

Public Information and Opinion Monitor

NZ On Air

September 2004

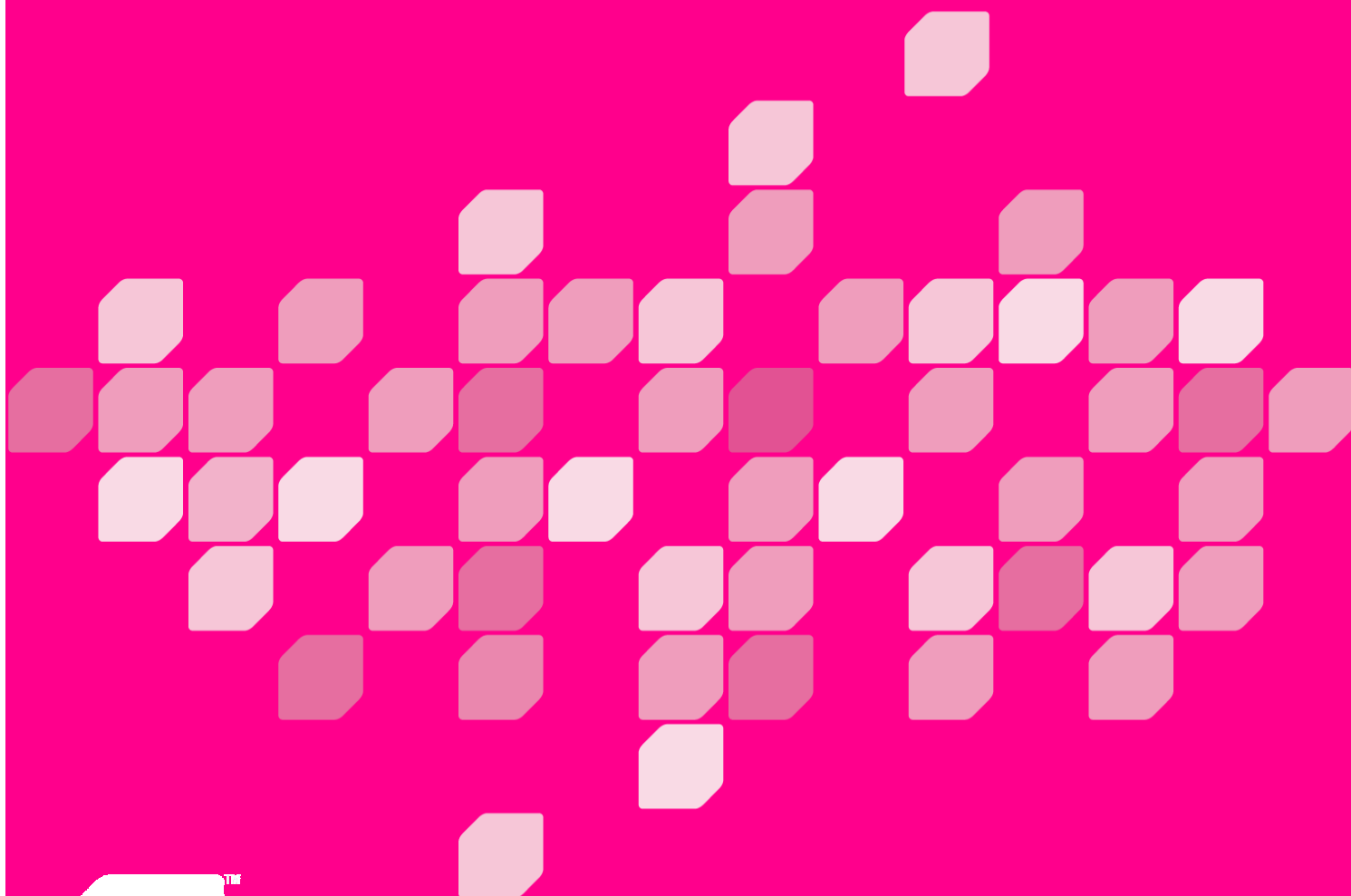


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Appendix

1.0 Executive Summary

This report summarises the findings of the NZ On Air Public Information and Opinion Monitor. TNS has conducted the monitor annually since 1992.

This year new questions were added to the survey to measure awareness, viewing and satisfaction with the Māori television channel. Questions relating to the TVNZ charter were also incorporated for the third year (2001, 2003, 2004).

Telephone interviews were conducted with n=751 randomly selected people from throughout New Zealand. An additional, n=205 interviews were conducted with Māori selected from the Māori electoral roll.

The following summary of results focuses on the main sample to allow comparability with previous years. Following this are comparisons between Māori (booster and main sample) and non-Māori (main sample).

1.1 Main Sample

Awareness of NZ On Air

- In 2004, nine in ten people (92%) surveyed were aware of NZ On Air. This result has remained high, and constant, since 1993.
- The main function of NZ On Air is most commonly spontaneously perceived to be to fund New Zealand programmes (26%).
- Once prompted, the majority of people were aware that the main functions of NZ On Air were to fund New Zealand made television programmes (88%), to promote New Zealand culture and identity (83%), to promote New Zealand music (81%), to promote Māori language and culture (78%) and to provide a wider range of New Zealand television than would otherwise be the case (78%).
- As was found in 2003, 46 percent of people thought that NZ On Air was a part of TVNZ. Forty percent of people thought that NZ On Air was part of Radio New Zealand (a similar result to 2003).

Attitudes towards NZ On Air and Local Content

- As in previous years, the majority of people agreed that NZ On Air supports programmes and activities that are important to New Zealanders (79%). The majority also agreed that seeing ourselves on television and hearing our stories helps to develop our cultural identity (77%).
- Seventy percent of people agreed that NZ On Air provides good quality and interesting programmes and services.

Use of NZ On Air Funding

- Similar to previous years, one quarter of New Zealanders (25%) incorrectly think NZ On Air helps to buy television programmes made overseas, while four in ten (41%) think that NZ On Air does **not** buy programmes made overseas.
- Of the programmes currently funded by NZ On Air, What Now? continues to have the highest spontaneous awareness (13%). Sticky TV (10%), National Radio (7%), Inside New Zealand (7%) and Mercy Peak (6%) were also among the top New Zealand programmes or services spontaneously mentioned.
- The NZ On Air logo appearing at the end of the programme remains the primary way people recognise NZ On Air funded programmes. The proportion of people who recognise NZ On Air funded programmes in this way (64% in 2004) has increased significantly since 2000 (54%). The proportion of people who say they identify NZ On Air funded programmes by the logo at the beginning of the programme is much smaller at 11 percent in 2004, and has remained constant over time.
- The genres that receive the greatest support for obtaining NZ On Air funding are: in-depth documentaries on television (83%) and teletext subtitles on television programmes (78%). There is a lesser degree of support for NZ On Air to fund reality or entertainment focused New Zealand documentaries (47%) and Access radio stations (46%).

Compared with 2003, there has been a significant increase in people saying NZ On Air should fund: New Zealand arts and performance programmes (56% up from 46%), Māori radio and television in Te Reo (53% up from 46%), Pacific Island radio stations in New Zealand (51% up from 44%) and New Zealand programmes for minorities (51% up from 45%). There has been a significant decrease in support for funding Teletext subtitles (78% down from 83%), New Zealand children's drama programmes (57% down from 63%) and New Zealand comedy (51% down from 59%).

- Should additional funding be made available by NZ On Air, documentaries are still the most preferred type of programme people would like to see funded (15%).

New Zealand Television

- Sixty two percent of people underestimated, and 14 percent of people correctly estimated that New Zealand made television programmes make up between 26 and 34 percent of programmes shown on television. Twenty four percent of people overestimated the amount of New Zealand made programmes.
- Once told that around 33 percent of programmes shown on television are New Zealand made, 56 percent of people felt that the amount of New Zealand local content on television should increase. As in 2003, only three percent of people felt that the amount of local content should decrease while over a third (35%) felt it should stay the same.
- Once told that the level of local content in Australia is 55 percent, in England is over 75 percent, and in the United States is over 90 percent, significantly more people said the amount of programmes made in New Zealand should be increased. These results are similar to previous years.

- The majority of respondents agreed that free to air television should be made to screen a set amount of New Zealand made programmes (85%), particularly documentaries (89%), children and young persons programmes (86%), New Zealand made special interest programmes (85%) and all New Zealand made programmes in general (85%). Significantly more people in 2004 agreed that free to air television should be made to screen a set amount of special interest programmes (85%).
- Once told that it is more expensive to buy never seen before New Zealand programmes than to buy ready made overseas programmes, fewer people (80%) said free to air television should be made to screen a set amount of New Zealand made programmes.

Television Viewing and Radio Listening Behaviour

- Almost two thirds of people surveyed (63%) think the amount of New Zealand music being played on the radio has increased over the past 12 months. This is a significant increase from both 2003 (57%) and 2002 (55%).
- Seventy percent of people think it is important that radio stations are encouraged to play more music. A similar proportion of people also consider it important for more New Zealand music to be played on the radio (66%).
- New Zealand documentaries continue to be the most watched genre among New Zealand households (90%). There has been a significant increase in the number of people who listen to or watch New Zealand television arts and performance programmes such as NZ Idol and Front Seat (60% in 2004 compared with 50% in 2003). There has been a significant decrease in the number of people listening to or watching comedy programmes, children's programmes, Māori radio stations and television programmes in English, drama programmes, Concert FM, New Zealand music programmes on commercial radio stations, Access radio stations and television programmes with teletext subtitles.
- Of the selection of programmes asked about, Country Calendar (74%) and New Zealand Idol (73%) were the two most watched NZ On Air funded programmes among New Zealanders in 2004. The two most enjoyed programmes were The Colour of War: The ANZACS (84%) and Country Calendar (80%).
- Of the selection of NZ On Air funded programmes asked about, those both watched and enjoyed by over 45 percent of New Zealanders were: Country Calendar, Top of the Pops, Eating Media Lunch, Mike King Tonight, Coke New Releases, NZ Idol, The Colour of War: The ANZACS and Number 8 Wired.

Māori Television

- Almost nine in ten people (88%) are aware of the Māori television channel. Significantly more people are aware of the Māori Television channel in 2004 (88%) than those aware of the plans for the Māori Television channel (71%) in 2003.
- Two in five people (39%) of the total sample have watched the Māori television channel. This result is significantly higher than the 24% of people in 2003 who said that they would be likely to watch the new channel.

- Over half (54%) of people who have watched the Māori television channel watched it for less than one hour per week. The most frequent reasons given for not watching were 'not interested' (31%), 'can't find the channel' (30%) and 'do not speak Māori' (19%).
- Just under half (47%) of those who have watched the Māori television channel are satisfied with it.

TVNZ Charter

- Two fifths of people surveyed (41%) were aware of the TVNZ charter. Over half (56%) were not aware of the TVNZ charter.
- The main perceived changes in television as a result of the charter are: more programmes reflecting the diversity of New Zealand (78%), more local programming overall (77%) and more programmes that include Māori elements (77%).
- Those surveyed in 2004 were significantly more likely to believe that a number of changes have occurred as a result of the TVNZ charter than those surveyed in 2003.

1.2 Māori Compared with Non Māori Results

This section summarises the significant differences between the Māori sample and the non Māori sample.

- Māori were significantly **more** likely to:

	Māori % 2004	Non Māori % 2004
Awareness of NZ On Air:		
think that NZ On Air was part of TVNZ	59	45
think that NZ On Air was part of Radio New Zealand	48	40
aware that NZ On Air:		
- Promotes NZ music	78	70
- Provides teletext subtitling	57	46
- Helps fund radio stations for the Pacific Island Community	50	41

Table continued overleaf:

	Māori % 2004	Non Māori % 2004
Attitudes Towards NZ On Air and Local Content:		
See that:		
- Seeing ourselves on television and hearing our stories helps to develop our cultural identity	85	76
- NZ On Air does provide programmes and activities that I enjoy	78	69
- It is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet.	61	47
Think that NZ On Air provides good quality and interesting programmes and services.	82	70
Use of NZ On Air Funding:		
Think that it is important for NZ On Air to fund:		
- Children's programmes reflecting Māori language and culture for all children	89	62
- Programmes for people with disabilities	87	75
- NZ music	84	75
- Documentaries about Māori people and Māori issues for a general audience	84	59
- Māori radio and television in Te Reo	83	51
- NZ children's programmes on TV	82	78
- Māori radio and television in English	82	60
- Drama and comedy made by and about Māori for a general audience	72	50
- Programmes for ethnic minorities	77	56
- Pacific Island radio stations in NZ	80	52
- Arts and performance programmes	63	55
- Reality and entertainment focussed NZ documentaries	63	46
- Access radio stations	59	44
Prefer NZ On Air to fund the following types of programmes (if they had additional funding available):		
- Māori language and culture	9	3
- Ethnic minority groups	4	1

Table continued overleaf:

	Māori % 2004	Non Māori % 2004
New Zealand Television		
Over-estimate the percentage of NZ made programmes on television	24	17
Consider that the amount of NZ local content on television should increase	74	55
Think the local content on television should increase given the content level in other countries	83	62
Think the local content on television should increase given the expense	86	79
Agree that free to air television programmes should screen a set amount of NZ made television programmes from the following genres:		
- Documentaries	94	89
- Children and young persons programmes	93	86
- NZ made programmes overall	93	84
- Special interest programmes	91	85
- Comedy programmes	87	70
- Arts and performance programmes	88	75
- Drama programmes	85	77
Television Viewing and Radio Listening Behaviour:		
Think the amount of NZ music on the radio increased over the last 12 months	67	60
Consider it important for radio stations to be encouraged to play more NZ music	85	69
Consider it important for more NZ music to be played on the radio	81	66
Watch or listen to NZ On Air funded:		
- Documentary programmes	93	89
- Arts and performance programmes	81	59
- Māori radio stations and TV programmes in English	79	32
- Children's programmes	74	45
- Māori radio stations and TV programmes in Te Reo	73	17
- Music videos	61	39
- Television programmes with teletext subtitles	40	24
- Pacific Island radio stations	30	12
- Access radio stations	26	19

Table continued overleaf:

	Māori % 2004	Non Māori % 2004
Māori Television Channel:		
Be aware of the new Māori television channel	94	87
Have watched the new Māori television channel	83	42
Have watched the new Māori television channel:		
- From 2 hour up to 5 hours per week	23	8
- From 5 hours up to 10 hours per week	15	4
- 10 hours or more per week	18	2
State that they “can’t find the channel” as the reason for not watching the Māori television channel	53	29
TVNZ Charter:		
To be unaware of the TVNZ charter	75	55
Say that the TVNZ charter has resulted in:		
- More in depth news and current affairs coverage	75	61
Better quality local programming overall	75	60
- Better television overall	72	45
- Television being more enjoyable	65	38
- More high quality international programming	62	38

1.3 Trends in Māori Results – 2004 Compared with 2002

Overall there has been little change in attitudes and opinions of Māori viewers and listeners since the 2002 survey. The trends of note in 2004 are as follows:

- There was a significant increase in those who spontaneously mentioned radio and television broadcasting as a function of NZ On Air (10% in 2004 compared with 0% in 2002).
- There has been an increase overtime in Māori who identify a programme funded by NZ On Air by the logo at the end of the programme (71% in 2004 compared to 53% in 2000).
- When asked to rate how important they thought it was for NZ On Air to fund particular services significantly more Māori in 2004 (85%) than in 2002 (71%) said that NZ On Air should fund in-depth documentaries on television.
- In 2004, Māori were significantly more likely to over estimate the percentage of New Zealand made programmes shown on television (52% in 2004 compared with 37% in 2002). Additionally, in 2004 Māori were significantly less likely to underestimate the percentage of New Zealand made programmes shown on television (33% in 2004 compared with 46% in 2002).
- In 2004, Māori were significantly more likely than in 2002 to agree that free to air television channels like TV1, TV2, TV3, TV4 and Prime should be made to screen a set amount of New Zealand programmes from the following programme genres:
 - New Zealand made documentaries (94% in 2004 compared with 86% in 2002)
 - New Zealand made children and young persons programmes (93% in 2004 compared with 86% in 2002)
 - New Zealand made programmes (93% in 2004 compared with 85% in 2002)
 - New Zealand made special interest programmes (91% in 2004 compared with 83% in 2002)
 - New Zealand made arts and performance programmes (88% in 2004 compared with 77% in 2002)
 - New Zealand made comedy programmes (87% in 2004 compared with 78% in 2002).
- There was a significant decrease in those who agreed that without NZ On Air, National Radio and Concert FM programmes would disappear (51% in 2004 compared with 64% in 2002).

