



NZ ON AIR

PUBLIC AWARENESS AND
ATTITUDES SURVEY

2017

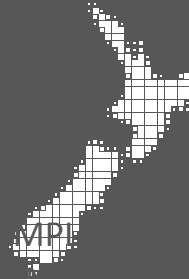
Objectives and Methodology



500 + 101

TELEPHONE INTERVIEWS ONLINE INTERVIEWS

8 minutes



FIELDWORK DATES:
3 APRIL - 7 MAY 2017

OBJECTIVES

NZ On Air commissioned Colmar Brunton to research and track New Zealanders' understanding of:

- NZ On Air,
- NZ On Air's role in funding local content, and
- their views on that content.

METHODOLOGY

- A mixed method approach was undertaken, with 500 interviews being conducted by telephone, and 101 completed online to ensure that those without a landline were also included in the research.
- Random Digital Dialling was used to obtain landline telephone numbers. A random adult in the household was selected by asking to speak with the person with the next birthday. The Colmar Brunton online consumer panel was used to source New Zealanders without a landline.
- Interviewers used Computer Assisted Telephone Interviewing (CATI) to assist with question routing and data entry. Those who completed the survey online were sent a link to the questionnaire via email.
- The sample was structured and weighted to be representative of the New Zealand adult population as a whole (using 2013 Census data).
- Whenever differences are reported (for example an increase or decrease since last year) these are statistically significant at the 95% confidence level or greater.

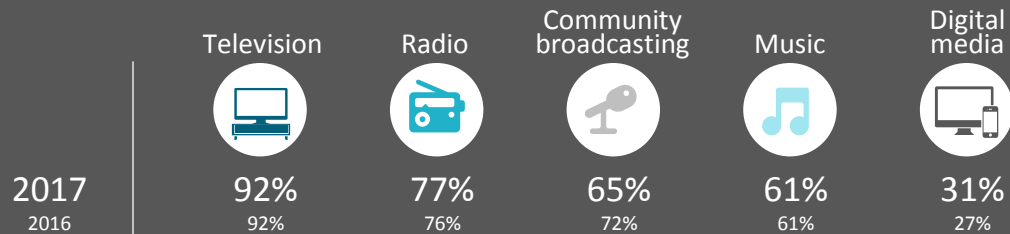
Executive Summary

AWARENESS OF NZ ON AIR AND ITS ROLES

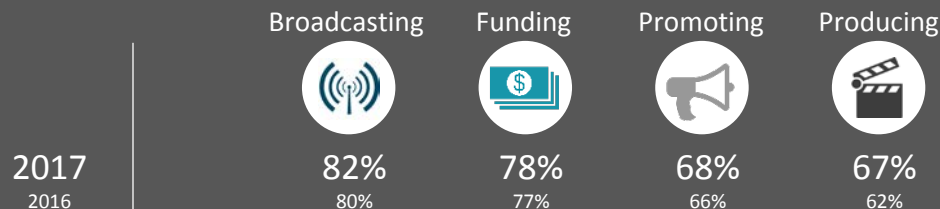


More New Zealanders are now aware of NZ On Air than was the case this time last year. **89% say they are aware of NZ On Air compared to 83% in 2016.**

As seen in previous years, once prompted, most New Zealanders who are aware of NZ On Air are also aware NZ On Air supports TV, radio, community broadcasting and music. Its role in supporting digital media continues to be less well known.



Most New Zealanders who are aware of NZ On Air continue to believe NZ On Air broadcasts, funds, promotes, and produces.



SUPPORT FOR NZ ON AIR'S MISSION

Most New Zealanders believe:

- NZ On Air supports local content that is important to New Zealanders (79%).
- NZ On Air supports television programmes and activities that are important to New Zealanders (78% similar to the 75% in 2016).
- NZ On Air supports local content for radio that is important to New Zealanders (70% in both 2017 and 2016).
- It's important for NZ On Air to support local music and artists (77% similar to the 73% in 2016).
- It's important for NZ On Air to support community broadcasting (76% similar to the 78% in 2016).
- It's important for NZ On Air to support digital media (54% similar to the 51% in 2016).

PERCEPTIONS OF CONTENT SUPPORTED BY NZ ON AIR

Most New Zealanders agree NZ On Air funding results in a greater diversity of local content than would otherwise exist (70%) and say they value that diversity of local content (72%).

Of those aware of each of the following types of content NZ On Air supports:

- 71% like the TV content supported by NZ On Air (similar to the 69% in 2016).
- 71% like the music and artists supported by NZ On Air (similar to the 70% in 2016).
- 58% like the supported community broadcasting content.
- 58% like the digital media content supported by NZ On Air (similar to the 63% in 2016).
- 57% like the radio content supported by NZ On Air (similar to the 56% in 2016).

