



INFLUENCE WITH INTEGRITY

Support for the Voice to Parliament

30 August to 4 September, 2023

RedBridge Group

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Methodology

The fieldwork was conducted between 30 and 04 September 2023, with the sample of $N = 1,001$ 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 94 per cent, providing an effective sample size of 937.

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 ± 3.2 per cent.

This is larger for subsets of the data. For instance, state-based breakdown of results have sample sizes of 322 for New South Wales, 255 for Victoria and 202 for Queensland. Using the weighting efficiency above, this results in effective margins of error of ± 5.6 , 6.3 and 7.1 per cent for these states, respectively; and results based on these and similar breakdowns should be interpreted conservatively.

Voice referendum questions were located immediately after the demographic and other questions used for screening and quotas, as well as House of Representatives vote intention.

Detailed findings and question wording are contained in the following sections. These include figures and tables

Results

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

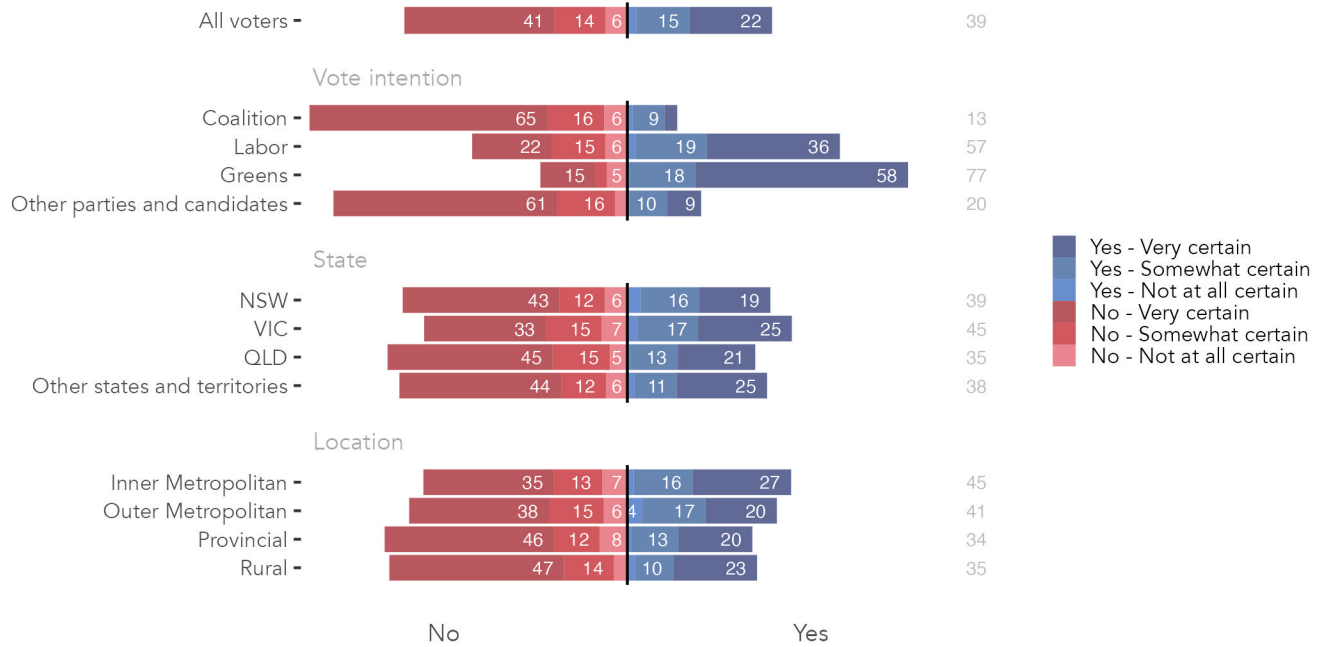


Figure 1: Direction and certainty of vote intention at the Voice referendum, by vote at the 2022 Australian federal election, state of residence and AEC regions.

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	41	14	6	2	15	22	39
Vote intention							
Coalition	65	16	6	1	9	3	13
Labor	22	15	6	2	19	36	57
Greens	15	3	5	1	18	58	77
Other parties and candidates	61	16	3	1	10	9	20
State							
NSW	43	12	6	4	16	19	39
VIC	33	15	7	3	17	25	45
QLD	45	15	5	1	13	21	35
Other states and territories	44	12	6	2	11	25	38
Location							
Inner Metropolitan	35	13	7	2	16	27	45
Outer Metropolitan	38	15	6	4	17	20	41
Provincial	46	12	8	1	13	20	34
Rural	47	14	4	2	10	23	35

