

NEW ZEALAND NEWS BRANDS IN THE POST COVID WORLD

WELCOME

Earlier this year the News Publishers' Association (NPA) decided to explore how New Zealanders' relationship with news media had changed in the 12 months since New Zealand's March 2020 nationwide level 4 lockdown. We commissioned Kate Terry, Co-Founder InsightFull Ltd to conduct a study to research the evolving news media habits of New Zealanders; our Post-COVID News Engagement Study. The findings supported the hypothesis that behaviour and engagement has changed as a result of the unprecedented year that was 2020. This is a summary of the key findings. Please don't hesitate to get in touch if you would like us to present this in more detail to you and your teams.



Ngā mihi
Brook Cameron | GENERAL MANAGER



OUTLINE

1. News Headlines
2. Changing Times – Impact of COVID
3. Engagement
4. Key Metrics
5. News Newbies

NEWS HEADLINES



NEWS
PUBLISHERS'
ASSOCIATION

NEW TRADITIONS: **media interaction in the Post-COVID world**

The biggest winners...

- News websites/apps
- Social Media
- Subscription TV
(e.g. Netflix, Neon etc)

Smaller gains for:

- Free to Air Television
- Radio
- SKY TV
- Newspapers

We are interested in your engagement or interaction with different media now compared the pre-COVID world we were in 12 months ago, before the start of the March 2020 lockdown ... 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

72% say NZ newspapers and news media are highly important to them in the post-COVID world

I feel that covid has changed the entire attitude of the world and more than ever people are wanting to avoid fake news and look for honest reporting which I feel the newspapers and news media are responsible for doing. -
FEMALE, 55-59, WAIKATO

67%

recognise our newspapers & news media as an important element of the social fabric of New Zealand

I didn't see newspapers as a source of important information for me personally before the COVID pandemic, but now I rely on them and media a lot more for information regarding the state of the country

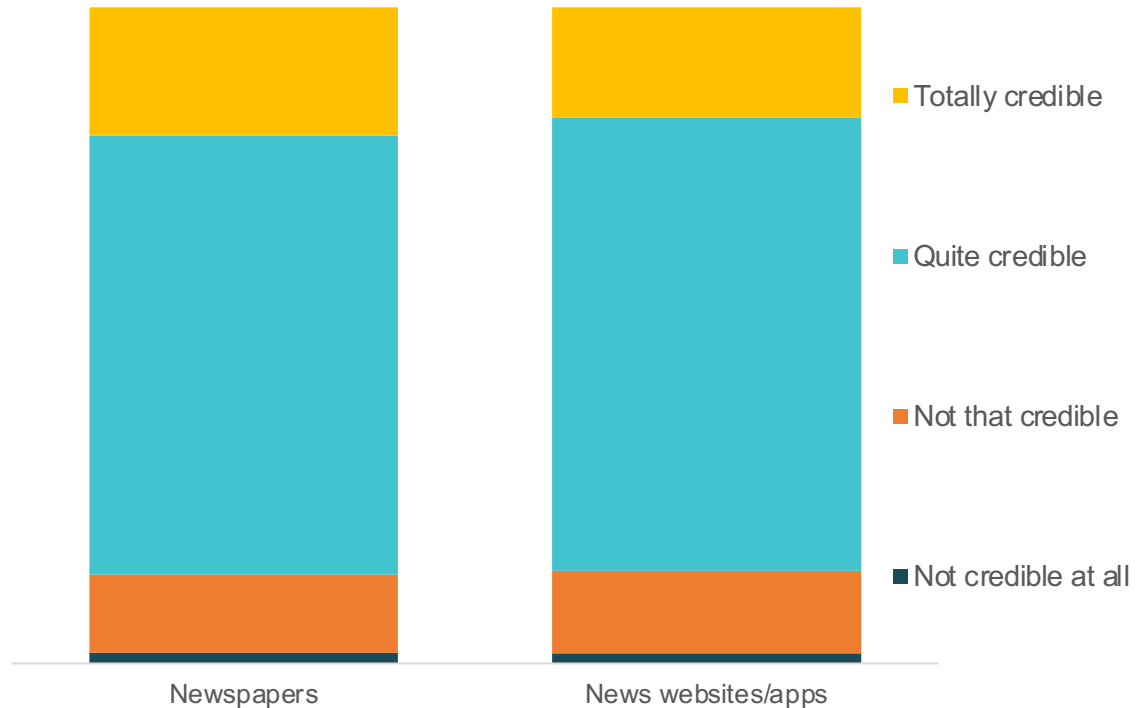
- FEMALE, 18-24, OTAGO

Newspapers and news media give the perfect picture of the society and community. Also they are the face of society - MALE, 35-39, AUCKLAND

63% say it is more important than ever that New Zealand has local newspapers & news media

We need local content more. If we are in a level 4 lockdown, local is our whole world. If you are confined to your house/ suburb it doesn't matter what is happening anywhere else to the same degree. Local information is about community and communication to that community. International media will not know or care about NZ unless it's a big news story and Auckland media will not know or care about Palmerston North either but local media is usually local people who have an interest in the local community - MALE, 45-49 MANAWATU-WHANGANUI

Reaffirming the credibility of news & information from NZ newspapers & news media