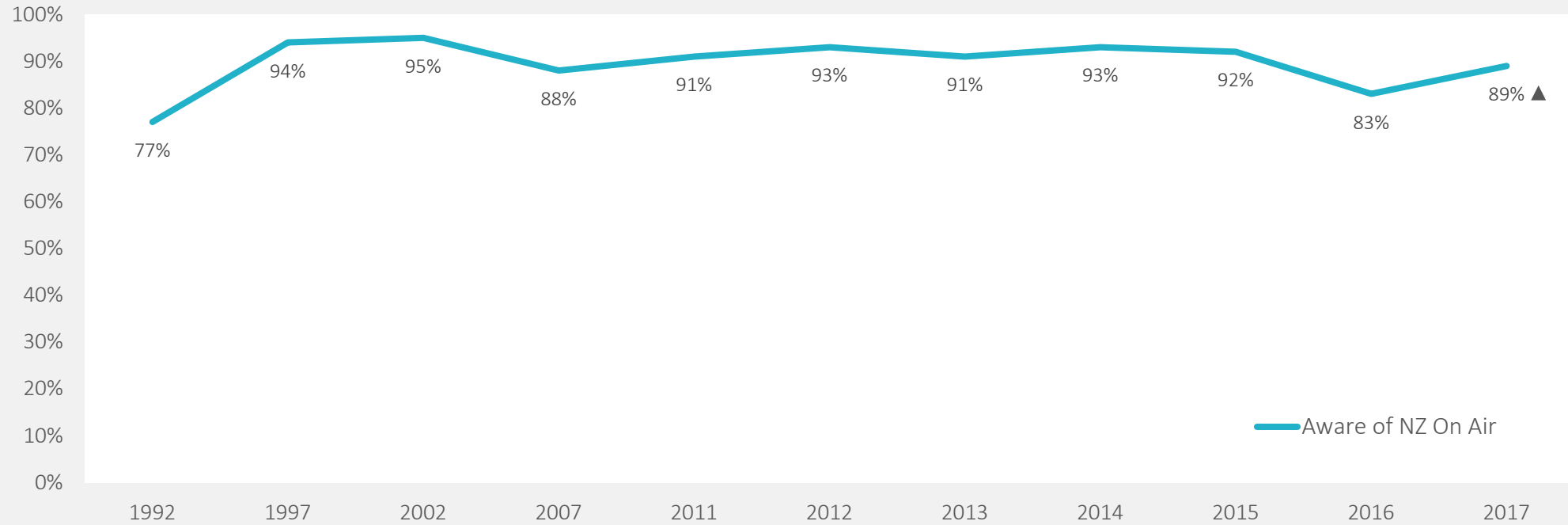
Consistent with previous years, more than eight in ten New Zealanders think it's important to have publicly funded television content that is free to view (84% similar to the 85% in 2016).



AWARENESS AND UNDERSTANDING

The vast majority of New Zealanders are aware of NZ On Air (89%). Since this time last year there has been a rise in awareness which has seen levels recover from the unusually low level of awareness seen in 2016.

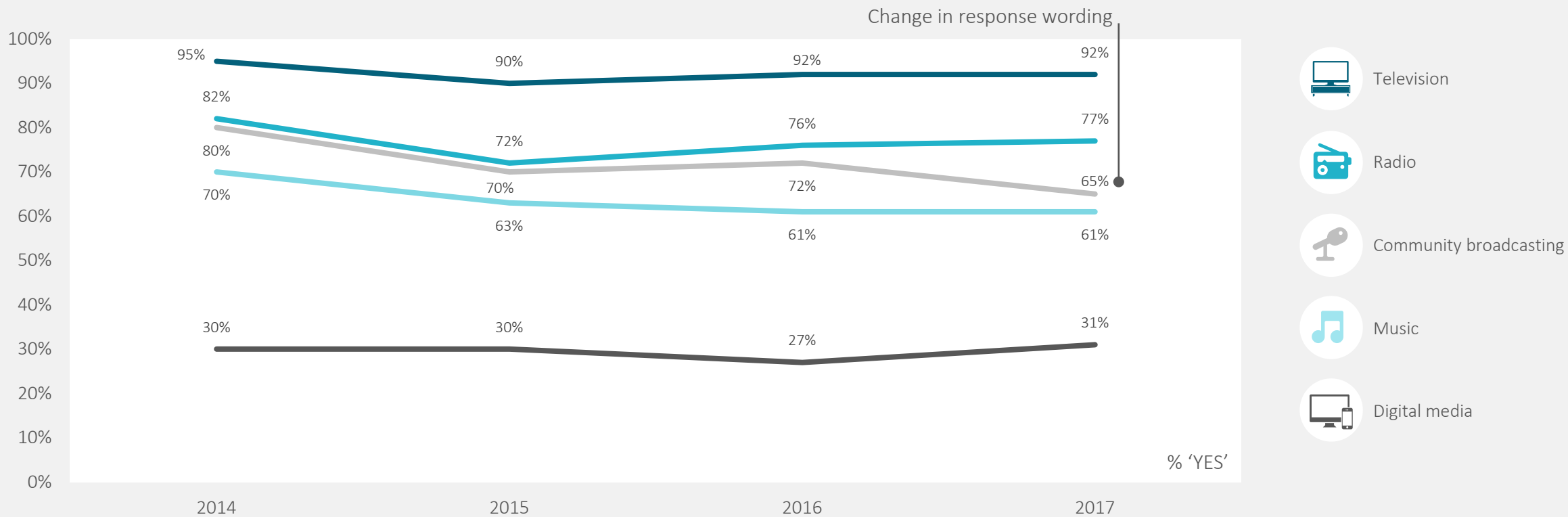
Q: 'Do you know that there is an organisation called NZ On Air?'



Which groups have below average awareness of NZ On Air? Males (85% compared to 94% among females); those aged under 30 (80% compared to 93% among their older counterparts); and those of Asian descent (47% compared to 95% among New Zealand Europeans).

