

**NZ On Air Public  
Information and Opinion Monitor  
Market Research Report**

***Prepared for:***  
**NZ On Air**

August 2000

## Executive Summary

NFO CM Research 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.

Telephone interviews were conducted with n=750 randomly selected people from throughout New Zealand. An additional n=205 interviews were conducted with Maori people living in households selected from the Electoral Roll.

The following summary of results focuses on the main sample n=750 to allow comparability with previous years. Following this are results that compare all Maori respondents (booster and main sample) with non Maori.

## Main Sample

### Awareness of NZ On Air

- Prompted awareness of NZ On Air has been over 90 percent since 1993. In this survey, 97 percent of people interviewed had heard of NZ On Air.
- Understanding 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 (31%).
- 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 seven percent in this survey.
- Similar to previous years 45 percent of people were aware that NZ On Air is not part of TVNZ. A further 39 percent believed that NZ On Air is part of TVNZ and 16 percent were unsure.

### **Use of NZ On Air funding**

- With prompting, nearly everyone was aware that NZ On Air funds New Zealand made TV programmes (93%) and that it provides a wider range of New Zealand TV programmes (87%).
- At least three quarters of people were aware of the following NZ On Air functions;
  - Promotion of New Zealand culture and identity (79%)
  - Promotion of Maori language and culture on television and radio (76%).
- Two functions that had lesser recognition this year:
  - Archiving broadcasting material (54%, down from 63%) and
  - Funding Access radio stations (38%, down from 46%)
- Similar to 1999, a quarter of the people surveyed (25%) said NZ On Air helps to buy TV programmes made overseas.

### **Attitudes Towards NZ On Air and Local Content**

- Attitudes towards NZ On Air and local content have altered little since 1999, and continue to be positive.
- Between 70 percent and 75 percent of people agreed that:
  - NZ On Air provides programmes and activities that are important to New Zealanders (75%);
  - Without NZ On Air New Zealand drama, documentary and children's programmes would disappear (74%), up 5 percent from last year;
  - Without NZ On Air a lot of New Zealand writing, production and acting talent would disappear (71%);
  - Seeing ourselves on television and hearing our stories helps to develop our cultural identity (70%).

- Around half of people agreed that;
  - Without NZ On Air National Radio and Concert FM would disappear (54%); and
  - It is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet (44%).
- One in five (20%) 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

- Over 80 percent of people think it is important for NZ On Air to fund:
  - New Zealand children's programmes on TV (86%)
  - TV and radio reception for remote communities (83%)
  - In depth documentaries on TV (81%).
- Less than half of people think it is important for NZ On Air to fund:
  - Access radio stations (44%)
  - Programmes for minorities (44%)
  - Tabloid style New Zealand documentaries on TV (40%).
- There has been little change in importance ratings between years, although fewer people rated tabloid style New Zealand documentaries on TV, and arts and performance programmes as important.
- Asked how any additional NZ On Air funding should be spent across a prompted list, respondents said;
  - Educational programmes on TV (90%)
  - Current affairs programmes (81%)
  - National news (79%).
- Fewer people said community access TV (47%) and sports events (57%) were important, although the importance of sport has increased since 1999 (50%).
- Programmes spontaneously mentioned as uses for additional funds included documentaries (18%), drama (9%) and children's programmes (8%). Compared to 1999 (23%), fewer people mentioned documentaries in 2000.
- People were given 100 hours of television programming to apportion across six prompted genre. The hours were apportioned as follows:
  - 22 hours of documentary and information programming,

- 19 hours of drama and comedy,
- 19 hours of programmes for children and young people,
- 13 hours of arts and performance programmes,
- 13 hours of Maori programmes, and
- 13 hours of special interest programmes.

The largest gap between what people wanted and what actually occurs is found in programmes for children and young people. Children's programming is projected to be 44 percent of hours funded in the coming year, more than twice the level allocated by respondents.

