

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...

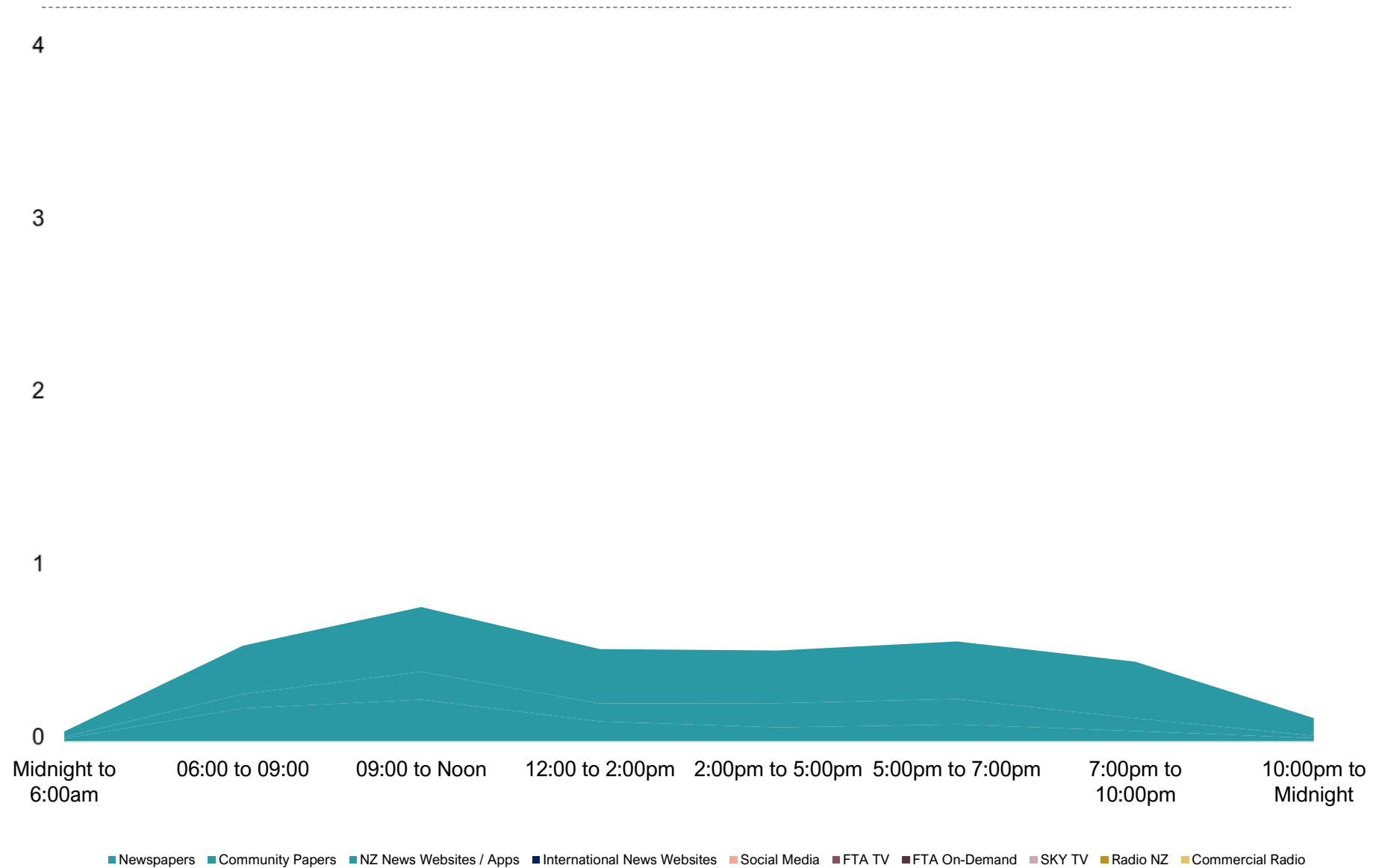
1. typical weekday (Monday to Friday);
2. typical weekend (Saturday / Sunday); and
3. a day when there is a major local or international news event they are interested in

