

# NEW ZEALAND NEWS BRANDS IN TODAY'S WORLD

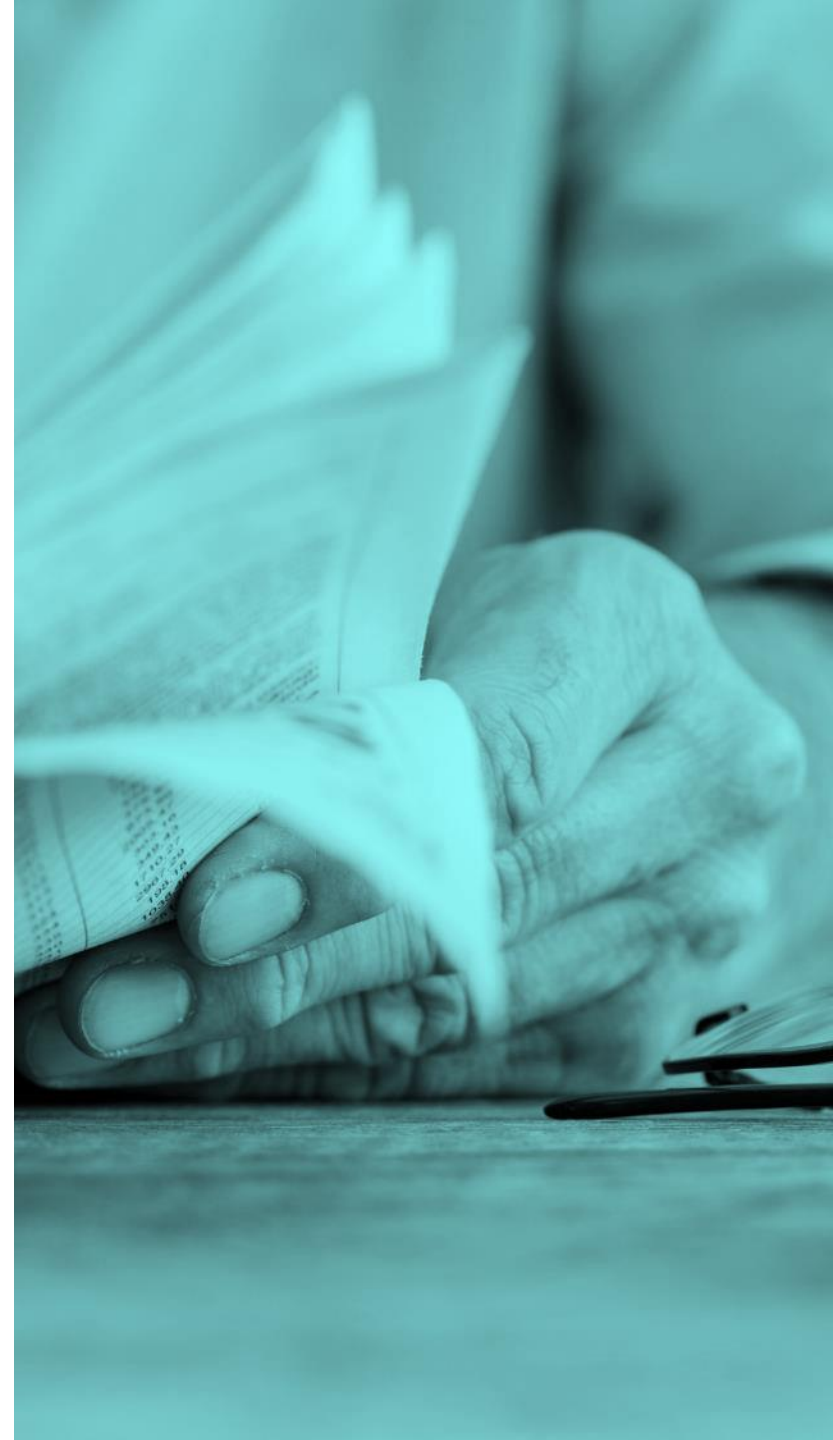
**Kate Terry** | Managing Director, Martelletti Consulting Ltd

# TODAY

SECTION ITEM

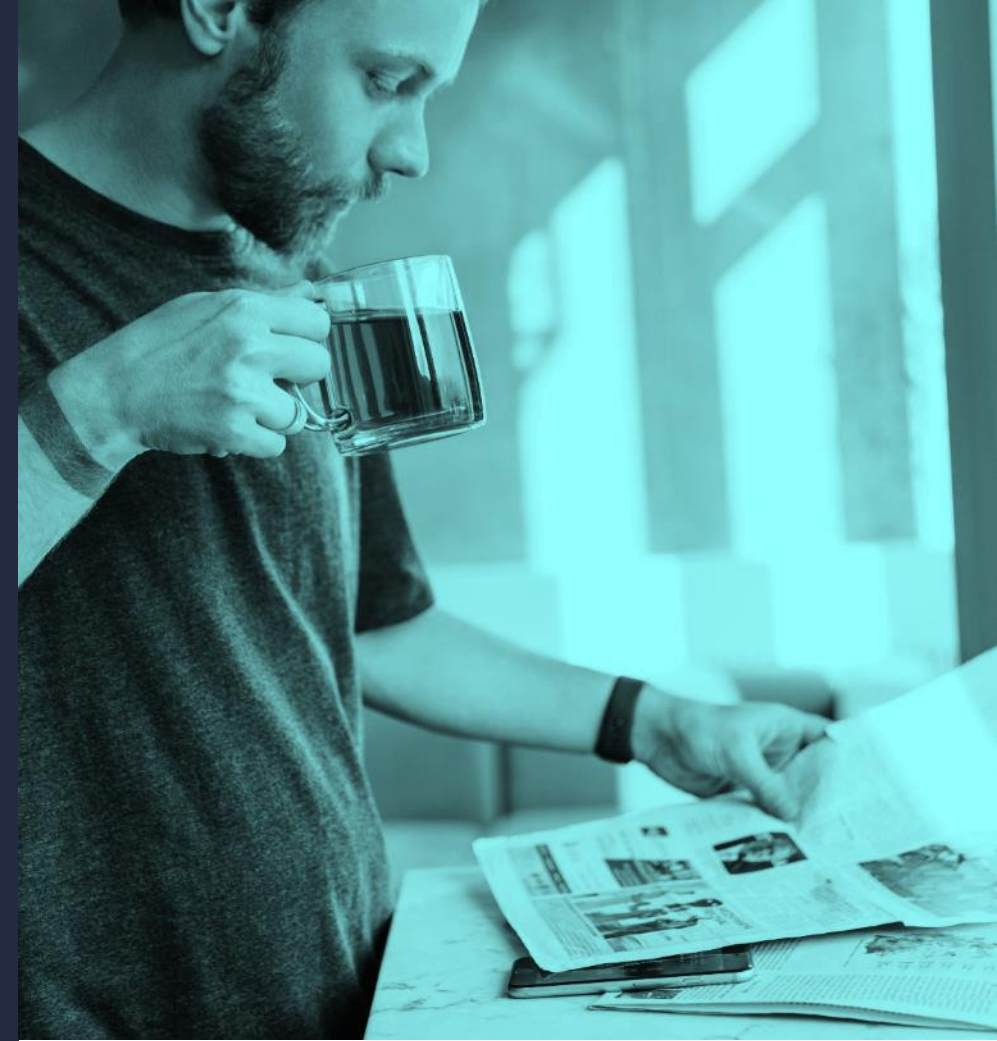
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- 1** Engagement
- 2** Changing Times, Shifting Priorities
- 3** The Importance of News Brands
- 4** A Quality Environment
- 5** Influence
- 6** My News Day



# 1

# ENGAGEMENT



**NEWS  
PUBLISHERS'  
ASSOCIATION**

# Ongoing strong Engagement with New Zealand News Brands

## NZ NEWS PUBLISHERS



NZ News Publishers reach 3.3M Kiwis every week

## DAILY NEWSPAPER



Daily newspaper readership reaches 2.0M each week

## WEEKEND EDITION



1.5M are getting news and information from their favourite weekend edition

Source: Nielsen Consumer and Media Insights q1 2022 – q4 2022 (Base AP 15+)

Base: Total Sample n=1,260



# Higher levels of 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?

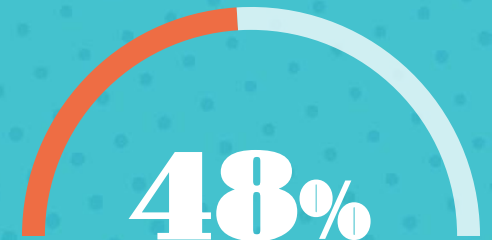
**Engaged in any way in the last month:**



Major News Brand



Weekend / Sunday Newspaper



Regional News Brand

Base: Total Sample n=1,260

# New Media Traditions Still being Created

Biggest Winners this year:

- NZ News Websites / Apps
- Subscription TV
- Social Media
- International News Websites

Base: Total Sample n=1,260



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

## ENGAGING MORE THAN 12 MONTHS AGO

2023



NZ News websites / apps

37%



Newspapers

17%

2022



NZ News websites / apps

42%



Newspapers

16%

2021



NZ News websites / apps

53%



Newspapers

20%

# Reading Newspapers More

- Local
- Better than being on a device
- Being better informed
- Keeping up to date
- Became a habit
- Important in times of crisis



Why not. Great way to stay up to date instead of being on a device 24/7.

Female, 25-29, Waikato

Want to know more about local news.

Male, 30-34, Wellington

There is more going on in our country and the world and I like to be better informed and be up to date with everything that is happening.

Male, 50-54, Auckland

Because I like to be kept updated on what's happening in and around my community.

Male, 45-49, Otago

Particularly during covid I probably started to read our daily newspaper and weekly free paper in more detail as I had time to do so.

Male, 70-74, Waikato

Due to the increasing issues arising after Covid and Cyclone Gabrielle.

Female, 25-29, Hawkes Bay

# News Newbies (aged 25-39) deepening Engagement with New Zealand News Brands

## Engagement in the Last Month

96%

Engagement with one or more major news brands across all touchpoints

Plus

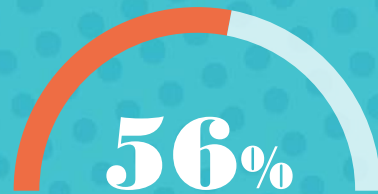
62%

Weekend/Sunday newspaper

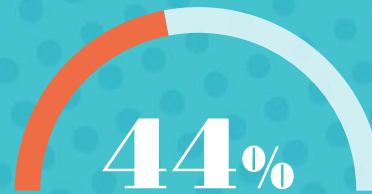
57%

Regional newspaper

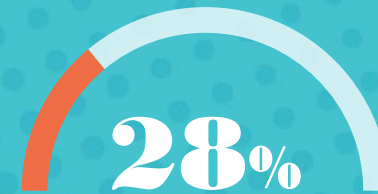
## How they engage



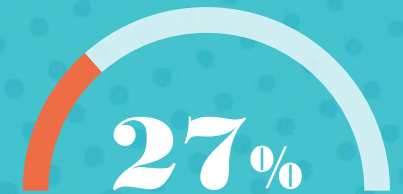
Stories on websites



Use Apps



Read print editions during the week



Read print editions at the weekend

Base: News Newbies n=522

# Because... News Newbies See News Brands as an Important Part of their World



I read the local newspapers more as they **usually have things about the schools and other things going on in the community** and now that I have kids I'm more interested in it.

Female, 30-34, Tasman

Important part of my life. They have kept us up to date with current events and **help shape a positive and fair New Zealand.**

Male, 35-39, Manawatū-Whanganui

There is a lot more going on now than before e.g. Covid is still around, inflation is getting worse, natural disasters are more frequent and severe in the world. **It's now become very important to keep up to date with news and be aware** of what's happening.

