

NEW ZEALAND NEWS BRANDS IN TODAY'S WORLD

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TODAY

1. Engagement
2. Changing Times, Shifting Priorities
3. The Importance of News Brands
4. A Quality Environment
5. Where to from Here

ENGAGEMENT



NEWS
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Strong Engagement with New Zealand News Brands

- **NZ News Publishers reach 3.4M Kiwi's every week**
- **Daily newspaper readership reaches 2.04M each week**
- **1.5M are getting news and information from their favourite weekend edition**

Source: Nielsen Consumer and Media Insights Q2 2021 - Q1 2022 (Base AP 15+)

Engagement with New Zealand news brands

Q. Which of the following New Zealand news brands have you engaged with in any way in the last month?

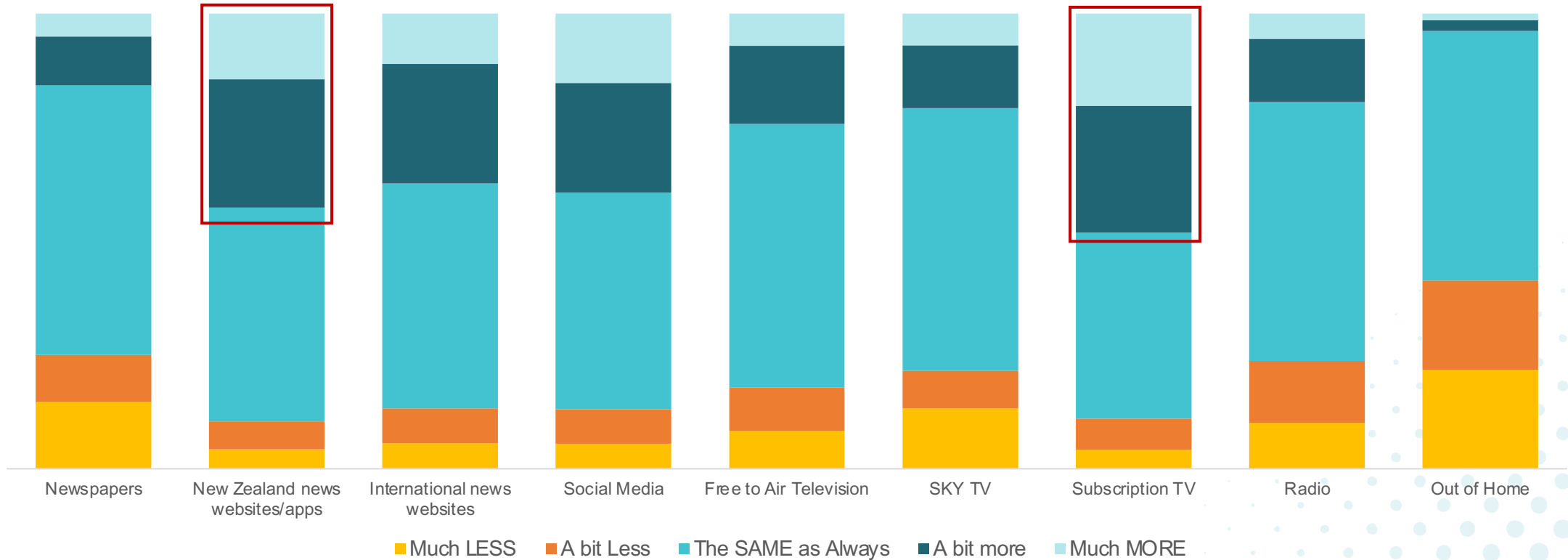
Engaged in any way in the last month:

- 97% Major news brand
- 46% Weekend/ Sunday Newspaper
- 41% Regional Newspaper

Preferred News Sources

- #1 Major news brands
(across all touchpoints)
- #2 Online News (generic)
- #3 TV News
- #4 Radio
- #5 Facebook

New Zealand News Websites/Apps Sees Big Increases Once Again, also Subscription TV



We are interested in your engagement or interaction with different media now compared with 12 months ago... Thinking about each of the following media - which are you now engaging or interacting with MORE than you used to, LESS than before and which do you engage with the SAME AS ALWAYS:

Base: Engagers with each medium

Limited Access to Newspapers

- With all the lockdowns **I haven't been able to go to cafes when I like** and that's the main place I'll read a paper while I wait for my food FEMALE, 25-29, AUCKLAND
- Used to read newspapers in cafes, **a bit concerned now about who has touched them** prior to me. FEMALE, 60-64, AUCKLAND
- **Used to read them at the office which has a subscription** so don't have access while working from home. MALE, 60-64, WAIKATO
- I think it's because **I can search relevant news via the internet.** Also **you don't see many newspapers around, since Covid** many retail spaces, doctors waiting rooms, hairdressers and food spaces don't have these available any more due to health and hygiene. FEMALE, 40-44, CANTERBURY

Using News Websites/Apps More



Up to date 24/7	Keeping me informed	Engagement
Convenient	Easy access to news	Accessible
Content is accurate	Reliable source of news	Sharing online content

Content is available all hours of the day, **I can read the content I wish at anytime and wherever I am**, it is far more effective and efficient MALE, 50-54, MANAWATŪ-WHANGANUI

News Newbies are highly engaged with New Zealand News Brands

Q. Which of the following New Zealand news brands have you engaged with in any way in the last month?

99% engagement

with one or more major news brands across all touchpoints

Plus:

- 47% Weekend/ Sunday newspaper
- 42% Regional newspaper

How They Engage

- 67% stories on websites
- 36% use Apps
- 21% read print editions during the week
- 15% read print editions at the weekend

News Newbies are Building New and Deeper Connections with News Brands



I value them more, there is so much fake news, undermining of facts and movements driven by this as a result of the pandemic. **I think that the newspapers and news media are an important source of digestible fact-based information** ... more than ever before. – FEMALE, 35-39, MANAWATŪ-WHANGANUI

They provide informative information that makes me feel in-the-know' during covid and these troubling times. **I did not think like this or care about the news before covid.** – MALE, 25-29, AUCKLAND

News Newbies see News Brands as an Important Part of their World



Never read them before Covid. didn't know they were going to be a useful source of news media for me. **they have great local coverage.** show local business advertisements which is important – FEMALE, 25-29, MANAWATŪ-WHANGANUI

Before the pandemic I never read newspapers or watched the news because I had a busy life and had other priorities but now with the pandemic **my priorities have shifted slightly so I am always reading a reliable source of information** to see how the world around us is affected and how I could be better protecting my family – FEMALE, 25-29, AUCKLAND

News Newbies acknowledge the Credibility & Reliability of News Brands



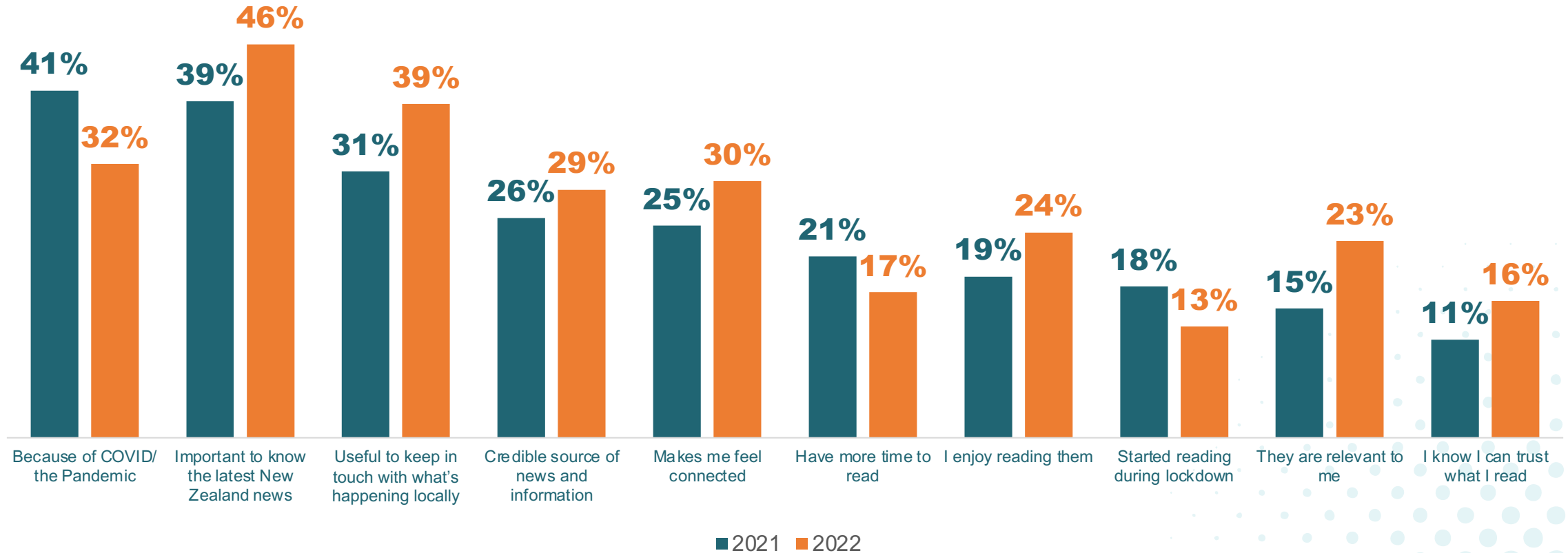
The pandemic **made me sit down and realise what sources of news are actually credible.** – MALE, 35-39, WAIKATO