1.4 Conclusions

Awareness of NZ On Air

The NZ On Air profile remains high among New Zealanders, with nine out of ten people saying they are aware of NZ On Air. There continues to be confusion about the role of NZ On Air with over two in five people perceiving that NZ On Air is part of TVNZ or Radio New Zealand.

Attitudes Towards NZ On Air and Local Content

Overall, attitudes towards NZ On Air continue to be favourable with a high proportion of the general public recognising the positive impact NZ On Air has on broadcasting in New Zealand. NZ On Air is seen to support programmes and activities that are important to New Zealanders. These programmes and services are widely believed to be good quality and interesting.

Use of NZ On Air Funding

As in previous years, there is some confusion about which specific programmes NZ On Air funds. The NZ On Air logo appearing at the end of a programme continues to be the primary way that people can tell whether a programme was funded by NZ On Air.

New Zealand Television

Support for increasing the amount of New Zealand made television programmes has grown over time. People also increasingly consider that most New Zealand made genre should have a set amount of airtime (between 89 percent for New Zealand made documentaries and 72 percent for New Zealand made comedy programmes).

Television Viewing and Radio Listening Behaviour

As in previous years, New Zealand made documentaries are the most popularly watched programmes among New Zealand households. In 2004, there has been a significant increase in the popularity of New Zealand television arts and performance programmes made with the help of NZ On Air. This boost is probably due to NZ Idol. NZ Idol and Country Calendar were the most frequently watched NZ On Air funded programmes in 2004 from the selection of programmes asked about.

Māori Television

Awareness of the Maori television channel is high, with nine in ten New Zealanders aware of the channel. Positively, significantly more people in 2004 have watched the Māori Television channel than those who originally (in 2003) said they would be likely to watch.

The main reasons offered for not watching the channel are 'not interested' (31%), 'can't find the channel' (30%), or 'do not speak Māori' (19%). This suggests that some of the main barriers to watching the channel are practical.

TVNZ Charter

While levels of awareness of the TVNZ charter have remained relatively stable since 2001 (37%), there is an increasing trend in the perceived impact of the charter on television in New Zealand. There is now a stronger perception that a number of the desired changes (such as more arts programmes, better time slots for special interest programmes) have occurred as a result of the TVNZ charter than in 2003.

Comparisons Between Māori and Non Māori

As in previous years, when comparing the responses of Māori and non Māori a number of significant differences are evident in viewing and listening opinions, preferences and behaviour.

Overall, Māori are greater champions and consumers of local content than non Māori. For example, Māori were more likely to consider that free to air television should screen a set amount of New Zealand made television programmes and that local content should generally increase. This is also reflected in radio where Māori were significantly more likely to consider it important for radio stations to play more New Zealand music.

Māori were significantly more likely than non Māori to be aware of the new Māori Television channel, to have watched the new channel for longer viewing periods, and be satisfied with the new channel than non Māori.

Interestingly, Māori were significantly more likely than non Māori to consider that the TVNZ charter has resulted in a number of changes. These perceived changes are: better quality programming overall, more enjoyable television, more in-depth news and current affairs coverage and more high quality international programming.

2.0 Background

TNS¹ New Zealand has conducted a public information and opinion monitor for NZ On Air since 1992. Objectives of the research are to:

- Measure awareness of NZ On Air.
- Determine the level of understanding of the role and functions of NZ On Air.
- Determine awareness of how NZ On Air funding is used.
- Gain feedback on the amount of “local” New Zealand made programmes that should be on television.
- Measure support for compulsory broadcasting of New Zealand made programmes on free to air television.
- Gather feedback on the importance of the role NZ On Air plays in New Zealand broadcasting.
- Gather feedback on the preferred use of NZ On Air funding.
- Gather feedback on the use of any extra funding made available.
- Measure popularity and awareness of programmes funded by NZ On Air.
- Identify any differences between the responses of Māori and non-Māori.
- Measure television watching and radio listening behaviours.
- Determine the level of support for NZ On Air’s programmes and services.

This year the research also aimed to:

- Measure the perceived impact of the TVNZ charter.
- Measure interest in the Māori television channel.

From 1999 all reference to the Broadcasting Fee was removed. Where applicable, respondents are asked about NZ On Air instead of the Fee.

¹ Formerly NFO New Zealand/ CM Research.

3.0 Methodology

The main sample of n=751 respondents were recruited using random digit dialling. The margin of error associated with a sample of n=751 is +/-3.6%. On reduced base sizes the sample error will be greater than this.



In addition, a booster sample of n=205 Māori were recruited from the Electoral Roll. Comparisons between Māori and non-Māori are made throughout the report. Additional to the booster sample of n=205 Māori, a further n=49 Māori were interviewed as part of the main sample. This gave a total of n=254 Māori, with the remaining n=702 interviews (n=751 less the n=49 Māori) being classified as non-Māori.

Sample

- The person surveyed was the person within each household who was aged 18 years or over.
- The main sample was geographically representative of the main urban, secondary urban and rural centres (100% national coverage). From 1997 the sample was extended to include rural households.
- The sample profile is appended. As occurred in previous years, females (61%) were more likely than males (39%) to participate in the survey.

Interviewing

- Fully trained TNS interviewers, based in Auckland, carried out the interviewing. This survey was conducted using Computer Assisted Telephone Interviewing (CATI).
- Up to three call backs were conducted to reduce over-sampling of less socially active people.
- To ensure the quality of information, all interviewers' work was checked for accuracy and completeness by a supervisor. Additionally, a 10 percent audit of each interviewer's work was undertaken.
- Fieldwork was conducted between 1 June and 4 July 2004. All interviewing was conducted during weekends and weekday evenings.
- A structured questionnaire was used for the survey. The questionnaire is appended to this report.

NB: Circles  indicate where results are significantly higher. Squares  indicate where results are significantly lower. Significant differences are reported only where they are evident.

4.0

Awareness of NZ On Air

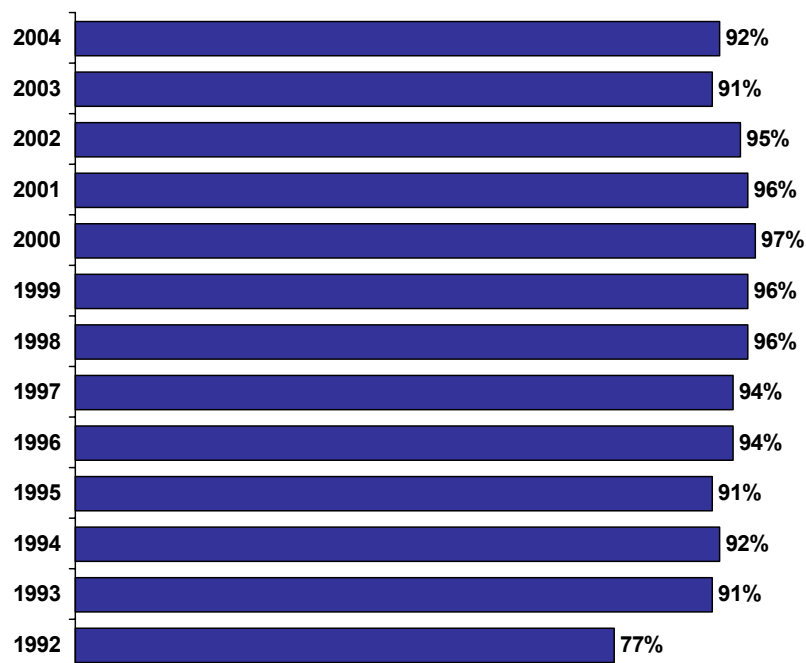
4.0 Awareness of NZ On Air

4.1 Prompted Awareness of the Organisation

New Zealanders were asked whether they have heard of an organisation called NZ On Air.

Ninety two percent of respondents were aware of NZ On Air in 2004. While a little lower than previous years, awareness of NZ On Air remains high. Any further decreases may suggest the need for efforts to increase awareness of NZ On Air.

Prompted Awareness of NZ On Air



Base: All respondents (n=751)

- Those who were **aware** of NZ On Air were significantly more likely to:
 - be aged 45-55 (97%)
 - be NZ European (94%).

Prompted Awareness of NZ On Air – Results of Māori Compared with Non Māori

The table below compares awareness of NZ On Air among Māori and non Māori. Prompted awareness of NZ On Air has remained consistently high (and similar to non Māori) over time.

Prompted Awareness of NZ On Air

	Māori				Non Māori
	%				%
	2004	2002	2001	2000	2004
Yes	93	94	93	95	92
No	7	6	7	5	7
Don't know	-	-	*	*	1
Base:	254	271	271	266	702

* Between zero and half a percent

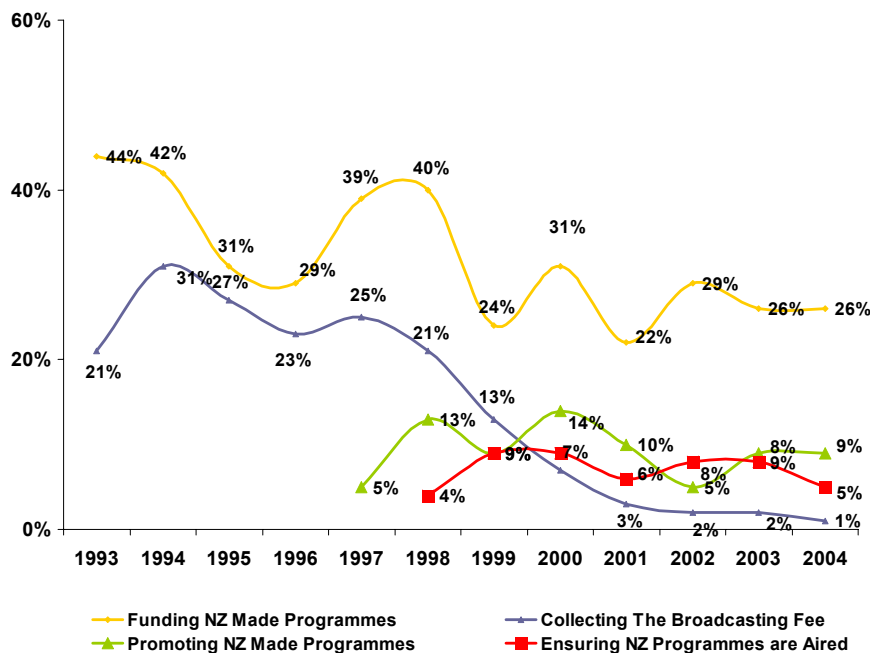
-Zero

4.2 Spontaneous Understanding of NZ On Air

People aware of NZ On Air were asked what they understood the functions of NZ On Air to be.

The chart below plots the four main responses. Funding New Zealand made programmes is consistently understood to be the key function of NZ On Air.

Spontaneous Understanding of NZ On Air's Functions



Base:
Aware of NZ On Air (n=693)

Spontaneous Understanding of NZ On Air's Functions

A full list of NZ On Air's functions spontaneously mentioned by people is shown in the table below. As in previous years, the main function of NZ On Air is considered to be funding New Zealand made programmes (26%).

Significantly fewer people in 2004 (compared with 2003) suggested that NZ On Air's functions include funding broadcasting, ensuring New Zealand programmes are aired, funding television programmes and making television programmes.

Spontaneous Understanding of NZ On Air

	2004 %	2003 %	2002 %	2001 %	2000 %
Funding New Zealand made programmes	26	26	29	22	31
Promoting New Zealand made programmes	9	9	5	10	14
Policing, censorship and maintaining	8	7	7	6	3
Funding programmes for TV and radio	6	4	7	8	1
Funding broadcasting	6	12	6	4	3
Ensuring New Zealand programmes are aired	5	8	8	6	9
Radio and TV broadcasting	5	-	-	-	-
Government department for broadcasting	4	-	-	-	-
Delivering top quality programmes	2	3	2	3	3
Funding TV programmes	2	4	3	1	1
To inform/educate people	2	2	2	2	2
Funding radio programmes	2	*	1	*	1
Running TV	1	2	2	2	1
Making TV programmes	1	4	2	1	3
Provide entertainment	1	1	2	1	2
Making TV and radio programmes	1	1	6	2	3
Collecting the Broadcasting Fee	1	2	2	3	7
Support New Zealand culture	1	1	2	*	1
Radio/TV news service	1	2	1	2	1
Funding National Radio	1	1	1	1	*
Service to New Zealand customers	1	1	*	1	3
Māori programmes	1	1	1	1	*
Advertising	-	*	1	1	1
Making radio programmes	-	1	1	*	1
Distributing licence fee	-	*	*	2	1
Funding orchestra, opera and the arts	-	1	-	*	*
Other	3	4	2	4	7
Don't know	18	16	17	16	12
Base: Aware of NZ On Air	693	684	714	717	725

* Between zero and half a percent

- Zero

- Those **most** likely to state a function of NZ On Air was to fund New Zealand made programmes were:
 - aged 18 to 34 years (30%).

There were no significant differences among people stating other specific functions of NZ On Air.

Spontaneous Understanding of NZ On Air - Results of Māori Compared with Non Māori

The table below shows that Māori are significantly less likely than non Māori to associate NZ On Air with funding New Zealand made programmes. Māori are significantly more likely than non Māori to associate NZ On Air with funding radio and television broadcasting.

There was a significant increase in Māori who spontaneously mentioned radio and television broadcasting as a function of NZ On Air (10% in 2004 compared with 0% in 2002). There has been a decrease over time in Māori associating NZ On Air with promoting New Zealand made programmes and funding programmes for TV and radio.

Spontaneous Understanding of NZ On Air

	Māori				Non-Māori
	%				%
	2004	2002	2001	2000	2004
Funding New Zealand made programmes	19	19	19	31	26
Radio and TV broadcasting	10	-	-	-	5
Promoting New Zealand made programmes	7	8	11	15	10
Policing, censorship and maintaining standards	7	5	3	2	8
Ensuring New Zealand programmes are aired	5	9	10	5	5
Funding broadcasting	5	6	5	6	5
To inform/educate people	3	*	3	2	2
Running TV	3	4	2	1	1
Radio/TV news service	3	1	1	1	1
Delivering top quality programmes	3	*	1	2	2
Funding programmes for TV and radio	2	4	5	6	6
Funding TV programmes	2	2	1	6	2
Provide entertainment	1	1	1	4	1
Service to New Zealand customers	1	1	1	2	1
Funding National Radio	1	1	-	1	1
Making TV and radio programmes	1	5	2	1	1
Collecting the Broadcasting Fee	1	*	2	8	1
Making TV programmes	1	*	2	2	1
Government department for broadcasting	1	-	1	*	4
Support New Zealand culture	*	1	2	2	1
Māori programmes	-	2	2	2	1
Other	2	2	4	3	2
Don't know	26	31	22	22	20
Base: Aware of NZ On Air	235	254	252	253	646

* Between zero and half a percent - Zero

4.3 Is NZ On Air Part of TVNZ?

Respondents were asked if NZ On Air is part of TVNZ.

Almost half of those surveyed (46%) think that NZ On Air is part of TVNZ. This has remained constant since last year.

Is NZ On Air Part of TVNZ?

