

TrustWatch: Trust in Media

June 2026



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The
Research
Society

2025-26
Corporate
Partner



Australian
Polling Council
Quality Mark

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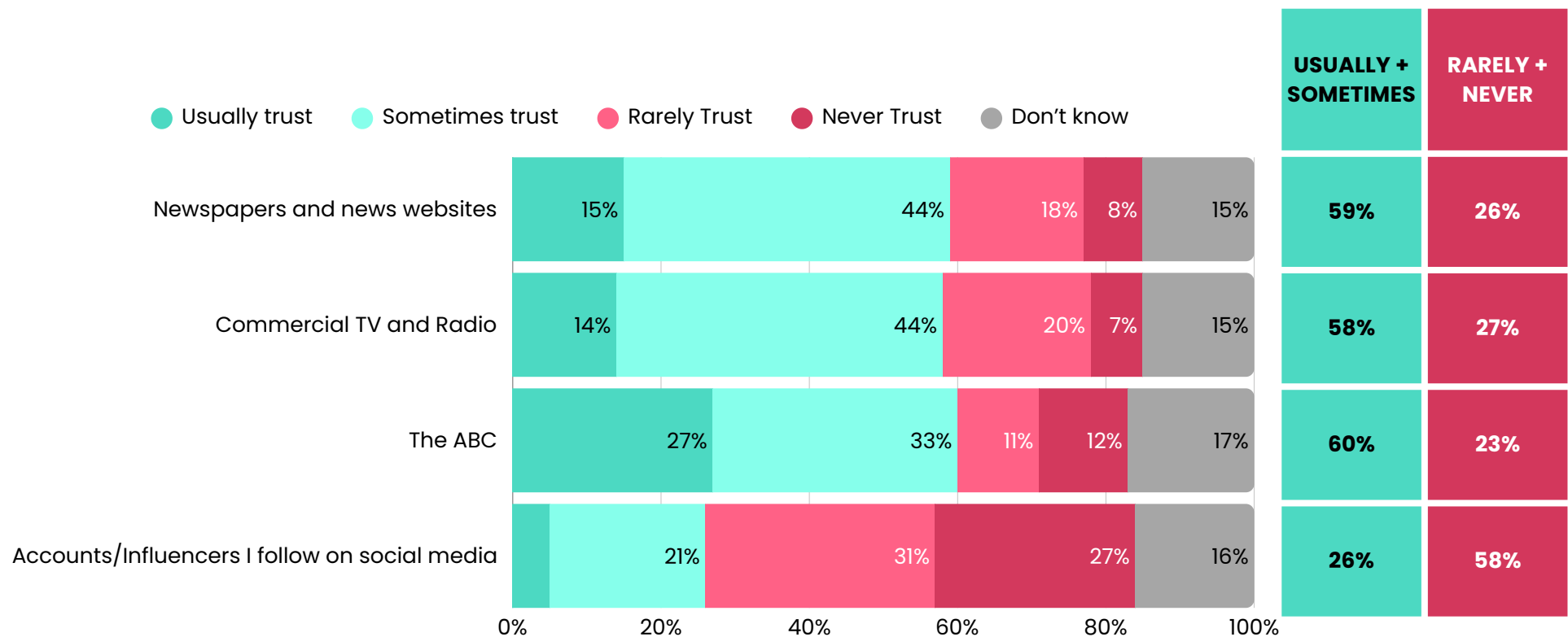
Methodology Statement



Research company	DemosAU
Client commissioning the research	NA
Fieldwork dates	15–20 May 2026
Mode of data collection	Internet panels
Target population	Australians 18+ eligible to vote at elections
Sample size	1,502
Is voting intention published?	Yes, in this report
Effective sample size after weighting applied	754
Margin of error associated with effective sample size	+/- 3.6%
Variables used in weighting	Age x gender, education, personal income, residential tenure, language, region, 2025 Federal Vote, Left-Right Self ID.
Weighting method used	Rim Weighting
Full question text, responses categories and randomisation	As set out throughout the report. Answer order randomly flipped.
Source of sample	Internet panels
Positioning of voting intention questions in questionnaire?	N/A
How were undecided voters handled?	N/A
2PP calculation method	N/A

