

# Public Information and Opinion Monitor

August 2005

Prepared for:



Prepared by:



# Table of Contents

	<b>Page</b>
<b>1.0 Executive Summary</b>	<b>1</b>
1.1 Main Sample.....	1
1.2 Pacific people Compared with Non-Pacific people.....	7
1.3 Trends in Pacific people results – 2005 Compared with 2003 .....	10
1.4 Conclusions .....	11
<b>2.0 Background</b>	<b>13</b>
<b>3.0 Methodology</b>	<b>14</b>
<b>4.0 Awareness of NZ On Air</b>	<b>16</b>
4.1 Prompted Awareness of the Organisation.....	16
4.2 Spontaneous Understanding of NZ On Air .....	18
4.3 Is NZ On Air Part of TVNZ?.....	22
4.4 Is NZ On Air Part of Radio New Zealand?.....	24
4.5 Prompted Awareness of NZ On Air Functions.....	26
4.6 Attitudes Towards NZ On Air and Local Content.....	30
4.7 Quality of Programmes and Services Provided by NZ On Air .....	34
<b>5.0 Use of NZ On Air Funding</b>	<b>38</b>
5.1 Buying Programmes Made Overseas.....	38
5.2 Programmes Funded by NZ On Air .....	40
5.3 Knowledge of Programmes Funded by NZ On Air .....	44
5.4 Opinion on the Services NZ On Air Should Fund .....	47
5.5 Use of Further Funding.....	54
<b>6.0 New Zealand Television</b>	<b>57</b>
6.1 Perception of the Amount of New Zealand Made Programmes .....	57
6.2 Should the Amount of New Zealand Local Content on Television Increase?.....	60
6.3 Opinion on New Zealand’s Television Local Content, Given the Local Content Levels in Other Countries .....	62
6.4 Compulsory Screening of New Zealand Made Programmes .....	64
6.5 Compulsory Screening of New Zealand Made Programmes Given the Expense.....	67

<b>7.0</b>	<b>Television Viewing and Radio Listening Behaviour</b>	<b>71</b>
7.1	New Zealand Music on the Radio.....	71
7.2	Opinions About (the Importance of) New Zealand Music on the Radio.....	73
7.3	Radio and Television Programmes Regularly Listened to or Watched .....	76
7.4	NZ On Air Programme Viewing Behaviour .....	80
<b>8.0</b>	<b>Regional Television</b>	<b>86</b>
8.1	Regional Television Viewing Behaviour .....	86
8.2	Regional Television Programme Watching Behaviour .....	88
8.3	Types of Programmes Would Like to Watch .....	91
8.4	Regional Television Compared with National Television.....	94
<b>9.0</b>	<b>Community or Access Radio</b>	<b>97</b>
9.1	Community or Access Radio Listening Behaviour.....	97
9.2	Time Spent Listening to Community Radio .....	99
9.3	Programme Listening Behaviour .....	101
9.4	Types of Programmes Would Like to Listen To.....	103
9.5	Access/Community Radio Compared With Network Radio.....	105
<b>10.0</b>	<b>Digital Television</b>	<b>107</b>
10.1	Set Top Box.....	108
10.2	Willingness to Pay for Set Top Box .....	110

## **Appendix**

## 1.0 Executive Summary

This report summarises findings of the NZ On Air 2005 Public Information and Opinion Monitor. TNS has conducted the monitor annually since 1992.

This year, new questions were added to the survey to measure awareness, viewing and preference for:

- Regional Television
- Community and Access radio
- Digital Television

Telephone interviews were conducted with n=778 randomly selected people from throughout New Zealand. An additional n=221 interviews were conducted with Pacific people, selected from TNS' panel of potential Lifestyle and Opinions Survey respondents, and through networking.

### 1.1 Main Sample

#### Awareness of NZ On Air

- In 2005, nine in ten (92%) people are aware of NZ On Air. This has not appreciably changed since 2003 (91% in 2003, 92% in 2004).
- As in previous years, on a spontaneous (unprompted) basis, the most frequently mentioned main function of NZ On Air is 'funding New Zealand programmes' (17% - a significant decrease from 26% in 2004). Compared to 2004, significantly **more** people reported 'making TV and radio programmes' (5%, compared to one percent in 2004), 'funding TV programmes' (4%, compared to 2% in 2004), and 'radio/TV news service' (3%, compared to one percent in 2004). Conversely, significantly fewer people reported 'funding broadcasting' (2%, compared to 6% in 2004).
- After prompting, the majority of people consider the main functions of NZ On Air are to 'fund New Zealand made TV programmes' (87%), to 'promote New Zealand culture and identity' (80%), to 'provide a wider range of NZ television than would otherwise be the case' (78%), and to 'promote Māori language and culture on TV and radio' (75%). In 2005, significantly fewer people consider a function of NZ On Air to be the promotion of New Zealand music (71%, down from 81% in 2004).
- In 2005, almost half of those surveyed think that NZ On Air is part of TVNZ (44%, compared to 46% in 2004). A similar proportion of people consider NZ On Air to be a part of Radio NZ (43%, compared to 40% in 2004).

## Attitudes towards NZ On Air and Local Content

- A high proportion of people agree that NZ On Air supports programmes and activities that are important to New Zealanders (77%). Substantial proportions also agree that 'seeing ourselves on television and hearing our stories helps to develop our cultural identity' (76%), and that 'without NZ On Air New Zealand drama, documentary and children's programmes would disappear' (73%).
- While these findings are consistent with 2001 to 2004 findings, agreement with positive attributes relating to NZ On Air appears to have established a slight upward trend through time.
- Three quarters (77%) of people agree that NZ On Air provides good quality and interesting programmes and services (significantly higher than 70% in 2004).

## Use of NZ On Air Funding

- Consistent with previous years, one third (31%) of New Zealanders believe NZ On Air helps buy TV programmes made overseas. Conversely, two fifths (38%) believe that NZ On Air does **not** help buy overseas made TV programmes.
- Again, as observed in previous years, *Shortland Street* remains the programme most likely to be perceived to be funded by NZ On Air (25%, no change since 2004). Among programmes that NZ On Air **does** currently fund, *What Now?* remains the most likely to be spontaneously reported (13%, no change since 2004). Next most frequently reported were:
  - *Documentary NZ* (11%).
  - *Sticky TV* (8%).
  - *Country Calendar* (8%).
  - *National Radio* (7%).
- When asked to name programmes believed to be funded by NZ On Air, 8 percent reported **only** programmes currently funded (significantly lower than 13% in 2004). A further 33% reported programmes **both** currently funded and other programmes (e.g. past or never funded). One third (36%) could not name any programmes, while 22 percent named **only** programmes **not** currently funded by NZ On Air.
- Consistent with previous years, people mainly identify programmes as funded by NZ On Air, by the logo at the end of the programme (67%, no appreciable change from 64% in 2004). Comparatively fewer people identify a programme as funded by NZ On Air by the logo at the beginning of the programme (12%), from information in the Listener/TV Guide listings (5%) and the quality of the programme (4%).
- In 2005, significantly fewer people identify NZ On Air programmes by being New Zealand made (2%, down from 5% in 2004), and being told at the beginning and end of the programme (2%, down from 5% in 2004).

- A high proportion of people consider it important ('very important' or 'important') that NZ On Air funds the following:
  - Teletext subtitles on television programmes (82%).
  - New Zealand children's programmes on TV (78%).
  - Programmes for people with disabilities (78%).
  - In-depth documentaries on TV (76%).
  - New Zealand music (75%).
- Conversely, there is lower support for programmes for minorities (51%) and Access radio stations (48%).
- Since 2004, there has been a significant decrease in the proportion of people who consider it important that NZ On Air fund in-depth documentaries on TV (76%, down from 83% in 2004). However, there has been a significant increase in the proportion of people who consider it important that NZ On Air funds New Zealand comedy (59%, compared to 51% in 2004).
- Consistent with previous years, documentaries/discovery programmes remain the most preferred type of New Zealand made programme funded by NZ On Air, if additional funding was available (11%, significantly lower than 15% in 2004). Compared to 2004, significantly fewer people also mentioned:
  - Drama (6%, compared to 9% in 2004).
  - New Zealand history/geography (5%, compared to 10% in 2004).
  - Children's programmes (4%, compared to 7% in 2004).
- Since 2004, there has been a significant increase in preference for NZ On Air funding (if additional funding was available) for:
  - Documentaries about New Zealand (11%, compared to 6% in 2004).
  - New Zealand programmes (6%, compared to 2% in 2004).

### New Zealand Television

- Similar to 2004 (14%), 15 percent of people correctly reported that between 26 and 34 percent of television programmes are New Zealand made. Half (51%) **underestimated** the amount of New Zealand made television programmes (less than 26%), while one fifth (21%) **overestimated** the amount.
- Once told that around 33% of New Zealand made programmes are screened between 6am and midnight, just over half (53%) reported that the amount of New Zealand local television content should increase (similar to 56% observed in 2004). As in 2004, just three percent consider that the amount of local content should decrease, while two fifths (40%) consider that it should stay the same (significantly higher than 35% observed in 2004).

- However, when told that the proportion of local content in Australia is around 55%, over 75% in England, and in the United States over 90%, significantly more people (62%, similar to 64% observed in 2004) then said that the amount of New Zealand local content should be increased.
- The majority of people agree that free to air television should be required to screen a set amount of New Zealand made programmes, in particular documentaries (86%; 89% in 2004), children and young persons' programmes (85%; 86% in 2004), New Zealand made programmes (83%; 85% in 2004), and special interest programmes (82%; 85% in 2004).
- Once told of the expense of buying never seen before New Zealand programmes, compared to buying ready made overseas programmes, significantly fewer people (77%) consider that free to air television should be made to screen a set amount of New Zealand made programmes (compared to 83% before being told of the expense).

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

- Over half (57%) of people believe the amount of New Zealand music being played on the radio has increased (but significantly lower than 63% observed in 2004). Just five percent think that it has decreased (although significantly higher than 3% observed in 2004).
- Two thirds (67%) consider it important that radio stations are encouraged to play more New Zealand music and that more New Zealand music is played on the radio. This finding is similar to 2004.
- New Zealand documentaries continue to be the most frequently watched programmes in New Zealand households (90%). The next most watched include:
  - Special interest programmes (71%, significantly higher than 66% in 2004).
  - Drama programmes (64%, significantly higher than 58% in 2004).
  - Comedy programmes (64%, significantly higher than 54% in 2004).
  - New Zealand arts and performance programmes (58%, no change from 60% in 2004).
  - Children's programmes (57%, significantly higher than 47% in 2004).
- From a comprehensive list of NZ On Air funded programmes, the most watched programme is Country Calendar (75%), followed by What Now? (59%) and Street Legal (56%).

- ‘One off’ programmes, although watched by relatively fewer viewers, enjoyed a high level of enjoyment, e.g.:
  - World of Wearable Arts Awards (enjoyed by 69%, watched by 48%).
  - Expose: a Question of Justice (enjoyed by 78%, watched by 36%).
- Without regard to actual viewer numbers, programmes most enjoyed in 2005 were:
  - Intrepid Journeys (enjoyed by 83%, watched by 52%).
  - Captain’s Log (enjoyed by 79%, watched by 32%).
  - Country Calendar (enjoyed by 78%, watched by 75%).
  - Expose: a Question of Justice (enjoyed by 78%, watched by 36%).
  - Explorers (enjoyed by 75%, watched by 34%).
  - John Campbell with a Queen’s Tour (enjoyed by 66%, watched by 51%).

### Regional Television

- Half of all respondents (51%) have watched a regional television channel (i.e. excluding Prime TV, C4, Māori television).
- The type of programme most frequently mentioned to have been watched on regional television was local news (78%), followed by local current affairs (65%), and local sports coverage (58%).
  - Conversely, programme types least likely to have been watched on regional television were, local programmes reflecting Māori culture or language (34%), and local programmes for or about people with disabilities (34%) and local religious programmes (24%).
- Regarding the types of regional television programmes people would **like** to watch, most frequently reported was local news (85%), followed by local current affairs (83%), and local sports coverage and local arts and performance programmes (both 66%).
- Respondents were also asked (on an open-ended basis) to report what makes regional television different from national television. After grouping responses into common themes, the most frequently reported point of difference was ‘gives local news/ sports (50%)’. Considerably further behind, the next most frequently reported reason was ‘of more relevance to individuals’ (17%). However, while 25% were unable to say why regional television was different from national television, all other grouped responses were mentioned by fewer than four percent of people.



## Community Radio

- Around three quarters of New Zealanders have not listened to community or access radio (73%).
- Among those who have listened to community or access radio, two fifths (42%) listened less than one hour per week, while a further quarter (25%) listened to between one and two hours per week.
- The type of programme most frequently listened to on community radio is local news (80%), followed by music programmes (78%), and regional sports coverage (53%).
  - Conversely, programme types least likely to have been listened to on community radio were religious programmes (23%) and drama programmes (20%).
- The main types of programmes people would **like** to listen to on community radio are local news (80%), music programmes (74%), and regional sports coverage (62%).
- Respondents were also asked (on an open-ended basis) to report what makes community radio different to network radio. After grouping responses into common themes, the most frequently reported point of difference was 'local sports/ news (27%). While almost half (47%) were unable to say why community radio was different from network radio, all other grouped responses were mentioned by fewer than six percent of people.

## Digital Television

- When informed that a range of channels similar to Sky could be available free if a set top box was purchased, three quarters (73%) of New Zealanders would be willing to buy a set top box. Conversely, one fifth (21%) said that they would not.
- Among those willing to buy a set top box, over half (54%) would be prepared to pay between \$50 and \$100. One in ten (9%) would not be willing to pay \$50 or more, while 10 percent would be willing to pay between \$201 and \$250.

## 1.2 Pacific People and Non-Pacific Comparison

This section summarises the significant differences between the Pacific people sample and the non Pacific people sample.

- Pacific people were significantly **more** likely to:

	Pacific people %	Non Pacific people %
Think that NZ On Air is a part of TVNZ	75	41
Think that NZ On Air is a part of Radio New Zealand	55	41
Think that NZ On Air helps buy television programmes made overseas	48	29
Be aware of <b>both</b> currently funded NZ On Air and other programmes	43	33
Be aware that a programme is funded by NZ On Air by the logo at the end of the programme	74	67
Think NZ On Air should fund:		
- Programmes for ethnic minorities	89	57
- Pacific Island radio stations in New Zealand	86	52
- New Zealand music	85	74
- New Zealand children's programmes on TV	85	78
- Programmes for people with disabilities	83	77
- Children's programmes reflecting Māori language and culture for all children	78	62
- New Zealand comedy programmes	75	59
- Access radio stations	64	47
- Reality or entertainment focussed New Zealand documentaries	63	52
- Māori radio and television partly in Te Reo	62	54
- Programmes for minorities	60	51
Overestimate the percentage of New Zealand made programmes:		
- estimated between 51% and 75%	14	4
- estimated between 76% and 100%	8	1
Support an increase in the amount of New Zealand local content on television	62	53
Support an increase in the amount of New Zealand local content on television after being informed of the amount of local content in other countries	74	61

	<b>Pacific people</b>	<b>Non Pacific people</b>
	<b>%</b>	<b>%</b>
Agree that free to air channels should be required to screen a set amount of New Zealand programmes:		
- New Zealand made programmes	89	83
- New Zealand made children and young persons' programmes	94	84
- New Zealand made comedy programmes	84	70
- New Zealand made arts and performance programmes	83	70
Think there should be compulsory screening of New Zealand programmes, even after being told of the expense	83	76
Believe that the amount of New Zealand music on the radio has increased over the last 12 months	66	56
Believe that it is important that radio stations actually play more New Zealand music on the radio	73	66
Say that people in their household regularly listen to or watch a wide range of programmes (compared to non Pacific people):		
- Pacific Island radio stations	83	12
- New Zealand children's programmes	81	55
- New Zealand comedy programmes	81	65
- New Zealand special interest programmes	81	71
- NZ On Air funded music videos	80	50
- New Zealand arts and performance programmes	75	57
- Māori radio stations and TV programmes in English	62	37
- Teletext subtitles on television programmes	55	33
- Access radio stations	47	24
- New Zealand music programmes	45	26
- Māori radio stations and TV programmes in Te Reo	44	23
- Student radio stations	42	23
- Concert FM	40	33
Report having watched most types of regional television programmes:		
- Local programmes about or for minority ethnic groups	79	35
- Local religious programmes	59	21
- Local arts and performance programmes	58	46
- Local programmes reflecting Māori culture or language	52	30

	<b>Pacific people</b>	<b>Non Pacific people</b>
	<b>%</b>	<b>%</b>
Want to watch most types of regional television programmes:		
- Local sports coverage	83	65
- Local programmes about or for minority ethnic groups	83	48
- Local programmes for or about people with disabilities	78	57
- Local arts and performance programmes	76	65
- Local programmes reflecting Māori culture or language	61	50
- Local religious programmes	57	24
Think regional television is different to national television because:		
- (Regional) programmes are not as diverse as national programmes	5	2
- Reaches out to all cultural groups in the area	6	1
Have listened to community radio	31	24
Listen to a range of programmes on community radio:		
- Programmes related to their ethnicity	76	32
- Regional sports coverage	72	51
- Arts and Culture programmes	65	41
- Religious programmes	58	20
- Health service programmes	55	38
- Drama programmes	33	18
Think that community radio is different to nationwide network radio in that it 'reaches out to all cultural groups in the community'	5	2
To tune in via satellite receiver dish	16	11
Purchase a set top box if a range of channels was available to them free	80	73

### 1.3 Trends in Pacific People results – 2005 Compared with 2003

This section summarises the significant differences between Pacific people in 2005, compared to 2003 (the last survey in which Pacific people were oversampled).

- Compared to 2003, in 2005 Pacific people were significantly **more** likely to:

	Pacific people 2003 %	Pacific people 2005 %
Think that NZ On Air is a part of TVNZ	75	67
Think that free to air channels should be required to screen New Zealand made:		
- Programmes	81	89
- Children and young persons' programmes	87	94
- Comedy programmes	75	84

## 1.4 Conclusions

Overall awareness remains very high, with nine in ten New Zealanders aware of NZ On Air.

A high proportion of people continue to express a positive opinion of NZ On Air, (for example, around three quarters of people agree that NZ On Air supports programmes and activities important to New Zealanders). However, as observed in previous years, there remains limited understanding of the relationship between NZ On Air, TVNZ and Radio New Zealand (i.e. whether they are part of the same organisation or independent).

While many New Zealanders are aware that NZ On Air funds programmes, few are able to spontaneously (and accurately) name programmes currently funded. One third of people can not recall any programmes funded by NZ On Air. Awareness of NZ On Air funded programmes continues to be primarily derived from the NZ On Air logo that appears at the end of programmes.

