



AN UNCOMMON SENSE
OF THE CONSUMER™

2014 BSA PUBLIC AWARENESS SURVEY



PREPARED FOR THE BROADCASTING
STANDARDS AUTHORITY

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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 2018 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 has been lost since the last measure in 2013. However, there is still a very high awareness of the opportunity to complain and how to go about it. Awareness of the BSA is currently sitting at 81%, while 79% of survey respondents were aware they could complain about broadcasting (with a further 16% assuming they could do so).

The target for New Zealanders knowing how to make a formal complaint is not quite achieved, with 85% of survey respondents indicating they would take an effective course of action (the course of action indicated would likely lead to finding out how to make a formal complaint).

SOI Measure	2010	2013	2014
Aware can make a formal complaint	88%	84%	79%
Aware could take a course of action that would lead them to finding out about how to make a formal complaint	96%	92%	85%
Awareness of BSA	95%	85%	81%

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 their finding out how to go about doing so).

Most New Zealanders are aware they can make a formal complaint; the actual process and the exact name of the organisation 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 9% of New Zealanders can identify the correct process for formal complaints (broadcaster initially, followed by BSA or a variation of BSA).

Once prompted, 81% 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 2013. One possible avenue for increasing awareness is to consider adapting the material (eg, broadcasters' advertisements about the complaints



process) and the placement of the material so that it appeals to a younger demographic, as these age groups have comparatively lower awareness of awareness than the rest of the population.

BACKGROUND



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 (that is, it does not have the power to monitor or censor content; it can only react to 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 and 2013, although in 2013 the questions ran on an Omnibus survey, whereas in 2010 the questions were asked in a standalone survey.

METHODOLOGY

An online survey was conducted using the Nielsen Omnibus in November – December 2014. 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 27 November and 3 December 2014.

AWARENESS OF THE FORMAL COMPLAINTS PROCESS



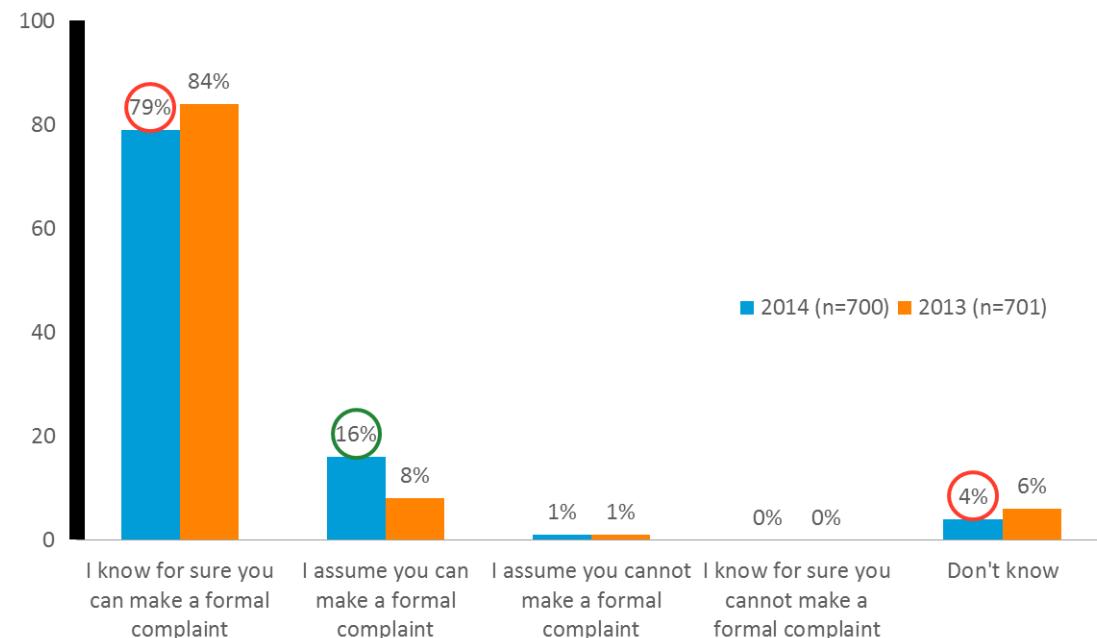
AWARENESS OF THE FORMAL COMPLAINTS PROCESS

