



Broadcaster Satisfaction Survey

May 2025

Prepared for
Broadcasting Standards
Authority



Introduction

The Broadcasting Standards Authority (BSA) is the statutory broadcasting regulator. On a biennial basis it canvasses feedback from organisations falling within its regulatory remit. The aim of the research is to understand broadcasters' levels of satisfaction with the BSA's processes, services and working relationships.

METHOD

Email invitations were sent out to a client-supplied list of 93 contacts at all broadcasters known to the BSA. Follow-up reminders – both by email and by phone – were issued, and a total of 36 complete responses were received. Questions asked respondents for their views about the BSA, and those who had recent complaints dealt with by the BSA were asked about their experience with the complaints process.

Though an improvement on the response rate in the previous survey, 36 completes only amounts to 39% coverage, potentially limiting the representativeness of the sample. Difficulties were experienced contacting multiple individuals on the client list.



Method details

Fieldwork ran from 3rd March-7th April 2025. Email addresses and phone numbers for 93 contacts known to the BSA were provided to truwind. In the first instance these contacts were invited via a personalised email link, and subsequently reminders were sent out by email and a follow-up phone call was made to contacts, fourteen of whom completed the survey over the phone.

36 complete responses were received out of 93 invitees, resulting in a margin of error of 13%. During the 12 months preceding this research, only 6 of the 93 contacts had been subject to a complaint referred to the BSA, and 4 out of these 6 participated in this research. Questions about the complaints determination process were only asked of these 4 respondents – while they account for two-thirds of the group who've had complaints determined by the BSA, the results from these questions are liable to vary considerably over time as the overall population of respondents is low.

Key findings

Key findings - year-on-year

Complaints process	2021	n	2022	n	2023	n	2025	n
Satisfaction with complaints processes <i>(good or very good)</i>	7	9	8	9	3	5	4	4
Fairness of the BSA's decisions over the last 12 months <i>(fair or very fair)</i>	7	9	8	9	3	5	4	4
Responding in a timely manner <i>(good or very good)</i>	7	9	8	9	3	5	4	4
Setting appropriate deadlines to respond by <i>(good or very good)</i>	7	9	7	9	3	5	3	4
Communication of the timeframe <i>(good or very good)</i>	5	9	7	9	3	5	4	4
Managing the overall time the process takes <i>(good or very good)</i>	5	9	6	9	2	5	3	4
Communications	2021	n	2022	n	2023	n	2025	n
Staff being professional <i>(good or very good)</i>	85%	41	91%	22	85%	20	86%	29
Staff being courteous and considerate <i>(good or very good)</i>	85%	41	95%	21	90%	20	79%	29
Staff being accessible and responsive <i>(good or very good)</i>	81%	42	82%	22	85%	20	86%	29
Staff being informative and knowledgeable <i>(good or very good)</i>	81%	43	91%	22	85%	20	79%	28
BSA Research	2021	n	2022	n	2023	n	2025	n
BSA Research programme <i>(good or very good)</i>	-	-	-	-	72%	28	42%	36
Effectiveness of sources of information (top 3 sources in 2025)	2021	n	2022	n	2023	n	2025	n
Email from BSA	-	-	90%	-	77%	-	86%	21
Bulletin / Pănuî from BSA	-	-	88%	-	77%	-	82%	17
BSA website	-	-	80%	-	72%	-	88%	17
Information needs	2021	n	2022	n	2023	n	2025	n
Sought or received information from a BSA workshop or seminar	5%	57	21%	33	18%	28	22%	36
BSA website	2021	n	2022	n	2023	n	2025	n
Visited the BSA website in the last 12 months	68%	57	87%	33	47%	28	58%	36
Content is clear and easy to understand <i>(good or very good)</i>	78%	41	90%	29	85%	20	92%	26
Content is relevant and informative <i>(good or very good)</i>	78%	41	93%	29	90%	20	96%	26
Ease of use, including ability to search for content <i>(good or very good)</i>	71%	41	76%	29	79%	19	88%	26
Organisation of information <i>(good or very good)</i>	68%	41	86%	29	80%	20	77%	26
Can find what is needed <i>(good or very good)</i>	75%	40	76%	29	85%	20	88%	26
Working relationship with the BSA	2021	n	2022	n	2023	n	2025	n
Satisfaction with relationship with BSA <i>(good or very good)</i>	80%	56	81%	31	78%	27	79%	34

Key findings - year-on-year

Complaints determination

- 4 respondents had complaints determined by the BSA in the last 12 months
- These respondents unanimously rate the overall complaints process as ‘good’, and likewise that it is much the same as in the past
- 3 out of the 4 respondents found the BSA’s decision-making ‘fair’, and the remaining respondent found it ‘very fair’

Effectiveness of sources of information

- All sources of information are perceived positively by respondents
- Email remains the most frequent source of BSA information but the BSA bulletin/Pānui has replaced the BSA website as the second most frequent source of information, pushing the website down to third place, which it holds jointly with the Code of Broadcasting Standards 2022
- The Code of Broadcasting Standards was unanimously rated as a helpful source of information
- The percentage of respondents using online training resources has risen since 2023

Interactions with staff

- BSA staff are generally seen as courteous and considerate, professional, informative and knowledgeable, and accessible and responsive
- Perceptions are largely consistent with the previous survey

Key findings - year-on-year

BSA research

- 36% of respondents said they had read at least one piece of BSA research
- 58% of respondents had either read, or heard of, at least one piece of BSA research
- The most widely read research publication was 'Freedom of Expression and Harms to Diverse Communities'
- Numbers rating the BSA research programme 'good' or 'very good' have dropped. However, the majority of respondents had not read any research publications
- Understandably, perceived usefulness of research depends heavily on whether the respondent had read the research or just heard of it

BSA website

- 58% of respondents said they had visited the BSA's website at least once in the past 12 months
- We note improvements in beliefs that the website's content is clear and easy to understand, as well as gains in ease of use more generally

Relationship with the BSA

- Broadcasters continue to rate their relationship with the BSA well
- Further, respondents don't feel as though their relationship with the BSA is any different from in the past

