



State of the Neighbourhood

Te Āhua o ngā Hapori

Insights Series #1: Supporting Local
He Terenga Whakamōhio #1: Tautoko ana i ngā Hapori
April 2022

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Supporting local, encouraging kindness

Over the past two years we've seen a shift in our neighbourhoods. Beyond the appearance of facemasks and vaccine passes and 2-metre limits and teddy bears in our windows, we've seen something more seismic and much more impactful. A new attitude toward community. Something we at Neighbourly believe will stick around long after our global pandemic years are behind us.

As we've stayed closer to home, we've slowed down, paying closer attention to the area immediately around us — our neighbourhoods. In fact 26% of us appreciate our neighbourhoods more since lockdowns. Acts of community kindness sprung to life in 2020, becoming commonplace, flowing through into 2022. Local businesses took centre stage, becoming the lifeline for many a locked-down Kiwi. While physically distanced, we saw neighbours come together to support one another — a hand reached out virtually, a grocery delivery left on the doorstep, offer of help after offer of help.

Welcome to the first in our *State of the Neighbourhood | Te Āhua o ngā Hapori* insights series. In this series we've captured insights from throughout Aotearoa; a glimpse into the impact of Covid-19 on our communities — how it's affected our relationships with all things local — and our community wellbeing. We hope it's 'insightful' — but mostly we hope you noticed a positive change in the place you call home too.



Sarah Moore
Head of Neighbourly
April 2022

KEY STATS

97% agree it's important to know what's happening in our neighbourhoods

65% shop local for as much as we can

3x Females are three times more likely to shop sustainably

27% of us turn to our pets for mental wellbeing support

26% appreciate our neighbourhood more since lockdown



More than 7000 responses

Who did we hear from?

We designed an online survey and collected responses in Dec'21. Respondents were aged 18 and older.

Note: throughout this report we refer to 'neighbours'. Neighbours are those who have completed the *State of the Neighbourhood | Te Āhua o ngā Hapori* survey via invitation through Neighbourly or Stuff. These percentages represent survey respondents only and do not reflect all New Zealand.

Female

64%

Male

34%

Gender diverse

0.4%

2 in 3 shop local for everything they can...

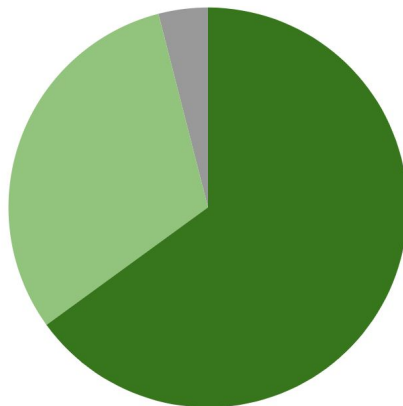
Shopping locally is top of mind for neighbours.

Almost all of our respondents say it's important to shop locally (96%) — and it's especially important for people in Nelson. Good on you, Nelsonians!

31%

Somewhat important;

I shop local for some products

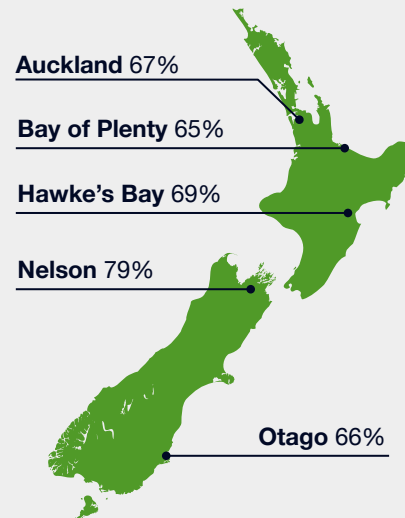


65%

Very important;
I shop local for everything I can

SHOPPING LOCALLY.

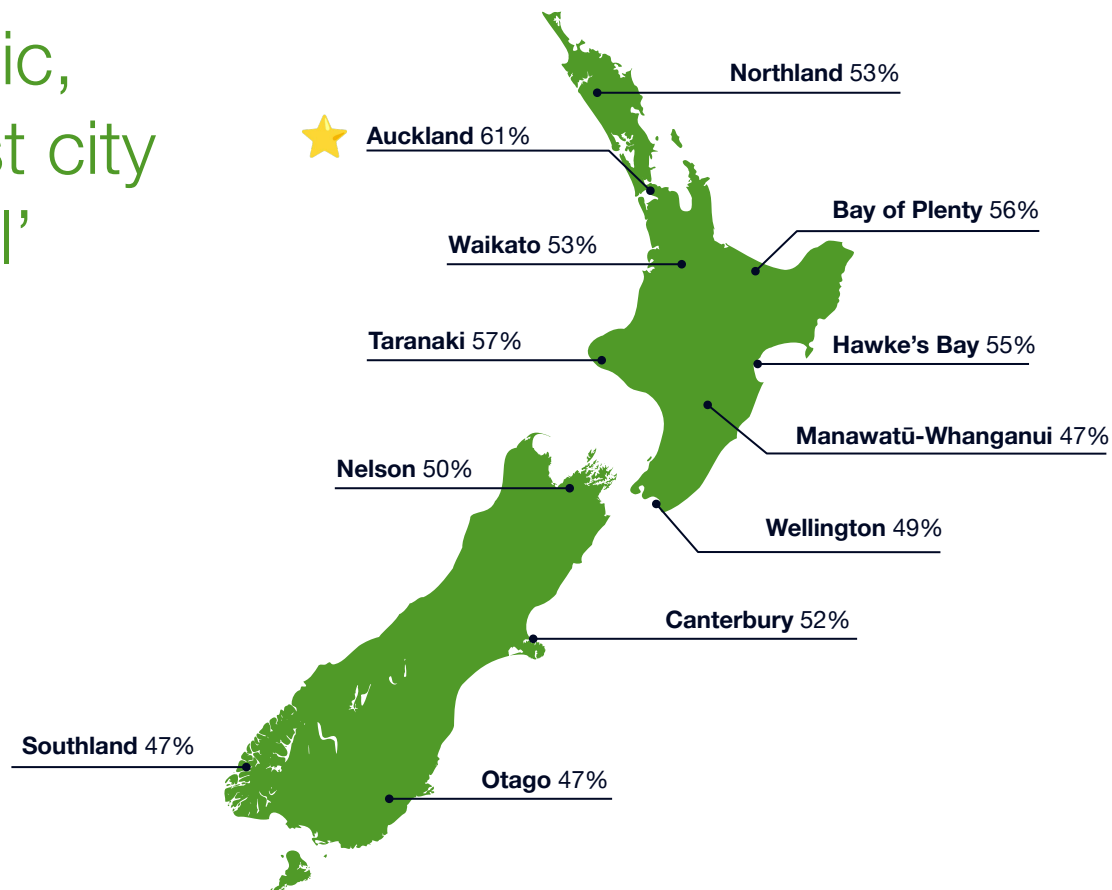
It's **very important** to the good people living in these regions



