

# The Ten New Zealanders

ALL YOU'LL EVER NEED TO KNOW ABOUT THE NEW ZEALAND AUDIENCE



There are  
**3.8 million**  
adult New Zealanders...

with wildly different beliefs, attitudes, preferences, and habits. Creating content that has appeal across this many people is, simply, daunting.



So to make it easier, we've boiled the 3.8 million down to just...



**ten types**  
of New Zealander

This means when you're thinking about your audience you just need to think about one or two people, not millions.

# Introducing the ten New Zealanders

These three are interested in news and information – with a focus on facts and things



Globalist



Curious-Intellectual



Curious-Grazer

These three are also interested in news and information – but they have a focus on people and relationships



Company Seeker



Tell-it-like-it-is Sports Fan



Community Minded

These four have little interest in news and information



Relax and Unwind



Social Connector



Go-getter



Unengaged

488,735 people  
13% of population

154,140 people  
4% of population

214,292 people  
6% of population

187,975 people  
5% of population

454,890 people  
12% of population

612,799 people  
16% of population

469,938 people  
13% of population

552,647 people  
15% of population

169,178 people  
5% of population

454,890 people  
12% of population

They're more interested in the world than what's happening in New Zealand.

They have a desire to expand their mind.

Similar to the 'Curious – Intellectual' but they want to discover and understand at a more superficial level.

They're at home all day and want something that makes them feel connected to the outside world.

They want their news straight-up from presenters who aren't afraid to say what they think. They prefer news that reflects their conservative views.

They are stereo-typical middle, provincial New Zealanders. They want their news to be short and sharp. It also needs to be relevant to them and their community.

They've had to think during their day, so when it comes to media content they just want something that allows them to mentally switch-off and relax.

They're looking for content that lifts their mood – makes them laugh, inspires them, or simply music. They're also wanting to connect – through a shared interest or activity, or that gives them something shocking to share with friends.

These young men have a desire to succeed and get ahead. They're looking for content that gives them an advantage whether it be for work, life, and generally.

They're typically young men who consume a lot less media than the other groups. They do like listening to music though.

Because of their lack of engagement, there is no detailed profile of this group later.



**Globalist**

# Globalist

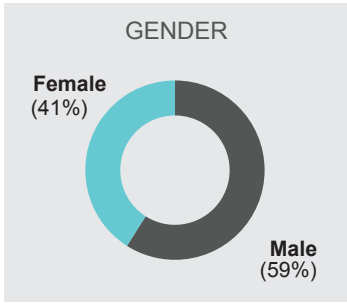
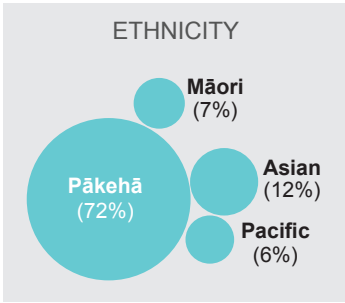
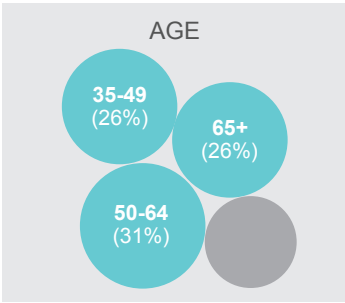
488,735  
People

13%  
of population



They're more interested in the world than what's happening in New Zealand. They feel New Zealand is too small to keep them interested and the real action is happening elsewhere in the world.

## AUDIENCE



### WHERE WILL YOU SEE THEM?

You might see them on public transport for their morning commute. They'll have a bit of grey in their hair and either have their phone out or earbuds in. They'll be reading or listening to international news and information – not listening to music.

### BRAND

	AWARENESS	CONSUMPTION (amongst those aware)
Any RNZ channel	High (50% to 75%)	High (50% to 75%)
National	High (50% to 75%)	High (50% to 75%)
Concert	High (50% to 75%)	Medium (25% to 49%)
RNZ.co.nz	Medium (25% to 49%)	High (50% to 75%)
RNZ app	Medium (25% to 49%)	Medium (25% to 49%)
RNZ podcasts	Medium (25% to 49%)	Medium (25% to 49%)
RNZ social media	Medium (25% to 49%)	High (50% to 75%)
Any RNZ digital channel	Medium (25% to 49%)	High (50% to 75%)
Third party	Medium (25% to 49%)	High (50% to 75%)

● Very high (>75%)  
 ● High (50% to 75%)  
 ● Medium (25% to 49%)  
 ● Low (<25%)

# Globalist

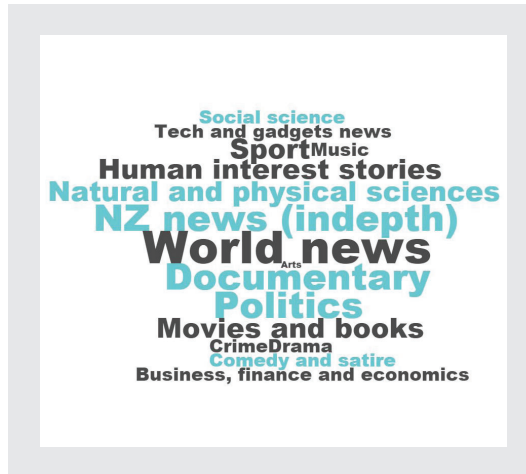
488,735  
People

13%  
of population



They're more interested in the world than what's happening in New Zealand. They feel New Zealand is too small to keep them interested and the real action is happening elsewhere in the world.

## CONTENT – Interests



## CONTENT – Preferred style

### NEWS

- A serious, credible source (strong reputation)
- Facts, not the opinion of a single person. They want to weigh the facts themselves and form their own opinions
- Interviewers who ask the difficult questions and give the interviewee time to respond
- Having their current views challenged
- Keeping up-to-date with the latest thinking

### ENTERTAINMENT

- Content which has some surprises, doesn't follow a set formula
- Upbeat and energetic style

## CONTENT – Examples of their likes

**Colbert Report, Daily Show (Trevor Noah)**  
“Political angles, quality of reporting and facts.”

**New Scientist, New York Times**  
“Up to date, able to be reference checked, stimulating thought and further learning and discussion.”

