

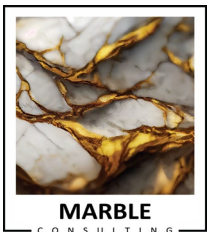
NEW ZEALANDERS' EXPERIENCE OF GRIEF, DEATH, AND OTHER LOSSES

National Grief Survey 2024

Results extrapolated to total population, 18+



Funeral Directors
ASSOCIATION OF NZ



APPROACH

General population survey N=1719 nationally representative 18+

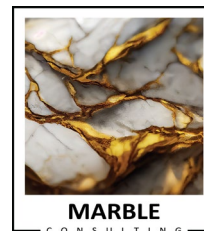
- N-1518 had at least one grief event in the last 2 years

Fieldwork run by Dynata

From 8th to 18th October 2024

GRIEF EVENTS

88% of New Zealand population
18+ experienced a grief event in the last 2 years

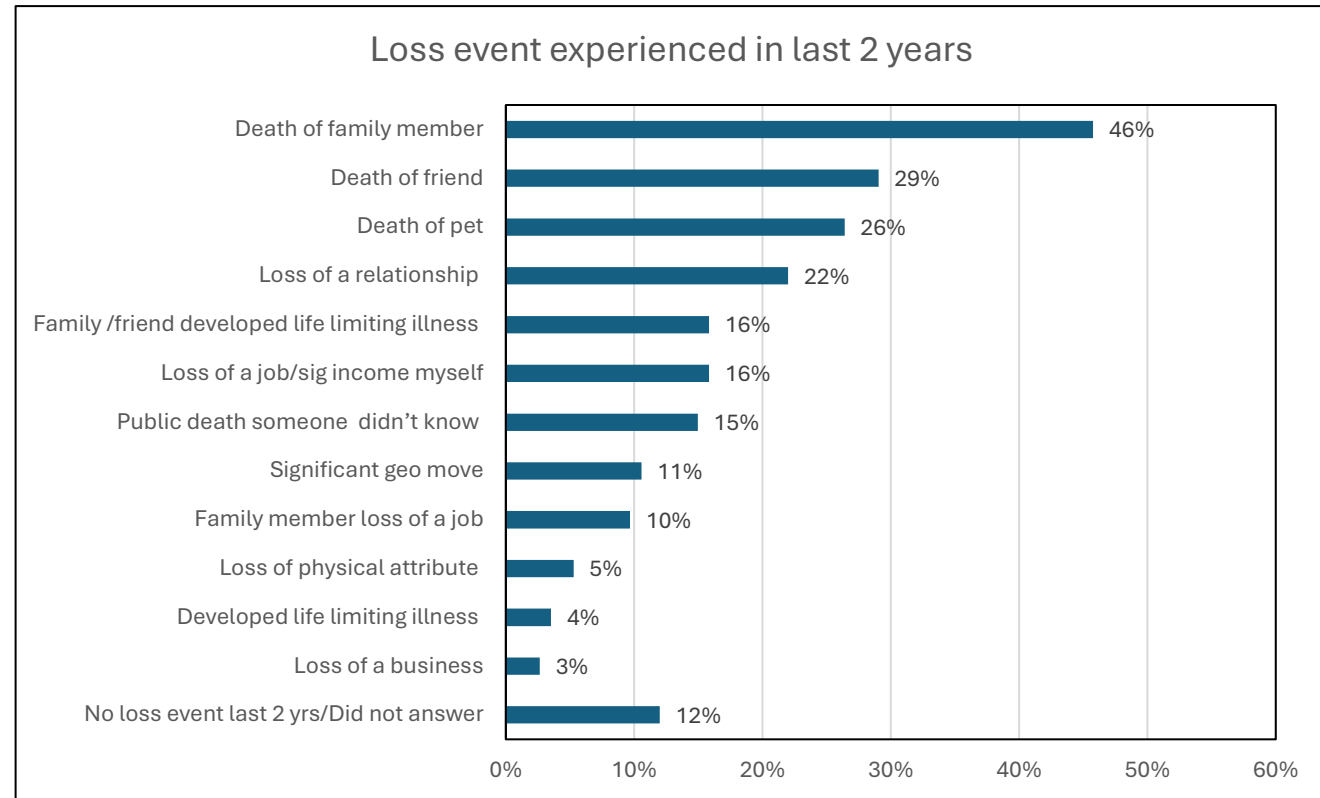


LOSS EVENTS IN LAST 2 YEARS

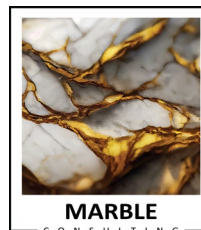
Most common is death of a family member or friend, followed by loss of a pet, then a relationship ending.

