

# **MATTERS OF OPINION:**

**EXPECTATIONS AND  
PERCEPTIONS OF STANDARDS  
IN TALKBACK RADIO**

# **NGA TAKE WHAKAARO:**

**NGA TUMANAKO ME  
NGA KITENGA MO NGA TURANGA**

**I TE REO IRIRANGI  
E PA ANA KI TE  
WHAKAWHITI KORERO**

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The BSA would like to thank the members of the public who took part in this research, including those who attended the focus group and those who answered the online surveys. This type of research would not be possible without their participation. We would also like to thank the Radio Broadcasters Association and the radio broadcasters who provided us feedback at all stages of this project. Our appreciation goes to the research team at Nielsen for all their work in carrying out this research.

# INTRODUCTION

## **Background to the report**

The Broadcasting Standards Authority (BSA) commissioned Nielsen to design a research programme that would clarify the expectations listeners have of broadcasting standards in relation to talkback radio.

Under the 1989 Broadcasting Act, every broadcaster (including broadcasters of talkback radio) is responsible for maintaining, in its programmes and their presentation, a number of standards. The BSA is required to encourage broadcasters to develop and observe appropriate Codes of Broadcasting Practice to ensure compliance with the law. Yet fundamental to broadcasters and to the BSA is the individual's right to freedom of expression under the New Zealand Bill of Rights Act (1990).

Broadcasters therefore are constantly mindful of getting the balance right between protecting everyone's right to freedom of expression while at the same time maintaining the standards expected of broadcasting.

This research will assist the BSA and broadcasters in getting this 'balance' right, within the talkback radio environment.

# EXECUTIVE SUMMARY

This report presents the findings from a comprehensive three-stage research programme designed to inform and guide the Broadcasting Standards Authority and broadcasters.

Talkback radio is an important component of radio programming. One in three New Zealanders listens to talkback radio, and its enthusiasts, defined by their frequent consumption of talkback, are heavy consumers of radio generally. Typically they are most likely to be retired, older males.

Talkback radio satisfies a range of needs for its listeners. It ensures they keep in touch with the opinions of New Zealanders through entertaining and stimulating discussion that is both informative and educational. It also fulfils a companionship role, especially for talkback radio enthusiasts.

Although one in three listeners calls talkback radio in an attempt to have their say, for the majority, listening to the views of others is sufficient. The host's perceived poor treatment of callers is a barrier for one in ten non-callers.

By its very nature, talkback radio is controversial. Its role is to facilitate debate and to allow callers to express their opinions. When benchmarked against other types of radio broadcasts such as news and current affairs and documentaries, greater leniency is applied by listeners and non-listeners alike. The equilibrium is weighted towards allowing for freedom of expression over maintaining standards generally and in the specific contexts of individual standards around balance, fairness, discrimination and denigration, and accuracy.

Of all the broadcasting standards, maintaining accuracy is of most importance to talkback listeners. Meeting standards around balance is of less importance as it is seen to be self-regulating through callers expressing a wide range of views.

Callers are less likely to be concerned about maintaining standards around balance and discrimination and denigration than listeners as a whole, in line with their active engagement in sharing their opinions.

Maintaining standards is considered to largely rest with the host. The host is expected to moderate the debate, distinguish between fact and opinion and ensure treatment of caller and subject is fair and not discriminatory or denigrating. The line is said to be crossed when a host personally insults the caller or someone who is the subject of the discussion.

Talkback enthusiasts are more lenient in their assessment of where the line between entertainment and personal insults is crossed. Over and above this, there will be topics of debate that will elicit a stronger negative response from specific subgroups in the population (such as older people or women) based on their shared values.

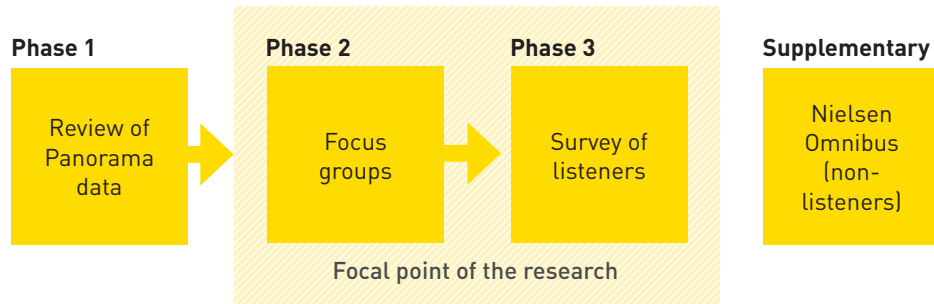
Hosts are, therefore, required to express their opinion in order to stimulate discussion and entertain, but caution around personal insults of callers is essential. Insulting callers will discourage participation which is the essence of talkback radio.

# RESEARCH DESIGN

## Overview

A three-phase research programme was put in place to understand the expectations listeners have with regards to talkback radio:

### Three-phase research programme



Talkback listeners were the focal point of the research, through focus groups and an online survey. However, the third phase was supplemented with non-listeners being asked two key questions on Nielsen's online Omnibus.

## Phase 1

The first phase involved analysis of **Nielsen Media's Panorama data**. This data is obtained from a survey of **12,000 New Zealanders** carried out by Nielsen Media. It primarily measures readership of publications, along with a broad range of attitudinal and other information to help target and profile audiences. There were a small number of questions about talkback radio.

There were three key objectives of this first phase:

- Identify the proportion of adult population (15+) who listen to talkback radio, trended over the past three years
- Identify the proportion of the adult population who listen to radio per se as context for the above, trended over the past three years
- Profile talkback listeners.

## Phase 2

The qualitative phase (second phase) of the research programme consisted of three focus groups. Two groups were held in Auckland and one in Wellington.

### Details of focus groups

	Date	Location	Age group	Number of Participants
Group 1	4th August 2010	Auckland	25-39	6
Group 2	5th August 2010	Auckland	60+	8
Group 3	4th August 2010	Wellington	40-59	6

All participants in the **focus groups were regular listeners of talkback radio** (listening at least weekly). Other criteria for selection included a mix of stations listened to, across a range of times, and a range of ethnicities and household incomes. At least two participants in each group were active participants in talkback radio discussion.

Each participant was asked to complete a 'diary' the week preceding their group so that their listening behaviour could be evaluated. They were also asked to record the content of talkback programmes they particularly enjoyed and anything they were concerned about or uncomfortable with. The focus groups were held in August 2010.

The key areas the focus groups set out to explore were:

- Whether talkback radio is considered a 'balance-free' zone; in other words, the extent to which the standard of presenting significant points of view (known in the current Codes of Broadcasting Practice as 'Controversial Issues – Viewpoints' but referred to in this report as 'balance') should apply to talkback radio
- Where the line is in terms of how talkback hosts can treat callers
- Where the line is in terms of how talkback hosts can treat subjects of discussion
- Whether there is greater or lesser leniency or tolerance, when it comes to talkback radio, in relation to content that might be seen as encouraging discrimination and denigration.

Comments from the focus groups have been incorporated into this report to provide insight into the language used and to complement the data.

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### Phase 3

The third and final stage was the completion of two quantitative surveys. One survey was conducted among talkback radio listeners and the other among the general public.

The **survey of talkback listeners** set out to measure the extent to which the views expressed in the focus groups were held among the wider audience.

A total of 503 listeners were surveyed from the YourVoice panel (a panel of approximately 60,000 New Zealanders who have agreed to participate in research). A random selection from the panel was sent an invite to the online survey and if they qualified as talkback radio listeners they were able to take part (refer to Appendix I for the sample profile). The survey took place between 23 November and 1 December 2010. An outline of the questions that were asked can be found in Appendix II.

The views of talkback radio listeners were supplemented with those of **non-listeners** by asking two questions in Nielsen's online Omnibus survey in November 2010.

All respondents in the Omnibus survey were asked whether they thought maintaining standards or allowing freedom of expression should be given more weight across three different types of radio broadcasts. They were then asked to indicate whether they listen to talkback radio, allowing for the identification of non-listeners.

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### Notes to report

Throughout this report charts have been used to illustrate findings. Due to rounding of data, some charts will not add to 100%. Charts will also not add to 100% if respondents were entitled to give more than one response.

Rounding also affects the summation of 'data points' within charts. Where the combined results of 'data points' are referred to in this report a footnote will outline if rounding has affected the result.

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# TALKBACK RADIO

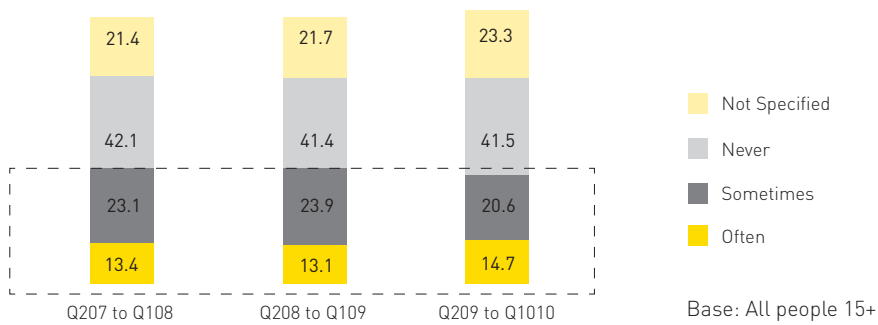
The starting point for this project was to gain an understanding of the proportion and profile of listeners. The size of the talkback audience was trended over a three-year period. This information was obtained from Nielsen Media's Panorama Study.

## The talkback audience

Just over one-third of New Zealanders (35%), aged 15 or older, indicated that they listen to talkback radio. This pattern has been stable over the past three years.