Female, 30-34, Auckland

**Became a habit after Covid**, to get information of things changing that may alter our day to day life. **Important to me.**

Female, 25-29, Auckland

Base: News Newbies n=522

# Because... News Newbies Acknowledge the Credibility & Reliability of News Brands



**Social media sometimes has fake news** whereas **newspaper and news media can provide the authentic and credible news source.**

Male, 35-39, Auckland

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They are something that has **stayed constant while everything else has changed** including other media companies taking their place. They are **still trusted and reliable.**

Male, 30-34, Canterbury

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**You know you can trust what you read.**

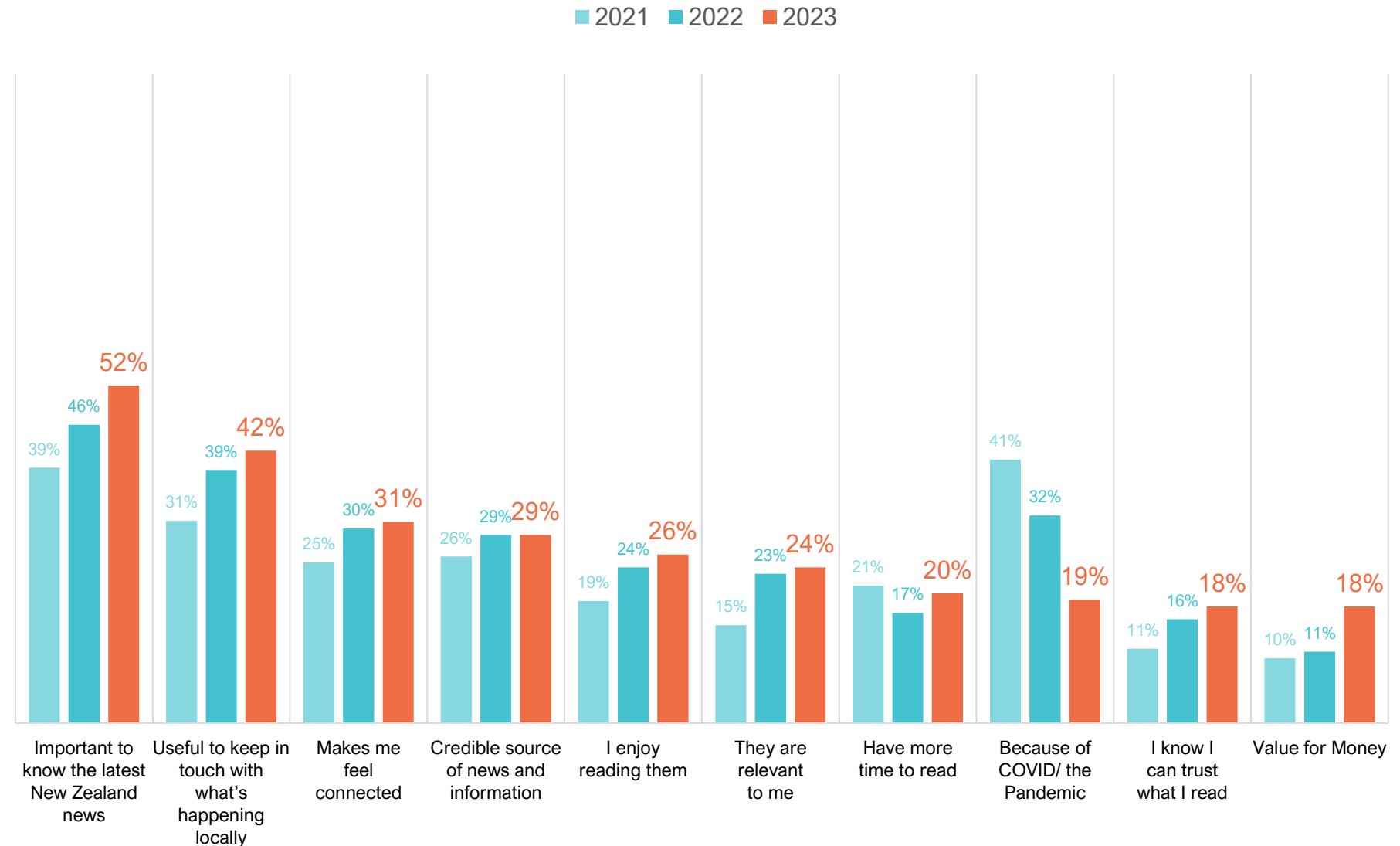
Female, 25-29 Auckland

Base: News Newbies n=522

# News Newbies: Find More Reasons for Engaging

- Importance of knowing the latest NZ news
- What's happening locally
- Feel connected
- Credible source
- Enjoy reading them

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



Base: News Newbies n=522



# 2

## CHANGING TIMES, SHIFTING PRIORITIES



**NEWS  
PUBLISHERS'  
ASSOCIATION**

# Three years ... of Change

9/10 report a change or shift in their priorities

2021




1. Family  
2. Money  
3. Work

2022



1. Caution/Safety  
2. Health  
3. Family

2023

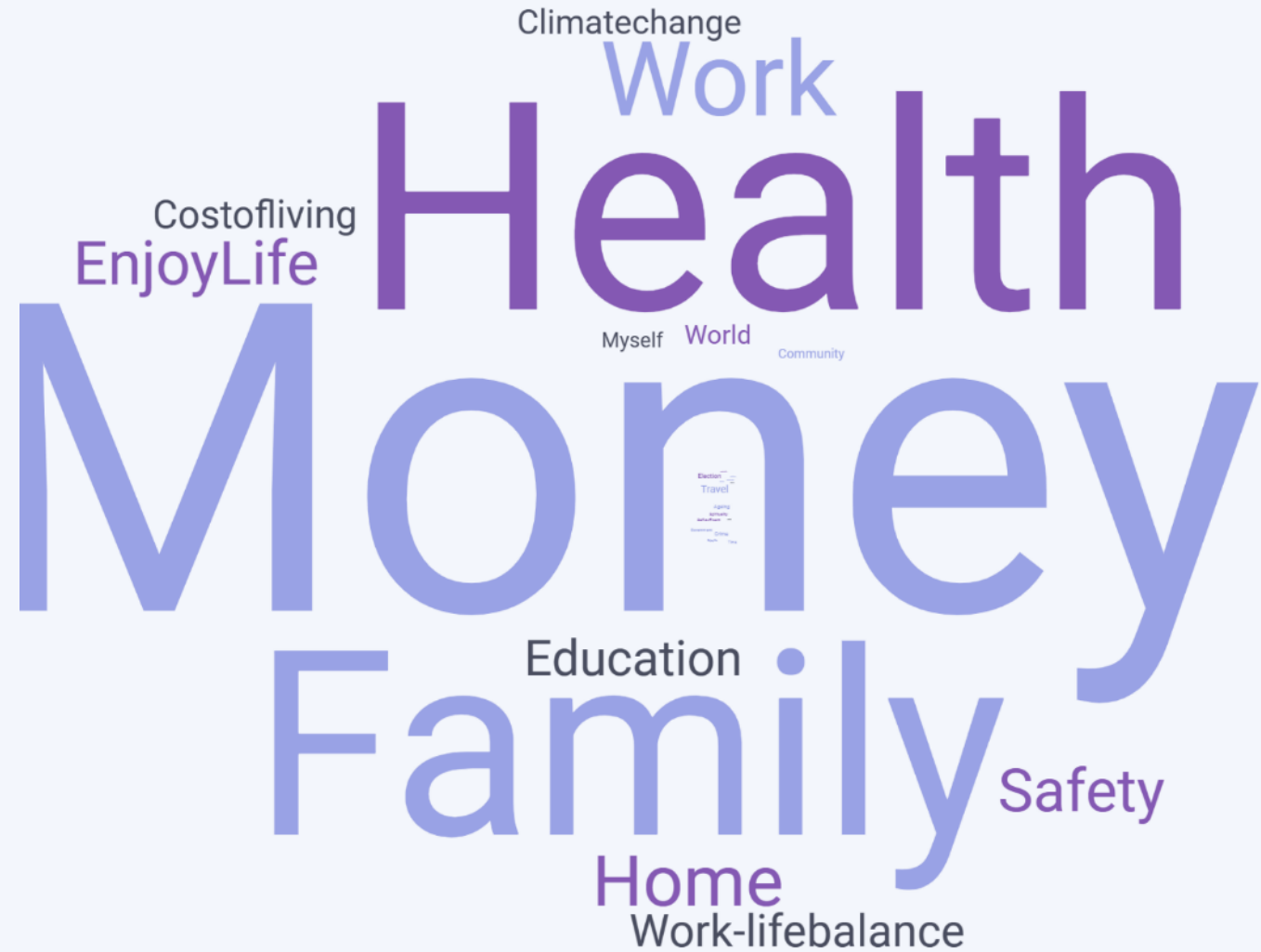


Base: Total Sample n=1,260

# Money dominating in 2023

Followed by Health & Family

New priority – to “enjoy life”



Base: Total Sample n=1,260



# 9-10 Reporting New or Reset Priorities

## MONEY



Priority is to **become more financially stable**, have **more savings & set up emergency funds**. Currently I am **budgeting more** and putting more money towards **paying off debt**.

Female, 30-34, Manawatu-Whanganui

## HEALTH



My number one priority now is looking after **my own health, both physical and mental**. As a result, I am ensuring that I **eat healthier, exercise more regularly**, and ensure that I have **time to myself**.

Female, 35-39, Auckland

## FAMILY



My number one priority is **my family, making sure we are safe**. The world feels a little unsafe and uncertain at the moment, so just making sure we are able to **look after ourselves the best we can**.

Female, 35-39, Southland

# 3

## THE IMPORTANCE OF NEWS BRANDS

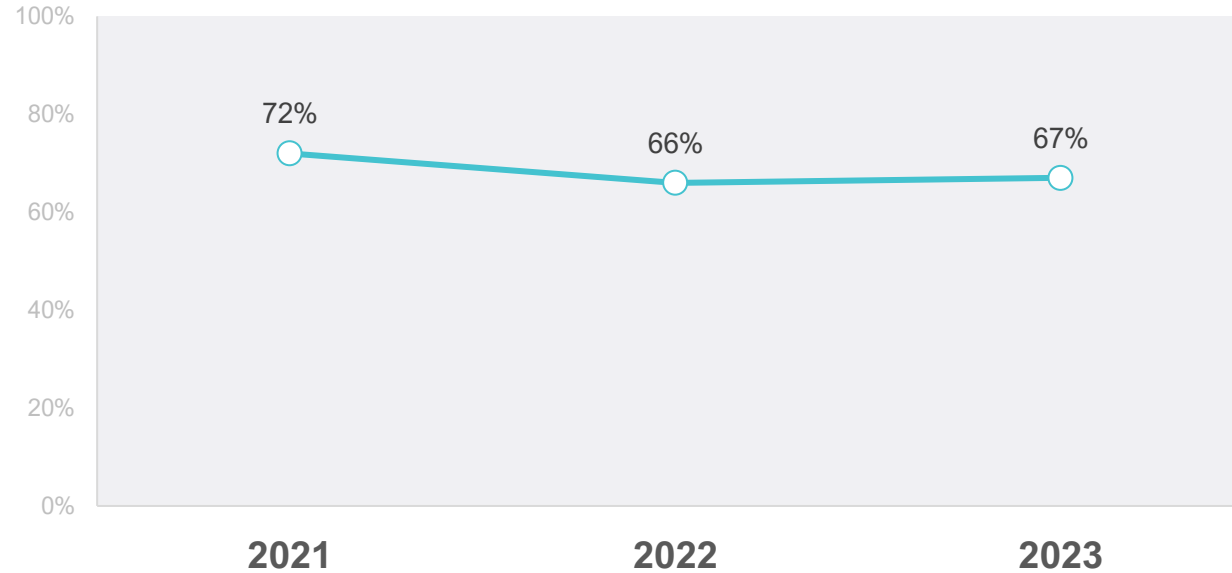


**NEWS  
PUBLISHERS'  
ASSOCIATION**

# News Brands' maintaining their Importance in Today's World

Q. 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 to you in today's world?

## IMPORTANCE OVER TIME



# 67%

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

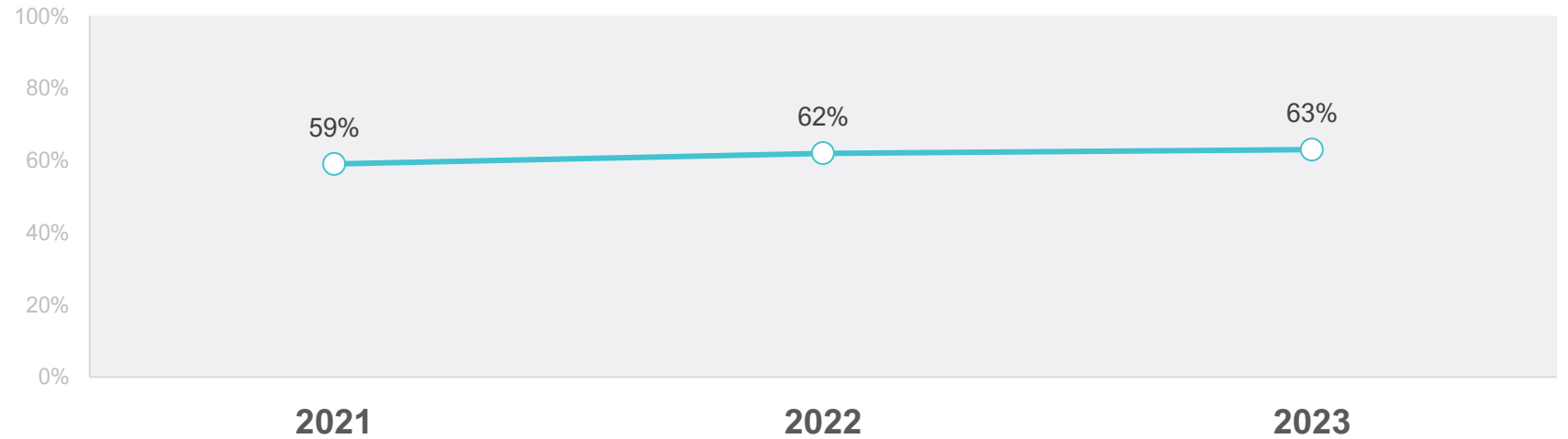
(rating 7-10)

