



BSA Public Awareness Survey

April 2013



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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 the level of awareness amongst New Zealanders of the formal complaints process for breaches of broadcasting standards. In addition, awareness of the Broadcasting Standards Authority is evaluated.

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

SOI Measures

The impact measure outlined in the BSA's SOI to 2015 has as a target that over 90% of New Zealanders are aware that they can complain about broadcasting, can find out how to make a formal complaint, and know about the BSA.

The results from this survey show that a small amount of ground was lost since the last measure in 2010 however there is still a very high awareness of one's ability to complain and how to go about it. Awareness of the BSA is currently sitting at 85%, while 84% of survey respondents were aware they can complain about broadcasting (with a further 8% assuming one can do so).

The target for New Zealanders knowing how to make a formal complaint is achieved, with 92% of survey respondents indicating they could take a particular course of action that would lead to them finding out how to make a formal complaint if they so wished.

Conclusions

On the basis of this research we conclude that, while the formal complaints process is not something that is 'top-of-mind' for many New Zealanders, if the desire or need arose nearly all New Zealanders would be able to make a formal complaint (by taking logical steps that would lead to them finding out how to go about doing so).

Most New Zealanders are aware they can make a formal complaint; the actual process is where we see limited knowledge, though again, most know how to go about finding out about the process. Older New Zealanders are more likely to understand the process, and would most likely approach a broadcaster in the first instance.

Overall, around 11% of New Zealanders can identify the correct process for formal complaints (broadcaster initially, followed by BSA or a variation of BSA).

Once prompted, 85% of respondents said they had heard of the BSA. This shows a strong level of underlying awareness. However, it is lower than awareness of the BSA when last measured in 2010. One possible avenue for increasing awareness is to consider material targeted to both the Pacific and Asian communities, as these ethnic groups have comparatively lower awareness than the rest of the population.

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

In order for broadcasting standards to be maintained, the BSA relies on the New Zealand public making complaints. Therefore knowledge of an ability to complain and the BSA are a key aspect of the regulation of broadcasting in New Zealand.

This survey has been commissioned to understand the current levels of awareness. Similar research was carried out in 2010.

Research Design

Methodology

An online survey was conducted using the Nielsen Omnibus in March 2013. The Nielsen Omnibus runs fortnightly and surveys 700 people from the New Zealand population aged 15 or older. The sample is structured so that it is representative of the New Zealand population. The final sample is then weighted to make any necessary adjustments.

Fieldwork was undertaken between 7 March and 13 March 2013 among New Zealanders. A total of 701 respondents completed the survey.

Awareness of the formal complaints process

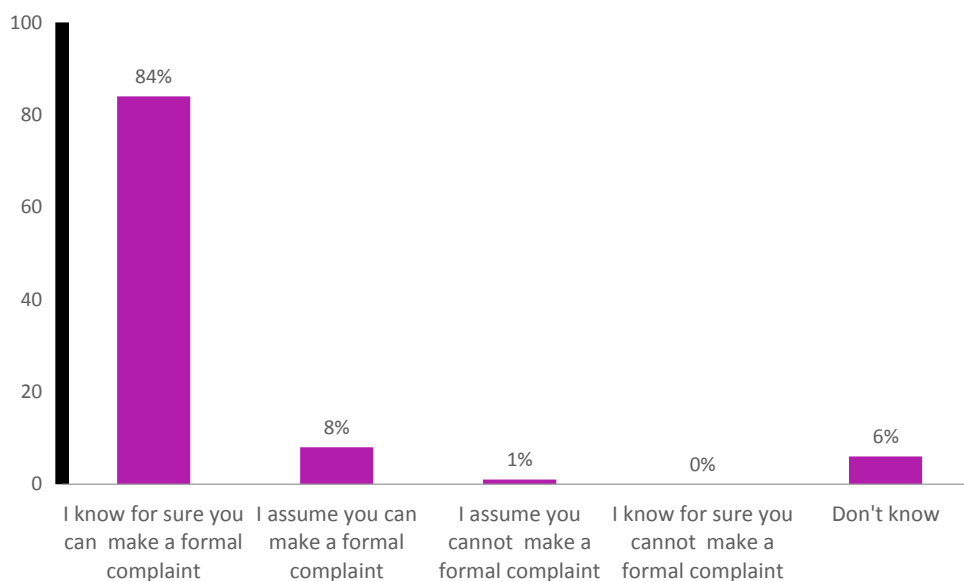
The majority of New Zealanders know they can make a complaint

