



INFLUENCE WITH INTEGRITY

Support for the Voice to Parliament

13 to 21 September, 2023

RedBridge Group

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Methodology

The fieldwork was conducted between 13 and 21 September, with the sample of N = 1,500 Australian citizens aged 18 and older who were enrolled to vote. All respondents were recruited over online panel to fill quotas based on age, gender, location (AEC region), education and vote at the 2022 federal election. RIM weighting was used to apply interlocking weights for age, gender, education and location. The efficiency for these weights was 93 per cent, providing an effective sample size of 1392.

Based on this effective sample size, the margin of error (95 per cent confidence interval) for a 50 per cent result on the full sample is ± 2.6 per cent.

This is larger for subsets of the data. For instance, state-based breakdown of results have sample sizes of 470 for New South Wales, 380 for Victoria and 308 for Queensland. Using the weighting efficiency above, this results in effective margins of error of ± 4.7 , 5.2 and 5.8 per cent for these states, respectively; and results based on these and similar breakdowns should be interpreted conservatively.

Issue salience and Voice referendum questions appeared in the survey in the order reported here, and were located immediately after the demographic and other questions used for screening and quotas.

Detailed findings and question wording are contained in the following sections.

Results

Most important issue

Question text

Right now, what are the top 5 issues that the Albanese Federal Labor Government should be focusing on?

Where the most important issue is ranked 1, the second most important 2, and the third most important 3, and so on.

1. Climate change
2. Wages
3. Cost of living
4. Housing affordability
5. Establishing an Aboriginal and Torres Strait Islander Voice to parliament
6. Health funding
7. Road and infrastructure funding
8. Transitioning to renewable energy
9. National security
10. The economy and jobs
11. Something else Fixed; exclusive

Voters' ranking of priority issues

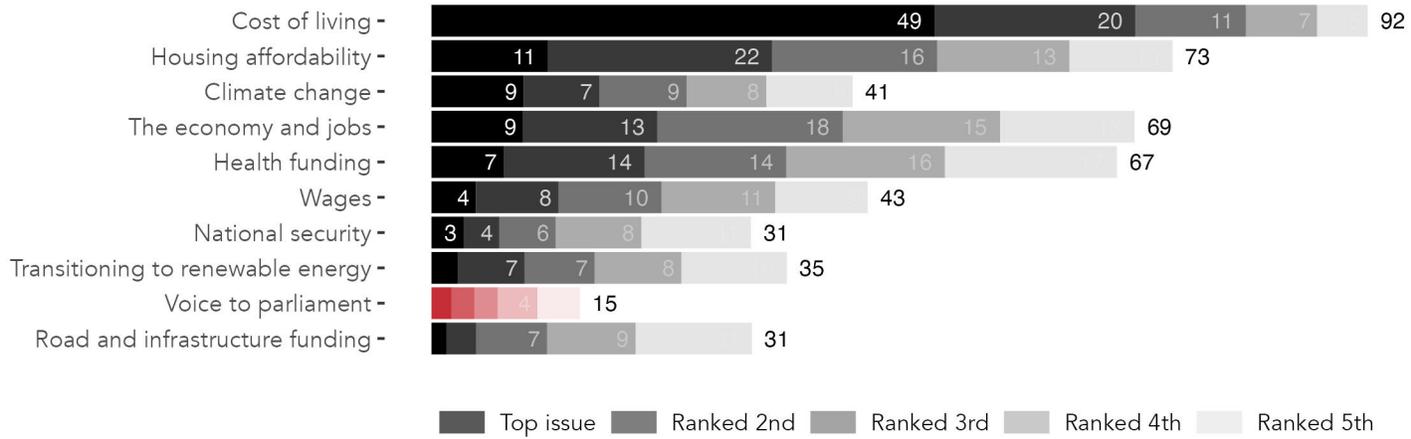


Figure 1: The top 5 issues that the Albanese Federal Labor Government should be focusing on. Black figures at the end of each row indicate the total share of voters ranking the option as one of their top five issues. These sum to more than 100 as respondents were required to rank five issues. The horizontal bar shaded red represents the share of voters ranking the Voice as one of their top issues. Two per cent of voters ranked the Voice each as their top, second and third issue. Four per cent ranked it both as their fourth and fifth most important issue. With rounding 15 per cent rate it in their top five.

Vote intention at the Voice referendum

Question text

Later this year, Australians will be asked to vote at a referendum on the question "A proposed law: to alter the constitution to recognise the first peoples of Australia by establishing an Aboriginal and Torres Strait Islander Voice."

Do you approve of this proposed alteration?

1. Yes
2. No

How certain are you that you will vote this way when the referendum is held later this year?

1. Very certain
2. Somewhat certain
3. Not at all certain

Support for the Voice by issue salience

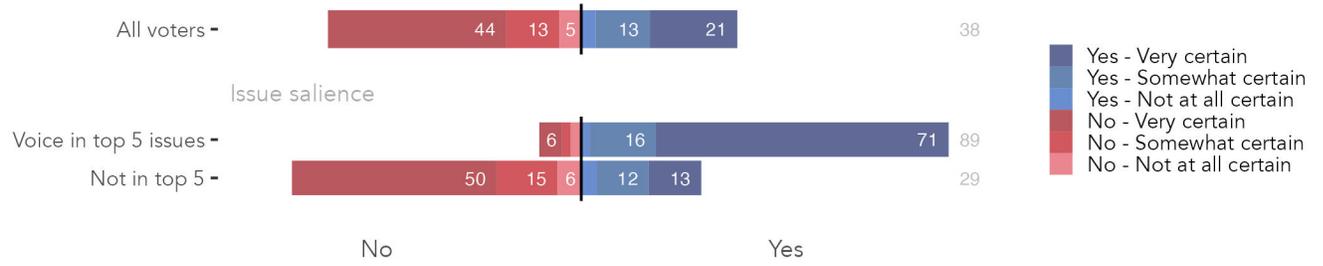


Figure 2: Direction and certainty of vote intention at the Voice referendum, by issue salience.

