

# KANTAR PUBLIC

Irirangi Te Motu  
**NZ On Air**



## NZ ON AIR

PUBLIC AWARENESS AND  
ATTITUDES SURVEY  
2023

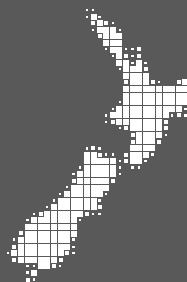
# Objectives and Methodology



300 + 300

ONLINE INTERVIEWS    MOBILE INTERVIEWS

7 minutes



FIELDWORK DATES:  
25<sup>TH</sup> MAY – 25<sup>TH</sup> JUNE 2023

## OBJECTIVES

NZ On Air commissioned Kantar Public to research and track New Zealanders' understanding of:

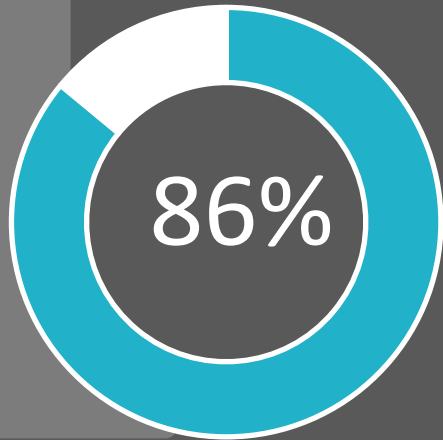
- NZ On Air,
- NZ On Air's role in funding local content, and
- their views on that content.

## METHODOLOGY

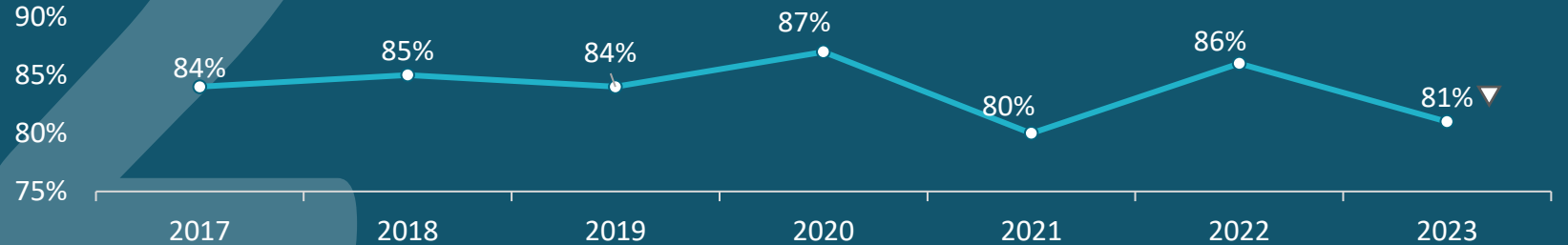
- 300 interviews were conducted online, and 300 completed via mobile phone. The online sample was sourced through the Kantar online panel, while the mobile sample used randomly generated mobile phone numbers. Previously, the survey used a mix of landline and mobile sampling. The change in method was agreed to place the survey on a more sustainable footing moving forward.
- For mobile numbers, the main user of the phone (over 15 years old) was interviewed. For the online interview, if the respondent had any children aged 15-17 in their household, the respondent had the option of inviting the 15-17 year old to complete the survey. All those aged 15-17 who completed the survey were given a \$10 e-gift voucher, while online panellists (aged 18+) receive loyalty points.
- Both the telephone and online scripts used automated question routing to help support the quality of the data.
- Weighting was applied to ensure that the sample was representative of the New Zealand adult population (based on 2018 Census data).
- Whenever differences are reported (for example an increase or decrease since last year, or previous years) these are statistically significant at the 95% confidence level or greater unless otherwise stated.

# Executive Summary

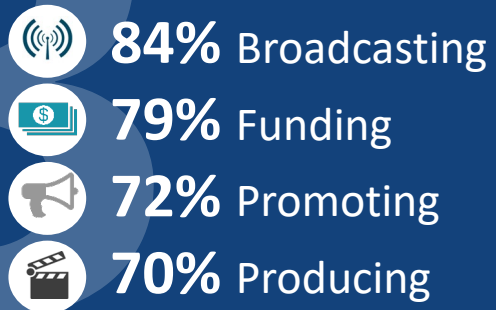
Awareness of NZ On Air has remained stable; **86% of New Zealanders**, vs. 85% in 2022.



