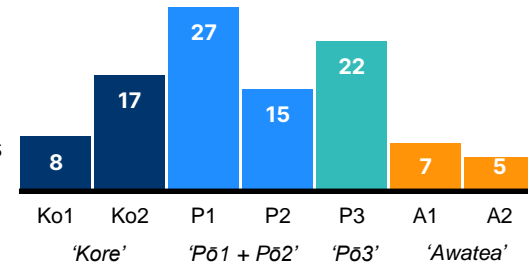# KoPA Personas Executive Report

Final Draft

June 2023

Introduction

Kore, Pō and Awatea

- The KoPA model continuum is based on attitudes and behaviours towards **te reo Māori and Māori culture**. As the segments move from left to right, the views progress from conservative to more positive and open to embracing te ao Māori. This study is part of Nielsen's Consumer Media and Insights survey, which has a robust sample size of 10,000 respondents aged 15+ with fieldwork completed between Q4 2021 and Q3 2022.

- Majority of the NZ population are in the Pō 1 and Pō 3 segments, creating a bell-shaped curve and generally reflecting the right-hand shift in the continuum. From less inclined in their views to slightly above neutral across Kore to Pō 2; followed by a passionate group who are interested in improving their knowledge base and are on the tipping point in Pō 3; then Awatea, with their very positive attitudes and behaviours, who are highly proficient and knowledgeable in te reo Māori and tikanga Māori.

- Summaries covering the key characteristics and traits of the segments in defined groups are as follows: Kore (Kore 1 and Kore 2), Pō 1 and Pō 2, Pō 3 and Awatea. To help relate and personalise these segments, a name was carefully chosen for each one. More detailed and in-depth information can be found in the KoPA Personas reports.

- Each of the four segments has been analysed in more detail and key demographics (represented by the 📍 icon), cultural (🧠) and media engagement (📶) have been summarized in the following slides. Where the demographics and cultural statements help us better understand the personas, the media engagement summary allows for a more efficient media use in reaching and engaging with this audience. The segments also have key indicators (▶️) of what is required to shift to the next segment and highlights examples of where this is already taking place.

KoPA Model segmentation (Population %, Q4 21 - Q3 22)

8	17	27	15	22	7	5
Ko1	Ko2	P1	P2	P3	A1	A2
'Kore'		*'Pō1 + Pō2'*		*'Pō3'*		*'Awatea'*

Te Māngai Pāho | Nielsen

Awatea and Pō3

Awatea - Maia

Those in Awatea are more inclined to be Māori, female, independent young adults, aged late 20s. They make up 12% of the all people aged 15+. Traditional spiritual beliefs is a vital part of their lives and they value cultural identity, social networking and being involved in the community.

Awatea have a good understanding of te reo Māori, often choosing to communicate with it throughout the day. They have a good understanding of Māoritanga (Māori culture), enjoy sharing this knowledge with others and they continue to look to improve both.

Those in Awatea are tech savvy, tend to spend a lot of time on social media, regularly listen to Māori music/songs online and are prevalent magazine and newspaper readers. They tend to watch the same amount of television as the average Kiwi, and tune into the Whakaata Māori and Te Reo channels on a weekly basis, which they feel has helped improved their te reo. Due to their TV viewing behavior and channel choice they are more likely to watch Te Māngai Pāho funded content. They are also avid sport fans and love to watch sports.

This segment lives and breathes te reo Māori and Māori culture. They are the essence of tikanga Māori and organically promote te reo Māori and Māori culture. It is important to continue to support Awatea with the necessary opportunities and resources to both enhance and share their knowledge, especially te reo Māori.

Pō3 - Moana

Pō3 are more likely to be a Gen Z independent young adult of Māori and Pacific Islander ethnicity. They value traditional cultural values, family, and staying up-to-date with the latest trends. They make up 22% of the New Zealand 15+ population.

This segment generally has a moderate connection with te ao Māori and has some knowledge of te reo Māori but intends to improve their proficiency. They strongly believe that te reo Māori and Māori culture should be valued by all New Zealanders and taught in schools.

Pō3 are heavy internet users and top this up with a medium amount of television viewing. These two channels are best utilised to reach and engage with this segment, especially when paired with content such as News, movies and sports. The Pō3 have some interaction with Te Māngai Pāho funded programming, mainly while watching TV.