There has been a significant increase in the proportion of respondents who assume they can make a formal complaint regarding the content of a certain TV or radio programme (16% cf. 8% in 2013), but a significant decline in the proportion saying they ***know for sure*** you can make a formal complaint (79% cf. 84% in 2013).

Those more likely to be aware that they can make a formal complaint (know for sure) are 40 years of age or older (91% among those 40-54 and 88% among those aged 55 or over, compared with the average of 79%). In comparison, those under the age of 40 are significantly less likely to know for sure that they can make a formal complaint (71% among those 15-24 years and 65% among those aged 25-39).

Respondents living in Central New Zealand are more likely to know for sure they can make a formal complaint (85%), while those living in Auckland are less likely (72%).

Figure 1: Awareness that a formal complaint can be made



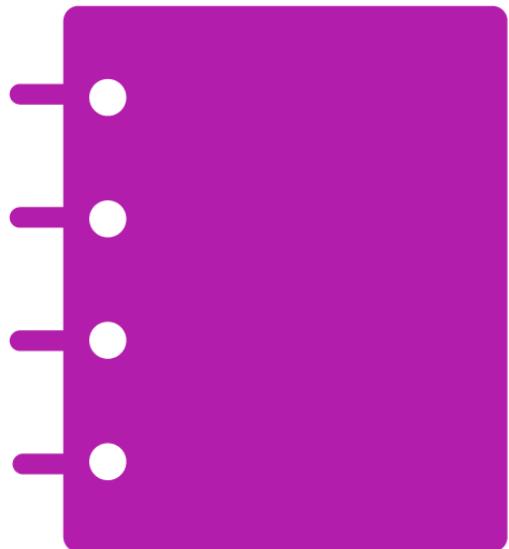
Base: All respondents

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?

○ Significantly lower than Previous wave at 95% confidence

○ Significantly higher than Previous wave at 95% confidence

KNOWLEDGE OF THE COMPLAINTS PROCESS



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Respondents who had any knowledge of the complaints process (i.e. know they could 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. Just under a third of respondents (31%) spontaneously mentioned the BSA; however, a number of different variations of the BSA are mentioned (e.g. Broadcasting Complaints Authority or Broadcasting Commission). When compared to 2013, a lower proportion of respondents are able to recall the BSA by exact name, with only 9% saying they would contact/complain to the BSA, compared to 18% in 2013 and 6% saying they would write/email/fax the BSA compared to 9% in 2013.

In 2013, almost all respondents (92%) mentioned a course of action that would lead to their finding out about the correct process (i.e. just 9% did not know what to do), but in 2014, the proportion answering 'don't know' has increased to 15%. Overall in 2014, 85% of respondents mentioned a course of action that would lead to their finding out about the correct process for making a formal complaint.

In 2014, reliance on the 'internet' for 'how to' information appears to have increased even since 2013 and supports the need for ensuring all organisations involved in broadcasting have obvious and clear information about the complaints process.

