

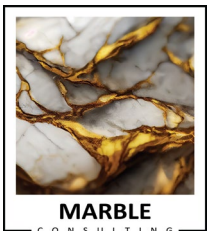
NEW ZEALANDERS' EXPERIENCE OF GRIEF, DEATH, AND OTHER LOSSES

National Grief Survey 2024

Results extrapolated to total population, 18+



Funeral Directors
ASSOCIATION OF NZ



APPROACH

General population survey N=1719 nationally representative 18+

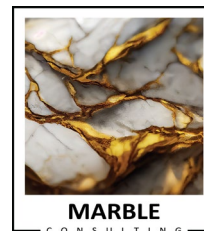
- N-1518 had at least one grief event in the last 2 years

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

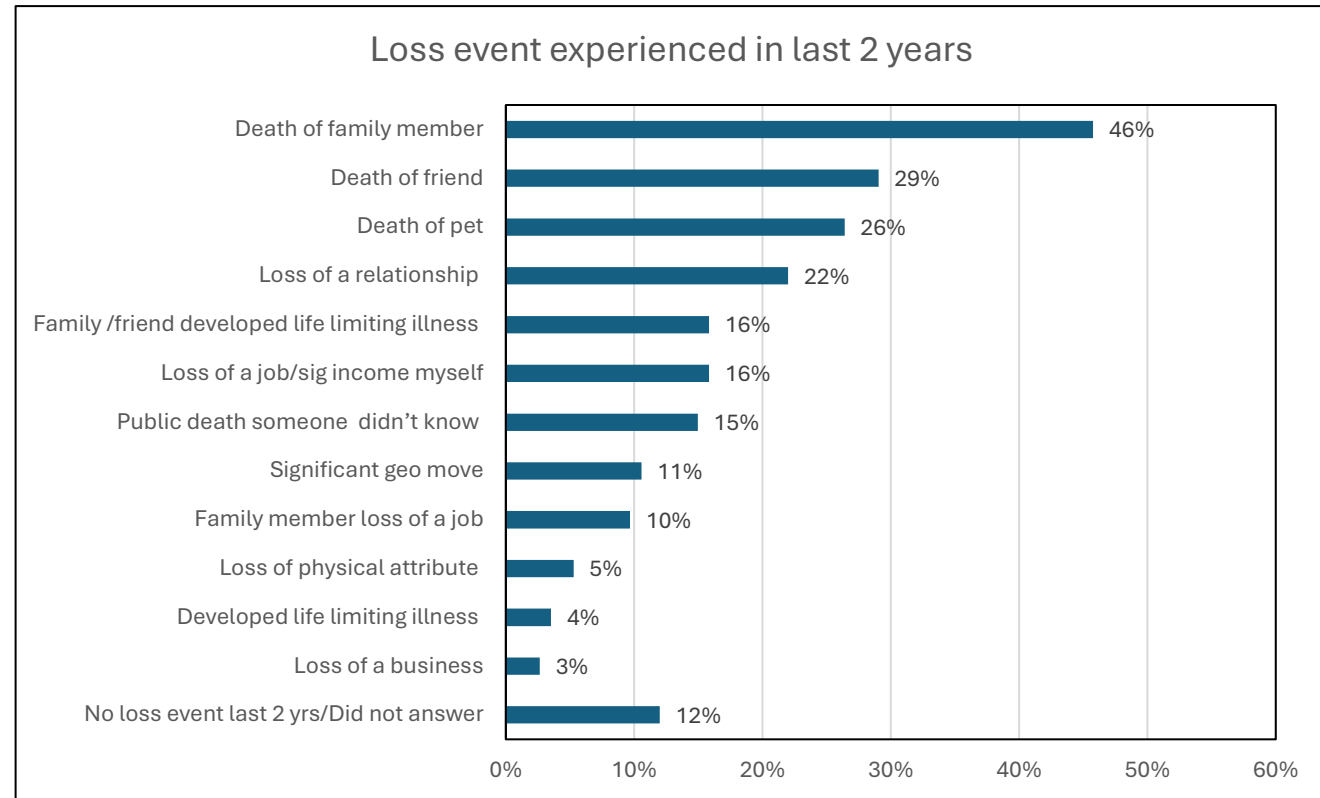


LOSS EVENTS IN LAST 2 YEARS

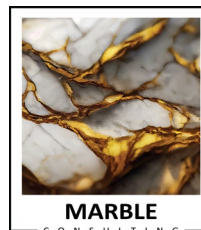
Most common is death of a family member or friend, followed by loss of a pet, then a relationship ending.

