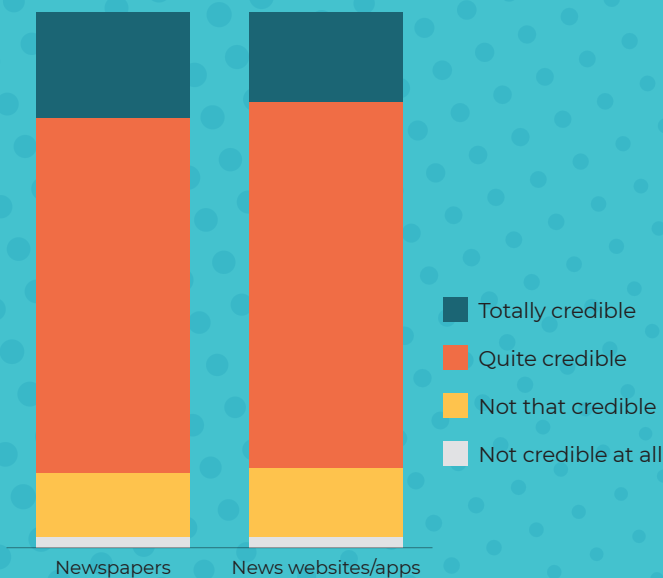


Post-COVID News Engagement Study

72%

say NZ newspapers & news media are highly important to them in the post-COVID world

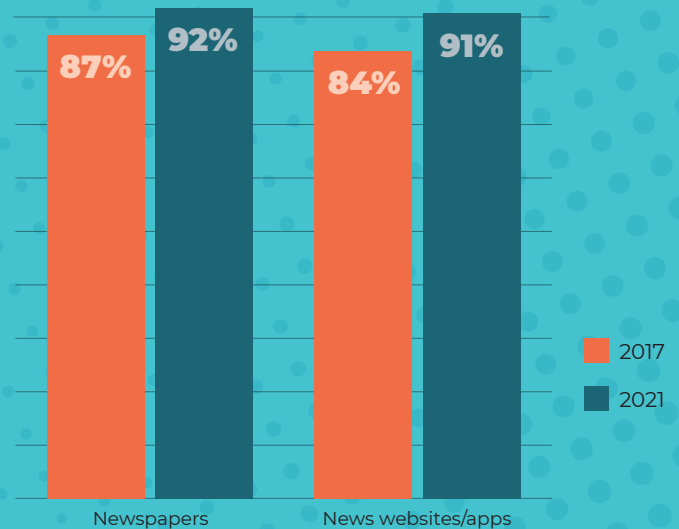
Reaffirming the **CREDIBILITY** of news & information from NZ newspapers & news media



67%

recognise NZ Newspapers & news media as an important element of the social fabric of New Zealand

Heightened levels of **TRUST** in news and information from newspapers, news websites/apps



NEWS NEWBIES and their new-found connection with NZ newspapers

25%

of those who did not engage with print editions prior to COVID-19 do read them now (25-39 years)

“The news media did a lot of work to explain complex but vital topics in a way that was easy to follow, and they often did it in short time frames and extraordinary conditions. The pandemic moved extremely quickly, but the news media kept up, with stories that mattered.”

FEMALE, 25-29, WAIKATO

9/10 New Zealander's are reporting new or reset priorities

THE TOP 5 ARE:



FAMILY

- Family time
- Safety & Security
- Children's needs
- Caring for older relatives



MONEY

- Budgeting
- Saving
- Paying off debt
- Buying online



WORK

- Job security
- Maintain business
- Working from home
- Changing direction



HEALTH

- Personal health and wellbeing
- Family health and wellbeing
- Exercise/ fitness
- Hygiene



HOME

- More time at home
- Property ownership
- Home improvement

ABOUT THE STUDY

Research by InsightFull Ltd for the News Publishers' Association March 2021. Nationally representative sample of n=1,225 New Zealanders 18+ who engage in some way with New Zealand newspapers or news media. Fieldwork March 5 – 14, 2021. Results weighted by age, gender and location. Margin of error at the 95% confidence level +/-2.8%.