### Size of talkback audience over the last three years

(how often listen: Source, Nielsen Media)



Those who said they 'often' listen were identified as 'talkback enthusiasts' (currently one in every seven adults). They are characterised as being:

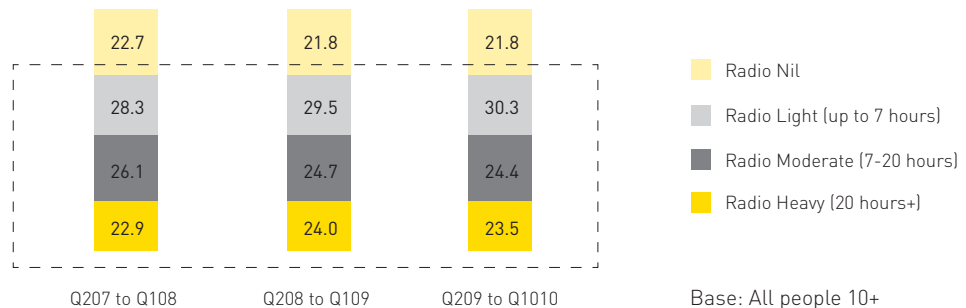
- Male
- Over 60 years of age and retired
- Heavy radio consumers (more likely than any other New Zealanders to listen to all formats of radio for 20 hours or more in a week.<sup>1</sup>)

## The radio industry

Stability in the talkback audience mirrors that of all radio formats which, over the same time period, have had a consistent proportion of listeners.

### Radio listening over the last three years

(Source, Nielsen Media)



Around eight in ten New Zealanders listen to radio in some format every week. Just under half listen for more than seven hours per week.

<sup>1</sup> Talkback enthusiasts were the only group that profiling was requested for.

# THE TALKBACK AUDIENCE

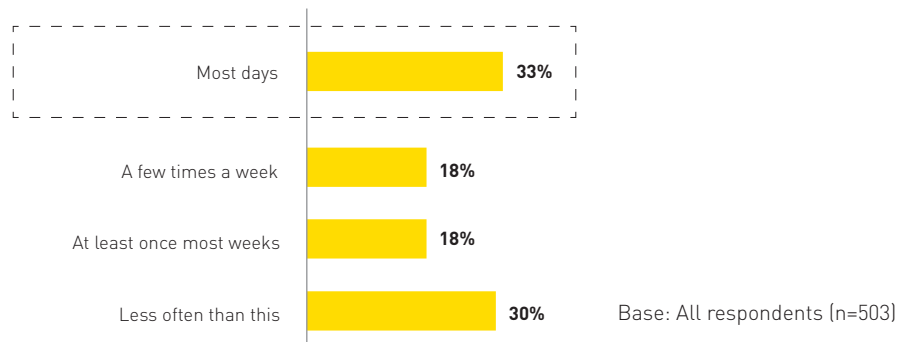
The online survey of talkback listeners provided detail around listening behaviour, participation in talkback radio, attitudes towards talkback radio and its role, expectations around standards in talkback radio and what listeners consider to be a breach in standards.

This is complemented with insights from the qualitative phase of the research.

## Frequency of listening

Around one-third listen to talkback radio most days.

### Frequency listen to talkback radio

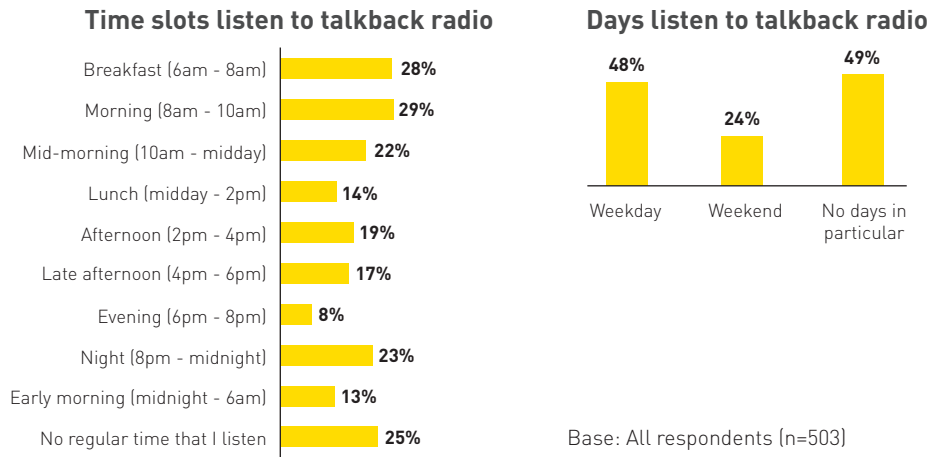


The demographic profile of those who listen most days mirrors that of the talkback enthusiasts identified in the Panorama data.<sup>2</sup> Hereafter, 'talkback enthusiasts' refers to those who listen most days.

<sup>2</sup> Despite different wording of the question the consistent older age of these two groups indicates it is the same segment in each case.

## Most common listening time

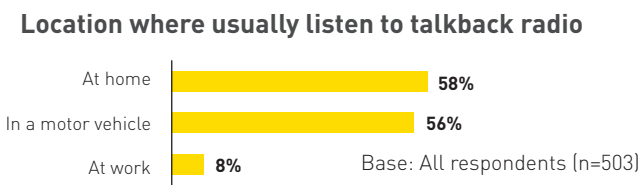
Patterns of listening span all days and all times of the day. Lunchtime, evening, and early morning are the least popular, although those aged 60 or over (the age group consistent with being a talkback enthusiast) are more likely to listen between midnight and 6am (24% cf. 13% average for all listeners).



A quarter of listeners (25%) do not have a regular listening time.

## Most common places to listen

The most common places to listen to talkback radio are at home and in a motor vehicle (58% and 56% listen in these situations, respectively). Only one in ten listens while at work.

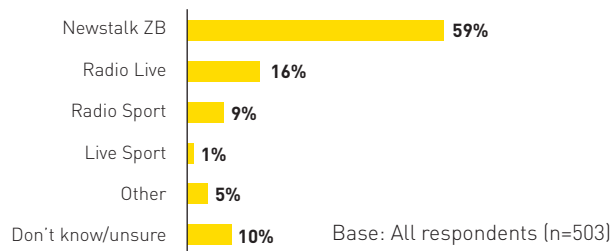


Listening at home is more popular among those who are talkback enthusiasts (77% for those listening on most days cf. 58% average for all listeners). Listening at work is more common among technical or skilled workers (29% cf. 8% for average for all listeners).

## Most common station listened to

More than half of the respondents indicate Newstalk ZB is the station they listen to most often.<sup>3</sup>

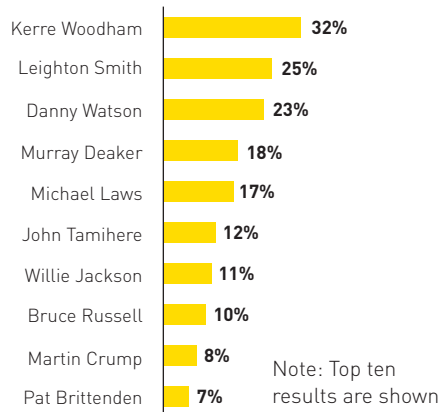
### Station most often listen to



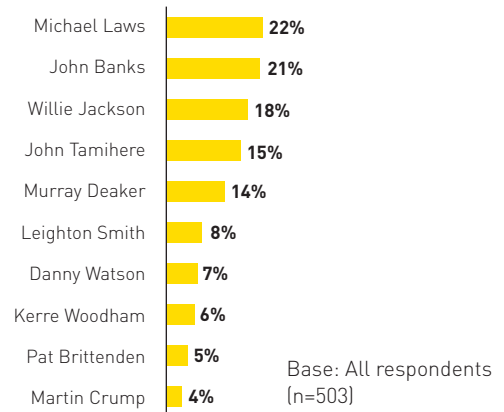
## Favourite hosts

Popularity of hosts varies across all listeners, and in some cases a polarised view of the host is evident (with similar numbers saying the host is their favourite/least favourite).

### Favourite hosts



### Least favourite hosts



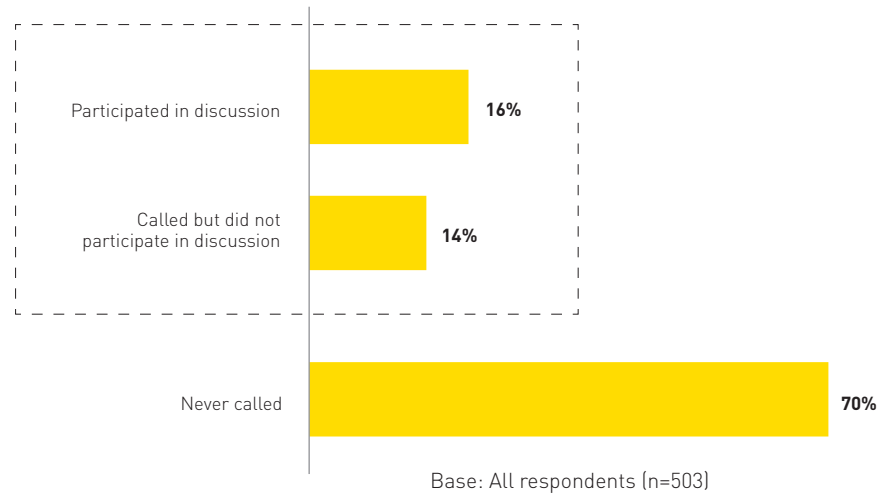
<sup>3</sup> This is in line with the twice-yearly radio audience measurement surveys conducted by Research International.

# AUDIENCE PARTICIPATION

## Calling frequency

Three in every ten listeners (30%) call, in an attempt to participate in the discussion on talkback radio. Around one in six (16%) end up participating in the discussion.

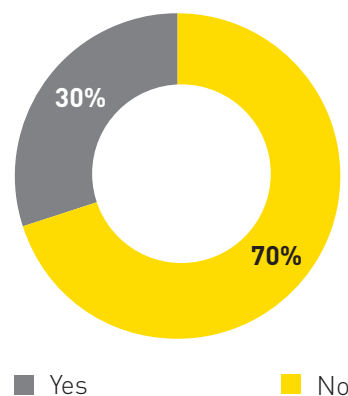
### Participating in the discussion



Talkback enthusiasts are more likely to have called (41% cf. 30% average for all listeners).