In 2005, there is continued support for NZ On Air to fund subtitled programmes, children's programmes, programmes for people with disabilities, in-depth documentaries (and importantly, documentaries about New Zealand), and New Zealand music.

Although relatively few people can accurately estimate the amount of New Zealand made programmes on television, the general view is that the amount of local content on television should increase or stay the same, with very few believing it should decrease. Furthermore, when told of the comparative amount of local content on Australian, UK and US television, people express an increased desire for more local content.

There is also strong support for set quotas of New Zealand made programmes to be screened – in particular documentaries, children and young persons' programmes and special interest programmes. There is similar support for radio stations to be encouraged to play more New Zealand music.

A range of NZ On Air funded programmes are both watched and enjoyed by a high proportion of New Zealanders. Since 2004 there have been significant increases in viewer audiences for special interest, drama, comedy and children's programmes. Some one-off programmes or series, while watched by relatively fewer viewers attracted high levels of enjoyment. Examples include John Campbell – a Queen's Tour, World of Wearable Arts Awards, and Expose – a Question of Justice.

Regional television and access and community radio are relatively popular (regional television slightly more so). They are mainly seen to provide coverage of local news, current affairs and sports. Overwhelmingly, it is the local flavour that differentiates regional television and community radio from nationwide networks.

Support for purchasing a set top box that would enable access to a range of free to air channels is high with around three quarters of people willing to buy a set top box. Initial indication of willingness to pay is modest, with around half prepared to pay between \$50 and \$100.

Similar to 2003, a range of significant differences are evident in the viewing behaviour, preferences and opinions of Pacific people compared to non Pacific people. Notably, there is a higher degree of support among Pacific people for funding programmes for ethnic minorities, Pacific Island radio stations, and New Zealand music and children's programmes.

Pacific people are also significantly more likely to support an increase in the amount of locally made content and that free to air channels should be required to screen a set amount of New Zealand programmes, in particular children and young persons', comedy, and arts and performance programmes.

Pacific people are significantly more likely to watch and listen to a wide range of programme types, in particular Pacific Island radio, children's, comedy and special interest programmes, and NZ On Air funded music video. Pacific people are also significantly more likely to have watched or listened to a wide range of regional television programmes, community wide radio programmes (of particular note, radio programmes related to their ethnicity).

## 2.0 Background

TNS<sup>1</sup> New Zealand has conducted a public information and opinion monitor for NZ On Air since 1992. Objectives of the research are to:

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

This year the research also aimed to:

- Measure perceived attitudes and behaviour regarding regional television, access and community radio and digital television.

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

---

<sup>1</sup> Formerly NFO New Zealand/ CM Research.



## 3.0 Methodology

The main sample of n=778 respondents were recruited using random digit dialling. The margin of error associated with a sample of n=778 is  $\pm 3.5$  percent. On reduced base sizes the sample error will be greater than this.

In addition, a booster sample of n=221 Pacific people were selected from TNS's panel of potential Lifestyle and Opinions Survey respondents, and through networking. Comparisons between Pacific people and Non-Pacific people are made throughout the report. Additional to the booster sample of n=221 Pacific people, a further n=51 Pacific people were interviewed as part of the main sample. This gave a total of n=272 Pacific people, with the remaining n=727 interviews (n=999 less the n=272 Pacific people) being classified as non-Pacific people.





### Sample

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

### Interviewing

- Fully trained TNS interviewers, based in Auckland, carried out the interviewing. This survey was conducted using Computer Assisted Telephone Interviewing (CATI).
- Up to three call backs were conducted to reduce over-sampling of less socially active people.
- To ensure the quality of information, all interviewers' work was checked for accuracy and completeness by a supervisor. Additionally, a 10 percent audit of each interviewer's work was undertaken.
- Fieldwork was conducted between 7 June and 1 July 2005. All interviewing was conducted during weekends and weekday evenings.
- A structured questionnaire was used for the survey. The questionnaire is appended to this report.

### Significant Differences

- Significant differences are marked in tables throughout the report. On the general sample tables (n=778 in 2005), a  indicates a significantly higher result compared with 2004. A  indicates a significantly lower result compared with 2004.
- On the Pacific tables, a  indicates a significantly higher result compared with non Pacific people in 2005 a  indicates a significantly lower result compared with non Pacific people in 2005. Significant differences are reported only where they are evident.

## **4.0**

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

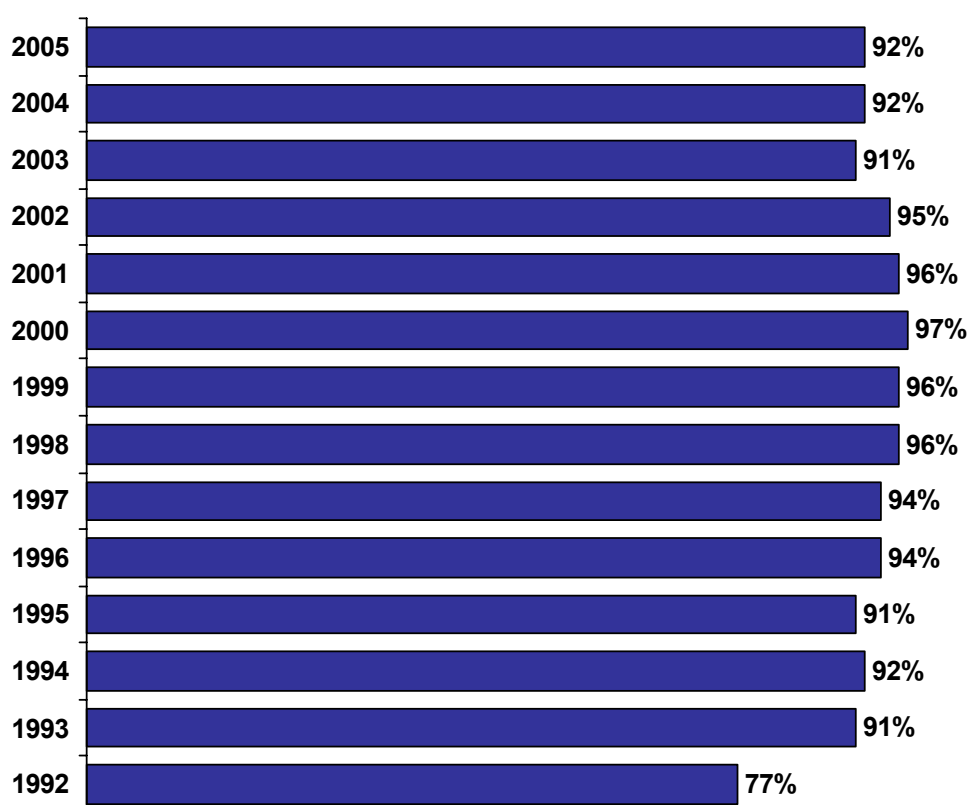
## 4.0 Awareness of NZ On Air

### 4.1 Prompted Awareness of the Organisation

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

Just over nine out of ten New Zealanders (92%) are aware of NZ On Air. This level of prompted awareness has remained stable since 2003.

*Prompted Awareness of NZ On Air*



Base: All respondents (n=778)

Aware of NZ On Air	Significantly more likely:
	– European

## Prompted Awareness of NZ On Air – Results of Pacific People Compared with Non Pacific People<sup>2</sup>

The table below compares awareness of NZ On Air among Pacific and non Pacific people<sup>3</sup>. Non Pacific people are significantly more likely to be aware of NZ On Air (93%, compared to 78% of Pacific people).

	Pacific people			Non-Pacific people
	2002 %	2003 %	2005 %	2005 %
Yes	88	87	78	93
No	11	12	21	46
Don't know	1	1	1	1
<b>Base:</b>	<b>243</b>	<b>248</b>	<b>272</b>	<b>727</b>

<sup>2</sup> Note:   Indicates a significantly lower result compared with Non-Pacific Peoples in 2005

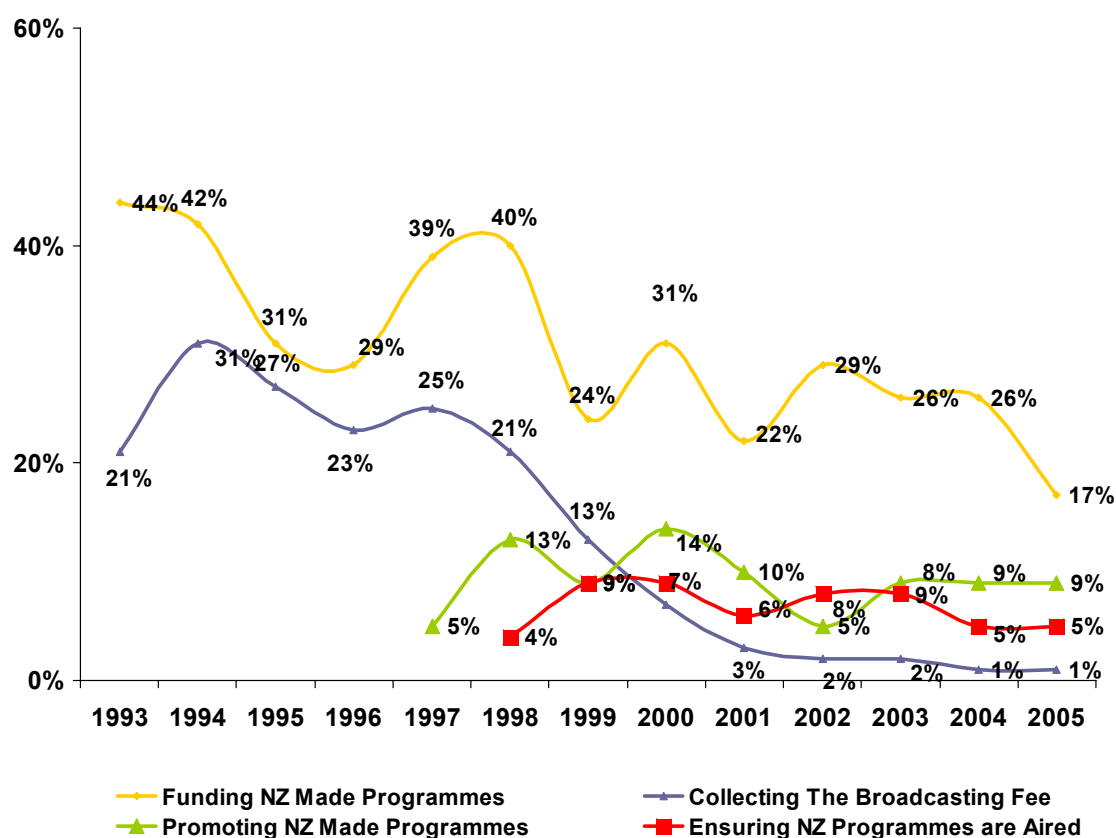
<sup>3</sup> The Pacific sample is made up of the Pacific booster sample plus Pacific people obtained through random digit dialling in the general population sample.

## 4.2 Spontaneous Understanding of NZ On Air

Those aware of NZ On Air (n= 716) were asked what they understood the functions of NZ On Air to be.

The chart below plots four responses (tracked between 1993 – 2005). Funding New Zealand made programmes is consistently understood to be the key function of NZ On Air, although the proportion of people who spontaneously mentioned this in 2005 has decreased compared to 2004.

**Spontaneous Understanding of NZ On Air's Functions**



Base: Aware of NZ On Air (n=716)

## Spontaneous Understanding of NZ On Air's Functions



A full list of NZ On Air's functions spontaneously mentioned by people is shown in the table below.

As in previous years, the most commonly recalled function of NZ On Air is considered to be funding New Zealand made programmes (17%), a significant decrease from 26% in 2004.

Significantly fewer people in 2005 (compared to 2004) consider NZ On Air's functions include funding broadcasting, and radio and TV broadcasting. Conversely, significantly more people in 2005 (compared to 2004) consider that NZ On Air's functions include making TV and radio programmes, funding TV programmes, and delivering a radio/TV news service.

### Spontaneous Understanding of NZ On Air<sup>4</sup>

	2001 %	2002 %	2003 %	2004 %	2005 %
Funding New Zealand made programmes	22	29	26	26	17
Promoting New Zealand made programmes	10	5	9	9	9
Policing, censorship and maintaining standards	6	7	7	8	8
Funding programmes for TV and radio	8	7	4	6	4
Funding broadcasting	4	6	12	6	2
Ensuring New Zealand programmes are aired	6	8	8	5	5
Quality TV coverage	-	-	-	-	5
Making TV and radio programmes	2	6	1	1	5
Supervising/Policing Commercial Broadcasting	-	-	-	-	4
Government department for broadcasting	-	-	-	4	4
Funding TV programmes	1	3	4	2	4
Radio/TV news service	2	1	2	1	3
To Encourage local talent	-	-	-	-	2
To Provide a service to NZ Customers	-	-	-	-	2
Making TV programmes	1	2	4	1	2
Provide entertainment	1	2	1	1	2
Documentaries	-	-	-	-	1
Radio and TV broadcasting	-	-	-	5	1
To inform/educate people	2	2	2	2	1
Running TV	2	2	2	1	1
Collecting the Broadcasting Fee	3	2	2	1	1
Support New Zealand culture	*	2	1	1	1
Funding National Radio	1	1	1	1	1
Advertising	1	1	*	-	1
Service to New Zealand customers	1	*	1	1	-
Māori programmes	1	1	1	1	-

<sup>4</sup> Note:  Indicates a significantly higher result compared with 2004.  Indicates a significantly lower result compared with 2004.

**Spontaneous Understanding of NZ On Air (Continued)**

	2001	2002	2003	2004	2005
Making radio programmes	*	1	1	-	-
Distributing licence fee	2	*	*	-	-
Funding orchestra, opera and the arts	*	-	1	-	-
Funding radio programmes	*	1	*	2	-
Delivering top quality programmes	3	2	3	2	-
Other	4	2	4	3	-
Don't know	16	17	16	18	19
<b>Base: Aware of NZ On Air</b>	<b>717</b>	<b>714</b>	<b>684</b>	<b>693</b>	<b>716</b>

\* Between zero and half a percent

- Zero

<b>Spontaneously stated function of NZ On Air</b>	<b>Significantly more likely:</b>
To fund Radio/TV News Service	– Christchurch Metropolitan – Aged 55+
To encourage local talent	– Aged 45-54 years – Male
To fund broadcasting	– Male
To provide entertainment	– Female
To make TV programmes	– Aged 18-34 years

### Spontaneous Understanding of NZ On Air – Results of Pacific People Compared with Non Pacific People<sup>5</sup>

The table below shows that Pacific people are significantly more likely than non Pacific people to associate NZ On Air with promoting New Zealand made programmes.

Pacific people are significantly less likely than non Pacific people to associate NZ On Air with funding New Zealand made programmes.

	Pacific people			Non-Pacific people
	2002 %	2003 %	2005 %	2005 %
Promoting New Zealand made programmes	9	8	13	9
Funding New Zealand made programmes	28	17	12	18
Policing, censorship and maintaining standards	4	3	6	8
Making TV and radio programmes	5	-	6	4
Funding TV programmes	-	3	5	4
Ensuring New Zealand programmes are aired	6	6	4	5
Encouraging local talent	-	-	2	3
Making TV programmes	4	2	3	2
Supervising/Policing commercial broadcasting	-	-	3	4
Service to New Zealand customers	*	2	2	2
Running TV	3	4	2	1
To informing /educating people	1	1	2	1
Advertising	1	1	2	1
Other	3	4	1	-
Don't know	29	33	26	18
<b>Base: Aware of NZ On Air</b>	<b>243</b>	<b>215</b>	<b>212</b>	<b>667</b>

(Mentioned by at least 2 percent of Pacific people)

\* Between zero and half a percent

- Zero

<sup>5</sup> Note:   Indicates a significantly lower result compared with Non-Pacific people in 2005.



### 4.3 Is NZ On Air Part of TVNZ?

As observed in previous years, there continues to be a lack of clarity about the relationship between NZ On Air and TVNZ.

When asked if NZ On Air is part of TVNZ, almost half of those surveyed (44%) think that NZ On Air is part of TVNZ. This has remained stable since 2003.

#### *Is NZ On Air Part of TVNZ?*


	<b>2000</b> %	<b>2001</b> %	<b>2002</b> %	<b>2003</b> %	<b>2004</b> %	<b>2005</b> %
Yes	39	42	40	46	46	44
No	45	43	43	39	40	40
Don't know	16	15	17	15	14	16
<b>Base:</b>	<b>750</b>	<b>750</b>	<b>751</b>	<b>750</b>	<b>751</b>	<b>778</b>

	<b>Significantly more likely:</b>
Consider NZ On Air part of TVNZ	<ul style="list-style-type: none"> <li>- Christchurch Provincial</li> <li>- Young family</li> <li>- Aged 18-34 years</li> <li>- Female</li> <li>- Māori</li> <li>- Pacific</li> </ul>

### Is NZ On Air Part of TVNZ – Results of Pacific People Compared with Non Pacific People<sup>6</sup>

Pacific people were significantly more likely to consider that NZ On Air is a part of TVNZ (75%) than non Pacific people (41%).

	Pacific people			Non-Pacific people
	2002 %	2003 %	2005 %	2005 %
Yes	65	67	75	41
No	25	23	13	42
Don't know	10	10	13	16
<b>Base:</b>	<b>243</b>	<b>248</b>	<b>272</b>	<b>727</b>

<sup>6</sup> Note:  Indicates a significantly higher result compared with Non-Pacific people in 2005.

#### 4.4 Is NZ On Air Part of Radio New Zealand?

Just over two fifths of people (43%) consider that NZ On Air **is** part of Radio New Zealand while a similar proportion (42%) of people consider that NZ On Air **is not** part of Radio New Zealand.

*Is NZ On Air Part of Radio New Zealand?*


	<b>2002</b> %	<b>2003</b> %	<b>2004</b> %	<b>2005</b> %
Yes	38	44	40	43
No	44	41	39	42
Don't know	17	15	20	16
<b>Base:</b>	<b>751</b>	<b>750</b>	<b>751</b>	<b>778</b>

	<b>Significantly more likely:</b>
Consider NZ On Air is part of Radio New Zealand	<ul style="list-style-type: none"> <li>– Wellington Provincial</li> <li>– Aged 55+</li> <li>– Pacific</li> <li>– Older couple/ single</li> </ul>

### Is NZ On Air Part of Radio New Zealand? - Results of Pacific People Compared with Non Pacific People<sup>7</sup>

Pacific people were significantly more likely than non Pacific people to consider that NZ On Air is a part of Radio New Zealand (55% Pacific people, compared to 41% among non Pacific people).