Base: Total Sample n=1,260

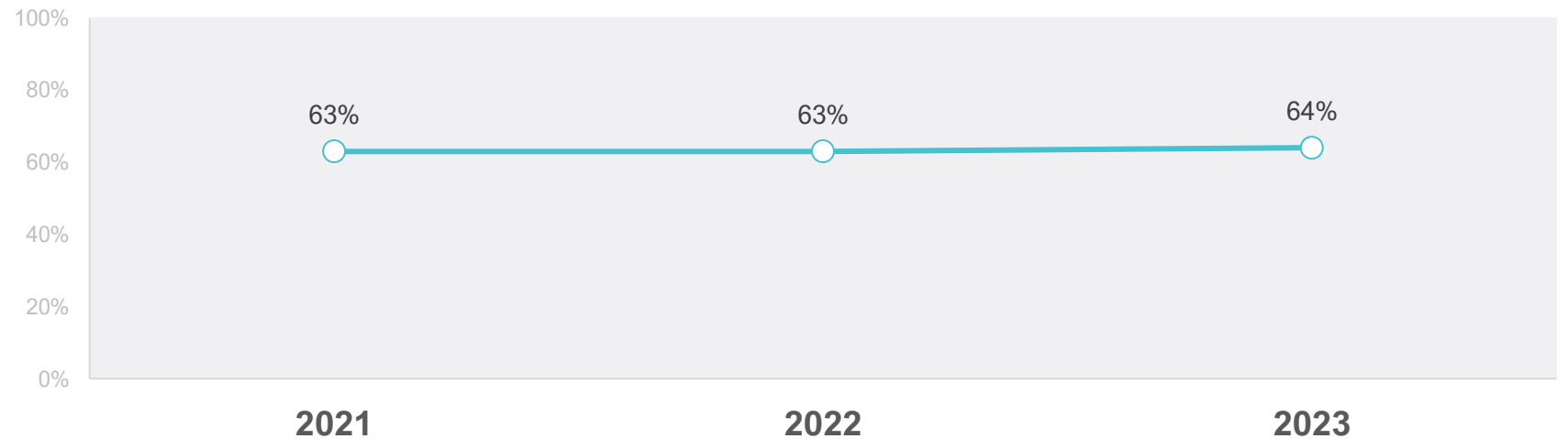


# The Importance of Local News Brands is widely acknowledged

## LOCAL NEWSPAPERS & NEWS MEDIA HAVE A BIG ROLE TO PLAY



## MORE IMPORTANT THAN EVER TO HAVE LOCAL NEWSPAPERS & NEWS MEDIA

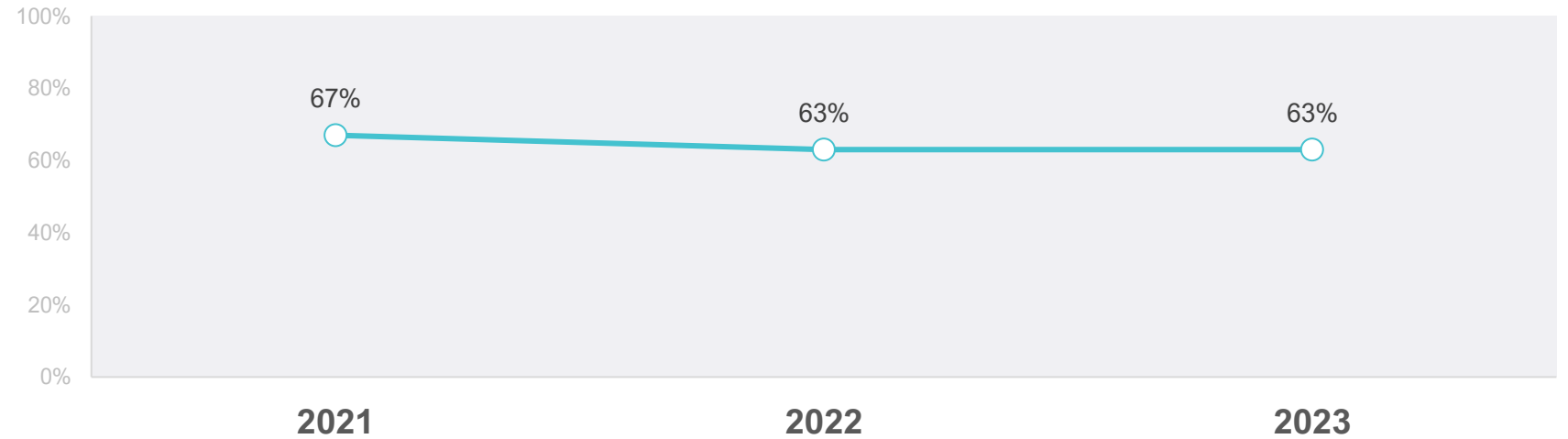


Base: Total Sample n=1,260



# Newspapers and News Media are seen as important to society

## IMPORTANT ELEMENT OF THE SOCIAL FABRIC OF NZ (Total Agree)



Base: Total Sample n=1,260



# 4

## A QUALITY ENVIRONMENT



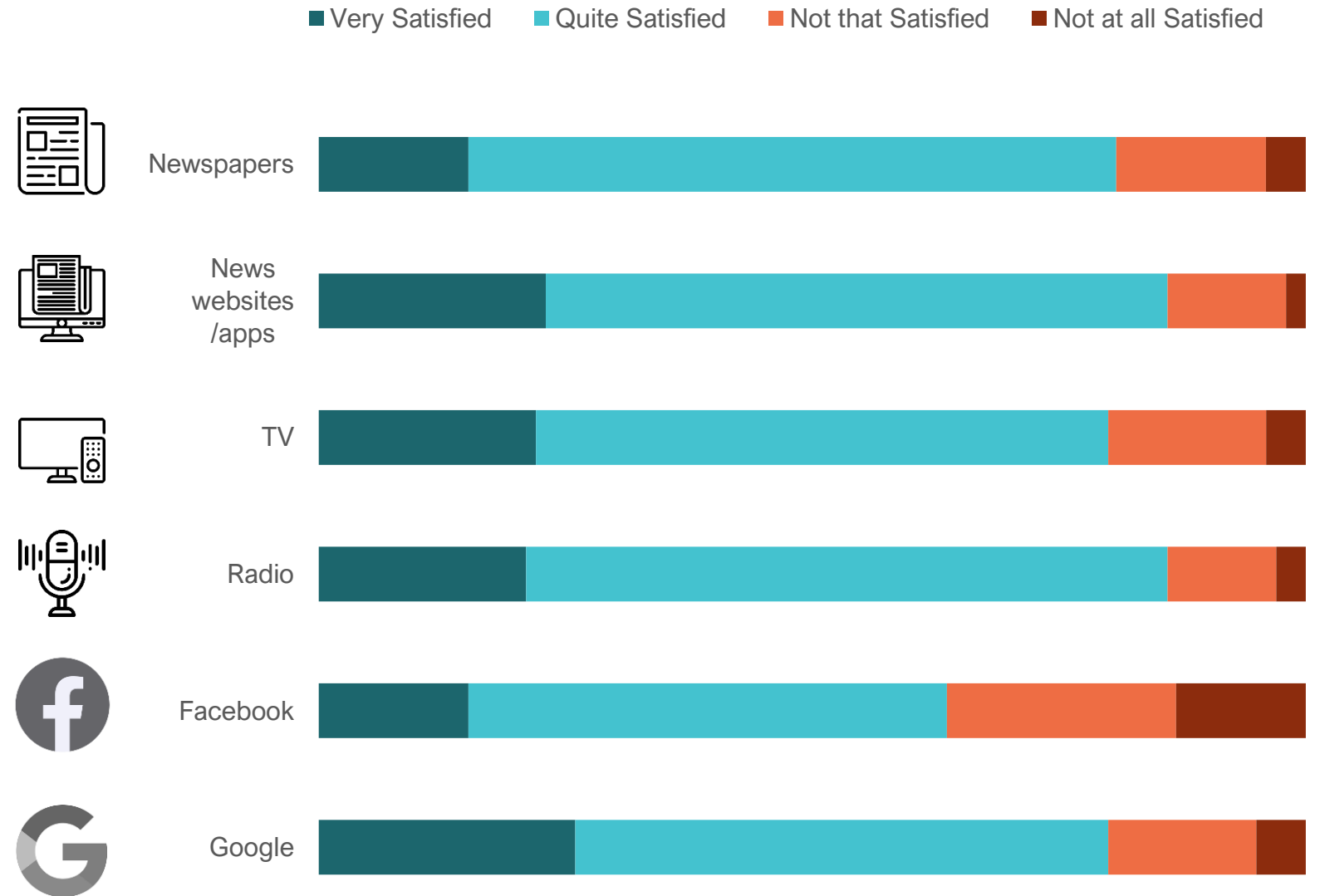
**NEWS  
PUBLISHERS'  
ASSOCIATION**

# New Zealand News Brands Offer a Quality Environment for Readers & Advertisers



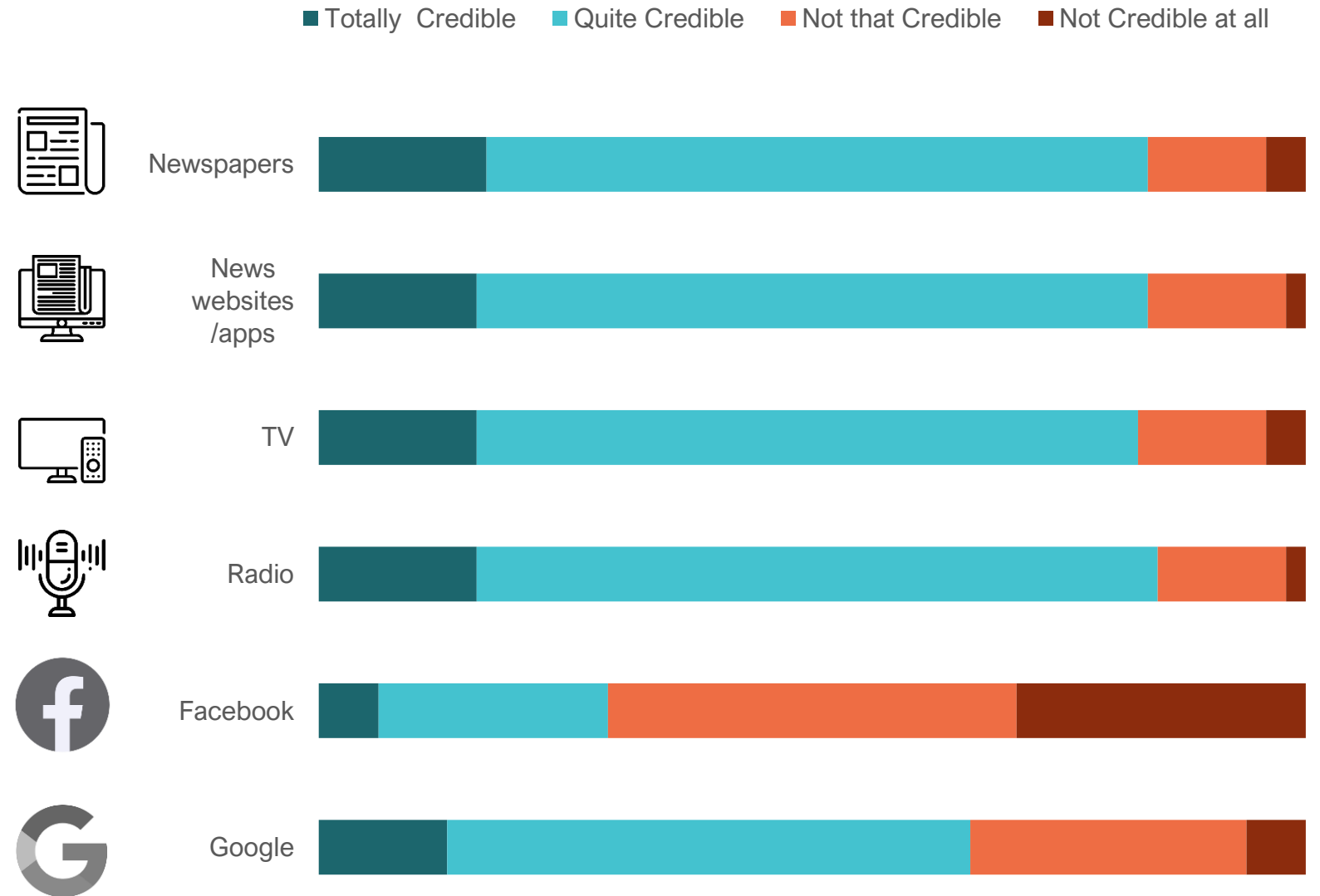
# Satisfaction remains high for traditional media

