



Better Public Media Trust

Public approval and disapproval of potential government media policies

Survey results provided by Research New Zealand, based on a nationally representative sample of n=1000 adult New Zealanders interviewed in late October 2019 through New Zealand's largest online panel provider (Dynata).

Methodology

The results provided in this file are based on a nationally representative sample of n=1,000 adult New Zealanders, 18 years of age and over, interviewed online, between 24 - 28 October 2019.

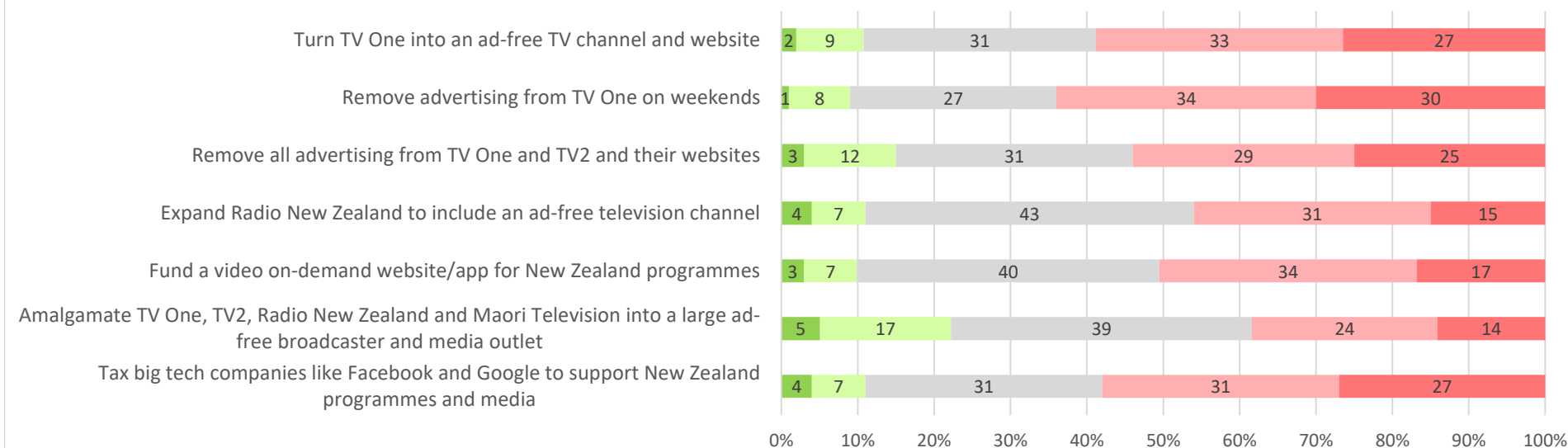
The data has been weighted to ensure that the results are representative of the New Zealand population by gender and age. The weighting parameters were sourced from Statistics New Zealand and are based on the 2013 Census of Population and Dwellings.

Results based on the (weighted) total sample are subject to a maximum margin of error of +/- 3.2 percent (at the 95 percent confidence level). This means, for example, that if 50 percent of respondents said they watched free-to-air television on a daily basis, we could be 95 percent sure of getting the same result, plus or minus 3.2 percent, had we interviewed everyone in the population.

Overall Results

How much do you approve or disapprove of each of the following statements about free-to-air television?

Strongly Disapprove Disapprove Neutral Approve Strongly Approve



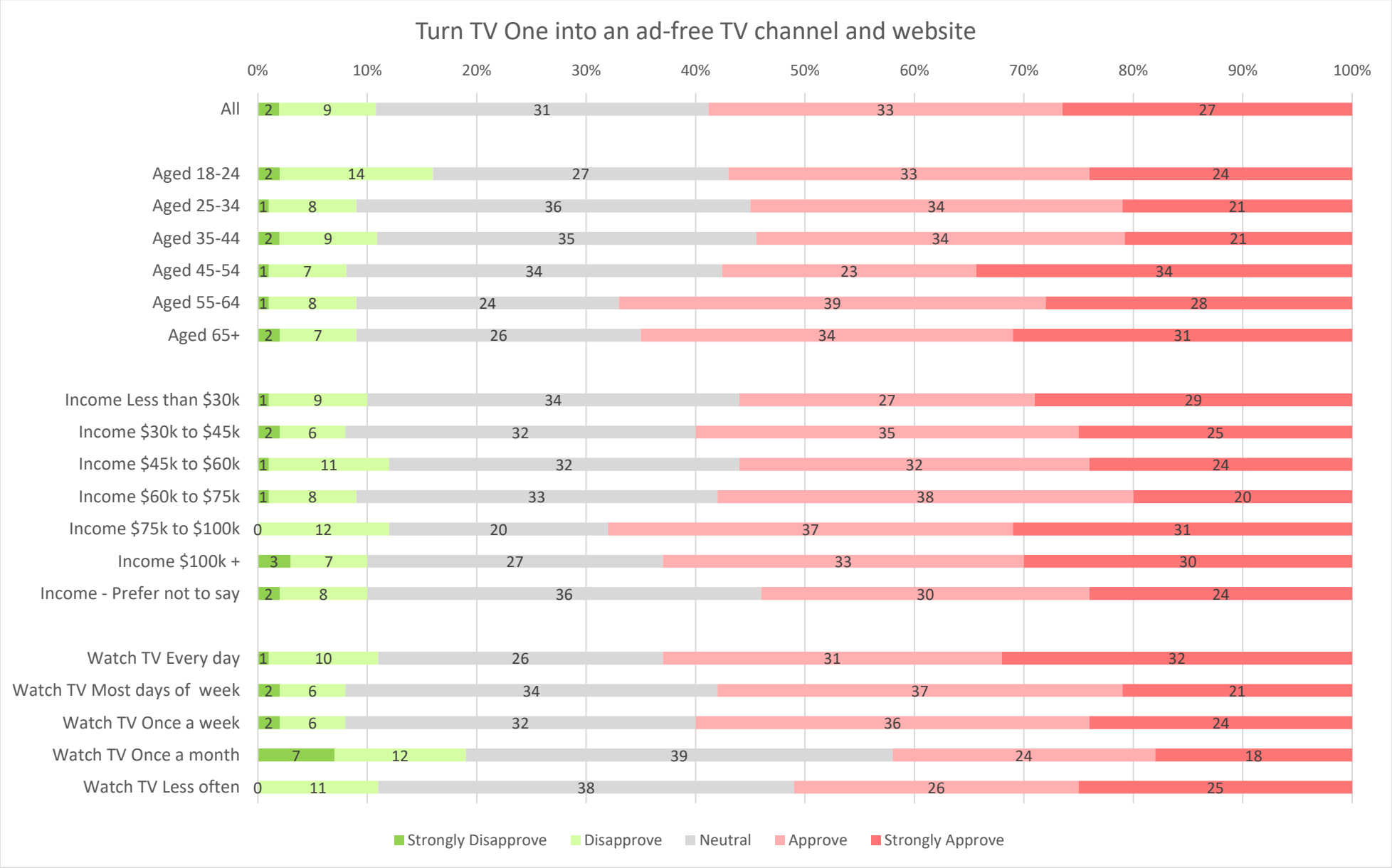
	Strongly Disapprove	Disapprove	Neutral	Approve	Strongly Approve	Total
Turn TV One into an ad-free TV channel and website	2	9	31	33	27	100
Remove advertising from TV One on weekends	1	8	27	34	30	100
Remove all advertising from TV One and TV2 and their websites	3	12	31	29	25	100
Expand Radio New Zealand to include an ad-free television channel	4	7	43	31	15	100
Fund a video on-demand website/app for New Zealand programmes	3	7	40	34	17	100
Amalgamate TV One, TV2, Radio New Zealand and Maori Television into a large ad-free broadcaster and media outlet	5	17	39	24	14	100
Tax big tech companies like Facebook and Google to support New Zealand programmes and media	4	7	31	31	27	100

