



# 2024 Member and Supporter Survey Report

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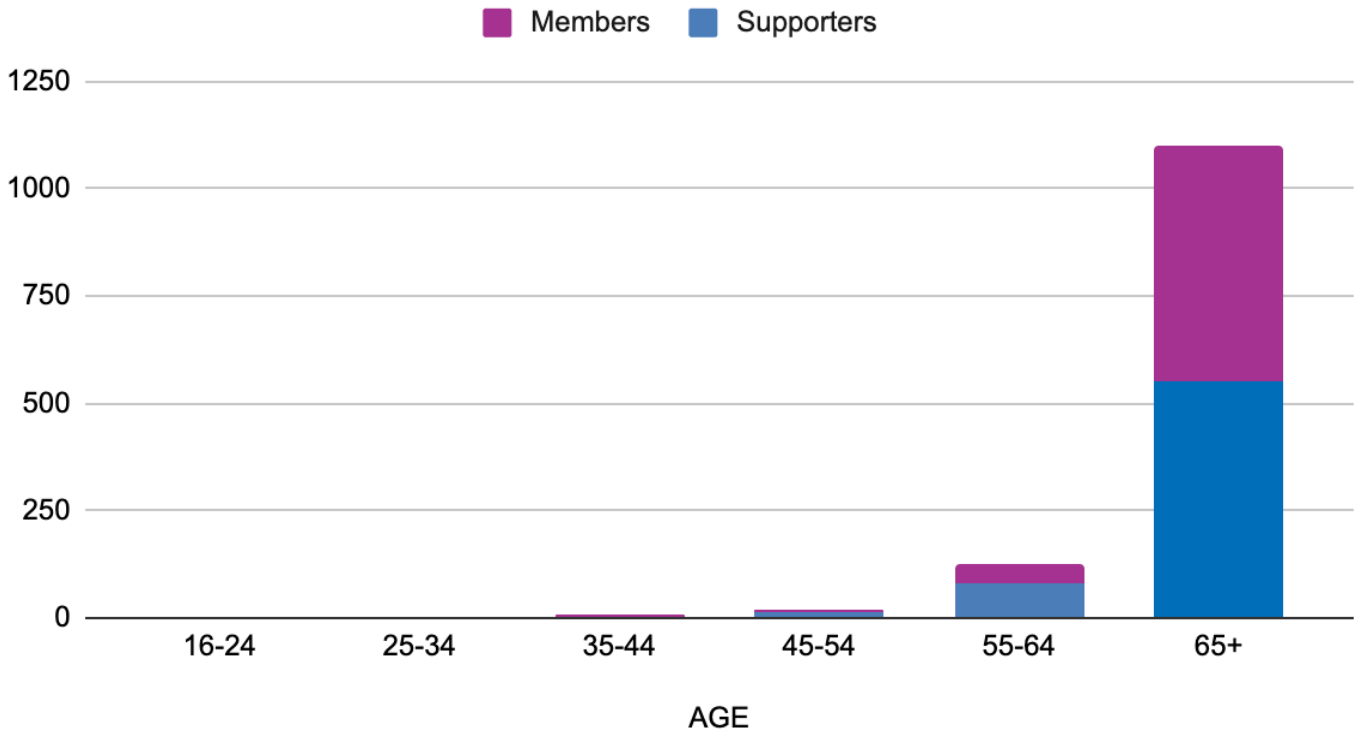
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## Submissions