Support for the Voice

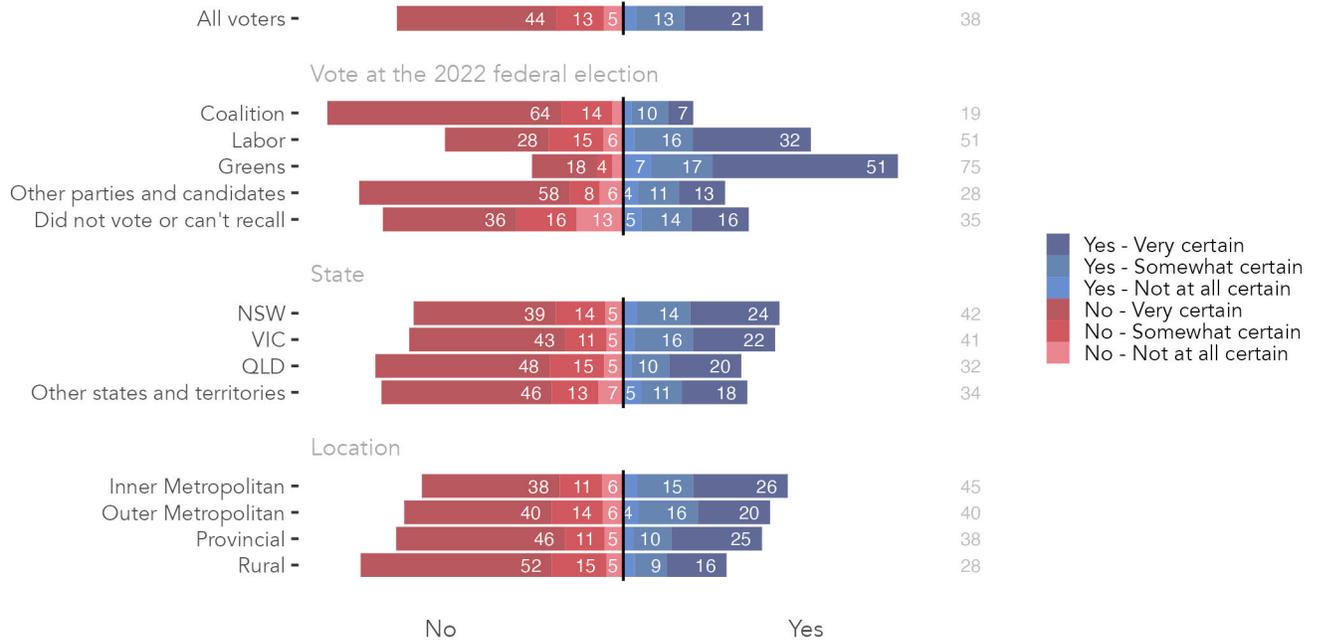


Figure 3: Direction and certainty of vote intention at the Voice referendum, by vote at the 2022 Australian federal election, state of residence and AEC regions.

Table 1: Direction and certainty of vote intention for the Voice referendum, by vote, state and AEC regions

	No - Very certain	No - Somewhat certain	No - Not at all certain	Yes - Not at all certain	Yes - Somewhat certain	Yes - Very certain	TOTAL YES
All voters	44	13	5	4	13	21	38
Vote at the 2022 federal election							
Coalition	64	14	3	2	10	7	19
Labor	28	15	6	3	16	32	51
Greens	18	4	3	7	17	51	75
Other parties and candidates	58	8	6	4	11	13	28
Did not vote or can't recall	36	16	13	5	14	16	35
State							
NSW	39	14	5	4	14	24	42
VIC	43	11	5	3	16	22	41
QLD	48	15	5	2	10	20	32
Other states and territories	46	13	7	5	11	18	34
Location							
Inner Metropolitan	38	11	6	4	15	26	45
Outer Metropolitan	40	14	6	4	16	20	40
Provincial	46	11	5	3	10	25	38
Rural	52	15	5	3	9	16	28

Support for the Voice

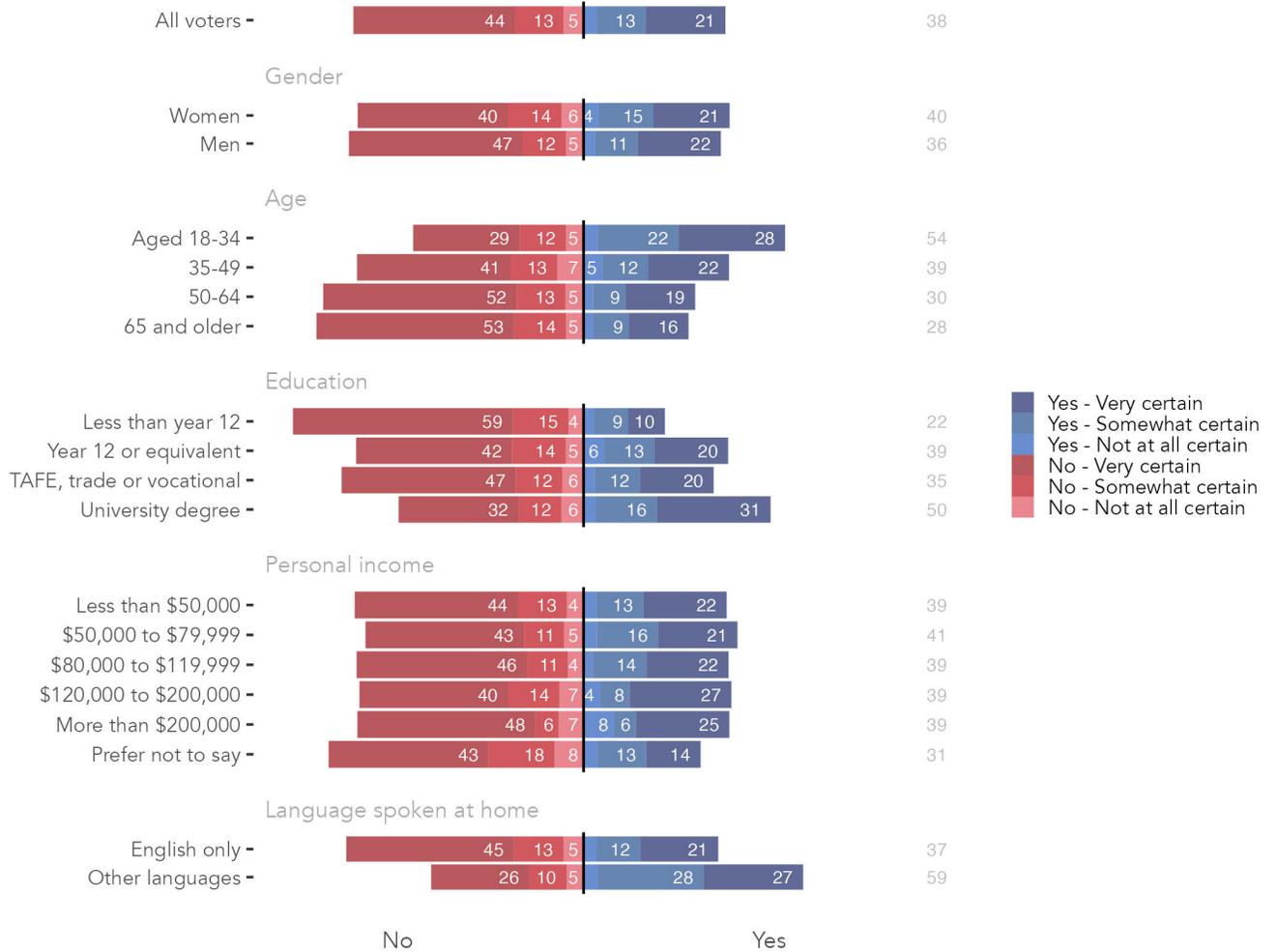


Figure 4: Direction and certainty of vote intention at the Voice referendum, by demographic characteristics.