### **New Zealand Television**

- Asked how many New Zealand made programmes are screened on the three major free-to-air channels, 29 percent of people gave an estimate of between zero and 15 percent. This figure was 39 percent last year. Conversely, this year more people overestimated the level of local content on television, with 31 percent saying it is over 25 percent (21% said this in 1999).
- Support for more local content on television has steadily grown from 35 percent in 1996 to 62 percent in 2000. This is interesting given that 31 percent of people this year overestimated the current level of local content. Only three percent felt the current level should be decreased.
- More people supported an increase (from 62% to 69%) after they were told that local content is much higher in Australia, the UK and the USA compared to New Zealand.
- Three quarters of people (74%) said that free-to-air channels should be made to screen a certain amount of New Zealand made programmes, less than 1999's result (83%) but ahead of 1998's (61%).
- Support for compulsory screening across the genre was reasonably high – at least two thirds for each (although down on 1999's result). Support was highest for New Zealand made children and young persons' programmes and New Zealand made documentaries.
- When told of the relative expense of New Zealand made programmes (compared to ready made overseas ones) 71 percent of people still supported the compulsory screening of New Zealand made programmes.
- People were also asked how they felt about compulsory play of New Zealand made music on the radio. Similar to 1999, two thirds of people (65%) felt that radio stations should be made to play New Zealand music

## **Recognition of NZ On Air Programmes**

- People were most likely to name Shortland Street (33%) and the news (18%) as NZ On Air funded programmes. NZ On Air funded programmes most mentioned by people were Inside New Zealand (11%), Mai Time (11%) and What Now?(10%).
- Eleven percent of people only mentioned programmes that are NZ On Air funded. This result was lower than in 1999.
- The main way people tell a programme is funded by NZ On Air is by the NZ On Air logo at the end of the programme.

## **Television Viewing and Radio Listening Behaviour**

- Support for NZ On Air funded television programmes is strong with most genre regularly watched by more than 50 percent of people.
- Highest ranking was NZ On Air documentaries which were regularly watched by nearly ninety percent of people (87%).
- Fewer people reported regularly listening to radio. The most popular NZ On Air funded stations were National Radio (36%) and Concert FM (32%) while Access Radio (14%) and Pacific Island Radio (8%) were least popular.
- Around one fifth of people (21%) reported listening to Maori radio stations or watching TV programmes in Te Reo. Amongst those who did not, half (51%) said they would be more likely to, if there were subtitles.
- Money Doctor was the NZ On Air programme most likely to have been watched out of the selection given (67%). Shipwreck (61%), What Now? (59%), Backch@t (57%) and Our People, Our Century (57%) had also been watched by over half of those surveyed. Least likely to have been watched were Fish (6%), Shortcuts (6%), and Nga Tohu: Signatures (7%).
- People who had watched a programme were asked how much they enjoyed it. Most enjoyed of the selection were Our People, Our Century (78%) while Bumble, Shipwreck, Suzy's World and Money Doctor were all enjoyed by around two thirds of people. At the lowest end of the enjoyment scale were Queer Nation (32%), Space (41%), Wired (41%) and Squeeze (42%). The only significant change since 1999 was that more people reported enjoying What Now?
- The final questions people were asked related to Pay TV and channels watched. One third of people (34%) have Saturn or Sky in their houses. The most watched TV channel was TV One (47%). TV Two (24%), TV3 (11%) and Sky (10%) were nominated by fewer people as their most watched channel.

## **Maori Versus Non Maori Results**

### **Awareness of NZ On Air**

- Prompted awareness of NZ On Air was high among both Maori (95%) and non Maori (97%) while awareness of NZ On Air functions was lower amongst Maori. Twenty two percent of Maori were unable to name any NZ On Air functions, compared to 12 percent of non Maori.
- Maori were significantly more likely than non Maori to think that NZ On Air is part of TVNZ (58% compared to 37%).

