

# TRUST IN NEWS IN AOTEAROA NEW ZEALAND 2025



AUT RESEARCH CENTRE FOR  
JOURNALISM, MEDIA & DEMOCRACY

AOTEAROA

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## About this report

This is the sixth report about trust in news in Aotearoa New Zealand produced by the AUT research centre for [Journalism, Media and Democracy](#) (JMAD). The trust survey that informs the report was completed in collaboration with the [Reuters Institute for the Study of Journalism](#). With permission from the Institute's researchers, we used the same survey questions to investigate trust in news and a comparable sampling method to the one used in their annual [Reuters Digital News Reports](#) to measure news trust. This allows us international comparisons with Aotearoa New Zealand about levels of trust in the news. In 2024, the Reuters survey covered 47 countries. Similarly to the Reuters survey, in 2025 we asked New Zealanders about their news consumption, news sources, news avoidance, misinformation and paying for news. We added new questions to the survey to gain better understanding of New Zealanders news interests, news brand consumption and importance of certain aspects that make them trust/distrust specific news organisations. We also asked participants about their political leaning to enhance our understanding of links between news trust, political leaning and news consumption. We added a new question about New Zealanders' views on news produced with the assistance of artificial intelligence (AI). Our questions mirrored those in the Reuters study, allowing us international comparisons about these related issues. As in 2020-2024, survey data for our 2025 report was collected by New Zealand online market research company Horizon Research Ltd. In addition to survey findings, the report includes some key findings from two focus groups with New Zealanders, aged 18-34 and 55-64, held in May 2024.

*This research was funded by Auckland University of Technology (AUT). The survey (ref. 24/332) and focus groups (ref. 23/308) both have ethics approval from the AUT Ethics Committee.*

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**Related academic article:** Myllylahti, M. and Treadwell, G. (2021). In media we trust? A comparative analysis of news trust in New Zealand and other Western media markets. *Kōtuitui: New Zealand Journal of Social Sciences*. <https://doi.org/10.1080/1177083X.2021.1948873>

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## Authorship



**Dr Merja Myllylahti** is a senior lecturer in the Screen, Audio and Journalism department at the School of Communication Studies, Auckland University of Technology (AUT). She is also co-director of AUT's research centre for Journalism, Media and Democracy (JMAD). In 2023, her book *From Paper to Platform: How tech giants are redefining news and democracy* was published by Bridget Williams Books. Otherwise, Merja's research has been published in international books and academic journals, including *Journalism Studies*, *Digital Journalism*, *Journal of Media Business Studies*, and *Pacific Journalism Review*.



**Dr Greg Treadwell** is the Academic Adviser for Journalism and a senior lecturer in the Screen, Audio and Journalism department at the School of Communication Studies, Auckland University of Technology (AUT). Greg is also member of JMAD research centre. His work has been published in multiple books and academic journals, including the *Journal of Applied Journalism and Media Studies*, *Journalism and Mass Communication Educator*, and *Pacific Journalism Review*. He is also a co-author of JMAD's *New Zealand Media Ownership* report.

## Methodology

This report on trust in the news in Aotearoa New Zealand is the sixth produced by the AUT research centre for Journalism, Media and Democracy (JMAD). It is based on a survey of the Aotearoa New Zealand public comprising 16 questions, most of which mirror those asked by the Reuters Institute for the Study of Journalism in its annual international survey. Questions concerning news trust, news interest and news avoidance match those asked for the Reuters Institute's annual [Digital News Report](#). In 2024, the Reuters Institute conducted a survey of 47 countries across Europe, the Americas, Asia/Pacific and Africa, and our international comparisons are made against this group. In 2025, *The New Zealand Listener* was added to the JMAD survey, meaning 15 Aotearoa New Zealand news brands were included.

**Survey sample and data:** The data for this research was collected by [Horizon Research Ltd](#), a company specialising in online polling. The results in this report are drawn from a national online survey of 1,058 New Zealand adults (18 years of age or over) who are members of Horizon Research's Horizon Poll (adult general population), Horizon Research Māori (Māori, 18+ years) panels, and a third-party 18+ panel. The survey was carried out from February 10 to February 14, 2025. The sample is weighted on age, gender, highest educational qualification, personal income, ethnicity and region to match the New Zealand adult population. It has a maximum margin of error at a 95% confidence level of  $\pm 3\%$  overall.

### ***What the survey captures***

Our survey captures data gathered from New Zealanders. In general, surveys reflect people's perceptions because they capture people's self-reported behaviour. They don't necessarily

reflect how the people actually behave “due to biases and imperfect recall.”<sup>1</sup> As Nieman et al. note surveys “are useful for capturing people’s opinions, but these are subjective and aggregates reflect public opinion rather than objective reality.”

### ***Focus groups***

In addition to the 2025 survey findings, the report includes key findings from two focus groups with New Zealanders, aged 18-34 and 55-64, held online in May 2024. Members of these focus groups were respondents to our 2024 survey who had declared they did not trust the news. The focus groups discussed reasons for their mistrust, while also exploring their attitudes to other social institutions, including government.

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<sup>1</sup> Newman, N., Fletcher, R., Eddy, K., Robertson, C.T. and Nielsen, R.K. (2023). Reuters Institute Digital News Report 2023. Reuters Institute for Study of Journalism. <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2023/methodology>

# Overview

## New Zealand context

The year 2024 was a “perfect storm” in New Zealand media, with media companies, including Warner Bros Discovery, TVNZ, Stuff, MediaWorks and The Spinoff, together cutting hundreds of newsroom jobs (Hope et al., 2024, p.6).<sup>2</sup> In early 2025, these cuts continued. In January, NZME – one of New Zealand’s largest news publishers – announced it was planning to cut 40 roles from the *NZ Herald*, BusinessDesk and Newstalk ZB.<sup>3</sup> At the same time, New Zealanders’ trust in news and journalism declined further. In 2024, trust in news in general fell significantly from 42% in 2023 to 33%, a fall of 9 percentage points (pp).<sup>4</sup> In 2025, the trust in news in general fell from 33% in 2024 to 32% (-1 pp). We have measured New Zealanders’ trust in the news since 2020; from 2020 to 2025, general trust in news in New Zealand fell from 53% to 32%. While the trust in news was showing signs of stabilising in 2025, the level of public trust in news was still substantially lower than before the Covid period.

During 2024, trust in media became a widely debated issue in New Zealand, with multiple surveys portraying different levels of trust in the news and media. While JMAD’s trust in news survey showed only 33% of New Zealanders trusted news in general, a survey by the news industry lobby organisation New Zealand News Publishers Association (NPA) found “more than

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<sup>2</sup> Hope, W., Baker, S., Hoar, P., McEwan, R., Middleton, A., Selman Julian, D., Te, S., & Treadwell, G. (2024). JMAD Aotearoa New Zealand media ownership report 2024. AUT Research Centre for Journalism Media and Democracy. <https://www.jmadresearch.com/new-zealand-media-ownership>

<sup>3</sup> Currie, S. (2025, January 22). Media Insider: Almost 40 jobs set to be cut from NZ Herald newsroom as NZME proposes major shake-up. The NZ Herald. <https://www.nzherald.co.nz/business/media-insider-almost-40-jobs-set-to-be-cut-from-nz-herald-newsroom-as-nzme-proposes-major-shake-up/REPCYPP4RJD5RNO5IYGK25P6RQ/>

<sup>4</sup> Myllylahti, M. & Treadwell, G. (2024). Trust in news in Aotearoa New Zealand 2024. AUT research centre for Journalism, Media and Democracy (JMAD). <https://www.jmadresearch.com/trust-in-news-in-new-zealand>

80% of New Zealanders trust the news provided by their local media outlets.”<sup>5</sup> Director of Public Affairs for the NPA, Andrew Holden, said its survey’s high-trust result was not surprising “given people respond more positively when they are asked about local newsrooms rather than a generic ‘media’.” A 2025 survey, conducted by PR and communications agency Acumen NZ, found “just 35 % [of respondents] expressed trust in the media” in Aotearoa New Zealand, a fall of 1 pp from the previous year.<sup>6</sup> This figure is closer to the JMAD 2025 finding on general trust in the news (32%). Acumen’s trust barometer shows “intense scepticism” of government officials, business leaders and journalists, with 67% of people fearing journalists and reporters purposely mislead them.

In early 2025, the New Zealand Government released proposals for media-reform and legislation. Media and Communications Minister Paul Goldsmith noted while public media in New Zealand remained independent of the Government, the \$55 million Public Interest Journalism Fund “had compounded some issues around trust”, and hence the Government needed to be mindful of how public funding is used to support the media in future.<sup>7</sup> A research paper comparing New Zealand and Australian public-interest journalism funds found the funding intended to support journalism and democracy ended up eroding trust in news because the funding model was weaponised by certain fringe political groups.<sup>8</sup>

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<sup>5</sup> NPA (2024, June 5). Local news is a core part of New Zealand daily life. <https://npa.co.nz/news/local-news-is-a-core-part-of-new-zealand-daily-life/>

<sup>6</sup> Acumen (2025). Acumen Edelman trust barometer 2025. <https://acumennz.com/acumen-edelman-trust-barometer/acumen-edelman-trust-barometer-2025/>

<sup>7</sup> Dexter, G. (2025, February 12). Government releases proposals to level media playing field. RNZ. <https://www.rnz.co.nz/news/national/541629/government-releases-proposals-to-level-media-playing-field>

<sup>8</sup> Myllylahti, M., & Meese, J. (2024). Public money well spent? Unintended consequences and challenges arising from Trans-Tasman public journalism funds. *Journal of Media Business Studies*, 1–18. <https://doi.org/10.1080/16522354.2024.2404300>



In 2024, New Zealand’s publicly owned broadcasters, RNZ and TVNZ, put trust at the core of their operations. Both broadcasters have suffered from declines in trust since 2020 when the first JMAD trust survey was conducted. However, in 2024, RNZ was jointly the second most trusted news brand in New Zealand with TVNZ sharing the third place with three other news companies.<sup>9</sup> To boost the public’s trust in its news operations, TVNZ released information about how its newsroom works and detailed its editorial policies. TVNZ’s Executive Editor, News, Phil O’Sullivan, said the broadcaster wanted to show people why they could trust TVNZ news and that meant “sharing the standards and guidelines that we operate under and being really clear about what we do and don’t do.”<sup>10</sup> In August 2024, RNZ announced its overall audiences were “higher than ever before “with 77% of New Zealanders 18-plus accessing its content a month. Its website [rnz.co.nz](http://rnz.co.nz) was a “major contributor to the growth”.<sup>11</sup> RNZ’s survey found “trust in RNZ also continues to grow with 49% agreeing that RNZ is an organisation you can trust, up from 45% a year ago.” In the 2025 JMAD survey, 54% of New Zealanders said they trusted RNZ, with 53% trusting TVNZ. RNZ Chief Executive and Editor-in-Chief Paul Thompson said as a public media organisation RNZ recognised it had “a role to play in rebuilding trust with media overall and it had worked hard on its standards.”

