



WHERE ARE THE **AUDIENCES?**

Pasifika report

SEPTEMBER 2020

- Te Hiringa Hauora aims to inspire all New Zealanders to lead healthier lives. It leads and delivers innovative, high quality and cost-effective programmes in the following areas:
 - Alcohol, health education resources, immunisation, mental health, minimising gambling harm, nutrition and physical activity, skin cancer prevention, tobacco control, workplace well-being.
- It achieves these objectives by:
 - Promoting health and well-being
 - Enabling health promotion initiatives and environments
 - Informing health promotions policy and practice
- Therefore effectively reaching key New Zealand audiences is critical to achieving Te Hiringa Hauora's objectives and mission. New Zealand On Air's (NZ On Air) two yearly "Where Are The Audiences?" study is an important input for Te Hiringa Hauora to understand how to reach New Zealanders overall and harder to reach audiences in particular. These audiences are:
 - 15-24 year olds
 - Māori
 - Pacific Island peoples
 - Lower socio-economic groups
- **This report summarises the results from 2020 "Where Are The Audiences?" study based on Pasifika.**
 - It compares the 2014, 2016 and 2018 results among Pasifika, as well as comparing to the 2020 results among all New Zealanders.

- The Where Are The Audiences? study has always been conducted in April and May to ensure results are not influenced by seasonal audience patterns. However interviewing for the 2020 study had to be delayed due to Covid 19 lockdown Levels 4 and 3 which commenced on March 26. These conditions would have driven anomalous audience behaviour incomparable to previous studies.
- Interviewing therefore commenced one week after New Zealand had moved to Level 2 when social distancing and gathering restrictions were still in place but New Zealanders were returning to more representative behaviour.
- Fieldwork was conducted over four weeks, from May 21 to June 18. During this period New Zealand was;
 - At Alert Level 2 from May 21 – June 8.
 - Moved to Alert Level 1 on Tuesday June 9.

- **The first priority in the design and conduct of the 2020 study was to ensure valid and robust comparisons to the previous three studies. Therefore, with the exception of timing, the research approach including methodology, sampling and respondent definition, question flow and wording, and weighting factors were kept consistent with all previous studies.**
- This includes the key technique of asking respondents about their behaviour “yesterday” within specific time periods between 6am and midnight. This technique enables the creation of accurate survey based measures of actual behaviour by grounding responses in behaviour that is fresh in respondents’ minds and within specific parts of an actual day.
- For the NZ On Air main study, a total sample of n=1,511 was developed among all New Zealanders aged 15 and over, with representative samples created for each day of the week so that results can be accurately extrapolated to represent a “typical” day. This sample included a sub-sample of N=129 Pasifika.
- In order to boost the robustness of this report based on Pasifika alone and enable more detailed and reliable analysis of subgroups within Pasifika, a separate booster sample of n=204 Pasifika was commissioned by Te Hiringa Hauora. This sample was developed via online interviewing using the Dynata research panel (formerly Research Now/SSI). This booster sample has been combined with the Pasifika sub-sample from the main study.
- **This report is therefore based on n = 333 Pasifika aged 15+ who were included in the main study and booster sample.**
 - This sample has a maximum margin for error of +/-4.3%.
 - The results contained in this report will differ from the NZ On Air report’s Pasifika results as this report merges both samples.

- As in 2014, 2016 and 2018, a mixed methodology of telephone and online interviewing was used to conduct the main NZ On Air study.
- N=900 interviews were completed by telephone using random digit dialling, and n=600 interviews were completed online using Consumer Link's Flybuys research panel.
 - This included regional stratification and minimum quotas for males, 15-24 year olds and ethnicity.
- The online interviews were conducted among New Zealanders without access to a home landline.
 - The 2018 Census showed that 37% of people live in homes without a landline, resulting in the 900:600 split in sampling methodology.
- The online interviews for Te Hiringa Hauora booster sample were conducted among all Pasifika 15+ with and without landlines.
- Interviewing was conducted between May 21 and June 18.
- Respondents were defined as all New Zealanders aged 15 and over.
- The samples from the main study and booster sample have been combined and then post-weighted as per the 2018 Census by age and gender to ensure it is representative of the 15+ Pasifika population.
 - Note that these age weights are significantly different to the total 15+ population due to the much younger profile of the Pasifika population compared to the general population.

- The study measured media consumed “yesterday”, for how long, and which channels, stations and sites were used. This approach measured the daily audience behaviour of the main broadcast, print, online and music media.
- Two key aspects were not included in this or previous studies;
 - Device used to consume media. (Ownership and access to devices was collected.)
 - Simultaneous media consumption.
- Apart from changes to channels, sites and stations to ensure accuracy, other changes made to the 2020 survey included;

New questions	Removed questions
Measuring daily online gaming behaviour	Measuring online international radio behaviour
Measuring how New Zealanders find new podcasts	Consumption of extra online material related to a TV show

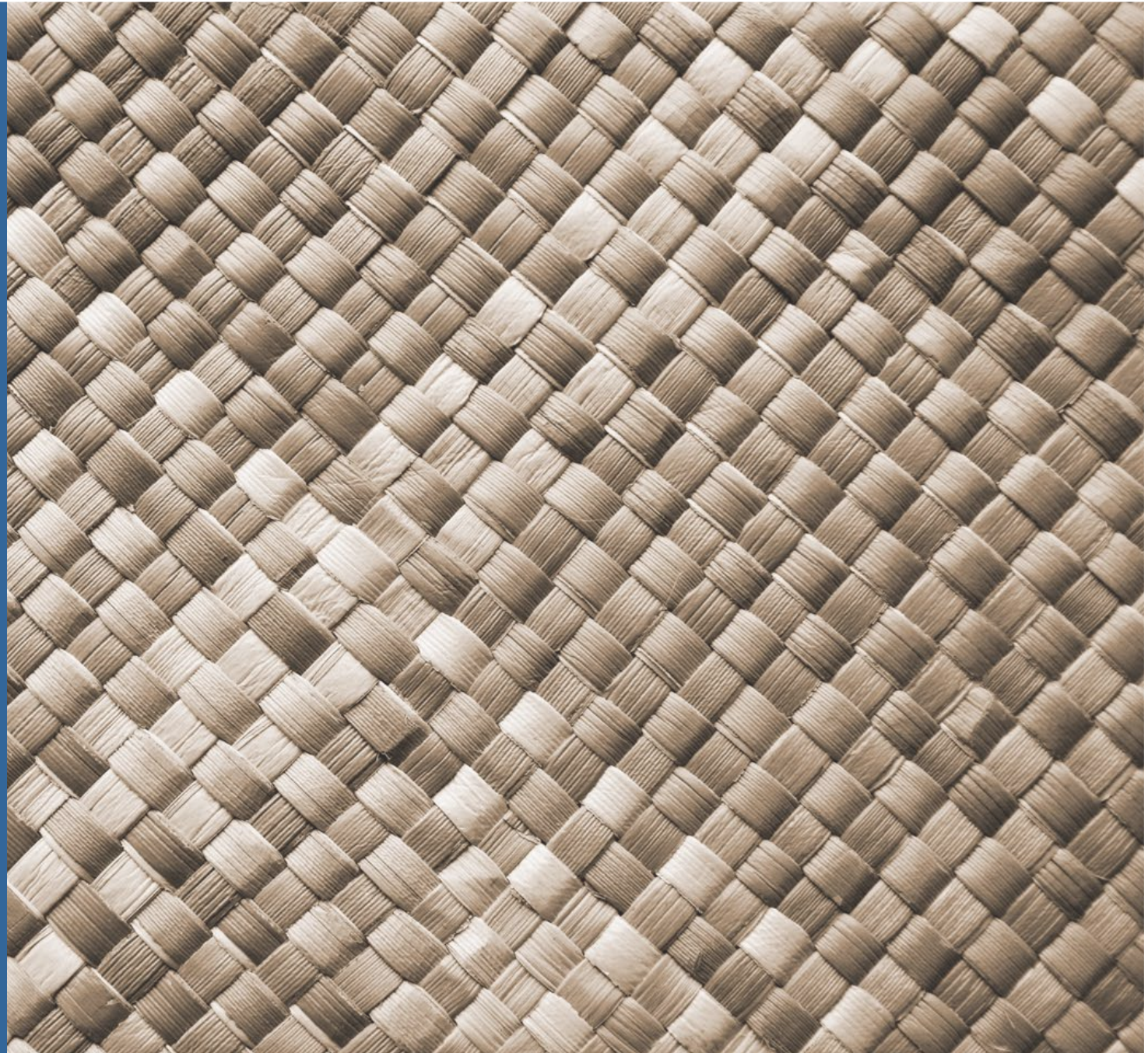
Abbreviations used in charts

Abbreviation	Full survey description
Online Video	Watch a video online using a site like YouTube or Vimeo, Facebook, NZ Herald, Watchme, Stuff, PlayStuff, Re: or the Spinoff
TV FTA	Watch live or recorded TV <u>not</u> through a Sky decoder e.g. through Freeview or live streaming
TV Pay	Watch live or recorded TV through a Sky decoder or MySKY including channels TVNZ 1, TVNZ 2, and Three and any Sky channels
NZ SVOD	Watch a TV show or other video content on a NZ website/service such as Netflix, Lightbox, Neon, Spark Sport, Fan Pass, Disney+, Apple TV or NZ On Screen
OS SVOD	Watch a TV show or other video content on an overseas website/service such as Netflix, Hulu, BBC iPlayer or Amazon Prime
Music	Listen to music including CDs, iPod, or vinyl
Music Stream	Listen to music online using a streaming service or website such as Spotify, YouTube, Apple Music, Tidal, iTunes or Soundcloud

Abbreviation	Full survey description
NZ OD	Watch all or part of a TV show or other video content on TVNZ OnDemand, 3NOW, Prime On demand, Māori TV On demand or SKY On demand/SKY Go, or HEIHEI
Radio	Listen to a New Zealand radio station broadcast on radio
Online Radio	Listen to a New Zealand radio station online including iHeartRadio or Rova
Online gaming (new 2020)	Play games online on a gaming console, PC/laptop, phone or tablet
Podcasts	Listen to a podcast
Newspaper	Read a newspaper (including online)
Magazine	Read a magazine (including online)
TV Total	Total (net) Linear TV (TV FTA + TV Pay)
SVOD Total	Total (net) SVOD (NZ SVOD + OS SVOD)



Summary & Conclusions



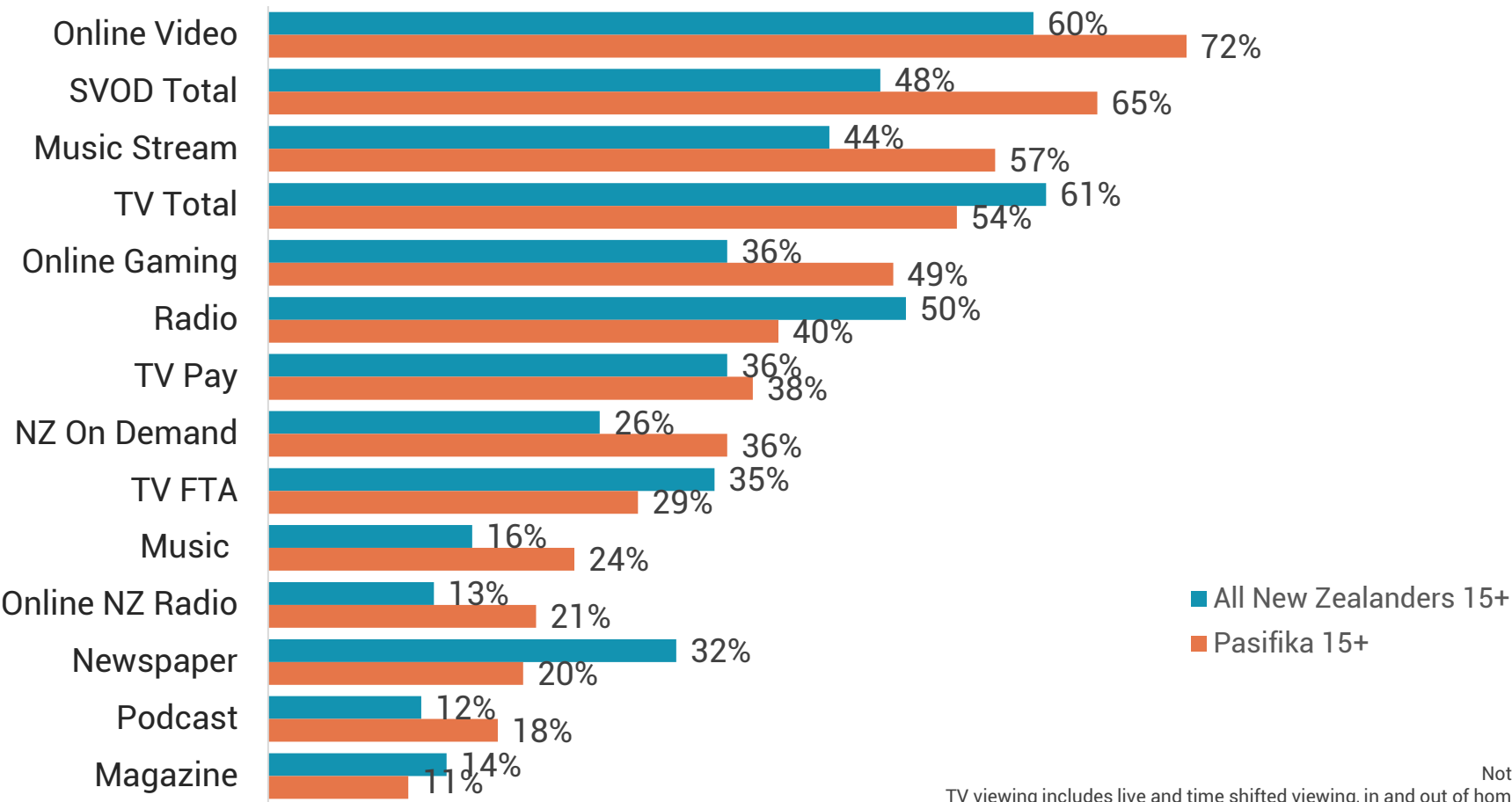
- Pasifika are extremely heavy consumers of media – in terms of both audience size and time spent each day.
- Pasifika have already passed the cross-over point, and digital media now attracts a bigger daily audience among this group than traditional media and for more time each day.
- This means that the most popular media providers are not New Zealand based with YouTube, Netflix and Facebook (for video) more popular than the most widely used New Zealand providers.
 - The most popular NZ based providers are TVNZ 1, TVNZ OnDemand, Three, TVNZ 2 and Mai FM.
- There are some indications that the audience growth rate of digital media is slowing, and this may be in part related to a lower incidence of access to some devices and services among Pasifika. It may also reflect the slightly smaller generation gap in media consumption among Pasifika resulting in less scope for continued rapid growth of digital media.
- Pasifika are more likely to consume most media more than average, however other notable significant differences in the media behaviour of Pasifika compared to overall New Zealanders include:
 - More likely to use YouTube for music streaming than Spotify
 - More likely to listen to iHeartRadio and Mai FM
 - More watch TVNZ 2, SKY Sport and Maori TV
 - More likely to watch Coconet.TV

Daily reach 2020. Pasifika use most media in greater numbers than overall New Zealanders 15+, and especially digital media. Online video, SVOD and streamed music attract the biggest daily audiences, with TV fourth most popular.



Daily reach of media 2020 – All New Zealanders 15+ and Pasifika 15+

Q: I'd like to ask you about the different types of entertainment or media you used yesterday. For each of the following, I'd like you to tell me if you did that activity for 5 minutes or more during the time period I read out. It doesn't matter if you were also doing something else at the time.



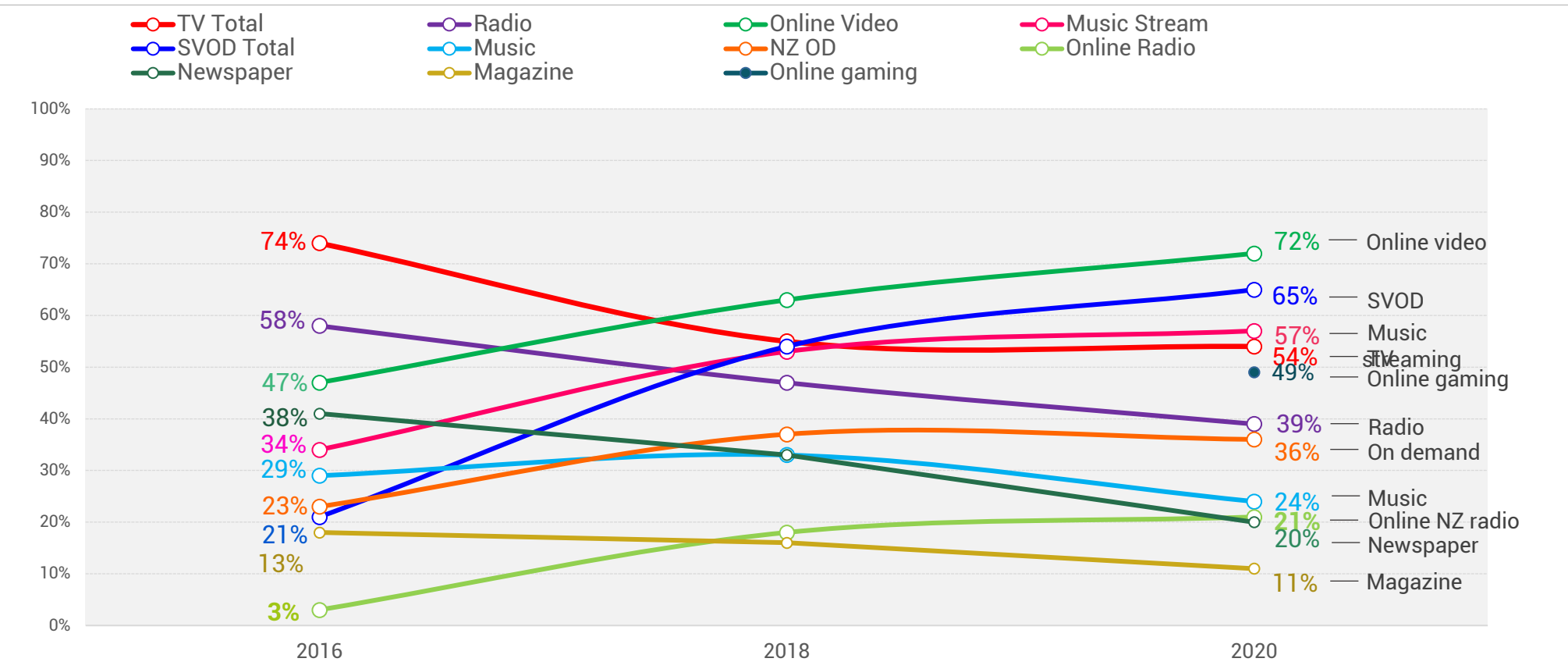
- ▶ Pasifika are significantly more likely to use all types of digital media each day than overall New Zealanders.
- ▶ They are also more likely to listen to music on physical formats.
- ▶ However they are less likely to use nearly all types of traditional media, including TV, radio, and newspaper.