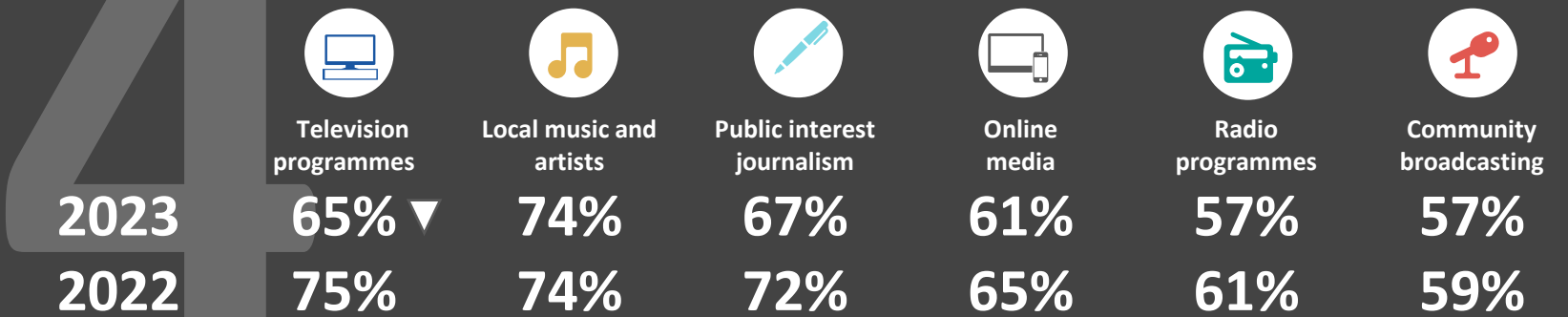
Whilst most New Zealanders continue to support free-to-air publicly funded television content, this support has fluctuated over the last four years, and decreased significantly in 2023.



There is still some confusion about NZ On Air's role in the media industry. People perceive NZ On Air support local content by...



New Zealanders are less likely to enjoy almost all media types in 2023, most notably TV.



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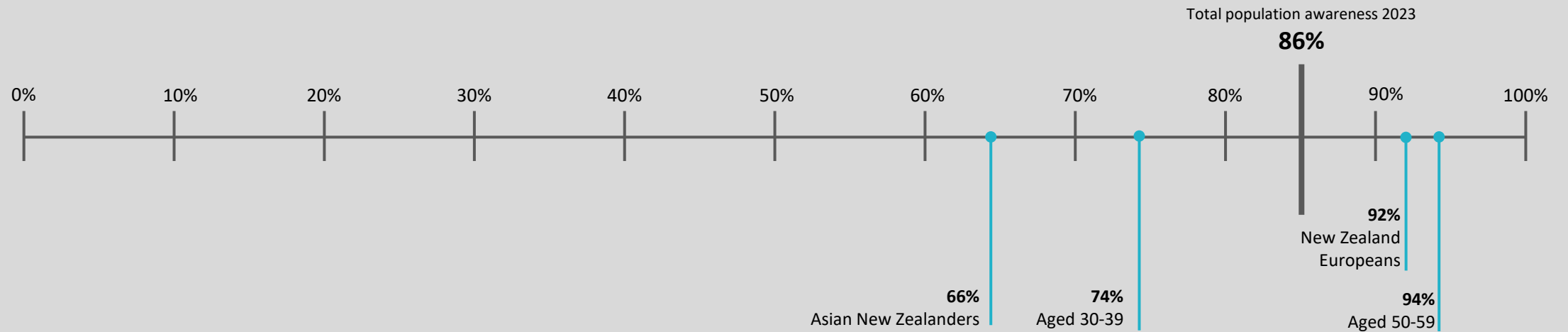
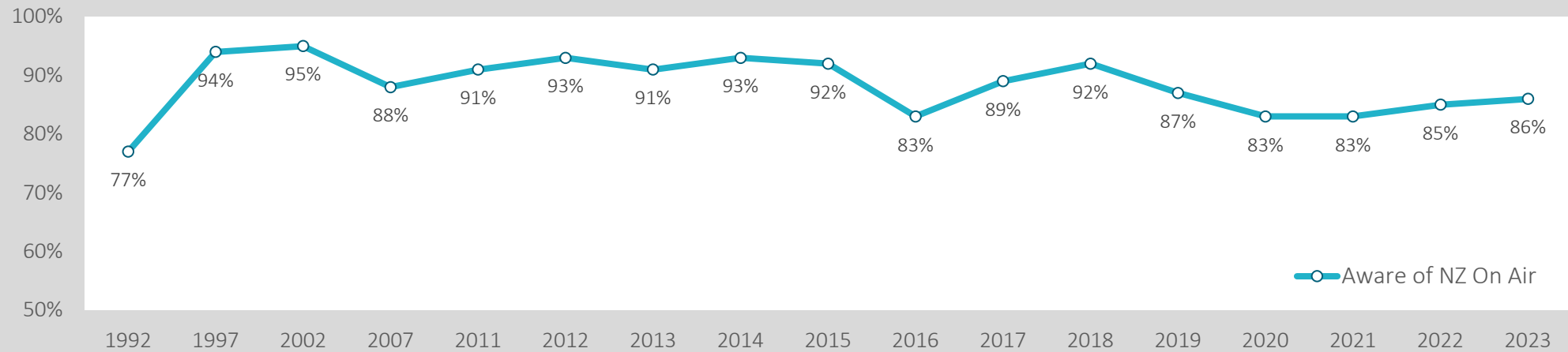
HIGH LEVEL AWARENESS  
AND PERCEPTIONS

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## AWARENESS OF NZ ON AIR:

The majority of New Zealanders continue to be aware of NZ On Air (86%), with a gradual increase over the last four years. New Zealand Europeans and those aged 50-59 are more likely than average to be aware of NZ On Air. Meanwhile Asian New Zealanders and 30-39 year olds are less likely to be aware of NZ On Air.