The majority of respondents (84%) are aware that they can make a formal complaint regarding the content of a certain TV or radio programme, saying they **know for sure** you can make a formal complaint. A further 8% of respondents **assumed** that a formal complaint can be made.

Those more likely to be aware that they can make a formal complaint (know for sure) are 40 years of age or older (90% among those 40-54 and 94% among those aged 55 or over, compared with the average of 84%). In comparison, those aged 15-24 are significantly less likely to be aware that they can make a formal complaint (13% said they did not know whether you could make a complaint).

Those with a personal income of \$80,000 or higher are also more likely to know they can make a formal complaint (96%).

Q1. If you are concerned about the content of a programme on radio or television in New Zealand, are you able to make a formal complaint about the programme?



Base: All respondents (n=701)

Awareness of formal complaints is slightly lower than in 2010 when 88% of respondents stated that they knew for sure they could make a formal complaint.

Knowledge of the complaints process

Most would easily be able to find out how to make a formal complaint

Respondents who had any knowledge of the complaints process (i.e. know they can make a formal complaint or assume they could make a formal complaint) were given the opportunity to describe, in as much detail as they could, how they would go about making a formal complaint.

The table below summarises the responses. Around a quarter of respondents (27%) spontaneously mentioned the BSA, however, a number of different variations of the BSA are also mentioned (e.g. Broadcasting Complaints Authority or Broadcasting Commission). Accounting for this, we see that around four in every ten respondents (38%) would attempt to contact an organisation that governs broadcasting standards.

While this is slightly lower than back in 2010, the key point to take from this is that almost all respondents (92%) continue to mention a course of action that would lead to them finding out about the correct process (i.e. just 9% did not know what to do)¹.

So, while awareness of the “actual” process is limited, based on the knowledge they do have (or logical steps they would take) New Zealanders would be able to find out how to make a formal complaint.

Top of mind response – how go about making a complaint	%
Contact BSA or similar (NET)	38
Contact/complain to BSA/Broadcasting Standards Authority/Association	18
Write/email/fax to complain to BSA/Broadcasting Standards Authority/Association	9
Phone to complain to BSA/Broadcasting Standards Authority/Association	1
Contact/complain to Broadcasting/Complaints/Authority/Body/Board/Committee	7
Contact/complain to Broadcasting Commission/Broadcasting Standards Commission	2
Contact/complain to Broadcasting (Complaints) Tribunal	2
Contact Broadcaster (NET)	20
Contact/complain to broadcaster/TV/radio channel/station concerned (incl. Sky)	10
Write/email/fax to complain to broadcaster/TV/radio channel/station concerned (incl. Sky)	9
Phone to complain to broadcaster/TV/radio channel/station concerned (incl. Sky)	2
Contact both Broadcaster & BSA (NET)	0

¹ Due to rounding these figures do not add to 100%

Contact the broadcaster first/if not happy contact BSA (NET)	1
Write/email/fax the broadcaster first/if not happy contact BSA (NET)	1
Other methods of complaining (NET)	25
Would check details/information on internet/website (incl. NZ on Air, BSA, TVNZ, TV3)	10
Write/email/fax the appropriate body/ombudsman	9
Complaint can be made online/through website	4
Phone the appropriate body/ombudsman	2
Contact the appropriate body/ombudsman	1
Advertising Standards Authority/ASA	1
Fill out a complaints form	1
Other aspects of process (NET)	47
Provide relevant programme/programme details/why offensive/which standards breached	26
Provide details - time/date/channel	25
Ads/information advertised regularly on TV/Radio (incl. addresses/website/phone no.)	15
Need to make complaint within a certain timeframe/specified time	7
Complaint is reviewed and answered/sent receipt of complaint (incl. notice of further investigation/outcomes)	3
Need to make complaint within 20 days	2
Provide your details (i.e. name/address)	1
Provide relevant ad/ad details/why offensive	0
Details are published in TV Guide	0
Other	4
Don't know	9

