

# Television advertising

July 2014

# Methodology

- > Results in this report are based upon questions asked in the UMR Research nation-wide omnibus survey. This is a telephone survey of a nationally representative sample of 750 New Zealanders 18 years of age and over.
- > Fieldwork was conducted from 10<sup>th</sup> to 15<sup>th</sup> July 2014 at UMR Research's national interview facility in Auckland.
- > The margin of error for sample size of 750 for a 50% figure at the 95% confidence level is  $\pm 3.6\%$ .
- > The following data is based on the question:

*“Using a 1 to 5 scale where 1 means strongly agree and 5 strongly disagree, how much do you agree or disagree with the following statements about New Zealand television”*

# Summary of key findings

## State of New Zealand Television

- > 68% of the public said they agree (1+2) with the statement *'Political news on television focuses too much on politicians' personalities and not enough on real issues'*  
65% of under 30's agree, compared with people over 60 on 72%  
Labour and Green supporters tend to be more likely to agree (71% and 82% respectively)
- > Only 35% of the public agree that *'The state of New Zealand television is an important issue for them'*  
Older generations are more likely to agree with over 60's on 46%; 45-59's on 35%; 30-44's on 33% and under 30's on 26%  
Those who hold NZ television as an important are more likely to agree with all other statements

## Changes to advertising

- > A third (33%) of the population agree that *'The government should remove all adverts from TV One and play a better range of New Zealand programmes'*  
This issue was divided by political support ; with National supporters on 24% and Labour supporters on 40%  
People with dependent children were also more likely to agree than those without (37% and 24% respectively)
- > Also one third (33%) of the public agree *'The government should create a new TV channel without any adverts that plays a range of New Zealand programmes'*  
The statement has similar demographic spread to removing adverts from TV One  
National supporters on 23%; Labour 39%  
Those on low incomes (less than \$15,000 per year) more are more likely to agree (40%)

# Summary of key findings

## Potential political promises

- > 19% agree (1+2) they ***'would be more likely to vote for a political party that promises to remove adverts from TV One'***  
Labour supporters are again more likely to agree (27%); National supporters on 11%  
Over 60's are also more likely to agree on 25% while those between 30 and 44 are only on 13%
- > Only slightly more people agree (21%) they ***'would be more likely to vote for a political party that promises to create a new TV channel without adverts'***  
This statement has a similar spread of demographics as removing adverts from TV One  
Over 60's are more likely to agree (29%) so are under 30s (24%) while those in between are on 14-15%

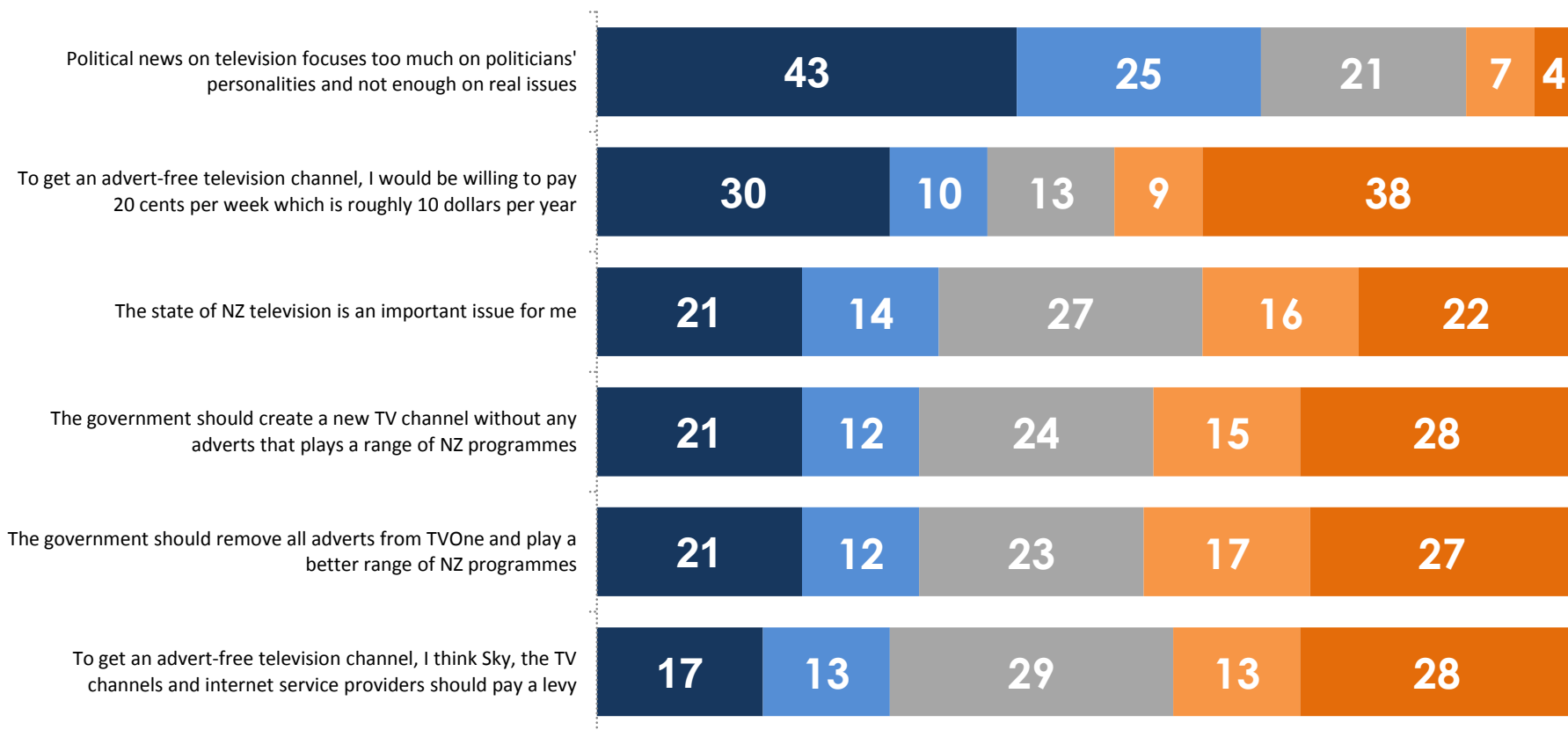
## Paying for reduced advertising

- > 40% agree they ***'to get an advert-free television channel, they would be willing to pay 20 cents per week which is roughly 10 dollars per year'***  
Under 30's and over 60's are more willing on 49% and 47% respectively, while 30-44's and 45-59's are on 32% and 37% respectively.  
Labour supporters are also more willing on 51% compared to National supporters on 35%
- > Fewer people (30%) agree that ***'to get an advert-free television channel, Sky, the TV channels and internet service providers should pay a levy'***  
29% hold a neutral (3 + unsure responses) opinion compared with 13% on paying 20 cents per week  
Younger people tend to more agreeable with this with 34% of under 30's; 32% of 30-44's; 29% of 45-59's and 27% of over 60's

# Level of agreement



Using a 1 to 5 scale where 1 means strongly agree and 5 strongly disagree, how much do you agree or disagree with the following statements about New Zealand television:



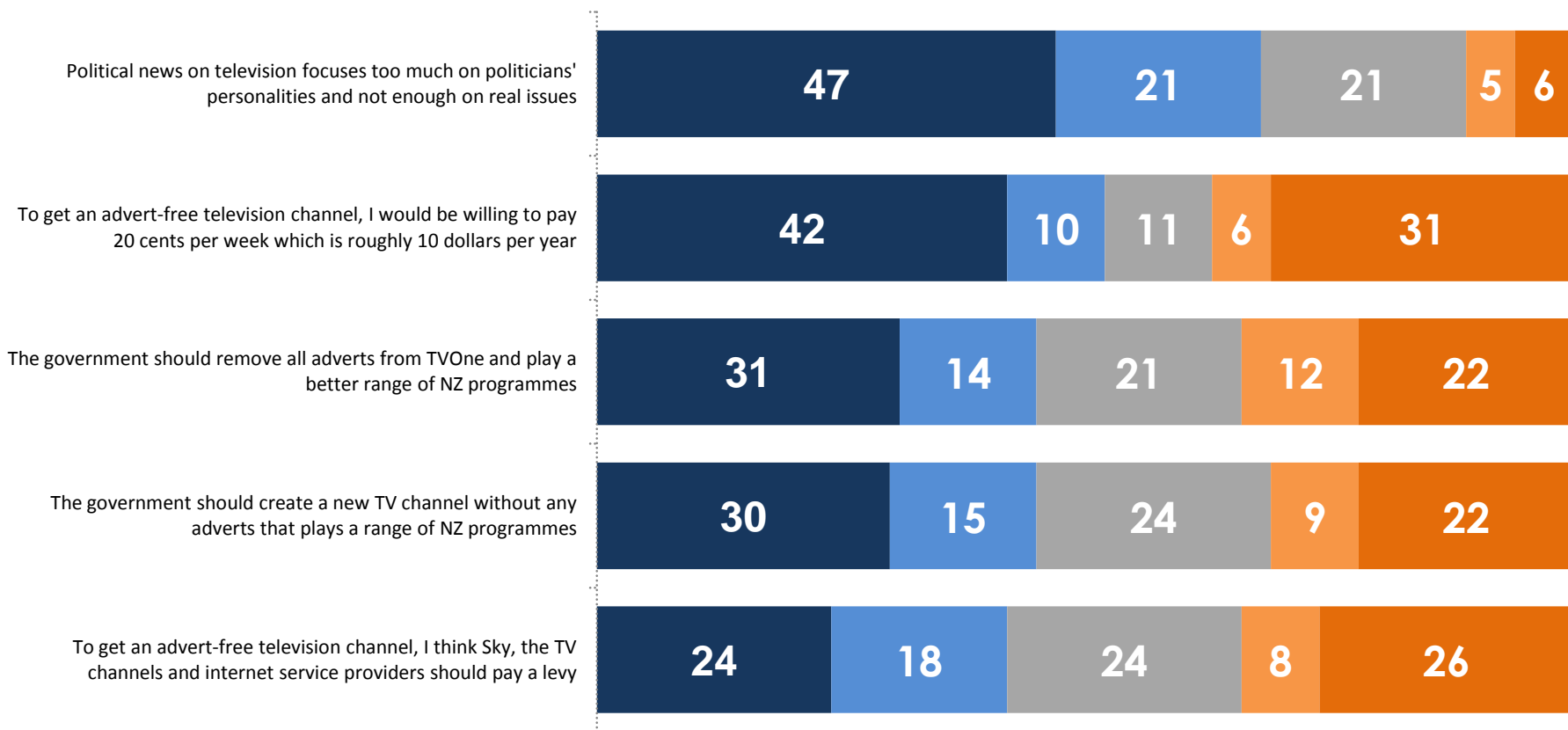
1 - Strongly agree
  2
  3 + Unsure
  4
  5 - Strongly disagree

# Level of agreement

– Those who declared the state of NZ Television is an important issue to them (n=265)



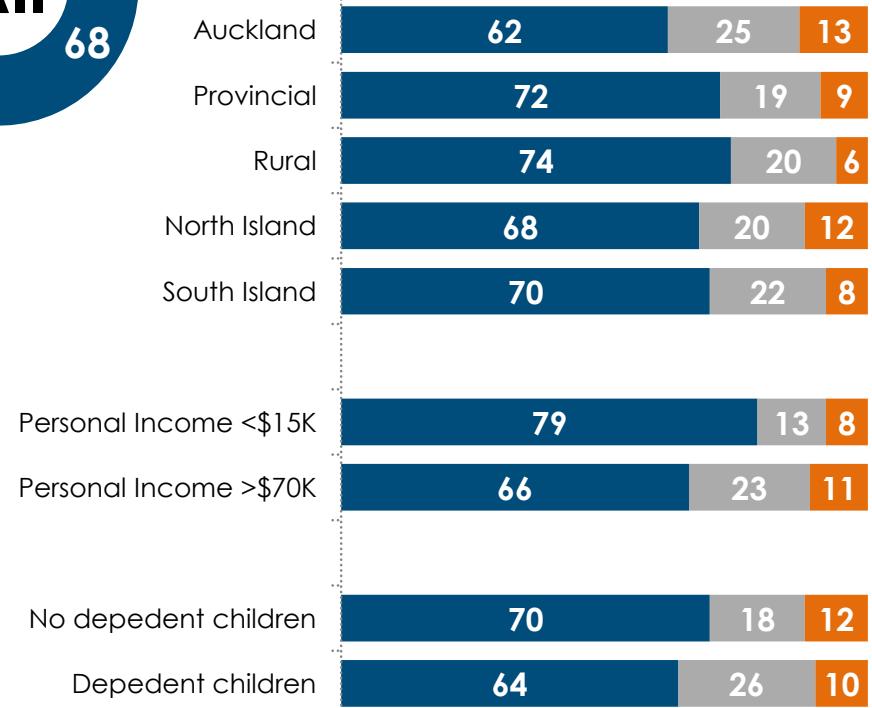
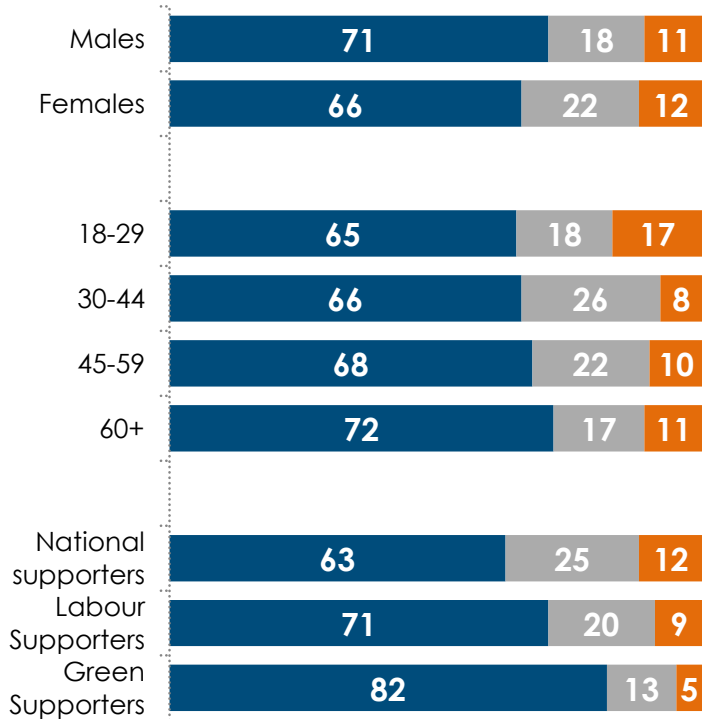
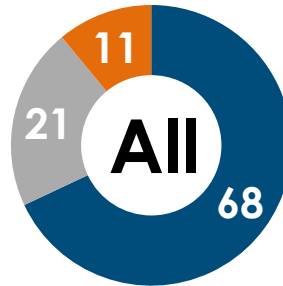
Using a 1 to 5 scale where 1 means strongly agree and 5 strongly disagree, how much do you agree or disagree with the following statements about New Zealand television:



■ 1 - Strongly agree   ■ 2   ■ 3 + Unsure   ■ 4   ■ 5 - Strongly disagree

# Level of Agreement - demographics

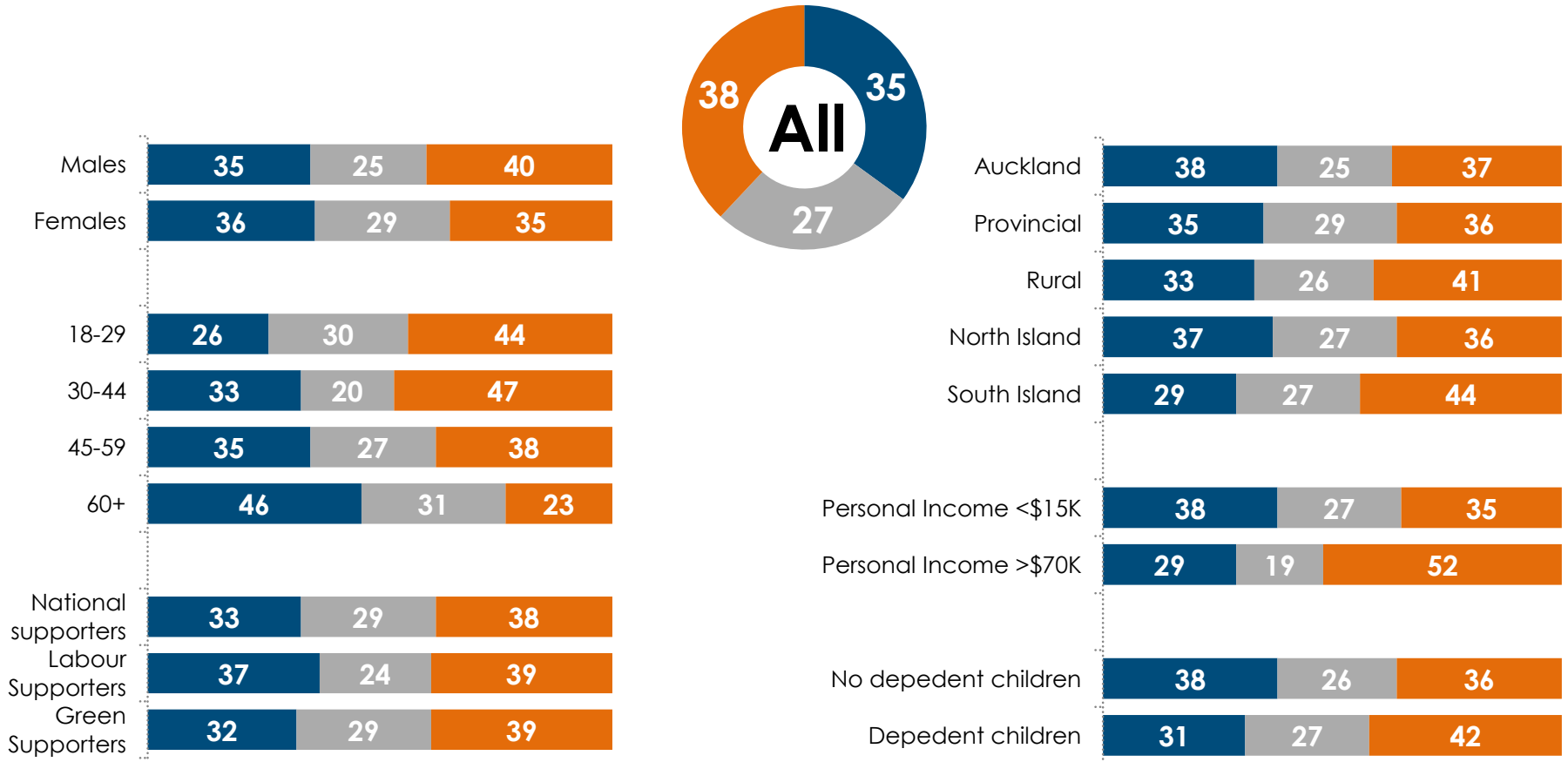
} *Political news on television focuses too much on politicians' personalities and not enough on real issues*



