

Auckland ethnic media fact sheet

Many ethnic communities prefer reading, listening or watching media from their own communities. Reaching these communities can often be achieved through non-English language media. This fact sheet provides top-line data on the largest ethnic groups in the Auckland Region and information on potential tools for communication.

Key facts for largest Auckland based ethnic groups

- 56 percent of New Zealand Pasifika communities consume more than ½ their media in a Pacific language.
- 78 percent of the New Zealand Chinese community consume ½ or more of their total media in Chinese.
- For 58 percent of the New Zealand Indian community, more than ½ their total media consumption is in Hindi or other Indian languages.
- 78 percent of the New Zealand Korean community consume ½ or more of their total media in Korean.

Māori community statistics

- 598,605 people of Māori ethnicity nationally in 2013.
- 137,133 live in the Auckland region.
- Median age - 23.9 years.

Māori media landscape

- 21 Iwi stations, and programming through Planet FM www.planetaudio.org.nz and Access Radio.
- Multiple print publications including Māori Voice and Mana magazine.
- 1 Freeview TV station.

Pasifika community statistics

- 295,941 people identified with one or more Pasifika ethnic group nationally in 2013.
- 194,958 live in the Auckland Region.

Samoa

- The Samoan ethnic group comprised 144,138 nationally in 2013.
- 66.5 percent or 95,916 live in the Auckland Region.
- Median age - 21.5 years.
- 62.7 percent (89,271) born in New Zealand; 37.3 percent (53,106) born overseas.
- 73.3 percent (59,424) aged 15 years and over have a formal qualification.

Tongan

- The Tongan ethnic group comprised 60,336 nationally in 2013.
- 77.8 percent or 46,971 live in the Auckland Region.
- Median age is 19.4 years.
- 59.8 percent (35,385) born in New Zealand; 40.2 percent (23,826) born overseas.
- 67.9 percent (21,396) aged 15 years and over have a formal qualification.

Niuean

- The Niuean ethnic group comprised 23,883 nationally in 2013.
- 77.7 percent (18,555) live in the Auckland Region.
- Median age is 20.4 years.
- 78.9 percent (18,465) born in New Zealand; 21.1 percent (4,941) born overseas.
- 67.1 percent (8,646) aged 15 years and over have a formal qualification.

Pasifika media landscape

- Radio is well catered and ranks highest with users; multiple radio stations and programming through Planet FM www.planetaudio.org.nz and Access Radio.

- Print publications are weekly with 5 main print publications.
- Currently no dedicated TV channel. Pacific Island programs on mainstream well received. Freeview channel launching soon. Coconet.tv available as an online option.

Chinese community statistics

- The Chinese ethnic group comprised 171,411 nationally in 2013.
- Most live in the Auckland Region (69 percent or 118, 230).
- Median age - 31.3 years.
- 26.6 percent (45,213) born in New Zealand; 73.4 percent (124,494) born overseas.

Chinese media landscape

- 3 main TV stations in both Mandarin and Cantonese.
- Multiple print publications ranging from monthly to 6 days a week.
- 3 Freeview stations and 8 paid subscription channels on Sky Asia platform.

Indian community statistics

- The Indian communities comprised 155,178 nationally in 2013.
- Most live in the Auckland Region (68.5 percent or 106,326).
- Hindi is the fourth most spoken language in New Zealand; Punjabi the 18th and Gujarati 19th.
- Median age - 30.1 years.
- 33.5 percent (36,012) born in New Zealand; 76.5 percent (117,204) born overseas.

Indian media landscape

- Radio is well catered for and well received, with 3 main radio stations, and programming through Planet FM www.planetaudio.org.nz in various Indian languages.
- Print publications every 2 weeks, 7 print media publications.

- 1 Freeview and 2 paid subscription providers offering 12 and 17 channels. One recently launched freeview channel.

Filipino community statistics

- The Filipino ethnic group comprised 40,347 nationally in 2013.
- Most live in the Auckland Region (50.8 percent or 20,502).
- Median age - 30.8 years.
- 14.1 percent (5,652) born in New Zealand; 85.9 percent (34,356) were born overseas.
- 94.8 percent (27,516) aged 15 years and over have a formal qualification.

Filipino media landscape

- Radio station on Community Radio, and programming through Planet FM www.planetaudio.org.nz (Tagalog).
- A print publication twice monthly.
- 1 paid TV channel on the Sky Platform.

Korean community statistics

- The Korean ethnic group comprised 30,171 nationally in 2013.
- Most live in the Auckland Region (72.8 percent or 21,981).
- Median age - 31.2 years.
- 11 percent (3,294) born in New Zealand; 89 percent (26,613) born overseas.

Korean media landscape

- Print publications are weekly and have a very high readership; 5 weekly publications.
- Radio listening generally low due to lack of a dedicated channel. However, amongst the radio listeners Korean programming ranks highly with programming on Planet FM www.planetaudio.org.nz.
- TV viewing in general low. Currently no Freeview Korean TV. Current paid channels rank high amongst the subscribers, 2 subscription channels on the Sky Asia platform.

Community Ambassadors Network

Niche Media holds a large database of ethnic peoples in New Zealand. Through its extensive network of community ambassadors it is able to enforce marketing messages and communicate more effectively with groups in every layer of society, from churches and community organisations, to business groups and youth groups.

The Ambassador Network has also been invaluable for Niche Media in developing its two-way communications system, getting feedback from communities on topics of concern, as well as getting messages out through the network.

For further information please contact:

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or

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Facebook: www.facebook.com/nichemediaNZ

Ethnic Bureau of Communications – access available to arts organisations free of charge

Creative New Zealand has subscribed to Niche Media's Ethnic Bureau of Communications and through this subscription, arts organisations attending the hui and Creative New Zealand's investment clients can access the service free of charge until June 30 2017. The bureau is accessible online and arts organisations can:

- Access details about each of the ethnic media companies (over 80 media) who specialise in reaching ethnic audiences.
- Access details on readership, circulation, distribution, listenership, viewership, editorial focus, advertising prices, sizes, etc.

- Sample the key media live, eg flick through the newspapers online, listen to the radio stations, view the TV channels and websites for each community.
- Access free PR distribution of media releases into all communities.
- Take advantage of the free media release services into ethnic media, which is customisable to specific ethnic media eg Chinese, Filipino, Māori, or all.

Niche Media will also support arts projects funded by Creative New Zealand on social media and through its Community Ambassadors Network on a case by case basis.

Access the Ethnic Bureau of Communications

To access all the benefits of the Ethnic Bureau of Communications, create a login and then you can send your media release out through the Bureau. You can use this service until June 30 2017.

For a login please contact

mediamanager@nichemedia.co.nz

with subject line Creative New Zealand