Demographic Data - Statement 1

Turn TV One into an ad-free TV channel and website

[illegible]

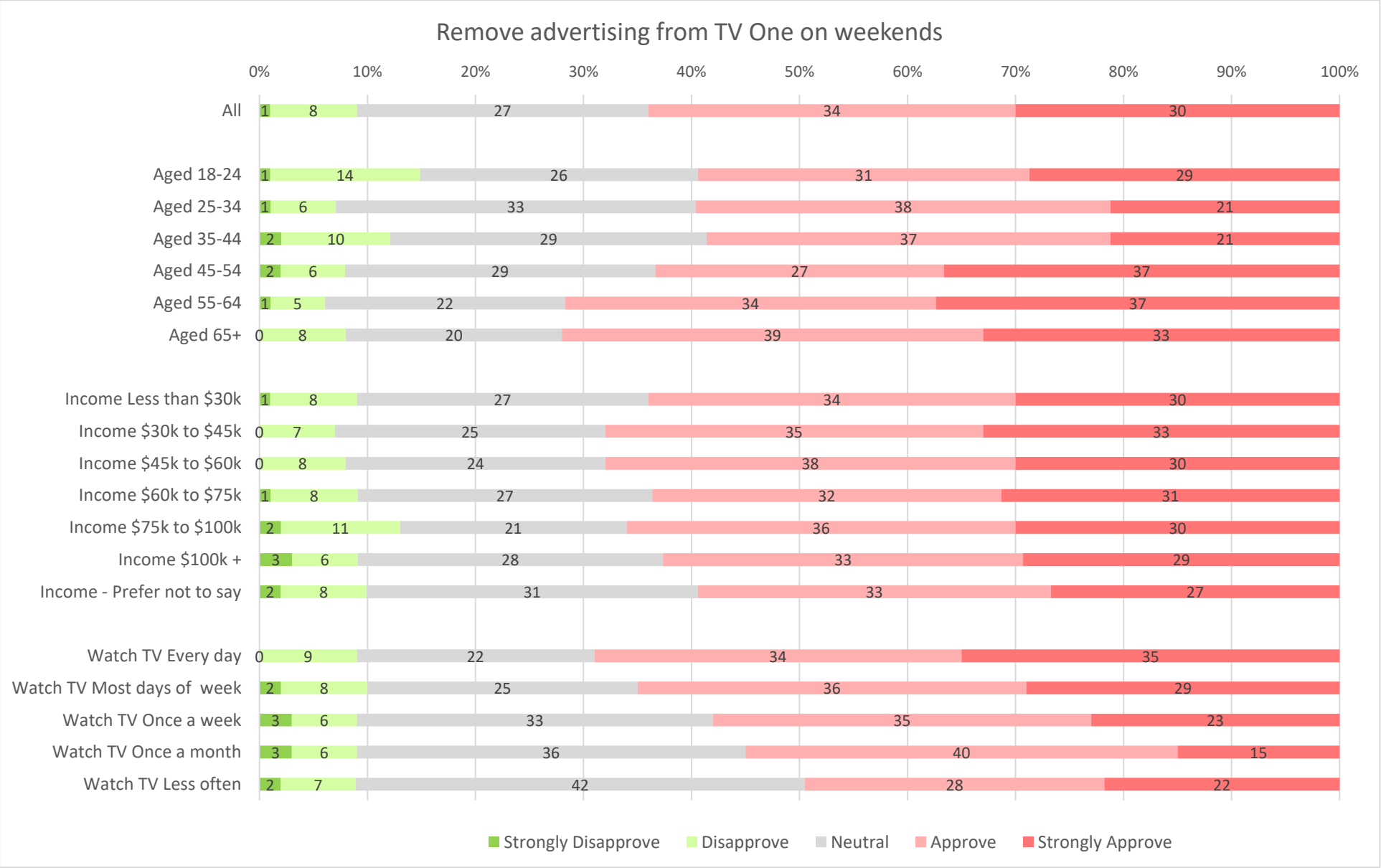
Demographic Graph - Statement 1



Demographic Data - Statement 2

[illegible]