	Pacific people			Non-Pacific people
	2002 %	2003 %	2005 %	2005 %
Yes	51	52	55	41
No	32	33	35	43
Don't know	17	15	10	10
<b>Base:</b>	<b>243</b>	<b>248</b>	<b>272</b>	<b>727</b>

<sup>7</sup> Note:  Indicates a significantly higher result compared with Non-Pacific people in 2005.

## 4.5 Prompted Awareness of NZ On Air Functions

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

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

Consistent with 2004, the most well known function of NZ On Air (after prompting) is to fund New Zealand made television programmes (87%) and to promote New Zealand culture and identity (80%). As in 2004, only two fifths of people (39%) are aware that NZ On Air helps fund Access radio stations.

Compared to 2004, significantly fewer people (71%, compared to 81% in 2004) are aware that NZ On Air promotes New Zealand music by funding New Zealand music videos. However, the 2005 finding is consistent with earlier years – 2002 and 2003.

**Prompted Awareness of NZ On Air Functions<sup>8</sup>**

	1998	1999	2000	2001	2002	2003	2004	2005
	%	%	%	%	%	%	%	%
To fund New Zealand made TV programmes	93	90	93	91	90	89	88	87
To promote New Zealand culture and identity	74	83	79	82	81	80	83	80
To provide a wider range of New Zealand TV, such as drama and documentary and radio programmes than would otherwise be available	82	79	87	83	77	78	78	78
To promote Māori language and culture on television and radio	74	81	76	80	77	78	78	75
To promote New Zealand music, for example, by funding New Zealand music videos	52	59	60	62	68	69	81	71
To ensure programmes are made for special interest groups like ethnic minorities and people with disabilities	63	68	63	69	65	67	67	70
To archive broadcasting material and historic programmes	56	63	54	52	59	62	64	61
To fund National Radio and Concert FM	68	67	62	59	53	53	55	56
To provide Teletext subtitling on some TV programmes for people who have difficulty hearing	47	44	41	40	44	48	47	51
To help fund radio stations for the Pacific Island Community in New Zealand	-	-	-	40	40	44	42	45
To help fund Access radio stations	36	46	38	38	37	39	39	39
<b>Base:</b>	<b>1000</b>	<b>750</b>	<b>750</b>	<b>750</b>	<b>751</b>	<b>750</b>	<b>751</b>	<b>778</b>

<sup>8</sup> Note:  Indicates a significantly lower result compared with 2005.


<b>Awareness of specific NZ On Air Functions</b>	<b>Significantly more likely:</b>
To provide a wider range of New Zealand TV and radio programmes than would otherwise be available	<ul style="list-style-type: none"> <li>- European</li> <li>- Older couple/ single</li> <li>- Aware of NZ On Air</li> </ul>
To fund New Zealand made programmes	<ul style="list-style-type: none"> <li>- Aware of NZ On Air</li> <li>- Consider that NZ On Air does not buy overseas programmes</li> </ul>
To fund National Radio and Concert FM	<ul style="list-style-type: none"> <li>- Aged 55+</li> <li>- Older couple/ single</li> <li>- Consider that NZ On Air helps buy overseas programmes</li> </ul>
To promote Māori language and culture on TV and radio	<ul style="list-style-type: none"> <li>- Wellington Metropolitan</li> <li>- Aware of NZ On Air</li> <li>- Consider NZ On Air helps to buy overseas programming</li> </ul>
To promote New Zealand culture and identity	<ul style="list-style-type: none"> <li>- Wellington Metropolitan</li> <li>- Aware of NZ On Air</li> </ul>
To ensure programmes are made for special interest groups like ethnic minorities and people with disabilities	<ul style="list-style-type: none"> <li>- Wellington Metropolitan</li> <li>- Aged 45-54 years</li> <li>- Aware of NZ On Air</li> </ul>
To archive broadcasting material and historic programmes	<ul style="list-style-type: none"> <li>- Aged 55+</li> <li>- Older couple/ single</li> <li>- Aware of NZ On Air</li> <li>- Consider NZ On Air helps to buy overseas programmes</li> </ul>
To promote New Zealand music, for example, by funding New Zealand music videos	<ul style="list-style-type: none"> <li>- Aged 18-34 years</li> <li>- Young/ single/ couple/ group household</li> <li>- Urban area</li> <li>- Aware of NZ On Air</li> <li>- Aware NZ On Air does not buy overseas programmes</li> </ul>
To help fund Access radio stations	<ul style="list-style-type: none"> <li>- Aged 45-54 years</li> <li>- Consider NZ On Air helps to buy overseas programmes</li> </ul>
To provide teletext subtitling on some TV programmes for people who have difficulty hearing	<ul style="list-style-type: none"> <li>- Wellington Provincial</li> <li>- Rural area</li> <li>- Consider NZ On Air helps to buy overseas programming</li> </ul>
To help fund radio stations for Pacific Island Communities in New Zealand	<ul style="list-style-type: none"> <li>- Aged 55+</li> <li>- Pacific</li> <li>- Older couple/ single</li> <li>- Consider NZ On Air helps to buy overseas programming</li> </ul>

### Prompted Awareness of NZ On Air Functions - Results of Pacific people Compared with Non Pacific people<sup>9</sup>

Pacific people were significantly more likely than Non-Pacific people to be aware (after prompting) that NZ On Air:

- Promotes Māori language and culture on television and radio.
- Helps fund radio stations for the Pacific Island community in New Zealand.
- Helps fund Access radio stations.

	Pacific people			Non-Pacific people
	2002 %	2003 %	2005 %	2005 %
To fund New Zealand made TV programmes	88	86	86	87
To promote Māori language and culture on TV and radio	81	83	81	74
To promote New Zealand culture and identity	80	82	78	80
To promote New Zealand music, for example, by funding New Zealand music videos	79	80	75	71
To provide a wider range of New Zealand TV, such as drama and documentary and radio programmes than would otherwise be the case	75	78	74	78
To help fund radio stations for the Pacific Island Community in New Zealand	61	65	67	43
To ensure programmes are made for special interest groups like ethnic minorities and people with disabilities	65	67	63	69
To archive broadcasting material and historic programmes	58	64	61	60
To provide Teletext subtitling on some TV programmes for people who have difficulty hearing	53	59	56	50
To fund National Radio and Concert FM	52	54	53	56
To help fund Access radio stations	55	54	50	38
To help provide TV and radio reception to remote communities	53	58	-	-
<b>Base:</b>	<b>243</b>	<b>248</b>	<b>272</b>	<b>727</b>

<sup>9</sup> Note:  Indicates a significantly higher result compared with Non-Pacific people in 2005.



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

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

As in previous years, a high proportion of people agree that 'NZ On Air supports programmes and activities that are important to New Zealanders' (77%), and 'seeing ourselves on television and hearing our stories helps to develop our cultural identity' (76%).

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

	2001		2002		2003		2004		2005	
	Agree %	Disagree %	Agree %	Disagree %	Agree %	Disagree %	Agree %	Disagree %	Agree %	Disagree %
NZ On Air supports programmes and activities that are important to New Zealanders	72	8	77	6	80	7	79	8	77	9
Seeing ourselves on television and hearing our stories helps to develop our cultural identity	72	10	77	8	78	8	77	10	76	11
Without NZ On Air New Zealand drama, documentary and children's programmes would disappear	71	11	78	7	76	10	73	12	73	12
Without NZ On Air a lot of New Zealand writing, production and acting talent would disappear	69	11	74	9	73	11	72	12	71	12
NZ On Air does provide programmes and activities that I enjoy	63	12	70	9	73	9	70	10	70	11
Without the NZ On Air National Radio and Concert FM programmes would disappear	53	16	57	11	56	14	51	18	56	15
It is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet	45	25	50	20	49	21	48	24	46	21
NZ On Air only supports programmes and activities that do not interest me	16	58	18	59	15	62	19	59	17	60
Without NZ On Air a lot of NZ arts and performance programmes would disappear*	-	-	-	-	74	9	-	-	-	-
<b>Base:</b>	750		751		750		751		778	

\* This statement was only asked in 2003.

<b>Attitude towards NZ on Air and Local Content</b>	<b>Significantly more likely:</b>
Without NZ On Air a lot of New Zealand drama, documentary and children's programmes would disappear	<ul style="list-style-type: none"> <li>- Aged 45-54 years</li> <li>- Aware of NZ On Air</li> </ul>
NZ On Air only supports programmes and activities that do not interest me	<ul style="list-style-type: none"> <li>- Aged 55+</li> <li>- Male</li> </ul>
Without NZ On Air a lot of NZ writing, production and acting talent would disappear	<ul style="list-style-type: none"> <li>- Secondary urban area</li> <li>- Aware of NZ On Air</li> <li>- Aware that NZ On Air does not buy overseas programmes</li> </ul>
Seeing ourselves on television and hearing our stories and songs helps to develop our cultural identity	<ul style="list-style-type: none"> <li>- Young/ single/ couple/ group household</li> <li>- Aware of NZ On Air</li> </ul>
NZ On Air supports programmes and activities that are important to New Zealanders	<ul style="list-style-type: none"> <li>- Young/ single/ couple/ group household</li> <li>- Aware of NZ On Air</li> </ul>
Without NZ on Air National Radio and Concert FM programmes would disappear	<ul style="list-style-type: none"> <li>- Wellington Metropolitan</li> <li>- Aged 45-54 years</li> <li>- Aware of NZ On Air</li> </ul>
It is important that NZ On Air made programmes are shown on new broadcasting systems	<ul style="list-style-type: none"> <li>- Young/ single/ couple/ group household</li> </ul>
NZ On Air does not provide programmes and activities that I enjoy	<ul style="list-style-type: none"> <li>- Wellington Metropolitan</li> <li>- Aware of NZ On Air</li> </ul>
New Zealand children's programmes on TV	<ul style="list-style-type: none"> <li>- Māori</li> </ul>
New Zealand drama on TV	<ul style="list-style-type: none"> <li>- Aware that NZ On Air does not buy overseas programmes</li> </ul>
National and Concert FM	<ul style="list-style-type: none"> <li>- Wellington Metropolitan</li> <li>- Aged 45-54 years</li> <li>- Aged 55+</li> <li>- Older couple/ single</li> </ul>



### Attitudes Towards NZ On Air and Local Content – Results of Pacific people Compared with Non Pacific people<sup>10</sup>

Pacific people were significantly more likely to agree that it is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet (56%, compared to 46%).

Conversely, Pacific people were significantly less likely to agree that without NZ On Air, New Zealand drama, documentary and children's programmes would disappear (63%, compared to 73%).

	Pacific people			Non Pacific people
	2002 %	2003 %	2005 %	2005 %
NZ On Air supports programmes and activities that are important to New Zealanders	79	83	77	77
Seeing ourselves on television and hearing our stories helps to develop our cultural identity	84	82	81	76
NZ On Air does provide programmes and activities that I enjoy	73	70	71	70
Without NZ On Air a lot of New Zealand writing, production and acting talent would disappear	74	70	70	71
Without NZ On Air New Zealand drama, documentary and children's programmes would disappear	74	72	63	73
It is important that NZ On Air made programmes are shown on new broadcasting systems like pay TV, digital TV and the Internet	56	58	56	46
Without the NZ On Air National Radio and Concert FM programmes would disappear	58	59	52	56
NZ On Air only supports programmes and activities that do not interest me	23	26	23	17
Without NZ On Air a lot of NZ arts and performance programmes would disappear*	-	67	-	-
<b>Base:</b>	<b>243</b>	<b>248</b>	<b>272</b>	<b>727</b>

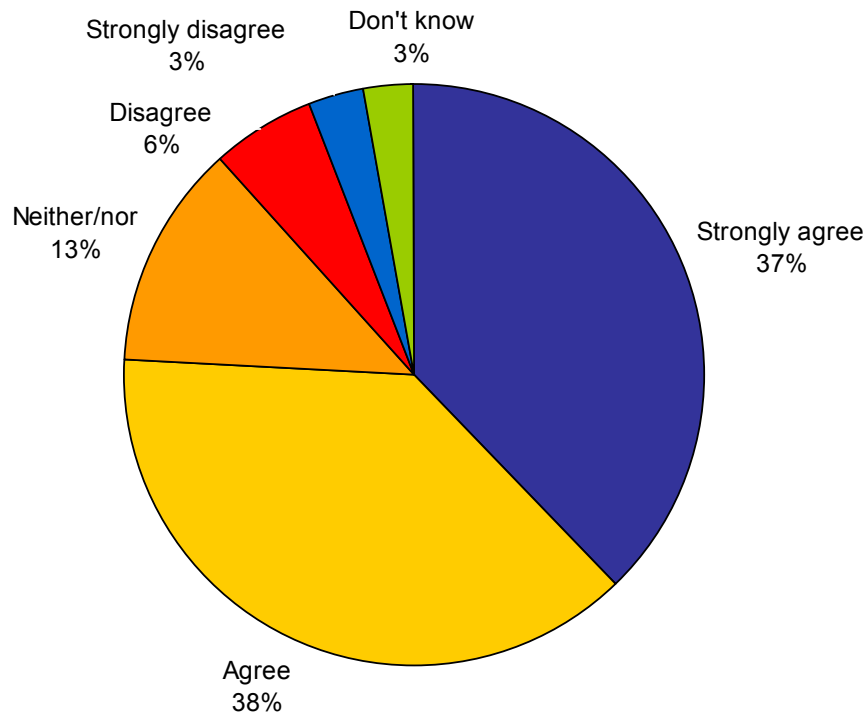
\* Only asked in 2004.

<sup>10</sup> Note:  Indicates a significantly higher result compared with Non-Pacific people in 2005.  Indicates a significantly lower result compared with Non-Pacific people in 2005.

## 4.7 Quality of Programmes and Services Provided by NZ On Air

As in previous years, a high proportion of people (77%) agree that NZ On Air provides good quality and interesting programmes and services.

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



Base: All respondents (n=778)

### Comparison of the Quality of Programmes and Services Provided by NZ On Air<sup>11</sup>

The table below compares the extent to which people agreed or disagreed with whether NZ On Air provides good quality and interesting programmes and services from 2002 to 2005.

Significantly more people in 2005 (compared to 2004 but reverting to similar levels measured in 2002 and 2003) think that NZ On Air provides good quality and interesting programmes and services.

	2002 %	2003 %	2004 %	2005 %
Agreed	75	76	70	77
Neither/Nor	16	14	19	13
Disagreed	6	8	9	8
Don't know	2	2	2	1
<b>Base:</b>	<b>751</b>	<b>750</b>	<b>751</b>	<b>778</b>

<sup>11</sup> Note: ○ Indicates a significantly higher result compared with 2004. □ Indicates a significantly lower result compared with 2004.

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

Four fifths (80%) of Pacific people consider NZ On Air provides good quality and interesting programmes and services. This finding is similar to that for non Pacific people (77%).

	Pacific people				Non-Pacific people
	2001 %	2002 %	2004 %	2005 %	2005 %
NZ On Air provides good quality and interesting programmes and services	63	80	82	80	77
<b>Base:</b>	<b>271</b>	<b>271</b>	<b>254</b>	<b>272</b>	<b>727</b>

## **5.0**

# **Use of NZ On Air Funding**



## 5.0 Use of NZ On Air Funding

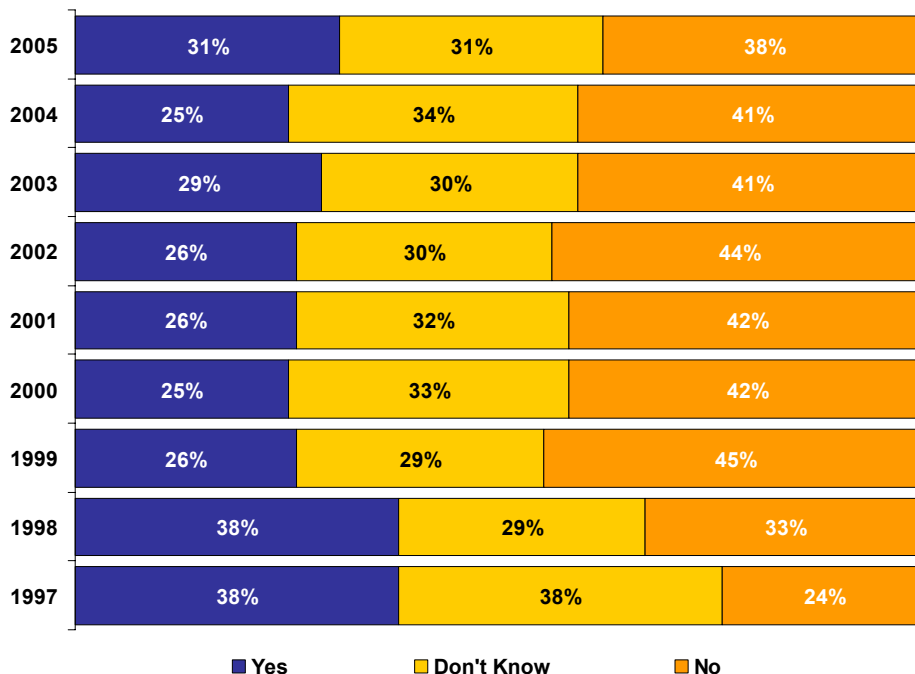
### 5.1 Buying Programmes Made Overseas

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

Almost one third of people (31%) consider that NZ On Air buys television programmes made overseas – significantly more than in 2004 (25%). Conversely, almost two fifths (38%) reported that NZ On Air does not buy television programmes made overseas.

Except for the significant increase reported in the previous paragraph, these findings have remained relatively stable since 1999.

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



Base: All respondents (n=778)

	<b>Significantly more likely:</b>
NZ On Air does <b>not</b> help to buy television programmes made overseas	<ul style="list-style-type: none"> <li>– Wellington Metropolitan</li> <li>– European</li> <li>– Young/ single/ couple/ group household</li> <li>– Live in an Urban area</li> <li>– Aware of NZ On Air</li> </ul>

## Buying Programmes Made Overseas - Results of Pacific people Compared with Non Pacific people<sup>12</sup>

Pacific people (48%, compared to 29% of non Pacific people) were significantly more likely to consider that NZ On Air helps buy television programmes made overseas.

	Pacific people			Non-Pacific people
	2002 %	2003 %	2005 %	2005 %
Yes	39	45	48	29
No	33	32	29	39
Don't know	28	23	24	32
<b>Base:</b>	<b>243</b>	<b>248</b>	<b>272</b>	<b>727</b>

<sup>12</sup> Note: ○ Indicates a significantly higher result compared with Non-Pacific people in 2005. □ Indicates a significantly lower result compared with Non-Pacific people in 2005.

## 5.2 Programmes Funded by NZ On Air<sup>13</sup>

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



It is important to note that changes over time may be due to what programmes were on air at the time of interviewing and may not accurately reflect changes in awareness. Interviewing was conducted in July 2005.

