

# Litmus test of BSA decisions 2026

Public attitudes towards perceptions  
of bias

Report prepared by Verian

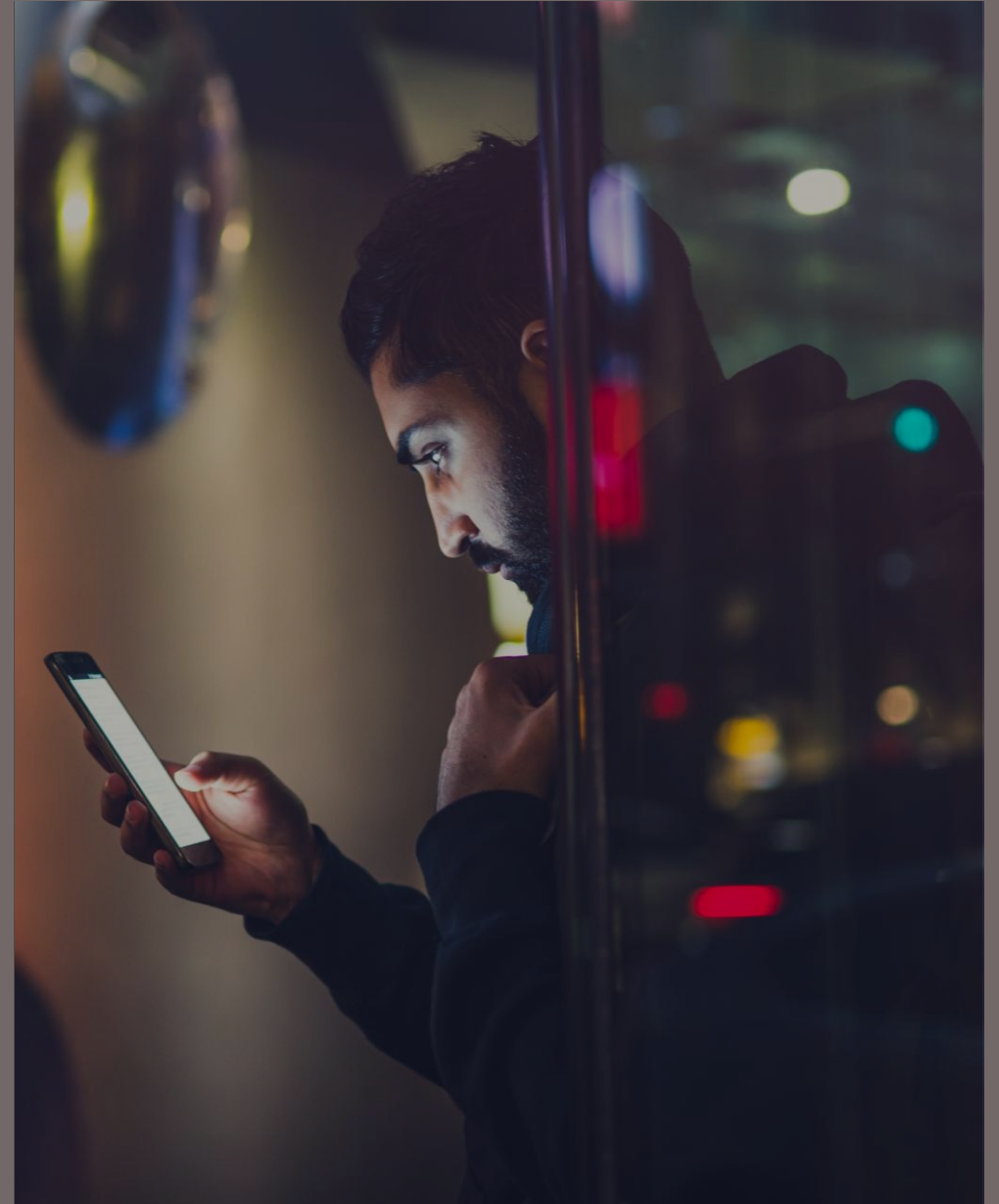
April 2026

verian 



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# Summary of findings



# Through this report you will discover...

## 01

### All decisions surpassed the BSA Performance Measure target of 75%.

Participants ranked the BSA decisions as acceptable or better on a five-point scale, as follows:

- 90%** **Radio New Zealand:** News bulletin report on arrest of Kiritapu Allan
- 90%** **Television New Zealand:** 1News report on the reintroduction of referendums for Māori wards
- 89%** **Television New Zealand:** 1News report on Erica Stanford's use of private email account
- 87%** **Radio New Zealand:** RNZ Concert news bulletin on Māori and Pasifika honourees
- 76%** **Television New Zealand:** Q+A interview by Jack Tame with Christopher Luxon

## 02

### New Zealanders understand and accept the BSA's decisions, generating trust and confidence in the BSA.

Overall, most people view the BSA's decisions positively. Regardless of their initial reaction to a broadcast, most New Zealanders accept the BSA's reasoning once the relevant standards and explanations are set out, even where they continue to feel uneasy about the complaint itself.

Among those who remain critical of BSA decisions, concerns vary by case but most commonly relate to broadcast tone, framing, or interviewing style, rather than factual inaccuracies or breaches of standards. Even so, most decisions are seen as clear and easy to follow, with reasoning that is generally understood and feedback that is consistently reflected throughout the report.

## 03

### Exposure to BSA decision reasoning plays a decisive role in shifting public opinion.

Initial reactions to broadcasts were often more critical, with sizeable minorities inclined to uphold complaints. However, once participants read the BSA's reasoning and the relevant standards, acceptance increased markedly – in some cases persuading up to a quarter of respondents who initially disagreed with the outcome.

## 04

### Public perceptions of bias are shaped more by tone, framing, and delivery than by factual accuracy alone.

New Zealanders tend to interpret bias as the cumulative effect of emotive language, interview style, emphasis, and framing choices, even when reporting is factually correct. This leads to broadcast tone emerging as the dominant trigger for complaints and discomfort.

## 05

### Clear, respectful, and accessible decision writing is critical to maintaining trust and legitimacy.

Decisions are most persuasive when they use plain language, clearly link reasoning to specific standards, and acknowledge complainant concerns. Conversely, overly authoritative tone or unexplained jargon can undermine confidence – particularly among bias-conscious New Zealanders.

# The research approach



# The task at hand

The Broadcasting Standards Authority (BSA) oversees the broadcasting standards regime in Aotearoa, with the goal of achieving freedom of expression without harm. To achieve this, they conduct:

- Complaints determination,
- Development and oversight of broadcasting standards,
- Education and engagement about these standards.

Every other year, BSA invites members of the public to 'litmus test' their decisions under particular broadcasting standards.

A chosen topic or standard is selected and up to five BSA decisions are litmus tested.

The BSA's public performance target is that **75%** or more of a diverse group of participants rate the tested decisions as either acceptable, good, or very good on a 5-point scale.

The overall objective of this research was to determine **whether the BSA decisions reflect community standards and are understood by members of the public.**

The BSA seeks to understand current community attitudes towards bias. This will be evaluated through the BSA's:

1	Approach to complaints regarding bias under the discrimination and denigration, and balance standards
2	Clarity of decision reasoning
3	Decision outcomes

# This year's research focus

## This year's litmus test focused on BSA decisions concerning issues associated with bias.

We tested the following decisions:

**01**

RNZ news bulletin report on then-Minister Kiritapu Allan's arrest, broadcast on 24 July 2023.

**02**

TVNZ 1News report about Minister Erica Stanford's use of her personal email account for government business, broadcast on 5 May 2025.

**03**

TVNZ 1News report about the Government's reintroduction of referendums for Māori wards on local councils, broadcast on 4 April 2024.

**04**

RNZ Concert news bulletin reporting on Māori and Pasifika honoured in the 2024 New Year Honours list, broadcast on 30 December 2023.

**05**

Q+A interview by Jack Tame with then-Leader of the Opposition Christopher Luxon, broadcast on 11 June 2023.

# Quantitative methodology overview

## Method



The survey was with **582 New Zealanders aged 18 years and over.**

Data are **weighted** to match Statistics NZ Census characteristics on age by gender, region and ethnicity.



Surveying took place from **15 March 2026 – 24 March 2026.**



**Surveying was done online** via an online panel.



The average **survey length** was 17 minutes.



The **maximum margin** of error on a sample of 582 is +/-4.1% (at the 95% confidence level, assuming simple random sampling).

The maximum margin of error on a sample size of 348 (the sample size for each decision) is +/-5.3%.

To keep the survey length manageable and minimise respondent fatigue while maintaining statistical robustness, each respondent was shown three of the five decisions, selected at random. This ensured that each decision was assessed by at least 348 respondents.

The questionnaire was structured to present a short video clip to each person and then ask for their feedback. We asked for feedback in two ways:

1. We asked for an immediate reaction to the complaint – after viewing the clip, each person was immediately asked if they would have upheld the complaint, or not.
2. We then outlined the BSA decision and the relevant standards before asking people to rate the decision on a five-point scale. It is this latter rating that is used for the BSA's KPI assessment.



Differences in survey results over time are tested for statistical significance at the 95% confidence level, while differences between subgroups are tested at the 90% confidence level.

# Qualitative methodology overview

## Method



**Target audience** – A diverse group of New Zealanders with varying levels of sensitivity to bias in broadcasting and varied levels of trust in NZ news media.



**Fieldwork dates** – 10 February to 3 March 2026.



**Method** – Homework pre-task via an online platform followed by online focus groups via Microsoft Teams. Focus groups were 120 minutes in duration.



**Sample size** – 24 New Zealanders across a range of ages, ethnicities, locations, and life-stages (See the appendix for a full sample breakdown).

### Disclaimer:

The term 'New Zealanders' is used throughout this report to refer only to participants in this research. In qualitative sections, it reflects the views of those who took part and should not be interpreted as representative of all New Zealanders.

This report includes and represents the whakaaro of Māori participants who took part in this research. While we refer to 'Māori' throughout, we recognise this only represents a small intersection of Māori views, and in no way aims to homogenise or represent 'one' Māori perspective.

At recruitment, participants were screened to assess their **sensitivity to bias** in broadcasting and their level of **trust in New Zealand news media**. Sensitivity to bias is defined as the extent to which someone notices bias in a broadcast and is affected by it. Based on these measures, participants were grouped according to their attitudes. Five online focus groups were conducted to ensure a broad range of perspectives on BSA decisions:

1. Group 1 (high bias sensitivity; lower trust levels)
2. Group 2 (moderate bias sensitivity; moderate trust levels)
3. Group 3 (low bias sensitivity; higher trust levels)
4. Māori Group 1 (high bias sensitivity; lower trust levels)
5. Māori Group 2 (low-to-moderate bias sensitivity; moderate-to-higher trust levels)

Māori-only focus groups were used to ensure cultural safety of Māori participants while discussing complaints that reference perceived racial bias.

Participants completed a pre-task which included viewing the five clips and complaints, and answering questions to express their initial thoughts. In each focus group, four of the five complaints and decisions were discussed – these were rotated across the groups.

# Setting the scene: bias in broadcasting



# Overall, perceptions of bias in broadcasting are inherently linked to the broadcast tone.



## **“Bias” is experienced through framing, tone, and emphasis:**

New Zealanders tend to interpret bias not as incorrect reporting, but as the cumulative effect of framing choices which can make coverage feel partial even when facts are technically accurate.

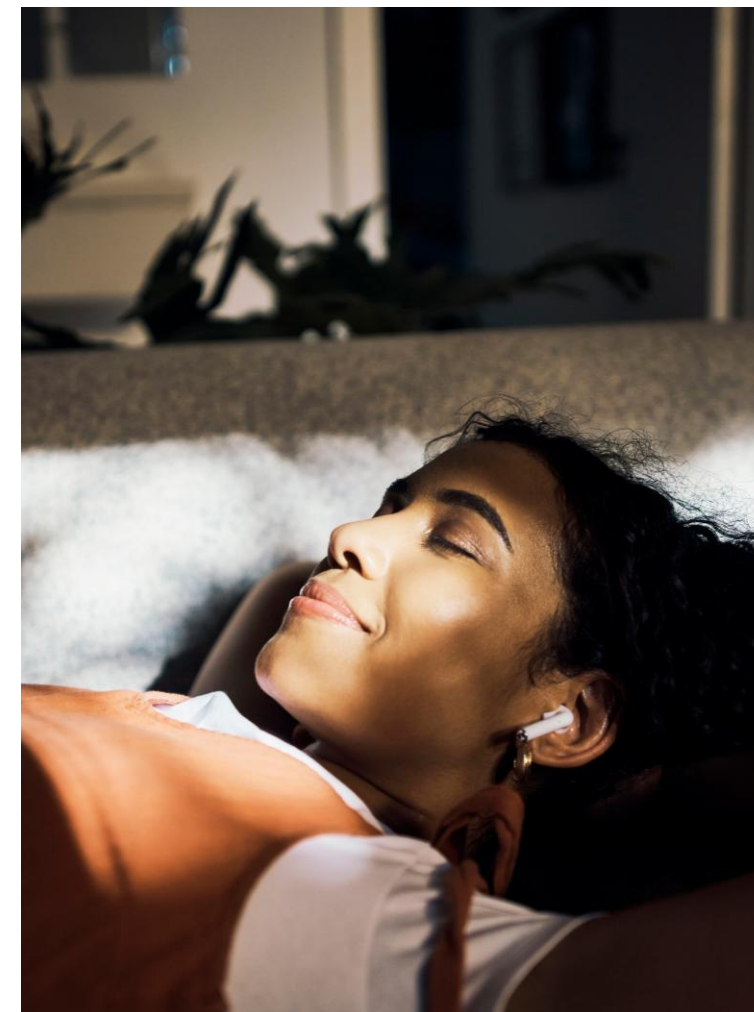
This occurs when headlines feel sensationalised, language feels loaded, or editing makes someone seem like a bad actor without sufficient context.



## **Tone and perceived intent matter as much as viewpoint diversity:**

For many New Zealanders, balance is not only about the presence of multiple viewpoints, but about tone and intent. Coverage could still feel unbalanced if one side was framed more negatively, emotionally, or persistently than others.

This includes disproportionate air-time relative to the perceived importance of a viewpoint.



# Judgements of balance are instinctively formed at the item level and mediated by trust in media and institutions.



## Balance is first judged within a single broadcast item, not across the wider media ecosystem:

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New Zealanders instinctively assess balance at the level of the individual broadcast rather than across wider media coverage, meaning that explanations about balance being achieved over time did not always align with how a broadcast was intuitively judged.

New Zealanders tend to consider 'If I only saw this clip, would I feel informed?'

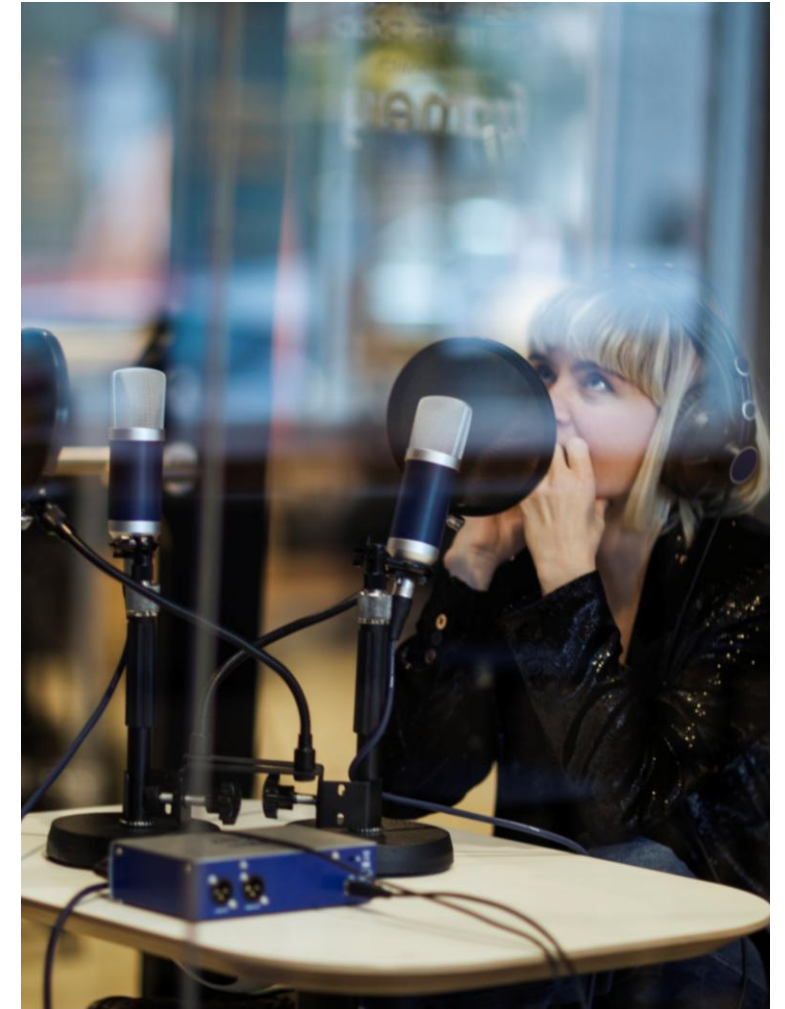


## Perceptions of bias are closely tied to trust in media and institutions:

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Interpretations of bias are strongly mediated by underlying trust in both news media and regulatory institutions, with bias-conscious New Zealanders more likely to infer agenda or influence where others see acceptable editorial judgement.

