



Annual public awareness and attitudes survey 2025

August 2025



Key highlights and conclusion

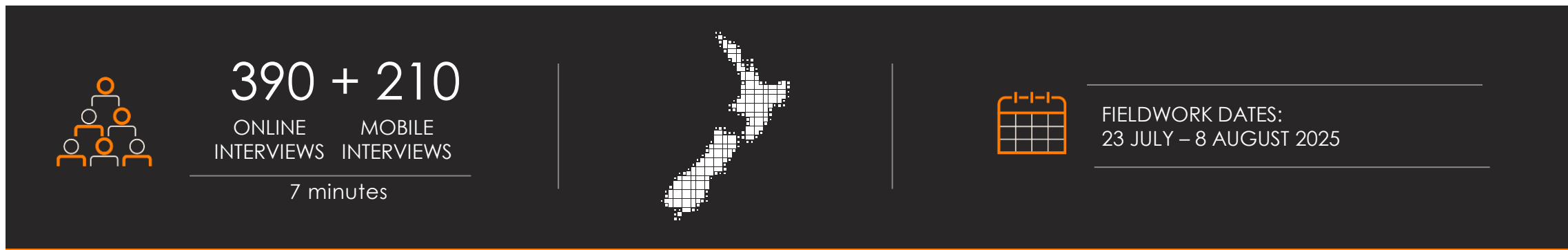
- **Awareness of NZ On Air** remains high at 87%, with strongest recognition among older New Zealanders and NZ Europeans. Awareness is lower among younger and Asian communities.
- **Public support** for free, publicly-funded media content has grown to 89%, with notable increases among women and NZ Europeans.
- **Perceived impact** of NZ On Air funding on content diversity has reached its highest level since 2017 (76%), especially among Aucklanders, youth, and seniors.
- **Value placed** on diverse local content is strong (73%), with Māori and Pacific Peoples expressing the highest appreciation.
- **Understanding** of NZ On Air's role is improving, though confusion persists around its involvement in broadcasting and production.
- **Knowledge of supported content** has increased, particularly for music, community broadcasting, and online media.
- **Support for content types** remains strongest for television (85%), radio (78%), and local music (82%). Support for online media has grown, especially among Asian New Zealanders.
- **Likeability of funded television content** has risen significantly to 80%, driven by younger, NZ European, and Asian audiences.

Conclusion

NZ On Air continues to enjoy strong public awareness and growing support for its role in funding diverse, accessible local content. The upward trends in perceived value, content diversity, and likeability, especially among younger and ethnically diverse groups, highlight the importance of maintaining and evolving funding strategies to reflect changing audience expectations.

However, persistent misconceptions about NZ On Air's role point toward an opportunity for clearer public communication of its role.

Objectives and methodology



OBJECTIVES

NZ On Air commissioned Verian 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

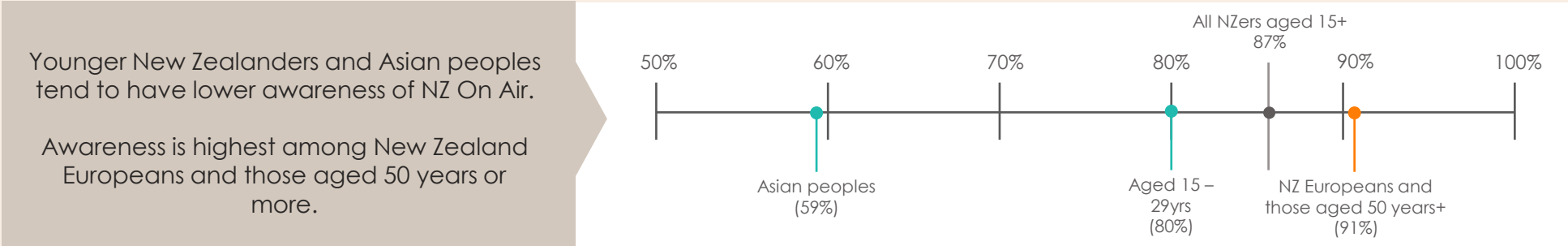
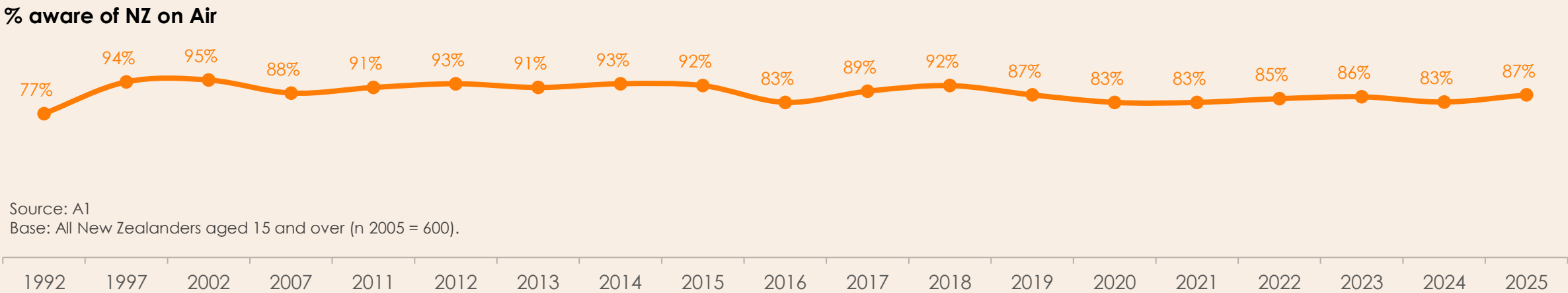
- 390 interviews were conducted online, and 210 completed via mobile phone. The online sample was sourced through an online panel, while the mobile sample used randomly generated mobile phone numbers.
- Changes in 2024: The proportion of interviews being conducted via online panel increased from 50/50 to 65/35.
- Changes in 2022: 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.
- Both the telephone and online scripts used automated question routing to help support the quality of the data.
- Weighting was applied by age, gender and region to ensure that the sample was representative of the New Zealand adult population (based on 2023 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.
- Significant changes are noted with ▲ (significant increase) and ▼ (significant decrease)

