



# WHERE ARE THE **AUDIENCES?**

**Pasifika report**

**AUGUST 2021**

- **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) “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 2021 “Where Are The Audiences?” study based on Pasifika.**
  - It compares the 2021 results to all previous studies among Pasifika, as well as comparing to the 2021 results among all New Zealanders.

# Impact of Covid 19 lockdown on the 2020 study

- **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 in 2020 the study was delayed to May-June due to levels 3 and 4 Covid 19 lockdown prior to this period. Interviewing was then conducted while New Zealand was at Covid 19 levels 1 and 2.**
- **Comparing the 2020 results to the 2021 results and to trends over time shows that levels 1 and 2 may have had a slightly bigger impact on audience behaviour among Pasifika in 2020 than among other audiences – and particularly on digital media.**
- **Audience sizes on several digital media appear to have been slightly boosted in 2020 among Pasifika (eg. online video, SVOD, music streaming, on demand and online radio) and these have subsequently declined in 2021. This also boosted audiences using many of the main providers of digital media (eg. YouTube, Facebook (for video), Netflix, and TVNZ OnDemand). TVNZ 1 also appears to have received a lift in audience size in 2020 among Pasifika audiences.**
- **A slightly bigger impact was seen in time spent using SVOD and music streaming among Pasifika in 2020 which has since declined.**
- **Regardless of these trends however the impact of Covid 19 levels 1 and 2 on 2020 audience behaviour was relatively minor and the results of the 2020 study are not strongly anomalous in the context of ongoing trends over time.**

- **The first priority in the design and conduct of the 2021 study was to ensure valid and robust comparisons to the previous three studies. Therefore 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=1,420 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=105 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=144 Pasifika was commissioned by Te Hiringa Hauora. This sample was developed via online interviewing using the Dynata research panel. This booster sample has been combined with the Pasifika sub-sample from the main study.**
- **This report is therefore based on n = 249 Pasifika aged 15+ who were included in the main study and booster sample.**
  - **This sample has a maximum margin for error of +/- 6.2%.**
  - **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 all previous studies, a mixed methodology of telephone and online interviewing was used to conduct the main NZ On Air study.**
- **For the main study N=800 interviews were completed by telephone using random digit dialling, and n=600 interviews were completed online using Consumer Link's Flybuys research panel. This upweights the proportion of online interviews compared to previous studies to better reflect the declining incidence of landlines in New Zealand (based on Nielsen CMI data).**
  - **The online interviews in the main study were conducted among New Zealanders without access to a home landline.**
- **The online interviews for Te Hiringa Hauora booster sample were conducted among all Pasifika 15+ with and without landlines.**
- **All interviewing was conducted between April 27 and May 24.**
- **Respondents were defined as all New Zealanders aged 15 and over.**
- **Sampling included regional stratification and minimum quotas for males, 15-24 year olds and ethnic groups were implemented.**
- **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.**

# Changes made to the 2021 Where Are The Audiences? study

- The 2021 Where Are The Audiences? study is the first time it has been conducted one year after the previous study as opposed to two years. The charts in this report have been adjusted so the 2021 data points reflect the correct time scale to ensure time series trends are not visually impacted.

## Online Video

- Online video has been split into two categories. The definition of these are:
  - Watch a video online using an overseas site/app like YouTube or Vimeo, Facebook, Snapchat, Instagram, or TikTok.
  - Watch a video online using a New Zealand site/app like NZ Herald, WatchMe, Stuff, Play Stuff, Re:, Radio NZ, the Coconet, NZ On Screen or The Spinoff.
- The total online video category which is compared to previous studies is based on the net reach of these two categories.
- Snapchat and TikTok have been included in the study for the first time.
- The New Zealand online video sites/apps are primarily news sites, with NZ On Screen included in this media for the first time.

## Other Changes

- The weekly reach question was removed from the study in 2021 due to interview length constraints.
- Neon and Lightbox merged after the 2020 study. The results for “Neon” represent the merged provider in 2021.
- The news provider question has been adjusted to ask about news consumption in general as opposed to during Covid 19.

# Abbreviations used in charts

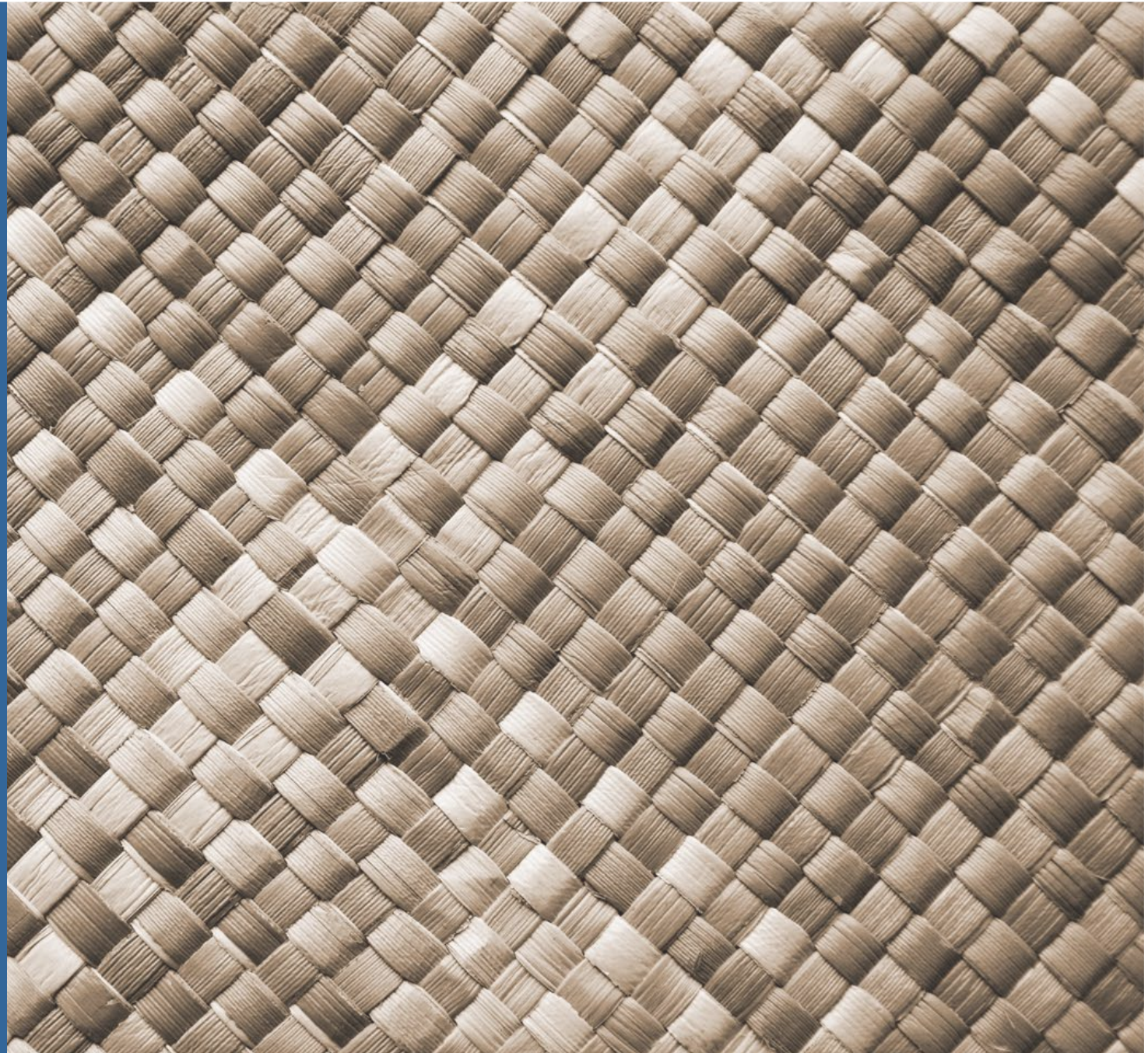
Abbreviation	Media Type
TV Total	Total (net) Linear TV
Radio	Live NZ Radio
OS Online Video (new 2021)	Online Video e.g. YouTube, Facebook
NZ Online Video (new 2021)	Online Video e.g. NZ Herald, Stuff
SVOD Total	Total (net) SVOD
NZ SVOD	NZSVOD (e.g. Netflix, Lightbox)
OS SVOD	Overseas SVOD (e.g. Netflix, Hulu)
TV Pay	TV (via a pay TV platform)
TV FTA	TV (via free to air platform)
Music	Music (iPod, CDs)
Music Stream	Music online/streamed (e.g. YouTube, Spotify)
Online Radio	Online NZ radio

Abbreviation	Media Type
NZ OD	NZ Ondemand
Newspaper	Newspaper (including online)
Magazine	Magazine (including online)
Spotify	Listen to music on Spotify
Podcasts	Listen to podcasts
Music YT	Listen to music on YouTube
iHeartRadio	Listen to music on iHeartRadio
Pirate TV	Streamed, downloaded, torrented TV shows
Download Music	Downloaded songs/albums for free
Online gaming	Played games online on a gaming console, PC/laptop, phone or tablet





# 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, Facebook (for video) and Instagram (for video) more popular than the most widely used New Zealand providers.**
  - The most widely used NZ based providers are TVNZ 1, TVNZ OnDemand, TVNZ 2 and Mai FM.
- **Pasifika overall are a very young cohort in the population and so their daily media behaviour more closely matches younger New Zealanders overall with a strong and growing preference for digital media.**
- **The daily reach of nearly all media (except radio), and especially the audiences using the top sites, stations and channels, have declined since 2020. This is a slightly bigger decline than among overall New Zealanders 15+.**
- **More significant are the declines since 2020 in time spent using several digital media (SVOD, streamed music, online gaming).**
- **These trends suggest the small boost in media consumption seen in 2020 among all New Zealanders during Covid 19 levels 1 and 2 was significantly stronger among Pasifika audiences. With few exceptions however, this boost and decline in 2021 does not change the overall media consumption preferences of Pasifika audiences.**

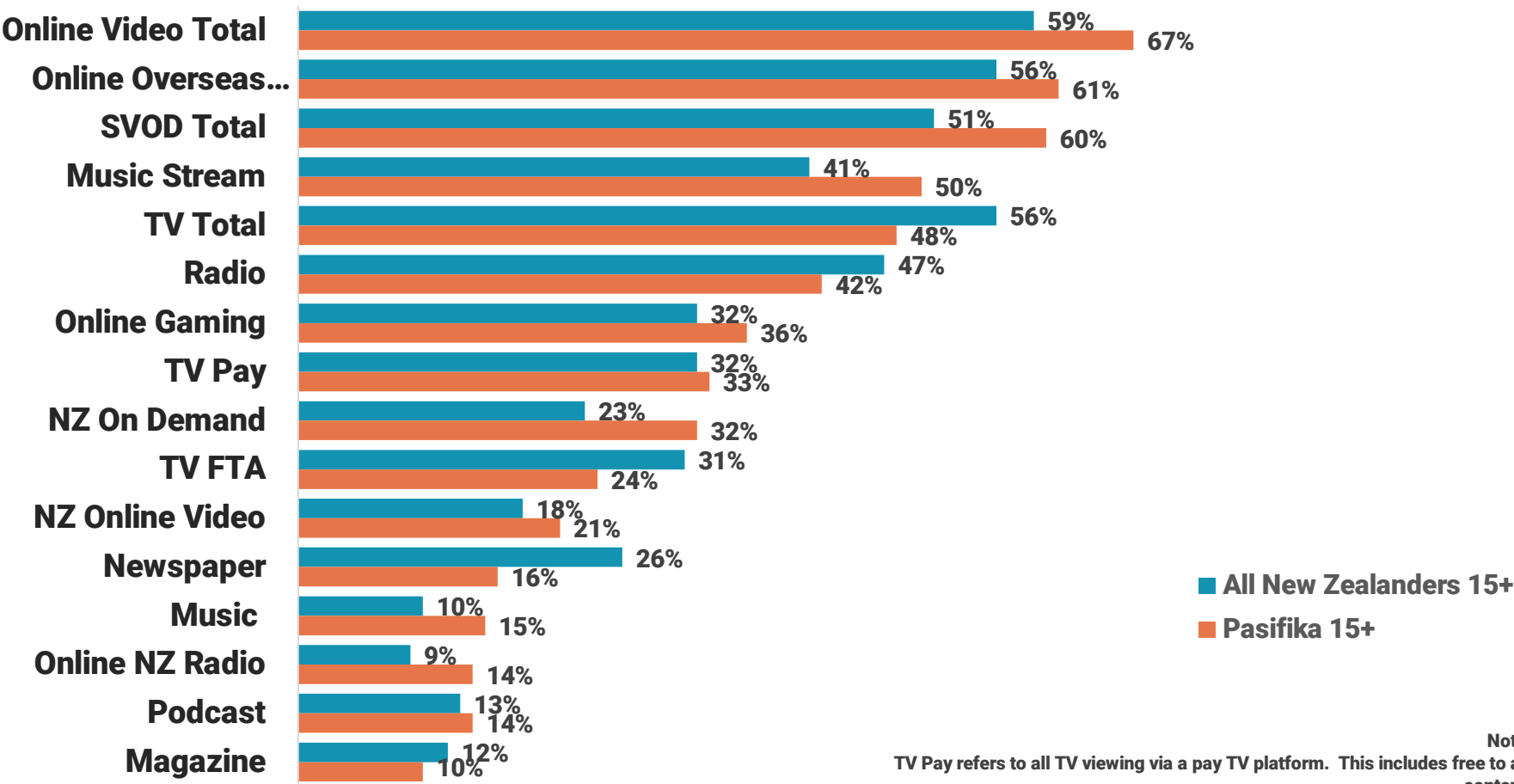
- **Pasifika are more likely to consume most media, especially digital media, more than average, however other notable significant differences in the media behaviour of Pasifika audiences compared to overall New Zealanders include:**
  - **More likely to use YouTube for music streaming than Spotify**
  - **More likely to listen to Mai FM and Flava each day, and young Pasifika audiences listen to the radio in the same numbers as older Pasifika.**
  - **More likely to watch TVNZ 2 and SKY Movies**

**Daily reach 2021.** Pasifika audiences are more likely to use all types of digital media each day than overall New Zealanders. Online video, mainly overseas video, reaches the biggest audience among Pasifika – two thirds watch this media each day. SVOD is second most popular reaching six in ten Pasifika, followed by music streaming and TV which both reach one in two each day.



Daily reach of media 2021 – 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.



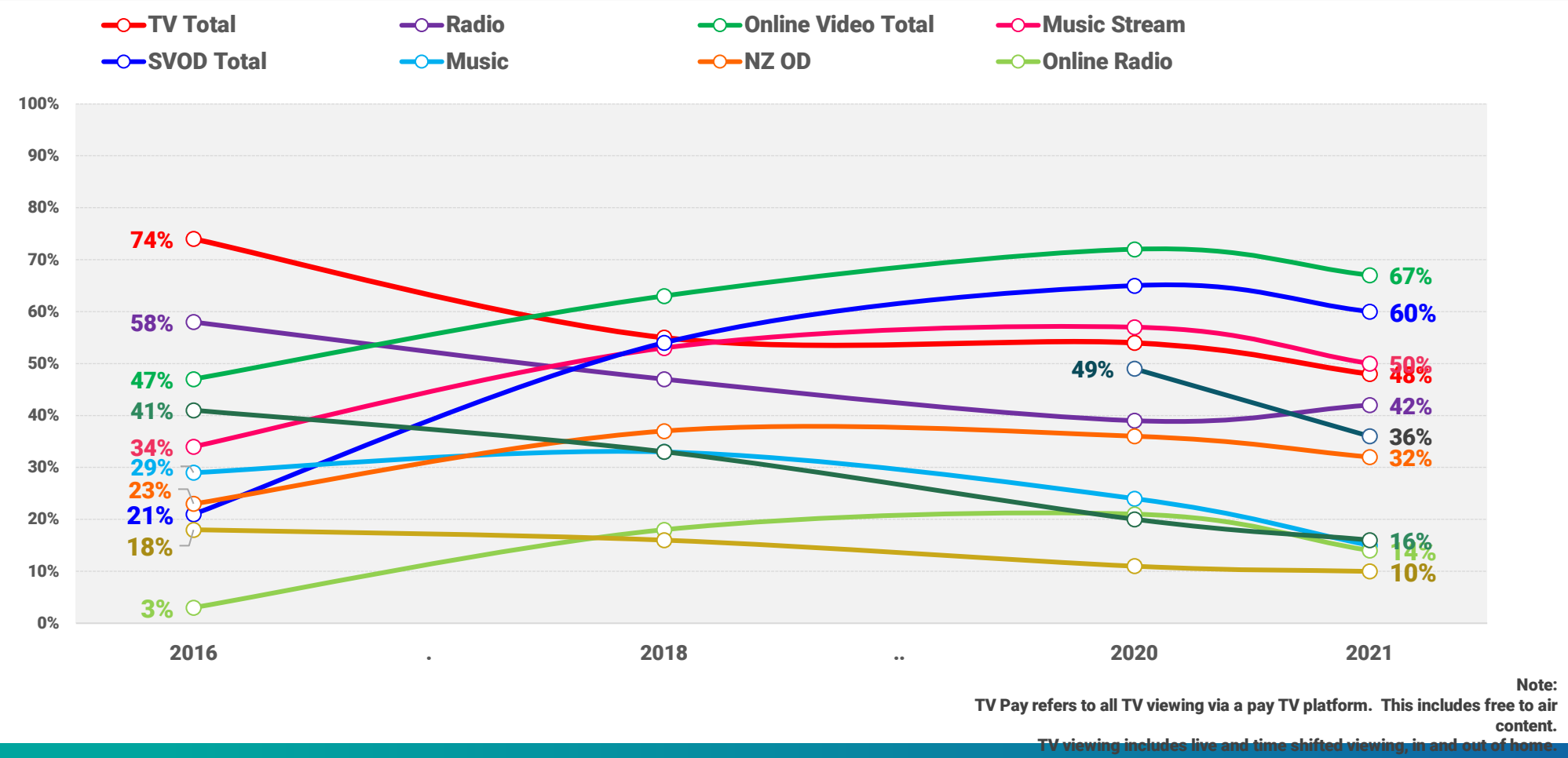
- ▶ Pasifika audiences are less likely to use nearly all types of traditional media, including TV, radio, and newspaper than overall New Zealanders 15+.
- ▶ The exception in traditional media is that Pasifika are more likely than overall New Zealanders to listen to music on physical formats.

Note:  
TV Pay refers to all TV viewing via a pay TV platform. This includes free to air content.  
TV viewing includes live and time shifted viewing, in and out of home.