Demographic Graph - Statement 2

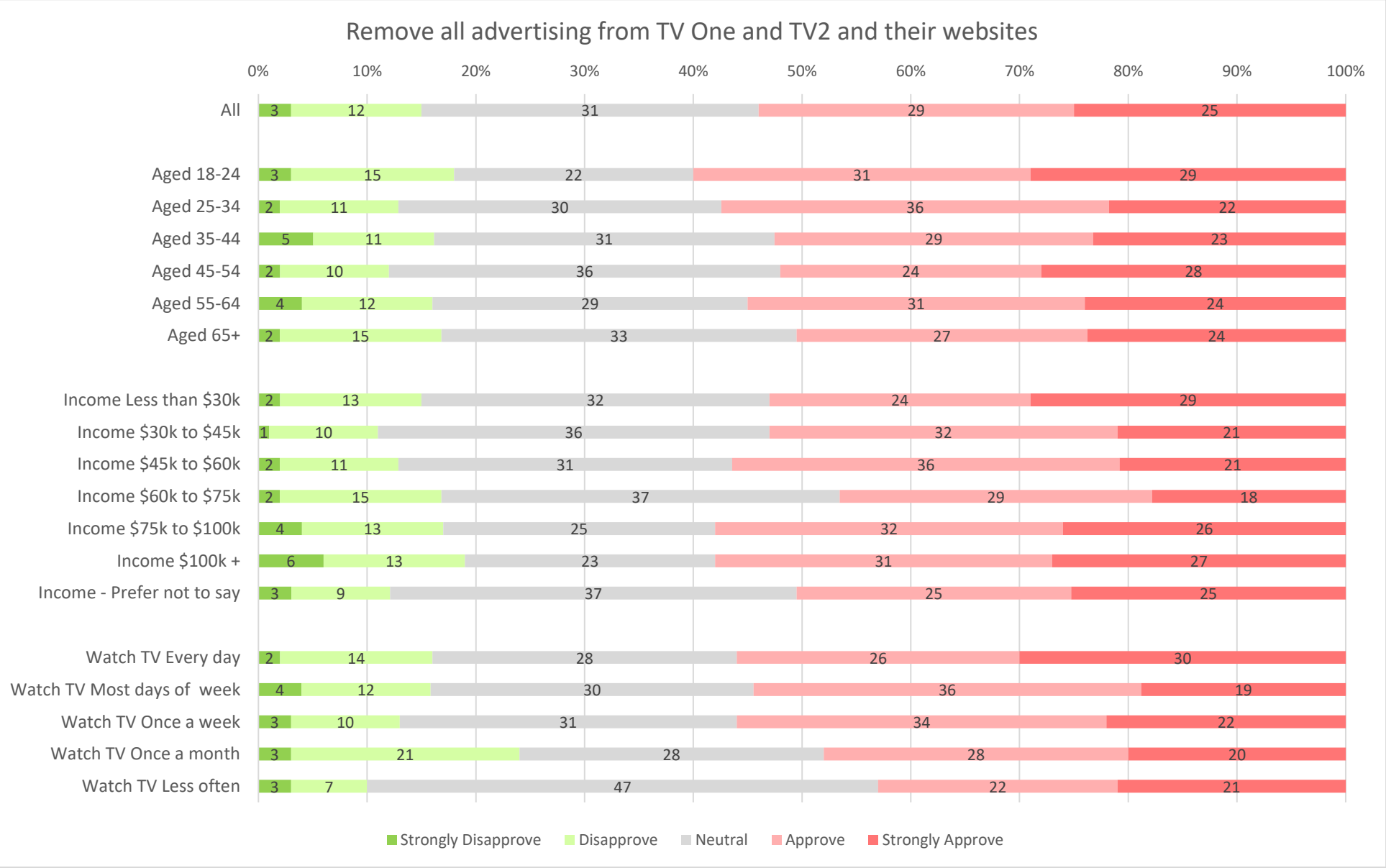


Demographic Data - Statement 3

Remove all advertising from TV One and TV2 and their websites

[illegible]

Demographic Graph - Statement 3

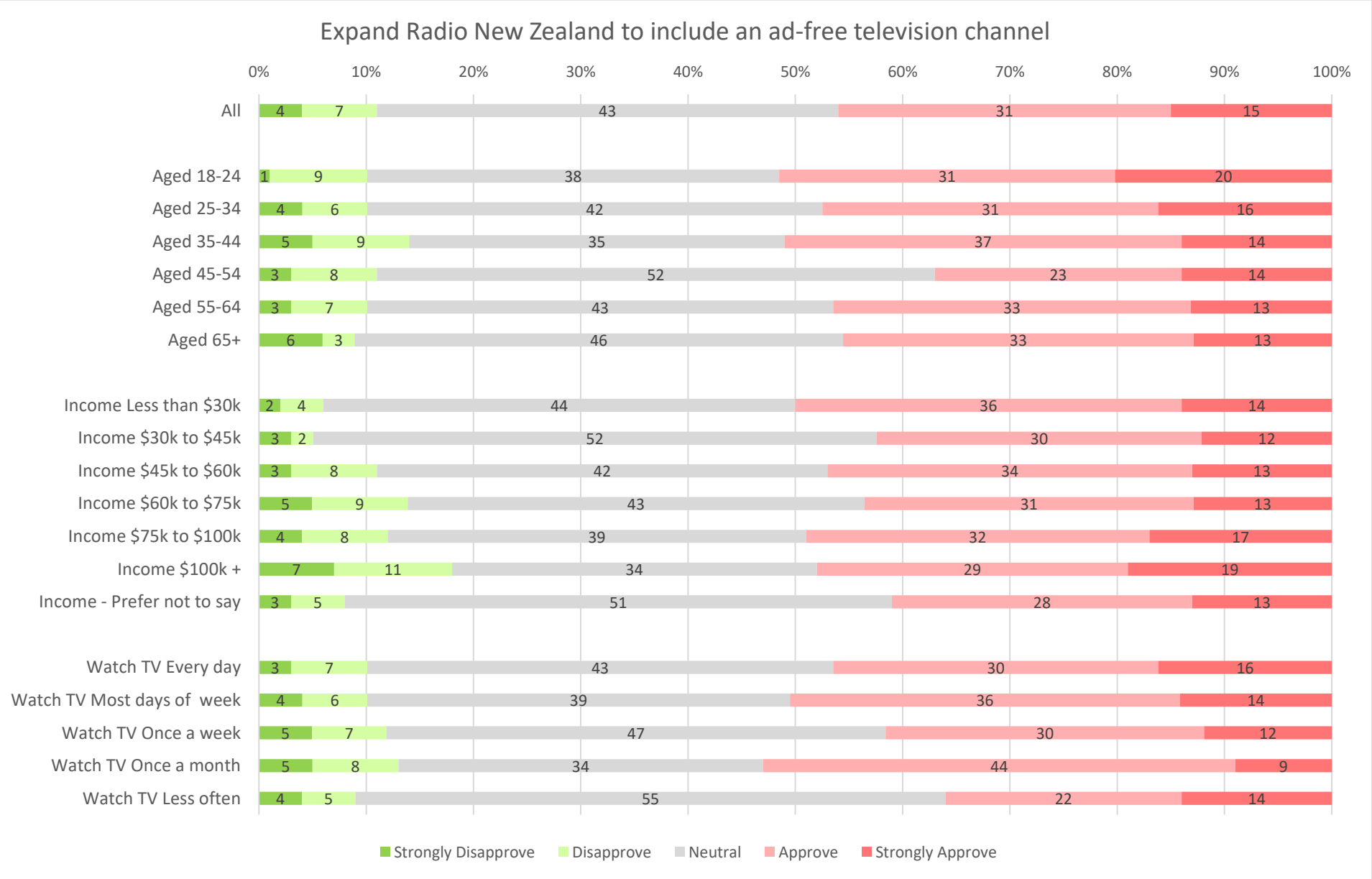


Demographic Data - Statement 4

Expand Radio New Zealand to include an ad-free television channel

[illegible]