### **Use of NZ On Air funding**

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

- Maori were less likely to say that NZ On Air:
  - Funds New Zealand made TV programmes (87% compared to 93%), and
  - Provides a wider range of New Zealand TV (76% compared with 87%).
- Maori were more likely to know about the following NZ On Air functions:
  - archiving (61% compared with 53%),
  - Teletext subtitling (51% compared with 40%), and
  - providing reception to remote communities (47% compared with 39%).
- One third of Maori believe that NZ On Air helps to buy TV programmes made overseas, compared to one quarter of non Maori.

## Attitudes Towards NZ On Air and Local Content

- Fewer Maori agreed that NZ On Air only supports programmes and activities that do not interest them (13% compared to 20% of non Maori).
- Maori were more likely to agree that seeing ourselves on TV and hearing our stories and song helps to develop our cultural identity (85% compared to 69%) and that it is important New Zealand made programmes are shown on new broadcasting systems (57% compared to 42%). Maori were also more likely to subscribe to Pay TV (44%) than non Maori (32%).

## 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.

	Important	
	Maori %	Non Maori %
New Zealand children's programmes on TV	92	86
Children's programmes reflecting Maori language and culture for all children	90	60
In depth documentaries on TV	89	80
Programmes for people with disabilities	88	75
Maori radio and TV in Te Reo	86	47
New Zealand music	85	71
Maori radio and TV in English	85	56
Television and radio reception for remote communities	84	83
Documentaries about Maori people and Maori issues	84	51
New Zealand drama on TV	80	73
<b>Base:</b>	<b>266</b>	<b>689</b>

- Maori gave significantly higher importance ratings than non Maori to a number of NZ On Air's services.
- Of least importance to both Maori and non Maori were programmes for minorities, tabloid style New Zealand documentaries on TV and Access radio stations.
- People were asked to rate particular services, not currently funded by NZ On Air, as important or unimportant. Both Maori and non Maori thought that educational, current affairs and national news programmes were most important. Maori were significantly more likely to rate current affairs, community access TV, sports events and regional or local TV as important.



- Spontaneously, documentaries were seen as the best uses of any additional funding by both Maori (20%) and non Maori (18%). Maori were, however, more likely to rate children's (16%) and educational (11%) programmes as being more important services for any additional funding.
- Given 100 hours of TV time to apportion across six specific genre, Maori gave more time to Maori programmes for a general audience (19 hours compared to 12 hours). Maori gave slightly fewer hours to both drama and comedy (16 hours compared to 20 hours) and documentaries (20 hours compared to 23 hours).

### **New Zealand Television**

- There was no discernible difference in the percentage of New Zealand made programmes Maori and non Maori estimated were on free to air TV.
- Three quarters of Maori (77%) think the amount of New Zealand made programmes should increase. Amongst non Maori this figure was significantly lower at 60 percent. Few people, either Maori or non Maori, supported a decrease in New Zealand programming.
- Given that countries such as the United States, Australia and the UK have a higher proportion of local content, 83 percent of Maori and 67 percent of non Maori said an increase in New Zealand made programmes was needed (this compared to 77% and 60% respectively, before being told about local content in other countries).
- Maori were 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 to those bought overseas, 87 percent of Maori and 70 percent of non Maori felt that a certain amount of New Zealand made programmes should be screened.
- Eighty-one percent of Maori supported a set amount of New Zealand music being played on radio, significantly more than the number of non Maori (63%).

## NZ On Air Programmes

- NZ On Air funded documentaries were regularly watched by 92 percent of Maori and 87 percent of non Maori. The top four NZ On Air funded genres watched regularly by Maori and non Maori are shown below.

