections and whānau give you identity. We know who we are”

Māoriland

Young people speak out about Wellbeing:

An insights report into the Wellbeing of Rangatahi Māori and other Young People in Aotearoa



The New Zealand Herald · 18h

Two Christchurch youths in stolen car arrested after police chase

Video / NZ Herald This week in the beautiful region we had Riiki Reid scout out the local acts and find out more about them!



NewstalkZB · 4d

Auckland liquor store owner furious after avoidable ram-raid, police speak to five youths

Police are speaking with five youths following the ram raid of a Takanini liquor store overnight, which the owner describes ...



→ Newshub on MSN · 1d

Three teenagers, one as young as 13, accused of robbing Napier service station

Three teenagers have been arrested after the robbery of a Napier petrol station on Wednesday. Two of the offenders allegedly entered the station by smashing a glass door before stealing cigarettes and ...

rnz · 4d

Three youths arrested over robberies in Auckland and New Plymouth

Waitematā and Auckland City police have arrested three teens, aged 14, 15, and 16, who are believed to have taken part in a series of aggravated robberies. The arrests follow the execution of a search ...

Puna · 2d

Seven youths arrested following series of assaults, thefts and driving offences in Taranaki

Taranaki police have arrested seven juveniles in connection with a series of unlawful takings, assaults, thefts, and multiple ...



However, our young people want to be heard and need more support in a range of ways.

TE AO MĀORI / HEALTH

Increasing distress and declining mental health outcomes among rangatahi Māori - report

4:37 pm on 15 May 2023

Share this   

Study identifies four key factors affecting youth mental health

15/05/2023

 Lucy Thomson



New research has highlighted the importance of incorporating the voice of youth into mental health policy. Credits: Image - Getty Images; Video - Newshub

Young people's call for a voice in South Taranaki gets heard

Catherine Groenestein · 05:00, May 24 2023



Liesia Hofstadler, left, and fellow Te Pae Pae o Aotearoa students Ebony Kalin and Julia Scott asked South Taranaki District councillors in March to find a way to get more youth input to the council's activities. Now, Kalin is heading an initiative called EmpowerYouth to do just that.


BUDGET 2023

Budget 2023: Youth support leader says NZ isn't investing enough into our 'greatest asset', calls for more money in education, mental health

17/05/2023

 William Hewett

 Radio New Zealand 

A quarter of young people admitted for inpatient mental health care sent to adult services

17 May

Free public transport is a great start – but young people won't give NZ governments a free ride on climate change

hub. Newshub 

'As the planet heats up, so do we': Thousands of students strike for climate justice

3h ago



Watch: Students strike for climate justice. © Newshub.

Most of the young people we spoke to were in a mild or positive headspace when completing the survey, although fewer felt positive than in 2021. This year, one in four were feeling negative. Pasifika were much more likely than average to feel 'all sunshine' while physically disabled young people were more likely than others to feel extra stormy.

How were people feeling when they answered this survey?



Extra stormy

▲ (+3)
5%

16% Physically disabled youth



A little rainy

18%



Mild

▲ (+8)
39%



Partly sunny

▼ (-11)
25%

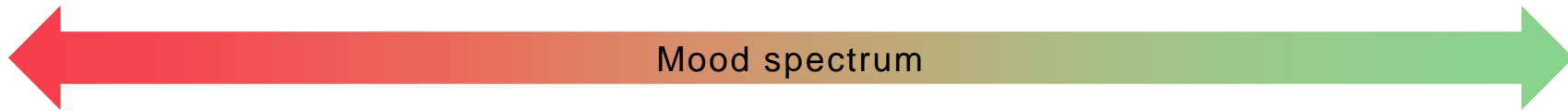


All sunshine

13%

27% Pasifika

Feeling unwell
(physically and
mentally) and down
about bad weather



Sense of excitement for
new opportunities and
general happiness

The weather was a common reason for feeling gloomy. Those in a positive headspace mentioned feeling good, supported and looking forward to new opportunities.



In their words...

Feeling down about the weather

“Because the weather is really bad and it’s cold.” – 21-24YO MĀORI WOMAN, NORTHLAND/AUCKLAND

“Usually weather outside sux, and I feel uncomfortable stuck inside for weeks and weeks.” – 16-18YO MĀORI & PĀKEHĀ MAN, MANAWATŪ-WHANGANUI/TARANAKI

“Because its raining right now, so seems a bit gloomy” – 13-15YO COOK ISLANDS MĀORI & TONGAN WOMAN, NORTHLAND/AUCKLAND

“Busy at school and with sport. Wet weather and cold mornings” – 13-15YO PĀKEHĀ WOMAN, NORTHLAND/AUCKLAND

Poor physical and mental wellbeing

“I’m tired of feeling emotions and I’ve recently cried my eyes out so Im alone and I’m fine with this so I can just not feel anything and that’s good for me I think.” – 16-18YO PĀKEHĀ GENDER DIVERSE, NORTHLAND/AUCKLAND

“Had a sports injury last night and couldn’t finish my internal due last night” – 16-18YO MĀORI & PĀKEHĀ MAN, BAY OF PLENTY/GISBORNE/HAWKE’S BAY

“I’m sick, cold, and very tired” – 19-20YO PĀKEHĀ WOMAN, CANTERBURY

Feeling good

“Life is good and sun is shining” – 21-24YO NON-NZ EUROPEAN MAN, NORTHLAND/AUCKLAND

“Excited about the sunny day as well as enjoying school with my friends” – 16-18YO SAMOAN MAN, WELLINGTON

“Nice day, productive, plenty of energy” – 19-20YO PĀKEHĀ MAN, SOUTH ISLAND

“I live a good life, have a supporting family” – 19-20YO OTHER ETHNICITY WOMAN, NORTHLAND/AUCKLAND

New opportunities

“Things are going well today, I just got a job offer and I am feeling happy. Got lots done on my to-do list and feeling productive!” – 21-24YO OTHER ETHNICITY WOMAN, NORTHLAND/AUCKLAND

“Just spent a weekend with a good mate and had some networking opportunities fall in place” – 21-24YO PĀKEHĀ MAN, SOUTH ISLAND

“Just moved house and starting new job, excited to move but scared to move job and have a big change” – 21-24YO PĀKEHĀ WOMAN, NORTHLAND/AUCKLAND

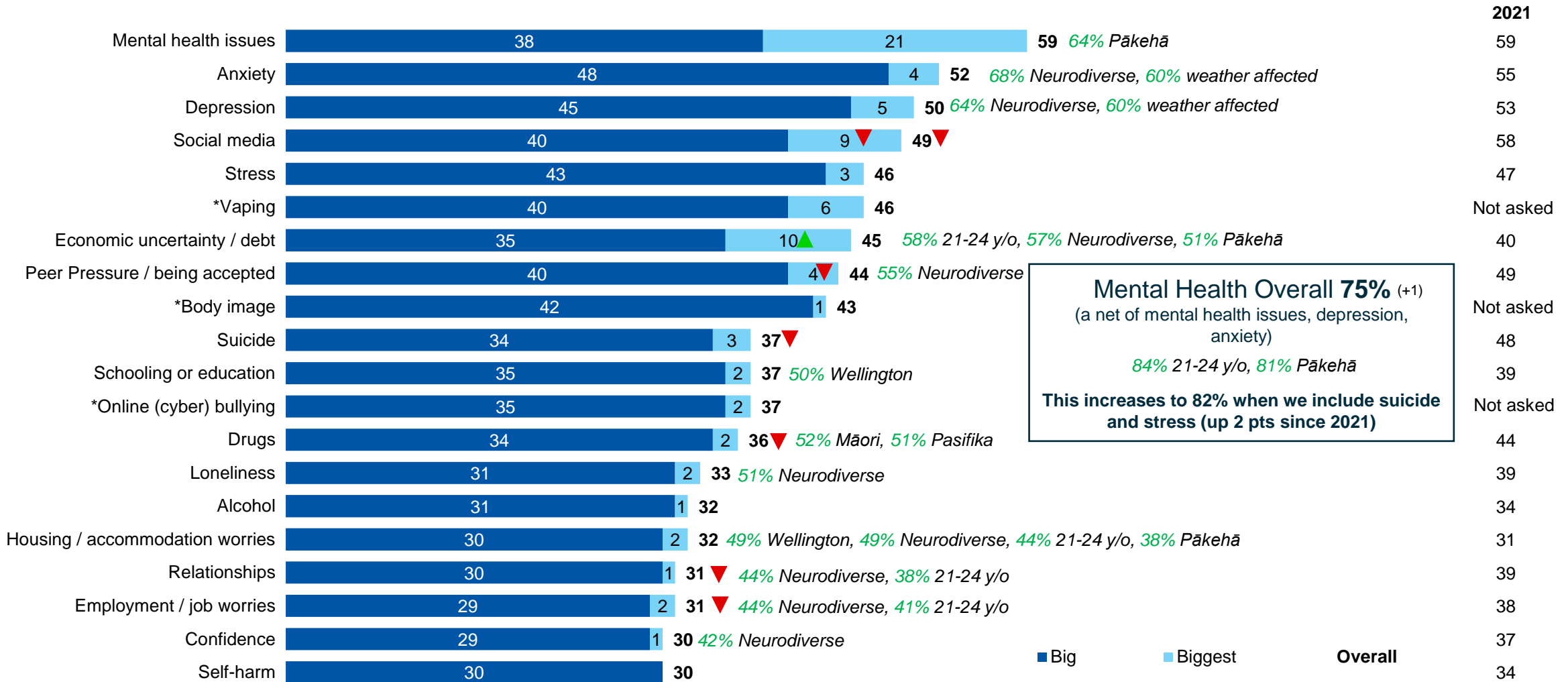


Issues facing young people in 2023

Changing lives.

Mental health remains the key issue for young people. However, economic uncertainty has become more of an issue – 10% think it is the biggest issue (vs. 4% in 2021). Several issues, including employment, housing worries, and loneliness affect neurodiverse young people more so on average than others.

Biggest issues facing 13 to 24 year olds (1/2)



*added in 2023

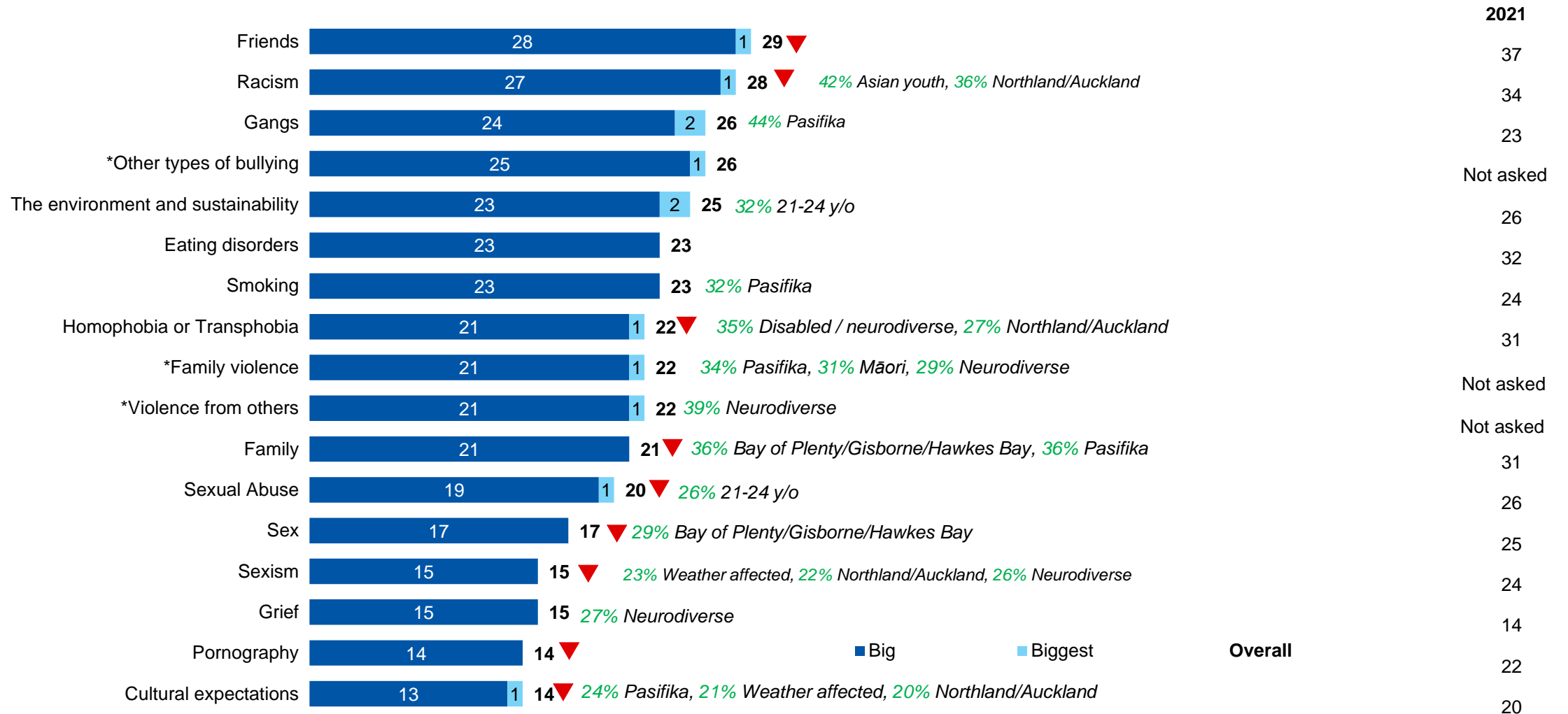
(+/-) denotes the percentage point change since 2021

Q1. What do you think are the biggest issues facing young people today? Q2. What do you think is the single biggest issue facing young people today?
Base: Total sample 2021 (n=561), 2023 (n=550).

▼▲ Significantly lower | higher than 2021
xx/xx Significantly lower | higher than total

Other issues, while still heightened for some, are less of an issue for young people than they were in 2021.

Biggest issues facing 13 to 24 year olds (2/2)