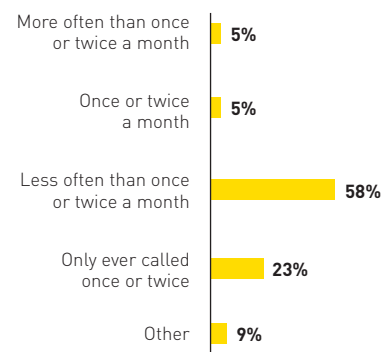
The majority (58%) call less than once or twice a month, and around a quarter (23%) have only ever called on one or two occasions.<sup>4</sup>

### Called in to talkback radio



Base: All respondents (n=503)

### Frequency of calling



Base: Those who have called in to talkback radio (n=152)

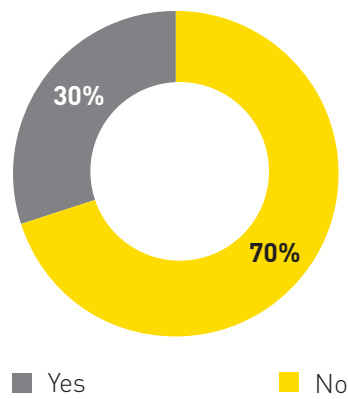
With the exception of younger listeners (13% of those under the age of 20 having called), there were no differences in calling frequency.

<sup>4</sup> A small number of respondents actually specified the number of calls they have made (or gave an estimate of) rather than the frequency with which they call, and these have been reported as having an 'other' frequency of calling.

## Reasons for not calling

The primary reasons for not calling are that the listener simply enjoys listening to others discussing the topics (72%) and believes that someone with a similar viewpoint will call in (22%).

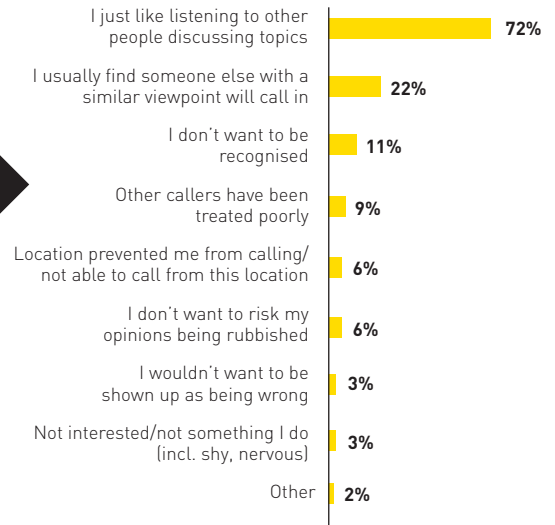
### Called in to talkback radio



■ Yes

■ No

### Reasons for not calling



Base: All respondents (n=503)

Base: Those who had other reasons for listening to talkback radio (n=65)

Poor treatment of callers is a reason for around one in ten listeners (9%) not calling talkback radio. In the focus groups there was considerable debate around poor treatment of the caller being a deterrent to participation:

*"I guess you don't want to have the experience... you feel like a dick and there is no recourse if you have been hung up on."*

*"Just because you are in control of the mic you can't just go and bag someone..."*

# THE ATTRACTION OF TALKBACK RADIO

## The audience's needs

Given that the majority of listeners do not actually participate in the discussion, yet listen to talkback radio, it is important to understand what attracts them to this medium.

A range of potential reasons were identified during the qualitative research. These included:

### Entertainment

*"You can sit in your car for an hour listening to music or you can listen to anything on talkback and you've got a bit of something in your mind that is stimulating."*

### Education or personal development

*"I feel a bit more intelligent I guess. I can start listening without knowing anything about the topic but by the end of it I've formed an opinion."*

### Diversity

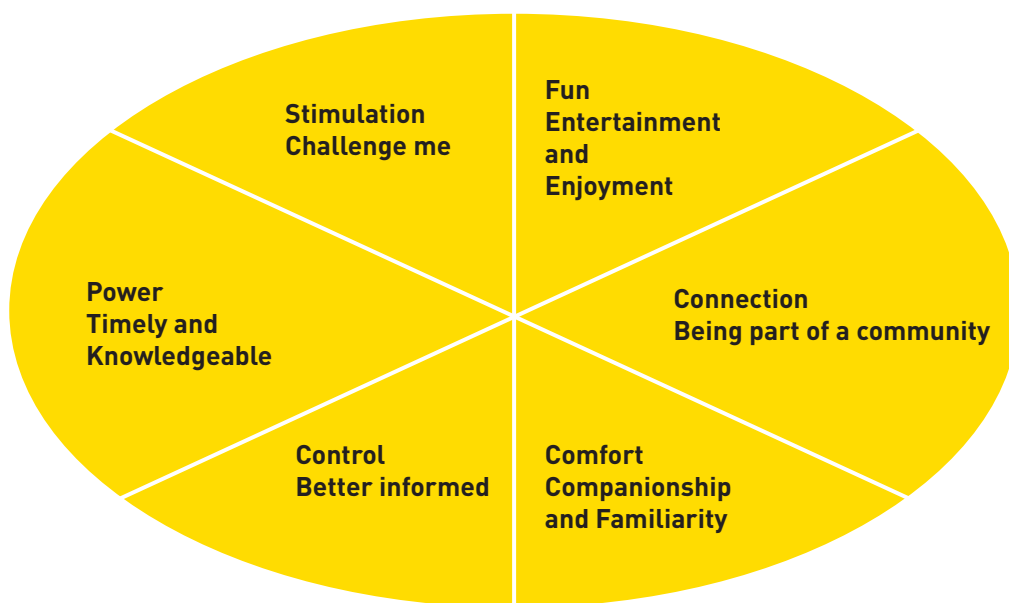
*"Quite often I am listening to people I would never normally meet or have a conversation with – a cross section of society you wouldn't get in one room."*

### Companionship

*"I'm a stay-at-home mum – after working in a busy industry, for me, hearing stimulating conversation without having to input is quite relaxing."*

**This led to the identification of six core needs:**

## Needs of talkback listeners



## Reasons for listening

The survey of listeners revealed that gaining a perspective on different views in society, enjoyment and entertainment, stimulating discussion, and education and information are equally important in terms of reasons for listening, with around a third of listeners rating them 8-10 out of 10 on the scale of importance.

### Reasons for listening to talkback radio

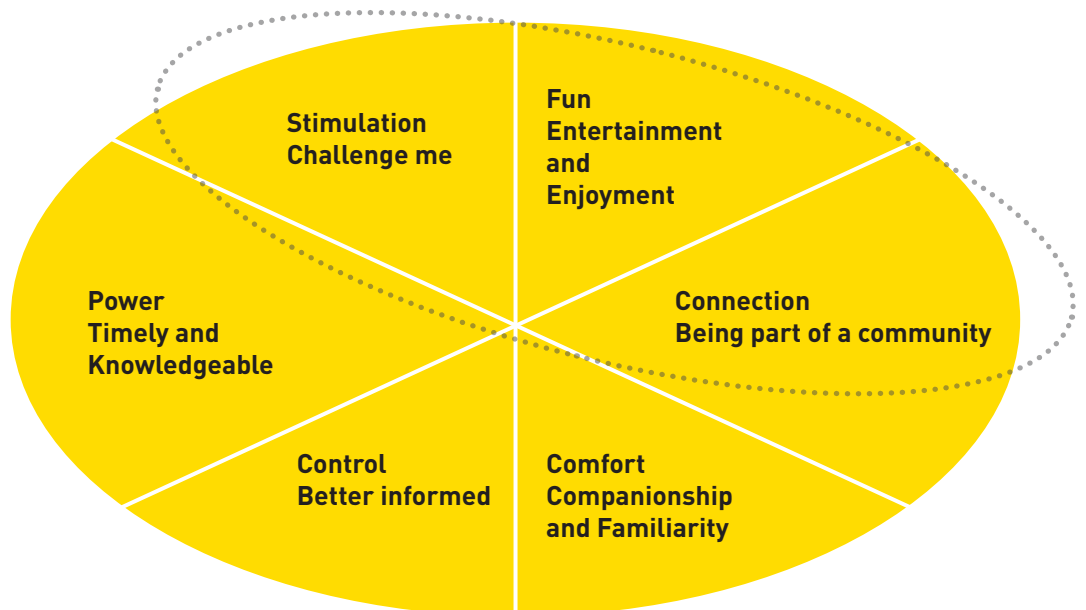
(importance of each reason rated on scale from 0-10, 0 being not at all important and 10 being extremely important)

	0-4	5-7	8-10
For company or companionship	61%	26%	13%
For education and information	33%	38%	29%
For stimulating discussion	27%	41%	32%
For enjoyment and entertainment	24%	44%	32%
To gain perspective on different views in society	20%	44%	35%

Companionship is the least important of the five reasons evaluated, although for older listeners (60 years of age or more) this is relatively more important (21% cf. 13% rating 8-10 out of 10), yet it is still the lowest of the five reasons evaluated for this age group.

The core needs fulfilled by talkback radio are highlighted as follows:

### Core needs fulfilled by talkback radio

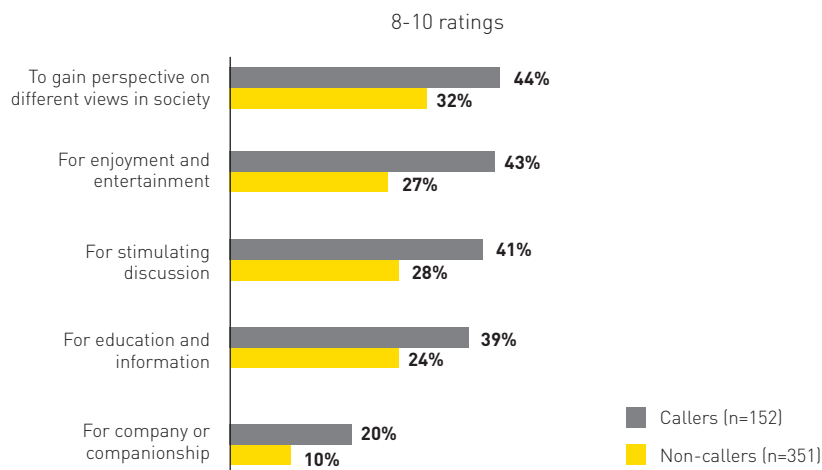




Although all talkback radio listeners share the same reasons for listening, a higher level of engagement with talkback radio is evident among those who call in to talkback radio.