Support for the Voice

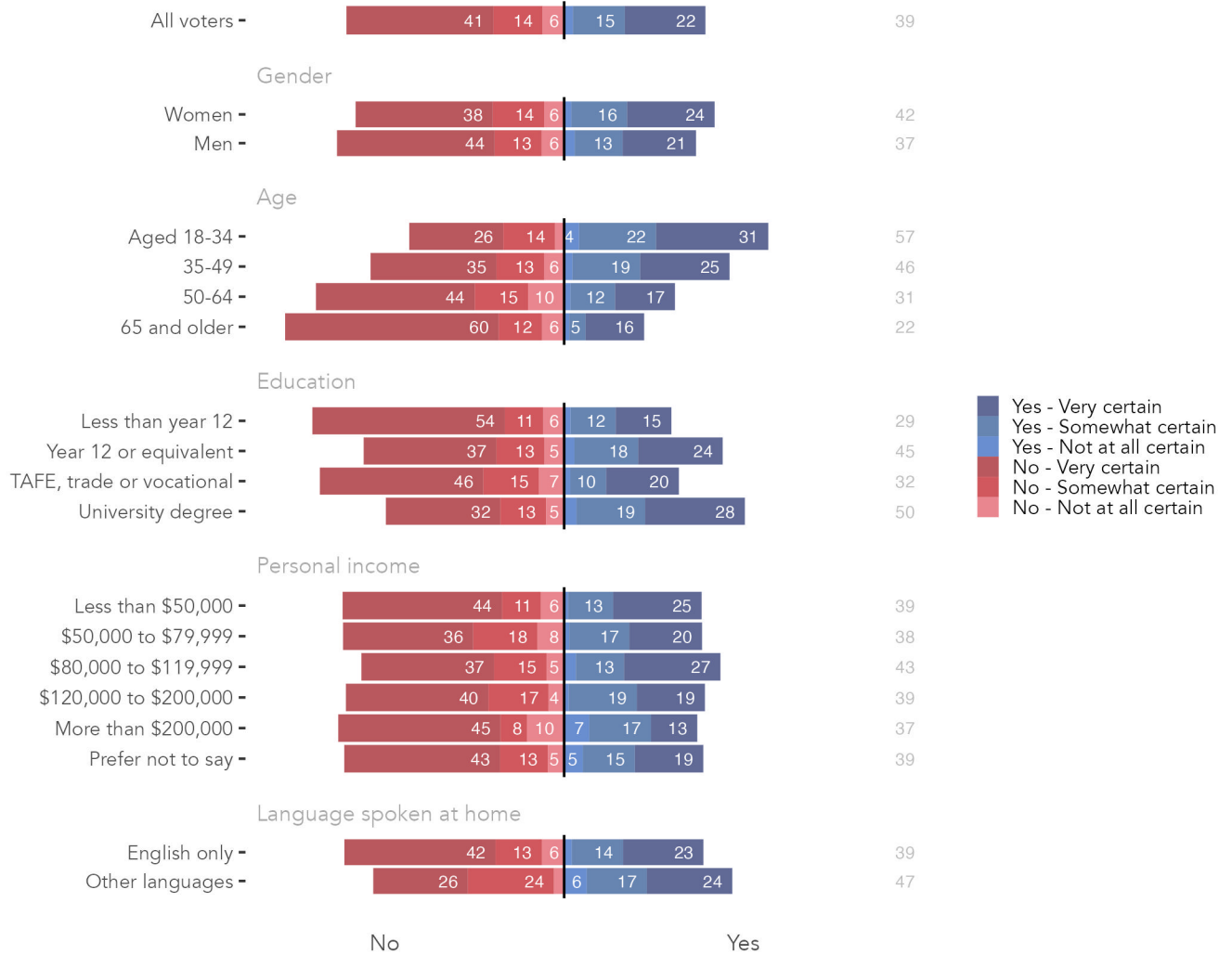


Figure 2: Direction and certainty of vote intention at the Voice referendum, by demographic characteristics.

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	41	14	6	2	15	22	39
Women	38	14	6	2	16	24	42
Men	44	13	6	3	13	21	37
Age							
Aged 18-34	26	14	3	4	22	31	57
35-49	35	13	6	2	19	25	46
50-64	44	15	10	2	12	17	31
65 and older	60	12	6	1	5	16	22
Education							
Less than year 12	54	11	6	2	12	15	29
Year 12 or equivalent	37	13	5	3	18	24	45
TAFE, trade or vocational	46	15	7	2	10	20	32
University degree	32	13	5	3	19	28	50
Personal income							
Less than \$50,000	44	11	6	1	13	25	39
\$50,000 to \$79,999	36	18	8	1	17	20	38
\$80,000 to \$119,999	37	15	5	3	13	27	43
\$120,000 to \$200,000	40	17	4	1	19	19	39
More than \$200,000	45	8	10	7	17	13	37
Prefer not to say	43	13	5	5	15	19	39
Language spoken at home							
English only	42	13	6	2	14	23	39
Other languages	26	24	3	6	17	24	47

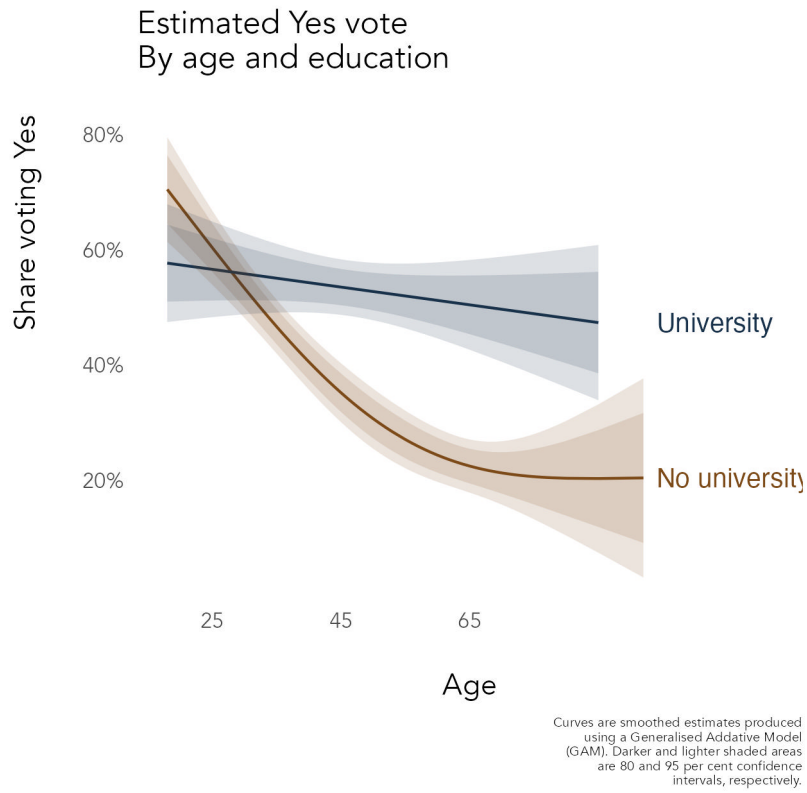


Figure 3: Estimated vote intention for the Voice referendum, by age and education.

Which campaign do voters believe is performing and communicating better?

Question text

Which campaign do you think is performing and communicating better?

1. The 'NO' campaign
2. The 'YES' campaign
3. Unsure

Which campaign is performing better, by support for the Voice

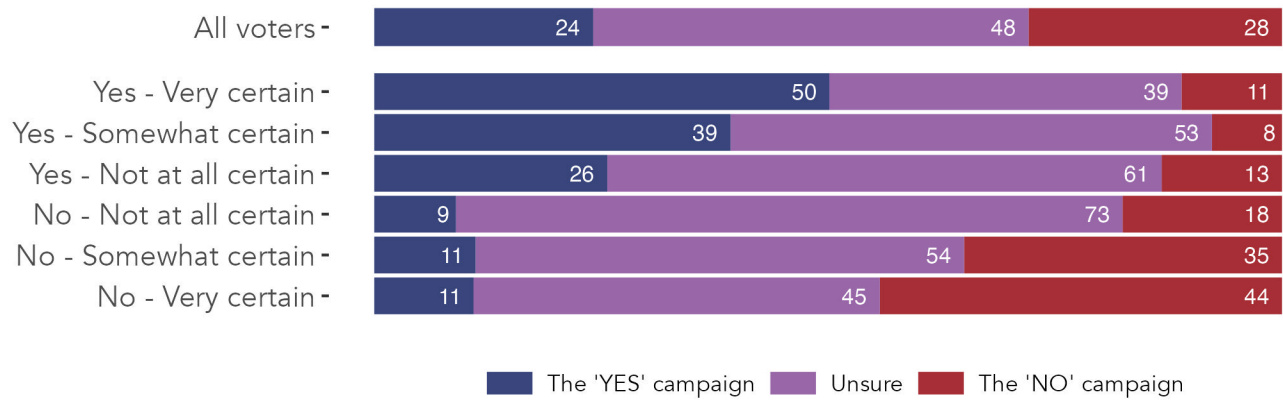


Figure 4: Which campaign do voters believe is performing better, by their vote intention at the referendum.

Table 3: Perception of which campaign is performing better, by vote intention at the referendum

	The 'NO' campaign	The 'YES' campaign	Unsure
All voters	28	24	48
Vote intention at the referendum			
Yes - Very certain	11	50	39
Yes - Somewhat certain	8	39	53
Yes - Not at all certain	13	26	61
No - Not at all certain	18	9	73
No - Somewhat certain	35	11	54
No - Very certain	44	11	45

Which campaign is performing better?

