

THE STUDY HAD 3 DISTINCT COMPONENTS:



SURVEY OF ABLE'S TOTAL USER BASE

- Recontacted participants in the 2014 NZ On Air Audience Study who said they "ever use Captioning or Audio Description while watching TV"

n=80

Captioning users

n=20*

Audio Description users



SURVEY OF DEAF/HARD OF HEARING

- Deaf Aotearoa enabled their member database to be surveyed
- Colmar Brunton set up and hosted the survey, and provided 1,300 unique links to the survey to Deaf Aotearoa
- Unique links emailed to members by Deaf Aotearoa
- Achieved N=158 interviews with Deaf Aotearoa members
- Hearing Association also sent a non-unique link to the survey to their associations who then sent it to individual members
- Received 7 responses from individual members before fieldwork ended

n=165

Total sample



SURVEY OF BLIND/VISION IMPAIRED

- Blind Foundation placed notices in their monthly newsletter and other communications asking members to sign up to the study
- N=50 members signed up and provided contact details
- All interviews conducted by telephone by Colmar Brunton
- Sample size limits the robustness of the results among this group

n=40*

Total sample

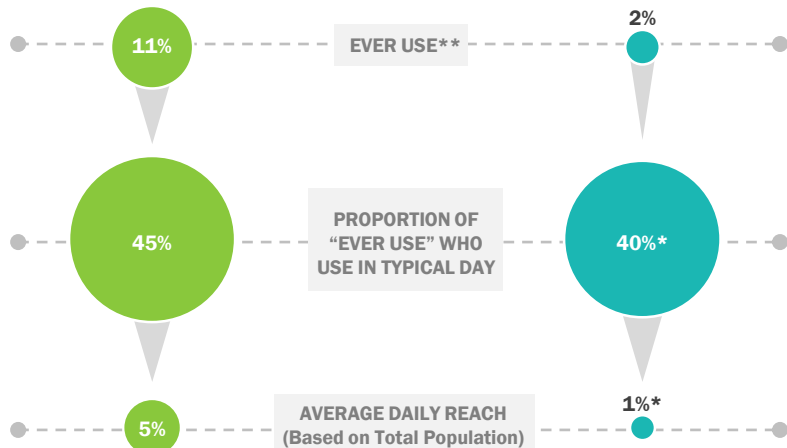


TOTAL AUDIENCE SIZE



Captioning

Audio Description

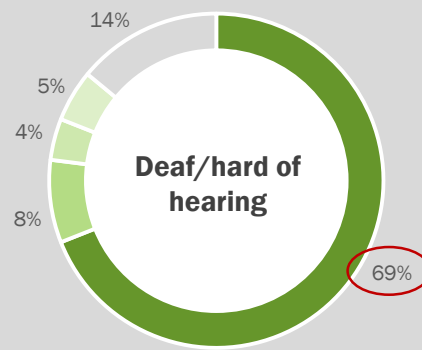


Base: All users - Captioning (n=80); Audio Description only users (n=10*)
 **Source: NZOA Audience Study 2014; Based on all NZers aged 15 and over

AWARENESS AND USAGE AMONG PRIMARY AUDIENCES

Captioning

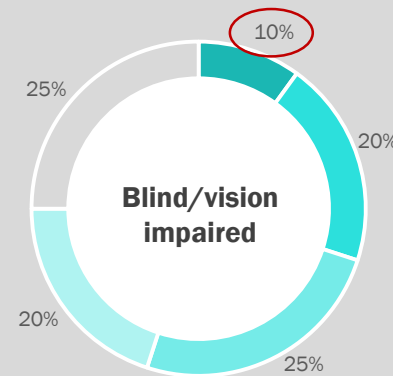
Captioning is very successful – close to universal awareness, 81% daily reach, and seven in ten use every day.



Base: All Deaf/hard of hearing (n=165)

Audio Description

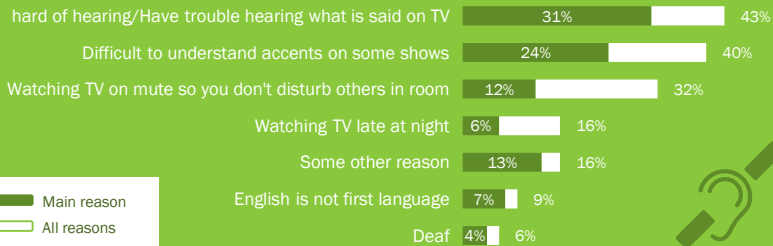
Audio Description is well known, achieves 52% daily reach, and one in ten use it every day.



Base: All Blind/vision impaired (n=40*)



THERE ARE MANY REASONS FOR USING CAPTIONING BEYOND HEARING IMPAIRMENT



Other reasons include:

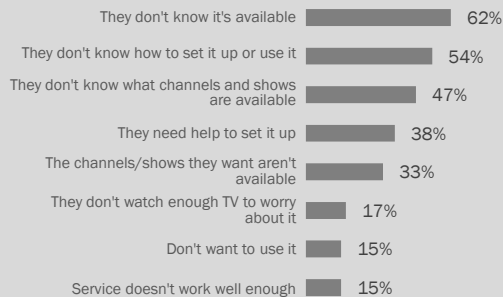
- Watching foreign shows
- When I watch a kids programme with my son for reading practice
- The background music drowns out the dialogue
- Hard of hearing visitor who comes regularly
- On the phone but don't want to miss what is happening
- Quiet time when trying to put baby to bed

Base: All users; used captioning more than once or twice only: (n=68)
 Note: Audio description user sample size too small to report



BARRIERS TO...

