

NZ On Air Public Information and Opinion Monitor

Prepared for:



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July 2002

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Appendix

1.0 Executive Summary

NFO New Zealand has conducted the NZ On Air public information and opinion monitor annually since 1992. From 1999 all reference to the Broadcasting Fee was removed from the survey. This year new questions were added to the survey to measure the prompted awareness of NZ On Air advertising and message outtake; the awareness of, use of and views on NZ On Air's website; views on whether Maori and Pacific culture are reflected in television and radio; and the awareness and use of local television channels. Additionally, for the first time in 2002, a booster sample of Pacific Peoples was used to compare Pacific Peoples' responses with those of non Pacific Peoples.

Telephone interviews were conducted with n=751 randomly selected people from throughout New Zealand. An additional n=205 interviews were conducted with Maori living in households selected from the electoral roll, while n=220 interviews were conducted with Pacific Peoples selected from the panel of potential Lifestyle and Opinions survey respondents and through networking.

The following summary of results focuses on the main sample n=751 to allow comparability with previous years. Following this are results that compare all Maori respondents (booster and main sample) with non Maori from the main sample, and results that compare all Pacific Peoples respondents (booster and main sample) with non Pacific Peoples from the main sample.

1.1 Main Sample

Awareness of NZ On Air

- Prompted awareness of NZ On Air has been at over 90 percent since 1993. In this survey, 95 percent of people interviewed had heard of NZ On Air. This has remained relatively unchanged from the previous four surveys.
- Understanding of the functions of NZ On Air was high, with close to 90 percent of those aware of NZ On Air able to describe at least one function. The best known NZ On Air function was funding of New Zealand made programmes (29%).
- The number of people who identified collecting the Broadcasting Fee as a function of NZ On Air has declined in recent years from 21 percent in 1998 to two percent in 2002.
- Similar to previous years 43 percent of people were aware that NZ On Air is not part of TVNZ. Also essentially unchanged from previous years, 40 percent said NZ On Air is part of TVNZ and 17 percent were unsure.
- In a new question, two fifths of people were aware that NZ On Air is not part of Radio New Zealand (44%), and 17 percent were unsure.
- When asked if NZ On Air provides good quality, interesting programmes and services, three quarters agreed with this (75%), up from 63 percent in 2001.

Use of NZ On Air Funding

- As in previous years, nearly everyone was aware, with prompting, that NZ On Air funds New Zealand made television programmes (90%).
- Similar to last year, over three quarters of people were aware of the following NZ On Air functions:
 - the promotion of New Zealand culture and identity (81%)
 - the promotion of Maori language and culture on television and radio (77%).
- Two functions that had significantly lesser recognition this year were:
 - to provide a wider range of New Zealand television programmes (from 83% in 2001 to 77% in 2002)
 - to fund National Radio and Concert FM (from 59% in 2001 to 53% in 2002).
- Two functions in particular had significantly more recognition this year:
 - to promote New Zealand music (from 62% in 2001 to 68% in 2002).
 - to archive broadcasting material and historic programmes (from 52% in 2001 to 59% in 2002).
- Similar to 2001, a quarter of the people surveyed (26%) said NZ On Air helps to buy TV programmes made overseas.

Attitudes Towards NZ On Air and Local Content

- Positive attitudes towards NZ On Air and local content have increased since 2001. Significant increases in agreement levels have occurred in the following areas:
 - Without NZ On Air New Zealand drama, documentary and children's programmes would disappear (from 71% in 2001 to 78% in 2002)
 - NZ On Air provides programmes and activities that are important to New Zealanders (from 72% in 2001 to 77% in 2002)
 - Seeing ourselves on television and hearing our stories helps to develop our cultural identity (from 72% in 2001 to 77% in 2002)
 - Without NZ On Air a lot of writing, production and acting talent would disappear (from 69% in 2001 to 74% in 2002)
 - NZ On Air does provide programmes and activities that I enjoy (from 63% in 2001 to 70% in 2002).
- Similar to last year, around half of people agreed that:
 - it is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet (50%)
 - without NZ On Air National Radio and Concert FM would disappear (57%).
- Less than one in five (18%) people agreed that NZ On Air supports only programmes and activities that **do not** interest them. Fifty-nine percent disagreed with this.

Uses of NZ On Air Funding

- A little over 80 percent of people think it is important for NZ On Air to fund:
 - TV and radio reception for remote communities (84%)
 - programmes for people with disabilities (82%).
- Slightly less than half of people think it is important for NZ On Air to fund:
 - Pacific Island radio stations in NZ (47%)
 - Access radio stations (46%).
- Since 2001, there have been significant increases in people saying it is important for NZ On Air to fund the following services:
 - New Zealand music (from 73% in 2001 to 79% in 2002)
 - documentaries about Maori people and Maori issues (from 58% in 2001 to 63% in 2002)
 - arts and performance programmes (from 47% in 2001 to 60% in 2002)
 - New Zealand comedy programmes (from 46% in 2001 to 56% in 2002).
- Since 2001, there have been significant decreases in people saying it is important for NZ On Air to fund in the following services:
 - New Zealand children's programmes on TV (from 83% in 2001 to 79% in 2002)
 - New Zealand information programmes on TV (from 65% in 2001 to 57% in 2002)
 - reality/entertainment focussed New Zealand documentaries (from 59% in 2001 to 50% in 2002.)
- Programmes spontaneously mentioned as uses for additional funds included documentaries (19%), comedy (9%), and documentaries about NZ (8%).

Media and Advertising

- More people read the TV Guide (37%) than the Listener (23%).
- One out of seven who read the Listener and/or TV Guide recalled seeing the full page New Zealand On Air advertisement in these publications (14%).
- The two most common responses about the message of the NZ On Air advertisement were 'what NZ On Air funds' (15%), and 'the role of NZ On Air to promote Maori language and culture' (11%).

NZ On Air's Website

- Over half of people use the Internet (58%).
- A quarter of people who use the Internet were aware of the NZ On Air website (25%).
- One in seven people who knew NZ On Air has a website had used the website (14%).
- The most common information sought on the NZ On Air website was applying for NZ On Air television funding (27%), applying for NZ On Air music funding (13%), and information about what TV programmes have received funding (13%).
- The majority of people who had used the NZ On Air website thought it was easy to read the information on the website (80%).

New Zealand Television

- When asked what percentage of programmes screened on free-to-air television are New Zealand made, 27 percent of people gave an estimate of between zero and 15 percent. This figure is the same as last year. As in 2001, thirty two percent overestimated the amount of New Zealand made programmes on television, saying it is over 25 percent (31% said this in 2000, while 21% said this in 1999).
- Support for more local content on television has steadily grown from 35 percent in 1996 to 62 percent in 2002. Only three percent felt the current level should be decreased.
- More people supported an increase (from 62% to 70%) after they were told that local content is much higher in Australia, the UK and the USA compared to New Zealand.
- Support for compulsory screening across the genre was reasonably high – nearly two thirds for each. There were no significant changes from 2001. Support was highest for New Zealand made children and young persons' programmes (75%) and New Zealand made documentaries (74%).
- When told of the relative expense of New Zealand made programmes (compared to ready-made overseas ones) support for the compulsory screening of New Zealand made programmes rose from 71 percent to 74 percent.
- Nearly two-thirds of people thought that it is important for radio stations to be encouraged to play more New Zealand music (65%) and that it is important for more New Zealand music to be played on the radio (63%).

Recognition of NZ On Air Programmes

- People were most likely to name Shortland Street (32%, up from 23% in 2001), and What Now? (16%) as NZ On Air funded programmes.
- Similarly to the 2001 result, fifteen percent only mentioned programmes that are NZ On Air funded.
- There was a significant decrease in the percentage of those who named both NZ On Air funded programmes and other programmes (from 35% in 2001 to 30% in 2002).
- Forty-two percent of people could not name any NZ On Air funded programmes.
- As in previous years, the main way people identify a programme as funded by NZ On Air is by the NZ On Air logo at the end of the programme (66%).

Television Viewing and Radio Listening Behaviour

- Support for NZ On Air funded television programmes is moderate with most genre regularly watched by 40 to 50 percent of people.
- Highest ranking were NZ On Air funded documentaries which are regularly watched by nine out of ten people (89%).
- Fewer people reported regularly listening to radio. The most popular NZ On Air funded stations were National Radio (36%) and Concert FM (29%) while Access Radio (11%) and Pacific Island Radio (8%) were least popular.
- Just under one fifth of people (18%) reported listening to Maori radio stations or watching television programmes in Te Reo. Among those who did not watch Maori language television programmes, half (48%) said they would be more likely to do so if there were subtitles.
- Documentary NZ (90%) Inside NZ (90%) were the NZ On Air programmes most likely to have been watched out of the selection given. Country Calendar (78%), Money Doctor (60%) and Park Rangers (50%) had also been watched by at least half of those surveyed. Least likely to have been watched were Gather Round (3%) and Love Bites (9%).
- Most enjoyed of the selection were Documentary NZ (90%), Inside NZ (89%), Country Calendar (80%), Park Rangers (78%) and Captains Log (76%). Around two thirds of people enjoyed Royal Tour of New Zealand, TV3 Great Comedy Debate, Scarfies, and Life and Times of Te Tutu. At the lowest end of the scale was Love Bites (37%).
- Almost half said they would be more likely to watch Maori programmes in Te Reo if they had English subtitles (48%).
- Over one third of people (37%) subscribe to Pay TV.

Local Television Channels

- One third of people said their area has a local television channel (34%).
- Two-fifths of those who had local television in their area watched programmes on their local channel (43%).
- Of those who watched programmes on their local television channel, 28 percent watched two or three times a week and 21 percent watched everyday for an hour or more.
- The most popular programmes on local television channels were news and current affairs (21%), sports (12%), and hobbies and pastimes (8%).

Culture

- Over two-thirds of people thought it was important for Maori culture to be reflected in New Zealand television and radio programming (71%).
- Just over a quarter of people thought Maori culture is well reflected in New Zealand television programming (28%) and New Zealand radio programming (28%).
- Nearly three-quarters of people thought it was important for Pacific culture to be reflected in New Zealand television and radio programming (72%).
- One out of seven people thought Pacific culture is well reflected in New Zealand television programming (14%) and New Zealand radio programming (13%).
- Over half thought there were enough New Zealand television and radio programmes reflecting religious and spiritual themes (58%).

1.2 Maori Compared to Non Maori Results

Awareness of NZ On Air

- Prompted awareness of NZ On Air was high amongst both Maori (94%) and non Maori (95%). However, awareness of NZ On Air functions was lower amongst Maori, who were significantly less likely to know the functions of NZ On Air (31%) than non Maori (16%).
- Maori were significantly more likely to say that NZ On Air is part of TVNZ (59%) than non Maori (39%).
- Maori were significantly more likely to say that NZ On Air is part of Radio New Zealand (45%) than non Maori (37%). Correspondingly, Maori were significantly less likely to be unsure of whether NZ On Air is part of Radio New Zealand.

Use of NZ On Air Funding

Knowledge of NZ On Air's functions differed between Maori and non Maori.

- Maori were significantly more likely to say that NZ On Air:
 - promotes New Zealand music (76%, compared to 68%)
 - helps fund radio stations for the Pacific Island Community in New Zealand (49% compared to 40%)
 - provides Teletext subtitling on some TV programmes (53%, compared to 44%)
 - helps provide TV and radio reception to remote communities (49%, compared to 39%)
 - helps fund Access radio stations (43%, compared to 36%).
- Maori were significantly more likely to believe that NZ On Air helps to buy TV programmes made overseas (36%) than non Maori (25%).

Attitudes Towards NZ On Air and Local Content

- Maori were significantly more likely to agree that:
 - seeing ourselves on TV and hearing our stories and songs helps to develop our cultural identity (87%, compared to 76%)
 - NZ On Air provides programmes and activities that are important to New Zealanders (83%, compared to 76%)
 - without NZ On Air, National Radio and Concert FM programmes would disappear (64%, compared to 56%)
 - it is important that NZ made programmes are shown on new broadcasting systems (61%, compared to 49%).
- Maori were also significantly more likely to subscribe to Pay TV (45%) than non Maori (36%).

Uses of NZ On Air Funding

- At least 80 percent of Maori agreed it was important for NZ On Air to fund the services shown in the table below.
- Maori gave significantly higher importance ratings than non Maori for a number of these NZ On Air services (as shown by the circles in the table below).

	Important	
	Maori %	Non Maori %
New Zealand music	89	79
Programmes for people with disabilities	88	81
Documentaries about Maori people and Maori issues for a general audience	87	61
Children's programmes reflecting Maori language and culture for all children	86	61
New Zealand children's programmes on TV	83	79
Television and radio reception for remote communities	83	85
Maori radio and TV in English	83	60
Maori radio and TV partly in Te Reo	82	50
Base:	271	684

- Of least importance to both Maori and non Maori were programmes for minorities.
- Without prompting, Maori were significantly less likely to rate documentaries (14%, compared to 20%) as the best use of additional funding. However, Maori were significantly more likely to rate Maori language and culture programmes (11%, compared to 2%) as important services for any additional funding.

Media and Advertising

- Maori were significantly less likely to read the Listener magazine (17%) than non Maori (23%).
- There were no significant differences in readership of the TV Guide between Maori (37%) and non Maori (37%).

- Maori who read the Listener and/or TV Guide were significantly more likely to recall seeing the full page NZ On Air advertisement in these publications (19%) than non Maori (13%).
- The two most common responses given by Maori for the message of the NZ On Air advertisement were 'what NZ On Air funds' (18%), and 'NZ On Air funded programmes are good' (14%).

NZ On Air's Website

- Maori were significantly less likely to use the Internet (49%) than non Maori (58%).
- Of those who used the Internet, Maori were significantly more likely to be aware of the NZ On Air website (36%) than non Maori (24%).
- One in six Maori who were aware of the NZ On Air website had used the website (15%), compared to 12 percent of non Maori.
- The most common information sought by Maori on the NZ On Air website was 'applying for NZ On Air music funding, including guidelines' (14%), 'NZ On Air research' (14%), and 'information on Maori broadcasting' (14%).

New Zealand Television

- Maori were less likely to accurately pick the level of New Zealand made programmes shown on free-to-air television than non Maori.
- Over three-quarters of Maori (79%) thought the amount of New Zealand made programmes should increase. Among non Maori, this figure was significantly lower at 60 percent.
- Maori were significantly more likely than non Maori to support the minimum screening of New Zealand made programmes across all genre.
- On learning of the relative expense of New Zealand made programmes compared to ready-made programmes bought overseas, 85 percent of Maori compared to 72 percent of non Maori still felt that a certain amount of New Zealand made programmes should be screened.
- Over three quarters of Maori thought that it is important for radio stations to be encouraged to play more New Zealand music (77%), compared to 64% non Maori, and that it is important for more New Zealand music to be played on the radio (77%), compared to 62% non Maori.

NZ On Air Programmes

- NZ On Air funded documentaries were watched regularly by 96 percent of Maori, compared to 89 percent of non Maori. The top four NZ On Air funded genre watched regularly by Maori and non Maori are shown below.

NZ On Air Programmes Regularly Watched/Listened to

Maori		Non Maori	
Documentaries	96%	Documentaries	89%
Maori radio stations & TV programmes in English	75%	Comedy programmes	56%
Maori radio stations & TV programmes in Te Reo	74%	Drama programmes	53%
Children's programmes	70%	New Zealand special interest Programmes	47%

- Least popular with both Maori and non Maori were student radio (17% and 14%) and Pacific Island radio stations (21% and 7%). For ten of the services named, Maori were significantly more likely than non Maori to say they regularly listened, watched, or used them.
- English subtitles on Maori programmes in Te Reo would encourage 51 percent of Maori to watch amongst those who currently do not. This figure was 48 percent amongst non Maori. Since 2001, there has been a 13 percent decrease in Maori who say they would watch these programmes if they had English subtitles.
- The most widely watched NZ On Air funded programmes from the selection given were:

Maori			Non Maori		
	Ever Watched %	Enjoyed %		Ever Watched %	Enjoyed %
Inside NZ	94	95	Inside NZ	90	88
Documentary NZ	90	95	Documentary NZ	89	90
Country Calendar	77	75	Country Calendar	79	81
Mai Time	75	80	Money Doctor	61	60
Tagata Pasifika	72	70	Park Rangers	51	79

Local Television

- Maori were significantly less likely to say their area has a local television channel (24%) than non Maori (34%).
- As with non Maori, Maori were most likely to watch news and current affairs on their local television channel.
- Maori mainly watched their local television channels or channels once or twice a month (20%) or every day for an hour or so (17%). Maori were significantly less likely to watch their television channel two or three times a week (14%) than non Maori (29%).

Culture

- Maori were significantly more likely to think it is important for Maori culture to be reflected in New Zealand television and radio programming (90%) than non Maori (69%).
- There were no significant differences between Maori and non Maori in how well they thought Maori culture is reflected in current New Zealand television programming, with just under a third saying that Maori culture is well reflected.
- Maori were significantly more likely to think that Maori culture is well reflected in current radio programming (29%) than non Maori (21%).
- Maori were significantly more likely to think that it is important for Pacific Peoples' culture to be reflected in New Zealand television and radio programming (83%) than non Maori (71%).
- There were no significant differences between Maori and non Maori in the opinion of how well Pacific culture is reflected in current New Zealand television and radio programming, with approximately one out of six people saying Pacific culture is well reflected.
- Half of Maori thought there were enough programmes reflecting religious and spiritual themes.

1.3 Trends in Maori Results - 2002 Compared to 2001

Overall there has been little change in the attitudes and opinions of Maori since the previous survey. The only changes of note in this year's survey are as follows.

- There was a significant increase in those who were unable to name any NZ On Air functions without prompting, (from 22% in 2001 to 31% in 2002).
- There was a significant increase in those who, with prompting, said that a function of NZ On Air was to:
 - promote New Zealand music, (from 63% in 2001 to 76% in 2002)
 - provide Teletext subtitling on some programmes, (from 44% in 2001 to 53% in 2002).
- There was a significant increase in those who agreed that:
 - without NZ On Air, New Zealand drama, documentary and children's programmes would disappear, (from 75% in 2001 to 82% in 2002)
 - NZ On Air does provide programmes and activities that I enjoy, (from 65% in 2001 to 79% in 2002).
- When asked to name NZ On Air funded television programmes, this year significantly more Maori (17%) were able to name only NZ On Air programmes than in 2001 (11%).
- In 2002, Maori were significantly less likely to underestimate the percentage of New Zealand made programmes shown on television (from 28% in 2001 to 20%). Instead, they were significantly more likely to overestimate the percentage of New Zealand programmes shown on television (from 26% in 2001 to 36% in 2002).
- This year slightly more Maori wanted an increase in the amount of New Zealand made programmes (from 73% in 2001 to 79% this year).
- Since 2001, there has been a 13 percent decrease in those who say they would watch programmes in Te Reo if they had English subtitles (from 71% in 2001 to 58%) in 2002.

1.4 Pacific Peoples Compared to Non Pacific Peoples Results

Awareness of NZ On Air

- Prompted awareness of NZ On Air was significantly lower amongst Pacific Peoples (88%) than non Pacific Peoples (95%).
- Awareness of NZ On Air functions was lower amongst Pacific Peoples. Twenty nine percent of Pacific Peoples were unable to spontaneously name any NZ On Air functions, compared to 17 percent of non Pacific Peoples.
- Pacific Peoples were significantly more likely to think that NZ On Air is part of TVNZ than non Pacific Peoples (65%, compared to 40%).
- Pacific Peoples were significantly more likely to think NZ On Air is part of Radio New Zealand (51%) than non Pacific Peoples (38%).