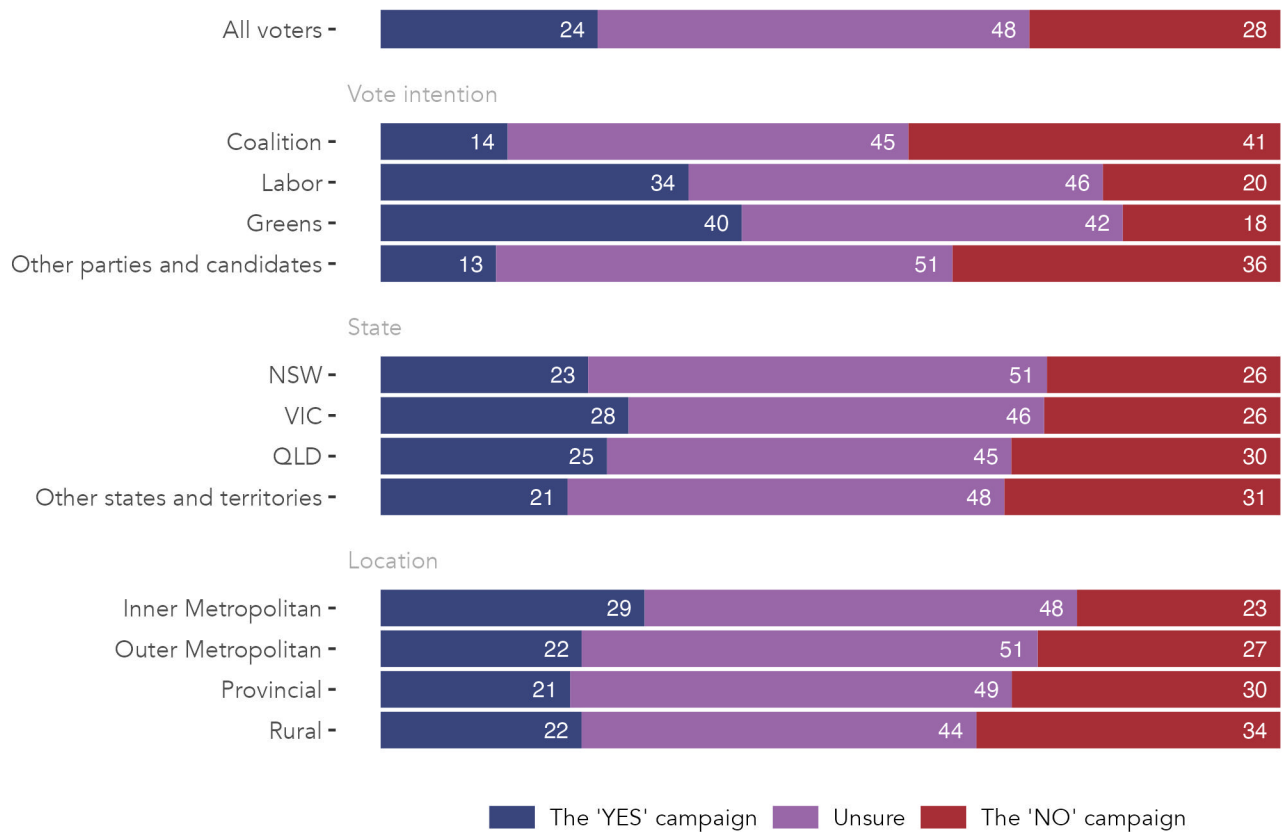


Figure 5: Perception of which campaign is performing better, by vote at the 2022 Australian federal election, state of residence and AEC regions.

Table 4: Perception of which campaign is performing better, by 2022 vote, state and AEC regions

	The 'NO' campaign	The 'YES' campaign	Unsure
All voters	28	24	48
Vote intention			
Coalition	41	14	45
Labor	20	34	46
Greens	18	40	42
Other parties and candidates	36	13	51
State			
NSW	26	23	51
VIC	26	28	46
QLD	30	25	45
Other states and territories	31	21	48
Location			
Inner Metropolitan	23	29	48
Outer Metropolitan	27	22	51
Provincial	30	21	49
Rural	34	22	44

Which campaign is performing better?

