



INFLUENCE WITH INTEGRITY

## **Political report**

22 March, 2024

# Contents

- Key findings** **2**
  
- Methodology** **4**
  
- Victorian state vote intention** **5**
  
- How strongly do Australians associate with different social identities and groups?** **8**
  - Identifies as An Australian . . . . . 10
  - Identifies with their state . . . . . 14
  - Identifies as Working class . . . . . 20
  - Identifies as Middle class . . . . . 24
  - Identifies as An ‘Invisible Australian’ . . . . . 28
  - Identifies as A ‘Silent Australian’ . . . . . 32
  - Identifies as Aspirational . . . . . 36
  - Identifies as Upper class . . . . . 40
  
- Which political parties do voters feel best align with their values?** **44**
  
- Attitudes towards energy policy** **49**
  - Support for producing nuclear energy in Australia . . . . . 50
  - Do Australians believe nuclear energy would be cheaper for consumers than renewables? . . . . . 55
  - Support for the construction of a nuclear power plant at a named in-state location . . . . . 60
  - Attitudes towards the Albanese Government’s renewable energy policies . . . . . 66

## Key findings

### Victorian vote intention

The Victorian Labor primary vote has held steady since last election, at 36 per cent, with the Coalition vote up approximately four per cent to 38 per cent. The Greens vote is down approximately 1.5 per cent, to 10 per cent (see figure 1). This results in a two-party preferred swing of approximately one per cent towards the Coalition, with Labor on 54 per cent and the Coalition on 46 (which is within the margin of error of the last election).

Labor does best with voters who do not own their own home (67 per cent two-party preferred), adherents of 'Other' religions (all religions excluding Protestant and Catholic Christianity; 63 per cent) and the non-religious (61 per cent), voters aged 18-34 (62 per cent), those say their finances cause them a great deal of stress (60 per cent), and those with a university degree (60 per cent).

The Coalition parties are performing best with those who identify as Protestant (two-party vote of 62 per cent) and Catholics (53 per cent), voters aged 65 and older (58 per cent), those with less than a year 12 education (56 per cent), those who say their finances are not causing them any stress (54 per cent) and who own their home outright (52 per cent).

Looking geographically, Labor is particularly competitive in outer suburbs and provincial cities (ie, the electorates around Geelong, Bendigo and Ballarat, etc).

### Australian identities

Australians strongly identify as 'Australian', with 73 per cent strongly and 22 per cent somewhat identifying this way. This included heavy majorities of voters of all major parties, and in different parts of the country. Younger, metropolitan and university educated voters were somewhat less likely to do so, but even for these groups majorities strongly identify this way.

Similarly, most identify with their state (56 per cent strongly, 26 per cent somewhat), and as both working class (34 per cent strongly and 40 per cent somewhat) and middle class (28 per cent strongly and 47 per cent somewhat).

Those in NSW are the least likely to identify with their state, with 38 per cent strongly identifying and 26 per cent somewhat identifying as a New South Welshmen, compared with 65 and 27 per cent of Victorians and 62 and 27 per cent of Queenslanders.

Despite the political popularity of the term, half of Australians do not identify as Aspirational: just nine per cent strongly identify this way and 41 per cent do somewhat, while 32 per cent say not really and 18 per cent not at all. Similarly, less than half identify as "Invisible" or "Silent" Australians, although those with high levels of financial stress are much more likely to identify as "Invisible" Australians. Just 11 per cent identify as Upper class.

When asked which political party best aligns with their values, more identify with the Coalition, with 36 per cent choosing one of the two main parties that comprise the centre-right grouping (31 per cent the Liberal

Party, five per cent the National) compared with 27 per cent who say the Labor Party is closest to their values. Ten per cent say the Greens, four per cent the 'Teal' Independents and 23 per cent none of these options.

Coalition voters (at the 2022 election) were more likely to say the Coalition parties were closest to their values (78 per cent the Liberal Party, nine per cent the National Party) than Labor voters were to say the Labor Party (70 per cent); with the latter more likely to say none of these were closest to the values (16 per cent versus nine per cent for 2022 Coalition voters).

However, the Coalition's youth problem is evident in these data. While these parties have a lock on a majority of voters over 65 (44 per cent nominating the Liberal Party and nine per cent the National Party, compared with 27 per cent for Labor and two per cent the Greens), just 24 per cent of voters aged 18-34 say the Liberal Party is closest to their values, and another three per cent the Nationals, versus 28 per cent the Labor Party and 20 per cent the Greens.

### **Energy policy**

Just over half of Australians (52 per cent) support or strongly support "Australia producing next-generation, zero-emissions nuclear energy". A plurality are unsure whether nuclear energy would be cheaper than renewables, though: 39 per cent, compared with 44 per cent who agree it would be, and 17 per cent who disagree.

When those in NSW, Victoria, Queensland and WA were asked whether they would support it being built in a (named) regional area in their state (see question wording below), support declined, but not by much. When asked about a specific location for the construction of a nuclear plant, support dropped by nine points, to 43 per cent (initial support was 52 per cent in these states, the same as Australia as a whole). Opposition was up by nine points, to 30 per cent (from 21 per cent initially in these states).

Although the sample size is small (n=285), support was highest in Queensland, with 48 per cent supporting the construction of a new plant in Central Queensland. Opposition was highest in NSW and Victoria, with 32 per cent of voters in both opposing a plant in the Hunter Valley and Gippsland, respectively (although note, a larger share in both support, but in both cases a minority).

Just over half of voters (55 per cent) strongly agree or agree that the Albanese Government's renewable energy policies and timelines are pushing the costs of energy "through the roof"; while just 19 per cent disagree or strongly disagree. Perhaps of some concern for the government, this is not just the view of Coalition voters, but includes 38 per cent of voters who supported Labor at the last election, and 28 per cent of those who gave the Greens their first preference vote.

## Methodology

Fieldwork for this survey was conducted between 14 and 20 March 2024, with a sample of  $N = 2,590$  Australian citizens aged 18 and older who were enrolled to vote. This included an over sample of 1,559 for Victoria.

All respondents were recruited over online panel to fill quotas for age, gender, location (state, AEC region, and VIC Legislative Council regions), education and vote at the 2022 federal election.

For the full national sample, interlocking weights for age, gender, education, religion and location (AEC regions) were used. The efficiency for these weights was 53 per cent, providing an effective sample size of 1376. 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  $\pm 2.6$  per cent.

For the Victoria-only sample (used for VIC state vote intention), rim weighting was used to apply interlocking weights for age, gender, education, religion and location (VIC Legislative Council regions). The efficiency for these weights was 70 per cent, providing an effective sample size of 1085. Based on this effective sample size, the margin of error (95 per cent confidence interval) for a 50 per cent result on the Victorian sample is  $\pm 3$  per cent.

**This is a change from the last Victorian RedBridge survey, with religion now included in the weights.**

This is larger for subsets of the data, such as age or gender, and results based on these and similar breakdowns should be interpreted conservatively.

Vote intention questions were asked of Victorian respondents, and were located immediately after demographic items and other questions used for screening and quotas. Preferences were allocated based on the flows from the last election. Undecided respondents were asked a leaner question. Those who refused to or were unable to provide a vote intention in both the initial question and leaner made up nine per cent of the sample, and were excluded from published vote intention figures.

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

# Victorian state vote intention

## Question text

### Now thinking about Victorian state politics.

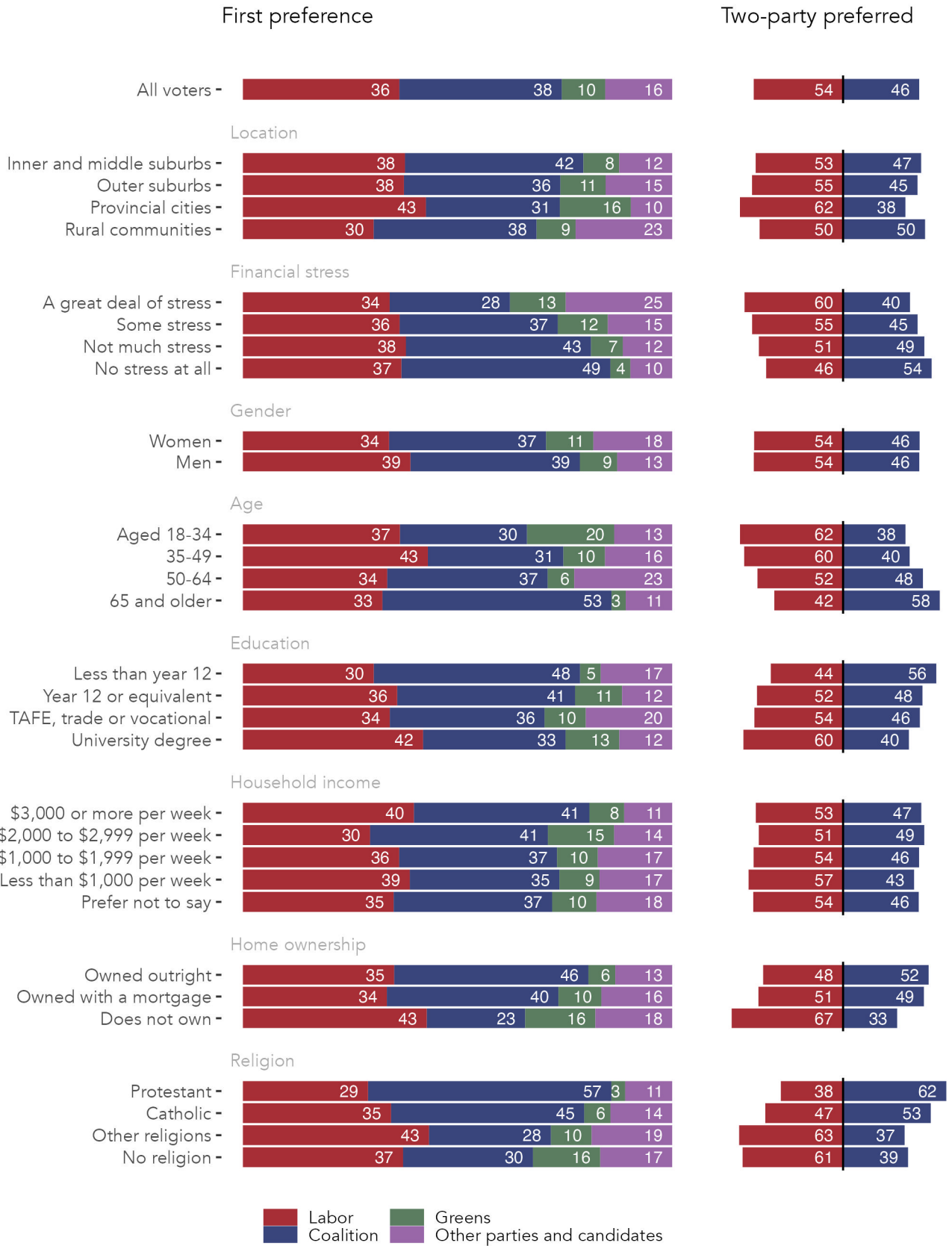
*If a Victorian state election for the Legislative Assembly were held today, which of the following would you give your first preference vote to?*