TrustWatch – Summary findings

Q. Please indicate how much you are likely to trust information provided by the following information sources?



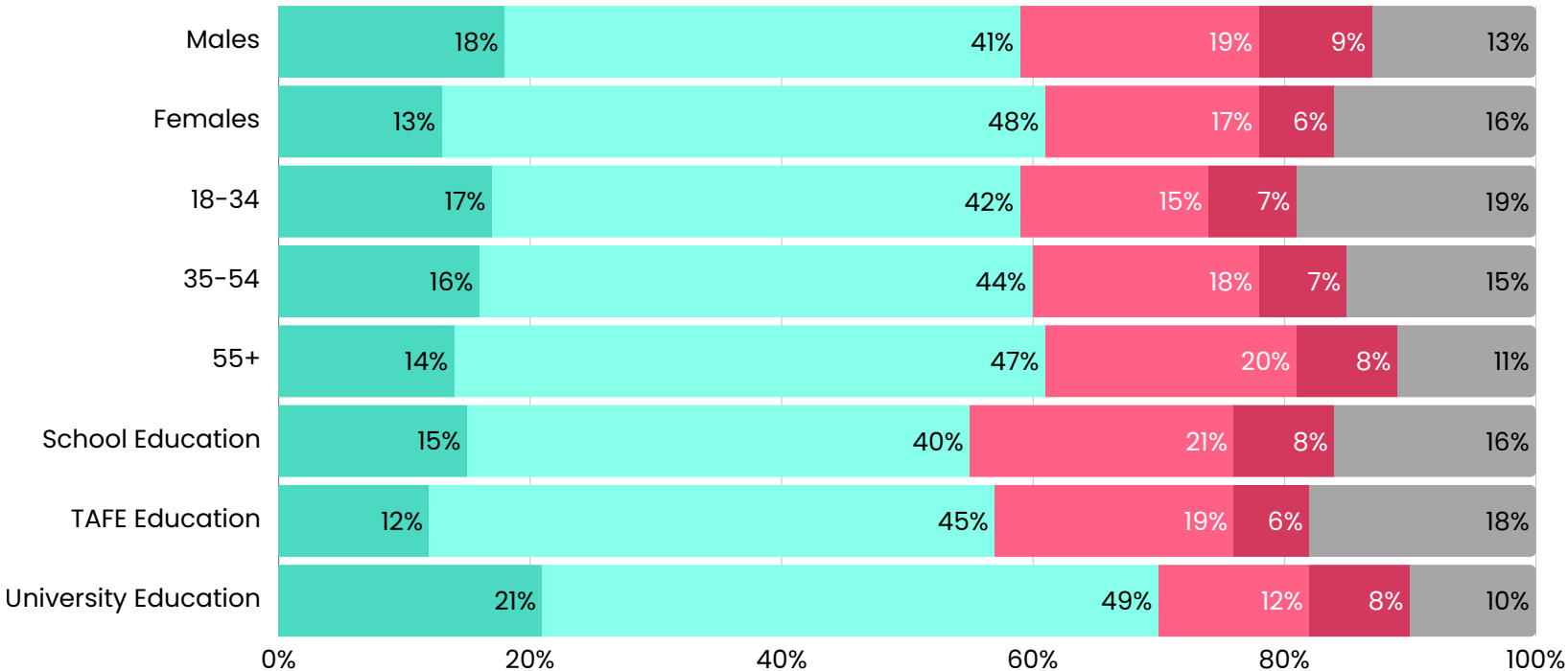
Newspapers + News Websites

Q. Please indicate how much you are likely to trust information provided by the following information sources?

Results by Gender, Age + Education

Usually trust Sometimes trust Rarely Trust Never Trust Don't know

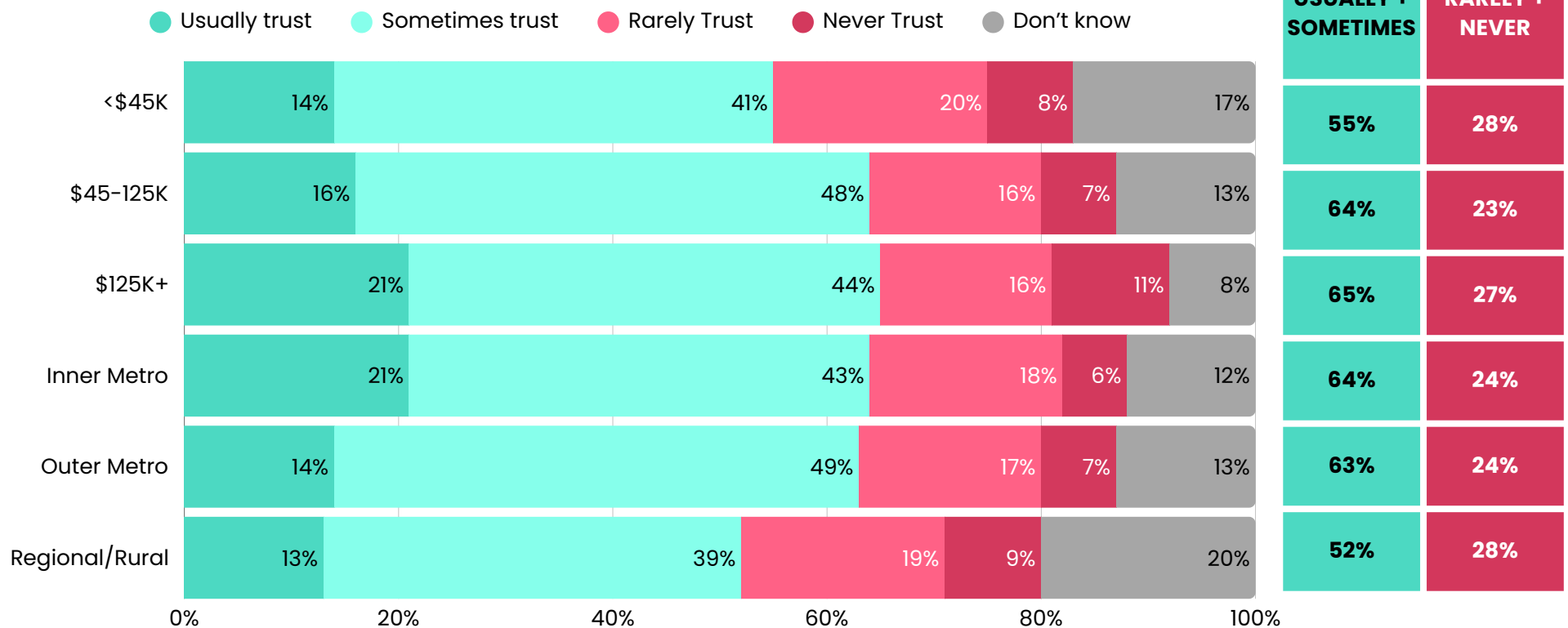
USUALLY + SOMETIMES	RARELY + NEVER
59%	28%
61%	23%
59%	22%
60%	25%
61%	28%
55%	29%
57%	25%
70%	20%