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



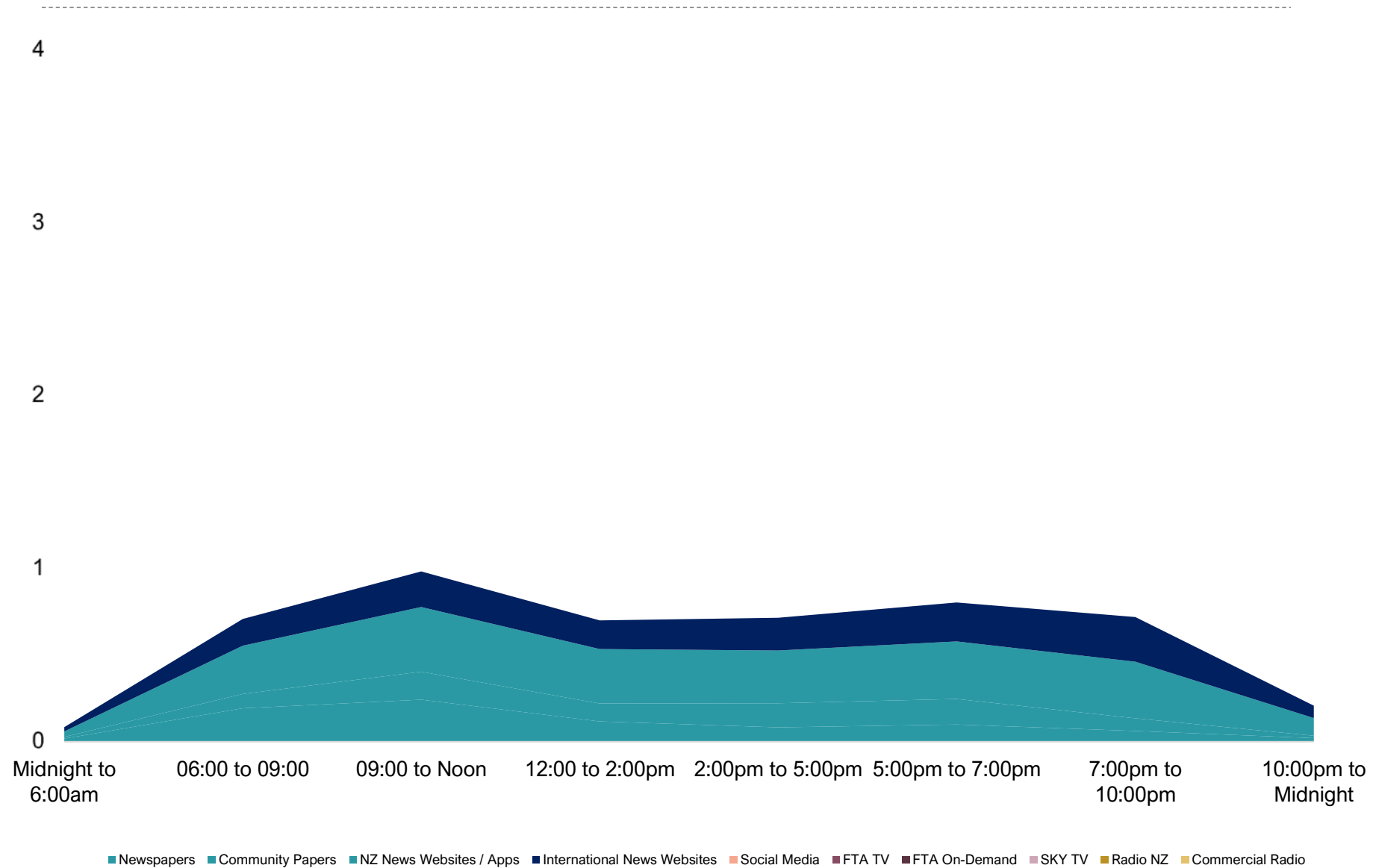
Base: Total Sample n=1,260



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



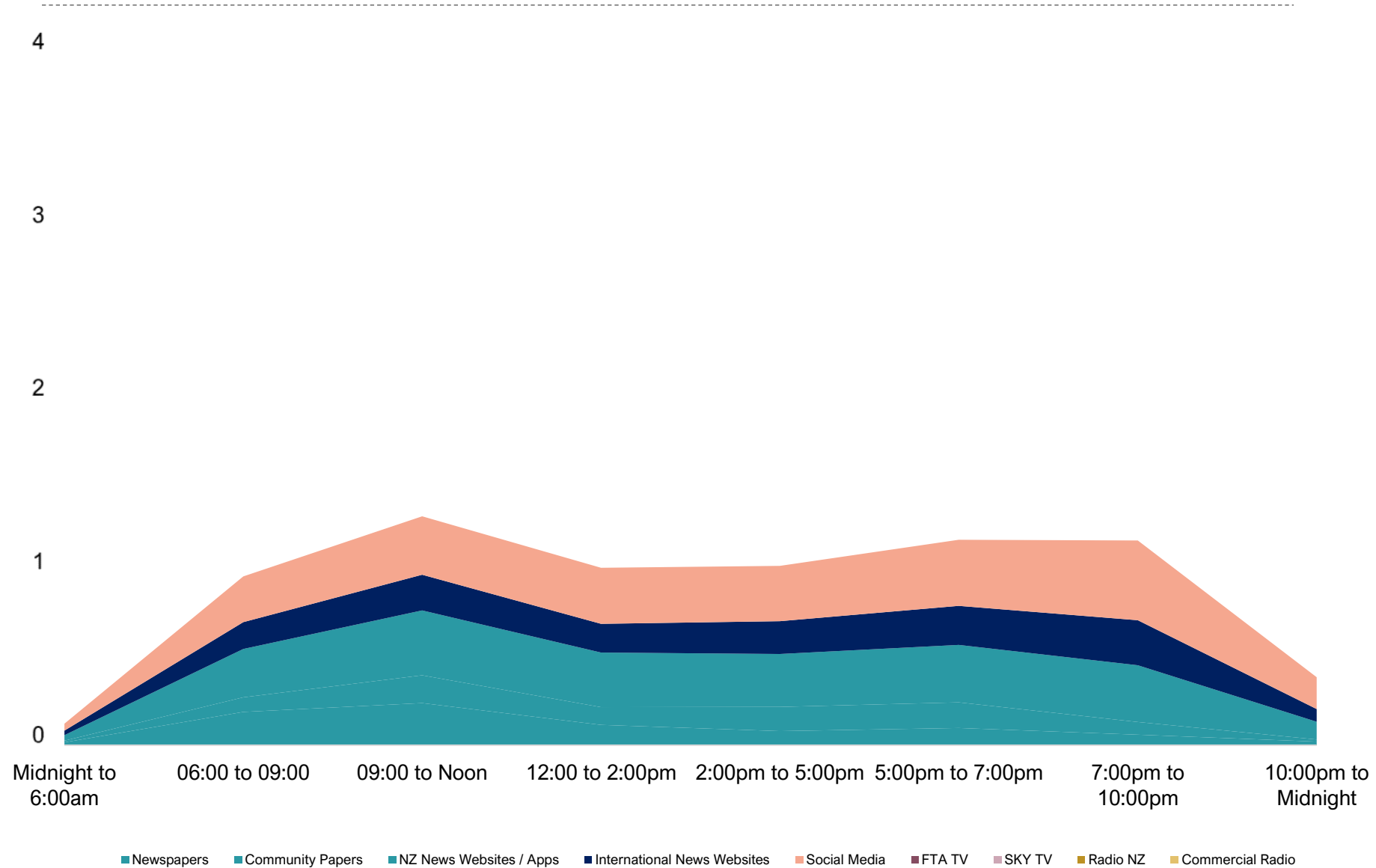