### NZ On Air Programmes Regularly Watched

Maori		Non Maori	
Documentaries	92%	Documentaries	87%
Maori radio stations & TV programmes in Te Reo	71%	Drama programmes	60%
Drama programmes	65%	Arts and performance programmes	56%
Music videos screened on TV	63%	Children's programmes	48%
		Comedy programmes	48%

- Least popular with both Maori and non Maori were student radio (15% and 16%) and Pacific Island radio stations(16% and 7%). Maori radio stations and TV programmes in Te Reo, are more popular with Maori (74%) than non Maori (16%).
- English subtitles on Maori programmes in Te Reo would encourage 74 percent of Maori to watch amongst those who currently do not. This figure was 51 percent amongst non Maori.
- The most widely watched and enjoyed NZ On Air funded programmes from the selection given were;

Maori			Non Maori		
	Watched %	Enjoyed %		Watched %	Enjoyed %
What Now?	79.2	51.0	Money Doctor	68.8	48.7
Mai Time	75.0	58.2	Shipwreck	62.9	45.2
Tagata Pasifika	71.6	52.9	What Now?	58.3	34.9
Our People, Our Century	63.6	52.1	Backch@t	57.6	33.0
Money Doctor	62.5	46.0	Our People, Our Century	57.4	46.8

## Conclusions

Support for an increase in the amount of New Zealand made programmes shown on television continues to trend up. In addition three quarters of people believe that free to air channels should be made to screen a compulsory amount of New Zealand made programmes.

The results of this survey indicate that NZ On Air is perceived as a major force behind increasing the amount of New Zealand made programming. NZ On Air is well known and most people know NZ On Air funds New Zealand made television and provides a wider range of programming than would otherwise be the case. Support for NZ On Air is high with most people agreeing that NZ On Air provides programmes that are important to New Zealanders and that without NZ On Air local drama, documentary and children's programmes would disappear.

However there does remain some confusion about the role NZ On Air plays, with a significant number of people saying NZ On Air funds programmes made overseas and NZ On Air is part of TVNZ.

Across the main genre support for an increase in New Zealand made programming is highest for children and young peoples programmes. New Zealand made children's programmes are also considered to be the most important use of NZ On Air funding. What Now? is one of the most watched and enjoyed programmes asked about in the research.

Support for funding documentaries remains high but has fallen significantly this year for tabloid style documentaries. Documentaries are however still considered to be the best use of any additional NZ On Air funding. When people were asked to apportion the hours of programming made by NZ On Air the most hours were apportioned to documentaries. A high 87 percent of people report that they watch NZ On Air funded documentaries.

This year drama and comedy were considered separately. Support for drama is considerably higher than for comedy. Three quarters of New Zealanders consider drama to be an important use of NZ On Air funding compared to 56 percent for comedy. Drama is also considered to be the second most important use of any extra funding, and is watched by nearly two thirds of New Zealanders. Comedy is the third most important use of extra funding but is only watched by half of New Zealanders.

Arts and Performance programmes continue to have relatively small but steady support. Backchat continues to be one of the most watched and enjoyed New Zealand made programmes respondents were asked about. Around half of New Zealanders believe it is important for NZ On Air to fund arts and performance programmes and around half say they watch these programmes.

Support for special interest programmes continues to be high for programmes for people with disabilities and lower for ethnic minority programmes. Around a third of New Zealanders report watching special interest programmes. Programmes in Te Reo and programmes made by and about Maori for all people have medium support. Of note two thirds of New Zealanders believe it is important for NZ On Air to fund children's programmes

reflecting Maori language and culture for all children.

There were significant differences between Maori and non Maori in much of this survey. Differences include a lower awareness of NZ On Air functions among Maori. Maori are however more likely to say some of NZ On Air's functions are very important. Maori are more likely to say hearing our stories and songs helps develop our cultural identity.

Maori support for New Zealand made television and radio programmes is significantly higher than non Maori. This includes support across most television genre. Maori are particularly supportive of children's programmes promoting Maori language and culture for all children. Most Maori also consider that it is important for NZ On Air to fund Maori radio and television in Te Reo and in English as well as documentaries about Maori people and Maori issues for a general audience.