Newspapers + News Websites

Q. Please indicate how much you are likely to trust information provided by the following information sources?

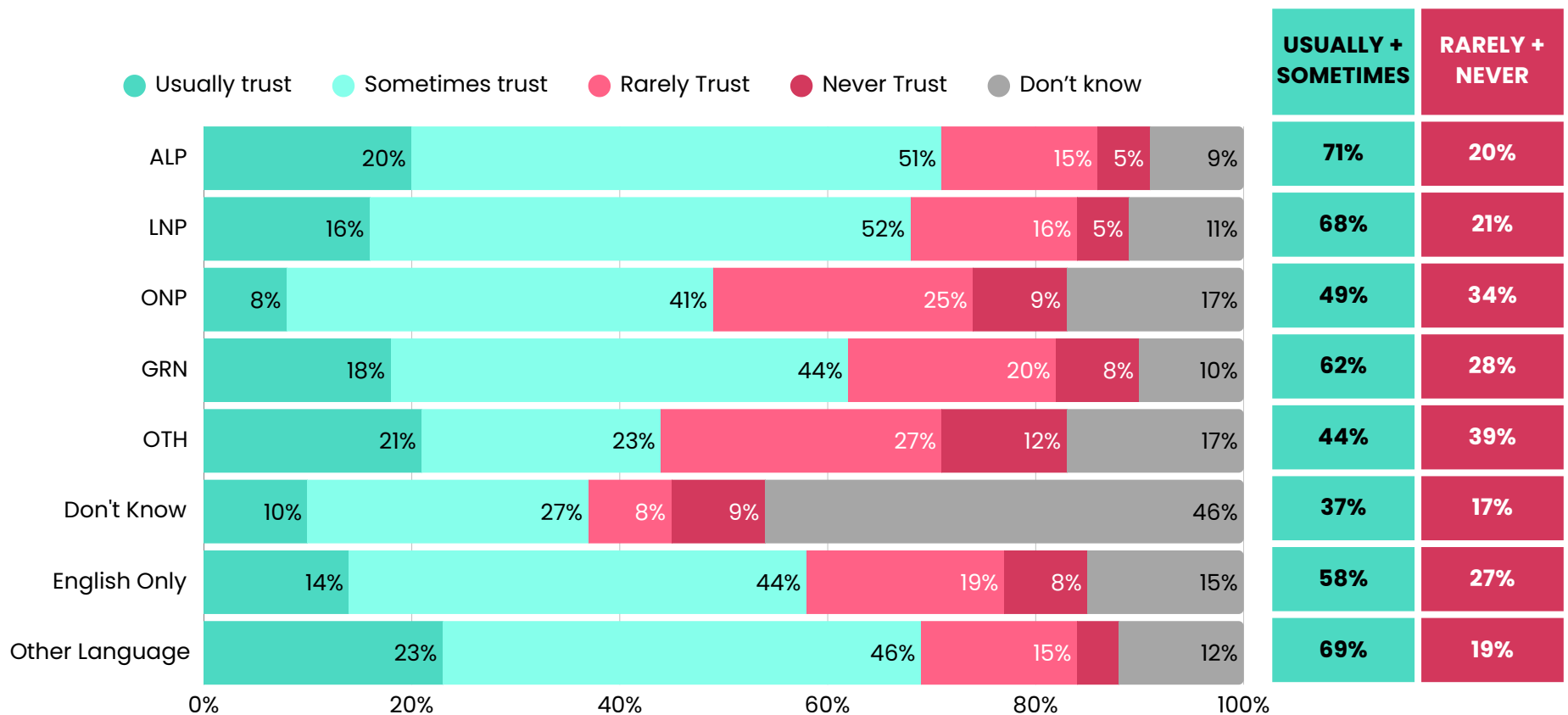
Results by Income + Location



Newspapers + News Websites

Q. Please indicate how much you are likely to trust information provided by the following information sources?