<i>Member</i>	<i>Supporter</i>	<i>Total</i>
617	668	1,285

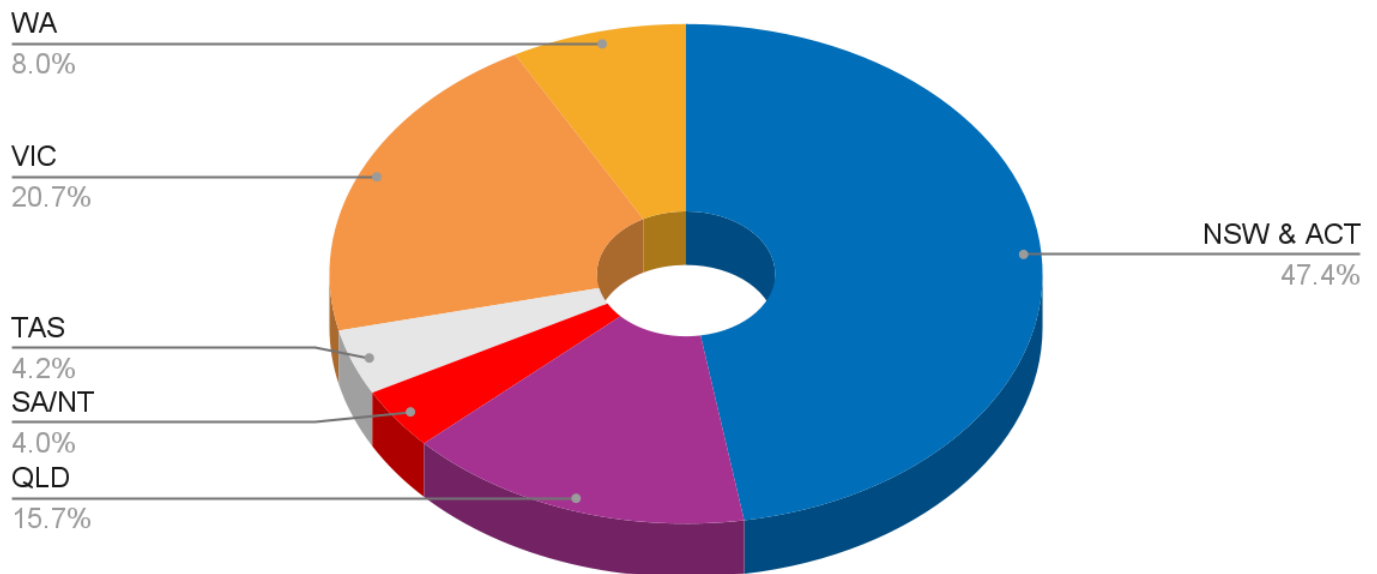
It took users 7 mins 30 secs on average to complete this survey.

# Age



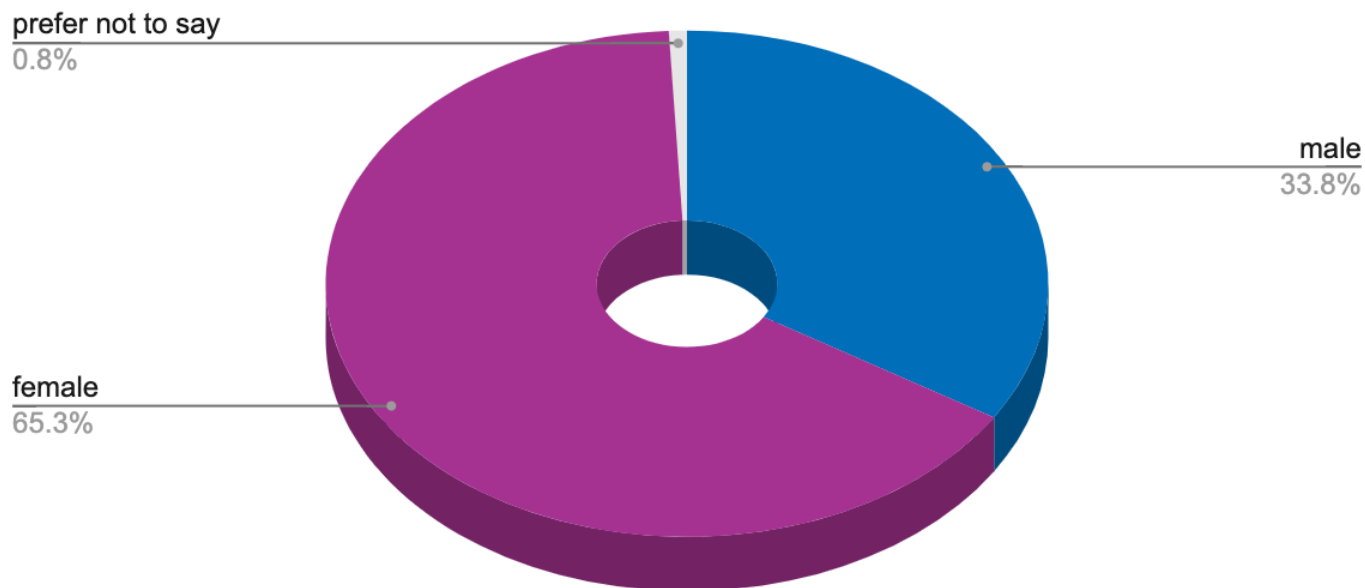
Age	Supporters	Members	Total
16-24	0	0	0
25-34	4	0	4
35-44	4	2	6
45-54	14	6	20
55-64	81	44	125
65+	551	552	1,103

