



# Public Awareness Online Omnibus Research – Final Report

Broadcasting Standards Authority

June 2019

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# Executive Summary

The Broadcasting Standards Authority's (BSA) Statement of Intent 2017-21 has as a performance measure that: Public awareness that individuals can make a formal complaint about television and radio content is increased to, and maintained at, over 75%. In its Statement of Performance Expectations, the BSA identifies that ensuring that New Zealanders are aware of the BSA and aware they can make a complaint is a key deliverable. It undertakes to commission, every two years, a survey measuring the percentage of New Zealanders:

- aware of the BSA;
- aware that they can make a formal complaint.

This report analyses the results of the 2019 survey including how the results compare with the results of previous surveys conducted in 2017 and 2014.

## BSA

### Awareness of the BSA

Eighty-nine percent of New Zealanders were aware of the BSA, a marginal decrease of 3% from 2017 (92%).

Māori (82%), Pasifika (62%) and Asian (72%) participants were significantly less likely to be aware of the BSA, compared to non-Māori/Pasifika/Asian respondents (93%).

### Awareness and knowledge of the BSA's role

Most of those who were aware of the BSA have a good understanding of the BSA's role, with 33% identifying their role in taking complaints, 21% noting that they are there to investigate complaints and 32% pointing out that they set and manage the broadcasting standards. Awareness of these roles was similar to that shown in 2017.

## Complaints process

### Awareness of the complaints process

Eighty-four percent of New Zealanders knew for sure they can take a course of action to make a formal complaint, while 13% assume they can do so; no change from the 97% of New Zealanders who knew for sure (83%) or assumed (14%) they could make a formal complaint in 2017.

The proportion of New Zealanders who knew for sure they can take a course of action to make a formal complaint in 2019 (84%) is consistent with 2017 (83%), as is the proportion who assume this; 13% in 2019 compared with 14% in 2017.

- Older and non-Māori/Pasifika/Asian respondents were more likely to know for sure you can make a formal complaint.

- Respondents aged 18-29 were less likely to know for sure and more likely not to know if you can make a formal complaint.

## SOI/SPE measures

### SOI/SPE measures tracked

	2019 (%)	2017 (%)	2014 (%)
Aware can make a formal complaint	84	83	79
Aware could take a course of action that would lead them to finding out about how to make a formal complaint	91	95	85
Awareness of BSA	89	92	81

### SOI/SPE measures comparing 'all' New Zealanders with Māori, Pasifika and Asian respondents

	2019 (%) All	2019 (%) Māori	2019 (%) Pasifika	2019 (%) Asian
Aware can make a formal complaint	84	82	74	66*
Aware could take a course of action that would lead them to finding out about how to make a formal complaint	91	90	86	79*
Awareness of BSA	89	82*	62*	72*

NB: Figures with an asterisk (\*) indicate where there are significant differences.

## Content restriction / blocking on television

In 2017 the BSA tested awareness of the availability of tools to block content (filtering technology). In light of their ongoing work in this area, they wanted to test whether awareness levels had changed.

### Overall Awareness

Unprompted, less than half of New Zealanders (46%) were aware of the availability of filtering technology; unchanged from 2017.

### Content restriction / blocking process

When asked to describe how they can block access to content on television, half (50%) of respondents mention using built-in functionality of the service or app, for example parental control settings, on Sky, Netflix, YouTube etc. Adding a pin or password to certain content was mentioned by 34% of respondents. A lower proportion believed they could set age restrictions or block R rated content (13%) and use in built features on their TV or device (10%).

### Awareness of content restriction across different platforms

When prompted about their knowledge of filtering technology across five different platforms, a majority of respondents were aware of filtering technology on Pay television (65%) and Web Browsers generally (57%), YouTube and Subscription video on demand (52% apiece).

- Awareness of filtering technology on Pay television in 2019 (65%) is unchanged from 2017.
- Awareness of the availability of filtering technology on Web Browsers generally has decreased since 2017; down 6% from 63% to 57%.
- Awareness of filtering technology on YouTube and Subscription video on demand has increased 6% apiece since 2017; 52% compared with 46%.
- Eighteen percent said that they knew of filtering technology on Free-to-air television, consistent with 2017 (16%).

Findings indicate that many New Zealanders were unaware of filtering technology on the platforms listed. Lack of awareness was highest for free-to-air television with 82% being unaware. This was followed by subscription video on demand and YouTube (48% apiece unaware), web browsers generally (43%) and pay television (35%).

Unawareness has increased for web browsers generally by 6%, reduced by 6% apiece for YouTube and subscription video and remained consistent for pay and free-to-air television.

Generally, respondents aged 30-44, Māori and those with dependent children were more likely to know how to set up and personally use filtering / blocking technology across the various platforms tested. Non-Māori/Asian/Pasifika respondents and those without dependent children are less likely to know. [Numbers for each platform tested and demographic differences are provided in Section 2 of the report].

#### **Usage of and content restriction / blocking on television**

Depending on the platforms tested, between 4% and 15% of New Zealanders know how to use filtering technology and personally use it; small but significant increases for all platforms, excluding free-to-air television, where usage is consistent with 2017.

Personal usage of YouTube and subscription video on demand has increased 6% since 2017.

#### **Content restriction / blocking process**

When asked to describe how they can block access to content on television, half (50%) of respondents mention using built-in functionality of the service or app, for example parental control settings, on Sky, Netflix, YouTube etc. Adding a pin or password to certain content was mentioned by 34% of respondents. A lower proportion believed they could set age restrictions or block R rated content (13%) and use in built features on their TV or device (10%).

#### **Differences by ethnicity**

- Māori respondents were generally more aware of filtering technology and were also more likely to personally use filtering/blocking technology across all tested media platforms.
- Māori, Pasifika and Asian respondents were less likely to be aware of the Broadcasting Standards Authority.

- Asian respondents were less likely to know for sure they could make a formal complaint or that they could take a course of action that would lead them to finding out about how to make a formal complaint.