Results by Voting Intention + Language



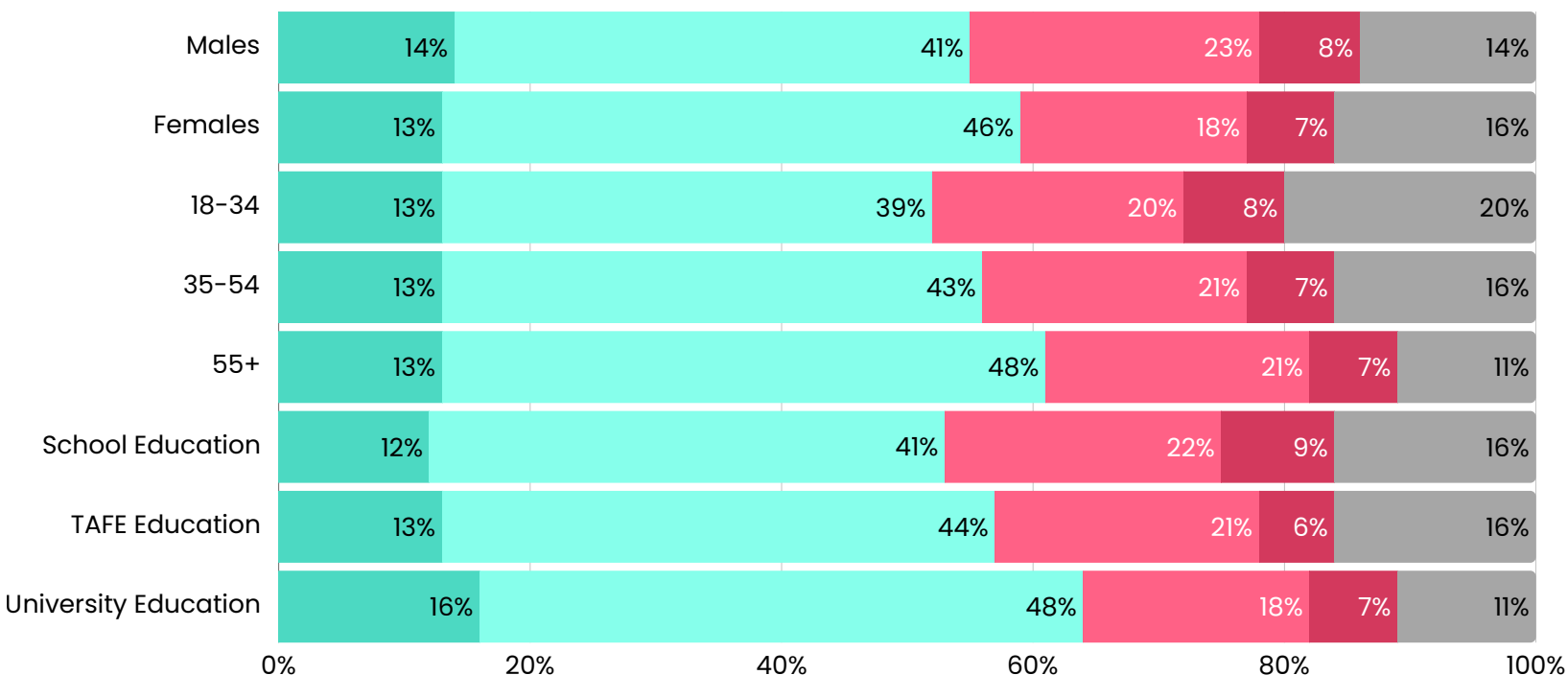
Commercial TV and Radio

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Usually trust Sometimes trust Rarely Trust Never Trust Don't know

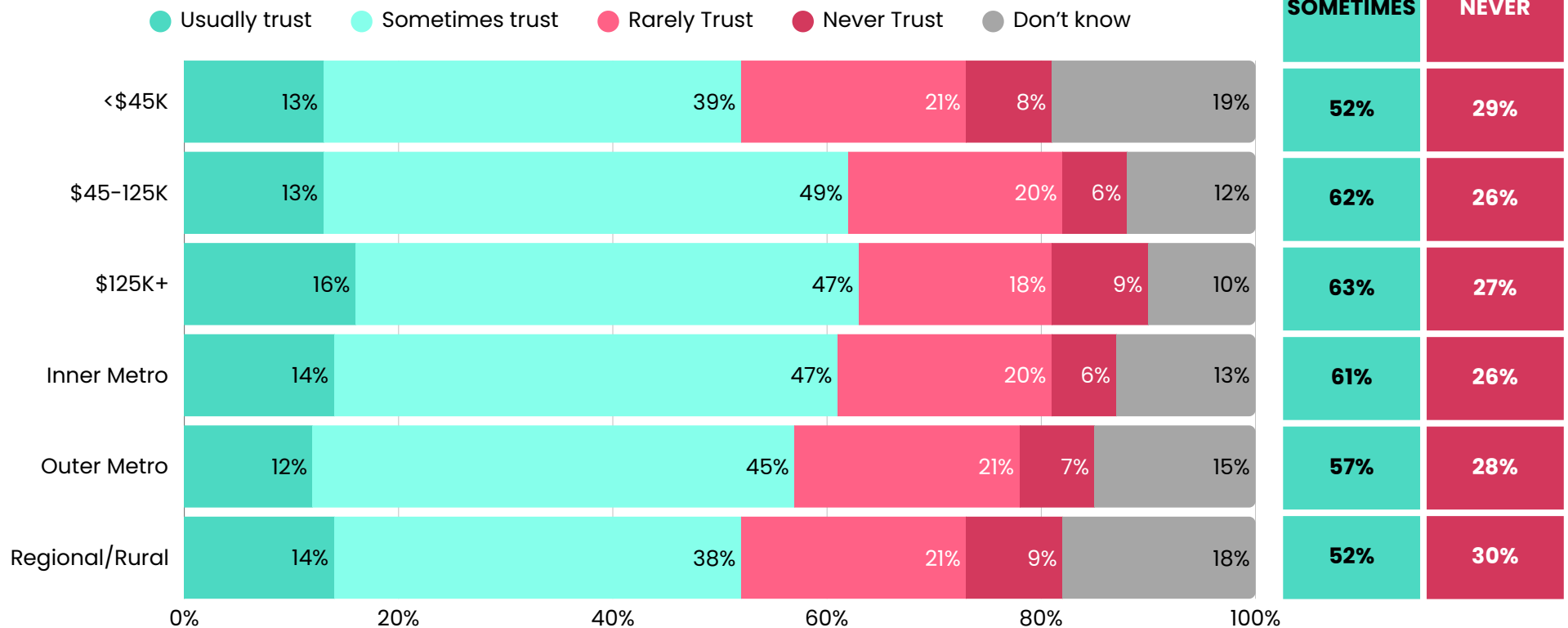
USUALLY + SOMETIMES	RARELY + NEVER
55%	31%
59%	25%
52%	28%
56%	28%
61%	28%
53%	31%
57%	27%
64%	25%



