



# **Broadcasting Standards Authority** Te Mana Whanonga Kaipāho

## **Complainants satisfaction research Results 2020-2021**

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# Complainants satisfaction research survey 2020-21

NielsenIQ was engaged to survey all (141) complainants who had received decisions from the Broadcasting Standards Authority (BSA) in the period from 1 April 2020 to 31 March 2021. 76 completed the survey (a response rate of 54%).

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.

## Executive summary

### Satisfaction with the BSA's overall management of the process

Over a third (37%) of complainants 'agree' or 'strongly agree' that the BSA handled their part of the complaints process well. 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 addressing the complaint and dealing with the matter appropriately (mentioned by 40%).

On average, across the three tested aspects of the BSA's management of the complaints process, two in five (40%) complainants are satisfied.

The outcomes of complaints are consistent over time, with the majority (82%) of respondents' complaints not being upheld in 2020/21. Seventy nine percent of respondents in 2020/21 were first time complainants (had not complained to the BSA before).

### Information sources

Over nine in ten complainants (93%) are aware of or have used at least one BSA resource (eg the BSA website, BSA Complaints Guide, relevant code of broadcasting practice, or contact with the BSA via email, letter or telephone).

The BSA website was most commonly used for understanding the complaints process (used by 50%), while nearly two in five (38%) used the website to understand broadcasting standards.

Of those who had used the BSA website, 66% were satisfied (on average across the three aspects tested).

### Interactions with the BSA

Overall, complainants are positive regarding interactions with the BSA. Complainants are generally satisfied with written and telephone correspondence, although satisfaction with the timeframe of communications (via written service in particular) received comparatively more 'disagree' and 'strongly disagree' ratings.

The BSA is recognised for its professionalism – over eight in ten complainants 'agree' or 'strongly agree' that the phone contact (85%) with the BSA and written correspondence (84%) are professional.



Six in ten (61%) of complainants thought the amount of contact with the BSA was ‘about right’, while just over a third (36%) would have liked at least a little more contact.

## BSA decisions

BSA’s relative strengths are the clarity and ease of understanding the decisions made and adequately explaining the reasons for its decision (56% and 49% respectively ‘agree’ or ‘strongly agree’); however, just 20% perceive the decision made to have been fair.

Rating a decision as unfair is in part due to the perception that the BSA is not impartial or had the broadcaster’s best interests at heart (mentioned by 25% of complainants who found the decision unfair).

## Summary of results

Agree the process was handled well	n=	2020/21	n=	2019/20	n=	2018/19	n=	2017/18	n=	2016/17	n=	2015/16
Total	76	37%	46	35%	50	40%	47	36%	44	41%	52	40%
First time complainants <sup>^</sup>	60	40%	32	28%	30	47%	27	41%	29	45%	31	39%
Repeat complainants	16	25%	14	50%	20	30%	20	30%	14	29%	21	43%
Complaint upheld	14	57%	8	75%	8	50%	7	71%	7	71%	14	79%
Complaint not upheld	62	32%	38	26%	40	40%	40	30%	37	35%	38	26%
Awareness of information sources	n=	2020/21	n=	2019/20	n=	2018/19	n=	2017/18	n=	2016/17	n=	2015/16
Any BSA resource	76	93%	46	96%	50	94%	47	96%	44	98%	52	92%
BSA website	76	76%	46	80%	50	84%	47	91%	44	82%	52	77%
BSA Guidance Sheet	76	66%▲	46	41%	50	64%	47	81%	44	59%	52	58%
Codes of broadcasting practice booklet	76	58%	46	57%	50	46%	47	74%	44	61%	52	37%
Broadcaster	76	58%	46	61%	50	62%	47	68%	44	52%	52	60%
Interactions with BSA	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	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	10-13	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	61	66%	27-28	71%	36	55%	39	72%	35	86%	37	75%
BSA decisions – excl. N/a	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	75	56%	46	48%	47	43%	45	58%	44	59%	52	64%
The decision the BSA made in relation to your complaint was fair	76	20%	46	17%	48	15%	45	13%	43	14%	52	22%
The order (if any) made to the broadcaster was fair	12	17%	7	43%	8	13%	7	14%	6	17%	14	23%
The BSA adequately explained the reasons for its decision	75	49%	46	39%	47	34%	45	40%	43	51%	-	-

<sup>^</sup> Note change in language 2015/16 measure. “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 2019/20