## State Group



<i>State Group</i>	<i>Supporters</i>	<i>Members</i>	<i>Total</i>
<b>NSW &amp; ACT</b>	266	270	<b>536</b>
<b>QLD</b>	111	67	<b>178</b>
<b>SA/NT</b>	8	37	<b>45</b>
<b>TAS</b>	22	26	<b>48</b>
<b>VIC</b>	114	120	<b>234</b>
<b>WA</b>	51	39	<b>90</b>

## Gender

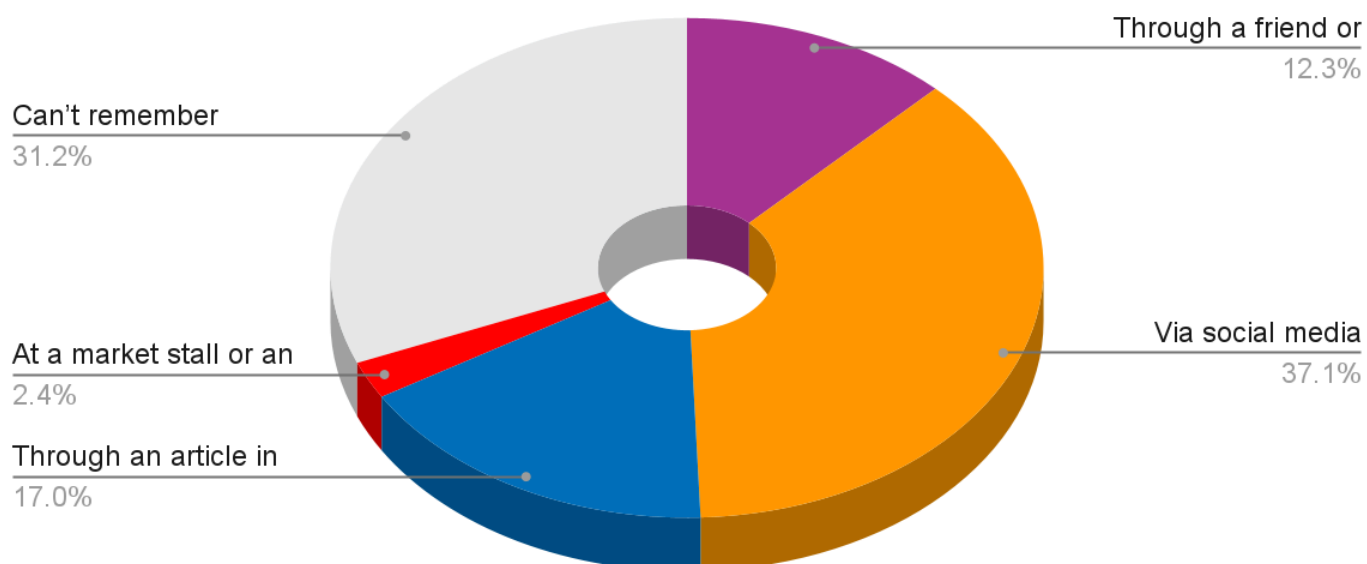


<i>Gender</i>	<i>Supporters</i>	<i>Members</i>	<i>Total</i>
male	213	204	<b>417</b>
female	418	387	<b>805</b>
non-binary	0	0	<b>0</b>
prefer not to say	6	4	<b>10</b>