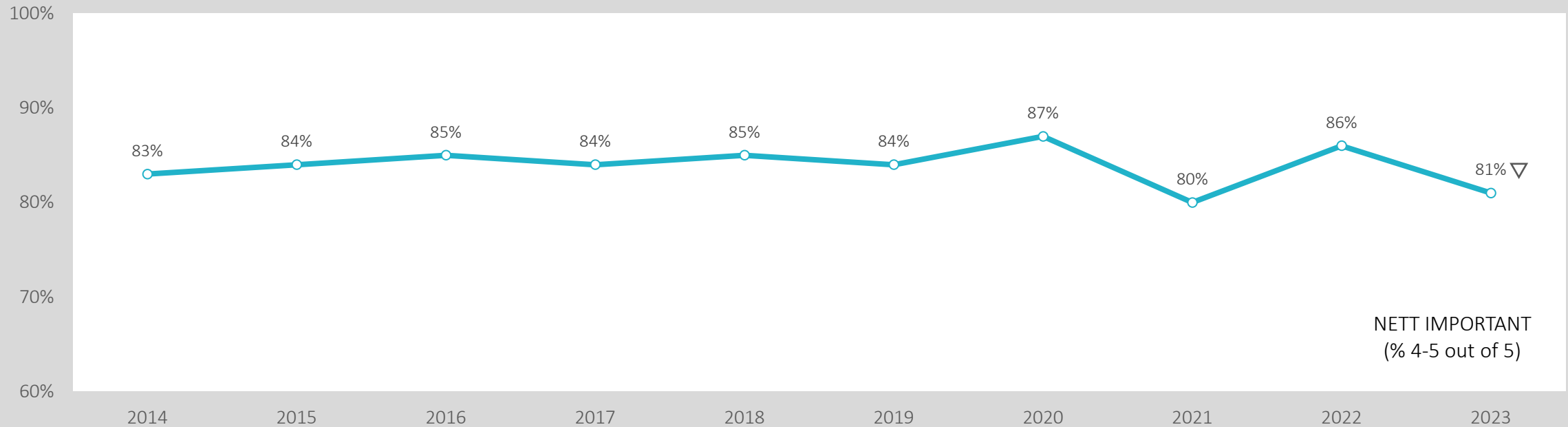
Q: 'Do you know that there is an organisation called NZ On Air?'



## IMPORTANCE OF PUBLICLY FUNDED CONTENT:

A majority of New Zealanders think it's important to have publicly funded television content that is free to consume (81%), however we have seen the result fluctuate over the last 4 years. Again, there are no demographic differences, so is difficult to pinpoint which group is driving the result.

Q: 'How important is it that publicly funded television content is free to consume, means you don't have to pay a SKY, Netflix or paywall subscription?'<sup>1</sup>



NETT IMPORTANT  
(% 4-5 out of 5)

There are no demographic differences of note for this question

Base: All New Zealanders aged 15 and over, 2023 (n=600), 2022 (n=600), 2021 (n=600), 2020 (n=602), 2019 (n=600), 2018 (n=608), 2017 (n=601), 2016 (n=606), 2015 (n=600), 2014 (n=500).  
Source: B1b.

▽ Significantly higher / lower than 2022

## RECOGNITION OF THE IMPACT NZ ON AIR FUNDING MAKES IN TERMS OF LOCAL CONTENT:

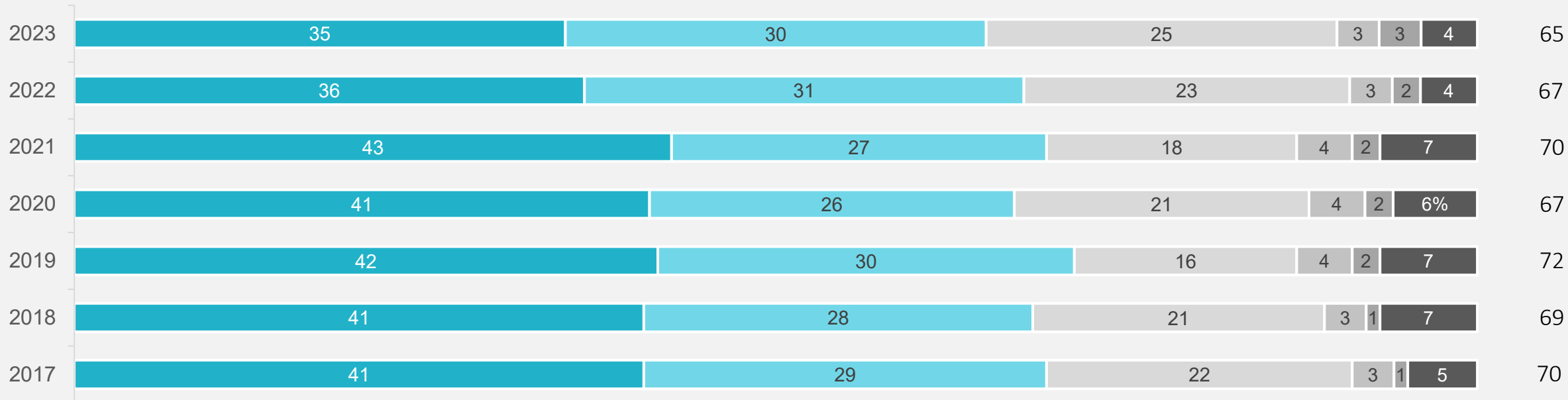
Two thirds of New Zealanders think that NZ On Air funding results in greater diversity of local content and remains in line with previous years. However, in line with last year, sentiment has softened, with lower proportions who strongly agree. NZ European are most likely to agree whilst Māori and Pacific peoples are less likely to agree. This could indicate the content does not resonate with these groups or perhaps doesn't represent their views.