**Q & A**  
“Current affairs, topics, discussions from various officials/celebrities as to the pros and cons that may affect the community.”

# Globalist

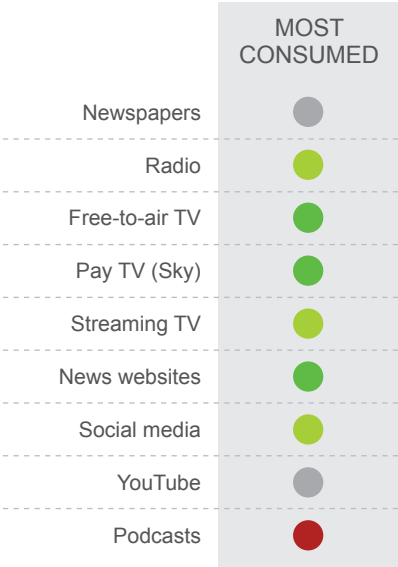
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## DISTRIBUTION



● Extremely high   ● Very high   ● High   ● Medium   ● Medium-low   ● Low

## FAVOURITE CHANNELS



## STRATEGY



The Globalist is part of RNZ's core radio audience. They value the rigour and balance of RNZ's journalism.

Their primary sources of non-RNZ news and information are international and New Zealand websites. Despite this they just have moderate awareness and usage of RNZ.co.nz

Deepening their relationship with RNZ by encouraging them to use RNZ.co.nz seems to be the priority for these people. In particular having in-depth stories about New Zealand or overseas politics on the website is likely to attract them – as will documentaries on history and science. The Detail should also have strong appeal.



**Curious-Intellectual**



# Curious-Intellectual

154,140  
People

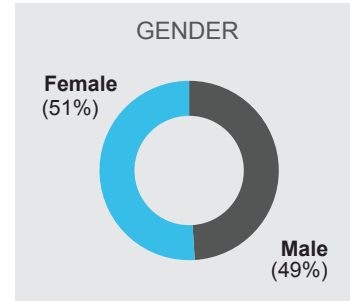
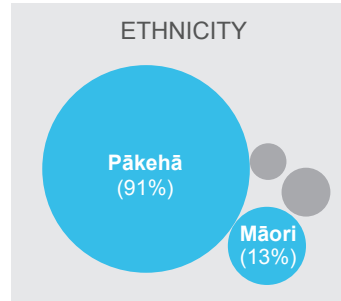
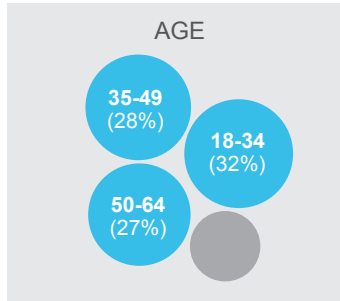
4%  
of population



They have a desire to discover and understand. The driving force behind this desire is to simply expand their mind – knowledge for knowledge’s sake.

They prioritise discovering and understanding over keeping up-to-date with what is happening in New Zealand and the world, but keeping up-to-date is important too. Serious credible sources that they trust to be accurate and factual appeal which is why they gravitate towards RNZ.

## AUDIENCE



## WHERE WILL YOU SEE THEM?

If there is an exhibition on at a museum or art gallery they'll be there. They'll be the ones spending longer in front of each display than everyone else.



## BRAND

	AWARENESS	CONSUMPTION (amongst those aware)
Any RNZ channel	Very High (>75%)	High (50% to 75%)
National	High (50% to 75%)	High (50% to 75%)
Concert	High (50% to 75%)	Medium (25% to 49%)
RNZ.co.nz	Medium (25% to 49%)	Medium (25% to 49%)
RNZ app	Medium (25% to 49%)	Medium (25% to 49%)
RNZ podcasts	Medium (25% to 49%)	High (50% to 75%)
RNZ social media	Medium (25% to 49%)	High (50% to 75%)
Any RNZ digital channel	Medium (25% to 49%)	High (50% to 75%)
Third party	Medium (25% to 49%)	High (50% to 75%)

Very high (>75%) High (50% to 75%) Medium (25% to 49%) Low (<25%)

# Curious-Intellectual

154,140  
People

4%  
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They prioritise discovering and understanding over keeping up-to-date with what is happening in New Zealand and the world, but keeping up-to-date is important too. Serious credible sources that they trust to be accurate and factual appeal which is why they gravitate towards RNZ.

## CONTENT – Interests



## CONTENT – Preferred style

### NEWS

- Accurate information from a source that they feel is serious and credible
- Getting different perspectives on a story
- Facts presented without opinion
- A local as well as a global perspective
- A source that reflects New Zealand's cultural diversity
- Interviewers who allow people to provide a full answer without being interrupted

### ENTERTAINMENT

- Something that makes them laugh
- Upbeat and entertaining style

## CONTENT – Examples of their likes

### Morning Report

*"Good journalism, current affairs."*

**RNZ news, NPR Up First, Newsroom, ... range of RNZ programmes, usually via podcast (Nine to Noon, Media Watch, Kim Hill)**

*"Easily accessed via website or consumed as a podcast while doing something like exercise."*

### Last Week Tonight with John Oliver

*"The journalism is really in-depth and the topics are relevant. His humour makes it all palatable but, the information is really well presented."*

### RNZ news, NZ Herald

*"NZ Herald is my current app, but I use it out of habit. I don't like it for a number of reasons, the last one being a recent story "Fact Check", source unacknowledged, and the fact the story was refuted in the US not acknowledged either."*

# Curious-Intellectual

154,140  
People

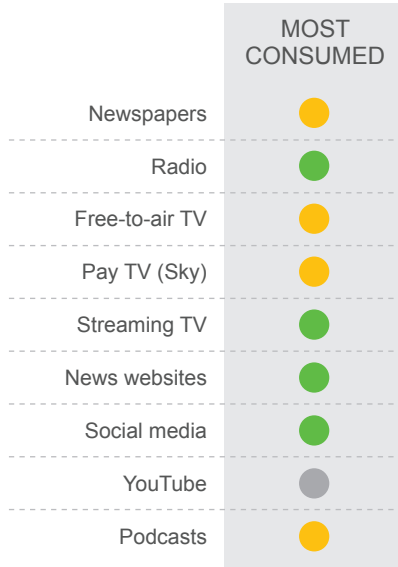
4%  
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They have a desire to discover and understand. The driving force behind this desire is to simply expand their mind – knowledge for knowledge’s sake.

