

Survey results

EMBARGOED UNTIL 00:01 MONDAY 15 JULY 2013

Trust of ABC and commercial media

Fieldwork dates: April 2013

The Australia Institute conducted an online survey in April 2013. Respondents were sourced from a reputable independent online who earn reward points to participate. Results were post weighted (n = 1,407) by age and gender based on the profile of the adult Australian population. Small variations in sample size can occur from rounding errors as a result of the weighting process.

Survey question

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 organisations:

- The ABC

Results tables

	Gender		Age					All	
	Male	Female	17-24	25-34	35-44	45-54	55-64		65+
1 Do not trust	5%	4%	5%	3%	4%	2%	9%	7%	5%
2	10%	11%	10%	10%	10%	11%	12%	11%	10%
3	37%	44%	44%	46%	38%	43%	37%	35%	44%
4	35%	32%	31%	28%	38%	35%	30%	35%	31%
5 Do trust	13%	9%	10%	13%	10%	9%	13%	12%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	693	714	198	258	251	241	204	253	1407

Survey results

	Party voted for in the last federal election									All
	Liberal	Labor	National	Greens	Democrat	One Nation	Independent	Did not vote	Not sure/rather not say	
1 Do not trust	6%	2%	12%	2%	14%	0%	5%	4%	7%	5%
2	10%	8%	14%	2%	14%	30%	9%	12%	16%	10%
3	40%	38%	35%	25%	14%	40%	34%	46%	48%	40%
4	35%	37%	26%	56%	43%	30%	34%	33%	21%	34%
5 Do trust	10%	14%	14%	15%	14%	0%	18%	5%	9%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	336	372	43	55	7	10	65	94	223	1205

Note: This sample is smaller as persons aged under 25 years were not asked how they voted at the last election.

Survey results

	Annual household income								All
	\$20,000 or less	\$20,000 - \$40,000	\$40,001 - \$60,000	\$60,001 - \$80,000	\$80,001 - \$100,000	\$100,001 - \$150,000	More than \$150,000	Not sure/rather not say	
1 Do not trust	9%	5%	5%	5%	4%	1%	4%	5%	5%
2	13%	9%	9%	8%	8%	14%	6%	15%	10%
3	40%	35%	44%	39%	38%	39%	41%	49%	40%
4	29%	36%	30%	36%	40%	38%	33%	23%	33%
5 Do trust	10%	15%	12%	12%	10%	8%	16%	9%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	167	263	218	172	159	173	69	185	1406

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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 organisations:

- commercial media

Results tables

	Gender		Age						All
	Male	Female	17-24	25-34	35-44	45-54	55-64	65+	
1 Do not trust	20%	19%	21%	16%	18%	19%	24%	20%	19%
2	34%	34%	28%	33%	34%	38%	29%	39%	34%
3	35%	38%	37%	38%	37%	35%	40%	32%	36%
4	9%	7%	11%	9%	9%	5%	7%	8%	8%
5 Do trust	2%	2%	3%	5%	2%	2%	0%	1%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	693	713	198	258	250	243	205	253	1406

Survey results

	Party voted for in the last federal election									All
	Liberal	Labor	National	Greens	Democrat	One Nation	Independent	Did not vote	Not sure/rather not say	
1 Do not trust	15%	20%	14%	38%	29%	0%	29%	18%	20%	19%
2	36%	35%	39%	36%	14%	50%	28%	46%	28%	35%
3	36%	37%	27%	23%	29%	50%	34%	29%	43%	36%
4	10%	6%	16%	2%	14%	0%	5%	6%	8%	8%
5 Do trust	2%	2%	5%	2%	14%	0%	5%	1%	1%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	336	371	44	56	7	10	65	96	223	1208

Note: This sample is smaller as persons aged under 25 years were not asked how they voted at the last election.

Survey results

	Annual household income								All
	\$20,000 or less	\$20,000 - \$40,000	\$40,001 - \$60,000	\$60,001 - \$80,000	\$80,001 - \$100,000	\$100,001 - \$150,000	More than \$150,000	Not sure/rather not say	
1 Do not trust	21%	19%	21%	17%	18%	21%	14%	21%	19%
2	34%	32%	30%	36%	39%	36%	42%	30%	34%
3	32%	38%	37%	37%	35%	36%	33%	39%	36%
4	11%	9%	8%	7%	8%	5%	6%	9%	8%
5 Do trust	2%	2%	4%	3%	1%	2%	4%	1%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	167	263	218	172	158	172	69	185	1404

Survey results

Survey question

Has your trust of these organisations changed in the past five years?

- The ABC

Results tables

	Gender		Age						All
	Male	Female	17-24	25-34	35-44	45-54	55-64	65+	
Yes	14%	10%	11%	16%	10%	10%	12%	12%	12%
No	77%	79%	68%	70%	82%	82%	81%	84%	78%
Don't know	9%	12%	21%	14%	8%	9%	7%	4%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	694	713	199	259	251	242	205	252	1407

Survey results

	Party voted for in the last federal election									All
	Liberal	Labor	National	Greens	Democrat	One Nation	Independent	Did not vote	Not sure/rather not say	
Yes	13%	9%	23%	13%	29%	20%	18%	11%	9%	12%
No	82%	83%	75%	86%	57%	80%	78%	77%	73%	80%
Don't know	5%	8%	2%	2%	14%	0%	3%	13%	18%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	336	372	44	56	7	10	65	95	222	1207

Note: This sample is smaller as persons aged under 25 years were not asked how they voted at the last election.

	Annual household income								All
	\$20,000 or less	\$20,000 - \$40,000	\$40,001 - \$60,000	\$60,001 - \$80,000	\$80,001 - \$100,000	\$100,001 - \$150,000	More than \$150,000	Not sure/rather not say	
Yes	16%	14%	12%	11%	9%	7%	16%	10%	12%
No	74%	78%	82%	77%	84%	82%	81%	70%	78%
Don't know	10%	8%	6%	12%	8%	10%	3%	21%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	168	263	217	171	158	174	69	185	1405

Survey results

Survey question

Has your trust of these organisations changed in the past five years?

- commercial media

Results tables

	Gender		Age						All
	Male	Female	17-24	25-34	35-44	45-54	55-64	65+	
Yes	24%	24%	26%	25%	22%	24%	24%	24%	24%
No	70%	68%	61%	64%	73%	71%	71%	72%	69%
Don't know	6%	9%	14%	12%	6%	5%	5%	5%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	693	713	198	258	251	242	205	253	1406

Survey results

	Party voted for in the last federal election									All
	Liberal	Labor	National	Greens	Democrat	One Nation	Independent	Did not vote	Not sure/rather not say	
Yes	24%	26%	23%	18%	50%	36%	36%	22%	16%	24%
No	72%	70%	75%	80%	50%	64%	59%	68%	68%	70%
Don't know	4%	5%	2%	2%	0%	0%	5%	9%	16%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	337	371	44	56	8	11	66	95	223	1211

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	Annual household income								All
	\$20,000 or less	\$20,000 - \$40,000	\$40,001 - \$60,000	\$60,001 - \$80,000	\$80,001 - \$100,000	\$100,001 - \$150,000	More than \$150,000	Not sure/rather not say	
Yes	29%	22%	22%	20%	30%	23%	26%	21%	24%
No	63%	70%	74%	72%	66%	71%	70%	64%	69%
Don't know	7%	8%	4%	8%	4%	6%	4%	15%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	167	263	218	172	159	173	69	185	1406