



KANTAR



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# U Matter Results: Student Support Services DECEMBER 2021

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# TODAY'S AGENDA



	Demographics	
	Getting to know our priority groups	
	Taha tinana (Physical Health)	
	Taha wairua (Spiritual Health)	
	Taha whānau (Family Health)	
	Taha hinengaro (Mental health)	
	Insights Summary & Recommendations	

# BACKGROUND & METHODOLOGY



- U Matter is a lifestyle project that aims to help Unitec better understand our students – the core question for the team was ‘Who are the people that walk in our gates every day?’
- This presentation provides findings on the student wellbeing, work/life/study balance, finances, health and diet, worries and concerns



## WHAT?

An online questionnaire exploring a range of lifestyle areas was sent out to students



## WHO?

A total of n=2355 students participated in the project

- Domestic n=2125 and International n=230
- Māori n=221 and Pasifika students n=458
- Students with a disability n=137
- Students under 25 n=999



## WHEN?

Fieldwork conducted September 2021 (Lockdown in Auckland)



## QUESTIONNAIRE

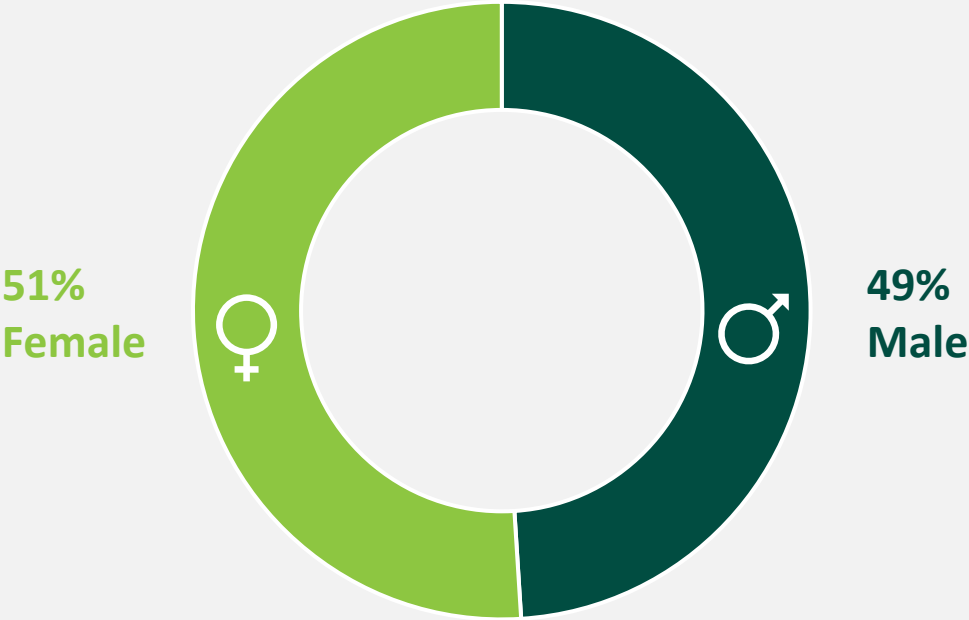
Average length of interview: assumed at 15-20 minutes  
Including the segmentation questions

- Please note sig testing is vs total as per standard practice, however, to see sig diff of subgroups, data tables can be provided upon request

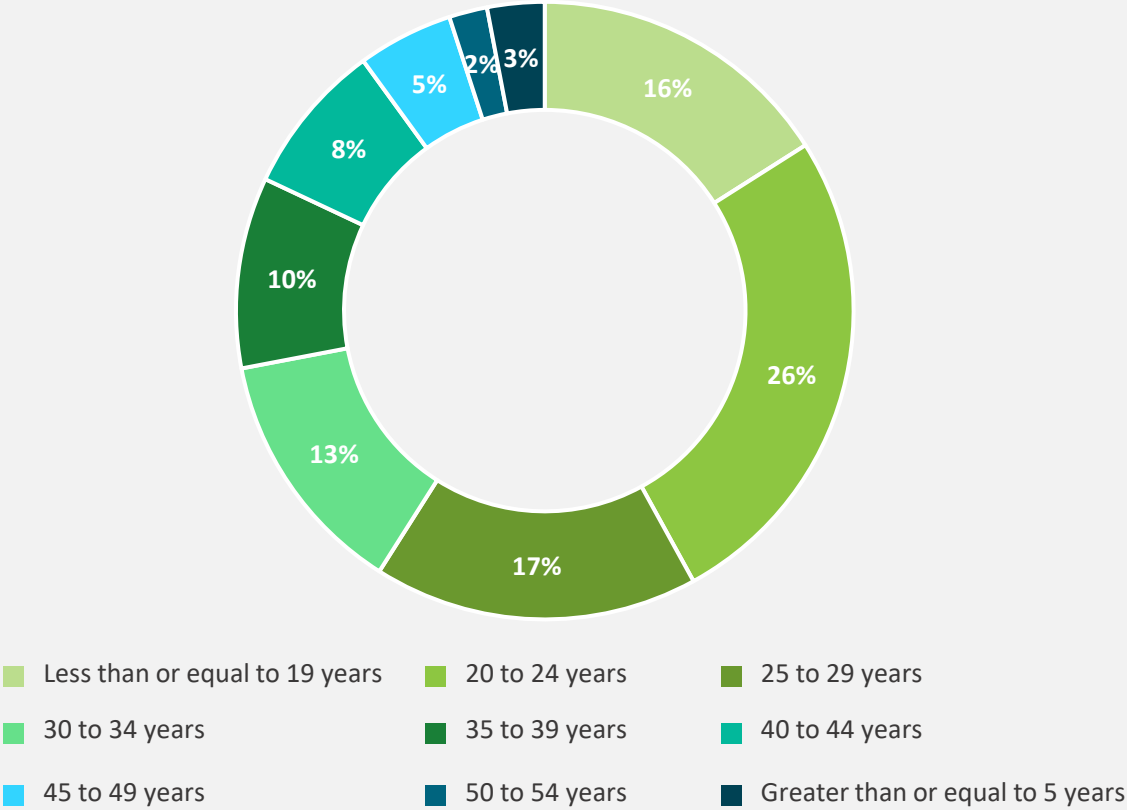
Among our student population who responded to the U Matter research, we see an even split across males and females, while almost half our students are under 25 years old and just over a quarter are aged 20-24.



GENDER



AGE

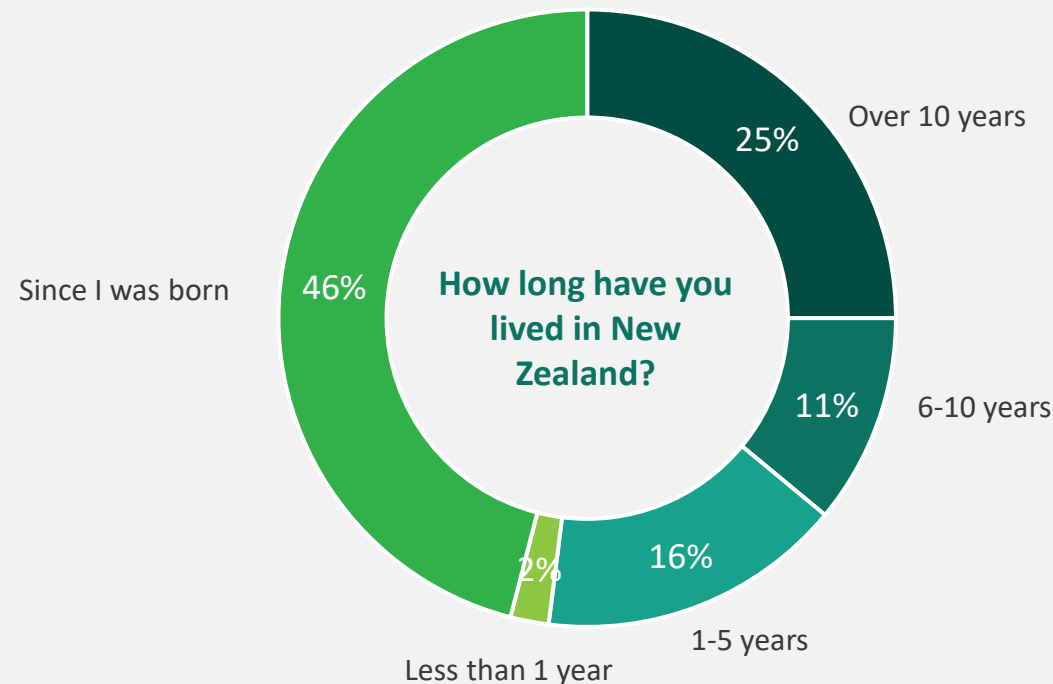




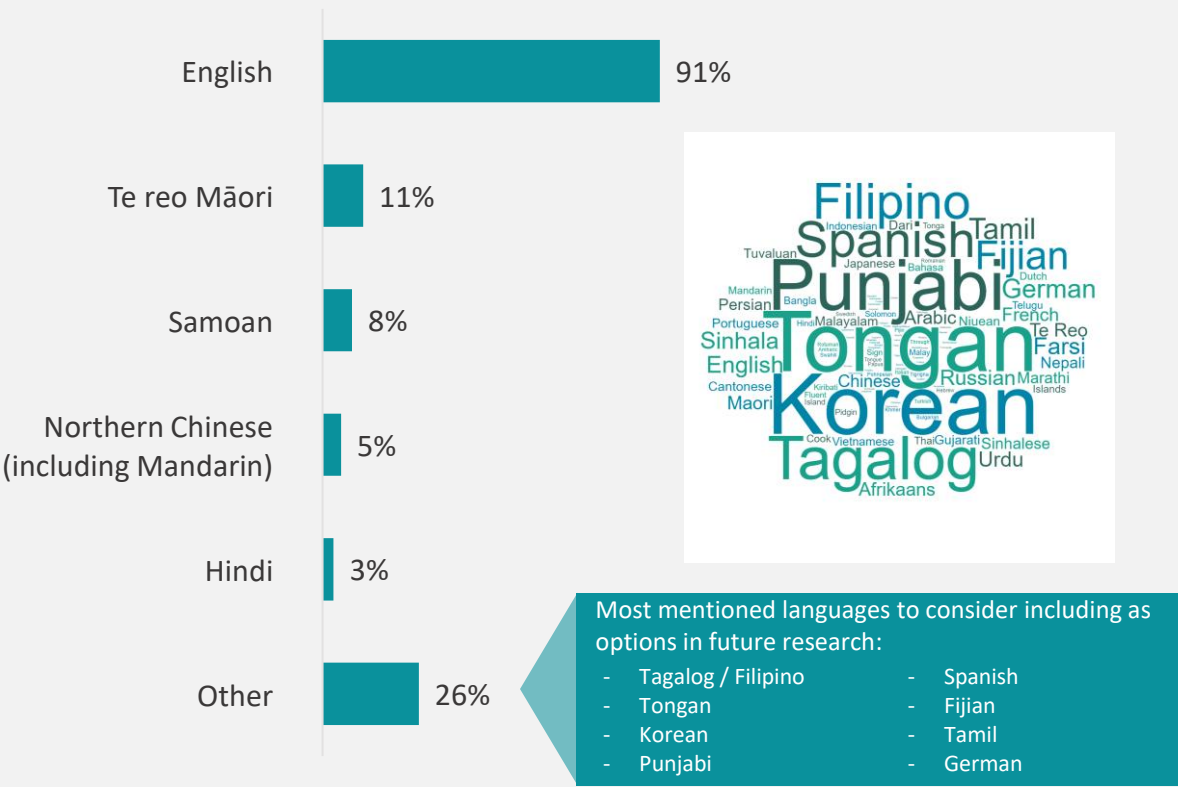


Almost half of students have lived in Aotearoa since they were born. Over 90% feel confident and comfortable speaking English and 11% speak te reo Māori. Over a quarter of people said “other”, so it is worth considering adding in some further language options such as Tagalog, Tongan and Korean.

HOW LONG HAVE YOU CALLED AOTEAROA / NEW ZEALAND HOME?



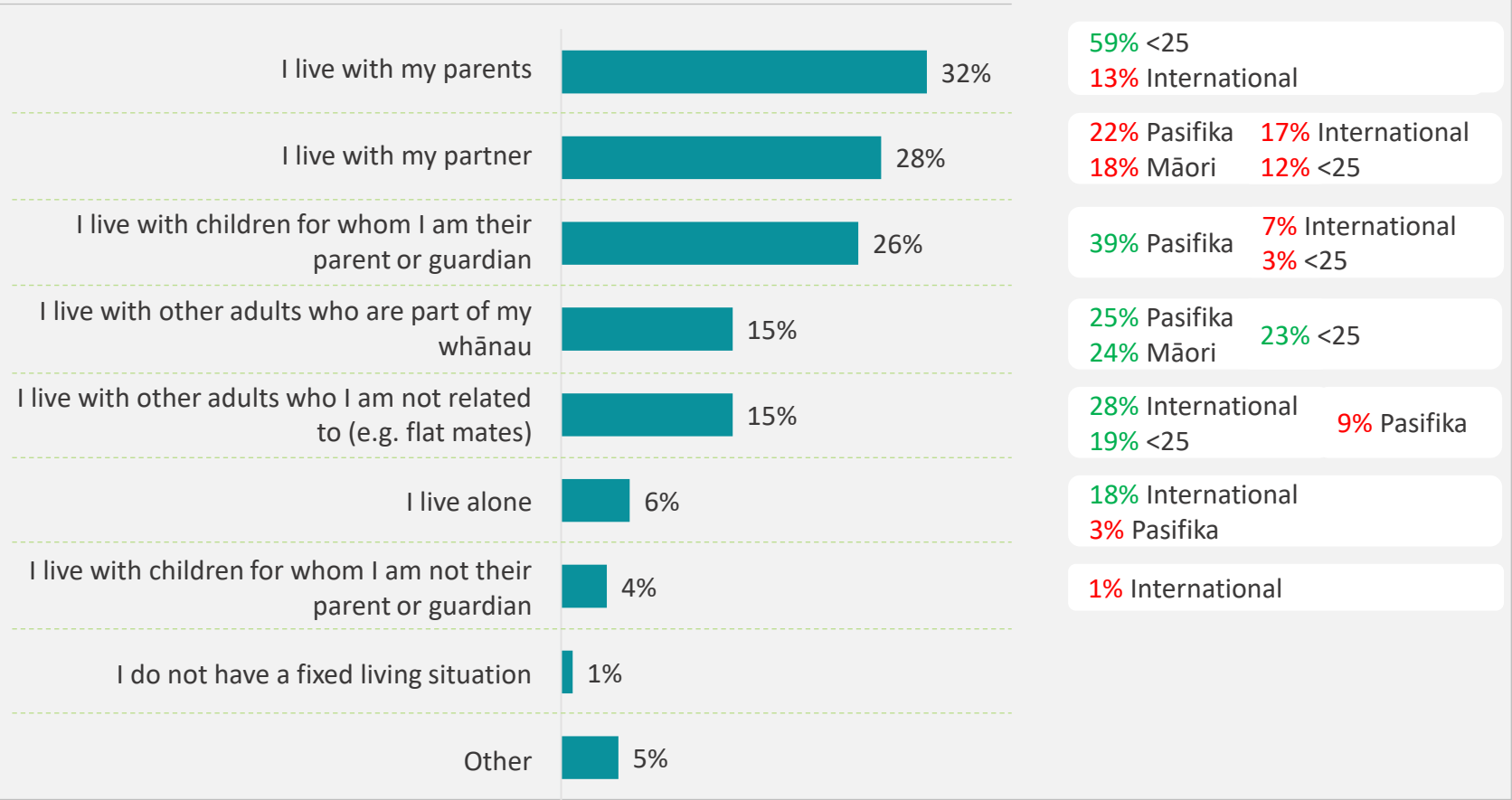
WHAT LANGUAGES DO YOU FEEL CONFIDENT AND COMFORTABLE BOTH WRITING AND SPEAKING?