Q. How important is shopping local in your shopping decisions?
(Local is considered businesses within a 5 - 10 kilometre radius).

But since the pandemic,
it's actually our biggest city
leading the 'shop local'
movement...

Since the pandemic, 61% of
Aucklanders claim to be making it
a priority to spend more at local
businesses.

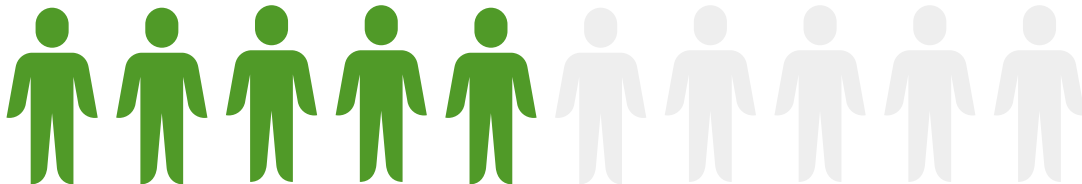


Q. Has the pandemic made you more likely to shop local? (Local is considered businesses within a 5 - 10 kilometre radius).

Half of us are shopping local - but there's a few barriers...

Yes, I'm making it a priority to spend more at a local business/businesses

More than half of neighbours (54%) — and even higher amongst Females (59%) — **are making an effort to spend more at local businesses.**



TOP BARRIERS TO SHOPPING LOCALLY

There's an opportunity to make sure neighbourhoods are stocked with the right local goods as **'my community doesn't have the shops I want'** is currently the biggest barrier to people shopping locally.



Lacking shops

37%



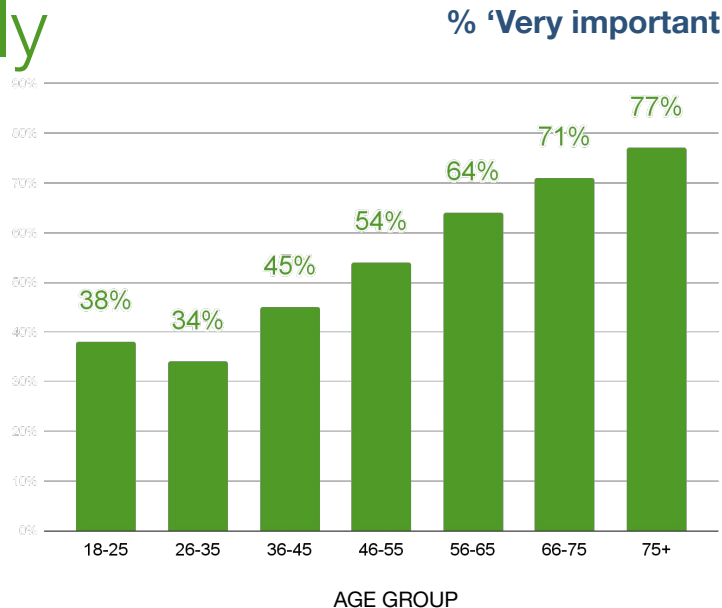
Too expensive

12%

Q. Has the pandemic made you more likely to shop local?
(Local is considered businesses within a 5 - 10 kilometre radius).

Shopping locally is more important as we age

The importance of shopping locally
increases as our neighbours
grow older...we mean wiser 😊



A growing 'shop local' consciousness is impacting how and where we choose to spend our money. Everyday we observe Neighbourly members recommending the businesses near them, driving the 'shop local' movement forward...



Lila Pitcher
Neighbourly Member
Experience Manager

Q. How important is shopping local in your shopping decisions?
(Local is considered businesses within a 5 - 10 kilometre radius).

