

NZ On Air Public Perception Research

*Quantitative survey
undertaken in April 2010*

Prepared by
Premium Research



Methodology (2010)

- Computer Assisted Telephone Interviewing (CATI)
- Sample of n=750
- The population is people aged 18 years plus living in households with landlines
- Households to call are randomly identified
- Either the person who answers the phone (if eligible) or person with the next birthday is interviewed
- Sample stratified for regional representation to match population distribution
- 15 minute interview
- Interviewing undertaken in April 2010
- **Red** text indicates a significant change over time or significant difference between two results

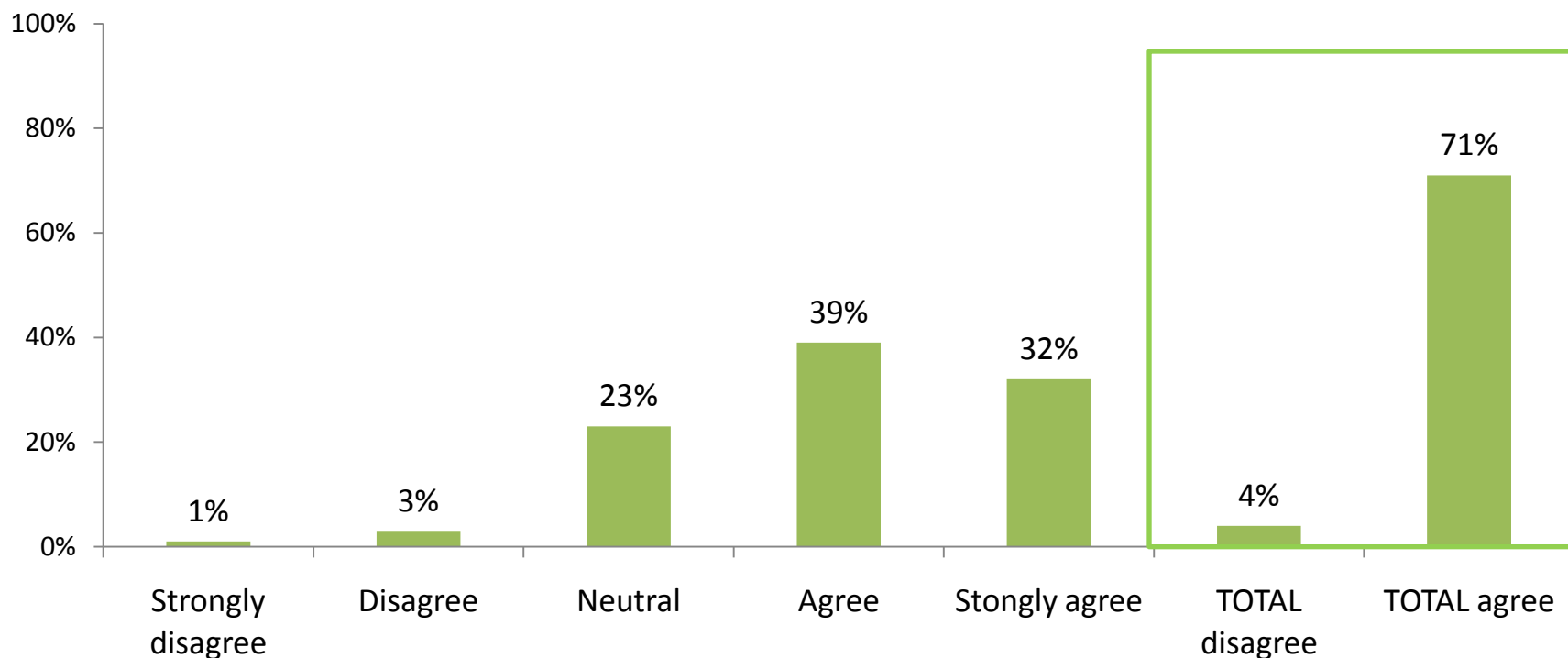
KEY PERFORMANCE MEASURES



Key Performance Measures

- 71% of NZers agree: *NZ On Air supports programmes and activities that are important to New Zealanders.*
- 69% of NZers agree: *NZ On Air supports television programmes important to New Zealanders.*
- 55% of NZers agree *NZ On Air supports important community broadcasting programmes and activities.*
- 60% of New Zealanders think it is important *that radio stations are encouraged to play more New Zealand music.*
- 30% of NZers think *the amount of NZ made programming on TV should increase.*

NZ On Air supports programmes and activities that are important to New Zealanders