Table 1: Top of mind knowledge of the complaints process

Top of mind response – how go about making a complaint	2014 (n=666) (%)	2013 (n=662) (%)
Contact BSA or similar (NET)	31	38
Contact/complain to Broadcasting/Complaints/Authority/Body/Board/Committee	11	7
Contact/complain to BSA/Broadcasting Standards Authority/Association	9	18
Write/email/fax to complain to BSA/Broadcasting Standards Authority/Association	6	9
Contact/complain to Broadcasting Commission/Broadcasting Standards Commission	3	2
Phone to complain to BSA/Broadcasting Standards Authority/Association	1	1
Contact/complain to Broadcasting (Complaints) Tribunal	1	2
Contact Broadcaster (NET)	15	20
Write/email/fax to complain to broadcaster/TV/radio channel/station concerned (incl. Sky)	9	9
Contact/complain to broadcaster/TV/radio channel/station concerned (incl. Sky)	4	10
Phone to complain to broadcaster/TV/radio channel/station concerned (incl. Sky)	2	2
Contact both Broadcaster & BSA (NET)	2	0
Contact the broadcaster first/if not happy contact BSA (NET)	1	1
Other methods of complaining (NET)	39	25
Would check details/information on internet/website (incl. NZ on Air, BSA, TVNZ, TV3)	18	10
Write/email/fax the appropriate body/ombudsman	17	9
Complaint can be made online/through website	8	4
Phone the appropriate body/ombudsman	3	2
Contact the appropriate body/ombudsman	1	1
Advertising Standards Authority/ASA	1	1
Fill out a complaints form	1	1
Other aspects of process (NET)	42	47
Provide relevant programme/programme details/why offensive/which standards breached	24	26
Provide details - time/date/channel	23	25
Ads/information advertised regularly on TV/Radio (incl.addresses/website/phone no.)	12	15
Need to make complaint within a certain timeframe/specified time	7	7
Complaint is reviewed and answered/sent receipt of complaint (incl.notice of further investigation/outcomes)	3	3
Provide your details (ie name/address)	3	1
Need to make complaint within 20 days	1	2
Other	8	4
Don't know/don't know any other details	15	9

Base: Those who know for sure or assume you can make a formal complaint

Q2: 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.

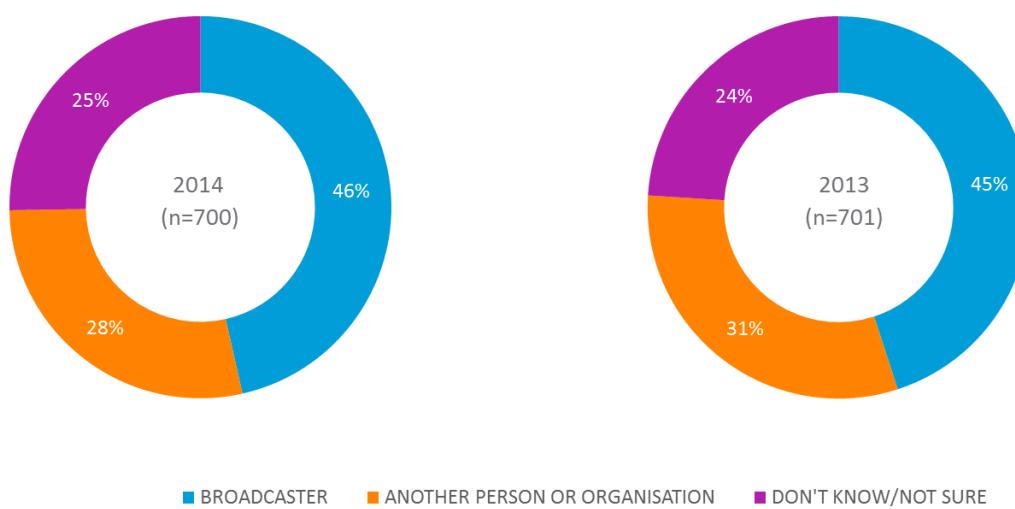
Respondents were asked directly whether they would complain first to the broadcaster or another organisation.

Almost half (46%) of the respondents correctly indicated that they would direct their complaints initially to the broadcaster. This is consistent with the 2013 research (45% 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 (57% compared to the average of 46%).

When these 46% of respondents who would initially go to the broadcaster were asked who they could complain to next if unhappy with the broadcaster's response, about a fifth indicated that 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.

