

NZ On Air Public Perception Research

*Quantitative survey
undertaken in June 2013*

Prepared by
Premium Research



INTRODUCTION

Introduction

- This presentation provides the results of survey research on New Zealander's perceptions of local content and NZ On Air. The primary purpose of the survey is to meet the SOI reporting measures, that is the percentage of New Zealanders that agree:
 - NZ On Air supports screen content and activities that are important to New Zealanders
 - NZ On Air supports sound content that is important to New Zealanders.
- The survey also measures:
 - awareness of NZ On Air
 - awareness of NZ On Air's functions
 - NZ On Air funded television programmes – watched and enjoyed
 - agreement with a series of statements about NZ On Air
 - where respondents get their music fix and how they find out about new music
 - respondent demographics.
- Wherever possible, comparisons are made between results of this survey and previous NZ On Air quantitative surveys of the general public.

METHODOLOGY

Methodology (2013)

- Computer Assisted Telephone Interviewing (CATI)
- 15 minute interview
- Interviewing undertaken in June 2013
- Households to call are randomly identified
- Either the person who answers the phone (if eligible) or person with the next birthday is interviewed
- Sample of n=500 (people aged 18 years plus living in households with landlines)
- Sample stratified for regional representation, age, gender and ethnicity to match population distribution (based on the Census 2006) to make the sample better match the population.
- The 2012 and 2013 sample profiles are significantly different from previous samples in that there are more:
 - Young people
 - Males
 - Maori, Pacific and Asian.
- The sample changes should be taken into account when considering apparent changes over time
- **Red** text indicates a significant change over time or significant difference between two results.