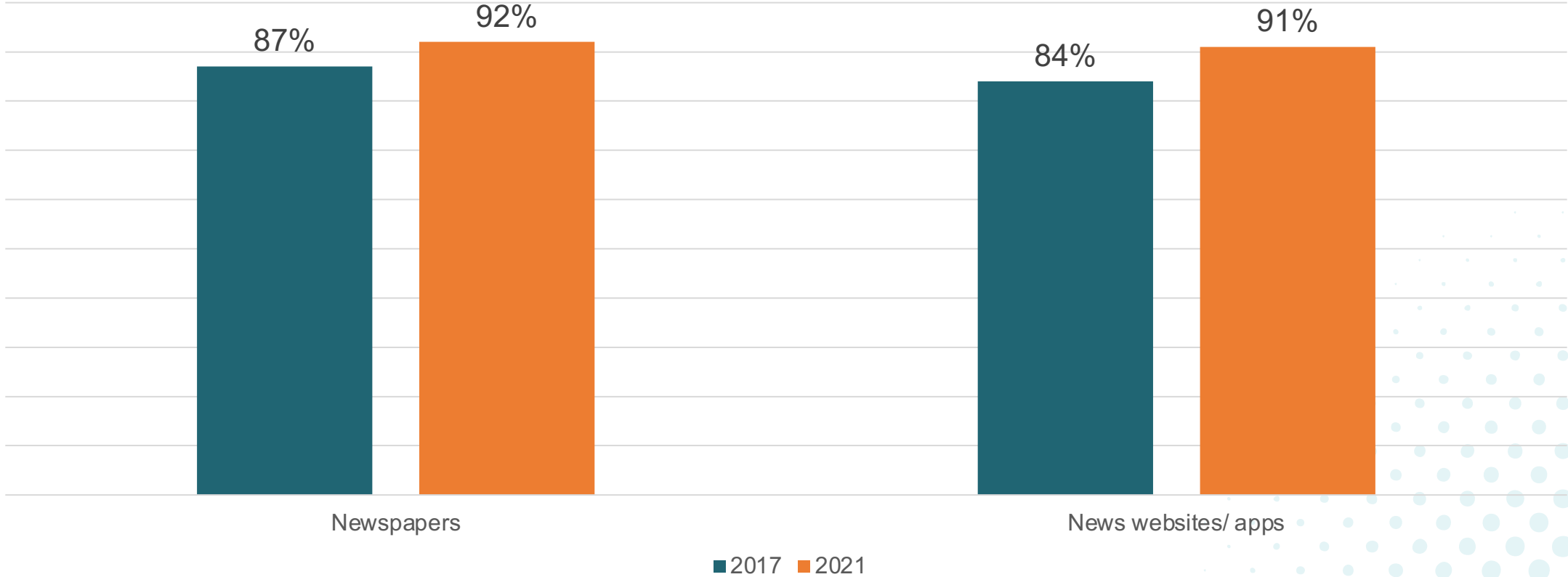


I appreciated that the media provided accurate and timely information around the Covid pandemic and didn't publish things (e.g. opinion pieces, conspiracy theories, fake news) that would put the greater good of the country in jeopardy.

MALE, 18-24, CANTERBURY

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

Heightened levels of trust in news and information from newspapers, news websites/apps



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

NEWS NEWBIES and their new-found connection with NZ newspapers & news media

Engagement in the last month:

90% Major News Brand

40% Sunday Newspaper

41% Regional Newspaper

61% Community Newspaper

The news media did a lot of work to explain complex but vital topics in a way that was easy to follow, and they often did it in short time frames and extraordinary conditions. The pandemic moved extremely quickly, but the news media kept up, with stories that mattered.

FEMALE, 25-29, WAIKATO

CHANGING TIMES - IMPACT OF COVID

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
- Caring for older relatives

My family now is more than ever my priority. Having lost some people through Covid (back in Brazil) I want to make sure that I spend quality time with my family. - FEMALE, 30-34, NELSON

My number one priority is family. The change I have made is to try and engage with family as often as possible. Previously I lived very reclusively and seldom went home for things like Xmas. Now I make more effort.

- FEMALE, 55-59, WAIKATO

My number one priority is getting back to the UK to see my elderly mum who is in poor health... I am watching all developments closely and working out how to get vaccinated as soon as possible in order to travel.

- MALE, 60-64, 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?

MONEY



- Budgeting
- Saving
- Paying off debt
- Buying online

Priority is to save money so less discretionary spending and more focus on savings and investments - FEMALE, 25-29, AUCKLAND

Financial security and I am trying to achieve that by limiting my spending and investing wisely - MALE, 25-29, AUCKLAND

Working from home more and saving more money to get financial freedom (work is not guaranteed!) - FEMALE, 30-34, WELLINGTON

For me those are to do with raising my children, managing my household more effectively, cutting spending further than previous 2 years, stricter budgeting... more specifically I am currently building up my emergency fund, then will be starting to pay off debt in my pursuit of home ownership - FEMALE, 25-29, BAY OF PLENTY

9/10 reporting new or reset priorities

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WORK



- Job security
- Maintain business
- Working from home
- Changing direction

Career is more of a priority now that I have had to put travel on hold, I studied a post-grad last year and have moved into a role for a more long-term career direction - FEMALE, 25-29, WELLINGTON

I am working 1000 % harder to ensure my business can sail these Covid storms. - FEMALE, 18-24, NORTHLAND

Being able to work from home now a few days a week is now something I would not want to give up. - FEMALE, 35-39, WELLINGTON

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 and wellbeing
- Family health and wellbeing
- Exercise/ fitness
- Hygiene

I now put our health first and prioritize our kai, hauora, and what we focus our money and time on. - FEMALE, 30-34, CANTERBURY

number one priority is health and keeping my family and myself healthy and not take health for granted. - FEMALE, 30-34, AUCKLAND

My health, starting a recovery exercise programme for my ailments as well as reviewing what I consume - MALE, 55-59, NORTHLAND

Number one priority is family safety and security. Keeping distance from other people, washing hands more often, not touching anything which I don't need to. - FEMALE, 60-64, 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?



