

Polling - ABC

April 2018

The Australia Institute surveyed 1,557 Australians about trust in sources of news. Respondents were asked to rank their trust in different sources of news, from 5 for “do trust” to 1 for “do not trust”. Figure 1 shows averages and Figure 2 shows full results.

Figure 1 - Level of trust for the following - averages

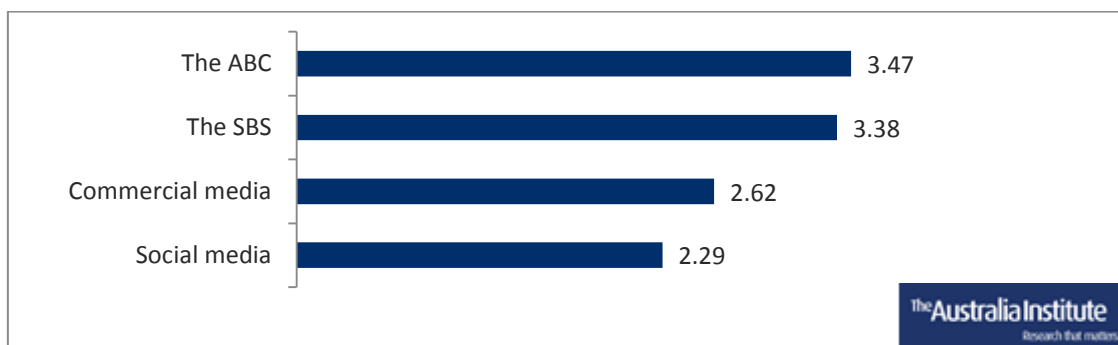
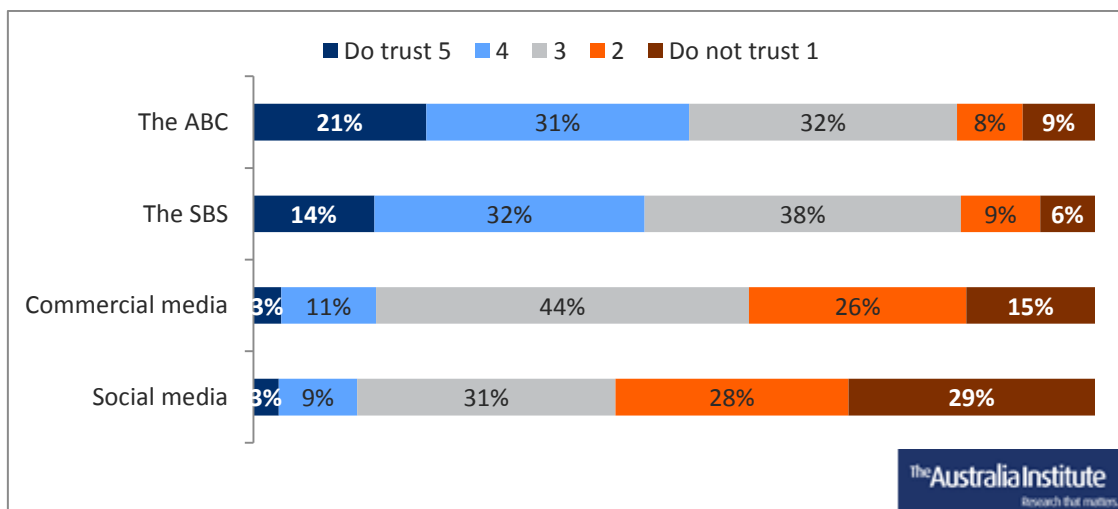


Figure 2 – Level of trust for the following – all ratings



ABC most trusted across all voting categories

Across all voting categories, ABC was more highly trusted by more voters than commercial media. Figure 3 shows averages while Figure 4 shows total results.

