RESIDENTIAL CONSTRUCTION WELLBEING

GAME CHANGERS

Ipsos

July 2023





Supported by



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BACKGROUND & METHODOLOGY



BACKGROUND AND OBJECTIVE

An understanding of the proposed wellbeing programme

The Mental Health Foundation (MHF) has shown that it is possible to measure and increase wellbeing at a population level through the cumulative results of Farmstrong, a nationwide wellbeing programme for farmers.

The MHF would like to apply a similar methodology to the residential construction industry, and associated trades, and understand the opportunities, motivations and barriers to wellbeing in the industry in order to pave the way to conducting a wellbeing programme amongst the residential construction industry.

There are about 165,000 who work in the residential construction industry in NZ, which covers a vast range of roles and responsibilities. This research is designed to provide the MHF with a baseline measure of the general wellbeing of the sector, as well as the behaviours of those who work in it.



METHODOLOGY



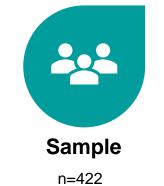


Fieldwork dates 8th May – 28th June



Methodology

- Online questionnaire
- 12-13 minute survey
- Respondents were recruited from reputable online NZ panels. An open link was also distributed to partner sector organisations by MHF
- Mix of closed and open-ended questions



New Zealand residential construction workers aged 18+



Weighting The data is weighted by gender

and construction type to match the New Zealand residential construction sector population

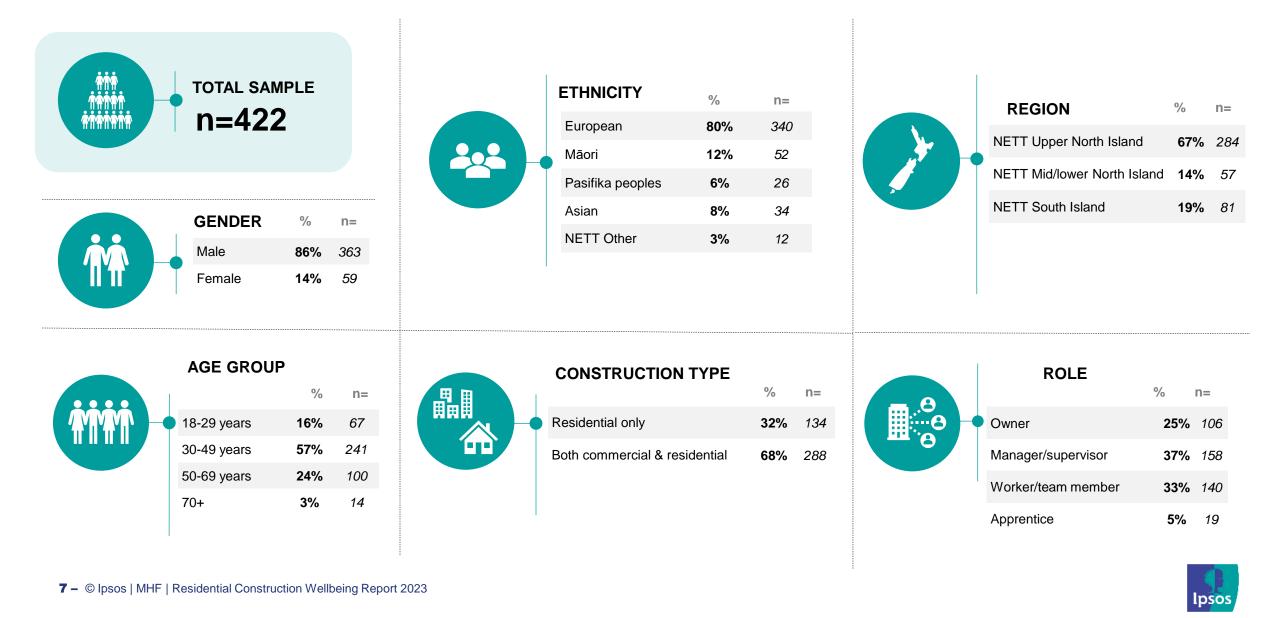
Other notes

- Significantly higher / lower figures are reported at 95% confidence (except otherwise noted)
- The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points.
- Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of 'don't know' or 'not stated' responses.



SAMPLE INFORMATION





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SAMPLE INFORMATION

JOB TYPES



	70	
House/other residential building construction	26%	108
Land development & subdivision	5%	21
Site preparation	2%	10
Bricklaying	1%	6
Structural steel erection	0%	2
Pluming/gasfitting	8%	35
Electrician/electrical services	13%	55
Plastering & ceiling services	3%	13
Carpentry	2%	9
Tiling/carpeting	3%	13
Painting & decorating	8%	33
Glazing services	1%	6
Landscape construction	5%	22

%

n=

	%	n=
Full building services	8%	32
Architectural	1%	3
Concrete	1%	4
Drainage/drain laying	0%	1
Elevators/escalators	0%	1
Fire Protection	1%	3
Joinery	1%	3
Quantity Surveying	0%	2
Roofing	3%	11
Other 4%	4%	15

Understanding wellbeing in the residential construction industry

16 DECEMBER 2022 Qualitative Research Findings

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This quantitative research follows a qualitative research stage. Some qualitative findings have been incorporated into this report, however, more details are available in the qualitative report



KEY FINDINGS

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KEY FINDINGS

The residential construction sector's life satisfaction and emotional wellbeing is comparable to New Zealanders overall

- The vast majority of the sector reported that they are highly satisfied with life and that their family / whānau are doing well.
- The sector's WHO-5 wellbeing score of 15.5 is slightly higher than the overall New Zealand average*. Additionally, fewer people in the sector reported a score that indicates poor emotional wellbeing (<13) compared to the overall NZ population*.
- Notably, however, workers / team members are significantly more likely to indicate poor emotional wellbeing (38% – in line with the NZ population).
- Additionally, people working within residential construction appear to be experiencing more stress and feelings of loneliness.

Participation in wellbeing activities is high

- Many have engaged in at least one activity to maintain and/or improve their wellbeing in the last 2 weeks. The majority have done at least four activities.
- Compared to the average New Zealander*, people in the sector are more likely to have done regular physical activity (66%), given time & attention to helping others (50%), done things to help them sleep well (33%), and spent time learning new things (32%).