- More time at home
- Property ownership
- Home improvement

I was made redundant last year though not as a result of Covid I am spending a lot more time at home. My home has become a lot more important to me, spending money getting stuff done around the property - FEMALE, 65-69, NORTHLAND

Keeping all the family safe. Staying at home a LOT more, not travelling, fewer visits to all shops - FEMALE, 70-74 WAIKATO

Being more sustainable at home. We live in a rural area and usually only go to town once a week to shop. There were restrictions on goods at the supermarket and I'm used to buying in bulk so I found I had to go to different supermarkets to get everything I needed. This was a hassle. I found that growing things for my family in the garden how me to be less reliant on supermarkets (sort of) and have learned to get by on less. - FEMALE, 45-49, MANAWATU-WHANGANUI

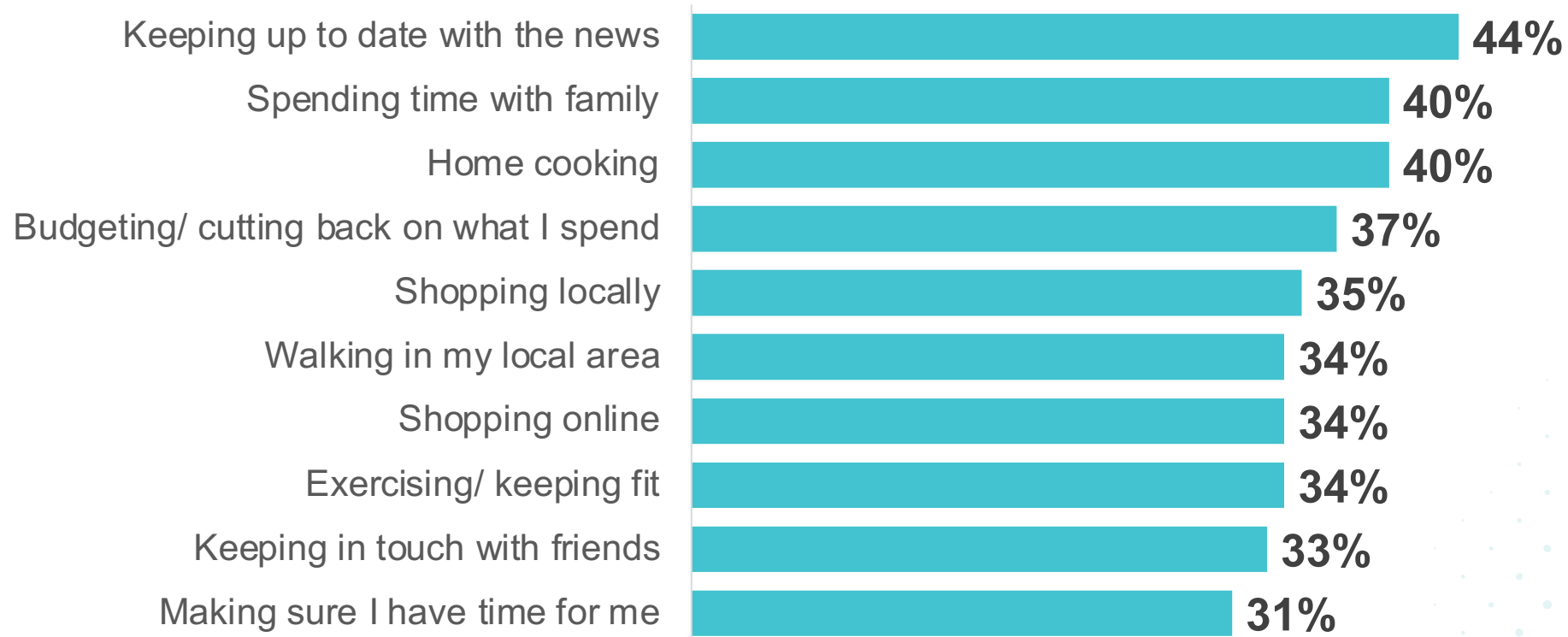
9/10 reporting new or reset priorities

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	MONEY	WORK	HEALTH	HOME
				
<ul style="list-style-type: none">• Family time• Safety & Security• Children's needs• Caring for older relatives	<ul style="list-style-type: none">• Budgeting• Saving• Paying off debt• Buying online	<ul style="list-style-type: none">• Job security• Maintain business• Working from home• Changing direction	<ul style="list-style-type: none">• Personal health and wellbeing• Family health and wellbeing• Exercise/ fitness• Hygiene	<ul style="list-style-type: none">• More time at home• Property ownership• Home improvement

There are plenty of things many of us are still doing differently or more than before.

Q. There has been a lot said about behaviours changing as a result of COVID-19 and Lockdown. Which of the following are you still doing more NOW compared with before the March 2020 Lockdown:



94% are prioritising at least one new focus

Improved health	59%
More family time	47%
An improved work-life balance	41%
A simpler life	41%
More me-time	34%
A slower pace of life	30%
More time for others	20%

ENGAGEMENT



Strong preference for & 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?

