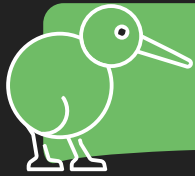


# OneChoice Kiwi Parenting Report

April 2024

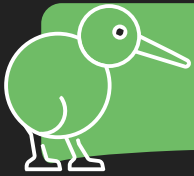


 OneChoice<sup>®</sup>  
INSURANCE FOR KIWIS



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## About the report

The report is compiled of research commissioned by OneChoice and conducted by MYMAVINS between 27 November and 7 December 2023. The research was conducted via quantitative online survey, gathering 505 responses from New Zealand parents aged 18 years and above with children under 18 years living at home or have regular access to their children under 18 years.

This research explores the contemporary landscape of parenting in New Zealand and seeks to shed light on attitudes towards family and work-life balance, parenting concerns and challenges, quality of education, prospective career opportunities, health and well-being, difficult conversations at home, the interplay between parents and technology, financial stability and the aspirations parents hold for their children.

The sample is representative of the general population of Kiwi parents with children under 18 years old in terms of age, gender, wealth, and region. The usage of the term Kiwis in this report refers to the respondents of the survey.

### **Important things to observe about the charts and figures:**

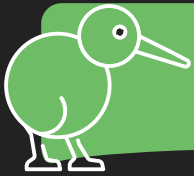
Figures were determined from self-reported estimates provided by respondents.

Footnotes directly underneath the charts may refer to one or more of the below, depending on the data presented. If more than one note is required, this will appear as a bulleted list. Charts without a specific note represent questions that were asked to all respondents.

- Subset of the total sample size as certain questions would only be asked to specific respondents.
- Types of questions asked, for instance “multiple responses allowed” appears when the question called for more than one answer from the respondent.
- Data has been excluded from analysis (e.g. Outliers removed in analysis).
- Some charts and figures may not be equal to 100% due to rounding differences. This is also true for summed up figures.

# Key findings





## Key findings

### Parenting styles are greatly influenced by how they were raised and disagreements are common

- 2 in 5 feel their parenting style is completely or highly influenced by their own parents.
- Parenting styles cause tension with 7 in 10 of those with partners or co-parents saying they have disagreements - most commonly about strictness and disciplinary methods.

### Childcare affordability is concerning for the majority but most have extended family helping

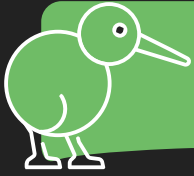
- On average, each parent personally spends about 10 hours a day looking after their children.
- Childcare affordability is a concern for most, with more than 1 in 2 feeling it is at least somewhat unaffordable.
- More than 7 in 10 use at least one extended family member to help take care of their children.

### Biggest concerns for parents revolve around financial stability, health, safety and well-being

- Close to 3 in 5 cite financial stability and providing for their child's future as their top concern. Close behind, nurturing their child's mental and emotional health is a priority for over half.
- The biggest perceived dangers for Kiwi kids are bullying at school and mental health issues, both cited by around 3 in 5 parents.

### Bullying management has the greatest room for improvement in schools

- Focusing on improvements needed to the education system, parents most commonly feel that bullying management is lacking (44%). Other top issues are the lack of funding (38%) and an outdated curriculum (35%).
- 9 in 10 face at least some challenges supporting their child's learning at home.



## Key findings

### Majority of parents feel confident in children's career prospects

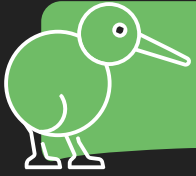
- Parents with children 5 years and over show a strong sense of optimism regarding their children's future career prospects with more than 1 in 2 extremely or very confident and a further 2 in 5 reasonably confident.
- Over 3 in 5 parents see respect, communication skills and responsibility as the most crucial skills for their child's success.

### Majority of parents are concerned for their kid's physical health and highly prioritise mental health awareness

- More than 3 in 5 have at least reasonable concern for their child's physical health these days.
- Over 7 in 10 see mental health awareness as a high or very high priority in their parenting approach.
- Over 3 in 5 parents with children 5 years or older believe social media is playing at least a considerable role in forming their child's self-esteem and relationship with their body.

### Parents are having many important conversations with their children but these are not without challenges

- Parents with children 5 years and over have most engaged in discussions with their children about bullying and peer pressure (55%), closely followed by physical health and wellness (53%).
- Over 7 in 10 parents believe sex-education and consent training should be taught both at home and at school.
- Sexual health/development conversations come with challenges for over 3 in 4 parents with children 5 years and older.



## Key findings

### **Most parents feel that technology has had some positive impact on their parenting experience and almost all use it to make parenting easier**

- While 1 in 2 parents feel that technology has had an equally positive and negative impact on their parenting experience, over 2 in 5 view the impact as mostly or only positive.
- Almost 9 in 10 parents use at least one form of technology to help them make parenting easier.
- Almost 3 in 4 employ at least moderately strict parental controls to manage screen time and over 9 in 10 parents have set up some sort of boundaries for their child's online interactions.

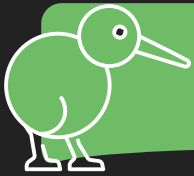
### **Cost of living impacting most households but majority still confident about financial stability**

- 2 in 3 are at least reasonably confident about their family's financial situation.
- However, almost 9 in 10 say that the cost of living has impacted their family's spending in some way.
- Parents have mixed feelings about their children's future financial security with 3 in 10 worried and a further 1 in 4 unsure. More than 9 in 10 feel there is at least one threat to their financial future.

# Parenting styles

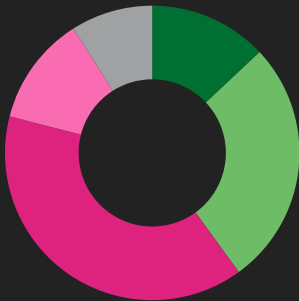






## Influences and tensions

### How much is your parenting style influenced by the way you were raised?



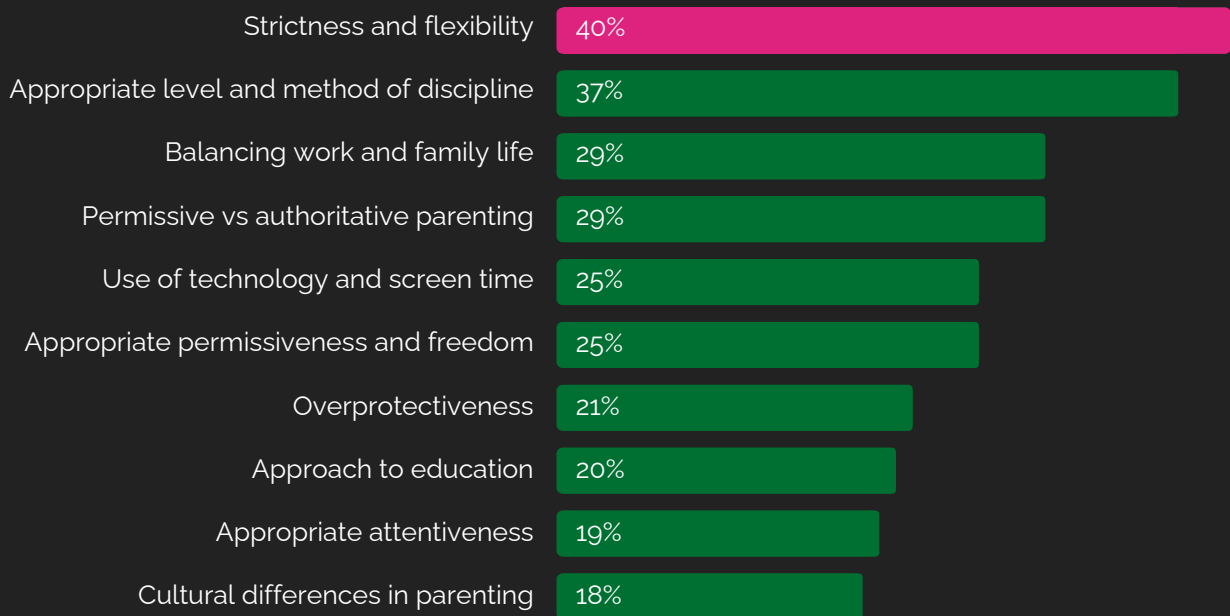
Completely	13%
Highly	27%
Moderately	39%
Slightly	12%
Not at all	9%

Many parents' styles are shaped by their own upbringing, with 2 in 5 feeling their style is completely or highly influenced by their own parents.

Similarly, 2 in 5 feel they have been moderately influenced with a mix of how they were raised and their own unique approach.

Parenting styles cause tension with 7 in 10 of those with partners or co-parents (n= 440) saying they have disagreements to at least some extent.

### What do you tend to disagree about parenting styles?

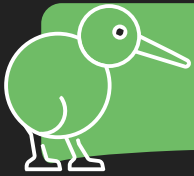


*\*Of those parents who tend to disagree with their partner or co-parent about parenting styles (n= 308). Multiple responses allowed. Top 10 responses only.*

Most common issues of contention include strictness (40%) and disciplinary methods (37%). These are followed by balancing work and family life (29%), permissive vs authoritative parenting (29%), use of technology and screen time (25%) and appropriate permissiveness and freedom (25%).

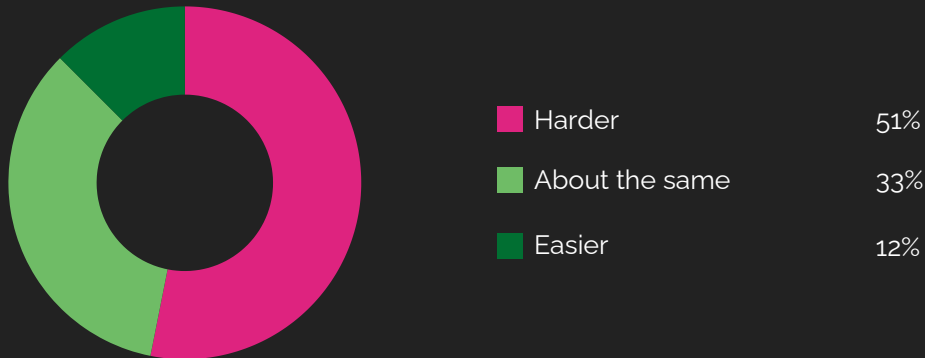
# Balancing family and work life





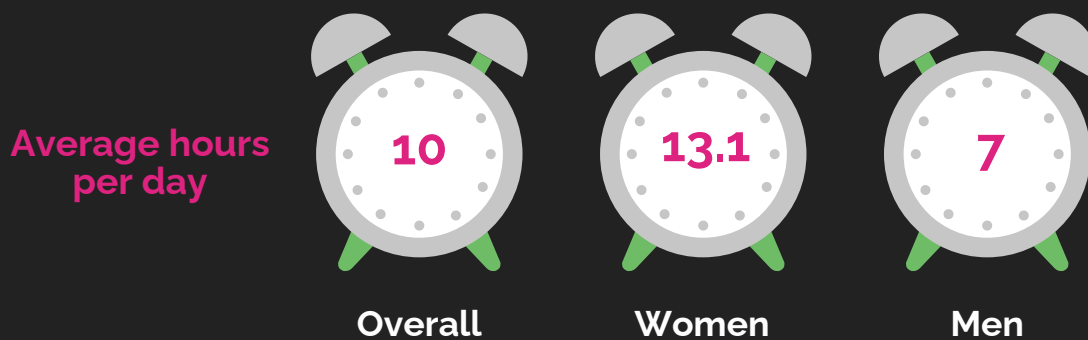
## Time and effort

Do you think parenting is getting harder or easier these days than 10 years ago?