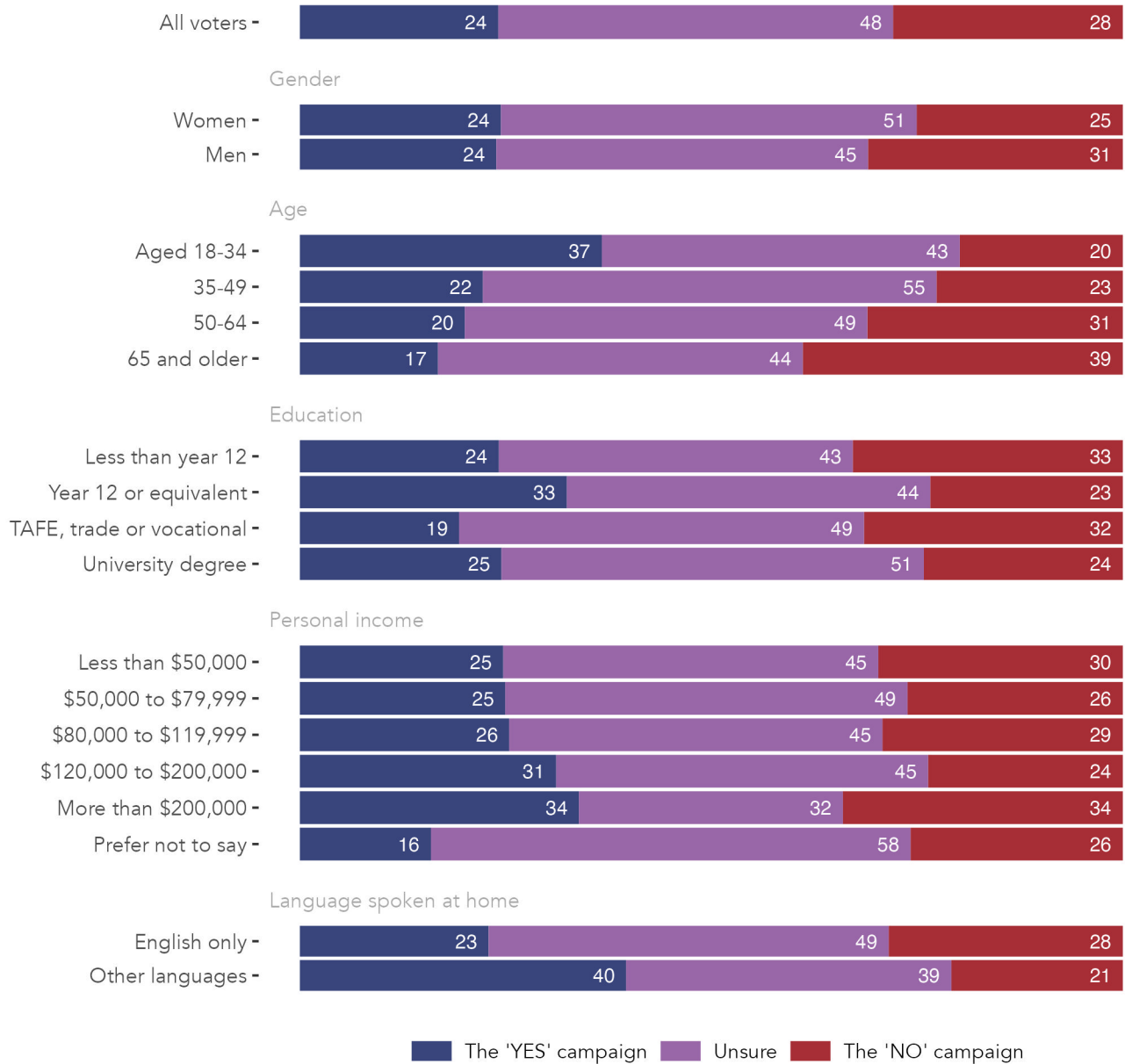


Figure 6: Perception of which campaign is performing better, by demographic characteristics.

Table 5: Perception of which campaign is performing better, by demographic characteristics

	The 'NO' campaign	The 'YES' campaign	Unsure
All voters	28	24	48
Gender			
Women	25	24	51
Men	31	24	45
Age			
Aged 18-34	20	37	43
35-49	23	22	55
50-64	31	20	49
65 and older	39	17	44
Education			
Less than year 12	33	24	43
Year 12 or equivalent	23	33	44
TAFE, trade or vocational	32	19	49
University degree	24	25	51
Personal income			
Less than \$50,000	30	25	45
\$50,000 to \$79,999	26	25	49
\$80,000 to \$119,999	29	26	45
\$120,000 to \$200,000	24	31	45
More than \$200,000	34	34	32
Prefer not to say	26	16	58
Language spoken at home			
English only	28	23	49
Other languages	21	40	39

Reasons to vote 'Yes' and 'No' for the Voice

Question text

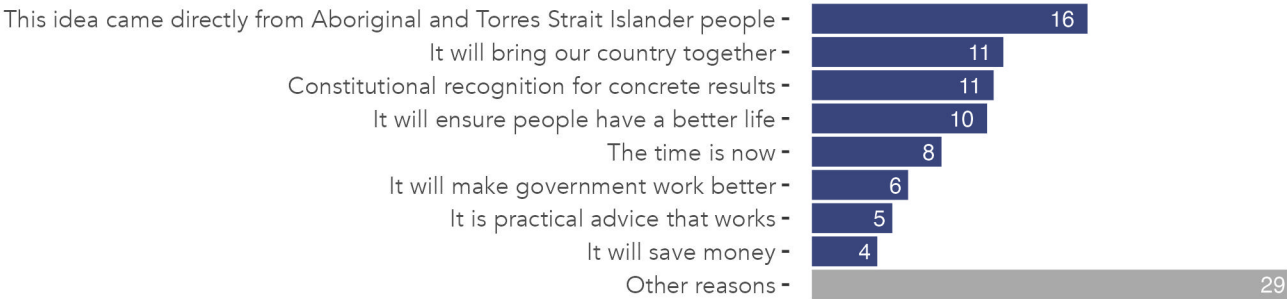
Which of the following do you think is the most compelling reason to vote 'Yes' on the Voice to Parliament referendum – even if you think that, on balance, you might vote 'No'?

1. This idea came directly from Aboriginal and Torres Strait Islander people
2. Constitutional recognition for concrete results
3. It will ensure people have a better life
4. It will bring our country together
5. It will save money
6. The time is now
7. It is practical advice that works
8. It will make government work better
9. Other reasons

Which of the following do you think is the most compelling reason to vote 'No' on the Voice to Parliament referendum – even if you think that, on balance, you might vote 'Yes'?

1. This Voice is legally risky
2. There are no details
3. It divides us
4. It won't help Indigenous Australians
5. No issue is beyond its scope
6. It risks delays and dysfunction
7. It opens the door for activists
8. It will be costly and bureaucratic
9. This Voice will be permanent
10. There are better ways forward
11. Other reasons

Most compelling reason to vote 'Yes'



Most compelling reason to vote 'No'



Figure 7: Reasons to support and oppose the Voice, all voters.

Reasons to vote 'Yes', by support for the Voice

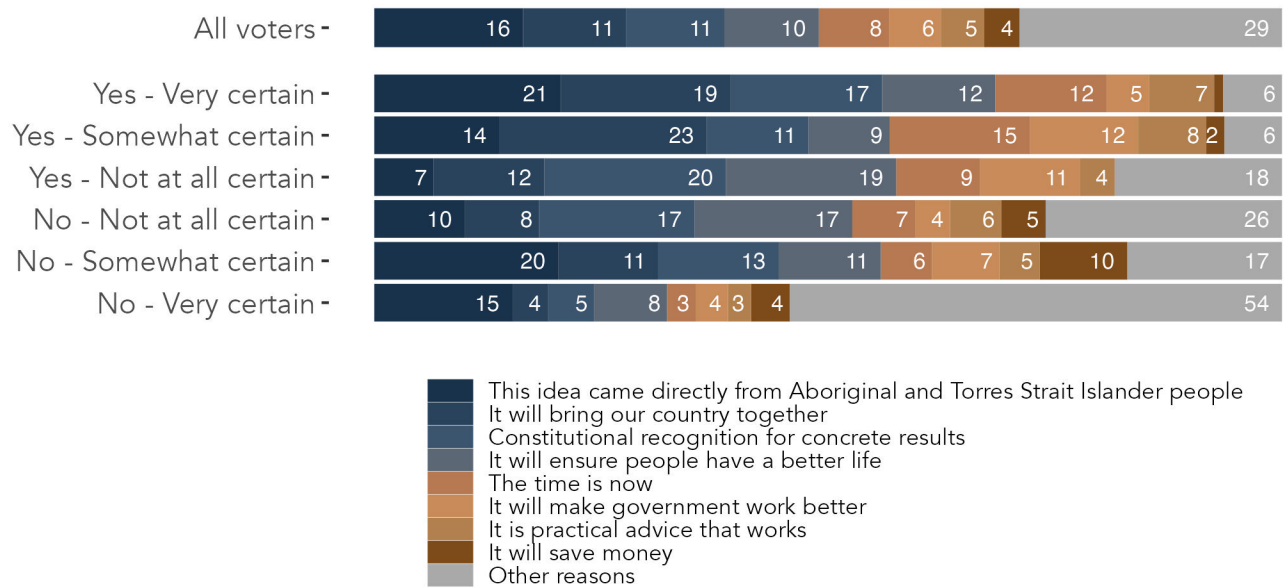


Figure 8: Reasons to support the Voice, by vote intention at the referendum.