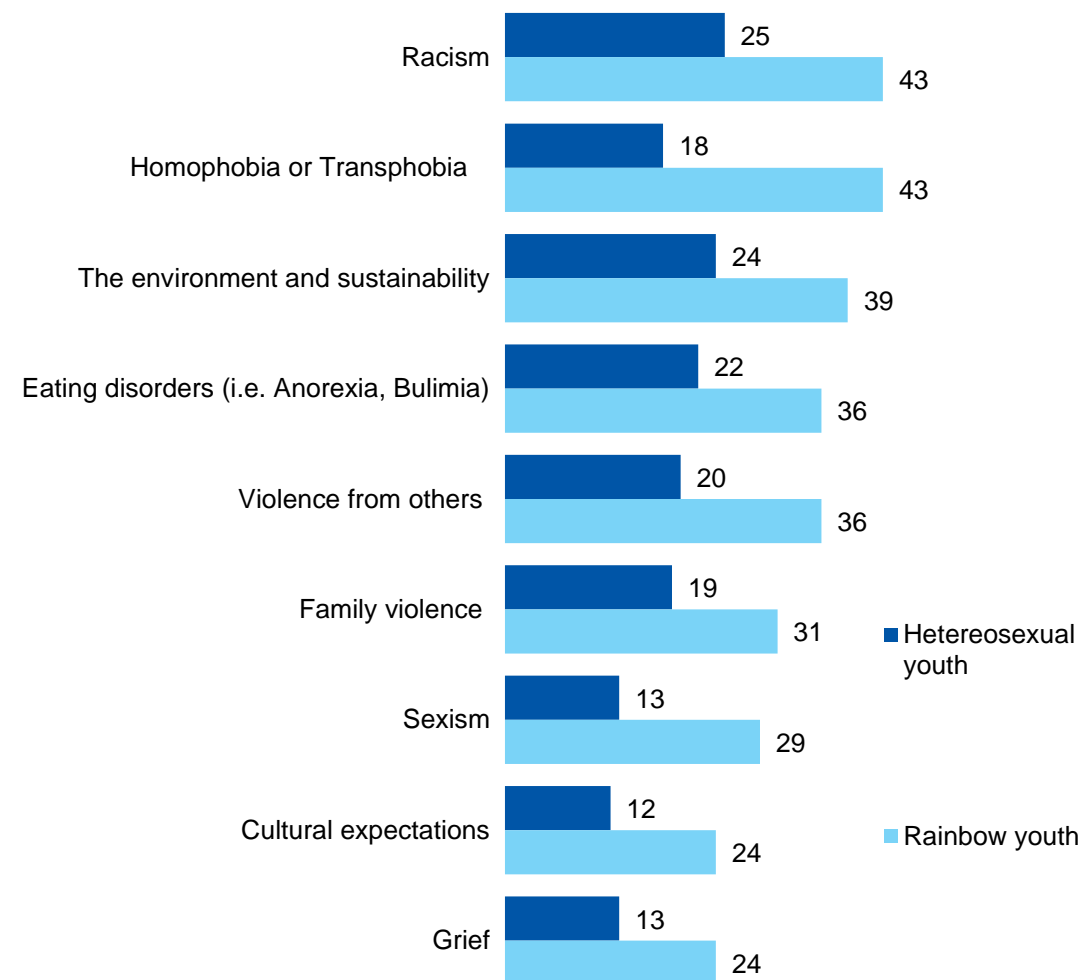
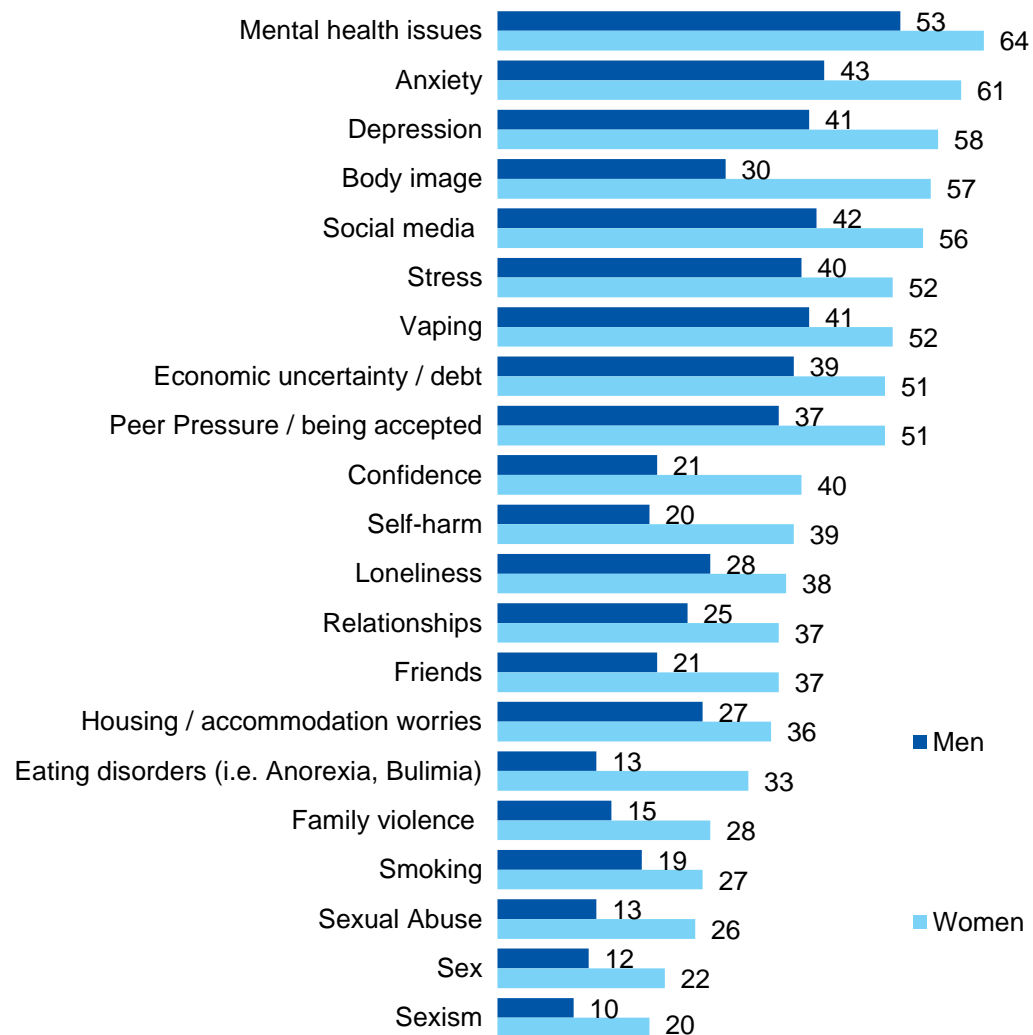
*added in 2023

Q1. What do you think are the biggest issues facing young people today? Q2. What do you think is the single biggest issue facing young people today?
Base: Total sample 2021 (n=561), 2023 (n=550).

▼▲ Significantly lower | higher than 2021
xx/xx Significantly lower | higher than total

Women are more likely than men to select a range of issues – in particular body image, confidence, eating disorders and self-harm are seen to be bigger issues to women than men. Similarly rainbow youth are much more likely than heterosexual young people to select a range of issues and are more than twice as likely to see homo/transphobia as an issue facing their generation.

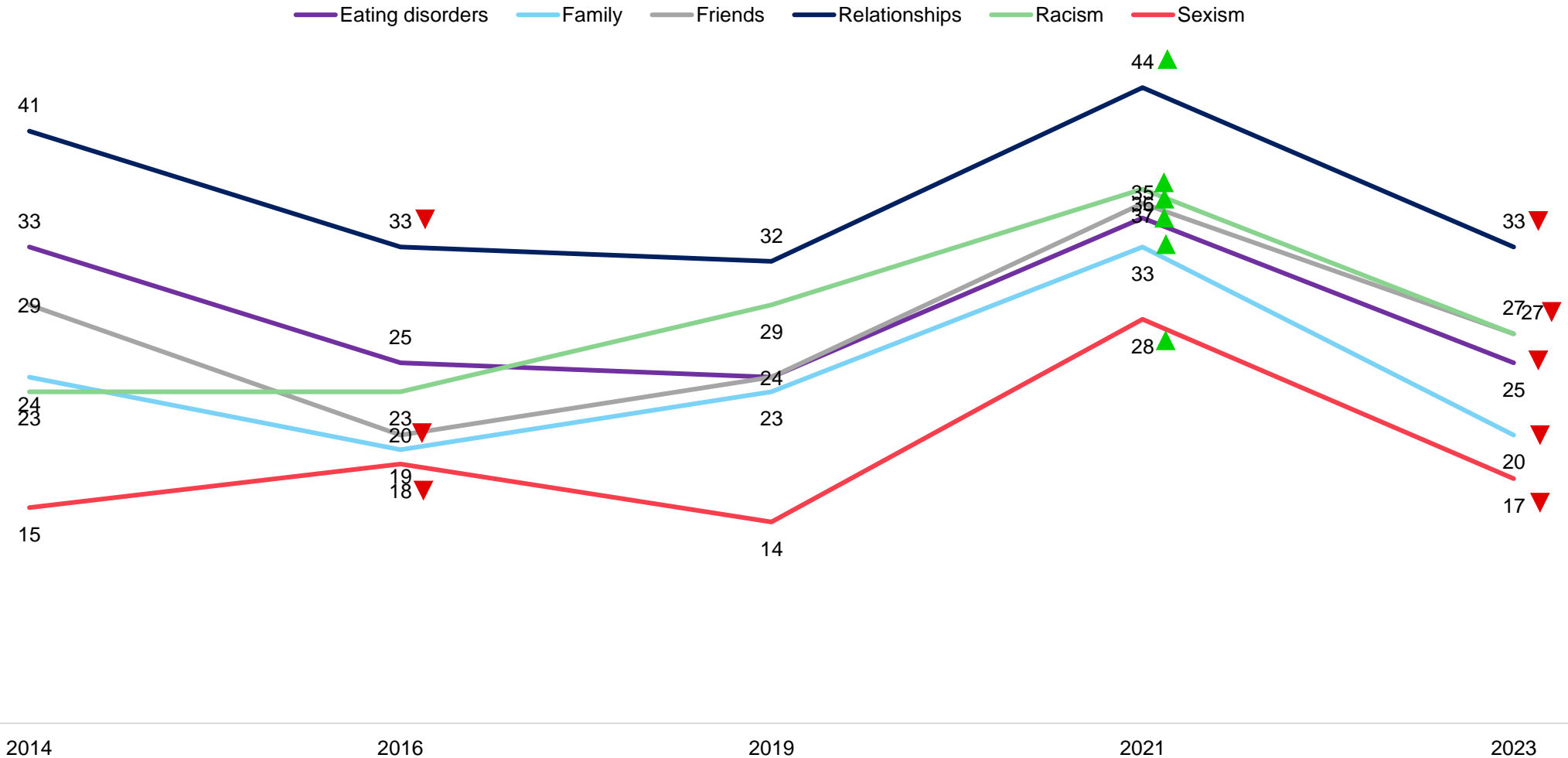
Biggest issues – significant differences between genders and sexualities



Q1. What do you think are the biggest issues facing young people today? Q2. What do you think is the single biggest issue facing young people today?
Base: Men (n=272), women (n=273), hetero young people (n=399), rainbow youth (n=79)

Issues that seemed to exacerbate for 16 to 24 year olds during the height of the pandemic have eased this year.

The impact of the pandemic on 16 to 24 year olds

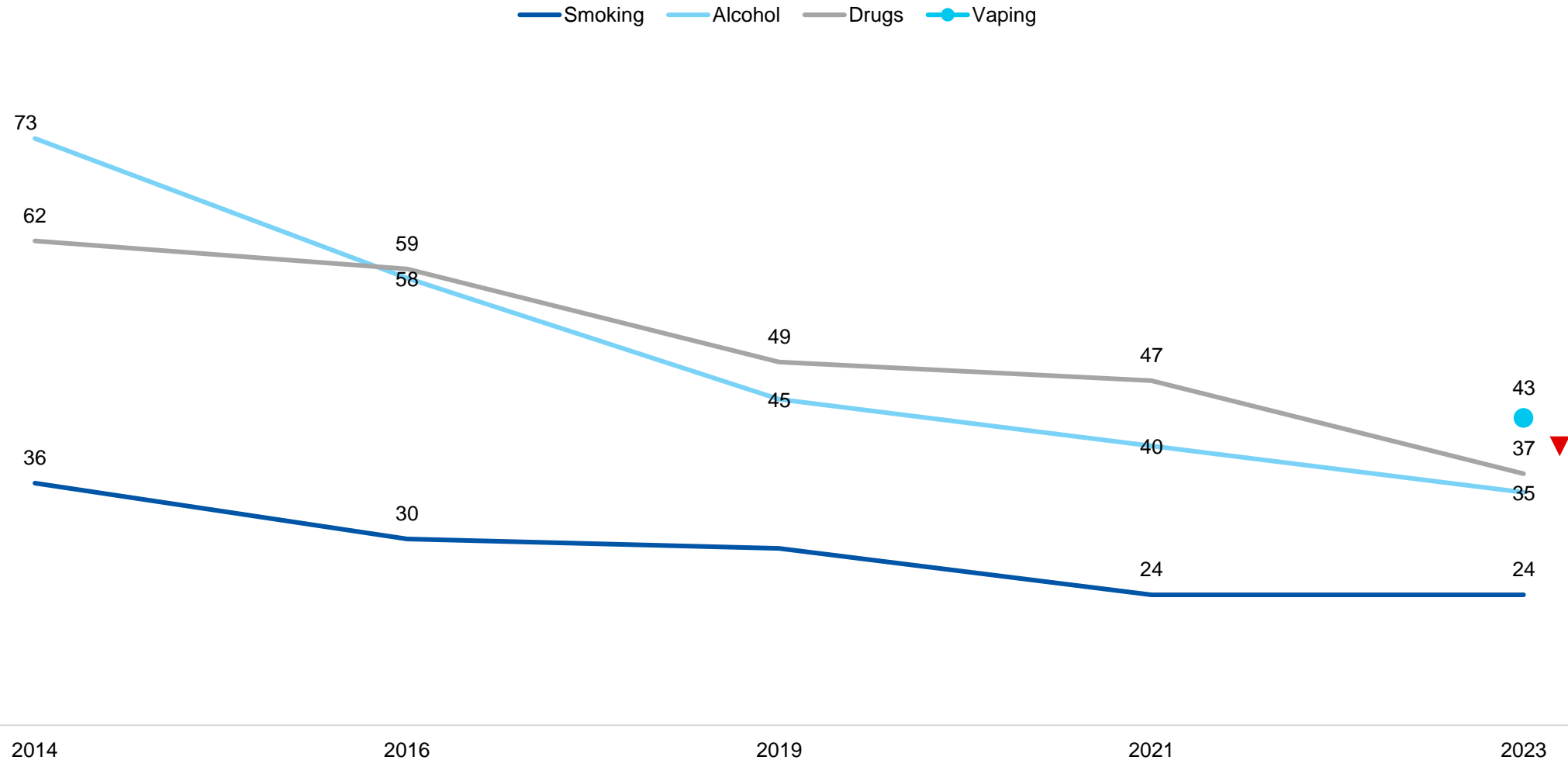


Q1. What do you think are the biggest issues facing young people today?
Base: Those aged 16-24 years: 2023 (n=400), 2021 (n=406), 2019 (n=406), 2016 (n=400), 2014 (n=403).

▲ Significantly higher | ▼ Significantly lower than previous period

Among 16 to 24 year olds, vaping is perceived to be more of an issue than other substances.

Substance issues for 16-24 year olds



Across the different cohorts, mental health, anxiety, and depression are most mentioned as the biggest issues facing young people today. Half of Māori and Pasifika young people also agree drugs are a problem for their generation. Pākehā are more likely to be concerned about economic uncertainty, and Asian young people are much more likely to think racism is a problem in Aotearoa New Zealand (42%, vs. 28% overall).

Top five issues among groups of interest

13-15YO	Disabled youth	Pākehā	Māori
1. Vaping 57	Physical	1. Mental health issues 64	1. Depression 57
2. Peer Pressure/being accepted 52	1. Depression 48	2. Anxiety 56	2. Mental health issues 56
3. Mental health issues 45	2. Stress 46	3. Depression 54	3. Anxiety 56
4. Social media 45	3. Anxiety 44	4. Economic uncertainty/debt 51	4. Social media 55
5. Schooling or education 44	4. Mental health issues 43	5. Social media/Stress/Vaping 49	5. Drugs 52
	5. Economic uncertainty/debt 42		
	Neurodiverse		
	1. Mental health issues 68		
	2. Anxiety 68		
	3. Depression 64		
	4. Economic uncertainty/debt 57		
	5. Peer Pressure/being accepted 55		
16-24YO	Rainbow youth	Pasifika	Asian youth
1. Mental health issues 63	1. Mental health issues 62	1. Social media 59	1. Mental health issues 49
2. Anxiety 55	2. Depression 60	2. Mental health issues 56	2. Anxiety 49
3. Depression 54	3. Anxiety 60	3. Vaping 53	3. Stress 49
4. Economic uncertainty/debt 52	4. Stress 56	4. Drugs 51	4. Social media 42
5. Social media 50	5. Suicide 49	5. Body image/online bullying 47	5. Racism 42

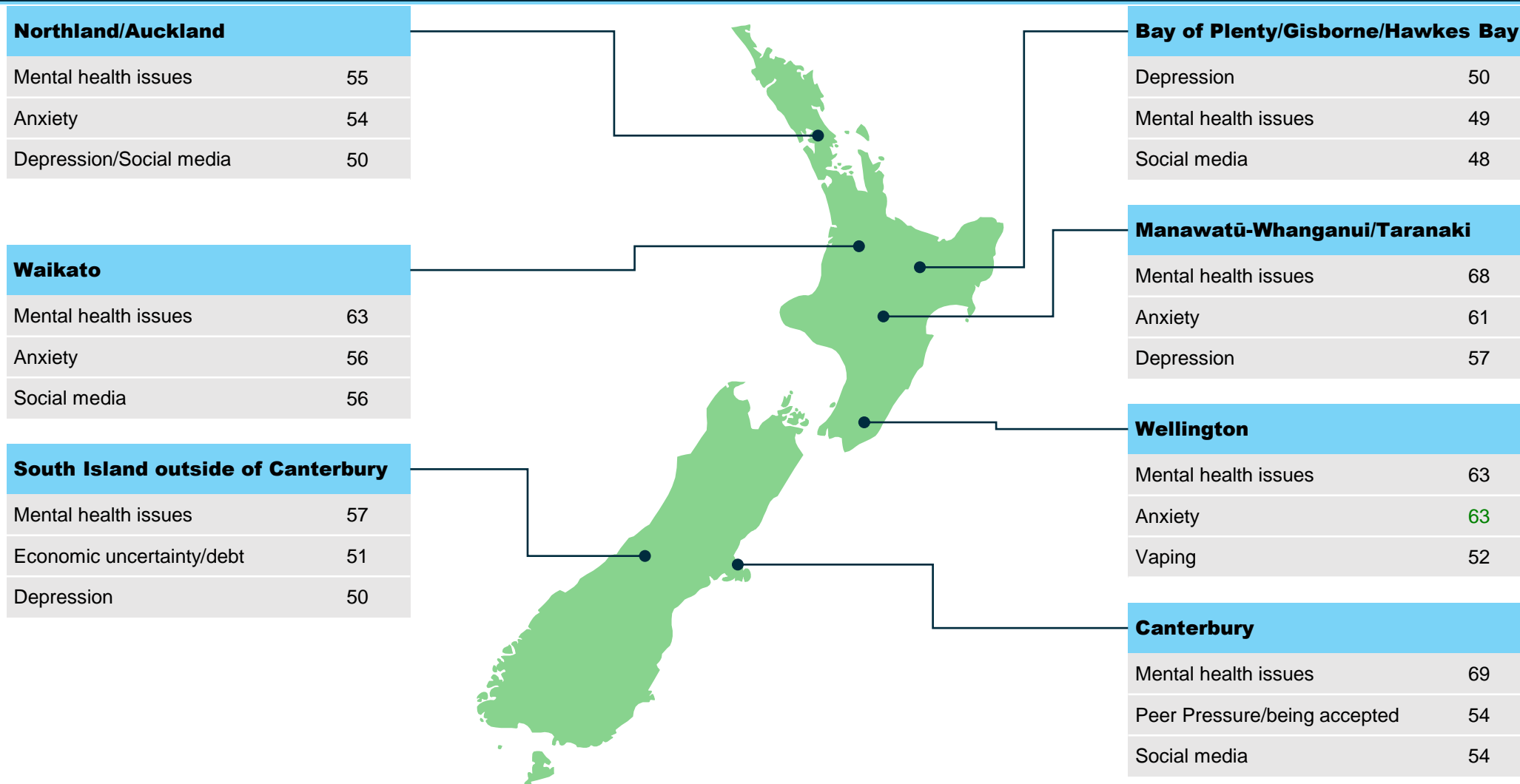
Q1. What do you think are the biggest issues facing young people today?