	2001	2002	2003	2004	2005		2001	2002	2003	2004	2005
	%	%	%	%	%		%	%	%	%	%
<b>Shortland Street</b> <sup>14</sup>	23	32	21	25	25	Praise Be	3	5	2	2	2
<b>News (unspecified)</b>	14	11	8	14	16	<b>Sport (unspecified)</b>	-	-	1	2	2
What Now?	9	16	12	13	13	NZ Idol	-	-	-	6	1
Documentary NZ	14	9	4	5	11	<b>Holmes</b>	4	2	3	3	1
Sticky TV	-	6	8	10	8	The Insiders Guide To	-	-	-	3	1
Country Calendar	7	7	5	3	8	Number 8 Wired	-	3	-	2	1
National Radio	4	3	7	7	7	Serial Killers	-	-	-	2	-
<b>20/20</b>	4	4	4	7	5	Mercy Peak	-	13	5	6	-
Mai Time	10	6	5	6	5	Havoc & Newsboy	8	1	*	2	-
<b>60 Minutes</b>	5	4	3	5	5	<b>My House My castle</b>	-	-	-	2	-
<b>Fair Go</b>	4	3	3	5	4						
Tagata Pasifika	5	5	3	4	4						
<b>Māori TV channel</b>	-	-	-	4	3						
Asia Down Under	-	2	1	3	3						
Concert Programme	2	1	1	3	3						
Inside New Zealand	6	6	6	7	2						
<b>Te Karere</b> <sup>15</sup>	6	5	4	4	2						
<b>Good Morning</b>	-	-	-	3	2						
<b>Sunday</b>	-	2002	2	3	2						

\* Between zero and half a percent

- Zero

A full list of programmes mentioned by one percent and less of those interviewed appears in the appendix. Programmes in bold are not currently funded by NZ On Air.

<sup>13</sup> Note:  Indicates a significantly lower result compared with 2004.  Indicates a significantly higher result compared with 2004.

<sup>14</sup> Previously funded by NZ On Air.

<sup>15</sup> Funded by Te Mangai Paho which until 1 July 2000 was funded directly by NZ On Air.

## Programmes Funded by NZ On Air – Results of Pacific people Compared with Non Pacific people<sup>16</sup>

Pacific people were significantly more likely than Non-Pacific people to consider that *Shortland St*, *What Now?*, *Tagata Pasifika* and *Mai Time* are funded by NZ On Air.

	Pacific people		Non-Pacific people
	2003 %	2005 %	2005 %
<b>Shortland Street<sup>17</sup></b>	31	40	25
What Now?	23	21	13
Tagata Pasifika	19	20	3
Mai Time	18	15	5
<b>News (unspecified)</b>	7	15	16
Sticky TV	15	14	8
<b>20/20</b>	4	6	4
<b>Māori TV channel</b>	-	5	3
Documentary NZ	3	5	12
Inside New Zealand	8	4	3
Asia Down Under	-	4	2
NZ Idol	-	4	2
<b>60 Minutes</b>	2	4	5
<b>Sport (unspecified)</b>	-	3	2
Praise Be	2	3	2
Squirt	2	3	1
<b>Te Karere<sup>18</sup></b>	4	2	2
<b>Marae<sup>17</sup></b>	1	2	1
<b>Fair Go</b>	1	2	4
<b>The Edge</b>	-	1	1
The Insiders Guide to Happiness	-	1	-
<b>Pukana<sup>17</sup></b>	4	1	-
National Radio	2	1	7
<b>Holmes</b>	2	1	1
Country Calendar	1	1	8
Mataku	3	1	1
Mercy Peak	4	-	-
Number 8 Wired	-	-	1
<b>Good Morning</b>	2	-	2
<b>Waka huia<sup>17</sup></b>	2	-	1
Sunday	1	-	2
Flipside	1	-	-
Inside Out	-	-	-
<b>My House My Castle</b>	-	-	-
Concert Programme	-	-	3
<b>Mike King<sup>19</sup></b>	-	-	-

\* Between zero and half a percent

- Zero

<sup>16</sup> Note: ○ Indicates a significantly higher result compared with Non-Pacific people in 2005. □ Indicates a significantly lower result compared with Non-Pacific people in 2005.

<sup>17</sup> Previously funded by NZ On Air.

<sup>18</sup> Funded by Te Mangai Paho which until 1 July 2000 was funded directly by NZ On Air.

<sup>19</sup> NZ On Air funded "Mike King Tonight" but may not have funded other Mike King initiatives.

### Awareness of Programmes Currently Funded by NZ On Air<sup>20</sup>

Spontaneously recalled programmes perceived to be funded by NZ On Air were grouped into 'current funded', 'past funded' and 'never funded'. In 2005, people were significantly more likely to report only programmes **not** currently funded by NZ On Air (22%, compared to 14% in 2004). Conversely, in 2005 people were significantly less likely to report only programmes that **are** currently funded by NZ On Air.

While not significant, in 2005 slightly fewer people did not know or were unable to identify (either correctly or incorrectly) any NZ On Air programmes (36%, compared to 42% in 2004).

The table below shows the extent to which respondents were able to accurately name NZ On Air programmes.

### Awareness of Programmes Currently Funded by NZ On Air<sup>21</sup>

	2001 %	2002 %	2003 %	2004 %	2005 %
Named <b>only</b> currently funded NZ On Air programmes	17	15	15	13	8
Named <b>both</b> currently funded NZ On Air and other programmes (e.g. past or never funded)	35	30	25	30	33
Named only programmes <b>not</b> currently funded by NZ On Air	10	12	9	14	22
None / Don't know	38	42	51	42	36
<b>Base:</b>	<b>750</b>	<b>751</b>	<b>750</b>	<b>751</b>	<b>778</b>

Programmes funded by NZ On Air	Significantly more likely:
Named <b>both</b> currently funded NZ On Air and other programmes (e.g. past or never funded)	<ul style="list-style-type: none"> <li>- Aged 35 – 44 years</li> <li>- Female</li> <li>- Māori</li> <li>- Young family</li> <li>- Aware of NZ On Air</li> </ul>
Named only programmes <b>not</b> currently funded by NZ On Air	<ul style="list-style-type: none"> <li>- Auckland Provincial</li> </ul>
None / Don't know	<ul style="list-style-type: none"> <li>- Aged 55+</li> <li>- Older couple/ single</li> <li>- Not aware of NZ On Air</li> </ul>


<sup>20</sup> In 2005, 'current funded' included fully and partially funded programmes. In previous years, 'current funded' included only fully funded programmes.

<sup>21</sup> Note: 8 Indicates a significantly higher result compared with 2004. 22 Indicates a significantly higher result compared with 2004.

## Awareness of Programmes Funded by NZ On Air – Results of Pacific Compared with Non Pacific<sup>22</sup>

In 2005, Pacific people were significantly more likely than non Pacific people to be aware of **both** currently funded NZ On Air and other programmes (e.g. past or never funded) (43%, compared to 33% among non Pacific people).

	Pacific people % 2005	Non-Pacific people % 2005
Named <b>only</b> currently funded NZ On Air programmes	8	9
Named <b>both</b> currently funded NZ On Air and other programmes (e.g. past or never funded)	43	33
Named only programmes <b>not</b> currently funded by NZ On Air	18	22
None/Don't know	31	36
<b>Base:</b>	<b>272</b>	<b>727</b>

<sup>22</sup> Note:  Indicates a significantly higher result compared with Non-Pacific people in 2005.

### 5.3 Knowledge of Programmes Funded by NZ On Air

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

Consistent with previous years, most people determine that a programme is funded by NZ On Air by the logo at the end of the programme (67%). All other methods have remained relatively similar (and at low levels) over time.

Compared to 2004, significantly more people know that a programme is funded by NZ On Air by the content. Conversely, significantly fewer people know that a programme is funded by NZ On Air by being:

- New Zealand made.
- Told at the beginning and end of the programme.

#### *Knowledge of Programmes Funded by NZ On Air<sup>23</sup>*

	2000 %	2001 %	2002 %	2003 %	2004 %	2005 %
NZ On Air logo at the end of the programme	54	60	66	63	64	67
NZ On Air logo at the beginning of the programme	8	13	8	8	11	12
From information in the Listener/TV Guide advertisements	-	-	4	5	5	5
New Zealand made	7	6	5	4	5	2
Told at beginning and end of the programme	2	1	4	3	5	2
Quality of the programme	2	4	1	1	3	1
By the content	7	4	3	4	1	4
Stars/New Zealand actors	7	5	2	2	1	2
Māori/in native language	-	-	-	-	1	0
Word of mouth	-	2	*	1	-	1
There is no advertising	-	-	-	1	-	0
By what I read	3	3	*	1	-	1
National Radio	-	-	-	1	-	1
Other	4	1	*	1	-	-
Don't know	16	15	13	12	16	14
<b>Base: Aware of Programmes Funded by NZ On Air</b>	<b>485</b>	<b>457</b>	<b>455</b>	<b>370</b>	<b>435</b>	<b>496</b>

\* Between zero and half a percent

- Zero

<sup>23</sup> Note: ○ Indicates a significantly higher result compared with 2004. □ Indicates a significantly lower result compared with 2004.

<b>Knowledge of Programmes funded by NZ On Air</b>	<b>Significantly more likely:</b>
Logo appears at end of programme	<ul style="list-style-type: none"> <li>- Aged 18-34 years</li> <li>- Young family</li> <li>- Aware that NZ On Air does not buy overseas programmes</li> </ul>
Logo appears at beginning of programme	<ul style="list-style-type: none"> <li>- Aware that NZ On Air does not buy overseas programmes</li> <li>- Young/ single/ couple/ group household</li> </ul>



### Knowledge of Programmes Funded by NZ On Air – Results of Pacific people Compared with Non Pacific people<sup>24</sup>


Compared to 2003, Pacific people are no more or less likely to be aware that a programme is funded by NZ On Air by the logo at the end of the programme (74%, compared to 78% in 2003).

Pacific people were significantly more likely to identify a programme funded by NZ On Air by the logo at the end of the programme (74%, compared to 67%)

	Pacific people			Non-Pacific people
	2002 %	2003 %	2005 %	2005 %
NZ On Air logo at the end of programmes	65	78	74	67
NZ On Air logo at the beginning of programmes	19	11	12	11
From information in the Listener/TV Guide advertisements	2	3	5	5
New Zealand made	2	1	2	2
By the content	4	2	3	5
Told at the beginning and the end of programmes	4	2	-	2
Stars/New Zealand actors	1	5	3	2
Quality of the programme	2	1	3	1
By what I read	-	1	-	1
Word of mouth	-	1	1	1
National Radio	-	1	-	-
There is no advertising	-	-	-	0
They're not commercial programmes/have to be funded by someone	-	-	1	1
Other	*	-	-	-
Don't know	12	5	10	13
<b>Base: Aware of Programmes Funded by NZ On Air</b>	<b>243</b>	<b>149</b>	<b>188</b>	<b>465</b>

\* Between zero and half a percent

- Zero

<sup>24</sup> Note:  Indicates a significantly higher result compared with Non-Pacific people in 2005.

## 5.4 Opinion on the Services NZ On Air Should Fund

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

Key services that people thought were important ('very important' or 'important') for NZ On Air to fund included:

- Teletext subtitles on television programmes (82%).
- New Zealand children's programmes on TV (78%).
- Programmes for people with disabilities (78%).
- In-depth documentaries on TV (76%).
- New Zealand music (75%).

Conversely, the following services were considered to be of lower importance for NZ On Air funding:

- Māori radio and television partly in Te Reo (54%).
- Pacific Island Radio Stations in New Zealand (54%).
- Reality or entertainment focused New Zealand documentaries (52%).
- Programmes for minorities (51%).
- Access radio stations (48%).

*Opinion of Services NZ On Air Should Fund*

	<b>Very Important %</b>	<b>Important %</b>	<b>Total Important %</b>	<b>Neutral %</b>	<b>Quite Unimportant %</b>	<b>Very Unimportant %</b>	<b>Don't Know %</b>
Teletext subtitles on television programmes	60	22	82	11	3	3	1
New Zealand children's programmes on TV	49	29	78	13	4	3	2
Programmes for people with disabilities	45	33	78	14	4	2	3
In-depth documentaries on TV	49	27	76	13	4	3	5
New Zealand music	49	26	75	15	6	2	1
Children's programmes reflecting Māori language and culture for all children	35	29	63	22	9	4	2
Māori radio and television in English	33	30	63	21	8	6	1
National Radio and Concert FM	36	27	63	23	8	4	3
New Zealand drama on TV	30	32	62	23	8	4	2
New Zealand children's drama programmes	30	32	62	24	6	4	5
Documentaries about Māori people and Māori issues for a general audience	30	31	61	22	9	7	1
Arts and performance programmes	29	33	61	24	8	5	2
Drama and comedy made by and about Māori for a general audience	30	31	61	22	9	7	1
Programmes for ethnic minorities	29	30	59	25	8	6	1
New Zealand comedy programmes	31	28	59	22	9	7	19
Māori radio and television partly in Te Reo	27	27	54	25	10	9	1
Pacific Island Radio Stations in New Zealand	27	27	54	27	11	6	2
Reality or entertainment focused New Zealand documentaries	22	30	52	25	11	9	3
Programmes for minorities	25	26	51	28	10	7	4
Access radio stations	22	25	48	33	35	39	30
<b>Base:</b>	<b>778</b>						

<b>Specific services NZ On Air should fund:</b>	<b>Significantly more likely:</b>
New Zealand children's programmes on TV	– Māori
New Zealand Drama on TV	– Aware that NZ On Air does not buy overseas programmes
New Zealand Music	– Aware that NZ On Air does not buy overseas programmes
Access Radio Stations	– Pacific people
In-depth and well researched New Zealand documentaries	– Auckland Provincial
New Zealand comedy on TV	– Aged 18-34 years
New Zealand Programmes on TV for people with disabilities	– Young/ single/ couple/ group household
New Zealand programmes for ethnic minorities	– Māori – Pacific people – Young/ single/ couple/ group household
New Zealand children's Drama programmes on TV	– Auckland provincial
Māori radio and TV in English language	– Māori
Māori radio and television partly in Te Reo	– Aged 35-44 years – Female – Māori – Young/ single/ couple/ group household – Young family
Documentaries on TV made by Māori, about Māori issues for a general audience	– Wellington Metropolitan – Female – Māori
Drama and Comedy programmes on TV made by and about Māori	– Female – Māori
Children's programmes on TV reflecting Māori language and culture, but for all children	– Aged 18-34 and 35-44 years – Female – Māori or Pacific – Young/ single/ couple/ group household – Young Family
Pacific Island radio stations in New Zealand	– Māori – Pacific
Teletext subtitles on TV programmes	– Female

## Opinion of the Services NZ On Air Should Fund - Results of Pacific people Compared with Non Pacific people<sup>25</sup>

Overall, Pacific people were consistently more likely to consider a wide range of services more important than non Pacific people. These differences are highlighted in the table below.

	Pacific people		Non-Pacific people	
	Important (1-2) %	Unimportant (4-5) %	Important (1-2) %	Unimportant (4-5) %
NZ programmes for ethnic minorities	89	4	57	15
Pacific Island Radio Stations in New Zealand	86	3	52	18
New Zealand children's programmes on TV	85	4	78	6
New Zealand music	85	5	74	9
NZ programmes for people with disabilities	83	4	77	6
Teletext subtitles on television programmes	83	6	82	6
Children's programmes reflecting Māori language and culture for all children	78	6	62	14
New Zealand comedy programmes	75	11	59	16
In-depth and well researched NZ documentaries on TV	72	6	76	7
Māori radio and television in English	69	10	63	14
NZ arts and performance programmes	67	10	62	12
Access radio stations	64	8	47	15
Documentaries made by Māori about Māori issues, but for a general audience	64	10	60	16
New Zealand drama on TV	64	13	62	12
New Zealand children's drama programmes	63	11	62	9
National Radio and Concert FM	63	9	63	12
Reality or entertainment focused NZ documentaries	63	13	52	20
Māori radio and television partly in Te Reo	62	13	54	19
Drama and comedy made by and about Māori, but for a general audience	62	13	56	15
NZ programmes for minorities	60	14	51	17
<b>Base:</b>	<b>272</b>		<b>727</b>	

<sup>25</sup> Note: ○ Indicates a significantly higher result compared with Non-Pacific people in 2005.

## Comparison of Importance for Funding Between 2000 and 2005

Compared to 2004, there has been a significant increase in the number of people who consider it important for NZ On Air to fund New Zealand comedy (59%, compared to 51% in 2004).

There has been a significant decrease in the number of people who consider it important that NZ On Air fund in-depth documentaries on TV (76%, compared to 83% in 2004).

### Comparison of Importance for Funding...<sup>26</sup>

	2001 %	2002 %	2003 %	2004 %	2005 %
Teletext subtitles on television programmes	-	-	83	78	82
New Zealand children's programmes on TV	83	79	79	78	78
NZ programmes for people with disabilities	79	82	78	76	78
In-depth documentaries on TV	75	75	82	83	76
New Zealand music	73	79	77	75	75
Children's programmes reflecting Māori language and culture	61	63	63	64	63
Māori radio and television in English	59	62	59	61	63
National Radio and Concert FM	65	65	60	60	63
New Zealand drama on TV	55	54	59	62	62
New Zealand children's drama programmes	61	60	63	57	62
Documentaries about Māori people and Māori issues for a general audience	58	63	57	61	61
NZ arts and performance programmes	47	60	46	56	61
NZ programmes for ethnic minorities	55	58	55	57	59
New Zealand comedy	46	56	59	51	59
Drama and comedy made by and about Māori for a general audience	54	56	53	54	56
Māori radio and television in Te Reo	49	54	46	53	54
Pacific Island radio stations in New Zealand	47	49	44	51	54
Reality/entertainment focused NZ documentaries	59	50	48	47	52
NZ programmes for minorities	42	52	45	51	51
Access radio stations	44	46	48	46	48
Television and radio reception for remote communities*	83	84	83	-	-
<b>Base:</b>	<b>750</b>	<b>751</b>	<b>750</b>	<b>751</b>	<b>778</b>

\* A dash indicates that the statement was not asked that year.

<sup>26</sup> Note:  Indicates a significantly higher result compared with 2004.  Indicates a significantly lower result compared with 2004.