Figure 3 – Level of trust for the following – averages – by voting intention

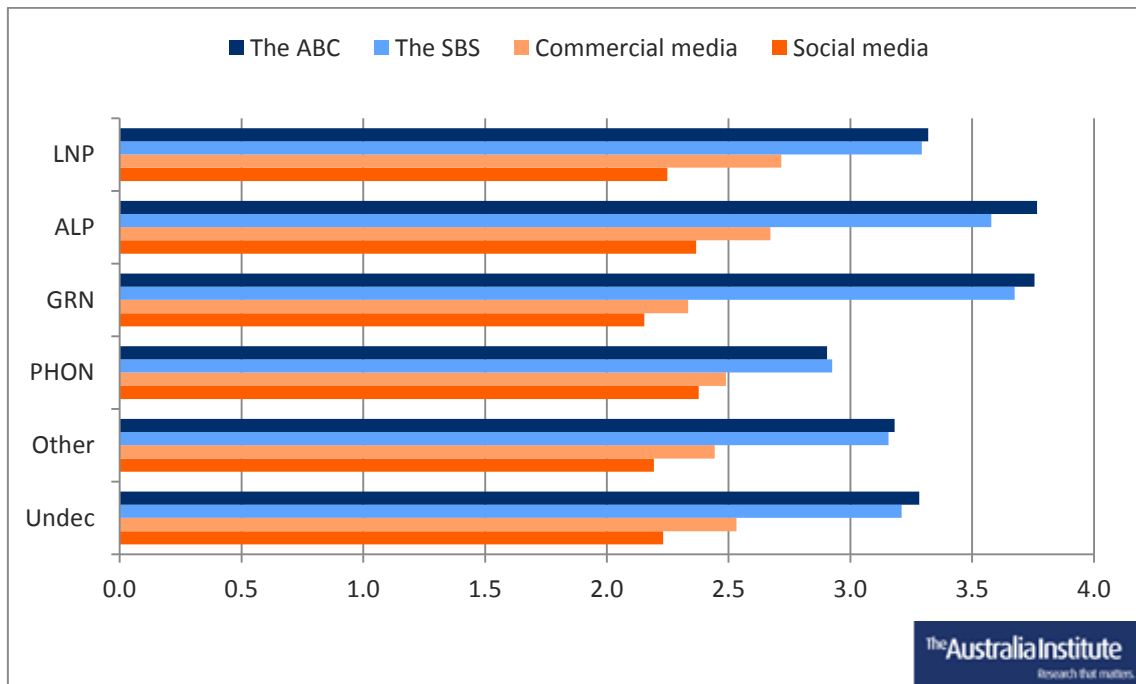
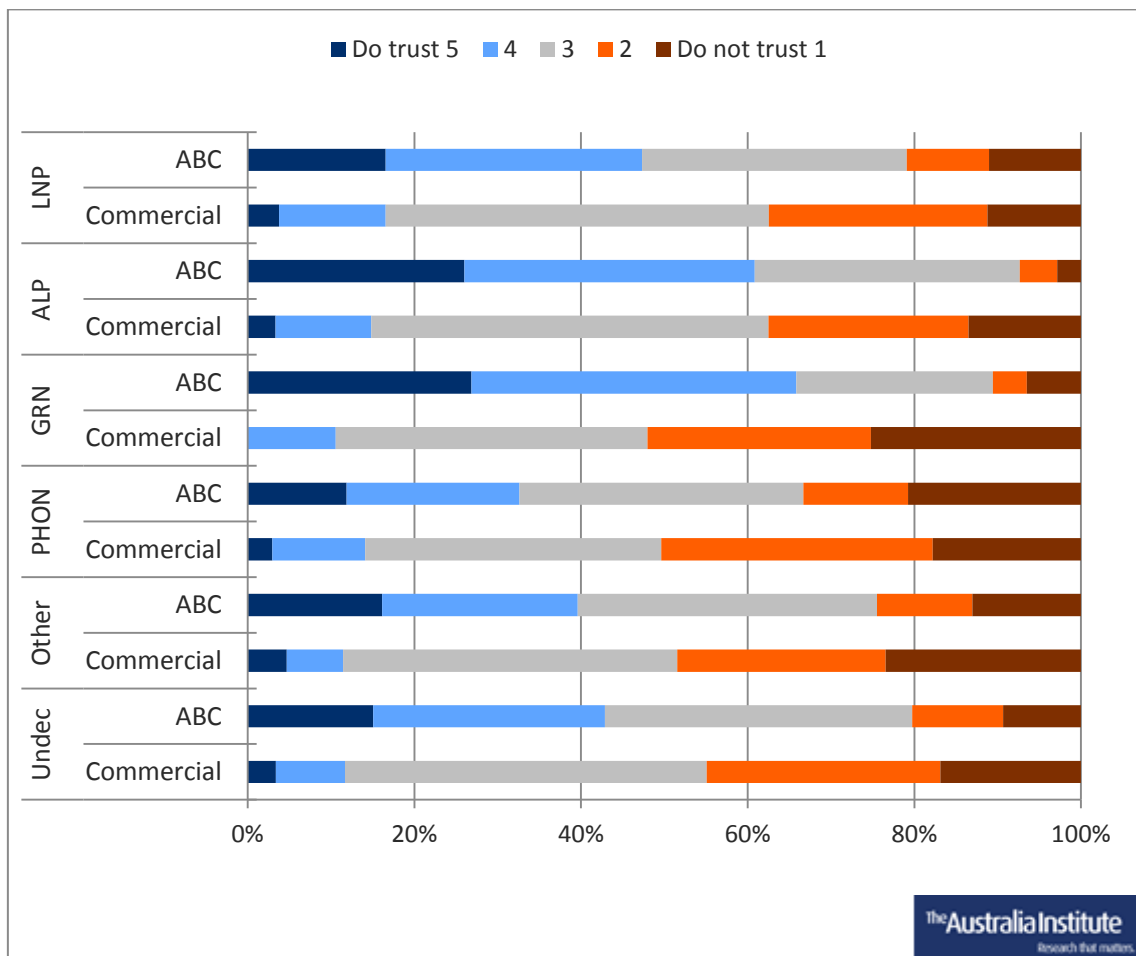