Information provided by the BSA

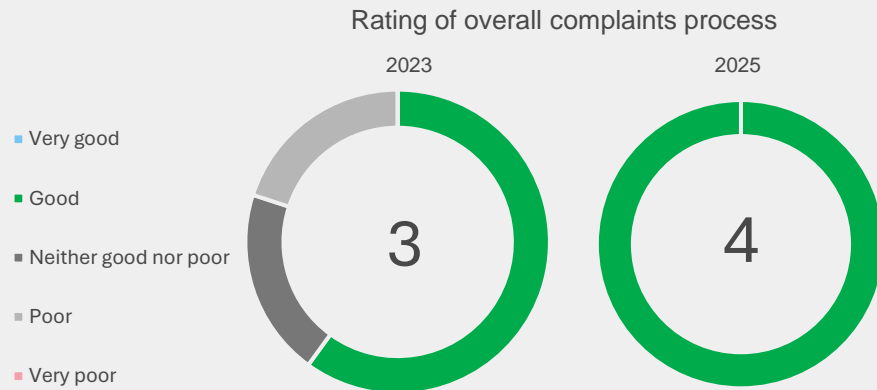
- Information about broadcaster obligations and complaints provided by the BSA is generally seen as either 'good' or 'very good'

Processes and services

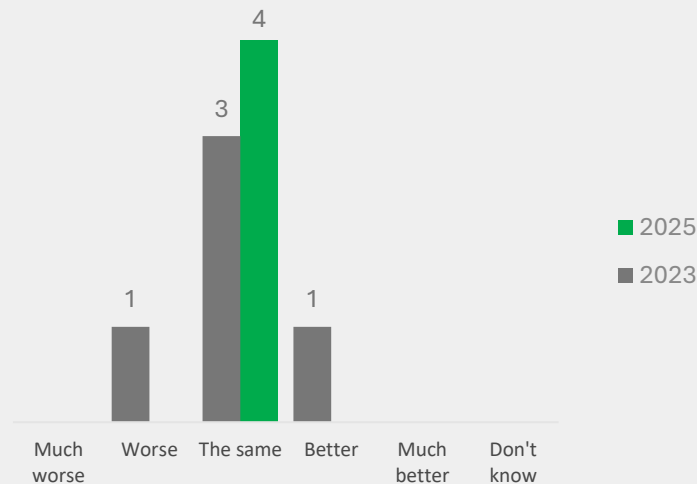
Complaints determination

Perceptions of the complaints process are stable

Only a very small number of respondents were involved in a complaints process handled by the BSA, but they tend to be comfortable with the BSA's conduct of the complaints process



How does the complaints process compare with 12 months ago?

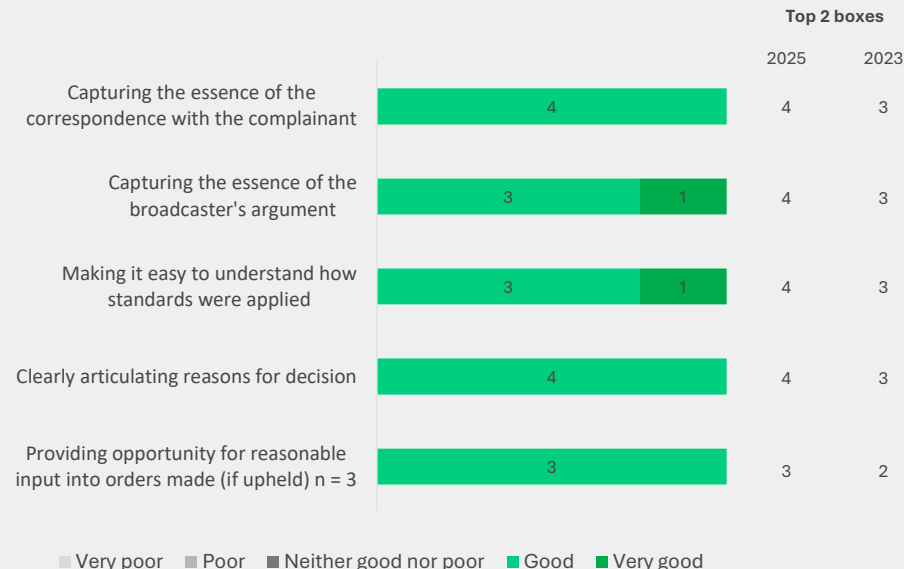


Base: All respondents who have had a complaint determined by the BSA in the last 12 months (2023, n = 5; 2024, n = 4 LOW SAMPLE SIZE)

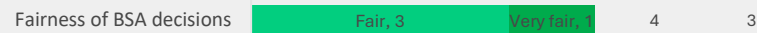
Question: 'Overall, how would you rate the process you, as a broadcaster, go through when a complaint has been referred to the BSA?'

Question: 'Compared with 12 months ago, how would you rate this process?'

Broadcasters unanimously rated BSA's written decisions as good or very good, and agreed the decision was fair



Fairness of BSA decisions



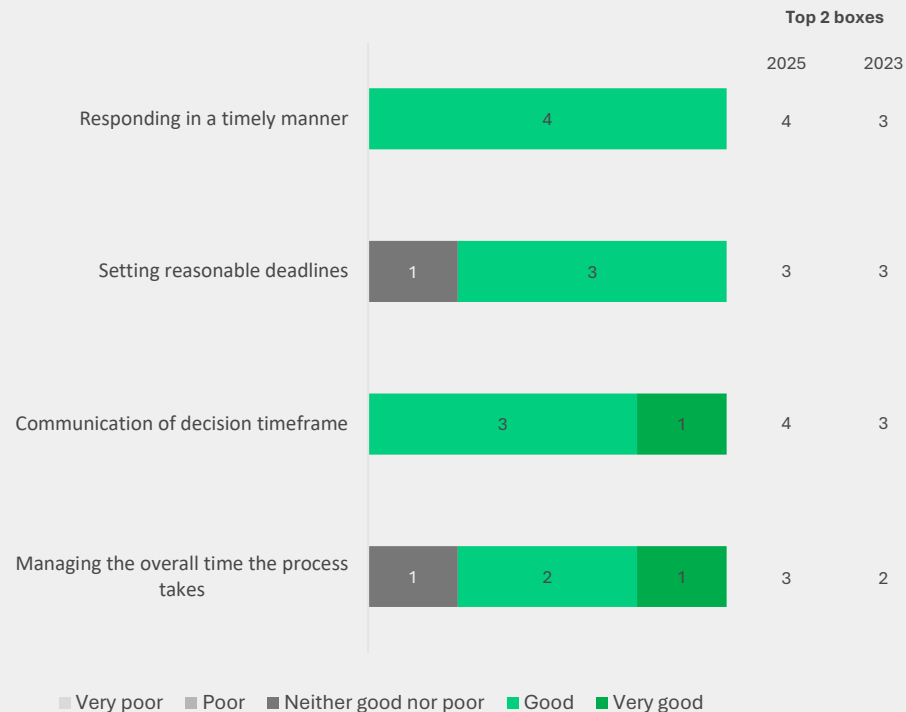
Base: All respondents who have had a complaint determined by the BSA in the last 12 months (2023, n = 5 LOW SAMPLE SIZE; 2025, n = 4 LOW SAMPLE SIZE, except for providing opportunity for reasonable input into orders made)

Question: 'How would you rate the written decisions your organization has received from the BSA in the last 12 months in terms of...?'