Table 6: Reasons to vote 'Yes', by vote intention at the referendum

	This idea came directly from Aboriginal and Torres Strait Islander people	Constitutional recognition for concrete results	It will bring our country together	It will ensure people have a better life	The time is now	It will make government work better	It is practical advice that works	It will save money	Other reasons
All voters	16	11	11	10	8	6	5	4	29
Vote intention at the referendum									
Yes - Very certain	21	17	19	12	12	5	7	1	6
Yes - Somewhat certain	14	11	23	9	15	12	8	2	6
Yes - Not at all certain	7	20	12	19	9	11	4	0	18
No - Not at all certain	10	17	8	17	7	4	6	5	26
No - Somewhat certain	20	13	11	11	6	7	5	10	17
No - Very certain	15	5	4	8	3	4	3	4	54

Reasons to vote 'Yes'

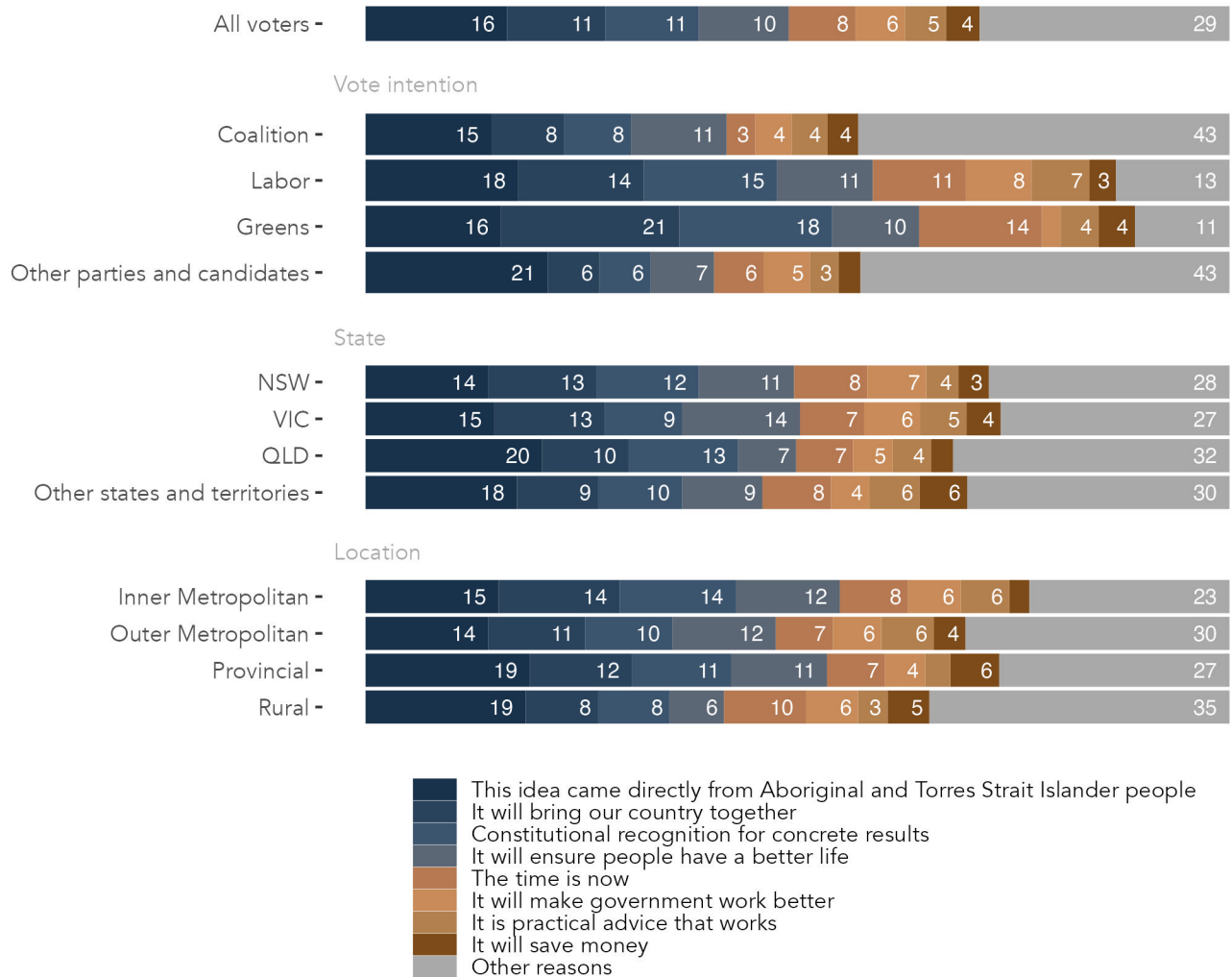


Figure 9: Reasons to support the Voice, by vote at the 2022 Australian federal election, state of residence and AEC regions.

Table 7: Reasons to vote 'Yes', by 2022 vote, state and AEC regions

	This idea came directly from Aboriginal and Torres Strait Islander people	It will bring our country together	Constitutional recognition for concrete results	It will ensure people have a better life	The time is now	It will make government work better	It is practical advice that works	It will save money	Other reasons
All voters	16	11	11	10	8	6	5	4	29
Vote intention									
Coalition	15	8	8	11	3	4	4	4	43
Labor	18	14	15	11	11	8	7	3	13
Greens	16	21	18	10	14	2	4	4	11
Other parties and candidates	21	6	6	7	6	5	3	3	43
State									
NSW	14	13	12	11	8	7	4	3	28
VIC	15	13	9	14	7	6	5	4	27
QLD	20	10	13	7	7	5	4	2	32
Other states and territories	18	9	10	9	8	4	6	6	30
Location									
Inner Metropolitan	15	14	14	12	8	6	6	2	23
Outer Metropolitan	14	11	10	12	7	6	6	4	30
Provincial	19	12	11	11	7	4	3	6	27
Rural	19	8	8	6	10	6	3	5	35

Reasons to vote 'Yes'