01

High level awareness and perceptions

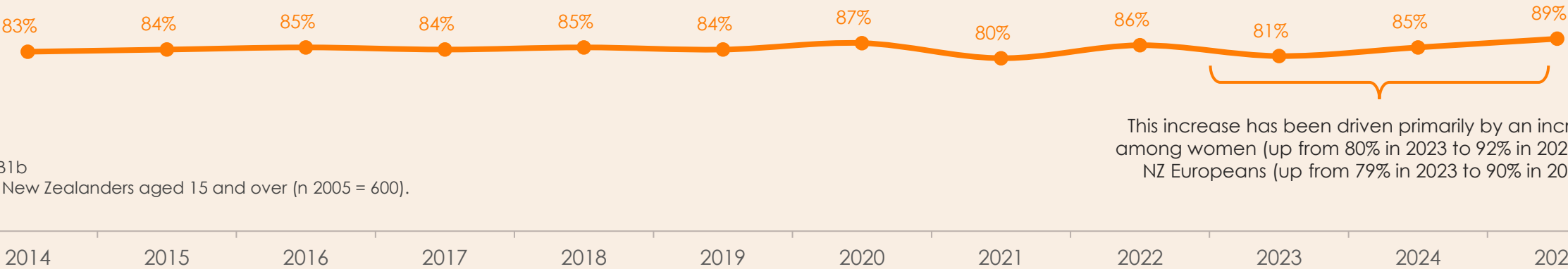


Nearly nine in ten New Zealanders (87%) are **aware of NZ On Air**, which is slightly higher than in 2024.



The majority of New Zealanders think it's **important to have publicly-funded media content that is free to consume** (89%) – a gradual increase over the last two years (up 8-points from 81% in 2023).

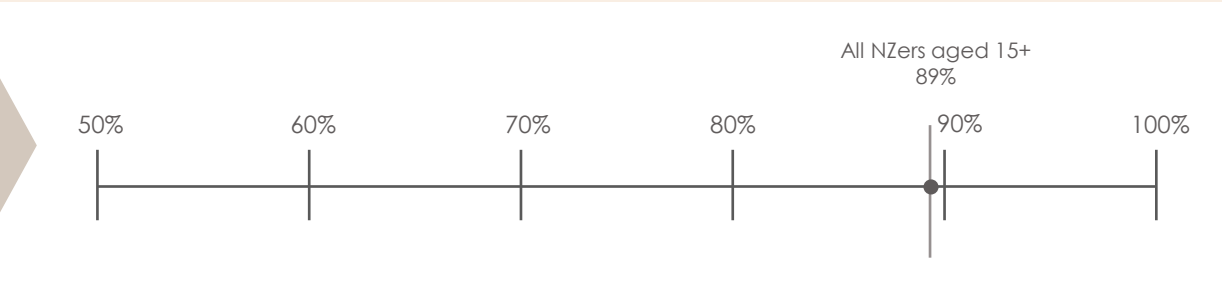
Importance of publicly funding contend
% important (4 or 5 out of 5)



Source: B1b
Base: All New Zealanders aged 15 and over (n 2005 = 600).

This increase has been driven primarily by an increase among women (up from 80% in 2023 to 92% in 2025) and NZ Europeans (up from 79% in 2023 to 90% in 2025).