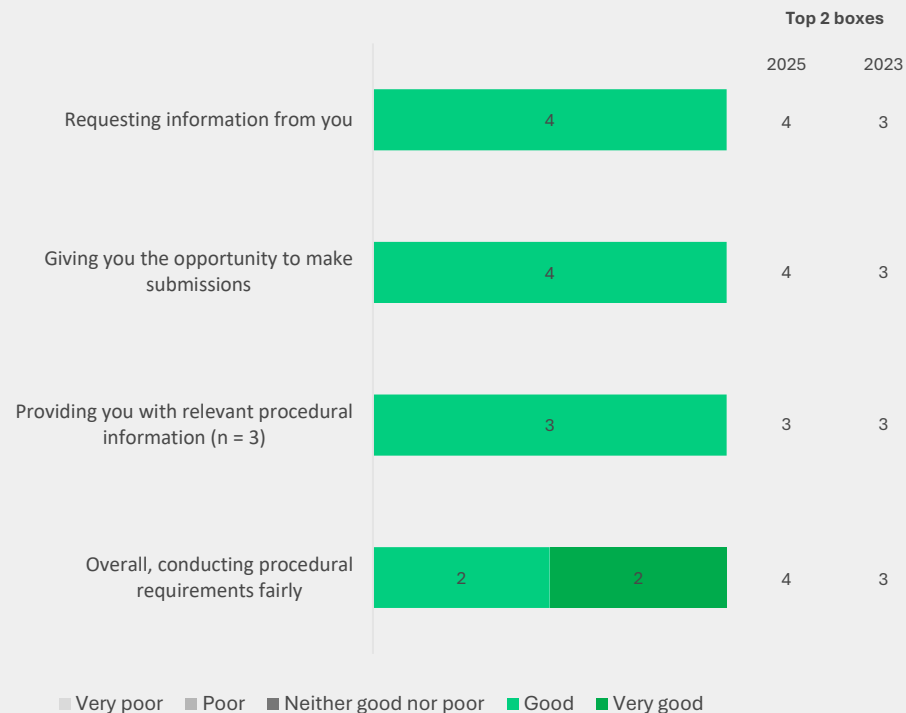
Question: 'In general, please rate how fair you think the BSA's decisions were about the formal complaints you dealt with over the last 12 months?'

Feedback about timeliness was generally positive

One respondent was more neutral about the BSA's deadlines and its management of the overall time the complaints process takes



The BSA is seen to perform strongly in observing its processes and procedures



Base: All respondents who have had a complaint determined by the BSA in the last 12 months (2023, n = 5 LOW SAMPLE SIZE; 2025, n = 4 LOW SAMPLE SIZE, with noted exception)

Question: How would you rate BSA's management of the complaints process, from a formal complaint first being referred to the BSA until the decision is released, in terms of...

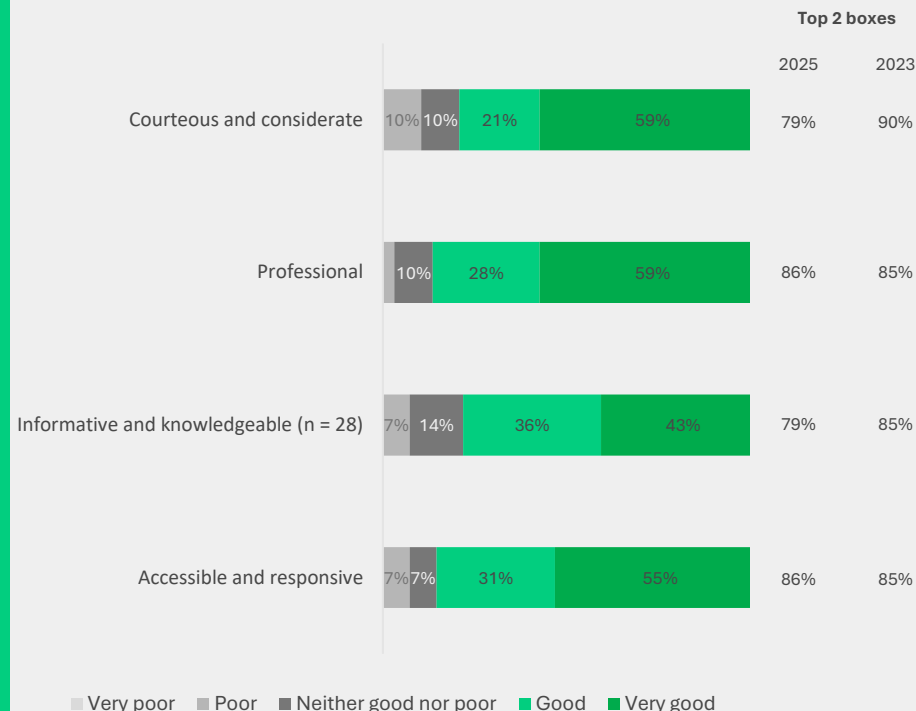
Processes and services

Communication



Respondents generally approve of their interactions with BSA staff

On two measures - 'courteous and considerate' and 'informative and knowledgeable' - we note slight drops in ratings from 2023



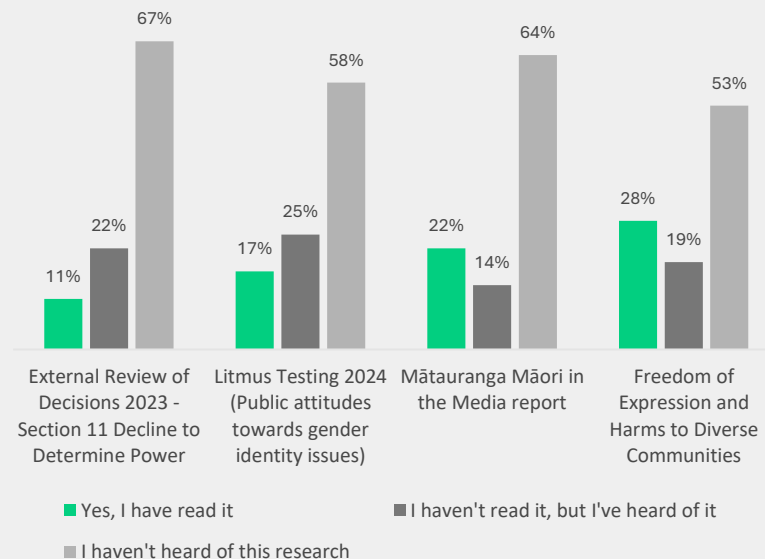
Processes and services

BSA research

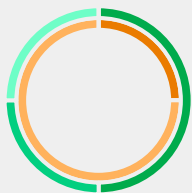
The majority of respondents had not read any research publications