I think **they did a good job of helping unite New Zealanders** to lockdown together and to get vaccinated. They helped the government to get the message across when they could have taken an opposite view and helped to spread more distrust than has already happened. **I feel like they helped fulfil a public duty.** – FEMALE, 30-34, WELLINGTON

There has been a lot of fake news **and newspapers have consistently been getting things correct.**
– MALE, 25-29, CANTERBURY

News Newbies: Reasons For Engaging

Q. Which of the following are reasons for reading, engaging or re-engaging with New Zealand newspapers & news media



CHANGING TIMES, SHIFTING PRIORITIES

New priorities and different mindsets

Q. How, if at all, have your priorities changed this year? What is your number one priority now and what are you doing differently as a result?

- 9/10 again reporting a change in their priorities
- A change in tone:
 - Caution ~ Avoid
 - Protect ~ Safety
- 7/10 changed their behaviour to limit their exposure to the Omicron variant
 - 75% of Under 40s
 - 66% of Over 40s

A Change in Tone

Q. How, if at all, have your priorities changed this year? What is your number one priority now and what are you doing differently as a result?

CAUTION



- Avoid Covid
- Fear & caution
- Social distancing
- Isolation
- Keep away from people

My priorities have changed because I am more aware of the dangers of catching and passing on infectious diseases. **My Number One priority is to avoid catching a disease.** I now stay home when I am sick more, to avoid infecting others, and wear a mask when in public places, even when I don't have to. – MALE, 40-44, WELLINGTON

I am **worried that I will get sick and that I will infect my beloved family members** after I get sick, so I don't go out. I don't go out, I don't earn money. I'm in a bad financial situation.... – FEMALE, 40-44, AUCKLAND

Number one priority is to not get the virus and I am staying well away from crowds and a lot of people as much as I can. – MALE, 55-59, HAWKES BAY

I have **been distancing myself from the community as much as possible to avoid catching the virus** as I have an infant to look after... – FEMALE, 25-29, AUCKLAND

Been more isolated. **Don't socialize any more. Personal health is a massive priority.** Talk online and txt people rather than in person... – MALE, 55-59, SOUTHLAND

A Change in Tone

Q. How, if at all, have your priorities changed this year? What is your number one priority now and what are you doing differently as a result?

SAFETY



- Staying safe & healthy
- Keeping family safe
- Protection
- Taking precautions

Number 1 is probably keeping my mum and my family safe. No longer will browse shops when out and about. Really only essentials. Do my groceries more online. Stay home more. Stressing about if I send my kids to school or keep them home more. This is really only been since Omicron's arrival, prior to that it was a bit more life as normal. I have been actively decluttering my home due to the feeling of being overwhelmed. I feel that if I can get everything at home sorted and cleared away it will help me to breathe. – FEMALE, 50-54, NORTHLAND

My **number one priority is staying safe and healthy**, so I always wear a mask and try not to take it off indoors unless eating at a restaurant – FEMALE, 18-24, AUCKLAND

Wearing a mask to **protect myself wherever I go**. At the end of the day I want to protect my whanau – MALE, 30-34, MANAWATŪ-WHANGANUI

My number one priority is staying safe and healthy, so **I always wear a mask** and try not to take it off indoors unless eating at a restaurant – FEMALE, 18-24, AUCKLAND

9/10 reporting new or reset priorities

Q. How, if at all, have your priorities changed this year? What is your number one priority now and what are you doing differently as a result?

HEALTH



- Personal health
- Family health
- Wellbeing
- Mental Health
- Fitness & Exercise

My priority is to **stay healthy and Covid free**. Where prior to Covid a sneeze or a cough was part of normal existence I now find myself more aware of any symptoms of an infection and are more anxious when socially engaging with people... – FEMALE, 55-59, AUCKLAND

Number one priority now is to **be as healthy as possible** - taking extra vitamin supplements, getting sun exposure where possible, moving at lunch time - all these little things – FEMALE, 18-24, CANTERBURY

Keeping safe and healthy by **exercising and maintaining good hygiene**. – MALE, 35-39, CANTERBURY

My **number one priority is the health of my immediately family**. Keeping myself and my children well, eating/drinking well, exercise and rest well. – FEMALE, 40-44, AUCKLAND

9/10 reporting new or reset priorities

Q. How, if at all, have your priorities changed this year? What is your number one priority now and what are you doing differently as a result?

FAMILY



- Family time
- Safety & Security
- Children's needs
- Whanau
- Overseas Relatives

My **family is my number 1 priority, it always has been**, and I take extra steps now to ensure my family is safe from catching the virus. – MALE, 30-34, AUCKLAND

Still want to **visit my family in Australia** and are still waiting for Australia to allow non-vaccinated people to enter their country, and for Air NZ to do the same. – MALE, 50-54, MANAWATŪ-WHANGANUI

Yes my priorities have changed. **My family is my number one priority. I stopped work to avoid bringing covid home** to my family. – FEMALE, 25-29, AUCKLAND

Spending **quality time with family and friends and being present when I am with them** and being there for them anytime they need me. – MALE, 50-54, AUCKLAND

I engage more with both family and friends and this my NUMBER ONE priority now. Since the beginning of the COVID-19 pandemic I talk more now to friends and family both by phone and also by Messenger. Likewise friends visit me more... – MALE, 75+, HAWKES BAY

9/10 reporting new or reset priorities

Q. How, if at all, have your priorities changed this year? What is your number one priority now and what are you doing differently as a result?

MONEY



- Saving
- Budgeting
- Financial wellbeing
- Paying off Debt
- Emergency Fund

My **number one priority is to earn as much money as possible** over the next few weeks so that if I get covid ,I'll have money to buy food and medication whilst I'm isolating getting better. – FEMALE, 18-24, BAY OF PLENTY

More focus on ability to work flexibly. **Number one priority is long term financial well being**, due to covid was able to buy a second property in a regional area to eventually move to and work remotely, retaining existing home as a rental – MALE, 45-49, WELLINGTON






Making sure we **have enough in our savings** as well as **find new ways to cut expenses** while purchasing enough food etc to maintain us should we need it. – FEMALE, 30-34, NELSON

My number one priority now is to **ensure I have emergency money available**. I am now more mindful of how i shop and less wasteful with my money - FEMALE, 45-49, AUCKLAND

Paying off debt & shopping more online (for groceries) so I can **stick to my budget**.. – FEMALE, 40-44, WAIKATO