	2004 %	2003 %	2002 %	2001 %	2000 %
Yes	46	46	40	42	39
No	40	39	43	43	45
Don't know	14	15	17	15	16
Base:	751	750	751	750	750

- Those most likely to say NZ On Air **is** part of TVNZ (46%) were significantly more likely to:
 - be aged 18-35 years (53%)
 - be female (50%)
 - be Maori (63%).
- Those most likely to say NZ On Air is **not** part of TVNZ (40%) were significantly more likely to:
 - be aged 35-44 years (53%)
 - be male (49%)
 - be NZ European (43%).

Is NZ On Air Part of TVNZ – Results of Māori Compared with Non Māori

Māori were significantly more likely to think that NZ On Air is a part of TVNZ (59%) than non Māori (45%).

Is NZ On Air Part of TVNZ?

	Māori				Non Māori
	%				%
	2004	2002	2001	2000	2004
Yes	59	59	57	58	45
No	25	30	28	27	41
Don't know	15	11	15	14	14
Base:	254	271	271	266	702

4.4 Is NZ On Air Part of Radio New Zealand?

Respondents were asked whether NZ On Air is part of Radio New Zealand.

Forty percent of people said that NZ On Air is part of Radio New Zealand while a similar 39 percent of people said that NZ On Air is **not** part of Radio New Zealand.

Significantly more people in 2004 (20% compared with 15% in 2003) did not know whether NZ On Air was part of Radio New Zealand.

Is NZ On Air Part of Radio NZ?

	2004 %	2003 %	2002 %
Yes	40	44	38
No	39	41	44
Don't know	20	15	17
Base:	751	750	751

- Those most likely to say NZ On Air is part of Radio New Zealand (40%) were significantly more likely to:
 - be aged 55 years plus (54%)
 - be an older couples/singles (51%)
 - be from a rural area (47%).
- Those most likely to say NZ On Air is **not** part of Radio New Zealand (39%) were significantly more likely to:
 - be from the Auckland Metropolitan area (48%)
 - be aged 18-34 years (45%) and 35-44 years (49%)
 - be male (46%)
 - be from an urban area (43%).

Is NZ On Air Part of Radio New Zealand? - Results of Māori Compared with Non Māori

Māori were significantly more likely than non Māori to consider that NZ On Air is a part of Radio New Zealand (48% Māori compared with 40% non Māori).

Is NZ On Air Part of Radio NZ?

	Māori %		Non Māori %
	2004	2002	2004
Yes	48	45	40
No	30	38	39
Don't know	21	17	21
Base:	254	271	702

4.5 Prompted Awareness of NZ On Air Functions

Respondents were read a list of NZ On Air functions and asked whether they were aware that NZ On Air has these functions.

The table overleaf shows the percentage of people **aware** of each of NZ On Air's functions.

Consistent with 2003, the most well known function of NZ On Air (after prompting) is to fund New Zealand made television programmes (88%) and to promote New Zealand culture and identity (83%). As in 2003, only two fifths of people (39%) were aware that NZ On Air helps fund Access radio stations.

Significantly more people in 2004 (81%) were aware that NZ On Air promotes New Zealand music by funding New Zealand music videos than in 2003 (69%).

Prompted Awareness of NZ On Air Functions

	2004 %	2003 %	2002 %	2001 %	2000 %	1999 %	1998 %	1997 %	1996 %
To fund New Zealand made TV programmes	88	89	90	91	93	90	93	96	94
To promote New Zealand culture and identity	83	80	81	82	79	83	74	71	68
To promote New Zealand music, for example, by funding New Zealand music videos	81	69	68	62	60	59	52	55	53
To promote Māori language and culture on television and radio	78	78	77	80	76	81	74	71	69
To provide a wider range of New Zealand TV, such as drama and documentary and radio programmes than would otherwise be available	78	78	77	83	87	79	82	72	71
To ensure programmes are made for special interest groups like ethnic minorities and people with disabilities	67	67	65	69	63	68	63	57	53
To archive broadcasting material and historic programmes	64	62	59	52	54	63	56	45	45
To fund National Radio and Concert FM	55	53	53	59	62	67	68	73	76
To provide Teletext subtitling on some TV programmes for people who have difficulty hearing	47	48	44	40	41	44	47	31	30
To help fund radio stations for the Pacific Island Community in New Zealand	42	44	40	40	-	-	-	-	-
To help fund Access radio stations	39	39	37	38	38	46	36	-	-
To help provide TV and radio reception to remote communities ▽	-	41	39	36	40	45	45	47	49
Base:	751	750	751	750	750	750	1000	825	1000

▽Was not asked in 2004

Significant differences evident among those aware of specific NZ On Air functions are listed below:

- To fund New Zealand made TV programmes:
 - people aged 35-44 years (95%).
- To promote New Zealand music:
 - male (77%).
- To promote Māori language and culture on television and radio:
 - Māori (94%)
 - young single people, couples or groups (86%).
- To provide a wider range of New Zealand TV and radio programmes:
 - from urban areas (80%).
- To archive broadcasting material and historic programmes:
 - people aged 55 years and over (74%)
 - older couples or single people (71%).
- To fund National Radio and Concert FM
 - people aged 45-54 years (63%) and 55 years and over (65%)
 - older couples or single people (62%).
- To provide Teletext subtitling on some TV programmes for people who have difficulty hearing:
 - Wellington provincial residents (57%).
- To help fund radio stations for the Pacific Island Community in New Zealand:
 - people aged 45-54 years (49%) and 55 years and over (48%)
 - male (46%)
 - older couples or single people (47%).
- To help fund Access radio stations:
 - male (47%).

There were no significant differences among people who were aware that NZ On Air:

- promotes New Zealand culture and identity
- ensures programmes are made for special interest groups like ethnic minorities and people with disabilities.

Prompted Awareness of NZ On Air Functions - Results of Māori Compared with Non Māori

Māori were significantly more likely than non Māori to be aware that NZ On Air:

- Promotes New Zealand music.
- Provides Teletext subtitling on some TV programmes for people who have difficulty hearing.
- Helps fund radio stations for the Pacific Island Community in New Zealand.

There has been an increase over time (since 2000) in Māori associating NZ On Air with New Zealand music, the archiving of broadcasting material and historic programmes and the provision of Teletext subtitling on some TV programmes for people who have difficulty hearing.,

Prompted Awareness of NZ On Air Functions

	Māori				Non Māori
	%				%
	2004	2002	2001	2000	2004
To fund New Zealand made TV programmes	85	87	84	87	88
To promote Māori language and culture on television and radio	82	80	82	79	77
To promote New Zealand culture and identity	78	80	77	75	83
To promote New Zealand music, for example, by funding New Zealand music videos	78	76	63	62	70
To provide a wider range of New Zealand TV, such as drama and documentary and radio programmes than would otherwise be the case	72	75	76	76	78
To archive broadcasting material and historic programmes	68	62	59	61	64
To ensure programmes are made for special interest groups like ethnic minorities and people with disabilities	65	68	65	63	66
To provide Teletext subtitling on some TV programmes for people who have difficulty hearing	57	53	44	51	46
To help fund radio stations for the Pacific Island Community in New Zealand	50	49	47	-	41
To fund National Radio and Concert FM	48	54	51	53	55
To help fund Access radio stations	39	43	41	41	38
To help provide TV and radio reception to remote communities ▽	-	49	42	47	-
Base:	254	271	271	266	702

▽Was not asked in 2004

4.6 Attitudes Towards NZ On Air and Local Content

People were asked whether they agreed or disagreed with a set of attitudinal statements about NZ On Air and local content. The table overleaf shows the percentages of people who agree or disagree with each of the statements.

As in previous years, most people agreed that 'NZ On Air supports programmes and activities that are important to New Zealanders' (79%) and 'seeing ourselves on television and hearing our stories helps to develop our cultural identity' (77%).

There has been an increase in agreement with the statement 'NZ On Air only supports programmes and activities that do not interest me' from 2003 (15%) to 2004 (19%).

Attitudes Towards NZ On Air and Local Content

	2004		2003		2002		2001		2000	
	% Agree	% Disagree	% Agree	% Disagree	% Agree	% Disagree	% Agree	% Disagree	% Agree	% Disagree
NZ On Air supports programmes and activities that are important to New Zealanders	79	8	80	7	77	6	72	8	75	8
Seeing ourselves on television and hearing our stories helps to develop our cultural identity	77	10	78	8	77	8	72	10	70	14
Without NZ On Air New Zealand drama, documentary and children's programmes would disappear	73	12	76	10	78	7	71	11	74	11
Without NZ On Air a lot of New Zealand writing, production and acting talent would disappear	72	12	73	11	74	9	69	11	71	14
Without the NZ On Air National Radio and Concert FM programmes would disappear	51	18	56	14	57	11	53	16	54	17
NZ On Air does provide programmes and activities that I enjoy	70	10	73	9	70	9	63	12	-	-
It is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet	48	24	49	21	50	20	45	25	44	26
NZ On Air only supports programmes and activities that do not interest me	19	59	15	62	18	59	16	58	20	59
Without NZ On Air a lot of NZ arts and performance programmes would disappear*	-	-	74	9	-	-	-	-	-	-
Base:	751		750		751		750		750	

* This statement was only asked in 2003.

Significant differences evident among those more likely to **agree** with certain statements about NZ On Air are listed below:

- Seeing ourselves on television and hearing our stories helps to develop our cultural identity:
 - female (80%).
- Without NZ On Air New Zealand drama, documentary and children's programmes would disappear:
 - NZ European (76%).
- Without NZ On Air a lot of New Zealand writing, production and acting talent would disappear:
 - NZ European (73%).
- Without the NZ On Air National Radio and Concert FM programmes would disappear:
 - people aged 45-54 years (61%)
 - NZ European (53%).
- NZ On Air only supports programmes and activities that do not interest me:
 - people aged 55 years and over (24%)
 - male (26%).

There were no significant differences among people who agree that:

- NZ On Air supports programmes and activities that are important to New Zealanders
- NZ On Air provides programmes and activities that I enjoy
- it is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet.

Attitudes Towards NZ On Air and Local Content – Results of Māori Compared with Non Māori

Māori were significantly more likely than non Māori to agree that:

- Seeing ourselves on television and hearing our stories helps to develop our cultural identity.
- NZ On Air provides programmes and activities that I enjoy.
- It is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the internet.

There has been a sharp decrease in those who agreed that without New Zealand On Air, National Radio and Concert FM programmes would disappear (51% in 2004 compared with 64% in 2002).

Attitudes Towards NZ On Air and Local Content

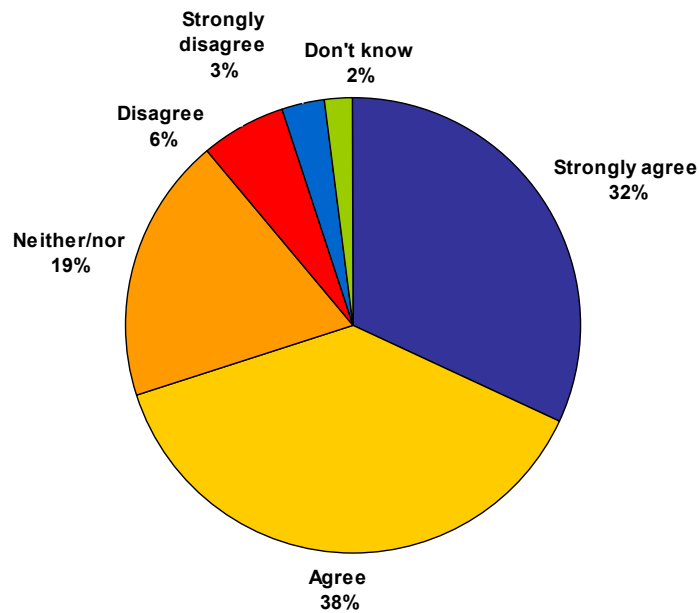
	Māori				Non Māori
	%				%
Agree	2004	2002	2001	2000	2004
Seeing ourselves on television and hearing our stories helps to develop our cultural identity	85	87	88	85	76
NZ On Air provides programmes and activities that are important to New Zealanders	81	83	78	73	79
NZ On Air does provide programmes and activities that I enjoy	78	79	65	-	69
Without NZ On Air New Zealand drama, documentary and children's programmes would disappear	75	82	75	73	73
Without NZ On Air a lot of New Zealand writing, production and acting talent would disappear	73	77	75	71	72
It is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet	61	61	59	57	47
Without NZ On Air National Radio and Concert FM programmes would disappear	51	64	58	60	52
NZ On Air only supports programmes and activities that do not interest me	16	15	18	13	20
Base:	254	271	271	266	702

4.7 Quality of Programmes and Services Provided by NZ On Air

People were asked whether they agreed that NZ On Air provides good quality and interesting programmes and services.

Seventy percent of New Zealanders agreed that NZ On Air provides good quality and interesting programmes and services.

Does NZ On Air Provide Good Quality and Interesting Programmes and Services?



Base: All respondents (n=751)

Comparison of the Quality of Programmes and Services Provided by NZ On Air

The table below compares the extent to which people agreed or disagreed with whether NZ On Air provides good quality and interesting programmes and services from 2002 to 2004.

Significantly fewer people in 2004 (compared with 2003 and 2002) thought that NZ On Air provides good quality and interesting programmes and services.

Comparison of the Quality of Programmes and Services Provided by NZ On Air

	2004 %	2003 %	2002 %
Agreed	70	76	75
Neither/Nor	19	14	16
Disagreed	9	8	6
Don't know	2	2	2
Base:	751	750	751

;

Quality of Programmes and Services Provided by NZ On Air – Results of Māori Compared with Non Māori

Māori (82%) were significantly more likely than non Māori (70%) to say NZ On Air provides good quality and interesting programmes and services. This was a similar result to 2002 (80%).

Does NZ On Air Provide Good Quality and Interesting Programmes and Services?

	Māori			Non Māori
	%			%
	2004	2002	2001	2004
NZ On Air provides good quality and interesting programmes and services	82	80	63	70
Base:	254	271	271	702

5.0

Use of NZ On Air Funding

5.0 Use of NZ On Air Funding

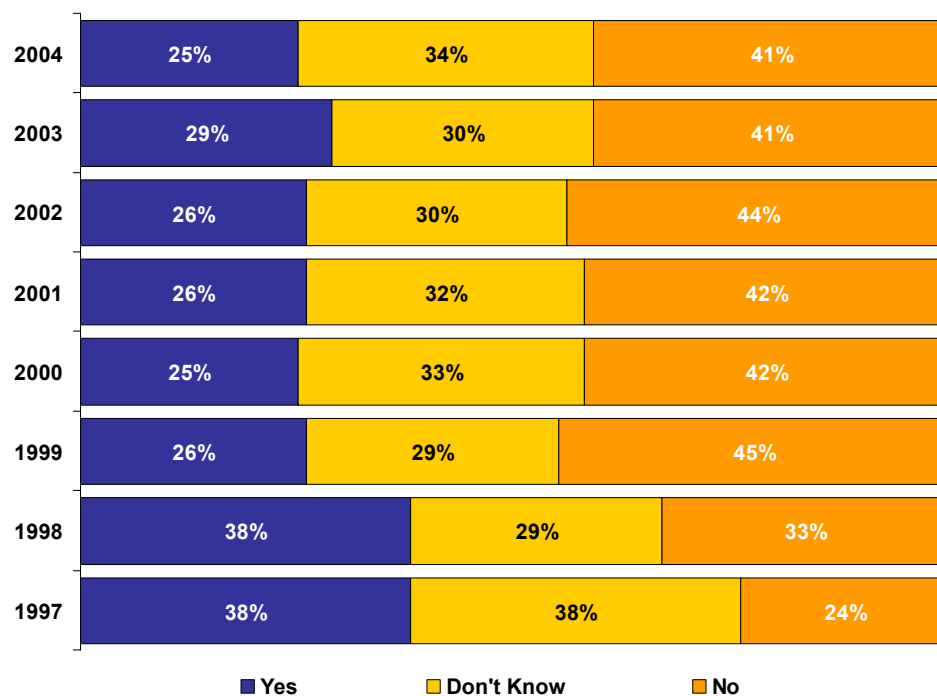
5.1 Buying Programmes Made Overseas

People were asked if they thought NZ On Air helps to buy television programmes made overseas.

