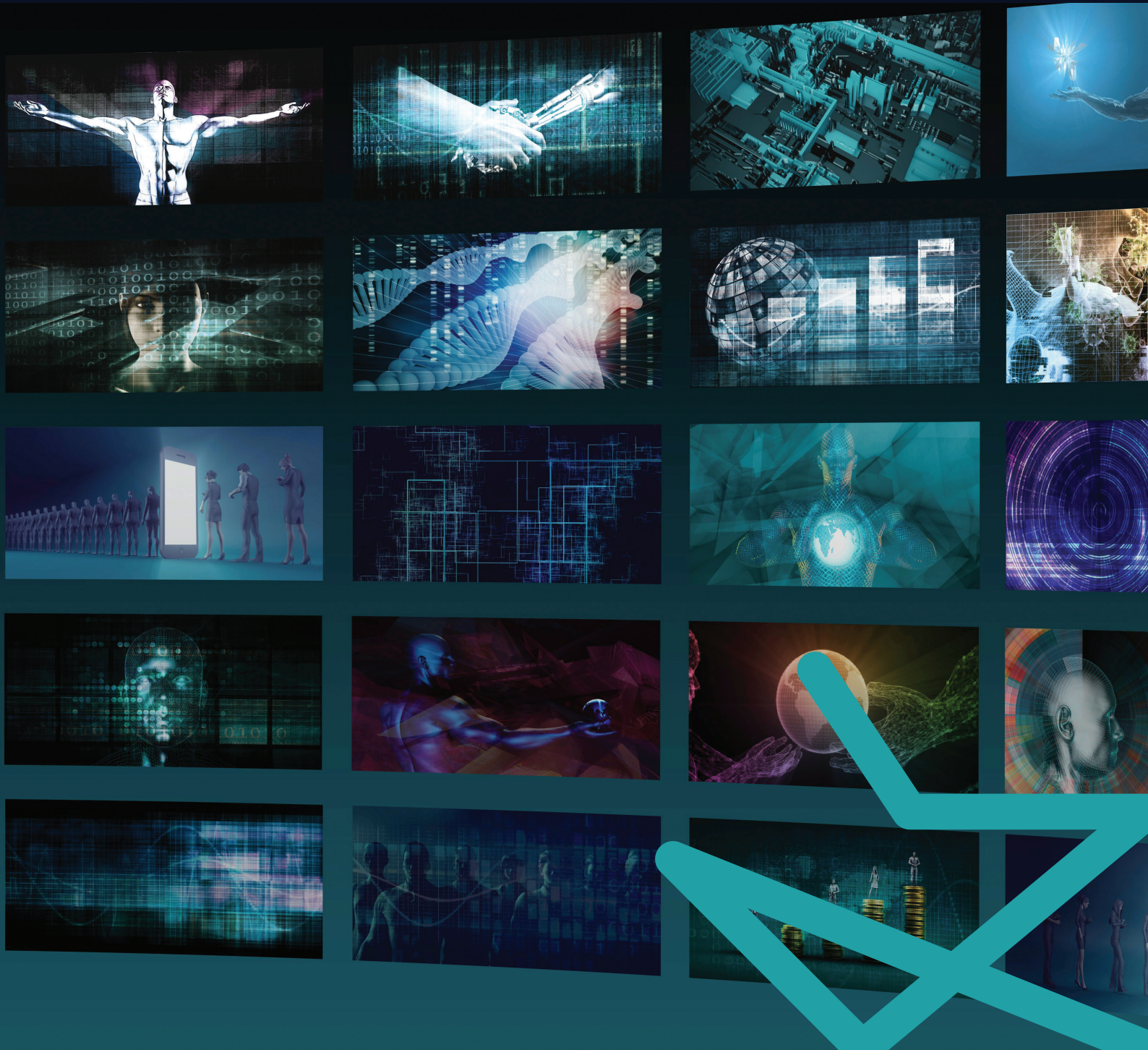


Broadcasting Standards Authority

COMPLAINANT SURVEY RESEARCH REPORT 2023/24

EXECUTIVE SUMMARY July 2024



Executive Summary

Complainants' Survey - Key Findings 2023-24

Complainants who had received BSA decisions between 1 April 2023 and 31 March 2024 were invited to complete the survey. The complaints of the majority of respondents (94%) had not been upheld.

Complaints process

Slightly under one quarter (23 per cent) of complainants agreed that the BSA handled the complaints process well (a 10 per cent decrease from 2021/22). The main thing identified as something for BSA to do differently was to improve its ability to appear independent, unbiased, and impartial (mentioned by 39%). Additionally, consistent with 2021/22, 32 per cent felt that the BSA should show more respect towards complaints, take them seriously, and not ignore the evidence.

Decisions

Two-fifths (39 per cent) of complainants found the BSA's decisions clear and easy to understand. While a quarter (24 per cent) felt the BSA adequately explained the reasons behind its decisions, the majority were dissatisfied with decision outcomes and orders. Only a small proportion (6 per cent) stated that the decision on their complaint was fair.