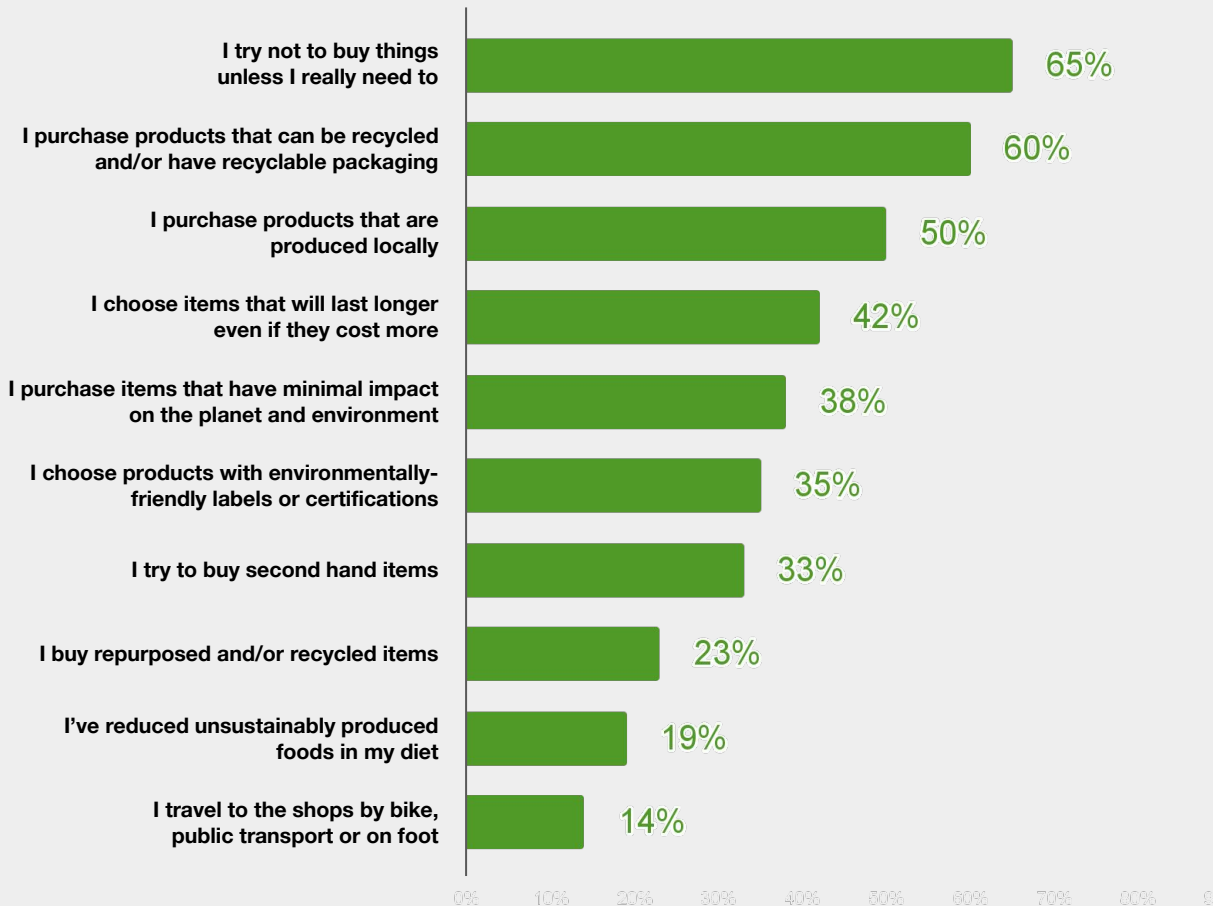
Good news! 95% of us are trying to shop sustainably...

Neighbours mentioned several ways they shop sustainably, the three most popular being:

1. **Only buying things I need**
2. **Making sure I can recycle what I buy**
3. **Purchasing locally.**

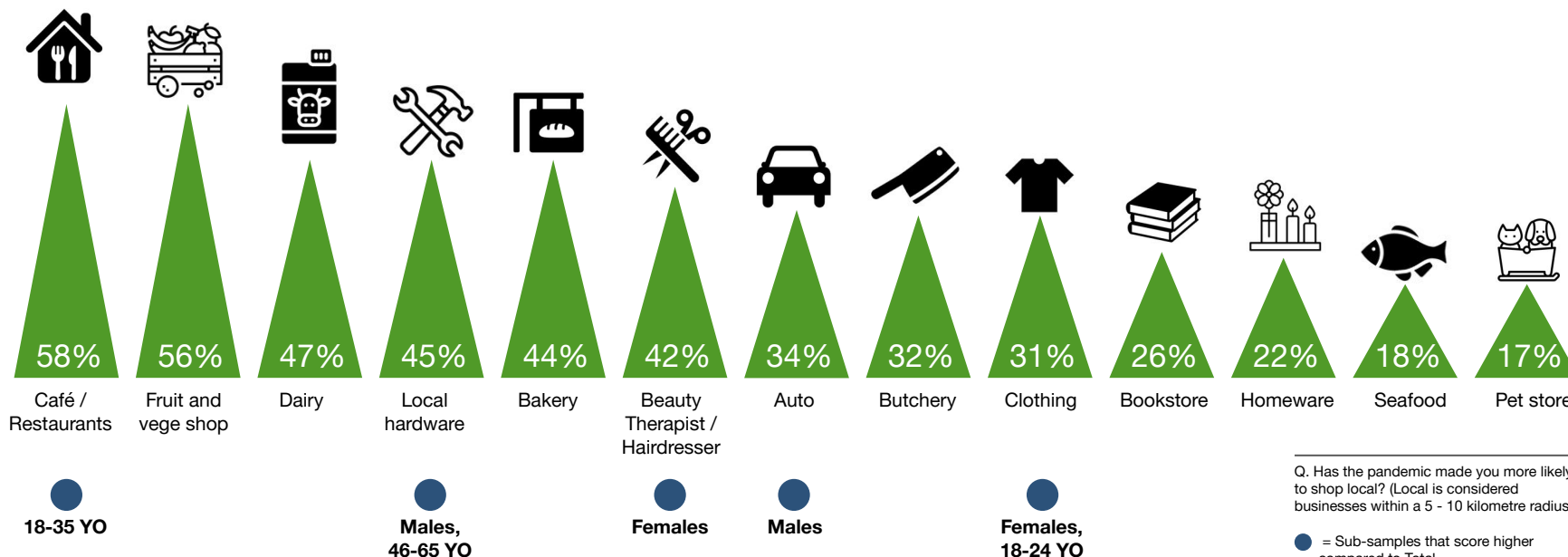
Only 5% stated 'I'm not concerned about sustainability'.

Q. Do you try to shop 'sustainably'? (tick all that apply)



We're supporting our local cafés and restaurants the most

Neighbours told us they love supporting their local cafés /restaurants and buying fresh produce like dairy and bakery goods, however they tend to travel further when it comes to seafood and fur babies.