This segment is most inspired and excited to learn te reo when watching or listening to Māori programming. Encouraging the shift from Pō3 to Awatea would require a change from a strong advocate to being an occasional speaker of te reo Māori, a promoter, a learner and be behaviorally active; or have a basic to fluent understanding of te reo. This would be a shift from supporting te reo and Māori culture, to actively taking part and improving their own te reo to a higher fluency level.

Te Māngai Pāho | Nielsen

Pō1 + Pō2 and Kore

Pō1 + Pō2 - Adrian

Those in Pō1 and Pō2 are more likely to be independent young adults, male, and Asian. Those in this segment are more inclined to perceive themselves to be knowledgeable and skilled with technology. This is the largest KoPA group and make up 42% of the population.

Traditional cultural values and beliefs tend to be important to them, and they're proud of where they live. This segment tends to have limited knowledge of te reo Māori, but hope to one day improve their understanding of the language. They are at odds with te reo Māori being valued by all New Zealanders, or the importance of the government promoting its use. They tend to have some understanding of Māori culture, but not a strong desire to learn more.

The media that this segment engages with is similar to the average Kiwi with slightly less TV viewing but an emphasis on NZ news websites. They seldom watch Te Māngai Pāho funded content or tune into iwi radio stations.

Pō1 and Pō2 have shown positive inclination to shift to Pō3 position but not yet given any thought as to how to improve their knowledge of te reo Māori and Māori culture. They closely align with Pō3 on the intention to improve their understanding of te reo Māori, but have a much larger gap when it comes to agreeing on the use of dual language signs and the importance of the Government promoting the use of te reo Māori.

Kore - Ronald

Those in Kore are more likely to be retired empty nesters, older, male and Pākehā. They enjoy fishing, gardening, watching the cricket, be carefree and are financially comfortable. They make up 22% of the New Zealand 15+ population.

These individuals tend to be critical of NZ, tend to have little knowledge of te reo Māori and Māori culture and believe te reo Māori and Māori culture shouldn't be valued by all New Zealanders.
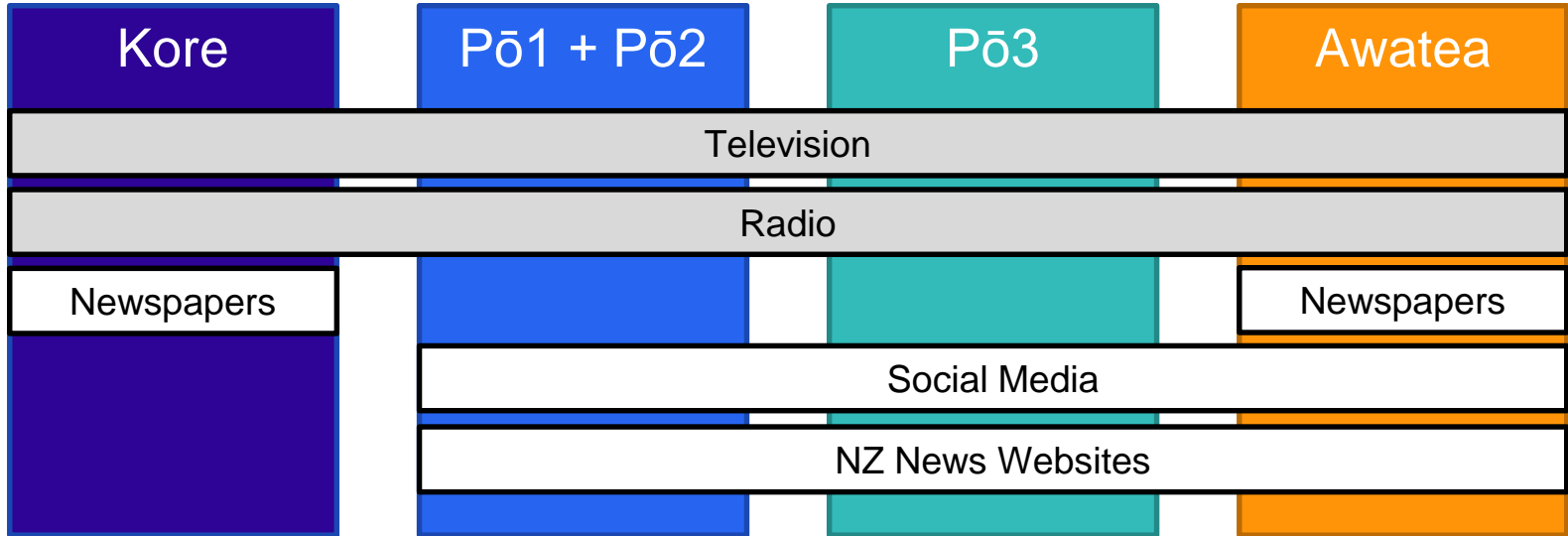
There are higher chances of reaching and engaging with the Kore segment through more traditional media such as newspapers, radio and television, including via Sky channels. Through this traditional media they are already passively consuming everyday te reo Māori and Māori culture, including Te Māngai Pāho funded content. However, Kore tend to actively choose not to engage with Māori media, and they are not satisfied with Māori programming.