Note:
TV viewing includes live and time shifted viewing, in and out of home.

Daily reach over time. More Pasifika now use digital media than traditional media. Trends show that 2018 represented the cross-over point among Pasifika in terms of digital media attracting the biggest daily audiences. Since then online video, SVOD and streamed music have continued to grow in popularity and have overtaken TV.

Daily reach of media over time – All Pasifika 15+

Q: I'd like to ask you about the different types of entertainment or media you used yesterday. For each of the following, I'd like you to tell me if you did that activity for 5 minutes or more during the time period I read out. It doesn't matter if you were also doing something else at the time



► With the exception of the stability of TV, audiences on traditional media have continued to fall among Pasifika.

► There are some indications among this audience that the growth of digital media has slowed since 2018, particularly streamed music, on demand and online NZ radio.

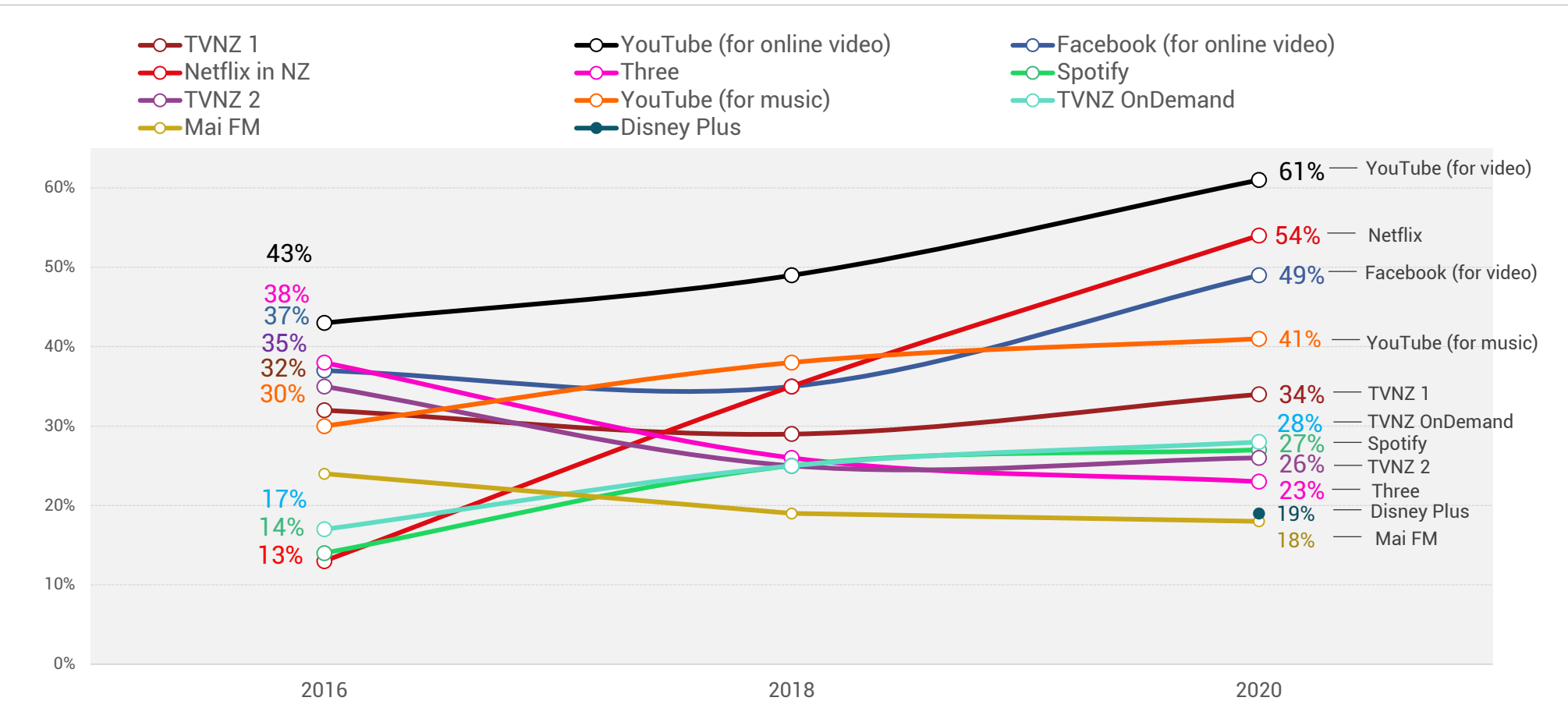
Note: TV viewing includes live and time shifted viewing, in and out of home. Online gaming only included in 2020.

- Pasifika are very heavy users of media compared to overall New Zealanders. In particular a significantly higher proportion of Pasifika use digital media each day – especially online video, SVOD, streamed music, online gaming, on demand and online NZ radio.
 - This audience are less likely to watch TV, listen to the radio or read a newspaper than average.
- The popularity of nearly all digital media has continued to grow since 2018, although there are indications this growth rate may have slowed in the last two years. SVOD, online video and music streaming have all overtaken TV in terms of daily audience size, with online gaming only slightly below TV.
 - While size of the Pasifika audience watching TV has been stable over the last two years, the audiences watching other traditional media have continued to decline.
- These trends mean the most popular sites, channels and stations in 2020 are now predominantly digital. YouTube (for video), Netflix, Facebook (for video), and YouTube (for music) all attract a bigger daily audience than the most popular traditional media provider, TVNZ 1.
- Not only do Pasifika use media in larger numbers than overall New Zealanders, they also consume media for significantly longer than average.
- Pasifika now spend more time using digital media than traditional media, especially SVOD, online video, music streaming and online gaming – all of which have overtaken TV in terms of time spent each day.

Most popular channels, sites and stations 2020. YouTube (for video), Netflix and Facebook (for video) have continued to increase in popularity among Pasifika and are now the top three sites, channels or stations, followed by Youtube (for music). TVNZ 1 is the most popular traditional channel, site or station increasing its audience slightly to reach one in three Pasifika each day.

Most popular channels, sites & stations – all Pasifika 15+

Q: Which of the following did you use yesterday?



- Next six:
- NZ Herald (video) 12%
 - SKY Sport 11%
 - Maori TV 10%
 - 3NOW 10%
 - Stuff (video) 9%
 - Breeze 9%
- With the exception of the growth of Youtube, Netflix, Facebook and to a lesser extent TVNZ 1, Pasifika audiences on all other channels, sites and stations are stable since 2018.

- The generation gap that influences media consumption overall is also a strong influence on the behaviour of Pasifika audiences, though the difference in behaviour between generations is perhaps smaller than among other audiences. Like Māori, Pasifika are a younger cohort overall resulting in an overall tendency to consume digital media in greater numbers than traditional media.
- The generation gap appears at slightly different ages across different media but as per overall New Zealanders it typically manifests itself among Pasifika between the ages of 40 and 49. While digital media is now more popular than traditional media overall among Pasifika, below 40 digital media is even more dominant. Over 50 TV remains the most popular media, but the daily audiences watching online video and SVOD have overtaken radio among this older age group.
- There is also a socio-economic influence on media behaviour among Pasifika. Upper white collar workers and/or higher income earners are more likely to consume most media. Higher socio-economic levels may have greater access to devices and platforms that enable consumption of some media.



Daily Media Consumption

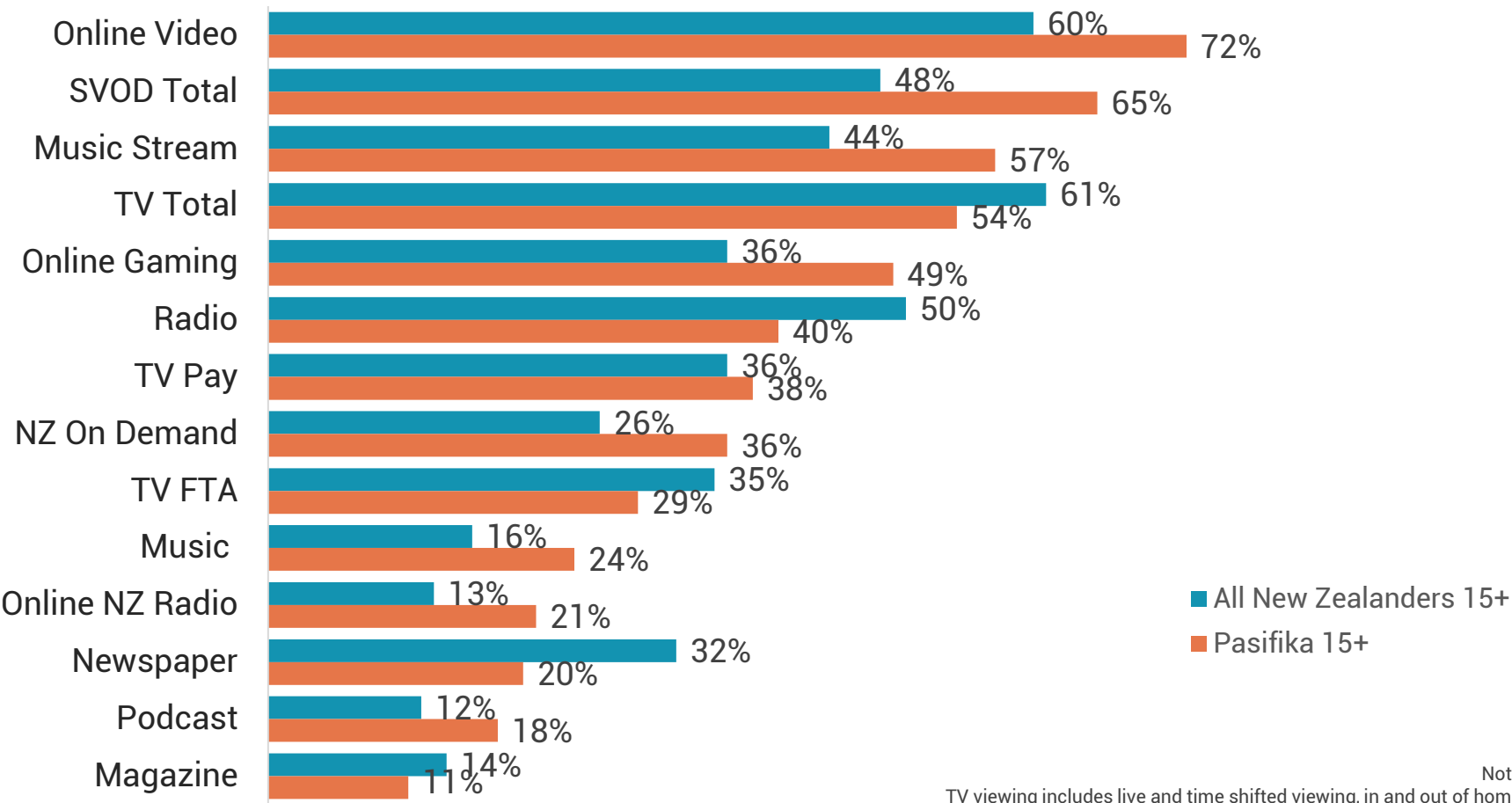


Daily reach 2020. Pasifika use most media in greater numbers than overall New Zealanders 15+, and especially digital media. Online video, SVOD and streamed music attract the biggest daily audiences, with TV fourth most popular.



Daily reach of media 2020 – All New Zealanders 15+ and Pasifika 15+

Q: I'd like to ask you about the different types of entertainment or media you used yesterday. For each of the following, I'd like you to tell me if you did that activity for 5 minutes or more during the time period I read out. It doesn't matter if you were also doing something else at the time.



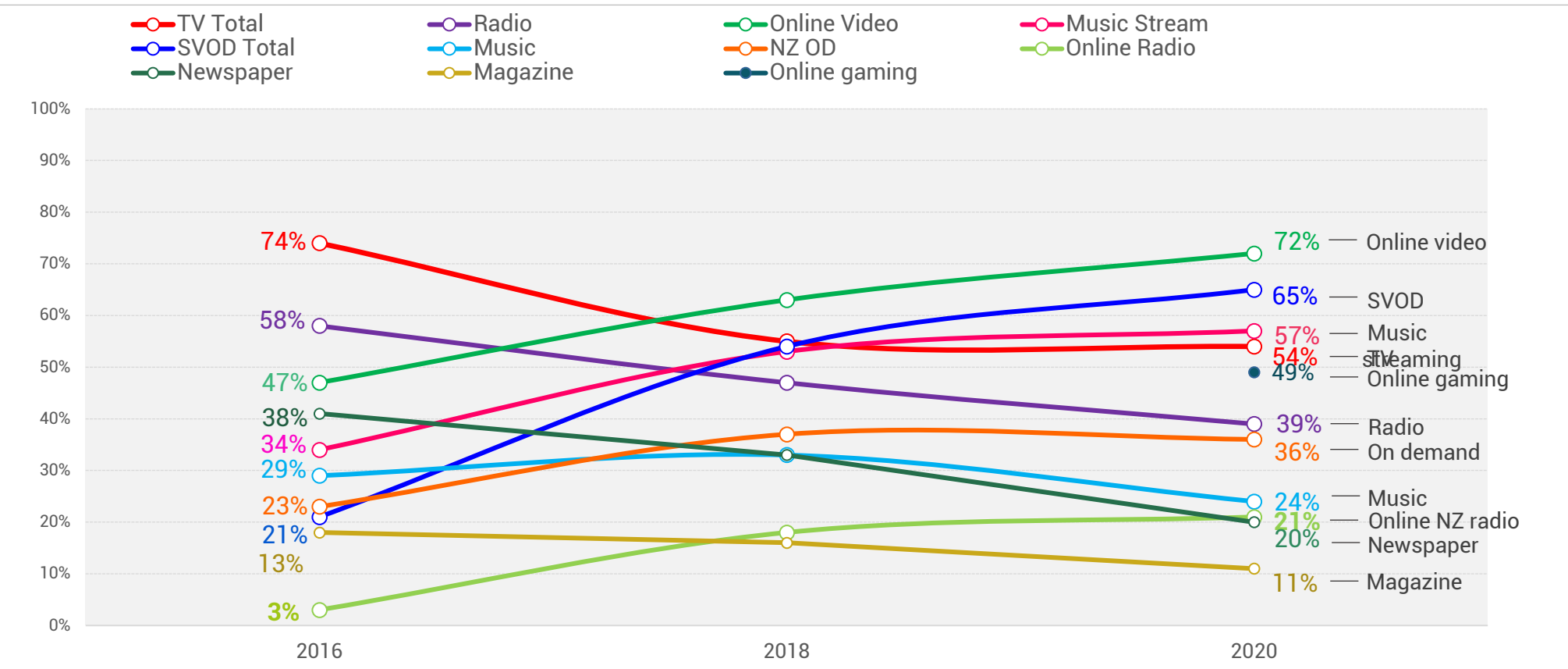
- ▶ Pasifika are significantly more likely to use all types of digital media each day than overall New Zealanders.
- ▶ They are also more likely to listen to music on physical formats.
- ▶ However they are less likely to use nearly all types of traditional media, including TV, radio, and newspaper.

Note:
TV viewing includes live and time shifted viewing, in and out of home.

Daily reach over time. More Pasifika now use digital media than traditional media. Trends show that 2018 represented the cross-over point among Pasifika in terms of digital media attracting the biggest daily audiences. Since then online video, SVOD and streamed music have continued to grow in popularity and have overtaken TV.

Daily reach of media over time – All Pasifika 15+

Q: I'd like to ask you about the different types of entertainment or media you used yesterday. For each of the following, I'd like you to tell me if you did that activity for 5 minutes or more during the time period I read out. It doesn't matter if you were also doing something else at the time



► With the exception of the stability of TV, audiences on traditional media have continued to fall among Pasifika.

► There are some indications among this audience that the growth of digital media has slowed since 2018, particularly streamed music, on demand and online NZ radio.

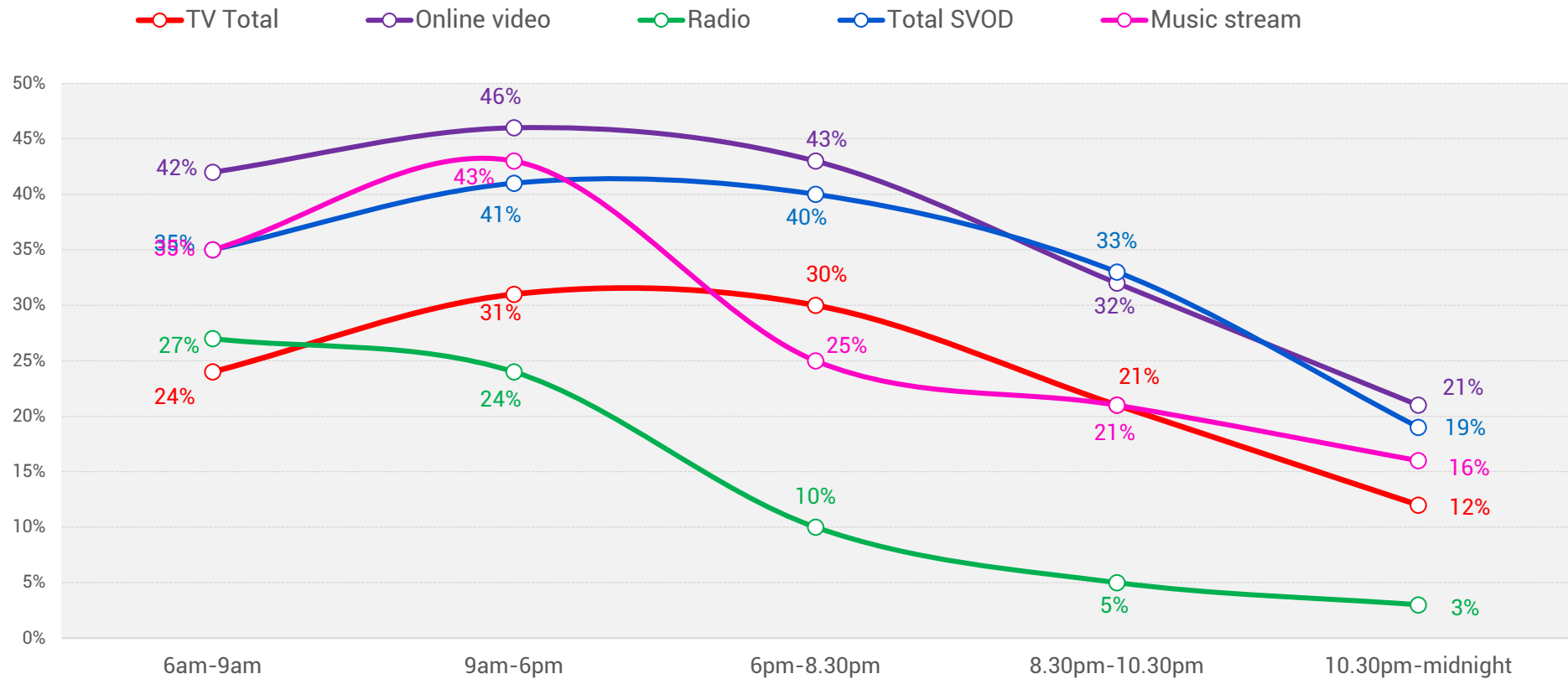
Note: TV viewing includes live and time shifted viewing, in and out of home. Online gaming only included in 2020.

