



28 August 2026



Tēnā koe [redacted],

Official Information request and response

Thank you for your request under the Official Information Act ("OIA") dated 27 August 2026.

You have requested:

- *the full Where Are the Audiences 2026 survey data set across all categories.*

The Where Are the Audiences 2026 report is publicly available on our website however, we do not hold the raw data set for this research, which is conducted by the research company Verian. As such, we must decline your request under section 18(e) as we do not have the information or document requested.

If you have more questions regarding the results of the Where Are the Audiences 2026 report, please feel free to contact our Head of Communications and Research, Allanah Kalafatelis (allanah@nzonair.govt.nz).

For your information, funding provided by NZ On Air for all successful projects is [searchable](#) on our website. You can also [sign up](#) to receive our regular industry newsletter via our website.

You have the right to refer this response to the Ombudsman if you are dissatisfied with it. More information on how to do this is [here](#). NZ On Air proactively releases information in accordance with the Government's commitment to the Open Government Partnership National Action Plan. This includes publishing responses to requests for information under the OIA. Please note that this response (with your name removed) will be published on the NZ On Air website shortly and will remain on our website for 12 months.

Thank you for your interest in our work.

Ngā manaakitanga,

Raewyn Rasch

Head of Operations, Partnerships and Culture

Kaihautū Ngā Whakahaere, Ngā Rangipū Mahitahi me te Ahurea