



KoPA Segmentation Persona Report

Awatea – Maia

June 2023

Awatea – Maia



Awatea – Maia



Generation/Age – Millennial, aged late 20's

Ethnicity – Māori

Lifestage – Independent Young Adult



Location – Bay of Plenty

Education – University Graduate

Occupation – Teacher / Nurse



Passion – Shopping, gaming, playing sport, spending time with others

Values – Hard-working, cultural identity, social network, caring for the environment

Te reo Māori Proficiency – Good understanding of te reo Māori and chooses to communicate with it daily, and intends to further improve her knowledge





Lifestyle

Maia has a very busy social life, connecting with her network of friends. She feels she is at her best with a group of people, and enjoys standing out from the crowd.

She works hard - often finding it difficult to find a balance between work and leisure, and switching off at the end of the day. Currently early in her career, she strives to reach the top in the years to come.

Maia takes care in her appearance and likes to keep up with the latest fashion trends - shopping is one of her favourite pastimes. She is however on a tight budget and enjoys the flexibility that credit offers her.

She enjoys gaming and watching others game; she plays sports - netball, basketball and boxing; and practices mindfulness such as yoga and meditation.



Attitudes

Maia feels burdened by responsibilities in her life and is worried about the future – she does however embrace changes, often choosing to do things on the spur of the moment.

Traditional spiritual beliefs are a vital part of Maia’s culture and being involved in the community is important to her.

She sees herself as an environmentalist at heart, she doesn’t think there is currently enough being done to help the environment, and takes action herself such as using reusable cups and composting.

Maia is respected by her peers; her friends take her opinions seriously, and often look to her for advice when making major purchasing decisions.

Awatea – Te reo Māori and Māori Culture



Te reo Māori

Maia has a good understanding of te reo Māori, often choosing to communicate with it throughout the day. She intends to further improve her understanding of the language, and has signed up for formal studies, evening classes and courses at her marae to progress further.

It is important to her that the government promotes the use of te reo Māori, and that it should be something that all New Zealanders value.

Maia supports initiatives such as Māori Language Week and dual use of te reo Māori and English for public signs, and within the national anthem.

She believes our tamariki should be taught basic te reo Māori and culture at school, and that it is important that the Māori language continues to grow and develop further in NZ.



Māori culture

Maia has a good understanding of Māori culture. She enjoys sharing this knowledge with others through either direct teaching of words/phrases/aspects of Māori culture, and sharing te reo Māori content via social media.

She would also like to continue to learn more about her Māori culture and has taken similar steps as with her te reo Māori journey to improve.

It is important to Maia that NZ retains its Māori culture. To her, te reo me ngā tikanga Māori is a valuable part of NZ's identity, and it should be something that is valued by all New Zealanders.

Media and Technology

Awatea – Media and Technology



Media

Maia is a big magazine and newspaper reader, often turning to magazines as her ‘time out’. Catalogues and flyers often help her decide what to buy, and she likes trying new brands. She also frequents the cinema in her free time.

Maia listens to a moderate amount of radio, 7 to 20hours per week, and regularly listens to Māori music/songs online. She watches around the same amount of television as the average Kiwi, and she tunes into Whakaata Māori and te reo Māori channels on a weekly basis, which she feels has helped improve her te reo Māori.

She finds she has more opportunity to learn te reo Māori by watching/listening to Māori programming, and feels more inspired and excited to do so.

She is satisfied with the level of Māori programming at her fingertips, and the amount of te reo Māori content available for tamariki.



Technology

Maia is knowledgeable and skilled when it comes to technology. She likes to keep up with the latest gadgets, and spends a lot of time on social media. She is aware of its invasive nature, and is actively trying to cut down on her screentime.

Top Paid TV Subscriptions

1	Netflix
2	Disney+
3	Sky
4	Neon
5	Amazon Prime

Paid TV Subscriptions watched last 4 weeks

Maia watches a range of channels, mostly watching TVNZ 1.

She often tunes into TV programmes in te reo Māori or about the Māori culture, usually on a weekly basis. *Te Karere* is her favourite Te Māngai Pāho funded programme, followed by *The Casketeers*.