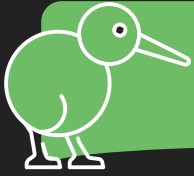
Overall, about 1 in 2 (51%) feel parenting is harder than 10 years ago.

How much time do you personally spend on a typical day looking after your children?



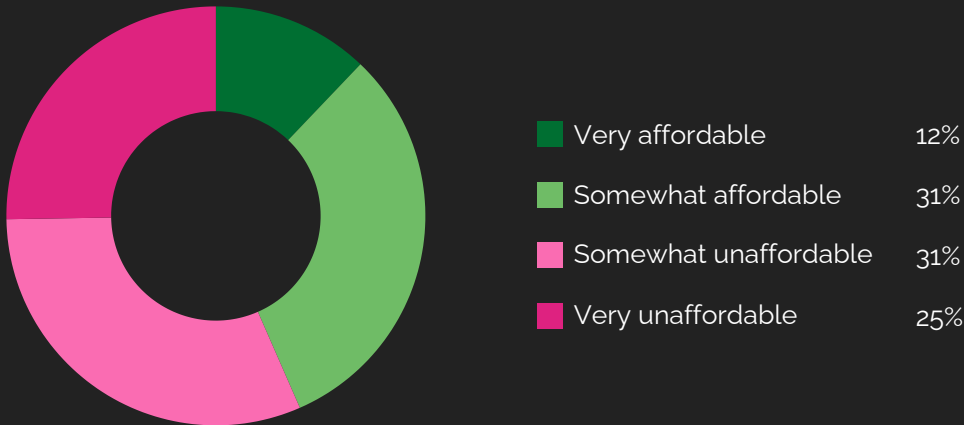
On average, each parent personally spends about 10 hours a day looking after their children. When broken down, 35% of parents spend 5 hours or less, 30% spend 6-10 hours, 12% spend 11-15 hours, and 23% dedicate 16 hours or more daily to childcare.

Women are more likely to be spending more time taking care of children (average 13.1 hours vs 7 hours for men). Almost 2 in 5 females say they spend 16 hours or more taking care of their children compared to less than 1 in 10 men.



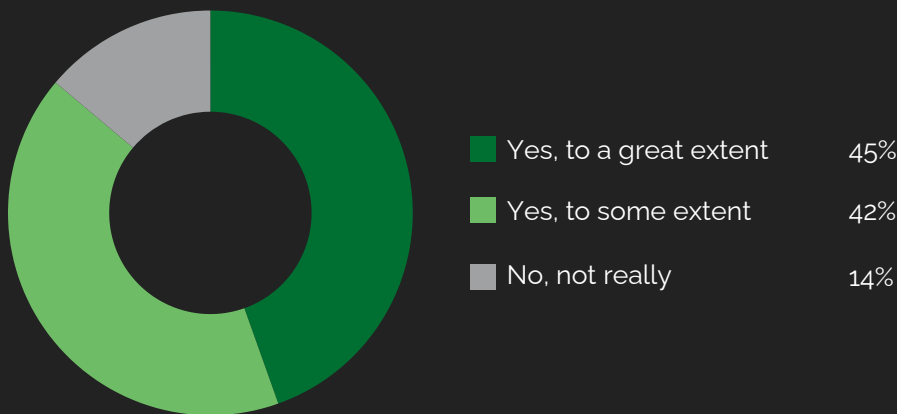
## Childcare affordability

How do you feel about the affordability of childcare in New Zealand?



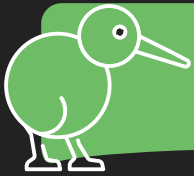
Childcare affordability in New Zealand is a concern for most, with more than 1 in 2 feeling it is at least somewhat unaffordable.

Does this lack of affordability impact your household decisions about when to return to work from parental leave and how many hours to work?



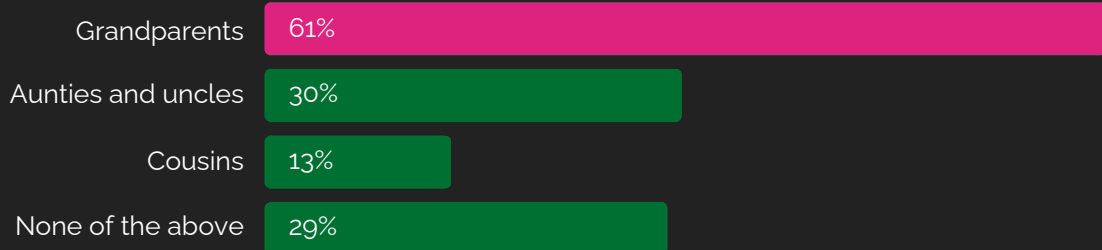
*\*Of those who feel childcare in New Zealand is unaffordable (n= 284).*

For those that feel it is unaffordable, the cost of childcare influences close to 9 in 10 household's decisions about returning to work and work hours.



## It takes a village

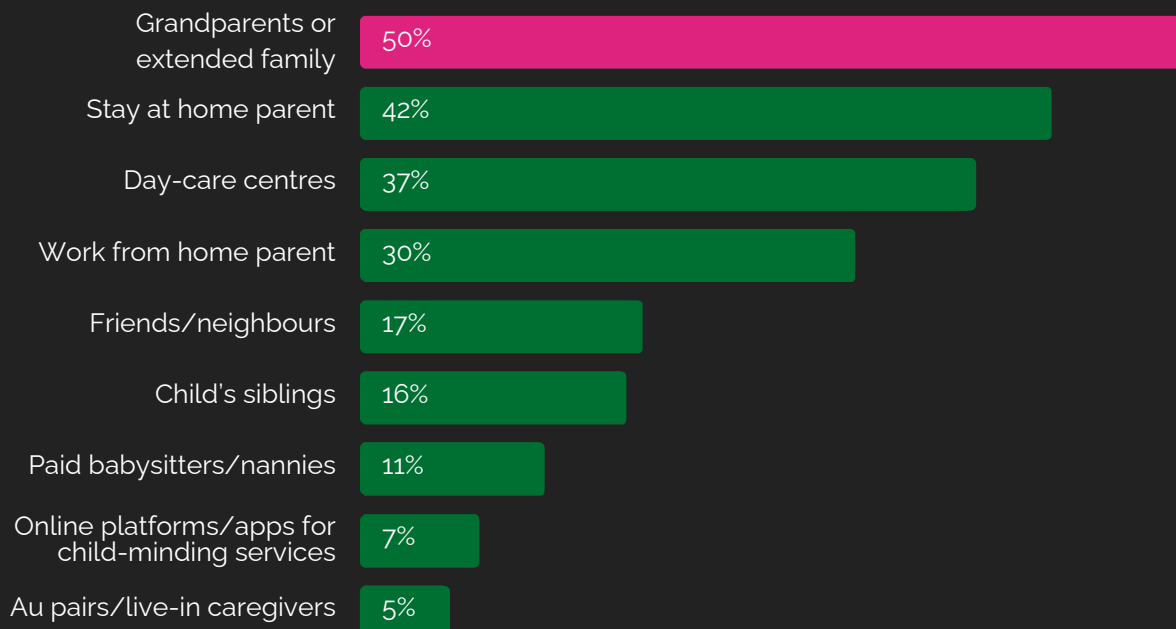
### Which extended family members play any role in taking care or helping raise your children?



\* Multiple responses allowed.

More than 7 in 10 use at least one extended family member to help take care of their children. Majority rely on grandparents for child-minding responsibilities, with over 3 in 5 turning to them for help. Aunties and uncles (30%) and cousins (13%) also play a role.

### Which of the following ways have you used to help manage young child-minding responsibilities in your household?

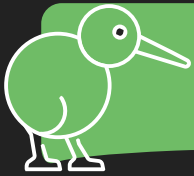


\* Multiple responses allowed.

Similarly, 1 in 2 use grandparents or extended family to help manage young child-minding responsibilities, followed by stay-at-home parents (42%). Close to 2 in 5 use day-care centres and close to 1 in 3 have work-from-home parents.

