

COMPLAINANT SURVEY

RESEARCH REPORT 2025/26

Executive Summary
June 2026



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Complainants' Survey – Key Findings 2025-26

Complainants who had received BSA decisions between 1 April 2025 and 31 March 2026 were invited to complete the survey. The complaints of the majority of respondents (17 out of 20) had not been upheld.

Complaints process

7 out of 20 complainants (35%) agreed that the BSA handled the complaints process well (which represents a 12 per cent increase from 2023/24). The main thing identified as something for BSA to do differently was to improve at being seen as independent, unbiased and impartial. Additionally, complainants felt that the BSA needed to provide a quicker response and / or speed up the process.

Decisions

8 out of 20 complainants (40%) found the BSA's decisions clear and easy to understand, which is consistent with the levels seen in 2023/24. While 6 out of 20 complainants (30%) felt the BSA adequately explained the reasons behind its decisions, the majority were dissatisfied with decision outcomes and orders. Only a small number (3 out of 20 or 15%) stated that the decision on their complaint was fair.

Interaction with the BSA

Interactions with the BSA continue to remain largely positive. Satisfaction averaged 84% on average across the key areas of written correspondence for the 19 complainants who had written correspondence with the BSA, an increase of 18 per cent from 2023/24. 16 out of 19 complainants (84%) were satisfied with BSA staff's professionalism during written correspondence. No feedback was received on satisfaction with telephone correspondence.

Website and information sources

Satisfaction with the BSA website was at 80% across three attributes for the 17 complainants who had used the website, which is a 23 per cent increase from 2023/24.

All first-time complainants were aware of, or had used, at least one BSA resource.

Table 1. Agreement that the overall process was handled well

		Total	First-time complainants	Repeat complainants	Complaint upheld	Complaint not upheld
2025/26	%	35%	50%	25%	33%	35%
	n=	20	8	12	3	17
2023/24	%	23%	23%	23%	67%	21%
	n=	53	22	31	3	48
2021/22	%	33%	31%	40%	67%	32%
	n=	69	54	15	6	60
2020/21	%	37%	40%	25%	57%	32%
	n=	76	60	16	14	62
2019/20	%	35%	28%	50%	75%	26%
	n=	46	32	14	8	38
2018/19	%	40%	47%	30%	50%	40%
	n=	50	30	20	8	40
2017/18	%	36%	41%	30%	71%	30%
	n=	47	27	20	7	40
2016/17	%	41%	45%	29%	71%	35%
	n=	44	29	14	7	37
2015/16	%	40%	39%	43%	79%	26%
	n=	52	31	21	14	38

Base – All respondents

Q1. Prior to this most recent complaint, had you ever made a formal complaint to a broadcaster about a broadcast before?

Q20. Was the complaint upheld by the BSA?

Table 2. Awareness of information sources

Awareness of information sources		Any BSA resource	BSA website	BSA Guidance Sheet	Codes of broadcasting practice booklet	Broadcaster
2025/26	%	100%	63%	75%	n/a	63%
	n=	8	5	6	n/a	5
2023/24	%	94%	71%	58%	65%	65%
	n=	29	22	18	20	20
2021/22	%	96%	87%	62%	51%	58%
	n=	69	69	69	69	69
2020/21	%	93%	76%	66%	58%	58%
	n=	76	76	76	76	76
2019/20	%	96%	80%	41%	57%	61%
	n=	46	46	46	46	46
2018/19	%	94%	84%	64%	46%	62%
	n=	50	50	50	50	50
2017/18	%	96%	91%	81%	74%	68%
	n=	47	47	47	47	47
2016/17	%	98%	82%	59%	61%	52%
	n=	44	44	44	44	44
2015/16	%	92%	77%	58%	37%	60%
	n=	52	52	52	52	52

Base – First time complainants (2025/26 and 2023/24).

Sources used (Q5a & Q5b) or aware of (Q5c)

Table 3. Interactions with BSA

		Satisfaction with written correspondence (average of six attributes) – excl. N/A	*Satisfaction with telephone correspondence (average of five attributes) – excl. N/A	Satisfaction with BSA website* (average of three attributes) – excl. N/A
2025/26	%	84%	n/a	80%
	n=	16-19	n/a	17
2023/24	%	66%	65%	57%
	n=	46-50	5-6	45
2021/22	%	81%	86%	74%
	n=	59-67	10	60-62
2020/21	%	76%	81%	66%
	n=	55-67	10-13	61
2019/20	%	76%	79%	71%
	n=	32-40	10-11	27-28
2018/19	%	65%	96%	55%
	n=	40-47	9	36
2017/18	%	89%	92%	72%
	n=	31-41	9-11	39
2016/17	%	80%	90%	86%
	n=	40	11	35
2015/16	%	74%	85%	75%
	n=	43	9	37

Base – Respondents who received written correspondence/ received telephone correspondence / or visited the BSA website

Q7a. How would you rate the website on each of the following?

Q9b. Think about any correspondence prior to the final decision. How far do you agree or disagree that BSA's letters or emails were...

Q12. Thinking about your contact with BSA staff by telephone, please indicate whether you agree or disagree with the following statements.

*Note: no trend data is provided on the telephone satisfaction measures for the 2025/26 period as none of the respondents in had received any telephone communication from the BSA while their complaint was being considered.

Table 4. The BSA decisions

		The BSA decision is clear and easy to understand	The decision the BSA made in relation to your complaint was fair	The order (if any) made to the broadcaster was fair*	The BSA adequately explained the reasons for its decision
2025/26	%	40%	15%	0%	30%
	n=	20	20	3	20
2023/24	%	39%	6%	0%	24%
	n=	20	3	0	12
2021/22	%	42%	12%	67%	33%
	n=	66	66	6	66
2020/21	%	56%	20%	17%	49%
	n=	75	76	12	75
2019/20	%	48%	17%	43%	39%
	n=	46	46	7	46
2018/19	%	43%	15%	13%	34%
	n=	47	48	8	47
2017/18	%	58%	13%	14%	40%
	n=	45	45	7	45
2016/17	%	59%	14%	17%	51%
	n=	44	43	6	43
2015/16	%	64%	22%	23%	-
	n=	52	52	14	-

Base: All respondents, excluding those who said not applicable

Q21. How strongly do you agree or disagree with the following statements?

*Interpret with caution as base sample is low.



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