Demographic Graph - Statement 4



Demographic Data - Statement 5

Fund a video on-demand website/app for New

Zealand programmes

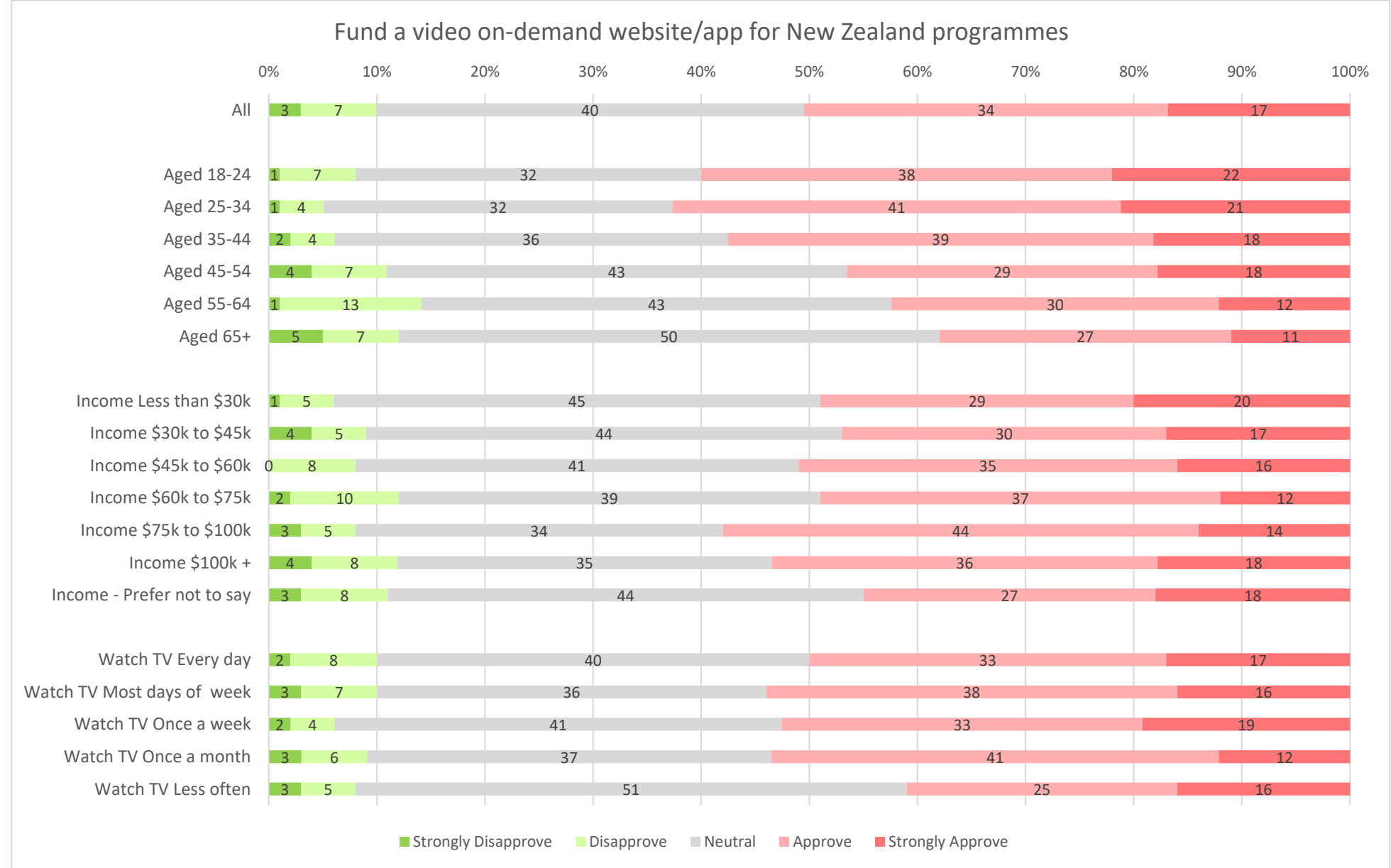
Unweighted base = 1000

Weighted Base =

473 272 113 39 103

[illegible]