■ Agree (1+2)   ■ Neutral (3+ unsure)   ■ Disagree (4+5)

# Level of Agreement - demographics

} The state of New Zealand television is an important issue for me

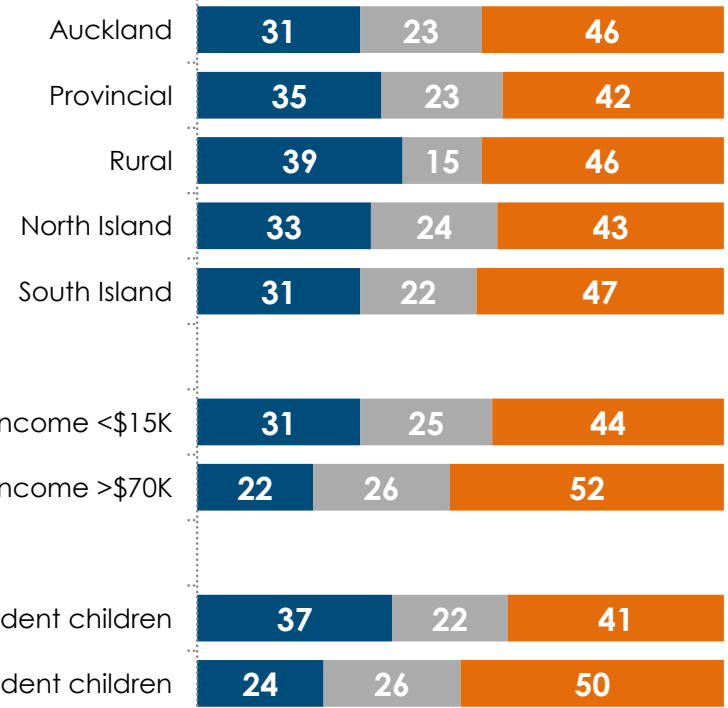
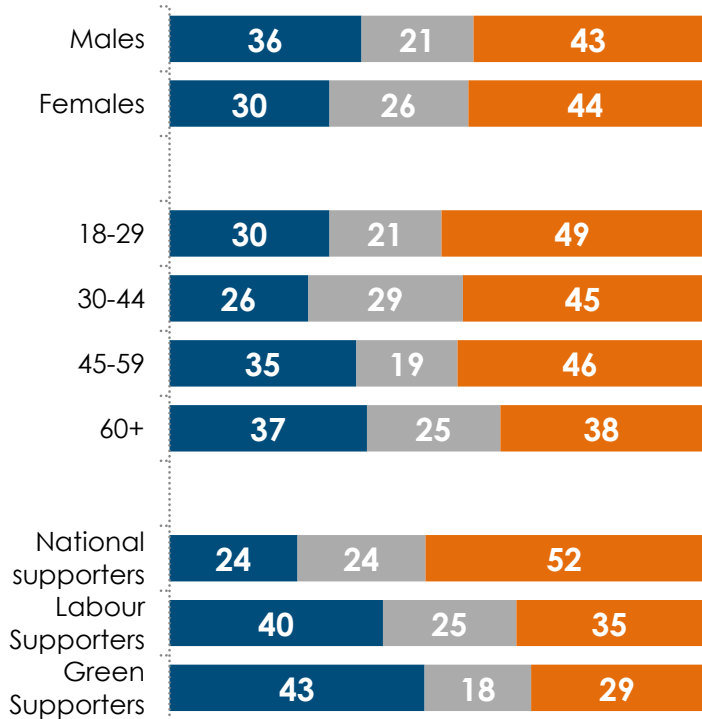
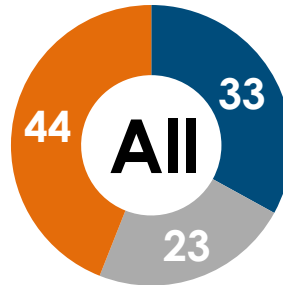


■ Agree (1+2)   ■ Neutral (3+ unsure)   ■ Disagree (4+5)



# Level of Agreement - demographics

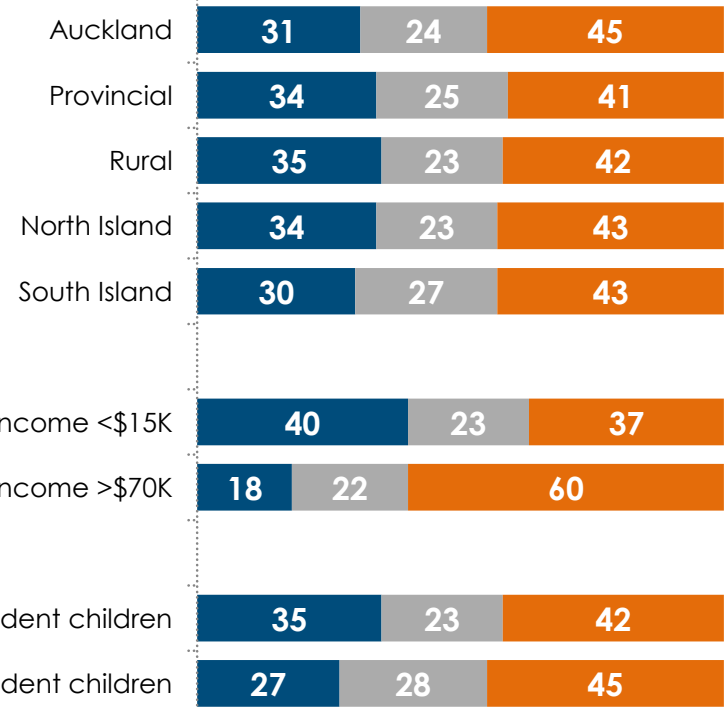
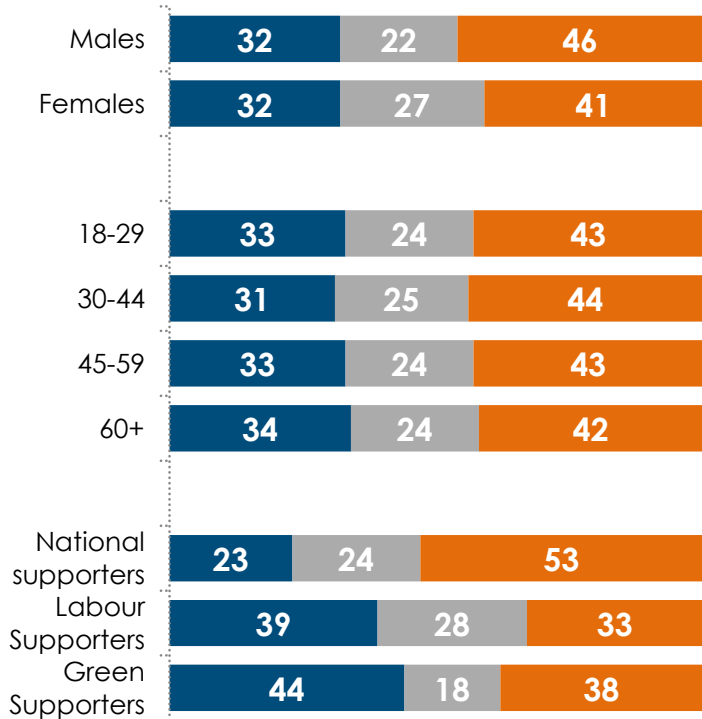
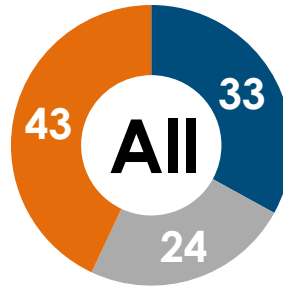
} The government should remove all adverts from TV One and play a better range of New Zealand programmes