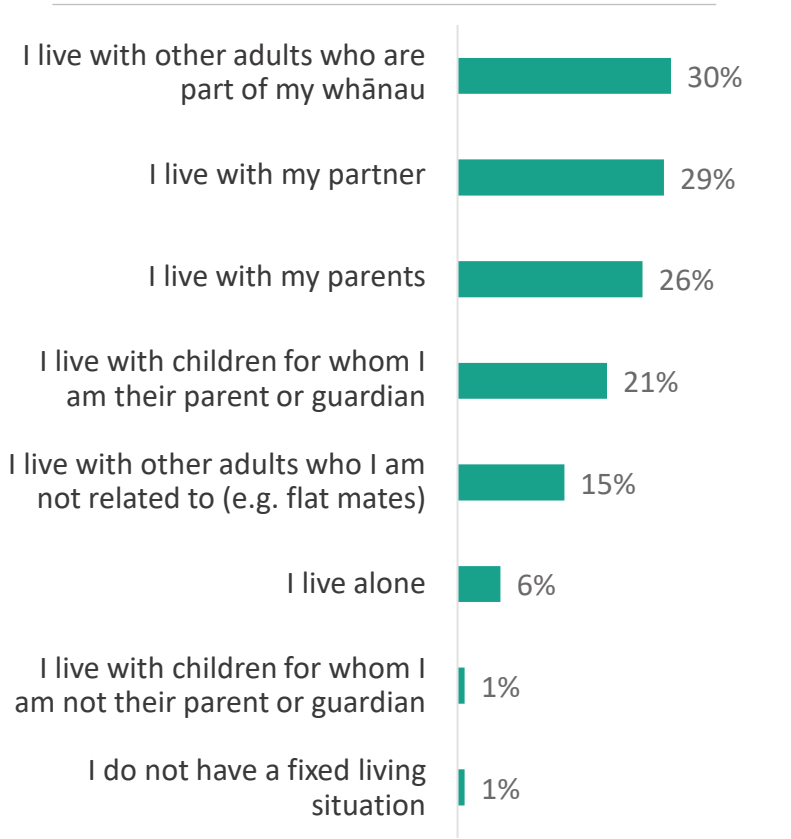
Almost a third live with their parents, while a quarter live with a partner or children for whom they are the parent / guardian. Pasifika students are significantly more likely to care for children at home, which as you will later see does impact the support they need from us.



WHAT IS YOUR LIVING SITUATION?



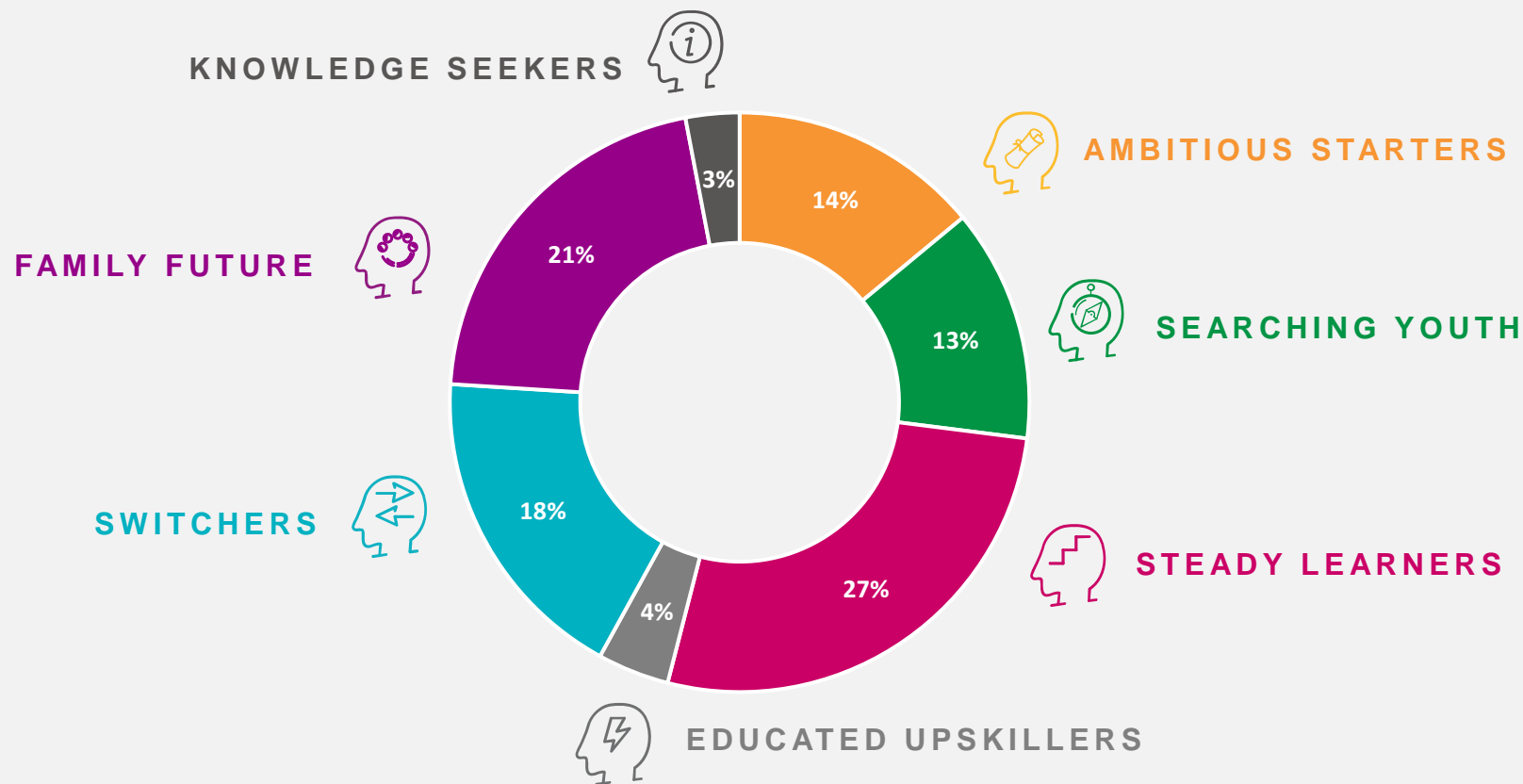
OTHER (note some may overlap)



Over a quarter of our students belong to the Steady Learners segment.  
The second largest group is Family Future (21%) followed by Switchers (18%).










SEGMENTS



Pasifika students have a higher proportion of Steady Leaders, while International students are more likely to be Searching Youth and less likely to sit under the Family Future segment. Unsurprisingly, younger students have a higher proportion of Ambitious Starters and Searching Youth.



## SEGMENTS

	Total	PASIFIKA	MĀORI	DISABILITY	<25	INTERNATIONAL
Base	1712	352	175	105	739	165
 EDUCATED UPSKILLERS	4%	2%	2%	4%	1%	4%
 KNOWLEDGE SEEKERS	3%	2%	3%	2%	1%	2%
 SWITCHERS	18%	15%	15%	16%	16%	21%
 AMBITIOUS STARTERS	14%	14%	14%	12%	24%	16%
 STEADY LEARNERS	27%	33%	26%	24%	31%	26%
 SEARCHING YOUTH	13%	11%	14%	12%	17%	21%
 FAMILY FUTURE	21%	23%	26%	30%	11%	11%

\*NOTE\* Unitec's core segments are **SEARCHING YOUTH**, **STEADY LEARNERS**, **SWITCHERS**, **FAMILY FUTURE**

xx/xx significantly higher/lower than Total

# Getting to know our key cohorts a bit more...



PASIFIKA	MĀORI	DISABILITY	<25	INTERNATIONAL
<p>Hi my name is Hemi and I'm 30 years old. I am studying at Unitec, as the first in my entire whānau, because I just turned 30 and I really want to create a better life for my family. Honestly, studying itself is sometimes mentally stressful. All the expectations to 'make it' and juggling so many responsibilities at the same time is NOT easy.</p> <p>I have 3 kids, and my cousin and her family live with us, so it's a bit stressful financially. I have to consider what I buy carefully or miss out on things I want.</p> <p>Finding time to study isn't always easy. Having a desk at Unitec and not having all the distractions of the kids would really help. But I am worried I won't be allowed on campus because I'm not vaccinated.</p> <p>I'm very active in church, and I have desperately missed the community, support, and energy that church gives me every week, since the Covid lockdowns. But my family is fantastic, and they have really softened the blow.</p>	<p>Hi my name is Mia and I'm 27.</p> <p>I study at Unitec because I want a better future for myself and I want to try to be the best version of myself for my son.</p> <p>I have 1 son and live with my partner and my whānau. I really like my life and lifestyle, we don't pay rent and my partner has a great job in trades, so it's comfortable, but I want to be a good role model for my son.</p> <p>My teachers and tutors being supportive is a really big deal to me. However, it can take between an hour to 1.5 hours to get to Unitec and back each day which takes away from time I can spend with my whānau or on my other commitments and doesn't give me much time if I wanted to work part time while I study.</p> <p>I'm not really religious but my friends and family play a big part in my life and provide the support I need to not give up on my goals.</p>	<p>Hi my name is Kate and I'm 24.</p> <p>I'm really passionate about my studies, but sometimes I struggle to make it to classes due to my health issues. I occasionally think 'wow this is all too much' and consider throwing in the towel, but I just love pursuing studies too much and I really want to finish my studies to get my 'cert'.</p> <p>I don't have dependents, am not religious and don't work. This, plus the lockdowns and remote learning have really hampered my ability to connect with others socially, sometimes it gnaws away at my confidence.</p> <p>Studying is a big financial commitment, especially without work, the pursuit of my passion is so important to me. I do sometimes worry about how much debt I have after pursuing this opportunity, and if this will help me be more financially stable in the future – I'm not really sure.</p>	<p>Hi my name is Hamish, I'm 19 years old and in my first year at Unitec. Studying was always expected of me, my dad is an engineer and my mum used to be a nurse, she's now a homemaker.</p> <p>I still live at home (hotel mum and dad is just amazing and cozy! But can someone tell me how old you have to be before your parents stop trying to drag you to church on Sundays?).</p> <p>If I'm not studying I'm hitting the gym, meeting friends or enjoying my social life. Friends are important to me, and remote learning has made it challenging to find and connect with new mates – I struggle with confidence and my new post high school identity.</p> <p>I do expect to find a great job after my graduation. Something that will allow me to afford a family, a house, a car and a good life.</p>	<p>Hi my name is Blessica, I'm 22 and in my final year at Unitec. I'm originally from the Philippines and study nursing here to hopefully build a better life for myself in New Zealand after I complete my degree.</p> <p>I don't have any kids, in fact my parents still financially support my studies here, but I plan on paying them back once I graduate and get a job. Being alone so far from home has really taught me to stand on my own two feet.</p> <p>But I am excited to graduate and support myself soon, as I do know it's a financial burden on my parents.</p> <p>I've been quite impressed with how environmentally sustainable Kiwis are, you can't find a plastic bag to save your life here! Very different to back home.</p>
<p><i>"While on lockdown this has been so difficult as I have 5 children who all need my attention and support. At the same time I need space and time to focus on assignments. I don't have the time in my household so I study while everyone is asleep (late night sometimes) and by that time I am drained, tired and not in a good mind space to focus and study."</i></p>	<p><i>"Just with the current situation during lockdown. I as well as many other parents are struggling with daily zoom classes. We attend but find we cannot give our full attention for 6 hours a day. It would be more manageable having shorter classes so we can tend to our children as well with their home studies. As expecting our children to sit in silence for hours can be challenging especially for those who don't have help at home during the day."</i></p>	<p><i>"Having to cook for meals everyday -since its lockdown. Calculating cost of groceries and doing meal prep -to ration out the food and not go over budget. Often I tend to procrastinate and its usually harder to study at home since the environment isn't very accommodating (no proper desk and space)."</i></p>	<p><i>"When I'm not in class, I spend time working or with my family and friends, as well as doing hobbies."</i></p>	<p><i>"I would like to give more time for my study but, at this lockdown situation has changed so many things. Such as, I am facing difficulties for attending zoom class because wifi issue at my place where I'm living at the moment. I have to manage everything by myself as I mention I am living alone away from my family as an International student."</i></p>



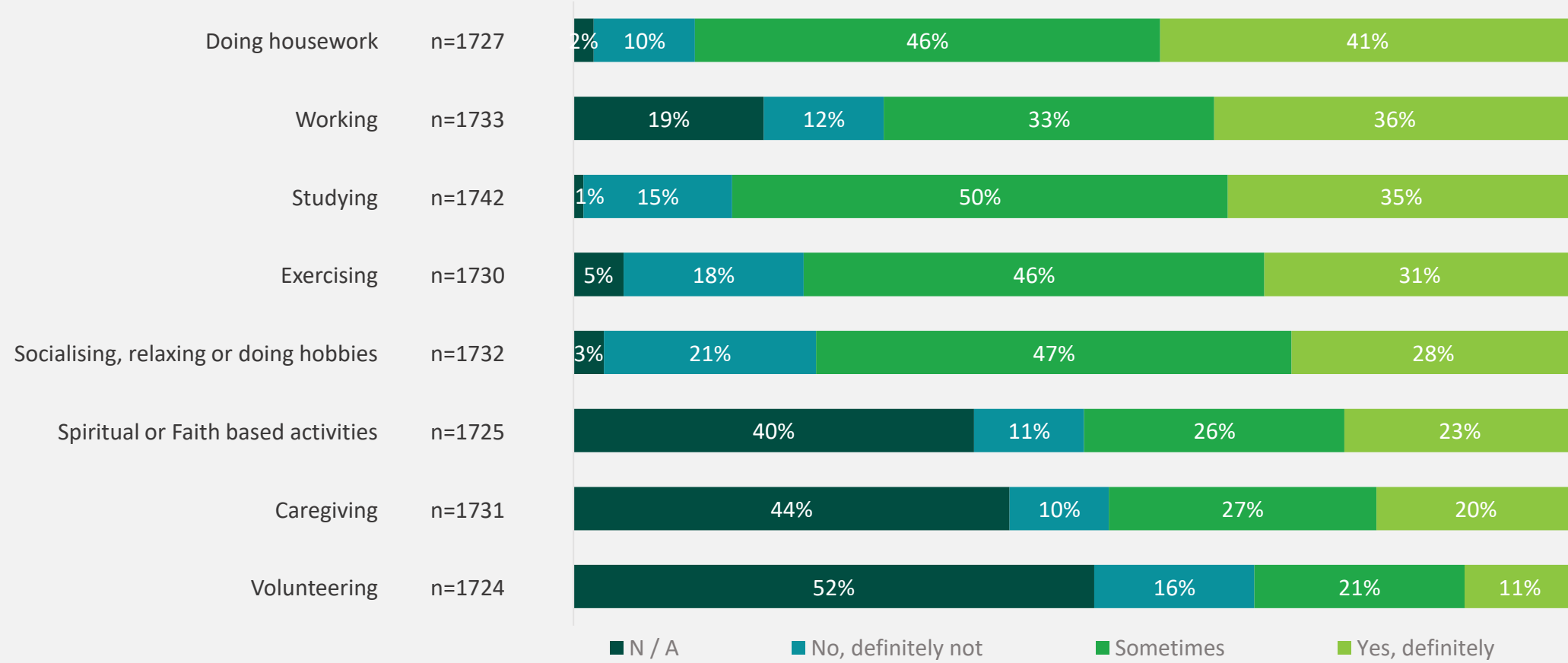
# Taha tinana (Physical Health)





The most common thing that students feel they have enough time for in a week to do is housework. Slightly less feel they have enough time for working and studying (although working is not relevant to all students), while volunteering, caregiving and spiritual based activities have lower proportions of “Yes, definitely” they are also not ‘applicable to all’.

