

# Polling - Attitudes towards the ABC

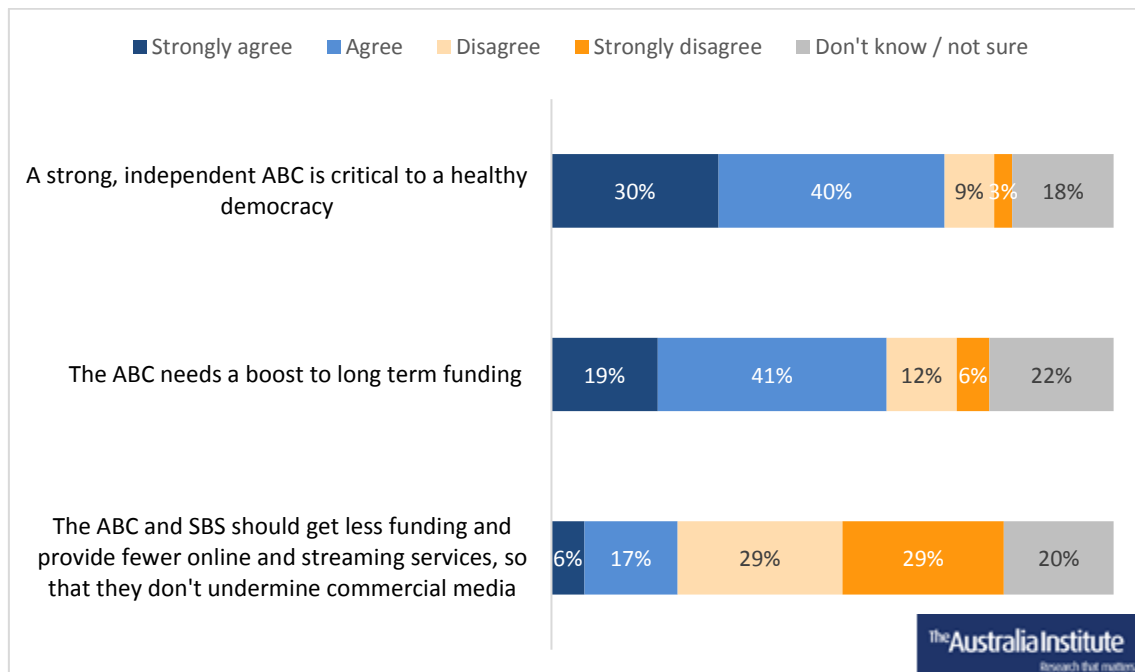
*May 2018*

The Australia Institute surveyed 1,557 Australians about attitudes towards the ABC.

## Attitudes towards ABC

Respondents were then presented with a series of statements about the ABC, its role and policy around its funding and content. Results are shown below in Figure 1. The statements were presented to respondents in randomised order, but are here sorted by level of total agreement.

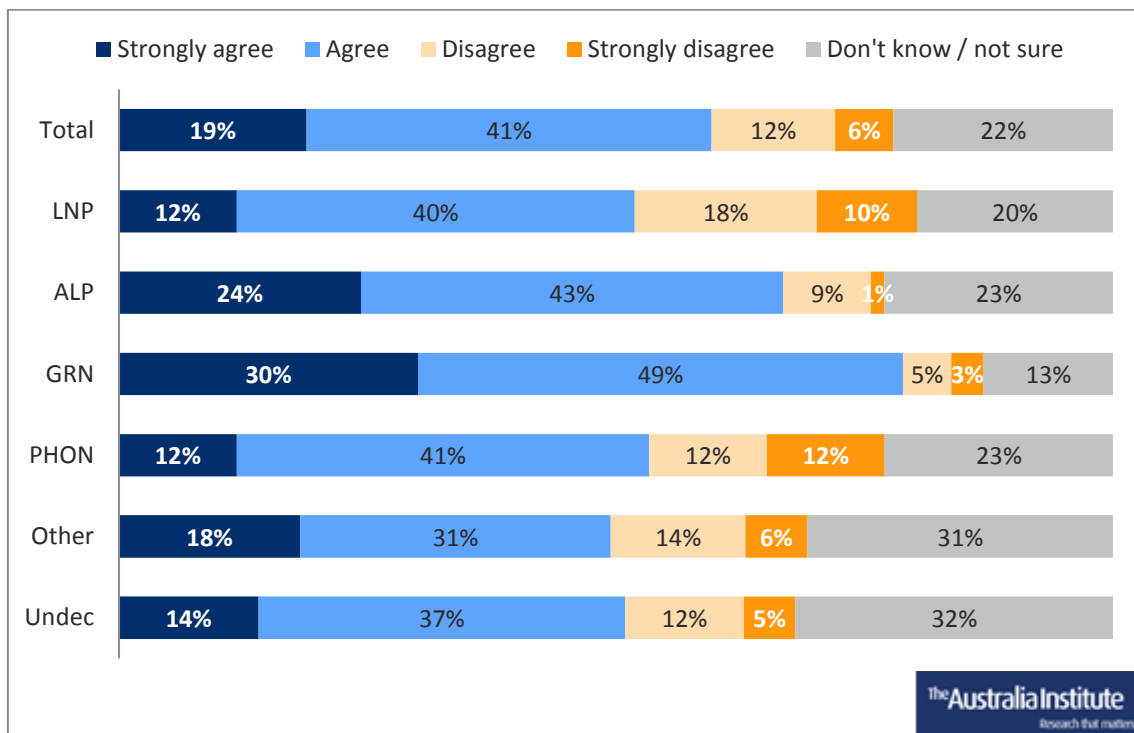
**Figure 1 – Attitudes towards the ABC**



