

# **ABC Submission to Joint Standing Committee on Electoral Matters: Inquiry into the 2022 Federal Election**

**October 2022**

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## Introduction

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The ABC welcomes the opportunity to provide input into the inquiry into the Joint Standing Committee on Electoral Matters Inquiry into the 2022 Federal Election. As Australia's national public broadcaster and most trusted source of news and information,<sup>1</sup> the ABC has a strong interest in ensuring that Australians have free access to accurate and essential information. Underpinning this is the ABC's independence and its commitment to the highest standards of journalism, a vital capability that has increased in value with the rise of misinformation and disinformation.

## Executive Summary

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The ABC's purpose is to deliver valued services that reflect and contribute to Australian society, culture and identity. To help all Australians understand and engage with the world around them, the ABC is committed to providing accurate and impartial news and information. In fulfilling its purpose under the ABC Charter, the ABC strives to reflect Australia's unique cultural and geographic diversity, acting as a vital unifying force in national life and building a more inclusive, informed and cohesive Australia.

The ABC is a vital source of reliable and trusted news during federal elections. During the six-week federal campaign across April and May 2022, teams from across all content areas combined to deliver daily news and analysis, with a strong focus on live and on demand content across all platforms.

More than 70% of Australian adults aged 18-75 years engaged with the ABC's coverage of the 2022 Federal Election. This equates to a total unduplicated audience of more than 13.3 million. ABC News was the top digital news brand over the election weekend and the television coverage across main channel and the ABC NEWS channel was the most watched, reaching 5.2 million Australians.<sup>2</sup>

As part of its coverage during each federal election, the ABC invites leaders of the main political parties to take part in a pre-election debate. 2022 was no exception. However, the debates agreed to between the major parties were hosted by pay-TV network Sky News Australia, and commercial media organisations the Nine Network and the Seven Network.

Despite the ABC attracting a large national audience across all platforms with Australia's largest broadcast footprint (99.61% for terrestrial radio and 98.6% for ABC TV terrestrial coverage), with market research showing the ABC as the most trusted media brand in Australia,<sup>3</sup> as well as its statutory obligations to cover Parliament, no debate was hosted by the ABC.

The ABC acknowledges the importance of leaders' debates in the democratic process and submits that such debates should be made readily available to all voters. The ABC notes that the Australian public invests in the ABC to have free access to an election coverage that adheres to the highest journalistic standards, is accurate and impartial, and offers a variety of perspectives. The fact that the ABC was the number one channel in primetime on election night, the number one digital publisher over the election weekend and posted record audiences on ABC iView and across social media platforms, demonstrates broad community support for the ABC and its election coverage.

Pursuant to the ABC's statutory responsibilities regarding impartiality of reporting, the ABC commissioned an external report which was undertaken by Heather Ridout and veteran journalist, Laurie Oakes. This review found the

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<sup>1</sup> Reuters Institute for the Study of Journalism (June 2022), [Reuters Institute Digital News Report 2022](#); Roy Morgan (July 2019), [ABC still most trusted | Facebook improves - Roy Morgan Research](#).

<sup>2</sup> ABC (24 May 2022), <https://about.abc.net.au/media-room/abc-is-australias-no-1-source-of-election-coverage/>.

<sup>3</sup> Reuters Institute for the Study of Journalism (June 2022), [Reuters Institute Digital News Report 2022](#); Roy Morgan (July 2019), [ABC still most trusted | Facebook improves - Roy Morgan Research](#).

ABC “acquitted itself well in the news and current affairs reporting and analysis, with no serious questions (raised) about the accuracy of its reporting”.<sup>4</sup> A copy of the report is attached to this submission.<sup>5</sup>

The ABC would welcome the creation of an independent Australian Debates Commission to determine televised debates for future election campaigns. Such a Commission would oversee leaders debates that are independent of both political and commercial interests. At least one of these debates in each election should be hosted by the ABC.

## Comments on specific matters raised in the Terms of Reference

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More than 70% of Australian adults aged 18-75 years engaged with the ABC’s coverage of the 2022 Federal Election. This equates to a total unduplicated audience of more than 13.3 million. ABC research found that the ABC’s election coverage was the most used, most informative, best for coverage of local electorates and most trusted among all media providers.<sup>6</sup> A copy of the ABC’s research report is attached to this submission.<sup>7</sup>

For the purposes of this submission, the ABC will be addressing the below Term of Reference:

**(f) encouraging increased electoral participation and supporting enfranchisement generally, and specifically in relation to:**

- i. **accessibility of enrolment and voting for persons with a disability;**
- ii. **voting rights of Australians abroad;**
- iii. **Australian permanent residents and new Australian citizens; and**
- iv. **New Zealand citizens residing in Australia**

### **ABC Charter**

The purpose of the ABC is to deliver valued services that reflect and contribute to Australian society, culture and identity. The ABC’s Charter specifically requires the ABC to inform, educate, and entertain. To help all Australians understand and engage with the world around them, the ABC is committed to providing accurate and impartial news and information.

### **ABC presence**

The ABC maintains a presence across 66 capital-city and regional locations in Australia and has 12 international bureaux around the world. The ABC has a proud history of covering regional and rural Australia operating from 58 locations across Australia with more than 600 content makers creating content for television, radio, digital and social audiences. Recently, the ABC has expanded its regional and rural presence hiring 60 regional journalists across the nation, following agreements it struck with Google and Facebook pursuant to the Federal Government’s News Media Bargaining Code.

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<sup>4</sup> Ridout H and Oakes L (July 2022), [ABC Editorial Review 28: Coverage of the Debate Over Economic Management in the 2022 Federal Election](#).

<sup>5</sup> See Appendices 1.

<sup>6</sup> ABC (24 May 2022), <https://about.abc.net.au/media-room/abc-is-australias-no-1-source-of-election-coverage/>.

<sup>7</sup> See Appendices 2.

### **Parliamentary broadcasts**

Under the *Parliamentary Proceedings Broadcasting Act 1946*, the ABC is required to broadcast the proceedings of the House of Representatives or the Senate, or of a joint sitting. Coverage of either the House of Representatives or the Senate takes priority over ABC NEWS radio's regular schedule when Parliament is in session.

### **Free broadcast time**

The ABC Board granted free broadcast time on ABC TV and ABC Local Radio throughout Australia to eligible political parties during the federal election. The parties prepare their own material and are required to comply with guidelines established partly by law,<sup>8</sup> and partly by the ABC Board. The largest portion of the free broadcast time is allocated to the parties with a prospect of forming the next government. Time is apportioned to minor parties according to their existing parliamentary representation, the extent to which they field candidates, and their support in recognised independent opinion polls.

In 2022, in addition to the free time granted to the Coalition and Labor, free time was also allocated to the Australian Greens and One Nation. ABC television and radio prepared schedules for the free time broadcasts that fairly distributed timeslots for policy announcements across the election period. The order in which the parties were scheduled for broadcast on radio and television was determined by ballot. The free time broadcasting process proceeded as planned. In a few cases material provided by parties was not compliant with production guidelines and had to be re-submitted. All free time election broadcasts were successfully completed on ABC television and local radio within the required time frame.

### **New initiatives**

During the six-week federal campaign across April and May 2022, teams from across all content areas combined to deliver daily news and analysis, with a strong focus on live and on demand content across all platforms. Innovative projects included *State of the Suburbs*, which drove engagement with diverse communities; and *Politics Explained*, which supported content teams to create digital content for young people and new migrants voting in Australia for the first time in the 2022 Federal Election.

The series comprised social video explainers to engage first-time voters and help build their understanding of how politics and the voting system works, where different parties stood on key policies and issues, and what they needed to know throughout the campaign. The videos were also translated into Mandarin for ABC Chinese audiences on YouTube and Facebook. Regional and local teams were on the ground in their communities to cover the issues that mattered in their electorates and to ensure local perspectives were heard.

### **Audience – engagement with the ABC**

More than 70% of Australian adults aged 18-75 years engaged with the ABC's coverage of the 2022 Federal Election. This equates to a total unduplicated audience of more than 13.3 million. ABC News was the top digital news brand over the election weekend and the television coverage across main channel and the ABC NEWS channel was the most watched, reaching 5.2 million Australians.<sup>9</sup>

A major part of this engagement was through social media – for Australians under 40, social media was the dominant distribution channel used to engage with the ABC for the 2022 Federal Election, ahead of broadcast TV

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<sup>8</sup> *Australian Broadcasting Corporation Act 1983* (Cth) ss. 79A and 79B.

<sup>9</sup> ABC (24 May 2022), <https://about.abc.net.au/media-room/abc-is-australias-no-1-source-of-election-coverage/>.



and owned digital platforms for the first time. On election night, the ABC performed well across a range of platforms, delivering accurate and trusted coverage on radio, television, and mobile and online:

- The ABC was the No.1 channel in primetime, with the ABC News Channel outperforming the commercial networks on election day;
- The ABC News live stream on ABC iview achieved a record 917,000 plays on election day;
- ABC News app achieved a record 953,000 users on election day (393,000 on election day in 2019); and
- The ABC election day live blog had 7.5 million page views (the 2019 election day live blog recorded 2.9 million views).

Additionally, across the election period:

- ABC News was the number one digital published over the election weekend based on total page views;
- Vote Compass recorded 1.53 million completed responses in 2022; and
- Australia Votes on radio was live from 1800 EST across NewsRadio, Radio National, local radio and the ABC Listen app.

### **Review of ABC federal election coverage**

The ABC has statutory obligations regarding impartiality in reporting, and to offer a variety of perspectives to the highest journalistic standards. Representing its commitment to upholding these responsibilities, the ABC maintains an Election Coverage Review Committee which advises and monitors on election coverage in accordance with the Editorial Policies,<sup>10</sup> and provides a report of coverage following the election.<sup>11</sup>

Further to this commitment, following the 2022 Federal Election the ABC also commissioned an external report undertaken by Heather Ridout and veteran journalist, Laurie Oakes. This review found that the ABC “acquitted itself well in the news and current affairs reporting and analysis”, with “no serious questions [raised] about the accuracy of the ABC’s reporting”.<sup>12</sup> It found that the ABC’s coverage included “a strong focus on individual seats and the views of voters were widely canvassed in these packages” and “[t]he politics of participants were from across the spectrum”.<sup>13</sup>

### **Audience feedback and complaints**

During election campaigns, the ABC ensures that all relevant audience complaints are reported to its Election Coverage Review Committee on a weekly basis. This assists with the speedy identification of any issues of concern in the ABC’s election coverage. All written complaints which raised concerns about the ABC’s editorial standards in its coverage of election issues were referred to the independent ABC Audience and Consumer Affairs (A&CA) for possible investigation. Audience and Consumer Affairs is separate to, and independent of, content making teams. Complaints received over the campaign and up to 31 May are included in this analysis. In the context of a very high volume of stories and content across multiple platforms over a six-week period, the number of complaints the ABC was relatively low.

As publicly documented in the ABC’s Election Coverage Review Committee report,<sup>14</sup> A&CA received a total of 508 written editorial complaints relating to the federal election. The majority (396) were claims of bias. Of these, 72%

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<sup>10</sup> ABC (26 March 2021), [Editorial Policies: Elections](#).

<sup>11</sup> ABC (24 June 2022), [2022 Federal Election Report of the Chairman, Election Coverage Review Committee](#).

<sup>12</sup> Ridout H and Oakes L (July 2022), [ABC Editorial Review 28: Coverage of the Debate Over Economic Management in the 2022 Federal Election](#).

<sup>13</sup> Ridout H and Oakes L (July 2022), [ABC Editorial Review 28: Coverage of the Debate Over Economic Management in the 2022 Federal Election..](#)

<sup>14</sup> ABC (24 June 2022), [2022 Federal Election Report of the Chairman, Election Coverage Review Committee](#).

were that coverage favoured the Government, 15% were that coverage favoured the Opposition and 13% claimed other bias. For comparison, A&CA received 322 written editorial complaints about the 2019 Federal Election, including 249 claims of bias. In 2019, 28% complained that coverage favoured the Government, 61% complained that coverage favoured the Opposition and 11% complained that coverage was biased in some other way.

