

**NZ On Air
Public Information and Opinion Monitor
Market Research Report**

Prepared for:
NZ On Air

August 2001

CONFIDENTIAL

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Appendix

1.0 Background & Objectives

NFO CM Research has conducted a public information and opinion monitor for NZ On Air since 1992. From 1999 all reference to the Broadcasting Fee has been removed. Where applicable, respondents are asked about NZ On Air instead of the Fee. 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.
- Gain feedback on the amount of “local” New Zealand made programmes that should be on television.
- Measure support for compulsory broadcasting of New Zealand made programmes on free to air television and New Zealand music on radio.
- Gather feedback on the importance of the role NZ On Air plays in New Zealand broadcasting.
- Gather 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 Maori and non Maori.
- Measure television watching and radio listening behaviours.
- Measure interest in English subtitles on Maori programmes in Te Reo.

New objectives for 2001 included to:

- Determine awareness of the charter for Television New Zealand.
- Identify ways in which people expect the charter to change television.
- Determine what people would like the charter to do.
- Determine the level of support for NZ On Air’s programmes and services.
- Determine how people would like to find out information about NZ On Air and what sort of information they would like.

2.0 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%. On reduced base sizes the sample error will be greater than this.

In addition, a booster sample of n=205 Maori was recruited from the Electoral Roll. Comparison between Maori and non Maori are made throughout the report. Additional to the booster sample of n=205 Maori, a further n=66 Maori were interviewed as part of the main sample. This gave a total of n=271 Maori, with the remaining n=684 interviews (n=750 less the n=66 Maori) being classified as non Maori.

Sample

- The person surveyed was the person within each household who was 18+ years and most responsible for paying the household bills.
- The 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.
- This year 15 percent of the households approached refused to do the survey, last year 30 percent refused.
- The sample profile can be found in the appendix. As occurred in previous years, females (63%) were more likely than males (37%) to participate in the survey.

Interviewing

- Interviewing was carried out by fully trained NFO CM Research interviewers based in Auckland. This survey was conducted using Computer Assisted Telephone Interviewing (CATI).
- Up to three call backs were conducted to reduce over-sampling less socially active people.
- To ensure the quality of information, all interviewers' work was checked for accuracy and completeness by a supervisor. In addition a 10 percent audit of each interviewer's work was undertaken.
- Fieldwork was conducted between 4 July and 22 July 2001. All interviewing was conducted during weekends and weekday evenings.
- A structured questionnaire was used for the survey. The questionnaire is appended to this report.

NB: Circles  indicate significant differences.

3.0

Executive Summary

3.0 Executive Summary

NFO CM Research has conducted the NZ On Air public information and opinion monitor annually since 1992. From 1999 all reference to the Broadcasting Fee was removed from the survey. This year new questions were added to the survey to assess peoples' interest in finding out information about NZ On Air, and to gauge awareness and understanding of the Television New Zealand Charter.

Telephone interviews were conducted with n=750 randomly selected people from throughout New Zealand. An additional n=205 interviews were conducted with Maori people living in households selected from the Electoral Roll.

The following summary of results focuses on the main sample n=750 to allow comparability with previous years. Following this are results that compare all Maori respondents (booster and main sample) with non Maori.

3.1 Main Sample

Awareness of NZ On Air

- Prompted awareness of NZ On Air has been at over 90 percent since 1993. In this survey, 96 percent of people interviewed had heard of NZ On Air. This has remained relatively unchanged from the previous three surveys.
- Understanding of NZ On Air's role was high, with close to 90 percent of those aware of NZ On Air able to describe at least one function. The best known NZ On Air function was funding of New Zealand made programmes (22%).
- A new question added this year asked people where they find out about NZ On Air. The most common sources of information were television advertising (50%), the logo after television programmes (16%) and articles in the newspaper (15%).
- Another new question in this year's survey asked people if there is anything about NZ On Air they would like to know more about. One third (33%) would like to know more about what programmes or music received funding, while a quarter (24%) want to know who benefits from NZ On Air funding.
- When asked how they would like to find out more about NZ On Air, half had a preference for television, while a quarter (24%) preferred newspaper.
- The number of people who identified collecting the Broadcasting Fee as a function of NZ On Air has declined in recent years from 21 percent in 1998 to three percent in this survey.

- Similar to previous years 43 percent of people were aware that NZ On Air is not part of TVNZ. Also unchanged from previous years, 42 percent believed that NZ On Air is part of TVNZ and 15 percent were unsure.
- Another new question asked if NZ On Air provides good quality and interesting programmes and services, nearly two thirds agreed with this (63%).

Use of NZ On Air Funding

- As in previous years, with prompting, nearly everyone was aware that NZ On Air funds New Zealand made television programmes (91%) and that it provides a wider range of New Zealand television programmes (83%).
- Over three quarters of people were aware of the following NZ On Air functions:
 - promotion of New Zealand culture and identity (82%)
 - promotion of Maori language and culture on television and radio (80%).
- Two functions that had lesser recognition this year:
 - to help provide TV and radio reception to remote communities (36% down from 40%)
 - to provide a wider range of New Zealand television (83% down from 87%)
- One function in particular had more recognition this year:
 - to ensure programmes are made for special interest groups (69% up from 63%)
- Similar to 2000, a quarter of the people surveyed (26%) said NZ On Air helps to buy TV programmes made overseas.

Attitudes Towards NZ On Air and Local Content

- Attitudes towards NZ On Air and local content have altered little since 2000, and continue to be positive.
- Around three quarters of people agreed that:
 - NZ On Air provides programmes and activities that are important to New Zealanders (72%)
 - Without NZ On Air New Zealand drama, documentary and children's programmes would disappear (71%)
 - Seeing ourselves on television and hearing our stories helps to develop our cultural identity (72%).

- Nearly two thirds of people (63%) agreed that NZ On Air 'does provide programmes and activities that I enjoy'.
- Around half of people agreed that:
 - without NZ On Air National Radio and Concert FM would disappear (53%)
 - it is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet (45%).
- Less than one in five (16%) people agreed that NZ On Air supports only programmes and activities that **do not** interest them. Fifty eight percent disagreed with this.

Uses of NZ On Air Funding

- Over 80 percent of people think it is important for NZ On Air to fund:
 - New Zealand children's programmes on TV (83%)
 - TV and radio reception for remote communities (83%).
- Less than half of people think it is important for NZ On Air to fund:
 - Maori radio and TV partly in Te Reo (49%)
 - Pacific Island radio stations in NZ (47%)
 - arts and performance programmes (47%)
 - NZ comedy programmes (46%)
 - Access radio stations (44%)
 - programmes for minorities (42%).
- There has been little change in importance ratings between years, although fewer people rated NZ drama and NZ comedy programmes as important.
- Programmes spontaneously mentioned as uses for additional funds included documentaries (20%), drama (9%) and documentaries about NZ (7%). In 2000, no-one mentioned documentaries about NZ as a use for additional funding.

The Television New Zealand Charter

- Asked if they were aware of the charter for TVNZ, over a third (37%) said they were. Nearly two thirds (60%) are not aware of the charter.
- Nearly a fifth (18%) said there will be more New Zealand made programmes as a result of the charter, while nearly one in ten said the charter will make television worse (7%).

- Over 80% of people **expect** the charter will:
 - ensure more local programming overall
 - result in more programmes reflecting the diversity of NZ.
- Over 80% of people **want** the charter to:
 - ensure better TV overall
 - ensure better quality local programming overall
 - ensure fewer adverts
 - make TV more enjoyable
 - ensure more high quality international programming
 - ensure more in depth news and current affairs.

New Zealand Television

- Asked how many New Zealand made programmes are screened on the three major free-to-air channels, 27 percent of people gave an estimate of between zero and 15 percent. This figure was 29 percent last year. Conversely, this year slightly more people overestimated the level of local content on television, with 32 percent saying it is over 25 percent (31% said this in 2000, while 21% said this in 1999).
- Support for more local content on television has steadily grown from 35 percent in 1996 to 61 percent in 2001. This is interesting given that 32 percent of people this year overestimated the current level of local content. Only three percent felt the current level should be decreased.
- More people supported an increase (from 61% to 67%) after they were told that local content is much higher in Australia, the UK and the USA compared to New Zealand.
- Nearly three quarters of people (72%) said that free-to-air channels should be made to screen a certain amount of New Zealand made programmes, similar to 2000 (74%).
- Support for compulsory screening across the genre was reasonably high – at least two thirds for each. There were no significant changes from 2000. Support was highest for New Zealand made documentaries and New Zealand made children and young persons' programmes.

- When told of the relative expense of New Zealand made programmes (compared to ready-made overseas ones) 73 percent of people still supported the compulsory screening of New Zealand made programmes.
- People were also asked how they felt about compulsory play of New Zealand made music on the radio. Similar to 1999 and 2000, two thirds of people (65%) felt that radio stations should be made to play New Zealand music.

Recognition of NZ On Air Programmes

- People were most likely to name Shortland Street (23%, down from 33% in 2000), and the news (14%) as NZ On Air funded programmes. NZ On Air-funded programmes most mentioned by people were Documentary New Zealand (14%, up from six percent in 2000), Mai Time (10%) and What Now? (9%).
- Seventeen percent of people only mentioned programmes that are NZ On Air funded. This result was higher than in 2000, and the same as 1999.
- As in previous years, the main way people tell a programme is funded by NZ On Air is by the NZ On Air logo at the end of the programme (60%).

Television Viewing and Radio Listening Behaviour

- Support for NZ On Air funded television programmes is moderate with most genre regularly watched by 40 to 50 percent of people.
- Highest ranking was NZ On Air documentaries which are regularly watched by over ninety percent of people (92%).
- Fewer people reported regularly listening to radio. The most popular NZ On Air funded stations were National Radio (40%) and Concert FM (30%) while Access Radio (14%) and Pacific Island Radio (10%) were least popular.
- One fifth of people (20%) reported listening to Maori radio stations or watching TV programmes in Te Reo. Among those who did not, half (49%) said they would be more likely to, if there were subtitles.
- Inside NZ (92%) and Documentary NZ (92%) were the NZ On Air programmes most likely to have been watched out of the selection given. Money Doctor (67%), Epitaph (65%), What Now? (59%), Topp Twins (58%), Pioneer House (55%), and Paralympics 2000 (51%) had also been watched by over half of those surveyed. Least likely to have been watched were Ahurea Haka Time (7%), and Clare (7%).

- Most enjoyed of the selection were Documentary NZ (87%), Inside NZ (84%), and Questions (on youth suicide) (82%). Around two thirds of people enjoyed Money Doctor, Epitaph, Pioneer House, Paralympics 2000, Wild About NZ, Suzy's World, the Smokefree Stage Challenge. At the lowest end of the scale were The Panel (36%), and The Machine (41%).
- The final questions people were asked related to Pay TV and channels watched. One third of people (36%) have Saturn or Sky in their houses.

3.2 Maori Versus Non Maori Results

Awareness of NZ On Air

- Prompted awareness of NZ On Air was high among both Maori (93%) and non Maori (96%) while awareness of NZ On Air functions was lower amongst Maori. Twenty two percent of Maori were unable to name any NZ On Air functions, compared to 15 percent of non Maori.
- Maori were significantly more likely than non Maori to think that NZ On Air is part of TVNZ (57% compared to 40%).

Information About NZ On Air

- There were no significant differences between Maori and non Maori in terms of how they find out about NZ On Air.
- Asked if there was any thing they would like to know more about, Maori (21%) were significantly more likely than non Maori (15%) to want to know more about NZ On Air.
- There were no significant differences in terms of how people would like to receive information about NZ On Air.

Use of NZ On Air Funding

Knowledge of NZ On Air's functions differed between Maori and non Maori.

- Maori were more likely to say that NZ On Air:
 - archives broadcasting material and historic programmes (59% compared to 51%).
- Maori were less likely to know about the following NZ On Air functions:
 - funding New Zealand made television programmes (84% compared with 92%)

- providing a wider range of television programmes (76% compared with 83%)
 - funding National Radio and Concert FM (51% compared with 61%).
- One third of Maori believe that NZ On Air helps to buy TV programmes made overseas, compared to one quarter of non Maori.

Attitudes Towards NZ On Air and Local Content

- Maori were slightly more likely than non Maori to disagree that NZ On Air 'does provide programmes and activities that I enjoy' (12% compared to 8%).
- Maori were more likely to agree that seeing ourselves on TV and hearing our stories and song helps to develop our cultural identity (89% compared to 70%) and that it is important New Zealand made programmes are shown on new broadcasting systems (59% compared to 45%). Maori were also more likely to subscribe to Pay TV (45%) than non Maori (36%).

Uses of NZ On Air Funding

- At least 80 percent of Maori agreed it was important for NZ On Air to fund the services shown in the table below.

	Important	
	Maori %	Non Maori %
New Zealand children's programmes on TV	91	83
Children's programmes reflecting Maori language and culture for all children	87	59
In-depth documentaries on TV	82	75
Programmes for people with disabilities	93	78
Maori radio and TV partly in Te Reo	82	45
New Zealand music	87	73
Maori radio and TV in English	83	57
Television and radio reception for remote communities	86	83
Documentaries about Maori people and Maori issues for all people	86	56
Base:	271	684

- Maori gave significantly higher importance ratings than non Maori for a number of NZ On Air's services.
- Of least importance to both Maori and non Maori were NZ comedy programmes and programmes for minorities.
- Spontaneously, Maori were less likely to rate documentaries (14% compared to 21%) and drama programmes (5% compared to 9%) as the best use of additional funding. Maori were, however, more likely to rate Maori language and culture programmes (12% compared to 4%) as being important services for any additional funding.

