

COMPLAINANTS SATISFACTION RESEARCH RESULTS 2019-20 EXECUTIVE SUMMARY

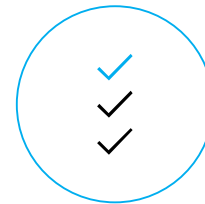
JUNE 2020



INTRODUCTION

One of the primary roles of the Broadcasting Standards Authority (BSA) is to oversee the broadcasting standards regime in New Zealand by determining whether complaints made against broadcasters demonstrate breach of the broadcasting standard(s). In almost all cases, the process requires interaction between the complainant and the broadcaster involved, as well as between the parties and the BSA. It is therefore important to assess complainants' perceptions of the formal complaints process overall.

The BSA commissioned Nielsen to undertake research among New Zealanders who had received a decision on a formal complaint submitted or referred to the BSA between 1 April 2019 and 31 March 2020. This is the ninth consecutive year that research has been carried out among complainants.



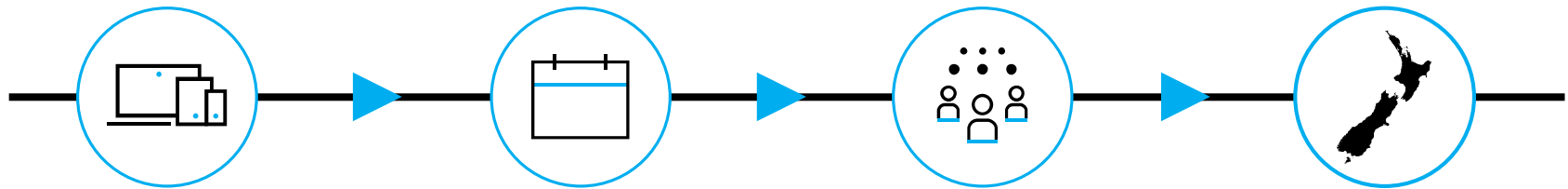
OBJECTIVES

The overall objective of this research is to gain a better understanding of complainants' perceptions of the BSA's formal complaints process in order to assist the BSA to improve delivery systems and service quality.

The research focuses on:

- ▶ How complainants came to know about the formal complaints process
- ▶ The source(s) complainants referred to (in finding out what to do, as well as when preparing their complaint)
- ▶ Complainants' perceptions of the way the BSA handled their part of the process
- ▶ Complainants' perceptions of the decision the BSA came to regarding their complaint
- ▶ Tracking perceptions of the BSA's performance over time.

METHODOLOGY



METHOD

At the end of each quarter, the BSA writes to complainants who have received a decision on a formal complaint that has been submitted or referred to the BSA. This letter provides background to the research and gives them the opportunity to withdraw their details prior to such details being passed on to Nielsen.

Nielsen sends complainants an email with a link to an online survey (or posts a hard copy if no email address is available). This is followed by two reminder emails.

FIELDWORK

The survey was conducted over the following dates in 2019 and 2020.

- 3 Sep to 20 Sep 2019
- 12 Nov to 29 Nov 2019
- 11 Feb to 28 Feb 2020
- 15 Apr to 14 May 2020*

*Due to COVID-19 fieldwork was extended to give complainants more time to complete, and only one reminder was sent.

RESPONDENTS

Over the last 12 months, 84 complainants were invited to participate in the survey and 46 completed the survey – a response rate of 55%.



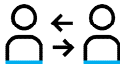

This is a return to previous years, after a slight decrease in response rate last year,

- 2018/19 (39% n=50),
- 2017/18 (55% n=47),
- 2016/17 (58% n=44),
- 2015/16 (47% n=52).

RESPONSE RATE

With an overall response of 46 from a universe of 84 complainants (55%), this gives a maximum margin of error of $\pm 10.1\%$ at a 95% confidence interval.