The skew towards pro-Government/anti-Opposition bias is due to multiple complaints about a small range of content, primarily 204 complaints about a 16 May *Afternoon Briefing* interview between Fran Kelly and Senator Penny Wong. Complainants said it was biased in that Ms Kelly asked whether Labor had leaked classified information; the question was asked in the context of then-Prime Minister Scott Morrison's comments earlier that day suggesting that Labor may have leaked AUKUS information had they been briefed sooner than they were. No editorial concerns were identified in this content; the complaints were referred to News for direct handling.

*Subject of editorial complaints relating to each week of the campaign:*

Category	Subcategory	Week							Total
		One	Two	Three	Four	Five	Six	Post	
Bias	Pro government/anti opposition	23	25	5	10	8	215	1	287
	Pro opposition/anti government	13	9	2	4	9	14	8	59
	Other/not stated	2	1	14	21	2	5	5	50
	Sub total	38	35	21	35	19	234	14	396
Factual inaccuracy		14	35	15	11	4	1	7	87
Balance		1	4	2		1	2	3	13
Unfair treatment		2	2	3				1	8
Inappropriate content						1		1	2
Sensitivity and portrayal								1	1
Failure to disclose							1		1
Total		55	76	41	46	25	238	27	508

### Outcomes of investigated complaints

119 editorial complaints (raising 129 issues) were investigated by A&CA, 385 editorial complaints were referred to content teams for their direct response, and 4 complaints did not require investigation and received responses from A&CA. Of the complaint issues that were investigated, 105 (81%) were not upheld. Seven (6%) were upheld and 17 (13%) were resolved after content areas took appropriate steps to remedy the cause of complaint. All resolved complaints went to accuracy. Four of the upheld issues were raised in two complaints about the same item of content and went to accuracy and impartiality.

### Pre-election debate

As part of its coverage during every federal election, the ABC invites leaders of the main political parties to take part in a pre-election debate. 2022 was no exception and the ABC had reached out to both the Liberal and Labor parties to host a debate during the campaign between the then-Prime Minister Scott Morrison and the then-Opposition Leader Anthony Albanese. The proposed debate was intended to be broadcast live across multiple ABC platforms to provide a broad and diverse audience within and beyond Australia the opportunity to hear both leaders express in their own words their views on the issues and policies that matter most to voters.

In the end, the then-Prime Minister Scott Morrison and the then-Opposition Leader Anthony Albanese took part in three leaders' debates, hosted by pay-TV network Sky News Australia, and commercial media organisations the Nine Network and the Seven Network. Despite the ABC attracting a large national audience across all platforms with Australia's largest broadcast footprint (99.61% for terrestrial radio and 98.6% for ABC TV terrestrial coverage), with

market research showing the ABC as the most trusted media brand in Australia,<sup>15</sup> as well as its statutory obligations to cover Parliament, no debate was hosted by the ABC.

In Australia currently, negotiations for debates occur between the Federal Director of the Liberal Party and the National Secretary of the Australian Labor Party. As a result, it is implausible to expect that this decision is made independently of the parties' political interests. While the ABC acknowledges that any leaders' debate plays an important role in the democratic process, it notes that the Australian public invests in the ABC to have free access to an election coverage that adheres to the highest journalistic standards, is accurate and impartial, and offers a variety of perspectives. For liberal democracies, these journalistic values are critical to stimulate public debate that enables citizens to inform themselves while also building mutual understanding. Australians' trust is founded in the ABC's commitment to provide an election coverage that is independent, accurate, and impartial.

To that end, the ABC supports the creation of an independent Australian Debates Commission that governs the organisation of leaders' debates. Such a Commission would produce leaders' debates that are independent of both political and commercial interests. The creation of an independent Australian Debates Commission has been proposed several times previously including during the

2019 Federal Election.<sup>16</sup> The ABC notes that the latest framework proposed by the Liberal Party might have failed to reach consensus among the then-Government, the then-Opposition and some of Australia's media organisations because it was overly prescriptive and placed too many conditions on media outlets. For example, debates were forbidden on Sundays and broadcasters were unable to include in-studio feedback during the debates. In addition, the proposed model required decision to be made by consensus – a requirement that would almost certainly lead to a deadlock.

To build on the model proposed in 2019, the ABC offers the following recommendations:

#### **Recommendation 1**

**That an independent Australian Debates Commission be established by the Department of Prime Minister and Cabinet not later than 12 months prior to the next federal election, to be held no later than May 2025.**

#### **Recommendation 2**

**The Department of Prime Minister and Cabinet appoints Commissioners to serve on the Australian Debates Commission following a public, transparent selection process. Commissioners would be drawn from a variety of backgrounds as appropriate, including former MPs and Senators and representatives from Australia's major media outlets including the ABC.**

#### **Recommendation 3**

**The Australian Debates Commission would be responsible for organising three leaders' debates during the election campaign and would also decide on the rules, format, broadcaster, date, and time of each debate with at**

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<sup>15</sup> Reuters Institute for the Study of Journalism (June 2022), [Reuters Institute Digital News Report 2022](#); Roy Morgan (July 2019), [ABC still most trusted | Facebook improves - Roy Morgan Research](#).

<sup>16</sup> For example, in 2010, Prime Minister Julia Gillard, Mr Tony Windsor MP and Mr Rob Oakeshott MP included the creation of a Leaders' Debate Commission in their agreement to form government to promote an open and accountable government: [Agreement To Form Government: The Windsor-Oakeshott-Gillard Deal - AustralianPolitics.com](#). Prior to this, the Rudd government had held negotiations with the parliamentary press gallery to set up an independent debates commission.



least one debate to be hosted by the ABC. The feeds from all debates should be available to all media organisations.

**Recommendation 4**

Failing implementation of the above (recommendations 1-3), the requirement for at least one leaders' debate to be hosted and broadcast by the ABC should be mandated by legislation.

## **Appendices**

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- 1. ABC Editorial Review 28: Coverage of the Debate Over Economic Management in the 2022 Federal Election**
- 2. 2022 Federal Election Research: ABC NEWS Performance**

# 2022 FEDERAL ELECTION RESEARCH

## ABC NEWS PERFORMANCE

ABC AUDIENCE DATA & INSIGHTS



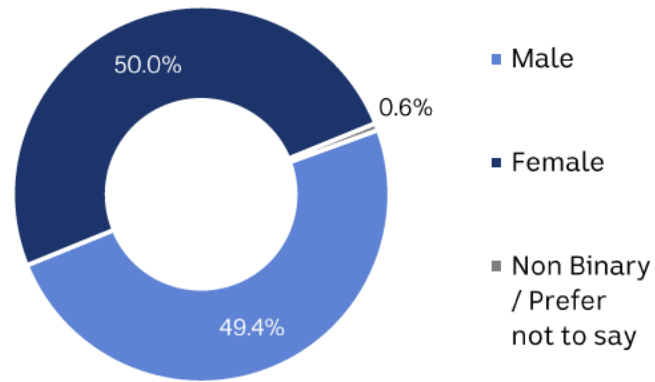
# Background and Methodology

- ABC Audiences sought to understand audience interest in and engagement with the Australian Federal Election, on the ABC and competitors.
- The objectives of this research were:
  - To determine how many Australians tuned into ABC Federal Election coverage overall and by key activity,
  - To understand the reach of the ABC over the week preceding the 2022 Federal Election, and
  - To explore how ABC coverage of the Federal Election compared to coverage from other media organisations.
- A 10-minute quantitative survey was conducted with the general public:
  - Survey 1 was conducted between the 24<sup>th</sup> and 29<sup>st</sup> May 2022. A nationally representative sample with strict age, gender and state quotas was used, and a total of n=1,548 surveys were completed.
- This is not a YourSpace study.