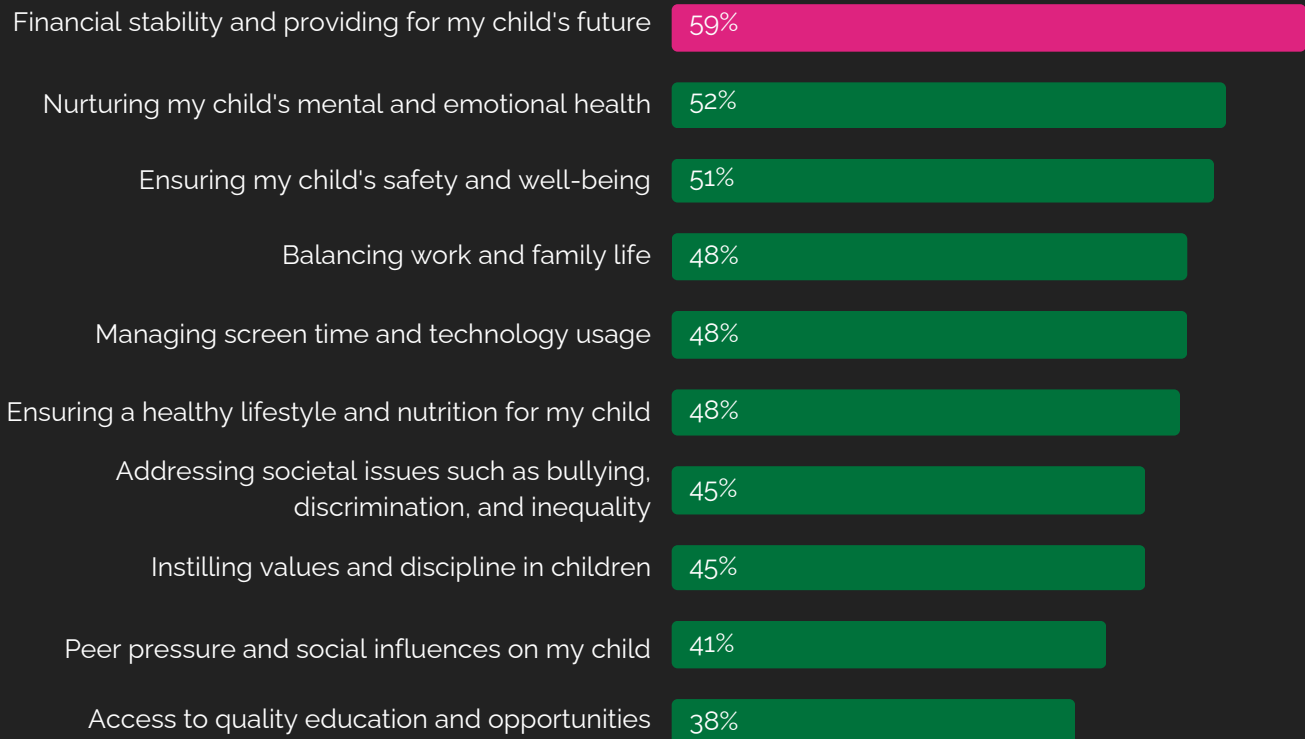
# Concerns for children





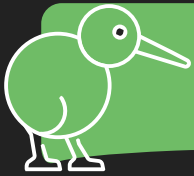
## Key concerns

### What are your biggest concerns as a parent these days?



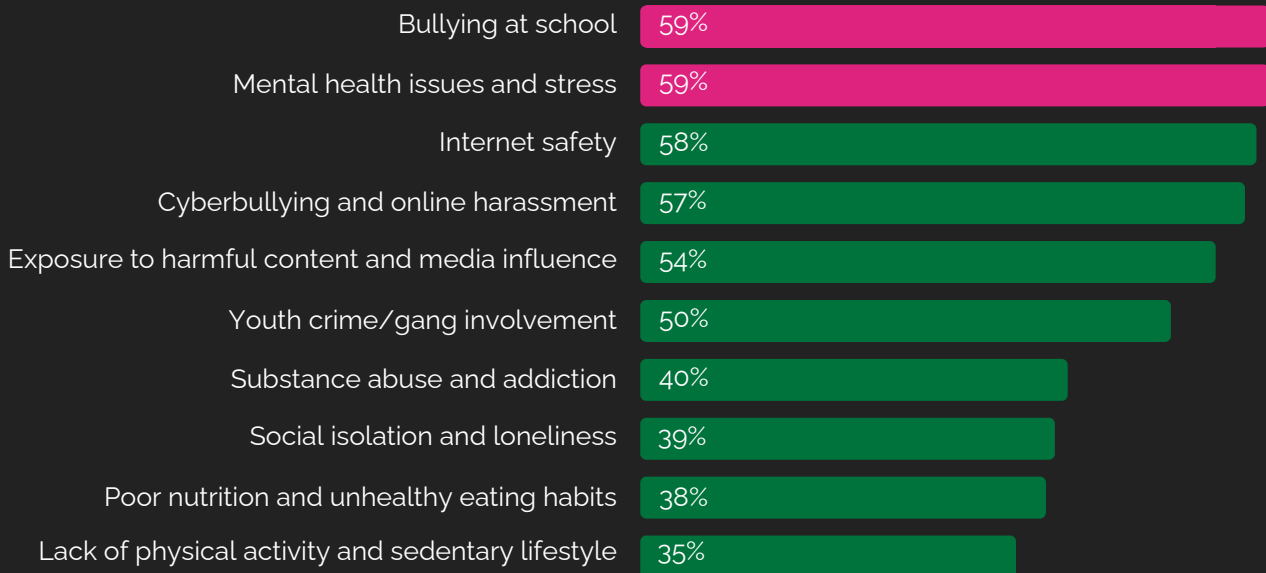
*\*Multiple responses allowed. Top 10 responses only.*

Close to 3 in 5 cite financial stability and providing for their child's future as their top concern. Close behind, nurturing their child's mental and emotional health is a priority for over half followed by ensuring the safety and well-being of their children .



## Perceived dangers

### What do you feel are the biggest dangers for Kiwi kids in 2023/2024?



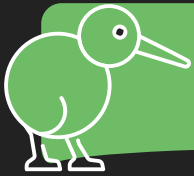
*\*Multiple responses allowed. Top 10 responses only.*

The biggest perceived dangers for children are bullying at school and mental health issues, with both cited by around 3 in 5 parents. Internet safety is close behind for 58% of parents, followed by cyberbullying and online harassment (57%).



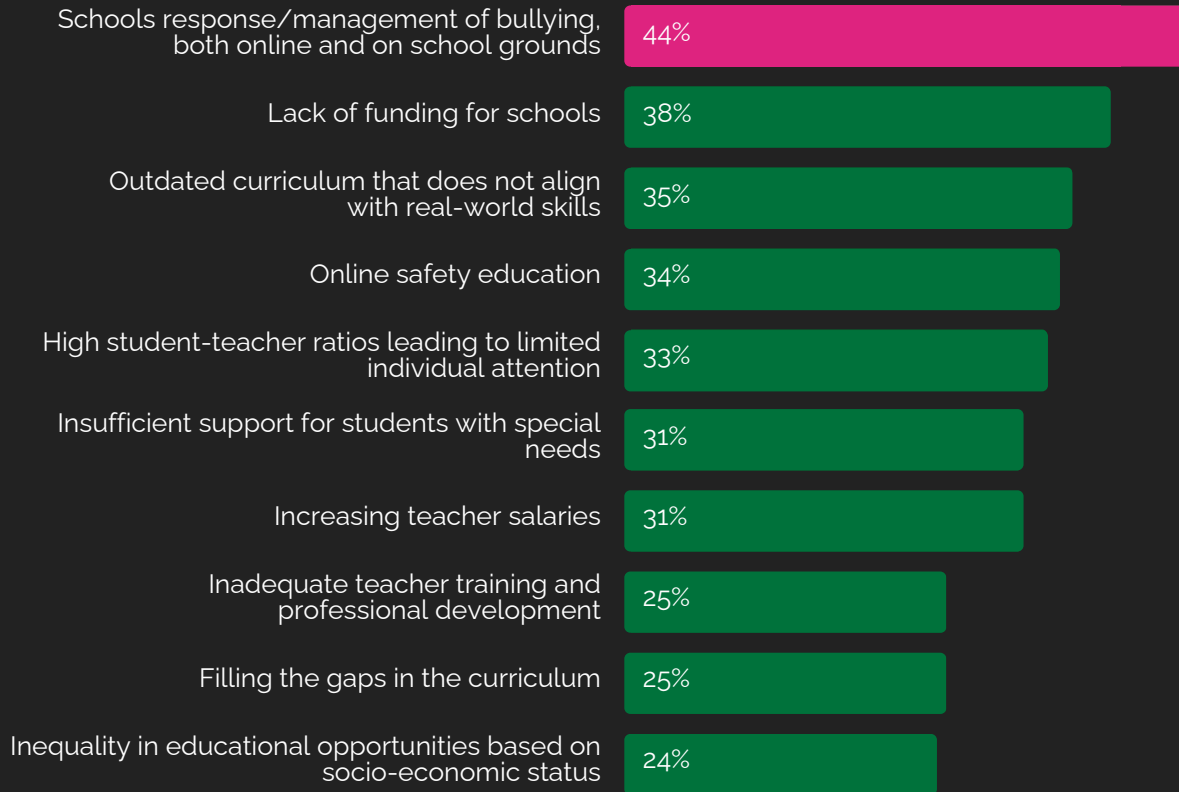
# Education quality





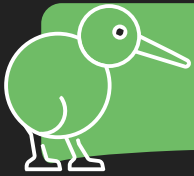
## Room for improvement

### What aspects of the education system do you feel need improvement?



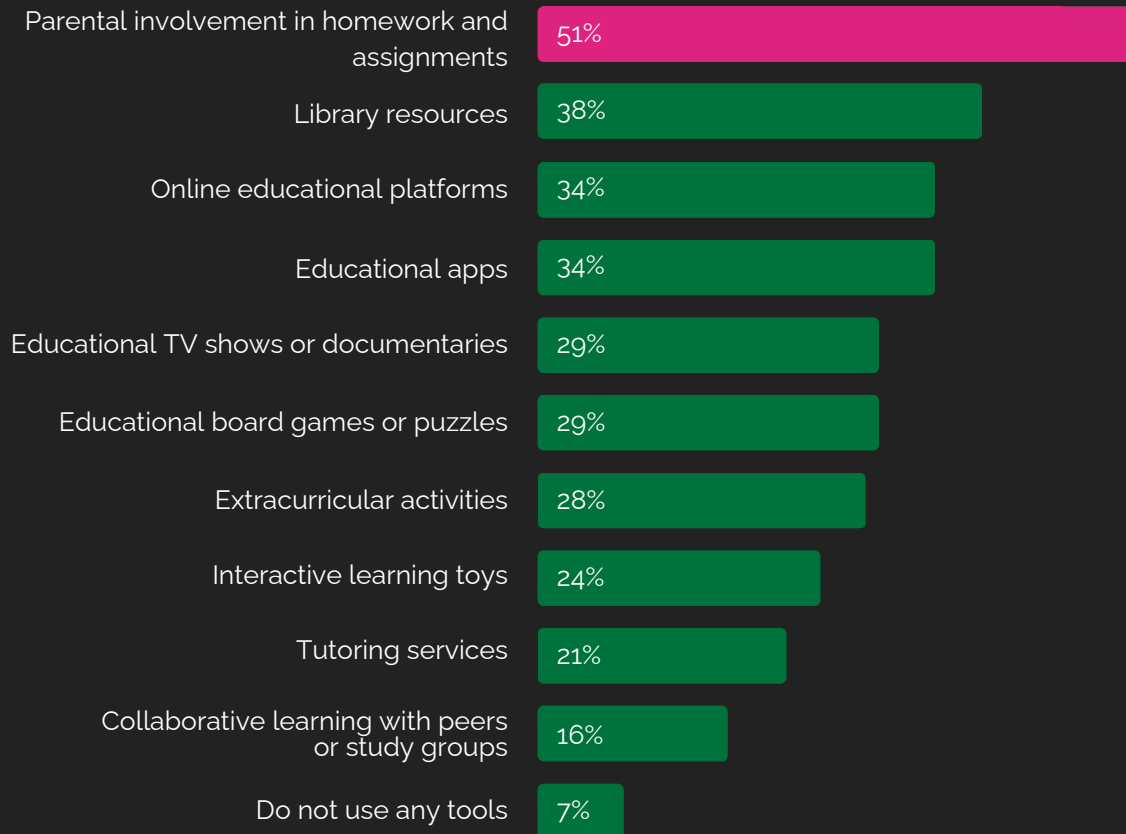
*\*Multiple responses allowed. Top 10 responses only.*

Parents most commonly feel that bullying management in schools is lacking (44%). Other top issues are the lack of funding (38%), outdated curriculum (35%) and online safety education (34%). Additionally, high student-teacher ratios (33%) and inadequate support for special needs students (31%) are pressing issues.



