

New Zealand's Identity, Culture and the Media

What's changed in 30 years? *

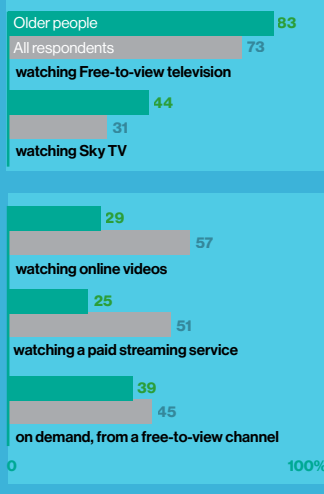


Older people **

1. Older people have a distinct media profile.

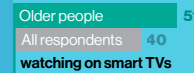
Distinguishing older people's media profile are their preference for current affairs/investigative journalism, and their use of Free-to-view TV and Sky TV on smart TVs.

Older respondents 70 years and over were above average in terms of watching Free-to-view television and Sky TV.

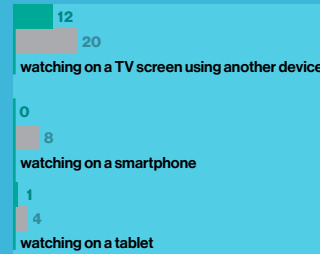


In comparison, they were below average in terms of watching online videos, paid streaming services and on demand, from a Free-to-view TV channel.

Older respondents were also above average in terms of watching on smart TVs.



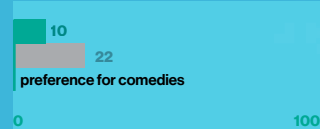
In comparison, they were below average in terms of watching on a TV screen using another device such as a PlayStation, Apple TV, or Chromecast, as well as all mobile devices.



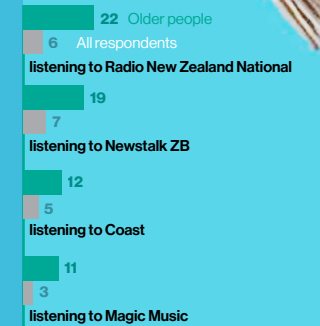
Older respondents were also above average in terms of their preference for current affairs/investigative journalism and drama.



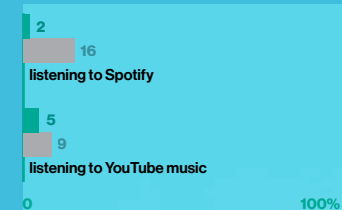
In comparison, they were below average in terms of their preference for comedies.



Older respondents were also above average in terms of listening the most to Radio New Zealand National, Newstalk ZB, Coast, and Magic Music.



In comparison, they were below average in terms of listening the most to services such as Spotify and YouTube music.



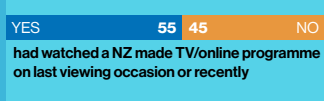
* This study is based on the results of an online survey completed between 22 and 30 August 2019, with a nationally representative sample of n=1,660 New Zealanders, 16 years and over. The development of the survey was informed by a qualitative stage of research and a literature review of the population-based, socio-economic, political, technological and media-related changes that have occurred in the last 30 years.
 ** Older people' are defined as New Zealanders 70+ years of age. They currently represent approximately 10% of the New Zealand population (2018 Census of Population & Dwellings).

Older people **

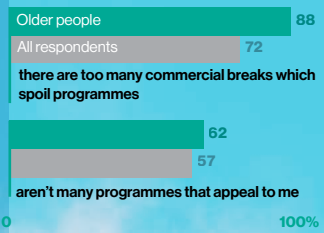
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2. Older people who don't watch New Zealand-made TV/online content believe there are too many commercial breaks.

Over one-half of all respondents stated they had watched a New Zealand-made TV/online programme on their last viewing occasion or recently.



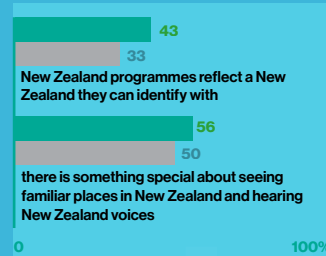
Focusing on the the other half who had not, the older respondents amongst them were more likely to agree that, 'there are too many commercial breaks which spoil programmes' and to agree that, 'there aren't many programmes that appeal to me'.



In comparison, older respondents were less likely to agree that, 'New Zealand produced TV drama are not as good as overseas dramas'.



Notwithstanding this, they were more likely to agree that, 'New Zealand programmes reflect a New Zealand I can identify with', and that, 'there is something special about seeing familiar places in New Zealand and hearing New Zealand voices'.



3. Older people who don't watch New Zealand-made TV/online content are open to the idea of watching New Zealand-made TV/online content.

Older respondents who don't currently watch New Zealand-made TV/online content were as likely as all other age groups to state they would watch more New Zealand-made TV/online content. Only seven percent stated that none of a list of possible changes/initiatives would encourage them to do so.

These respondents were the most likely of all age groups to agree that they would watch New Zealand-made TV/online content if it was ad free.



Similarly, they were the most likely to agree that they would watch New Zealand-made TV/online content if:

- the types of programmes they liked to watch were made.
- there were 'programmes that presented profiles (stories) of New Zealand people and their way of life, so we could see how different people live'.
- there were 'more programmes reflecting the range of cultures in New Zealand, not just Māori and Pākehā'.