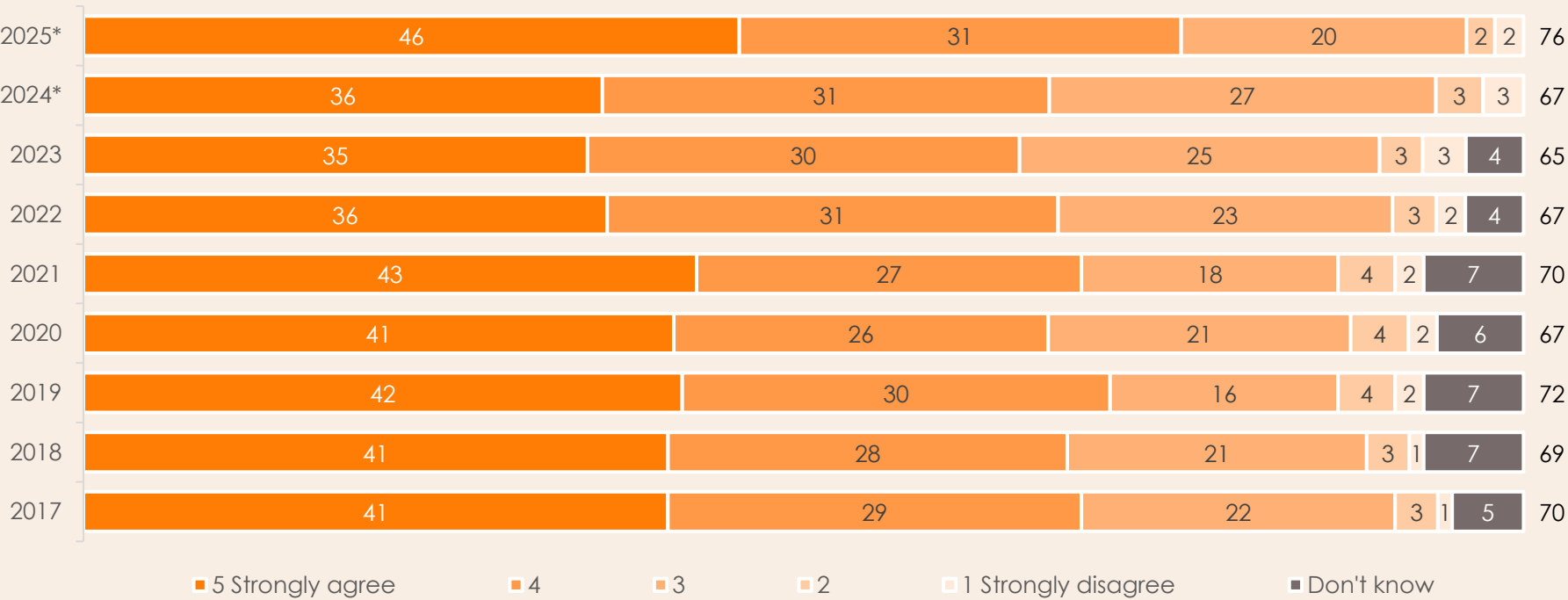
There are no significant differences among demographic groups this year, with the exception that younger New Zealanders (aged 15 to 29 years) are less likely to say it is very important to have publicly funded content (51%, compared to 67% of all New Zealanders).



Three quarters of New Zealanders (76%) believe **NZ On Air funding results in greater diversity of local content**, which is an increase since 2024 (up from 67%) and the strongest result we’ve seen since 2017.

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?’

NETT AGREEMENT (% 4-5 out of 5)

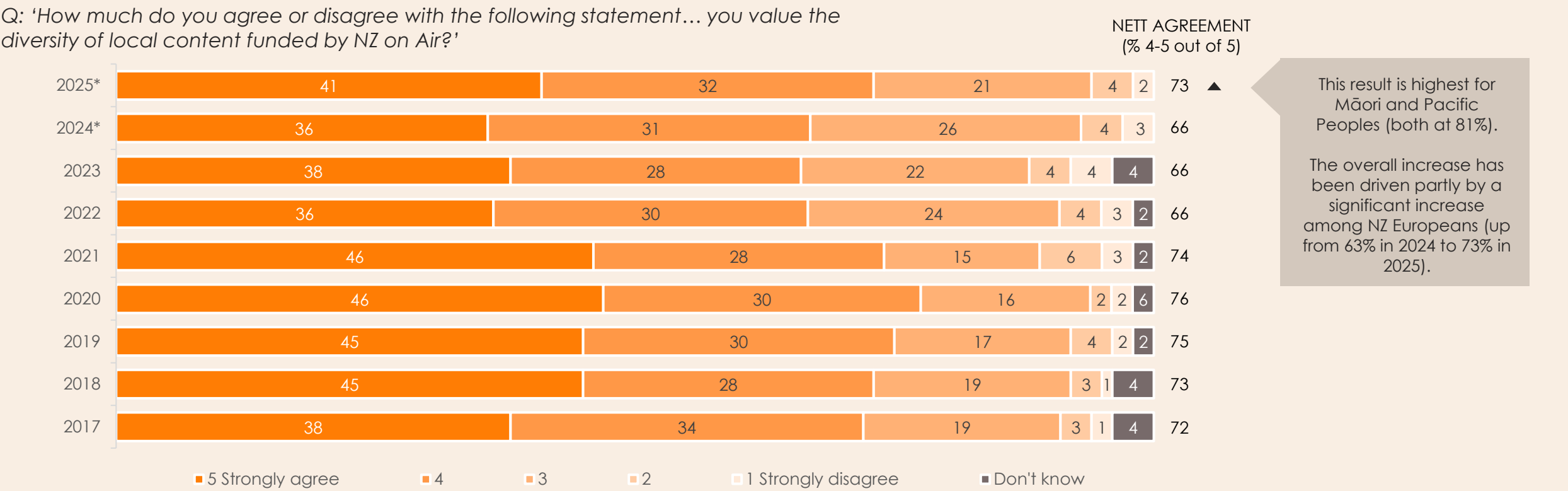


This belief is particularly strong among Auckland residents, with 84% agreeing NZ On Air funding results in greater diversity of local content.

