# ABLE RESEARCH INFOGRAPHIC ACCESSIBLE TEXT EXPLANATION

The 2014 Media Access Services Research measured the audience for Able’s Captioning and Audio Description services, and identified the motivations for and barriers to using those services.

[IMAGES: white captioning ear logo on green background; white AD logo on teal background; Colmar Brunton logo with text ‘A Millward Brown Company’ and small cartoon image of a man pointing to the sky.]

## 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’. Captioning users = 80. Audio description users = 20.

### Survey of Deaf/hard of hearing

* N=165 total sample
* Deaf Aotearoa enabled their member database to be surveyed.
* Colmar Brunton set up and hosted the survey, and provided 1300 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.

### 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.

## Total audience size

### Captioning

* 11% of total audience ever use captioning
* 45% of ‘ever use’ audience who use in a typical day
* 5% average daily reach (based on total population)

### Audio description

* 2% ever use audio description
* 40% of ‘ever use’ audience who use in a typical day
* 1% average daily reach (based on total population)

## Awareness and usage among primary audiences

### Captioning

* Captioning is very successful – close to universal awareness, 81% daily reach and seven in 10 use it every day. 93% awareness. 81% use it on a typical day.

### Audio description

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

## There are many reasons for using captioning beyond hearing impairment

* Hard of hearing/having trouble hearing what is said on TV = 31% gave as main reason; 43% listed in all reasons.
* Difficult to understand accents on some shows. 24% gave as main reason; 40% listed in all reasons.
* Watching TV on mute so you don’t disturb others in room. 12% gave as main reason. 32% listed in all reasons.
* Watching TV late at night. 6% gave as main reason. 16% listed in all reasons.
* Some other reason. 13% gave as main reason. 16% listed in all reasons.
* English is not first language. 7% gave as main reason. 9% listed in all reasons.
* Deaf. 4% gave as main reason. 6% listed in all reasons.

### Other reasons include:

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

Note: Audio description user sample size too small to report.

## Barriers to more people using Able’s services (among wider user base)

* They don’t know it’s available – 62%
* They don’t know how to set it up or use it – 54%
* They don’t know what channels and shows are available – 47%
* They need help to set it up – 38%
* The channels/shows they want aren’t available – 33%
* They don’t watch enough TV to worry about it – 17%
* Don’t want to use it – 15%
* Service doesn’t work well enough – 15%

### Main barriers

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

## Barriers to using captioning more (among Deaf/hard of hearing)

* Don’t need it – n=5
* Don’t watch TV enough to bother using services – n=4
* Simply turn the TV up loud – n=3
* Isn’t available on the shows you want – n=2
* Isn’t available on the channels you want – n=2

## Barriers to using audio description more (among Blind/vision impaired)

* Too difficult to set up – n=7
* Isn’t available on the channels you want – n=5
* Isn’t available on the shows you want – n=4
* Don’t watch TV – n=2

## How easy was it to learn to use

### Captioning

* Easy = 46%
* Neither easy nor hard = 26%
* Difficult = 17%
* Don’t know = 9%

### Audio description

* Easy = 40%
* Neither easy nor hard = 13%
* Difficult = 43%
* Don’t know 3%

### Summary

* Audio description is harder to set up and use.
* 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

* Have the service available on TVNZ/TV3 OnDemand (40% captioning users; 20% AD users)
* Make it easier to use (29% captioning users; 40% AD users)
* More channels with captioning (40% captioning users)
* More shows captioned (36% captioning users)
* More shows with live captioning (31%)
* More channels with audio description (30% AD users)
* More shows with audio description (20% AD users)
* Have the service on ads (9% captioning users; 10% AD users)

## Improvements to encourage greater use of captioning among Deaf/hard of hearing

* More shows captioned – 80%
* Available on TVNZ/TV3 OnDemand – 76%
* More channels with captioning – 75%
* More live captioning – 71%
* Make it easier to use – 33%
* Have the service available on ads – 35%

## Improvements to encourage greater use of audio description among Blind/vision impaired

* More shows with audio description – 89%
* More channels with audio description – 84%
* Available on TVNZ/TV3 OnDemand – 76%
* Make it easier to use – 70%
* Have the service available on ads – 38%

## 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.