

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: 8

Program No. Australian Broadcasting Corporation

Hansard Ref: Page 68 (28/5/2014)

Topic: Audience Numbers

Senator SESELJA: asked:

Senator SESELJA: I think there was a slight difference on voting intention. I will just go to that quickly because I am running out of time in terms of the perception. There was that sort of funny example recently in this building in terms of a poll taken in the gym of coalition members and Labor members. It does go to a perception, does it not?

Mr Scott: It does. In this building, I am very happy to circulate the audience numbers for ABC News 24 and Sky News, which demonstrate that four to five times as many people—

CHAIR: Circulate that. It would be good to see. We are running out of time.

Mr Scott: Can I answer quickly? The question is that of course there are some high profile columnists who will make these points over and over again. But if you look at what the public think, as shown up in the Newspoll surveys and all other surveys, you see they demonstrate that the public thinks we are overwhelmingly fair, balanced and impartial and more so than any other media outlet in the country. I think—

CHAIR: Bring us those figures. That is fine.

Answer:

According to OZTAM, ABC News 24 is watched on average by 3.6 million Australians each week. Sky News Australia is watched on average by 827,000 Australians each week.