

NOWNEXT

Pou Tiaki Survey

Stuff



Introduction

- Issues of diversity and inclusion are critically important to New Zealanders and the future of Aotearoa, and central to Stuff's mission.
- Our individual, community and collective well-being (mental, physical, social, economic) will increasingly be determined by how successful we are in building an inclusive Aotearoa.
- So, we set out to understand what people think about these issues*.

*It's important to note, that while the data from our survey has been weighted to reflect the demographic profile of NZ, it is still drawn from people who use Stuff channels and thus cannot truly reflect the views of everyone in Aotearoa. As such, you will see language referring to the views of 'respondents', rather than 'New Zealanders'.

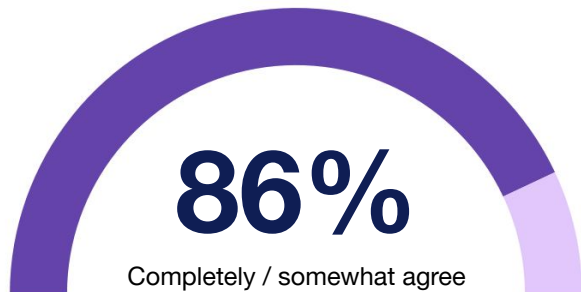


**How do our
aspirations for
Aotearoa to be an
inclusive place
line up with reality?**



Our research shows the vast majority of respondents (86%) aspire to Aotearoa New Zealand being a diverse, inclusive place where everyone feels they belong, regardless of ethnicity, culture or religion.

“Everyone should feel they belong in New Zealand, regardless of their ethnicity, culture or religion.”



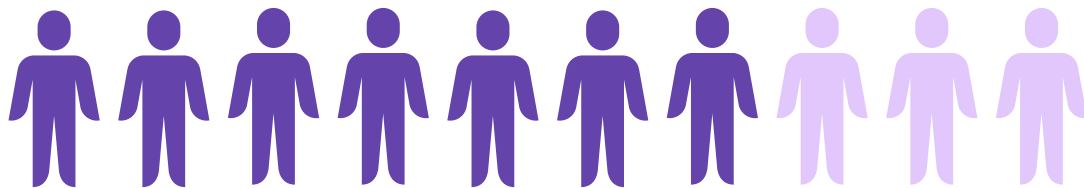
Those respondents who are significantly more likely to have this aspiration:

- Female
- People identifying as Pākehā
- People that migrated here more than 10 years ago

Q. We're an increasingly multicultural country. How much do you agree or disagree with the following statements:
Answer options: 5 pt scale from completely disagree to completely agree