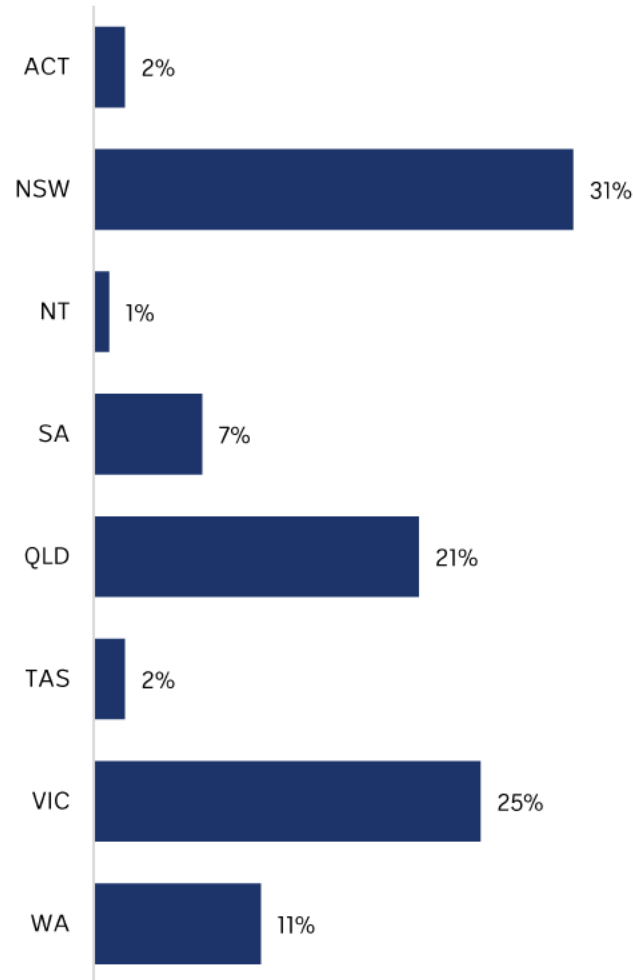


# Sample | Nationally Representative

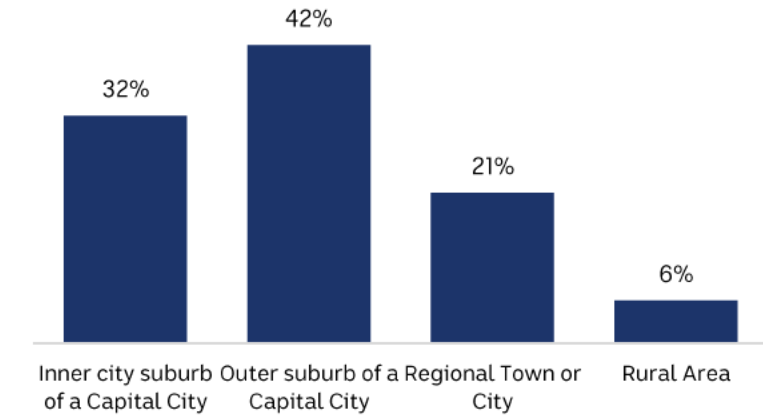
## GENDER\*



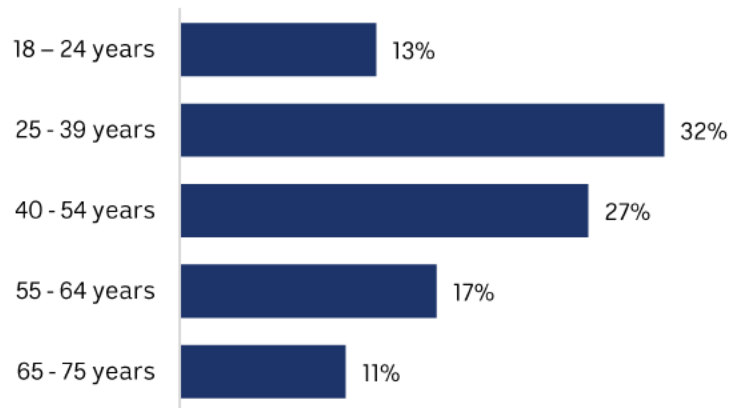
## STATE\*



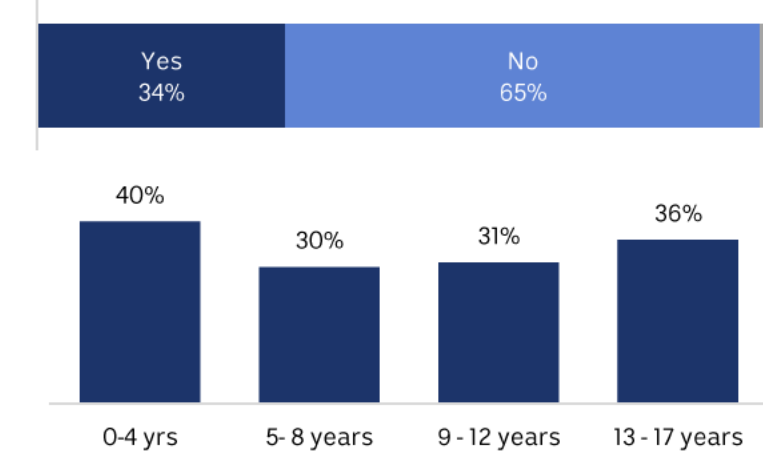
## AREA TYPE



## AGE\*



## CHILDREN IN HOME



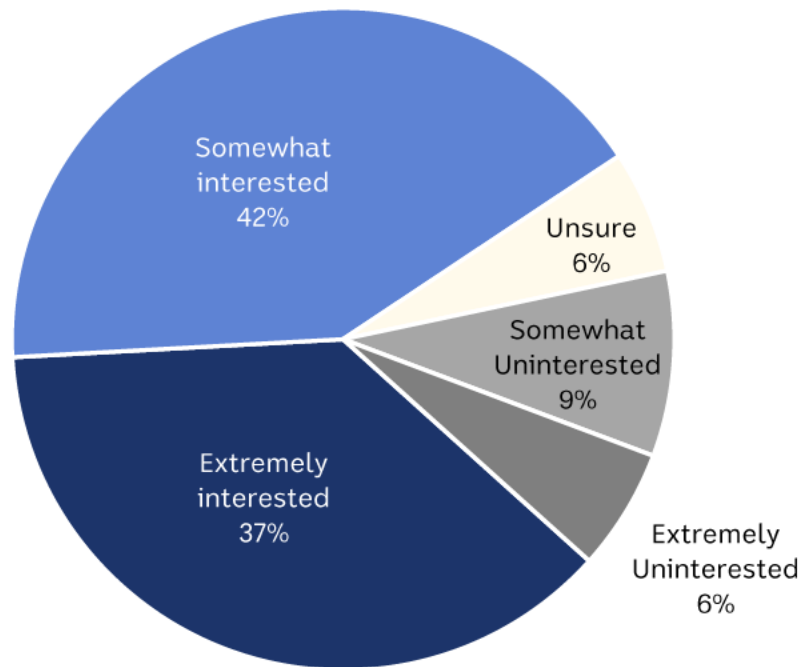
# Key Takeouts

1. More than 70% of Australian adults aged 18 – 75 years engaged with the ABC's coverage of the 2022 Federal Election. This equates to a total unduplicated audience of more than 13.3 million
2. Across both the campaign and the results weekend, the multiple platforms and programs worked together to deliver strong audience engagement.
3. For those aged over 40 years, broadcast TV remained the number one distribution channel for election coverage on the ABC.
4. For those aged under 40 years, social media was the lead ABC Channel
5. Politics Explained performed well among 18 – 24 year olds, with 15% of this demographic using this initiative through the election campaign. It delivered roughly 3% unique audience through the election campaign
6. The ABC's election coverage was the most used, best and most trusted among all media providers. Aside from having the best overall coverage, the ABC was also seen as best for coverage of your local electorate, most informative, best commentators and guests, best analysis, best at explaining results in a way that you could understand, balanced and unbiased coverage and best analysis of the shift away from the major parties
7. The Australia Votes broadcast was highly regarded among those who watched it. Australia Votes was seen as trusted (91%), well presented (91%) and high quality (88%).
8. The majority (58%) of those who watched Australia Votes were deemed promoters of the program (scoring 9 or 10 out of 10 for likelihood to recommend to friends or family). The NPS for Australia Votes was 45, with strong advocacy recorded across all demographics.
9. 31% of those who engaged with ABC Election Weekend coverage claimed that they were likely to use ABC NEWS more often in the future, compared to only 3% who claimed they would use it less often.

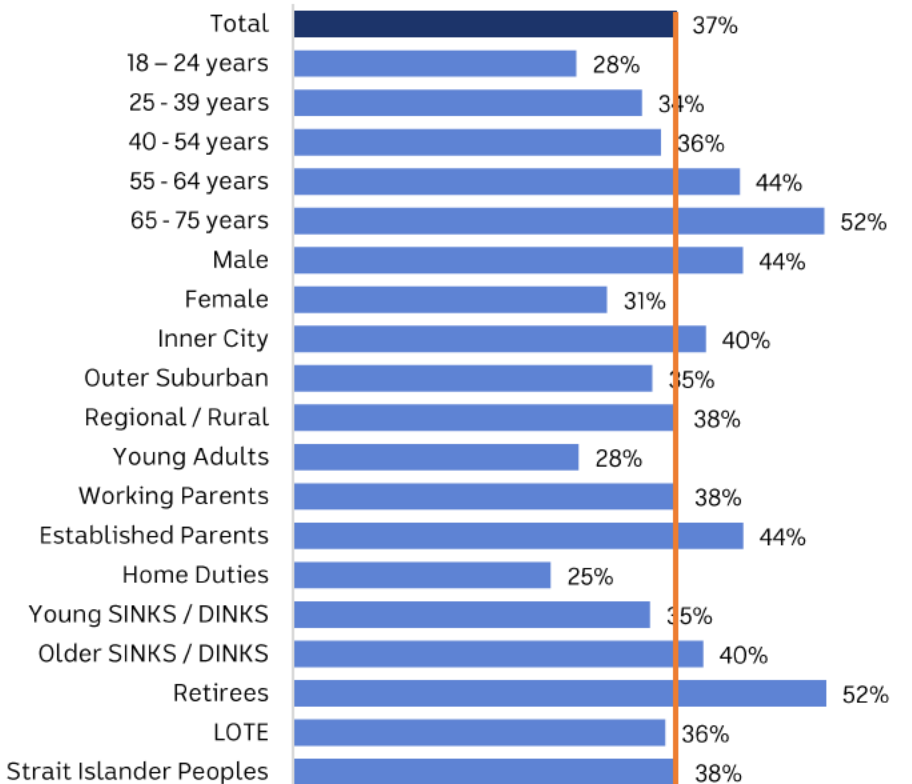
# Interest in the Federal Election

- Nearly 4 in 5 (79%) of those surveyed expressed an interest in the 2022 Federal Election, with 37% extremely interested.
- The audience segments who were extremely interested were aged over 55 years, male and retirees.

How interested were you in the Federal Election?



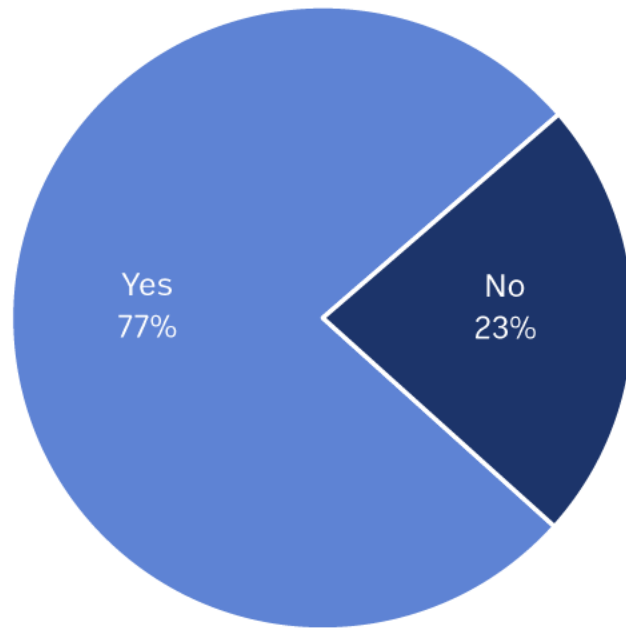
Extremely interested % by Demographics



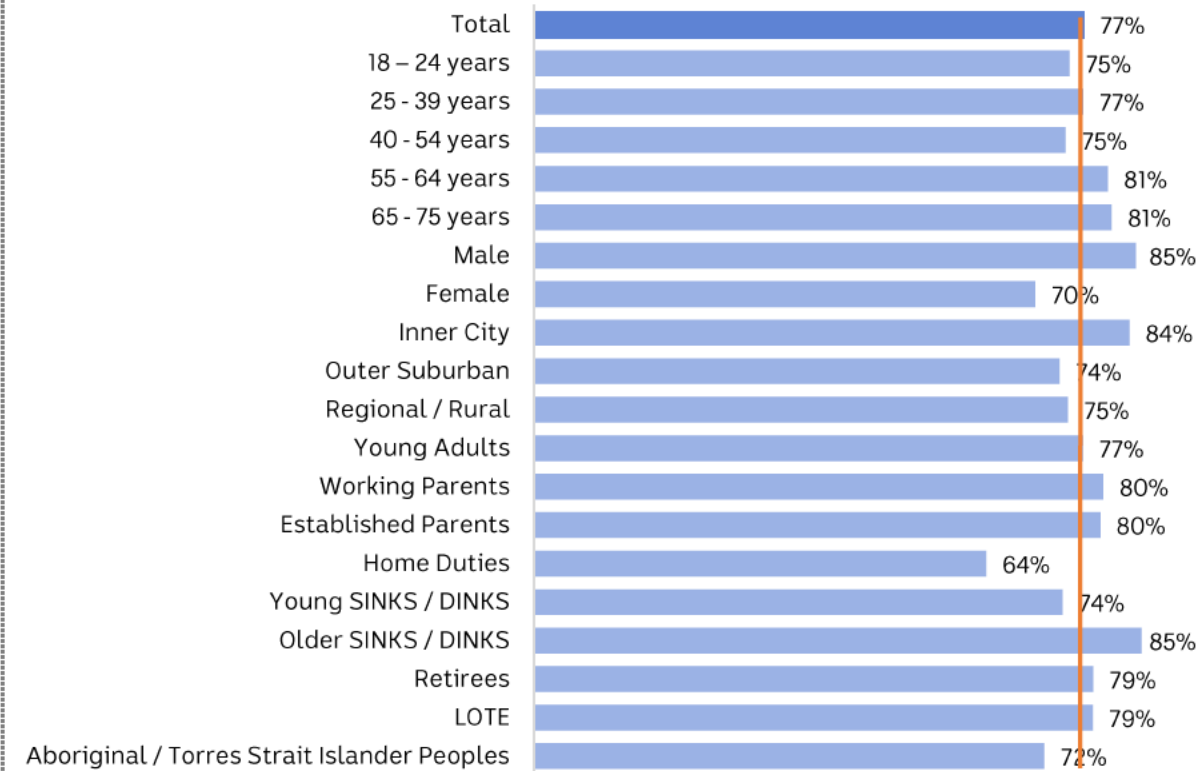
# Following the Election Campaign

- More than 3 in 4 (77%) followed news about the Federal Election throughout the campaign. This is consistent with the level of experience seen for the 2019 Federal Election (78%)
- Following the campaign was strongest among males and those living in inner city areas.