Base: 13-15yo (n=150), 16-24yo (n=400), Physically disabled (n=61), Neurodiverse (n=86), Rainbow youth (n=79), Pākehā (n=299), Māori (n=134), Pasifika (n=80), Asian youths (n=153).

XX/XX Significantly lower | higher than total

The top three issues are fairly consistent across the country.

Top issues by region

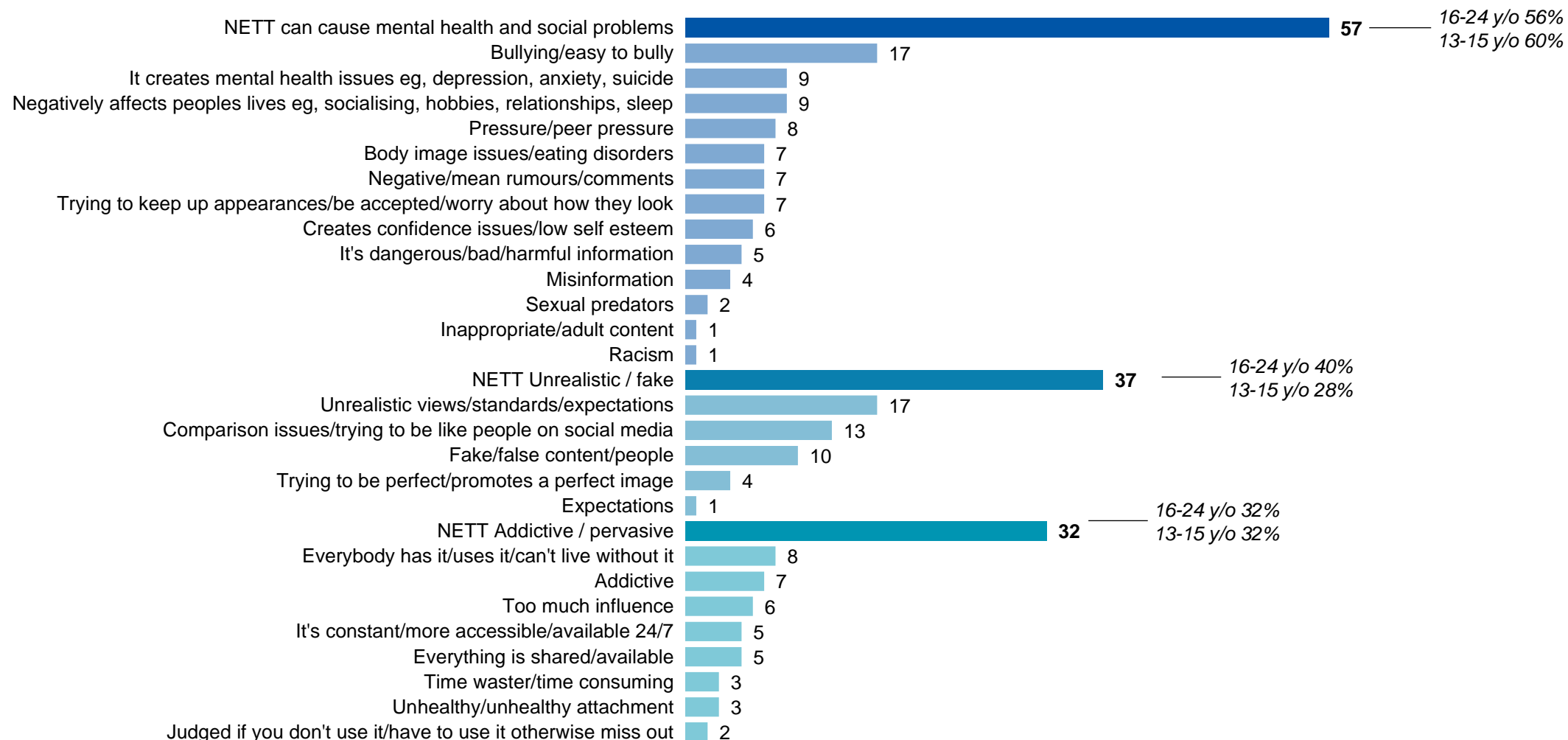


Q1. What do you think are the biggest issues facing young people today? Q2. What do you think is the single biggest issue facing young people today?
 Base: Northland/Auckland (n=276), Waikato (n=36), Bay of Plenty/Gisborne/Hawkes Bay (n=39), Manawatū-Whanganui/Taranaki (n=37), Wellington (n=62), Canterbury (n=58), South Island excl. Canterbury (n=42).

XX/XX Significantly lower | higher than total

Among the 49% of young people for whom social media is an issue, more than half cite its negative effect on people and society; the main concern is bullying but some also mention mental health issues, negative impact on relationships, body image and confidence as well as the spread of misinformation. Unrealistic expectations imposed by social media are also a concern; 16- to 24-year-olds are more concerned about this than younger teens. One in three mention the addictive and pervasive nature of social media.

The problem with social media



Q2a. Can you please tell us why you think social media is one of the biggest issues facing young people today? Results are coded into themes from open ended data.

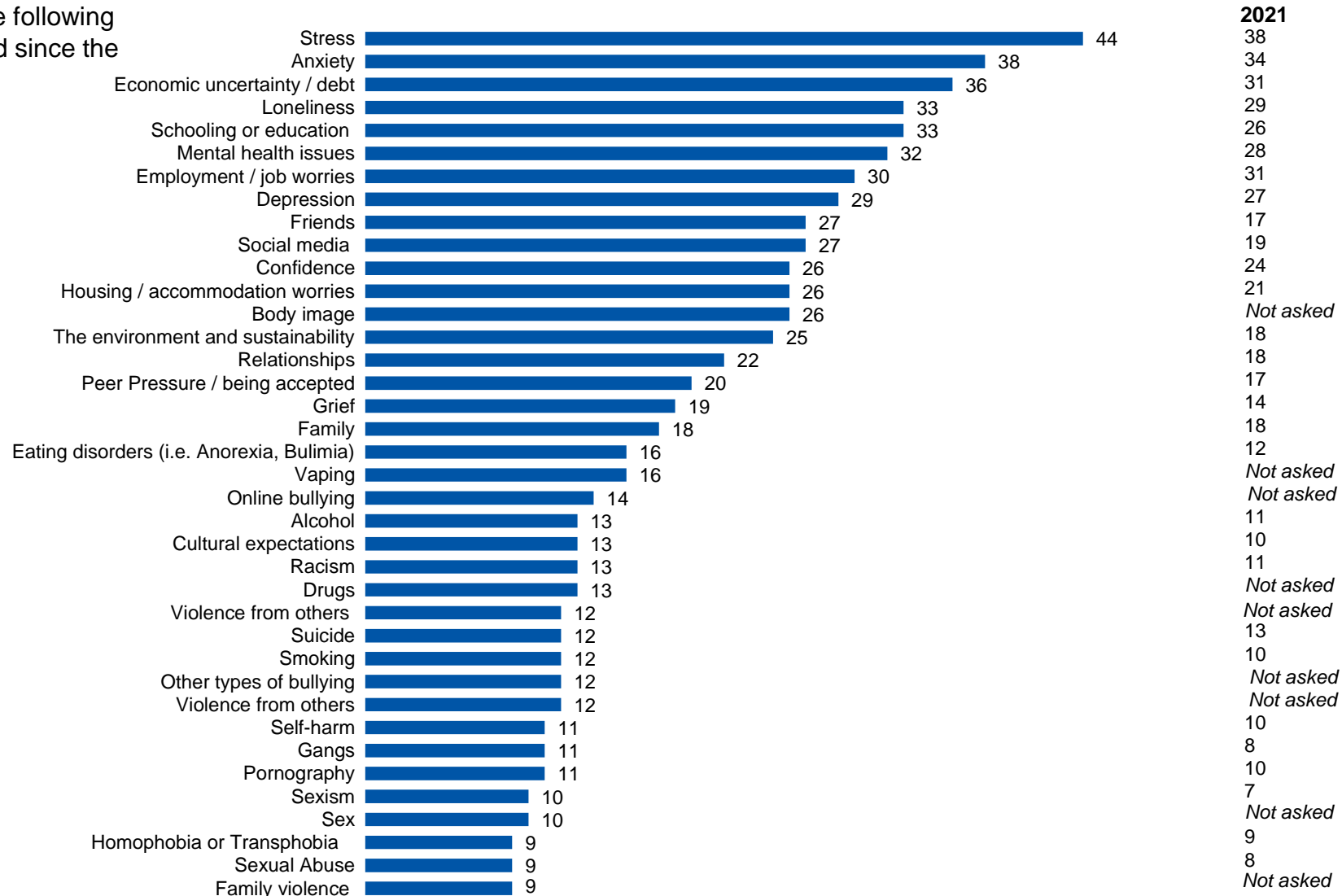
Themes with incidence of 5% or less are not shown 271

Base: Young people who think social media is an issue in 2023 (n=271).

Two years on, the COVID-19 pandemic still has an impact on young people, particularly their stress, anxiety and worries about economic uncertainty.

The impact of COVID-19

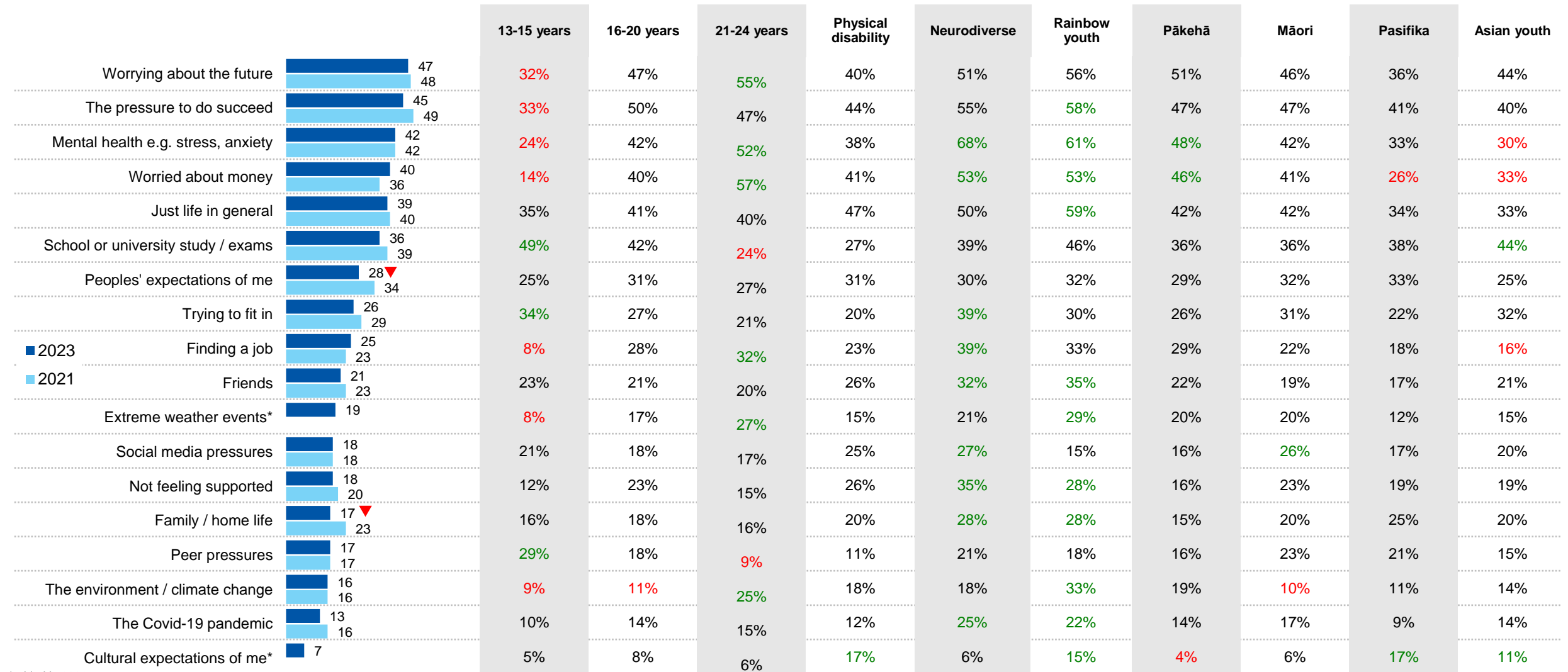
% of young people for whom the following issues have started or worsened since the pandemic.



C1: For each issue below, please tell us if it was an issue for you before the COVID-19 pandemic, or if it is an issue that started for you or got worse because of the Covid-19 pandemic, or it might not be an issue for you at all.
Base: Total sample (n=550).

When asked about the types of things that make them feel stressed, it is concerns about the future, and the pressures to do well in life (particularly for the older cohort) that are most mentioned. For young teens, school and peer pressures are the dominant causes of stress. Like 2021, rainbow youth and neurodiverse are more likely to experience stress from a greater number of sources.

Causes of stress



*added in 2023

Q1b: What are the types of things that make you feel stressed?

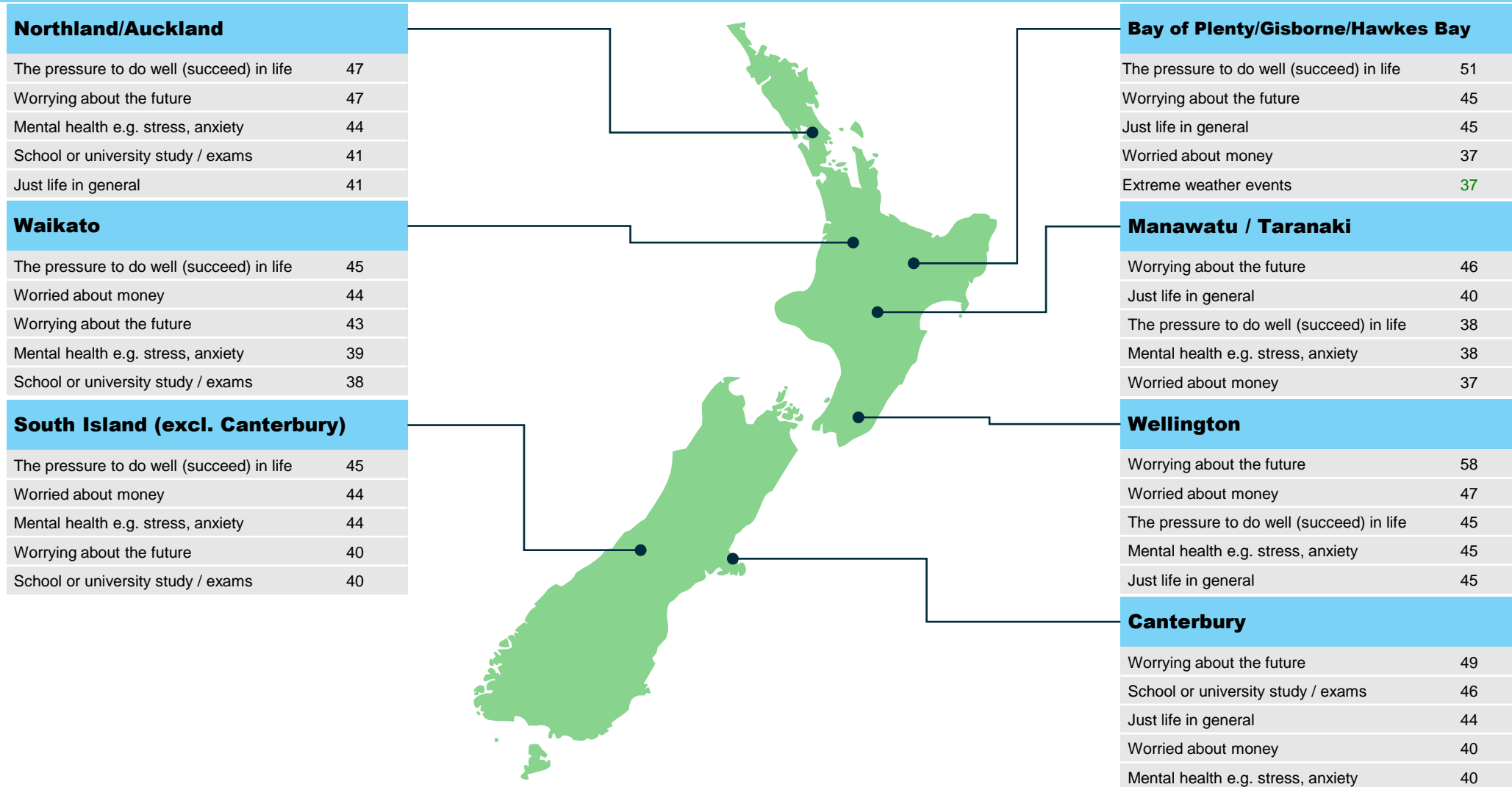
Base: Total sample (n=550), 13-15yo (n=150), 16-20yo (n=200), 21-24yo (n=200), Physical disability (n=61), Neurodiverse (n=86), Rainbow youth (n=79), Pākehā (n=299), Māori (n=134), Pasifika (n=80), Asian youths (n=153).

