



Broadcaster Satisfaction Survey

April 2013



Broadcaster Complaints Process: Satisfaction Survey

Report Prepared For:

Broadcasting Standards Authority

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Opinion Statement

Nielsen certifies that the information contained in this report has been compiled in accordance with sound market research methods and principles, as well as proprietary methodologies developed by, or for, Nielsen. Nielsen believes that this report represents a fair, accurate and comprehensive analysis of the information collected, with all sampled information subject to normal statistical variance.

Executive Insights

Business Needs Assessment

This survey was conducted to gain an understanding of broadcasters’ perceptions and experiences of the complaints process.

The results of this survey provide some of the performance measures required for the BSA’s Statement of Intent (SOI).

It will also help build a complete picture of whether the current system is working as effectively as it can – both at BSA level and at broadcaster level.

SOI Measures

The following summarises the measures set in the SOI 2012 – 2015 and the results achieved in this 2013 survey.

Measure:	Target in SOI	Result – 2013 Survey
Broadcasters rate BSA processes and working relationships as good or better and identify any issues	80% or more of broadcasters surveyed rank BSA processes and working relationships as good or very good on a five point scale	89% of broadcasters surveyed ranked the BSA processes and working relationships as good or very good on a five point scale
Any issues identified considered by board and appropriate changes made and recorded or placed on the agenda of the broadcaster/BSA working group	n/a	The following areas have been identified for discussion: <ul style="list-style-type: none"> • Website search engine • Communication of timeframes for decisions and for where referrals are in the process
Broadcasters rate BSA website as good or very good on a five-point scale	At least 70% of broadcasters rate the BSA website as good or very good on a five point scale	Over 70% of the broadcasters surveyed rated the usability, value and clarity of the BSA website as good or very good on a five point scale

Conclusions

On the basis of this research, we conclude that the current system is working well for broadcasters and indications are that broadcasters are more satisfied with their dealings with the BSA than they were in 2009.

- Broadcasters perceive the relationship they have with the BSA as a positive one and are happy with the complaints process overall.
 - Sufficient information is being received and is effective in helping broadcasters understand the formal complaints process.
 - Personal contact with BSA staff by phone or face to face is rated particularly positively and indications are that BSA staff are viewed even more positively than in 2009.
 - The written decisions are also viewed positively.
 - While broadcasters are generally happy with the process in terms of information exchange, there remains an issue around timeliness for some, particularly management of the overall time the complaints process takes.
-

Needs Assessment

Background

The Broadcasting Standards Authority (BSA) is set up by the Broadcasting Act 1989. The Act imposes a duty on all broadcasters to maintain standards, including the observance of good taste and decency, the maintenance of law and order, the privacy of the individual, the protection of children, the requirement for broadcasts to be accurate, fair and balanced, and safeguards against programmes which encourage denigration or discrimination.

The functions of the BSA include:

- Receive and determine complaints
- Issue advisory opinions to broadcasters relating to broadcasting standards and ethical conduct
- Approve codes of broadcasting practice developed by broadcasters.

The BSA has surveyed broadcasters to understand their perceptions and experiences of the complaints process. Similar surveys were carried out in 2006 and in 2010.

Research Objectives

The overall objective of the research is to determine the level of satisfaction broadcasters have with the complaints process. In particular, how they rate the performance of the BSA in relation to:

- The information available to broadcasters about the complaints process in general (not relating to a specific complaint)
- The personal contact broadcasters have had with BSA staff about, or during, the complaints process
- The overall relationship it has with broadcasters
- BSA's management of the complaints process, particularly in relation to timeliness and information exchange
- The written decisions received from BSA
- Perceived fairness of decisions about formal complaints over the last 12 months.

Research Design

Methodology

An online survey was undertaken between 26 February and 25 March 2013. In total, 11 broadcasters, who had been the subject of at least one formal complaint in the last 12 months, were given the opportunity to complete the survey. A total of nine broadcasters responded.

The online process was as follows:

- An initial email was sent out by the BSA, introducing the survey and inviting participation
- Nielsen followed this up with an email invitation to broadcasters to participate in the survey. This contained the link that took the respondent to the survey, which was hosted on Nielsen's server. All links were unique to the individual broadcaster to ensure confidentiality
- A reminder email was sent out to those who had not yet completed the survey.