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

%

■ 5 Strongly agree ■ 4 ■ 3 ■ 2 ■ 1 Strongly disagree ■ Don't know

NETT AGREEMENT  
(% 4-5 out of 5)



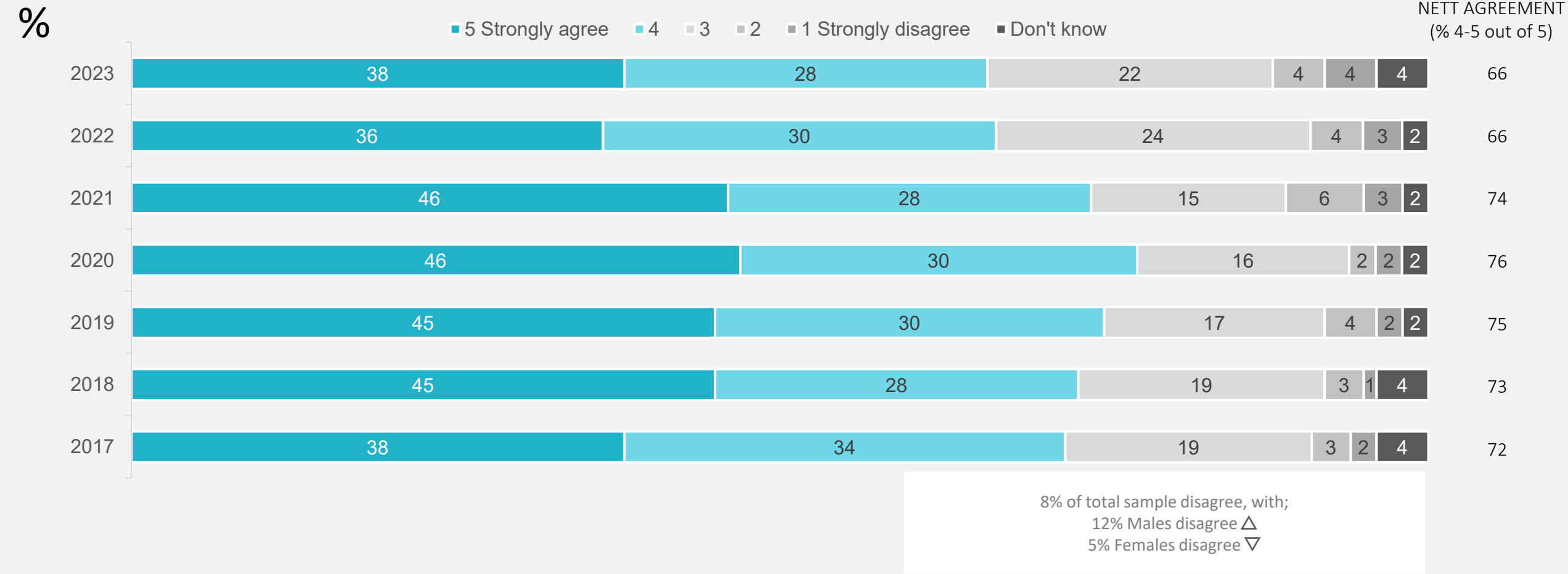
65% of total sample agree, with;  
69% NZ European agree  $\Delta$   
53% Pacific peoples agree  $\nabla$

6% of total sample disagree, with;  
11% Māori disagree  $\Delta$

## VALUE PLACED ON DIVERSE LOCAL CONTENT:

Two thirds of New Zealanders value the diversity of local content funded by NZ On Air, but again, sentiment remains at a low point for the second year running.