Three quarters of Maori regularly watch and listen to Maori radio stations and TV programmes in Te Reo. Three quarters of those who do not, **would**, if subtitles in English were available.

## 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.

	2000 %	1999 %	1998 %	1997 %	1996 %	1995 %
To fund New Zealand made TV programmes	93	90	93	96	94	94
To provide a wider range of New Zealand TV, such as drama and documentary and radio programmes than would otherwise be the case	87	79	82	72	71	75
To promote New Zealand culture and identity	79	83	74	71	68	52
To promote Maori language and culture on television and radio	76	81	74	71	69	68
To ensure programmes are made for special interest groups like ethnic minorities and people with disabilities	63	68	63	57	53	50
To fund National Radio and Concert FM	62	67	68	73	76	73
To promote New Zealand music, for example, by funding New Zealand music videos	60	59	52	55	53	50
To archive broadcasting material and historic programmes	54	63	56	45	45	39
To provide Teletext subtitling on some TV programmes for people who have difficulty hearing	41	44	47	31	30	25
To help provide TV and radio reception to remote communities	40	45	45	47	49	46
To help fund Access radio stations	38	46	36	-	-	-
<b>Base:</b>	<b>750</b>	<b>750</b>	<b>1000</b>	<b>825</b>	<b>1000</b>	<b>1000</b>

## 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.

	2000		1999		1998	
	Agree %	Disagree %	Agree %	Disagree %	Agree %	Disagree %
New Zealand On Air provides programmes and activities that are important to New Zealanders	75	8	73	10	65	13
Without New Zealand On Air New Zealand drama, documentary and children's programmes would disappear	74	11	69	13	69	15
Without NZ On Air a lot of New Zealand writing, production and acting talent would disappear	71	14	68	15	63	20
Seeing ourselves on television and hearing our stories helps to develop our cultural identity	70	14	73	12	71	14
Without the NZ On Air National Radio and Concert FM programmes would disappear	54	17	54	19	58	19
It is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet	44	26	42	25	-	-
New Zealand On Air only supports programmes and activities that do not interest me	20	59	19	54	21	58
<b>Base:</b>	<b>750</b>		<b>750</b>		<b>1000</b>	

# Attitudes towards NZ On Air and Local Content - Results of Maori Compared With Non Maori

	Maori		Non Maori	
	Agree %	Disagree %	Agree %	Disagree %
Seeing ourselves on television and hearing our stories helps to develop our cultural identity	85	6	69	15
NZ On Air provides programmes and activities that are important to New Zealanders	75	7	75	8
Without NZ On Air New Zealand drama, documentary and children's programmes would disappear	73	11	75	11
Without NZ On Air a lot of New Zealand writing, production and acting talent would disappear	71	11	71	14
Without the NZ On Air National Radio and Concert FM programmes would disappear	60	14	54	17
It is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet	57	17	42	26
NZ On Air only supports programmes and activities that do not interest me	13	63	20	58
<b>Base:</b>	<b>266</b>		<b>689</b>	

## Opinion on the Services NZ On Air Should Pay For

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

	Very Important %	Important %	Total Important %	Neutral %	Quite Un- important %	Very Un- important %	Don't Know %
New Zealand children's programmes on TV	56	30	86	8	3	2	2
Television and radio reception for remote communities	57	26	83	9	4	2	1
In-depth NZ documentaries on TV	54	27	81	9	4	3	4
Programmes for people with disabilities	45	31	75	15	3	1	6
New Zealand drama on TV	42	32	74	16	6	3	1
New Zealand music	42	31	72	20	4	3	2
New Zealand children's drama programmes	35	31	66	17	4	3	12
New Zealand information programmes on TV	31	32	63	22	6	6	4
Children's programmes reflecting Maori language and culture for all children	36	27	63	20	9	5	3
National Radio and Concert FM	35	26	61	24	7	4	3
Maori radio and television in English	31	27	59	23	9	7	2
New Zealand comedy programmes	26	30	56	23	11	7	3
Documentaries about Maori people and Maori issues for a general audience	26	28	54	26	11	8	3
Arts and performance programmes	23	29	51	28	11	6	4
Programmes for ethnic minorities	24	27	51	26	13	7	4
Maori radio and television partly in Te Reo	24	26	50	25	12	9	4
Drama and comedy made by and about Maori for a general audience	22	28	50	27	12	7	4
Access radio stations	20	23	44	30	10	5	12
Programmes for minorities	20	24	44	27	14	11	5
Tabloid style New Zealand documentaries on TV	17	23	40	26	19	12	5

