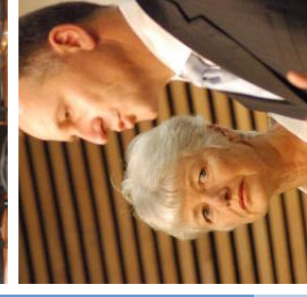


UMR Omnibus Results September 2009

Perceptions Of New Zealand's Media



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Methodology



- This report is based on a telephone survey of a nationally representative sample of 750 New Zealanders aged 18 years or over.
- Fieldwork was conducted from 24th to 27th September 2009 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 $\pm 3.6\%$.

Key findings

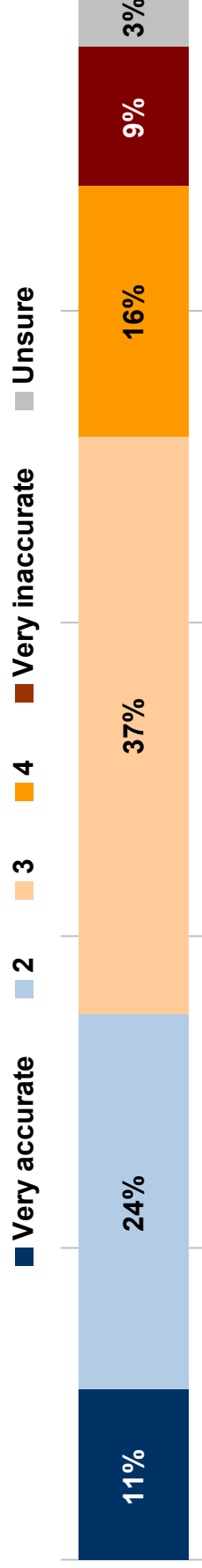


- New Zealanders do not hold overly high opinions of their news media, however most held a neutral opinion.
- Just 35% believe the New Zealand media are accurate when reporting the news.
 - Accuracy is derived by adding those who gave a 1 or 2 on a 1 to 5 scale where 1 means 'very accurate'
 - Males were slightly more forgiving than females, with 39% saying the media are accurate, compared to 31% of females.
 - The perception of accuracy declined with age. 43% of New Zealanders under 30 believe the media are accurate, compared to just 23% amongst those aged 60 plus.
 - 25% believe the media are inaccurate (4+5 on the scale) while 40% were unsure or had a neutral opinion (point 3 on the scale).
- Opinions on how balanced or one-sided the media are were evenly split.
 - 30% believe the media are balanced (1+2 on the 1 to 5 scale where 1 means 'very balanced').
 - 30% believe the media are one-sided (4+5 on the scale).
 - 40% were unsure or had a neutral opinion (point 3 on the scale).
 - Again, there was a gender split in favour of males and a trendline across the age spectrum.
- Little faith was held in the willingness of the media to admit to their mistakes.
 - Just 27% believe the media would be willing (1+2 on the 1 to 5 scale where 1 means 'very willing'). The same proportion were unsure or held a neutral opinion (point 3 on the scale).
 - A plurality of 46% however, believe the media would not be willing at all to own up to their mistakes.
 - Males were more pessimistic than females (51% and 43% respectively), which is somewhat surprising, seeing as they were more lenient towards the media's accuracy and balance.

Accuracy Of Reporting



Using a scale of 1 to 5 where 1 means very accurate and 5 means very inaccurate, how accurate or inaccurate would you say the New Zealand media are in reporting the news?