Among respondents who had read research, Freedom of Expression and Harms to Diverse Communities and Mātauranga Māori in the Media were the most widely read

Awareness of BSA research

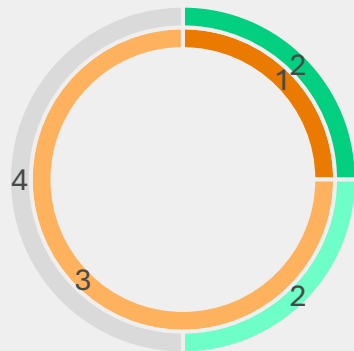


Perceived value of BSA research publications

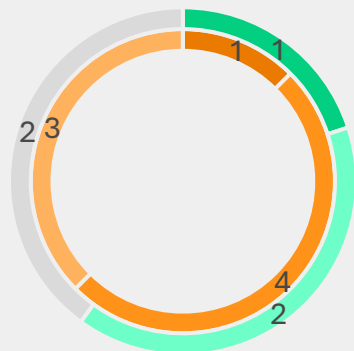


Outer circle: Heard of research but not read
Inner circle: Read research

External Review of Decisions 2023

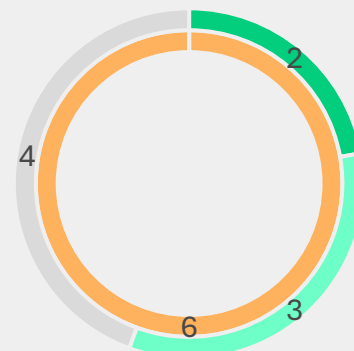


Mātauranga Māori in the Media

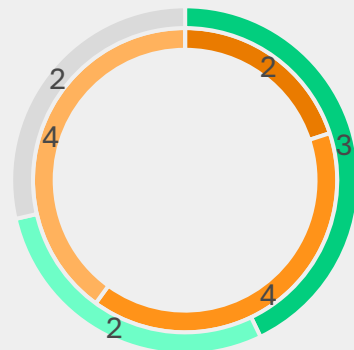


Very valuable
Valuable
Somewhat valuable
Not at all valuable

Litmus Testing 2024



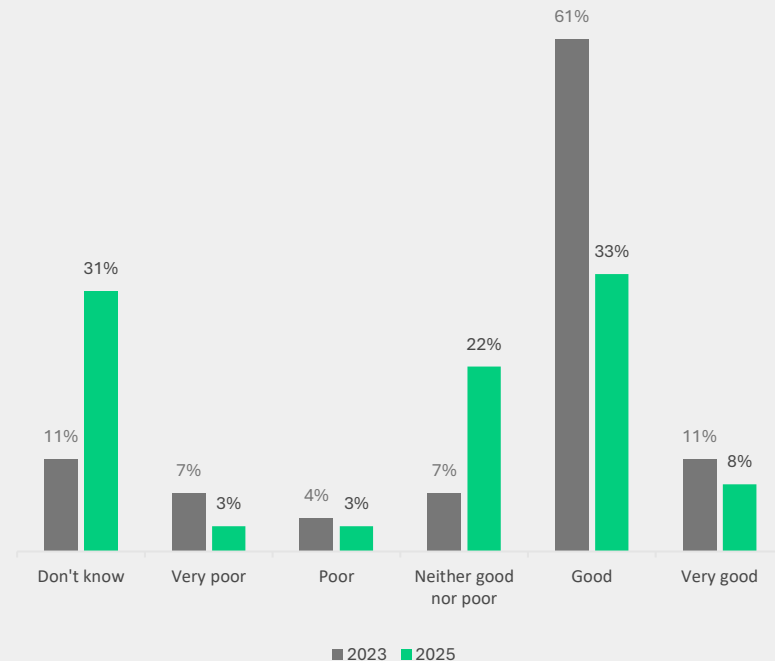
Freedom of Expression and Harms to Diverse Communities



Very valuable
Valuable
Somewhat valuable
Not at all valuable

Appreciation of the BSA research programme has softened somewhat

The proportion rating it as ‘very good’ or ‘good’ has dropped from 72% to 41%. However, lack of awareness of BSA research is probably the more important issue to address



Base: All respondents (2023, n = 28; n = 36)

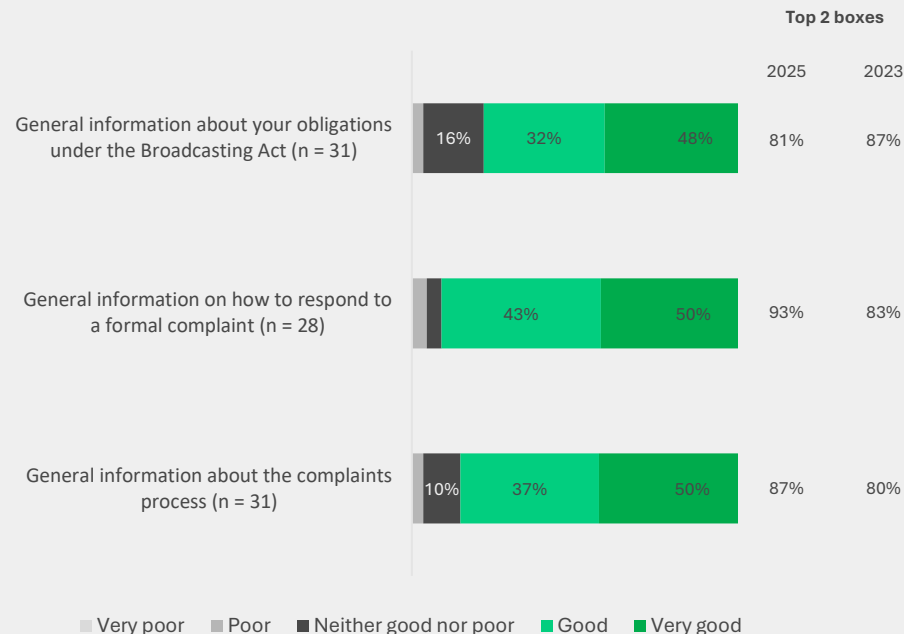
Question: 'Overall, how would you rate the BSA research programme?'