This overall increase has been driven partly by significant increases among young people (aged 15 to 29 years, up from 60% in 2024 to 76% in 2025), and seniors (aged 70 or more, up from 65% in 2024 to 85% in 2025).

Source: B5. *''Don't know'' answer option not provided from 2024
Base: All New Zealanders aged 15 and over, 2025 (n=600), 2024 (n=601), 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).

And nearly three quarters (73%) agree they **value the diversity of local content** funded by NZ On Air – also an increase since 2024 (up from 66%).



Source: B7. *''Don't know'' answer option not provided from 2024
Base: All New Zealanders aged 15 and over, 2025 (n=600), 2024 (n=601), 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).

02

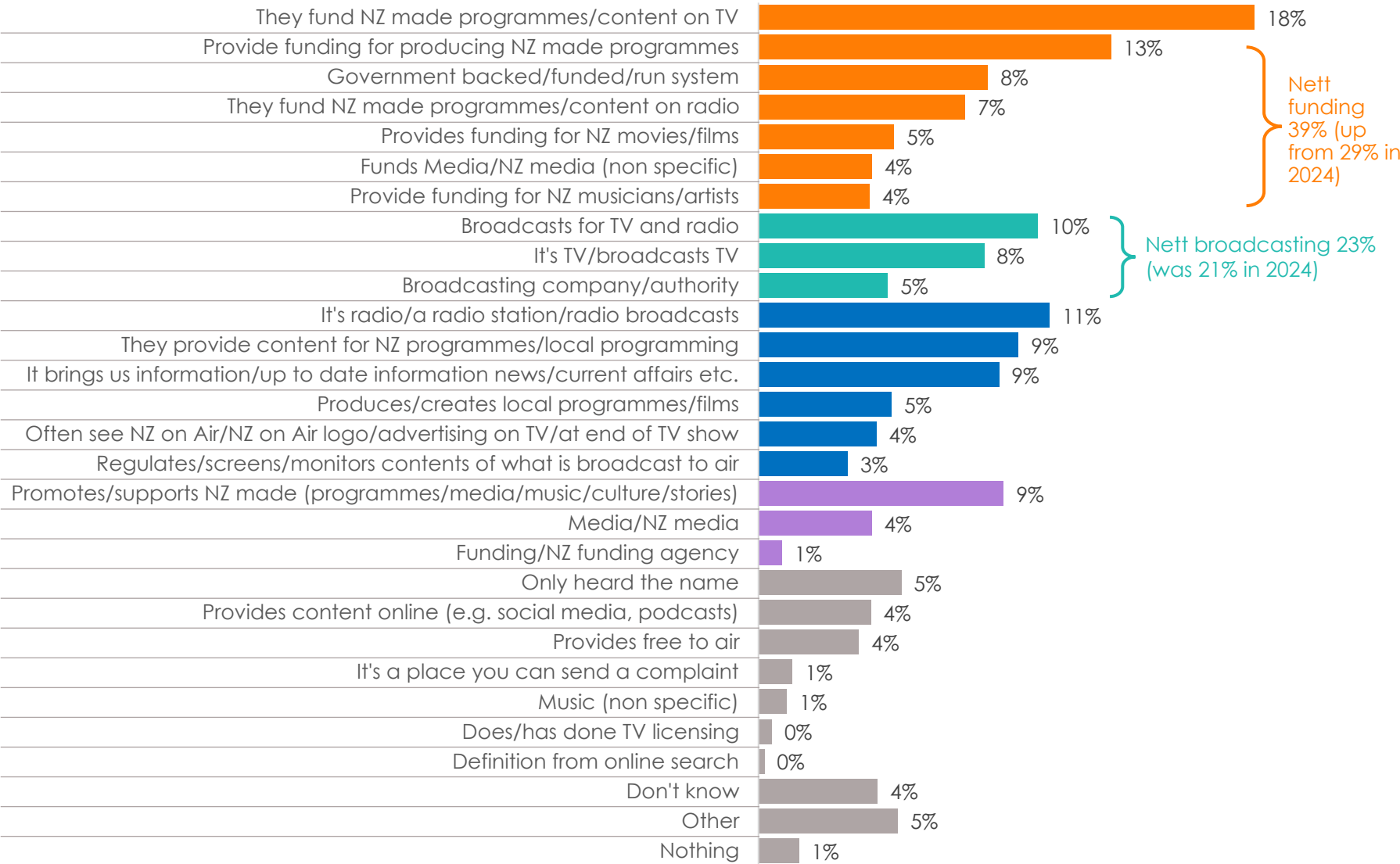
Detailed awareness



When asked without any prompting, 39% of those aware of NZ On Air mention its funding role, which is an increase of 10%-points since 2024.