Another pertinent issue facing news media is news avoidance. While New Zealanders had a high level of interest in news in 2024, approximately 75% of people surveyed said they were actively avoiding the news to some extent.<sup>12</sup> Of those avoiding the news, 16% said they avoided news

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<sup>9</sup> Myllylahti, M. & Treadwell, G. (2024). Trust in news in Aotearoa New Zealand 2024. AUT research centre for Journalism, Media and Democracy (JMAD). <https://www.jmadresearch.com/trust-in-news-in-new-zealand>

<sup>10</sup> TVNZ releases documents showing how newsroom works (2024, August 26). 1news. <https://www.1news.co.nz/2024/08/26/tvzn-releases-documents-showing-how-newsroom-works/>

<sup>11</sup> RNZ reaching more New Zealanders than ever (2024, August 29). RNZ [Media release]. <https://www.rnz.co.nz/media/223#:~:text=Other%20results%20from%20the%20Verian,from%2058%25%20a%20year%20ago>

<sup>12</sup> Myllylahti, M. & Treadwell, G. (2024). Trust in news in Aotearoa New Zealand 2024. AUT research centre for Journalism, Media and Democracy (JMAD). <https://www.jmadresearch.com/trust-in-news-in-new-zealand>

often, 42% sometimes and 17% occasionally. Firstly, news avoiders told us the news was too negative and depressing, with many saying it was bad for their mental health. Secondly, they told us the news they were avoiding was biased and too opinionated. A lesser but significant issue among news avoiders was that news was repetitive, boring or irrelevant to them.

A study by Beattie et al. echoes these findings.<sup>13</sup> Their study showed women avoided the news more often than men, and that people who were either politically far-right or far-left were more likely to avoid the news than those who sat in the centre of the political spectrum. Some New Zealand media outlets have taken measures to combat news avoidance. For example Stuff, has changed the structure of some of its stories that might “sow division” by adopting “a softer explainer-style approach that leads people into the most important and contentious elements of a story, including subjective takes on it, further down”.<sup>14</sup> Stuff Chief Product Officer Ben Haywood said news avoidance was a real threat to Stuff’s mission to “help make New Zealand a better place.”

In the past few years, New Zealand’s newsrooms have started to experiment with AI tools to help deliver journalism and hence we asked about the public’s view about the use of AI in journalism. In September 2024, NZME (the *New Zealand Herald* publisher), updated its editorial principles after a controversial editorial written by an AI tool was published.<sup>15</sup> In August 2024, it was revealed that NZME had used AI to create editorials that ran in the *Weekend Herald* and other publications without telling audiences about its use of technology, arguably eroding the

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<sup>13</sup> Beattie, A., Kerr, J., & Arnold, R. (2024). Selective and consistent news avoidance in Aotearoa New Zealand: motivations and demographic influences. *Kōtuitui: New Zealand Journal of Social Sciences Online*, 1–20. <https://doi.org/10.1080/1177083X.2024.2409663>

<sup>14</sup> Tobitt, C. (2024, June 5). News avoidance: Publisher rewrites journalism rulebook for most contentious stories. *Press Gazette*. <https://pressgazette.co.uk/publishers/digital-journalism/new-zealand-stuff-news-avoidance/>

<sup>15</sup> NZME (September 11, 2024). NZME publishing’s AI editorial principles. <https://www.nzherald.co.nz/nz/nzme-nz-herald-and-our-use-of-ai/UOS6EQNOMNFM7CMIDHABIWBTPM/>

public's trust in its journalism further.<sup>16</sup> Most New Zealand's media organisations now have ethical guidelines and principles for the use of AI, and the E Tū union's media members are developing sector-wide guidelines for New Zealand journalism.<sup>17</sup>

## International context

Internationally, trust in news stabilised in 2024. The Reuters Institute's *Digital News Report 2024* – a benchmark for our research – found trust in the news remained stable in 47 countries included in its study (average: 40%). Finland remained the country with the highest levels of overall trust in the news (69%) while Greece (23%) and Hungary (23%) had the lowest levels due to concerns about political influence.<sup>18</sup> The Reuters survey found that while elections increased interest in news in some countries such as the United States, overall interest in news was falling. Their report notes that in “the United Kingdom interest in news has almost halved since 2015” (p. 11).

Furthermore, the Reuters study found more evidence of a rise in selective news avoidance. Approximately 39 per cent of those surveyed said they sometimes or often avoid the news (+3pp). It recorded “more significant increases in Brazil, Spain, Germany, and Finland” (p. 11). The Reuters report proposes that the conflicts in Ukraine and the Middle East “may have had some impact” (p. 11). Reuters asked in its survey about people's views of the use of AI in news and journalism. It found people were worried about how the technology was used, especially in hard news, such as stories about politics or war. The Reuters data shows approximately 36% of

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<sup>16</sup> NZME cops criticism after using AI to write editorial (2024, August 1). RNZ.

<https://www.rnz.co.nz/news/national/523875/nzme-cops-criticism-after-using-ai-to-write-editorial>

<sup>17</sup> E tū (2024, n.d.). E tū National Media Delegates Committee statement on the use of AI in journalism.

<https://etu.nz/e-tu-national-media-delegates-committee-statement-on-the-use-of-ai-in-journalism/>

<sup>18</sup> Newman, N., Fletcher, R., Robertson, C.T., Arguedas, A.R. and Nielsen, R.K. (2024). Digital News Report 2024. Reuters Institute for Study of Journalism. [https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2024-06/RISJ\\_DNR\\_2024\\_Digital\\_v10%20lr.pdf](https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2024-06/RISJ_DNR_2024_Digital_v10%20lr.pdf)

people surveyed felt comfortable consuming news made with assistance from AI, and only 19% were happy to consume news actually created by AI, but with human oversight.<sup>19</sup>

The 2024 Edelman Trust Barometer shows that on average, 50% (+1%) of people trusted media.<sup>20</sup> However, in 15 countries out of 28, trust in media was below 50%, and eroding fast in the United Kingdom where it dropped 6pp to 31% (p. 43). Furthermore, the Edelman barometer found trust in search engines had grown 6pp to 68%, trust in social media was up 4pp to 44%, and trust in traditional media up 3pp to 62% (p. 53). Another Edelman report from 2025 showed fear of leaders lying to their people was “at an all-time high” (p. 10).<sup>21</sup> Approximately 70% of respondents to its survey thought journalists and reporters purposely misled people (up 11pp). It showed approximately 34% of people had a “high grievance” against the media, 42% against businesses, 45% against NGOs and 25% against their government (p. 20). The study found approximately 75% of global citizens believed news companies preferred to “attract a big audience than tell people what they need to know” and 67% believed news organisations preferred to support an ideology than inform the public (p. 34).

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<sup>19</sup> Arguedas, A.R. (2024). Public attitudes towards the use of AI in journalism. Reuters Institute for Study of Journalism. <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2024/public-attitudes-towards-use-ai-and-journalism>

<sup>20</sup> Edelman Trust Institute (2024). Edelman trust barometer. Global report. <https://www.edelman.com/trust/2024/trust-barometer>

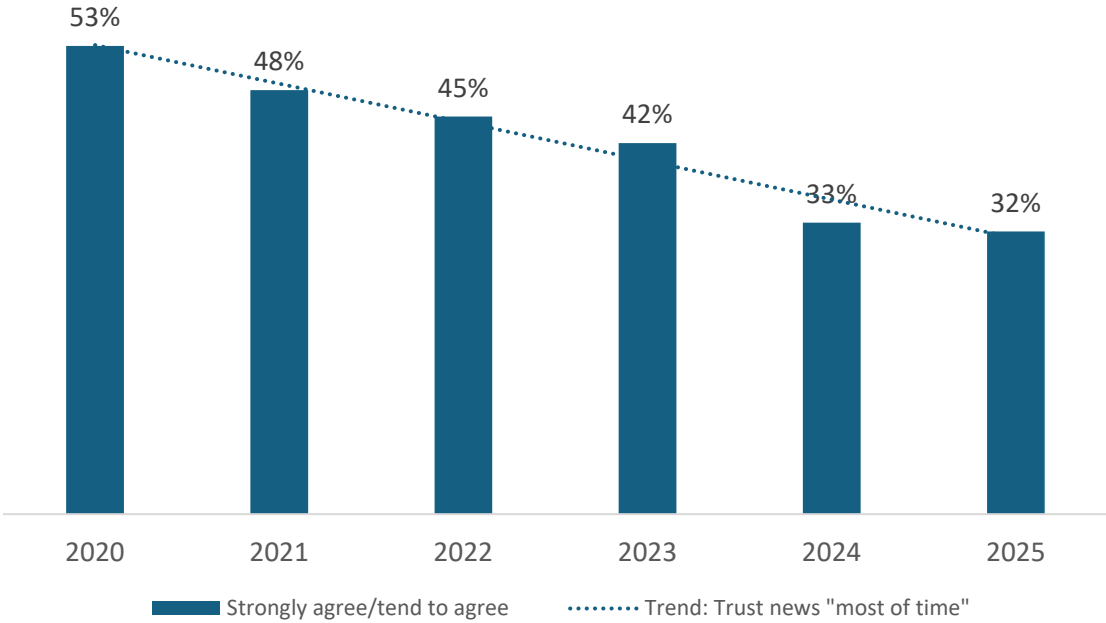
<sup>21</sup> Edelman Trust Institute (2025). 2025 Edelman trust barometer. Global report: Trust and the crisis of grievance. [https://www.edelman.com/sites/g/files/aatuss191/files/2025-01/2025%20Edelman%20Trust%20Barometer%20Global%20Report\\_01.23.25.pdf](https://www.edelman.com/sites/g/files/aatuss191/files/2025-01/2025%20Edelman%20Trust%20Barometer%20Global%20Report_01.23.25.pdf)

# Summary of key findings

## Trust in news in Aotearoa New Zealand

- In 2025, trust in news in Aotearoa New Zealand showed some signs of stabilising although trust levels remain substantially lower than in 2020 when our trust survey was first conducted
- Approximately 32% of New Zealanders say they trust “most of the news most of the time”, a one percentage point drop from the 2024 level (33%)
- In 2025, trust in news people consume themselves remained at the same level as in 2024 at 45%

Figure 1: Proportion of New Zealanders trusting “most of the news most of the time”



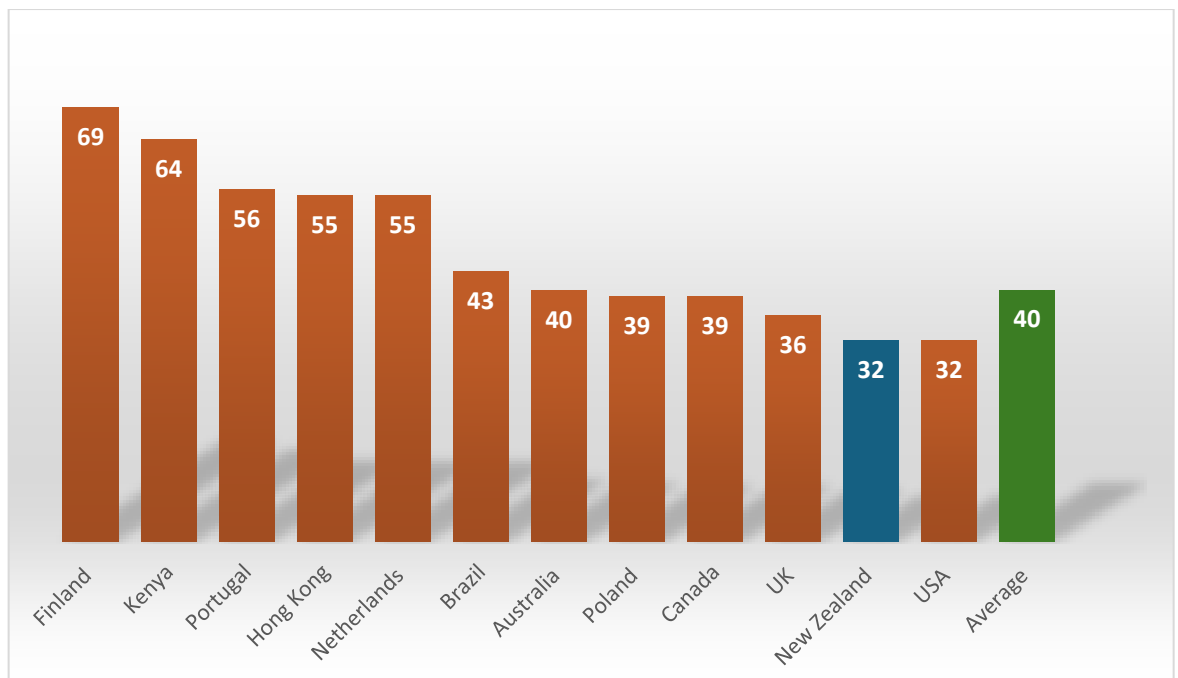
- Trust in all news brands increased with Whakaata Māori, Iwi Radio, RNZ and The Spinoff showing the strongest recovery from 2024 levels
- In 2025, RNZ was perceived as the most trusted news brand, the *Otago Daily Times* was rated as second, and TVNZ and NBR received the third highest trust scores