**Base: 750**



## Opinion of the Services NZ On Air Should Pay For - Results of Maori Compared With Non Maori

	Maori		Non Maori	
	Important %	Unimportant %	Important %	Unimportant %
New Zealand children's programmes on TV	92	2	86	4
Children's programmes reflecting Maori language and culture for all children	90	3	60	15
In depth documentaries on TV	89	2	80	7
Programmes for people with disabilities	88	2	75	4
Maori radio and television partly in Te Reo	86	3	47	23
New Zealand music	85	2	71	7
Maori radio and television in English	85	5	56	17
Television and radio reception for remote communities	84	3	83	7
Documentaries about Maori people and Maori issues for a general audience	84	2	51	20
New Zealand drama on TV	80	6	73	10
New Zealand children's drama programmes	76	5	65	7
Drama and comedy made by and about Maori for a general audience	75	6	49	19
New Zealand information programmes on TV	68	10	62	11
Programmes for ethnic minorities	67	11	50	20
National Radio and Concert FM	66	5	61	12
Arts and performance programmes	63	12	51	18
New Zealand comedy programmes	62	14	56	18
Access radio stations	60	7	42	15
Tabloid style New Zealand documentaries on TV	59	17	38	31
Programmes for minorities	49	20	44	24
<b>Base:</b>	<b>266</b>		<b>689</b>	

## Funding Other Programmes

People were given a list of programmes and services not currently funded by NZ On Air. They were asked which of these programmes and services it was important for New Zealand On Air to fund if extra funding were available.

[illegible]

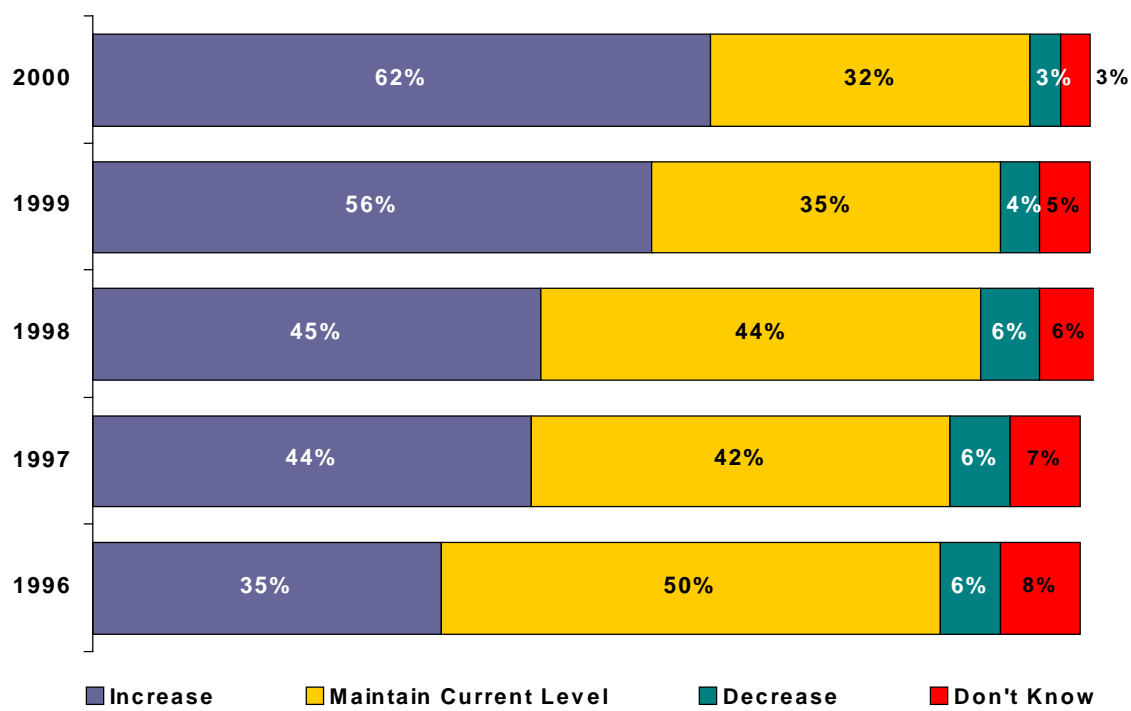
## Funding Other Programmes - Results of Maori Compared With Non Maori