One quarter of New Zealanders (25%) think NZ On Air buys television programmes made overseas. Four in ten (41%) do not think that NZ On Air buys television programmes made overseas.

These results have remained relatively stable since 1999. There were no significant differences between 2004 and 2003 or 2002.

Does NZ On Air Help to Buy TV Programmes Made Overseas?



Base: All respondents (n=751)

- Those most likely to say that NZ On Air does **not** help to buy television programmes made overseas were significantly more likely to be:
 - from the Auckland area (47%)
 - aged 18-34 years (47%) and 35-44 years (50%)
 - male (48%)
 - a young family (47%)
 - from an urban area (43%).

There were no significant differences among those most likely to say that NZ On Air does help to buy television programmes made overseas.

Buying Programmes Made Overseas - Results of Māori Compared with Non Māori

Māori (34%) were significantly less likely to consider that NZ On Air does not help buy television programmes made overseas compared with non Māori (41%).

Does NZ On Air Help to Buy TV Programmes Made Overseas?

	Māori				Non Māori
	2004	2002	2001	2000	% 2004
Yes	30	36	33	33	25
No	34	34	32	34	41
Don't know	36	31	35	33	34
Base:	254	271	271	266	702

5.2 Programmes Funded by NZ On Air

Respondents were asked to spontaneously recall the names of NZ On Air funded programmes. Those programmes which are currently **not** funded directly by NZ On Air are shown in bold.

It is important to note that changes over time may be due to what programmes were on air at the time of interviewing and may not accurately reflect changes in awareness. Interviewing was conducted in June 2004.

	2004 %	2003 %	2002 %	2001 %		2004 %	2003 %	2002 %	2001 %
Shortland Street ²	25	21	32	23	Country Calendar	3	5	7	7
News (unspecified)	14	8	11	14	Asia Down Under	3	1	2	-
What Now?	13	12	16	9	Concert Programme	3	1	1	2
Sticky TV	10	8	6	-	Serial Killers	2	-	-	-
National Radio	7	7	3	4	Sport (unspec)	2	1	-	-
Inside New Zealand	7	6	6	6	Havoc & Newsboy	2	*	1	8
20/20	7	4	4	4	Number 8 Wired	2	-	3	-
Mercy Peak	6	5	13	-	Praise Be	2	2	5	3
Mai Time	6	5	6	10	My House My Castle	2	-	-	-
NZ Idol	6	-	-	-					
Documentary NZ	5	4	9	14					
Te Karere ³	4	4	5	6					
60 Minutes	5	3	4	5					
Fair Go	5	3	3	4					
Tagata Pasifika	4	3	5	5					
Māori TV channel	4	-	-	-					
Holmes	3	3	2	4					
Good Morning	3	-	-	-					
Sunday	3	2	3	-					
The Insiders Guide To Happiness	3	-	-	-					

* Between zero and half a percent

- Zero

NB: Circles indicate where results are significantly higher. Squares indicate where results are significantly lower. Significant differences are reported only where they are evident.

A full list of programmes mentioned by one percent and less of those interviewed appears in the appendix.

² Previously funded by NZ On Air.

³ Funded by Te Mangai Paho which until 1 July 2000 was funded directly by NZ On Air.

Programmes Funded by NZ On Air – Results of Māori Compared with Non Māori

	Māori				Non Māori
	2004	2002	2001	2000	%
Shortland Street⁴	36	39	28	42	24
What Now?	19	20	11	15	13
Mai Time	17	20	25	24	6
News (unspecified)	15	16	15	19	14
Inside New Zealand	11	10	14	14	7
Sticky TV	11	8	*	*	9
Te Karere⁵	9	16	16	21	4
Māori TV channel	8	*	*	*	3
20/20	7	3	3	7	7
Marae⁵	7	6	8	16	-
The Edge	5	*	*	*	1
The Insiders Guide	5	*	*	*	4
Tagata Pasifika	5	7	11	5	4
Asia Down Under	5	-	*	8	3
Mercy Peak	4	8	*	*	6
Country Calendar	4	7	6	4	3
Documentary NZ	4	7	12	9	5
NZ Idol	4	*	*	*	6
Number 8 Wired	4	1	*	*	2
60 Minutes	4	4	4	5	5
Good Morning	4	1	3	5	3
Waka huia⁵	4	4	6	13	-
Pukana⁵	4	5	4	*	*
National Radio	3	1	3	1	7
Holmes	3	3	3	8	3
Praise Be	3	4	3	3	2
Sunday	2	*	*	*	3
Flipside	2	*	*	*	1
Squirt	2	-	1	2	1
Inside Out	2	1	2	5	1
My House My Castle	2	1	2	2	2
Concert Programme	2	*	1	-	4
Sport (unspec)	2	*	4	3	2
Fair Go	2	2	1	5	4
Mike King⁶	2	1	*	*	1
Mataku	2	*	*	*	-

* Between zero and half a percent

- Zero

NB: Circles ○ indicate where results are significantly higher between Māori and non Māori. Squares □ indicate where results are significantly lower Māori and non Māori. Significant differences are reported only where they are evident.

⁴ Previously funded by NZ On Air.⁵ Funded by Te Mangai Paho which until 1 July 2000 was funded directly by NZ On Air.⁶ NZ On Air funded "Mike King Tonight" but may not have funded other Mike King initiatives.

Awareness of Programmes Funded by NZ On Air

The ability to distinguish between NZ On Air funded programmes and other programmes in 2004 was similar to 2003, with 13 percent of people naming **only** NZ On Air funded programmes.

In 2004, significantly more people named **both** NZ On Air funded programmes and other programmes (30% compared with 25% in 2003) and named only programmes **not** funded by NZ On Air (14% compared with 9% in 2003).

Significantly fewer people in 2004 (42% compared with 51% in 2003) could not name any NZ On Air funded programmes.

Awareness of Programmes Funded by NZ On Air

	2004		2003		2002		2001		2000	
	Current Funding Only %	Total Current, Past & Partial Funding %	Current Funding Only %	Total Current, Past & Partial Funding %	Current Funding Only %	Total Current, Past & Partial Funding %	Current Funding Only %	Total Current, Past & Partial Funding %	Current Funding Only %	Total Current, Past & Partial Funding %
Named only NZ On Air funded programmes	13	24	15	28	15	34	17	28	11	25
Named both NZ On Air funded programmes and other programmes	30	27	25	16	30	20	35	30	37	33
Named only programmes not funded by NZ On Air	14	6	9	4	12	3	10	4	18	7
Could not name any NZ On Air funded programmes	42	42	51	51	42	42	38	38	35	35
Base:	751		750		751		750		750	

Awareness of Programmes Funded by NZ On Air – Results of Māori Compared with Non Māori

Māori were significantly **more** likely than non Māori to name both NZ On Air funded programmes and other programmes (41% compared to 30%) and to name only programmes *not* funded by NZ On Air (19% compared to 13%).

Māori were significantly **less** likely than non Māori to name only NZ On Air funded programmes (9% compared to 14%) and to be unable to name any NZ On Air funded programmes (32% compared to 43%).

Awareness of Programmes Funded by NZ On Air

	Māori						Non Māori	
	Current Funding Only %			Total Current, Past & Partial Funding %			Current Funding Only %	Total Current, Past & Partial Funding %
	2004	2002	2001	2004	2002	2001	2004	2004
Named only NZ On Air funded programmes	9	12	17	22	39	36	14	24
Named both NZ On Air funded programmes and other programmes	41	40	38	37	27	29	30	26
Named only programmes not funded by NZ on Air	19	17	11	9	3	-	13	6
Could not name any NZ On Air funded programmes	32	31	35	32	31	35	43	43
Base:	254	271	271	254	271	271	702	

5.3 Knowledge of Programmes Funded by NZ On Air

Respondents were asked an open-ended question about how they could tell a programme was funded by NZ On Air.

As in previous years, most people can tell if a programme is funded by NZ On Air by the logo at the end of the programme (64%). All other methods have remained relatively similar over time.

Significantly more people know a programme is funded by NZ On Air by the logo at the end of the programme in 2004 (64%) compared with 2000 (54%).

Knowledge of Programmes Funded by NZ On Air

	2004 %	2003 %	2002 %	2001 %	2000 %
NZ On Air logo at the end of the programme	64	63	66	60	54
NZ On Air logo at the beginning of the programme	11	8	8	13	8
From information in the Listener/TV Guide advertisements	5	5	4	-	-
New Zealand made	5	4	5	6	7
Told at the beginning and end of the programme	5	3	4	1	2
Quality of the programme	3	1	1	4	2
By the content	1	4	3	4	7
Stars/New Zealand actors	1	2	2	5	7
Māori/in native language	1	-	-	-	-
Word of mouth	-	1	*	2	-
There is no advertising	-	1	-	-	-
By what I read	-	1	*	3	3
National programme	-	1	-	-	-
Other	-	1	*	1	4
Don't know	16	12	13	15	16
Base: Aware of Programmes Funded by NZ On Air	435	370	455	457	485

* Between zero and half a percent

- Zero

- Those more likely to know a programme was funded by NZ On Air by the logo at the end of the programme were significantly more likely to:
 - be aged 18-34 years (74%).

Knowledge of Programmes Funded by NZ On Air – Results of Māori Compared with Non Māori

There has been an increase overtime in Māori who identify a programme funded by NZ On Air by the logo at the end of the programme (71% in 2004 compared to 53% in 2000).

There has been a significant decrease in Māori who identify a programme funded by NZ On Air by the New Zealand actors between 2004 (1%) and 2002 (5%).

Knowledge of Programmes Funded by NZ On Air

	Māori				Non Māori
	%				%
	2004	2002	2001	2000	2004
NZ On Air logo at the end of the programme	71	65	59	53	63
NZ On Air logo at the beginning of the programme	8	11	9	7	11
From information in the Listener/TV Guide advertisements	5	-	-	-	6
New Zealand made	5	6	7	10	5
Quality of the programme	3	1	2	3	3
Told at the beginning and end of the programme	2	3	2	3	5
By the content	2	3	2	6	1
Stars/New Zealand actors	1	5	6	7	1
Māori /in native language	1	-	-	-	1
Word of mouth	1	-	2	-	-
There is no advertising	1	-	-	-	-
New Zealand presenters	1	-	-	-	-
By what I read	1	1	1	1	-
Don't know	13	15	20	18	16
Base: Aware of Programmes Funded by NZ On Air	173	191	172	194	397

* Between zero and half a percent

- Zero

5.4 Opinion on the Services NZ On Air Should Fund

Respondents were asked how important they thought it was for NZ On Air to fund particular services.

Key services that people thought were important ('very important' or 'important') for NZ On Air to fund included: in-depth documentaries on television (83%), teletext subtitles on television programmes (78%), New Zealand children's programmes on television (78%), programmes for people with disabilities (76%) and New Zealand music (75%).

The following services were considered to be of lower importance for NZ On Air funding: programmes for minorities (51%), Pacific Island Radio Stations in New Zealand (51%), New Zealand comedy programmes (51%), reality or entertainment focused New Zealand documentaries (47%) and Access radio stations (46%).

Opinion of Services NZ On Air Should Fund

[illegible]

Significant differences evident among those more likely to rate a specific services as important are listed below:

- Teletext subtitles on television programmes:
 - young family (83%).
- New Zealand children's programmes on TV:
 - of "other" ethnicity (92%)
 - young family (85%).
- Programmes for people with disabilities:
 - female (79%).
- New Zealand music:
 - aged 18-34 years (84%) and 35-44 years (82%)
 - Māori (88%)
 - young single, couple, or group (85%) and young family (81%).
- Children's programmes reflecting Māori language and culture for all children:
 - Māori (88%).
- Documentaries about Māori people and Māori issues for a general audience:
 - female (64%)
 - Māori (84%)
 - residents in an urban area (63%).
- Māori radio and television in English:
 - female (65%)
 - Māori (76%)
 - from an urban area (64%).
- National radio and Concert FM:
 - aged 55 years and over (67%)
 - older couple or single (66%).
- Māori radio and television partly in Te Reo:
 - residents in a Wellington metropolitan area (61%)
 - Māori (80%)
 - young single, couple or group (61%)
 - residents in an urban area (55%).
- Programmes for ethnic minorities:
 - Māori (73%)
 - residents in an urban area (60%).
- New Zealand children's drama programmes:
 - people aged 35-44 years (66%)
 - young family (65%).
- Arts and performance programmes:
 - people aged 18-34 years (61%)
 - female (59%)
 - of "other" ethnicity (68%)
 - young family (64%).
- Drama and comedy made by and about Māori for a general audience:
 - Māori (73%).

- Pacific Island Radio Stations in New Zealand:
 - Māori (69%).
- New Zealand comedy programmes:
 - residents of the Wellington metropolitan area (61%)
 - people aged 18-34 years (60%).
- Reality or entertainment focused New Zealand documentaries:
 - Māori (67%).
- Access radio stations:
 - aged 18-34 years (52%)
 - Māori (73%).

There were no significant differences among those people who were more likely to say that it was important for NZ On Air to fund:

- in-depth documentaries on TV
- New Zealand drama on TV
- programmes for minorities.

Opinion of the Services NZ On Air Should Fund - Results of Māori Compared with Non Māori

The table overleaf shows that in 2004, Māori were significantly more likely than non Māori to rate the following services as important:

- Children's programmes reflecting Māori language and culture for all children
- Programmes for people with disabilities
- New Zealand music
- Documentaries about Māori people and Māori issues for a general audience
- Māori radio and television partly in Te Reo
- New Zealand children's programmes on TV
- Māori radio and television in English
- Drama and comedy made by and about Māori for a general audience
- Programmes for ethnic minorities
- Pacific Island Radio stations in New Zealand
- Access radio stations
- Reality or entertainment focused New Zealand documentaries
- Arts and performance programmes.

Significantly more Māori in 2004 (85%) than in 2002 (71%) said that NZ On Air should fund in-depth documentaries on television.

Opinion on Services NZ On Air Should Fund

Important to fund...	2004	Māori			Non-Māori
		%			%
		2002	2001	2000	2004
Children's programmes reflecting Māori language and culture for all children	89	86	87	90	62
Programmes for people with disabilities	87	88	93	88	75
In-depth documentaries on TV	85	71	82	89	82
New Zealand music	84	89	87	85	75
Documentaries about Māori people and Māori issues for a general audience	84	87	86	84	59
Teletext subtitles on television programmes	83	-	-	-	78
Māori radio and television partly in Te Reo	83	82	82	86	51
New Zealand children's programmes on TV	82	83	91	92	78
Television/radio reception for remote communities [▽]	-	83	86	84	-
Māori radio and television in English	82	83	83	85	60
Drama and comedy made by and about Māori for a general audience	80	74	75	75	52
Programmes for ethnic minorities	77	74	76	67	56
Pacific Island Radio Stations in New Zealand	72	73	68	-	50
New Zealand information programmes on TV [▽]	-	68	75	68	-
Reality or entertainment focussed New Zealand documentaries	63	67	68	-	46
Arts and performance programmes	63	63	61	63	55
New Zealand drama on TV	62	60	60	80	63
Access radio stations	59	59	61	60	44
Programmes for minorities	58	52	46	49	51
New Zealand children's drama programmes	57	63	71	76	57
New Zealand comedy programmes	57	60	56	62	50
National Radio and Concert FM	56	63	62	66	60
Base:	254	271	271	266	702

[▽] Was not asked in 2004

Comparison of Importance for Funding Between 2000 and 2004

The table below shows the total importance given to each of the funding statements in 2000, 2001, 2002, 2003 and 2004.