■ Agree (1+2)   ■ Neutral (3+ unsure)   ■ Disagree (4+5)

# Level of Agreement - demographics

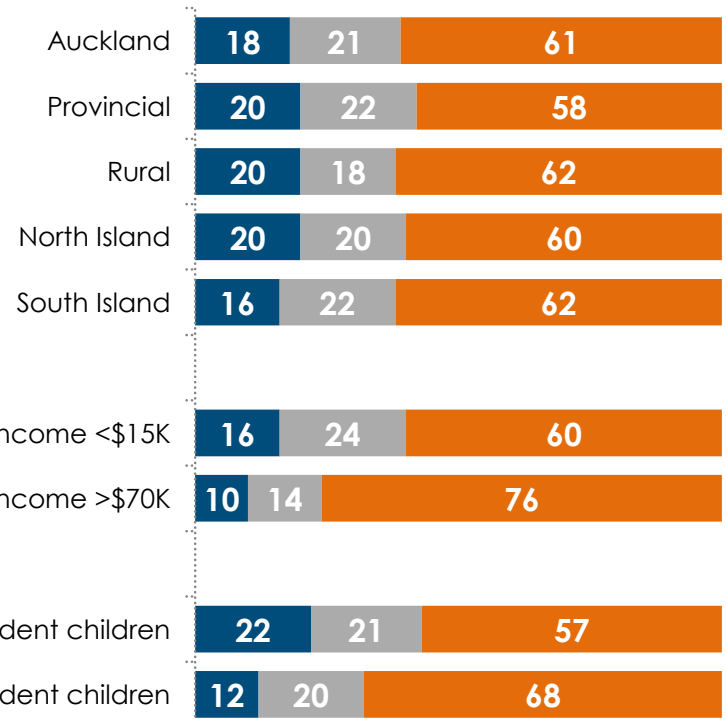
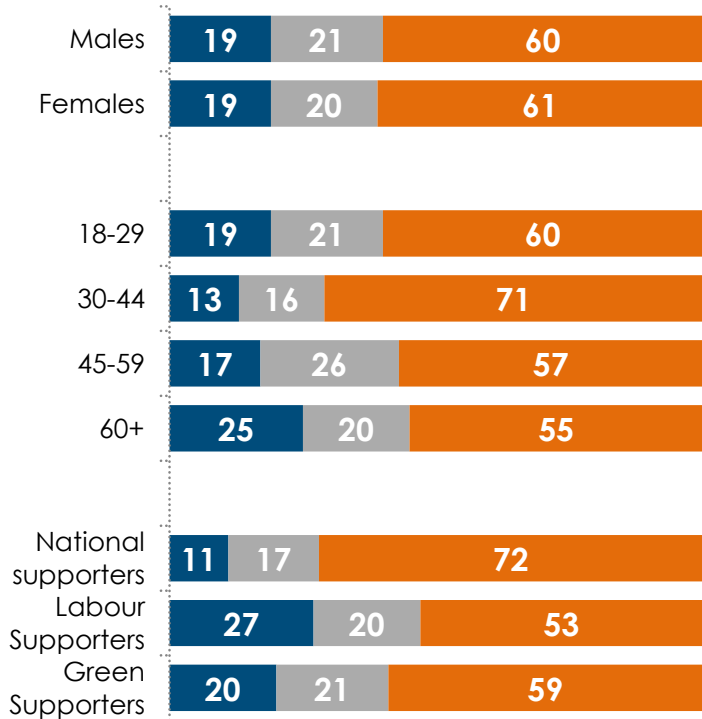
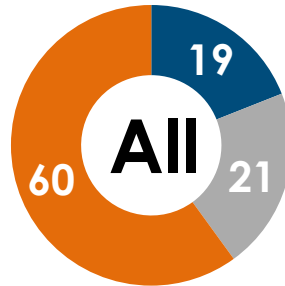
} The government should create a new TV channel without any adverts that plays a range of New Zealand programmes



■ Agree (1+2)   ■ Neutral (3+ unsure)   ■ Disagree (4+5)

# Level of Agreement - demographics

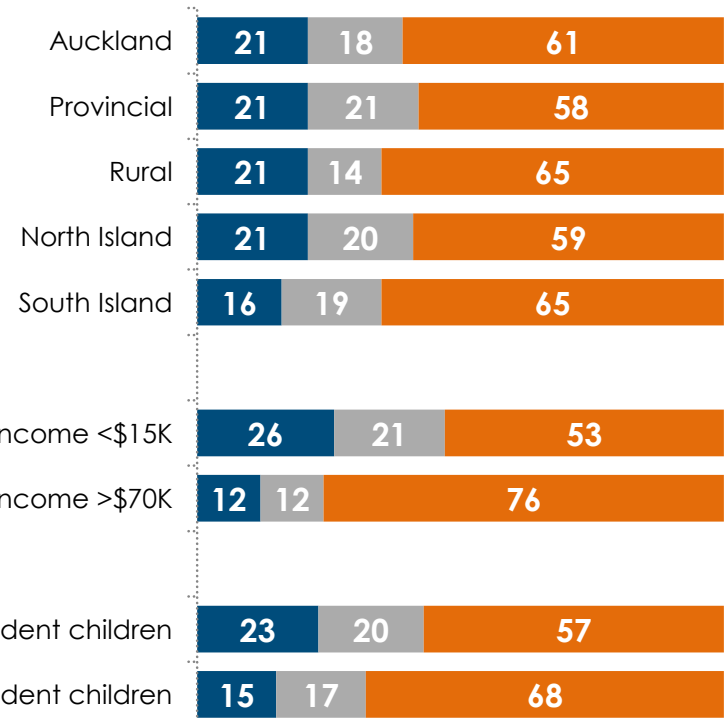
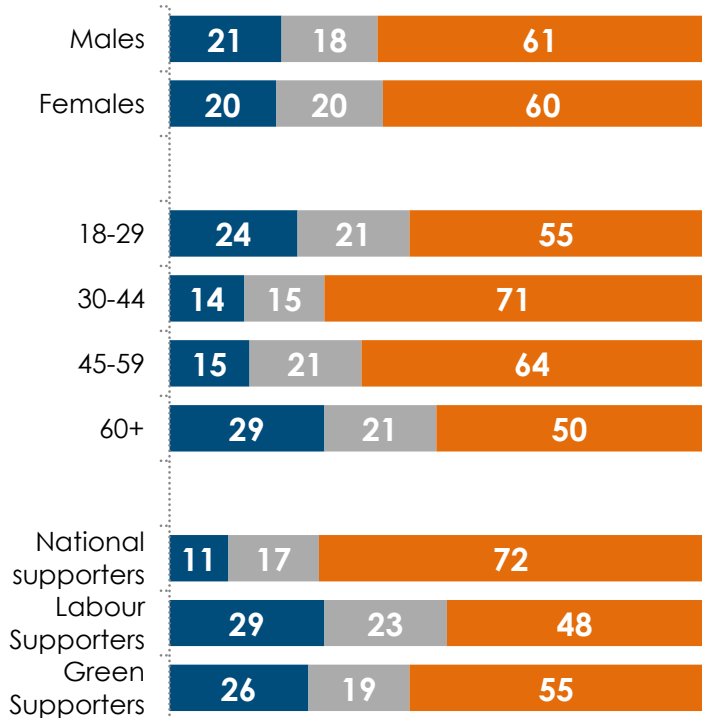
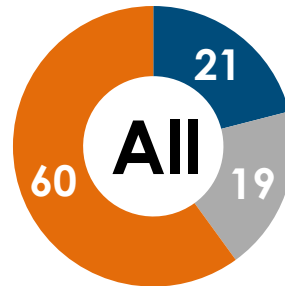
I would be more likely to vote for a political party that promises to remove adverts from TV One



■ Agree (1+2)   ■ Neutral (3+ unsure)   ■ Disagree (4+5)