As seen in previous years, once prompted, most New Zealanders who are aware of NZ On Air are also aware NZ On Air supports TV, radio, community broadcasting and music. However, its role in supporting digital media continues to be less well known.

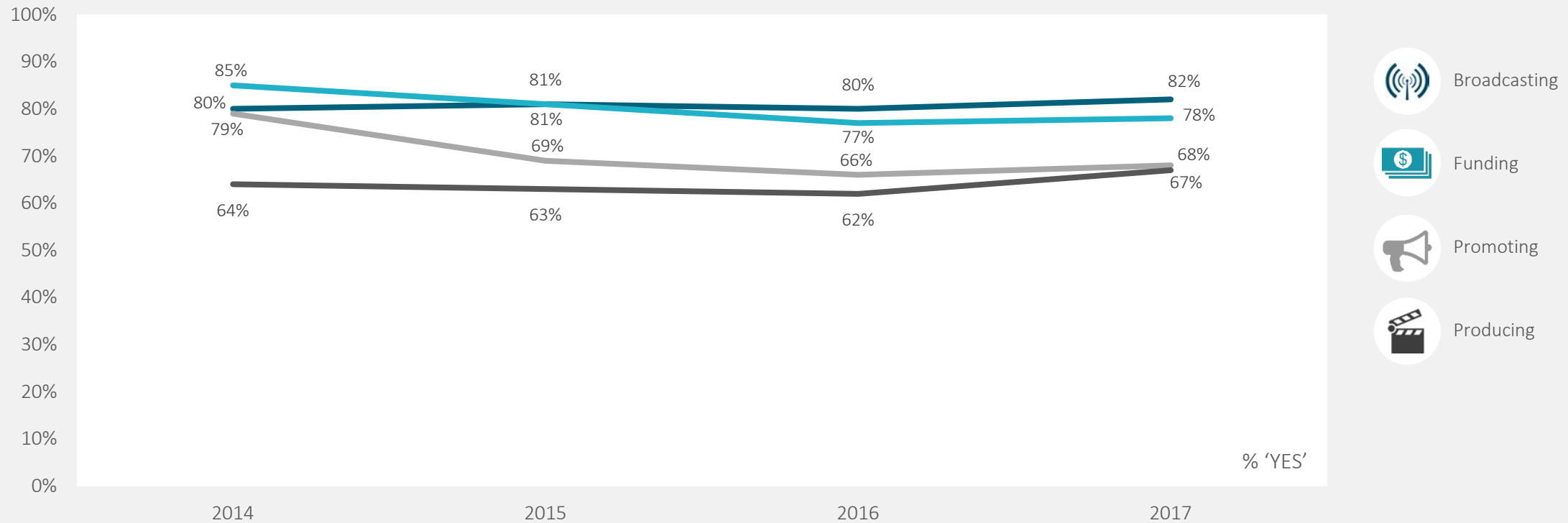
Q: 'Do you think NZ On Air supports the following? ...'



Those aged 50 and over are more aware of NZ On Air's role in supporting radio (80%) however they are less aware of its role in supporting digital media (27%).

Similar to findings seen in 2016, once prompted, 82% of New Zealanders (who know of at least one type of media NZ On Air supports) say they believe NZ On Air supports local content through broadcasting, 78% believe NZ On Air provides funding, 68% believe NZ On Air promotes local content, and 67% believe it has a role in producing.