There is a strong correlation between higher participation in wellbeing activities and feeling well

 Those who have engaged in seven or more wellbeing activities in the last 2 weeks are also more likely to report significantly higher wellbeing scores, higher life satisfaction, and lower levels of stress. They are also more likely to have better self-efficacy.

Pay, the nature of construction work, and workload are the key challenges facing those who work in the sector

- 2 in 3 say that they are highly satisfied with their job.
- Satisfaction with work-life balance is slightly lower, with 1 in 5 stating that they are dissatisfied with the balance between the time they spend on work and other aspects of their life.
- In addition to low pay, the physical demands of the job and instability and uncertainty around the amount and availability of work are said to be the top challenges for those in the sector. *Workload* appears as a key issue, with some people reporting feeling burnt out and fatigued.
- Among aspects identified as most important in a job, people working in the sector also reported lower levels of satisfaction with feeling supported at work and being able to learn new things / develop their skills.



KEY FINDINGS

The sector is perceived to be more stressed by those who work in it than their own results indicate

- Nearly a quarter (22%) of residential construction workers say that they experienced stress most of the time / always at work in the last year.
- However, when asked about the sector in general, around a third (34%) say that they think the sector is stressed most of the time / always.

There is a strong correlation between positive actions around work and higher job satisfaction & lower levels of workrelated stress

- Around half of those working in the sector have taken at least one positive wellbeing action (e.g. *talking with their colleagues about non-work related things, eating healthy food at work, getting a good night's sleep*) in the last two weeks.
- Those who have done at least four of these actions also report having higher levels of job satisfaction and lower levels of workrelated stress.



Formalised wellbeing programmes are relatively rare, but most know how to seek help and feel supported with their wellbeing at work

- Around three-quarters of the sector know where to go to get help at work and has a workplace that supports their wellbeing.
- Most people also appear to be comfortable talking to their boss, supervisor, or colleague about problems or issues that they might have beyond their day-to-day tasks at work.
- However, some improvements can be made around *encouraging* people to talk more openly about their wellbeing at work (particularly among team members / workers not in leadership or supervisory roles).
- A relatively small proportion of the sector (11%) indicated that they would rely on themselves to solve problems rather than asking or talking to other people. Interestingly, owners and managers / supervisors are more likely to exhibit this behaviour.



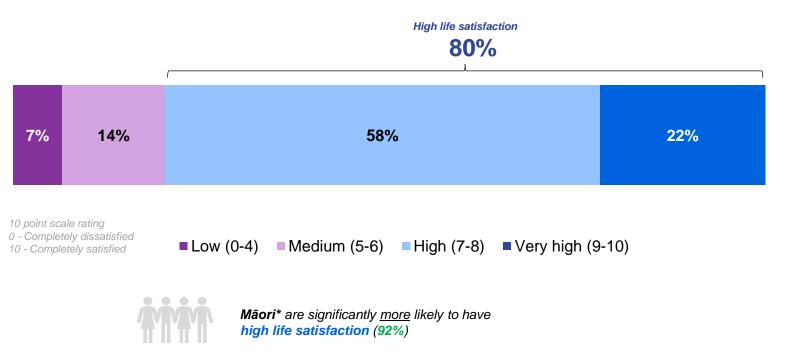
SETTING THE SCENE

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Residential construction workers' overall life satisfaction is comparable to New Zealanders' on the whole.



Feel about life as a whole

83.6% of New Zealanders overall rate their life satisfaction highly

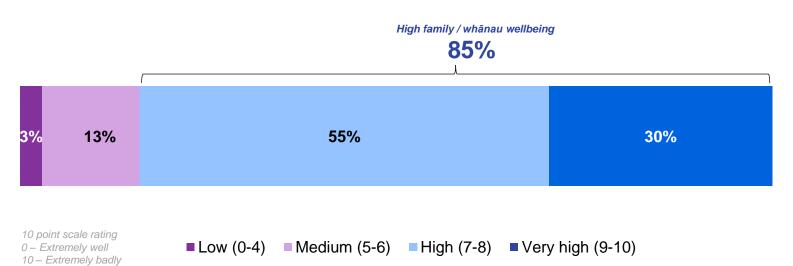
New Zealand Health Survey 2021/22

W1. Firstly, a general question about your life as a whole these days. This includes all areas of your life. How do you feel about your life as a whole?
 Base: Total sample – 2023: (n=420) Rebased with 'don't know' and 'prefer not to say' removed. WARNING LOW BASE: * n<100, **n<30



FAMILY / WHĀNAU WELLBEING

The majority (85%) of residential construction workers have indicated that their whānau is doing well, which is comparable to New Zealanders on the whole.



How well family / whānau is doing these days

83.2% of New Zealanders overall reported high family wellbeing

New Zealand Health Survey 2021/22

W2. Now a question about your family. Please think in general about how your family is doing. How would you rate how well your family/whānau is doing these days? Base: Total sample – 2023: (n=412) Rebased with 'don't know' and 'prefer not to say' removed.



WHAT IS THE WHO-5 WELLBEING INDEX?





The WHO-5 is a self-rated measure of emotional wellbeing.

Respondents are asked to rate the extent to which each of five wellbeing indications has been present or absent in their lives over the previous two-week period.

Over the last two weeks:	All the time	Most of the time	More than half of the time	Less than half of the time	Some of the time	At no time
1. I have felt cheerful and in good spirits	5	4	3	2	1	0
2. I have felt calm and relaxed	5	4	3	2	1	0
3. I have felt active and vigorous	5	4	3	2	1	0
4. I woke up feeling fresh and rested	5	4	3	2	1	0
5. My daily life has been filled with things that interest me	5	4	3	2	1	0

The raw score is calculated by **totalling the figures of the five answers** for each individual.