1. Labor Party
2. Liberal Party *shown in state districts where Liberals ran a candidate in 2022*
3. National Party *shown in state districts where Nationals ran a candidate in 2022*
4. The Greens
5. Other parties and candidates *relevant options shown in state districts where they ran in 2022*
6. Will not vote
7. Undecided

*If answered 'Undecided' above*

*If you had to pick, which of these are you leaning towards?*

1. Labor Party
2. Liberal Party *shown in state districts where Liberals ran a candidate in 2022*
3. National Party *shown in state districts where Nationals ran a candidate in 2022*
4. The Greens
5. Other parties and candidates *shown in state districts where they ran in 2022*
6. Will note vote
7. Undecided



**Figure 1:** Victorian vote intention for the Legislative Assembly, by individual characteristics. Note: This question was only asked of respondents living in Victoria.

**Table 1:** Victorian vote intention for the Legislative Assembly

	Labor	Coalition	Greens	Other parties and candidates	LABOR 2PP
All voters	36	38	10	16	54
<b>Location</b>					
Inner and middle suburbs	38	42	8	12	53
Outer suburbs	38	36	11	15	55
Provincial cities	43	31	16	10	62
Rural communities	30	38	9	23	50
<b>Financial stress</b>					
A great deal of stress	34	28	13	25	60
Some stress	36	37	12	15	55
Not much stress	38	43	7	12	51
No stress at all	37	49	4	10	46
<b>Age</b>					
Aged 18-34	37	30	20	13	62
35-49	43	31	10	16	60
50-64	34	37	6	23	52
65 and older	33	53	3	11	42
<b>Gender</b>					
Women	34	37	11	18	54
Men	39	39	9	13	54
<b>Education</b>					
Less than year 12	30	48	5	17	44
Year 12 or equivalent	36	41	11	12	52
TAFE, trade or vocational	34	36	10	20	54
University degree	42	33	13	12	60
<b>Household income</b>					
\$3,000 or more per week	40	41	8	11	53
\$2,000 to \$2,999 per week	30	41	15	14	51
\$1,000 to \$1,999 per week	36	37	10	17	54
Less than \$1,000 per week	39	35	9	17	57
Prefer not to say	35	37	10	18	54
<b>Religion</b>					
Protestant	29	57	3	11	38
Catholic	35	45	6	14	47
Other religions	43	28	10	19	63
No religion	37	30	16	17	61



# How strongly do Australians associate with different social identities and groups?

## Question text

*Below is a list of groups some people in Australia identify with.*

*How strongly do you personally identify with each of these?*

Grid; single select; randomise

- A. Aspirational
- B. Middle class
- C. Upper class
- D. Working class
- E. An "Invisible Australian"
- F. A "Silent Australian"
- G. An Australian
- H. A pipe in state nouns (see below)

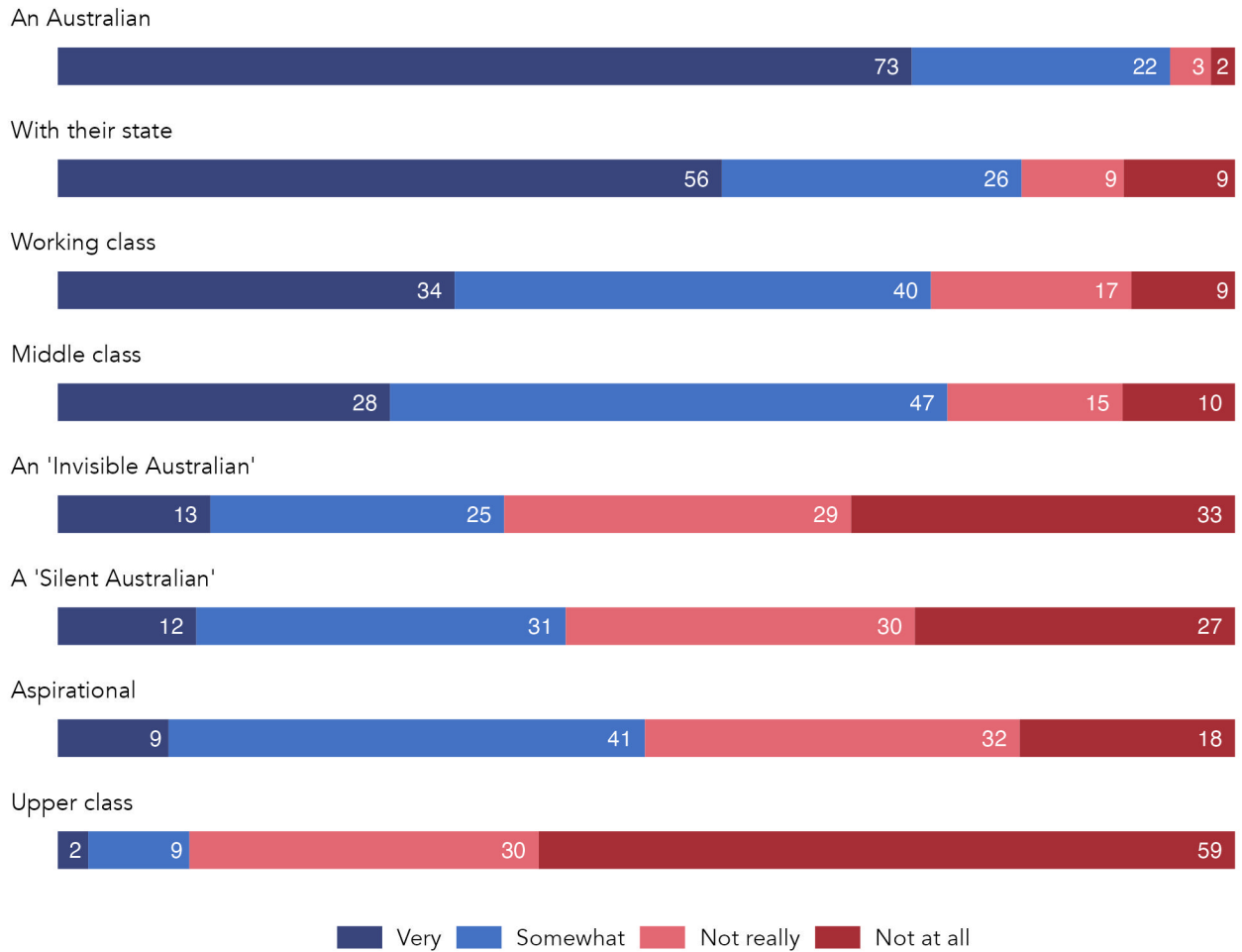
Single select; random reverse

- 1. Very
- 2. Somewhat
- 3. Not really
- 4. Not at all

## State nouns

- 1. New South Welshmen
- 2. Victorian
- 3. Queenslander
- 4. Western Australian
- 5. South Australian
- 6. Tasmanian
- 7. Canberran
- 8. Territorian

