

6 May, 2012

## HorizonPoll Casino Issues Survey

### Summary

71.5% of New Zealanders think media people who accept cash or other benefits from a non-media organisation are less credible when doing their news work.

66.6% of NewstalkZB listeners think this way.

The radio station's breakfast presenter, Mike Hosking, has reportedly stood earn up to \$48,000 this year in cash and perks from SkyCity casino, according to the [Herald on Sunday](#).

Television New Zealand, for which Mr Hosking stands in to present the Close Up current affairs programme, has [reportedly banned](#) him from conducting SkyCity –related interviews as a result of the Herald on Sunday report.

A survey of 2,326 New Zealanders nationwide from April 24-27, 2012, finds:

- **61.3%** of New Zealanders think members of the **media should not accept payments or other benefits** from non-media companies (**55.3% of NewstalkZB listeners**)
- **16.2% only approve** of accepting payments and benefits (18.4% NewstalkZB listeners)
- **9.9%** only think payments **should not be declared** to recipients' media employers, their audiences and the public
- **71.5%** think a media person accepting payments or benefits **is less credible when doing their news work** (66.5% NewstalkZB). **1%** only think they are **more credible** (0.3% NewstalkZB listeners)

The survey interviewed 2,326 adult New Zealanders (including 400 NewstalkZB listeners or online web service users). Weighted by age, gender, ethnicity, region, personal income and party vote 2011, h survey has a maximum margin of error +/- 2% on the national sample and +/- 4.9% on NewstalkZB sub sample.

## Survey results:

3 p.m. 24 April to 7.15 a.m. 27 April 2012

2,326 respondents (including 400 NewstalkZB listeners or online web service users).

Weighted by age, gender, ethnicity, region, personal income and party vote 2011.

Maximum margin of error +/- 2% on national sample, 4.9% on NewstalkZB listener sub sample.

Results for NewstalkZB respondents appear in the second graph for each question.

### Media payments

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Some media personalities and others have arrangements with SkyCity to work for its casino.

The Herald on Sunday has reported NewstalkZB and stand-in TVNZ Close Up current affairs presenter Mike Hosking stood to gain up to \$48,000 this year in cash and perks from SkyCity casino.

The newspaper says information it has projects a \$2000-per-month payment and up to 2000 "points", set aside for him to spend at the casino's hospitality facilities, could have been made for regular work he does for the casino.

The newspaper also reports that former RadioLive host Paul Henry was also to be paid \$2000 per month cash, potentially, and up to 3000 points. It says that deal would be worth almost as much as the average wage of \$54,000.

It was not clear whether they collected this year's projected payments.

The newspaper says some celebrities have been sponsored by the casino, some receiving a "chairman's card" allowing them free rooms, meals and drinks. Others got both.

### 1. Should members of the media accept payments or other benefits from non-media companies?

#### All respondents

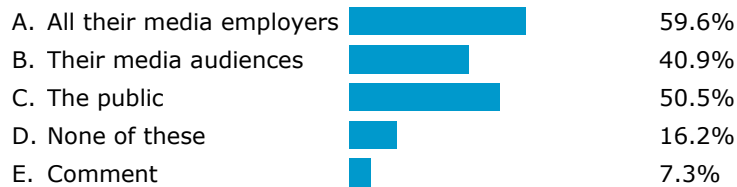
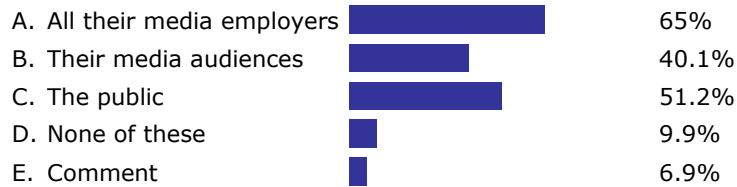
A. Yes		16.2%
B. No		61.3%
C. Not sure		22.5%

#### NewstalkZB respondents

A. Yes		18.4%
B. No		55.3%
C. Not sure		26.3%

**2. To which of the following should members of the media declare any payments they receive from non-media organisations?**

Please select those you think should apply



**3. Do you think a media person who accepts cash or other benefits from a non-media organisation is more or less credible when doing their news work?**



**4. Does accepting payments from other organisations make media presenters more or less credible, overall?**



Respondents are members of Horizon Research's HorizonPoll online panel, recruited to match the New Zealand adult (18+) population at the 2006 census.

A weighting system is used to ensure respondent samples represent the population surveyed.

Qualitative results are available through the Horizon Research online results system.

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