

UMR Online Omnibus Results

March 2011

Perception of the NZ Media



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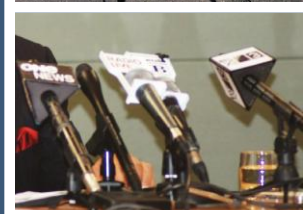
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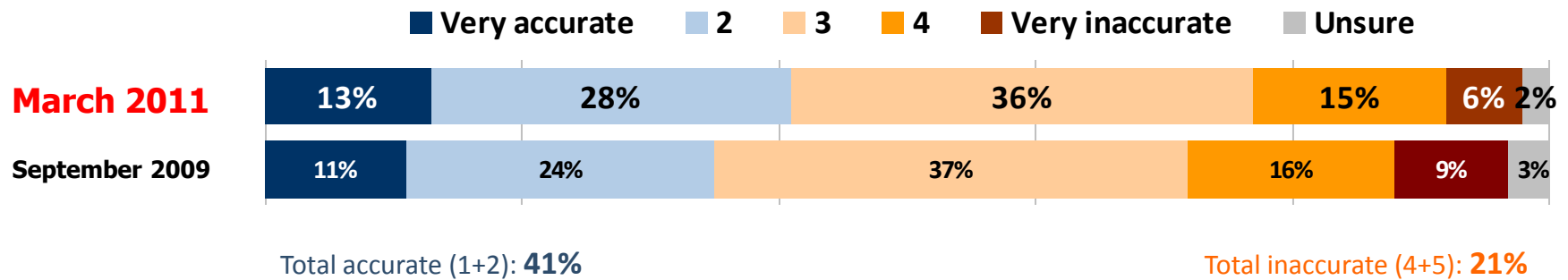
- This report is based on a telephone survey of a nationally representative sample* of 750 New Zealanders aged 18 years or over.
- Fieldwork was conducted from 10th to 13th March 2011 at UMR Research's national interview facility in Auckland.
- The margin of error for sample size of 750 for a 50% figure at the '95% confidence level' is $\pm 3.6\%$.

(* = Due to the devastating circumstances surrounding the earthquake, we interviewed only half of our normal quota in the Canterbury market as only those who live in the greater Christchurch and Canterbury area were interviewed. Hence, this market has been weighted in this survey to maintain a nationally representative sample geographically. The other South Island markets had their quotas adjusted accordingly to make up the difference.)

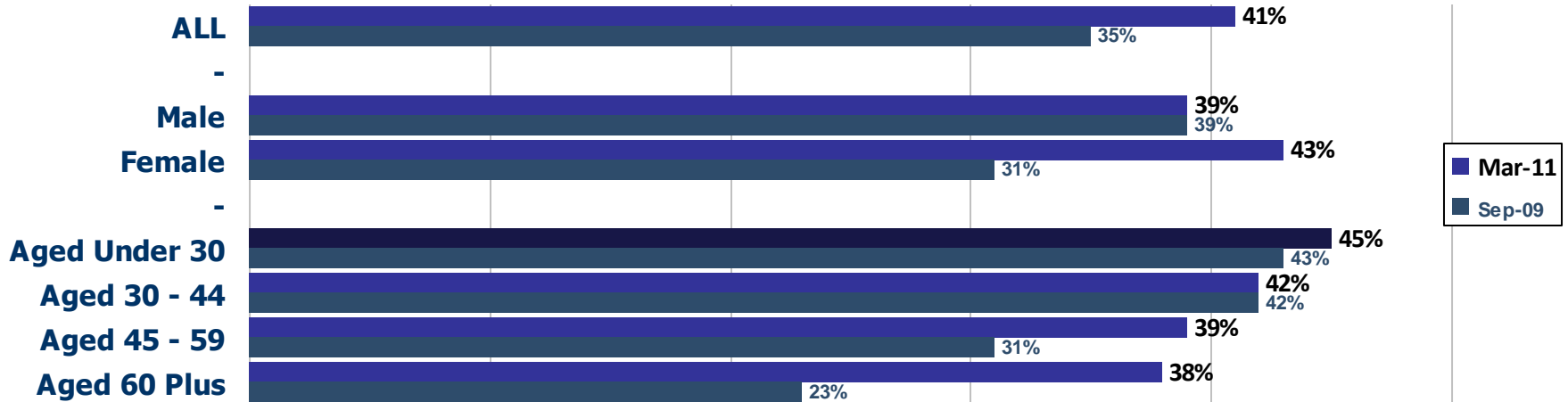
- **Public perceptions of the New Zealand media's reporting in general has improved since. When it came to rating the Christchurch earthquake, however, the public were very satisfied with the media's reporting.**
 - **41% of respondents felt that the media are accurate when reporting of the news ('1' + '2' based on a 1-5 scale where 1 means very accurate and 5 very inaccurate), up 6% from September 2009. 21% felt reporting was inaccurate ('4' + '5'), down 4%, and the remaining 38% were 'neutral' or 'unsure' about it, down 2%.**
 - Females (43%) were more likely to rate reporting as accurate than males (39%) in 2011, up 12% and no change respectively.
 - The biggest age group increase came from those 60 years and older, up 15% to 38%.
 - **There were similar increases in the public's perception of balance in media reporting: 35% thought it was balanced ('1' + '2' on a 1-5 scale where 1 means very balanced and 5 means one-sided), up 5% from 2009. A quarter (26%) thought it was one-sided, down 4%, while 39% had a neutral view, down 1%.**
 - Unlike 2009, there was no split between genders, 35% of both males and females rated reporting as balanced, up 2% and 8% respectively.
 - **More than three quarters of the public thought the media reporting of the Christchurch earthquake was accurate (77%, same 1-5 scale as above) and that they had done a good job (79%, '1' + '2' on a 1-5 scale where 1 means very good and 5 means very poor). Two-thirds of respondents (67%) felt it was balanced.**
 - The 30-44 year old age group were the most critical of the media's reporting overall of the Christchurch earthquake but still rated it very highly.
 - Females were slightly less critical than males over Christchurch earthquake coverage.