- In 2024, *the Otago Daily Times* was perceived as the most trusted brand. It was followed by RNZ and NBR (2<sup>nd</sup>); TVNZ, Newsroom, other commercial radio stations and BusinessDesk were jointly ranked as the 3<sup>rd</sup> most trusted brands
- Only 8% of New Zealanders said they were comfortable consuming news produced by AI with some human oversight

### Trust in news compared internationally

- In 2025, general trust in news in Aotearoa New Zealand (32%) was substantially lower than the 2024 *Reuters Digital News Report's* international average of 47 countries (40%)
- In 2025, general trust in news in New Zealand fell to the same level as in the United States (32%), but fell below the United Kingdom which gained in trust (36%)
- Internationally, trust in news was highest in Finland (69%) and lowest in Greece and Hungary (both 23%)

**Figure 2: Trust in news in New Zealand compared to a selection of countries (%)**



Sources: JMAD, Reuters Digital News Report 2024

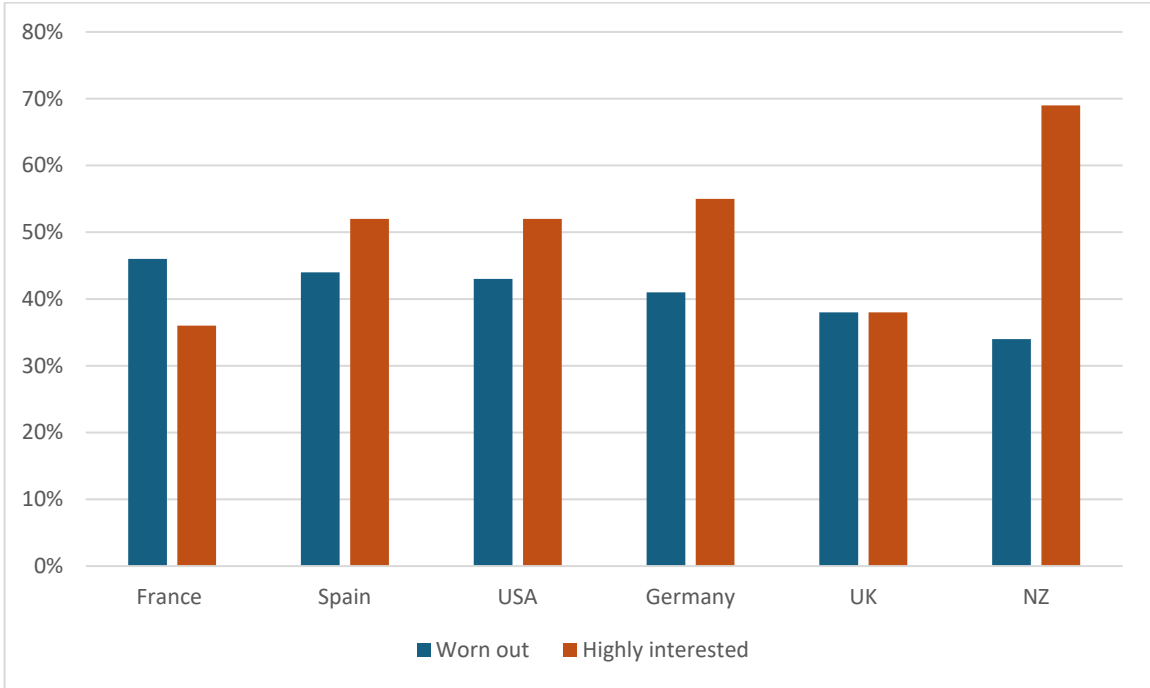
### News interest and news avoidance

- In 2025, interest in the news in New Zealand fell 3pp with 69% now interested or extremely interested in news, compared to 72% in 2024
- Approximately 34% of respondents say they are worn out by the news, with 39% of female respondents expressing weariness
- At the same time, the number of people actively avoiding the news fell 2pp from 75% in 2024 to 73% in 2025

### News interest and avoidance compared internationally

- News avoidance in Aotearoa New Zealand continues to be higher than in comparable overseas markets Reuters international average for news avoidance was 39%
- However, interest in news is higher in Aotearoa New Zealand than in comparable markets, and people in other markets are more worn out by the news than New Zealanders

Figure 3: Those who are worn out/interested in news in selected markets



Sources: JMAD, Reuters Digital News Report 2024

## Detailed survey findings

### News interest, consumption and avoidance

As in 2024, this year we first scoped New Zealanders' interest in the news (**Q1**)<sup>22</sup>. Based on our sample, 92% of New Zealanders are interested in the news to some extent. Approximately 32% are extremely interested in the news. To gain more insight into news interest, we asked respondents what types of news they were interested in (**Q2**)<sup>23</sup>. The results show they are most interested in local news (72%), international news (70%) and political news (62%). Our focus-group research backs up these findings (see focus groups section). New Zealanders are least interested in celebrity and entertainment news (21%) and fun news (26%).

We then asked what they used as sources of news and how frequently they used each brand (**Q3**).<sup>24</sup> Approximately 66% of respondents used Stuff as a source of news once or more per week, 62% used TVNZ and 60% the *NZ Herald* as a news source. These were followed by RNZ (42%), other commercial radio stations (39%), ThreeNews (35%) and Newsroom (34%). To better understand news consumption on social-media platforms, we then asked which social-media sources people used to access/consume news (**Q4**)<sup>25</sup>.

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<sup>22</sup> **Q1.** Overall, how interested would you say you are in news? 1 extremely interested/2 interested/3 somewhat interested/4 not interested/5 not interested at all.

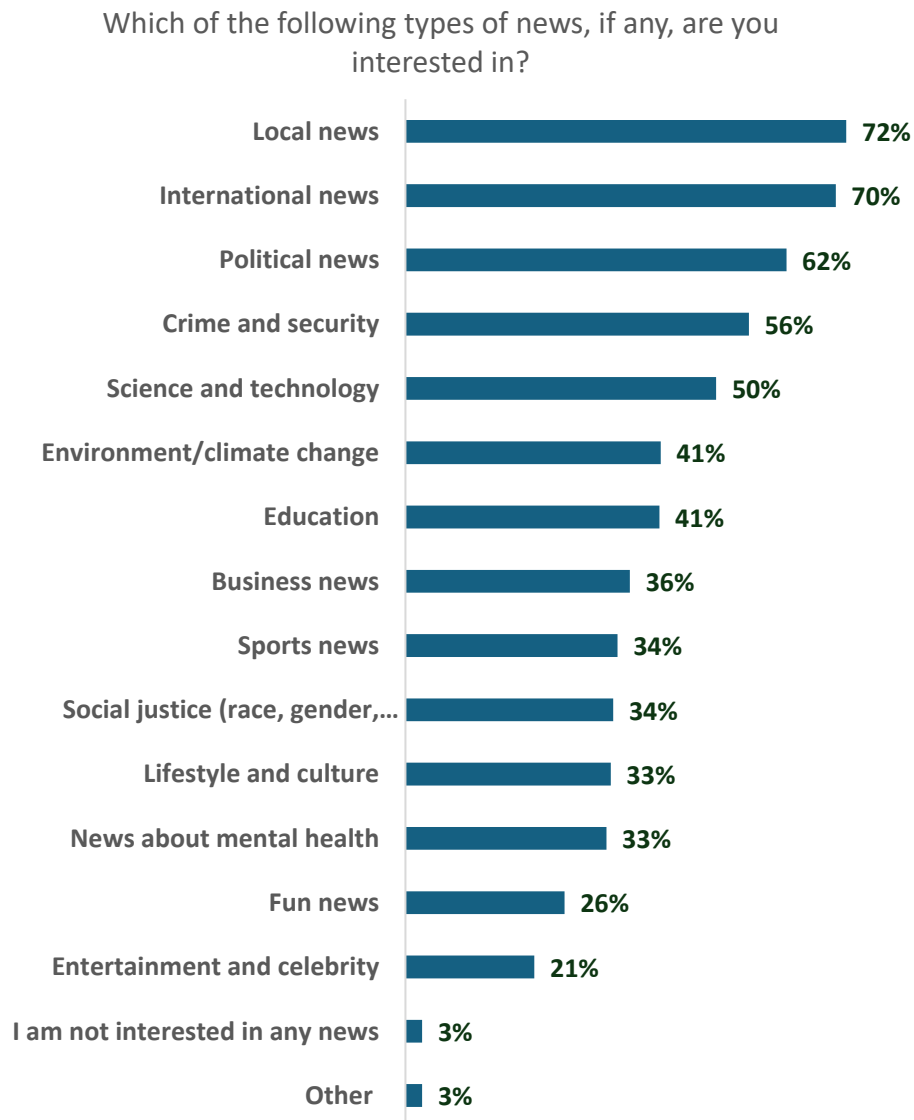
<sup>23</sup> **Q2.** Which of the following types of news, if any, are you interested in? Please select all that apply. Sports news/Political news/Entertainment and celebrity/Business news/International news/Science and technology/Lifestyle & culture/Crime and security/Local news/Environment/climate change/Fun news/Social justice (race, gender, LGBTQ+)/News about mental health/Education/Other (please specify)

<sup>24</sup> **Q3.** How frequently do you use each of the following as a source of news - *Daily, A few times a week, Once a week, Rarely, Never*. NZ Herald /Stuff/ThreeNews/TVNZ/Newsroom/The Spinoff/The Listener/Crux/Interest.co.nz/Radio New Zealand/Newstalk ZB/Whakaata Māori (Māori TV)/Other commercial radio stations/Iwi radio stations /Otago Daily Times/BusinessDesk/NBR/Other

<sup>25</sup> **Q4.** Which, if any, of the following have you used in the past week for news? Facebook/Facebook Messenger/Twitter/Instagram/Snapchat/WhatsApp/YouTube/Telegram/TikTok/Podcasts/None of these



**Figure 4: Types of news New Zealanders are most interested in**



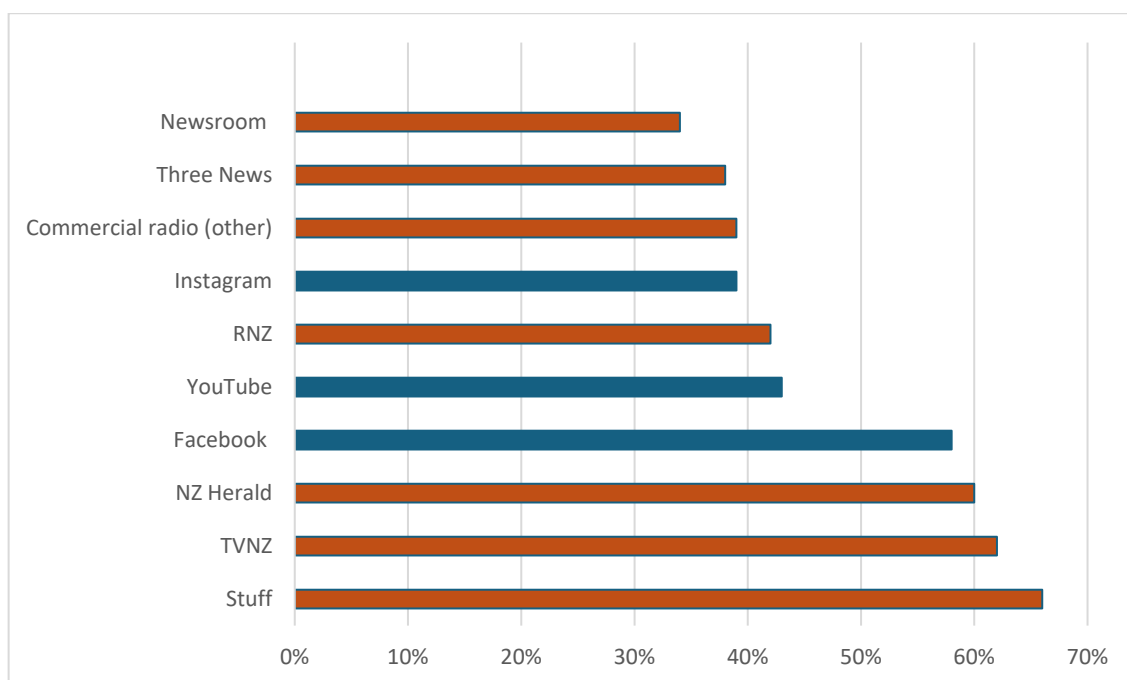
Of the social-media platforms, Facebook was the main source of news for New Zealanders.