These findings suggest that work may be required to ensure that these communities are aware of the BSA and can therefore access the BSA complaints system.

# Methodology

Results in this report are based upon questions asked in the UMR Research nation-wide online omnibus survey. The online omnibus is designed to achieve a nationally representative sample of 1000 people, across three key demographics; region, gender and age.

In each online omnibus survey, we tend to get around 100-110 Māori respondents, 20-30 Pasifika respondents and 70-80 Asian respondents. The overall results are weighted by ethnicity to the 2013 census figures for people 18 years and over.

In 2019, the BSA also wanted to test awareness among Māori, Pasifika and Asian communities so that they can determine whether further work is required to ensure that these communities are aware of and can therefore access the BSA complaints system.

To get better representation amongst the individual ethnic groups, boosters were applied, and the ethnic sub-samples achieved were; n=184 Māori participants, n=76 Pasifika participants and n=165 Asian participants.

Booster samples data was merged with the online omnibus data and the data was then weighted by age, gender, location and ethnicity.

## Fieldwork dates

Fieldwork for the nation-wide omnibus survey was conducted from 24 April to 1 May 2019.

Fieldwork for the booster samples was conducted from 13<sup>th</sup> to 15<sup>th</sup> June 2019.

## Margins of Error

Nation-wide omnibus - The margin of error for a 50% figure at the 95% confidence level for a sample of n=1213 is approximately  $\pm 3.1\%$ .

Māori booster - The margin of error for a 50% figure at the 95% confidence level for a sample of n=184 is approximately  $\pm 7.2\%$

Pasifika booster - The margin of error for a 50% figure at the 95% confidence level for a sample of n=76 is approximately  $\pm 11.2\%$ .

Asian booster - The margin of error for a 50% figure at the 95% confidence level for a sample of n=165 is approximately  $\pm 7.6\%$ .

## Reporting Notes

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1. Wording of tracked questions differs slightly in the 2019 and 2017 surveys to that used in the 2014 survey. The differences in the questions were as follows:

*Aware can make a formal complaint*

- If you are concerned about the content of a programme on radio or television in New Zealand, are you able to make a formal complaint about the programme? (*asked in 2014*)
- If you are concerned about the content of a programme on radio or television in New Zealand, do you know if you are able to make a formal complaint about the programme? (*asked in 2017 and 2019*)

*Awareness of the BSA*

- Before today, have you heard of an organisation called the Broadcasting Standards Authority? (*asked in 2014*)
- Are you aware of the Broadcasting Standards Authority (BSA)? (*asked in 2017 and 2019*)

2. Due to rounding, totals may not always add up to 100%.
3. Generally, only statistically significant differences are commented on, though this report does include some references to marginal and/or non-statistically significant findings for the ethnic booster samples.



# Background and objectives

The Broadcasting Standards Authority (BSA) was established under the Broadcasting Act 1989. The Act imposes a duty on all broadcasters to maintain standards, including the maintenance of law and order, the privacy of individuals, the protection of children, the requirement for broadcasts to be factually accurate, fair and balanced and safeguard against programmes which encourage denigration or discrimination.

The three key functions of the BSA include:

- Complaints determination
- Oversight and development of the broadcasting standards system
- Information and communication.

To maintain broadcasting standards, the BSA relies on the New Zealand public making complaints. Therefore, public awareness of the BSA and the complaints process is a key aspect of the effective regulation of broadcasting in New Zealand.

This survey has been commissioned to understand the current levels of awareness of the BSA and the complaints process. More specifically, the objectives of the research were to measure:

- The percentage of New Zealanders who are aware of the BSA; and
- The percentage of New Zealanders who are aware they can make a formal complaint about breaches of broadcasting standards.

As in 2017, the BSA was also interested to understand more about the public's level of awareness around the availability and use of filtering technology (parental locks) on free-to-air television, pay television, and other content platforms. Additional questions on this topic were included in the survey questionnaire.

As mentioned in the methodology section, in 2019, the BSA also wanted to test awareness among those of Māori, Pasifika and Asian ethnicity so that they can determine whether further work is required to ensure that these communities are aware of and can therefore access the BSA complaints system. Booster samples were used to achieve more robust data.

The questions in the 2019 survey are a repeat of those asked in 2017, but with an additional question added asking respondents to describe, in as much detail as they can, how you can restrict or block access to content on television.

Some of the questions used in this and the 2017 survey were previously used in the 2014 Omnibus survey (conducted by AC Nielsen), albeit with slight differences in the wording of the questions (as mentioned previously).

# Awareness and knowledge of the BSA and the complaints process

## 1.1 Awareness of the complaints process

Overall, 97% of New Zealanders say they know for sure or assume they can make a formal complaint if they are concerned about content of a programme on radio or television (know for sure 84% + assume you can 13%); unchanged from 2017 and consistent with 2014 (95%).

The proportion of respondents who 'know for sure they can make a formal complaint' is consistent with 2017 (84%), but a 5% increase compared with 2014 (79%).

The proportion of respondents who 'assume they can make a formal complaint' is also consistent with 2017 (13% vs 14%), and marginally lower than 2014 (16%).

Demographic differences are summarised below:

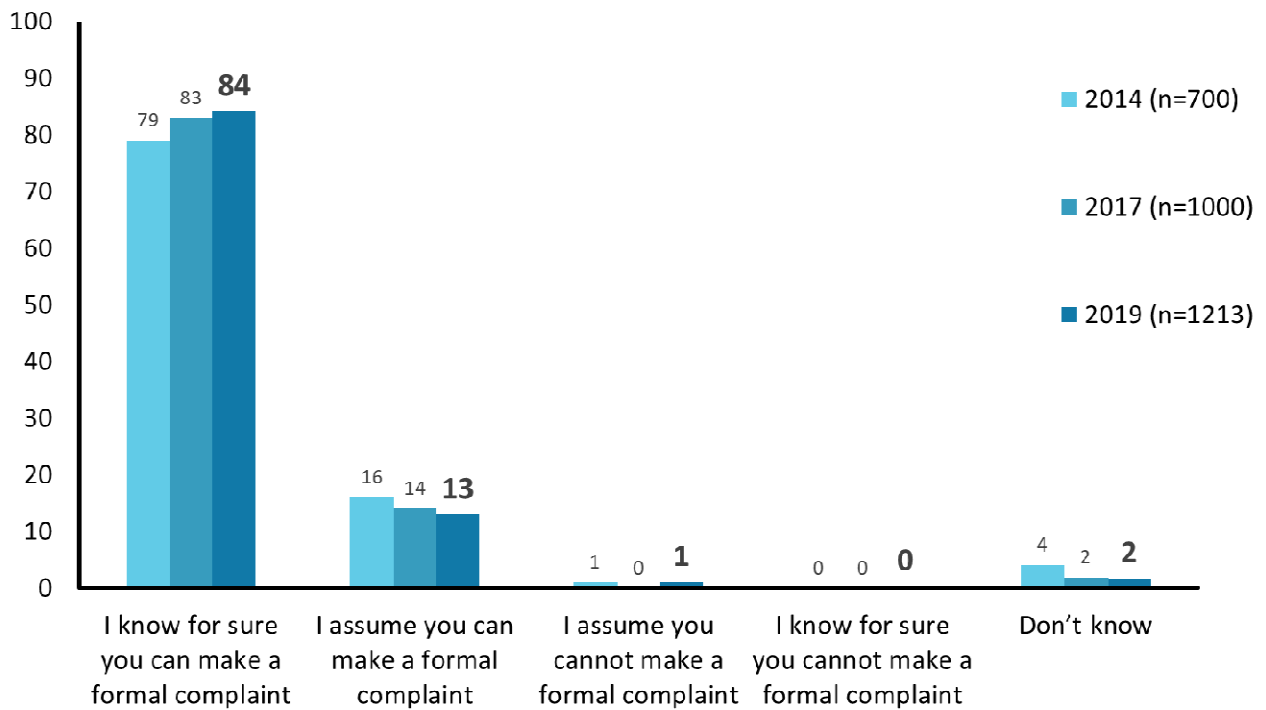
- Older respondents aged 45-59 (92%) and 60+ (93%), non-Māori/Asian/Pasifika respondents (87%), clerical or administration workers (97%) and freehold homeowners (92%) were **more likely to know for sure they could make a formal complaint**.
- Respondents aged 18-29 were **less likely to know for sure they could make a formal complaint**; 69% compared with 84% overall, as were Asian respondents (66%) and renters from private landlords (77%) and Housing NZ et al (65%)
- Asian respondents were **more likely to assume they can make a formal complaint** (24%) compared to non-Māori/Asian/Pasifika respondents (11%).
- Respondents aged 18-29 were more likely to declare they **did not know if they could make a formal complaint**; 4% compared with 2% overall.

## Awareness of complaints process tracked against previous two surveys

*If you are concerned about the content of a programme on radio or television in New Zealand, do you know if you are able to make a formal complaint about the programme?*

Base: All respondents

*\*question asked in 2014 was slightly different from that asked in 2017 and 2019 (see page 8)*



## 1.2 Knowledge of the complaints process

The table overleaf summarises responses to the following question from all respondents.

*Let's assume you are able to make a complaint and you decide you want to make a complaint about a TV or radio programme. Please write down everything you know about how to go about making a formal complaint, including any details about who to complain to, what information you have to provide and what the process is once you have made a complaint.*

Overall, 91% of respondents were aware they can take a course of action that would lead them to finding out about how to make a formal complaint; 4% less than 2017 (95%) but 16% more than in 2014 (85%).

Two fifths (40%) of respondents mentioned the BSA (or some variation) in their response; consistent with 2017.

These results included responses such as 'Broadcasting Authority' or 'Broadcasting Commission, Board or Committee'.

Respondents aged 18-29 (27%), Asian respondents (21%), those who were not working (29%) and on low incomes (29%) were less likely to mention the BSA.

The proportion of respondents who mentioned 'contacting the broadcaster' was 17%, comparable with previous years.

A larger proportion of respondents in 2019 (50%) mentioned 'other aspects' of the process than in 2017 (39%), 2014 (42%).

The proportion of respondents who specifically mentioned relevant programme details; why it's offensive, time and date increased 6%. 30% mentioned this in 2019 compared with 24% apiece in 2017 and 2014.

As in 2017, reliance on the internet has continued to gain traction in 2019. 27% of respondents mentioned they would check details on the internet; a 3% increase from 2017.

In 2019, 9% of respondents said they didn't know what to do when making a complaint, which is more than said this in 2017 (5%). It is significantly fewer than the 15% who said this in 2014.

Twenty-four percent of Asian respondents said they did not know what to do, which is significantly more than the overall population (9%).

In summary, the 2019 results showed that the BSA has similar name recognition compared with the previous survey in 2017, and there is an increasing reliance on internet and technology to find more information. Similar proportions (compared to 2014) are aware of what information needs to be provided when lodging a complaint.

While 9% of respondents claim they do not know how to go about making a complaint, given 97% of respondents in 2017 and 2019 know or assume there is a complaints process, we can assume that most of those 9% could find out about the complaints process if they chose to.