Top Watched FTA TV Channels

1	TVNZ 1
2	Three
3	TVNZ 2
4	Prime
5	Duke

Top Viewed Funded TV Programmes

1	Te Karere
2	The Casketeers (R)
3	Get The Name Right
4	Waka Huia (R)
5	Marae
6	The Hui (<i>via Three</i>)
7	Wild Kai Legends
8	Waiata Anthems
9	Kairākau (R)
10	Hōiho Riding On

Programme titles with (R) at the end signify it is a repeat.

Awatea – Radio

Music is important to Maia – on average, she listens to 7-20hours per week of radio, this is similar to the NZ population. Her preferred radio station genre is current hits, and her favourite commercial stations are Mai FM and The Edge.

When she tunes into Te Māngai Pāho funded radio stations, her top listened to station is Te Arawa FM.

Top Commercial Radio Stations	
1	Mai FM
2	The Edge
3	More FM
4	RNZ National
5	ZM
6	The Breeze
7	The Rock
8	Newstalk ZB
9	Flava
10	The Hits

Top Funded Radio Stations	
1	Te Arawa FM
2	Tainui Live
3	Radio Waatea
4	Atiawa Toa FM
5	Radio Kahungunu

Source: Nielsen CMI Q4 21 – Q3 22, Radio stations listened to most often in the last 7 days. This includes any listening through a radio station website.

Awatea – Popular Websites and TV Genres

Several stores feature in Maia’s top websites including Kmart and Dick Smith Electronics, and her online shopping habits reflect this; she made five purchases online in the last month, slightly higher than the average of four purchases.

News and movies are the most popular TV genres for Maia, she watches them as soon as they air. She also supports NZ made content with NZ documentary and NZ drama amongst her favourites, alongside sports, particularly rugby and rugby league.

Top Websites	
1	Kiwibank
2	Kmart Australia
3	The New York Times
4	Dick Smith Electronics
5	Afterpay
6	Seek
7	Briscoes
8	Farmers
9	Shopify
10	Otago Daily Times

Top TV Genres	
1	News
2	Movies
3	Rugby
4	Current Affairs
5	Sport
6	Rugby League
7	Crime Watch
8	Documentary (New Zealand)
9	NZ Drama
10	Game Shows

Source: Top Websites - Nielsen CMI Q4 21 – Q3 22 Fused NOR October 2022, Top websites >10vert%, ranked by index. Top TV Genres - Nielsen CMI Q4 21 – Q3 22, Favourite TV Genres.



KoPA Segmentation Persona report

Pō 1 & Pō 2 – Adrian

June 2023

Pō 1 & Pō 2 – Adrian



Pō 1 & Pō 2 – Adrian



Generation/Age – Millennial, early 30's
Ethnicity – Asian, more likely to be Chinese or Indian
Lifestage – Independent Young Adult



Location – Auckland
Education – University Graduate
Occupation – Clerical / Sales



Passion – Sports and technology
Values – Quality, success, traditional cultural values & beliefs
Te reo Māori Proficiency – Limited knowledge, but hopes to one day improve his understanding





Lifestyle

Adrian plays a lot of sport, and has particular interests in cricket, skiing, mountain biking and eSport. He often attends national and regional sports events, and regularly plays a musical instrument.

He's not particularly strict with his diet, but does choose to take supplements, and isn't afraid to be one of the first to try out new trends in health and nutrition.

Adrian likes to keep up with the latest fashion, and believes you get what you pay for - higher prices mean better quality.

He has some financial literacy, and purchases shares to keep his money working for him in the background.



Attitudes

Adrian generally shares very similar views to that of the average New Zealander.

Traditional cultural values and beliefs are important to him, and he attends church on a regular basis.

He is proud of where he lives, and thinks the Auckland Council is doing a good job.

Pō 1 & Pō 2 – Te Reo Māori and Māori Culture



Te reo

Adrian has limited knowledge of te reo Māori, he hopes to one day improve his understanding of the language – although he hasn't given any thoughts on how to improve his understanding.

He doesn't use te reo very regularly in everyday communication.

Adrian accepts the dual use of English and te reo te reo Māori within the NZ national anthem, but doesn't agree that public signs should be in both languages.

He supports tamariki in NZ being taught basic te reo and Māori culture at school, although doesn't believe it should be valued by all New Zealanders, or that it's important for the government to be promoting its use.



Māori culture

Adrian has some understanding of Māori culture, but does not have a strong desire to learn more.

He agrees that te reo me ngā tikanga Māori is a valuable part of NZ's identity, and that we should make sure NZ keeps it's Māori culture.