Base: Total Sample n=1,260



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



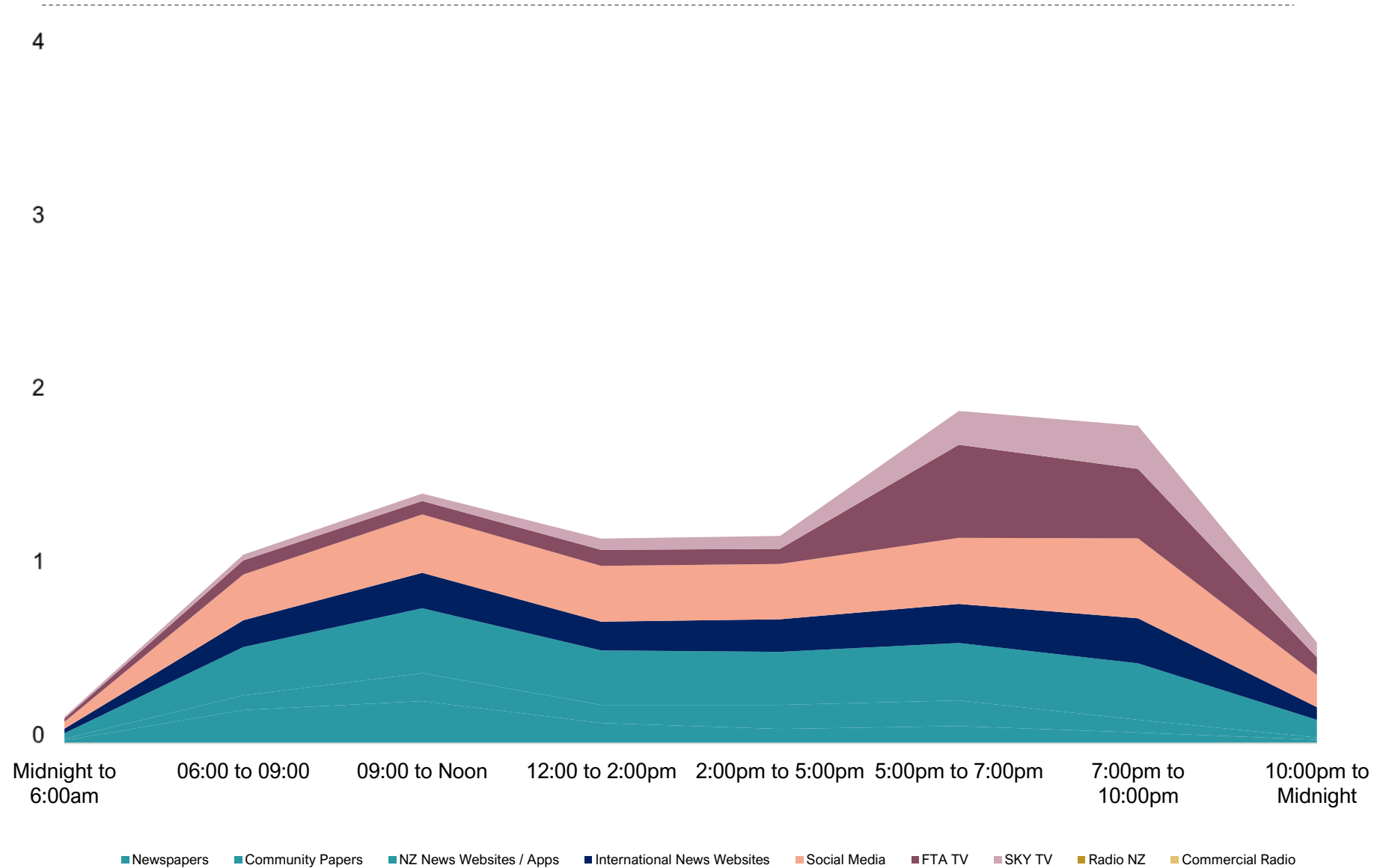
Base: Total Sample n=1,260



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