## Knowledge of complaints process tracked against previous two surveys

*Let's assume you are able to make a complaint and you decide you want to make a complaint about a TV or radio programme. Please write down everything you know about how to go about making a formal complaint, including any details about who to complain to, what information you have to provide and what the process is once you have made a complaint.*

	2019 (%)	2017 (%)	2014 (%)
<i>Base</i>	1213	970	666
<b>Contact BSA or similar (NET)</b>	<b>40</b>	<b>41</b>	<b>31</b>
• Contact/complain to Broadcasting/Complain/Authority/Body/Board/Committee	9	15	11
• Contact/complain to BSA/Broadcasting Standards Authority/Association	18	13	9
• Write/email/fax to complain to BSA/Broadcasting Standards Authority/Association	9	11	6
• Contact/complain to Broadcasting commission/Broadcasting Standards commission	2	2	3
• Phone to complain to BSA/Broadcasting Standards Authority/Association	0	0	1
• Contact/complain to Broadcasting (Complaints) Tribunal	1	1	1
<b>Contact Broadcaster (NET)</b>	<b>17</b>	<b>16</b>	<b>15</b>
• Write/email/fax to complain to broadcaster/TV/radio channel/Station concerned (inc Sky)	8	5	9
• Contact/complain to broadcaster/TV/radio channel/station concerned	8	11	4
• Phone to complain to broadcaster/TV/radio/station concerned	1	1	2
<b>Contact both Broadcaster &amp; BSA (NET)</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>Contact the broadcaster first/if not happy contact BSA (NET)</b>	<b>4</b>	<b>1</b>	<b>1</b>
<b>Other methods of complaining (NET)</b>	<b>35</b>	<b>32</b>	<b>39</b>
• Would check details/information on internet/website (inc NZ on Air, BSA, TVNZ, TV3)	27	24	18
• Write/email/fax the appropriate body/ombudsmen	5	4	17
• Complaint can be made online/through website	3	3	8
• Phone the appropriate body/ombudsman	0	0	3
• Contact the appropriate body/ombudsmen	1	1	1
• Advertising Standards Authority/ASA	1	1	1
• Fill out complaints form	1	0	1
<b>Other aspects (NET)</b>	<b>50</b>	<b>39</b>	<b>42</b>
• Provide relevant programme/programme details/why offensive/which standards breached	30	24	24
• Provide details time/date/channel	29	22	23
• Ads/information advertised regularly on TV/radio	10	11	12
• Need to make complaint within a certain timeframe/specified time	8	6	7
• Complaint is reviewed and answered/sent receipt of complaint	4	0	3
• Provide your details	1	0	3
• Need to make complaint within 20 days	4	0	1
• Other	2	2	8
<b>Don't know/don't know any other details</b>	<b>9</b>	<b>5</b>	<b>15</b>

Note: Multiple response

Base: All respondents (2014 and 2017) / respondents who were aware of the complaint procedure (2017)

## 1.3 Awareness of the BSA

A significant majority of New Zealanders surveyed claimed they were aware of the BSA (89%). This is a marginal 3% decrease compared with 2017, but a significant increase compared with 2014 (81%).

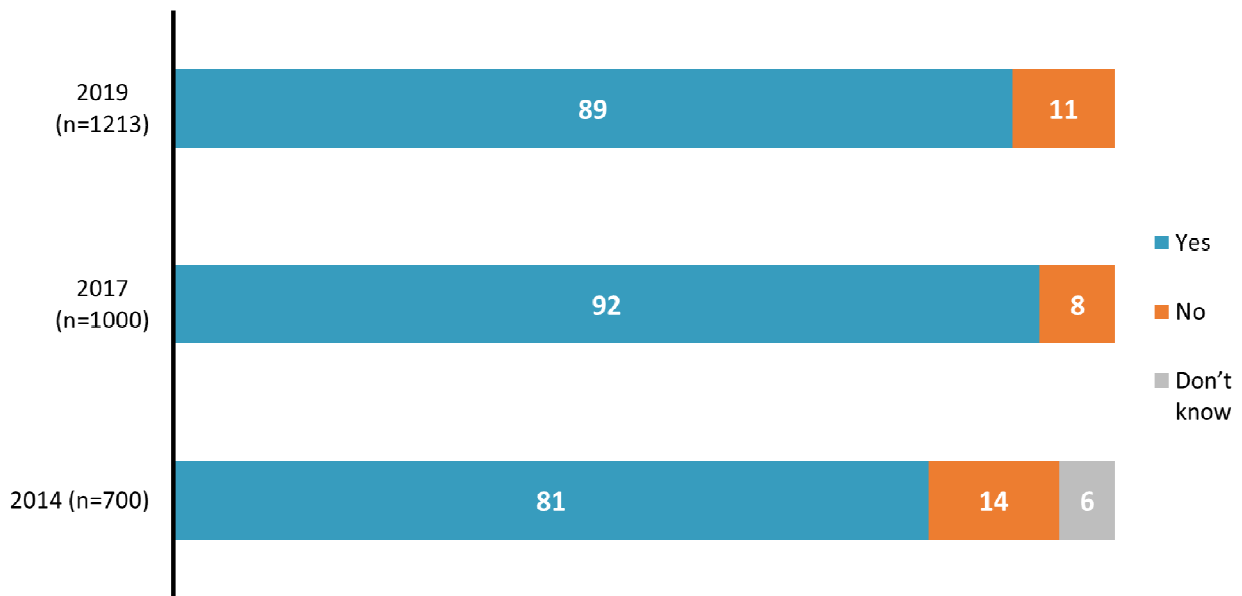
Māori (82%), Pasifika (62%) Asian (72%) participants were significantly less likely to be aware of the BSA, compared with non-Māori/Pasifika/Asian respondents (93%).

Demographic differences at an overall level are as follows:

- Respondents over the age of 45 (97%), those with household incomes more than \$100k (94%), homeowners (93%) were **more likely to be aware of the BSA**, compared with 89% overall.
- Respondents aged 18-29 (73%) and renters from private landlords (83%) and Housing NZ et al (67%) were **less likely to be aware of the BSA**, compared with 89% overall.

### Awareness of BSA tracked against previous two surveys

Are you aware of the Broadcasting Standards Authority (BSA)?



Base: All respondents

*\*question asked in 2014 was slightly different from that asked in 2017 and 2019 (see page 8)*

## 1.4 Knowledge of BSA's role

When respondents who were aware of the BSA were asked to describe the BSA's role and what the BSA does, a third (33%) mentioned that the BSA 'handles/takes in complaints' or was the 'place to complain to' with regards to television standards; 3% more than in 2017.

Twenty-one percent mentioned they thought the BSA 'review/follow up/investigates complaints' (a decrease of 3% since 2017).

Thirty-two percent mentioned that the BSA 'sets/manages standards/content/broadcasting'; a 4% decrease compared with 2017.