**7 out of 10 respondents believe that
'NZ's cultural diversity makes
Aotearoa New Zealand a better place'.**



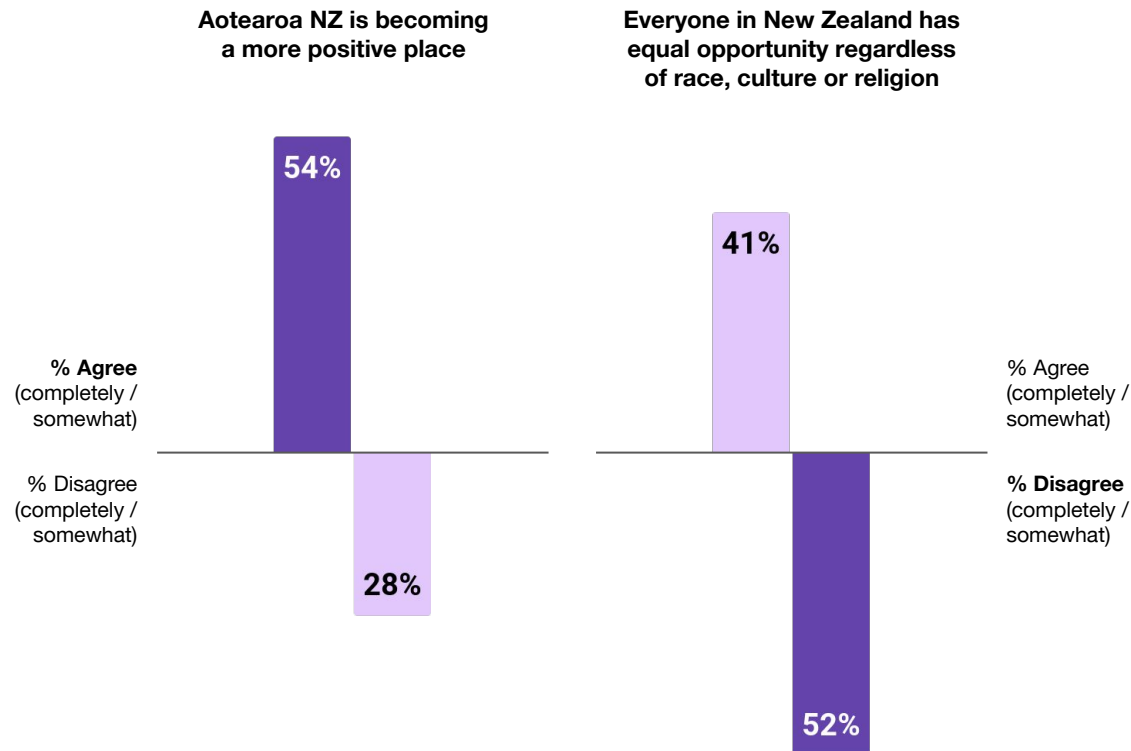
70%

Completely / somewhat agree with
'NZ's cultural and ethnic diversity makes
Aotearoa New Zealand a better place'

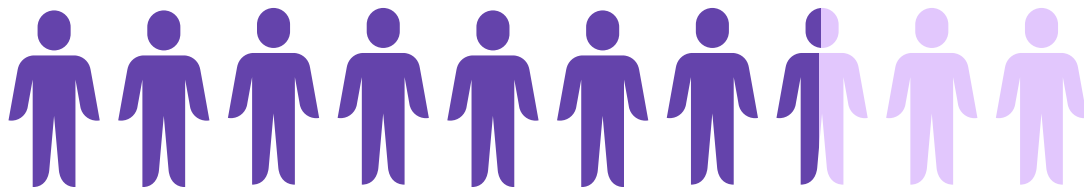


Despite the majority believing that Aotearoa is becoming a more inclusive place, most also believe that not everyone has equal opportunity.

There appears to be a disconnect between people's views of the prevalence of racism and discrimination and how this impacts equality of opportunity.



Despite our aspirations for, and belief in a New Zealand that is becoming more inclusive, nearly three quarters of respondents have personal experience of discrimination.



74%

I have personally experienced some form of discrimination here in Aotearoa.

Q. What types of discrimination have you personally experienced in Aotearoa New Zealand? Please tick all that apply:



Compared to
5 years ago, do you
think racism and
other forms of
prejudice and
discrimination
are becoming...



more
of a problem **40%**



about the
same **33%**



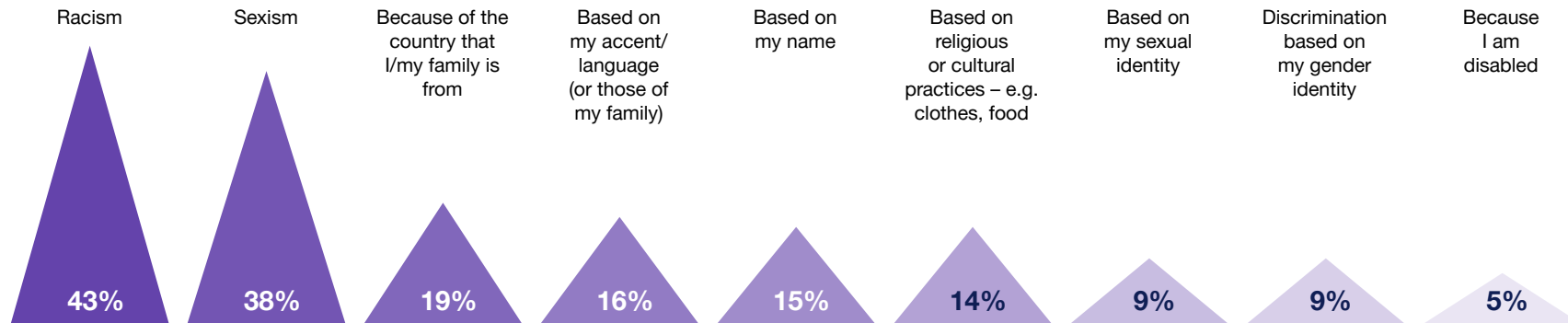
less
of a problem **21%**

Only 2% of respondents believe there is no racism,
prejudice or discrimination in NZ.