Demographic Graph - Statement 5

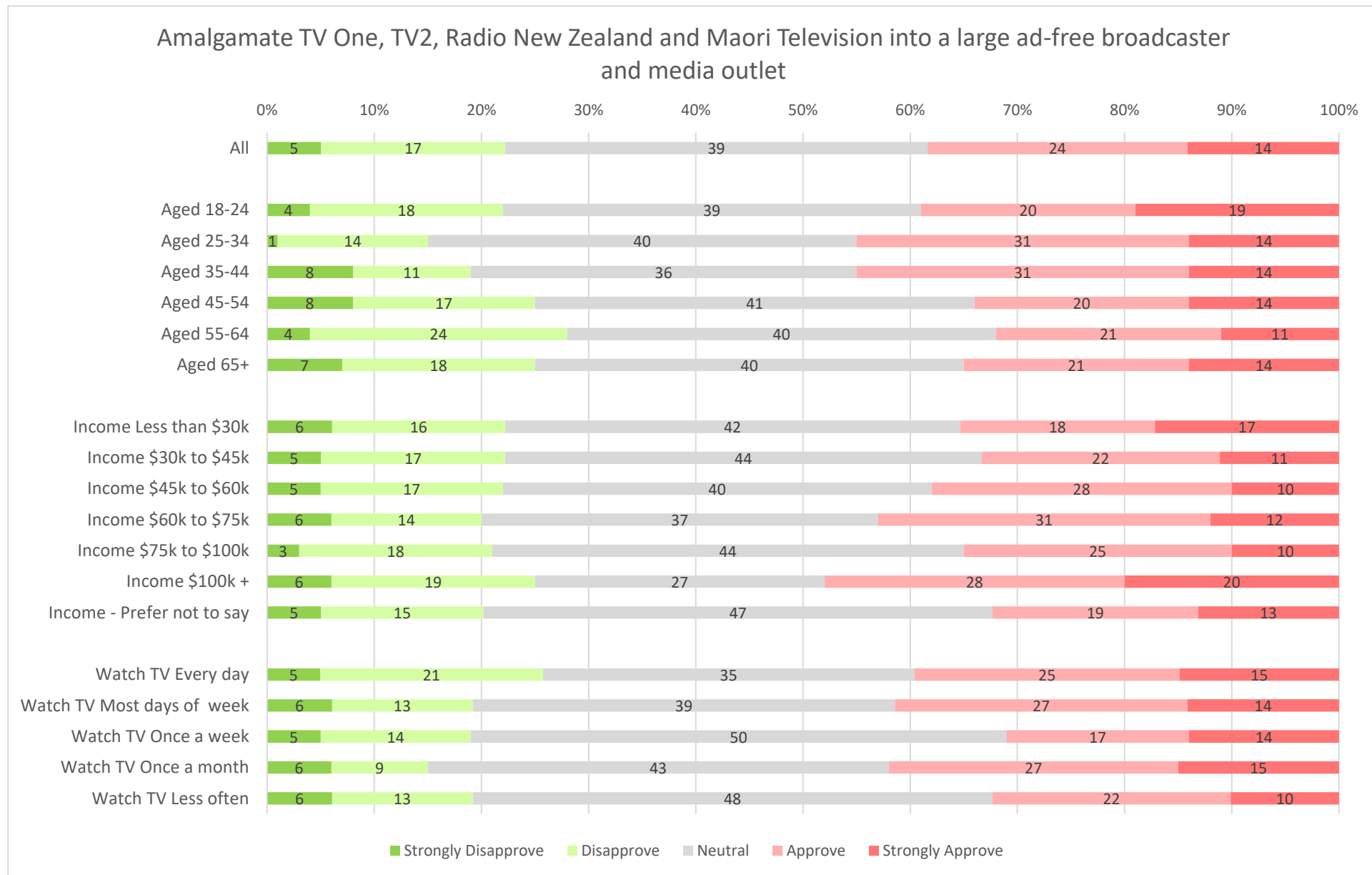


Demographic Data - Statement 6

Amalgamate TV One, TV2, Radio New Zealand and Maori Television into a large ad-free broadcaster and media outlet

[illegible]

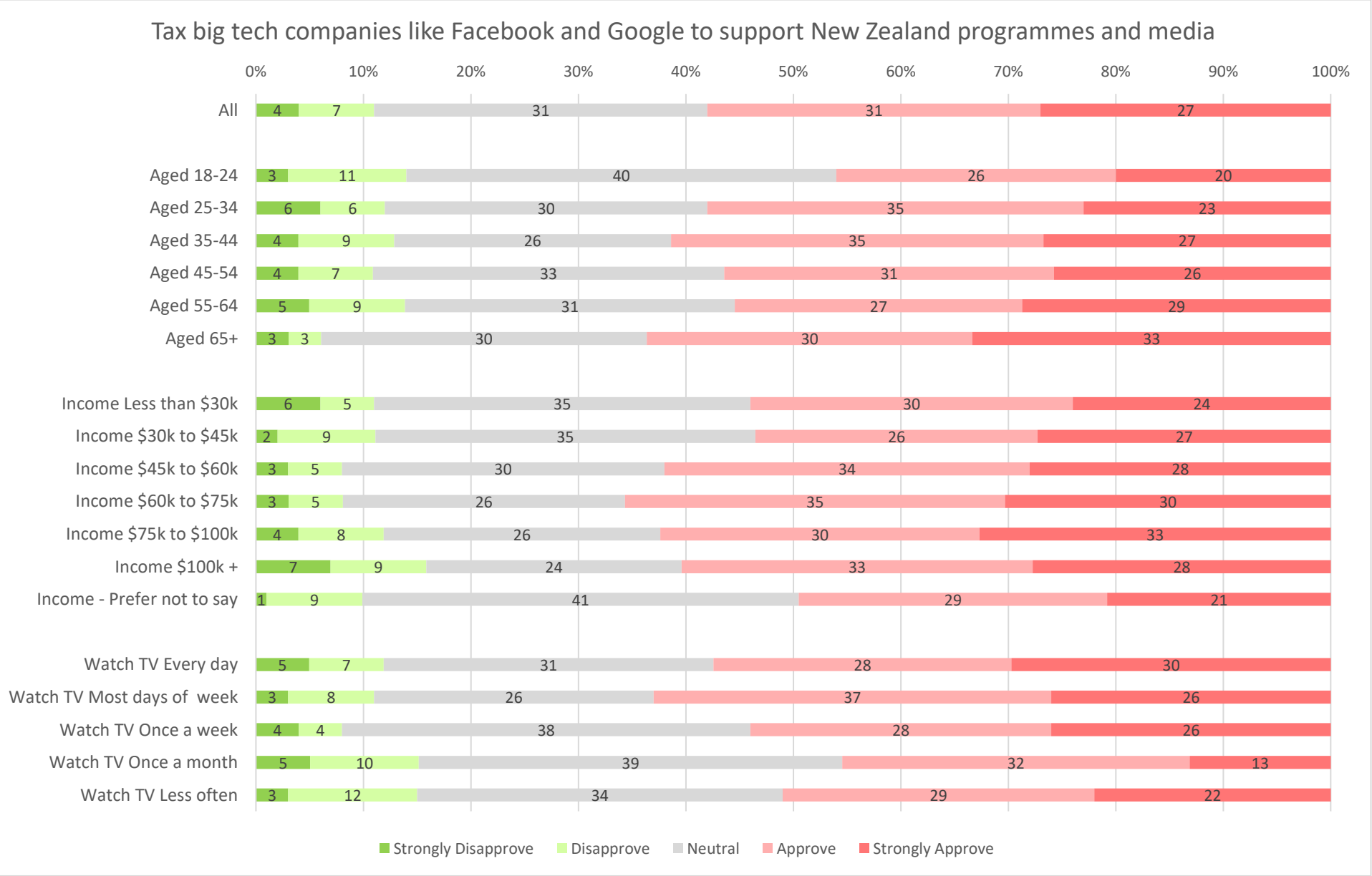
Demographic Graph - Statement 6



Tax big tech companies like Facebook and Google to support New Zealand programmes and media

[illegible]