The Television Charter

- Maori (19%) are less likely than non Maori (38%) to be aware of the television charter.
- Maori (0%) were significantly less likely than non Maori (7%) to say the charter will make them less likely to watch television.
- Maori were more likely than non Maori to **want** to see the following as a result of the charter:
 - ensure more Maori elements (79% compared to 54%)
 - ensure more arts programming overall (77% compared to 52%).
- Maori were more likely than Non Maori to **expect** to see the following as a result of the charter:
 - ensure better quality programming overall (79% compared to 63%).
 - ensure there are fewer adverts (69% compared to 54%).

New Zealand Television

- There was no discernible difference in the percentage of New Zealand made programmes Maori and non Maori estimated were on free to air TV.
- Three quarters of Maori (73%) think the amount of New Zealand made programmes should increase. Among non Maori this figure was significantly lower at 60 percent. Few people, either Maori or non Maori, supported a decrease in New Zealand programming.
- Given that countries such as the United States, Australia and the UK have a higher proportion of local content, 80 percent of Maori and 65 percent of non Maori said an increase in New Zealand made programmes was needed (this compared to 73% and 60% respectively, before being told about local content in other countries).

- Maori were more likely than non Maori to support the minimum screening of New Zealand made programmes across all genre except for NZ made children and young persons programmes.
- On learning of the relative expense of New Zealand made programmes to those bought overseas, 84 percent of Maori and 70 percent of non Maori still felt that a certain amount of New Zealand made programmes should be screened.
- Seventy nine percent of Maori supported a set amount of New Zealand music being played on radio, significantly more than the number of non Maori (64%).

NZ On Air Programmes

- NZ On Air funded documentaries were regularly watched by 93 percent of Maori and 92 percent of non Maori. The top four NZ On Air funded genres watched regularly by Maori and non Maori are shown below.

NZ On Air Programmes Regularly Watched

Maori		Non Maori	
Documentaries	93%	Documentaries	92%
Maori radio stations & TV programmes in Te Reo	71%	Children's programmes	47%
Children's programmes	72%	Drama programmes	45%
Drama programmes	60%	Comedy programmes	44%

- Least popular with both Maori and non Maori were student radio (17% and 13%) and Pacific Island radio stations (21% and 8%). For eleven of the services named, Maori were significantly more likely than non Maori to say they regularly listened, watched, or used them.
- English subtitles on Maori programmes in Te Reo would encourage 71 percent of Maori to watch amongst those who currently do not. This figure was 49 percent amongst non Maori.
- The most widely watched NZ On Air funded programmes from the selection given were:

	Maori		Non Maori	
	Ever Watched %	Enjoyed %	Ever Watched %	Enjoyed %
Inside NZ	95	85	92	79
Documentary NZ	92	84	92	82
What Now?	83	48	68	43
Epitaph	77	58	64	48
Topp Twins	76	48	57	30

3.3 Trends in Maori Results - 2001 Versus 2000

Overall there has been little change in the attitudes and opinions of Maori since the previous survey. The only changes of note in this year's survey are as follows.

- Maori respondents' spontaneous understanding of NZ On Air's functions have altered slightly this year in terms of:
 - a decrease in those who mentioned 'funding NZ made programmes' (down from 31% to 19%)
 - a decrease in those mentioning the 'collecting of broadcasting fees' (down from 8% to 2%)
 - an increase in those mentioning 'ensuring NZ programmes are aired' (up from 5% to 10%).
- When asked to name NZ On Air funded television programmes, this year more Maori (17%) were able to name **only** NZ On Air programmes than in 2000 (7%).
- Maori respondents' opinion on the services NZ On Air should pay for have changed slightly in terms of:
 - an increase in those saying the provision of programmes for ethnic minorities by NZ On Air is important (up from 67% to 76%)
 - a decreased preference for New Zealand dramas (down from 80% to 60%).
- Last year slightly more Maori wanted an increase in the amount of New Zealand made programmes (77% compared to 73% this year).
- This year Maori show a slightly decreased interest in the use of further funding for the screening of children's programmes (down from 16% to 7%).
- More Maori this year indicate a preference for pop music radio formats (up from 14% to 26%).
- Less Maori this year said they regularly watch NZ television arts and performance programmes made with the help of NZ On Air like 'The Big Art Trip' or 'Space' than in 2000 (down from 58% to 48%).

3.4 Conclusions

Support for an increase in the amount of New Zealand made programmes remains high. In addition three quarters of people believe that free-to-air channels should be made to screen a compulsory amount of New Zealand made programmes.

Support for NZ On Air remains high. Two thirds of people agree that NZ On Air provides good quality and interesting programmes and services, and provides programmes and services that people enjoy. Most people agree that NZ On Air provides programmes that are important to New Zealanders, and that seeing ourselves on television and hearing our stories helps to develop our cultural identity. NZ On Air is well known and most people know NZ On Air funds New Zealand made television and provides a wider range of programming than would otherwise be the case.

However, there does remain some confusion about the role NZ On Air plays, with a significant number of people saying NZ On Air funds programmes made overseas and NZ On Air is part of TVNZ. Nearly a fifth of people would like to know more about NZ On Air. Of those who are interested, over half would like to be more informed about what programmes and music receive funding, and who benefits from NZ On Air funding. Television is the most popular media through which people would like to find out more information about NZ On Air.

Television New Zealand Charter

Awareness of the charter for Television New Zealand is moderate; a third of New Zealanders are aware of it. Opinion is split fairly evenly on whether the charter will have a positive or negative impact on television. In general, what people would **like** to see as a result of the charter does not coincide with their expectations of the effect the charter. The highest preferences include wanting better television overall, having better quality local programming, and making television more enjoyable to watch. In contrast, the highest expectations of the effect of the charter include having more local programming overall, having more programmes reflecting the diversity of New Zealand, and having more programmes reflecting Maori issues.

Genre Conclusions

New Zealand made children's programmes are considered to be one of the two most important uses of NZ On Air funding. What Now? is one of the most watched and enjoyed programmes asked about in the research.

Support for funding documentaries remains high, and documentaries are still considered to be the best use of any additional NZ On Air funding. Almost all people (92%) report that they regularly watch NZ On Air funded documentaries. The two most watched and enjoyed programmes are Inside New Zealand and Documentary New Zealand.

Support for drama remains higher than for comedy. However, support for the importance of funding drama has fallen from 75% last year, to just over half of respondents this year. Drama is the third most regularly watched of the genre. Support for the importance of funding comedy programmes has also dropped, from fifty five percent last year to forty six percent this year. However, comedy is the fourth most regularly watched genre.

Arts and performance programmes appear to have lessening support. Although around half of New Zealanders believe it is important for NZ On Air to fund arts and performance programmes, regular viewing of these programmes has dropped considerably, from over half of respondents last year to under a third this year.

Support for special interest programmes continues to be high for programmes for people with disabilities (79%) and lower for ethnic minority programmes (55%). Over a third (39%) of New Zealanders report regularly watching special interest programmes, up slightly from thirty two percent last year. Programmes in Te Reo and programmes made by and about Maori for all people have medium support. Of significance, two thirds of New Zealanders believe it is important for NZ On Air to fund children's programmes reflecting Maori language and culture for all children.

Maori Compared to Non Maori

There were significant differences between Maori and non Maori in much of this survey. Differences include a lower awareness of NZ On Air functions amongst Maori. Maori are, however, more likely to say some of NZ On Air's functions are very important, and are more likely to want to find out more about NZ On Air.

Maori support for New Zealand made television and radio programmes continues to be significantly higher than non Maori. This includes support across most television genre. Maori are more likely than non Maori to want an increase in the amount of New Zealand made programmes. Maori are particularly supportive of programmes for people with disabilities, and children's programmes promoting Maori language and culture for all children. Maori were also more likely to agree that seeing ourselves on television and hearing our stories and songs helps develop our cultural identity, and were more likely to suggest that extra funding should be spent on Maori language and culture programmes. The majority of Maori also consider that it is important for NZ On Air to fund Maori radio and television in Te Reo and in English as well as documentaries about Maori people and Maori issues for a general audience.

Nearly three quarters of Maori regularly watch and listen to Maori radio stations and television programmes in Te Reo. Three quarters of those who do not, **would**, if subtitles in English were available.

4.0

Awareness of NZ On Air

4.0 Awareness of NZ On Air

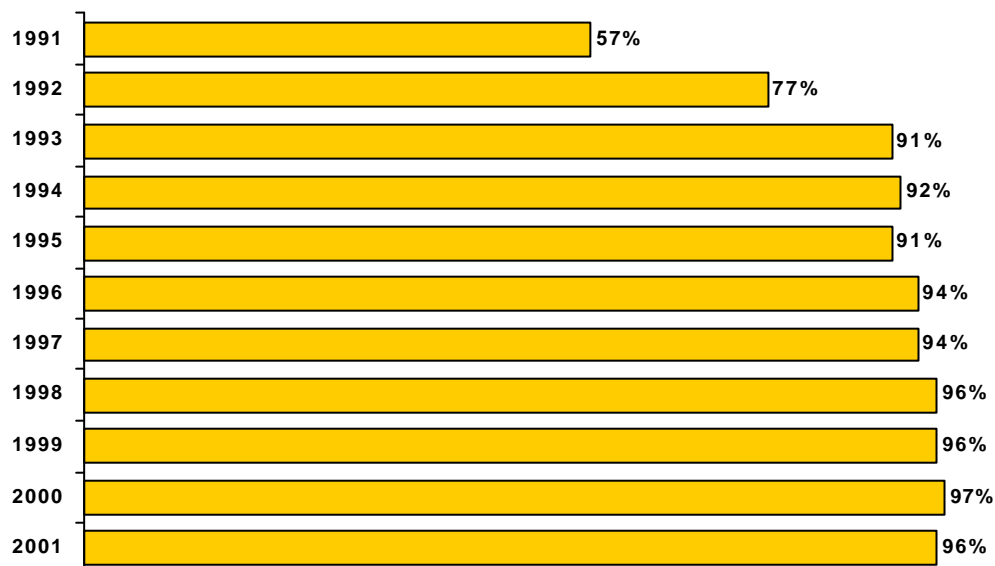
4.1 Awareness Of The Organisation

People surveyed were asked whether they have heard of an organisation called NZ On Air.

Awareness is at near absolute levels, with 96 percent of people saying they have heard of NZ On Air.

Results spanning 10 years are shown in the chart below.

Prompted Awareness of NZ On Air



Base: All Respondents

Awareness of the Organisation - Results of Maori Compared with Non Maori

Maori and non Maori have equally high awareness of NZ On Air.

There is little change since last year in terms of awareness of NZ On Air for Maori and non Maori.

	Maori 2001 %		Non Maori 2001 %	
	2001	2000	2001	2000
Yes	93	95	96	97
No	7	5	4	3
Don't know	*	*	*	*
Base:	271	266	684	689

* Between zero and half a percent

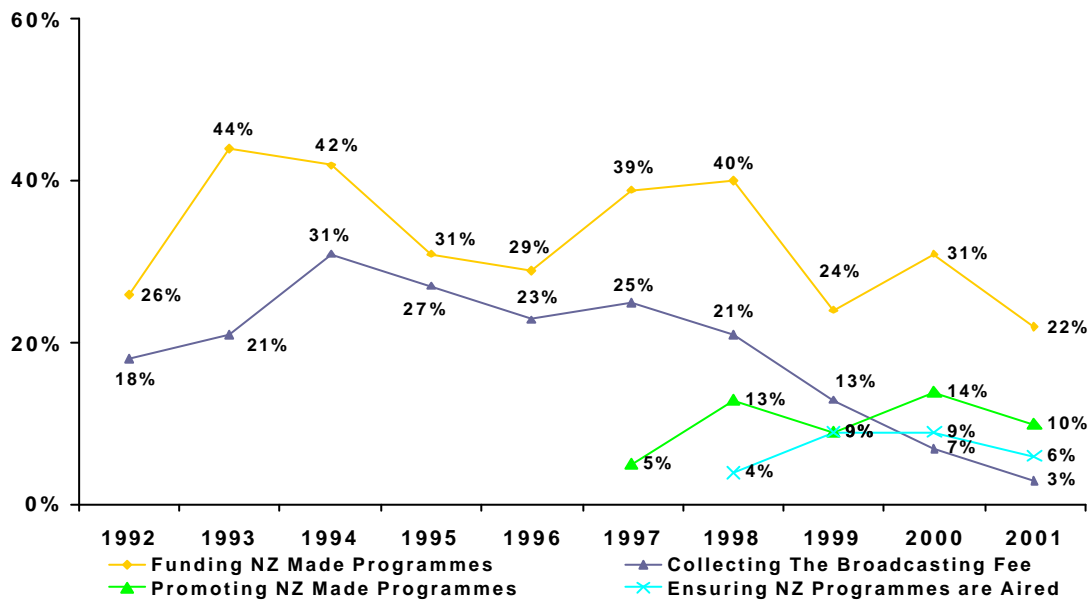
4.2 Spontaneous Understanding of NZ On Air

People aware of NZ On Air were asked what they understood the functions of NZ On Air to be.

Consistent with previous years, funding New Zealand made programmes was the most common response (22%). Collecting the Broadcasting Fee as a function has fallen significantly to three percent.

The chart below plots the four main responses.

Spontaneous Understanding of NZ On Air's Functions



A full list of NZ On Air functions mentioned by respondents is shown below.