They prioritise discovering and understanding over keeping up-to-date with what is happening in New Zealand and the world, but keeping up-to-date is important too. Serious credible sources that they trust to be accurate and factual appeal which is why they gravitate towards RNZ.

## DISTRIBUTION



● Extremely high ● Very high ● High ● Medium ● Medium-low ● Low

## FAVOURITE CHANNELS



## STRATEGY



The Curious-Intellectual is a big user of RNZ already – particularly RNZ National. Similar to the Globalists they have lower awareness and usage of RNZ’s other channels however – we suggest deepening their relationship with RNZ by encouraging the usage of RNZ’s other channels, particularly the website.

They are very interested in music, so any exclusive music content on the website would tempt them to form a website habit.



**Curious-Grazer**

# Curious-Grazer

214,292  
People

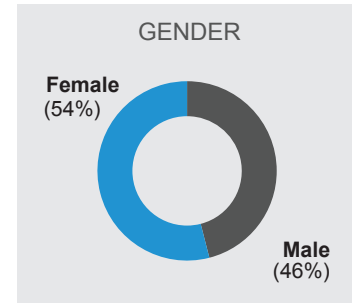
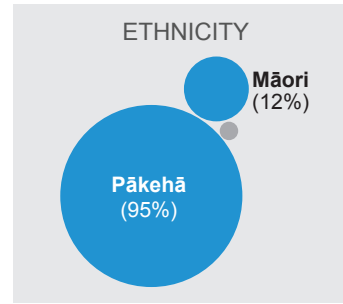
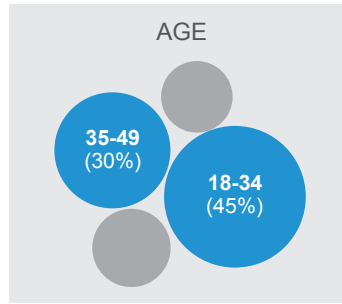
5%  
of population



They're similar to the 'Curious-Intellectual' but they want to discover and understand at a more superficial level – they're more pop-psychology than psychology, more Stuff than RNZ.

They have more interest in human-centred content than the Curious-Intellectuals, whether it be human interest stories or understanding people rather than things.

## AUDIENCE



## WHERE WILL YOU SEE THEM?

You might see them in break-out areas at work or in an elevator discussing the a story from Stuff or the New Zealand Herald.



## BRAND

	AWARENESS	CONSUMPTION (amongst those aware)
Any RNZ channel	●	●
National	●	●
Concert	●	●
RNZ.co.nz	●	●
RNZ app	●	Insufficient aware to show consumption
RNZ podcasts	●	Insufficient aware to show consumption
RNZ social media	●	Insufficient aware to show consumption
Any RNZ digital channel	●	●
Third party	●	●

● Very high (>75%) ● High (50% to 75%) ● Medium (25% to 49%) ● Low (<25%)

# Curious- Grazer

214,292  
People

5%  
of population



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They have more interest in human-centred content than the Curious-Intellectuals, whether it be human interest stories or understanding people rather than things.

## CONTENT – Interests



## CONTENT – Preferred style

### NEWS

- Credible source they see providing accurate information (they have a lower bar for this than the Curious-Intellectuals)
- A local as well as a global perspective
- Different perspectives or points of view
- Okay with some opinion or interpretation of the facts
- They don't like people interrupting or shouting

### ENTERTAINMENT

- Something that makes them laugh
- Being able to relate to the person in the story
- Upbeat and entertaining style

## CONTENT – Examples of their likes

### ZM radio

*"Best radio station. Up-to-date news, weather and traffic. The hosts talk about a range of topics and have a variety of opinions."*

### Stuff

*"Comprehensive coverage from around the world and sometimes the ability to read or post comments on an article."*

### Stuff ... Otago Daily Times online and in print

*"Stuff has local and international news and is up to date with big and little stories (plus it has that quiz!)."*

# Curious-Grazer

214,292  
People

5%  
of population



They're similar to the 'Curious-Intellectual' but they want to discover and understand at a more superficial level – they're more pop-psychology than psychology, more Stuff than RNZ.

They have more interest in human-centred content than the Curious-Intellectuals, whether it be human interest stories or understanding people rather than things.

## DISTRIBUTION



● Extremely high ● Very high ● High ● Medium ● Medium-low ● Low

## FAVOURITE CHANNELS

Non-RNZ podcasts  
New Zealand Herald  
Facebook  
Stuff The Spinoff  
YouTube  
Netflix  
RNZ National

## STRATEGY



RNZ should have a stronger presence amongst the Curious-Grazer than it does. They're curious and they value credible sources. The current content should appeal to them.

RNZ's problem with the Curious-Grazer is a lack of awareness of RNZ's content and distribution – particularly the website and podcasts.

The reason they don't have a higher awareness of RNZ is that they aren't active searchers for content, they're happy with what they're getting. This means the strategy for them involves finding a way of getting RNZ content in front of them.