### Reasons for listening to talkback radio among callers and non-callers

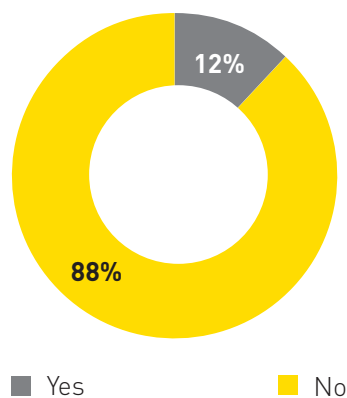
(importance of each reason rated on scale from 0-10, 0 being not at all important and 10 being extremely important)



Base: All respondents (n=503)

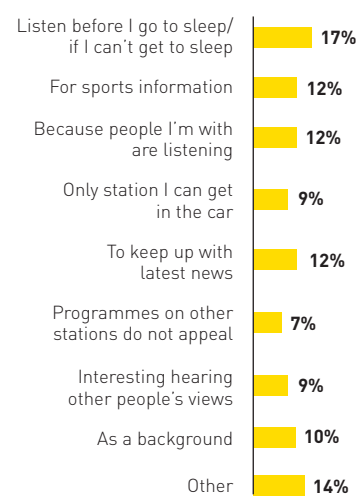
Other reasons for listening were identified by around one in ten listeners (12%). These included listening before going to sleep or because of being unable to sleep, for reasons other than the talkback content (e.g. news updates), because other people were listening, or it was simply the only station available at that point in time.

### Identified other reasons for listening



Base: All respondents (n=503)

### Other reasons for listening

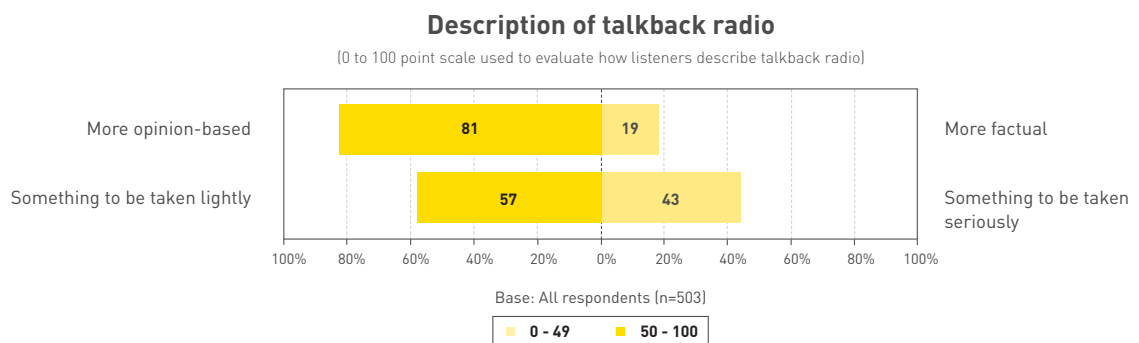


Base: Those who had other reasons for listening to talkback radio (n=65)

# UNDERSTANDING LISTENERS' EXPECTATIONS

## Expectations of talkback content

Eight in every ten listeners describe talkback radio as more opinion-based than factual.



The qualitative research portrayed talkback radio as an environment where listeners fully appreciate that they listen to 'real' people, 'real' opinions within a live action format.

A key reason for listening to talkback radio is to hear a broad range of these opinions. As a consequence, the majority of listeners understand that they should not take talkback radio too seriously (since the vast range of opinions can potentially obscure what is fact):

*"I find there is usually a lack of knowledge on behalf of the callers and hosts. Significant content is based on subjectivity and often lacks a demonstration of intelligent and clear understanding of issues..."*

Listeners expect boundaries to be pushed in order to encourage robust exploration of topics, yet also recognise that they cannot take it all too seriously. A general consensus from the focus groups was that much of the discussion should be taken with a 'grain of salt'. To this extent, participants in the focus groups indicated they were not easily shocked or fazed by what they hear on talkback radio:

*"We expect it to be a little more risqué because it's not rehearsed, it's not written down... sometimes you are just speaking to get a reaction, not because you believe what you are saying is 100% right."*

## Expectations of standards in talkback

When benchmarked against other radio broadcasts, such as news and current affairs or documentaries, it is clear that greater leniency is expected for talkback radio.

Four in ten listeners (42%) feel maintaining standards and allowing freedom of expression should be given the same weight, while just under half (45%)<sup>5</sup> believe that allowing freedom of expression in talkback radio should be given *slightly* more weight or much greater weight than maintaining standards.

For radio news in particular, listeners are more likely to place greater weight on maintaining standards (62%).

### Freedom of expression vs maintaining standards

	Radio news	Radio current affairs or documentaries	Talkback radio
Allowing freedom of expression should be given much greater weight	5%	5%	15%
Allowing freedom of expression should be given slightly more weight	5%	9%	31%
Maintaining standards and allowing freedom of expression should be given the same weight	28%	37%	42%
Maintaining standards should be given slightly more weight	22%	23%	8%
Maintaining standards should be given much greater weight	40%	27%	5%

The qualitative research revealed that listeners expect to hear 'everything and anything' when listening to talkback radio. To this extent, participants in the focus groups felt that freedom of expression was a given in talkback radio.

<sup>5</sup> Due to rounding this figure is not the sum of the individual results in the chart.

## Expectations around balance

Talkback radio is not a 'balance-free' zone, but an environment where audiences expect greater leniency in regards to balance when compared with other types of radio broadcasts:

*"They need the controversy of someone having a different opinion otherwise it will be boring"*

Nearly half of all listeners (47%) believe maintaining standards around balance and allowing freedom of expression should be given the *same* weight. A further 38% believe freedom of expression should be given more weight.

Expectations that radio current affairs and particularly radio news should uphold the broadcasting standard of balance are higher than for talkback.

### Freedom of expression vs maintaining standards around balance

	Radio news	Radio current affairs or documentaries	Talkback radio
Allowing freedom of expression should be given much greater weight	3%	2%	11%
Allowing freedom of expression should be given slightly more weight	5%	9%	27%
Maintaining standards and allowing freedom of expression should be given the same weight	32%	38%	47%
Maintaining standards should be given slightly more weight	21%	24%	11%
Maintaining standards should be given much greater weight	39%	26%	5%

The qualitative research indicated that listeners believe balance in talkback radio is largely self-regulated by callers who express a wide range of opinions. Therefore it is not a 'balance-free' zone:

*"I think if it's not balanced people won't listen. It kind of self-regulates, the topic peters out [if no one calls]"*

People who call are more likely to be satisfied with self-regulation, while those who do not call are more likely to want *more* weight to be given to maintaining standards around balance (26% cf. 18% for those who do call in).

## Expectations around fairness

Greater leniency is expected in talkback radio when it comes to maintaining standards around fairness.

The largest proportion of listeners (45%) believe maintaining standards around fairness and allowing freedom of expression should be given the *same* weight on talkback radio, while just over a third (35%) indicate that allowing freedom of expression should be given *slightly more* weight or *much greater* weight than maintaining standards around fairness. This is significantly higher than for the other types of radio broadcast.

### Freedom of expression vs maintaining standards around fairness

	Radio news	Radio current affairs or documentaries	Talkback radio
Allowing freedom of expression should be given much greater weight	2%	2%	10%
Allowing freedom of expression should be given slightly more weight	6%	9%	25%
Maintaining standards and allowing freedom of expression should be given the same weight	33%	41%	45%
Maintaining standards should be given slightly more weight	25%	26%	13%
Maintaining standards should be given much greater weight	33%	22%	7%

Two in ten listeners want more weight given to maintaining standards around fairness, illustrating that individuals have different thresholds:

*“You will get the odd person ring up with an opinion you just can’t stand and you know that 90% of the listeners are thinking ‘this is wrong’ so the host will cut them off or argue with them on purpose – and it’s fine because everyone wants to do that...”*

*“People have different thresholds – as long as they don’t get personal where they pick on people or abuse them or anything [it is okay].”*

## Expectations around discrimination & denigration

Around four in ten listeners (39%) believe maintaining standards around not encouraging discrimination and denigration in talkback radio and allowing freedom of expression should be given the *same* weight.

### Freedom of expression vs maintaining standards around not encouraging discrimination and denigration

	Radio news	Radio current affairs or documentaries	Talkback radio
Allowing freedom of expression should be given much greater weight	4%	4%	9%
Allowing freedom of expression should be given slightly more weight	7%	9%	27%
Maintaining standards and allowing freedom of expression should be given the same weight	35%	37%	21%
Maintaining standards should be given slightly more weight	19%	22%	16%
Maintaining standards should be given much greater weight	35%	28%	14%

Opinion is polarised among the remaining 61% of listeners, with 31%<sup>6</sup> stating that maintaining standards around not encouraging discrimination and denigration in talkback radio should be given *slightly more* weight or *much greater* weight than allowing freedom of expression, and 30% expressing the opposing view. Those who call in to talkback radio were more likely to hold this opposing view (37% cf. 27% for those who don't call).

## Expectations around accuracy

Listeners' expectations in relation to the accuracy standard in talkback radio are higher than for the other standards (40% think this standard should be given more weight than freedom of expression, while the comparative figure for balance is 15%, for fairness 20% and for non-encouragement of discrimination and denigration 31%).<sup>7</sup>

<sup>6</sup> Due to rounding this figure is not the sum of the individual results in the chart.

<sup>7</sup> Due to rounding some of these figures are not the sum of the individual results in the chart.