## Supported learning

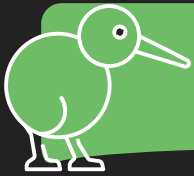
### What tools do you use to support your children's education?



*\*Of those parents with children 5 years and older (n = 398). Multiple responses allowed.*

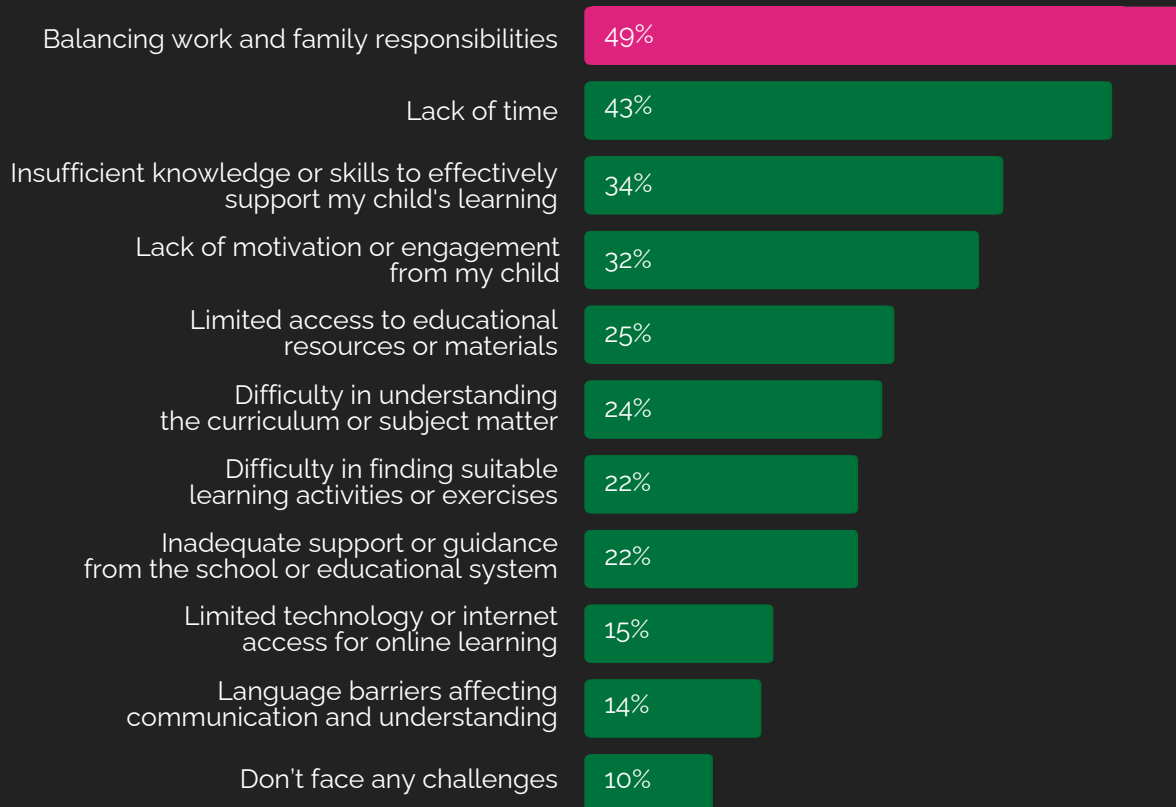
More than 2 in 3 parents with children 5 years and older provide them with extra teaching support or aid at home.

The most commonly used tools include involvement in homework and assignments (51%), followed by library resources (38%), online education platforms (34%) and educational apps (34%).



## Supported learning

### What challenges do you face in supporting your child's learning at home?



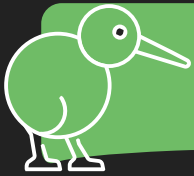
*\*Of those parents with children 5 years and older (n = 398). Multiple responses allowed.*

9 in 10 parents with children 5 years and older face at least some challenges supporting their child's learning at home.

The most common challenges include balancing work and family responsibilities (49%) and the lack of time (43%). About 1 in 3 parents (34%) also feel that their lack of knowledge or skills is a hinderance.

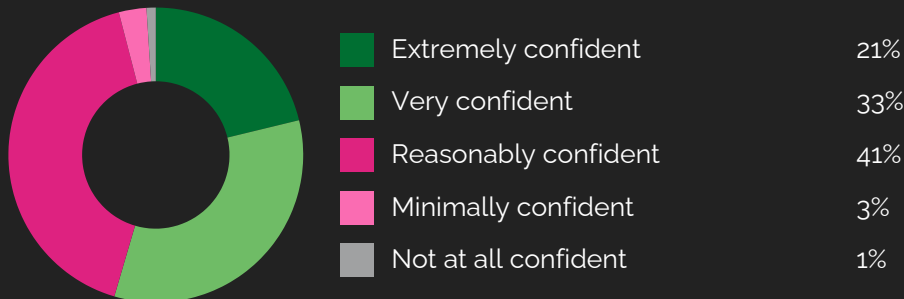
# Career prospects





## Confidence and concerns

### How confident are you about your children's future career prospects?



*\*Of those parents with children 5 years and older (n = 398).*

Parents with children 5 years and over show a strong sense of optimism regarding their children's future career prospects with more than 1 in 2 extremely or very confident and a further 41% reasonably confident.

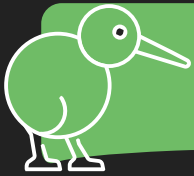
### How do you feel about the Kiwi job market now compared to a generation ago (i.e. 20 years)?



*\*Of those parents with children 5 years and older (n = 398).*

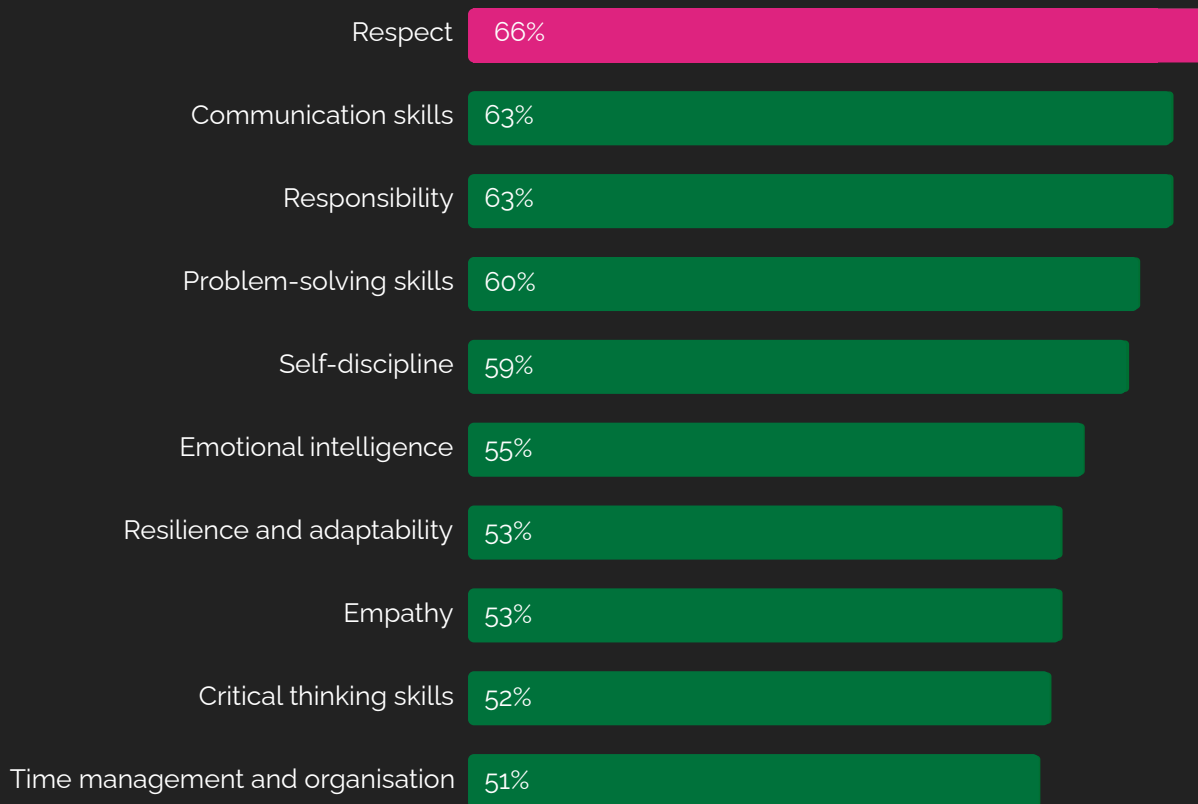
When comparing the current Kiwi job market to that of a generation ago, opinions are mixed. Around 2 in 5 feel it's at least somewhat better, 1 in 4 feel it's about the same and 1 in 3 feel it's at least somewhat worse.

While close to 2 in 5 report their children have no preferred career yet, the most common concern among parents about preferred career paths is high stress levels (20%), work-life balance challenges (20%), job availability (19%), concerns about physical or mental health impact (18%) and health or safety risks (17%).



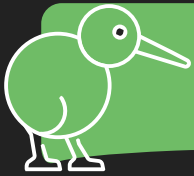
## Set for success

What personal skills and values do you believe are most crucial for your child's success?