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





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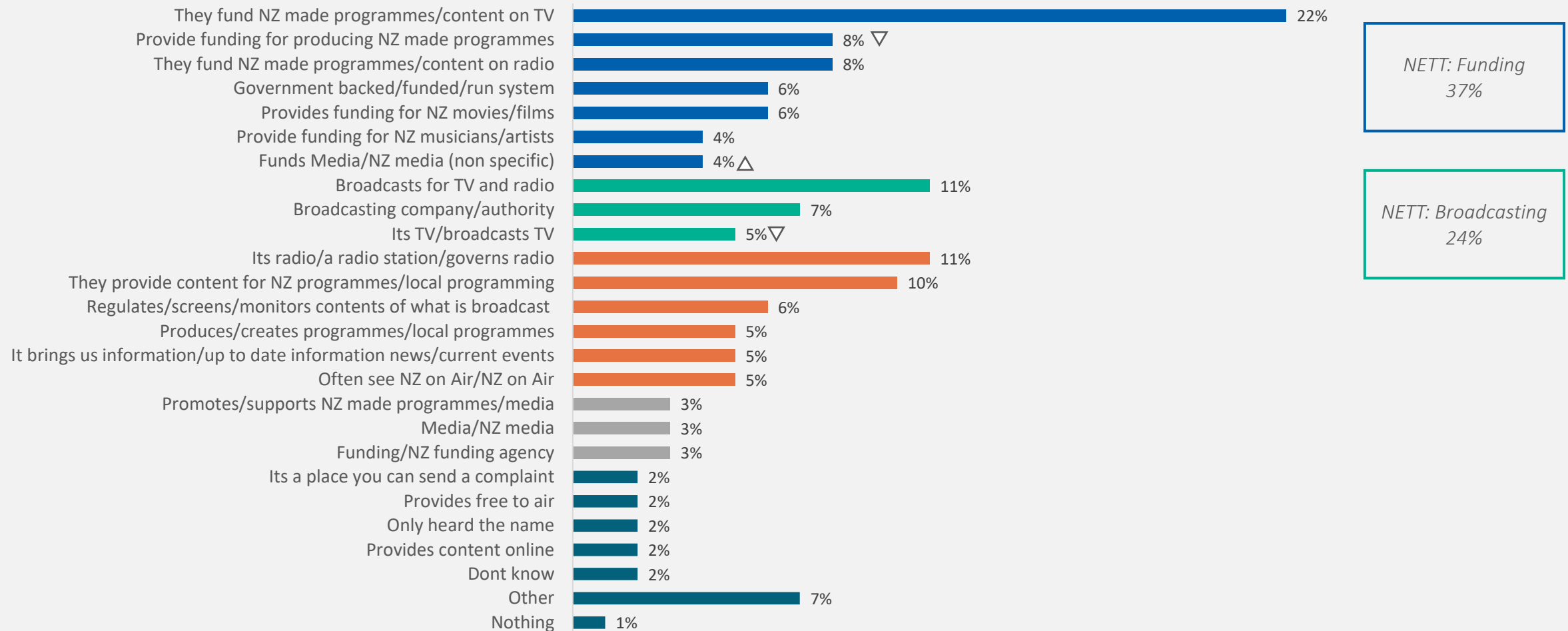
DETAILED AWARENESS  
FINDINGS

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## UMPROMPTED AWARENESS OF NZ ON AIR'S ROLES:

Over one third of those who are aware of NZ On Air are aware of the agency's funding role. However, one quarter of New Zealanders incorrectly believe that the agency is a broadcaster, a similar proportion compared to 2022 (26%).

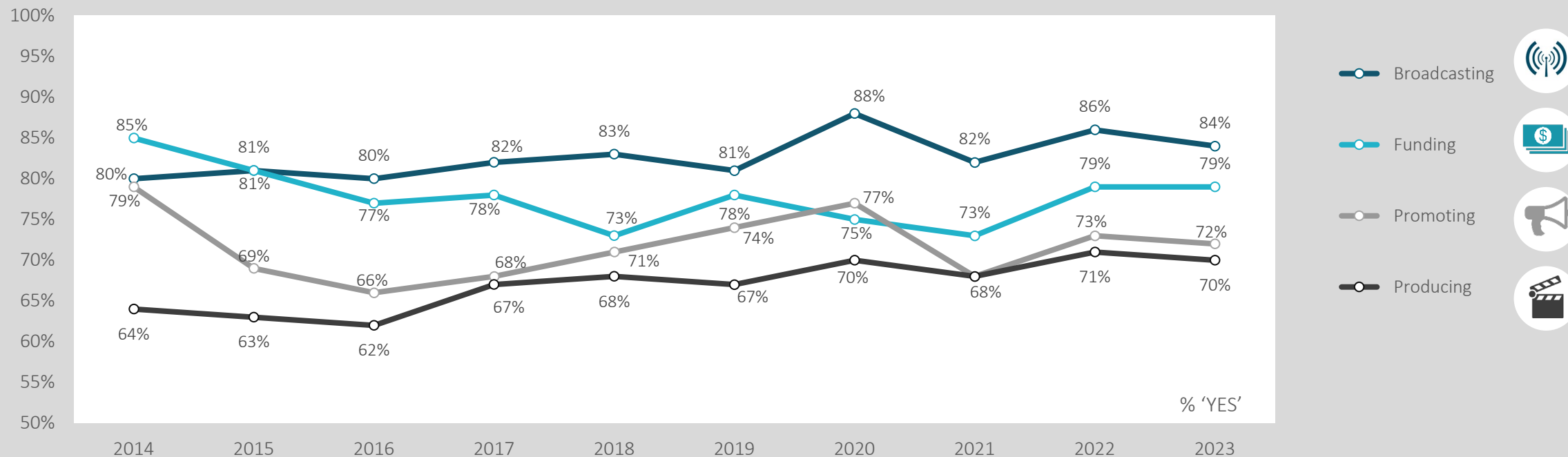
Q: 'Can you please tell me everything you know about what NZ On Air does?' (Open ended question)



## PROMPTED AWARENESS OF NZ ON AIR'S ROLES:

There is confusion about NZ on Air's role. The majority of New Zealanders continue to falsely believe NZ On Air is a broadcaster (84%). At the same time, a high proportion (79%) acknowledge NZ On Air supports local content by funding it.