...More people using Able's services (among wider user base)



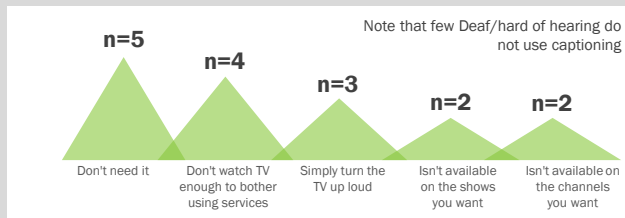
MAIN BARRIERS



- Lack of knowledge
- Set up difficulty
- Unavailability of desired content

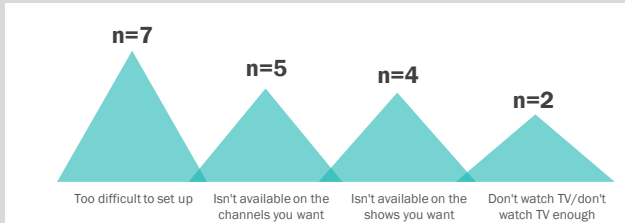
Base: All users; regular users of Captioning or Audio Description (n=72)

...Using Captioning more (among Deaf/hard of hearing)



Base: All Deaf/hard of hearing who use Captioning less than once a month (n=13*)

...Using Audio Description more (among Blind/vision impaired)



Base: All Blind/vision impaired who use Audio Description less than once a month (n=13*)

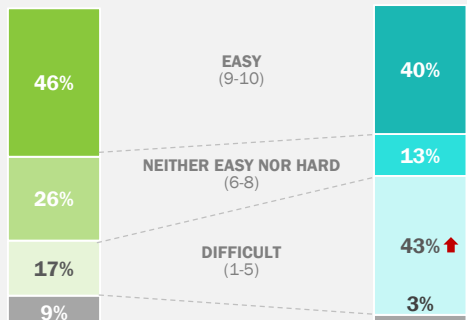
HOW EASY IT WAS TO LEARN HOW TO USE



Audio Description harder to set up and use

Captioning

Audio Description



7.8

MEAN

6.6 ↓

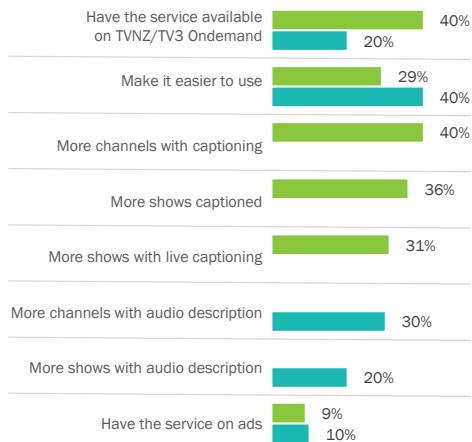
Base: All users who have ever used Captioning (n=142); Audio Description (n=30*)

- Among Deaf/hard of hearing users, setting up Captioning was very easy for most
- However more than four in ten Blind/vision impaired users found it hard to set up the Audio Description service



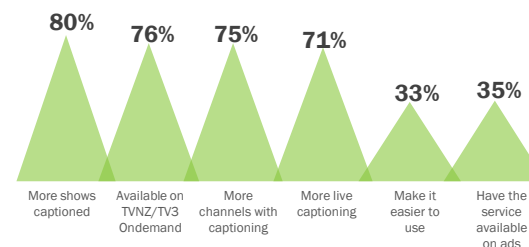
IMPROVEMENTS TO...

...Encourage greater use among wider user base



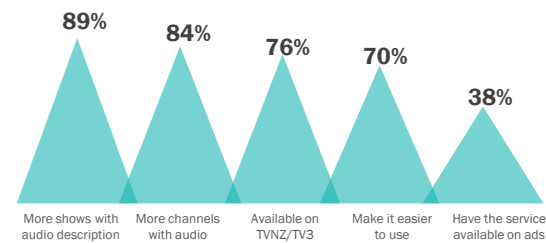
Base: All users - Captioning (n=80); Audio Description (n=20*)

...Encourage greater use of captioning among Deaf/hard of hearing



Base: All Deaf/hard of hearing aware of Captioning (n=153)

...Encourage greater use of Audio Description among Blind/vision impaired



Base: All Blind/vision impaired aware of Audio Description (n=37*)



MOST POPULAR IMPROVEMENTS



More content (channels and shows)



Making Able available on TVNZ and/or TV3/FOUR Ondemand



Making Audio Description easier to use



More live Captioning



And more than a third of each primary audience would like Able's services available on ads - significantly more than the wider user base