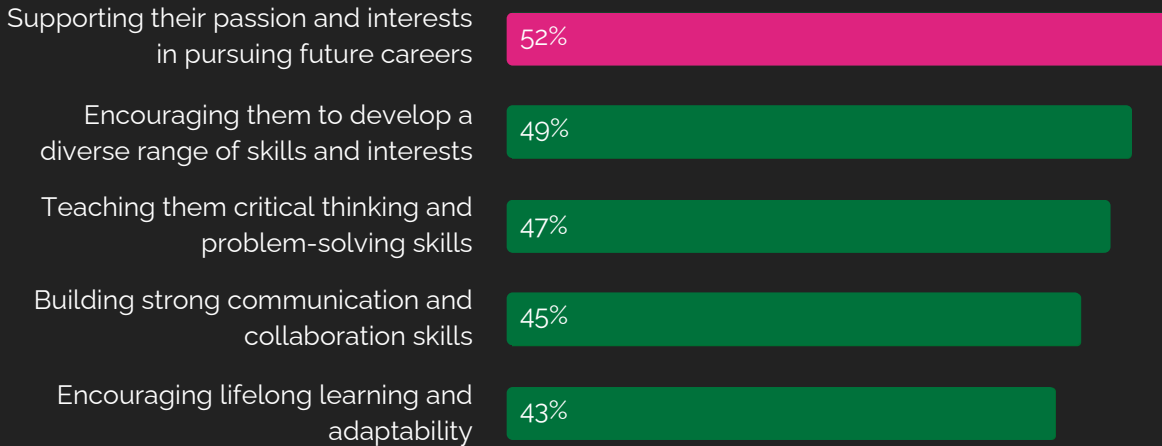
*\*Multiple responses allowed. Top 10 responses only.*

Over 3 in 5 see respect (66%), communication skills (63%) and responsibility (63%) as the most crucial skills for their child's success. Other crucial skills and values include, problem solving, self-discipline, emotional intelligence, resilience and adaptability and empathy, just to name a few.



## Future preparation

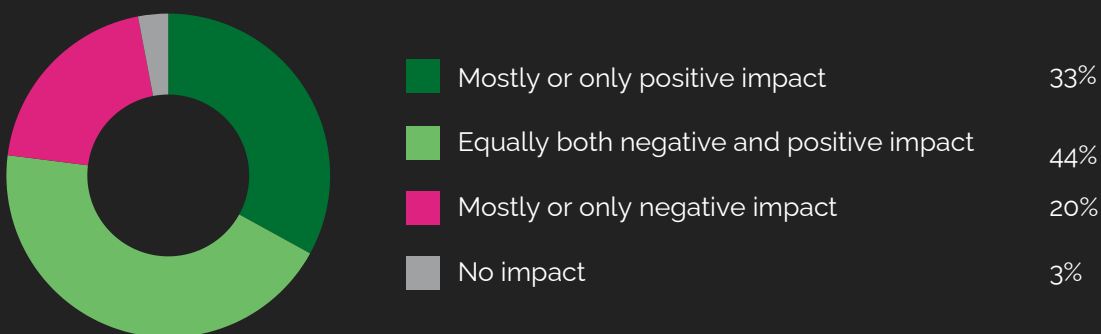
### How are you trying to prepare your children for the evolving job market of the future?



*\*Of those parents with children 5 years and older (n = 398). Multiple responses allowed. Top 5 responses only.*

Around 1 in 2 with children 5 years or older are preparing their kids by supporting their passion, encouraging them to develop a diverse range of skills and interests (and teaching them critical thinking and problem-solving skills).

### On balance, how do you feel the rise of artificial intelligence will impact jobs of the future for your children?



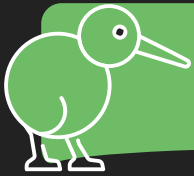
*\*Of those parents with children 5 years and older (n = 398).*

1 in 3 parents with children 5 years or older feel that on balance, AI will have a positive impact on the jobs of the future, 1 in 5 an overall negative impact, while over 2 in 5 feel its going to be a mix of both.



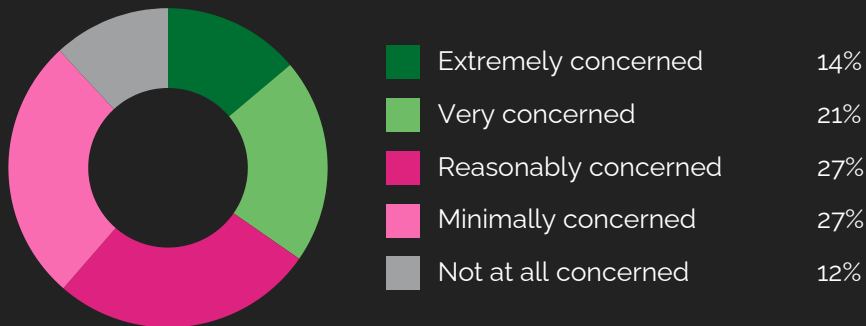
# Health and well-being





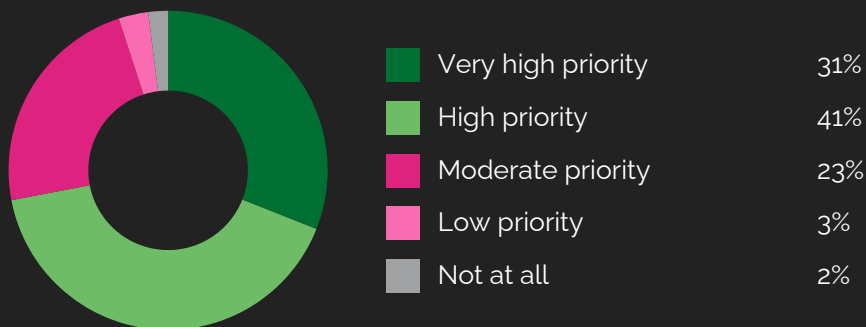
## Concerns and priorities

**How concerned are you about your children's physical health these days?**

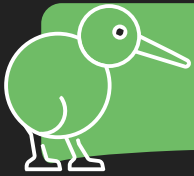


More than 3 in 5 have at least reasonable concern for their child's physical health these days. Over 1 in 3 are very or extremely concerned.

**How much do you prioritise awareness of your children's mental health in your parenting approach?**

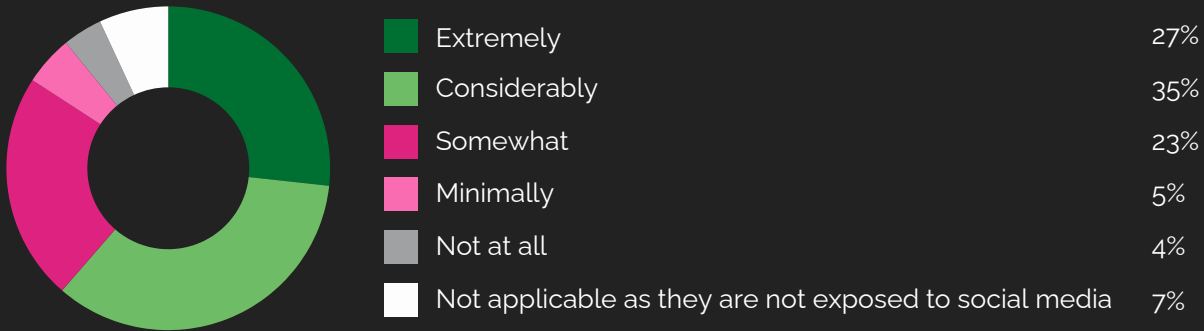


Over 7 in 10 see awareness of mental health as a high or very high priority in their parenting approach. Only 5% see it as low or no priority at all.



## Managing self-esteem

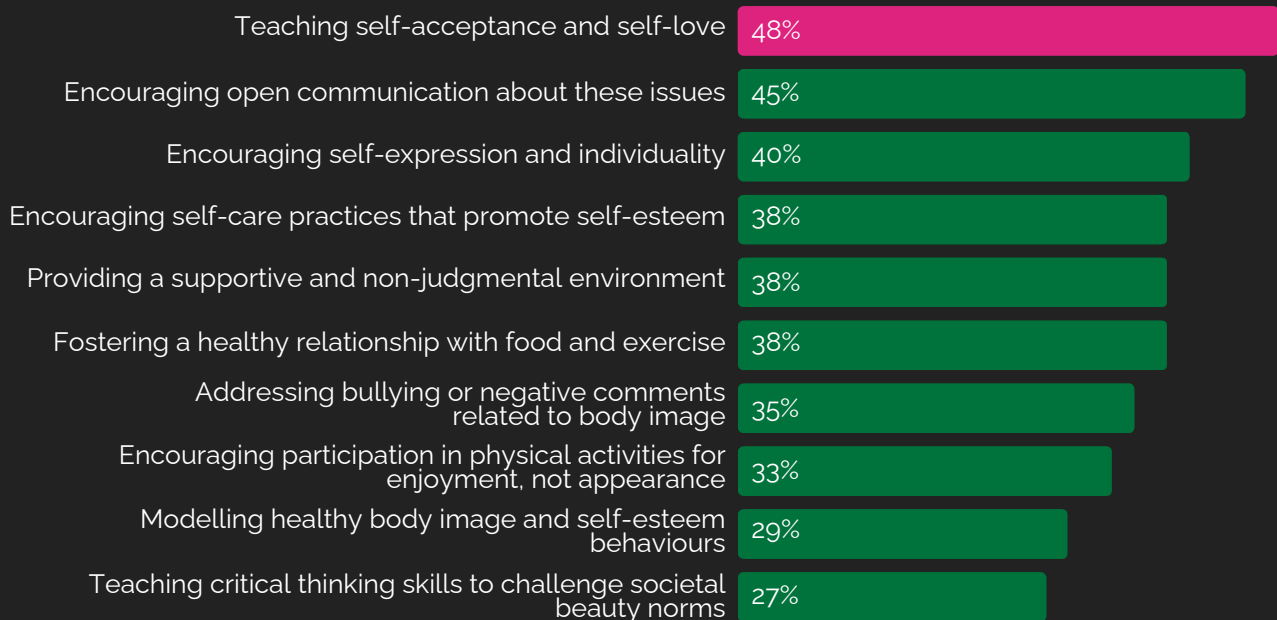
**How much do you feel social media plays a role in forming your child's self-esteem and relationship with their body?**



*\*Of those parents with children 5 years and older (n = 398).*

Over 3 in 5 parents with children 5 years or older believe social media is playing at least a considerable role in forming their child's self-esteem and relationship with their body.

**How have you tried to address issues related to managing body image and self-esteem with your child?**

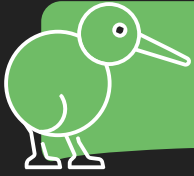


*\*Of those parents with children 5 years and older (n = 398). Multiple responses allowed. Top 10 responses only.*

For parents with kids 5 years and over, almost 1 in 2 look to teach self-acceptance and self-love. Open communication (45%) and encouraging self-expression and individuality (40%) are next most common approaches to help managing body or self-esteem issues with their child.