Table 2: Direction and certainty of vote intention for the Voice referendum, by demographic characteristics

	No - Very certain	No - Somewhat certain	No - Not at all certain	Yes - Not at all certain	Yes - Somewhat certain	Yes - Very certain	TOTAL YES
Gender							
All voters	44	13	5	4	13	21	38
Women	40	14	6	4	15	21	40
Men	47	12	5	3	11	22	36
Age							
Aged 18-34	29	12	5	4	22	28	54
35-49	41	13	7	5	12	22	39
50-64	52	13	5	2	9	19	30
65 and older	53	14	5	3	9	16	28
Education							
Less than year 12	59	15	4	3	9	10	22
Year 12 or equivalent	42	14	5	6	13	20	39
TAFE, trade or vocational	47	12	6	3	12	20	35
University degree	32	12	6	3	16	31	50
Personal income							
Less than \$50,000	44	13	4	4	13	22	39
\$50,000 to \$79,999	43	11	5	4	16	21	41
\$80,000 to \$119,999	46	11	4	3	14	22	39
\$120,000 to \$200,000	40	14	7	4	8	27	39
More than \$200,000	48	6	7	8	6	25	39
Prefer not to say	43	18	8	4	13	14	31
Language spoken at home							
English only	45	13	5	4	12	21	37
Other languages	26	10	5	4	28	27	59

Exposure to campaign ads

Question text

Have you seen an advertisement about the upcoming Referendum on the proposed law to alter the constitution to recognise the first peoples of Australia by establishing an Aboriginal and Torres Strait Islander voice?

1. Yes
2. No
3. No sure

Seen an advertisement about the Voice referendum by issue salience

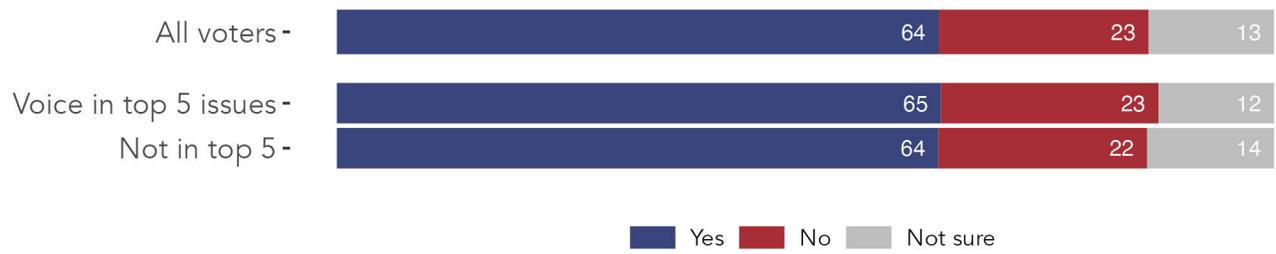


Figure 5: Seen an advertisement about the Voice referendum, by issue salience.

Seen an advertisement about the Voice referendum
by support for the Voice

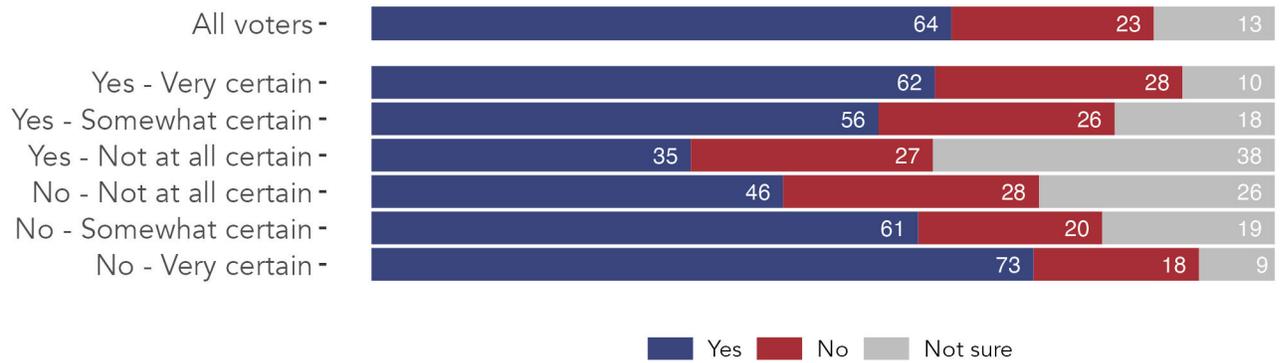


Figure 6: Seen an advertisement about the Voice referendum, by their vote intention at the referendum.

Table 3: Seen an advertisement about the Voice referendum, by vote intention at the referendum

	Yes	No	Not sure
All voters	64	23	13
Vote intention at the referendum			
Yes - Very certain	62	28	10
Yes - Somewhat certain	56	26	18
Yes - Not at all certain	35	27	38
No - Not at all certain	46	28	26
No - Somewhat certain	61	20	19
No - Very certain	73	18	9