The older you are the more likely you've lost a friend, whereas younger ones have lost family members (eg grandparents)

Māori/Pacific Island lost more family members – most likely due to bigger family sizes. But also greater loss of a job, along with Asian population.



Sample: N=1719 18+

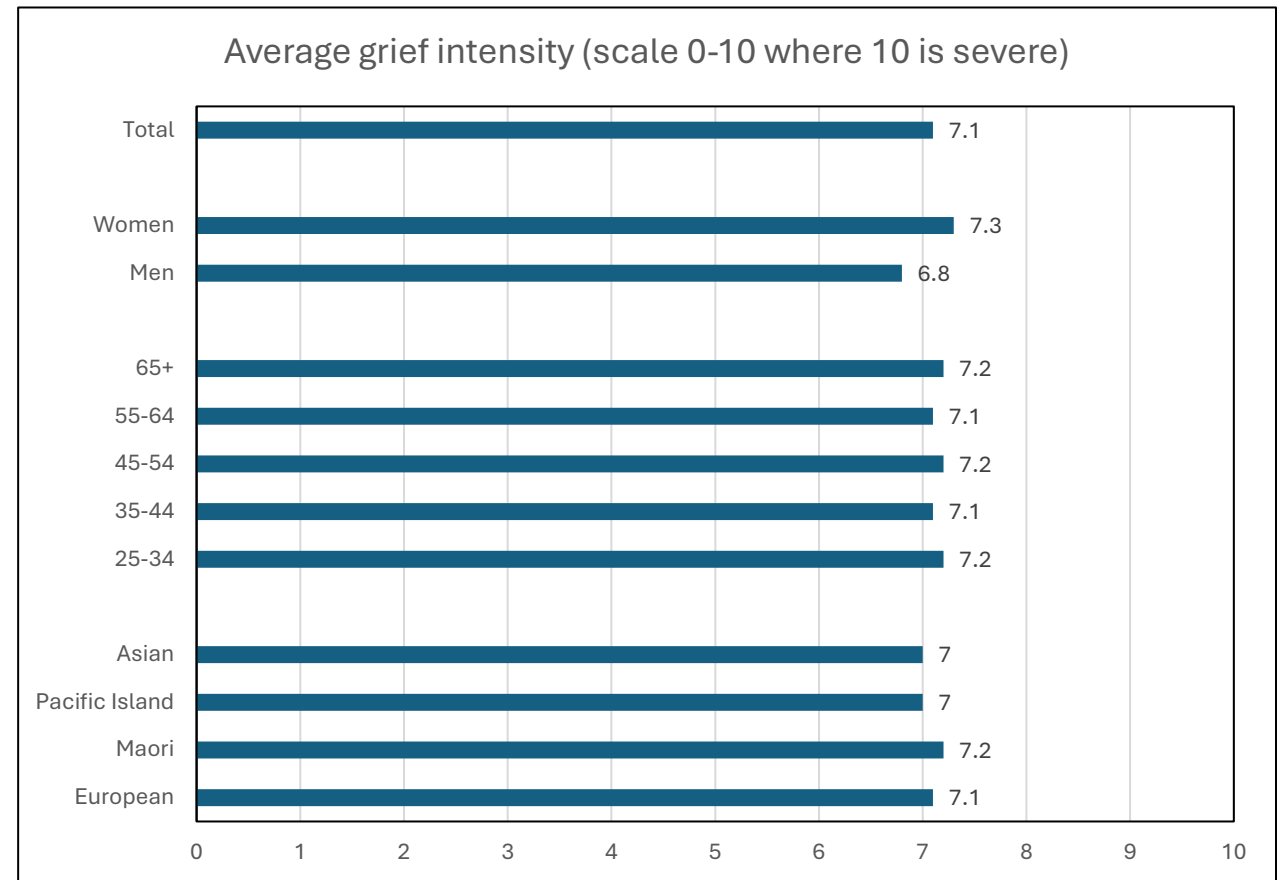


INTENSITY OF GRIEF BY DEMOGRAPHICS

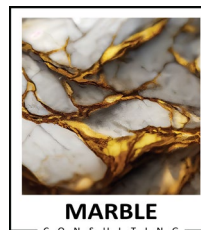
Overall women have more intense grief than men across loss events.