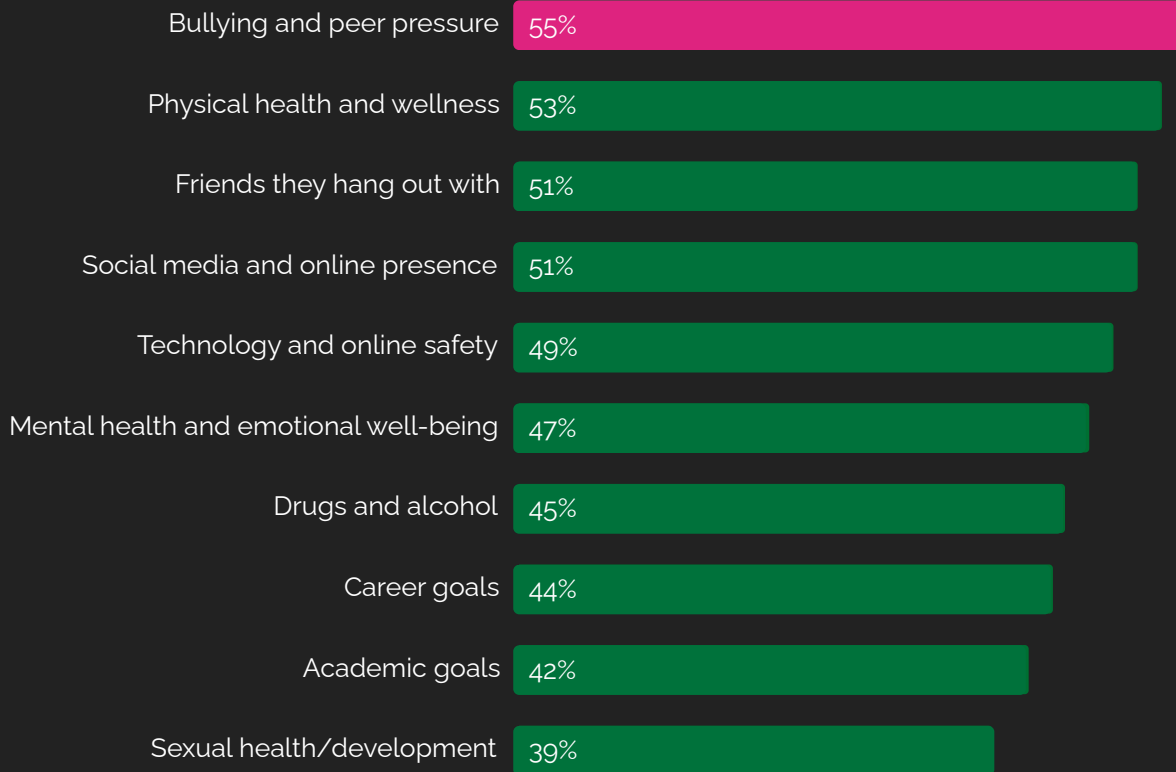
# Conversations at home





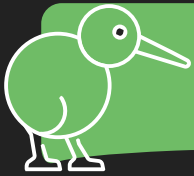
## Important conversations

Have you had conversations with your children about any of the following?



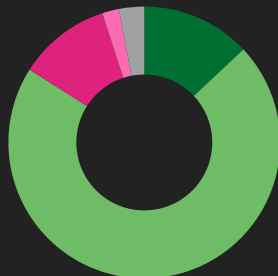
*\*Of those parents with children 5 years and older (n = 398). Multiple responses allowed. Top 10 responses only.*

Overall, parents with children 5 years and over have most engaged in discussions with their children about bullying and peer pressure (55%), closely followed by physical health and wellness (53%), and the friends their children associate with (51%).



## The birds and the bees

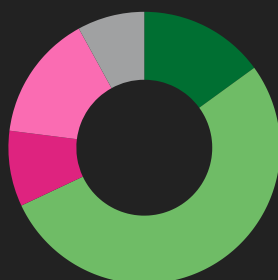
### Do you believe sex-education and consent training should be taught at home or at school?



Home	13%
Both	71%
School	11%
Neither	2%
Unsure	3%

Over 7 in 10 parents believe that sex-education and consent training should be taught both at home and at school. Only just over 1 in 10 believe it should only be taught at home.

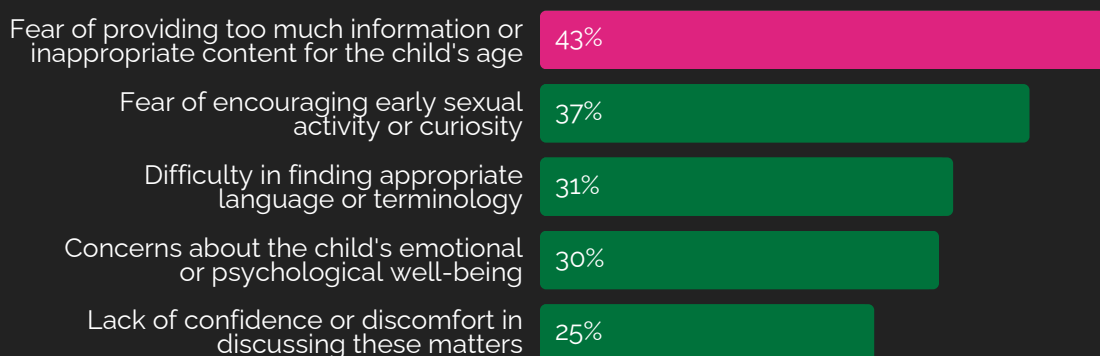
### Do you believe education around diversity and the LGBTQI+ community should be taught at home or at school?



Home	15%
Both	53%
School	9%
Neither	15%
Unsure	8%

Over 1 in 2 parents feel that education around diversity and the LGBTQI+ community should occur both at home and at school. Only 15% believe it should only be taught at home and the same amount neither at home or school.

### What are the greatest challenges with having conversations about sexual health/development with children?



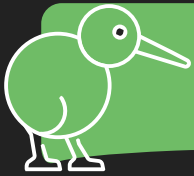
*\*Of those parents with children 5 years and older and have discussed sexual health/development (n = 155). Top 5 responses only.*

Over 3 in 4 parents with children 5 years and older that have discussed sexual health/development with their kids report having at least some challenges.

The greatest challenge is the fear of providing too much information or inappropriate content for the child's age (43%).

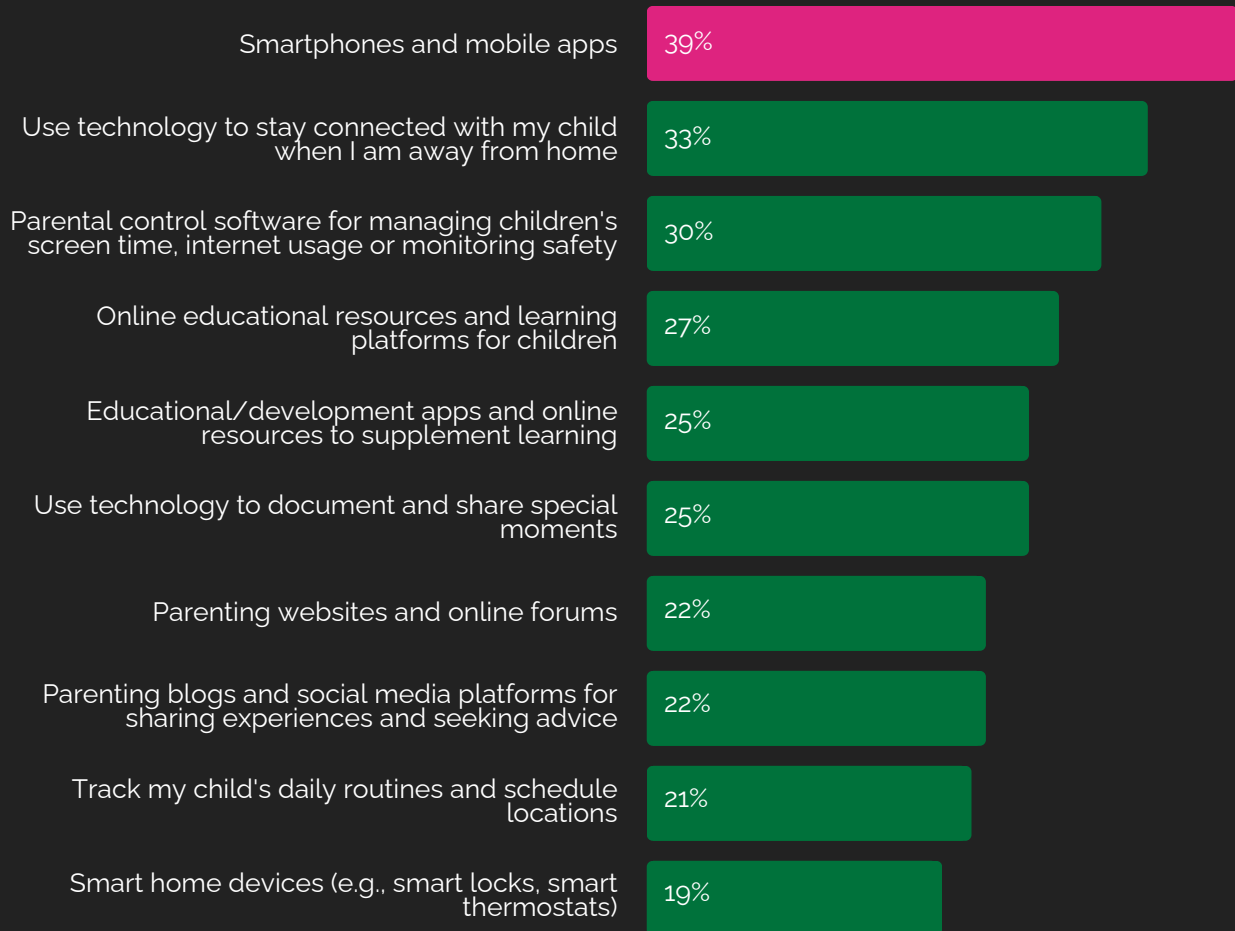
# Parenting and technology





## Impact on parenting

### What technology do you use to help make parenting easier?



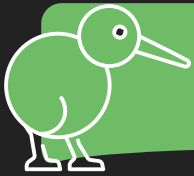
*\*Multiple responses allowed. Top 10 responses only.*

While 1 in 2 parents feel that technology has had an equally positive and negative impact on their parenting experience, over 2 in 5 view the impact as mostly or only positive.

Almost 9 in 10 parents use at least one form of technology to help them make parenting easier.