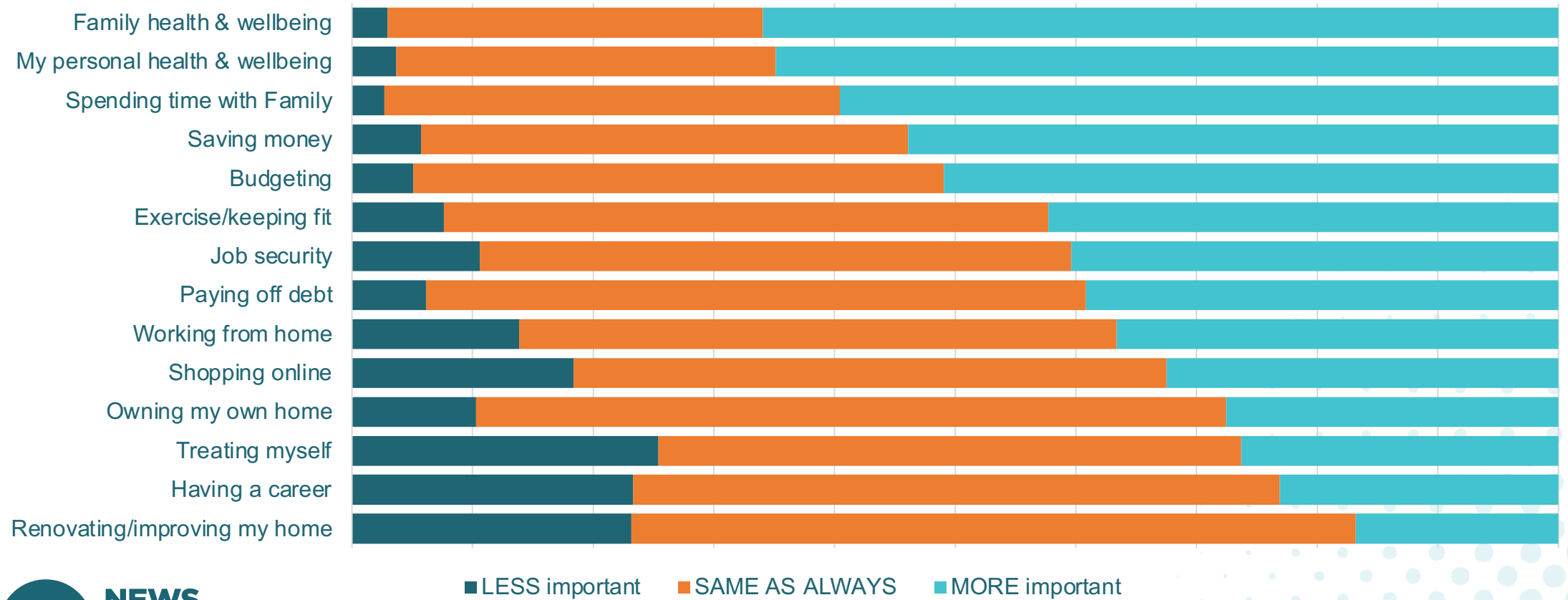
Priorities a bit different for News Newbies

Q. Thinking about each of the following, are they MORE important, LESS important, or the SAME AS ALWAYS than they were in your pre-COVID-19 life?:

	CAUTION	SAFETY	HEALTH	FAMILY	MONEY
					
All people	15%	11%	25%	20%	18%
News Newbies	9%	10%	25%	26%	25%
Aged 40+	19%	12%	24%	18%	14%

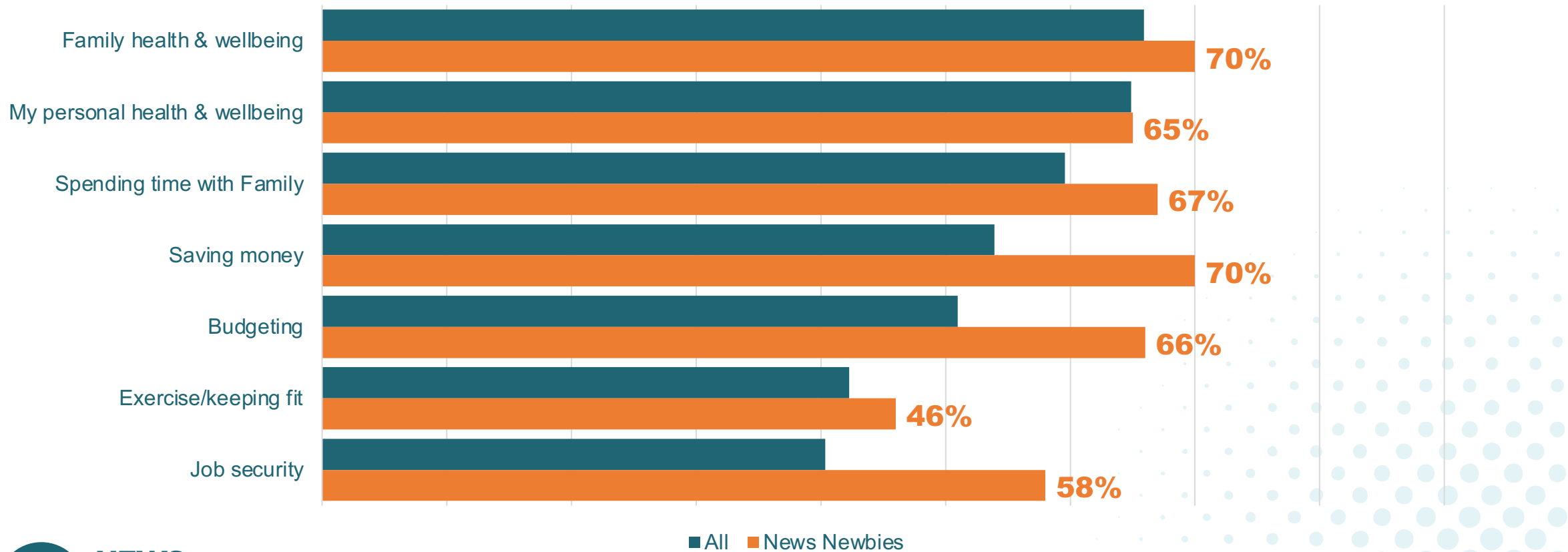
Strongest focus on Health, Wellbeing & Family

Q. Thinking about each of the following, are they MORE important, LESS important, or the SAME AS ALWAYS than they were in your pre-COVID-19 life?:



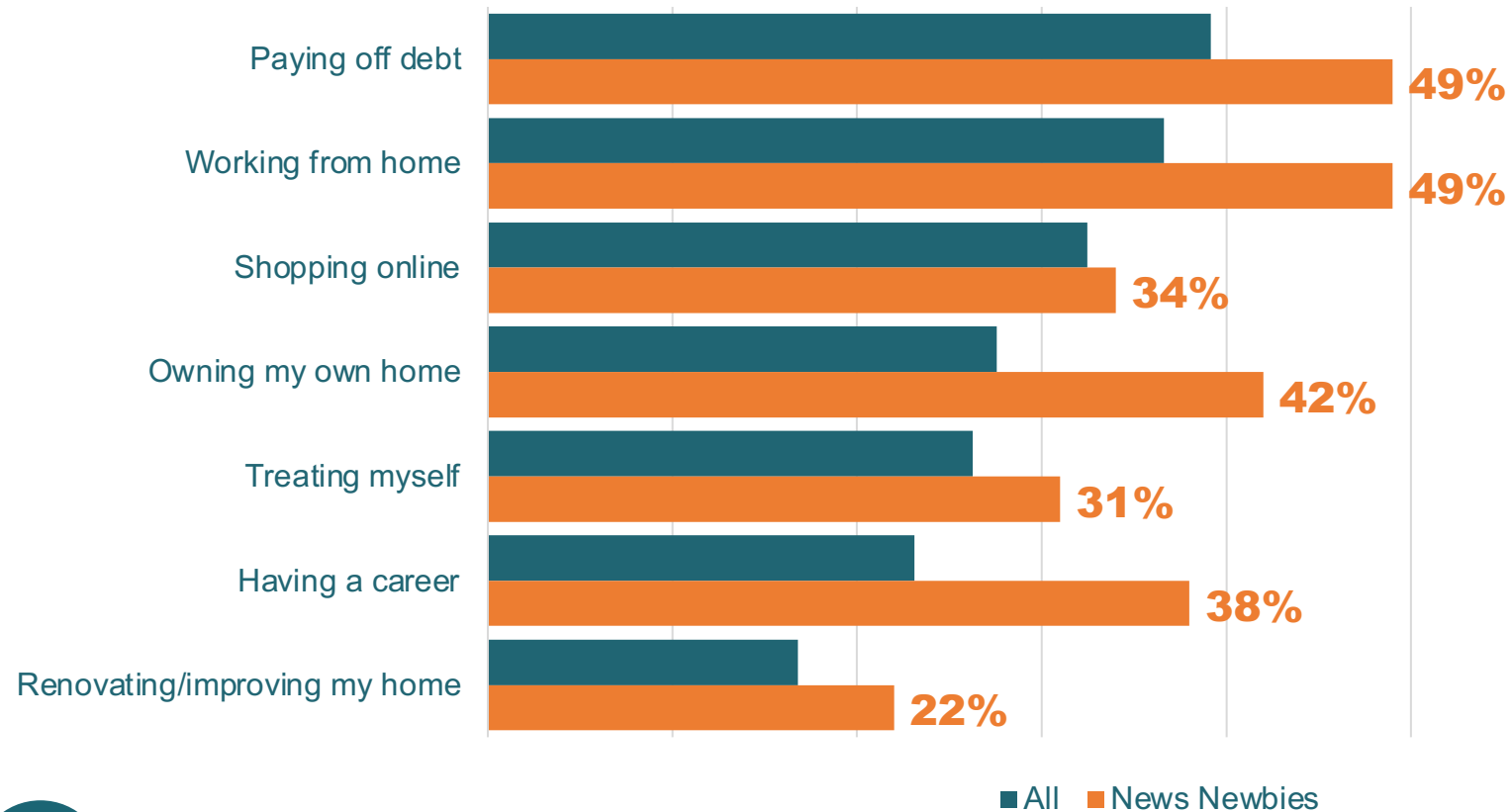
Money & Wellbeing most important to News Newbies