The way Pasifika consume media changes only slightly over the day. Online video is the most popular media throughout the day, though SVOD is equally popular from 8.30pm. Music streaming is greatest during the day. Unlike the overall population, no traditional media is the most popular during any zone of the day.



Reach of media over the day 2020 – all Pasifika 15+

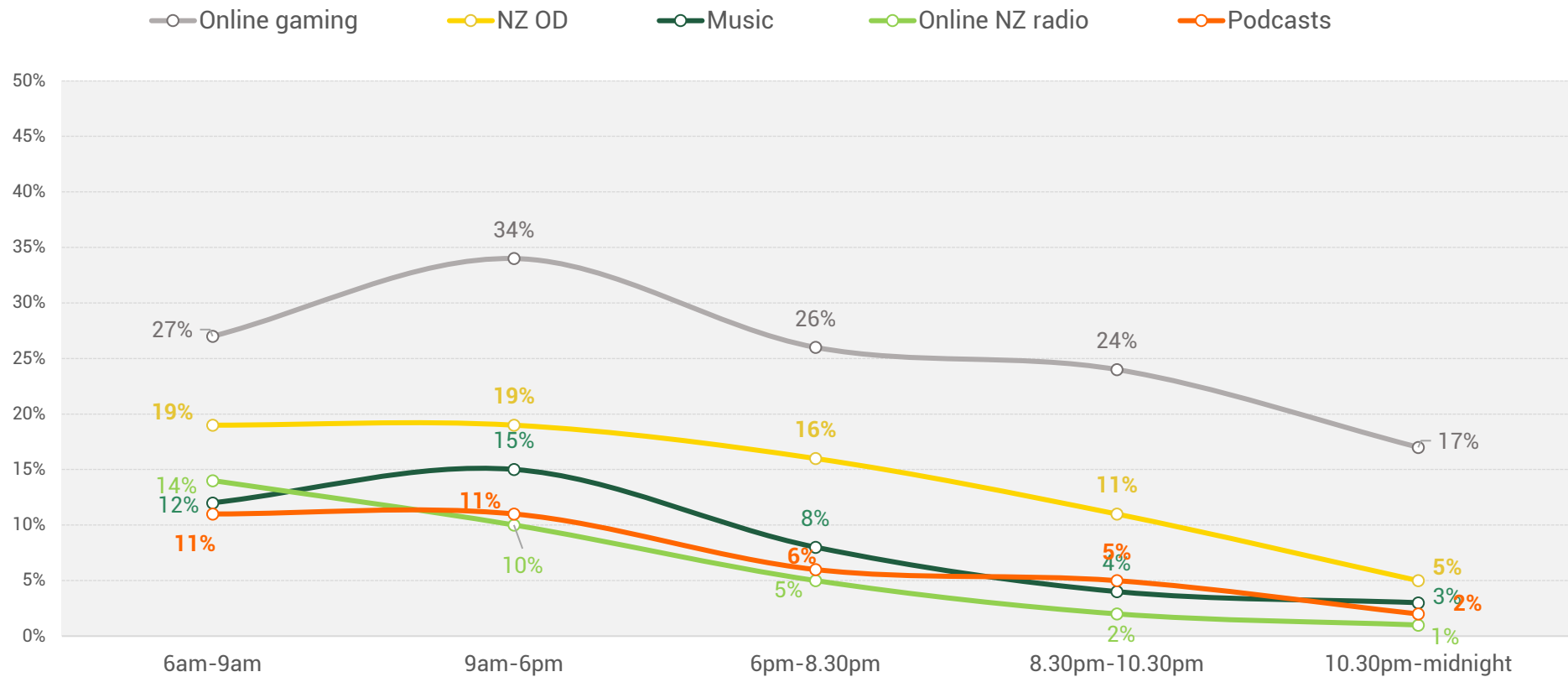
Q: I'd like to ask you about the different types of entertainment or media you used yesterday. For each of the following, I'd like you to tell me if you did that activity for 5 minutes or more during the time period I read out. It doesn't matter if you were also doing something else at the time.



Online gaming attracts similar sized audiences as TV and music streaming among Pasifika throughout all parts of the day and significantly more than radio. Ondemand's audience is relatively steady throughout the day and exceeds radio from 6pm.

Reach of media over the day 2020 – all Pasifika 15+

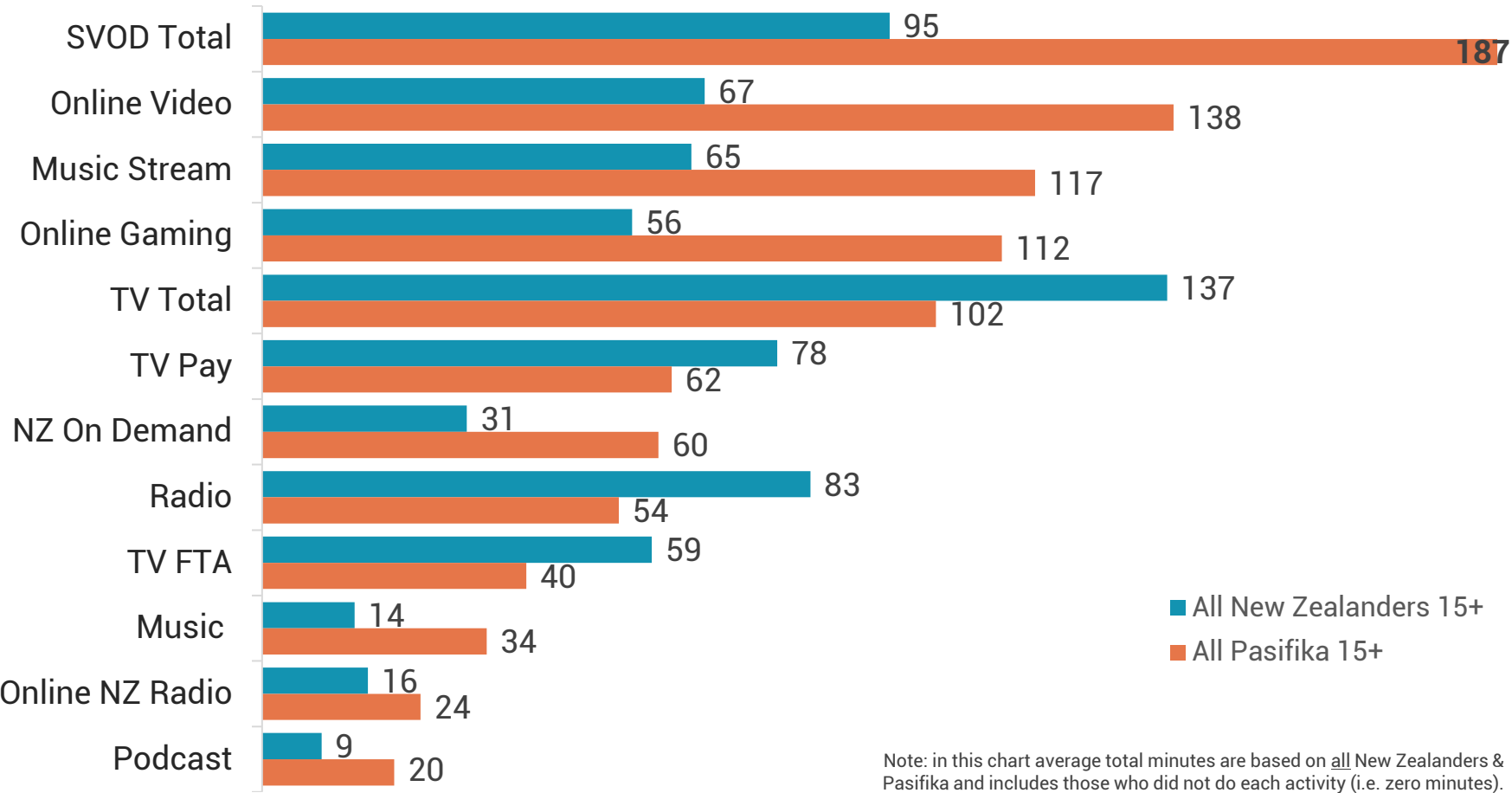
Q: I'd like to ask you about the different types of entertainment or media you used yesterday. For each of the following, I'd like you to tell me if you did that activity for 5 minutes or more during the time period I read out. It doesn't matter if you were also doing something else at the time.



Pasifika are extremely heavy users of media – especially digital media. Only TV and radio show lower than average amounts of time spent using media each day

Time spent consuming media 2020 – average minutes per day. All New Zealanders 15+ and Pasifika 15+

Q: Between (TIME PERIOD) about how long did you do (activity) for?



► Pasifika spend an average of more than 3 hours per day watching SVOD, more than 2 hours watching online video, and nearly 2 hours listening to streamed music and playing online games.

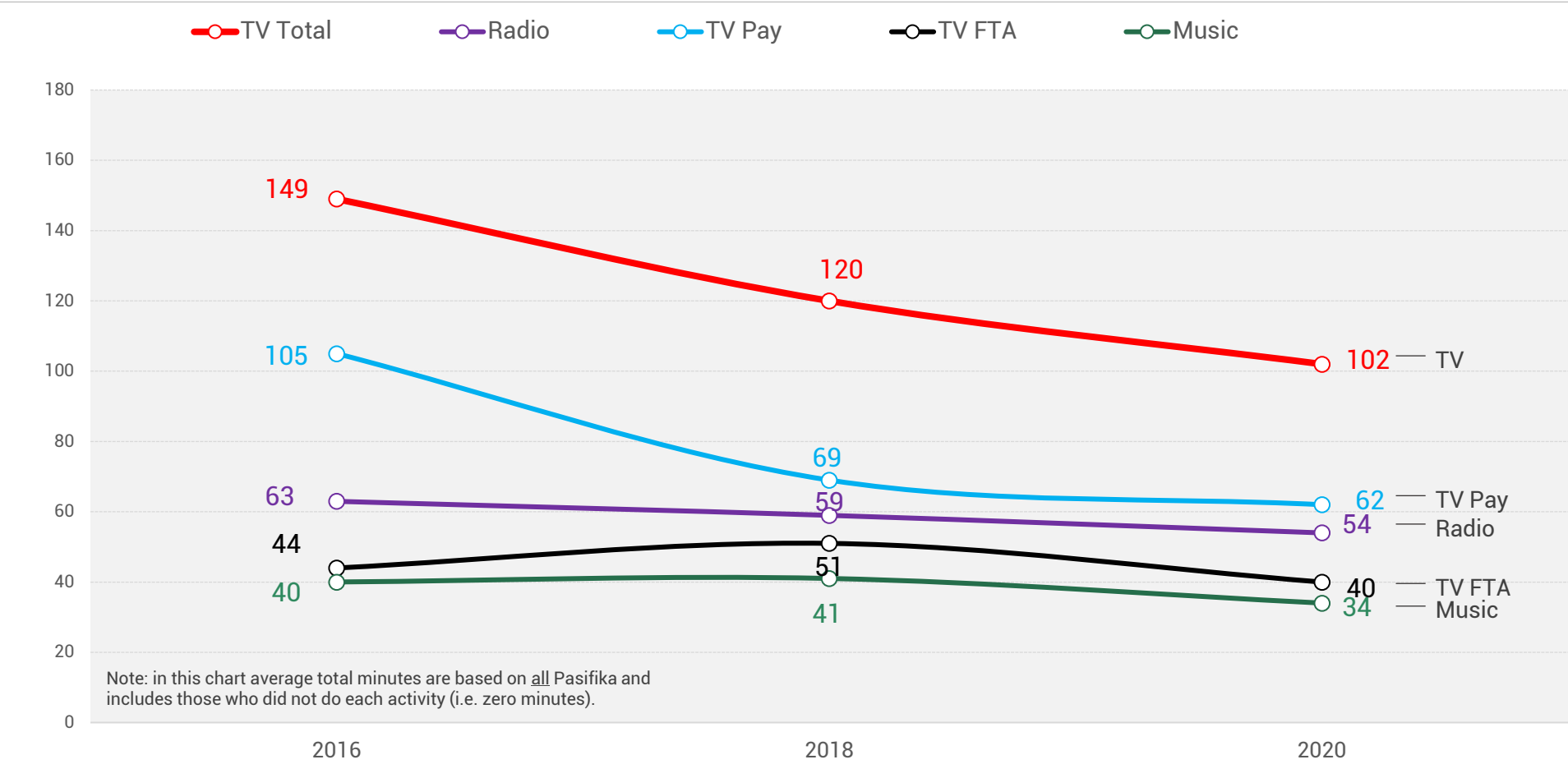
► This audience spend an hour on average watching on demand.

Note: in this chart average total minutes are based on all New Zealanders & Pasifika and includes those who did not do each activity (i.e. zero minutes).

Time spent using traditional media has been relatively stable since 2018, with the exception of TV which shows consistent decline over time.

Time spent consuming traditional media over time – average minutes per day. All Pasifika 15+

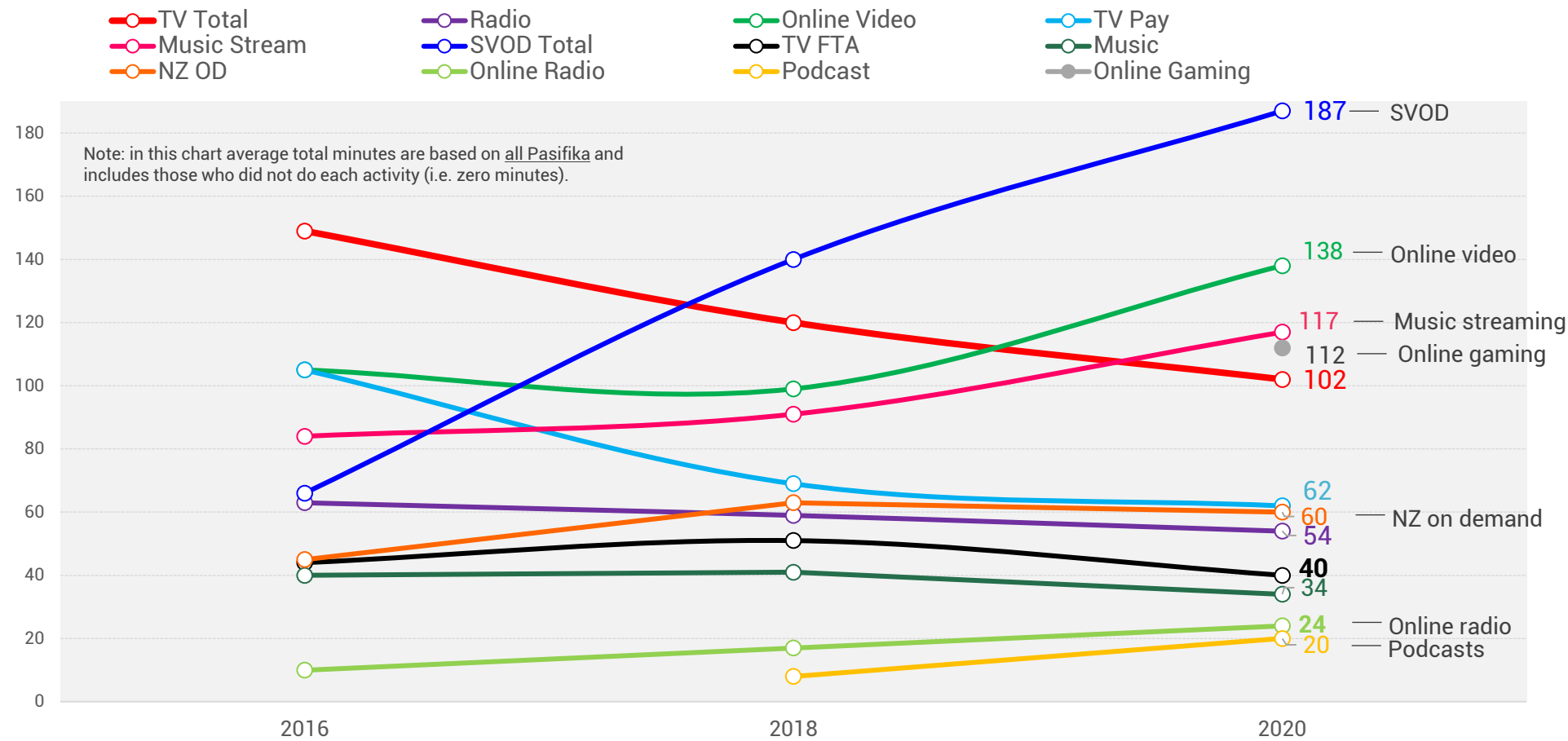
Q: Between (TIME PERIOD) about how long did you do (activity) for?



SVOD, online video and music streaming all show rapid and consistent growth among Pasifika to overtake the time spent watching TV. Other digital media have not shown significant growth in time spent since 2018.

Time spent consuming all media over time – average minutes per day. All Pasifika 15+

Q: Between (TIME PERIOD) about how long did you do (activity) for?