Compared with 2003 there has been a significant increase in people saying NZ On Air should fund: New Zealand arts and performance programmes (56% up from 46%), Māori radio and television in Te Reo (53% up from 46%), Pacific Island radio stations in New Zealand (51% up from 44%) and New Zealand programmes for minorities (51% up from 45%).

Compared with 2003 there has been a significant decrease in people saying NZ On Air should fund: Teletext subtitles (78% down from 83%), New Zealand children's drama programmes (57% down from 63%) and New Zealand comedy (51% down from 59%).

There has also been a general decreasing trend in the number of people who think NZ On Air should fund New Zealand music and programmes for ethnic minorities.

Comparison of Importance for Funding...

	2004 %	2003 %	2002 %	2001 %	2000 %
In-depth documentaries on TV	83	82	75	75	81
Teletext subtitles on television programmes	78	83	-	-	-
New Zealand children's programmes on TV	78	79	79	83	86
NZ programmes for people with disabilities	76	78	82	79	75
New Zealand music	75	77	79	73	72
Television and radio reception for remote communities	-	83	84	83	83
Children's programmes reflecting Māori language and culture	64	63	63	61	63
New Zealand drama on TV	62	59	54	55	74
Documentaries about Māori people and Māori issues for a general audience	61	57	63	58	54
Māori radio and television in English	61	59	62	59	59
National Radio and Concert FM	60	60	65	65	61
New Zealand children's drama programmes	57	63	60	61	66
NZ arts and performance programmes	56	46	60	47	51
NZ programmes for ethnic minorities	57	55	58	55	51
Drama and comedy made by and about Māori for a general audience	54	53	56	54	50
Māori radio and television in Te Reo	53	46	54	49	50
Pacific Island radio stations in New Zealand	51	44	49	47	-
New Zealand comedy	51	59	56	46	56
NZ programmes for minorities	51	45	52	42	44
Reality/entertainment focussed NZ documentaries	47	48	50	59	40
Access radio stations	46	48	46	44	44
Base:	751	750	751	750	750

NB: A dash indicates that the statement was not asked that year.

5.5 Use of Further Funding

People were asked to indicate spontaneously the types of programmes they would like to see funded if NZ On Air had additional funding available. Results are shown in the table below.

Documentaries are still the most preferred type of programme people would like to see funded (15%). Significantly more people spontaneously mentioned New Zealand history/geography programmes and children's programmes compared with 2003. Significantly fewer people would like to see any further funding spent on music.

Use of Further Funding

	2004 %	2003 %	2002 %	2001 %	2000 %
Documentaries/Discovery Programmes	15	17	19	20	18
New Zealand history/geography	10	3	5	5	2
Drama	9	8	7	9	9
Educational	7	5	6	6	6
Children's	7	3	5	5	8
Documentaries about NZ (including culture)	6	5	8	7	-
Sports	6	5	2	4	6
Music	5	9	5	6	7
Comedy	4	5	9	7	7
Māori language and culture	4	4	3	5	3
Arts and performance	4	4	3	4	4
Current affairs	2	3	2	1	4
New Zealand programmes	2	3	1	3	3
Ethnic minority groups	2	1	1	3	2
Real life	1	2	1	3	-
Minority sports	1	1	2	1	3
Movies	1	1	1	1	-
Local news	1	1	1	*	1
Environmental/conservation	1	1	1	*	1
Travel	1	1	*	1	1
English (UK) programmes	-	1	1	2	1
Christian programmes	-	1	*	1	-
Less advertising/commercial free station	-	1	*	1	-
Overseas movies	-	1	*	*	1
Other	10	11	12	10	11
Nothing/Don't know	23	22	28	25	33
Base:	751	750	751	750	750

* Between zero and half a percent

- Zero

Use of Further Funding - Results of Māori Compared with Non Māori

Māori were significantly more likely than non Māori to support NZ On Air funding Māori language and culture programmes (9%), and programmes for ethnic minority groups (4%) to receive funding from NZ On Air should additional funding become available.

Use of Further Funding

	Māori		Non Māori	
	2004	% 2002	2001	% 2004
Documentaries	12	14	14	15
Māori language and culture	9	11	12	3
Children's	9	4	7	7
Educational	7	6	8	7
New Zealand history/geography	6	6	4	10
Documentaries about NZ (including culture)	6	8	7	6
Music	4	4	4	5
Ethnic minority groups	4	2	3	1
Drama	3	4	5	10
Sports	5	3	5	6
Comedy	3	7	5	4
New Zealand programmes	2	1	3	2
Real life	2	2	3	1
Arts and performance	1	1	1	4
Movies	1	*	-	1
Minority sports	1	3	1	-
Christian programmes	1	-	1	-
Current affairs	-	1	-	2
English (UK) programmes	-	-	-	1
Local news	-	*	-	1
Environmental/conservation	-	1	-	6
Travel	-	*	-	-
Less advertising/commercial free station	-	1	-	-
Other ¹	15	12	4	10
Nothing/Don't know	22	29	28	22
Base:	254	271	271	702

* Between zero and half a percent

- Zero

¹ Other includes: all existing programmes, fewer repeats of programmes, fewer reality-based programmes, family viewing programmes (no swearing, no violence, no sex), fewer American programmes, nature programmes, farming/agricultural, human interest.

6.0

New Zealand Television

6.0 New Zealand Television

6.1 Perception of the Amount of New Zealand Made Programmes

Respondents were asked what percentage of programmes shown on television between 6am and midnight they thought were New Zealand made⁷.

The current level of New Zealand made programmes is 33 percent. Fourteen percent of people correctly estimated between 26 and 34 percent of programmes on television are New Zealand made. This is consistent with last year's findings.

In 2004, significantly more people underestimated the amount of local content as between zero and ten percent (29%) than in 2003 (22%).

Perception of the Amount of New Zealand Made Programmes

	2004 %	2003 %	2002 %	2001 %	2000 %
0-10 percent	29	22	20	21	21
11-15 percent	7	8	7	6	8
16-20 percent	18	14	15	16	17
21-25 percent	8	8	9	9	8
26-34 percent	14	14	13	14	13
35-50 percent	18	16	15	12	13
51-75 percent	4	3	3	5	4
76-100 percent	2	1	1	1	1
Don't know	-	14	18	16	15
Base:	751	750	751	750	750

- Those who tended to estimate a **lower** percentage of New Zealand made programmes were significantly more likely to :
 - be from the Christchurch metropolitan area (37% stating 0-10%)
 - be aged 55 years plus (38% stating 0-10%)
 - be NZ European (31% stating 0-10% and 20% stating 16-20%)
 - be an older couple or single (39% stating 0-10%)
 - be from a rural area (37% stating 0-10%).
- Those who tended to estimate a **higher** percentage of New Zealand made programmes were significantly more likely to:
 - be from the Wellington metropolitan area (26% stating 35-50%).

⁷ It should be noted that the percentage of New Zealand made programmes has changed over time. The percentage of New Zealand made programmes in 2002 was 23 percent, in 2003 (24 hour) it was 27 percent (24 hour), in 2004 it is 33 percent (6am – midnight only).

Perception of the Amount of New Zealand Made Programmes – Results of Māori Compared with Non Māori

Māori were significantly more likely than non Māori to overestimate the percentage of New Zealand made programmes on television as between 35 and 50 percent⁸ and were less likely to under-estimate the proportion as between 16 and 20 percent.

When compared to 2002, Māori were significantly more likely to over estimate the percentage of New Zealand made programmes shown on television (52% in 2004 compared with 37% in 2002). Additionally, in 2004 Māori were significantly less likely to underestimate the percentage of New Zealand made programmes shown on television (33% in 2004 compared with 46% in 2002).

Perception of the Amount of New Zealand Made Programmes

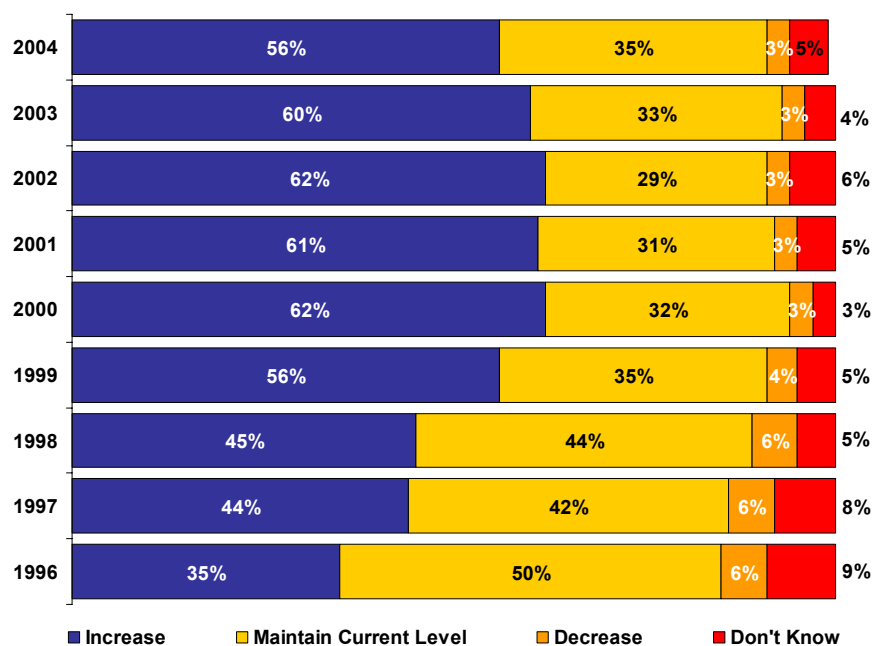
	Māori				Non Māori
	%				%
	2004	2002	2001	2000	2004
0-10 percent	28	14	24	18	30
11-15 percent	5	6	4	8	7
16-20 percent	11	12	12	11	19
21-25 percent	8	5	6	11	7
26-34 percent	16	14	11	15	14
35-50 percent	24	22	14	12	17
51-75 percent	6	7	6	5	4
76-100 percent	3	3	2	2	2
Don't know	-	18	22	18	-
Base:	254	271	271	266	702

⁸ It should be noted that the percentage of New Zealand made programmes has changed over time. The percentage of New Zealand made programmes in 2002 was 23 percent, in 2003 (24 hour) it was 27 percent (24 hour), in 2004 it is 33 percent (6am – midnight only).

6.2 Should the Amount of New Zealand Local Content on Television Increase?

Respondents were told that currently around 33⁹ percent of programmes shown on television between 6am and midnight are New Zealand made. They were then asked whether they felt this figure should increase, remain the same, or decrease.

Support for increasing the amount of New Zealand made television programmes has grown substantially from 35 percent in 1996 to 56 percent in 2004. Correspondingly, since 1997, consistently fewer people have said the current level of New Zealand made programmes should decrease. There has been no significant change from 2003 to 2004.



Base: All respondents (n=751)

- Those most likely to say that the amount of New Zealand made programmes on television should **increase** were significantly more likely to be:
 - Māori (71%).
- Those most likely to say that the amount of New Zealand made programmes on television should **stay the same** were significantly more likely to be:
 - from the Christchurch area (44%).

⁹ It should be noted that in 2003 the question informed respondents that 27% of programmes on television are New Zealand made, whereas in 2004 the question informed respondents that 33% of the programmes between 6am and midnight are New Zealand made.

Should the Amount of New Zealand Local Content on Television Increase? - Results of Māori Compared with Non Māori

Māori were significantly more likely (74%) to consider that the amount of New Zealand local content on television should increase than non Māori (55%).

Opinion of the Level of NZ Local Content

	Māori				Non Māori
	2004	2002	% 2001	2000	% 2004
Increase	74	79	73	77	55
Stay the same	20	18	21	19	36
Decrease	2	1	1	1	3
Don't know	4	3	4	2	6
Base:	254	271	271	266	702

6.3 Opinion on New Zealand's Television Local Content, Given the Local Content Levels in Other Countries

To give respondents an understanding of the levels of local programming in other countries, they were told that television local content in Australia is around 55 percent, in England it is over 75 percent, and in the United States it is over 90 percent. Given this information, people were again asked whether the amount of New Zealand made programmes should increase, stay the same or decrease.

After being told the comparative figures, significantly more people said the amount of programmes made in New Zealand should increase (64% compared with the initial response of 56%). This is a similar trend to previous years.

In 2004, after being told the comparative figures, significantly fewer people said the amount of programmes made in New Zealand should increase (64% compared with 69% in 2003). Significantly more people said the amount of programmes made in New Zealand should stay the same (31% compared with 25% in 2003).

	2004		2003		2002		2001		2000		1999	
	%		%		%		%		%		%	
	Initial Response	After Being Told	Initial Response	After Being Told	Initial Response	After Being Told	Initial Response	After Being Told	Initial Response	After Being Told	Initial Response	After Being Told
Increase	56	64	60	69	62	70	61	67	62	69	56	63
Stay the same	35	31	33	25	29	25	31	27	32	27	35	31
Decrease	3	3	3	3	3	2	3	3	3	2	4	3
Don't know	5	2	4	3	6	3	5	3	3	2	5	3
Base:	751		750		751		750		750		750	

Opinion of NZ's Television Local Content Given the Local Content Levels in Other Countries – Results of Māori Compared with Non Māori

Given the further information, Māori were again significantly more likely (83%) to consider that the amount of New Zealand local content on television should increase than non Māori (62%).

Opinion (with further information) of the Level of NZ Local Content

	Māori				Non Māori
	2004	2002	2001	2000	2004
Increase	83	80	80	83	62
Stay the same	14	16	15	14	32
Decrease	2	1	2	2	3
Don't know	2	4	3	2	2
Base:	254	271	271	266	702

6.4 Compulsory Screening of New Zealand Made Programmes – in Total and by Genre

Respondents were asked whether they thought free to air television channels like TV1, TV2, TV3, TV4 and Prime should be made to screen a set amount of New Zealand made television programmes from a list of programme genres. The table below shows the results.

Please note that in previous years people were asked whether free to air TV should screen a **minimum** amount, as opposed to a **set** amount as was asked in 2003 and this year. Possibly, as a result of the change in the question, more people said that free to air channels should be made to screen a set amount of **all** genres in 2003 and 2004 compared with 2000 to 2002.

Significantly more people in 2004, than in 2003, said that free to air television should be made to screen a set amount of New Zealand made special interest programmes.

Free to Air TV Should Be Made to Screen A Set Amount of... - Yes-

	2004 %	2003 %	2002 %	2001 %	2000 %
New Zealand made documentaries	89	87	74	76	76
New Zealand made children and young persons programmes	86	84	75	75	78
New Zealand made programmes	85	82	71	72	74
New Zealand made special interest programmes	85	81	71	72	72
New Zealand made drama programmes^	77	73	66	69	70
New Zealand made arts and performance programmes	76	73	64	64	66
New Zealand made comedy programmes^	72	71	66	69	70
Base:	751	750	751	750	750

^ Comedy and drama were combined in previous years. Results from 2002 to 2000 (shown in bold) are combined results.

Significant differences evident among those preferring specific programme genres are listed below:

- Those most likely to say free to air channels should be made to screen a minimum amount of New Zealand made documentaries were:
 - female (92%).
- Those most likely to say free to air channels should be made to screen a minimum amount of New Zealand made children and young persons programmes were:
 - residents in the Auckland provincial area (93%)
 - female (89%).
- Those most likely to say free to air channels should be made to screen a minimum amount of New Zealand made programmes were:
 - people aged 18-34 years (89%)
 - people of “other” ethnicity (93%).
- Those most likely to say free to air channels should be made to screen a minimum amount of New Zealand made special interest programmes were:
 - female (88%).
- Those most likely to say free to air channels should be made to screen a minimum amount of New Zealand made drama programmes were:
 - female (81%).
- Those most likely to say free to air channels should be made to screen a minimum amount of New Zealand made arts and performance programmes were:
 - female (79%)
 - Māori (90%).
- Those most likely to say free to air channels should be made to screen a minimum amount of New Zealand made comedy programmes were:
 - residents in the Auckland Metropolitan area (77%)
 - Māori (92%).