### Freedom of expression vs maintaining standards

	Standards	Balance	Fairness	Discrimination & denigration	Accuracy
Allowing freedom of expression should be given much greater weight	15%	11%	10%	9%	6%
Allowing freedom of expression should be given slightly more weight	31%	27%	25%	21%	13%
Maintaining standards and allowing freedom of expression should be given the same weight	42%	47%	45%	39%	42%
Maintaining standards should be given slightly more weight	8%	11%	13%	16%	21%
Maintaining standards should be given much greater weight	5%	5%	7%	14%	19%

At the same time, the pattern of greater leniency for talkback radio compared with other radio broadcasts is upheld.

	Radio news	Radio current affairs or documentaries	Talkback radio
Allowing freedom of expression should be given much greater weight	2%	2%	6%
Allowing freedom of expression should be given slightly more weight	2%	3%	13%
Maintaining standards and allowing freedom of expression should be given the same weight	20%	23%	42%
Maintaining standards should be given slightly more weight	16%	22%	21%
Maintaining standards should be given much greater weight	60%	50%	19%

In the qualitative phase listeners identified hosts as responsible for clearly differentiating between opinion and fact:

*“The callers aren’t accountable for their opinion being fact [or not] whereas [broadcasters] are.”*

Although there is a role for callers to play in maintaining standards around accuracy:

*“They had some women who were trying to claim a bigger benefit and in the media they had sort of been seen as shameful and trying to take the system for a ride. One of these women called talkback radio and she was so well spoken and had all her facts stacked up, presented her side of the story so well that in the end I came out of it with an entirely different opinion as did the host.”*

## Expectations of hosts and callers

From the following results, it is evident that talkback hosts are required to be cognisant of broadcasting standards in their treatment of callers and subjects of discussion. It is also evident that there are greater expectations of talkback hosts than of callers.

Highest expectations are in relation to discrimination and denigration. Just over half of all listeners believe that *slightly more* weight or *much greater* weight should be given to maintaining standards in hypothetical scenarios of talkback hosts being allowed to express views that are discriminatory or put people or organisations down (55%<sup>8</sup> and 52%, respectively).

### Freedom of expression vs maintaining standards in hypothetical scenarios involving hosts

	Talkback host being allowed to express views that could be viewed as discriminatory	Talkback host being allowed to express views that could be perceived as putting people or organisations down	Talkback host ensuring subject of discussion gets a fair go when the subject is a public figure	Talkback host ensuring subject of discussion gets a fair go when the subject is a group or organisation	Talkback host ensuring the caller gets a fair go
Allowing freedom of expression should be given much greater weight	4%	4%	6%	5%	6%
Allowing freedom of expression should be given slightly more weight	11%	13%	17%	16%	21%
Maintaining standards and allowing freedom of expression should be given the same weight	29%	31%	41%	48%	45%
Maintaining standards should be given slightly more weight	28%	28%	23%	22%	18%
Maintaining standards should be given much greater weight	28%	24%	13%	9%	10%

In comparison, nearly three in ten listeners (27%) believe allowing freedom of expression should be given *slightly more* weight or *much greater* weight when it came to the host ensuring the caller gets a fair go.

In the qualitative research, listeners indicated they did not have great expectations of callers at all, and as the power lies with the host, responsibility ultimately also fell on them:

*"I guess I expect a bit of political correctness, the callers don't typically get into trouble because they are not accountable but the host will."*

<sup>8</sup> Due to rounding this figure is not the sum of the individual results in the chart.



The majority of listeners indicate that the standards around discrimination and denigration should be given equal or greater weighting than freedom of expression when applied to callers.

However, relatively more leniency is given to callers in this regard than to hosts. Around a quarter of listeners stated that *slightly more* weight or *much greater* weight should be given to allowing freedom of expression in the hypothetical scenario of callers being able to express views that are discriminatory or put people down (28% and 26%<sup>9</sup>, respectively). Both these results were significantly higher than the hypothetical scenarios that involved hosts being able to express views of this nature (15% and 17%, respectively).

### Freedom of expression vs maintaining standards in hypothetical scenarios involving callers

	Talkback callers being allowed to express views that could be viewed as discriminatory	Talkback callers being allowed to express views that could be perceived as putting people or organisations down	Talkback hosts being allowed to express views that could be viewed as discriminatory	Talkback hosts being allowed to express views that could be perceived as putting people or organisations down
Allowing freedom of expression should be given much greater weight	6%	5%	4%	4%
Allowing freedom of expression should be given slightly more weight	22%	22%	11%	13%
Maintaining standards and allowing freedom of expression should be given the same weight	32%	35%	29%	31%
Maintaining standards should be given slightly more weight	25%	25%	28%	28%
Maintaining standards should be given much greater weight	15%	14%	28%	24%

### The need for regulation

While greater leniency is expected within talkback radio compared with other radio broadcasts for all areas of broadcasting standards, this is not to say that listeners do not want any regulation.

The qualitative phase highlighted a clear understanding among listeners that there is in fact still a place for regulation:

*“I like the idea of some regulation because you see it happening in internet chat rooms – all opinion and it turns into a mess and it gets personal. Whereas in talkback you can stop them and you can complain.”*

Essentially, it comes down to the level of regulation – too much and it could impede the flow and excitement of talkback radio.

<sup>9</sup> Due to rounding this figure is not the sum of the individual results in the chart.

# TESTING THE STANDARDS

Having clearly explained the requirements of broadcasters and individuals' rights to freedom of expression to both participants in the focus groups and respondents in the survey of listeners, we used four talkback radio clips to evaluate listeners' reactions to talkback radio content that had had a complaint lodged with the broadcaster and/or BSA.

In the focus groups the content was played back to participants on a computer, ensuring that all participants could hear the audio. In the survey of listeners all respondents were asked to indicate whether they could hear the audio before answering the related questions.

## Host's treatment of caller

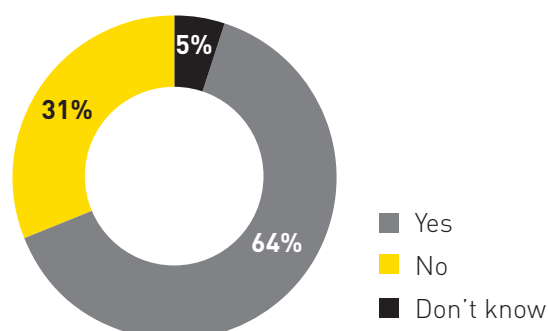
Two clips were used to evaluate listeners' reactions to the host's treatment of a caller:

### Clips used to illustrate host's treatment of caller

<b>Clip used</b>	Mazer	<b>Clip Used</b>	Clydesdale
<b>Station</b>	Radio Live	<b>Station</b>	Radio Sport
<b>Host</b>	Michael Laws	<b>Host</b>	Miles Davis
<b>Date &amp; Time</b>	9am - 12 noon, Thursday 19th November 2009	<b>Date &amp; Time</b>	10 am - 12noon, Sunday 25th November 2004
<b>Issue</b>	A caller claimed Michael Laws was advocating genetic engineering. Laws abused caller, telling her she should head off home [she was American] and 'take [her] stupidity with [her]'	<b>Issue</b>	Host and caller were involved in a 'lively' discussion about the All Black captain at the time. The caller claimed Miles Davis and his son were 'overstayers'. The host responded by calling the caller several names, including 'soft-cock' and 'ponce'.
<b>Outcome</b>	Complaint not upheld	<b>Outcome</b>	Complaint not upheld

Nearly two-thirds of the respondents in the survey of listeners (64%) believed that a standard had been breached in the **Mazer clip**.

### Proportion who felt there was a breach of standards in Mazer clip



Base: Those who could hear the audio (n=498)

This was more so among:

- females (69% cf. 57% for males)
- infrequent listeners (78% for those who listen less than once a week cf. 64% average for all listeners)
- those who cited Michael Laws as their least favourite host (77% cf. 64% average for all listeners).

Talkback enthusiasts (those who listen most days) were less likely than infrequent listeners to consider that a standard had been breached. Notwithstanding this, over half of these enthusiasts (55%) nevertheless indicated they felt a breach had occurred.

Reaction to the clip among focus group participants revolved around the host's 'rude' behaviour:

- Talking over the caller
- Not letting her finish her sentences
- Sensationalist stance from host
- Rude during and after – abusing her after she has been disconnected gives her no chance for rebuttal and is unfair
- Tunnel vision by host on the topic did not enhance the discussion.

### Overall reaction to clip



"I thought she did have a fair go, she was on the line for a long time."

*More so among frequent listeners*

"He abused his position and made the attack personal."

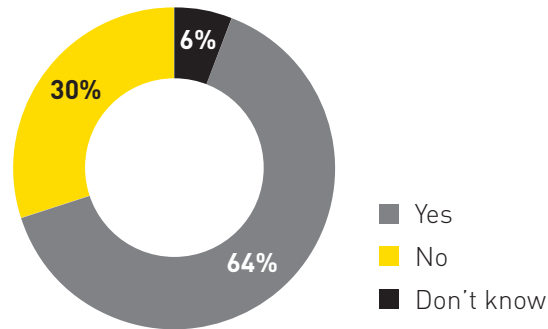
"The caller wasn't speaking on behalf of women or Americans, that was a person and she wasn't treated like an individual with respect and fairness."

*More so among infrequent listeners, females and those who don't like the host*

The line was seen to be crossed when the host personally insulted the caller.

Around two-thirds of respondents (64%) believed a standard had been breached in the **Clydesdale clip**.

**Proportion who felt there was a breach of standards in Clydesdale clip**



Base: Those who could hear the audio (n=498)

This was more so among:

- females (69% cf. 57% for males)
- infrequent listeners (74% for those who listen less than once a week cf. 64% average for all listeners).

Those who most often listen to the station involved (Radio Sport) were more likely to think that there had been *no breach* (57% cf. 30% for all listeners). This was most likely due to a gender bias among this station's audience (14% of males most often listening to Radio Sport cf. 5% of females), with males less likely to think there had been a breach.