# Level of Agreement - demographics

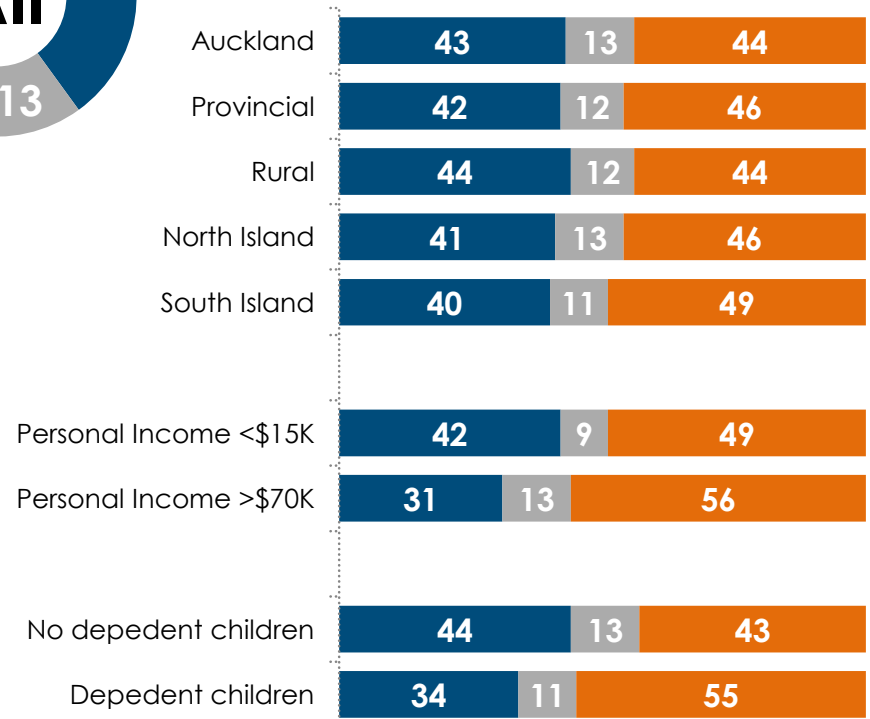
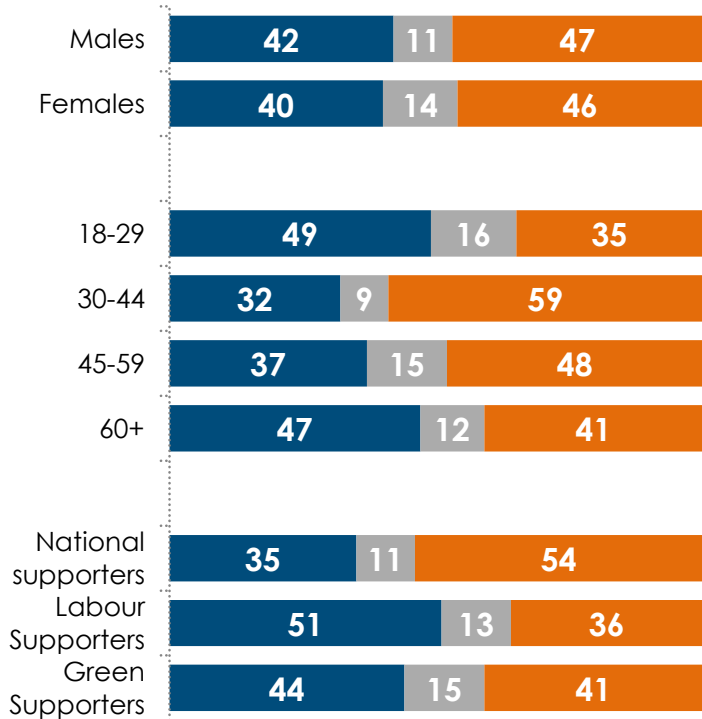
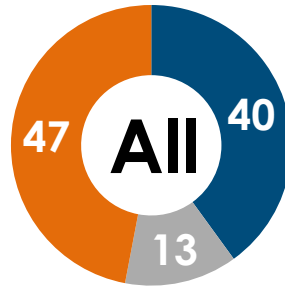
I would be more likely to vote for a political party that promises to create a new TV channel without adverts



■ Agree (1+2)   ■ Neutral (3+ unsure)   ■ Disagree (4+5)

# Level of Agreement - demographics

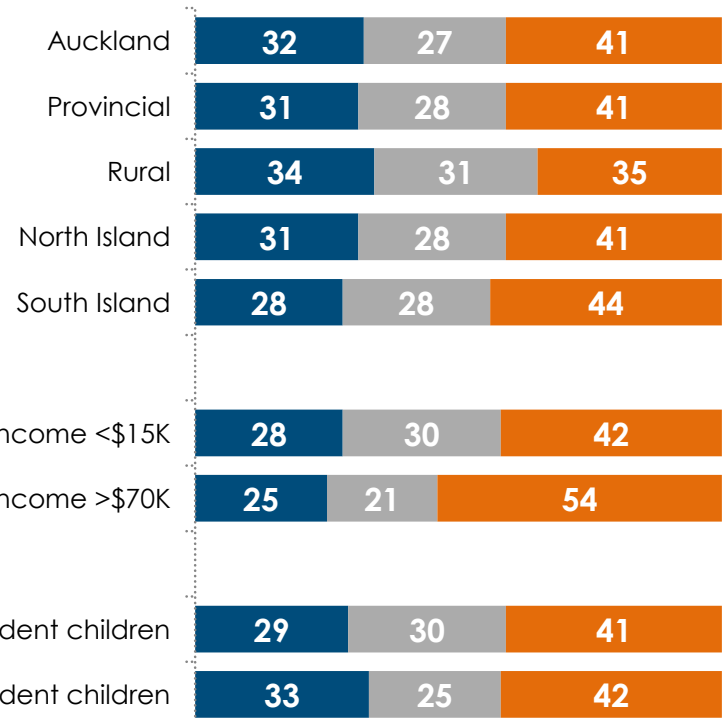
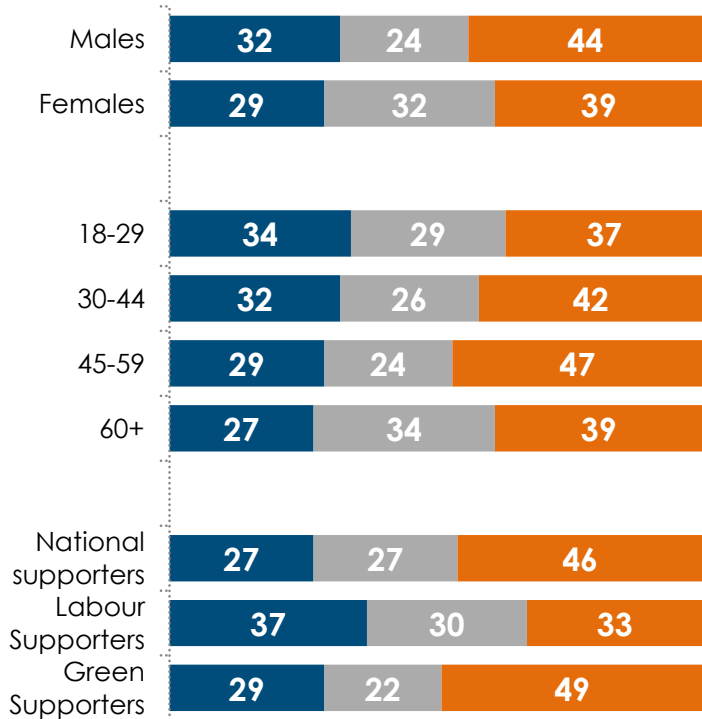
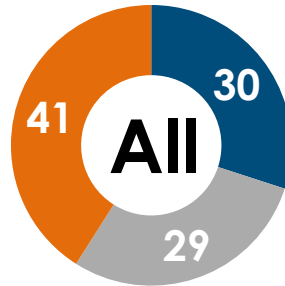
To get an advert-free television channel, I would be willing to pay twenty cents per week which is roughly ten dollars per year



■ Agree (1+2)   ■ Neutral (3+ unsure)   ■ Disagree (4+5)

# Level of Agreement - demographics

To get an advert-free television channel, I think Sky, the TV channels and internet service providers should pay a levy



■ Agree (1+2)   ■ Neutral (3+ unsure)   ■ Disagree (4+5)

# Supplementary table –

## LEVEL OF AGREEMENT – TOO MUCH POLITICAL PERSONALITY NEWS ON TV

Using a 1 to 5 scale where 1 means strongly agree and 5 strongly disagree, how much do you agree or disagree with the following statements about New Zealand television:

Political news on television focuses too much on politicians' personalities and not enough on real issues