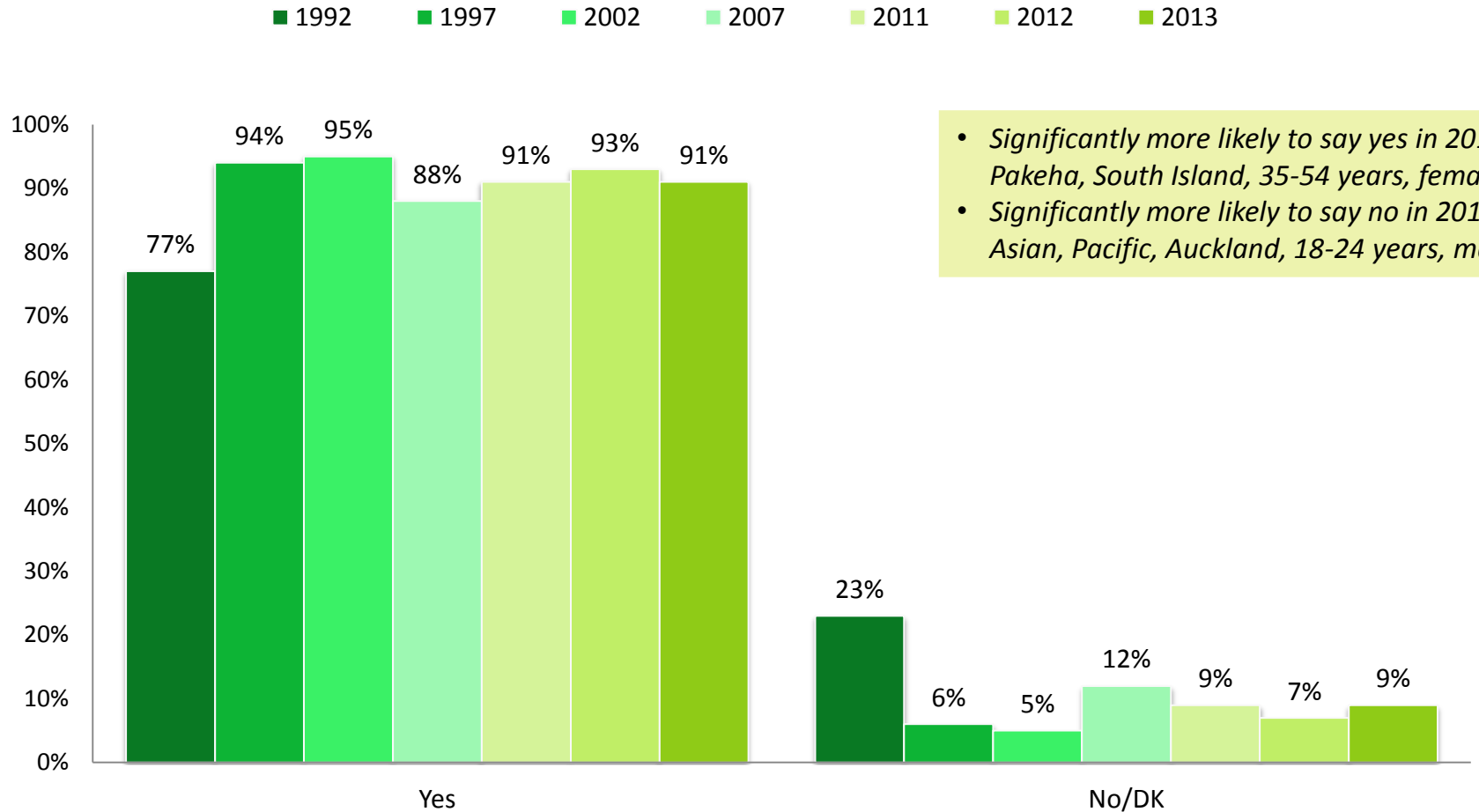
SOI Measures

- 69% of NZers agree: *NZ On Air supports screen content and activities that are important to New Zealanders.*
- 68% of NZers agree: *NZ On Air supports sound content that is important to New Zealanders.*

UNDERSTANDING OF NZ ON AIR