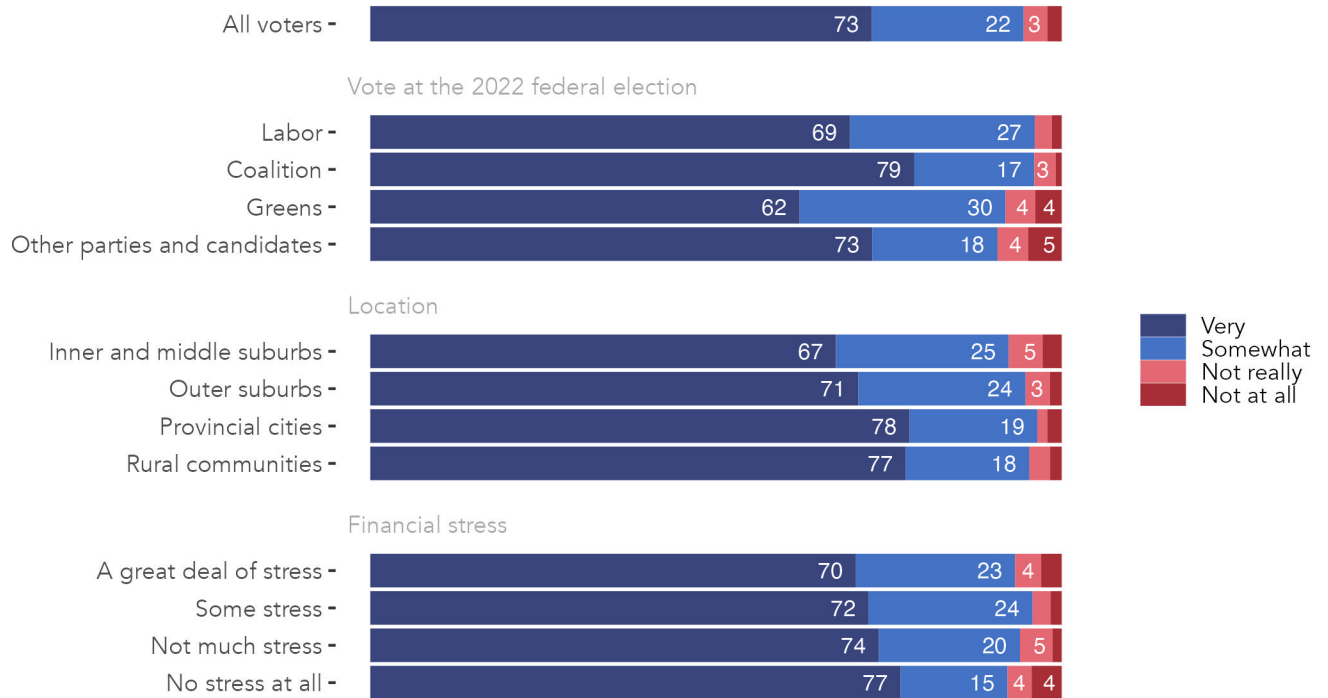
## How strongly do voters identify with each of the following?



**Figure 2:** How strongly do Australians personally associate with different social identities and groups?

## Identifies as An Australian

How strongly do Australians identify as An Australian

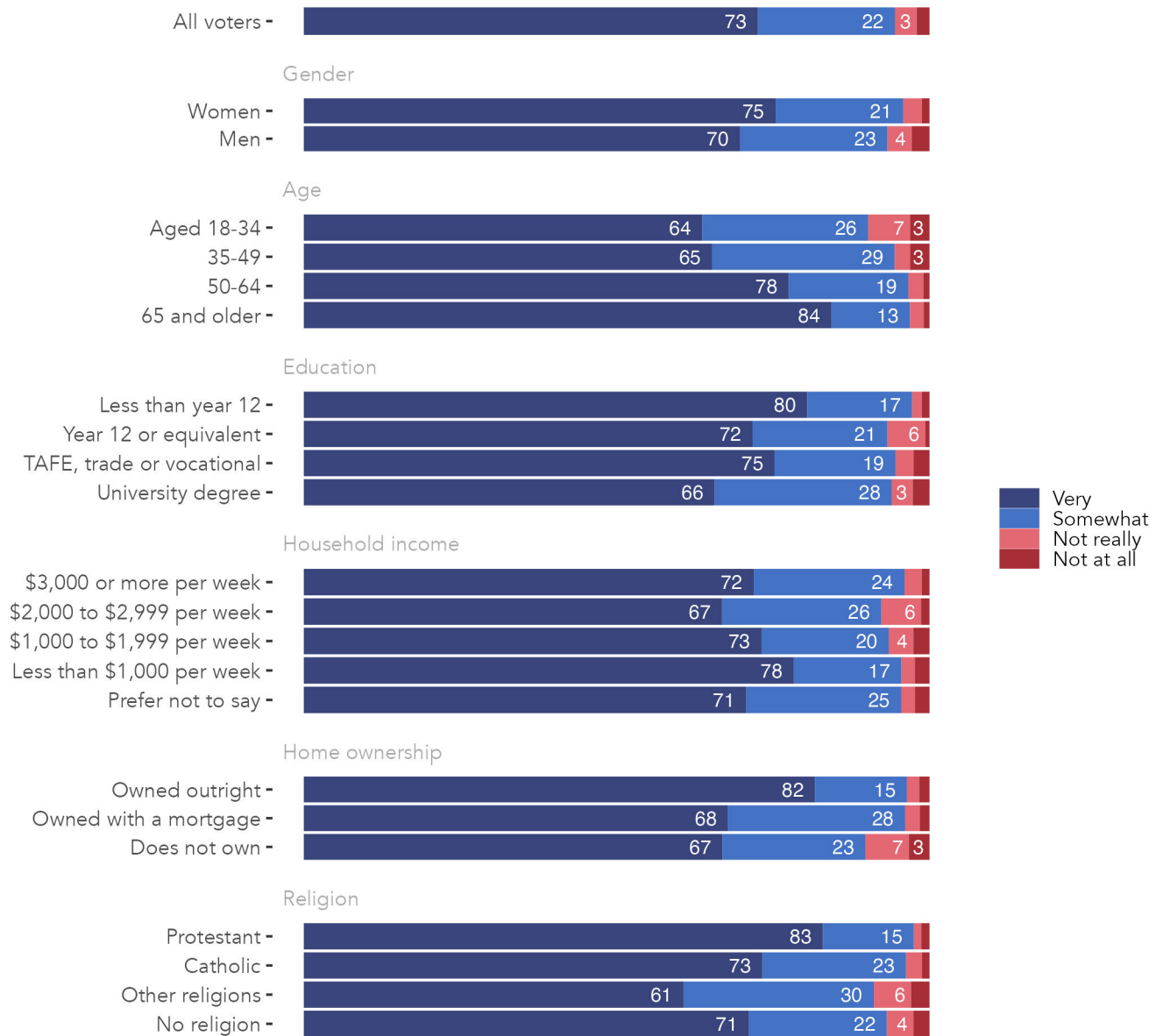


**Figure 3:** How strongly do Australians identify as An Australian, by vote intention, location and financial stress.

**Table 2:** How strongly do Australians identify as An Australian, by vote intention, location and financial stress.

	Very	Somewhat	Not really	Not at all
All voters	73	22	3	2
<b>Vote at the 2022 federal election</b>				
Labor	69	27	3	1
Coalition	79	17	3	1
Greens	62	30	4	4
Other parties and candidates	73	18	4	5
<b>Location</b>				
Inner and middle suburbs	67	25	5	3
Outer suburbs	71	24	3	2
Provincial cities	78	19	1	2
Rural communities	77	18	3	2
<b>Financial stress</b>				
A great deal of stress	70	23	4	3
Some stress	72	24	3	1
Not much stress	74	20	5	1
No stress at all	77	15	4	4

## How strongly do Australians identify as An Australian



**Figure 4:** How strongly do Australians identify as An Australian, by individual characteristics.

**Table 3:** How strongly do Australians identify as An Australian, by individual characteristics.

	Very	Somewhat	Not really	Not at all
All voters	73	22	3	2
<b>Gender</b>				
Women	75	21	3	1
Men	70	23	4	3
<b>Age</b>				
Aged 18-34	64	26	7	3
35-49	65	29	3	3
50-64	78	19	2	1
65 and older	84	13	2	1
<b>Education</b>				
Less than year 12	80	17	2	1
Year 12 or equivalent	72	21	6	1
TAFE, trade or vocational	75	19	3	3
University degree	66	28	3	3
<b>Household income</b>				
\$3,000 or more per week	72	24	3	1
\$2,000 to \$2,999 per week	67	26	6	1
\$1,000 to \$1,999 per week	73	20	4	3
Less than \$1,000 per week	78	17	2	3
Prefer not to say	71	25	2	2
<b>Home ownership</b>				
Owned outright	82	15	2	1
Owned with a mortgage	68	28	2	2
Does not own	67	23	7	3
<b>Religion</b>				
Protestant	83	15	1	1
Catholic	73	23	3	1
Other religions	61	30	6	3
No religion	71	22	4	3