More neutral New Zealanders are inherently more forgiving of strong questioning or opinionated journalism, while bias-conscious New Zealanders tend to assume an ideological angle is present.



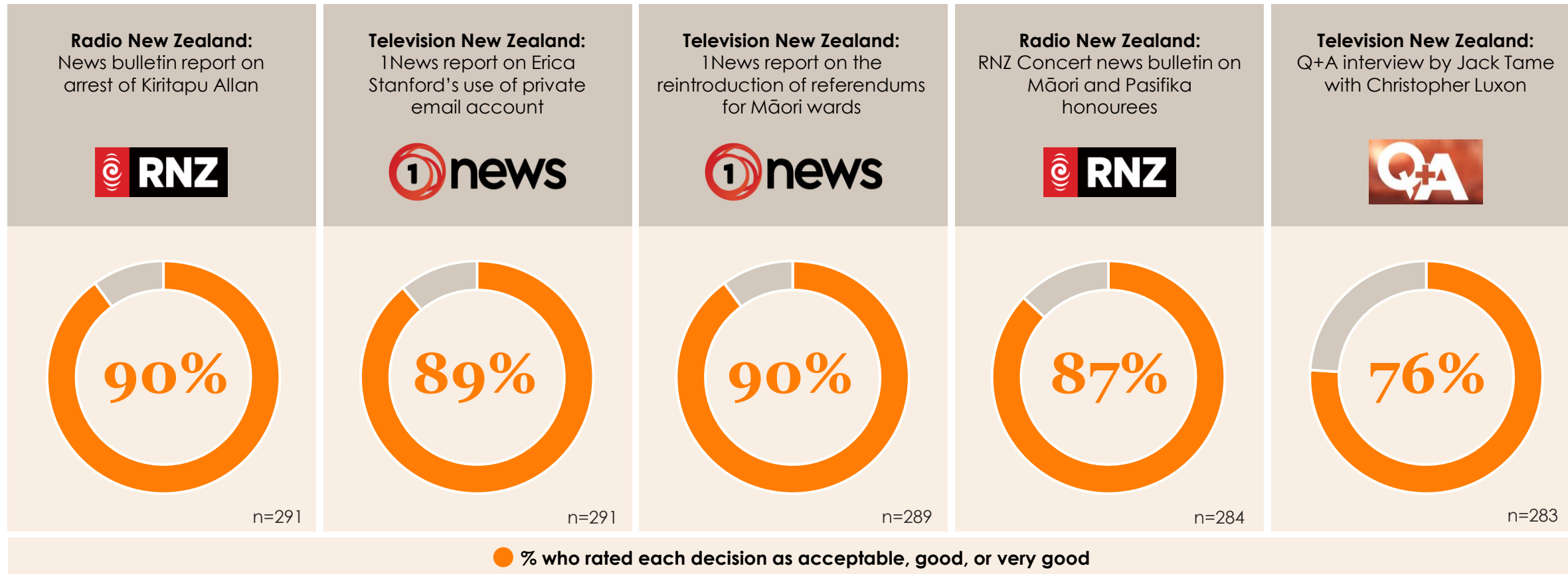
# Evaluating BSA decisions



# All clips shown to New Zealanders passed the 75% acceptance threshold.

The BSA decision around the TVNZ interview of Jack Tame with Christopher Luxon attracts the most criticism with only 76% rating the decision 'acceptable', 'good' or 'very good'.

## Rating of BSA decisions



Source: CX.3. How would you rate the BSA decision?

Base: All New Zealanders who were shown each clip, base sizes shown above.

# Interestingly, a persuasive BSA decision, grounded in the standards' guidelines drives positive reviews – regardless of initial perspectives on the complaint itself.

Qualitative findings show that personal agreement with a complaint becomes **secondary** when the BSA provides a clear, reasonable, and evidence-based rationale for not upholding it. In these cases, the **strength and transparency of the reasoning** outweigh individual views, driving consistently positive evaluations of decisions.



## Persuasive decisions have the following characteristics...

- ✓ **Accessible format:** New Zealanders want to easily digest the key points in bulleted format.
- ✓ **Limited jargon:** New Zealanders appreciate plain-language decisions with jargon explanations in brackets (e.g. “editorial discretion (a choice for the broadcaster)”).
- ✓ **Clear references to standard guidelines:** BSA rationale is persuasive when clearly linking their argument to aspects of the standard – this provides legitimacy to the decision (e.g. “the balance standard requires reasonable efforts to be made to reflect significant perspectives...”).
- ✓ **A holistic approach:** Although considering the wider media ecosystem is at odds with New Zealanders' initial reactions, they feel enlightened to read broader context within decisions. Broader context strengthens the BSA's rationale and reinforces perceptions that the BSA is grounded in real-world experience (e.g. “Given the many different media sources available to New Zealand audiences...”).



## But some characteristics risk weakening a decision's impact...

- ✗ **'Arrogant' tone:** Decisions need to balance authoritative statements with warmth and understanding. A decision that states facts without acknowledging a complainant's perspective can reinforce a view that the BSA is an out-of-touch government agency.
- ✗ **Incomplete responses undermine legitimacy:** Decisions need to clearly address all aspects of a complaint – even those outside the relevant broadcasting standard. Focusing only on in-scope elements can create perceptions of 'cherry picking' that negatively impact how the outcome is received. Acknowledging all aspects, and clarifying what can and cannot be addressed, strengthens trust in the decision.

# In their words...



I found some of the language in the summaries to be a bit arrogant. It reads like a statement of fact with no acknowledgement that someone has actually taken the time to make a complaint. Instead of saying ‘we understand why you might feel this way but...’, it just tells you the decision and moves on.

[Male, 41-50 years, Māori, Canterbury]



Once the standards were properly explained, I understood why biased language alone isn’t covered. It’s more about whether people have access to different viewpoints over time. Without that explanation, the decisions can feel inconsistent.

[Male, 31-40 years, Asian, Bay of Plenty]



For me, the harder decisions were the ones where the explanation was dense. I had to reread parts to really get what the BSA was saying. When it’s clearer and broken down, it’s much easier to trust the process.

[Female, 18-30 years, Pasifika, Wellington]



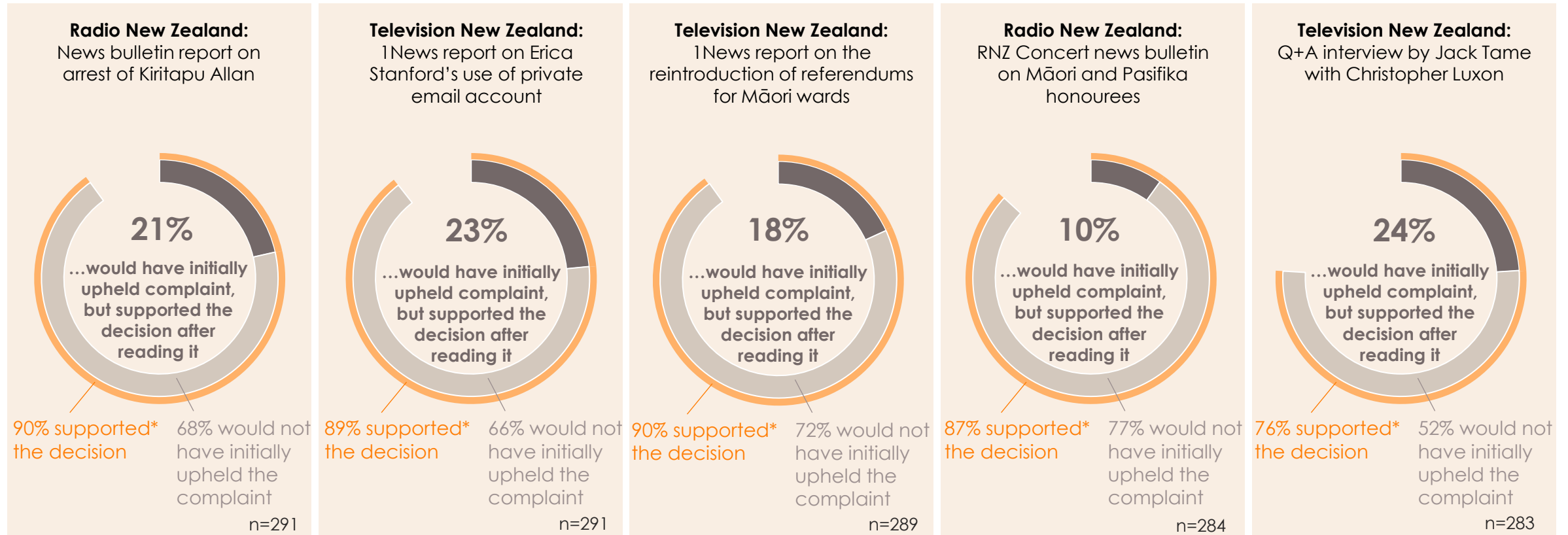
I think there needs to be more education around how the standards actually work. If people understood the thresholds and what the BSA can and can’t do, they might not bother complaining in the first place. A clearer and more consistent approach would help people have more confidence in the system overall.

[Female, 41-50 years, Māori, Auckland]

# Quantitative data shows reading BSA decisions noticeably impacts New Zealanders' complaint evaluations.

The BSA upheld none of the complaints. The 're-evaluation' %s below show the impact of reading the reasoning around the BSA decisions. For two of the decisions, almost a quarter of respondents viewed the BSA decision as appropriate even though they would have initially upheld the complaint.

## % of those who would have initially upheld the complaint, but supported the BSA's decision after reading the reasoning



Source: CX.2. Considering the balance standard, would you have upheld or not upheld this complaint? CX.3. How would you rate the BSA decision?

Base: All New Zealanders who were shown each clip, base sizes shown above.

Note: \*Rated the BSA decision acceptable, good, or very good.

## While decisions are rated positively, scrutiny shifts to the broadcasting standard guidelines themselves...

### **Qualitatively, this is most apparent in bias-conscious participants.**

These participants tend to perceive government-funded broadcasters as needing to be completely neutral and to avoid any broadcasting that provides an 'angle' on an issue as this may mislead viewers / listeners. Rather, they believe broadcasters should present the facts on the issue and allow the audience to come to their own opinions. Bias-conscious participants noted their surprise to learn that broadcasters do not need to be completely neutral.

“

I feel like the BSA is making decisions according to the standards, but there are parts of the standards themselves that I don't necessarily agree with. That line about broadcasts not needing to be unbiased gets leaned on a lot. It almost feels like that sentence does a lot of the heavy lifting in decisions people are unhappy with.

[Male, 18-30 years, Māori, Auckland]

“

If you're going to allow bias in any form, that needs to be made explicit to the public. Right now, it's not clear where the line is. That lack of clarity keeps creating these problems.

[Female, 18-30 years, Pasifika / Māori, Whanganui]

...Desire for consistent broadcaster neutrality clashes with the balance standard's guidelines, causing discomfort with the system.

**“The standard does not require equal time to be given to each significant viewpoint.”**

There's a sense this guideline is too lenient and risks broadcasters prioritising some viewpoints over others – risking impartiality. There's a desire from bias-conscious New Zealanders that broadcasters should enable New Zealanders to come to a conclusion on an issue when presented with balanced facts.

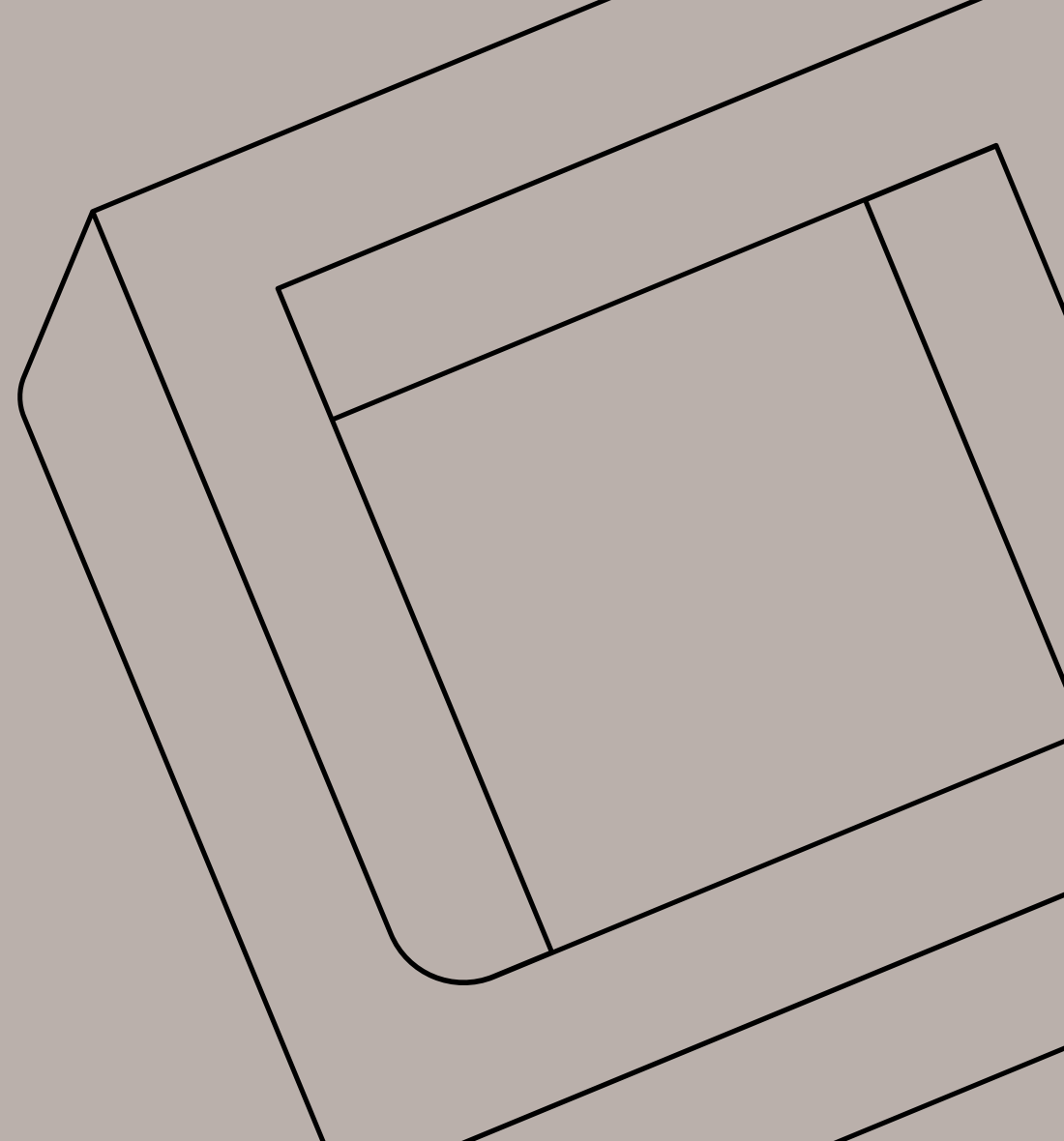
**“The standard does not require news, current affairs and factual programming to be presented impartially or without bias.”**

Significantly, bias-conscious New Zealanders see this guideline as a loophole that allows broadcasters to push political agendas unrestrained. There's a sense that greater impartiality is required from taxpayer-funded broadcasters in order to be inclusive and respectful of the opinions of all New Zealanders.

