The News Publishers’ Association undertook a study in 2021 to explore how New Zealanders’ relationship with news media changed over the 12 months following the first nationwide lockdown and whether their priorities had changed. There was a special focus on respondents aged 25-39 referred to as ‘News Newbies’.

28% Identified Money as a Top Priority

WHO THEY ARE:

- 57% FEMALE
- 43% MALE
- 68% UNDER 50
- 22% AGED 40-49
- 34% AGED 25-39
- 12% AGED 18-24

News Newbies significantly over-represented (34% vs. 27%)

KEY AREAS OF FOCUS:

- SAVING 36%
- BUDGETING/SPENDING LESS 31%

“Financial security and I am trying to achieve that by limiting my spending and investing wisely”

MALE, 25-29, AUCKLAND

“Since Covid our household have become more savings oriented in other words save majority or our income in case of Emergencies”

FEMALE, 30-34, AUCKLAND

“Financial priorities have changed. More focused on having savings and an emergency fund”

FEMALE, 18-24, CANTERBURY

75% say NZ newspapers & news media are highly important to them in the post-COVID world

67% recognise NZ Newspapers & news media as an important element of the social fabric of New Zealand

Talk to us today about reaching this audience in newspapers nationwide hello@npa.co.nz
9/10 NZers are reporting new or reset priorities since the pandemic began

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

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**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%.

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Interested in finding out more? Contact us today for the full study presentation and insights hello@npa.co.nz or call 09 306 1600