## How did you hear about ABC Friends?

Supporter only question

- 503 supporters indicated interest in joining as a member
  - 245 said they would like to know more



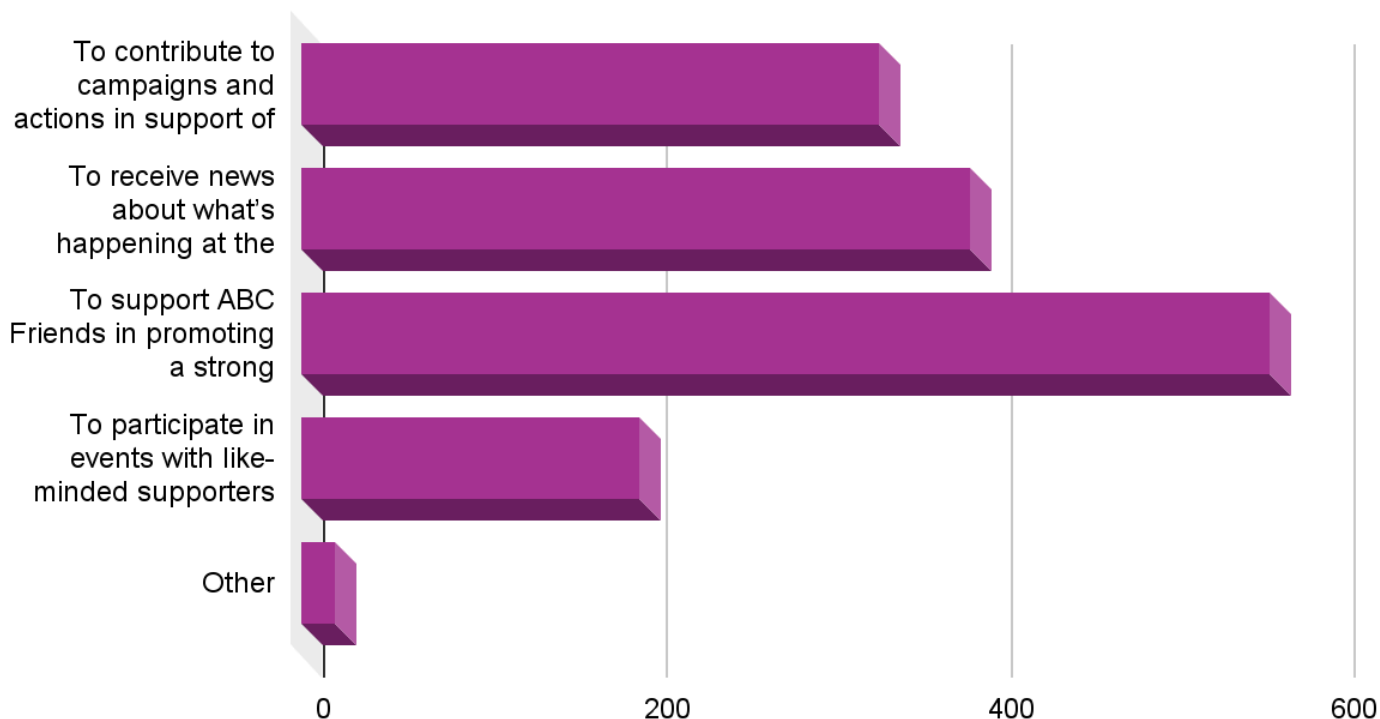
	<i>Supporters</i>
Through a friend or colleague	81
Via social media	245
Through an article in the media	112
At a market stall or an event	16
Can't remember	206
Other	38

