

# Where are the Māori audiences?

Māori audience quantitative report

June 2024

verian 

Irirangi Te Motu  
NZ On Air



  
Te Māngai Pāho



# Method

## METHOD



Phone and online interviews were conducted with **704 Māori** (at least 15 years old), between **15 April 2024 - 10 May 2024**. This was to gather information on how Māori audiences in New Zealand consume media, which will help inform content and platform strategies to meet the diverse needs of Māori audiences.

This sample size has a maximum margin of error of  $\pm 3.7\%$ .

## WEIGHTING



Data is post-weighted to be representative of the Māori population aged 15+ on; age by gender, and region demographics.

## LIMITATIONS



Online interviewing allows for statistical robustness (by means of considerable sample size and post-weighting capability). However, this excludes Māori without online access and those not on online panels.

Phone interviews ensure we contact a broader reach of Māori including those who may have limited or no online access, or those with disabilities or literacy issues who would be less likely to take part in an online survey.

## REPORT



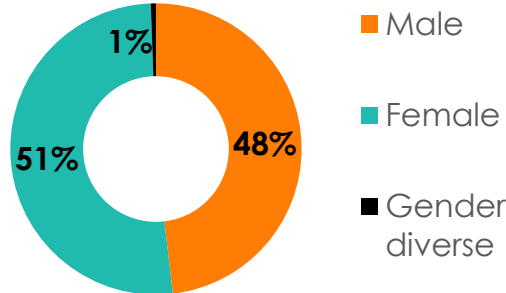
We have used statistical testing to determine whether any differences observed between subgroups are statistically significant, any of which are shown on charts by triangles.

$\Delta \nabla$  = subgroup significantly higher / lower than the rest of the sample

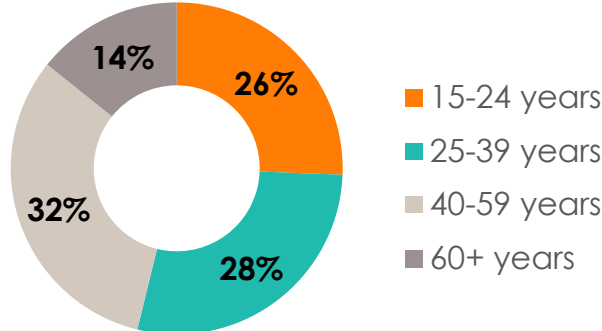
We have also used colour coding for the demographic analysis to show whether a subgroup result is significantly **higher** or **lower** than the rest of the sample.

# Respondent profile (weighted)

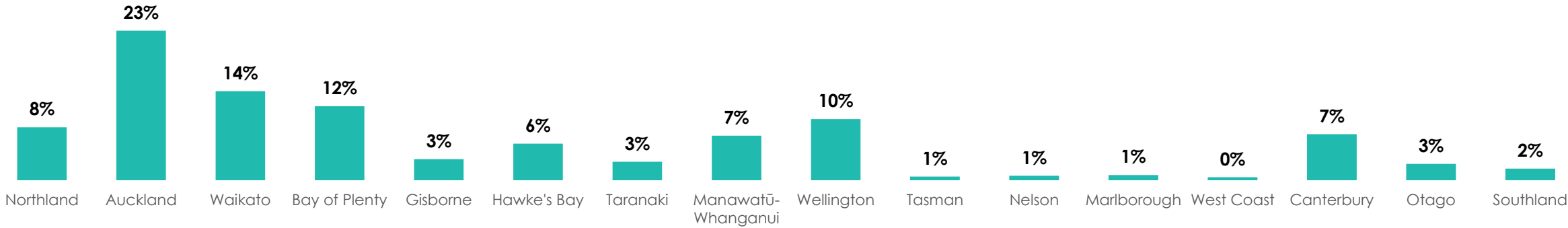
## Gender



## Age



## Region



\*Gender by age, and region are the variables weighted to be representative of the Māori population aged 15+. Base: Māori 15+ (n=704)

# Key findings

- Most Māori have access to the means of consuming content – a smartphone, smart TV and broadband
- Online video is the most prevalent activity, while gaming enjoys the largest share of time (albeit among a smaller group or Māori)
- Whakaata Māori On Demand/ Māori+ is used by one quarter of Māori, almost double among those with high reo fluency
- Word of mouth is critical for Māori to discover new content, with social media also playing a role
- While the main reason for watching TV is to relax or unwind, one in ten watch shows because they reflect Māori culture, twice as high for those with high reo fluency

- Māori are looking for TV shows with great humour, storylines, drama and well-known actors and characters
- For NZ made shows, they like seeing NZ faces and places, Kiwi humour, relatable NZ stories, Māori culture and history and NZ music
- The above are found even more appealing among those with high reo fluency
- Māori are most interested in NZ shows with simple conversations in te reo, especially among those with high reo fluency, who much prefer this over shows broadcast in full te reo
- NZ made shows are perceived to deliver content and storylines that reflect Māori culture better than international shows
- Whakaata Māori/ Māori+ does a better job than other channels/ sources of offering content for and about Māori, as well as NZ content

## Demographic insights:

15-24 year olds stand out as having unique media consumption habits and behaviours, which include being:

- Less likely to own or have access to a TV or radio, or watch TV
- More likely to stream music and game online
- Watch online video through TikTok, Instagram and Snapchat
- Less likely to use Facebook for socialising online and more likely to use Snapchat and TikTok
- Less likely to be influenced by TV advertising, and more likely to be influenced by 'hype' for the discovery of content

# Contents

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1. How do Māori audiences consume media?

2. How do Māori discover new content?

3. What content do Māori audiences prefer?

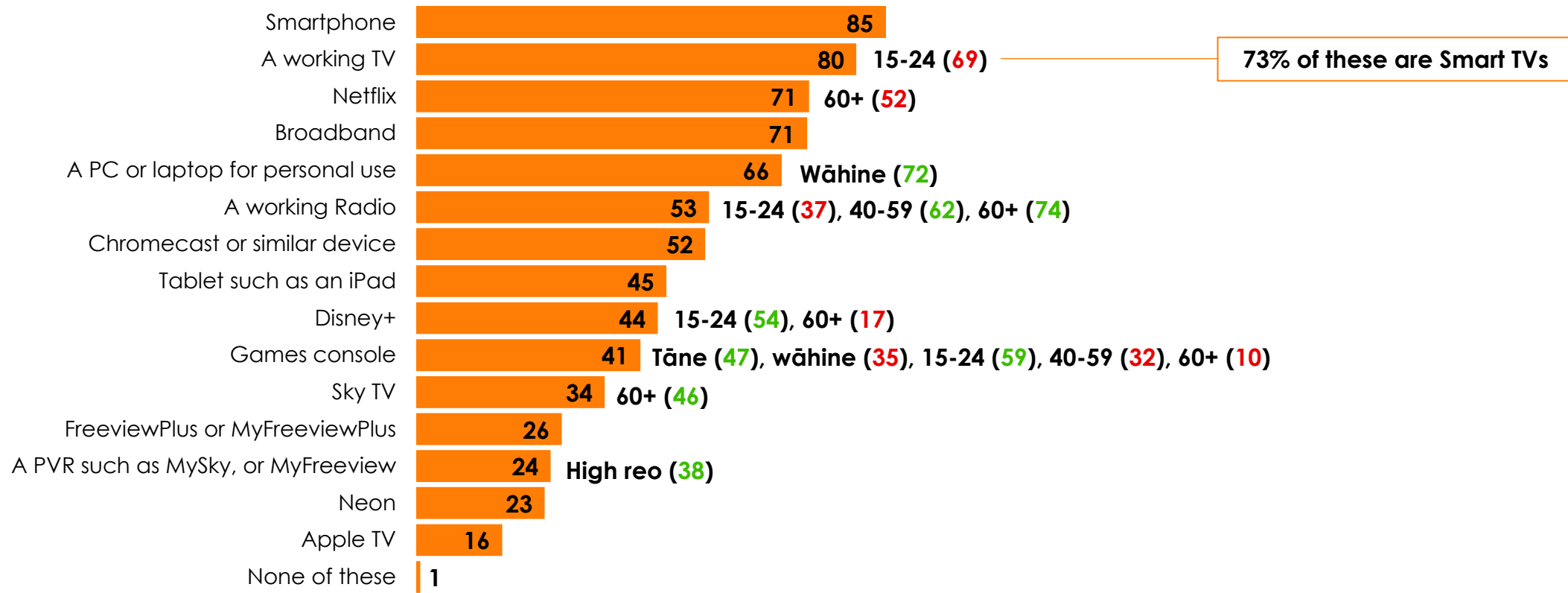
4. What do Māori think about local content?

# How do Māori audiences consume media?

The majority of Māori interviewed have access to a smartphone, smart TV and broadband. Netflix is by far the most popular streaming platform, less so for those aged 60+. Gaming consoles are more prevalent among 15-24 year olds.

Which of the following, if any, do you personally own or have daily access to?

%



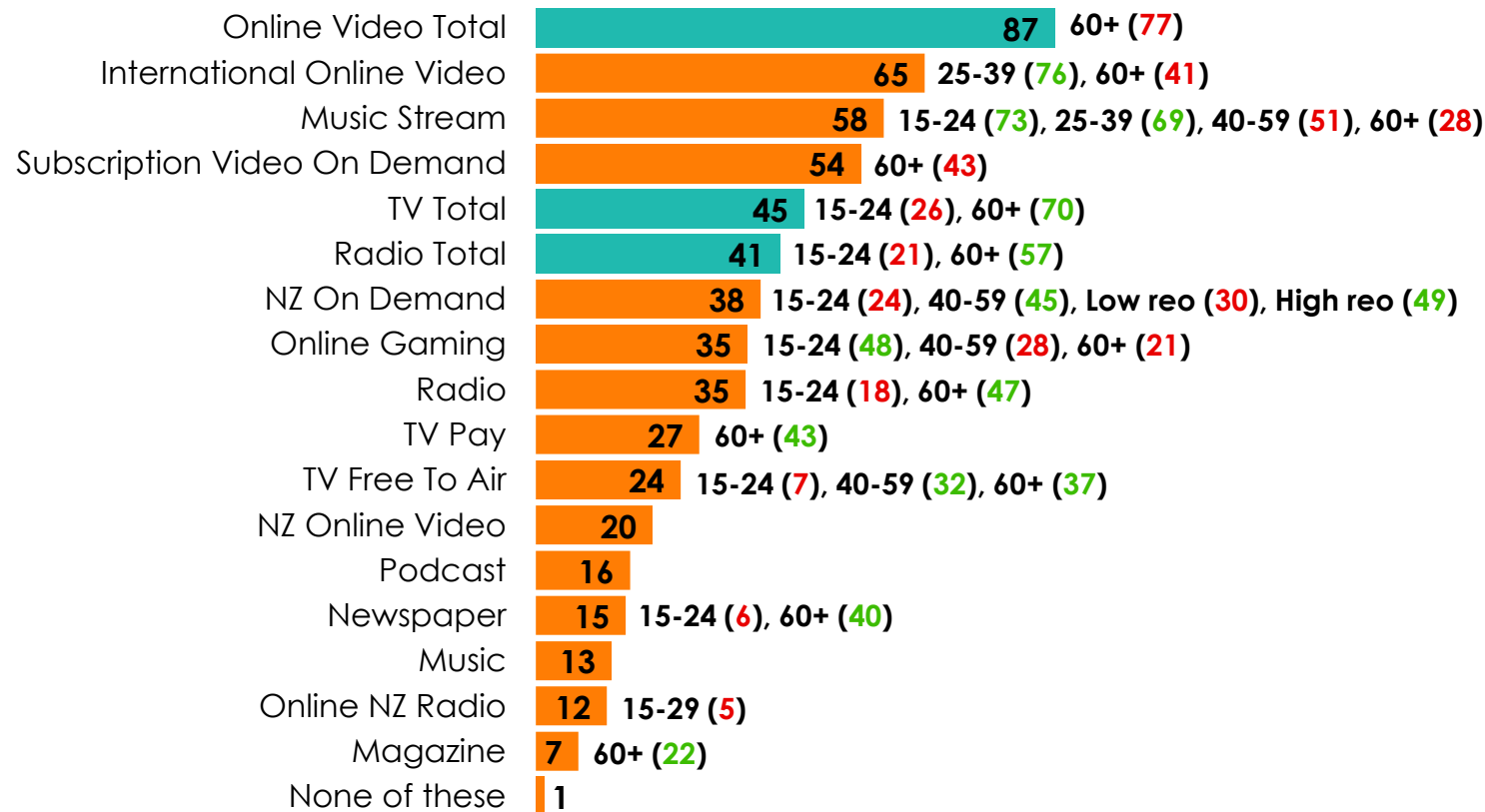
Source: Q19. Which of the following, if any, do you personally own or have daily access to?