Processes and services

Information

Over 80% of respondents rate these three sources of information from the BSA as 'good' or 'very good'

We can see some improvement in perceptions of information received from the BSA about the complaints process since 2023.

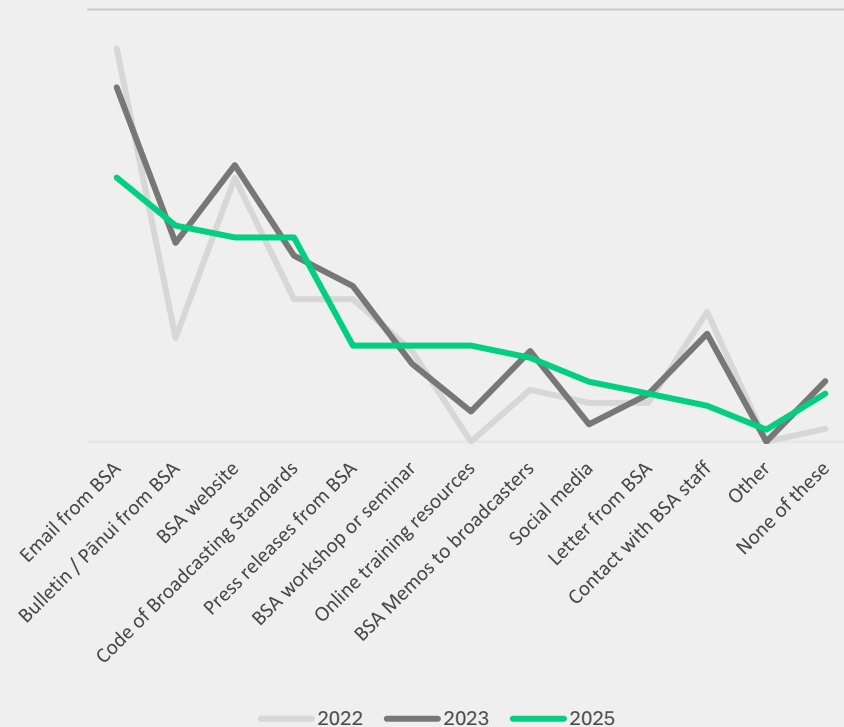


Base: All respondents excluding 'Don't know / Not Applicable'

Question: 'Overall, how would you rate the general information received from the BSA about each of the following...?'

Email remains the most frequent source of BSA information

However, email has notably declined since 2023, while the Pānui has increased in importance relatively

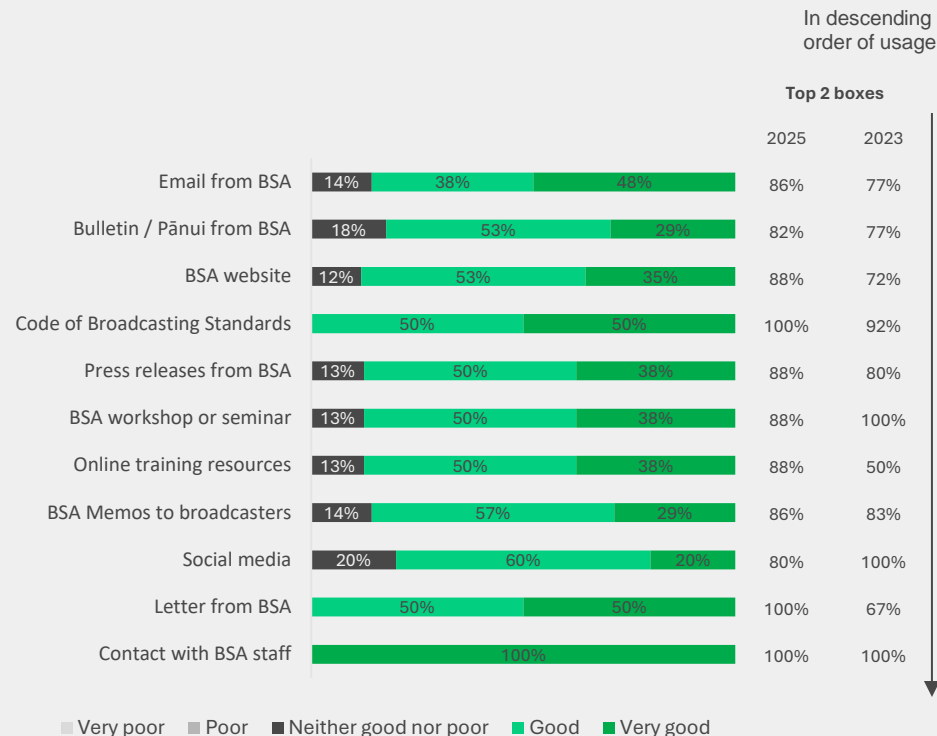


Base: All respondents (2022, n = 33; 2023, n = 28; 2025, n = 36)

Question: 'Through which of the following sources have you sought or received information about the BSA and your broadcasting obligations?'

All sources of information are rated positively

The Code of Broadcasting Standards enjoys unanimous agreement that it is a helpful source of information



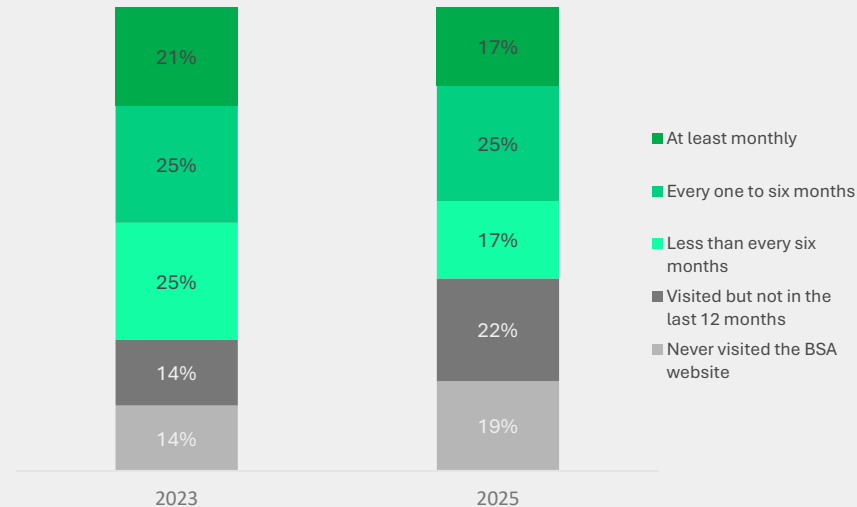
Base: Respondents who used the source in question excluding 'Don't know / Not Applicable'
 Question: 'For each source used, can you please indicate how helpful the information you received from this source was?'