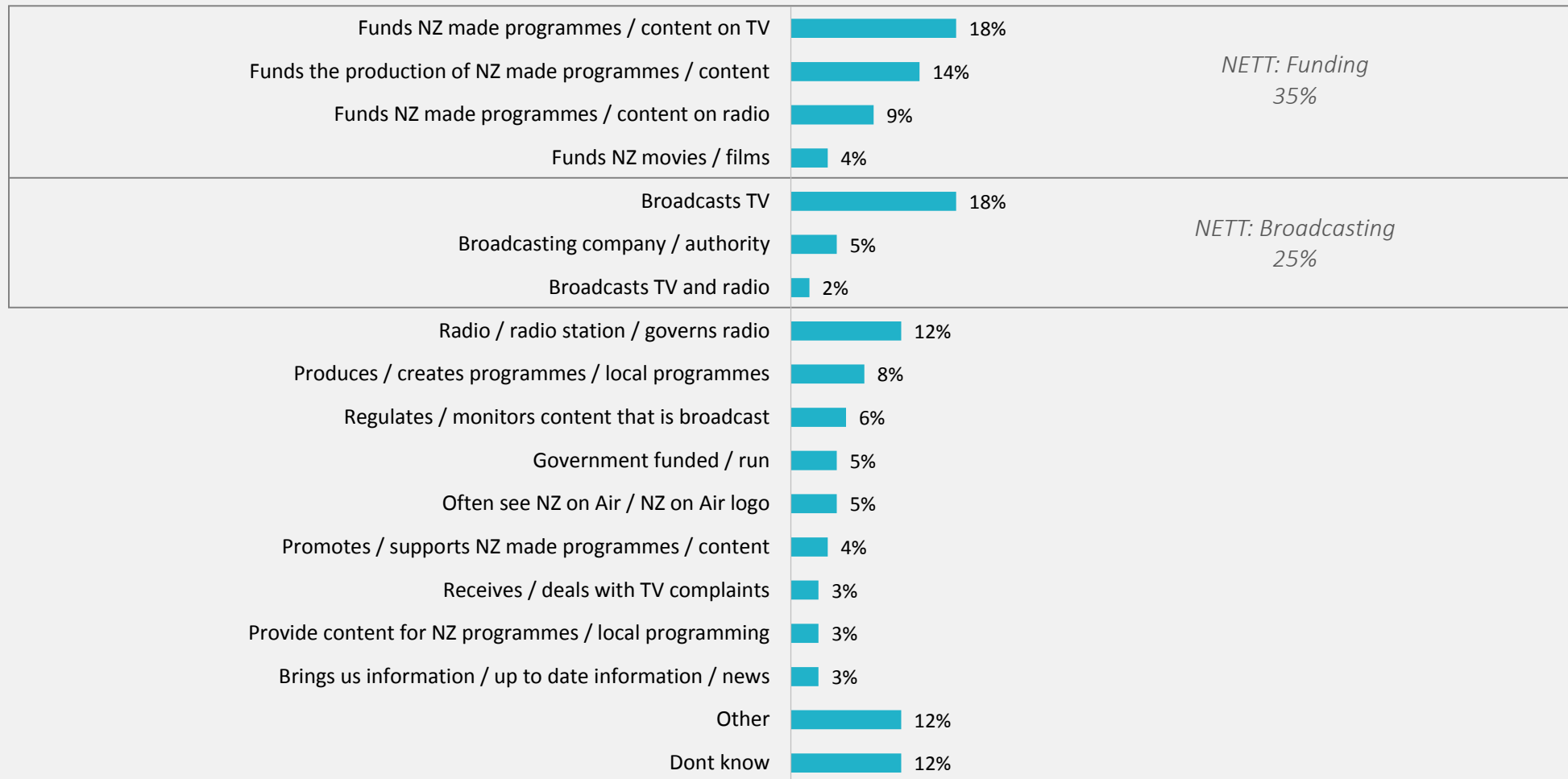
Q: 'In what way do you think NZ On Air supports local content? By ...'



New Zealanders aged 50 and over are more likely than average to think NZ On Air's supports local content through funding it (74%). Males less likely than females to think NZ On Air's has a role in producing local content (58% compared to 74% of females) and broadcasting it (74% compared to 89% of females).

When it comes to top-of-mind awareness of what NZ On Air does, those aware of NZ On Air most frequently mention funding of some form and or broadcasting.

Q: 'Can you please tell me everything you know about what NZ On Air does?' (Open ended question)

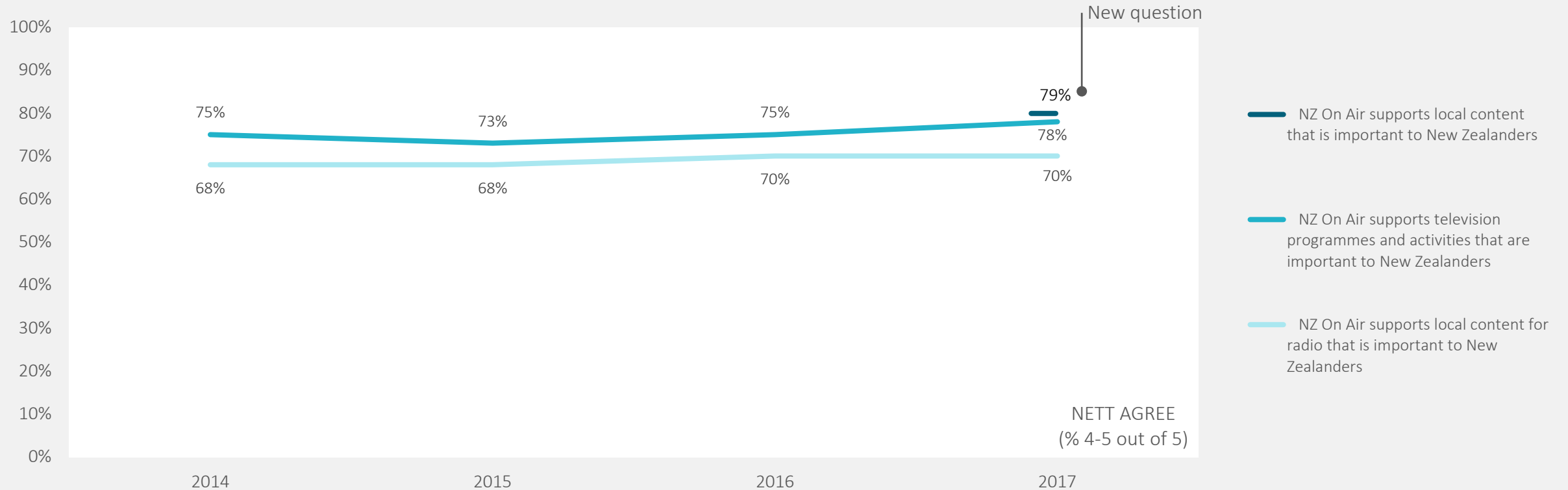




SUPPORT FOR
NZ ON AIR'S MISSION

Four in five New Zealanders agree NZ On Air supports local content, and television programmes and activities that are important to New Zealanders. A slightly lower proportion (70%) agree the local radio content that NZ On Air supports is of importance to New Zealanders.