To move those from Kore to Pō would mean a shift in deeply ingrained views in regards to te reo Māori and Māori culture. However, there is some indication that they maybe open to improving their te reo Māori language and overall they are more accepting of te reo Māori in some parts of their everyday life. For example the New Zealand national anthem having both English and Māori versions.

Te Māngai Pāho | Nielsen

Media Engagement Summary

Traditional media such as TV and radio can reach all segments, however a combination of different media types would help more effectively reach and engage with the segments. Segments with a younger demographic tend to spend more time online and leveraging digital channels such as social media and NZ News websites can complement traditional channels and incrementally increase reach.

Kore	Pō1 + Pō2	Pō3	Awatea
Television			
Radio			
Newspapers			Newspapers
	Social Media		
	NZ News Websites		

Te Māngai Pāho | Nielsen

Correspondence Map – KoPA Personas

Correspondence maps are a multivariate analysis used to understand what differentiates between a set of variables.
This helps a user to **visually understand** the relationship between the key segments as well as other attitudinals and demographics.
With the four KoPA segments mapped, each one lands in a separate quadrant. From this we can visually understand how different they are from one another.

Young, Metro Areas

Pō1 & Pō2

Pō3

Kore

Awatea

Kore

Awatea

Older, Secondary/Rural Areas

Te Māngai Pāho
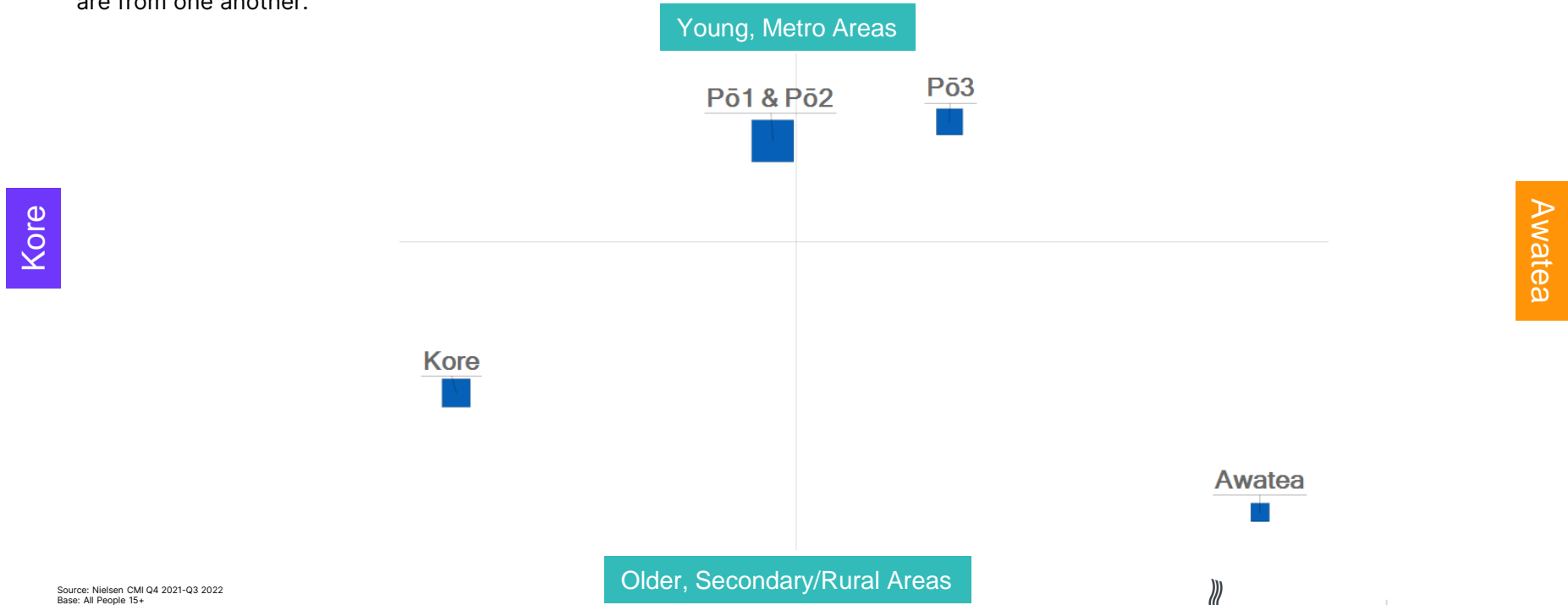
Nielsen

Correspondence Map – KoPA Personas

Each of the segments lie in their own quadrant. The quadrants are defined by the horizontal axis which ranges from Kore to Awatea and the vertical, which is a combination of Older + Secondary/Rural Areas to Young + Metro Areas.

The closer any segments are, the stronger the relationship or their similarities.
The size of the shape (e.g. blue squares) represents the size of the population.

Kore is located on the left quadrant, furthest away from Awatea

Pō1/Pō2 lies relatively closer to Pō3 compared to the other two segments, and located at the midpoint of the quadrants.

Pō1/Pō2 is the largest of the four segments, which is evident in the size of their square compared to the other segments.
Whilst Awatea is the smallest segment and is located the furthest away from the other segments.

Awatea overall lean towards the older demographic. However when looking at only the younger demographic, they make up a larger proportion of it.