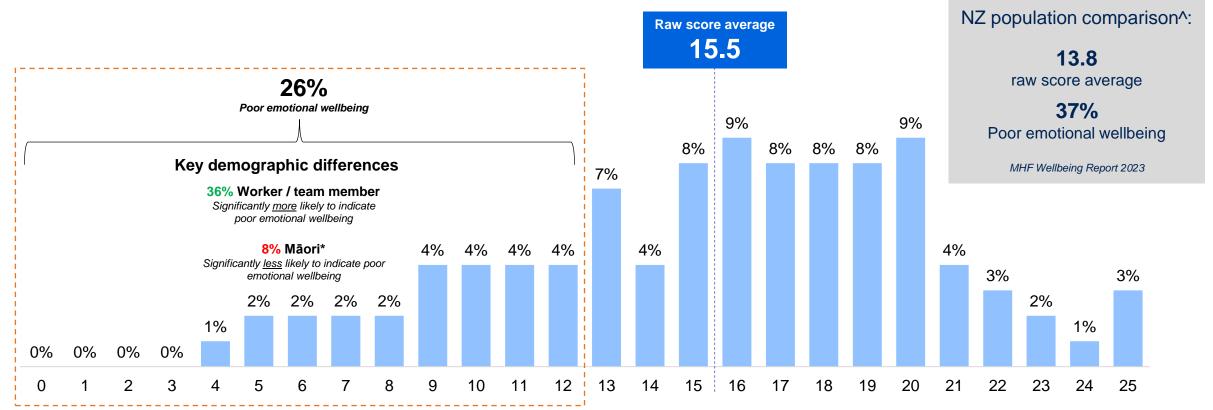
The raw score ranges from 0 to 25, with 0 representing the lowest level of emotional wellbeing and 25 representing the highest level of emotional wellbeing.

Scores below 13 (between 0 and 12) are indicative of poor emotional wellbeing and may indicate a risk of poor mental health.



EMOTIONAL WELLBEING – WHO-5 WELLBEING INDEX

1 in 4 residential construction workers reported a score below 13 – indicating poor emotional wellbeing. Workers / team members are significantly more likely to have poor emotional health. However, on average, the sector is doing better than New Zealanders in general[^].



Raw score distribution

W3. Please indicate, for each of the five statements, which is closest to how you have been feeling over the last two weeks.

Base: Total sample – 2023: (n=422) *WARNING LOW BASE: n<100

Note: ^NZ average – based on MHF Wellbeing Amongst New Zealanders report run by Ipsos in Feb 2023 (n=1,003)

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WHAT IS THE GENERAL SELF-EFFICACY SCALE?





The General Self-Efficacy Scale (GSE) is a self-reported measure of self-efficacy.

The GSE is correlated to emotion, optimism, work satisfaction. Negative coefficients were found for depression, stress, health complaints, burnouts, and anxiety.

	Not at all true	Hardly true	Moderately true	Exactly true
 I can always manage to solve difficult problems if I try hard enough 				
2. If someone opposes me, I can find the means and ways to get what I want.				
It is easy for me to stick to my aims and accomplish my goals.				
4. I am confident that I could deal efficiently with unexpected events.				
5. Thanks to my resourcefulness, I know how to handle unforeseen situations.				
6. I can solve most problems if I invest the necessary effort.				
 I can remain calm when facing difficulties because I can rely on my coping abilities. 				
8. When I am confronted with a problem, I can usually find several solutions.				
 If I am in trouble, I can usually think of a solution 				
10. I can usually handle whatever comes my way.				

General Self-Efficacy Scale (GSE)

Scoring:

	Not at all true	Hardly true	Moderately true	Exactly true
All questions	1	2	3	4

The total GSE score is calculated by **finding the sum of all 10 items**.

The total score ranges between 10 and 40, with a higher score indicating more self-efficacy.

Source: Schwarzer, R., & Jerusalem, M. (1995). Generalized Self-Efficacy scale. In J. Weinman, S. Wright, & M. Johnston, Measures in health psychology: A user's portfolio. Causal and control beliefs (pp. 35-37). Windsor, UK: NFER-NELSON.



GENERAL SELF-EFFICACY SCALE

People working in residential construction appear to be most adept at problem-solving.

Average score

I can always manage to solve difficult problems if I try hard enough	3.3	,
If someone opposes me, I can find the means and ways to get what I want	2.9	Lowest average score
It is easy for me to stick to my aims and accomplish my goals	3.0	
I am confident that I could deal efficiently with unexpected events	3.2	
Thanks to my resourcefulness, I know how to handle unforeseen circumstances	3.1	
I can solve most problems if I invest the necessary effort	3.4	Highest average score
I can remain calm when facing difficulties because I can rely on my coping abilities	3.2	
When I am confronted with a problem, I can usually find several solutions	3.2	
If I am in trouble, I can usually think of a solution	3.2	
I can usually handle whatever comes my way	3.2	

W7. Please indicate to what extent do you find the following statements true/untrue about yourself? *Base:* Total sample – 2023: (n=422)



31.7

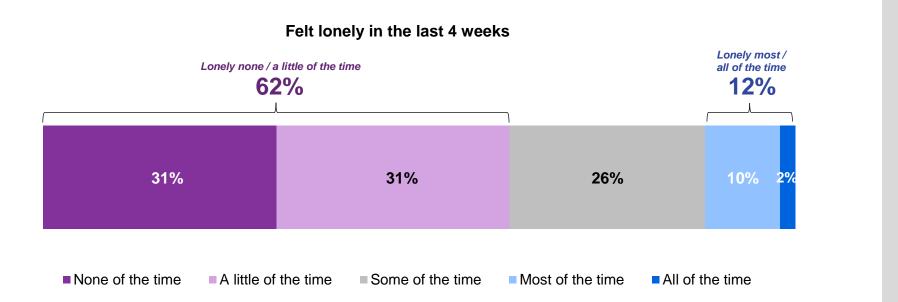
Overall self-efficacy score for the residential construction sector





LONELINESS

Feelings of loneliness are substantially more prevalent among residential construction workers compared to New Zealanders overall.



87.3%

of New Zealanders overall reported being lonely none / a little of the time in the last 4 weeks.

3.9% reported being lonely *most* / all of the time.

New Zealand Health Survey 2021/22

W5. In the last 4 weeks, how often have you felt lonely?

Base: Total sample – 2023: (n=417) Rebased with 'don't know' and 'prefer not to say' removed.