01

# **RNZ news bulletin report on arrest of Kiritapu Allan**

Broadcast 24 July 2023



# RNZ news bulletin report on arrest of Kiritapu Allan

## The complaint:

An RNZ news bulletin on then-Minister Kiritapu “Kiri” Allan’s arrest, including political commentators’ views of its implications for Labour’s election chances, was said to be unbalanced. The complaint said news bulletins were expected to report ‘the facts’ but the bulletin reported opinions which were biased against Labour. It also did not include Minister James Shaw’s view that people would likely understand Allan’s issues and not see it as a problem with the Labour government.

## Read the full decision here:

[Judge and Radio New Zealand Ltd - 2023-074](#)  
[\(7 November 2023\)](#)



## The decision:

The BSA **did not uphold** the complaint (**found no breach**) under the **balance standard**.

The Authority found:

- The report was clearly framed as coming from a particular perspective (implications of the arrest for Labour’s election chances).
- The choice of perspectives to present was within the broadcaster’s editorial discretion (a choice for the broadcaster).
- The balance standard does not require all perspectives to be presented within a single news item. Balance can be achieved in reporting over time.
- RNZ had broadcast an interview with Minister James Shaw, including his alternative perspectives, 30 minutes before the bulletin complained about.
- Other media coverage at the time also included alternative perspectives and the coverage of the issues was ongoing.
- Including opinion (in addition to facts) in a news bulletin is an editorial choice for the broadcaster, not an issue for a complaints procedure.



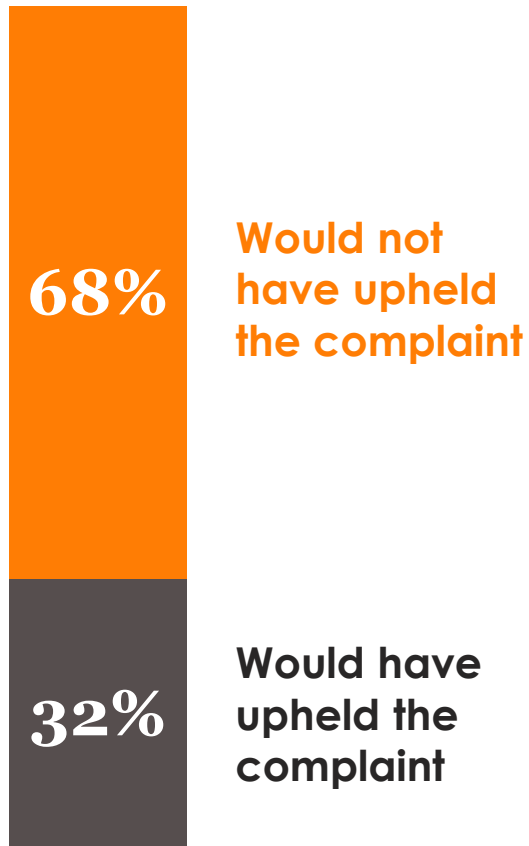
I didn't see it as overly biased. It was reporting what happened and the implications around it, which is what you expect from a news bulletin. People who are emotionally connected to it might feel differently, but as a general viewer I thought it was fine. **I wouldn't uphold the complaint.**

[Female, 41-50 years, Asian, Wellington]

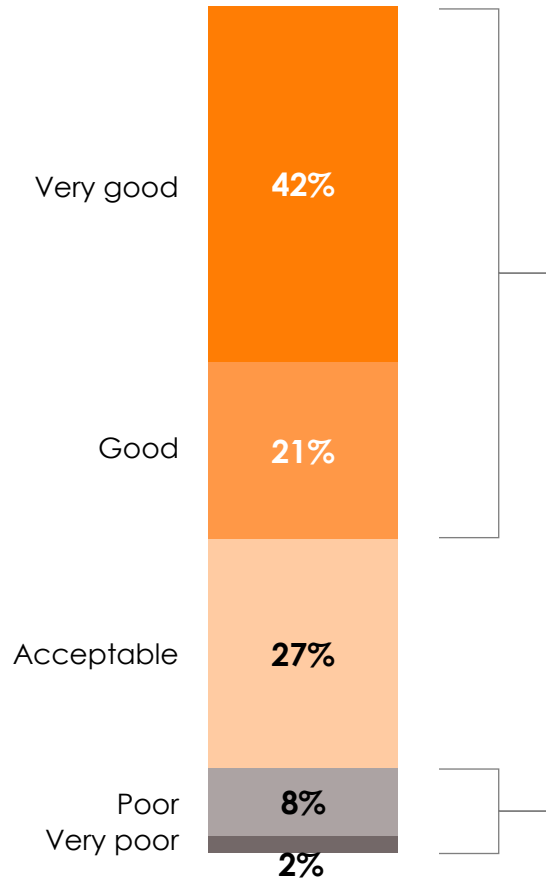
# RNZ news bulletin report on arrest of Kiritapu Allan

While initially one third of New Zealanders considered the media report unbalanced, after reading the decision reasoning, 9 out of 10 consider the BSA decision at least acceptable.

**Immediate reaction** (without having seen the explanation of the BSA decision)



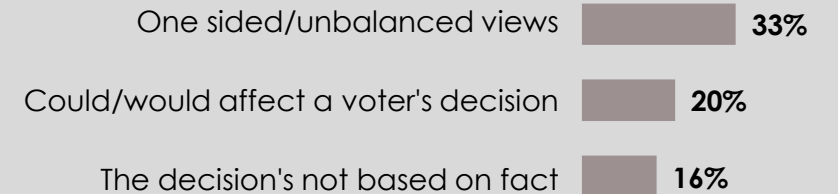
**90%** think the decision was at least acceptable (after reading the BSA decision)



**63%** Think it was a good/very good decision because...



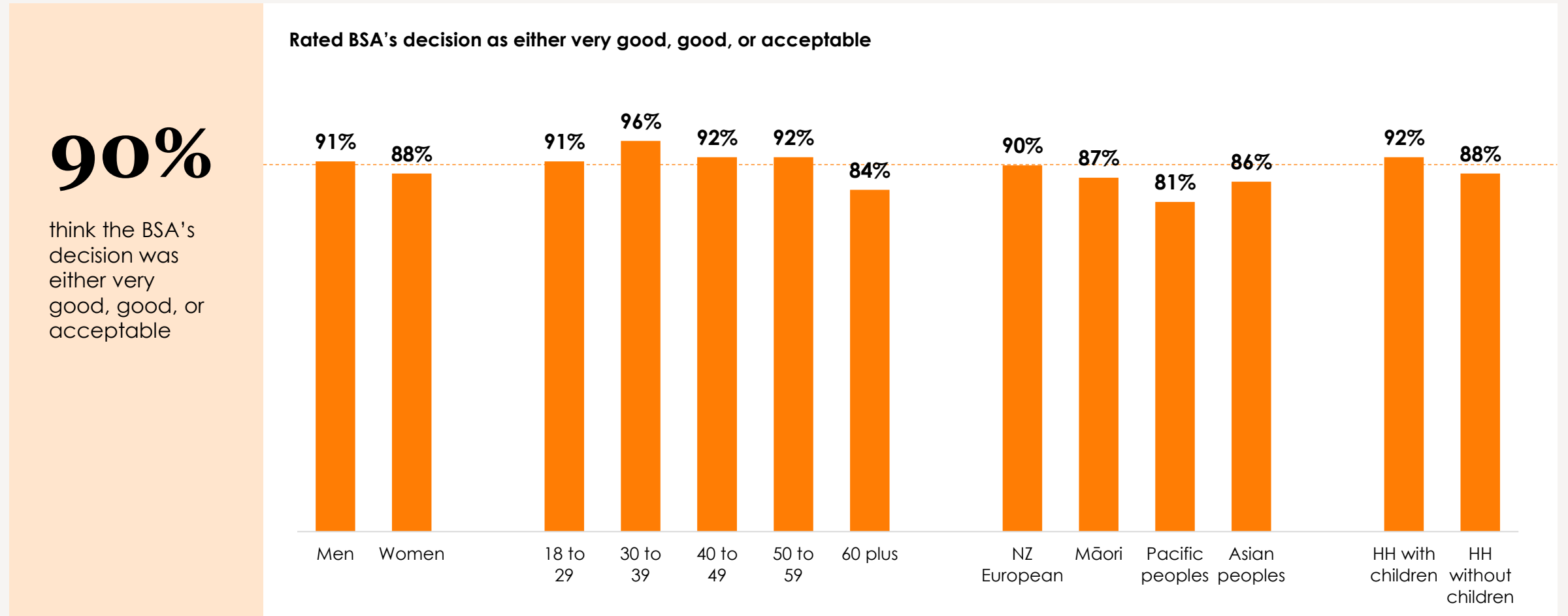
**10%** Think it was a poor/very poor decision because...



Source: C1.2. Considering the balance standard, would you have upheld or not upheld this complaint? C1.3. How would you rate the BSA decision? C1.4. Why did you rate the BSA decision as such?  
 Base: All respondents who were shown this clip (n=291)

# RNZ news bulletin report on arrest of Kiritapu Allan

Support for the BSA decision is strong across all demographic groups. Lower levels of support among adults aged 60+ and Pacific peoples are not statistically significantly different from the average.



Source: C1.3. How would you rate the BSA decision? Base: All respondents who were shown this clip (n=291)

# Qualitatively, most New Zealanders feel this complaint should not be upheld.

## For the majority who would *not* uphold the complaint...

There is considerable **consensus** the broadcast is unbiased.

- The broadcast doesn't feel biased because it is both fact-based and clearly framed as an opinion about Kiri Allan's arrest.
- New Zealanders are pragmatic, noting that it would be impossible to include every view on the issue within one broadcast for it to be truly balanced. The failure to include every view is not perceived to be an issue that creates bias.
- Many recall the significant public interest in the story. There's a strong sense that diverse views on this issue were accessible elsewhere if listeners were interested.
- The opinion is balanced with the whakaaro of a Māori political commentator Tau Henare, providing a degree of balance alongside the opinion of political figures.
- Pointing to the balance standard, New Zealanders note the broadcaster has freedom of expression and as such should be able to present an opinion on the issue.



I personally wouldn't uphold it. Most people understand that one person's actions don't represent an entire political party. I don't feel that it crossed a line to be unfair or unbalanced.

[Female, 50+ years, Pākehā, Auckland]

It might lean slightly toward one perspective, but that doesn't automatically mean it breaches the balance standard. The information was relevant and in the public interest. For me, that's not enough to justify upholding a complaint.

[Male, 41-50 years, Asian, Canterbury]

## But, for a small minority...

There is **scepticism** about the quantity of opinion present.

- The opinion-based format is interpreted as colouring the facts too much – muddying the waters.
- Some noted that more 'experts' were needed to balance out the broadcast – especially from the Labour Party.

Anecdotally, this speaks more to a misunderstanding of the balance standard combined with left leaning political views\* than intrinsic agreement with the complaint. As noted earlier in this report, many participants went on to rate decisions as 'acceptable' or 'good' regardless of their initial views on the broadcast once they understood how the standards were applied to complaints.

*\*While we did not ask participants directly about their political leanings, many shared these unprompted during focus group discussions.*



It felt like it was just one person's opinion shaping the whole story. To me, it was clearly biased because they didn't have anyone from the Labour Party speaking on [Kiri Allan]'s behalf or offering a counter-view. The reporting felt one-sided in a way that didn't seem fair.

[Female, 50+ years, Māori / Pākehā, Northland]

# New Zealanders feel aligned with the BSA's decision that this broadcast was not unbalanced.

## This plays out in four ways...

**01 Alignment with their own evaluation:** Key points presented by the BSA reflect New Zealanders' initial considerations, especially noting that the broadcast was framed as coming from a particular perspective. For New Zealanders, the opinion-based nature of the broadcast was also crucial for their initial assessment of the complaint.

**02 Rationale clarity:** The argument directly links back to the balance standard guidelines and explains what this means for the complaint outcome (e.g. RNZ had broadcast an interview with Minister Shaw 30 minutes prior – providing balance). This makes the decision feel strongly evidence-based.

**03 Decision format:** Utilising bullet points to clearly outline key points made it easy to digest the evidence and logic within the rationale.

**04 Language used:** The decision used jargon sparingly, with plain-language descriptions in brackets if it was used (e.g. "editorial discretion (a choice for the broadcaster)").



I agree with the decision, especially the part about balance not needing to be achieved in one single item. When you consume news across the day, you naturally get different perspectives. That explanation made the decision feel reasonable and grounded.

[Female, 41-50 years, Asian, Wellington]



The reasoning was clear and easy to follow. They explained exactly why it didn't breach the standard and linked it back to how the rules are applied. It matched what we were already thinking as a group.

[Female, 50+ years, Pākehā, Auckland]



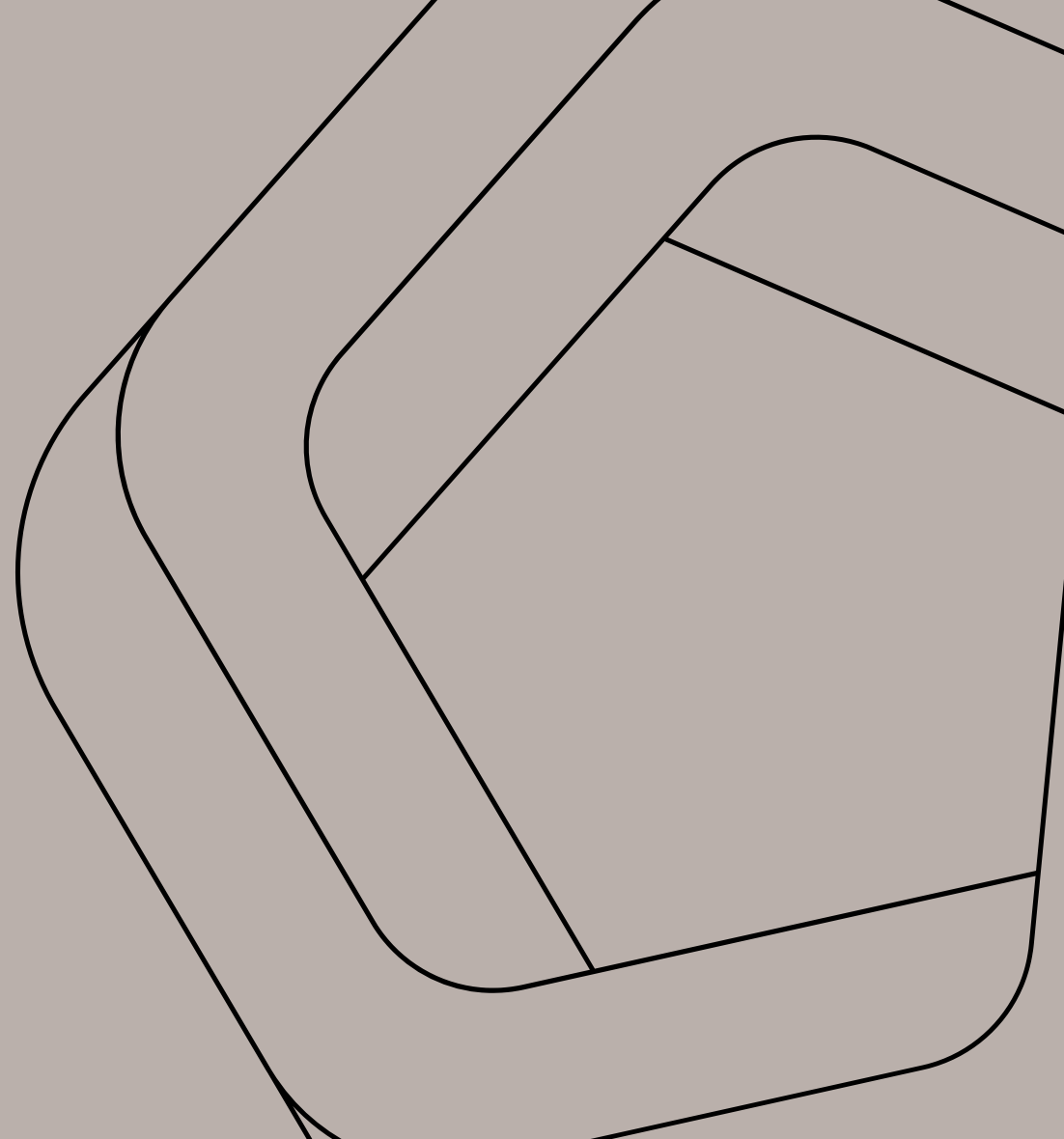
I think that decision is fair. It's clear and it explains why it didn't meet the standard. Knowing there was other coverage around the same time makes a difference.