He has recently visited the Te Papa museum, which proudly includes mātauranga Māori as a focal point.

Media and Technology

Pō 1 & Pō 2 – Media and Technology



Media

The amount and mixture of media that Adrian listens to, watches and reads is around the same as the average New Zealander – he however is less likely to read magazines, and is not a big viewer of broadcast television.

He doesn't intentionally choose to engage with Māori media, but has listened to Māori music/songs, or watched a TV programme in te reo or about the Māori culture in the past year. Even so, he isn't satisfied with Māori programming.



Technology

Adrian likes to have the latest gadgets, and perceives himself to be knowledgeable and skilled with technology.

He owns an iPad, iPhone, Apple TV and Smart Watch.

Top Paid TV Subscriptions	
1	Netflix
2	Disney+
3	Sky
4	Amazon Prime
5	Neon

Paid TV Subscriptions watched last 4 weeks

Pō 1 & Pō 2 – TV

Adrian watches a range of channels, mostly watching TVNZ 1.

He doesn't intentionally choose to watch TV programmes that are in te reo, or are about the Māori culture, however may come across the odd programme within the past year. Adrian's most watched Te Māngai Pāho funded programme is *Get The Name Right*.

Top Watched FTA TV Channels

1	TVNZ 1
2	Three
3	TVNZ 2
4	Prime
5	Duke

Top Viewed Funded TV Programmes

1	Get The Name Right
2	Te Karere
3	Waka Huia (R)
4	The Casketeers (R)
5	Marae
6	The Hui
7	Wild Kai Legends
8	Waiata Anthems
9	Hōiho Riding On
10	Homesteads

Programme titles with (R) at the end signify it is a repeat.

Pō 1 & Pō 2 – Radio

Adrian is not a big radio listener – however when tuning in, his preferred radio station genre is rock, and also finds talkback radio enjoyable. His favourite commercial stations are Newstalk ZB, RNZ National and More FM.

Although most of Adrian’s radio listening time is spent listening to commercial radio, when he does tune into Te Māngai Pāho funded radio stations, his most listened to station is Tainui Live.

Top Commercial Radio Stations

1	Newstalk ZB
2	RNZ National
3	More FM
4	ZM
5	The Edge
6	The Rock
7	The Breeze
8	Mai FM
9	The Hits
10	The Sound

Top Funded Radio Stations

1	Tainui Live
2	Raukawa FM
3	Ngāti Hine FM

Source: Nielsen CMI Q4 21 – Q3 22, Radio stations listened to most often in the last 7 days. This includes any listening through a radio station website.

Pō 1 & Pō 2 – Popular Websites and TV Genres

Adrian enjoys keeping up with current affairs with Newshub, Stuff and NZ Herald all amongst his top websites. Travel websites alongside property and careers websites also feature in his top 10.

News, movies and current affairs are the most popular TV genres for Adrian, he tends to watch these genres as soon as they air. He also enjoys watching sport, especially rugby and cricket.

Top Websites	
1	Newshub
2	OneRoof
3	Bank of New Zealand
4	Booking Holdings Network
5	Seek
6	Netflix
7	Air New Zealand
8	RNZ
9	Stuff
10	NZ Herald

Top TV Genres	
1	News
2	Movies
3	Current Affairs
4	Rugby
5	Sport
6	British Drama
7	Cricket
8	British Comedy
9	Documentary (New Zealand)
10	NZ Drama

Source: Top Websites - Nielsen CMI Q4 21 – Q3 22 Fused NOR October 2022, Top websites >10vert%, ranked by index. Top TV Genres - Nielsen CMI Q4 21 – Q3 22, Favourite TV Genres.



KoPA Segmentation Persona report

Pō 3 - Moana

June 2023

Pō 3 – Moana



Pō 3 – Moana



Generation/Age – Gen Z – Late 20's

Ethnicity - Mix of Māori and Pacific Islander

Lifestage - Independent Young Adult



Location – Wellington region

Education – University Graduate

Occupation - Young Professional



Passion – Plays sports, loves her crafts and staying up-to-date on the latest trends

Values – Traditional cultural values are important to her and she is a strong advocate of them

Te reo Māori Proficiency – Able to speak a few words and is working to improve her te reo





Lifestyle

Moana is an optimistic, life-long learner and is generally happy with her life. She spends a lot of time with her family and considers them more important than having a successful career. Despite her busy lifestyle, she balances healthy eating, exercise, and keeping in touch with friends.