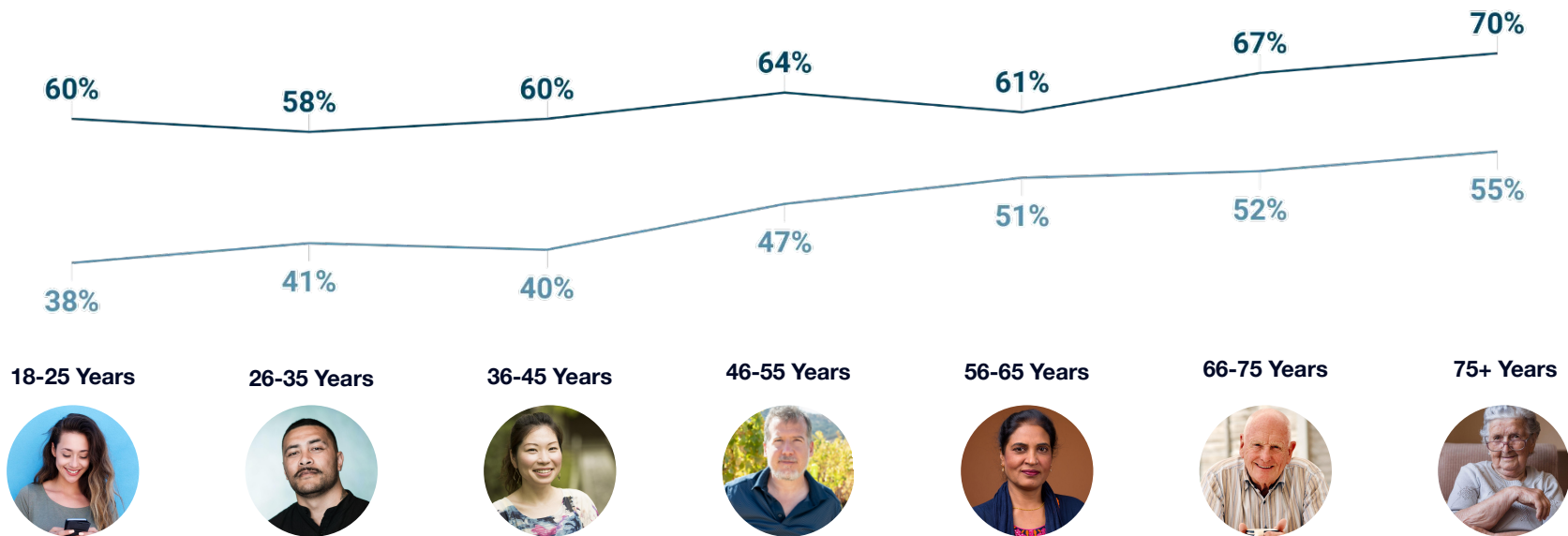
Q. Has the pandemic made you more likely to shop local? (Local is considered businesses within a 5 - 10 kilometre radius).

● = Sub-samples that score higher compared to Total

Shopping sustainably – by age

- I purchase products that are produced locally
- I try not to buy things unless I really need to

Shopping sustainably means different things to different people. Shopping locally and only buying things you really need increases with age...