**Daily reach over time.** Pasifika audiences have declined slightly for nearly all media since 2020, suggesting a peak in media use during Covid 19 levels 1 and 2. This decline is most significant for online gaming, while radio and magazines are the only media not to show this decline. Regardless of these trends Pasifika audiences continue to use digital media more than traditional media.

**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

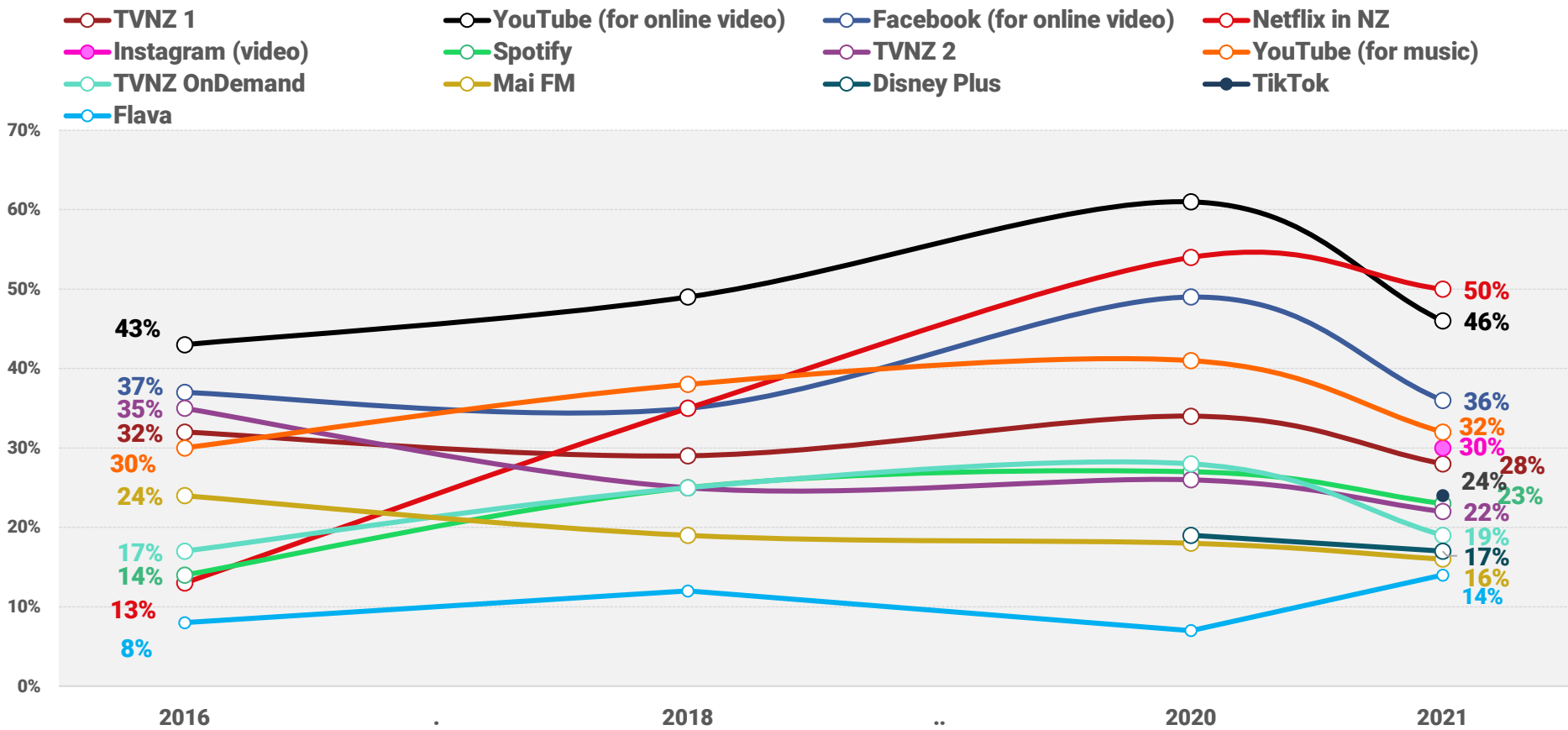


**Most popular channels, sites and stations 2021.** Pasifika audiences on all the top sites, stations and channels have declined in 2021, except Flava. Netflix now attracts the biggest audience each day among Pasifika followed by YouTube (for video), Facebook (for video), YouTube (for music) and Instagram (for video). TVNZ 1 is the most popular traditional media provider.



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

Q: Which of the following did you use yesterday?



**Next tier:**

- Three 14%
- Snapchat 12%
- Netflix (from OS) 11%
- SKY Movies 10%
- SKY Sport 10%
- Prime 9%
- NZ Herald 9%
- The Breeze 9%
- 3NOW 8%
- Stuff (video) 8%
- TVNZ News (video) 8%

- **The generation gap that influences media consumption overall is an even stronger influence on the behaviour of Pasifika audiences. 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 different ages across different media but typically manifests itself among Pasifika between the ages of 30 and 49. While digital media is now more popular than traditional media overall, among Pasifika below 40 years of age digital media is even more dominant. TV, on demand and newspapers continue to attract the biggest audiences among older Pasifika.**





# Daily Media Consumption



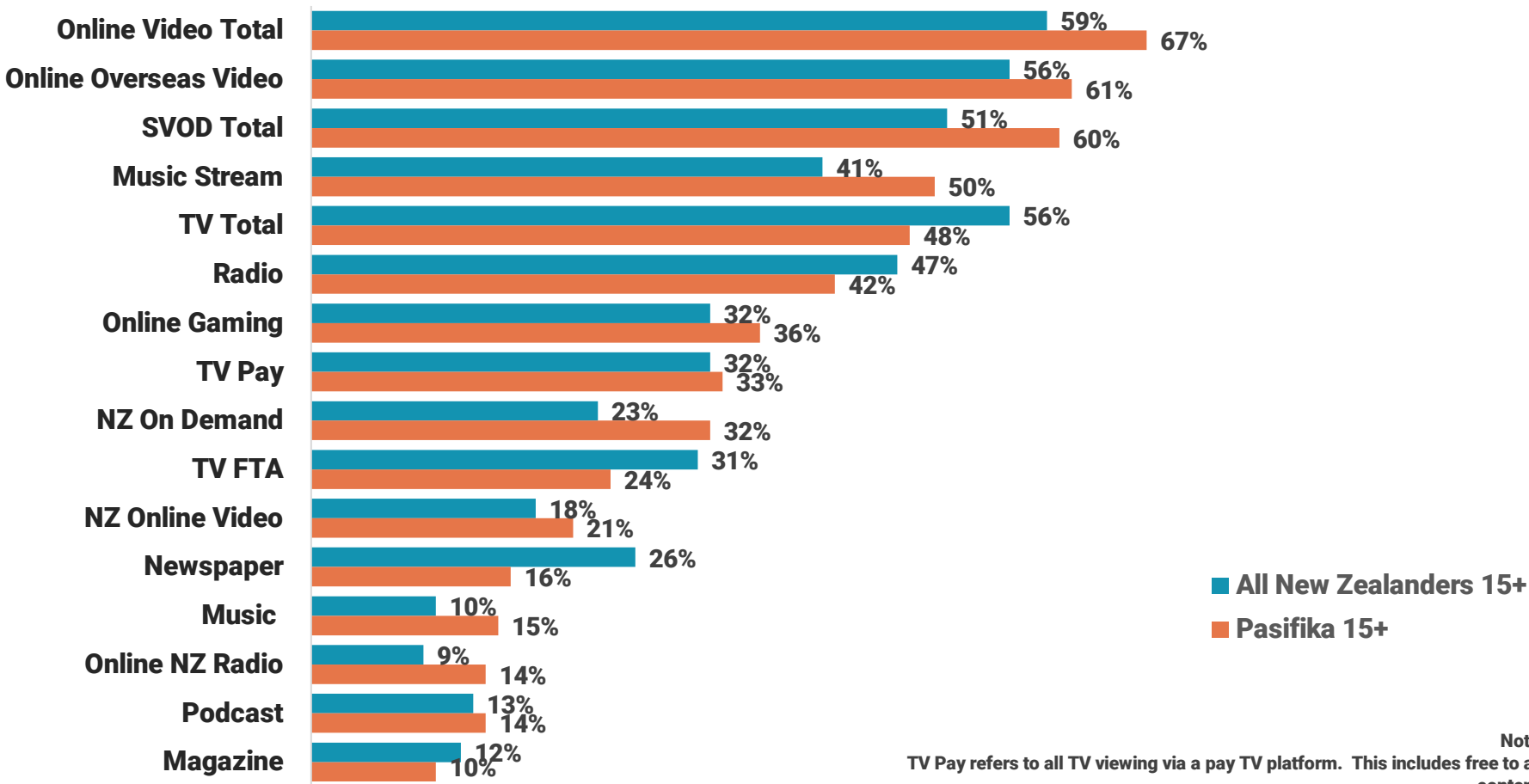


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Daily reach of media 2021 – All New Zealanders 15+ and Pasifika 15+

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.



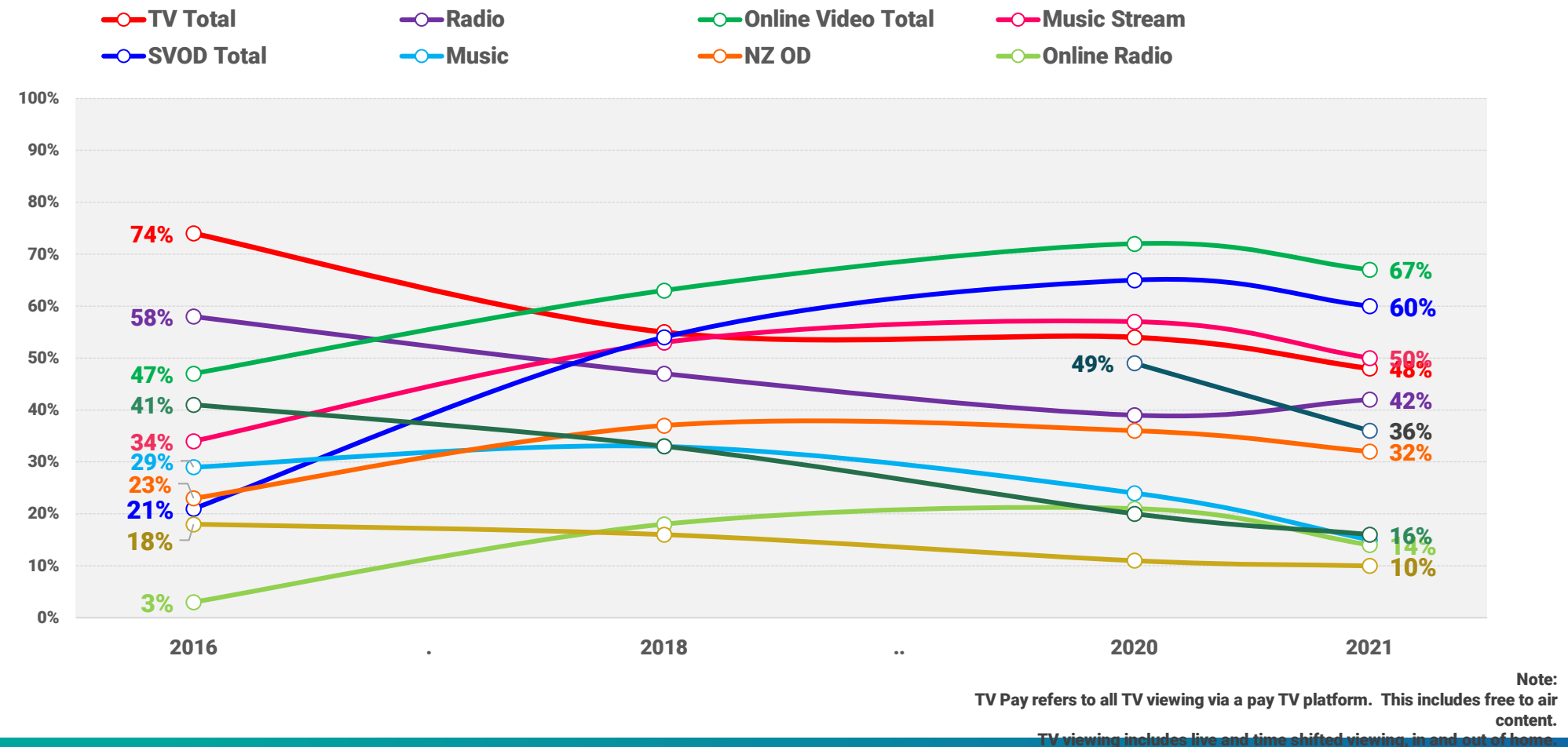
- ▶ Pasifika audiences are less likely to use nearly all types of traditional media, including TV, radio, and newspaper than overall New Zealanders 15+.
- ▶ The exception in traditional media is that Pasifika are more likely than overall New Zealanders to listen to music on physical formats.

Note:  
TV Pay refers to all TV viewing via a pay TV platform. This includes free to air content.  
TV viewing includes live and time shifted viewing, in and out of home.

**Daily reach over time.** Pasifika audiences have declined slightly for nearly all media since 2020, suggesting a peak in media use during Covid 19 levels 1 and 2. This decline is most significant for online gaming while radio and magazines are the only media not to show a decline. Regardless of these trends Pasifika audiences continue to use digital media more than traditional media.

**Daily reach of media over time – All Pasifika 15+**

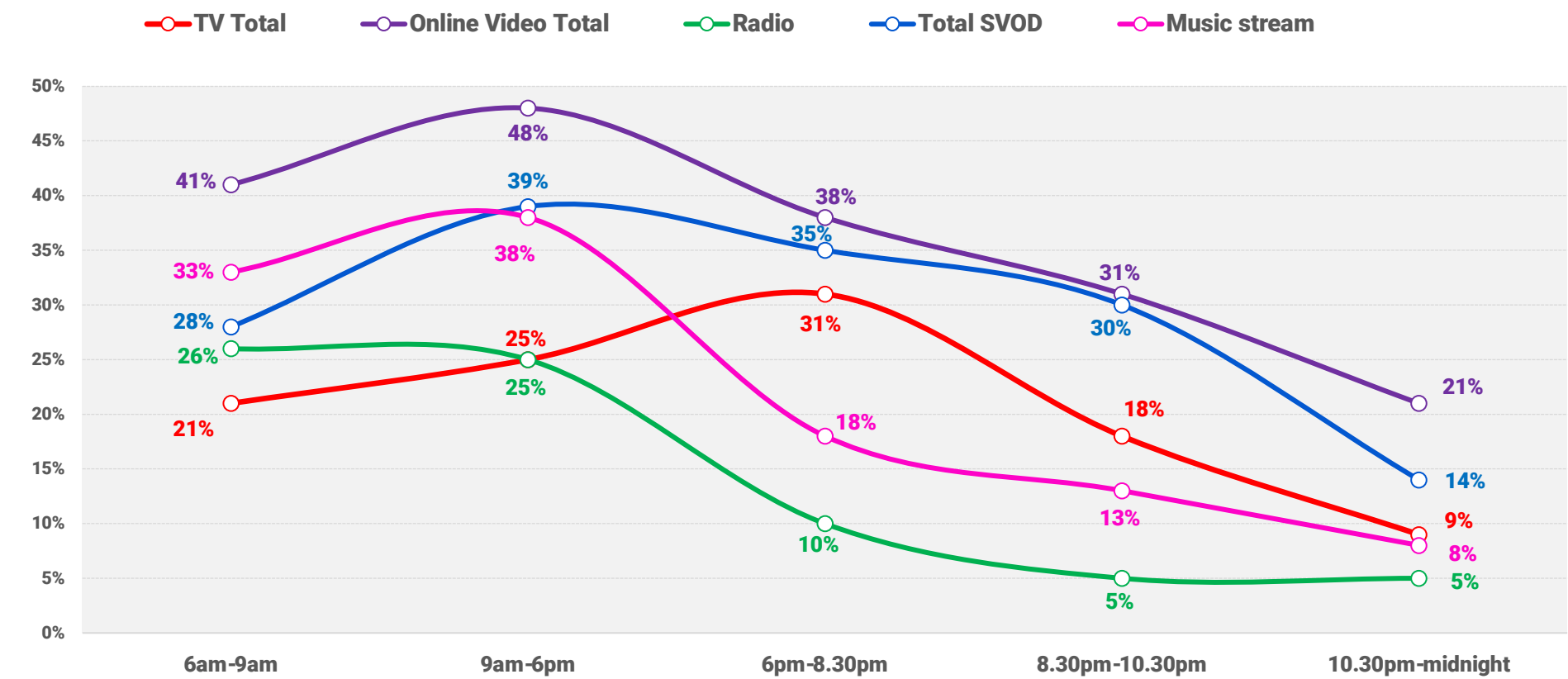
Q: I'd like to ask you about the different types of entertainment or media you used yesterday. For each of the following, I'd like you to tell me if you did that activity for 5 minutes or more during the time period I read out. It doesn't matter if you were also doing something else at the time



The way Pasifika audiences consume media changes only slightly over the day. Online video attracts the biggest audience throughout the day, with SVOD equally popular from 8.30pm. Music streaming peaks during the day, while TV peaks between 6.30pm and 8.30pm. Unlike overall New Zealanders, no traditional media is most popular among Pasifika during any zone of the day.