	Base	1 - strongly agree	2	3	4	5 - strongly disagree	Unsure
ALL	750	43%	25%	18%	7%	4%	3%
LOCATION							
Auckland	248	36%	26%	22%	9%	4%	3%
Wellington	75	39%	33%	13%	12%	2%	1%
Christchurch	79	41%	25%	19%	6%	6%	3%
Provincial	348	50%	22%	17%	5%	4%	2%
Rural	151	53%	21%	18%	3%	3%	2%
North Is	568	42%	26%	18%	8%	4%	2%
South Is	182	47%	23%	19%	5%	3%	3%
SEX							
Male	359	46%	25%	16%	8%	3%	2%
Female	391	41%	25%	20%	7%	5%	2%
AGE GROUP							
Under 30	156	34%	31%	16%	11%	6%	2%
30-44	195	41%	25%	23%	4%	4%	3%
45-59	202	43%	25%	20%	9%	1%	2%
60 Plus	197	52%	20%	14%	5%	6%	3%
PERSONAL INCOME							
Less than \$15,000	79	52%	27%	10%	6%	2%	3%
\$15,001-30,000	130	49%	16%	22%	7%	5%	1%
\$30,001-50,000	144	41%	26%	20%	7%	5%	1%
\$50,001-70,000	118	39%	33%	14%	10%	3%	1%
More than \$70,000	137	40%	26%	21%	9%	2%	2%
ETHNICITY							
Pacific Island	40	41%	26%	7%	15%	11%	0%
Maori	85	50%	19%	13%	10%	8%	0%
Non Maori/Non PI	639	42%	26%	19%	7%	3%	3%
DEPENDENT CHILDREN							
Yes	245	40%	24%	23%	8%	2%	3%
No	505	45%	25%	16%	7%	5%	2%
EDUCATION							
Up to secondary school level	272	47%	22%	17%	5%	6%	3%
Polytech/trade qualifications	182	45%	23%	16%	10%	4%	2%
University qualification	290	37%	30%	21%	8%	2%	2%
AGREE WITH (1+2)							
Q1 Too much personanlity news	511	63%	37%	0%	0%	0%	0%
Q2 State of NZ TV important	265	47%	21%	19%	5%	6%	2%
Q3 Remove adverts from TVOne	244	53%	19%	16%	8%	3%	1%
Q4 Create ad-free TV Channel	244	55%	21%	14%	5%	3%	2%
Q5 Vote remove ads from TVOne	140	51%	19%	14%	7%	6%	3%
Q6 Vote new ad-free TV Channel	151	55%	15%	17%	6%	4%	3%
Q7 would pay 20cents a week	306	49%	27%	13%	7%	2%	2%
Q8 Related companies pay levy	227	54%	22%	13%	6%	3%	2%
SUPPORTER OF...							
National	277	35%	28%	23%	10%	2%	2%
Labour	158	47%	24%	17%	6%	3%	3%
Green	62	61%	21%	10%	0%	5%	3%
NZ First	16	54%	35%	11%	0%	0%	0%

# Supplementary table –

## LEVEL OF AGREEMENT – STATE OF NZ TV IS AN IMPORTANT ISSUE FOR ME

Using a 1 to 5 scale where 1 means strongly agree and 5 strongly disagree, how much do you agree or disagree with the following statements about New Zealand television:

The state of New Zealand television is an important issue for me

	Base	1 - strongly agree	2	3	4	5 - strongly disagree	Unsure
ALL	750	21%	14%	26%	16%	22%	1%
LOCATION							
Auckland	248	23%	15%	24%	18%	19%	1%
Wellington	75	17%	17%	24%	15%	27%	0%
Christchurch	79	17%	13%	23%	22%	25%	0%
Provincial	348	22%	13%	29%	14%	22%	0%
Rural	151	21%	12%	26%	18%	23%	0%
North Is	568	23%	14%	26%	16%	20%	1%
South Is	182	16%	13%	27%	19%	25%	0%
SEX							
Male	359	21%	14%	25%	17%	23%	0%
Female	391	21%	15%	28%	15%	20%	1%
AGE GROUP							
Under 30	156	20%	6%	29%	21%	23%	1%
30-44	195	15%	18%	19%	18%	29%	1%
45-59	202	21%	14%	26%	18%	20%	1%
60 Plus	197	29%	17%	31%	9%	14%	0%
PERSONAL INCOME							
Less than \$15,000	79	28%	10%	27%	13%	22%	0%
\$15,001-30,000	130	30%	13%	30%	15%	12%	0%
\$30,001-50,000	144	22%	18%	24%	17%	19%	0%
\$50,001-70,000	118	14%	13%	33%	20%	20%	0%
More than \$70,000	137	14%	15%	19%	21%	31%	0%
ETHNICITY							
Pacific Island	40	38%	9%	24%	8%	21%	0%
Maori	85	32%	11%	29%	7%	21%	0%
Non Maori/Non PI	639	19%	15%	26%	18%	22%	0%
DEPENDENT CHILDREN							
Yes	245	17%	14%	26%	18%	24%	1%
No	505	23%	15%	26%	16%	20%	0%
EDUCATION							
Up to secondary school level	272	25%	12%	30%	13%	20%	0%
Polytech/trade qualifications	182	22%	15%	21%	18%	23%	1%
University qualification	290	17%	15%	27%	19%	22%	0%
AGREE WITH (1+2)							
Q1 Too much personanlity news	511	20%	15%	27%	17%	21%	0%
Q2 State of NZ TV important	265	60%	40%	0%	0%	0%	0%
Q3 Remove adverts from TVOne	244	33%	15%	26%	13%	13%	0%
Q4 Create ad-free TV Channel	244	34%	15%	24%	13%	13%	1%
Q5 Vote remove ads from TVOne	140	45%	15%	22%	11%	7%	0%
Q6 Vote new ad-free TV Channel	151	41%	14%	25%	10%	10%	0%
Q7 would pay 20cents a week	306	29%	16%	28%	12%	15%	0%
Q8 Related companies pay levy	227	30%	18%	27%	5%	20%	0%
SUPPORTER OF...							
National	277	17%	16%	29%	17%	21%	0%
Labour	158	23%	14%	24%	18%	21%	0%
Green	62	21%	11%	29%	19%	20%	0%
NZ First	16	15%	10%	32%	6%	37%	0%



# Supplementary table -

## LEVEL OF AGREEMENT - REMOVE ADS FROM TVONE AND PLAY BETTER RANGE OF NZ PROGRAMMES

Using a 1 to 5 scale where 1 means strongly agree and 5 strongly disagree, how much do you agree or disagree with the following statements about New Zealand television:

The government should remove all adverts from TV One and play a better range of New Zealand programmes

	Base	1 - strongly agree	2	3	4	5 - strongly disagree	Unsure
ALL	750	21%	12%	22%	17%	27%	1%
LOCATION							
Auckland	248	20%	11%	21%	19%	27%	2%
Wellington	75	20%	14%	30%	7%	27%	2%
Christchurch	79	12%	13%	19%	22%	33%	1%
Provincial	348	24%	11%	22%	18%	24%	1%
Rural	151	26%	13%	15%	17%	29%	0%
North Is	568	22%	11%	22%	16%	27%	2%
South Is	182	17%	14%	21%	21%	26%	1%
SEX							
Male	359	22%	14%	20%	15%	28%	1%
Female	391	20%	10%	24%	19%	25%	2%
AGE GROUP							
Under 30	156	20%	10%	19%	20%	29%	2%
30-44	195	15%	11%	28%	17%	28%	1%
45-59	202	21%	14%	18%	21%	25%	1%
60 Plus	197	26%	11%	24%	13%	25%	1%
PERSONAL INCOME							
Less than \$15,000	79	19%	12%	23%	24%	20%	2%
\$15,001-30,000	130	30%	14%	22%	7%	25%	2%
\$30,001-50,000	144	18%	15%	25%	19%	22%	1%
\$50,001-70,000	118	16%	11%	20%	24%	28%	1%
More than \$70,000	137	14%	8%	24%	18%	34%	2%
ETHNICITY							
Pacific Island	40	31%	17%	10%	7%	35%	0%
Maori	85	30%	14%	20%	10%	26%	0%
Non Maori/Non PI	639	19%	11%	23%	19%	26%	2%
DEPENDENT CHILDREN							
Yes	245	14%	10%	25%	19%	31%	1%
No	505	24%	13%	20%	17%	24%	2%
EDUCATION							
Up to secondary school level	272	26%	10%	20%	16%	27%	1%
Polytech/trade qualifications	182	17%	15%	24%	15%	28%	1%
University qualification	290	18%	12%	23%	20%	25%	2%
AGREE WITH (1+2)							
Q1 Too much personanlity news	511	23%	12%	23%	18%	23%	1%
Q2 State of NZ TV important	265	31%	14%	20%	12%	22%	1%
Q3 Remove adverts from TVOne	244	64%	36%	0%	0%	0%	0%
Q4 Create ad-free TV Channel	244	43%	20%	16%	9%	11%	1%
Q5 Vote remove ads from TVOne	140	55%	22%	11%	5%	7%	0%
Q6 Vote new ad-free TV Channel	151	52%	17%	17%	7%	6%	1%
Q7 would pay 20cents a week	306	30%	17%	19%	16%	17%	1%
Q8 Related companies pay levy	227	33%	16%	20%	14%	17%	0%
SUPPORTER OF...							
National	277	12%	12%	23%	21%	31%	1%
Labour	158	27%	13%	24%	14%	21%	1%
Green	62	32%	11%	17%	19%	20%	1%
NZ First	16	23%	5%	20%	11%	41%	0%