Kore

Awatea

Young, Metro Areas

Pō1 & Pō2

Pō3

Kore

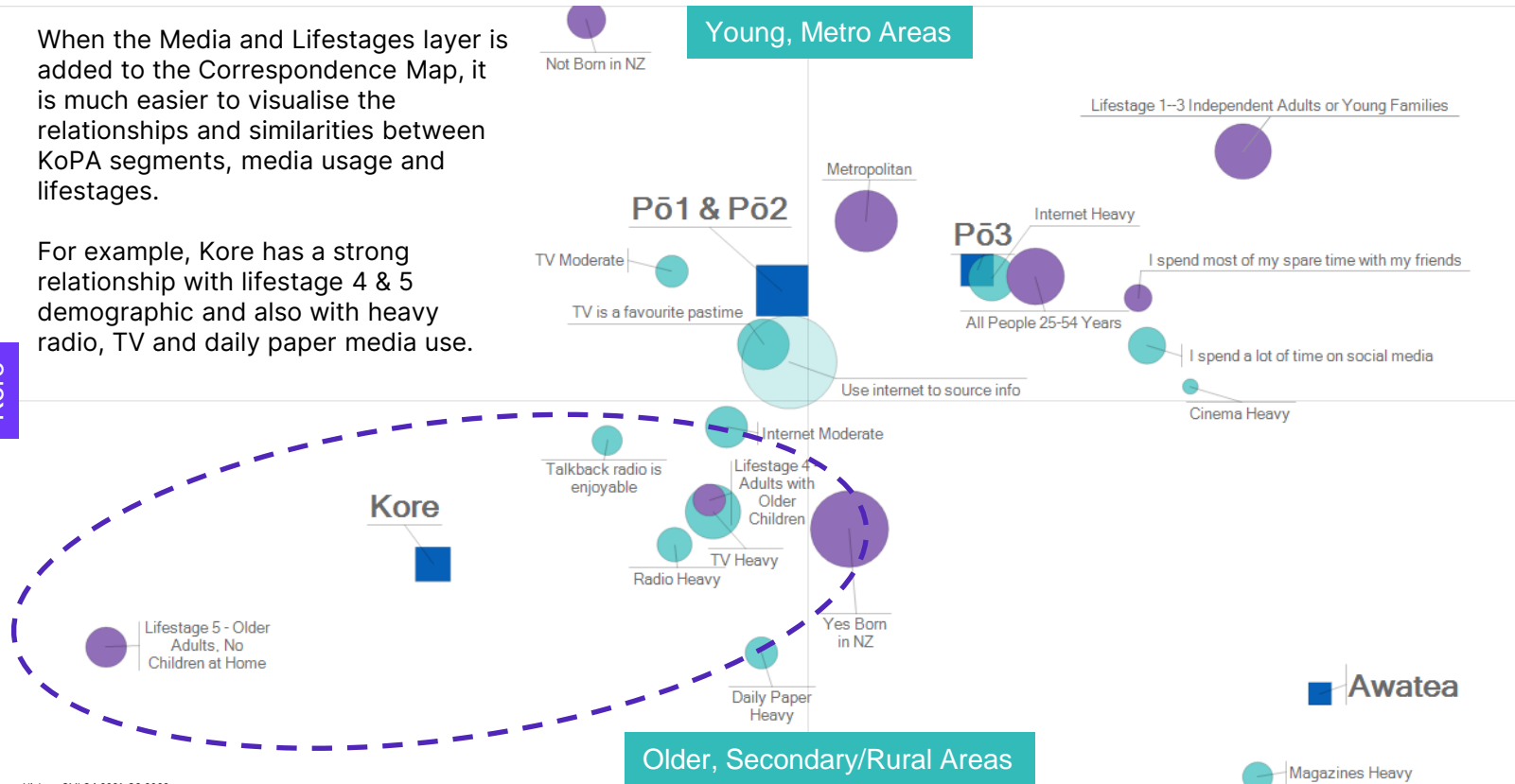Awatea

Older, Secondary/Rural Areas

Te Māngai Pāho

Nielsen

Correspondence Map – Media & Lifestages

When the Media and Lifestages layer is added to the Correspondence Map, it is much easier to visualise the relationships and similarities between KoPA segments, media usage and lifestages.

For example, Kore has a strong relationship with lifestage 4 & 5 demographic and also with heavy radio, TV and daily paper media use.