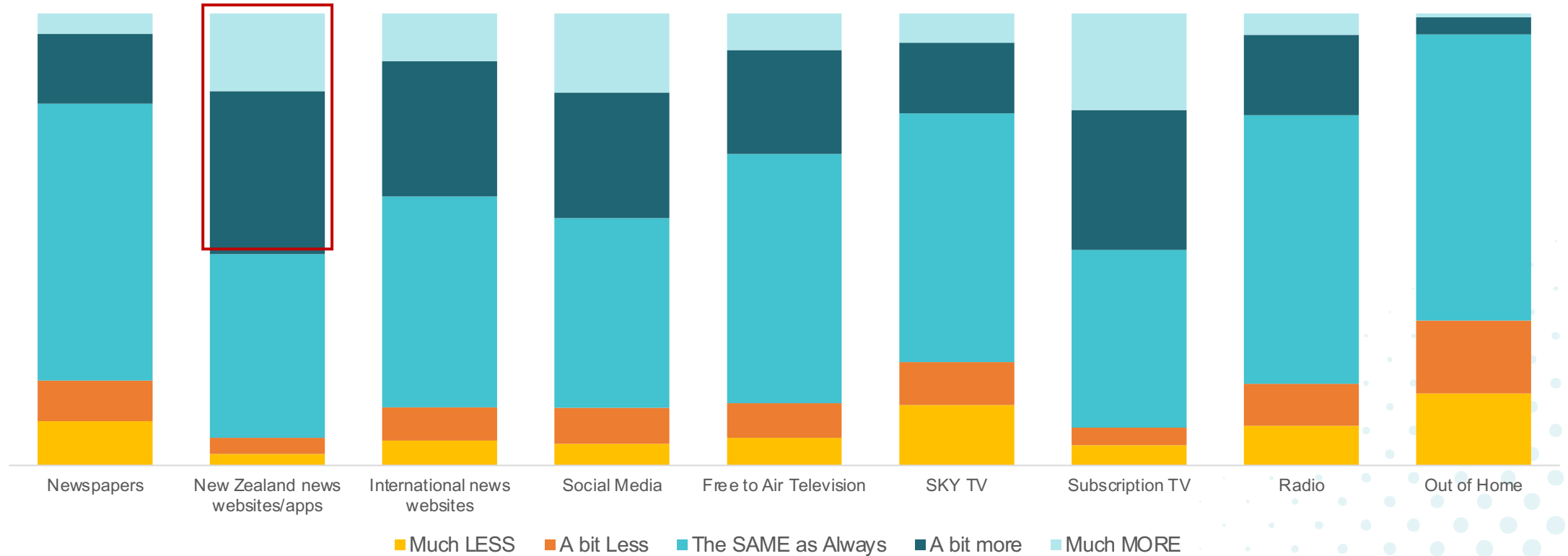
Engaged in any way in the last month:

- 93% Major news brand
- 34% Sunday Newspaper
- 41% Regional Newspaper
- 68% Community 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 seeing the greatest increase of any medium



We are interested in your engagement or interaction with different media now compared the pre-COVID world we were in 12 months ago, before the start of the March 2020 lockdown ... 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: Engaged with each medium in the last week

Our thirst for news

I want to keep track of our COVID response and generally keep track of government policies, as well as get a sense of how other people interpret and respond to recent events

- FEMALE, 50-54, WAIKATO

I got into the habit of checking the news regularly during the peak of Covid and have continued that routine since

- MALE, 18-24, CANTERBURY

Keeping up to date with COVID situation in NZ and political events, and also international news from an NZ perspective