Compulsory Screening of New Zealand Made Programmes - Results of Māori Compared with Non Māori

Māori were significantly more likely than non Māori to agree that free to air television channels like TV1, TV2, TV3, TV4 and Prime should be made to screen a set amount of New Zealand programmes from all of the given list of programme genres.

Since 2001, there has been an increasing trend for Māori to consider that free to air television channels like TV1, TV2, TV3, TV4 and Prime should be made to screen a set amount of New Zealand programmes from all of the given list of programme genres.

In 2004, Māori were significantly more likely than in 2002 to agree that free to air television channels like TV1, TV2, TV3, TV4 and Prime should be made to screen a set amount of New Zealand programmes from the following programme genres:

- New Zealand made documentaries (94% in 2004 compared with 86% in 2002)
- New Zealand made children and young persons programmes (93% in 2004 compared with 86% in 2002)
- New Zealand made programmes (93% in 2004 compared with 85% in 2002)
- New Zealand made special interest programmes (91% in 2004 compared with 83% in 2002)
- New Zealand made arts and performance programmes (88% in 2004 compared with 77 in 2002)
- New Zealand made comedy programmes (87% in 2004 compared with 78% in 2002).

	Māori				Non Māori
	%				%
	2004	2002	2001	2000	2004
New Zealand made documentaries	94	86	85	81	89
New Zealand made children and young persons programmes	93	86	81	83	86
New Zealand made programmes	93	85	81	81	84
New Zealand made special interest programmes	91	83	79	82	85
New Zealand made arts and performance programmes	88	77	75	78	75
New Zealand made drama programmes^	85	78	78	79	77
New Zealand made comedy programmes^	87	78	78	79	70
Base:	254	221	221	266	702

^ Comedy and drama were combined in previous years. Results from 2002 to 2000 (shown in bold) are combined results.

6.5 Compulsory Screening of New Zealand Made Programmes Given the Expense

Respondents were told that it is more expensive for TV channels to buy never seen before New Zealand programmes than to buy ready made overseas programmes. They were then asked again whether free to air channels should be made to screen a certain amount of New Zealand made programmes. The table below shows the results.

Over four fifths of people said free to air channels should be made to screen a certain amount of New Zealand made programmes (85%). When told of the relative expense, there was a small but significant decrease in the number of respondents who said free to air channels should be made to screen a certain amount of New Zealand made programmes (80%). This is a trend consistent with previous years.

In 2004, after being told of the comparative figures, significantly more people said that free to air channels should be made to screen a certain amount of New Zealand made programmes (80% in 2004 compared with 76% in 2003).

	2004		2003		2002		2001		2000	
	Initial Response %	Given the Expense %	Initial Response %	Given the Expense %	Initial Response %	Given the Expense %	Initial Response %	Given the Expense %	Initial Response %	Given the Expense %
Yes	85	80	81	76	71	74	72	72	74	71
No	12	15	15	18	25	22	24	22	23	24
Don't know	3	5	3	7	4	5	4	6	3	5
Base:	751		750		751		750		750	

- Those most likely to **agree** that free to air channels should be made to screen a certain amount of New Zealand made programmes after hearing of the expense were significantly more likely to be:
 - an older couple or single person (84%).
- Those most likely to **disagree** that free to air channels should be made to screen a certain amount of New Zealand made programmes after hearing of the expense were significantly more likely to:
 - be male (19%)
 - be a young single, couple or group (21%).

Compulsory Screening of New Zealand Programmes Given the Expense – Results of Māori Compared with Non Māori

Significantly fewer Māori said that there should be compulsory screening of New Zealand programmes given the expense (93% initial response compared with 86% given the expense). Similarly, significantly fewer non Māori said that there should be compulsory screening of New Zealand programmes given the expense (84% initial response compared with 79% given the expense).

Significantly more Māori (86%) than non Māori (79%) said there should be compulsory screening of New Zealand programmes given the expense.

	Māori						Non Māori	
	Initial Response %			Given the Expense %			Initial Response %	Given the Expense %
	2004	2002	2001	2004	2002	2001	2004	2004
Yes	93	85	81	86	85	84	84	79
No	5	16	16	10	9	11	13	16
Don't know	2	3	3	4	6	6	3	6
Base:	254	271	271	254	271	271	702	702

7.0

Television Viewing and Radio Listening Behaviour

7.0 Television Viewing and Radio Listening Behaviour

7.1 New Zealand Music on the Radio

Respondents were asked whether over the last twelve months the amount of New Zealand music being played on the radio has increased, stayed the same, or decreased.

Almost two thirds of people surveyed think the amount of New Zealand music being played on the radio has increased (63%). This is a significant increase from both 2003 (57%) and 2002 (55%).

NZ Music On the Radio

	2004 %	2003 %	2002 %
Increased	63	57	55
Stayed about the same	13	17	16
Decreased	3	5	4
Don't know	23	21	25
Base:	751	750	751

New Zealand Music on the Radio- Results of Māori Compared with Non Māori

Significantly more Māori (67%) than non Māori (60%) believe that the amount of New Zealand music on the radio has increased over the last 12 months.

NZ Music On the Radio

	Māori %		Non Māori %
	2004	2002	2004
Increased	67	63	60
Stayed about the same	16	15	13
Decreased	6	5	3
Don't know	11	17	24
Base:	254	271	702

7.2 Opinions About New Zealand Music on the Radio

Respondents were asked to state on a scale of one to five how important they thought it was that radio stations are **encouraged** to play more New Zealand music and that more New Zealand music **is played** on the radio. The table below shows their responses.

Seventy percent of respondents think it is important for radio stations to be encouraged to play more New Zealand music, this was not a significant increase from 2003. As was found in 2003, a similar proportion of people also think it important for more New Zealand music to be played on the radio (66%).

	Very Important %			Important %			Total Important %			Neutral %			Quite Unimportant %			Very Unimportant %			Don't Know %		
	2004	2003	2002	2004	2003	2002	2004	2003	2002	2004	2003	2002	2004	2003	2002	2004	2003	2002	2004	2003	2002
Radio stations are encouraged to play more NZ music	42	39	42	28	27	23	70	66	65	16	19	20	5	6	5	5	6	5	3	4	5
More NZ music is played on the radio	40	39	39	26	27	24	66	66	63	20	19	20	4	5	4	5	6	6	5	5	7
Base:	751	750	750	751	750	750	751	750	750	751	750	750	751	750	750	751	750	750	751	750	750

- Those who said it is important that radio stations are encouraged to play more New Zealand music were significantly more likely to be:
 - aged 18-34 years (77%) and 35-44 years (79%)
 - Maori (86%)
 - a young single, couple or group (77%).
- Those who said it is important that more New Zealand music is played on the radio were significantly more likely to:
 - be aged 18-34 years (76%)
 - be a young single, couple or group (75%).
- Those who said it was unimportant that more New Zealand music is played on the radio were significantly more likely to be:
 - male (11%).

Opinions About New Zealand Music on the Radio - Results of Māori Compared with Non Māori

Māori were significantly more likely than non Māori to think it important for radio stations to be encouraged to play more New Zealand music (85% compared with 69%). Māori were also significantly more likely to think it important for more New Zealand music to be played on the radio (81% compared with 66%).

Opinions of New Zealand Music Played on the Radio

	Māori % 2004		Non Māori % 2004	
	Important	Not Important	Important	Not Important
Radio stations are encouraged to play more NZ music	85	2	69	11
More NZ music is played on the radio	81	4	66	9
Base	254		702	

7.3 Radio and Television Programmes Regularly Listened to or Watched

Respondents were read a list of radio and television programmes and services in rotated order and asked if anyone in their household **regularly** listens to, or watches any of them. The results are in the table over the page.

New Zealand television documentaries continue to be the most popularly watched programmes among New Zealand households (90%). There has been a significant increase in the number of people who listen to or watch New Zealand television arts and performance programmes such as NZ Idol and Front Seat (60% in 2004 compared with 50% in 2003).

There has been a significant decrease in a number of programmes and services listened to or watched by New Zealanders in 2004 from 2003. In particular, fewer people are listening to or watching:

- Drama programmes (58% in 2004 compared with 64% in 2003).
- Comedy programmes (54% in 2004 compared with 63% in 2003).
- Children's programmes (47% in 2004 compared with 56% in 2003).
- Māori radio stations and television programmes in English (35% in 2004 compared with 41% in 2003).
- Concert FM (32% in 2004 compared with 38% in 2003).
- New Zealand music programmes on commercial radio stations (28% in 2004 compared with 33% in 2003).
- Television programmes with teletext subtitles (25% in 2004 compared with 36% in 2003).
- Access radio stations (20% in 2004 compared with 25% in 2003).

Radio and Television Programmes Regularly Watched/ Listened To

	2004 %	2003 %	2002 %	2001 %	2000 %
New Zealand documentary programmes on TV made with the help of NZ On Air, (like Inside New Zealand or Documentary New Zealand) ¹⁰	90	91	89	92	87
New Zealand special interest programmes on TV made with the help of NZ On Air, like "Young Farmer of the Year", "Queer Nation" and "Inside Out"	66	62	48	39	32
New Zealand arts and performance programmes on TV made with the help of NZ On Air, (-such as NZ Idol and Front Seat) ⁵	60	50	38	30	56
New Zealand drama programmes on TV made with the help of NZ On Air, (-such as Mercy Peak and The Insiders Guide to Happiness) ⁵	58	64	54	47	61
New Zealand comedy programmes on TV made with the help of NZ On Air, (-such as Serial Killers and Havoc Presents Quality Time) ⁵	54	63	56	46	49
New Zealand children's programmes on TV made with the help of NZ On Air, (-such as What Now? and Sticky TV) ⁵	47	56	46	49	50
National Radio	45	49	36	40	36
NZ On Air funded music videos which screen on TV programmes like "Squeeze" and "C4"	41	45	38	42	41
Māori radio stations and TV programmes in English	35	41	27	-	-
Concert FM, which is the radio station that plays classical music	32	38	29	30	32
New Zealand Music programmes on commercial radio stations like "Keeping it Kiwi" and "New Zealand Music Revolution"	28	33	21	21	19
Television programmes with teletext subtitles. These are written words on the screen so people who have difficulty hearing can understand the programmes.	25	36	26	26	23
Māori radio stations and TV programmes in Te Reo like "Waka Huia", "Marae" and "Te Karere"	21	25	18	20	21
Student radio stations playing New Zealand music which are broadcast from university campuses	21	24	15	14	17
Access radio stations	20	25	11	14	14
Pacific Island radio stations like Samoan Capital Radio in Wellington or Radio 531 PI in Auckland	13	16	8	10	8
Base:	751	750	751	750	750

¹⁰ Programme names only used as prompts where necessary.

Significant differences evident among those (or those with other members of the household) more likely to regularly listen to and watch particular programmes are as follows:

- New Zealand documentary programmes on TV made with the help of NZ On Air (like Inside NZ or Documentary New Zealand):
 - residents in the Auckland provincial region (95%)
 - mature family (94%).
- New Zealand special interest programmes on TV made with the help of NZ On Air, like “Young Farmer of the year”, “Queer Nation” or “Inside Out”:
 - aged 55 years and over (80%)
 - residents in the Christchurch provincial region (76%)
 - European (68%)
 - older couple or single (75%).
- New Zealand arts and performance programmes on TV made with the help of NZ On Air (- such as NZ Idol and Front Seat):
 - people aged 18-34 years (70%)
 - female (65%)
 - Māori (84%) and of “other” ethnicity (72%)
 - young family (70%).
- New Zealand comedy programmes on TV made with the help of NZ On Air (such as Serial Killers and Havoc Presents Quality Time):
 - aged 18-34 years (62%).
- New Zealand children’s programmes on TV made with the help of NZ On Air (such as What Now? and Sticky TV):
 - people aged 18-34 years (60%) and 35-44 years (68%)
 - Māori (78%) and of “other” ethnicity (63%)
 - young family (81%).
- National Radio:
 - residents in the Wellington metropolitan area (61%)
 - people aged 55 years and over (57%)
 - male (50%)
 - older couple or single (54%).
- NZ On Air funded music videos which screen on TV programmes like “Squeeze” and “C4”:
 - residents in the Auckland metropolitan area (47%)
 - people aged 18-34 years (70%)
 - male (48%)
 - Māori (71%)
 - young single, couple, or group (65%) and young family (51%)
 - urban dwellers (45%).
- Maori radio stations and TV Programmes in English:
 - Māori (80%).

- Concert FM, which is the radio station that plays classical music:
 - people aged 55 years and over (42%)
 - of “other” ethnicity (43%)
 - older couple or single (39%).
- NZ Music programmes on commercial radio stations like “Keeping It Kiwi” and “New Zealand Music Revolution”:
 - people aged 18-34 years (36%)
 - male (34%)
 - young family (34%).
- Television programmes with teletext subtitles. These are written words on the screen so people who have difficulty hearing can understand the programmes:
 - people aged 18-34 years (30%).
- Maori radio stations and TV Programmes in Te Reo like “Waka Huia”, “Marae” and “Te Karere”:
 - Māori (78%).
- Student radio stations playing New Zealand music which are broadcast from university campuses:
 - residents in the Auckland metropolitan area (29%)
 - people aged 18-34 years (31%)
 - male (26%)
 - young single, couple, or group (37%)
 - urban dwellers (24%).
- Access radio stations:
 - people aged 18-34 years (25%).
- Pacific Island radio stations like Samoa Capital Radio in Wellington or Radio 531PI in Auckland:
 - people who lived in urban areas (15%).

There were no significant differences among those people (or those with other members of the household) who were more likely to regularly listen to and watch:

- New Zealand drama programmes on TV made with the help of NZ On Air (such as Mercy Peak and The Insiders Guide to Happiness):

Radio and Television Programmes Regularly Listened To or Watched - Results of Māori Compared with Non Māori

Māori were significantly more likely than non Māori to say that people in their household listen to or watch documentary programmes, arts and performance programmes, Māori radio stations and television programmes in English, children's programmes, Māori radio stations and television programmes in Te Reo, music videos, television programmes with teletext subtitles, Pacific Island radio stations and Access radio stations.

Significantly more Māori in 2004 (compared with 2002) said people in their household listen to or watch arts and performance programmes, children's programmes, special interest programmes, National radio and Pacific Island radio stations, Access radio stations and student radio stations.

Radio and Television Programmes Regularly Listened To or Watched

	Māori			Non Māori
	2004	2002	2001	2004
New Zealand documentary programmes on TV made with the help of NZ On Air, (like Inside New Zealand and Documentary New Zealand) ¹¹	93	96	93	89
New Zealand arts and performance programmes on TV made with the help of NZ On Air, (-such as NZ Idol and Front Seat) ⁶	81	42	45	59
Māori radio stations and TV programmes in English	79	75	-	32
New Zealand children's programmes on TV made with the help of NZ On Air, (-such as What Now? and Sticky TV) ⁶	74	70	72	45
Māori radio stations and TV programmes in Te Reo like "Waka Huia", "Marae" and "Te Karere"	73	74	71	17
New Zealand special interest programmes on TV made with the help of NZ On Air, like "Young Farmer of the Year", "Queer Nation" and "Inside Out"	65	55	48	66
NZ On Air funded music videos which screen on TV programmes like "Squeeze" and "C4"	61	56	64	39
New Zealand drama programmes on TV made with the help of NZ On Air, (-such as Mercy Peak and The Insiders Guide to Happiness) ⁶	60	63	60	57
New Zealand comedy programmes on TV made with the help of NZ On Air, (-such as Serial Killers and Havoc Presents Quality Time) ⁶	57	59	61	53
Television programmes with teletext subtitles. These are written words on the screen so people who have difficulty hearing can understand the programmes.	40	33	36	24
National Radio	34	26	30	45
New Zealand Music programmes on commercial radio stations like "Keeping it Kiwi" and "New Zealand Music Revolution"	32	30	28	27
Base:	254	271	271	702

⁶ Programme names only used as prompts where necessary

Radio and Television Programmes Regularly Listened To or Watched (Continued)

	Māori			Non Māori
	2004	% 2002	2001	% 2004
Pacific Island radio stations like Samoan Capital Radio in Wellington or Radio 531 PI in Auckland	30	21	21	12
Access radio stations	26	18	25	19
Concert FM, which is the radio station that plays classical music	26	25	25	32
Student radio stations which is music broadcast from university campuses	24	17	17	20
New Zealand information programmes on TV made with the help of NZ On Air such as Family Confidential	-	46	-	-
Base:	254	271	271	702

7.4 NZ On Air Programme Viewing Behaviour

Respondents were asked which of a list of programmes, made with the help of NZ On Air, they had watched. Those who had watched the programme were asked whether they enjoyed the programme.

