

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Budget Estimates Hearings May 2014**  
**Communications Portfolio**  
**Australian Broadcasting Corporation**

**Question No: 23**

**Program No. Australian Broadcasting Corporation**

**Hansard Ref: In Writing**

**Topic: Audience Appreciation Surveys**

**Senator Williams asked:**

Has the ABC done any audience appreciation surveys in the last year: if so, can the results and comparisons with previous results be provided for all the ABC programs and outlets surveyed, as well as the overall results and comparisons?

**Answer:**

The last ABC audience appreciation survey was conducted in June 2013, and found that:

- 85% of Australians believe the ABC provides a valuable service
- Most Australians (78%) maintain the view that ABC TV provides quality programming
- 64% of Australian adults believe the ABC provides good quality radio programming
- 80% of Australians believe the ABC does a 'good job' covering country/regional issues compared with 45 percent for commercial media.

The full report is available here:

**<http://about.abc.net.au/reports-publications/appreciation-survey-summary-report-2013/>**