Since 2000, the number of people mentioning collecting the broadcasting has fallen significantly. There has been an increase in the percentage of people who do not know what NZ On Air does (12% in 2000, 16% in 2001).

Spontaneous Understanding of NZ On Air's Functions

	2001 %	2000 %	1999 %
Funding New Zealand made programmes	22 ↓	31	24
Promoting New Zealand made programmes	10	14	9
Funding programmes for TV and radio	8 ↓	1	6
Ensuring New Zealand programmes are aired	6	9	9
Policing, censorship and maintaining standards	6	3	5
Funding broadcasting	4	3	4
Collecting the Broadcasting Fee	3	7	13
Delivering top quality programmes	3	3	3
Making TV and radio programmes	2	3	3
Radio/TV news service	2	1	3
To inform/educate people	2	2	3
Running TV	2	1	2
Distributing licence fee	2	1	2
Making TV programmes	1	3	3
Maori programmes	1	*	1
Service to New Zealand customers	1	3	2
Provide entertainment	1	2	1
Funding National Radio	1	*	1
Advertising	1	1	1
Funding TV programmes	1	1	2
Making radio programmes	*	1	1
Funding radio programmes	*	1	1
Support New Zealand culture	*	1	1
Funding orchestra, opera and the arts	*	*	1
Sports coverage	-	-	-
Other	4	7	1
Don't know	16	12	12
Base: Aware of NZ On Air	717	725	718

* Between zero and half a percent

- Zero

People mentioned a variety of functions, including some that are incorrect. The average number of functions mentioned by respondents was 1.2. (This is a slight increase compared with 2000 (1.1) and 1999 (1.1)).

Spontaneous Understanding of NZ On Air - Results of Maori Compared with Non Maori

Funding and promoting NZ made programmes were given as functions of NZ On Air by a similar percentage of Maori and non Maori. Neither Maori nor non Maori mentioned this function as often as they did in 2000 (19% Maori and 23% non Maori in 2001 compared to 31% for both Maori and non Maori in 2000).

	Maori %		Non Maori %	
	2001	2000	2001	2000
Funding New Zealand made programmes	19	31	23	31
Promoting New Zealand made programmes	11	15	10	14
Ensuring New Zealand programmes are aired	10	5	6	9
Funding broadcasting	5	6	4	3
Funding programmes for TV and radio	5	6	8	2
Policing, censorship and maintaining standards	3	2	6	3
To inform/educate people	3	2	2	1
Collecting the Broadcasting Fee	2	8	3	7
Making TV programmes	2	2	1	3
Support New Zealand culture	2	*	-	1
Maori programmes	2	2	1	*
Making TV and radio programmes	2	1	2	3
Running TV	2	1	2	1
Funding TV programmes	1	6	1	1
Provide entertainment	1	4	1	2
Government department for broadcasting	1	*	1	-
Distributing licence fee	1	*	2	1
Delivering top quality programmes	1	2	4	3
Service to New Zealand customers	1	2	1	3
Advertising	1	2	0	1
Radio/TV news service	1	1	2	1
Funding radio programmes	*	4	*	1
Making radio programmes	*	1	*	1
Funding orchestra, opera and the arts	*	*	*	1
Funding National Radio	-	1	1	*
Other	4	3	4	7
Don't know	22	22	15	12
Base: Aware of NZ On Air	252	253	656	666

* Between zero and a half percent

- Zero

Neither Maori nor non Maori mentioned collecting the broadcasting fee as often as they did in 2000 (2% Maori and 3% non Maori in 2001 compared to 8% Maori and 7% non Maori in 2000).

Maori were significantly more likely to say they didn't know of any of NZ On Air's functions (22%), compared with non Maori (15%).

Maori were more likely than non-Maori likely to say that a function of NZ On Air is to ensure that New Zealand made programmes are aired, and their knowledge of this has increased since the previous survey (up from 5% to 10%).

4.3 Is NZ On Air Part of TVNZ?

People were asked if NZ On Air is part of Television New Zealand.

Similar to previous years, 43 percent of people were aware that NZ On Air is **not** part of TVNZ.

	2001 %	2000 %	1999 %
Aware NZ On Air is not part of TVNZ	43	45	46
Unsure whether NZ On Air is part of TVNZ or not	15	16	13
Say NZ On Air is part of TVNZ	42	39	41
Base:	750	750	750

- Those most likely to say NZ On Air is not part of TVNZ (43%) were:
 - Wellington metropolitan (59%)
 - young/single/couple/group flatting together (57%)
 - males (56%)
 - urban dwellers (48%)
 - Europeans (47%).
- Those most likely to say NZ On Air **is** part of TVNZ (42%) were:
 - secondary urban dwellers (59%)
 - Maori (58%)
 - older couples or single people (48%)
 - females (47%).

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

Maori were much more likely to say that NZ On Air is part of TVNZ (57%) than non Maori (40%). There has been no significant change in this finding since 2000.

	Maori %		Non Maori %	
	2001	2000	2001	2000
NZ On Air is not part of TVNZ	28	27	45	46
Unsure whether NZ On Air is part of TVNZ or not	15	14	14	17
NZ On Air is part of TVNZ	57	58	40	37
Base:	271	266	684	689

4.4 Information About NZ On Air

For the first time, people were asked where they currently find out information about NZ On Air.

Half said they find out about NZ On Air through television advertising. Others said they see the logo after television programmes (16%), articles in the newspaper (15%), and on the radio (19%).

	2001 %
Television advertising	50
Seen NZ On Air logo after TV programmes	16
Articles in the newspaper	15
On the radio	10
Website	5
With the bill	2
Seen the NZ On Air logo before and after Kiwi music	2
Listener	2
I don't know any information about NZ On Air	2
Other	8
Don't know	17
Base: Aware of NZ On Air	717

Information About NZ On Air – Results of Maori Compared to Non Maori

There are no significant differences between Maori and non Maori in terms of how they find out about NZ On Air.

	Maori %	Non Maori %
Television Advertising	54	50
Seen NZ On Air logo after TV programmes	17	16
Articles in the newspaper	15	14
On the radio	10	10
Website	4	5
I don't know any information about NZ On Air	2	2
Seen the NZ On Air logo before and after Kiwi music	1	2
With the (broadcasting fee) bill	*	2
The Listener	-	2
Other	8	5
Don't know	14	7
Base:	252	656

* Between zero and a half percent

- Zero

4.5 Obtaining More Information About NZ On Air

For the first time, people were asked whether there is anything about NZ On Air they would like to know more about.

Only sixteen percent of people said there was something about NZ On Air they would like to know more about.

	2001 %
Yes	16
No	80
Don't Know	4
Base:	750

Obtaining More Information About NZ On Air – Results of Maori Compared to Non Maori

Maori are significantly more likely than non Maori to want to know more about NZ On Air.

	Maori %	Non Maori %
Yes	21	15
No	74	80
Don't Know	4	4
Base:	271	684

4.6 What Information People Would Like to Hear More About

Those who said there was information about NZ On Air they would like to know more about, were asked what they would like to know about.

A third of people would like to know more about what programmes or music receive funding. Following this, a quarter (24%) of people want to know who benefits from NZ On Air funding.

	2001 %
Information about what programmes or music receives funding	33
Information about who benefits from NZ On Air funding	24
Information about how to get NZ On Air funding	12
Who funds NZ On Air	10
Criteria for funding different programmes	10
The need for more variety of programmes/sports events	9
What NZ On Air is	7
NZ On Air's purpose	6
How NZ On Air Operates	3
Who decides the content of NZ On Air	3
Who censors the programmes	3
Other	7
Don't know	7
Base: Want More Information on NZ On Air	117

What Information People Would Like to Hear More About – Results of Maori Compared to Non Maori

There are no significant differences between Maori and non Maori in terms of specific kinds of information people would like to know about NZ On Air.

	Maori %	Non Maori %
Information about who benefits from NZ On Air funding	28	23
Information about what programmes or music receives funding	22	33
Information about how to get NZ On Air funding	14	12
The need for more variety of programmes/sports events	7	9
What NZ On Air is	7	8
Who decides the content of NZ On Air	9	3
Who funds NZ On Air	5	11
Criteria for funding different programmes	3	11
How NZ On Air Operates	3	4
NZ On Air's purpose	2	6
Who censors the programmes	2	2
Other	7	6
Don't know	7	7
Base: Want More Information on NZ On Air	58	105

4.7 How People Would Like to Hear About NZ On Air

People were asked how they would like to hear about NZ On Air.

While half (50%) had a preference for television, a quarter (24%) said they would like to hear through the newspaper. About a fifth (18%) said they would like to find out about NZ On Air by listening to the radio.

	%
Television	46
Newspaper	27
Radio	15
Brochures/pamphlets	14
Magazines	12
Internet	8
Other	4
Don't know	15
Base: Want More Information on NZ On Air	117

How People Would Like to Hear About NZ On Air – Results of Maori Compared to non Maori

There are no significant differences between Maori and non Maori in terms of how people would like to hear about NZ On Air.

	Maori %	Non Maori %
Television	55	48
Newspaper	17	28
Radio	26	14
Brochures/pamphlets	21	11
Magazines	7	15
Internet	7	9
Other	3	4
Don't know	9	14
Base: Want More Information on NZ On Air	58	105

4.8 Prompted Awareness of NZ On Air Functions

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

In the table below are the percentages of people **aware** of each of NZ On Air's functions.

As in previous years, the most well known function (after prompting) was funding New Zealand made television programmes. Other well known functions were providing a wider range of New Zealand television such as drama and documentary and radio programmes than would otherwise be the case, promoting New Zealand culture and identity and promoting Maori language and culture on television and radio.

	2001 %	2000 %	1999 %	1998 %	1997 %	1996 %
To fund New Zealand made TV programmes	91	93	90	93	96	94
To provide a wider range of New Zealand TV, such as drama and documentary and radio programmes than would otherwise be the case	83	87	79	82	72	71
To promote New Zealand culture and identity	82	79	83	74	71	68
To promote Maori language and culture on television and radio	80	76	81	74	71	69
To ensure programmes are made for special interest groups like ethnic minorities and people with disabilities	69	63	68	63	57	53
To promote New Zealand music, for example, by funding New Zealand music videos	62	60	59	52	55	53
To fund National Radio and Concert FM	59	62	67	68	73	76
To archive broadcasting material and historic programmes	52	54	63	56	45	45
To provide Teletext subtitling on some TV programmes for people who have difficulty hearing	40	41	44	47	31	30
To help provide TV and radio reception to remote communities	36	40	45	45	47	49
To help fund Access radio stations	38	38	46	36	-	-
To help fund radio stations for the Pacific Island Community in New Zealand	40	-	-	-	-	-
Base:	750	750	750	1000	825	1000

Over time there has been an increase in awareness of some of the functions including promoting Maori language and culture on television and ensuring programmes are made for special interest groups.

Over time there has been a decrease in awareness of helping to provide television and radio reception to remote communities and funding National Radio and Concert FM.

The following types of people were more likely to be aware of specific NZ On Air functions:

- To ensure programmes are made for special interest groups like ethnic minorities and people with disabilities:
 - people aged 45 to 54 years (76%).
- To fund National Radio and Concert FM:
 - people aged 45 to 54 years (71%)
 - Europeans (62%).
- To promote New Zealand music, for example, by funding New Zealand music videos:
 - people aged 18 to 34 years (69%)
 - young/single/couples/group flatting together (70%).
- To archive broadcasting material and historic programmes:
 - people aged 55 years plus (59%)
 - older couples or single people (60%).
- To provide Teletext subtitling on some TV programmes for people who have difficulty hearing:
 - Wellington provincial (57%).
- To help provide TV and radio reception to remote communities:
 - people aged 55 years plus (44%)
 - older couples or single people (47%).
- To help fund Access radio stations:
 - Wellington metropolitan (47%).

- To help fund radio stations for the Pacific Island community in New Zealand:
 - people aged 55 years plus (48%)
 - older couples or single people (50%).

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

Maori were more likely than non Maori to be aware that NZ On Air archives broadcasting material and historic programmes.

Maori were less likely than non Maori to be aware that NZ On Air:

- funds New Zealand made TV programmes
- provides a wider range of New Zealand TV, such as drama and documentary and radio programmes than would otherwise be the case
- funds National Radio and Concert FM.

	Maori %		Non Maori %	
	2001	2000	2001	2000
To fund New Zealand made TV programmes	84	87	92	93
To promote Maori language and culture on television and radio	82	79	80	76
To provide a wider range of New Zealand TV, such as drama and documentary and radio programmes than would otherwise be the case	76	76	83	87
To promote New Zealand culture and identity	77	75	82	79
To ensure programmes are made for special interest groups like ethnic minorities and people with disabilities	65	63	69	63
To promote New Zealand music, for example, by funding New Zealand music videos	63	62	62	60
To archive broadcasting material and historic programmes	59	61	51	53
To fund National Radio and Concert FM	51	53	61	63
Help fund radio stations for the Pacific Island Community in New Zealand	47	-	39	-
To provide Teletext subtitling on some TV programmes for people who have difficulty hearing	44	51	39	40
To help provide TV and radio reception to remote communities	42	47	36	39
To help fund Access radio stations	41	41	37	37
Base:	271	266	684	689

Differences have changed slightly since last year; Maori were significantly more likely than non Maori to be aware that NZ On Air helps to provide teletext subtitles and also helps provide television and radio reception to remote communities.

4.9 Attitudes Towards NZ On Air and Local Content

People were asked whether they agreed or disagreed with a set of attitudinal statements about NZ On Air and local content. In the table below are the percentages of people who agree and disagree with each of the statements.