Q. Thinking about each of the following, are they MORE important, LESS important, or the SAME AS ALWAYS than they were in your pre-COVID-19 life?:



News Newbies: Heightened Importance in Most Areas

Q. Thinking about each of the following, are they MORE important, LESS important, or the SAME AS ALWAYS than they were in your pre-COVID-19 life?:

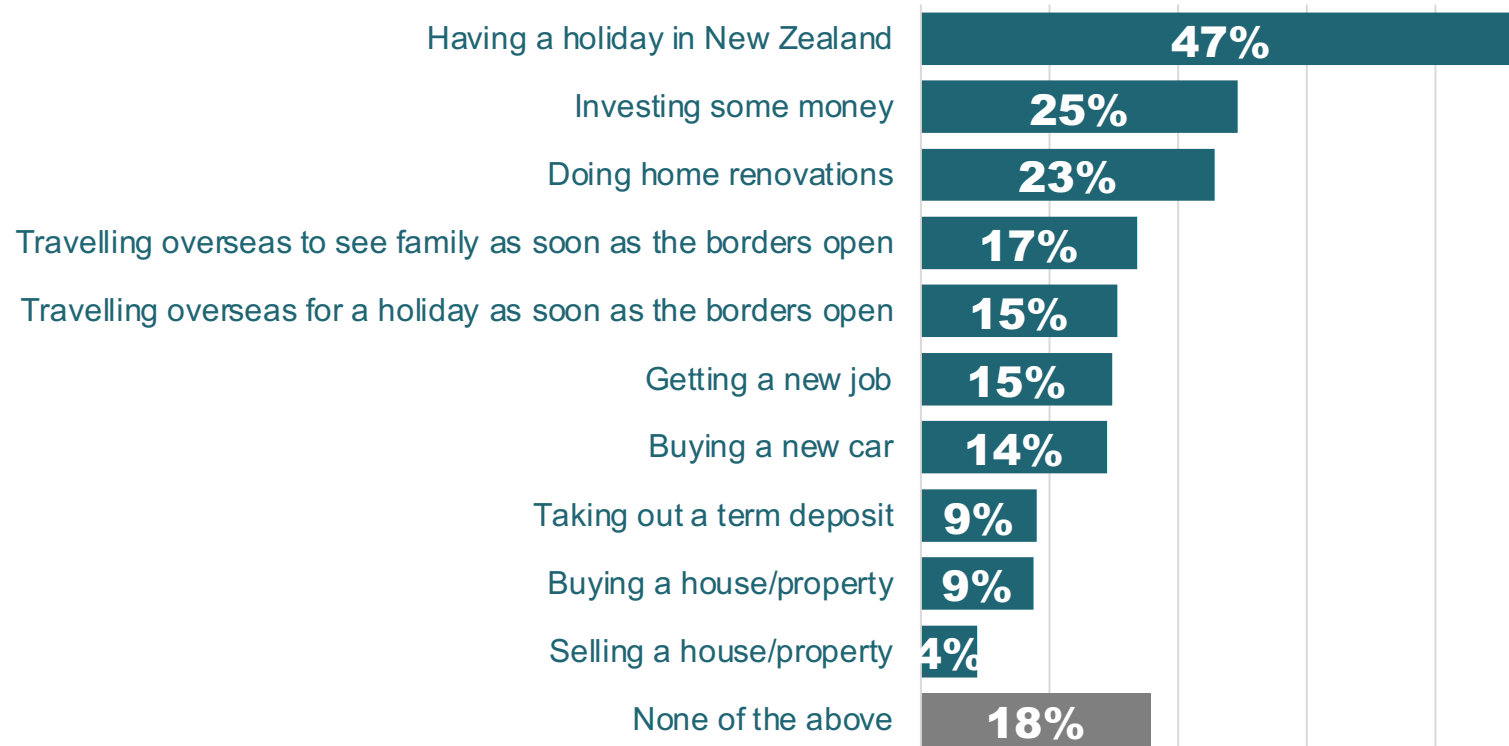


96% are prioritising at least one new focus

	2020	2021	2022	News Newbies
Improved health	35%	59%	61%	59%
More family time	33%	47%	54%	57%
An improved work-life balance	43%	41%	41%	55%
A simpler life	36%	41%	43%	38%
More me-time	17%	34%	34%	38%
A slower pace of life	30%	30%	32%	28%
More time for others	19%	20%	23%	24%
None of these	5%	6%	4%	2%

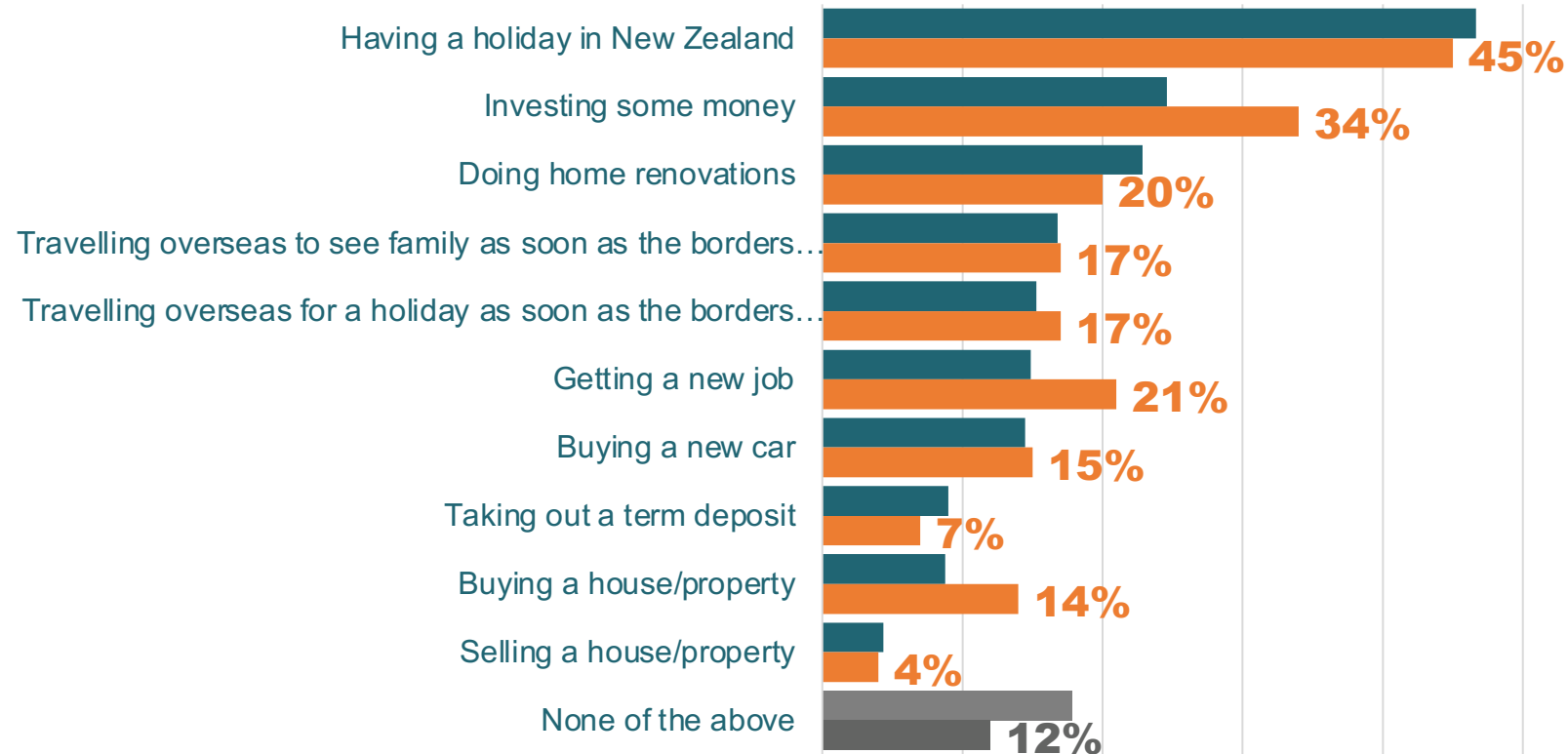
Holidaying in NZ, investing and renovations are on the radar for News Engagers