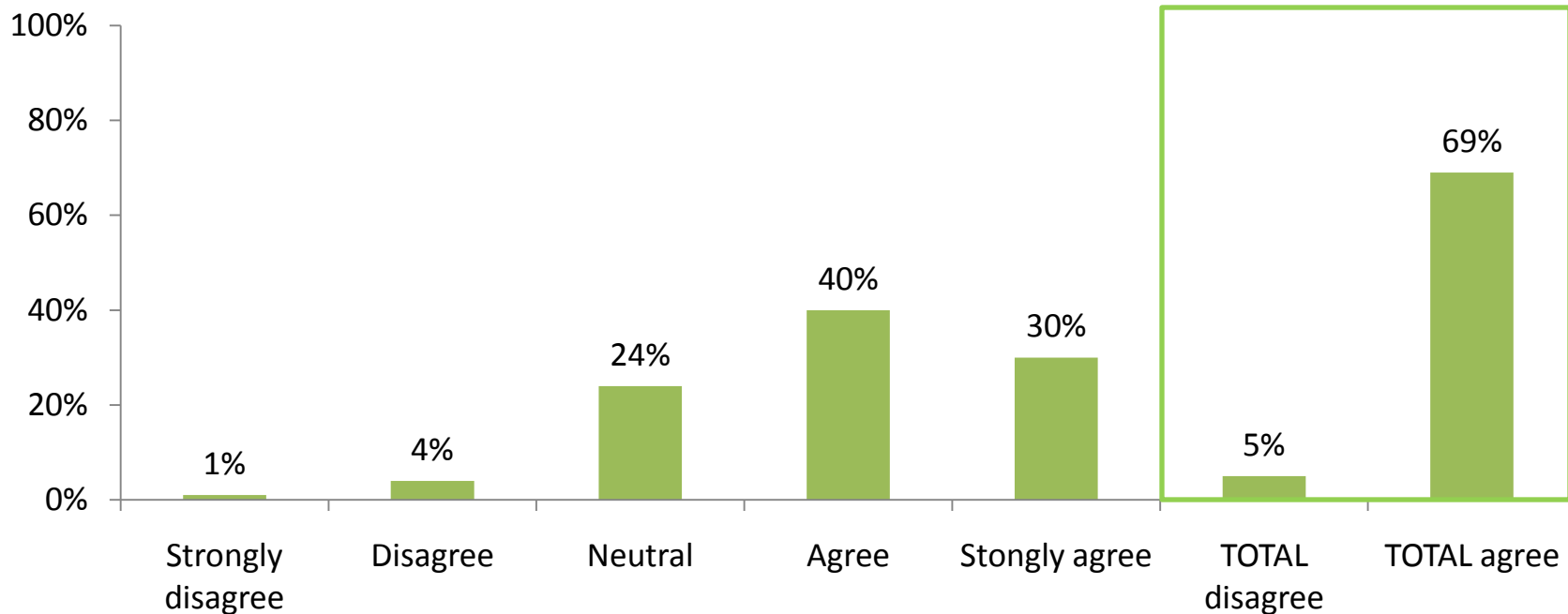
Significantly more likely to agree: Maori, aged 25-34 years



Base: Main sample n=750



NZ On Air supports television programmes important to New Zealanders



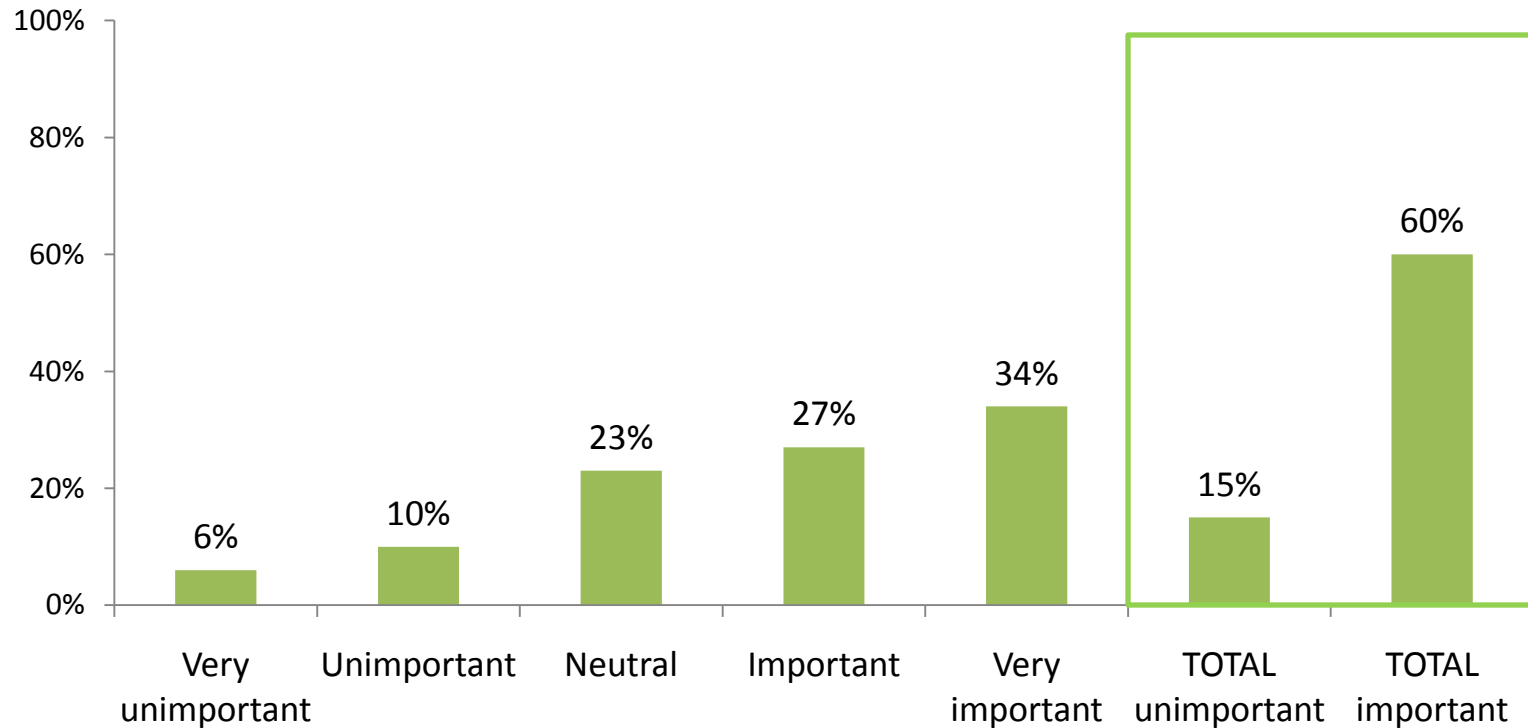
Significantly more likely to Agree: Maori