Figure 2: Awareness of who to complain to first

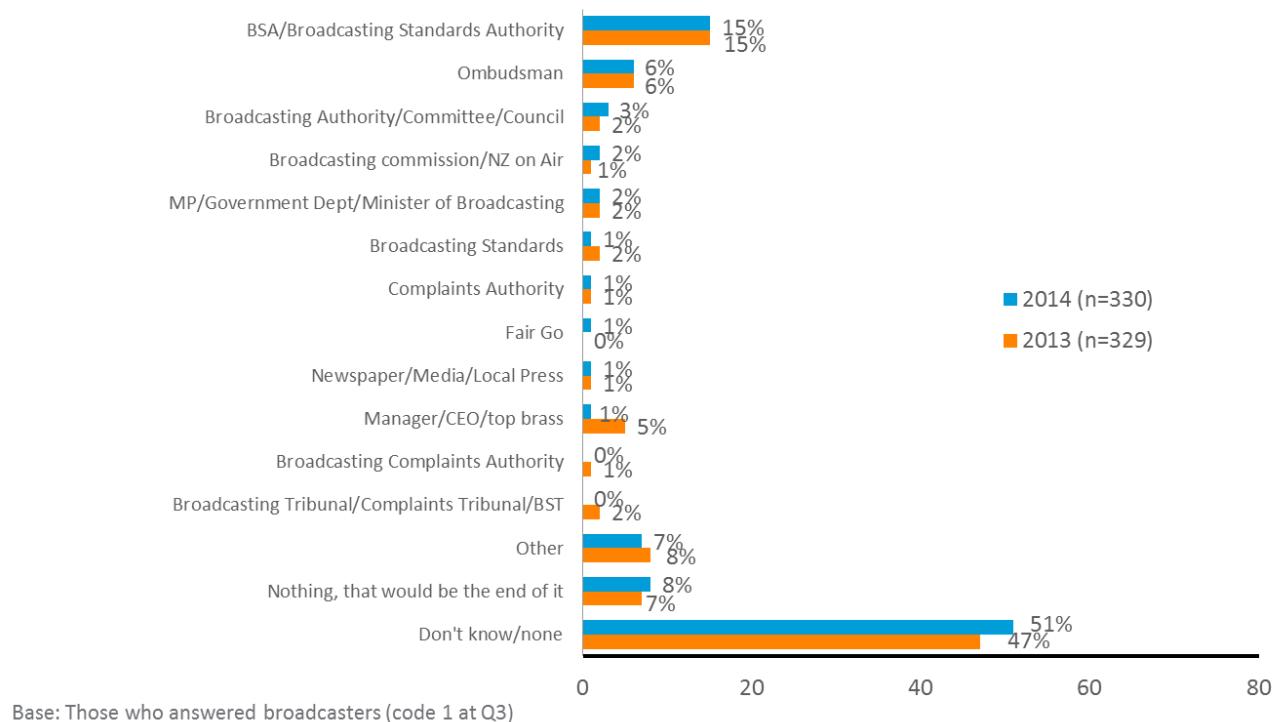


Base: All respondents

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

In summary, around 9% of New Zealanders can identify the correct process for formal complaints (broadcaster initially, followed by BSA or a variation of BSA). This is a slight reduction on the 11% of New Zealanders who could identify the correct process in 2013.