[Female, 41-50 years, Māori, Auckland]

02

# **TVNZ 1News report on Erica Stanford's use of private email account**

Broadcast 5 May 2025



# TVNZ 1News report on Erica Stanford's use of private email account

## The complaint:

A 1News report, on concerns about Minister Erica Stanford's use of her personal email account for government business, was said to be unbalanced. The complaint said opening the news with the item and devoting such time to it was 'outrageous' and it appeared intended to undermine the Coalition Government. It also said that the overall tone was one of 'scandal' despite alternative viewpoints being presented and the tone of TVNZ's political editors 'is relentlessly negative'.

## Read the full decision here:

[Newman and Television New Zealand Ltd - 2025-029 \(29 July 2025\)](#)



## The decision:

The BSA **did not uphold** the complaint (**found no breach**) under the **balance standard**.

The Authority said in such a serious, investigative report it is reasonable to provide significant alternative points of view – but they don't all need to be given equal time. It found the broadcast provided significant viewpoints on the issue:

- Commentary on the dangers of ministers using personal accounts was provided by a law professor.
- Stanford's statement was included, referring to the printing issues behind her decision to use her personal email account, acknowledging some of the emails were with her long-term contacts and indicating relevant emails had been sent to her ministerial email for action.
- The Prime Minister's comments were included, covering her 'printing challenges', his being 'very relaxed' and his office having spoken to her.
- The broadcast stated an automatic reply had been added to Stanford's Gmail account redirecting the public to official channels.

In addition:

- All perspectives did not have to be presented within a single broadcast. The story had been broadly reported so the audience were likely to be aware of different perspectives on it.
- There was no evidence to support the complaint of bias. Viewers expect robust commentary from reporters in the Political Editor role.

The length and placement of news reports are editorial choices for the broadcaster, not issues for a complaints procedure.



I'm comfortable with the decision. Even though the item felt harsh, they did include her explanation and the Prime Minister's response. When you look at it through the standards, **it makes sense that it wasn't upheld.**

[Female, 50+ years, Pākehā, Auckland]

# TVNZ 1News report on Erica Stanford's use of private email account

At first, 1 in 3 New Zealanders thought there was a breach of the balance standard, but after reading the BSA decision, the vast majority (89%) is aligned with the outcome.

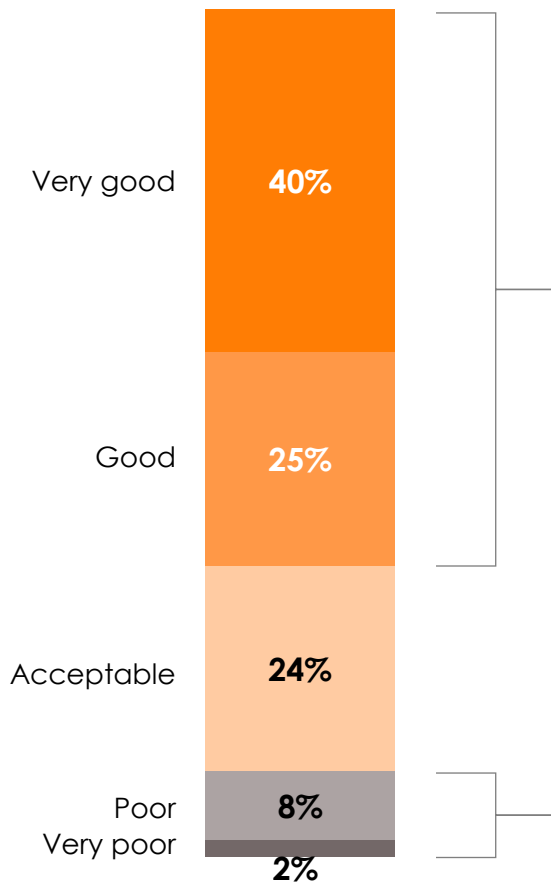
**Immediate reaction** (without having seen the explanation of the BSA decision)



**Would not have upheld the complaint**

**Would have upheld the complaint**

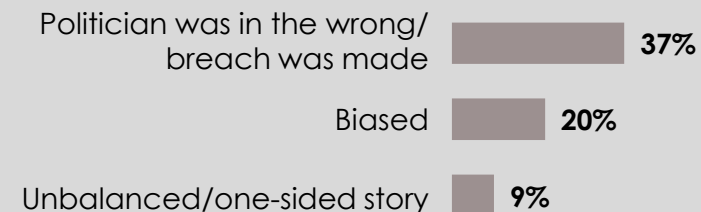
**89%** think the decision was at least acceptable (after reading the BSA decision)



**65%** Think it was a good/very good decision because...



**11%** Think it was a poor/very poor decision because...



Source: C2.2. Considering the balance standard, would you have upheld or not upheld this complaint? C2.3. How would you rate the BSA decision? C2.4. Why did you rate the BSA decision as such?  
 Base: All respondents who were shown this clip (n=291)

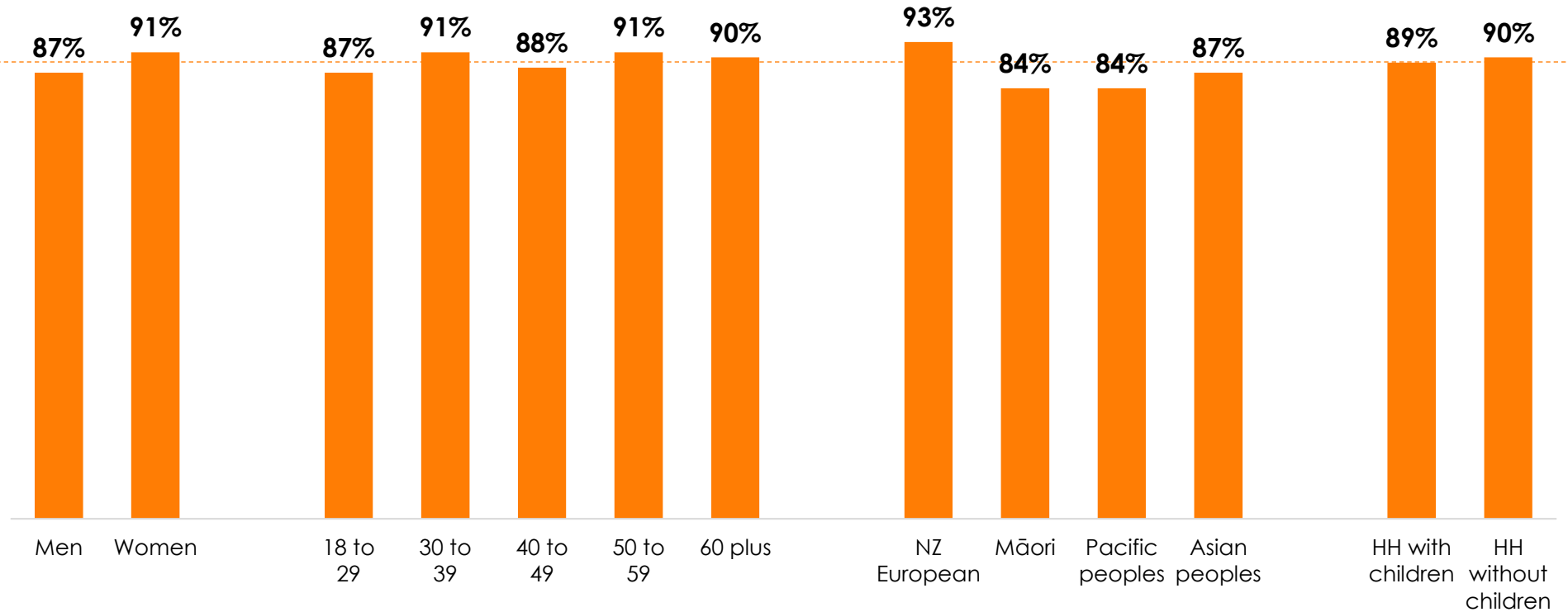
# TVNZ 1News report on Erica Stanford's use of private email account

Large majorities of all demographic groups view the BSA decision positively.

# 89%

think the BSA's decision was either very good, good, or acceptable

Rated BSA's decision as either very good, good, or acceptable



Source: C2.3. How would you rate the BSA decision? Base: All respondents who were shown this clip (n=291)

# Qualitatively, despite perceiving a 'sensationalist' tone, most New Zealanders feel the complaint fails to meet the threshold to be upheld.

Participants weighed up various factors to evaluate this complaint and determine if they thought it should be upheld:

## The tone

- On one hand, the broadcast did seem over-dramatic and unbalanced – with the reporting style feeling too harsh towards Erica Stanford. A balanced perspective didn't seem to be included, with Christopher Luxon's comments cut short.
- Participants who are highly sensitive to biased broadcasting perceived this broadcast to have a political agenda against the National Party.

## The public interest

- On the other hand, the item is strongly in the public interest and does provide various alternative perspectives to some extent. A Minister made a significant error of judgement, and there's a need to ensure the voting public are kept informed.
- Given the high public interest, the report does seem evidence-based. The broadcast is relying on irrefutable facts, rather than making baseless claims or presenting an opinion (e.g. showing the stack of email print-outs).
- Similarly, many 'experts' made comment on this issue (albeit with varied comment length) and according to the balance standard equal air-time isn't required for all perspectives.

## Freedom of expression

- Despite a 'scathing' reporting style, New Zealanders can see that it is the broadcaster's freedom to choose the tone and length of the news item – this alone does not create a biased item.
- Some note that although it does seem too long given the subject matter, it may have been a slow news day – meaning the broadcaster has intentionally chosen to focus on this specific news.

Overall, New Zealanders believe the public interest and freedom of expression evident in this broadcast outweigh concerns with the news item's tone - they would not uphold this complaint.

## In their words...



I'm quite fifty-fifty on this one. I probably wouldn't uphold it, but I still think it was a little bit one-sided. They do present real facts, but the way it was framed and the drama around it made it feel heavier than it needed to be.

[Male, 18-30 years, Māori, Auckland]



At first I thought they were making more of it than necessary, but now I realise it was actually quite serious. They explained the security risks, they had the professor's view, they had Stanford's explanation, and Luxon's comments too. It felt factual and balanced rather than an attempt to undermine her.

[Female, 50+ years, Pasifika / Māori / Pākehā, Auckland]



I thought it was over-dramatised. It felt like a slow news day and they stretched it out more than necessary. But even with that, I wouldn't uphold it because it's something the public should probably know about.

[Female, 50+ years, Pākehā, Auckland]



The use of a personal Gmail by a high-ranking MP is probably all we needed to know, and they went on a bit too much about it. It felt like they were digging too deep, and while I lean towards upholding, I don't think it quite gets across the line.

[Male, 50+ years, Māori, Gisborne]

# Most qualitative participants feel aligned with the BSA's decision, but some see room for improvement in its framing.

## For the majority who would *not* uphold the complaint...

### Alignment with their own evaluation:

Key points presented by the BSA reflect New Zealanders' initial considerations and conclusion that the broadcast didn't meet the threshold for a breach. They especially agreed with the BSA noting that the broadcast included various perspectives but that they didn't all need equal air time – they appreciate the diversity of perspectives presented as an example of balance.

### Confirmation of high public interest:

Participants generally agreed that the BSA's decision not to uphold the complaint was appropriate given the high public interest in the issue. Participants interpreted the outcome as consistent with the broadcast being treated as a serious, investigative report addressing a matter of significant public interest.

### Upholding broadcasters' freedom of expression:

Most New Zealanders are pleased to see the editorial choice of broadcasters addressed directly. The fact that length and tone of the report is a choice for the broadcaster feels logical and pragmatic – not something that could create bias.

## But, for a small minority...

There's a sense that **more is needed** to fully address the complaint.

- The complainant's discomfort with the scandalous and sensationalised tone doesn't feel like it's addressed. Although tone is clearly within the realm of a broadcaster's editorial discretion, some New Zealanders\* want more comment on this aspect to understand at what point a sense of 'scandal' might become unacceptable.
- The failure to acknowledge the complainant's discomfort with the report's tone is perceived as making the BSA come across as 'arrogant' – focusing too much on the standard guidelines and not enough on the broader context of the complaint.

*\*New Zealanders who are highly sensitive to bias in news media.*



I accept the decision. It's laid out well and I understand the points they're making. I still think it was overdone, but I can see why they didn't uphold it.

[Female, 41-50 years, Māori, Auckland]

Once you apply the balance standard properly, I agree with the outcome. They weren't required to give equal airtime to every possible viewpoint. The decision lines up with how the standard is written.

[Male, 41-50 years, Asian, Canterbury]



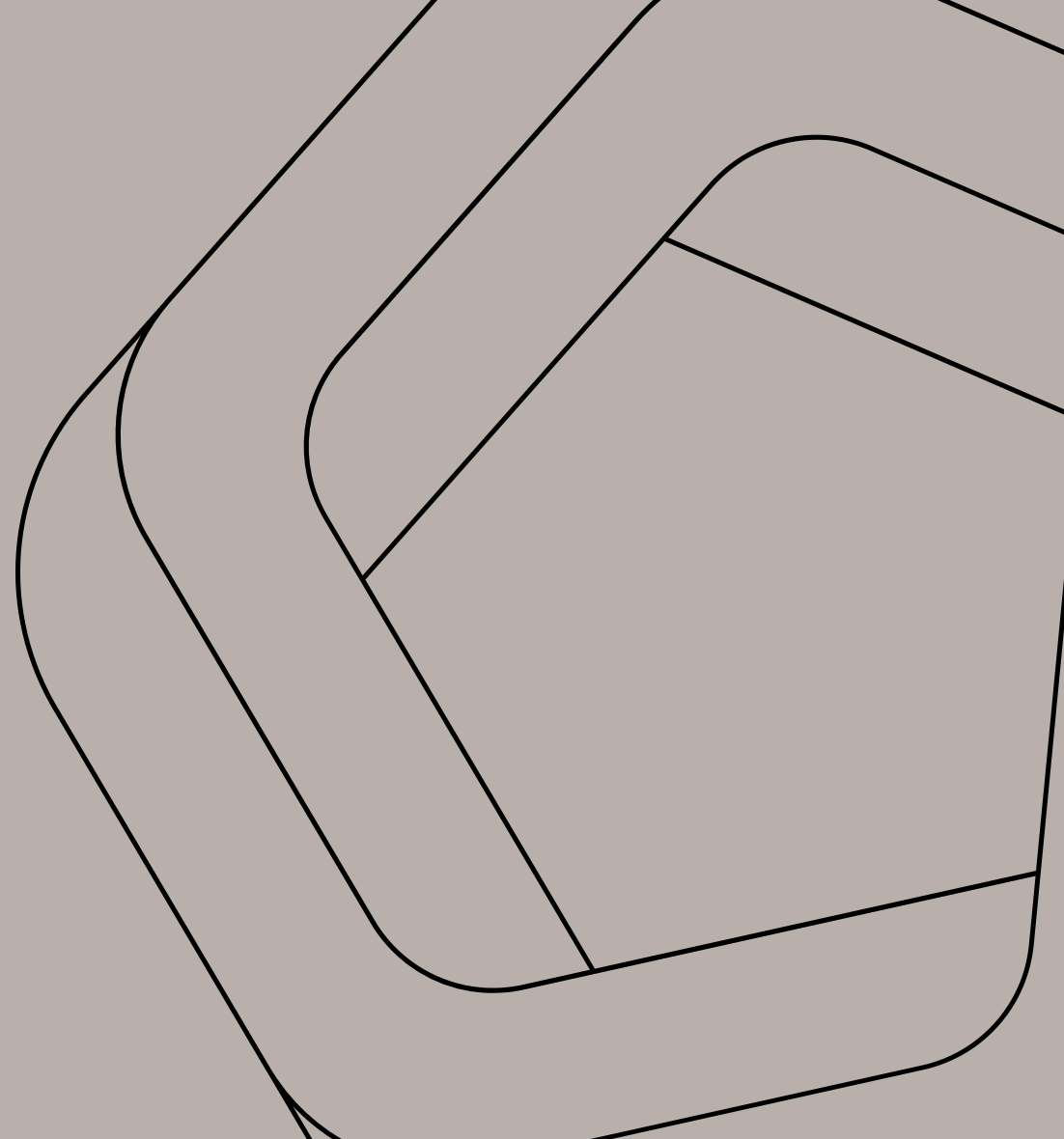
It makes sense when you read their reasoning, but it misses the point of the complaint. The tone and the way the story was inflated weren't really addressed. It feels like they followed the rule but ignored the issue.