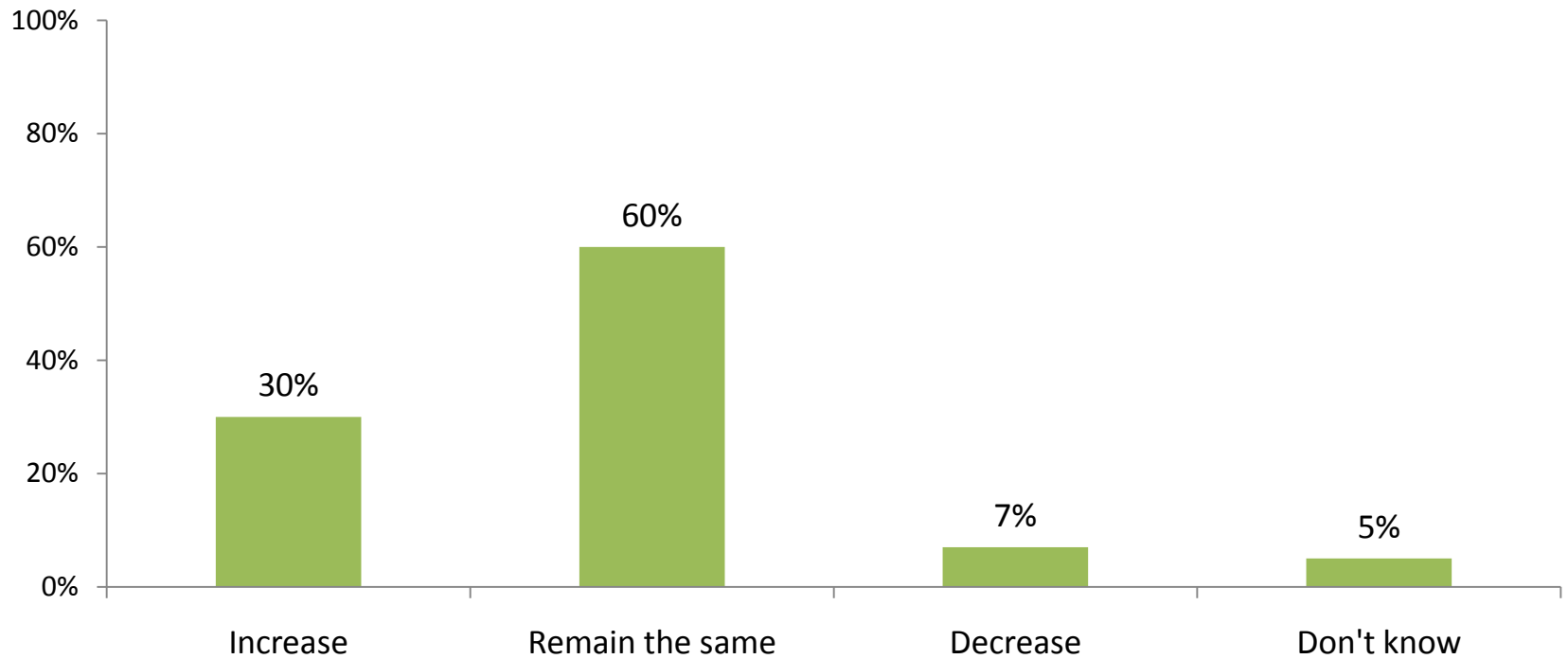
Base: Main sample n=750



How important do you think it is that radio stations are encouraged to play more New Zealand music?



Currently around 32% percent of programmes shown on television between 6am and midnight are New Zealand made. During prime time, this goes up to 40 percent. Do you think this figure should increase, remain the same, or decrease?