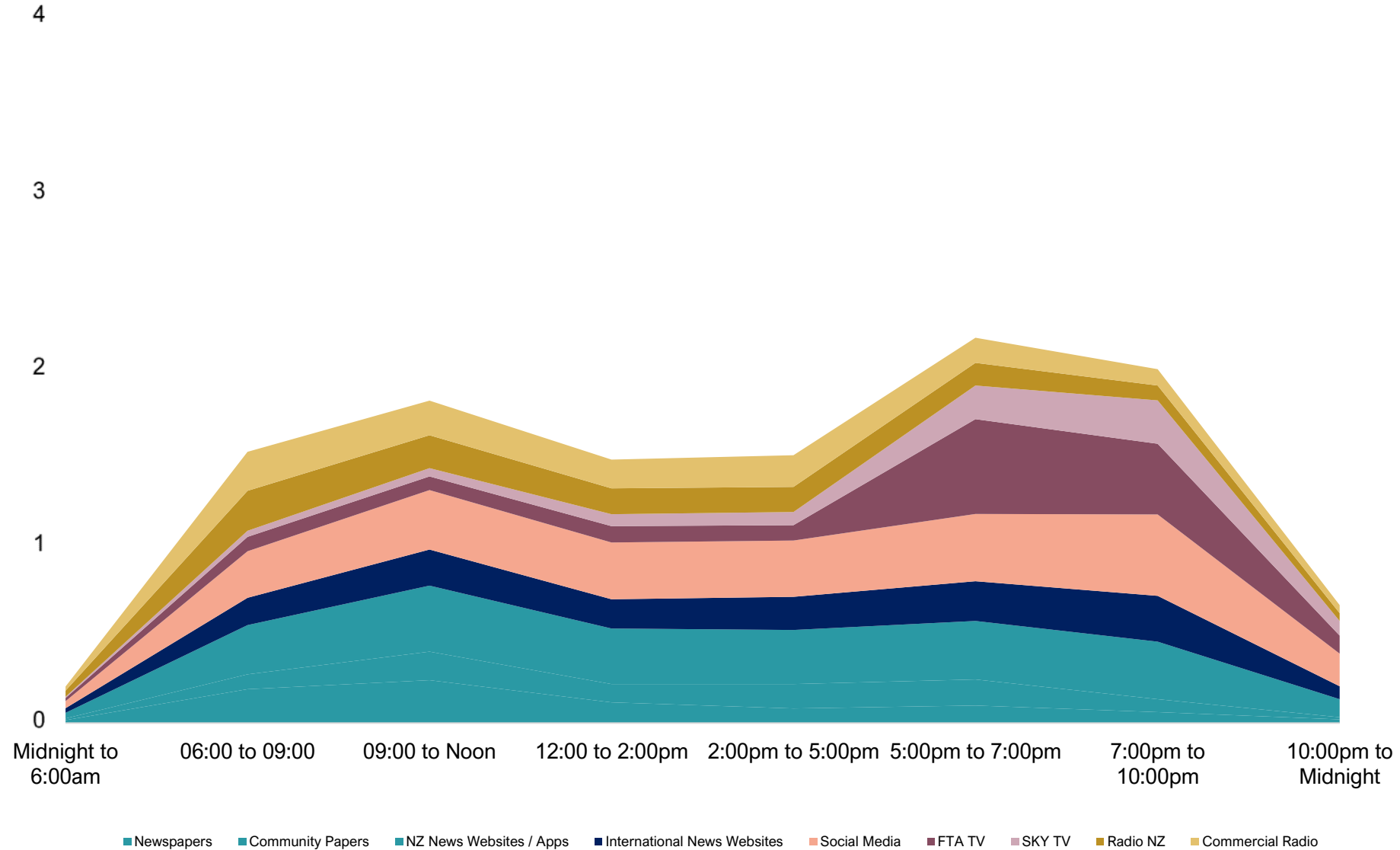
Base: Total Sample n=1,260



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

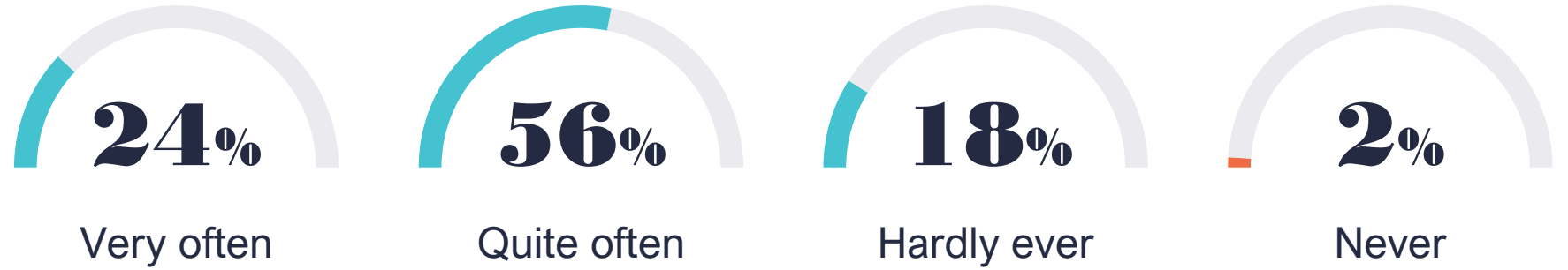


Base: Total Sample n=1,260



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

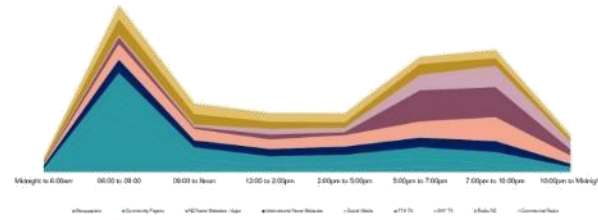
MY NEWS DAY SEGMENTATION



**NEWS
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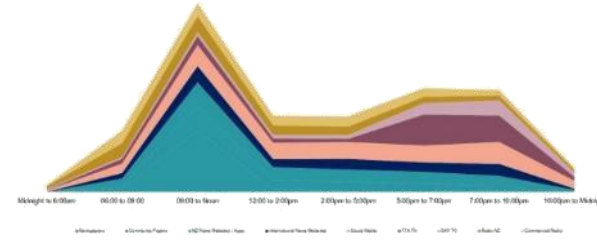
Six Segments... Six Different News Days