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?

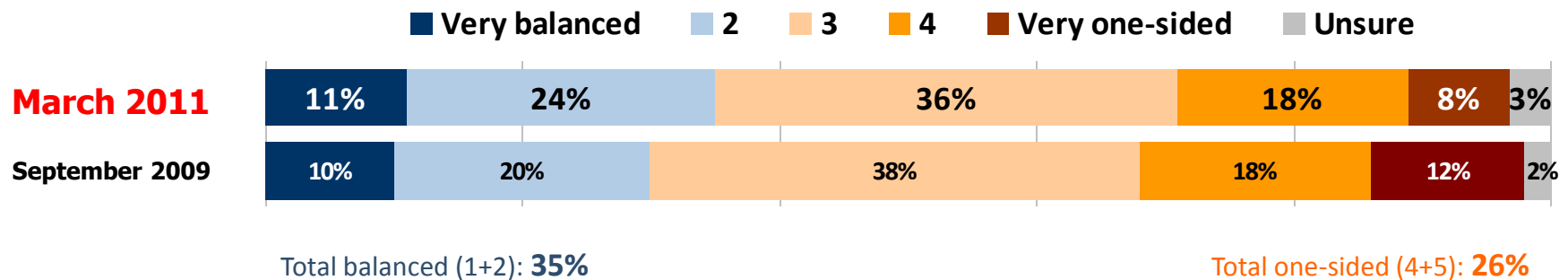


Demographic Comparisons - Total accurate (1+2)

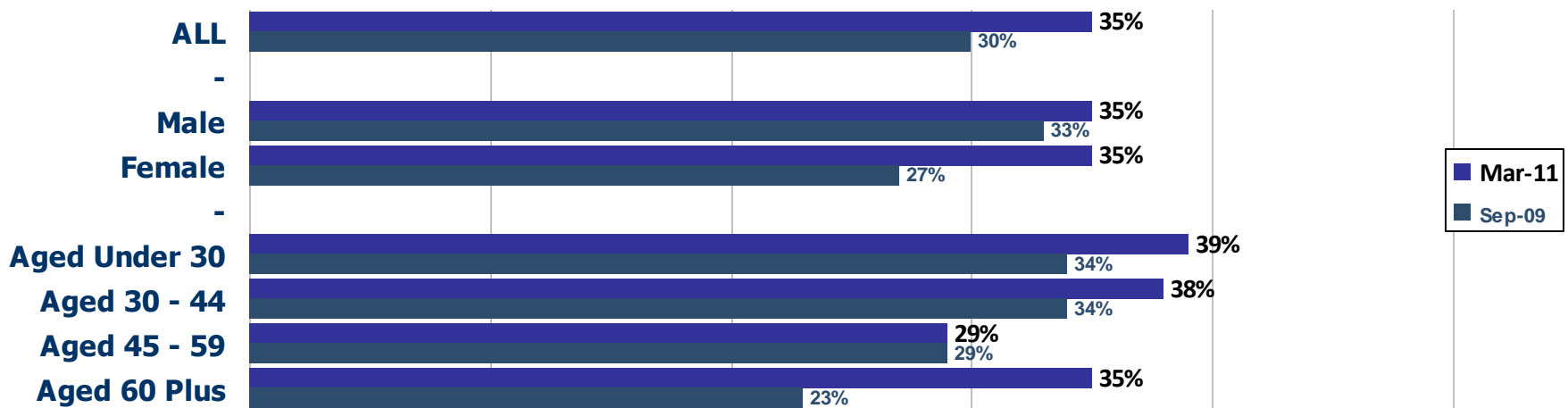


Balanced or One-Sided

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?