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



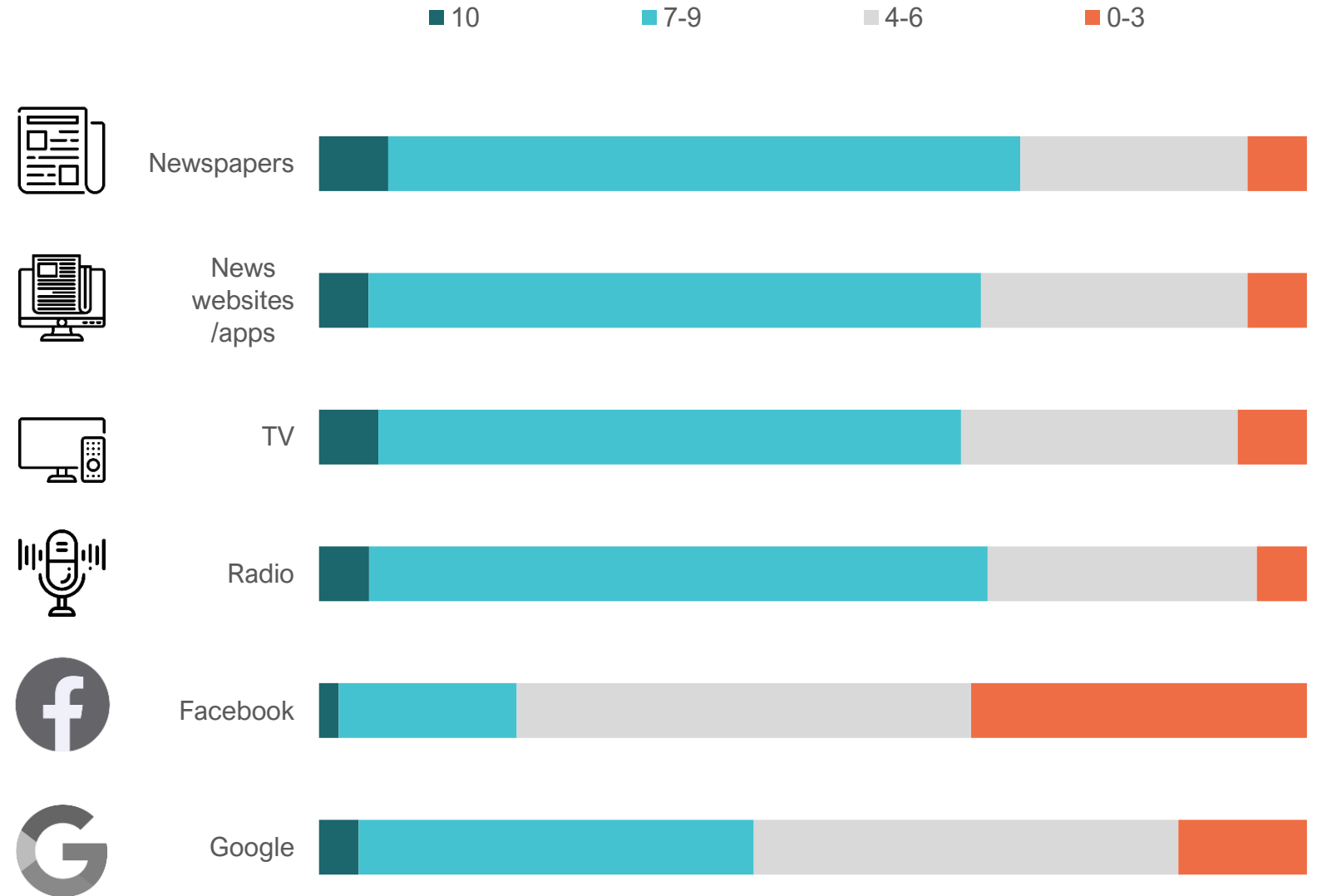
# Traditional Media is still Seen as Credible

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



# Traditional Media continues to Enjoy High Levels of Trust

Q. Please indicate how much you trust the news and information from each of these sources



# Trusted NZ News brands

Q. You say NZ Newspapers / News websites /apps are one of your most trusted sources of news and information – what makes you say this?



It is **curated information** and they are highly regulated so are not permitted to spread misinformation.

Male, 30-34, Canterbury

NZ news/apps come from **long lines of reputation** and are trusted sources.

Male, 18-24, Auckland

I believe and hope it to be true that **newspapers are in fact delivering true news**. Feel they would quickly get sprung if they were making stuff up. Maybe it happens overseas but I don't expect it to be happening in NZ. Somebody would quickly identify their stories as bogus and that would make the news too.

Female, 55-59, Manawatu-Whanganui

**Trust in content comes from trust in a group of people.** Trust in the 2.0 web is a specific kind of trust: trust in the blogger is also, **newspaper trust is based on long-term reading and attention.**

Male, 30-34, Canterbury

They have a **priority to be diligent with their reporting** if they want to stay relevant.

Female, 60-64, Manawatu-Whanganui

**Newspaper journalists seem to get the facts of the matter correct more often** than tv journalists who are chasing headlines & big stories first over actual content details - sad but true.

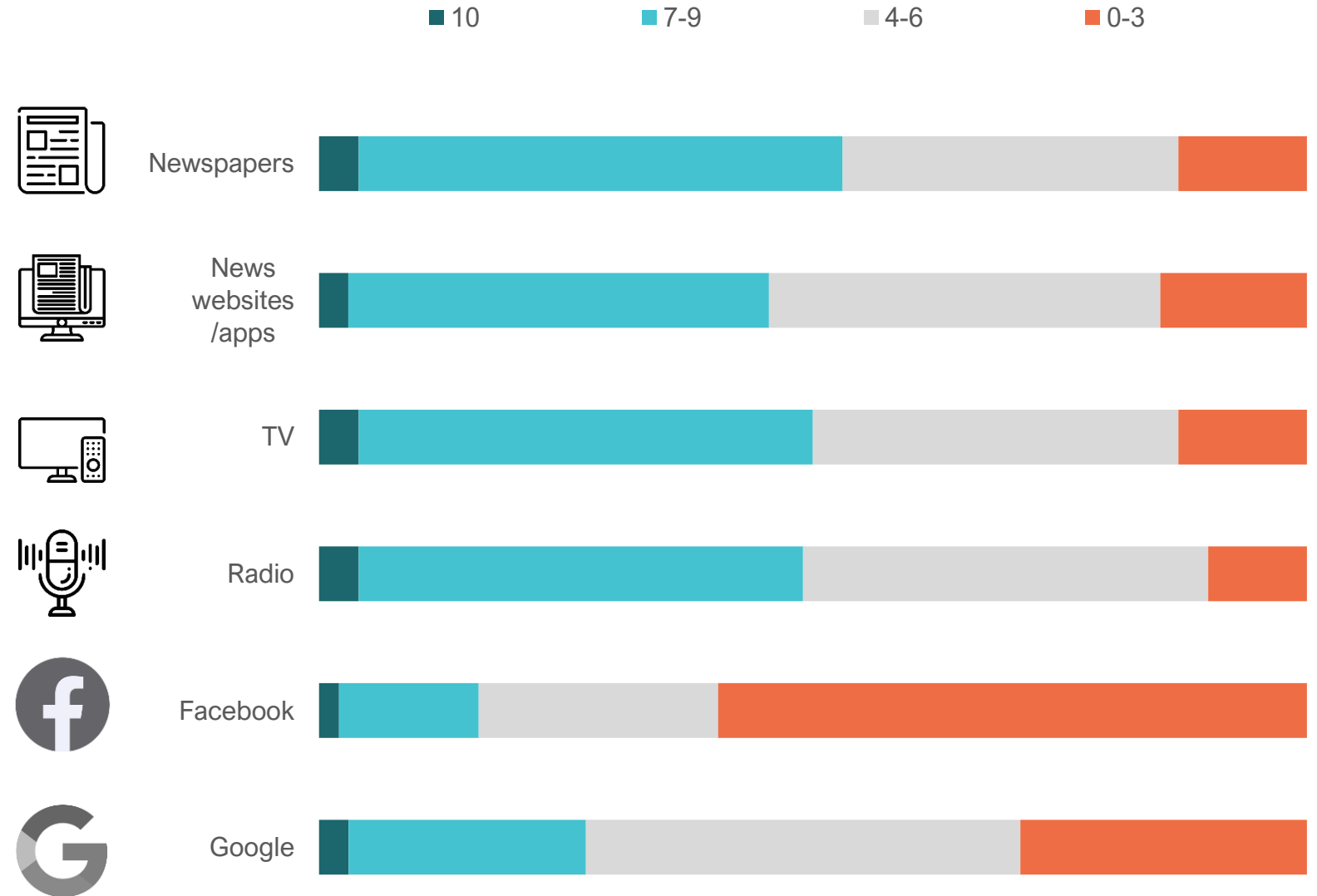
Male, 60-64, Hawkes Bay

Generally, the **information has been filtered and researched better** than what you would find on social media.

Female, 50-54, Canterbury

# Facebook & Google again more likely to be seen as higher levels of 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:



# The importance of Independent Journalism is reconfirmed



76%

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

Base: Total Sample n=1,260



**Credible, objective and factual news media, and journalists with integrity** are critical for civil society and democracy.

Female, 60-64, Auckland

Because we need a **broad view from different, reliable sources** to make an informed decision on things.

Male, 40-44, Northland

It's important to have **stories written by people who are independent** of political figures and have no other agenda other than informing.

Female, 25-29, Wellington

Information, issues, varying points of view can best be seen and taken 'on board' by a newspaper that has an unbiased editor-in-chief and a wide circulation. **Balance and openness** is the key.

Male, 75+, Auckland

**Independent journalism is the backbone of a democracy.** Freedom of speech is imperative in any democratic society, irrespective of who or how many get offended by what is spoken/written.

Female, 45-49, Otago

# New Zealand News Brands Continue to Offer a Quality Environment for Readers & Advertisers



# 5

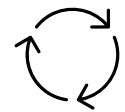
## **ACTION & INFLUENCE**



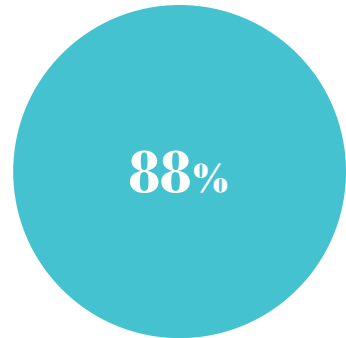
**NEWS  
PUBLISHERS'  
ASSOCIATION**

# Most New Zealanders take some action after engaging with NZ news brands

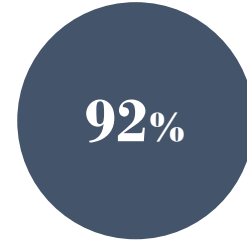
Q. Which of the following have you done after reading, looking into or engaging with daily, weekend or regional newspaper(s) and/or their website(s)/apps?



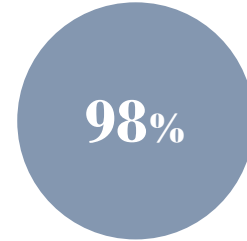
TOTAL



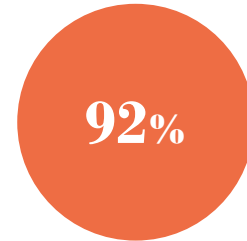
SUBSCRIBERS



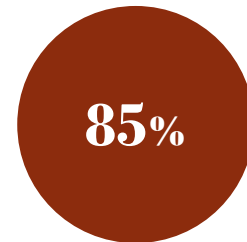
BUYERS



NEWS NEWBIES



OVER 40s



Base: Total Sample n=1,260

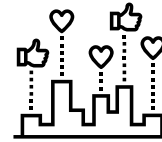


# Newspapers and news brands drive a range of actions

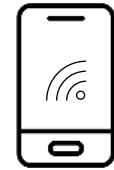
88% do one or more of these six activities or actions...