When in 2024 53% of New Zealanders used it as a source of news, in 2025 the figure was 58%.

YouTube has grown fast as a news platform. While in 2024 33% of people used the video-sharing platform as a source of news, in 2025 43% of respondents were using it for news.

Approximately 39% of New Zealanders used Instagram and 17% TikTok as a news source. When comparing news outlets and social-media platforms as a news source, we can see (figure 4) that Facebook is the fourth and YouTube the fifth biggest platform for news consumption.

**Figure 5: New Zealanders' top ten platforms for news consumption in 2025**



We also asked New Zealanders if they were actively avoiding the news (**Q5**)<sup>26</sup>. Additionally, we asked those who said they were avoiding the news why they were doing so (**Q5.1**)<sup>27</sup>. The analysis of the reasons for news avoidance is examined further in the section titled Elements of trust and distrust (page 24).

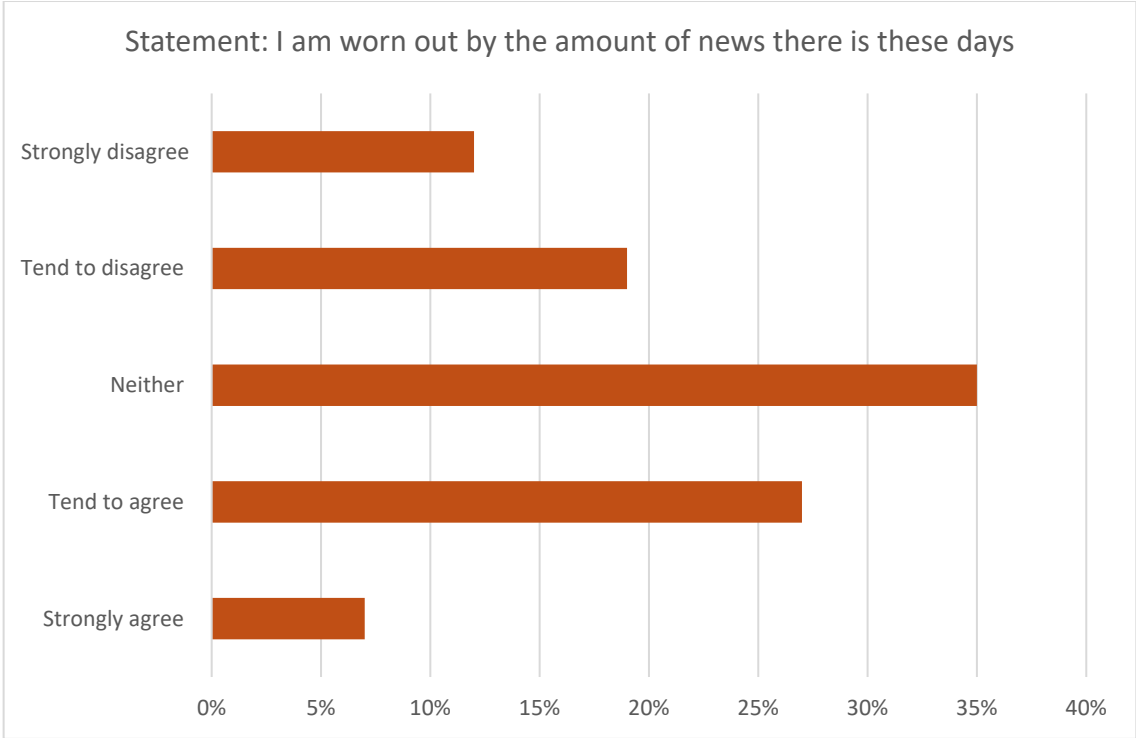
The percentage of those who were avoiding the news sometimes fell from 75% in 2024 to 73% in 2025. The number of those avoiding news often or occasionally dropped from 33% in 2024 to 32% in 2025. While this is a positive development, news avoidance remains high in Aotearoa New Zealand when compared internationally. In the Reuters 2024 study, the international average for news avoidance stood at 39%.

<sup>26</sup> **Q5.** Do you find yourself actively trying to avoid news these days? Never/Sometimes/Occasionally/Often

<sup>27</sup> **Q5.1** Please tell us why you find yourself actively trying to avoid the news?

Similarly to the Reuters survey, we asked New Zealanders this year to what extent they were “worn out by the amount of news there is these days” (Q6)<sup>28</sup>. Approximately 34% of New Zealanders said they were ‘worn out by the amount of the news there is these days, with 7% strongly agreeing and 27% tending to agree with the statement. Approximately 31% said they were not worn out by the news (12% strongly disagree, 19% tend to disagree) , with 35% of survey respondents neither agreeing or disagreeing with the statement.

**Figure 6: The proportion of those worn out by the volume of news**

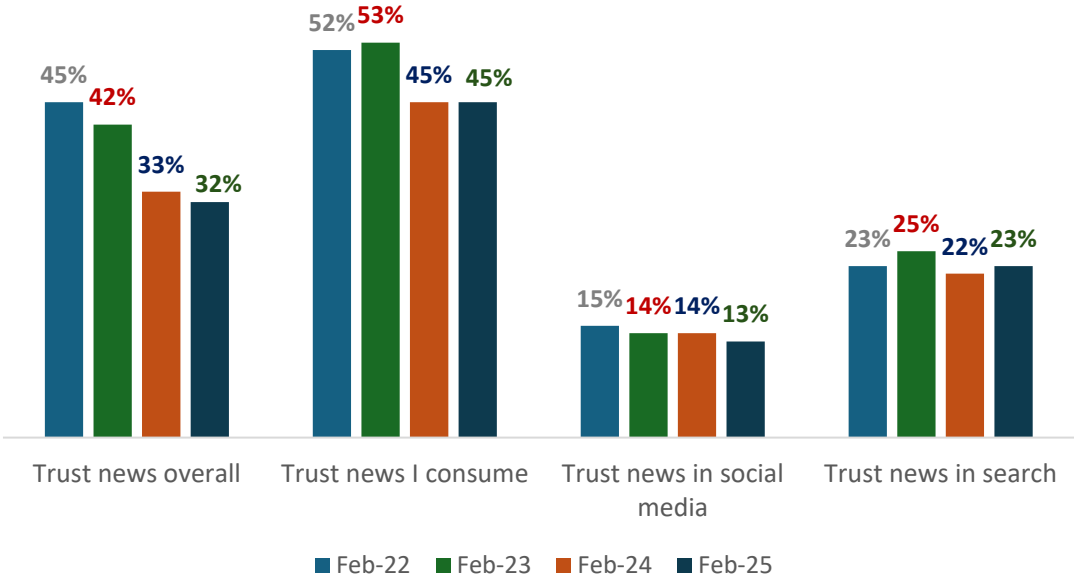


<sup>28</sup> Q6. Please indicate your level of agreement with the following statement. – I am worn out by the amount of news there is these days. Strongly disagree/Tend to disagree/Neither agree nor disagree/Tend to agree/Strongly agree

## Overall trust in news and news brands

As in previous surveys, **Q7**<sup>29</sup> asked New Zealanders about both their trust in the news generally and their trust in the news they personally consumed. Furthermore, **Q8**<sup>30</sup> asked about their trust in news found via social media and search engines. Based on our sample, trust in the news in general dropped from 33% in 2024 to 32% in 2025. The slight drop in the general news trust shows early signs of stabilisation of trust levels, but general trust is still substantially lower than in pre-Covid times. In six years, trust in the news in general has fallen from 53% in 2020 to 32% in 2025 (-40%).

**Figure 7: Trust in news and news on social media & search engines**



In 2025, trust in news people consume themselves remained at the same level as in 2024 at 45%. The number of New Zealanders distrusting news on social media platforms grew from 59%

<sup>29</sup> **Q7** Please indicate your level of agreement with the following statements: a) I think you can trust most news most of the time b) I think I can trust most of the news I consume most of the time: 1 strongly disagree/2 tend to disagree/3 neither agree nor disagree/4 tend to agree/5 strongly agree.

<sup>30</sup> **Q8**. It is now possible to get online news in many different ways, including from search engines and social media sites. With this in mind, please indicate your level of agreement with the following statements. a) I think I can trust news in social media most of the time b) I think I can trust news in search engines most of the time: 1 strongly disagree/2 tend to disagree/3 neither agree nor disagree/4 tend to agree/5 strongly agree.

in 2024 to 62% in 2025, and number of people distrusting news on search engines fell from 40% in 2024 to 39% in 2025.

As we did in 2024, we scoped the public's view of the trustworthiness of prominent New Zealand news outlets (**Q9**).<sup>31</sup> Using a scale of 0-10, where 0 was not trustworthy at all and 10 completely trustworthy, respondents were asked to rate their level of trust in 17 news media/individual brands. Mean scores were calculated from those who knew of each news source, with those who were not aware of a brand excluded. In 2024, we removed Today FM (MediaWorks) from the results because of its closure and *The New Zealand Listener* was added to the survey in 2025. To understand why people don't trust the news, we asked a qualitative question to help us analyse this (**Q10**)<sup>32</sup>. These are analysed in the Elements of trust and mistrust section (page 24).

Evaluating trust in news brands based on means score, we can see in 2025 trust in all news brands improved from 2024 (Table 3). Trust scores for Whakaata Māori, RNZ, Iwi Radio and The Spinoff were the most improved. In 2025, RNZ was ranked as the most trusted brand, followed by the *Otago Daily Times* (2<sup>nd</sup>), and TVNZ and the NBR were jointly the third most trusted brands. The newcomer in our survey, *The New Zealand Listener*, ranked fourth-equal along with Stuff, Newsroom, BusinessDesk, the *NZ Herald*, ThreeNews and interest.co.nz. In 2024, the *Otago Daily Times* was the most trusted brand, followed by RNZ and the NBR. TVNZ, Newsroom, other commercial radio stations and BusinessDesk were jointly ranked as the 3<sup>rd</sup> most trusted brands.