	Maori %	Non Maori %
Educational programmes on TV	93	90
Current affairs programmes on TV	88	81
National news programmes on TV	84	79
Regional or local television such as local news programmes	78	68
Sports events on TV	67	56
Community access television	66	46
<b>Base:</b>	<b>266</b>	<b>689</b>

# Should The Amount Of New Zealand Local Content on Television Increase

People were told that around 23 percent of programmes shown on TV1, TV2, and TV3 are New Zealand made. They were then asked whether they felt this figure should increase, remain the same or decrease.

Amount of New Zealand Made TV Programmes Should ...



### Should The Amount Of New Zealand Local Content on Television Increase - Results of Maori Compared With Non Maori

Three quarters of Maori (77%) said they wanted an increase in the amount of New Zealand made TV, compared to 60 percent of non Maori. Correspondingly, Maori were less likely than non Maori to say they wanted the amount of NZ made TV to stay the same (34% compared to 19% respectively)

	Maori %	Non Maori %
Increase	77	60
Stay the same	19	34
Decrease	1	3
Don't know	2	3
<b>Base:</b>	<b>266</b>	<b>689</b>

## Compulsory Screening Of New Zealand Made Programmes On Television

People were asked if they thought free to air channels (such as TV1, TV2, TV3 and TV4) should be made to screen a certain amount of New Zealand made programmes.

### Set Amount of NZ Made Programmes on TV

	2000 %	1999 %	1998 %
Yes	74	83	61
No	23	13	33
Don't know	3	4	6
<b>Base:</b>	<b>750</b>	<b>750</b>	<b>1000</b>

**Compulsory Screening of New Zealand Made Programmes on Television - Results of Maori Compared With Non Maori**

	Maori %	Non Maori %
Yes	81	74
No	17	23
Don't know	3	3
<b>Base:</b>	<b>266</b>	<b>689</b>

## Compulsory Play Of New Zealand Music On Radio Stations

People were also asked whether radio stations should be made to play a certain amount of New Zealand music.

### Set Amount of NZ Music on Radio?

	2000 %	1999 %	1998 %
Yes	65	67	58
No	31	27	37
Don't know	5	6	6
<b>Base:</b>	<b>750</b>	<b>750</b>	<b>1000</b>

### Compulsory Play Of New Zealand Music On Radio Stations - Results of Maori Compared With Non Maori

	Maori %	Non Maori %
Yes	81	63
No	15	32
Don't know	4	5
<b>Base:</b>	<b>266</b>	<b>689</b>



## Radio & Television Programmes Regularly Listened To/Watched

People were asked which, of a list of radio and television programmes and services, anyone in their household **regularly** listens to, watches or uses.