Did you know there is an organisation called NZ On Air?



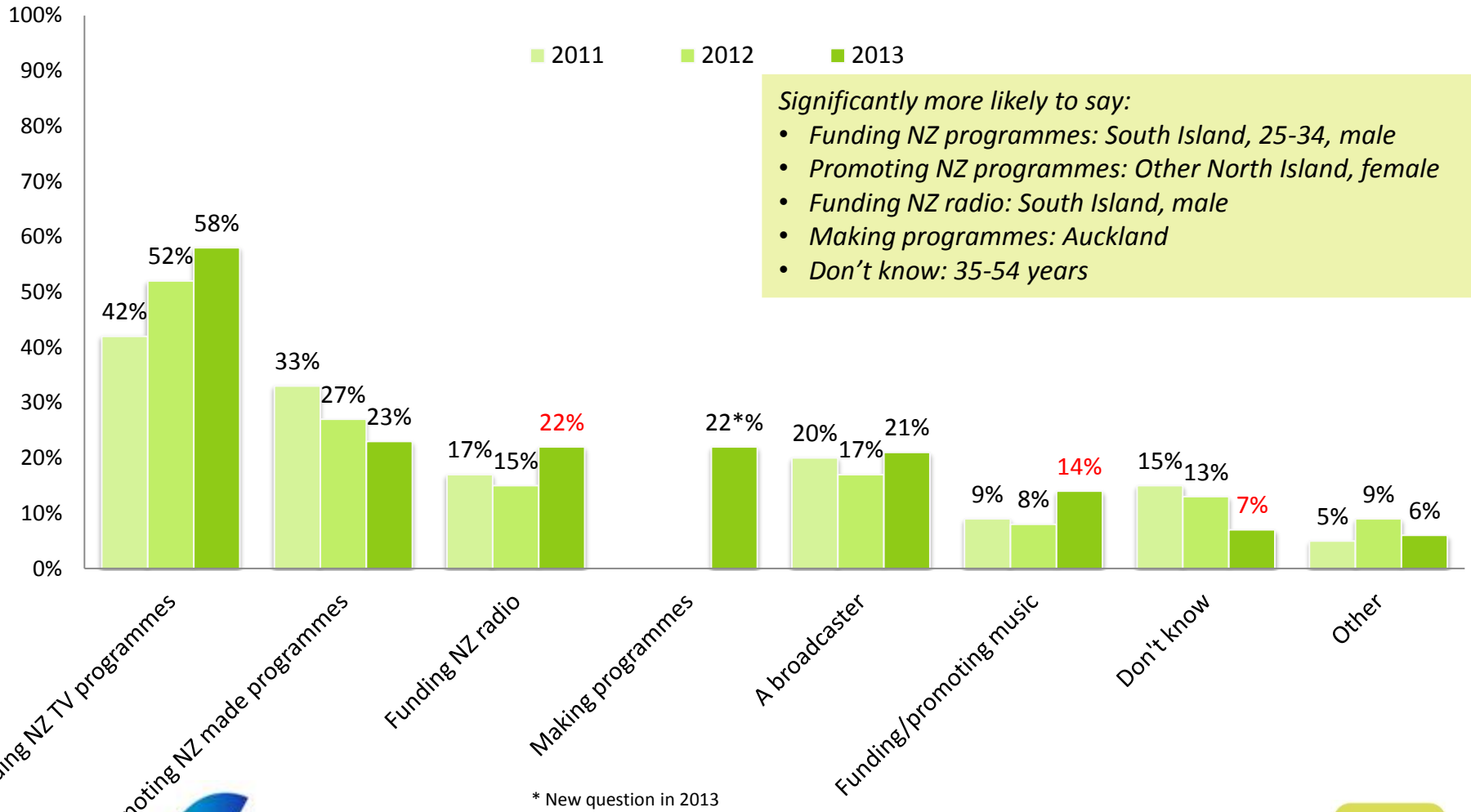
- Significantly more likely to say yes in 2013: Pakeha, South Island, 35-54 years, female
- Significantly more likely to say no in 2013: Asian, Pacific, Auckland, 18-24 years, male