Significantly more likely to say increase: 55 years plus

Base: Main sample n=750



PROGRAMME VIEWING AND APPRECIATION



Television programmes made with the help of NZ On Air

- The most watched **and** enjoyed programmes made with the help of NZ On Air (we asked about) were:
 - Country Calendar
 - TV3 Documentaries
 - TV1 Documentaries
 - Outrageous Fortune
 - Anzac Day Coverage
 - What's Really in Our Food

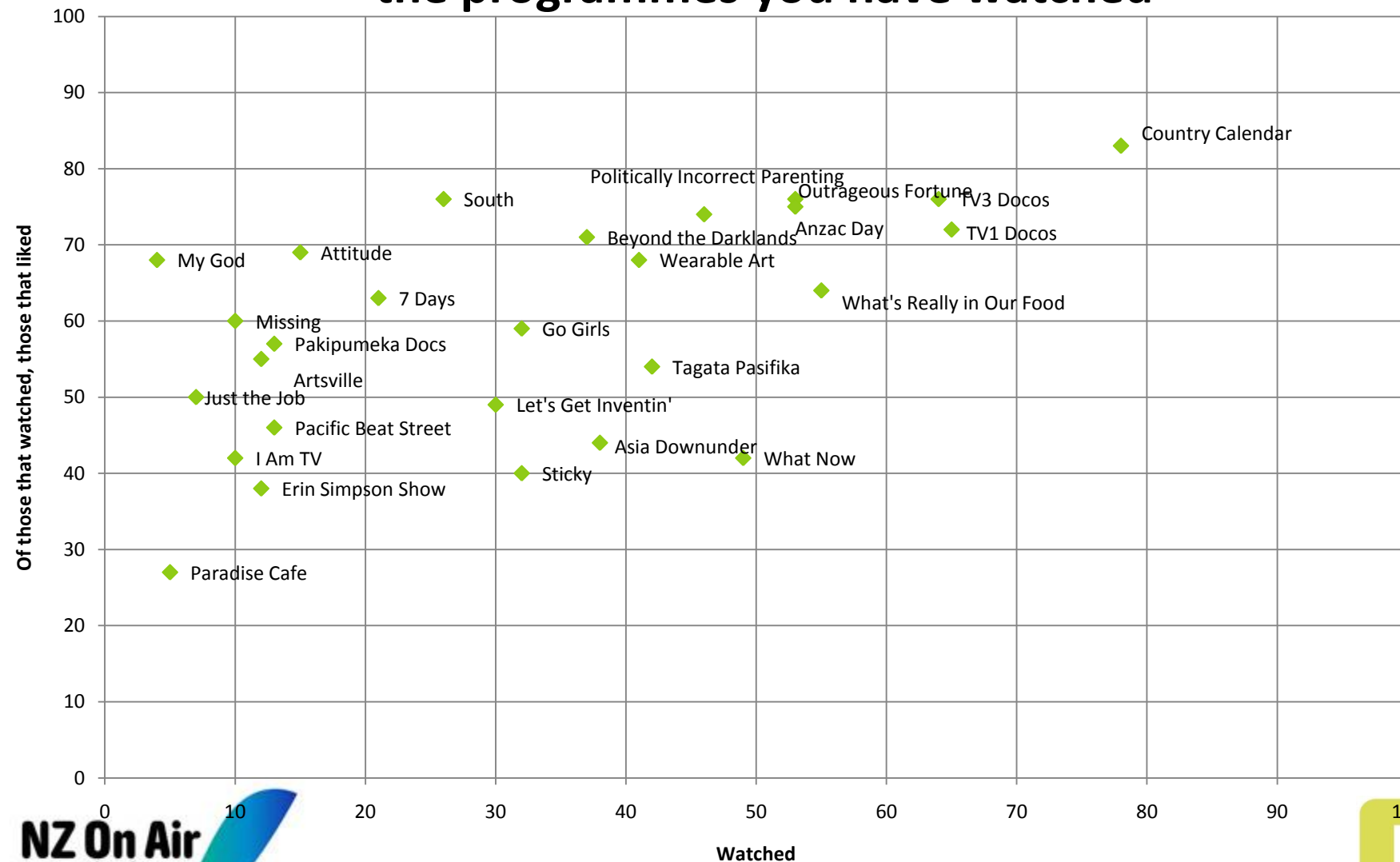


Which of the following programmes, made with the help of NZ On Air, have you watched?