**Identifies with their state**

## How strongly do voters identify with their state?

NSW



QLD



VIC



Smaller states and territories

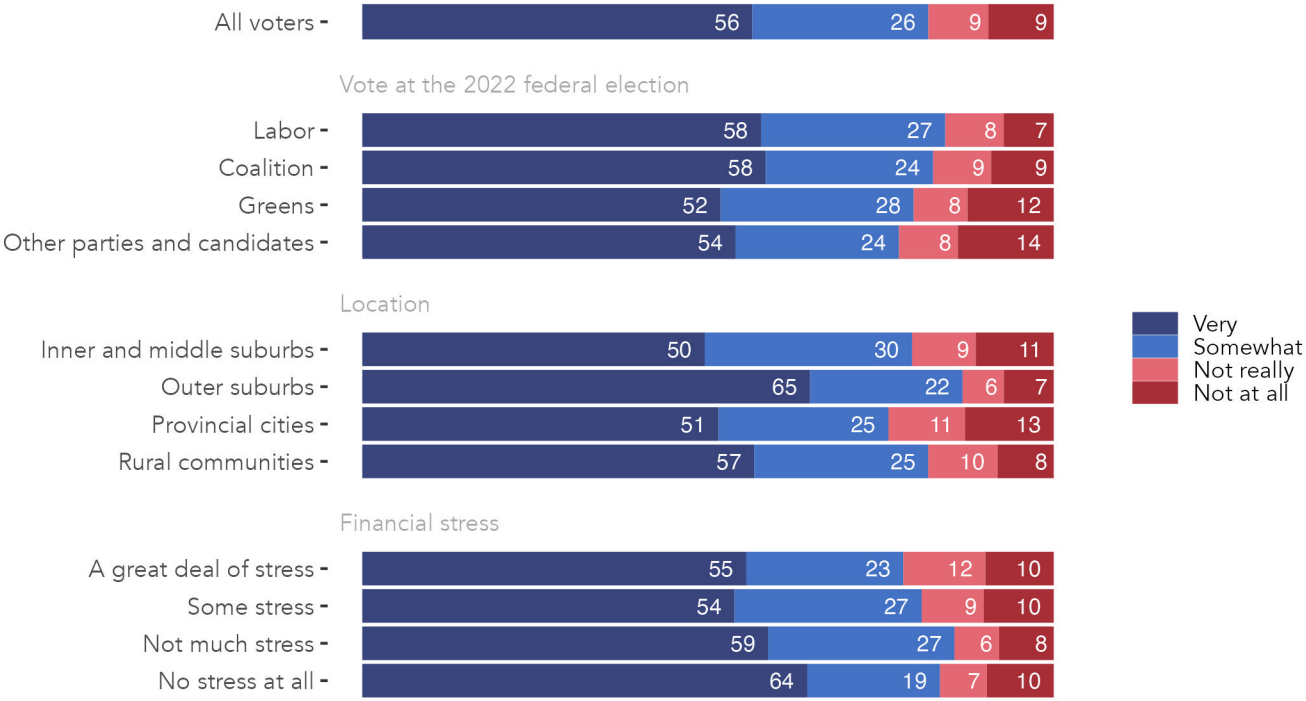


Very Somewhat Not really Not at all

**Figure 5:** How strongly do Australians identify with their state?



### How strongly do Australians identify with their state

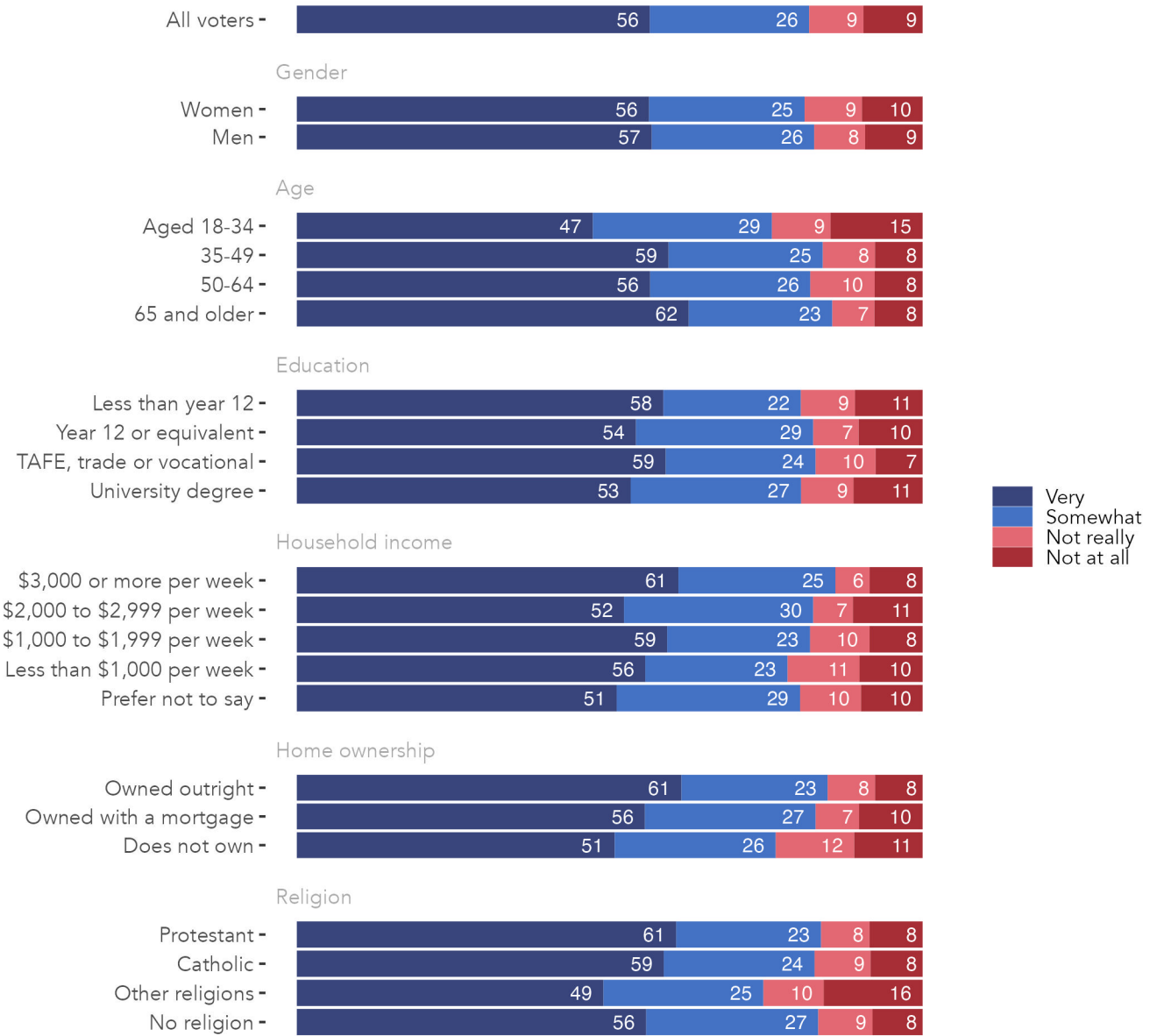


**Figure 6:** How strongly do Australians identify with their state, by vote intention, location and financial stress.

**Table 4:** How strongly do Australians identify with their state, by vote intention, location and financial stress.

	Very	Somewhat	Not really	Not at all
All voters	56	26	9	9
<b>Vote at the 2022 federal election</b>				
Labor	58	27	8	7
Coalition	58	24	9	9
Greens	52	28	8	12
Other parties and candidates	54	24	8	14
<b>Location</b>				
Inner and middle suburbs	50	30	9	11
Outer suburbs	65	22	6	7
Provincial cities	51	25	11	13
Rural communities	57	25	10	8
<b>Financial stress</b>				
A great deal of stress	55	23	12	10
Some stress	54	27	9	10
Not much stress	59	27	6	8
No stress at all	64	19	7	10

### How strongly do Australians identify with their state



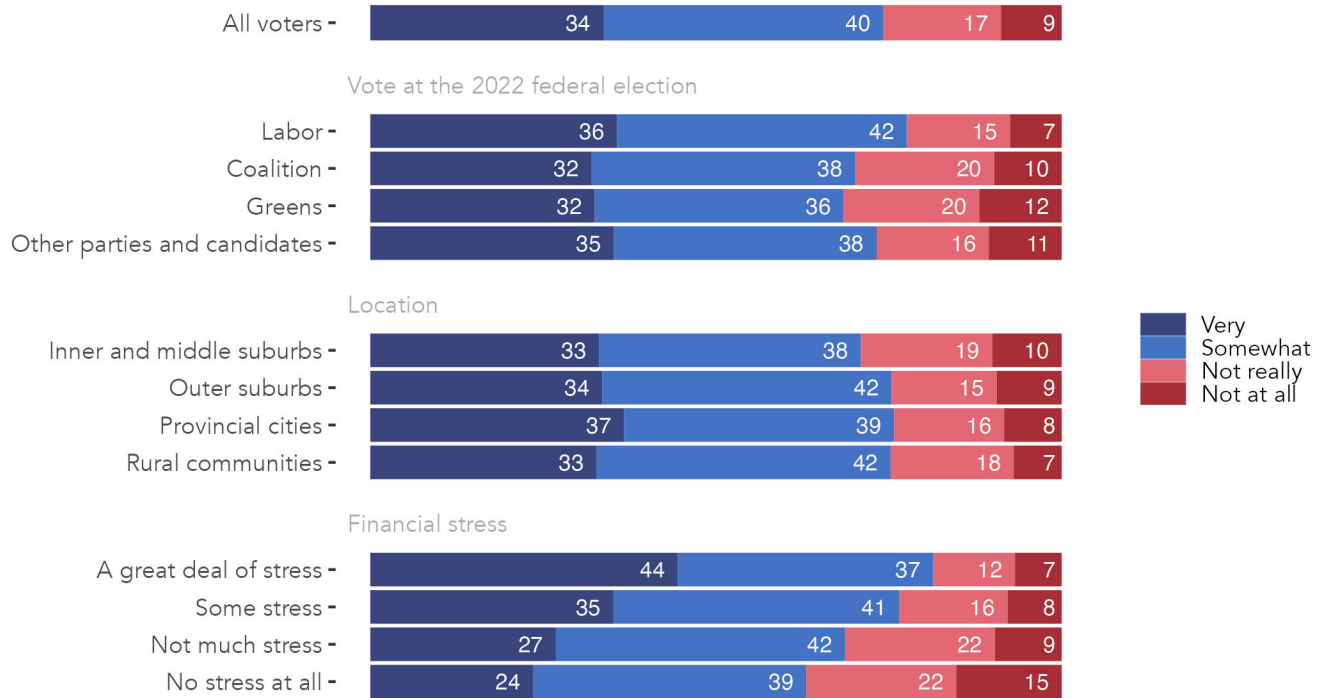
**Figure 7:** How strongly do Australians identify with their state, by individual characteristics.

