

Trusted, Valued, Underfunded.

**What Australians *really* say
about the ABC.**



**Australians overwhelmingly
support the ABC – that’s what they
told the independent research group,
Roy Morgan.**

Roy Morgan 'Community Attitudes' survey, for Friends of the ABC, April 2020.



77%

**Rely on the ABC for accurate
information – only 12% don't.**



71%

Value the ABC for its independence – only 13% don't.

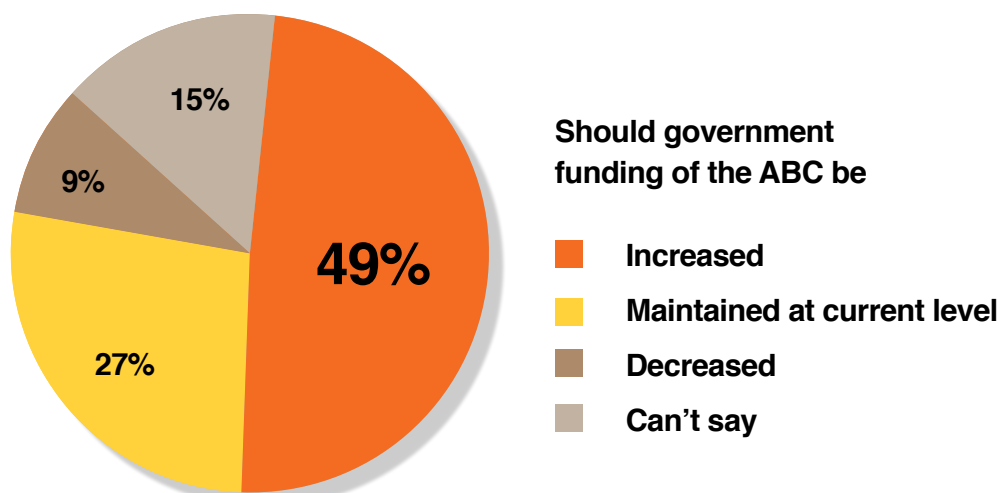


76%

Oppose any further ABC budget cuts.



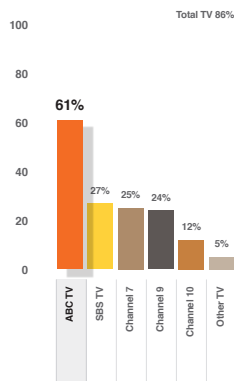
Only 9% support further ABC funding cuts.



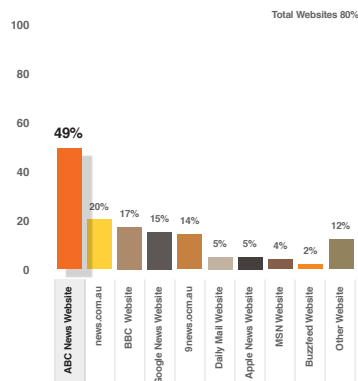
ABC number 1 for crisis information.

Media Australians turn to during a crisis.

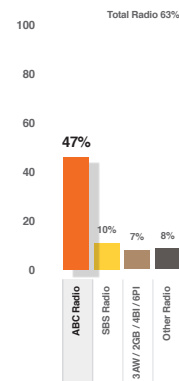
TV



Websites



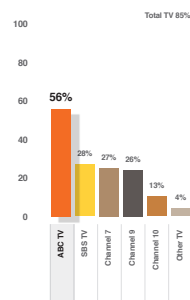
Radio



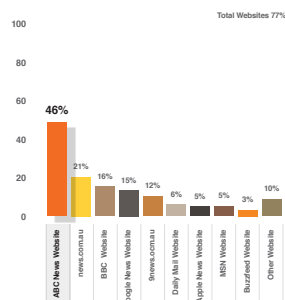
ABC number 1 for news.

Media Australians turn to for news and current affairs.

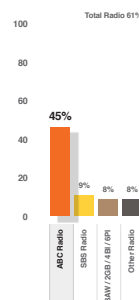
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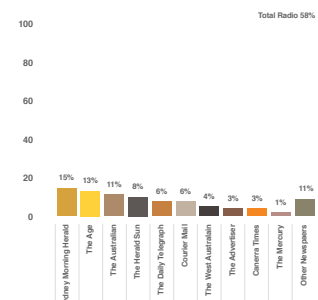
Websites



Radio



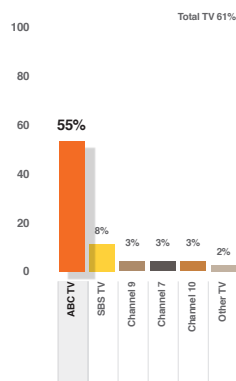
Newspapers



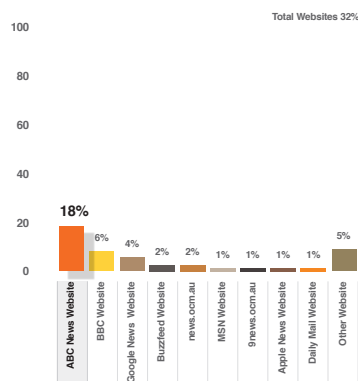
ABC number 1 for kids' education.