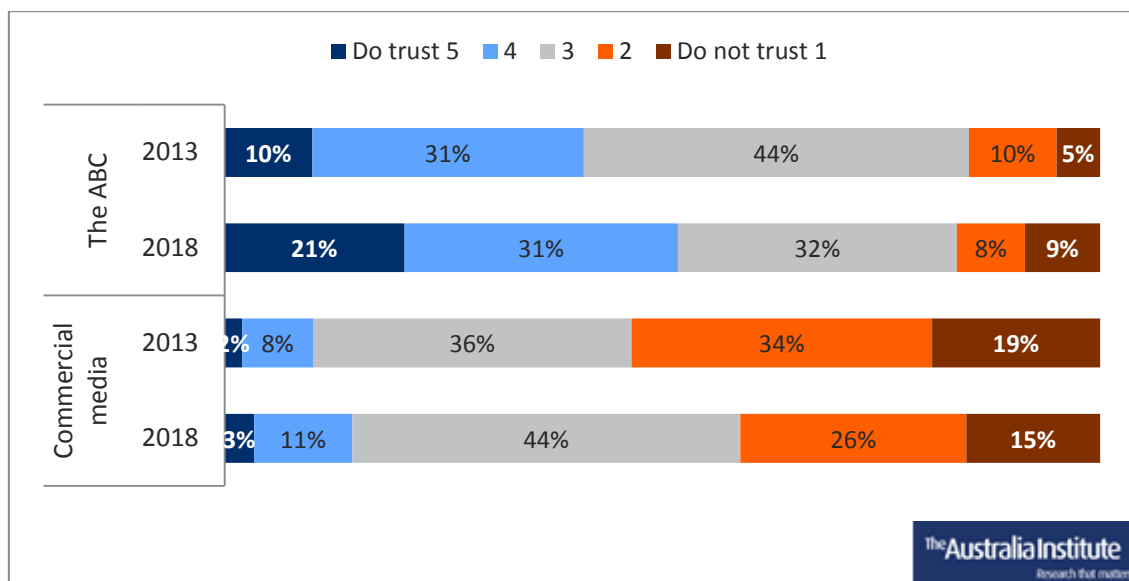
Figure 4 – Level of trust for the following – by voting intention



Changes since 2013

The Australia Institute asked the same question about the ABC and commercial media in a national poll five years ago in 2013.¹ Levels of trust had increased slightly for each, as shown in Figure 3. Specifically, there was stronger trust in the ABC but around the same amount of distrust. By comparison fewer people expressed distrust in commercial media but around the same number expressed trust.