Again, while talkback enthusiasts were less likely than infrequent listeners to consider a standard had been breached, the majority of enthusiasts (62%) nevertheless felt a breach had occurred.

Reaction to this clip also revolved around the 'rudeness' of the host; however, some participants in the focus groups felt that there was some context or justification for the host's outburst:

- It was a slanging match rather than a discussion
- The [apparent] history between caller and host meant there was some context/ justification for the host's outburst
- The caller insulted his family, 'you have to be able to take what you give'
- Another example of abusing the caller after they have been disconnected.

### Overall reaction to clip



"The caller wouldn't stop, he had no option."

"I thought he lost control and it's his job to maintain calm even if the caller made potshots at his son... he has to be able to rise above it."

"As a host he's known as a larrikin and that's the way he talks, because it's a sports show I think it's more of a lightweight atmosphere."

"The host wouldn't have a job without callers so he needs to respect the individual."

*More so among frequent listeners and Radio Sport listeners*

*More so among infrequent listeners and females*

The personal attack on the caller was again where the line was seen to be crossed.

## Host's treatment of subject

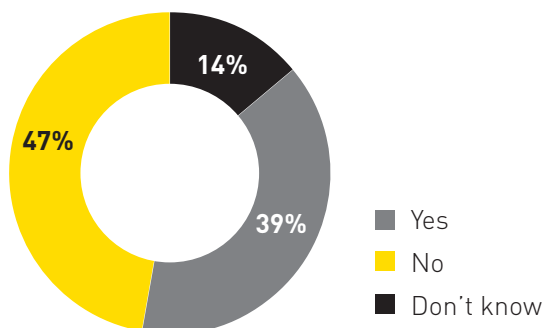
A clip entitled **NZ Green Party** was used in both the focus groups and the survey of listeners to evaluate reactions to the host's treatment of subjects.

### Clip used to illustrate host's treatment of subject

<b>Clip used</b>	NZ Green Party
<b>Station</b>	Newstalk ZB
<b>Host</b>	Bruce Russell
<b>Date &amp; Time</b>	2pm - 4pm, 5th January 2009
<b>Issue</b>	Both host and caller 'slammed' Keith Locke's stance on terrorism
<b>Outcome</b>	Complaint not upheld

Response to the **NZ Green Party** clip was more ambivalent. Around four in ten listeners (39%) believed there was a breach in standards, while nearly half (47%) thought there was no breach. This clip also had the largest number who remained undecided.

### Proportion who felt there was a breach of standards in NZ Green Party clip



Base: Those who could hear the audio (n=497)

Those aged 75 or older were more likely to believe standards had been breached (52% cf. 39% for all listeners).

Enthusiasts were less likely to feel a standard had been breached (35%) than infrequent listeners (46%).

Not surprisingly the reaction to this clip among focus group participants was mixed:

- A public figure should face the whims of public opinion
- Host stated opinion and not fact, and therefore not a breach
- Subject did not have an opportunity to be represented in the discussion
- 'Bullet in head' comment was a shock.

### Overall reaction to clip



"Politicians have to be able to take the good with the bad."

"A bullet in the head! You can't say things like that about someone."

"It's not factual, just his opinion... if I was on the board I would just go, yeah, that's talkback radio and let it go, the whole conversation was on the nose really, the bullet comment was tongue in cheek."

"I think you've got to have the right to defend yourself rather than be put down with no right of reply."

*More so among older listeners*

The personal insults and threat of physical violence against the subject were where the line was said to have been crossed.

## Discrimination and Denigration

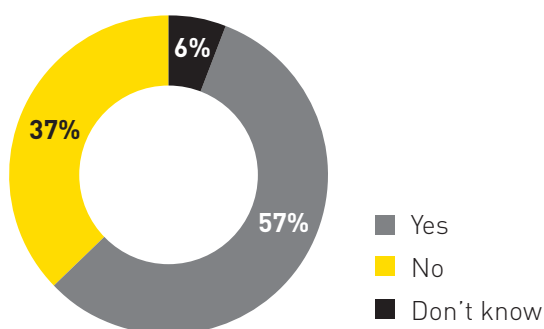
A clip entitled **Gardiner** was used to evaluate listeners' reactions to encouraging discrimination and denigration.

### Clip used to illustrate discrimination

<b>Clip used</b>	Gardiner
<b>Station</b>	Radio Pacific
<b>Host</b>	Mark Bennett
<b>Date &amp; Time</b>	3.15pm, 15th October 2003
<b>Issue</b>	The host made a comment about how 'easy' gay and lesbian New Zealanders had it under the-then Labour government.
<b>Outcome</b>	Complaint not upheld

In the survey of listeners nearly six in ten listeners (57%) felt there was a breach in standards.

### Proportion who felt there was a breach of standards in Gardiner clip



Base: Those who could hear the audio (n=498)

Female listeners were more likely than males to believe standards had been breached (61% cf. 52% for males).

Enthusiasts were again less likely to feel a standard had been breached (50%) than infrequent listeners (65 %).



Reaction to this clip was also mixed:

- It was all factual information (if it were not true he shouldn't have said it)
- Host was obviously trying to encourage discussion, but it was a step too far
- Host was not actually *encouraging* discrimination, it was said with tongue in cheek
- It was picking on people's sexual orientation
- It was just stirring up talkback discussion.

### Overall reaction to clip



"He's on an agenda to get a reaction from us and if you don't want to listen just turn it off."

"He breached everything under the sun there almost."

"It's all tongue in cheek for me and the word homo, a lot of people don't like that word but it's quite demeaning. That was the only thing I guess and it's pretty minor really."

"Everything from necrophilia to political bashing, all the gays have benefited for 3 years, heterosexuals have been disadvantaged... gee, totally unnecessary."

*More so among frequent listeners*

*More so among females*

The point at which the line was crossed is said to be 'higher' for talkback radio than other mediums in this scenario. Although many thought the host was encouraging discrimination, for some (most likely talkback enthusiasts) it was at a level deemed acceptable for talkback.

## Summary

The proportion of talkback listeners who felt standards had been breached by a specific clip ranged from 39% for the **NZ Green Party** clip to 64% for the **Mazer** and **Clydesdale** clips. This indicates that respondents to the survey distinguished between the four clips tested rather than giving what may have been perceived as the 'socially acceptable' response of saying a breach had occurred.

Of all the clips tested, the least tolerance is shown towards hosts' perceived poor treatment of callers, with around two-thirds of listeners feeling standards had been breached in the **Mazer** and **Clydesdale** clips.

A larger proportion of infrequent listeners than enthusiasts was more likely to think standards had been breached on each of the clips. Nevertheless, the majority of enthusiasts felt standards had been breached for the **Mazer** and **Clydesdale** clips (55% and 62% respectively), indicating that all listeners, infrequent and frequent, see the host's treatment of a caller as a particularly important aspect to get right.

### Clips used to test standards (% who felt standards breached)

Clip	All listeners	Listen most days	Listen a few times a week	Listen at least once most weeks	Listen less often than this
<b>Mazer</b>	64%	55%	58%	63%	78%
<b>Clydesdale</b>	64%	62%	54%	61%	74%
<b>NZ Green Party</b>	39%	35%	33%	40%	46%
<b>Gardiner</b>	57%	50%	56%	59%	65%

## Reporting a breach in standards

Although a large proportion of listeners felt standards had been breached in the preceding examples, very few would potentially take any action about this. Focus group participants said the option of making a formal complaint was not something they had thought of or, where they did know about it they were most likely to just put up with the content, turn off the radio, switch stations or phone in to dispute what was said.

Participants indicated that there is the potential for listeners to be put off complaining due to feared unfair or rude treatment from hosts:

*"With stations like Radio Sport and The Rock they actually make a joke about anyone who complains to the BSA."*

Previous research conducted for the BSA (*Knowledge of Broadcasting Standards, 2010*) revealed that very few New Zealanders (3%) lodge formal complaints, and around two thirds (67%) have never even thought about making a formal complaint.

# EXPECTATIONS OF NON-LISTENERS

The inclusion of two questions in Nielsen’s online Omnibus service enabled the evaluation of non-listeners’ views around whether allowing freedom of expression in talkback radio should be given more weight than maintaining standards.

## Expectations of standards in talkback among non-listeners

Around four in ten non-listeners (42%) stated that allowing freedom of expression in talkback radio should be given *slightly more* weight or *much greater* weight than maintaining standards. This is very similar to the number of listeners who hold this view (45%).<sup>10</sup>

### Freedom of expression vs maintaining standards among non-listeners

	Radio news	Radio current affairs or documentaries	Talkback radio
Allowing freedom of expression should be given much greater weight	6%	10%	18%
Allowing freedom of expression should be given slightly more weight	12%	14%	24%
Maintaining standards and allowing freedom of expression should be given the same weight	49%	46%	37%
Maintaining standards should be given slightly more weight	15%	18%	11%
Maintaining standards should be given much greater weight	18%	13%	10%

While a higher number of non-listeners state maintaining standards should be given *slightly more* weight or *much greater* weight than allowing freedom of expression in talkback radio (20% cf. 13% for listeners), they also thought this should be at a lower level than for other radio broadcasts.

<sup>10</sup> Due to rounding these figure does not match the individual results in the chart.