Notes to the report

It should be noted that the report does not take into account the number of complaints that have been referred to the BSA for each broadcaster. Of the nine broadcasters who responded to the survey, one had dealt with over 50 complaints in the last 12 months, two had dealt with between five and fifteen complaints, four had dealt with two or three complaints, and two dealt with only one complaint.

Finally, the BSA website was updated in November 2012. In some cases, broadcasters' ratings of the BSA website may relate to the old website.

Information about the Complaints Process Generally

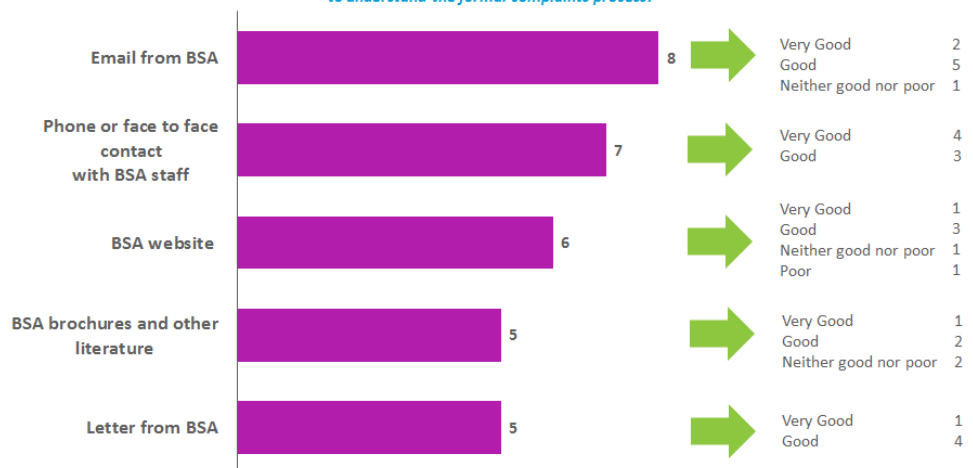
Personal contact with BSA staff most effective source of information

Broadcasters receive information about the complaints process through multiple channels and resources. Information received through personal contact with BSA staff via email, phone or face to face is more prevalent as an information source than generic information available via website or brochures.

While all sources are rated positively as effectively helping the broadcaster to understand the complaints process, personal contact via phone or face to face is most positively rated with 4 in 7 rating this contact as 'very good'.

Only one poor rating was received for any of the sources of information. The broadcaster giving the website a poor rating had issues with the search engine, indicating that it was not working properly.

*Q1. Through which of the following sources have you received information about the complaints process in general?
Q2. For each source used, can you please indicate how effective the information you received from this source was in helping you to understand the formal complaints process?*



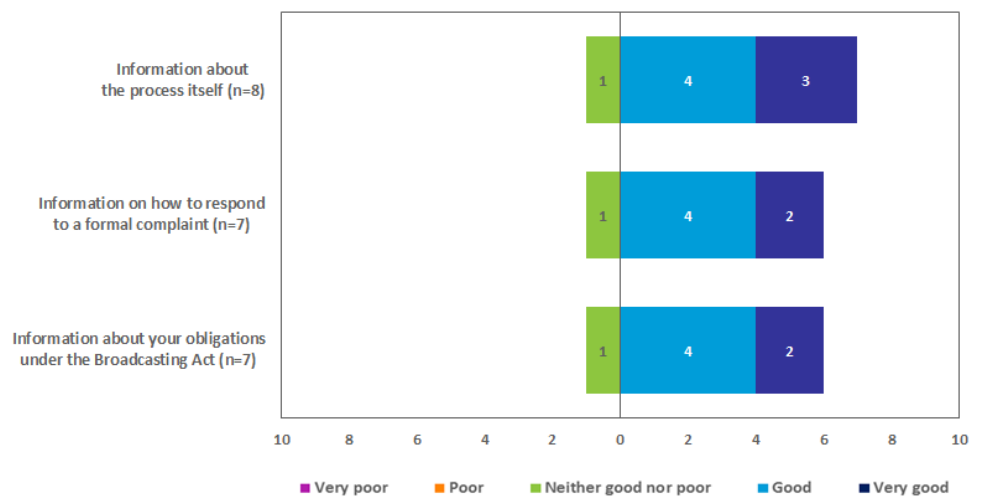
(Base: All respondents excluding don't know and not applicable)

Broadcasters are generally happy with information content

In terms of information content, broadcasters are generally happy with generic information received regarding the process itself, how to respond to a formal complaint, and their obligations under the Broadcasting Act.