Seen an advertisement about the Voice referendum

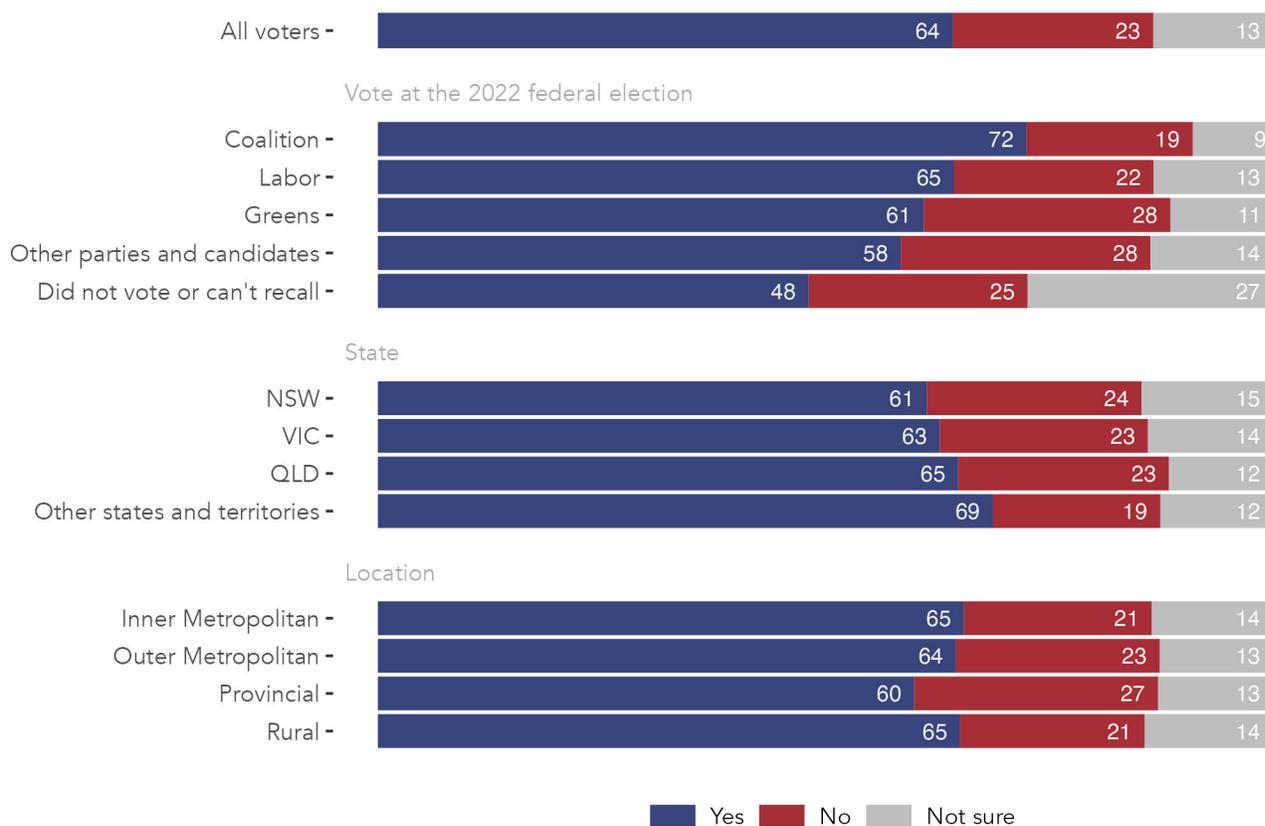


Figure 7: Seen an advertisement about the Voice referendum, by vote at the 2022 Australian federal election, state of residence and AEC regions.

Table 4: Seen an advertisement about the Voice referendum, by 2022 vote, state and AEC regions

	Yes	No	Not sure
All voters	64	23	13
Vote at the 2022 federal election			
Coalition	72	19	9
Labor	65	22	13
Greens	61	28	11
Other parties and candidates	58	28	14
Did not vote or can't recall	48	25	27
State			
NSW	61	24	15
VIC	63	23	14
QLD	65	23	12
Other states and territories	69	19	12
Location			
Inner Metropolitan	65	21	14
Outer Metropolitan	64	23	13
Provincial	60	27	13
Rural	65	21	14