- ABC newsletter
- Saw a clever t-shirt design that showed it was ABC friends
- I let my membership of the AbBC lapse because of appalling bias during the Voice Referendum
- Watch since I was a kid - so through my parents I guess
- I'm so old I think I've been listening & watching all my life!
- Parents...I have watched all my life
- A very long time ago
- I used to be a member

- ABC Pride stall at Midsumma Carnival 2024
- I was a member, though I am not now.
- ABC Friends Sent This Me This email
- Husband
- Email
- Via my longterm listening to the ABC radio and TV
- Radio listener, TV viewer, Visitor, Disability participant
- Email
- Joined after attending a rally to save the ABC many years ago
- On the web
- Always watched ABC
- Email
- On this email
- My parents listened to no other broadcaster
- Email
- Email
- So long ago, I can't remember. Was once a member (back in the 1980s)
- My parents watched it, I watch it
- I've been an ABC devotee all my life
- Years ago now. I carry a bag Hands off ABC that must be five years old at least
- Always known - for decades
- I feel like I've always known of it. Possibly from the old car bumper sticker
- by attending a conference of ABC Friends in the Shoalhaven
- I get your emails yes, member
- Via emails yes, ABC
- From being an ex journalist myself
- It's just always been around
- Work at the ABC for ten year

## Why did you join ABC Friends?

Member only question



	<i>Members</i>
To contribute to campaigns and actions in support of the ABC	336
To receive news about what's happening at the ABC	389
To support ABC Friends in promoting a strong independent ABC	563
To participate in events with like-minded supporters of the ABC	196
Other	20

- I rely on ABC radio (classic & rn) so much & I want to give something back. I turned to ABC classic during COVID19, & it really saved my life!
- I want to see the ABC maintain a strong voice in the Australian media landscape.
- To stop ABC being dumbed-down and commercialised by both the COALition and the so-called Labor Party.
- To encourage the return of science and innovation informative programs.



- Because I love ABC Radio National and ABC TV channels for their interesting content and courageous reporting and investigative journalism.
- To have the opportunity to watch high-grade TV without advertisements
- To ensure that the ABC is sticking to it's charter to inform , educate and entertain.
- To counter politically motivated intolerance of public broadcasting.
- To try and get more gender balance particularly male
- Because the ABC is important.
- I believe they are the most honest news service
- To ensure that Australia maintains an excellent PUBLIC broadcaster free from advertisers and their stated and unstated interests.
- I'm 88 and ABC has been central to my life since primary school broadcasts, The Argonauts Club, the Lawsons, the News, the Weather Forecasts & River Heights, the Cricket & Notes on the News from 79 years ago
- Globally media outlets, except for a few public broadcasters, are extremely biased. The ABC is one of those scarce exceptions. I am saddened by cuts to the ABC's funding hence programs and the bias in the majority of Australia's media that verges on no more than blatant propaganda.
- Put pressure on ABC to retain excellent programs.
- I was invited to a meeting of the WA Friends...and ended up on the committee for the next ten years!
- to help keep the purpose of the ABC and to be a part of stopping it from becoming a neoliberalist weapon!
- My partner took out a family membership. I'm part of the family.
- To assist in fighting Murdoch and the conservatives destroying an unbiased voice.
- To stop the decline of the ABC

## Your views on the ABC

Users were asked to rank these statements, with 5 stars being most important, and 1 star the least important. These were tallied and then ranked.

<i>Issues ranked in order of importance</i>	<i>Supporters</i>	<i>Members</i>	<i>Total</i>
Maintaining impartiality in reporting	1	1	1
Guaranteeing independence from government	2	1	2
Having the funding to offer more Australian content (e.g. drama, documentaries, kids' programs, arts programs, science programs)	3	3	3
Having the funding to offer more local or state news and current affairs	4	4	4
Having the funding to offer more international news and current affairs	5	5	5