The most highly watched programmes in 2004 were Country Calendar (74%) and NZ Idol (73%). The most highly enjoyed programmes in 2004 were The Colour of War: The ANZACS (84%) and Country Calendar (80%).

NZ On Air Programmes Watched/ Enjoyed 2004

	Watched %	Enjoyed (Like 1-2) %
Country Calendar	74	80
NZ Idol	73	56
The Colour of War: The ANZACS	59	84
Coke New Releases	52	68
Eating Media Lunch	50	57
Mike King Tonight	51	64
Number 8 Wired	47	56
Top of the Pops	47	59
Asia Down Under	45	54
The Strip	42	53
Flipside	42	60
Tagata Pasifika	40	60
Coromandel Med	38	72
Mai Time	38	50
Firefighters	36	66
Havoc Presents Quality Time	31	47
Serial Killers	31	59
The Insiders Guide to Happiness	31	53
Quarter Acre Dream	31	59
Squirt	31	40
Māori Sports Awards	26	75
Big Night In	25	55
Edwards at Large	25	54
Korero Time	19	52
Party Animals	19	49
Westfield Style Pasifika	18	57
Trial by Ordeal	16	54
Home Truths	16	43
The Filth Files	14	60

NZ On Air Programmes Watched/ Enjoyed 2004 (Continued)

	Watched %	Enjoyed (Like 1-2) %
Summer Camp USA	11	39
Give it a Whirl	11	53
Animation Station	11	53
Frontseat	11	49
The Dress Up Box	9	48
Hard Out	8	48
Freaky	6	41
Haunting Douglas	5	62
Ihifrenzy	5	69
Hum	5	51
Skin and Bone	5	58
Good Hands: Lima Lelei	4	57
Secret Agent Men	3	39

NZ On Air Programme Viewing Behaviour - Results of Māori Compared with Non Māori

- The viewing behaviour of Māori is quite different from non Māori with Māori being significantly more likely to watch:

- Mai Time	- Tagata Pasifika
- The Strip	- Asia Down Under
- Number 8 Wired	- Korero Time
- Havoc Presents Quality Time	- The Insiders Guide to Happiness
- Mike King Tonight	- Flipside
- Hard Out	- Secret Agent Men
- Home Truths	- Summer Camp USA
- Trial by Ordeal	- Quarter Acre Dream
- Squirt	- Party Animals
- The Dress Up Box	- Animation Station
- NZ Idol	- Coke new Releases
- Eating Media Lunch	- Front Seat
- Westfield Style Pasifika	- The Filth Files
- Top of the Pops	- Māori Sports Awards
- Good Hands: Lima Lelei	- Freaky.

- Non Māori were significantly more likely to watch:

- Edwards at Large.

- Enjoyment of most of these programmes, however, was relatively similar although Māori were significantly more likely to enjoy:

- Mai Time	- Tagata Pasifika
- Asia Down Under	- Korero time
- Summer Camp USA	- Give it a Whirl
- Quarter Acre Dream	- Edwards at Large
- NZ Idol	- Coke New Releases
- Westfield Style Pasifika	- Top of the Pops
- Māori Sports Awards	- Good Hands: Lima Lelei.

- Non Māori were significantly more likely to enjoy:

- Country Calendar	- Haunting Douglas
- Big Night In	- Ihifrenzy
- Hum.	

NZ On Air Programmes Watched/ Enjoyed 2004 – Results of Māori Compared with Non Māori

	Māori		Non Māori	
	Watched %	Enjoyed (Like 1-2) %	Watched %	Enjoyed (Like 1-2) %
NZ Idol	92	66	71	55
Mai Time	88	78	34	46
Country Calendar	78	73	74	80
Tagata Pasifika	75	76	38	57
Mike King Tonight	73	69	49	64
Top of the Pops	72	68	45	58
Flipside	71	64	39	58
Māori Sports Awards	66	83	22	75
No 8 Wired	65	53	45	56
Asia Down Under	61	68	45	54
Korero Time	58	77	17	45
The Colour of War – The ANZACS	54	82	59	85
Coke New Releases	54	80	29	65
Squirt	53	45	29	41
The Strip	53	50	40	54
Eating Media Lunch	52	53	36	57
The Insiders Guide to Happiness	45	51	29	53
Quarter Acre Dream	43	69	30	60
Havoc Presents Quality Time	42	53	30	47
Coromandel Med	35	73	38	72
Westfield Style Pasifika	35	63	17	55
Firefighters	31	71	36	67
Party Animals	28	53	18	47
Serial Killers	27	54	31	59
Home Truths	26	45	15	44
Big Night In	26	49	25	57
The Filth Files	24	57	12	61

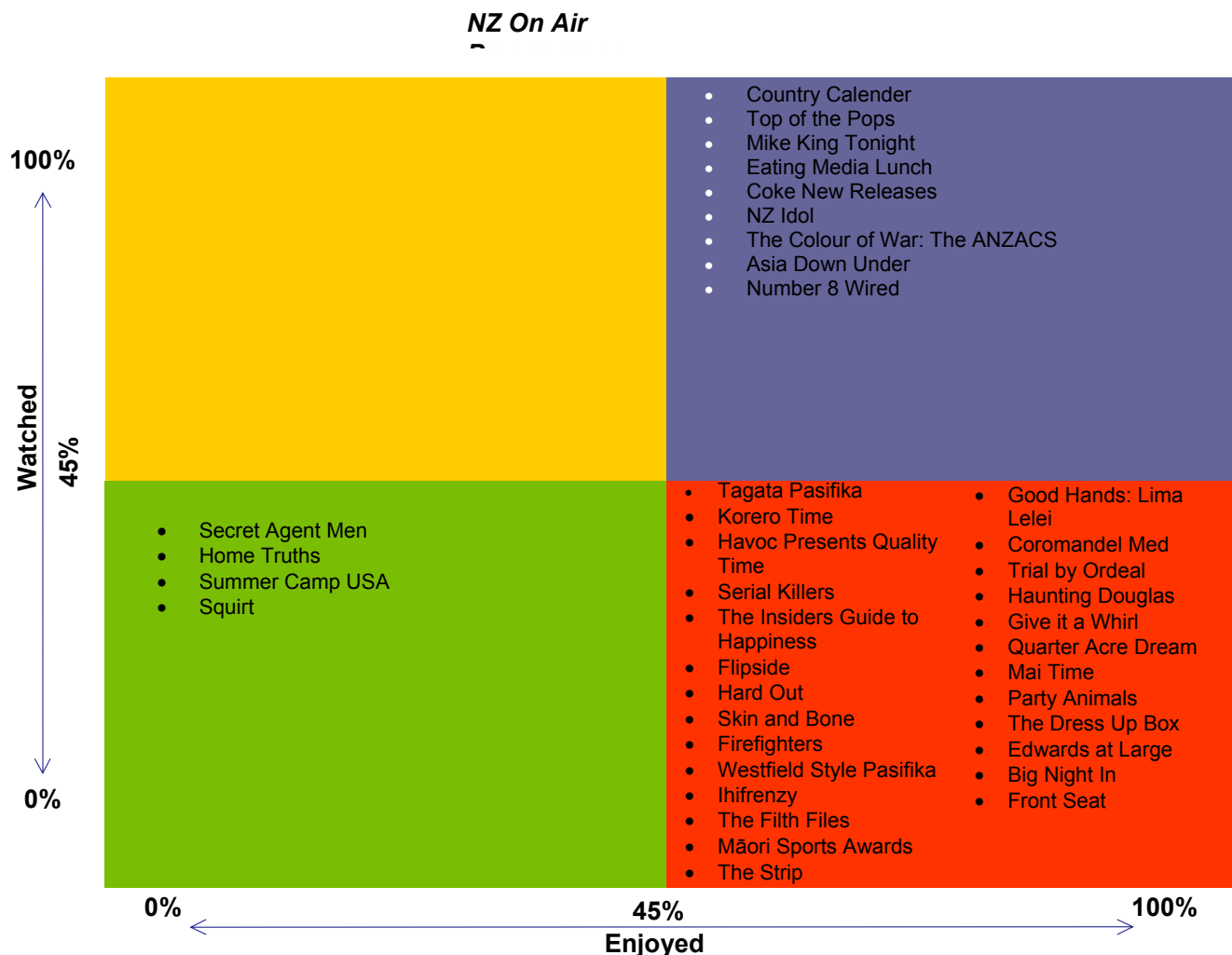
NZ On Air Programmes Watched/ Enjoyed 2004 Cont'd

	Māori		Non Māori	
	Watched %	Enjoyed (Like 1-2) %	Watched %	Enjoyed (Like 1-2) %
Trial By Ordeal	23	62	15	55
Animation Station	22	49	11	53
Summer Camp USA	20	52	10	38
Edwards at Large	20	64	26	53
Hard Out	17	47	7	47
Front Seat	16	51	10	48
The Dress Up Box	15	42	8	48
Secret Agent Man	15	39	9	41
Freaky	14	40	5	42
Good Hands Lima Lelei	9	61	3	53
Give it a Whirl	9	67	11	53
Hum	7	37	4	59
Skin and Bone	6	56	5	59
Ihifrenzy	6	36	5	70
Haunting Douglas	4	55	5	63
Base:	254		702	

Analysis of Popularity of Enjoyment

In the chart below, each programme has been plotted on the basis of how many people watched and how many enjoyed it. Programmes in the top right quadrant had been watched by a large number of people and had a high level of enjoyment. Those in the bottom right had been watched by fewer people but still enjoyed, while those in the bottom left quadrant had been watched and enjoyed by fewer people.

Nine programmes made it into the top quadrant (i.e. being highly watched and highly enjoyed) in 2004. This is one less than in 2003.



Points to consider regarding viewing behaviour and enjoyment:

- Viewers were asked which programmes they had ever watched, not which they view regularly.
- Long running programmes (e.g. Tagata Pasifika) have had more opportunity to be viewed by respondents than newer programmes.
- Respondents reported viewing behaviour and enjoyment levels may not correspond to the ratings data.

8.0

Māori Television Channel

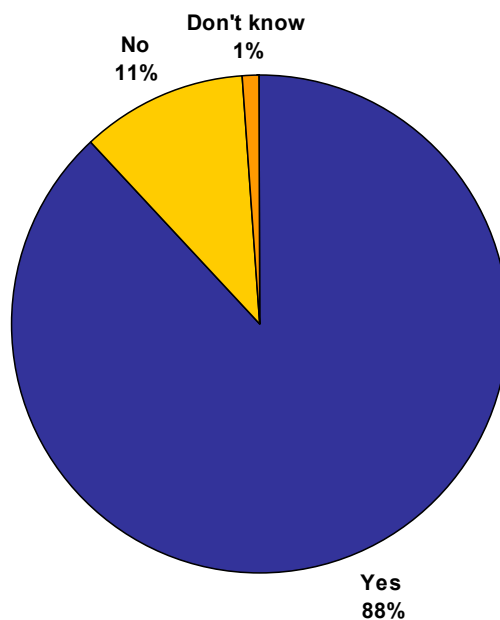
8.0 Māori Television Channel

8.1 Awareness of Māori Television Channel

Respondents were asked if they were aware of the Māori television channel.

As can be seen in the graph below, almost nine out of ten New Zealanders (88%) were aware of the Māori television channel.

Aware of the Māori Television Channel?



Base: n= 751

- Those **aware** of the Māori television channel were significantly more likely to be:
 - aged 55 plus years (92%)
 - male (92%)
 - NZ European (90%)
 - an older couple or single (91%).
- Those **unaware** of the Māori television channel were significantly more likely to be:
 - Female (14%)
 - a young family 19%).

Comparison of Awareness of Māori Television Channel Between 2003 and 2004 (General Population)

The table below compares awareness of the new Māori television channel in 2004 and the plans for the new Māori television channel in 2003. Significantly more people in 2004 were aware of the Māori television channel than were aware of the plans for the Māori television channel in 2003.

Comparison of Awareness Between 2003 and 2004

	Aware of New Māori TV Channel % 2004	Aware of Plans for Māori TV Channel % 2003
Yes	88	71
No	11	28
Don't know	1	1
Base:	751	750

Awareness of Māori Television Channel - Results of Māori Compared with Non Māori

Māori were significantly more likely than non Māori to be aware of the new Māori television channel (94% compared with 87%).¹²

Awareness of Māori Television Channel

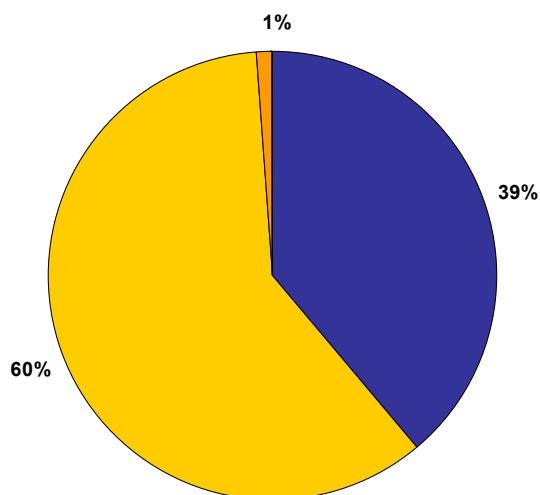
	Māori % 2004	Non Māori % 2004
Yes	94	87
No	5	12
Don't know	0	1
Base:	254	702

¹² Please note a comparison with 2003 is not made as a Māori sample was not obtained in 2003.

8.2 Māori Television Viewing Behaviour

Respondents aware of the Māori television channel (n=660) were then asked if they had ever watched the channel. Two in five people (39%) of the total sample have watched the Māori television channel.

Have Watched the New Māori Television Channel



Base: n= 751

- Those who had watched the Māori television channel were significantly more likely to be:
 - from an Auckland Metropolitan area (51%)
 - aged 18-34 years (53%)
 - Māori (89%)
 - a young family (52%).
- Those who had **not** watched the Māori television channel were significantly more likely to be:
 - from Christchurch area (72%)
 - aged 55 years plus (64%)
 - NZ European (60%)
 - an older couple or single (61%).

Comparison of likelihood to watch the Māori television channel in 2003 with actual viewing behaviour 2004

In 2003, all respondents were asked to rate on a five-point scale, from very likely to very unlikely, how likely it would be that they would watch programmes broadcast on the Māori channel when it went to air. In 2004, those aware of the Māori television channel were asked if they had ever watched the channel. The table below compares these results. However, due to the different ways the questions were asked in 2003 and 2004, comparisons should be made with caution.

Significantly more people in 2004 have watched the Māori television channel than those who originally (in 2003) said they would be likely (either very or quite likely) to watch.

Comparison of Likelihood to Watch in 2003 and Actual Viewing Behaviour in 2004 – Māori Television Channel

	Actual Viewing Behaviour % 2004	Total Likely to % 2003
Yes	39	24
Neither/nor	-	21
No	60	54
Don't know	1	2
Base:	751	750

Māori Television Viewing Behaviour - Results of Māori Compared with Non Māori

Māori were significantly more likely to have watched the Māori television channel than non Māori (83% compared with 42%).