Q. Which of the following, if any, are you considering or planning on doing in the next few months?:



NZ holidays, investing & a new job are on the minds of News Newbies

Q. Which of the following, if any, are you considering or planning on doing in the next few months?:

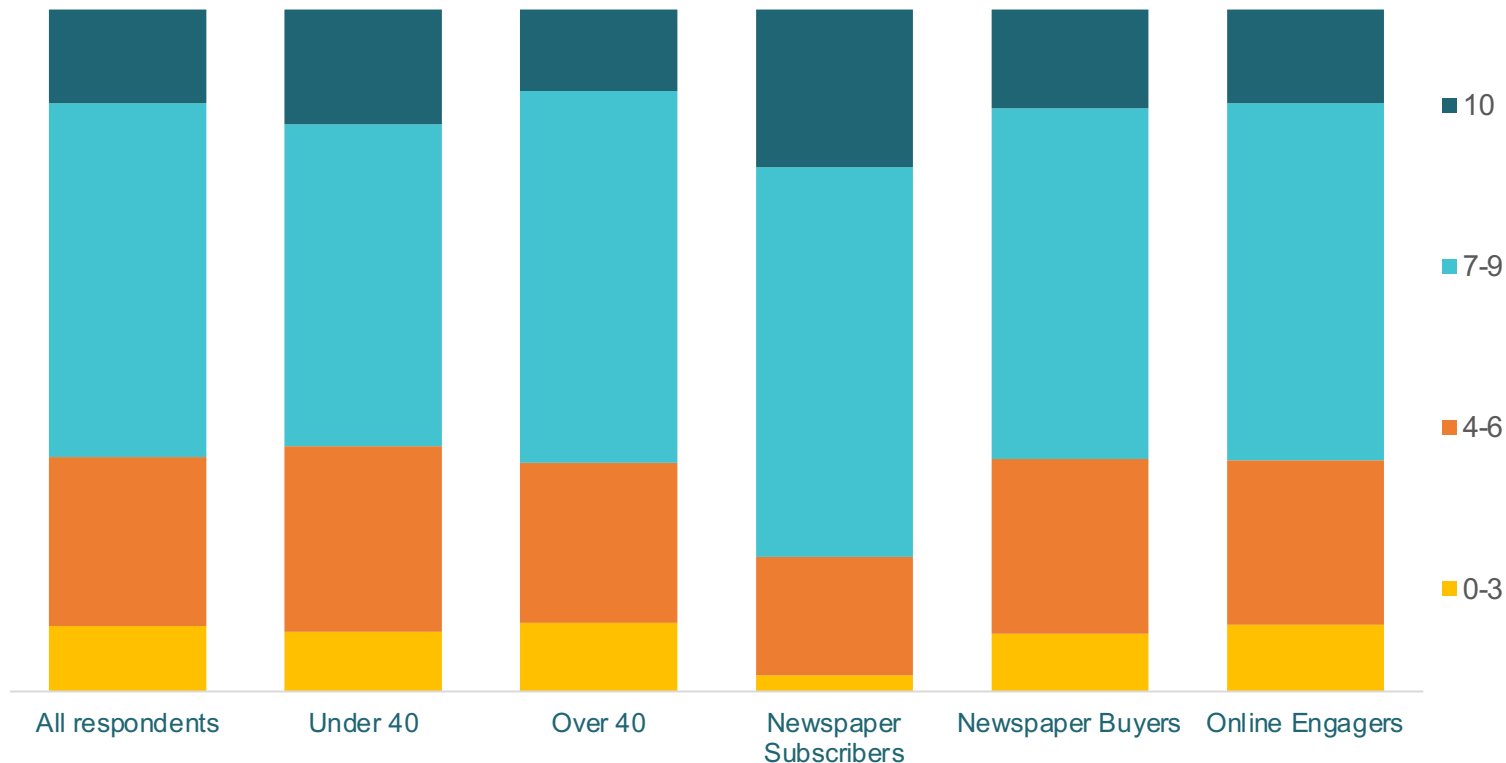


THE IMPORTANCE OF NEWS BRANDS



News brands importance in today's world

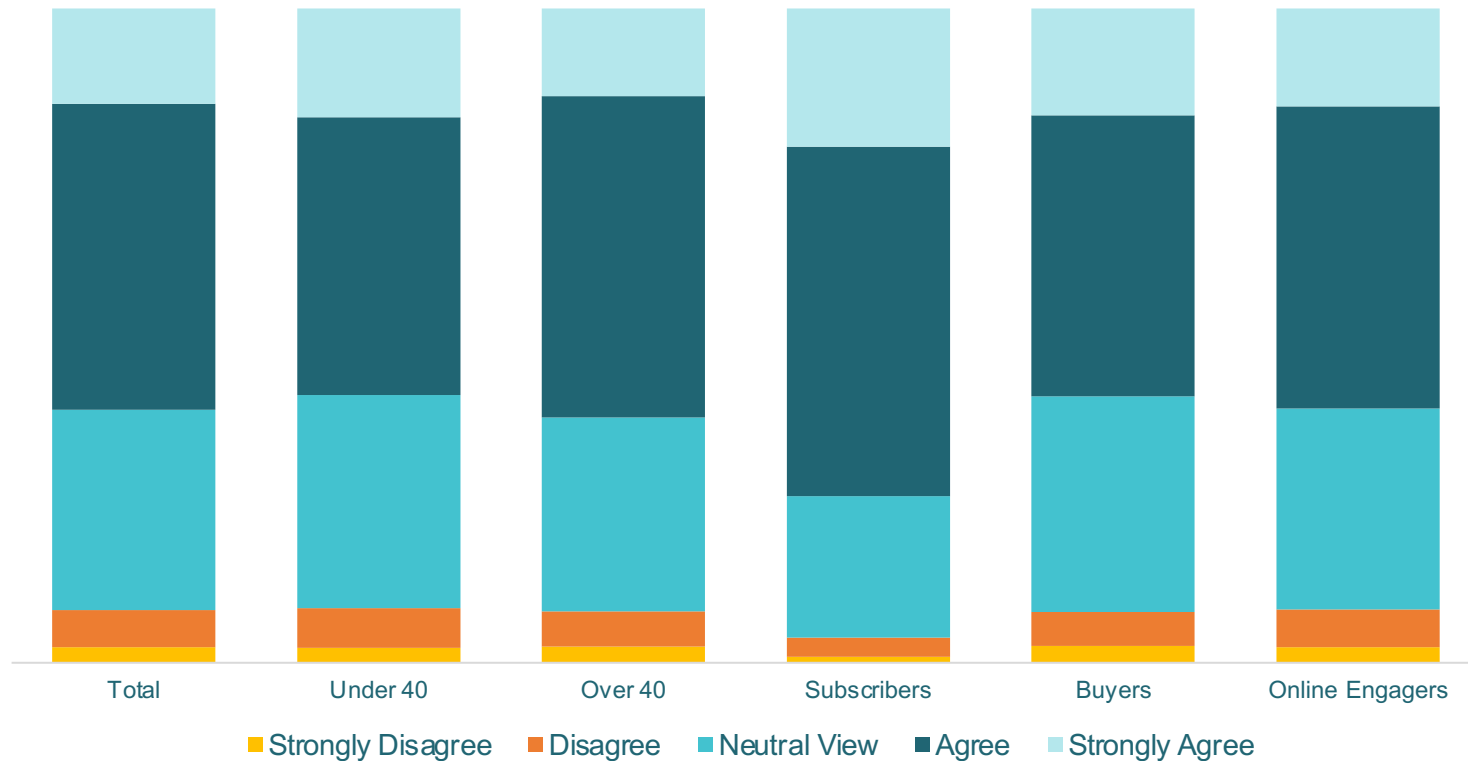
On a scale of 0-10 where 0 means "Not important at all" and 10 means "extremely important" how important are New Zealand newspapers and news media.