Base: Māori (n=704)

Most Māori watch online videos. Older Māori are more likely to engage with traditional media – TV, radio, newspaper and magazines, whereas young Māori are more likely to stream music, or play/watch games online. Those with high reo fluency are more likely to watch NZ on demand (which includes Whakaata Māori On Demand/Māori+).

Which of the following activities did you do for 5 minutes or more yesterday?

%



Source: Q1. Which of the following activities did you do for 5 minutes or more yesterday?

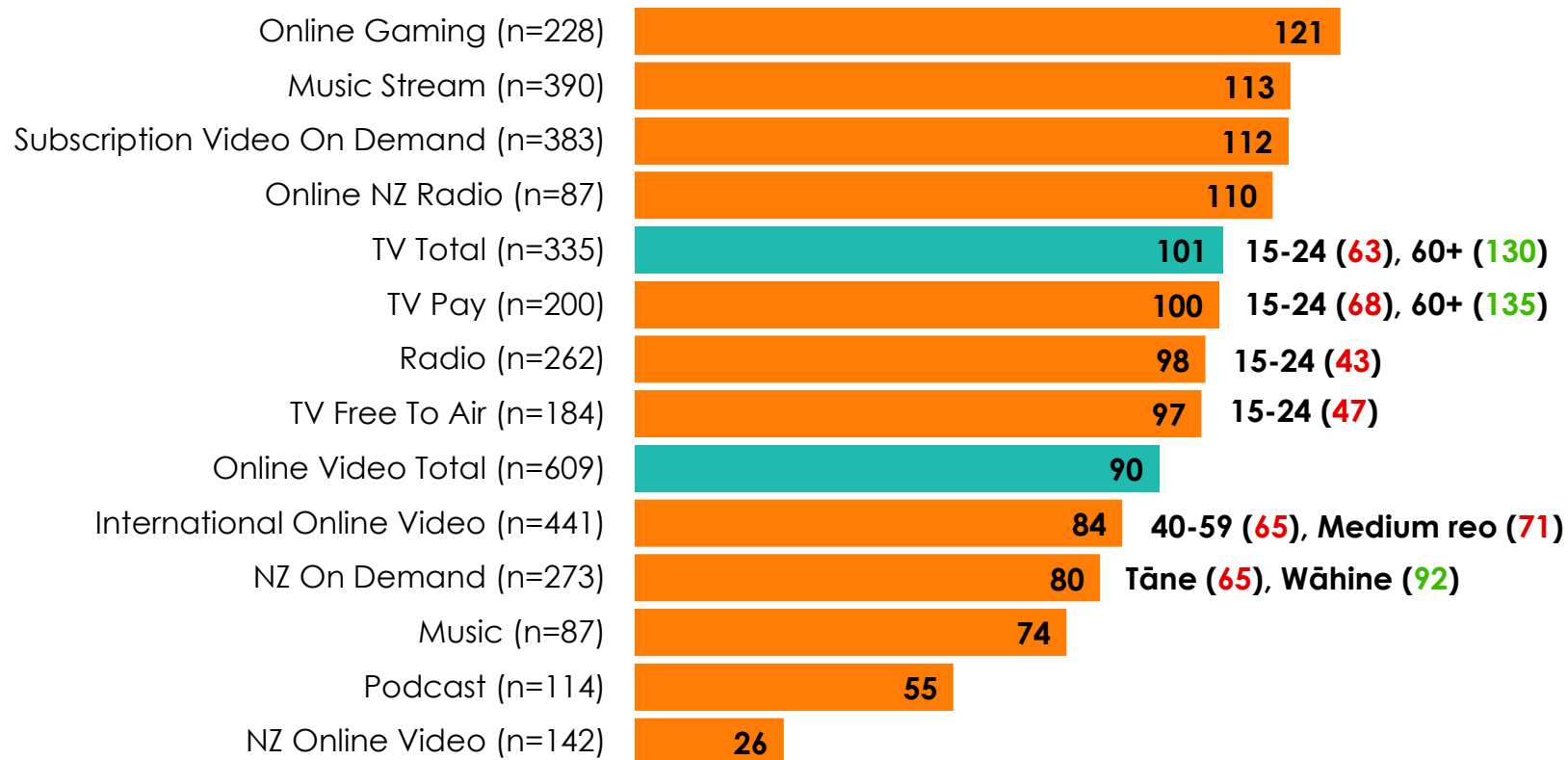
Base: Māori (n=704)



A third of Māori play/watch games online and spend on average two hours per day doing so. Young Māori spend less time engaging with TV or radio than those over 25. Those aged between 40-59 years old, or those with medium reo fluency spend less time than the rest of Māori watching online videos from international sites/apps.

**And for about how long in minutes yesterday did you (insert activity)?**

Average time spent in minutes



Source: Q2a. And for about how long in minutes yesterday did you (insert activity)?

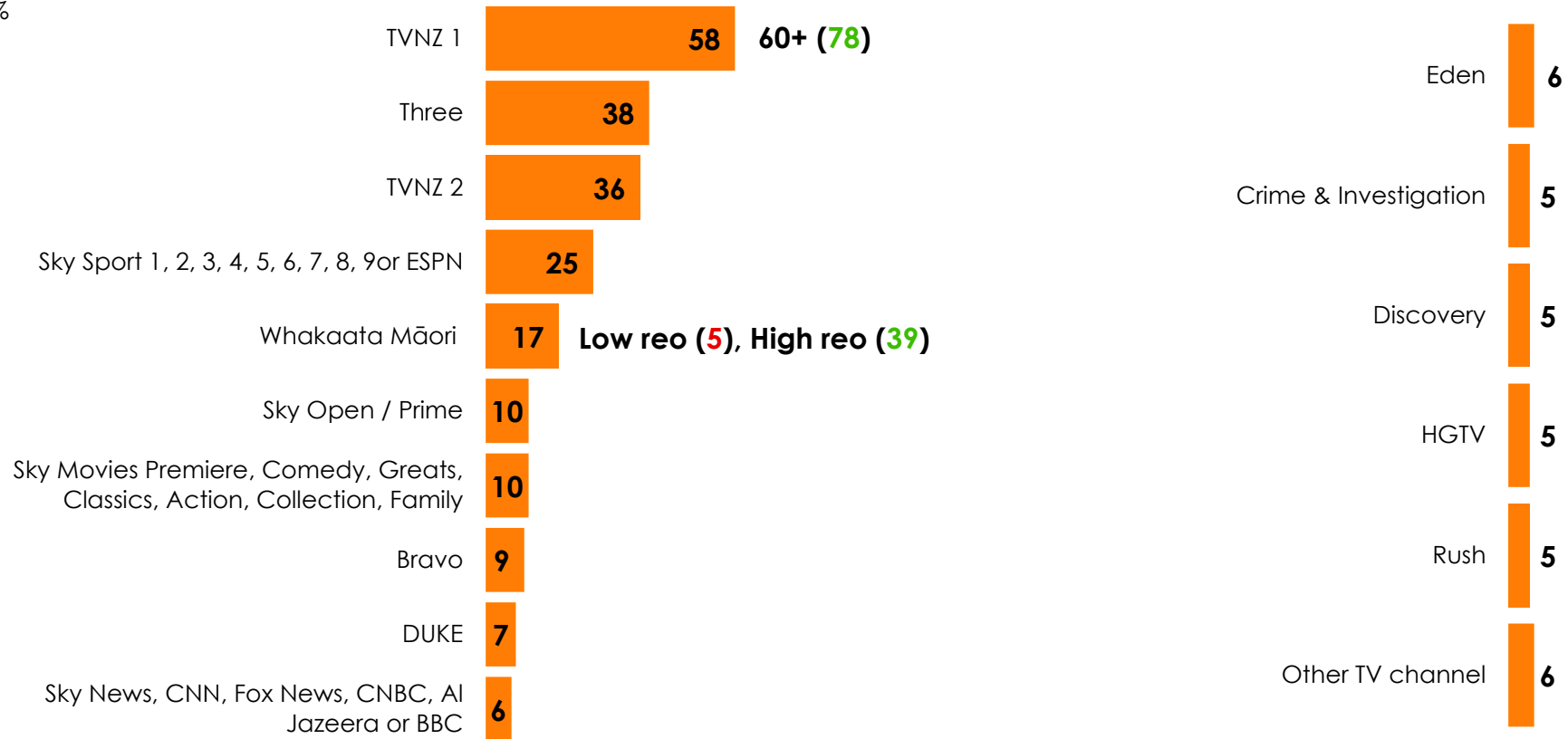
Base: In table

Three in five Māori who watch live or recorded TV watch TVNZ 1. This is followed by Three and TVNZ 2. Nearly one in five watch Whakaata Māori (17%), but this figure doubles for those with high reo fluency (39%).

**Thinking about yesterday overall which TV channels did you watch?**

Showing TV channels 5% or above

%



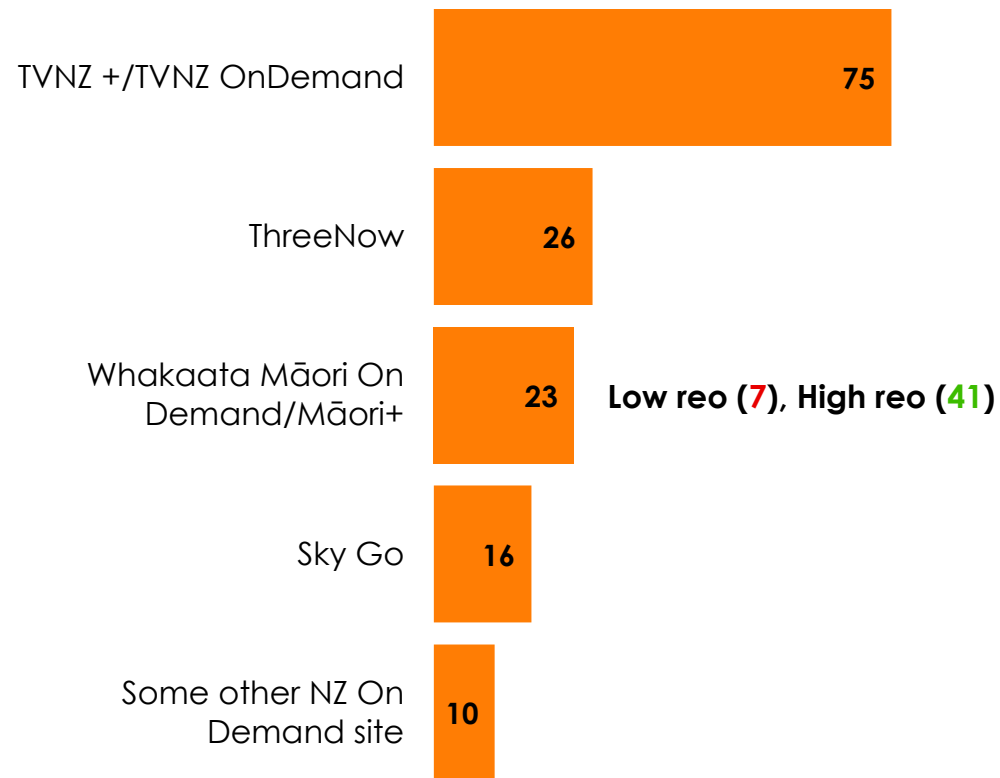
Source: Q3. Thinking about yesterday overall which TV channels did you watch?

Base: Māori who watched live or recorded TV (n=335)

Three quarters of Māori who watch videos on NZ streaming services use TVNZ +/TVNZ OnDemand, while around one quarter use 3 NOW or Whakaata Māori TV OnDemand/Māori+. Māori with high reo fluency are more likely to use Whakaata Māori TV OnDemand/Māori+.

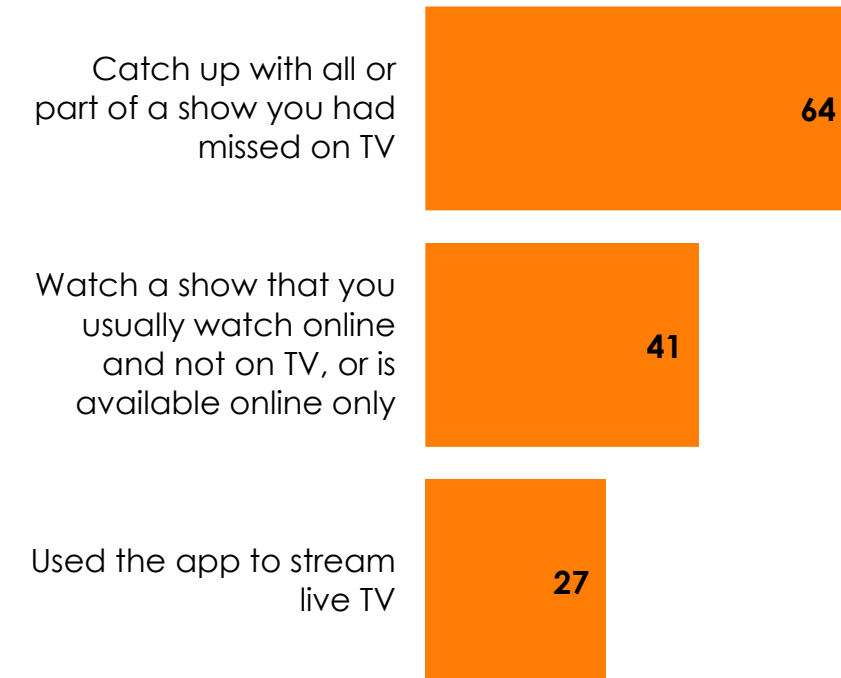
Thinking about yesterday overall which of the following websites or apps did you use?