She has a large loving extended family which is a mix of Māori and Pacific Islander.

Moana is on the go and keeping up with new trends is just as important to her as learning the traditional crafts.

She loves sports and regularly goes on trips with family and friends. She is an avid supporter of New Zealand sport icons such as All Blacks and the Silver Ferns.



Attitudes

Moana generally shares very similar views to that of the general NZ population, however she feels more strongly about matters to do with family life.

Traditional cultural values are important to her and she is keen to learn more about her ancestors.

To Moana, te reo me ngā tikanga Māori are valuable parts of New Zealand's identity and her own knowledge of tikanga Māori has improved.

Pō 3 – Te Reo Māori and Māori Culture



Te reo

Moana has some knowledge of te reo Māori, being able to speak more than just a few words. She has intention to improve knowledge of te reo Māori as well as frequency of use.

It's important to her that the Māori language should grow and develop further in New Zealand and she agrees with such initiatives as Māori Language Week and the Government promotes the use of te reo Māori.

Overall she strongly believes that te reo Māori should be valued by all New Zealanders and kids should be taught basic te reo and Māori culture at school.

She supports dual use of English and te reo in everyday life such as for public signs and in the national anthem.



Māori culture

Māori culture is an important part of Moana's identity. Although she feels she has a moderate connection with te ao Māori, she understands that there is room for her to learn more about Māori culture. Just like te reo Māori, she thinks the Māori culture should be taught at school.

She believes that a multi-cultural society is a strong society and that Māori culture should be valued by all New Zealanders.

Moana has very recently attended and participated in Māori performing arts and sang a waiata in Māori. In the past year she has visited a marae and the Te Papa museum.

Media and Technology

Pō 3 – Media and Technology



Media

Moana is a heavy internet user (more than 35 hours per week), and tops this up with a medium amount of television viewing. She loves reading magazines and browsing social media in her spare time.

On a weekly basis she watches programmes on Whakaata Māori or the Te Reo channels. She is most inspired and excited to learn te reo when watching or listening to Māori programming

She agrees that Māori programming has both given her an opportunity to improve her te reo and to expand her knowledge of the Māori culture. Māori programming has also helped her be better informed on Māori issues.



Technology

Moana is less inclined to stay up to date with the latest technology, but can't live without access to the internet. She uses a large range of devices such as her laptop, phone and tablet to keep up-to-date and watch the latest shows. Her household subscribes to at least one paid video on-demand service.

She is conscious of the amount of time she spends behind the screen and is looking to reduce her screen time.

Top Paid TV Subscriptions	
1	Netflix
2	Disney+
3	Sky
4	Neon
5	Amazon Prime

Paid TV Subscriptions watched last 4 weeks



Moana watches a range of channels and her most viewed channel is TVNZ 1.

She is an avid viewer of NZ made TV programmes and frequently watches programmes in te reo or about the Māori culture. *Te Karere* is her favourite Te Māngai Pāho funded programme, followed by *The Casketeers*.

Top TV Networks	
1	TVNZ 1
2	Three
3	TVNZ 2
4	Prime
5	Duke

Top funded TV Programmes (Episode level)	
1	Te Karere
2	The Casketeers (R)
3	Get The Name Right
4	Waka Huia
5	Marae
6	The Hui (via Three)
7	Wild Kai Legends
8	Waiata Anthems
9	Hōiho Riding On
10	Homesteads

Programme titles with (R) at the end signify it is a repeat.

Pō 3 – Radio

Radio is part of Moana’s life and she listens to it for at least 7 hours per week. The majority of her radio listening is done while driving. She seldom listens to talkback radio and her favourite commercial stations are RNZ and The Edge.

Although the vast majority of Moana’s radio listening time is spent listening to commercial radio, when she does tune into Te Māngai Pāho funded radio stations, her most listened to Te Māngai Pāho funded radio station is Ngā Iwi FM.

Top Commercial Radio Stations	
1	RNZ National
2	The Edge
3	More FM
4	ZM
5	The Rock
6	The Breeze
7	Mai FM
8	Newstalk ZB
9	The Sound
10	The Hits

Top funded Radio Stations	
1	Ngā Iwi FM
2	Tahu FM
3	Raukawa FM
4	Te Arawa

Source: Nielsen CMI Q4 21 – Q3 22, Radio stations listened to most often in the last 7 days. This includes any listening through a radio station website.