66% (72%) of respondents say NZ newspapers & news media are highly important to them in the post-COVID world (rating 7-10). This increases to 80% (84%) for newspaper subscribers

Local newspapers and news media have a big role to play in today's new world

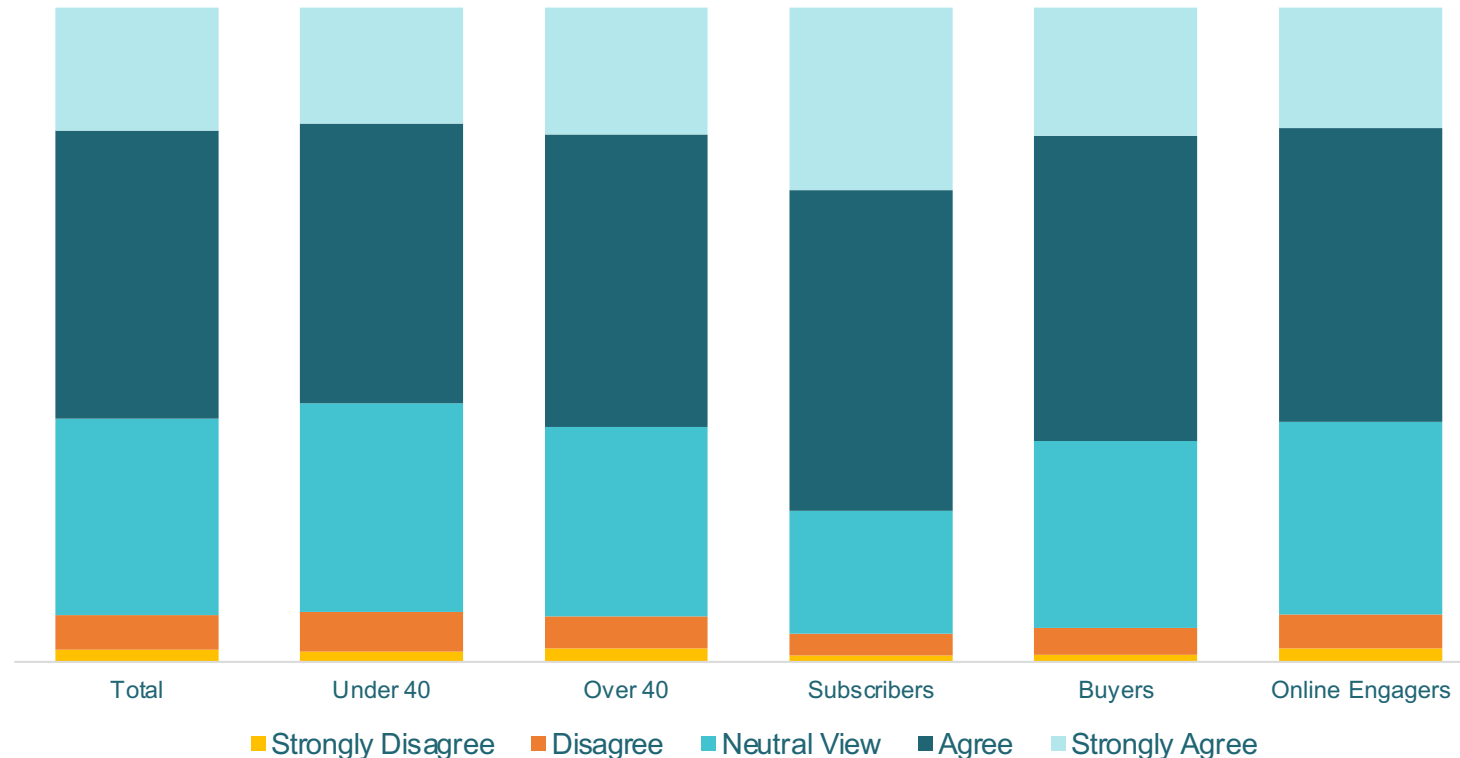
Q. Thinking about the New Zealand newspapers and news media you read or engage with in print, online or in any other way please indicate how much you agree or disagree with the following statements



In 2021 59% agreed that local newspapers and news media have a big role to play. This has now increased to 62% (and 74% among subscribers).

It is more important than ever that New Zealand has local newspapers and news media

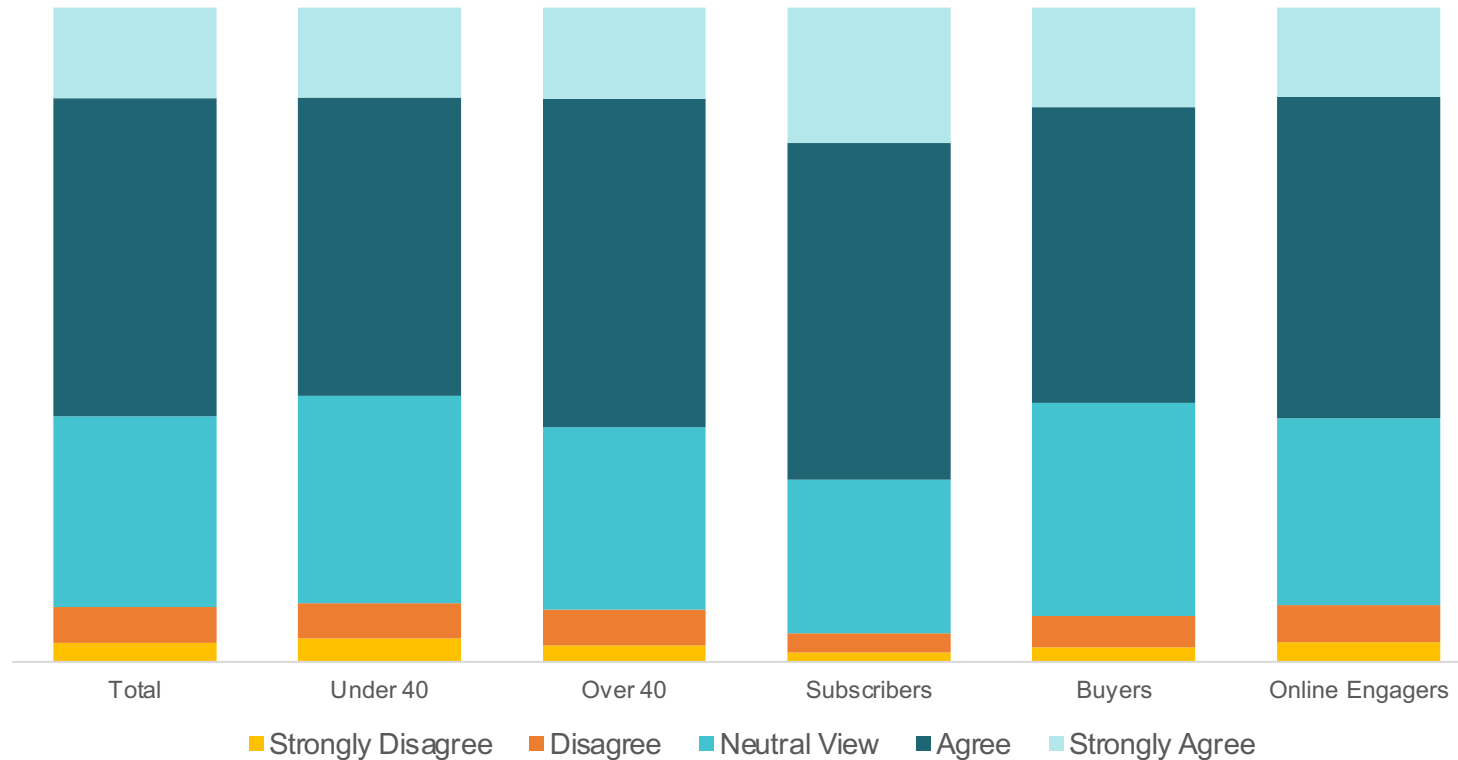
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More than six in ten New Zealanders think it is more important than ever to have local newspapers and news media. This has held firm since 2021.

Newspapers and news media are an important element of the social fabric of New Zealand

Q. Thinking about the New Zealand newspapers and news media you read or engage with in print, online or in any other way please indicate how much you agree or disagree with the following statements



New Zealand newspapers and news media are again seen as an important element of the social fabric of New Zealand.

