

New Zealand's Identity, Culture and the Media

What's changed in 30 years? *

Younger people **

1. Younger people have a distinct media profile.

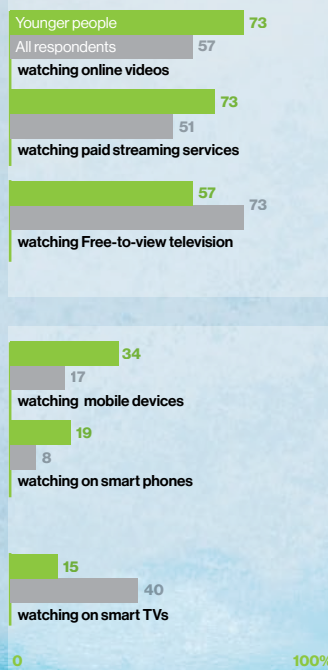
Distinguishing younger people's media profile are their preference for comedies, and their use of online videos and streaming services on mobile devices.

Compared with all respondents, younger respondents aged 16-24 were above average in terms of watching online videos and paid streaming services.

In comparison, they were below average in terms of watching Free-to-view television.

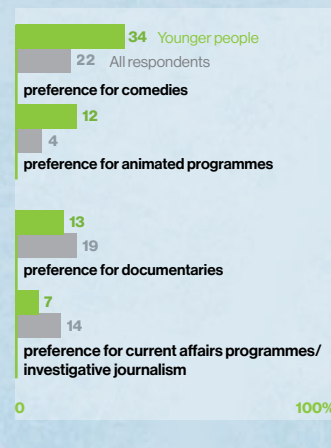
Young respondents were also above average in terms of watching on mobile devices such as laptops/notebooks and smart phones.

In comparison, they were below average in terms of watching on smart TVs.



Young respondents were also above average in terms of their preference for comedies and animated programmes.

In comparison, they were below average in terms of their preference for documentaries and current affairs programmes/investigative journalism.



In line with watching video and streaming services, over one-half mostly listened to Spotify and YouTube music.

They were also the most likely to state that they listened to these because they were 'great company'.



* 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.
 ** 'Younger people' are defined as New Zealanders 16-24 years of age. They currently represent approximately 15% of the New Zealand population (2018 Census of Population & Dwellings).

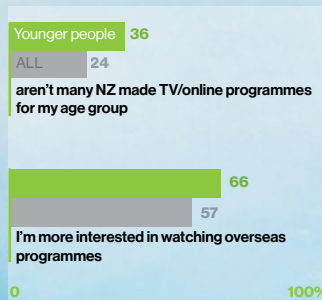
Younger people ** (continued)

2. Younger people who don't watch New Zealand-made TV/online content don't believe there is much for their age group.

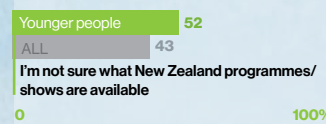
About one-half of all respondents stated they had watched a New Zealand-made TV/online programme on their last viewing occasion or recently.



Focusing on those who had not, the younger people amongst them were more likely to agree than other age groups that, 'there aren't many (New Zealand-made TV/online) programmes for my age group' and to agree (partly as a result) that, 'I'm more interested in watching overseas programmes'.



Compounding this is the fact that they were more likely than other age groups to agree that, 'to be honest, I'm not sure what New Zealand programmes/shows are available'.



In comparison, they were less likely to agree that, 'New Zealand programmes reflect a New Zealand I can identify with', 'there is something special about seeing familiar places in New Zealand and hearing New Zealand voices', and 'in principle, having access to TV shows about New Zealand and New Zealanders is very important'.



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

Younger people 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 eight percent stated that none of a list of possible changes/initiatives would encourage them to do so.

These young respondents were as likely as respondents in all other age groups to state they would watch more New Zealand-made TV/online content if it was ad free and the quality improved, as well as if:

- there were programmes/shows for their age group
- these programmes/shows were available on the services they watched and they were 'able to download or stream them easily'
- these programmes/shows were better advertised.