[Male, 50+ years, Pākehā, Auckland]

03

# 1News report – reintroduction of referendums on Māori wards

Broadcast 4 April 2024



# TVNZ 1News report on the reintroduction of referendums for Māori wards

## The complaint:

A 1News report, on the Government's reintroduction of referendums for Māori wards on local councils, was said to be unbalanced. The complaint said there was an imbalance of commentary with no countering views from mayors, politicians or organisations. It discussed the cost of referendums but not the costs of having Māori wards. Biased phrases ('reaction's been swift and strong', 'that's sparked outrage') were used. No statistics were provided to show the extent of New Zealanders' support or opposition to Māori wards.

## Read the full decision here:

[Neilson and Television New Zealand Ltd - 2024-030 \(26 June 2024\)](#)



## The decision:

The BSA **did not uphold** the complaint (**found no breach**) under the **balance standard**.

The Authority found the broadcast gave a fair voice to significant viewpoints:

- The introduction was clear it was focused on reactions to the Government's announcement, rather than being an in-depth examination of the Māori wards issue.
- Comments were included from Coalition Government representatives supportive of the plan (Minister Simeon Brown and ACT Party leader David Seymour). These alerted the audience there were a variety of perspectives on the issue.
- The standard allows for balance to be achieved over time and the announcement continued to be widely reported on. Viewers could reasonably be expected to be aware of this reporting.

Given the many different media sources available to New Zealand audiences, the standard does not require news to be presented impartially or without bias, so does not cover 'biased phrases' or content. Its focus is on ensuring competing viewpoints about significant issues are available (including in other media) so audiences can be informed. Requiring absolute balance and neutrality from every news broadcast would inappropriately limit freedom of expression.



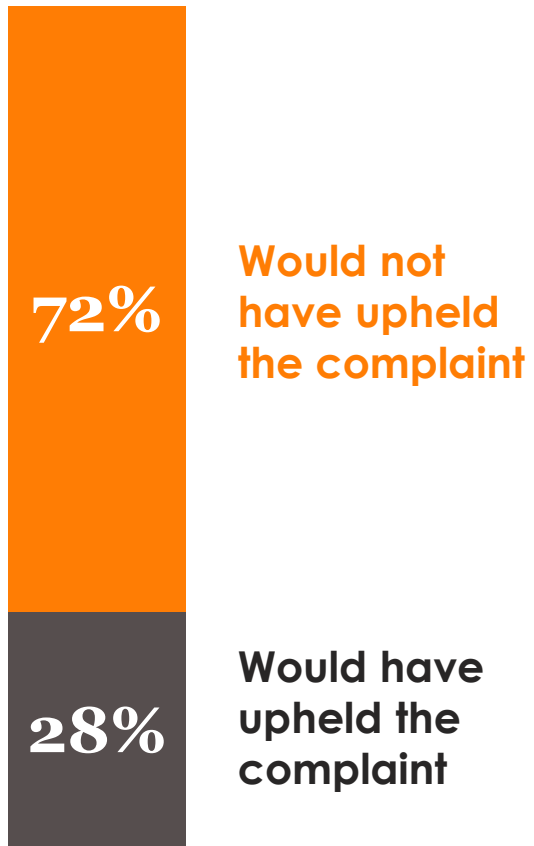
I thought the broadcast was well presented and a lot of information was given. There were clear facts, reactions from different political parties, and context about the councils' opinions on the matter... **it didn't strike me as unbalanced at all.**

[Male, 50+ years, Pākehā, Northland]

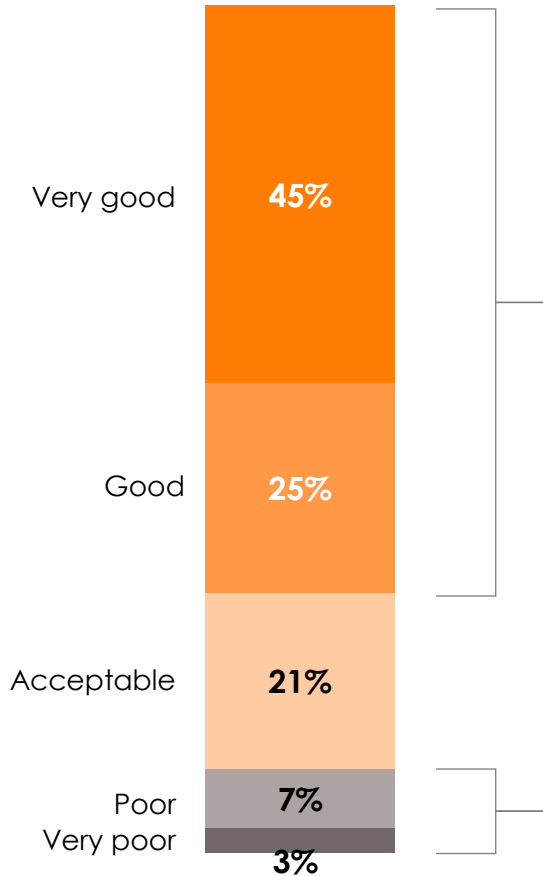
# TVNZ 1News report on the reintroduction of referendums for Māori wards

The immediate reaction of 72% of New Zealanders was not to uphold the complaint. After reading the decision reasoning, 90% consider the BSA decision at least acceptable.

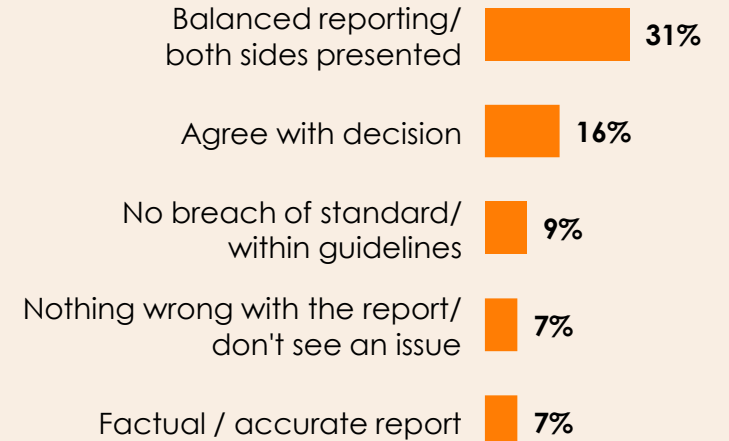
**Immediate reaction** (without having seen the explanation of the BSA decision)



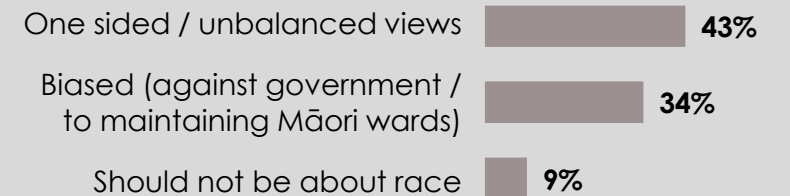
**90%** think the decision was at least acceptable (after reading the BSA decision)



**69%** Think it was a good/very good decision because...



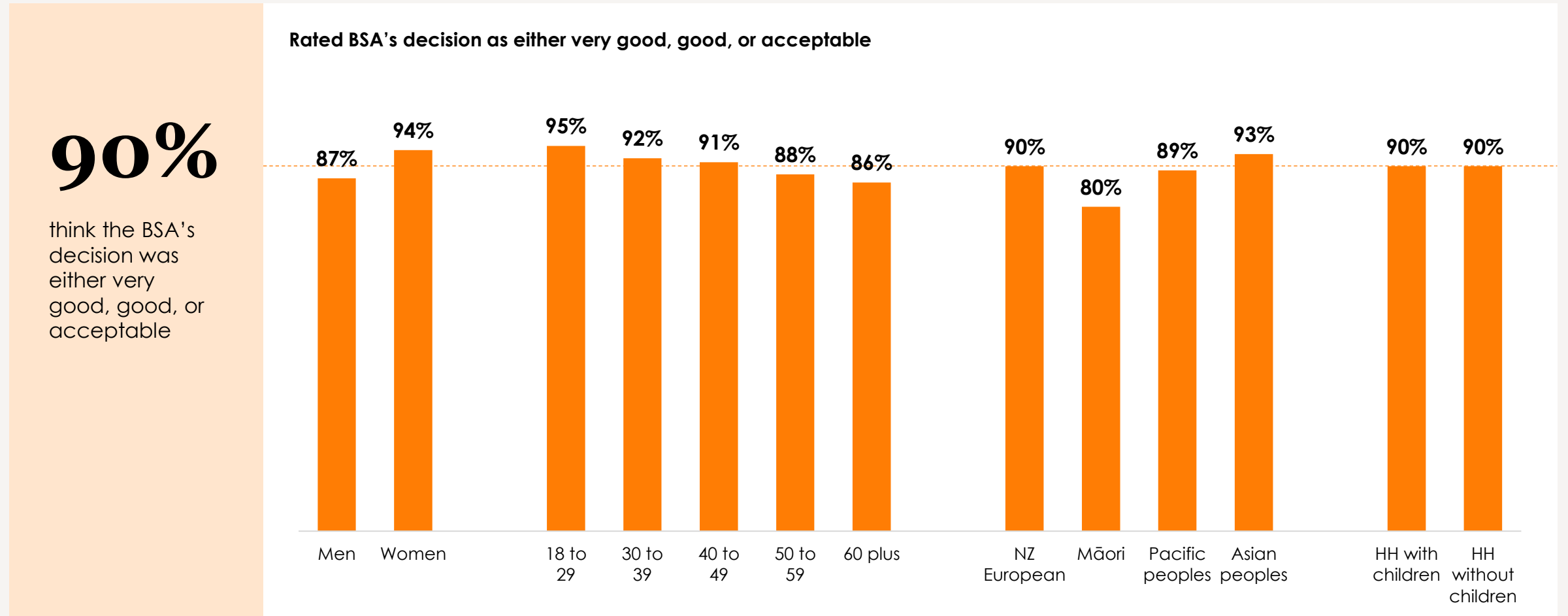
**10%** Think it was a poor/very poor decision because...



Source: C3.2. Considering the balance standard, would you have upheld or not upheld this complaint? C3.3. How would you rate the BSA decision? C3.4. Why did you rate the BSA decision as such?  
 Base: All respondents who were shown this clip (n=289)

# TVNZ 1News report on the reintroduction of referendums for Māori wards

Overall, positive ratings are consistent across age, gender and households with and without children. Lower alignment with the BSA decision among Māori compared to other ethnicity groups is not statistically significant.



Source: C3.3. How would you rate the BSA decision? Base: All respondents who were shown this clip (n=289)

## Qualitatively, bias-conscious New Zealanders\*, feel this complaint should be upheld due to a ‘sensationalised’ reporting tone...

### **Dramatic broadcast tone:**

Bias-conscious qualitative participants consider the broadcast to have a dramatic tone – causing many to be torn between upholding it or not. They note emotive language used pulls the broadcast towards the unbalanced end of the spectrum.

Some are angered by what they consider “trigger words” that push a “biased narrative” (e.g. ‘racism’).

### **Lack of diverse perspectives:**

The dramatic tone feels exasperated by a lack of alternative viewpoints on the issue.

They note the lack of local government or general public viewpoints included in the broadcast cause a lack of balance.

## ...but for more neutral New Zealanders, the complaint should not be upheld.

### **‘Sensational’ tone, just not extreme enough to be unbalanced:**

While some New Zealanders can discern elements of unbalanced reporting due to perceived over-dramatic framing, they don't think it meets the threshold to be in breach of the balance standard. They don't believe the complaint should be upheld as it relies mainly on the emotive nature of the broadcast, rather than pointing to any clearly biased or misleading claims.

### **Diverse perspectives, just not equal air-time:**

While neutral New Zealanders would also have appreciated greater representation of local government views in the broadcast, they believe there is enough diversity included (e.g. including MP's comments).

They feel the complainant's key concern must be the unequal time given to the different perspectives, but note this does not make a broadcast unbalanced based on their impression of the guidelines.



This one felt very one-sided to me. It's the verbiage they're using and the sensationalism, using words like racism to get a reaction. That makes it feel like they're pushing a narrative rather than reporting.

[Male, 50+ years, Pākehā, Auckland]



I think it was pretty unbiased overall. It might have been stronger with more perspectives from local government or maybe some street interviews, but in general it presented a reasonable spread of views. For me, there wasn't enough imbalance there to justify upholding the complaint.

[Male, 18-30 years, Māori, Wellington]

\*Participants who are moderately or highly sensitive to bias in broadcasting

# Once they read the BSA’s decision, most qualitative participants’ initial concerns about the broadcast’s tone are alleviated.

## For the majority who agree with the BSA’s decision...

There is considerable **consensus** the BSA’s decision is fair and logical.

- New Zealanders especially appreciate the argument that balance can be achieved over time, via multiple broadcasts, and that they take into account how widely an issue is reported on. This is a factor they had not considered previously when evaluating the complaint, and it largely alleviates any concern about the broadcast’s sensational tone.
- Overall, New Zealanders feel aligned with the result. They appreciate the way it walks them through how the balance standard applies to this complaint – noting that they now feel more enlightened. Previously they had not considered that balance does not mean a broadcast needs to be completely neutral.



I think the decision is good. It explains that not every broadcast needs to be neutral and that people can find other viewpoints elsewhere. That matches how the standard actually works.

[Male, 18-30 years, Māori, Auckland]

After seeing the decision, I agree with it. Balance doesn’t mean neutrality, and it makes sense that it was focused on reactions rather than the whole issue.

[Female, 41-50 years, Asian, Wellington]

## But, for a small minority...

Broadcaster neutrality is top of mind.

- The decision summary notes that: “...the [balance] standard does not require news to be presented impartially or without bias, so does not cover ‘biased phrases’ or content.”
- Some bias-conscious New Zealanders are significantly unimpressed with this comment. They believe that government-funded media should aim to be neutral in all broadcasts. Due to this comment, this decision is seen to have no credibility.



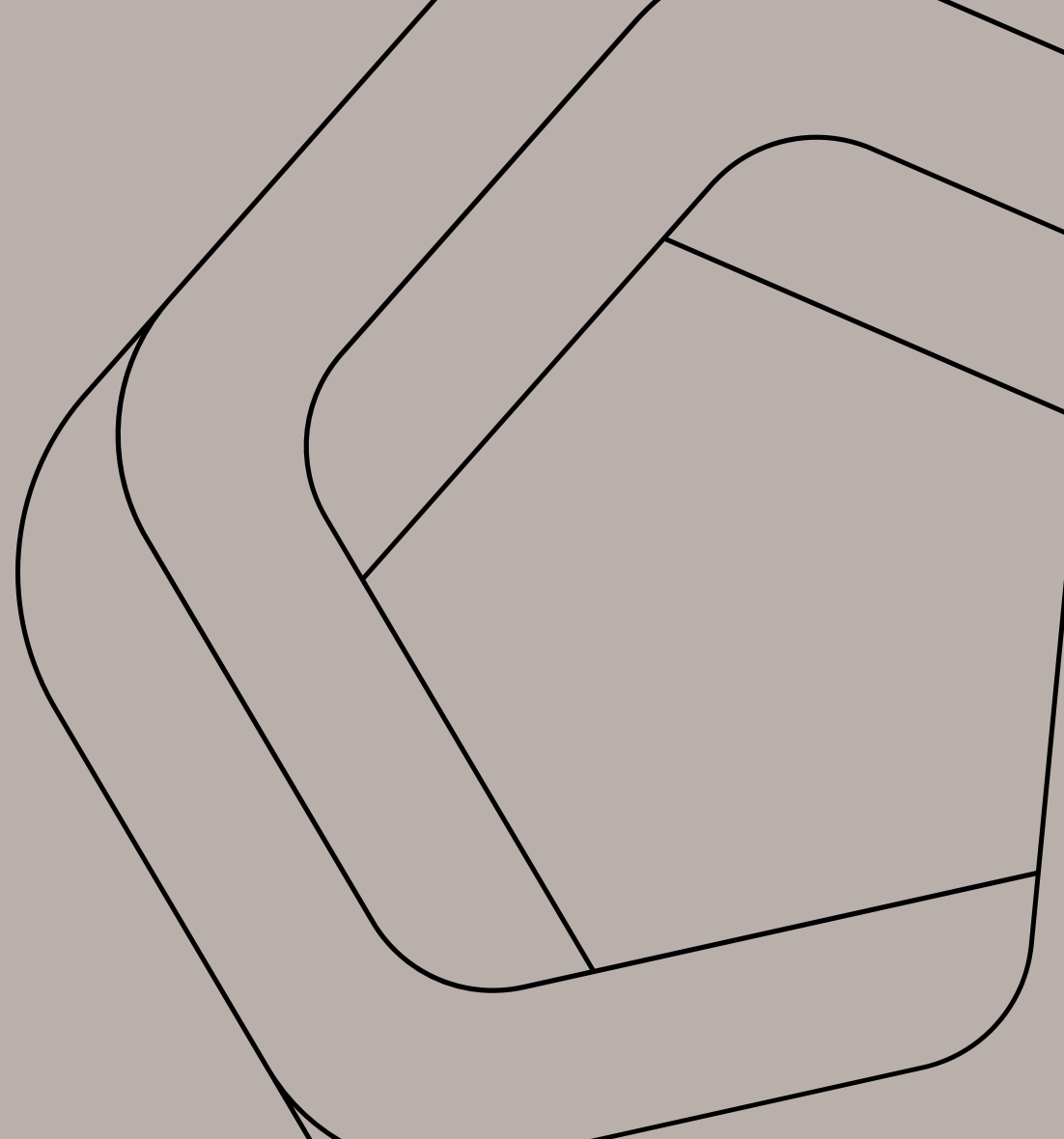
Requiring absolute neutrality wouldn’t limit freedom of expression in my view. What people actually want is fair reporting, not reporting that leans heavily one way. This decision just reinforces the problem.

