



Public Information and Opinion Monitor

July 2007

Prepared for:



Prepared by:

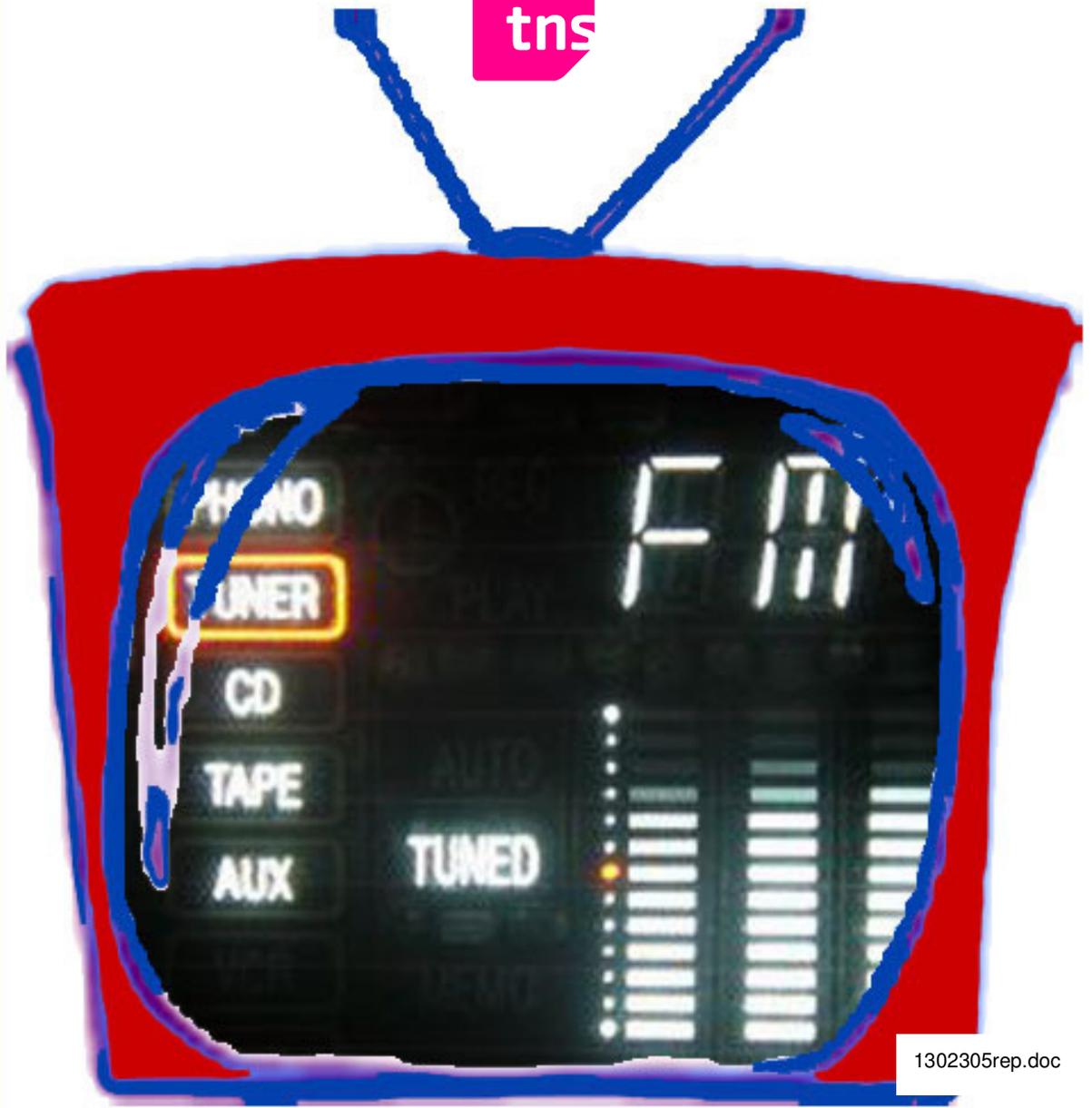


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Appendix

1.0 Executive Summary

This report summarises the findings of the NZ On Air 2007 Public Information and Opinion Monitor. TNS has conducted the monitor annually since 1992.

This year, new questions were added to the survey to measure how people access digital content.

Telephone interviews were conducted with n=750 randomly selected respondents from throughout New Zealand. An additional n=220 interviews were conducted with respondents of Māori ethnicity, selected from the Māori electoral role.

For the first time an Asian booster sample of n= 239 respondents was also obtained. The Asian sample was obtained through Smile City, TNS's online panel, with the survey also conducted online.

1.2 Main Sample

Awareness of NZ On Air

- Awareness of NZ on Air has fallen significantly in 2007 to a 15 year low of 88%.
- As in previous years, on a spontaneous (unprompted) basis, the most frequently mentioned main function of NZ On Air is 'funding New Zealand programmes' (24% - consistent with 2006 results). Compared to 2006, significantly more people also reported 'radio/ TV news service' (7% compared to 2% in 2006), and significantly less people mentioned 'radio and TV broadcasting' (2% compared to 15% in 2006).
- As with previous years, after prompting, the majority of people consider the main functions of NZ On Air to be 'fund New Zealand made TV programmes' (86%), to 'provide a wider range of NZ television than would otherwise be available' (75%), and to 'promote New Zealand culture and identity' (75%). In addition a new statement for 2007 was added and proved to be seen as a key function of NZ on Air, this was 'to help fund programmes that include New Zealanders of all ethnicities' at 76%. Compared to 2006 significantly fewer people consider the function of 'to promote Māori language and culture on television and radio' (63% compared to 69% in 2006) as a main function of NZ on Air.
- In 2007, almost half of those surveyed think that NZ On Air is part of TVNZ (47%, compared to 43% in 2006). Also, a significantly higher number of people in 2007 consider NZ On Air to be a part of Radio NZ (47%, compared to 38% in 2006), the highest association since the research begun.

Attitudes towards NZ On Air and Local Content

- A high proportion of people agree that NZ On Air supports programmes and activities that are important to New Zealanders (79%). Substantial proportions also agree that 'seeing ourselves on television and hearing our stories helps to develop our cultural identity' (76%) and that 'without NZ On Air, New Zealand drama, documentary and children's programmes would disappear' (76%). Compared to 2005 there was a significant increase in the number of respondents who agree that 'it is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the internet (53%, compared to 46% in 2005).
- Just over two thirds (69%) of people agree that NZ On Air provides good quality and interesting programmes and services. This is a significant decrease on 2005 where 75 percent agreed with this statement.

Use of NZ On Air Funding

- A quarter (25%) of all respondents believe NZ On Air helps to buy TV programmes made overseas. This is a significant decrease on 2005 (31%), and sees a return to levels seen during the period 1999 to 2004. Conversely, two fifths (41%) believe that NZ On Air does not help buy overseas made TV programmes.
- Again, as observed in previous years, *Shortland Street* remains the programme most likely to be perceived to be funded by NZ On Air (27%, compared to 25% 2005). Among programmes that NZ On Air does currently fund, *Country Calendar* is the most likely to be spontaneously reported (11%, a significant increase from 8% in 2005). Next most frequently reported are:
 - What Now? (5%)
 - National Radio (5%)
 - Mai Time (4%)
 - Tagata Pasifika (4%).
- When asked to name programmes believed to be funded by NZ On Air, nine percent reported only programmes currently funded (similar to 8% in 2005). A further 24% (a significant decrease from 33% in 2005) reported programmes both currently funded and other programmes (e.g. past or never funded). Two fifths (42%) could not name any programmes, while 26 percent named only programmes not currently funded by NZ On Air.
- Consistent with previous years, people mainly identify programmes as funded by NZ On Air by the logo at the end of the programme (63%, compared to 67% in 2005). Comparatively fewer people identify a programme as funded by NZ On Air by the logo at the beginning of the programme (12%) and the quality of the programme (4%).

- A high proportion of the sample consider it important ('very important' or 'important') that NZ On Air funds the following:
 - Teletext subtitles on television programmes (80%)
 - New Zealand children's programmes on TV (76%)
 - Programmes for people with disabilities (77%)
 - In-depth documentaries on TV (77%)
 - New Zealand music (75%).
- There is comparatively lower support for programmes for minorities (52%) and Access radio stations (46%).
- Consistent with previous years, documentaries/discovery programmes remain the most preferred type of New Zealand made programme funded by NZ On Air, if additional funding was available (11%, identical to 2005). Compared to 2005 there are no significant differences between any of the types of programmes mentioned.

New Zealand Television

- Similar to 2005 (15%), 16 percent of respondents correctly reported that between 26 and 34 percent of television programmes are New Zealand made. Half (49%) underestimated the amount of New Zealand made television programmes, while almost one fifth (18%) overestimated the amount.
- Once told that around 33% of programmes screened between 6am and midnight are New Zealand made, just over half (53%) reported that the amount of New Zealand local television content should increase (identical to 2005). Similar to 2005, just four percent consider that the amount of local content should decrease, while two fifths (39%) consider that it should stay the same.
- However, when told that the proportion of local content in Australia is around 55 percent, over 75 percent in England, and over 90 percent in the United States, significantly more people then said that the amount of New Zealand local content should be increased (61%, compared to 53% initially recorded).
- The majority of people agree that free-to-air television should be required to screen a set amount of New Zealand made programmes, in particular documentaries (88%; 86% in 2005), children and young persons' programmes (84%; 85% in 2005), New Zealand made programmes (82%; 83% in 2005), and special interest programmes (83%; 82% in 2005).
- Once told of the expense of buying never seen before New Zealand programmes, compared to buying ready made overseas programmes, fewer people (78%) consider that free-to-air television should be made to screen a set amount of New Zealand made programmes (compared to 82% before being told of the expense comparison).

Television Viewing and Radio Listening Behaviour

- Over half the respondents (52%) believe the amount of New Zealand music being played on the radio has increased (but significantly lower than the 57% observed in 2005). Just four percent said they think it has decreased.
- Two thirds (64%) consider it important that radio stations are encouraged to play more New Zealand music and that more New Zealand music is played on the radio. This finding is similar to 2005.
- New Zealand documentaries continue to be reported as the most frequently watched programmes in New Zealand households (84% - a significant decrease from 90% in 2005).

The next most watched include:

- Special interest programmes (66%, a significant decrease from 71% in 2005)
- Drama programmes (62%, similar to 64% in 2005)
- Comedy programmes (62%, similar to 64% in 2005)
- New Zealand arts and performance programmes (55%, similar to 58% in 2005).
- From a comprehensive list of NZ On Air funded programmes, the most watched programme is Country Calendar (78%, compared to 75% in 2005), followed by What Now? (63% compared to 59% in 2005).
- 'One off' programmes, although watched by relatively fewer viewers, offered a high level of enjoyment. For example:
 - World of Wearable Arts (enjoyed by 69%, watched by 48%)
 - ANZAC Day Wreathlaying Ceremony (enjoyed by 82%, watched by 41%).
- Without regard to actual viewer numbers, programmes most enjoyed in 2006 are:
 - Country Calendar (enjoyed by 82%, watched by 78%)
 - The Unauthorised History of New Zealand (enjoyed by 80%, watched by 41%)
 - Extraordinary Kiwis (enjoyed by 80%, watched by 36%)
 - Bro' Town (enjoyed by 76%, watched by 49%).

Digital Television

- Currently 97 percent of respondents receive TV One, Two and Three, and these channels are deemed to have reception of a high quality (80%, 89% and 87% respectively). SKY Digital recorded the highest reception quality with 93 percent of respondents rating it as good or above.
- When informed that a range of channels similar to SKY could be available free if a set top box was purchased, half (49%) of New Zealanders would be willing to buy a set top box. This is a significant decrease on 2005 where nearly three quarters (73%) indicated they would be prepared to purchase a set top box. Conversely, two fifths (41%, compared to 21% in 2005) said that they would not.
- Among those willing to buy a set top box, 63 percent would not be prepared to pay over \$250. Twenty six percent did not know how much they are prepared to pay.
- If given the choice of which type of digital service (if any) they would like to receive, 51 percent stated that they would prefer free-to-air digital television, and 30 percent indicated that would prefer both free-to-air and pay digital television.
- The most popular reasons for the respondents' choices are 'more variety of channels' (24%), 'it's free' (21%), 'better reception' (7%), 'not willing to pay/shouldn't have to pay for television' (6%), 'it would be cheaper' (5%) and 'no monthly payments' (5%).
- Respondents identified the following factors as having the most influence on their decision. Reception quality (84%), overall cost (83%) and access to a wider choice of channels (83%) are deemed to have the largest influence, and access to live sports channels (61%) having the least influence.

1.3 Māori and Non- Māori Comparisons

This section summarises the significant differences between the Māori sample and the non-Māori sample.

- Māori respondents are significantly more likely to:

	Māori people	Non-Māori
	%	%
Spontaneously recall that NZ On Air promotes New Zealand made programmes	13	9
Think that NZ On Air is a part of TVNZ	60	41
Think that NZ On Air is a part of Radio New Zealand	46	37
Be aware (prompted) that NZ On Air has the following functions:		
- To promote Māori language and culture on TV and radio	80	68
- To help fund radio stations for the Pacific Island Community in New Zealand	48	41
- To ensure programmes are made for special interest groups such as ethnic minorities and people with disabilities	72	65
- To provide Teletext subtitling on some TV programmes for people who have difficulty hearing	55	48
- To help fund Access radio stations	42	35
Agree with the following statements:		
- Seeing ourselves on television and hearing our stories helps to develop our cultural identity	83	76
- It is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet	60	51
- Without NZ On Air National Radio and Concert FM programmes would disappear	60	53
Agree that NZ On Air provides good quality and interesting programmes and services	80	68
Consider that NZ On Air helps buy television programmes made overseas	32	24
Be aware of both currently funded NZ On Air and other programmes	38	22
Be aware that a programme is funded by NZ On Air by the logo at the end of the programme	72	62

	Māori people %	Non-Māori people %
Think NZ On Air should fund:		
- Programmes for ethnic minorities	77	56
- Pacific Island Radio station in New Zealand	71	50
- New Zealand children's programmes on TV	80	76
- New Zealand music	85	73
- Programmes for people with disabilities	87	75
- Children's programmes reflecting Māori language and culture for all children	83	64
- New Zealand comedy programmes	71	65
- In-depth and well researched NZ documentaries on TV	84	77
- Māori radio and television in English	70	60
- New Zealand arts and performance programmes	72	66
- Documentaries made by Māori about Māori issues, but for a general audience	85	63
- Access radio stations	56	45
- Māori radio and television partly in Te Reo	80	53
- Programmes for minorities	68	49
Support an increase in the amount of New Zealand local content on television	69	51
Support an increase in the amount of New Zealand local content on television after being informed of the amount of local content in other countries	75	60
Agree that free-to-air channels should be required to screen a set amount of New Zealand programmes:		
- New Zealand made documentaries	93	87
- New Zealand made programmes	89	83
- New Zealand made children and young persons' programmes	89	83
- New Zealand made special interest programmes	91	83
- New Zealand made comedy programmes	82	69

- New Zealand made arts and performance programmes	84	72
- New Zealand made drama programmes	86	76

	Māori people %	Non-Māori %
Think there should be compulsory screening of New Zealand programmes, even after being told of the expense	88	77
Believe that the amount of New Zealand music on the radio has increased over the last 12 months	60	51
Agree that Radio stations should be encouraged to play more New Zealand music on the radio	72	63
Believe that it is important that radio stations actually play more New Zealand music on the radio	76	61
Say that people in their household regularly listen to or watch a wide range of programmes (compared to non-Māori people):		
- New Zealand television documentary programmes made with the help of NZ On Air	90	84
- Pacific Island radio stations	34	9
- New Zealand children's programmes	70	43
- New Zealand comedy programmes	75	60
- New Zealand special interest programmes	79	65
- NZ On Air funded music videos	68	44
- New Zealand arts and performance programmes	68	53
- New Zealand drama programmes	72	61
- Māori radio stations and TV programmes in English	75	28
- Teletext subtitles on television programmes	35	23
- Access radio stations	27	25
- New Zealand programmes on commercial radio stations	41	31
- New Zealand music programmes on commercial radio	44	33
- Māori radio stations and TV programmes in Te Reo	65	13
Currently receive:		
- Māori Television	86	65

-	Trackside	67	53
-	SKY Digital	48	38
	Willing to purchase a set top box	58	48

1.4 Conclusions

Overall awareness remains very high, with nine in ten New Zealanders aware of NZ On Air.

In 2006 New Zealanders continued to express positive opinions of NZ On Air with over three quarters agreeing that NZ On Air supports programmes and activities important to New Zealanders. In addition to this, over two thirds agreed that NZ On Air provides good quality and interesting programmes and services.

While many New Zealanders are aware that NZ On Air funds programmes, few are able to spontaneously (and accurately) name programmes currently funded. A very small fraction could identify programmes funded by NZ On Air when asked, and two thirds of the sample could not name any programmes funded by NZ On Air. The logo that appears at the end of the programme remains by far the most common way of identifying that a programme had been funded by NZ On Air.

In 2006, there is continued support for NZ On Air to fund subtitled programmes, children's programmes, programmes for people with disabilities, in-depth documentaries (and importantly, documentaries about New Zealand), and New Zealand music.

Very few respondents could accurately identify the current level of New Zealand made programmes on television. However, when told of the levels of locally made programmes overseas, half of the respondents thought the current level should increase.

There is also strong support for set quotas of New Zealand made programmes to be screened – in particular documentaries, children and young persons' programmes and special interest programmes. There is similar support for radio stations to be encouraged to play more New Zealand music.

A range of NZ On Air funded programmes is both watched and enjoyed by a high proportion of New Zealanders. However, since 2005 there have been significant decreases in viewer audiences for programmes such as documentaries, special interest, and children's programmes. Country Calendar and What Now? are currently the most watched programmes, with Country Calendar also leading in the enjoyment ratings.

Support for purchasing a set top box that would enable access to a range of free-to-air channels has significantly decreased in 2006 with just under half the respondents willing to buy a set top box. Most would only be willing to pay less than \$250 for this service.

Similar to 2004, a range of significant differences are evident in the viewing behaviour, preferences and opinions of Māori compared to non-Māori people. Notably, there is a higher degree of support among Māori for funding programmes for ethnic minorities, Pacific Island radio stations, and New Zealand music and children's programmes.

Māori are also significantly more likely to support an increase in the amount of locally made content and agree that free-to-air channels should be required to screen a set amount of New Zealand programmes, in particular children and young persons', comedy, and arts and performance programmes.

Māori are significantly more likely to watch and listen to a wide range of programme types, in particular Māori radio in both English and te reo, children's, comedy and special interest programmes, and NZ On Air funded music videos.

2.0 Background

TNS¹ New Zealand has conducted an annual public information and opinion monitor for NZ On Air since 1992. Objectives of the research are to:

- Measure awareness of NZ On Air.
- Determine the level of understanding of the role and functions of NZ On Air.
- Determine awareness of how NZ On Air funding is used.
- Obtain feedback on the percentage of 'local' New Zealand made programmes that should be on television.
- Gather feedback on the importance of the role NZ On Air plays in New Zealand broadcasting
- Obtain feedback on the preferred use of NZ On Air funding.
- Gather feedback on the use of any extra funding made available.
- Measure popularity and awareness of programmes funded by NZ On Air.
- Identify any differences between the responses of Māori and non-Māori.
- Identify any differences between the responses of Asians and non-Asians.
- Measure television viewing and radio listening behaviours.
- Determine the level of support for NZ On Air's programmes and services.
- Measure behaviour regarding digital media.

From 1999 all reference to the Broadcasting Fee was removed. Where applicable, respondents are asked about NZ On Air instead of the Fee.

¹ Formerly NFO New Zealand/ CM Research.

3.0 Methodology

The main sample of n=750 respondents was recruited using random digit dialling. The margin of error associated with a sample of n=750 is ± 3.6 percent. On reduced base sizes the sample error will be greater than this.

In addition, a booster sample of n=220 Māori were randomly drawn from the Māori Electoral Roll². Comparisons between Māori and non-Māori are made throughout the report. Additional to the booster sample of n=220 Māori, a further n=53 Māori were interviewed as part of the main sample. This gave a total of n=273 Māori, with the remaining n=697 interviews³ being classified as non-Māori.