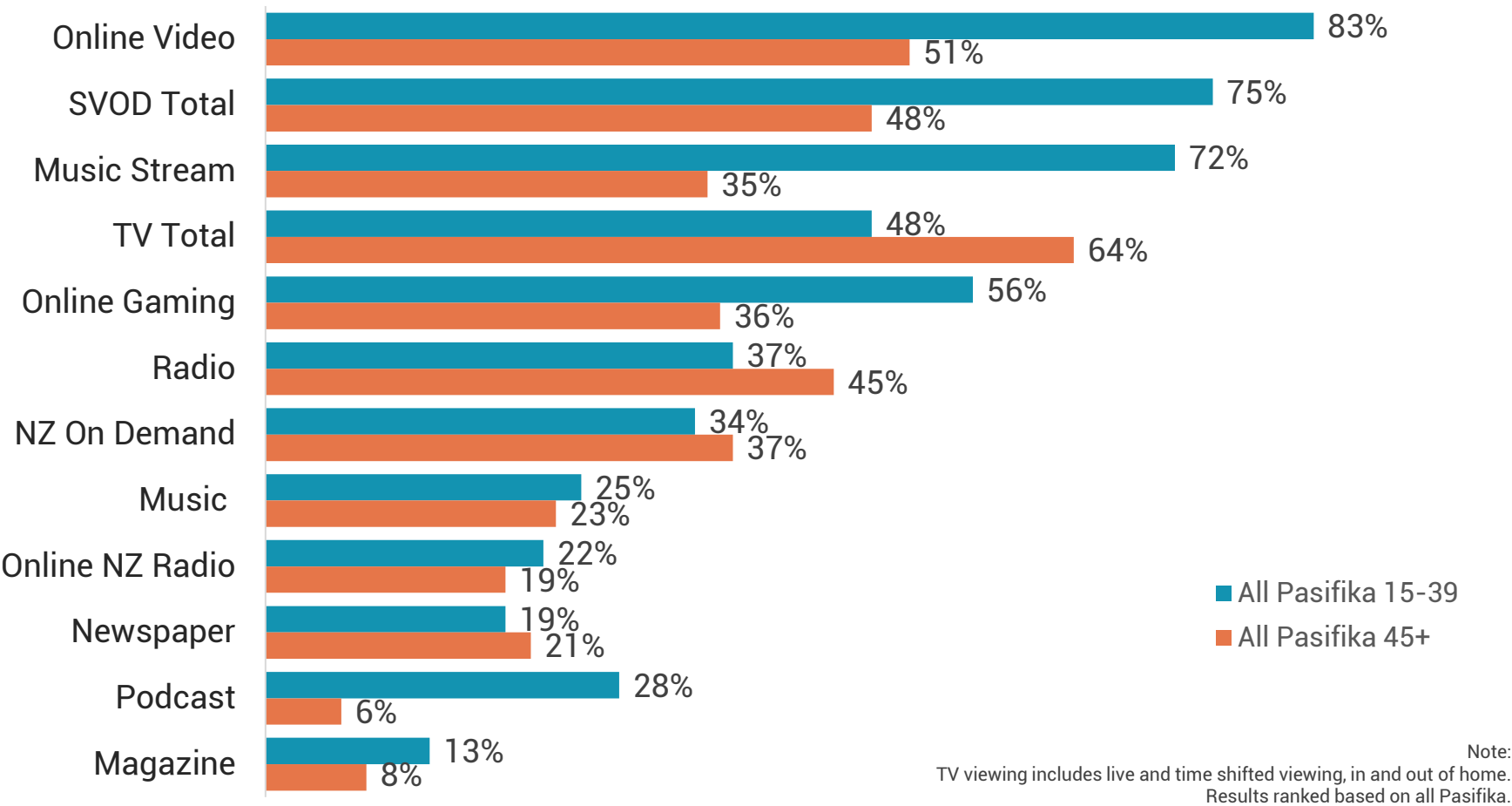
How do audiences vary across different media?



The generation gap evident in media consumption among all New Zealanders also applies to Pasifika audiences. This gap is typically seen between the ages of 40-49, with younger Pasifika more likely to consume digital media and older Pasifika more likely to consume traditional media.

Daily reach of media 2020 – Pasifika 15-39 cf. Pasifika 45+

Q: I'd like to ask you about the different types of entertainment or media you used yesterday. For each of the following, I'd like you to tell me if you did that activity for 5 minutes or more during the time period I read out. It doesn't matter if you were also doing something else at the time.



What is the daily profile of Pasifika consumers of different media?

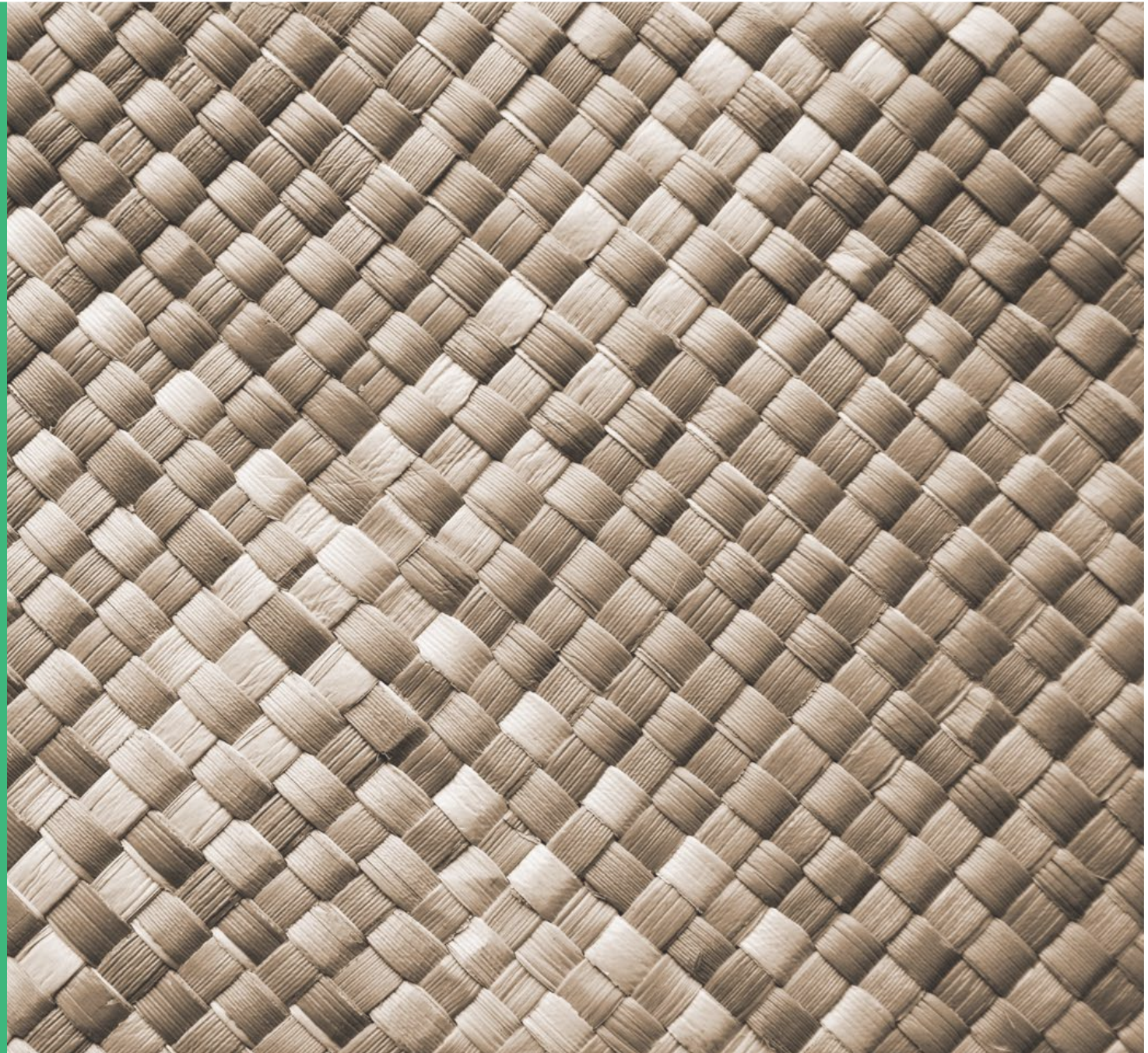
MEDIA	LESS LIKELY TO ENGAGE	MORE LIKELY TO ENGAGE
Linear TV 54% daily reach overall	<ul style="list-style-type: none"> Females (50%) Students (44%) Unemployed (38%) 	<ul style="list-style-type: none"> Males (58%) 50+ year olds (67%) <ul style="list-style-type: none"> retirees (68%) empty nesters (65%) Upper white collar (66%) High income earners (\$120,000+ = 67%)
Online video 72% daily reach overall	<ul style="list-style-type: none"> 45+ year olds (51%) <ul style="list-style-type: none"> Retirees (28%) Empty nesters (55%) Home-makers (57%) 	<ul style="list-style-type: none"> 15-24 year olds (92%) <ul style="list-style-type: none"> Students (91%)
SVOD 65% daily reach overall	<ul style="list-style-type: none"> Males (60%) 50+ year olds (41%) <ul style="list-style-type: none"> Retirees (20%) Empty nesters (46%) Unemployed (47%) Lower income earners (up to \$30,000 = 57%) 	<ul style="list-style-type: none"> Female (70%) 15-29 year olds (82%) <ul style="list-style-type: none"> Students (77%) Upper white collar workers (79%) Younger, no kids (71%)
Radio 39% daily reach overall	<ul style="list-style-type: none"> Home-makers (9%) 	<ul style="list-style-type: none"> 55+ year olds (54%) <ul style="list-style-type: none"> Retirees (52%) Empty Nesters (52%) South Island (57%) High income earners (\$120,000+ = 50%)

What is the daily profile of Pasifika consumers of different media?

MEDIA	LESS LIKELY TO ENGAGE	MORE LIKELY TO ENGAGE
Music streaming 57% daily reach overall	<ul style="list-style-type: none"> 45+ year olds (35%) <ul style="list-style-type: none"> Retirees (20%) Empty nesters (31%) South Island (49%) 	<ul style="list-style-type: none"> 15-29 year olds (80%) <ul style="list-style-type: none"> Students (87%)
On demand 36% daily reach overall		<ul style="list-style-type: none"> Upper white collar workers (48%)
Newspaper 20% daily reach overall	<ul style="list-style-type: none"> Females (17%) 15-24 year olds (14%) <ul style="list-style-type: none"> Students (10%) Home-makers (6%) Unemployed (8%) 	<ul style="list-style-type: none"> Upper white collar workers (39%) Younger, no kids (31%) South Island (34%)
Magazine 11% daily reach overall	<ul style="list-style-type: none"> Unemployed (4%) 	<ul style="list-style-type: none"> Upper white collar workers (26%) Retirees (25%) Empty Nesters (18%)



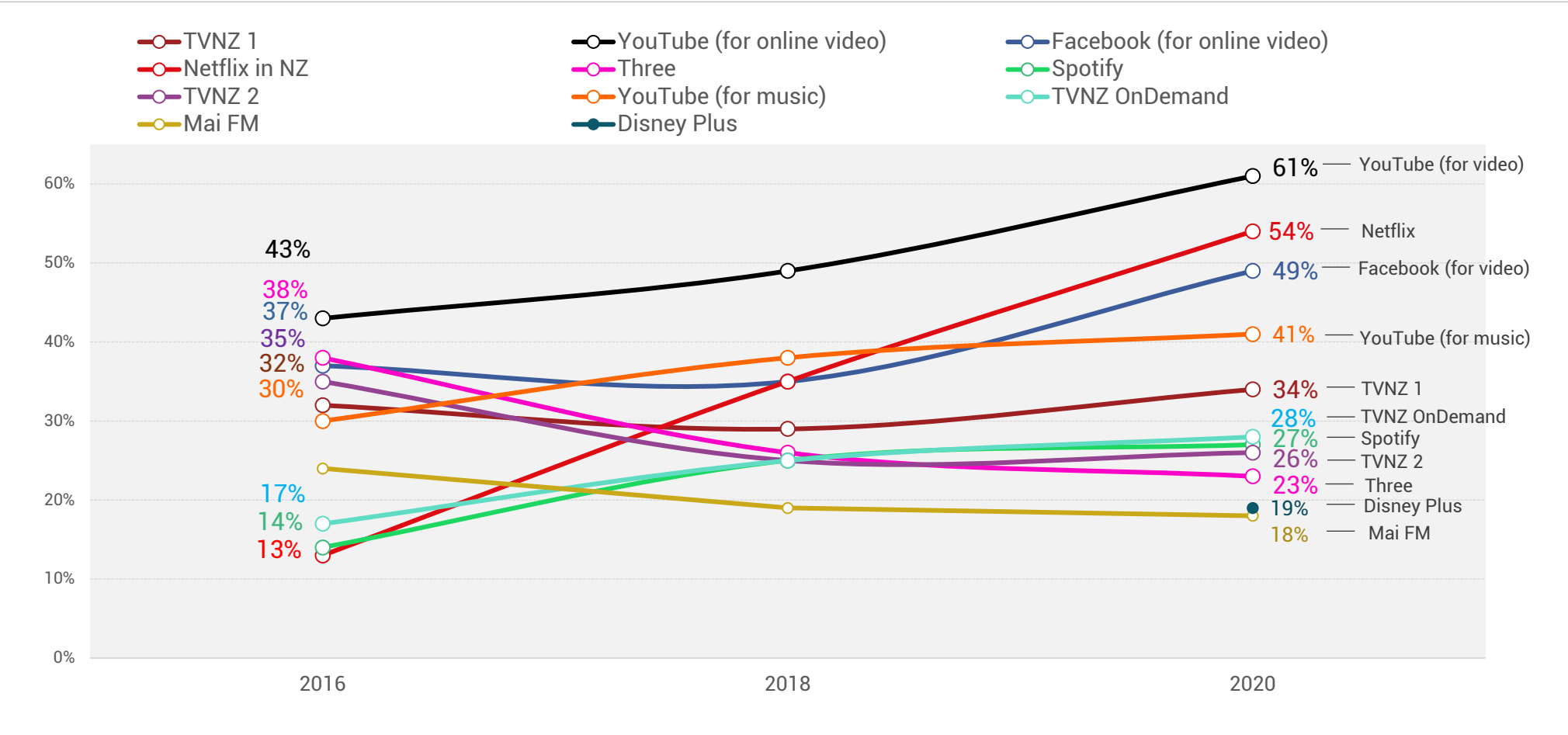
Daily Media Consumption By Channel, Site & Station



Most popular channels, sites and stations 2020. YouTube (for video), Netflix and Facebook (for video) have continued to increase in popularity among Pasifika and are now the top three sites, channels or stations, followed by Youtube (for music). TVNZ 1 is the most popular traditional channel, site or station increasing its audience slightly to reach one in three Pasifika each day.

Most popular channels, sites & stations – all Pasifika 15+

Q: Which of the following did you use yesterday?



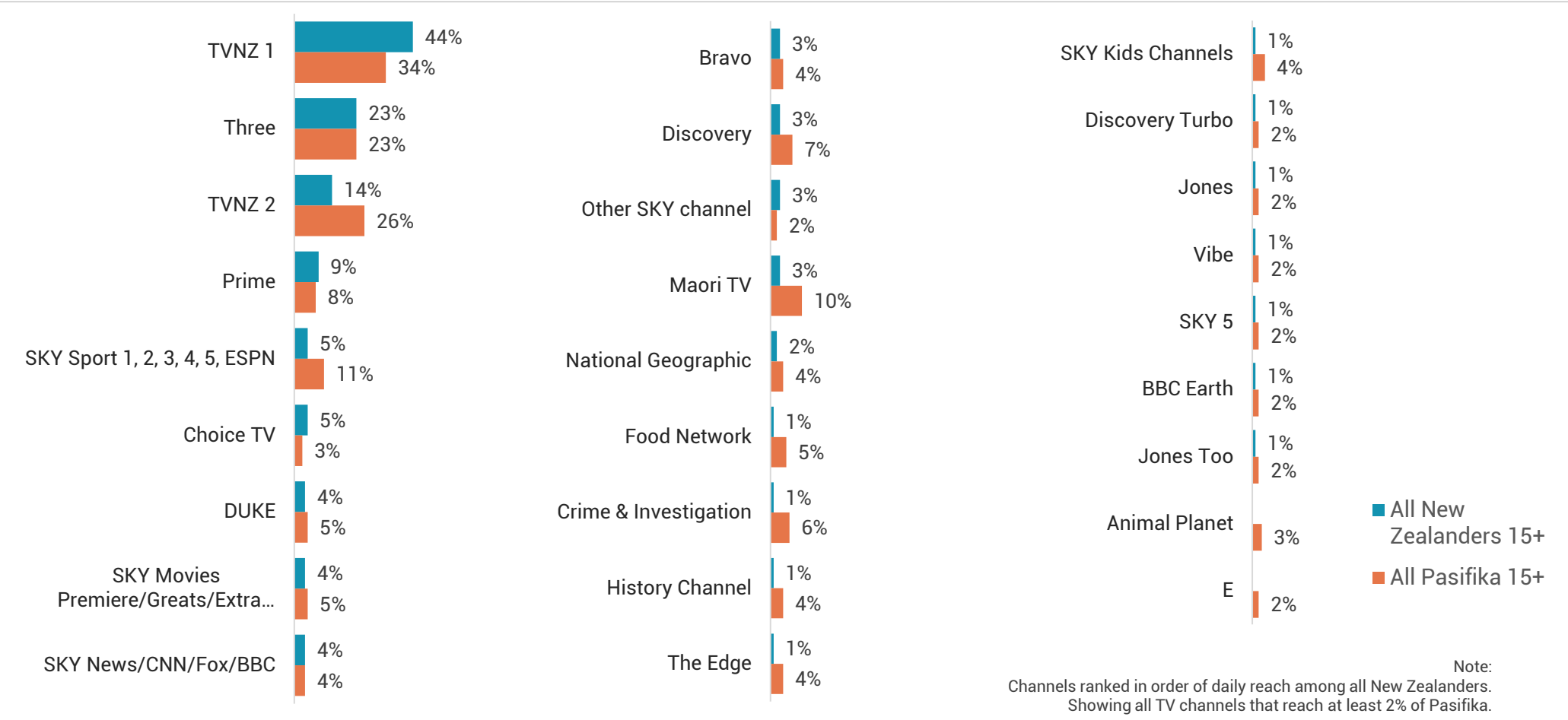
- Next six:
- NZ Herald (video) 12%
 - SKY Sport 11%
 - Maori TV 10%
 - 3NOW 10%
 - Stuff (video) 9%
 - Breeze 9%

With the exception of the growth of Youtube, Netflix, Facebook and to a lesser extent TVNZ 1, Pasifika audiences on all other channels, sites and stations are stable since 2018.

Compared to all New Zealanders 15+, Pasifika are less likely to watch TVNZ 1 and more likely to watch TVNZ 2, SKY Sport channels and Maori TV.