Commercial TV and Radio

Q. Please indicate how much you are likely to trust information provided by the following information sources?

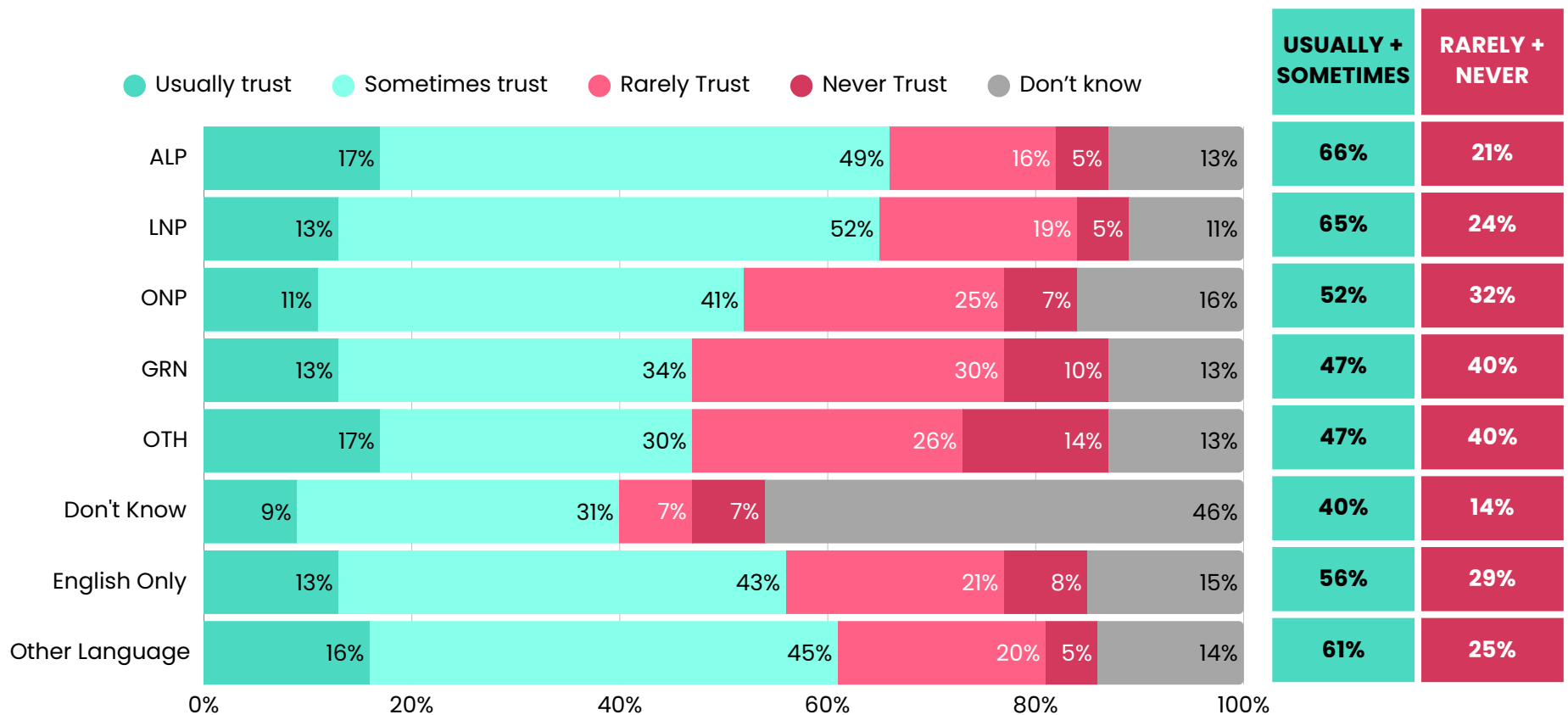
Results by Income + Location



Commercial TV and Radio

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Results by Voting Intention + Language