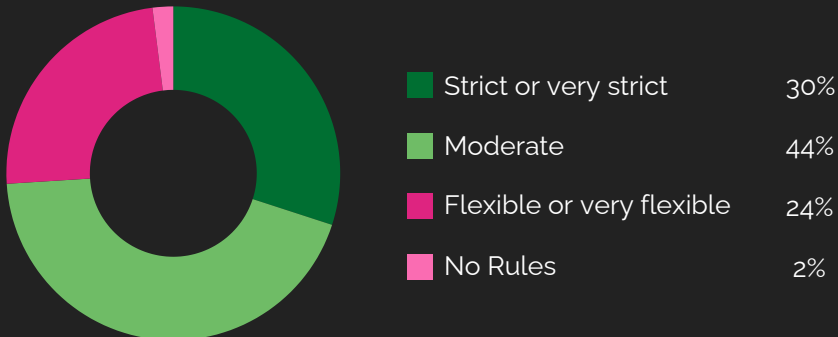
Smartphones and mobile apps are at the forefront (39%) while staying connected with children while away from home is also crucial for 33% of parents, followed by parental control software for managing screen time (30%).





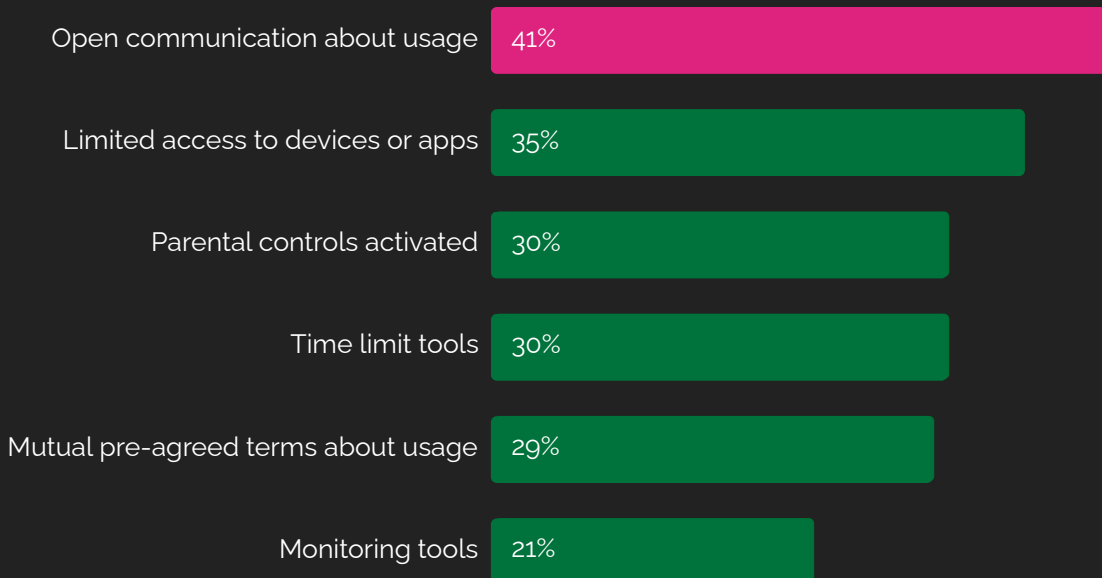
## Parental control

### How strictly do you manage your child's screen time at home?



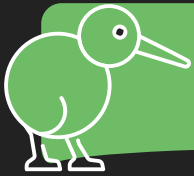
Almost 3 in 4 employ at least moderately strict parental controls to manage screen time. 3 in 10 consider themselves strict or very strict. Close to 1 in 4 are flexible and only 2% have no rules at all.

### Do you do any of the following to manage your child's screen time?



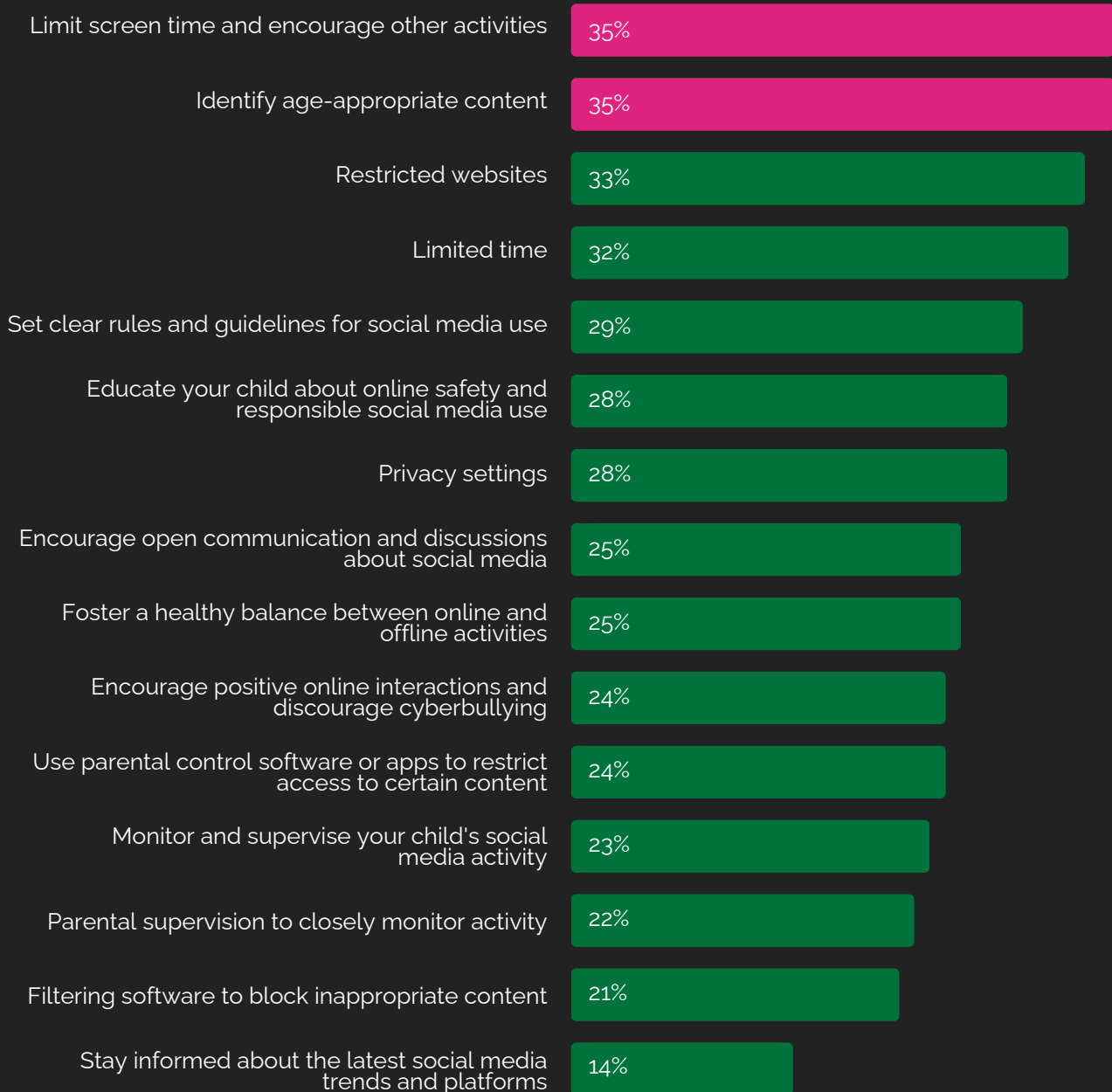
*\*Multiple responses allowed.*

9 in 10 parents try to manage their children's screen time in some way. Over 2 in 5 engage in open communication about usage, while over 1 in 3 limit access to devices or apps. Parental controls and time limit tools are employed by 3 in 10 parents. Almost as many make mutually pre-agreed terms about usage and 1 in 5 use monitoring tools.



## Setting boundaries

### What boundaries do you set for your child's online interactions?

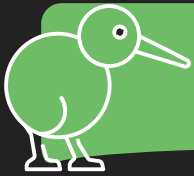


*\*Multiple responses allowed. Top 15 responses only.*

95% of parents set up some sort of boundaries for their child's online interactions. Most commonly this includes limiting screen time (35%), identifying age-appropriate content, and restricted websites (33%). Only just under 1 in 10 do not allow any online interactions.

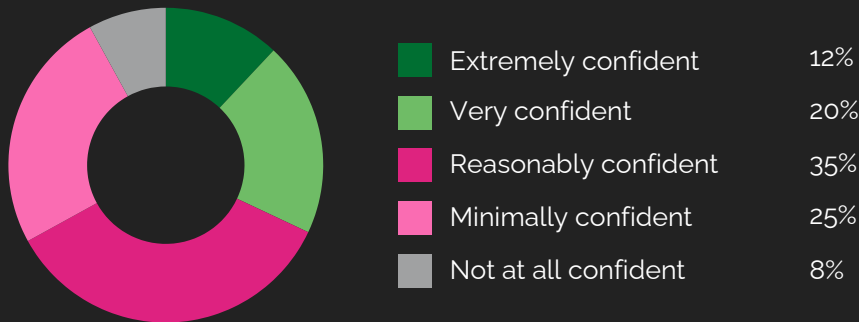
# Financial stability





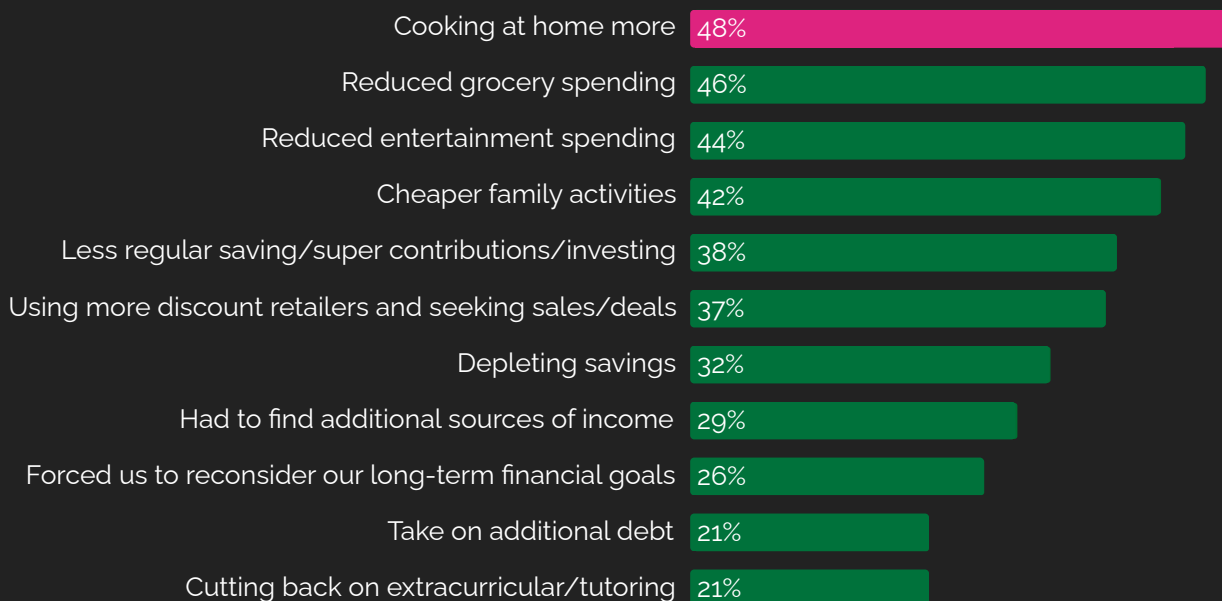
## The cost of living

### How confident are you currently feeling about your family's financial stability?



2 in 3 are still at least reasonably confident about their family's financial situation. However, this leaves 1 in 3 with minimal or no confidence.