Reach of media over the day 2021 – all Pasifika 15+

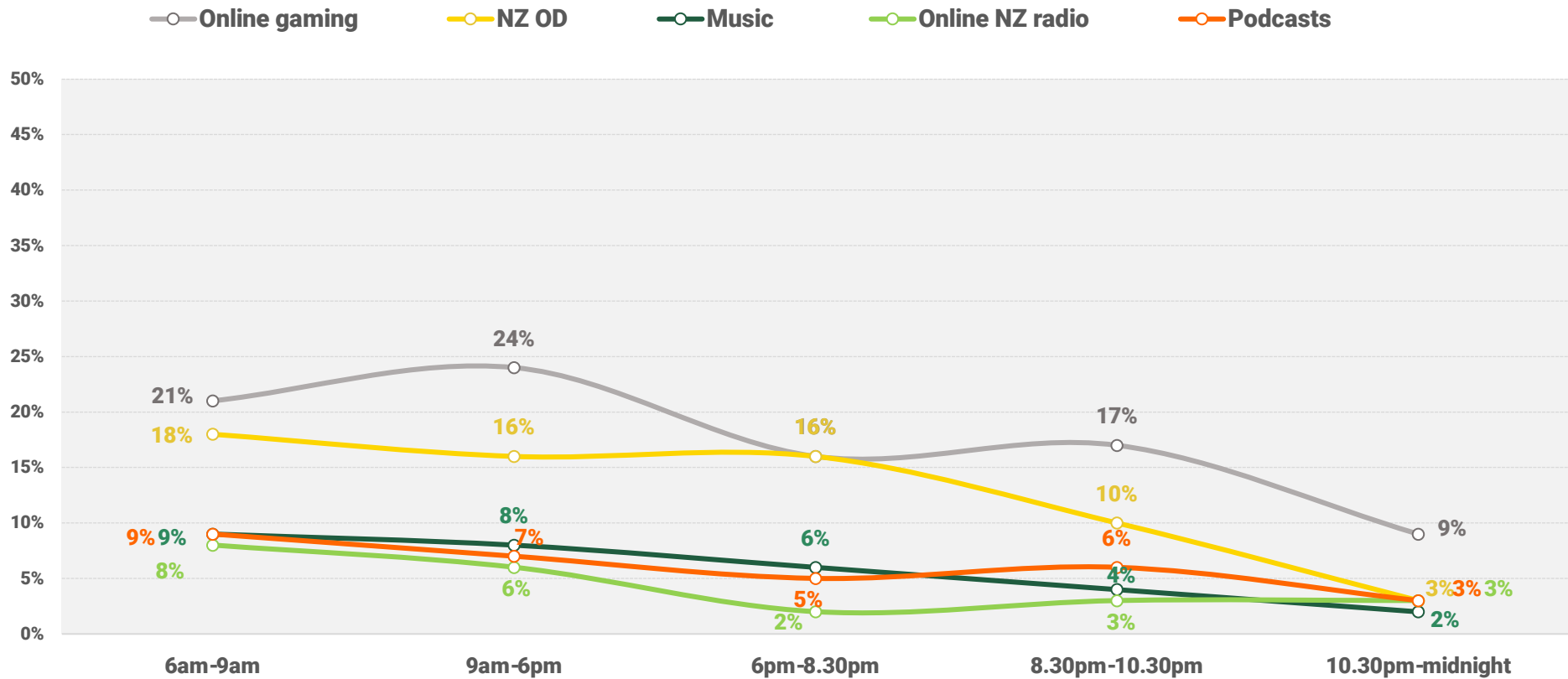
Q: I'd like to ask you about the different types of entertainment or media you used yesterday. For each of the following, I'd like you to tell me if you did that activity for 5 minutes or more during the time period I read out. It doesn't matter if you were also doing something else at the time.



Online gaming attracts similar sized audiences as TV and radio until 6pm after which its audience declines. Ondemand's audience is relatively steady throughout the day until 8.30pm.

Reach of media over the day 2021 – all Pasifika 15+

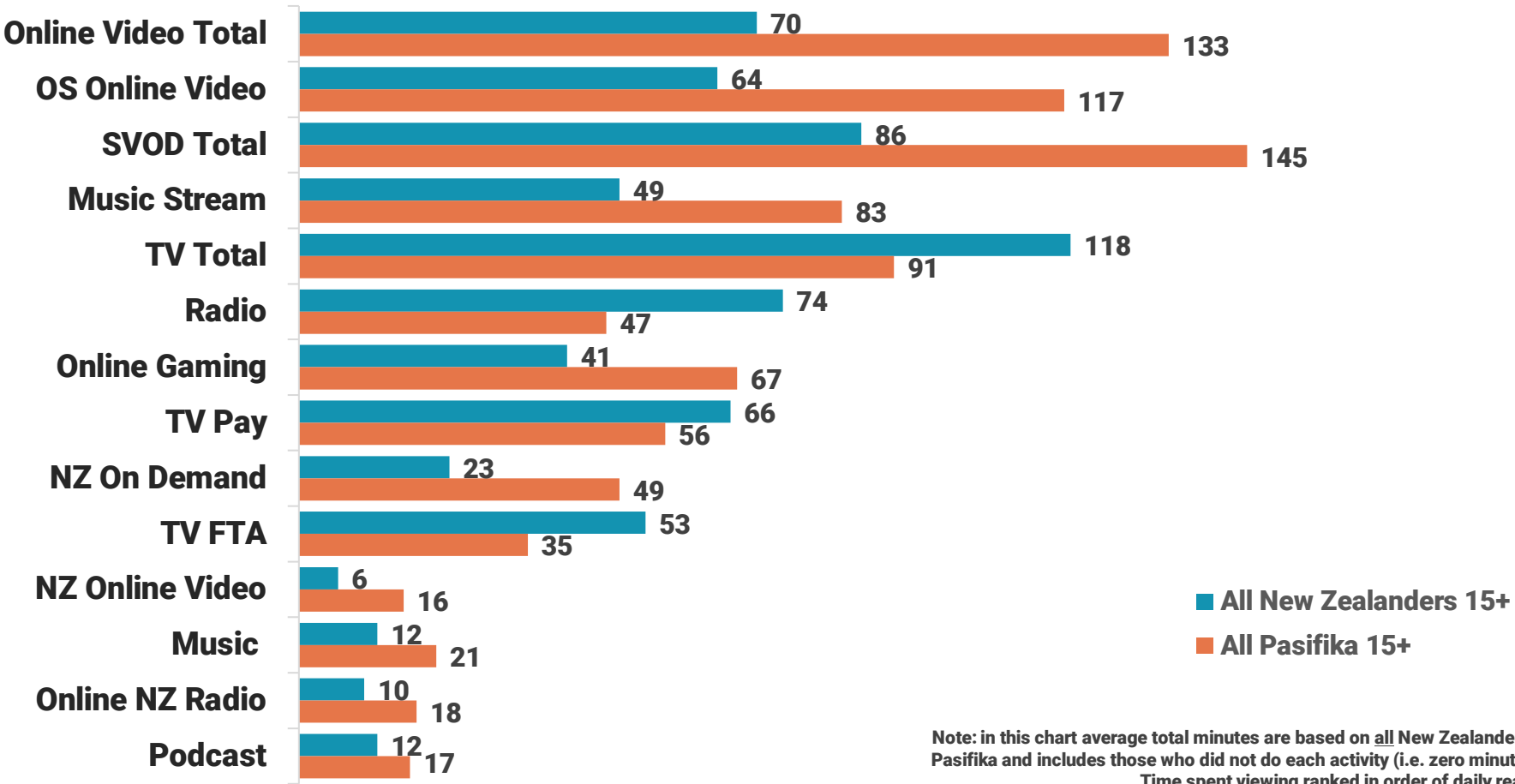
Q: I'd like to ask you about the different types of entertainment or media you used yesterday. For each of the following, I'd like you to tell me if you did that activity for 5 minutes or more during the time period I read out. It doesn't matter if you were also doing something else at the time.



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

Time spent consuming media 2021 – average minutes per day. All New Zealanders 15+ and Pasifika 15+

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



Pasifika audiences spend an average of nearly 2½ hours per day watching SVOD, and more than 2 hours watching online video – almost all of which is overseas online video.

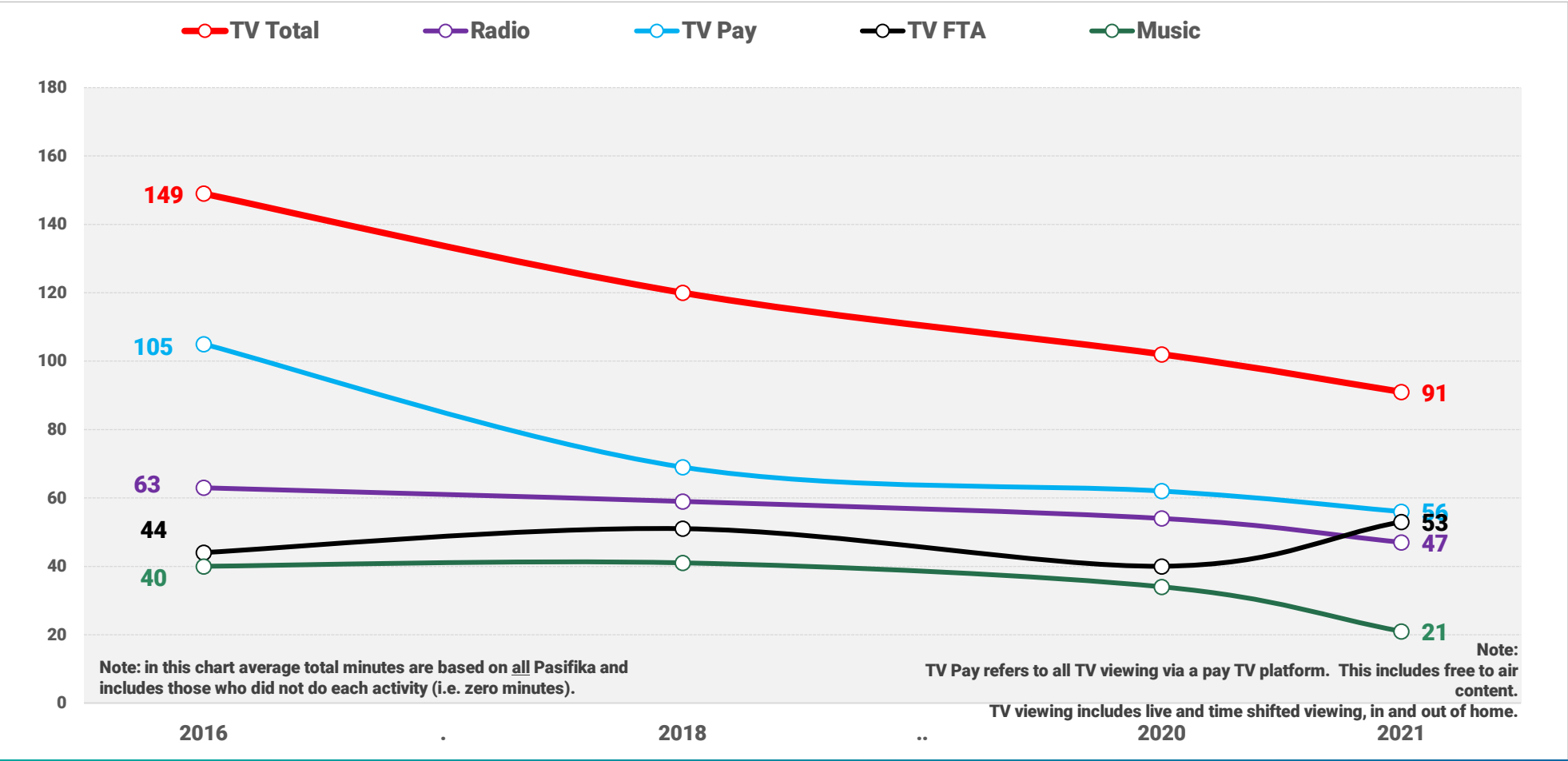
Pasifika spend 1½ hours watching TV each day – equally split between viewing via pay TV and free to air platforms.

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 viewing ranked in order of daily reach.

Time spent using traditional media continues to decline slowly over time among Pasifika audiences. The only exception is the increase in time spent watching TV via a free to air platform in 2021.

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

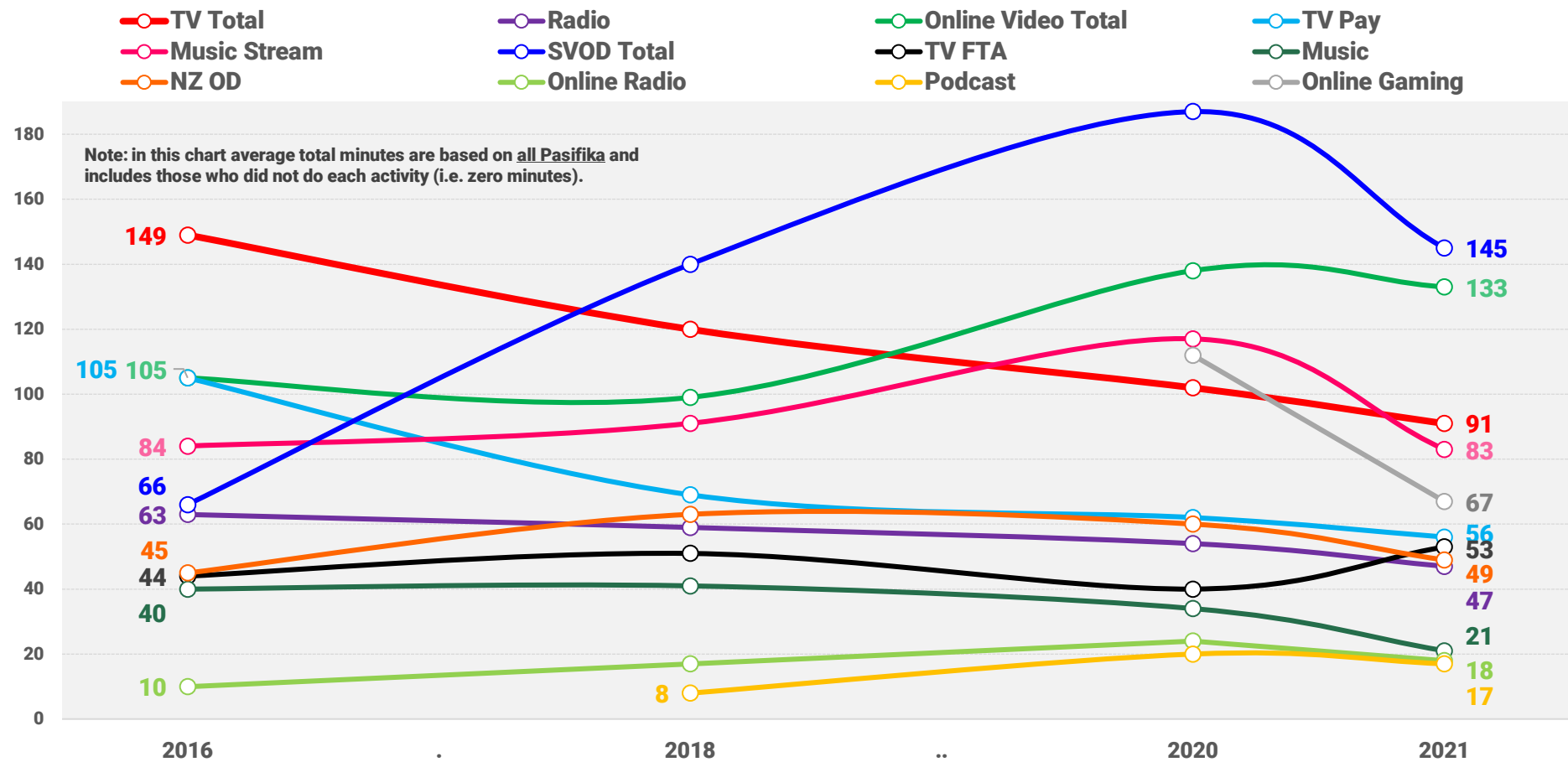
Q: Between (TIME PERIOD) about how long did you do (activity) for?



The time Pasifika audiences spend using each media has declined significantly since 2020 – particularly for SVOD, music streaming and online gaming – suggesting a peak in media consumption among this audience due to Covid 19 levels 1 and 2. Despite these trends, Pasifika continue to dedicate more time to SVOD and online video than other media each day.

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?



Note:  
TV Pay refers to all TV viewing via a pay TV platform. This includes free to air content.  
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# How do audiences vary across different media?



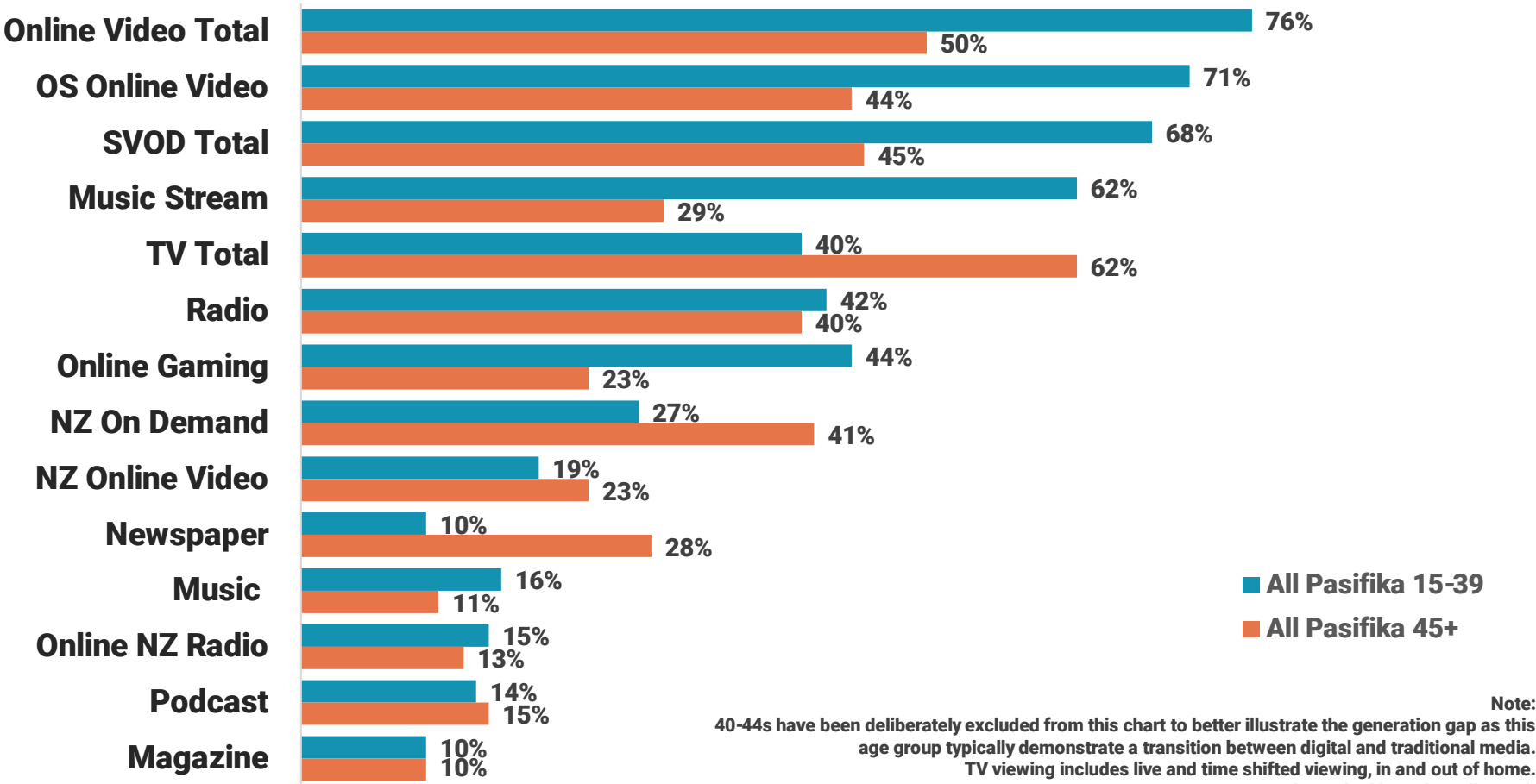


The generation gap evident in media consumption among all New Zealanders also applies to Pasifika audiences. Among younger Pasifika online video, SVOD, and music streaming attracts the majority of this audience each day, whereas TV attracts the biggest audience among older Pasifika.