Māori Television Viewing Behaviour

	Māori % 2004	Non Māori % 2004
Yes	83	42
No	17	58
Don't know	-	1
Base:	240	614

8.3 Frequency of Viewing

People who had said that they had watched the Māori television channel were asked to indicate how many hours, over a week, they spend watching the channel. The results are shown in the table below.

Over half of people who said they had watched the Māori television channel watched it for less than one hour per week.

Frequency of Viewing Over a Week

	2004 %
Less than 1 hour	54
From 1 hour up to 2 hours	19
From 2 hours up to 5 hours	10
From 5 hours up to 10 hours	5
10 hours or more	4
Don't know	8
Base:	296

Frequency of Viewing – Results of Māori compared with Non Māori

As indicated in the table below, Māori were significantly more likely to have watched the new Māori television channel for longer viewing periods than non Māori.

Frequency of Viewing Over a Week

	Māori	Non Māori
	%	%
	2004	2004
Less than 1 hour	20	59
From 1 hour up to 2 hours	23	19
From 2 hours up to 5 hours	23	8
From 5 hours up to 10 hours	15	4
10 hours or more	18	2
Don't know	3	9
Base:	200	255

8.4 Reasons for Not Watching the Māori Television Channel

People who said they had not watched the Māori television channel were asked to give their reasons.

The main reasons offered for not watching the channel were 'not interested' (31%) or 'can't find the channel' (30%), or because they 'do not speak Māori' (19%).

Reasons for Not Watching the Māori Television Channel

	2004 %
Not interested	31
Can't find channel	30
Do not speak Māori	19
Haven't got around to it	9
Unable to receive signal	8
Do not have time	6
Don't know	3
Do not have television	1
I disagree with it	1
No subtitles	1
Base:	360

Reasons for Not Watching the Māori Television Channel – Results of Māori compared with Non Māori

The main reasons for not watching the channel among Māori respondents were because they 'can't find the channel' (53%), 'unable to receive a signal' (18%).

Māori were significantly more likely (53%) than non Māori (29%) to state that they can't find the channel as a reason for not watching the Māori television channel.

Reasons for Not Watching the Māori Television Channel

	Māori	Non Māori
	%	%
	2004	2004
Can't find the channel	53	29
Unable to receive signal	18	8
Do not speak Māori	8	20
Not interested	8	32
Do not have a television	5	1
Do not have time	5	6
Haven't got around to it	5	9
Don't know	3	3
Base:	40	355

8.5 Satisfaction with Māori Television

Respondents who had watched the Māori television channel were asked to rate their satisfaction with the channel. Just under half of those who watched the Māori television channel (47%) were satisfied with it.

The main reasons offered for satisfaction with the Māori television channel were 'programme content' (12%), 'teaches Māori culture' (6%), 'it is enjoyable' (6%) and 'it's a good quality production' (6%). A full list of reasons for satisfaction ratings is contained in Appendix Three.

Satisfaction with Māori Television Channel

	2004 %
Very satisfied	21
Satisfied	27
<i>Total Satisfied</i>	<i>47</i>
Neither satisfied nor unsatisfied	27
Unsatisfied	7
Very unsatisfied	6
<i>Total unsatisfied</i>	<i>14</i>
Don't know	12
Base:	296

- Those who were **satisfied** with the Māori television channel were significantly more likely to be:
 - from the Wellington metropolitan area
 - Māori.

9.0 TVNZ Charter

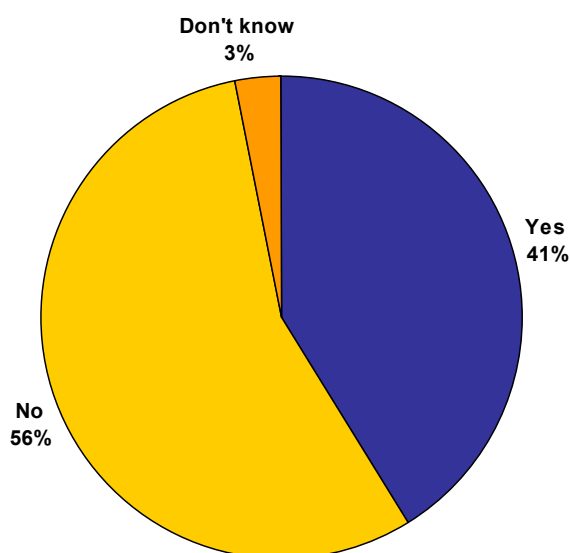
9.0 TVNZ Charter

9.1 Awareness of TVNZ Charter

Respondents were asked if they were aware that Television New Zealand (TVNZ) has a charter that guides its business and choice of programming.

As shown in the graph below, just over two fifths of people (41%) were aware of the charter. Over half (56%) said they had never heard of the charter.

Aware of the TVNZ Charter?



Base: n= 751

Those **aware** of the TVNZ charter were significantly more likely to:

- be aged 55 years plus (47%)
- be male (46%)
- be NZ European (46%).

Those **unaware** of the TVNZ charter were significantly more likely to:

- be from the Auckland area (65%)
- be aged 18-34 years (66%)
- be female (60%)
- be Maori (76%)
- be of 'other' ethnicity (71%).

Comparison of Awareness of the TVNZ Charter Between 2001 and 2004

The table below compares awareness of the Television New Zealand charter between 2001 and 2004. Fewer people in 2004 (41%) were aware of the Television New Zealand charter than in 2003 (45%), however, this is not a significant decrease.

Please note, in 2001 people were asked if they were aware the Government had designed a new charter for Television New Zealand to guide its business and choice of programming, before the charter was imposed. In 2003 and 2004, people were asked if they were aware of the charter currently in force.

Comparison of Awareness Between 2001 and 2003

	2004 %	2003 %	2001 %
Aware	41	45	37
Not Aware	56	53	60
Don't know	3	2	3
Base:	751	750	750

Awareness of the TVNZ Charter – Results of Māori compared with Non Māori

Māori (24%) were significantly less likely to be aware of the TVNZ charter than non Māori (42%).

Awareness of TVNZ Charter

	Māori % 2004	Non Māori % 2004
Aware	24	42
Not Aware	75	55
Don't know	1	3
Base:	254	702

9.2 Impact of the TVNZ Charter

Respondents aware of the charter were read a list of possible changes that may have occurred as a result of the charter and asked whether or not they felt the change **has** occurred. The results are shown in the table below.

As shown in the table below, over three quarters of those people aware of the charter agreed that it has led to 'more programmes reflecting the diversity of New Zealand' (78%), 'more local programming overall' (77%) and 'more programmes that include Māori elements' (77%). Three in five people consider that it has led to 'more in depth news and current affairs coverage' (61%) and 'better quality local programming overall' (61%).

Those surveyed in 2004 were significantly more likely to agree that six out of the 11 changes outlined in the table below have occurred as a result of the TVNZ charter than in 2003.

Changes in Television as a Result of the TVNZ Charter?

	2004 % Yes	2003 % Yes
More programmes reflecting the diversity of New Zealand	78	59
More local programming overall	77	58
More programmes that include Māori elements	77	54
More in depth news and current affairs coverage	61	50
Better quality local programming overall	61	49
Better time slots for special interest programmes	54	36
More arts programming	51	46
Better television overall	46	40
Television is more enjoyable	39	36
More high quality international programming	39	32
Fewer adverts	20	15
Base: Aware of Charter and felt change had occurred	309	273

- Those people who agreed with many of the statements regarding change as a result of the TVNZ charter were significantly more likely to:
 - be aged 18-34 years of age.

Impact of the TVNZ Charter - Results of Māori Compared with Non Māori

Māori were significantly more likely than non Māori to say that the following changes had occurred as a result of the charter:

- More in depth news and current affairs coverage.
- Better quality local programming overall.
- Better television overall.
- Television is more enjoyable.
- More high quality international programming.

Changes in Television as a Result of the TVNZ Charter

	Māori % 2004	Non Māori % 2004
More programmes reflecting the diversity of New Zealand	75	79
More local programming overall	80	77
More programmes that include Māori elements	80	77
More in depth news and current affairs coverage	75	61
Better quality local programming overall	75	60
Better television overall	72	45
Television is more enjoyable	65	38
Better time slots for special interest programmes	63	54
More high quality international programming	62	38
More arts programming	55	52
Fewer adverts	30	20
Base: Aware of Charter	60	298

Actual Versus Preferred Changes in Television as a Result of the TVNZ Charter

In addition to being asked about the possible changes that may have occurred as a result of the charter, those people aware of the charter were also asked to identify from a list of possible changes what they would **like to** have changed as a result of the charter.

The table below compares the perceived actual impact of the charter on television in 2004 and what people would **like to** have changed in 2004.

For most possible changes suggested, significantly more people said they would like these to occur than those who believed these changes actually have occurred. Conversely, significantly more people said the charter has resulted in 'more programmes that include Māori elements' than they would like (77% actual compared with 49% would **like to** have changed).

Actual Versus Preferred Changes in Television as a Result of the TVNZ Charter

	Actual change 2004 %	Preferred change 2004 %
More programmes reflecting the diversity of New Zealand	78	77
More local programming overall	77	74
More programmes that include Māori elements	77	49
More in depth news and current affairs coverage	61	73
Better quality local programming overall	61	91
Better time slots for special interest programmes	54	72
More arts programming	51	52
Better television overall	46	91
Television is more enjoyable	39	85
More high quality international programming	39	83
Fewer adverts	20	86
Base: Aware of Charter	309	309

Appendix

Appendix One: Sample Profile

	2004 %	2003 %	2002 %	2001 %	2000 %	1999 %
Gender						
Male	39	37	38	37	37	40
Female	61	63	64	63	63	60
Age						
18-24 years	13	11	9	9	9	10
25-34 years	18	18	21	20	22	20
35-44 years	20	23	23	24	24	28
45-54 years	19	18	17	21	20	16
55-64 years	15	15	14	12	13	14
65+ years	15	14	15	14	12	13
Refused	-	*	*	*	*	1
Ethnicity						
New Zealand European	80	78	81	79	82	80
Māori	7	8	8	8	8	6
Pacific Islander	4	4	3	4	3	2
Other	10	10	8	9	7	12
Employment Status						
Employed full time	53	53	53	49	51	51
Employed part time	15	13	15	17	17	11
Retired	15	16	17	18	15	19
Home maker	6	5	6	7	8	8
Student	6	7	5	6	6	6
Unemployed	4	4	3	3	3	4
Don't know/refused	1	1	1	*	2	1
Highest Education Level						
School	48	45	49	49	52	48
Technical	14	18	17	15	17	16
University	36	34	31	31	28	29
Other	-	-	*	2	1	4
Refused	1	2	3	-	1	3
Household Structure						
Young - single/couple/group flatting	19	19	17	16	16	19
Young family	30	32	35	34	33	31
Mature family	19	18	18	20	21	18
Older couple/single	31	29	30	29	29	31
Refused	-	1	1	-	1	1
Base:	751	750	751	750	750	750

Sample Profile continued

	2004 %	2003 %	2002 %	2001 %	2000 %	1999 %
Area						
Whangarei	2	2	2	2	2	2
Auckland	32	37	37	37	37	37
Hamilton	6	6	6	6	6	6
Tauranga	4	4	4	4	4	4
Rotorua	2	2	2	2	2	2
Gisborne	1	1	1	1	1	1
Napier	2	2	2	2	2	2
Hastings	2	2	2	2	2	2
New Plymouth	2	2	2	2	2	2
Wanganui	2	2	2	2	2	2
Palmerston North	3	3	3	3	3	3
Wellington	15	14	14	14	14	14
Nelson	2	2	2	2	2	2
Christchurch	15	14	14	14	13	14
West Coast	-	-	-	-	1	-
Dunedin	5	5	5	5	5	5
Invercargill	2	2	2	2	2	2
Area Status						
Urban	66	72	74	71	70	71
Secondary	9	8	7	7	6	7
Minor urban	13	10	9	12	12	12
Rural	12	11	10	11	12	10
Household Income						
Less than \$15,000	8	7	8	7	8	14
\$15,001 – \$25,000	9	12	10	9	11	12
\$25,001 – \$35,000	11	11	12	13	12	11
\$35,001 – \$45,000	11	14	10	12	14	13
\$45,001 – \$55,000	10	10	7	9	11	8
\$55,001 – \$70,000	13	9	11	10	9	9
\$70,001 – \$85,000	6	5	6	6	6	4
\$85,001 +	15	12	12	12	11	10
Don't know/Refused	8	20	24	22	20	19
Base:	751	750	751	750	750	750

Appendix Two: Spontaneous Recall of NZ On Air Programmes - from page 38
(Programmes Mentioned by One Percent and Less)

- Flipside
- Suzy Cato
- Bumble Bee
- Inside Out
- Havoc Presents Quality Time
- Eating Media Lunch
- Waka Huia
- The Colour of War: The ANZACS
- Marae
- Squeeze
- The Edge
- Headliners
- Access Radio
- Queer Nation
- Squirt
- Studio 2
- Party Animal
- Mataku
- Pulp Comedy
- The Zoo
- Mike King
- Target
- Juice TV
- Gone Fishing
- You and Me
- Front Line
- Agenda
- Face to Face
- Night Line
- The Breakfast Show
- Jackson's Wharf
- National Anthem
- Korero Mai
- SPCA Animal Hospital
- Game of Two Halves
- Sports Night
- Tuesday Documentary
- Assignment
- Mucking In
- Ground Force
- Close Up
- NZ Wars
- Kai Time
- Duggan
- Location Location Location

Appendix Three: Reason for Satisfaction Rating of Māori Television Channel

	% 2004
Don't understand the language	14
Programme content	12
Doesn't appeal/not interested	7
Not all programmes have subtitles	7
Teaches Māori culture	6
It's very enjoyable	6
Good quality production	6
Māori's have their own TV station	5
Only on air for a limited time	5
Help to learn the language	5
Intelligent/very educational	4
There is always room for improvement	3
Stories relate to people we know	1
Too much talk/boring	1
The language is of New Zealand	1
Because I'm not Māori	1
Well presented	1
Enjoy the music	1
I am a Māori	1
Some programmes not suitable for non- Māori people	1
Love Māori culture/everything Māori	1
New/exciting/different	1
Don't know	17
Base:	206

Reason for Satisfaction Rating – Results of Māori compared with Non Māori

Reason for Satisfaction Rating With Māori Television Channel

	Māori % 2004	Non Māori % 2004
Programme content	21	11
Help to learn the language	14	4
Teaches Māori culture	9	6
Only on air for a limited time	9	5
It's very enjoyable	8	5
Good quality production	5	7
There is always room for improvement	5	3
I am a Māori	5	*
Doesn't appeal/not interested	4	7
Not all programmes have subtitles	4	8
Intelligent/very educational	3	3
Programmes old/outdated	3	0
Love Māori culture/everything Māori	2	-
Māori's have their own TV station	2	6
Don't understand the language	2	16
Not just for the Māori people	2	*
Speak and understand Māori	2	*
Able to relate to it	2	*
Stories relate to people we know	1	-
Too much advertising	1	*
The language is of New Zealand	1	1
Because I'm not Māori	1	1
Well presented	1	1
Enjoy the music	1	1
New/exciting/different	1	1
No swearing/nudity/vulgarity/violence	1	*
Diverse/suitable for all ages	1	*
Not enough cross section of different iwis	1	*

Reason for Satisfaction Rating With Māori Television Channel (Continued)

	Māori % 2004	Non Māori % 2004
Presenters not fluent in language	1	*
Like the presenters	1	-
Good coverage	1	*
Some programmes not suitable for non- Māori people	*	1
Too much talk/boring	*	1
Don't know	10	18
Base:	189	221

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