A QUALITY ENVIRONMENT



NEWS
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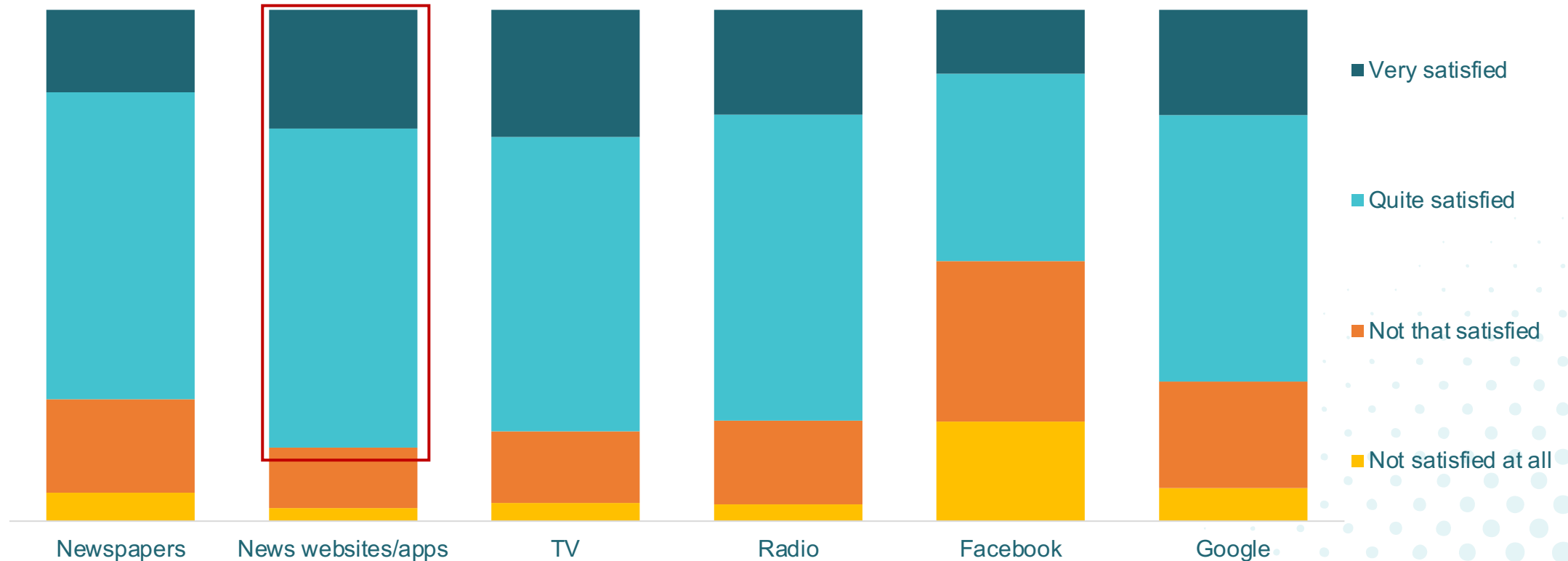
New Zealand News Brands offer a Quality Environment for Readers & Advertisers

A QUALITY ENVIRONMENT



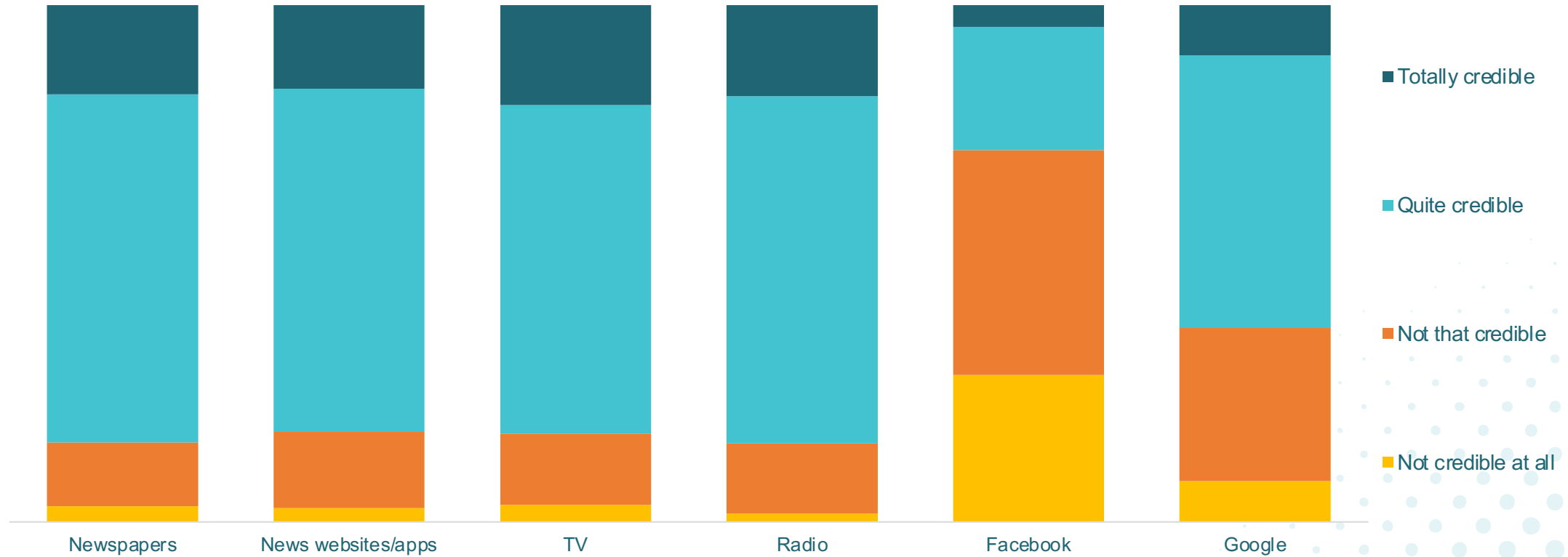
Satisfaction Levels Remain High (except Facebook)

How satisfied are you with the news and information you get from each of these sources