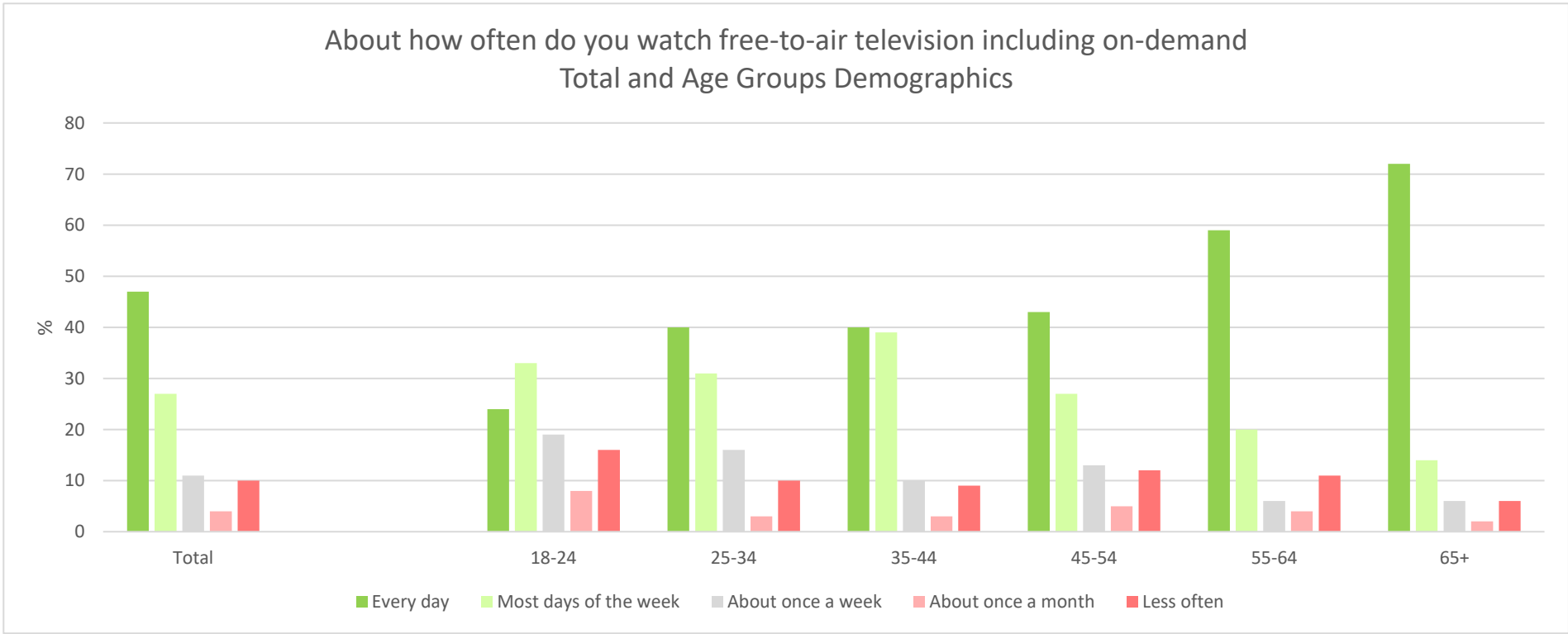
Demographic Graph - Statement 7



Viewing Frequency Question - Data & Graph with Age Demographics

Q2 About how often do you watch free-to-air television including on-demand. Would it be...?

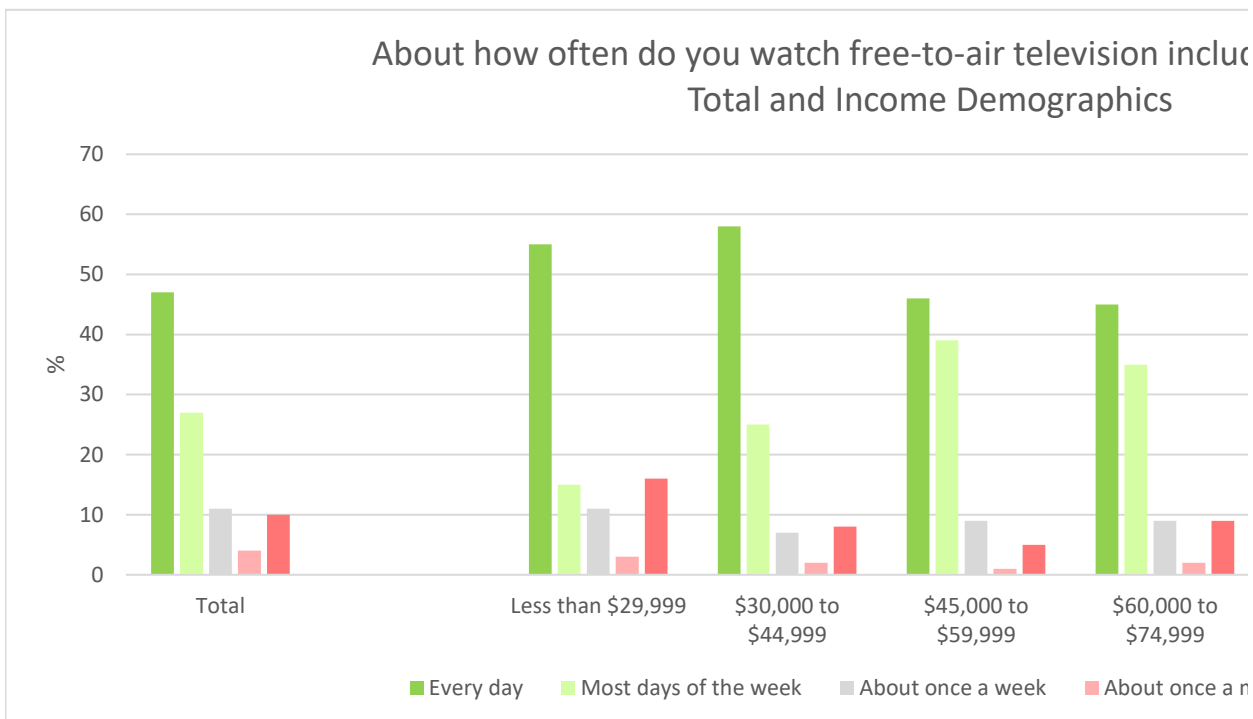
Unweighted base =	1000	130	160	180	190	150	190
	%	%	%	%	%	%	%
	Total	18-24	25-34	35-44	45-54	55-64	65+
Every day	47	24	40	40	43	59	72
Most days of the week	27	33	31	39	27	20	14
About once a week	11	19	16	10	13	6	6
About once a month	4	8	3	3	5	4	2
Less often	10	16	10	9	12	11	6
Total	100	100	100	100	100	100	100