Base: n=500

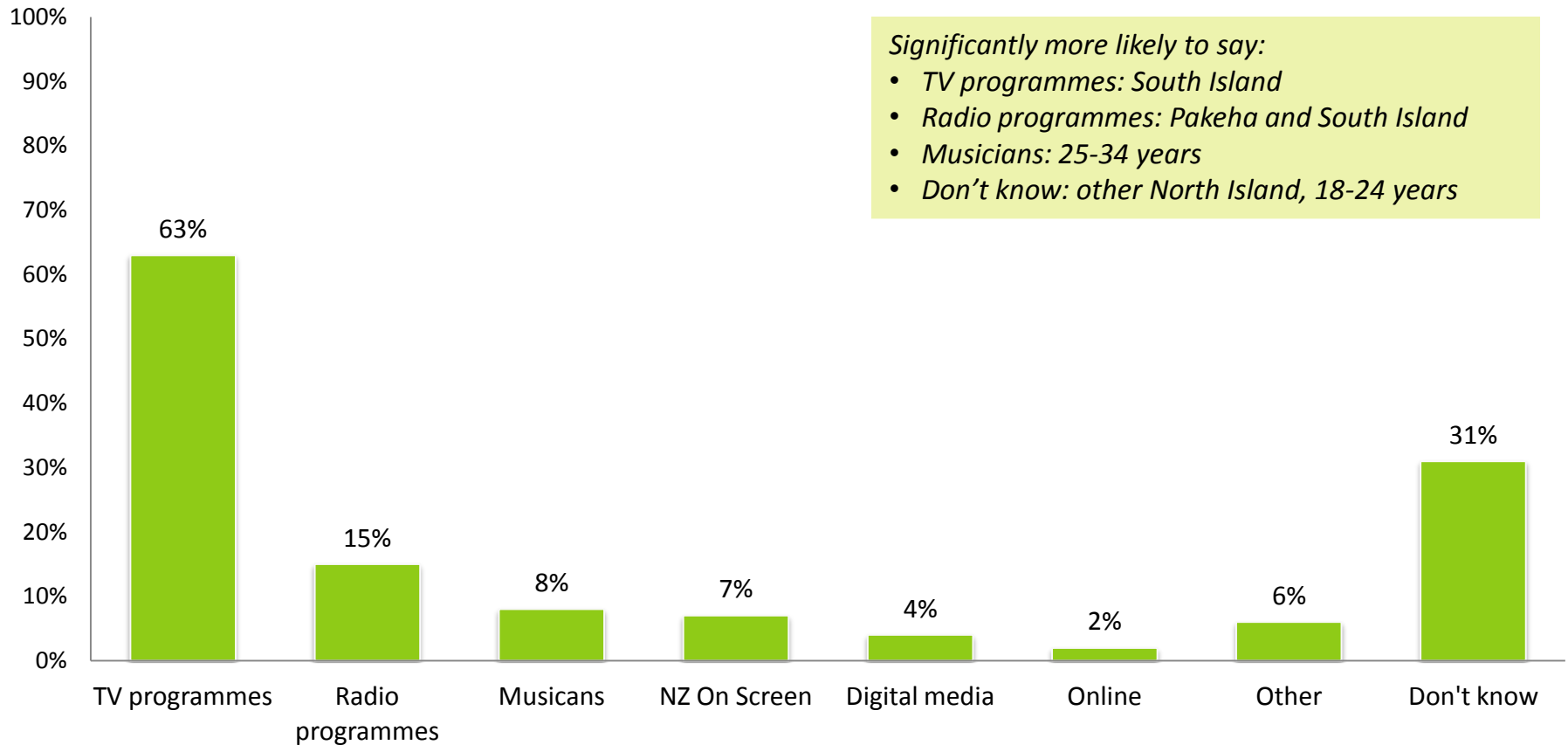


Can you describe to me what you think the functions of NZ On Air are?