For the first time this year, an Asian booster sample of n=239 was also included in the analysis. The survey for the Asian booster was conducted online with the sample obtained from Smile City, TNS's online panel.

SmileCity is New Zealand's largest online community with over 120,000 members. The panel consists of members who have pre-registered an interest in completing online surveys. They are incentivised using a redeemable points system.

The database is managed to ensure that respondents are not over-surveyed and that only considered responses are collected.

Additional to the booster sample of n=239 Asians, a further n=35 Asians were interviewed as part of the main sample. This gave a total of n=274 Asian people, with the remaining n=715 interviews⁴ being classified as non-Asians.

Sample

- The person interviewed was the person within each household who was aged 18 years or over with the next birthday.
- The main sample was geographically representative of the main urban, secondary urban and rural centres (100% national coverage). From 1997 the sample was extended to include rural households.
- The sample profile is appended. As occurred in previous years, females (63%) were more likely than males (37%) to participate in the survey.
- For the Asian sample, quotas for age were applied to ensure a representative sample was drawn.

Interviewing

General Sample and Māori Booster

- Fully trained TNS interviewers, based in Auckland, carried out the interviewing. This survey was conducted using Computer Assisted Telephone Interviewing (CATI).
- Up to three call backs were conducted to reduce over-sampling of less socially active people.

² Seven thousand names were telematched to give a total sample frame of 2,113 of which n=220 Māori were interviewed.

³ n=970 less the n=273 Māori

⁴ n=989 less the n=274 Asian

- To ensure the quality of information, all interviewers' work was checked for accuracy and completeness by a supervisor. Additionally, a 10 percent audit of each interviewer's work was undertaken.
- Fieldwork was conducted between 16 May and 17 June 2007. All interviewing was conducted during weekends and weekday evenings.
- A structured questionnaire was used for the survey. The questionnaire is appended to this report.

For the Asian Booster Sample

- Asian Smile City members were sent out invitations to participate.
- Those who completed the survey received 150 Smile City points.

Significant Differences

Significant differences are highlighted throughout the report. This includes:

- Significant differences are marked in tables throughout the report. On the general sample tables (n=750 in 2007), a  indicates a significantly higher result compared with 2006. A  indicates a significantly lower result compared with 2006.
- On the Māori tables, a  indicates a significantly higher result compared with non-Māori in 2007; while a  indicates a significantly lower result compared with non-Māori in 2007. Significant differences are reported only where they are evident.
- Also on the Māori tables significant differences between 2006 and 2007 are marked in tables throughout the report. On the Māori tables, a  indicates a significantly higher result compared with 2006. A  indicates a significantly lower result compared with 2006.
- Significant differences by demographic group are highlighted in a red box where they are evident. For example, the table below shows that people who reside in the Lower North Island, those who are male, and those who are aged between 35 and 44 years are significantly more likely to be aware of NZ On Air.

Aware of NZ On Air:	Significantly more likely to:
Yes	<ul style="list-style-type: none"> – reside in Lower North Island – be male – aged 35 to 44 years

- Throughout the report, zero figures will be indicated with a dash (-) and figures greater than zero but less than one percent will be shown with an asterix (*).

Questionnaire

A copy of the questionnaire is appended to this report (see appendix two).

4.0

Awareness of NZ On Air

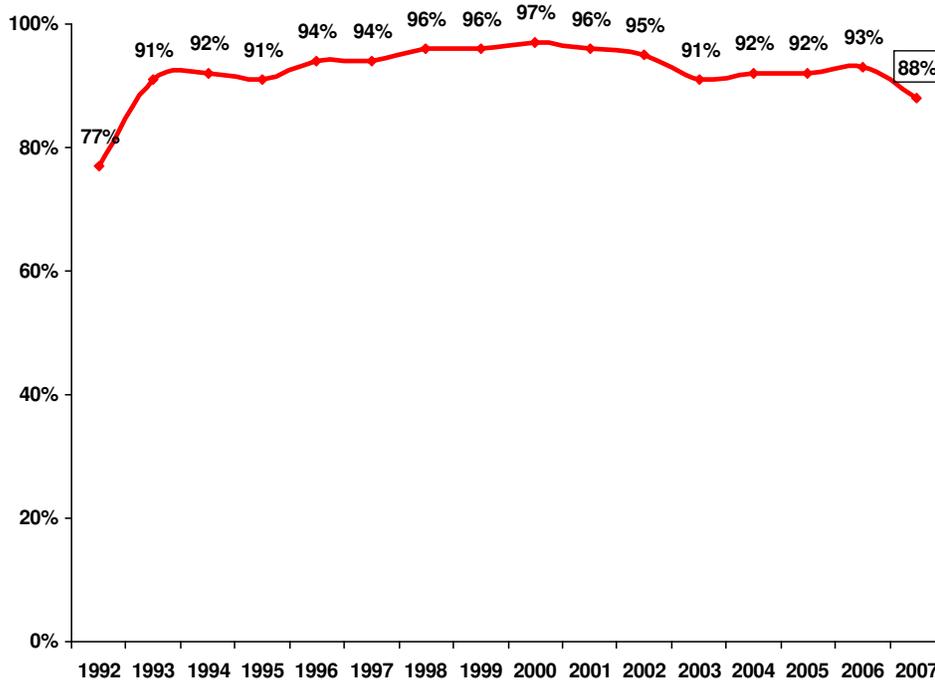
4.0 Awareness of NZ On Air

4.1 Prompted Awareness of the Organisation

New Zealanders were asked whether they have heard of an organisation called NZ On Air.

Almost nine out of ten New Zealanders (88%) are aware of NZ On Air. This is only the second time in 15 years that awareness of NZ On Air has dipped below 90 percent and is a significant decrease from 2006.

Prompted Awareness of NZ On Air



Base: All respondents (n=750)

Aware of NZ On Air	Significantly more likely to:
Yes	<ul style="list-style-type: none"> - Be NZ European/Pakeha - Live in an urban area.
No	<ul style="list-style-type: none"> - Be aged 18-34 - Young person either living alone or in a group or as a couple.

Prompted Awareness of NZ On Air – Results of Māori Compared with Non-Māori

The table below compares awareness of NZ On Air among Māori and non-Māori. Both Māori (86%) and non-Māori (90%) have relatively high levels of awareness of NZ On Air with no significant difference between the groups. When compared to 2006, Māori in 2007 are significantly less likely to be aware of New Zealand On Air (2006, 92% vs. 2007, 86%).

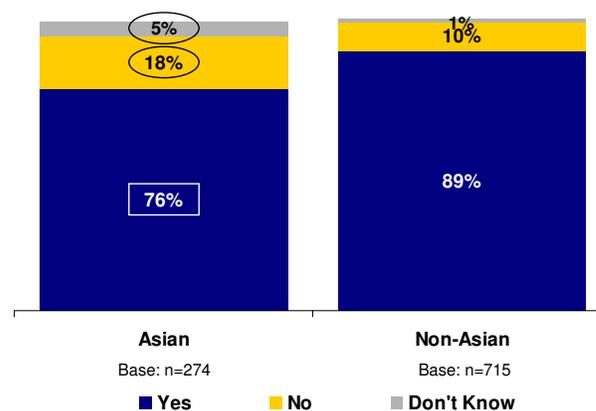
Prompted Awareness of NZ On Air – Māori vs. Non- Māori

	Māori				Non-Māori
	2002 %	2004 %	2006 %	2007 %	2007 %
Yes	94	93	92	86↓	90
No	6	7	8	10	8
Don't know	-	-	-	1	1
Base (n=):	271	254	292	273	697

Prompted Awareness of NZ On Air – Results of Asian Compared with Non-Asian people

The graph below compares awareness of NZ On Air among Asian and non-Asian people. Compared to non-Asian people (89%), Asian people (76%) are significantly less likely to be aware of NZ On Air.

Prompted Awareness of NZ On Air – Asian vs. non-Asian

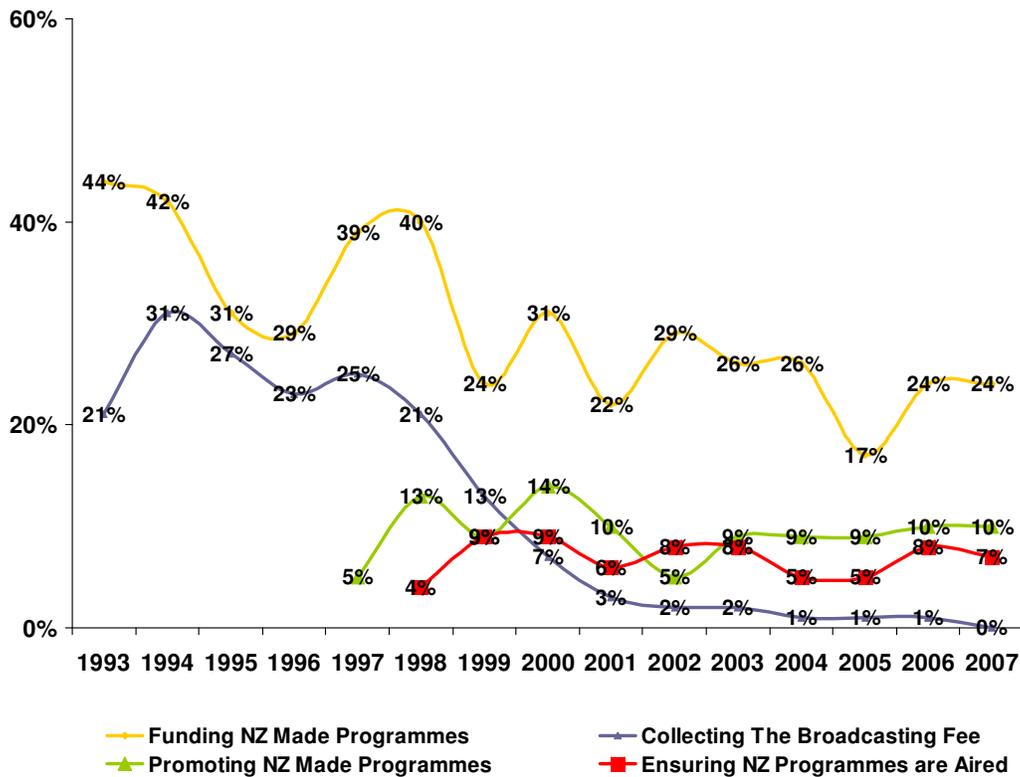


4.2 Spontaneous Understanding of NZ On Air

Those who are aware of NZ On Air (n= 661) were asked what they understood the functions of NZ On Air to be.

The chart below plots four spontaneous responses from 1993 to 2007. Funding New Zealand made programmes is the most commonly understood function of NZ On Air (24%). Other functions of NZ On Air spontaneously recalled are promoting NZ made programmes (10%) and ensuring New Zealand programmes are aired (7%). For the first time, less than one percent said the function of NZ On Air is to collect the broadcasting fee.

Spontaneous Understanding of Function of NZ On Air



Base (n=): Aware of NZ On Air (n=661)

Spontaneous Understanding of NZ On Air's Functions

A full list of NZ On Air's functions spontaneously mentioned by people is shown in the table below.

As in previous years, the most commonly recalled function of NZ On Air is funding New Zealand made programmes (24%), this is identical to 2006 and similar to 2003 and 2004.

Interestingly, more than five percent of New Zealanders perceive policing, censorship and maintaining standards (8%), and providing radio and television news services (7%) to be functions of NZ on Air. This tends to indicate that people are confusing the function of NZ On Air with Government Departments, such as the Broadcasting Standards Authority, Television New Zealand and Radio New Zealand.

Compared to 2006 significantly more people consider NZ On Air's functions to include radio and television news services (2% in 2006 increasing to 7% in 2007), funding broadcasting (1% in 2006 increasing to 3% in 2007) and providing entertainment (1% in 2006 increasing to 3% in 2007). Significantly fewer people in 2007, compared to 2006, consider NZ On Air's functions to include funding programmes for television and radio (8% in 2006 decreasing to 3% in 2007) and radio and television broadcasting (15% in 2006 decreasing to 2% in 2007).

Spontaneous Understanding of NZ On Air

	2002	2003	2004	2005	2006	2007
	%	%	%	%	%	%
Funding New Zealand made programmes	29	26	26	17	24	24
Promoting New Zealand made programmes	5	9	9	9	10	10
Policing, censorship and maintaining	7	7	8	8	9	8
Ensuring New Zealand programmes are aired	8	8	5	5	8	7
Radio/TV news service	1	2	1	3	2	7
Making TV programmes	2	4	1	2	*	5
To inform/educate people	2	2	2	1	3	4
Funding programmes for TV and radio	7	4	6	4	8	3
Funding broadcasting	6	12	6	2	1	3
Provide entertainment	2	1	1	2	1	3
Funding TV programmes	3	4	2	4	-	2
Funding National Radio	1	1	1	1	1	2
Service to New Zealand customers	*	1	1	-	1	2
Delivering top quality programmes	2	3	2	-	-	2
Running TV	2	2	1	1	1	2
To Encourage local talent	-	-	-	2	2	2
Radio and TV broadcasting	-	-	5	1	15	2
Support New Zealand culture	2	1	1	1	1	2
To promote NZ music	-	-	-	-	-	2
Government department for broadcasting	-	-	4	4	2	1
Funding radio programmes	1	*	2	-	*	1
Documentaries	-	-	-	1	1	1

Spontaneous Understanding of NZ On Air (Continued)

	2002 %	2003 %	2004 %	2005 %	2006 %	2007 %
Advertising	1	*	-	1	1	1
Making radio programmes	1	1	-	-	*	1
Funding orchestra, opera and the arts	-	1	-	-	-	1
Making TV and radio programmes	6	1	1	5	4	1
Māori programmes	1	1	1	-	1	1
Collecting the Broadcasting Fee	2	2	1	1	1	*
Supervising/Policing Commercial	-	-	-	4	-	*
Funding for children's programmes	-	-	-	-	-	*
To promote NZ made programmes overseas	-	-	-	-	-	*
Quality TV coverage	-	-	-	5	2	-
Distributing licence fee	*	*	-	-	-	-
Other	2	4	3	-	1	1
Don't know	17	16	18	19	14	15
Base (n=): Aware of NZ On Air	714	684	693	716	714	661

Spontaneously stated function of NZ On Air	Significantly more likely to:
Funding NZ made programmes	<ul style="list-style-type: none"> - Be aged 18 to 34 years - Live in household with young children.

Spontaneous Understanding of NZ On Air – Results of Māori Compared with Non-Māori

The table below illustrates that similar to the general population sample, Māori most commonly mentioned funding New Zealand made programmes as the function of NZ On Air (Māori 21%, non-Māori 24%).

Compared with non-Māori, Māori are significantly more likely to perceive funding for broadcasting as a function of NZ On (7%, compared to 3% of non-Māori). In contrast Māori are significantly less likely than non-Māori to consider ensuring New Zealand programmes are aired as a function of NZ On Air (3%, compared to 8% of non-Māori)

When compared to 2006, Māori in 2007 are significantly more likely to perceive radio and television news services (11%, compared to 3% in 2006), making television and radio programmes (8%, compared to 3% in 2006), and making television programmes (8%, compared to less than 1% in 2006) as the function of NZ On Air. In 2007, Māori are also significantly less likely to perceive radio and television broadcasting as a function of NZ On Air (4%, compared to 17% in 2006).

Spontaneous Understanding of NZ On Air

	Māori				Non-Māori
	2002 %	2004 %	2006 %	2007 %	2007 %
Funding New Zealand made programmes	19	19	19	21	24
Radio/TV news service	1	3	3	11	7
Promoting New Zealand made programmes	8	7	13	10 ↑	10
Making TV and radio programmes	5	1	3	8 ↑	5
Making TV programmes	*	1	*	8 ↑	5
Funding broadcasting	6	5	1	7	3
Policing, censorship and maintaining standards	5	7	7	6	8
Radio and TV broadcasting	-	10	17	4 ↓	2
Ensuring New Zealand programmes are aired	9	5	5	3	8
To inform /educate people	*	3	3	3	4
Running TV	4	3	1	3	2
Māori programmes	2	-	1	3	*
Funding TV programmes	2	2	-	3	3
Provide Entertainment	-	-	-	2	3
To promote NZ music	-	-	-	2	2
Service to New Zealand customers	1	1	2	2	2
To deliver the best quality media	-	-	-	1	2
Encourage local talent	-	-	-	1	2
Support New Zealand Culture	1	*	-	1	1
Other	2	2	-	2	2
Don't know	31	26	18	14	15
Base (n=): Aware of NZ On Air	254	215	268	247	617

Spontaneous Understanding of NZ On Air – Results of Asian Compared with Non-Asian

The table below illustrates that Asian people are significantly more likely to mention funding New Zealand made programmes as a function of NZ On Air (35% Asian, 24% non-Asian). Asian people are also more likely to mention funding TV programmes as a function of NZ On Air (8% Asian, 2% non-Asian)⁵.

Spontaneous Understanding of NZ On Air

	Asian	Non-Asian
	2007 %	2007 %
Funding New Zealand made programmes	35	24
Promoting New Zealand made programmes	9	10
Radio/TV news service	9	7
Funding TV programmes	8	2
Policing, censorship and maintaining standards	6	8
Ensuring New Zealand programmes are aired	6	7
Making TV programmes	6	5
Radio and TV broadcasting	5	2
To promote NZ music	4	2
Encourage local talent	4	2
Government Department for broadcasting	3	1
To inform /educate people	2	4
Funding broadcasting	2	3
Running TV	2	2
Making Radio programmes	2	1
Funding programmes for TV and radio	1	3
Making TV and radio programmes	1	1
Support New Zealand Culture	1	1
Funding radio programmes	1	1
Advertising	1	1
Māori programmes	1	1
Provide Entertainment	-	3
Service to New Zealand customers	*	2
To deliver the best quality media	*	2
Other	1	1
Don't know	14	15
Base (n=): Aware of NZ On Air	274	715

⁵ Note: these responses may not be entirely spontaneous as the Asian booster was conducted online. It may therefore be possible for respondents look up the actual functions of NZ On Air prior to responding.

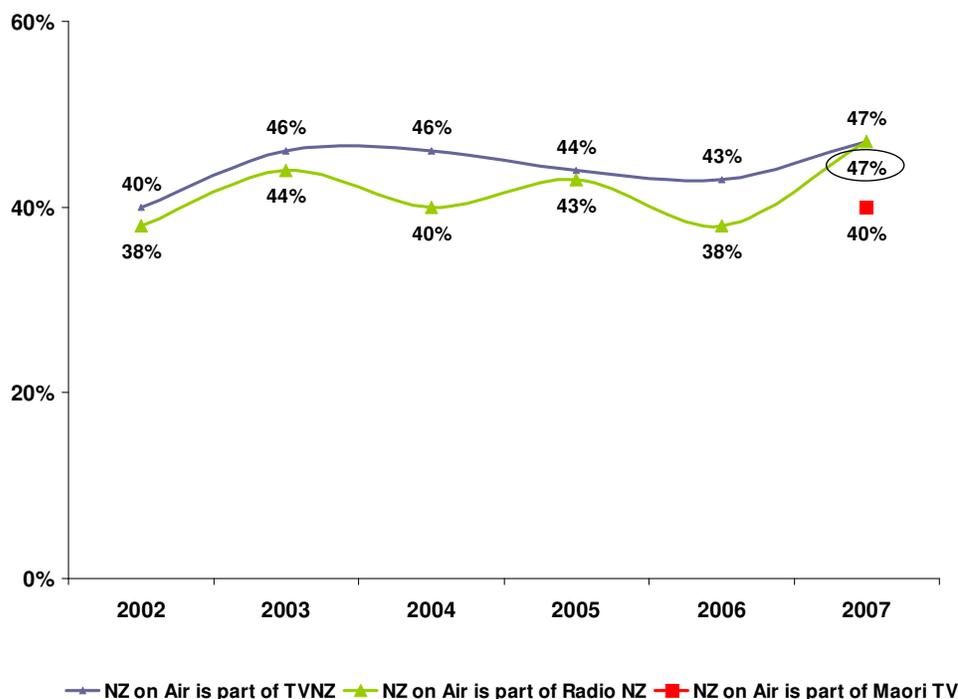
4.3 Relationship between NZ On Air and Government Broadcasters

To examine the perceived relationship between NZ On Air and Government broadcasters, people were asked if they thought NZ On Air was part of, TVNZ, Radio New Zealand and Māori Television⁶.