## IN A TYPICAL WEEK, DO YOU FEEL YOU HAVE ENOUGH TIME FOR...





Our Pasifika students are less likely to feel like they have time for studying but prioritise spiritual activities and caregiving. Under 25s and International students have a higher proportion of having enough time for studying but less for caregiving (as they are less likely to have children).



## IN A TYPICAL WEEK, DO YOU FEEL YOU HAVE ENOUGH TIME FOR...

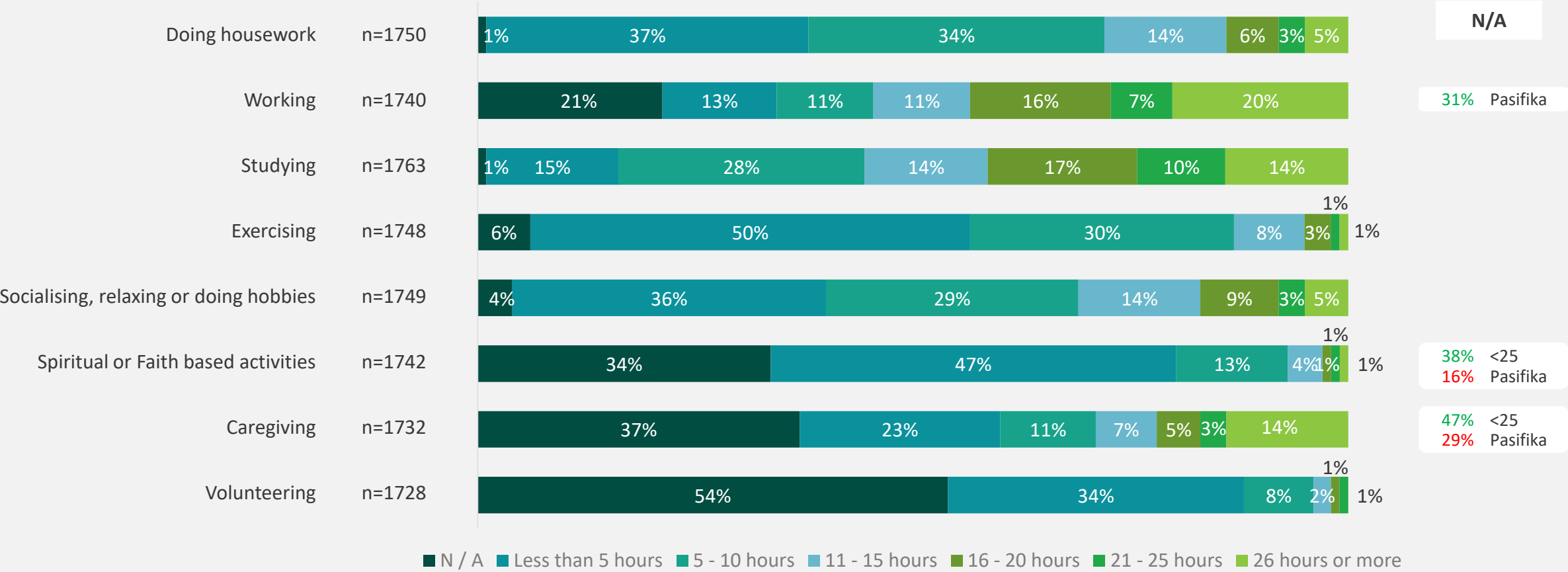
		Total	PASIFIKA	MĀORI	DISABILITY	<25	INTERNATIONAL
Doing housework	Base	1727	358	169	105	752	167
	Yes, definitely	41%	41%	35%	40%	43%	47%
Working	Base	1733	358	172	107	752	164
	Yes, definitely	36%	31%	28%	25%	37%	40%
Studying	Base	1742	360	172	107	758	168
	Yes, definitely	35%	28%	30%	41%	40%	46%
Exercising	Base	1730	359	170	106	753	166
	Yes, definitely	31%	27%	35%	38%	35%	28%
Socialising, relaxing or doing hobbies	Base	1732	359	170	107	753	168
	Yes, definitely	28%	25%	26%	27%	33%	33%
Spiritual or faith based activities	Base	1725	356	170	106	747	167
	Yes, definitely	23%	36%	20%	10%	26%	29%
Caregiving	Base	1731	358	172	107	753	167
	Yes, definitely	20%	28%	23%	21%	14%	13%
Volunteering	Base	1724	358	170	106	748	167
	Yes, definitely	11%	13%	12%	12%	10%	10%

While students have the most time for housework, this definitely doesn't take up as much time as other priorities such as working and studying.

Caregiving also takes up a lot of students' time, although again this isn't relevant to all.



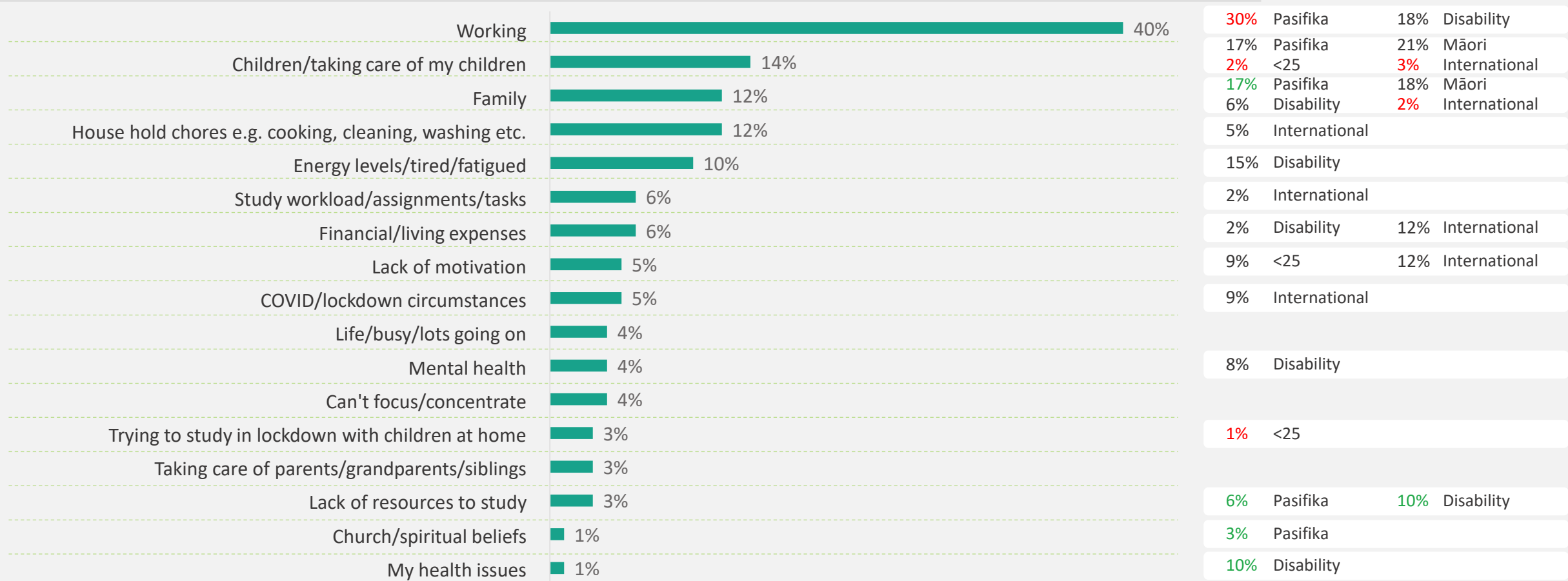
IN A TYPICAL WEEK, HOW MUCH TIME DO YOU SPEND...



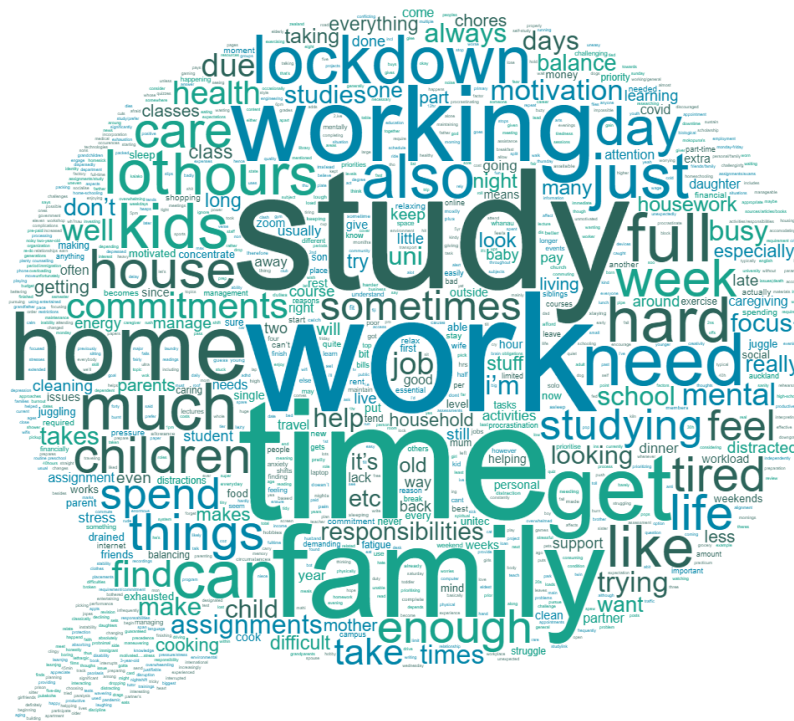
Among our cohorts of interest, we see Pasifika students struggle to dedicate time to study due to family commitments, lack of resources, or religious commitments. Meanwhile our disabled students are struggling with lack of resources and health issues.



# WHAT ARE SOME REASONS YOU SPEND LESS TIME ON STUDY THAN YOU WOULD LIKE?



“Family commitment and the environmental distractions (at home), prefer in library” – **Steady Learners**

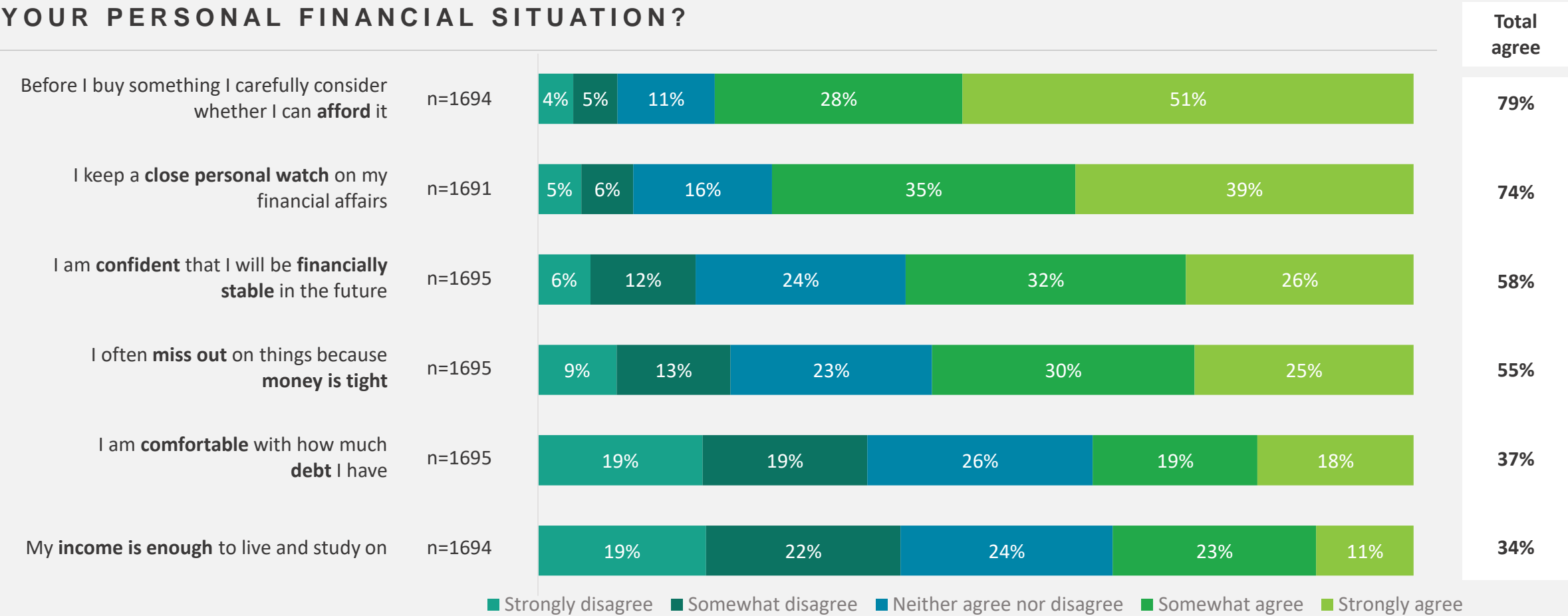


"I have always been **distracted by social life**, but sometimes studying does come to my mind and I don't really act on it unless I have someone to work with or just to be motivated." – **Searching Youth**



Almost 80% of students agree that they carefully consider whether they can afford something before they buy it and just under three quarters say they keep a close personal watch on their financial affairs. An equal % of students are/are not comfortable with how much debt they have (around 40%), while over 40% disagree that their income is enough to live and study on.

HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT YOUR PERSONAL FINANCIAL SITUATION?




Pasifika students are more likely to carefully consider whether they can afford something and feel like they often miss out on things because money is tight. Māori students are less comfortable with debt while students with a disability are generally less likely to agree to any of the financial statements.