Daily reach of media 2021 – 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.



Comparison to 2020 data shows that the declines in audience sizes evident in 2021 have been driven more by younger Pasifika with older Pasifika audiences more stable.

This results in a bigger impact on digital media audiences than traditional media.

Note:  
40-44s have been deliberately excluded from this chart to better illustrate the generation gap as this age group typically demonstrate a transition between digital and traditional media.  
TV viewing includes live and time shifted viewing, in and out of home.  
Results ranked based on all Māori.

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

MEDIA	LESS LIKELY TO ENGAGE	MORE LIKELY TO ENGAGE
<b>Linear TV</b> 48% daily reach overall	<ul style="list-style-type: none"> <li>Females (37%)</li> <li>15-34 year olds (39%)</li> <li>Lower white collar workers (32%)</li> <li>Home-makers (37%)</li> </ul>	<ul style="list-style-type: none"> <li>Males (59%)</li> <li>55+ year olds (63%) <ul style="list-style-type: none"> <li>retirees (80%)</li> <li>empty nesters (66%)</li> </ul> </li> </ul>
<b>Online video</b> 67% daily reach overall	<ul style="list-style-type: none"> <li>Females (61%)</li> <li>50+ year olds (49%) <ul style="list-style-type: none"> <li>Retirees (23%)</li> <li>Empty nesters (45%)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Males (72%)</li> <li>15-29 year olds (82%) <ul style="list-style-type: none"> <li>Students (91%)</li> </ul> </li> <li>Home-makers (80%)</li> </ul>
<b>SVOD</b> 60% daily reach overall	<ul style="list-style-type: none"> <li>Males (54%)</li> <li>50+ year olds (43%) <ul style="list-style-type: none"> <li>Retirees (26%)</li> <li>Empty nesters (45%)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Female (65%)</li> <li>15-24 year olds (77%) <ul style="list-style-type: none"> <li>Students (71%)</li> </ul> </li> </ul>
<b>Radio</b> 42% daily reach overall	<ul style="list-style-type: none"> <li>Lower white collar workers (30%)</li> </ul>	<ul style="list-style-type: none"> <li>55+ year olds (53%) <ul style="list-style-type: none"> <li>Retirees (58%)</li> </ul> </li> <li>Upper white collar workers (51%)</li> <li>South Island (57%)</li> </ul>

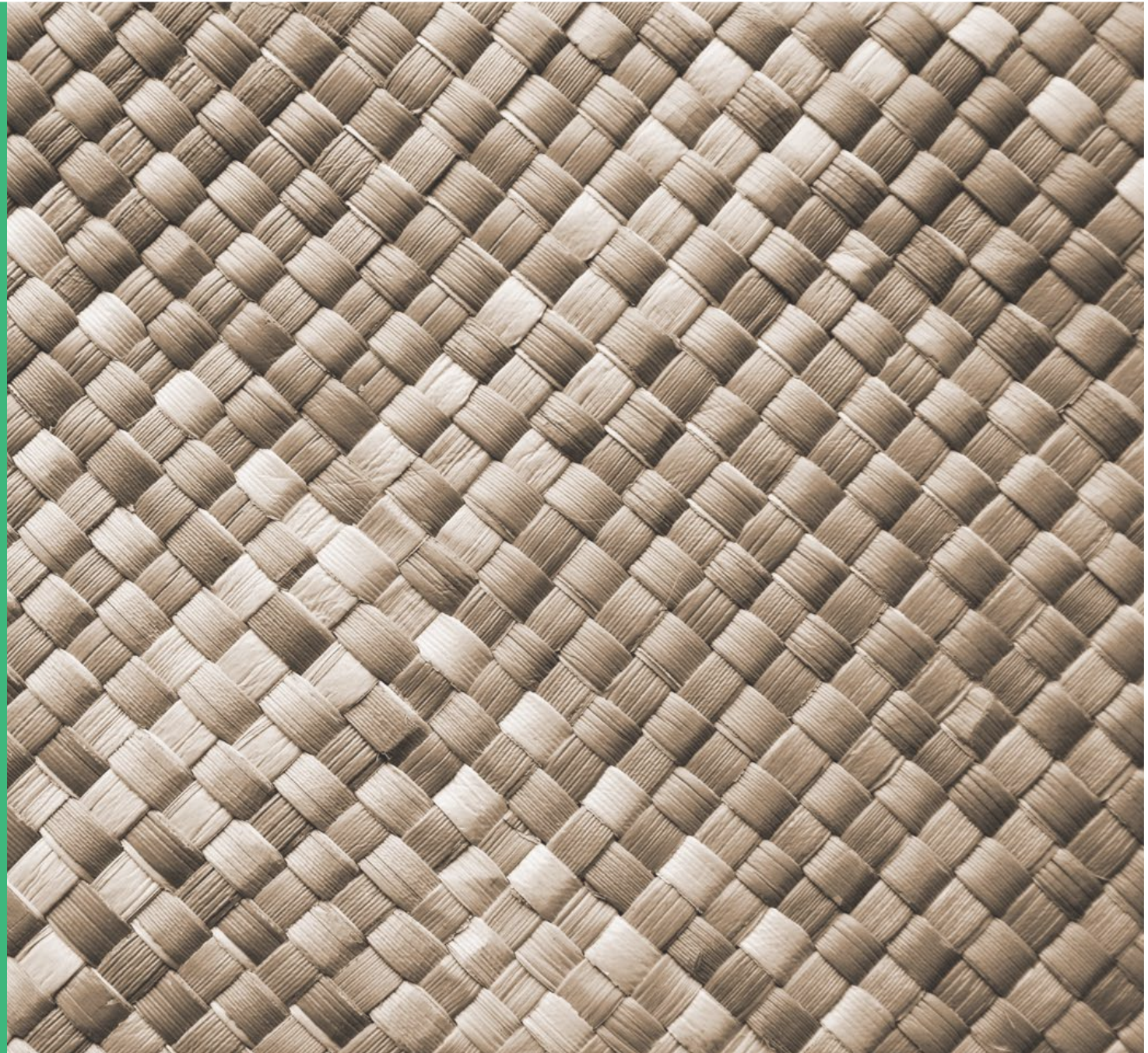
# What is the daily profile of Pasifika consumers of different media?

MEDIA	LESS LIKELY TO ENGAGE	MORE LIKELY TO ENGAGE
<b>Music streaming</b> 50% daily reach overall	<ul style="list-style-type: none"> <li>• <b>45+ year olds (29%)</b> <ul style="list-style-type: none"> <li>– <b>Retirees (9%)</b></li> <li>– <b>Empty nesters (19%)</b></li> </ul> </li> <li>• <b>Upper white collar workers (39%)</b></li> <li>• <b>South Island (41%)</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>15-24 year olds (83%)</b> <ul style="list-style-type: none"> <li>– <b>Students (84%)</b></li> <li>– <b>Flatting (65%)</b></li> </ul> </li> <li>• <b>3+ person homes (60%)</b></li> </ul>
<b>On demand</b> 32% daily reach overall	<ul style="list-style-type: none"> <li>• <b>15-24 year olds (14%)</b> <ul style="list-style-type: none"> <li>– <b>Students (3%)</b></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Retirees (65%)</b></li> </ul>
<b>Newspaper</b> 16% daily reach overall	<ul style="list-style-type: none"> <li>• <b>Females (11%)</b></li> <li>• <b>15-29 year olds (9%)</b></li> <li>• <b>Lower white collar workers (1%)</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Males (21%)</b></li> <li>• <b>60+ year olds (46%)</b> <ul style="list-style-type: none"> <li>– <b>Retirees (35%)</b></li> <li>– <b>Empty nesters (34%)</b></li> </ul> </li> </ul>
<b>Magazine</b> 10% daily reach overall	<ul style="list-style-type: none"> <li>• <b>15-24 year olds (7%)</b> <ul style="list-style-type: none"> <li>– <b>Students (6%)</b></li> </ul> </li> <li>• <b>Lower white collar workers (5%)</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>65+ year olds (65%)</b> <ul style="list-style-type: none"> <li>– <b>Retirees (32%)</b></li> </ul> </li> <li>• <b>South Island (25%)</b></li> </ul>





# Daily Media Consumption By Channel, Site & Station



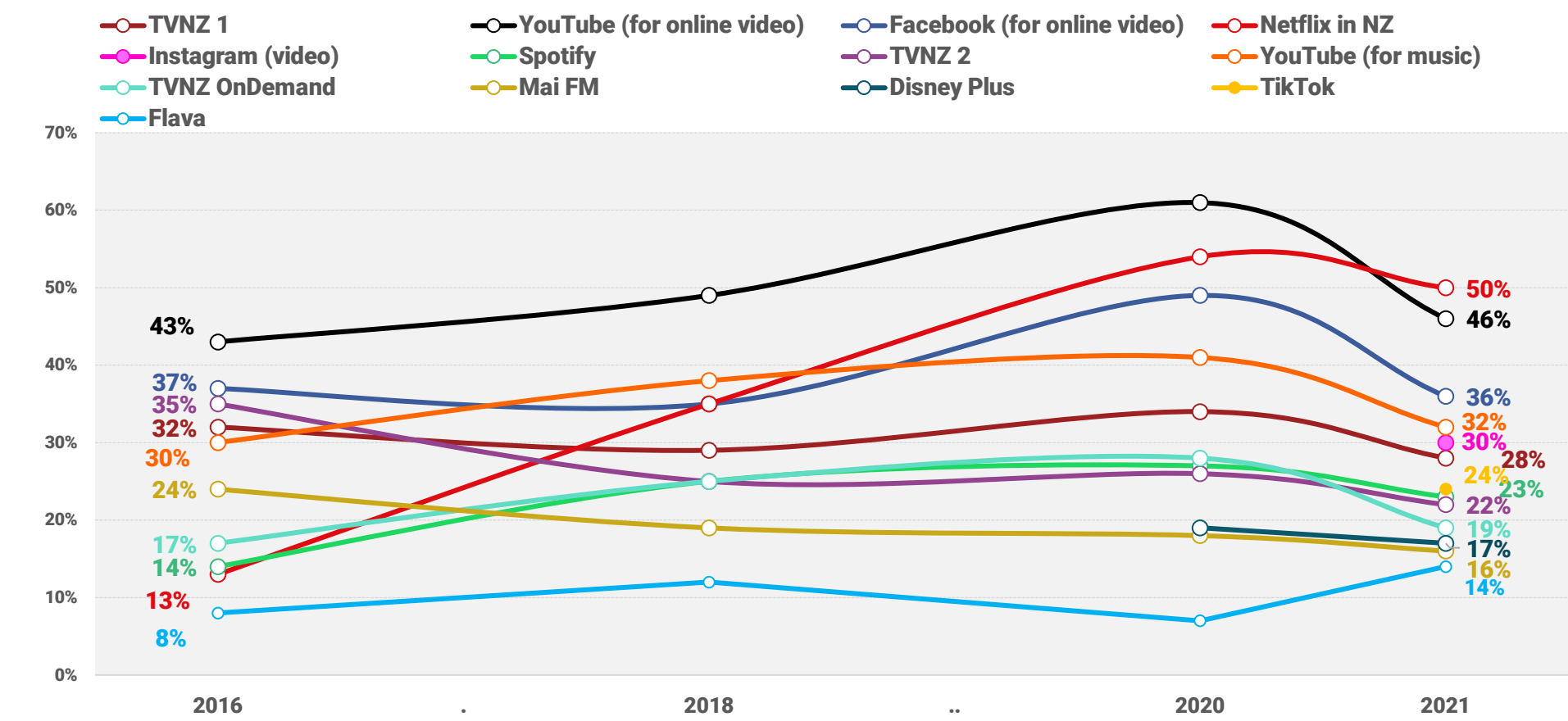


**Most popular channels, sites and stations 2021.** Pasifika audiences on all the top sites, stations and channels have declined in 2021, except Flava. Netflix now attracts the biggest audience each day among Pasifika followed by YouTube (for video), Facebook (for video), YouTube (for music) and Instagram (for video). TVNZ 1 is the most popular traditional media provider.



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

Q: Which of the following did you use yesterday?



**Next tier:**

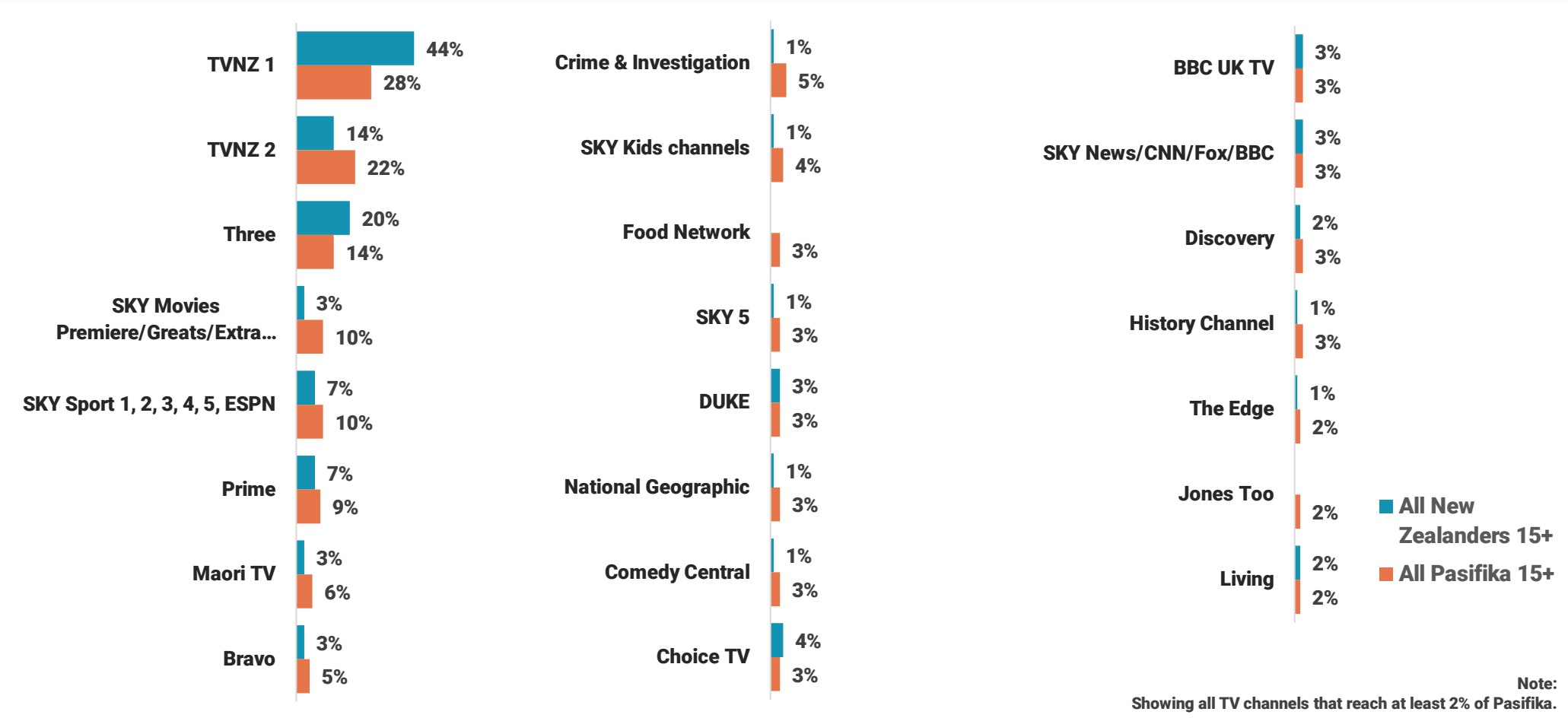
- Three 14%
- Snapchat 12%
- Netflix (from OS) 11%
- SKY Movies 10%
- SKY Sport 10%
- Prime 9%
- NZ Herald 9%
- The Breeze 9%
- 3NOW 8%
- Stuff (video) 8%
- TVNZ News (video) 8%

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



Daily reach of TV channels 2021 (2% reach and over) – all New Zealanders 15+ & all Pasifika 15+

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

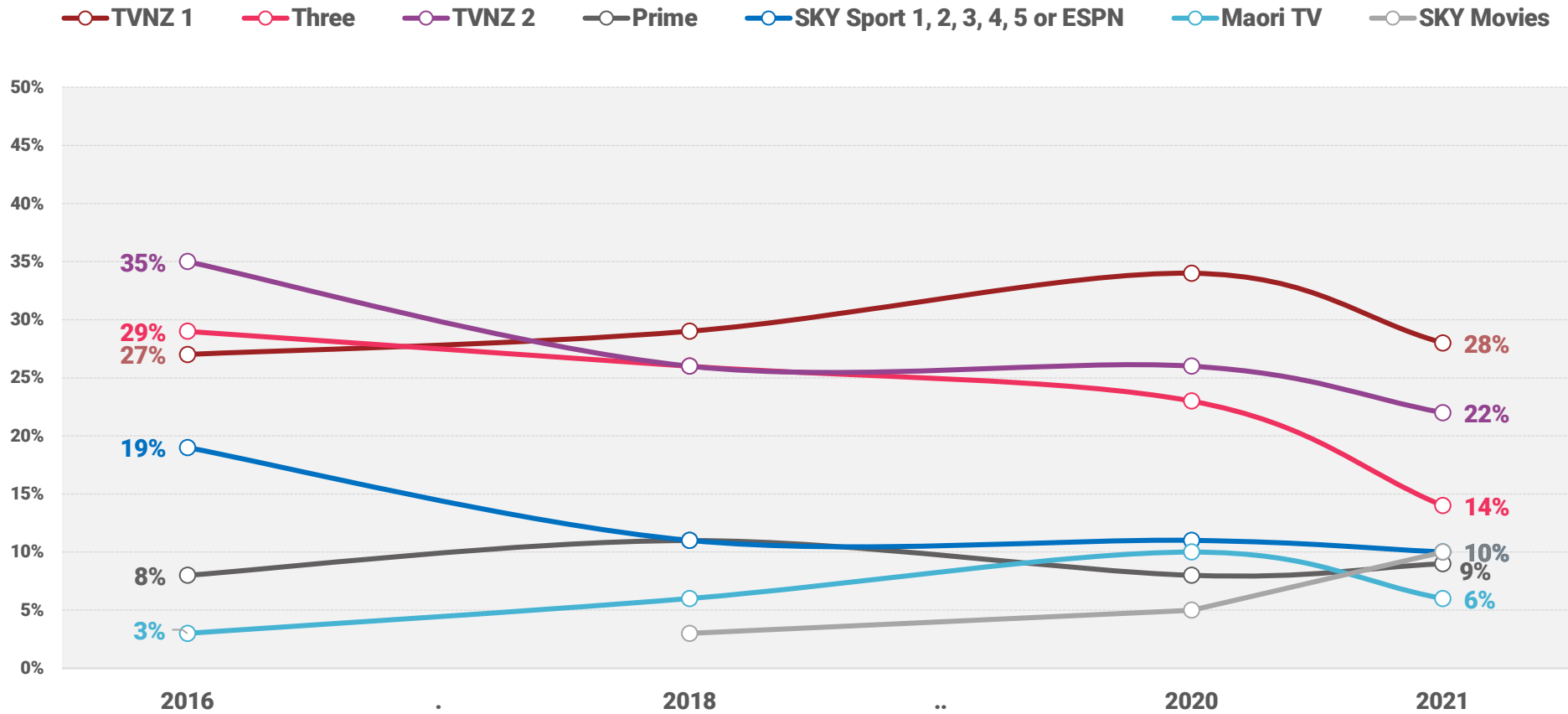


Note: Showing all TV channels that reach at least 2% of Pasifika.