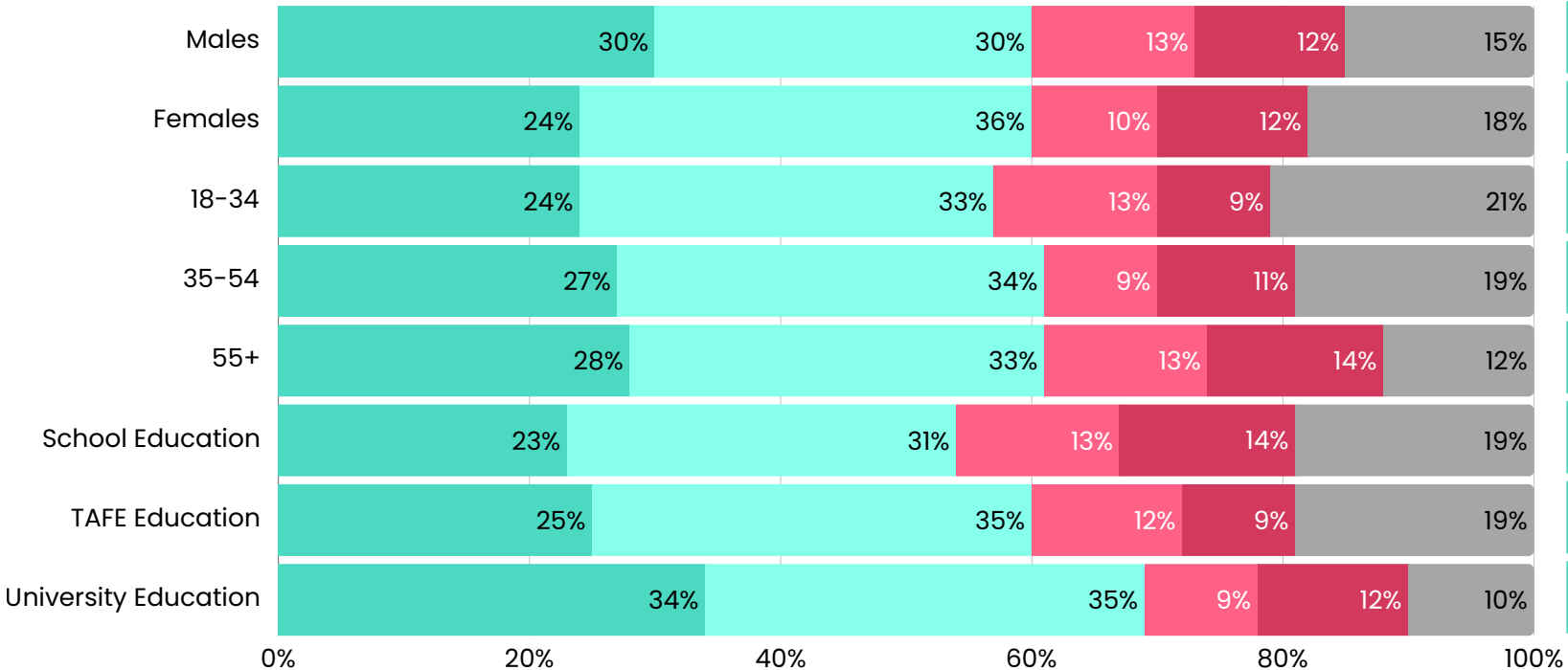
The ABC

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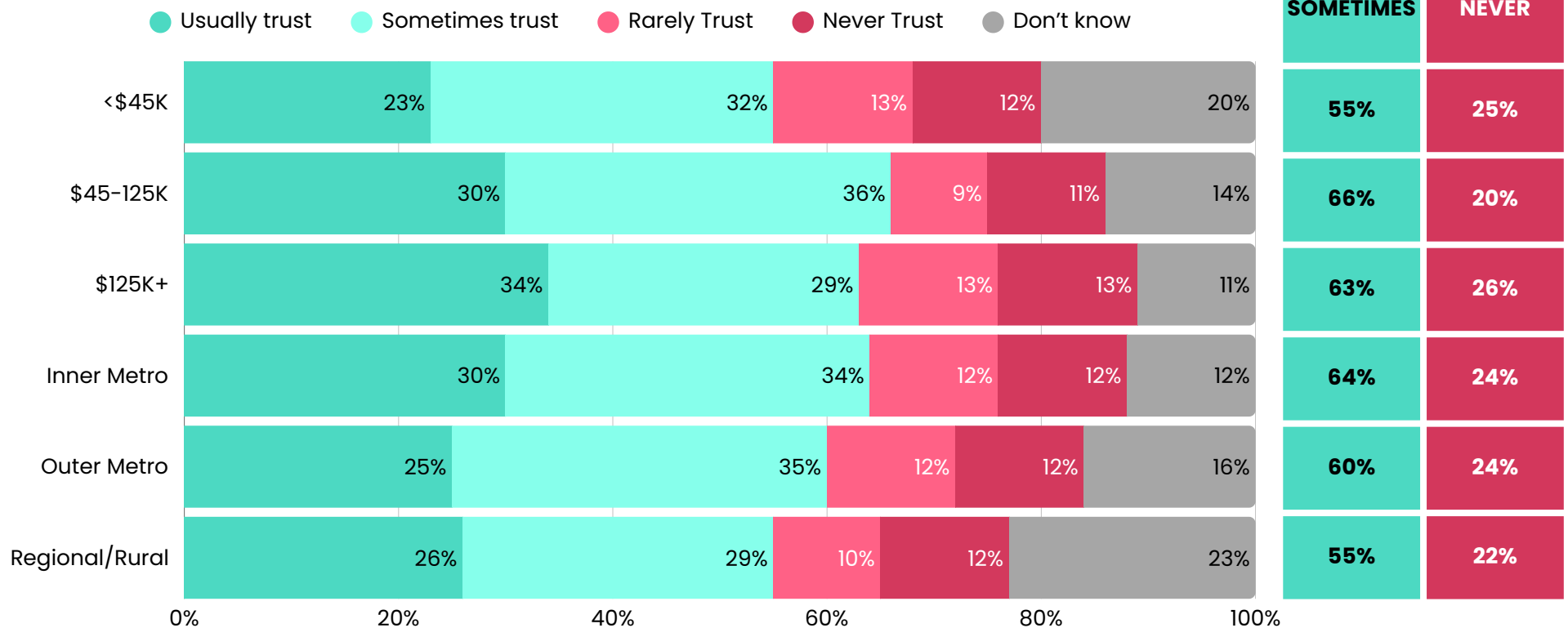
USUALLY + SOMETIMES	RARELY + NEVER
60%	25%
60%	22%
57%	22%
61%	20%
61%	27%
54%	27%
60%	21%
69%	21%