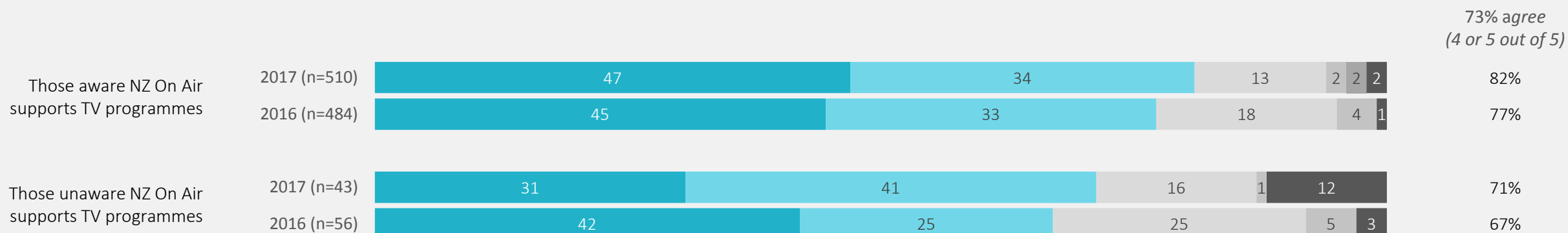
Q: 'To what extent do you agree with each of the following statements?'



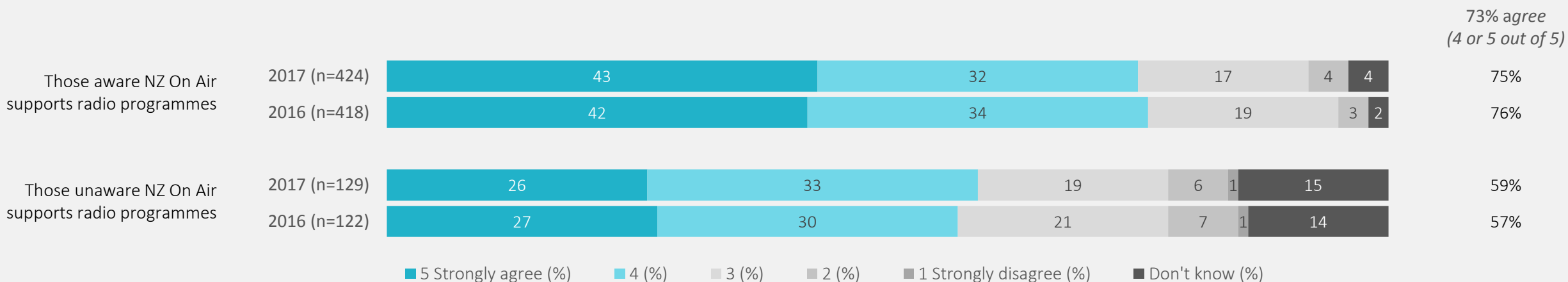
New Zealanders aged 50 or more are more likely than average to agree NZ On Air supports television programmes and activities (83%), local radio content (76%) that is important to New Zealanders.

As seen in previous years, New Zealanders who are aware of support provided by NZ On Air are more supportive of NZ On Air's mission (than those who are unaware of NZ On Air's support): 82% agree NZ On Air supports television programmes and activities that are important to New Zealanders (slightly, although not significantly, higher than the 77% who agreed in 2016), while 75% agree NZ On Air supports radio programmes that are important to New Zealanders.

Q: 'NZ On Air supports television programmes and activities that are important to New Zealanders?'



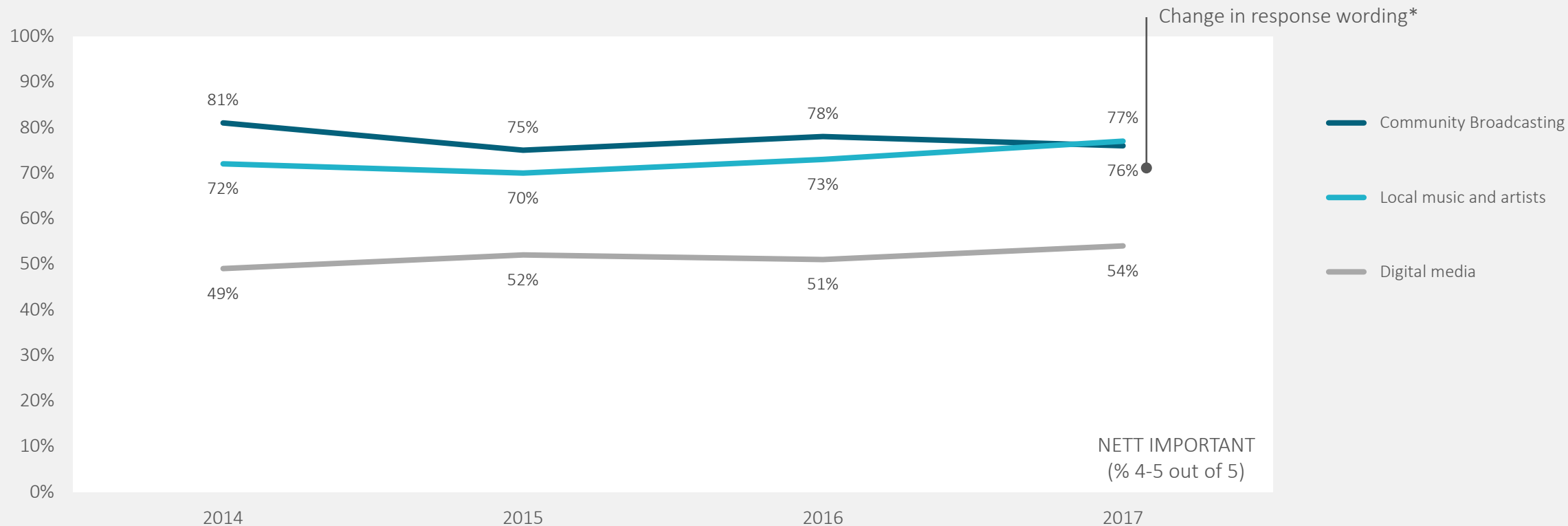
Q: 'NZ On Air supports local content for radio that is important to New Zealanders?'