- 70% agreed a “strong, independent ABC is critical to a healthy democracy”.
- 60% agreed the ABC needs a “boost to long term funding”.
  - 18% disagreed and 22% were not sure.
  - As show in Figure 2, a majority of voters for all parties agreed with a boost to long term funding.

- 58% disagreed “The ABC and SBS should get less funding and provide fewer online and streaming services, so that they don't undermine commercial media”
  - 22% agreed
  - A majority of all voters for all parties disagreed with cuts to ABC and SBS funding and services, including more than half (56%) of One Nation voters
  - Those from QLD were most likely to strongly disagree (31%) (Strongly disagree NSW 28%, VIC 28%, WA 24%).

**Figure 2 – The ABC needs a boost to long term funding – 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

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

*(Options presented in randomised order)*

	Total agree	Total disagree	Strongly agree	Agree	Disagree	Strongly disagree	Don't know / not sure
The ABC and SBS should get less funding and provide fewer online and streaming services, so that they don't undermine commercial media	<b>22%</b>	<b>58%</b>	6%	17%	29%	29%	20%
The ABC needs a boost to long term funding	<b>60%</b>	<b>18%</b>	19%	41%	12%	6%	22%
A strong, independent ABC is critical to a healthy democracy	<b>70%</b>	<b>12%</b>	30%	40%	9%	3%	18%

*The ABC and SBS should get less funding and provide fewer online and streaming services, so that they don't undermine commercial media*

	Total	Male	Female	NSW	VIC	QLD	WA
Strongly agree	<b>6%</b>	8%	3%	7%	6%	7%	2%
Agree	<b>17%</b>	19%	14%	17%	17%	17%	14%
Disagree	<b>29%</b>	27%	31%	26%	31%	29%	34%
Strongly disagree	<b>29%</b>	30%	28%	28%	28%	31%	24%
Don't know / not sure	<b>20%</b>	15%	24%	22%	17%	17%	25%

	Total	LNP	ALP	GRN	PHON	Other	Undec
Strongly agree	<b>6%</b>	8%	4%	6%	7%	5%	4%
Agree	<b>17%</b>	21%	16%	11%	12%	13%	11%
Disagree	<b>29%</b>	31%	28%	30%	32%	26%	30%
Strongly disagree	<b>29%</b>	22%	33%	39%	24%	30%	25%
Don't know / not sure	<b>20%</b>	17%	19%	15%	25%	27%	29%

*The ABC needs a boost to long term funding*

	Total	Male	Female	NSW	VIC	QLD	WA
Strongly agree	<b>19%</b>	20%	18%	18%	20%	19%	17%
Agree	<b>41%</b>	39%	43%	39%	39%	43%	42%
Disagree	<b>12%</b>	16%	9%	13%	14%	10%	14%
Strongly disagree	<b>6%</b>	8%	4%	6%	7%	6%	3%
Don't know / not sure	<b>22%</b>	18%	26%	24%	19%	23%	24%

	Total	LNP	ALP	GRN	PHON	Other	Undec
Strongly agree	<b>19%</b>	12%	24%	30%	12%	18%	14%
Agree	<b>41%</b>	40%	43%	49%	41%	31%	37%
Disagree	<b>12%</b>	18%	9%	5%	12%	14%	12%
Strongly disagree	<b>6%</b>	10%	1%	3%	12%	6%	5%
Don't know / not sure	<b>22%</b>	20%	23%	13%	23%	31%	32%

***A strong, independent ABC is critical to a healthy democracy***

	Total	Male	Female	NSW	VIC	QLD	WA
Strongly agree	<b>30%</b>	33%	27%	31%	30%	31%	24%
Agree	<b>40%</b>	39%	42%	37%	42%	40%	45%
Disagree	<b>9%</b>	10%	8%	10%	8%	8%	8%
Strongly disagree	<b>3%</b>	5%	2%	3%	3%	4%	3%
Don't know / not sure	<b>18%</b>	14%	22%	19%	16%	17%	20%

	Total	LNP	ALP	GRN	PHON	Other	Undec
Strongly agree	<b>30%</b>	26%	33%	44%	18%	28%	24%
Agree	<b>40%</b>	44%	39%	39%	44%	33%	38%
Disagree	<b>9%</b>	11%	8%	2%	8%	12%	9%
Strongly disagree	<b>3%</b>	4%	2%	1%	7%	4%	3%
Don't know / not sure	<b>18%</b>	15%	19%	15%	22%	23%	25%