▲ Significantly higher | ▼ Significantly lower than previous period

XX/XX Significantly lower | higher than total

The pressure to succeed is a concern for young people across the country. Young people in Auckland and on the East Coast of the North Island are much more likely to reference extreme weather events as a cause of stress for them (23% and 37%, respectively vs. 19% overall).

Causes of stress across the regions



Q1b. What are the types of things that make you feel stressed?
Base: Northland/Auckland (n=276), Waikato (n=36), Bay of Plenty/Gisborne/Hawkes Bay (n=39), Manawatū-Whanganui/Taranaki (n=37), Wellington (n=62), Canterbury (n=58), South Island excl. Canterbury (n=42).

Of the one in four who have experienced extreme weather events, stress and anxiety are most likely to have been exacerbated by these events, followed by money and environmental concerns. One in eight have had housing concerns made worse since the extreme weather events. Young teens are much more likely to have had their schooling impacted.

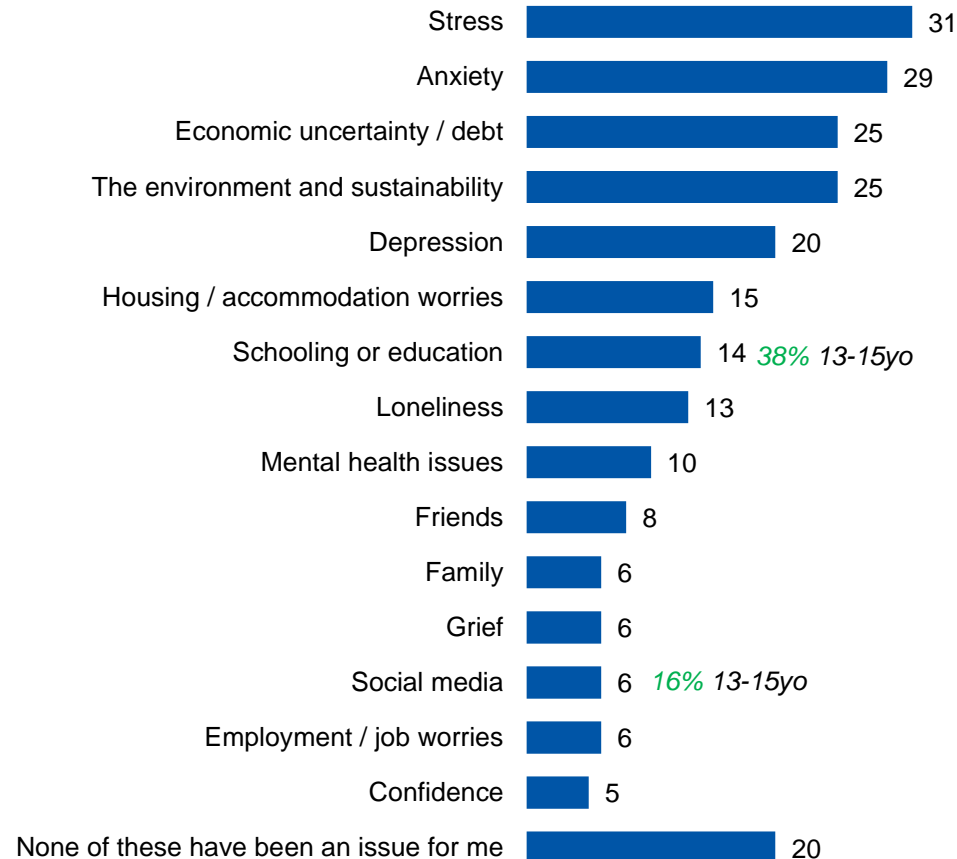
The impact of significant weather events on young people

25%

of young people have experienced extreme weather events

% who say yes in each region	
Northland / Auckland	41
BOP / Gisborne / Hawkes Bay	37
Wellington	14
South Island (excl. Canterbury)	13
Waikato	11
Manawatu / Taranaki	11
Canterbury	2

Issues made worse or started since experiencing extreme weather



Issues selected by less than 5% are not shown in the chart.

Young people stressed by extreme weather events are fearful more extreme weather will occur. They are concerned about safety and a changing climate.

16% told us extreme weather events are a source of stress...



In their words ...

Fear of further extreme weather

“Lost my car in first Auckland floods, have PTSD with extreme rain.” – 21-24yo Pākehā woman, Auckland

“How it can destroy livelihoods, or make a bad situation much worse, with the ramping amount of extreme weather in the north island it feels like they are going to be much more common.” – 21-24yo Pākehā man, Otago

“After the recent floods, heavy rain gives me anxiety.” – 21-24yo Chinese woman, Auckland

“I have to catch a train and then bus to get to school so I’m not close to home. I worry about getting stuck on a bus or train or at school if the weather got bad again.” – 21-24yo Chinese woman, Auckland

“Our house can flood, it has before and if it rains for too long, I can’t sleep, relax and feel anxiety.” – 16-17yo Pākehā gender diverse, Auckland

Worried about themselves or others getting hurt

“Worried about family safety while they are away from home.” – 19-20yo Southeast Asian man, Auckland

“Worried people are gonna die. climate change.” – 21-24yo Pākehā woman, Auckland

“Uncertainty for mine and my loved ones safety.” – 21-24yo Pākehā, Māori and other ethnicity woman, Northland

“Worried that we will be hurt.” – 21-24yo Pākehā Samoan man, Northland

“Don’t like it when it comes to my area and feel sorry for other people who have been in worse situations.” – 13-15yo Māori male, Auckland

Climate fears and unpredictability

“It makes it difficult to make plans when the weather is now so unpredictable. It is also becoming scary how fast climate has changed in New Zealand from the beginning of 2023.” – 19-20yo Pākehā Māori woman, Auckland

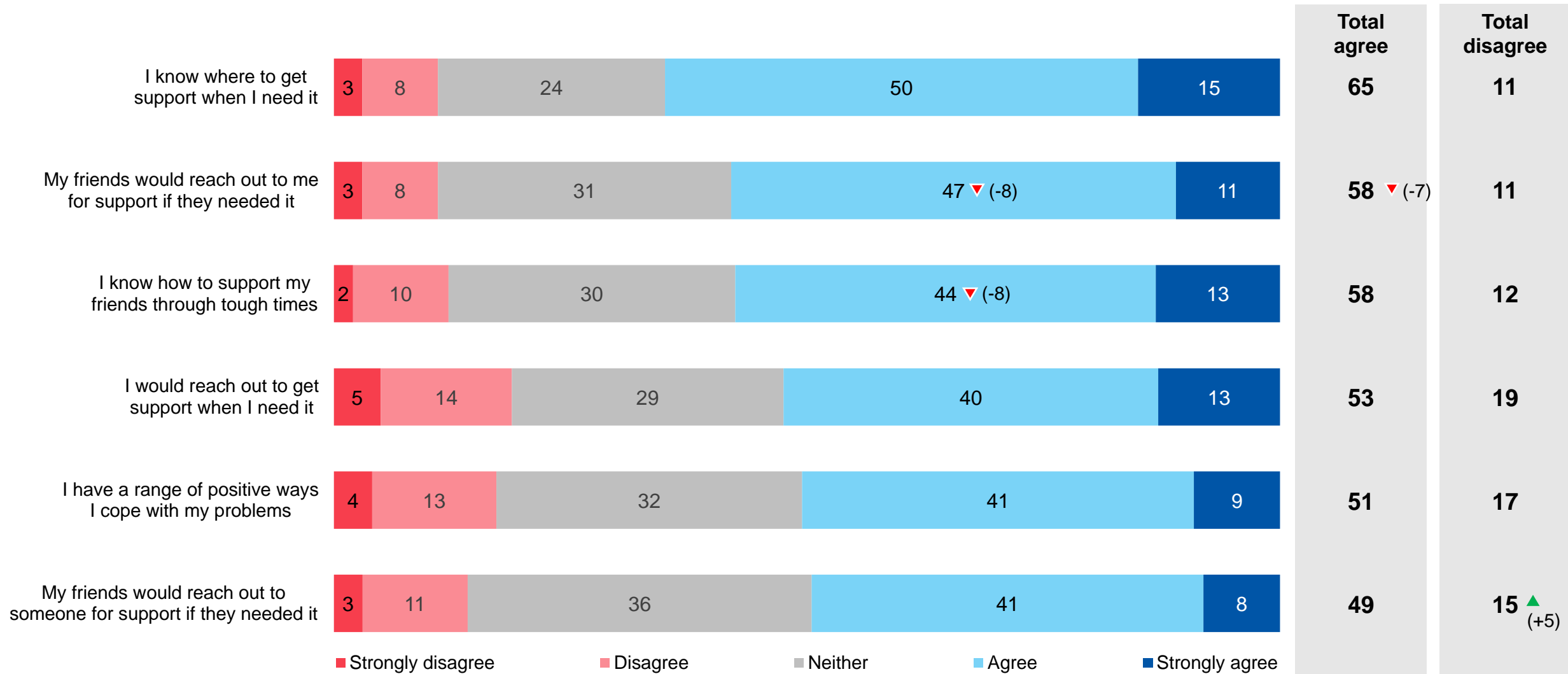
“The unpredictability of these events and the lack of action against climate change in NZ.” – 19-20yo Pākehā man, Auckland

“They are unpredictable and often leave us as humans powerless. They can also be a symptom of climate change which stresses me.” – 21-24yo European woman, Northland

“Many people are harming the environment and we are paying the price for it.” – 13-15yo Asian male, Bay of Plenty

Compared to 2021, 13-24 year olds are less likely to agree their friends would reach out to them for support – down 7pts.

Attitudes towards self and friends



Q12: How much do you agree with the sentences below?
Base: Total sample: 2021 (n=561), 2023 (n=550).

(+/-) denotes the percentage point change since 2021 ▼▲ Significantly lower | higher than 2021

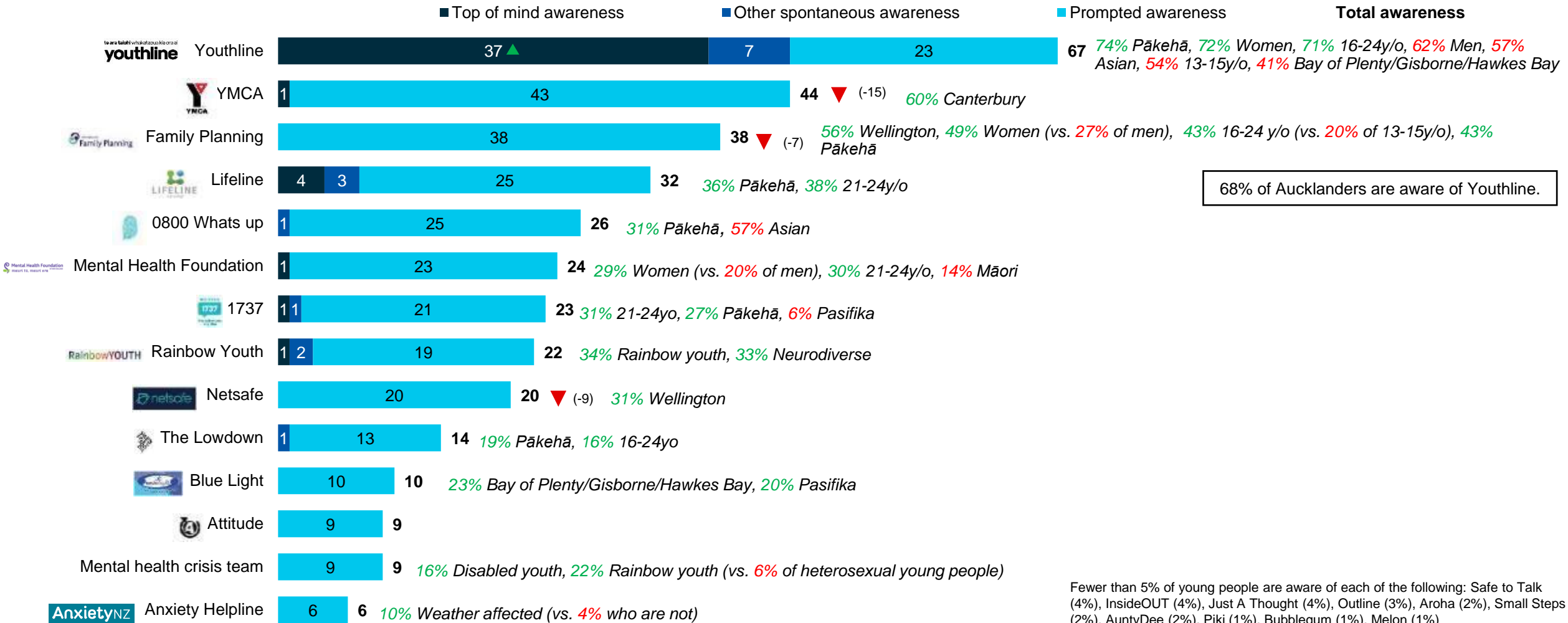


The role of support organisations

Changing lives.

Youthline continues to be the most well-known support organisation for young people. In fact, top of mind awareness has increased by 7pts since 2021 (37%, up from 30%).

Awareness of youth support organisations and resources



68% of Aucklanders are aware of Youthline.

Fewer than 5% of young people are aware of each of the following: Safe to Talk (4%), InsideOUT (4%), Just A Thought (4%), Outline (3%), Aroha (2%), Small Steps (2%), AuntyDee (2%), Piki (1%), Bubblegum (1%), Melon (1%)

(+/-) denotes the percentage point change since 2021

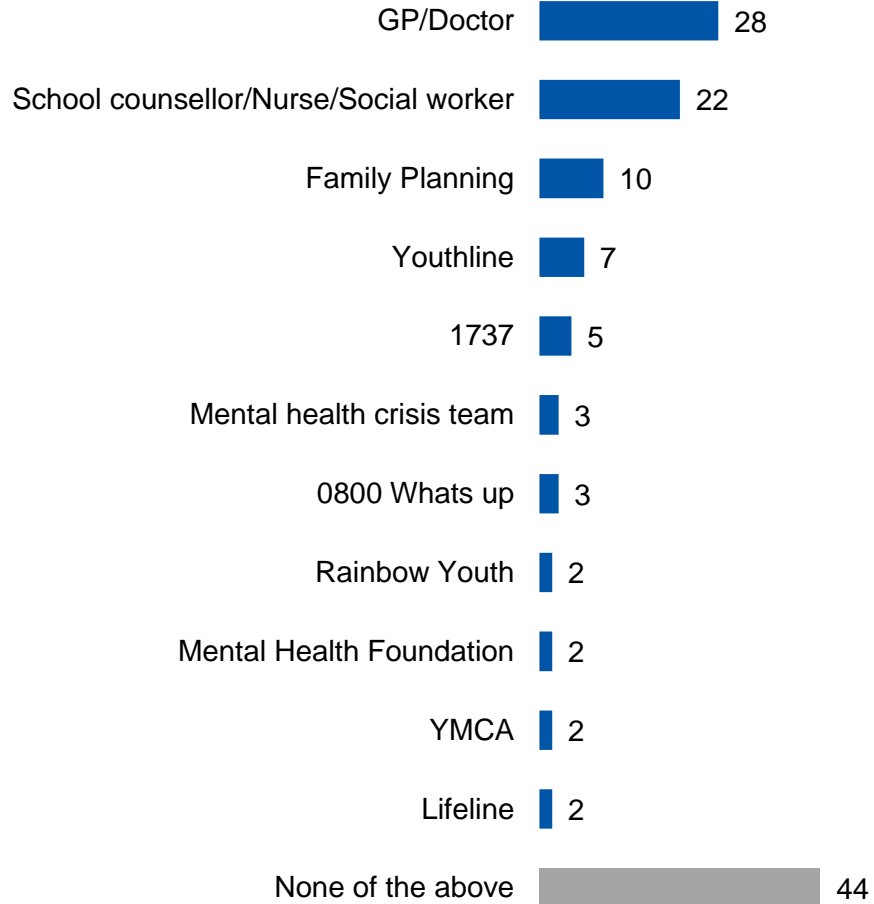
Q5. What organisations do you know that support young people?
Q6. Which of these organisations and resources that support young people have you heard of before?
Base: Total sample 2023 (n=550), 2021 (n=561).