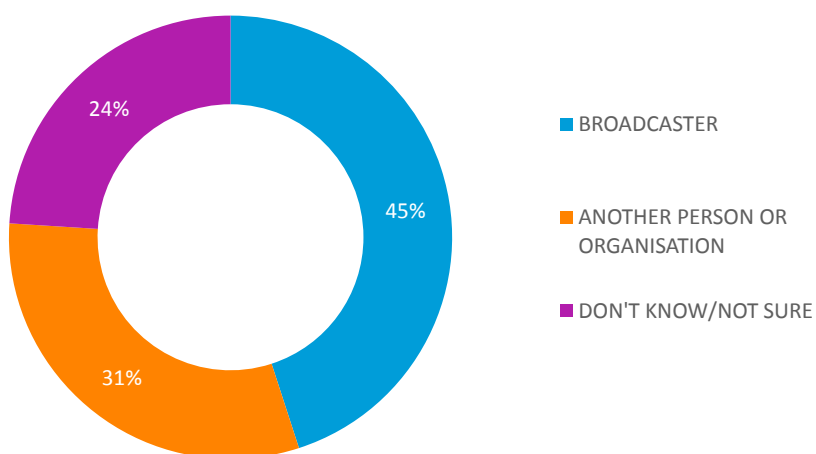
Nearly half would approach the broadcaster first

Respondents were asked directly whether they would complain first to the broadcaster or another organisation.

Almost half (45%) of the respondents correctly indicated that they would direct their complaints initially to the broadcaster. This is consistent with the 2010 research (46% indicated they would approach the broadcaster first).

Those who are more likely to correctly complain to the broadcaster first are those who are aged 55 years or over (55% compared to the average of 45%).

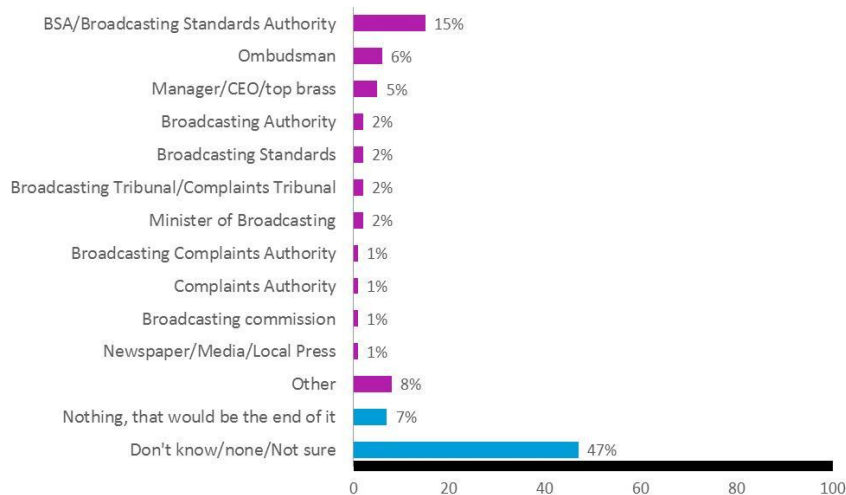
Q3. As far as you are aware, if you wanted to make a formal complaint about the content of a programme on radio or television, do you need to complain to the broadcaster first or do you go to another person or organisation first?



Base: All respondents (n=701)

When these 45% of respondents who would initially go to the broadcaster were asked who they could complain to next if unhappy with the broadcaster's response, around a quarter indicated they would contact the BSA (or a variation of the BSA e.g. Broadcasting Complaints Authority, Broadcasting Authority, or Broadcasting Standards Commission). This is illustrated on the following page.