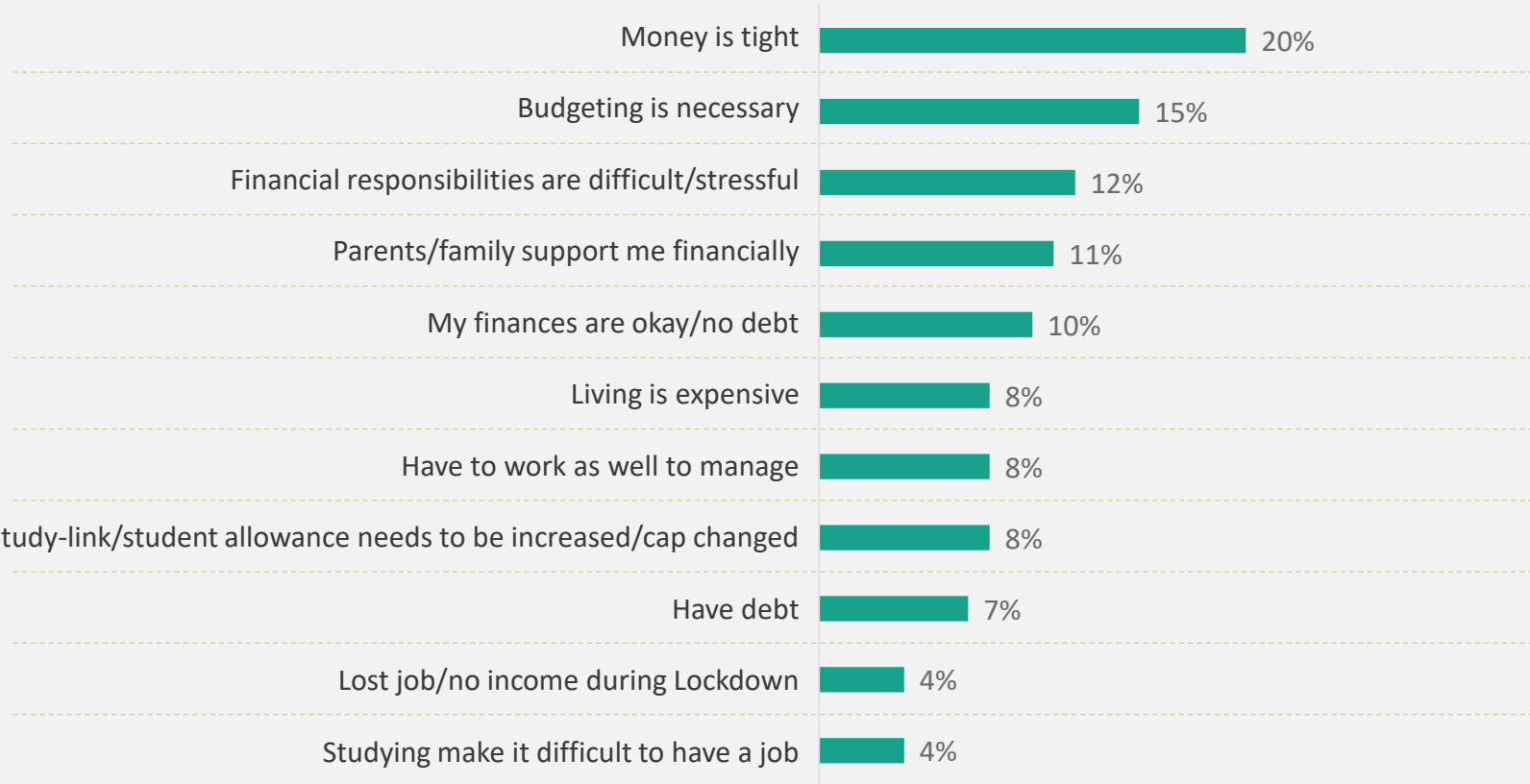
## HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT YOUR PERSONAL FINANCIAL SITUATION?

		Total	PASIFIKA	MĀORI	DISABILITY	<25	INTERNATIONAL
Before I buy something I carefully consider whether I can afford it	Base	1694	345	172	105	729	165
	Nett Agree	79%	84%	81%	70%	79%	78%
I keep a close personal watch on my financial affairs	Base	1691	345	172	104	726	163
	Nett Agree	74%	74%	73%	65%	72%	71%
I am confident that I will be financially stable in the future	Base	1695	346	172	105	728	165
	Nett Agree	58%	61%	55%	48%	55%	59%
I often miss out on things because money is tight	Base	1695	346	172	105	729	163
	Nett Agree	55%	65%	58%	53%	52%	53%
I am comfortable with how much debt I have	Base	1695	346	172	104	729	165
	Nett Agree	37%	36%	27%	26%	38%	36%
My income is enough to live and study on	Base	1694	347	172	105	729	164
	Nett Agree	34%	34%	28%	18%	35%	41%

While there are no significant differences among our cohorts, we see Pasifika and disabled students indicate that money is a concern, Māori students drive budgeting behaviours and feeling financially responsible. This is opposed to younger and international students who often receive financial support from their parents.

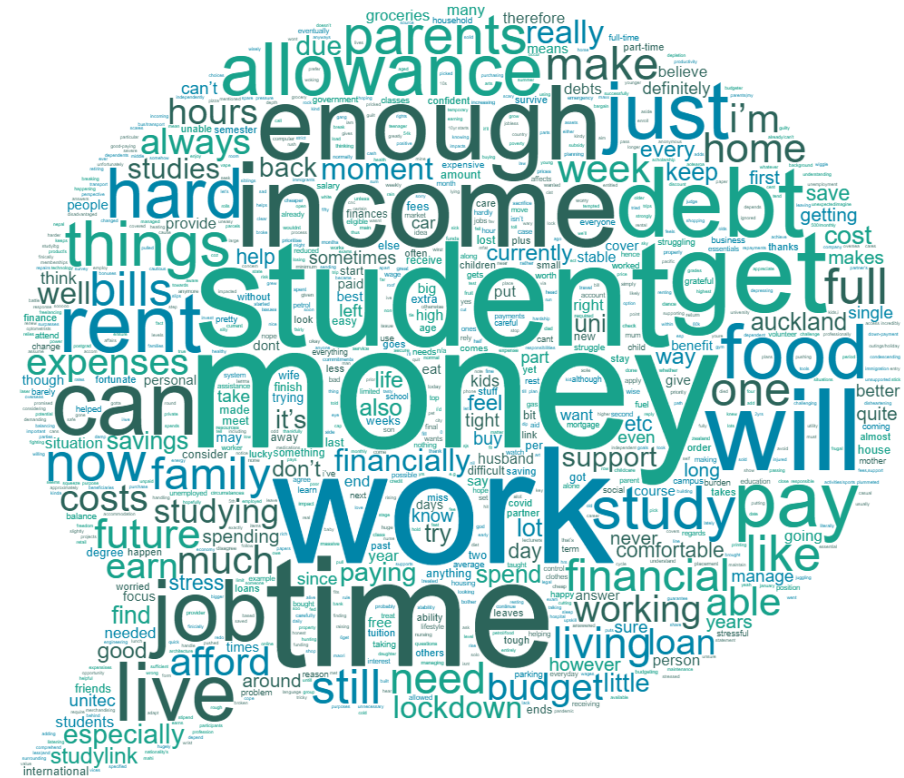


## EXPLAIN WHY YOU ANSWERED THE WAY YOU DID



26%	Pasifika	25%	Disability
20%	Māori		
19%	Māori		
7%	Pasifika	4%	Māori
6%	Disability	16%	<25
21%	International		
2%	Māori	3%	Disability
14%	International		
11%	Māori	5%	International
4%	Māori	16%	Disability
2%	International		
7%	International		







# Taha wairua (Spiritual Health)

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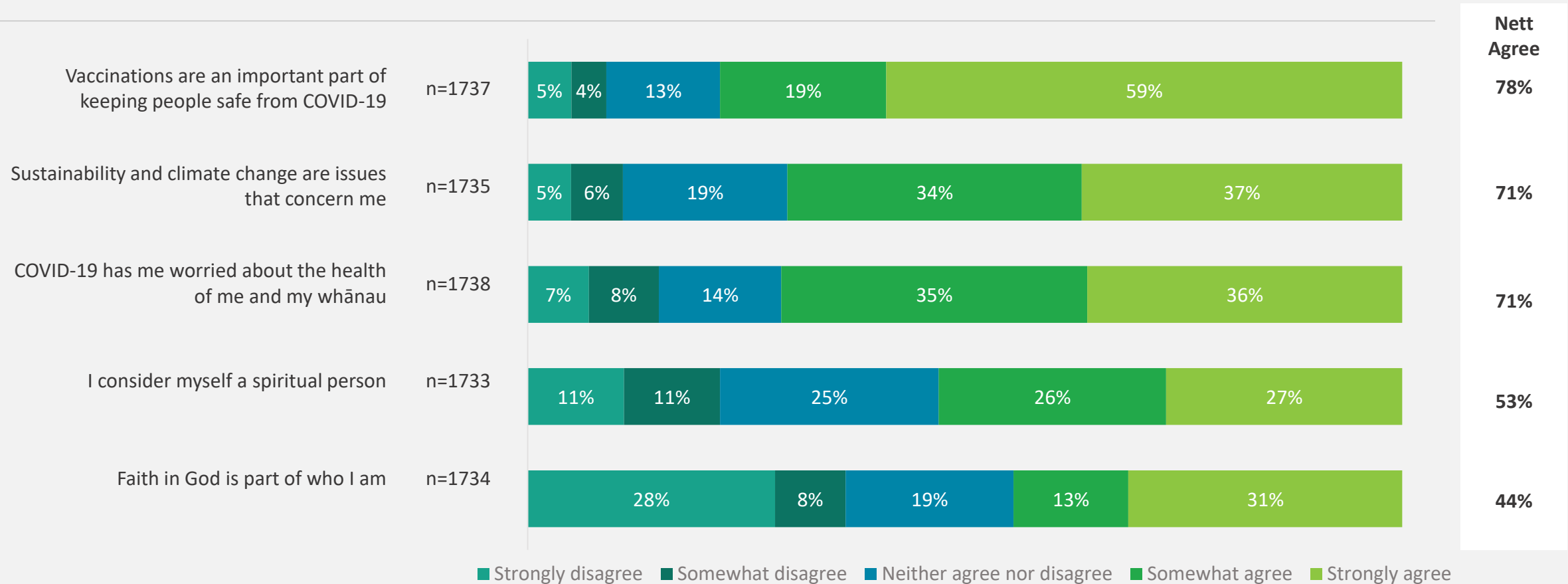
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The majority of students agree that the COVID-19 vaccination is important, and just over 70% say climate change & COVID-19 concerns them/has them worried.



HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT YOUR PERSONAL BELIEFS?





Pasifika students are less likely to agree with the importance of the COVID-19 vaccine and more likely to consider themselves spiritual and having faith in God. Māori and students with a disability are less likely to agree that faith in God is part of who they are. Students under 25 are less likely to consider themselves spiritual while International students are less concerned with climate change.

## HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT YOUR PERSONAL BELIEFS?

		Total	PASIFIKA	MĀORI	DISABILITY	<25	INTERNATIONAL
Vaccinations are an important part of keeping people safe from COVID-19	Base	1737	356	176	105	749	172
	Nett Agree	78%	70%	73%	85%	80%	80%
COVID-19 has me worried about the health of me and my whānau	Base	1738	356	176	105	750	171
	Nett Agree	71%	74%	73%	72%	67%	71%
Sustainability and climate change are issues that concern me	Base	1735	355	176	105	750	171
	Nett Agree	70%	67%	71%	73%	71%	59%
I consider myself a spiritual person	Base	1733	356	175	105	751	169
	Nett Agree	53%	74%	57%	48%	46%	49%
Faith in God is part of who I am	Base	1734	357	175	105	749	171
	Nett Agree	45%	75%	34%	29%	41%	50%

U10. How much do you agree or disagree with the following statements about your personal beliefs?

xx/xx significantly higher/lower than Total



It can be easy to judge but that is not our job – our job to have empathy



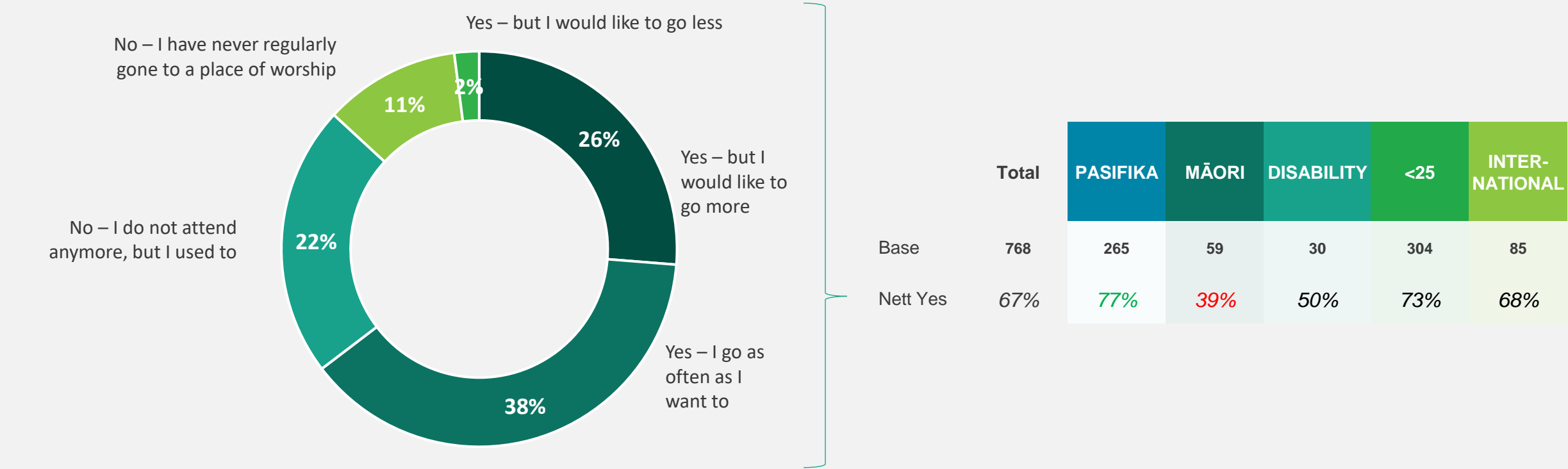


Colmar Brunton 2021 | 26



Two thirds of students go to a place of worship regularly, with just over a quarter saying they would like to go more often. Those saying “Yes” are significantly more likely to be Pasifika students and significantly lower for Māori students.

DO YOU REGULARLY GO TO A PLACE OF WORSHIP (SUCH AS CHURCH, MOSQUE, TEMPLE, SYNAGOGUE OR GURDWARA)?







# Taha whānau (Family Health)

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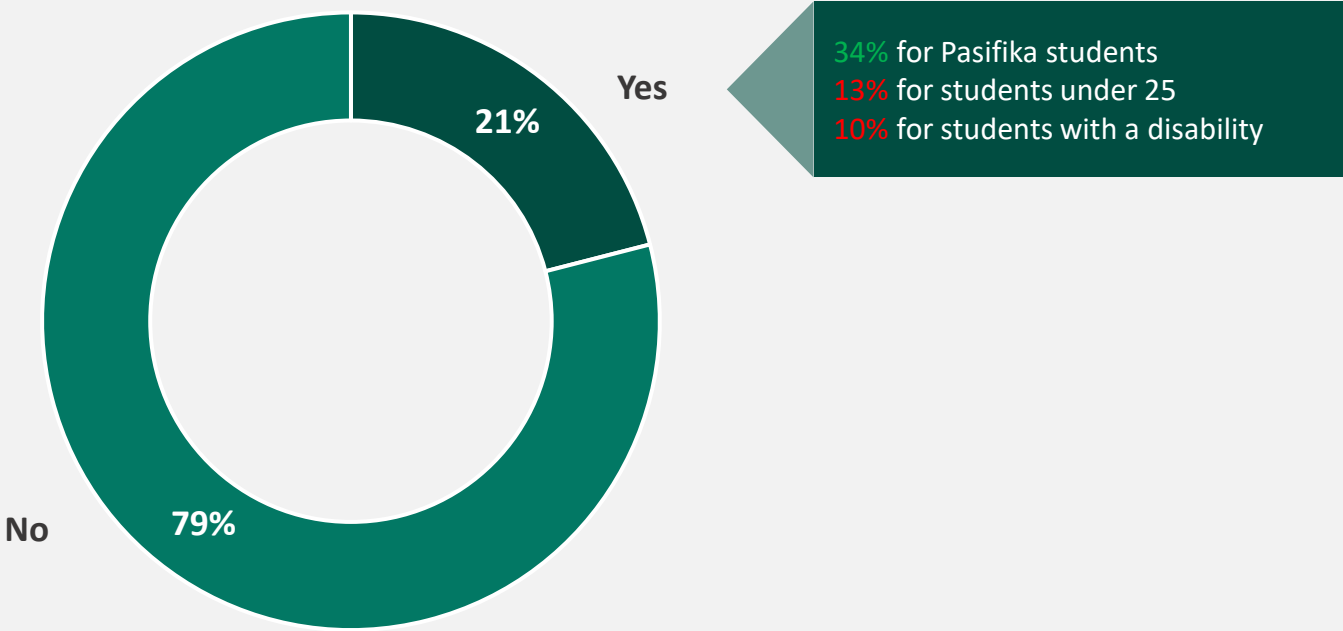
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1 in 5 students has financial dependents other than their children.