Figure 3: Who to complain to if not happy with the broadcaster's decision

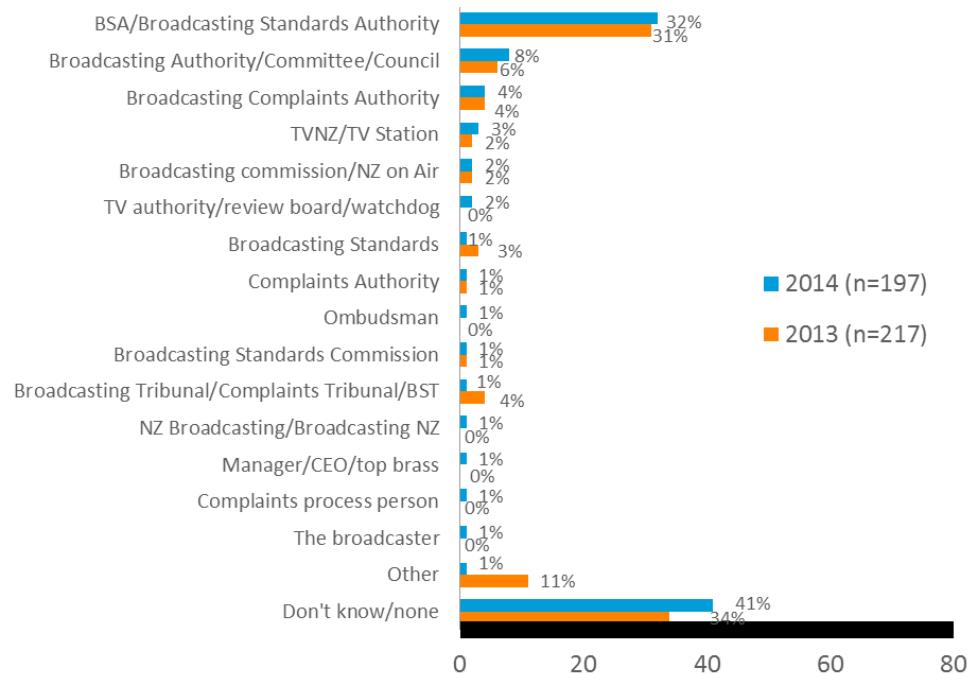


Base: Those who answered broadcasters (code 1 at Q3)

Q5: 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?

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. Four in every ten (41%) were unable to recall the name of an organisation they would approach.