The same one broadcaster gave ambivalent ratings (neither good nor poor) to all three attributes. Other responses from this broadcaster suggest this ambivalence is towards the generic information sources rather than personal contact with BSA.

Q3. Overall, how would you rate the general information received from the BSA about each of the following...?



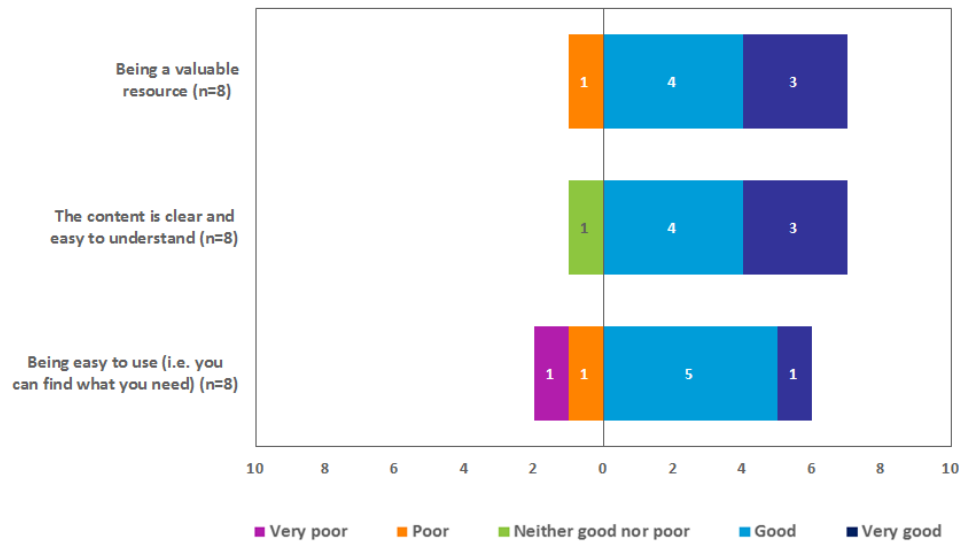
(Base: All respondents excluding don't know and not applicable)

The BSA Website

Broadcasters regard BSA website positively

Broadcasters are generally happy with the BSA website in terms of being easy to use, being a valuable resource, and providing content that is clear and easy to understand.

Q4. Thinking specifically about the BSA website, how would you rate the website on each of the following?



(Base: All respondents excluding don't know and not applicable)

Two of eight broadcasters rated the user friendliness aspect of the website, in terms of helping the broadcasters to find what they needed, as poor.

From the verbatim comments made, it seems that one of these broadcasters had an issue with the search engine as mentioned earlier, while the other may have been seeking information about finding out where a referral was in the process.