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<sup>31</sup> **Q9.** How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. NZ Herald/Stuff/ThreeNews/TVNZ/Newsroom/The Spinoff/The Listener/Crux/Interest.co.nz/RNZ/Newstalk ZB/ Whakaata Māori/Iwi radio stations/Otago Daily Times/BusinessDesk/NBR

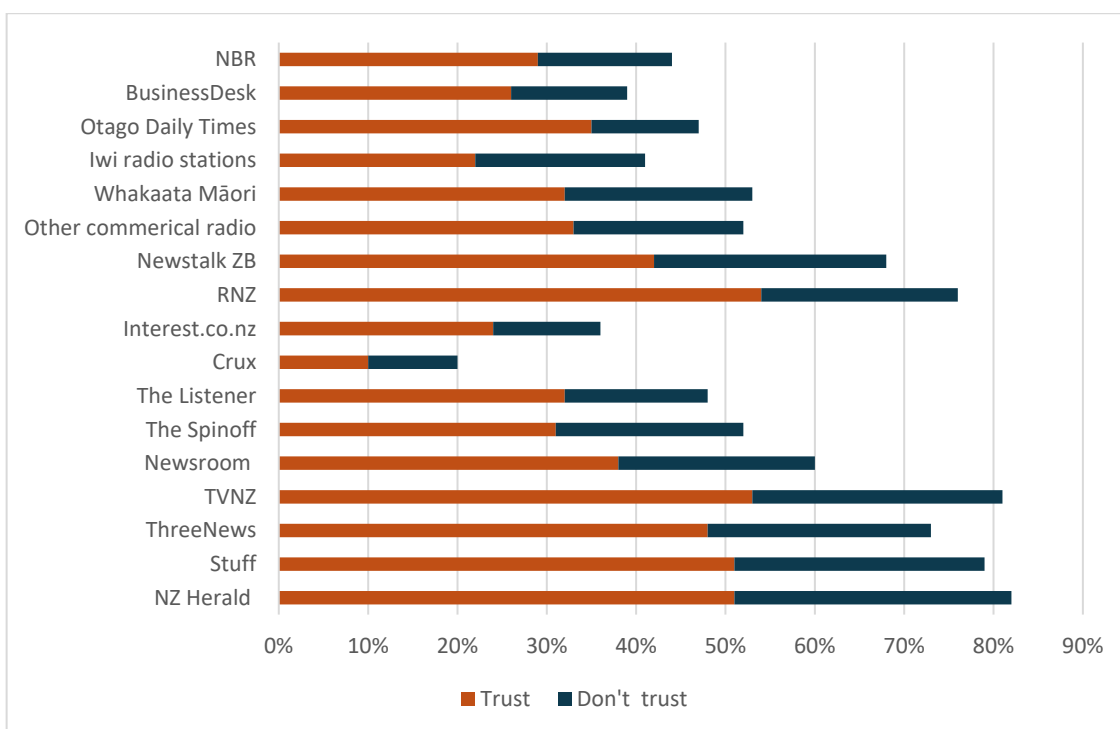
<sup>32</sup> **Q10** Thinking about trust in news ... you said that you don't trust news. Please tell us why not?

**Table 1: Trust (0-10) for Aotearoa New Zealand news brands by mean score**

Brand	Trust score 2020	Trust score 2021	Trust score 2022	Trust score 2023	Trust score 2024	Trust score 2025	Change in 2020-25 %	Change in 2024-25 %
RNZ	7.0	6.8	6.2	5.3	4.9	6.0	-14.3	<b>+22.4</b>
Otago Daily Times	n.a	n.a	6.0	5.3	5.0	5.9	n.a	<b>+18</b>
NBR	n.a	n.a	n.a	5.2	4.8	5.6	n.a	<b>+16.7</b>
TVNZ	6.8	6.6	5.9	5.3	4.8	5.6	-17.6	<b>+16.7</b>
Stuff	6.1	6.0	5.7	5.0	4.6	5.5	-9.8	<b>+19.6</b>
Newsroom	6.4	6.2	5.7	5.1	4.8	5.5	-14.1	<b>+14.6</b>
BusinessDesk	n.a	n.a	5.3	5.0	4.8	5.5	n.a	<b>+14.6</b>
The Listener	n.a	n.a	n.a	n.a	n.a	5.5	n.a	<b>n.a</b>
NZ Herald	6.3	6.2	5.7	5.0	4.7	5.5	-12.7	<b>+17</b>
ThreeNews	n.a	n.a	n.a	n.a	4.7	5.5	n.a	<b>+17</b>
Interest.co.nz	n.a	5.7	5.5	5.2	4.6	5.5	n.a	<b>+19.6</b>
Newstalk ZB	6.2	5.7	5.7	4.9	4.7	5.4	-12.9	<b>+14.9</b>
The Spinoff	5.4	5.2	5.2	4.6	4.4	5.3	-1.9	<b>+20.5</b>
Other commercial radio	n.a	n.a	n.a	5.1	4.8	5.3	n.a	<b>+10.4</b>
Whakaata Māori	n.a	6.3	5.6	4.8	4.1	5.2	n.a	<b>+26.9</b>
Iwi radio	n.a	5.7	5.0	4.5	3.9	4.7	n.a	<b>+20.5</b>
Crux	n.a	n.a	4.4	4.2	4.0	4.6	n.a	<b>+15</b>

Comparing the proportions of those who say they trust or mistrust each brand, we find that for almost every brand, those who trust it outnumber those who distrust it. For example, 51% of those surveyed say they trust the *NZ Herald*, compared to 31% who say they don't trust the brand (Figure 8). The only exception is Crux which had equal numbers of trusters and mistrusters.

**Figure 8: The proportions of those who trust and don't trust each brand**



## Concerns about journalism and AI

We again asked New Zealanders to what extent they were concerned about poor journalism (Q13)<sup>33</sup>. “Poor journalism” was defined as making factual mistakes, dumbed-down stories and misleading headlines/clickbait. Approximately 93% (+1pp) of respondents were at least somewhat concerned about poor journalism and 69% were extremely or very concerned. The number of those who were extremely/very concerned rose considerably, from 62% in 2024 to 69% in 2025. Those who had high concerns were either 35-54 years old (46%) or 55+ years old (48%).

<sup>33</sup> **Q13** To what extent, if at all, are you concerned about the following: Poor journalism (factual mistakes, dumbed down stories, misleading headlines/clickbait)/Stories where facts are spun or twisted to push a particular agenda/Stories that are completely made up for political or commercial reasons that look like news stories but turn out to be advertisements/Stories that are completely made up to make people laugh (satire)/term fake news. Scale: Not at all concerned/Not very concerned/Somewhat concerned/Very concerned/Extremely concerned.

Additionally, there was a significant increase among those who are concerned about stories that are completely made up for political or commercial reasons that look like news stories but turn out to be advertisements. Approximately 49% of respondents were extremely concerned, which is a significant shift from 35% in 2024. Furthermore, there was an increase in respondents who were extremely concerned about the use of the term “fake news”. Approximately 59% of respondents were very or extremely concerned by the use of the term ‘fake news’, up from 56% in 2024.

As artificial-intelligence tools become more ingrained in news gathering and production, we asked New Zealanders how (un)comfortable they were with journalists using these tools (Q14)<sup>34</sup>. We defined AI as a technology that allowed machines to think and learn like humans, and explained it was used in multiple areas in news production, including helping to write news stories. Asked whether they were comfortable using news mostly produced by AI but with some human oversight, approximately 60% said that they were uncomfortable and only 8% were comfortable with this form of news production.

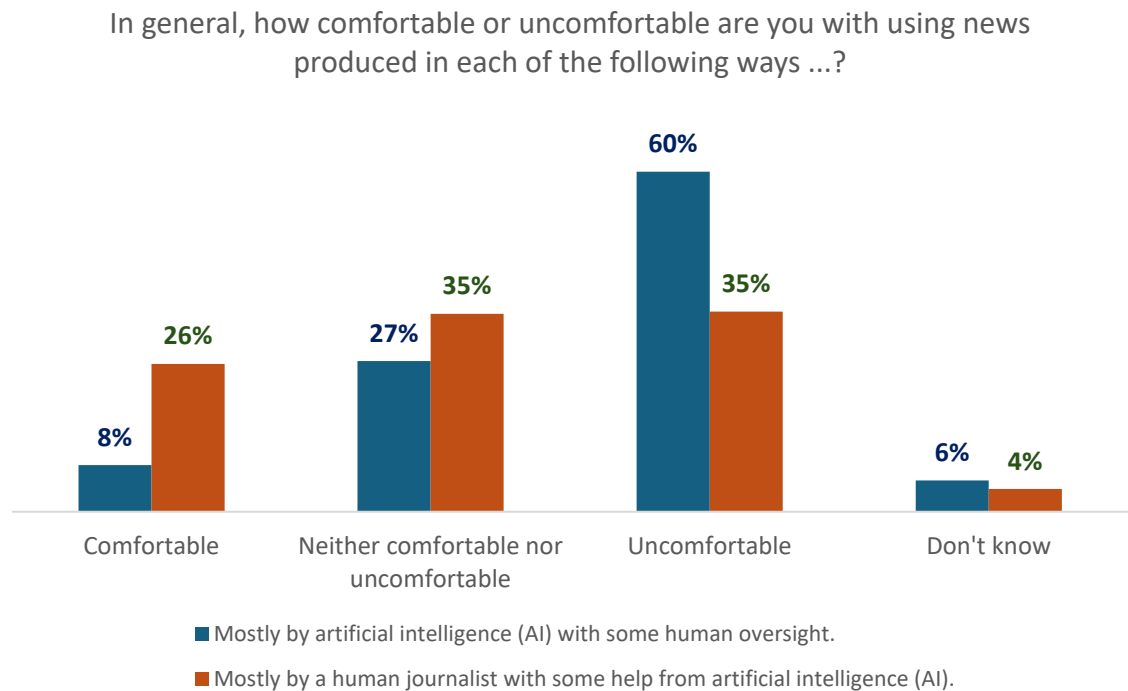
When we asked how comfortable people are with news that is produced mainly by human journalists with AI assistance, 26% of people were comfortable and 35% uncomfortable with the mode of production.