▲ Significantly higher than previous period
▼ Significantly lower than previous period
XX/XX Significantly lower/higher than total

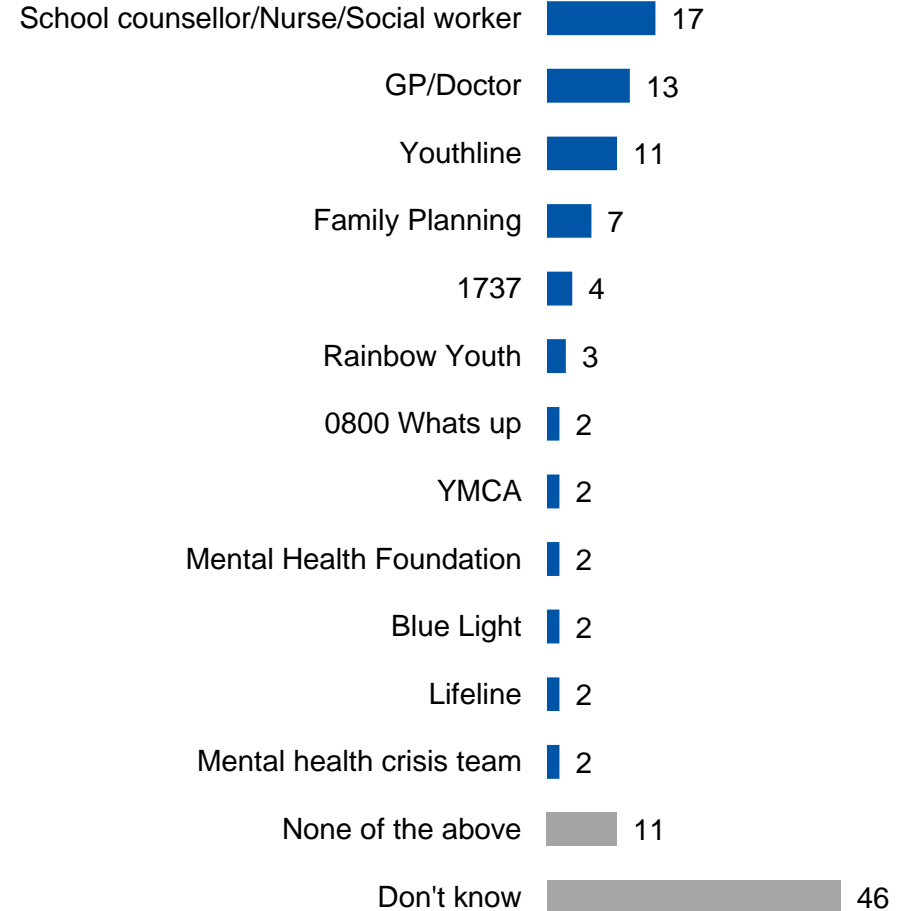
Overall, however, young people (aged 16-24) are more likely to have gone to a school counsellor/nurse/social worker or doctor for support, rather than an organisation. One in ten have contacted or have friends who have contacted Youthline before.

Contacting support organisations (among 16-24 year olds)

Who have you contacted before?



Who have your friends contacted before?



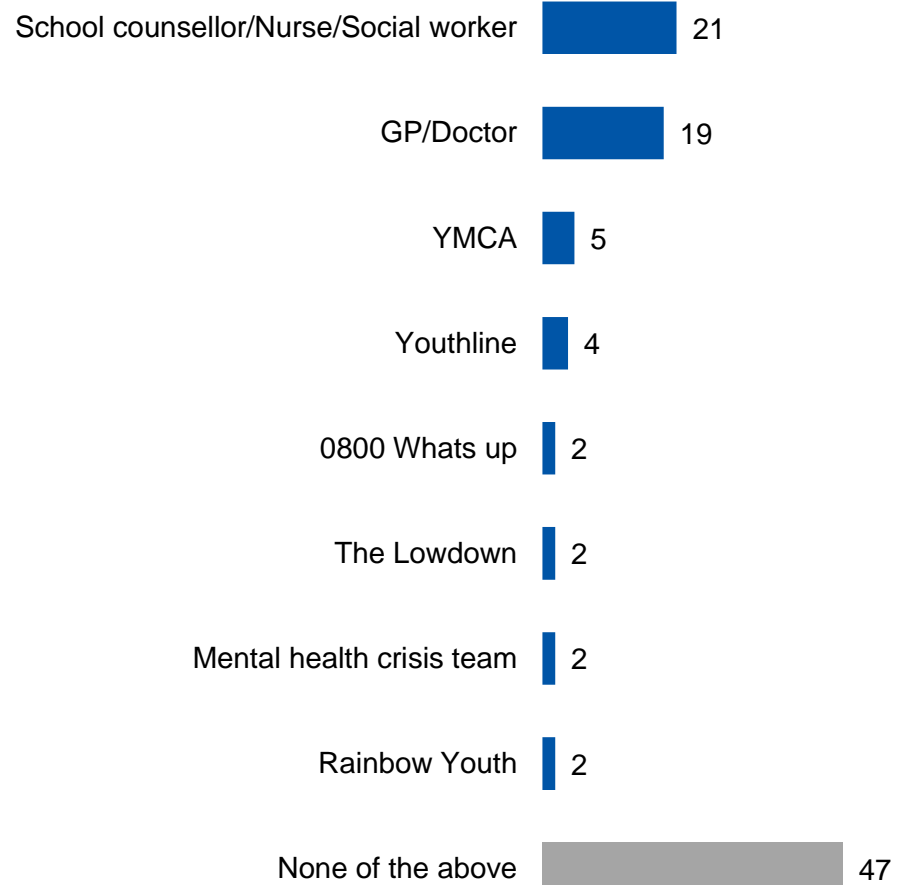
Note: Support organisations selected by less than 2% are not shown in charts

Q7. Which of the following support organisations have you ever contacted before?
Q8. And which of the following support organisations do you know your friends have contacted before?
Base: 16-24yo (n=400).

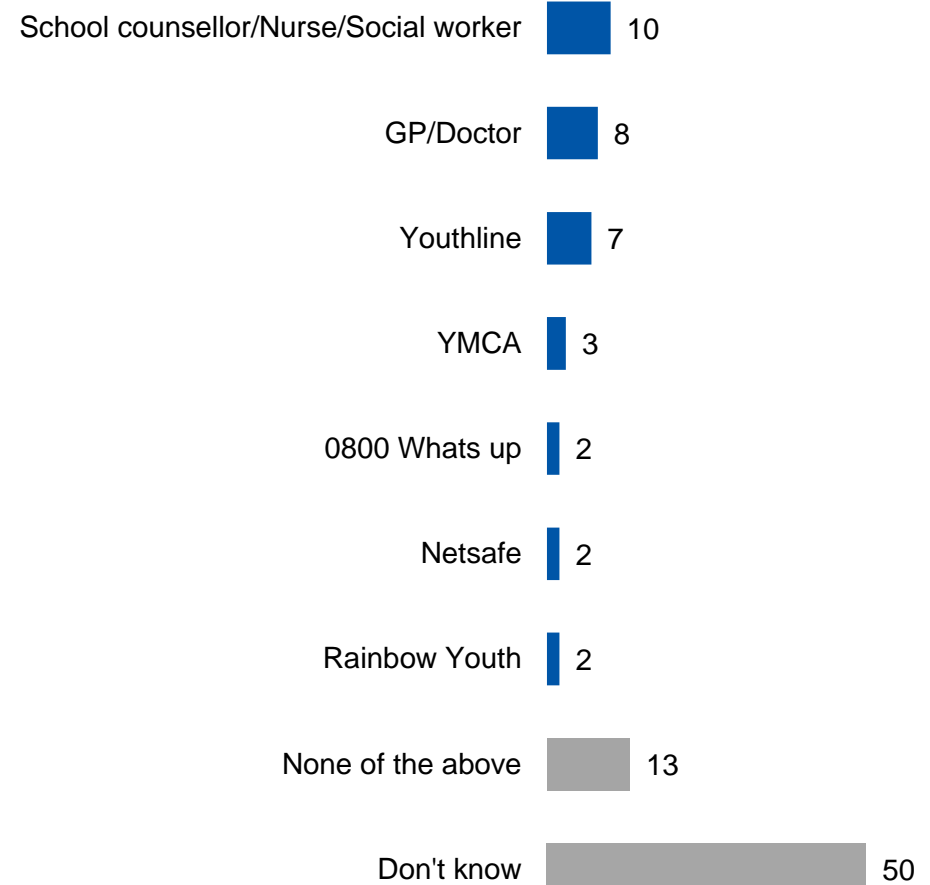
Similarly, young teens are more likely to have gone to a school counsellor/nurse/social worker or doctor for support than a support organisation.

Contacting support organisations (among 13-15 year olds)

Who have you contacted before?



Who have your friends contacted before?



Note: Support organisations selected by less than 2% are not shown in charts

Q7. Which of the following support organisations have you ever contacted before?

Q8. And which of the following support organisations do you know your friends have contacted before?

Base: 13-15yo (n=150).

Rainbow youth and neurodiverse young people are more likely than others to have sought support from a range of channels.

Support seeking among key groups

(+/-) denotes the percentage point change since 2021

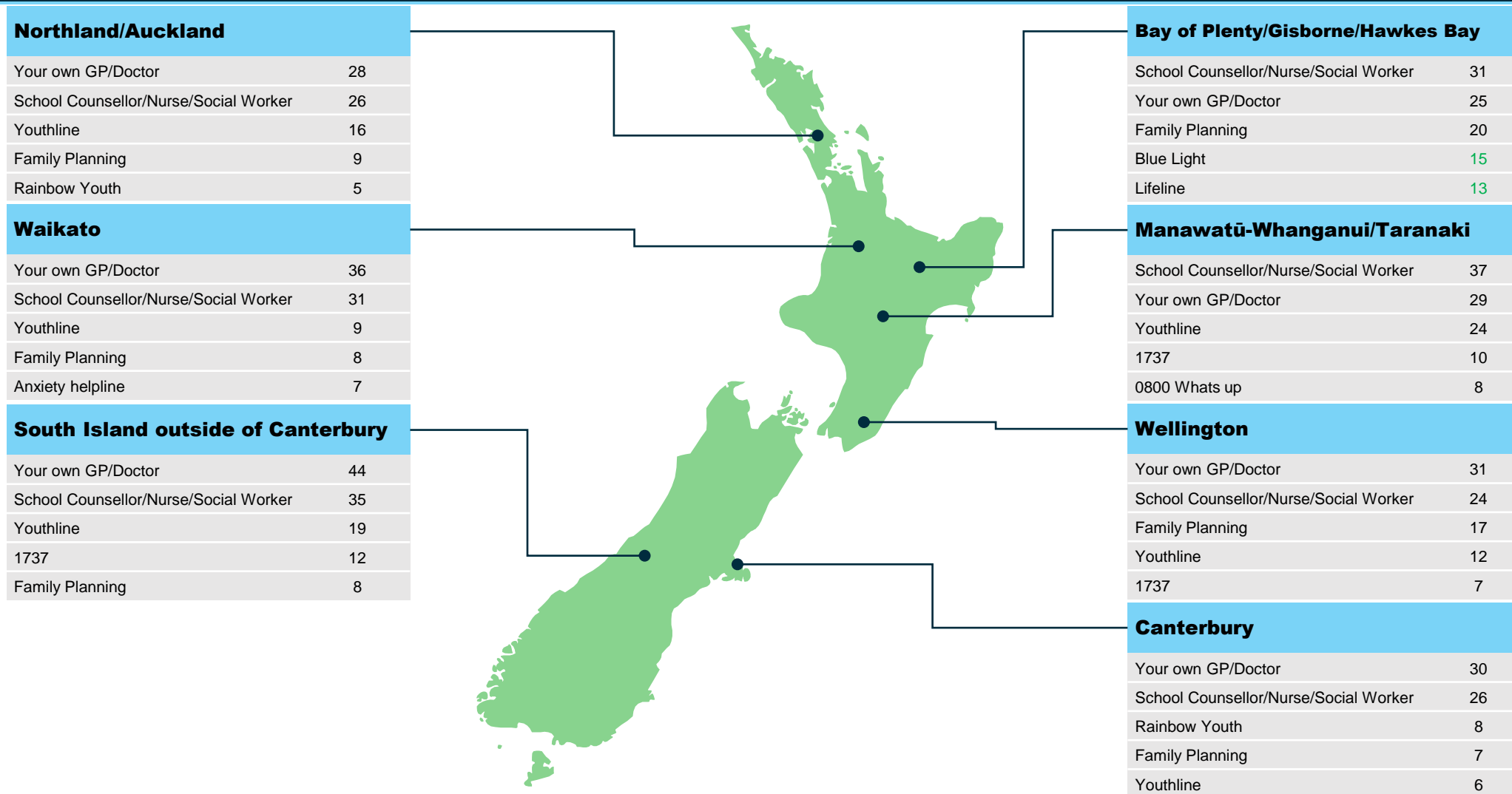
	13-15 years	16-20 years	21-24 years	Physical disability	Neuro-diverse	Rainbow youth	Pākehā	Māori	Pasifika	Asian youth
Your own GP/Doctor 31	24%	34%	32%	45%	53%	42%	35%	26%	26%	24%
School Counsellor/Nurse/Social Worker 28	23%	33%	27%	36%	49%	42%	31%	29%	27%	20%
Youthline 13	10%	15%	14%	17%	13%	16%	11%	16%	16%	16%
Family Planning 10 ▼ (-7)	1%	7%	18%	13%	12%	20%	11%	13%	12%	2%
1737 6	1%	10%	7%	8%	16%	15%	7%	10%	1%	7%
0800 Whats up 5	3%	7%	3%	3%	8%	11%	6%	4%	4%	1%
YMCA 4 ▼ (-4)	5%	4%	3%	5%	4%	6%	3%	3%	6%	5%
Rainbow Youth 4	3%	4%	5%	8%	5%	12%	5%	1%	2%	5%
Lifeline 3 ▼ (-5)	1%	4%	3%	5%	5%	4%	2%	4%	4%	6%
Mental Health Foundation 3	<1%	3%	3%	3%	6%	5%	3%	1%	4%	3%
Mental health crisis team 3	2%	5%	2%	7%	12%	10%	4%	2%	-	1%
The Lowdown 2	3%	2%	2%	2%	4%	4%	2%	2%	1%	1%
Blue Light 2	2%	4%	1%	-	3%	3%	2%	3%	7%	-
Attitude 1 ▼ (-2)	-	2%	<1%	3%	2%	-	1%	-	-	1%
Just A Thought 1	-	1%	2%	5%	2%	2%	1%	1%	1%	2%
Netsafe 1	2%	1%	2%	2%	1%	2%	1%	1%	1%	3%
Anxiety Helpline 1	<1%	1%	2%	1%	2%	1%	1%	1%	4%	2%
None of these 47	50%	44%	48%	34%	27%	30%	49%	44%	46%	52%

Q7. Which of the following support organisations have you ever contacted before?, Q8. Which of the following support organisations do you know your friends have contacted before?, Base: Total sample (n=550), 13-15yo (n=150), 16-20yo (n=200), 21-24yo (n=200), Physical disability (n=61), Neurodiverse (n=86), Rainbow youth (n=79), Pākehā (n=299), Māori (n=134), Pasifika (n=80), Asian youths (n=153).

▼▲ Significantly lower | higher than 2021
XX/XX Significantly lower | higher than total

Top five places young people go to for support, by region.

Organisations contacted by self or friends among regions



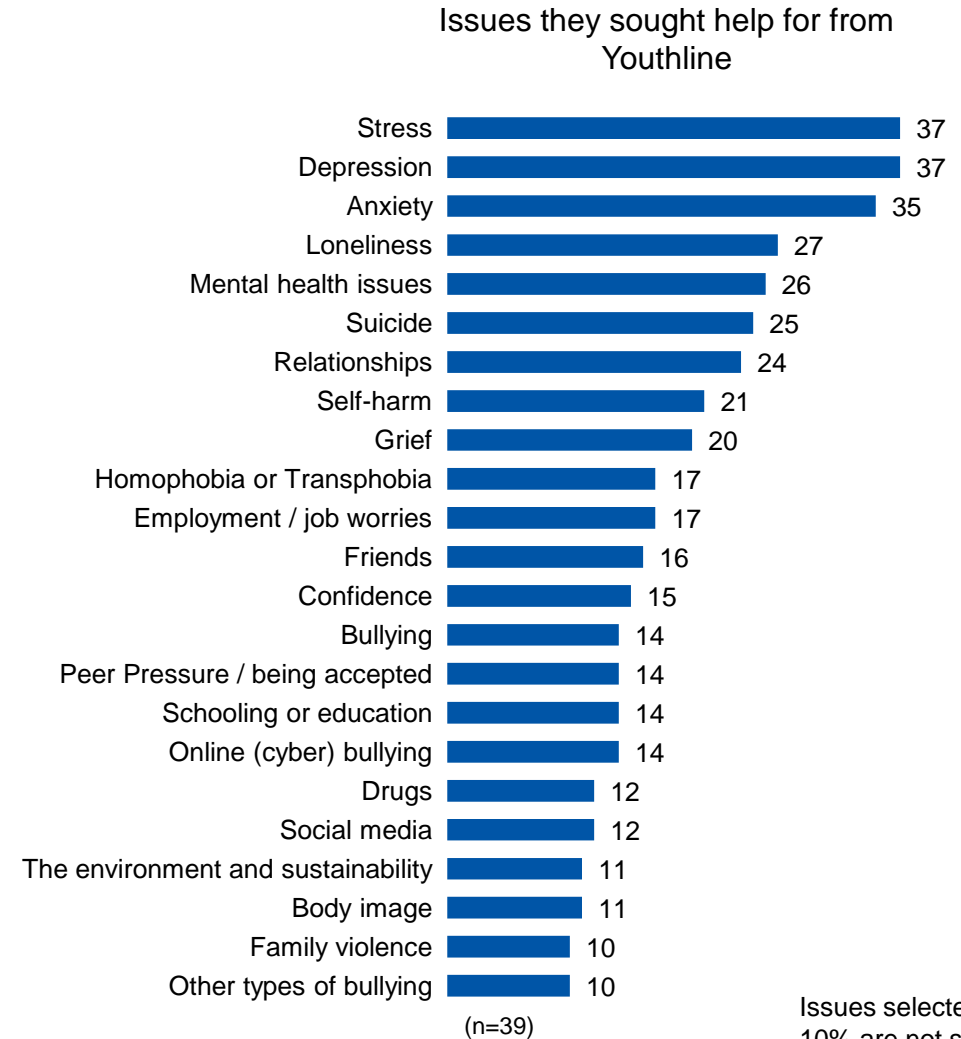
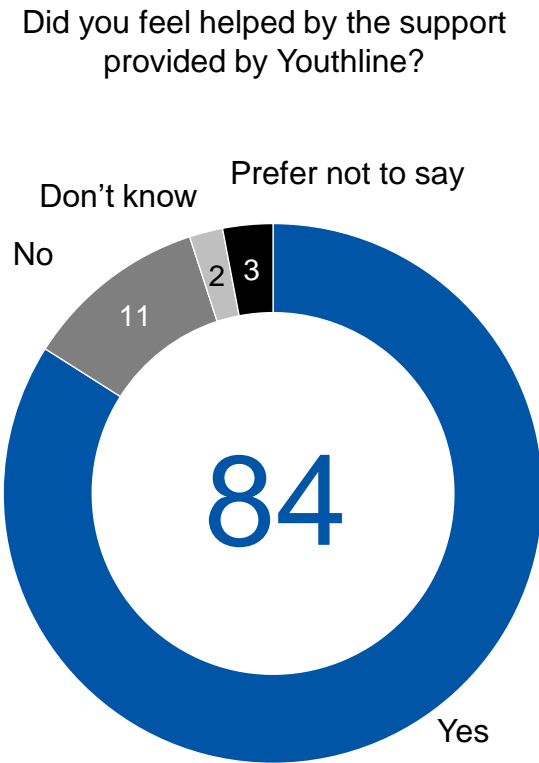
Q7. Which of the following support organisations have you ever contacted before?, Q8. Which of the following support organisations do you know your friends have contacted before?,

Base: Northland/Auckland (n=276), Waikato (n=36), Bay of Plenty/Gisborne/Hawkes Bay (n=39), Manawatū-Whanganui/Taranaki (n=37), Wellington (n=62), Canterbury (n=58), South Island excl. Canterbury (n=42).