- MALE, 45-49, WELLINGTON

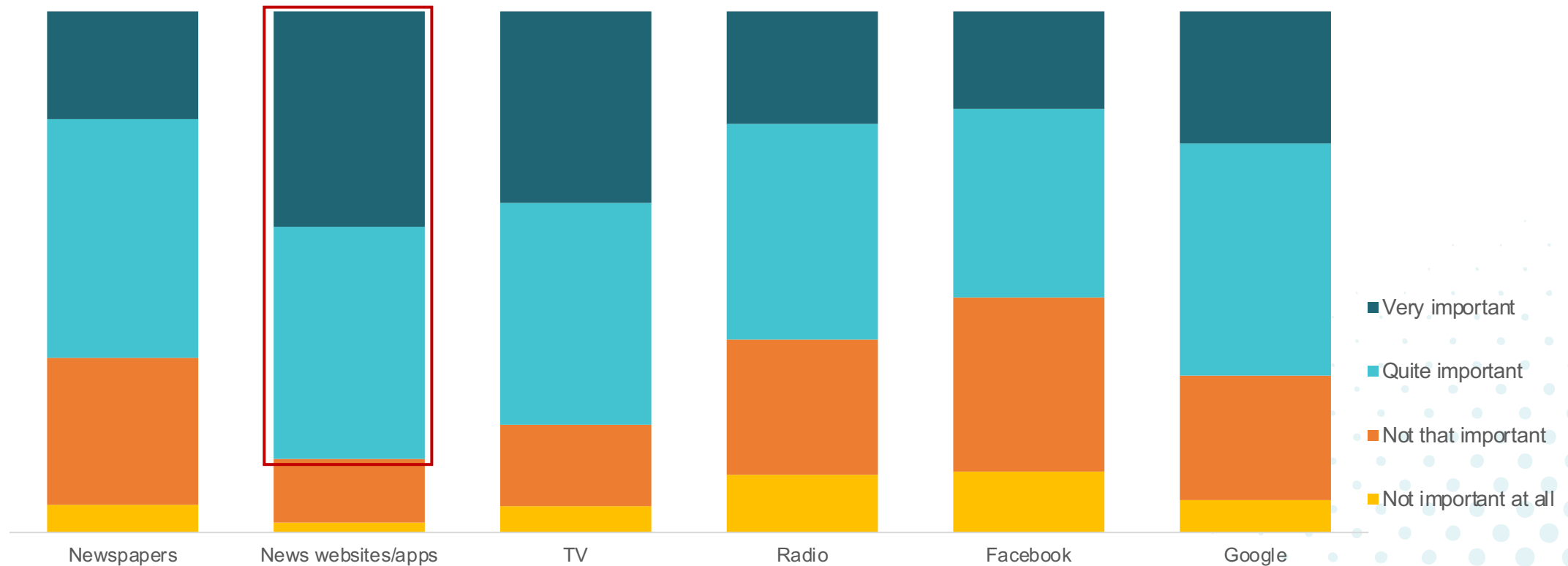


KEY METRICS



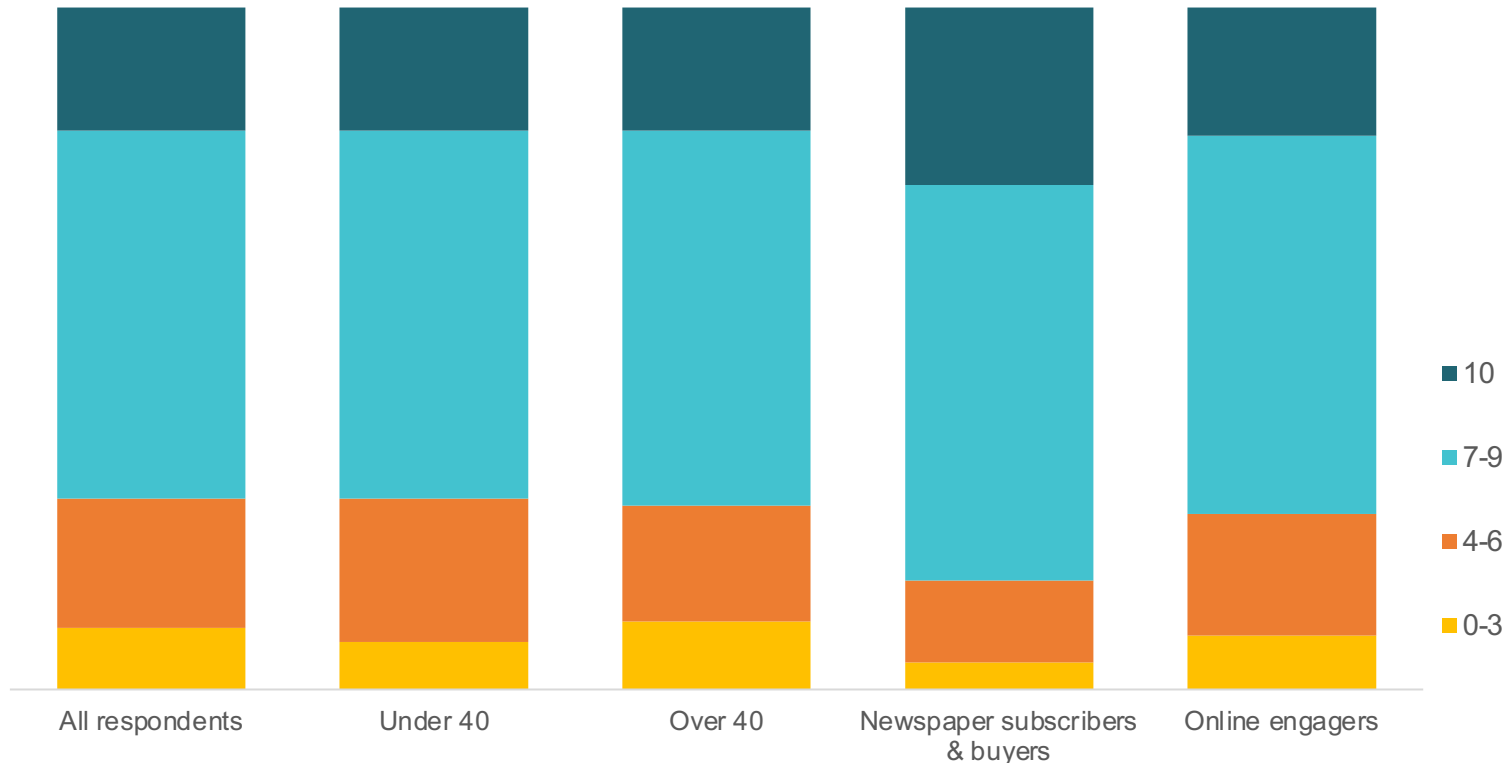
Importance of News Sources

Q. How important are each of these news sources to you?



News brands importance in the post COVID world

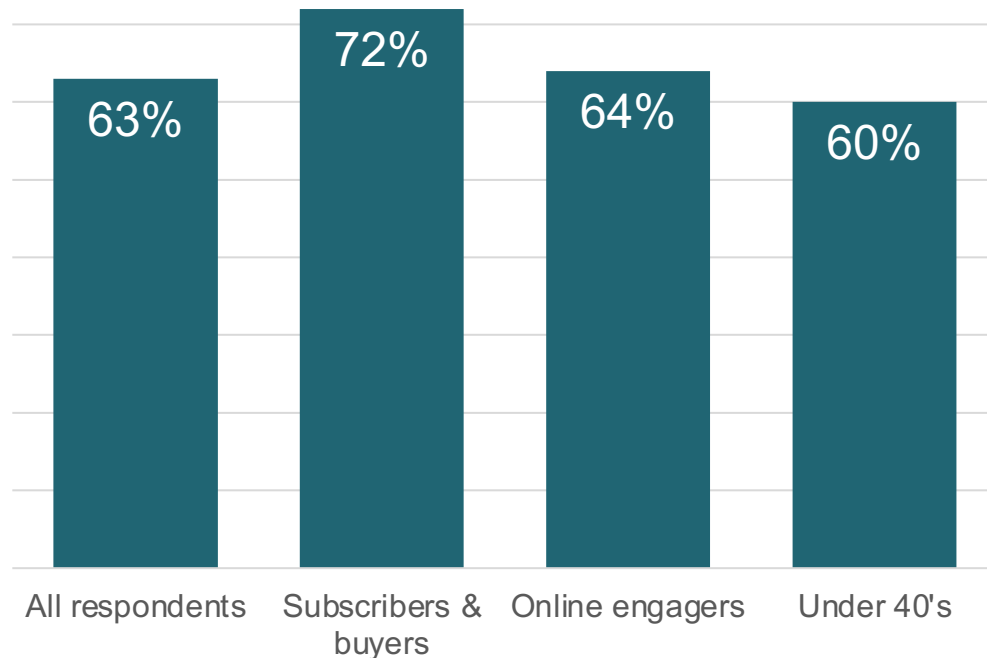
On a scale of 0-10 where 0 means “Not important at all” and 10 means “extremely important” how important are New Zealand newspapers and news media to you in the Post-COVID world?



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

Importance of Local News Brands

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