**Table 5:** How strongly do Australians identify with their state, by individual characteristics.

	Very	Somewhat	Not really	Not at all
All voters	56	26	9	9
<b>Gender</b>				
Women	56	25	9	10
Men	57	26	8	9
<b>Age</b>				
Aged 18-34	47	29	9	15
35-49	59	25	8	8
50-64	56	26	10	8
65 and older	62	23	7	8
<b>Education</b>				
Less than year 12	58	22	9	11
Year 12 or equivalent	54	29	7	10
TAFE, trade or vocational	59	24	10	7
University degree	53	27	9	11
<b>Household income</b>				
\$3,000 or more per week	61	25	6	8
\$2,000 to \$2,999 per week	52	30	7	11
\$1,000 to \$1,999 per week	59	23	10	8
Less than \$1,000 per week	56	23	11	10
Prefer not to say	51	29	10	10
<b>Home ownership</b>				
Owned outright	61	23	8	8
Owned with a mortgage	56	27	7	10
Does not own	51	26	12	11
<b>Religion</b>				
Protestant	61	23	8	8
Catholic	59	24	9	8
Other religions	49	25	10	16
No religion	56	27	9	8

## Identifies as Working class

How strongly do Australians identify as Working class

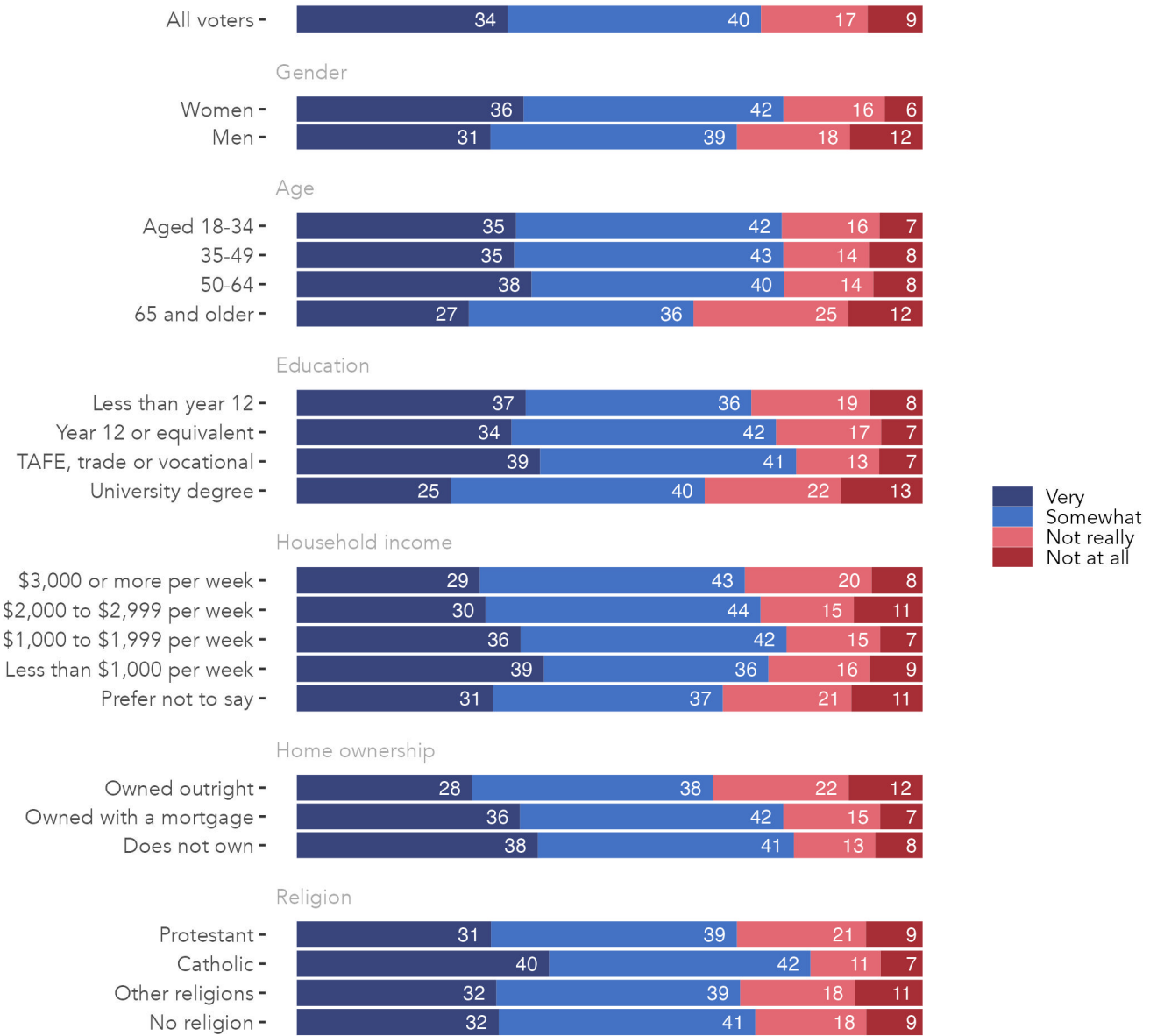


**Figure 8:** How strongly do Australians identify as Working class, by vote intention, location and financial stress.

**Table 6:** How strongly do Australians identify as Working class, by vote intention, location and financial stress.

	Very	Somewhat	Not really	Not at all
All voters	34	40	17	9
<b>Vote at the 2022 federal election</b>				
Labor	36	42	15	7
Coalition	32	38	20	10
Greens	32	36	20	12
Other parties and candidates	35	38	16	11
<b>Location</b>				
Inner and middle suburbs	33	38	19	10
Outer suburbs	34	42	15	9
Provincial cities	37	39	16	8
Rural communities	33	42	18	7
<b>Financial stress</b>				
A great deal of stress	44	37	12	7
Some stress	35	41	16	8
Not much stress	27	42	22	9
No stress at all	24	39	22	15

## How strongly do Australians identify as Working class



**Figure 9:** How strongly do Australians identify as Working class, by individual characteristics.

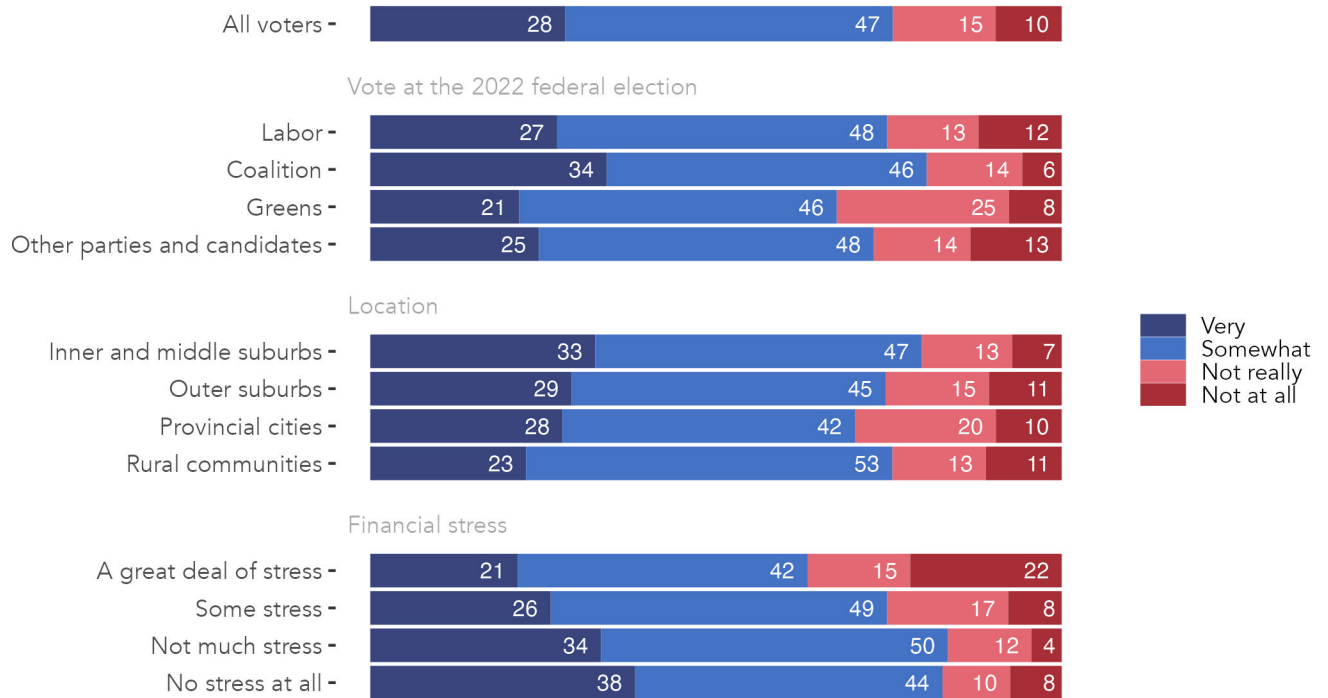
**Table 7:** How strongly do Australians identify as Working class, by individual characteristics.