Country Calendar	78%
TV1 Documentaries	65%
TV3 Inside NZ Documentaries	64%
What's Really In Our Food	55%
Outrageous Fortune	53%
ANZAC day coverage	53%
What Now	49%
Politically Incorrect Parenting	46%
Tagata Pasifika	42%
Eating Media Lunch	41%
Wearable Art Award	41%
Missing	40%
Asia Downunder	38%
Beyond the Darklands	37%
Go Girls	32%

Sticky	32%
Let's Get Inventin'	30%
South	26%
7 Days	21%
Attitude	15%
Pakipumeka Documentaries	13%
Pacific Beat Street	13%
The Erin Simpson Show	12%
Artsville	12%
I Am TV	10%
Just the Job	7%
Paradise Café	5%
My God	4%

Now I would like you to tell me how much you like each of the programmes you have watched



CHILDREN'S TELEVISION

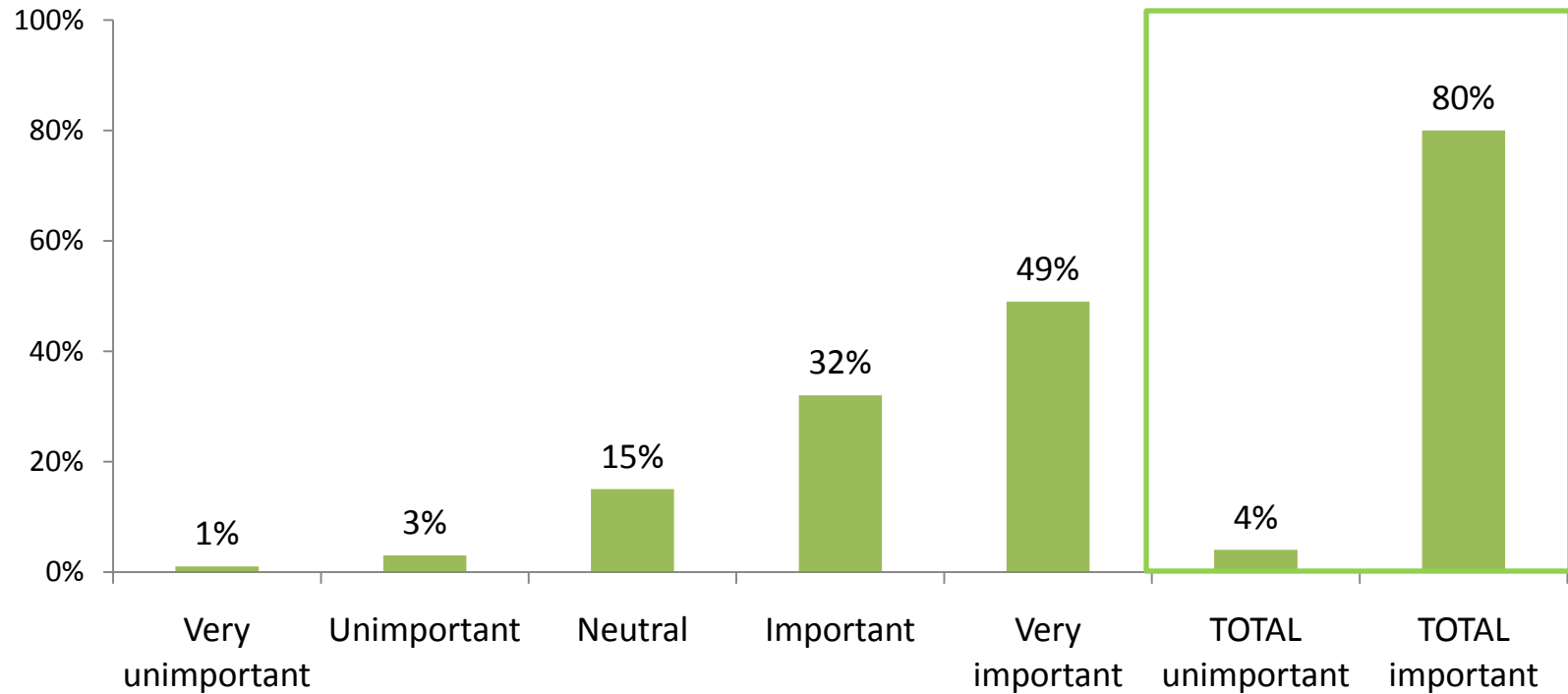


Children's Television