STRESS IN THE PAST 12 MONTHS



22%

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of New Zealanders reported experiencing stress with negative effects *never / rarely* in the last 12 months^

27%

reported experiencing stress most of the time / always^

Quality of Life Survey 2022

^Survey sample comprised residents living within areas governed by Auckland Council, Hamilton City Council, Tauranga City Council, Hutt City Council, Porirua City Council, Wellington City Council, Christchurch City Council, Dunedin City Council, and Greater Wellington Regional Council

W4. At some time in their lives, most people experience stress. Which statement below best applies to how often, if ever, over the past 12 months you have experienced stress that has had a negative effect on you? *Base:* Total sample: (n=421) Rebased with 'don't know' removed. WARNING LOW BASE: * n<100



WELLBEING INDICATORS BY ROLE

Residential construction managers are significantly <u>more</u> likely to have high life satisfaction and better emotional health. Interestingly, construction business owners are significantly <u>less</u> likely to feel lonely.

	WHO-5 wellbeing score	High life satisfaction	Stressed most of the time / always	Felt lonely most / all of the time	Self-efficacy score
Total (n=422)	15.5	80%	32%	12%	31.7
Owner (n=106)	16.0	76%	26%	5%	32.1
Manager / supervisor	16.3	88%	33%	17%	32.0
Worker / team member	14.2	74%	35%	13%	30.1
Apprentice	15.6	75%	36%	9%	34.6

A7B. And which of the following best describes your role? / W1. Firstly, a general question about your life as a whole these days. This includes all areas of your life. How do you feel about your life as a whole?/ W2. Now a question about your family. Please think in general about how your family is doing. How would you rate how well your family/whānau is doing these days? / W3. Please indicate, for each of the five statements, which is closest to how you have been feeling over the last two weeks. / W4. At some time in their lives, most people experience stress. Which statement below best applies to how often, if ever, over the past 12 months you have experienced stress that has had a negative effect on you? / W5. In the last 4 weeks, how often have you felt lonely? / W7. Please indicate to what extent do you find the following statements true/untrue about yourself?

**WARNING VERY LOW BASE - INDICATIVE RESULTS ONLY (n=<30)

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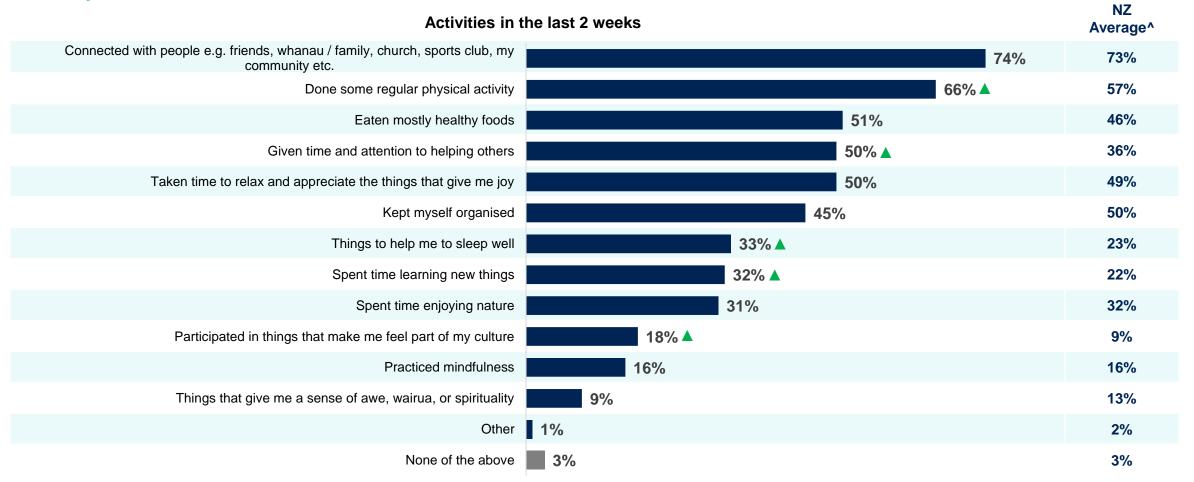


DEALING WITH STRESS AND CHALLENGES



WELLBEING BEHAVIOURS IN LAST 2 WEEKS

The majority of residential construction workers have *connected with people* and *done some regular physical activity* in the last 2 weeks.



WB1. Which of the following have you done in the last two weeks? **Base:** Total sample: (n=422) Note: ^NZ average – based on MHF Wellbeing Amongst New Zealanders report run by Ipsos in Feb 2023 (n=1,003)



 \checkmark / \blacktriangle indicates significantly lower / higher than NZ average



IMPACT OF WELLBEING BEHAVIOURS

There is a strong correlation between higher participation in wellbeing activities and higher wellbeing scores, overall life satisfaction, lower levels of stress, and more self-efficacy.

	WHO-5 wellbeing score	High life satisfaction	Stressed most of the time / always	Self-efficacy score
Overall (n=422)	15.5	80%	32%	31.7
0 activities	8.3	11%	45%	30.4
1-3 activities	14.6	74%	41%	30.6
4-6 activities	15.8	82%	32%	31.9
7+ activities	17.1	93%	19%	33.0

WB1. Which of the following have you done in the last two weeks? / W1. Firstly, a general question about your life as a whole these days. This includes all areas of your life. How do you feel about your life as a whole? / W3. Please indicate, for each of the five statements, which is closest to how you have been feeling over the last two weeks. / W4. At some time in their lives, most people experience stress. Which statement below best applies to how often, if ever, over the past 12 months you have experienced stress that has had a negative effect on you? / W7. Please indicate to what extent do you find the following statements true/untrue about yourself? **WARNING VERY LOW BASE – INDICATIVE RESULTS ONLY



WORKING IN CONSTRUCTION

A career in residential construction

Motivated by ability to create & variety

Respondents said they began a career in residential construction because:

- Family and friends looked like they were enjoying their job / said it was a good career
- Being your own boss eventually can be a driver with regard to both independence and finances
- It's an industry that allows you to create and work with your hands
- A trade is seen by some as a solid and sensible career choice – there will always be work
- Some are motivated by working for a business based on traditional Kiwi values of 'an honest day's work'
- The variety involved in the work is important to most
- It allows for constant learning

You can have some unique experiences

"Living in Queenstown, the views are phenomenal down here. We were doing a house up on the top of a hill, was sort of cantilevering over a waterfall. And, like, you just look out and see a snowy mountain. It's like a multimillion dollar house and you, you just kind of wake up and get excited to go work on that... just quite a cool feeling."