	Very	Somewhat	Not really	Not at all
All voters	34	40	17	9
<b>Gender</b>				
Women	36	42	16	6
Men	31	39	18	12
<b>Age</b>				
Aged 18-34	35	42	16	7
35-49	35	43	14	8
50-64	38	40	14	8
65 and older	27	36	25	12
<b>Education</b>				
Less than year 12	37	36	19	8
Year 12 or equivalent	34	42	17	7
TAFE, trade or vocational	39	41	13	7
University degree	25	40	22	13
<b>Household income</b>				
\$3,000 or more per week	29	43	20	8
\$2,000 to \$2,999 per week	30	44	15	11
\$1,000 to \$1,999 per week	36	42	15	7
Less than \$1,000 per week	39	36	16	9
Prefer not to say	31	37	21	11
<b>Home ownership</b>				
Owned outright	28	38	22	12
Owned with a mortgage	36	42	15	7
Does not own	38	41	13	8
<b>Religion</b>				
Protestant	31	39	21	9
Catholic	40	42	11	7
Other religions	32	39	18	11
No religion	32	41	18	9



## Identifies as Middle class

How strongly do Australians identify as Middle class

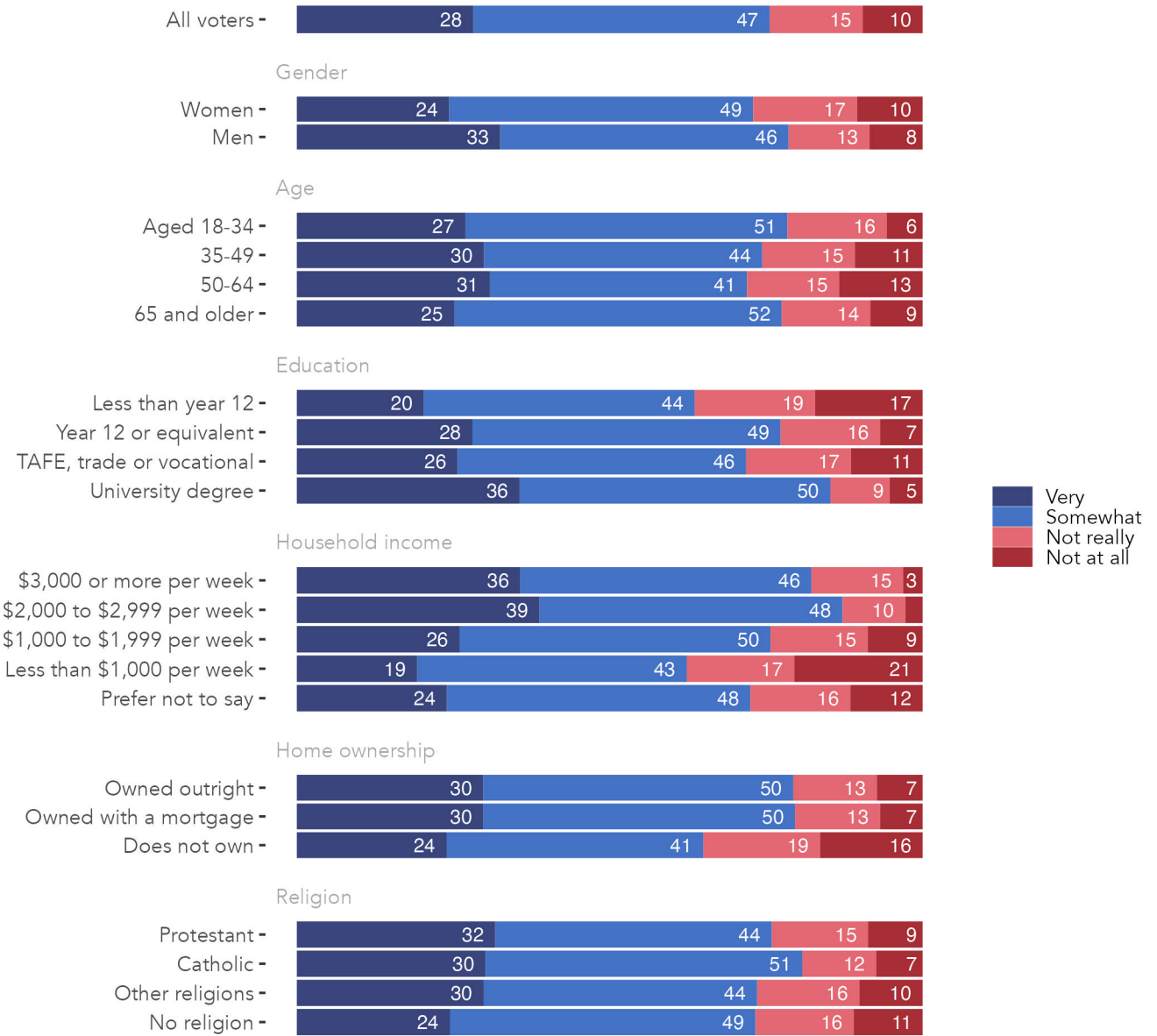


**Figure 10:** How strongly do Australians identify as Middle class, by vote intention, location and financial stress.

**Table 8:** How strongly do Australians identify as Middle class, by vote intention, location and financial stress.

	Very	Somewhat	Not really	Not at all
All voters	28	47	15	10
<b>Vote at the 2022 federal election</b>				
Labor	27	48	13	12
Coalition	34	46	14	6
Greens	21	46	25	8
Other parties and candidates	25	48	14	13
<b>Location</b>				
Inner and middle suburbs	33	47	13	7
Outer suburbs	29	45	15	11
Provincial cities	28	42	20	10
Rural communities	23	53	13	11
<b>Financial stress</b>				
A great deal of stress	21	42	15	22
Some stress	26	49	17	8
Not much stress	34	50	12	4
No stress at all	38	44	10	8

### How strongly do Australians identify as Middle class



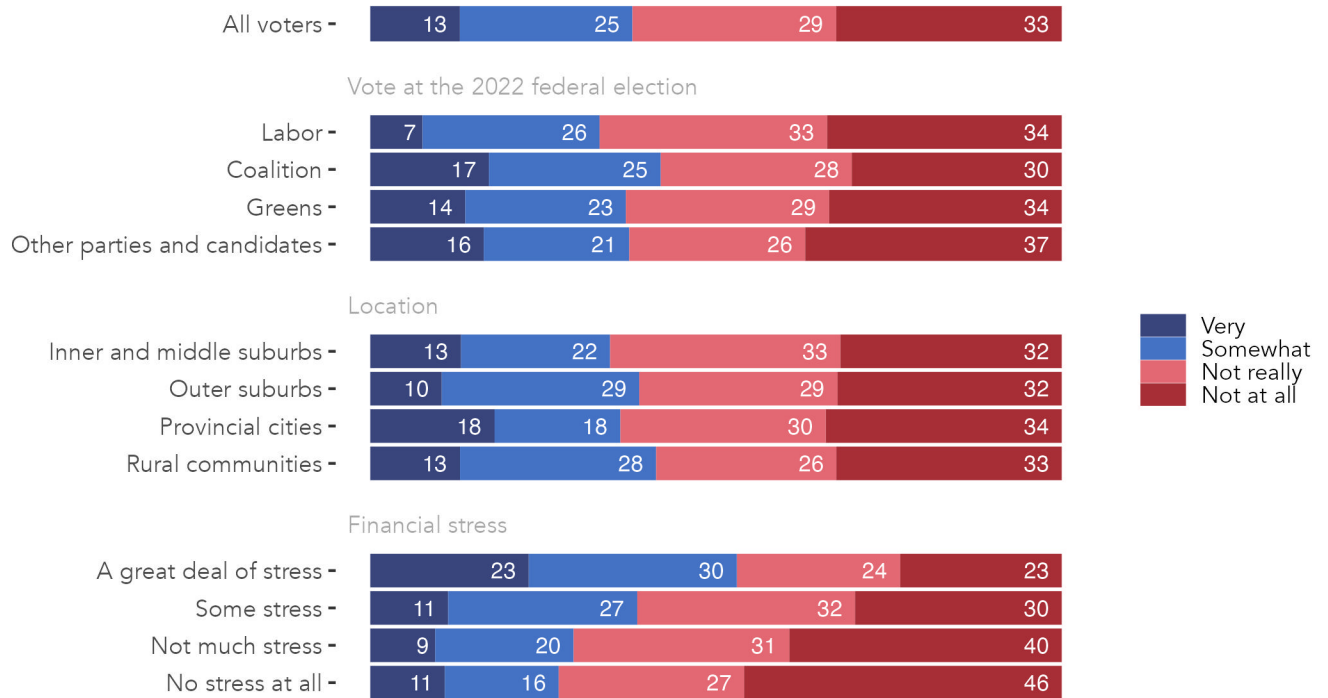
**Figure 11:** How strongly do Australians identify as Middle class, by individual characteristics.