Base: See chart for base sizes.
Source: B2 (A3).

Similar to last year, around three quarters of New Zealanders believe it is important for NZ On Air to support local music and artists (77%) and community broadcasting (76%), and just over half say it's important for NZ On Air to support digital media (54%).

Q: 'How important is it that NZ On Air supports each of the following?'



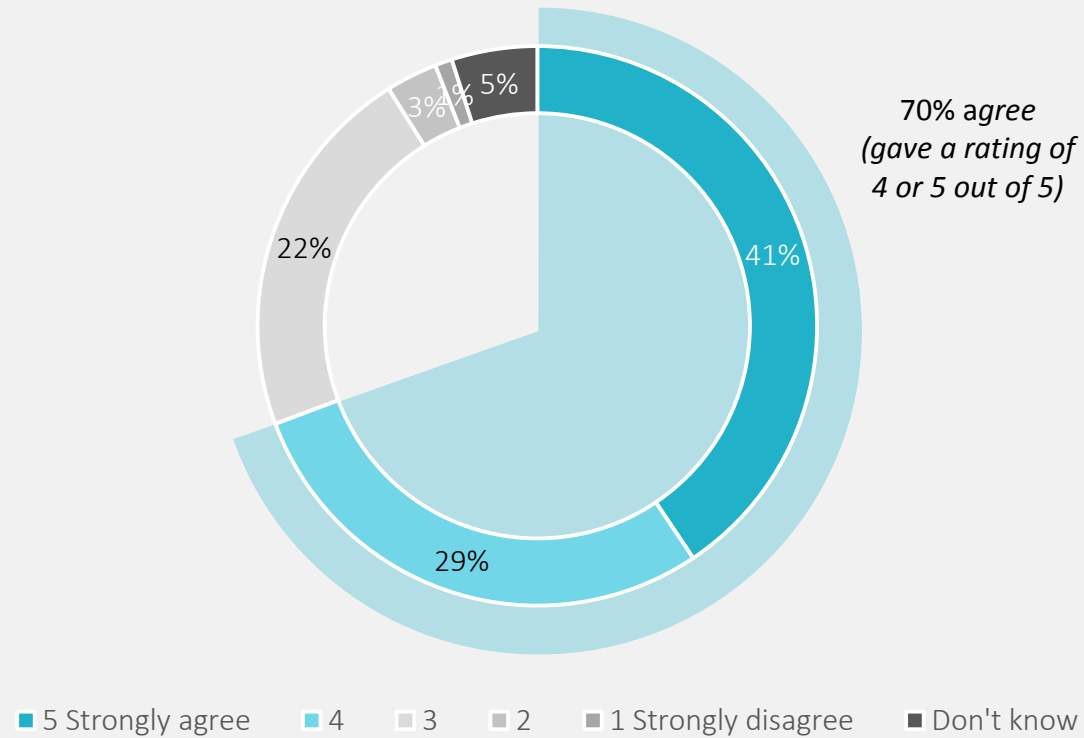
Females are more likely than average to feel it is important for NZ On Air to support local music and artists (81%). Māori are also more likely than average to feel it is important for NZ On Air to support local music and artists (89%), as well as digital media (70%).



VIEWS ON CONTENT
SUPPORTED BY
NZ ON AIR

Most New Zealanders agree NZ On Air funding results in a greater diversity of local content than would otherwise exist (70%).

