

# IPA MEDIA RELEASE

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Level 2, 410 Collins St. Melbourne ph: 03 9600 4744 ipa@ipa.org.au www.ipa.org.au

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**EMBARGOED UNTIL 11.30PM Wednesday 27 June 2012**

## **Poll: Media goes too far in attacks on rich**

A new poll conducted by Galaxy Research for the Institute of Public Affairs shows that a majority of the Australian people is fed up with attacks on rich people by the media.

**Galaxy asked 1,053 respondents across Australia from 15-17 June 2012:**

**“Do you think that the media go too far in their attacks on the rich?”**

- 51% said yes, the media does go too far in their attacks on the rich
- 46% said no
- 4% did not know

Younger voters aged between 18 and 24 were the most clear that attacks on rich people had gone too far in the media, with 67% of respondents saying they had compared to just 30% who said they had not. Coalition voters had similar views, with 61% saying the media goes too far versus 35% who thought they did not go too far.

In an indication of divergent views between aspirational and other voters, respondents with below Year 12 level schooling were more likely (57% to 38%) to believe that media attacks went too far than those with Year 12 and beyond education (48% to 49%). Blue collar workers (53% to 43%) were also more concerned than white collar workers (49% to 48%) about media attacks on rich people.

Victorians and Tasmanians were most likely to think the media went too far (53% to 43%), whilst Western Australians were least likely to think so (45% to 48%), perhaps reflecting the different editorial stances of their local media.

“People who are rich contribute immensely to society. In a capitalist country you can only become rich by selling something that someone else wants to buy at a price they are willing to pay. Accumulating wealth is evidence someone is providing value to their community,” said James Paterson, director of communications at the Institute of Public Affairs.

“When the media denigrates rich people they are denigrating people who supply goods and services that the community needs, and people who create jobs for their fellow Australians. Being rich is not a bad thing, and it is time the Australian media recognised that,” said Mr Paterson.

**Full survey results attached. For further information and comment:**

**James Paterson**

**Director, Communications, Institute of Public Affairs**

[jpaterson@ipa.org.au](mailto:jpaterson@ipa.org.au)

**0423 502 147**

GALAXY RESEARCH

TABLE 3 Standard Banner 1 \*BY\* C2. Media go too far with attacks on the rich

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Sex/Area

	Sex		Age				Marital Status		Grocery Buyer		Children		Work Status			S.E.S.		
	Total	Male	Female	18-24	25-34	35-49	50+	Marr-ied	Not Marr-ied	Yes	No	Yes	No	Full Time	Part Time	Not Working	White	Blue
RESPONDENTS	1053	521	532	106	107	380	460	704	349	747	306	419	634	456	242	355	600	453
WGHT SAMPLE (000s)	17173	8362	8811	2067	3021	5064	7021	11277	5896	12051	5122	6874	10299	7569	4103	5501	9766	7407
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
C2. Media go too far with attacks on the rich																		
Yes	8674	4063	4611	1378	1560	2393	3343	5577	3097	6109	2565	3680	4995	3736	2156	2782	4767	3907
	51%	49%	52%	67%	52%	47%	48%	49%	53%	51%	50%	54%	48%	49%	53%	51%	49%	53%
No	7833	3922	3911	614	1321	2509	3388	5273	2560	5452	2381	3053	4780	3493	1835	2505	4677	3156
	46%	47%	44%	30%	44%	50%	48%	47%	43%	45%	46%	44%	46%	46%	45%	46%	48%	43%
Don't know	666	377	289	74	140	162	289	426	239	490	176	141	525	339	112	214	322	343
	4%	5%	3%	4%	5%	3%	4%	4%	4%	4%	3%	2%	5%	4%	3%	4%	3%	5%
TOTALS	17173	8362	8811	2067	3021	5064	7021	11277	5896	12051	5122	6874	10299	7569	4103	5501	9766	7407
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

GALAXY RESEARCH

TABLE 4 Standard Banner 2 \*BY\* C2. Media go too far with attacks on the rich

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Sex/Area

	Total	State					Capital City		Household Income			Schooling		Voting Intention			
		NSW	Vic/Tas	Qld	SA	WA	Yes	No	< \$40K	\$40K-\$69K	\$70K+	Below Year 12	Year 12	Labor	Coal -ition	Green	Other
RESPONDENTS	1053	316	296	193	124	124	673	380	256	222	499	298	755	282	459	123	64
WGHT SAMPLE (000s)	17173	6004	4757	3367	1347	1698	10587	6586	4004	3911	8014	4766	12407	4544	7449	1992	1097
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
C2. Media go too far with attacks on the rich																	
Yes	8674	3008	2531	1701	666	768	5222	3452	2018	1759	4208	2707	5967	1785	4580	637	551
	51%	50%	53%	51%	49%	45%	49%	52%	50%	45%	53%	57%	48%	39%	61%	32%	50%
No	7833	2814	2049	1523	629	817	4977	2856	1816	2044	3563	1814	6019	2622	2633	1292	468
	46%	47%	43%	45%	47%	48%	47%	43%	45%	52%	44%	38%	49%	58%	35%	65%	43%
Don't know	666	181	177	143	52	113	388	277	171	108	243	245	421	137	237	63	79
	4%	3%	4%	4%	4%	7%	4%	4%	4%	3%	3%	5%	3%	3%	3%	3%	7%
TOTALS	17173	6004	4757	3367	1347	1698	10587	6586	4004	3911	8014	4766	12407	4544	7449	1992	1097
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%