%



Thinking about when you used TVNZ +/TVNZ OnDemand, 3NOW, Whakaata Māori TV On Demand/Māori+ or Sky Go yesterday did you use it to do any of the following?

%

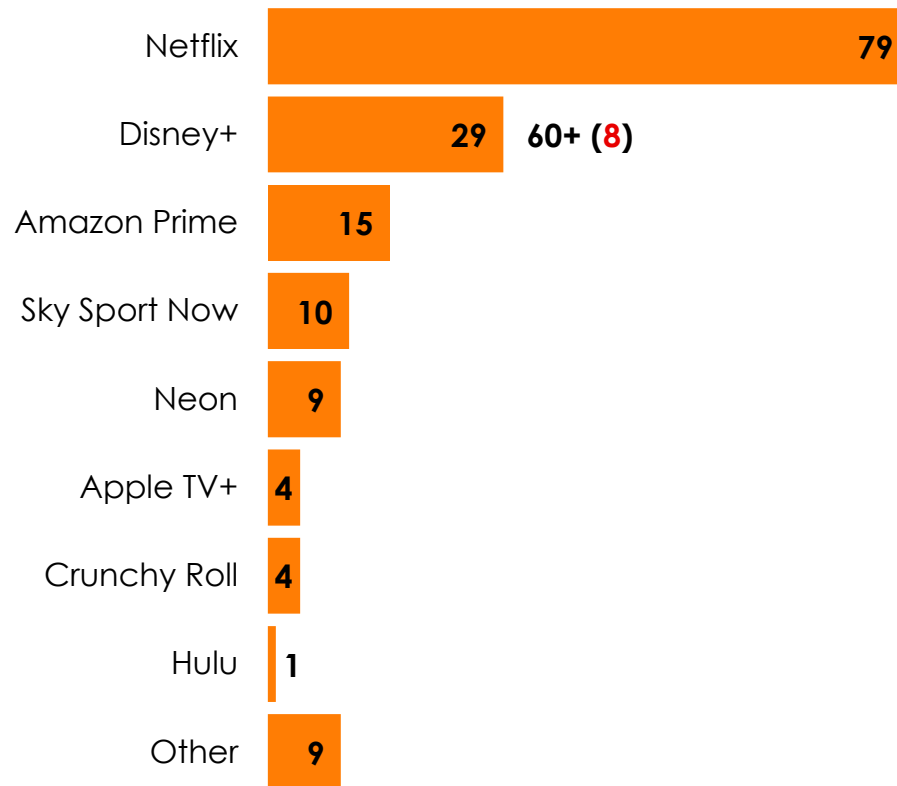


Source: Q4a. Thinking about yesterday overall which of the following websites or apps did you use?; Q8. Thinking about when you used TVNZ +/TVNZ OnDemand, ThreeNow, Whakaata Māori On Demand/Māori+ or Sky Go yesterday did you use it to do any of the following? Base: Māori who watched all or part of a TV show or other video content on TVNZ +/TVNZ OnDemand, ThreeNow, Whakaata Māori On Demand/Māori+ or Sky Go (n=274); Māori who used TVNZ +/TVNZ OnDemand, ThreeNow, Whakaata Māori On Demand/Māori+ or Sky Go (n=261)

Four in five Māori who watch videos on a website/service use Netflix to do so. The next most popular streaming service is Disney+, though this is less likely to be the case for Māori aged 60 and over.

Thinking about yesterday overall which of the following websites/services did you use to watch TV shows or movies?

%



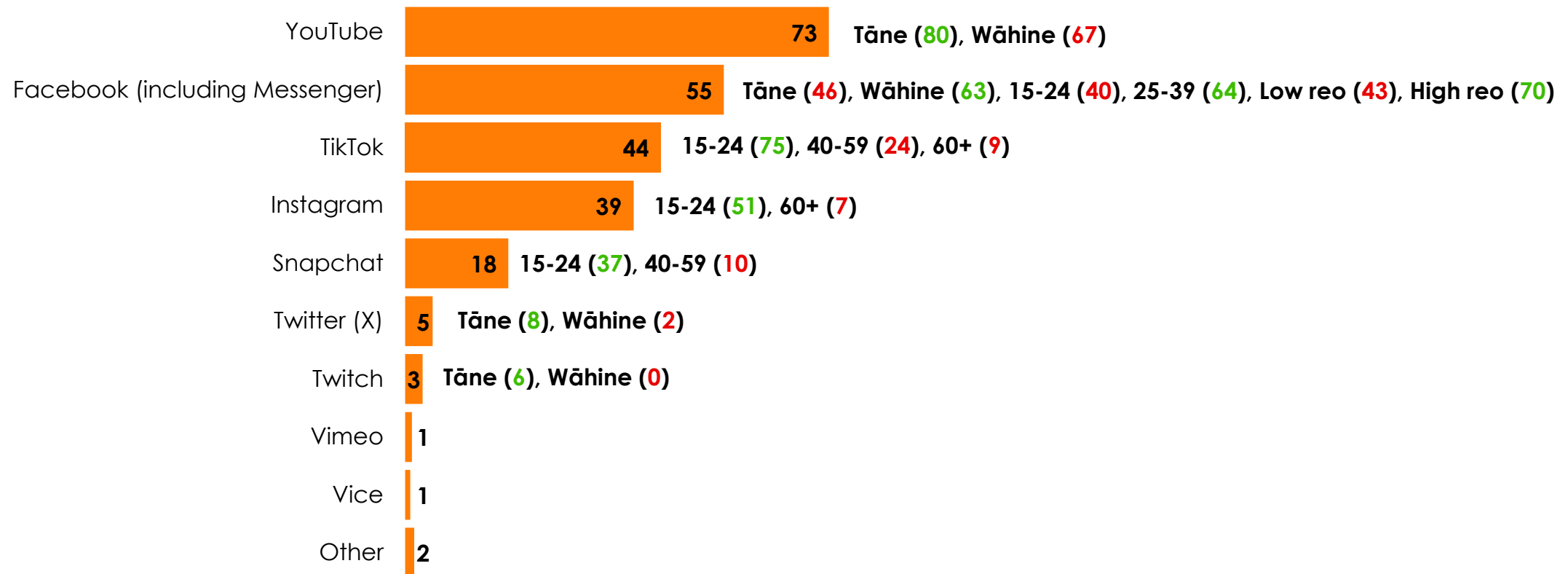
Source: Q4b. Thinking about yesterday overall which of the following websites/services did you use to watch TV shows or movies?

Base: Māori who watched a TV show or other video content on a website/service (n=383)

Māori who watch videos online using an international site or app mostly use YouTube to do so, followed by Facebook. Facebook is more popular amongst Wāhine, 25-39 year olds and those with high reo fluency. Young Māori are more likely to use TikTok, Instagram and Snapchat.

Thinking about yesterday overall, which of the following international websites/apps did you use to watch video?

%



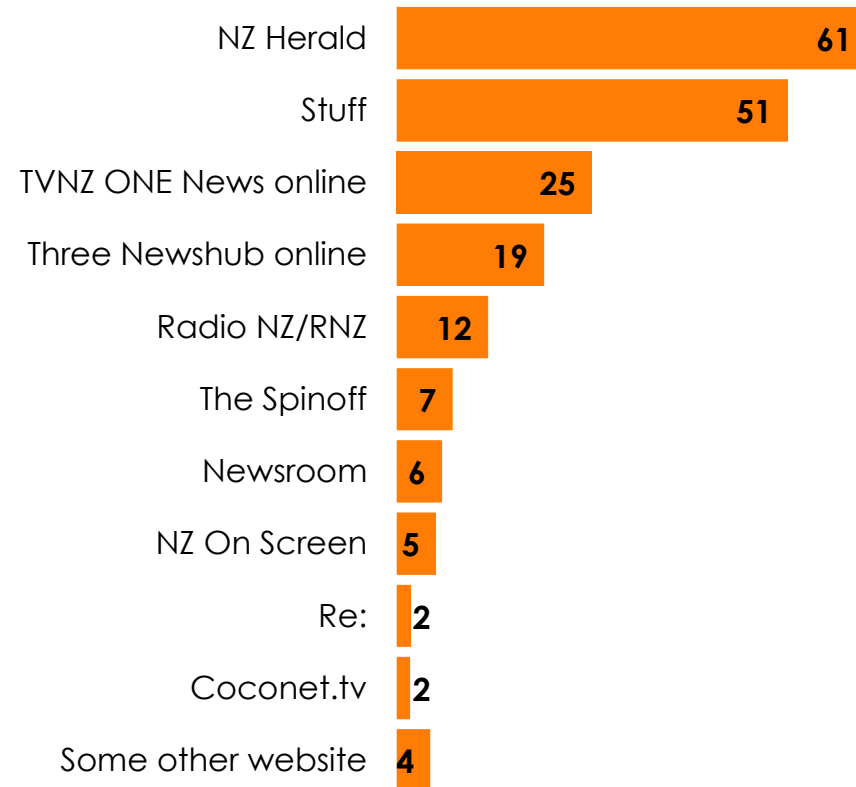
Source: Q4c. Thinking about yesterday overall, which of the following international websites/apps did you use to watch video?

Base: Māori who watched a video online using an international site/app (n=441)

# Of those who use NZ sites to watch videos online, six in ten use NZ Herald, followed by Stuff.

Thinking about yesterday overall, which of the following New Zealand sites did you use to watch video online?

%



Source: Q4d. Thinking about yesterday overall, which of the following New Zealand sites did you use to watch video online?

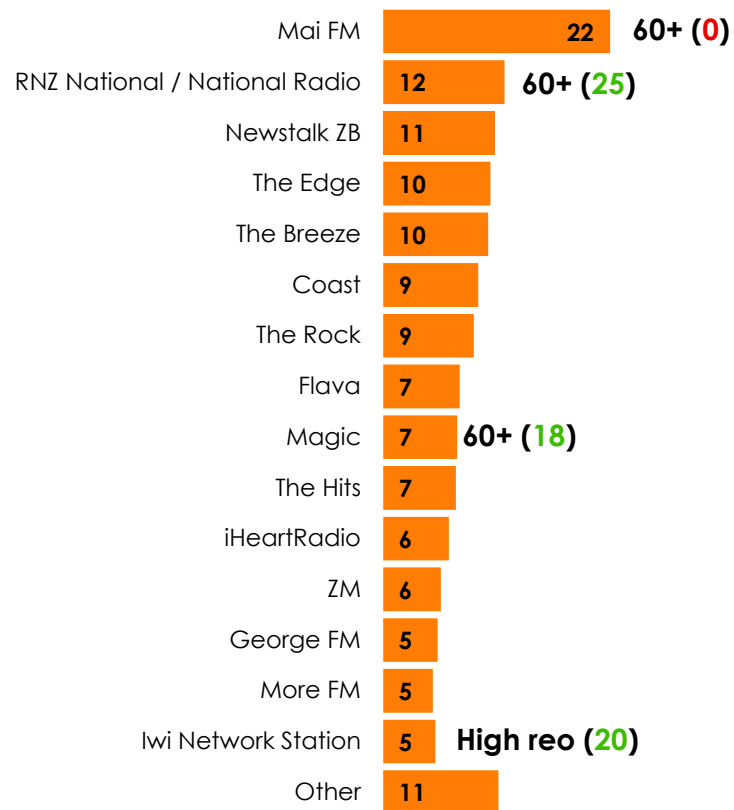
Base: Māori who watched a video online using a NZ site (n=142)

Mai FM is the most popular radio station among Māori, with one in five tuning into it. Those aged over 60 do not listen to Mai FM, instead they are more likely to listen to RNZ National/National Radio and Magic. Those with high reo fluency are four times more likely than the average to listen to iwi network stations, with mentions of stations from all over Aotearoa New Zealand.