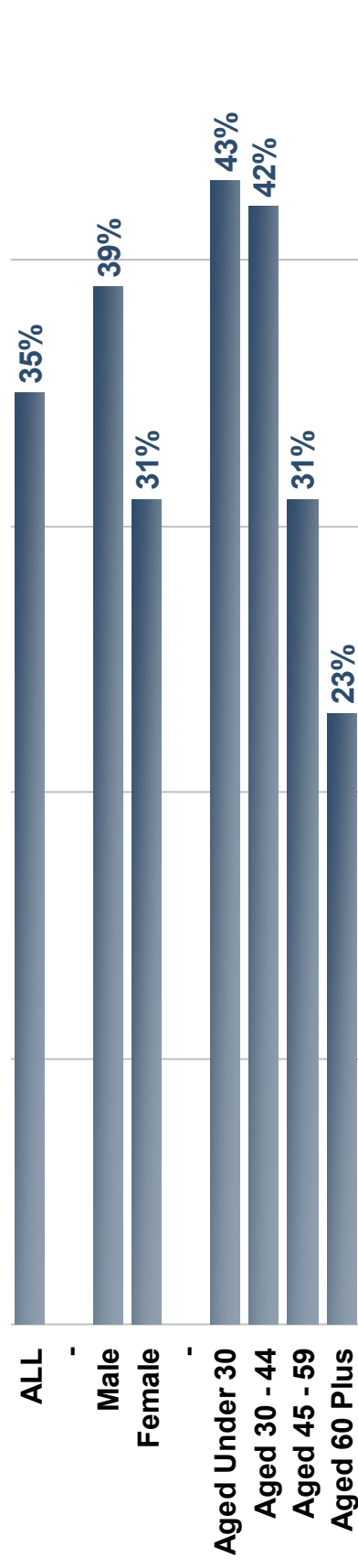


Total accurate (1+2): 35%

Total inaccurate (4+5): 25%

Base: All, n=750

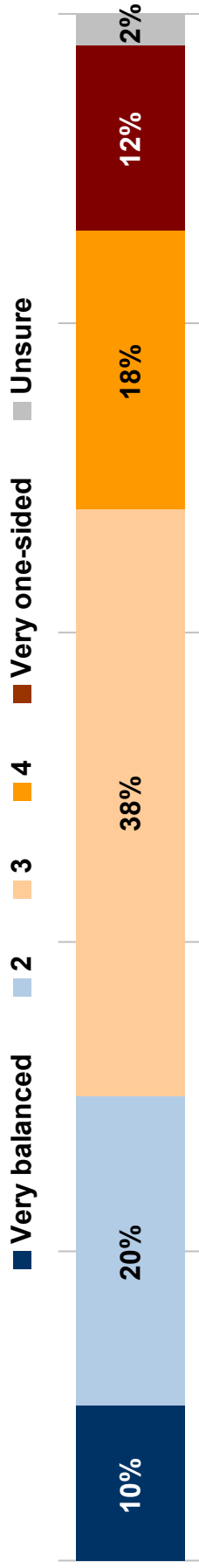
Demographic Comparisons - Total accurate (1+2)



Balanced Or One-Sided



Using a scale of 1 to 5 where 1 means very balanced and 5 means very one-sided, how balanced or one-sided would you say the New Zealand media are in reporting the news?

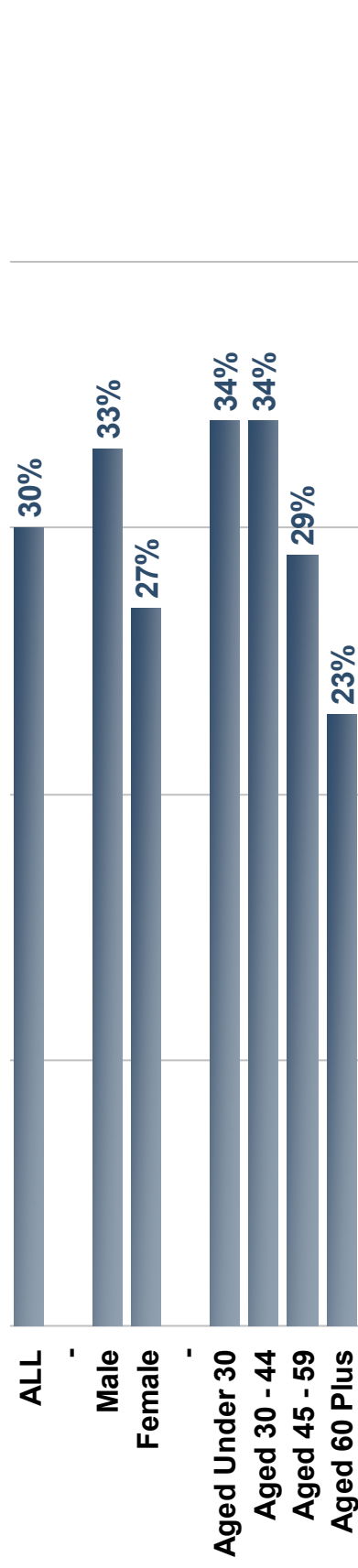


Total balanced (1+2): 30%

Total one-sided (4+5): 30%

Base: All, n=750

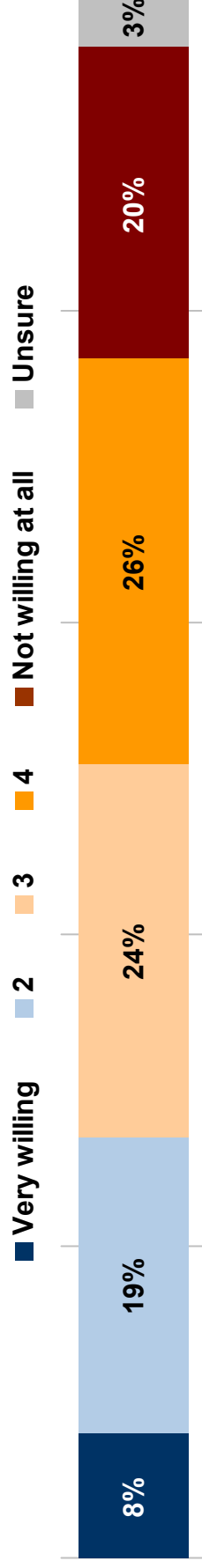
Demographic Comparisons - Total balanced (1+2)



Admitting Mistakes



Using a scale of 1 to 5 where 1 means very willing and 5 means not willing at all, how willing would you say the New Zealand media are to admit to mistakes?



Total willing (1+2): 27%

Total not willing (4+5): 46%

Base: All, n=750

Demographic Comparisons - Total not willing (4+5)