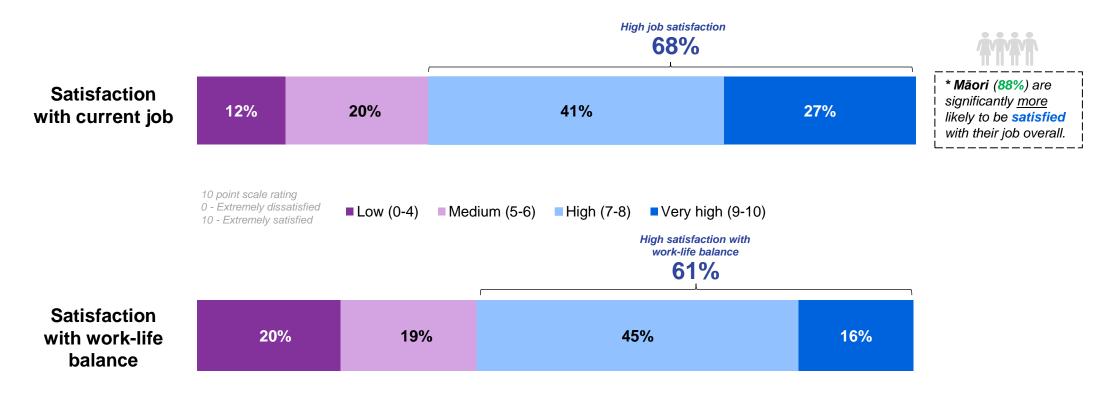
You can see and experience the lasting results of your labour

"It's very satisfying. I can drive around the city now and see what I've done. It's leaving a legacy, which is neat."

It's an industry that has flexibility – easy to drop in and out of if you need or want to

SATISFACTION WITH CURRENT JOB

2 in 3 residential construction workers say that they are highly satisfied with their current job. Satisfaction with work-life balance is slightly lower, with 1 in 5 saying that they are dissatisfied.



WW1. How satisfied or dissatisfied are you with your current job overall? / *W6.* How satisfied are you with the balance between the time you spend on your paid work and the time you spend on other aspects of your life? *Base:* Total sample: (n=418) Rebased with 'don't know' and 'prefer not to say' removed / Total sample – 2023: (n=417) Rebased with 'don't know' and 'prefer not to say' removed WARNING LOW BASE: * n<100



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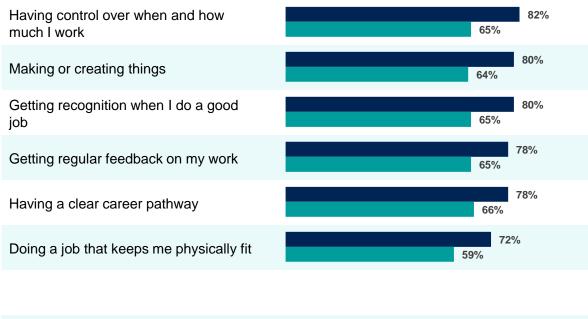
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CAREER ASPECTS

Among aspects identified as most important in a job, those in the sector were least satisfied with their *work-life balance*, *feeling supported at work*, and their *ability to learn / develop new skills. Feeling a sense of pride in their work* and *feeling respected at work* perform the highest.

Having a good work-life balance	90% 70%
Having clear expectations about what I need to do	89% 71%
Feeling valued at work	88% 71%
Feeling supported at work	87% 67%
Feeling a sense of pride in my work	87% 80%
Being able to learn new things / develop my skills	87% 67%
Feeling respected at work	86% 73%
Feeling like I can fully be myself without being judged or discriminated against	83% 70%
Working with like-minded people	68%



**Being able to speak / communicate in my native language	36%	88%
ImportanceSatisfaction		

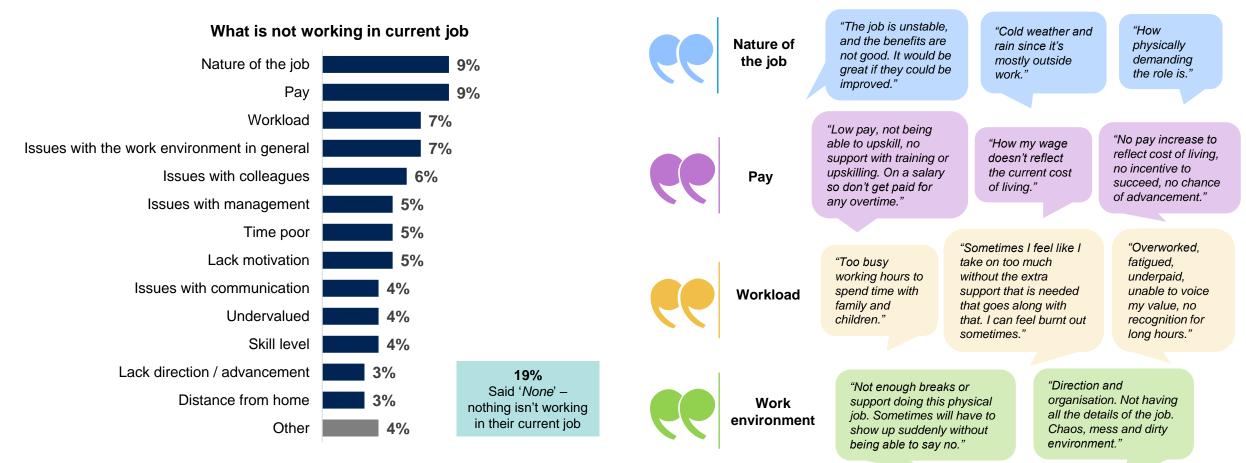
WW2. Thinking about work in general, how important are the following for you in a job? / *WW3*. Thinking about your current job, how satisfied are you with the following aspects of your work? *Base*: Total sample (n=422) / Those whose chose "other" as the language most used most often at home (n=12) **WARNING VERY LOW BASE – INDICATIVE RESULTS ONLY

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CHALLENGES IN CURRENT JOB

Pay and the nature of the construction work (including job instability, physicality, and being exposed to the elements) are said to be the top challenges for those in the sector.



WW4. Still thinking about your current job and work, what's currently not working well for you? *Base:* Total sample (n=422) Only data > 3% shown

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What makes working in residential construction difficult?

