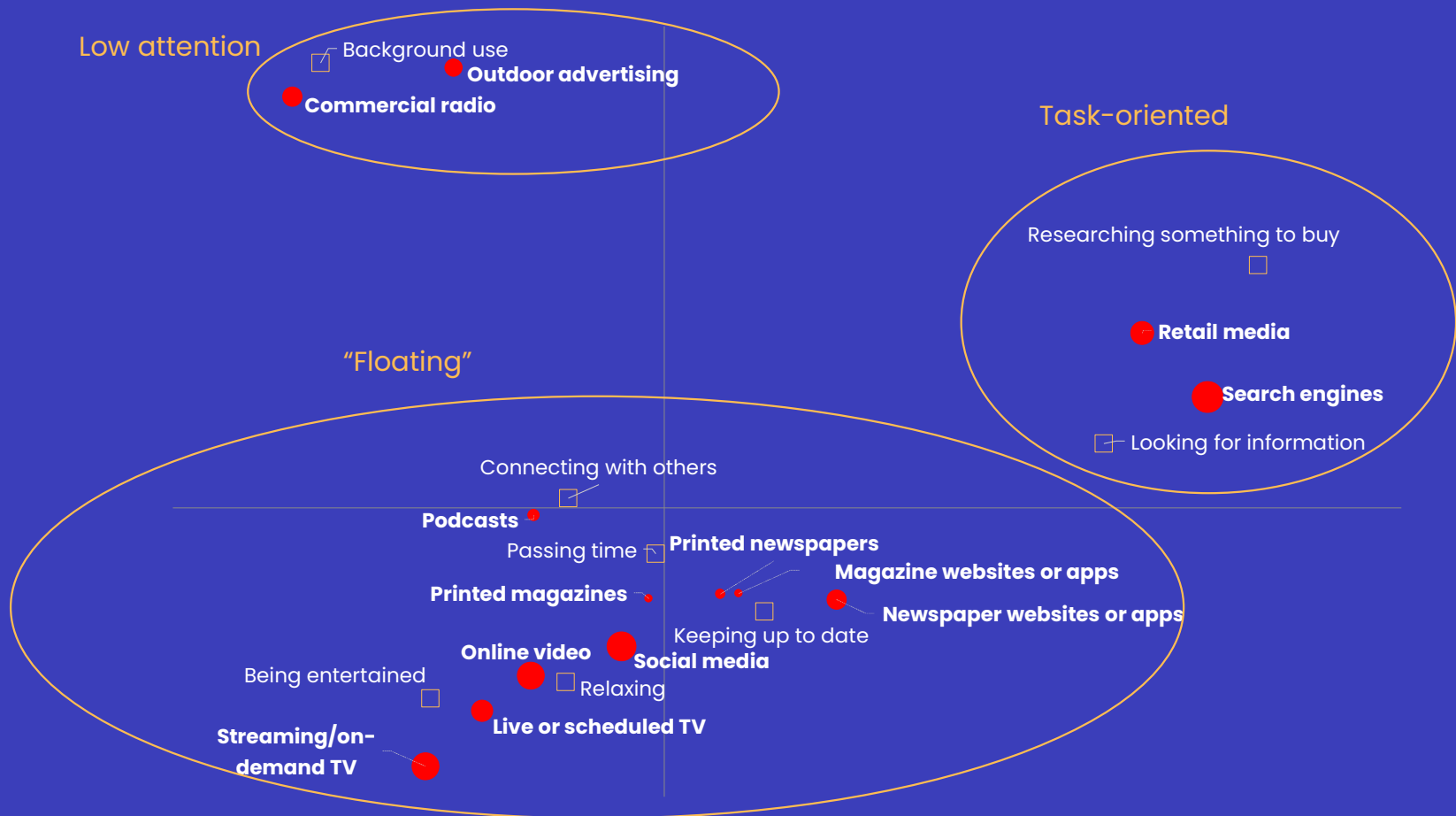
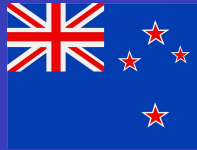


Motivations for consuming media



Correspondence analysis. F1 = 37%; F2 = 26%
Size of media points = weekly reach

Source: Magazine Publishers Association New Zealand (2026) *Quality of Attention Index*