**Company Seeker**



# Company Seeker

187,975  
People

5%  
of population

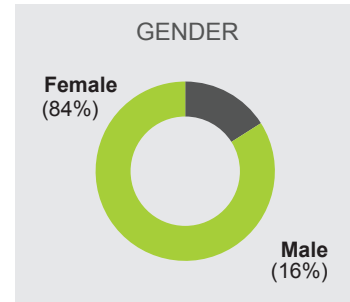
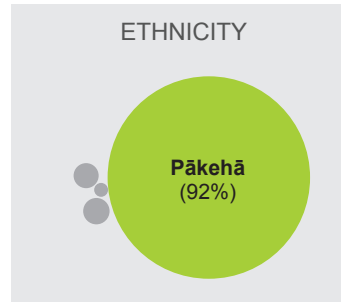
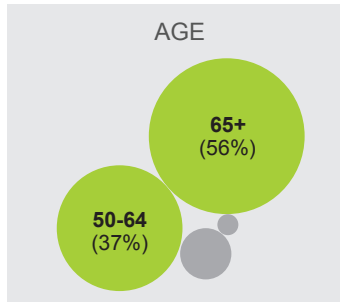


They're older and often at home for most of the day. They want something that makes them feel connected to the outside world (their community, New Zealand, and also the world). This lessens their sense of physical isolation.

The presenter(s) can also make them feel connected, if they have a warm style or a warm relationship with their co-presenter.

They're not just about company though, they also want some intellectual stimulation.

## AUDIENCE



## WHERE WILL YOU SEE THEM?

If you're walking down a suburban street on a nice day you might spot them gardening. Chances are they will have a radio close by.



## BRAND

	AWARENESS	CONSUMPTION (amongst those aware)
Any RNZ channel	●	●
National	●	●
Concert	●	●
RNZ.co.nz	●	●
RNZ app	●	Insufficient aware to show consumption
RNZ podcasts	●	●
RNZ social media	●	Insufficient aware to show consumption
Any RNZ digital channel	●	●
Third party	●	Insufficient aware to show consumption

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# Company Seeker

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5%  
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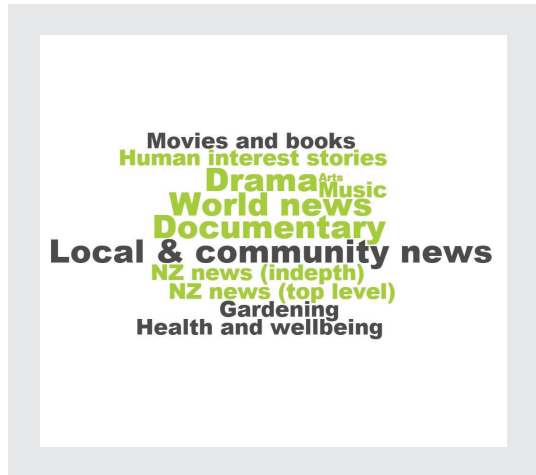


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The presenter(s) can also make them feel connected, if they have a warm style or a warm relationship with their co-presenter.

They're not just about company though, they also want some intellectual stimulation.

## CONTENT – Interests



## CONTENT – Preferred style

### NEWS

- Up-to-date and accurate are the two most important elements
- Interviewers who ask challenging questions, but who also give the interviewee the opportunity to provide a full answer without being interrupted
- People who say exactly what they think
- Warmth and connection between the presenters

### ENTERTAINMENT

- Variety and something that makes them laugh

## CONTENT – Examples of their likes

### Q&A

“Personable presenter, range of topics covered, pertinence to what’s going on in the country/world.”

### One News and Updates

“Wide variety of news, well spoken announcers, handled professionally.”

### Nine to Noon and Saturday Mornings

“Current news and research. Great guests interviewed. Good interviewers.”

### Radio Live and the A.M Show

“I enjoy the hosts of Radio Live. Also in the evening they have great interviews some nights. Always enjoy the A.M show, for the content and also the banter between them.”

### Missing Pieces

“I like the stories behind the people and it is always interesting.”

# Company Seeker

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People

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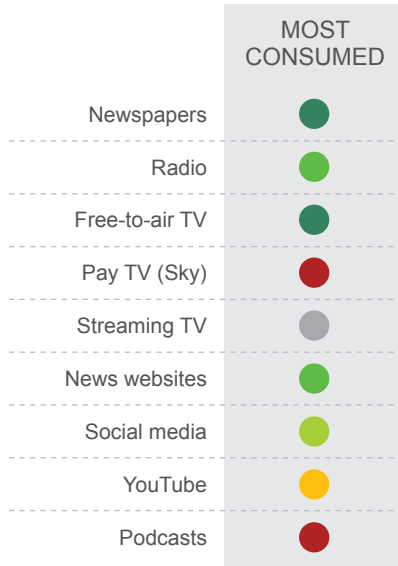


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They're not just about company though, they also want some intellectual stimulation.

## DISTRIBUTION



Extremely high   Very high   High   Medium   Medium-low   Low

## FAVOURITE CHANNELS

**RNZ National**  
**Daily/regional newspaper**  
**Three**  
**Community newspaper**  
**TV One**  
**Prime**  
**Stuff**  
**Facebook**  
**RNZ Concert**

## STRATEGY



They're part of RNZ core radio audience and they love what they're getting.

If RNZ was to focus on this group then the strategy could be to encourage them to use the non-radio channels RNZ has. In particular podcasts should appeal to the Company Seeker as they fit their desire for intellectual stimulation and company as they go about their daily routine. Awareness and understanding of how to access podcasts may be the issue to overcome.



