

NO RELIGION OR SPIRITUAL BELIEF

CHRISTIANITY

SPIRITUAL BUT NOT RELIGIOUS

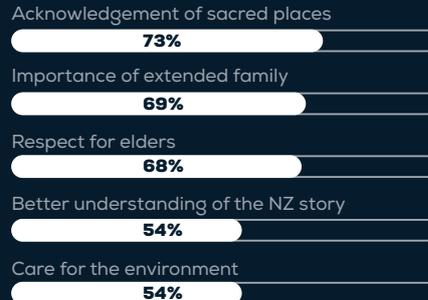
ALL OTHER RELIGIONS

16% CHURCH GOER
At least monthly

9% ACTIVE PRACTISERS
Extremely involved

CONTRIBUTIONS OF MAORI CULTURE AND SPIRITUALITY TO NEW ZEALAND'S SOCIETY

(% of those who agree that Maori culture and spirituality has influenced NZ values n=616)



FAITH & BELIEF NEW ZEALAND

WHY NO RELIGION? Top 3

- 1 Prefer a scientific and evidence-based approach > **43%**
- 2 Religion is outdated and traditional > **17%**
- 3 Religion is a crutch for the weak > **14%**
(n=352)

WHAT DO THOSE WHO ARE SPIRITUAL BUT NOT RELIGIOUS BELIEVE? Top 3

- 1 There is an ultimate purpose and meaning in life > **41%**
- 2 The existence of a spiritual realm > **34%**
- 3 Any spiritual path can lead to enlightenment > **30%**
(n=201)

HAS THE MAORI CULTURE AND UNDERSTANDING OF SPIRITUALITY INFLUENCED VALUES AND BELIEFS IN NEW ZEALAND?

YES DEFINITELY / SOMEWHAT

61%

OUTGROWING RELIGION?

⊗ NEVER BEEN RELIGIOUS

26%

→ CONTINUER
committed to religion brought up in

24%

⊗ NO LONGER RELIGIOUS

23%

↔ SYNTHESIZER
set of beliefs not fitting any one religion

14%

↔ CONVERTER
switched from a different religion

7%

↔ ADOPTER
non-religious prior to choosing current religion

5%

OPENNESS TO EXPLORING RELIGION

Analysis of 'non-Christians' (n=601)



Very interested / quite open



Would consider



Unlikely / would not consider

HOW OFTEN DO KIWIS SPEAK ABOUT RELIGION OR SPIRITUALITY WITH FRIENDS?



OFTEN 11%



OCCASIONALLY 48%



NEVER 41%

TOP 3 ATTRACTORS TO RELIGION & SPIRITUALITY

(% who are strongly attracted)

- 18% Seeing people who live out a genuine faith
- 15% Experiencing a personal trauma or life event
- 14% Stories or testimonies from people who have changed due to their faith

TOP 3 REPELLENTS TO RELIGION & SPIRITUALITY

(% who are strongly repelled)

- 19% Stories or testimonies from people who have changed due to their faith
- 25% Hearing from public figures and celebrities who are examples of that faith
- 27% Miraculous stories

IS THE DISCUSSION OF RELIGION AND SPIRITUALITY APPROPRIATE FOR THE CLASSROOM?



OF KIWIS ARE OPEN TO THE DISCUSSION OF SPIRITUALITY AND RELIGION IN STATE SCHOOLS

Top 3 BENEFITS OF RELIGIOUS INSTRUCTION IN STATE SCHOOLS

Children can explore the concept of religion

1 45%

Helps broaden children's perspectives

2 39%

Opportunities for discussion

3 39%

Top 3 CHALLENGES OF RELIGIOUS INSTRUCTION IN STATE SCHOOLS:

It only explores Christianity

1 48%

Discrimination of children who opt out

2 45%

Children taught different beliefs than at home

3 43%

PERCEPTIONS OF CHRISTIANITY

KIWI ATTITUDES TOWARDS CHRISTIANITY



1 IN 4
WARM
(26%)

1 IN 8
NEUTRAL
(12%)

3 IN 10
COOL
(31%)



(Modified Engel Scale)

TOP 5 ISSUE BLOCKERS: ISSUES THAT ARE MOST LIKELY TO PREVENT NON-CHRISTIANS WHO ARE OPEN TO CHANGE FROM EXPLORING CHRISTIANITY (n=348)

(% block completely)



TEACHING ON
HOMOSEXUALITY

36%



HELL AND
CONDEMNATION

28%



SUFFERING

24%



ROLE OF WOMEN

23%



SUPERNATURAL
ASPECTS

22%

TOP 5 BEHAVIOUR BLOCKERS: BEHAVIOURS THAT ARE MOST LIKELY TO PREVENT NON-CHRISTIANS WHO ARE OPEN TO CHANGE FROM EXPLORING CHRISTIANITY (n=348)

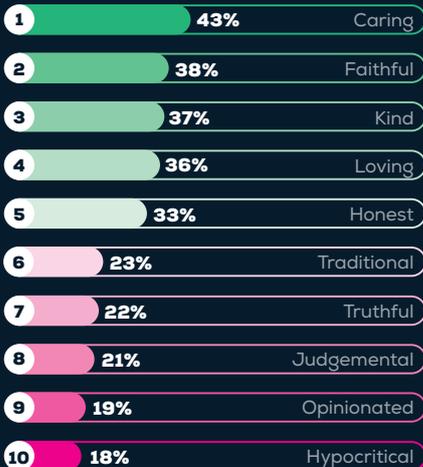
(% massive negative influence)



CHRISTIANS

APPROXIMATELY **347,000** KIWIS (**9%**) **DON'T KNOW ANY CHRISTIANS**

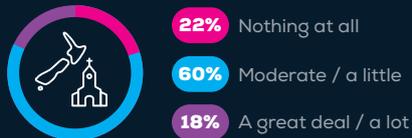
THE **91%** OF NEW ZEALANDERS WHO **KNOW AT LEAST 1 CHRISTIAN** (n=918) PERCEIVE CHRISTIANS TO BE Top 10



Methodology: A national survey of New Zealanders, n = 1007 representative of the population by age, gender and region. Responses reflect full sample except where otherwise stated. New Zealand public data is sourced from NZ Stats. Research conducted in March 2018.

THE CHURCH

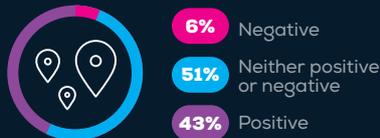
HOW MUCH DO YOU KNOW ABOUT **THE CHURCH** IN NEW ZEALAND?



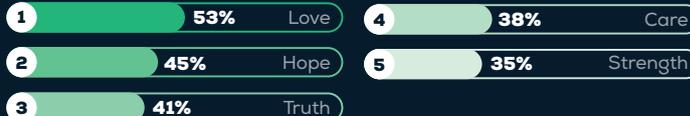
HOW WELL DO YOU KNOW YOUR **LOCAL CHURCH**?



WHAT IS THE IMPACT OF THE CHURCHES IN YOUR **LOCAL AREA**?



ATTRIBUTES OF JESUS WHICH KIWIS **CONNECT TO POSITIVELY** Top 5



JESUS

HOW MUCH DO KIWIS KNOW ABOUT **JESUS' LIFE**?



HOW IMPORTANT WAS JESUS' LIFE TO...?

The history and culture of the world



You personally