[Male, 50+ years, Pākehā, Auckland]

04

# **RNZ Concert news bulletin on Māori and Pasifika honourees**

Broadcast 30 December 2023



# RNZ Concert news bulletin on Māori and Pasifika honourees

## The complaint:

A complaint was made about an RNZ Concert news bulletin reporting Māori and Pasifika honoured in the 2024 New Year Honours list.

The complaint was that by exclusively covering Māori and Pasifika recipients, the broadcast contained 'unacceptable bias' in breach of the discrimination and denigration standard. It was a 'preferential highlighting of a minority segment in our society and an unfair minimising of other worthy recipients by their exclusion.' The bulletin was demonstrative of the 'worrying trend in NZ of reverse racism, and a disproportionate bias towards [Māori and Pasifika].'

## Read the full decision here:

[Penny and Radio New Zealand Ltd - 2024-006 \(20 March 2024\)](#)



## The decision:

Section 11(b) of the Broadcasting Act 1989 allows the Authority to 'decline to determine' a complaint (ie choose not to issue a decision) if it considers, in all the circumstances of the complaint, it should not be determined.

The BSA **declined to determine** this complaint under the **discrimination and denigration standard**, per section 11(b) of the Broadcasting Act.

The Authority declined to determine the complaint because the complainant drew no connection between their concerns about the broadcast and the broadcasting standards raised in their complaint. The complainant did not identify a 'section of the community' that was discriminated against by the broadcast. The Authority has previously stated that the discrimination and denigration standard does not apply to broad, non-homogenous groups such as 'non-Māori'.

Also, the complainant's concerns related to the type of content they considered should be included in news bulletins. Those are matters of broadcaster choice and personal preference, not broadcasting standards issues.



I think declining to determine was the **right choice**.  
It wasn't worth the time and effort because the  
complaint didn't actually connect to the standard.

[Female, 41-50 years, Māori, Auckland]

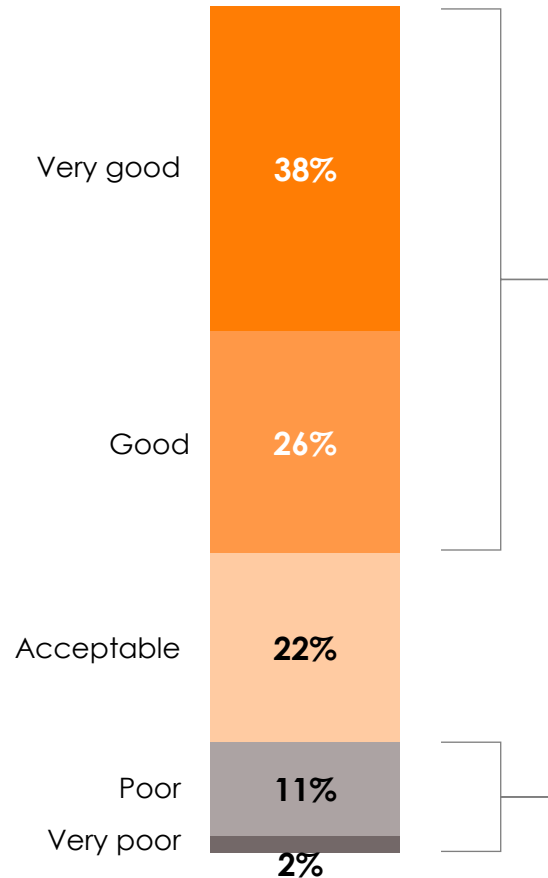
# RNZ Concert news bulletin on Māori and Pasifika honourees

Almost nine in ten New Zealanders are aligned with the BSA declining to determine this complaint under the discrimination and denigration standard.

**Immediate reaction** (without having seen the explanation of the BSA decision)



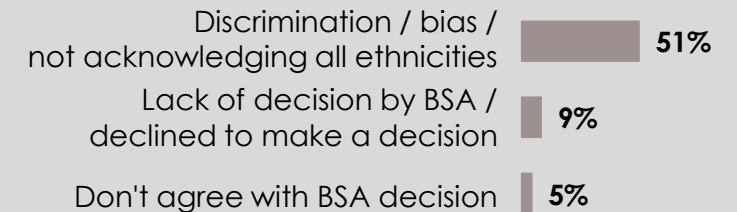
**87%** think the decision was at least acceptable (after reading the BSA decision)



**64%** Think it was a good/very good decision because...



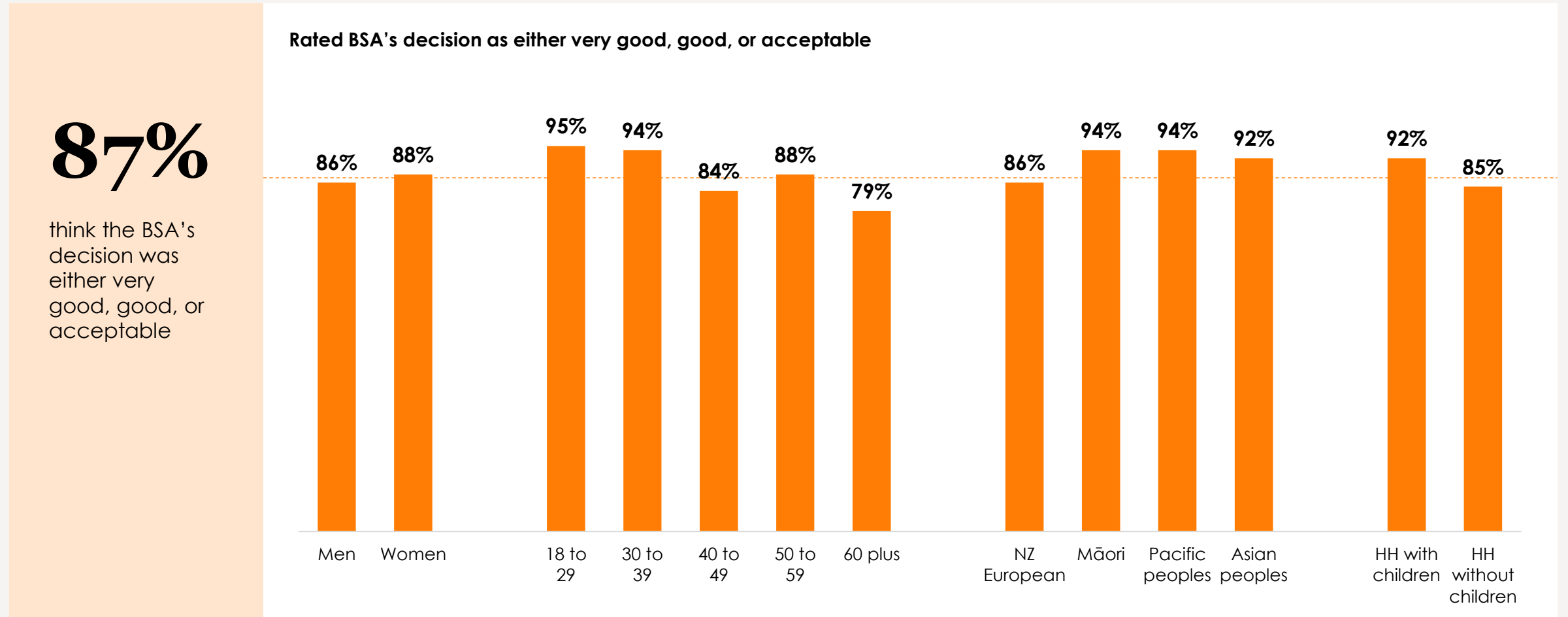
**13%** Think it was a poor/very poor decision because...



Source: C4.2. Considering the denigration and discrimination standard, would you have upheld or not upheld this complaint? C4.3. How would you rate the BSA decision? C4.4. Why did you rate the BSA decision as such? Base: All respondents who were shown this clip (n=284)

# RNZ Concert news bulletin on Māori and Pasifika honourees

Overall, subgroups agree with the BSA declining to consider this complaint.



Source: C4.3. How would you rate the BSA decision? Base: All respondents who were shown this clip (n=284)

# New Zealanders feel the broadcast's lack of discriminatory comments means the complaint lacks any foundation.

## There's consensus among qualitative participants that the radio segment feels generic and unoffensive.

- Significantly, New Zealanders fail to understand who the complainant thinks is being discriminated against or degraded.
- Although only Māori and Pasifika recipients are named, New Zealanders know that other recipients will be mentioned elsewhere. They note that it would be impossible to list everyone in such a short item.
- Some note the significant value in highlighting Māori and Pasifika women recipients – especially when media often fails to celebrate Māori and Pasifika success.
- Ultimately, New Zealanders agree that no harm could come from this broadcast.



It was a very short piece and clearly celebratory. There was no harm in highlighting Māori and Pasifika recipients. I don't see how it could meet the threshold for discrimination.

[Female, 50+ years, Pākehā, Auckland]



I can understand someone feeling upset if they were on the honours list and didn't get mentioned. But at the same time, this broadcast was celebrating people, not tearing anyone down. I don't really see how that breaches a standard.

[Male, 31-40 years, Pākehā, Nelson]



It was framed in a positive way. It's about celebrating Māori and Pasifika achievements rather than excluding others in a harmful sense. I don't think that meets the threshold for discrimination.

[Female, 18-30 years, Pasifika / Māori, Whanganui]



It's quite rare to see Māori and Pasifika success centred like that. So in a way it felt like something important to acknowledge and celebrate. I didn't see it as taking anything away from others.

[Female, 18-30 years, Pasifika, Wellington]

# New Zealanders strongly agree with the BSA's treatment of this complaint.

**Qualitative participants unanimously agree with the approach the BSA has taken to this complaint. The complaint is perceived to be a 'time-waster,' with the BSA justified in minimising the resources they put into a response.**

They note three key strengths to the BSA declining to comment on the complaint...

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**01** **Closing the door on the issue:** Not determining the complaint via a decision limits the risk of further appeals from the complainant. There's an assumption that issuing a decision invites further debate with the complainant – further wasting BSA time and resources.

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**02** **No scope:** New Zealanders felt that the complainant was 'pulling at hairs' rather than providing a sound argument rooted in the broadcasting standards. They agree this approach firmly highlights the parameters for complaints.

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**03** **Reusable format:** The text feels like a generic form that can easily be adapted for a variety of unfounded complaints. New Zealanders are pleased that the BSA are not investing significant time drafting new responses as these types of complaints arise.



I understand why they declined to determine it. There were no real grounds, and the complaint didn't link clearly to the standards.

[Male, 31-40 years, Asian, Bay of Plenty]



It was a bit weedy to start with. They couldn't really act on anything because the complaint didn't connect properly to the standards. Declining to determine made sense.

[Male, 50+ years, Pākehā, Auckland]



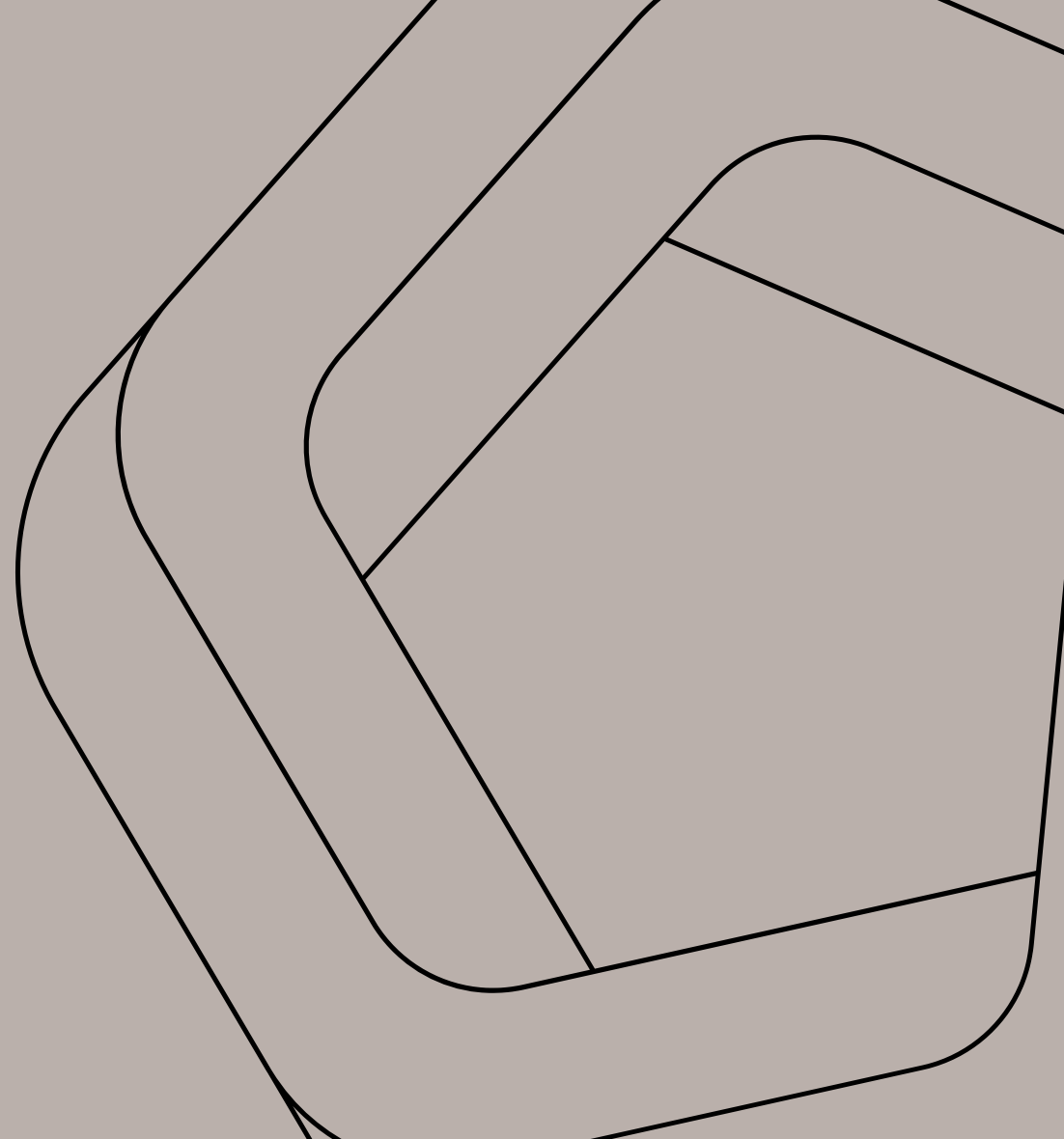
I think declining to determine it was the right choice. It wasn't worth the time and effort because the complaint didn't actually connect to the standard.

[Female, 41-50 years, Māori, Auckland]

05

# **TVNZ Q+A interview by Jack Tame with Christopher Luxon**

Broadcast 11 June 2023



# TVNZ Q+A interview by Jack Tame with Christopher Luxon

## The complaint:

A complaint was made about an interview with then-Leader of the Opposition Christopher Luxon on *Q+A with Jack Tame*.

Tame's interviewing was said to breach the balance standard because:

- He was discourteous and hostile to Luxon. His questioning was 'unbalanced, unethical and unprofessional'.
- When discussing a capital gains tax, some of Tame's comments 'seemed personal' and were 'nasty and uncalled for'.
- Tame's interviewing was biased, 'which could unfairly influence voters in the coming election, be hurtful to Mr Luxon's family and which did not offer any enlightenment on National party policy'.