Processes and services

BSA website

58% of respondents had visited the BSA website at least once in the past year

17% of respondents said they had used the BSA website regularly (on at least a monthly basis)

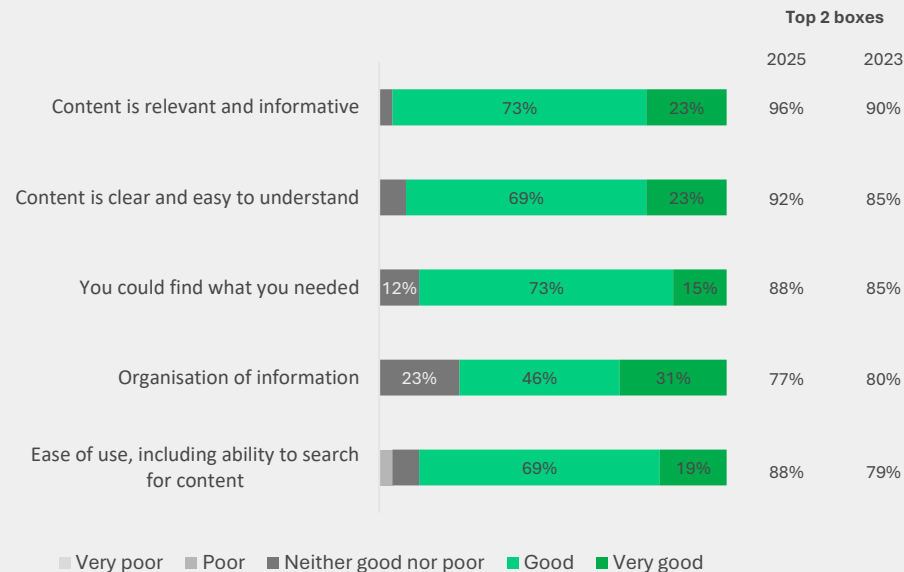


Base: All respondents (2023, n = 28; 2025, n = 36)

Question: 'How many times, on average, have you visited the BSA website in the last 12 months?'

Website ratings are strong and stable year-on-year

We see an uptick in perceptions of ease of use, suggesting that improvements made to the website since 2023 have landed well



Base: Respondents who had visited the BSA website excluding 'Don't know / Not applicable' (2023, n = 20; 2025, n = 26)
Question: 'How would you rate the refreshed BSA website on each of the following?'

Most broadcasters didn't specify anything they wanted from the BSA, but several of those who did approved of the suggestions in the question!

'Could the BSA do more to explain balance (over time) to the public, who assume every item broadcast must be internally balanced?' (*complaint determined by BSA in past 12 months*)

'Not at this stage as your website is sufficient for queries regarding broadcasting'

'Yes, to all of the above [standards training for staff, improving complaints management systems, levies management, onboarding resources for new staff]'

'Would like to see standards apply to online content broadcasted out of NZ via radio, television or podcasts'

'More visibility would help as we have little contact with them. They could be more relevant for a small station'

'Election rules for broadcasters and programme makers who are also standing for election'

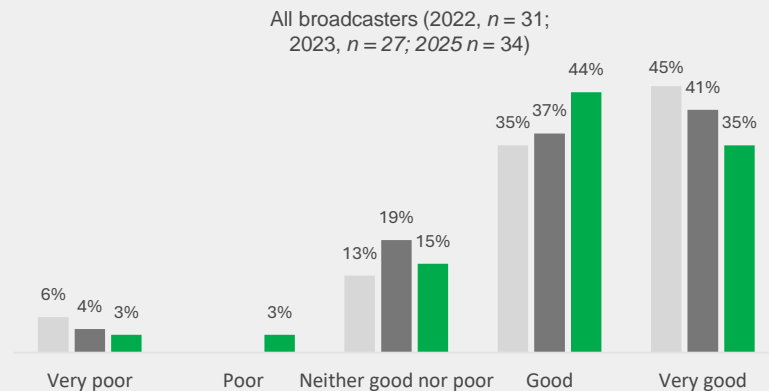
'Yes, all of the above'

'No, we have access to everything we need from the BSA'

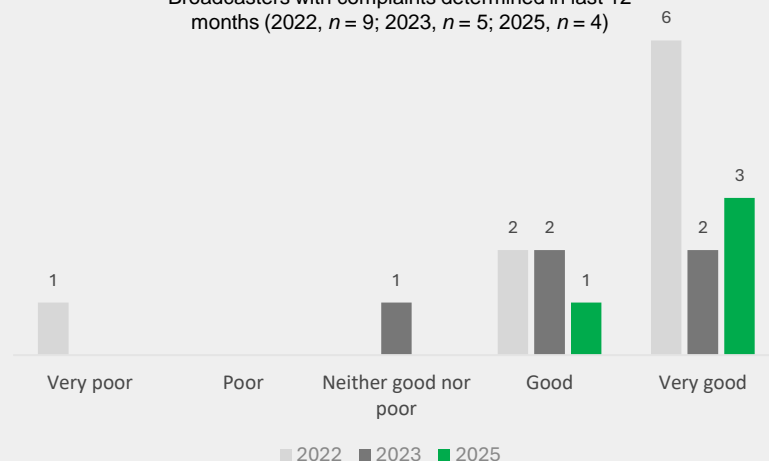


Working relationship with the BSA

Broadcasters rate their relationship with the BSA well, with results relatively consistent over time