Local news that is unbiased and told in a Kiwi way has a big role to play here in NZ - MALE, 60-64, CANTERBURY

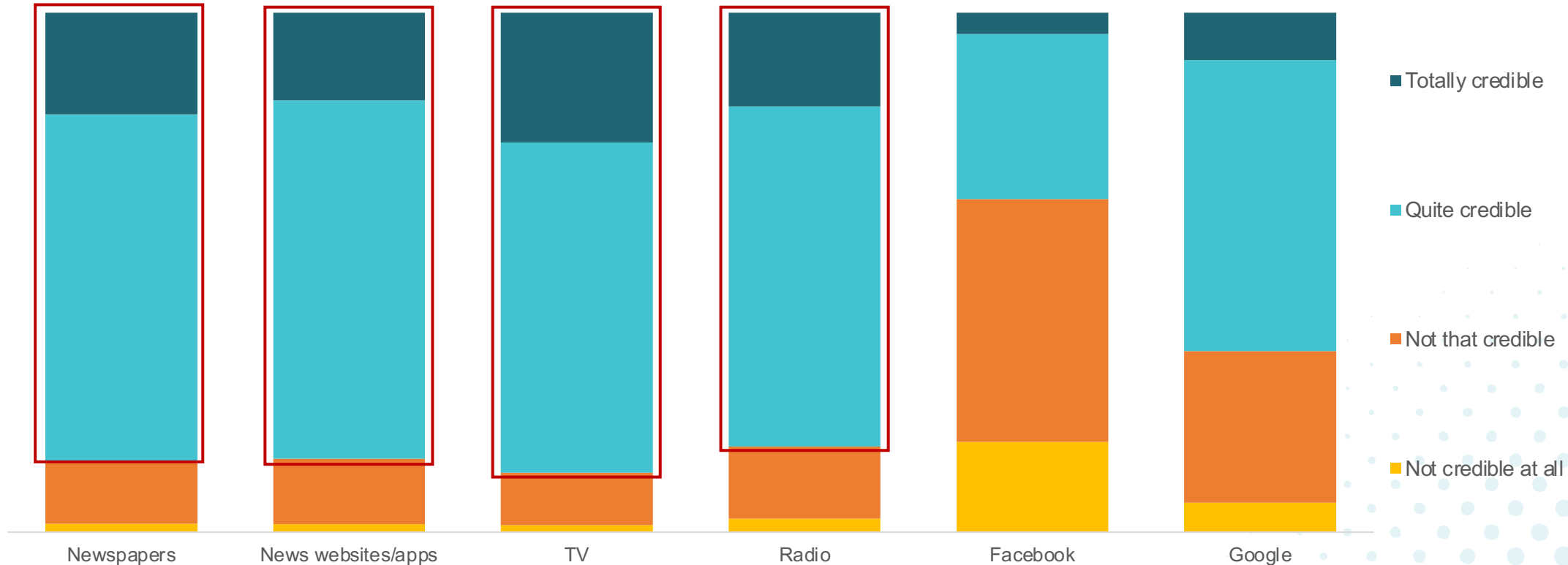
Lots of misinformation being spread through social media [more] than ever before - I rely on NZ news companies to provide me with the most up-to-date and accurate news across here and the world - FEMALE, 35-39, AUCKLAND

Important source of real info in a conspiracy-riddled world - MALE, 45-49, BAY OF PLENTY

As a Kiwi I am not socializing as I used to, so reading the local newspaper is a great way to know what has been and is happening in the area - FEMALE, 40-44, WAIKATO