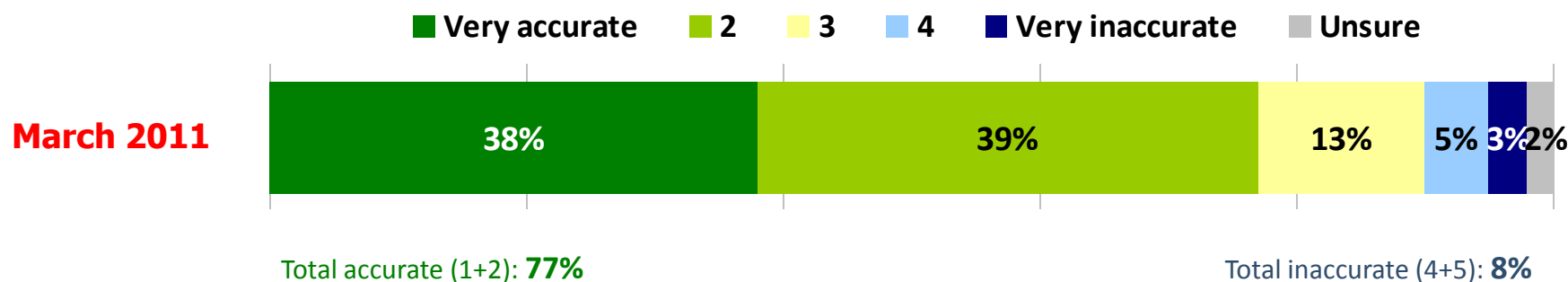


Demographic Comparisons - Total balanced (1+2)

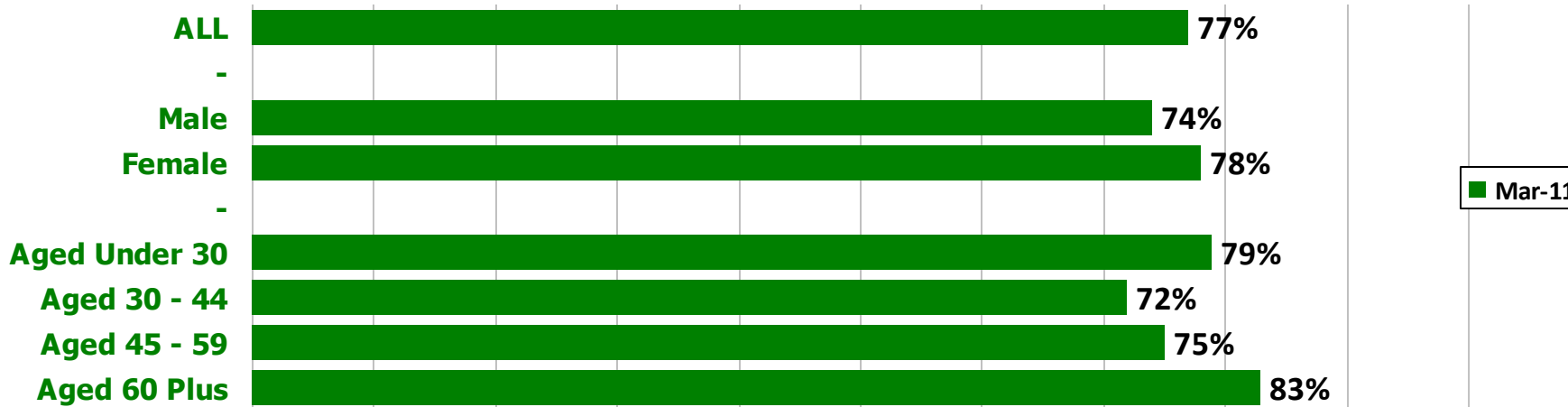


Accuracy Of Reporting - Christchurch Earthquake -

Using a scale of 1 to 5 where 1 means very accurate and 5 means very inaccurate, how accurate do you think the media were in reporting the recent Christchurch earthquake?