**Thinking about yesterday overall what New Zealand radio stations did you listen to either on radio or online?**

Showing TV channels 5% or above

%



**Iwi network stations mentioned:**

- Tūwharetoa FM
- MFM te reo o Maniapoto
- Moana Radio
- Tainui Live
- Tahu FM
- Te Ūpoko o te Ika
- Korimako FM

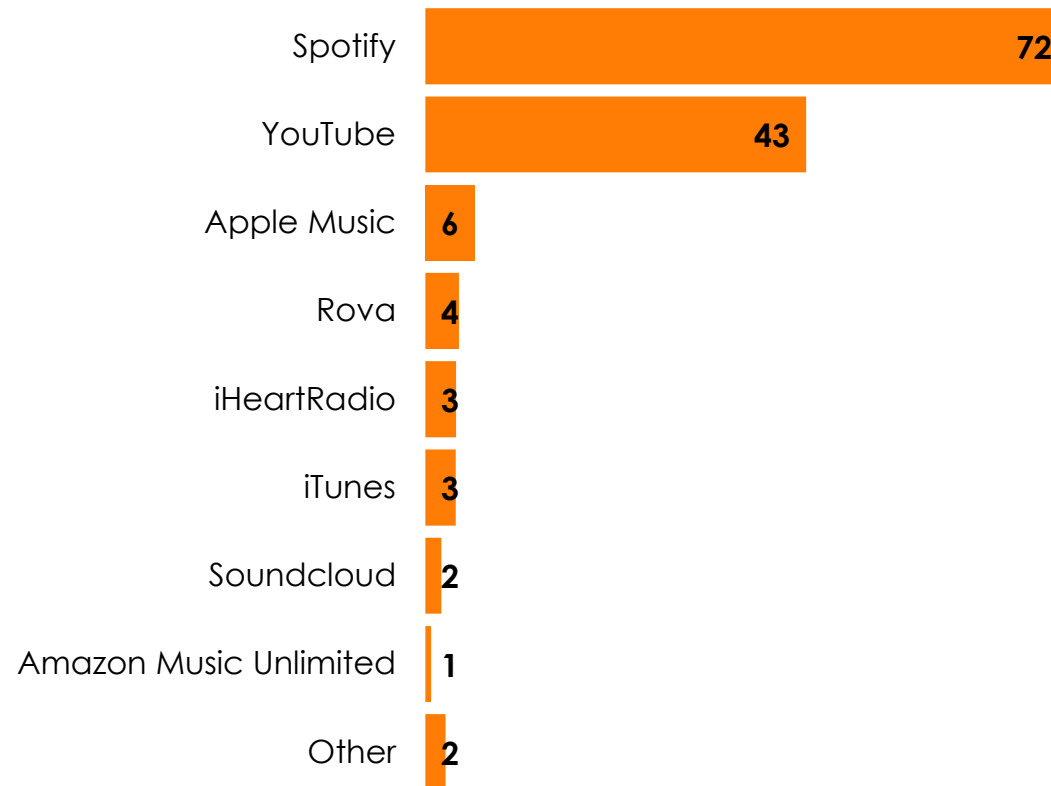
Source: Q5a. Thinking about yesterday overall what New Zealand radio stations did you listen to either on radio or online?

Base: Māori who listened to NZ radio stations, including online (n=303)

# Most Māori who stream music use Spotify to do so, with YouTube the next most common.

Thinking about yesterday overall, which of the following did you use to listen to music online?

%



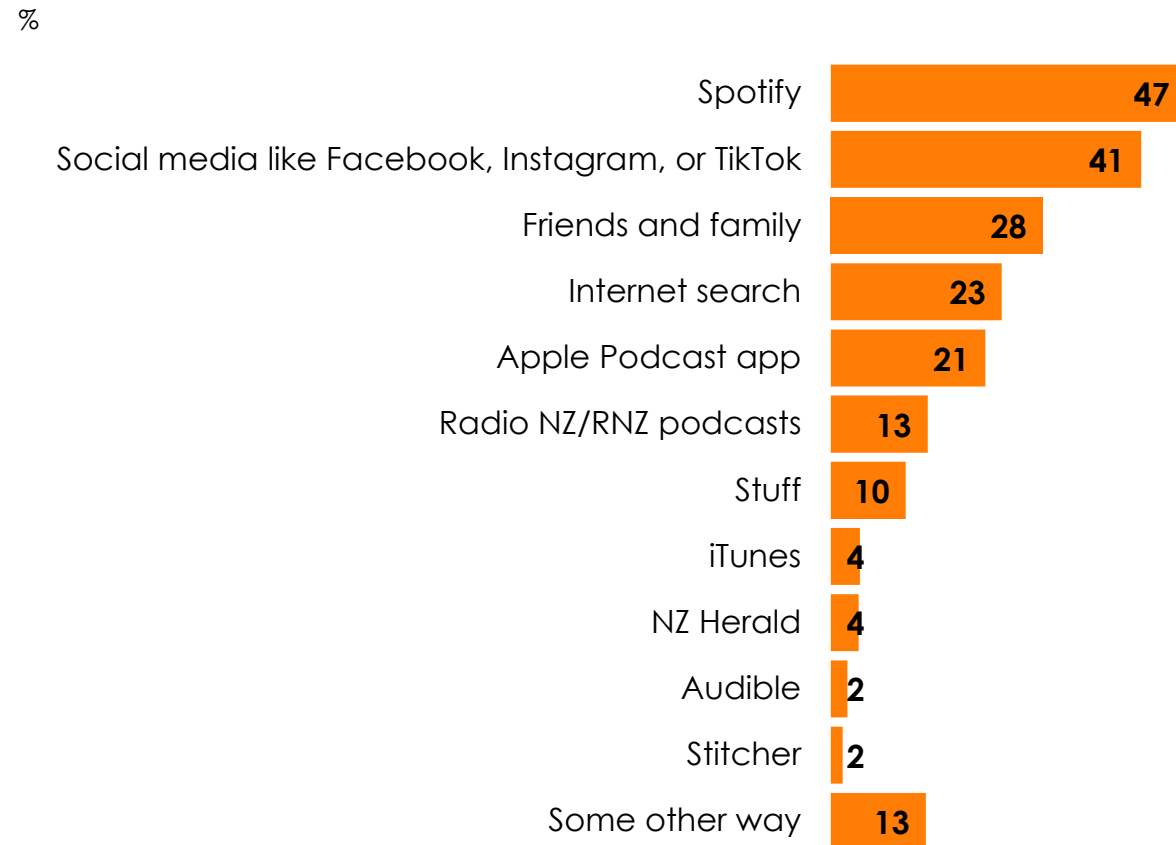
Source: Q5b. Thinking about yesterday overall, which of the following did you use to listen to music online?

Base: Māori who streamed music (n=390)



The most common ways for people to find new podcasts are through Spotify or social media. This is followed by word of mouth from friends and family and Internet searching.

**In which of the following ways do you find new podcasts?**



**Other ways people find podcasts:**

- YouTube
- Google Podcast App
- Other news websites - Newsroom & RNZ
- The Guardian

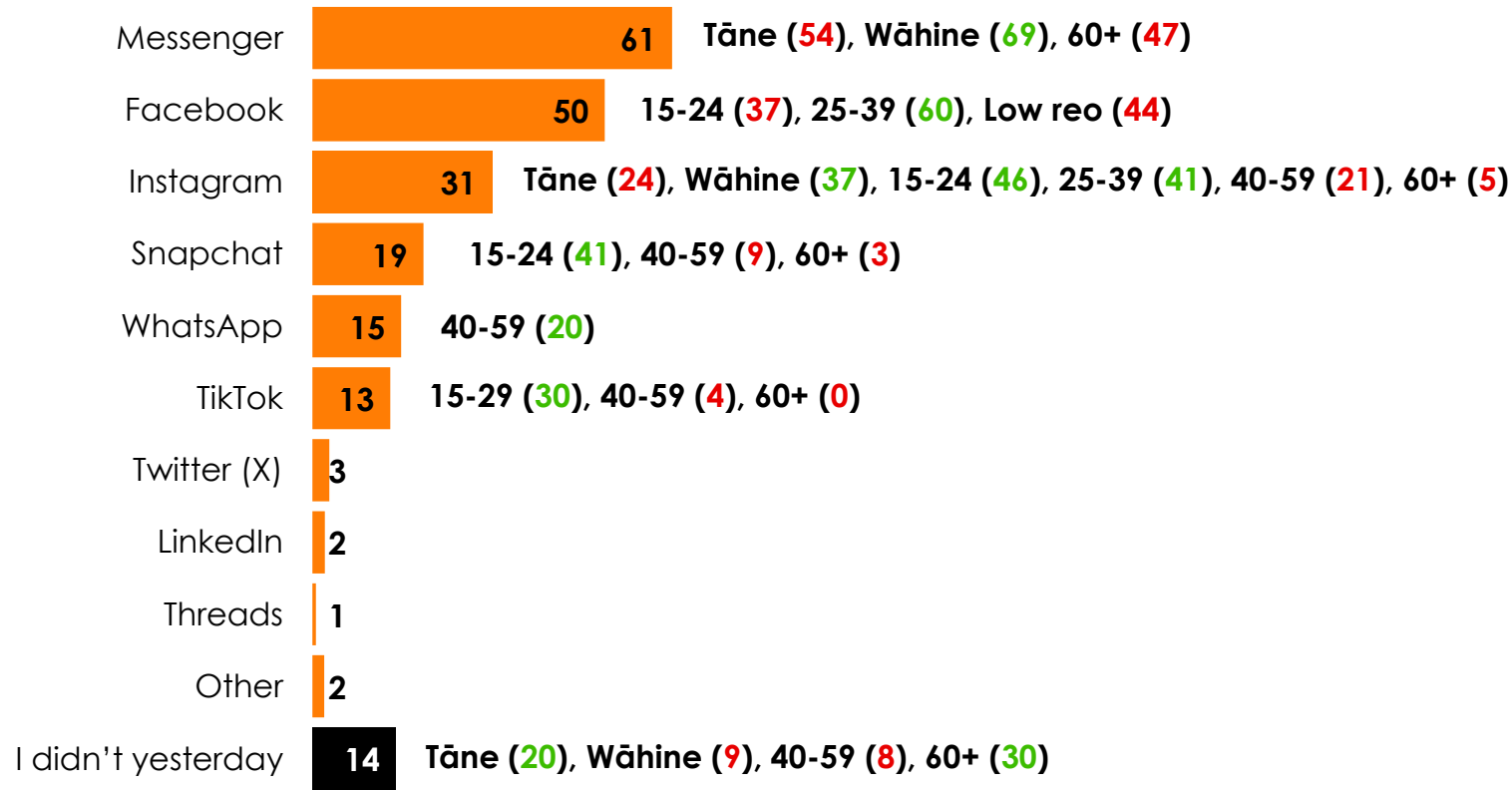
Source: Q6. In which of the following ways do you find new podcasts?

Base: Māori who listened to a podcast (n=114)

Wāhine are more likely to use Messenger and Instagram to socialise online, while young Māori are more likely to use Instagram, Snapchat and TikTok. Māori aged over 60 and Tāne are less likely to engage with friends or whānau on social media.

Which social media sites did you use yesterday to engage with friends or family?

%



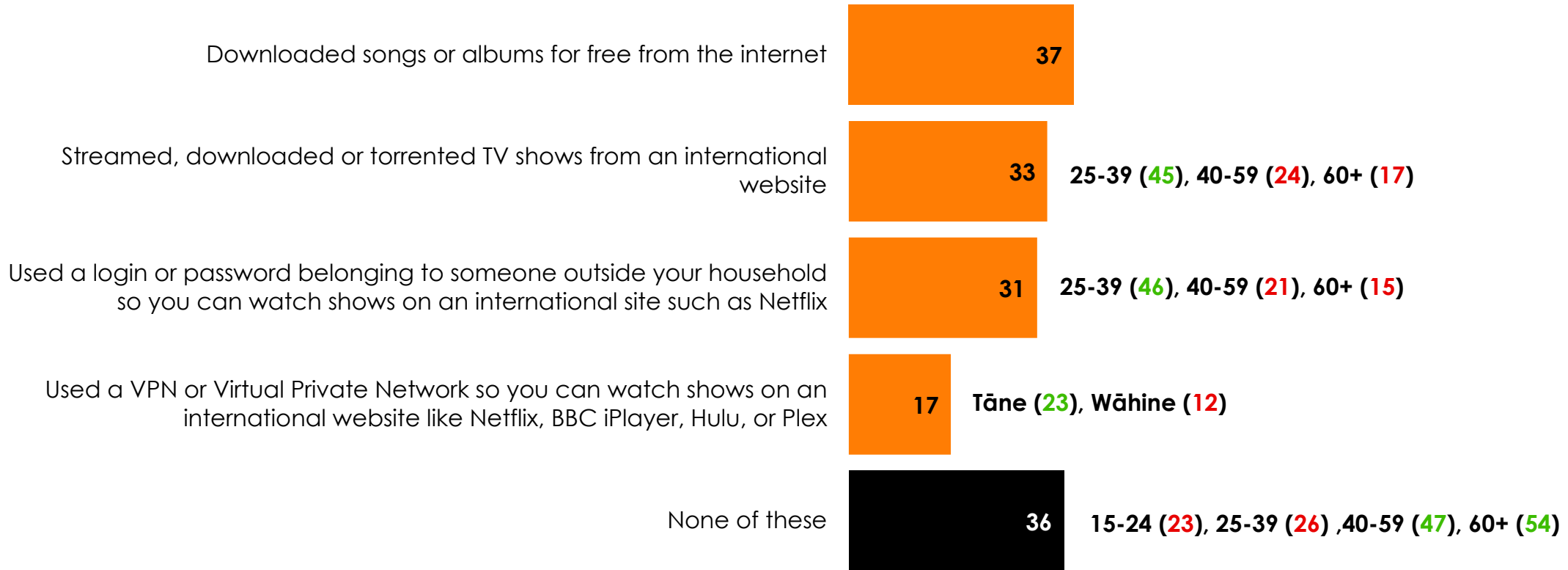
Source: Q7. Which social media sites did you use yesterday to engage with friends or family?