Figure 5 – Level of trust for the following, 2013 vs 2018 – all ratings



Attitudes towards ABC

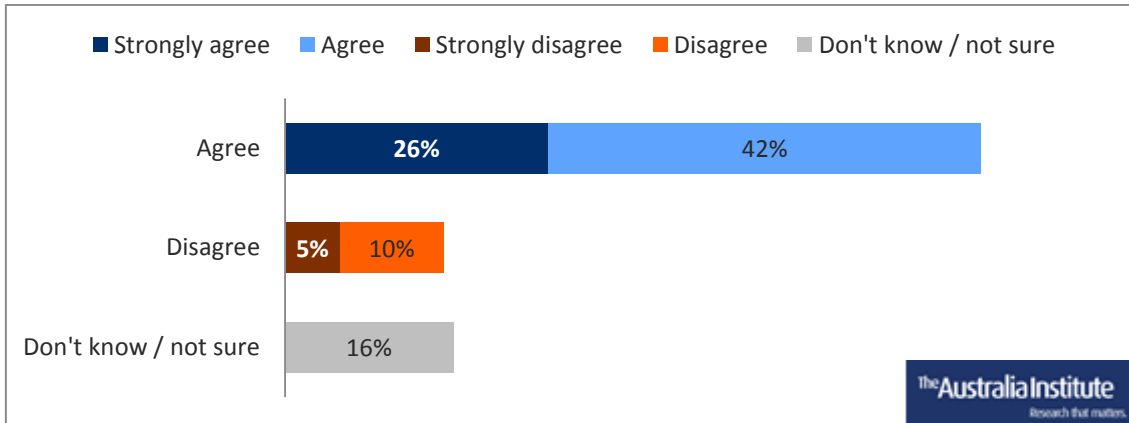
Respondents were then presented with a list of statements about the ABC, its role and policy around its funding and content. Previously released results show most voters oppose cuts to the ABC.²

Respondents were asked whether they agreed or disagreed with the statement that “in the age of social media and fake news, the ABC is even more important”.

¹ The Australia Institute (2013) *Survey results - Trust of ABC and commercial media*
<http://www.tai.org.au/sites/default/files/Survey%20section%20-%20Australians%20trust%20abc%20more%20than%20commercial%20media.pdf>

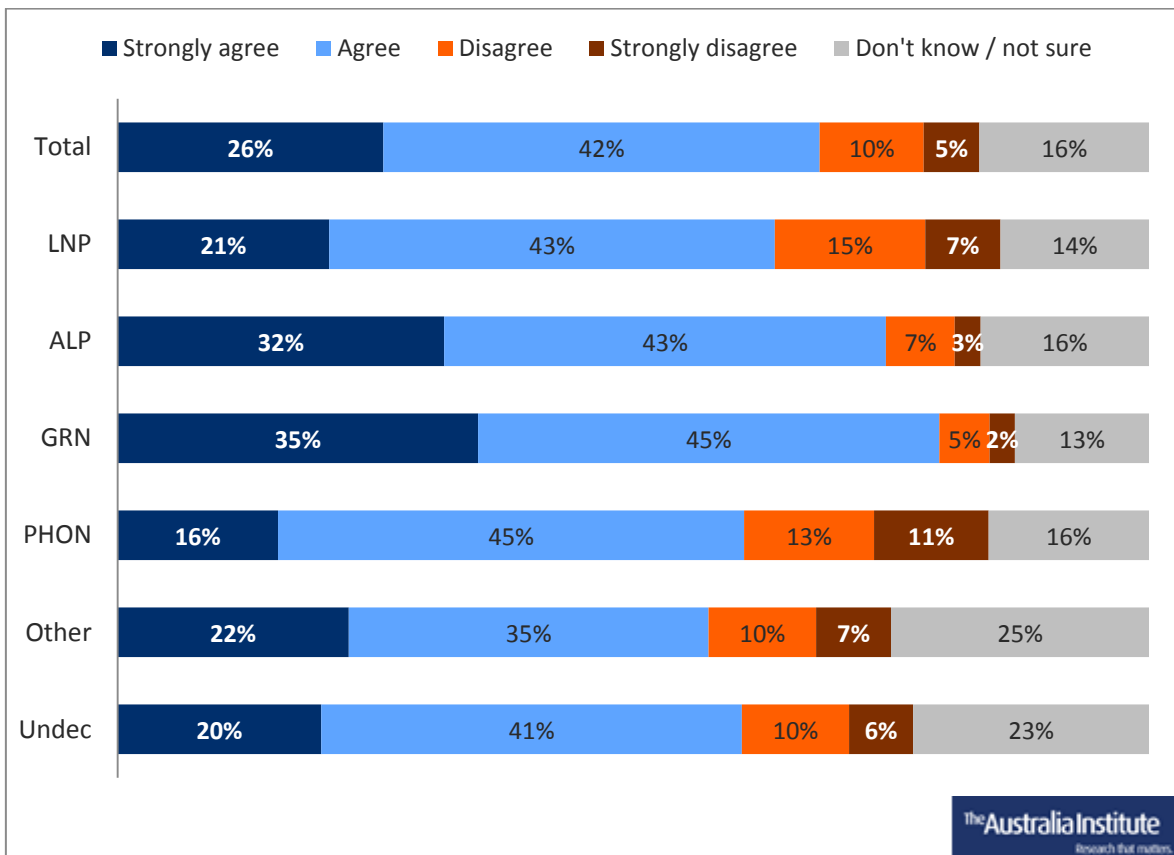
² The Australia Institute (2018) *Most voters oppose cuts to ABC funding: Poll*
<http://www.tai.org.au/content/most-voters-oppose-cuts-abc-funding-poll>