Interaction with the BSA

Interactions with the BSA were largely positive. Satisfaction averaged 69 per cent across the key areas of written correspondence, telephone correspondence and staff professionalism. Satisfaction with written correspondences averaged 66 per cent, a 15 per cent decline from 2021/22, while satisfaction with telephone correspondences averaged 65 per cent, a 21 per cent decline from the previous year. However, 77 per cent of complainants were satisfied with the professionalism of BSA staff during correspondence.

Website and information sources

Satisfaction with the BSA website was at 57 per cent across three attributes, which is a 17 per cent decrease from 2021/22.

Almost all respondents (94%) were aware of, or had used, at least one BSA resource.

Overall perception of complaints over time

Table 1. Agreement that the overall process was handled well

		Total	First-time complainants	Repeat complainants	Complaint upheld	Complaint not upheld
2023/24	%	23%	23%	23%	67%	21%
	n=	53	22	31	3	48
2021/22	%	33%	31%	40%	67%	32%
	n=	69	54	15	6	60
2020/21	%	37%	40%	25%	57%	32%
	n=	76	60	16	14	62
2019/20	%	35%	28%	50%	75%	26%
	n=	46	32	14	8	38
2018/19	%	40%	47%	30%	50%	40%
	n=	50	30	20	8	40
2017/18	%	36%	41%	30%	71%	30%
	n=	47	27	20	7	40
2016/17	%	41%	45%	29%	71%	35%
	n=	44	29	14	7	37
2015/16	%	40%	39%	43%	79%	26%
	n=	52	31	21	14	38

Base – All respondents

Q1. Firstly, prior to this most recent complaint, had you ever made a formal complaint to a broadcaster about a broadcast before?

Q20. Was the complaint upheld by the BSA?

Table 2. Awareness of information sources

Awareness of information sources		Any BSA resource	BSA website	BSA Guidance Sheet	Codes of broadcasting practice booklet	Broadcaster
2023/24	%	94%	71%	58%	65%	65%
	n=	29	22	18	20	20
2021/22	%	96%	87%	62%	51%	58%
	n=	69	69	69	69	69
2020/21	%	93%	76%	66%	58%	58%
	n=	76	76	76	76	76
2019/20	%	96%	80%	41%	57%	61%
	n=	46	46	46	46	46
2018/19	%	94%	84%	64%	46%	62%
	n=	50	50	50	50	50
2017/18	%	96%	91%	81%	74%	68%
	n=	47	47	47	47	47
2016/17	%	98%	82%	59%	61%	52%
	n=	44	44	44	44	44
2015/16	%	92%	77%	58%	37%	60%
	n=	52	52	52	52	52

Base – All respondents

Sources used (Q5a & Q5b) or aware of (Q5c)

Table 3. Interactions with BSA

		Satisfaction with written correspondence (average of six attributes) – excl. N/A	Satisfaction with telephone correspondence (average of five attributes) – excl. N/A	Satisfaction with BSA website* (average of three attributes) – excl. N/A
2023/24	%	66%	65%	57%
	n=	46-50	5-6	45
2021/22	%	81%	86%	74%
	n=	59-67	10	60-62
2020/21	%	76%	81%	66%
	n=	55-67	10-13	61
2019/20	%	76%	79%	71%
	n=	32-40	10-11	27-28
2018/19	%	65%	96%	55%
	n=	40-47	9	36
2017/18	%	89%	92%	72%
	n=	31-41	9-11	39
2016/17	%	80%	90%	86%
	n=	40	11	35
2015/16	%	74%	85%	75%
	n=	43	9	37

Base – Respondents who received written correspondence/ received telephone correspondence / or visited the BSA website

Q7a. How would you rate the website on each of the following?

Q9b. Thinking about any written correspondence the BSA had with you (i.e. any postal or email correspondence, but not the final decision), please indicate whether you agree or disagree with the following statements

Q12. Thinking about your contact with BSA staff by telephone, please indicate whether you agree or disagree with the following statements.

Table 4. The BSA decisions

		The BSA decision is clear and easy to understand	The decision the BSA made in relation to your complaint was fair	The order (if any) made to the broadcaster was fair*	The BSA adequately explained the reasons for its decision
2023/24	%	39%	6%	0%	24%
	n=	20	3	0	12
2021/22	%	42%	12%	67%	33%
	n=	66	66	6	66
2020/21	%	56%	20%	17%	49%
	n=	75	76	12	75
2019/20	%	48%	17%	43%	39%
	n=	46	46	7	46
2018/19	%	43%	15%	13%	34%
	n=	47	48	8	47
2017/18	%	58%	13%	14%	40%
	n=	45	45	7	45
2016/17	%	59%	14%	17%	51%
	n=	44	43	6	43
2015/16	%	64%	22%	23%	-
	n=	52	52	14	-

Base: All respondents, excluding those who said not applicable

Q21. How strongly do you agree or disagree with the following statements?

*Interpret with caution as base sample is low.



Research First Ltd
Level 1, 21 Carlyle Street
Sydenham, Christchurch 8023
New Zealand
0800 101 275
www.researchfirst.co.nz