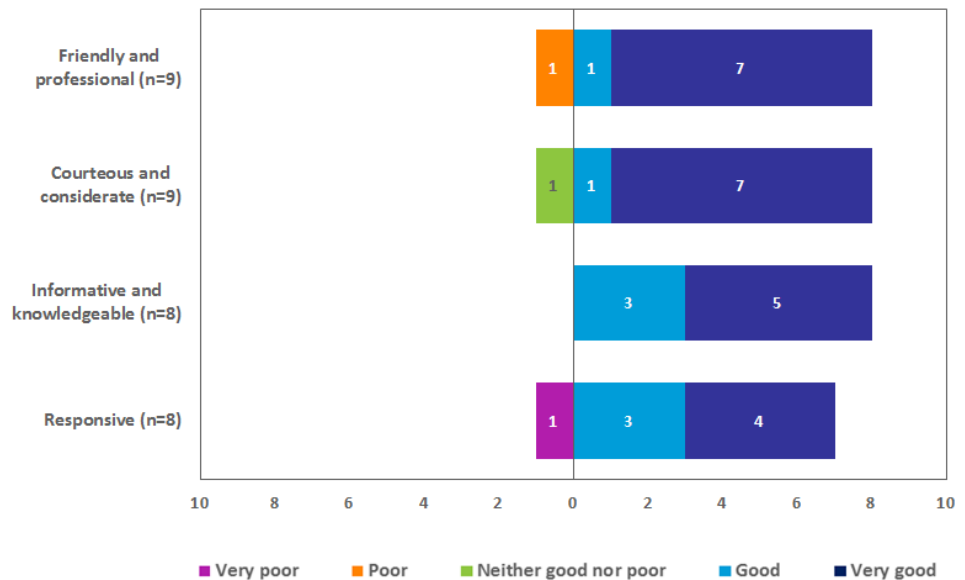
Dealing with the BSA Staff

BSA staff continue to receive positive ratings

When asking broadcasters to think about the personal contact they have had with BSA staff about or during the complaints process via phone, face to face or email, perceptions are generally very positive, particularly with regards to courtesy and consideration.

Broadcasters appear more strongly positive about their contact with BSA staff compared with 2010, with more choosing to use the 'very good' option on attributes, particularly in relation to friendliness, professionalism, courteousness and consideration.

Q5. Thinking now about the personal contact you have had with BSA staff about, or during, the complaints process. How would you rate BSA staff you have dealt with in terms of being...?



(Base: All respondents excluding don't know and not applicable)

The same one broadcaster rated BSA staff 'poor' in terms of friendliness and professionalism and 'very poor' in responsiveness (no explanation was given or suggestions for improvements made with regards to these negative ratings).

The Process

Timeframe considerations are relatively less positively regarded

Overall, broadcasters are happy with how the BSA manages the complaints process, particularly in regards to the BSA’s responsiveness.

Compared with 2009, it seems broadcasters are happier with the deadlines set for them to respond by. In 2009, three broadcasters did not rate the BSA positively in this regard while in 2013 just one gave a negative rating.

However, three broadcasters have rated the BSA less positively in relation to how well it manages the overall time the complaints process takes.

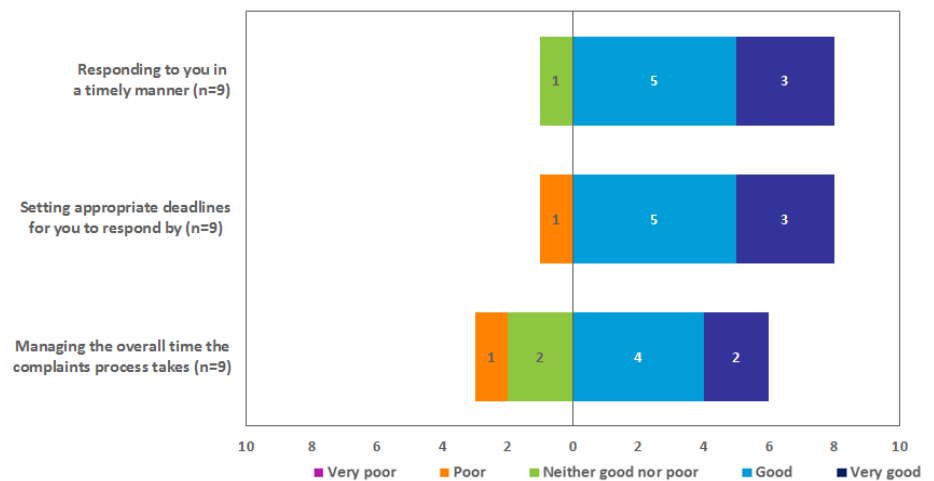
The following comments were made:

'It does seem a long time between when a decision is made and the release of that decision'

'The only suggestion is perhaps more communication around the timeframes for a decision to be made. Particularly if a decision is delayed'

'It would be useful to be sent a timeline of where referrals are in the process -this information is sent to complainants but not us'

Q6. How would you rate BSA’s management of the complaints process, from a formal complaint first being referred to the BSA until decision is released, in terms of...