In a new statement this year, sixty three percent agreed that NZ On Air does provide programmes and activities that I enjoy.

While there are no significant changes since last year, over time there has been a slight decrease in people who agreed that without NZ On Air National Radio and Concert FM would disappear.

The only statement that most people **disagree** with is NZ On Air only supports programmes and activities that do not interest me. Disagreement with this statement is similar to last year, however agreement has dropped slightly.

	2001		2000		1999		1998	
	Agree %	Disagree %	Agree %	Disagree %	Agree %	Disagree %	Agree %	Disagree %
NZ On Air provides programmes and activities that are important to New Zealanders	72	8	75	8	73	10	65	13
Seeing ourselves on television and hearing our stories helps to develop our cultural identity	72	10	70	14	73	12	69	15
Without NZ On Air New Zealand drama, documentary and children's programmes would disappear	71	11	74	11	69	13	69	20
Without NZ On Air a lot of New Zealand writing, production and acting talent would disappear	69	11	71	14	68	15	63	14
NZ On Air does provide programmes and activities that I enjoy	63	12	-	-	-	-	-	-
Without the NZ On Air National Radio and Concert FM programmes would disappear	53	16	54	17	54	19	58	19
It is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet	45	25	44	26	42	25	-	-
NZ On Air only supports programmes and activities that do not interest me	16	58	20	59	19	54	21	58
Base:	750		750		750		1,000	

The following groups of people were more likely to agree with certain statements about NZ On Air:

- NZ On Air supports programmes and activities that are important to New Zealanders:
 - females.
- Seeing ourselves on television and hearing our stories and songs helps to develop our cultural identity:
 - people aged 18 to 34
 - people living in the Wellington metropolitan area
 - Maori.
- Without NZ On Air a lot of writing, production, and acting talent would disappear:
 - people aged 35 to 54 years.
- NZ On Air does provide programmes and activities that I enjoy:
 - people with a mature family.
- Without NZ On Air National Radio and Concert FM programmes would disappear:
 - people aged 45 to 54 years
 - people with a mature family.
- NZ On Air only supports programmes and activities that do not interest me:
 - people aged 45 to 54 years
 - people living in Auckland provincial areas.

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

As in 2000 Maori were significantly more likely to agree that:

- seeing ourselves on TV and hearing our stories and songs helps to develop our cultural identity and
- it is important that NZ On Air made programmes are shown on new broadcasting systems like Pay TV, Digital TV and the Internet.

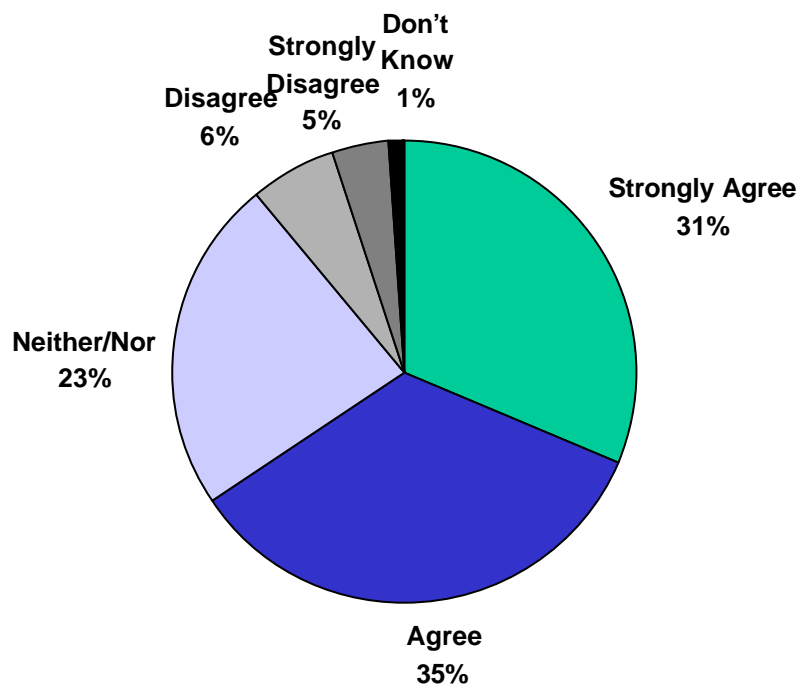
	Maori				Non Maori			
	Agree %		Disagree %		Agree %		Disagree %	
	2001	2000	2001	2000	2001	2000	2001	2000
Seeing ourselves on television and hearing our stories helps to develop our cultural identity	89	85	4	6	70	69	11	15
NZ On Air provides programmes and activities that are important to New Zealanders	78	75	8	7	72	75	8	8
Without NZ On Air New Zealand drama, documentary and children's programmes would disappear	75	73	10	11	71	75	11	11
Without NZ On Air a lot of New Zealand writing, production and acting talent would disappear	75	71	12	11	69	71	11	14
Without the NZ On Air National Radio and Concert FM programmes would disappear	58	60	14	14	54	54	16	17
It is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet	59	57	16	17	45	42	25	26
NZ On Air only supports programmes and activities that do not interest me	18	13	56	63	16	20	58	58
NZ On Air does provide programmes and activities that I enjoy	65	-	8	-	63		12	
Base:	271	266	271	266	684	689	684	689

4.10 Quality of Programmes and Services Provided by NZ On Air

People were asked the extent to which they agreed or disagreed with whether NZ On Air provides good quality and interesting programmes and services.

Nearly two-thirds of people agreed that NZ On Air provides good quality and interesting programmes and services.

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



Base: 750

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

Significantly more Maori than non Maori agreed that NZ On Air provides good quality and interesting programmes and services.

	Maori		Non Maori	
	Agree %	Disagree %	Agree %	Disagree %
NZ On Air provides good quality and interesting programmes and services	75	8	63	10
Base:	271		684	

5.0

Use of NZ On Air Funding

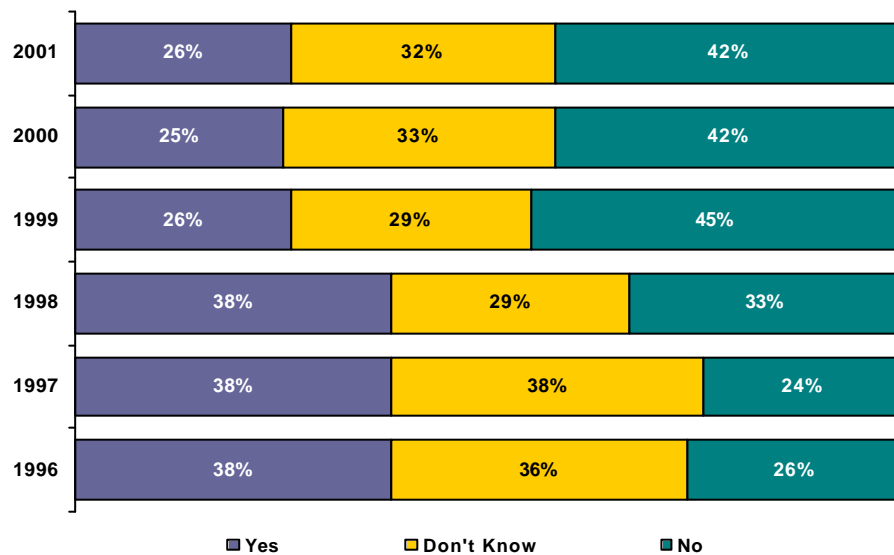
5.0 Use of NZ On Air Funding

5.1 Buying Overseas Programmes

People were asked if they thought NZ On Air helps pay for overseas television programmes.

Results from 2001 were very similar to 2000, with 42 percent of those surveyed saying that NZ On Air does not buy television programmes made overseas.

Does NZ On Air Help to Buy TV Programmes Made Overseas?



Base: All Respondents

Older respondents, females and Maori were more likely to say NZ On Air helps to buy overseas TV programmes.

Buying Overseas Programmes - Results of Maori Compared with Non Maori

The perception that NZ On Air helps to buy television programmes made overseas is significantly greater amongst Maori (33%) than among non Maori (24%). There has been no significant change in this measure since 2000.

	Maori %		Non Maori %	
	2001	2000	2001	2000
Yes	33	33	24	25
No	32	34	44	42
Don't know	35	33	31	33
Base:	271	266	684	689

5.2 Programmes Funded by NZ On Air

People were asked to spontaneously recall the names of NZ On Air funded programmes. Those programmes which are currently **not** funded directly by NZ On Air are shown in bold.

	2001 %	2000 %		2001 %	2000 %
Shortland Street²	23.1	33.1	5.30 With Jude	2	2.5
News (unspecified)	14.3	17.7	Motorway Patrol	1.9	-
Documentary New Zealand	14	5.9	The Panel	1.9	-
Mai Time	9.6	10.5	You and Me	1.7	-
What Now?	8.5	10.0	Assignment	1.7	1.6
Money Doctor	7.7	5.3	Space	1.7	-
Havoc & Newsboys Sellout Tour	7.6	-	Children's programmes	1.6	.5
Country Calendar	6.7	4.8	The Breakfast Show	1.5	1.3
Suzy Cato	6.5	-	Marae¹	1.5	1.9
Inside New Zealand	6.1	10.7	Queer Nation	1.5	1.5
Te Karere¹	5.5	6.7	Location Location Location	1.3	3.3
60 Minutes	5.2	6.0	Shipwreck	1.3	-
Bumble Bee	4.7	-	Waka Huia¹	1.2	1.1
Tagata Pasifika	4.5	2.3	Corban's Taste of New Zealand	1.1	1.3
National Radio	4.4	3.1	Inside Out	1.1	.7
Maggies Garden Show	4.1	3.1	Video Hits³	1.1	.9
20/20	4	6.1	Asia Dynamic	.9	2.0
Straussman	4	.8	Dateline	.9	-
Fair Go	3.9	5.9	Street Legal	.9	-
Mitre 10 Changing Rooms	3.7	4.3	Ready Steady Cook	.8	-
Holmes	3.7	6.7	Morning Report	.8	<.5
Epitaph	3.5	<.5	Pulp Comedy	.8	4.0
Praise Be	2.9	2.9	The Mole	.7	1.2
Sport (unspecified)	2.8	2.8	Jackson's Wharf	.7	.8
Good Morning	2.5	2.8	Wild South	.7	<.5
Target	2.3	2.5	The Dating Game		-
Coca Cola Countdown³	2.3	-	Playschool	.5	.8
Concert Programme	2.3	1.9	Pukana¹	.5	-
My House My Castle	2.1	1.3	Access Radio	.5	<.5
Middlemore	2.1	-	Lotto	.5	.5
Ground Force	2	<.5	Mirror Mirror	.5	<.5

A full list of programmes mentioned by less than half a percent of those interviewed appears in the appendix.

1 Funded by Te Mangai Paho which until 1 July 2000 was funded directly by NZ On Air
 2 Previously funded by NZ On Air
 3 Some of the music clips shown are funded by NZ On Air

Awareness of Programmes Funded by NZ On Air

The ability to distinguish between NZ On Air funded programmes and other programmes was higher than in 2000, similar to 1999 levels. Nearly a fifth (17%) of people were able to name **only** NZ On Air funded programmes, compared to eleven percent in 2000, and seventeen percent in 1999.

When programmes which have been funded in the past, or which are partially funded by NZ On Air are also considered, one quarter of people were able to name NZ On Air programmes.

Considerably down from 2000 and 1999, only 10 percent of people only named programmes not funded by NZ On Air.

Over a third of people (38%) said they could not name any NZ On Air programmes, compared to thirty five percent in 2000 and 1999.

	2001		2000		1999	
	Current Funding Only %	Total Current, Past & Partial Funding %	Current Funding Only %	Total Current, Past & Partial Funding %	Current Funding Only %	Total Current, Past & Partial Funding %
Named only NZ On Air funded programmes	17	28	11	25	11	25
Named both NZ On Air funded programmes and other programmes	35	30	37	33	3	33
Named only programmes not funded by NZ On Air	10	4	18	7	18	7
Could not name any NZ On Air funded programmes	38	38	35	35	35	35
Base:	750		750		750	

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

There were no significant differences between Maori and Non Maori.

This has changed from 2000, when Maori were less likely than non Maori to say they could not name any NZ On Air programmes.

This year more Maori (17%) were able to name **only** NZ On Air programmes than in 2000 (7%).

	Maori				Non Maori			
	Current Funding Only %		Total Current, Past & Partial Funding %		Current Funding Only %		Total Current, Past & Partial Funding %	
	2001	2000	2001	2000	2001	2000	2001	2000
Named only NZ On Air funded programmes	17	7	36	30	17	11	28	25
Named both NZ On Air funded programmes and other programmes	38	47	29	40	35	34	30	31
Named only programmes not funded by NZ on Air	11	18	-	4	10	18	4	7
Could not name any NZ On Air funded programmes	35	27	35	27	38	36	38	36
Base:	271	266	271	266	684	689	684	689

5.3 Knowledge of Programmes Funded by NZ On Air

People were asked an open-ended question about how they knew a programme was funded by NZ On Air.

As in previous years, the majority of people could tell that a programme was funded by NZ On Air because of the NZ On Air logo at the end of the programme (60%). Fifteen percent could not identify how they knew a programme was funded by NZ On Air.

Up from previous years, thirteen percent said the NZ On Air logo at the beginning of the programmes indicated the programme was funded by NZ On Air.