Over a quarter (26%) mentioned the BSA 'monitors/regulates content on radio and television/it acts as a watchdog', 8% more than said this in 2017.

Eight percent did not know anything; a 7% increase compared with 2017 (1%).

### Knowledge

*Please describe, in as much detail as you can, what you know about the Broadcasting Standards Authority (BSA). What is the BSA's role and what does the BSA do?*

	2019 (%)	2017 (%)
<b>Base: n=</b>	<b>1080</b>	<b>918</b>
Handles/takes in complaints/place to complain to	33	30
Sets/manages standards/content/broadcasting	32	36
Monitors/Watchdog/regulates contents/television content	26	18
Review/follow up/investigates complaints	21	24
Control ratings/censorships	10	9
Government agency	1	5
It's a regulatory board	1	4
Know a little	1	2
Other	3	1
None/Don't know/nothing	8	1

Base: Asked of those who are aware of BSA

Note: Multiple response

# Filtering Technology

## 2.1 Awareness of content restriction/blocking on television

As in 2017, the BSA was interested to understand more about the public's level of awareness around the availability and use of filtering technology (parental locks) on free-to-air television, pay television, and other content platforms.

Awareness of filtering technology or the ability to restrict or block content on television was split; 46% of respondents were aware of filtering technology and 54% were not aware. These findings are unchanged compared with 2017.

Fifty four percent of Māori, 42% of Pasifika and 38% of Asian participants claimed they were aware of filtering technology, compared with 46% overall. These differences are not statistically significant.

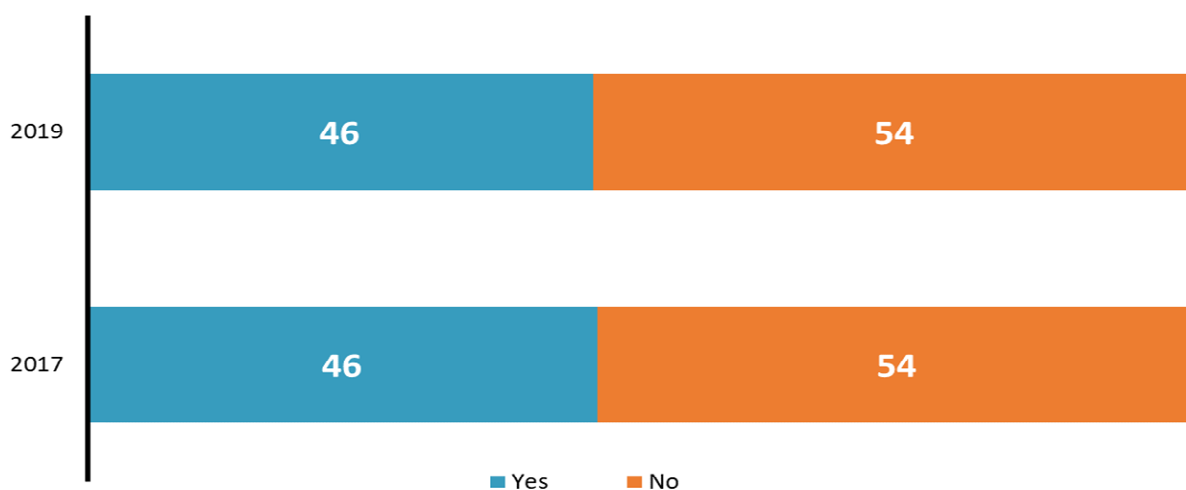
Demographic differences at an overall level are as follows:

- Respondents aged 45-59 (54%), those working 30+ hours a week (50%) and those in managerial roles (64%) were **more likely to say they were aware** of ways in which you can block access to content on television, compared with 46% of respondents overall.
- Respondents who were not working (36%) were **less likely to be aware** of ways to block access to content on television, compared with 46% overall.

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### Awareness

Are you aware of any ways in which you can restrict or block access to content on television?



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Base: All respondents (n=1213)

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## 2.2 Knowledge of content restriction/blocking process

An additional question was added to this survey to understand in more detail what viewers knew about the actual process of restricting or blocking content generally.

Half (50%) of respondents mentioned using built-in functionality of the service or app, for example parental control settings, on Sky, Netflix, You Tube etc. A much lower proportion (10%) mentioned using an in-built feature on their TV or device.

Adding a pin or password to certain content was mentioned by 34% of respondents, other methods of filtering identified were:

- 13% were aware they could set age restrictions and / or block R rated content.
- 7% were aware they could set filters / profiles where only certain content is shown e.g. 'kid's mode'.
- 5% were using blocking features on internet / within browser settings.

Less common methods included using google / research to find out if it is necessary to restrict or block access (2%), using third-party software or apps (2%) and using settings through ISP / home network or router (1%).

Pacific Islanders (n=27) were significantly more likely to mention they would use google/ research to find out if it is necessary to restrict or block access (20%, compared to 3% overall).

The solution for 11% of respondents was to turn the device off.

Thirteen percent of respondents were unsure or did not specify how they would block / filter content.

## Knowledge

Please describe, in as much detail as you can, how you can restrict or block access to content on television. Please be as detailed as you can including the process you follow for blocking or restricting content and which media you are referring to?

	2019 (%)
<b>Base: n=</b>	<b>552</b>
Using built-in functionality of service/app e.g. parental control settings in Sky, Netflix, YouTube etc	50
Adding a pin/ password to certain content	34
Setting age restrictions/ blocking R rated content	13
Switch it off/ don't watch	11
Using in-built feature on TV/ device	10
Setting filters/ profiles where only certain content is shown e.g. 'kids' mode'	7
Using blocking features on internet/ within browser settings	5
Would use google/research to find out if required	3
Using third-party software or apps	2
Using settings through ISP/ home network/ router	1
Other	2
Unsure/ nothing specified	13

Base: Asked of those who are aware of ways to restrict or block access to content on television (n=552)

Note: Multiple response

## 2.3 Knowledge of filtering technology on different platforms

All respondents were asked if they had any knowledge of filtering technology across five different media platforms; Pay television, Web Browsers generally, Subscription video on demand, YouTube and Free-to-air television.