(Base: All respondents excluding don't know and not applicable)

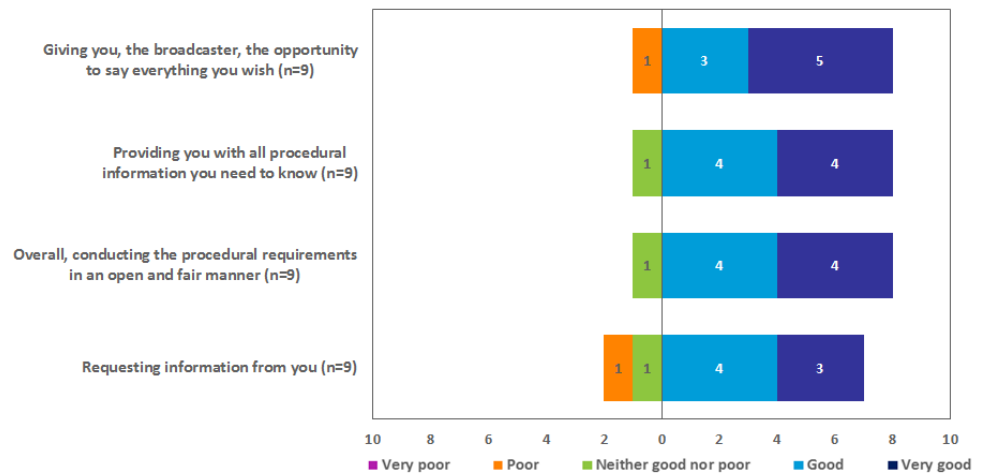
Broadcasters are generally happy with management of information exchange

Broadcasters generally rate the information exchange process positively and this appears to be another area of improvement since 2009.

In 2009, three broadcasters did not give a positive rating for the BSA providing all the procedural information needed nor for the BSA conducting the procedural requirements in an open and fair manner. In 2013, just one broadcaster did not give a positive rating in these two areas.

The same one broadcaster provided both 'poor' ratings in relation to information exchange as shown below. This same broadcaster also rated the website negatively in terms of usability, had an issue with the search engine and also with the deadlines set and the management of the overall timing of the complaints process.

Q6. How would you rate BSA's management of the complaints process, from a formal complaint first being referred to the BSA until decision is released, in terms of...



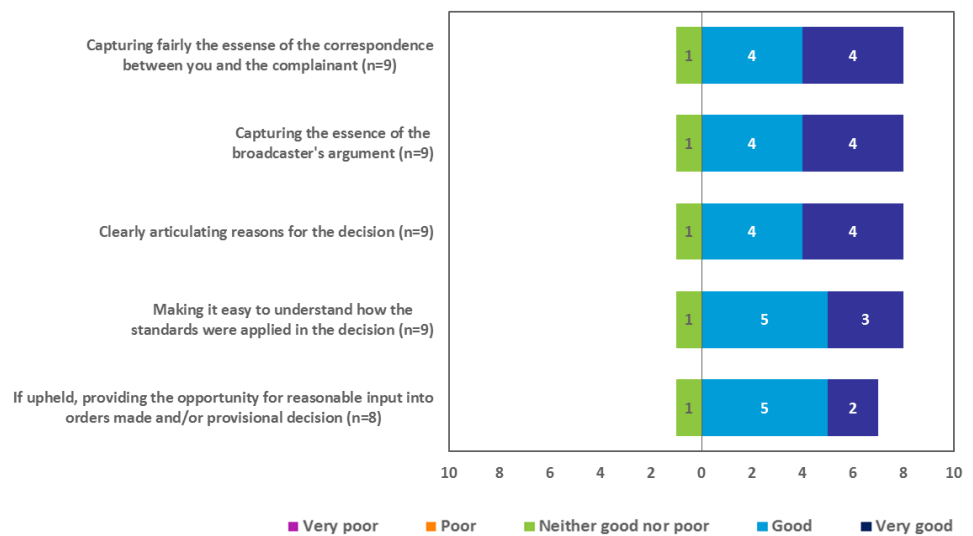
(Base: All respondents excluding don't know and not applicable)

The Decision

Broadcasters view the written decisions positively

Broadcasters are also generally positive about the written decisions received from the BSA, indicating they fairly captured the essence of the broadcaster's argument as well as the correspondence between the broadcaster and the complainant. The reasons for the decision made were also felt to be clearly articulated and easily understood.

