

## Media Funding Poll March 2022

<b>CLIENT:</b>	New Zealand Taxpayers' Union
<b>POLL DATES:</b>	Wed 6 to Wed 13 Apr 2022. The median response was collected on Mon 11 Apr 2022.
<b>TARGET POPULATION:</b>	Eligible New Zealand voters.
<b>SAMPLE POPULATION:</b>	Eligible New Zealand voters who are contactable on a landline or mobile phone or online panel.
<b>SAMPLE SIZE:</b>	1,000 respondents agreed to participate – 685 via phone and 315 via online panel.
<b>SAMPLE SELECTION:</b>	A random selection of 20,000 nationwide phone numbers.
<b>WEIGHTING:</b>	The results are weighted to reflect the overall voting adult population in terms of gender, age, and area.
<b>SAMPLE ERROR:</b>	Based on this sample of 1,000 respondents, the maximum sampling error (for a result of 50%) is +/- 3.1%, at the 95% confidence level.
<b>CODE COMPLIANCE:</b>	This poll was conducted in accordance with the Research Association New Zealand Code of Practice and the International Chamber of Commerce/European Society for Opinion and Market Research Code on Market and Social Research.

## Do you think government funding of private media companies undermines the independence of media holding the Government to account?

		Count	Col %
Govt funding of media undermine independence	Yes	558	59%
	No	203	21%
	Unsure	192	20%
	Total	953	100%

59% of respondents thought the media's independence had been undermined by government funding of them, with only 21% disagreeing.

		Gender	
		Female	Male
		Col %	Col %
Govt funding of media undermine independence	Yes	56%	62%
	No	18%	25%
	Unsure	26%	13%
	Total	100%	100%

A majority of both men and women thought media independence had been undermined.

		Age		
		18 - 39	40 - 59	60+
		Col %	Col %	Col %
Govt funding of media undermine independence	Yes	49%	60%	66%
	No	22%	22%	20%
	Unsure	29%	19%	14%
	Total	100%	100%	100%

		Area					
		Akl Col %	Wgtn Col %	Chch Col %	Prov Cities Col %	Towns Col %	Rural Col %
Govt funding of media undermine independence	Yes	61%	53%	58%	57%	60%	59%
	No	21%	23%	21%	24%	21%	18%
	Unsure	18%	24%	21%	19%	19%	24%
	Total	100%	100%	100%	100%	100%	100%

		Probed Party Vote				
		National Col %	Labour Col %	ACT Col %	Greens Col %	Unsure Col %
Govt funding of media undermine independence	Yes	73%	46%	70%	43%	56%
	No	14%	32%	18%	26%	11%
	Unsure	13%	22%	12%	31%	33%
	Total	100%	100%	100%	100%	100%

A majority of National and ACT voters and a plurality of Labour and Green voters think the government funding has undermined media independence.

**Do you support or oppose the government funding of media through the \$55 million public interest journalism fund?**

		Count	Col %
Public Interest Journalism Fund	Support	229	24%
	Oppose	414	44%
	Unsure	309	32%
	Total	953	100%

Only 24% of respondents support the \$55 million PIJF with 44% opposed and 32% unsure.

		Gender	
		Female	Male
		Col %	Col %
Public Interest Journalism Fund	Support	17%	32%
	Oppose	42%	45%
	Unsure	41%	22%
	Total	100%	100%

Men are more supportive (but still opposed) and women more unsure.

		Age		
		18 - 39	40 - 59	60+
		Col %	Col %	Col %
Public Interest Journalism Fund	Support	24%	25%	24%
	Oppose	36%	46%	48%
	Unsure	40%	30%	29%
	Total	100%	100%	100%

		Area					
		Akl Col %	Wgtn Col %	Chch Col %	Prov Cities Col %	Towns Col %	Rural Col %
Public Interest Journalism Fund	Support	30%	29%	20%	26%	19%	19%
	Oppose	38%	44%	38%	43%	49%	47%
	Unsure	32%	27%	42%	31%	32%	34%
	Total	100%	100%	100%	100%	100%	100%

		Probed Party Vote				
		National Col %	Labour Col %	ACT Col %	Greens Col %	Unsure Col %
Public Interest Journalism Fund	Support	20%	38%	8%	30%	11%
	Oppose	53%	29%	72%	28%	44%
	Unsure	27%	33%	20%	42%	45%
	Total	100%	100%	100%	100%	100%

Net support for the PIJF by party is:

1. Labour +9%
2. Greens +2%
3. Undecided voters -33%
4. National -33%
5. ACT – 64%

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