**Tell-it-like-it-is Sports Fan**

# Tell-it-like-it-is Sports Fan

454,890  
People

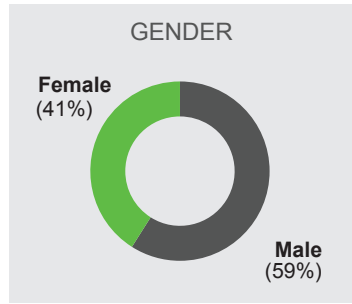
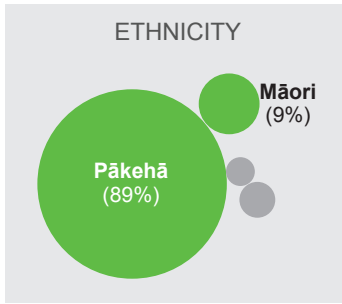
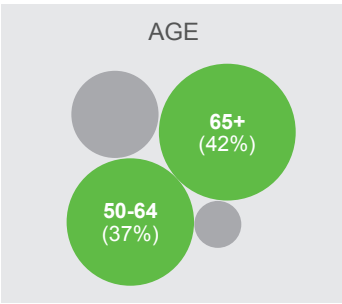
12%  
of population



They want to stay up-to-date and informed – but they want it hear it straight-up from presenters who aren't afraid to say what they think (because they don't worry about offending people). They prefer news outlets that reflect their conservative views/ traditional values.

Their great passion in life is sports. They love all sports, but force them to choose just one, then its rugby.

## AUDIENCE



### WHERE WILL YOU SEE THEM?

On the weekend, you'll see them on the sidelines and in the stands. They'll have a thick shock of white hair, and a team jersey or scarf. The older ones will have their wife with them, the younger ones won't. If you're in a car with them, they'll have talkback or live sports on.

### BRAND

	AWARENESS	CONSUMPTION (amongst those aware)
Any RNZ channel	High (50% to 75%)	Medium (25% to 49%)
National	Medium (25% to 49%)	Medium (25% to 49%)
Concert	Medium (25% to 49%)	Low (<25%)
RNZ.co.nz	Low (<25%)	Medium (25% to 49%)
RNZ app	Low (<25%)	Medium (25% to 49%)
RNZ podcasts	Low (<25%)	Low (<25%)
RNZ social media	Low (<25%)	Medium (25% to 49%)
Any RNZ digital channel	Low (<25%)	Medium (25% to 49%)
Third party	Medium (25% to 49%)	High (50% to 75%)

● Very high (>75%)   
 ● High (50% to 75%)   
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## CONTENT – Interests



## CONTENT – Preferred style

### NEWS

- Accurate and up-to-date are most important to them
- Being first to hear something
- Presenters who are direct and aren't afraid to say what they think
- They don't like the trivial or unimportant (they are anti-fee! good fluffy animal stories)

### ENTERTAINMENT

- Sport!
- A few laughs
- Upbeat and energetic style

## CONTENT – Examples of their likes

### Radio Sport News and Drive Home with Darcy and Goran

*"They are very funny, up to date, easy to listen to when I drive home."*

### Mike Hosking

*"He thinks the same way I do. He is not afraid to ask controversial questions."*

### The Chase (TV game show)

*"The general knowledge and being able to interact on the questions."*

### Seven Days

### Crowd Goes Wild

# Tell-it-like-it-is Sports Fan

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People

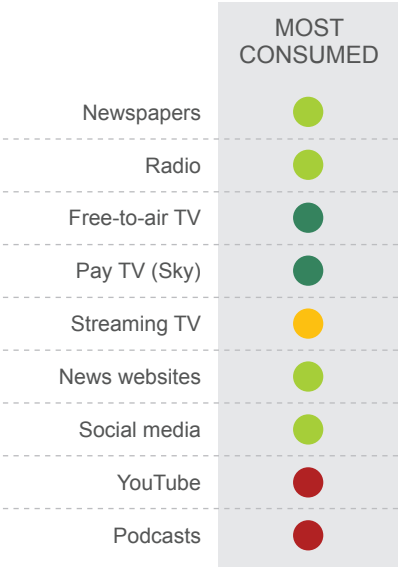
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Their great passion in life is sports. They love all sports, but force them to choose just one, then its rugby.

## DISTRIBUTION



● Extremely high  
 ● Very high  
 ● High  
 ● Medium  
 ● Medium-low  
 ● Low

## FAVOURITE CHANNELS



## STRATEGY



Their preferred style and tone of presenter is not a good fit with the way RNZ delivers its content. However, they do have an interest in New Zealand politics (stories not interviews) and documentaries (they're interested in New Zealand history) and these may be a way to reach them.

However, as with the other groups who don't consume a lot of RNZ content, they don't actively search for new content so RNZ will have to find them rather than the other way around.



**Community Minded**



# Community Minded

612,799  
People

16%  
of population

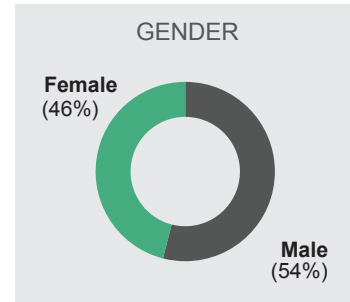
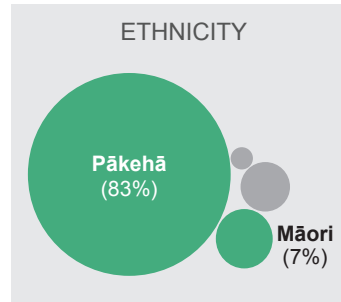
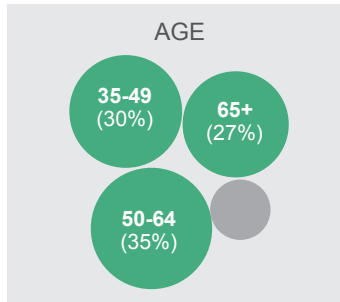


They are stereo-typical middle, provincial New Zealanders. They want to be kept up-to-date with what is happening in the world, New Zealand, and their community. They want it to be short, sharp, and relevant to them. They favour free-to-air television news because it delivers on all of these (even if sometimes relevance is limited to seeing their area on the weather maps).

They want to be able to relate to the people in stories and feel some of the emotion they're experiencing.

They want to have a laugh and favour English comedy over American.

## AUDIENCE



## WHERE WILL YOU SEE THEM?

The community minded are middle, provincial New Zealand. On a weeknight you'll find them at home, on their La-Z-Boy or couch, watching free-to-air television.