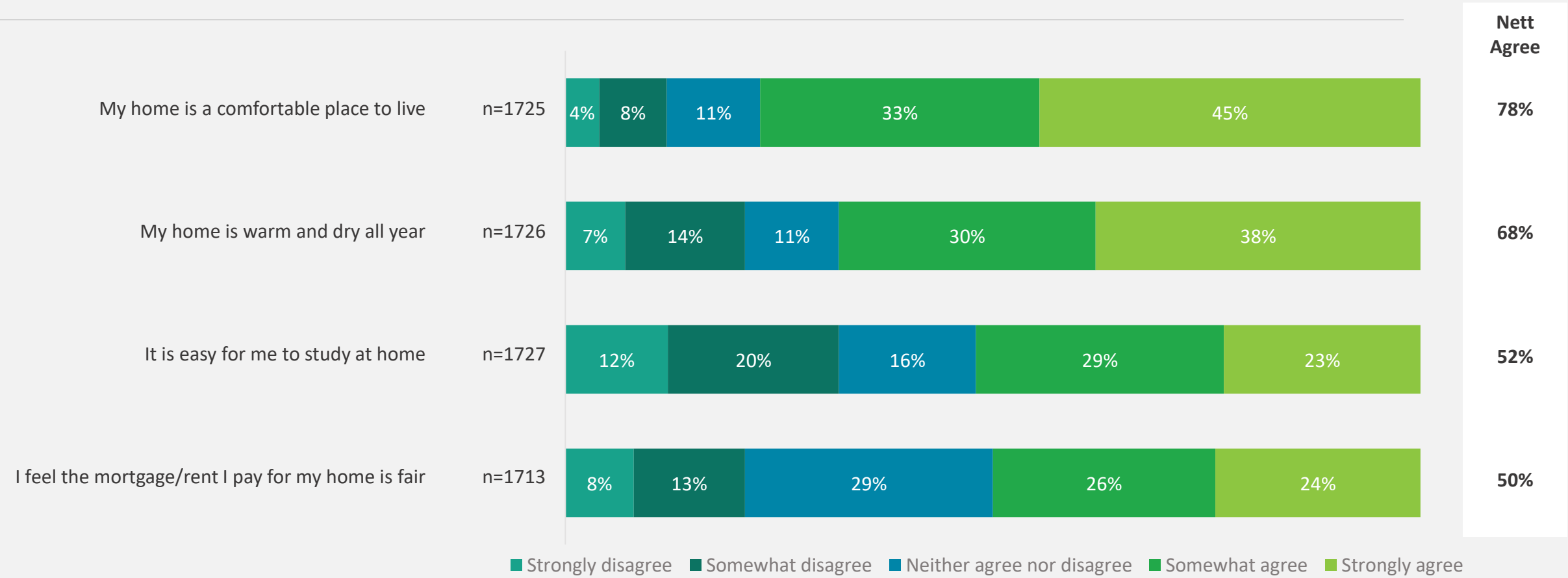
APART FROM CHILDREN FOR WHOM YOU ARE THE PARENT OR GUARDIAN, ARE THERE PEOPLE IN YOUR HOUSEHOLD WHO ARE FINANCIALLY DEPENDENT ON YOU?



Over three quarters agree their home is a comfortable place to live, but just over two thirds say their home is warm and dry all year. Only half of students agree it is easy for them to study at home. This indicates that there is a significant opportunity for Unitec to provide a warm, comfortable, inviting place of study for these students.



HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT YOUR LIVING SITUATION?



Among our cohorts of interest, Pasifika students require the most support, being more likely to have financial dependents, and being least likely to say that studying at home is easy for them. Under 25 year olds are more likely to have warm and dry year-round accommodation.



## APART FROM CHILDREN FOR WHOM YOU ARE THE PARENT OR GUARDIAN, ARE THERE PEOPLE IN YOUR HOUSEHOLD WHO ARE FINANCIALLY DEPENDENT ON YOU?

		Total	PASIFIKA	MĀORI	DISABILITY	<25	INTERNATIONAL
Apart from children for whom you are the parent or guardian, are there people in your household who are financially dependent on you?	Base	1737	353	176	106	745	170
	Yes	21%	34%	22%	10%	13%	15%

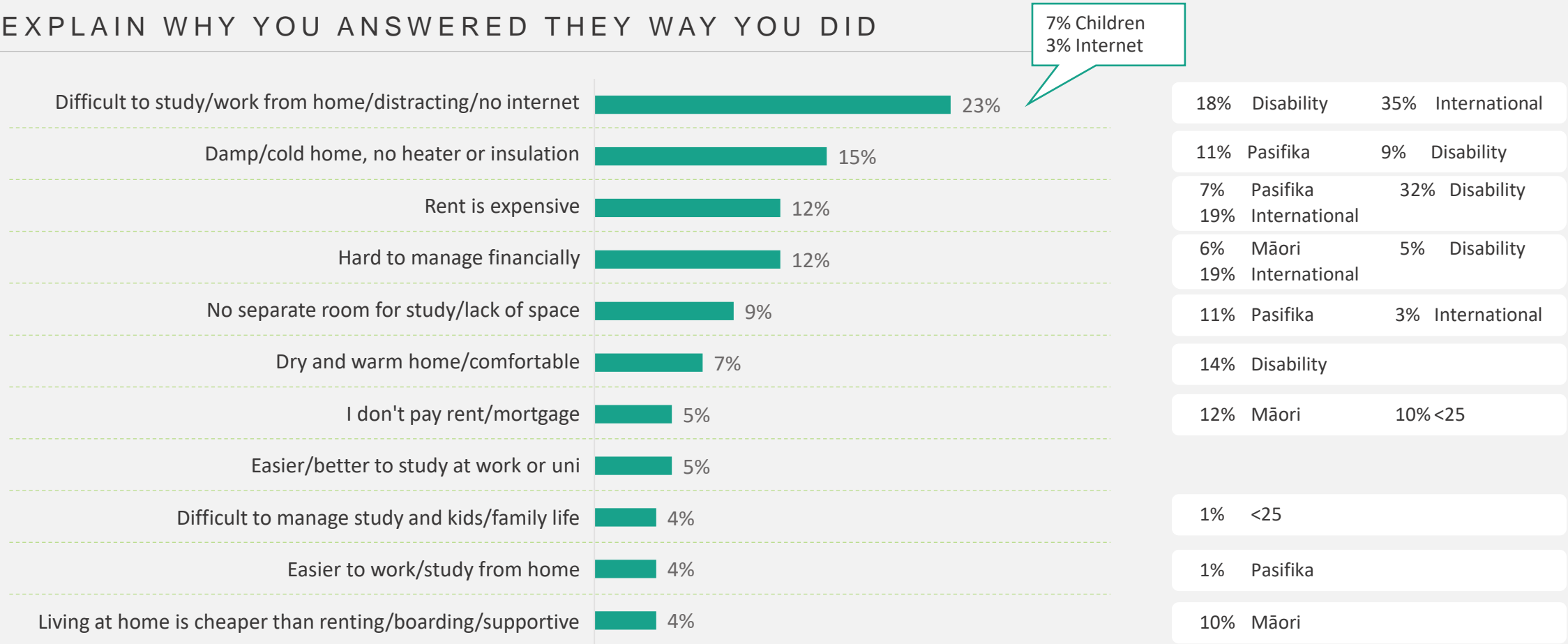
## HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT YOUR LIVING SITUATION?

My home is a comfortable place to live	Base	1725	351	176	105	744	171
	Nett Agree	78%	75%	78%	74%	80%	74%
My home is warm and dry all year	Base	1726	350	176	105	744	171
	Nett Agree	68%	65%	65%	62%	72%	68%
It is easy for me to study at home	Base	1727	351	175	105	742	171
	Nett Agree	53%	42%	51%	56%	54%	51%
I feel the mortgage/rent I pay for my home is fair	Base	1713	346	173	104	733	167
	Nett Agree	50%	52%	47%	49%	50%	54%

Among our cohorts of interest, International students most felt it was difficult to study at home uninterruptedly and manage finances. Disabled students struggle with affordable housing, while Māori say they don't pay rent (perhaps due to boarding or whānau co-living).



EXPLAIN WHY YOU ANSWERED THE WAY YOU DID









# Taha hinengaro (Mental Health)

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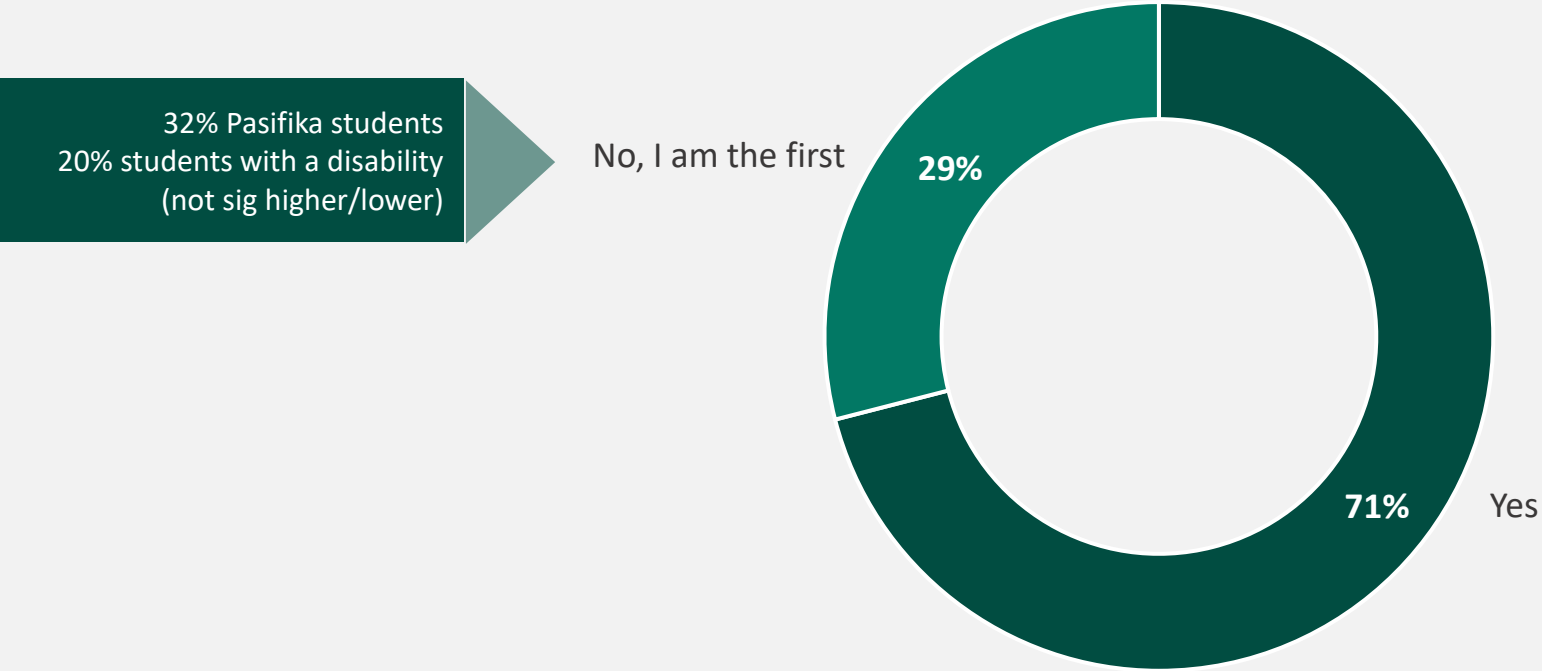




Over a quarter of students are the first in their whānau to study at a tertiary institute. This is a great accomplishment and we should support & celebrate these generational achievements more wherever and however we can.



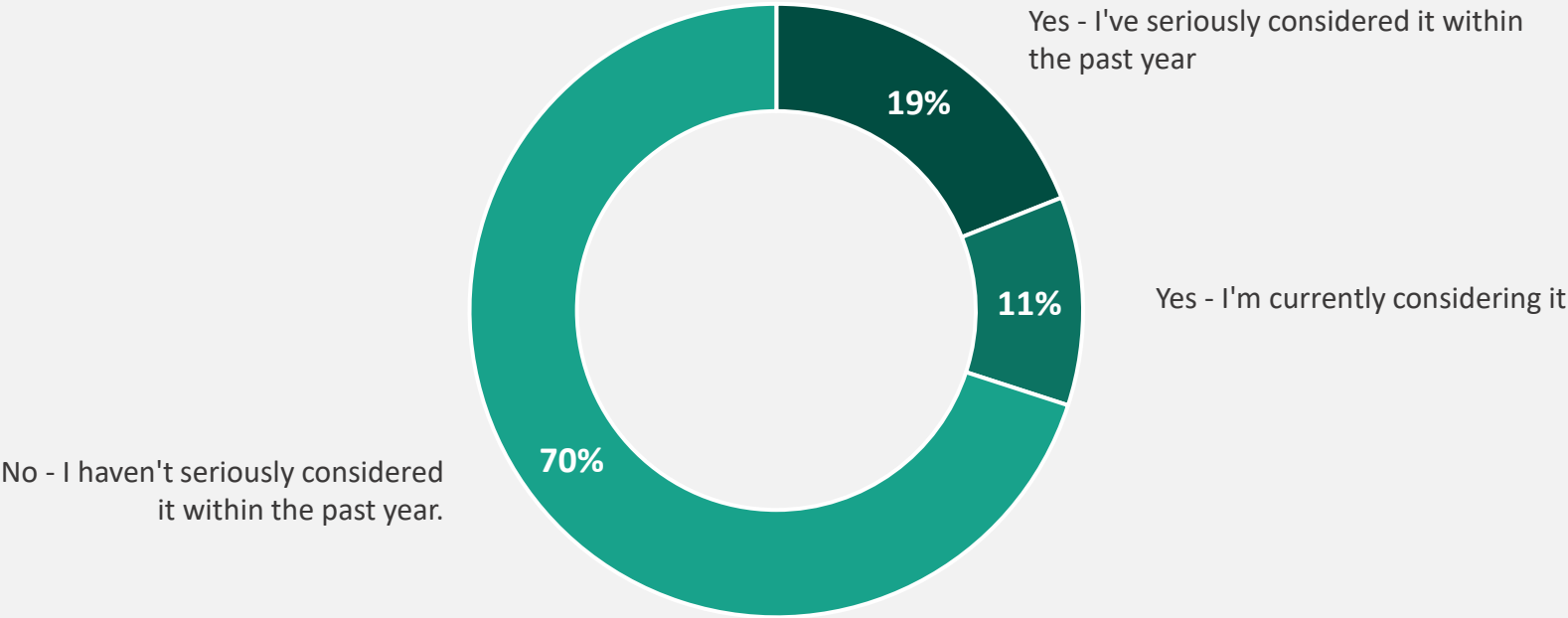
HAS ANYONE ELSE IN YOUR WHĀNAU STUDIED AT A TERTIARY INSTITUTE BEFORE?