Q5. If you made a formal complaint to the television or radio station, but you were not happy with their response, what if anything can you do next?



Base: Those who answered broadcasters (n=329)

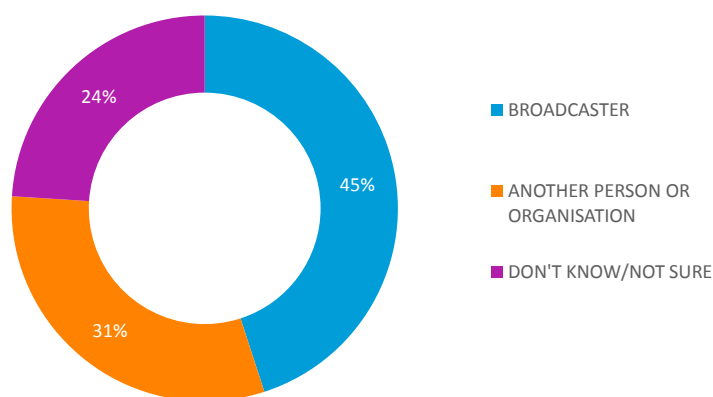
The number who would approach the BSA if unhappy with the response from the broadcaster is similar across most demographics.

In summary, around 11% of New Zealanders can identify the correct process for formal complaints (broadcaster initially, followed by BSA or a variation of BSA).

A third would bypass the broadcaster

Around a third (31%) incorrectly believed they would firstly need to complain to an organisation other than the broadcaster. Again this is consistent with 2010 (35%).

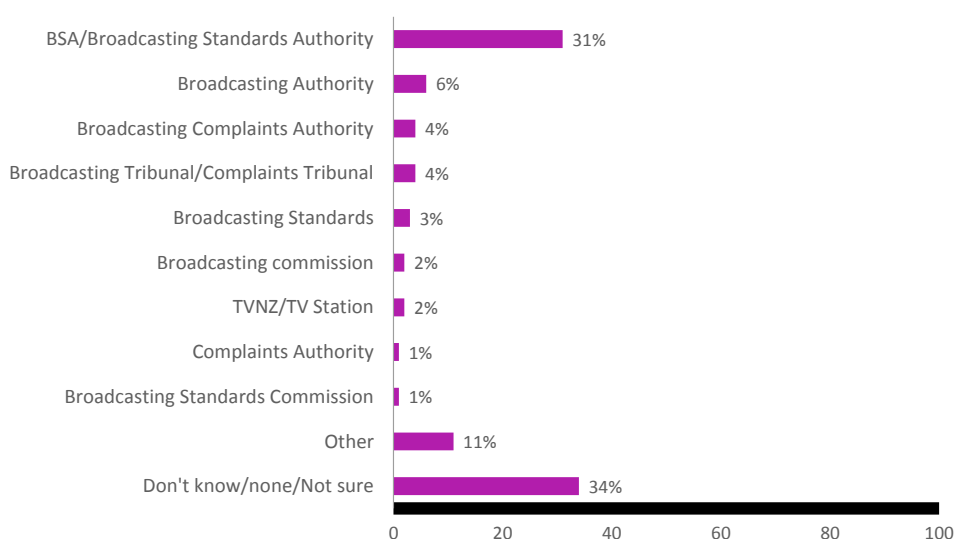
Q3. As far as you are aware, if you wanted to make a formal complaint about the content of a programme on radio or television, do you need to complain to the broadcaster first or do you go to another person or organisation first?



Base: All respondents (n=701)

The following chart shows that, of those who would immediately complain to an organisation other than the broadcaster, around half mentioned the BSA or a variation of this (e.g. Broadcasting Complaints Authority, Broadcasting Standards Commission) as the organisation they would complain to. One in every three (34%) were unable to recall the name of an organisation they would approach.