<b>Importance that NZ On Air Fund:</b>	<b>Significantly more likely:</b>
New Zealand children's programmes on TV	– Māori
New Zealand drama on TV	– Aware that NZ On Air does not buy overseas programmes
National Radio and Concert FM	– Wellington Metropolitan – Aged 45-54 and 55+ years – Older couple/ single
New Zealand Music	– Aged 18-34 years – Young/ single/ couple/ group household – Aware that NZ On Air does not buy overseas programmes
Access radio stations	– Pacific people
In-depth and well researched New Zealand documentaries	– Auckland Provincial – Aware of NZ On Air – Aware that NZ On Air does not buy overseas programmes
New Zealand comedy on TV	– Aged 18-34 years
New Zealand programmes on TV for people with disabilities	– Young/ single/ couple/ group household
New Zealand programmes on TV for ethnic minorities	– Māori – Pacific people – Young/ single/ couple/ group household – Urban area
New Zealand children's drama programmes on TV	– Auckland Provincial
Māori radio and television in the English language	– Female – Māori
Māori radio and television in Te Reo	– Aged 35-44 years – Female – Māori – Young/ single/ couple/ group household – Young family
Documentaries on TV made by Māori and about Māori issues, but for a general audience	– Wellington Metropolitan – Female – Māori
Drama and comedy programmes on TV made by and about Māori, but for a general audience	– Female – Māori

Children's programmes on TV reflecting Māori language and culture, but for all children	<ul style="list-style-type: none"><li>- Aged 18-34 and 35-44 years</li><li>- Female</li><li>- Māori</li><li>- Pacific people</li><li>- Young/ single/ couple/ group household</li><li>- Young family</li></ul>
Pacific Island radio stations in New Zealand	<ul style="list-style-type: none"><li>- Māori</li><li>- Pacific</li></ul>
Teletext subtitles on television programmes	<ul style="list-style-type: none"><li>- Female</li></ul>



## 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 (about New Zealand and general documentaries) are the most preferred type of programme people would like to see funded. Support for documentaries about New Zealand has increased significantly since 2004 (11% increase from 6% in 2004)



Conversely, compared to 2004, significant decreases have been observed for documentaries/discovery programmes (11%), drama (6%), New Zealand history/geography (5%), educational (3%), sports (2%), and children's programmes (4%).

### Use of Further Funding<sup>27</sup>

	2000 %	2001 %	2002 %	2003 %	2004 %	2005 %
Documentaries/Discovery Programmes	18	20	19	17	15	11
Documentaries about NZ (including culture)	-	7	8	5	6	11
Drama	9	9	7	8	9	6
Music	7	6	5	9	5	6
New Zealand programmes	3	3	1	3	2	6
New Zealand history/geography	2	5	5	3	10	5
Educational	6	6	6	5	7	5
Comedy	7	7	9	5	4	5
Children's	8	5	5	3	7	4
Sports	6	4	2	5	6	4
Arts and performance	4	4	3	4	4	4
Current affairs	4	1	2	3	2	3
Māori language and culture	3	5	3	4	4	2
Real life	-	3	1	2	1	2
Overseas movies	1	*	*	1	-	2
Ethnic minority groups	2	3	1	1	2	1
Minority sports	3	1	2	1	1	1
Movies	-	1	1	1	1	1
Local news	1	*	1	1	1	1
English (UK) programmes	1	2	1	1	-	1
Less advertising/commercial free station	-	1	*	1	-	1
Other	11	10	12	11	10	11
Nothing/Don't know	33	25	28	22	23	26
<b>Base:</b>	<b>750</b>	<b>750</b>	<b>751</b>	<b>750</b>	<b>751</b>	<b>778</b>

\* Between zero and half a percent

- Zero

<sup>27</sup> Note:  Indicates a significantly higher result compared with 2004.  Indicates a significantly lower result compared with 2004.

## Use of Further Funding – Results of Pacific people Compared with Non Pacific people<sup>28</sup>

Pacific people were significantly less likely to support NZ On Air funding the following:

- Documentaries about New Zealand culture (5%, compared to 11% of non Pacific people).
- Drama (1%, compared to 6% of non Pacific people).
- New Zealand programmes (1%, compared to 6% of non Pacific people).
- New Zealand history/geography (1%, compared to 5% of non Pacific people).
- Arts and performance (1%, compared to 4% of non Pacific people).

	Pacific people		Non-Pacific people
	2003 %	2005 %	2005 %
Documentaries	5	9	12
Educational	3	8	5
Children's	2	7	5
Music	5	6	6
Documentaries about NZ (culture)	2	5	11
Increase existing programmes	-	5	6
Sports	4	5	4
Comedy	2	4	6
Current affairs	1	4	3
Māori language and culture	4	3	2
Real life	1	3	2
Teletext/ disabled information	-	3	1
Minority ethnic groups	2	3	1
Movies	1	3	1
Drama	4	1	6
New Zealand programmes	2	1	6
New Zealand history/ geography	1	1	5
Arts and performance	2	1	4
Minority sports	*	1	1
Self help/ house/ consumer programmes	1	1	-
Local news	1	1	1
Overseas movies/ programmes	1	-	2
English (UK) programmes	-	-	1
Documentaries on history	-	-	1
Less advertising/ commercial free station	-	-	1
Other	22	14	10
Nothing/ don't know	38	34	25
<b>Base:</b>	<b>248</b>	<b>272</b>	<b>727</b>

\* Between zero and half a percent

- Zero

<sup>28</sup> Note:  Indicates a significantly lower result compared with Non-Pacific people in 2005.

## **6.0**

# **New Zealand Television**

## 6.0 New Zealand Television

### 6.1 Perception of the Amount of New Zealand Made Programmes

Respondents were asked what percentage of programmes shown on television between 6am and midnight they thought were New Zealand made.<sup>29</sup>

The current level of New Zealand made programmes is 30 percent. Fifteen percent of people correctly estimated between 26 percent and 34 percent of programmes on TV are New Zealand made. This is consistent with 2004 findings.

In 2005, significantly fewer people understated the amount of local content as between zero and ten percent compared to 2004 (21%, compared to 29% in 2004).

#### *Perception of the Amount of New Zealand Made Programmes<sup>30</sup>*

	2001 %	2002 %	2003 %	2004 %	2005 %
0-10 percent	21	20	22	29	21
11-15 percent	6	7	8	7	7
16-20 percent	16	15	14	18	17
21-25 percent	9	9	8	8	7
<b>26-34 percent</b>	<b>14</b>	<b>13</b>	<b>14</b>	<b>14</b>	<b>15</b>
35-50 percent	12	15	16	18	14
51-75 percent	5	3	3	4	5
76-100 percent	1	1	1	2	2
Don't know	16	18	14	-	12
<b>Base:</b>	<b>750</b>	<b>751</b>	<b>750</b>	<b>751</b>	<b>778</b>

<sup>29</sup> It should be noted that in 2003 the question informed respondents that 27% of programmes on television are New Zealand made, in 2004 that 33% of the programmes between 6am and midnight are New Zealand made, while in 2005 around 30% of programmes between 6am and midnight are New Zealand made.

<sup>30</sup> Note:   Indicates a significantly lower result compared with 2004.

<b>Estimated percent of New Zealand made programmes</b>	<b>Significantly more likely:</b>
0-10%	– European
11-15%	– European
35-50%	– Aged 18-35 years
Don't know	– Aged 55+ – Older couple/ single

### Perception of the Amount of New Zealand Made Programmes – Results of Pacific people Compared with Non Pacific people<sup>31</sup>

Pacific people were significantly more likely than non Pacific people to overestimate the percentage of New Zealand made programmes:

- Fourteen percent estimated between 51% - 75%, compared to 4 percent of non Pacific people.
- Eight percent estimated between 76% and 100%, compared to one percent of non Pacific people.

In 2005, findings for Pacific people are consistent with those observed in 2003.

	Pacific people			Non-Pacific people 2005 %
	2002 %	2003 %	2005 %	
0-15 percent	19	19	13	29
16-25 percent	16	13	11	25
26-50 percent	36	43	42	29
51-75 percent	7	10	14	4
76-100 percent	4	6	8	1
Don't know	18	9	13	12
<b>Base:</b>	<b>243</b>	<b>248</b>	<b>272</b>	<b>727</b>

<sup>31</sup> Note: ○ Indicates a significantly higher result compared with Non-Pacific people in 2005. □ Indicates a significantly lower result compared with Non-Pacific people in 2005.

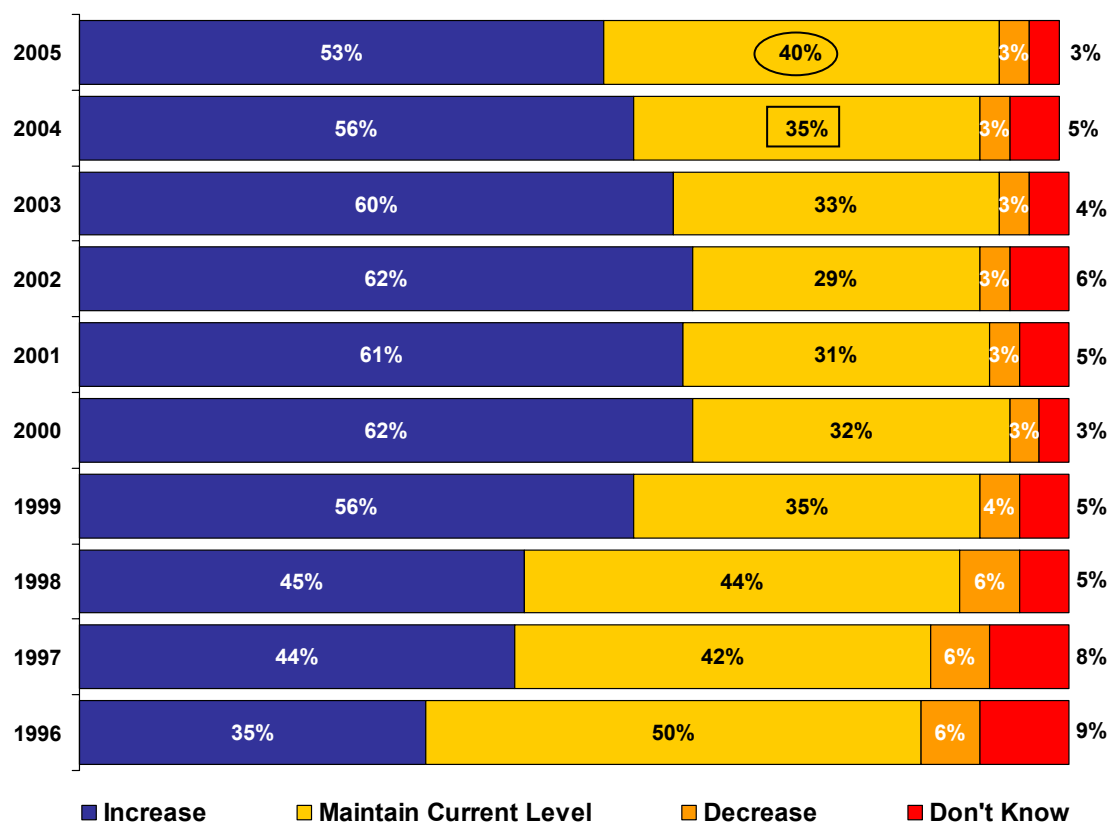
## 6.2 Should the Amount of New Zealand Local Content on Television Increase?

Respondents were told that currently around 33 percent of programmes shown on television between 6am and midnight are New Zealand made. They were then asked whether they felt this figure should increase, remain the same, or decrease.

Just over half (53%) of New Zealanders consider the amount of New Zealand made programmes should increase.

Support for increasing the volume of New Zealand made programmes followed an upward trend from 35 percent in 1996, to 62 percent in 2002. However, has since exhibited a slight downward trend to 53 percent in 2005.

**Should the Amount of NZ Local Content on Television Increase?<sup>32</sup>**



Base: All respondents (n=778)

The amount of New Zealand made programmes should:	Significantly more likely:
Increase	<ul style="list-style-type: none"> <li>– Female</li> <li>– Māori</li> </ul>
Stay the same	<ul style="list-style-type: none"> <li>– Aged 55+</li> <li>– Male</li> <li>– European</li> </ul>

<sup>32</sup> Note: ○ Indicates a significantly higher result compared with Non-Pacific people in 2005. □ Indicates a significantly lower result compared with Non-Pacific people in 2005.

### Should the Amount of New Zealand Local Content on Television Increase? - Results of Pacific people Compared with Non Pacific people<sup>33</sup>

In 2005, Pacific people were significantly more likely than non Pacific people to support an increase in the amount of New Zealand local content on television (62%, compared to 53% of non Pacific people).

	Pacific people			Non-Pacific people
	2002 %	2003 %	2005 %	2005 %
Increase	73	66	62	53
Stay the same	22	24	30	41
Decrease	3	7	5	3
Don't know	2	2	3	3
<b>Base:</b>	<b>243</b>	<b>248</b>	<b>272</b>	<b>727</b>

<sup>33</sup> Note: ○ Indicates a significantly higher result compared with Non-Pacific people in 2005. □ Indicates a significantly lower result compared with Non-Pacific people in 2005.



### 6.3 Opinion on New Zealand's Television Local Content, Given the Local Content Levels in Other Countries<sup>34</sup>

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

2005 findings, for both initial responses and also those after being told the comparable findings, are similar to those observed in 2004.

After being told these comparable figures, significantly more people said that the amount of New Zealand made programmes should increase (62%, compared to 53% before being told).

	2000		2001		2002		2003		2004		2005	
	Initial Response %	After Being Told %	Initial Response %	After Being Told %	Initial Response %	After Being Told %	Initial Response %	After Being Told %	Initial Response %	After Being Told %	Initial Response %	After Being Told %
Increase	62	69	61	67	62	70	60	69	56	64	53	62
Stay the same	32	27	31	27	29	25	33	25	35	31	40	33
Decrease	3	2	3	3	3	2	3	3	3	3	3	3
Don't know	3	2	5	3	6	3	4	3	5	2	3	2
<b>Base:</b>	<b>750</b>		<b>750</b>		<b>751</b>		<b>750</b>		<b>751</b>		<b>778</b>	

<sup>34</sup> Note:  Indicates a significantly lower result compared with 2004.

### Opinion of New Zealand's Television Local Content Given the Local Content Levels in Other Countries – Results of Pacific people Compared with Non Pacific people<sup>35</sup>

On the basis of being aware of the comparable international figures for locally made content, Pacific people were significantly more likely than non Pacific people to consider that the amount of New Zealand local content should increase (74%, compared to 61% of non Pacific people).

	Pacific people			Non-Pacific people
	2002 %	2003 %	2005 %	2005 %
Increase	79	72	74	61
Stay the same	17	20	21	34
Decrease	2	7	5	3
Don't know	2	2	-	3
<b>Base:</b>	<b>243</b>	<b>248</b>	<b>272</b>	<b>727</b>

<sup>35</sup> Note: ○ Indicates a significantly higher result compared with Non-Pacific people in 2005. □ Indicates a significantly lower result compared with Non-Pacific people in 2005.

## 6.4 Compulsory Screening of New Zealand Made Programmes

Respondents were asked whether they thought free to air television channels like TV1, TV2, TV3, C4 and Prime should be made to screen a set amount of New Zealand made television programmes from a list of programme genres. The table below shows the results.

Please note that until 2003, people were asked whether free to air television should screen a **minimum** amount, while from 2003 onwards were asked in relation to a **set** amount. Accordingly, because of the change in question, it is possible that more people said that free to air channels should be made to screen a set amount of **all** genres from 2003 onwards, compared to 2002 and earlier.

That aside, 2005 findings are consistent with 2004 findings across all genres.

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

	<b>2000</b> %	<b>2001</b> %	<b>2002</b> %	<b>2003</b> %	<b>2004</b> %	<b>2005</b> %
New Zealand made documentaries	76	76	74	87	89	86
New Zealand made children and young persons programmes	78	75	75	84	86	85
New Zealand made programmes	74	72	71	82	85	83
New Zealand made special interest programmes	72	72	71	81	85	82
New Zealand made drama programmes <sup>^</sup>	<b>70</b>	<b>69</b>	<b>66</b>	73	77	77
New Zealand made arts and performance programmes	66	64	64	73	76	74
New Zealand made comedy programmes <sup>^</sup>	<b>70</b>	<b>69</b>	<b>66</b>	71	72	71
<b>Base:</b>	<b>750</b>	<b>750</b>	<b>751</b>	<b>750</b>	<b>751</b>	<b>778</b>

<sup>^</sup> Until 2003, comedy and drama were combined. Accordingly, results from 2000 to 2002 (shown in bold) are combined results.

Should be made to screen	Significantly more likely:
New Zealand made documentaries	<ul style="list-style-type: none"> <li>- Female</li> </ul>
New Zealand made children and young persons programmes	<ul style="list-style-type: none"> <li>- Female</li> <li>- Aware that NZ On Air does not buy overseas programmes</li> </ul>
New Zealand made programmes	<ul style="list-style-type: none"> <li>- Female</li> <li>- Aware that NZ On Air does not buy overseas programmes</li> </ul>
New Zealand made special interest programmes	<ul style="list-style-type: none"> <li>- Wellington Provincial</li> <li>- Female</li> <li>- Rural area</li> </ul>
New Zealand made drama programmes	<ul style="list-style-type: none"> <li>- Female</li> <li>- Māori</li> <li>- Rural area</li> </ul>
New Zealand made arts and performance programmes	<ul style="list-style-type: none"> <li>- Female</li> <li>- Māori</li> <li>- Pacific</li> <li>- Aware that NZ On Air does not buy overseas programmes</li> </ul>
New Zealand made comedy programmes	<ul style="list-style-type: none"> <li>- Aged 18-34 years</li> <li>- European</li> <li>- Rural area</li> </ul>

### Compulsory Screening of New Zealand Made Programmes - Results of Pacific people Compared with Non Pacific people<sup>36</sup>

For most genres, in 2005 Pacific people were significantly more likely than non Pacific people to agree that free to air channels should be required to screen a set amount of New Zealand programmes.


Specifically, Pacific people were significantly more likely to agree that a set amount of the following genres should be screened on free to air television:

- New Zealand made children and young persons' programmes (94%, compared to 84% of non Pacific people).
- New Zealand made programmes (89%, compared to 83% of non Pacific people).
- New Zealand made comedy programmes (84%, compared to 70% of non Pacific people).
- New Zealand made arts and performance programmes (83%, compared to 73% of non Pacific people).

Also, since 2002 Pacific people have exhibited an increasing likelihood of agreeing that free to air channels should be required to screen a set amount of New Zealand made programmes, for all genres.

	Pacific people			Non-Pacific people 2005 %
	2002 %	2003 %	2005 %	
New Zealand made children and young persons' programmes	78	87	94	84
New Zealand made documentaries	76	86	90	86
New Zealand made programmes	75	81	89	83
New Zealand made special interest programmes	76	83	85	81
New Zealand made comedy programmes <sup>^</sup>	<b>70</b>	<b>75</b>	84	70
New Zealand made arts and performance programmes	70	79	83	73
New Zealand made drama programmes <sup>^</sup>	<b>70</b>	75	82	77
<b>Base:</b>	<b>243</b>	<b>248</b>	<b>272</b>	<b>727</b>

<sup>^</sup> Before 2003, comedy and drama were combined. Results from 2000 to 2002 (shown in bold) are combined results.