# SUMMARY & CONCLUSIONS

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- The talkback radio audience mirrors trends seen in the wider industry, with the number of listeners stable over the past three years
  - Talkback enthusiasts (most frequent listeners) are more likely to be male, over 60 years of age, retired and heavy consumers of radio in general
  - Enthusiasts are more likely to listen between midnight and 6am, an otherwise unpopular time for listening. Lunchtime and evening time slots are also less popular time slots
  - The most common places to listen are at home or in a motor vehicle, and the station most likely to be listened to is Newstalk ZB
  - Three in every ten listeners attempt to participate in the discussion, but on an infrequent basis (majority call less than once or twice a month). Talkback enthusiasts are more likely to have called in an attempt to participate in the discussion
  - Around one in six listeners ends up participating in the discussion
  - The main reasons for not calling are that listeners simply enjoy listening to others discuss the topics, or that they think someone with a similar point of view will call
  - Listeners are attracted to talkback radio because of the different perspectives gained from the range of opinions represented, the entertainment it provides and the stimulating discussion
  - When benchmarked against other radio broadcasts, greater leniency is expected for talkback radio for all areas of broadcasting standards
  - Standards around accuracy are of most importance to talkback listeners, and a role for both hosts and callers was identified in maintaining standards in this area
  - Overall there is greater expectation of hosts than callers
  - When played back to respondents, content involving host's poor treatment of callers was more likely to be considered a breach in standards (despite complaints about this content not being upheld)
  - Talkback enthusiasts are less likely to consider content of this nature a breach in standards, suggesting that the more one listens to talkback radio the more accustomed one is to this type of content
  - Finally, the unique environment that is talkback radio is even appreciated among non-listeners. Those who have never listened to this format of radio also expect greater leniency for talkback radio when compared with other formats of radio broadcasts.
-

# APPENDIX I: SAMPLE PROFILE

## Gender, age, area and occupation

Gender		Occupation	
Male	42%	Home duties (not otherwise employed)	5%
Female	58%	Retired/Superannuitant	25%
Age		Social Welfare Beneficiary/Unemployed	2%
15-19	7%	Student	8%
20-29	8%	Clerical or Sales employee	9%
30-39	12%	Semi-skilled worker	2%
40-49	19%	Technical or Skilled worker	9%
50-59	16%	Business manager/Executive	7%
60-74	24%	Business proprietor or Self-employed	11%
75+	14%	Teacher/Nurse/Police/Other trained service worker	11%
Area		Professional or Senior Government worker	5%
Metropolitan area	53%	Labour, Manual, Agricultural or Domestic worker	3%
Urban area with population > 30k	17%	Farm owner or Farm Manager	2%
Urban area with population < 30k	17%	Prefer not to say	1%
Rural area	13%		

Base: All respondents from survey of listeners (n=503)

## Life stage and ethnicity

Life Stage		Ethnicity	
Young couple - no children	4%	NZ European/New Zealander	90%
Household with youngest child under 5	7%	Māori	4%
Household with youngest child 5 - 11	13%	Samoan	1%
Household with youngest child 12 - 17	11%	Chinese	2%
Household with youngest child 18+	9%	Indian	1%
Older couple - no children / none at home	38%	Other European	3%
Single/One person household	14%	Other Asian	1%
Flat - not a family home	4%	Prefer not to answer	2%
Other	1%		

Base: All respondents from survey of listeners (n=503)

# APPENDIX II: QUESTIONNAIRE

	<b>If respondent selects never then close the survey.</b> Thank you for taking the time to complete this survey.	<b>Code</b>	<b>Route</b>
<b>Q1</b>	This survey is about <b>talkback radio</b> . That is, radio where people are invited to call in and have their say on a range of topics. How often do you listen to <b>talkback radio</b> ?		
	Most days.....	1	
	A few times a week.....	2	
	At least once most weeks .....	3	
	Less often than this.....	4	
	Never.....	5	CLOSE
<b>Q2</b>	Firstly, to make sure we collect opinions from a wide range of New Zealanders... Which of the following age groups do you fall into?	<b>Code</b>	<b>Route</b>
	15-19 .....	1	
	20-29 .....	2	
	30-39 .....	3	
	40-49 .....	4	
	50-59 .....	5	
	60-74 .....	6	
	75+.....	7	
<b>Q3</b>	Are you...	<b>Code</b>	<b>Route</b>
	Male .....	1	
	Female .....	2	
<b>Q4</b>	And which of the following areas do you live in?	<b>Code</b>	<b>Route</b>
	Metropolitan area (e.g. Auckland, Hamilton, Wellington, Christchurch, and Dunedin) .....	1	
	Urban area with a population greater than 30,000 (e.g. Upper Hutt, Invercargill, Whangarei, Nelson, Napier) .....	2	
	Urban area with a population from 1,000 to 29,999 (e.g. Timaru, Levin, Oamaru, Tokoroa, Waiuku, Thames, Cromwell) .....	3	
	Rural area with a population of 300 to 999 .....	4	
	I really don't know (please specify where you live).....	5	
<b>Q5</b>	<b>Hidden Question - captures information required for quota</b>	<b>Code</b>	<b>Route</b>
	Metropolitan Area	1	
	Provincial Urban Area	2	
	Secondary/Minor/Rural Centre	3	
	Rural	4	

Q6	<b>Include an option for them to tick “I don’t have a regular time that I listen to talkback radio”</b> Please indicate below what times of the day you <b>usually</b> listen to <b>talkback radio</b> .	Code	Route
	Breakfast (6am - 8am) .....	1	
	Morning (8am - 10am).....	2	
	Mid morning (10am - midday).....	3	
	Lunch (midday - 2pm) .....	4	
	Afternoon (2pm - 4pm) .....	5	
	Later afternoon (4pm - 6pm) .....	6	
	Evening (6pm - 8pm) .....	7	
	Night (8pm - midnight).....	8	
	Early morning (midnight - 6am) .....	9	

Q7	And what days of the week do you <b>usually</b> listen to <b>talkback radio</b>	Code	Route
	Monday.....	1	
	Tuesday .....	2	
	Wednesday.....	3	
	Thursday .....	4	
	Friday .....	5	
	Saturday.....	6	
	Sunday .....	7	
	No days in particular .....	8	

Q8	<b>Code frame will be updated after pilot with codes from other specify</b> Thinking about where you <b>usually</b> listen to <b>talkback radio</b> , would this be...	Code	Route
	At home.....	1	
	At work.....	2	
	In a motor vehicle.....	3	
	Other (please specify).....	8	

Q9	<b>Rotate order of responses</b> Which of the following <b>talkback radio</b> stations do you listen to?	Code	Route
	Radio Sport .....	01	
	Radio Live .....	02	
	Newstalk ZB .....	03	
	Live Sport.....	04	
	Other (please specify).....	07	
	Other (please specify).....	08	
	Other (please specify).....	09	
	Don't know/unsure .....	99	Q11

Q10	<b>Ask all who listen to more than one station - show only those they listen to</b> <b>Show other specify responses from Q9</b> <b>Rotate order of responses</b> Which <b>talkback</b> station do you listen to most often?	Code	Route
	Radio Sport .....	1	
	Radio Live .....	2	
	Newstalk ZB .....	3	
	Live Sport .....	4	
	Other (please specify) .....	7	
	Other (please specify) .....	8	
	Other (please specify) .....	9	

Q11	Who are your favourite <b>talkback</b> hosts?	Code	Route
	Andrew Dewhurst .....	01	
	Bruce Hopkins .....	02	
	Bruce Russell .....	03	
	Danny Watson .....	04	
	Doug Golightly .....	05	
	Helen Jackson .....	06	
	John Banks .....	07	
	John Tamihere .....	08	
	Kent Johns .....	09	
	Kerre Woodham .....	10	
	Leighton Smith .....	11	
	Mark Watson .....	12	
	Martin Crump .....	13	
	Michael Laws .....	14	
	Murray Deaker .....	16	
	Pat Brittenden .....	17	
	Tony Murrell .....	18	
	Willie Jackson .....	19	
	Willie Lose .....	20	
	Other (please specify) .....	21	
	Other (please specify) .....	22	
	Other (please specify) .....	23	
	Don't know/unsure .....	99	



Q12	<b>Don't show any favourite hosts picked in Q11</b> Who are your least favourite <b>talkback</b> hosts?	Code	Route
	Andrew Dewhurst .....	01	
	Bruce Hopkins .....	02	
	Bruce Russell .....	03	
	Danny Watson .....	04	
	Doug Golightly .....	05	
	Helen Jackson .....	06	
	John Banks .....	07	
	John Tamihere .....	08	
	Kent Johns .....	09	
	Kerre Woodham .....	10	
	Leighton Smith .....	11	
	Mark Watson .....	12	
	Martin Crump .....	13	
	Michael Laws .....	14	
	Murray Deaker .....	16	
	Pat Brittenden .....	17	
	Tony Murrell .....	18	
	Willie Jackson .....	19	
	Willie Lose .....	20	
	Other (please specify).....	21	
	Other (please specify).....	22	
	Other (please specify).....	23	
	Don't know/unsure .....	99	

Q13	Have you ever called in to <b>talkback radio</b> (including times when you have not actually got through to the host)?	Code	Route
	Yes .....	1	
	No.....	2	

Q14	<b>Ask if have called in to talk back</b> Have you ever participated in the discussion on <b>talkback radio</b> ?	Code	Route
	Yes .....	1	
	No.....	2	

<b>Q15</b>	<b>Ask if have called talkback radio</b> <b>Code frame will be established after pilot</b> How often do you call <b>talkback</b> radio (whether you get through to the host or not)?								
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<b>Q16</b>	<b>Ask if have never called</b> <b>Rotate the order of statements</b>	<b>Code</b>	<b>Route</b>
	For what reasons have you not called <b>talkback radio</b>		
	Other callers have been treated poorly .....	1	
	I don't want to be recognised .....	2	
	I usually find someone else with a similar view point will call in .....	3	
	I don't want to risk my opinions being rubbished .....	4	
	I wouldn't want to be shown up as being wrong .....	5	
	I just like listening to other people discussing topics .....	6	
	Other (please specify) .....	8	

<b>Q17</b>	For each of the following reasons for listening to <b>talkback radio</b> , please rate their importance to you											
	0 - not at all important	1	2	3	4	5	6	7	8	9	10 - extremely important	
(R1)	For enjoyment and entertainment .....	01	02	03	04	05	06	07	08	09	10	11
(R2)	For stimulating discussion .....	01	02	03	04	05	06	07	08	09	10	11
(R3)	For education and information .....	01	02	03	04	05	06	07	08	09	10	11
(R4)	To gain perspective of different views in society .....	01	02	03	04	05	06	07	08	09	10	11
(R5)	For company or companionship .....	01	02	03	04	05	06	07	08	09	10	11

<b>Q18</b>	Are there any other reasons why you listen to <b>Talkback Radio</b> that are not mentioned above?	<b>Code</b>	<b>Route</b>
	Yes (please specify) .....	1	
	No .....	2	

<b>Q19</b>	Now we would like you to think about how you would describe <b>talkback radio</b>		
	In each option below please drag the pointer towards the word(s) you personally feel describes <b>talkback radio</b> the most.		
	<b>PROBE If you feel the words equally describe talkback radio leave the pointer where it is.</b>		
(R2)	More factual vs. More opinion based .....		
(R3)	Something to be taken seriously vs. something to be taken lightly .....		