	2001 %	2000 %	1999 %
NZ On Air logo at the end of programmes	60	54	57
NZ On Air logo at the beginning of programmes	13	8	6
New Zealand made	6	7	9
Stars/New Zealand actors	5	7	3
Quality of the programme	4	2	2
By the content	4	7	1
By what I read	3	3	3
Word of mouth	2	-	-
Told at the beginning and the end of programmes	1	2	5
Other	1	4	8
Don't know	15	16	17
Base: Aware of Programmes Funded by NZ On Air	457	485	487

- The following types of people were more likely to say the NZ On Air logo at the end of programmes told them that the programme was funded by NZ On Air:
 - people living in Wellington metropolitan (75%)
 - people aged 18 to 34 years (71%)
 - those in a young family (68%).

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

As in 2000 there were no significant differences between Maori and non Maori in how they identified that a programme was funded by NZ On Air.

	Maori %		Non Maori %	
	2001	2000	2001	2000
NZ On Air logo at the end of programmes	59	53	60	54
NZ On Air logo at the beginning of programmes	9	7	13	8
New Zealand made	7	10	7	7
Stars/New Zealand actors	6	7	4	6
Quality of the programme	2	3	5	2
By the content	2	6	4	7
By what I read	1	1	3	2
Word of mouth	2	-	2	-
Told at the beginning and the end of programmes	2	3	0	2
Other	*	3	1	4
Don't know	20	18	15	16
Base: Aware of Programmes Funded by NZ On Air	172	194	414	438

* Between zero and a half percent

- Zero

5.4 Opinion on the Services NZ On Air Should Fund

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

Key services that people thought were important ('very important' or 'important') for NZ On Air to fund included: New Zealand children's programmes, television and radio reception for remote communities, programmes for people with disabilities, in depth documentaries on television, and New Zealand music.

Considered to be of lower importance for NZ On Air funding were: Maori radio and television partly in Te Reo, arts and performance programmes, New Zealand comedy programmes, Access radio stations, programmes for minorities, and Pacific Island Radio Stations in New Zealand.

	Very Important %	Important %	Total Important %	Neutral %	Quite Unimportant %	Very Unimportant %	Don't Know %
New Zealand children's programmes on TV	48	35	83	10	3	2	3
Television and radio reception for remote communities	54	29	83	11	3	2	2
Programmes for people with disabilities	44	35	79	13	3	1	4
In-depth NZ documentaries on TV	44	31	75	14	4	4	3
New Zealand music	37	36	73	19	4	3	1
National Radio and Concert FM	34	31	65	23	6	5	2
New Zealand information programmes on TV	30	34	65	20	7	4	4
Children's programmes reflecting Maori language and culture for all children	32	29	61	22	9	4	4
New Zealand children's drama programmes	30	31	61	19	5	2	13
Maori radio and television in English	29	30	59	25	7	7	2
Reality and entertainment focussed New Zealand documentaries	26	33	59	23	9	5	4
Documentaries about Maori people and Maori issues for a general audience	27	31	58	25	10	5	2
Programmes for ethnic minorities	25	31	55	25	9	7	3
New Zealand drama on TV	22	33	55	24	7	5	9
Drama and comedy made by and about Maori for a general audience	21	33	54	26	10	7	3
Maori radio and television partly in Te Reo	23	26	49	27	11	9	4
Pacific Island radio stations in NZ	20	27	47	30	13	7	4
Arts and performance programmes	21	26	47	29	10	6	8
New Zealand comedy programmes	19	27	46	24	15	10	5
Access radio stations	19	25	44	29	10	3	13
Programmes for minorities	18	25	42	29	13	10	5
Base:	750						

The following types of people were more likely to rate a specific service as important:

- New Zealand children's programmes on TV:
 - people aged 35 to 44 years (92%)
 - young families (89%).
- New Zealand music:
 - young single/couples/group flatting together (81%)
 - young families (78%)
 - people aged 18 to 34 years (80%).
- National Radio and Concert FM:
 - Christchurch metropolitan (76%)
 - people aged 55 years plus(74%)
 - Europeans (67%)
 - older couples or single people (73%).
- New Zealand information programmes on TV:
 - females (68%)
 - young families (71%).
- Children's programmes on TV reflecting Maori language and culture for all children:
 - people aged 18 to 34 years (75%)
 - females (64%)
 - Maori (85%)
 - young singles/couples/group flatting together (74%)
 - young families (66%).
- New Zealand children's drama programmes:
 - people aged 35 to 44 years (68%)
 - young families (71%).
- Maori radio and television in English:
 - females (63%)
 - Maori (78%).
- Documentaries on TV about Maori people and Maori issues:
 - people aged 18 to 34 years (71%)
 - young single/couple/group flatting together (71%)
 - Maori (87%).

- Programmes on TV for ethnic minorities:
 - people aged 18 to 34 years (65%)
 - Maori (75%).
- New Zealand drama on TV:
 - people aged 35 to 44 years (62%)
 - young families (65%).
- Drama and comedy programmes on TV made by & about Maori for general audiences:
 - people aged 18 to 34 years (60%)
 - Maori (77%)
 - young families (59%).
- Maori radio and television partly in Te Reo:
 - females (52%)
 - Maori (80%)
 - people aged 18 to 34 years (61%)
 - young single/couple/group flatting together (60%)
 - urban dwellers (51%).
- Pacific Island radio stations in New Zealand:
 - people aged 18 to 34 years (58%)
 - females (50%)
 - Maori (68%)
 - young single/couple/group flatting together (57%)
 - urban dwellers (49%).
- New Zealand comedy on TV:
 - people aged 18 to 34 years (60%)
 - young single/couples/group flatting together (57%)
 - young families (57%)
 - people living in urban areas (49%).
- Access radio stations:
 - people aged 18 to 34 years (52%)
 - Maori (65%).

Opinion of the Services NZ On Air Should Pay For - Results of Maori Compared with Non Maori

Compared to non Maori, Maori gave a significantly higher importance rating to nearly all of NZ On Air's services. The exceptions were: National Radio and Concert FM, television and radio reception for remote communities, New Zealand comedy, programmes for minorities, and New Zealand drama on TV.

At least 90 percent of Maori thought that programmes for people with disabilities and New Zealand children's programmes on TV were important. This has changed since 2000, when programmes for people with disabilities was the fourth most important NZ On Air service for Maori.

	Maori				Non Maori			
	Important %		Unimportant %		Important %		Unimportant %	
	2001	2000	2001	2000	2001	2000	2001	2000
Programmes for people with disabilities	93	88	1	2	78	75	5	4
New Zealand children's programmes on TV	91	92	3	2	83	86	4	4
Children's programmes reflecting Maori language and culture for all children	87	90	3	3	59	60	14	15
New Zealand music	87	85	3	2	73	71	7	7
Documentaries about Maori people and Maori issues for a general audience	86	84	4	2	56	51	16	20
Television/radio reception for remote communities	86	84	4	3	83	83	5	7
Maori radio and television in English	83	85	4	5	57	56	15	17
In-depth documentaries on TV	82	89	5	2	75	80	8	7
Maori radio and television partly in Te Reo	82	86	5	3	45	47	22	23
Programmes for ethnic minorities	76	67	8	11	54	50	17	20
Drama and comedy made by and about Maori for a general audience	75	75	7	6	51	49	18	19
New Zealand information programmes on TV	75	68	6	10	64	62	11	11
New Zealand children's drama programmes	71	76	6	5	61	65	6	7
Pacific Island Radio Stations in New Zealand	68	-	10	-	45	-	21	-
Reality or entertainment focussed New Zealand documentaries	68	-	8	-	59	-	15	-
National Radio and Concert FM	62	66	15	5	65	61	11	12
Access radio stations	61	60	8	7	42	42	14	15
Arts and performance programmes	61	63	11	12	48	51	16	18
New Zealand drama on TV	60	80	8	6	55	73	12	10
New Zealand comedy programmes	56	62	23	14	45	56	25	18
Programmes for minorities	46	49	23	20	43	44	23	24
Base:	271	266	271	266	684	689	684	689

Since 2000 Maori respondents' support for programmes for ethnic minorities has increased, while support for New Zealand dramas has decreased.

Comparison of Importance for Funding Between 1998, 1999 and 2000, 2001

The table below shows the total importance given to each of the funding statements in 1998, 1999, 2000, and 2001.

Over time there has been an increase in people saying NZ On Air should fund:

- television and radio reception for remote communities
- programmes for people with disabilities
- New Zealand music
- children's programmes reflecting Maori language and culture
- New Zealand information programmes on TV
- Maori radio and television in English
- documentaries about Maori people and Maori issues
- programmes for ethnic minorities
- drama and comedy made by and about Maori
- Maori radio and television in Te Reo
- Access radio stations.

	Total Important			
	2001 %	2000 %	1999 %	1998 %
New Zealand children's programmes on TV	83	86	83	78
Television and radio reception for remote communities	83	83	81	79
Programmes for people with disabilities	79	75	79	-
In-depth documentaries on TV	75	81	78	-
New Zealand music	73	72	72	55
Children's programmes reflecting Maori language and culture	61	63	-	-
New Zealand information programmes on TV	65	63	-	-
Maori radio and television in English	59	59	57	-
New Zealand children's drama programmes	61	66	66	-
National Radio and Concert FM	65	61	64	53
Documentaries about Maori people and Maori issues	58	54	-	-
Reality/entertainment focussed NZ documentaries	59	-	-	-
Tabloid style New Zealand documentaries on TV	-	40	52	-
Programmes for ethnic minorities	55	51	50	-
Drama and comedy made by and about Maori	54	50	-	-
New Zealand drama on TV	55	74	72	53
Maori radio and television in Te Reo	49	50	53	-
Pacific Island radio stations in New Zealand	47	-	-	-
Arts and performance	47	51	57	-
New Zealand comedy	46	56	53	-
Access radio stations	44	44	47	35
Programmes for minorities	42	44	43	-
Base:	750	750	750	1000

NB: In 2000 four new statements were added, in 2001 another two statements were added.

Compared to 2000, people gave significantly lower importance ratings to:

- New Zealand drama on TV
- New Zealand comedy.

5.5 Use of Further Funding

People were asked spontaneously the types of programmes they would like to see funded if NZ On Air had additional funding available. Results are shown in the table below.

	2001 %	2000 %	1999 %
Documentaries	20	18	23
Drama	9	9	10
Documentaries about NZ (including culture)	7	-	-
Comedy	7	7	7
Music	6	7	5
Educational	6	6	7
Children's	5	8	4
Maori language and culture	5	3	1
New Zealand history/geography	5	2	3
Sports	4	6	7
Arts and performance	4	4	5
New Zealand programmes	3	3	3
Real life	3		-
Ethnic minority groups	3	2	1
English (UK) programmes	2	1	2
Current affairs	1	4	5
Minority sports	1	3	1
Travel	1	1	1
Christian programmes	1	-	-
Less advertising/commercial free station	1	-	-
Movies	1		-
Self help/house decorating/consumer	1	-	-
Overseas movies	*	1	1
Local news	*	1	1
Environmental/conservation	*	1	1
Historical drama	-	*	1
Other	10	11	9
Nothing/Don't know	25	33	36
Base:	750	750	750

Documentaries were mentioned by a fifth of people (20%). A quarter did not identify other programmes they would like to see funded by NZ On Air. This percentage is a little lower than in 2000.

The percentage of respondents who do not know if there are other types of programmes they would like to see NZ On Air fund has decreased (36% in 1999, 33% in 2000, and 25% in 2001).

Use of Further Funding - Results of Maori Compared with Non Maori

Maori were considerably less likely than non Maori to express interest in using further funding for documentaries, drama programmes, and arts and performance programmes. These differences were not found in 2000.

As with last year, Maori language and culture programmes were of significantly more funding interest to Maori as potential uses of any further funding. Of note, last year Maori were also more likely than non Maori to express interest in children's programmes and educational programmes.

	Maori %		Non Maori %	
	2001	2000	2001	2000
Documentaries	14	20	21	18
Drama	5	9	9	9
Documentaries about NZ (including culture)	7	-	7	-
Comedy	5	3	7	7
Music	4	8	6	7
Educational	8	11	6	6
Children's	7	16	5	8
Maori language and culture	12	10	4	2
New Zealand history/geography	4	5	5	2
Sports	5	9	4	6
Arts and performance	1	5	4	4
Real life	3	-	3	-
New Zealand programmes	3	3	3	3
Ethnic minority groups	3	1	2	2
English (UK) programmes	-	1	2	1
Current affairs	-	7	1	4
Minority sports	1	2	1	3
Travel	-	*	1	1
Christian programmes	1	-	-	-
Less advertising/commercial free station	-	-	1	-
Movies	-	-	1	-
Self help/house decorating/consumer	1	-	1	-
Overseas movies	-	1	1	1
Local news	-	2	*	1
Environmental/conservation	-	1	*	1
Other	4	11	9	8
Nothing/Don't know	28	27	25	34
Base:	271	266	684	689

6.0 Television New Zealand Charter

6.0 Television New Zealand Charter

6.1 Awareness of the Charter

People were asked if they knew that the Government has designed a new charter for Television New Zealand to guide its business and choice of programming. Just over a third of people (37%) have heard of the charter.

Nearly two-thirds of people were not aware of the charter (60%).

	%
Know the government has designed a charter for TVNZ	37
Do not know about the charter	60
Unsure	3
Base:	750

- The following types of people were more likely to be aware of the charter:
 - Wellington metropolitan dwellers (50%)
 - people aged 45 to 54 years (49%)
 - males (45%)
 - older people (44%)
 - Europeans (40%).