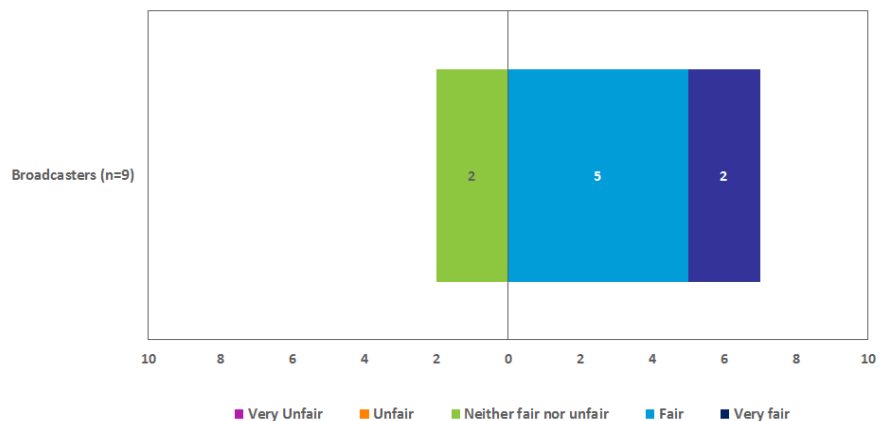
Q7. How would you rate the written decisions your organisation has received from the BSA, in terms of...



(Base: All respondents excluding don't know and not applicable)

Seven of the nine broadcasters who responded felt the BSA decision was fair while the remaining two were non-committal.

Q16. In general, please rate how fair you think the BSA's decisions were about the formal complaints you dealt with over the last 12 months?



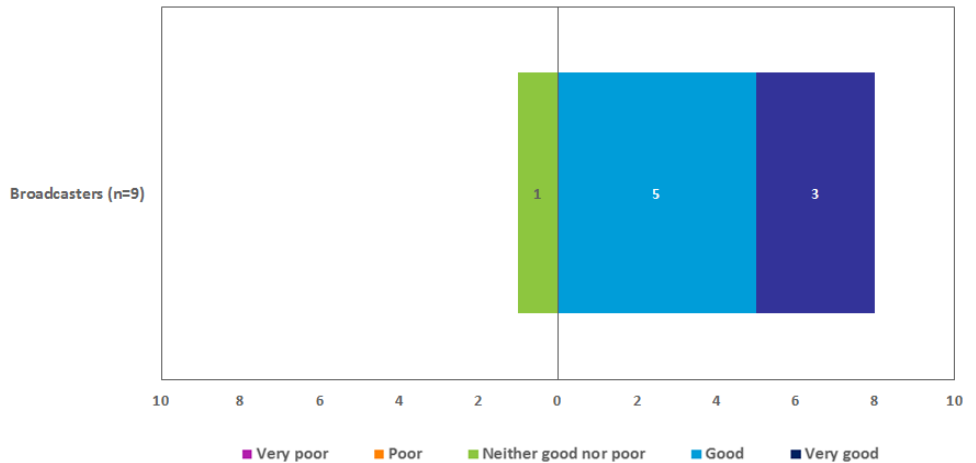
(Base: All respondents excluding don't know and not applicable)

Overall Satisfaction

The complaints process and relationship with BSA is viewed positively

Overall, broadcasters are happy with the complaints process they go through when a complaint is referred to the BSA with eight out of nine broadcasters rating their experience 'good' or 'very good' and none rating their experience as 'poor'.

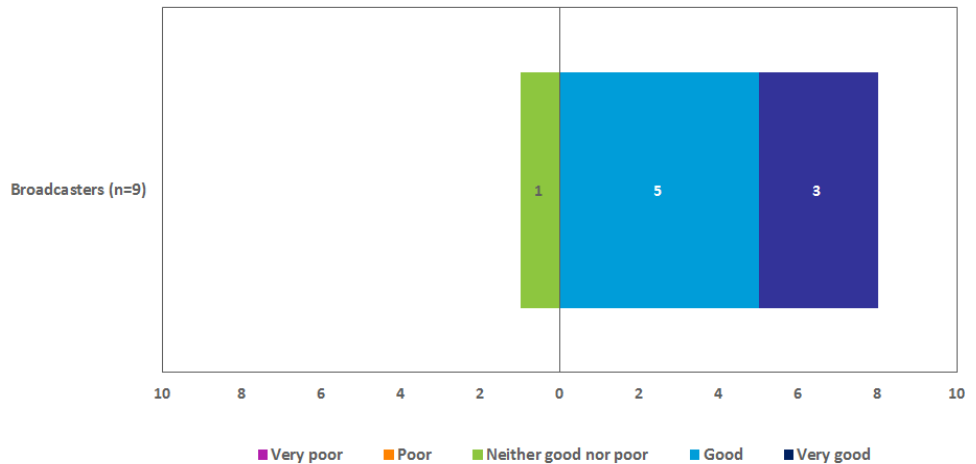
Q8. Overall, how would you rate the process as a broadcaster goes through when a complaint has been referred to the BSA?