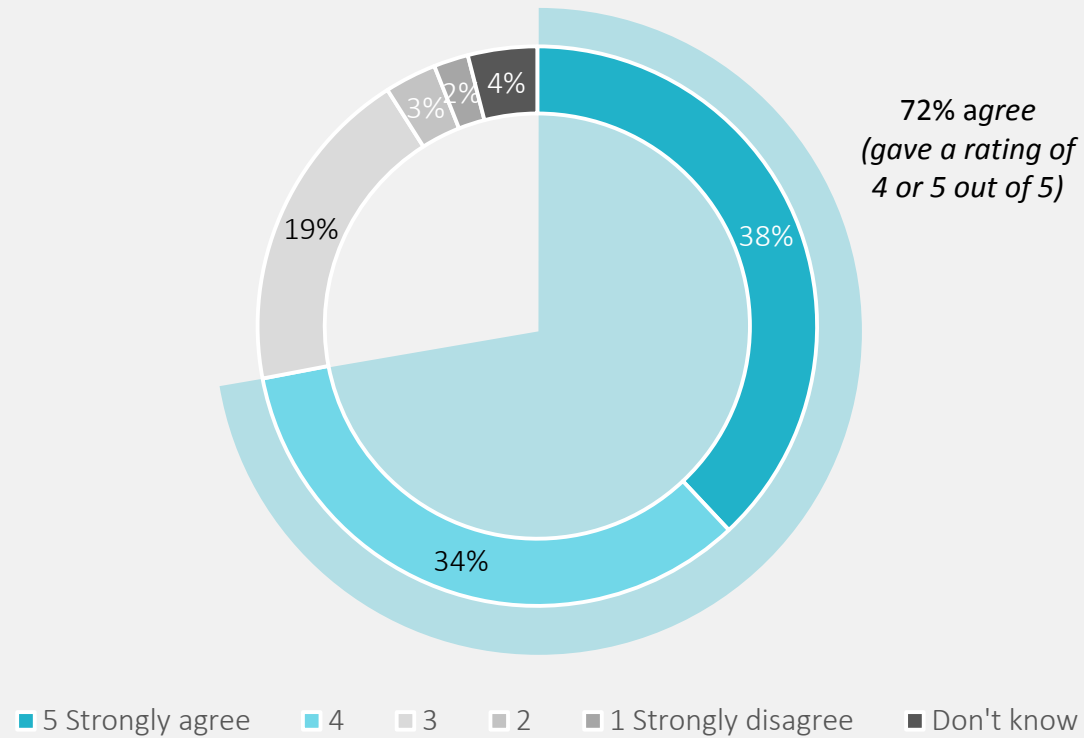
Q: 'How much do you agree or disagree that NZ On Air funding results in a greater diversity of local content than would otherwise exist?'



New Zealanders aged 40 or more are more likely than average to agree NZ On Air funding results in a greater diversity of local content (74%).

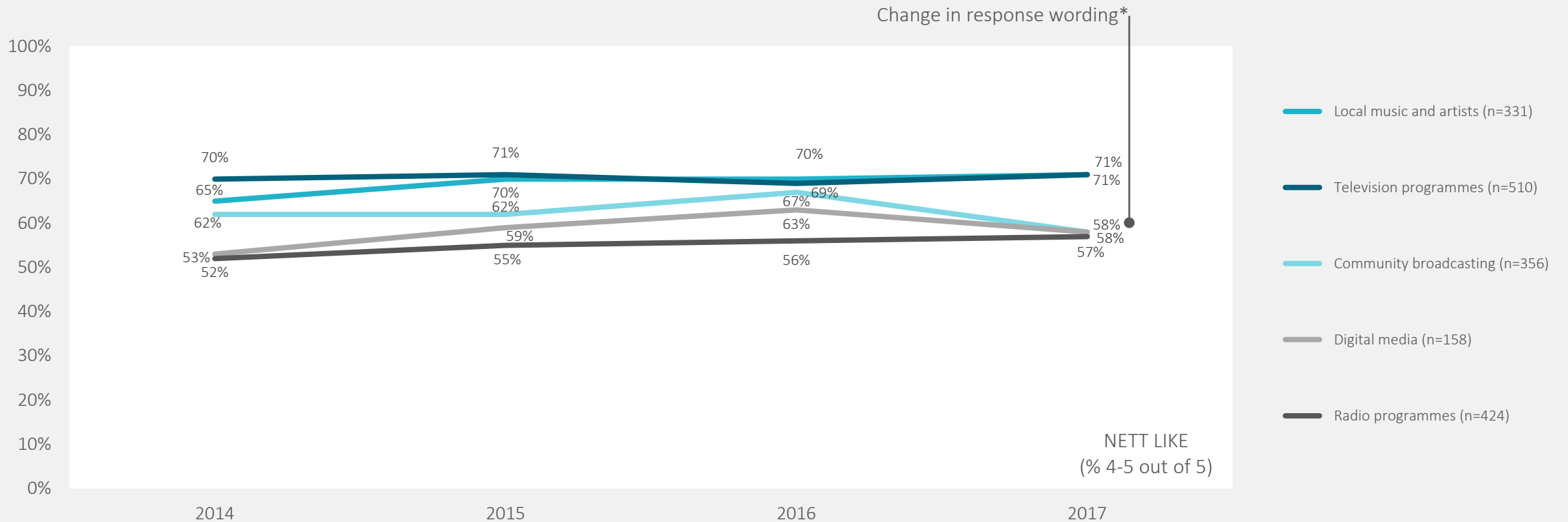
Most New Zealanders value the diversity of local content NZ On Air funds (72%).

Q: 'How much do you agree or disagree with the following statement... you value the diversity of local content funded by NZ on Air?'



Of those who are aware that NZ On Air funds TV content and local music and artists, 71% say they like both types of content. Approximately six in ten of those who are aware NZ On Air funds community broadcasting, digital media and radio content, like the content.

Q: 'How much do you like or dislike NZ On Air funded local content?' (among those aware NZ On Air supports each type of content)



New Zealanders aged 40 or more are more likely than average to like NZ On Air funded television programmes (74%), radio programmes (60%), and community broadcasting (62%). Females are more likely than males to like NZ On Air funded community broadcasting (63% compared to 52% of males).



LIKE



TELEVISION

“I just think it's part of who we are, it's really important that we can connect to it. It's part of our culture.”

“It's all made in New Zealand, not the American hype and it is good to see that there is New Zealand talent and artists that they are willing to fund and to get them going further and helping them out.”