Awareness of the Television Charter – Maori Compared to Non Maori

Maori were less likely to be aware of the television charter than non Maori.

	Maori %	Non Maori %
Know the government has designed a charter for TVNZ	19	38
Do not know about the charter	79	59
Unsure	2	4
Base:	271	684

6.2 Expectations of How the Charter Will Change Television – Spontaneous Responses

People were asked an open-ended question about how they expect the charter to change television in New Zealand.

Nearly a fifth (18%) said there will be more New Zealand made programmes, while nearly one in ten (7%) said the charter will mean worse programmes and it will make television boring.

Of note, almost half of those aware of the charter do not know how it will change television.

	%
More New Zealand made programmes	18
Worse programmes/boring/don't want to watch	7
Better quality programming	4
Fewer adverts	6
More special interest or minority programmes	4
Government control/propaganda/interference	4
Less overseas programmes	4
Better programmes	3
More Maori programmes	2
Less popular /fewer new programmes	2
Will have more adverts to pay for the funding	2
Other	4
Don't know	47
Base: Know of charter	276

Expectations of How the Charter Will Change Television – Spontaneous Responses – Results of Maori Compared to Non Maori

No Maori respondents believed the charter will make programming worse, compared to seven percent of non Maori.

Nearly half of Maori and non Maori did not know how the charter will change television.

	Maori %	Non Maori %
More New Zealand made programmes	21	19
Worse programmes/boring/don't want to watch	-	7
Fewer adverts	4	6
Better quality programming	6	5
More special interest or minority programmes	2	5
Less overseas programmes	2	4
Government control/propaganda/interference	4	3
Better programmes	6	3
More Maori programmes	6	2
Will have more adverts to pay for the funding	2	2
Less popular /fewer new programmes	6	1
End up costing us more	4	1
Other	6	3
Don't know	42	47
Base: Know of charter	52	259

6.3 How the Charter Will Change Television - Expectations Compared to Preferences

People were asked a question regarding what they **expect** to see as a result of the charter, followed by a separate question about what they would **like** to see as a result of the charter. People were given a list of statements to choose from.

Most people expect the charter to ensure more programmes reflecting the diversity of New Zealand, and to ensure more local programming overall.

In contrast, the most popular outcomes of the charter is to ensure better television overall, ensure better quality local programming overall, ensure there are fewer adverts, and to make television more enjoyable.

There are large gaps in terms of what people want compared to what they expect to see the charter do for the following statements:

- ensure there are fewer adverts
- better television overall
- ensure more high quality international programming
- make television more enjoyable.

	Expect to See %	Want to See %	Gap %
Ensure more programmes reflecting the diversity of NZ	83	79	-4
Ensure more local programming overall	83	75	-8
Ensure more Maori elements	69	55	-6
Ensure better time slots for special interest programmes	68	76	+8
Ensure more in depth news and current affairs coverage	66	81	+15
Ensure more arts programming	64	53	-11
Ensure better quality programming overall	64	89	+25
Ensure there are fewer adverts	54	86	+32
Better television overall	53	91	+38
Ensure more high quality international programming	50	84	+34
Make television more enjoyable	44	86	+42
Base: Know of charter	276	276	276

How the Charter Will Change Television - Expectations Compared to Preferences - Maori Compared to Non Maori

Maori were significantly more likely than non Maori to **expect** to see the following as a result of the charter:

- ensure better quality local programming overall
- ensure there are fewer adverts.

Maori were significantly more likely than non Maori to **want** to see the following as a result of the charter:

- ensure more Maori elements
- ensure more arts programming.

	Maori		Non-Maori	
	Expect to See %	Want to See %	Expect to See %	Want to See %
Ensure more programmes reflecting the diversity of New Zealand	90	88	83	80
Ensure more local programming overall	87	85	83	75
Ensure more Maori elements	79	79	69	54
Ensure better time slots for special interest programmes	77	79	68	76
Ensure more in depth news and current affairs coverage	69	81	66	83
Ensure more arts programming	75	77	64	52
Ensure better quality programming overall	79	88	63	90
Ensure there are fewer adverts	69	85	54	86
Better television overall	65	90	52	92
Ensure more high quality international programming	62	75	51	85
Make television more enjoyable	58	77	44	86
Base: Know of charter	52		259	

7.0

New Zealand Television

7.0 New Zealand Television

7.1 Perception of the Amount of New Zealand Made Programmes

People were asked what percentage of television programmes shown on TV One, TV Two and TV Three they thought were New Zealand made.

The current level of New Zealand made programmes on these channels is 23 percent. Forty-three percent of people gave an estimate of 20 percent or less. Nine percent of people gave an estimate of between 21 and 25 percent. A further third (32%) gave an estimate of over 25 percent.

In 2001, more people overestimated the amount of local content (32%) compared to 2000 (31%), 1999 (21%) and 1998 (20%).

	2001 %	2000 %	1999 %	1998 %
0-15 percent	27	29	39	34
16-25 percent	25	25	25	30
26-50 percent	26	26	18	19
51-75 percent	5	4	2	1
76-100 percent	1	1	1	-
Don't know	16	15	15	16
Base:	750	750	750	1000

Compared to females, males tended to estimate a lower percentage of New Zealand made programmes.

Perception of the Amount of New Zealand Made Programmes - Results of Maori Compared with Non Maori

Similar percentages of Maori and non Maori underestimated the amount of NZ made programmes on the major free-to-air channels. Forty percent of Maori gave an estimate of less than 20 percent compared to forty-three percent of non Maori. Six percent of Maori and nine percent of non Maori gave an estimate of between 20 and 25 percent. Similar numbers of Maori and non Maori overestimated the amount of NZ made programmes.

These results are similar to 2000.

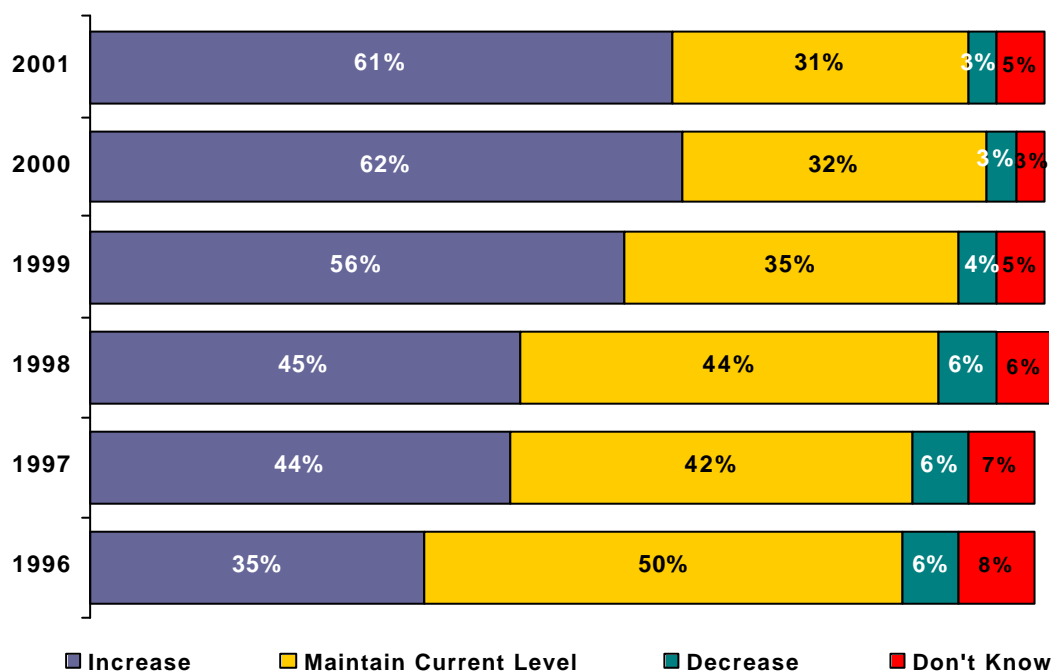
	Maori %		Non Maori %	
	2001	2000	2001	2000
0-15 percent	28	26	27	29
16-25 percent	23	21	25	25
26-50 percent	26	27	26	26
51-75 percent	6	5	4	4
76-100 percent	2	2	1	1
Don't know	22	18	15	15
Base:	271	266	684	689

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

People were told that currently around 23 percent of programmes shown on TV1, TV2, and TV3 are New Zealand made. They were then asked whether they felt this figure should increase, remain the same, or decrease.

Support for increasing the amount of New Zealand made TV programmes has grown substantially from 35 percent in 1996 to 61 percent in 2001. Correspondingly since 1996, consistently fewer people have said the current level of NZ made programmes should decrease. There has been no significant change between 2000 and 2001 however.

Amount of New Zealand Made TV Programmes Should ...



Base: All respondents

Younger people and Wellington provincial dwellers felt that the amount of New Zealand made programmes should increase.

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

Nearly three quarters of Maori (73%) said they wanted an increase in the amount of New Zealand made programmes, compared to 60 percent of non Maori. Correspondingly, Maori were less likely than non Maori to say they wanted the amount of NZ made TV to stay the same (21% compared to 32% respectively).

Last year, slightly more Maori wanted an increase in the amount of New Zealand made programmes (77%) than this year.

	Maori %		Non Maori %	
	2001	2000	2001	2000
Increase	73	77	60	60
Stay the same	21	19	32	34
Decrease	1	1	3	3
Don't know	4	2	5	3
Base:	271	266	684	689

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

To give people an understanding of the levels of local programming in other countries, people were told that television local content in Australia is around 55 percent, in England is over 75 percent, and in the United States 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.

After being told the comparative figures, 67 percent said that the amount of New Zealand made programmes aired on New Zealand television should increase, a slight decrease from 2000. This represents a six percent increase from the number of people who initially supported an increase (61%) without knowing the background information.

	2001		2000		1999		1998	
	Initial Response %	After Being Told %	Initial Response %	After Being Told %	Initial Response %	After Being Told %	Initial Response %	After Being Told %
Increase	61	67	62	69	56	63	48	51
Stay the same	31	27	32	27	35	31	44	39
Decrease	3	3	3	2	4	3	6	5
Don't know	5	3	3	2	5	3	5	6
Base:	750		750		750		1,000	

Females, young people (18-34 years), Maori people, and young families were more likely to say the amount of New Zealand made programmes aired should increase.

Opinion of NZ's Television Local Content Given the Local Content Levels in Other Countries – Results of Maori Compared with Non Maori

Given the higher percentages of local content screened in other countries Maori were more likely to want an increase in local content than non Maori (80% compared to 65% respectively).

These results are similar to 2000.

	Maori %		Non Maori %	
	2001	2000	2001	2000
Increase	80	83	65	67
Stay the same	15	14	28	28
Decrease	2	2	3	2
Don't know	3	2	3	2
Base:	271	266	684	689

7.4 Compulsory Screening of New Zealand Made Programmes on Television

People were asked if they thought free to air channels (such as TV1, TV2, TV3 and TV4) should be made to screen a certain amount of New Zealand made programmes.

Down slightly from last year, and significantly less than 1999, just under three quarters of people (72%) supported the idea that free to air TV should be made to screen a certain amount of New Zealand made programmes.

Set Amount of NZ Made Programmes on TV

	2001 %	2000 %	1999 %	1998 %
Yes	72	74	83	61
No	24	23	13	33
Don't know	4	3	4	6
Base:	750	750	750	1000

Females were most likely to agree that free-to-air channels should be made to screen a certain amount of New Zealand programmes.

Compulsory Screening of New Zealand Made Programmes on Television - Results of Maori Compared with Non Maori

Significantly more Maori (81%) were in favour of a set amount of New Zealand made programmes on free-to-air television (compared to 72% non Maori).

These results are the same as last year.

	Maori %		Non Maori %	
	2001	2000	2001	2000
Yes	81	81	72	74
No	16	17	24	23
Don't know	3	3	4	3
Base:	271	266	684	689

7.5 Screening a Certain Amount of Each Genre

People were asked whether or not free-to-air channels should be made to screen a minimum amount of each of a list of programme genres.

While slightly down on the 2000 findings, support is still high across all of the genre. New Zealand documentaries now have the greatest support (76%), slightly ahead of New Zealand made children and young person's programmes (75%).

Free to Air TV Should Be Made to Screen...

	2001 %	2000 %	1999 %
New Zealand made documentaries	76	76	86
New Zealand made children and young persons programmes	75	78	82
New Zealand made special interest programmes	72	72	79
New Zealand made comedy and drama	69	70	77
New Zealand made arts and performance programmes	64	66	72
Base:	750	750	750

The following groups of people were more likely to suggest a minimum amount of screening for specific types of programmes:

- New Zealand made drama and comedy:
 - Wellington provincial (80%)
 - females (72%).
- New Zealand made documentaries:
 - females (78%).
- New Zealand made special interest programmes:
 - older couples or single people (77%).
- New Zealand made arts and performance programmes:
 - people age 55 years plus (70%)
 - females (67%)
 - older couples or single people (71%).

Screening a Certain Amount of Each Genre - Results of Maori Compared with Non Maori

Maori were significantly more likely to support a minimum screening of New Zealand made:

- drama and comedy programmes
- documentaries
- special interest programmes
- arts and performance programmes.

These results are similar to the 2000 findings, however in 2000 there was no significant difference between Maori and non Maori on whether a minimum amount of New Zealand made documentaries should be screened.