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

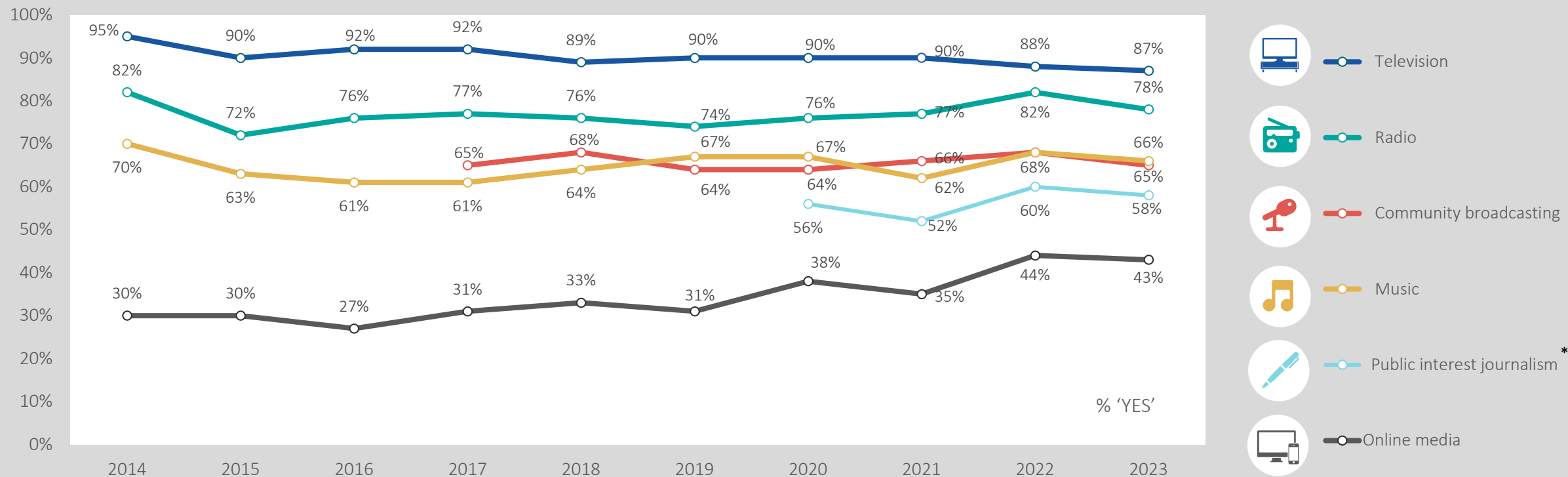


- Females (88%) are more likely than average (84%) to incorrectly believe that NZ On Air **broadcasts** content, while Aucklanders (76%) are less likely to.
- Those aged 40-49 (89%), males (87%), are more likely than average (79%) to believe that NZ On Air **funds** local content, while those aged 70+ (66%) and females (72%) are less likely to.

## AWARENESS OF MEDIA SUPPORTED BY NZ ON AIR:

The public's recognition of the various media that NZ On Air supports remains stable in 2023.

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



- Those aged 50-59 (76%) and Māori (86%) are more likely than average (66%) to be aware that NZ On Air supports **music**.
- Those aged 50-59 (88%) are more likely than average (78%) to be aware that NZ On Air supports **radio**, while those aged 15-29 (69%) and 30-39 (66%) are less likely to.
- Asian New Zealanders (56%) are more likely than average (43%) to be aware that NZ On Air supports **online media**, while those aged 60-69 (32%) are less likely to.

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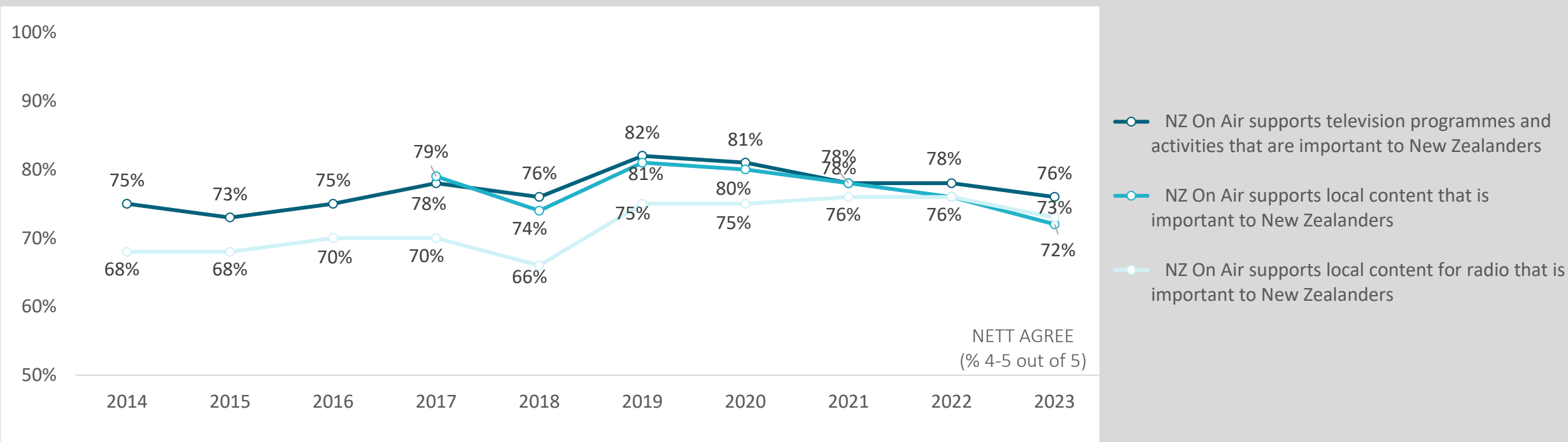
SUPPORT FOR  
NZ ON AIR'S MISSION

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## AGREEMENT THAT NZ ON AIR SUPPORTS IMPORTANT CONTENT:

The majority of New Zealanders continue to agree that NZ On Air supports content that is important to them, whether that be television, radio, or other forms of local content. However, general local content that NZ On Air is supporting is at its lowest level of perceived importance yet.