The ABC

Q. Please indicate how much you are likely to trust information provided by the following information sources?

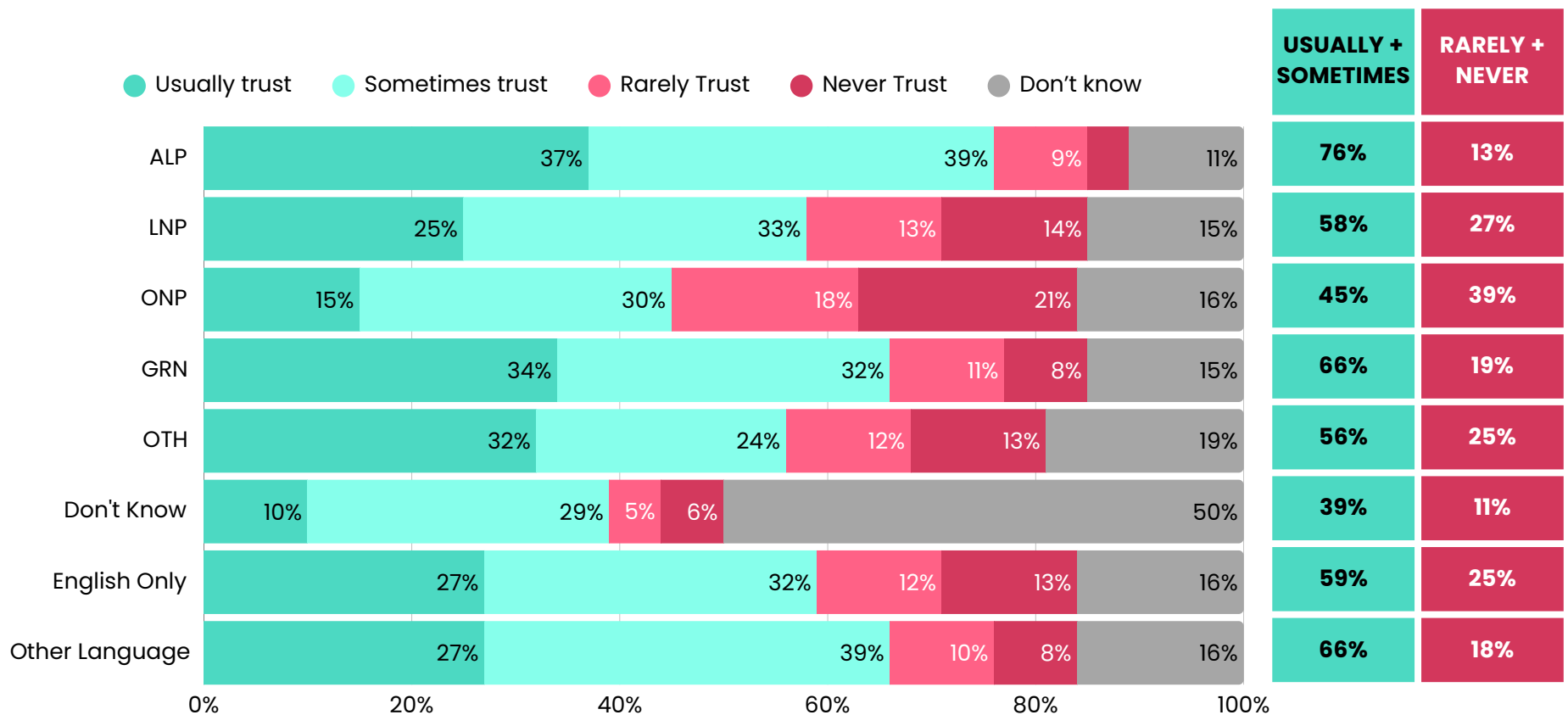
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The ABC

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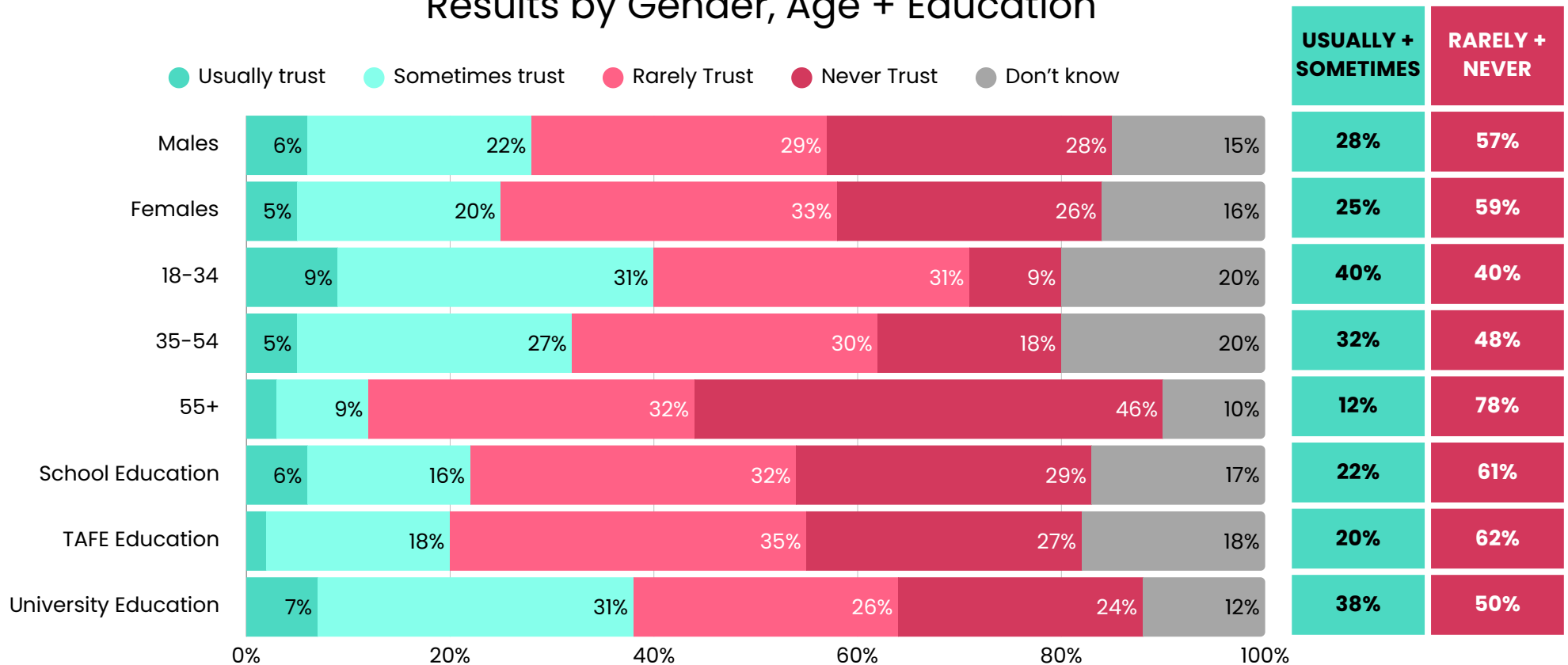