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<sup>34</sup> Q14 In general, how comfortable or uncomfortable are you with using - News produced in each of the following ways ...? Mostly by artificial intelligence (AI) with some human oversight or mostly by a human journalist with some help from artificial intelligence (AI): Comfortable/ Neither/Nor/Uncomfortable/Don't know



**Figure 9: How New Zealanders perceive news produced by AI/with AI assistance**



## Paying for news

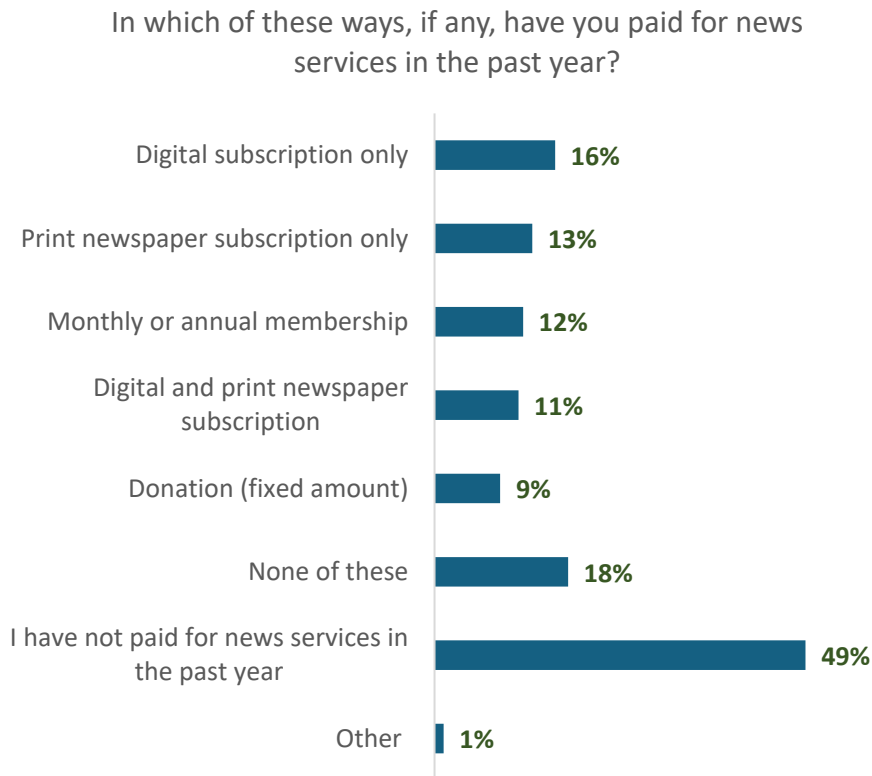
As in 2024, we asked New Zealanders which news services they had paid directly for (Q15)<sup>35</sup> and which ones they had supported financially (Q16)<sup>36</sup>. In 2025, approximately 27% of New Zealanders had paid for a digital subscription or digital/print bundle to access online news content (Figure 10). Approximately 49% of New Zealanders had not paid for any news services in the past year. When comparing internationally, paying for online news (digital only or digital+print subscriptions) in Aotearoa New Zealand is at the same level as in the Nordic countries on average (27%), and at a higher level than in the US (22%), Australia (21%) and UK

<sup>35</sup> Q15 In which of these ways, if any, have you paid for news services you value in the past year? Print newspaper subscription only/Digital and print newspaper subscription/Digital subscription only/Monthly or annual membership/Donation (fixed amount)/None of these/Other (please specify)

<sup>36</sup> Q16. Which of these news services have you supported financially in any way during the past year? *The NZ Herald/The Dominion Post/The Otago Daily Times/The Press/The Spinoff/ Newsroom/ Scoop/NBR/ Stuff/BusinessDesk/Reuters/Bloomberg/Other (please specify)*

(8%). According to the Reuters 2024 report, approximately 40% of people pay for online news in Norway and 31% do so in Sweden.

**Figure 10: Proportion of New Zealanders who have paid for online news**



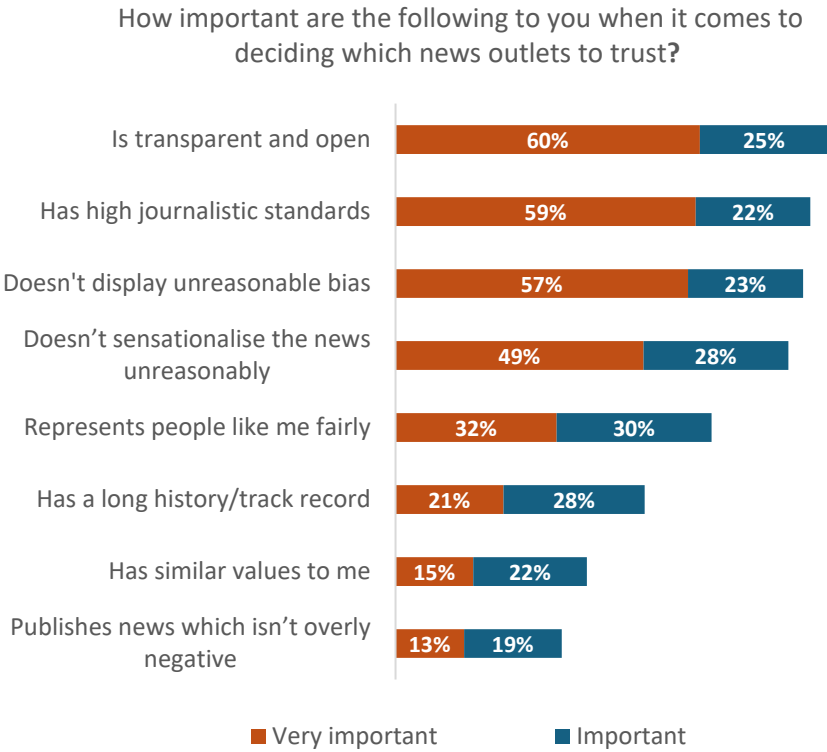
Approximately 22% of respondents said they had supported the *NZ Herald* financially, but support for other news brands was significantly lower. Roughly 9% had supported Stuff, 6% had supported The Spinoff, 6% *The Post*, 6% *the Otago Daily Times*, 5% *The Press* and 4% Newsroom. A large number of respondents, 59%, said they had not supported any of the Aotearoa New Zealand news brands listed in our survey, while 10% had supported “other” publications.

# Elements of trust and mistrust

## Aspects of news trust

To better understand aspects of news trust, we introduced some new questions. In one of these, (Q11)<sup>37</sup> we asked New Zealanders what aspects are important for them in terms of trusting a specific news brand. Approximately 85% of people said they trusted a news brand that was transparent and open; 81% trusted a news outlet that had high journalistic standards; and 80% trusted a brand that was not “unreasonably biased”.

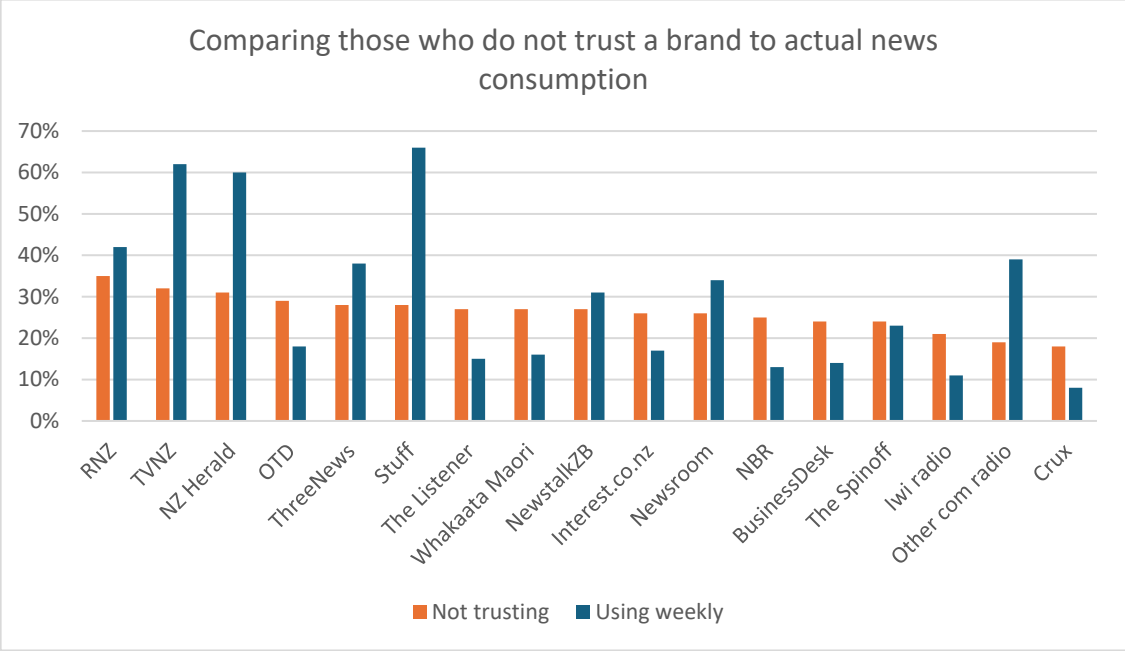
**Figure 11: Aspects that make New Zealanders to trust news brands**



<sup>37</sup> Q11 Still thinking about trust in news ... how important are the following to you when it comes to deciding which news outlets to trust. That the outlet: Is transparent and open/Has high journalistic standards/Represents people like me fairly/Doesn't display unreasonable bias/Has similar values to me /Doesn't sensationalise the news unreasonably/Has a long history/track record/Publishes news which isn't overly negative: *Very important, important, somewhat important, somewhat unimportant, unimportant, not important at all*

Furthermore, to understand how news trust is connected to actual news consumption, we compared each news brand’s trust score (Q9) with the consumption of each brand (Q3). Based on the survey we can see (Figure 11), the negativity of news is not major concern and whether the news outlets’ values align with a person’s own values was also less important. Based on this calculation, it is evident there is not necessarily a direct correlation between the two. More people consume certain news brands than trust them. This is clearly evident in the case of Stuff, NZ Herald, TVNZ and other commercial radio stations. More people consume their news content than trust it.

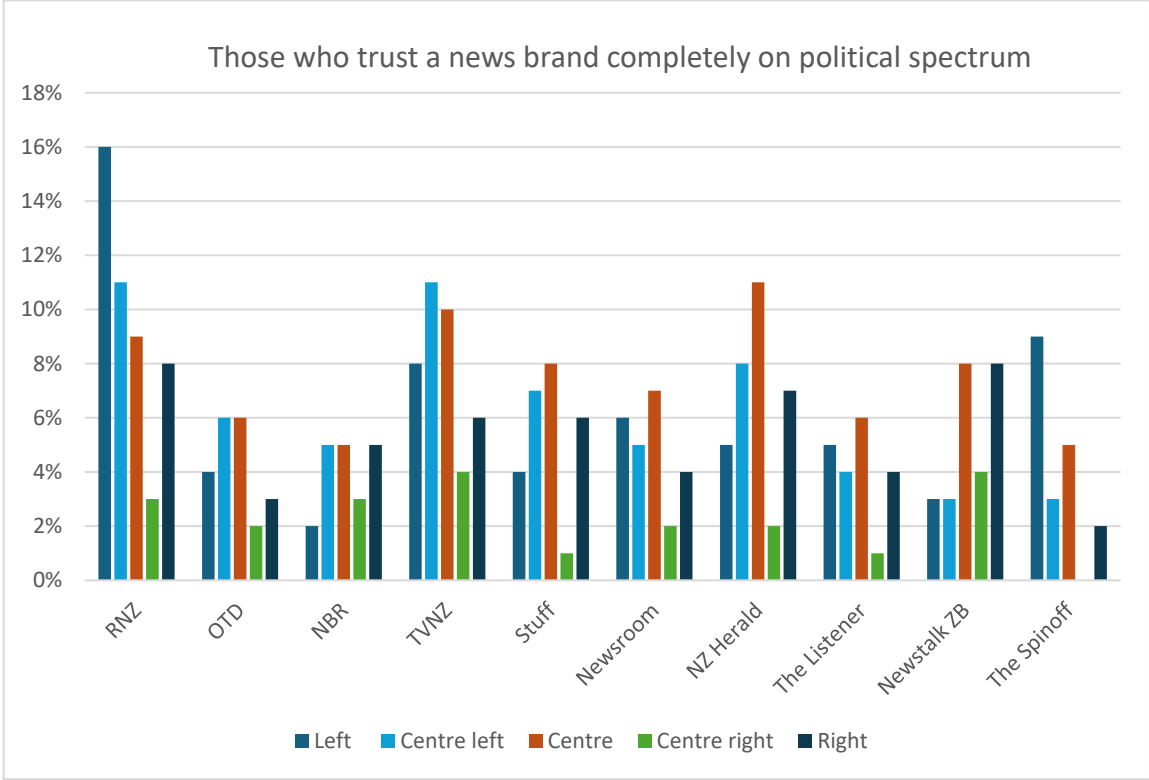
**Figure 12: Brand distrust in relation to news consumption of each brand (%)**



Additionally, we wanted to understand whether we can understand aspects of news trust based on political leanings, and asked New Zealanders to place themselves on the political scale

(Q12).<sup>38</sup> We asked for respondents’ political leanings on a political spectrum: left, centre left, centre, centre right and right. We included in our analysis those who either completely trusted or mistrusted each brand. As seen in Figure 13, those who most trust RNZ sit mostly on the left or centre-left; those who most trust TVNZ are mostly on the left, centre left and centre; those who most trust the *NZ Herald* are mostly on the centre left, centre, and right; and those who most trust Newstalk ZB are mostly on the centre or right of the political spectrum.