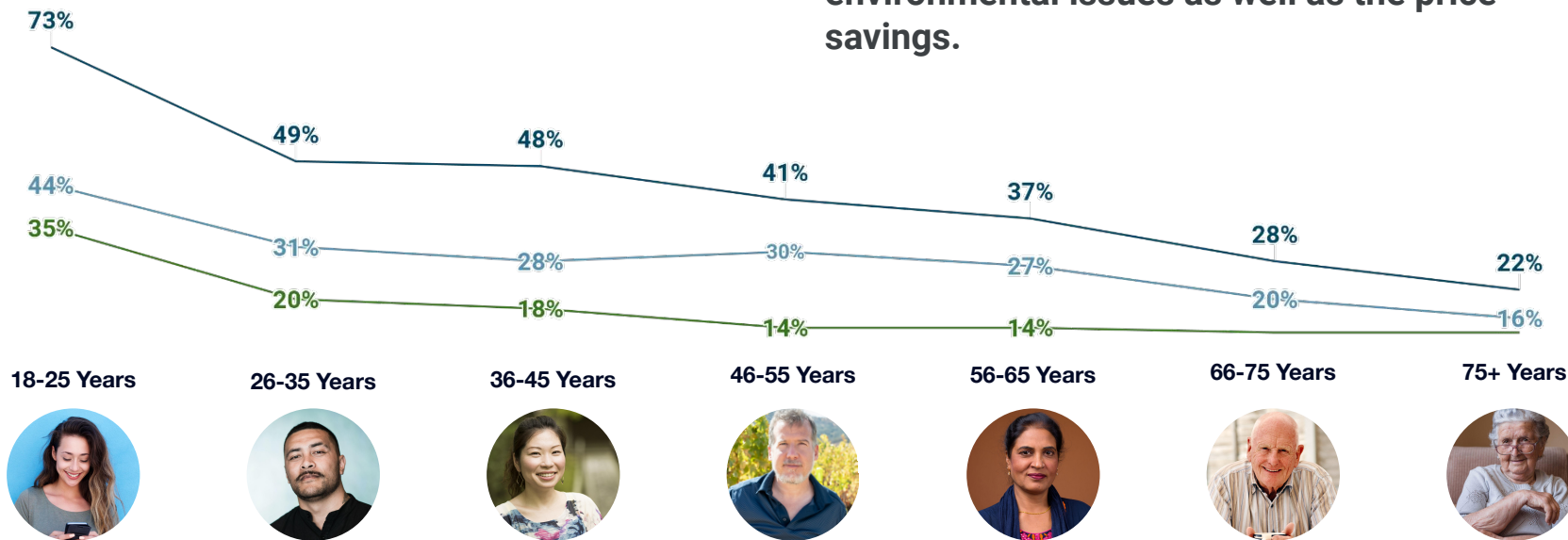


Q. Do you try to shop 'sustainably'? (tick all that apply)

Shopping sustainably – by age

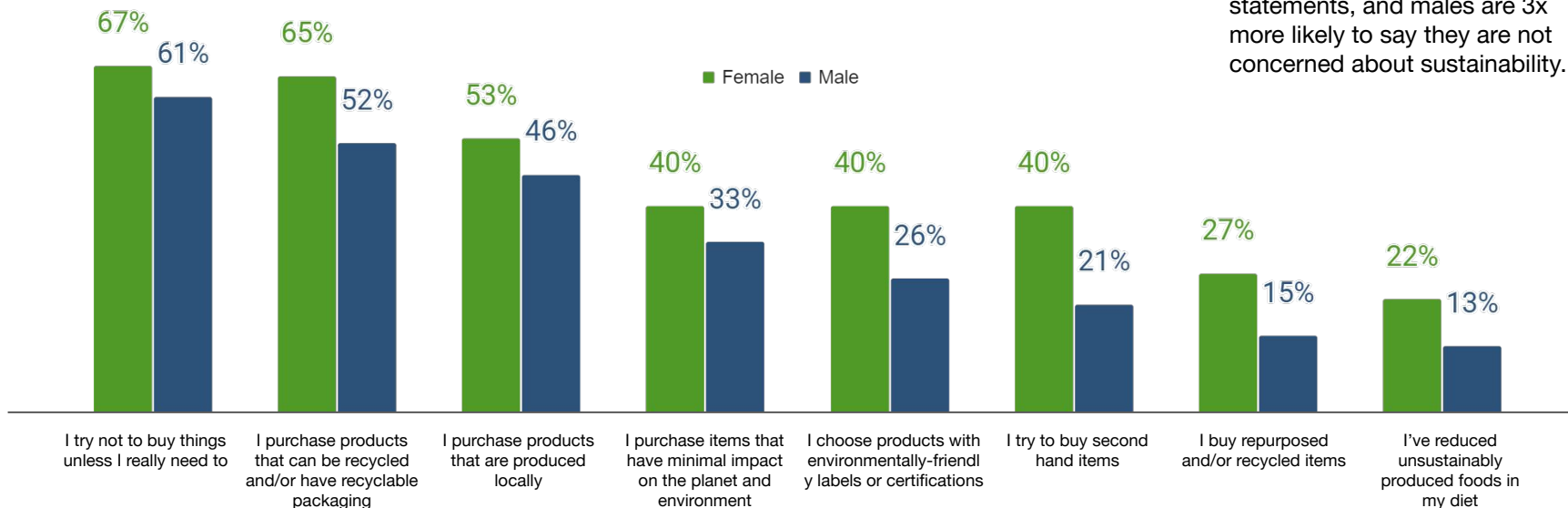
- I try to buy second hand items
- I buy repurposed and/or recycled items
- I travel to the shops by bike, public transport or on foot

Generation Z's are leading the growth of sustainable shopping due to their passion for environmental issues as well as the price savings.



Shopping sustainably – by gender

And it's not just age where we see significant differences; females score higher on most statements, and males are 3x more likely to say they are not concerned about sustainability.

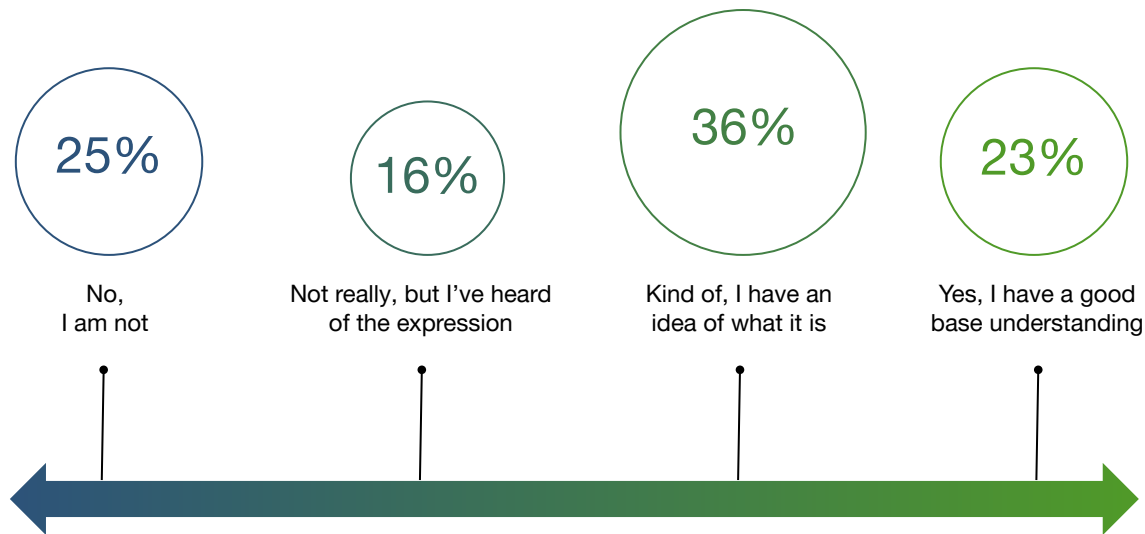


Research run by Victoria University also showed **females had stronger attitudes towards protecting the environment and were more likely to engage in pro-environmental behaviours** than males. Gender differences in conscientiousness explained why women had stronger environmental attitudes and were more likely to participate in sustainable behaviours than men¹

Q. Do you try to shop 'sustainably'? (tick all that apply)

1: Victoria University 2020 "Why do Women care more about the environment than men?" Research

Familiar with circular economy?