Older people grieve just as much as anyone else.

Māori have the highest average intense grief amongst different ethnic groups.



Sample: N=1719 18+



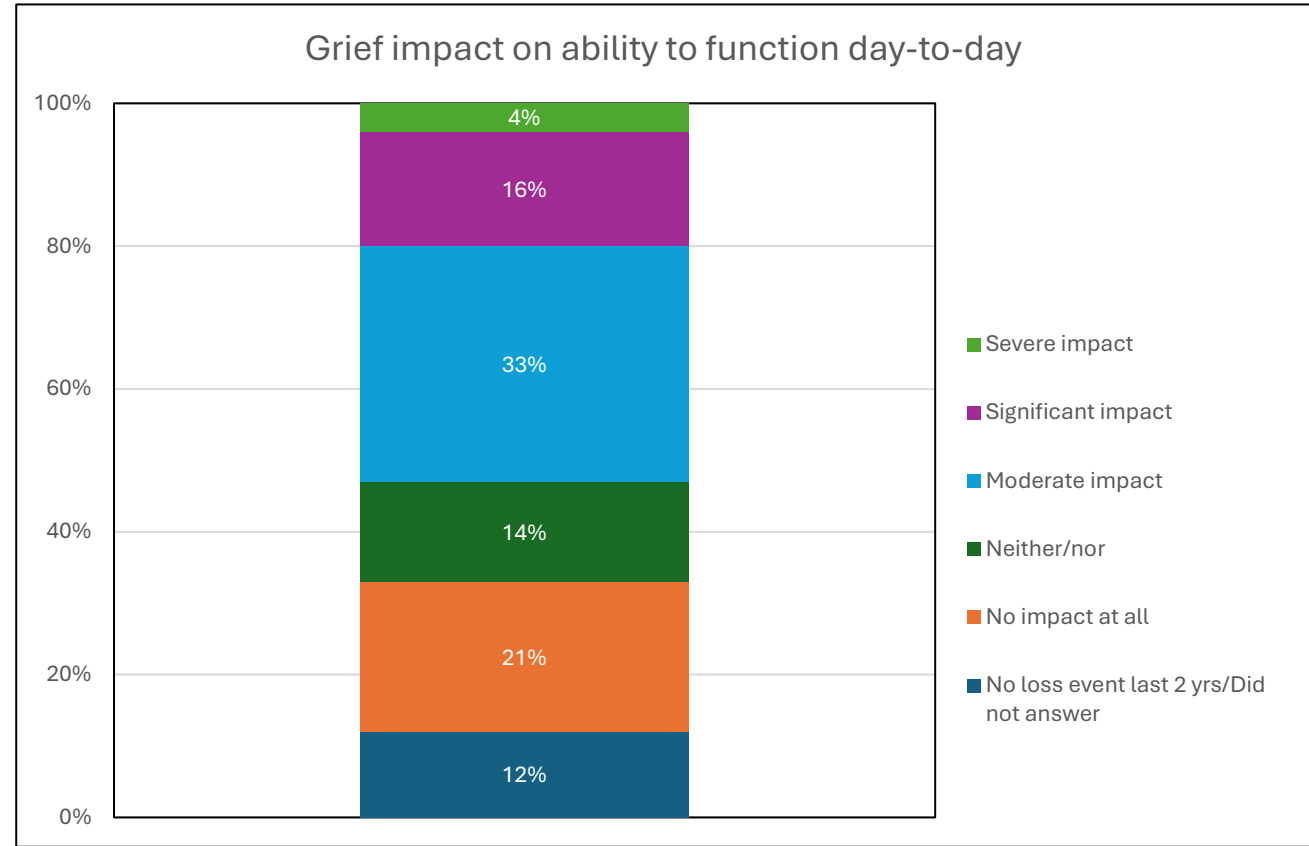
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GRIEF IMPACT ON DAY-TO-DAY LIFE

56% of people don't believe we talk about grief enough in society – especially amongst women and young people.