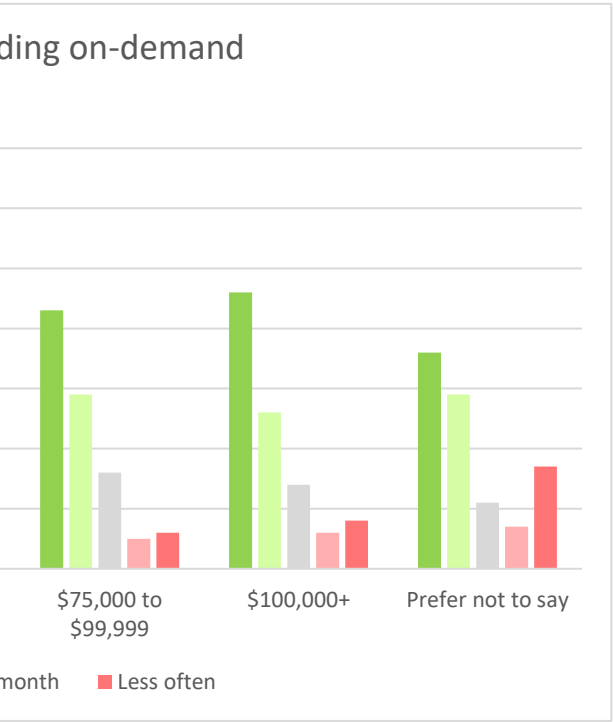


Viewing Frequency Question - Data & Graph with Income Demographics

Q2 About how often do you watch free-to-air television including on-demand. Would it be...?

Unweighted base =		1000	183	128	117	105	120	203
		%	%	%	%	%	%	%
		Total	Less than \$29,999	\$30,000 to \$44,999	\$45,000 to \$59,999	\$60,000 to \$74,999	\$75,000 to \$99,999	\$100,000+
Every day	47	55	58	46	45	43	46	
Most days of the week	27	15	25	39	35	29	26	
About once a week	11	11	7	9	9	16	14	
About once a month	4	3	2	1	2	5	6	
Less often	10	16	8	5	9	6	8	
Total	100	100	100	100	100	100	100	





Age Data

Q1 How much do you approve or disapprove of each of the following statements about free-to-air television?

	Total	18-24	25-34	35-44	45-54	55-64	65+
	%	%	%	%	%	%	%
Turn TV One into an ad-free TV channel and website							
Unweighted base =	1000	130	160	180	190	150	190
	All Ages	18-24	25-34	35-44	45-54	55-64	65+
Strongly Disapprove	2	2	1	2	1	1	2
Disapprove	9	14	8	9	7	8	7
Neutral	31	27	36	35	34	24	26
Approve	33	33	34	34	23	39	34
Strongly Approve	27	24	21	21	34	28	31
Total	100	100	100	100	100	100	100
Remove advertising from TV One on weekends							
Unweighted base =	1000	130	160	180	190	150	190
	All Ages	18-24	25-34	35-44	45-54	55-64	65+
Strongly Disapprove	1	1	1	2	2	1	0
Disapprove	8	14	6	10	6	5	8
Neutral	27	26	33	29	29	22	20
Approve	34	31	38	37	27	34	39
Strongly Approve	30	29	21	21	37	37	33
Total	100	100	100	100	100	100	100
Remove all advertising from TV One and TV2 and their websites							
Unweighted base =	1000	130	160	180	190	150	190
	All Ages	18-24	25-34	35-44	45-54	55-64	65+
Strongly Disapprove	3	3	2	5	2	4	2
Disapprove	12	15	11	11	10	12	15
Neutral	31	22	30	31	36	29	33
Approve	29	31	36	29	24	31	27
Strongly Approve	25	29	22	23	28	24	24
Total	100	100	100	100	100	100	100

Expand Radio New Zealand to include an ad-free television channel

Unweighted base =	1000	130	160	180	190	150	190
	All Ages	18-24	25-34	35-44	45-54	55-64	65+
Strongly Disapprove	4	1	4	5	3	3	6
Disapprove	7	9	6	9	8	7	3
Neutral	43	38	42	35	52	43	46
Approve	31	31	31	37	23	33	33
Strongly Approve	15	20	16	14	14	13	13
Total	100	100	100	100	100	100	100

Fund a video on-demand website/app for New Zealand programmes

Unweighted base =	1000	130	160	180	190	150	190
	All Ages	18-24	25-34	35-44	45-54	55-64	65+
Strongly Disapprove	3	1	1	2	4	1	5
Disapprove	7	7	4	4	7	13	7
Neutral	40	32	32	36	43	43	50
Approve	34	38	41	39	29	30	27
Strongly Approve	17	22	21	18	18	12	11
Total	100	100	100	100	100	100	100

Amalgamate TV One, TV2, Radio New Zealand and Maori Television into a large ad-free broadcaster and media outlet

Unweighted base =	1000	130	160	180	190	150	190
	All Ages	18-24	25-34	35-44	45-54	55-64	65+
Strongly Disapprove	5	4	1	8	8	4	7
Disapprove	17	18	14	11	17	24	18
Neutral	39	39	40	36	41	40	40
Approve	24	20	31	31	20	21	21
Strongly Approve	14	19	14	14	14	11	14
Total	100	100	100	100	100	100	100

Tax big tech companies like Facebook and Google to support New Zealand programmes and media								
	Unweighted base =	1000	130	160	180	190	150	190
	All Ages	18-24	25-34	35-44	45-54	55-64	65+	
Strongly Disapprove	4	3	6	4	4	5	3	
Disapprove	7	11	6	9	7	9	3	
Neutral	31	40	30	26	33	31	30	
Approve	31	26	35	35	31	27	30	
Strongly Approve	27	20	23	27	26	29	33	
Total	100	100	100	100	100	100	100	

Total may not sum to 100% due to rounding.

Table 2:

Q2 About how often do you watch free-to-air television including on-demand. Would it be...?

	Total	18-24	25-34	35-44	45-54	55-64	65+
Unweighted base =	1000	130	160	180	190	150	190
	%	%	%	%	%	%	%
Every day	47	24	40	40	43	59	72
Most days of the week	27	33	31	39	27	20	14
About once a week	11	19	16	10	13	6	6
About once a month	4	8	3	3	5	4	2
Less often	10	16	10	9	12	11	6
Total	100	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

Income Data

Q1 How much do you approve or disapprove of each of the following statements about free-to-air television?