## Read the full decision here:

[Hoy and Television New Zealand Ltd - 2023-077 \(13 December 2023\)](#)



## The decision:

The BSA **did not uphold** the complaint (**found no breach**) under the **balance standard**.

The Authority noted the balance standard requires reasonable efforts to be made to reflect significant perspectives when controversial issues are discussed.

The Authority considered the complainant's concerns were rooted in Tame being biased in his interviewing. However, the balance standard does not require broadcasts to be presented impartially or without bias. Instead, the standard is focused on ensuring competing viewpoints about significant issues are available. It is also common for interviewers to take a particular position and challenge the interviewee from that position — and doing so is not a breach of broadcasting standards.



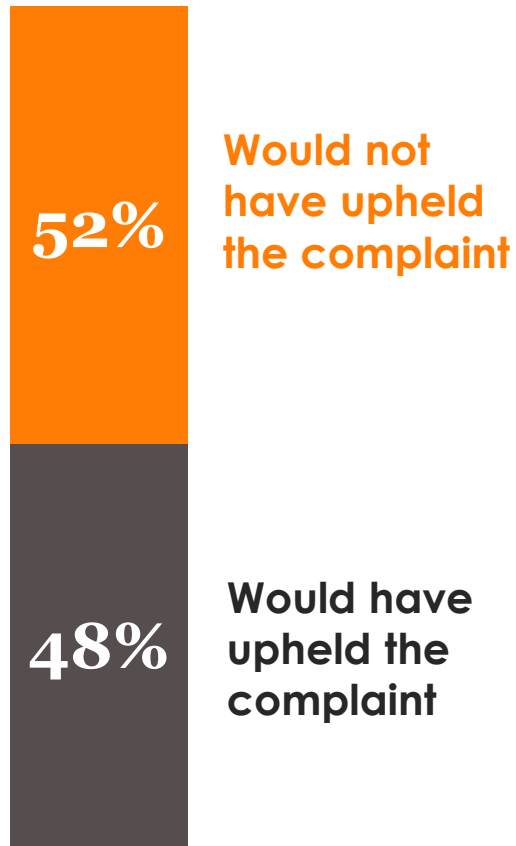
I don't agree with the decision at all. Jack Tame didn't give Luxon the time to actually answer the questions, so there was **no fair opportunity to present his perspective**. If you're cutting someone off constantly, you're not allowing balance, regardless of what the standard technically allows.

[Female, 41-50 years, Māori, Auckland]

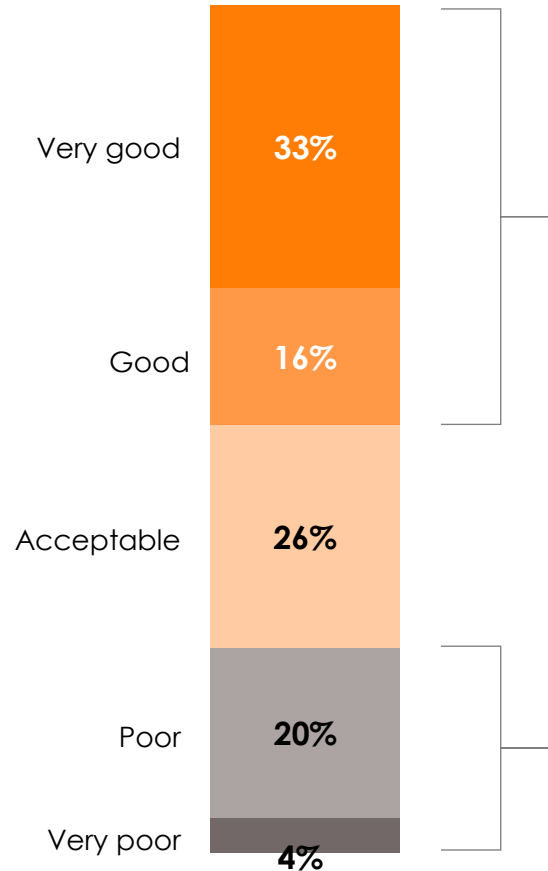
# TVNZ Q+A interview by Jack Tame with Christopher Luxon

The immediate reaction to Jack Tame's interview with Christopher Luxon is polarised. The BSA's decision reasoning brings three quarters of people on board. Even so, this decision attracts less support than the other four examined.

**Immediate reaction** (without having seen the explanation of the BSA decision)



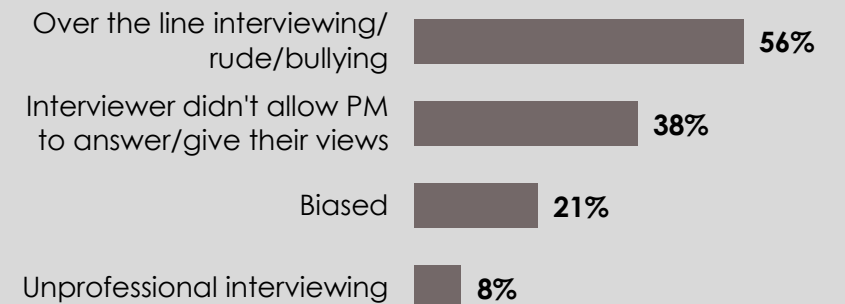
**76%** think the decision was at least acceptable (after reading the BSA decision)



**49%** Think it was a good/very good decision because...



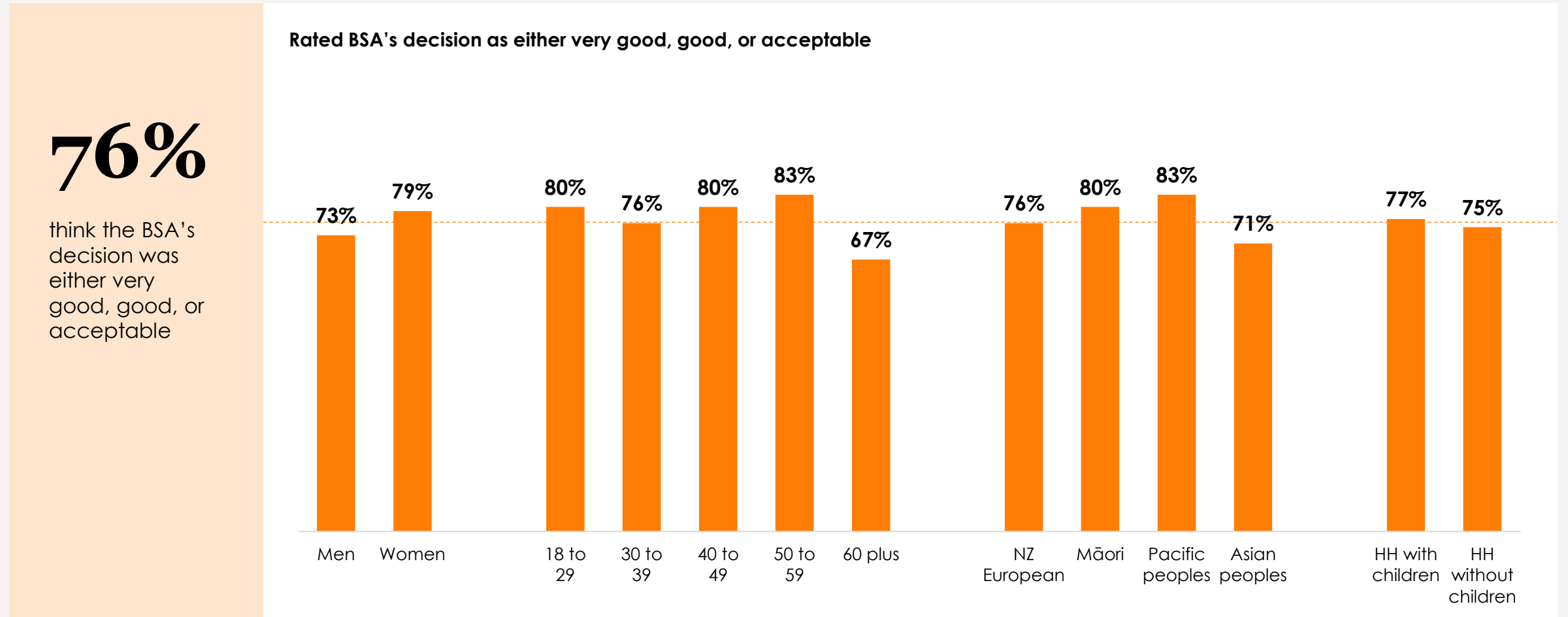
**24%** Think it was a poor/very poor decision because...



Source: C5.2. Considering the denigration and discrimination standard, would you have upheld or not upheld this complaint? C5.3. How would you rate the BSA decision? C5.4. Why did you rate the BSA decision as such? Base: All respondents who were shown this clip (n=283)

# TVNZ Q+A interview by Jack Tame with Christopher Luxon

Although not statistically significant, those 60 years and older and Asian peoples are slightly more critical of the BSA decision.



Source: C5.3. How would you rate the BSA decision? Base: All respondents who were shown this clip (n=283)

# Qualitatively, New Zealanders are split in their assessment of this broadcast and complaint.

Those who **disagree** with the complaint highlight Jack Tame's journalistic style is indiscriminately harsh to all politicians...

## A common journalistic style

Some participants feel Tame's combative interview style is fitting of the hard-hitting Q&A context, and is what they have come to expect from Tame. They note he interviews figures across the political spectrum in the same manner and consistently pushes back against vague answers. They feel this style is highly beneficial for viewers and shows the important role that journalists play in holding politicians to account.

They note this style is common across political leanings, citing Mike Hosking as an example of right-leaning journalist who utilises the same interview approach.



The interview was perfectly acceptable because Tame was acting in the public interest. He pushed back because that's what interviewers are supposed to do. If anything, this shows how important it is for leaders to answer plainly.

[Male, 50+ years, Pākehā, Northland]

...whereas those who **agree** with the complaint see bias in Jack Tame's interview approach.

## Facts and content diluted

Some consider that any facts, information, or content were lost due to the aggressive interview style. People point to Tame cutting off Luxon's responses as a key example. As a result, they feel that any valuable information for viewers about National's stance on capital gains tax got lost in the noise – preventing a balanced broadcast on the issue.

## An unprofessional tone

Ultimately, many New Zealanders are offended by Tame's perceived lack of 'decorum' in the interview. While not tied to the balance standard specifically, some feel his hostility towards Luxon speaks more to Tame's political leanings than his journalistic style – leading to overtly harsh questioning of Luxon (an unbalanced approach).



The communication between the two of them didn't go very well. When it turns into almost an argument on television, it becomes quite biased. That's why I think the complaint should be upheld.

[Female, 18-30 years, Pasifika / Māori, Whanganui]

Out of all the clips, this is the one I would one hundred percent uphold. Luxon was being asked questions he couldn't reasonably answer in a couple of sentences. Jack Tame boxed him into a corner and didn't let him explain himself.

[Male, 18-30 years, Māori, Auckland]

# Once they read the BSA's decision, most qualitative participants' are satisfied with the outcome.

## For the majority...

There is **clear understanding** of how the complaint relates to the balance standard.

- For some who originally agreed with the complainant, the decision felt logical and was seen as clearly outlining the balance standard guidelines. While still agreeing with the complainant, these participants recognise the limitations of the broadcasting standards' ability to address perceived interviewer hostility and can see why this isn't a balance issue.
- Others who disagreed with the complainant felt the BSA's arguments were aligned with their views.



A journalist's job is to get as much information as possible so the public can make an informed decision, especially when someone might become the Prime Minister. If the interview had gone softly, they wouldn't have got the clarity people need. The tension came from Luxon avoiding the questions, not from Tame being biased.

[Male, 18-30 years, Māori, Auckland]

## But, for a small minority...

There's a sense that **more is needed** to fully address the complaint.

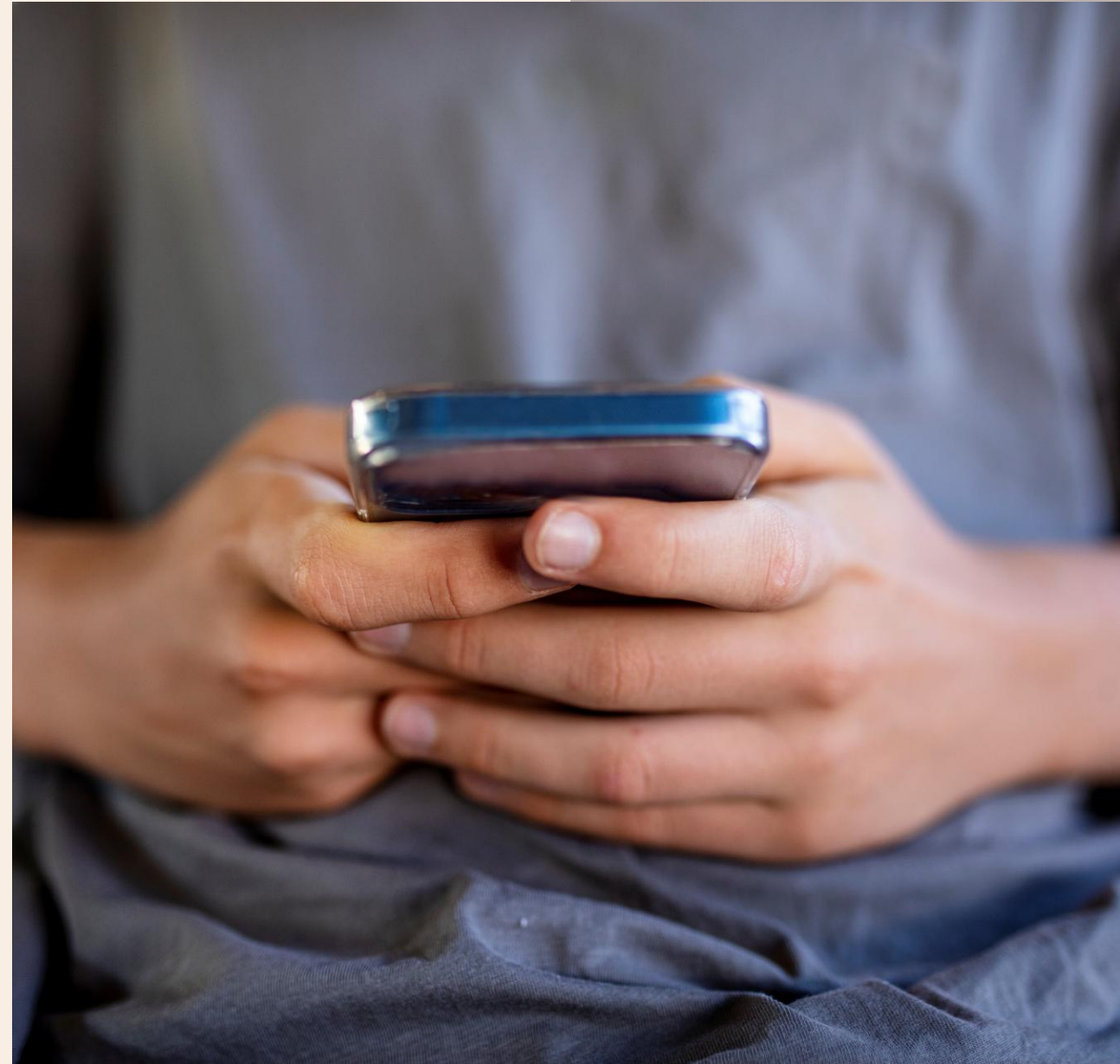
- The decision did not sufficiently address the complainant's concerns around Tame's questions being personal and targeted. Some New Zealanders feel that the BSA has cherry-picked what to respond to and ignored the rest.
- Bias-conscious New Zealanders question why interviewer behaviour isn't covered by the balance standard and see a clear link between biased broadcasting and 'rude' interviewing.



The decision really narrowed the complaint down to bias and ignored everything else that was raised. There were personal insinuations, abrupt interruptions, and a refusal to accept any answer that wasn't a yes or no. None of that was addressed in the reasoning, and that's why I don't agree with the outcome.

[Male, 41-50 years, Māori, Canterbury]

# Media use and consumption



# Social media use continues to rise in 2026, while consumption of printed newspapers and magazines has declined significantly over the past two years.