XX/XX Significantly lower | higher than total

84% of young people who reached out to Youthline felt they were helped by the support they received, and one in ten did not. The most common reasons for contacting Youthline are stress, depression and anxiety. One in four approached Youthline because of suicide.

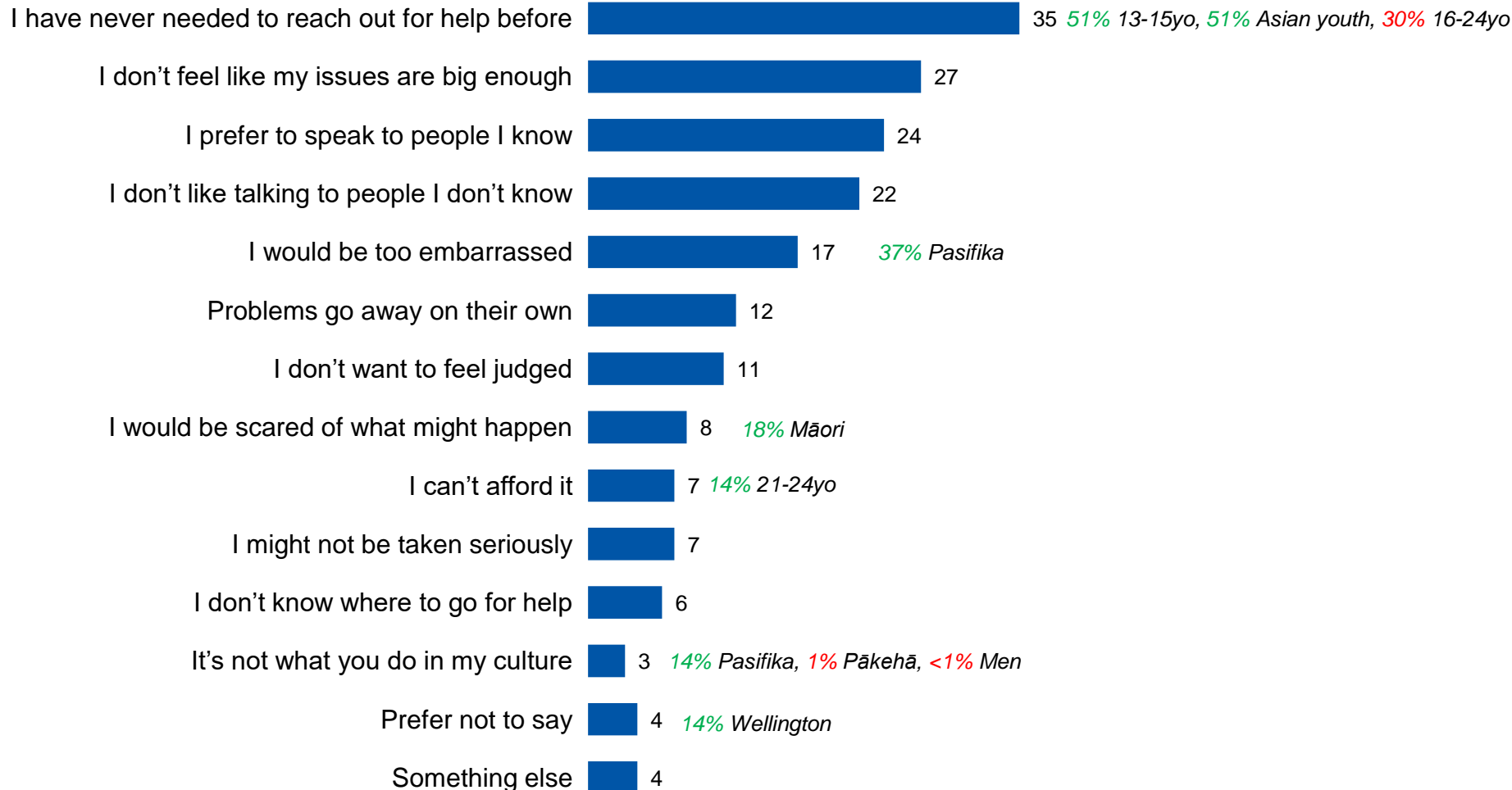
Youthline support



Issues selected by fewer than 10% are not shown in the chart.

Forty-five percent of young people have not reached out for support before. Aside from not feeling the need to seek help, the main reason is because they think their problems are too small. Just over one in ten Pasifika youth give cultural reasons for not seeking help, and for two in ten Māori there is a fear about what might happen.

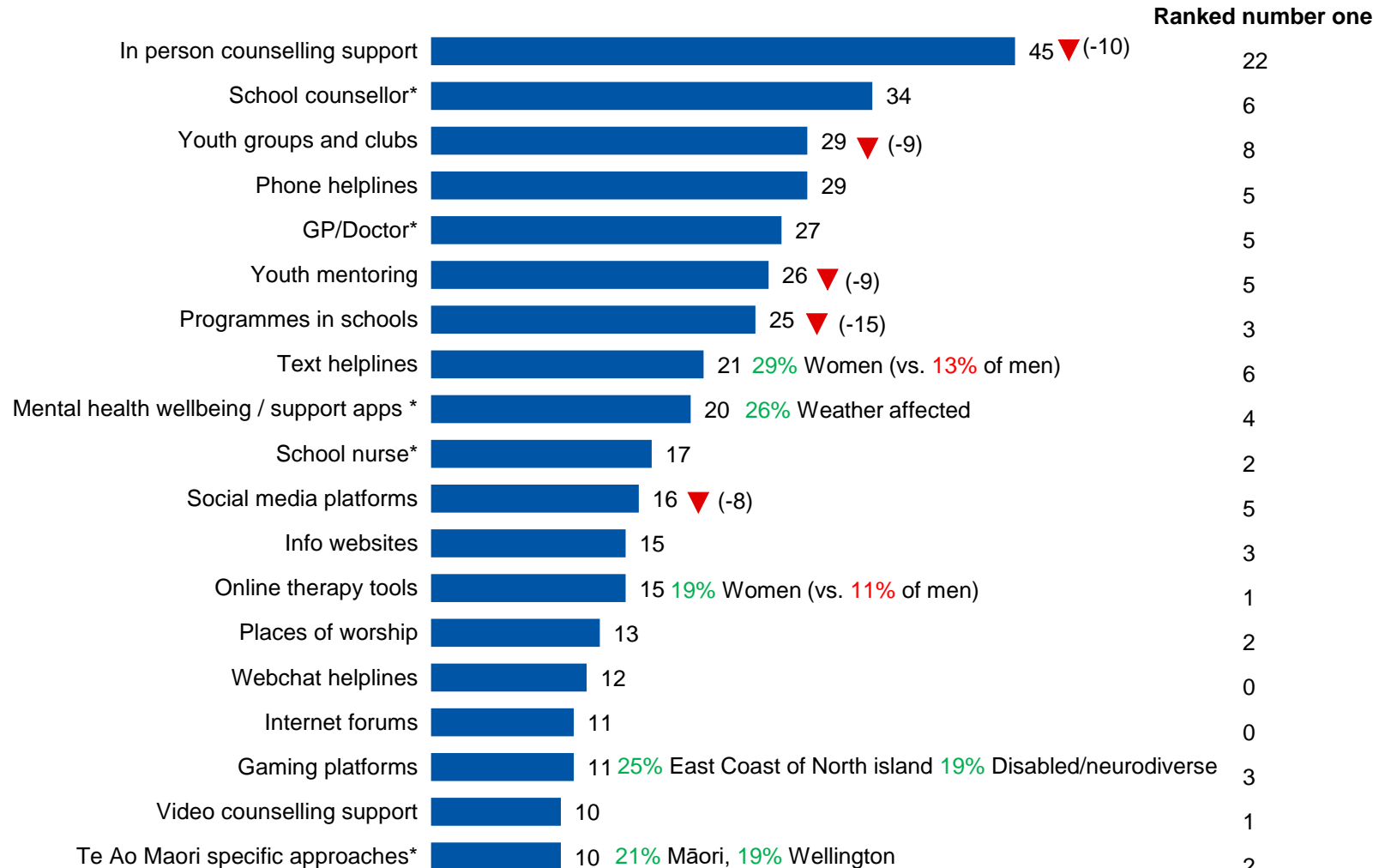
Reasons young people would not reach out for help



In person support remains the best way to provide support to young people; it is also important to ensure 13-15 year olds have access to school counsellors. One in five Māori think Te Ao Māori approaches provide the best support for young people.

Best support for young people

(+/-) denotes the percentage point change since 2021



13-15YO	
School counsellor	47
In person counselling support	34
Youth groups and clubs	28
GP/Doctor	28
Programmes in schools	27
School nurse	24
Phone helplines	22

16-24YO	
In person counselling support	49
Phone helplines	32
School counsellor	31
Youth groups and clubs	30
Youth mentoring	28
GP/Doctor	27
Programmes in schools	25

* Added in 2023

Support channels selected by fewer than 10% are not shown in the chart.

Note: additions to the question in 2023 may have impacted comparisons to 2021 so interpret significant changes with caution.

Q11. Outside of talking to friends/family, which of these do you think give the best support for young people? Q11b. Which one do you think gives the best support for young people?
Base: Total Sample (n=550)

▼▲ Significantly lower | higher than 2021
XX/XX Significantly lower | higher than total

Youths rank in person counselling as giving the best support for young people.



In their words ...

In person counselling support (22%)

“Because you get to speak face to face with someone. I understand that it may be bare to open up in person, but I think you are more likely to implement changes and listen when faced with a real person”

– 21-24yo Other ethnicity woman, Northland

“They are able to develop a deeper relationship and understand each other better, more comfortable in person and easier to communicate and read body language”

– 21-24yo Asian woman, Auckland

“Because face to face develops more of a trust bond with that someone to allow you to feel comfortable to be more open with them”

– 13-15yo Pākehā Māori man, Auckland

“Nothing beats in person sessions”

– 18-20yo Pākehā woman, Taranaki

“Because it helps to have someone who doesn't judge listen to my problems and think of ways to help”

– 18-20 Māori woman, Canterbury

“It deals specifically with at risk youth”

– 21-24yo Pasifika woman, Auckland

Youth groups and clubs (8%)

“Gives a sense of community and belonging that can often make friendships and gives a teenager a purpose and something to look forward to which is massive in terms of mental health for a young person, extracurriculars are key to a schoolkid being happy”

– 16-17yo Pākehā man, Waikato

“Because you can talk to other people the same age going through the same things as you”

– 13-15yo Māori woman, Auckland

“Because it teaches us how to be kids and learn new tools to deal with current issues”

– 13-15yo Pasifika woman, Auckland

“Because there are people around who can help you out and lots of people that you'll be able to make friends with and talk to about your problems if you don't feel comfortable talking to one of the adults”

– 16-17yo Pākehā woman, Taranaki

“Gives them a purpose and brings joy to their life”

– 21-24yo Māori, Pasifika and Pākehā woman, Wellington

School counsellor (6%)

“It is a regular service that youth can be assured its confidential. They can go regularly and see the same person every time, to help work through things”

– 18-20yo Pākehā woman, Auckland

“Community by face to face feels better and school is a safe place”

– 13-15yo Asian man, Bay of Plenty

“Because it's accessible”

– 13-15yo Other ethnicity woman, Canterbury

Text helplines (6%)

“More convenient, I feel like I can contact them anytime of the day when I REALLY need to talk to someone for support. Less pressure for time to be present which can be difficult for my depression and anxiety”

– 21-24yo Pākehā Asian woman, West Coast

“Easy and don't have to talk”

– 18-20yo Pākehā Māori man, Manawatū-Whanganui

“Private, familiar and easy to express”

– 16-17yo Pasifika man, Auckland

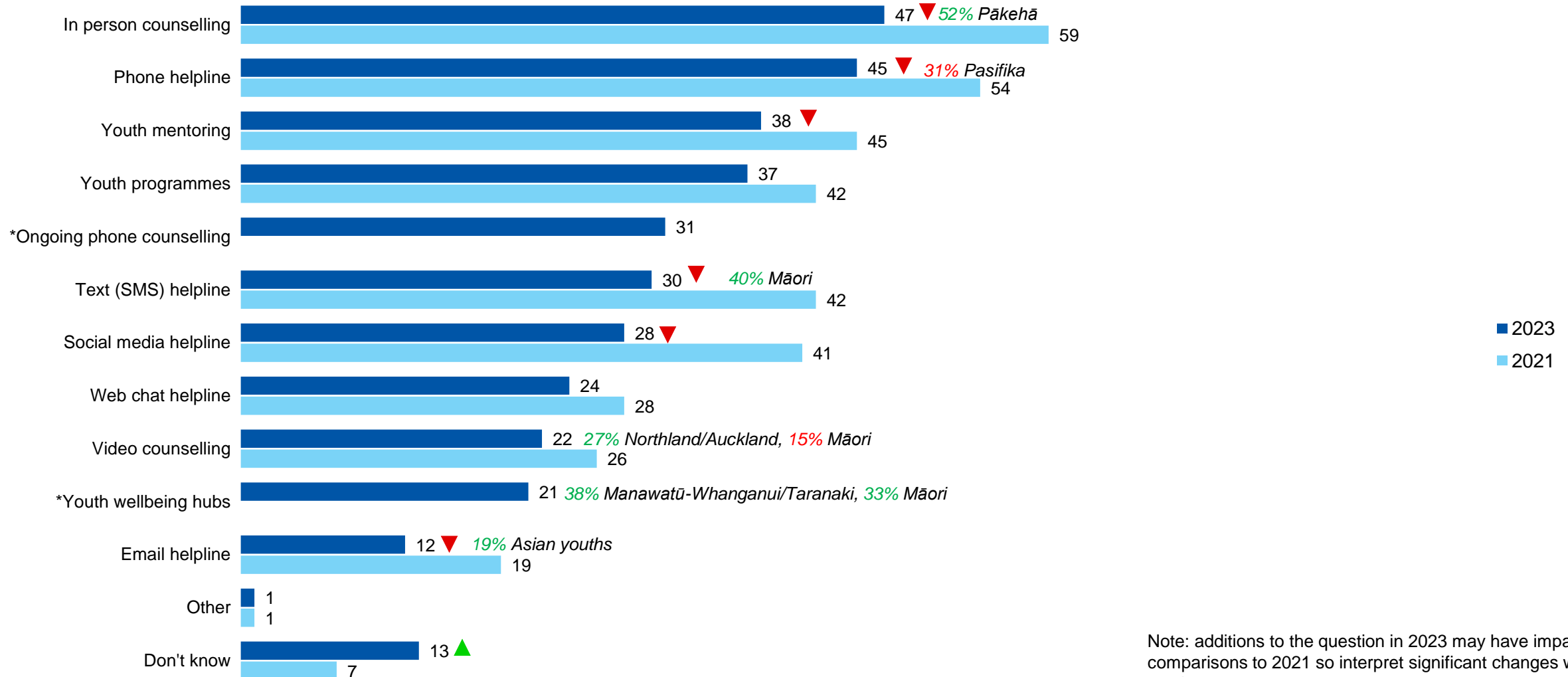


Focus on Youthline

Changing lives.