# Supplementary table –

## LEVEL OF AGREEMENT - CREATE AD FREE TV CHANNEL THAT PLAYS A RANGE OF NZ PROGRAMMES

Using a 1 to 5 scale where 1 means strongly agree and 5 strongly disagree, how much do you agree or disagree with the following statements about New Zealand television:

The government should create a new TV channel without any adverts that plays a range of New Zealand programmes

	Base	1 - strongly agree	2	3	4	5 - strongly disagree	Unsure
ALL	750	21%	12%	23%	15%	28%	1%
LOCATION							
Auckland	248	21%	10%	22%	17%	28%	2%
Wellington	75	16%	21%	19%	18%	25%	1%
Christchurch	79	17%	6%	26%	16%	33%	2%
Provincial	348	22%	12%	24%	13%	28%	1%
Rural	151	25%	10%	23%	12%	30%	0%
North Is	568	22%	12%	22%	14%	29%	1%
South Is	182	19%	11%	26%	16%	27%	1%
SEX							
Male	359	19%	13%	20%	15%	31%	2%
Female	391	22%	10%	26%	15%	26%	1%
AGE GROUP							
Under 30	156	21%	12%	24%	20%	23%	0%
30-44	195	19%	12%	24%	12%	32%	1%
45-59	202	21%	12%	22%	17%	26%	2%
60 Plus	197	23%	11%	22%	11%	31%	2%
PERSONAL INCOME							
Less than \$15,000	79	27%	13%	22%	21%	16%	1%
\$15,001-30,000	130	31%	15%	21%	9%	23%	1%
\$30,001-50,000	144	17%	14%	25%	16%	26%	2%
\$50,001-70,000	118	14%	10%	30%	18%	27%	1%
More than \$70,000	137	10%	8%	21%	16%	44%	1%
ETHNICITY							
Pacific Island	40	21%	14%	30%	6%	29%	0%
Maori	85	42%	10%	19%	3%	26%	0%
Non Maori/Non PI	639	18%	12%	23%	17%	29%	1%
DEPENDENT CHILDREN							
Yes	245	18%	9%	27%	15%	30%	1%
No	505	22%	13%	21%	15%	27%	2%
EDUCATION							
Up to secondary school level	272	25%	13%	20%	12%	29%	1%
Polytech/trade qualifications	182	24%	11%	26%	13%	24%	2%
University qualification	290	15%	12%	23%	19%	30%	1%
AGREE WITH (1+2)							
Q1 Too much personanlity news	511	23%	14%	21%	16%	25%	1%
Q2 State of NZ TV important	265	30%	15%	23%	9%	22%	1%
Q3 Remove adverts from TVOne	244	43%	19%	20%	6%	11%	1%
Q4 Create ad-free TV Channel	244	64%	36%	0%	0%	0%	0%
Q5 Vote remove ads from TVOne	140	57%	10%	15%	3%	13%	2%
Q6 Vote new ad-free TV Channel	151	56%	14%	18%	5%	6%	1%
Q7 would pay 20cents a week	306	32%	13%	24%	13%	16%	2%
Q8 Related companies pay levy	227	38%	19%	16%	11%	15%	1%
SUPPORTER OF...							
National	277	10%	13%	23%	20%	33%	1%
Labour	158	30%	9%	28%	10%	23%	0%
Green	62	30%	14%	17%	21%	17%	1%
NZ First	16	22%	6%	24%	22%	26%	0%

# Supplementary table –

## LEVEL OF AGREEMENT - MORE LIKELY TO VOTE FOR PARTY PROMISING TO REMOVING ADVERTS FROM TVONE

Using a 1 to 5 scale where 1 means strongly agree and 5 strongly disagree, how much do you agree or disagree with the following statements about New Zealand television:

I would be more likely to vote for a political party that promises to remove adverts from TV One

	Base	1 - strongly agree	2	3	4	5 - strongly disagree	Unsure
ALL	750	12%	7%	18%	13%	47%	3%
LOCATION							
Auckland	248	11%	7%	16%	15%	46%	5%
Wellington	75	11%	11%	14%	14%	48%	2%
Christchurch	79	8%	5%	16%	12%	57%	2%
Provincial	348	14%	6%	21%	13%	45%	1%
Rural	151	16%	4%	18%	10%	52%	0%
North Is	568	13%	7%	17%	14%	46%	3%
South Is	182	10%	6%	21%	13%	49%	1%
SEX							
Male	359	12%	7%	19%	14%	46%	2%
Female	391	12%	7%	18%	13%	48%	2%
AGE GROUP							
Under 30	156	10%	9%	18%	14%	46%	3%
30-44	195	7%	6%	14%	15%	56%	2%
45-59	202	13%	4%	23%	13%	44%	3%
60 Plus	197	17%	8%	18%	12%	43%	2%
PERSONAL INCOME							
Less than \$15,000	79	10%	6%	22%	9%	51%	2%
\$15,001-30,000	130	22%	9%	15%	10%	42%	2%
\$30,001-50,000	144	10%	8%	29%	13%	38%	2%
\$50,001-70,000	118	9%	2%	18%	21%	50%	0%
More than \$70,000	137	7%	3%	13%	15%	61%	1%
ETHNICITY							
Pacific Island	40	17%	24%	21%	3%	35%	0%
Maori	85	18%	15%	10%	11%	44%	2%
Non Maori/Non PI	639	11%	5%	19%	14%	48%	3%
DEPENDENT CHILDREN							
Yes	245	8%	4%	18%	12%	56%	2%
No	505	14%	8%	19%	14%	43%	2%
EDUCATION							
Up to secondary school level	272	13%	9%	18%	12%	46%	2%
Polytech/trade qualifications	182	16%	5%	16%	12%	50%	1%
University qualification	290	9%	6%	20%	16%	46%	3%
AGREE WITH (1+2)							
Q1 Too much personanlity news	511	13%	6%	19%	15%	45%	2%
Q2 State of NZ TV important	265	22%	10%	19%	11%	35%	3%
Q3 Remove adverts from TVOne	244	31%	14%	22%	9%	22%	2%
Q4 Create ad-free TV Channel	244	27%	12%	21%	11%	26%	3%
Q5 Vote remove ads from TVOne	140	64%	36%	0%	0%	0%	0%
Q6 Vote new ad-free TV Channel	151	44%	19%	16%	5%	13%	3%
Q7 would pay 20cents a week	306	20%	10%	24%	12%	32%	2%
Q8 Related companies pay levy	227	19%	11%	21%	11%	37%	1%
SUPPORTER OF...							
National	277	6%	5%	16%	16%	56%	1%
Labour	158	20%	7%	18%	8%	45%	2%
Green	62	20%	0%	21%	24%	35%	0%
NZ First	16	0%	6%	21%	6%	67%	0%

# Supplementary table –

## LEVEL OF AGREEMENT – MORE LIKELY TO VOTE FOR PARTY PROMISING TO CREATE AD-FREE TV CHANNEL

Using a 1 to 5 scale where 1 means strongly agree and 5 strongly disagree, how much do you agree or disagree with the following statements about New Zealand television:

I would be more likely to vote for a political party that promises to create a new TV channel without adverts