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.



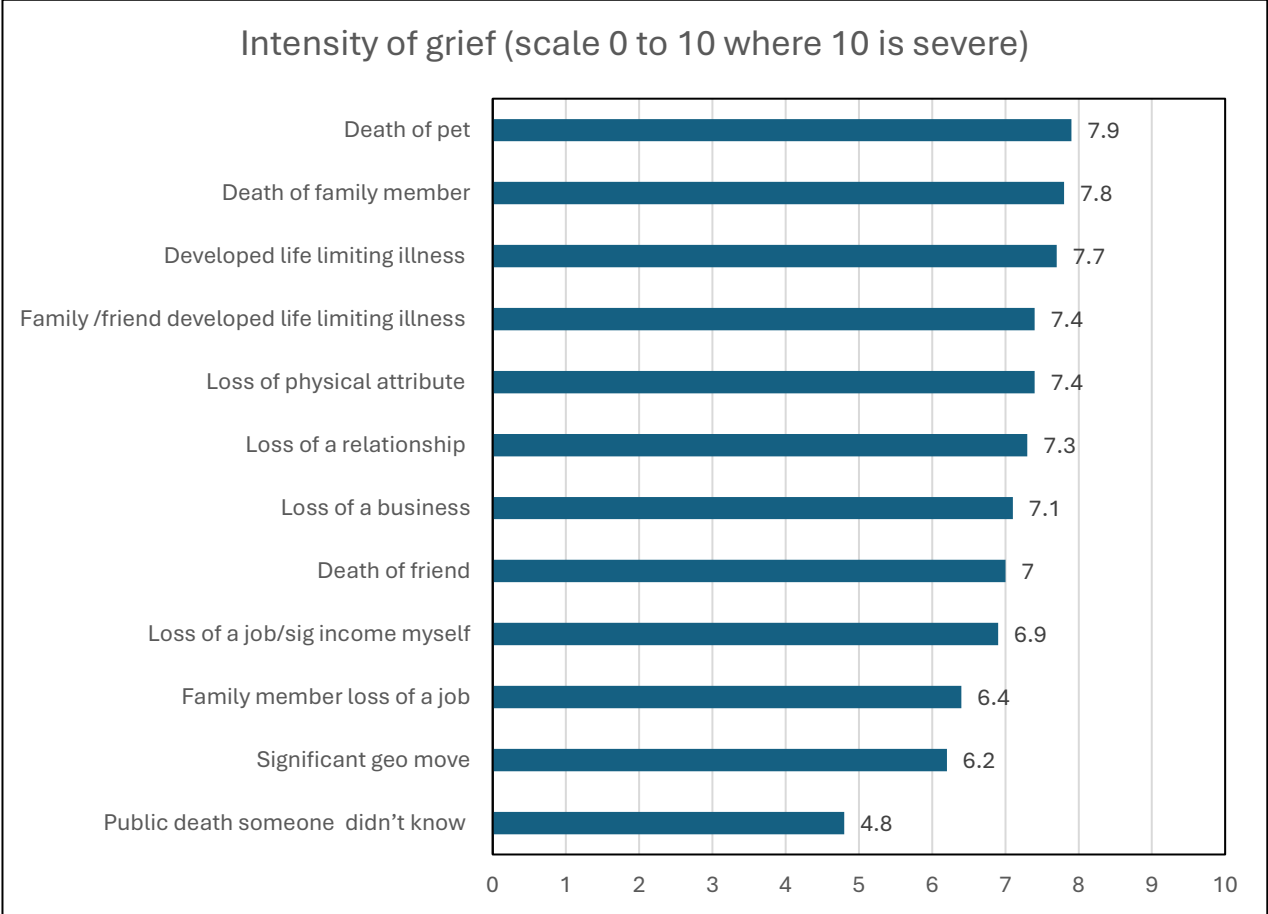
Sample: N=1719 18+



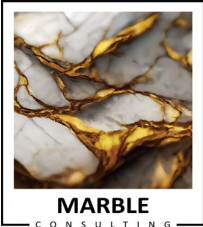
INTENSITY OF GRIEF

Death of a pet and death of a family member have the highest average emotional intensity. Next most intense is developing a life limiting condition.