Pō 3 – Popular Websites and TV Genres

Moana regularly frequents popular retailer and e-commerce sites as well as careers and forum sites, helping her keep in up with the latest trends. Her most visited website is Kmart, followed by Seek.

News and movies are the most popular TV genres for Moana, she tends to watch these genres as soon as they air. Types of sport genres make up almost a third of her top 10.

Top Websites	
1	Kmart Australia
2	Seek
3	Afterpay
4	Etsy
5	Disney Online
6	Mighty Ape
7	Healthline
8	Reddit
9	Farmers
10	JB Hi-Fi

Top TV Genres	
1	News
2	Movies
3	Current Affairs
4	Sport
5	Rugby
6	British Drama
7	British Comedy
8	Crime Watch
9	Game Shows
10	Cricket

Source: Top Websites - Nielsen CMI Q4 21 – Q3 22 Fused NOR October 2022, Top websites >10vert%, ranked by index. Top TV Genres - Nielsen CMI Q4 21 – Q3 22, Favourite TV Genres.



KoPA Segmentation Persona report

Kore – Ronald

June 2023

Kore – Ronald



Kore – Ronald



Generation/Age – Baby Boomer, aged 60 years+

Ethnicity – NZ European/Pākehā

Lifestage – Empty Nester, with older children who are no longer living in the same home



Location – Canterbury region

Education – Technical / Trades

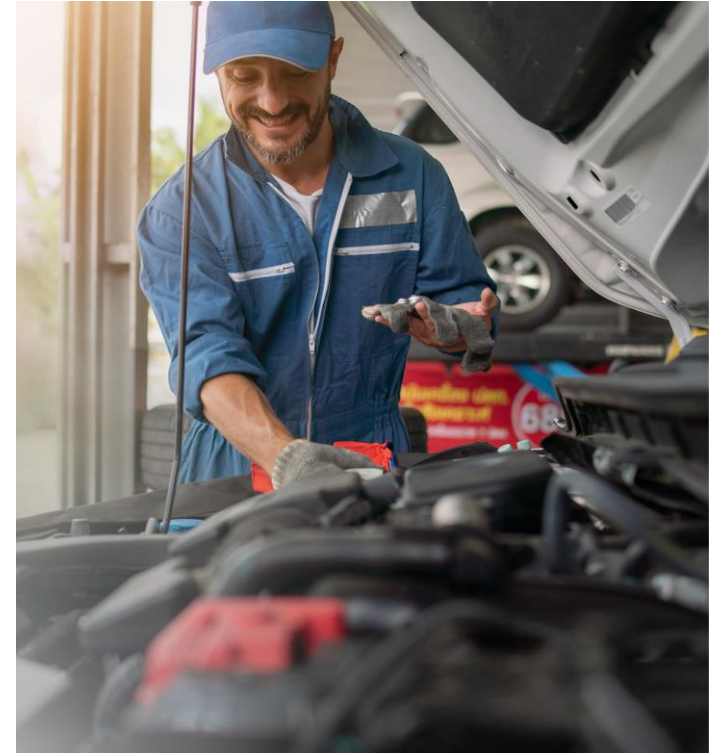
Occupation - Retired



Passion – Gardening, fishing, and driving

Values – Financial security, autonomy and freedom of opinion

Te reo Māori Proficiency – Doesn't speak te reo, and isn't very interested in improving his understanding





Lifestyle

Ronald is carefree, financially comfortable, and is enjoying his retired years, gardening and fishing.

He has worked hard to own his own home, and takes pride in this asset by keeping up with improvements such as painting indoors and out, and landscaping.

He believes exercise is overrated, but watches his diet, avoiding foods with high sodium, fat, sugar and/or cholesterol.

Ronald enjoys car racing as a sport, loves driving, and the way his car looks is important to him.

He also follows cricket, supporting the Black Caps, and also his local Super Rugby team, the Crusaders.



Attitudes

Ronald is critical of NZ and the current government.

He perceives NZ as having racial problems which are becoming worse and overall sees NZ as a violent society.

He doesn't believe the government of today is doing a good job, or that NZ is heading in the right direction. He has the opinion that there is too much focus on Auckland, compared with the rest of the country, and firmly believes the government needs to invest more money into improving our roads.

Ronald thinks threats to the environment are exaggerated, and doesn't understand the business of carbon credits.