**Table 9:** How strongly do Australians identify as Middle class, by individual characteristics.

	Very	Somewhat	Not really	Not at all
All voters	28	47	15	10
<b>Gender</b>				
Women	24	49	17	10
Men	33	46	13	8
<b>Age</b>				
Aged 18-34	27	51	16	6
35-49	30	44	15	11
50-64	31	41	15	13
65 and older	25	52	14	9
<b>Education</b>				
Less than year 12	20	44	19	17
Year 12 or equivalent	28	49	16	7
TAFE, trade or vocational	26	46	17	11
University degree	36	50	9	5
<b>Household income</b>				
\$3,000 or more per week	36	46	15	3
\$2,000 to \$2,999 per week	39	48	10	3
\$1,000 to \$1,999 per week	26	50	15	9
Less than \$1,000 per week	19	43	17	21
Prefer not to say	24	48	16	12
<b>Home ownership</b>				
Owned outright	30	50	13	7
Owned with a mortgage	30	50	13	7
Does not own	24	41	19	16
<b>Religion</b>				
Protestant	32	44	15	9
Catholic	30	51	12	7
Other religions	30	44	16	10
No religion	24	49	16	11

## Identifies as An 'Invisible Australian'

How strongly do Australians identify as An "Invisible Australian"

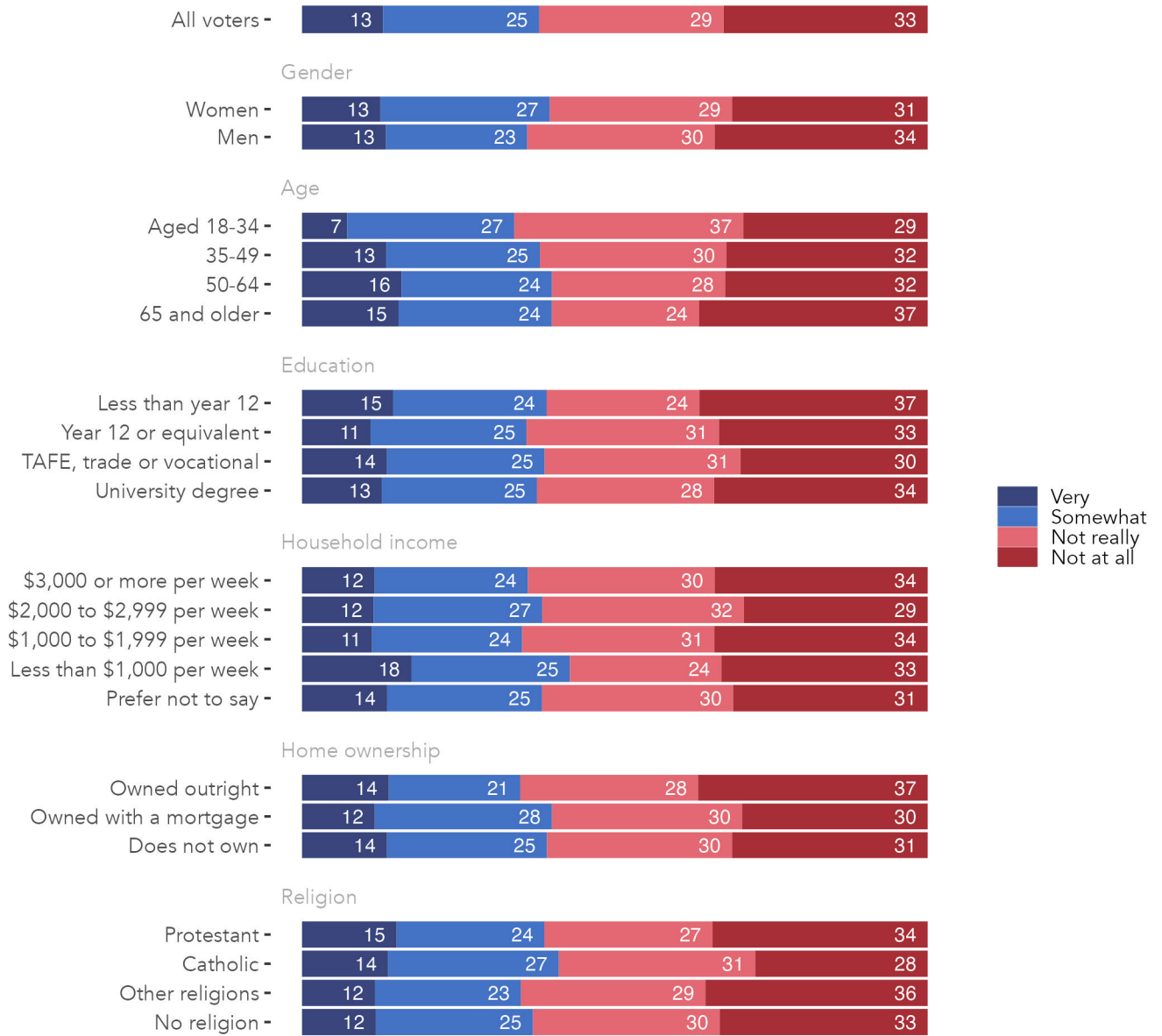


**Figure 12:** How strongly do Australians identify as An "Invisible Australian", by vote intention, location and financial stress.

**Table 10:** How strongly do Australians identify as An “Invisible Australian”, by vote intention, location and financial stress.

	Very	Somewhat	Not really	Not at all
All voters	13	25	29	33
<b>Vote at the 2022 federal election</b>				
Labor	7	26	33	34
Coalition	17	25	28	30
Greens	14	23	29	34
Other parties and candidates	16	21	26	37
<b>Location</b>				
Inner and middle suburbs	13	22	33	32
Outer suburbs	10	29	29	32
Provincial cities	18	18	30	34
Rural communities	13	28	26	33
<b>Financial stress</b>				
A great deal of stress	23	30	24	23
Some stress	11	27	32	30
Not much stress	9	20	31	40
No stress at all	11	16	27	46

### How strongly do Australians identify as An "Invisible Australian"



**Figure 13:** How strongly do Australians identify as An "Invisible Australian", by individual characteristics.

**Table 11:** How strongly do Australians identify as An “Invisible Australian”, by individual characteristics.

	Very	Somewhat	Not really	Not at all
All voters	13	25	29	33
<b>Gender</b>				
Women	13	27	29	31
Men	13	23	30	34
<b>Age</b>				
Aged 18-34	7	27	37	29
35-49	13	25	30	32
50-64	16	24	28	32
65 and older	15	24	24	37
<b>Education</b>				
Less than year 12	15	24	24	37
Year 12 or equivalent	11	25	31	33
TAFE, trade or vocational	14	25	31	30
University degree	13	25	28	34
<b>Household income</b>				
\$3,000 or more per week	12	24	30	34
\$2,000 to \$2,999 per week	12	27	32	29
\$1,000 to \$1,999 per week	11	24	31	34
Less than \$1,000 per week	18	25	24	33
Prefer not to say	14	25	30	31
<b>Home ownership</b>				
Owned outright	14	21	28	37
Owned with a mortgage	12	28	30	30
Does not own	14	25	30	31
<b>Religion</b>				
Protestant	15	24	27	34
Catholic	14	27	31	28
Other religions	12	23	29	36
No religion	12	25	30	33



# Identifies as A 'Silent Australian'

How strongly do Australians identify as A "Silent Australian"

