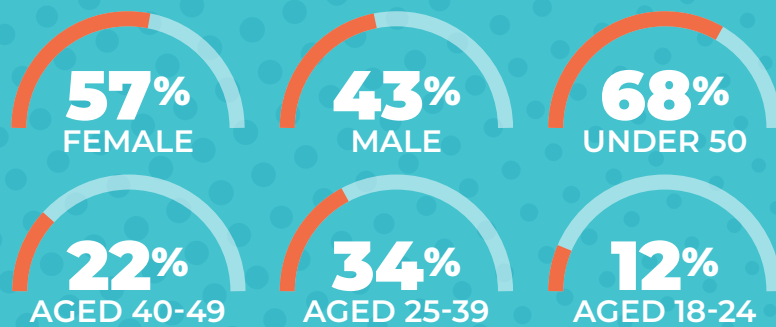


# 'Money' is a top 5 priority for NZers

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:



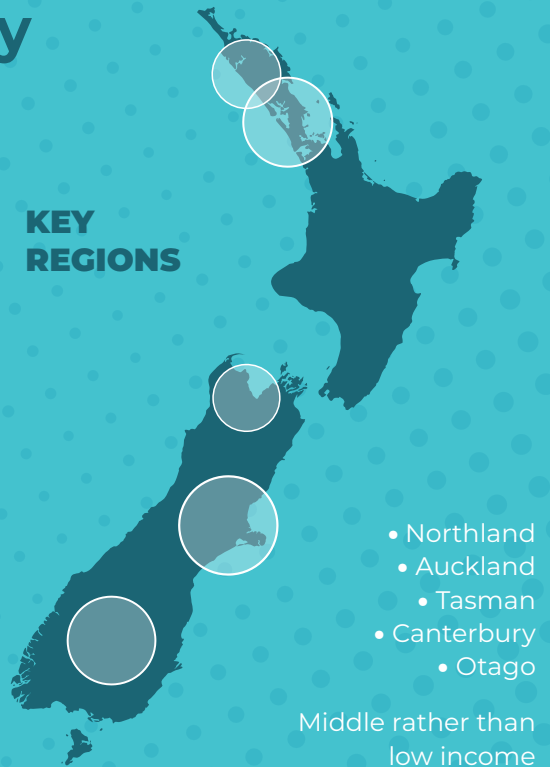
News Newbies significantly over-represented (34% vs. 27%)

### KEY AREAS OF FOCUS:

SAVING **36%**

BUDGETING/SPENDING LESS **31%**

### KEY REGIONS



"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 of 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](mailto: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

## 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%.

Interested in finding out more? Contact us today for the full study presentation and insights [hello@npa.co.nz](mailto:hello@npa.co.nz) or call **09 306 1600**