Daily reach of TV channels 2020 (2% reach and over) – all New Zealanders 15+ & all Pasifika 15+

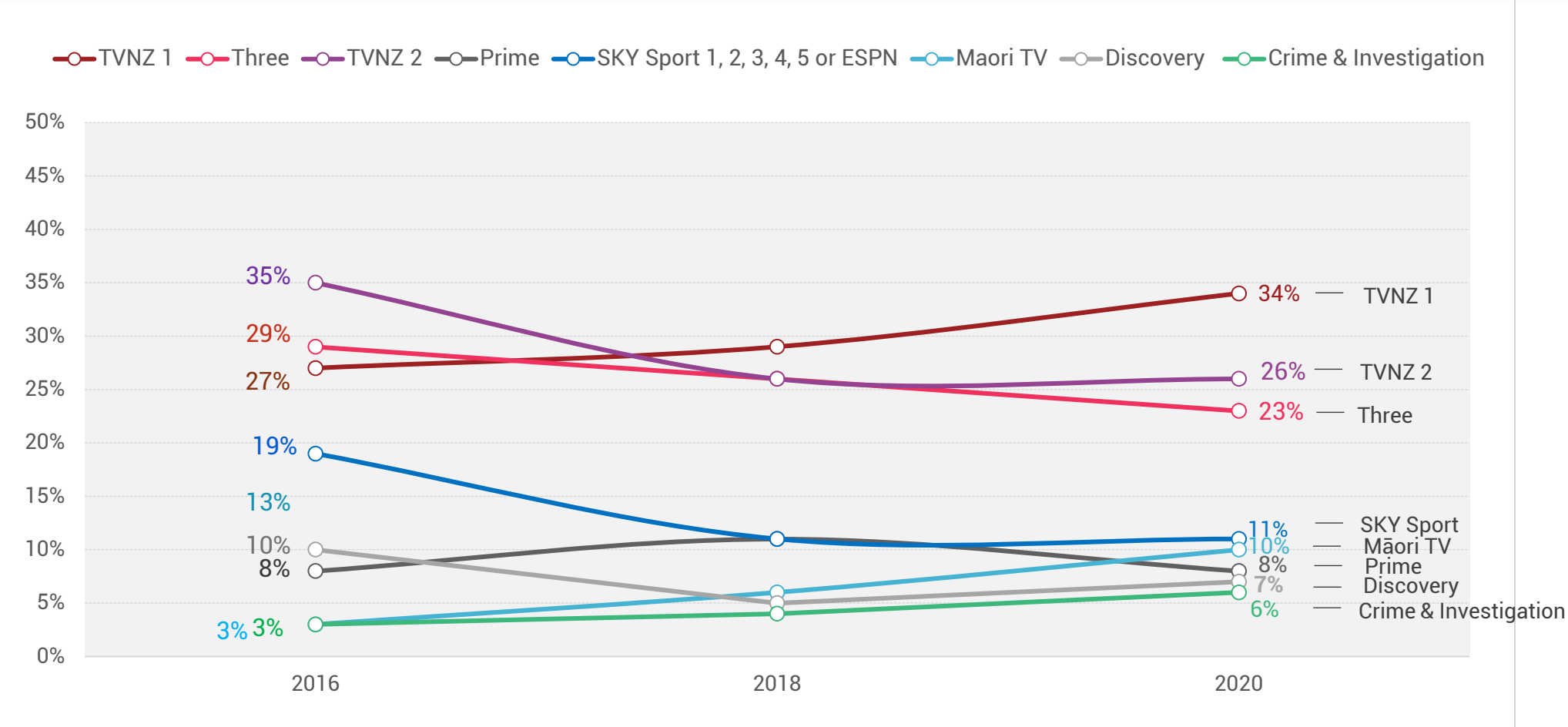
Q: Thinking about yesterday, which of the following TV channels did you watch?



Despite the decline in TV viewing overall, TVNZ 1's daily audience has increased among Pasifika since 2018. TVNZ 1's growth will be driven in part by this channel being New Zealanders' most widely used and trusted source of news during the Covid-19 outbreak.

Daily reach of TV channels (6% reach and over) – all Pasifika 15+

Q: Thinking about yesterday overall, which of the following TV channels did you watch?

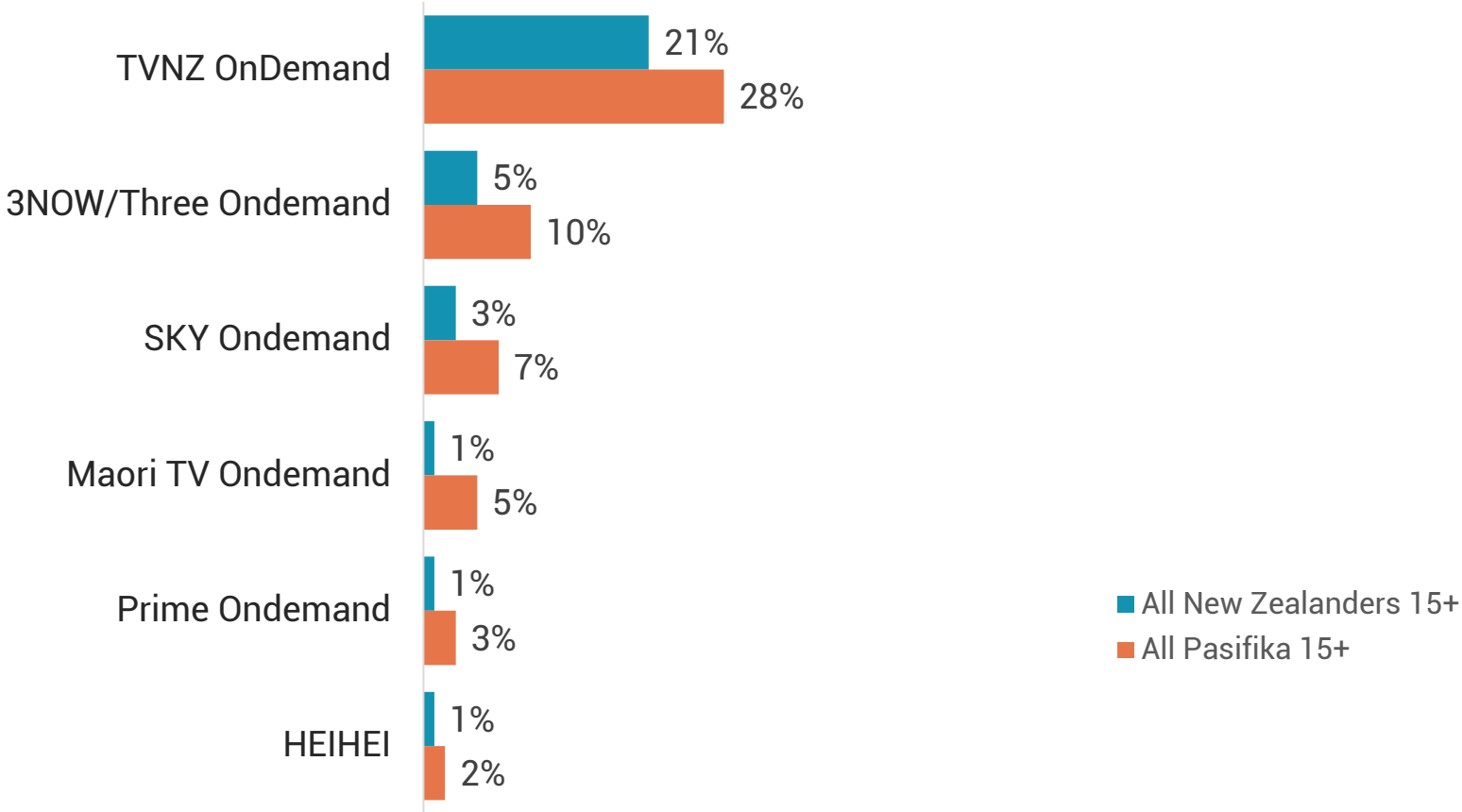


All on demand sites are more widely used by Pasifika than New Zealanders 15+.



Daily reach of on demand sites 2020 – All New Zealanders 15+ & all Pasifika 15+

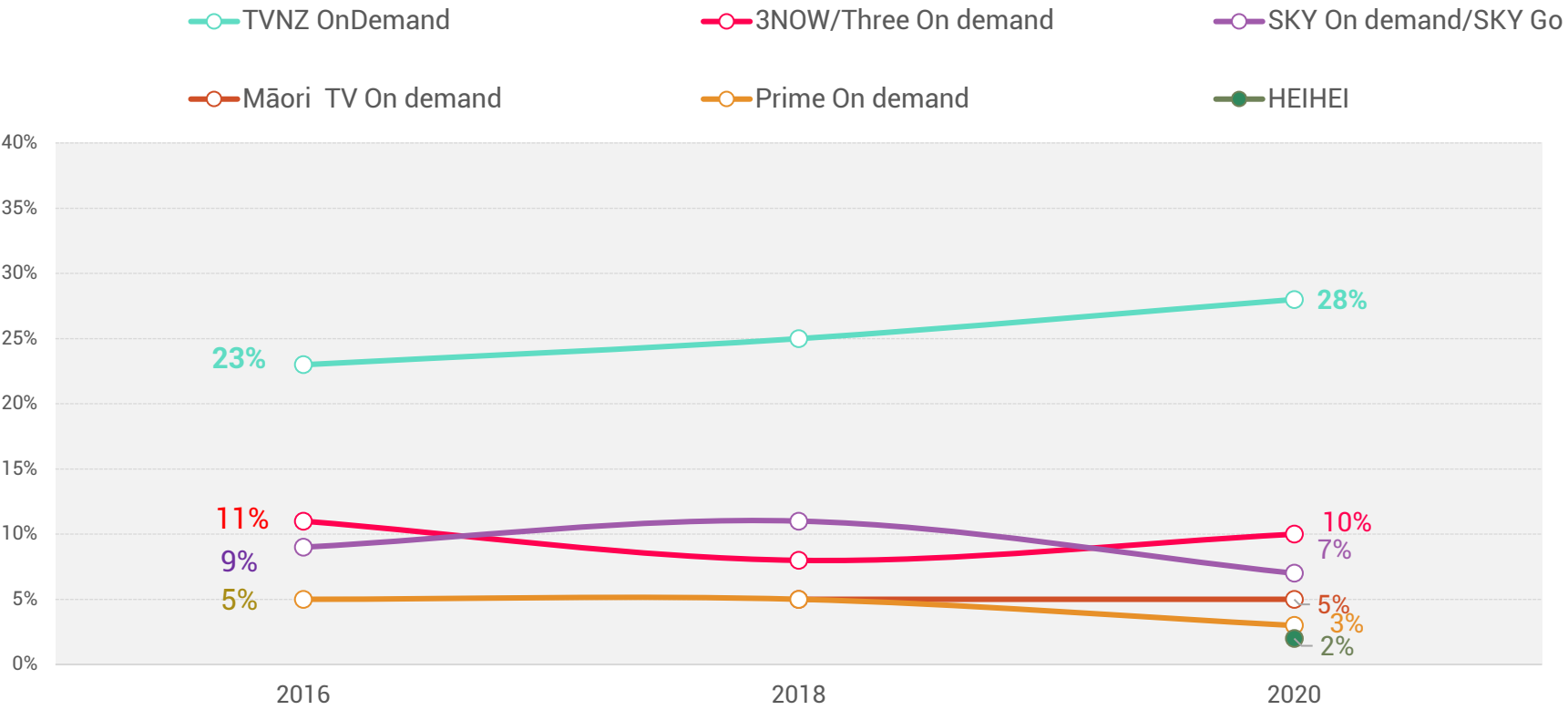
Q: Thinking about yesterday overall, which of the following websites did you watch?



TVNZ OnDemand is the most popular on demand site among Pasifika by a significant margin and, unlike other sites, has continued to grow its audience since 2018.

Daily reach of on demand sites – all Pasifika 15+

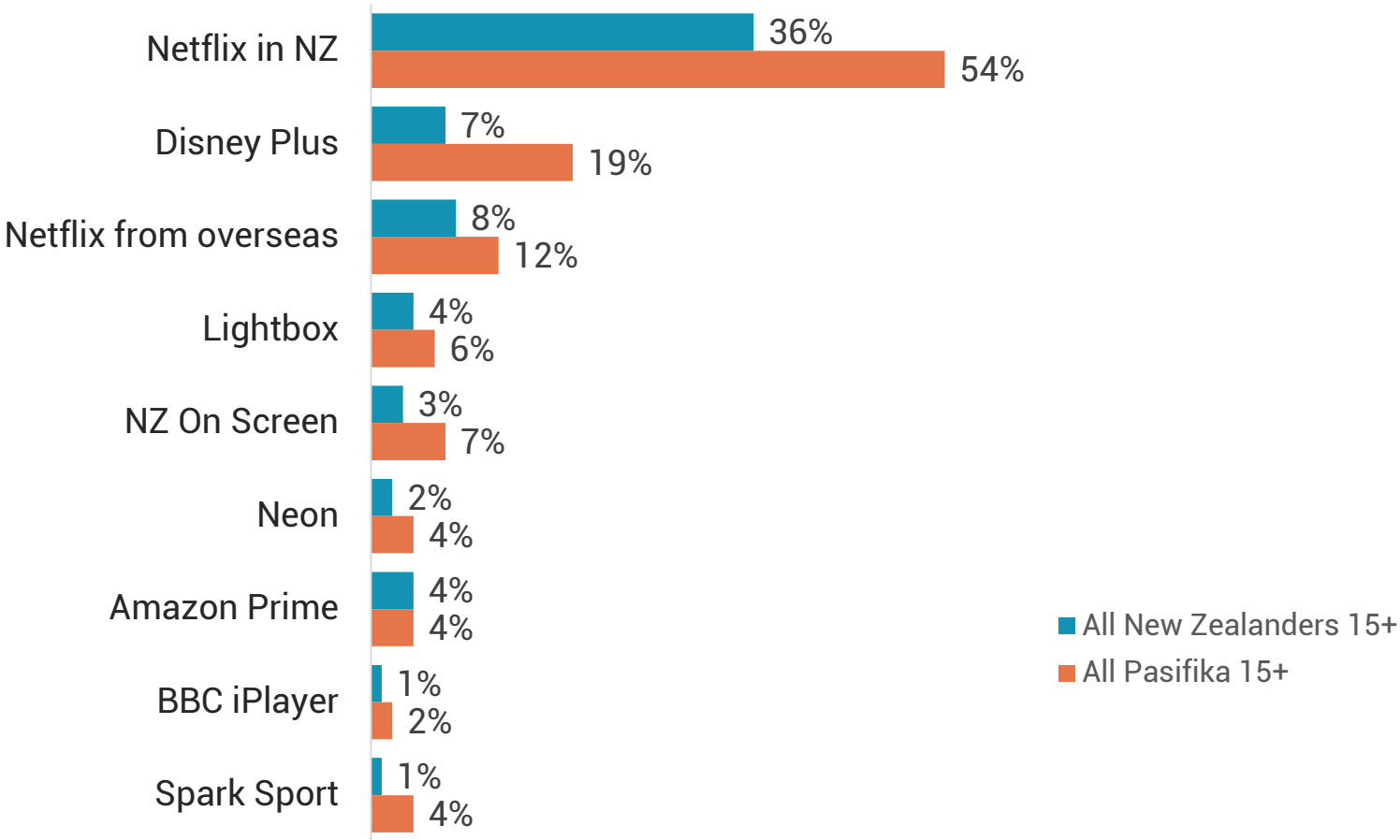
Q: Thinking about yesterday overall, which of the following websites did you watch?



As with other media, a greater proportion of Pasifika use SVOD sites than overall New Zealanders. Netflix reaches more one in two Pasifika each day and is easily the most popular site, followed by Disney Plus which is very popular with this audience.

Daily reach of SVOD sites 2020 – All New Zealanders 15+ & all Pasifika 15+

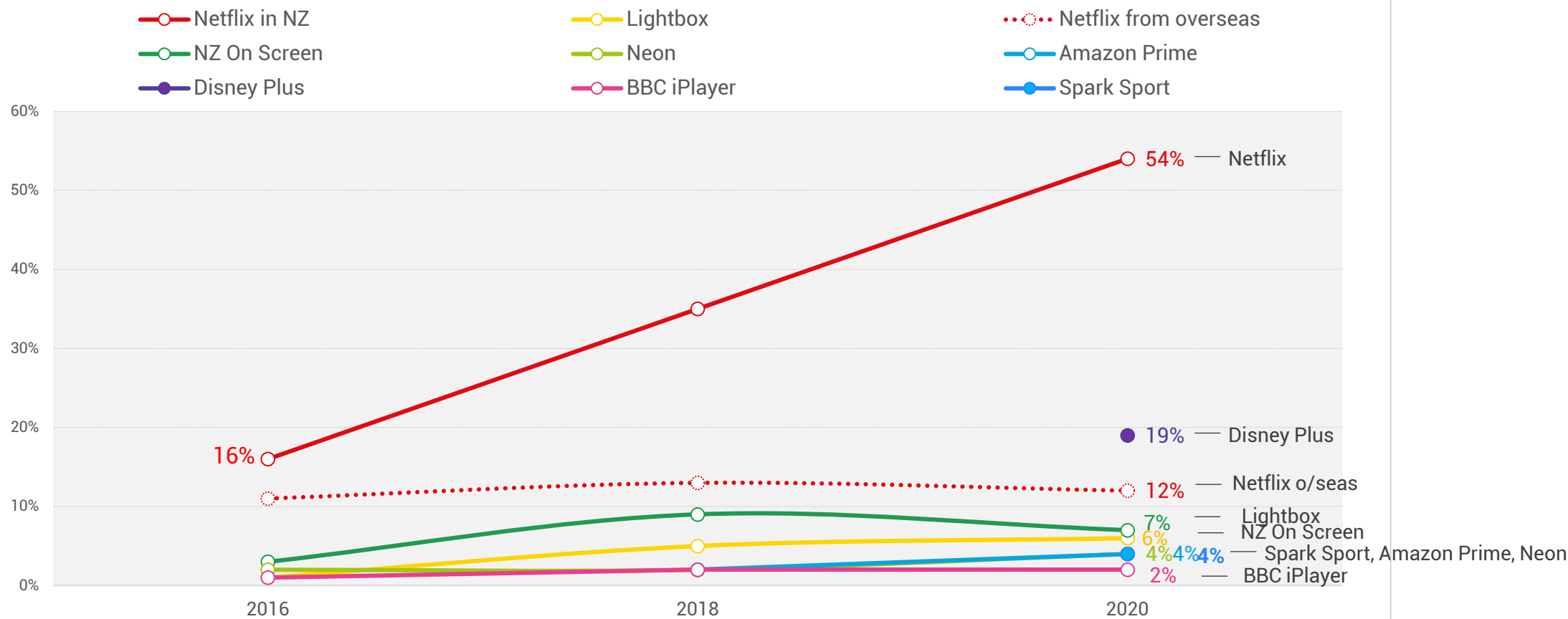
Q: Thinking about yesterday overall, which of the following websites / services did you use to watch TV shows?



Netflix is not only the dominant SVOD provider among Pasifika, but the only one to show significant growth since 2018. The only exception is the popularity of Disney Plus now reaching 15% of Pasifika each day and which wasn't available in 2018.