Following News About The Election Throughout The Election Campaign



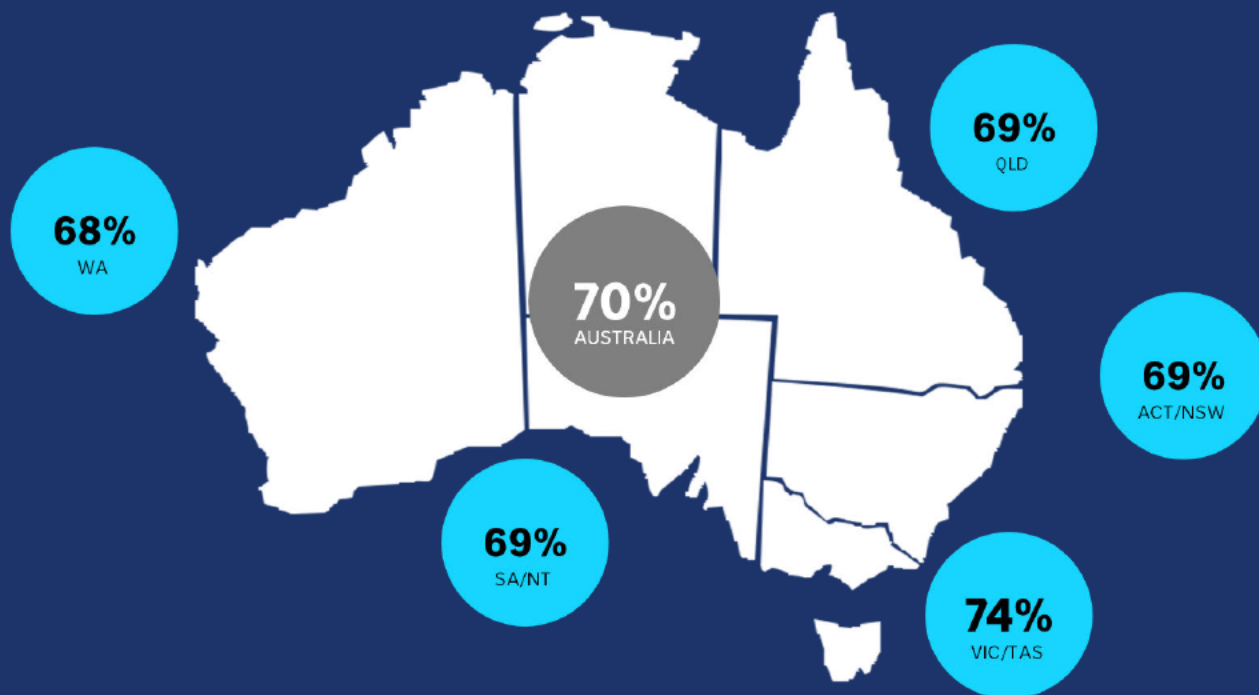
% Follow News About The Election by Demographic





# Used ABC Election Touchpoints (Campaign or Election Weekend)

- Across the election campaign and election weekend, 70% of the adult population claimed to have used an ABC election related program / platform.
- This high level of engagement was a combination of those who used the ABC through the campaign (65%) and those who followed election results over the election weekend (67%).
- There were a unique 5% of the population who used the ABC for following election results but who did not use the ABC through the campaign



# Election Campaign Summary

## Key Points

- 65% of Australian adults claim to have used at least one ABC election touchpoint across the election campaign. This equates to 12.4 million Australian Adults
- Engagement was strongest among younger Australians.
- Broadcast TV was the main channel for those aged over 40 years
- For those aged 18 – 24 years, TikTok, Politics explained and Facebook along with the News TV Channel were the lead election channels.
- This total audience engagement was achieved via the multiple platforms and programs that were involved in the campaign coverage.
- The top 4 TV properties (News Channel / 7pm / NEWS Breakfast / 7:30) delivered roughly half of the campaign reach, with Owned Digital, Facebook, Politics Explained and YouTube delivering significant audience contributions.

# ABC Election Campaign Touchpoints

- 65% of Australian adults claim to have used at least one ABC election touchpoint across the election campaign Engagement was strongest among younger Australians.
- Broadcast TV was the main channel for those aged over 40 years
- For those aged 18 – 24 years, TikTok, Politics explained and Facebook along with the News TV Channel were the lead election channels.

		18 – 24 years	25 - 39 years	40 - 54 years	55 - 64 years	65 - 75 years	Male	Female	Inner City	Outer Suburban	Regional / Rural	Young Adults	Working Parents	Established Parents	Home Duties	Young Sinks / Dinks	Older Sinks / Dinks	Retirees	LOTE	Aboriginal / Torres Strait Islander Peoples
Total Campaign Engagement	65%	80%	72%	60%	51%	61%	72%	59%	77%	61%	59%	77%	79%	70%	54%	63%	49%	60%	75%	68%
ABC NEWS TV channel	17%	14%	12%	18%	22%	25%	21%	14%	19%	17%	16%	11%	17%	18%	10%	14%	20%	25%	18%	13%
ABC 7pm NEWS bulletin	12%	9%	7%	12%	13%	24%	15%	10%	13%	11%	13%	6%	11%	14%	6%	10%	12%	23%	11%	9%
ABC NEWS Breakfast	10%	8%	8%	10%	11%	15%	11%	9%	11%	10%	9%	7%	10%	14%	5%	10%	9%	15%	8%	9%
7:30	10%	9%	8%	10%	11%	14%	12%	8%	12%	9%	8%	10%	12%	11%	3%	7%	10%	12%	11%	9%
ABC website or app	9%	10%	11%	9%	8%	4%	10%	7%	14%	6%	7%	9%	13%	14%	5%	10%	5%	5%	9%	12%
Facebook	8%	14%	11%	7%	3%	2%	7%	9%	12%	7%	6%	13%	12%	7%	8%	10%	3%	3%	10%	20%
Politics Explained	6%	15%	8%	6%	1%	1%	8%	5%	11%	4%	5%	11%	10%	9%	9%	5%	1%	1%	12%	13%
YouTube	6%	11%	8%	5%	3%	1%	8%	4%	11%	4%	4%	8%	10%	5%	4%	7%	4%	0%	13%	11%
Vote Compass	6%	8%	7%	4%	4%	7%	7%	5%	8%	6%	5%	7%	6%	6%	3%	8%	3%	7%	6%	4%
local ABC radio station	6%	7%	5%	5%	6%	8%	8%	4%	6%	7%	5%	4%	7%	8%	3%	5%	6%	8%	6%	4%
Insiders	6%	6%	4%	6%	6%	9%	8%	3%	7%	5%	6%	5%	6%	8%	4%	3%	7%	8%	6%	8%
ABC NewsRadio	6%	9%	4%	6%	6%	6%	6%	5%	8%	5%	5%	6%	7%	8%	5%	3%	6%	6%	8%	9%
Q+A	5%	5%	4%	5%	4%	9%	5%	5%	6%	6%	4%	4%	5%	8%	6%	3%	3%	7%	7%	4%
ABC iview (live)	5%	6%	6%	6%	4%	3%	5%	5%	10%	4%	2%	5%	6%	8%	3%	6%	3%	4%	8%	4%
TikTok	5%	16%	6%	2%	0%	0%	6%	3%	8%	3%	4%	14%	6%	11%	0%	3%	0%	0%	6%	4%
ABC iview (on Demand)	4%	4%	7%	2%	3%	3%	5%	3%	5%	4%	3%	3%	7%	2%	3%	6%	3%	3%	6%	4%
The Drum	4%	2%	3%	4%	2%	7%	5%	3%	4%	3%	4%	2%	4%	4%	2%	3%	3%	7%	3%	1%
Instagram	4%	10%	5%	4%	1%	0%	4%	3%	7%	2%	3%	8%	4%	8%	3%	5%	0%	0%	5%	7%
triple j	3%	7%	5%	3%	1%	0%	3%	4%	5%	4%	2%	9%	4%	3%	3%	6%	0%	0%	3%	5%
You Ask, We Answer	3%	7%	3%	4%	0%	3%	4%	2%	5%	3%	2%	3%	6%	4%	1%	2%	0%	3%	5%	15%
The Brief	3%	7%	4%	2%	1%	0%	5%	1%	5%	2%	2%	4%	6%	5%	2%	3%	1%	0%	6%	8%
ABC RN (Radio National)	3%	2%	5%	2%	2%	2%	3%	2%	4%	3%	2%	2%	5%	5%	2%	3%	2%	1%	4%	5%
ABC listen app	3%	4%	4%	2%	1%	1%	4%	2%	4%	2%	3%	3%	5%	4%	2%	3%	1%	1%	5%	4%
Annabel Crabb's Politics...	3%	5%	3%	2%	2%	2%	3%	2%	5%	1%	3%	2%	4%	2%	1%	3%	2%	2%	5%	4%
Australia Votes podcast	2%	6%	3%	2%	0%	1%	4%	1%	4%	2%	1%	2%	5%	5%	1%	3%	1%	0%	4%	4%
Party Room podcast	2%	4%	3%	3%	0%	1%	3%	1%	4%	2%	2%	3%	4%	4%	0%	3%	1%	1%	5%	4%
Other (please specify)	1%	0%	0%	1%	1%	3%	1%	1%	1%	1%	2%	1%	0%	1%	2%	0%	1%	3%	0%	0%
Don't Remember	4%	3%	4%	5%	3%	6%	3%	5%	3%	5%	4%	4%	4%	3%	4%	5%	5%	5%	4%	5%

- | Incremental Audience (%) | 17.3%  | 24.9%  | 29.5%  | 33.3%  | 37.9%  | 42.4%  | 45%    | 47.4%  | 48.6%  | 49.6%  | 50.7%  | 52%    | 52.8%  | 54.1% | 55.8% | 56.5% | 56.9% | 57.3% | 58.1% | 58.5% | 59%   | 59.3% | 59.6% | 59.6% | 60.2% | 60.4% | 61.3% | 65.3% |
|--------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| ABC NEWS<br>TV channel   |        |        |        |        |        |        |        |        |        |        |        |        |        |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|                          |        |        |        |        |        |        |        |        |        |        |        |        |        |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|                          |        |        |        |        |        |        |        |        |        |        |        |        |        |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|                          |        |        |        |        |        |        |        |        |        |        |        |        |        |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|                          |        |        |        |        |        |        |        |        |        |        |        |        |        |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|                          |        |        |        |        |        |        |        |        |        |        |        |        |        |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|                          |        |        |        |        |        |        |        |        |        |        |        |        |        |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|                          |        |        |        |        |        |        |        |        |        |        |        |        |        |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|                          |        |        |        |        |        |        |        |        |        |        |        |        |        |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|                          |        |        |        |        |        |        |        |        |        |        |        |        |        |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|                          |        |        |        |        |        |        |        |        |        |        |        |        |        |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Total Usage %            | 17%    | 12%    | 10%    | 10%    | 9%     | 8%     | 6%     | 6%     | 6%     | 6%     | 6%     | 5%     | 5%     | 5%    | 4%    | 4%    | 4%    | 3%    | 3%    | 3%    | 3%    | 3%    | 3%    | 2%    | 2%    | 1%    | 4%    |       |
| Total Population ('000)  | 3291.8 | 2328.1 | 1902.5 | 1877.5 | 1639.7 | 1527.0 | 1214.1 | 1151.5 | 1151.5 | 1126.5 | 1101.4 | 1101.4 | 1001.3 | 963.8 | 888.7 | 788.5 | 726.0 | 726.0 | 663.4 | 625.8 | 550.7 | 550.7 | 550.7 | 500.7 | 463.1 | 463.1 | 200.3 | 763.5 |