Use of NZ On Air Funding

Knowledge of NZ On Air's functions differed between Pacific Peoples and non Pacific Peoples.

- Pacific Peoples were significantly more likely to say that NZ On Air:
 - promotes New Zealand music (79%, compared to 68%)
 - helps fund radio stations for the Pacific Island Community in New Zealand (61%, compared to 40%)
 - provides Teletext subtitling on some TV programmes (53%, compared to 44%)
 - helps provide TV and radio reception to remote communities (53%, compared to 39%).
- Nearly two-fifths of Pacific Peoples believe that NZ On Air helps to buy TV programmes made overseas (39%), compared to over a quarter of non Pacific Peoples (26%).

Attitudes Towards NZ On Air and Local Content

- Pacific Peoples were significantly more likely than non Pacific Peoples to agree that NZ On Air only supports programmes and activities that do not interest them than non Pacific Peoples (23%, compared to 17%).
- Pacific Peoples were significantly more likely to disagree that without NZ On Air New Zealand drama, documentary and children's programmes would disappear (12%) than non Pacific Peoples (7%).
- There were no significant differences between Pacific Peoples and non Pacific Peoples in subscribing to Pay TV.

Uses of NZ On Air Funding

- At least 80 percent of Pacific Peoples agreed it was important for NZ On Air to fund the services shown in the table below.

	Important	
	Pacific Peoples %	Non Pacific Peoples %
Programmes for ethnic minorities	90	57
New Zealand music	87	79
Pacific Island Radio Stations in New Zealand	86	47
Programmes for people with disabilities	86	82
New Zealand children's programmes on TV	86	79
Children's programmes reflecting Maori language and culture for all children	81	63
Base:	271	684

- Pacific People gave significantly higher importance ratings than non Pacific Peoples for a number of NZ On Air's services (as shown in the table above).
- Of least importance to Pacific Peoples was New Zealand drama on television (52%).
- Without prompting, Pacific Peoples were less likely than non Pacific Peoples to rate comedy (5% compared to 9%), documentaries (4% compared to 8%) and drama programmes (3% compared to 7%) as the best use of additional funding. Pacific Peoples were, however, more likely to rate 'other' programmes and services (19% compared to 13%) as being important for any additional funding.

Media and Advertising

- There were no significant differences in readership of the Listener magazine or TV Guide between Pacific Peoples (23% and 38% respectively) and non Pacific Peoples (22% and 37% respectively).
- Pacific Peoples who read the Listener and/or TV Guide were significantly more likely to recall seeing the full page NZ On Air advertisement in these publications (27%) than non Pacific Peoples (13%).
- The two most common responses given by Pacific Peoples for the message of the NZ On Air advertisement were 'what NZ On Air funds' (13%), and 'what TV programmes NZ On Air funds' (13%).

NZ On Air's Website

- There were no significant differences between Pacific Peoples and non Pacific Peoples in their use of the Internet (53% and 57% respectively).
- Pacific Peoples and non Pacific Peoples were equally aware of the NZ On Air website (27% and 25% respectively).
- One in seven Pacific Peoples who were aware NZ On Air has a website had used the website (14%, compared to 14% of non Pacific Peoples).
- The most common information sought by Pacific Peoples on the NZ On Air website was information on NZ On Air roles and functions (40%).

New Zealand Television

- Pacific Peoples were less likely to accurately pick the level of New Zealand made television programmes shown on free to air television than non Pacific Peoples.
- Almost three-quarters of Pacific Peoples (73%) thought the amount of New Zealand made programmes on free to air television should increase. Among non Pacific Peoples, this figure was significantly lower at 61 percent.
- On learning that countries such as the United States, Australia and the UK have a higher proportion of local content, 79 percent of Pacific Peoples and 69 percent of non Pacific Peoples said an increase in New Zealand made programmes was needed.
- Pacific Peoples had slightly higher support for the minimum screening of New Zealand made programmes across all genre than non Pacific Peoples. However, these differences were not significant.
- On learning of the relative expense of New Zealand made programmes to ready-made programmes bought overseas, Pacific Peoples were significantly more likely to maintain that a certain amount of New Zealand made programmes should be screened (81%) than non Pacific Peoples (73%).
- Over three-quarters of Pacific Peoples thought that it is important for radio stations to be encouraged to play more New Zealand music (77%, compared to 65% non Pacific Peoples), and that it is important for more New Zealand music to be played on the radio (76%, compared to 64% non Pacific Peoples).

NZ On Air Programmes

- NZ On Air funded documentaries were regularly watched by 91 percent of Pacific Peoples and 89 percent of non Pacific Peoples. The top four NZ On Air funded genre watched regularly by Pacific Peoples and non Pacific Peoples are shown below.

NZ On Air Programmes Regularly Watched

Pacific Peoples		Non Pacific Peoples	
Documentaries	91%	Documentaries	89%
Children's programmes	72%	Comedy programmes	56%
Pacific Island radio stations	71%	Drama programmes	55%
NZ On Air funded music videos	64%	Special interest programmes	48%

- Least popular with both Pacific Peoples and non Pacific Peoples were student radio (17% and 13%) and Pacific Island radio stations (28% and 14%). For ten of the services named, Pacific Peoples were significantly more likely than non Pacific Peoples to say they regularly listened, watched, or used them.
- English subtitles on Maori programmes in Te Reo would encourage 53 percent of Pacific Peoples to watch amongst those who currently do not. This figure was 47 percent amongst non Pacific Peoples.
- The most widely watched NZ On Air funded programmes by from the selection given were:

Pacific Peoples			Non Pacific Peoples		
	Ever Watched %	Enjoyed %		Ever Watched %	Enjoyed %
Inside NZ	93	92	Documentary NZ	90	91
Documentary NZ	87	89	Inside NZ	90	89
Tagata Pasifika	85	90	Country Calendar	80	79
Mai Time	78	67	Money Doctor	60	60
Street Legal	67	63	Park Rangers	50	77

Local Television

- One-third of Pacific Peoples watch their local television channel or channels (33%).
- Pacific Peoples were most likely to name Triangle Television Ltd as their local channel (41%).
- Pacific Peoples were significantly more likely to watch their local television channel or channels (56%) than non Pacific Peoples (43%).
- Pacific Peoples were most likely to watch cultural interest programmes on their local television channels or channels (28%).
- Pacific Peoples mainly watched their local television channels or channels once or twice a fortnight (23%) or everyday for an hour or so (21%).

Culture

- Three-quarters of Pacific Peoples think it is important for Maori culture to be reflected in New Zealand television and radio programming (75%), compared to 71 percent of non Pacific Peoples.
- Pacific Peoples were significantly more likely to think Maori culture is well reflected in current New Zealand radio and television programming (42%) than non Pacific Peoples (28%).
- Pacific Peoples were significantly more likely to think that it is important for Pacific Peoples' culture to be reflected in New Zealand television and radio programming (91%) than non Pacific Peoples (71%).
- Pacific peoples were significantly more likely to think Pacific culture is well reflected in current New Zealand television and radio programming (30%) than non Pacific Peoples (13%).
- Pacific Peoples were significantly more likely to think there were not enough programmes reflecting religious and spiritual themes (48%) than non Pacific Peoples (27%).

1.5 Conclusions

Awareness of NZ On Air remains extremely high. The vast majority were aware that NZ On Air's functions include funding New Zealand made television and/or promoting New Zealand culture and identity.

NZ On Air has maintained high levels of public support, with three out of four people agreeing that NZ On Air provides good quality and interesting services.

However, the role of the organisation is sometimes mistaken. One quarter of New Zealanders believe that NZ On Air helps to buy television programmes made overseas, while a third did not know whether or not the organisation helps to buy overseas programmes. Additionally, a sizeable number of people thought NZ On Air was part of TVNZ, while a similar percentage thought NZ On Air was part of Radio New Zealand.

Following the trend of previous years, positive attitudes towards local content have increased. Three out of five people support an increase in local content on television. Even when told the relative expense of New Zealand made programmes compared to ready-made overseas programmes, three out of four people supported compulsory screening of New Zealand made programmes. Further, half of people felt that it is important for NZ On Air funded programmes are shown on new broadcasting systems like pay television, digital television and the Internet.

Culture

The majority thought both Maori and Pacific culture should be reflected in New Zealand television and radio programming. Just over a quarter thought Maori culture is well reflected in New Zealand television and radio programming. Fewer, however, thought Pacific culture was well reflected in New Zealand television and radio programming. Just over half thought there were enough New Zealand television and radio programmes reflecting religious and spiritual themes.

Local Television Channels

Almost two-fifths of people said they have a local channel or channels in their area. Just under half of these watch their local television channel or channels. In the main, people watching local television tend to watch two to three times a week or everyday for an hour more. The most popular programmes on these channels were news and current affairs, sports, and hobbies and pastimes.

Genre and Funding

Documentary programmes such as Inside New Zealand and Documentary New Zealand continued to be the most watched and most enjoyed NZ On Air funded programmes. Documentaries were also the most common types of programmes suggested for uses of further funding.

Access radio stations and Pacific Island radio stations were the programmes least listened to of NZ On Air funded programmes. Consequently, Access radio stations and Pacific Island radio stations were the least supported uses for further funding.

In contrast to 2001, comedy programmes were more regularly watched than drama, and ranked above drama as a service NZ On Air should fund. Nevertheless, NZ On Air funded drama programmes were regularly watched by 54 percent, up significantly from 47 percent in 2001. In addition, comedy programmes were considered the second most important use of further funding, while drama ranked fourth.

The two services considered most important for NZ On Air to fund were television and radio reception for remote communities, and programmes for people with disabilities. Similarly to 2001, most people knew that a programme was funded by NZ On Air because of the logo at the end of programmes.

The importance of funding programmes reflecting Maori language and culture has increased since last year, with nearly two thirds of people citing children's programmes reflecting Maori language and culture, documentaries about Maori people and issues, and Maori radio and television in English, as services NZ On Air should fund. Of those who did not watch programmes in Te Reo, nearly half said they would be more likely to if they had English subtitles.

Maori Compared to Non Maori

In 2002, there continues to be significant differences between Maori and non Maori throughout much of the survey. While Maori have an equally high awareness of NZ On Air as non Maori, their awareness of the functions of the organisation are significantly lower.

Consequently, Maori were more likely to confuse the role of NZ On Air. Maori were more likely to say that NZ On Air is part of TVNZ, NZ On Air is part of Radio New Zealand, and NZ On Air helps to buy overseas television programmes.

On the other hand, Maori were more likely to say that NZ On Air promotes New Zealand music, helps fund radio stations for the Pacific island community in New Zealand, provides Teletext subtitling on some television programmes, helps provide television and radio reception for remote communities, and helps fund Access radio stations.

Maori were significantly more likely to support increased local content and the screening of New Zealand made programmes across all genre. Maori were more likely to agree that seeing ourselves on television and hearing our stories and songs helps develop our cultural identity, NZ On Air provides programmes and activities that are important to New Zealanders, without NZ On Air National Radio and Concert FM programmes would disappear, and it is important that New Zealand programmes are shown on new broadcasting systems, such as Pay TV, digital TV, and the Internet. Interestingly, Maori were significantly more likely to subscribe to Pay TV.

Maori were significantly more likely to think it is important for both Maori and Pacific culture to be reflected in New Zealand television and radio programming. Maori were more likely to rate Maori language and culture programmes as important services for NZ On Air to fund. Of the Maori who do not watch programmes in Te Reo, half said they would be more likely to do so if they had English subtitles.

Pacific Peoples Compared to Non Pacific Peoples

There were significant differences between Pacific People and non Pacific Peoples in much of this survey. Differences included a lower awareness of NZ On Air, as well as a lower awareness of NZ On Air functions, among Pacific Peoples.

Pacific Peoples were more likely to believe that NZ On Air is part of Radio New Zealand, and part of TVNZ. Pacific Peoples were also more likely to think NZ On Air helps to buy television programmes made overseas.

Pacific Peoples were more likely to say NZ On Air promotes New Zealand music, helps fund radio stations for the Pacific Island community in New Zealand, provides Teletext subtitling on some television programmes, and helps provide radio reception for remote communities.

The three most important services that NZ On Air should fund, given by Pacific Peoples, were programmes for ethnic minorities, New Zealand music, and Pacific Island radio stations in New Zealand. Of least importance to Pacific Peoples was New Zealand drama. Pacific Peoples were less likely to rate comedy, documentaries and drama programmes as the best use of further funding than non Pacific Peoples.

Pacific Peoples were more likely to think it is important that Pacific culture is well-reflected in television and radio programming than non Pacific Peoples. Pacific Peoples were more likely to think that both Pacific and Maori culture is well reflected in current New Zealand television and radio programming than non Pacific Peoples. Of note, Pacific Peoples were more likely to think there are not enough television and radio programmes reflecting religious and spiritual themes.

2.0 Background

NFO New Zealand has conducted a public information and opinion monitor for NZ On Air since 1992. From 1999 all reference to the Broadcasting Fee has been removed. Where applicable, respondents are asked about NZ On Air instead of the Fee. 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 Maori and non-Maori.
- Measure television watching and radio listening behaviours.
- Measure interest in English subtitles on Maori programmes in Te Reo.
- Determine the level of support for NZ On Air’s programmes and services.

New objectives for 2002 included to:

- Measure prompted awareness of NZ On Air advertising and message uptake.
- Measure awareness of, use of and views on NZ On Air’s website.
- Gather views on whether Maori and Pacific culture are reflected adequately in television and radio, and how important this is.
- Measure awareness and use of local television channels.

3.0 Methodology

The main sample of n=751 respondents was 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 Maori was recruited from the Electoral Roll. Comparison between Maori and non-Maori are made throughout the report. Additional to the booster sample of n=205 Maori, a further n=66 Maori were interviewed as part of the main sample. This gave a total of n=271 Maori, with the remaining n=685 interviews (n=751 less the n=66 Maori) being classified as non-Maori.

Additionally, a booster sample of n=220 Pacific Peoples was recruited from the panel of potential Lifestyle and Opinions survey respondents and through networking. Additional to the booster sample of n=220 Pacific Peoples, a further n=23 Pacific Peoples were interviewed as part of the main sample. This gave a total of n=243 Pacific Peoples, with the remaining n=728 interviews (n=751 less the n=23 Pacific Peoples) being classified as non-Pacific Peoples.

Sample

- The person surveyed was the person within each household who was 18+ years and most responsible for paying the household bills.
- The 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 can be found in the appendix. As occurred in previous years, females (64%) were more likely than males (38%) to participate in the survey.

Interviewing

- Fully trained NFO New Zealand 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. In addition, a 10 percent audit of each interviewer's work was undertaken.
- Fieldwork was conducted between 20 May and 16 June 2002. 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 significant differences.

4.0

Awareness of NZ On Air

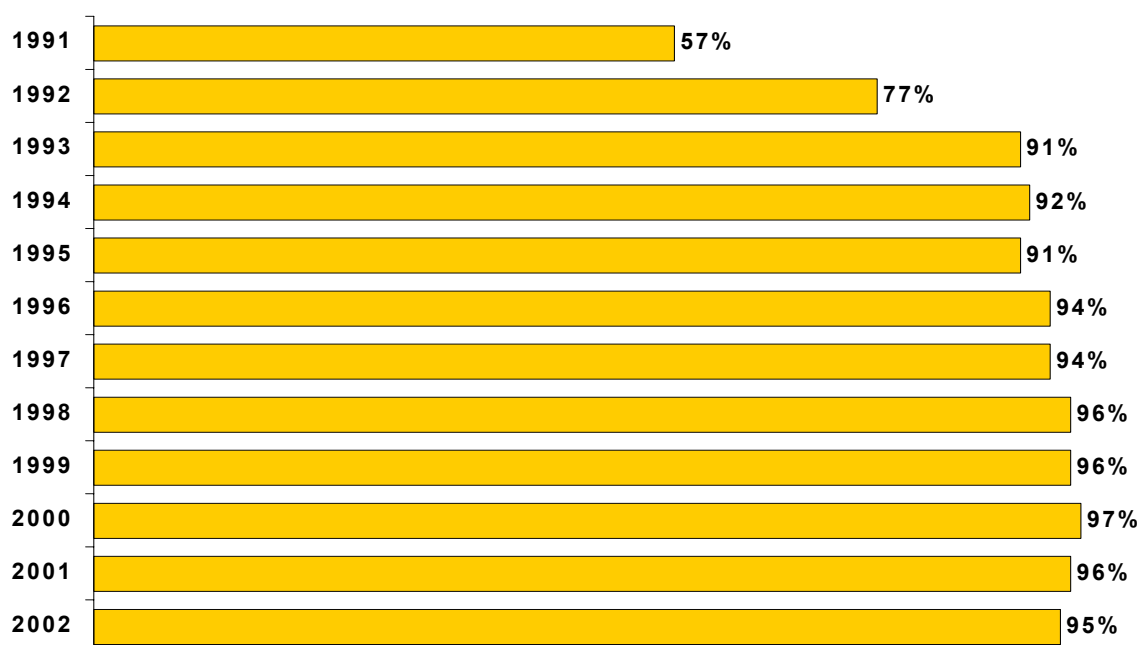
4.0 Awareness of NZ On Air

4.1 Awareness of the Organisation

People surveyed were asked whether they have heard of an organisation called NZ On Air.

Consistent with recent years, awareness is at near absolute levels, with 95 percent of people saying they have heard of NZ On Air. Results spanning 11 years are shown in the chart below.

Prompted Awareness of NZ On Air



Awareness of the Organisation - Results of Maori Compared with Non Maori

Maori and non Maori have equally high awareness of NZ On Air.

There is little change since last year in terms of awareness of NZ On Air for Maori and non Maori.

	Maori %			Non Maori %		
	2002	2001	2000	2002	2001	2000
Yes	94	93	95	95	96	97
No	6	7	5	5	4	3
Don't know	-	*	*	*	*	*
Base:	271	271	266	685	684	689

* Between zero and half a percent

- Zero

Awareness of the Organisation - Results of Pacific Peoples Compared with Non Pacific Peoples

Pacific Peoples have a significantly lower awareness of NZ On Air (88%) than Non Pacific Peoples (95%).

	Pacific Peoples %	Non Pacific Peoples %
Yes	88	95
No	11	4
Don't know	1	*
Base:	243	728

*Between zero and half a percent

- Zero

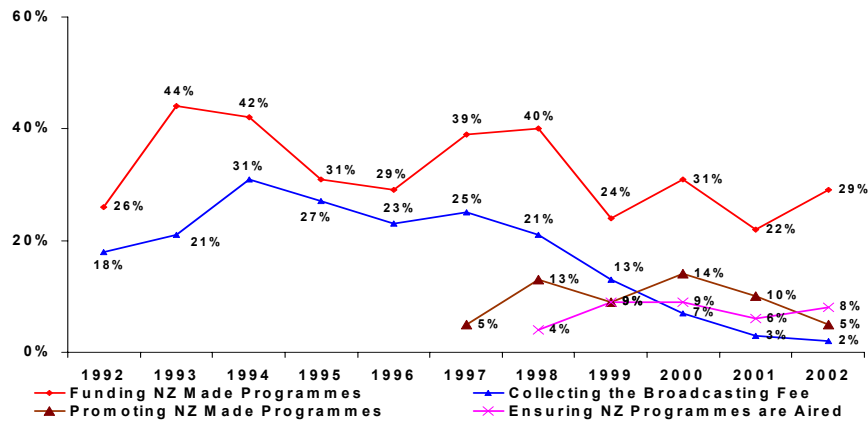
4.2 Spontaneous Understanding of NZ On Air

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

Consistent with previous years, funding New Zealand made programmes was the most common response (29%). Collecting the Broadcasting Fee as a function has fallen to two percent.