The graph below illustrates that around half of New Zealanders think that NZ On Air is part of TVNZ and Radio New Zealand (both 47%). For the first time, people were asked if they think NZ On Air is part of Māori Television, two fifths of people (40%) think NZ On Air is part of Māori Television.

The perception that NZ On Air is part of TVNZ has remained relatively constant over the past five years, with the 2007 (47%) result not significantly different to the 2006 result (43%). The perception that NZ on Air is part of Radio New Zealand has been a little more erratic over the last five years, fluctuating between 38 percent and 47 percent. Compared with 2006, in 2007 significantly more people perceive NZ On Air as part of Radio New Zealand (47% in 2007, compared with 38% in 2006).

Relationship between NZ On Air and Government Broadcasters



⁶ This is the first time the relationship between NZ On Air and Maori Television has been examined.

Is NZ On Air Part of TVNZ?

As observed in previous years, there continues to be a lack of clarity about the relationship between NZ On Air and TVNZ.

As noted above, when asked if NZ On Air is part of TVNZ, almost half of those surveyed (47%) think that NZ On Air is part of TVNZ.

Is NZ On Air Part of TVNZ?

	2002 %	2003 %	2004 %	2005 %	2006 %	2007 %
Yes	40	46	46	44	43	47
No	43	39	40	40	41	40
Don't know	17	15	14	16	16	13
Base (n=):	751	750	751	778	770	750

	Significantly more likely to:
Consider NZ On Air part of TVNZ	<ul style="list-style-type: none"> - Be female - Aged between 18 and 24 years - Māori.

Is NZ On Air Part of TVNZ – Results of Māori Compared with Non-Māori

As noted above Māori are significantly more likely to consider that NZ On Air is part of TVNZ (62%) compared to non-Māori (46%). Since 2002 there has been little change in the proportion of Māori that believe NZ On Air is a part of TVNZ.

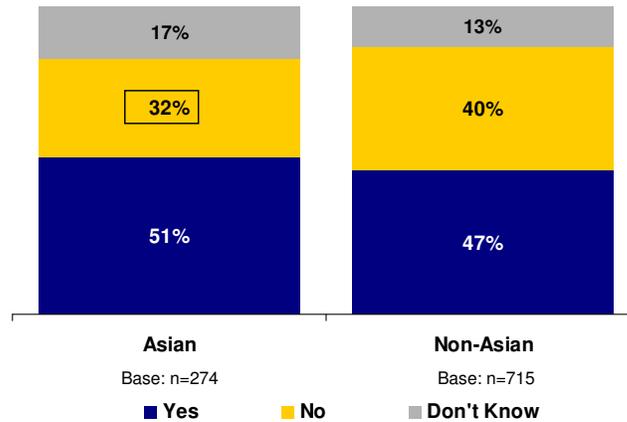
Is NZ On Air Part of TVNZ?

	Māori				Non-Māori
	2002 %	2004 %	2006 %	2007 %	2007 %
Yes	59	59	60	62	46
No	30	25	28	28	41
Don't know	11	15	12	10	14
Base (n=):	271	254	282	273	697

Is NZ On Air Part of TVNZ – Results of Asian Compared with Non-Asian

The graph below illustrates that while similar proportions of Asian and non-Asian people consider that NZ On Air is part of TVNZ, Asian people are significantly less likely to consider that NZ On Air is *not* part of TVNZ (32%) compared to non-Asian (40%) people.

Is NZ On Air Part of TVNZ?



4.3.2 Is NZ On Air Part of Radio New Zealand?

As noted earlier almost half of people (47%) consider that NZ On Air is part of Radio New Zealand. This is a significant increase from 2006, where 38 percent considered NZ On Air to be a part of Radio New Zealand.

Is NZ On Air Part of Radio New Zealand?

	2002 %	2003 %	2004 %	2005 %	2006 %	2007 %
Yes	38	44	40	43	38	47
No	44	41	39	42	44	36
Don't know	17	15	20	16	18	17
Base (n=):	751	750	751	778	770	750

	Significantly more likely to:
Consider NZ On Air is part of Radio New Zealand	<ul style="list-style-type: none"> - Be aged 55+ - Live in a household as older couple or alone.

Is NZ On Air Part of Radio New Zealand? - Results of Māori Compared with Non-Māori

As illustrated in the table below Māori (55%) are significantly more likely than non-Māori (46%) to consider NZ On Air a part of Radio New Zealand. Compared to 2006, Māori are significantly more likely to perceive NZ On Air is a part of Radio New Zealand (55% in 2007, compared to 46% in 2006).

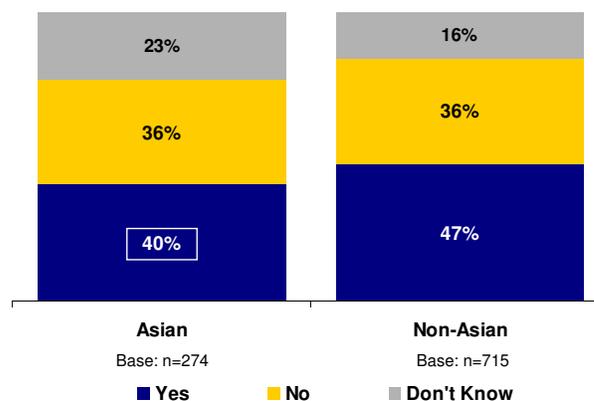
Is NZ On Air Part of Radio New Zealand?

	Māori				Non-Māori
	2002 %	2004 %	2006 %	2007 %	2007 %
Yes	45	48	46	55↑	46
No	38	30	36	29↓	37
Don't know	17	21	19	16	16
Base (n=):	271	254	292	273	697

Is NZ On Air Part of Radio New Zealand? - Results of Asian Compared with Non-Asian

The graph below illustrates that Asians (40%) are significantly less likely than non-Asian people (46%) people to consider NZ On Air as part of Radio New Zealand.

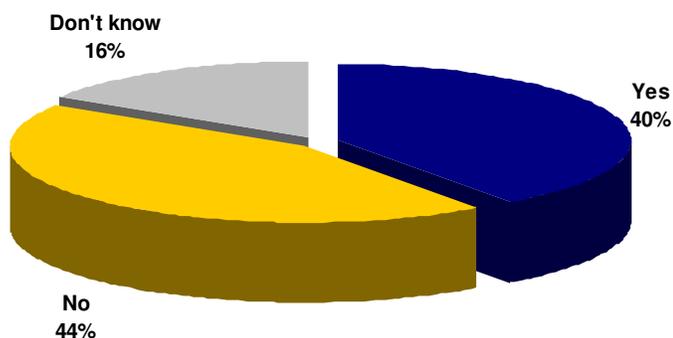
Is NZ On Air Part of Radio New Zealand?



4.3.2 Is NZ On Air Part of Māori Television?

As noted earlier this is the first year that people were asked if NZ On Air is part of Māori Television. Two fifths (40%) of people think NZ On Air is part of Māori Television, a similar proportion (44%) think that NZ On Air is *not* part of Māori Television.

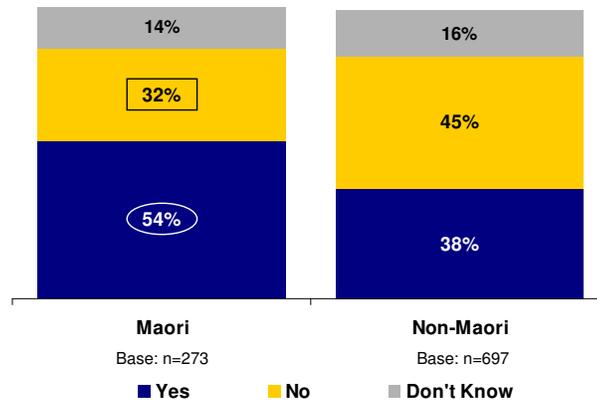
Is NZ On Air Part of Māori Television?



	Significantly more likely to:
Consider NZ On Air is part of Māori Television	<ul style="list-style-type: none"> – Be female – Be aged under 18 – Live in the upper North Island – Identify themselves Māori.

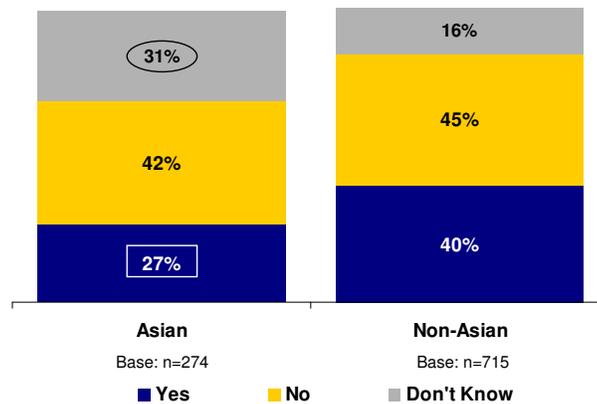
Is NZ On Air Part of Māori Television? - Results of Māori Compared with Non-Māori

Māori (54%) are significantly more likely than non-Māori (38%) to think that NZ On Air is part of Māori Television.



Is NZ On Air Part of Radio New Zealand? - Results of Asian Compared with Non-Asian

The graph below illustrates that Asian people (27%) are significantly less likely than non-Asian people (40%) to think that NZ On Air is part of Māori Television. Asians (31%) are also significantly more likely to not know if NZ On Air is part of Māori Television, compared to non-Asian people (16%).



4.4 Prompted Awareness of NZ On Air Functions

Respondents were read a list of NZ On Air functions and asked whether they are aware that NZ On Air has these functions.

The table overleaf shows the proportion of people aware of NZ On Air's functions.

Consistent with 2006, the most well known function of NZ On Air (after prompting) is to fund New Zealand made television programmes (86%). To help fund programmes that include New Zealanders of all ethnicities (76%), to provide a wider range of New Zealand TV than would otherwise be available (75%) and to promote New Zealand culture and identity (75%) round out the top four prompted functions of NZ On Air. As seen in 2006, only two fifths of people are aware that NZ On Air helps fund Access radio stations and helps fund radio stations for the Pacific Island Community in New Zealand (both 39%).

Compared to 2006, there are few differences in the proportion of people aware of the functions of NZ On Air. The only exception is the proportion of people who indicate that the function of NZ On Air is to promote Māori language and culture on television and radio, which is significantly smaller than in 2006 (63% in 2007 compared to 69% in 2006).

Prompted Awareness of NZ On Air Functions

	2002	2003	2004	2005	2006	2007
	%	%	%	%	%	%
To fund New Zealand made TV programmes	90	89	88	87	86	86
To help fund programmes that include New Zealanders of all ethnicities ⁷	-	-	-	-	-	76
To provide a wider range of New Zealand TV and radio programmes than would otherwise be available ⁸	77	78	78	78	78	75
To promote New Zealand culture and identity	81	80	83	80	75	75
To promote New Zealand music, for example, by funding New Zealand music videos	68	69	81	71	70	67
To promote Māori language and culture on television and radio	77	78	78	75	69	63
To ensure programmes are made for special interest groups like ethnic minorities and people with disabilities	65	67	67	70	65	63
To archive broadcasting material and historic programmes	59	62	64	61	63	61
To help fund programmes on regional television stations ⁹	-	-	-	-	61	58
To fund Radio New Zealand's National and Radio New Zealand Concert	53	53	55	56	49	52
To provide Teletext subtitling on some TV programmes for people who have difficulty hearing	44	48	47	51	49	51
To help fund Access radio stations	37	39	39	39	36	39
To help fund radio stations for the Pacific Island Community in New Zealand	40	44	42	45	42	39
Base (n=):	751	750	751	778	770	750

⁷ First asked in 2007.

⁸ The wording of this question has changed in 2007, previous wording was "To provide a wider range of New Zealand TV, such as drama and documentary and radio programmes than would otherwise be available".

⁹ First asked in 2006.

Awareness of specific NZ On Air Functions	Significantly more likely to:
To fund New Zealand made TV programmes	<ul style="list-style-type: none"> - Live in household with a young family - Live in an urban area - Be aware of NZ On Air.
To help fund programmes that include New Zealanders of all ethnicities	<ul style="list-style-type: none"> - Be aware of NZ On Air - Identify as NZ European/Pakeha.
To provide a wider range of New Zealand TV and radio programmes than would otherwise be available	<ul style="list-style-type: none"> - Be aged between 35 and 44 years - Be aware of NZ On Air - Live in an urban area.
To promote New Zealand culture and identity	<ul style="list-style-type: none"> - Be aware of NZ On Air.
To promote New Zealand music, for example, by funding New Zealand music videos	<ul style="list-style-type: none"> - Be aged between 18 and 34 years - Live in the South Island.
To promote Māori language and culture on television and radio	<ul style="list-style-type: none"> - Be aware of NZ On Air.
To ensure programmes are made for special interest groups like ethnic minorities and people with disabilities	<ul style="list-style-type: none"> - Be aware of NZ On Air.
To archive broadcasting material and historic programmes	<ul style="list-style-type: none"> - Be aged over 55 years - Be aware of NZ On Air - Live in a household as older couple or alone.
To help fund programmes on regional television stations	<ul style="list-style-type: none"> - Be aware of NZ On Air.
To fund Radio New Zealand's National and Radio New Zealand Concert	<ul style="list-style-type: none"> - Be aged over 55 years - Live in the Lower North Island - Be aged over 55 years - Live in a household as older couple or alone.
To provide Teletext subtitling on some TV programmes for people who have difficulty hearing	<ul style="list-style-type: none"> - Live in a household as older couple or alone.
To help fund radio stations for the Pacific Island Community in New Zealand	<ul style="list-style-type: none"> - Be aged over 55 years - Identify as Māori.

Prompted Awareness of NZ On Air Functions - Results of Māori Compared with Non-Māori

Māori are significantly more likely than Non-Māori to be aware, after prompting, that NZ On Air helps fund radio stations for the Pacific Island community in New Zealand (45% for Māori compared to 38% for non-Māori).

However, Māori are significantly less likely than Non-Māori to be aware that NZ On Air Promotes New Zealand culture and identity (68% for Māori compared to 75% for non-Māori).

Prompted Awareness of NZ On Air Functions

	Māori				Non-Māori
	2002 %	2004 %	2006 %	2007 %	2007 %
To fund New Zealand made TV programmes	87	85	85	83	87
To promote New Zealand music, for example, by funding New Zealand music videos	76	78	75	70	67
To help fund programmes that include New Zealanders of all ethnicities ¹⁰	-	-	-	70	76
To provide a wider range of New Zealand TV, such as drama and documentary and radio programmes than would otherwise be the case	75	72	76	69	75
To archive broadcasting material and historic programmes	62	68	64	69	60
To promote New Zealand culture and identity	80	78	78	68↓	75
To promote Māori language and culture on TV and radio	80	82	80	68	62
To help fund programmes on Regional Television stations ¹¹	-	-	62	55	58
To provide Teletext subtitling on some TV programmes for people who have difficulty hearing	53	57	55	54	50
To fund National Radio and Concert FM	54	48	45	49	52

¹⁰ First asked in 2007.

¹¹ Not asked in 2002 or 2004.

Prompted Awareness of NZ On Air Functions (continued)

	Māori				Non-Māori 2006 %
	2002 %	2004 %	2006 %	2006 %	
To help fund radio stations for the Pacific Island Community in New Zealand	49	50	48	45	38
To help fund Access radio stations	43	39	42	38	39
Base (n=):	271	254	292	273	697

Prompted Awareness of NZ On Air Functions - Results of Asian Compared with Non-Asian

The table below illustrates that compared to non-Asian people, Asian people are significantly less likely be aware of nearly all the functions of NZ On Air. To help fund programmes of regional television stations is the only function of NZ On Air that Asian people and non-Asian people are equally aware of.

Prompted Awareness of NZ On Air Functions

	Asian 2006 %	Non-Asian 2007 %
To fund New Zealand made TV programmes	74	87
To help fund programmes that include New Zealanders of all ethnicities	53	77
To provide a wider range of New Zealand TV and radio programmes than would otherwise be available	60	76
To promote New Zealand culture and identity	63	76
To promote New Zealand music, for example, by funding New Zealand music videos	59	68
To promote Māori language and culture on television and radio	44	63
To ensure programmes are made for special interest groups like ethnic minorities and people with disabilities	44	64
To archive broadcasting material and historic programmes	44	64
To help fund programmes on regional television stations	52	58
To fund Radio New Zealand's National and Radio New Zealand Concert	36	53

	Asian 2006 %	Non-Asian 2007 %
To provide Teletext subtitling on some TV programmes for people who have difficulty hearing	36	51
To help fund Access radio stations	31	39
To help fund radio stations for the Pacific Island Community in New Zealand	30	39
Base (n=):	274	715

4.5 Attitudes Towards NZ On Air and Local Content

To establish the attitudes of people to NZ On Air and local content generally, all respondents were asked whether they agreed or disagreed with a set of attitudinal statements about NZ On Air and local content. The table overleaf shows the proportion of people who agree or disagree with each of the statements.

As in previous years, in 2007 most people agree that 'NZ On Air supports programmes and activities that are important to New Zealanders' (80%), 'Without NZ On Air New Zealand drama, documentary and children's programmes would disappear' (74%), 'Without NZ On Air a lot of New Zealand writing, production and acting talent would disappear' (72%), and 'NZ On Air does provide programmes and activities that I enjoy' (70%).

The positive shift in perceptions observed in 2006 has solidified in 2007, with no significant changes in the proportion of people who agree with the statements about NZ On Air and local content.

However there have been significant increases in the level of *disagreement* with the following statements:

- Without NZ On Air New Zealand drama, documentary and children's programmes would disappear (12%, compared to 7% in 2006)
- NZ On Air does provide programmes and activities that I enjoy (10%, compared to 7% in 2006).

Attitudes Towards NZ On Air and Local Content¹²

	2002		2003		2004		2005		2006		2007	
	Agree %	Disagree %										
NZ On Air supports programmes and activities that are important to New Zealanders	77	6	80	7	79	8	77	9	79	6	80	8
Without NZ On Air New Zealand drama, documentary and children's programmes would disappear	78	7	76	10	73	12	73	12	76	7	74	12
Without NZ On Air a lot of New Zealand writing, production and acting talent would disappear	74	9	73	11	72	12	71	12	73	10	72	13
NZ On Air does provide programmes and activities that I enjoy	70	9	73	9	70	10	70	11	70	7	70	10
It is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet	50	20	49	21	48	24	46	21	53	19	52	20
NZ On Air should fund programmes on Pay television (such as SKY channels) as well as Free to Air television (such as TVNZ) ¹³	-	-	-	-	-	-	-	-	-	-	40	36
NZ On Air should fund local content on new digital platforms such as the internet and mobile phones ¹⁴	-	-	-	-	-	-	-	-	-	-	37	35
NZ On Air only supports programmes and activities that do not interest me	18	59	15	62	19	59	17	60	15	62	16	61
Base (n=):	751		750		751		778		770		750	

¹² The following statements were not asked about in 2007, Seeing ourselves on television and hearing our stories helps to develop our cultural identity, Without NZ On Air National Radio and Concert FM programmes would disappear, Without NZ On Air a lot of NZ arts and performance programmes would disappear

¹³ First asked in 2007

¹⁴ First asked in 2007

Agree that:	Significantly more likely to:
Without NZ On Air New Zealand drama, documentary and children's programmes would disappear	– Aware of NZ On Air.
Without NZ On Air a lot of New Zealand writing, production and acting talent would disappear	– Female – Aware of NZ On Air.
NZ On Air does provide programmes and activities that I enjoy	– Aware of NZ On Air.
It is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet	– Not aware of NZ On Air.
NZ On Air should fund programmes on Pay television (such as SKY channels) as well as Free to Air television (such as TVNZ)	– Aged 18 to 34 years – Not aware of NZ On Air.
NZ On Air should fund local content on new digital platforms such as the internet and mobile phones	– Aged 18 to 34 years – Not aware of NZ On Air – Māori.
NZ On Air only supports programmes and activities that do not interest me	– 55+ – Not aware of NZ On Air.