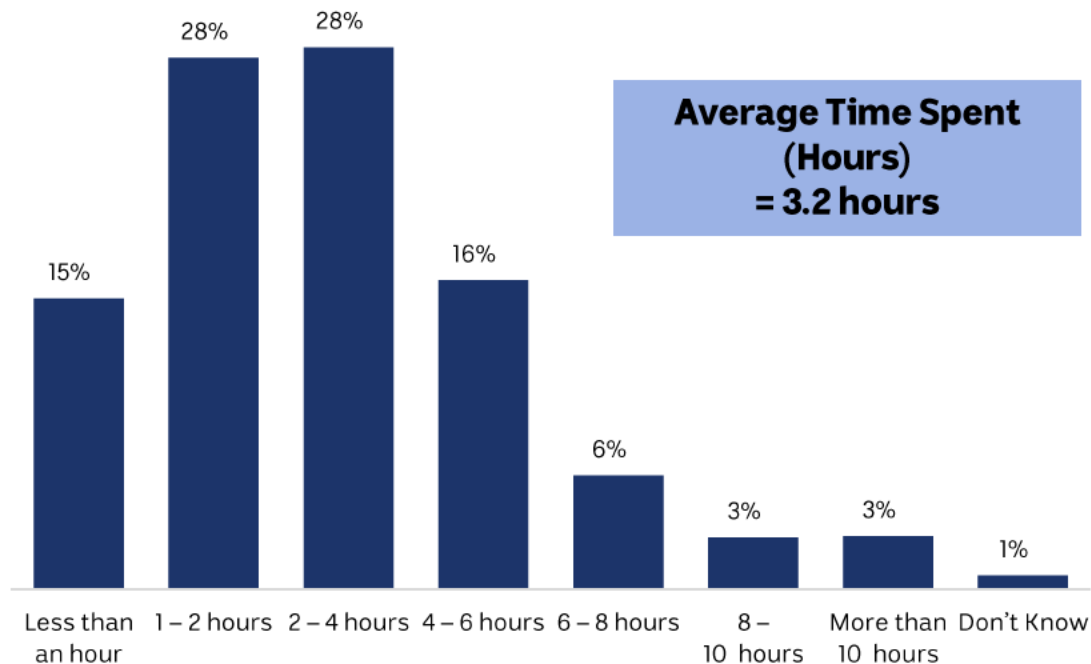
# Election Weekend Summary

- 67% of Australian adults claim to have used at least one ABC election touchpoint across the election weekend. This equates to 12.7 million Australian Adults.
- Engagement was strongest among younger Australians.
- There were a unique 5% of the population who used the ABC for following election results but who did not use the ABC through the campaign
- For males and those aged over 40, the Australia Votes broadcast was the lead election channel.
- For those aged under 40, and females, social media was the lead ABC channel.
- This high level of engagement was achieved by our broad offer across both Saturday and Sunday across broadcast, owned and third party digital platforms.
- 31% of those who engaged with ABC Election Weekend coverage claimed that they were likely to use ABC NEWS more often in the future, compared to only 3% who claimed they would use it less often.
- Intention to use ABC NEWS more often was strongest among those aged under 40 years, Females, those who live in the inner city and LOTE and First Nation Peoples.

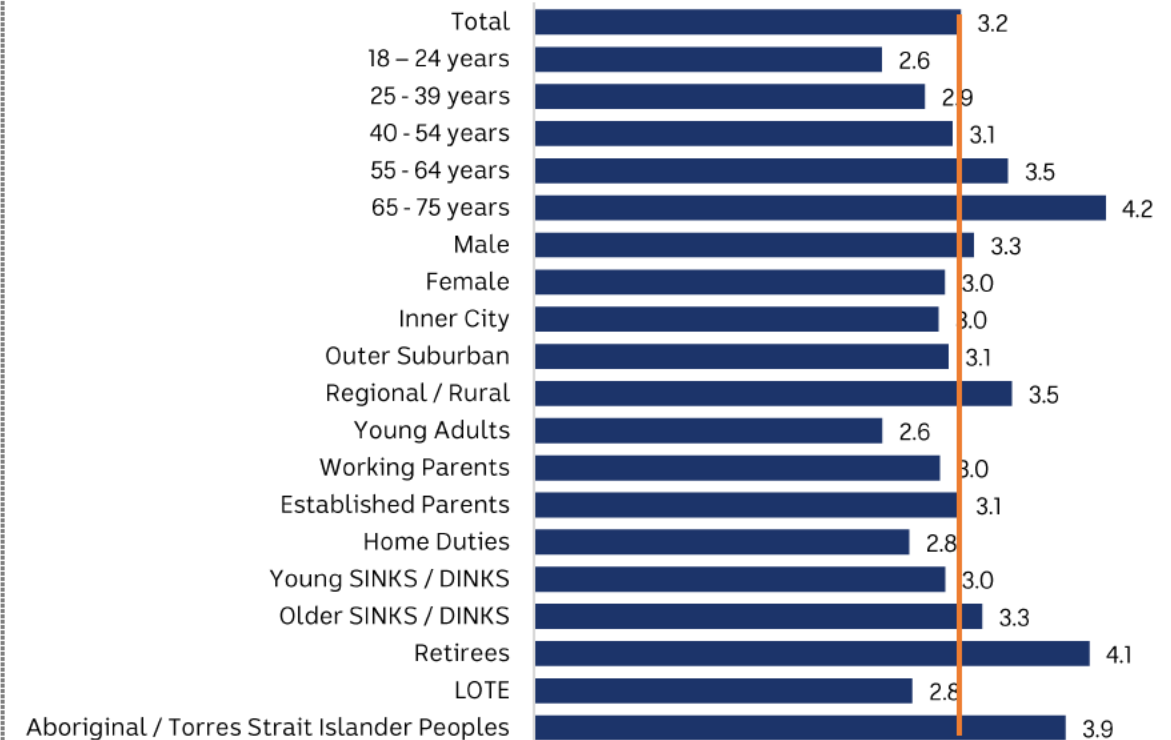
# Time Spent Following the Result on Election Weekend

- On average, those who followed the election results (on any media provider) spent 3.2 hours watching, reading or listening to coverage over the Election Weekend.
- Time spent on the election was highest among those in older demographics, and those in regional / rural areas.

Over the election weekend, how much time did you spend watching, reading or listening to coverage of the election?



Average Time Spent (Hours) by Demographic



# ABC Election Weekend Touchpoints

- 67% of Australian adults claim to have used at least one ABC election touchpoint across the election weekend. Engagement was strongest among younger Australians.
- For males and those aged over 40, the Australia Votes broadcast was the lead election channel.
- For those aged under 40, and females, social media was the lead ABC channel

		18 – 24 years	25 – 39 years	40 – 54 years	55 – 64 years	65 – 75 years	Male	Female	Inner City	Outer Suburban	Regional / Rural	Young Adults	Working Parents	Established Parents	Home Duties	Young Sinks / Dinks	Older Sinks / Dinks	Retirees	LOTE	Aboriginal / Torres Strait Islander Peoples
Total ABC Engagement	67%	80%	74%	63%	52%	60%	72%	62%	81%	62%	59%	79%	81%	70%	52%	68%	52%	58%	75%	71%
ABC Votes	20%	15%	18%	21%	18%	31%	25%	16%	24%	18%	20%	14%	24%	21%	9%	20%	17%	29%	16%	28%
ABC Social Media Feeds	15%	23%	21%	14%	8%	5%	12%	18%	18%	13%	16%	24%	21%	19%	15%	17%	7%	4%	18%	19%
ABC NEWS TV channel on Sunday	14%	13%	9%	14%	17%	24%	17%	12%	16%	14%	14%	11%	13%	15%	12%	9%	15%	22%	14%	9%
ABC NEWS website	13%	13%	16%	13%	11%	6%	15%	10%	19%	11%	8%	14%	17%	12%	7%	18%	10%	6%	18%	11%
ABC NEWS Breakfast on Sunday 22nd May	11%	14%	11%	9%	8%	14%	13%	9%	14%	9%	11%	14%	13%	14%	7%	7%	7%	13%	13%	12%
ABC NEWS Breakfast on Saturday 21st May	11%	18%	9%	10%	6%	11%	13%	8%	13%	9%	10%	11%	14%	12%	7%	10%	7%	10%	19%	8%
ABC NEWS Bulletin at 5pm on Saturday 21st May	10%	10%	9%	11%	9%	9%	11%	8%	11%	9%	9%	7%	11%	15%	5%	10%	8%	11%	11%	12%
Insiders on Sunday 22nd May	8%	10%	7%	6%	6%	15%	11%	5%	8%	8%	8%	6%	8%	12%	6%	5%	7%	12%	10%	7%
Listened to AM on Sunday May 22	7%	13%	7%	5%	6%	6%	9%	5%	12%	6%	5%	11%	9%	8%	2%	5%	5%	6%	11%	8%
Streamed election coverage on Youtube	6%	10%	11%	6%	1%	0%	9%	4%	12%	4%	4%	8%	12%	6%	3%	12%	0%	0%	13%	12%
Listened to the Australia Votes Radio Broadcast	6%	11%	9%	3%	3%	4%	8%	4%	10%	5%	4%	8%	11%	9%	2%	6%	2%	4%	9%	8%
Followed coverage on the ABC NEWS app	6%	9%	7%	5%	5%	3%	9%	3%	11%	4%	4%	8%	11%	7%	5%	5%	4%	3%	8%	12%
Live streamed on ABC iview	5%	8%	6%	5%	4%	3%	7%	3%	9%	4%	3%	4%	10%	6%	4%	4%	4%	2%	9%	7%
Don't Remember	3%	4%	1%	2%	5%	4%	3%	3%	2%	4%	2%	3%	1%	1%	3%	2%	5%	5%	2%	3%
Other (please specify)	2%	0%	2%	2%	4%	2%	1%	2%	3%	2%	2%	1%	1%	2%	2%	2%	4%	2%	0%	1%

- | Incremental Audience (%) | 20.4%           | 32.0%                  | 39.2%                         | 43.9%            | 48.2%                                 | 51.3%                                   | 53.8%   | 55.5%                       | 57.4%                           | 59.6%                                 | 60.4%   | 61.9%                                 | 62.8%                      | 65.6%          | 66.9%  |
|--------------------------|-----------------|------------------------|-------------------------------|------------------|---------------------------------------|---|---|-----------------------------|---------------------------------|---------------------------------------|---|---------------------------------------|----------------------------|----------------|--------|
|                          |                 |                        |                               |                  |                                       |   |   |                             |                                 |                                       |   |                                       |                            |                |        |
|                          |                 |                        |                               |                  |                                       |   |   |                             |                                 |                                       |   |                                       |                            |                |        |
|                          |                 |                        |                               |                  |                                       |   |   |                             |                                 |                                       |   |                                       |                            |                |        |
|                          |                 |                        |                               |                  |                                       |   |   |                             |                                 |                                       |   |                                       |                            |                |        |
|                          | Australia Votes | ABC Social Media Feeds | ABC NEWS TV channel on Sunday | ABC NEWS website | ABC NEWS Breakfast on Sunday 22nd May | ABC NEWS Breakfast on Saturday 21st May | ABC NEWS Bulletin at 5pm on Saturday 21st May | Insiders on Sunday 22nd May | Listened to AM on Sunday May 22 | Streamed election coverage on YouTube | Listened to the Australia Votes Radio Broadcast | Followed coverage on the ABC NEWS app | Live streamed on ABC iview | Don't Remember | Other  |
| Total Usage (%)          | 20%             | 15%                    | 14%                           | 13%              | 11%                                   | 11%                                     | 10%   | 8%                          | 7%                              | 6%                                    | 6%  | 6%                                    | 5%                         | 3%             | 2%     |
| Total Population (000)   | 3867.59         | 2853.75                | 2728.59                       | 2403.16          | 2102.77                               | 2015.15                                 | 1839.92                                       | 1539.53                     | 1339.26                         | 1176.55                               | 1164.03   | 1151.52                               | 988.80                     | 538.21         | 375.49 |