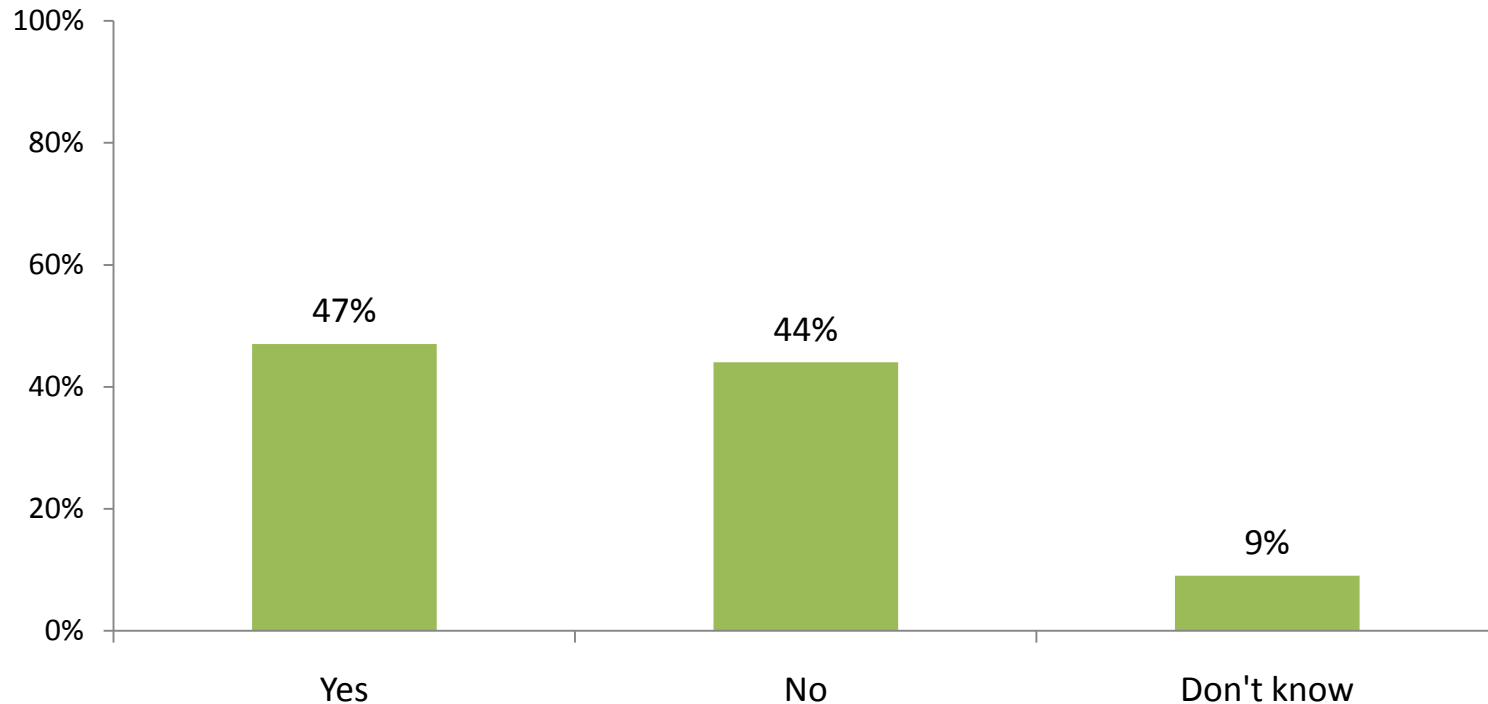
- 80% of NZers think it is important that *there are New Zealand made children's programmes on television.*
- 47% of NZers think *NZ On Air should use public funding for children's programmes that screen on pay channels.*
- The most common sources of children's television for NZ children aged between 8 and 14 years are:
 - TV2 (29%)
 - Disney Channel (21%)
 - TV3 (9%)

 - TOTAL free to view (57%)
 - TOTAL pay to view (38%)

How important do you think it is that there are New Zealand made children's television programmes on television?



Should NZ On Air use public funding for children's programmes that screen on pay channels?



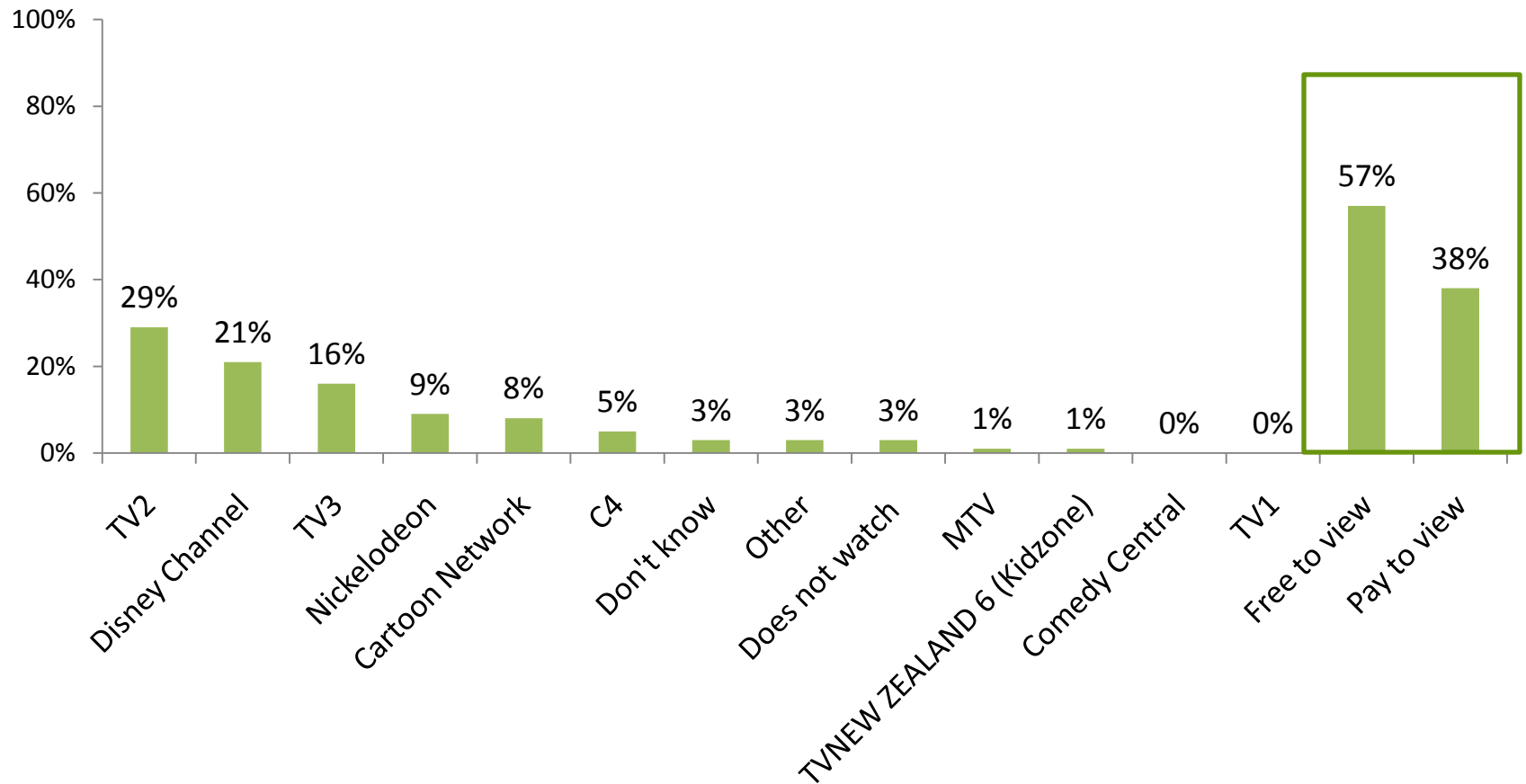
Significantly more likely to say yes: Asian