	Maori %		Non Maori %	
	2001	2000	2001	2000
New Zealand made children and young persons programmes	81	83	76	78
New Zealand made special interest programmes	79	82	72	71
New Zealand made documentaries	85	81	76	76
New Zealand made comedy and drama	78	79	69	69
New Zealand made arts and performance programmes	75	78	63	66
Base:	271	266	684	689

7.6 Screening New Zealand Made Programmes Given the Relative Expense

It is more expensive to buy never seen before New Zealand made programmes than to buy ready made overseas programmes. Having been told this, people were asked again if it should be compulsory to screen a certain amount of New Zealand made programmes.

There was no difference in support for screening New Zealand made programmes once respondents know the expense.

Set Amount of New Zealand Programmes, Given the Expense?

	2001		2000		1999	
	Initial Response %	Given the Expense %	Initial Response %	Given the Expense %	Initial Response %	Given the Expense %
Yes	72	72	74	71	83	74
No	24	22	23	24	13	18
Don't know	4	6	3	5	4	8
Base:	750		750		750	

Greatest support for compulsory screening was found amongst Maori and Wellington provincials.

Screening New Zealand Made Programmes Given the Relative Expense - Results of Maori Compared with Non Maori

Having been told of the extra expense of New Zealand programmes, Maori were **more likely** to support the compulsory screening of New Zealand made programmes (from 81% to 84%). The reverse was found among non Maori (from 72% to 70%).

These findings are similar to last years.

	Maori				Non-Maori			
	Initial Response %		Given the Expense %		Initial Response %		Given the Expense %	
	2001	2000	2001	2000	2001	2000	2001	2000
Yes	81	81	84	87	72	74	70	70
No	16	17	11	8	24	23	23	25
Don't know	3	3	6	6	4	3	6	5
Base:	271	266	271	266	684	689	684	689

7.7 Compulsory Play of New Zealand Music on Radio Stations

People were also asked whether radio stations should be made to play a certain amount of New Zealand music.

Support for radio stations being made to play NZ music was 65 percent, no change from the 65 percent in 2000.

	2001 %	2000 %	1999 %	1998 %
Yes	65	65	67	58
No	30	31	27	37
Don't know	5	5	6	6
Base:	750	750	750	1000

Females, Maori, and young people (aged 18 to 34 years) were more likely to favour setting a minimum level of New Zealand music.

Compulsory Play of New Zealand Music on Radio Stations - Results of Maori Compared with Non Maori

Similar to 2000, support was much stronger amongst Maori for a minimum amount of New Zealand music being played on radio stations.

	Maori %		Non Maori %	
	2001	2000	2001	2000
Yes	79	81	64	63
No	18	15	31	32
Don't know	4	4	5	5
Base:	271	266	684	689

7.8 Preferred Radio Format

People were read a list of radio formats and asked which one they listened to most often.

The most popular was adult contemporary (37%), while pop (20%) and talk back (13%) were also reasonably popular.

	%
Adult contemporary	37
Pop	20
Rock	9
Progressive/alternative	4
Other:	
– Talkback	13
– Concert FM	3
– Radio Sport	1
– Radio Rhema	1
– Mai FM	1
– Various	3
Don't know	7
Base:	750

Age was the biggest determinant of the type of format preferred, with younger people being more likely to listen to pop, rock and progressive/alternative formats.

Preferred Radio Format Compared with Support for Minimum Airtimes for New Zealand Music on Radio

Support for New Zealand made music on radio was 65 percent among the main sample. For listeners of the three most popular formats, support varied from 64 percent to 65 percent, which was no difference from the overall 65 percent support. However, rock and progressive/alternative listeners were significantly more likely to support minimum play of New Zealand music. Support from both these groups was also significantly up on last year's figures.

	Adult Contemporary %	Pop %	Talkback %	Rock %	Progressive / Alternative %
Yes	65	64	64	75	81
No	30	31	30	22	19
Don't know	5	3	6	3	-
Base:	750				

Preferred Radio Format - Results of Maori Compared with Non Maori

Adult contemporary is the most listened to radio format, for both Maori and non Maori. However, Maori are less likely to prefer this format (30% compared to 38% amongst non Maori). Maori are significantly more likely to prefer pop music (26%) than non Maori (19%), and their preference has grown since the 2000 survey.

In 2000, there were no significant differences between Maori and non Maori in terms of the numbers of people who listened to pop and talkback radio.

	Maori %		Non Maori %	
	2001	2000	2001	2000
Adult contemporary	30	25	38	38
Pop	26	14	19	15
Rock	11	8	9	9
Progressive/alternative	6	3	4	4
Other:				
– Talkback	7	11	14	15
– Mai FM	3	6	1	1
– Radio Rhema	2	4	1	1
– Concert FM	-	2	3	2
– Radio Sport	-	2	1	2
– Various	4	19	1	8
Don't listen to/none	1	-	*	-
Don't know	6	5	8	5
Base:	271	266	684	689

8.0
Television Viewing and Radio
Listening Behaviour

8.0 Television Viewing and Radio Listening Behaviour

8.1 Radio and Television Programmes Regularly Listened to or Watched

People were asked which of a list of radio and television programmes and services, anyone in their household **regularly** listens to, watches or uses. The results are in the table below. All programmes recorded in 1995 and still being recorded are significantly more popular now.

New Zealand documentaries, children's programmes, drama programmes and comedy programmes were the most watched.

Recently there has been a decrease in people watching New Zealand made drama and arts and performance programmes. Additionally, there was a marked increase in people who watch special interest programmes from 2000 (30%) to 2001 (39%).

	2001 %	2000 %	1999 %	1998 %	1997 %	1996 %	1995 %	
New Zealand television documentary programmes made with the help of NZ On Air, like Inside New Zealand and Documentary New Zealand	92	87	87	-	-	-	-	↑
New Zealand children's programmes made with the help of NZ On Air, like What Now? or Suzy's World	49	50	43	-	-	-	-	
New Zealand television drama programmes made with the help of NZ On Air like Clare or Street Legal	47	61	63	-	-	-	-	↓
New Zealand comedy programmes made with the help of NZ On Air, like Havoc & Newsboy or The Panel	46	49	-	-	-	-	-	
NZ On Air funded music videos which screen on the 'Video Hits' or 'Squeeze' programmes on TV2 and 'Most Wanted on TV4	42	41	36	26	30	24	14	
National Radio including programmes, like Morning Report, Kim Hill and Saturday Morning with John Campbell	40	36	37	35	33	35	36	
New Zealand special interest programmes made with the help of NZ On Air like Praise Be and Asia Down Under	39	32	32	-	-	-	-	↑
NZ television arts and performance programmes made with the help of NZ On Air like The Big Art Trip or Space	30	56	66	-	-	-	-	↓
Concert FM, this is the station that plays classical music	30	32	32	25	21	23	25	
Teletext subtitles, on television programmes. These are written words on the screen so people who have difficulty hearing can understand the programmes.	26	23	21	15	10	11	11	
Maori radio stations and TV programmes in Te Reo like Waka Huia, Marae and Te Karere	20	21	21	13	13	8	8	
New Zealand Music programmes on commercial radio stations like "Rock Your Radio", "Keeping it Kiwi" and "The Beat Files"	21	19	25	20	17	7	8	
Student radio stations which is music broadcast from university campuses	14	17	14	12	10	10	11	↓
Access radio stations	14	14	18	12	5	5	6	
Pacific Island radio stations like Samoan Capital Radio in Wellington or Radio 531 PI in Auckland	10	8	-	-	-	-	-	
Base:	750	750	750	1000	1000	1000	1000	

Some types of people were more likely to regularly listen to and watch particular programmes as follows:

- New Zealand children's programmes made with the help of NZ On Air, like What Now? or Suzy's World:
 - young families (80%)
 - Maori (73%)
 - people aged 35 to 44 years (67%)
 - rural (65%)
 - people aged 18 to 34 years (63%).

- New Zealand television drama programmes made with the help of NZ On Air like Clare or Street Legal:
 - people aged 18 to 34 years (55%)
 - young families (52%).

- New Zealand comedy programmes made with the help of NZ On Air, like Havoc & Newsboy or The Panel:
 - younger people (18-34 years) (68%)
 - Maori (68%)
 - young single/couple/group flatting together (62%)
 - young families (53%)
 - males (52%).

- NZ On Air funded music videos which screen on the 'Video Hits' or 'Squeeze' programmes on TV2 and 'Most Wanted on TV4':
 - people aged 18 to 34 years (73%)
 - Maori (70%)
 - young families (61%)
 - young singles/couples/group flatting together (57%).

- National Radio including programmes, like Morning Report, Kim Hill and Saturday Morning with John Campbell:
 - people aged 55 years plus (56%)
 - older couples or single people (53%)
 - people aged 45 to 54 years (49%).

- New Zealand special interest programmes made with the help of NZ On Air like Praise Be and Asia Down Under:
 - people aged 55 years plus (53%)
 - older couples or single people (52%)
 - Auckland metropolitan (46%)
 - urban dwellers (42%).

- New Zealand television arts and performance programmes made with the help of NZ On Air like The Big Art Trip or Space:
 - Maori (53%).
- Concert FM, this is the radio station that plays classical music:
 - people aged 55 years plus (43%)
 - older couples or single people (43%)
 - people aged 45 to 54 years (42%)
 - mature families (38%)
 - urban dwellers (33%).
- Teletext subtitles, on television programmes. (These are written words on the screen so people who have difficulty hearing can understand the programmes):
 - Maori (42%)
 - older couples or single people (31%)
 - Auckland metropolitan (31%)
 - males (31%).
- Maori radio stations and TV programmes in Te Reo like Waka Huia, Marae and Te Karere:
 - Maori (77%)
 - Wellington provincial (31%)
 - Auckland provincial (28%).
- New Zealand Music programmes on commercial radio stations like “Rock Your Radio”, “Keeping it Kiwi” and “The Beat Files”:
 - Maori (32%)
 - people aged 18 to 34 years (32%)
 - young singles/couples/group flatting together (30%)
 - people aged 35 to 44 years (27%)
 - young families (26%)
 - males (25%).
- Student radio stations which is music broadcast from university campuses:
 - young singles/couples/group flatting together (29%)
 - people aged 18 to 34 years (27%)
 - Maori (23%)
 - Auckland metropolitan (20%)
 - mature families (19%)
 - urban dwellers (18%).

- Access radio stations:
 - Maori (28%)
 - males (18%).

- Pacific Island radio stations like Samoan Capital Radio in Wellington or Radio 531 PI in Auckland:
 - Maori (23%)
 - Auckland metropolitan (14%)
 - urban (12%).

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

For 11 of the 15 programmes and services named, Maori were significantly more likely to say their household regularly listened, watched or used them.

These results are similar to 2000, with the exception of a slightly smaller proportion of Maori who now say they regularly watch New Zealand television arts and performance programmes like The Big Art Trip or Space.

	Maori %		Non Maori %	
	2001	2000	2001	2000
New Zealand television documentary programmes made with the help of NZ On Air, like Inside New Zealand and Documentary New Zealand	93	92	92	87
New Zealand children's programmes made with the help of NZ On Air, like What Now? or Suzy's World	72	71	47	48
Maori radio stations and TV programmes in Te Reo like Waka Huia, Marae and Te Karere	71	74	15	16
New Zealand television drama programmes made with the help of NZ On Air like Clare or Street Legal	60	65	45	16
New Zealand comedy programmes made with the help of NZ On Air, like Havoc & Newsboy or The Panel	61	61	44	48
NZ On Air funded music videos which screen on the 'Video Hits' or 'Squeeze' programmes on TV2 and 'Most Wanted on TV4	64	63	40	68
National Radio including programmes, like Morning Report, Kim Hill and Saturday Morning with John Campbell	30	34	41	36
New Zealand special interest programmes made with the help of NZ On Air like Praise Be and Asia Down Under	48	44	40	31
New Zealand television arts and performance programmes made with the help of NZ On Air like The Big Art Trip or Space	45	58	28	56
Concert FM, this is the radio station that plays classical music	25	26	31	32
Teletext subtitles, on television programmes. These are written words on the screen so people who have difficulty hearing can understand the programmes	36	32	25	22
New Zealand Music programmes on commercial radio stations like "Rock Your Radio", "Keeping it Kiwi" and "The Beat Files"	28	32	20	18
Access radio stations	25	23	13	13
Pacific Island radio stations like Samoan Capital Radio in Wellington or Radio 531 PI in Auckland	21	16	8	7
Student radio stations which is music broadcast from university campuses	17	15	13	16
Base:	271	266	684	689

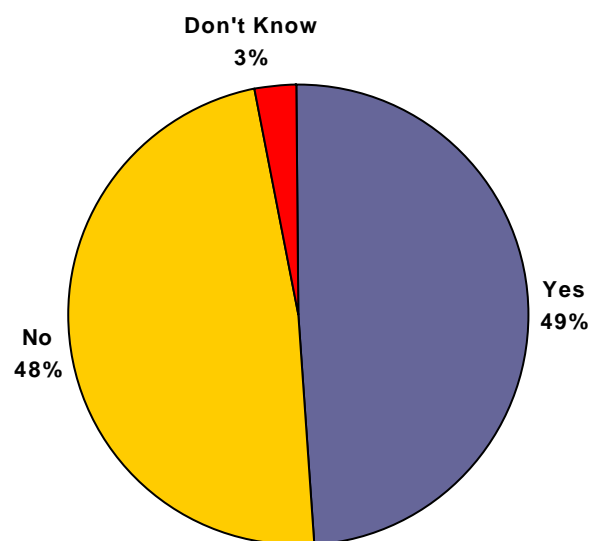
Effect of English Subtitles on the Watching of Maori Programmes

Those who do not regularly watch television programmes in Te Reo like Waka Huia, Marae and Te Karere were asked if they would be more likely to do so if they had subtitles.