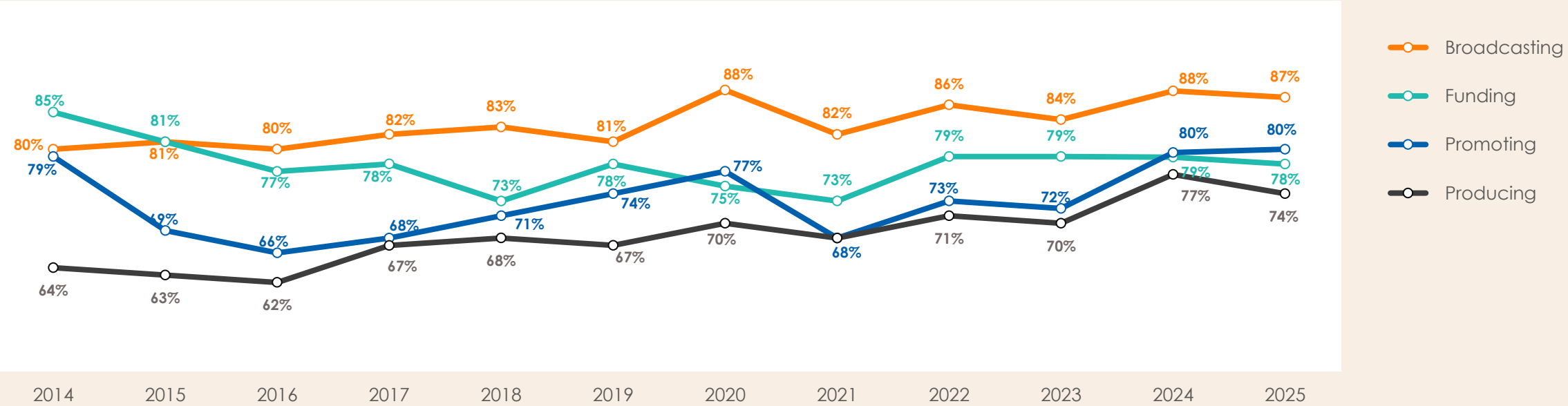
Still around a quarter (23%) incorrectly mention NZ On Air has a role in broadcasting.

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



Understanding of the different ways NZ On Air promotes content has been maintained over the past two years, with eight in ten New Zealanders correctly stating NZ On Air funds (78%) and promotes (80%) local content. There is continued confusion about NZ On Air’s role as a broadcaster and producer, with 87% and 74% believing NZ On Air is involved in these, respectively.

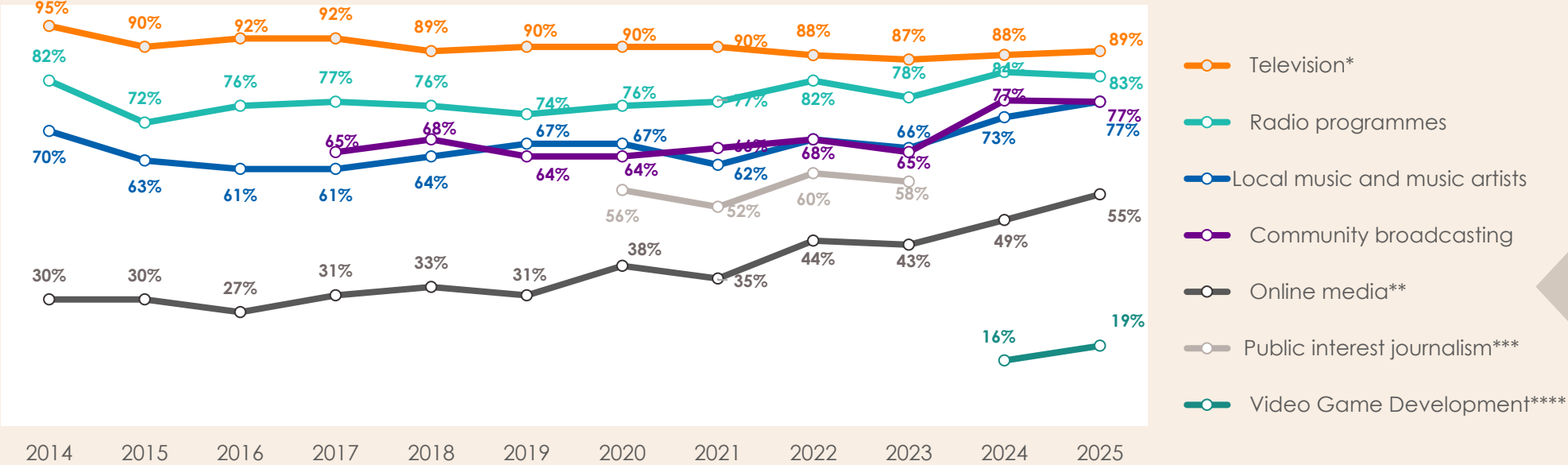
Q: ‘Below is a list of different ways that local media can be supported. Please indicate whether or not you think NZ On Air is involved in each. Do you think they are involved in.....’