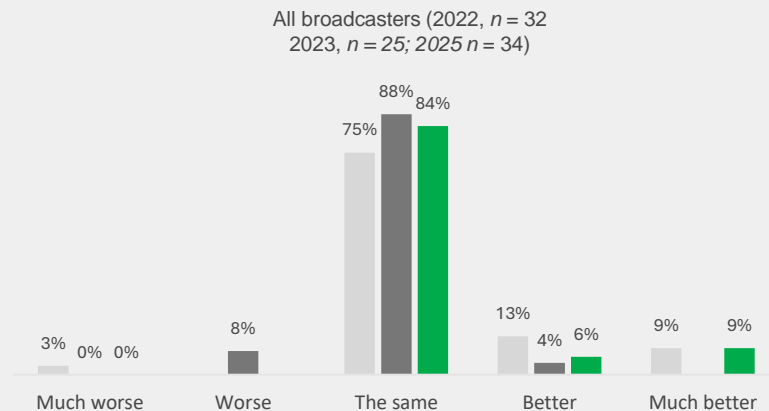


Broadcasters with complaints determined in last 12 months (2022, $n = 9$; 2023, $n = 5$; 2025, $n = 4$)

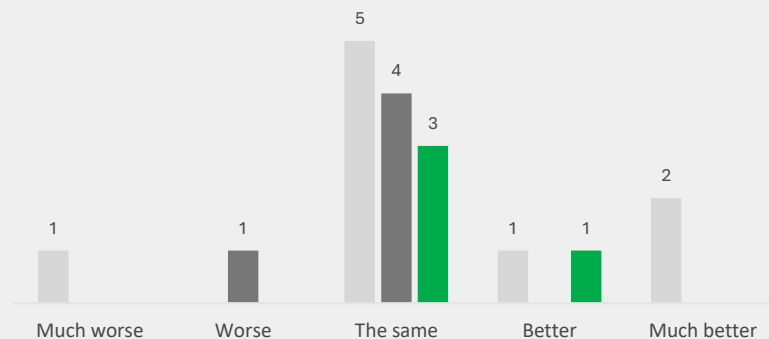


Question: 'Overall, how would you rate the relationship you have with the BSA?'

Respondents rate their relationship with the BSA as being the same as a year ago



Broadcasters with complaints determined in last 12 months (2022, $n = 9$; 2023, $n = 5$; 2025, $n = 4$)



■ 2022 ■ 2023 ■ 2025

Bases exclude 'Don't know / Not applicable'

Question: 'Overall, how would you rate the relationship you have with the BSA?'

Recommendations and next steps

Key takeouts

1 Most broadcasters are not regularly involved with the BSA...

...but organisations who do have a complaint determined are generally satisfied with how it is handled and with the BSA's judgement.

2 BSA research could have greater awareness

Most broadcasters have not read any research, and only 58% have heard of it.

There is an opportunity to make research more accessible. Those who do read the research generally find it useful.

3 Perceptions of information about how to respond to a complaint have improved

Online training resources are also seeing more use than before, with 7% of respondents using them in 2023 compared with 22% now.

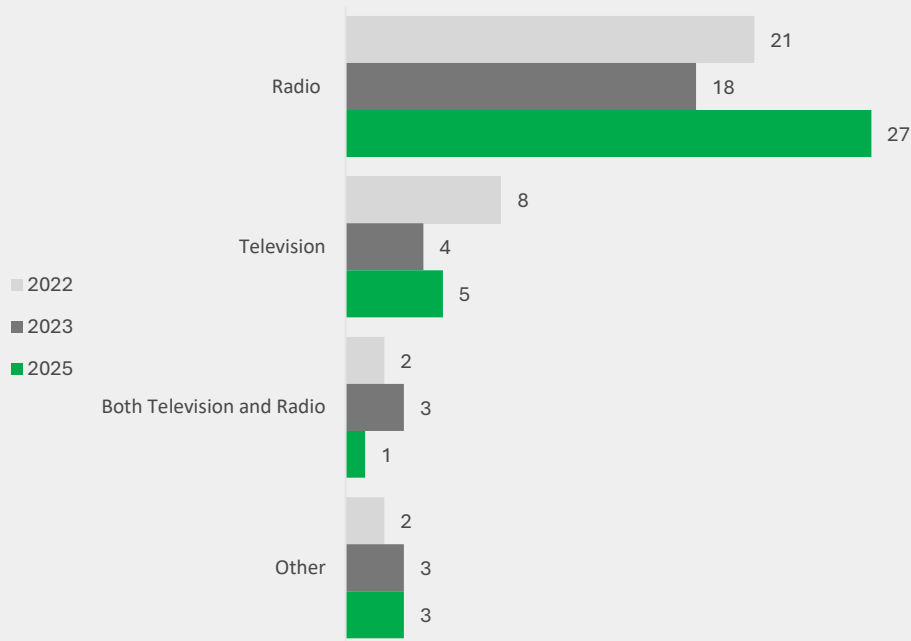
4 More respondents are reading Pānui than in previous years

The higher recognition this year of Pānui as a utilised information source suggests its cut-through is increasingly registering.