The chart below plots the four main responses over the past eleven years.

Spontaneous Understanding of NZ On Air's Functions



Spontaneous Understanding of NZ On Air's Functions

A full list of NZ On Air functions mentioned by respondents is shown below.

Since 2001, there have been significant increases in the level of spontaneous understanding of the following NZ On Air functions: funding New Zealand made programmes (29%), making TV and radio programmes (6%), funding TV programmes (3%), and supporting New Zealand culture (2%).

Since 2001, there have been significant decreases in promoting New Zealand made programmes (5%), distributing the license fee (less than one percent), and 'other' (2%).

Over time there has been an increase in the percentage of people who do not know what NZ On Air does (12% in 2000, 16% in 2001, 17% in 2002).

	2002 %	2001 %	2000 %	1999 %
Funding New Zealand made programmes	29	22	31	24
Ensuring New Zealand programmes are aired	8	6	9	9
Funding programmes for TV and radio	7	8	1	6
Policing, censorship and maintaining standards	7	6	3	5
Funding broadcasting	6	4	3	4
Making TV and radio programmes	6	2	3	3
Promoting New Zealand made programmes	5	10	14	9
Funding TV programmes	3	1	1	2
Collecting the Broadcasting Fee	2	3	7	13
Delivering top quality programmes	2	3	3	3
To inform/educate people	2	2	2	3
Running TV	2	2	1	2
Making TV programmes	2	1	3	3
Provide entertainment	2	1	2	1
Support New Zealand culture	2	*	1	1
Radio/TV news service	1	2	1	3
Funding National Radio	1	1	*	1
Advertising	1	1	1	1
Maori programmes	1	1	*	1
Making radio programmes	1	*	1	1
Funding radio programmes	1	*	1	1
Distributing licence fee	*	2	1	2

Continued on following page

Service to New Zealand customers	*	1	3	2
Funding orchestra, opera and the arts	-	*	*	1
Sports coverage	-	-	-	-
Other	2	4	7	1
Don't know	17	16	12	12
Base: Aware of NZ On Air	714	717	725	718

* Between zero and half a percent

- Zero

People mentioned a variety of functions, including some that are incorrect. The average number of functions mentioned by respondents was 1.1.

- Those **most** likely to state a function of NZ On Air was to fund New Zealand made programmes were:
 - residents in the Auckland metropolitan area (36%)
 - aged 18 to 34 years (34%) and 35 to 44 years (36%)
 - European (31%)
 - young families (37%).

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

Maori were significantly less likely to mention funding New Zealand made programmes as a function of NZ On Air (19%) than non Maori (31%). Maori were significantly more likely not to know any functions of New Zealand On Air (31%) than non Maori (16%).

There was a significant increase in the percentage of Maori respondents who were unable to name any NZ On Air functions without prompting, from 22% in 2001 to 31% in 2002.

	Maori %			Non Maori %		
	2002	2001	2000	2002	2001	2000
Funding New Zealand made programmes	19	19	31	31	23	31
Ensuring New Zealand programmes are aired	9	10	5	9	6	9
Promoting New Zealand made programmes	8	11	15	5	10	14
Funding broadcasting	6	5	6	5	4	3
Policing, censorship and maintaining standards	5	3	2	7	6	3
Making TV and radio programmes	5	2	1	5	2	3
Funding programmes for TV and radio	4	5	6	7	8	2
Running TV	4	2	1	2	2	1
Maori programmes	2	2	2	*	1	*
Funding TV programmes	2	1	6	3	1	1
Support New Zealand culture	1	2	2	2	-	1
Provide entertainment	1	1	4	2	1	2
Distributing licence fee	1	1	*	*	2	1
Service to New Zealand customers	1	1	2	*	1	3
Advertising	1	1	2	1	0	1
Radio/TV news service	1	1	1	1	2	1
Funding radio programmes	1	*	4	1	*	1
Funding National Radio	1	-	1	1	1	*
To inform/educate people	*	3	2	2	2	1
Collecting the Broadcasting Fee	*	2	8	2	3	7
Making TV programmes	*	2	2	3	1	3
Delivering top quality programmes	*	1	2	2	4	3
Government department for broadcasting	-	1	*	-	1	-
Making radio programmes	-	*	1	1	*	1
Funding orchestra, opera and the arts	-	*	*	-	*	1
Other	2	4	3	3	4	7
Don't know	31	22	22	16	15	12
Base: Aware of NZ On Air	254	252	253	648	656	666

* Between zero and half a percent - Zero

Spontaneous Understanding of NZ On Air - Results of Pacific Peoples Compared with Non Pacific Peoples

Pacific Peoples were significantly more likely to mention funding New Zealand made programmes as a function of NZ On Air (9%) than non Pacific Peoples (5%).

Pacific Peoples were significantly less likely to mention funding programmes for TV and radio (zero), and funding TV programmes (zero) than non Pacific Peoples.

	Pacific Peoples %	Non Pacific Peoples %
Funding New Zealand made programmes	28	29
Promoting New Zealand made programmes	9	5
Ensuring New Zealand programmes are aired	6	8
Funding broadcasting	6	6
Making TV and radio programmes	5	6
Policing, censorship and maintaining standards	4	7
Making TV programmes	4	2
Running TV	3	2
Collecting the Broadcasting Fee	1	2
To inform/educate people	1	2
Support New Zealand culture	1	2
Advertising	1	1
Distributing licence fee	1	*
Radio/TV news service	*	1
Making radio programmes	*	1
Service to New Zealand customers	*	*
Funding programmes for TV and radio	-	7
Funding TV programmes	-	3
Provide entertainment	-	2
Delivering top quality programmes	-	2
Maori programmes	-	1
Funding radio programmes	-	1
Funding National Radio	-	1
Government department for broadcasting	-	-
Funding orchestra, opera and the arts	-	-
Other	3	2
Don't know	29	17
Base: Aware of NZ On Air	243	728

* Between zero and half a percent

- Zero

4.3 Is NZ On Air Part of TVNZ?

People were asked if NZ On Air is part of Television New Zealand.

Similar to previous years, 43 percent of people were aware that NZ On Air is **not** part of TVNZ.

	2002 %	2001 %	2000 %	1999 %
Aware NZ On Air is not part of TVNZ	43	43	45	46
Unsure whether NZ On Air is part of TVNZ or not	17	15	16	13
Say NZ On Air is part of TVNZ	40	42	39	41
Base:	751	750	750	750

- Those most likely to say NZ On Air is **not** part of TVNZ (43%) were:
 - living in the Auckland metropolitan area (48%)
 - aged 35 to 44 years (55%)
 - young/single/couple/group flatting together (56%)
 - young families (48%)
 - males (52%)
 - urban dwellers (45%)
 - Europeans (46%).
- Those most likely to say NZ On Air **is** part of TVNZ (40%) were:
 - living in the Auckland provincial area (56%)
 - aged 55 years or over (51%)
 - older couples or older single people (50%)
 - females (44%)
 - rural dwellers (52%)
 - Maori (60%).

Is NZ On Air Part of TVNZ - Results of Maori Compared with Non Maori

Maori were significantly more likely to say that NZ On Air is part of TVNZ (59%) than non Maori (39%). Maori were significantly less likely to not know whether NZ On Air is part of TVNZ (11%) than non Maori (17%).

	Maori %			Non Maori %		
	2002	2001	2000	2002	2001	2000
NZ On Air is not part of TVNZ	30	28	27	44	45	46
Unsure whether NZ On Air is part of TVNZ or not	11	15	14	17	14	17
NZ On Air is part of TVNZ	59	57	58	39	40	37
Base:	271	271	266	685	684	689

Is NZ On Air Part of TVNZ - Results of Pacific Peoples Compared with Non Pacific Peoples

Pacific Peoples were significantly more likely to say that NZ On Air is part of TVNZ (65%) than non Pacific Peoples (40%).

	Pacific Peoples %	Non Pacific Peoples %
NZ On Air is not part of TVNZ	25	44
Unsure whether NZ On Air is part of TVNZ or not	10	16
NZ On Air is part of TVNZ	65	40
Base:	243	728

4.4 Is NZ On Air Part of Radio New Zealand?

For the first time, people were asked whether they thought NZ On Air is part of Radio New Zealand. Forty-four percent of people were aware that NZ On Air is not part of Radio New Zealand.

	2002 %
Aware NZ On Air is not part of Radio New Zealand	44
Unsure whether NZ On Air is part of Radio New Zealand or not	17
Say NZ On Air is part of Radio New Zealand	38
Base:	751

- Those most likely to say NZ On Air is not part of Radio New Zealand (44%) were:
 - people living in the Auckland provincial (47%) and Wellington provincial (52%) areas
 - mature families (48%) and older couples or older single people (50%)
 - people aged 55 years and over (55%)
 - females (42%)
 - rural dwellers (47%).

- Those most likely to say NZ On Air is part of Radio New Zealand (38%) were:
 - young single/couple/group flatting (57%) and young families (53%)
 - people aged 18 to 34 years (52%) and 35 to 44 years (54%)
 - males (51%)
 - European (47%)
 - urban dwellers (47%).

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

Maori were significantly more likely to say that NZ On Air is part of Radio New Zealand (45%) than non Maori (37%).

	Maori %	Non Maori %
Aware NZ On Air is not part of Radio New Zealand	38	46
Unsure whether NZ On Air is part of Radio New Zealand or not	17	17
Say NZ On Air is part of Radio New Zealand	45	37
Base:	271	685

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

Pacific Peoples were significantly more likely to say NZ On Air is part of Radio New Zealand (51%) than non Pacific Peoples (38%).

	Pacific Peoples %	Non Pacific Peoples %
Aware NZ On Air is not part of Radio New Zealand	32	45
Unsure whether NZ On Air is part of Radio New Zealand or not	17	45
Say NZ On Air is part of Radio New Zealand	51	38
Base:	243	728

4.5 Prompted Awareness of NZ On Air Functions

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

In the table below are the percentages of people **aware** of each of NZ On Air's functions.

As in previous years, the most well known function (after prompting) was funding New Zealand made television programmes (90%).

Since 2001, there have been significant increases in those mentioning promoting New Zealand music (68%), and archiving broadcasting material and historic programmes (59%).

There have been significant decreases in those mentioning providing a wider range of New Zealand TV, such as drama and documentary and radio programmes than would otherwise be the case (77%), and funding National Radio and Concert FM (53%).

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

In recent years there has been an increase in awareness of some of the functions including promoting Maori language and culture on television and ensuring programmes are made for special interest groups.

Over time there has been a significant decrease in awareness of funding National Radio and Concert FM.

Those more likely to be aware of specific NZ On Air functions were:

- To fund New Zealand made TV programmes:
 - Europeans (92%)
 - young families (93%).
- To promote Maori language and culture on television and radio:
 - females (80%).
- To promote New Zealand music, for example, by funding New Zealand music videos:
 - people aged 18 to 34 years (77%)
 - males (73%).
- To ensure programmes are made for special interest groups like ethnic minorities and people with disabilities:
 - Wellington provincial residents (77%)
 - mature families (74%).
- To archive broadcasting material and historic programmes:
 - people aged 55 years and over (72%)
 - older couples or older single people (68%) and mature families (68%)
 - rural dwellers (70%).
- To fund National Radio and Concert FM:
 - people aged 55 years and over (61%).
- To provide Teletext subtitling on some TV programmes for people who have difficulty hearing:
 - people aged 55 years and over (58%)
 - mature families (55%) and older couple or older single people (51%).
- To help fund radio stations for the Pacific Island community in New Zealand:
 - people aged 55 years and over (55%)
 - mature families (51%).
- To help provide TV and radio reception to remote communities:
 - people aged 55 years plus (54%)
 - Auckland provincial residents (50%)
 - mature families (49%) and older couples or older single people (47%).

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

Maori were significantly more likely to be aware than non Maori that NZ On Air promotes New Zealand music (76%), helps fund radio stations for the Pacific Island Community in New Zealand (49%), provides Teletext subtitling on some TV programmes for people who have difficulty hearing (53%), helps provide TV and radio reception to remote communities (49%), and helps fund Access radio stations (43%).

	Maori %			Non Maori %		
	2002	2001	2000	2002	2001	2000
To fund New Zealand made TV programmes	87	84	87	90	92	93
To promote Maori language and culture on television and radio	80	82	79	76	80	76
To promote New Zealand culture and identity	80	77	75	83	82	79
To promote New Zealand music, for example, by funding New Zealand music videos	76	63	62	68	62	60
To provide a wider range of New Zealand TV, such as drama and documentary and radio programmes than would otherwise be the case	75	76	76	77	83	87
To ensure programmes are made for special interest groups like ethnic minorities and people with disabilities	68	65	63	65	69	63
To archive broadcasting material and historic programmes	62	59	61	60	51	53
To fund National Radio and Concert FM	54	51	53	53	61	63
To provide Teletext subtitling on some TV programmes for people who have difficulty hearing	53	44	51	44	39	40
To help fund radio stations for the Pacific Island Community in New Zealand	49	47	-	40	39	-
To help provide TV and radio reception to remote communities	49	42	47	39	36	39
To help fund Access radio stations	43	41	41	36	37	37
Base:	271	271	266	685	684	689

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

Pacific Peoples were significantly more likely to be aware than non Pacific Peoples that NZ On Air promotes New Zealand music (79%), helps fund radio stations for the Pacific Island Community in New Zealand (61%), helps fund Access radio stations (55%), provides Teletext subtitling on some TV programmes for people who have difficulty hearing (53%), and helps provide TV and radio reception to remote communities (53%).

	Pacific Peoples %	Non Pacific Peoples %
To fund New Zealand made TV programmes	88	90
To promote Maori language and culture on television and radio	81	77
To promote New Zealand culture and identity	80	81
To promote New Zealand music, for example, by funding New Zealand music videos	79	68
To provide a wider range of New Zealand TV, such as drama and documentary and radio programmes than would otherwise be the case	75	77
To ensure programmes are made for special interest groups like ethnic minorities and people with disabilities	65	65
To help fund radio stations for the Pacific Island Community in New Zealand	61	40
To archive broadcasting material and historic programmes	58	59
To help fund Access radio stations	55	36
To provide Teletext subtitling on some TV programmes for people who have difficulty hearing	53	44
To help provide TV and radio reception to remote communities	53	39
To fund National Radio and Concert FM	52	54
Base:	243	728

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. In the table below are the percentages of people who agree and disagree with each of the statements.

	2002		2001		2000		1999	
	Agree %	Disagree %	Agree %	Disagree %	Agree %	Disagree %	Agree %	Disagree %
Without NZ On Air New Zealand drama, documentary and children's programmes would disappear	78	7	71	11	74	11	69	13
NZ On Air provides programmes and activities that are important to New Zealanders	77	6	72	8	75	8	73	10
Seeing ourselves on television and hearing our stories helps to develop our cultural identity	77	8	72	10	70	14	73	12
Without NZ On Air a lot of New Zealand writing, production and acting talent would disappear	74	9	69	11	71	14	68	15
NZ On Air does provide programmes and activities that I enjoy	70	9	63	12	-	-	-	-
Without the NZ On Air National Radio and Concert FM programmes would disappear	57	11	53	16	54	17	54	19
It is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet	50	20	45	25	44	26	42	25
NZ On Air only supports programmes and activities that do not interest me	18	59	16	58	20	59	19	54
Base:	751		750		750		750	

There are significant increases in agreement with several statements since last year, including:

- without NZ On Air New Zealand drama, documentary and children's programmes would disappear (78%)
- NZ On Air provides programmes and activities that are important to New Zealanders (77%)
- seeing ourselves on television and hearing our stories helps to develop our cultural identity (77%)
- without NZ On Air a lot of New Zealand writing, production and acting talent would disappear (74%).

There are significant decreases in disagreement since 2001 including:

- without NZ On Air New Zealand drama, documentary and children's programmes would disappear (7%)
- without the NZ On Air National Radio and Concert FM programmes would disappear (11%)

- it is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet (20%).

The only statement that most people **disagree** with is NZ On Air only supports programmes and activities that do not interest me (59%). Disagreement with this statement is similar to previous years.

Those more likely to agree with certain statements about NZ On Air were:

- Without NZ On Air, New Zealand drama, documentary and children's programmes would disappear:
 - people living in the Christchurch metropolitan and Wellington provincial areas
 - people aged 18 to 34 years
 - young families
 - rural and primary urban dwellers.
- NZ On Air supports programmes and activities that are important to New Zealanders:
 - Maori.
- Seeing ourselves on television and hearing our stories and songs helps to develop our cultural identity:
 - people aged 18 to 34 years
 - females
 - people living in the Wellington metropolitan area
 - rural dwellers
 - Maori.
- Without NZ On Air, a lot of writing, production, and acting talent would disappear:
 - people living in the Wellington provincial area
 - Maori.
- NZ On Air does provide programmes and activities that I enjoy:
 - people living in the Wellington provincial area
 - females
 - people aged 55 years and over
 - Maori.
- Without NZ On Air, National Radio and Concert FM programmes would disappear:
 - Maori.
- It is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet:
 - people aged 18 to 34 years
 - secondary urban and rural dwellers
 - Maori.
- NZ On Air only supports programmes and activities that do not interest me:
 - males
 - people living in the Auckland metropolitan area.

Attitudes Towards NZ On Air and Local Content - Results of Maori Compared with Non Maori

Maori were significantly **more** likely to agree with the following statements than non Maori:

- Seeing ourselves on television and hearing our stories helps to develop our cultural identity (87%)
- NZ On Air provides programmes and activities that are important to New Zealanders (83%)
- NZ On Air does provide programmes and activities that I enjoy (79%)
- Without the NZ On Air, National Radio and Concert FM programmes would disappear (64%)
- It is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet (61%).

Agree	Maori			Non Maori		
	2002 %	2001 %	2000 %	2002 %	2001 %	2000 %
Seeing ourselves on television and hearing our stories helps to develop our cultural identity	87	89	85	76	70	75
NZ On Air provides programmes and activities that are important to New Zealanders	83	78	73	75	72	75
Without NZ On Air New Zealand drama, documentary and children's programmes would disappear	82	75	73	78	71	73
NZ On Air does provide programmes and activities that I enjoy	79	65	-	69	63	-
Without NZ On Air a lot of New Zealand writing, production and acting talent would disappear	77	75	71	74	69	71
Without the NZ On Air National Radio and Concert FM programmes would disappear	64	58	60	56	54	54
It is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet	61	59	57	49	45	42
NZ On Air only supports programmes and activities that do not interest me	15	18	13	17	16	20
Base:	271	271	266	685	684	689

Attitudes Towards NZ On Air and Local Content - Results of Pacific Peoples Compared with Non Pacific Peoples

Pacific Peoples were significantly more likely to **agree** with the statement NZ On Air only supports programmes and activities that do not interest me (23%) than non Pacific Peoples.