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

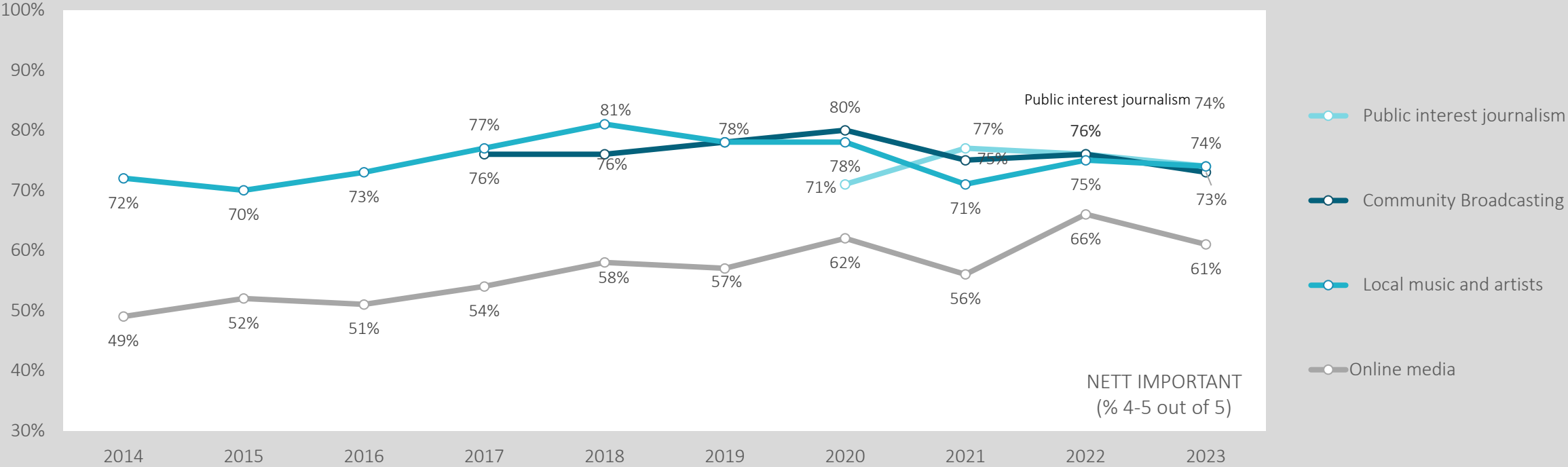


- Females (80%) are more likely than average (76%) to agree it is important that NZ On Air supports local content for **TV**, while males (72%) are less likely to.
- Females (77%) are more likely than average (73%) to agree it is important that NZ On Air supports local content for **radio**, while males (68%) are less likely to.

### IMPORTANCE OF SUPPORTING DIFFERENT TYPES OF CONTENT:

Although there has been a slight decline in importance, there is still a high proportion (61%) who believe it is important for NZ On Air to support online media. Importance of support for other media forms remains steady.