Loss of a family member is felt keenly across all ages, and particularly by Māori/Pacific Island. Loss of a pet is particularly hard on women and those under 65.



Sample: N=1719 18+

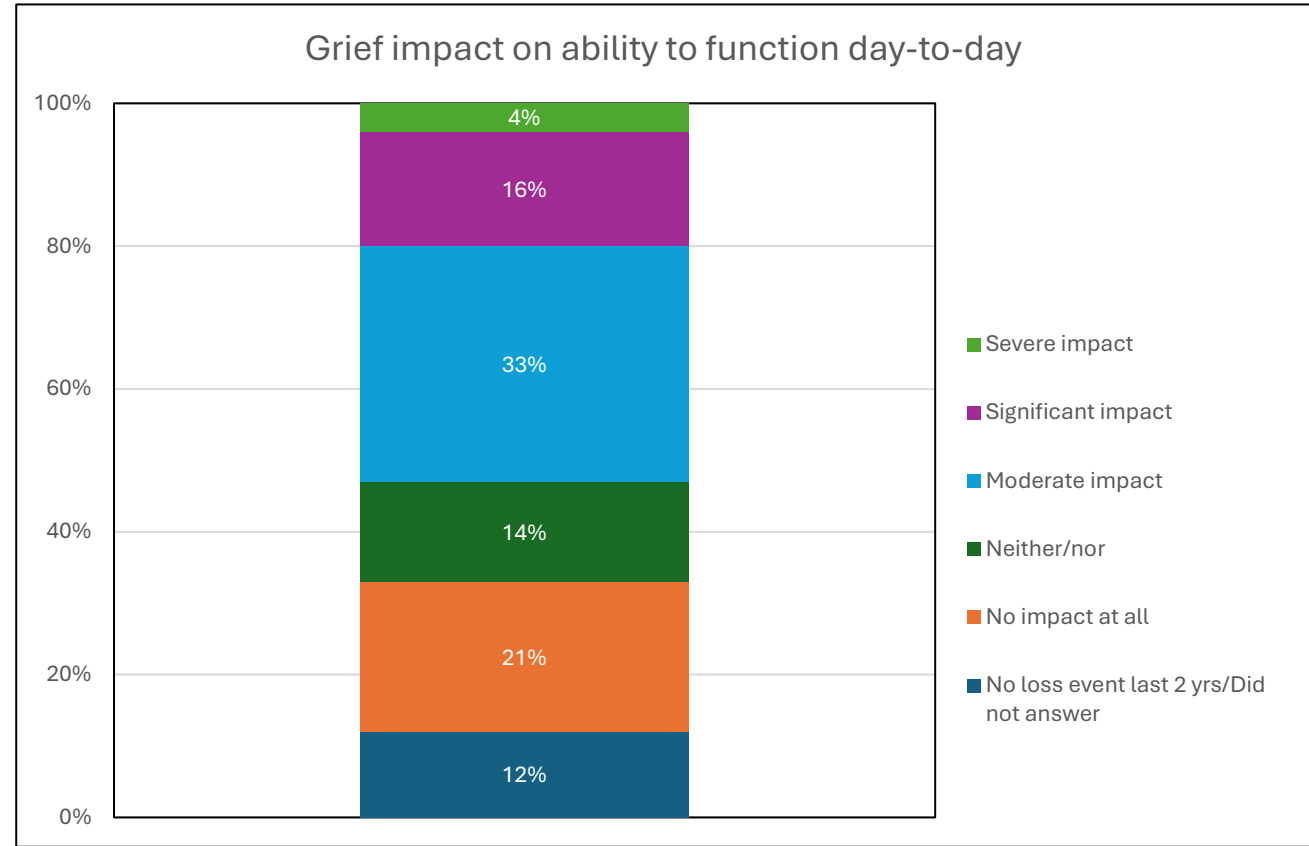


GRIEF IMPACT ON DAY-TO-DAY LIFE

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.



Sample: N=1719 18+