## BRAND

	AWARENESS	CONSUMPTION (amongst those aware)
Any RNZ channel	●	●
National	●	●
Concert	●	●
RNZ.co.nz	●	●
RNZ app	●	●
RNZ podcasts	●	●
RNZ social media	●	●
Any RNZ digital channel	●	●
Third party	●	●

● Very high (>75%) ● High (50% to 75%) ● Medium (25% to 49%) ● Low (<25%)

# Community Minded

612,799  
People

16%  
of population



They are stereo-typical middle, provincial New Zealanders. They want to be kept up-to-date with what is happening in the world, New Zealand, and their community. They want it to be short, sharp, and relevant to them. They favour free-to-air television news because it delivers on all of these (even if sometimes relevance is limited to seeing their area on the weather maps).

They want to be able to relate to the people in stories and feel some of the emotion they're experiencing.

They want to have a laugh and favour English comedy over American.

## CONTENT – Interests



## CONTENT – Preferred style

### NEWS

- Accurate and up-to-date
- Interviewers who ask difficult questions but allow the interviewees to answer
- To the point, without waffle
- Hard case – with banter and makes you laugh
- They don't like people interrupting each other or generally too argumentative and shouty

### ENTERTAINMENT

- That makes them laugh
- Has some surprises in it

## CONTENT – Examples of their likes

### 3 News

*"Up to date and succinct."*

### Prime News at 5.30

*"It's short and accurate."*

### NZ Herald or BBC News

*"News relevant to where I live and used to live."*

### Crowd Goes Wild

*"Easy watching; good humour."*

### Graham Norton

*"Has good humour and is entertaining to watch."*

### Mrs Browns Boys or other comedy

*"Relaxes, takes away your everyday worries for a short time."*

# Community Minded

612,799  
People

16%  
of population

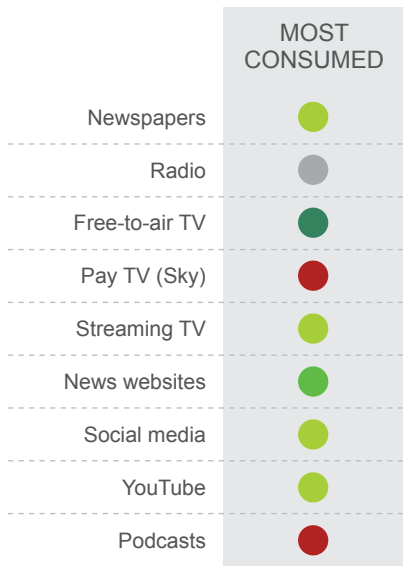


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They want to be able to relate to the people in stories and feel some of the emotion they're experiencing.

They want to have a laugh and favour English comedy over American.

## DISTRIBUTION



Extremely high    Very high    High    Medium    Medium-low    Low

## FAVOURITE CHANNELS



## STRATEGY



The Community Minded are relatively low consumers of radio and so RNZ does not figure highly on their radar.

They are free-to-air TV people, so if RNZ pursued a RNZ+ strategy that includes TV – these people would be the primary target.

They should be targeted with content that is relevant to their community/area. For example, they have a strong interest in documentaries – particularly history and travel. They also have a strong interest in stories about small New Zealand businesses ... suggesting that their community doesn't just need to be defined as geographically.



**Relax and Unwind**

# Relax and Unwind

469,938  
People

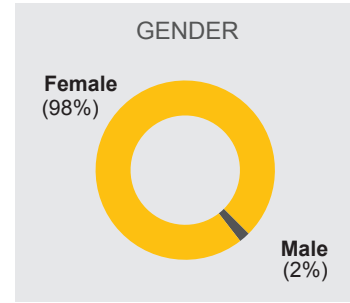
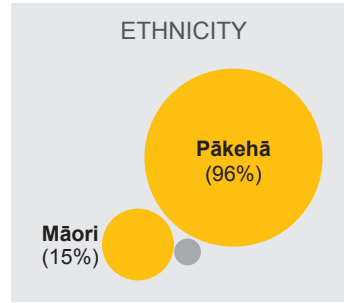
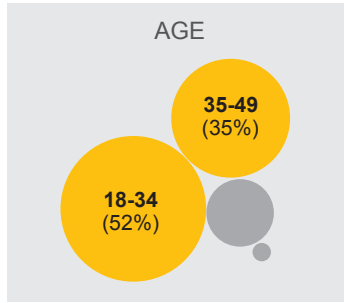
13%  
of population



They've had to think during their day, so when it comes to media content they just want something that allows them to mentally switch-off and relax. They want simple, easy to follow storylines – something that is not mentally taxing.

They're also into 'life-hacks', content with a practical purpose. For example, traffic updates, health and wellbeing, or cooking shows (for the recipes and techniques). And similar to the Social Connectors they like content with some shock value that they can use to share with friends ... their preference for this is reality programmes.

## AUDIENCE



## WHERE WILL YOU SEE THEM?

A high proportion of them are mums, so chances are you'll spot them on the sports sidelines on a Saturday morning and also doing the after-school pick-ups.