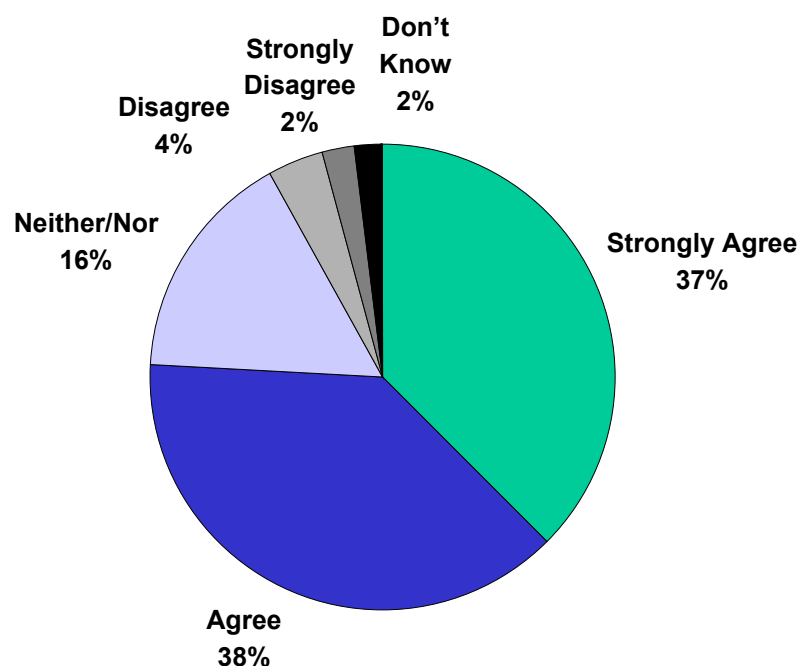
	Pacific Peoples	Non Pacific Peoples
	Agree %	Agree %
Seeing ourselves on television and hearing our stories helps to develop our cultural identity	84	77
NZ On Air provides programmes and activities that are important to New Zealanders	79	77
Without NZ On Air New Zealand drama, documentary and children's programmes would disappear	74	78
Without NZ On Air a lot of New Zealand writing, production and acting talent would disappear	74	74
NZ On Air does provide programmes and activities that I enjoy	73	71
Without the NZ On Air National Radio and Concert FM programmes would disappear	58	59
It is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet	56	50
NZ On Air only supports programmes and activities that do not interest me	23	17
Base	243	728

4.7 Quality of Programmes and Services Provided by NZ On Air

People were asked the extent to which they agreed or disagreed with whether NZ On Air provides good quality and interesting programmes and services.

Three quarters of people agreed that NZ On Air provides good quality and interesting programmes and services (75%). This represents a significant increase in agreement since 2001 (63%).

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



Base: 751

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

There were no significant differences in the responses of Maori and non Maori in the overall opinion of the quality of programmes and services provided by NZ On Air.

	Maori		Non Maori	
	2002	2001	2002	2001
NZ On Air provides good quality and interesting programmes and services	80	63	75	63
Base:	271	271	685	684

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

There were no significant differences in the responses of Pacific Peoples and non Pacific Peoples in the overall opinion of the quality of programmes and services provided by NZ On Air.

	Pacific Peoples		Non Pacific Peoples	
	Agree %	Disagree %	Agree %	Disagree %
NZ On Air provides good quality and interesting programmes and services	77	5	77	6
Base:	243		728	

5.0

Use of NZ On Air Funding

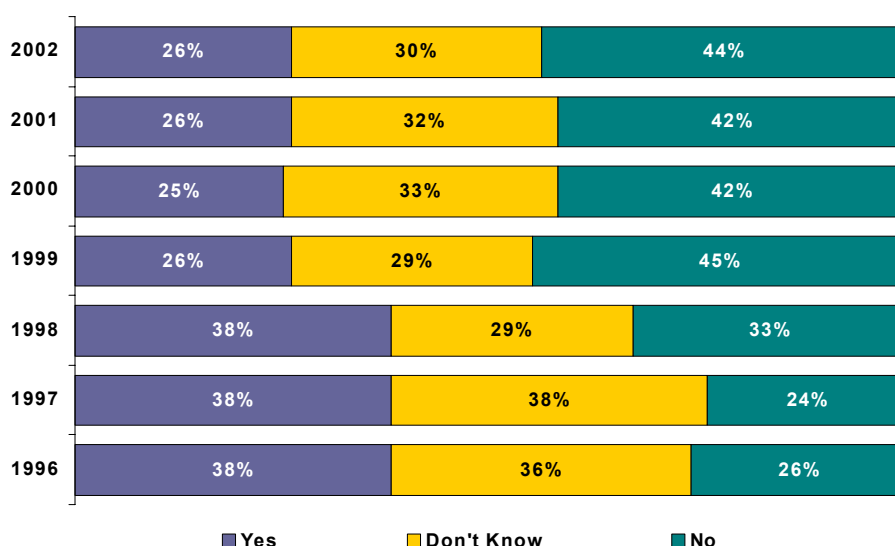
5.0 Use of NZ On Air Funding

5.1 Buying Programmes Made Overseas

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

As in 2001, one quarter of respondents (26%) thought that NZ On Air used its funding to help purchase TV programmes made overseas, two in five respondents (44%) said that NZ On Air's funding is **not** used for this purpose, and a further 30 percent were unsure.

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



Base: All Respondents

- Those most likely to say that NZ On Air **does** help to buy television programmes made overseas were:
 - residents in the Auckland provincial area (39%)
 - aged 55 years and over (31%)
 - older couples or older single people (31%)
 - rural dwellers (34%).
- Those most likely to say that NZ On Air does **not** help to buy television programmes made overseas were:
 - residents in the Auckland metropolitan area (52%)
 - aged 18 to 34 years (54%) and 35 to 44 years (51%)
 - European (46%)
 - young single/couple/group flatting (54%) and young families (52%)
 - urban dwellers (47%).

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

The perception that NZ On Air helps to buy television programmes made overseas is significantly greater amongst Maori (36%) than among non Maori (25%). There has been no significant change in this result since 2001.

	Maori %			Non Maori %		
	2002	2001	2000	2002	2001	2000
Yes	36	33	33	25	24	25
No	34	32	34	46	44	42
Don't know	31	35	33	29	31	33
Base:	271	271	266	685	684	689

Buying Programmes Made Overseas - Results of Pacific Peoples Compared with Non Pacific Peoples

The perception that NZ On Air helps to buy television programmes made overseas is significantly greater amongst Pacific Peoples (39%) than amongst non Pacific Peoples (26%).

	Pacific Peoples %	Non Pacific Peoples %
Yes	39	26
No	33	45
Don't know	28	30
Base:	243	728

5.2 Programmes Funded by NZ On Air

People 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.

	2002 %	2001 %		2002 %	2001 %
Shortland Street²	32	23	Sunday	3	-
What Now?	16	9	National Radio	3	4
The Strip	15	-	Holmes	2	4
Mercy Peak	13	-	The Tamaki Brothers³	2	-
News (unspecified)	11	14	Asia Down Under	2	-
Documentary New Zealand	9	14	Captains Log	2	-
Country Calendar	7	7	Squeeze	1	*
Inside New Zealand	6	6	Target	1	2
Mai Time	6	10	Pukana¹	1	1
Sticky TV	6	-	You and Me	1	2
Praise Be	5	3	The Breakfast Show	1	2
Te Karere¹	5	6	Marae¹	1	2
Assignment	5	2	The Big Art Trip	1	-
Suzy Cato	5	7	Te Tutu	1	*
Tagata Pasifika	5	5	Street Legal	1	1
Pulp Comedy	5	1	Game of Two Halves	1	-
20/20	4	4	The Chair	1	-
Bumble Bee	4	5	Havoc & Newsboys Sellout Tour	1	8
60 Minutes	4	5	Waka Huia¹	1	1
Space	4	2	Squirt	1	*
Spin Doctors	3	-	Good Morning	1	3
Fair Go	3	4	Concert Programme	1	2
Number 8 Wired	3	-			

* Between zero and half a percent

- Zero

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

¹ Funded by Te Mangai Paho which until 1 July 2000 was funded directly by NZ On Air.
² Previously funded by NZ On Air.
³ NZ On Air funded the one-off documentary but not the subsequent series.

Awareness of Programmes Funded by NZ On Air

The ability to distinguish between NZ On Air funded programmes and other programmes was similar to 2001 levels, with 15 percent of people being able to name **only** NZ On Air funded programmes.

Only 12 percent of people only named programmes not funded by NZ On Air.

Similar to 2001, over two fifths of people (42%) could not name any NZ On Air programmes.

	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 %
Named only NZ On Air funded programmes	15	34	17	28	11	25
Named both NZ On Air funded programmes and other programmes	30	20	35	30	37	33
Named only programmes not funded by NZ On Air	12	3	10	4	18	7
Could not name any NZ On Air funded programmes	42	42	38	38	35	35
Base:	751		750		750	

Awareness of Programmes Funded by NZ On Air - Results of Maori Compared with Non Maori

Maori were significantly more likely than non Maori to name both NZ On Air funded programmes and other programmes (40%), and to name only programmes not funded by NZ on Air (17%).

Maori were significantly less likely to be unable to name any NZ On Air funded programmes (31%) than Non Maori (42%).

	Maori				Non Maori			
	Current Funding Only %		Total Current, Past & Partial Funding %		Current Funding Only %		Total Current, Past & Partial Funding %	
	2002	2001	2002	2001	2002	2001	2002	2001
Named only NZ On Air funded programmes	12	17	39	36	16	17	35	28
Named both NZ On Air funded programmes and other programmes	40	38	27	29	30	35	29	30
Named only programmes not funded by NZ on Air	17	11	3	-	11	10	3	4
Could not name any NZ On Air funded programmes	31	35	31	35	42	38	42	38
Base:	271	271	271	271	685	684	685	684

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

Pacific Peoples were significantly less likely to not be able to name any NZ On Air funded programmes (34%) than non Pacific Peoples (42%).

	Pacific Peoples		Non Pacific Peoples	
	Current Funding Only %	Total Current, Past & Partial Funding %	Current Funding Only %	Total Current, Past & Partial Funding %
Named only NZ On Air funded programmes	19	47	15	34
Named both NZ On Air funded programmes and other programmes	38	17	30	20
Named only programmes not funded by NZ on Air	9	2	13	3
Could not name any NZ On Air funded programmes	34	34	42	42
Base:	243		728	

5.3 Knowledge of Programmes Funded by NZ On Air

People were asked an open-ended question about how they knew a programme was funded by NZ On Air.

As in previous years, the majority of people said they knew a programme was funded by NZ On Air because of the NZ On Air logo screened at the end of the programme (66%). Thirteen percent could not identify how they knew a programme was funded by NZ On Air.

For the first time in 2002, people said they could tell a programme was funded by NZ On Air from information in the Listener/TV Guide advertisements (4%).

	2002 %	2001 %	2000 %	1999 %
NZ On Air logo at the end of programmes	66	60	54	57
NZ On Air logo at the beginning of programmes	8	13	8	6
New Zealand made	5	6	7	9
Told at the beginning and the end of programmes	4	1	2	5
From information in the Listener/TV Guide advertisements	4	-	-	-
By the content	3	4	7	1
Stars/New Zealand actors	2	5	7	3
Quality of the programme	1	4	2	2
By what I read	*	3	3	3
Word of mouth	*	2	-	-
Other	*	1	4	8
Don't know	13	15	16	17
Base: Aware of Programmes Funded by NZ On Air	455	457	485	487

* Between zero and half a percent

- Zero

- Those more likely to say the NZ On Air logo at the end of programmes told them that the programme was funded by NZ On Air were:
 - people aged 18 to 34 years (73%)
 - young families (73%).

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

As was the case in 2001 there were no significant differences between Maori and non Maori in how they identified that a programme was funded by NZ On Air.

	Maori %			Non Maori %		
	2002	2001	2000	2002	2001	2000
NZ On Air logo at the end of programmes	65	59	53	65	60	54
NZ On Air logo at the beginning of programmes	11	9	7	7	13	8
New Zealand made	6	7	10	5	7	7
Stars/New Zealand actors	5	6	7	2	4	6
Told at the beginning and the end of programmes	3	2	3	4	-	2
By the content	3	2	6	3	4	7
Quality of the programme	1	2	3	1	5	2
By what I read	1	1	1	-	3	2
Word of mouth	-	2	-	*	2	-
Other	-	*	3	*	1	4
Don't know	15	20	18	14	15	16
Base: Aware of Programmes Funded by NZ On Air	191	172	194	409	414	438

* Between zero and half a percent

- Zero

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

Pacific Peoples were significantly more likely to have identified that a programme was funded by NZ On Air by the NZ On Air logo at the beginning of programmes (19%) than non Pacific Peoples (8%).

	Pacific Peoples %	Non-Pacific Peoples %
NZ On Air logo at the end of programmes	65	66
NZ On Air logo at the beginning of programmes	19	8
Told at the beginning and the end of programmes	4	4
By the content	4	3
New Zealand made	2	5
Quality of the programme	2	1
Stars/New Zealand actors	1	2
By what I read	-	*
Word of mouth	-	*
Other	1	*
Don't know	12	14
Base: Aware of Programmes Funded by NZ On Air	164	439

* Between zero and half a percent

- Zero

Those more likely to rate a specific service as important were:

- Television and radio reception for remote communities:
 - females
 - rural dwellers.
- Programmes for people with disabilities:
 - females.
- New Zealand children's programmes on TV:
 - residents in the Wellington metropolitan area
 - young families.
- New Zealand music:
 - young single/couples/group flatting together
 - residents in the Auckland provincial area
 - people aged 18 to 34 years.
- National Radio and Concert FM:
 - people aged 18 to 34 years
 - older couples or older single people.
- Children's programmes on TV reflecting Maori language and culture for all children:
 - people aged 18 to 34 years
 - Maori
 - urban dwellers.
- Documentaries on TV about Maori people and Maori issues for a general audience:
 - people aged 18 to 34 years
 - females
 - young families
 - Maori.
- Maori radio and television in English:
 - females
 - Maori.
- New Zealand children's drama programmes:
 - people aged 35 to 44 years
 - Maori
 - residents in the Auckland metropolitan area
 - young families.
- Programmes on TV for ethnic minorities:
 - Maori.
- New Zealand information programmes on TV:
 - people aged 18 to 34 years
 - Maori and 'other' ethnicities
 - young families.

- Drama and comedy programmes on TV made by and about Maori for general audiences:
 - people aged 18 to 34 years
 - Maori.
- New Zealand comedy on TV:
 - people aged 18 to 34 years
 - young single/couples/group flatting together
 - young families.
- New Zealand drama on TV:
 - people aged 35 to 44 years.
- Maori radio and television partly in Te Reo:
 - Maori
 - people aged 18 to 34 years
 - mature families.
- Programmes for minorities:
 - people aged 18 to 34 years and 55 years and over
 - older couples or older singles.
- Reality and entertainment focussed New Zealand documentaries:
 - residents in the Auckland provincial area
 - older couples or older singles
 - rural dwellers.
- Pacific Island radio stations in New Zealand:
 - people aged 18 to 34 years
 - females
 - Maori.
- Access radio stations:
 - mature families.

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

Compared to non Maori, Maori were significantly more likely to give higher importance ratings to nearly all of NZ On Air's services.

The top four services Maori thought NZ On Air should fund were New Zealand music (89%), programmes for people with disabilities (88%), documentaries about Maori people and Maori issues for a general audience (87%), and children's programmes reflecting Maori language and culture for all children (86%).

Important to fund...	Maori			Non Maori		
	2002 %	2001 %	2000 %	2002 %	2001 %	2000 %
New Zealand music	89	87	85	79	73	71
Programmes for people with disabilities	88	93	88	81	78	75
Documentaries about Maori people and Maori issues for a general audience	87	86	84	61	56	51
Children's programmes reflecting Maori language and culture for all children	86	87	90	61	59	60
New Zealand children's programmes on TV	83	91	92	79	83	86
Television/radio reception for remote communities	83	86	84	85	83	83
Maori radio and television in English	83	83	85	60	57	56
Maori radio and television partly in Te Reo	82	82	86	50	45	47
Programmes for ethnic minorities	74	76	67	56	54	50
Drama and comedy made by and about Maori for a general audience	74	75	75	55	51	49
Pacific Island Radio Stations in New Zealand	73	68	-	46	45	-
In-depth documentaries on TV	71	82	89	76	75	80
New Zealand information programmes on TV	68	75	68	56	64	62
Reality or entertainment focussed New Zealand documentaries	67	68	-	49	59	-
New Zealand children's drama programmes	63	71	76	59	61	65
National Radio and Concert FM	63	62	66	65	65	61
Arts and performance programmes	63	61	63	59	48	51
New Zealand drama on TV	60	60	80	53	55	73
New Zealand comedy programmes	60	56	62	55	45	56
Access radio stations	59	61	60	45	42	42
Programmes for minorities	52	46	49	52	43	44
Base:	271	271	266	685	684	689

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

Pacific Peoples were significantly more likely than non Pacific Peoples to give higher importance rating to nearly all of NZ On Air's services.

Pacific Peoples were significantly more likely to say that it is not important for NZ On Air to fund in-depth documentaries on TV (12%) than non Pacific Peoples (4%).

	Pacific Peoples		Non-Pacific Peoples	
	Important %	Unimportant %	Important %	Unimportant %
Programmes for ethnic minorities	90	2	57	15
New Zealand music	87	4	79	7
Pacific Island Radio Stations in New Zealand	86	2	47	20
Programmes for people with disabilities	86	3	82	3
New Zealand children's programmes on TV	86	5	79	6
Children's programmes reflecting Maori language and culture for all children	81	7	63	12
Television/radio reception for remote communities	79	7	84	4
New Zealand information programmes on TV	75	7	56	8
Access radio stations	72	6	45	11
Maori radio and television in English	71	11	61	15
National Radio and Concert FM	69	8	65	11
Reality or entertainment focussed New Zealand documentaries	69	12	50	16
Documentaries about Maori people and Maori issues for a general audience	69	14	63	11
In-depth documentaries on TV	69	12	75	4
New Zealand children's drama programmes	66	8	60	8
Arts and performance programmes	66	12	60	12
Maori radio and television partly in Te Reo	63	14	53	20
Programmes for minorities	61	12	52	4
Drama and comedy made by and about Maori for a general audience	60	18	56	14
New Zealand comedy programmes	57	17	56	17
New Zealand drama on TV	52	25	54	20
Base:	243		728	

Comparison of Importance for Funding Between 1998, 1999, 2000, 2001 and 2002

The table below shows the total importance given to each of the funding statements in 1998, 1999, 2000, 2001 and 2002.

Over time there has been an increase in people saying NZ On Air should fund:

- television and radio reception for remote communities
- programmes for people with disabilities
- New Zealand music
- Maori radio and television in English
- documentaries about Maori people and Maori issues for a general audience
- programmes for ethnic minorities
- drama and comedy made by and about Maori for a general audience
- Maori radio and television in Te Reo
- Access radio stations.

	Total Important				
	2002 %	2001 %	2000 %	1999 %	1998 %
Television and radio reception for remote communities	84	83	83	81	79
NZ programmes for people with disabilities	82	79	75	79	-
New Zealand children's programmes on TV	(79)	83	86	83	78
New Zealand music	(79)	73	72	72	55
In-depth documentaries on TV	75	75	81	78	-
National Radio and Concert FM	65	65	61	64	53
Children's programmes reflecting Maori language and culture	63	61	63	-	-
Documentaries about Maori people and Maori issues for a general audience	(63)	58	54	-	-
Maori radio and television in English	62	59	59	57	-
New Zealand children's drama programmes	60	61	66	66	-
NZ arts and performance programmes	(60)	47	51	57	-
NZ programmes for ethnic minorities	58	55	51	50	-
New Zealand information programmes on TV	(57)	65	63	-	-
Drama and comedy made by and about Maori for a general audience	56	54	50	-	-
New Zealand comedy	(56)	46	56	53	-
New Zealand drama on TV	54	55	74	72	53
Maori radio and television in Te Reo	54	49	50	53	-
NZ programmes for minorities	52	42	44	43	-
Reality/entertainment focussed NZ documentaries	(50)	59	40	52	-
Pacific Island radio stations in New Zealand	49	47	-	-	-
Access radio stations	46	44	44	47	35
Base:	751	750	750	750	1000

NB: In 2000 four new statements were added, in 2001 two additional statements were added.