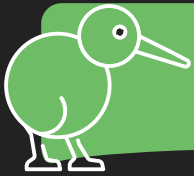
### Is the rising cost of living impacting your family's spending or finances in any way?



*\*Multiple responses allowed.*

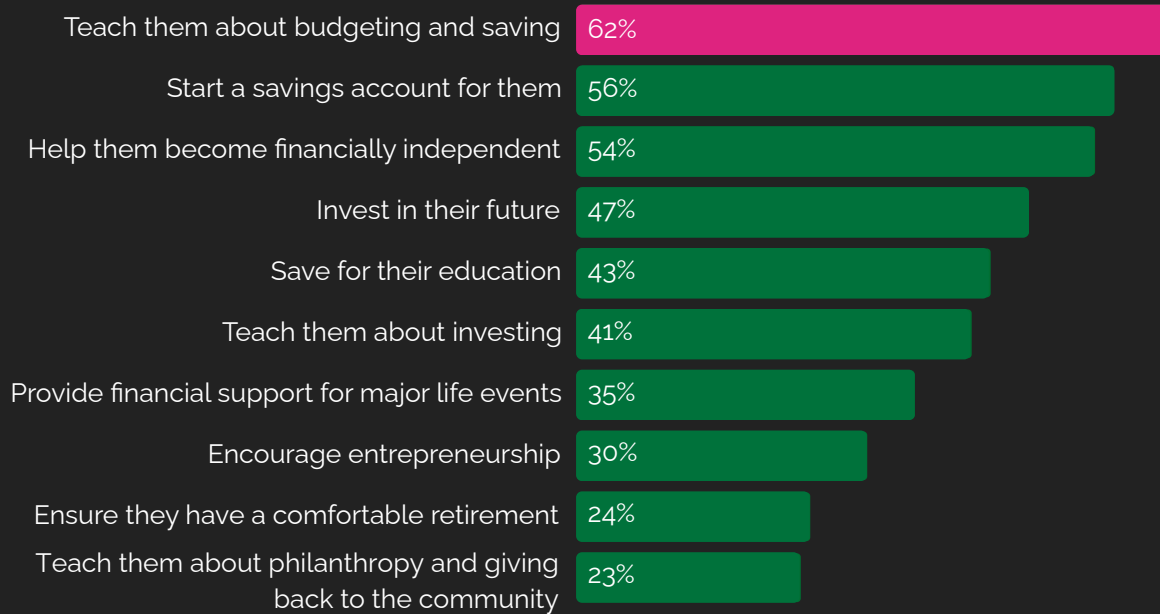
Almost 9 in 10 (89%) say that cost of living has impacted their family's spending in some way.

Nearly 1 in 2 are cooking at home more and reducing grocery spending. Other common adjustments include cutting back on entertainment (44%), opting for cheaper family activities (42%), and saving or investing less regularly (38%).



## Financial goals

### What financial goals do you have for your kids?



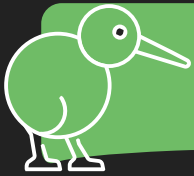
*\*Multiple responses allowed.*

Many parents involve their children in financial discussions, with 22% always including them in decision-making and 30% often discussing finances as part of their education.

When it comes to financial aspirations for their kids, teaching them about budgeting and saving is a top priority (62%). Over 1 in 2 respondents aim to start a savings account for their children and help them become financially independent. Other goals include investing in their future (47%), saving for education (43%), and teaching them about investing (41%).

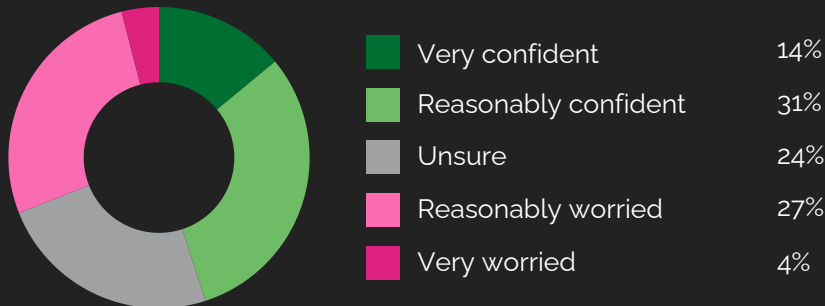
7 in 10 parents feel 1 or 2 children are affordable, but only 1 in 5 feel 3 or more are. 1 in 10 parents feel that it's not affordable to have any children.

1 in 5 have delayed having children due to financial concerns.



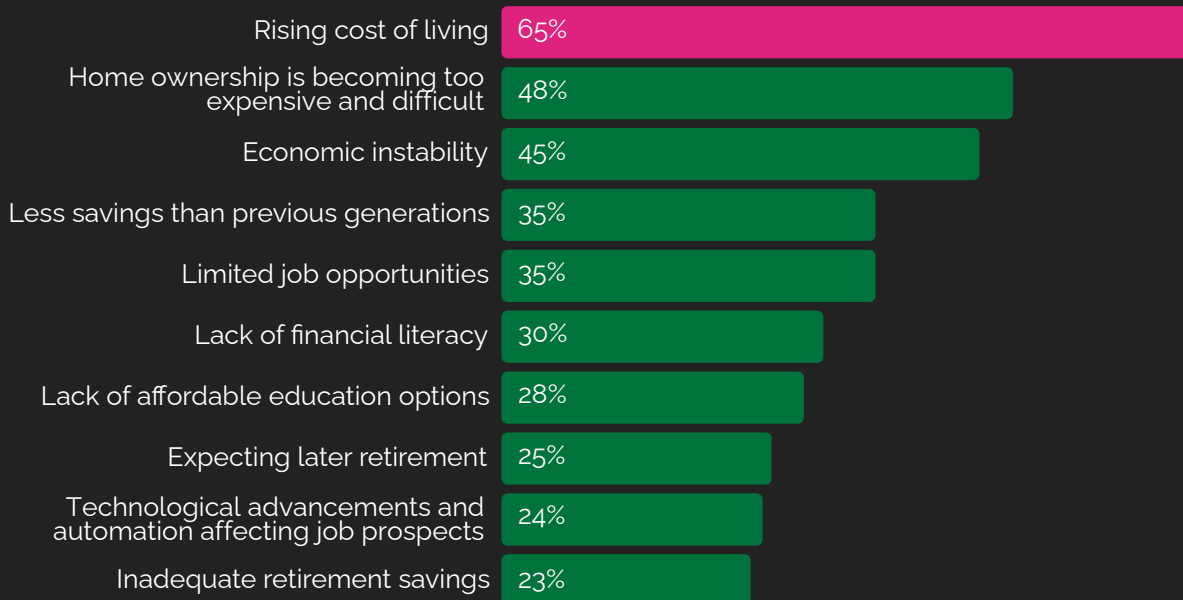
## Looking to the future

### Are you confident or worried about the future financial security of your children?



Parents have mixed feelings about their children's future financial security with less than 1 in 2 at least reasonably confident, 3 in 10 worried and a further 1 in 4 unsure.

### What do you feel are the greatest threats to your children's financial security in the future?



*\*Multiple responses allowed. Top 10 responses only.*

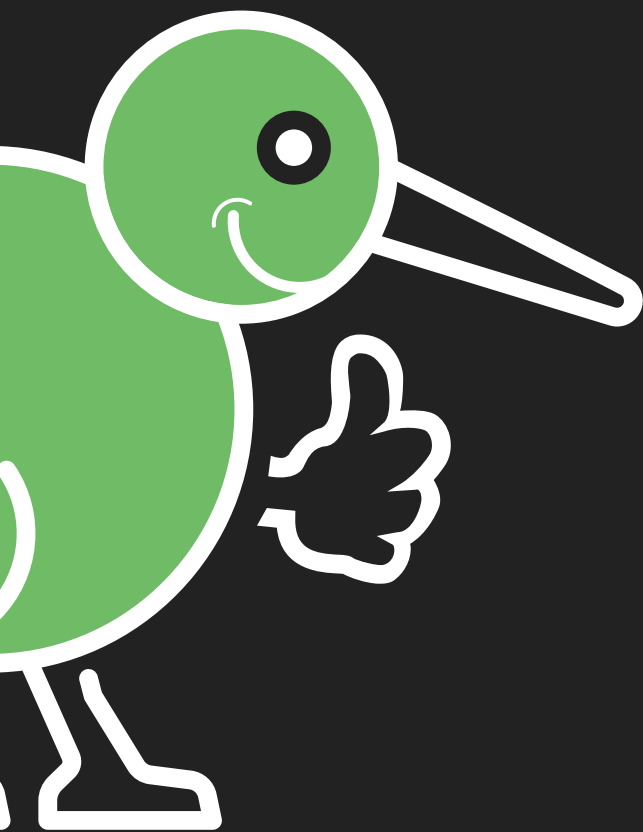
More than 9 in 10 feel there is at least one threat to their financial future. Most commonly parents identify the rising cost of living (65%), followed by the challenges of home ownership (48%) and economic instability (45%).

# More research from OneChoice coming soon...

## About OneChoice

OneChoice helps to give Kiwis peace of mind by providing them with trusted insurance cover so they can focus on enjoying life and looking out for the people they share it with.

OneChoice launched in 2019 with the goal of bringing simple life insurance to New Zealand. Now a winner of multiple trusted service awards and also offering funeral insurance, we set out to be different by providing cover that's easy to understand and easy to manage.



**OneChoice**<sup>®</sup>  
INSURANCE FOR KIWIS