

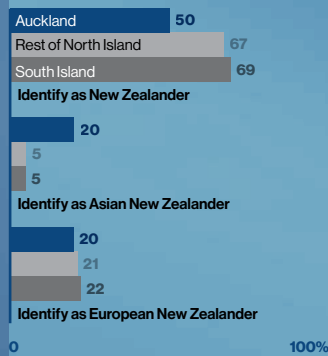
New Zealand's Identity, Culture and the Media

What's changed in 30 years? *

Auckland **

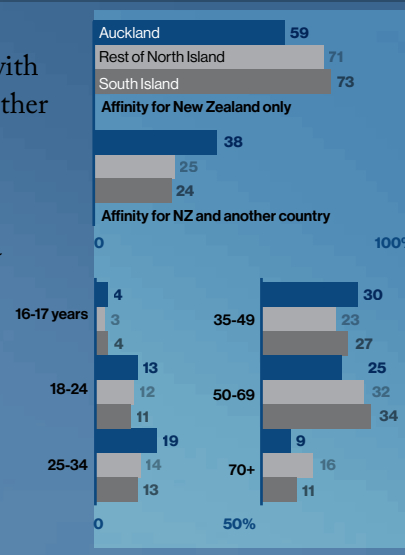
1. Aucklanders have a distinct media profile.

As a result of the fact that almost one-third of respondents living in Auckland stated they were born overseas, many respondents living in Auckland described their ethnicity as Asian and stated they liked to be called 'Asian New Zealanders'.



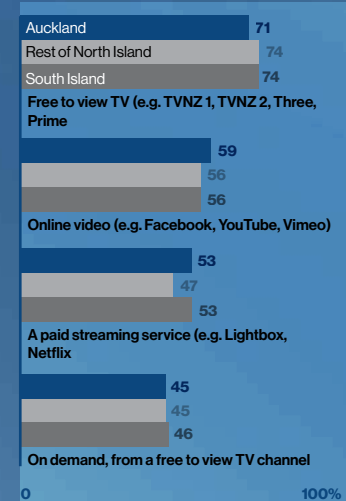
Many also stated they had an equal affinity with New Zealand and another country.

In general, they have a younger age profile.



2. Aucklanders' make significant use of streaming services and online videos.

While most Aucklanders make use of Free-to-view TV, over one-half also made use of streaming services, as well as online videos.



* This study is based on the results of an online survey completed between 22 and 30 August 2019, with a nationally representative sample of n=1,660 New Zealanders, 16 years and over. The development of the survey was informed by a qualitative stage of research and a literature review of the population-based, socio-economic, political, technological and media-related changes that have occurred in the last 30 years.

** The New Zealand population is approximately 4.8 million (2018). One in every three New Zealanders lives in Auckland (2018). The majority of new immigrants choose to live in the Auckland region and, therefore, 40% of Aucklanders have been born overseas (2013).

Auckland**

(continued)

3. Aucklanders who don't watch New Zealand-made TV/online content don't believe there are many programmes about their culture, for their age group, or in their language.

Compared with people living in other parts of the country, Aucklanders who don't watch New Zealand-made content were more likely to state that they are more interested in watching overseas programmes, and that New Zealand-made programmes don't appeal to them, possibly because:

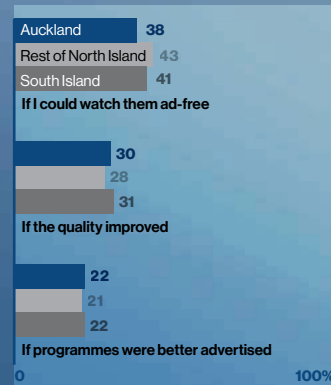
- there aren't many programmes about their culture.
- there aren't many programmes for their age group.
- there aren't many programmes in their language.



4. However, Aucklanders who don't watch New Zealand-made TV/online content are open to the idea of watching New Zealand-made TV/online content.

Aucklanders were as likely as people living in other regions of the country to state they would watch more New Zealand-made TV/online content. Only one-in-ten stated that none of a list of possible changes/initiatives would encourage them to do so.

These respondents were as likely as respondents living in other regions of the country to state they would watch more New Zealand-made TV/online content if it was ad free, the quality improved, and the programmes were better advertised.



In general, the programmes they stated they liked were dramas, comedies, and documentaries.