Media Australians turn to for educational childrens' programs.

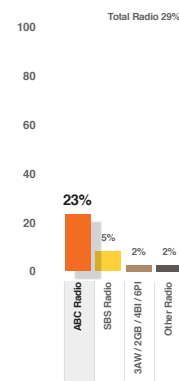
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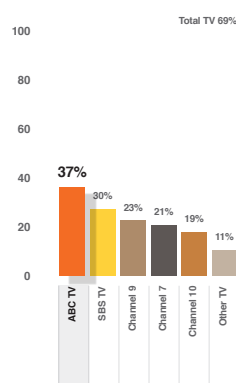
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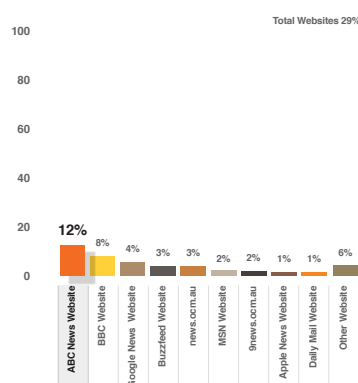
ABC number 1 for drama.

Media Australians turn to for quality drama programs.

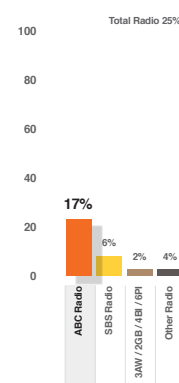
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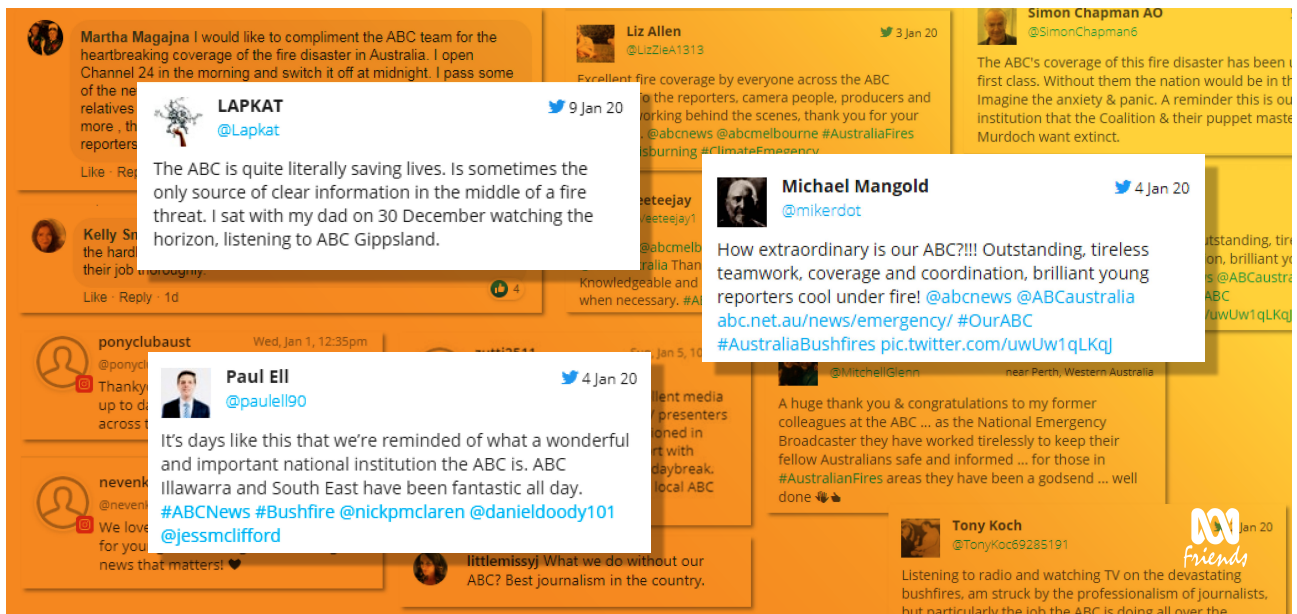
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So, what do Australians really say about the ABC?



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What ordinary Australians told Roy Morgan about the ABC.

‘Vital to all our lives. Especially for rural services like weather and bushfire alerts.’



What ordinary Australians told Roy Morgan about the ABC.

‘Priceless. But worth heaps more than the slashed funding currently on offer.’



To sum up:

- **The ABC is *greatly valued* by Australians.**
- **People turn to the ABC for the information they need and the services they want.**



To sum up:

- **Community support *is very high*, despite constant attack from critics with ideological and commercial axes to grind.**



To sum up:

- **Australians – 76% of them – *oppose further budget cuts* to the ABC.**
- **49% want the ABC budget *increased*.**



This presentation highlights the key results coming out of a Roy Morgan Survey commissioned by ABC Friends in April 2020.