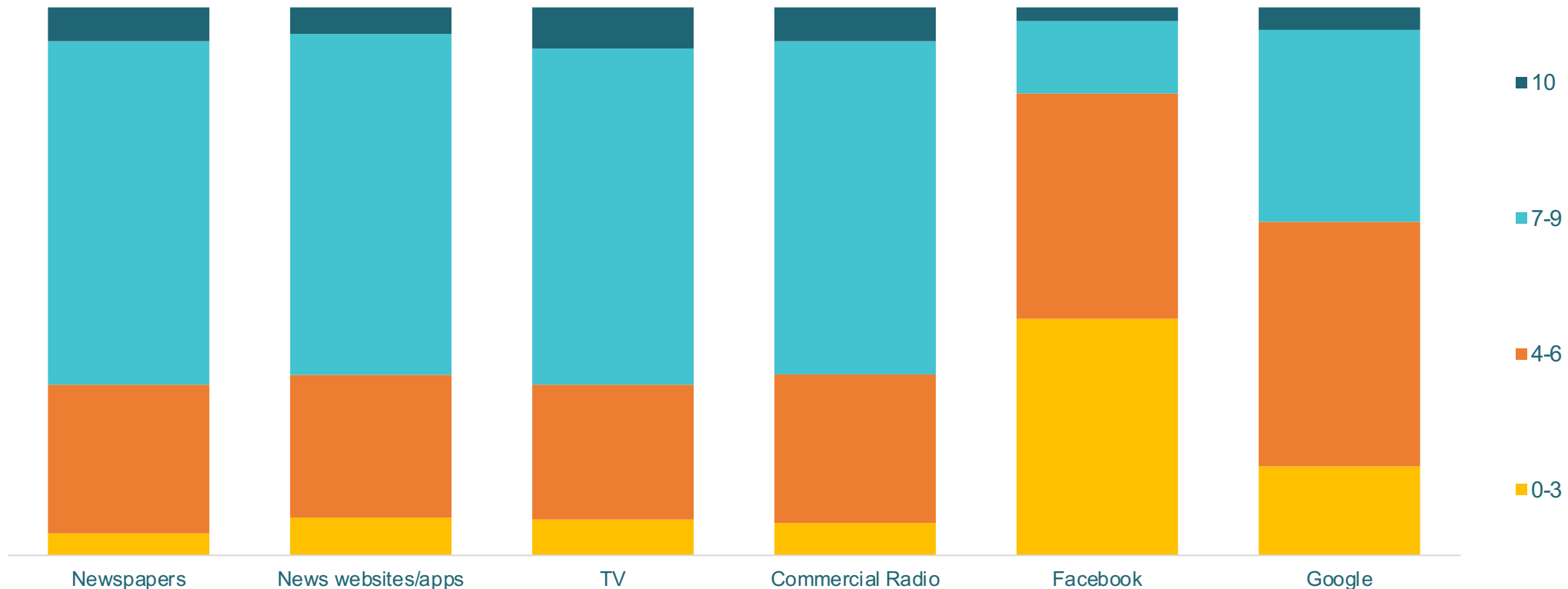
Traditional Media Seen as Credible

Q. How credible is the news and information you get from each of these sources?



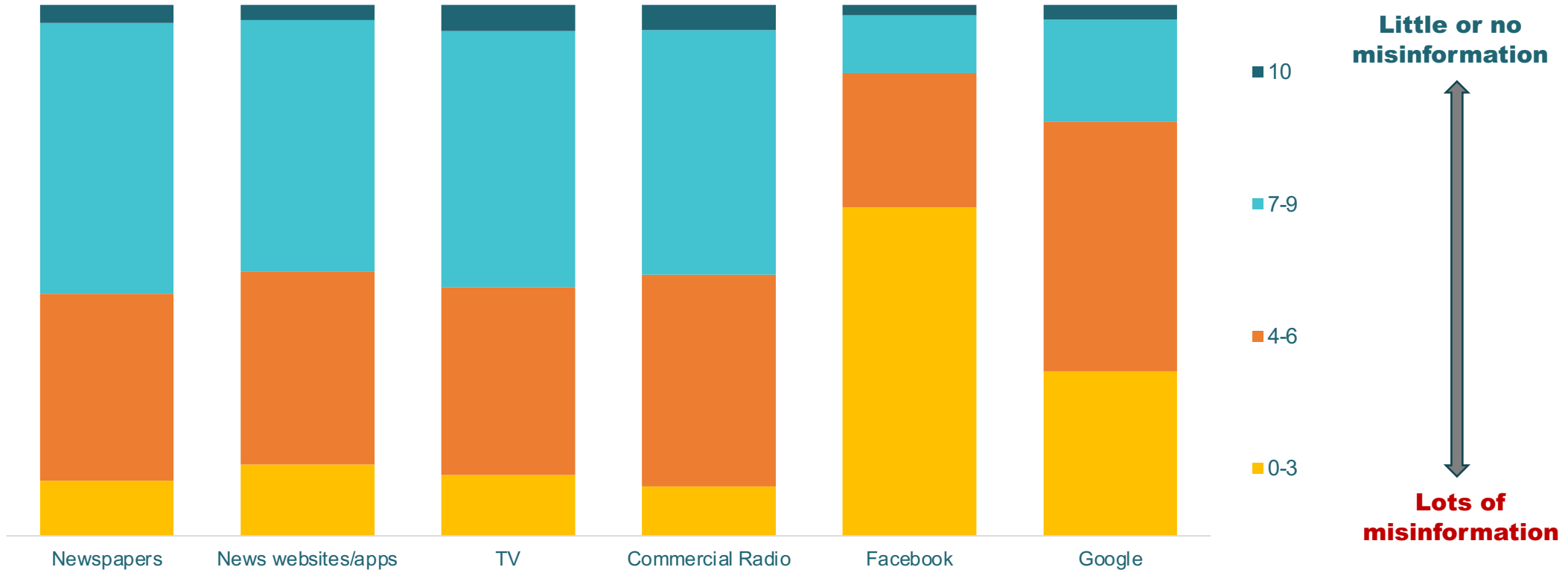
Traditional Media enjoys high levels of Trust

Q. On a scale of 0-10 where 0 means “I wouldn’t trust it at all” and 10 means “I trust it completely” please indicate how much you trust the news and information from each of these sources



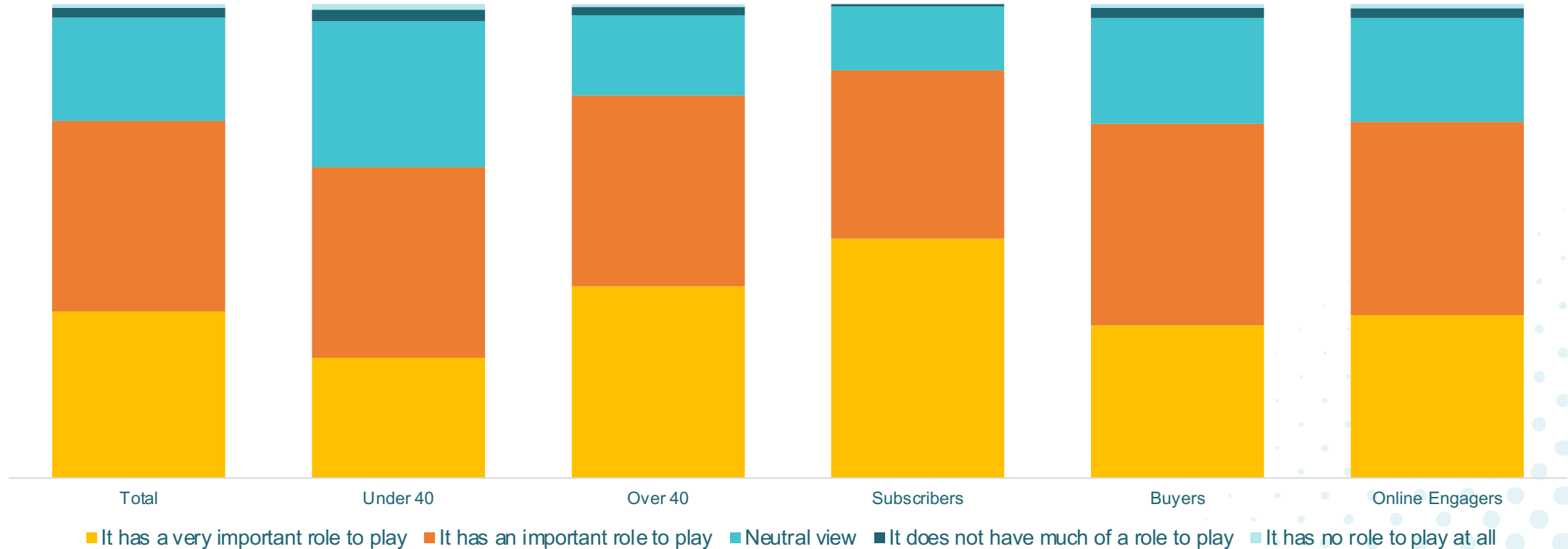
Facebook & Google more likely to be seen as providing misinformation

Q. On a scale of 0-10 where 0 means “Lots of misinformation” and 10 means “No misinformation” please indicate the level of misinformation you’d be likely to encounter from each of these sources



75% Feel independent journalism has an important role to play in a healthy democracy

Q. To what extent do you feel independent journalism has a role to play in New Zealand maintaining a healthy democracy?



Independent Journalism: Important Role to Play

- Our opinions these days are so often informed by media. **It's important to critically evaluate our inputs** as so many forms of media (e.g. Social media channels) may not be trustworthy. – FEMALE, 55-59, WELLINGTON
- There is too much biased and misleading info from untrained people. **Journalists, in general, are more likely to be factually accurate than the netizens who have axes to grind.** – MALE, 75+, CANTERBURY
- Because **it is something that a huge portion of NZers read** and it often skews the bias of what people think especially when it only reports one side of the story. – FEMALE, 18-24, MANAWATŪ -WHANGANUI
- **There are so many lies online** that aren't backed up by facts. Regular news sources and better researched. – MALE, 30-34, CANTERBURY
- **Journalism can change things that normal individuals can't.** They have a positive impact on the people that need help and ask them for it. – MALE, 65-69, BAY OF PLENTY
- **People turn to media for political and societal information.** – FEMALE, 30-34, CANTERBURY
- **Media question the actions of our leaders** (political, economic and commercial) and have **a role to play in bringing information** in to the public domain – MALE, 50-54, AUCKLAND

New Zealand News Brands offer a Quality Environment for Readers & Advertisers

A QUALITY ENVIRONMENT



WHERE TO FROM HERE



My News Day



QUESTIONS?