Compared to 2001, in 2002 people gave significantly **lower** importance ratings to:

- New Zealand children's programmes on TV
- New Zealand information programmes on TV
- Reality/entertainment focussed NZ documentaries.

Compared to 2001, in 2002 people gave significantly **higher** importance ratings to:

- New Zealand music
- Documentaries about Maori people and Maori issues for a general audience
- Arts and performance programmes
- New Zealand comedy programmes.

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 were mentioned by just under a fifth of people (19%). Over a quarter did not identify any programmes they would like to see funded by NZ On Air (28%). There have been no significant changes since 2001.

	2002 %	2001 %	2000 %	1999 %
Documentaries	19	20	18	23
Comedy	9	7	7	7
Documentaries about NZ (including culture)	8	7	-	-
Drama	7	9	9	10
Educational	6	6	6	7
Music	5	6	7	5
Children's	5	5	8	4
New Zealand history/geography	5	5	2	3
Maori language and culture	3	5	3	1
Arts and performance	3	4	4	5
Sports	2	4	6	7
Current affairs	2	1	4	5
Minority sports	2	1	3	1
New Zealand programmes	1	3	3	3
Real life	1	3		-
Ethnic minority groups	1	3	2	1
English (UK) programmes	1	2	1	2
Movies	1	1		-
Local news	1	*	1	1
Environmental/conservation	1	*	1	1
Travel	*	1	1	1
Christian programmes	*	1	-	-
Less advertising/commercial free station	*	1	-	-
Overseas movies	*	*	1	1
Self help/house decorating/consumer	-	1	-	-
Historical drama	-	-	*	1
Other ¹	12	10	11	9
Nothing/Don't know	28	25	33	36
Base:	751	750	750	750

* 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.

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

Maori were significantly less likely than non Maori to express interest in using further funding for documentaries, but these were still the most popular response for Maori.

As with 2001, Maori language and culture programmes were of significantly more interest to Maori as potential uses of any further funding than non Maori.

	Maori %		Non Maori %	
	2002	2001	2002	2001
Documentaries	14	14	20	21
Maori language and culture	11	12	2	4
Documentaries about NZ (including culture)	8	7	8	7
Comedy	7	5	10	7
Educational	6	8	6	6
New Zealand history/geography	6	4	5	5
Children's	4	7	5	5
Drama	4	5	7	9
Music	4	4	6	6
Sports	3	5	2	4
Minority sports	3	1	1	1
Ethnic minority groups	2	3	1	2
Real life	2	3	1	3
New Zealand programmes	1	3	1	3
Arts and performance	1	1	4	4
Less advertising/commercial free station	1	-	*	1
Current affairs	1	-	2	1
Environmental/conservation	1	-	1	*
Travel	*	-	*	1
Movies	*	-	1	1
Overseas movies	*	-	*	1
Local news	*	-	1	*
Christian programmes	-	1	*	-
Self help/house decorating/consumer	-	1	-	1
English (UK) programmes	-	-	1	2
Other ¹	12	4	13	9
Nothing/Don't know	29	28	28	25
Base:	271	271	685	684

* 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.

Use of Further Funding - Results of Pacific Peoples Compared with Non Pacific Peoples

Pacific Peoples were significantly less likely than non Pacific Peoples to express interest in using further funding for comedy, documentaries about New Zealand (including culture), and drama.

Pacific Peoples were significantly more likely to suggest using funding for 'other' programmes (19%) than non Pacific Peoples (13%).

	Pacific Peoples %	Non Pacific Peoples %
Documentaries	16	20
Educational	7	6
Music	7	5
Comedy	5	9
Documentaries about NZ (including culture)	4	8
Children's	4	5
Drama	3	7
Maori language and culture	3	3
New Zealand history/geography	2	5
Arts and performance	2	4
Sports	2	2
Current affairs	2	2
New Zealand programmes	2	1
Minority sports	1	2
Real life	1	1
Ethnic minority groups	1	1
Local news	1	1
Self help/house decorating/consumer	1	-
Movies	*	1
Christian programmes	*	*
Overseas movies	*	*
Environmental/conservation	-	1
English (UK) programmes	-	1
Less advertising/commercial free station	-	*
Travel	-	*
Other	19	13
Nothing/Don't know	32	29
Base:	243	728

* 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.

6.0

Media and Advertising

6.0 Media and Advertising

6.1 Listener Magazine

People were asked if they read the Listener magazine. The table below shows the results.

Nearly a quarter of people read the Listener magazine (23%).

	2002 %
Yes	23
No	77
Don't know	*
Base:	751

* Between zero and half a percent

- Those **most** likely to read the Listener magazine were:
 - people living in the Auckland metropolitan area (28%)
 - people aged 55 years and over (32%)
 - mature families (31%).
- Those **least** likely to read the Listener magazine were:
 - people living in the Wellington provincial area (88%)
 - people aged 34 to 44 years (86%)
 - young families (83%).

Listener Magazine - Results of Maori Compared with Non Maori

Significantly fewer Maori read the Listener magazine (17%) than non Maori (23%).

	Maori %	Non Maori %
Yes	17	23
No	83	76
Don't know	-	*
Base:	271	685

* Between zero and half a percent
- Zero

Listener Magazine - Results of Pacific Peoples Compared with Non Pacific Peoples

There were no significant differences between Pacific Peoples and non Pacific Peoples in those who read the Listener magazine.

	Pacific Peoples %	Non Pacific Peoples %
Yes	23	22
No	77	77
Don't know	-	*
Base:	243	728

* Between zero and half a percent
- Zero

6.2 TV Guide

Respondents were asked if they read the TV Guide. The results are shown in the table below.

Over a third of people read the TV Guide (37%).

	2002 %
Yes	37
No	63
Don't know	*
Base:	751

* Between zero and half a percent

Those most likely to read the TV Guide were:

- aged 55 years and over (46%)
- mature families (48%).

Those **least** likely to read the TV Guide were:

- young couple/single/group flatting (74%).

TV Guide – Results of Maori Compared with Non Maori

There were no significant differences between Maori and non Maori in the readership levels of the TV Guide.

	Maori %	Non Maori %
Yes	37	37
No	63	62
Don't know	-	*
Base:	271	685

* Between zero and half a percent

- Zero

TV Guide – Results of Pacific Peoples Compared with Non Pacific Peoples

There were no significant differences between Pacific Peoples and non Pacific Peoples in the readership levels of the TV Guide.

	Pacific Peoples %	Non Pacific Peoples %
Yes	38	37
No	62	63
Don't know	-	*
Base:	243	728

* Between zero and half a percent

- Zero

6.3 Recall of NZ On Air Advertisement

Those respondents who read the Listener and/or the TV Guide were asked if they recalled seeing a full-page NZ On Air advertisement in either the Listener or the TV Guide. The results are tabulated below.

Fourteen percent of people who read the Listener and/or the TV Guide recalled seeing a full-page NZ On Air advertisement in either the Listener or the TV Guide.

	2002 %
Yes	14
No	81
Don't know	5
Base: Read the Listener and/or the TV Guide	367

- Those **least** likely to recall the NZ On Air advertisement in either the Listener or the TV Guide were:
 - people living in the Auckland metropolitan area (86%)
 - Europeans (84%).

Advertisement Recall – Results of Maori Compared with Non Maori

Maori were significantly more likely to recall seeing the NZ On Air advertisement in the Listener or TV Guide (19%) than non Maori (13%).

	Maori %	Non Maori %
Yes	19	13
No	77	82
Don't know	4	5
Base: Read the Listener and/or the TV Guide	114	342

Advertisement Recall – Results of Pacific Peoples Compared with Non Pacific Peoples

Pacific Peoples were significantly more likely to recall seeing the NZ On Air advertisement in the Listener or TV Guide (27%) than non Pacific Peoples (13%).

	Pacific Peoples %	Non Pacific Peoples %
Yes	27	13
No	69	82
Don't know	4	5
Base: Read the Listener and/or the TV Guide	112	357

6.4 Message of NZ On Air Advertisement

Those respondents who recalled seeing the NZ On Air advertisement in the Listener and/or TV Guide were asked what the advertisement was trying to tell them. The results are tabulated below.

Fifteen percent of people thought the advertisement was trying to tell them what NZ On Air funds, 11 percent thought the advertisement told them about NZ On Air's role to promote Maori language and culture, and nine percent thought the advertisement told them about NZ On Air's role to promote New Zealand made television.

Six percent of people could not recall any information about the NZ On Air advertisement.

	2002 %
What NZ On Air funds - general	15
NZ On Air's role to promote Maori language and culture	11
NZ On Air's role to promote NZ made TV	9
NZ On Air funded programmes are good	8
What TV programmes NZ On Air funds	8
NZ On Air's role to promote NZ culture and identity	6
I can't recall any information about the NZ On Air ads	6
Where to find information about NZ On Air programmes	4
NZ On Air's role to promote NZ music	4
Screening times and channels for NZ programmes	4
To watch more NZ On Air funded programmes	4
Complaints can be made to NZ On Air	2
Locally made programmes are good	2
Don't know	40
Base: Recall Seeing the NZ On Air Advertisement	53

- Zero

Message of NZ On Air Advertisement – Results of Maori Compared with Non Maori

There were no significant differences between Maori and non Maori in the recall of the message of the NZ On Air advertisement in the Listener and TV Guide.

	Maori %	Non Maori %
What TV programmes NZ On Air funds	18	9
NZ On Air funded programmes are good	14	4
NZ On Air's role to promote NZ made TV	9	11
Where to find information about NZ On Air programmes	9	-
What NZ On Air funds - general	5	17
NZ On Air's role to promote Maori language and culture	5	11
To watch more NZ On Air funded programmes	5	4
NZ On Air's role to promote NZ culture and identity	-	7
Screening times and channels for NZ programmes	-	4
NZ On Air's role to promote NZ music	-	4
Complaints can be made to NZ On Air	-	2
Locally made programmes are good	-	2
I can't recall any information about the NZ On Air advertisements	5	7
Don't know	36	39
Base: Read the Listener and/or the TV Guide	22¹	46

- Zero

¹ Please note, due the small sample size, the data should be interpreted with caution.

Message of NZ On Air Advertisement – Results of Pacific Peoples Compared with Non Pacific Peoples

Pacific Peoples were significantly less likely to recall the message of the NZ On Air advertisement to be NZ On Air's role to promote Maori language and culture (zero) than non Pacific Peoples (13%).

	Pacific Peoples %	Non- Pacific Peoples %
What NZ On Air funds - general	13	15
What TV programmes NZ On Air funds	13	8
NZ On Air's role to promote NZ culture and identity	10	6
NZ On Air's role to promote NZ music	10	2
NZ On Air's role to promote NZ made TV	7	8
Where to find information on NZ On Air programmes	3	4
Screening times and channels for NZ programmes	3	4
To watch more locally made programmes	3	-
NZ On Air's role to promote Maori language and culture	-	13
NZ On Air funded programmes are good	-	8
To watch more NZ On Air funded programmes	-	4
Locally made programmes are good	-	2
I can't recall any information about the NZ On Air advertisements	7	6
Don't know	33	40
Base: Read the Listener and/or the TV Guide	30	48

- Zero

7.0

NZ On Air's Website

7.0 NZ On Air's Website

7.1 Use of the Internet

People were asked if they use the Internet. The results are shown in the table below.

Over half of people (58%) use the Internet.

	2002 %
Yes	58
No	42
Don't know	*
Base:	751

* Between zero and half a percent

- Those **most** likely to use the Internet were:
 - Auckland metropolitan (68%)
 - aged 18 to 34 years (75%) and 35 to 44 years (65%)
 - male (66%)
 - young single/couple/group flatting (74%) and young family (70%)
 - urban dwellers (62%).

- Those **least** likely to use the Internet were:
 - Christchurch metropolitan (54%) and Auckland provincial (54%) residents
 - aged 55 years and older (70%)
 - female (47%)
 - older single or older couple (63%)
 - rural dwellers (59%).

Use of the Internet – Results of Maori Compared with Non Maori

Maori were significantly less likely to use the Internet (49%) than non Maori (58%).

	Maori %	Non Maori %
Yes	49	58
No	58	41
Don't know	-	*
Base:	271	685

* Between zero and half a percent

- Zero

Use of the Internet – Results of Pacific Peoples Compared with Non Pacific Peoples

There were no significant differences between Pacific Peoples and non Pacific Peoples in the use of the Internet.

	Pacific Peoples %	Non Pacific Peoples %
Yes	53	57
No	47	42
Don't know	-	*
Base:	243	728

* Between zero and half a percent

- Zero

7.2 Awareness of NZ On Air's Website

Those who use the Internet were asked if they knew that NZ On Air has a website. The table below presents the results.

A quarter of those who use the Internet knew that NZ On Air has a website (25%).

	2002 %
Yes	25
No	74
Don't know	1
Base: Use the Internet	432

Those most likely to know that NZ On Air has a website were residents in the Wellington Metropolitan area.

Awareness of NZ On Air's Website – Results of Maori Compared with Non Maori

Maori were significantly more likely to know that NZ On Air has a website (36%) than non Maori (24%).

	Maori %	Non Maori %
Yes	36	24
No	63	74
Don't know	1	2
Base: Use the Internet	132	399

Awareness of NZ On Air's Website – Results of Pacific Peoples Compared with Non Pacific Peoples

There were no significant differences between Pacific Peoples and non Pacific Peoples in the awareness of the NZ On Air website.

	Pacific Peoples %	Non Pacific Peoples %
Yes	27	25
No	70	74
Don't know	3	1
Base: Use the Internet	130	417

7.3 Use of NZ On Air's Website

Respondents who knew NZ On Air has a website were asked if they had used the website in the last six months. The table below displays the results.

Fourteen percent of those who knew NZ On Air has a website had used the website in the last six months.

	2002 %
Yes	14
No	85
Don't know	1
Base: Know NZ On Air Has a Website	107

Use of NZ On Air's Website – Results of Maori Compared with Non-Maori

There were no significant differences between Maori and non Maori in the use of the NZ On Air website.

	Maori %	Non Maori %
Yes	15	12
No	83	88
Don't know	2	-
Base: Know NZ On Air Has a Website	48	97

- Zero

Use of NZ On Air's Website – Results of Pacific Peoples Compared with Non-Pacific Peoples

There were no significant differences between Pacific Peoples and non Pacific Peoples in the use of the NZ On Air website.

	Pacific Peoples %	Non Pacific Peoples %
Yes	14	14
No	86	85
Don't know	-	*
Base: Know NZ On Air Has a Website	35	104

* Between zero and half a percent

- Zero

7.4 Information on the NZ On Air Website

Respondents who had used the NZ On Air website in the last six months were asked what sort of information they were searching for on the website. The table below presents the results.

The most common information sought on the NZ On Air website in the last six months was information about applying for NZ On Air television funding, including guidelines (27%).

	2002 %
Applying for NZ On Air television funding, including guidelines	27
Applying for NZ On Air music funding, including guidelines	13
What TV programmes have received funding	13
Amount of funding TV programmes receive	7
What music has received funding	7
Policy information on NZ On Air	7
Information on music radio programmes	7
Information for school projects/study	7
NZ On Air research	7
I can't recall the information I accessed on the NZ On Air website	7
Don't know	13
Base: Used the NZ On Air Website in the Last Six Months	15²

² Please note, due the small sample size, this information should be interpreted with caution.

Information on the NZ On Air Website – Results of Maori Compared to Non Maori

There were no significant differences between Maori and non Maori in the information sought on the NZ On Air website in the last six months.

	Maori %	Non Maori %
Applying for NZ On Air music funding, including guidelines	14	8
NZ On Air research	14	8
Information on Maori Broadcasting	14	-
Applying for NZ On Air television funding, including guidelines	-	33
What TV programmes have received funding	-	17
Amount of funding TV programmes receive	-	8
What music has received funding	-	8
Information on music radio programmes	-	8
Information for school projects/study	-	8
I can't recall the information I accessed on the NZ On Air website	29	-
Don't know	29	8
Base: Used the NZ On Air Website in the Last Six Months	7³	12

- Zero

³ Please note, due the small sample sizes, the data should be interpreted with caution.

Information on the NZ On Air Website – Results of Pacific Peoples Compared to Non Pacific Peoples

There were no significant differences between Pacific Peoples and non Pacific Peoples in the information sought on the NZ On Air website in the last six months.

	Pacific Peoples %	Non Pacific Peoples %
Information on NZ On Air roles and functions	40	-
Applying for NZ On Air music funding, including guidelines	20	13
Applying for NZ On Air television funding, including guidelines	-	27
What TV programmes have received funding	-	13
Amount of funding TV programmes receive	-	7
What music has received funding	-	7
Policy information on NZ On Air	-	7
Information on music radio programmes	-	7
Information for school projects/study	-	7
NZ On Air research	-	7
I can't recall the information I accessed on the NZ On Air website	-	7
Other	20	-
Don't know	20	13
Base: Used the NZ On Air Website in the Last Six Months	5⁴	15

- Zero

⁴ Please note, due the small sample sizes, the data should be interpreted with caution.

7.5 Opinions About the NZ On Air Website

People who had used the NZ On Air website in the last six months were asked whether they agreed or disagreed with a set of attitudinal statements about the NZ On Air website. In the table below are the percentages of people who agree and disagree with each of the statements.

The majority of people agreed that it was easy to read the information on the website (87%), and that it was easy to find information on the website (67%).

	2002 %		
	Agree	Disagree	Don't know
It was easy to read the information on the website	80	-	7
It was easy to find information on the website	67	-	13
It was easy to download information from the website	40	7	40
I was able to access the information I wanted from the website	53	24	7
I was able to find links to other useful websites	53	7	27
Base:	15⁵		

- Zero

⁵ Please note, due the small sample size, the data should be interpreted with caution.

Opinions About the NZ On Air Website - Results of Maori Compared with Non Maori

There were no significant differences between Maori and non Maori in the opinion of the NZ On Air website.

	Maori %		Non Maori %	
	Agree	Disagree	Agree	Disagree
It was easy to read the information on the website	57	-	83	-
It was easy to find information on the website	57	-	75	-
It was easy to download information from the website	57	-	33	8
I was able to access the information I wanted from the website	86	-	50	33
I was able to find links to other useful websites	29	-	67	8
Base:	7⁶		12	

- Zero

⁶ Please note, due the small sample sizes, the data should be interpreted with caution.

Opinions About the NZ On Air Website - Results of Maori Compared with Non Maori

There were no significant differences between Pacific Peoples and non Pacific Peoples in the opinion of the NZ On Air website.

	Pacific Peoples %		Non Pacific Peoples %	
	Agree	Disagree	Agree	Disagree
It was easy to read the information on the website	60	20	80	-
It was easy to find information on the website	40	20	67	-
It was easy to download information from the website	40	40	40	7
I was able to access the information I wanted from the website	60	20	53	27
I was able to find links to other useful websites	60	20	53	7
Base:	5⁷		15	

- Zero

⁷ Please note, due the small sample sizes, the data should be interpreted with caution.

8.0

New Zealand Television

8.0 New Zealand Television

8.1 Perception of the Amount of New Zealand Made Programmes

People were asked what percentage of programmes shown on television they thought were New Zealand made.

The current level of New Zealand made programmes is 24 percent. Forty-two percent of people gave an estimate of 20 percent or less. Nine percent of people gave an estimate of between 21 and 25 percent. A further third (32%) gave an estimate of over 25 percent.

In 2002, more people overestimated the amount of local content (32%) compared to 2000 (31%), 1999 (21%) and 1998 (20%).

There were no significant changes since 2001.