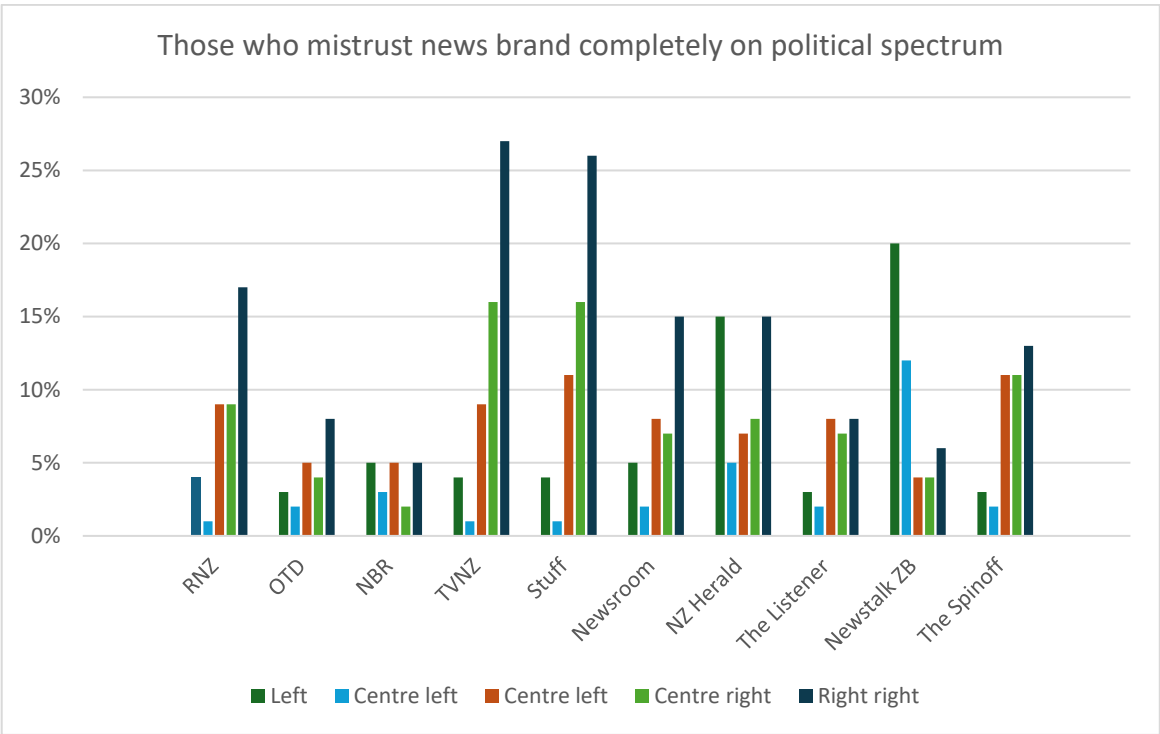
**Figure 13: Trust in news brands based on respondent’s political leaning**



<sup>38</sup> Q12 Some people talk about ‘left’, ‘right’ and ‘centre’ to describe parties and politicians. With this in mind, where would you place yourself on the following scale? Left/Centre left/Centre/Centre right/Right/None of these/I am not sure

Accordingly, those who most mistrust RNZ, TVNZ, Stuff and Newsroom are on the right of the political spectrum; most of those who mistrust the *NZ Herald* are on either the left or right, and those mistrusting Newstalk ZB tend to sit on the left on the political spectrum.

**Figure 14: Mistrust in news brands based on respondent’s political leaning**



**Reasons for mistrust and news avoidance**

To examine the extent New Zealanders are avoiding the news, we asked if they were actively avoiding it (Q5)<sup>39</sup>, and if they were, why? (Q5.1)<sup>40</sup>. While the number of those actively avoiding the news fell from 75% in 2024 to 73% in 2025, news avoidance is still high in Aotearoa New Zealand. When we asked our respondents why they were avoiding the news, their answers revealed some clear themes, many of them now familiar.

<sup>39</sup> Q5. Do you find yourself actively trying to avoid news these days? Never/Sometimes/Occasionally/Often  
<sup>40</sup> Q5.1 Please tell us why you find yourself actively trying to avoid the news?

**Feeling overwhelmed.** Most prevalent of these was they felt “overwhelmed by the news these days” and felt it necessary to disengage from it for their mental health. Many cited the overwhelmingly negative tone of news —constant bad news, fear-based content, and sensationalism— as reasons for their avoidance. This was by some distance the strongest theme in our qualitative comments; additionally, 34% of our respondents said they were ‘worn out by the amount of news these days’.

*“There's far too much news about American politics and about Palestine which is depressing.”*  
(Male, 35-44, IMEA)

*“It is bad for my mental health – especially news which is written in a way that is intended to produce outrage.”* (Male, Māori, NZ European/Pākehā, 25-34 years)

*“Too overwhelming with the crises (Ukraine, Gaza etc) and also trying to avoid anything about Trump as don't want the anxiety and concern I had 4 years ago!!”* (Female, NZ European/Pākehā, 55-64 years)

*“I generally try and avoid a particular type of news. For example, I think paying too much attention to Trump can make you feel powerless.”* (Female, NZ European/Pākehā, 45-54 years)

*“I try to Trumptox as much as is possible - I find the man utterly exhausting and devoid of a soul - very disturbing energy. He's hard to escape currently - so I find myself go[sic] near news generally less and less to avoid the creep.”* (Male, NZ European/Pākehā, 55-64 years)

**Perceptions of bias and spin.** While feelings of being overwhelmed by news dominate reasons for news avoidance, a lack of trust in the news was also a reason for avoiding it. Another clear theme was perceptions of political bias in agenda setting and news reporting among news organisations. Also among reasons for avoiding news were perceptions of opinion masquerading as news.

*“Unfortunately the articles in most traditional news sources have become opinion pieces pushing a specific ideology or agenda rather than good solid unbiased journalism that just presents the facts.”* (Male, NZ European/Pākehā, 35-44 years)

*“I miss the days when news was balanced.”* (Male, NZ European/Pākehā, 55-64 years)

*“I actively avoid a lot these days as it is full of opinion pieces and not a lot of factual well researched unbiased news.” (Female, NZ European/Pākehā, 65-74 years)*

*“Most of it is anti-government; negative and left-leaning bias.” (Male, NZ European/Pākehā, 75 years and over)*

*“Too much right wing propaganda.” (Male, Other European, 55-64 years)*

*“Because it’s slanted towards the right wing parties. We have mostly opinion writers now. Journalists not so much.” (Female, NZ European/Pākehā, 75+ years)*

We also explored why people say they don’t trust the news and so asked a specific question to help us analyse this (Q10)<sup>41</sup>. Again, the themes arising from the survey were familiar to us from previous surveys. New Zealanders’ main reasons for not trusting the news were perceptions it was biased, that misinformation and opinion were masquerading as news, and journalism was full of sensationalised and clickbait reporting.

**Political bias.** Aotearoa New Zealand media was accused of both left-wing and right-wing bias by news mistrusters. Respondents accused it of pushing ideological agendas – often left-leaning or inconsistent – and failing to scrutinise power with integrity. Here the responses from selected respondents are accompanied by the party which won their vote in 2023.

*“Because it’s corrupt and dishonest. They are far left and just nasty.” (Female, 25-34 years, Māori, ACT)*

*“The reporters never seem to research anything and let the politicians just make stuff up with no challenge and they have a right-wing bias.” (Female, NZ European/Pākehā, 45-44 years, Labour)*

*“Our media is more concerned with maintaining audiences so they continue to amplify the same ideological positions their audience expects.” (Male, NZ European/Pākehā, 35-44 years, Labour)*

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<sup>41</sup> Q10 Thinking about trust in news ... you said that you don’t trust news. Please tell us why not?



*“I didn't say I don't trust the news – I don't trust news from colonial backgrounds.” (Male, Māori, 45-54 years, Te Pāti Māori)*

*“I've found the NZ media is pretty hostile to the conservative world view, which means our media is extremely bias and pushes one view point positively and others negatively.” (Male, NZ European/Pākehā, 45-54 years, National)*

*I actively avoid any news of Donald Trump. If I hear any extreme right-wing views voice on the news I am listening to (for example, RNZ yesterday morning read out some pretty vile comments in response to a debate on social housing) I will turn it off. There is no place for that.” (Female, NZ European/Pākehā, 35-44 years, National)*

**Blurred line between fact and opinion.** This theme revealed frustration that news stories often felt more like commentary than impartial reporting. There was again criticism of covid-era reporting, and the marginalisation of dissenting voices, though significantly less than in recent years.

*“I don't trust it to be true and there seems to be a lot of Māori bashing.” (Female, Māori, 45-54 years)*

*“Very biased or opinion based. Needs to be neutral and report facts from all perspectives.” (Male, NZ European/Pākehā, 35-44 years)*

*“It's all sensationalist and designed to trigger anger or disgust. It's also opinions presented as fact.” (Male, Other, 25-34 years)*

*“News sources continually release politically tainted opinion pieces that never allows [sic] a reader to derive there [sic] own opinion. How a private news entity is not smart enough to solve this and become financially lucrative is beyond my comprehension.” (Male, NZ European/Pākehā, 55-64 years)*

*“Because the quality of journalism is poor. Newsrooms lean mostly left and I prefer unbiased news that isn't opinion driven.” (Male, NZ European 45-54 years)*

**Sensationalism and clickbait.** Among reasons for mistrust were also many complaints of an overreliance on emotional appeals to the audience, generally characterised as clickbait, sensationalism and poor reporting.

*“It seems like it's heavily sensationalized [sic] for attention and is focused on negative aspects that bring out the worst in people, e.g. racism, separatism, discrimination.” (Female, 35-44 years, Māori, NZ European Pasifika)*

*“Emotive reporting. Left wing bias in political news. Clickbait headlines. Narrow range of viewpoints on contestable subjects. Advocacy disguised as journalism.” (Male, NZ European 45-54 years)*

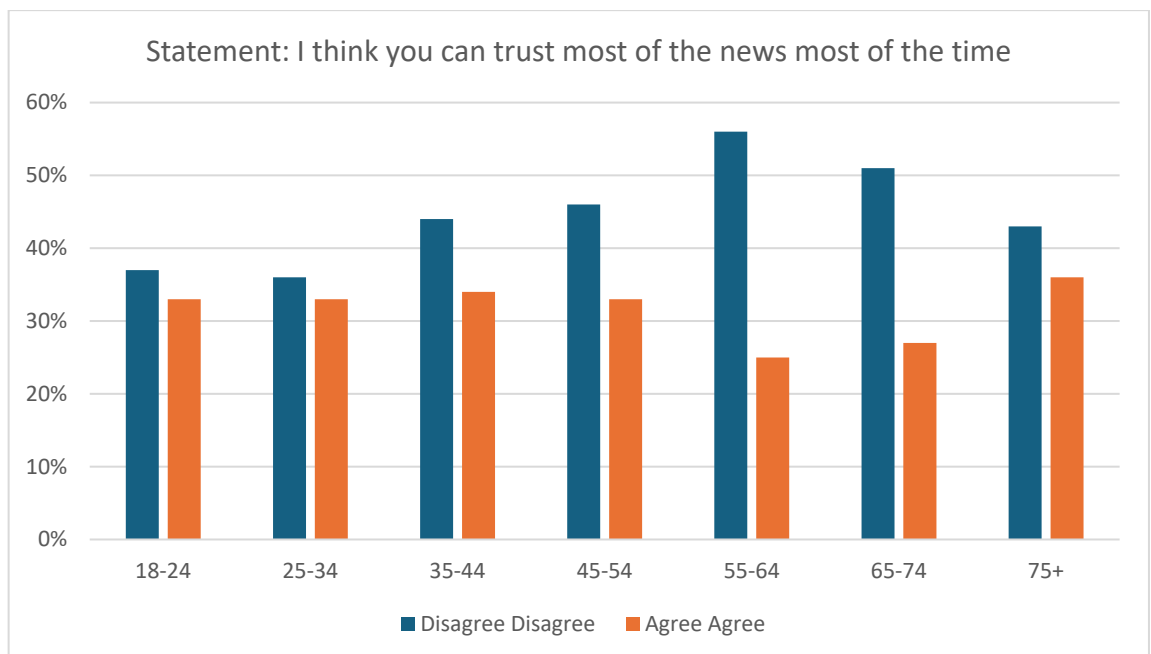
*“They focus on one part of the picture to create drama.” (Female, NZ European 45-54 years)*

### Some demographic findings

Among the data we collected from respondents were demographic details. This allows us to explore news mistrust and news avoidance by age, gender, political preference and so on.