In person counselling and phone helplines are still top choices for what Youthline should be offering. One in three young people think Youthline should offer ongoing phone counselling. Youth wellbeing hubs are most favourable among Māori and those living in Manawatū-Whanganui/ Taranaki regions.

What should Youthline offer?



Note: additions to the question in 2023 may have impacted comparisons to 2021 so interpret significant changes with caution.

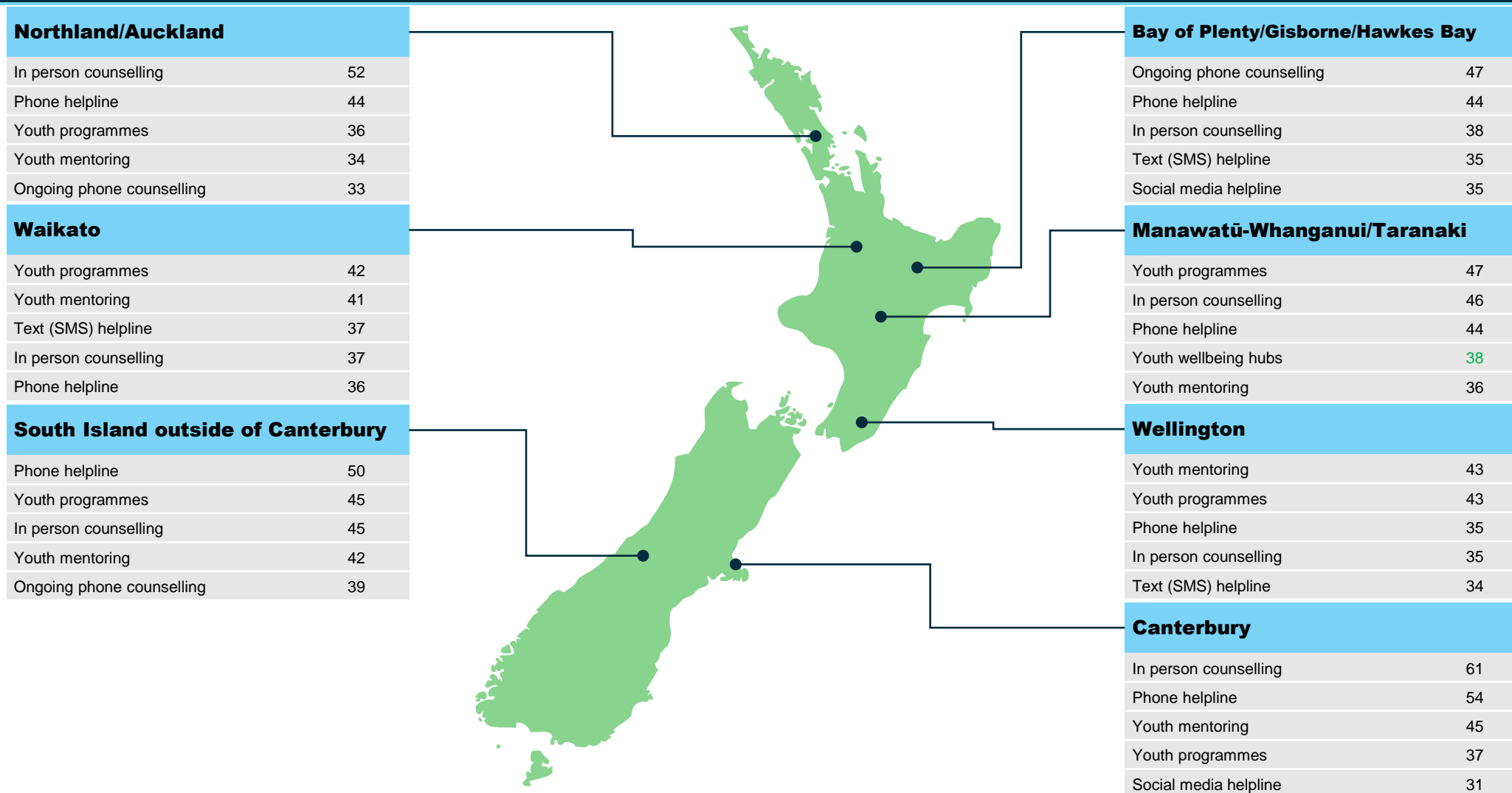
*added in 2023

YL1: What are the types of support Youthline should be offering young people? Please select up to five.
Base: Total sample 2023 (n=561), 2021 (n=550)

▲ Significantly higher than 2021
▼ Significantly lower than 2021
XX/XX Significantly lower/higher than total

Top five types of support Youthline should offer, by region.

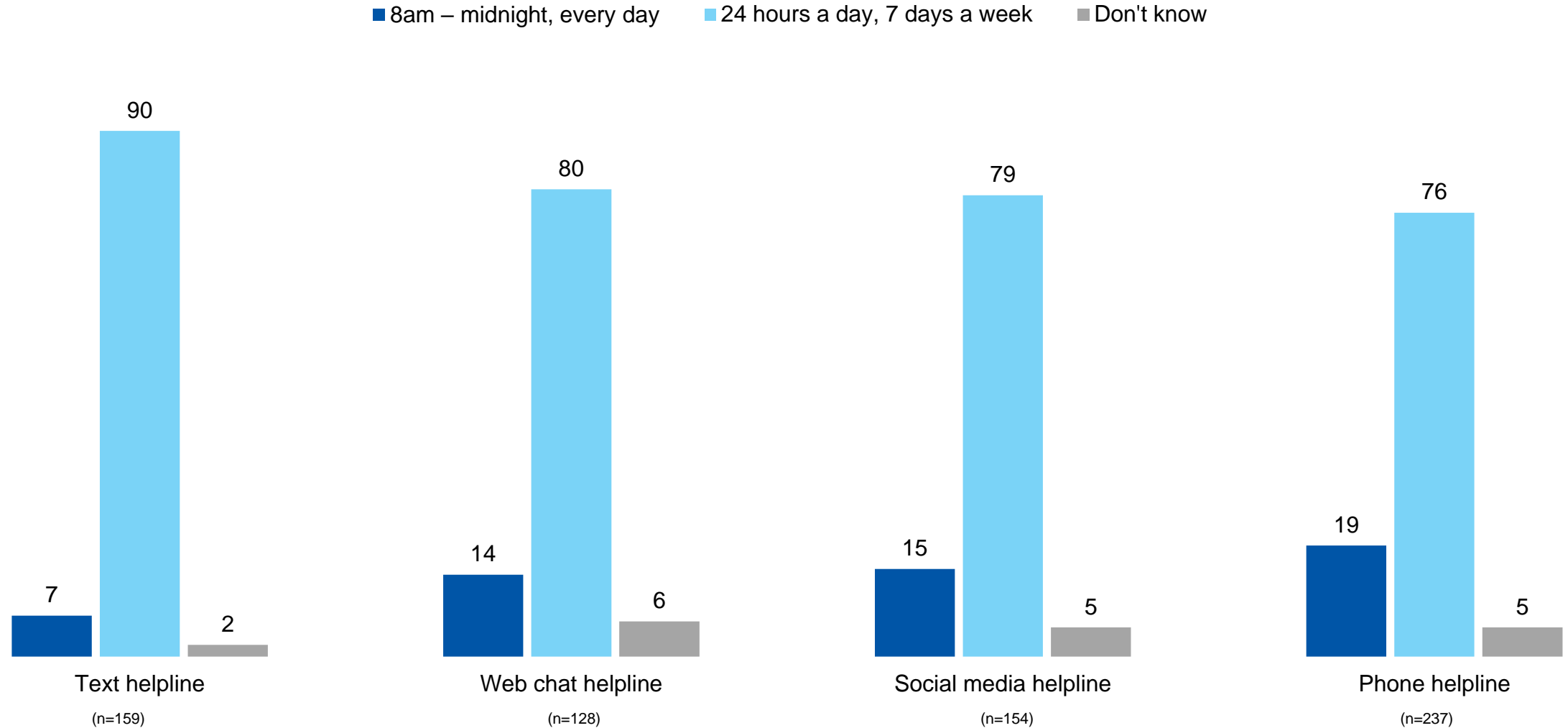
What should Youthline offer among regions



YL1: What are the types of support Youthline should be offering young people? Please select up to five.
 Base: Northland/Auckland (n=276), Waikato (n=36), Bay of Plenty/Gisborne/Hawkes Bay (n=39), Manawatū-Whanganui/Taranaki (n=37), Wellington (n=62), Canterbury (n=58), South Island excl. Canterbury (n=42).

There is a strong mandate for Youthline to provide round the clock support, regardless of the type of helpline. Out of the four, phone helplines are the most popular and one in five young people who think they are a good support channel would be happy if they were offered 8am-midnight.

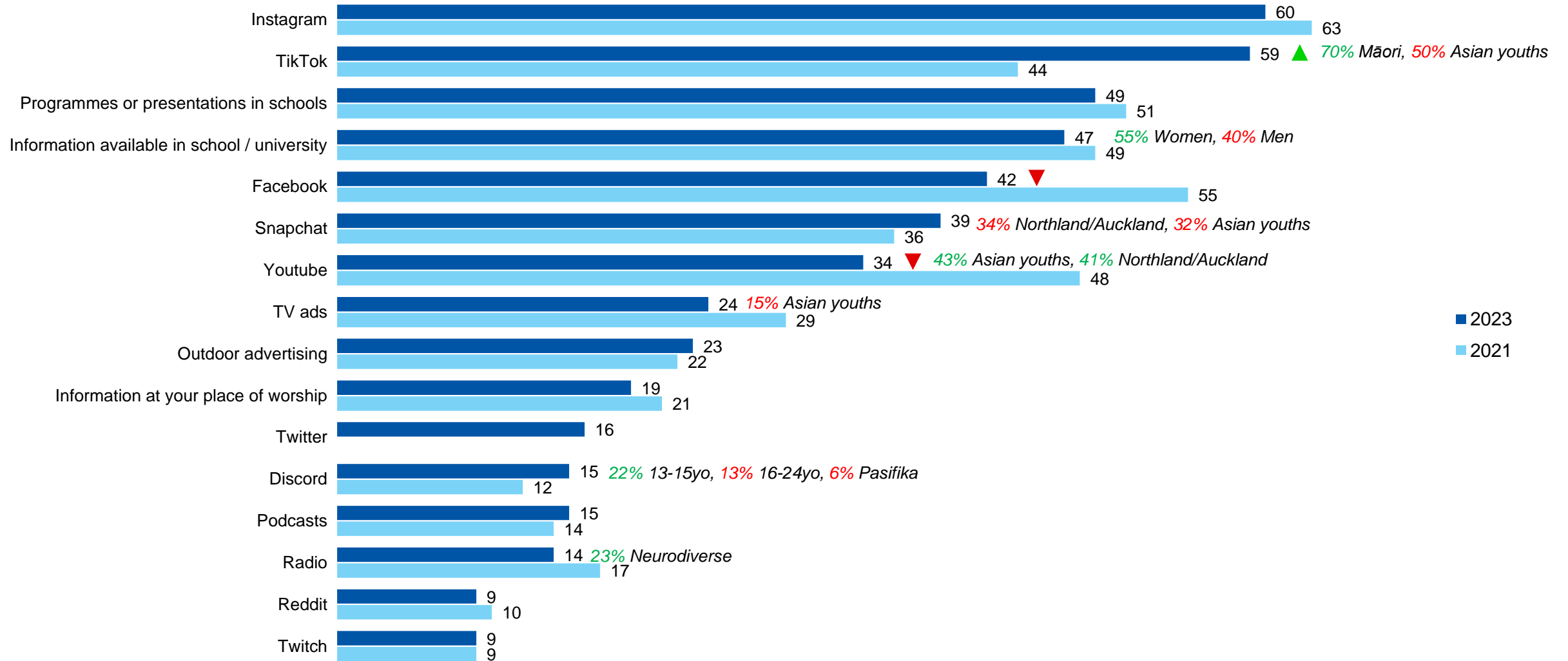
Helpline availability



YL10. For each helpline below, please select when you think it should be available.
Base: Young people who think each helpline should be offered by Youthline. Base under each chart

Social media remains the best channel for Youthline to reach young people, in fact, since 2021 TikTok has increased in popularity and is now on par with Instagram. However, Facebook and YouTube have both declined. Schools and universities are also important channels.

Best channels to reach young people



*new suggestions added in 2023

YL2 What are the best ways Youthline can reach out to young people to let them know what they can help with?
Base: Total sample (n=550).

▲ Significantly higher than 2021
▼ Significantly lower than 2021
XX/XX Significantly lower/higher than total

Across the different cohorts, young people want Youthline to reach them via schools and/or universities, and through various social media channels. TikTok and Instagram are the two top for all groups of interest.

Best channels to reach young people among groups of interest

13-15YO

1. Tik Tok	60
2. Instagram	54
3. Programmes or presentations in schools	49
4. Snapchat	47
5. Information available in school / university	40

Disabled youth

Physical	
1. Instagram	55
2. Tik Tok	54
3. YouTube	38
4. Snapchat	37
5. Programmes or presentations in schools	31
Neurodiverse	
1. Tik Tok	67
2. Instagram	65
3. Programmes or presentations in schools	52
4. Information available in school / university	52
5. Facebook	48

Pākehā

1. Instagram	62
2. Tik Tok	59
3. Programmes or presentations in schools	52
4. Information available in school / university	50
5. Facebook	42

Māori

1. Tik Tok	70
2. Instagram	57
3. Programmes or presentations in schools	48
4. Facebook	46
5. Snapchat	44

16-24YO

1. Instagram	62
2. Tik Tok	58
3. Facebook	44
4. YouTube	34
5. TV Ads	25

Rainbow youth

1. Instagram	69
2. Tik Tok	63
3. Information available in school / university	52
4. Programmes or presentations in schools	44
5. Facebook	41

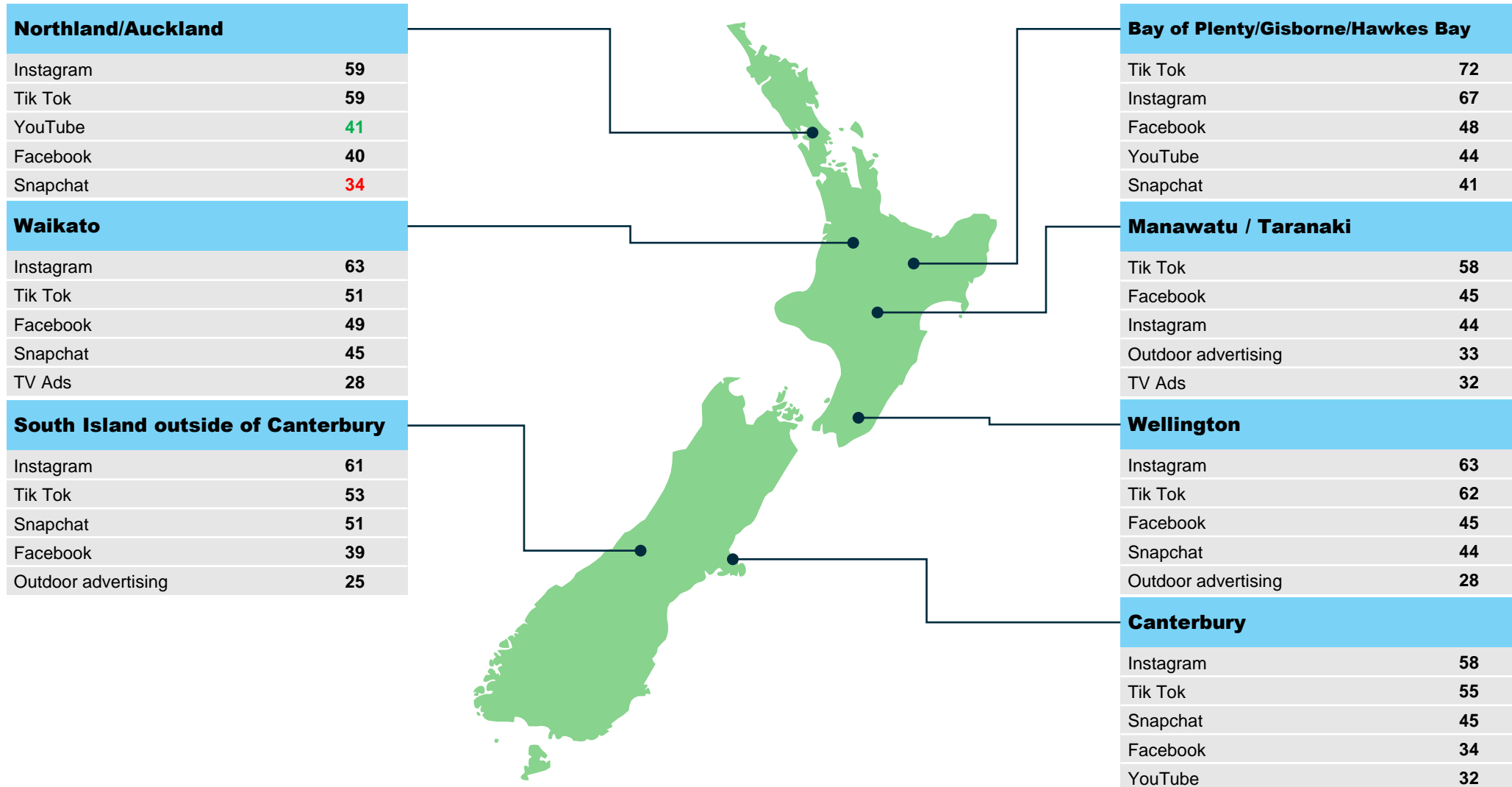
Pasifika

1. Instagram	63
2. Tik Tok	61
3. Programmes or presentations in schools	48
4. Information available in school / university	44
5. Snapchat	43