EARLY BIRDS



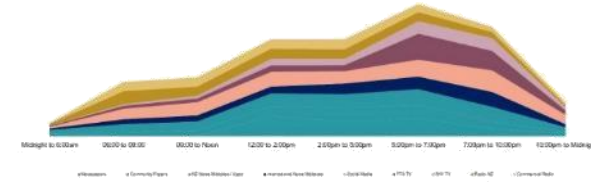
SEGMENT 1

MORNING TRAWLERS



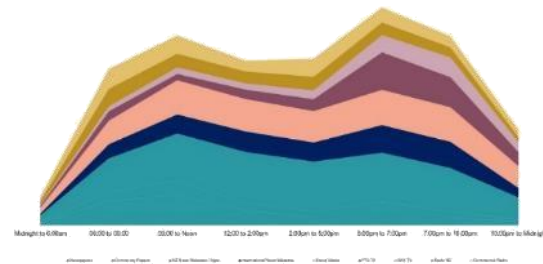
SEGMENT 2

AFTERNOON'ERS



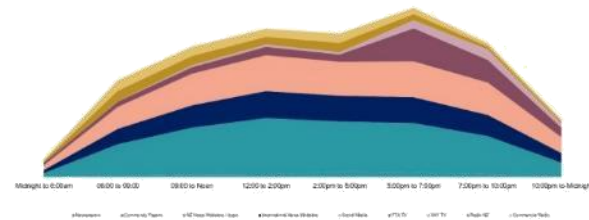
SEGMENT 3

NZ NEWS JUNKIES



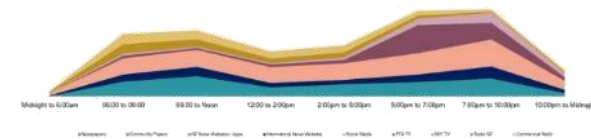
SEGMENT 4

ONLINE NEWS'ERS



SEGMENT 5

LIGHTER NEWS'ERS



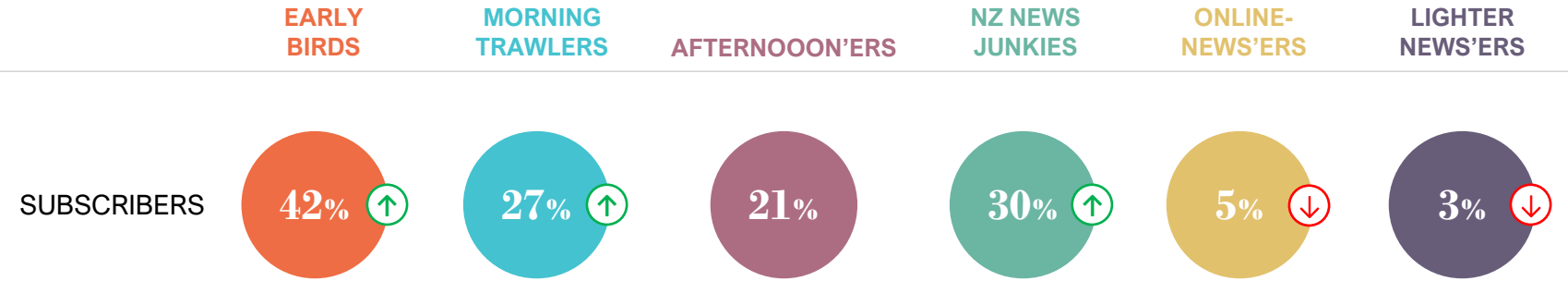
SEGMENT 6

Base: Total Sample n=1,260

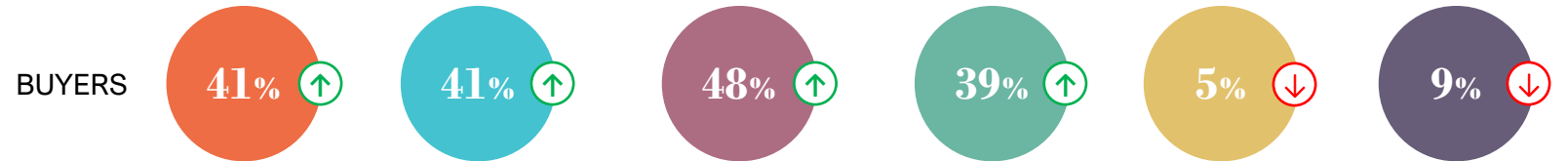


Six Segments... Different levels of Engagement

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%)

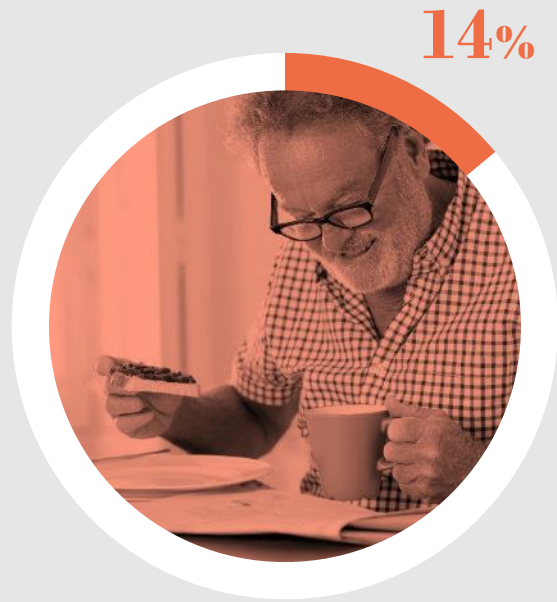
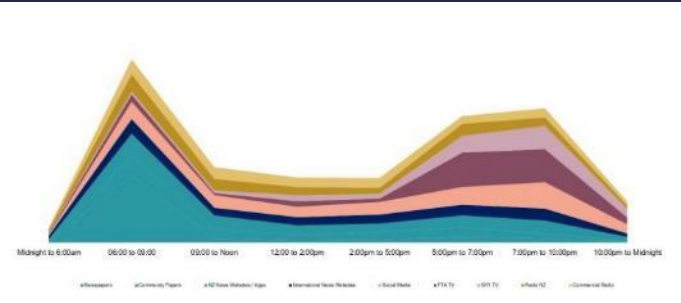


Base: Total Sample n=1,260



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



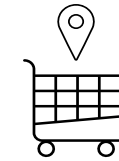
WHAT SETS THEM APART?