With the exception of Prime and SKY Movies, the size of the Pasifika audience watching each TV channel has declined since 2020. However this has not changed the relative ranking of TV channels with TVNZ 1 reaching the most Pasifika each day.

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?

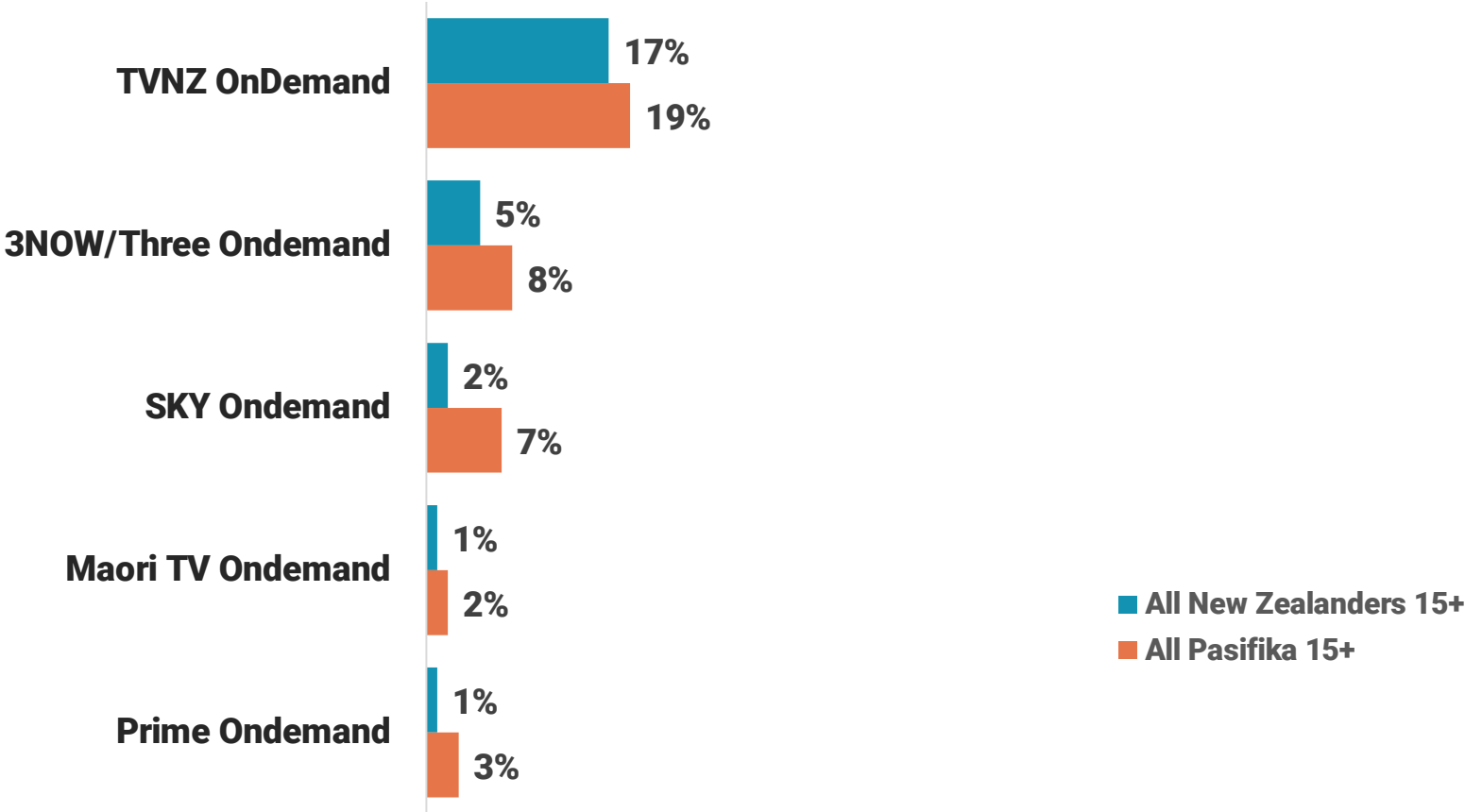


All on demand sites are slightly more widely used by Pasifika audiences than New Zealanders 15+. TVNZ OnDemand attracts the biggest audience each day among Pasifika.



Daily reach of on demand sites 2021 – All New Zealanders 15+ & all Pasifika 15+

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

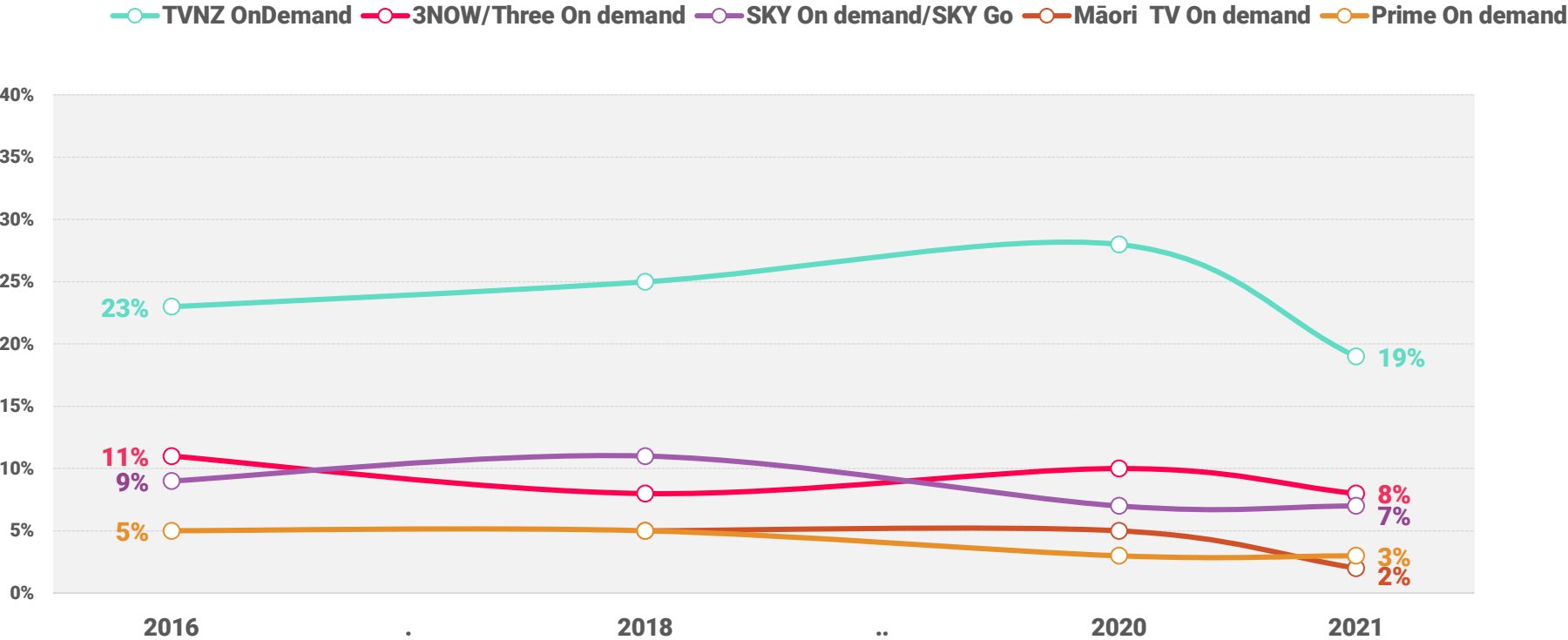




**TVNZ OnDemand continues to be the most popular on demand site among Pasifika by a large margin, however its audience has declined significantly since 2020. The Pasifika audiences watching 3NOW and Maori TV Ondemand have also declined slightly in 2021, suggesting a peak in on demand viewing in 2020 driven by Covid 19 levels 1 and 2.**

**Daily reach of on demand sites – all Pasifika 15+**

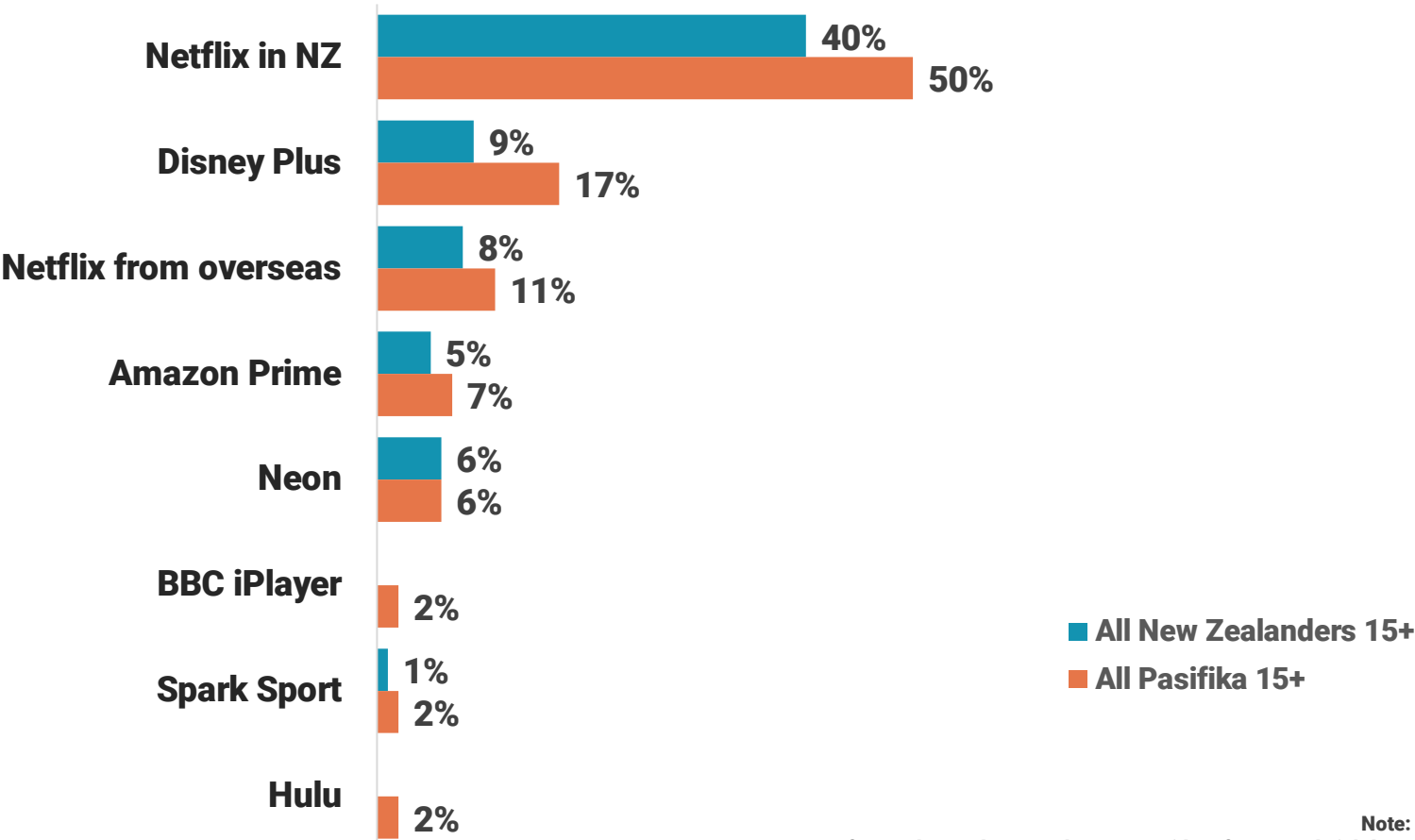
Q: Thinking about yesterday overall, which of the following websites did you watch?



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

Daily reach of SVOD sites 2021 – 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?

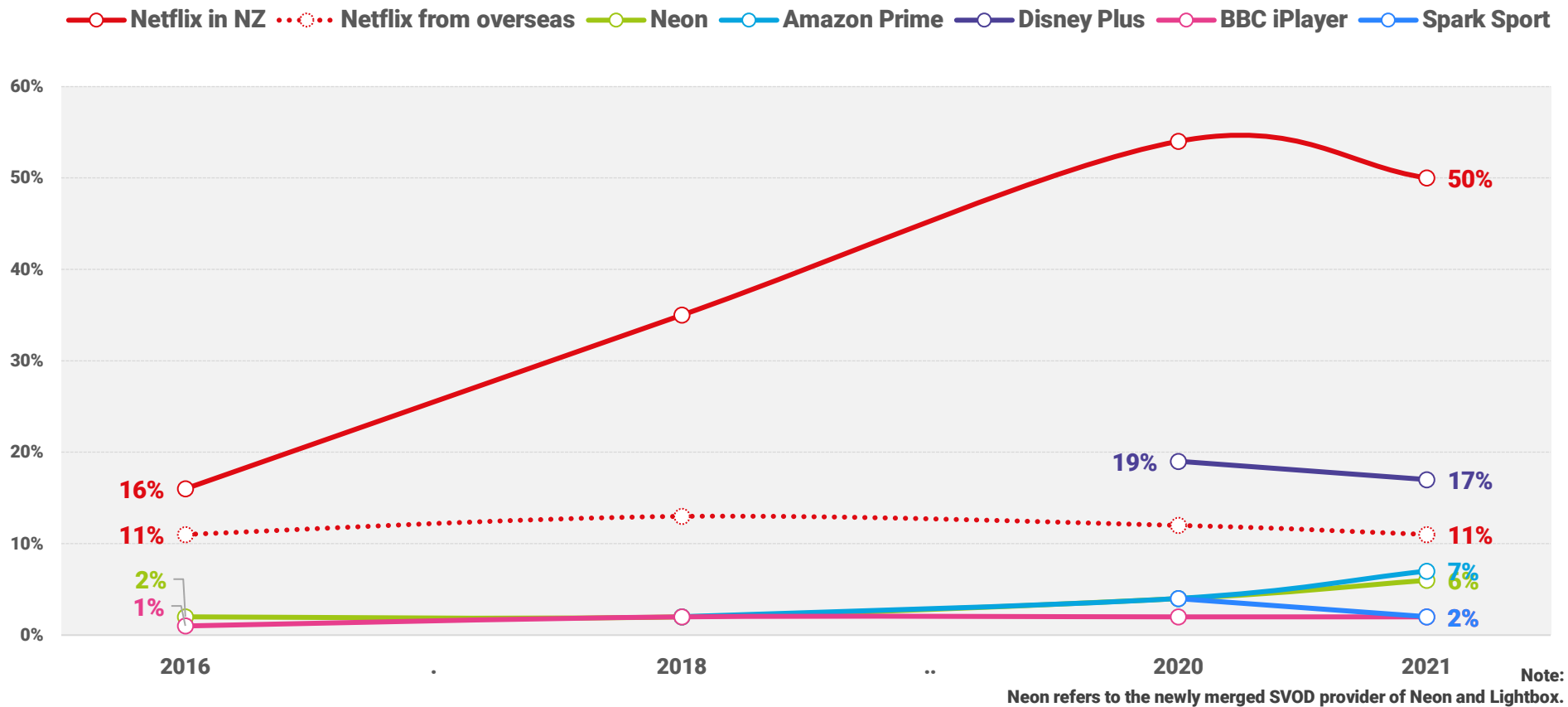


Note:  
Neon refers to the newly merged SVOD provider of Neon and Lightbox.

Netflix remains the dominant SVOD provider among Pasifika, but its audience has declined slightly since 2020. The newly merged Neon and Amazon Prime are the only SVOD providers to show audience growth in 2021.