Over 50% of adults in New Zealand have had at least some impact on their ability to function day-to-day due to grief.

The younger you are, the greater the impact on your ability to function. And particularly for Māori.



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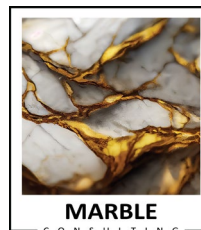


GRIEF SUPPORT

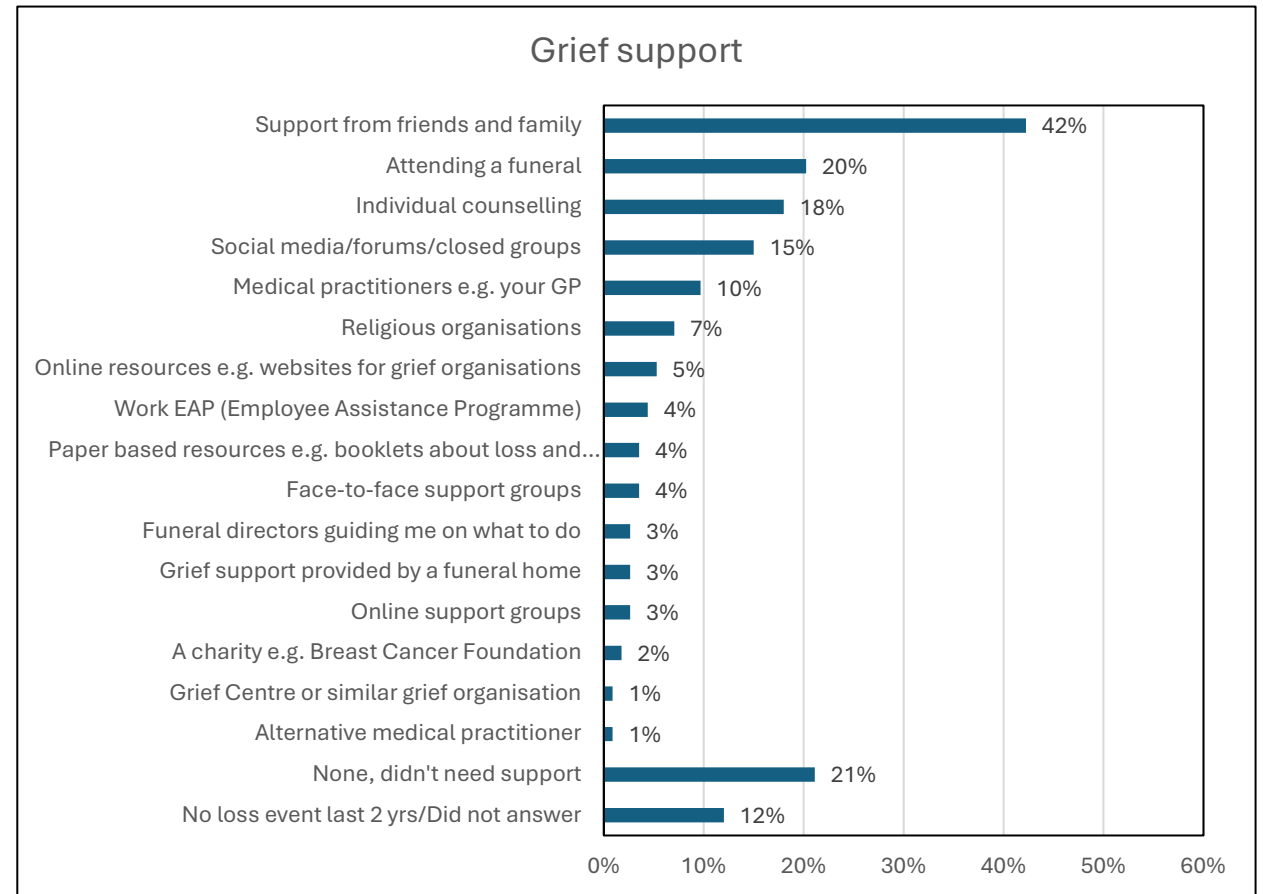
Family and friends are the most common support – followed by attending a funeral. Older people are more likely to have used a funeral to help with grief support.

18% of the adult population have used individual counselling as a strategy, and nearly as many social media (esp <25 yr olds, who in fact have the broadest support networks).