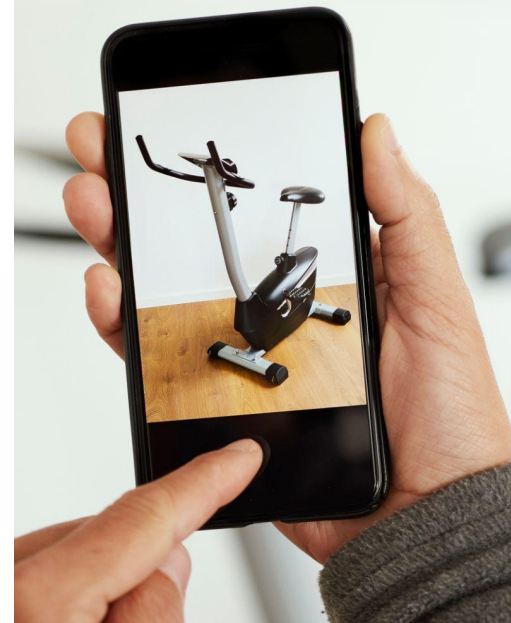


Q. Do you understand the concept of 'circular economy'?

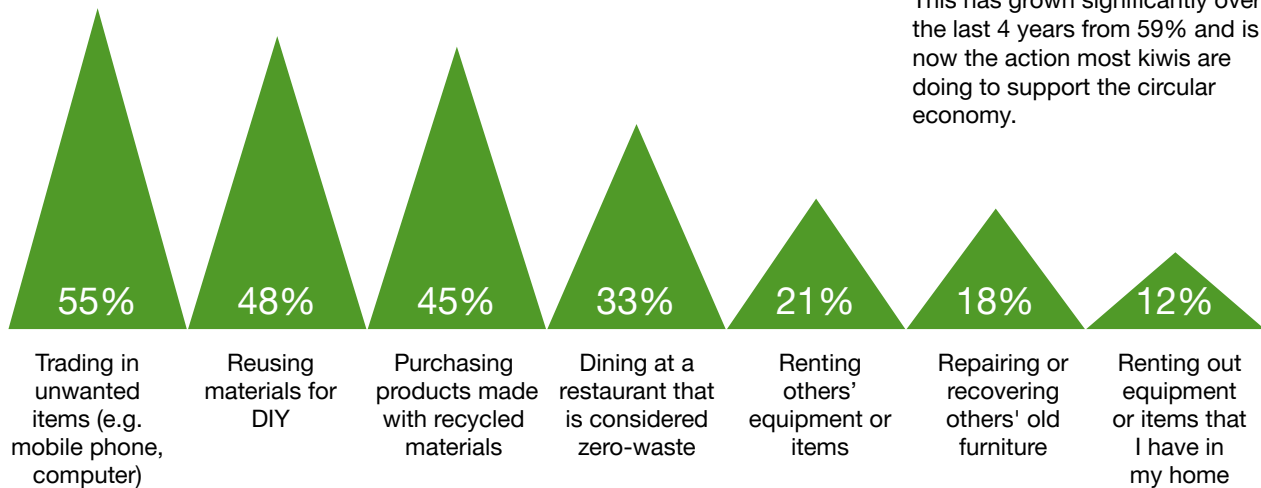
Q. Which of these activities would you be interested in participating in to create a circular economy?

Those who know what 'circular economy' means participate on average in 3 circular economy activities compared to just 2 for all respondents.

Let's get the word out there so that more neighbours can participate.



We're participating in the circular economy (without knowing it!)



The **Kantar Better Futures Report 2022** shows that

78%

of New Zealanders dispose of clothing and household items through online community groups (eg Neighbourly, Facebook), rather than throwing them out¹!

This has grown significantly over the last 4 years from 59% and is now the action most kiwis are doing to support the circular economy.



Neighbourly's Marketplace is an incredibly popular corner of the site; hundreds of unwanted items are sold and given away for free every day.

It's great to know they're disappearing down driveways into new homes, rather than ending up as landfill.