Seen an advertisement about the Voice referendum

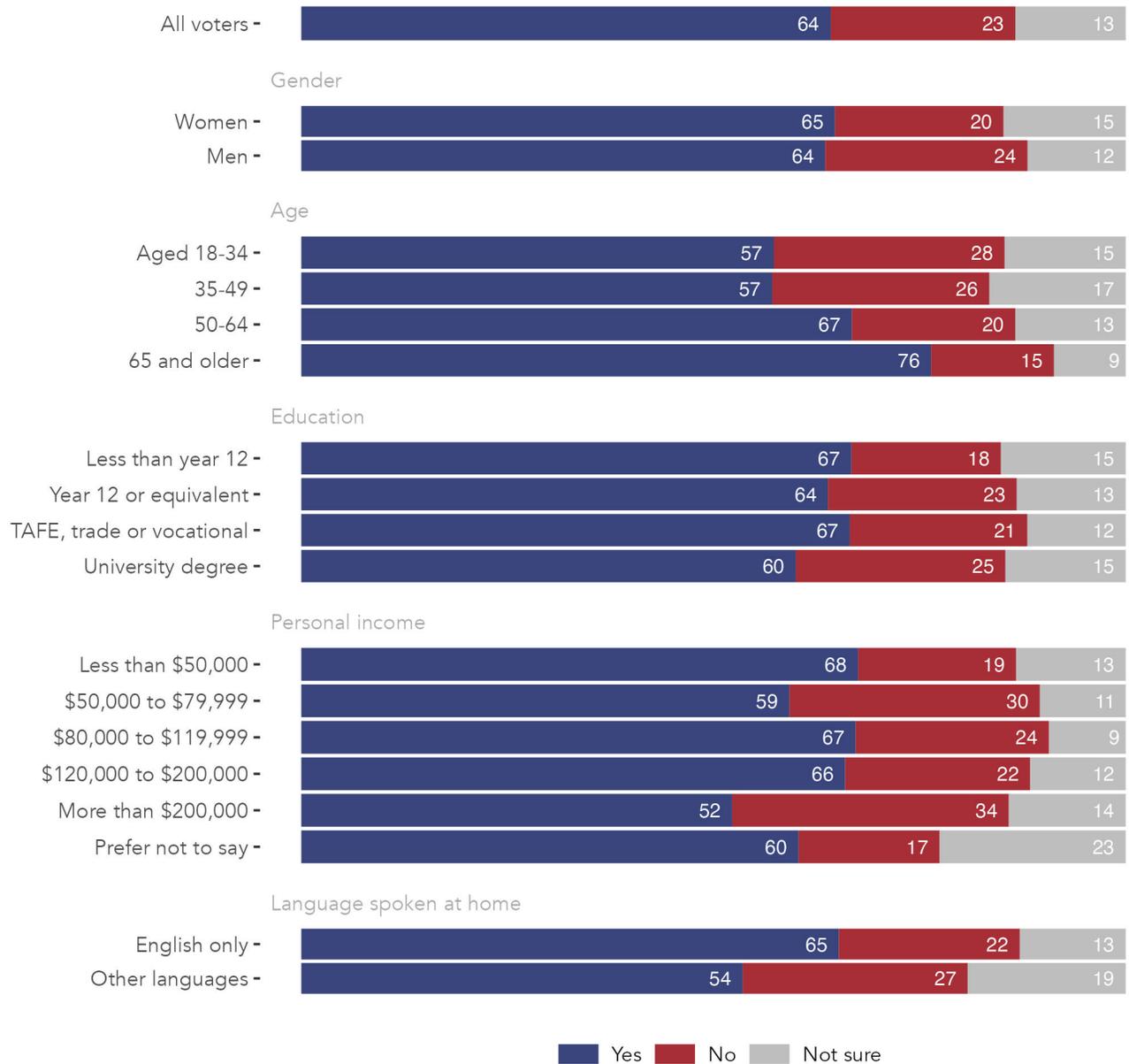


Figure 8: Seen an advertisement about the Voice referendum, by demographic characteristics.

Seen a Yes campaign ad

Question text

*Have you seen an advertisement advocating for **A Yes vote**?*

1. Yes
2. No
3. No sure

Exposure to Yes vote advertising by issue salience

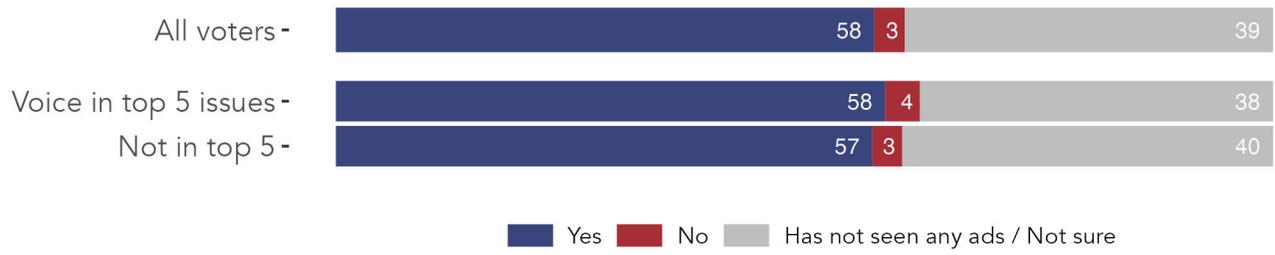


Figure 9: Exposure to Yes vote advertising, by issue salience.

Exposure to Yes vote advertising
by support for the Voice

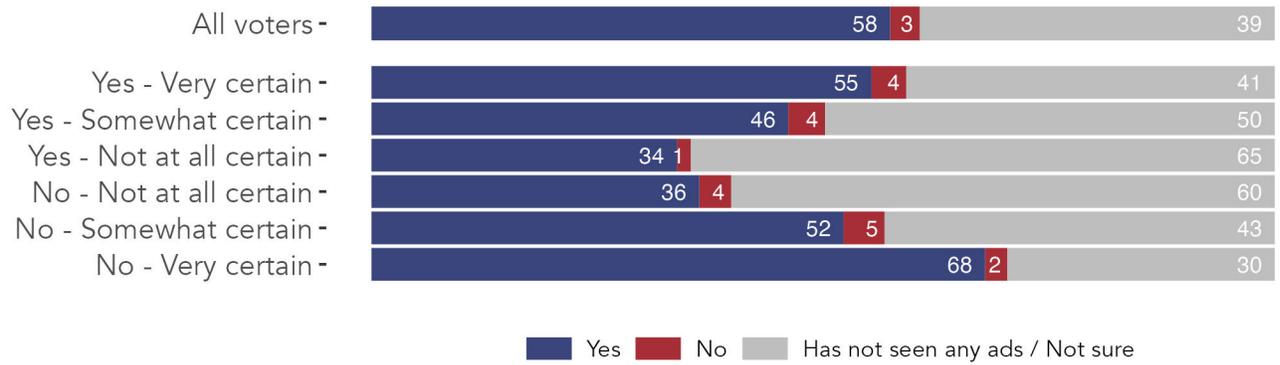


Figure 10: Exposure to Yes vote advertising, by their vote intention at the referendum.

Table 5: Exposure to Yes vote advertising, by vote intention at the referendum

	Yes	No	Has not seen any ads / Not sure
All voters	58	3	39
Vote intention at the referendum			
Yes - Very certain	55	4	41
Yes - Somewhat certain	46	4	50
Yes - Not at all certain	34	1	65
No - Not at all certain	36	4	60
No - Somewhat certain	52	5	43
No - Very certain	68	2	30