**Age.** Age is often perceived as a likely determiner of news trust. Following a trend from recent years, the most prevalent mistrust of the news was found among 55- to 64-year-olds. Trust among older groups than that (65-74, 75+) is stronger. Trust is strongest, however, among younger groups, 18-24 and 25-34 years.

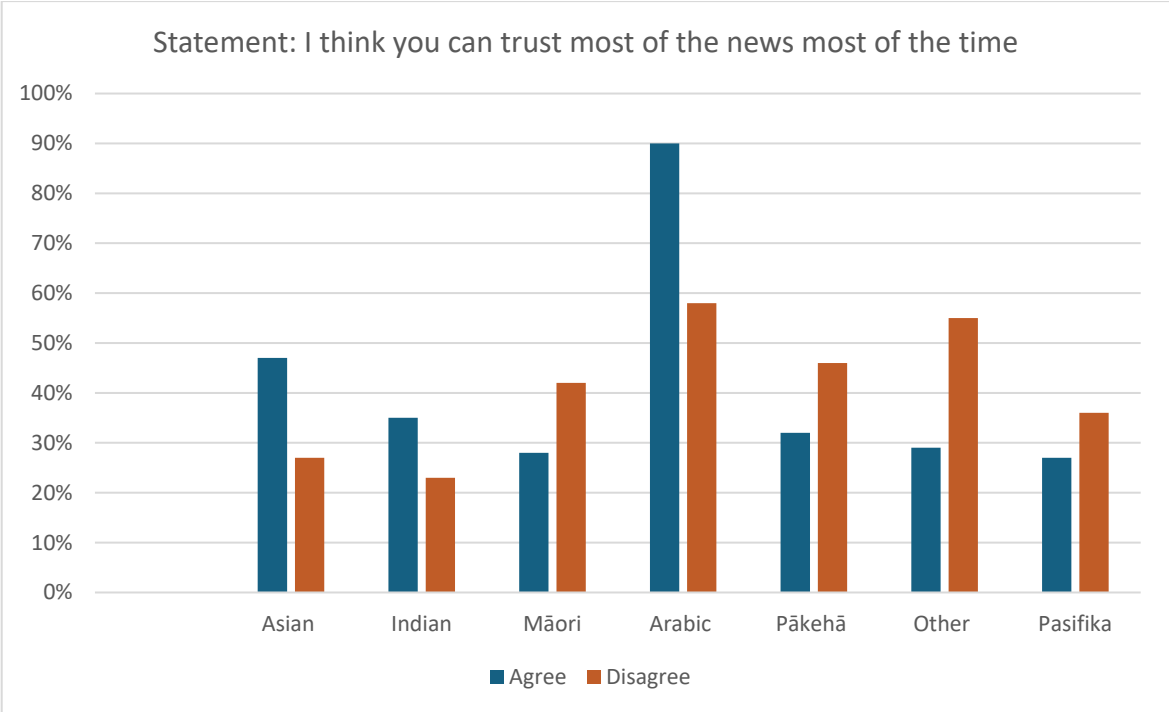
**Figure 15: News (mis)trust in Aotearoa New Zealand by age**



**Gender.** Male and female respondents expressed almost identical levels of trust (~33%). Those who identified as ‘another gender’ (n=9) trusted news slightly less (29%).

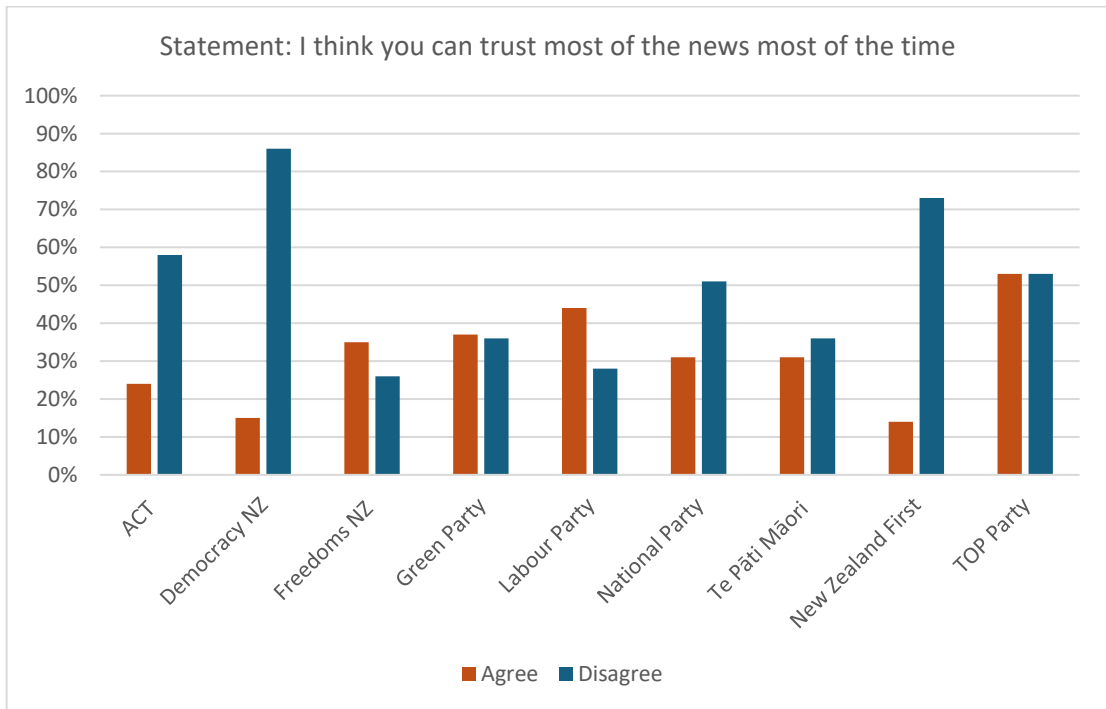
**Ethnic group.** While some ethnicities were not represented by a statistically useful number of people, it is clear Indian New Zealanders and those who identify as Asian New Zealanders trust the news more than other ethnic groups. Among both Māori and Pākehā there is significantly more mistrust of news than trust in it (Figure 16).

**Figure 16: News trust in Aotearoa New Zealand by ethnic group**



**Political leaning.** This year we asked respondents how they voted in the party vote at the 2023 General Election. This meant we could see where news trust sits among voters. As we can see in figure 17, those who trust news the least tend to sit on the right on the political spectrum: those who in 2023 were voting for Democracy NZ, New Zealand First, TOP Party and ACT, were least trusting the news.

**Figure 17: News trust in Aotearoa New Zealand by 2023 party vote**



**Personal income.** Proportions of news mistrusters are highest in the \$150,001-\$200,000 income bracket, as they are in the 55-64 age group, arguably the most likely time in life such a high income will be earned. In only one income bracket – \$100,001-\$150,000 – were there more people who trusted the news than mistrusted it.

**News avoidance:** Of those who said they avoid the news often, 30% were living in the Whanganui/Manawatu/Horowhenua area. Meanwhile, 25% of regular news avoiders voted ACT and 27% New Zealand First in the 2023 elections. Of those who were more likely to never avoid the news, 38% were 75+ years old and 34% were males.

## Focus group findings

In May 2024, we ran two in-depth focus groups with both younger and older members of the Aotearoa New Zealand public who identified themselves in our 2024 survey as mistrusting the news. Younger people, perhaps against expectations, proved to be the most trusting demographic among respondents in 2024. Meanwhile, the 55-64 group had moved from trusting the news generally in previous years to being the least trusting in 2024. Young people (18-34 years) proved difficult to enroll and in the end only four made up the first focus group. Focus groups are generally thought to reach research validity with six members and we acknowledge the limitations brought by the low number. However, given both the difficulty of enrolling younger respondents in such research and the productive discussion that did take place, an analysis is offered here, within those parameters and with a caveat on generalisation of direct findings. In the older age bracket, eight formed the focus group on the night. Overall, analysis of focus-group data also found central themes of perceptions of political bias and omission, and of opinion masquerading as news.

*“I'd like a lot less of [having to ask] whose side are these people on? Because if I'm hearing the facts, then it can be my decision.”* (Female, NZ European/Pākehā/Other European, 55-64 years)

*“They need to present the facts. If they want to have opinions, they can have separate channels or separate programmes . . . they should present the facts.”* (Male, Indian, 55-64 years)

*“They're not reflecting reality. It's talking for themselves and the elites, but not for us plebs ... [it's] politically and socially biased ... they hold certain parties or groups to account and others they hardly question.”* (Male, NZ European/Pākehā, 75+)

Meanwhile, other findings from the focus groups suggest news distrust among young New Zealanders reflects feelings of exclusion, including an objection to news companies closing comments sections, which meant the public cannot hold them accountable and issues were not

open for discussion. They were also concerned news was unnecessarily emotional, was too full of opinion and did not fully cover an issue, with grassroots reporting ignored while a clickbait mentality prevailed. There was a disconnect between the issues people talked about and what the media talked about. Group members tended to trust overseas news outlets, such as Al Jazeera and The Guardian and social media outlets such as X, while they found Google helpful for news, as were family and friends.

Meanwhile, we found older New Zealanders (55-64 years) were likely to distrust particular social institutions for personal, rather than political, reasons, while mistrusting the news was more of a general social concern. They felt Aotearoa New Zealand broadcasters such as TVNZ had not modernised. This group thought there was little, if any, investigative journalism left and turned to world news on foreign platforms, including *The New York Times*, Al Jazeera, and the BBC. Here, they perceived, they received reliable international news they did not have access to via Aotearoa New Zealand news sites. To regain public trust, focus-group members thought journalists should strengthen factual journalism, improve community and grassroots reporting, and move away from clickbait.



Based at the Auckland University of Technology's School of Communication Studies, the [Journalism, Media and Democracy](#) research centre (JMAD) was established in 2010 to promote research and advance knowledge about the media and communication industries, news, and journalism's professional practices. Since 2011, JMAD has published eleven annual *New Zealand Media Ownership* reports which track changes in media ownership and key trends and events in New Zealand media. Furthermore, since 2020, JMAD has produced annual *Trust in News in New Zealand* reports. Additionally, since 2014 the AUT Media Observatory has provided regular measurement and analysis of news and has produced three reports concerning New Zealand election coverage.