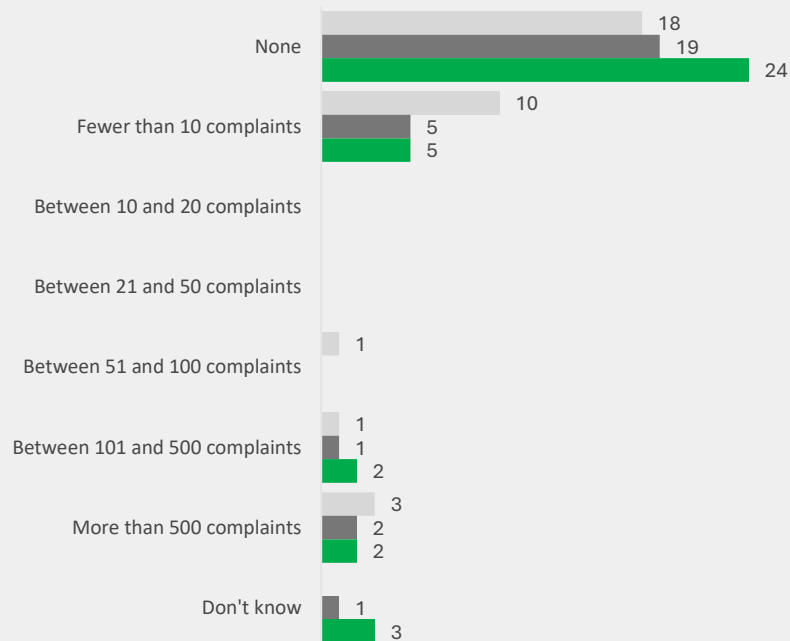
Appendix

Most respondents had received no complaints

Broadcasters by type

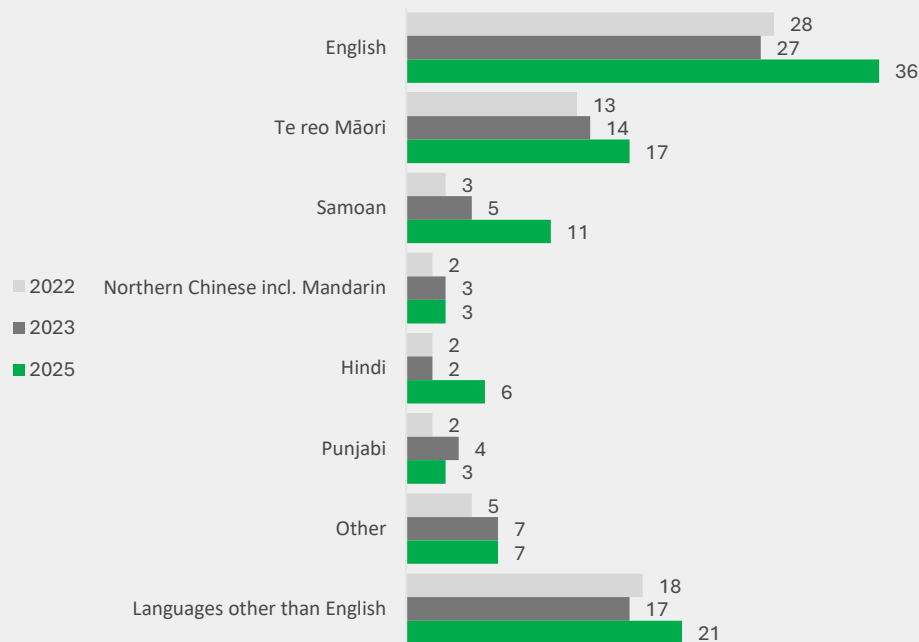


Broadcasters by number of complaints

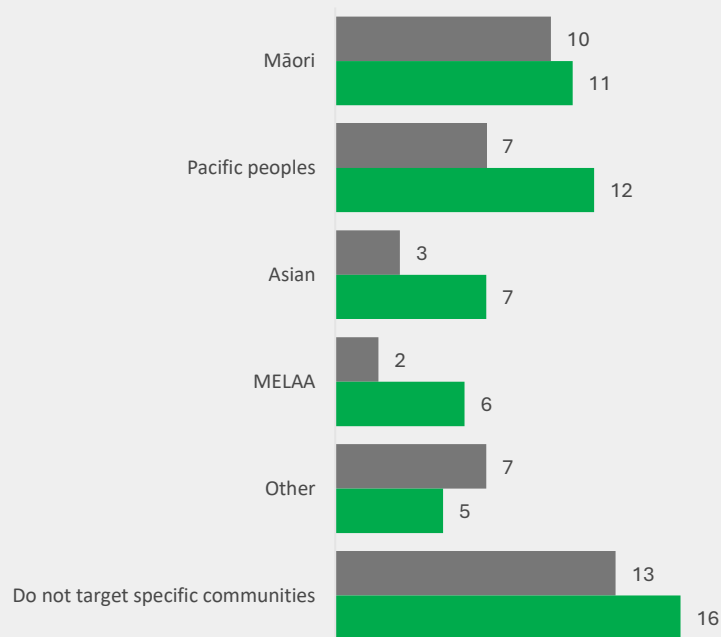


There has been some growth in respondents targeting content at Pacific and Asian peoples

Languages broadcast in



Broadcasters by ethnicities targeted

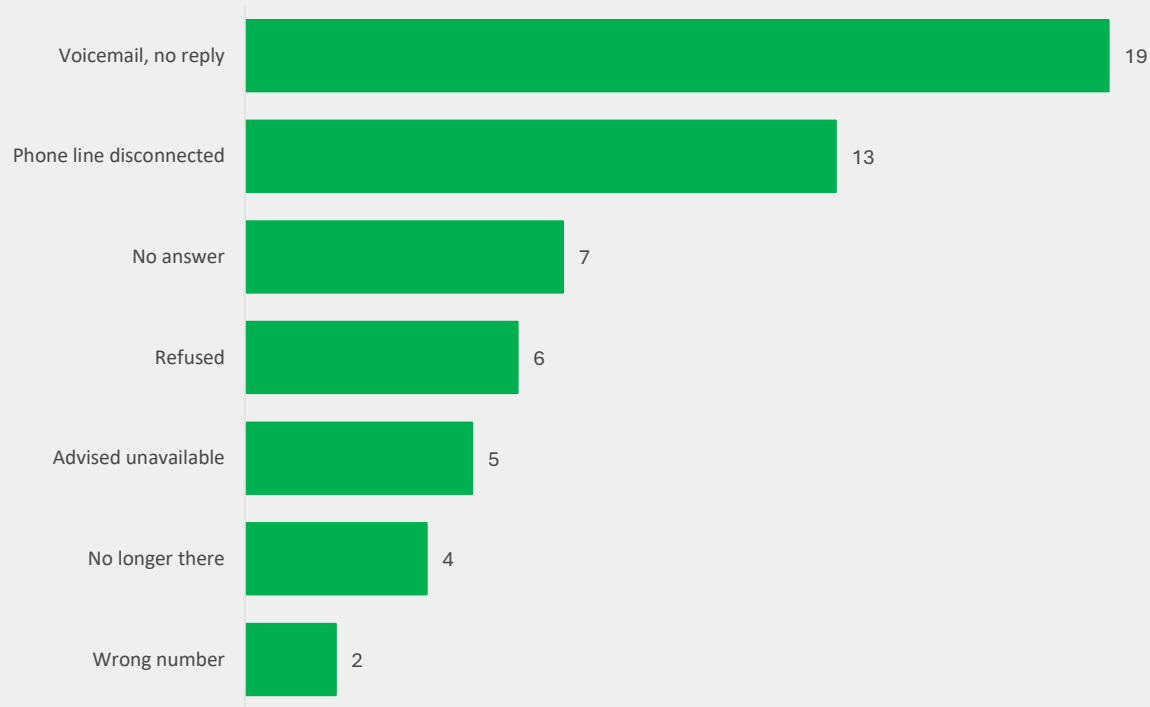


Base: All respondents (2022, n = 23; 2023, n = 33; 2025, n = 36)

Question: 'Which languages do you broadcast in?'

Question: 'Please identify any specific ethnic communities targeted by broadcasts you offer?'

Attempts to reach non-respondents



Thanks!