What we need to acknowledge...

It's physically demanding

Although many workers like this side of the job, it can be hard when working in extreme weather conditions, or when they get a physical ailment and feel they are letting down the team, not working to their best.

"We know that a lot of the injuries we see are due to wear and tear – tradies wear themselves out mentally and physically."

Ideally we want to give people support to stop the wear and tear happening and create a career with longevity.

There can be a lack of a clear career pathway

This can lead to people leaving the industry or merely existing within it, which is unsafe and demoralising.

"It's a recurring theme that I see, a lack of career planning or pathway, and a lack of mentor or someone to guide you. People become lost, they become these vaping, energy-drink-consuming zombies – surviving, not thriving."

"Young guys are second-guessing, 'Where do I see myself? Do I want to be getting \$23 per hour swinging a hammer in the coming years?"

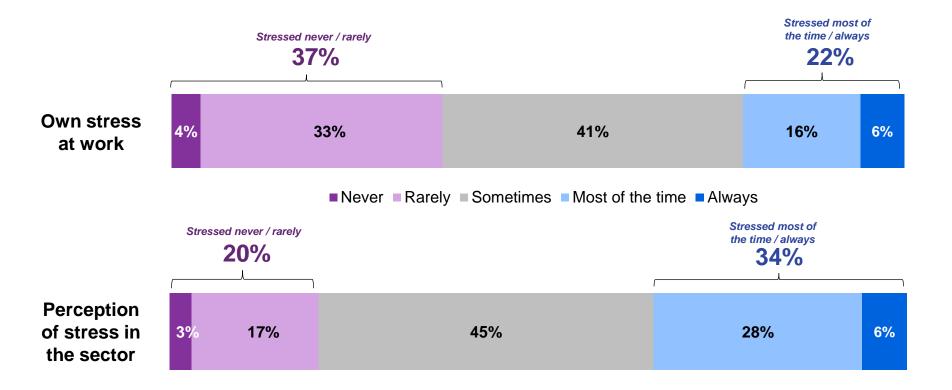


KEEPING WELL AT WORK

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WORK RELATED STRESS IN THE PAST 12 MONTHS

Nearly a quarter of residential construction workers say that they are *stressed most of the time / always* in the last year. Interestingly, the sector is perceived to be more stressed by workers than their own results indicate.



WW10. Which statement below best applies to how often, if ever, over the past 12 months you have experienced stress AT WORK that has had a negative effect on you? / *WW11*. Now thinking about the residential construction industry in general over the last 12 months, how often, in general do you think people who work in residential construction experience stress AT WORK that has a negative effect on them? *Base*: Total sample: (n=421) Rebased with 'don't know' removed / Base: Total sample: (n=407) Rebased with 'don't know' removed.



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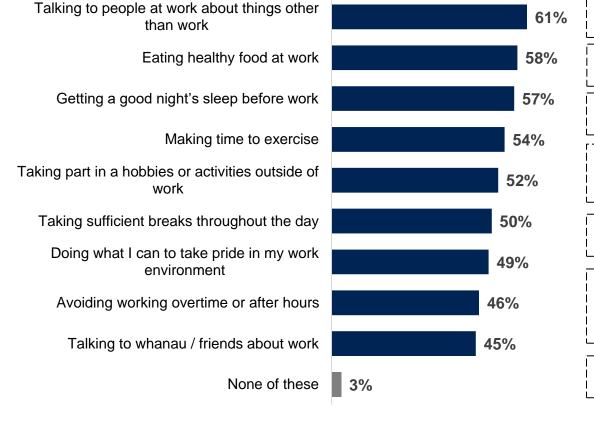
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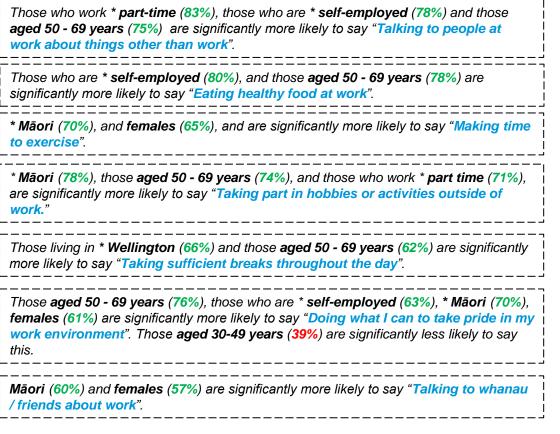
POSITIVE ACTIONS IN THE LAST 2 WEEKS

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Around half of those working in the sector have taken at least one positive wellbeing action in the last 2 weeks.

Positive actions done in the last 2 weeks





WW9. Which, if any, of the following, have you done over the last two weeks? Base: Total sample – 2023: (n=422) WARNING LOW BASE: * n<100, **n<30





IMPACT OF POSITIVE ACTIONS AT WORK

There is a strong correlation between positive actions taken and high job satisfaction & lower levels of workrelated stress.

	WHO-5 wellbeing score	5,	
Overall (n=422)	15.5	68%	22%
0 actions		Base size too low to report	
1-3 actions	15.0	69%	30%
4+ actions	16.0	70%	17%
7+ actions	17.4	75%	13%

While the impact of doing 4+ positive actions aren't statistically significant, they have shown to make a positive difference to workers' job satisfaction, levels of work-related stress, and overall wellbeing.

WB1. Which of the following have you done in the last two weeks? / W3. Please indicate, for each of the five statements, which is closest to how you have been feeling over the last two weeks. / WW1. How satisfied or dissatisfied are you with your current job overall? / WW10. Which statement below best applies to how often, if ever, over the past 12 months you have experienced stress AT WORK that has had a negative effect on you?



How do people maintain their physical & mental health at work?

The need to be well is understood by most, as is its impact on performance.

Most people clearly understand the impact of poor mental and physical health in the workplace – it leads to a deterioration in the safety of the work and the quality of the output.

"If you are in a bad headspace, then you are going to make mistakes and that is dangerous."

"Now it is vital to be well, otherwise workmanship is poor. If a job is done badly, then you know someone is not feeling that well."

Good practice is often about understanding 'what's in my control vs what is out of it? What can I do about both of these things?'