Exposure to Yes vote advertising

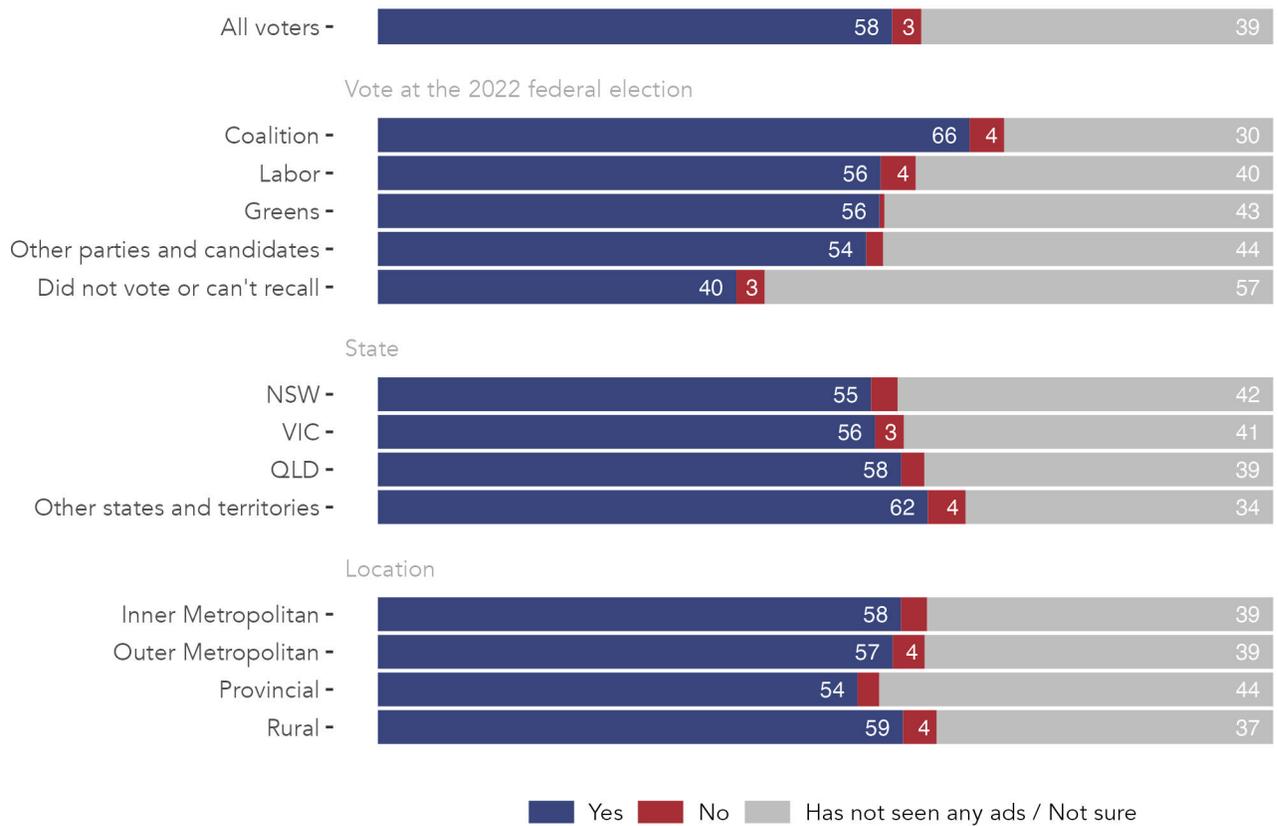


Figure 11: Exposure to Yes vote advertising, by vote at the 2022 Australian federal election, state of residence and AEC regions.

Table 6: Exposure to Yes vote advertising, by 2022 vote, state and AEC regions

	Yes	No	Has not seen any ads / Not sure
All voters	58	3	39
Vote at the 2022 federal election			
Coalition	66	4	30
Labor	56	4	40
Greens	56	1	43
Other parties and candidates	54	2	44
Did not vote or can't recall	40	3	57
State			
NSW	55	3	42
VIC	56	3	41
QLD	58	3	39
Other states and territories	62	4	34
Location			
Inner Metropolitan	58	3	39
Outer Metropolitan	57	4	39
Provincial	54	2	44
Rural	59	4	37

Exposure to Yes vote advertising

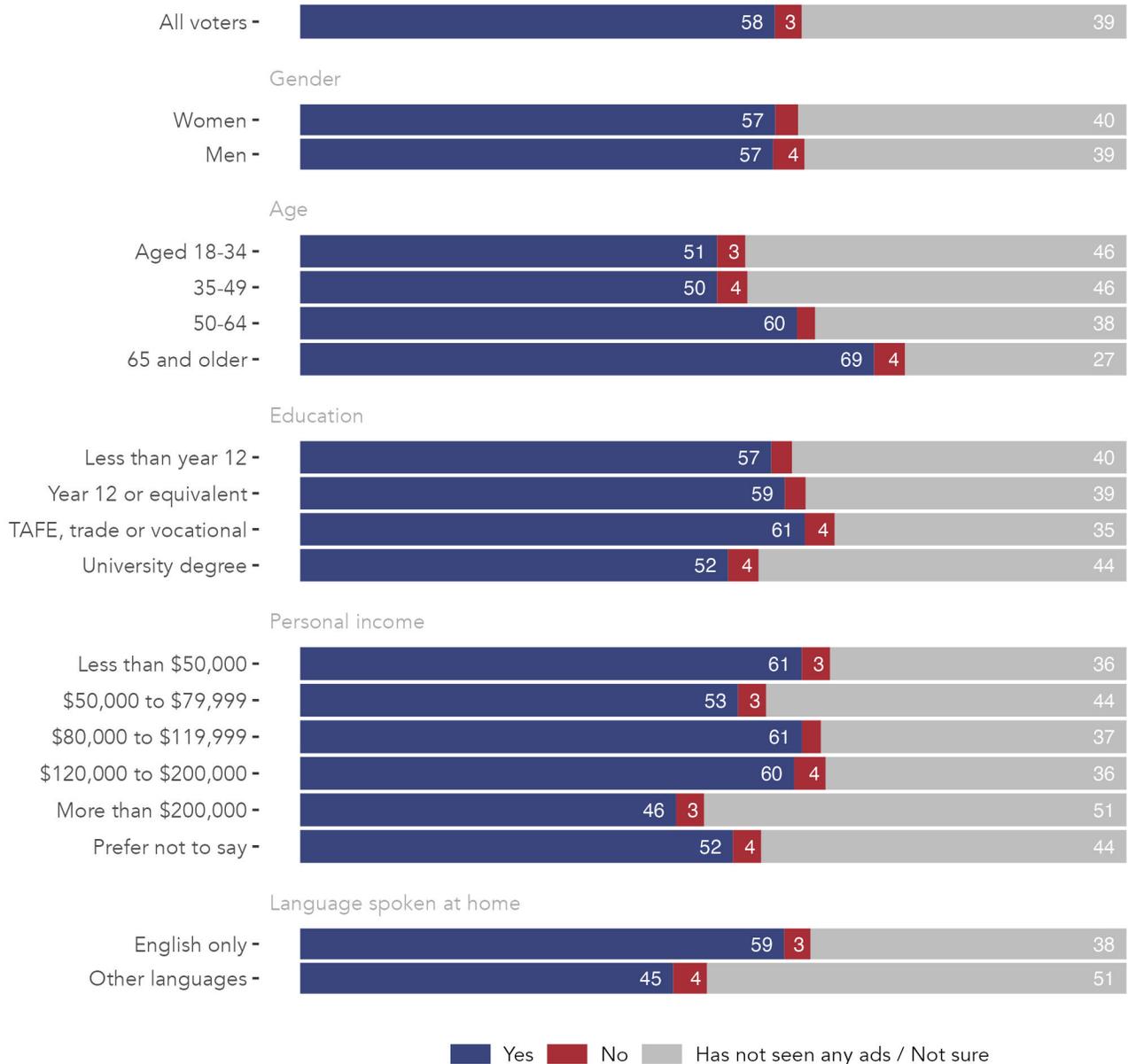


Figure 12: Exposure to Yes vote advertising, by demographic characteristics.