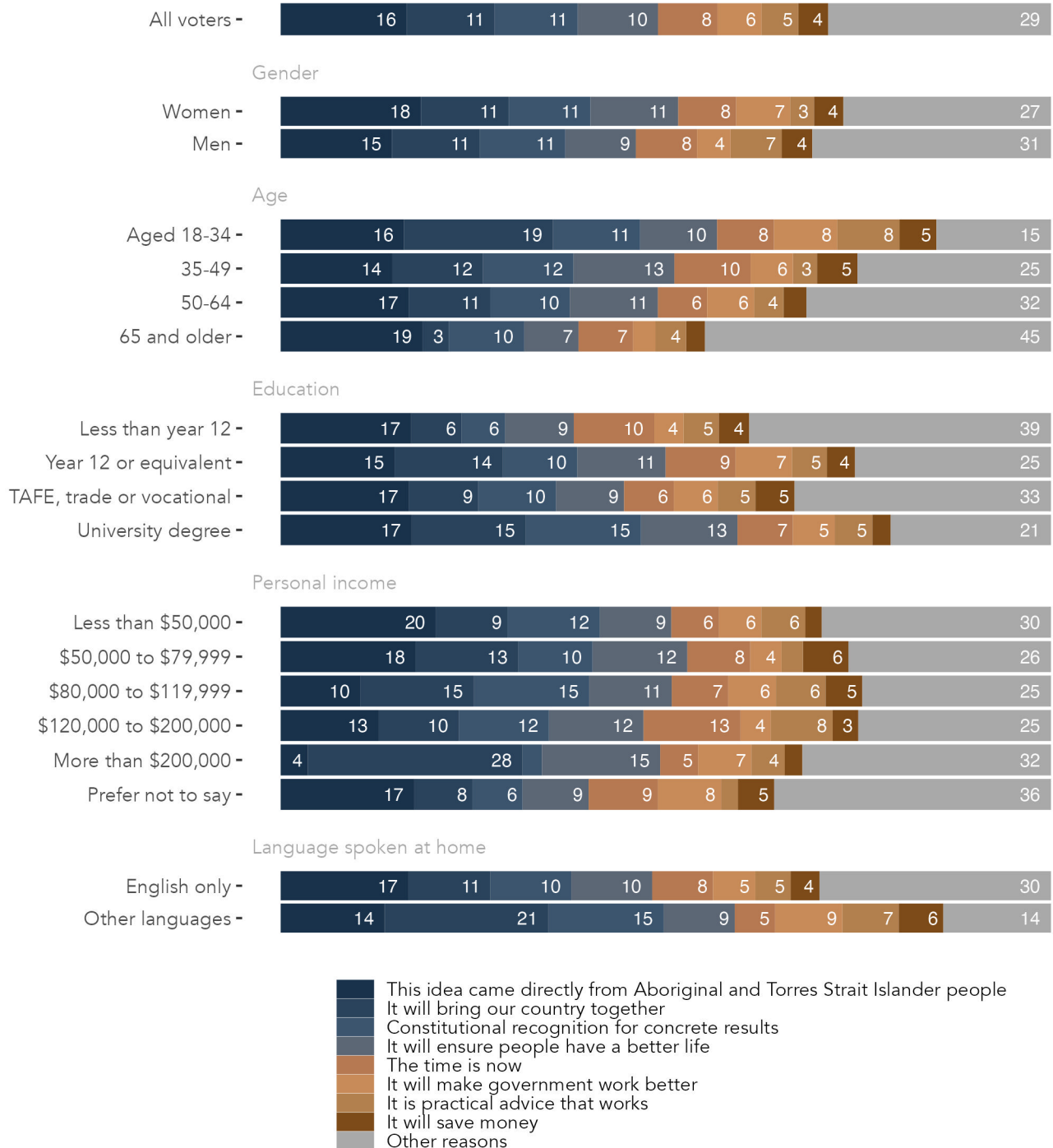


Figure 10: Reasons to support the Voice, by demographic characteristics.

Table 8: Reasons to vote 'Yes', by demographic characteristics

	This idea came directly from Aboriginal and Torres Strait Islander people	It will bring our country together	Constitutional recognition for concrete results	It will ensure people have a better life	The time is now	It will make government work better	It is practical advice that works	It will save money	Other reasons	
Gender	All voters	16	11	11	10	8	6	5	4	29
	Women	18	11	11	11	8	7	3	4	27
	Men	15	11	11	9	8	4	7	4	31
Age	Aged 18-34	16	19	11	10	8	8	8	5	15
	35-49	14	12	12	13	10	6	3	5	25
	50-64	17	11	10	11	6	6	4	3	32
	65 and older	19	3	10	7	7	3	4	2	45
Education	Less than year 12	17	6	6	9	10	4	5	4	39
	Year 12 or equivalent	15	14	10	11	9	7	5	4	25
	TAFE, trade or vocational	17	9	10	9	6	6	5	5	33
	University degree	17	15	15	13	7	5	5	2	21
Personal income	Less than \$50,000	20	9	12	9	6	6	6	2	30
	\$50,000 to \$79,999	18	13	10	12	8	4	3	6	26
	\$80,000 to \$119,999	10	15	15	11	7	6	6	5	25
	\$120,000 to \$200,000	13	10	12	12	13	4	8	3	25
	More than \$200,000	4	28	3	15	5	7	4	2	32
	Prefer not to say	17	8	6	9	9	8	2	5	36
Language spoken at home	English only	17	11	10	10	8	5	5	4	30
	Other languages	14	21	15	9	5	9	7	6	14

Reasons to vote 'No', by support for the Voice

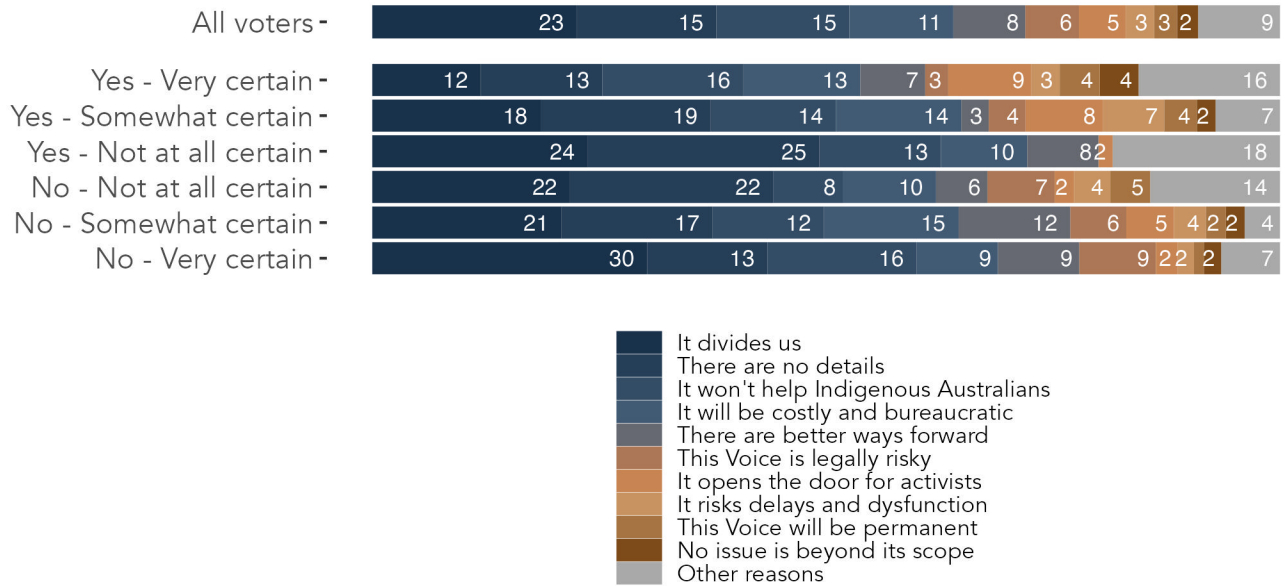


Figure 11: Reasons to oppose the Voice, by vote intention at the referendum.