## BRAND

	AWARENESS	CONSUMPTION (amongst those aware)
Any RNZ channel	High (50% to 75%)	Low (<25%)
National	Low (<25%)	Low (<25%)
Concert	Low (<25%)	Low (<25%)
RNZ.co.nz	Low (<25%)	Medium (25% to 49%)
RNZ app	Low (<25%)	Insufficient aware to show consumption
RNZ podcasts	Low (<25%)	Insufficient aware to show consumption
RNZ social media	Low (<25%)	High (50% to 75%)
Any RNZ digital channel	Low (<25%)	Medium (25% to 49%)
Third party	Low (<25%)	Low (<25%)

● Very high (>75%) 
 ● High (50% to 75%) 
 ● Medium (25% to 49%) 
 ● Low (<25%)

# Relax and Unwind

469,938  
People

13%  
of population



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## CONTENT – Interests



## CONTENT – Preferred style

### NEWS

- Light and upbeat, with a bit of banter
- Accurate and up-to-date

### ENTERTAINMENT

- Upbeat and entertaining style (high energy)
- Makes them laugh
- Has surprises and some drama in it
- Takes them away from their day
- Don't have to think

## CONTENT – Examples of their likes

### Stuff, Facebook

*"Stuff has the latest stories, so up to date. Facebook news items come on my news feed so I can go into the links there."*

### The Chase

*"Its light hearted and you can either zone in or zone out and not really follow it but it plays in the background and you can watch at any stage."*

### Scrolling my phone on Facebook, The Chase

*"I'm able to have it in the background and zone out with out feeling like I'm missing an important part."*

### Riverdale, The Good Place

*"They are mindless, short enough to have a quick break and watch but still riveting and interesting enough to keep up with."*

### My Kitchen Rules

*"Light hearted and entertaining while providing some inspo for home cooking."*

# Relax and Unwind

469,938  
People



13%  
of population

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## DISTRIBUTION



● Extremely high  
 ● Very high  
 ● High  
 ● Medium  
 ● Medium-low  
 ● Low

## FAVOURITE CHANNELS



## STRATEGY



This group will be hard for RNZ to reach as they're not interested in news and information and they don't actively search for new content.

What may get them interested is life-hack information and/or health and wellbeing programming.



# Social Connector



# Social Connector

552,647  
People

15%  
of population



Ethnically diverse young men and women in their 20s. Social media is part of the fabric of their life – they don't even think about checking it, they just do it reflexively.

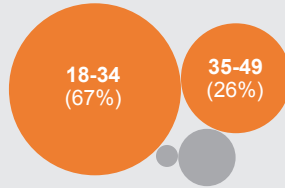
They're looking for content that lifts their mood – something that makes them laugh, or inspires them, or simply music. They're also looking for content that connects them to others – through a shared interest or activity, or that gives them something to share with friends ... something that has shock value:

*"... then I message my friends and say, oh my god, did you hear about...? and they're like, I know! Did you see...?"*

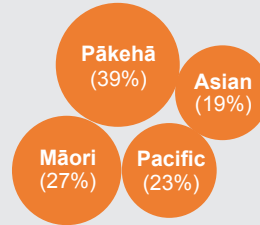
The shock value can come from a variety of sources – from true life crime to reality shows.

## AUDIENCE

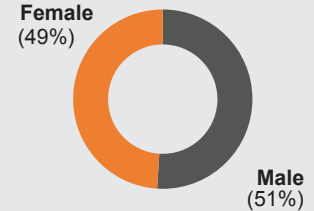
### AGE



### ETHNICITY



### GENDER



## WHERE WILL YOU SEE THEM?

There is a subset who like to drink and party – so the best place to find them on a Saturday is in a bar in Ponsonby (or Courtenay Place). You'll also see them at concerts and music festivals.



## BRAND

	AWARENESS	CONSUMPTION (amongst those aware)
Any RNZ channel	●	●
National	●	●
Concert	●	●
RNZ.co.nz	●	●
RNZ app	●	Insufficient aware to show consumption
RNZ podcasts	●	Insufficient aware to show consumption
RNZ social media	●	●
Any RNZ digital channel	●	●
Third party	●	●

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# Social Connector

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People

15%  
of population



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*"... then I message my friends and say, oh my god, did you hear about...? and they're like, I know! Did you see...?"*

The shock value can come from a variety of sources – from true life crime to reality shows.

## CONTENT – Interests



## CONTENT – Preferred style

### NEWS

- Light and upbeat, with a bit of banter
- Up-to-date
- Opinion and interpretation
- A bit of back and forth between the interviewer and interviewee (interruptions are okay)
- Don't like stories that are too long or require mental effort

### ENTERTAINMENT

- Makes them laugh
- Allows them to interact with friends
- Has lots of variety
- They love music (NZ and international)

## CONTENT – Examples of their likes

### Seven Sharp and Newshub

*"Upbeat, positive and deliver their content in an easy to comprehend manner."*

### A group page on Facebook

*"Just sharing what we go through the week and sharing encouragements to each other but most of all sharing scriptures from the Bible to help us throughout the week."*

### Riverdale. Shortland Street.

*"Dramatic mostly."*

### Articles from Facebook

*"So much variety and they normally have some relevance if they are on my feed."*

### Wahlburgers

*"It's a family friendly program that I can relate to and they are sometimes hilarious. I just enjoy watching them have fun and make fun of each other."*

### Dr Pimple Popper

*"Inspiring and full of humanity."*

# Social Connector

552,647  
People

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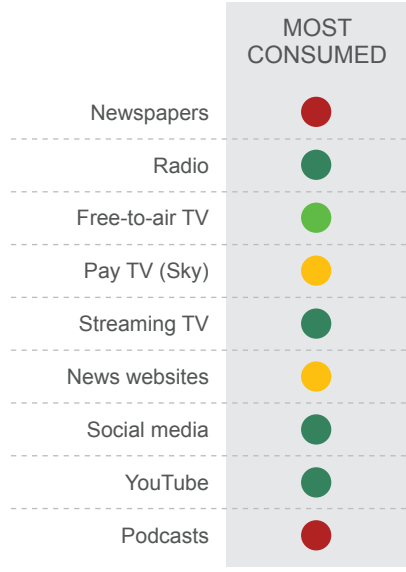
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## DISTRIBUTION



● Extremely high  
 ● Very high  
 ● High  
 ● Medium  
 ● Medium-low  
 ● Low

## FAVOURITE CHANNELS



## STRATEGY



To reach this group RNZ will need to actively work to get content in front of them – probably on social media or YouTube. They will not come across it by accident.

There are a couple of types of content that would peak their interest (in terms of news and information) ... (1) true life crime stories, and (2) upbeat and uplifting stories about people like them in New Zealand (and a little drama in these, to make them shareable, would make them more appealing).