Figure 4: Other organization for initial complaint

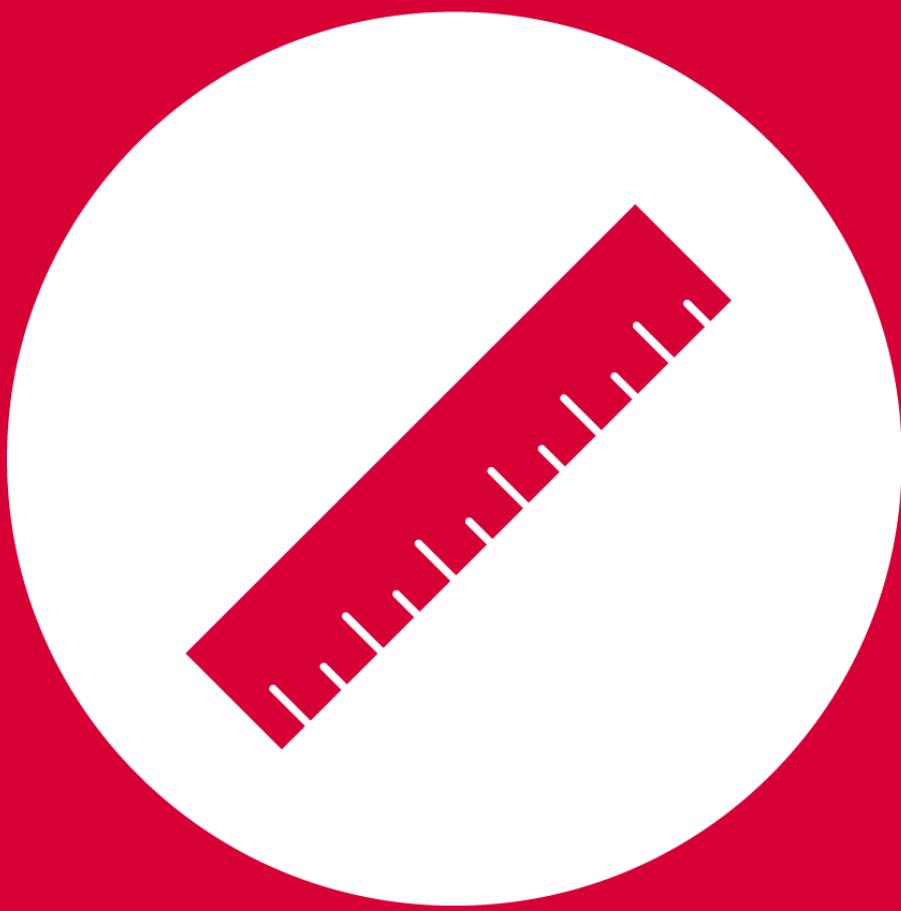


Note: Respondents wrote their own responses as this was an open ended question, therefore awareness is spontaneous

Base: Those who answered another person or organisation (code 2 at Q3)

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

AWARENESS OF THE BSA



AWARENESS OF THE BSA

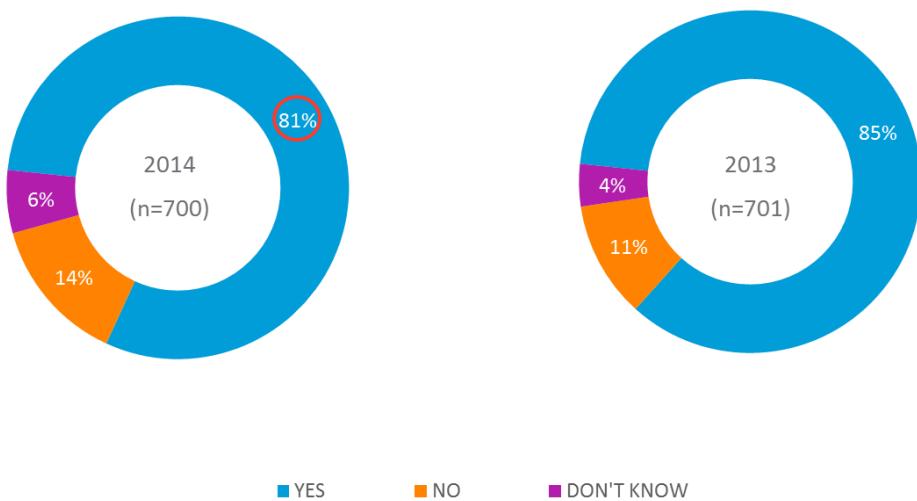
After prompting, the majority of New Zealanders claim that they are aware of the BSA (81%). While this is a very positive result, this is a slight but significant decrease from the proportion of respondents who were aware of the BSA in 2013 (85%).

Once again it is the older age groups that have a greater awareness of BSA – 91% of those aged 40-54 are aware, while 96% of those aged 55 or older are aware of the BSA.

Comparatively lower awareness levels are recorded among:

- Those with a household income of \$19,999 or less (61%)
- Those under the age of 40 (65% of those aged 15-24 and 69% of those aged 25-39)
- Households with a child under 5 (70%).

Figure 5: Awareness of the BSA



Base: All respondents

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

○ Significantly lower than Previous wave at 95% confidence

○ Significantly higher than Previous wave at 95% confidence

APPENDIX: QUESTIONNAIRE



Study ID BSA Resp. No.
 Interviewer No. Interview Length
 No. Of Queries Reference No.

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]	Code	Route
	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.

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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
	Broadcaster	1	Q5
	Another person or organisation	2	Q4
	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]

Name of person or organisation:.....

Code	Route
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Don't know name /Not sure

1	
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2	
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Q5 **Ask if code 1 at Q3**
 If you made your formal complaint to the television or radio station, but you were

Code	Route
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not happy with their response, what if anything can you do next?[SA]

Nothing, that would be the end of it.....

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

Don't know/Not sure

1	
2	
3	

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

Yes.....

No

Don't know

Code	Route
1	
2	
3	