TALKING



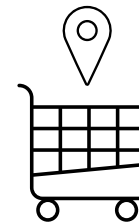
SHARING



GOING ONLINE



WHERE THEY GO



WHERE THEY SHOP



WHAT THEY BUY

Base: Total Sample n=1,260

# Newspapers & News Brands are influential

- Helping consumers be better informed
- Enabling people to compare products / services
- Purchase decision-making
- Ads for things consumers are interested in
- Sales, deals and offers



**SUPERMARKET**



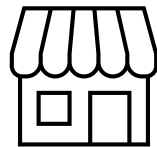
**BANKS & FINANCE COMPANIES**



**INSURANCE**



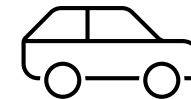
**DEPARTMENT STORE**



**LOCAL SHOP**



**TRAVEL**



**VEHICLES**

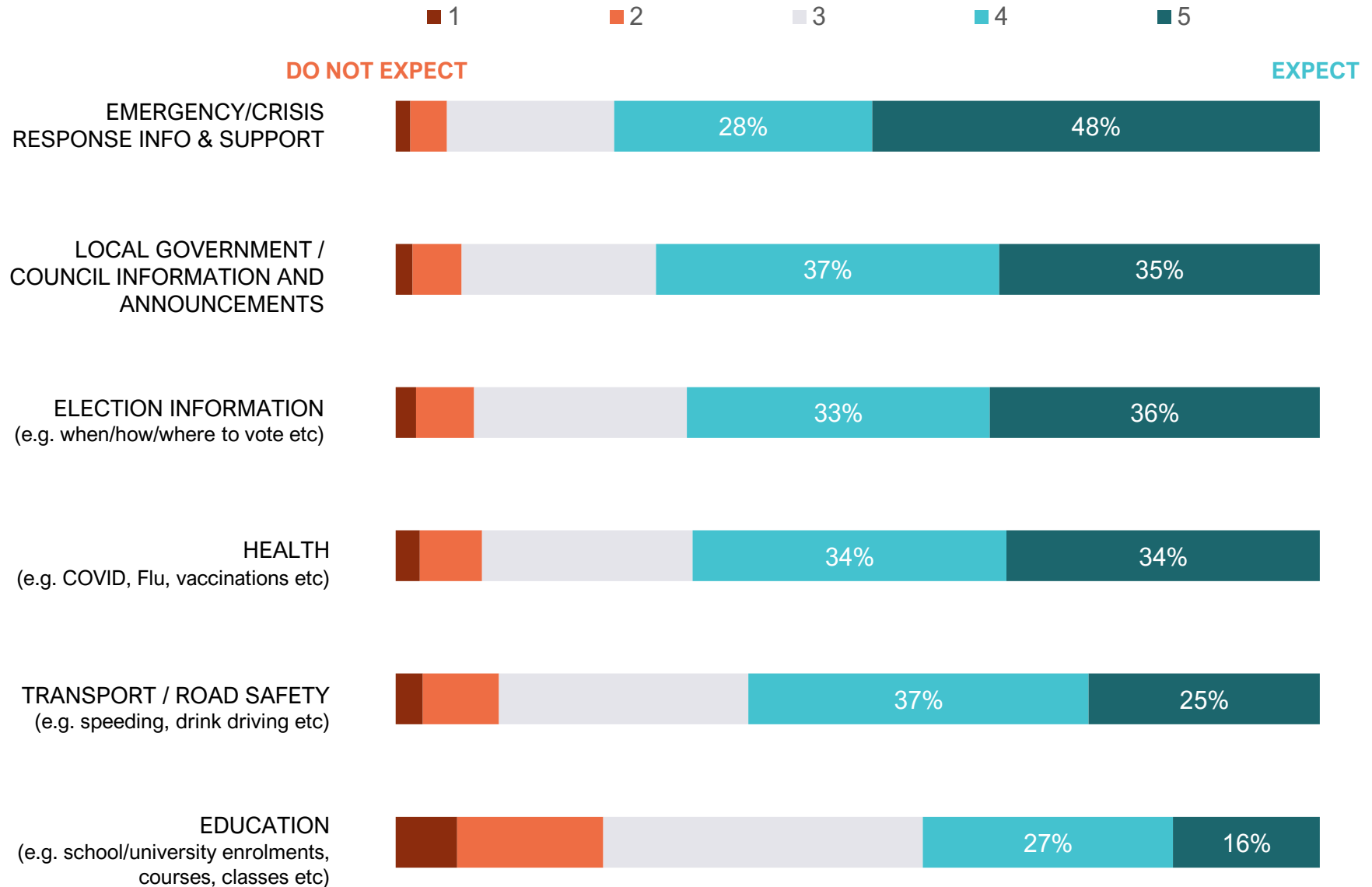


**REAL ESTATE**

Base: Total Sample n=1,260

# Consumers expect to see social issues and related campaigns in their newspapers and news brands

Q. We are interested in what you expect to see or read in relation to Central and Local Government, social issues and major campaigns... on a scale of 1 to 5 where 1 means 'I do not expect to see/read this in my newspaper/news brand' and 5 means 'I expect to see/read this in my newspaper/news brand,' please indicate how much you expect the following to be in your newspaper/on the news website/app

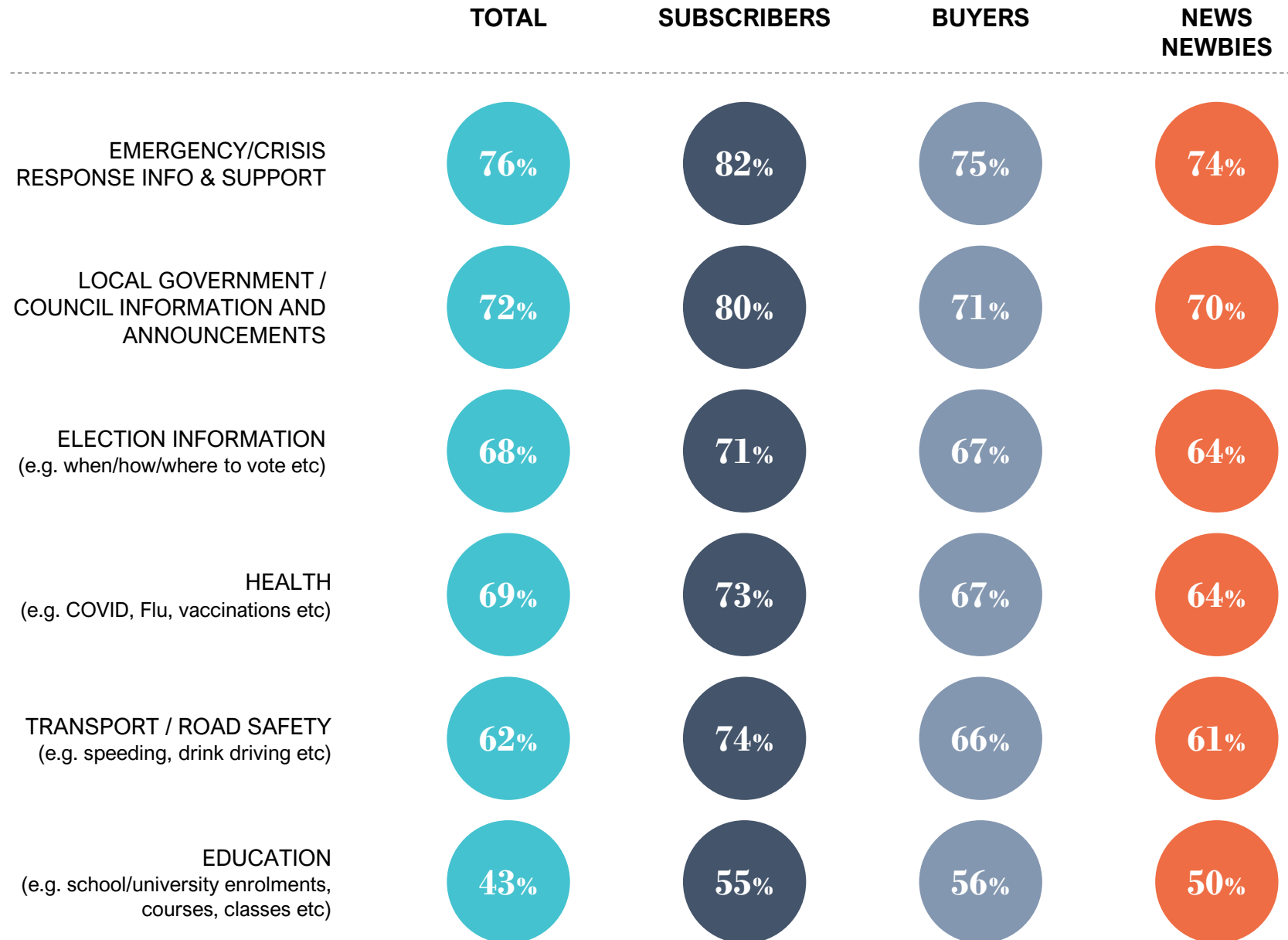


Base: Total Sample n=1,260



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Base: Total Sample n=1,260



# 6

## MY NEWS DAY



**NEWS  
PUBLISHERS'  
ASSOCIATION**



# MY NEWS DAY...

We asked New Zealanders how they keep up-to-date with news during the course of the day...

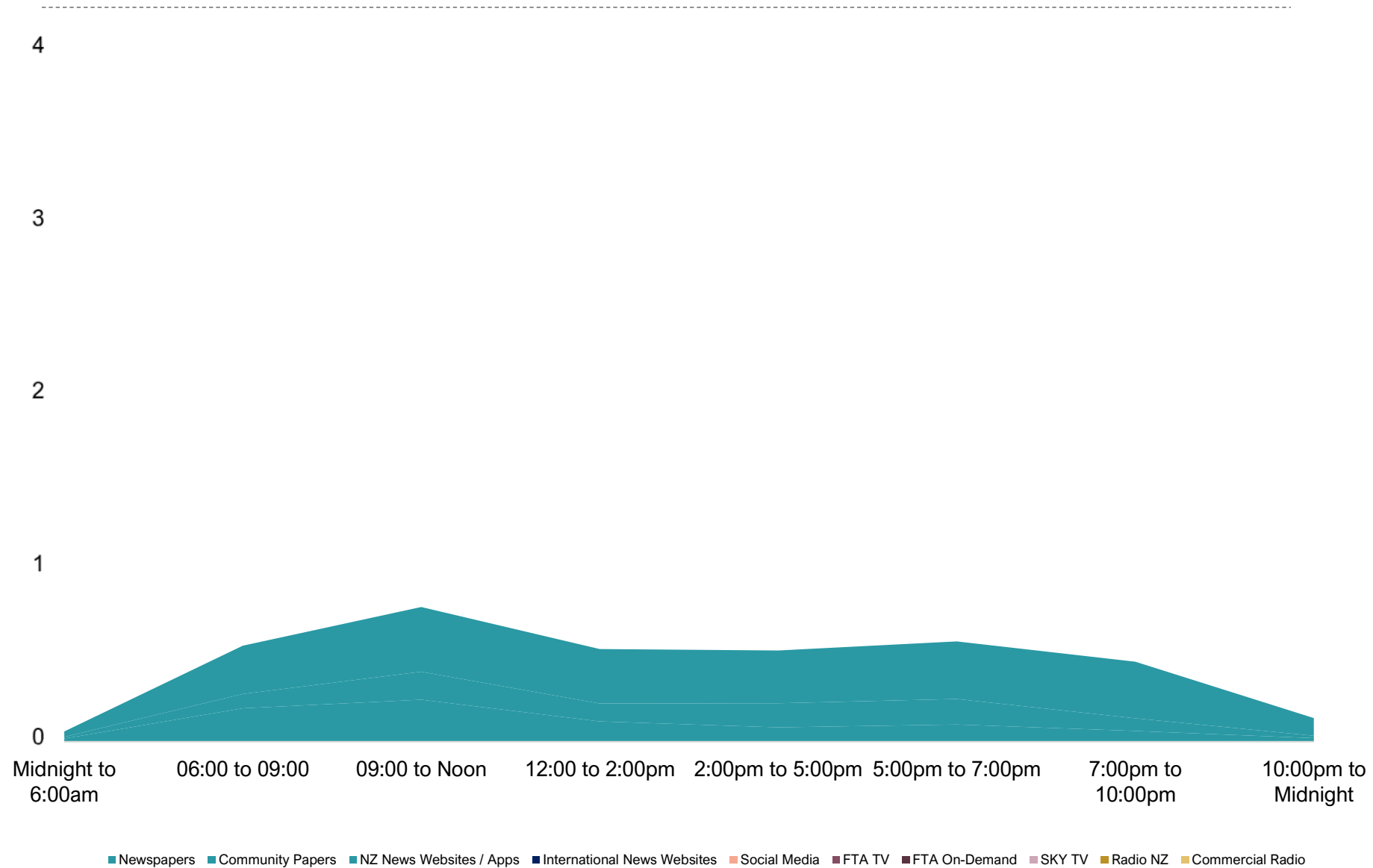
1. typical weekday (Monday to Friday);
2. typical weekend (Saturday / Sunday); and
3. a day when there is a major local or international news event they are interested in

To create MY NEWS DAY...