- Almost two thirds knew that filtering technology was present on pay television (65%), consistent with 2017 (65%).
- Fifty-seven percent knew filtering technology was present on Web browsers generally; a 6% decrease compared with 2017 (63%).
- Over half of the respondents had knowledge of filtering technology on subscription video and YouTube (52% apiece), a 6% increase compared with 2017 when 46% apiece were aware.
- Eighteen percent said that they knew of filtering technology on free-to-air television, a marginal 2% increase from 2017.

Generally, younger respondents (18-44), Māori respondents and respondents paid work, were **more likely to be aware** of filtering technology across the various platforms, while older respondents (60+), those without dependent children and those earning less than \$50k were **less likely to be aware**.

Demographic differences by platform are summarised below:

### Pay television (65% aware overall):

- Middle aged (30-44) respondents (72%), Māori (76%), those in paid work (71%) and those with a household income of more than \$100k per year (75%) were **more likely to be aware** of filtering / blocking technology.
- Respondents aged 60+ (53%), respondents not working (52%) and those with a household income of less than \$50k (55%) were **less likely to be aware**.

### Web Browsers generally (57% aware overall):

- Respondents aged 18-59 (65%), Māori (69%), those with dependent children (70%) and those in paid employment (63%) were **more likely to be aware**.
- Respondents aged 60+ (33%), those with no dependent children (51%), those not working (44%) and those with household incomes less than \$50k (46%) were **less likely to be aware**.

### Subscription video on demand (52% aware overall):

- Younger respondents (66%), Māori (64%), those with dependent children (67%), those in paid employment (58%), those with household incomes over \$100k (59%) and private renters (63%) were **more likely to be aware**.
- Respondents aged 60+ (30%), those with no dependent children (45%), those not working (39%) and those with household incomes less than \$50k (39%) were **less likely to be aware**.

### YouTube (52% aware overall):

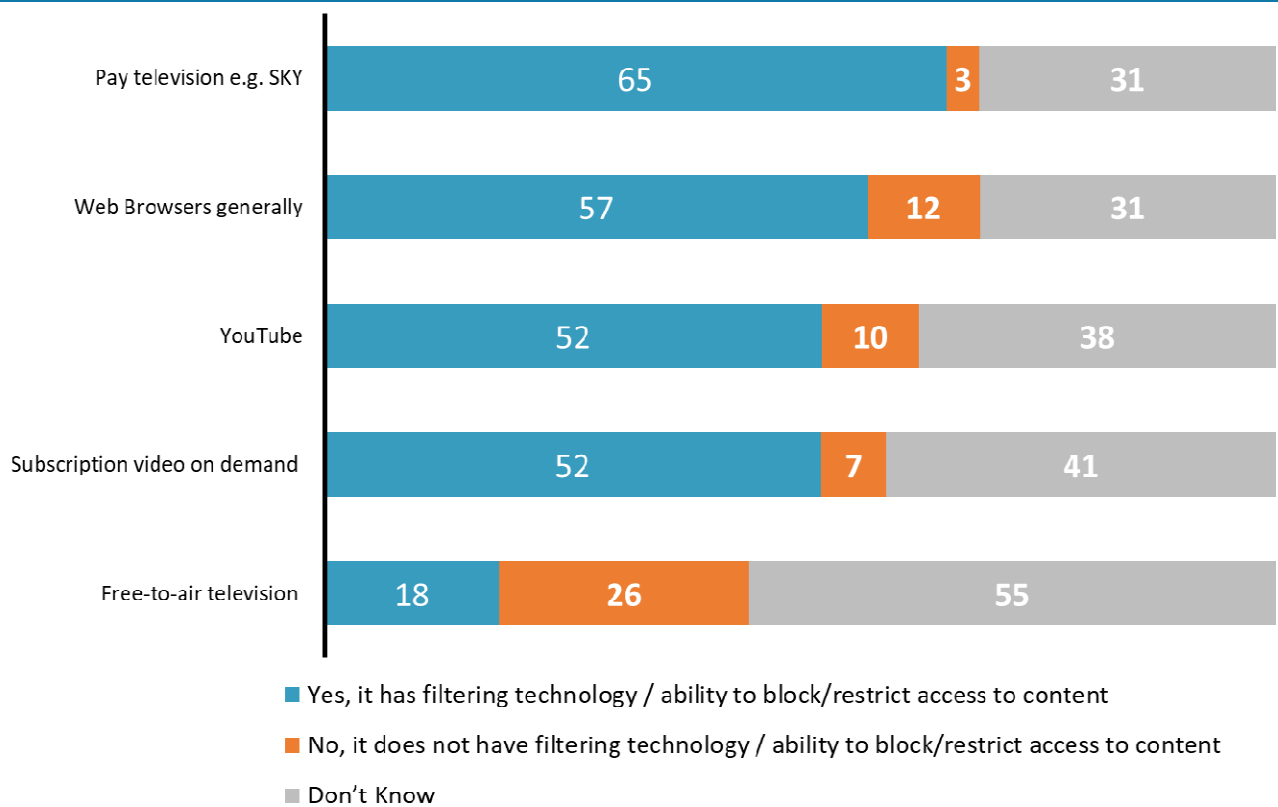
- Respondents aged under 44 years (69%), Māori (67%), those with dependent children (68%) and those in paid work (59%) were **more likely to be aware**.
- Respondents aged 60+ (24%), those without dependent children (45%), those not working (30%) and those with household incomes less than \$50k (42%) were **less likely to be aware**.

Free-to-air television:

- Respondents who live rurally (29%) and Māori (36%) were **more likely to be aware**.
- Non-Māori/Pasifika/Asian respondents (16%) were **less likely to be aware**.