<sup>36</sup> Note:  Indicates a significantly higher result compared with Non-Pacific people in 2005.

## 6.5 Compulsory Screening of New Zealand Made Programmes Given the Expense<sup>37</sup>

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

After being told of the expense of buying never seen New Zealand programmes, three quarters (77%) of people said that free to air channels should be required to screen a certain amount of New Zealand made programmes. This is significantly lower than the 83% of people who said that free to air channels should be required to screen a certain amount of New Zealand made programmes.

In 2005, after being told of the expense of buying never seen New Zealand programmes, significantly more people said that free to air channels should **not** be required to screen a certain amount of New Zealand made programmes (19%, compared to 15% in 2004).

	2001		2002		2003		2004		2005	
	Initial Response %	Given the Expense %	Initial Response %	Given the Expense %	Initial Response %	Given the Expense %	Initial Response %	Given the Expense %	Initial Response %	Given the Expense %
Yes	72	72	71	74	81	76	85	80	83	77
No	24	22	25	22	15	18	12	15	14	19
Don't know	4	6	4	5	3	7	3	5	3	4
<b>Base:</b>	<b>750</b>		<b>751</b>		<b>750</b>		<b>751</b>		<b>778</b>	

<sup>37</sup> Note: ○ Indicates a significantly higher result compared with 2004.

<b>Free to air channels should be made to screen a set amount of:</b>	<b>Significantly more likely:</b>
New Zealand made programmes	<ul style="list-style-type: none"> <li>- Female</li> <li>- Aware that NZ On Air does not buy overseas programmes</li> </ul>
New Zealand made drama programmes	<ul style="list-style-type: none"> <li>- Female</li> <li>- Māori</li> <li>- Rural area</li> </ul>
New Zealand made documentaries	<ul style="list-style-type: none"> <li>- Female</li> <li>- Aware that NZ On Air does not buy overseas programmes</li> </ul>
New Zealand made children and young persons programmes	<ul style="list-style-type: none"> <li>- Female</li> <li>- Aware that NZ On Air does not buy overseas programmes</li> </ul>
New Zealand made special interest programmes	<ul style="list-style-type: none"> <li>- Wellington Provincial</li> <li>- Female</li> <li>- Rural area</li> </ul>
New Zealand made arts and performance programmes	<ul style="list-style-type: none"> <li>- Female</li> <li>- Māori</li> <li>- Pacific</li> <li>- Aware that NZ On Air does not buy overseas programmes</li> </ul>
New Zealand made comedy programmes	<ul style="list-style-type: none"> <li>- Aged 18-34 years</li> <li>- Rural area</li> </ul>

### Compulsory Screening of New Zealand Programmes Given the Expense – Results of Pacific People Compared with Non Pacific people<sup>38</sup>

Pacific people were significantly more likely (83%, compared to 76% of non Pacific people) to consider there should be compulsory screening of New Zealand programmes after being told the expense.

Significantly more Pacific people said that there should be compulsory screening of New Zealand programmes, even after being told of the expense.

	Pacific people		Non-Pacific people
	2003 %	2005 %	2005 %
Yes	76	83	76
No	20	13	19
Don't know	4	3	5
<b>Base:</b>	<b>248</b>	<b>272</b>	<b>727</b>

<sup>38</sup> Note: ○ Indicates a significantly higher result compared with Non-Pacific people in 2005. □ Indicates a significantly lower result compared with Non-Pacific people in 2005.



**7.0**  
**Television Viewing and Radio Listening**  
**Behaviour**

## 7.0 Television Viewing and Radio Listening Behaviour

### 7.1 New Zealand Music on the Radio

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

More than half believe that the amount of New Zealand music being played on the radio has increased (57%, significantly lower than 63% observed in 2004). In turn, in 2005 significantly more people believe that the amount of New Zealand music being played on the radio has stayed the same (19%, compared to 13% in 2004).

#### *NZ Music On the Radio*<sup>39</sup>

	2002 %	2003 %	2004 %	2005 %
Increased	55	57	63	57
Stayed about the same	16	17	13	19
Decreased	4	5	3	5
Don't know	25	21	23	20
<b>Base:</b>	<b>751</b>	<b>750</b>	<b>751</b>	<b>778</b>


Amount of music on radio	Significantly more likely:
Those who think it has increased	<ul style="list-style-type: none"> <li>- Aged 18-34 years</li> <li>- Female</li> <li>- Māori</li> <li>- Pacific</li> <li>- Young/ single/ couple/ group household</li> <li>- Aware of NZ On Air</li> <li>- Aware that NZ On Air does not buy overseas programmes</li> </ul>
Those who think it has decreased	<ul style="list-style-type: none"> <li>- Not aware of NZ On Air</li> </ul>

<sup>39</sup> Note: ○ Indicates a significantly higher result compared with 2004. □ Indicates a significantly lower result compared with 2004

### New Zealand Music on the Radio - Results of Pacific People Compared with Non Pacific People<sup>40</sup>

In 2005, Pacific people were significantly more likely than non Pacific people to believe that the amount of New Zealand music on the radio has increased over the last 12 months (66%, compared to 56% of non Pacific people).

	Pacific people			Non-Pacific people
	2002 %	2003 %	2005 %	2005 %
Increased	66	67	66	56
Stayed about the same	20	21	20	19
Decreased	7	7	8	5
Don't know	8	5	6	20
<b>Base:</b>	<b>243</b>	<b>248</b>	<b>272</b>	<b>727</b>

<sup>40</sup> Note:  Indicates a significantly higher result compared with Non-Pacific people in 2005.



<b>Importance of New Zealand music on the radio</b>	<b>Significantly more likely:</b>
Encouragement of New Zealand music	<ul style="list-style-type: none"> <li>- Aged 18-34 and 35-44 years</li> <li>- Young/ single/ couple/ group household</li> <li>- Aware that NZ On Air does not buy overseas programmes</li> </ul>
More New Zealand music played on the radio	<ul style="list-style-type: none"> <li>- Aged 18-34 years</li> <li>- Māori</li> <li>- Young/ single/ couple/ group household</li> <li>- Young family</li> <li>- Mature family</li> </ul>

### Opinions About (the Importance of) New Zealand Music on the Radio - Results of Pacific people Compared with Non Pacific people<sup>41</sup>

In 2005, Pacific people were significantly more likely than non Pacific people to believe that it is important that radio stations be encouraged to play more New Zealand music on the radio (74%, compared to 67% of non Pacific people).

Similarly, Pacific people were significantly more likely to believe that it is important that radio stations actually play more New Zealand music on the radio (73%, compared to 66% of non Pacific people).

	Pacific people			Non-Pacific people
	2002 %	2003 %	2005 %	2005 %
Radio stations are encouraged to play more NZ music	77	73	74	67
More NZ music is played on the radio	76	73	73	66
<b>Base:</b>	<b>243</b>	<b>248</b>	<b>272</b>	<b>727</b>

<sup>41</sup> Note: ○ Indicates a significantly higher result compared with Non-Pacific people in 2005.

### 7.3 Radio and Television Programmes Regularly Listened to or Watched

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

New Zealand television documentaries continue to be the most popularly watched programmes (90%, no change since 2004).

While no significant decreases since 2004 were observed, significant increases in the following radio and television programmes were:

- New Zealand special interest programmes (71%, compared to 66% in 2004).
- New Zealand drama programmes (64%, compared to 58% in 2004).
- New Zealand comedy programmes (64%, compared to 54% in 2004).
- New Zealand children's programmes (57%, compared to 47% in 2004).
- New Zealand On Air funded music videos (51%, compared to 41% in 2004).
- Television programmes with teletext subtitles (35%, compared to 25% in 2004).
- Access radio stations (25%, compared to 20% in 2004).

**Radio and Television Programmes Regularly Watched/Listened To<sup>42</sup>**

	<b>2000</b> %	<b>2001</b> %	<b>2002</b> %	<b>2003</b> %	<b>2004</b> %	<b>2005</b> %
New Zealand documentary programmes on TV made with the help of NZ On Air, (like <i>Inside New Zealand</i> or <i>Documentary New Zealand</i> )	87	92	89	91	90	90
New Zealand special interest programmes on TV made with the help of NZ On Air, like “ <i>Young Farmer of the Year</i> ” or “ <i>Queer Nation</i> ”.	32	39	48	62	66	71
New Zealand drama programmes on TV made with the help of NZ On Air, (-such as <i>Mercy Peak</i> and <i>The Insiders Guide to Happiness</i> )	61	47	54	64	58	64
New Zealand comedy programmes on TV made with the help of NZ On Air, (such as <i>bro Town</i> and <i>Seven Periods with Mr Gormsby</i> )	49	46	56	63	54	64
New Zealand arts and performance programmes on TV made with the help of NZ On Air, (such as <i>Front Seat</i> and <i>Coke New Release</i> )	56	30	38	50	60	58
New Zealand children’s programmes on TV made with the help of NZ On Air, (such as <i>Sticky TV</i> and <i>What Now</i> )	50	49	46	56	47	57
NZ On Air funded music videos which screen on TV channels like <i>C4</i> and <i>Juice Music Television</i>	41	42	38	45	41	51
National Radio	36	40	36	49	45	49
Māori radio stations and TV programmes in English	-	-	27	41	35	39
Television programmes with teletext subtitles. These are written words on the screen so people who have difficulty hearing can understand the programmes	23	26	26	36	25	35
Concert FM, which is the radio station that plays classical music	32	30	29	38	32	34
New Zealand Music programmes on commercial radio stations like “ <i>The Word</i> ” and “ <i>The Slab</i> ”	19	21	21	33	28	27
Access radio stations	14	14	11	25	20	25
Māori radio stations and TV programmes in Te Reo like “ <i>Waka Huia</i> ”, “ <i>Marae</i> ” and “ <i>Te Karere</i> ”	21	20	18	25	21	24
Student radio stations playing New Zealand music which are broadcast from university campuses	17	14	15	24	21	24
Pacific Island radio stations like Samoa Capital Radio in Wellington or Radio 531pi in Auckland	8	10	8	16	13	16
<b>Base:</b>	<b>750</b>	<b>750</b>	<b>751</b>	<b>750</b>	<b>751</b>	<b>778</b>

<sup>42</sup> Note: ○ Indicates a significantly higher result compared with 2004.



<b>Radio or TV Programme</b>	<b>Significantly more likely:</b>
New Zealand comedy programmes	<ul style="list-style-type: none"> <li>– Aged 18-34 years</li> <li>– Māori</li> <li>– Young family</li> </ul>
New Zealand drama programmes	<ul style="list-style-type: none"> <li>– Auckland Provincial</li> <li>– Female</li> <li>– Māori</li> <li>– Young family</li> <li>– Consider that NZ On Air buys overseas programmes</li> </ul>
New Zealand documentary programmes	<ul style="list-style-type: none"> <li>– Aged 35-44 years</li> <li>– Female</li> <li>– Māori</li> <li>– Aware of NZ On Air</li> <li>– Consider that NZ On Air buys overseas programmes</li> </ul>
New Zealand special interest programmes	<ul style="list-style-type: none"> <li>– Auckland Provincial</li> <li>– Māori</li> <li>– Female</li> </ul>
New Zealand children's programmes	<ul style="list-style-type: none"> <li>– Aged 18-34 and 35-44 years</li> <li>– Māori</li> <li>– Pacific people</li> <li>– Young family</li> </ul>
New Zealand arts and performance programmes	<ul style="list-style-type: none"> <li>– Female</li> <li>– Māori</li> <li>– Mature family</li> </ul>
Television programmes with teletext subtitles	<ul style="list-style-type: none"> <li>– Māori</li> <li>– Pacific people</li> <li>– Consider that NZ On Air buys overseas programmes</li> </ul>
National Radio	<ul style="list-style-type: none"> <li>– Wellington Metropolitan</li> <li>– Aged 55+</li> <li>– Male</li> <li>– Older couple/ single</li> </ul>
Concert FM	<ul style="list-style-type: none"> <li>– Wellington Metropolitan</li> <li>– Aged 55+</li> <li>– Pacific people</li> <li>– Older couple/ single</li> </ul>
Access radio stations	<ul style="list-style-type: none"> <li>– Auckland Provincial</li> <li>– Male</li> <li>– Mature family</li> <li>– Rural area</li> </ul>

### Radio and Television Programmes Regularly Listened To or Watched - Results of Pacific people Compared with Non Pacific people<sup>43</sup>

Pacific people were significantly more likely to say that people in their household regularly watch a wide range of programmes, compared to non Pacific people. These differences are highlighted in the table below:

	Pacific people			Non-Pacific people
	2002 %	2003 %	2005 %	2005 %
New Zealand television documentary programmes made with the help of NZ On Air, like <i>Inside New Zealand</i> and <i>Documentary New Zealand</i>	91	86	89	90
Pacific Island radio stations like Samoa Capital Radio in Wellington or Radio 531pi in Auckland	71	83	83	12
New Zealand children's programmes made with the help of NZ On Air, [ <i>What Now?</i> or <i>Sticky TV</i> ]	72	87	81	55
New Zealand comedy programmes on TV made with the help of NZ On Air, (such as <i>bro Town</i> and <i>Seven Periods with Mr Gormsby</i> )	55	59	81	64
New Zealand special interest programmes on TV made with the help of NZ On Air, like " <i>Attitude</i> " or " <i>Tagata Pasifika</i> "	56	58	81	71
NZ On Air funded music videos which screen on TV channels like <i>C4</i> and <i>Juice Music Television</i>	64	75	80	50
New Zealand arts and performance programmes on TV made with the help of NZ On Air, (such as <i>Front Seat</i> and <i>Coke New Release</i> )	45	52	75	57
New Zealand drama programmes on TV made with the help of NZ On Air, (such as <i>Mercy Peak</i> and <i>The Insider's Guide to Happiness</i> )	51	63	64	65
Māori radio stations and TV programmes in English	52	54	62	37
Teletext subtitles, on television programmes. These are written words on the screen so people who have difficulty hearing can understand the programmes	31	46	55	33
National Radio	33	42	54	49
Access radio stations	32	42	47	24
New Zealand Music programmes on commercial radio stations like " <i>The Word</i> " and " <i>The Slab</i> "	29	47	45	26
Māori radio stations and TV programmes in Te Reo like <i>Waka Huia</i> , <i>Marae</i> and <i>Te Karere</i>	33	32	44	23
Student radio stations which is music broadcast from university campuses	28	40	42	23
Concert FM, this is the radio station that plays classical music	32	33	40	33
<b>Base:</b>	<b>243</b>	<b>248</b>	<b>272</b>	<b>727</b>

<sup>43</sup> Note: ○ Indicates a significantly higher result compared with Non-Pacific people in 2005.

## 7.4 NZ On Air Programme Viewing Behaviour

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

The most highly watched programmes in 2005 were:

- *Country Calendar* (75%).
- *What Now?* (59%).
- *Intrepid Journeys* (52%).
- *John Campbell with a Queen's Tour* (51%).
- *Montana World of Wearable Arts Awards* (48%).

The most highly enjoyed programmes were:

- *Intrepid Journeys* (83%).
- *Captain's Log* (79%).
- *Country Calendar* (78%).
- *Expose: A Question of Justice* (78%).

### *NZ On Air Programmes Watched/ Enjoyed 2005*

	Watched %	Enjoyed (Like 1-2) %
Country Calendar	75	78
What Now?	59	54
Street Legal	56	58
Intrepid Journeys	52	83
John Campbell with A Queen's Tour	51	66
Eating Media Lunch	51	61
Montana World of Wearable Art Awards 2004	48	69
Top of the Pops	48	62
Bro Town	45	74
Extreme Close Up	45	66
Paralympics Athens	44	69
No 8 Wired	44	59
Asia Down Under	41	61
Sticky TV	41	51
Mai Time	39	48
Tagata Pasifika	38	64
Expose: A Question of Justice	36	78
Coke Countdown	35	61
Explorers	34	75
Facelift	34	61
Captain's Log	32	79

**NZ On Air Programmes Watched/ Enjoyed 2005 (continued)**

	<b>Watched %</b>	<b>Enjoyed (Like 1-2) %</b>
Squirt	30	49
Seven Periods with Mr Gormsby	32	69
Smokefree Rockquest 2004	32	61
Mataku	30	74
The Insider's Guide to Happiness	29	56
Praise Be	29	47
Some of my Best Friends Are...	27	61
Studio 2	24	54
Party Animal	22	52
Front Seat	21	61
Life on the Street	21	65
NZ Festival: Marti: The Passionate Eye	16	60
The House Trap	15	47
Attitude	14	68
Pacific Beat Street	11	53
Sex, Lies and a Million Dollars	10	52
Long Lost Sns	9	70
Holly's Heroes	9	40
Pop! Goes the Weasel	9	44
Sheilas: 28 years on	7	61
Open Door	7	49

### NZ On Air Programme Viewing Behaviour - Results of Pacific People Compared with Non Pacific People<sup>44</sup>

The viewing behaviour of Pacific people is markedly different to that of non Pacific people, with Pacific people significantly more likely to watch a considerable range of different programmes (highlighted in the table below).

Conversely, those programmes marked with a black box were significantly less likely to be watched by Pacific people.

Furthermore, as well as considerably different viewing **behaviour**, Pacific people also exhibit different patterns when compared to non Pacific people, in terms of **enjoyment** of programmes. Significantly higher findings among Pacific people are highlighted with a circle, while significantly lower findings marked with a box.

	Pacific people		Non-Pacific people	
	Watched %	Enjoyed (Like 1-2) %	Watched %	Enjoyed (Like 1-2) %
Tagata Pasifika	93	88	34	60
What Now?	82	61	59	53
Top of the Pops	80	70	46	62
Mai Time	80	67	37	45
Bro Town	79	86	43	73
Street Legal	72	57	55	57
Sticky TV	69	53	39	51
Coke Countdown	64	74	32	61
Eating Media Lunch	63	55	50	61
John Campbell with A Queen's Tour	54	62	51	65
Squirt	57	46	29	49
Studio 2	54	61	22	53
Smokefree Rockquest 2004	53	58	31	61
Mataku	53	70	28	75
The Insider's Guide to Happiness	47	56	29	56
Extreme Close Up	45	66	45	65
Asia Down Under	45	71	40	60
Party Animal	44	53	21	51
Pacific Beat Street	42	79	9	50
Country Calendar	42	54	77	79
Praise Be	42	52	28	48

<sup>44</sup> Note: ○ Indicates a significantly higher result compared with Non-Pacific people in 2005. □ Indicates a significantly lower result compared with Non-Pacific people in 2005.