Daily reach of SVOD sites – all Pasifika 15+

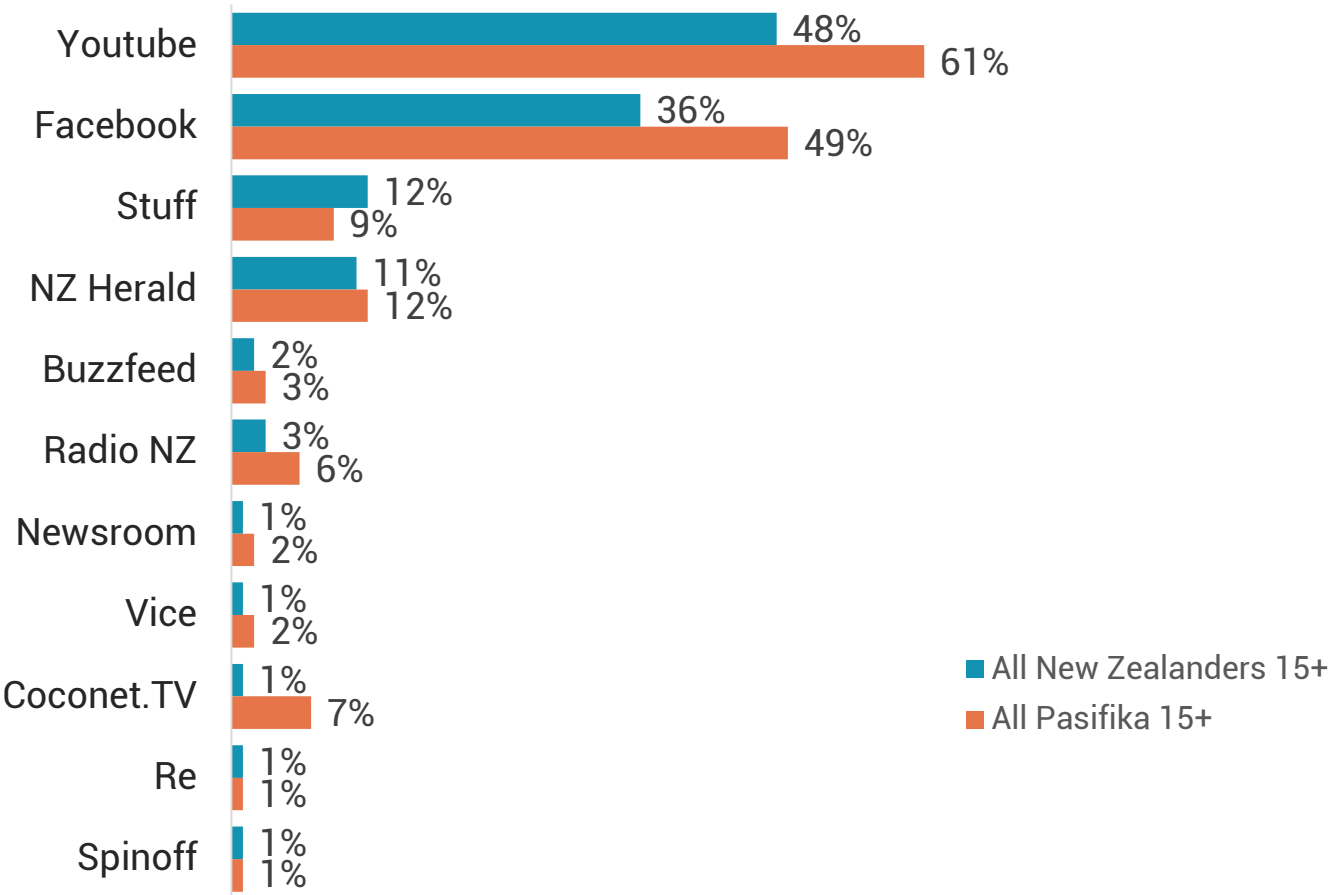
Q: Thinking about yesterday overall, which of the following websites / services did you use to watch TV shows?



Pasifika audiences are significantly more likely than all New Zealanders 15+ to use Youtube and Facebook for video each day. In addition they are also more likely to watch Coconet.TV with 7% tuning in each day.

Daily reach of online video sites 2020 – All New Zealanders 15+ & all Pasifika 15+

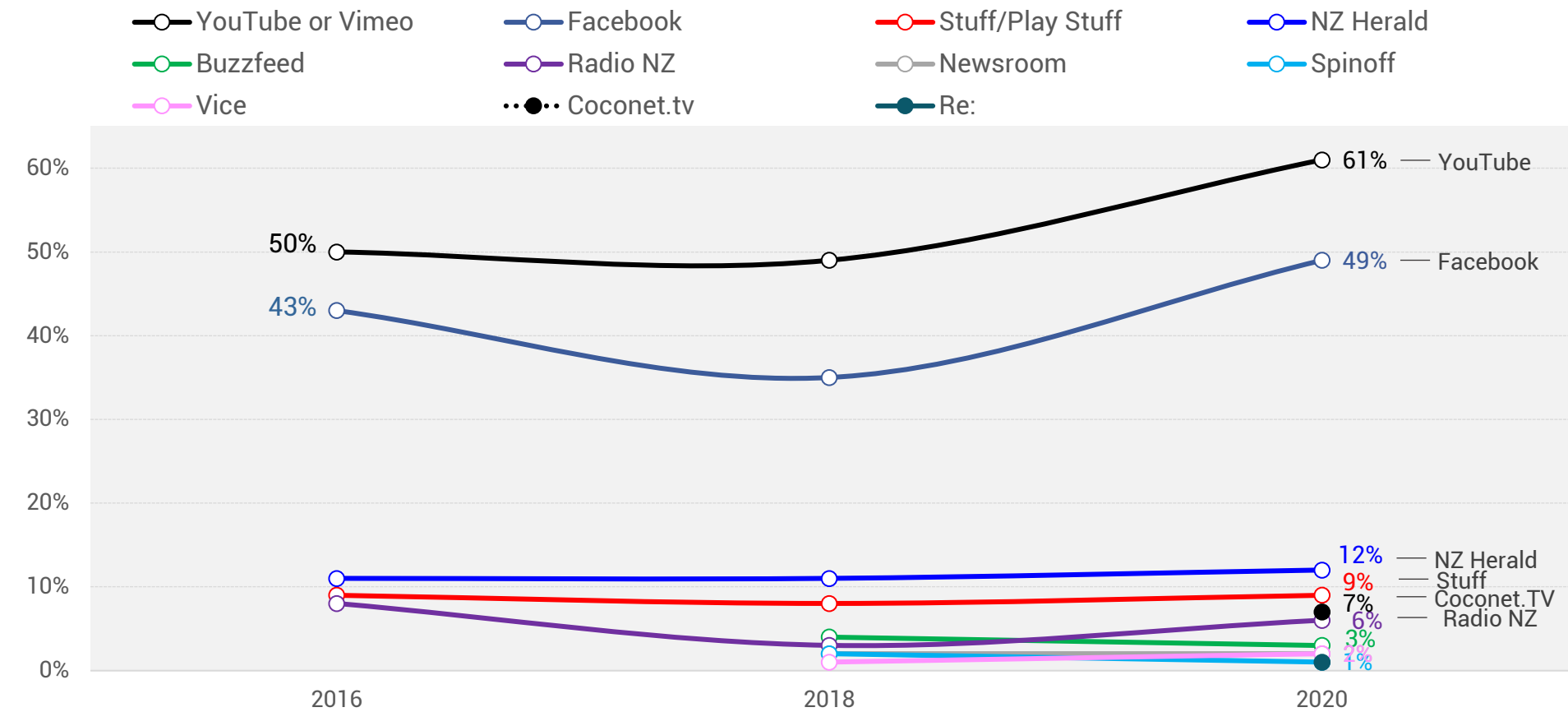
Q: Thinking about yesterday overall, which of the following websites / services did you use to watch TV shows?



Both YouTube and Facebook have continued to slowly increase their daily audience size since 2018, with no other provider showing audience growth.

Daily reach of online video sites – all Pasifika 15+

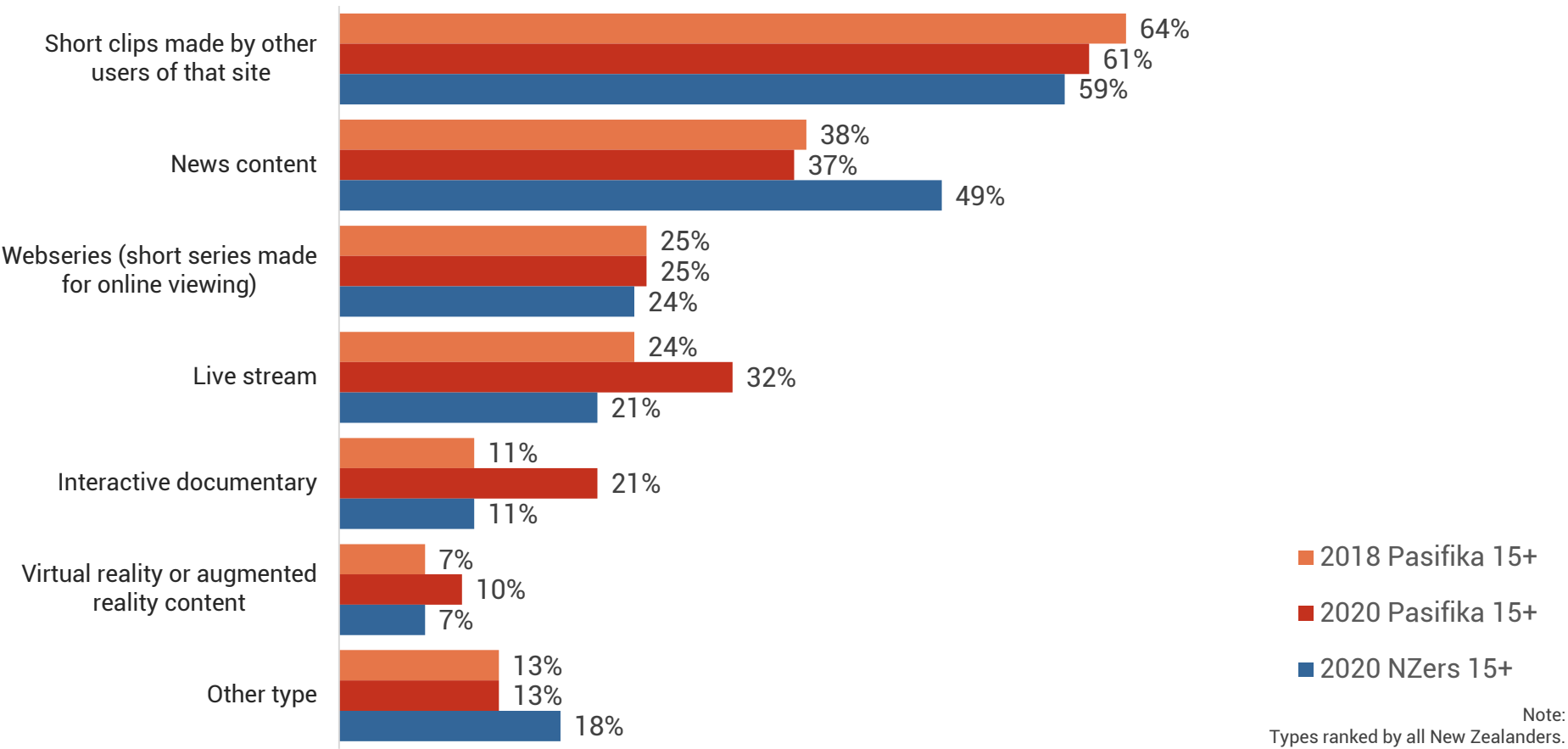
Q: Thinking about yesterday overall, which of the following websites / services did you use to watch TV shows?



Pasifika are significantly less likely to watch news content than all New Zealanders 15+, and more likely to watch live streams and interactive documentaries.

Types of online video watched – all Pasifika who watched online video yesterday

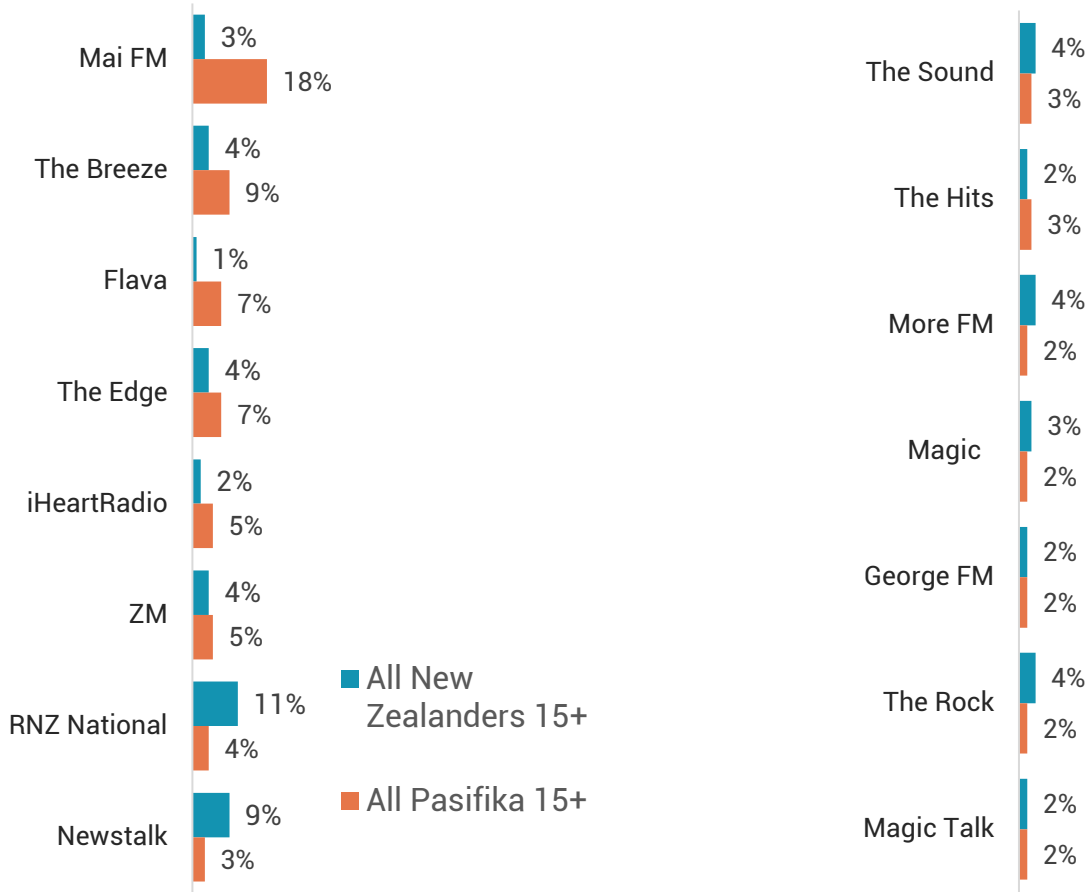
Q: Which of the following types of video did you watch on these sites?



Mai FM is the most popular radio station, reaching nearly one in five Pasifika each day, followed by The Breeze and Flava. This audience are significantly more likely to listen to these three stations than overall New Zealanders 15+.

Daily reach of radio stations 2020 (stations 2% and above) – all New Zealanders 15+ and all Pasifika 15+

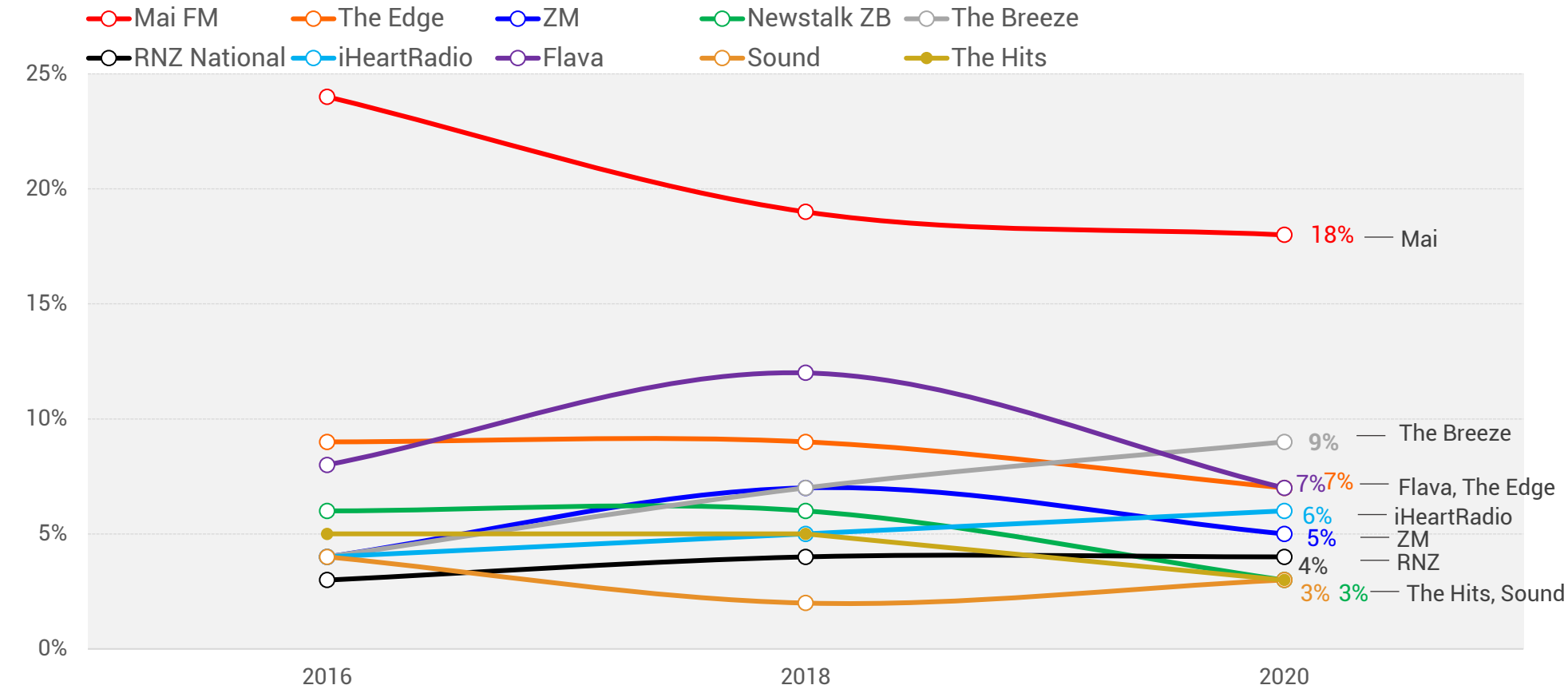
Q: Thinking about yesterday overall, what New Zealand radio stations did you listen to either on radio or online?



Most radio stations show audience declines among Pasifika since 2018. The exceptions are Mai FM which stable and The Breeze and iHeartRadio which both show increases in audience size since 2018.