Base: Māori (n=703)

Around one third have downloaded songs from the internet for free, streamed/downloaded/torrented TV shows from a website or shared an account that belonged to someone outside of their household to watch shows on an international site. Tāne are more likely to use VPNs, while older Māori are less likely to have engaged in the online behaviours below.

Which of the following have you ever done?

%



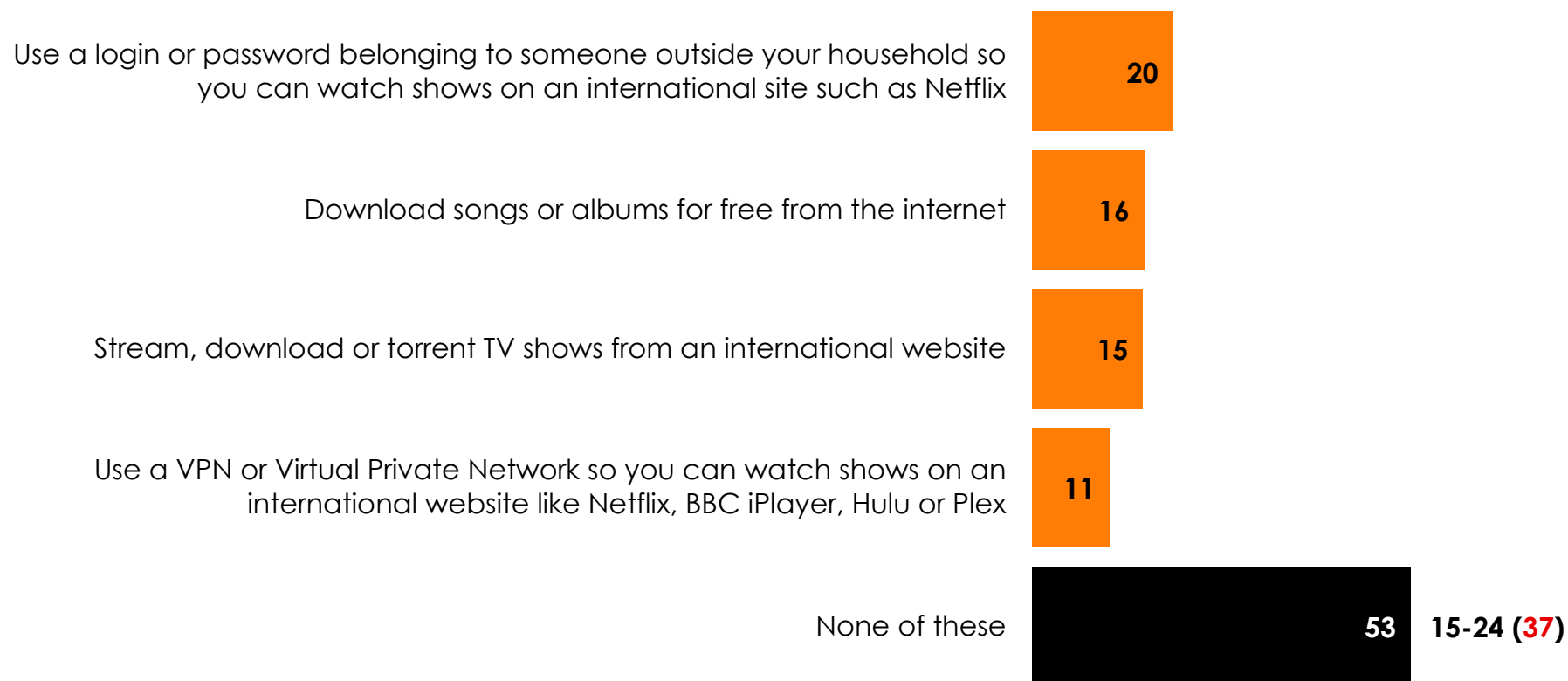
Source: Q9. Which of the following have you ever done?

Base: Māori (n=527)

Of those who have engaged in the below behaviours, one in five share an account from someone outside of their household to watch international shows on a weekly basis. Fewer download songs for free or stream/torrent shows from international websites weekly. Half report not doing any of these weekly, with this more likely to be the case for those 25 and over.

**And which of the following do you do at least weekly?**

%



Source: Q10. And which of the following do you do at least weekly?

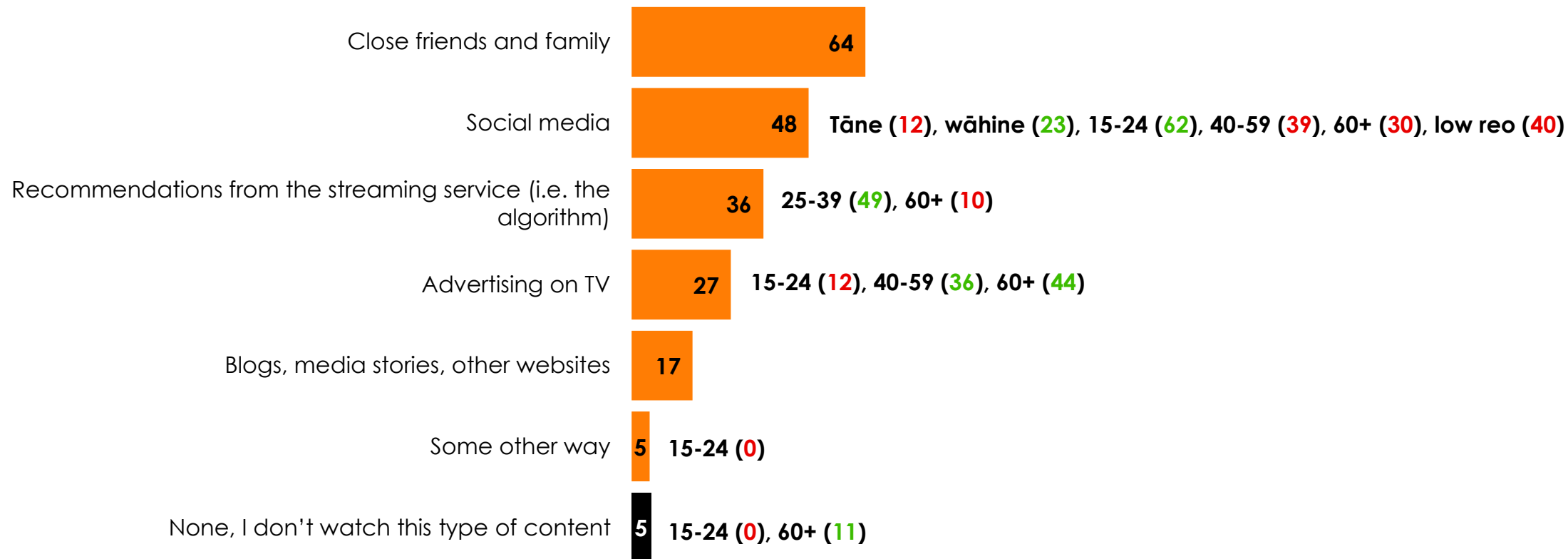
Base: Māori who accessed media by illegitimate means (n=315)

# How do Māori discover new content?

Māori are most likely to discover new content through friends and whānau, followed by social media (although this is more likely to be the case for Wāhine and 15-24 year olds). Those aged 40+ are more likely to be influenced by TV advertising.

Thinking about shows that can be watched on streaming services like Netflix or Disney+, or on TV channels such as Whakaata Māori, TVNZ 1 and 2, Three or Sky, in which of the following ways do you usually find out about new things to watch?

%



Source: Q11. Thinking about shows that can be watched on streaming services like Netflix or Disney+, or on TV channels such as Whakaata Māori, TVNZ 1 and 2, Three or Sky, in which of the following ways do you usually find out about new things to watch?

Base: Māori (n=527)

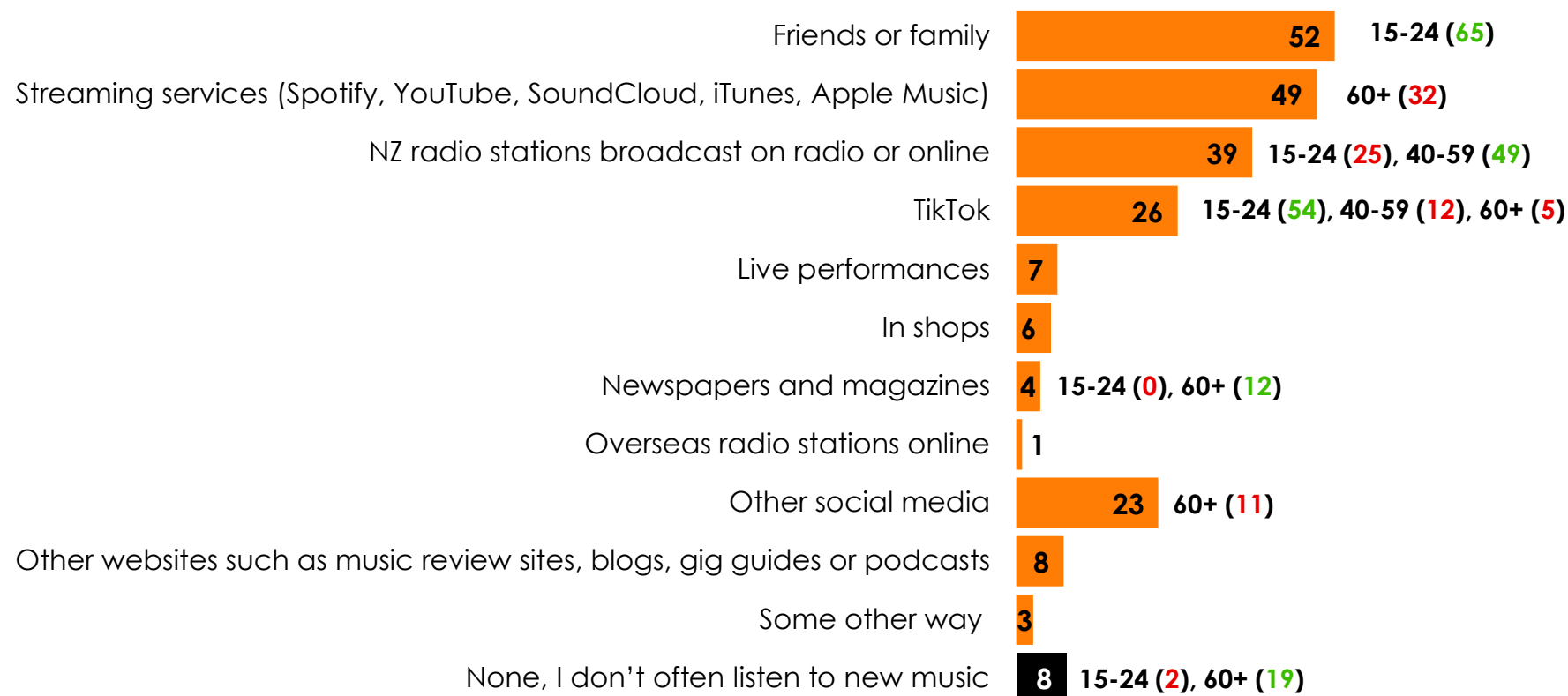
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XX / XX Significantly higher / lower than rest of sample | 22

Friends and whānau are also how Māori are most likely to discover new music, followed closely by streaming services. Those aged 15-24 years old are twice as likely to discover new music through TikTok.