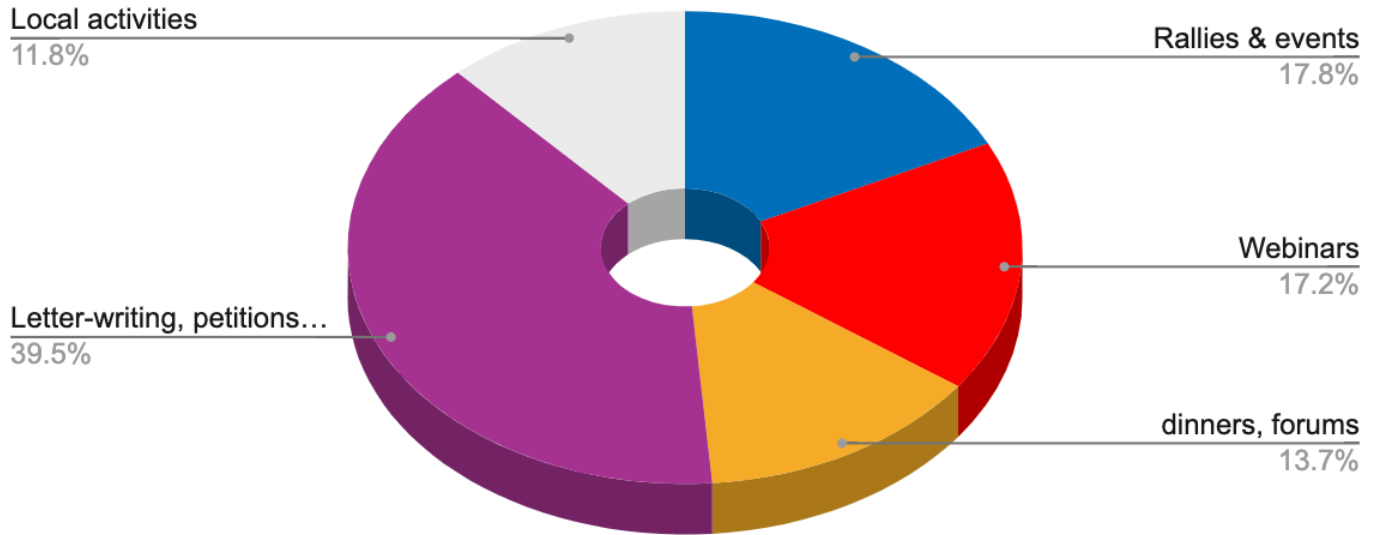
## The role of ABC Friends

Users were asked to select the 3 the most important roles for ABC Friends. Responses were then tallied and ranked.

<i>Issues for ABC Friends ranked in order of importance</i>	<i>Supporters</i>	<i>Members</i>	<i>Total</i>
To advocate to government in support of the ABC	2	1	1
To raise awareness with the Australian public about the ABC's role as an independent public broadcaster	1	2	2
To hold events and activities for ABC Friends' members and supporters	3	3	3
To give constructive feedback to the ABC board and senior management about major issues of concern	4	4	4