ENGAGEMENT

57%
Regional
News Brand

78%
Weekend/
Sunday Paper

ACTION & INFLUENCE



Where they shop



What they buy

MOST TRUSTED NEWS SOURCE



46%
Newspapers

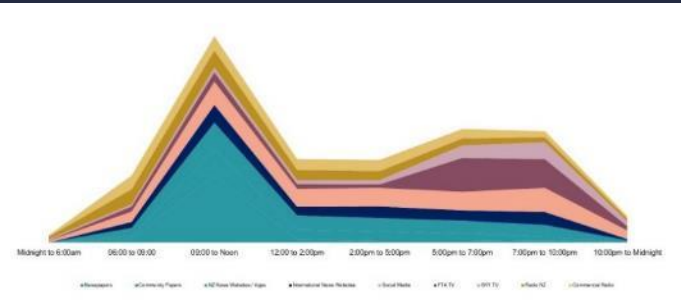
NEWS THINKING

36%
Agree

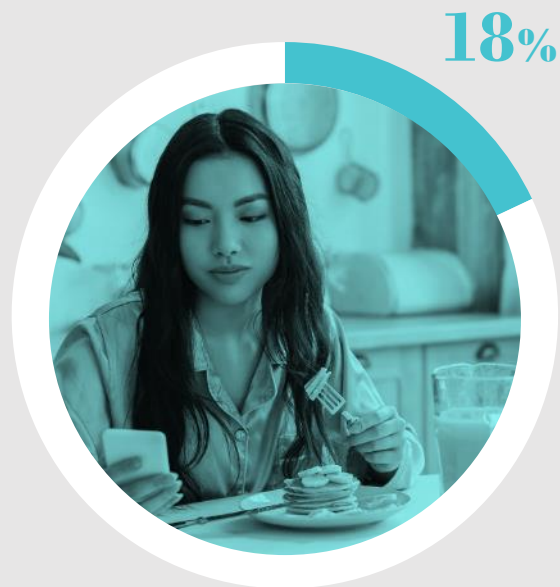
I am more likely to pay for
news than I was before the
Pandemic

Segment 2

MORNING TRAWLERS



Base: Morning Trawlers n=222



More females

Both ends of the age spectrum

One in seven Māori

Half are Married

Middle income households

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

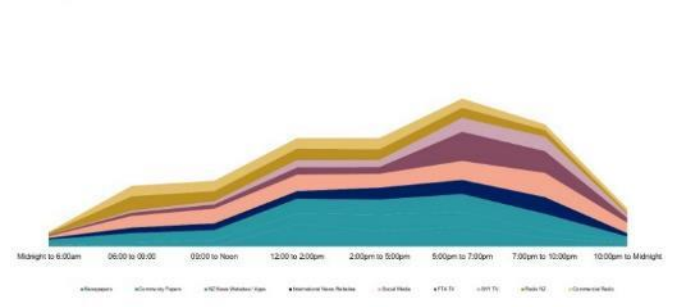
Newspapers and news media are an important element of the social fabric of New Zealand

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



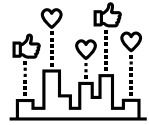
WHAT SETS THEM APART?