Asian youths

1. Instagram	53
2. Tik Tok	50
3. Information available in school / university	49
4. YouTube	43
5. Programmes or presentations in schools	42

Best channels to reach young people among regions

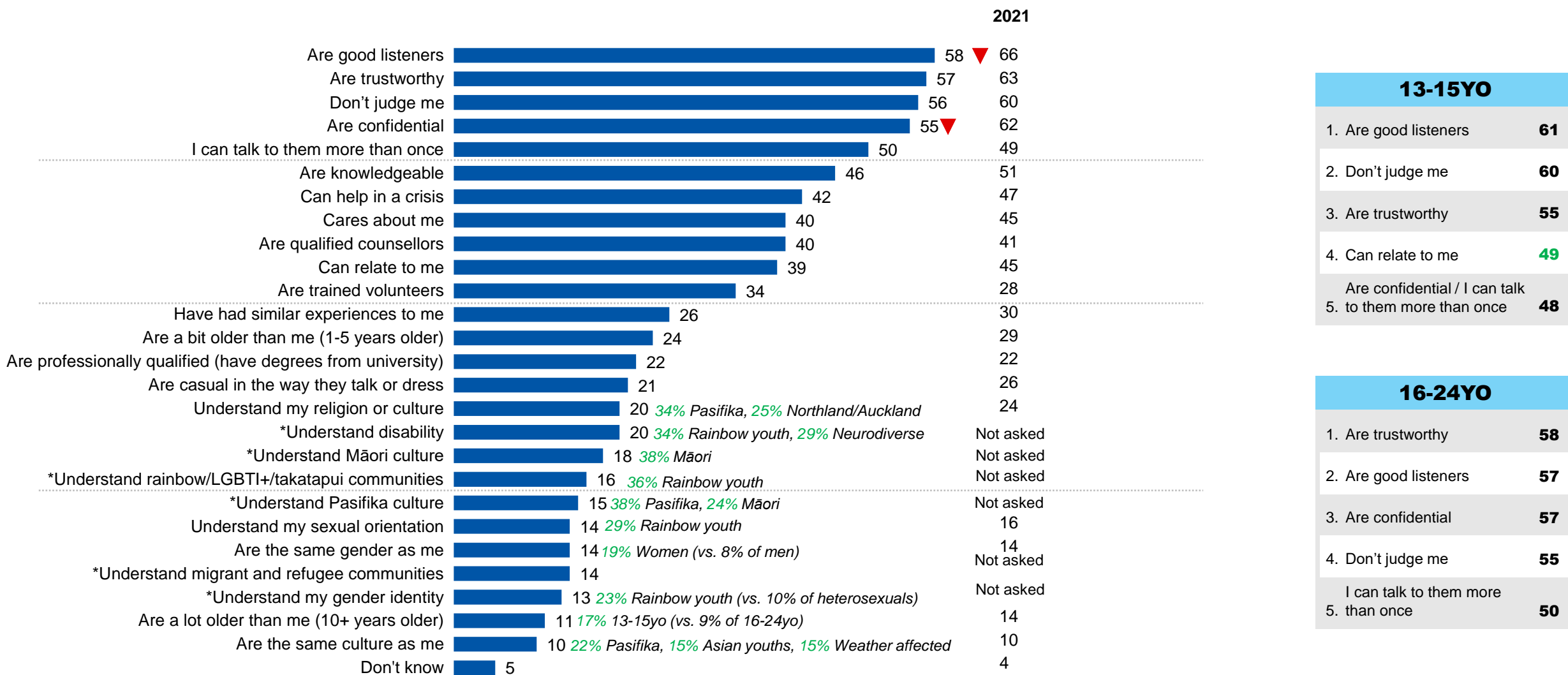


YL2: What are the best ways Youthline can reach out to young people to let them know what they can help with?
Base: Total sample (N=550), Northland/Auckland (n=276), Waikato (n=36), Bay of Plenty/Gisborne/Hawkes Bay (n=39), Manawatu-Whanganui/Taranaki (n=37), Wellington (n=62), Canterbury (n=58), South Island excl. Canterbury (n=42).

XX/XX Significantly lower | higher than total

Good listening, no judgement, trustworthiness and confidentiality are still the top 4 most important traits in people who work in a support organisation like Youthline. Half of young people think it is important that they can talk to the same person more than once. While understanding of specific cultures and communities are further down the list of what's important for organisations like Youthline to have, they are more important to the young people within those groups.

Important characteristics of the people in a support organisation like Youthline



*new suggestions added in 2023

YL8: Think about the people who would work for an organisation like Youthline. What do you think is most important in the people who you would talk to?
Base: Total sample (N=550); 13-15yo (n=150), 16-24yo (n=400).

▼▲ Significantly lower | higher than 2021
xx/xx Significantly lower | higher than total

Top five characteristics people in Youthline should have, among key groups of interest.

Important characteristics of the people in a support organisation like Youthline among groups of interest

Physically disabled	Rainbow youth	Pākehā	Māori	Pasifika	Asian youths
1. Are trustworthy 47	1. Are good listeners 56	1. Are good listeners 62	1. Don't judge me 61	1. Are good listeners 58	1. Are confidential 54
2. Are confidential 42	2. Don't judge me 55	2. Are trustworthy 62	2. Are confidential 60	2. Don't judge me 56	2. Are good listeners 49
3. Are good listeners 41	3. I can talk to them more than once 54	3. Don't judge me 60	3. Are trustworthy 57	3. Are trustworthy 49	3. Are trustworthy 47
4. Are knowledgeable 40	4. Are trustworthy 51	4. Are confidential 59	4. Are good listeners 55	4. Are confidential 41	4. Don't judge me 46
5. Don't judge me 39	5. Are confidential 49	5. I can talk to them more than once 57	5. I can talk to them more than once 53	5. Are knowledgeable 41	5. Are qualified counsellors 43
Neurodiverse					
1. Don't judge me 65					
2. I can talk to them more than once 65					
3. Are good listeners 63					
4. Are trustworthy 60					
5. Can help in a crisis 60					

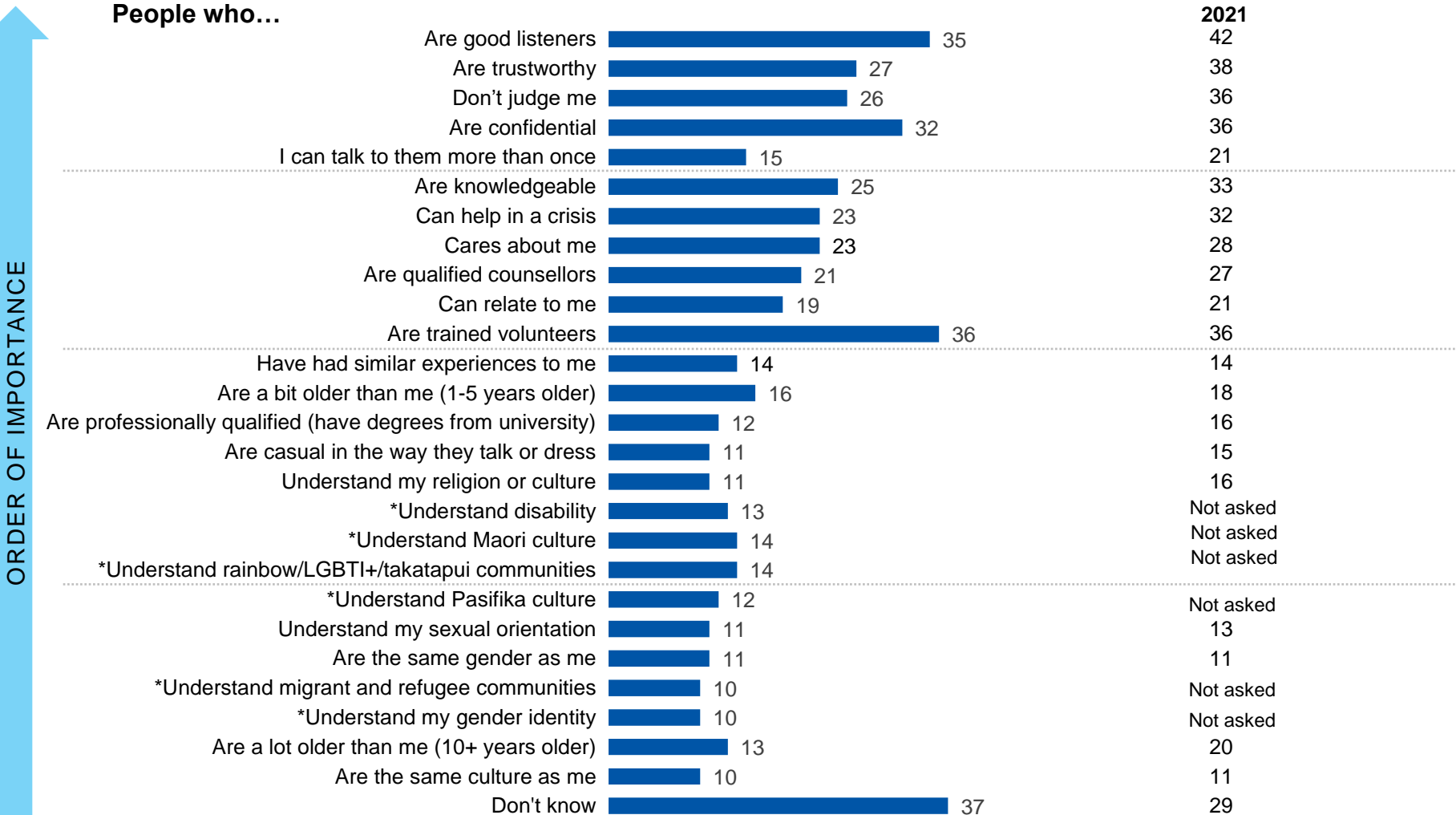


YL8: Think about the people who would work for an organisation like Youthline. What do you think is most important in the people who you would talk to?
Base: Disabled youth (n=129), Rainbow youth (n=79), Pākehā (n=299), Māori (n=134), Pasifika (n=80), Asian youth (n=153).

XX/XX Significantly lower | higher than total

Most important is that Youthline's people are good listeners, and one in three believe Youthline deliver on this.

Characteristics Youthline's people are perceived to have



ORDER OF IMPORTANCE

TOP 5 FOR AGE SUBGROUPS:

13-15YO

1. Are good listeners **31**
2. Are trained volunteers **27**
3. Are knowledgeable **26**
4. Don't judge me **25**
5. Are confidential **25**

16-24YO

1. Are trained volunteers **39**
2. Are good listeners **36**
3. Are confidential **34**
4. Are trustworthy **29**
5. Don't judge me / I can talk to them more than once **27**

*new suggestions added in 2023



Appendix

Changing lives.

Questionnaire amendments in 2023

Added

- Space for those who identified with another gender to type in their gender (following Stats NZ guidelines).
- A “prefer not to say” option for gender.
- A question for those living in Auckland, to specify which area they live in.
- Whether they had been personally affected by recent extreme weather events.
- A number of issues: Family violence, violence from others, online (cyber) bullying, other types of bullying, vaping and body image.
- Open-ended question about why social media is a big issue.
- Whether extreme weather events created or exacerbated issues.
- Extreme weather events and cultural expectations as potential stressors.
- A question delving into why they may not have reached to a support organisation for help before.
- A range of new suggestions that young people may attribute to organisations such as people who relate to youth, Māori, rainbow etc.
- An open-ended question asking about why they might not have felt helped by Youthline, and what Youthline could do better.
- A range of new options for methods that support young people such as online therapy tools, te ao Māori approaches, mental health computer games etc.

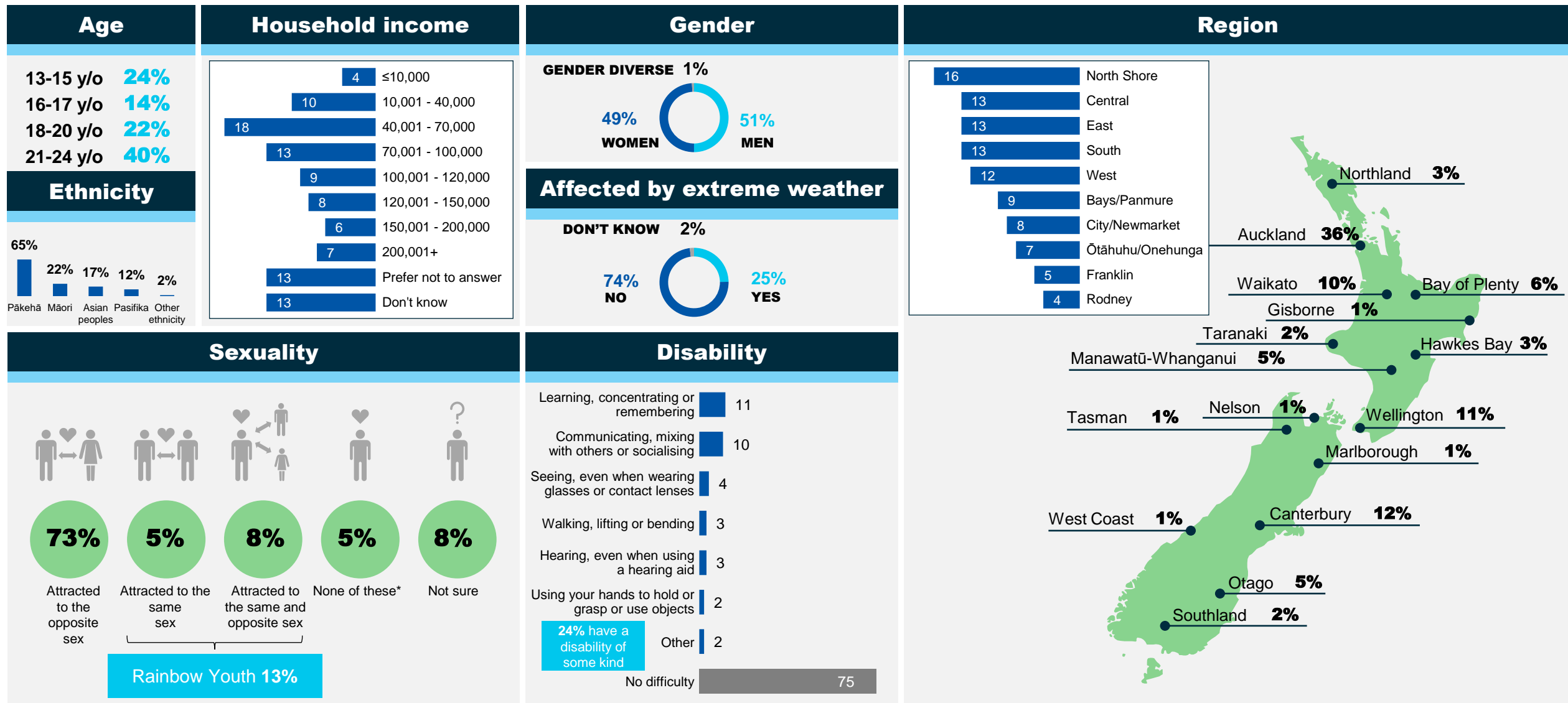
Changed

- From Pacific peoples ethnic label to Pasifika.
- From “homophobia” issue to discrimination as someone identifying as rainbow/LGBTI+/takatāpui.
- From COVID-19 to extreme weather events open-ended question about how extreme weather events make them feel stressed.
- From asking about youth support organisations to organisations and resources that support young people.
- From asking only about Youthline, to asking about each organisation in some questions.
- From “neither” to “none of these” for sexuality option.

Removed

- 8 organisations and resources that support young people and added 6 new ones.
- A question measuring views towards environmentally friendly support organisations.
- A question asking whether they were helped in the way they needed.
- A question asking about what other types of support Youthline should be offering young people.
- Questions asking what age they think Youthline offers to and should offer to.
- Questions asking whether Helpline is a good name for the 24/7 support service and what they like or dislike about the name.
- Options that it would be most important for Youthline workers to be youth workers, or the same age as the participant.
- “Chat via Webchat at youthline.co.nz”

Weighted sample profile



Questions: D1. Gender, D2. Age, D3. Region, D3a. Which area of Auckland do you live in?, D4. Ethnicity, HHIncome, Disability, Sexuality, Q1_2023. Have you been personally affected by the recent significant weather events in New Zealand? Data was post weighted to be representative of the NZ population aged 13-24 years on age, gender, region and ethnicity
 Base: Total sample (n=550).



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KANTAR PUBLIC

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