Daily reach of SVOD sites – all Pasifika 15+

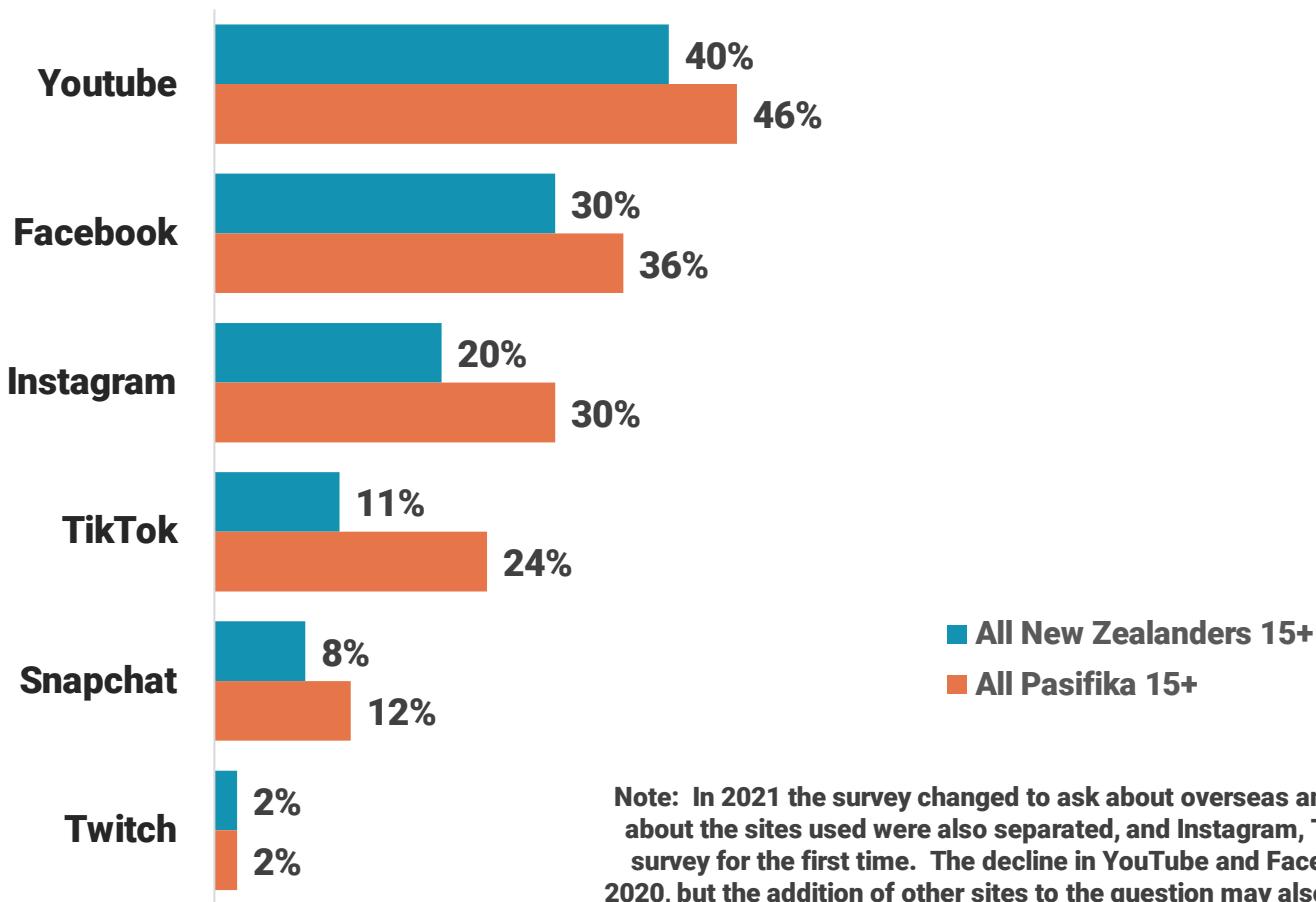
Q: Thinking about yesterday overall, which of the following websites / services did you use to watch TV shows?



**Pasifika audiences are more likely than overall New Zealanders 15+ to use all overseas online video sites each day – and particularly Instagram and TikTok. Nearly one in two Pasifika watch YouTube (for video) each day, while one in three watch Facebook video and three in ten watch Instagram video.**

**Daily reach of overseas online video sites 2021 – 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?

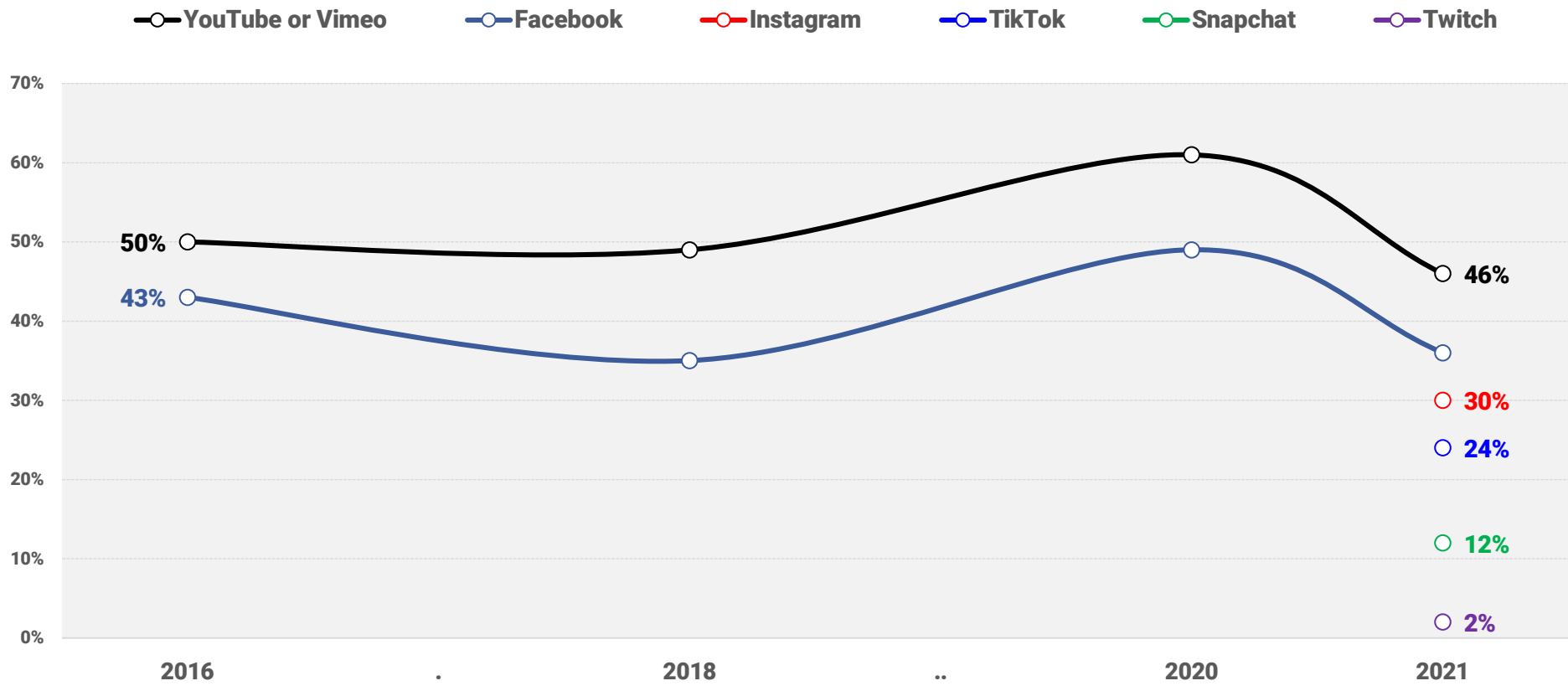


Note: In 2021 the survey changed to ask about overseas and NZ online video viewing separately. Questions about the sites used were also separated, and Instagram, TikTok, Snapchat and Twitch were included in the survey for the first time. The decline in YouTube and Facebook video audiences may reflect a decline after 2020, but the addition of other sites to the question may also have impacted audience measurement of these sites.

# The audiences on both YouTube and Facebook have declined since 2020 but continue to attract the biggest daily audiences among Pasifika.

## Daily reach of overseas online video sites – all Pasifika 15+

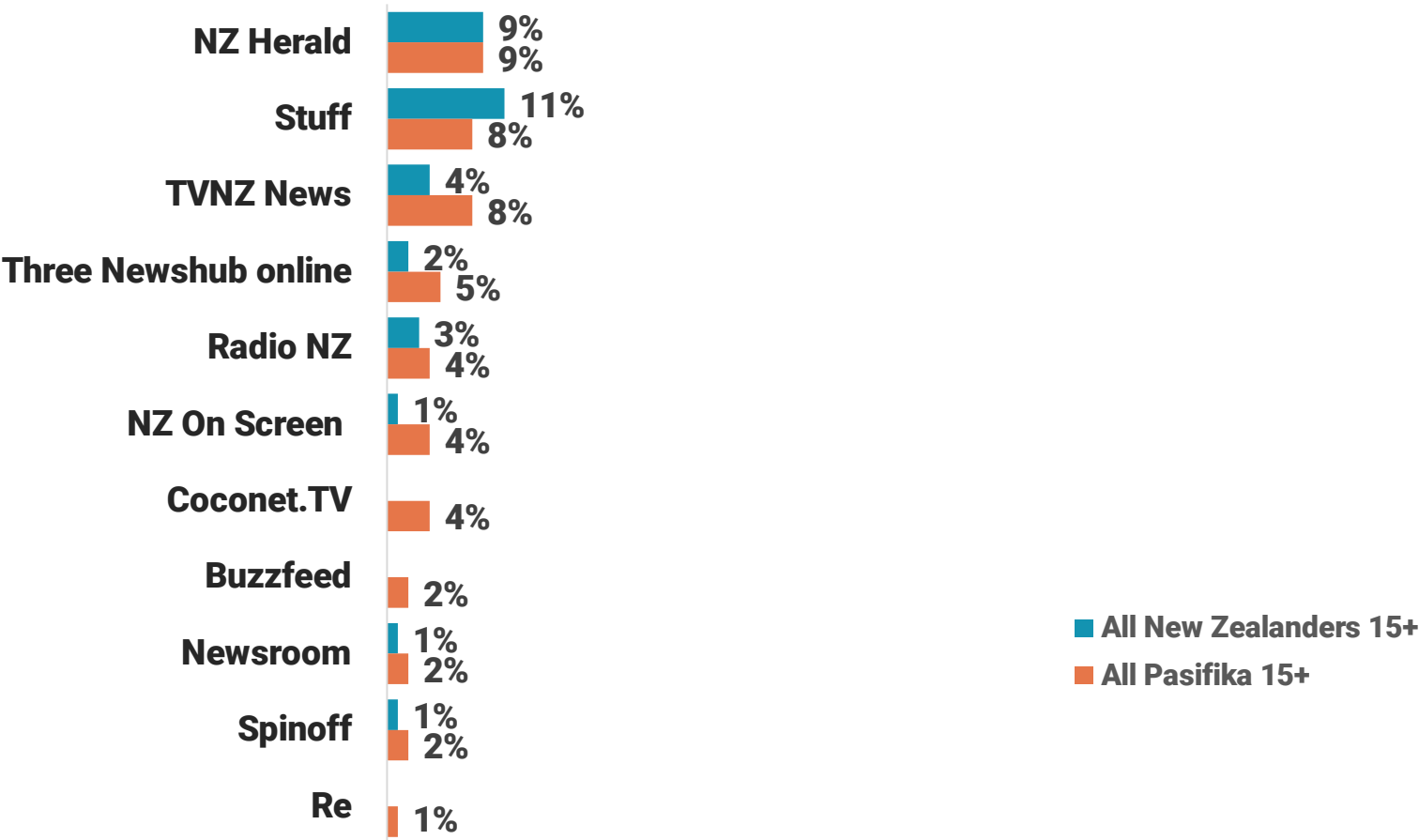
Q: Thinking about yesterday overall, which of the following websites / services did you use to watch TV shows?



**NZ Herald and Stuff attract the biggest audiences to NZ online video among Pasifika each day, but this group are no more likely to use these sites than overall New Zealanders 15+. Pasifika audiences are more likely to view video on NZ On Screen, Coconet.TV, and BuzzFeed.**

**Daily reach of NZ online video sites 2021 – All New Zealanders 15+ & all Pasifika 15+**

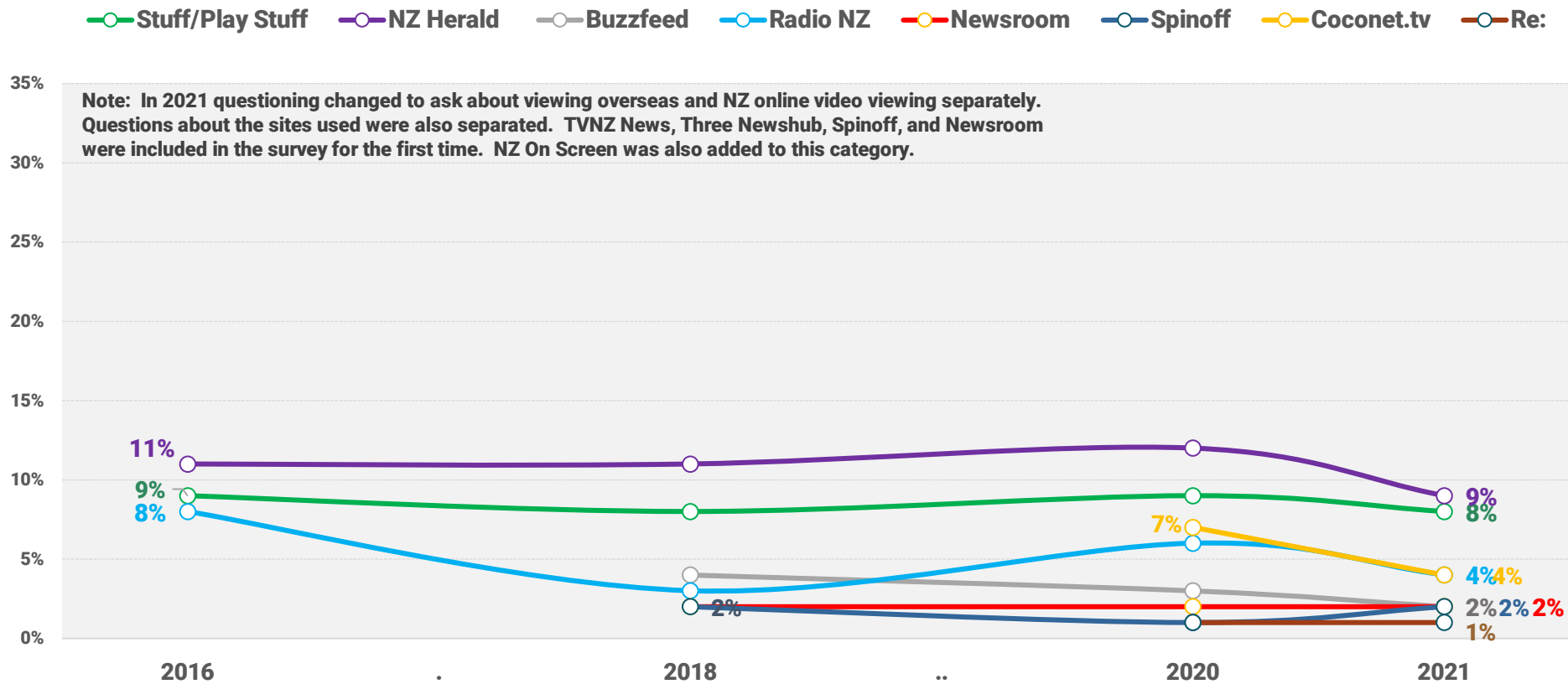
Q: Thinking about yesterday overall, which of the following websites / services did you use to watch TV shows?



# Audience sizes on NZ online video sites are relatively stable among Pasifika since 2020, although Coconet.TV and Radio NZ have declined slightly.

## Daily reach of NZ online video sites – all Pasifika 15+

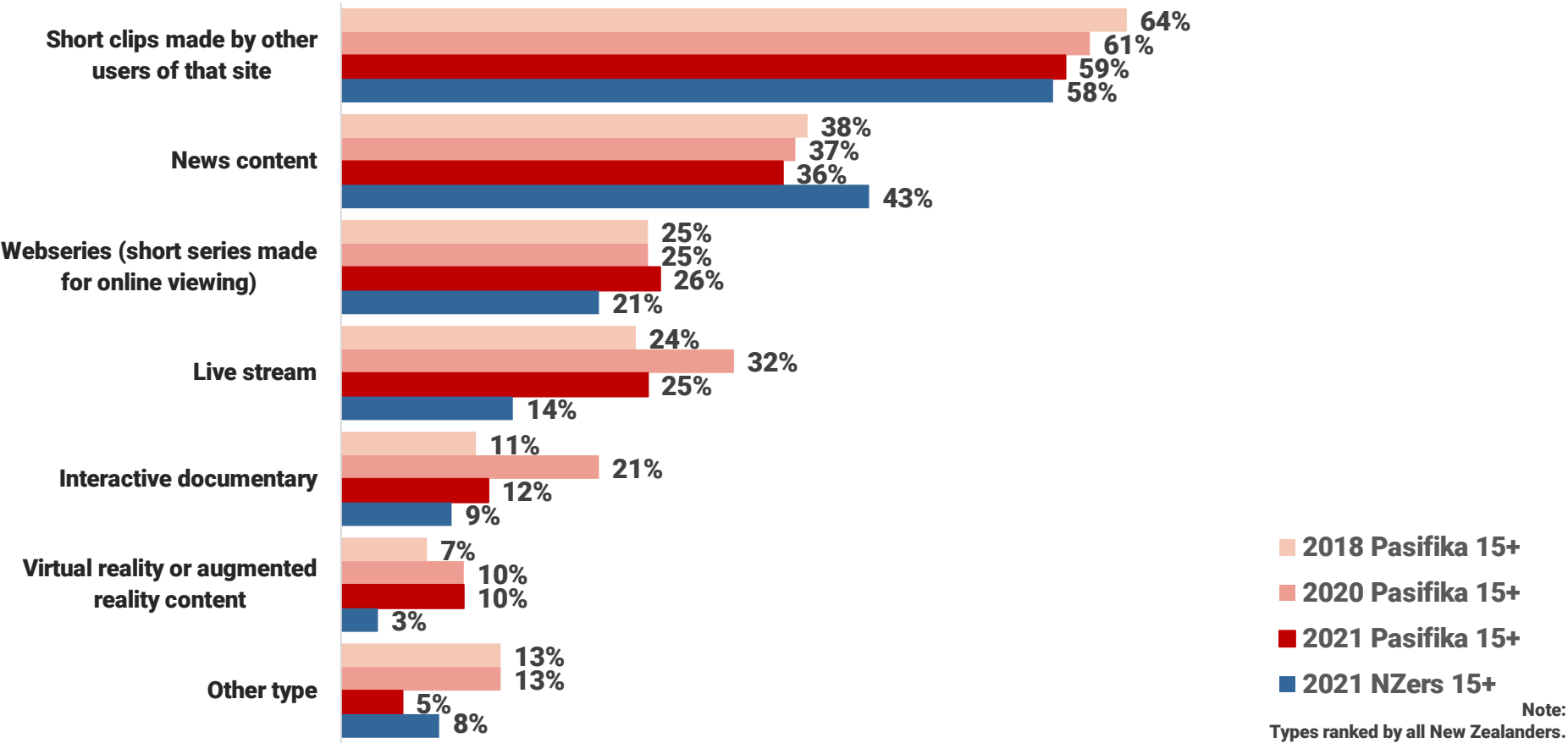
Q: Thinking about yesterday overall, which of the following websites / services did you use to watch TV shows?



Short user generated clips are the most widely watched type of online video among Pasifika audiences – reaching six in ten each day. Pasifika are significantly less likely to watch news content than all New Zealanders 15+, and more likely to watch live streams and virtual reality.

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?