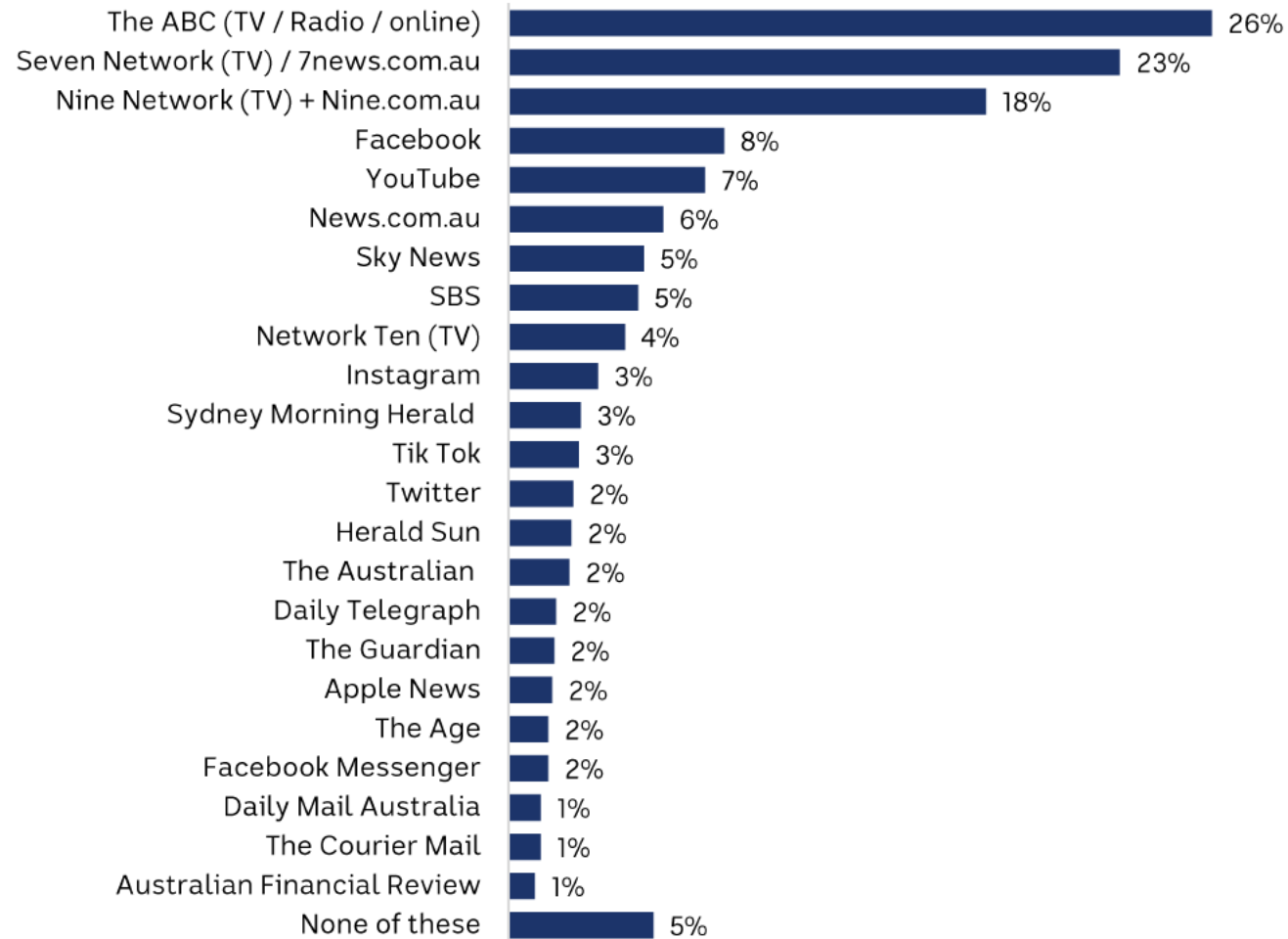


# Whose Coverage Was Best?

- Across the adult population, the ABC was the most trusted source of election information. Trust in ABC was strongest among those aged over 65 years, and retirees.
- The ABC's coverage was seen as best by 35% of those who followed election coverage over the election weekend.
- The next nearest competitors were the Seven Network and the Nine Network.
- Aside from having the best overall coverage, the ABC was also seen as best for coverage of your local electorate, most informative, best commentators and guests, best analysis, best at explaining results in a way that you could understand, balanced and unbiased coverage and best analysis of the shift away from the major parties

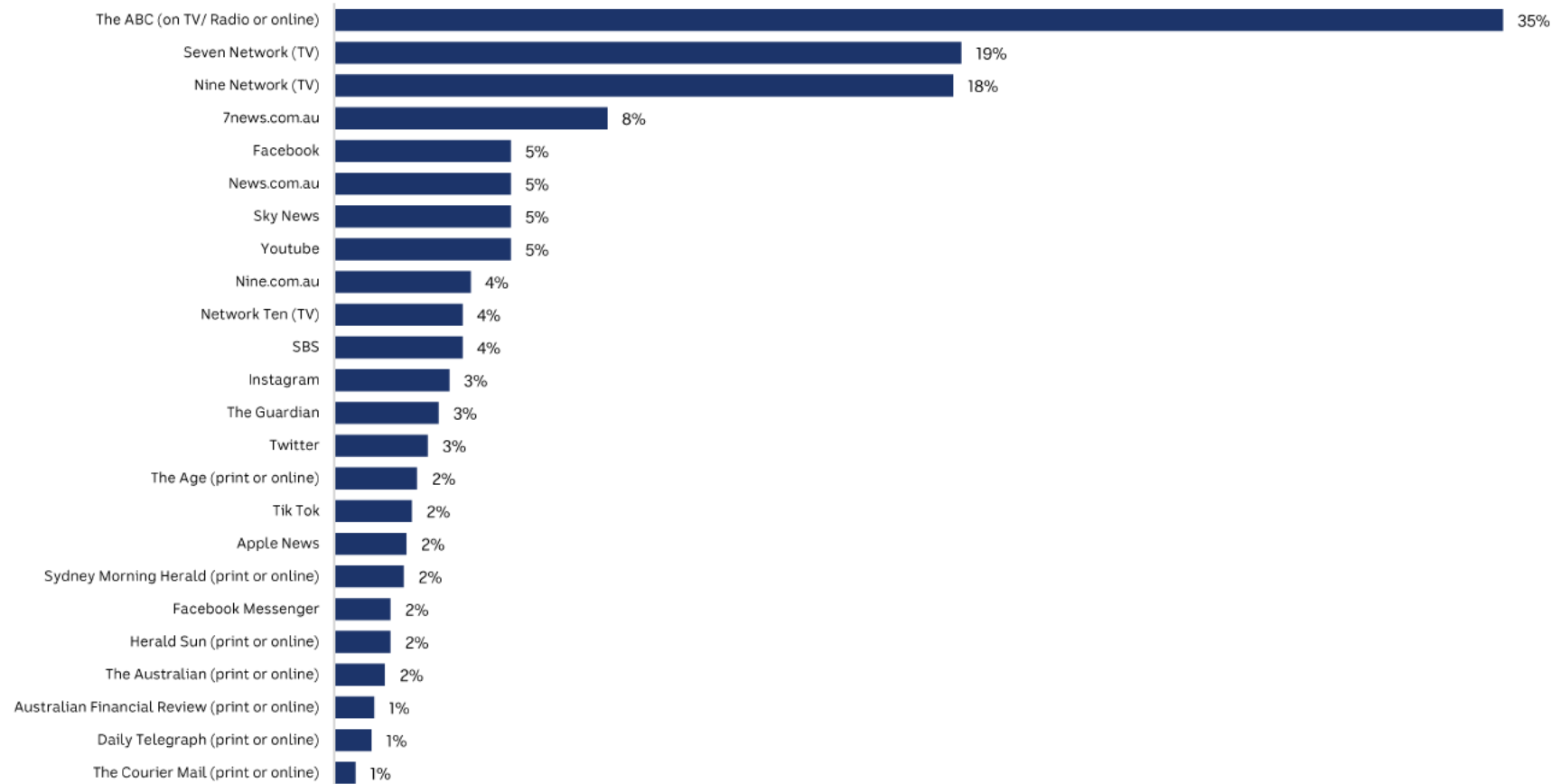
# Whose Election Coverage Was Most Trusted?

- Across the adult population, the ABC was the most trusted source of election information. Trust in ABC was strongest among those aged over 65 years, and retirees.



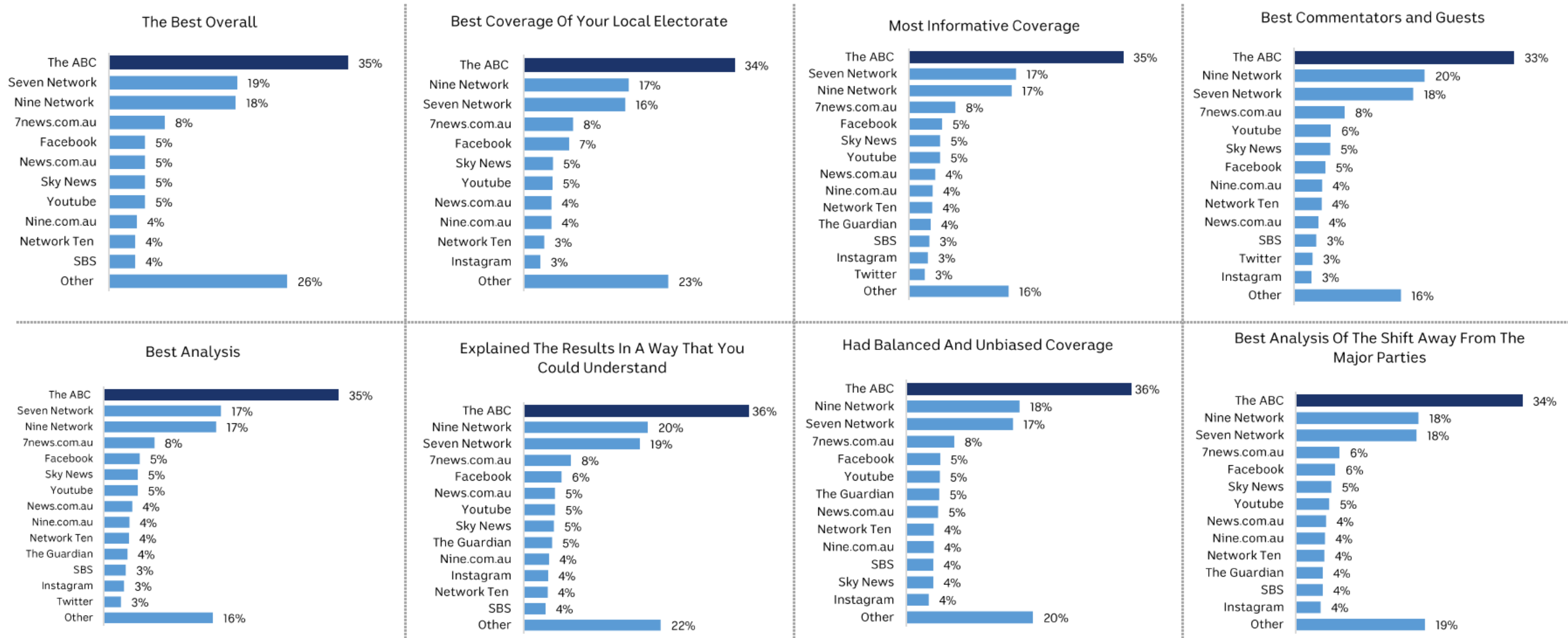
# Whose Election Coverage Was Best?

- The ABC's coverage was seen as best by 35% of those who followed election coverage over the election weekend.
- The next best competitors were the Seven Network and the Nine Network.