	Total	Less than	\$30,000 to	\$45,000 to	\$60,000 to	\$75,000 to		Prefer not
	%	\$29,999	\$44,999	\$59,999	\$74,999	\$99,999	\$100,000+	to say
		%	%	%	%	%	%	%
Turn TV One into an ad-free TV channel and website								
Unweighted base =	1000	183	128	117	105	120	203	144
Strongly Disapprove	2	1	2	1	1	0	3	2
Disapprove	9	9	6	11	8	12	7	8
Neutral	31	34	32	32	33	20	27	36
Approve	33	27	35	32	38	37	33	30
Strongly Approve	27	29	25	24	20	31	30	24
Total	100	100	100	100	100	100	100	100
Remove advertising from TV One on weekends								
Unweighted base =	1000	183	128	117	105	120	203	144
Strongly Disapprove	1	1	0	0	1	2	3	2
Disapprove	8	8	7	8	8	11	6	8
Neutral	27	27	25	24	27	21	28	31
Approve	34	34	35	38	32	36	33	33
Strongly Approve	30	30	33	30	31	30	29	27
Total	100	100	100	100	100	100	100	100
Remove all advertising from TV One and TV2 and their websites								
Unweighted base =	1000	183	128	117	105	120	203	144
Strongly Disapprove	3	2	1	2	2	4	6	3
Disapprove	12	13	10	11	15	13	13	9
Neutral	31	32	36	31	37	25	23	37
Approve	29	24	32	36	29	32	31	25
Strongly Approve	25	29	21	21	18	26	27	25
Total	100	100	100	100	100	100	100	100

Expand Radio New Zealand to include an ad-free television channel									
	Unweighted base =	1000	183	128	117	105	120	203	144
Strongly Disapprove		4	2	3	3	5	4	7	3
Disapprove		7	4	2	8	9	8	11	5
Neutral		43	44	52	42	43	39	34	51
Approve		31	36	30	34	31	32	29	28
Strongly Approve		15	14	12	13	13	17	19	13
Total		100	100	100	100	100	100	100	100

Fund a video on-demand website/app for New Zealand programmes									
	Unweighted base =	1000	183	128	117	105	120	203	144
Strongly Disapprove		3	1	4	0	2	3	4	3
Disapprove		7	5	5	8	10	5	8	8
Neutral		40	45	44	41	39	34	35	44
Approve		34	29	30	35	37	44	36	27
Strongly Approve		17	20	17	16	12	14	18	18
Total		100	100	100	100	100	100	100	100

[illegible][illegible]

Tax big tech companies like Facebook and Google to support New Zealand programmes and media								
Unweighted base =	1000	183	128	117	105	120	203	144
Strongly Disapprove	4	6	2	3	3	4	7	1
Disapprove	7	5	9	5	5	8	9	9
Neutral	31	35	35	30	26	26	24	41
Approve	31	30	26	34	35	30	33	29
Strongly Approve	27	24	27	28	30	33	28	21
Total	100	100	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

Table 2:

Q2 About how often do you watch free-to-air television including on-demand. Would it be...?

	Total	Less than \$29,999	\$30,000 to \$44,999	\$45,000 to \$59,999	\$60,000 to \$74,999	\$75,000 to \$99,999	\$100,000+	Prefer not to say
Unweighted base =	1000	183	128	117	105	120	203	144
	%	%	%	%	%	%	%	%
Every day	47	55	58	46	45	43	46	36
Most days of the week	27	15	25	39	35	29	26	29
About once a week	11	11	7	9	9	16	14	11
About once a month	4	3	2	1	2	5	6	7
Less often	10	16	8	5	9	6	8	17
Total	100	100	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

Viewing Frequency Demographic Data

Q1 How much do you approve or disapprove of each of the following statements about free-to-air television?

	Total %	Watch free-to-air television Every day %	Most days of the week %	About once a week %	About once a month %	Less often %
Turn TV One into an ad-free TV channel and website						
Unweighted base =	1000	468	274	115	39	104
Weighted base =	1000	473	272	113	39	103
Strongly Disapprove	2	1	2	2	7	0
Disapprove	9	10	6	6	12	11
Neutral	31	26	34	32	39	38
Approve	33	31	37	36	24	26
Strongly Approve	27	32	21	24	18	25
Total	100	100	100	100	100	100
Remove advertising from TV One on weekends						
Unweighted base =	1000	468	274	115	39	104
Weighted base =	1000	473	272	113	39	103
Strongly Disapprove	1	0	2	3	3	2
Disapprove	8	9	8	6	6	7
Neutral	27	22	25	33	36	42
Approve	34	34	36	35	40	28
Strongly Approve	30	35	29	23	15	22
Total	100	100	100	100	100	100
Remove all advertising from TV One and TV2 and their websites						
Unweighted base =	1000	468	274	115	39	104
Weighted base =	1000	473	272	113	39	103
Strongly Disapprove	3	2	4	3	3	3
Disapprove	12	14	12	10	21	7
Neutral	31	28	30	31	28	47
Approve	29	26	36	34	28	22
Strongly Approve	25	30	19	22	20	21
Total	100	100	100	100	100	100

Expand Radio New Zealand to include an ad-free television channel						
Unweighted base =	1000	468	274	115	39	104
Weighted base =	1000	473	272	113	39	103
Strongly Disapprove	4	3	4	5	5	4
Disapprove	7	7	6	7	8	5
Neutral	43	43	39	47	34	55
Approve	31	30	36	30	44	22
Strongly Approve	15	16	14	12	9	14
Total	100	100	100	100	100	100
Fund a video on-demand website/app for New Zealand programmes						
Unweighted base =	1000	468	274	115	39	104
Weighted base =	1000	473	272	113	39	103
Strongly Disapprove	3	2	3	2	3	3
Disapprove	7	8	7	4	6	5
Neutral	40	40	36	41	37	51
Approve	34	33	38	33	41	25
Strongly Approve	17	17	16	19	12	16
Total	100	100	100	100	100	100
Amalgamate TV One, TV2, Radio New Zealand and Maori Television into a large ad-free broadcaster and media outlet						
Unweighted base =	1000	468	274	115	39	104
Weighted base =	1000	473	272	113	39	103
Strongly Disapprove	5	5	6	5	6	6
Disapprove	17	21	13	14	9	13
Neutral	39	35	39	50	43	48
Approve	24	25	27	17	27	22
Strongly Approve	14	15	14	14	15	10
Total	100	100	100	100	100	100

Tax big tech companies like Facebook and Google to support New Zealand programmes and media						
Unweighted base =	1000	468	274	115	39	104
Weighted base =	1000	473	272	113	39	103
Strongly Disapprove	4	5	3	4	5	3
Disapprove	7	7	8	4	10	12
Neutral	31	31	26	38	39	34
Approve	31	28	37	28	32	29
Strongly Approve	27	30	26	26	13	22
Total	100	100	100	100	100	100

Total may not sum to 100% due to rounding.