(Base: All respondents excluding don't know and not applicable)

Eight of nine broadcasters indicate that they have a positive relationship with the BSA with three rating their relationship 'very good' and five 'good'.

Q12. Overall, how would you rate the relationship you have with the BSA?



(Base: All respondents excluding don't know and not applicable)

Appendix I – Questionnaire



Study ID	<u>BSA-SAT</u>	Resp. No.	_____
Interviewer No.	_____	Interview Length	_____
No. Of Queries	_____	Reference No.	_____

Broadcaster Complaints Process Satisfaction Survey

Introduction

Thank you for agreeing to participate in this survey, your contribution is greatly appreciated.

The answers you provide enable us to work on systems improvements, strengthen processes as between BSA and broadcasters, and provide appropriate information as part of our responsibility to oversee and develop the broadcasting standards system.

Your responses will be kept confidential unless you give us permission to attribute your feedback to your organisation. Organisations will not be identified when the BSA publishes a summary of the results of this survey on its website later this year.

When completing this survey, please consider the contact you had with the Authority in the last 12 months.

Please note that as we are surveying all broadcasters that have had referrals in the last year, the questions allow for different levels of exposure to the process.

The survey will take approximately 10 minutes. If you have any queries about this survey please contact the project manager, Nathan Newman, on 04 978 6700 during business hours (Mon-Fri, 8:30-5pm) or by emailing nathan.newman@nielsen.com

Circle one that applies

Information about the Complaints Process Generally

These first few questions are about the information available to broadcasters about the complaints process in general, not relating to a specific complaint.

Q1 **Circle one for each statement**

Through which of the following sources have you sought or received information about the complaints process in general?[SA]

	Yes	No	Don't Know
(R1) Email from BSA	01	02	03
(R2) Letter from BSA	01	02	03
(R3) Phone or face to face contact with BSA staff.....	01	02	03
(R4) BSA website	01	02	03
(R5) BSA brochures and other literature	01	02	03

Q2 Ask if said yes at Q1

For each source used, can you please indicate how effective the information you received from this source was in helping you to understand the formal complaints process?[SA]

	Very good	Good	Neither good nor poor	Poor	Very Poor	Don't know	N/A
(R1) Email from BSA	01	02	03	04	05	06	07
(R2) Letter from BSA	01	02	03	04	05	06	07
(R3) Phone or face to face contact with BSA staff	01	02	03	04	05	06	07
(R4) BSA website	01	02	03	04	05	06	07
(R5) BSA brochures and other literature.....	01	02	03	04	05	06	07

Q3 Circle one for each statement

Overall, how would you rate the general information received from the BSA about each of the following...? [SA]

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know	N/A
(R1) Information about the process itself.....	01	02	03	04	05	06	07
(R2) Information on how to respond to a formal complaint.....	01	02	03	04	05	06	07
(R3) Information about your obligations under the Broadcasting Act	01	02	03	04	05	06	07

Q4 Rotate the statements

Thinking specifically about the BSA website, how would you rate the website on each of the following?[SA]

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know	N/A
(R1) Being easy to use (i.e. you can find what you need).....	1	2	3	4	5	6	7
(R2) Being a valuable resource	1	2	3	4	5	6	7
(R3) The content is clear and easy to understand	1	2	3	4	5	6	7

Q5 **Circle one for each statement**
Dealing with BSA Staff

Thinking now about the personal contact you have had with BSA staff about, or during, the complaints process.