	Base	1 - strongly agree	2	3	4	5 - strongly disagree	Unsure
ALL	750	14%	7%	17%	15%	45%	2%
<b>LOCATION</b>							
Auckland	248	14%	7%	15%	15%	46%	3%
Wellington	75	10%	11%	15%	18%	44%	2%
Christchurch	79	12%	3%	12%	11%	59%	3%
Provincial	348	15%	6%	20%	16%	42%	1%
Rural	151	14%	7%	12%	15%	50%	2%
North Is	568	14%	7%	18%	15%	44%	2%
South Is	182	11%	5%	16%	15%	50%	3%
<b>SEX</b>							
Male	359	13%	8%	16%	17%	44%	2%
Female	391	14%	6%	18%	14%	46%	2%
<b>AGE GROUP</b>							
Under 30	156	15%	9%	19%	14%	41%	2%
30-44	195	9%	5%	13%	16%	55%	2%
45-59	202	10%	5%	19%	21%	43%	2%
60 Plus	197	21%	8%	18%	9%	41%	3%
<b>PERSONAL INCOME</b>							
Less than \$15,000	79	15%	11%	19%	19%	34%	2%
\$15,001-30,000	130	22%	7%	24%	11%	35%	1%
\$30,001-50,000	144	12%	7%	18%	18%	42%	3%
\$50,001-70,000	118	11%	4%	13%	16%	54%	2%
More than \$70,000	137	11%	1%	11%	15%	61%	1%
<b>ETHNICITY</b>							
Pacific Island	40	28%	8%	25%	13%	26%	0%
Maori	85	22%	8%	19%	9%	42%	0%
Non Maori/Non PI	639	12%	6%	16%	16%	47%	3%
<b>DEPENDENT CHILDREN</b>							
Yes	245	11%	4%	15%	15%	53%	2%
No	505	15%	8%	18%	15%	42%	2%
<b>EDUCATION</b>							
Up to secondary school level	272	12%	9%	17%	13%	47%	2%
Polytech/trade qualifications	182	15%	5%	21%	13%	44%	2%
University qualification	290	13%	6%	15%	19%	45%	2%
<b>AGREE WITH (1+2)</b>							
Q1 Too much personanlity news	511	15%	6%	17%	18%	42%	2%
Q2 State of NZ TV important	265	22%	9%	21%	14%	31%	3%
Q3 Remove adverts from TVOne	244	30%	13%	22%	13%	20%	2%
Q4 Create ad-free TV Channel	244	28%	15%	20%	14%	20%	3%
Q5 Vote remove ads from TVOne	140	49%	19%	15%	5%	10%	2%
Q6 Vote new ad-free TV Channel	151	67%	33%	0%	0%	0%	0%
Q7 would pay 20cents a week	306	23%	10%	19%	15%	31%	2%
Q8 Related companies pay levy	227	24%	10%	19%	18%	27%	2%
<b>SUPPORTER OF...</b>							
National	277	7%	4%	17%	18%	54%	0%
Labour	158	19%	10%	19%	10%	38%	4%
Green	62	20%	6%	18%	18%	37%	1%
NZ First	16	18%	5%	11%	18%	48%	0%

# Supplementary table –

## LEVEL OF AGREEMENT - WILLING TO PAY 20 CENTS PER WEEK FOR AD-FREE TV CHANNEL

Using a 1 to 5 scale where 1 means strongly agree and 5 strongly disagree, how much do you agree or disagree with the following statements about New Zealand television:

To get an advert-free television channel, I would be willing to pay twenty cents per week which is roughly ten dollars per year

	Base	1 - strongly agree	2	3	4	5 - strongly disagree	Unsure
ALL	750	30%	10%	11%	9%	38%	2%
LOCATION							
Auckland	248	34%	9%	10%	8%	36%	3%
Wellington	75	17%	16%	9%	16%	39%	3%
Christchurch	79	27%	10%	9%	8%	45%	1%
Provincial	348	32%	10%	11%	9%	37%	1%
Rural	151	34%	10%	10%	3%	41%	2%
North Is	568	31%	10%	11%	9%	37%	2%
South Is	182	29%	11%	10%	10%	39%	1%
SEX							
Male	359	31%	11%	9%	8%	39%	2%
Female	391	31%	9%	12%	10%	36%	2%
AGE GROUP							
Under 30	156	34%	15%	14%	13%	22%	2%
30-44	195	22%	10%	6%	9%	50%	3%
45-59	202	31%	6%	13%	9%	39%	2%
60 Plus	197	36%	11%	10%	6%	35%	2%
PERSONAL INCOME							
Less than \$15,000	79	33%	9%	7%	13%	36%	2%
\$15,001-30,000	130	38%	13%	14%	6%	29%	0%
\$30,001-50,000	144	32%	12%	14%	8%	33%	1%
\$50,001-70,000	118	27%	13%	11%	9%	39%	1%
More than \$70,000	137	23%	8%	9%	8%	48%	4%
ETHNICITY							
Pacific Island	40	33%	25%	6%	4%	32%	0%
Maori	85	40%	6%	10%	7%	36%	1%
Non Maori/Non PI	639	30%	10%	11%	9%	38%	2%
DEPENDENT CHILDREN							
Yes	245	23%	11%	9%	8%	47%	2%
No	505	34%	10%	11%	10%	33%	2%
EDUCATION							
Up to secondary school level	272	32%	9%	12%	9%	37%	1%
Polytech/trade qualifications	182	29%	11%	5%	9%	43%	3%
University qualification	290	29%	12%	14%	9%	34%	2%
AGREE WITH (1+2)							
Q1 Too much personanlity news	511	33%	12%	10%	10%	33%	2%
Q2 State of NZ TV important	265	42%	10%	9%	6%	31%	2%
Q3 Remove adverts from TVOne	244	48%	12%	13%	6%	21%	0%
Q4 Create ad-free TV Channel	244	44%	13%	12%	8%	22%	1%
Q5 Vote remove ads from TVOne	140	54%	12%	7%	7%	20%	0%
Q6 Vote new ad-free TV Channel	151	57%	11%	8%	5%	19%	0%
Q7 would pay 20cents a week	306	75%	25%	0%	0%	0%	0%
Q8 Related companies pay levy	227	48%	16%	9%	4%	22%	1%
SUPPORTER OF...							
National	277	25%	10%	9%	11%	43%	2%
Labour	158	40%	11%	12%	5%	31%	1%
Green	62	29%	15%	11%	8%	33%	4%
NZ First	16	17%	0%	22%	22%	39%	0%

# Supplementary table –

## LEVEL OF AGREEMENT – SKY, TV CHANNELS AND INTERNET SERVICE PROVIDERS SHOULD PAY FOR AN AD-FREE TV CHANNEL

Using a 1 to 5 scale where 1 means strongly agree and 5 strongly disagree, how much do you agree or disagree with the following statements about New Zealand television:

To get an advert-free television channel, I think Sky, the TV channels and internet service providers should pay a levy

	Base	1 - strongly agree	2	3	4	5 - strongly disagree	Unsure
ALL	750	17%	13%	19%	13%	28%	10%
LOCATION							
Auckland	248	16%	16%	19%	13%	28%	8%
Wellington	75	12%	15%	28%	6%	31%	8%
Christchurch	79	17%	8%	22%	11%	36%	6%
Provincial	348	19%	12%	16%	15%	26%	12%
Rural	151	21%	13%	19%	7%	28%	12%
North Is	568	17%	14%	19%	13%	28%	9%
South Is	182	17%	11%	19%	13%	31%	9%
SEX							
Male	359	19%	13%	16%	14%	30%	8%
Female	391	16%	13%	21%	13%	26%	11%
AGE GROUP							
Under 30	156	18%	16%	22%	14%	23%	7%
30-44	195	17%	15%	18%	11%	31%	8%
45-59	202	17%	12%	16%	18%	29%	8%
60 Plus	197	17%	10%	20%	10%	29%	14%
PERSONAL INCOME							
Less than \$15,000	79	13%	15%	24%	13%	29%	6%
\$15,001-30,000	130	25%	15%	29%	8%	16%	7%
\$30,001-50,000	144	20%	15%	14%	17%	26%	8%
\$50,001-70,000	118	17%	10%	23%	11%	32%	7%
More than \$70,000	137	13%	12%	12%	16%	38%	9%
ETHNICITY							
Pacific Island	40	25%	13%	25%	3%	32%	2%
Maori	85	32%	9%	22%	13%	19%	5%
Non Maori/Non PI	639	16%	13%	18%	14%	29%	10%
DEPENDENT CHILDREN							
Yes	245	18%	15%	19%	14%	28%	6%
No	505	17%	12%	19%	13%	28%	11%
EDUCATION							
Up to secondary school level	272	18%	14%	18%	14%	27%	9%
Polytech/trade qualifications	182	18%	10%	19%	14%	27%	12%
University qualification	290	16%	15%	19%	12%	30%	8%
AGREE WITH (1+2)							
Q1 Too much personanlity news	511	19%	14%	18%	13%	27%	9%
Q2 State of NZ TV important	265	24%	18%	15%	8%	26%	9%
Q3 Remove adverts from TVOne	244	31%	15%	22%	10%	14%	8%
Q4 Create ad-free TV Channel	244	34%	19%	17%	8%	13%	9%
Q5 Vote remove ads from TVOne	140	34%	15%	18%	8%	19%	6%
Q6 Vote new ad-free TV Channel	151	37%	14%	19%	5%	17%	8%
Q7 would pay 20cents a week	306	28%	19%	19%	7%	18%	9%
Q8 Related companies pay levy	227	57%	43%	0%	0%	0%	0%
SUPPORTER OF...							
National	277	13%	14%	18%	16%	30%	9%
Labour	158	24%	13%	23%	11%	22%	7%
Green	62	20%	9%	14%	16%	33%	8%
NZ First	16	17%	12%	11%	0%	49%	11%