Kore

Awatea

Young, Metro Areas

Not Born in NZ

Lifestage 1--3 Independent Adults or Young Families

Metropolitan

Pō1 & Pō2

TV Moderate

TV is a favourite pastime

Pō3

Internet Heavy

I spend most of my spare time with my friends

All People 25-54 Years

I spend a lot of time on social media

Use internet to source info

Cinema Heavy

Internet Moderate

Talkback radio is enjoyable

Lifestage 4 Adults with Older Children

Kore

TV Heavy

Radio Heavy

Yes Born in NZ

Lifestage 5 - Older Adults, No Children at Home

Daily Paper Heavy

Older, Secondary/Rural Areas

Awatea

Magazines Heavy

Te Māngai Pāho

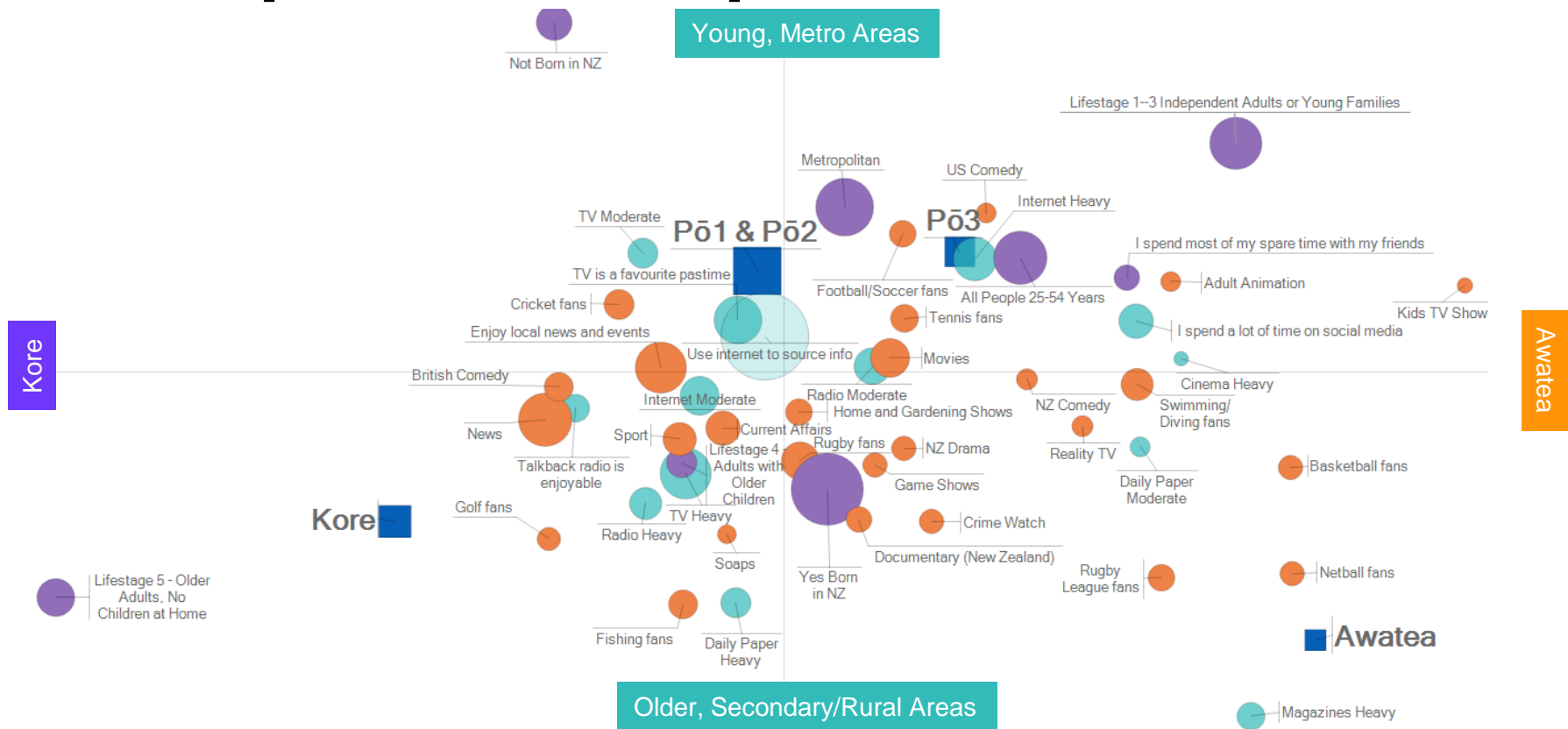Nielsen

Correspondence Map – Genres & Sports

By adding Favourite Genres and Sport Interests as an additional layer to the Correspondence Map, we can better understand what type of content each segment is likely to watch and consume.

As an example, Awatea has a very close relationship with Basketball, Netball and Rugby League sport fans

Young, Metro Areas

Kore

Awatea

Not Born in NZ

Lifestage 1--3 Independent Adults or Young Families

Metropolitan

US Comedy

Pō1 & Pō2

Pō3

Kids TV Show

Football/Soccer fans

All People 25-54 Years

Adult Animation

Cricket fans

Tennis fans

NZ Comedy

Movies

British Comedy

Current Affairs

Home and Gardening Shows

Swimming/Diving fans

News

Sport

Rugby fans

NZ Drama

Reality TV

Basketball fans

Lifestage 4 - Adults with Older Children

Game Shows

Kore

Golf fans

Crime Watch

Lifestage 5 - Older Adults, No Children at Home

Soaps

Documentary (New Zealand)

Netball fans

Yes Born in NZ

Rugby League fans

Awatea

Fishing fans

Older, Secondary/Rural Areas

Te Māngai Pāho

Nielsen

Correspondence Map - Full

Data Sources

The purpose of this report is to highlight the distinctive traits within each of the KoPA segments that have been aggregated as agreed with Te Māngai Pāho. This is to help visualise who the typical person within the segment groups are.

Each segment group is assigned a persona based on the profile compared to the average New Zealander, and the specific traits are guided by where each segment group are uniquely different. Please note that while the personas are described with having specific characteristics, there are others within the same group that may vary slightly from the narrative.

Consumer Media and Insights
Fieldwork period: CMI Q4 21 – Q3 22
All People 15+
Sample size: c.10,000

Te Māngai Pāho Segmentation
Custom TMP Segmentation CMI Q4 21 – Q3 22

Te Māngai Pāho | Nielsen