

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Additional Estimates Hearings February 2015
Communications Portfolio
Australian Broadcasting Corporation

Question No: 40

Program No. Australian Broadcasting Corporation

Hansard Ref: 24/02/2015; Page 91

Topic: Differences in perceptions of the ABC among country and regional Australians

Senator CANAVAN asked:

Senator CANAVAN: I have noticed in other estimates and inquiries, Mr Scott, that you have often brought evidence about people's perceptions about the ABC. Do you have research on how those perceptions are different in regional areas relative to capital cities?

Mr Scott: That is a good question. Let me take that on notice and come back to you.

Answer:

One of the key ways the ABC measures public perceptions is through the annual *Newspoll* ABC Appreciation survey. The results from this survey are reported at a national level, a five city aggregate level and all other areas – typically described as regional areas.

A copy of the survey results is on the ABC website:

<http://about.abc.net.au/reports-publications/appreciation-survey-summary-report-2014/>

There are two main areas where the differences in perceptions among capital city dwellers and those in regional areas are most apparent. These relate to perceptions about the overall value of the ABC and perceptions about ABC Radio.

In the most recent survey (June 2014) 86 per cent of those living in regional Australia were of the belief that the ABC provides a valuable service to the community. In the cities the proportion of Australians who had that view was slightly lower at 83 per cent.

In terms of the quality of ABC Radio 65 per cent of those living in regional Australia believe it to be good, while 59 per cent of those living in the cities were of that same view. In terms of the amount of programming audiences like to listen to on ABC Radio, 58 per cent of those in regional areas said the ABC did a 'good job', while in the city only half (51 per cent) held that view.