Medical practitioners (esp for European and Māori) and religious organisations (esp for Pacific Island/Asian) are also a source of support.



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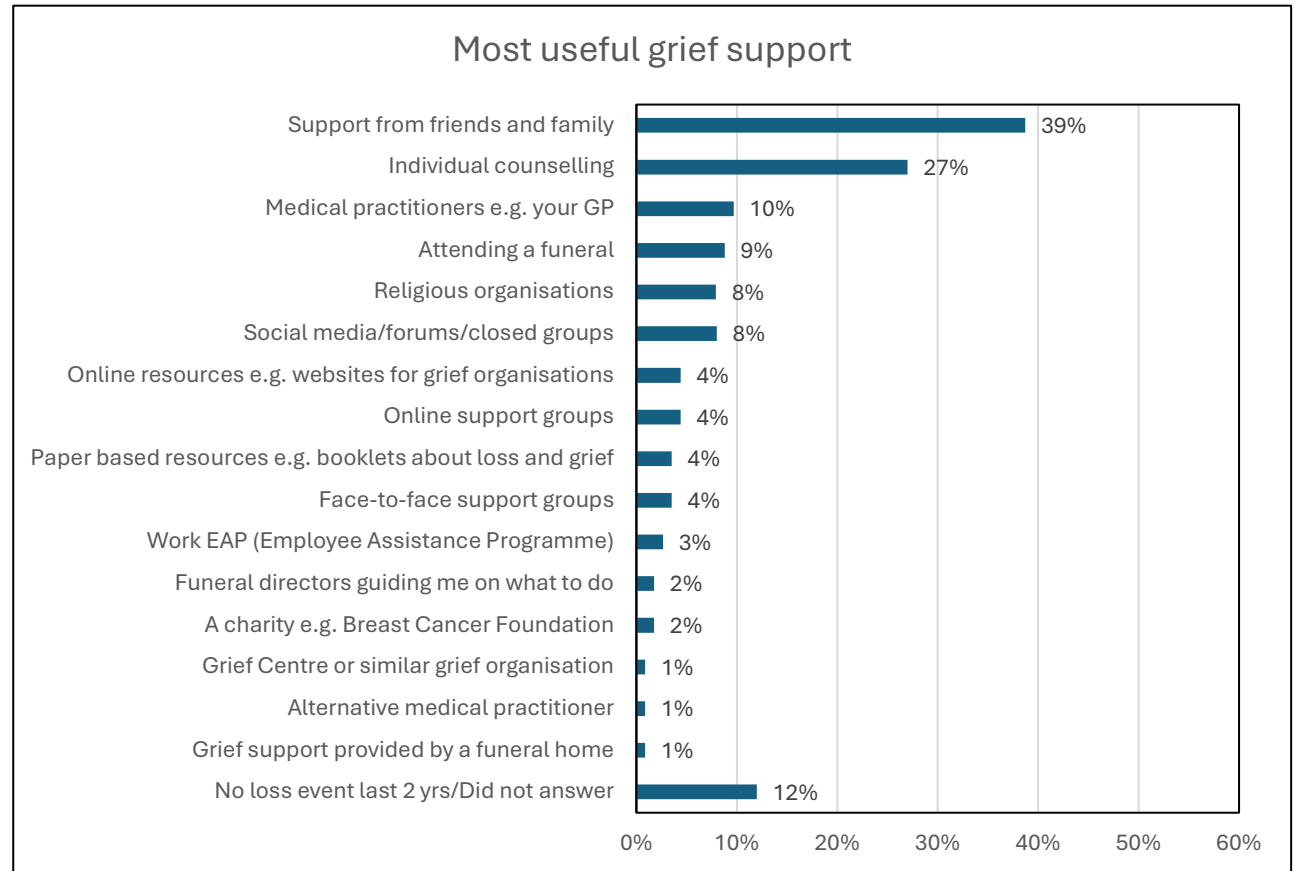
Sample: N=1719 18+

MOST USEFUL GRIEF SUPPORT

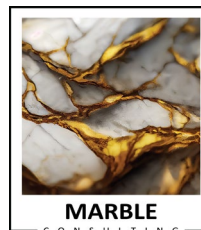
When it comes to the most useful grief support, family/friends rank a clear number one.

Individual counselling ranks number 2, showing the importance of this in many people's grief journey.