Base: Main sample n=750



Which channel does your child watch children's television programmes on most often?



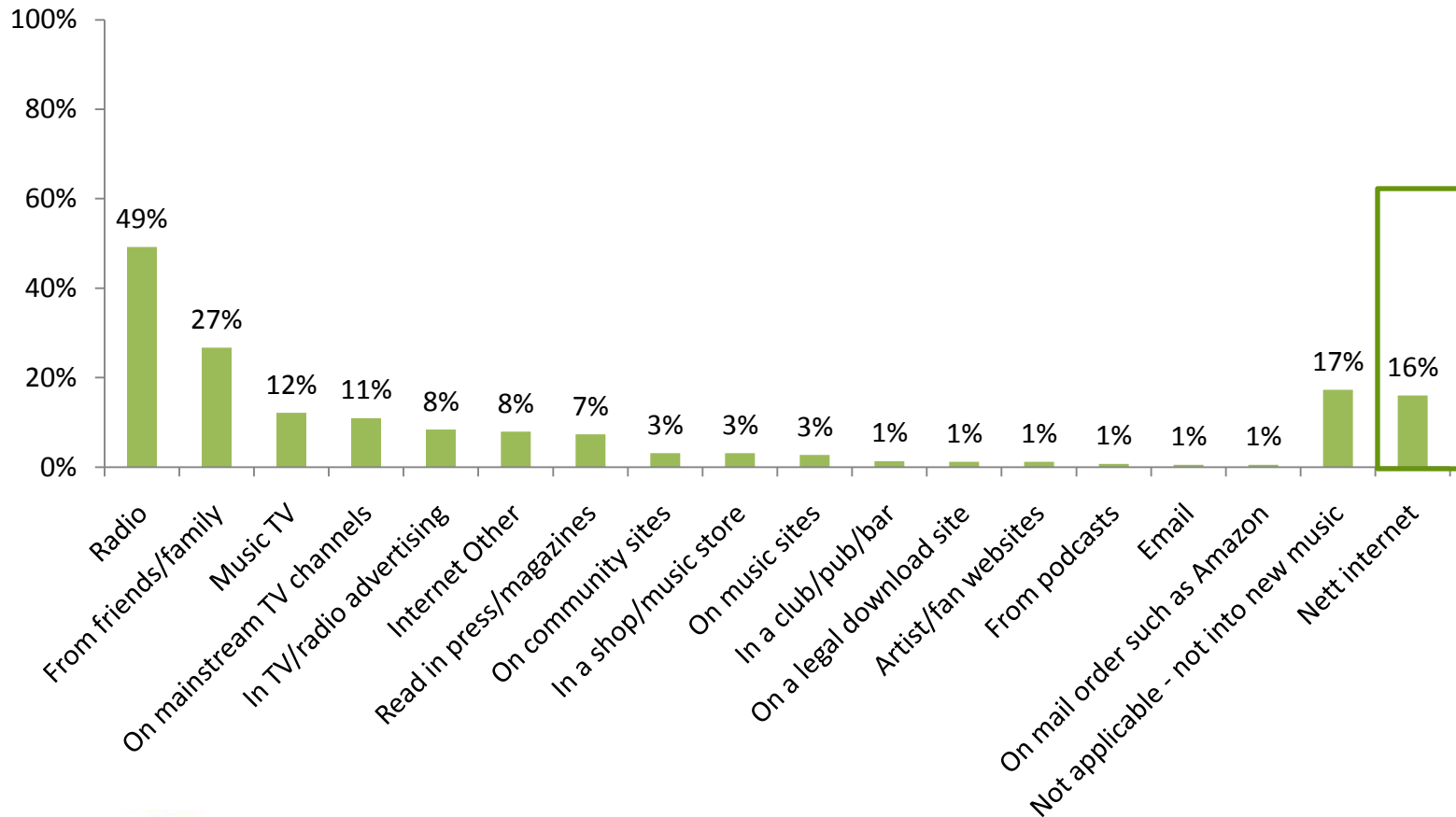
NEW ZEALAND MUSIC



Music

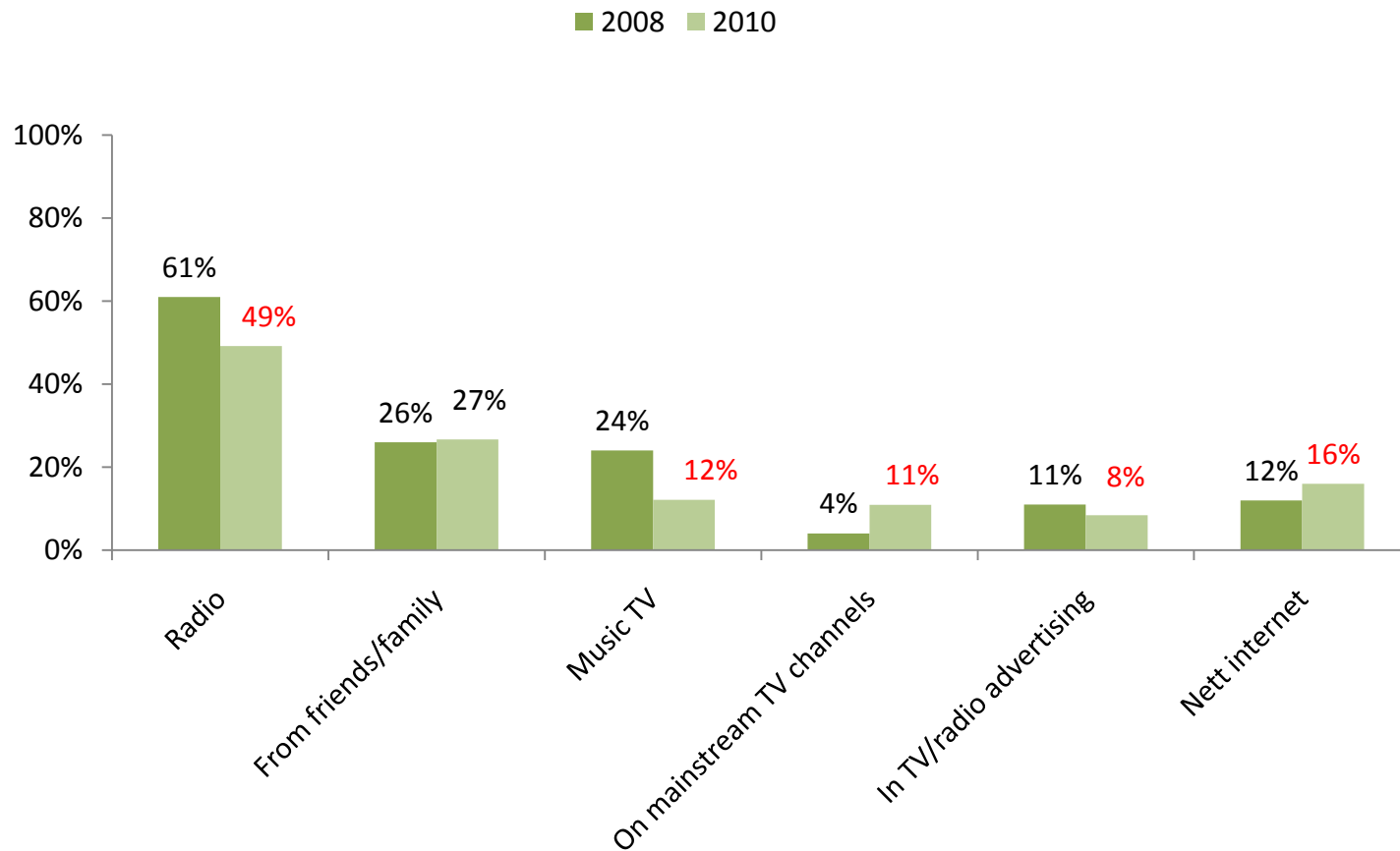
- The most common sources of new music are:
 - Radio (49%) – down from 61% in 2008
 - Friends/family (27%)
 - Internet (all internet sources combined) (16%) – up from 12% in 2008
 - Music TV (12%)
 - Mainstream TV (11%).
- The most common sources of 'daily music fix' are:
 - Radio (73%)
 - My own collection (32%)
 - TV (21%)
 - Internet/podcasts (12%)
 - iPod (10%).

How do you find out about new music?



Comparison Between 2008 and 2010

How do you find out about new music?



Base: Main sample n=750

Where do you get your daily music fix from?