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

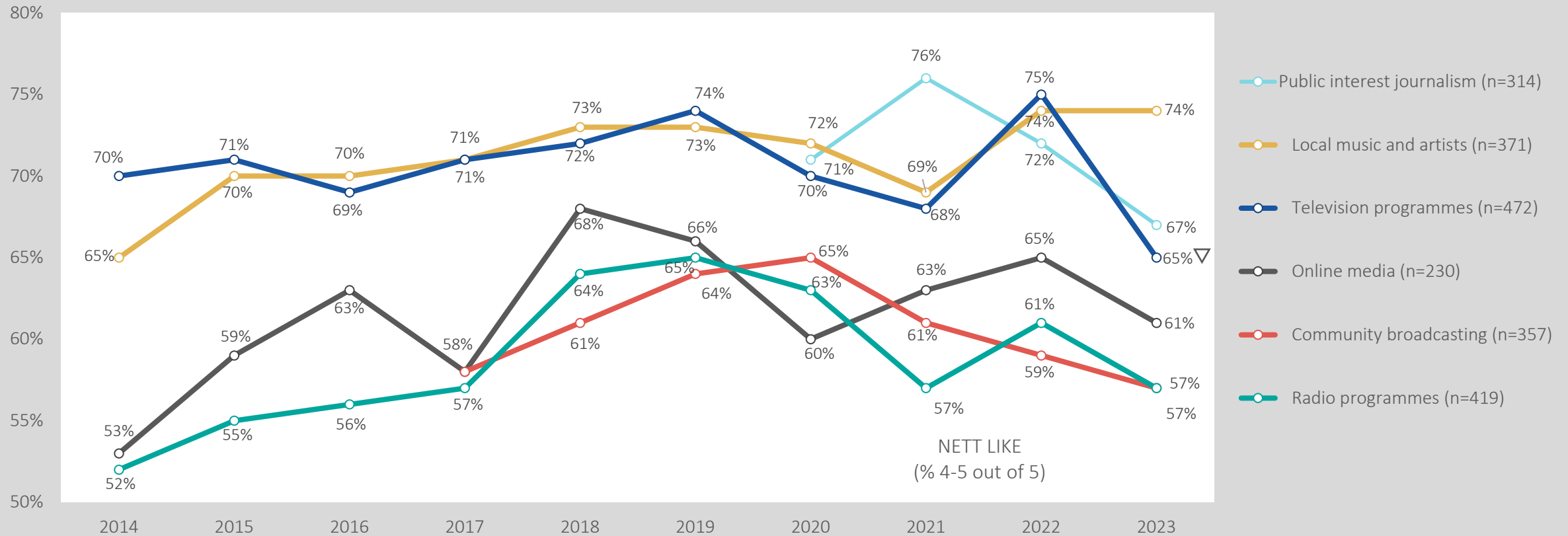


- Pacific (83%) are more likely than average (73%) to think it is important to support **community broadcasting**.
- Pacific (75%) are more likely than average (61%) to think it is important to support **online media**.

## LIKEABILITY OF CONTENT:

Of all the content mediums, likeability of online media and local music and artists remains the most stable over time (the latter now rated the most favourably compared to other content mediums at 74%). All other mediums appear to be on a downward trend over the past few years – including television programmes which has seen a significant decline compared to last year.

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



Pacific peoples (87%) and those aged over 70 (76%) are more likely than average (61%) to like NZ On Air funded radio whereas younger audiences aged 15 to 29 (51%) are less likely to.





TELEVISION

*"I like NZ programs that are relevant & have stories that are not like American stuff. It's real."*

*"It's relevant and beneficial to support our multicultural broadcasting community with content that catches the public's interest."*

*"Showing local NZ programmes, with NZ actors, players etc. is really important for the growth of NZ television and the arts."*



RADIO

*"Well the broadcasting is important. I used to listen to 94 but they stopped their programme. I listened for 7 years from 9am to 2pm. Then the farming show after that which is still running. Then they talked about business, so radio is more important than sitting doing TV watching for the 6 news onwards."*

*"It's important to have things like that in the community and especially radio - not everybody has TV. Not everybody has internet but for it to cover all aspects of society I think it's very important. It just covers all spectrums of society and music is important and supporting local music because everybody supports local. And it's New Zealand based."*



COMMUNITY BROADCASTING

*"Localised journalism is important and ensuring topics/issues that are relevant to NZers are brought to our attention."*

*"I just like the news. I think it's good to have news produced to locally, specifically if it's about things happening on a small local scale."*



ONLINE MEDIA

*"Because journalism for public interest is an important part of social media."*

*"Caters to audiences that don't usually listen to mainstream media."*



MUSIC AND ARTISTS

*"Helps up and coming musicians, bands, singers."*

*"I have a lot of friends who are working and trying to make start in the music industry and so seeing a lot more funding for local artists, as music is famously a way for people to make it out of bad situations in life. Music is a great way for creation to take them away from negative things."*

*"It helps enable local artists and music to be widely distributed and enjoyed."*



PUBLIC INTEREST JOURNALISM

*"We get a wider range of Journalism instead of just standard day to day type Journalism."*

*"I think it's important that we have stuff that relates to New Zealand freely accessible to New Zealanders, it's not user pays. A lot of people can't afford content so it's good to have content that is freely available to all New Zealand - at least a baseline provision."*

*"Independence - public interest journalism informs us and breaks down the complexity of many issues in a way that readers can better digest and understand."*



### TELEVISION

*“There are certainly problems with government funded content that is not fair. I am concerned that the government are putting money into media that is biased and very dangerous. We need a bias free media.”*

*“I don’t think they do a fair and proper unbiased look at things. They have personal agendas, the reporters do.”*



### RADIO

*“There’s so many other choices. NZ radio is important when there’s a disaster but if you don’t have power or radio, it’s pointless.”*

*“I don’t listen to those types of radio programmes. I support it, it’s fine, it’s good but personally myself I don’t watch or listen to it.”*



### MUSIC AND ARTISTS

*“Never see any of it - I use Youtube and never watch any TV. So, your content is wasted upon me.”*



### PUBLIC INTEREST JOURNALISM

*“They are bought by the government. Reality check should get the support and counter spin media and chorus media.”*

*“So as long as it is relevant media that is okay but if it is not, it just gives people the opportunity to make comments. Depends on what the story is. And then whether they are bias or not. ”*



### COMMUNITY BROADCASTING

*“Just I guess the sector has an equity where certain demographics don’t get that much airtime because they are generally controlled by big production companies, and we have a real tick box culture where we get diverse voices on the table but they are usually brought in as consultants not usually the authors coming from the communities of those voices.”*



### ONLINE MEDIA

*“It’s not pointed to them. There is a decline in trust regarding news and reports to NZ. I don’t trust online mainstream media especially when it comes from the government. Nothing to do with them just what I heard and my research.”*

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FOR FURTHER INFORMATION  
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