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Speak to the strong sense of pride in work that we see in residential construction in New Zealand.

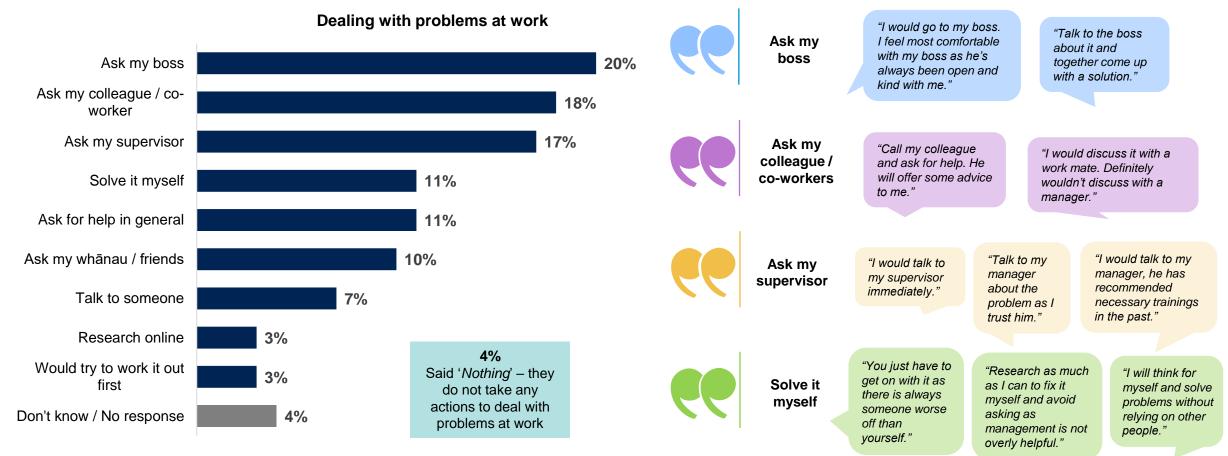
To do your 'best' work you need to use the best 'toolkit'. Wellbeing is one of the tools you have available to make sure you are delivering your very best for yourself, your client and your family.

Set yourself up for success – 'bringing your very best tools to work every day'. You are your strongest asset.



HOW PROBLEMS AND ISSUES ARE DEALT WITH AT WORK

Most turn to their boss, colleague, or supervisor to help them with problems or issues at work. A small proportion indicated that they would try and *solve it themselves*.



WW8. This next question is about problems or issues that you might have beyond how to do your day-to-day tasks at work. If you needed help with a problem or issue at work, what would you do? **Base**: Total sample (n=422)

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PERCEIVED WELLBEING SUPPORT AT WORK



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While around three-quarters of the sector *know where seek help at work* and has *a workplace that supports their wellbeing*, only 60% feel that *people are encouraged to talk openly about their wellbeing*.

	AGREE Strongly agree + Agree	DISAGREE Strongly disagree + Disagree	Those who <i>don't</i> know where to go if they need help at work are significantly <u>more</u> likely (39%) to
I know where to go if I need help at work (n=418)	72%	12%	indicate that they experience stress often in the workplace
My workplace supports the employees' wellbeing (n=419)	74%	9%	Managers / supervisors (16%), are significantly more likely to disagree that "their workplace supports employees' wellbeing".
People are encouraged to talk openly about their wellbeing at work (n=418)	60%	12%	Workers / team members (19%), are significantly more likely to disagree that "people are encouraged to talk openly about
I would be comfortable talking to my boss about my wellbeing (n=414) WW7. To what extent do you agree/disagree with the following statements about your workplace?	66%	12%	their wellbeing at work". Those who are comfortable talking to their boss about their wellbeing are significantly <u>more</u> likely (44%) to <i>not</i> experience stress in the workplace.
Base: Total sample (n=422) Rebased with 'don't know' removed.			
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IMPACT OF WELLBEING SUPPORT AT WORK



There is a strong relationship between feeling supported at work and having better overall emotional wellbeing.

	AGREE	DISAGREE
I know where to go if I need help at work (n=418)	16.2	13.1
My workplace supports the employees' wellbeing (n=419)	15.9	13.8
People are encouraged to talk openly about their wellbeing at work (n=418)	16.8	12.7
I would be comfortable talking to my boss about my wellbeing (n=414)	16.5	12.4

Average WHO-5 Score

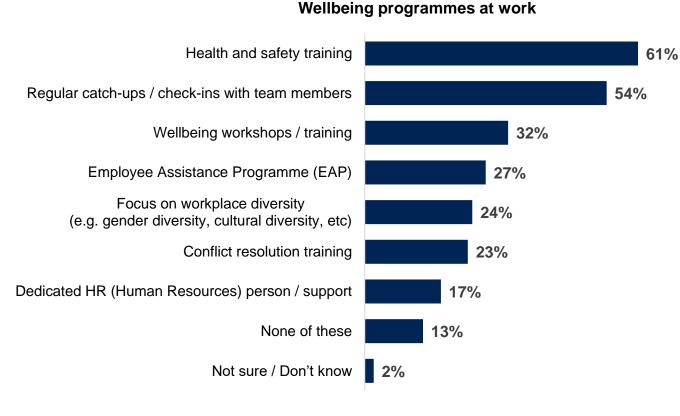
WW7. To what extent do you agree/disagree with the following statements about your workplace? **Base:** Total sample (n=422) Rebased with 'don't know' removed.

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MENTAL WELLBEING PROGRAMMES AT WORK

Formal wellbeing programmes appear to be rare in the sector. While health & safety training and regular catch-ups are more common, only around half say that these are in place in their work.



