

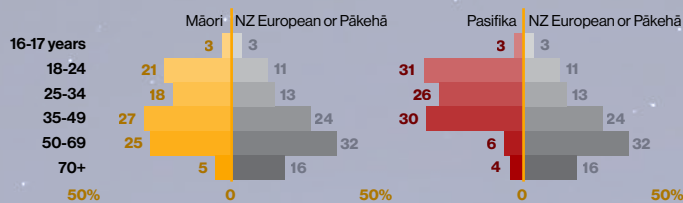
New Zealand's Identity, Culture and the Media

What's changed in 30 years? *

Māori and Pasifika **

1. Māori and Pasifika have a unique demographic profile.

Compared to NZ European/Pākehā respondents, both Māori and Pasifika had a younger age profile. This is especially the case for Pasifika, with twice as many respondents under the age of 25 years as for the total sample interviewed.



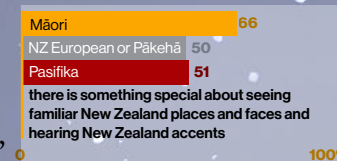
Māori were more likely than NZ European/Pākehā to state they have an affinity for New Zealand only, whereas Pasifika were more likely to state they have an equal affinity for New Zealand and another country.

Both groups were also more likely to state they are bi-lingual. Compared with NZ European/Pākehā, Māori were more likely to disagree that, 'New Zealand is a bi-cultural society, drawing only from Māori and Pākehā cultures' and more likely to agree that, they 'like New Zealand because it's made up of people from lots of different cultures'. However, both groups were more likely to agree that, 'Māori culture gives New Zealand its unique identity', although Pasifika were also more likely to agree that, 'New Zealanders strongly identify as a Pacific nation'.

2. Distinguishing the Māori media profile is the extent to which they watch New Zealand-made content.

Māori and Pasifika have similar programme preferences to NZ European/Pākehā (i.e. for comedies, documentaries, current affairs/investigative journalism, and drama). Pasifika also have a relatively greater preference for animated programmes.

However, compared to NZ European/Pākehā, Māori were more likely to watch New Zealand-made content, and to state they did so because 'there is something special about seeing familiar New Zealand places and faces and hearing New Zealand accents'.

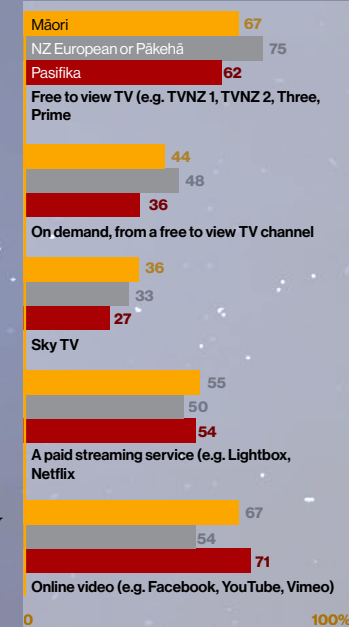


Compared with Māori, Pasifika were as likely as NZ European/Pākehā to watch overseas-made content, with over one-half stating the last programme they watched was overseas-made.

In terms of watching their favourite programmes, Māori make use of Free-to-view TV, on demand TV, Sky TV, and streaming services to the same extent as NZ European/Pākehā. However, they were more likely to also watch online videos.

While Pasifika also make use of Free-to-view TV, Sky TV and paid streaming services, they were less likely to make use of on demand TV and significantly more likely to use online videos.

Compared with NZ European/Pākehā, both Māori and Pasifika were more likely to state they mostly listened to Spotify and YouTube music, and in the case of Pasifika, Mai FM.



* 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.
 ** Māori represent 16% of the current New Zealand population, while Pasifika represent 9%.

Māori and Pasifika **

(continued)

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

Compared with NZ European/Pākehā, Pasifika who don't watch New Zealand-made content stated that they were more interested in watching overseas programmes because they are more appealing and interesting, as well as the fact that ...

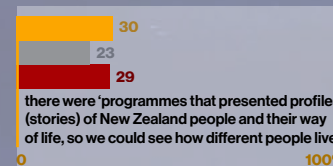
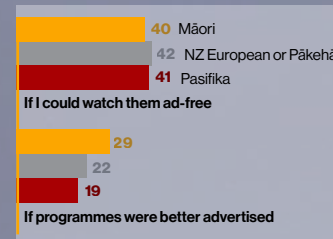
- there aren't many programmes about their culture.
- there aren't any/many programmes in their language.
- New Zealand produced TV dramas are not as good as overseas dramas.



Pasifika also agreed there are too many ad breaks which spoil the New Zealand-made programmes. In contrast, the survey results do not clearly identify why Māori who don't watch New Zealand-made TV/online content do not watch this content. Notwithstanding this, compared with NZ European/Pākehā, Māori were more likely to agree that, 'in principle, having access to TV shows about New Zealand and New Zealanders is very important' and, 'there is something special about seeing familiar places in New Zealand'.

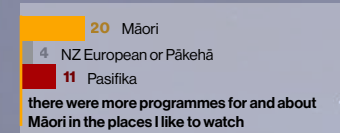
4. However, Māori and Pasifika who don't watch New Zealand-made TV/online content are open to the idea of watching New Zealand-made TV/online content.

- Māori and Pasifika were as likely as other respondents 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.
- Both Māori and Pasifika were as likely as NZ European/Pākehā to state they would watch more New Zealand-made TV/online content if it was ad free and the programmes were better advertised. Both groups were also slightly more likely to state they would watch New Zealand-made content if the 'programmes presented profiles (stories) of New Zealand people and their way of life, so they could see how different people live'.



In addition, Māori were more likely to state they would watch more New Zealand-made TV/online content if:

- 'there were more programmes for and about Māori in the places I like to watch'.



On the other hand, Pasifika were more likely to state they would watch more New Zealand-made TV/online content if:

- 'there was one website, channel or app that they could go to for all New Zealand programmes'.
- 'they were available on the services they watched'.