Q4. Please write down the name of the organisation or person you think you need to make a formal complaint to first



Note: Respondents wrote their own responses as this was an open ended question, therefore awareness is spontaneous
 Base: Those who answered another person or organisation (n=217)

Awareness of the BSA

The majority of New Zealanders are aware of the BSA

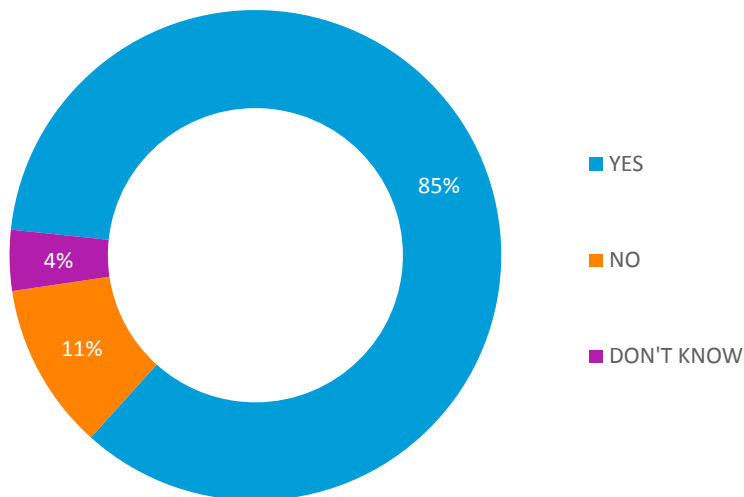
After prompting, the majority of New Zealanders claimed that they are aware of the BSA (85%). While this is a very positive result, in 2010 there was almost universal awareness of the BSA after prompting (95% of respondents aware of the BSA).

Once again it is the older age groups that have a greater awareness of BSA – 90% of those aged 40-54 are aware, while 95% of those aged 55 or older are aware of the BSA.

Comparatively lower awareness levels are recorded among:

- Those living in Auckland (77%)
- Those with personal income of less than \$20,000 per annum (77%)
- Pacific Island ethnicities (40%)
- Asian ethnicities (49%).

Q6. Before today, have you heard of an organisation called the Broadcasting Standards Authority (BSA)?



Base: All respondents (n=701)

Appendix – Questionnaire

Code	Route
1	
2	
3	
4	
5	

Q1 If you are concerned about the content of a programme on radio or television in New Zealand, are you able to make a formal complaint about the programme?[SA]

I know for sure **you can** make a formal complaint 1

I assume **you can** make a formal complaint..... 2

I assume **you cannot** make a formal complaint 3

I know for sure **you cannot** make a formal complaint 4

Don't know 5

Q2 **If yes (Code 1 & 2 at Q1)**
Please write down everything you know about how to go about making a formal complaint, including any details about who to complain to, what information you have to provide and what the process is once you have made a complaint. We are just interested in what you know off the top of your head.

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

Q3 As far as you are aware, if you wanted to make a formal complaint about the content of a programme on radio or television, do you need to complain to the broadcaster first or do you go to another person or organisation first? [SA]

Code	Route
1	Q5
2	Q4
3	

Broadcaster..... 1

Another person or organisation 2

Don't know/Not sure 3

Q4 **Ask if Code 2 at Q3**
Allow respondents to enter name of another person or organisation at Code 1
Please write down the name of the organisation or person you think you need to make a formal complaint to first [SA]

Code	Route
1	
2	

Name of person or organisation: 1

Don't know name /Not sure 2

Code	Route
1	
2	
3	

Q5 **Ask if code 1 at Q3**
If you made your formal complaint to the television or radio station, but you were not happy with their response, what if anything can you do next?[SA]

Nothing, that would be the end of it 1

I could complain to another person or organisation (please specify who) 2

Don't know/Not sure 3

Code	Route
1	
2	
3	

Q6 Before today, have you heard of an organisation called the Broadcasting Standards Authority (BSA)?[SA]

Yes 1

No..... 2

Don't know 3