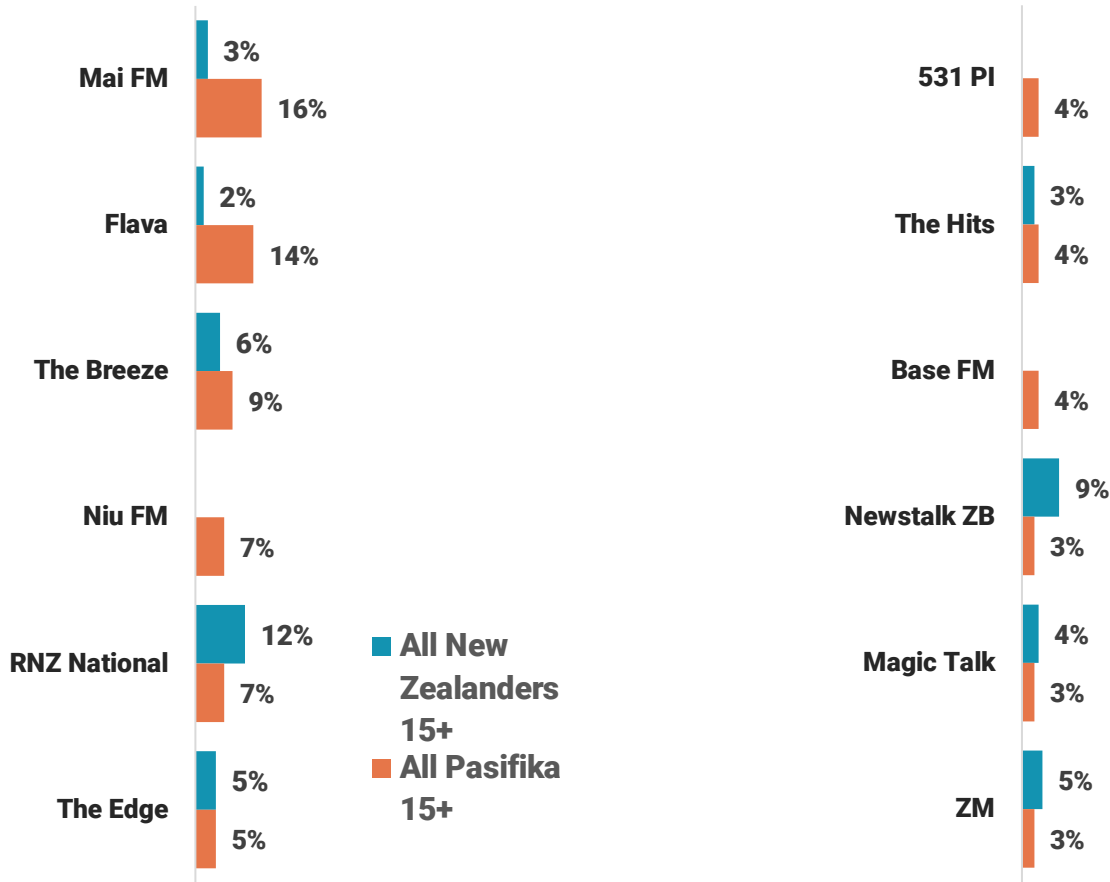




**Mai FM is the most popular radio station, reaching 16% of Pasifika each day, followed by Flava and The Breeze. Pasifika audiences are significantly more likely to listen to these three stations than overall New Zealanders 15+, as well as NiuFM, 531PI and Base FM.**

**Daily reach of radio stations 2021 (stations 3% and above) – all New Zealanders 15+ and all Pasifika 15+**

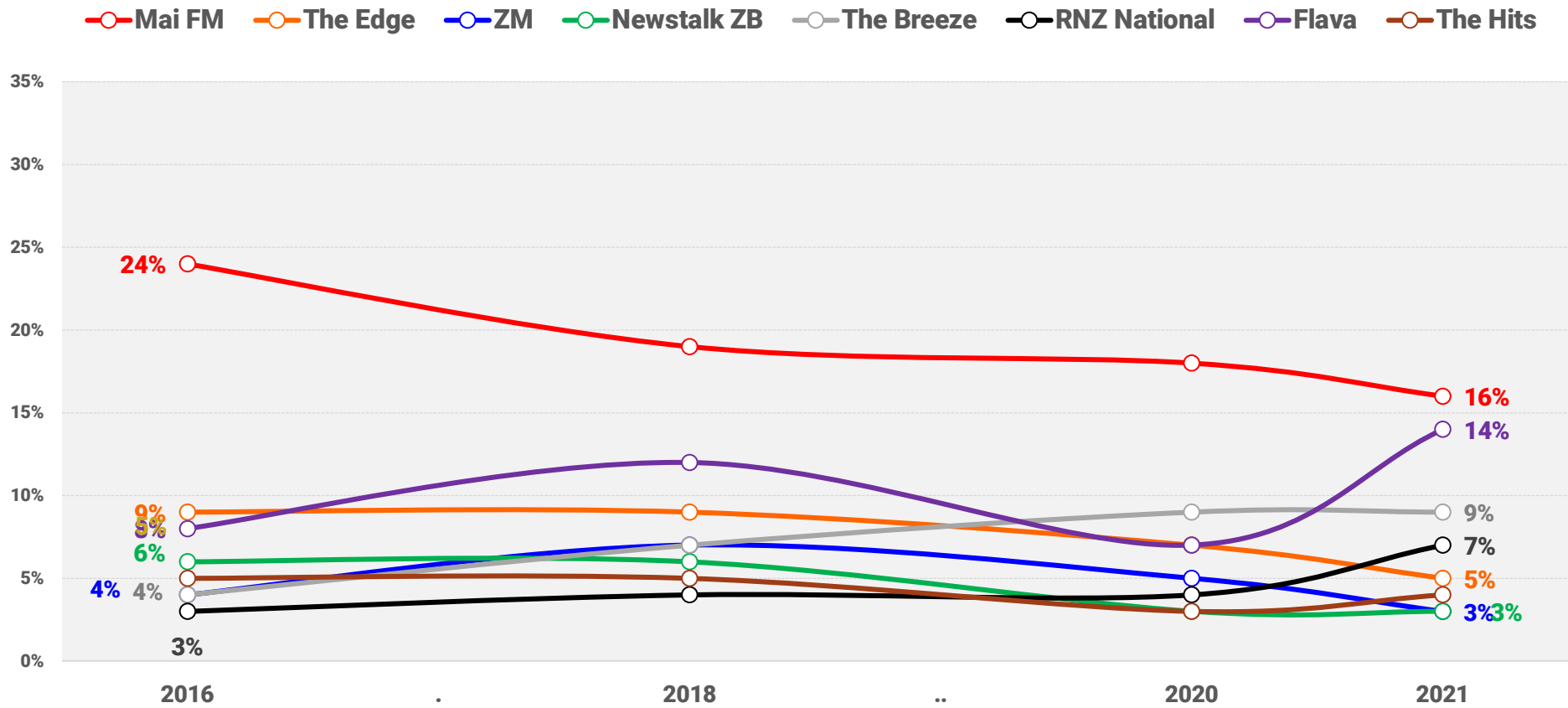
Q: Thinking about yesterday overall, what New Zealand radio stations did you listen to either on radio or online?



# Pasifika audiences are relatively stable on most radio stations since 2020, except for growth in the audiences listening to Flava and RNZ National

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

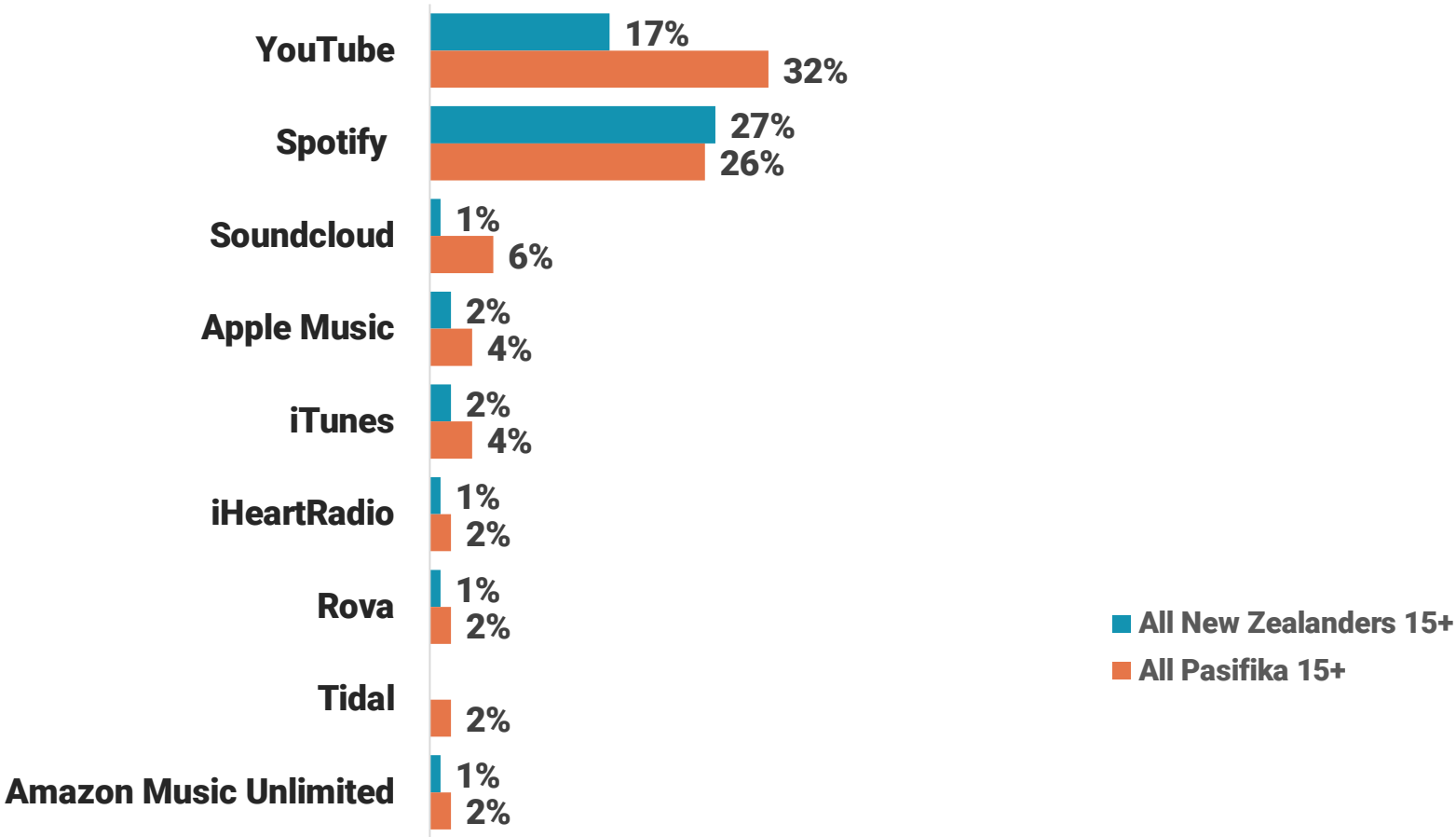
Q: Thinking about yesterday overall, what New Zealand radio stations did you listen to either on radio or online?



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

Daily reach of music streaming sites 2021 – All New Zealanders 15+ & all Pasifika 15+

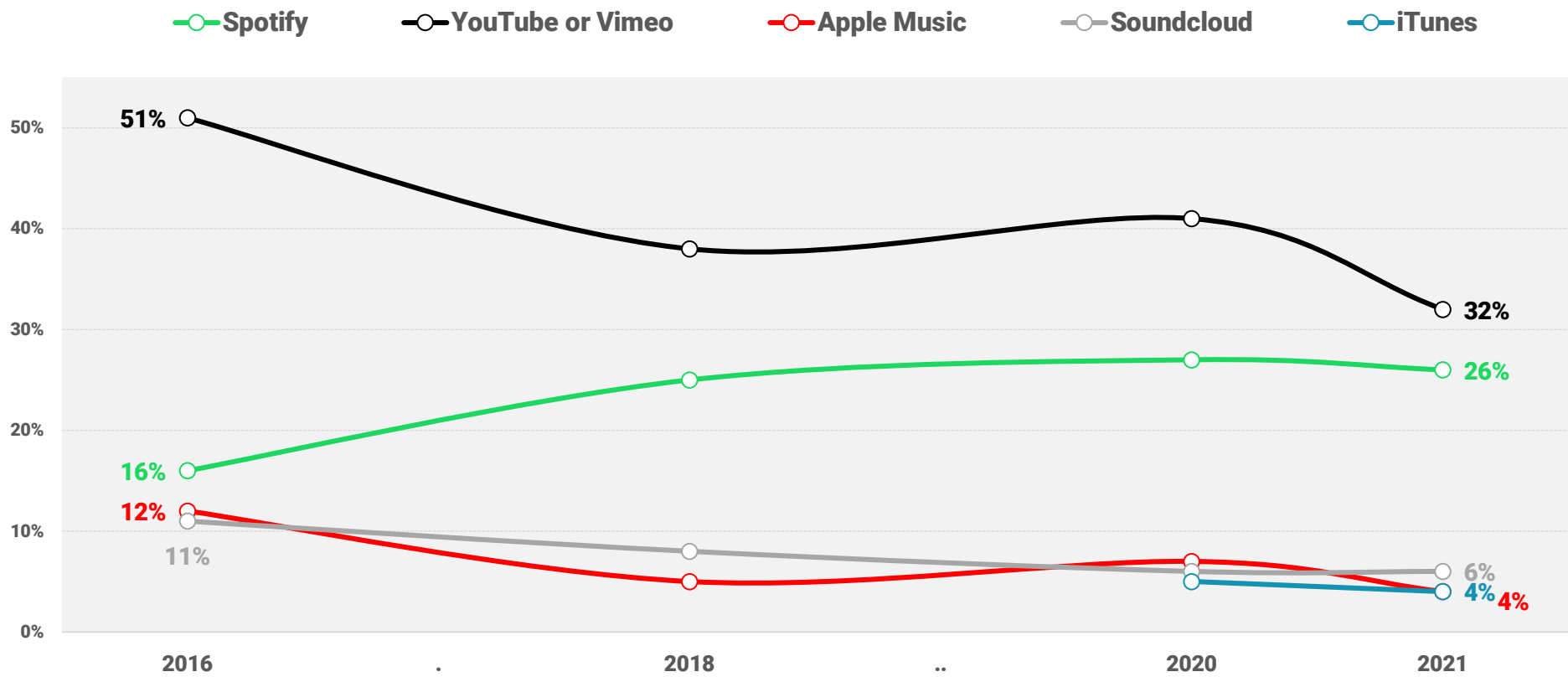
Q: Thinking about yesterday overall, which of the following websites did you use listen to music?



The size of the Pasifika audience listening to YouTube (for music) has declined since 2020 while other streaming sites remain stable.

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?





# **Devices Personally Own Or Have Daily Access To**

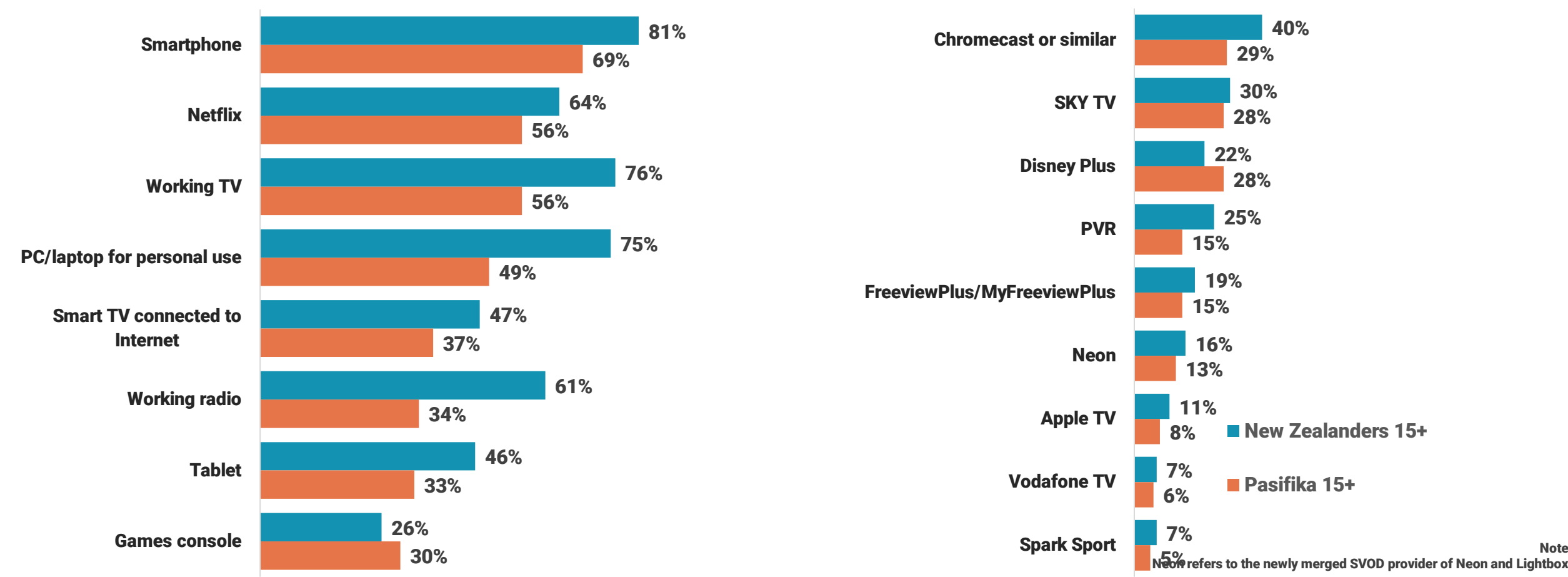


Despite higher levels of media consumption overall, Pasifika audiences are typically less likely to be able to access most devices and platforms. The exceptions are higher incidences of access to a gaming console and Disney Plus.



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?