Accounts/Influencers I Follow On Social Media

Q. Please indicate how much you are likely to trust information provided by the following information sources?

Results by Gender, Age + Education

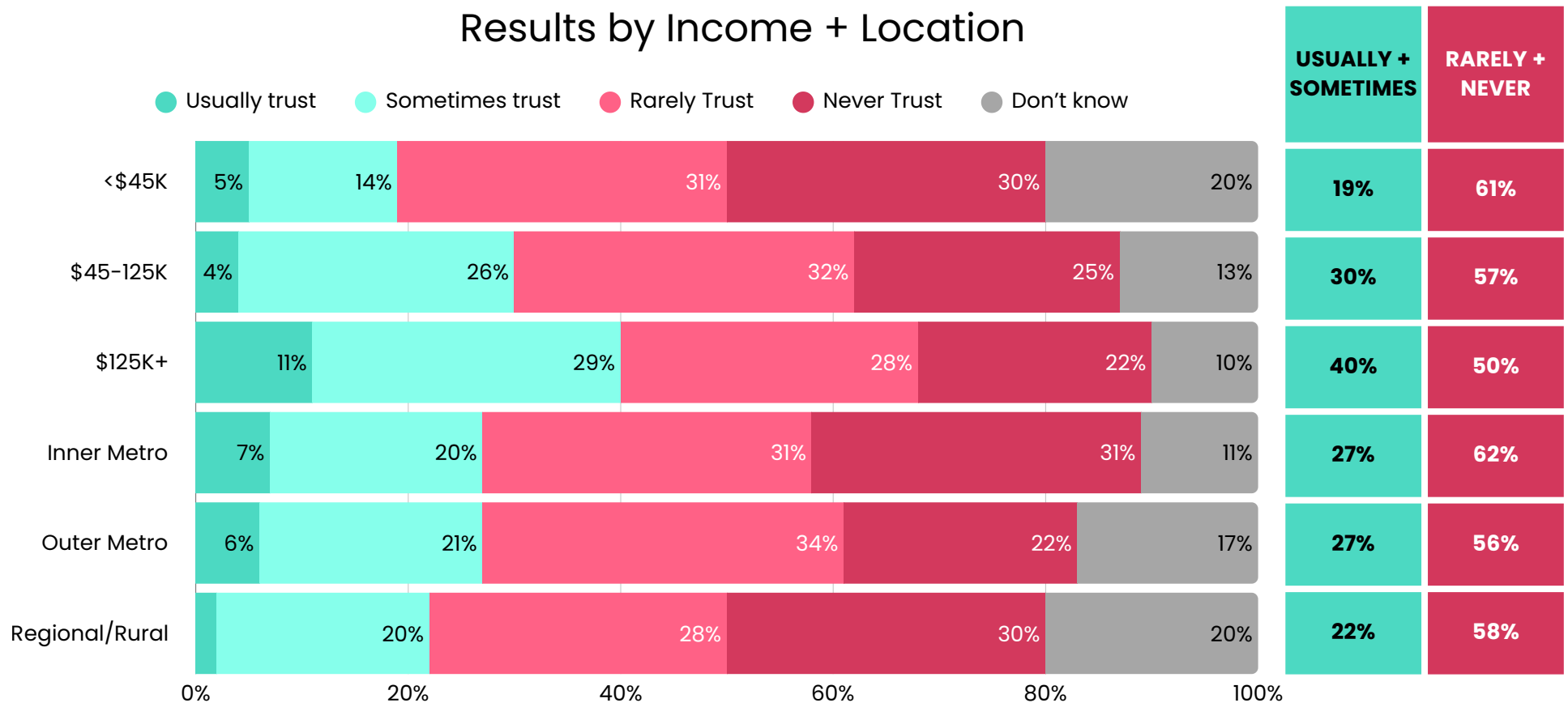
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