Base: Those who have heard of NZ On Air n=454

Can you please tell me everything funded by NZ On Air you know of

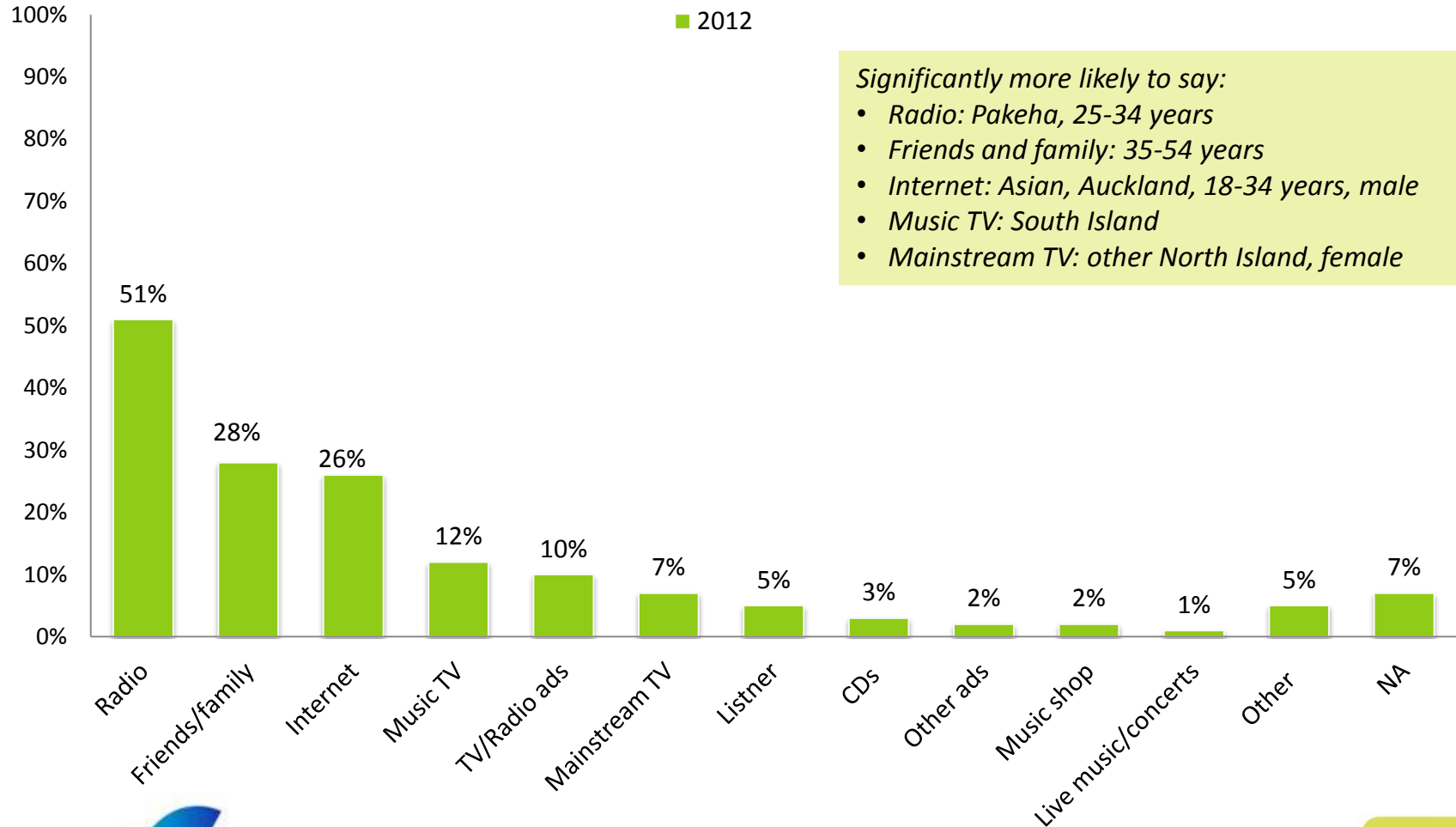