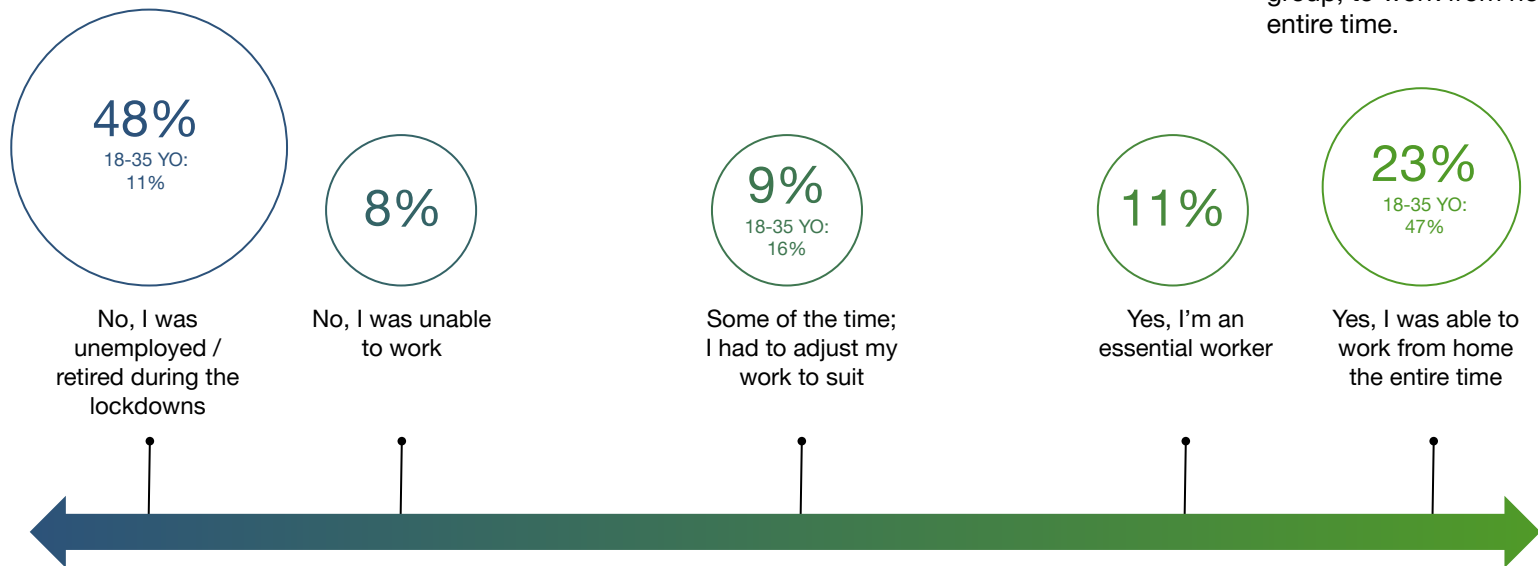
Zach White
Neighbourly Marketing

Q. Which of these activities would you be interested in participating in to create a circular economy?

1. Source: [Kantar Better Futures Report 2022](#). Q: When you have the opportunity, how often do you personally...? Always do this/Mostly do this

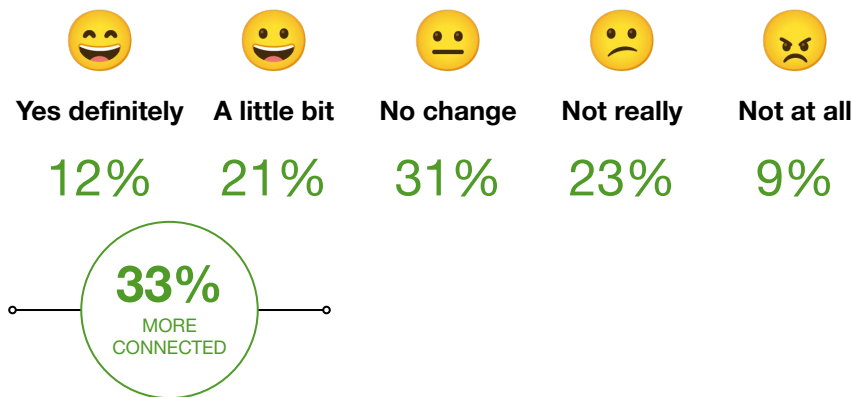
Our youngest neighbours were twice as likely to work from home...

More than half did not work during lockdown whereas 1 in 10 was an essential worker out there keeping NZ going. 18-35 year olds were twice as likely, compared with the total group, to work from home the entire time.



One in three feel more connected to their neighbours thanks to Covid...

While Covid was a tough time for Kiwis in every corner of Aotearoa, it's heartwarming to see **one third of neighbours say they feel more connected to their neighbours because of the pandemic.** This is a familiar trend across the world*, including America, UK and our Aussie neighbours.



A quarter feel they appreciate their neighbourhood more now. This is even higher – 1 in 3 (35%) for 18-34 YO's.

This is great since we know how many benefits there are from living in a connected community, from increased safety to providing opportunities for people to mix, learn from watch other and support each other.**

I appreciate my neighbourhood more: **26%**



Q. Do you feel more connected to your neighbours since the Covid-19 pandemic?

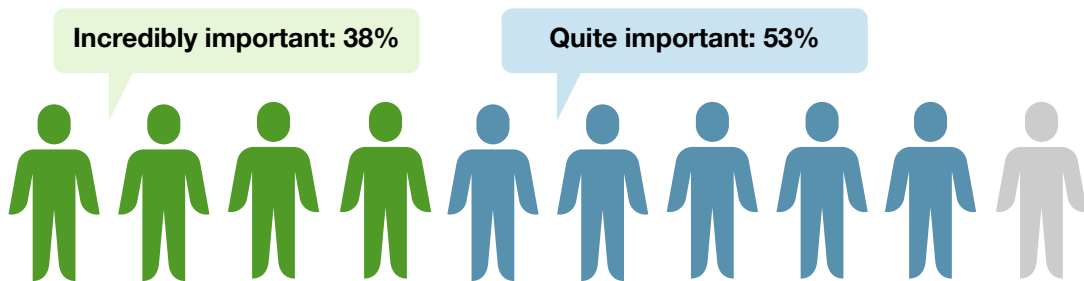
*Sources: www.yoanews.com/covid-19-diaries-coronavirus-brought-my-neighborhood-together/ / www.suncorpgroup.com.au/Aussies-now-closer-with-neighbours/ / www.independent.co.uk/coronavirus-social-distancing-communities-help-neighbours-elderly-vulnerable

Q. Consider how you feel about your neighbourhood now, compared with before the COVID-19 Pandemic. Do you appreciate your neighbourhood more or less?

**Source: www.nhvc.org.au/Neighbourhood-house-benefits/ / www.qualicocommunities.winnipeg.com/the-benefits-of-community-associations/ / www.conroy.co.nz/importance-community

70% of neighbours offered help to a neighbour

Regardless of where you live in Aotearoa, we agree that having a good relationship with our neighbours is incredibly / quite important.



Q. How important do you believe having a good relationship with your neighbours is?

We're a nation of caring people. During peak pandemic periods and lockdowns, many of us offered support to our neighbours and checked-in on them (7 in 10). Many also received support.