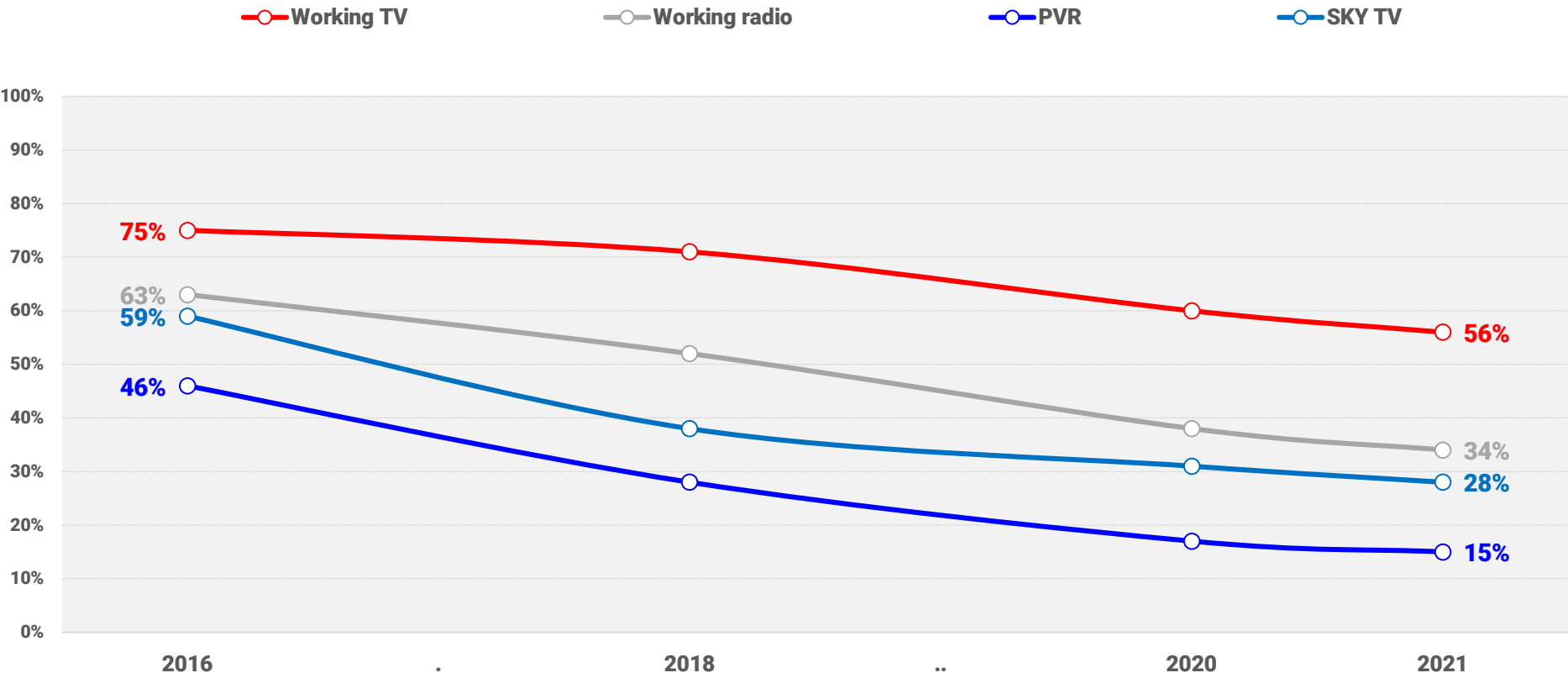




# The incidence of all devices and platforms through which Pasifika access traditional media has continued to decline.

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

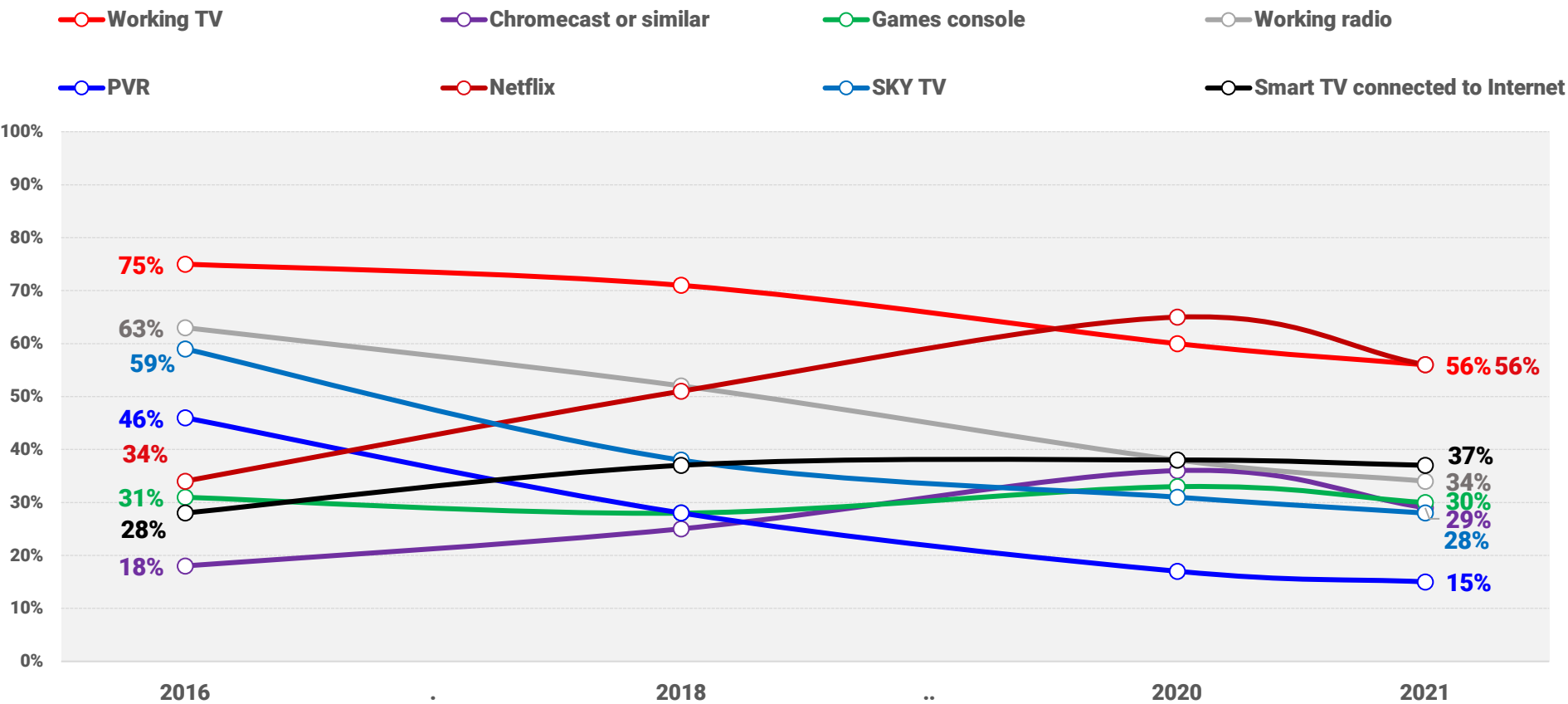
Q: Which of the following, if any, do you personally own or have daily access to?



For the first time, incidence of access to devices and platforms that enable access to digital platforms has also declined. Chromecast or similar, gaming consoles, a smart TV connected to the Internet and especially Netflix have declined since 2020.

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

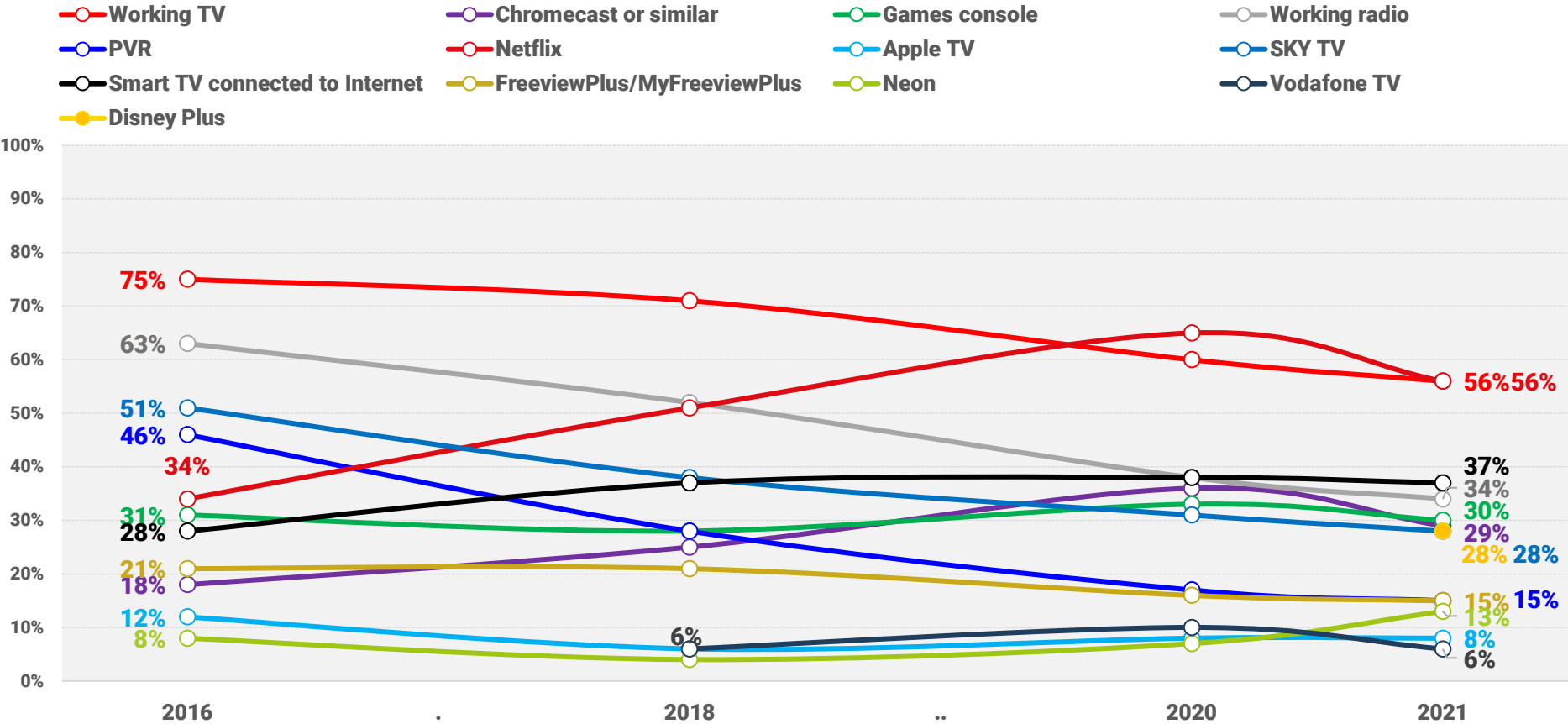
Q: Which of the following, if any, do you personally own or have daily access to?



The incidence of Neon has grown among Pasifika audiences since its merger with Lightbox , incidence of FreeviewPlus/MyFreeviewPlus, Vodafone TV, and Apple TV is stable. Disney Plus can be accessed by 28% of Pasifika.

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

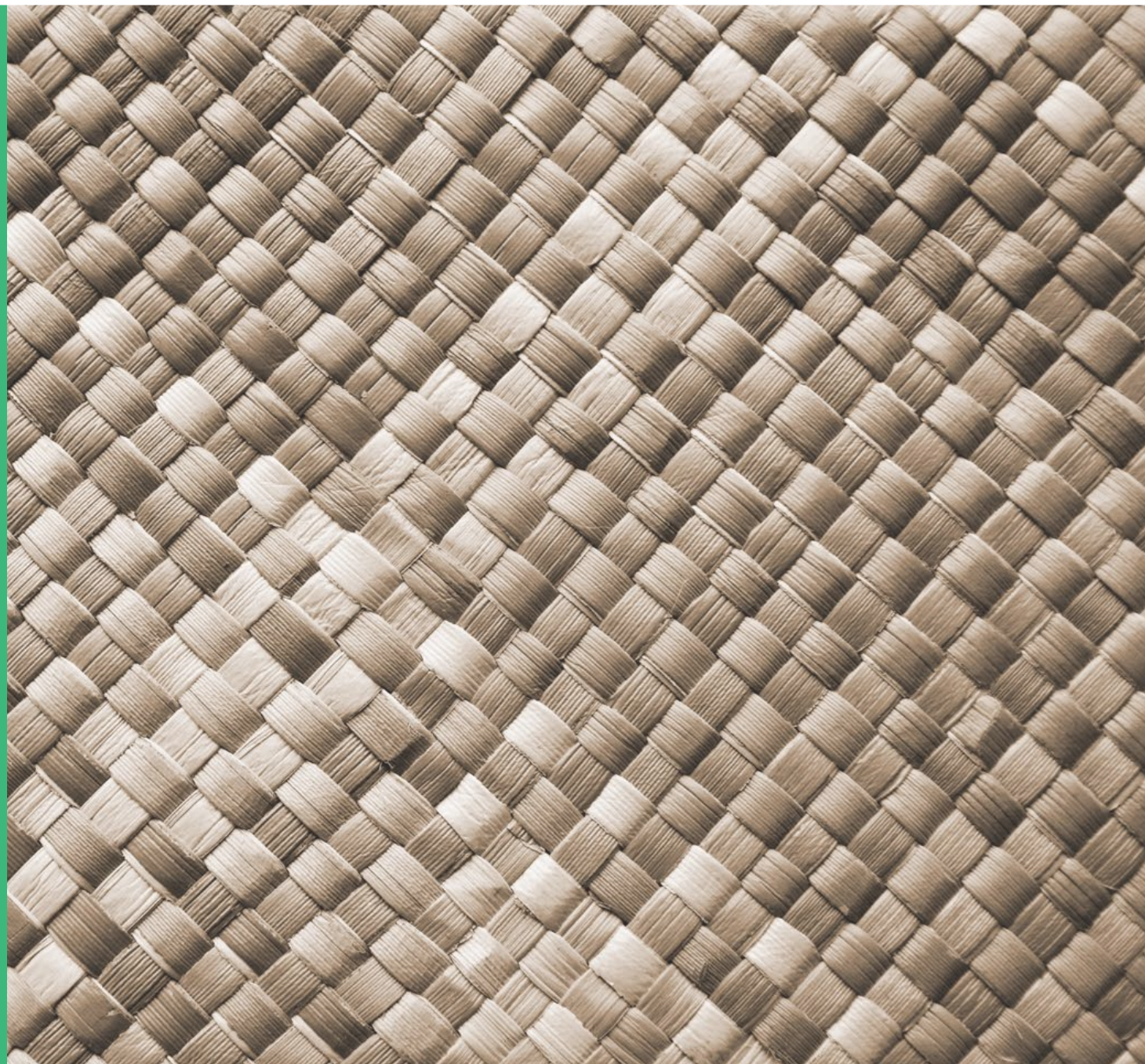
Q: Which of the following, if any, do you personally own or have daily access to?







# Sources of news



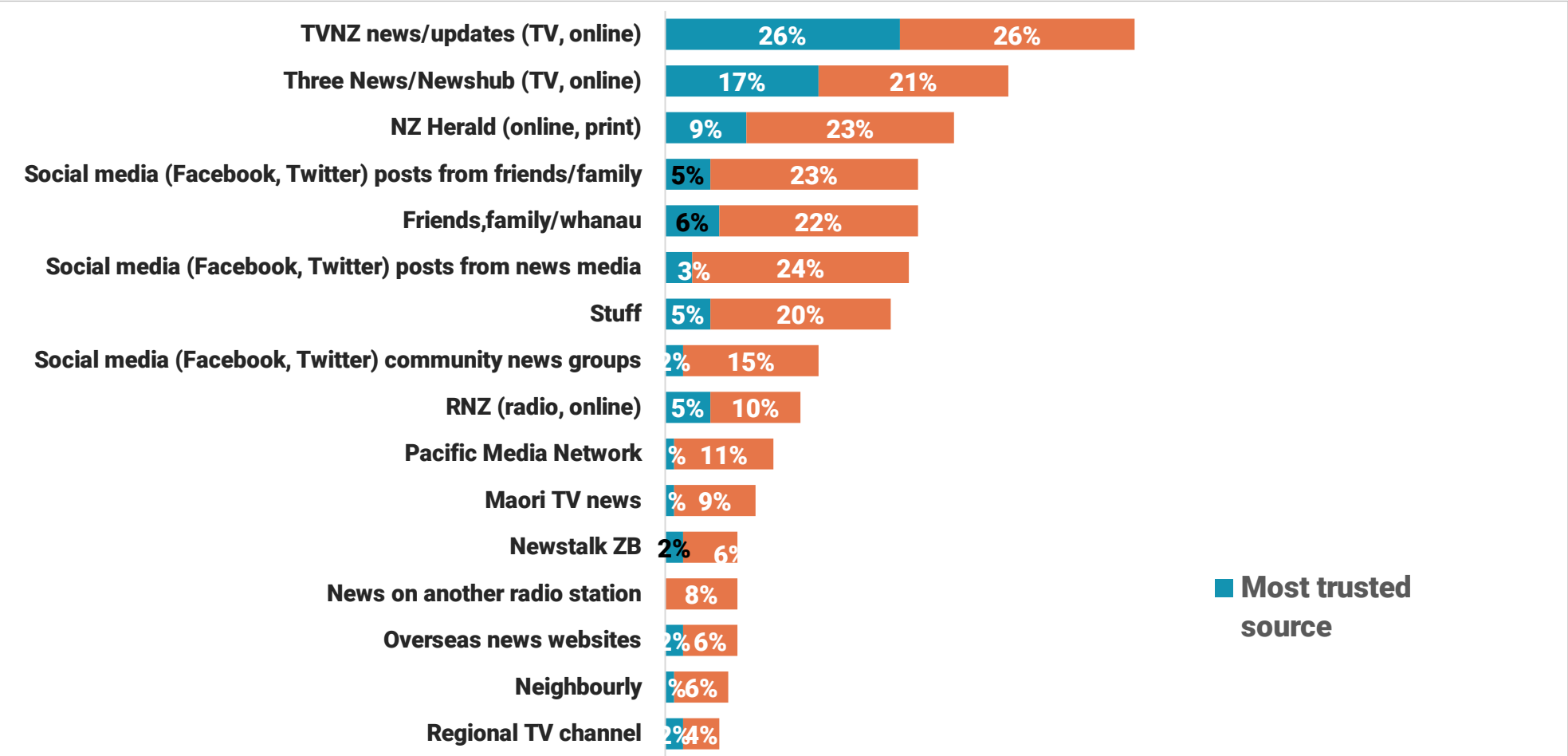


**TVNZ News, both online and on air, is the most widely used and trusted source of news among Pasifika audiences. Three News, social media, NZ Herald, Stuff, and friends and family are also widely used, with Three News clearly the second most trusted source among Pasifika.**



**Sources of news and information (sources used by 6% or more) – all Pasifika 15+**

Q: Which of the following sources of news and information do you regularly use to keep up to date?  
And of these, which is your most trusted source of news?





# WHERE ARE THE **AUDIENCES?**

**Pasifika report**

**AUGUST 2021**