Over a quarter have considered stopping their study at some point in the course with 11% currently considering it.



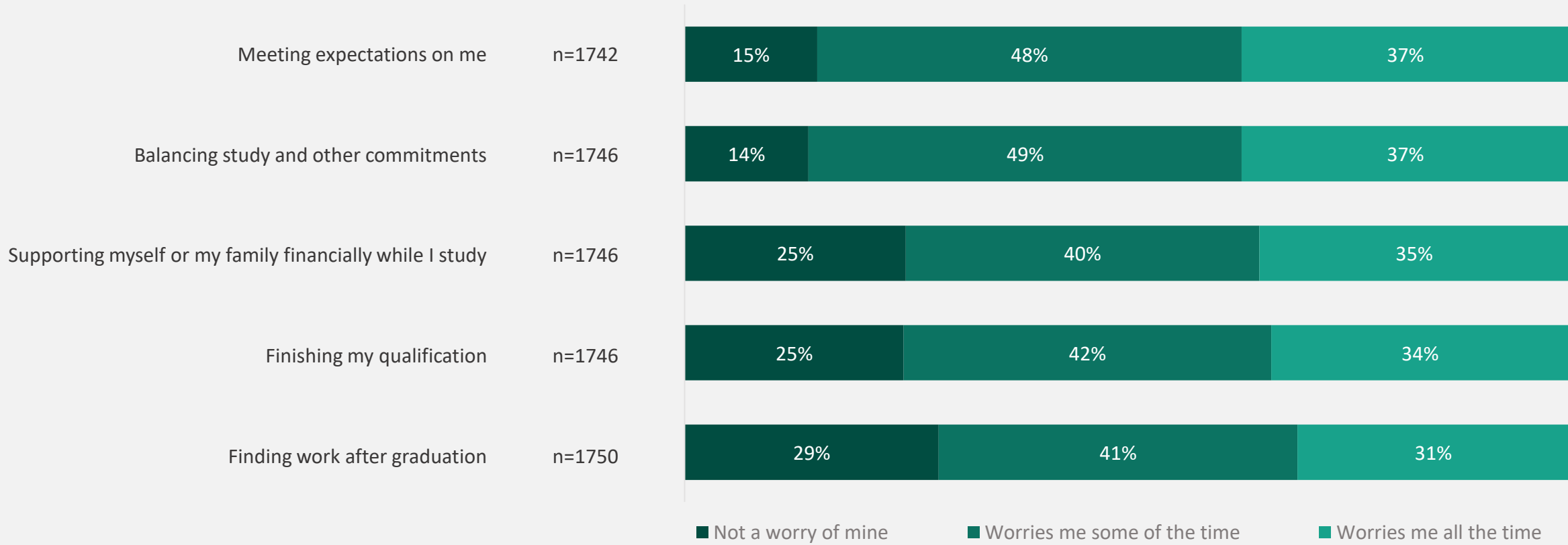
HAVE YOU CONSIDERED STOPPING YOUR STUDY BEFORE THE END OF YOUR COURSE?



The top worries for students are meeting expectations on them and balancing studies and other commitments. Finding work after graduation is less of a worry, though 31% still say it worries them all the time.



ARE YOU WORRIED ABOUT ANY OF THE FOLLOWING?



Students with a disability have a higher likelihood of others in their whānau who have studied before them, but are also more likely to be worried about finishing their qualification. Pasifika students and students with a disability are more likely to worry in general, while Māori are less worried about finding work after graduation and <25s are less worried about supporting themselves financially while they study.

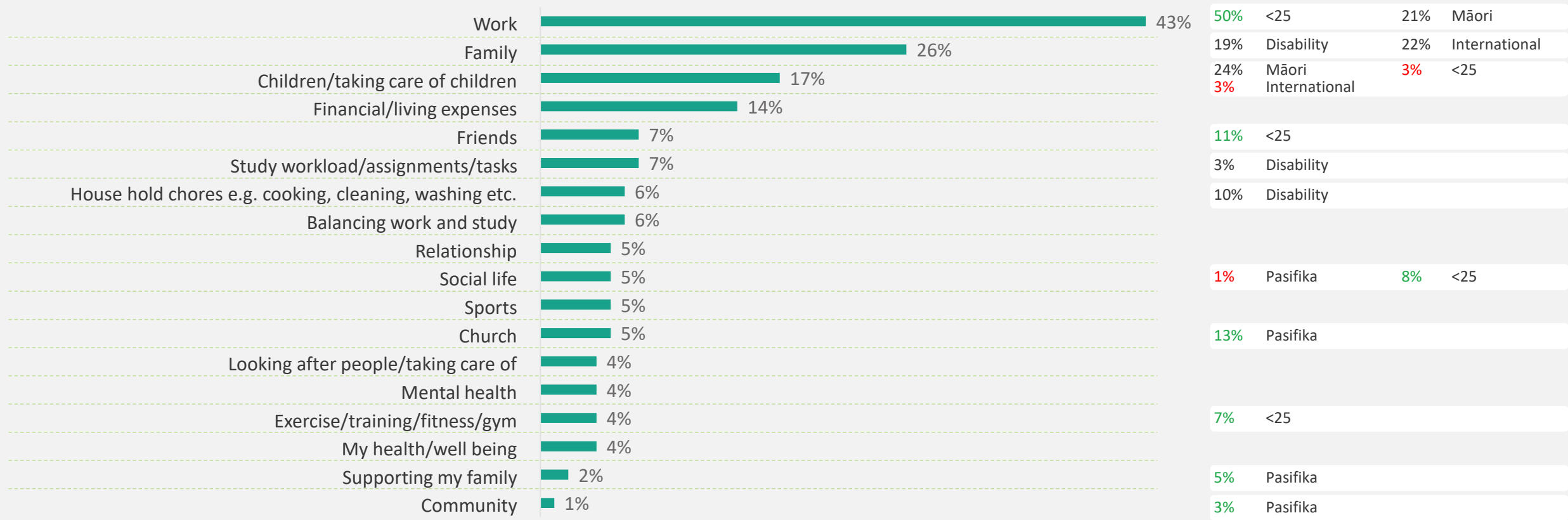


		Total	PASIFIKA	MĀORI	DISABILITY	<25	INTERNATIONAL
Has anyone else in your whānau studied at a Tertiary institute before?	Base	1609	331	164	99	679	144
	Yes	71%	68%	73%	80%	74%	68%
Have you considered stopping your study before the end of your course?	Base	1685	346	173	104	723	160
	Nett Yes	30%	34%	33%	36%	28%	16%
ARE YOU WORRIED ABOUT ANY OF THE FOLLOWING?							
Meeting expectations on me	Base	1742	362	177	102	751	165
	Worries me all the time	37%	45%	44%	44%	42%	38%
Balancing study and other commitments	Base	1746	362	176	103	753	166
	Worries me all the time	37%	45%	37%	45%	36%	30%
Supporting myself or my family financially while I study	Base	1746	361	176	102	751	166
	Worries me all the time	35%	48%	39%	39%	30%	42%
Finishing my qualification	Base	1746	363	177	101	753	166
	Worries me all the time	34%	48%	32%	48%	36%	35%
Finding work after graduation	Base	1750	363	177	102	754	166
	Worries me all the time	31%	32%	21%	33%	35%	54%

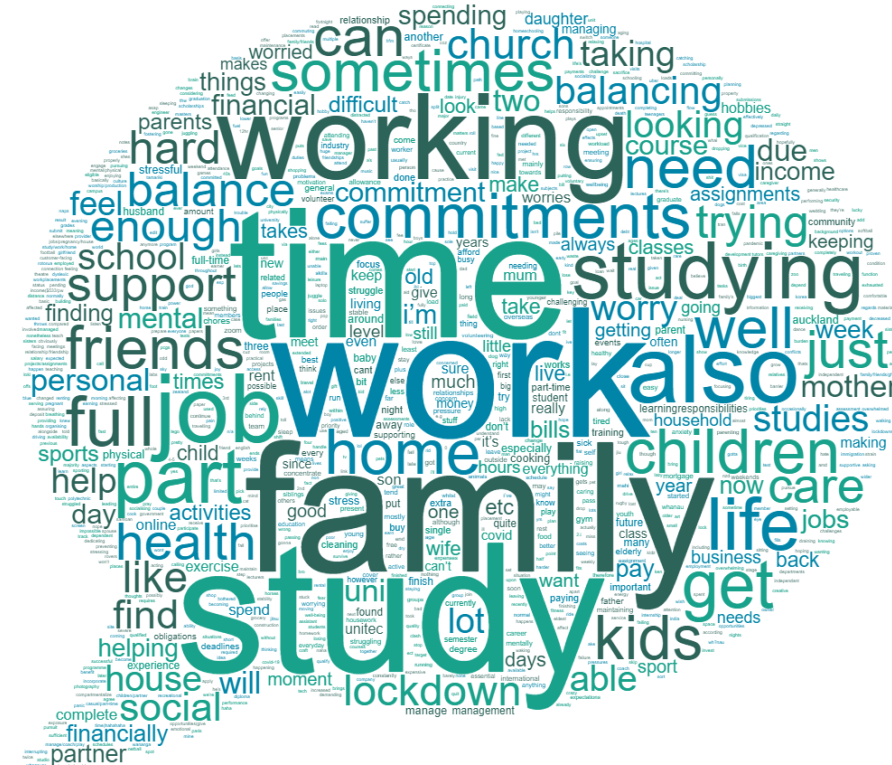
Among our cohorts of interest, younger students are more likely to cite work, friends/ social life and health as being a conflict with their studies. Meanwhile Pasifika students are more likely to cite church, family and community commitments.



### WHAT ARE THE OTHER COMMITMENTS YOU HAVE THAT MAKE YOU WORRIED ABOUT BALANCING STUDY AND OTHER COMMITMENTS?



“I am **heavily involved with my church**, and we do a lot of community activities as well as our own church events; however, I **try my best to implement some form of time management** as well as prioritising.” – **Steady Learners**

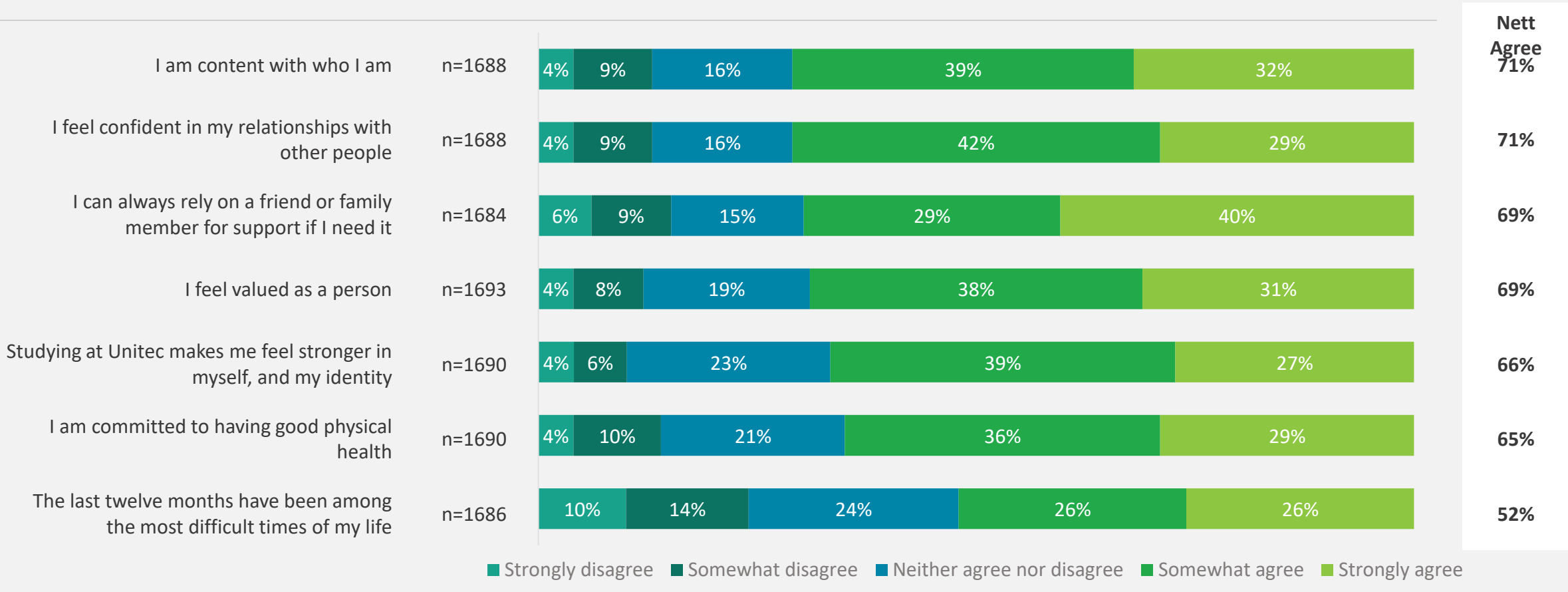




Over 70% of students agree they are content with who they are and feel confident in their relationships with other people. Just over half agree that the last 12 months have been among the most difficult times of their lives.



HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT YOUR PERSONAL OUTLOOK ON LIFE?



Pasifika students are more content and confident, students with disabilities are less content and confident, but both are more likely to agree that the last 12 months have been the most difficult. Students under 25 are less likely to feel valued, be content, confident, and accredit Unitec for making them feel stronger in themselves. International students are less likely to feel like they can rely on friends/family for support.



## HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT YOUR PERSONAL OUTLOOK ON LIFE?

		Total	PASIFIKA	MĀORI	DISABILITY	<25	INTERNATIONAL
I am content with who I am	Base	1688	347	175	104	726	160
	Nett Agree	71%	76%	69%	59%	66%	69%
I feel confident in my relationships with other people	Base	1688	346	175	103	725	160
	Nett Agree	71%	78%	74%	54%	65%	67%
I can always rely on a friend or family member for support if I need it	Base	1684	345	174	101	725	160
	Nett Agree	70%	76%	75%	61%	72%	59%
I feel valued as a person	Base	1693	348	175	105	727	159
	Nett Agree	69%	70%	66%	59%	64%	69%
Studying at Unitec makes me feel stronger in myself, and my identity	Base	1690	348	175	104	726	160
	Nett Agree	67%	71%	67%	60%	59%	66%
I am committed to having good physical health	Base	1690	347	174	104	726	160
	Nett Agree	66%	65%	60%	58%	62%	66%
The last twelve months have been among the most difficult times of my life	Base	1686	348	174	103	726	160
	Nett Agree	52%	60%	52%	61%	54%	58%

Students have struggled during COVID-19 and feel overwhelmed. During these difficult times they don't want to be a burden but also need to feel supported, which Unitec does offer to some students.



IS THERE ANYTHING YOU'D LIKE TO EXPLAIN ABOUT WHY YOU ANSWERED THE WAY YOU DID ON THE STATEMENTS ABOVE?