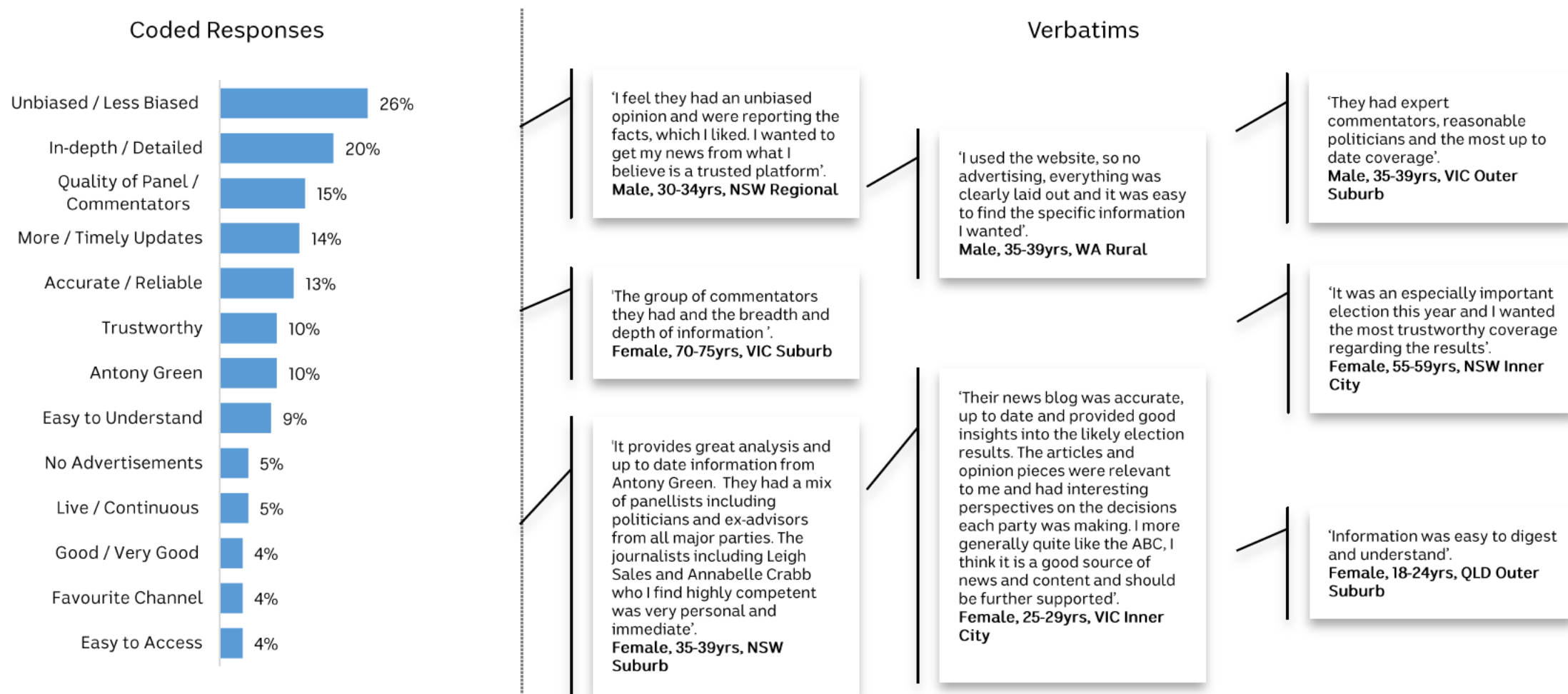
# Whose Election Coverage Was Best?

- Aside from having the best overall coverage, the ABC was also seen as best for coverage of your local electorate, most informative, best commentators and guests, best analysis, best at explaining results in a way that you could understand, balanced and unbiased coverage and best analysis of the shift away from the major parties



# Why was ABC coverage the best?

- Among those who felt ABC coverage was best the lead factor, noted by over a quarter of respondents was that ABC offered a **unbiased / less biased** election coverage followed by providing an **in-depth overview**.
- The **quality of panel, timely updates** and **accurate information** made up the remaining top 5 responses



# Australia Votes

- The majority (54%) of those who watched Australia Votes rated the program highly, with 54% rating the program a 9 or 10 out of 10.
- The average score across all who watched Australia Votes was 8.4, with strong ratings recorded across all demographics which had sufficient sample sizes.
- Australia Votes was seen as trusted (91%), well presented (91%) and high quality (88%).
- It scored lower for reflecting diversity (72%) and distinctiveness (66%).
- The majority (58%) of those who watched Australia Votes were deemed promoters of the program (scoring 9 or 10 out of 10 for likelihood to recommend to friends or family).
- The NPS for Australia Votes was 45, with strong advocacy recorded across all demographics which had sufficient sample sizes.

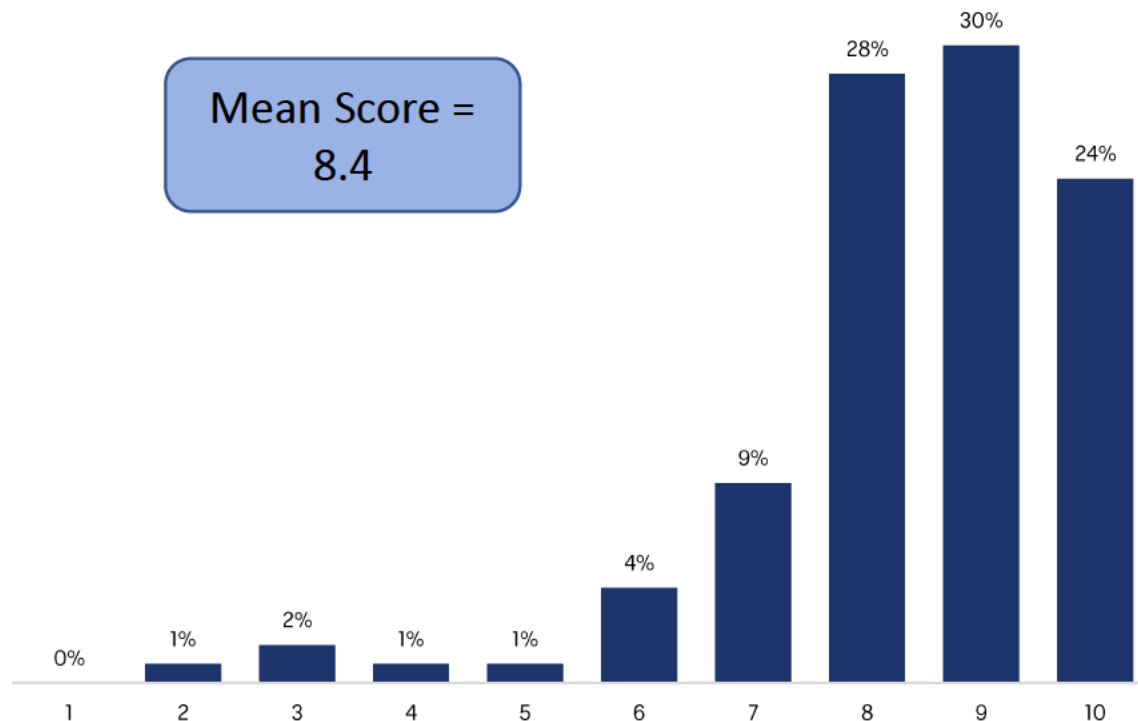


# Overall Rating– Australia Votes

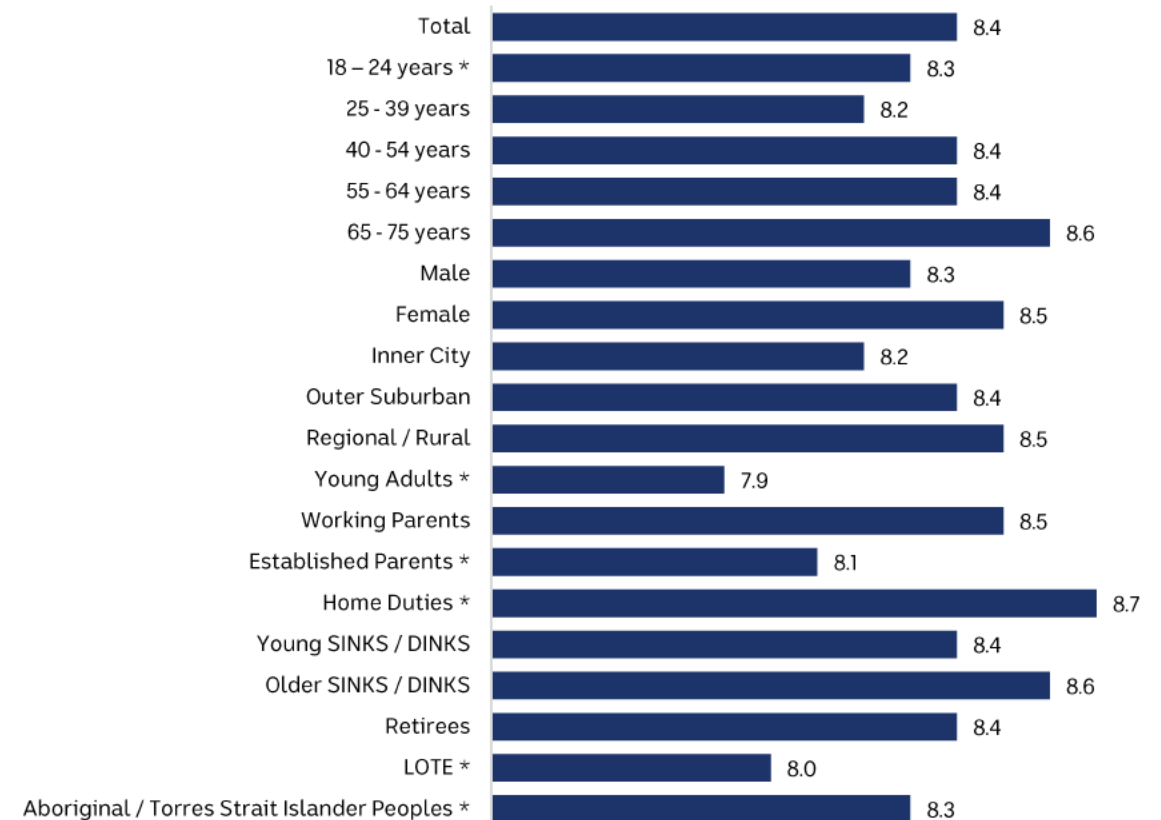
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- The average score across all who watched Australia Votes was 8.4, with strong ratings recorded across all demographics which had sufficient sample sizes.

Could you please rate the election night coverage from the ABC with a mark out of 10, where 10 is the highest score?