Figure 6 – “in the age of social media and fake news, the ABC is even more important”



- 68% agreed “in the age of social media and fake news, the ABC is even more important”.
 - 26% strongly agreed.
 - 15% disagreed, only 5% strongly.

Figure 7 – “in the age of social media and fake news, the ABC is even more important” – by voting intention



Method

The Australia Institute conducted a national survey of 1,557 people between 27 March and 7 April 2018 online through Research Now with nationally representative samples by gender, age and state and territory.

Results are shown only for larger states.

Voting crosstabs show voting intentions for the lower house. Those who were undecided were asked which way they were leaning; these leanings are included in voting intention crosstabs, but results are also shown separately for undecideds. "LNP" includes separate responses for Liberal and National. "Other" includes Nick Xenophon Team and Independent/Other.

Detailed results

Occasionally there are stories in the media about how much trust people have in different organisations. Can you please indicate your level of trust for the following:

	The ABC	Commercial media	The SBS	Social media
Do not trust 1	9%	15%	6%	29%
2	8%	26%	9%	28%
3	32%	44%	38%	31%
4	31%	11%	32%	9%
Do trust 5	21%	3%	14%	3%
Average	3.47	2.62	3.38	2.29

The ABC

	Total	Male	Female	NSW	Qld	VIC	WA
Do not trust 1	9%	11%	6%	10%	10%	10%	5%
2	8%	9%	7%	8%	8%	7%	10%
3	32%	28%	35%	29%	33%	31%	35%
4	31%	31%	31%	30%	33%	31%	29%
Do trust 5	21%	21%	20%	23%	16%	21%	21%
Average	3.47	3.42	3.53	3.50	3.37	3.46	3.50

	Total	LNP	ALP	GRN	PHON	Other	Undec
Do not trust 1	9%	11%	3%	7%	21%	13%	9%
2	8%	10%	5%	4%	13%	11%	11%
3	32%	32%	32%	24%	34%	36%	37%
4	31%	31%	35%	39%	21%	23%	28%
Do trust 5	21%	17%	26%	27%	12%	16%	15%
Average	3.47	3.32	3.77	3.76	2.90	3.18	3.28