	Pacific people		Non-Pacific people	
	Watched %	Enjoyed (Like 1-2) %	Watched %	Enjoyed (Like 1-2) %
Paralympics Athens	38	76	45	69
Montana Work of Wearable Art Awards 2004	38	63	49	69
Life on the Street	31	73	20	63
No 8 Wired	31	48	44	59
The House Trap	29	54	14	44
Expose: A Question of Justice	28	67	36	79
Pop! Goes the Weasel	27	51	8	43
Explorers	26	76	34	75
NZ Festival: Marti: The Passionate Eye	35	75	15	58
Facelift	25	61	35	61
Intrepid Journeys	24	62	54	84
Sex, Lies and a Million Dollars	24	55	9	52
Holly's Heroes	20	56	9	37
Front Seat	20	49	21	61
Long Lost Sons	19	67	8	72
Seven Periods with Mr Gormsby	18	66	32	70
Attitude	18	66	14	67
Captain's Log	16	61	33	79
Some of my Best Friends Are...	16	66	27	60
Open Door	14	54	7	49
Sheilas: 28 years on	11	58	7	60
<b>Base</b>	<b>272</b>		<b>727</b>	

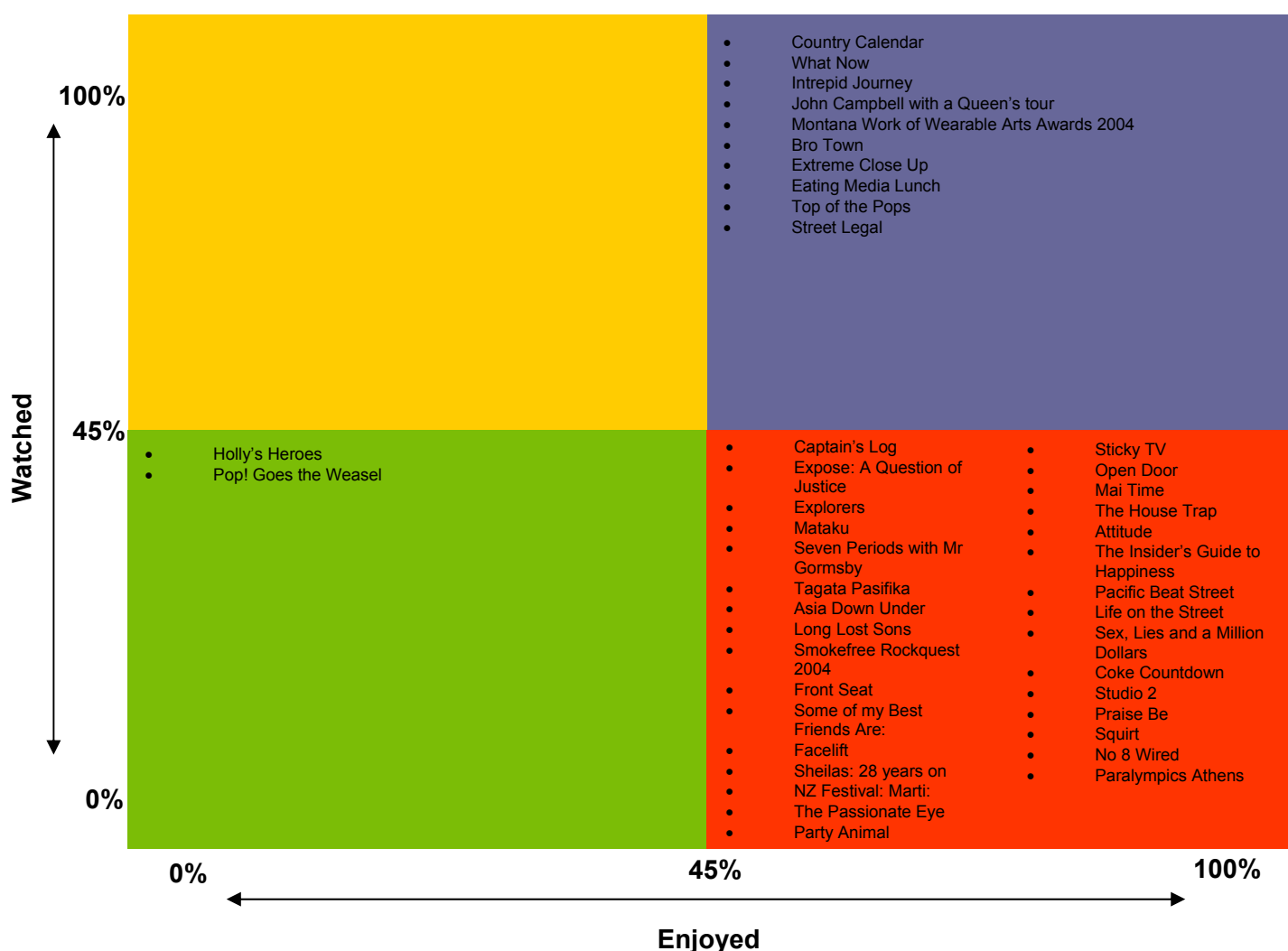
<sup>43</sup> Note: ○ Indicates a significantly higher result compared with Non-Pacific people in 2005. □ Indicates a significantly lower result compared with Non-Pacific people in 2005.

## Analysis of Popularity and 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 are watched by a large number of people and have a high level of enjoyment. Those in the bottom right are watched by fewer people but still enjoyed, while those in the bottom left quadrant are watched and enjoyed by fewer people.

In 2005, eleven programmes are positioned in the top right hand quadrant, i.e. more frequently watched **and** highly enjoyed. This compares to nine in 2004, i.e. two more programmes in 2005. Nevertheless, while a substantial number of programmes are watched less frequently, enjoyment of them is relatively high (bottom right hand quadrant).

### NZ On Air Programmes



Points to consider regarding viewing behaviour and enjoyment:

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

## **8.0**

# **Regional Television**

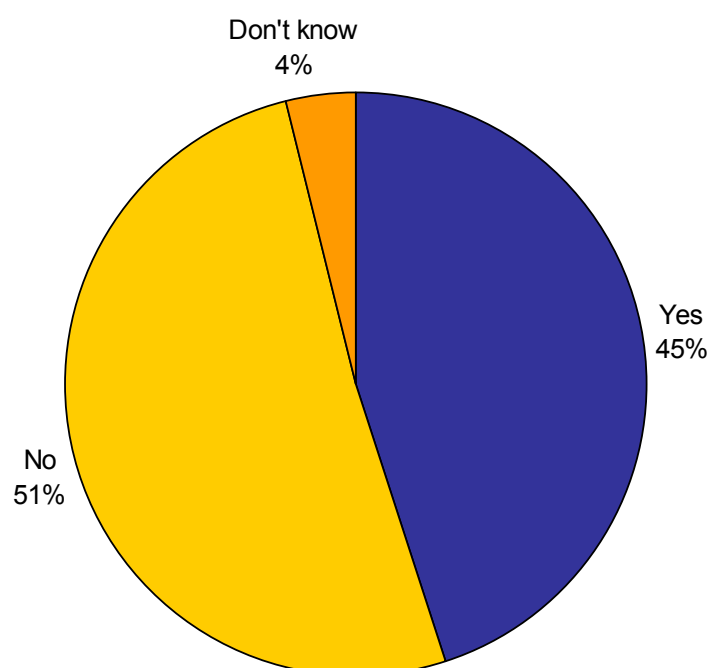


## 8.0 Regional Television

### 8.1 Regional Television Viewing Behaviour

A new series of questions about regional television was asked for the first time in 2005 (specifically, local channels, i.e. excluding Prime TV, C4 or Māori Television). The following graph illustrates that almost half (45%) of people have ever watched a regional television channel, while just over half (51%) have not.

***Ever Watched Regional Television***



Base (2005): 778

Ever watched a regional television channel	Significantly more likely:
Yes – <b>have</b> watched regional television	<ul style="list-style-type: none"> <li>– Auckland Metropolitan</li> <li>– Christchurch Provincial</li> <li>– Male</li> </ul>
No – have <b>not</b> watched regional television	<ul style="list-style-type: none"> <li>– Wellington Metropolitan</li> <li>– Auckland Provincial</li> <li>– Female</li> <li>– Secondary urban area</li> </ul>

### Viewing Behaviour of Regional Television – Results of Pacific people compared with Non Pacific people

No significant differences were evident between Pacific and non Pacific people with regard to viewing of regional television.

	<b>Pacific people 2005 %</b>	<b>Non- Pacific people 2005 %</b>
Yes	45	40
No	51	57
Don't know	4	3
<b>Base:</b>	<b>272</b>	<b>727</b>

## 8.2 Regional Television Programme Watching Behaviour

Respondents who had ever watched a regional television channel were asked which type of programme they had watched on regional television.

The main types of programmes watched were local news (78%), local current affairs (65%) and local sports coverage (58%). All other programme types were reported by fewer than half of people who had watched a regional television channel.

	2005 %
Local news	78
Local current affairs	65
Local sports coverage	58
Local arts and performance programmes	46
Local programmes about or for minority ethnicities (e.g. Pacific Island cultures, Indian, Chinese, Malaysian, Korean)	39
Local programmes for or about people with disabilities	34
Local programmes reflecting Māori culture or language	32
Local religious programmes	24
<b>Base:</b>	<b>318</b>

Significant differences are shown overleaf.

<b>Regional television programmes:</b>	<b>Significantly more likely:</b>
Watched local news	– Female
Watched local current affairs	– Mature family
Watched local sports coverage	<ul style="list-style-type: none"> <li>– Christchurch Metropolitan</li> <li>– Rural area</li> <li>– Consider that NZ On Air helps to buy overseas programmes</li> </ul>
Watched local arts and performance programmes	<ul style="list-style-type: none"> <li>– Aged 18-34 years</li> <li>– Young/ single/ couple/ group household</li> </ul>
Watched local programmes about minority ethnic groups	<ul style="list-style-type: none"> <li>– Auckland Metropolitan</li> <li>– Urban area</li> <li>– Consider that NZ On Air helps to buy overseas programmes</li> </ul>
Watched local programmes about people with disabilities	<ul style="list-style-type: none"> <li>– Aged 55+</li> <li>– Consider that NZ On Air helps to buy overseas programmes</li> </ul>
Watched local programmes reflecting Māori culture or language	<ul style="list-style-type: none"> <li>– Auckland Provincial</li> <li>– Female</li> <li>– Mature family</li> </ul>
Watched local religious programmes	<ul style="list-style-type: none"> <li>– Auckland Metropolitan</li> <li>– Female</li> <li>– Young family</li> <li>– Consider that NZ On Air helps to buy overseas programmes</li> </ul>

### Programme Watching Behaviour (Regional Television) – Results of Pacific people Compared With Non Pacific people<sup>46</sup>

Some differences are apparent in the type of programme watched on regional television between Pacific and non Pacific people. Pacific people were significantly more likely to have watched:

- Local programmes about or for minority ethnic groups (79%, compared to 35% of non Pacific people).
- Local religious programmes (59%, compared to 21% of non Pacific people).
- Local arts and performance programmes (58%, compared to 46% of non Pacific people).
- Local programmes reflecting Māori culture or language (52%, compared to 30% of non Pacific people).

	Pacific people 2005 %	Non-Pacific people 2005 %
Local programmes about or for minority ethnicities (e.g. Pacific Island cultures, Indian, Chinese, Malaysian, Korean)	79	35
Local news	75	78
Local current affairs	64	65
Local religious programmes	59	21
Local sports coverage	58	57
Local arts and performance programmes	58	46
Local programmes reflecting Māori culture or language	52	30
Local programmes for or about people with disabilities	43	33
<b>Base:</b>	<b>122</b>	<b>293</b>

<sup>46</sup> Note: ○ Indicates a significantly higher result compared with Non-Pacific people in 2005.

### 8.3 Types of Programmes Would Like to Watch

Respondents were asked what types of programmes they would *like* to watch on regional television channels. Findings are summarised on the following table.

Local news and current affairs programmes were most frequently reported (85% and 83%, respectively). Conversely, least favoured were local religious programmes, reported by just one quarter (26%) of people.

	2005 %
Local news	85
Local current affairs	83
Local sports coverage	66
Local arts and performance programmes	66
Local programmes for or about people with disabilities	59
Local programmes about or for minority ethnicities (e.g. Pacific Island cultures, Indian, Chinese, Malaysian, Korean)	51
Local programmes reflecting Māori culture or language	51
Local religious programmes	26
<b>Base:</b>	<b>778</b>

Significant differences are shown overleaf.

<b>Regional television programmes would like to watch:</b>	<b>Significantly more likely:</b>
Local news	– Female
Local current affairs	– Christchurch Metropolitan – Auckland Provincial – Female
Local sports coverage	– Auckland Provincial – Male – Pacific people – Consider that NZ On Air helps buy overseas programmes
Local arts and performance programmes	– Auckland Provincial – Female
Local programmes about minority ethnic groups	– Aged 18-34 years – Female – Māori and Pacific people – Urban area – Consider that NZ On Air helps to buy overseas programmes
Local programmes for or about people with disabilities	– Female – Māori and Pacific people – Mature family
Local programmes reflecting Māori culture or language	– Auckland Provincial – Aged 18-34 years – Māori and Pacific people – Mature family
Local religious programmes	– Auckland Metropolitan – Female – Māori – Pacific – Other ethnic groups – Mature family – Consider than NZ On Air helps buy overseas programmes

### Types of Programmes Would Like to Watch – Results of Pacific people compared with Non Pacific people<sup>47</sup>

Consistent with findings regarding regional television programmes actually watched, Pacific people are also more likely to want to watch most types of regional television programmes, compared to non Pacific people. Differences are highlighted in the table below.

	Pacific people 2005 %	Non-Pacific people 2005 %
Local news	85	86
Local sports coverage	83	65
Local programmes about or for minority ethnicities (e.g. Pacific Island cultures, Indian, Chinese, Malaysian, Korean)	83	48
Local current affairs	80	83
Local programmes for or about people with disabilities	78	57
Local arts and performance programmes	76	65
Local programmes reflecting Māori culture or language	61	50
Local religious programmes	57	24
<b>Base:</b>	<b>272</b>	<b>727</b>

<sup>47</sup> Note: ○ Indicates a significantly higher result compared with Non-Pacific people in 2005.



## 8.4 Regional Television Compared with National Television

Respondents were asked, on an open ended (verbatim) basis, to report what makes regional television different from national television. Findings are summarised in the following table.

The most frequently reported reason regional television is considered to be different to national television is that it gives 'local news, sports' (50%). Further behind, almost one fifth (17%) think regional television is different to national television because it is of more relevance to individuals [in regional areas].

	2005 %
Gives local news/ sport	50
Of more relevance to individuals	17
Creates a closer community feel	4
Not the same quality as national	4
Is a low budget service	3
Lacks sufficient funding	2
Programmes not as diverse as national	2
Reaches out to all cultural groups in the area	2
Presenters are known locally	1
Cannot access Regional TV/ Radio	1
Advertising is localised	1
Not as much advertising	1
Offers more choice pf programs	1
National is more interesting	1
Regional TV/ Radio does not cover my area	1
100% NZ made/ locally produced	1
Regional news is brought to you as it happens	1
Not different	3
Don't know	25
<b>Base</b>	<b>778</b>

<b>Regional television is different to national television:</b>	<b>Significantly more likely:</b>
Gives local news/ sport, etc.	<ul style="list-style-type: none"> <li>– Aged 55+</li> <li>– Aware of NZ On Air</li> </ul>

## Regional Television Compared with National Television – Results of Pacific people Compared with Non Pacific People<sup>48</sup>

Pacific people were significantly more likely than non Pacific people to consider regional television different to national television because programmes are not as diverse as national programmes (5%, compared to 2% of non Pacific people), and it reaches out to all cultural groups in the area (6%, compared to one percent of non Pacific people).

Conversely, Pacific people were significantly less likely to consider regional television different to national television because programmes provide 'local news/ sports' (31%, compared to 51% of non Pacific people), 'it is relevant to individuals' [in regions] (6%, compared to 18% of non Pacific people), and 'it is a low budget service' (1%, compared to 3% of non Pacific people).

	Pacific people 2005 %	Non-Pacific people 2005 %
Gives local news/sport etc	31	51
Of more relevance to individuals	6	18
Not the same quality as national	4	4
Creates a closer community feel	3	4
Is a low budget service	1	3
Lacks sufficient funding	3	2
Programmes not as diverse as national	5	2
Reaches out to all cultural groups in the area	6	1
Presenters are known locally	1	1
Cannot access Regional TV/Radio	-	1
Advertising is localised	1	1
Not as much advertising	1	1
Offers more choice of programs	1	1
National is more interesting	0	1
Regional TV/Radio does not cover my area	1	1
100% NZ made/locally produced	2	1
Regional news is brought to you as it happens	1	1
Too many repeats on Regional	1	0
Prefer Regional/better programmes	2	-
Do not watch as reception is poor in our area	1	0
<b>Base:</b>	<b>272</b>	<b>727</b>

<sup>48</sup> Note: ○ Indicates a significantly higher result compared with Non-Pacific people in 2005. □ Indicates a significantly lower result compared with Non-Pacific people in 2005.

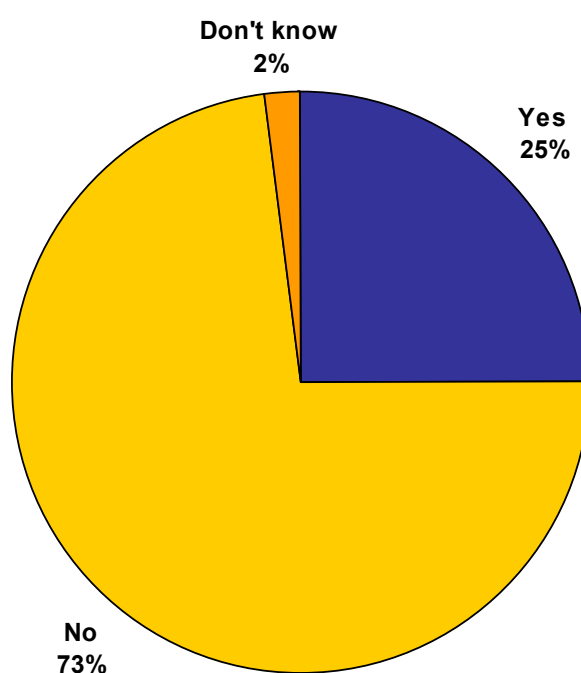
## **9.0 Community or Access Radio**

## 9.0 Community or Access Radio

### 9.1 Community or Access Radio Listening Behaviour

Similar to the previous section, a new series of questions about Community or Access Radio was asked for the first time in 2005. Just under three quarters (73%) of New Zealanders have not listened to community radio.