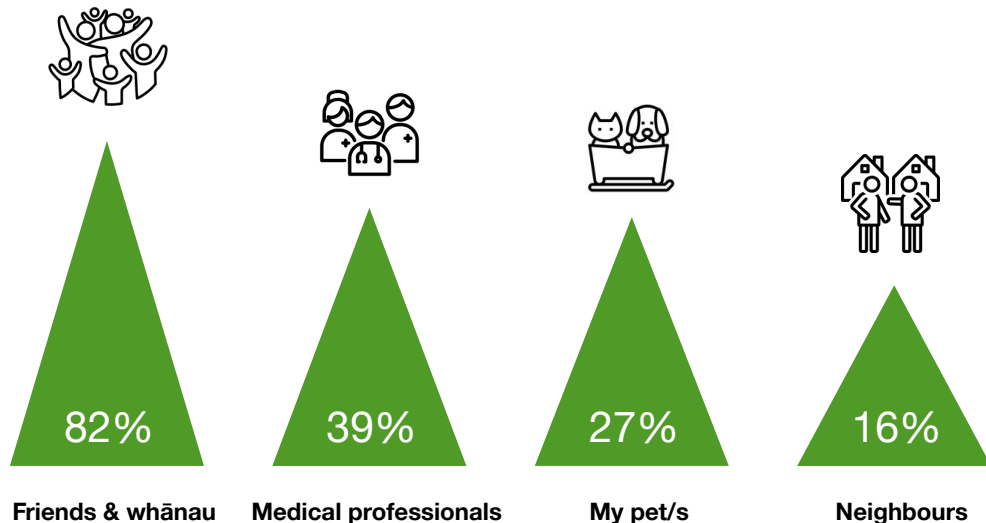


Q. During the pandemic and lockdown periods, have you experienced the following?:

Friends & whānau remain our number one support...

Top 4

Neighbours generally turn to friends and whānau for mental wellbeing support and for 1 in 4, it's our fur babies that we turn to in times of need.



Mental health and wellbeing is paramount to the overall health of New Zealanders.

Mental distress affects many New Zealanders; 1 in 5 adults aged 15 years and over are diagnosed with a mood and/or anxiety disorder¹ and more Kiwis reported psychological distress during Covid².

Let's keep supporting our neighbours — you never know who needs help right next door.

Q. Who do you turn to for support for mental wellbeing? (select all that apply)

1: Ministry of Health, 2019

2: <https://www.health.govt.nz/publication/annual-update-key-results-2020-21-new-zealand-health-survey>

We (nearly) all want to know what's happening in our 'hoods!

We've established it's important to know what's happening in our neighbourhoods and Neighbourly makes sure people are kept up-to-date with what's happening locally.

97%

agree it's important to know what's happening in their neighbourhoods.

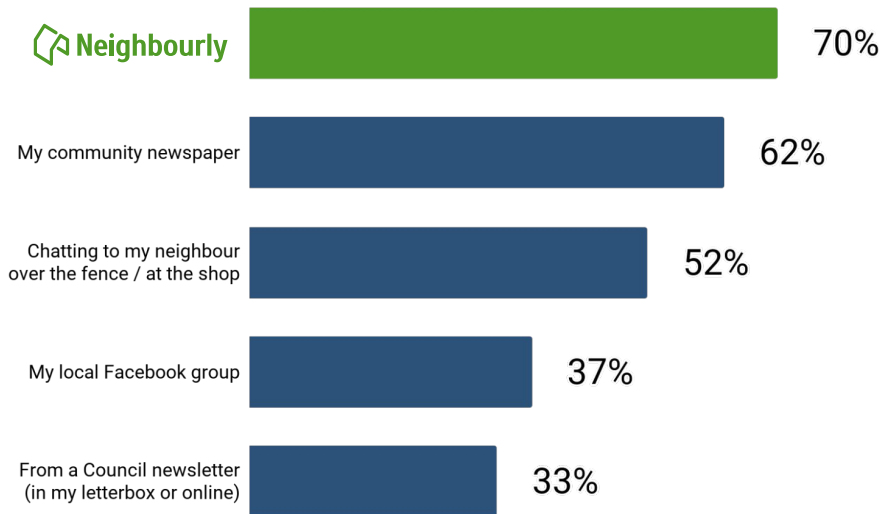
74%

joined Neighbourly to know what's happening in the area.

The **top three** things our members want more of:

- Events **74%**
- Police updates **71%**
- Council news **62%**

HOW WE STAY UP-TO-DATE:



Q. How important do you feel it is to have a good understanding of what's happening in your neighbourhood?

Q. How do you keep up-to-date with what's happening in your community? (select all that apply)

Q. What is the main reason you wanted to become part of the Neighbourly community?

So what can you do next?

State of the Neighbourhood | Te Āhua o ngā Hapori uncovers what matters most to Kiwis in and around their neighbourhoods.

Insights Series #1: Supporting Local researched our relationships with local businesses, our attitudes toward sustainability and our connections with our neighbours and community in light of the Covid-19 pandemic.

The recommendations below are a few suggestions of how we can support local businesses, act sustainably and nurture the wellbeing of our communities and the people living within them:



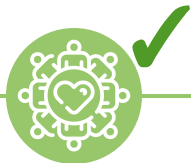
Shop Local

1. Ask your local to stock the items that you want to buy
2. Recommend the small businesses in your community going over and above - or doing something a little different. Make a shout out to them on [Neighbourly](#) and your other favourite social channels
3. Check out the talented local designers, artists and craftspeople on [Chooice](#).



Sustainability

1. Visit [Soft Plastic Recycling](#) for a nationwide list of local stores that offer soft plastic recycling.
2. Learn more about the circular economy by visiting [Ōhanga Āmiomio](#)
3. People in your community LOVE fixing broken things. Rather than throwing something away, ask if there's a local handyman or repair service and support a neighbour in the process.



Community Wellbeing

1. Spread goodwill. Nominate someone nearby as a [Nice Neighbour](#)
2. Let a neighbour if you're there to lend a hand. They might be a little too shy to ask for help.
3. Consider a community mindfulness course, free fitness bootcamps, volunteering or community education classes. The [Mental Health Foundation's Five Ways to Wellbeing](#) is a great source of inspiration and other resources.

Ngā Mihi



Insights Series #2: landing June 2022

For more information about this document,
Please contact sarah@neighbourly.co.nz

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