Base: Those who have heard of NZ On Air n=454

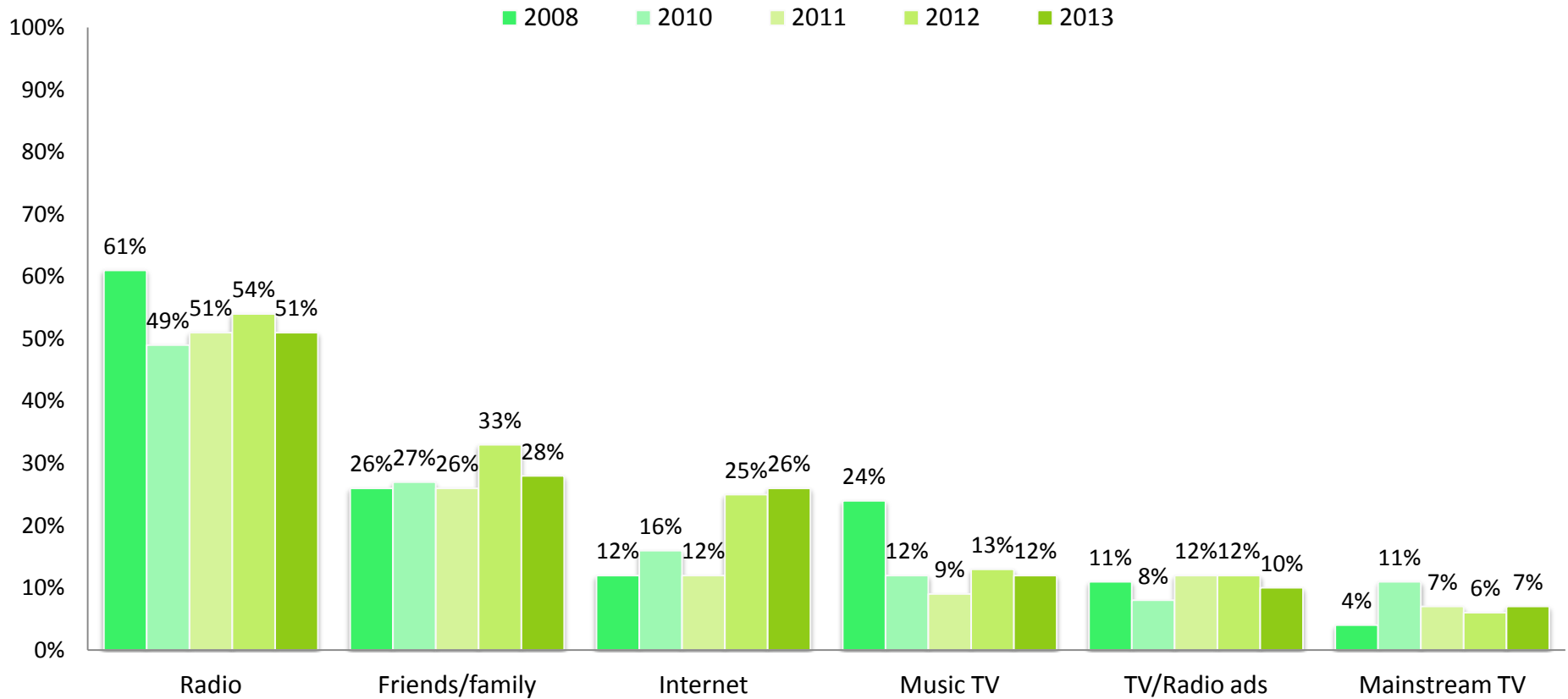


MUSIC/RADIO

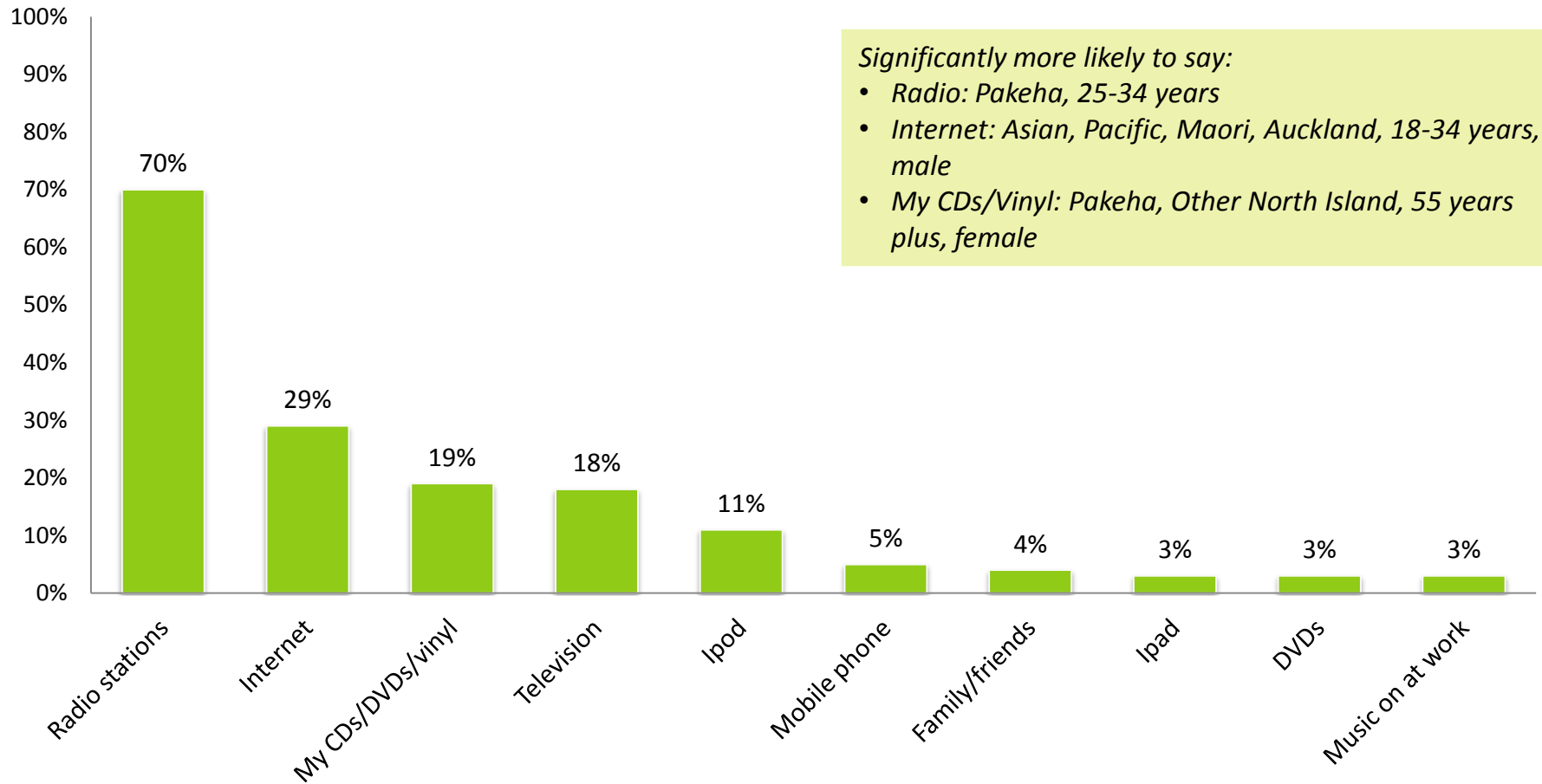
How do you find out about new music?