	2002 %	2001 %	2000 %	1999 %	1998 %
0-15 percent	27	27	29	39	34
16-25 percent	24	25	25	25	30
26-50 percent	28	26	26	18	19
51-75 percent	3	5	4	2	1
76-100 percent	1	1	1	1	-
Don't know	18	16	15	15	16
Base:	751	750	750	750	1000

- Zero

- Those who tended to estimate a **lower** percentage of New Zealand made programmes were:
 - Europeans
 - males.
- Those aged tended to estimate a **higher** percentage of New Zealand made programmes were:
 - aged 18 to 34 years
 - young single/couple/group flatting together and young families
 - Maori.

Perception of the Amount of New Zealand Made Programmes - Results of Maori Compared with Non Maori

Maori were significantly more likely than non Maori to both overestimate and underestimate the percentage of New Zealand made programmes shown on television in nearly all the categories, namely:

- 0 to 15 percent
- 16 to 25 percent
- 26 to 50 percent
- 51 to 75 percent.

	Maori %			Non Maori %		
	2002	2001	2000	2002	2001	2000
0-15 percent	20	28	26	28	27	29
16-25 percent	17	23	21	25	25	25
26-50 percent	36	26	27	25	26	26
51-75 percent	7	6	5	3	4	4
76-100 percent	3	2	2	1	1	1
Don't know	18	22	18	18	15	15
Base:	271	271	266	685	684	689

Perception of the Amount of New Zealand Made Programmes - Results of Pacific Peoples Compared with Non Pacific Peoples

Pacific Peoples were significantly more likely than non Pacific Peoples to both overestimate and underestimate the percentage of New Zealand made programmes shown on television in all the categories (except 'don't know').

One out of five Pacific Peoples underestimated the percentage of New Zealand made programmes shown on television (19%) compared to 27 percent of non Pacific Peoples. Just under half of Pacific Peoples overestimated the percentage of New Zealand made programmes shown on television (47%) compared to 31 percent of non Pacific Peoples.

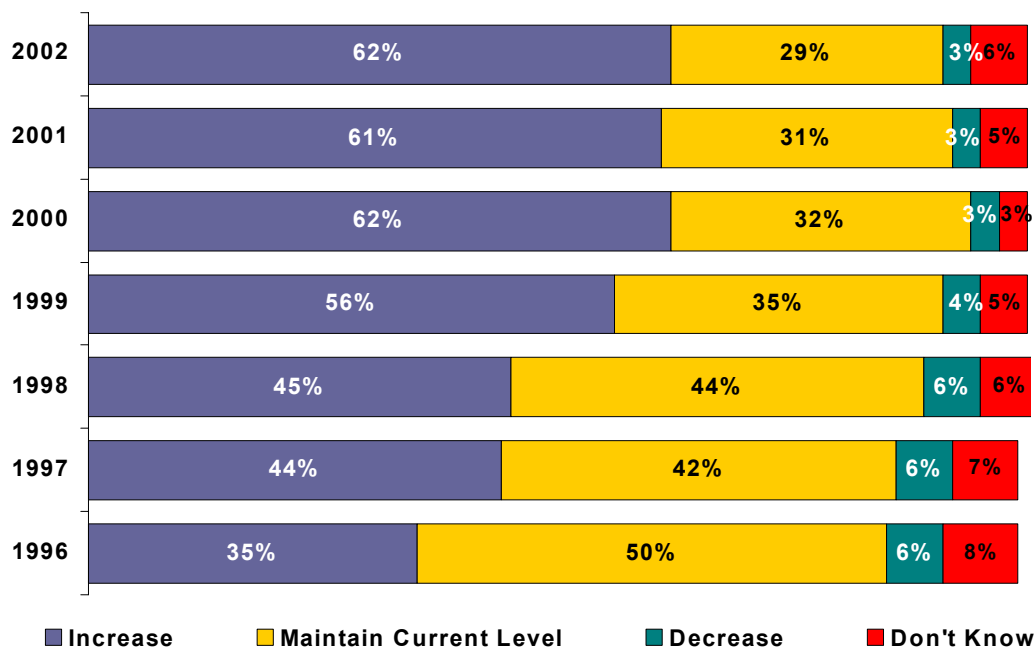
	Pacific Peoples %	Non Pacific Peoples %
0-15 percent	19	27
16-25 percent	16	24
26-50 percent	36	27
51-75 percent	7	3
76-100 percent	4	1
Don't know	18	8
Base:	243	728

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

People were told that currently around 24 percent of programmes shown on television 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 62 percent in 2002. Correspondingly, since 1996, consistently fewer people have said the current level of New Zealand made programmes should decrease. There has been no significant change between 2001 and 2002.

Amount of New Zealand Made TV Programmes Should ...



Base: All respondents

- Those **most** likely to say that the amount of New Zealand made programmes on television should increase were:
 - female (67%)
 - young families (68%).

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

The majority of Maori (79%) said they wanted an increase in the amount of New Zealand made programmes, compared to 60 percent of non Maori. Correspondingly, Maori were less likely than non Maori to say they wanted the amount of New Zealand made television to stay the same (18% compared to 29% respectively).

	Maori %			Non Maori %		
	2002	2001	2000	2002	2001	2000
Increase	79	73	77	60	60	60
Stay the same	18	21	19	29	32	34
Decrease	1	1	1	3	3	3
Don't know	3	4	2	7	5	3
Base:	271	271	266	685	684	689

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

Almost a quarter of Pacific Peoples (73%) said they wanted an increase in the amount of New Zealand made programmes, compared to 61 percent of non Pacific Peoples. Correspondingly, Pacific Peoples were less likely than non Pacific Peoples to say they wanted the amount of New Zealand made television to stay the same (22% compared to 29% respectively).

	Pacific Peoples %	Non Pacific Peoples %
Increase	73	61
Stay the same	22	29
Decrease	3	3
Don't know	2	6
Base:	243	728

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

To give people an understanding of the levels of local programming in other countries, people 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, 70 percent said that the amount of New Zealand made programmes aired on New Zealand television should increase. This represents an eight percent increase from the number of people who initially supported an increase (62%) without knowing the background information.

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

Females, young people (aged 18 to 34 years), Maori, and mature families were more likely to say the amount of New Zealand made programmes aired should increase.

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

Given the higher percentages of local content screened in other countries Maori were significantly more likely to want an increase in local content than non Maori (80% compared to 68% respectively).

Correspondingly, Maori were significantly less likely to state that the percentage of local content should stay the same (16%) than non Maori (26%).

These results are similar to 2001.

	Maori %			Non Maori %		
	2002	2001	2000	2002	2001	2000
Increase	80	80	83	68	65	67
Stay the same	16	15	14	26	28	28
Decrease	1	2	2	2	3	2
Don't know	4	3	2	4	3	2
Base:	271	271	266	685	684	689

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

Given the higher percentages of local content screened in other countries, Pacific Peoples were significantly more likely to want an increase in local content than non Pacific Peoples (79%, compared to 69% respectively).

Correspondingly, Pacific Peoples were significantly less likely to state that the percentage of local content screened on television should stay the same (17%) than non Pacific Peoples (25%).

	Pacific Peoples %	Non Pacific Peoples %
Increase	79	69
Stay the same	17	25
Decrease	2	2
Don't know	2	3
Base:	243	728

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

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

While slightly down on the 2001 findings, support is still high across all of the genre. New Zealand made children and young person's programmes (75%) now have the greatest support, slightly ahead of New Zealand documentaries (74%).

Free to Air TV Should Be Made to Screen...

	2002 %	2001 %	2000 %	1999 %
A minimum amount of New Zealand made programmes	71	72	74	83
New Zealand made children and young persons programmes	75	75	78	82
New Zealand made documentaries	74	76	76	86
New Zealand made special interest programmes	71	72	72	79
New Zealand made comedy and drama	66	69	70	77
New Zealand made arts and performance programmes	64	64	66	72
Base:	751	750	750	750

- 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:
 - females (78%).
- Those most likely to say free to air channels should be made to screen a minimum amount of New Zealand made documentaries were:
 - rural dwellers (82%).
- 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:
 - residents in the Wellington provincial area (82%)
 - females (76%)
 - rural dwellers (81%).
- Those most likely to say free to air channels should be made to screen a minimum amount of New Zealand made drama and comedy programmes were:
 - females (60%).
- Those most likely to say free to air channels should be made to screen and a minimum amount of New Zealand made arts and performance programmes were:
 - females (68%).

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

Maori were significantly more likely to think that free to air television channels like TV1, TV2, TV3, TV4 and Prime should be made to screen a minimum amount of New Zealand programmes across all the genre than non Maori.

	Maori %		Non Maori %	
	2002	2001	2002	2001
New Zealand made programmes	85	81	72	72
New Zealand made children and young persons programmes	86	81	74	76
New Zealand made special interest programmes	83	79	70	72
New Zealand made documentaries	86	85	73	76
New Zealand made comedy and drama	78	78	65	69
New Zealand made arts and performance programmes	77	75	62	63
Base:	271	271	685	684

Compulsory Screening of New Zealand Made Programmes – Results of Pacific Peoples Compared with Non Pacific Peoples

There were no significant differences between Pacific Peoples and non Pacific Peoples as whether free to air television channels like TV1, TV2, TV3, TV4 and Prime should be made to screen a minimum amount of New Zealand programmes from a given list of programme genre.

	Pacific Peoples		Non Pacific Peoples	
	Yes %	No %	Yes %	No %
A minimum amount of New Zealand made programmes	75	23	71	25
A minimum amount of New Zealand made children and young persons programmes	78	21	76	21
A minimum amount of New Zealand made special interest programmes	76	20	72	24
A minimum amount of New Zealand made documentaries	76	22	74	23
A minimum amount of New Zealand made drama and comedy programmes	70	27	67	29
A minimum amount of New Zealand made arts and performance programmes	70	27	64	32
Base:	243		728	

8.5 Compulsory screening of New Zealand Programmes Given the Expense

People 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 two thirds of respondents said free to air channels should be made to screen a certain amount of New Zealand made programmes (71%). When told of the relative expense, just under three-quarters of respondents said free to air channels should be made to screen a certain amount of New Zealand made programmes (74%).

	2002		2001		2000	
	Initial Response %	Given the Expense %	Initial Response %	Given the Expense %	Initial Response %	Given the Expense %
Yes	71	74	72	72	74	71
No	25	22	24	22	23	24
Don't know	4	5	4	6	3	5
Base:	751		750		750	

- Those who were more likely to think that free to air channels should be made to screen a certain amount of New Zealand made programmes were after hearing of the expense were:
 - residents in the Christchurch provincial area (87%)
 - female (77%)
 - Maori (89%).

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

Having been told of the extra expense of New Zealand programmes, Maori were still significantly more likely to think free to air channels should be made to screen a certain amount of New Zealand made programmes (85%) than non Maori (72%).

	Maori				Non-Maori			
	Initial Response %		Given the Expense %		Initial Response %		Given the Expense %	
	2002	2001	2002	2001	2002	2001	2002	2001
Yes	85	81	85	84	70	72	72	70
No	16	16	9	11	26	24	23	23
Don't know	3	3	6	6	4	4	5	6
Base:	271	271	271	271	685	684	685	684

Compulsory screening of New Zealand Programmes Given the Expense – Results of Pacific Peoples Compared with Non Pacific Peoples

Having been told of the extra expense of New Zealand programmes, Pacific Peoples were still significantly more likely to think free to air channels should be made to screen a certain amount of New Zealand made programmes (81%) than non Pacific Peoples (73%).

	Pacific Peoples %		Non Pacific Peoples %	
	Initial response	Given the expense	Initial response	Given the expense
Yes	75	81	71	73
No	23	14	25	22
Don't know	2	5	4	5
Base:	243	728	243	728

8.6 Preferred Radio Format

People were read a list of radio formats and asked which one they listened to most often.

The most popular was adult contemporary (32%), while pop (17%) and talk back (12%) were also popular. Since 2001, there has been a significant decrease in the percentage of people who listen to the adult contemporary radio format, from 37 percent in 2001 to 32 percent in 2002.

	2002 %	2001 %
Adult contemporary	32	37
Pop	17	20
Rock	9	9
Progressive/alternative	3	4
Other:		
– Talk back	12	13
– Concert FM	2	3
– Radio Sport	1	1
– Radio Rhema	1	1
– Mai FM	1	1
– Various	*	3
– Maori (unspecified)	*	-
Other ¹	17	-
Don't listen to the radio	*	-
Don't know	2	7
Base:	751	750

* Between zero and half a percent

- Zero

Age was the biggest determinant of the type of format preferred, with younger people being more likely to listen to pop, rock and progressive/alternative formats, and the older age group more likely to listen to the talk back format.

¹ Other includes: None of these (9%), Other (4%), News radio (1%), Radio Hauraki (1%), Local station (1%), Local community radio (1%), Hokonui Gold (*), Double XX (*), Rock and Roll (*), Life FM (*), Pacific Island radio station (*), and 1ZB (*).

Preferred Radio Format - Results of Maori Compared with Non Maori

Maori were significantly more likely to listen to Mai FM and Maori (unspecified) radio formats than non Maori.

Maori were significantly less likely to listen to talk back radio (4%) than non Maori (13%).

	Maori %		Non Maori %	
	2002	2001	2002	2001
Adult contemporary	30	30	32	38
Pop	21	26	16	19
Rock	8	11	9	9
Progressive/alternative	1	6	3	4
Other:				
– Talkback	4	7	13	14
– Mai FM	4	3	1	1
– Maori (unspecified)	3	-	*	-
– Radio Rhema	1	2	1	1
– Various	1	4	*	1
– Concert FM	*	-	2	3
– Radio Sport	-	-	2	1
Don't listen to/none	-	1	2	*
Don't know	3	6	*	8
Base:	271	271	685	684

* Between zero and half a percent

- Zero

Preferred Radio Format – Results of Pacific Peoples Compared with Non Pacific Peoples

Pacific Peoples were significantly more likely to listen to Mai FM (15%) than non Pacific Peoples (1%).

Pacific Peoples were significantly less likely to listen to talk back and Concert FM than non Pacific Peoples.

	Pacific Peoples %	Non Pacific Peoples %
Adult contemporary	29	32
Pop	18	16
Rock	8	9
Progressive/alternative	3	3
Other:		
– Mai FM	15	1
– Talkback	4	12
– Radio Sport	2	2
– Radio Rhema	2	1
– Maori (unspecified)	1	*
– Various	*	*
– Concert FM	-	2
Other ¹	18	17
Don't listen to the radio	-	*
Don't know	*	2
Base:	243	728

* Between zero and half a percent

- Zero

¹ Other includes: (For Pacific Peoples) News radio (1%), Radio Hauraki (1%), Local station (*), Pacific Island radio (1%), Country radio station (1%), Other (9%), and None of these (5%).

9.0

Television Viewing and Radio Listening Behaviour

9.0 Television Viewing and Radio Listening Behaviour

9.1 New Zealand Music on the Radio

People 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.

Over half thought that the amount of New Zealand music being played on the radio has increased (55%).

	2002 %
Increased	55
Stayed about the same	16
Decreased	4
Don't know	25
Base:	751

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

Maori were significantly more like to think the amount of New Zealand music being played on the radio has increased over the last twelve months (63%) than non Maori (54%).

	Maori %	Non Maori %
Increased	63	54
Stayed about the same	15	16
Decreased	5	3
Don't know	17	26
Base:	271	685

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

Pacific Peoples were significantly more likely to think the amount of New Zealand music being played on the radio has increased over the last twelve months (66%) than non Pacific Peoples (55%).

	Pacific Peoples %	Non Pacific Peoples %
Increased	66	55
Stayed about the same	20	16
Decreased	7	4
Don't know	8	25
Base:	243	728

9.2 Opinions About New Zealand Music on the Radio

People 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.

Nearly two thirds of respondents thought that it was important for radio stations to be encouraged to play more New Zealand music (65%).

Just under two thirds of respondents thought that it was important for more New Zealand music to be played on the radio (63%).

	Very Important %	Important %	Total Important %	Neutral %	Quite Unimportant %	Very Unimportant %	Don't Know %
Radio stations are encouraged to play more NZ music	42	23	65	20	5	5	5
More NZ music is played on the radio	39	24	63	20	4	6	7

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

Maori were significantly more likely than non Maori to think it is important for radio stations to be encouraged to play more New Zealand music (77%) and that it is important for more New Zealand music to be played on the radio (77%).

	Maori		Non Maori	
	Important %	Not Important %	Important %	Not Important %
Radio stations are encouraged to play more NZ music	77	7	64	10
More NZ music is played on the radio	77	8	64	10
Base:	271		685	

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

Pacific Peoples were significantly more likely than non Pacific Peoples to think that it was important for radio stations to be encouraged to play more New Zealand music (77%) and that it is important for more New Zealand music to be played on the radio (76%).

	Pacific Peoples		Non Pacific Peoples	
	Important %	Not Important %	Important %	Not Important %
Radio stations are encouraged to play more NZ music	77	11	65	10
More NZ music is played on the radio	76	11	64	10
Base:	243		728	

9.3 Radio and Television Programmes Regularly Listened to or Watched

People were read out 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 below. All programmes recorded in 1995 and still being recorded today are significantly more popular now, with the exception of National Radio and Concert FM whose popularity has not altered significantly.

Since 2001, there have been significant increases in people watching New Zealand comedy programmes (56%), New Zealand television drama programmes (54%), New Zealand special interest programmes (48%), and NZ television arts and performance programmes (38%).

Since last year, there has been a significant decrease in people watching New Zealand television documentary programmes (89%).

	2002 %	2001 %	2000 %	1999 %	1998 %
New Zealand television documentary programmes made with the help of NZ On Air, like Inside New Zealand and Documentary New Zealand	89	92	87	87	-
New Zealand comedy programmes made with the help of NZ On Air, [Spin Doctors or Pulp Comedy] ⁸	56	46	49	-	-
New Zealand television drama programmes made with the help of NZ On Air, [Mercy Peak or The Strip] ¹	54	47	61	63	-
New Zealand special interest programmes made with the help of NZ On Air [Praise Be and Asia Down Under] ¹	48	39	32	32	-
New Zealand children's programmes made with the help of NZ On Air, [What Now? or Sticky TV] ¹	46	49	50	43	-
New Zealand information programmes on TV made with the help of NZ On Air such as Family Confidential	40	-	-	-	-
NZ On Air funded music videos which screen on TV programmes like 'Squeeze', 'Most Wanted' and 'M2'	38	42	41	36	26
NZ television arts and performance programmes made with the help of NZ On Air, [The Big Art Trip or Space] ¹	38	30	56	66	-
National Radio including programmes, like Morning Report, Kim Hill and Saturday Morning with John Campbell	36	40	36	37	35
Concert FM, this is the station that plays classical music	29	30	32	32	25
Maori radio stations and TV programmes in English	27	-	-	-	-
Teletext subtitles, on television programmes. These are written words on the screen so people who have difficulty hearing can understand the programmes.	26	26	23	21	15
New Zealand Music programmes on commercial radio stations like "Keeping it Kiwi" and "The Beat Files"	21	21	19	25	20
Maori radio stations and TV programmes in Te Reo like Waka Huia, Marae and Te Karere	18	20	21	21	13
Student radio stations which is music broadcast from university campuses	15	14	17	14	12
Access radio stations	11	14	14	18	12
Pacific Island radio stations like Samoan Capital Radio in Wellington or Radio 531 PI in Auckland	8	10	8	-	-
Base:	751	750	750	750	1000

⁸ Programme names only used as prompts where necessary

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

- New Zealand television documentary programmes, like Inside New Zealand and Documentary New Zealand:
 - females (91%).
- New Zealand comedy programmes made with the help of NZ On Air, [Pulp Comedy and Spin Doctors]:
 - younger people (18-34 years) (66%)
 - young single/couple/group flatting together (65%)
 - young families (61%).
- New Zealand television drama programmes made with the help of NZ On Air [The Strip or Mercy Peak]:
 - residents in the Wellington provincial area (69%)
 - people aged 18 to 34 years (61%)
 - females (59%)
 - Maori (72%)
 - young families (59%).
- New Zealand special interest programmes made with the help of NZ On Air like Praise Be and Asia Down Under:
 - older couples or single people (58%)
 - residents in the Christchurch metropolitan area (57%)
 - rural dwellers (56%).
- New Zealand children's programmes made with the help of NZ On Air, [What Now? or Sticky TV]:
 - young families (75%)
 - Maori (72%)
 - people aged 35 to 44 years (63%)
 - people aged 18 to 34 years (61%).
- New Zealand information programmes on TV, such as Family Confidential:
 - females (43%)
 - young families (51%)
 - urban dwellers (43%).
- NZ On Air funded music videos which screen on TV programmes like 'Squeeze', 'Most Wanted' and 'M2':
 - people aged 18 to 34 years (61%)
 - people aged 35 to 44 years (48%)
 - males (43%)
 - Auckland metropolitan residents (46%)
 - urban dwellers (43%)
 - Maori (56%)
 - young families (46%)
 - young singles/couples/group flatting together (62%).
- New Zealand television arts and performance programmes made with the help of NZ On Air [The Big Art Trip or Space]:
 - young singles/couples/group flatting together (47%).