ENGAGEMENT

98%
Major News Brand

70%
Weekend/
Sunday Paper

ACTION & INFLUENCE



Sharing



What they buy

MOST TRUSTED NEWS SOURCE



42%
NZ News
Websites/Apps

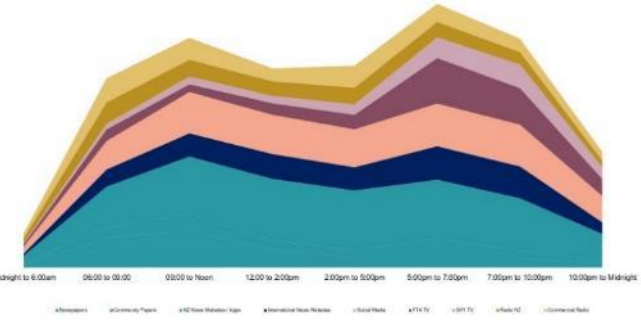
NEWS THINKING

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

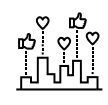
98%
Major News Brand

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

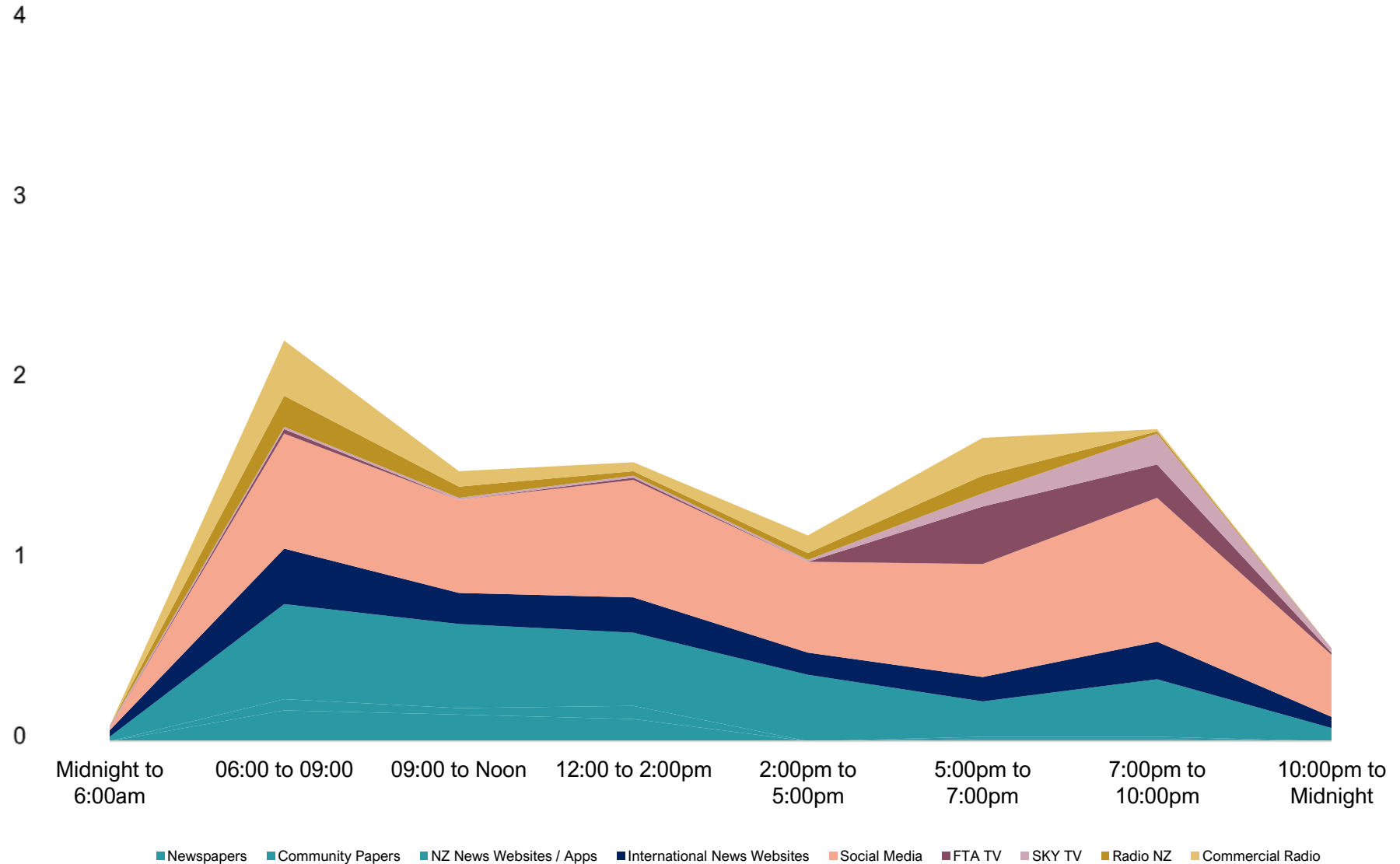


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PUBLISHERS'
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What does the Media Agency News Day look like?

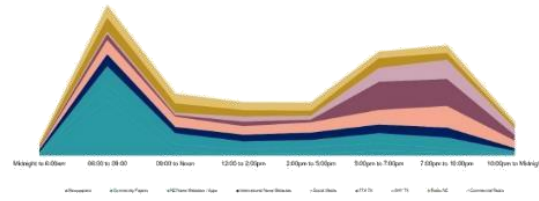
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SEGMENT 7: The Media Agency News Day



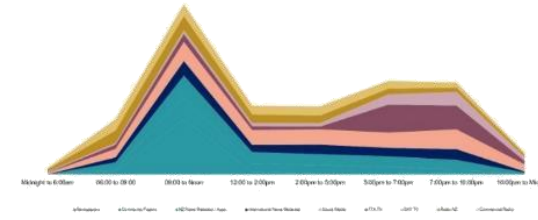
The Media Agency News Day

EARLY BIRDS



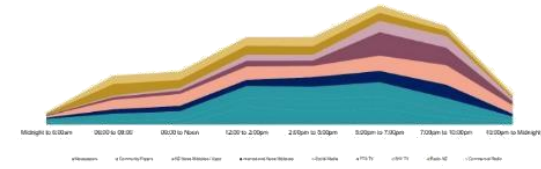
SEGMENT 1

MORNING TRAWLERS



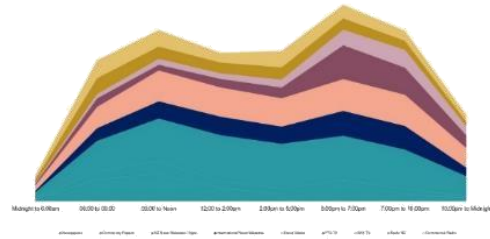
SEGMENT 2

AFTERNOON'ERS



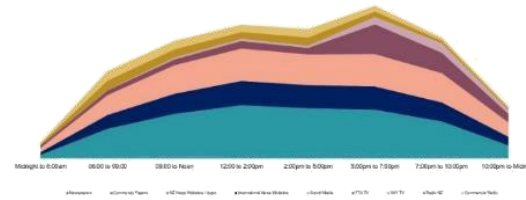
SEGMENT 3

NZ NEWS JUNKIES



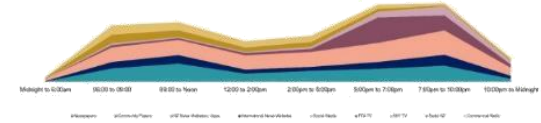
SEGMENT 4

ONLINE NEWS'ERS



SEGMENT 5

LIGHTER NEWS'ERS



SEGMENT 6

SEGMENT 7: The Media Agency News Day