# The Overall News Day: Built on the firm foundation of the NZ News Brands

Q. Which news sources do you usually engage “with during a typical weekday;” (2) “on a typical Saturday or Sunday;” (3) on a day when there is a major local or international news event you are interested in... please select all the news media you use at each time of the day:

## NZ NEWSPAPERS AND NEWS WEBSITES/APPS



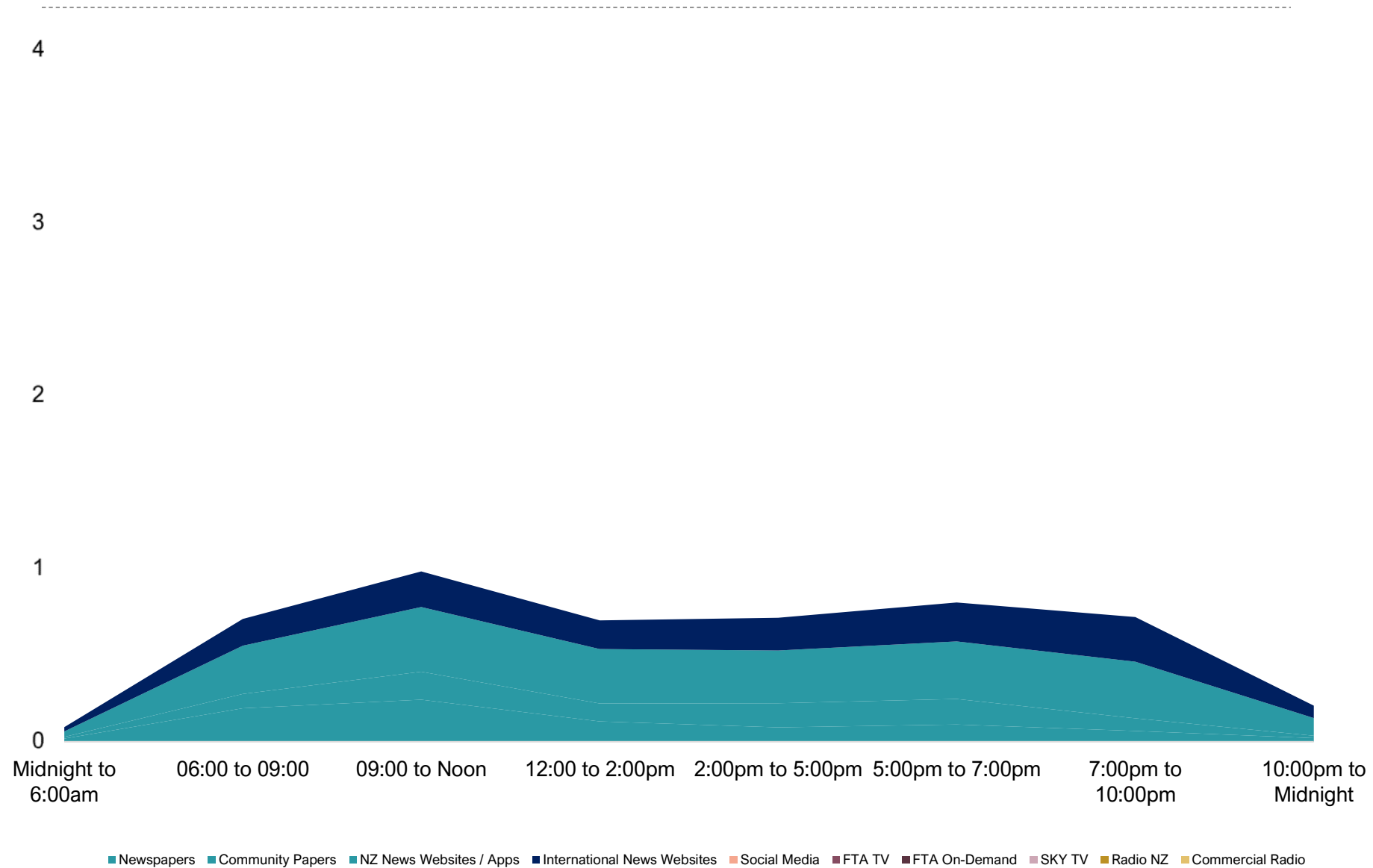
Base: Total Sample n=1,260



# The Overall News Day: Some Kiwis checking on international news

Q. Which news sources do you usually engage “with during a typical weekday;” (2) “on a typical Saturday or Sunday;” (3) on a day when there is a major local or international news event you are interested in... please select all the news media you use at each time of the day:

## INTERNATIONAL NEWS WEBSITES



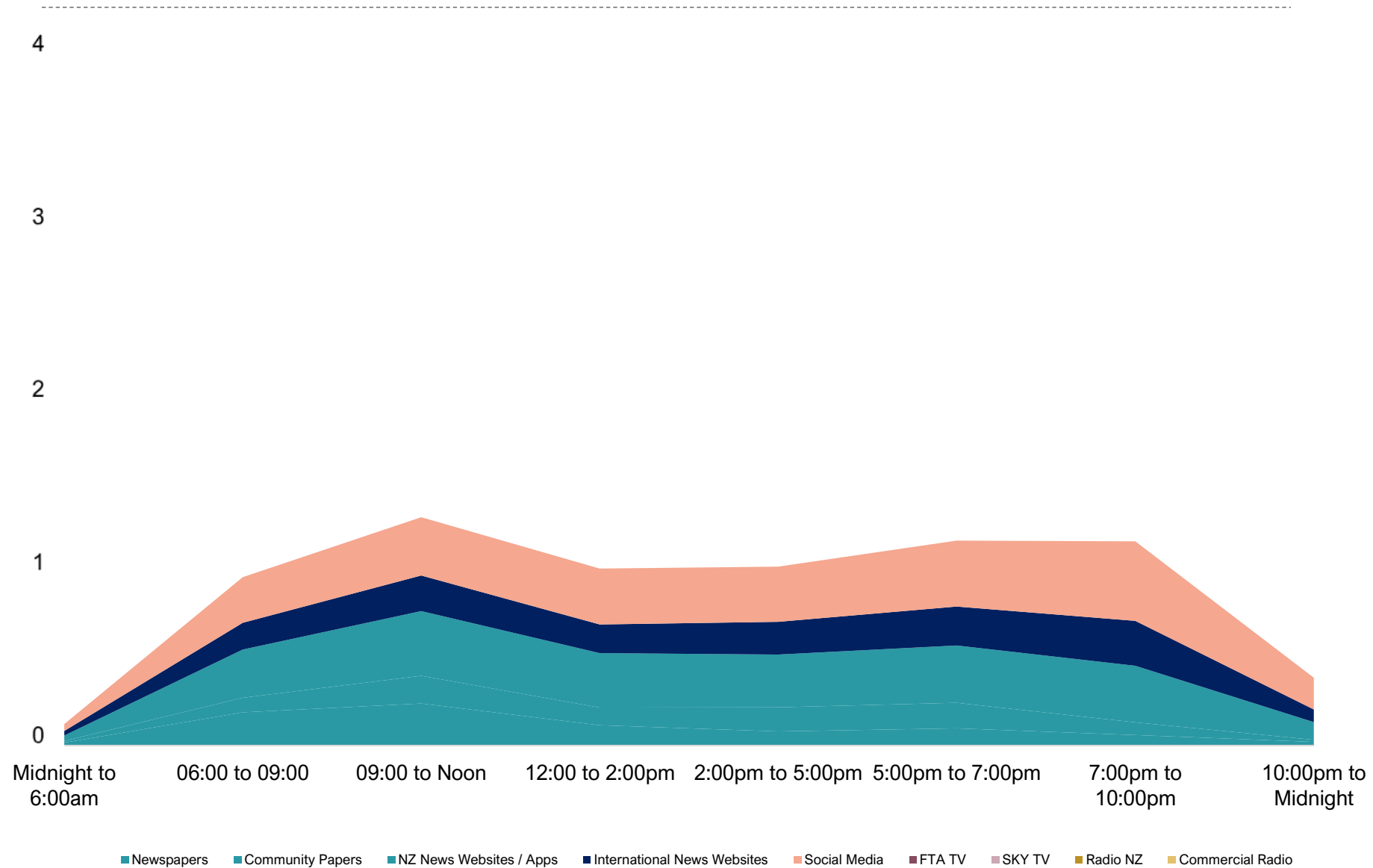
Base: Total Sample n=1,260



# The Overall News Day: Social media with a role to play

Q. Which news sources do you usually engage “with during a typical weekday;” (2) “on a typical Saturday or Sunday;” (3) on a day when there is a major local or international news event you are interested in... please select all the news media you use at each time of the day:

## SOCIAL MEDIA



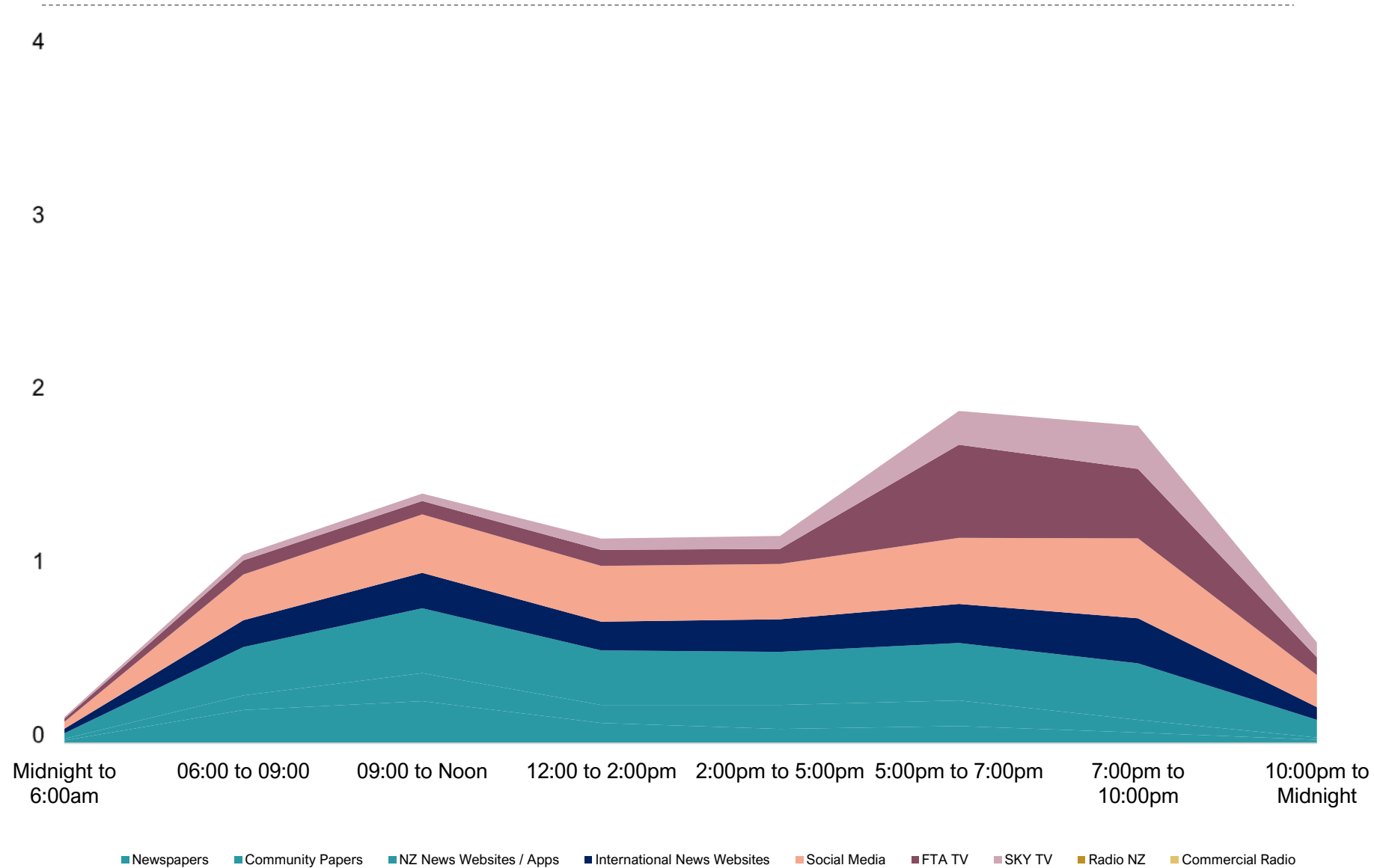
Base: Total Sample n=1,260



# The Overall News Day: TV News still strong in the evening

Q. Which news sources do you usually engage “with during a typical weekday;” (2) “on a typical Saturday or Sunday;” (3) on a day when there is a major local or international news event you are interested in... please select all the news media you use at each time of the day:

## FREE TO AIR TV & SKY TV



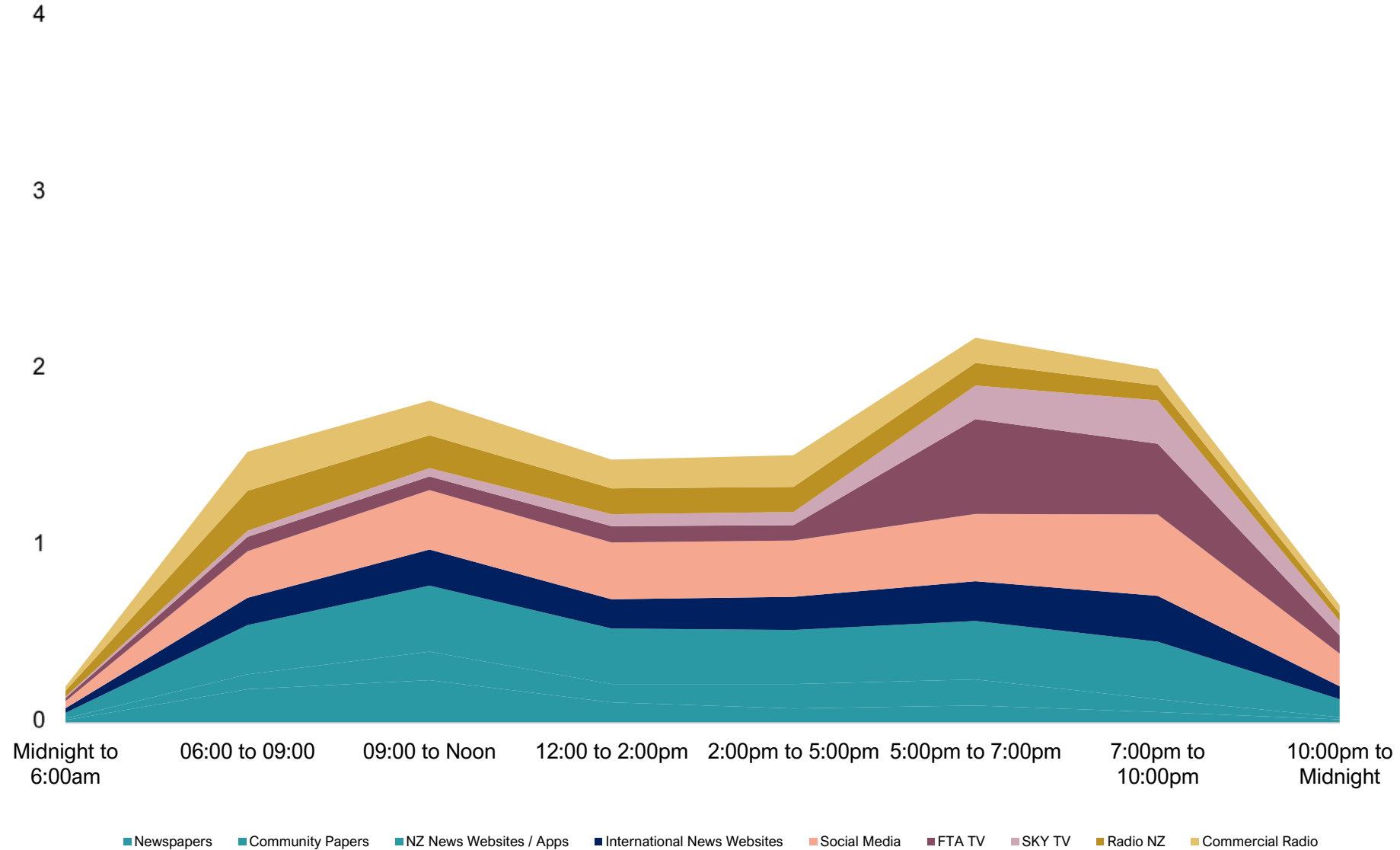
Base: Total Sample n=1,260



# The Overall News Day: And radio news popular through the day

Q. Which news sources do you usually engage “with during a typical weekday;” (2) “on a typical Saturday or Sunday;” (3) on a day when there is a major local or international news event you are interested in... please select all the news media you use at each time of the day:

## RADIO NZ & COMMERCIAL RADIO

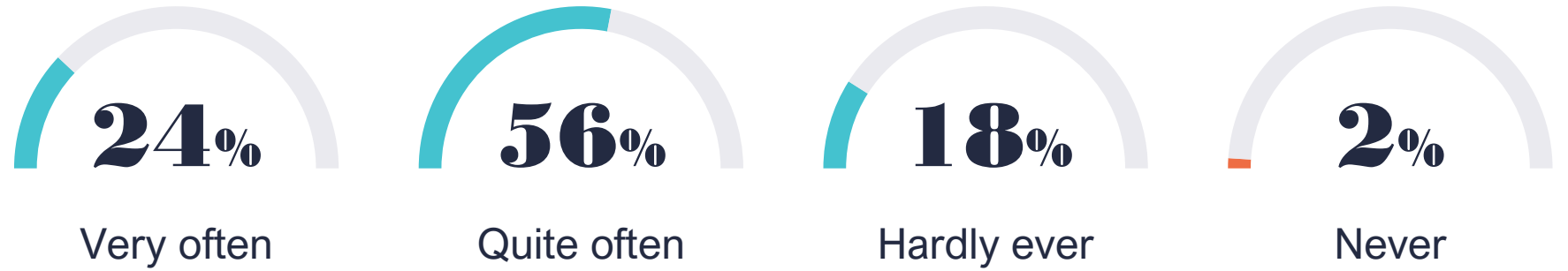


Base: Total Sample n=1,260



# 8 out of 10 often use multiple news sources for stories

Q. How often, if at all, do you use multiple news and information sources to keep up to date or get more information about a news story you are particularly interested in?



Base: Total Sample n=1,260

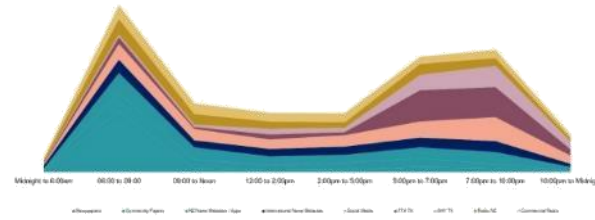
# MY NEWS DAY SEGMENTATION



**NEWS  
PUBLISHERS'  
ASSOCIATION**

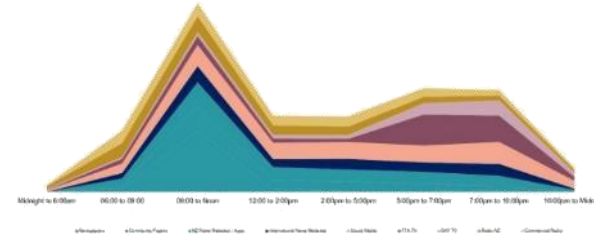
# Six Segments... Six Different News Days

## EARLY BIRDS



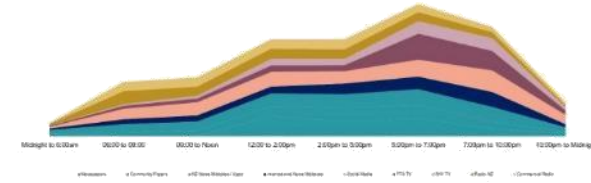
SEGMENT 1

## MORNING TRAWLERS



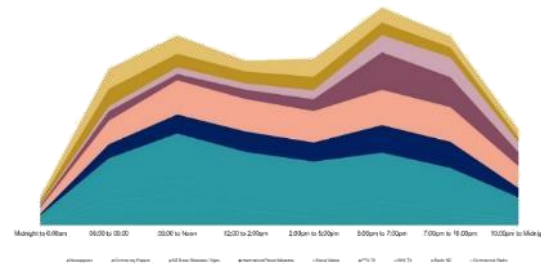
SEGMENT 2

## AFTERNOON'ERS



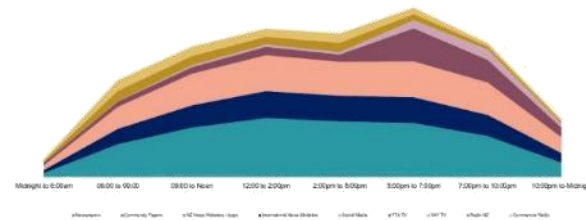
SEGMENT 3

## NZ NEWS JUNKIES



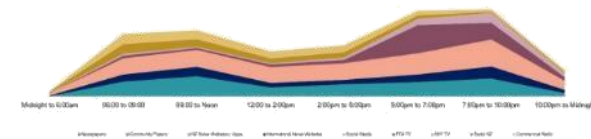
SEGMENT 4

## ONLINE NEWS'ERS



SEGMENT 5

## LIGHTER NEWS'ERS



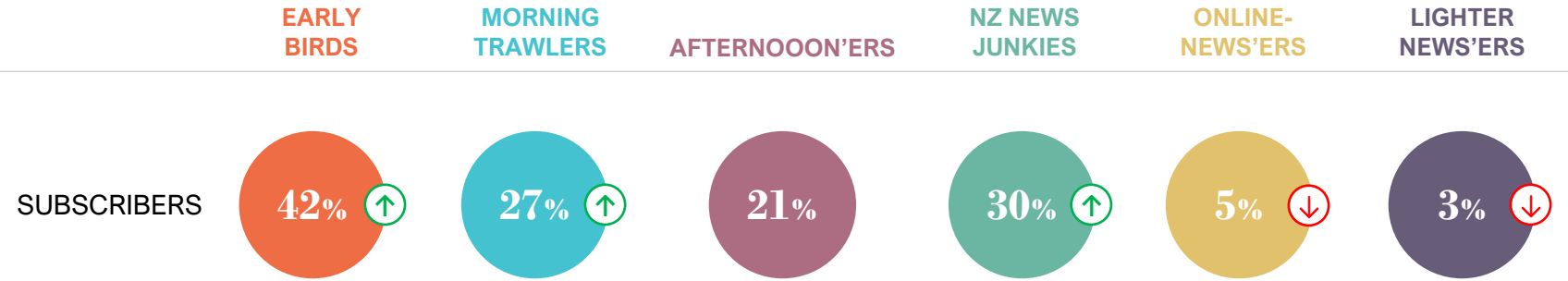
SEGMENT 6

Base: Total Sample n=1,260

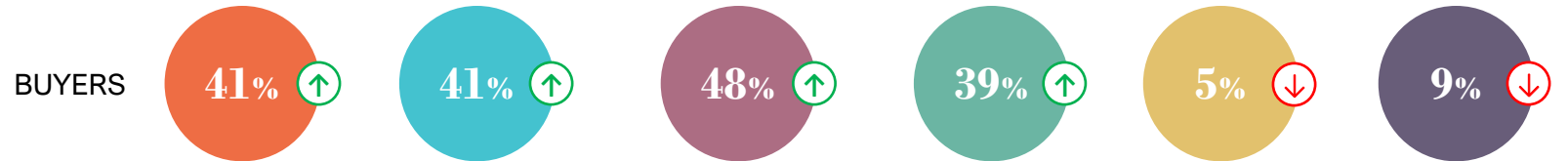


# Six Segments... Different levels of Engagement

## SUBSCRIBE TO ANY NEWSPAPER



## BUY ANY NEWSPAPER



## TAKE ACTION



Base: Total sample n=1,260

↑ ↓ Significantly higher/lower



# Six Segments... Six Different Personas

**EARLY BIRDS (14%)**



**MORNING TRAWLERS (18%)**



**AFTERNOON'ERS (22%)**



**NZ NEWS JUNKIES (7%)**



**ONLINE NEWS'ERS (9%)**



**LIGHTER NEWS'ERS (30%)**

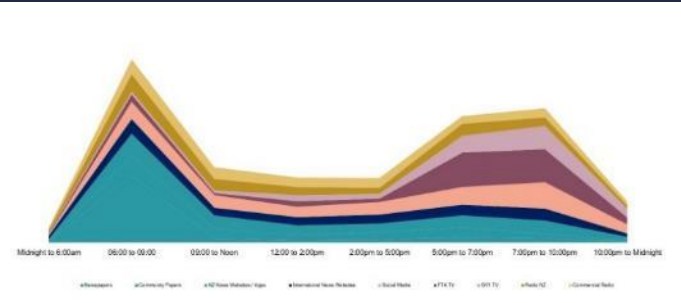


Base: Total Sample n=1,260



Segment 1

# EARLY BIRDS



More than 6/10 males

22% 30-39 years &  
22% 70+ years

Highest Household Income

6/10 Married

4/10 have own  
business

Base: Early Birds n=171



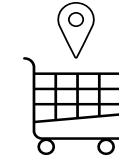
## WHAT SETS THEM APART?