- National Radio including programmes, like Morning Report, Kim Hill and Saturday Morning with John Campbell:
 - people aged 55 years plus (51%)
 - older couples or single people (44%)
 - residents in the Wellington metropolitan area (52%)
 - urban dwellers (39%)
 - mature families (44%).
- Concert FM, this is the radio station that plays classical music:
 - people aged 55 years and over (42%)
 - mature families (39%)
 - residents in the Auckland metropolitan area (34%)
 - urban dwellers (31%).
- Maori radio stations and TV programmes in English:
 - females (30%)
 - Maori (74%).
- New Zealand Music programmes on commercial radio stations like “Keeping it Kiwi” and “The Beat Files”:
 - Maori (35%)
 - people aged 18 to 34 years (31%)
 - urban dwellers (23%).
- Maori radio stations and TV programmes in Te Reo like Waka Huia, Marae and Te Karere:
 - Maori (75%)
 - Auckland provincial residents (26%)
 - young families (22%).
- Student radio stations which is music broadcast from university campuses:
 - young singles/couples/group flatting together (25%)
 - people aged 18 to 34 years (24%)
 - males (21%)
 - Auckland metropolitan residents (19%)
 - young families (19%)
 - urban dwellers (18%)
 - ‘other’ ethnicities (27%).
- Access radio stations:
 - Maori (21%)
 - residents in the Wellington metropolitan area (20%).
- Pacific Island radio stations like Samoan Capital Radio in Wellington or Radio 531 PI in Auckland:
 - Maori (21%)
 - mature families (13%).

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

For 10 of the 17 programmes and services named, Maori were significantly more likely to say their household regularly listened, watched or used them than non Maori.

Maori were significantly less likely to listen to National Radio programmes (26%) than non Maori (38%).

	Maori %		Non Maori %	
	2002	2001	2002	2001
New Zealand television documentary programmes made with the help of NZ On Air, like Inside New Zealand and Documentary New Zealand	(96)	93	89	92
Maori radio stations and TV programmes in English	75	-	22	-
Maori radio stations and TV programmes in Te Reo like Waka Huia, Marae and Te Karere	(74)	71	13	15
New Zealand children's programmes made with the help of NZ On Air, [What Now? or Sticky TV] ¹	(70)	72	43	47
New Zealand television drama programmes made with the help of NZ On [Mercy Peak or The Strip] ¹	(63)	60	53	45
New Zealand comedy programmes made with the help of NZ On Air, [Spin Doctors or Pulp Comedy] ¹	59	61	56	44
NZ On Air funded music videos which screen TV programmes like 'Squeeze', 'Most Wanted' and 'M2'	(56)	64	37	40
New Zealand special interest programmes made with the help of NZ On Air like Praise Be and Asia Down Under	(55)	48	47	40
New Zealand information programmes on TV made with the help of NZ On Air such as Family Confidential	46	-	39	-
New Zealand television arts and performance programmes made with the help of NZ On Air [The Big Art Trip or Space] ¹	42	45	37	28
Teletext subtitles, on television programmes. These are written words on the screen so people who have difficulty hearing can understand the programmes	(33)	36	26	25
New Zealand Music programmes on commercial radio stations like "Keeping it Kiwi" and "The Beat Files"	(30)	28	20	20
National Radio including programmes, like Morning Report, Kim Hill and Saturday Morning with John Campbell	26	30	(38)	41
Concert FM, this is the radio station that plays classical music	25	25	29	31
Access radio stations	(18)	25	11	13
Pacific Island radio stations like Samoan Capital Radio in Wellington or Radio 531 PI in Auckland	(21)	21	7	8
Student radio stations which is music broadcast from university campuses	17	17	14	13
Base:	271	271	685	684

¹ Programme names only used as prompts where necessary

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

For 10 of the 17 programmes and services named, Pacific Peoples were significantly more likely to say their household regularly listened, watched or used them than non Pacific Peoples.

	Pacific Peoples %	Non Pacific Peoples %
New Zealand television documentary programmes made with the help of NZ On Air, like Inside New Zealand and Documentary New Zealand	91	89
New Zealand children's programmes made with the help of NZ On Air, [What Now? or Sticky TV] ¹	72	45
Pacific Island radio stations like Samoan Capital Radio in Wellington or Radio 531 PI in Auckland	71	6
NZ On Air funded music videos which screen TV programmes like 'Squeeze', 'Most Wanted' and 'M2'	64	38
New Zealand special interest programmes made with the help of NZ On Air like Praise Be and Asia Down Under	56	48
New Zealand comedy programmes made with the help of NZ On Air, [Spin Doctors or Pulp Comedy] ¹	55	56
Maori radio stations and TV programmes in English	52	27
New Zealand television drama programmes made with the help of NZ On Air [Mercy Peak or The Strip] ¹	51	55
New Zealand information programmes on TV made with the help of NZ On Air such as Family Confidential	50	39
New Zealand television arts and performance programmes made with the help of NZ On Air [The Big Art Trip or Space] ¹	45	38
Maori radio stations and TV programmes in Te Reo like Waka Huia, Marae and Te Karere	33	18
National Radio including programmes, like Morning Report, Kim Hill and Saturday Morning with John Campbell	33	36
Concert FM, this is the radio station that plays classical music	32	28
Access radio stations	32	11
Teletext subtitles, on television programmes. These are written words on the screen so people who have difficulty hearing can understand the programmes	31	26
New Zealand Music programmes on commercial radio stations like "Keeping it Kiwi" and "The Beat Files"	29	21
Student radio stations which is music broadcast from university campuses	28	14
Base:	243	728

¹ Programme names only used as prompts where necessary

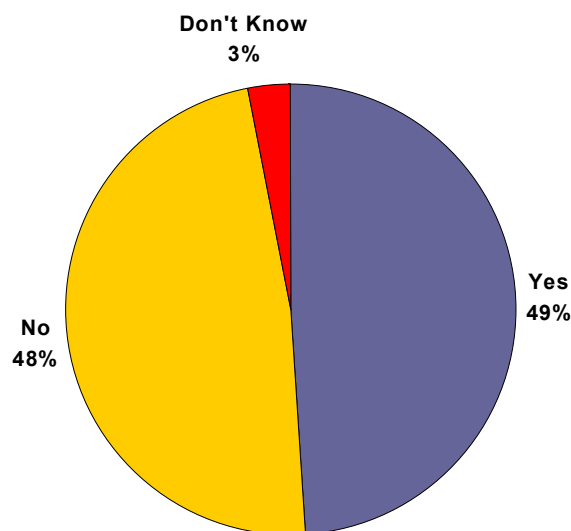
9.4 Effect of English Subtitles on the Watching of Maori Programmes

Those who do not regularly watch television programmes in Te Reo were asked if they would be more likely to do so if they had subtitles.

Around half (49%), said they would be more likely to watch programmes in Te Reo, if they had English subtitles.

These results have not changed significantly since 2001.

Likely to Watch Programmes in Te Reo if They Had English Subtitles ?



Base: 616 (Do not watch programmes in Te Reo)

Residents in the Wellington metropolitan area (58%) and females (51%) were more likely to say they would watch programmes in Te Reo if they had English subtitles.

Effect of English Subtitles on the Watching of Maori Programmes - Results of Maori Compared with Non Maori

Of the Maori who do not regularly watch programmes in Te Reo, over half (58%) said they would watch these programmes if they had English subtitles compared to 48 percent of non Maori.

Since 2001, there has been a 13 percent drop in Maori who say they would watch these programmes if there were English subtitles.

	Maori %		Non Maori %	
	2002	2001	2002	2001
Yes	58	71	48	49
No	38	27	49	48
Don't know	4	3	3	3
Base: Do not watch programmes in Te Reo	71	78	598	583

Effect of English Subtitles on the Watching of Maori Programmes - Results of Pacific Peoples Compared with Non Pacific Peoples

There are no significant differences between Pacific peoples and non Pacific Peoples as to whether they would watch programmes in Te Reo if there were English subtitles.

	Pacific Peoples %	Non Pacific Peoples %
Yes	53	47
No	43	50
Don't know	4	3
Base: Do not watch programmes in Te Reo	162	599

9.5 NZ On Air Programme Viewing Behaviour

People 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.

	2002	
	Watched %	Enjoyed (Like 1-2) %
Documentary New Zealand	90	90
Inside New Zealand	90	89
Country Calendar	78	80
Money Doctor	60	60
Park Rangers	50	78
Street Legal	44	57
Spin Doctors	43	50
The Strip	41	59
Mercy Peak	41	59
WNTV	40	62
Asia Down Under	40	49
Captain's Log	37	76
Life and Times of Te Tutu	33	68
No 8 Wired	32	59
Mai Time	32	50
Tagata Pasifika	32	48
Scarflies - when screened on TV	31	65
TV3 Great Comedy Debate	30	68
Space	28	62
Big Art Trip	28	54
Questions (on child abuse)	27	80
Pulp Comedy	46	63
Family Confidential	26	54
Royal Tour of New Zealand	25	65
Smokefree Rock Quest	25	58
Dream Jobs	25	50
School Rules	25	50
Being Eve	18	49
Sticky TV	18	45
Ghosts	17	50
Willy Nilly	14	63
Polyfest	14	57
Mercury Lane	14	47
Korero Time	13	52
Love Bites	9	37
Gather Round	3	60

NB. This list contains only a selection of NZ On Air funded programmes.
Refer to the appendix for a detailed list of the level of enjoyment of each of these programmes.

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

	Maori		Non Maori	
	Watched %	Enjoyed (Like 1-2) %	Watched %	Enjoyed (Like 1-2) %
Inside New Zealand	94	95	90	88
Documentary New Zealand	90	95	89	90
Country Calendar	77	75	79	81
Mai Time	75	80	28	42
Tagata Pasifika	72	70	28	44
Pulp Comedy	65	58	45	62
Street Legal	57	67	43	56
WNTV	56	68	38	60
Money Doctor	51	68	61	60
The Strip	51	62	40	58
Life and Times of Te Tutu	50	81	31	67
Asia Down Under	46	60	40	48
Mercy Peak	44	51	41	59
Smokefree Rock Quest	42	71	25	54
Park Rangers	41	71	51	79
No 8 Wired	40	61	32	58
Space	40	56	27	63
Dream Jobs	39	61	24	46
Polyfest	38	76	12	54
Scarflies - when screened on TV	38	62	30	68
Questions (on child abuse)	37	86	26	80
Spin Doctors	35	54	45	50
Korero Time	34	84	11	42
Sticky TV	34	52	16	44
School Rules	34	48	22	49
TV3 Great Comedy Debate	33	63	30	69
Captain's Log	32	68	37	77
Royal Tour of New Zealand	27	64	25	65
Ghosts	27	53	16	47
Big Art Trip	25	58	28	56
Being Eve	24	55	17	47
Mercury Lane	13	56	14	46
Willy Nilly	12	53	14	62
Love Bites	9	38	9	37
Gather Round	4	55	3	58
Family Confidential	32	71	24	54
Base:	271		685	

- Maori were significantly more likely than non Maori to have watched the following programmes:
 - Inside New Zealand, Mai Time, Tagata Pasifika, Pulp Comedy, Street Legal, WNTV, The Strip, Life and Time of Te Tutu, Asia Down Under, Smokefree Rock Quest, No 8 Wired, Space, Dream Jobs, Polyfest, Scarfies, Questions (on child abuse), Korero Time, Sticky TV, School Rules, Ghosts, Being Eve, and Family Confidential.
- Maori were significantly more likely than non Maori to have enjoyed the following programmes:
 - Inside New Zealand, Documentary New Zealand, Mai Time, Tagata Pasifika, Street Legal, WNTV, Money Doctor, Life and Time of Te Tutu, Asia Down Under, Smokefree Rock Quest, Dream Jobs, Polyfest, Questions (on child abuse), Korero Time, Sticky TV, Being Eve, Mercury Lane and Family Confidential.
- Maori were significantly less likely than non Maori to have watched the following programmes:
 - Money Doctor, Park Rangers, and Spin Doctors.
- Maori were significantly less likely than non Maori to have enjoyed the following programmes:
 - Country Calendar, Mercy Peak, Park Rangers, Space, Captain's Log, and Love Bites.

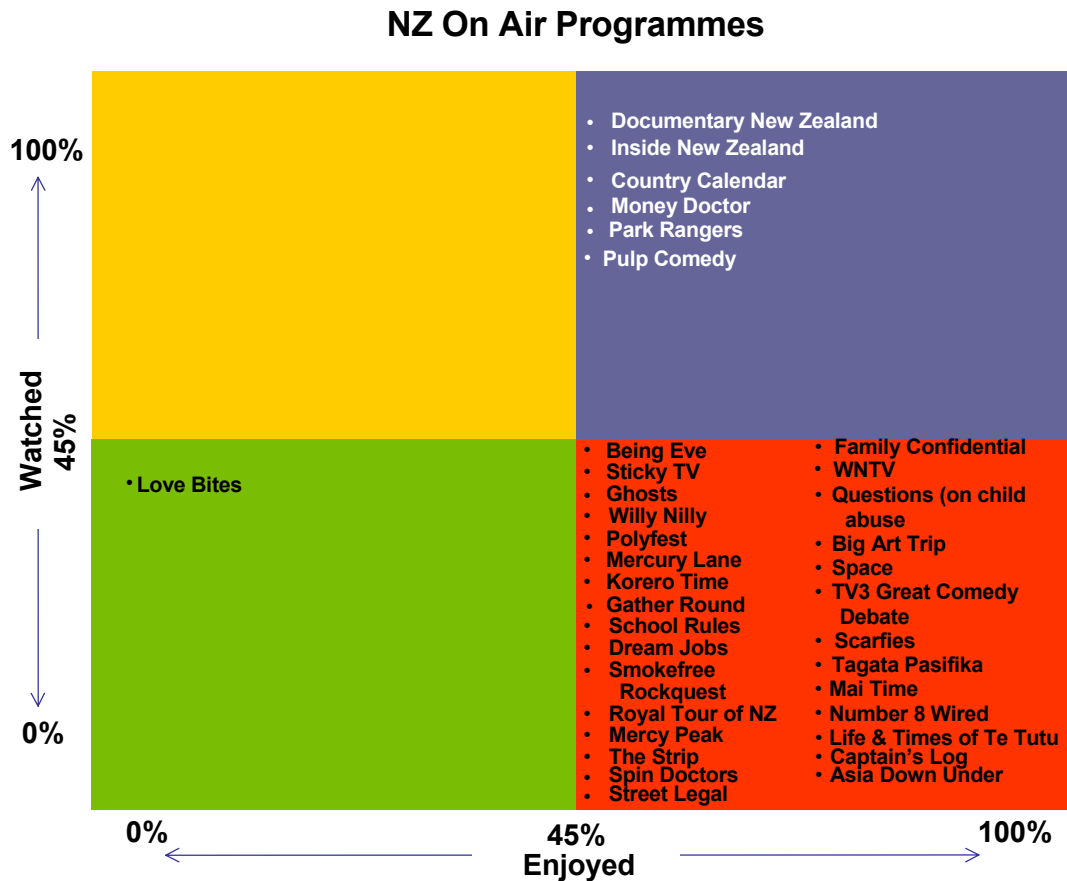
NZ On Air Programme Viewing Behaviour - Results of Pacific Peoples Compared with Non Pacific Peoples

	Pacific Peoples		Non Pacific Peoples	
	Watched %	Enjoyed (Like 1-2) %	Watched %	Enjoyed (Like 1-2) %
Inside New Zealand	93	92	90	89
Documentary New Zealand	87	89	90	91
Tagata Pasifika	85	90	30	45
Mai Time	78	67	30	48
Street Legal	67	63	43	58
Pulp Comedy	60	56	46	63
WNTV	59	63	39	62
Polyfest	57	83	13	52
Country Calendar	53	66	80	79
The Strip	53	54	41	60
Money Doctor	49	75	60	60
Asia Down Under	47	65	40	48
Space	46	61	28	62
Sticky TV	45	57	18	43
Dream Jobs	44	54	25	50
School Rules	43	58	24	49
TV3 Great Comedy Debate	41	65	30	68
Family Confidential	40	68	25	53
Smokefree Rock Quest	40	57	24	58
Questions (on child abuse)	38	87	27	80
No 8 Wired	33	49	32	59
Spin Doctors	32	53	43	50
Park Rangers	31	74	50	77
Korero Time	31	62	12	52
Royal Tour of New Zealand	30	68	25	64
Being Eve	30	47	18	49
Scarflies - when screened on TV	29	70	31	65
Mercy Peak	29	51	42	58
Life and Times of Te Tutu	28	58	34	67
Captain's Log	23	73	38	76
Ghosts	22	67	17	50
Big Art Trip	20	60	28	54
Mercury Lane	17	61	14	46
Love Bites	15	50	9	35
Willy Nilly	13	55	14	62
Gather Round	8	70	3	58
Base:	243		728	

- Pacific Peoples were significantly more likely than non Pacific Peoples to have watched the following programmes:
 - Tagata Pasifika, Mai Time, Street Legal, Pulp Comedy, WNTV, Polyfest, The Strip, Asia Down Under, Space, Sticky TV, Dream Jobs, School Rules, TV3 Great Comedy Debate, Family Confidential, Smokefree Rock Quest, Questions (on child abuse), Korero Time, Being Eve, Love Bites, and Gather Round.
- Pacific Peoples were significantly more likely than non Pacific Peoples to have enjoyed the following programmes:
 - Tagata Pasifika, Mai Time, Polyfest, Money Doctor, Asia Down Under, Sticky TV, School Rules, Family Confidential, Questions (on child abuse), Korero Time, Ghosts, Mercury Lane, Love Bites, and Gather Round.
- Pacific Peoples were significantly less likely than non Pacific Peoples to have watched the following programmes:
 - Country Calendar, Money Doctor, Spin Doctors, Park Rangers, Mercy Peak, Life and Times of Te Tutu, Captain's Log, and Big Art Trip.
- Pacific Peoples were significantly less likely than non Pacific Peoples to have enjoyed the following programmes:
 - Country Calendar and Number 8 Wired.