## Knowledge of filtering technology

*Filtering technology/parental control/rating locks are features that allow you to block, or restrict access to, certain media content. Please select which of the following you think have filtering or blocking technology capability.*

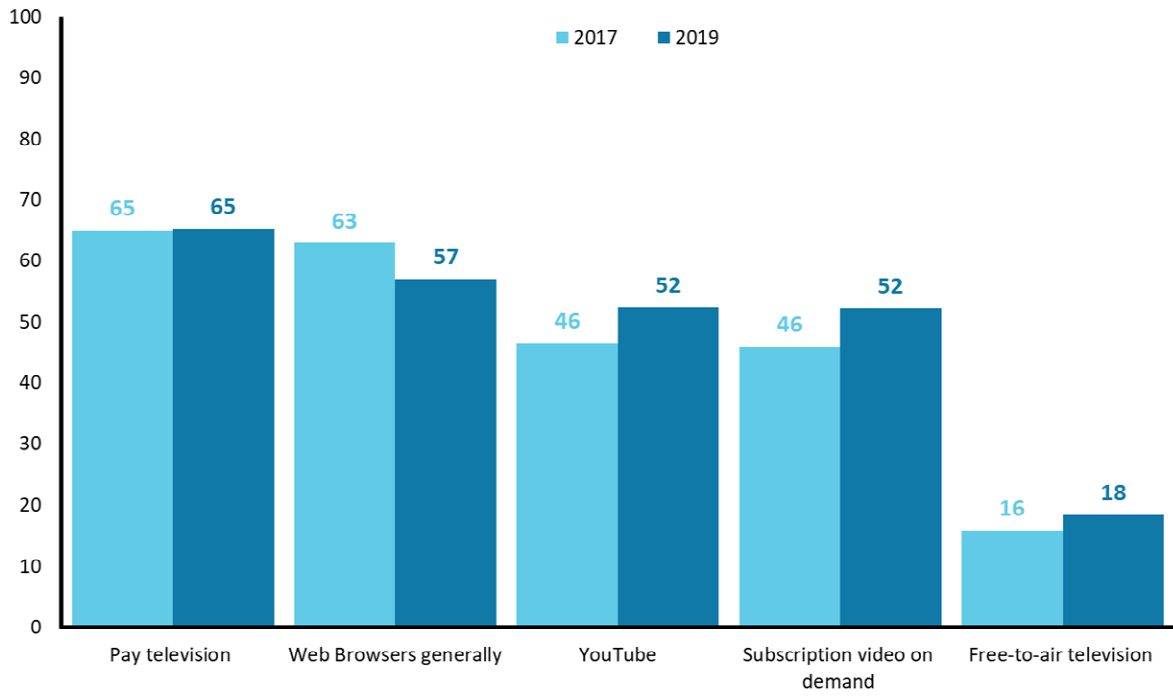


Base: All respondents (n=1213)

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## Knowledge of filtering technology - tracking

Filtering technology/parental control/rating locks are features that allow you to block, or restrict access to, certain media content. Please select which of the following you think have filtering or blocking technology capability.



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Base: All respondents

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## 2.4 Use of filtering technology

Respondents who were aware of filtering or blocking technology capability were asked to indicate if they knew how to use / set up filtering / blocking technology and if they personally used blocking or filtering technology on the media platforms they were aware had this capability; Pay television, Web Browsers generally, YouTube, Subscription video on demand and Free-to-air television.

Forty percent of New Zealanders claimed they knew how to use filtering technology on Pay television, a 2% decrease compared with 2017, while 37% said they knew how to use filtering technology on Web Browsers generally (5% decline from 2017).

Nineteen percent of respondents said they didn't know how to use filtering technology on Pay television; 3% decline from 2017 (22%) and 16% didn't know how to use it on Web Browsers generally; a 5% decrease compared with 2017 (22%).

Only a small minority of New Zealanders said they personally use filtering or blocking technology, ranging from 4% who said they use it on Free-to-air television to 15% who use it on Web Browsers generally and Pay television. 14% apiece use it on YouTube and Subscription video on demand.

Personal usage has increased 6% apiece for Subscription video on demand and You Tube (14% vs. 8% in 2017), 4% for Pay Television (15% vs. 11% in 2017) and 3% for Web Browsers generally (15% vs. 12% in 2017). Usage for Free-to-air television is consistent with the previous survey; 4% vs. 3% in 2017.

Similar to knowledge of filtering technology, younger respondents (18-44), Māori and those with dependent children are generally **more likely to know how to set up and personally use filtering / blocking technology**. Older (60+) respondents, Non-Māori/Asian/Pasifika respondents and those without dependent children are **less likely to know**.

Demographic differences by platform are summarised below:

Pay television (15% overall know how to use and personally use):

- Respondents aged 30-44 (23%), Māori (34%), those with dependent children (25%) and workers (18%) were **more likely to know how to set up and to personally use filtering/ blocking technology**.
- Older (60+) respondents (7%), Non-Māori/Pasifika/Asian respondents (14%) and those without dependent children (11%) were **less likely to know**.

Web Browsers generally (15% overall know how to use and personally use) :

- Respondents aged 30-44 (23%), Māori (29%), Asian respondents (24%) and Pasifika (28%) respondents and those with dependent children (26%) were **more likely to know how to set up and to personally use filtering / blocking technology**.
- Older respondents (5%), Non-Māori/Pasifika/Asian respondents (13%) and respondents without dependent children (10%) were **less likely to know**.

Subscription video on demand (14% overall know how to use and personally use):

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- Canterbury residents (26%), respondents aged 30-44 (27%), Māori (30%) and those with dependent children (31%) were **more likely to know how to set up and to personally use filtering / blocking technology**.
- Respondents aged 60+ (3%), Non-Māori/Pasifika/Asian respondents (13%) and those without dependent children (6%) were **less likely to know**.