Table 9: Reasons to vote 'No', by vote intention at the referendum

	It divides us	There are no details	It won't help Indigenous Australians	It will be costly and bureaucratic	There are better ways forward	This Voice is legally risky	It opens the door for activists	It risks delays and dysfunction	This Voice will be permanent	No issue is beyond its scope	Other reasons
All voters	23	15	15	11	8	6	5	3	3	2	9
Vote intention at the referendum											
Yes - Very certain	12	13	16	13	7	3	9	3	4	4	16
Yes - Somewhat certain	18	19	14	14	3	4	8	7	4	2	7
Yes - Not at all certain	24	25	13	10	8	0	2	0	0	0	18
No - Not at all certain	22	22	8	10	6	7	2	4	5	0	14
No - Somewhat certain	21	17	12	15	12	6	5	4	2	2	4
No - Very certain	30	13	16	9	9	9	2	2	1	2	7

Reasons to vote 'No'

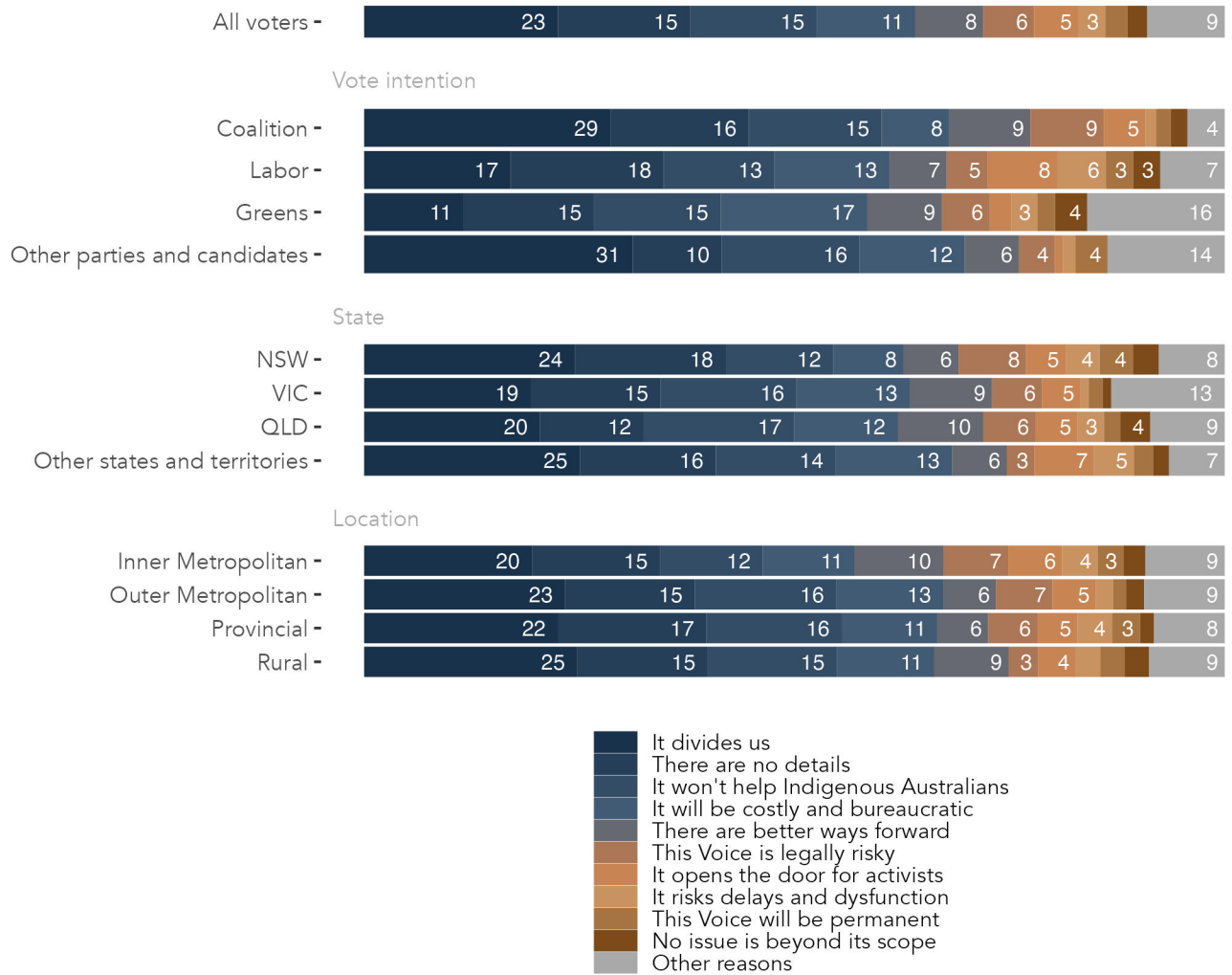


Figure 12: Reasons to oppose the Voice, by vote at the 2022 Australian federal election, state of residence and AEC regions.

Table 10: Reasons to vote 'No', by 2022 vote, state and AEC regions

	It divides us	There are no details	It won't help Indigenous Australians	It will be costly and bureaucratic	There are better ways forward	This Voice is legally risky	It opens the door for activists	It risks delays and dysfunction	This Voice will be permanent	No issue is beyond its scope	Other reasons
Vote intention											
All voters	23	15	15	11	8	6	5	3	3	2	9
Coalition	29	16	15	8	9	9	5	1	2	2	4
Labor	17	18	13	13	7	5	8	6	3	3	7
Greens	11	15	15	17	9	6	2	3	2	4	16
Other parties and candidates	31	10	16	12	6	4	1	2	4	0	14
State											
NSW	24	18	12	8	6	8	5	4	4	3	8
VIC	19	15	16	13	9	6	5	1	2	1	13
QLD	20	12	17	12	10	6	5	3	2	4	9
Other states and territories	25	16	14	13	6	3	7	5	2	2	7
Location											
Inner Metropolitan	20	15	12	11	10	7	6	4	3	3	9
Outer Metropolitan	23	15	16	13	6	7	5	2	2	2	9
Provincial	22	17	16	11	6	6	5	4	3	2	8
Rural	25	15	15	11	9	3	4	3	3	3	9

Reasons to vote 'No'