“

### Lockdown/covid

“Covid has made studying very difficult as class content is hard to take in and being at home feels isolating. It has really taken a toll on my grades.” – Family Future

“Lockdown, homeschooling, studying full-time - it is very overwhelming. Some days it is too much. Close friends help.” – Steady Learners

“During Covid, the cost of everything is bigger than before. I am hardly able to save money for this year of study. I feel it is hard to study while I am working part-time.” – Switchers

### Need support

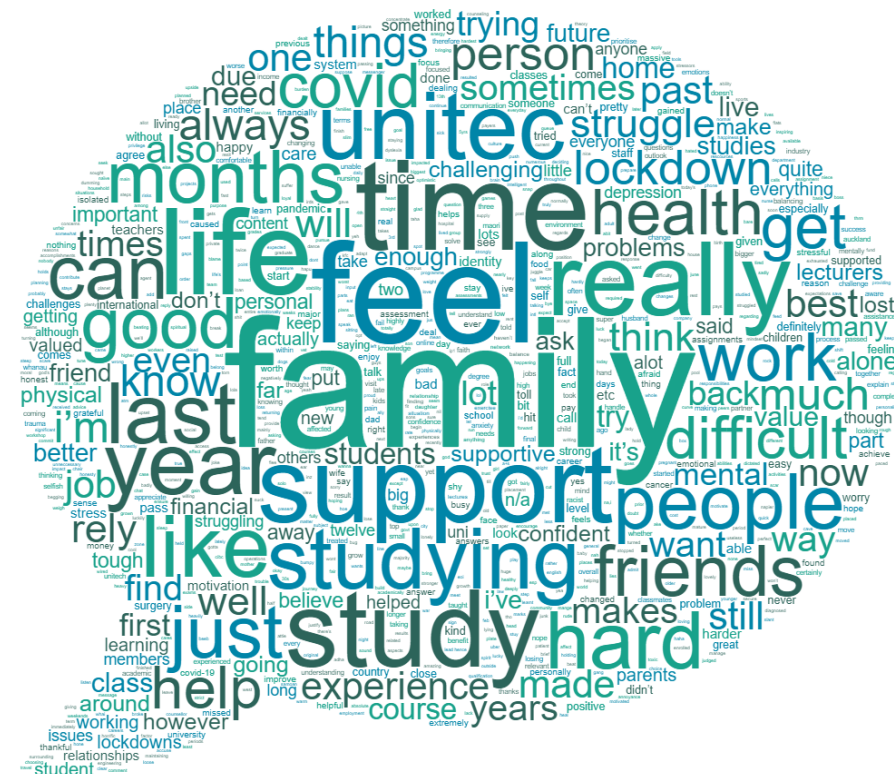
“I was very shy and not confident when I first started but with help of my teachers and Unitec staff I am not shy and build confident over the years.” – Family Future

“I have been struggling with my mental health for quite a while now and so my outlook on myself and relationships I have is not in the best way that I'd like. But I hope to change that in the near future as I am receiving the help and support I need.” – Steady Learners


“Last 12 months have been a little rough, but I've had many other challenges in my life that outweigh what this year has offered.” – Switchers

“I have a very complicated relationship with my family and all my friends have a lot going on in their lives that I feel like I don't wanna burden them with my problems.” – Switchers

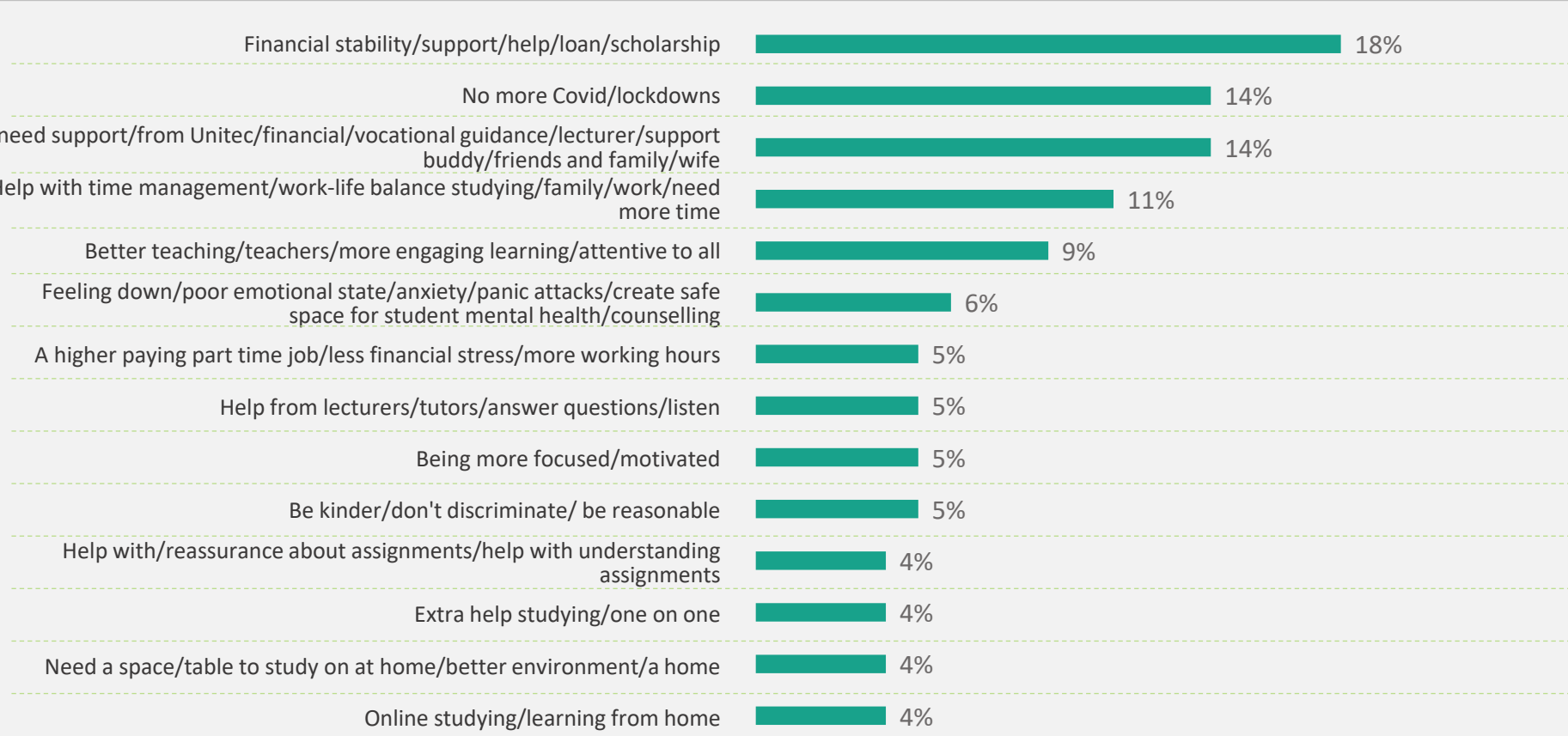
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International students need more financial support from us or related stakeholders. Meanwhile Māori students want lockdowns to end so they can have more working hours/better paid jobs. Pasifika students would welcome a quiet place to study – something that should be well within our means to support.



### WHAT WOULD HELP YOU TO CONTINUE STUDYING?



9%	Disability	25%	International
18%	Māori	9%	<25
17% 38%	Pasifika International	9%	Māori
6%	Pasifika	2%	<25
18%	Māori		
2%	<25		
9% 18%	Pasifika Disability	9% 7%	Māori International
11%	Pasifika	9%	Disability
9%	Disability		



## WHAT WOULD HELP YOU TO CONTINUE STUDYING?

“

**Better teaching/teachers/more engaging learning/attentive to all**

“Fewer assignment requirements during lockdown periods and more teaching.” – Searching Youth

“Just doing part time job so I have more time to study and attend tutorials and group study with classmate, but that's not possible at the moment as I'm paying some debts overseas for my dad's hospital expense and my mom currently sick as well taking daily expensive medicines and maintenance. So if I cut my job, I don't know what to do. Our eldest sibling is also badly sick. Its hard times to focus studying so I feel like quitting. And **you get frustrated if you ask you the teacher question and he does not want to answer it** so definitely you cant answer future test and quizzes and assignments. Therefore your dream to get highest marks is no longer possible, so my dream to get scholarship is no longer possible. I was scholar on my uni on my country because I have enough time to self study and you can ask any questions to the teacher, but not in Unitec, its weird the government is paying them so students will learn a lot and become successful engineers. But **some teachers are not helping, they making students hard time to learn and to pass the course**, please don't get me wrong, its not about spoiling us. Teaching is not spoon feeding. We still need to review to pass exams, but at least on lectures, teacher should make sure students understands what he is taking about. The more the students fails or get lower grades from that teacher, it obvious he is not good in teaching even he has 100 years of experience doing that thing during his employment before he went teaching.” – Steady Learners

“If all lecturers met up together with the student and discussed some of the issues that the department is facing. **We are constantly expected to do courses that have prior knowledge needed** which we have not been taught or is part of the curriculum. Next year is our final year where students take on an individual self directed project but **many students are still lacking fundamental basic skills needed** within the field of landscape architecture.” – Educated Upskillers

“A more manageable spread of assessments, more **balanced attention from tutors to all members of the cohort**, and **creation of a safer space for individual student wellbeing**. Currently an atmosphere of compromise of student mental and/or physical health in favour of performance is encouraged, and personally I do not feel that if I voice my needs or concerns to certain members of the staff, they will be addressed. Again these issues are endemic to the dance industry as a whole and are not necessarily the fault of Unitec or the dance programme itself, but I do not necessarily think this makes it OK.” – Ambitious Starters

”



## WHAT WOULD HELP YOU TO CONTINUE STUDYING?

“

**Better teaching/teachers/more engaging learning/attentive to all**

“Extending the academic year. **Pushing out deadlines** a month. Making Junior Tutors do their job. Not fobbing off concerns of students. Explaining and actually teaching rather than." It's on Moodle" / "we said that in the lecture". Having **more Zoom Tutorial classes**. Avoid clashes. eg. Lectures and Tutorial classes on at the same time. Having **some compassion about the long term effect of Covid Lockdown**. It's much harder this time. Especially when you are directed to stay at home by the MoH. (Close contacts in our households.) Day 5 and day 12 results pending. Surviving. But considering dropping a paper. Which never have happened had we been at Unitec, able to meet w fellow students and work together as we had been in Semester 1.” – **Switchers**

“Having better and respectful lecturers who do not discriminate me.” – **Steady Learners**

“**Better structured/organised** course.

Lecturers that know how to teach effectively.

Better/**easier to navigate software then moodle.**” – **Steady Learners**

“A good teacher with teaching skills. None of my faculty deserve to be a guide or teacher. I can also read title and explain 2 lines about subjects. It's **not worth paying hard earned 30k.**” – **Switchers**

“Having **more mates and classmates**, better teachers.” – **Educated Upskillers**

“Better teaching of the course/ **better organisation.**” – **Ambitious Starters**


“More motivation, less money fees, **more engaging learning.**” – **Family Future**

”





International students want to study to obtain better career prospects, or due to expectations from family. They are also more likely to say they are grateful for the opportunity to study. While Pasifika students wish to be a role model for their whānau, Māori students are more likely to continue studies due to supportive lecture staff. Disabled students overcome adversity to partake in studies, and are more likely to say they are passionate and want to complete studies until the end.



# WHAT MADE YOU DECIDE TO CONTINUE STUDYING?



14%	Disability	38%	International
13%	Pasifika	29%	<25
15%	International		
7%	Pasifika	18%	Disability
19%	Pasifika	15%	Māori
5%	Disability	15%	Māori
18%	Disability		
15%	Pasifika	15%	Māori
15%	International		
15%	Māori		
6%	Pasifika	8%	International
5%	Disability		



Sometimes it might feel like you can't see the wood for the trees but it is important to keep the whole forest in mind...





The reasons students decide to continue to study range from the prospect of a better future once they have a degree to the support from their lecturers and friends/family.



## WHAT MADE YOU DECIDE TO CONTINUE STUDYING?

“

### Better future

“A better future for me and my family. Struggle today for a hopeful future tomorrow.” – Switchers

“The future of my kids. being able to use this degree to find a stable job with good income so that it may benefit my kids.” – Steady Learners

“I realised that if I want to be able to do what I want in the future I need to finish my studies and start the career I want!” – Steady Learners

“I didn't want to give up after having a bad semester.” – Switchers

### Support

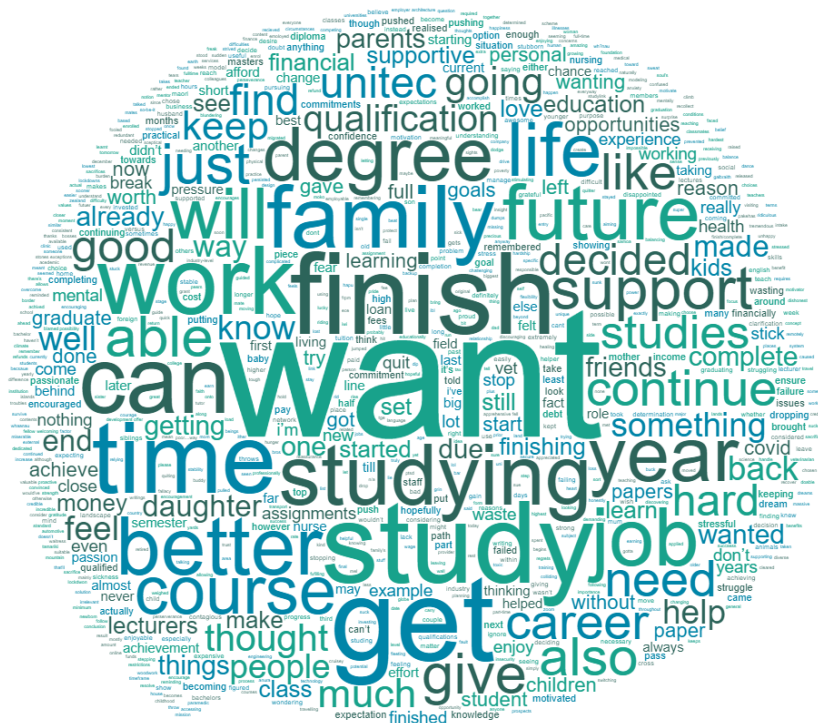
“My friends kept me going, also reached out to lecturers whom guided me along the way.” – Switchers

“Because the fees in other uni is more expensive.” – Educated Upskillers

“My parents migrated from Samoa to New Zealand to give me a better life & education so I keep that close to my heart & pushed through.” – Ambitious Starters

“Motivation. And confidence that I can handle the pressure. Great lecturers and support from Unitec staff” – Family Future

”





# Insights Summary & Recommendations

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We see that there are many cases where **our support does help** (in particular, Māori students are more likely to continue studies due to supportive lecture staff). However, there is still more to be done and we still need to support our students more. Our current/future strategies need to be tailored by ethnicities/priority cohorts. The most prevalent cohort which seems to be struggling the most are our Pasifika students, followed by students with a disability and then our Māori students.



How can we support?

- Providing a comfortable, warm, undisturbed place to study – balance with covid hesitancy
- Financial support (for both domestic and international students – please refer to verbatims for more ‘finance support’)
- Childcare on campus
- Food/nutritional support
- Foster vaccination uptake (engage alumni who are devout religious and ask them for a talk)
- Celebrate generational achievements (first in family to graduate)
- Counselling – talk about mental health on campus
- Treat students as individuals and make them feel seen/heard
- Most importantly, be understanding – everyone has their own battles going on and see campus as a refuge from stress at home and sometimes their interactions on campus can be their only interactions that day.



For many students this last 12 months has been the most difficult of their life (in particular Pasifika students) – the time to act is now.