Source: A4.
Base: Those who know of at least one type of media NZ On Air supports, 2025 (n=576), 2024 (n=584), 2023 (n = 509), 2022 (n = 520), 2021 (n=511), 2020 (n=498), 2019 (n=497), 2018 (n=552), 2017 (n=542), 2016 (n=531), 2015 (n=540), 2014 (n=450).

Among those aware of NZ On Air, knowledge of what is being supported has increased over the last two years for music (up from 66% to 77%), community broadcasting (up from 65% to 77%), and online media (up from 43% to 55%). Nearly one in five (19%) consider video game development to also be supported.

Q: ‘Below is a list of types of local or New Zealand media content. For each one, please indicate whether or not you think NZ On Air supports it?’



Younger New Zealanders are particularly likely to say NZ On Air supports game development (34% of 15- to 29-year-olds) and online media content (71% of 15- to 39-year-olds).

The overall increases for music and online media are driven partly by increases among younger audiences (music is up from 60% in 2023 to 80% in 2025 among 15 to 29 year olds, and online media is up from 51% in 2023 to 72% in 2025 among 15 to 39 year olds).

Source: A3.
Base: All New Zealanders who are aware of NZ On Air, 2025 (n=523), 2024 (n=501), 2023 (n= 537), 2022 (n= 542), 2021 (n=522), 2020 (n=512), 2019 (n=524), 2018 (n=566), 2017 (n=553), 2016 (n=540), 2015 (n=553), 2014 (n=458). *Wording change in 2024: added “(including on demand)”; **Wording change in 2024: from “Digital media including web and mobile content” to “Online media including content on websites and social media”; *** Only asked until 2023 ; ****First asked in 2024

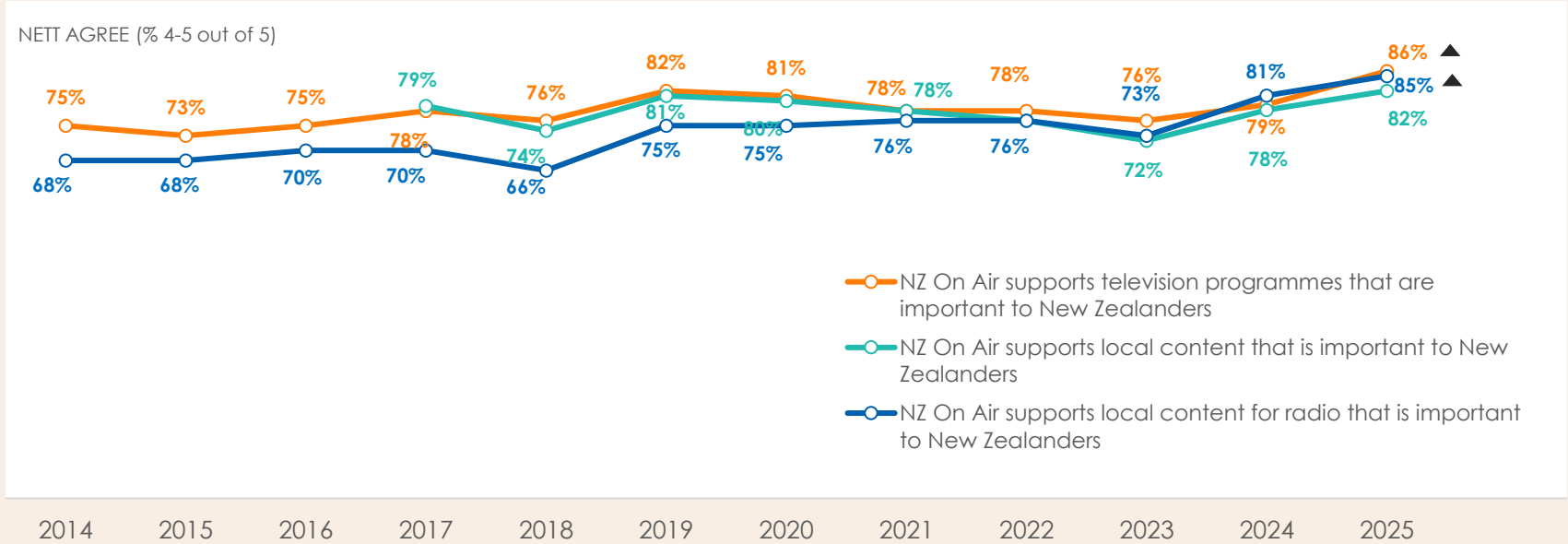
03

Support for NZ On Air's mission



In 2025 more New Zealanders agree NZ On Air supports both *television programmes* and *local content for radio* that is important to New Zealanders. The proportion who agree that NZ On Air supports *local content that is important to New Zealanders* has been maintained.