Commercial media

	Total	Male	Female	NSW	Qld	VIC	WA
Do not trust 1	15%	16%	15%	15%	20%	14%	11%
2	26%	25%	27%	23%	30%	27%	25%
3	44%	43%	45%	46%	40%	43%	46%
4	11%	13%	10%	12%	8%	14%	13%
Do trust 5	3%	3%	3%	4%	2%	3%	3%
<i>Average</i>	<i>2.62</i>	<i>2.63</i>	<i>2.60</i>	<i>2.66</i>	<i>2.41</i>	<i>2.66</i>	<i>2.71</i>

	Total	LNP	ALP	GRN	PHON	Other	Undec
Do not trust 1	15%	11%	14%	25%	18%	23%	17%
2	26%	26%	24%	27%	33%	25%	28%
3	44%	46%	48%	37%	36%	40%	43%
4	11%	13%	12%	11%	11%	7%	8%
Do trust 5	3%	4%	3%	0%	3%	5%	3%
<i>Average</i>	<i>2.62</i>	<i>2.72</i>	<i>2.67</i>	<i>2.33</i>	<i>2.49</i>	<i>2.44</i>	<i>2.53</i>

The SBS

	Total	Male	Female	NSW	Qld	VIC	WA
Do not trust 1	6%	8%	5%	7%	8%	7%	3%
2	9%	8%	11%	9%	11%	8%	14%
3	38%	36%	39%	35%	39%	38%	38%
4	32%	32%	32%	33%	29%	34%	32%
Do trust 5	14%	15%	14%	16%	11%	13%	14%
<i>Average</i>	<i>3.38</i>	<i>3.38</i>	<i>3.39</i>	<i>3.44</i>	<i>3.24</i>	<i>3.38</i>	<i>3.41</i>

	Total	LNP	ALP	GRN	PHON	Other	Undec
Do not trust 1	6%	7%	3%	6%	13%	11%	8%
2	9%	11%	6%	7%	19%	11%	12%
3	38%	39%	38%	24%	37%	40%	41%
4	32%	32%	35%	41%	24%	26%	29%
Do trust 5	14%	11%	18%	22%	7%	12%	10%
<i>Average</i>	<i>3.38</i>	<i>3.29</i>	<i>3.58</i>	<i>3.67</i>	<i>2.93</i>	<i>3.16</i>	<i>3.21</i>

Social media

	Total	Male	Female	NSW	Qld	VIC	WA
Do not trust 1	29%	32%	27%	29%	33%	30%	25%
2	28%	27%	28%	24%	32%	27%	29%
3	31%	28%	33%	31%	25%	31%	34%
4	9%	10%	9%	11%	9%	10%	6%
Do trust 5	3%	4%	2%	4%	2%	2%	5%
<i>Average</i>	<i>2.29</i>	<i>2.27</i>	<i>2.31</i>	<i>2.36</i>	<i>2.14</i>	<i>2.29</i>	<i>2.36</i>

	Total	LNP	ALP	GRN	PHON	Other	Undec
Do not trust 1	29%	31%	27%	36%	24%	34%	31%
2	28%	28%	28%	27%	31%	24%	28%
3	31%	30%	32%	26%	30%	34%	32%
4	9%	8%	11%	9%	10%	6%	7%
Do trust 5	3%	3%	3%	2%	4%	3%	3%
<i>Average</i>	<i>2.29</i>	<i>2.25</i>	<i>2.37</i>	<i>2.15</i>	<i>2.38</i>	<i>2.19</i>	<i>2.23</i>

To what extent do you agree or disagree with the following statements?

In the age of social media and fake news, the ABC is even more important

	Total	Male	Female	NSW	VIC	Qld	WA
Strongly agree	26%	27%	25%	27%	26%	26%	20%
Agree	42%	39%	45%	39%	41%	46%	50%
Disagree	10%	12%	8%	10%	11%	10%	11%
Strongly disagree	5%	7%	4%	6%	7%	5%	3%
Don't know / not sure	16%	14%	19%	18%	15%	14%	17%

	Total	LNP	ALP	GRN	PHON	Other	Undec
Strongly agree	26%	21%	32%	35%	16%	22%	20%
Agree	42%	43%	43%	45%	45%	35%	41%
Disagree	10%	15%	7%	5%	13%	10%	10%
Strongly disagree	5%	7%	3%	2%	11%	7%	6%
Don't know / not sure	16%	14%	16%	13%	16%	25%	23%