WW6. Which of the following do you have in place in your work? **Base**: Owners, managers or supervisors (n=256)

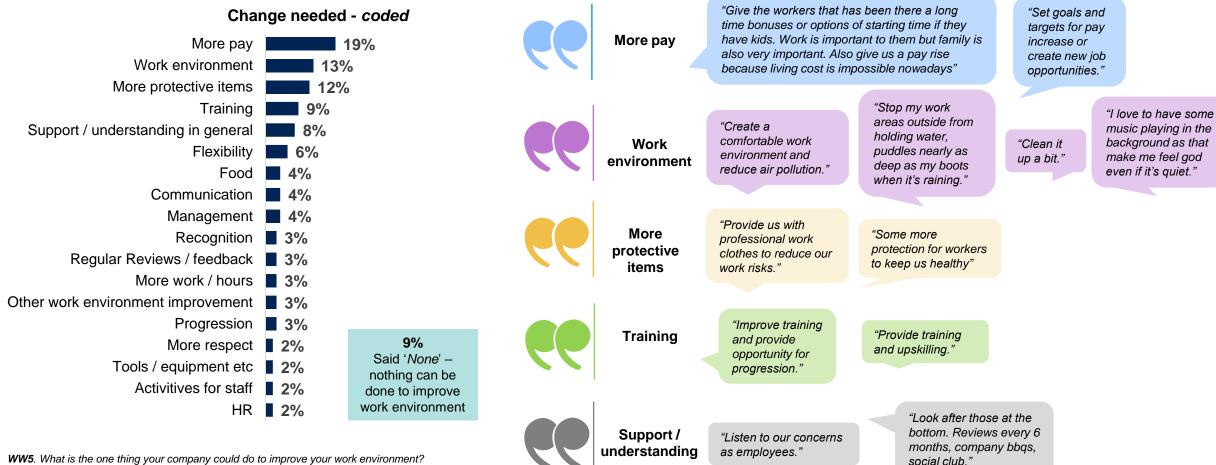
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CHANGE NEEDED TO IMPROVE WORK ENVIRONMENT

In addition to more pay, creating a cleaner / more comfortable work environment and the supply of more protective items were most frequently identified as needed changes.



WW5. What is the one thing your company could do to improve your work environment? **Base**: Worker or team member or apprentice (n=144) Only data > 1% shown

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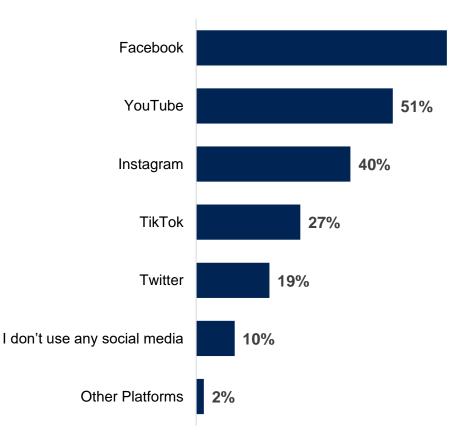
PROGRAMME DEVELOPMENT



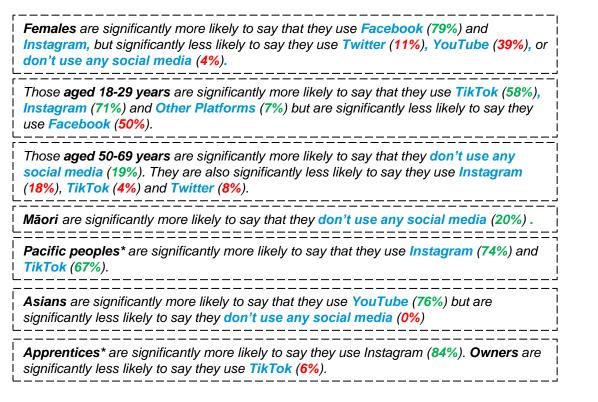
SOCIAL MEDIA PLATFORMS

The majority of residential construction workers regularly use social media platforms, with at least half using Facebook or YouTube.

65%



Social Media



SM1. Which of the following social media platforms do you regularly use? **Base:** Total sample (n=422) WARNING LOW BASE: * n<30

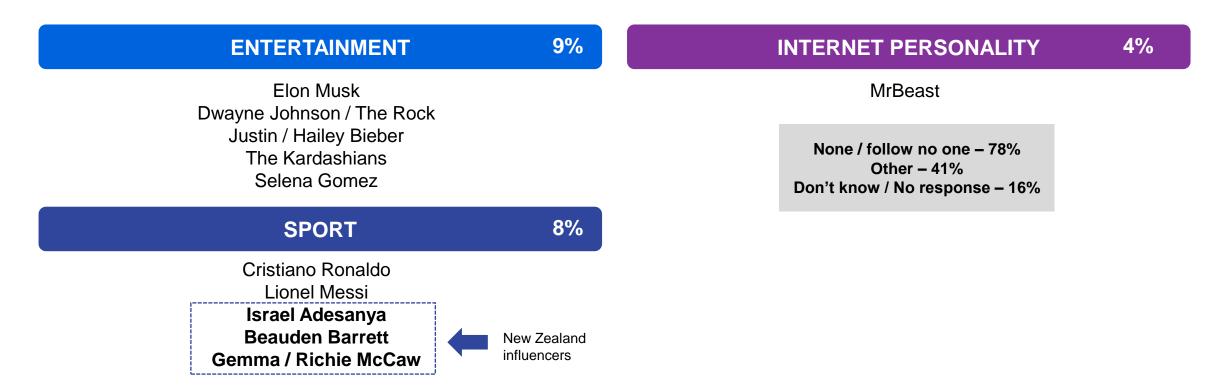
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INFLUENCERS FOLLOWED

The majority of residential construction workers do not follow influencers, including celebrities, public figures and content creators. For those who do, figures from the entertainment industry and sportspeople are among those most commonly followed.



SM2. Not including friends and whānau, which people (e.g. celebrities, public figures, content creators), if any, do you follow? *Base:* Total sample (n=200) Rebased with coded responses only.

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Influencers

People respected – more about the personality traits exhibited than the person...

- Parental figures
- Hard-working, but kind mentors in the industry; people who have walked the talk
- Old managers who gave precious advice
- Selfless people who give back to others "People who put people first"
- Role models / people who have experienced tough times

"A woman in the company has been through a lot in life – cancer, husband had a stroke, has kids, had another business. She has been through so much and is strong and she looked up to her. When she gives advice, it is really well thought out."

Public figures...

- People already respected for talking about wellbeing, e.g. Mike King, John Kirwan
- Sportspeople, esp. UFC (for younger tradies especially) and rugby, e.g. Richie McCaw
- Industry figures who have walked the talk in construction, e.g. *All the Brothers* set up by Zane Munro, who has 40k Instagram followers
- Important that they talk to all people as equals



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THANK YOU