# What can Unitec do? Its all about understanding...



## Family support

"My experience at Unitec has had a massive toll on my health and I have felt like even though **there has been some support there are massive gaps for improvements** and making students a lot more aware of how and what resources their are. This should be the only focus for the first week. I have a lot to say about this too much to put in here. I have a bare minimum of family support. This year is as has been extremely stressful in that fact I am literally just trying to survive. **Some teachers and not supportive or have any empathy which makes students feel they are not supportive.**"

"As a mother of four it is a fine balance and time management is always being challenged. **If Unitec could do more to support parents who are studying that would be awesome.**"



## Counselling

"To be honest, I have depression and anxiety which I don't seek help from anyone or Unitec. I've tried accessing services for counselling but my experience of the process made me choose not to go any further. I sought help twice. **Twice I was redirected and tossed around from one counsellor to another saying they didn't have any time for me because they were booked up.** I was referred to another counsellor who then said they had the time but that it would take two weeks for me to actually speak to someone. **The overall experience made me feel devalued and like I wasn't good enough to have someone to talk to.** So I gave up and tried my best to endure through studying while having mental health issues. It's now my 3rd year of studies and it's getting harder to get to my 4th year."

"**Unitec staffs are so supportive during this lockdown,** Māori and Pacific centre provide extra assistance on setting up tutorials and counselling."



## Food

"During times of hardship, my siblings are more than happy to help us. Food banks from **Unitec and other associations helped provide food parcels.**"

"It would be really great if free fruit was offered to everyone on the Unitec campus not just the Māori and Pacific Student's, when passing the Māori and Pacific centre's, I notice they always have free fruit, I feel left out, **as a student it's a real struggle to be able to eat healthy,** it would be great if all nationality's were included in the free fruit handout."



## Inclusivity

"I don't think the course that I am studying (\_\_\_\_) has a good culture for rainbow people. I think this problem is very evident in the attitudes of lecturers and students in in my course. **It makes the Unitec environment feel really lonely and like its not a place that I'm wanted.** The 'ally' stickers that are around campus feel more like a decoration than a value that the institute holds. I believe this is a real culture problem that needs to be addressed."

"Obviously the last twelve months has been extremely rubbish for me and most of other people as well. But I'm getting through it and my support network has got my back if I need it. Coming to terms with my identity as a Trans woman has had its challenges but **Unitec has been extremely supportive in my department.**"



## Financial support

"I believe I will be alright after completion of study. At the moment, I have to balance full time study and work. And **it is disheartening to receive a response from the finance team with a not so good tone kind of email.** In nursing, we are taught not to judge and apply careful and therapeutic communication. Maybe \_\_\_\_ needed some education on how to deal with students. \_\_\_\_ may be good in finance but not as a people person. **Treat others how you want to be treated** and do not treat others like how you were treated before. Most are and were immigrants in NZ and that might even include some Unitec staff."

"I have to work as the student allowance does not give me enough money to live on once I have paid my board/rent I am only left with \$30 per week, which does not give me enough money for transport/ basic living costs, so that's why I have to work, some of the lectures don't seem to understand this, the work loads are way too big, **Unitec needs to consider when planning these courses that people need to have time to work one to two days a week, so they can get by financially.** The lectures also don't seem to understand that some of us live a long way from Unitec and commuting there takes us a lot of time, **it's really hard if they give us quiz's that we must do within two hour's of attending class.** We also need time to relax, all I do is work and do study, it's really hard going."

## More on financial support (including comments from previous slide).



### Financial support

"I wanted to be a nurse, so I enrolled in UNITEC with the money I earned from coming to New Zealand over the past few years. I am an international student, so tuition is expensive, and for that, I persuaded my parents to receive support. But I'm sorry for that, so I try to save money as much as I can. If I become a nurse in the future, I will be financially stable."

"I am an international student. I pay international fees. What is Unitec doing to help financially. No refund for us doing study from home. While Unitec was closed for weeks. We bear the internet bills. The \_\_\_\_ team was too intrusive in investigating just to avail for that \_\_\_\_\_. Even worse that Immigration officer. Stressful."

"I am alright. I just do not appreciate how Unitec responds to international students. The \_\_\_\_ staff was not helpful with their communication. An email from them can be shown as an evidence."

"I believe I will be alright after completion of study. At the moment, I have to balance full time study and work. And it is disheartening to receive a response from the \_\_\_\_\_ with a not so good tone kind of email. In nursing, we are taught not to judge and apply careful and therapeutic communication. Maybe they needed some education on how to deal with students. \_\_\_\_\_ may be good in \_\_\_\_\_ but not as a people person. Treat others how you want to be treated and do not treat others like how you were treated before. Most are and were immigrants in NZ and that might even include some Unitec staffs."

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# Intention is no longer enough... action is what counts







# Priority groups

Pasifika

MĀORI

DISABILITY

<25

INTERNATIONAL

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Pasifika students have a higher proportion of Steady Leaders, while International students are more likely to be Searching Youth and less likely to sit under the Family Future segment. Unsurprisingly, younger students have a higher proportion of Ambitious Starters and Searching Youth.



## SEGMENTS

	Total	PASIFIKA	MĀORI	DISABILITY	<25	INTERNATIONAL
Base	1712	352	175	105	739	165
 EDUCATED UPSKILLERS	4%	2%	2%	4%	1%	4%
 KNOWLEDGE SEEKERS	3%	2%	3%	2%	1%	2%
 SWITCHERS	18%	15%	15%	16%	16%	21%
 AMBITIOUS STARTERS	14%	14%	14%	12%	24%	16%
 STEADY LEARNERS	27%	33%	26%	24%	31%	26%
 SEARCHING YOUTH	13%	11%	14%	12%	17%	21%
 FAMILY FUTURE	21%	23%	26%	30%	11%	11%

\*NOTE\* Unitec's core segments are **SEARCHING YOUTH**, **STEADY LEARNERS**, **SWITCHERS**, **FAMILY FUTURE**

xx/xx significantly higher/lower than Total

Our Pasifika students are less likely to feel like they have time for studying but more likely to feel like they have time for spiritual activities and caregiving. Under 25s and International students have a higher proportion of having enough time for studying but less for caregiving (as they are less likely to have children).



## IN A TYPICAL WEEK, DO YOU FEEL YOU HAVE ENOUGH TIME FOR...

		Total	PASIFIKA	MĀORI	DISABILITY	<25	INTERNATIONAL
Doing housework	Base	1727	358	169	105	752	167
	Yes, definitely	41%	41%	35%	40%	43%	47%
Working	Base	1733	358	172	107	752	164
	Yes, definitely	36%	31%	28%	25%	37%	40%
Studying	Base	1742	360	172	107	758	168
	Yes, definitely	35%	28%	30%	41%	40%	46%
Exercising	Base	1730	359	170	106	753	166
	Yes, definitely	31%	27%	35%	38%	35%	28%
Socialising, relaxing or doing hobbies	Base	1732	359	170	107	753	168
	Yes, definitely	28%	25%	26%	27%	33%	33%
Spiritual or faith based activities	Base	1725	356	170	106	747	167
	Yes, definitely	23%	36%	20%	10%	26%	29%
Caregiving	Base	1731	358	172	107	753	167
	Yes, definitely	20%	28%	23%	21%	14%	13%
Volunteering	Base	1724	358	170	106	748	167
	Yes, definitely	11%	13%	12%	12%	10%	10%



Pasifika students are more likely to carefully consider whether they can afford something and feel like they often miss out on things because money is tight. Māori students are less comfortable with debt while students with a disability are generally less likely to agree to any of the financial statements.



## HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT YOUR PERSONAL FINANCIAL SITUATION?

		Total	PASIFIKA	MĀORI	DISABILITY	<25	INTERNATIONAL
Before I buy something I carefully consider whether I can afford it	Base	1694	345	172	105	729	165
	Nett Agree	79%	84%	81%	70%	79%	78%
I keep a close personal watch on my financial affairs	Base	1691	345	172	104	726	163
	Nett Agree	74%	74%	73%	65%	72%	71%
I am confident that I will be financially stable in the future	Base	1695	346	172	105	728	165
	Nett Agree	58%	61%	55%	48%	55%	59%
I often miss out on things because money is tight	Base	1695	346	172	105	729	163
	Nett Agree	55%	65%	58%	53%	52%	53%
I am comfortable with how much debt I have	Base	1695	346	172	104	729	165
	Nett Agree	37%	36%	27%	26%	38%	36%
My income is enough to live and study on	Base	1694	347	172	105	729	164
	Nett Agree	34%	34%	28%	18%	35%	41%



Pasifika students are less likely to agree with the importance of the COVID-19 vaccine and more likely to consider themselves spiritual and having faith in God. Māori and students with a disability are less likely to agree that faith in God is part of who they are. Students under 25 are less likely to consider themselves spiritual while International students are less concerned with climate change.

## HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT YOUR PERSONAL BELIEFS?

		Total	PASIFIKA	MĀORI	DISABILITY	<25	INTERNATIONAL
Vaccinations are an important part of keeping people safe from COVID-19	Base	1737	356	176	105	749	172
	Nett Agree	78%	70%	73%	85%	80%	80%
COVID-19 has me worried about the health of me and my whānau	Base	1738	356	176	105	750	171
	Nett Agree	71%	74%	73%	72%	67%	71%
Sustainability and climate change are issues that concern me	Base	1735	355	176	105	750	171
	Nett Agree	70%	67%	71%	73%	71%	59%
I consider myself a spiritual person	Base	1733	356	175	105	751	169
	Nett Agree	53%	74%	57%	48%	46%	49%
Faith in God is part of who I am	Base	1734	357	175	105	749	171
	Nett Agree	45%	75%	34%	29%	41%	50%

U10. How much do you agree or disagree with the following statements about your personal beliefs?

xx/xx significantly higher/lower than Total

Among our cohorts of interest, Pasifika students require the most support, being more likely to have financial dependents, and being least likely to say that studying at home is easy for them. Under 25 year olds are more likely to warm and dry year-round accommodation.



APART FROM CHILDREN FOR WHOM YOU ARE THE PARENT OR GUARDIAN, ARE THERE PEOPLE IN YOUR HOUSEHOLD WHO ARE FINANCIALLY DEPENDENT ON YOU?

		Total	PASIFIKA	MĀORI	DISABILITY	<25	INTERNATIONAL
Apart from children for whom you are the parent or guardian, are there people in your household who are financially dependent on you?	Base	1737	353	176	106	745	170
	Yes	21%	34%	22%	10%	13%	15%

HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT YOUR LIVING SITUATION?

My home is a comfortable place to live	Base	1725	351	176	105	744	171
	Nett Agree	78%	75%	78%	74%	80%	74%
My home is warm and dry all year	Base	1726	350	176	105	744	171
	Nett Agree	68%	65%	65%	62%	72%	68%
It is easy for me to study at home	Base	1727	351	175	105	742	171
	Nett Agree	53%	42%	51%	56%	54%	51%
I feel the mortgage/rent I pay for my home is fair	Base	1713	346	173	104	733	167
	Nett Agree	50%	52%	47%	49%	50%	54%

Students with a disability have a higher share of others in their whānau who have studied before them and they are also more likely to be worried about finishing their qualification. Pasifika students and students with a disability are more likely to worry in general, while Māori are less worried about finding work after graduation and <25s are less worried about supporting themselves financially while they study.



		Total	PASIFIKA	MĀORI	DISABILITY	<25	INTERNATIONAL
Has anyone else in your whānau studied at a Tertiary institute before?	Base	1609	331	164	99	679	144
	Yes	71%	68%	73%	80%	74%	68%
Have you considered stopping your study before the end of your course?	Base	1685	346	173	104	723	160
	Nett Yes	30%	34%	33%	36%	28%	16%
ARE YOU WORRIED ABOUT ANY OF THE FOLLOWING?							
Meeting expectations on me	Base	1742	362	177	102	751	165
	Worries me all the time	37%	45%	44%	44%	42%	38%
Balancing study and other commitments	Base	1746	362	176	103	753	166
	Worries me all the time	37%	45%	37%	45%	36%	30%
Supporting myself or my family financially while I study	Base	1746	361	176	102	751	166
	Worries me all the time	35%	48%	39%	39%	30%	42%
Finishing my qualification	Base	1746	363	177	101	753	166
	Worries me all the time	34%	48%	32%	48%	36%	35%
Finding work after graduation	Base	1750	363	177	102	754	166
	Worries me all the time	31%	32%	21%	33%	35%	54%

Pasifika students are more content and confident, students with disabilities are less content and confident, but both are more likely to agree that the last 12 months have been the most difficult. Students under 25 are less likely to feel valued, be content, confident, and accredit Unitec for making them feel stronger in themselves. International students are less likely to feel like they can rely on friends/family for support.



## HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT YOUR PERSONAL OUTLOOK ON LIFE?

		Total	PASIFIKA	MĀORI	DISABILITY	<25	INTERNATIONAL
I am content with who I am	Base	1688	347	175	104	726	160
	Nett Agree	71%	76%	69%	59%	66%	69%
I feel confident in my relationships with other people	Base	1688	346	175	103	725	160
	Nett Agree	71%	78%	74%	54%	65%	67%
I can always rely on a friend or family member for support if I need it	Base	1684	345	174	101	725	160
	Nett Agree	70%	76%	75%	61%	72%	59%
I feel valued as a person	Base	1693	348	175	105	727	159
	Nett Agree	69%	70%	66%	59%	64%	69%
Studying at Unitec makes me feel stronger in myself, and my identity	Base	1690	348	175	104	726	160
	Nett Agree	67%	71%	67%	60%	59%	66%
I am committed to having good physical health	Base	1690	347	174	104	726	160
	Nett Agree	66%	65%	60%	58%	62%	66%
The last twelve months have been among the most difficult times of my life	Base	1686	348	174	103	726	160
	Nett Agree	52%	60%	52%	61%	54%	58%



# Appendix





# Important Information

## Research Association NZ Code of Practice



**Colmar Brunton** practitioners are members of the Research Association NZ and are obliged to comply with the Research Association NZ Code of Practice. A copy of the Code is available from the Executive Secretary or the Complaints Officer of the Society.

### **Confidentiality**

Reports and other records relevant to a Market Research project and provided by the Researcher shall normally be for use solely by the Client and the Client's consultants or advisers.

### **Research Information**

Article 25 of the Research Association NZ Code states:

- a. The research technique and methods used in a Marketing Research project do not become the property of the Client, who has no exclusive right to their use.
- b. Marketing research proposals, discussion papers and quotations, unless these have been paid for by the client, remain the property of the Researcher.
- c. They must not be disclosed by the Client to any third party, other than to a consultant working for a Client on that project. In particular, they must not be used by the Client to influence proposals or cost quotations from other researchers.

### **Publication of a Research Project**

Article 31 of the Research Association NZ Code states:

Where a client publishes any of the findings of a research project the client has a responsibility to ensure these are not misleading. The Researcher must be consulted and agree in advance to the form and content for publication. Where this does not happen the Researcher is entitled to:

- a. Refuse permission for their name to be quoted in connection with the published findings
- b. Publish the appropriate details of the project
- c. Correct any misleading aspects of the published presentation of the findings

### **Electronic Copies**

Electronic copies of reports, presentations, proposals and other documents must not be altered or amended if that document is still identified as a Colmar Brunton document. The authorised original of all electronic copies and hard copies derived from these are to be retained by Colmar Brunton.

Colmar Brunton New Zealand is currently working towards full compliance with the requirements of **ISO 20252**. This project will be/has been completed in compliance with this International Standard.