#### *Have You Ever Listened to Community Radio?*



Base (2005): 778

	Significantly more likely:
Have listened to community/access radio	– Wellington Metropolitan
Have <b>not</b> listened to community/access radio	– Auckland Metropolitan – European

### Community Radio Listening Behaviour – Results of Pacific people Compared with Non Pacific people<sup>49</sup>

Pacific people are significantly more likely to have listened to community radio (compared with non Pacific people).

	Pacific people 2005 %	Non-Pacific people 2005 %
Yes	31	24
No	65	74
Don't know	4	2
<b>Base:</b>	<b>272</b>	<b>727</b>

<sup>49</sup> Note: ○ Indicates a significantly higher result compared with Non-Pacific people in 2005. □ Indicates a significantly lower result compared with Non-Pacific people in 2005.

## 9.2 Time Spent Listening to Community or Access Radio

Respondents were asked how many hours they spend listening to access or community or access radio over a week. Just over two fifths (42%) of those who listen to community radio listen for less than 1 hour per week.

One quarter (25%) of people who listen to community or access radio, listen between 1 and 2 hours per week.

	2005 %
Less than 1 hour	42
From 1 hour but less than 2 hours	25
From 2 hours but less than 5 hours	14
From 5 hours but less than 10 hours	10
10 hours or more	6
Don't know	3
<b>Base:</b>	<b>191</b>

	<b>Significantly more likely:</b>
Listen less than 1 hour	– European

### Time Spent Listening to Community or Access Radio – Results of Pacific people Compared with Non Pacific people

Pacific people are more likely to listen to community or access radio for longer periods of time. Non Pacific people are more likely to listen to community or access radio for 2 hours or less per week.

	<b>Pacific people 2005 %</b>	<b>Non- Pacific people 2005 %</b>
Less than 1 hour	37	43
From 1 hour but less than 2 hours	19	25
From 2 hours but less than 5 hours	20	12
From 5 hours but less than 10 hours	11	10
10 hours or more	11	6
Don't know	1	3
<b>Base:</b>	<b>83</b>	<b>175</b>

### 9.3 Programme Listening Behaviour

Local news (80%) and music programmes (78%) are the most popular types of programme listened to by community or access radio listeners.

Regional sport is also popular with over half (53%) of community or access radio listeners listening to this type of programme.

	2005 %
Local news	80
Music programmes	78
Regional sport coverage	53
Arts and Culture programmes	44
Political commentary	43
Health service programmes (e.g. about physical or mental health)	39
Youth related programmes	39
Programmes related to my ethnicity (for example, Pacific programmes, Indian programmes)	35
Religious programmes	23
Drama programmes	20
<b>Base:</b>	<b>175</b>

Type of programme listened to on community radio	Significantly more likely:
Regional sport	– Rural area
Health service programme	– Female – Urban area
Music programme	– Auckland Provincial
Religious programme	– Auckland Metropolitan
Programmes related to my ethnicity	– Auckland Metropolitan
Local news	– Rural area



### Programme Listening Behaviour – Results of Pacific people Compared with Non Pacific people<sup>50</sup>

Pacific people are significantly more likely than non Pacific people to listen to a range of programmes on community or access radio.

Specifically, Pacific people are more likely to listen to programmes related to their ethnicity (76%), regional sports coverage (72%), arts and culture (65%), religious programmes (58%), health service programmes (55%), and drama programmes (33%).

	Pacific people 2005 %	Non-Pacific people 2005 %
Local news	86	79
Music programmes	86	78
Programmes related to my ethnicity (for example, Pacific programmes, Indian programmes)	76	32
Regional sport coverage	72	51
Arts and Culture programmes	65	41
Religious programmes	58	20
Health service programmes (e.g. about physical or mental health)	55	38
Political commentary	54	42
Youth related programmes	53	65
Drama programmes	33	18
<b>Base:</b>	<b>83</b>	<b>175</b>

<sup>50</sup> Note: ○ Indicates a significantly higher result compared with Non-Pacific people in 2005.

## 9.4 Types of Programmes Would Like to Listen To

All respondents were asked what types of programmes they would *like* to listen to on community or access radio.

Around three quarters of people would like to listen to local news (80%) or music programmes (74%). Over half of people would like to listen to regional sport coverage (62%), health service (58%), youth related (56%) or arts and culture programmes (55%).

	2005 %
Local news	80
Music programmes	74
Regional sport coverage	62
Health service programmes (e.g. about physical or mental health)	58
Youth related programmes	56
Arts and Culture programmes	55
Drama programmes	46
Programmes related to my ethnicity (for example, Pacific programmes, Indian programmes)	42
Religious programmes	26
<b>Base:</b>	<b>778</b>

Type of programme would <i>like</i> to listen to	Significantly more likely:
Regional sports programmes	<ul style="list-style-type: none"> <li>– Auckland Provincial or a rural area</li> <li>– Male</li> <li>– Māori or Pacific</li> <li>– Young single/ couple or group household</li> </ul>
Health service programme	<ul style="list-style-type: none"> <li>– Aged 18–24 years</li> <li>– Māori or Pacific people</li> <li>– Mature family</li> </ul>
Drama programmes	<ul style="list-style-type: none"> <li>– Female</li> <li>– Māori or Pacific people</li> <li>– have a mature family</li> </ul>

### Programmes Would Like to Listen To – Results of Pacific people Compared with Non Pacific people<sup>51</sup>

Pacific people are significantly more likely to indicate that they would like to listen to all types of programmes – indicating a higher level of support among Pacific people for community or access radio.

	Pacific people 2005 %	Non-Pacific people 2005 %
Local news	86	80
Music programmes	84	73
Programmes related to my ethnicity (for example, Pacific programmes, Indian programmes)	81	39
Youth related programmes	79	55
Regional sport coverage	78	61
Health service programmes (e.g. about physical or mental health)	74	57
Arts and Culture programmes	72	54
Religious programmes	61	23
Drama programmes	53	45
<b>Base:</b>	<b>272</b>	<b>727</b>

<sup>51</sup> Note: ○ Indicates a significantly higher result compared with Non-Pacific people in 2005.

## 9.5 Access/Community Radio Compared With Network Radio

Respondents were asked to consider community or access radio in comparison to nationwide networks (such as Newstalk ZB, Classic Hits, The Edge, National Radio, ZM). Respondents were invited to comment on what might make community or access radio different from network radio.

Just over one quarter (27%) of respondents spontaneously mentioned 'local news/sport' as a key aspect differentiating community or access radio from nationwide network radio.

	2005 %
Local news/sport	27
Creates a closer community feel	6
Of more relevance to individuals	4
Not as much advertising	2
Is a low budget service	2
Reaches out to all cultural groups in the area	2
Willing to listen/more interaction	2
Difference style of programme presentation	2
Lacks sufficient funding	2
Play a specific type of music	2
More talkback	1
No interest/boring	1
Not of the same quality as national	1
100% New Zealand made/locally produced	1
Targets a smaller audience	1
Advertising localised	1
Programmes not as diverse as national	1
Offers more choice of programmes	1
Prefer regional/better programmes	1
Regional news is brought to you as it happens	1
Not so ratings focused	1
Not different	4
Don't Know	47
<b>Base:</b>	<b>778</b>

Perceived difference	Significantly more likely:
Provides local news/sport	- Rural area
	- Aware of NZ On Air

### Community or Access Radio Compared with Network Radio – Results of Pacific people Compared with Non Pacific people<sup>52</sup>

Pacific people are significantly less likely than non Pacific people to community or access radio differences include 'local news/sport' and 'creates a closer community feel' (in comparison to nationwide network radio) than non Pacific people.

Pacific people are significantly more likely to consider that community or access radio is different to nationwide network radio in that it 'reaches out to all cultural groups in the community'.

	Pacific people 2005 %	Non-Pacific people 2005 %
Local news/sport etc	13	28
Reaches out to all cultural groups in the area	5	2
Creates a closer community feel	3	6
Of more relevance to individuals	3	4
Play a specific type of music	3	2
More talkback	3	1
Targets a smaller audience	3	1
Willing to listen/more interaction	2	2
Of no interest/boring	2	1
Programmes not as diverse as national	2	1
Not as much advertising	1	2
Is a low budget service	1	2
Difference style of programme presentation	1	2
Lacks sufficient funding	1	2
Not of the same quality as national	1	1
Advertising localised	1	1
100% New Zealand made/locally produced	1	1
Not on air 24/7	1	0
Not different	7	4
Don't Know	57	46
<b>Base:</b>	<b>272</b>	<b>727</b>

<sup>52</sup> Note: ○ Indicates a significantly higher result compared with Non-Pacific people in 2005. □ Indicates a significantly lower result compared with Non-Pacific people in 2005.

**10.0**

**Digital Television**

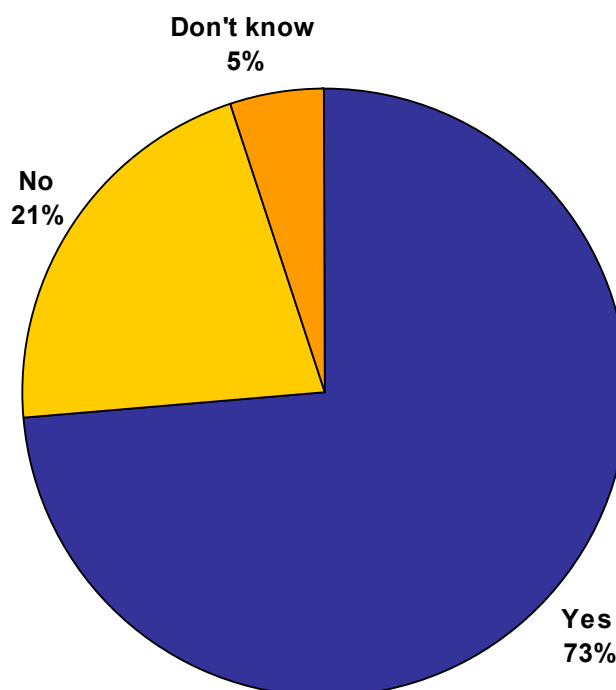
## 10.0 Digital Television

### 10.1 Set Top Box

Respondents were told that it is possible to receive a range of channels (similar to Sky channels, movies, sport etc) through a set top box (a box that sits on top of the television set, like a SKY decoder).

When asked if a range of channels was available to them *free* (i.e. no monthly bills like Sky), three quarters (73%) of respondents said that they would purchase a set top box to access these channels.

#### ***Would Purchase a Set Top Box if a Range of Channels Available Free***



Base: All respondents (n=778)

Would you purchase a set top box?	Significantly more likely:
Yes	<ul style="list-style-type: none"> <li>- Aged 18 – 44 years</li> <li>- Male</li> <li>- Māori</li> <li>- Young family</li> </ul>
No	<ul style="list-style-type: none"> <li>- Aged 55+</li> <li>- European</li> <li>- Older couple/ single person</li> </ul>

### Set Top Box – Results of Pacific people Compared with Non Pacific people

Pacific people are significantly more likely than non Pacific to say they would purchase a set top box if a range of channels was available to them free.

	Pacific people 2005 %	Non-Pacific people 2005 %
Yes	80	73
No	17	22
Don't know	3	5
<b>Base:</b>	<b>272</b>	<b>727</b>



## 10.2 Willingness to Pay for Set Top Box

Respondents were asked how much they would be willing to pay for a set top box to access a range of free to air channels.

The table below shows that over half (54%) would be willing to pay between \$50 and \$100 to purchase a set top box to access a range of free to air channels. However, one in ten (9%) would not be willing to pay more than \$49.

	2005 %
Between \$50 and \$100	54
Between \$101 and \$150	14
Between \$151 and \$200	8
Between \$201 and \$250	10
Not willing to spend more than \$49	9
Don't know	6
<b>Base (would purchase a set top box):</b>	<b>571</b>

Price range	Significantly more likely:
Between \$50 – \$100	<ul style="list-style-type: none"> <li>– Aged 18 – 34</li> <li>– Female</li> </ul>
Between \$210 – \$250	<ul style="list-style-type: none"> <li>– Male</li> <li>– Aware NZ On Air does not buy overseas programmes</li> </ul>

### Willingness to Pay for Set Top Box – Results of Pacific people Compared with Non Pacific people

There were no significant differences between Pacific and non Pacific people in regard to willingness to pay for a set top box. The largest proportion (just over half) in both groups would be willing to pay between \$50 – \$100 for a set top box.

	<b>Pacific people 2005 %</b>	<b>Non- Pacific people 2005 %</b>
Between \$50 - \$100	59	54
Between \$101 - \$150	11	14
Between \$151 - \$200	6	8
Between \$201 - \$250	8	10
Not willing to spend more than \$49	12	9
Don't know	4	6
<b>Base (would purchase a set top box):</b>	<b>217</b>	<b>532</b>

# **Appendix**

## Appendix One: Sample Profile

	2000 %	2001 %	2002 %	2003 %	2004 %	2005 %
<b>Gender</b>						
Male	37	37	38	37	39	39
Female	63	63	64	63	61	61
<b>Age</b>						
18-24 years	9	9	9	11	13	12
25-34 years	22	20	21	18	18	17
35-44 years	24	24	23	23	20	24
45-54 years	20	21	17	18	19	21
55-64 years	13	12	14	15	15	13
65+ years	12	14	15	14	15	14
Refused	*	*	*	*	-	-
<b>Ethnicity</b>						
New Zealand European	82	79	81	78	80	77
Māori	8	8	8	8	7	9
Pacific Islander	3	4	3	4	4	7
Other	7	9	8	10	10	8
<b>Employment Status</b>						
Employed full time	51	49	53	53	53	51
Employed part time	17	17	15	13	15	16
Retired	15	18	17	16	15	5
Home maker	8	7	6	5	6	2
Student	6	6	5	7	6	1
Unemployed	3	3	3	4	4	2
Don't know	2	*	1	1	1	2
Refused	-	-	-	-	-	3
<b>Highest Education Level</b>						
School	52	49	49	45	48	46
Technical	17	15	17	18	14	14
University	28	31	31	34	36	38
Other	1	2	*	-	-	0
Don't Know/Refused	1	-	3	2	1	1
<b>Household Structure</b>						
Young – single couple	16	16	17	19	19	7
Group flatting						5
Young couple no children	33	34	35	32	30	7
Young family	21	20	18	18	19	8
Family mainly school aged	29	29	30	29	31	25
Mature family	1	-	1	1	-	18
Older couple/single	-	-	-	-	-	30
Refused	-	-	-	-	-	0
<b>Base:</b>	<b>750</b>	<b>750</b>	<b>751</b>	<b>750</b>	<b>751</b>	<b>778</b>

**Sample Profile continued**

	<b>2000</b> %	<b>2001</b> %	<b>2002</b> %	<b>2003</b> %	<b>2004</b> %	<b>2005</b> %
<b>Area</b>						
Whangarei	2	2	2	2	2	2
Auckland	37	37	37	37	32	33
Hamilton	6	6	6	6	6	6
Tauranga	4	4	4	4	4	4
Rotorua	2	2	2	2	2	2
Gisborne	1	1	1	1	1	2
Napier	2	2	2	2	2	2
Hastings	2	2	2	2	2	2
New Plymouth	2	2	2	2	2	3
Wanganui	2	2	2	2	2	2
Palmerston North	3	3	3	3	3	3
Wellington	14	14	14	14	15	15
Nelson	2	2	2	2	2	2
Christchurch	13	14	14	14	15	15
West Coast	1	-	-	-	-	-
Dunedin	5	5	5	5	5	5
Invercargill	2	2	2	2	2	2
<b>Area Status</b>						
Urban	70	71	74	72	66	68
Secondary	6	7	7	8	9	7
Minor urban	12	12	9	10	13	11
Rural	12	11	10	11	12	14
<b>Household Income</b>						
Less than \$15,000	8	7	8	7	8	8
\$15,001 – \$25,000	11	9	10	12	9	8
\$25,001 – \$35,000	12	13	12	11	11	13
\$35,001 – \$45,000	14	12	10	14	11	10
\$45,001 – \$55,000	11	9	7	10	10	8
\$55,001 – \$70,000	9	10	11	9	13	13
\$70,001 – \$85,000	6	6	6	5	6	9
\$85,001 +	11	12	12	12	15	15
Don't know	20	22	24	20	8	7
Refused	-	-	-	-	-	9
<b>Base:</b>	<b>750</b>	<b>750</b>	<b>751</b>	<b>750</b>	<b>751</b>	<b>778</b>

**Appendix Two: Spontaneous Recall of programmes considered to be funded by NZ On - from page 40** (Programmes mentioned by One Percent and Less)

- New Zealand Idol
- Marae
- Mitre 10 Changing Rooms
- Studio 2
- No. 8 Wired
- Facelift
- Holmes
- Border Patrol
- Squirt
- Piha Surf
- Eating Media Lunch
- Tiger County
- Game of Two Halves
- Matakū
- Headliners
- Party Animal
- Kim Hill
- Motorway Patrol
- Remarkable Vets
- Artsville
- Queens Tour with John Campbell
- 9 to Noon
- Attitude
- Face to Face
- Playschool
- Morning Report
- Home and Away
- TVNZ Monday Documentary
- Waka Huia
- The Edge
- Insider's Guide to Happiness
- Agenda
- The Breakfast Show
- Frontline
- Wonder Dogs
- Ground Force
- Coast Radio
- Sports Café
- The Lion Man
- Gone Fishing
- Sports Night
- Ready Steady Cook
- Eye to Eye with Willie Jackson
- Nightline
- Zone
- Home Front
- Gender
- Access Radio
- Celebrity Island
- Radio Sport

### *Conditions of Use of Material*

1. TNS New Zealand's name, any name which TNS New Zealand is licensed to use and the names of any of TNS New Zealand's products may not be used without TNS New Zealand's express approval.
2. All documents prepared for you by TNS New Zealand must not be disseminated, published or otherwise circulated in any way which would or would be likely to result in them coming into the possession of TNS New Zealand's competitors.
3. All information provided by TNS New Zealand must not be used in a manner that TNS New Zealand believes is or is likely to mislead, deceive or adversely affect TNS New Zealand's reputation.
4. The research design and methodologies prepared and employed by TNS New Zealand remains its property and may not be copied or published.

### *Limitation of Liability*

TNS New Zealand shall use its best endeavours to ensure the accuracy of all Reports but no warranty is given as to the accuracy of or as to any information contained in any Report nor does it accept any liability for any expenditure or cost incurred in reliance thereon or for any cost, loss or other damage arising there from.

### *Storage of Materials*

Unless otherwise specified, TNS New Zealand shall hold all questionnaires and field records for a period of three months and electronic records for a period of not less than two years

### *Respondent Confidentiality*

To preserve confidentiality of respondents, video tapes of the qualitative research process supplied to clients are for internal company use only and must not be exposed to public scrutiny or be used in any way in the public arena. The tape mechanism must be destroyed before disposal.