Attitudes Towards NZ On Air and Local Content – Results of Māori Compared with Non-Māori

In 2007, Māori are significantly more likely than non-Māori to agree that NZ On Air should fund local content on new digital platforms such as the internet and mobile phones (47%, compared to 35% for non-Māori). Compared to 2006, Māori in 2007 are significantly more likely to agree that NZ On Air only supports programmes and activities that **do not** interest me (19%, compared to 12% in 2006).

*Attitudes Towards NZ On Air and Local Content*¹⁵

Agree	Māori				Non-Māori
	2002 %	2004 %	2006 %	2007 %	2007 %
NZ On Air supports programmes and activities that are important to New Zealanders	83	81	79	77	80
NZ On Air does provide programmes and activities that I enjoy	79	78	73	74	70
Without NZ On Air a lot of New Zealand writing, production and acting talent would disappear	77	73	74	72	73
Without NZ On Air New Zealand drama, documentary and children's programmes would disappear	82	75	75	73	74
It is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet	61	61	60	52	52
NZ On Air should fund programmes on Pay television (such as SKY channels) as well as Free to Air television (such as TVNZ)	-	-	-	42	39
NZ On Air should fund local content on new digital platforms such as the internet and mobile phones	-	-	-	47	35
NZ On Air only supports programmes and activities that do not interest me	15	16	12↓	19↑	16
Base (n=):	271	254	292	273	697

¹⁵ The following statements were not asked about in 2007, Seeing ourselves on television and hearing our stories helps to develop our cultural identity, Without NZ On Air National Radio and Concert FM programmes would disappear, Without NZ On Air a lot of NZ arts and performance programmes would disappear

Attitudes Towards NZ On Air and Local Content – Results of Asian Compared with Non-Asian

In 2007, Asian people are significantly less likely than non-Asians to agree with most statements about NZ On Air and Local Content. This is illustrated in the table below.

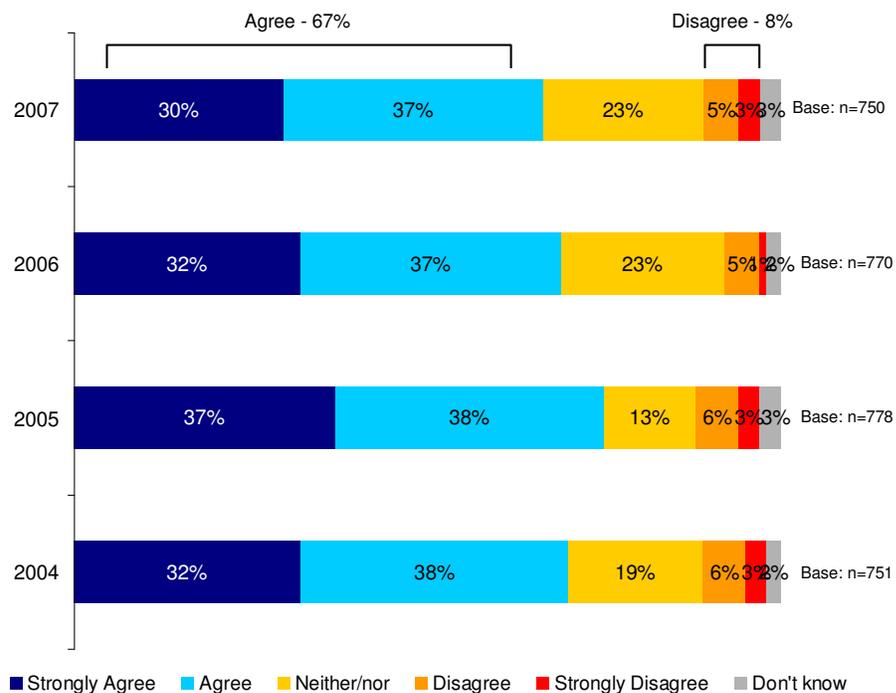
Attitudes Towards NZ On Air and Local Content

Agree	Asian	Non-Asian
	%	%
NZ On Air supports programmes and activities that are important to New Zealanders	55	80
NZ On Air does provide programmes and activities that I enjoy	45	70
Without NZ On Air a lot of New Zealand writing, production and acting talent would disappear	45	73
Without NZ On Air New Zealand drama, documentary and children's programmes would disappear	48	75
It is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet	42	52
NZ On Air should fund programmes on Pay television (such as SKY channels) as well as Free to Air television (such as TVNZ)	26	37
NZ On Air should fund local content on new digital platforms such as the internet and mobile phones	34	36
NZ On Air only supports programmes and activities that do not interest me	15	16
Base (n=):	274	715

4.6 Quality of Programmes and Services Provided by NZ On Air

Two thirds (67%) of people agree (either agree - 37% or strongly agree - 30%) that NZ On Air provides good quality and interesting programmes and services. This is similar to 2006 where 69 percent agreed (either agree - 37% or strongly agree - 32%) that NZ On Air provides good quality and interesting programmes and services. The current result represents the second point in a downward trend from the high achieved in 2005 where 75 percent agreed that NZ On Air provides good quality and interesting programmes and services.

NZ On Air Does Provide Good Quality and Interesting Programmes and Services



Quality of Programmes and Services Provided by NZ On Air – Results of Māori Compared with Non-Māori

Māori are significantly more likely than non-Māori to agree that NZ On Air provides good quality and interesting programmes and services (78% for Māori compared to 66% for non-Māori). This result is similar to what was observed in 2006.

NZ On Air Does Provide Good Quality and Interesting Programmes and Services

	Māori					Non-Māori
	2001 %	2002 %	2004 %	2006 %	2007 %	2007 %
NZ On Air provides good quality and interesting programmes and services	63	80	82	80	78	66
Base (n=):	271	271	254	292	273	697

Quality of Programmes and Services Provided by NZ On Air – Results of Asian Compared with Non-Asian people

Asian people are significantly less likely than non-Asians to agree that NZ On Air provides good quality and interesting programmes and services (46% for Asian compared to 67% for non-Asian).

	Asian	Non-Asian
	2007 %	2007 %
NZ On Air provides good quality and interesting programmes and services	46	67
Base (n=):	274	715

5.0

Use of NZ On Air Funding

5.0 Use of NZ On Air Funding

5.1 Programmes Funded by NZ On Air

Respondents were asked to spontaneously recall the names of NZ On Air funded programmes. Those programmes which are currently funded directly by NZ On Air are shown in **bold**.

It is important to note that some of the changes over time may be due to what programmes were on air at the time of interviewing and may not accurately reflect changes in awareness. Interviewing was conducted in May/June 2007.

There was a significant increase in the proportion of people who perceive that the following programmes are/were funded by NZ On Air:

- Country Calendar (11% in 2006 increasing to 29% in 2007)
- What Now? (5% in 2006 increasing to 13% in 2007)
- Bro Town (4% in 2006 increasing to 9% in 2007)
- Outrageous Fortune (1% in 2006 increasing to 8% in 2007)
- Sticky TV (2% in 2006 increasing to 7% in 2007)
- Tagata Pasifika (4% in 2006 increasing to 7% in 2007)
- Māori TV channel (2% in 2006 increasing to 5% in 2007)
- Good Morning (2% in 2006 increasing to 4% in 2007)
- Campbell Live (1% in 2006 increasing to 3% in 2007).

Spontaneous Awareness of Programmes Funded by NZ On Air

	2002	2003	2004	2005	2006	2007
	%	%	%	%	%	%
Country Calendar	7	5	3	8	11↑	(29)
Shortland Street ¹⁶	32	21	25	25	27	27
News (unspecified)	11	8	14	16	15	14
What Now?	16	12	13	13	5↓	(13)
Bro Town	-	-	-	-	4↑	(9)
Outrageous Fortune	-	-	-	-	1	(8)
Sticky TV	6	8	10	8	2↓	(7)
Tagata Pasifika	5	3	4	4	4	(7)
Fair Go	3	3	5	4	5	6
Dancing with the Stars					4	6
RNZ National	3	7	7	7	5	5
Mai Time	6	5	6	5	4	5
Māori TV channel	-	-	4	3	2	(5)
20/20	4	4	7	5	5	4
Te Karere ¹⁷	5	4	4	2	3	4
Good Morning	-	-	3	2	2	(4)
Close Up	-	-	-	-	4	(3)
The Go Show	-	-	-	-	3	3
Inside New Zealand	6	6	7	2	2	3
Mucking In	-	-	-	-	*	3
Campbell Live	-	-	-	-	1	(3)
Base (n=):	751	750	751	778	770	750

¹⁶ Previously funded by NZ On Air.

¹⁷ Funded by Te Mangai Paho which until 1 July 2000 was funded directly by NZ On Air.

	2002	2003	2004	2005	2006	2007
	%	%	%	%	%	%
60 Minutes	4	3	5	5	2	2
Asia Down Under	2	1	3	3	3	2
RNZ Concert	1	1	3	3	2	2
Attitude	-	-	-	-	2	2
NZ Idol	-	-	6	1	1	2
Breakfast	-	-	-	-	1	2
Sport (unspecified)	-	1	2	2	-	2
Marae	-	-	-	-	*	2
Studio 2	-	-	-	-	3 [↑]	1
Documentary NZ	9	4	5	11	3 [↓]	1
Praise Be	5	2	2	2	2	1
Sunday	-	2	3	2	2	1
Piha Surf	-	-	-	-	2	1
Game of Two Halves	-	-	-	-	1	1
Police Ten Seven	-	-	-	-	1	1
Agenda	-	-	-	-	1	1
Eye to Eye, with Willie Jackson	-	-	-	-	1	1
Pukana	-	-	-	-	*	1
Gone Fishing	-	-	-	-	*	1
Boarder Patrol	-	-	-	-	*	1
Unauthorised History of NZ	-	-	-	-	*	1
Front Seat	-	-	-	-	*	1
Mitre 10 Changing Rooms	-	-	-	-	-	1
Target	-	-	-	-	-	1
Hot House	-	-	-	-	-	1
This Is Your Life	-	-	-	-	-	1
My House My Castle	-	-	2	-	1	*
Holmes	2	3	3	1	1	*
The Insiders Guide to...	-	-	3	1	-	*
Number 8 Wired	3	-	2	1	*	-
Serial Killers	-	-	2	-	*	-
Mercy Peak	13	5	6	-	*	-
Havoc & Newsboy	1	*	2	-	-	-
Base (n=):	751	750	751	778	770	750

Programmes Funded by NZ On Air – Results of Māori Compared with Non-Māori People

In 2007, Māori are significantly more likely than non-Māori to perceive that the following programmes are/were funded by NZ On Air:

- Shortland Street
- News (unspecified)
- Tagata Pasifika
- Te Karere
- Māori TV Channel
- Marae
- Close Up

Māori are also significantly less likely than non-Māori to perceive that Mai Time is/was funded by NZ On Air

Spontaneous Awareness of Programmes Funded by NZ On Air

	2004 %	Māori 2006 %	2007	Non-Māori 2007 %
Country Calendar	4	8	21↑	29
Shortland Street	36	40	41	26
News (unspecified)	15	21	19	14
What Now?	19	9	16	13
Tagata Pasifika	5	8	14	7
Te Karere	9	12	12	4
Māori TV channel	8	9	11	4
Outrageous Fortune	-	-	11	8
Mai Time	17	13	10	5
Bro Town	-	-	10	9
Sticky TV	11	3	7	7
Marae ¹⁷	7	4	6	1
The Go Show	-	-	6	3
Close Up	-	-	5	3
Campbell Live	-	-	5	3
20/20	7	4	4	4
60 Minutes	4	3	4	2
Fair Go	2	2	4	6
Asia Down Under	5	3	3	2
Good Morning	4	3	3	4
Dancing with the Stars	-	-	3	6
Attitude	-	-	3	2
Pukana ¹⁷	4	2	3	*
Sport (unspecified)	2	3	2	2
NZ Idol	4	1	2	2
Mucking In	-	-	2	3
Game of Two Halves	-	-	2	1
Waka huia ¹⁷	4	4	2	*
Inside New Zealand	11	4	1	3

Breakfast	-	-	1	2
Gone Fishing	-	-	1	1
Documentary NZ	4	2	1	1
Sunday	2	2	1	2
Praise Be	3	-	*	1
Squirt	2	2	-	*
Inside Out	2	1	-	-
My House My Castle	2	2	-	-
Base (n=):	254	292	273	697

Programmes Funded by NZ On Air – Results of Asian Compared with Non-Asian People¹⁸

Asian people are significantly more likely than non-Asians to perceive that the following programmes are/were funded by NZ On Air:

- Asia Down Under
- Sticky TV

Asian people are also significantly less likely than non-Asians to perceive that the following programmes are/were funded by NZ On Air:

- Shortland Street
- What Now?
- News (unspecified)
- Country Calendar
- Fair Go
- Mai Time
- Dancing with the Stars
- Te Karere
- Good Morning.

Spontaneous Awareness of Programmes Funded by NZ On Air

	Asian 2007	Non-Asian 2007 %
Shortland Street	16	(27)
Asia Down Under	(11)	2
Bro Town	11	9
Sticky TV	(10)	6
What Now?	8	(14)
Tagata Pasifika	6	6
News (unspecified)	5	(14)
Inside New Zealand	5	3
Outrageous Fortune	5	8
Country Calendar	4	(30)
Fair Go	3	(6)
Māori TV channel	3	5
The Go Show	3	3
Studio 2	3	1
Mai Time	2	(6)
20/20	2	(4)
Close Up	2	3
60 Minutes	2	2
Police Ten Seven	2	1
Karaoke High	2	0
Dancing with the Stars	1	(6)

¹⁸ Please note that while these responses are classified as spontaneous, for those who completed the online survey there is an opportunity for them to make more considered responses than those who completed the survey over the phone.

Te Karere	1	4
Good Morning	1	4
Campbell Live	1	3
Marae ¹⁷	1	2
Attitude	1	2
NZ Idol	1	2
Sunday	1	2
Documentary NZ	1	1
Praise Be	1	1
Unauthorised History of NZ	1	1
Eye to Eye with Willie Jackson	1	1
Asia Dynamic	1	0
Waka huia ¹⁷	1	0
How Clean is Your Home	1	0
Down Size Me	1	0
Rural report	1	0
Agenda	1	0
Sport (unspecified)	0	3
Mucking In	0	3
Breakfast	0	2
Base (n=):	274	715

Awareness of Programmes Currently Funded by NZ On Air¹⁹

Spontaneously recalled programmes perceived to be funded by NZ On Air are grouped into 'current funded', 'past funded' and 'never funded'. In 2007, respondents appear to be more confident about which programmes are funded by NZ On Air.

The proportion of respondents who identified programmes both currently funded by NZ On Air and other programmes funded previously or never funded at all significantly increased in 2007 (35%, compared to 24% in 2006). This increase is mirrored by a significant decrease in the proportion who named only programmes not currently funded by NZ On Air (16%, compared to 26% in 2006).

The table below shows the extent to which respondents are able to accurately name NZ On Air programmes.

Awareness of Programmes Currently Funded by NZ On Air

	2002 %	2003 %	2004 %	2005 %	2006 %	2007 %
Named only currently funded NZ On Air programmes	15	15	13	8	9	12
Named both currently funded NZ On Air and other programmes (e.g. past or never funded)	30	25	30	33	24	35
Named only programmes not currently funded by NZ On Air	12	9	14	22	26	16
None/Don't know	42	51	42	36	42	37
Base (n=):	751	750	751	778	770	750

Programmes funded by NZ On Air	Significantly more likely to:
Named both currently funded NZ On Air and other programmes (e.g. past or never funded)	- Be aware of NZ On Air
Named only programmes not currently funded by NZ On Air	- Identify as Māori
None/Don't know	- Not aware of NZ On Air

¹⁹From 2005 'currently funded' included fully and partially funded programmes. In previous years, 'currently funded' included only fully funded programmes.

Awareness of Programmes Funded by NZ On Air – Results of Māori Compared with Non-Māori

In 2007, Māori are significantly less likely than non-Māori to be aware of programmes currently funded NZ On Air (6%, compared to 14% among non-Māori people). Māori are significantly more likely to name programmes that are not funded by NZ On Air (28% compared to 35% for non-Māori).

Māori (42%) respondents are significantly less likely to give a None/Don't know response compared to non-Māori respondents (34%).

Awareness of Programmes Currently Funded by NZ On Air

	Māori % 2007	Non- Māori % 2007
Named only currently funded NZ On Air programmes	6	14
Named both currently funded NZ On Air and other programmes (e.g. past or never funded)	43	37
Named only programmes not currently funded by NZ On Air	40	13
None/Don't know	28	35
Base (n=):	273	697

Awareness of Programmes Funded by NZ On Air – Results of Asian Compared with Non-Asian

Asian people are significantly less likely than non-Asians to be aware of **both** currently funded NZ On Air and other programmes (e.g. past or never funded) (22%, compared to 38% among non-Asian people).

Asian (42%) respondents are significantly more likely to give a None/Don't know response compared to non-Asian respondents (34%).

Awareness of Programmes Currently Funded by NZ On Air

	Asian % 2007	Non-Asian % 2007
Named only currently funded NZ On Air programmes	14	14
Named both currently funded NZ On Air and other programmes (e.g. past or never funded)	22	38
Named only programmes not currently funded by NZ On Air	14	15
None/Don't know	51	34
Base (n=):	274	715

5.3 Knowledge of Programmes Funded by NZ On Air2

As with previous years, the most common way for people to identify that a programme is funded by NZ On Air is by the logo at the end of the programme (67%). All other methods have remained relatively similar (and at low levels) over time.

Knowledge of Programmes Funded by NZ On Air

	2002 %	2003 %	2004 %	2005 %	2006 %	2007 %
NZ On Air logo at the end of the programme	66	63	64	67	63	67
NZ On Air logo at the beginning of the programme	8	8	11	12	12	9
Quality of the programme	1	1	3	1	4	6
By the content	3	4	1	4	3	4
New Zealand made	5	4	5	2	3	3
Told at beginning and end of the programme	4	3	5	2	4	2
Word of mouth	*	1	-	1	1	1
By what I read	*	1	-	1	*	1
Stars/New Zealand actors	2	2	1	2	2	*
There is no advertising	-	1	-	0	-	*
Māori/in native language	-	-	1	0	*	-
From information in the Listener/TV Guide advertisements	4	5	5	5	*	-
National Radio	-	1	-	1	-	-
Other	*	1	-	-	*	1
Don't know	13	12	16	14	16	13
Base (n=): Aware of Programmes Funded by NZ On Air	455	370	435	496	454	489

Knowledge of Programmes funded by NZ On Air	Significantly more likely to:
Logo appears at end of programme	- Be aware of NZ On Air

Knowledge of Programmes Funded by NZ On Air – Results of Māori Compared with Non-Māori

As with the general population sample, Māori are most likely to determine that a programme has been funded by NZ On Air by the logo at the end of programmes (72%). All other methods have remained fairly stable since 2002.

Knowledge of Programmes Funded by NZ On Air

	Māori				Non-Māori
	2002 %	2004 %	2006 %	2007 %	2007 %
NZ On Air logo at the end of programmes	65	71	72	72	66
NZ On Air logo at the beginning of programmes	11	8	13	13	9
Quality of the programme	1	3	5	5	6
By the content	3	2	2	4	4
New Zealand made	6	5	3	4	3
Told at the beginning and the end of programmes	3	2	4	2	3
Word of mouth	-	1	1	2	1
Stars/New Zealand actors	5	1	2	2	*
By what I read	1	1	-	2	*
They're not commercial programmes/have to be funded by someone	-	-	-	1	1
From information in the Listener/TV Guide advertisements	-	5	1	1	*
National Radio	-	-	-	1	-
Other	-	-	-	2	1
Don't know	15	13	10	10	14
Base (n=): Aware of Programmes Funded by NZ On Air	191	173	194	197	451

Knowledge of Programmes Funded by NZ On Air – Results of Asian Compared with Non-Asian

As with the general population sample, Asian people are more likely to determine that a programme has been funded by NZ On Air by the logo at the end of programmes (84%). Further, Asian people are significantly more likely to determine that a programme has been funded by NZ On Air by the logo at the end of programmes (84%) compared to non-Asians (67%).