Q. Compared to five years ago, do you think racism and other forms of prejudice and discrimination in Aotearoa New Zealand are becoming

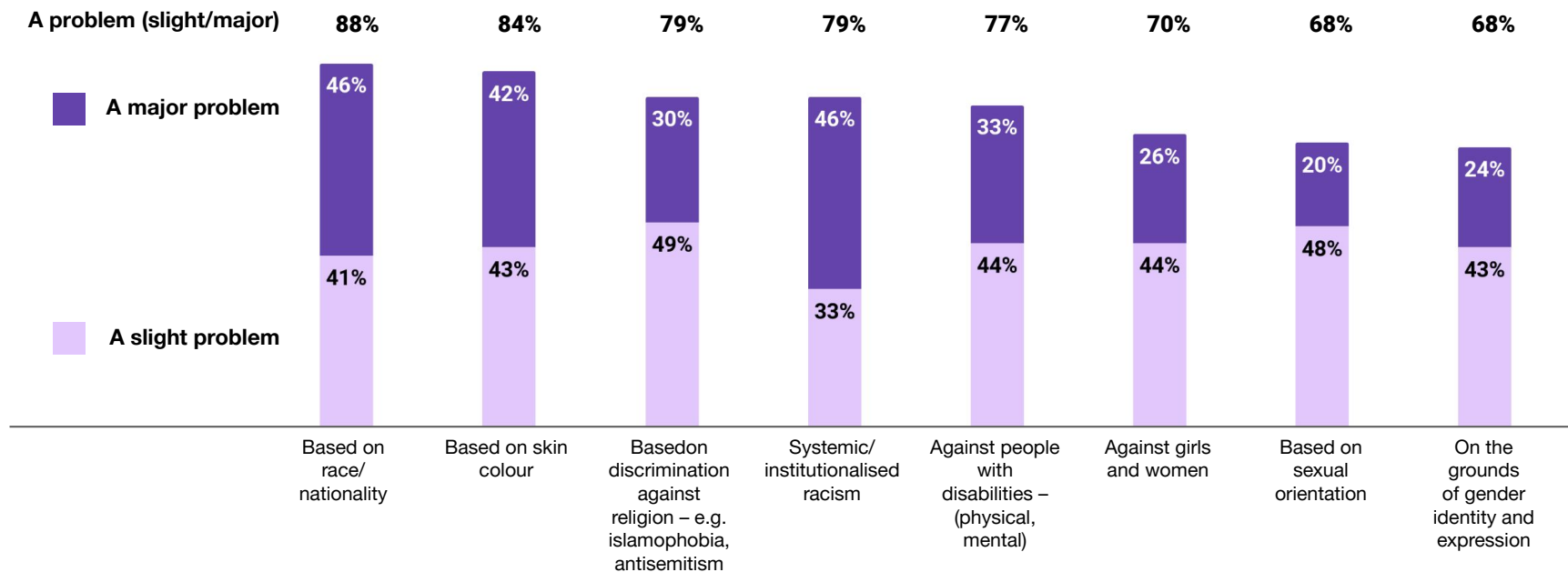


43% of respondents say they have personally experienced racism and 38% have personally experienced sexism, but other types of discrimination affect many.



1 in 5 (20%) respondents reported experiencing intersectional discrimination – e.g. racism and sexism

Overall, more than two thirds of respondents see a range of types of discrimination as being a problem in Aotearoa New Zealand.

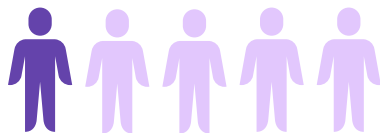


Q. To what extent do you think the following types of discrimination are a problem in Aotearoa New Zealand?

Despite 70% of respondents saying they like being able to celebrate a range of cultural events, fewer than one in five actually participate in communities other than their own.



Think it's great to be able to celebrate the range of cultures we have in Aotearoa through things like Polyfest, Diwali, Chinese New Year and Te Matatini



18%

Actively participate in a variety of communities

Other answer options:

- I don't know much about communities other than my own, but I'd like to find out more: 14%
- I don't feel my community is fairly represented in NZ: 13%
- I prefer to stick to my own community: 12%



Diversity and inclusivity in advertising



The majority of respondents think it's a good idea to make multilingual ads.

Making ads available in many languages is:



A really / quite a **good idea**

60%

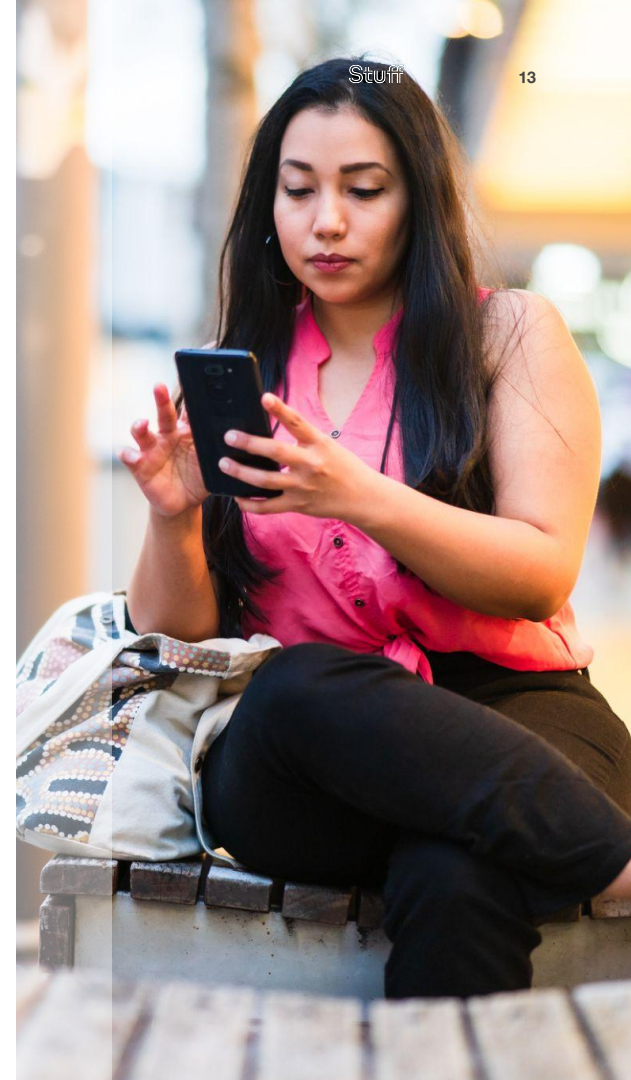


A really / quite a **bad idea**

14%

Other answer options: Neutral = 22%

Q. Making ads available in many languages is:



More than half of respondents think including te reo Māori in advertising is a good idea.

Including te reo Māori in advertising is:



A really / quite a **good idea**

54%

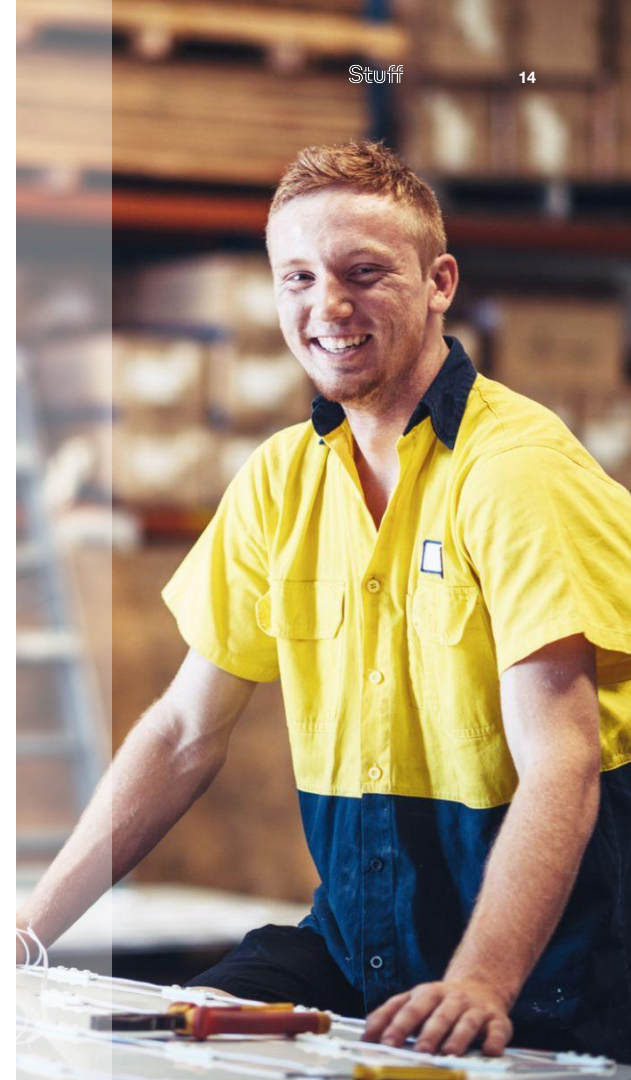


A really / quite a **bad idea**

18%

Other answer options: Neutral = 26%

Q. Including te reo Māori in advertising is:



How can your brand support diversity and inclusivity in advertising?



NowNext

Ngā Mihi

For more information about NowNext please contact
advertise@stuff.co.nz

Stuff



What did we do?



We designed a 10 min online survey (available in both English and te reo Māori) that was advertised via Stuff's digital and print channels.



The survey was live from the 26th of Jan – 3rd of Feb'22 (9 days in total).



We received more than 6000 responses...



... and weighted the data so it's nationally representative.