Analysis of Popularity to 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.



9.6 Pay Television

People were asked whether their household currently subscribes to pay television like Sky or Saturn. Up slightly on last year, 37 percent of people said their household currently subscribed to pay television.

	2002 %	2001 %	2000 %	1999 %
Yes	37	36	34	28
No	63	64	66	71
Don't know	*	*	*	1
Base:	751	750	750	750

* Between zero and half a percent

Does Your Household Currently Subscribe to Pay Television Like Sky or Saturn? - Results of Maori Compared with Non Maori

Maori were significantly more likely to subscribe to pay television (48%) than non Maori (36%).

	Maori %		Non Maori %	
	2002	2001	2002	2001
Yes	48	45	36	36
No	52	55	64	64
Don't know	*	-	*	*
Base:	271	271	685	684

* Between zero and half a percent.

- Zero.

Does Your Household Currently Subscribe to Pay Television Like Sky or Saturn? - Results of Pacific Peoples Compared with Non Pacific Peoples

There were no significant differences between Pacific Peoples and non Pacific Peoples in subscribing to pay television.

	Pacific Peoples %	Non-Pacific Peoples %
Yes	42	37
No	57	63
Don't know	*	*
Base:	243	728

* Between zero and half a percent

10.0

Culture

10.0 Culture

10.1 Maori Culture in Television and Radio Programming

People were asked whether they thought it was important for Maori culture to be reflected in New Zealand television and radio programming.

The majority of respondents thought it was important for Maori culture to be reflected in New Zealand television and radio programming (71%).

	%
Yes	71
No	23
Don't know	7
Base:	751

Importance of Reflecting Maori Culture in Television and Radio Programming – Results of Maori Compared with Non Maori

Maori were significantly more likely to think it was important for Maori culture to be reflected in New Zealand television and radio programming (90%) than non Maori (69%).

	Maori %	Non Maori %
Yes	90	69
No	7	24
Don't know	3	7
Base:	271	685

Importance of Reflecting Maori Culture in Television and Radio Programming – Results of Pacific Peoples Compared with Non Pacific Peoples

There were no significant differences between Pacific Peoples and non Pacific Peoples in whether it is important for Maori culture to be reflected in New Zealand television and radio programming.

	Pacific Peoples %	Non-Pacific Peoples %
Yes	75	71
No	20	23
Don't know	5	6
Base:	243	728

10.2 Opinions of the Reflection of Maori Culture in Television and Radio

People were asked on a scale of one to five how well they thought Maori culture is reflected in current New Zealand television programming, and how well they thought Maori culture is reflected in current New Zealand radio programming. The table below shows the results.

Over a quarter of respondents thought Maori culture is well reflected in current New Zealand television programming (28%). Just over two fifths of people thought Maori culture is well reflected in current New Zealand radio programming (22%).

	Very Well Reflected %	Well Reflected %	Total Well Reflected %	Neutral %	Poorly Reflected %	Very Poorly Reflected %	Don't Know %
Maori culture in current New Zealand television programming	12	17	28	38	18	8	7
Maori culture in current New Zealand radio programming	9	13	22	29	18	12	19

Opinions of the Reflection of Maori Culture in Television and Radio – Results of Maori Compared with Non Maori

Maori were significantly more likely to think Maori culture is well reflected in current New Zealand radio programming (29%) than non Maori (21%).

There were no significant differences between Maori and non Maori in how well they thought Maori culture is reflected in current New Zealand television programming.

	Maori		Non Maori	
	Well Reflected %	Not Well Reflected %	Well Reflected %	Not Well Reflected %
Maori culture in current New Zealand television programming	30	31	28	26
Maori culture in current New Zealand radio programming	29	34	21	30
Base:	271		685	

Opinions of the Reflection of Maori Culture in Television and Radio – Results of Pacific Peoples Compared with Non Pacific Peoples

Pacific Peoples were significantly more likely to think Maori culture is well reflected in current New Zealand television programming (42%) than non Pacific Peoples (28%).

Pacific Peoples were significantly more likely to think Maori culture is well reflected in current New Zealand radio programming (38%) than non Pacific Peoples (21%).

	Pacific Peoples		Non Pacific Peoples	
	Well Reflected %	Not Well Reflected %	Well Reflected %	Not Well Reflected %
Maori culture in current New Zealand television programming	42	20	28	27
Maori culture in current New Zealand radio programming	38	24	21	30
Base:	243		728	

10.3 Pacific Culture in Television and Radio

People were asked whether they thought it was important for Pacific People's culture to be reflected in New Zealand television and radio programming.

The majority of respondents thought it was important for Pacific People's culture to be reflected in New Zealand television and radio programming (72%).

	%
It is important for Pacific People's culture to be reflected	72
It is not important for Pacific People's culture to be reflected	20
Don't know	8
Base:	751

Opinions of Reflecting Pacific Culture in Television and Radio – Results of Maori Compared with Non Maori

Maori were significantly more likely to think it is important for Pacific People's culture to be reflected in television and radio (83%) than non Maori (71%).

	Maori %	Non Maori %
It is important for Pacific People's culture to be reflected	83	71
It is not important for Pacific People's culture to be reflected	12	21
Don't know	5	8
Base:	271	685

Opinions of Reflecting Pacific Culture in Television and Radio – Results of Pacific Peoples Compared with Non Pacific Peoples

Pacific Peoples were significantly more likely to think it is important for Pacific People's culture to be reflected in television and radio (91%) than non Pacific Peoples (71%).

	Pacific Peoples %	Non-Pacific Peoples %
It is important for Pacific People's culture to be reflected	91	71
It is not important for Pacific People's culture to be reflected	7	21
Don't know	2	8
Base:	243	728

10.4 Opinions of the Reflection of Pacific Culture in Television and Radio

People were asked how well, on a scale of one to five, they thought Pacific culture is reflected in current New Zealand television programming and how well Pacific culture is reflected in current New Zealand radio programming. The table below shows their responses.

Fourteen percent of respondents thought Pacific culture is well reflected in current New Zealand television programming.

Thirteen percent of respondents thought Pacific culture is well reflected in current New Zealand radio programming.

	Very Well Reflected %	Well Reflected %	Total Well Reflected %	Neutral %	Poorly Reflected %	Very Poorly Reflected %	Don't Know %
Pacific culture in current New Zealand television programming	5	9	14	23	29	23	11
Pacific culture in current New Zealand radio programming	5	8	13	19	25	23	20

Opinions of the Reflection of Pacific Culture in Television and Radio – Results of Maori Compared with Non Maori

There were no significant differences between Maori and non Maori in the opinion of how well Pacific culture is reflected in current New Zealand television programming and in current New Zealand radio programming.

	Maori		Non Maori	
	Well Reflected %	Not Well Reflected %	Well Reflected %	Not Well Reflected %
Pacific culture in current New Zealand television programming	17	47	14	52
Pacific culture in current New Zealand radio programming	16	46	13	48
Base:	271		685	

Opinions of the Reflection of Pacific Culture in Television and Radio – Results of Pacific Peoples Compared with Non Pacific Peoples

Pacific Peoples were significantly more likely than non Pacific Peoples to think Pacific culture is well reflected in current New Zealand television programming and in current New Zealand radio programming than non Pacific Peoples.

	Pacific Peoples		Non Pacific Peoples	
	Well Reflected %	Not Well Reflected %	Well Reflected %	Not Well Reflected %
Pacific culture in current New Zealand television programming	30	45	13	52
Pacific culture in current New Zealand radio programming	33	40	12	48
Base:	243		728	

10.5 Religious and Spiritual Themes on Television and Radio

People were asked whether there were enough New Zealand radio and television programmes reflecting religious and spiritual themes. The table below shows the results.

Over half of the respondents thought there were enough New Zealand radio and television programmes reflecting religious and spiritual themes (58%).

	%
Yes	58
No	28
Don't know	14
Base:	751

Religious and Spiritual Themes on Television and Radio – Results of Maori Compared with Non Maori

There were no significant differences between Maori and non Maori in the opinion of whether there are enough New Zealand radio and television programmes reflecting religious and spiritual themes.

	Maori %	Non-Maori %
Yes	55	57
No	34	28
Don't know	11	15
Base:	271	685

Religious and Spiritual Themes on Television and Radio? – Results of Pacific Peoples Compared with Non Pacific Peoples

Pacific Peoples were significantly more likely to think that there were not enough New Zealand radio and television programmes reflecting religious and spiritual themes (48%) than non Pacific Peoples (27%).

	Pacific Peoples %	Non-Pacific Peoples %
Yes	45	58
No	48	27
Don't know	7	14
Base:	243	728

11.0

Local Television Channels

11.0 Local Television Channels

11.1 Local Television

People were asked whether their area has a local television channel or channels.¹

A third of people said their area has a local television channel or channels (34%).

Fourteen percent of people did not know whether their area has a local television channel or channels.

	%
Yes	34
No	52
Don't know	14
Base:	751

N.B: In this section of the report people who mentioned only Prime as their local television channel have been excluded because Prime is not a local television channel.

¹ Please note, because it is not possible to establish exact reception boundaries for each local channel, it is not possible to firmly identify whether responses to this question were accurate or not.

Local Television – Results of Maori Compared with Non Maori

Maori were significantly less likely to say their area has a local television channel or channels (24%) than non Maori (34%).

	Maori %	Non-Maori %
Yes	24	34
No	60	52
Don't know	15	14
Base:	271	685

Local Television – Results of Pacific Peoples Compared with Non Pacific Peoples

There were no significant differences between Pacific Peoples and non Pacific Peoples in whether their area is perceived to have a local television channel or channels.

	Pacific Peoples %	Non-Pacific Peoples %
Yes	33	34
No	55	52
Don't know	13	14
Base:	243	728

11.2 Local Channels

People were asked to name their local television channel or channels. The results are tabulated below.

Local Channels	%
CTV Canterbury Television	19
Triangle Television	15
Wellington Television	13
Channel 51 Hawkes Bay	6
NOW TV	6
Mercury Television limited	5
7 Taranaki	5
Channel 9	4
Mainland Television	4
Geyser Television Rotorua Limited	2
Family Television Network – FTN Waikato	2
Family Television Network - FTN	2
Big TV	*
Other ¹	2
Don't know	20
Base: Area Has Local Television	254

* Between zero and half a percent.

- Zero

¹ Other includes: Channel 5 (*), Freedom TV (*), and Other (2%).

Local Channels – Results of Maori Compared with Non Maori

The table below shows the local television channel or channels Maori said they had in their area.

Maori were significantly more likely to say they have Geyser Television Rotorua Limited (24%) and Family Television Network – FTN Waikato (8%) in their area than non Maori.

Maori were significantly less likely to say they have CTV Canterbury Television, Wellington Television, and NOW TV in their area than non Maori.

Local Channels	Maori %	Non Maori %
Geyser Television Rotorua Limited	24	1
Triangle Television	14	15
Family Television Network – FTN Waikato	8	2
Channel 51 Hawkes Bay	8	6
CTV Canterbury Television	6	19
Mercury Television limited	6	4
Family Television Network - FTN	5	1
7 Taranaki	2	5
Channel 9	2	4
Big TV	2	*
Wellington Television	-	14
NOW TV	-	6
Mainland Television	-	4
Other ¹	9	2
Don't know	24	22
Base: Area Has Local Television	66	236

* Between zero and half a percent.

- Zero

¹ Other includes: (For Maori) Channel 5 (2%), Hikurangi (2%), and Other (5%).

Local Channels – Results of Pacific Peoples Compared with Non Pacific Peoples

The table below shows the local television channel or channels Pacific Peoples said they had in their area.

Pacific Peoples were significantly more likely to say they have Triangle Television (41%) and Family Television Network – FTN (6%) in their area than non Pacific Peoples.

Pacific Peoples were significantly less likely to say they had CTV Canterbury Television in their area (3%) than non Pacific Peoples (20%).

Local Channels	Pacific Peoples %	Non Pacific Peoples %
Triangle Television	41	14
Wellington Television	7	12
Family Television Network - FTN	6	2
Geyser Television Rotorua Limited	6	2
CTV Canterbury Television	3	20
Channel 9	3	4
Channel 51 Hawkes Bay	1	6
7 Taranaki	1	5
NOW TV	1	6
Mercury Television limited	1	5
Mainland Television	-	4
Family Television Network – FTN Waikato	-	2
Big TV	-	*
Other ¹	5	2
Don't know	23	20
Base: Area Has Local Television	79	248

* Between zero and half a percent.

- Zero

¹ Other includes: (For Pacific Peoples) Forestland (*), and Other (5%).

11.3 Watch Local Television

People who said they have local television were then asked whether they watched any programmes on their local television channel or channels.

Two-fifths said they watch their local television channel (43%).

	%
Yes	43
No	56
Don't know	1
Base: Area Has Local Television	254

Watch Local Television – Results of Maori Compared with Non Maori

There were no significant differences between Maori and non Maori in watching their local television channel or channels.

	Maori %	Non Maori %
Yes	44	46
No	54	54
Don't know	1	1
Base: Area Has Local Television	79	261

Watch Local Television – Results of Pacific Peoples Compared with Non Pacific Peoples

Pacific Peoples were significantly more likely to watch their local television channel or channels (56%) than non Pacific Peoples (43%).

	Pacific Peoples %	Non Pacific Peoples %
Yes	56	43
No	41	56
Don't know	4	1
Base: Area Has Local Television	79	248

11.4 Which television programmes do you watch on your local channels?

People who watched their local television channel or channels were asked to name the types of television programmes they watched on their local channel or channels.

	%
News and current affairs - various	21
Sports - various	12
Hobbies and pastimes	8
Cultural interest programmes	4
English (UK) programmes	4
Almost all/everything	3
Farming/rural	3
Old movies	2
Travel	2
Sci-Fi	1
Other	29
Don't know	26
Base: Watch Local Television	126

Which television programmes do you watch on your local channels? – Results of Maori Compared with Non Maori

There were no significant differences between Maori and non Maori in the programmes they watched on their local television channel or channels.

	Maori %	Non Maori %
News and current affairs - various	14	21
Almost all/everything	9	3
Sports - various	6	12
Hobbies and pastimes	6	8
Cultural interest programmes	6	3
Old movies	3	2
Farming/rural	3	3
Sci-Fi	3	1
English (UK) programmes	-	4
Travel	-	2
Other	29	29
Don't know	40	26
Base: Watch Local Television	35	119

- Zero

Which television programmes do you watch on your local channels? – Results of Pacific Peoples Compared with Non Pacific Peoples

Pacific Peoples were significantly more likely to watch cultural interest programmes on their local television channel or channels (28%) than non Pacific Peoples (4%).

	Pacific Peoples %	Non Pacific Peoples %
Cultural interest programmes	28	4
News and current affairs - various	13	21
Sports - various	9	12
Hobbies and pastimes	2	8
Sci-Fi	2	1
English (UK) programmes	-	4
Almost all/everything	-	3
Old movies	-	2
Farming/rural	-	3
Travel	-	2
Other	15	29
Don't know	40	26
Base: Watch Local Television	47	123

- Zero

11.5 Frequency of Viewing

People who watched their local television channel or channels were asked how often they watched programmes on their local channel or channels. The results are shown in the table below.

Just over a fifth of people watched their local channel or channels everyday for an hour more (21%).

	%
Every day for an hour or more	21
Every day for an hour or less	10
Four or five times a week	10
Two or three times a week	28
Once or twice a fortnight	13
Once or twice a month	11
Other	5
Don't know	2
Base: Watch Local TV Programmes	126

Frequency of Viewing – Results of Maori Compared with Non Maori

Maori mainly watched their local television channel or channels once or twice a month (20%) or everyday for an hour or so (17%).

Maori were significantly less likely to watch their local television channel or channels two or three times a week (14%) than non Maori (29%).

	Maori %	Non Maori %
Every day for an hour or more	17	21
Every day for an hour or less	14	11
Four or five times a week	11	9
Two or three times a week	14	29
Once or twice a fortnight	9	14
Once or twice a month	20	11
Other	6	3
Don't know	9	2
Base: Watch Local TV Programmes	35	119

Frequency of Viewing – Results of Pacific Peoples Compared with Non Pacific Peoples

Pacific Peoples mainly watched their local television channel or channels once or twice a fortnight (23%) or everyday for an hour more (21%).

There were no significant differences between Pacific Peoples and non Pacific Peoples in their frequency of viewing their local television channel or channels.

	Pacific Peoples %	Non Pacific Peoples %
Every day for an hour or more	21	21
Every day for an hour or less	13	11
Four or five times a week	6	10
Two or three times a week	19	27
Once or twice a fortnight	23	14
Once or twice a month	2	11
Other	6	5
Don't know	9	2
Base: Watch Local TV Programmes	47	123

Appendix

Sample Profile

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

Sample Profile continued

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

Rating of Enjoyment of NZ On Air Programmes

	Like a lot %	2	3	4	Dislike a lot %	Don't know %
Documentary New Zealand	69	21	7	1	*	1
Inside New Zealand	62	28	8	1	1	1
Country Calendar	59	21	13	4	3	1
Captain's Log	49	27	16	3	2	3
Questions (on child abuse)	46	35	10	2	3	4
Park Rangers	45	32	18	2	1	2
Life and Times of Te Tutu	39	29	22	6	3	2
Scarfies - when screened on TV	38	27	26	4	2	3
Polyfest	35	22	36	3	2	3
Space	34	28	23	10	2	2
TV3 Great Comedy Debate	32	36	22	5	2	3
Royal Tour of New Zealand	32	32	27	2	3	4
Pulp Comedy	32	30	26	8	2	1
The Strip	32	27	27	9	5	1
WNTV	31	31	25	8	3	2
Willy Nilly	31	32	21	7	9	1
Mercy Peak	30	29	25	10	4	2
Money Doctor	27	34	25	10	2	3
Family Confidential	27	27	31	6	4	5
Sticky TV	27	18	25	16	10	4
No 8 Wired	26	33	30	7	4	1
Mai Time	26	25	31	8	7	3
Smokefree Rock Quest	25	33	31	6	2	3
Spin Doctors	25	25	36	10	2	2
Street Legal	24	32	30	9	2	2
Big Art Trip	23	31	29	8	5	4
Ghosts	22	29	34	9	4	2
School Rules	22	28	26	15	7	3
Tagata Pasifika	21	28	38	7	4	3
Mercury Lane	21	25	30	13	5	6
Korero Time	20	32	32	6	-	9
Asia Down Under	18	30	38	8	2	4
Gather Round	15	45	20	-	5	15
Being Eve	15	34	28	12	4	7
Dream Jobs	14	36	34	8	5	3
Love Bites	14	23	33	9	11	10

Spontaneous Recall of NZ On Air Programmes
(Programmes Mentioned by Less than Half a Percent)

- » Access Radio
- » Asia Dynamic
- » Can You Hackett
- » Car Crazy
- » Children's Programmes (unspecified)
- » Close Up
- » Comedy Fest
- » Epitaph
- » Extreme Close Up
- » 5.30 With Jude
- » Flying Visit
- » Gone Fishing
- » Ground Force
- » Hot Property
- » Ice TV
- » Inside Out
- » Kids Talk
- » Location Location Location
- » Maggie's Garden Show
- » Mike King
- » Mirror Mirror
- » Monday Documentary
- » Money Doctor
- » Montana Sunday Theatre
- » Morning Report
- » Motorway Patrol
- » My House My Castle
- » Night Line
- » Park Rangers
- » Pio
- » Popstars
- » Queer Nation
- » Real TV
- » Strassman
- » Te Reo
- » The Big Chair
- » The Zoo
- » Tight Five
- » Topp Twins
- » Tuesday Documentary
- » Wild South

Questionnaire

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