



Complainants satisfaction research results 2021- 2022

Broadcasting Standards Authority
Te Mana Whanonga Kaipāho

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Executive summary - Complainants satisfaction research survey 2021-22

Satisfaction with the BSA's overall management of the process

A third (33%) of complainants 'agree' or 'strongly agree' that *the BSA handled their part of the complaints process well, similar to 2020/21 (37%)*. Among the complainants who felt the BSA did not handle the process well, the main area of focus identified for the BSA to do differently was *showing respect for/ accepting the complainant's issue and taking the matter seriously* (mentioned by 35%).

On average across the three aspects tested, two in five (40%) of complainants were satisfied with the BSA's management of the complaints process, stable with the previous years' result.

The majority (87%) of respondents' complaints were not upheld in 2021/22 (up slightly from 2020/21; 82%). Nine percent of complaints were upheld (cf. 18% in 2020/21). Seventy eight percent of respondents in 2021/22 were first time complainants (had not complained to the BSA before).

Information sources

Almost all complainants (96%) were aware of, or had used, at least one BSA resource.

The BSA website remained the most commonly used source for understanding the complaints process (used by 46%) and understanding broadcasting standards (36%).

Of those who had used the BSA website, three-quarters (74%) were satisfied (on average across three aspects), up from 66% in 2020/21.

Interaction with the BSA

Overall, complainants are generally positive regarding their interactions with the BSA. Complainants are most satisfied with telephone correspondence (with 86% satisfied on average across the five measures), followed by written correspondence (81% satisfied on average across the six measures). Complainants are least satisfied with the timeframe of communications (via written service in particular) which received comparatively more 'disagree' and 'strongly disagree' ratings.

The BSA's written correspondence is recognised especially for being 'clear and easy to understand', while telephone contact is recognised for its professionalism with nine in ten complainants 'agreeing' or 'strongly agreeing' on both of these measures.

When compared with other complaints services complainants had interacted with, the BSA was rated 'better' or 'much better' by 35% on average across the five measures. The BSA's quality of written correspondence was rated more strongly.

Three quarters (74%) of complainants thought the amount of contact with the BSA was 'about right'. This is up from 61% in 2020/21. Leading up to the hearing/ when the finding was due/ waiting for adjudication was the main stage where those who were not satisfied with the amount of contact would have liked more contact.

Compared with 2020/21, a significantly lower proportion of complainants 'strongly disagreed' that the time it took between submitting or referring a formal complaint to the BSA and the final decision was reasonable (22% cf. 41% in 2020/21)..

BSA decisions



Complainants' overall perceptions of the BSA's decisions were slightly less favourable compared with 2020/21. The aspects rated relatively positively were the clarity and ease of understanding the decisions made (42%) and adequately explaining the reasons for its decision (33%); however, both measures are at their lowest ratings to date.

Just 12% felt the decision made was fair. Amongst those who disagreed, the main reason given for considering the decision to be unfair was a failure to address the complaint/uphold standards (mentioned by 28%).

Summary of results

Agree the process was handled well		n=	2021/22	n=	2020/21	n=	2019/20	n=	2018/19	n=	2017/18	n=	2016/17	n=	2015/16
Total		69	33%	76	37%	46	35%	50	40%	47	36%	44	41%	52	40%
First time complainants^		54	31%	60	40%	32	28%	30	47%	27	41%	29	45%	31	39%
Repeat complainants		15	40%	16	25%	14	50%	20	30%	20	30%	14	29%	21	43%
Complaint upheld		6	67%	14	57%	8	75%	8	50%	7	71%	7	71%	14	79%
Complaint not upheld		60	32%	62	32%	38	26%	40	40%	40	30%	37	35%	38	26%
Awareness of information sources		n=	2021/22	n=	2020/21	n=	2019/20	n=	2018/19	n=	2017/18	n=	2016/17	n=	2015/16
Any BSA resource		69	96%	76	93%	46	96%	50	94%	47	96%	44	98%	52	92%
BSA website		69	87%	76	76%	46	80%	50	84%	47	91%	44	82%	52	77%
BSA Guidance Sheet		69	62%	76	66%▲	46	41%	50	64%	47	81%	44	59%	52	58%
Codes of broadcasting practice booklet		69	51%	76	58%	46	57%	50	46%	47	74%	44	61%	52	37%
Broadcaster		69	58%	76	58%	46	61%	50	62%	47	68%	44	52%	52	60%
Interactions with BSA		n=	2021/22	n=	2020/21	n=	2019/20	n=	2018/19	n=	2017/18	n=	2016/17	n=	2015/16
Satisfaction with written correspondence (average of six attributes) - excl. N/A		59-67	81%	55-67	76%	32-40	76%	40-47	65%	31-41	89%	40	80%	43	74%
Satisfaction with telephone correspondence (average of five attributes) - excl. N/A		10	86%	10-13	81%	10-11	79%	9	96%	9-11	92%	11	90%	9	85%
Satisfaction with BSA website* (average of three attributes) - excl. don't know		60-62	74%	61	66%	27-28	71%	36	55%	39	72%	35	86%	37	75%
BSA decisions - excl. n/a		n=	2021/22	n=	2020/21	n=	2019/20	n=	2018/19	n=	2017/18	n=	2016/17	n=	2015/16
The BSA decision clear and easy to understand		66	42%	75	56%	46	48%	47	43%	45	58%	44	59%	52	64%
The decision the BSA made in relation to your complaint was fair		66	12%	76	20%	46	17%	48	15%	45	13%	43	14%	52	22%
The order (if any) made to the broadcaster was fair		6	67%	12	17%	7	43%	8	13%	7	14%	6	17%	14	23%
The BSA adequately explained the reasons for its decision		66	33%	75	49%	46	39%	47	34%	45	40%	43	51%	-	-

^ Change in language from 2015/16 survey. "Prior to this most recent complaint, had you ever made a formal complaint to a broadcaster about a broadcast before?" replaced "Was this the first formal complaint you have ever made about a broadcast?".

*Since the 2018/19 survey, the BSA has refreshed its website

▲▼ Significantly higher/lower than 2020/21