To him, the country is changing too fast, and the diverse cultural groups vary in their standards, values and outlook. Traditional current values and beliefs are less important to Ronald.

Kore – Te Reo Māori and Māori Culture



Te reo

Ronald has little knowledge of te reo Māori, choosing not to communicate with it. He also isn't interested in improving his understanding of te reo.

He is not in the view that te reo Māori should be valued by all New Zealanders, nor that the government should promote its use via teaching younger children basic words in schools, and initiatives such as Māori Language Week.

He doesn't believe it is important for New Zealand that the Māori language should grow and develop, and is not supportive of dual use of English and te reo in everyday life, such as for public signs and the national anthem.



Māori culture

Similar to his minimal knowledge of te reo Māori, Ronald has a distinct lack of understanding of Māori culture, and is not interested in learning more about it.

He doesn't feel that Māori culture should be valued by all New Zealanders, and isn't supportive of it being taught in schools.

Media and Technology

Kore – Media and Technology



Media

Ronald resonates with more traditional media; reading newspapers, listening to the radio, and tuning into television. His favourite genre of radio is news and talkback.

He chooses not to engage with Māori media, and isn't satisfied with Māori programming.



Technology

Ronald doesn't perceive himself to be very knowledgeable and skilled when it comes to technology, and so favours the more traditional Desktop/PC. He thinks technology is changing so fast he struggles to keep up with it.

He is more likely to have a Sky subscription than the average Kiwi.

Top Paid TV Subscriptions

1	Netflix
2	Sky
3	Disney+
4	Amazon Prime
5	Neon

Paid TV Subscriptions watched last 4 weeks

Kore – TV

Ronald watches a range of channels, he mostly watches TVNZ 1.

He doesn't intentionally choose to watch TV programmes that are in te reo, or are about the Māori culture. Although seldom, Ronald's most watched Te Māngai Pāho funded programme is *Te Karere*.

Top Watched FTA TV Channels

1	TVNZ 1
2	Three
3	TVNZ 2
4	Prime
5	Duke

Top Viewed Funded TV Programmes

1	Te Karere
2	Get The Name Right
3	Waka Huia (R)
4	The Casketeers (R)
5	Marae
6	The Hui (<i>via Three</i>)
7	Wild Kai Legends
8	Waiata Anthems
9	Hōiho Riding On
10	Kairākau (R)

Programme titles with (R) at the end signify it is a repeat.

Kore – Radio

Radio is a big part of Ronald’s life and he often listens 20+ hours per week. His preferred radio station genres are news and talkback, and favourite commercial stations are Newstalk ZB and The Breeze.

Ronald doesn’t engage with any of the Te Māngai Pāho funded radio stations.

Top Commercial Radio Stations	
1	Newstalk ZB
2	The Breeze
3	RNZ National
4	More FM
5	Magic Music
6	The Sound
7	The Rock
8	Coast
9	The Edge
10	The Hits

Source: Nielsen CMI Q4 21 – Q3 22, Radio stations listened to most often in the last 7 days. This includes any listening through a radio station website.

Kore – Popular Websites and TV Genres

Ronald's favourite websites to visit include Lotto, Sky and New Zealand Automotive Association. He enjoys keeping up with international news on The Guardian and BBC, and also engaging with his local network via Neighbourly.

News and movies are the most popular TV genres for Ronald, he tends to watch these genres as soon as they air. He also enjoys watching British programming, and sports especially rugby and cricket.

Top Websites	
1	My Lotto
2	Sky TV
3	New Zealand Automotive Association
4	The Guardian
5	MailOnline
6	BBC
7	Neighbourly
8	Spark New Zealand
9	Other entertainment
10	Auckland Council

Top TV Genres	
1	News
2	Movies
3	British Drama
4	Sport
5	Rugby
6	Current Affairs
7	British Comedy
8	Cricket
9	Documentary (New Zealand)
10	Crime Watch

Source: Top Websites - Nielsen CMI Q4 21 – Q3 22 Fused NOR October 2022, Top websites >10vert%, ranked by index. Top TV Genres - Nielsen CMI Q4 21 – Q3 22, Favourite TV Genres.

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

TAM Fused

Television Audience Measurement for October 2022 fused into the CMI Q4 21 – Q3 22 data

NOR Fused data

Nielsen Online Ratings for October 2022 fused into the CMI Q4 21 – Q3 22 data