Around half (49%), said they would be more likely to watch programmes in Maori, if they had English subtitles.

These results have not changed significantly since last year.

Watch Maori Programmes With English Subtitles?



Base: 661 (Do not watch programmes in Te Reo)

Young people were more likely to say they would watch Maori programmes with English subtitles.

Effect of English Subtitles on the Watching of Maori Programmes - Results of Maori Compared with Non Maori

Of the Maori who do not regularly watch or listen to programmes in Te Reo nearly three quarters (71%) said they would watch/listen to them if there were English subtitles compared to forty nine percent of non Maori.

These findings are similar to last year.

	Maori %		Non Maori %	
	2001	2000	2001	2000
Yes	71	74	49	51
No	27	25	48	46
Don't know	3	2	3	4
Base: Do not watch/listen to programmes in Te Reo	78	68	583	577

8.2 NZ On Air Programme Viewing Behaviour

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

	2001	
	Watched %	Enjoyed (Like 1-2) %
Inside New Zealand	92	84
Documentary New Zealand	92	87
Money Doctor	67	61
Epitaph	65	73
What Now?	59	50
Topp Twins	58	56
Pioneer House	55	62
Paralympics 2000	51	73
Our World – Secret Life of Kiwi	50	81
Wild About NZ	45	73
Street Legal	45	55
Questions (on youth suicide)	39	82
High Country Dance	39	59
What Becomes of the Broken Hearted	37	71
Suzy's World	34	65
Inside Out	33	55
Smokefree Stage Challenge	32	62
The Panel	31	36
\$20 Challenge	30	49
Praise Be	28	56
TV3 Great Comedy Debate	26	56
Lawless	25	48
Squirt	25	43
Havoc Luxury Suites & Conference Facilities	23	66
Maori Sports Awards	22	62
New Zealand Sex	22	48
New Zealand Festival Documentaries – for example God Sreenu & Me, Feathers of Peace, Virginity & Taste of Place	20	62
Big Comedy Gala	19	63
Big Art Trip	18	54
Dope – Behind the Smoke	14	76
Via Satellite on TV	9	46
The Machine	9	41
Ahurea Haka Time	7	70
Clare	7	44

NB. This list contains only a selection of NZ On Air funded programmes.
Refer to the appendix for a detailed list of the level of enjoyment of each of these programmes.

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

	Maori		Non Maori	
	Watched %	Enjoyed (Like 1-2) %	Watched %	Enjoyed (Like 1-2) %
Inside New Zealand	95	85	92	79
Documentary New Zealand	92	84	92	82
What Now?	83	48	57	30
Epitaph	77	58	64	48
Topp Twins	76	48	56	32
What Becomes of the Broken Hearted	69	51	34	24
Money Doctor	68	47	68	43
Street Legal	62	35	42	23
Maori Sports Awards	60	49	19	11
Paralympics 2000	56	46	51	38
Our World – Secret Life of Kiwi	56	45	49	40
Wild About NZ	55	43	45	33
Squirt	55	26	22	10
Smokefree Stage Challenge	54	37	29	19
Questions (on youth suicide)	53	45	38	32
Pioneer House	52	32	56	36
Inside Out	51	36	32	18
Suzy's World	47	32	32	22
The Panel	45	24	30	11
\$20 Challenge	45	27	28	13
High Country Dance	37	20	39	24
Lawless	35	18	24	12
Big Comedy Gala	35	22	18	12
TV3 Great Comedy Debate	34	22	26	15
Praise Be	33	11	28	17
Havoc Luxury Suites & Conference Facilities	32	21	22	15
Ahurea Haka Time	30	25	5	3
New Zealand Festival Documentaries – for example God Sreenu & Me, Feathers of Peace, Virginity & Taste of Place	29	19	20	13
New Zealand Sex	25	13	20	10
Big Art Trip	20	12	18	10
Dope – Behind the Smoke	21	17	14	11
The Machine	18	9	8	3
Via Satellite on TV	11	6	8	4
Clare	10	6	6	3

Significantly higher proportions of Maori watched the following programmes: What Now?, Epitaph, Topp Twins, What Becomes of the Broken Hearted, Street Legal, Maori Sports Awards, Our World – Secret Life of Kiwi, Wild About New Zealand, Squirt, Smokefree Stage Challenge, Questions (on youth suicide), Inside Out, Suzy's World, The Panel, \$20 Challenge, High Country Dance, Lawless, Big Comedy Gala, TV3 Great Comedy Debate, Havoc Luxury Suites and Conference Facilities, Ahurea Haka Time, New Zealand Festival Documentaries – (for example God Sreenu & Me, Feathers of Peace, Virginity & Taste of Place), Dope – Behind the Smoke, and The Machine.

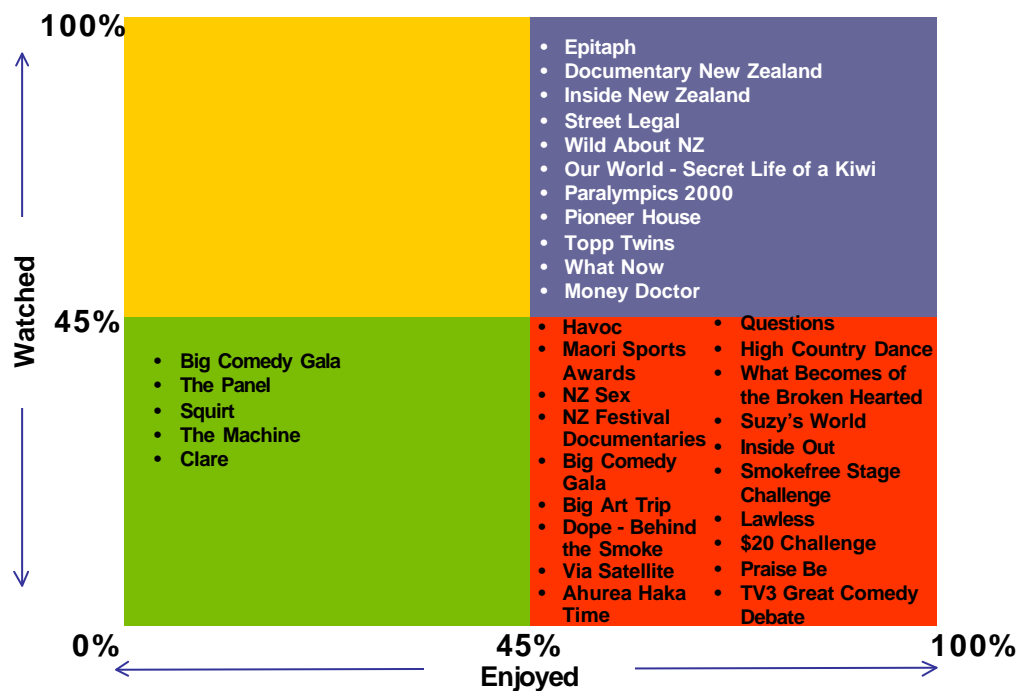
Maori were significantly less likely to enjoy Praise Be than non Maori.

Programmes watched by greater numbers of people tended to be enjoyed by more of those people. Maori watched more and were more likely to enjoy nearly all of the programmes.

Analysis of Popularity to Enjoyment

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

NZ On Air Programmes



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 (e.g. What Now?) have had more opportunity to be viewed by respondents than newer programmes.
- Respondents viewing behaviour and enjoyment levels may not correspond to the ratings data.

8.3 Pay Television and Favourite TV Channel

Does Your Household Currently Subscribe to Pay Television Like Sky or Saturn?

Up slightly on last year, 36 percent of people said their household currently subscribed to pay television.

	2001 %	2000 %	1999 %
Yes	36	34	28
No	64	66	71
Don't know	*	*	1
Base:	750	750	750

* Between zero and half a percent

Subscribers to pay television were most likely to be male and aged 45-54 years.

Results of Maori Compared with Non Maori

Similar to 2000, forty five percent of Maori are living in households that currently subscribe to Pay TV (e.g. Sky or Saturn) compared to 36 percent of non Maori.

	Maori %		Non Maori %	
	2001	2000	2001	2000
Yes	45	44	36	32
No	55	56	64	67
Don't know	-	*	*	*
Base:	271	266	684	689

* Between zero and half a percent.

Appendix

Sample Profile

	2001 %	2000 %	1999 %
Gender			
Male	37	37	40
Female	63	63	60
Age			
18-24 years	9	9	10
25-34 years	20	22	20
35-44 years	24	24	28
45-54 years	21	20	16
55-64 years	12	13	14
65+ years	14	12	13
Refused	*	*	1
Ethnicity			
New Zealand European	79	82	80
Maori	8	8	6
Pacific Islander	4	3	2
Other	9	7	12
Employment Status			
Employed full time	49	51	51
Employed part time	17	17	11
Retired	18	15	19
Home maker	7	8	8
Student	6	6	6
Unemployed	3	3	4
Don't know/refused	*	2	1
Education			
School	49	52	48
Technical	15	17	16
University	31	28	29
Other	2	1	4
Refused	-	1	3
Household Structure			
Young - single/couple/group flatting	16	16	19
Young family	34	33	31
Mature family	20	21	18
Older couple/single	29	29	31
Refused	-	1	1
Base:	750	750	750

Sample Profile continued

	2001 %	2000 %	1999 %
Area			
Whangarei	2	2	2
Auckland	37	37	37
Hamilton	6	6	6
Tauranga	4	4	4
Rotorua	2	2	2
Gisborne	1	1	1
Napier	2	2	2
Hastings	2	2	2
New Plymouth	2	2	2
Wanganui	2	2	2
Palmerston North	3	3	3
Wellington	14	14	14
Nelson	2	2	2
Christchurch	14	13	14
West Coast	-	1	-
Dunedin	5	5	5
Invercargill	2	2	2
Area Status			
Urban	71	70	71
Secondary	7	6	7
Minor urban	12	12	12
Rural	11	12	10
Household Income			
Less than \$15,000	7	8	14
\$15,001 – \$25,000	9	11	12
\$25,001 – \$35,000	13	12	11
\$35,001 – \$45,000	12	14	13
\$45,001 – \$55,000	9	11	8
\$55,001 – \$70,000	10	9	9
\$70,001 – \$85,000	6	6	4
\$85,001 +	12	11	10
Don't know/Refused	22	20	19
Base:	750	750	750

Rating of Enjoyment of NZ On Air Programmes

	Liked A Lot %	2	3	4	Disliked A Lot %	Don't Know %
Inside New Zealand	49	36	12	2	1	1
Documentary New Zealand	57	30	10	1	1	1
Money Doctor	30	31	27	8	3	1
Epitaph	43	30	19	6	1	1
What Now?	21	29	34	8	4	4
Topp Twins	27	28	27	11	5	-
Pioneer House	31	31	26	8	3	1
Paralympics 2000	35	38	22	3	1	1
Our World – Secret Life of Kiwi	51	30	13	2	2	3
Wild About NZ	33	40	21	3	1	2
Street Legal	21	34	32	10	2	2
Questions (on youth suicide)	45	37	14	1	-	3
High Country Dance	33	27	29	7	3	2
What Becomes of the Broken Hearted	36	35	19	6	2	2
Suzy's World	36	30	20	8	4	2
Inside Out	24	32	31	5	2	8
Smokefree Stage Challenge	29	34	28	5	2	3
The Panel	15	27	30	16	16	2
\$20 Challenge	18	32	38	10	3	1
Praise Be	30	26	26	11	7	1
TV3 Great Comedy Debate	24	32	29	10	3	3
Lawless	13	35	38	7	3	4
Squirt	17	25	38	9	7	3
Havoc Luxury Suites & Conference Facilities	40	26	17	10	5	3
Maori Sports Awards	29	33	30	4	3	1
New Zealand Sex	16	32	39	8	4	1
New Zealand Festival Documentaries – for example God Sreenu & Me, Feathers of Peace, Virginity & Taste of Place	29	34	25	5	1	7
Big Comedy Gala	37	25	25	5	2	6
Big Art Trip	24	30	30	7	5	4
Dope – Behind the Smoke	33	43	17	2	1	5
Via Satellite on TV	22	25	31	8	5	11
The Machine	16	25	33	20	2	5
Ahurea Haka Time	28	42	19	4	2	6
Clare	25	20	35	8	4	10

Spontaneous Recall of NZ On Air Programmes
(Programmes Mentioned by Less than Half a Percent)

- » Big Comedy Gala
- » Car Crazy
- » Close Up
- » Comedy Fest
- » Duggan
- » Farming Crew
- » Gone Fishing
- » Grandstand
- » Greenstone
- » Heartland
- » Home & Away
- » Jo Seager's cooking
- » Kids Talk
- » Kim Hill
- » Lawless
- » Mc Phail & Gadsby
- » Mike King
- » Monday Documentary
- » Montana Sunday Theatre
- » Musical Chairs
- » New Zealand Farmer of the Year
- » New Zealand Wars
- » Night Line
- » Police Stop
- » Popstars
- » Sports Night
- » Squeeze
- » Squirt
- » Strip Search
- » Te Reo
- » Te Tutu
- » Telebingo
- » Telstra Business
- » The Big OE
- » The Weakest Link
- » Topp Twins
- » Tuesday Documentary
- » United Travel Getaway
- » Wayne moat
- » Wearable Art Awards
- » Weddings
- » Wired
- » World in Action
- » Xena

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