**Q20 Rotate the order of the media**  
**Rotate between showing response categories in current order and reverse order**

Under the 1989 Broadcasting Act, every broadcaster is responsible for maintaining, in its programmes and their presentation, a number of **standards**. The Broadcasting Standards Authority (BSA) is required to encourage broadcasters to develop and observe appropriate Codes of Broadcasting Practice to ensure compliance with the law.

These **standards** include ensuring all sides of the story are presented, that people taking part or being referred to are treated fairly, that everyone is treated equally, not criticised unfairly, and that all factual programming is accurate.

Yet fundamental to broadcasters and to the BSA 's activities is the individual's right to **freedom of expression** under the New Zealand Bill of Rights Act (1990).

Broadcasters therefore are constantly mindful of getting the balance right between protecting everyone's right to freedom of expression while at the same time maintaining standards expected of broadcasting.

We are interested to know what your personal view is on where the line should be for different types of broadcasts. For some types of broadcasts, you may think maintaining **standards** such as balance, fairness and accuracy should be given more weight than the right for everyone to express whatever they want. For other types of broadcasts, you may think allowing **freedom of expression** should be given more weight.

		Maintaining standards should be given much greater weight	Maintaining standards should be given slightly more weight	Maintaining standards and allowing freedom of expression should be given the same weight	Allowing freedom of expression should be given slightly more weight	Allowing freedom of expression should be given much greater weight
(R3)	Radio news .....	1	2	3	4	5
(R4)	Radio current affairs or documentaries.....	1	2	3	4	5
(R5)	Talkback radio .....	1	2	3	4	5

<b>Q21</b>		<b>Rotate the order of the media</b>				
		<b>Rotate between showing response categories in current order and reverse order</b>				
		One requirement of the broadcasting standards is that when issues of public importance are discussed, broadcasters are required to make reasonable efforts to present all sides of the story (i.e. there is <b>balance</b> to the discussion).				
		We are interested to know what your personal view is on where the line should be for different types of broadcasts. For some types of broadcasts, you may think maintaining <b>balance</b> should be given more weight than the right for everyone to express whatever they want. For other types of broadcasts, you may think allowing <b>freedom of expression</b> should be given more weight.				
		Maintaining balance should be given much greater weight	Maintaining balance should be given slightly more weight	Maintaining balance and allowing freedom of expression should be given the same weight	Allowing freedom of expression should be given slightly more weight	Allowing freedom of expression should be given much greater weight
(R3)	Radio news .....	1	2	3	4	5
(R4)	Radio current affairs or documentaries.....	1	2	3	4	5
(R5)	Talkback radio .....	1	2	3	4	5

<b>Q22</b>		<b>Rotate the order of the media</b>				
		<b>Rotate between showing response categories in current order and reverse order</b>				
		Another requirement of the broadcasting standards is that broadcasters shall treat people taking part or being referred to in the broadcast fairly.				
		We are interested to know what your personal view is on where the line should be for different types of broadcasts. For some types of broadcasts, you may think maintaining standards around <b>fairness</b> should be given more weight than the right for everyone to express whatever they want. For other types of broadcasts, you may think allowing <b>freedom of expression</b> should be given more weight.				
		Maintaining standards around fairness should be given much greater weight	Maintaining standards around fairness should be given slightly more weight	Maintaining standards around fairness and allowing freedom of expression should be given the same weight	Allowing freedom of expression should be given slightly more weight	Allowing freedom of expression should be given much greater weight
(R3)	Radio news .....	1	2	3	4	5
(R4)	Radio current affairs or documentaries.....	1	2	3	4	5
(R5)	Talkback radio .....	1	2	3	4	5

<p><b>Q23 Rotate the order of the media</b>  <b>Rotate between showing response categories in current order and reverse order</b></p> <p>Broadcasters are also <b>not</b> allowed to encourage discrimination against, or denigration of, any section of the community.</p> <p>We are interested to know what your personal view is on where the line should be for different types of broadcasts. For some types of broadcasts, you may think maintaining standards around <b>discrimination and denigration</b> should be given more weight than the right for everyone to express whatever they want. For other types of broadcasts, you may think allowing <b>freedom of expression</b> should be given more weight.</p>						
		Maintaining standards around encouraging discrimination and denigration should be given much greater weight	Maintaining standards around encouraging discrimination and denigration should be given slightly more weight	Maintaining standards around encouraging discrimination and denigration, and allowing freedom of expression should be given the same weight	Allowing freedom of expression should be given slightly more weight	Allowing freedom of expression should be given much greater weight
(R3)	Radio news .....	1	2	3	4	5
(R4)	Radio current affairs or documentaries.....	1	2	3	4	5
(R5)	Talkback radio .....	1	2	3	4	5

<p><b>Q24 Rotate the order of the media</b>  <b>Rotate between showing response categories in current order and reverse order</b></p> <p>Finally, broadcasters should also make reasonable efforts to ensure that news, current affairs and factual programming are <b>accurate</b> and do not mislead.</p> <p>We are interested to know what your personal view is on where the line should be for different types of broadcasts. For some types of broadcasts, you may think maintaining standards around <b>accuracy</b> should be given more weight than the right for everyone to express whatever they want. For other types of broadcasts, you may think allowing <b>freedom of expression</b> should be given more weight.</p>						
		Maintaining standards around accuracy should be given much greater weight	Maintaining standards around accuracy should be given slightly more weight	Maintaining standards around accuracy and allowing freedom of expression should be given the same weight	Allowing freedom of expression should be given slightly more weight	Allowing freedom of expression should be given much greater weight
(R3)	Radio news .....	1	2	3	4	5
(R4)	Radio current affairs or documentaries.....	1	2	3	4	5
(R5)	Talkback radio .....	1	2	3	4	5

<b>Q25</b>		<b>Order of statements to be rotated</b>				
<b>Rotate between showing response categories in current order and reverse order</b>						
Here are some scenarios that could occur during <b>talkback radio</b> .						
For each scenario please indicate whether you believe maintaining standards or <b>freedom of expression</b> should be given more weight.						
		Maintaining standards should be given much greater weight	Maintaining standards should be given slightly more weight	Maintaining standards and allowing freedom of expression should be given the same weight	Allowing freedom of expression should be given slightly more weight	Allowing freedom of expression should be given much greater weight
(R1)	Talkback radio host ensuring the caller gets a fair go .....	1	2	3	4	5
(R2)	Talkback radio host ensuring subject of discussion gets a fair go when the subject is a public figure.....	1	2	3	4	5
(R3)	Talkback radio host ensuring subject of discussion gets a fair go when the subject is a group or organisation.....	1	2	3	4	5
(R4)	Talkback callers being allowed to express views that could be viewed as discriminatory.....	1	2	3	4	5
(R5)	Talkback host being allowed to express views that could be viewed as discriminatory.....	1	2	3	4	5
(R6)	Talkback callers being allowed to express views that could be perceived as putting people or organisations down .....	1	2	3	4	5
(R7)	Talkback hosts being allowed to express views that could be perceived as putting people or organisations down .....	1	2	3	4	5

<b>Q26</b>	<p><b>Alternative way of asking previous question - will be repeated for each piece of audio played</b></p> <p>We are now going to play you some audio from <b>talkback</b> radio. After each piece of Audio we would like you to state whether you think a certain standard has been breached.</p> <p>This audio deals with &lt;insert standard&gt;. Remember broadcasters have a responsibility to &lt;insert description of standard&gt;</p> <p>&lt;Play audio&gt;</p> <p>In your view was the standard breached?</p>	<b>Code</b>	<b>Route</b>
	Yes .....	1	
	No.....	2	
	Don't know.....	3	

Finally we would like to ask a few questions about yourself and your household. These details are grouped with those of other respondents and you will not be individually identified.

<b>Q27</b>	Which of these statements best describes your household?	<b>Code</b>	<b>Route</b>
	Young couple - no children.....	1	
	Household with youngest child under 5.....	2	
	Household with youngest child 5 - 11.....	3	
	Household with youngest child 12 - 17.....	4	
	Household with youngest child 18+ .....	5	
	Older couple - no children/ none at home .....	6	
	Single/ One person household.....	7	
	Flat - not a family home.....	8	
	Other (please specify).....	9	

<b>Q28</b>	Which of the following best describes your own occupation?	<b>Code</b>	<b>Route</b>
	Home duties (not otherwise employed).....	01	
	Retired/superannuitant.....	02	
	Social Welfare Beneficiary/Unemployed .....	03	
	Student.....	04	
	Clerical or sales employee.....	05	
	Semi-skilled worker .....	06	
	Technical or skilled worker .....	07	
	Business Manager/Executive.....	08	
	Business proprietor or Self employed.....	09	
	Teacher/Nurse/Police/Other trained service worker.....	10	
	Professional or Senior Government Official.....	11	
	Labour, Manual, Agricultural or Domestic worker.....	12	
	Farm owner or Farm Manager .....	13	
	Other (please specify).....	14	
	Prefer not to say .....	15	

<b>Q29</b>	Which ethnic group or groups do you belong to	<b>Code</b>	<b>Route</b>
	NZ European/New Zealander .....	01	
	Maori.....	02	
	Samoan.....	03	
	Cook Island Maori .....	04	
	Tongan.....	05	
	Niuean.....	06	
	Chinese .....	07	
	Indian .....	08	
	Other European .....	09	
	Other (please specify).....	98	
	Prefer not to answer.....	99	



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