KEY FINDINGS

FOCUS	HIGHLIGHTS
 SATISFACTION WITH THE BSA's OVERALL MANAGEMENT OF THE PROCESS	<ul style="list-style-type: none"> ▶ A third (35%) of complainants 'agree' or 'strongly agree' that the BSA handled their part of the complaints process well. A slightly greater proportion (41%) 'disagree' or 'strongly disagree' with the statement. ▶ Two in five (40%) complainants are satisfied with aspects of the BSA's management of the complaints process (on average across three aspects). ▶ The majority (83%) of respondents' complaints were not upheld in 2019/20. Seventy percent of respondents in 2019/20 were first time complainants (had not complained to the BSA before).
 INFORMATION SOURCES	<ul style="list-style-type: none"> ▶ Almost all complainants (96%) are aware of, or have used, at least one BSA resource. ▶ The BSA website was most commonly used for understanding the complaints process (used by 50%), while two in five (43%) used the website to understand broadcasting standards. ▶ Of those who had used the new website, 71% were satisfied (on average across three aspects).
 INTERACTIONS WITH THE BSA	<ul style="list-style-type: none"> ▶ Overall, complainants are positive regarding the BSA's management of the complaints process. Complainants are generally satisfied with written and telephone correspondence, although satisfaction with the timeframe of communications (via both written and phone service) received comparatively more 'disagree' and 'strongly disagree' ratings. This was also reflected in the feedback given by respondents. ▶ Half (54%) of complainants thought the amount of contact with the BSA was 'about right', while 43% would have liked at least a little more contact. First time complainants had greater expectations of the amount of communication provided, with 50% indicating they would have liked more contact.
 BSA DECISIONS	<ul style="list-style-type: none"> ▶ BSA's relative strength is the clarity and ease of understanding the decisions made (48% 'agree' or 'strongly agree'); however, just 17% perceive the decision made to have been fair. ▶ Repeat complainants were generally more satisfied than first time complainants with the BSA's decision in relation to their complaint (across three aspects). This is consistent with a greater proportion of repeat complainants having had their complaint upheld. ▶ Rating a decision as unfair is in part due to the perception that the BSA is not impartial or had the broadcasters best interests at heart (mentioned by 38% of complainants who found the decision unfair).

OVERALL PERCEPTION OF COMPLAINTS PROCESS – SUMMARY OF RESULTS

AGREE THE PROCESS WAS HANDLED WELL	n=	2019/20	n=	2018/19	n=	2017/18	n=	2016/17	n=	2015/16
Total	46	35%	50	40%	47	36%	44	41%	52	40%
First time complainants^	32	28%	30	47%	27	41%	29	45%	31	39%
Repeat complainants	14	50%	20	30%	20	30%	14	29%	21	43%
Complaint upheld	8	75%	8	50%	7	71%	7	71%	14	79%
Complaint not upheld	38	26%	40	40%	40	30%	37	35%	38	26%
AWARENESS OF INFORMATION SOURCES	n=	2019/20	n=	2018/19	n=	2017/18	n=	2016/17	n=	2015/16
Any BSA resource	46	96%	50	94%	47	96%	44	98%	52	92%
BSA website	46	80%	50	84%	47	91%	44	82%	52	77%
BSA Guidance Sheet	46	41% ▼	50	64%	47	81%	44	59%	52	58%
Codes of broadcasting practice booklet	46	57%	50	46%	47	74%	44	61%	52	37%
Broadcaster	46	61%	50	62%	47	68%	44	52%	52	60%

^ 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?".

▲ ▼ Significantly higher/lower than 2018/19

OVERALL PERCEPTION OF COMPLAINTS PROCESS – SUMMARY OF RESULTS

INTERACTIONS WITH BSA	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	32-40	76%	40-47	65%	31-41	89%	40	80%	43	74%
Satisfaction with telephone correspondence (average of five attributes) – excl. N/A	10-11	79%	9	96%	9-11	92%	11	90%	9	85%
Satisfaction with BSA website* (average of three attributes) – excl. don't know	27-28	71%	36	55%	39	72%	35	86%	37	75%
BSA DECISIONS – excl. N/A	n=	2019/20	n=	2018/19	n=	2017/18	n=	2016/17	n=	2015/16
The BSA decision clear and easy to understand	46	48%	47	43%	45	58%	44	59%	52	64%
The decision the BSA made in relation to your complaint was fair	46	17%	48	15%	45	13%	43	14%	52	22%
The order (if any) made to the broadcaster was fair	7	43%	8	13%	7	14%	6	17%	14	23%
The BSA adequately explained the reasons for its decision	46	39%	47	34%	45	40%	43	51%	-	-

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

NOTES TO THIS REPORT

The views of 46 complainants form the basis of this report. These complaints relate to decisions made in the period 1 April 2019 to 31 March 2020.

Where possible, variances in the experiences of particular groups of complainants (e.g. first time complainants or those whose complaints were upheld) are highlighted. When the word 'significant' is used, this is a statistically significant change, however, if changes are mentioned without the word 'significant', results should be considered as indicative only, given the small number of respondents.

Many complainants took the opportunity to provide comments relating to the formal complaints process and broadcasting standards in general. Select comments are presented throughout the body of the report. Information that could identify complainants has been removed.

Due to rounding, the sum of individual ratings may not exactly match the combined result for 'agree' (e.g. 'strongly agree' and 'agree' may not add to the combined agreement result). These differences, however, are confined to a percentage point or two.

As the sample size is relatively small, in some questions it is difficult to identify common themes. As a result, the proportion of respondents who are reported as saying 'other' may appear to be large. However, this merely reflects that a range of themes were mentioned and full verbatim comments are available to the BSA.

Throughout the report, respondents are referred to interchangeably as complainants and respondents.

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