Medical practitioners also play an important role, as does attending a funeral.



Sample: N=1719 18+

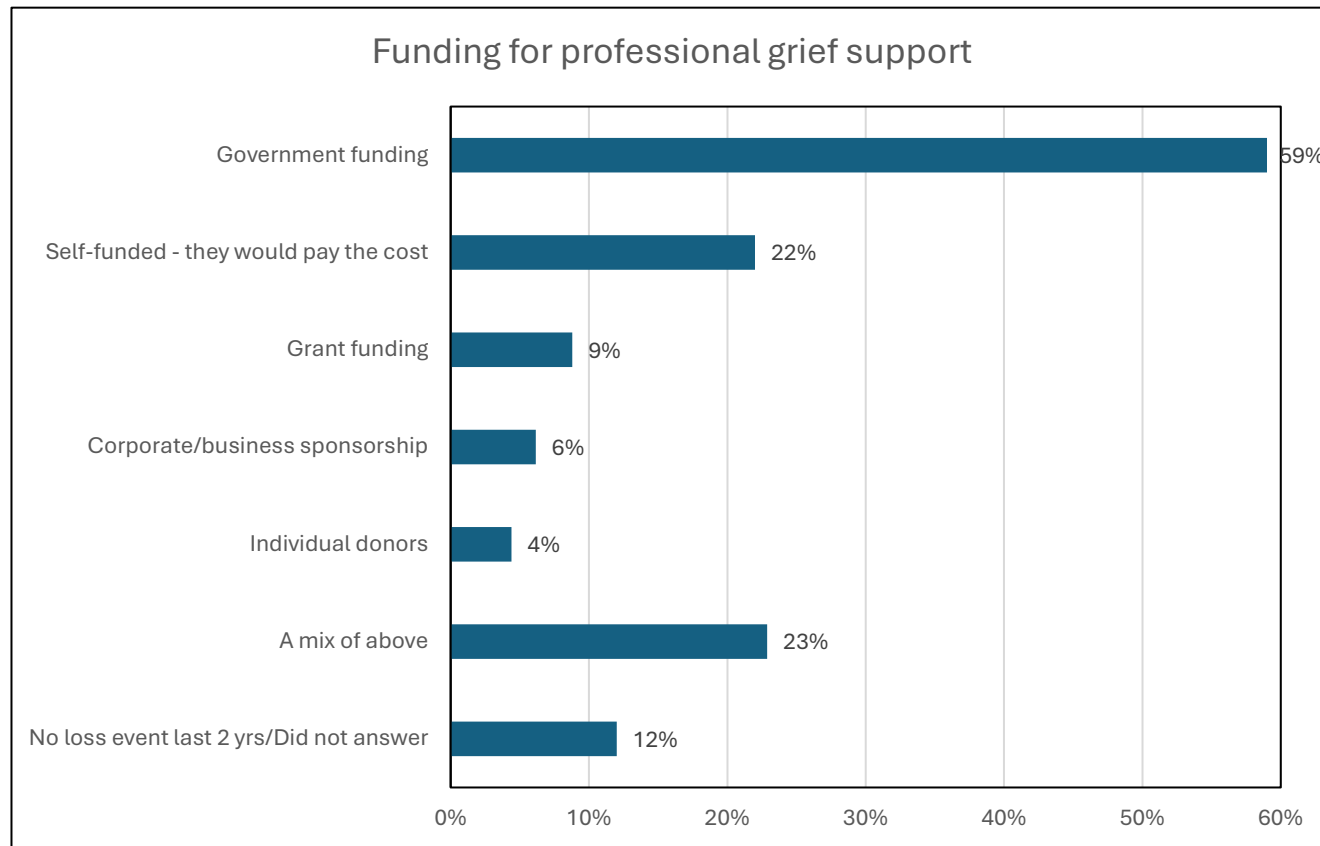


FUNDING PROFESSIONAL GRIEF SUPPORT

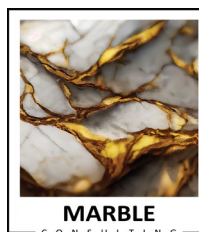
If people feel they need professional grief support or counselling, most believe the government should contribute at least some of this cost.

In particular young ones and Māori /Pacific Island believe in some government responsibility for grief support.

Self funding is more likely to be men, older, European and Asian.