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



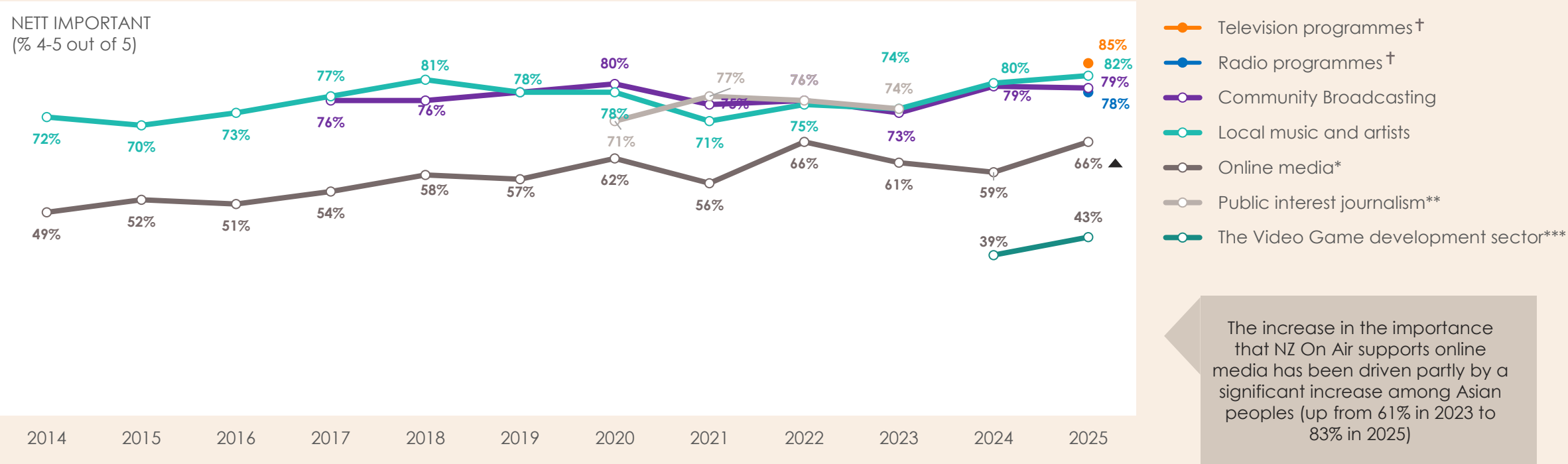
Māori are more likely to strongly agree NZ On Air supports **television content** that is important to New Zealanders (72% strongly agree, compared to 56% of all New Zealanders).

This increase was driven partly by significant increases among younger people aged 15 to 39 years (up from 77% in 2024 to 88% in 2025) and senior audiences aged 70 or more (up from 78% in 2024 to 95% in 2025).

Source: B2.
Base: All New Zealanders aged 15 and over, 2025 (n=600), 2024 (n=601), 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).
*Wording change in 2024 from "NZ On Air supports television programmes and activities that are important to New Zealanders"

New Zealanders believe it's most important that NZ On Air supports television (85%) and radio (78%) programmes, community broadcasting (79%), and local music and artists (82%). This year, the importance of supporting online media has increased, with two thirds of New Zealanders (66%) now saying it's important NZ On Air supports online media.

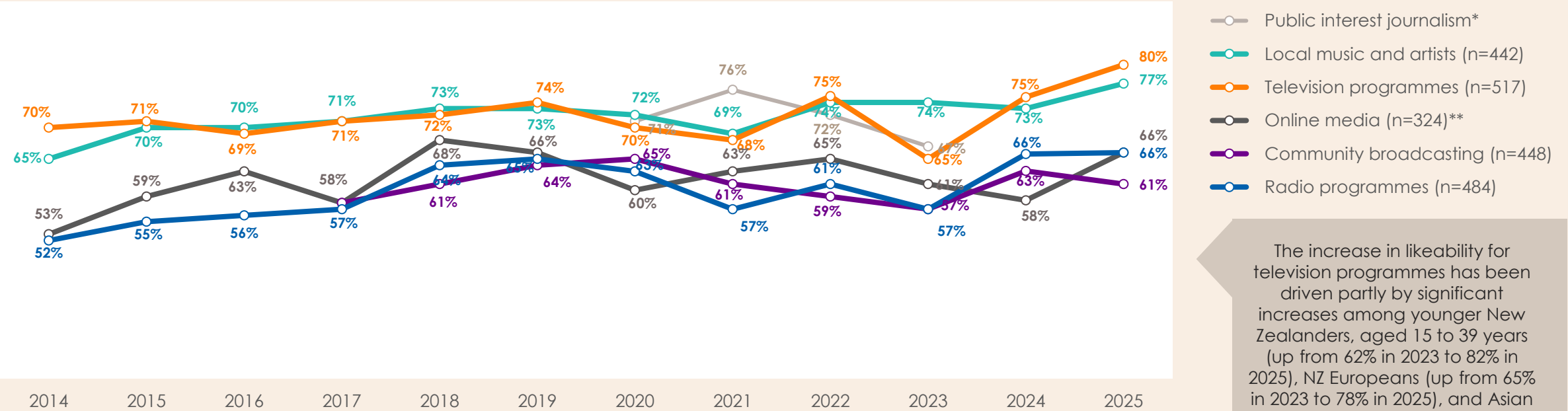
Q: 'How important is it that NZ On Air supports each of the following?'