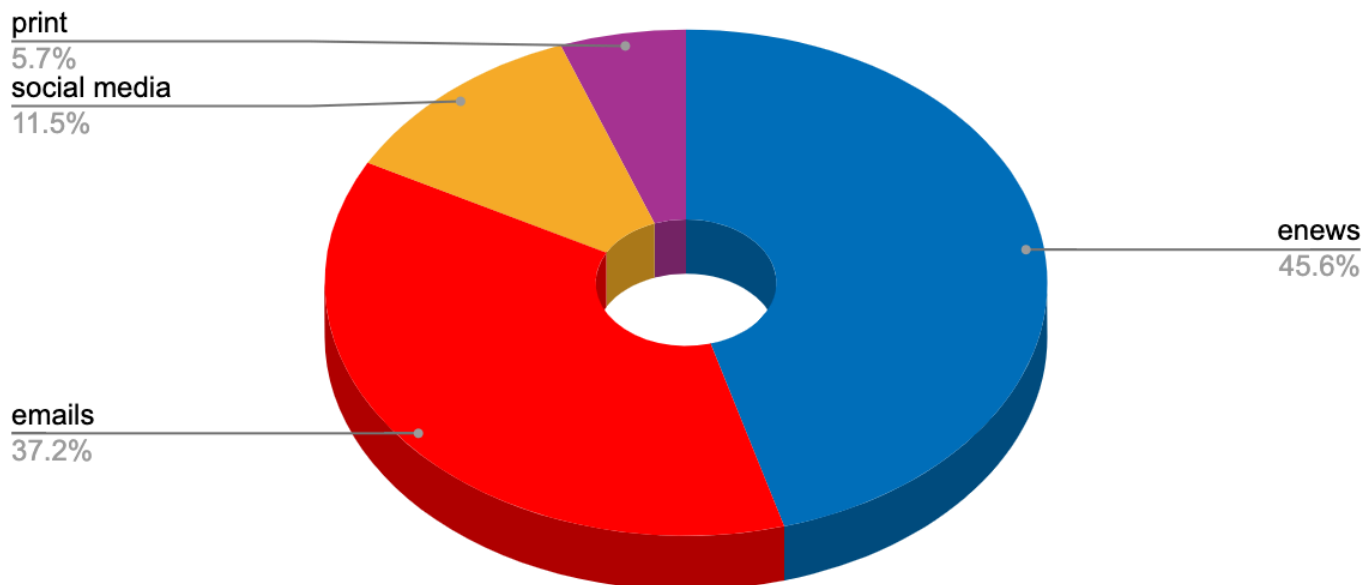
To campaign in support of the ABC, including during elections	5	5	5
To research emerging issues in public media	6	6	6

# What ABC Friends events or activities would you like to participate in?



	<i>Supporters</i>	<i>Members</i>	<i>Total</i>
Rallies and other campaign events	172	225	397
Webinars	167	225	392
Social events such as dinners, discussions, and speaker forums	133	225	358
Letter-writing, petitions, and other online actions	383	225	608
Local activities such as market stalls	114	225	339