Daily reach of radio stations over time (3% reach and above) – all Pasifika 15+

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

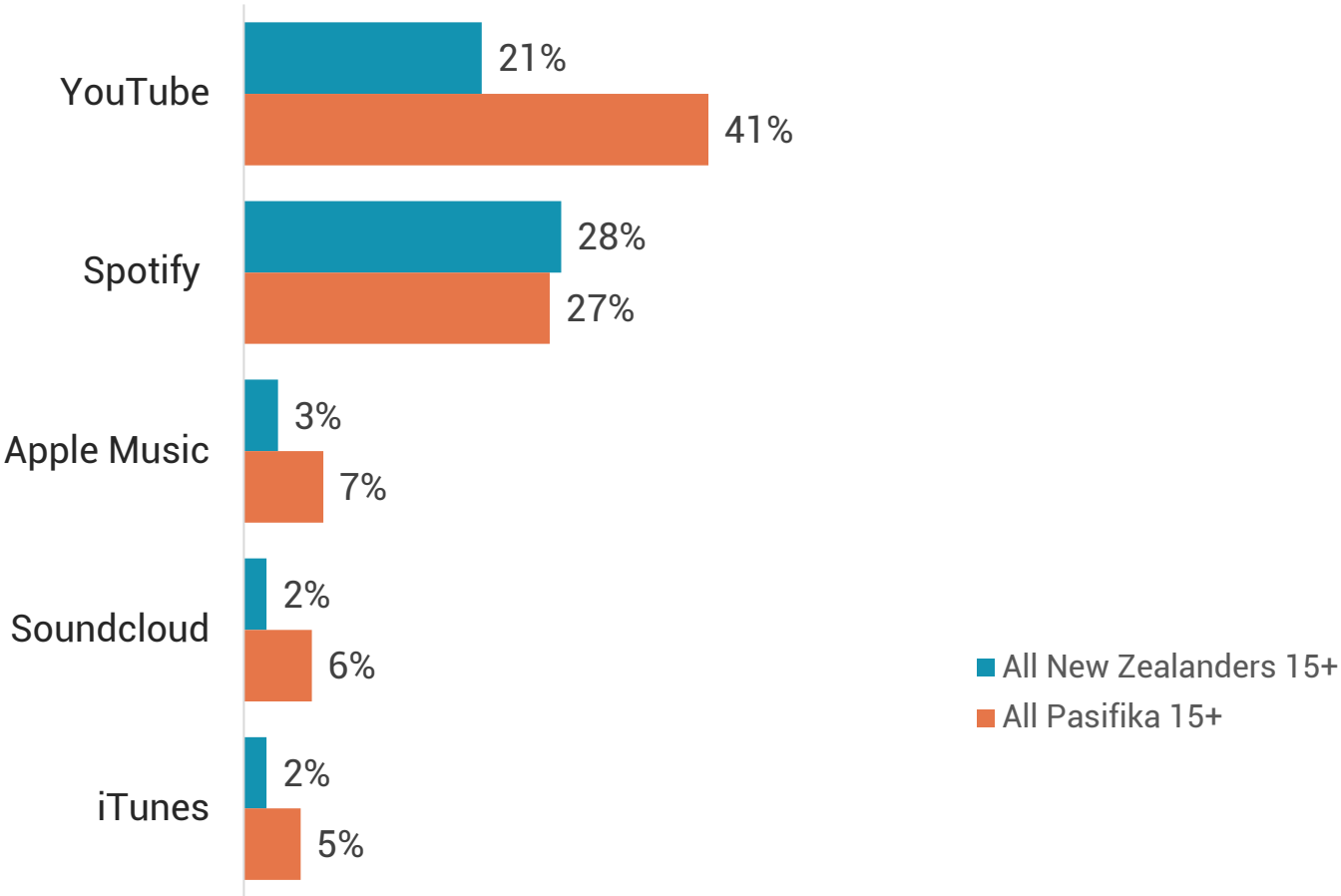


Unlike overall New Zealanders 15+, YouTube is more popular than Spotify among Pasifika for listening to music, reaching more than four in ten Pasifika each day.



Daily reach of music streaming sites 2020 – All New Zealanders 15+ & all Pasifika 15+

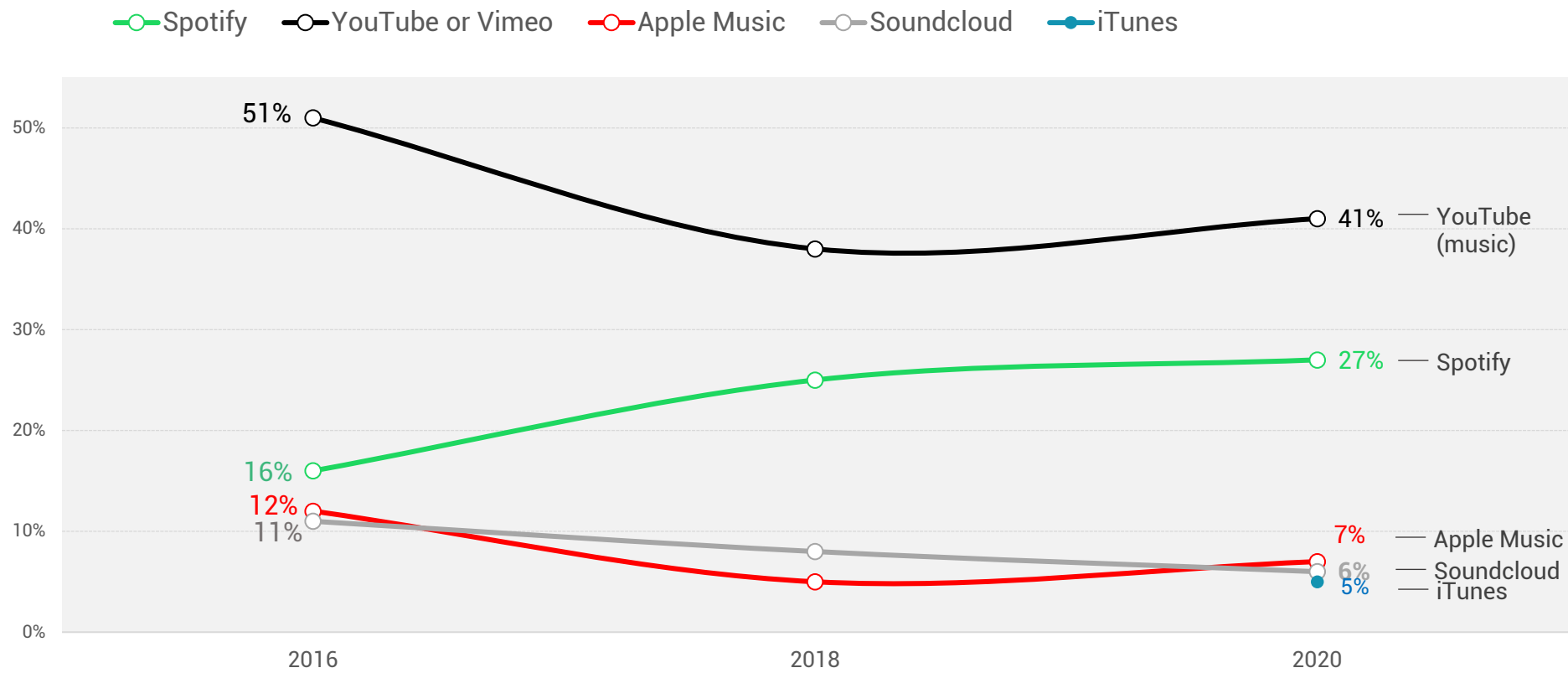
Q: Thinking about yesterday overall, which of the following websites did you use listen to music?



The growth of Spotify has levelled off among Pasifika since 2018 resulting in YouTube continuing to be the most popular music streaming site among this audience.

Daily reach of music streaming sites – all Pasifika 15+

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





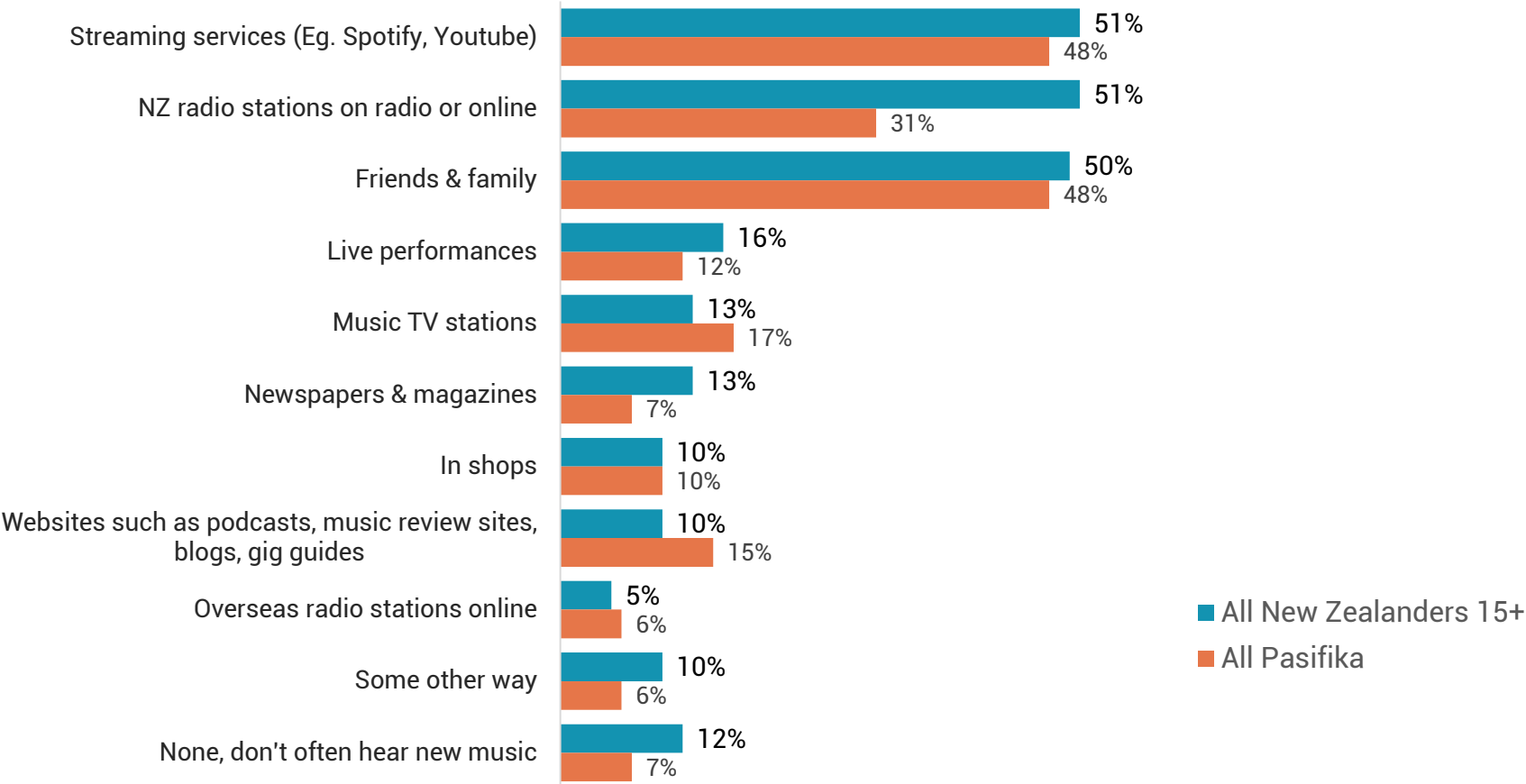
Music Consumption and Behaviour



As per the general population there are three main ways in which Pasifika discover new music – streaming services, radio stations and friends and family. However Pasifika are significantly less likely to use radio as a source of new music which reflects this group’s lower incidence of listening to the radio overall.

Sources of awareness of new music 2020 – all New Zealanders 15+ & all Pasifika 15+

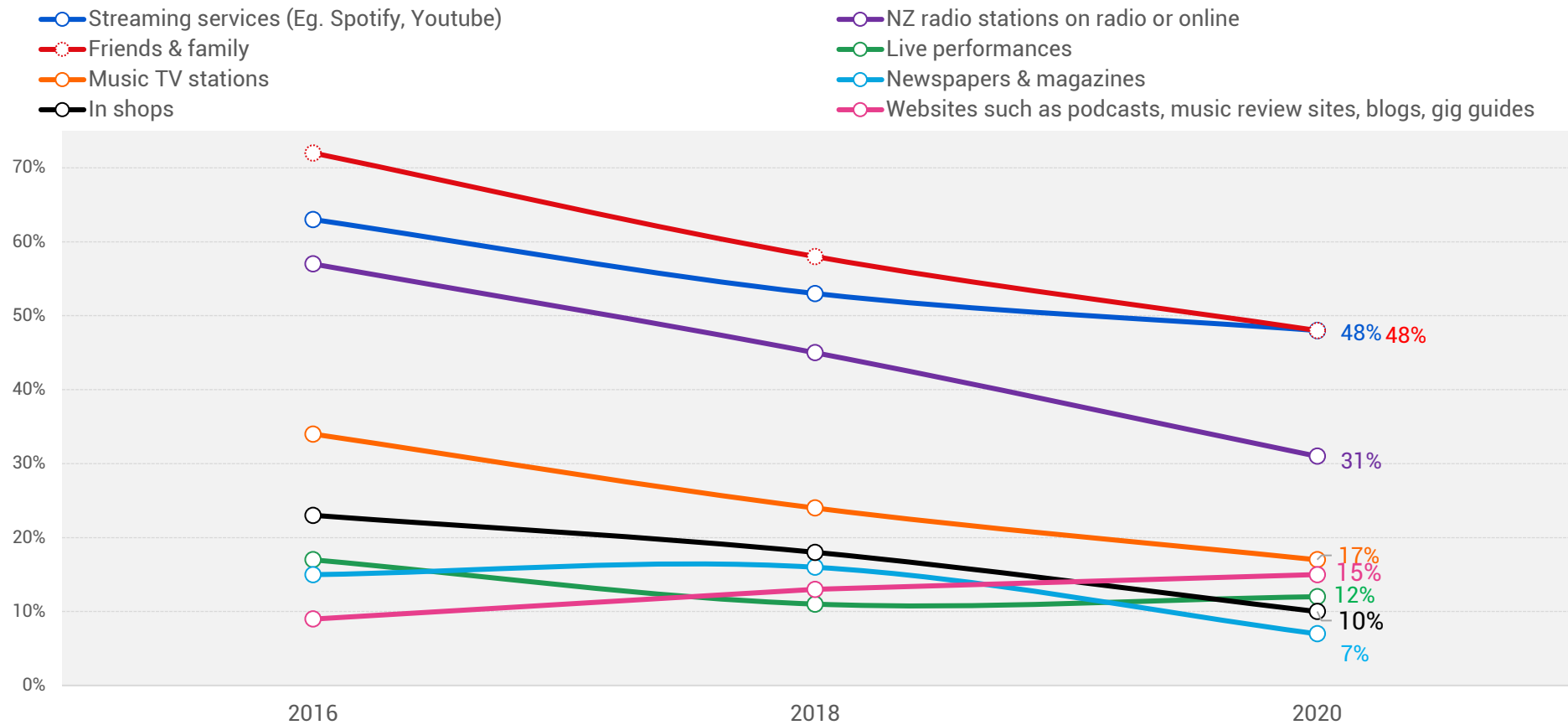
Q: In which of the following ways, if any, do you usually find out about new music?



Nearly all sources of new music have declined since 2018, with the exceptions of websites and live performances.

Sources of awareness of new music over time – all Pasifika 15+

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



Note: In 2020 this question was asked of a reduced base size of n=1,053.



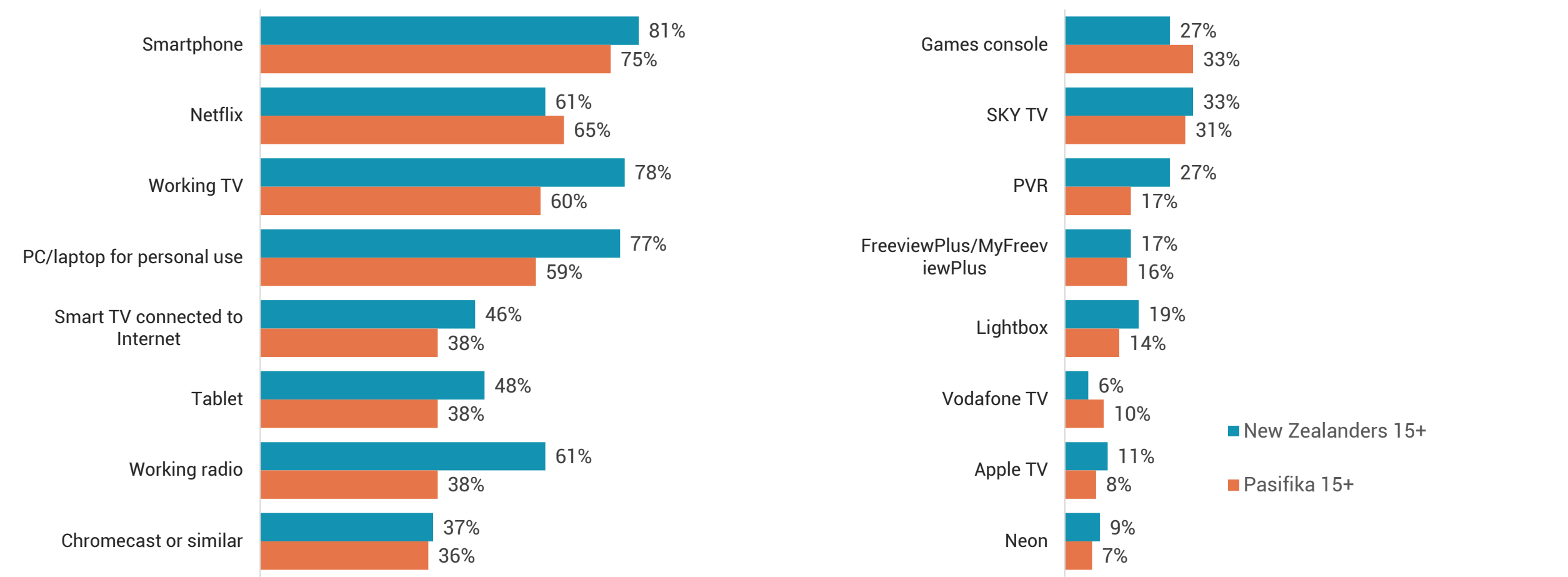
Devices Personally Own Or Have Daily Access To



Despite higher levels of media consumption overall Pasifika are typically less likely to be able to access most devices and platforms. The exceptions are higher incidences of access to Netflix, gaming consoles, and Vodafone TV. This audience are significantly less likely to have access to a TV, PC/laptop, tablet, radio, and PVR

Devices & platforms personally own or have daily access to – all New Zealanders 15+ & all Pasifika 15+