Mean Score =  
8.4



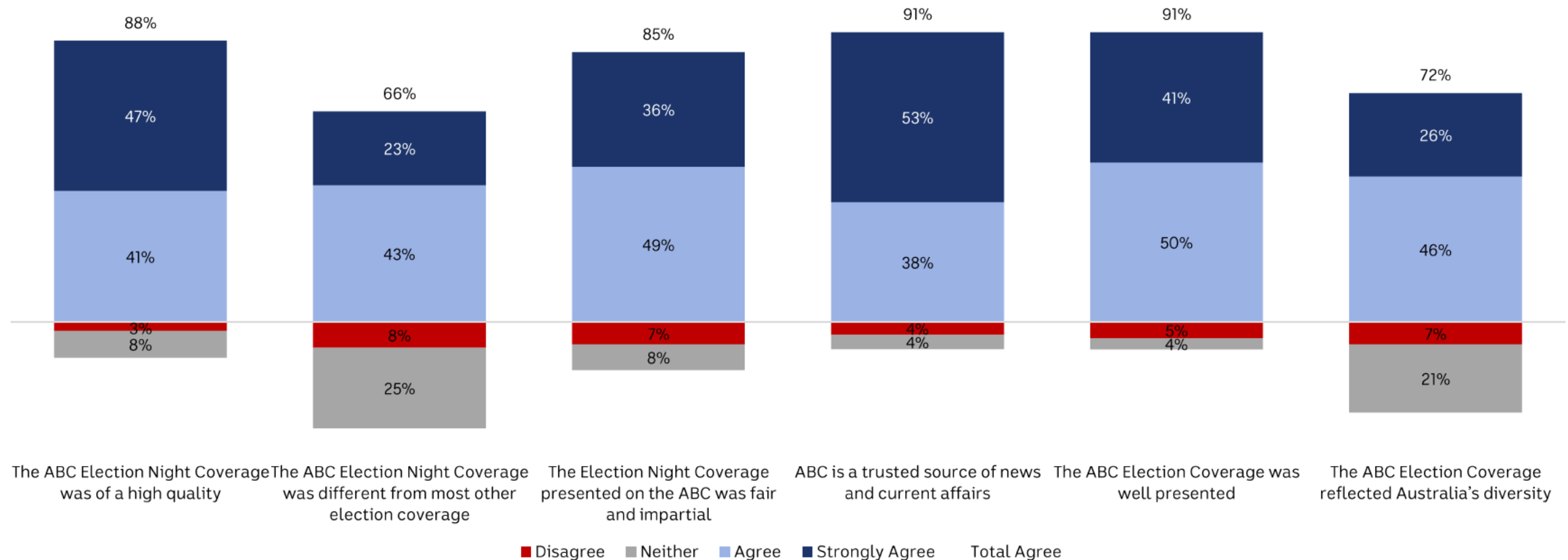
Audience Rating – Mean Score)



# Quality and Distinctiveness – Australia Votes

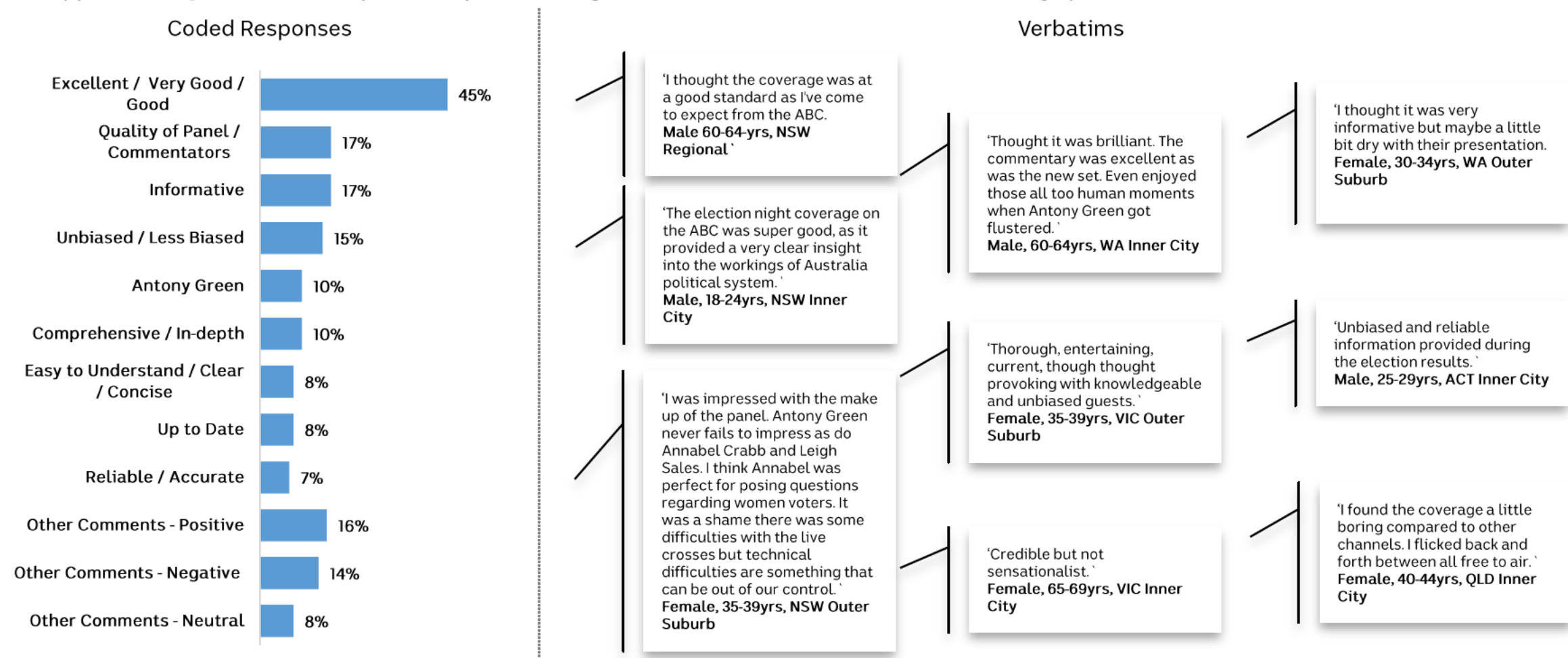
- Australia Votes was seen as trusted (91%), well presented (91%) and high quality (88%).
- It scored lower for reflecting diversity (72%) and distinctiveness (66%).

Quality and Distinctiveness Measures - Australia Votes



# Overall impressions of ABC election night

- Nearly half of all respondents who provided feedback on their impression of ABC categorised the coverage under the general grouping of excellent/very good overall
- The quality of panel, timely updates, informative and being unbiased made up the remaining top 4 responses
- Approximately a fifth of all respondents provided negative or neutral comments on the coverage presented

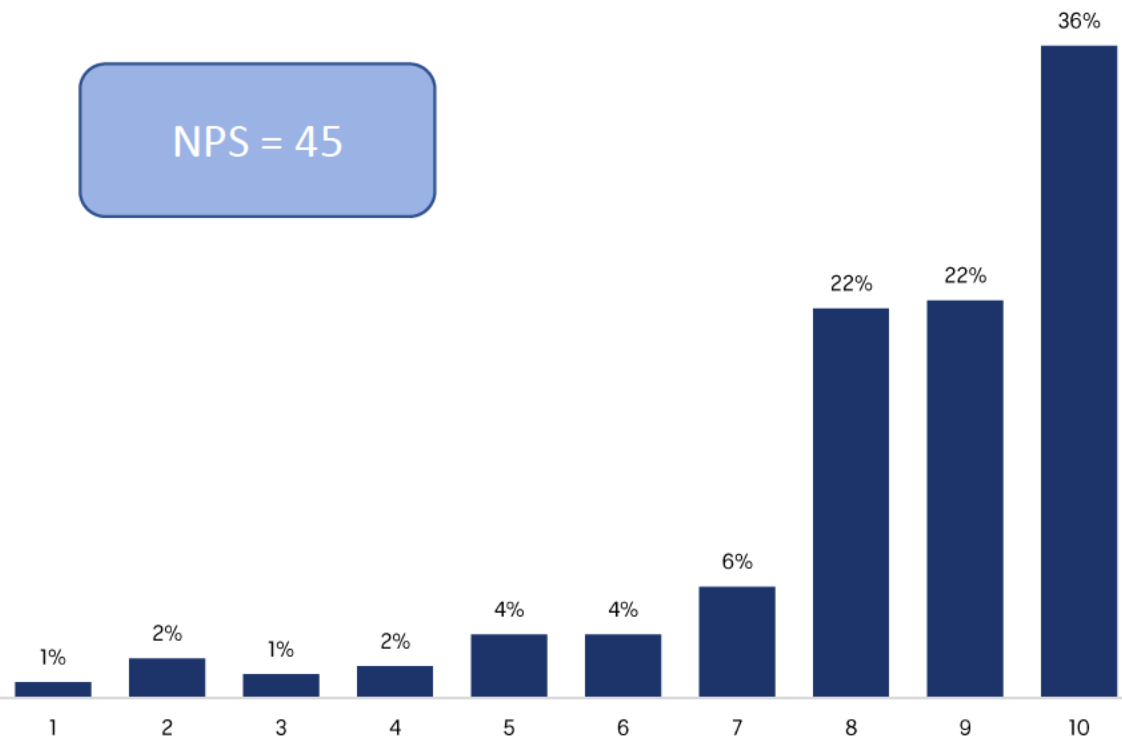


# Advocacy (NPS) – Australia Votes

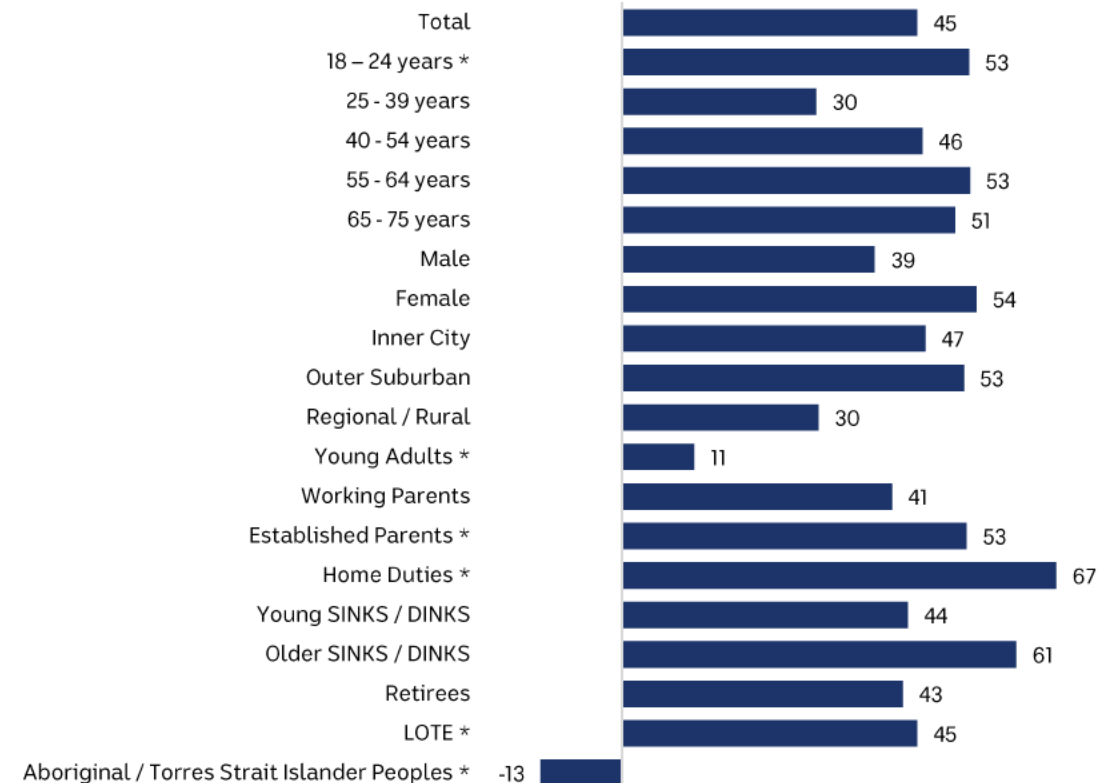
- The majority (58%) of those who watched Australia Votes were deemed promoters of the program (scoring 9 or 10 out of 10 for likelihood to recommend to friends or family).
- The NPS for Australia Votes was 45, with strong advocacy recorded across all demographics which had sufficient sample sizes.

On a scale from 1 to 10 where 1 means not at all likely and 10 means extremely likely, how likely would you be to recommend the ABC's Election Coverage to friends and family?

NPS = 45



Net Promoter Score  
(Promoters (9+10) - Detractors (1-6))



# Perceptions of ABC NEWS

- Across those who engaged in ABC Election Weekend coverage, there was a strong agreement that ABC NEWS plays an important role in Australian society and is a valuable source of news to the Australian Community.
- Among those how live in outer suburban areas, the Election KPI “ABC NEWS reflected the broad range of people and perspectives in its election coverage” (79%) . This was slightly lower than the KPI (80%) for this measure.

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