## How would you like to hear from us?

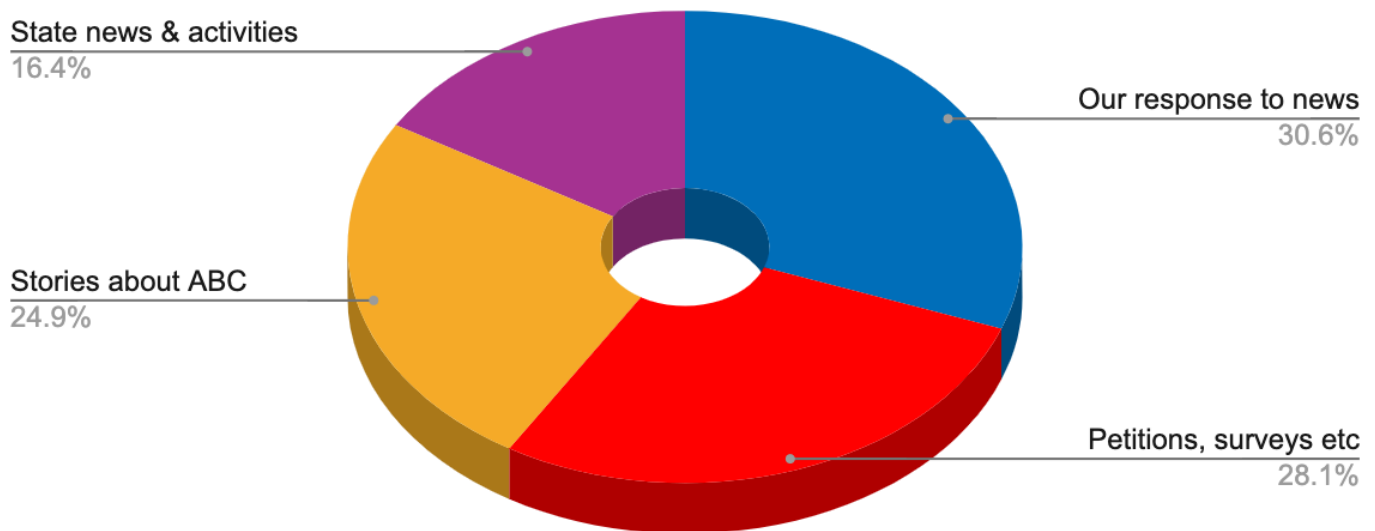


	<i>Supporters</i>	<i>Members</i>	<i>Total</i>
Through our monthly email newsletter	421	499	920
Through occasional emails	362	389	751
Through social media	144	88	232
Through an occasional printed newsletter	39	75	114

If users selected “Through an occasional printed newsletter” then an optional question was posed: “Would you be willing to pay to help cover postage costs?”

- 3 supporters would be willing to pay to help cover postage costs
- 55 members would be willing to pay to help cover postage costs

## What sort of information would you like us to communicate?



	<i>Supporters</i>	<i>Members</i>	<i>Total</i>
ABC Friends' responses to important policy issues (e.g. political interference, board appointments, funding, submissions)	530	546	<b>1076</b>
Opportunities to participate in online actions such as petitions and surveys	440	546	<b>986</b>
Stories about the ABC such as new programs and services	446	429	<b>875</b>
News about ABC Friends activities in your state or territory	258	317	<b>575</b>
Other	7	16	<b>23</b>

### Supporter Other:

- Don't know
- The ABC was included in Brendon's pre-budget submission 2024-25
- News analysis International, national and local as well as current affairs, comedy, music etc
- News and action which is planned to highlight the critical role of the ABC as an unbiased reporting agency.
- ABC Pride stall at Midsumma Festival's Midsumma Carnival annually
- I have no interest in joining ABC Friends

- Involvement in decisions re ABC in communicating with Govs., board and interested parties

### Member Other:

- Updates about (versus ABCF responses to) ABC governance, funding and delivery of charter
- Let us know if the ABC Friends petitions, surveys, requests and letters of advice, have any effect on the ABC presentation or in Government administration
- I want an opportunity to express my great disappointment that the Drum has been dropped
- current events from a professional, objective, investigative, reporting standard. Address and change the current ABC obsessive 'diversity' compulsion to the exclusion of healthy societal family values which include the views of 'diverse' minorities. Youth suicide locally and in the US is the No. 2 KILLER. Prioritise addressing electrification of OZ and a just Renewable transition thus providing HOPE for a viable future for our YOUTH. Offer PARENTING involvement in the lives of the YOUTH. Fathers and Mothers returning to the workforce ' 3 hours' after birth - has disastrous on-going negative consequences for youth. Pediatricians advocate one parent (at least) being with their infant for the first 2 years of that child's life in order for that child to develop into a contributing and functioning and well-balanced, caring ADULT.
- Government interference, decline in funding and how we can help protest to the government. What are the goals?
- Information about ABC salaries.
- Zoom meetings.
- ABC's response to Friend's feedback
- What is the true state of Affairs with regional radio content? Are smaller locations having their local broadcast times and content eroded away in favour of their time slots taken over by the larger regional centre's presenters
- Programs about balanced political education, in particular balanced educative governance systems of which there is very little in Australia high schools. I have written to the top management on a number of occasions and published articles (Pearls and Irritations) about the GREAT need for political education as our system is chaise and could be much improved. I believe that the ABC is the ideal medium to achieve improvement in this type of education in a short period of time.
- Thoughtful & well-researched magazine-style articles such as supplied in 'Update'

- News about ABC Friends activities in other states or territories yes, ABC representation to the public and raising awareness of the importance of the ABC at events for the public
- how to bring back The Drum and all the great people involved. then there might not be as many members as us who have resorted to streaming and may never return to the abc at 6pm
- Responses to complaints that regularly arise in social media such as X on bias in reporting- eg Afternoon Briefing and other news programs that give greater prominence to Opposition spokespersons than to Government representatives. Loss of staff and quality of interviewers