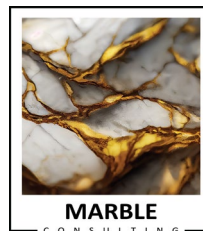


Sample: N=1719 18+



FUNERALS AND TANGIHANGA

Two-thirds have attended a funeral/tangihanga in some way in the last 2 years – even more for Māori /Pacific Island.

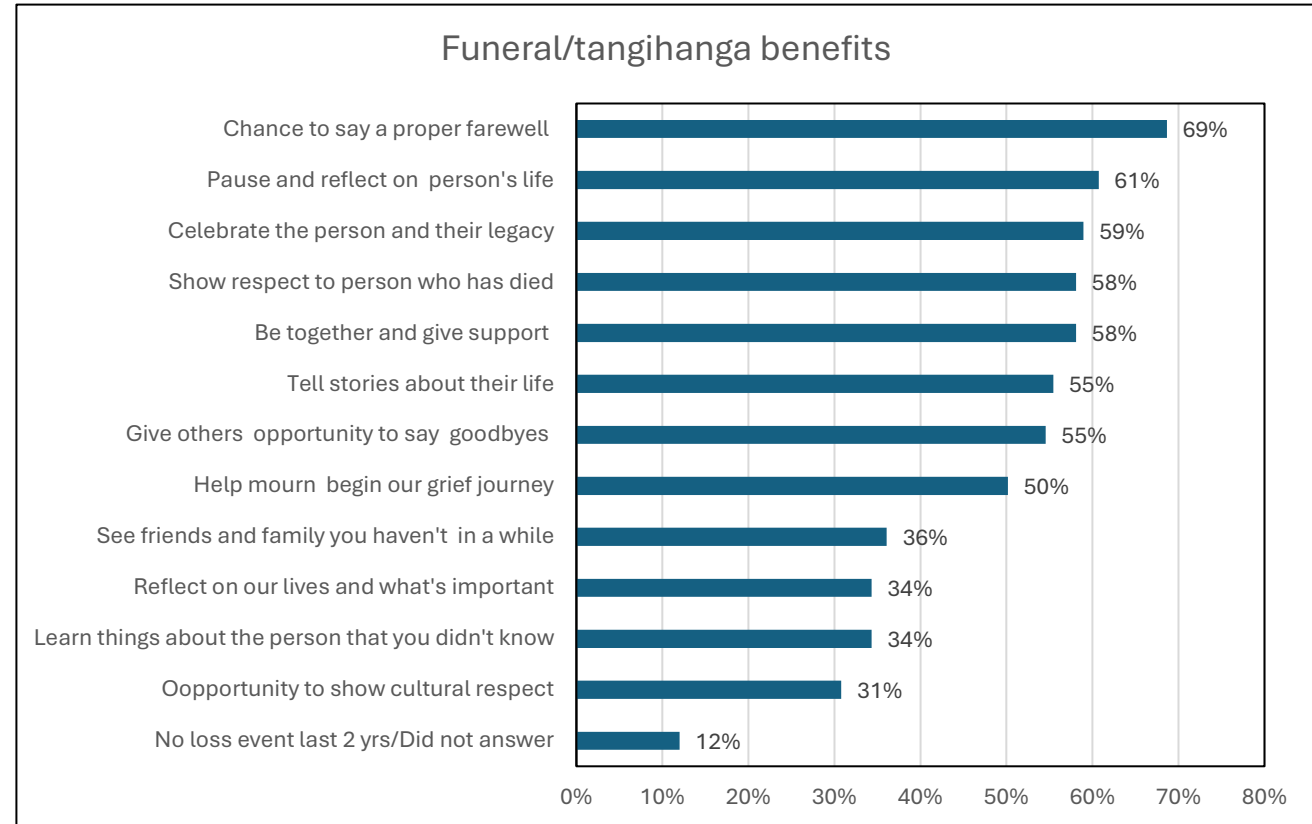


BENEFITS OF A FUNERAL/TANGIHANGA

77% of New Zealanders believe a funeral/tangihanga makes some/a lot of positive difference to grief journeys.

The benefits are far reaching: from saying a proper farewell, to celebrating a legacy, being together for support and beginning the grief journey.

Most (58%) feel pre-planning a funeral/tangihanga is important – there is no difference by age.



Sample: N=1719 18+

