

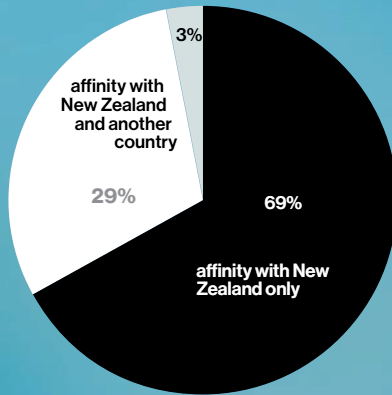
New Zealand's Identity, Culture and the Media

What's changed in 30 years? *

Affinity groups **

1. A little over two-thirds of New Zealanders have an affinity with 'New Zealand only'.

Sixty-nine percent of respondents stated they had an **affinity for 'New Zealand only'**. In contrast, almost one third either had an equal affinity with New Zealand and another country (29%) or no affinity with New Zealand at all (three percent).



Respondents with an **affinity for New Zealand only** are a relatively older group compared with those who had an equal affinity with New Zealand and another country, more likely to be born in New Zealand and, therefore, more likely to describe themselves as a 'New Zealander'.

In contrast, respondents who had an **equal affinity with New Zealand and another country** are a relatively younger group compared with those who had an affinity for New Zealand only, more likely to be born overseas and, therefore, more likely to describe themselves as an 'European New Zealander' or 'Asian New Zealander'.

2. New Zealanders with an affinity for New Zealand only and those with an affinity for New Zealand and another country have a similar media profile.

Overall, both groups had similar programme preferences, mainly preferring to watch dramas, comedies and documentaries.

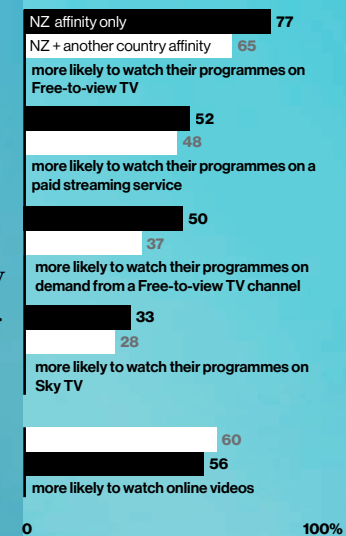
Respondents with an **affinity for New Zealand only** had a slightly higher preference for dramas.

Similarly, both groups more or less used the same devices to watch these types of programmes (i.e. a smart TV, a TV screen using another device (e.g. PlayStation, Apple TV, Chromecast), and laptops and notebooks).

However, despite these similarities, there were significant differences in terms of the services used to watch their preferred types of programmes.

For example, respondents with an **affinity for New Zealand only** were significantly more likely to watch their programmes on Free-to-view TV, on a paid streaming service, on demand from a Free-to-view TV channel, and on Sky TV.

In comparison, respondents who had an **equal affinity with New Zealand and another country** were significantly more likely to watch online videos.



Both groups of respondents mostly listened to the **same** radio stations (e.g. The Breeze, Newstalk ZB, and RNZ National) and services (e.g. Spotify, and YouTube Music).

* 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.
 **Affinity with New Zealand was measured in the survey, with 'affinity' defined as 'a sense of belonging or connectedness'.

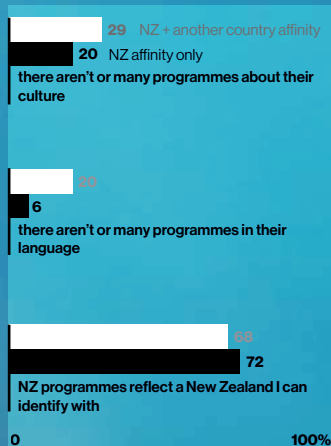
Affinity groups ** (continued)

3. New Zealanders with an equal affinity for New Zealand and another country, who don't watch New Zealand-made TV/online content, believe overseas programmes are more interesting and appealing.

Respondents with an **affinity for New Zealand only** were more likely than respondents with an equal affinity for New Zealand and another country to state they had recently watched a New Zealand TV/online programme or had done so on their most recent viewing occasion (45% and 31%).

There are a number of significant differences in relation to why respondents with an affinity with New Zealand only and those with equal affinity with New Zealand and another country do not watch New Zealand-made TV/online content:

For example, respondents with **equal affinity with New Zealand and another country** were more likely to agree that there aren't many programmes about their culture, as well as their language. Not surprisingly, they were also less likely to agree that, 'NZ programmes reflect a New Zealand I can identify with'.



Consequently, they were also more likely to state that overseas programmes were more appealing.

However, they were also more likely to admit that they did not know which New Zealand-made programmes were available.

On the other hand, respondents with an **affinity for New Zealand only** were more likely to state that, 'in principle, I think having access to TV shows about NZ and New Zealanders is very important', and 'there is something special about seeing familiar places in New Zealand and hearing New Zealand voices'.

Both groups of respondents agreed that there were too many commercial breaks which spoiled watching New Zealand-made TV/online content.



4. Despite these perceptions of New Zealand-made TV/online content, both groups of New Zealanders who don't watch this content are open to the idea.

Both respondents with an affinity for New Zealand only and those with an equal affinity for New Zealand and another country would watch or start watching New Zealand-made TV/online content for the same main reasons (e.g. if the types of programmes they liked to watch were made, if quality improved). However, the reason most frequently given was if New Zealand-made TV/online content was ad free.

In addition to these reasons, respondents with an **affinity for New Zealand only** were more likely to state that they would watch more or start watching New Zealand-made content if, 'programmes (were made) presenting profiles (stories) of New Zealand people and their way of life, so we could see how different people live'.