Type of media consumption	2024	2022	2021	2020
Used social media	76%	71%	73%▲	67%▼
Viewed other online video (e.g. YouTube)	66%	65%	67%▲	61%
Watched subscription television	63%	60%	62%▲	54%
Watched free-to-air TV (not online)	61%	62%	64%▼	75%
Listened to radio (not online)	56%	55%	56%	57%▲
Watched free-to-air TV online	56%	56%▲	48%	49%
Read newspapers online	47%	47%	48%	46%
Streamed radio online	35%	31%	34%▲	24%
Watched pay TV (not online)	30%	32%	34%	32%
Read newspapers (not online)	22%▼	29%	26%	29%▲
Watched pay per view TV	22%	21%▲	15%▲	7%
Read magazines (not online)	15%▼	21%	19%	19%
Read magazines online	10%	10%	8%	9%

Source: Q1. In the last week, which of the following did you do? Please answer based on your most recent week's activities.

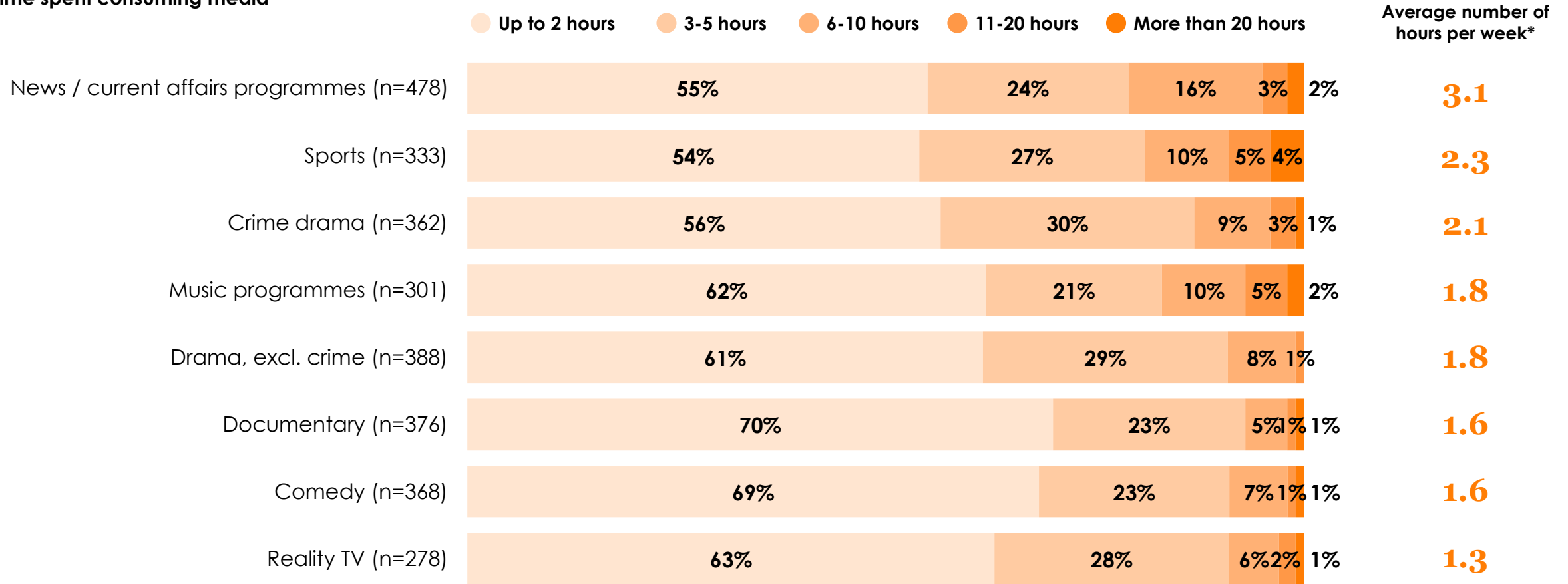
Base: All New Zealanders (n=582)

Note: Not showing n=3 who said "None of the above".

Significantly higher than the previous year ▲  
Significantly lower than the previous year ▼

# News/current affairs programmes attract the most viewing time, followed by sport and crime drama. Reality TV receives the lowest engagement.

## Time spent consuming media



Source: Q2. Still thinking about the last week, roughly how long did you spend watching or listening to each of the following types of programmes?

Base: All New Zealanders who consumed each type of programme (base sizes shown on chart)

Note: \*The base for average hours calculation is all respondents (n=582).

Significantly higher than the previous year ▲  
Significantly lower than the previous year ▼

# Just under one third of New Zealanders use media-management tools. The overall usage has remained stable, except for a decrease of parental locks use on Sky.

## Use of media management tools

		2024	2022	2021	2020
Electronic programming guide	15%	13%	14%	13%	16%
Classifications	14%	17%	13%	11%	12%
Broadcaster warnings/Audience advisories	8%	10%	9%	8%	9%
Timebands	7%	8%	8%	6%	7%
Parental locks on Freeview	4%	6%	3%	5%	4%
Parental locks on Sky	3% ▼	6%	5%	6%	6%
Other	0%	1%	1%	1%	1%
None of these	68%	68%	71%	70%	65%

Source: Q3. Do you currently use any of the below tools to manage viewing in your household?  
 Base: All New Zealanders (n=582)

Significantly higher than the previous year ▲  
 Significantly lower than the previous year ▼

# Appendix



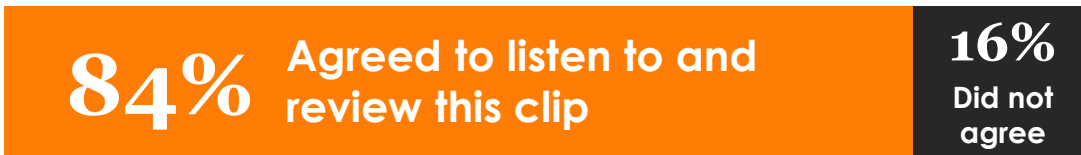
Quantitative respondents were given a brief description of the media clip and then asked whether they agreed to view/listen to the clip.

**TVNZ 1News report on the introduction of referenda for Māori wards**



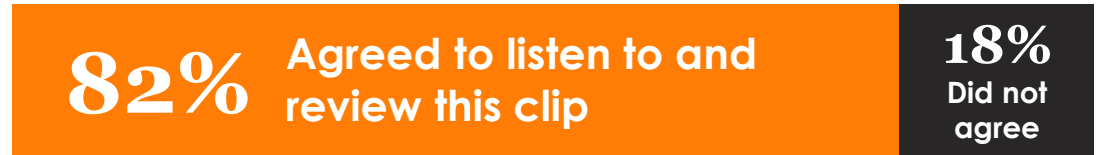
n=349

**RNZ news bulletin report on arrest of Kiritapu Allan**



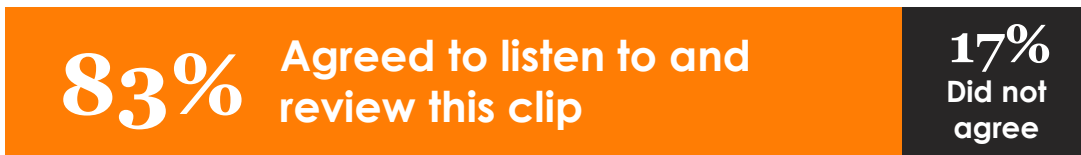
n=350

**RNZ Concert news bulletin on Māori and Pasifika honourees**



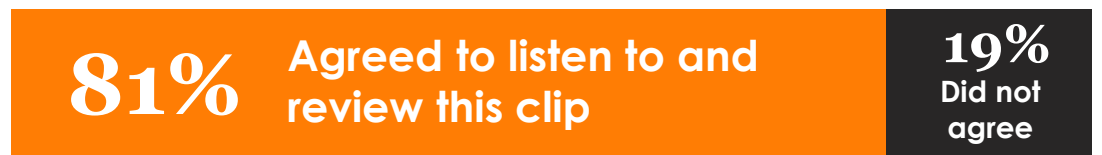
n=349

**TVNZ 1News report on Erica Stanford's use of private email account**



n=351

**TVNZ Q+A interview by Jack Tame with Christopher Luxon**



n=349

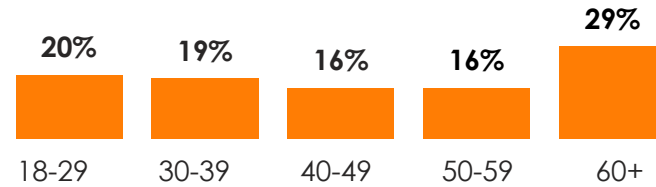
Source: C1.1., C2.1., C3.1., C4.1., C5.1. Would you like to view this clip?  
Base: Base sizes are shown above.

# Quantitative sample

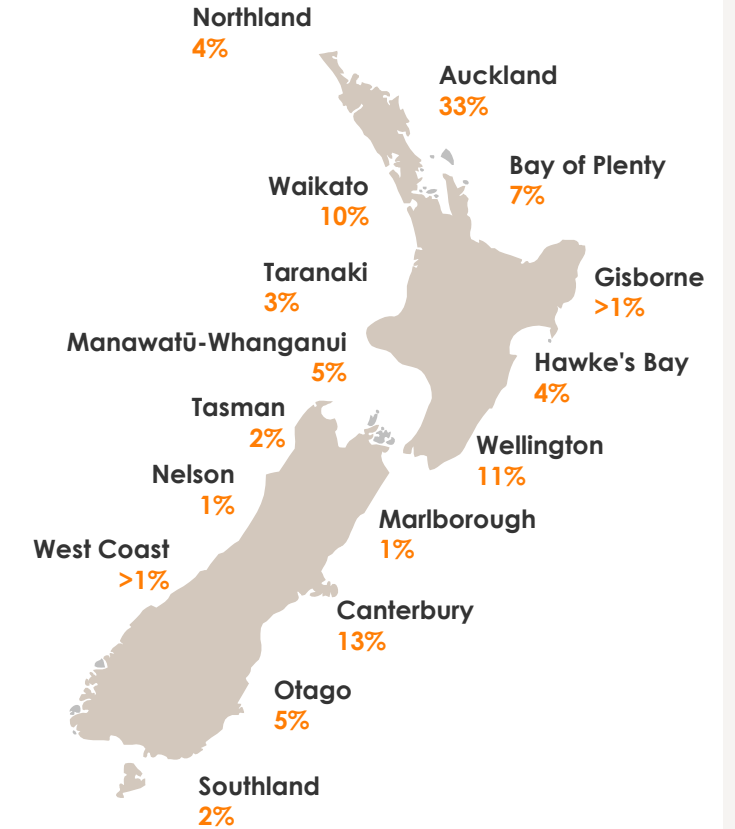
## Gender



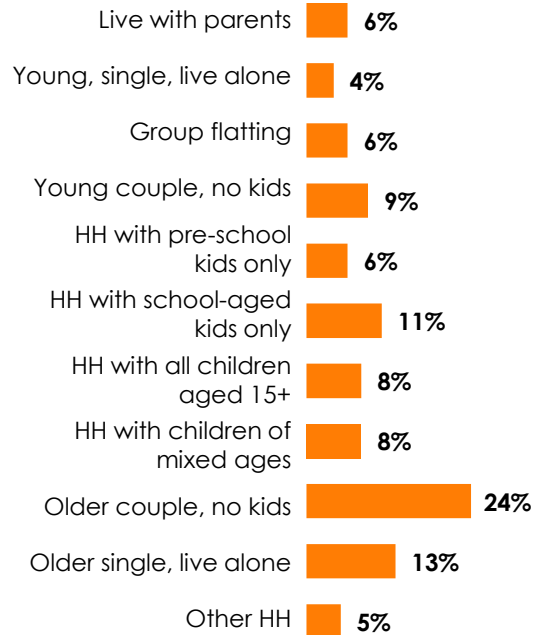
## Age



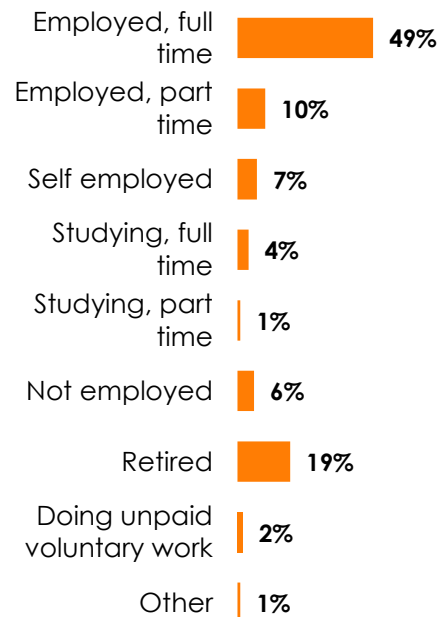
## Region



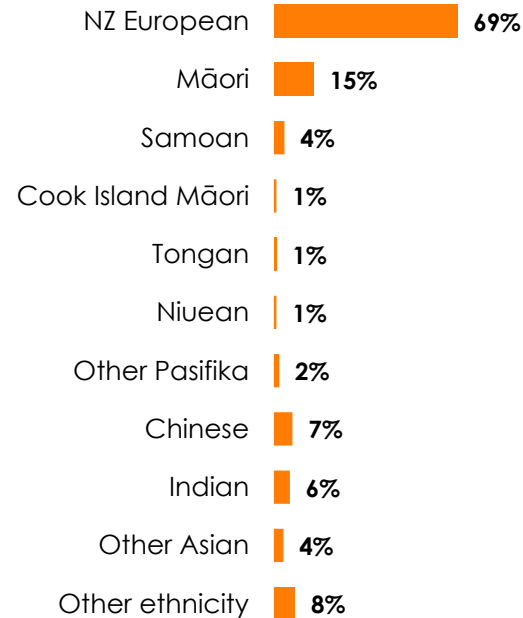
## Household description



## Employment situation



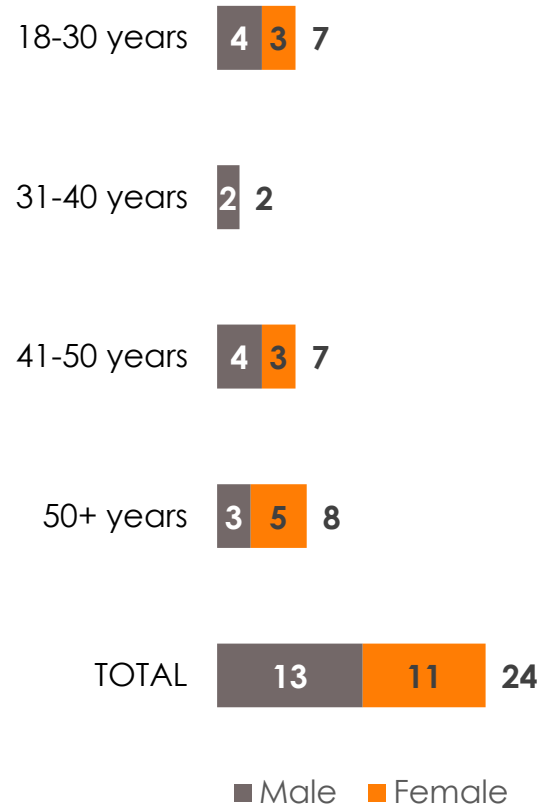
## Ethnicity



Source: S1. Gender, S2. Age, S3. Region, Q4. Household description, Q7. Employment situation, Q8. Ethnicity.  
 Base: All New Zealanders (n=582).

# Qualitative sample

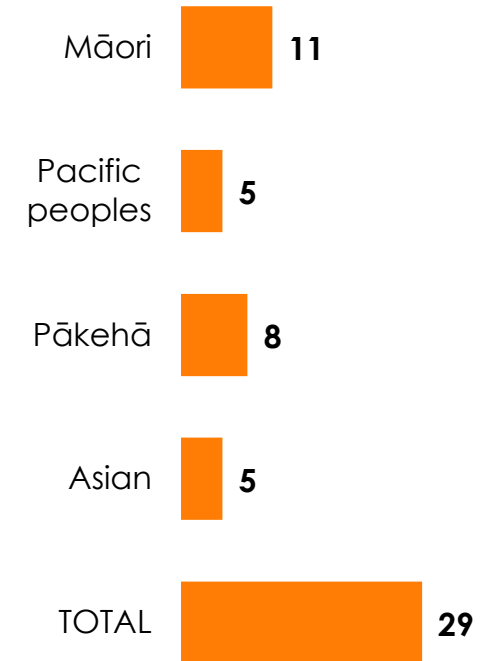
## Gender and age



## Region



## Ethnicity



*\*Ethnicities are self-reported, and as such the total is greater than 24 to reflect mixed ethnic backgrounds.*

For more information,  
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