**In which of the following ways, if any, do you usually find out about new music?**

%



**Other ways people find out about new music:**

- When out and about/in stores shopping
- Instagram reels
- YouTube shorts
- Rova app
- Shazam
- TV music channels
- TV shows

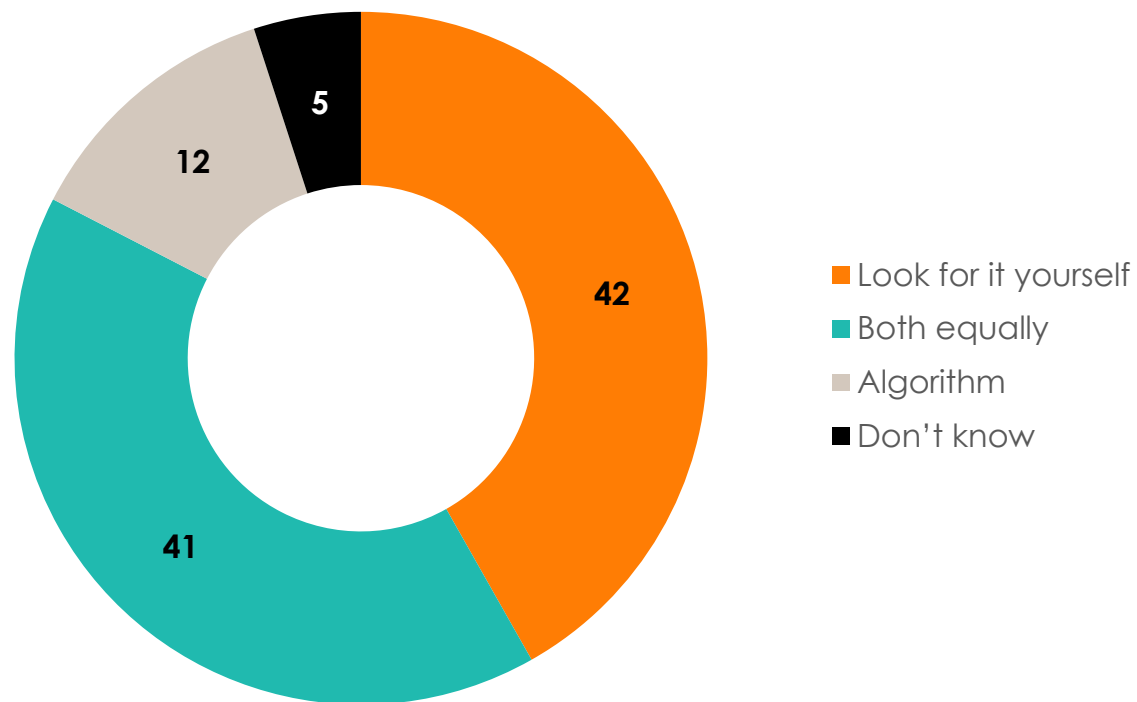
Source: Q12a. In which of the following ways, if any, do you usually find out about new music?

Base: Māori (n=527)

Those who use streaming services to discover new music are equally as likely to look for music themselves or use the algorithm alongside looking for music themselves. Only one in ten rely solely on the algorithm.

When you find new music on music streaming services, do you mostly use the service's algorithm to make recommendations, or do you look for new music yourself?

%



Source: Q12b. When you find new music on music streaming services, do you mostly use the service's algorithm to make recommendations, or do you look for new music yourself?

Base: Māori who use music streaming services to find new music (n=253)

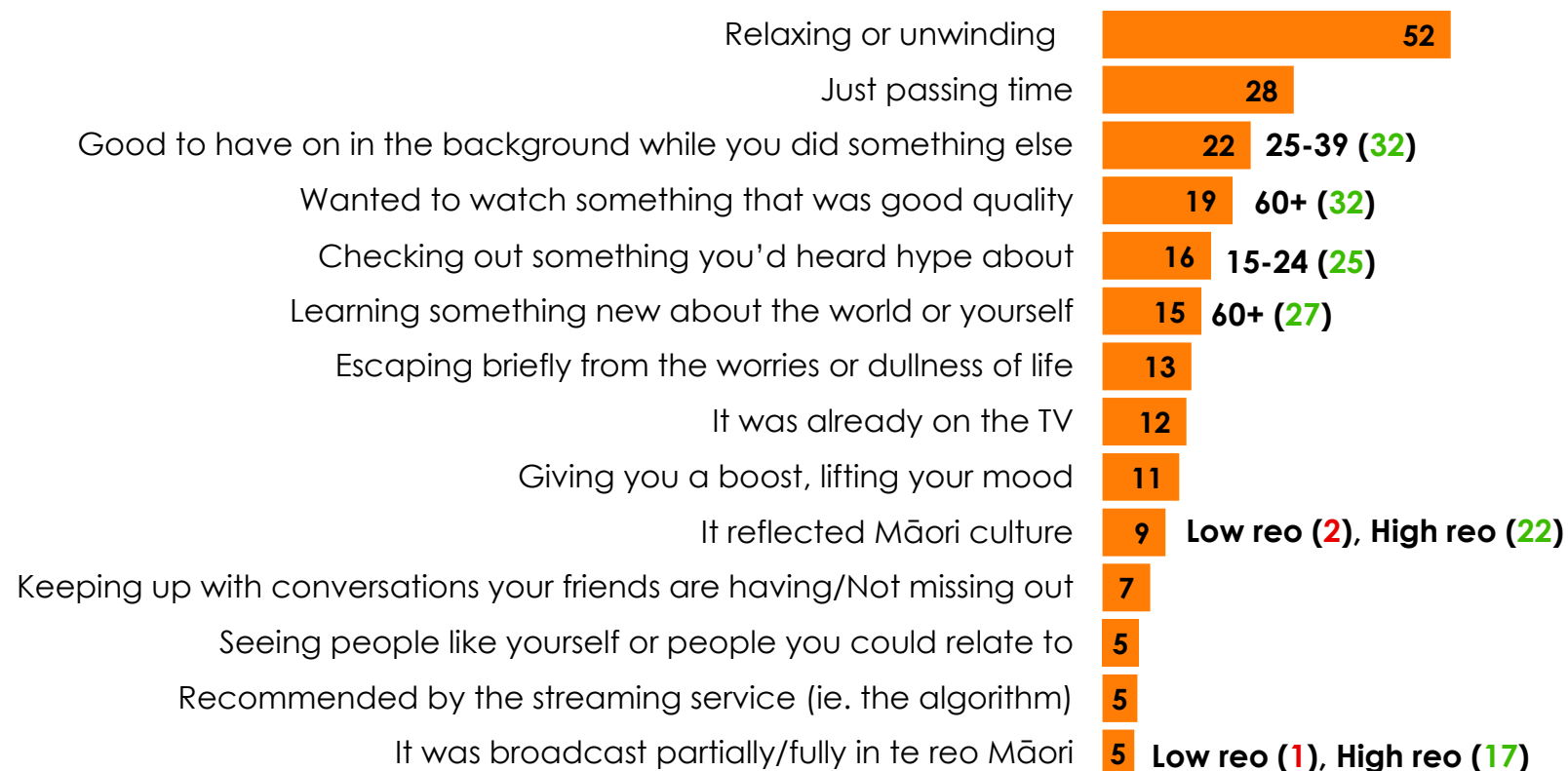


# What content do Māori audiences prefer?

Half of Māori who watch TV, OnDemand or SVOD choose to do so to relax or unwind. Over a quarter watch something to pass the time. One in ten watch shows because they reflect Māori culture, and one in twenty do so because it is broadcast in te reo (both much higher for those with high reo fluency).

Please think about what you watched yesterday on TV, OnDemand or online streaming services like Netflix or Disney+. Which of the following best describes why you chose to watch what you did?

%



Source: Q13a. Please think about what you watched yesterday on TV, OnDemand or online streaming services like Netflix or Disney+. Which of the following best describes why you chose to watch what you did?  
 Base: Māori who watched TV, On Demand or SVOD (n=661)

‘Good quality’ is most likely to mean good actors/ acting, as well as something Māori are interested in. A good story line/ plot also comes into play.

### What makes a show good quality?

%



#### Notable mentions outside of the top 10:

- "Local content / NZ made" (3%)
- "Culture / cultural / Māori culture / traditions / knowledge / values" (2%)
- "Aligns with my values" (1%)

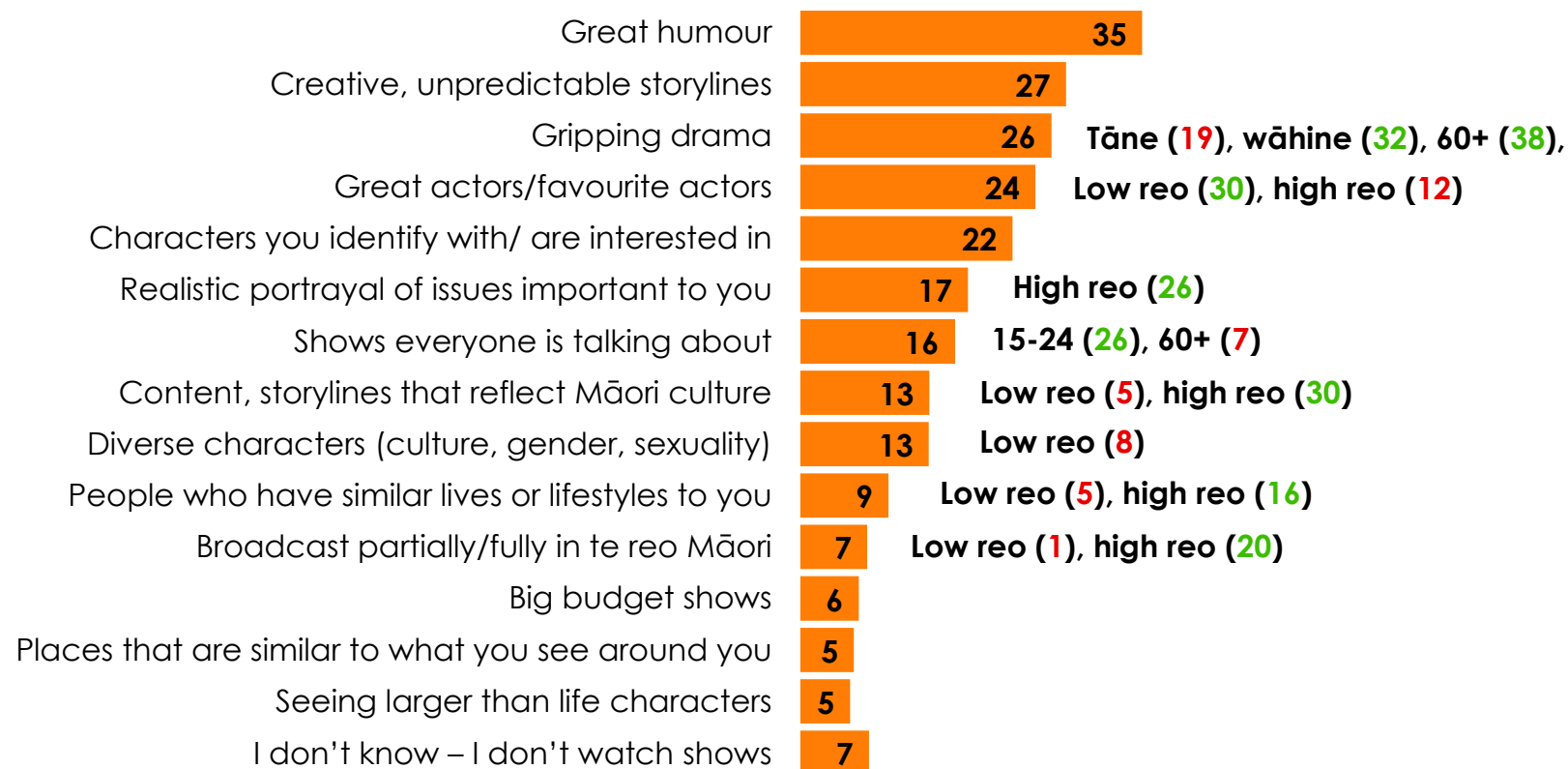
Source: Q13b. What makes a show good quality?

Base: Māori who said they wanted to watch something that was good quality (n=136)

Māori are drawn to watching TV shows with humour, followed by storylines, drama, well-known actors and characters they identify with. Those with high reo fluency are more likely to be interested in realistic portrayals of important issues, content and storylines that reflect Māori culture, seeing people who have similar lives/lifestyles to them and shows that are broadcast in te reo.

Which of the following best describes what you like most about the shows you watch on TV or streaming services like Netflix and Disney+?