### ENGAGEMENT

57%  
Regional  
News Brand

78%  
Weekend/  
Sunday Paper

### ACTION & INFLUENCE



Where they shop



What they buy

### MOST TRUSTED NEWS SOURCE



46%  
Newspapers

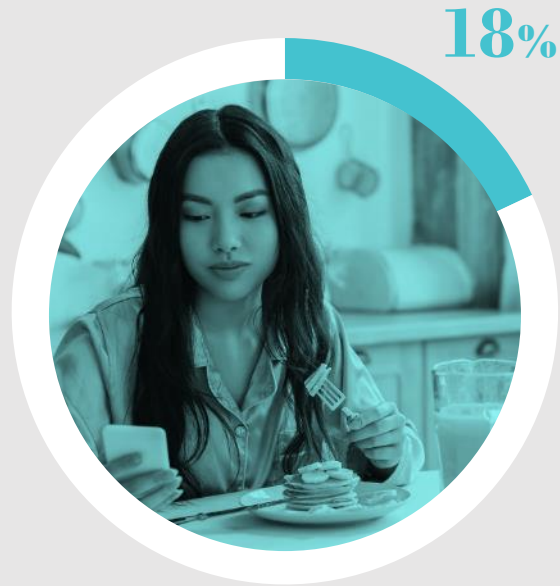
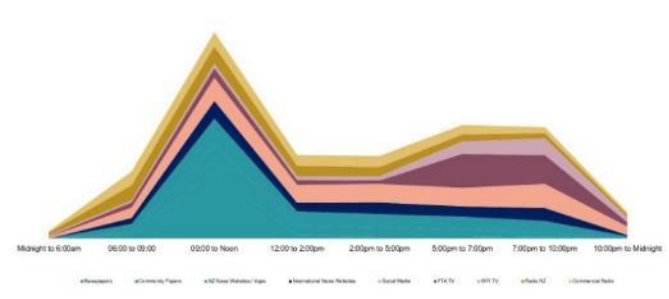
### NEWS THINKING

36%  
Agree

I am more likely to pay for  
news than I was before the  
Pandemic

## Segment 2

# MORNING TRAWLERS



More females

Both ends of the age spectrum

One in seven Māori

Half are Married

Middle income households

Base: Morning Trawlers n=222



## WHAT SETS THEM APART?

### ENGAGEMENT

**55%**  
Regional News Brand

**79%**  
Weekend/  
Sunday Paper

### ACTION & INFLUENCE



Talking



What they buy

### MOST TRUSTED NEWS SOURCE



**46%**  
Newspapers

### NEWS THINKING

**73%**  
Agree

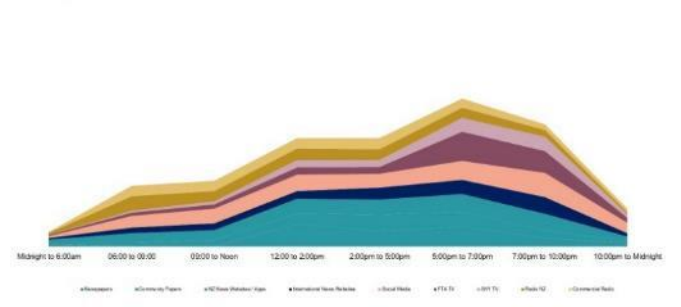
Newspapers and news media are an important element of the social fabric of New Zealand

**27%**  
Agree

I am more likely to pay for news than I was before the Pandemic

Segment 3

# AFTERNOON'ERS



More males

Almost half aged under 40

Likely to have kids @ home

4/10 have own business

Multicultural

Base: Afternoon'ers n=279



## WHAT SETS THEM APART?

### ENGAGEMENT

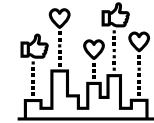
**98%**

Major News Brand

**70%**

Weekend/Sunday Paper

### ACTION & INFLUENCE



Sharing



What they buy

### MOST TRUSTED NEWS SOURCE



**42%**

NZ News Websites/Apps

### NEWS THINKING

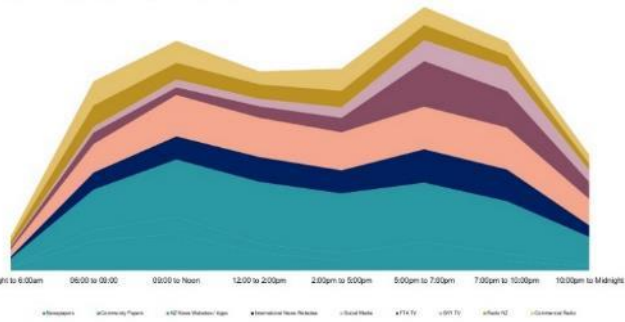
**28%**

Agree

I am more likely to pay for news than I was before the Pandemic

## Segment 4

# NZ NEWS JUNKIES



Base: NZ News Junkies n=87



7%



More males

33% under 40 &  
44% aged 40-59

Metropolitan skew

51% Married

Almost half >\$100K HHI

## WHAT SETS THEM APART?

### ENGAGEMENT

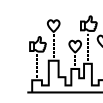
98%  
Major  
News Brand

69%  
Weekend/  
Sunday Paper

### ACTION & INFLUENCE



TALKING



SHARING



GOING  
ONLINE



WHERE  
THEY GO



WHERE  
THEY SHOP



WHAT THEY  
BUY

### MOST TRUSTED NEWS SOURCE



56%  
Newspapers



76%  
NZ News  
Websites/Apps

### NEWS THINKING

77%  
Agree

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

26%  
Agree

I am more likely to pay for news  
than I was before the Pandemic

# THE MEDIA AGENCY NEWS DAY

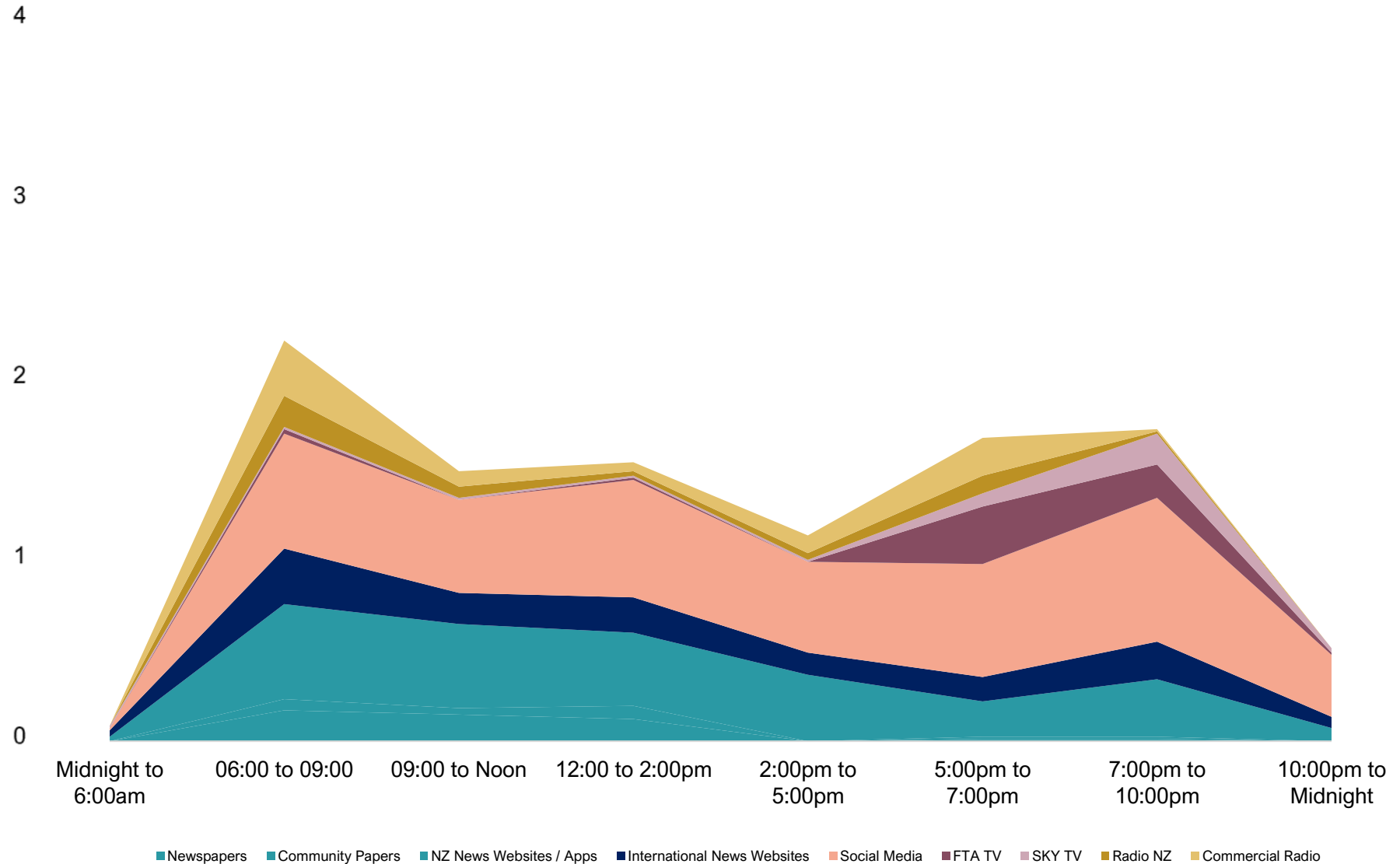


**NEWS  
PUBLISHERS'  
ASSOCIATION**

# What does the Media Agency News Day look like?

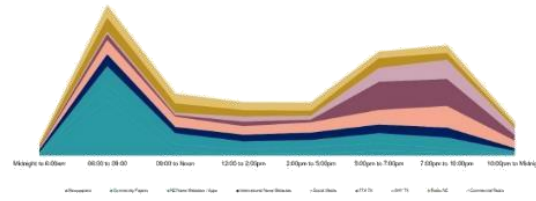
Q. Which news sources do you usually engage “with during a typical weekday;” (2) “on a typical Saturday or Sunday;” (3) on a day when there is a major local or international news event you are interested in... please select all the news media you use at each time of the day:

## SEGMENT 7: The Media Agency News Day



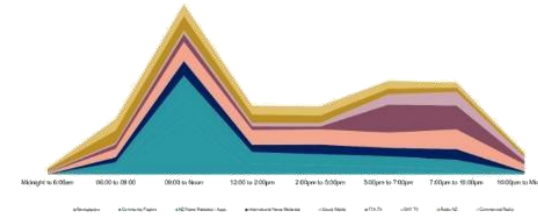
# The Media Agency News Day

## EARLY BIRDS



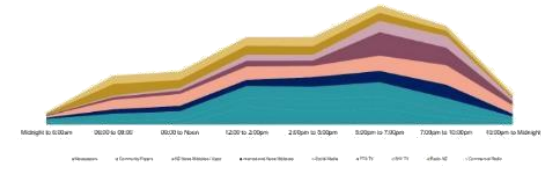
SEGMENT 1

## MORNING TRAWLERS



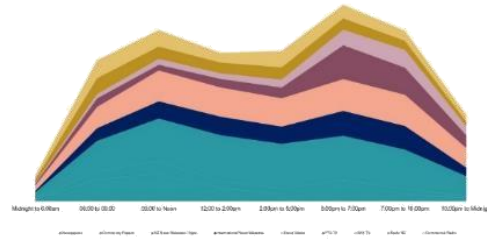
SEGMENT 2

## AFTERNOON'ERS



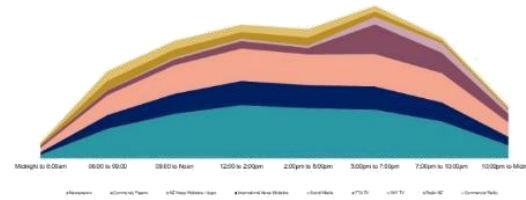
SEGMENT 3

## NZ NEWS JUNKIES



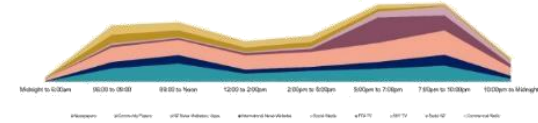
SEGMENT 4

## ONLINE NEWS'ERS



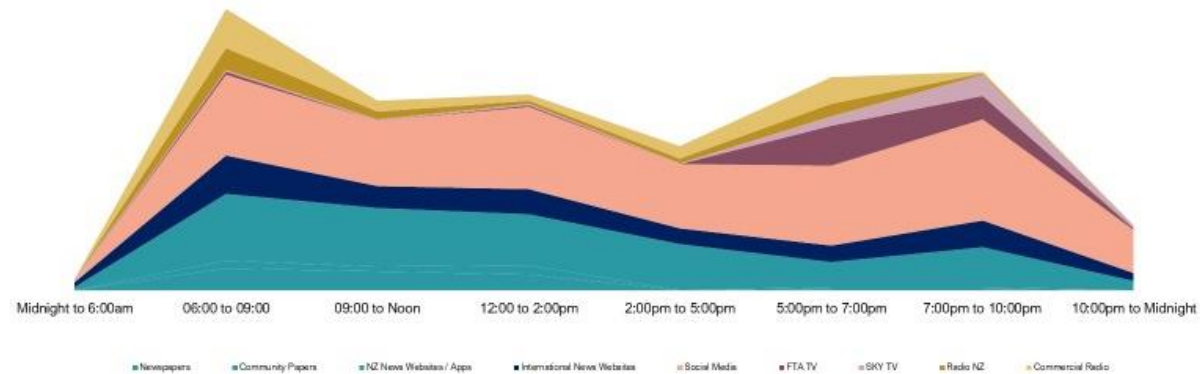
SEGMENT 5

## LIGHTER NEWS'ERS



SEGMENT 6

## SEGMENT 7: The Media Agency News Day



**QUESTIONS?**



# Thank you

FOR FURTHER INFORMATION, PLEASE CONTACT:  
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M: +64 (0)27 428 9972