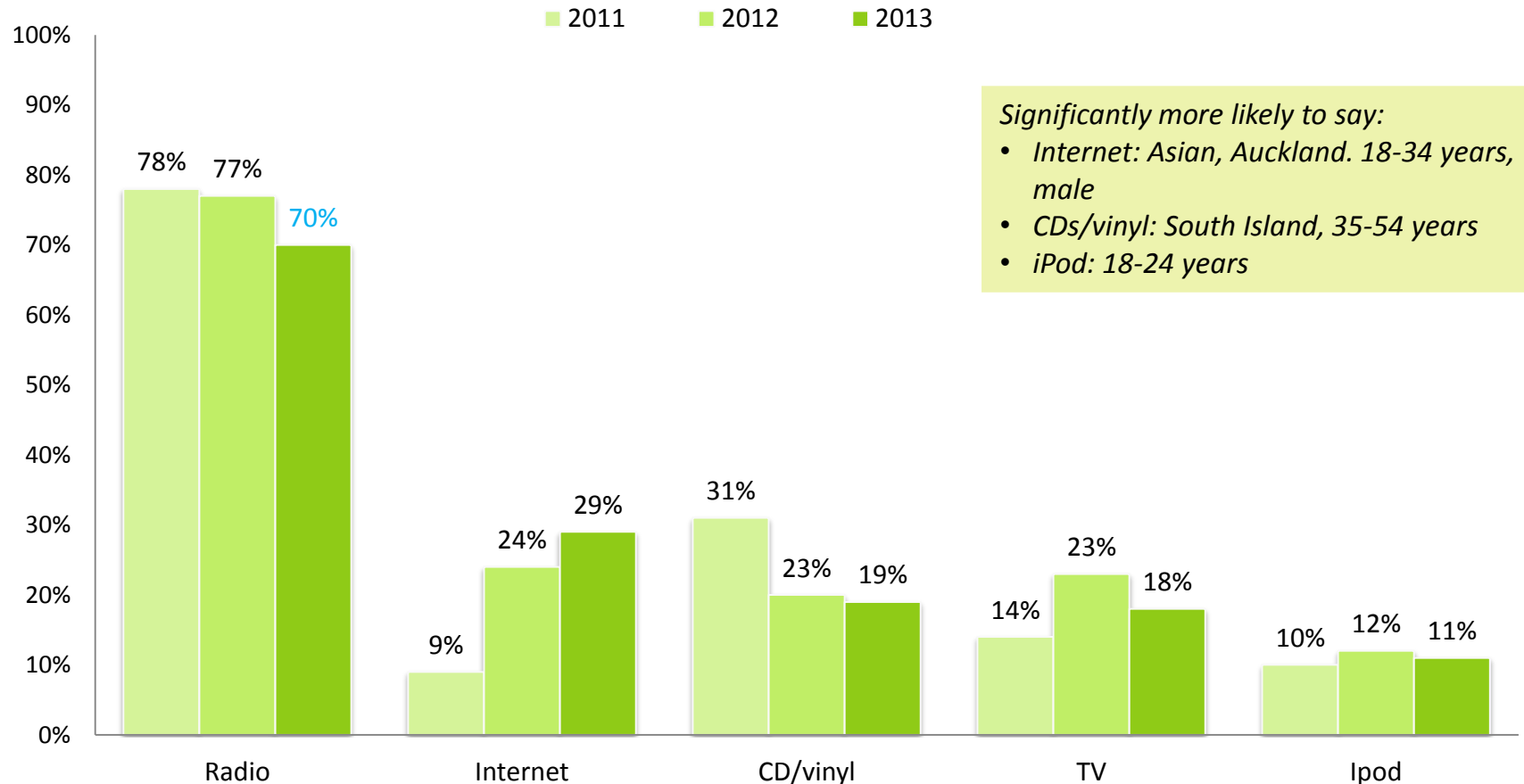
How do you find out about new music? (Time Series – only available for some measures)



Where do you get your daily music fix from? (Top mentions)



Where do you get your daily music fix from? (Time Series)