Knowledge of Programmes Funded by NZ On Air

	Asian	Non-Asian
	2007	2007
	%	%
NZ On Air logo at the end of programmes	84	67
NZ On Air logo at the beginning of programmes	10	10
Quality of the programme	1	6
By the content	1	4
Word of mouth	1	1
Māori language	1	*
New Zealand made	-	3
Told at the beginning and the end of programmes	-	3
By what I read	-	1
They're not commercial programmes/have to be funded by someone	-	1
Stars/New Zealand actors	-	*
From information in the Listener/TV Guide advertisements	-	*
Other	-	1
Don't know	9	13
Base (n=): Aware of Programmes Funded by NZ On Air	134	471

5.3 Opinion on the Services NZ On Air Should Fund

Respondents were asked how important they thought it was for NZ On Air to fund particular services.

Key services that over three quarters of people thought are important ('very important' or 'important') for NZ On Air to fund are:

- In-depth and well researched documentaries on TV (88%).
- Teletext subtitles on television programmes (81%).
- New Zealand children's programmes on TV (81%).
- New Zealand music (75%).

The following services are considered to be of lower importance (less than 60% considered either 'very important or 'important') for NZ On Air funding:

- Māori radio and television partly in Te Reo (59%).
- Pacific Island Radio Stations in New Zealand (53%).
- Programmes for minorities (48%).
- Access radio stations (47%).

Opinion of Services NZ On Air Should Fund

	Very Important %	Important %	Total Important %	Neutral %	Quite Unimportant %	Very Unimportant %	Total Unimportant %
In-depth documentaries on TV	62	25	88	8	2	2	4
Teletext subtitles on television programmes	57	25	81	12	3	3	6
New Zealand children's programmes on TV	50	32	81	13	3	1	4
New Zealand music	45	30	75	17	5	3	8
Programmes for people with disabilities	46	28	73	19	4	2	6
Children's programmes reflecting Māori language and culture for all children	37	33	70	19	5	4	9
Māori radio and television in English	34	32	66	23	6	4	10
Documentaries about Māori and Māori issues for a general audience	34	31	64	24	6	4	10
New Zealand comedy programmes	33	32	64	23	8	4	12
New Zealand children's drama programmes	31	33	63	22	7	5	12
Arts and performance programmes	33	30	63	25	6	5	11
Programmes for ethnic minorities	32	31	63	22	9	4	13
Radio New Zealand National and Concert	36	26	62	23	9	5	14
New Zealand drama on TV	33	29	61	21	9	6	15
Māori radio and television partly in Te Reo	28	30	59	23	10	7	17
Pacific Island Radio Stations in New Zealand	25	28	53	30	10	6	16
Programmes for minorities	24	24	48	34	7	5	12
Access radio stations	22	25	47	32	8	6	14
Base (n=):	750						

Specific services seen as important for NZ On Air to fund:	Significantly more likely to:
New Zealand children's programmes on TV	<ul style="list-style-type: none"> - Be aged 35 to 44 years - Live in a young family household.
New Zealand Drama on TV	<ul style="list-style-type: none"> - Be aware of NZ On Air - Live in a young family household.
New Zealand Music	<ul style="list-style-type: none"> - Be aged 35 to 44 years - Live in a young flat/couple/single household or a young family household.
Access Radio Stations	<ul style="list-style-type: none"> - Not be aware of NZ On Air - Live in a young flat/couple/single household.
In-depth and well researched New Zealand documentaries	<ul style="list-style-type: none"> - Be aged over 55 years - Be aware of NZ On Air - Identify as New Zealand European - Live in couple or single household.
New Zealand comedy on TV	<ul style="list-style-type: none"> - Be aged 35 to 44 years - Live in the Upper North Island - Live in a young family household.
Radio New Zealand National and Concert	<ul style="list-style-type: none"> - Be aged over 55 years - Live in couple or single household.
New Zealand Programmes on TV for people with disabilities	<ul style="list-style-type: none"> - Female - Live in a young family household.
New Zealand programmes for ethnic minorities	<ul style="list-style-type: none"> - Be aged between 45 and 54 years - Identify as Māori.
New Zealand children's Drama programmes on TV	<ul style="list-style-type: none"> - Be aged between 45 and 54 years.
Māori radio and TV in English language	<ul style="list-style-type: none"> - Be aged between 45 and 54 years - Identify as Māori - Live in a young family household.
New Zealand programmes for minorities	<ul style="list-style-type: none"> - Be aged between 45 and 54 years - Live in the Upper North Island - Identify as Māori.
New Zealand Arts and Performance programmes	<ul style="list-style-type: none"> - Female - Be aged between 45 and 54 years - Identify as Māori.
Teletext subtitles on TV programmes	<ul style="list-style-type: none"> - Live in a young family household.

Significant differences by demographics (continued)

Specific services NZ On Air should fund:	Significantly more likely:
Māori radio and television partly in Te Reo	<ul style="list-style-type: none"> – Be aged between 35 and 54 years – Identify as Māori – Live in a young family household.
Pacific Island radio stations	<ul style="list-style-type: none"> – Be aged between 45 and 54 years – Identify as Māori.
Documentaries on TV made by Māori, about Māori issues for a general audience	<ul style="list-style-type: none"> – Be aged between 45 and 54 years – Be aware of NZ On Air – Identify as Māori.
Children's programmes on TV reflecting Māori language and culture, but for all children	<ul style="list-style-type: none"> – Female – Be aged between 45 and 54 years – Identify as Māori – Live in a young family household.

Comparison of Importance for Funding Between 2006 and 2007

Compared to 2006, in 2007 there has been a significant increase in the proportion of people who consider it important for NZ On Air to fund in depth documentaries on TV (88% compared to 77% in 2006), New Zealand children's programmes on TV (81% compared to 76% in 2006) and New Zealand programmes for ethnic minorities (63% compared to 58% in 2006).

There has also been a significant decrease in the proportion of people who consider it important for NZ On Air to fund New Zealand children's drama programmes (63% compared to 68% in 2006) and New Zealand drama on TV (61% compared to 68% in 2006).

Comparison of Importance for Funding Specific Programme Types

	2002	2003	2004	2005	2006	2007
	%	%	%	%	%	%
In-depth documentaries on TV	75	82	83	76	77	88
Teletext subtitles on television programmes	-	83	78	82	80	81
New Zealand children's programmes on TV	79	79	78	78	76	81
New Zealand music	79	77	75	75	75	75
NZ programmes for people with disabilities	82	78	76	78	77	73
Children's programmes reflecting Māori language and culture	63	63	64	63	66	70
Māori radio and television in English	62	59	61	63	62	66
Documentaries about Māori and Māori issues for a general audience	63	57	61	61	65	64
New Zealand comedy	56	59	51	59	65	64
New Zealand children's drama programmes	60	63	57	62	68	63
NZ arts and performance programmes	60	46	56	61	66	63
NZ programmes for ethnic minorities	58	55	57	59	58	63
National Radio and Concert FM	65	60	60	63	64	62
New Zealand drama on TV	54	59	62	62	68	61
Māori radio and television in Te Reo	54	46	53	54	56	59
Pacific Island radio stations in New Zealand	49	44	51	54	52	53
NZ programmes for minorities	52	45	51	51	52	48
Access radio stations	46	48	46	48	46	47
Base (n=):	751	750	751	778	770	750

Opinion of the Services NZ On Air Should Fund - Results of Māori Compared with Non-Māori

Overall, Māori are consistently more likely to consider a wide range of services more important than non-Māori people. These differences are highlighted in the table below.

Opinion of Services NZ On Air Should Fund

	Māori		Non-Māori	
	Important (1-2) %	Unimportant (4-5) %	Important (1-2) %	Unimportant (4-5) %
Children's programmes reflecting Māori language and culture for all children	90	1	68	10
In-depth and well researched NZ documentaries on TV	89	4	88	4
NZ programmes for people with disabilities	88	3	73	6
Teletext subtitles on television programmes	87	3	81	6
Māori radio and television partly in Te Reo	84	4	57	18
New Zealand music	83	4	75	8
Māori radio and television in English	82	5	65	11
New Zealand children's programmes on TV	82	3	81	4
Documentaries made by Māori about Māori issues, but for a general audience	82	3	63	11
NZ programmes for ethnic minorities	77	8	62	14
NZ arts and performance programmes	77	6	62	11
New Zealand comedy programmes	73	11	64	13
Pacific Island Radio Stations in New Zealand	70	7	51	17
NZ programmes for minorities	68	6	46	13
New Zealand drama on TV	66	12	61	15
New Zealand children's drama programmes	63	14	63	11
Radio New Zealand National and Concert	55	12	63	13
Access radio stations	53	10	47	14
Base (n=):	273		697	

Opinion of the Services NZ On Air Should Fund - Results of Asian Compared with Non-Asian People

Overall, non-Asian people are consistently more likely to consider a wide range of services more important than Asians. It is interesting to note that overall Asian people are not consistently more likely to indicate that services are unimportant to fund, rather they have a tendency to respond either don't know or neither important nor unimportant. These differences are highlighted in the table below.

Opinion of Services NZ On Air Should Fund

	Asian		Non-Asian	
	Important (1-2) %	Unimportant (4-5) %	Important (1-2) %	Unimportant (4-5) %
Teletext subtitles on television programmes	61	8	82	6
New Zealand music	60	7	75	8
NZ programmes for ethnic minorities	58	8	63	13
In-depth and well researched NZ documentaries on TV	57	7	88	4
New Zealand children's programmes on TV	55	9	82	4
NZ programmes for people with disabilities	51	9	74	5
Radio New Zealand National and Concert	43	12	62	14
New Zealand comedy programmes	42	15	64	12
Access radio stations	42	12	47	14
NZ arts and performance programmes	41	15	63	10
New Zealand children's drama programmes	41	14	63	11
Māori radio and television in English	39	15	67	10
New Zealand drama on TV	38	22	62	15
Children's programmes reflecting Māori language and culture for all children	37	18	70	10
Documentaries made by Māori about Māori issues, but for a general audience	36	19	65	11
Māori radio and television partly in Te Reo	34	22	59	17
NZ programmes for minorities	32	16	48	12
Pacific Island Radio Stations in New Zealand	28	25	53	16
Base (n=):	273		697	

5.4 Use of Further Funding

Documentaries about New Zealand (19%) and documentaries/discovery programmes generally (15%) are the most preferred type of programme people would like to see funded if NZ On Air had additional funding available.

In 2007 there was a significant increase in the proportion of respondents who would like further funding for documentaries about New Zealand (19%, compared to 13% in 2006), documentaries/discovery programmes generally (15%, compared to 11% in 2006), New Zealand history and geography programmes (10%, compared to 5% in 2006), and Māori language and culture programmes (4%, compared to 2% in 2006).

Use of Further Funding

	2002 %	2003 %	2004 %	2005 %	2006 %	2007 %
Documentaries about NZ (including culture)	8	5	6	11	13	19
Documentaries/Discovery Programmes	19	17	15	11	11	15
Drama	7	8	9	6	5	10
New Zealand history/geography	5	3	10	5	6	8
Educational	6	5	7	5	8	6
Children's	5	3	7	4	7	6
Comedy	9	5	4	5	6	6
New Zealand programmes	1	3	2	6	5	6
Sports	2	5	6	4	4	6
Music	5	9	5	6	4	5
Arts and performance	3	4	4	4	6	4
Māori language and culture	3	4	4	2	2	4
Current affairs	2	3	2	3	2	3
Ethnic minority groups	1	1	2	1	2	3
Minority sports	2	1	1	1	1	2
Movies	1	1	1	1	1	2
English (UK) programmes	1	1	-	1	*	2
Real life	1	2	1	2	2	1
Local news	1	1	1	1	1	1
Overseas movies	*	1	-	2	-	*
Less advertising/commercial free station	*	1	-	1	-	*
Other	12	11	10	11	21	8
Nothing/Don't know	28	22	23	26	27	30
Base (n=):	751	750	751	778	770	750

Use of Further Funding – Results of Māori Compared with Non-Māori

Like non-Māori, Māori would prefer documentaries about New Zealand (14%) to have further funding if NZ On Air had additional funding available.

In 2007, Māori are significantly more likely than non-Māori to want further funding for Māori language and culture programmes (13% Māori, compared to 3% non-Māori) and reality programming (5% Māori, compared to 1% non-Māori). Māori are also significantly less likely to want further funding for documentaries in general (10% Māori, compared to 16% non-Māori)

Compared to 2006, Māori in 2007 are significantly more likely to want further funding for Drama (9%, compared to 3% in 2006).

Use of Further Funding

	Māori			Non-Māori
	2004 %	2006 %	2007 %	2007 %
Documentaries about NZ (culture)	6	15	14	19
Māori language and culture	9	10	13	3
Documentaries	12	10	10	16
Drama	3	3	9↑	10
New Zealand history/ geography	6	6	9	8
Educational	7	5	7	6
Sports	5	5	7	6
Comedy	3	2	5	5
Music	4	2	5	5
New Zealand programmes	2	2	5	6
Self help/ house/ consumer programmes	-	-	5	5
Real life	2	2	5	1
Children's programmes	9	2	4	6
Arts and performance	1	2	3	5
Minority ethnic groups	4	1	3	3
Minority sports	1	1	3	2
Current affairs	-	4	3	3
English (UK) programmes	-	-	1	2
Movies	1	1	1	2
Teletext/disabled information	-	1	1	1
Local news	-	3	1	1
Overseas movies/ programmes	-	-	1	*
Less advertising/commercial free station	-	-	-	*
Other	15	20	4↓	2
Nothing/ don't know	22	31	30	30
Base (n=):	254	292	273	697

Use of Further Funding – Results of Asian Compared with Non-Asian People

The table below illustrates that documentaries in general (11%) and documentaries about New Zealand (10%) are the most popular areas Asian people would prefer further funding to be directed if NZ On Air had additional funding available.

Asian people are significantly more likely than non-Asian to want further funding for programmes on minority ethnic groups (9% - Asian, compared to 3% non-Asian) and Asian culture programmes (5% - Asian, compared to 0% non-Asian people). Asians are significantly less likely to want further funding for documentaries about New Zealand culture (10% Asian, compared to 19% non-Asian), drama programmes (4% Asian, compared to 10% non-Asian) and programmes about arts and performance (1% Asian, compared to 4% non-Asian).

Use of Further Funding

	Asian	Non-Asian
	2007 %	2007 %
Documentaries/discovery programmes	11	15
Documentaries about NZ (culture)	10	19
Minority ethnic groups	9	3
Children's programmes	7	6
Educational	6	7
New Zealand history/ geography	5	8
DIY/ house and garden/ lifestyle	5	5
Asian culture	5	-
Drama	4	10
New Zealand programmes	4	6
Sports	4	6
Music	4	5
Comedy	3	6
Māori language and culture	3	4
Movies	3	2
Teletext/disabled information	2	1
Arts and performance	1	4
Current affairs	1	3
Minority sports	1	2
English (UK) programmes	1	2
Real life	1	1
Local news	1	1
Overseas movies/ programmes	*	*
Less advertising/commercial free station	-	*
Other	*	*
Nothing/ don't know	34	30
Base (n=):	274	715

6.0

New Zealand Television

6.0 New Zealand Television

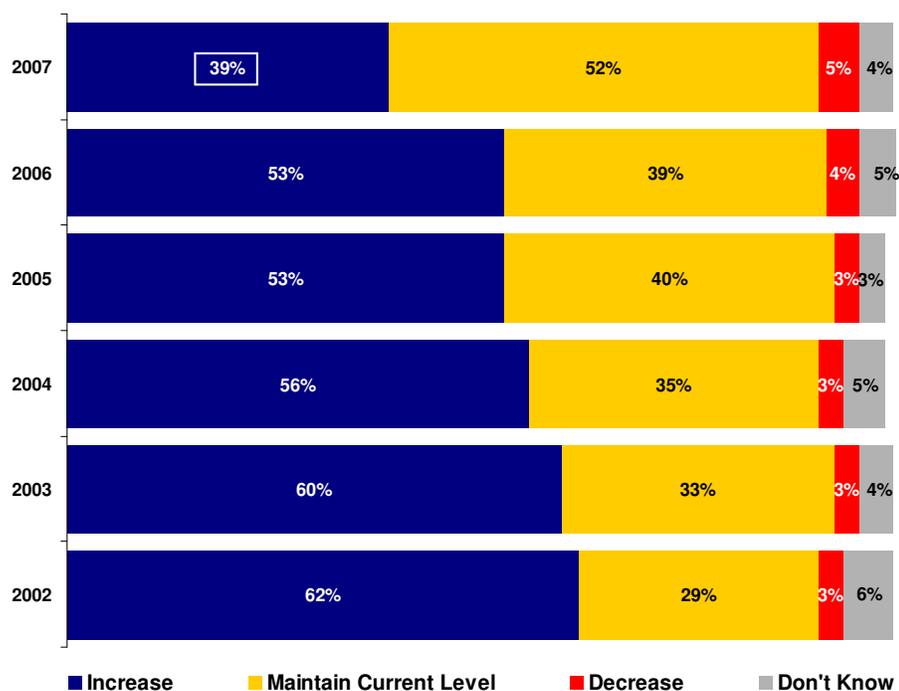
6.1 Should the Amount of New Zealand Local Content on Television Increase?

Respondents were told that currently around 33 percent of programmes shown on television between 6am and midnight are New Zealand made²⁰. They were also told that During Prime Time, this goes up to 40 percent. They were then asked whether they felt this figure should increase, remain the same, or decrease.

Over one third (39%) of New Zealanders feel the amount of New Zealand made programmes should increase.

Between 2002 and 2005 there was a clear downward trend in the proportion of people who support increasing the amount of New Zealand made programming on Television, which appeared to plateau between 2005 and 2006. The current 2007 result represents a significant decrease in the proportion of people who support increasing the amount of New Zealand made programming on Television (39%) when compared with 2006 (53%).

Should the Amount of NZ Local Content on Television Increase?



Base: All respondents

²⁰ It should be noted that in 2003 the question informed respondents that 27 percent of programmes on television are New Zealand made, in 2004 33 percent, in 2005 around 30 percent and in 2006 and 2007 that around 33 percent of programmes between 6am and midnight are New Zealand made.

The amount of New Zealand made programmes should:	Significantly more likely to:
Increase	– Live in the Upper North Island
Stay the same	– Identify as NZ European
Decrease	– Be male
	– Be aged between 18 and 34 years

Should the Amount of New Zealand Local Content on Television Increase? - Results of Māori Compared with Non-Māori

In 2007, Māori (50%) are significantly more likely than non-Māori (38%) to support an increase in the amount of New Zealand local content on television. Māori (44%) are correspondingly less likely to advocate that the amount of local content should stay the same compared to non-Māori (53%).

In contrast, compared with 2006, Māori in 2007 are significantly less likely to support an increase in the amount of New Zealand local content on television (50% compared with 69% in 2006). Māori in 2007 are also significantly more likely to advocate that the amount of local content should stay the same compared to 2006 (53%).

Should the Amount of NZ Local Content on Television Increase?

	Māori				Non-Māori
	2002 %	2004 %	2006 %	2007 %	2007 %
Increase	79	74	69	50↓	38
Stay the same	18	20	26	44↑	53
Decrease	1	2	2	3	5
Don't know	3	4	3	3	4
Base (n=):	271	254	292	273	697

Should the Amount of New Zealand Local Content on Television Increase? - Results of Asian Compared with Non-Asian people

Asian people (30%) are significantly less likely to support an increase in the amount of New Zealand local content on television compared to non-Asians (38%). Asians (9%) are correspondingly more likely to support a decrease in the amount of New Zealand local content on television compared to non-Asians (5%).

Should the Amount of NZ Local Content on Television Increase?

	Asian	Non-Asian
	2007 %	2007 %
Increase	30	38
Stay the same	50	53
Decrease	9	5
Don't know	11	3
Base (n=):	274	715

6.2 Opinion on New Zealand's Television Local Content, Given the Local Content Levels in Other Countries

Expectation of proportion of local funding is likely to be affected by knowledge of what other countries are doing. To give respondents an understanding of the levels of local programming in other countries, New Zealanders were told that television local content in Australia is around 55 percent, in England it is over 75 percent, and in the United States it is over 90 percent. Given this information, people were again asked whether the amount of New Zealand made programmes should increase, stay the same or decrease.