Table 7: Exposure to Yes vote advertising, by demographic characteristics

	Yes	No	Has not seen any ads / Not sure
All voters	58	3	39
Gender			
Women	57	3	40
Men	57	4	39
Age			
Aged 18-34	51	3	46
35-49	50	4	46
50-64	60	2	38
65 and older	69	4	27
Education			
Less than year 12	57	3	40
Year 12 or equivalent	59	2	39
TAFE, trade or vocational	61	4	35
University degree	52	4	44
Personal income			
Less than \$50,000	61	3	36
\$50,000 to \$79,999	53	3	44
\$80,000 to \$119,999	61	2	37
\$120,000 to \$200,000	60	4	36
More than \$200,000	46	3	51
Prefer not to say	52	4	44
Language spoken at home			
English only	59	3	38
Other languages	45	4	51

Seen a No campaign ad

Question text

*Have you seen an advertisement advocating for **A No vote**?*

1. Yes
2. No
3. No sure

Exposure to No vote advertising by issue salience

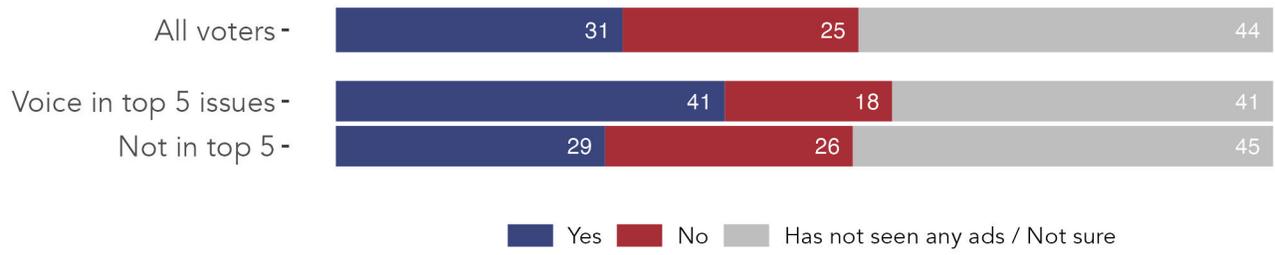


Figure 13: Exposure to No vote advertising, by issue salience.

Exposure to No vote advertising
by support for the Voice

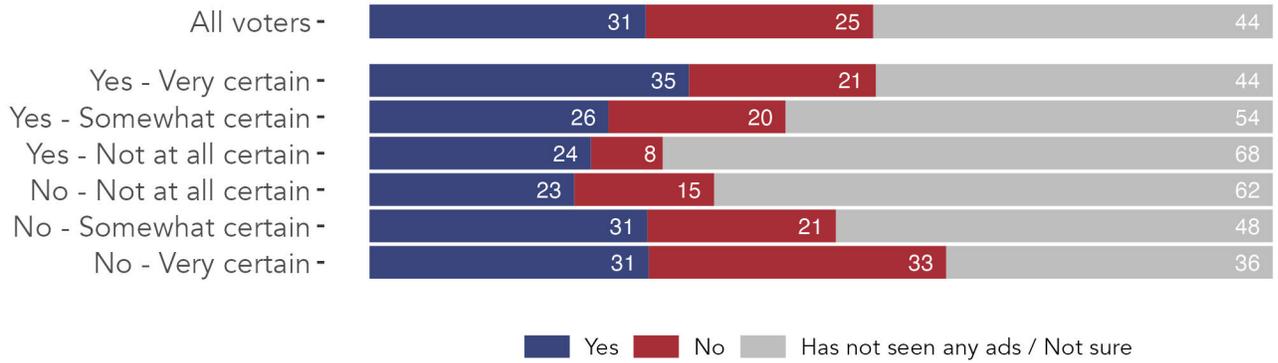


Figure 14: Exposure to No vote advertising, by their vote intention at the referendum.

Table 8: Exposure to No vote advertising, by vote intention at the referendum

	Has not seen any ads / Not sure	No	Yes
All voters	44	25	31
Vote intention at the referendum			
Yes - Very certain	44	21	35
Yes - Somewhat certain	54	20	26
Yes - Not at all certain	68	8	24
No - Not at all certain	62	15	23
No - Somewhat certain	48	21	31
No - Very certain	36	33	31