How would you rate BSA staff you have dealt with in terms of being...? [SA]

PROBE Note: This contact may have been via phone, face-to-face or email contact.

	Very good	Good	Neither good nor poor	Poor	Very Poor	Don't Know	N/A
(R1) Friendly and professional	01	02	03	04	05	06	07
(R2) Informative and knowledgeable	01	02	03	04	05	06	07
(R3) Responsive	01	02	03	04	05	06	07
(R4) Courteous and considerate	01	02	03	04	05	06	07

Q6 **Circle one for each statement**

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

[SA]

	Very good	Good	Neither good nor poor	Poor	Very Poor	Don't know	N/A
(R1) Timeliness							
Responding to you in a timely manner	01	02	03	04	05	06	07
(R2) Setting appropriate deadlines for you to respond by	01	02	03	04	05	06	07
(R3) Managing the overall time the complaints process takes	01	02	03	04	05	06	07
(R4) Information Exchange							
Requesting information from you	01	02	03	04	05	06	07
(R5) Giving you, the broadcaster, the opportunity to say everything you wish	01	02	03	04	05	06	07
(R6) Providing you with all procedural information you need to know	01	02	03	04	05	06	07
(R7) Overall, conducting the procedural requirements in an open and fair manner	01	02	03	04	05	06	07

Q7 Circle one for each statement
The Decision Process

How would you rate the written decisions your organisation has received from the BSA, in terms of [SA]

	Very good	Good	Neither good nor poor	Poor	Very Poor	Don't know	N/A
(R1) Capturing fairly the essence of the correspondence between you and the complainant	01	02	03	04	05	06	07
(R2) Capturing the essence of the broadcaster's argument.....	01	02	03	04	05	06	07
(R3) Making it easy to understand how the standards were applied in the decision	01	02	03	04	05	06	07
(R4) Clearly articulating reasons for the decision	01	02	03	04	05	06	07
(R5) If upheld, providing the opportunity for reasonable input into orders made and/or provisional decision.....	01	02	03	04	05	06	07

Overall process

These next questions focus on your opinion of the overall process and the relationship you have with the BSA.

Q8	Overall, how would you rate the process you as a broadcaster goes through when a complaint has been referred to the BSA?[SA]	Code	Route
	Very good.....	1	
	Good.....	2	
	Neither good nor poor	3	
	Poor.....	4	
	Very poor	5	

Q9	Compared with 12 months ago, how would you rate this process?[SA]	Code	Route
	Much better	1	
	Better.....	2	
	The same	3	
	Worse	4	
	Much worse.....	5	
	Don't know	6	

Q10 **Ask if said much better or better in Q9**
What aspects in particular have improved for you?

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q11 **Ask if said worse or much worse in Q9**
What aspects in particular have deteriorated for you?

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q12 Overall, how would you rate the relationship you have with the BSA? [SA]

Very good.....

Good.....

Neither good nor poor

Poor.....

Very poor

Code	Route
1	
2	
3	
4	
5	

Q13 Compared with 12 months ago, how would you rate the relationship? [SA]

Much better

Better

The same

Worse

Much worse.....

Don't know

Code	Route
1	
2	
3	
4	
5	
6	

Q14 **Ask if said much better or better in Q13**
What aspects in particular have improved for you?

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q15 **Ask if said worse or much worse in Q13**
What aspects in particular have deteriorated for you?

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q16 **Circle only one**
BSA Decisions

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

- Very fair 1
- Fair 2
- Neither fair nor unfair..... 3
- Unfair 4
- Very unfair 5
- Don't know 6
- Not applicable 7

Code	Route
1	
2	
3	
4	
5	
6	
7	

Q17 Additional comments

What improvements, if any, would you like to make to the way the BSA processes complaints?

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q18 Do you have any other comments to make about the current process?

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q19 Thank you very much for participating, your feedback is appreciated.

As mentioned earlier, your responses will be kept confidential unless you give us permission to attribute your feedback to your organisation. This will enable the BSA to tailor their service where possible, to meet your specific needs.

We appreciate that some broadcasters may not be comfortable with this and if you do not wish to be identified, we will ensure your responses are unable to be attributed to you.

Do you give permission for Nielsen to attribute your responses to your organisation? [SA]

Yes

No.....

Code	Route
1	
2	