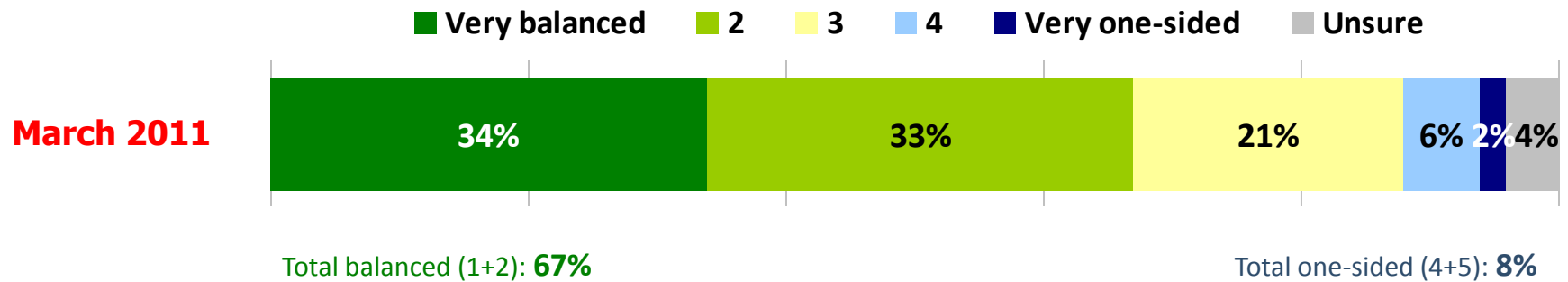


Demographic Comparisons - Total accurate (1+2)

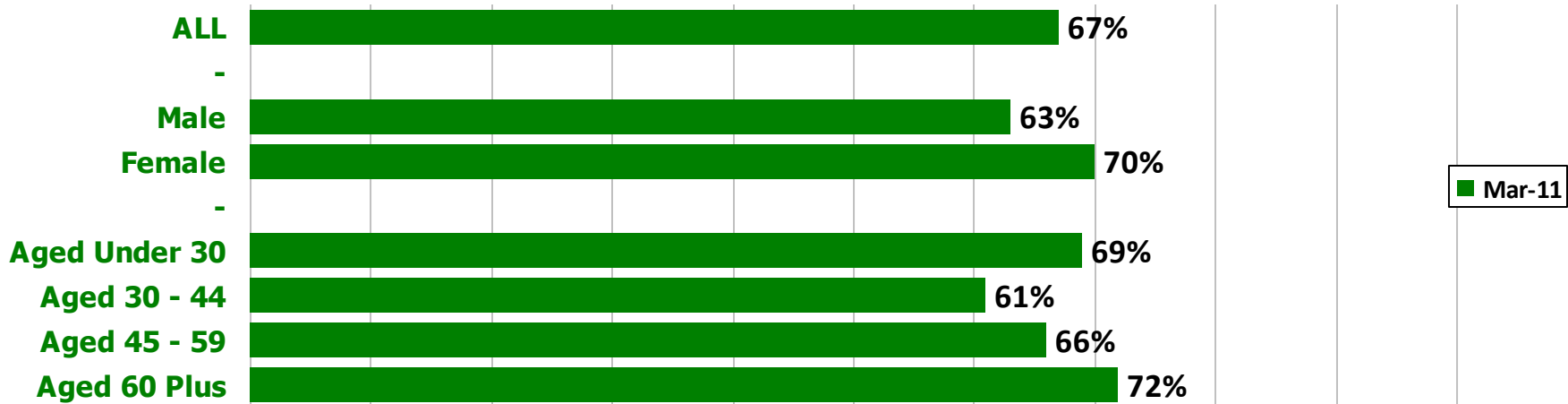


Balanced or One-Sided - Christchurch Earthquake -

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 media were in reporting the recent Christchurch earthquake?

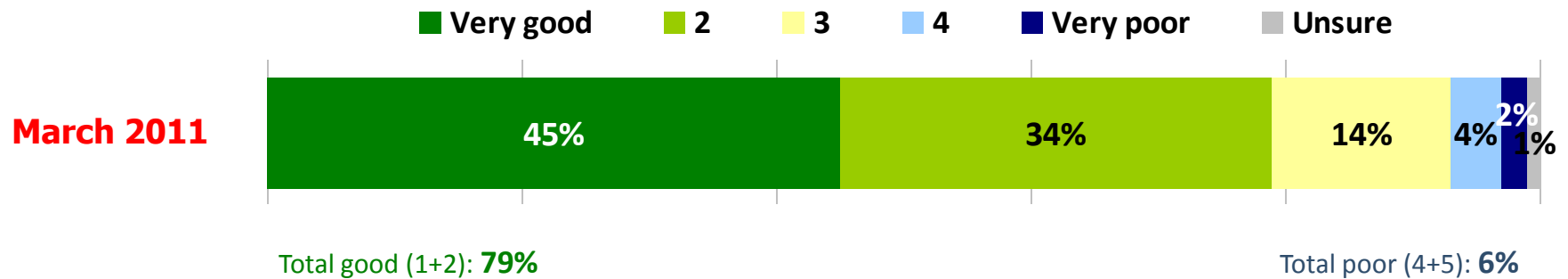


Demographic Comparisons - Total balanced (1+2)



Good or Poor Job - Christchurch Earthquake -

Using a scale of 1 to 5 where 1 means very good and 5 means very poor, how good or poor a job have the media done in covering the recent Christchurch earthquake?



Demographic Comparisons - Total good (1+2)