%



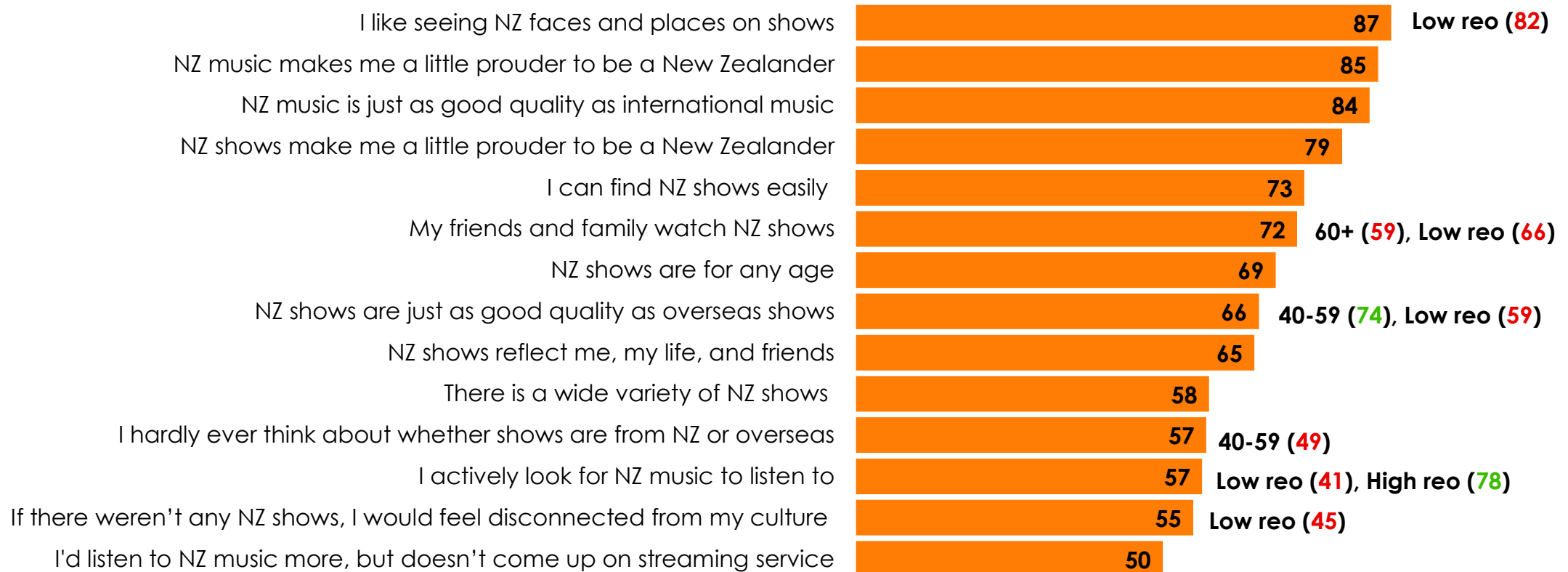
Source: Q14a. Which of the following best describes what you like most about the shows you watch on TV or streaming services like Netflix and Disney+?

Base: Māori (n=704)

Māori most like seeing NZ faces and places on NZ made shows, while NZ made also makes them feel prouder to be a New Zealander. Over half say that they would feel disconnected from their culture if there weren't any NZ shows.

For each one, please tell me whether you strongly or slightly agree or strongly or slightly disagree

Slightly/strongly agree%



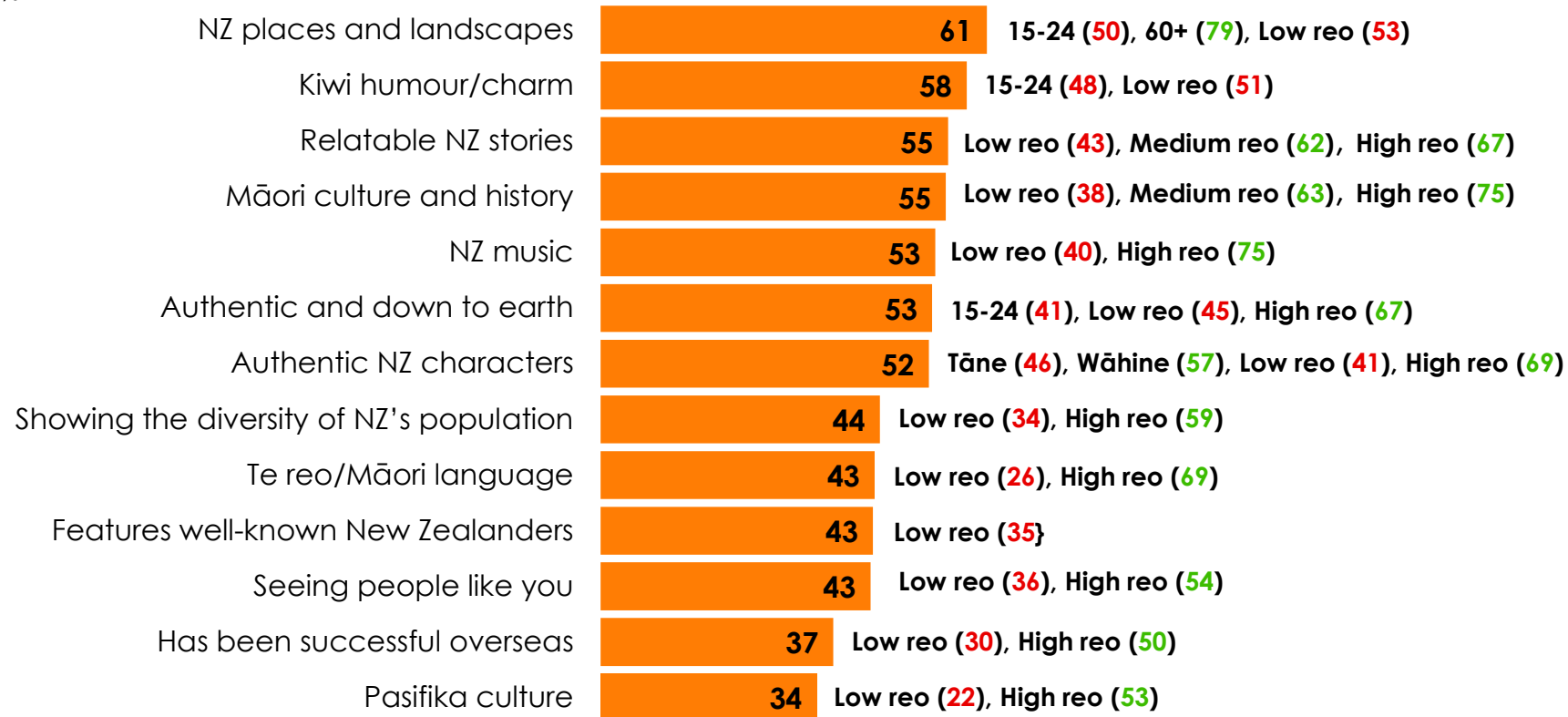
Source: Q17a. Below are some things people have said about New Zealand TV shows and music. For each one, please tell me whether you strongly or slightly agree or strongly or slightly disagree.

Base: Māori (n=504)

Māori are most motivated to watch NZ made shows by NZ places and landscapes, followed by Kiwi humour. Those with high reo fluency are generally more positive about how appealing they find aspects of NZ made shows.

And thinking about NZ shows, on a scale of 1 to 10 where 1 means not at all appealing and 10 means very appealing, please tell me how appealing each of the following is in terms of encouraging you to watch NZ shows.

8-10 very appealing %



Source: Q18. And thinking about NZ shows, on a scale of 1 to 10 where 1 means not at all appealing and 10 means very appealing, please tell me how appealing each of the following is in terms of encouraging you to watch NZ shows.

Base: Māori (n=504)

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Māori are most interested in NZ shows with simple conversations in te reo Māori, this is much higher for those fluent in te reo, who are still more likely to prefer simple conversations over full te reo.

And thinking about the level of te reo Māori within NZ shows, which of the following is most appealing in terms of encouraging you to watch NZ shows?

%



Source: Q18b. And thinking about the level of te reo Māori within NZ shows, which of the following is most appealing in terms of encouraging you to watch NZ shows?  
 Base: Māori (n=704)

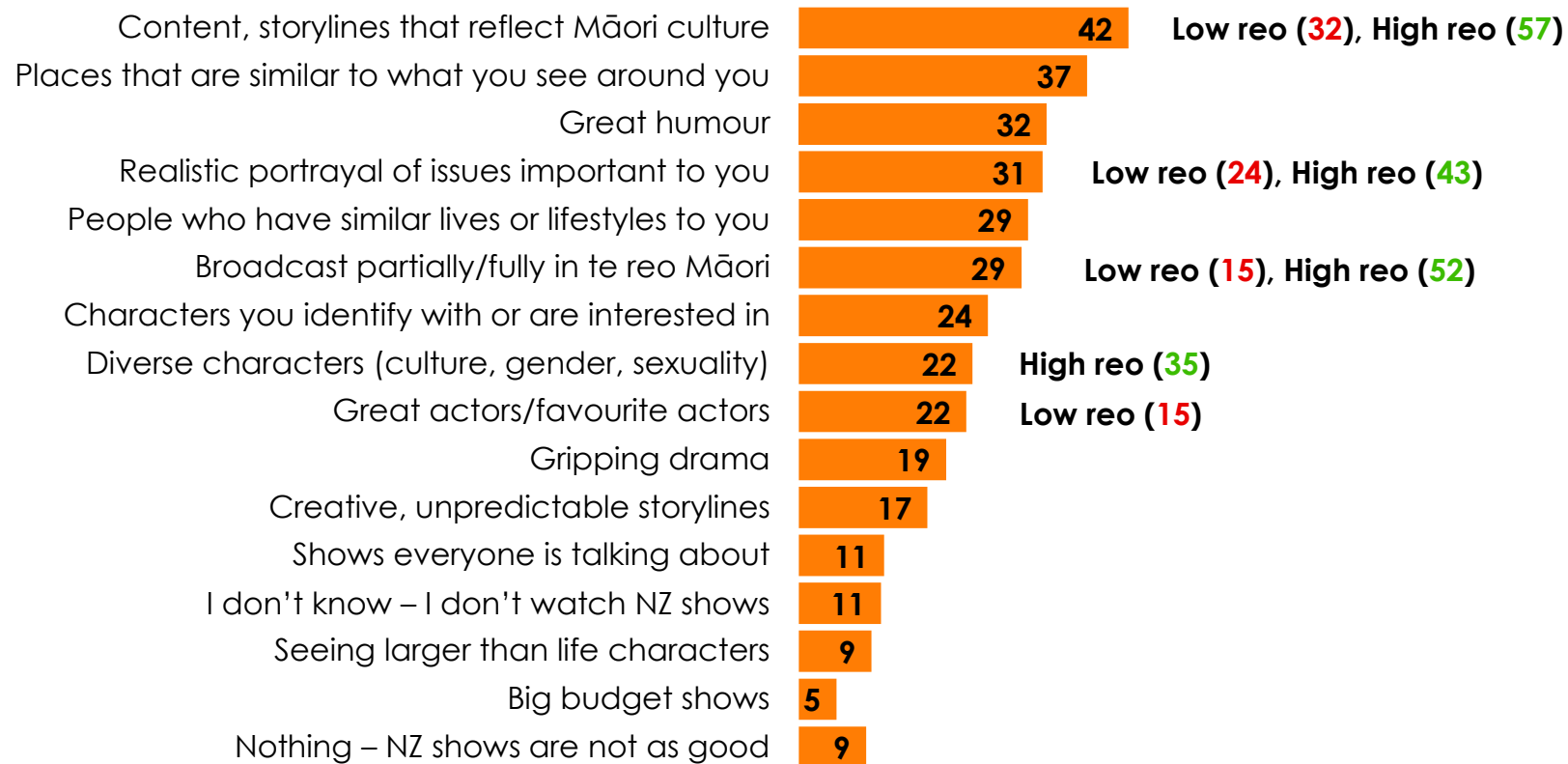
# What do Māori think about local content?



Māori are most likely to say that NZ made shows deliver content and storylines that reflect Māori culture better than international shows. Those with high reo fluency are generally more positive about NZ made shows.

And which of the following, if any, do you think New Zealand made shows deliver better than international shows?

%



Source: Q14b. And which of the following, if any, do you think New Zealand made shows deliver better than international shows?

Base: Māori (n=704)

# Whakaata Māori/Māori+ is most likely to be seen as offering content for and about Māori, as well as offering NZ content.

Please select up to three that you think best describe the following...

%

	Whakaata Māori/Māori+	New Zealand TV channels like TVNZ 1 and 2, Three and Sky TV	TV On Demand sites (NZ)	Online video sites like YouTube, TikTok and Instagram	Streaming services like Netflix, Disney+ and Neon
Has content for and about Māori	49	13	12	7	1
Has NZ content	43	40	35	12	4
Don't ever think of watching it	25 Low reo (33)	7	13	10	8
Easy to access and watch	18	36	36	41	41
Has content for you	16	21	20	26	31
Lots of different content to choose from	10	28	25	36	46
Can see people like you	9	8	3	9	1
Has content for older people	7	11	11	1	5
Reflects your lifestyle	7 Low reo (2)	7	4	5	4
Popular among your friends	6	7	7	22	25
Higher quality	6	7	4	3	23
Can find exactly what you want to watch	5	9	11	15	12
Less variety	5 60+ (14)	7	10	2	1
Too many ads	5	29	23	26	6
Lower quality	3	5	5	5	3
Cost too much/Can't afford it	2	3	4	2	19

Source: Q16. Below are some words and phrases people have used to describe different channels, websites and services that provide TV shows. Please select up to three that you think best describe the following...