In 2007, after being told these comparable figures, significantly more people said that the amount of New Zealand made programmes should increase (51%, compared to 39% before being told).

Compared to 2006, people in 2007 are significantly less likely to say that the amount of New Zealand made programmes should increase (51% compared to 61% in 2006). Correspondingly, people in 2007 are significantly more likely to say that the amount of New Zealand made programmes should stay the same (42%) compared to 2006 (32%).

Should the Amount of NZ Local Content on Television Increase?

	2002		2003		2004		2005		2006		2007	
	Initial Response %	After Being Told %	Initial Response %	After Being Told %	Initial Response %	After Being Told %	Initial Response %	After Being Told %	Initial Response %	After Being Told %	Initial Response %	After Being Told %
Increase	62	70	60	69	56	64	53	62	53	61	39	51
Stay the same	29	25	33	25	35	31	40	33	39	32	52	42
Decrease	3	2	3	3	3	3	3	3	4	4	5	5
Don't know	6	3	4	3	5	2	3	2	4	3	4	2
Base (n=):	751		750		751		778		770		750	

Given international local content levels the amount of New Zealand made programmes should:	Significantly more likely to:
Increase	<ul style="list-style-type: none"> - Live in the Upper North Island - Identify as Māori.
Stay the same	<ul style="list-style-type: none"> - Live in the lower North Island - Be Aware of NZ On Air - Identify As NZ European.
Decrease	<ul style="list-style-type: none"> - Male - Aged 18 to 34 Years.

Opinion of New Zealand's Television Local Content Given the Local Content Levels in Other Countries – Results of Māori Compared with Non-Māori

On the basis of being aware of the comparable international figures for locally made content, Māori are significantly more likely than non-Māori to believe that the amount of local content should increase (67%, compared to 50% of non-Māori). Māori are also significantly less likely to claim that the amount of New Zealand local content should stay the same (31%, compared to 43% of non-Māori) and decrease (1%, compared to 5% of non-Māori).

Compared to 2006, Māori in 2007 are significantly less likely to indicate that the amount of New Zealand local content should increase (67% compared to 75% in 2006).

Should the Amount of NZ Local Content on Television Increase?

	Māori				Non-Māori 2007 %
	2002 %	2004 %	2006 %	2007 %	
Increase	80	83	75	67↓	50
Stay the same	16	14	21	31↑	43
Decrease	1	2	3	1	5
Don't know	4	2	1	1	2
Base (n=):	271	254	292	273	697

Opinion of New Zealand's Television Local Content Given the Local Content Levels in Other Countries – Results of Asian Compared with Non-Asian people

On the basis of being aware of the comparable international figures for locally made content, Asian people are significantly less likely than non-Asians to consider that the amount of New Zealand local content should increase (41%, compared to 50% of non-Asian).

Should the Amount of NZ Local Content on Television Increase?

	Asian 2007 %	Non-Asian 2007 %
Increase	41	50
Stay the same	44	43
Decrease	7	5
Don't know	8	2
Base (n=):	274	715

7.0
Television Viewing and Radio Listening
Behaviour

7.0 Television Viewing and Radio Listening Behaviour

7.1 Opinions About (the Importance of) New Zealand Music on the Radio

Respondents were asked to state on a scale of one to five how important they thought it was that radio stations are encouraged to play more New Zealand music and that more New Zealand music is played on the radio. Two thirds (66%) of the sample believe that it is important to encourage radio stations to play more New Zealand music. Similarly, 64 percent also believe that it is important that more New Zealand music is played on the radio.

Importance of New Zealand Music on the Radio

	Very Important %	Important %	Total Important %	Neutral %	Quite Unimportant %	Very Unimportant %	Total unimportant %	Don't Know %
Radio stations are encouraged to play more NZ music	38	28	66	23	5	5	10	1
More NZ music is played on the radio	36	28	64	23	6	5	11	1
Base (n=):	750							

In 2007, there has been no significant change in the proportion of people who state radio stations are encouraged to play more NZ music and more NZ music is played on the radio is important compared to 2006.

Importance of New Zealand Music on the Radio

	Total important %				Total Unimportant %			
	2004	2005	2006	2007	2004	2005	2006	2007
Radio stations are encouraged to play more NZ music	70	67	64	66	10	9	12	10
More NZ music is played on the radio	66	67	63	64	9	9	11	11
Base (n=):	751	778	770	750	751	778	770	750

Importance of New Zealand music on the radio	Significantly more likely to:
Encouragement of New Zealand music	<ul style="list-style-type: none"> - Be aged 18-44 - Live in a young/single/couple/group household or young family household.
More New Zealand music played on the radio	<ul style="list-style-type: none"> - Aged 18-44 years - Māori - Live in a young family household.

Opinions About (the Importance of) New Zealand Music - Results of Māori Compared with Non-Māori

In 2007, Māori are significantly more likely than non-Māori to believe that it is important that radio stations be encouraged to play more New Zealand music on the radio (79%, compared to 65% of non-Māori).

Similarly, Māori are significantly more likely to believe that it is important that radio stations actually play more New Zealand music on the radio (79%, compared to 63% of non-Māori).

Importance of New Zealand Music on the Radio

	2004 %	Māori 2006 %	2007 %	Non-Māori 2007 %
Radio stations are encouraged to play more NZ music	85	72	79	65
More NZ music is played on the radio	81	76	79	63
Base (n=):	254	292	273	697

Opinions About (the Importance of) New Zealand - Results of Asian Compared with Non-Asian People

Asian people are significantly less likely than non-Asians to believe that it is important that radio stations be encouraged to play more New Zealand music on the radio (51%, compared to 65% of non-Asian people).

Similarly, Asian people are significantly less likely to believe that it is important that radio stations actually play more New Zealand music on the radio (47%, compared to 64% of non-Asian people).

Importance of New Zealand Music on the Radio

	Asian 2007 %	Non-Asian 2007 %
Radio stations are encouraged to play more NZ music	51	65
More NZ music is played on the radio	47	64
Base (n=):	274	715

7.2 Radio and Television Programmes Regularly Listened to or Watched

Respondents were read a list of radio and television programmes and services in rotated order and asked if anyone in their household regularly listens to, or watches any of them.

New Zealand television documentaries continue to be the most popularly watched programmes (89%, a significant increase compared to 84% in 2006).

Several significant differences are observed in 2007.

A significant increase was seen in the proportion of people who regularly listen to Māori radio stations in English and watch Māori TV programmes in English (38%, compared to 33% in 2006).

In contrast, significant decreases are seen in the following radio and television programmes:

- New Zealand arts and performance programmes on television made with the help of NZ on Air (43%, compared to 55% in 2006)
- New Zealand music programmes on commercial radio stations (28%, compared to 33% in 2006)
- Student radio stations playing New Zealand music (13%, compared to 17% in 2006)
- Pacific Island radio stations (7%, compared to 12% in 2006).

Radio and Television Programmes Regularly Watched/Listened To

	2001 %	2002 %	2003 %	2004 %	2005 %	2006 %	2007 %
New Zealand documentary programmes on TV made with the help of NZ On Air, (such as <i>Inside New Zealand</i> or documentaries on TV One)	92	89	91	90	90	84	89
New Zealand special interest programmes on TV made with the help of NZ On Air, (such as <i>ANZAC Day Wreathlaying Ceremony, Attitude or Tagata Pasifika</i>)	39	48	62	66	71	66	66
New Zealand comedy programmes on TV made with the help of NZ On Air, (such as <i>Bro' Town</i> and <i>The Unauthorised History of New Zealand</i>)	46	56	63	54	64	62	61
New Zealand drama programmes on TV made with the help of NZ On Air, (such as <i>Outrageous Fortune</i> and <i>The Hothouse</i>)	47	54	64	58	64	62	59
NZ On Air funded music videos which screen on channels like C4 and Juice Music Television ²¹	-	-	-	-	-	46	47
New Zealand children's programmes on TV made with the help of NZ On Air, (such as <i>Sticky TV</i> and <i>The Go Show</i>)	49	46	56	47	57	45	47
New Zealand arts and performance programmes on TV made with the help of NZ On Air, (such as <i>Front Seat</i> and <i>Top of the Pops</i>)	30	38	50	60	58	55	43
Radio New Zealand National	40	36	49	45	49	43	39
Māori radio stations and TV programmes in English	-	27	41	35	39	33	38
New Zealand music programmes on commercial radio stations (like <i>The Word</i> and <i>Off the Record</i>) ²²	-	-	-	-	-	33	28
New Zealand programmes on commercial radio stations like " <i>That's the Story</i> " and " <i>Small World</i> "	21	21	33	28	27	31	28
Radio New Zealand Concert, which is the radio station that plays classical music	30	29	38	32	34	27	27
Television programmes with Teletext subtitles. These are written words on the screen so people who have difficulty hearing can understand the programmes	26	26	36	25	35	25	24
Māori radio stations and TV programmes in Te Reo like " <i>Waka Huia</i> ", " <i>Marae</i> " and " <i>Te Karere</i> "	20	18	25	21	24	18	19
Access radio stations	14	11	25	20	25	18	18
Student radio stations playing New Zealand music which are broadcast from university campuses	14	15	24	21	24	17	13
Pacific Island radio stations like Samoa Capital Radio in Wellington or Radio 531PI in Auckland	10	8	16	13	16	12	7
Base (n=):	750	751	750	751	778	770	750

²¹ First asked in 2006.

²² First asked in 2006.

Radio or TV Programme	Significantly more likely to:
New Zealand comedy programmes	<ul style="list-style-type: none"> – Be aged 18 to 34 years – Identify as Māori – Live in a young family household.
New Zealand drama programmes	<ul style="list-style-type: none"> – Be aged 18 to 34 years – Live in a young family household.
New Zealand documentary programmes	<ul style="list-style-type: none"> – Be aware of NZ On Air.
New Zealand special interest programmes	<ul style="list-style-type: none"> – Be female – Be aged 45 to 54 and 55 years or more – Identify as Māori.
New Zealand children's programmes	<ul style="list-style-type: none"> – Be aged 18 to 34 and 35 to 44 years – Identify as Māori – Live in a young family household.
New Zealand arts and performance programmes	<ul style="list-style-type: none"> – Be female – Identify as Māori.
Television programmes with Teletext subtitles	<ul style="list-style-type: none"> – Be unaware of NZ On Air.
Radio New Zealand National	<ul style="list-style-type: none"> – Be male – Be aged 55 years or more – Live in the South Island – Live in an older couple/single household.
Radio New Zealand Concert	<ul style="list-style-type: none"> – Be aged 55 years or more – Live in an older couple/single household – Be unaware of NZ On Air.
Māori Island radio stations	<ul style="list-style-type: none"> – Identify as Māori – Live in a young family household – Live in the upper North Island.
Māori radio and television programmes English	<ul style="list-style-type: none"> – Identify as Māori – Live in the upper North Island.
NZ On Air funded music videos which screen on TV channels such as C4	<ul style="list-style-type: none"> – Be aged 18 to 34, 35 to 44 and 45 to 54 years – Identify as Māori – Be part of young/single/couple/group household – Live in a young family household.
Student radio stations playing New Zealand Music	<ul style="list-style-type: none"> – Be aged 18 to 34 years.

Radio and Television Programmes Regularly Listened To or Watched - Results of Māori Compared with Non-Māori

Māori are significantly more likely to say that people in their household regularly watch a wide range of programmes, compared to non-Māori. These differences are highlighted in the table below:

Radio and Television Programmes Regularly Watched/Listened To

	Māori				Non-Māori
	2002 %	2004 %	2006 %	2007 %	2007 %
New Zealand television documentary programmes made with the help of NZ On Air, such as <i>Inside New Zealand</i> or documentaries on TV One	96	93	90	93	84
New Zealand comedy programmes on TV made with the help of NZ On Air, (such as <i>Bro' Town</i> and <i>The Unauthorised History of New Zealand</i>)	59	57	75	82	59
New Zealand special interest programmes on TV made with the help of NZ On Air, (like <i>ANZAC Day Wreath Laying Ceremony</i> , <i>Attitude</i> or <i>Tagata Pasifika</i>)	55	65	79	80	65
Māori radio stations and TV programmes in English	75	79	75	74	24
Māori radio stations and TV programmes in Te Reo like <i>Waka Huia</i> , <i>Marae</i> and <i>Te Karere</i>	74	73	65	70	16
New Zealand drama programmes on TV made with the help of NZ On Air, (such as <i>Outrageous Fortune</i> and <i>The Hothouse</i>)	63	60	72	67	58
NZ On Air funded music videos which screen on TV channels like <i>C4</i> and <i>Juice Music Television</i> ²³	-	-	68	67	46
New Zealand children's programmes on TV made with the help of NZ On Air, (such as <i>Sticky TV</i> , <i>Studio 2</i> and <i>The Go Show</i>)	70	74	70	64	45
New Zealand arts and performance programmes on TV made with the help of NZ On Air (such as <i>Front Seat</i> and <i>Live at Yours</i>)	42	91	68	54	41
Teletext subtitles, on television programmes. These are written words on the screen so people who have difficulty hearing can understand the programmes	33	40	35	34	23
New Zealand programmes on commercial radio stations such as <i>That's the Story</i> and <i>Public Address System</i>	32	30	41	32	28
New Zealand music programmes on commercial radio stations (such as <i>the Word</i> and <i>Off the Record</i>) ²⁴	-	-	44	27	29
Radio New Zealand National	26	34	36	26	39

²³ First asked in 2006.

²⁴ First asked in 2006.

Radio and Television Programmes Regularly Watched/Listened To (continued)

	Māori				Non-Māori
	2002 %	2004 %	2006 %	2007 %	2007 %
Pacific Island radio stations such as Samoa Capital Radio in Wellington or Radio 531PI in Auckland	21	30	34	24	6
Access radio stations	18	26	25	23	17
Radio New Zealand Concert, this is the radio station that plays classical music	25	26	24	21	27
Student radio stations which is music broadcast from university campuses	17	24	19	14	15
Base (n=):	271	254	292	273	697

Radio and Television Programmes Regularly Listened To or Watched - Results of Asian Compared with Non-Asian People

Asians are significantly less likely to say that people in their household regularly watch a wide range of programmes, compared to non-Asian people. These differences are highlighted in the table below:

Radio and Television Programmes Regularly Watched/Listened To

	Asian	Non-Asian
	2007 %	2007 %
New Zealand television documentary programmes made with the help of NZ On Air, such as <i>Inside New Zealand</i> or documentaries on TV One	60	89
NZ On Air funded music videos which screen on TV channels like <i>C4</i> and <i>Juice Music Television</i>	43	47
New Zealand children's programmes on TV made with the help of NZ On Air, (such as <i>Sticky TV</i> , <i>Studio 2</i> and <i>The Go Show</i>)	36	47
New Zealand comedy programmes on TV made with the help of NZ On Air, (such as <i>Bro' Town</i> and <i>The Unauthorised History of New Zealand</i>)	35	61
Teletext subtitles, on television programmes. These are written words on the screen so people who have difficulty hearing can understand the programmes	28	23
New Zealand drama programmes on TV made with the help of NZ On Air, (such as <i>Outrageous Fortune</i> and <i>The Hothouse</i>)	27	59
New Zealand special interest programmes on TV made with the help of NZ On Air, (like <i>ANZAC Day Wreath Laying Ceremony</i> , <i>Attitude</i> or <i>Tagata Pasifika</i>)	20	67
Radio New Zealand National	20	39
Radio New Zealand Concert, this is the radio station that plays classical music	20	27
Access radio stations	19	17
New Zealand music programmes on commercial radio stations (such as <i>the Word</i> and <i>Off the Record</i>)	18	27
New Zealand programmes on commercial radio stations such as <i>That's the Story</i> and <i>Public Address System</i>	15	29
New Zealand arts and performance programmes on TV made with the help of NZ On Air (such as <i>Front Seat</i> and <i>Live at Yours</i>)	14	43
Student radio stations which is music broadcast from university campuses	12	13

Radio and Television Programmes Regularly Watched/Listened To (continued)

	Asian people	Non-Asian people
	2007 %	2007 %
Māori radio stations and TV programmes in English	8	39
Māori radio stations and TV programmes in Te Reo <i>like Waka Huia, Marae and Te Karere</i>	7	20
Pacific Island radio stations such as Samoa Capital Radio in Wellington or Radio 531PI in Auckland	4	7
Base (n=):	274	715

7.3 NZ On Air Programme Viewing Behaviour

Respondents were asked which of a list of programmes, made with the help of NZ On Air, they had watched. Those who had watched the programme were asked whether they enjoyed the programme.

The most highly watched programmes in 2007 are:

- *Inside New Zealand (88%)*
- *Country Calendar (82%)*
- *What Now? (63%)*
- *Bro' Town (51%).*

The most highly enjoyed programmes are:

- *Inside New Zealand (84%)*
- *Country Calendar (84%)*
- *Kiwis at War (82%)*
- *ANZAC Day on Māori Television (80%)*
- *Lost at Sea – The Rob Hewitt Story (78%).*

NZ On Air Programmes Watched/Enjoyed 2007

	Watched %	Enjoyed (Like 1-2) %
Inside New Zealand	88	84
Country Calendar	82	84
What Now?	63	55
Bro' Town	51	66
Kiwis at War	48	82
Anzac Day Wreathlaying Ceremony on TV One	48	76
The Unauthorised History of New Zealand	48	73
Outrageous Fortune	46	67
Eating Media Lunch	45	58
World of Wearable Arts	44	68
Tagata Pasifika	44	60
Sticky TV	42	42
Asia Downunder	40	55
Mai Time	40	41
Lost at Sea – The Rob Hewitt Story	30	78
Praise Be	27	44
Let's Get Inventin'	23	64
What's Your Verdict	23	54
Base (n=):	750	

NZ On Air Programmes Watched/Enjoyed 2006 (continued)

	Watched	Enjoyed (Like 1-2)
	%	%
The Go Show	23	47
Anzac Day on Māori Television	22	80
The Insiders Guide to Love	22	57
Wasted	21	58
Frontseat	21	55
Karaoke High	21	41
ASB Polyfest	21	72
Time of Our Lives	15	42
Moon TV	15	43
The Book Show	14	62
Attitude	12	60
My Story	10	58
The Hothouse	10	51
Tu Te Puehu	9	59
Pop! Goes the Weasel	8	37
Live at Yours	8	47
The Simon Elliot Show	7	43
Nobody's Heroes	6	51
Stains Down Drains	4	42
Base (n=):	750	

NZ On Air Programme Viewing Behaviour - Results of Māori Compared with Non-Māori People

The viewing behaviour of Māori is markedly different to that of non-Māori, with Māori significantly more likely to watch the nearly all NZ On Air funded programmes (highlighted in the table below).

Furthermore, in terms of enjoyment of programmes Māori also exhibit different patterns when compared to non-Māori people. Significantly higher findings among Māori are highlighted with a circle, while significantly lower findings are marked with a box.