	2000 %	1999 %	1998 %	1997 %	1996 %	1995 %	1994 %	
New Zealand television documentary programmes made with the help of NZ On Air, like Inside New Zealand and Documentary New Zealand	87	87	-	-	-	-	-	
New Zealand television drama programmes made with the help of NZ On Air like Jackson's Wharf and Duggan <sup>1</sup>	61	63	-	-	-	-	-	
New Zealand television arts and performance programmes made with the help of NZ On Air like Backch@t and Battle of the Ballroom.	56	66	-	-	-	-	-	↓
New Zealand children's programmes made with the help of NZ On Air, like What Now? and Bumble	50	43	-	-	-	-	-	↑
New Zealand comedy programmes made with the help of NZ On Air, like Market Forces and The Life and Times of Te Tutu	49	-	-	-	-	-	-	
NZ On Air funded music videos which screen on the 'Video Hits' or 'Squeeze' programmes on TV2 and on Juice	41	36	26	30	24	14	28	↑
National Radio including programmes, like Morning Report, Kim Hill and Saturday Morning with John Campbell	36	37	35	33	35	36	37	
Concert FM, this is the radio station that plays classical music	32	32	25	21	23	25	21	
New Zealand special interest programmes made with the help of NZ On Air like Praise Be and Asia Dynamic	32	32	-	-	-	-	-	
Teletext subtitles, on television programmes. These are written words on the screen so people who have difficulty hearing can understand the programmes	23	21	15	10	11	11	8	↑
Maori radio stations and TV programmes in Te Reo like Waka Huia, Marae and Te Karere	21	21	13	13	8	8	9	↑
New Zealand Music programmes on commercial radio stations like "Rock Your Radio", "Keeping it Kiwi" and "the Beat Files"	19	25	20	17	7	8	6	
Student radio stations which is music broadcast from university campuses	17	14	12	10	10	11	8	↑
Access radio stations	14	18	12	5	5	6	6	
Pacific Island radio stations like Samoan Capital Radio in Wellington or Radio 531 PI in Auckland	8	-	-	-	-	-	-	
<b>Base:</b>	<b>750</b>	<b>750</b>	<b>1000</b>	<b>1000</b>	<b>1000</b>	<b>1000</b>	<b>1200</b>	

<sup>1</sup> This statement included comedy in 1999.

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

	Maori %	Non Maori %
New Zealand television documentary programmes made with the help of NZ On Air, like Inside New Zealand and Documentary New Zealand	92	87
Maori radio stations and TV programmes in Te Reo like Waka Huia, Marae and Te Karere	74	16
New Zealand children's programmes made with the help of NZ On Air, like What Now? and Bumble	71	48
New Zealand television drama programmes made with the help of NZ On Air like Jackson's Wharf and Duggan	65	60
NZ On Air funded music videos which screen on the 'Video Hits' or 'Squeeze' programmes on TV2 and on Juice	63	38
New Zealand comedy programmes made with the help of NZ On Air, like Market Forces and The Life and Times of Te Tutu	61	48
New Zealand television arts and performance programmes made with the help of NZ On Air like Backch@t and Battle of the Ballroom.	58	56
New Zealand special interest programmes made with the help of NZ On Air like Praise Be and Asia Dynamic	44	31
National Radio including programmes, like Morning Report, Kim Hill and Saturday Morning with John Campbell	34	36
Teletext subtitles, on television programmes. These are written words on the screen so people who have difficulty hearing can understand the programmes	32	22
New Zealand Music programmes on commercial radio stations like "Rock Your Radio", "Keeping it Kiwi" and "the Beat Files"	32	18
Concert FM, this is the radio station that plays classical music	26	32
Access radio stations	23	13
Pacific Island radio stations like Samoan Capital Radio in Wellington or Radio 531 PI in Auckland	16	7
Student radio stations which is music broadcast from university campuses	15	16
<b>Base:</b>	<b>266</b>	<b>689</b>