Exposure to No vote advertising

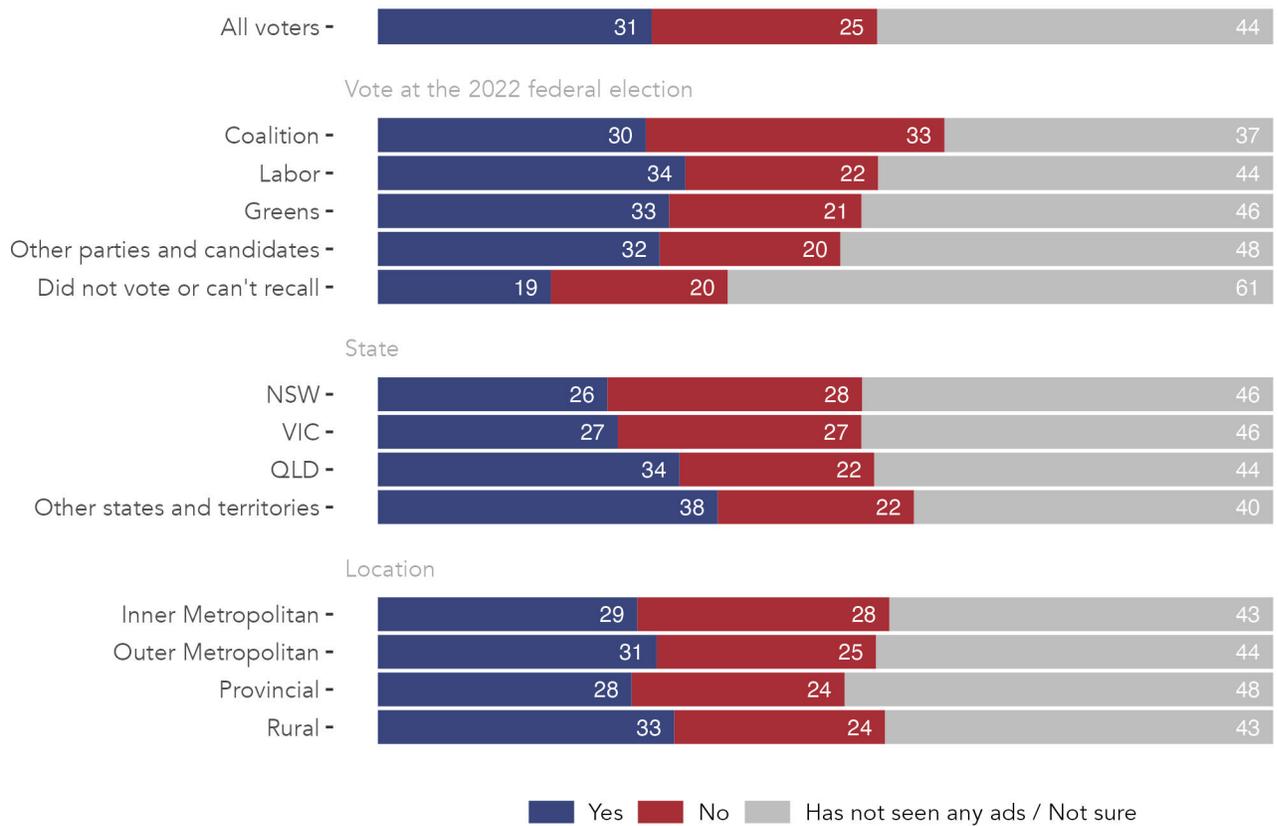


Figure 15: Exposure to No vote advertising, by vote at the 2022 Australian federal election, state of residence and AEC regions.

Table 9: Exposure to No vote advertising, by 2022 vote, state and AEC regions

	Yes	No	Has not seen any ads / Not sure
All voters	31	25	44
Vote at the 2022 federal election			
Coalition	30	33	37
Labor	34	22	44
Greens	33	21	46
Other parties and candidates	32	20	48
Did not vote or can't recall	19	20	61
State			
NSW	26	28	46
VIC	27	27	46
QLD	34	22	44
Other states and territories	38	22	40
Location			
Inner Metropolitan	29	28	43
Outer Metropolitan	31	25	44
Provincial	28	24	48
Rural	33	24	43

Exposure to No vote advertising

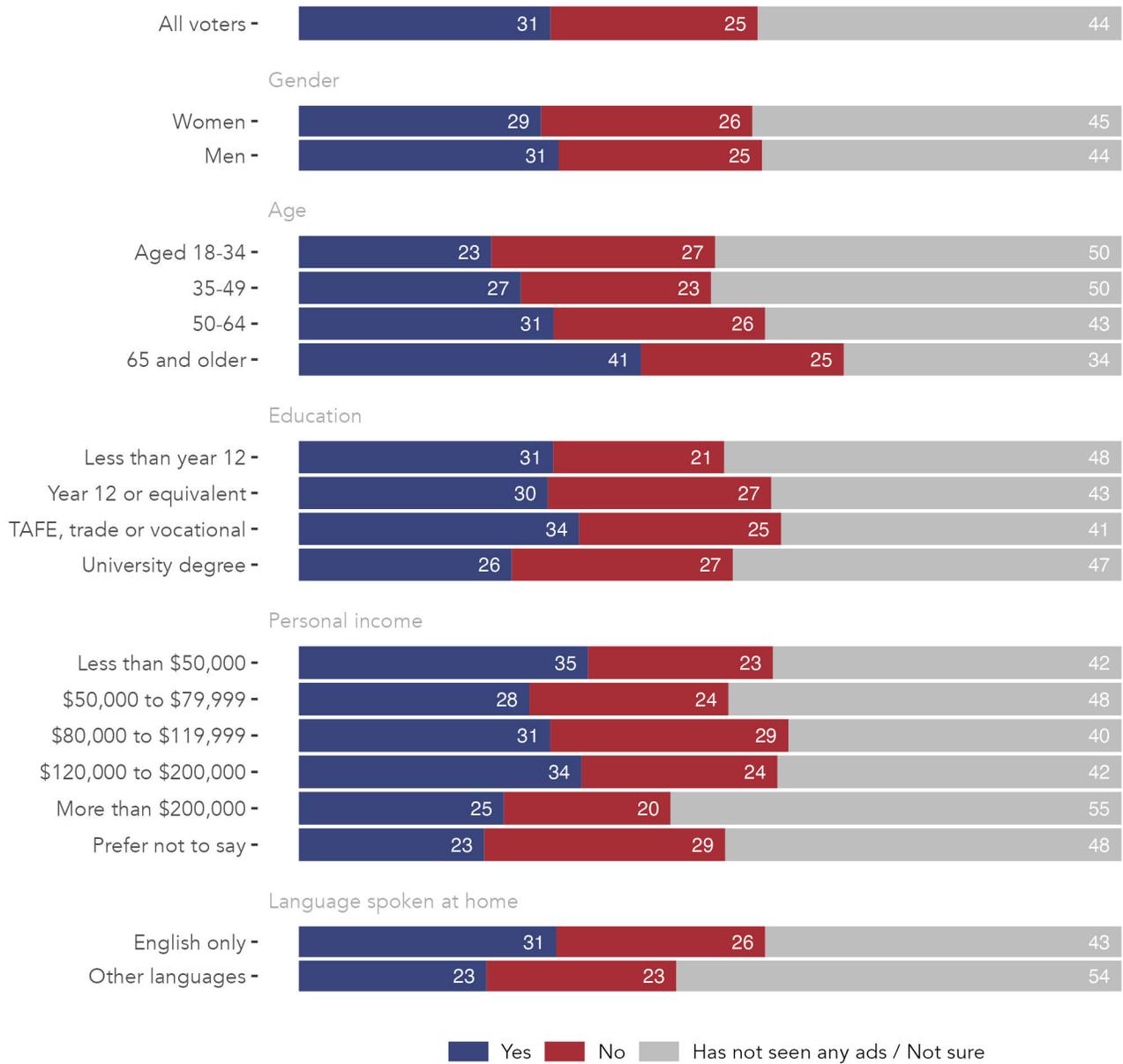


Figure 16: Exposure to No vote advertising, by demographic characteristics.

Table 10: Exposure to No vote advertising, by demographic characteristics

	Yes	No	Has not seen any ads / Not sure
All voters	31	25	44
Gender			
Women	29	26	45
Men	31	25	44
Age			
Aged 18-34	23	27	50
35-49	27	23	50
50-64	31	26	43
65 and older	41	25	34
Education			
Less than year 12	31	21	48
Year 12 or equivalent	30	27	43
TAFE, trade or vocational	34	25	41
University degree	26	27	47
Personal income			
Less than \$50,000	35	23	42
\$50,000 to \$79,999	28	24	48
\$80,000 to \$119,999	31	29	40
\$120,000 to \$200,000	34	24	42
More than \$200,000	25	20	55
Prefer not to say	23	29	48
Language spoken at home			
English only	31	26	43
Other languages	23	23	54

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