

## Hypothesis:

Superdiversity has redefined what New Zealand-ness means



Forecast Series



Our Forecast Series presents the results of comprehensive research undertaken by TVNZ and Colmar Brunton, and presented by Nigel Latta, to better understand what's at the heart of consumerism in NZ today.

## Methodology:

2 stage research approach

### Qualitative Research



25-64yo



4 Focus Groups

### Quantitative Research



18-69yo



n= 1,001 Online Interviews



## Overview:



Superdiversity hasn't yet redefined what 'New Zealandness' means but things are **changing** and **evolving**.

In urban or metro areas NZ and NZ'ers are **very different** to what they were a generation ago. In rural NZ it is slightly different – **they are in the midst of change**.

Our values and what we love about New Zealand haven't essentially changed.



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# Outtakes:

The potential benefits of superdiversity for NZ are wide ranging



Access to wider, diverse customer base



**Innovation**  
Diverse employees may help grow or seed new business



**Greater export potential**



Increased diversity underpins two of NZ's largest export sectors  
International Education & Tourism



**Greater access to**  
Foreign capital, foreign markets, international students and high tourist numbers



An opportunity for marketers



**28%** believe

there's not many brands who understand the changing face of NZ

**34%** of

NZ'ers are more likely to support brands/ companies that reflect our changing mix

**Yet...**

**57%** feel

that ads try too hard to be 'PC' by showing different cultures

**43%** believe

a lot of ads that use different cultures are patronising and reinforce stereotypes



**NZ Consumers want choice!**

**75%** prefer to support NZ/ Local brands

**62%** like to try new products from other cultures

**52%** of new NZ'ers in particular would like more selection of international products

**47%**

of NZ born feel

NZ is losing its unique identity

**59%**

of immigrants feel

NZ is an easy place to fit in to

**But when we ask everyone...**

**65%**

Agree that the new mix of cultures is just a part of lives now – "I don't really think about it."

**Avoid**

- ✗ Stereotyping
- ✗ Tokenism
- ✗ Cheap Laughs



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