“Support for local and locally made product, like the style and humour and like the music. Proud of NZ content.”

“I just like the programmes that they put on.”

“A lot of rubbish on other channels and Māori news is good local NZ programmes are well crafted by local producers.”

“I've enjoyed the programmes that they produced. I'm not a big television fan I don't watch it all the time. The programmes that they do do are professional and in many instances they are used overseas which is great.”



RADIO

“I listen to Radio New Zealand all day, I think it adds a terrific, unbiased and straightforward coverage of most issues that are important to New Zealanders.”

“To keep people informed on what's going in our country and community.”

“Because they have lovely music and stories.”

“I find it informative.”

“Because it is important to our culture and you hear lots of Māori music and content and its one of the best ways to revive our language.”

“I think they have great programs and that they need the funding and money to have their good programs.”



COMMUNITY BROADCASTING

“Well, it's mainly because I find that everything that deals with the community is good, doing a lot for the community is good.”

“I think it is good to know what is happening in the country, one does not want to be completely isolated and wants to know what's happening out and about.”



MUSIC AND ARTISTS

“Because it's good to get New Zealand artists out there and be backed by New Zealand On Air. It gives them a chance and it's good to hear local or New Zealand based bands. It also gets them out into the wider world.”

“To encourage the proliferation of local music and artists.”

“I think arts in general is very important. It gives artists exposure they might struggle to get otherwise.”

“We have to have a way to fund new local talent.”

“I'm into the arts and it's really important to support local artists. Internationally we do pretty well and it's good to give them a kick start.”



TELEVISION

"I find the news, local TV and journalism and coverage of news worthy stories to be poor."

"I don't think it's very good... the quality isn't very good."



RADIO

"To be honest, I don't listen to the radio that often so I'm not interested in it."

"I think they should be able to commercially stand on their own two feet."



MUSIC AND ARTISTS

"I don't have a big music interest. Other community or nationwide good could be done around more important issues facing our country - using funding to educate the public."



COMMUNITY BROADCASTING

"Waste of funds, targeting a very small group of individuals."

"Just don't think it's necessary, and it's just too much for them to do. They need to make choices like the regional stuff is not for everyone."



DIGITAL MEDIA

"NZ On Air should be funding bigger things."

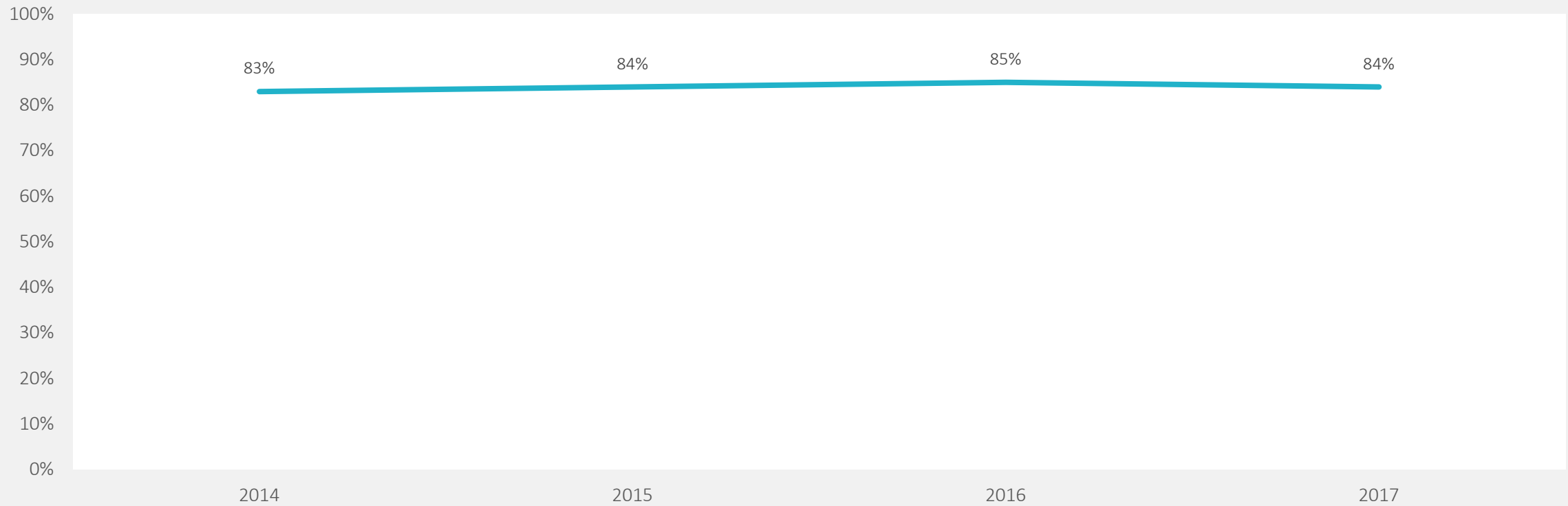
"I don't see it as NZ On Air's role to get involved with that."



VIEWS ON THE IMPORTANCE
OF PUBLICLY FUNDED
TELEVISION

Consistent with previous years, more than eight in ten New Zealanders think it's important to have publically funded television content that is free to view.

Q: 'How important is it that publicly funded television content is free to view meaning you don't have to pay a SKY, Netflix or other subscription?'





FOR FURTHER INFORMATION
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