Source: B2b.
Base: All New Zealanders aged 15 and over, 2025 (n=600), 2024 (n=601), 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).
*Wording change in 2024 from "digital media" to "online media"; ** Only asked until 2023; ***First asked in 2024; †First asked in 2025

Likeability of NZ On Air funded television content has increased over the last two years, from 65% in 2023 to 80% this year. Likeability for all other types of content has been maintained.

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)



The increase in likeability for television programmes has been driven partly by significant increases among younger New Zealanders, aged 15 to 39 years (up from 62% in 2023 to 82% in 2025), NZ Europeans (up from 65% in 2023 to 78% in 2025), and Asian peoples (up from 58% in 2023 to 86% in 2025).

Source: B3.
Base: Those who are aware that NZ On Air supports each type of content (n=refer to chart).
*Only asked until 2023; **Wording change in 2024: from "Digital media including web and mobile content" to "Online media including content on websites and social media"

Reasons New Zealanders **like** content funded by NZ On Air [some illustrative quotes]



TELEVISION

It supports local, home-grown talent.

Authentic NZ stories beat Hollywood. It feels like home.

Because it's important to New Zealand and the people that we have our own identity and have some great local TV programmes that are ours. Meaning we don't need to totally rely on overseas content and companies. It's great that these shows have good ol' Kiwi actors and actresses and it's maybe a start of a career for those actors/actresses of NZ



RADIO

I like it because I enjoy listening to the radio while I study, and since it's a free program it makes it more accessible.

They made me feel the authenticity and warmth of local narratives.

They fill a gap for relatable, authentic content that reflects our lives, making me feel connected to my community.

They feature unique local stories, music, and voices that reflect New Zealand's culture, making me feel connected to my community.



MUSIC AND ARTISTS

It is the only means many artists can get commercial exposure.

Because it funds young newcomers who would otherwise not have the contacts or money to get started in the broadcasting world.

Because otherwise these artists would not be able to support themselves whilst producing art that people enjoy.

NZ are a nation of story tellers and we tell our stories in many ways, but we are especially good at telling stories in song.



COMMUNITY BROADCASTING

Samoan chants on Pacific Radio, Māori oral histories on Access Radio, recording cultural fossils before they vanish!

They supported one of the community programs I was involved in for local school rugby, many years ago.



ONLINE MEDIA

I think because a lot of people use devices to try and get access to stuff, so it's an easier way for them to know about things happening in NZ.

It's probably the main source of my information - online rather than watching TV

Reasons New Zealanders **dislike** content funded by NZ On Air [some illustrative quotes]



TELEVISION

I don't watch a lot of TVNZ TV. I think some of it is just nonsense. I don't watch a lot of NZOA TV. I feel like, I would be 100% showing my age. But back in the day NZOA used to have really good programmes. Now I wouldn't waste my time watching anything they produced. We used to have Outrageous Fortune that was fabulous and now it's absolute nonsense.

We don't watch TV and TV adds a lot of pollution to the family. Social media you can stop looking, but TV is very intrusive. You have to passively receive it and it has a lot of pollution.



RADIO

I think there's too much focus on identity, not on unity. Some stuff they sell to Air New Zealand is good. There's not enough advertising. I don't know how to access their content.

I don't listen to radio I usually listen to Spotify and don't know much about this.

I'm not a social person, do not listen to the radio, do not watch television, might watch the odd thing through the computer but don't have a TV, don't have a lot of interest aside from keeping up with the news which I do online.



MUSIC AND ARTISTS

Lack of interest I suppose, too busy.

I don't like the music, not the modern music so much, I don't like the music that they play.



COMMUNITY BROADCASTING

I am not sure how many people use it and that would determine how important it is.

I don't listen to them. It's the same with social media influencers - they're not influencers they're advertisers.



ONLINE MEDIA

Government funded programmes can be influenced or bias due to the funding.

I think the online media information is too confusing and it causes too many problems socially basically. It is hard to work out which is true and false especially with the AI also.

Preferred content to see funded [some illustrative quotes]



“

Accessible Content for Disabled Communities - Disabled New Zealanders deserve to see themselves in media and not just as inspiration but as full, complex people. Content created by and for disabled people promotes inclusion and challenges stereotypes.

Mental Health & Wellbeing Content - Mental health is a major issue across all ages and cultures. Culturally relevant, age-appropriate content can break stigma and encourage people to seek support.

I enjoy local programmes which highlight different people in different jobs such as police, customs and most recently, the programme following young doctors at Middlemore ED.

Local artists and charities such as SPCA as they need all the help they can get in these financially trying times.

LGBTQA+ centred shows as they are important to me. Rock quest because it's important to support upcoming bands.

I would like to see more from the minority groups in NZ as that will add inclusivity and diversity to the media content that seems to be lacking.

Content that may not necessarily be profitable otherwise. This allows creators from underrepresented backgrounds to add their voice, and to produce something closer to their ideal vision.

Ngā mihi



Powering decisions
that shape the world.