Overall credibility and comparisons with other media

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



Qualities and associations reinforce core values

Q. Thinking about New Zealand newspapers and news media, which of the following qualities do you associate with them



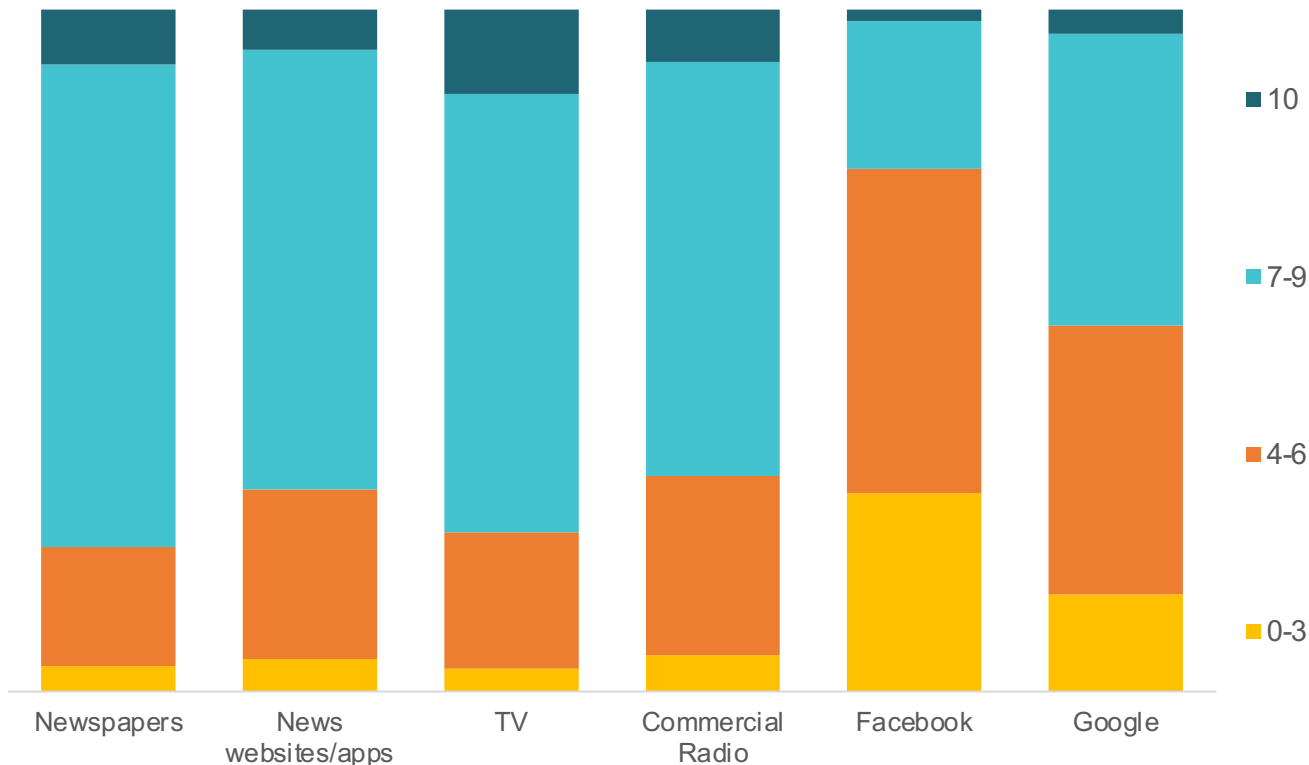
TOP 10

Informing	65%
Local	56%
Relevant	55%
Credible	43%
Community	41%
Needed	40%
Trusted	37%
Essential	36%
Educating	34%
Reliable	28%

TRUST

News Brands, TV, Radio enjoy 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



They are a trusted source of news, unlike online where anyone can write anything, you do not know what is true on social media - MALE, 55-59, NORTHLAND

Never paid much attention to them before and they have proven to be the most informative and trustworthy - MALE, 35-39, WELLINGTON



NEWS NEWBIES

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?

96% have engaged with one or more major news brand across all touchpoints

In addition:

- 40% Sunday newspaper
- 41% Regional newspaper
- 61% Community newspaper

Building New and Deeper Connections with News Brands



It is important for New Zealand to have its own source of news; our stories and culture are individual and unique to that of other countries which dominate much of international news - FEMALE, 30-34, BAY OF PLENTY

Information (true and false) is very easy to spread with social media, so it is a lot easier to trust local media - FEMALE, 25-29, AUCKLAND