YouTube (14% overall know how to use and personally use):

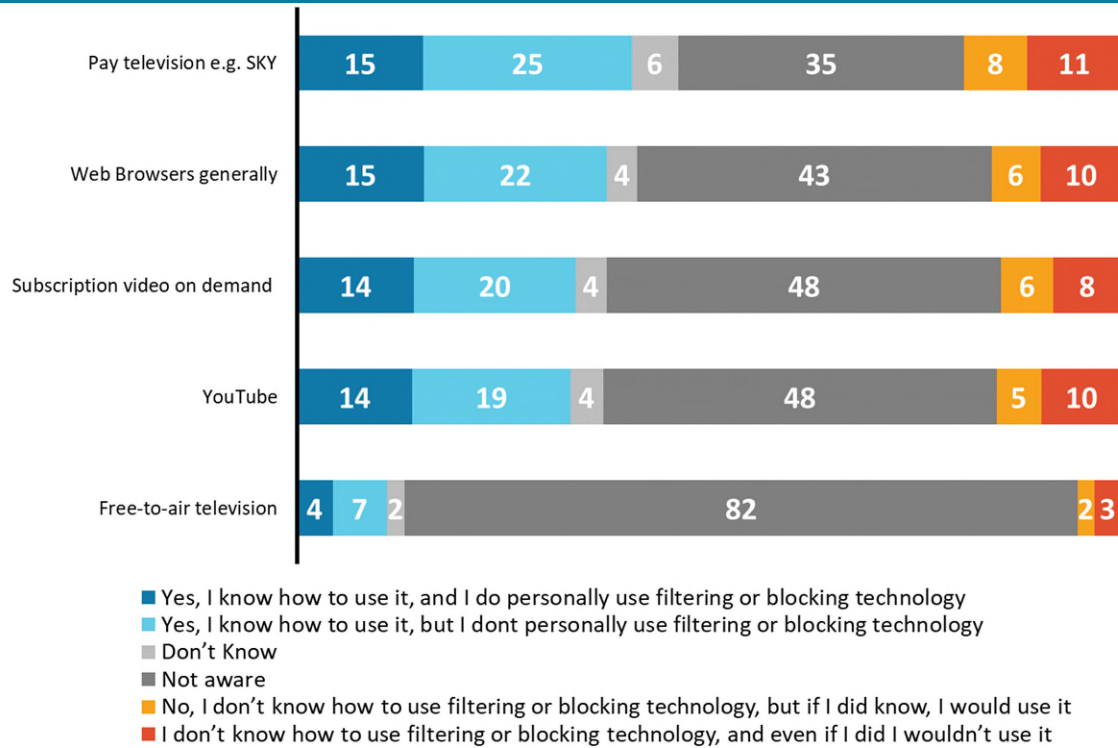
- Respondents aged 30-44 (23%), Māori (32%) and Pasifika (28%) respondents, those in paid employment (16%) and respondents with dependent children (28%) were **more likely to know how to set up and to personally use filtering / blocking technology**.
- Older respondents (4%), Non-Māori/Pasifika/Asian respondents (12%) and respondents without dependent children (7%) were **less likely to know**.

Free-to-air television (4% overall know how to use and personally use):

- Rural respondents (9%), respondents aged 30-44 (7%), Māori (19%) and those with dependent children (8%) were **more likely to know how to set up and to personally use filtering / blocking technology**.
- Other South Island residents (1%), Non-Māori/Pasifika/Asian respondents (3%), respondents without dependent children (3%) were **less likely to know**.

## Usage

Do you know how to use/set up filtering/blocking technology, and do you personally use blocking or filtering technology on any of the following?

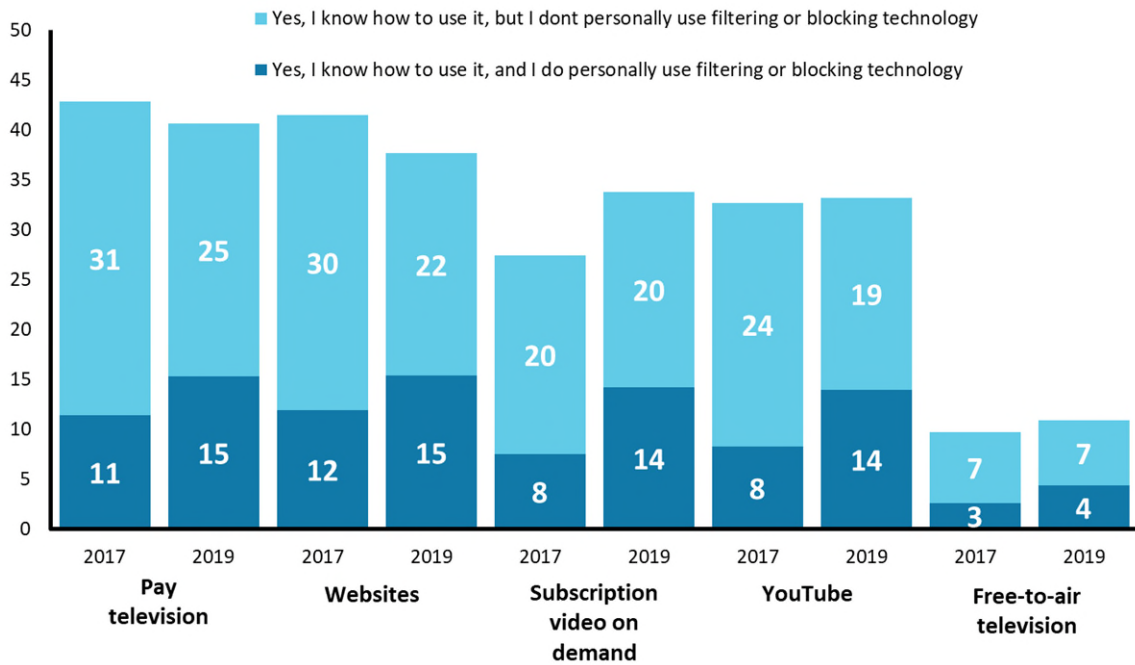


Base: Respondents who were aware of filtering /blocking technology on that platform



## Usage - tracking

Do you know how to use/set up filtering/blocking technology, and do you personally use blocking or filtering technology on any of the following?



Base: Respondents who were aware of filtering /blocking technology on that platform