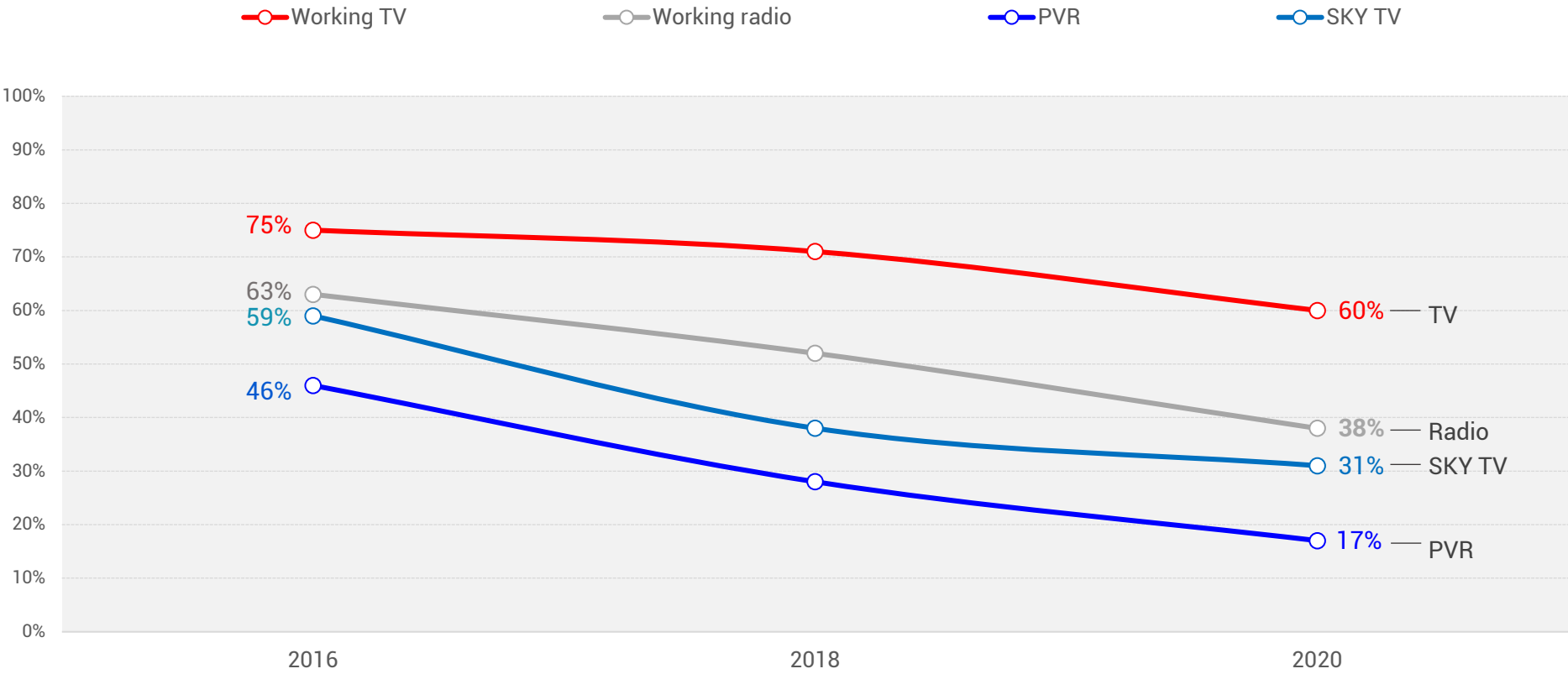
Q: Which of the following, if any, do you personally own or have daily access to?



The incidence of all devices and platforms through which Pasifika access traditional media has continued to decline since 2018.

Devices & platforms personally own or have daily access to – all Pasifika 15+

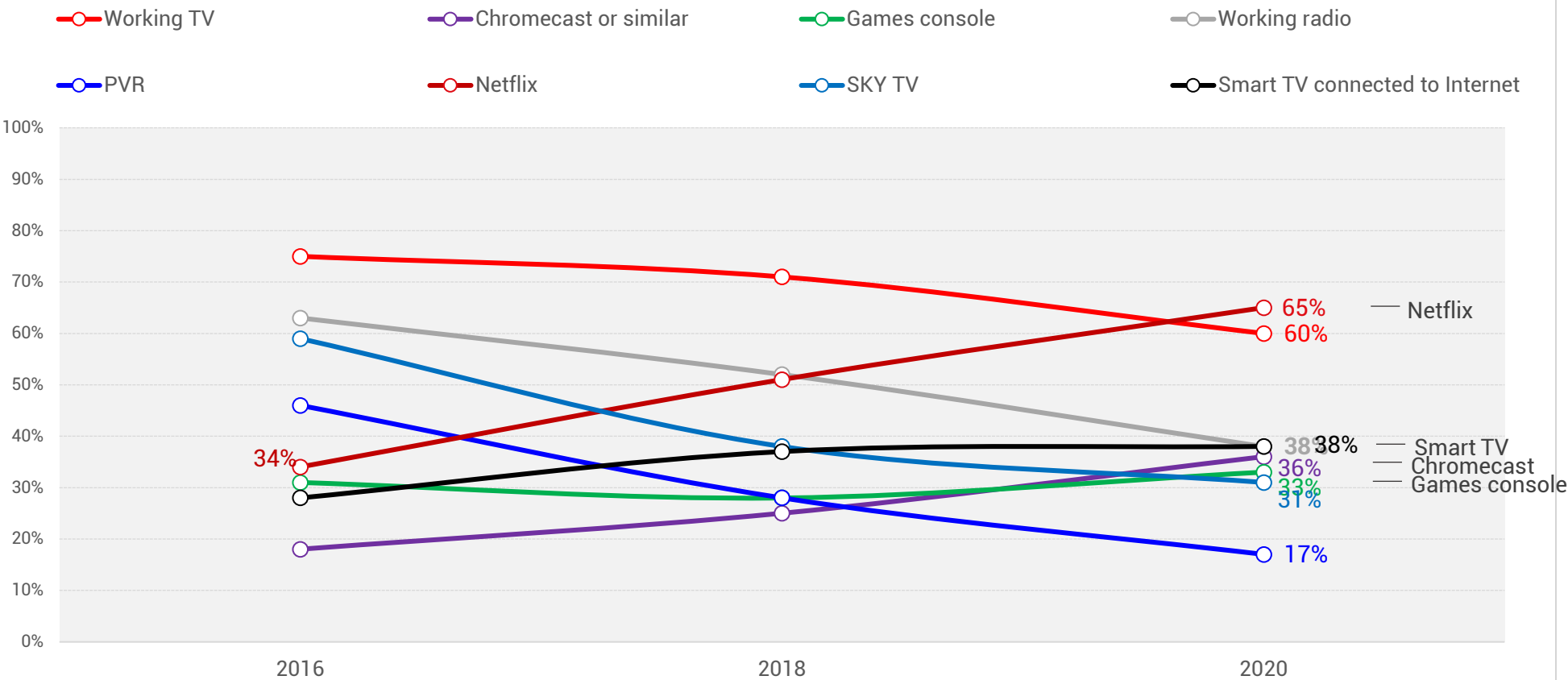
Q: Which of the following, if any, do you personally own or have daily access to?



Conversely Netflix, Chromecast or similar and gaming consoles continue to increase in incidence among Pasifika with Netflix overtaking a TV since 2018.

Devices & platforms personally own or have daily access to – all Pasifika 15+

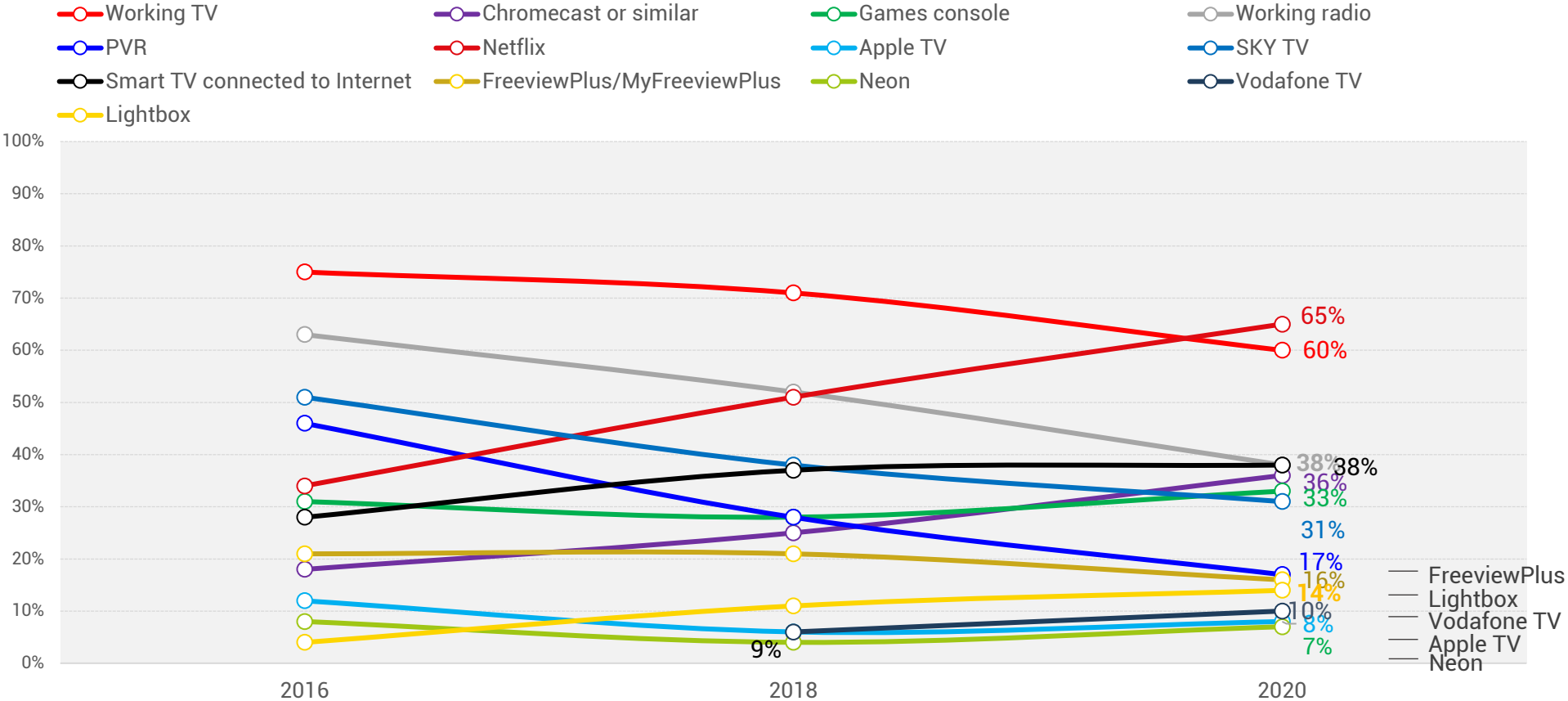
Q: Which of the following, if any, do you personally own or have daily access to?



FreeviewPlus/MyFreeviewPlus, Vodafone TV, Neon and Apple TV have not increased significantly in incidence since 2018, however Lightbox has increased to be nearly as common as a PVR and Freeview among Pasifika.

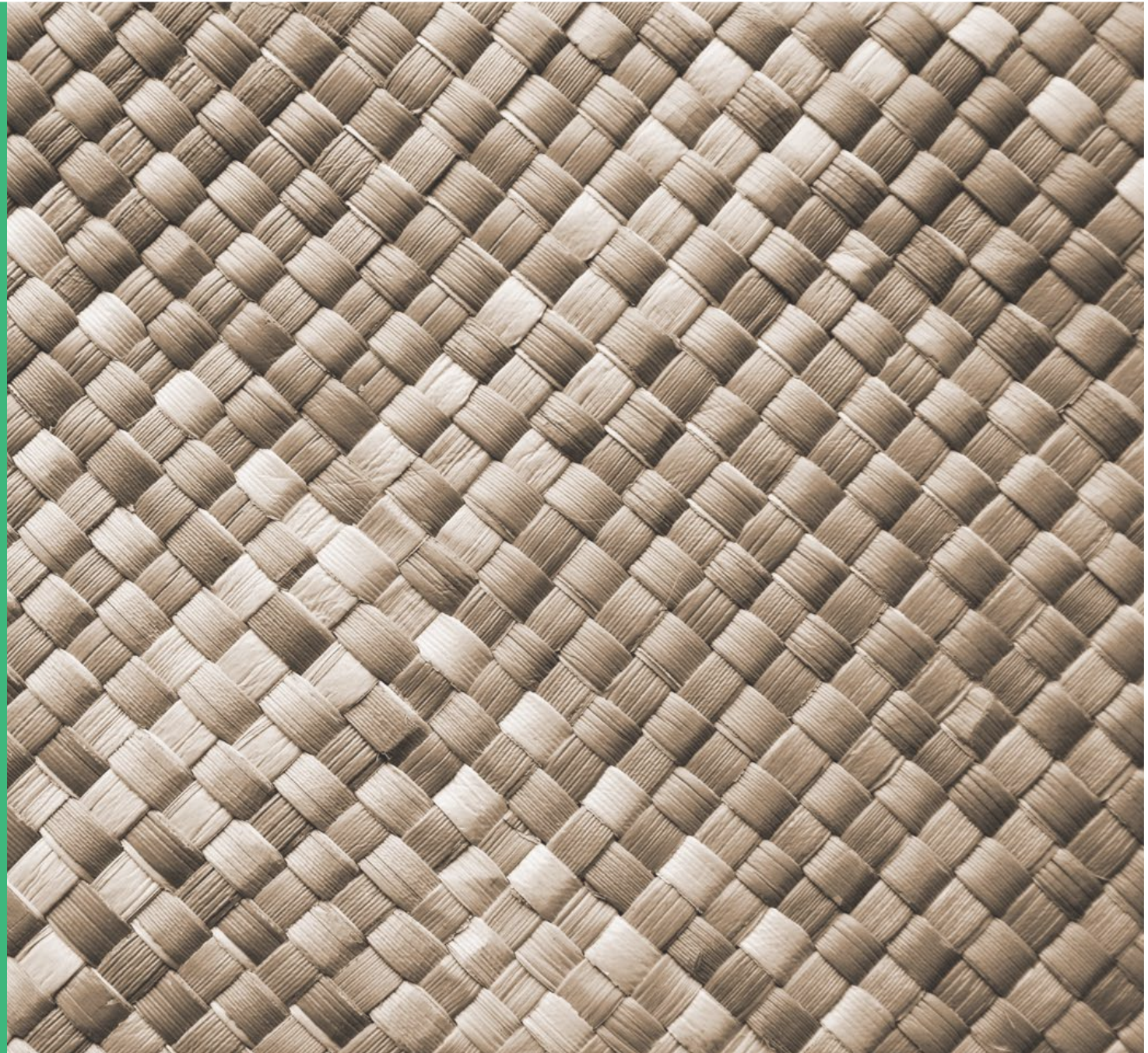
Devices & platforms personally own or have daily access to – all Pasifika 15+

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





Sources of news during Covid-19 lockdown

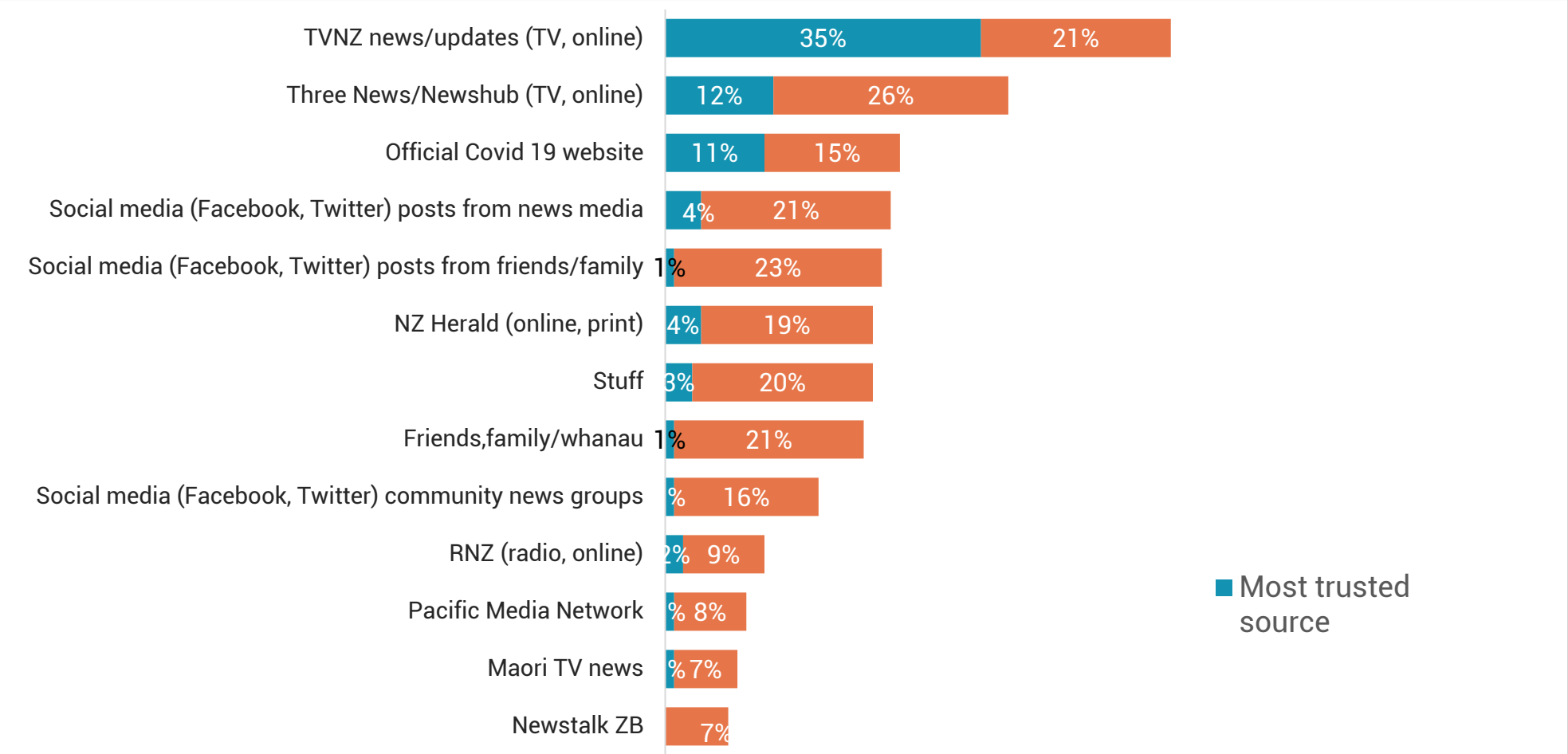


The daily TVNZ 1 Covid-19 updates were Pasifika's most widely used (56%) and most trusted source of news (35%) by a significant margin. Three News was the second most used and trusted source followed by the Covid-19 website. Social media was widely used, but it was the most trusted source of very few Pasifika.



Sources of news and information during COVID 19 lockdown (sources used by 5% or more) – all Pasifika 15+

Q: Which of the following sources of news and information did you use to keep updated about the COVID 19 outbreak?
And of these, which was your most trusted **source** of news that you used to keep updated about the COVID 19 outbreak?





WHERE ARE THE **AUDIENCES?**

Pasifika report

SEPTEMBER 2020