**Go-Getter**

# Go-getter

169,178  
People

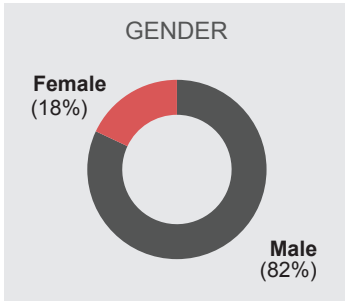
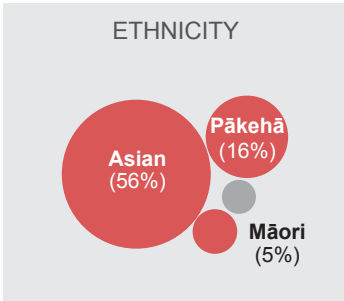
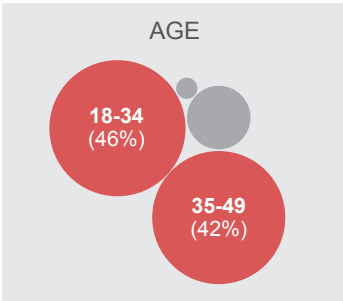
5%  
of population



These young men have a desire to succeed and get ahead. They're looking for content that gives them an advantage whether it be for work (business and finance content), life (investments), and generally (tech). They want to feel they're a step ahead.

Gaming appeals to their competitive side and their desire for distraction – the games take them completely out of their head to the point they can only think of the game while they are playing.

## AUDIENCE



## WHERE WILL YOU SEE THEM?

It is easier to find them online than in the physical world. However, if you wander into a tech hardware store like PB Tech or JB Hifi, you'll have a decent chance of seeing them in there.



## BRAND

	AWARENESS	CONSUMPTION (amongst those aware)
Any RNZ channel	●	●
National	●	●
Concert	●	●
RNZ.co.nz	●	●
RNZ app	●	Insufficient aware to show consumption
RNZ podcasts	●	Insufficient aware to show consumption
RNZ social media	●	Insufficient aware to show consumption
Any RNZ digital channel	●	●
Third party	●	Insufficient aware to show consumption

● Very high (>75%) ● High (50% to 75%) ● Medium (25% to 49%) ● Low (<25%)

# Go-getter

169,178  
People

5%  
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Gaming appeals to their competitive side and their desire for distraction – the games take them completely out of their head to the point they can only think of the game while they are playing.

## CONTENT – Interests



## CONTENT – Preferred style

### NEWS

- Accuracy of the information
- Prefer getting the facts, not influenced by the person reporting the story
- They also want to hear all sides of a story

### ENTERTAINMENT

- Something that makes them laugh is the most appealing
- Generally like a lot of variety and content that surprises them

## CONTENT – Examples of their likes

### New Zealand Herald

#### BBC News

*"Its accurate and well investigated."*

#### Flipboard

*"News and articles. All sources from one point."*

#### Linus tech tips, The Daily Wire

*"Tech and world news are two things I believe everyone should keep up with."*

### YouTube - The Bucket List Family

*"Awesome family, presents their videos in a well edited, enjoyable way."*

### WarOwl channel - YouTube

*"Interesting content that relates to my interests (specific game). Publishes fairly frequently."*

### Angry Joe Show

*"Honest funny blunt reviews about video games, films, etc."*

# Go-getter

169,178  
People

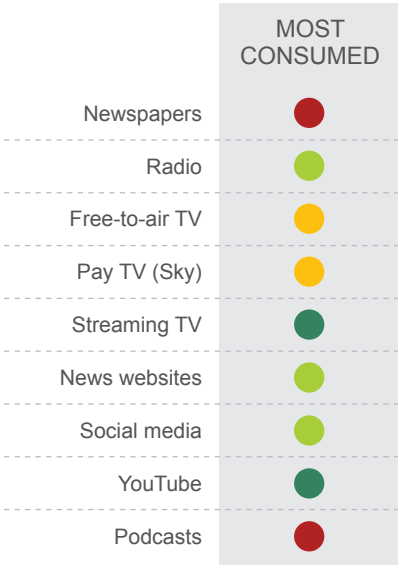
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## DISTRIBUTION



● Extremely high ● Very high ● High ● Medium ● Medium-low ● Low

## FAVOURITE CHANNELS

Stuff  
**NZ Herald**  
**YouTube**  
**Facebook**  
**Netflix**

## STRATEGY



The Go-getter actively searches for content, so if RNZ was to produce content that appeals, they would likely come across it.

They're big users of YouTube, so this is the ideal channel to use to reach them.

They're interested in science, technology, and business, so any content which combines these (remembering they want to get ahead) with a New Zealand focus is likely to be a winner.

# How were the ten New Zealanders created?





1

We spoke to RNZ staff and board members about what they know about the New Zealand audience and their knowledge gaps – **9 indepth interviews and 3 focus groups**

2

We travelled around New Zealand to explore New Zealand audiences' motivations, needs, and behaviours indepth – **30 indepth interviews**

3

We interviewed New Zealanders online to quantify what we'd discovered in the previous two phases – **2,526 interviews**



*Sample sourced from online consumer research panels*



*Sample structure to demographically representative of New Zealanders 18+ by age, gender, ethnicity, the income*



*Maximum margin of error on the overall sample of +/-1.9%. Results for sub-groups will be subject to wider margins of error*

# We used five categories of information from the **2,526 interviews** to group New Zealanders

## The five categories were:

- 1 Reasons for consuming media content – the jobs they're trying to get done (e.g., be up-to-date, expand their mind, wind-down etc)
- 2 Content likes and dislikes
- 3 Favourite channels and content provider
- 4 Non-media interests
- 5 Demographics



We first grouped people broadly using the **five categories** and then we identified sub-groups within the broad groupings to create the **10 New Zealanders**.

The technique we used was a latent class segmentation.