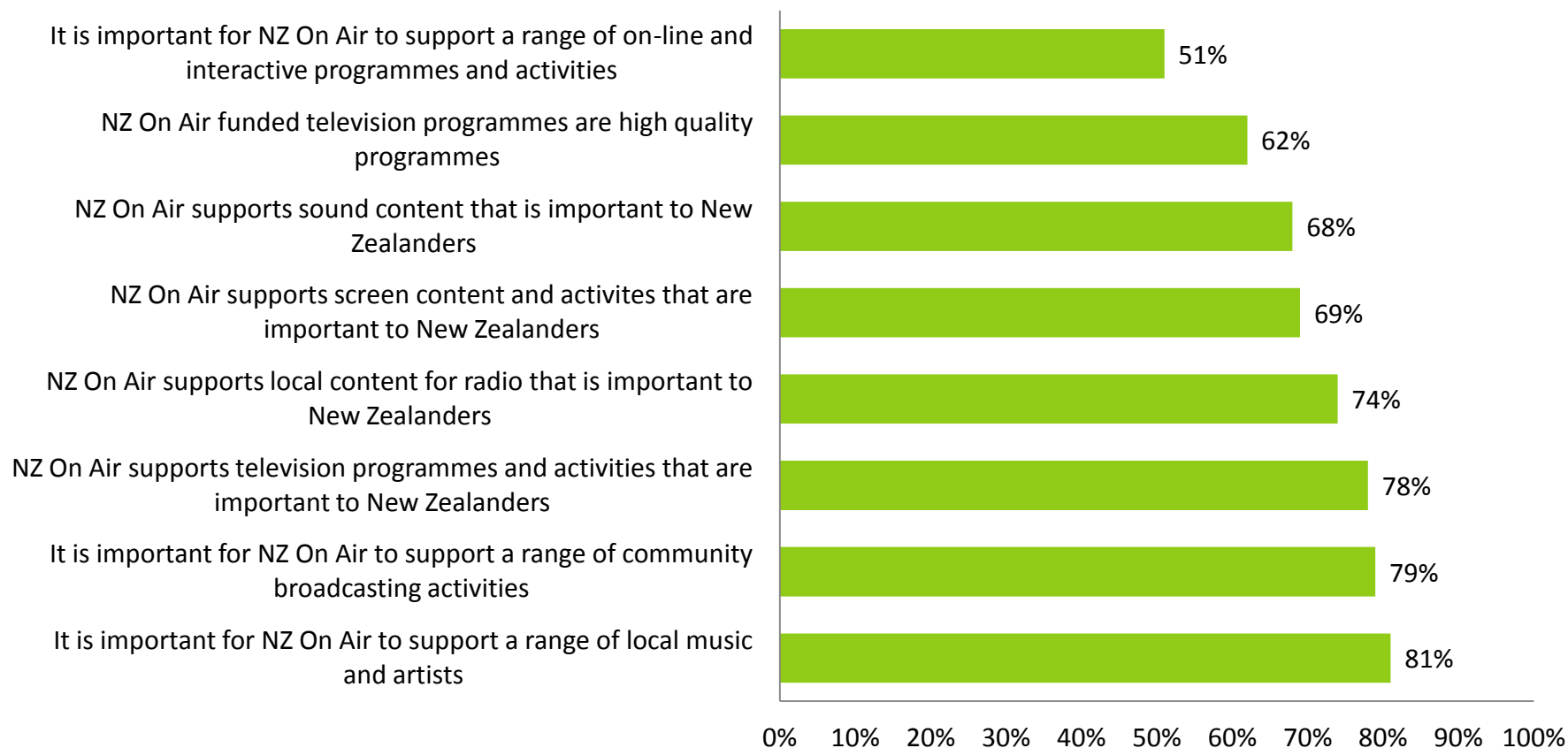


Significantly more likely to say:

- Internet: Asian, Auckland. 18-34 years, male
- CDs/vinyl: South Island, 35-54 years
- iPod: 18-24 years

PERFORMANCE MEASURES

Measures (Total Agree)



APPENDIX: SAMPLE PROFILE

Sample Profile

Gender & Area

	2006	2007	2008	2010	2011	2012	2013
Gender							
Male	40%	37%	32%	36%	32%	50%	50%
Female	60%	63%	68%	64%	68%	50%	50%
Area							
Auckland	31%	30%	28%	33%	33%	33%	34%
Other North Island	45%	46%	48%	43%	43%	43%	44%
South Island	24%	24%	25%	24%	24%	24%	23%

Sample Profile

Age & Ethnicity

	2006	2007	2008	2010	2011	2012	2013
Age							
18-24	9%	7%	7%	8%	5%	15%	14%
25-34	16%	17%	11%	12%	9%	22%	21%
35-44	24%	21%	17%	22%	23%	21%	21%
45-54	20%	23%	19%	20%	21%	17%	17%
55-64	15%	16%	19%	17%	19%	12%	12%
65 plus	15%	15%	27%	22%	24%	14%	15%
Ethnicity							
NZ European	Data not comparable		83%	76%	85%	72%	72%
Maori			9%	14%	6%	13%	13%
Total Other			8%	10%	9%	15%	15%
- Asian						8%	8%
- Pacific						6%	6%