NZ On Air Programmes Watched/Enjoyed 2006

	Māori people		Non-Māori people	
	Watched	Enjoyed (Like 1-2)	Watched	Enjoyed (Like 1-2)
	%	%	%	%
Inside New Zealand	95	90	87	83
Country Calendar	86	83	82	85
What Now?	84	59	61	54
Mai Time	83	63	36	37
Bro' Town	79	71	49	66
Tagata Pasifika	75	78	41	58
Outrageous Fortune	60	71	44	67
Sticky TV	60	38	40	43
Asia Downunder	59	70	38	54
ASB Polyfest	52	77	18	71
Eating Media Lunch	52	53	45	59
Anzac Day on Māori Television	52	94	20	78
Anzac Day Wreathlaying Ceremony on TV One	50	86	47	75
The Unauthorised History of New Zealand	49	80	48	72
Kiwis at War	47	86	48	81
World of Wearable Arts	45	66	44	69
Karaoke High	43	47	19	38
Lost at Sea – The Rob Hewitt Story	38	78	30	78
The Go Show	37	51	21	45
Praise Be	34	29	26	45
The Insiders Guide to Love	32	52	21	58
Let's Get Inventin'	31	61	22	63
Tu Te Puehu	30	78	6	42
Frontseat	26	65	20	51
What's Your Verdict	26	56	23	53
Wasted	23	70	22	57
Moon TV	22	42	14	43
Attitude	21	59	12	60

NZ On Air Programmes Watched/ Enjoyed 2006 (continued)

	Māori		Non-Māori	
	Watched %	Enjoyed (Like 1-2) %	Watched %	Enjoyed (Like 1-2) %
Time of Our Lives	16	34	15	42
My Story	15	45	10	56
The Hothouse	12	61	10	49
The Book Show	12	50	14	62
Pop! Goes the Weasel	11	20	8	37
The Simon Elliot Show	9	54	7	39
Live at Yours	9	50	8	45
Stains Down Drains	8	33	4	40
Nobody's Heroes	7	58	6	49
Base (n=):²⁵	273		697	

²⁵ Base sizes vary between programmes. The base is the proportion of the whole sample (for both Māori and non-Māori) who have watched a particular programme. Those respondents were then asked if they liked it.

NZ On Air Programme Viewing Behaviour - Results of Asian Compared with Non-Asian People

The viewing behaviour of Asian people is markedly different to that of non-Asian people, with Asians significantly less likely to watch the nearly all NZ On Air funded programmes (highlighted in the table below). The exception to this trend is Asia Down Under, where Asian people are significantly more likely to have watched this programme.

In terms of enjoyment of programmes Asian people exhibit different patterns when compared to non-Asian people. Significantly higher findings among Asians are highlighted with a circle, while significantly lower findings are marked with a box.

NZ On Air Programmes Watched/Enjoyed 2006

	Asian		Non-Asian	
	Watched	Enjoyed (Like 1-2)	Watched	Enjoyed (Like 1-2)
	%	%	%	%
Inside New Zealand	74	82	88	84
Country Calendar	31	70	84	85
What Now?	44	44	64	55
Mai Time	19	30	40	41
Bro' Town	43	58	51	67
Tagata Pasifika	16	50	45	61
Outrageous Fortune	30	45	46	68
Sticky TV	47	43	41	42
Asia Downunder	55	75	39	54
ASB Polyfest	10	48	21	73
Eating Media Lunch	39	44	45	58
Anzac Day on Māori Television	7	58	23	80
Anzac Day Wreathlaying Ceremony on TV One	25	59	48	76
The Unauthorised History of New Zealand	29	65	48	74
Kiwis at War	17	64	50	82
World of Wearable Arts	20	64	45	69
Karaoke High	11	34	21	41
Lost at Sea – The Rob Hewitt Story	11	62	31	79
The Go Show	16	48	23	46
Praise Be	8	48	27	44
The Insiders Guide to Love	17	46	23	57
Let's Get Inventin'	17	52	23	66
Tu Te Puehu	4	20	9	60
Frontseat	9	38	21	56
What's Your Verdict	13	43	24	54
Wasted	22	61	21	58
Moon TV	11	52	15	42
Attitude	11	50	13	61

NZ On Air Programmes Watched/ Enjoyed 2006 (continued)

	Māori people		Non-Māori people	
	Watched %	Enjoyed (Like 1-2) %	Watched %	Enjoyed (Like 1-2) %
Time of Our Lives	9	27	16	42
My Story	12	31	10	61
The Hothouse	5	47	10	52
The Book Show	7	45	14	61
Pop! Goes the Weasel	11	41	9	34
The Simon Elliot Show	6	29	7	45
Live at Yours	5	47	8	45
Stains Down Drains	2	80	4	42
Nobody's Heroes	4	60	6	51
Base (n=):²⁶	274		715	

²⁶ Base sizes vary between programmes. The base is the proportion of the whole sample (for both Māori and non-Māori) who have watched a particular programme. Those respondents were then asked if they liked it.

Analysis of Popularity and Enjoyment

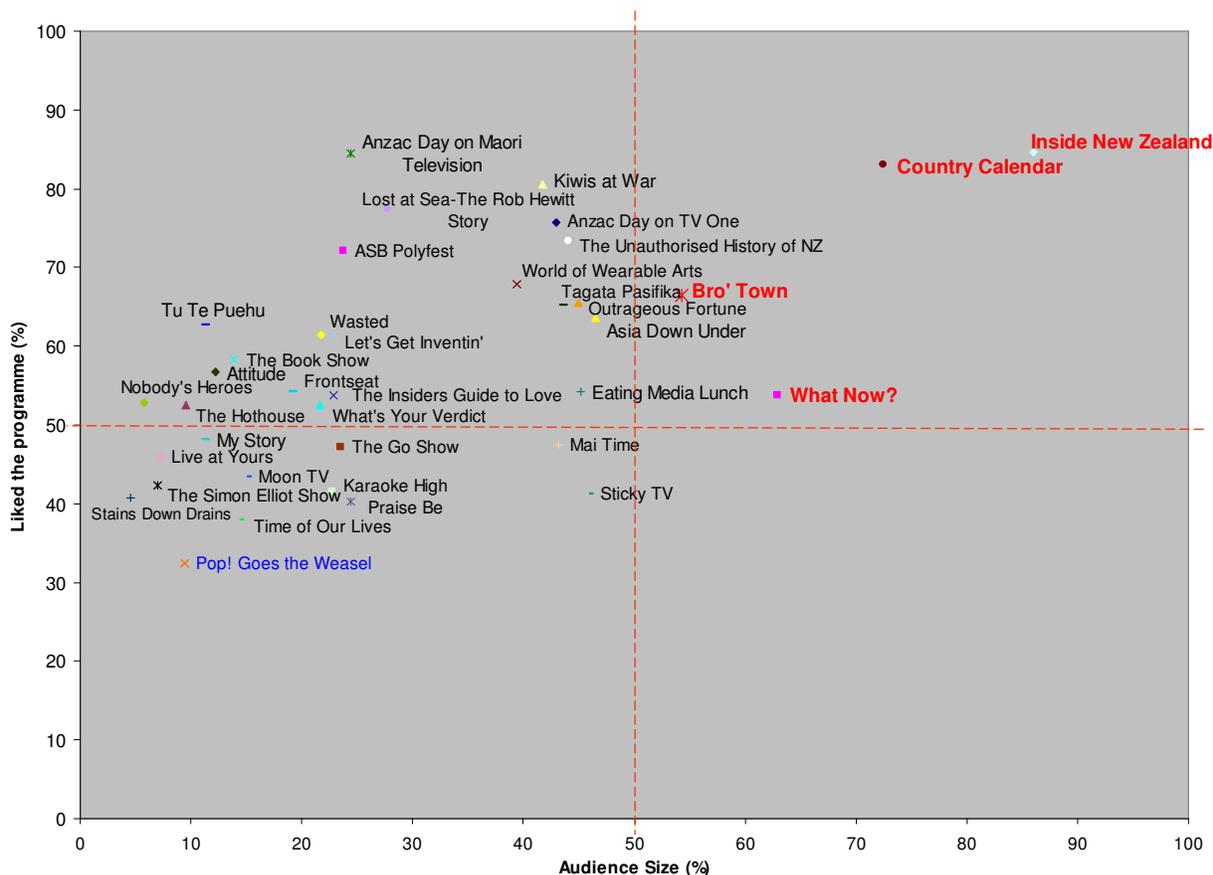
In the chart below, each programme has been plotted on the basis of how many people have viewed it and how many enjoyed it. Programmes in the top right quadrant have been viewed by a large proportion of people and have a high level of enjoyment. Those in the upper top left are viewed by fewer people but still enjoyed, while those in the bottom left quadrant have been viewed and enjoyed by fewer people.

In 2007, four programmes are positioned in the top right hand quadrant (i.e. large audience size **and** highly enjoyed) and stand out as very successful programmes. Inside New Zealand and Country Calendar are deemed to be the most successful programmes followed by What Now? and Bro' Town. Programmes such as Asian Down Under, Outrageous Fortune, The Unauthorised History of New Zealand and Tangata Pasifika are very close to breaking into this quadrant and should also be seen as relatively successful.

The majority of programmes sit in low audience size, but generally well liked quadrant. These include Kiwis at War, The World of Wearable Arts, ANZAC Day on TV One and Māori Television, Lost at Sea the Rob Hewitt Story and ASB Polyfest.

Pop! Goes the Weasel is identified as a programme which has a small audience and is generally not well liked.

Which NZ On Air Programmes are watched and are they liked?



Base: General Population sample (n=750)

Points to consider regarding viewing behaviour and enjoyment:

- Viewers were asked which programmes they had ever watched, not which they view regularly.
- Long running programmes have had more opportunity to be viewed by respondents than newer programmes.
- Respondents reported viewing behaviour and enjoyment levels may not correspond to the ratings data.

8.0

Digital Media

8.0 Digital Media

In 2007, the Digital Media section of the questionnaire was changed to examine how people are accessing digital content and the proportion of local content accessed.

8.1 Tuning into Television channels

Respondents were asked to indicate which channels they are currently tuned into and rate the quality of their reception for each of these channels. TV One, Two and Three are currently received by most households (all recorded 98%). Freeview is received by 9 percent of households²⁷.

Current Channels received and Quality

	Currently Receive	
	Yes %	No %
TV One	98	1
TV Two	98	2
TV Three	98	2
C4	74	24
Prime	79	20
Māori Television	71	27
Trackside	52	45
SKY UHF (up to five channels)	25	73
SKY Digital (up to 133 Channels)	39	60
Other International Satellite	8	89
Freeview	9	86
Base (n=):	770	

²⁷ Please note at the time of survey, Freeview had only just been released.

Tuning into Television Channels – Results for Māori Compared to Non-Māori

Māori are significantly more likely than non-Māori to currently receive Prime (85% compared to 79% of non-Māori), Māori Television (85% compared to 70% of non-Māori), Trackside (65% of Māori compared to 51% of non-Māori) and SKY Digital (46% of Māori compared to 38% of non-Māori).

Current Channels Received and Reception Quality

	Currently Receive - Yes	
	Māori %	Non-Māori %
TV One	98	98
TV Two	100	98
TV Three	98	98
C4	77	75
Prime	85	79
Māori Television	85	70
Trackside	65	51
SKY UHF (up to five channels)	29	25
SKY Digital (up to 133 Channels)	46	38
Other international satellite	7	8
Freeview	10	8
Base (n=):	273	697

Tuning into Television Channels – Results for Asian Compared to Non-Asian

Asian people are significantly more likely than non-Asians to currently receive C4 (85% compared to 73% of non-Asian) and other international satellite channels (14% compared to 8% of non-Asian). Asian people are also significantly less likely to currently receive TV One (93% compared to 98% of non-Asian), Māori Television (64% compared to 72% of non-Asian), Trackside (34% compared to 53% of non-Asian) SKY UHF (16% compared to 25% of non-Asian) and SKY Digital (27% compared to 39% of non-Asian).

Current Channels Received and Reception Quality

	Currently Receive - Yes	
	Asian %	Non-Asian %
TV One	93	98
TV Two	96	98
TV Three	96	98
C4	85	73
Prime	76	80
Māori Television	64	72
Trackside	34	53
SKY UHF (up to five channels)	16	25
SKY Digital (up to 133 Channels)	27	39
Other international satellite	14	8
Freeview	6	9
Base (n=):	274	715

8.2 Access to Digital Media and Content Type

Respondents were asked about the ways in which they currently watch television, listen to the radio or listen to music using digital methods and devices. Those who currently use these methods and devices were asked if the content accessed was Local NZ content, International content or both local and international content.

The most popular methods of accessing digital media that people currently do and intend to do in the future are recording a television programme on VCR or DVD or My Sky (48%) listening to music on an MP3 player or iPod (29%) and listening to radio programming on internet (24%).

Over half of people indicated that they don't currently use most methods of accessing digital media described below and don't intend on using them in the future. The exceptions to this trend are recording a television programme on VCR or DVD or My Sky (24%) and listening to music on an MP3 player or iPod (47%).

In terms of content accessed, over half of people who are using digital methods or devices are accessing both local and international content, regardless of the method of access. For local content only the methods of access that are the most popular are, listening to the radio on mobile phone, (34% listen to local content only) listening to radio programming on internet (26% listen to local content only), and watching television on mobile phone (22% watch local content only).

Methods of Accessing Digital Media and Type of Content Type

	Method of accessing %				Content type %		
	Don't do and don't intend to do	Don't Currently do but open to doing	Currently do but will not continue	Currently do and intend to continue	Local NZ content	International content	Both local and international
Watched television on internet	65	22	3	8	17	15	60
Purchased a television programme from internet	76	17	2	3	10	10	71
Watched television on mobile phone	88	9	1	1	22	11	67
Watched television on another digital device	69	21	2	5	18	13	64
Recorded a television programme on VCR or DVD or My Sky	24	19	8	48	8	6	85
Listened to radio programming on internet	66	14	5	13	26	16	57
Listened to music on internet	54	16	6	24	4	16	76
Purchased music from internet	64	16	5	15	5	22	71
Listened to music on an MP3 player or IPod	47	18	4	29	4	9	87
Listened to music on mobile phone	74	13	3	9	6	10	80
Listened to the radio on mobile phone	76	14	3	6	34	9	52
Watched or listened to podcasts	72	13	3	8	16	15	66
Base (n=):	750				Currently do and intend to continue		

Currently do and intend to continue	Significantly more likely to:
Watched television on internet	<ul style="list-style-type: none"> - Be aged 18 to 34 years - Asian - Live in a young/single/couple/group household.
Purchased a television programme from internet	<ul style="list-style-type: none"> - Not be aware of NZ On Air - Live a rural area.
Watched television on mobile phone	<ul style="list-style-type: none"> - Be aged 18 to 34 years.
Watched television on another digital device	<ul style="list-style-type: none"> - Be male - Be aged 18 to 34 years.
Recorded a television programme on VCR or DVD or My Sky	<ul style="list-style-type: none"> - Be aware of NZ On Air - Identify as NZ European.
Listened to radio programming on internet	<ul style="list-style-type: none"> - Be male - Be aged 18 to 34 years.
Listened to music on internet	<ul style="list-style-type: none"> - Be aged 18 to 34 years - Identify as Māori - Live in a young/single/couple/group household or a young family household.
Purchased music from internet	<ul style="list-style-type: none"> - Be aged 18 to 34 years - Identify as Asian - Live in a young/single/couple/group household or a young family household.
Listened to music on an MP3 player or iPod	<ul style="list-style-type: none"> - Be aged 18 to 44 years - Identify as either Māori or Asian - Live in a young/single/couple/group household or a young family household.
Listened to music on mobile phone	<ul style="list-style-type: none"> - Be aged 18 to 34 years - Identify as Māori - Live in a young/single/couple/group household or a young family household.
Listened to the radio on mobile phone	<ul style="list-style-type: none"> - Male - Be aged 18 to 34 years - Not aware of NZ On Air - Live in a young/single/couple/group household.

Access to Digital Media – Results for Māori Compared to Non-Māori

Overall, Māori are more likely than non-Māori to currently access digital media and intend to do so in the future and less likely to not access digital media and intend to do so in the future. This is outlined in the table below.

Methods of Accessing Digital Media

	Māori %				Non-Māori %			
	Don't do and don't intend to do	Don't Currently do but open to doing	Currently do but will not continue	Currently do and intend to continue	Don't do and don't intend to do	Don't Currently do but open to doing	Currently do but will not continue	Currently do and intend to continue
Watched television on internet	58	25	5	10	66	22	4	8
Purchased a television programme from internet	72	19	4	3	77	17	2	3
Watched television on mobile phone	81	11	2	5	88	9	1	1
Watched television on another digital device	59	27	3	8	69	20	2	5
Recorded a television programme on VCR or DVD or My Sky	28	19	11	41	24	19	8	48
Listened to radio programming on internet	68	14	4	13	67	15	4	13
Listened to music on internet	40	15	8	35	55	15	6	23
Purchased music from internet	58	18	8	16	65	15	4	15
Listened to music on an MP3 player or iPod	36	15	10	38	48	18	4	28
Listened to music on mobile phone	60	14	6	19	75	13	3	8
Listened to the radio on mobile phone	69	18	3	8	76	14	2	6
Watched or listened to podcasts	65	11	5	12	72	13	2	8
Base (n=):	273				697			

Content Type – Results for Māori Compared to Non-Māori

Overall Māori and Non-Māori are viewing the same type to digital content.

	Māori			Non-Māori		
	Local NZ content	International content	Both local and international	Local NZ content	International content	Both local and international
Watched television on internet	19	7	63	19	15	57
Purchased a television programme from internet	13	0	88	11	11	67
Watched television on mobile phone	31	0	62	13	13	75
Watched television on another digital device	17	4	78	18	13	63
Recorded a television programme on VCR or DVD or My Sky	17	3	79	7	7	85
Listened to radio programming on internet	19	6	69	24	17	59
Listened to music on internet	7	7	84	5	17	75
Purchased music from internet	7	13	76	5	23	70
Listened to music on an MP3 player or iPod	7	7	86	4	10	86
Listened to music on mobile phone	6	4	91	7	10	78
Listened to the radio on mobile phone	26	0	70	34	10	54
Watched or listened to podcasts	19	19	59	15	16	65
Base (n=):	Māori who currently do and intend to continue			Non-Māori who currently do and intend to continue		

Access to Digital Media – Results for Asian Compared to Non-Asian

Overall, Asian people are more likely than non-Asians to currently access digital media and intend to do so in the future and less likely to not access digital media and intend to do so in the future. This is outlined in the table below.

Methods of Accessing Digital Media

	Asian %				Non-Asian %			
	Don't do and don't intend to do	Don't Currently do but open to doing	Currently do but will not continue	Currently do and intend to continue	Don't do and don't intend to do	Don't Currently do but open to doing	Currently do but will not continue	Currently do and intend to continue
Watched television on internet	22	49	6	18	67	22	3	7
Purchased a television programme from internet	47	37	3	4	77	17	1	3
Watched television on mobile phone	54	31	5	3	89	8	1	1
Watched television on another digital device	34	40	4	11	70	20	2	5
Recorded a television programme on VCR or DVD or My Sky	19	31	4	39	24	18	8	49
Listened to radio programming on internet	29	31	8	26	67	14	4	14
Listened to music on internet	18	22	9	44	55	16	6	23
Purchased music from internet	34	33	5	20	65	16	4	14
Listened to music on an MP3 player or iPod	16	21	7	50	49	18	4	28
Listened to music on mobile phone	30	30	3	29	75	12	3	9
Listened to the radio on mobile phone	34	35	2	22	77	14	3	6
Watched or listened to podcasts	30	35	4	14	73	12	3	8
Base (n=):	273				697			

Content Type – Results for Asian Compared to Non-Asian

Overall Asian people and Non-Asians are viewing the same type of digital content.

	Māori			Non-Māori		
	Local NZ content	International content	Both local and international	Local NZ content	International content	Both local and international
Watched television on internet	17	46	38	17	15	58
Purchased a television programme from internet	17	83	0	10	10	71
Watched television on mobile phone	33	67	0	25	0	75
Watched television on another digital device	17	43	37	19	11	64
Recorded a television programme on VCR or DVD or My Sky	5	23	71	8	6	85
Listened to radio programming on internet	17	34	49	27	16	56
Listened to music on internet	2	36	61	5	16	76
Purchased music from internet	0	51	45	6	21	71
Listened to music on an MP3 player or iPod	0	34	65	4	7	88
Listened to music on mobile phone	4	36	58	6	11	78
Listened to the radio on mobile phone	28	21	51	38	10	48
Watched or listened to podcasts	8	58	29	16	14	67
Base (n=):	Asians who currently do and intend to continue			Non-Asians who currently do and intend to continue		

9.0 Māori Views on Māori Targeted Broadcasting

To establish the views of Māori on broadcasting targeted at Māori, a section of the questionnaire was asked only of Māori respondents.