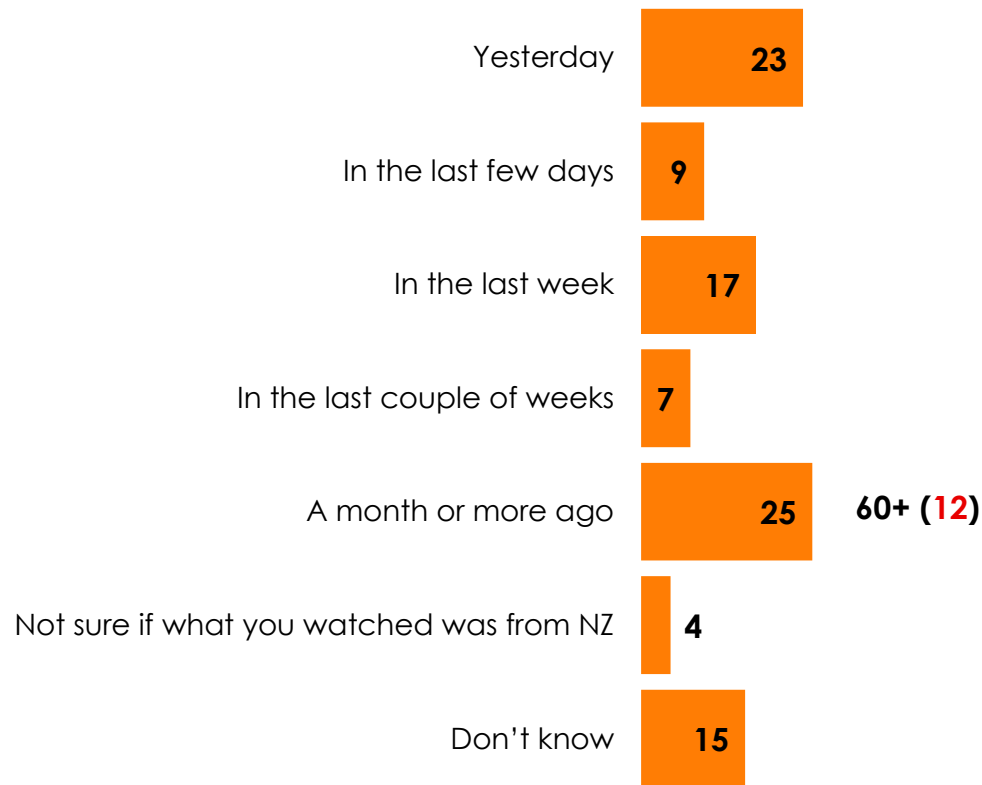
Base: Māori who answered about Whakaata Māori/Māori+ (n=527); New Zealand TV channels (n=131); TV On Demand sites (n=130); Online video sites (n=132); Streaming services (n=134)

# Appendix

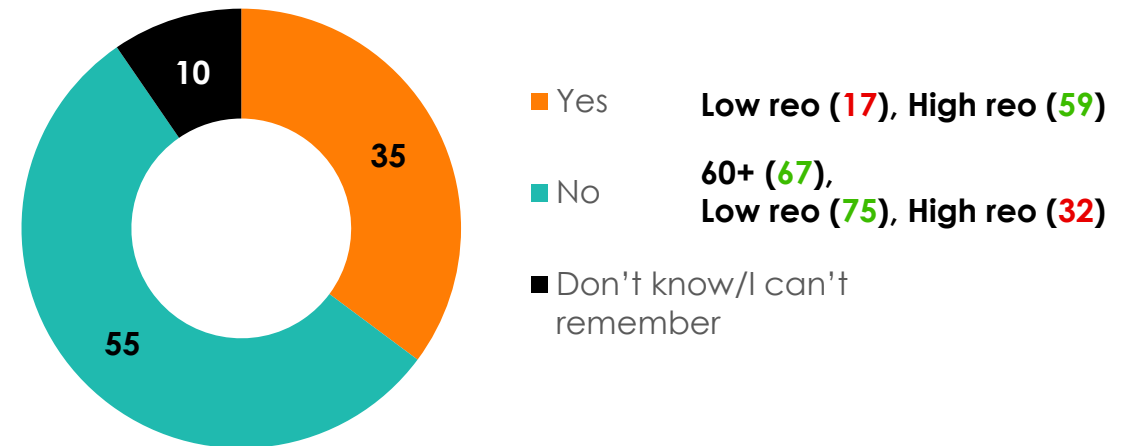
# Māori are equally as likely to have watched a NZ made show yesterday or more than a month ago, with one third saying this show was broadcast in te reo

When was the last time you watched a New Zealand made show?

%



And was this New Zealand made show broadcast partially/fully in te reo Māori?

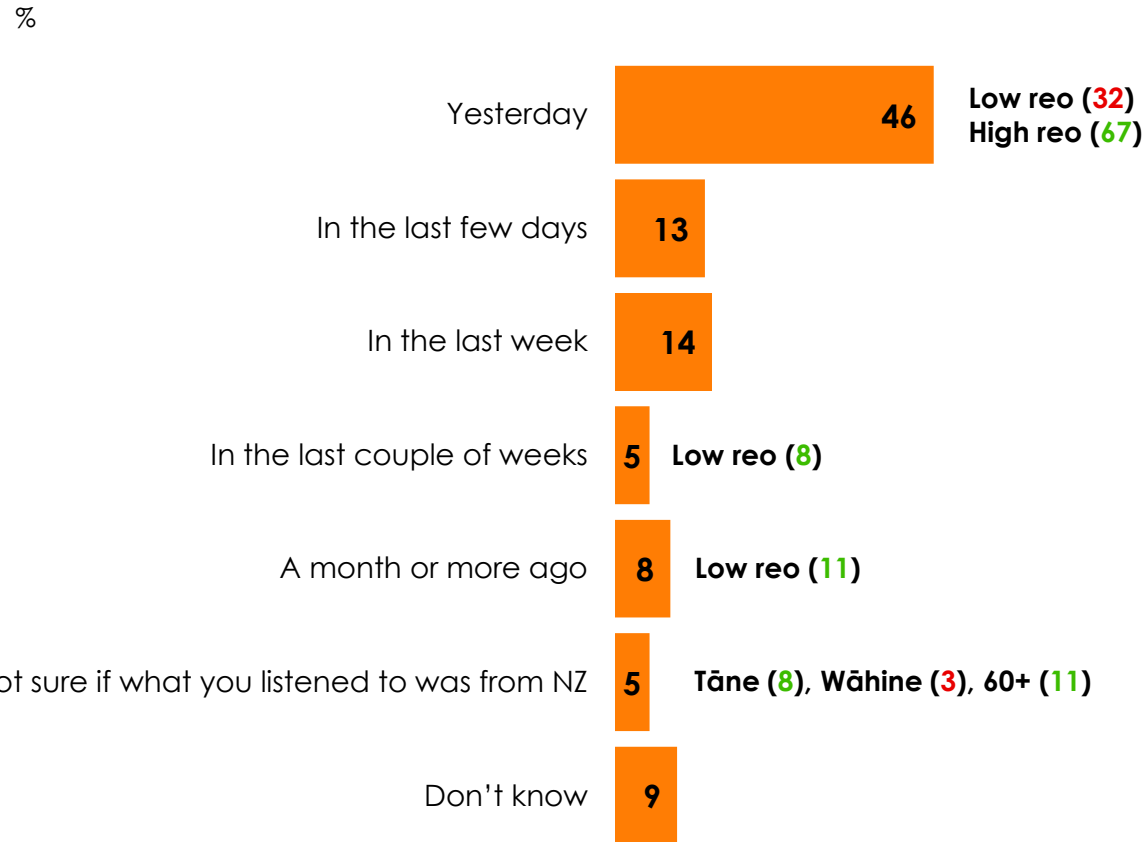


Source: Q15a. When was the last time you watched a New Zealand made show? Q15ai. And was this New Zealand made show broadcast partially/fully in te reo Māori?

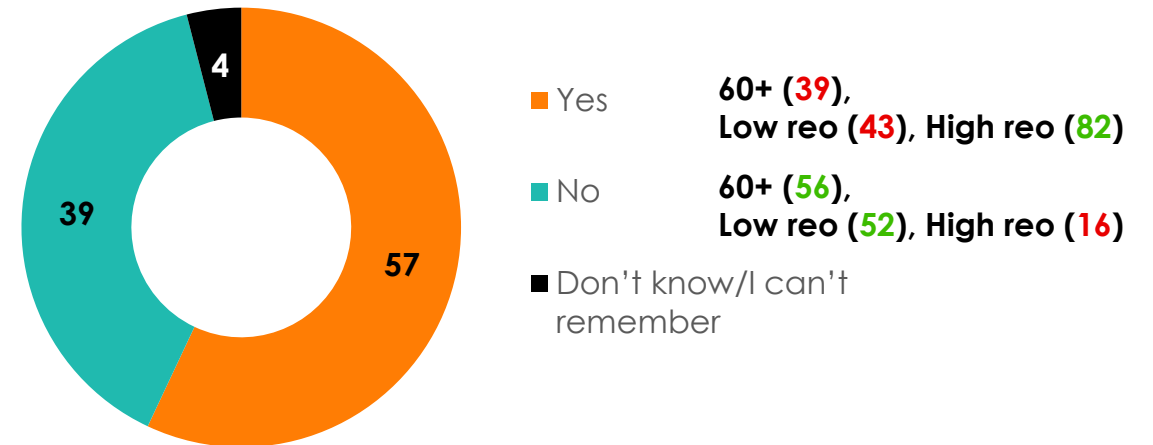
Base: Māori (n=704); Māori (n=602)

# Just under half say they listened to NZ music yesterday (much higher for those with high reo fluency), with the majority saying the music was in te reo

When was the last time you listened to New Zealand music or song?



And was this New Zealand made music or song partially/fully in te reo Māori?

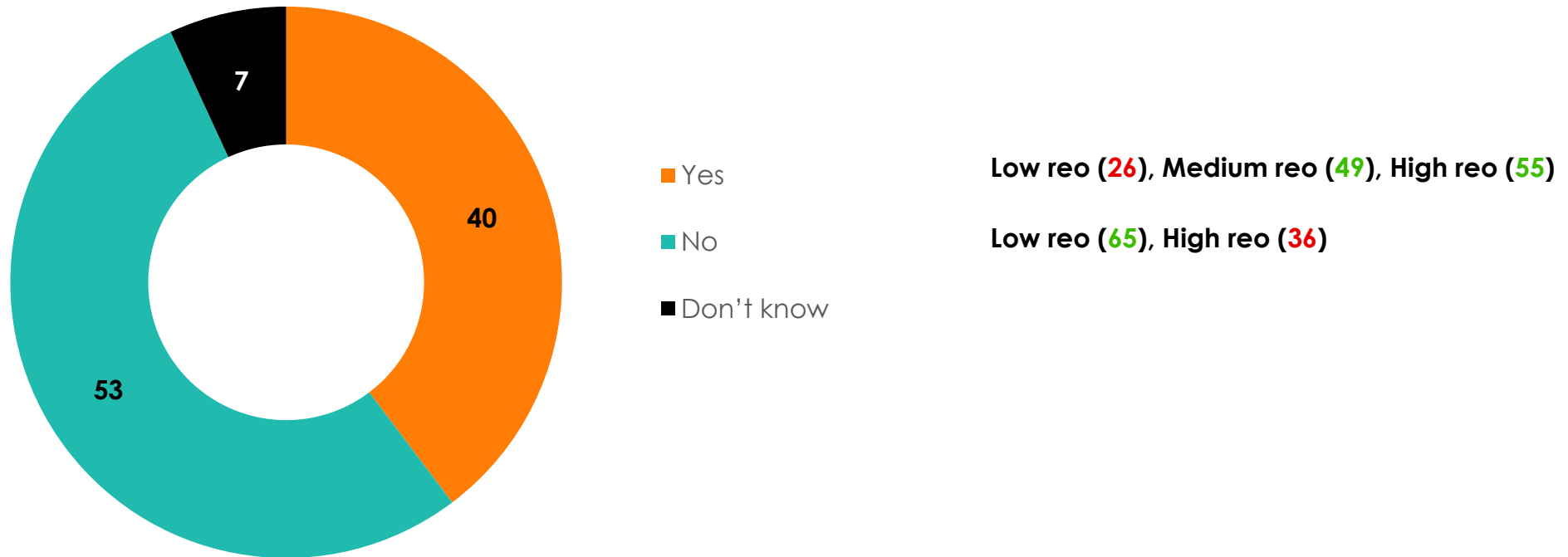


Source: Q15b. When was the last time you listened to New Zealand music or song? Q15bi. And was this New Zealand music or song partially/fully in te reo Māori?  
 Base: Māori (n=704); Māori (n=642)

Four in ten use captions in NZ made shows to learn te reo, this moves into the majority of those with high reo fluency.

Do you use captions in NZ made shows broadcast in te reo Māori to help you learn te reo Māori?

%



Source: Q18c. Do you use captions in NZ made shows broadcast in te reo Māori to help you learn te reo Māori?  
Base: Māori (n=527)

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