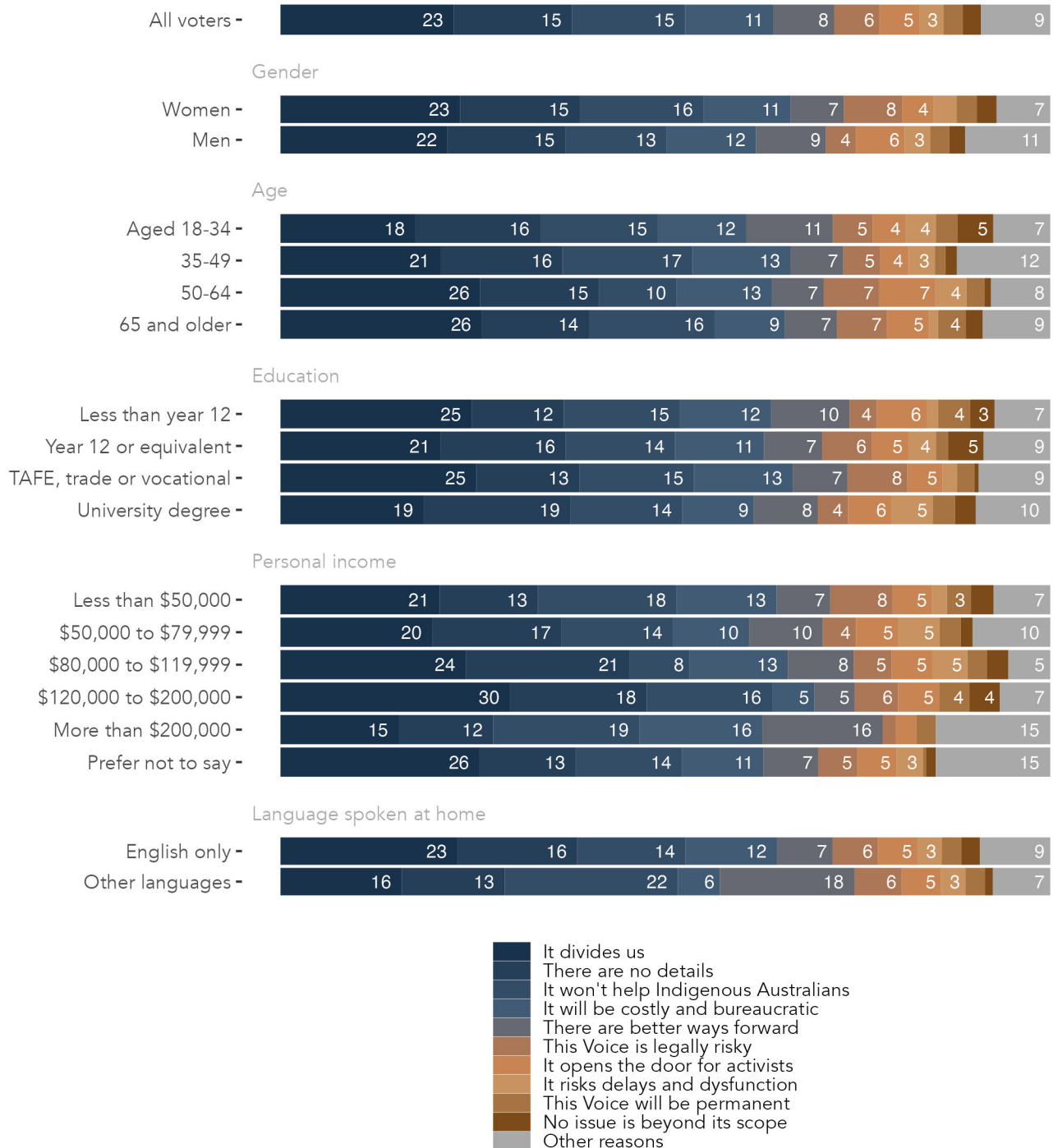


Figure 13: Reasons to oppose the Voice, by demographic characteristics.

Table 11: Reasons to vote 'No', by demographic characteristics

		It divides us	There are no details	It won't help Indigenous Australians	It will be costly and bureaucratic	There are better ways forward	This Voice is legally risky	It opens the door for activists	It risks delays and dysfunction	This Voice will be permanent	No issue is beyond its scope	Other reasons
Gender	All voters	23	15	15	11	8	6	5	3	3	2	9
	Women	23	15	16	11	7	8	4	3	3	3	7
	Men	22	15	13	12	9	4	6	3	3	2	11
Age	Aged 18-34	18	16	15	12	11	5	4	4	3	5	7
	35-49	21	16	17	13	7	5	4	3	1	1	12
	50-64	26	15	10	13	7	7	7	4	2	1	8
	65 and older	26	14	16	9	7	7	5	1	4	2	9
Education	Less than year 12	25	12	15	12	10	4	6	2	4	3	7
	Year 12 or equivalent	21	16	14	11	7	6	5	4	2	5	9
	TAFE, trade or vocational	25	13	15	13	7	8	5	2	2	1	9
	University degree	19	19	14	9	8	4	6	5	3	3	10
Personal income	Less than \$50,000	21	13	18	13	7	8	5	2	3	3	7
	\$50,000 to \$79,999	20	17	14	10	10	4	5	5	3	2	10
	\$80,000 to \$119,999	24	21	8	13	8	5	5	5	3	3	5
	\$120,000 to \$200,000	30	18	16	5	5	6	5	0	4	4	7
	More than \$200,000	15	12	19	16	16	2	3	0	2	0	15
	Prefer not to say	26	13	14	11	7	5	5	3	0	1	15
Language spoken at home	English only	23	16	14	12	7	6	5	3	3	2	9
	Other languages	16	13	22	6	18	6	5	3	3	1	7

How does exposure to arguments shift votes?

Question text

Having answered these questions about some of the key arguments from both sides on this issue, if you had to vote for the referendum question now, would you vote 'yes' or 'no'?

1. Yes
2. No

If you had to vote for the referendum question now, would you vote 'yes' or 'no'?

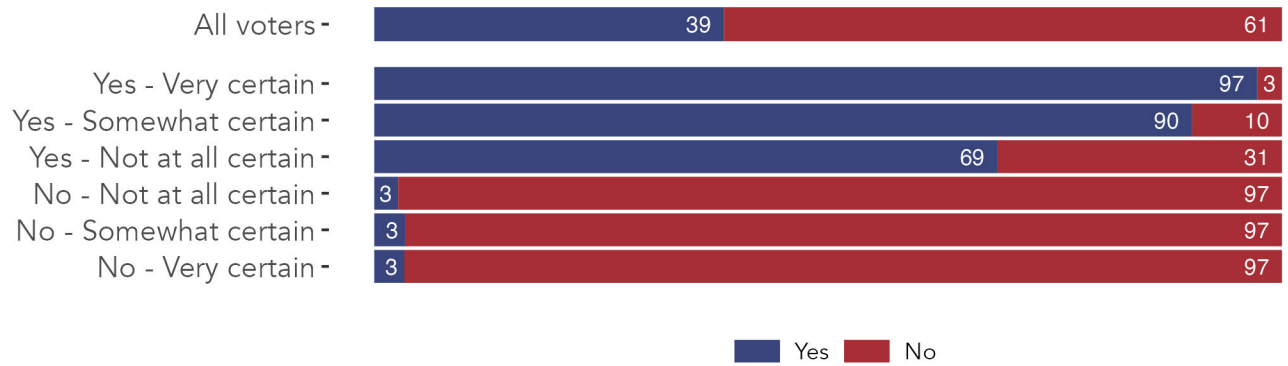


Figure 14: How exposure to arguments for and against shifts vote intention for the Voice referendum, by initial support.

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