Māori Perspectives, Language and Culture on Television

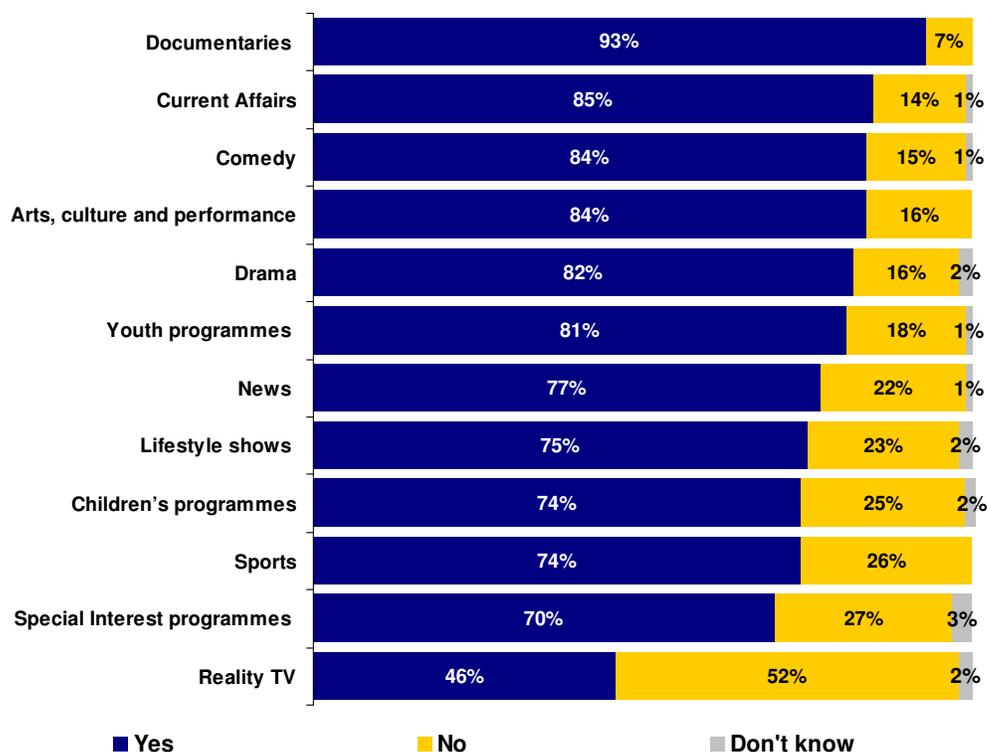
Māori were asked which television genres they would like to see more of a Māori perspective or feature Māori culture or language.

The graph below illustrates that nearly all Māori (93%) would like to see more documentaries that feature a Māori perspective, culture or language. Most Māori (over 80%) would like the following genres to have more of a Māori perspective or feature Māori culture or language:

- Current affairs
- Comedy
- Arts, culture and performance
- Drama
- Youth programmes.

Over half of Māori would not like to see more Reality TV that feature a Māori perspective, culture or language.

Television Genres that Māori would like to include a Māori Perspective or Māori Culture or Language



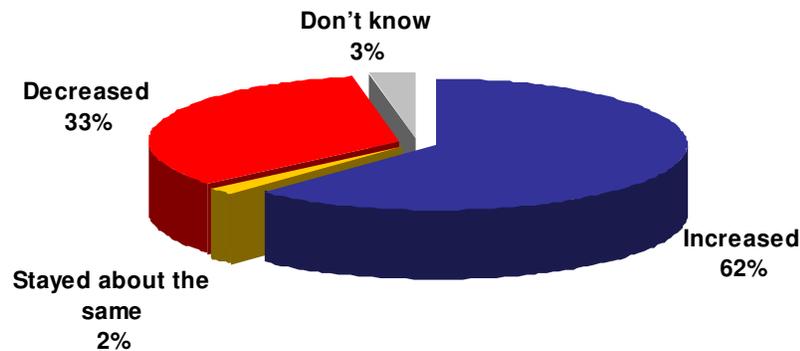
Base n=273

Effect of Māori Television on Viewing Māori Orientated Programming

To evaluate the effect of Māori Television on Māori viewing Māori orientated programming Māori were asked if the level of programming they viewed that included a Māori perspective has increased, decreased, or stayed the same since Māori Television was launched.

Almost two thirds of Māori (62%) indicated that the level of programming they view that includes a Māori perspective has increased since Māori Television was launched. It is important to note that a only two percent indicate their level of viewing has stayed the same and a third (33%) indicate that their level of viewing has decreased.

Level of Māori Orientated Programming watched by Māori since Māori Television Launched



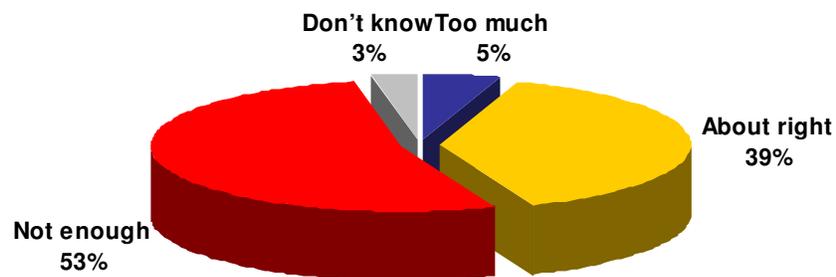
Base n=273

Programming that Includes a Māori Perspective on Mainstream Television

To evaluate Māori views on the level of programming that includes a Māori perspective on mainstream television, Māori were asked what they think about the level of programming that includes a Māori perspective.

Nearly all Māori (93%) feel that the level of programming on mainstream television that includes a Māori perspective is either not enough (53%) or about right (39%). Only five percent of Māori feel that the level of programming on mainstream television is too much.

Level of Programming that Includes a Māori Perspective on Mainstream Television



Base: n=273

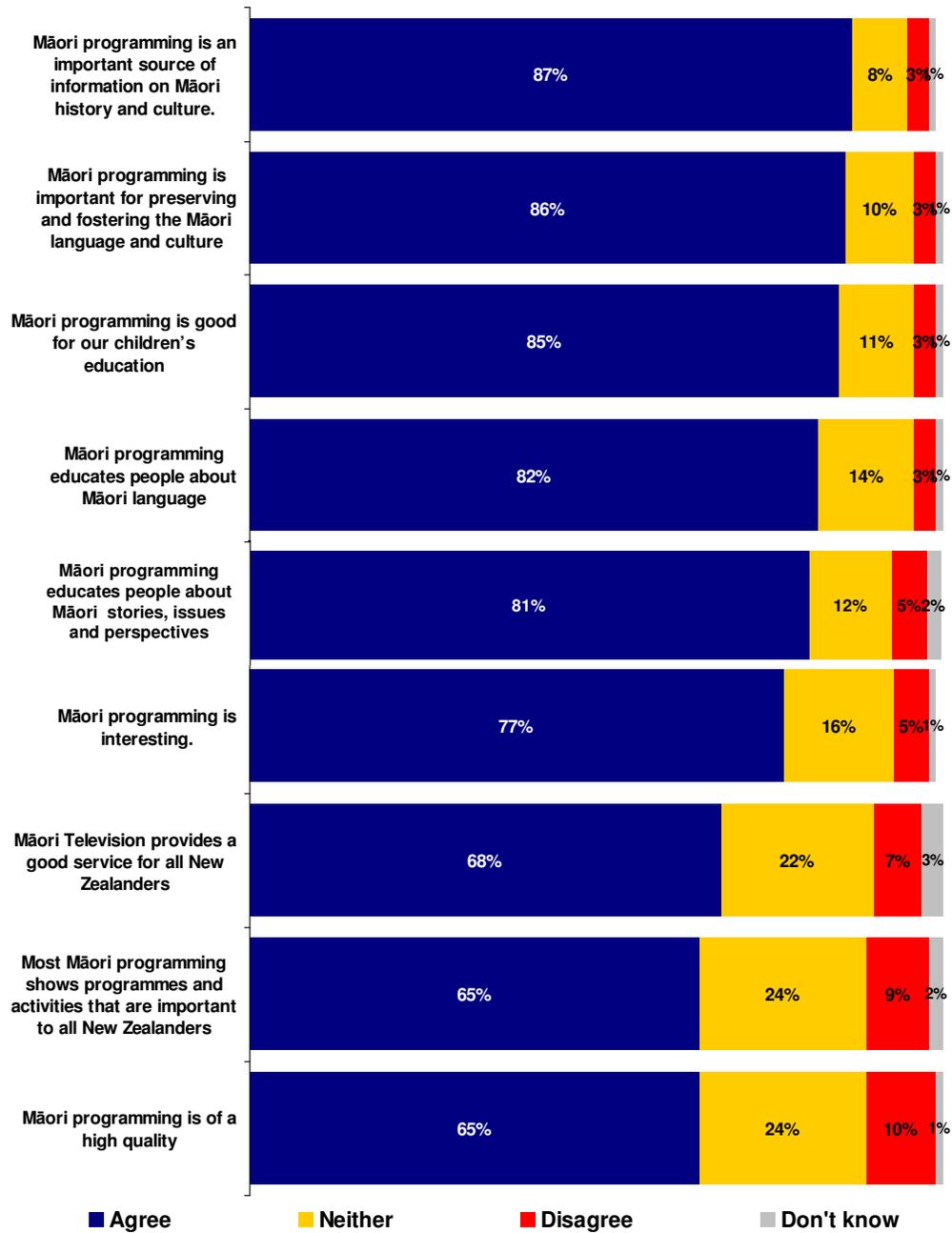
Māori Perceptions of Māori Programming

To evaluate Māori perceptions of Māori programming, Māori were asked for their level of agreement to a series of statements about Māori programming.

The graph overleaf illustrates that most Māori (over 80%) agree that Māori programming:

- is an important source of information on Māori history and culture (87%)
- is important for preserving and fostering the Māori language and culture (86%)
- is good for our children's education (85%)
- educates people about Māori language (82%)
- educates people about Māori stories, issues and perspectives (81%).

Level of Agreement with Statements about Māori Programming

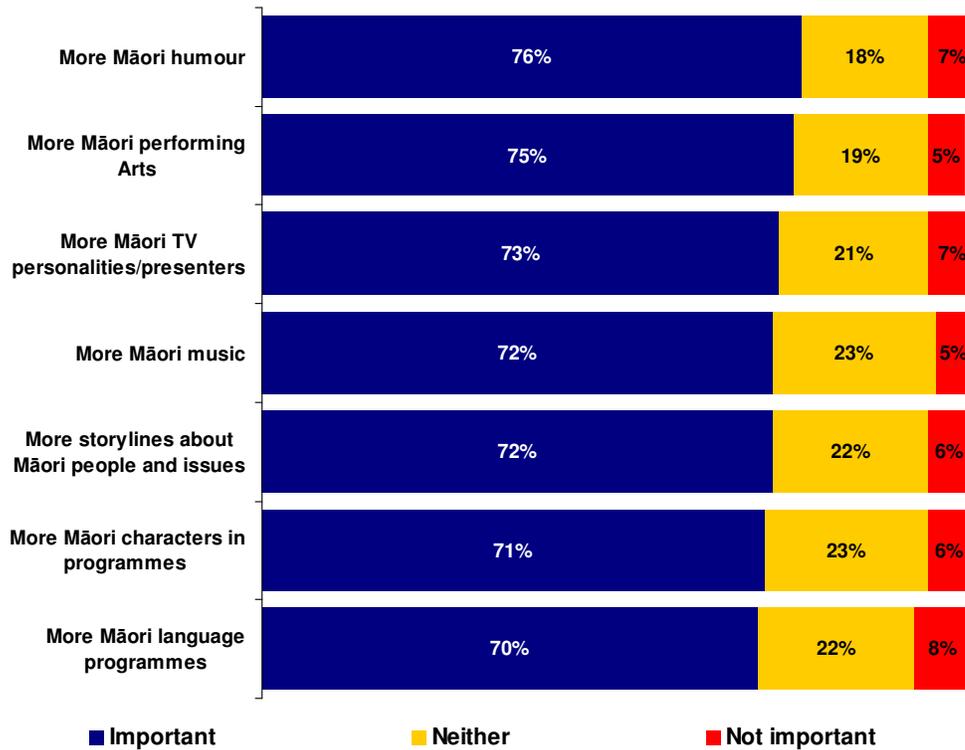


Māori Content Māori would like to see more of

To establish the content of Māori programmes Māori would like to see more of on television, Māori were asked how important it was for them to see more Māori content in each aspect of New Zealand made television programmes.

Overall, around seven out of ten Māori (70% to 76%) indicated that they felt it was important to see more Māori content in all aspects of New Zealand made programming.

Importance of Māori Content in New Zealand Made Programmes



10.0 Asian Views on Asian Targeted Programming

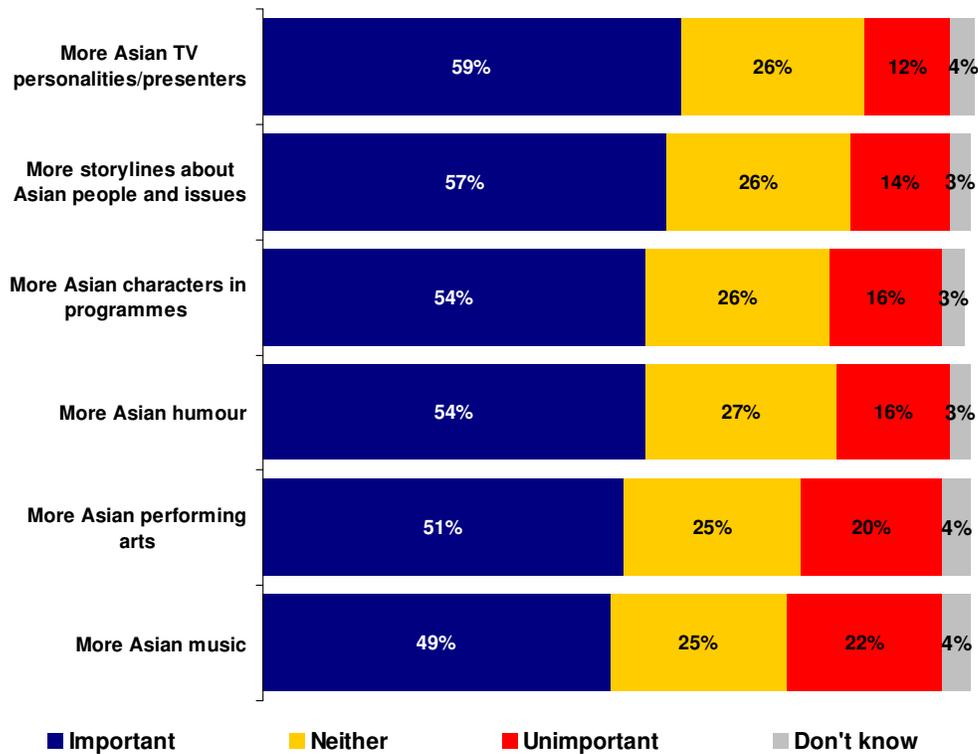
To establish the views of Asians on broadcasting targeted at Asian people, a section of the questionnaire was asked only of Asian respondents.

Asian Content Asian People would like to see more of

To establish the content of Asian programmes Asian people would like to see more of on television, Asians were asked how important it was for them to see more Asian content in each aspect of New Zealand made television programmes.

Overall, around half of Asian people (49% to 59%) indicated that they felt it was important to see more Asian content in all aspects of New Zealand made programming.

Importance of Asian Content in New Zealand Made Programmes



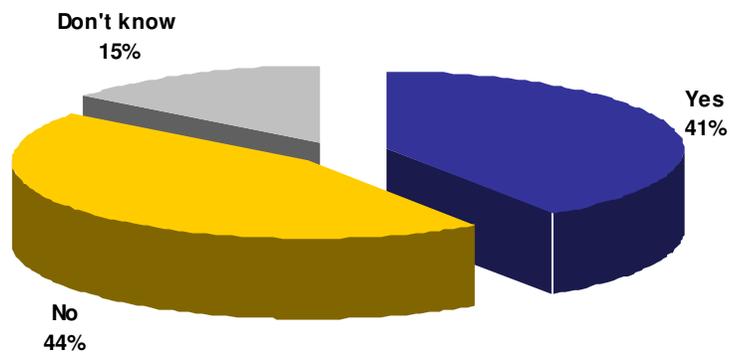
Base: n=274

Local New Zealand Content in Languages other than English

Asian respondents were asked if they would like to see more local content in languages other than English.

Two fifths of Asian people (41%) said that they would like to see more local content in languages other than English. A similar proportion of Asian people (44%) said they would not like to see more local content in other languages.

Would like to see Local New Zealand Content in Languages other than English



Preferred Languages for Local Content

Those who said they would like to see more local content in other languages other than English were asked which languages they would like to see.

The Chinese languages, Mandarin and Cantonese were the languages preferred by the greatest proportion of respondents (42% and 37% respectively)

Language	Would like to see %
Mandarin	42
Cantonese	37
Japanese	4
Hindi	4
Korean	2
Vietnamese	1
Indonesian	1
Other	6
Don't know	4
Base (n=):	112

Questionnaire

Appendix

Appendix One: Sample Profile- Main Sample

	2002 %	2003 %	2004 %	2005 %	2006 %	2007 %
Gender						
Male	38	37	39	39	40	37
Female	64	63	61	61	60	63
Age						
18-24 years	9	11	13	12	9	7
25-34 years	21	18	18	17	16	17
35-44 years	23	23	20	24	24	21
45-54 years	17	18	19	21	20	23
55-64 years	14	15	15	13	15	16
65+ years	15	14	15	14	15	15
Refused	*	*	-	-	1	*
Ethnicity						
New Zealand European	81	78	80	77	77	80
Māori	8	8	7	9	10	7
Pacific People	3	4	4	7	4	4
Asian ²⁸	-	-	-	-	-	5
Other	8	10	10	8	9	4
Employment Status						
Employed full time	53	53	53	51	53	54
Employed part time	15	13	15	16	14	16
Retired	17	16	15	5	16	16
Home maker	6	5	6	2	7	6
Student	5	7	6	1	5	4
Unemployed	3	4	4	2	4	4
Don't know	1	1	1	2	-	*
Refused	-	-	-	3	1	-
Highest Education Level						
School	49	45	48	46	49	42
Technical	17	18	14	14	17	16
University	31	34	36	38	33	38
Other	*	-	-	0	0	3
Don't Know/Refused	3	2	1	1	1	1
Household Structure						
Young – single couple	17	19	19	7	4	5
Group flatting				5	4	4
Young couple no children	35	32	30	7	7	7
Young family	18	18	19	8	9	11
Family mainly school aged	30	29	31	25	23	23
Mature family	1	1	-	18	20	17
Older couple/single	-	-	-	30	32	32
Refused	-	-	-	0	1	*
Base (n=):	751	750	751	778	770	750

²⁸ First recorded as Asian in 2007.

Sample Profile continued

	2002	2003	2004	2005	2006	2007
	%	%	%	%	%	%
Area						
Whangarei	2	2	2	2	3	3
Auckland	37	37	32	33	31	30
Hamilton	6	6	6	6	6	7
Tauranga	4	4	4	4	5	5
Rotorua	2	2	2	2	2	5
Gisborne	1	1	1	2	2	2
Napier	2	2	2	2	2	2
Hastings	2	2	2	2	3	2
New Plymouth	2	2	2	3	2	4
Wanganui	2	2	2	2	2	3
Palmerston North	3	3	3	3	3	2
Wellington	14	14	15	15	14	10
Nelson	2	2	2	2	2	4
Christchurch	14	14	15	15	14	11
Dunedin	5	5	5	5	6	7
Invercargill	2	2	2	2	2	3
Area Status						
Urban	74	72	66	68	71	68
Secondary	7	8	9	7	8	4
Minor urban	9	10	13	11	12	-
Rural	10	11	12	14	9	28
Household Income						
Less than \$15,000	8	7	8	8	7	7
\$15,001 – \$25,000	10	12	9	8	10	10
\$25,001 – \$35,000	12	11	11	13	10	9
\$35,001 – \$45,000	10	14	11	10	10	11
\$45,001 – \$55,000	7	10	10	8	7	11
\$55,001 – \$70,000	11	9	13	13	11	14
\$70,001 – \$85,000	6	5	6	9	8	7
\$85,001 +	12	12	15	15	17	20
Don't know	24	20	8	7	7	4
Refused	-	-	-	9	12	7
Base (n=):	751	750	751	778	770	750