Taking the Opportunity to Appreciate the Power of Print

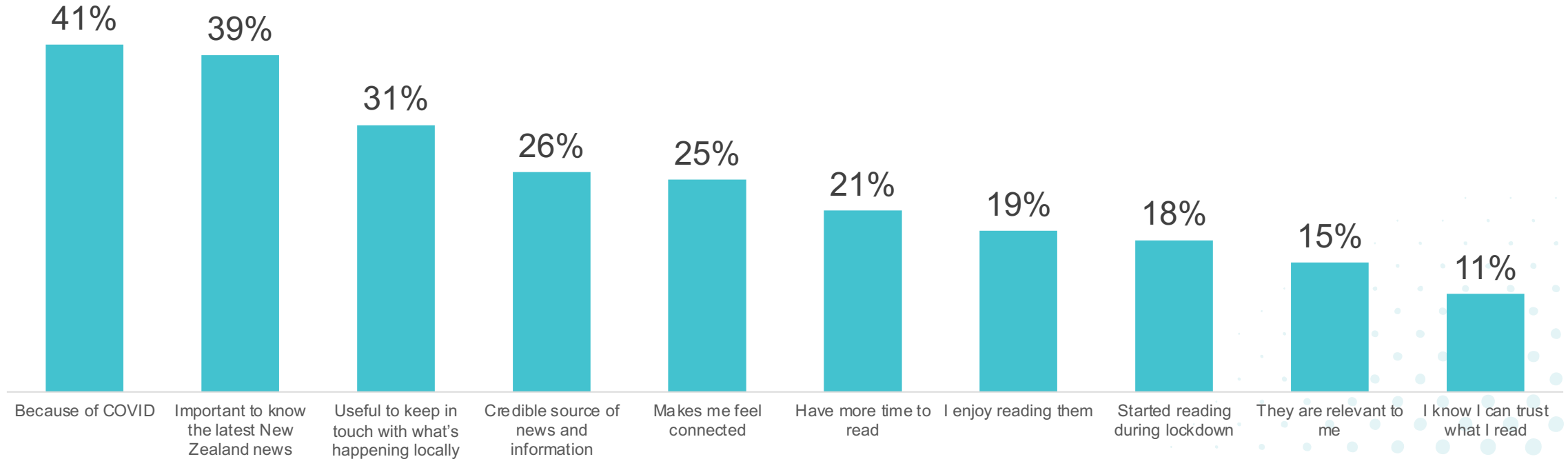


I had more time at home during lockdown so I spent more time properly reading the papers that were delivered to our house (and my mum started subscribing too) - FEMALE, 30-34, WELLINGTON

My Nana is a long-time subscriber to daily newspapers, so since moving in with her, I now read her copies, and often find something interesting in them to read - FEMALE, 25-29, MARLBOROUGH

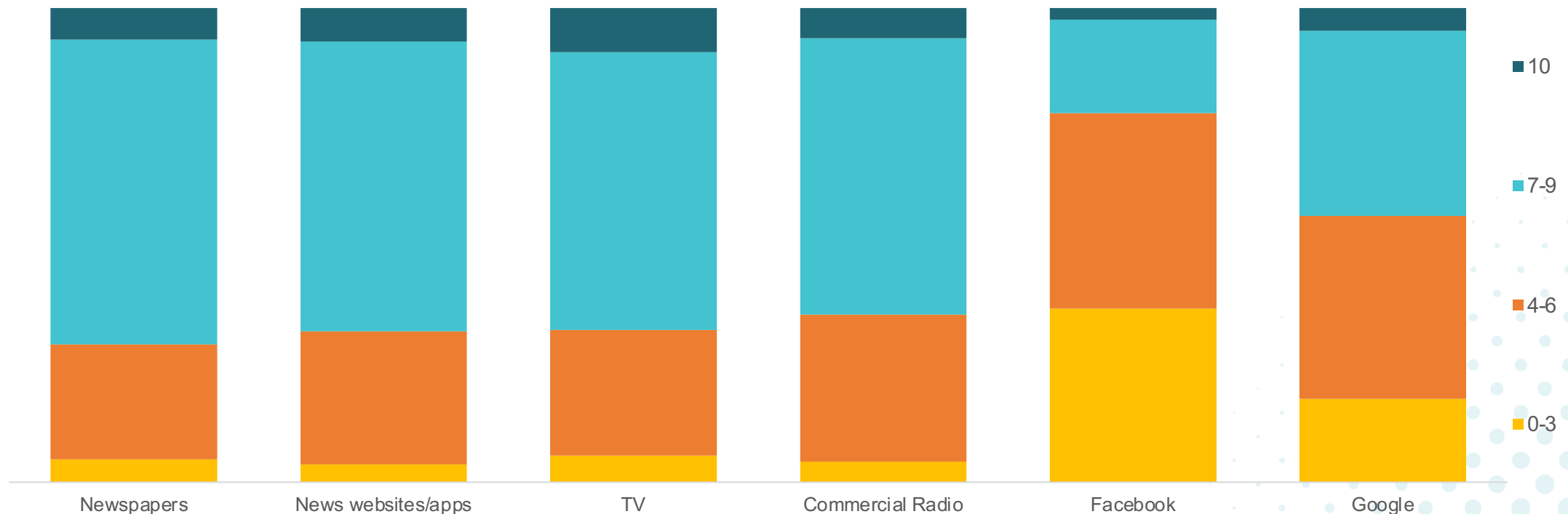
Reasons For Engaging

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



7/10 News Newbies have a high level of trust in NZ News Brands

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



Post-COVID News Engagement Study

72%

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

Reaffirming the **CREDIBILITY** of news & information from NZ newspapers & news media



NEWS NEWBIES and their new-found connection with NZ newspapers

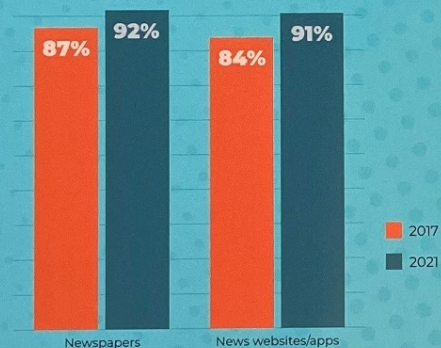
25%

of those who did not engage with print editions prior to COVID-19 do read them now (25-39 years)

67%

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

Heightened levels of **TRUST** in news and information from newspapers, news websites/apps



"The news media did a lot of work to explain complex but vital topics in a way that was easy to follow, and they often did it in short time frames and extraordinary conditions. The pandemic moved extremely quickly, but the news media kept up, with stories that mattered."

FEMALE, 25-29, WAIKATO

9/10 New Zealander's are reporting new or reset priorities

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%.



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