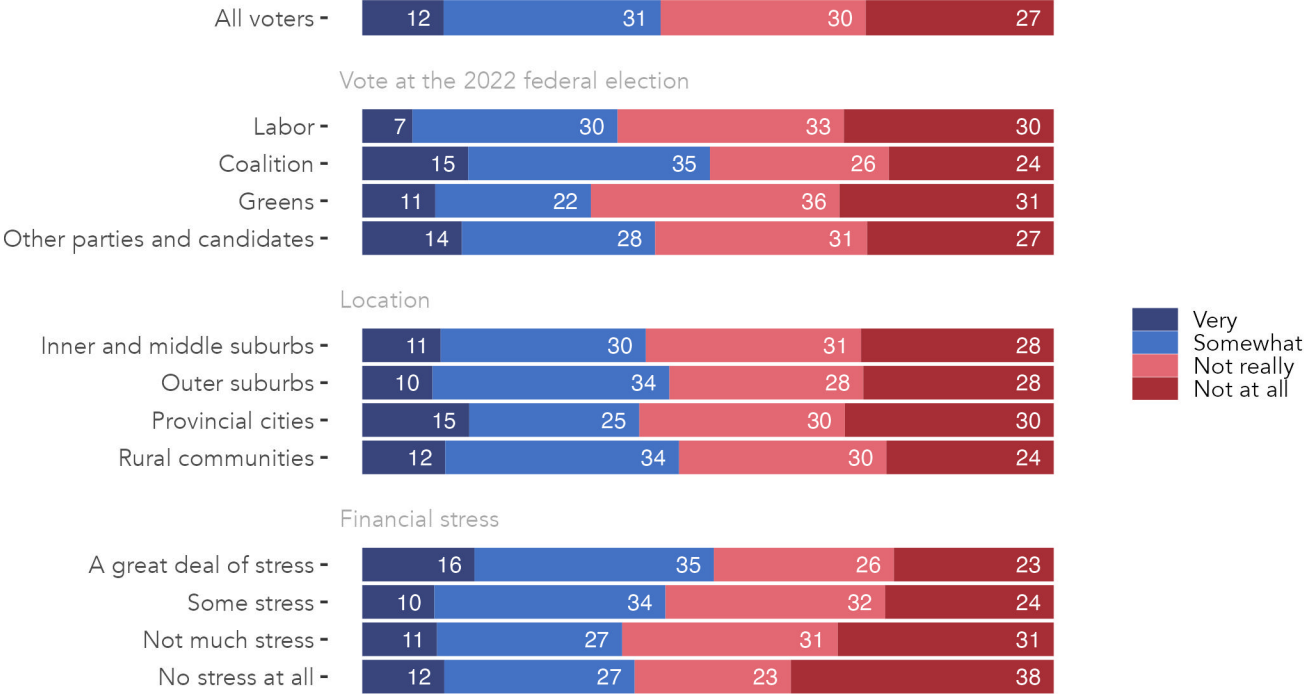
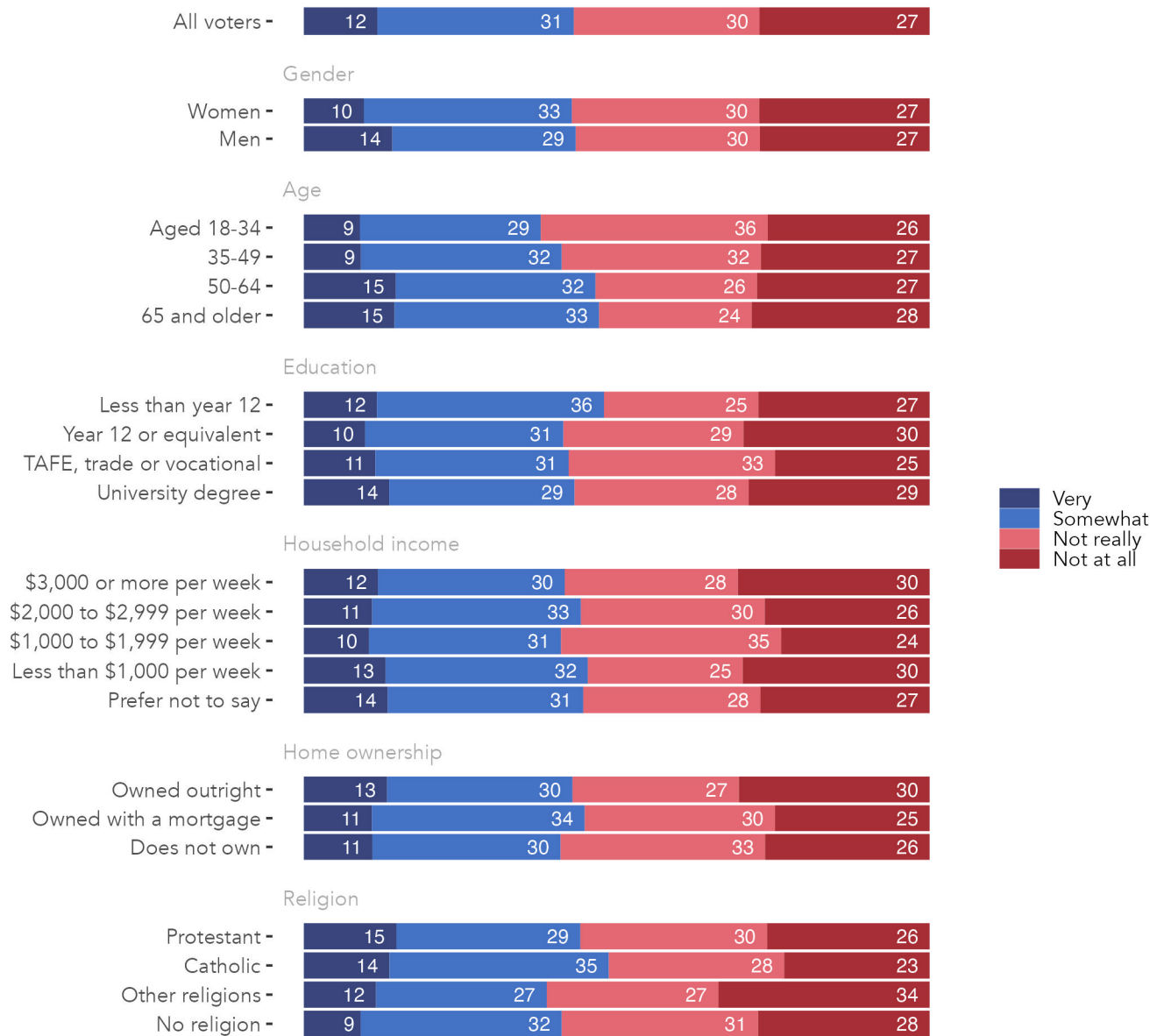


Figure 14: How strongly do Australians identify as A "Silent Australian", by vote intention, location and financial stress.

**Table 12:** How strongly do Australians identify as A “Silent Australian”, by vote intention, location and financial stress.

	Very	Somewhat	Not really	Not at all
All voters	12	31	30	27
<b>Vote at the 2022 federal election</b>				
Labor	7	30	33	30
Coalition	15	35	26	24
Greens	11	22	36	31
Other parties and candidates	14	28	31	27
<b>Location</b>				
Inner and middle suburbs	11	30	31	28
Outer suburbs	10	34	28	28
Provincial cities	15	25	30	30
Rural communities	12	34	30	24
<b>Financial stress</b>				
A great deal of stress	16	35	26	23
Some stress	10	34	32	24
Not much stress	11	27	31	31
No stress at all	12	27	23	38

### How strongly do Australians identify as A "Silent Australian"



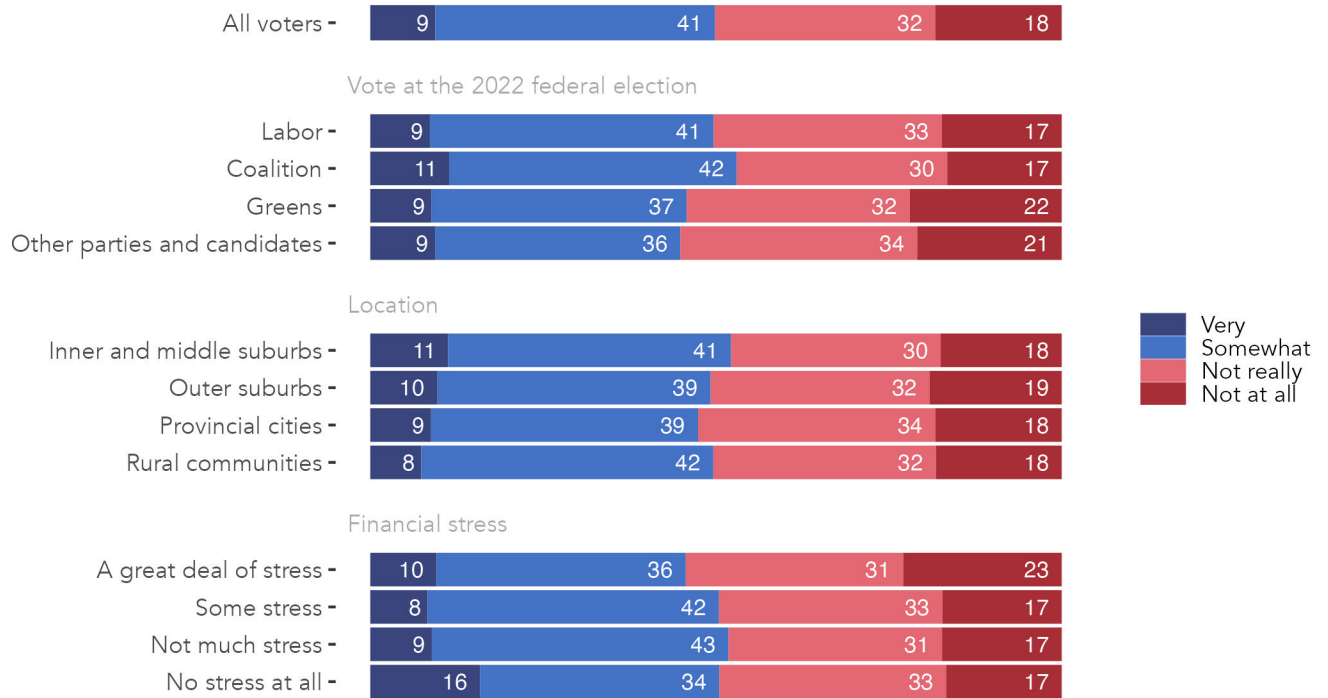
**Figure 15:** How strongly do Australians identify as A "Silent Australian", by individual characteristics.

**Table 13:** How strongly do Australians identify as A "Silent Australian", by individual characteristics.

	Very	Somewhat	Not really	Not at all
All voters	12	31	30	27
<b>Gender</b>				
Women	10	33	30	27
Men	14	29	30	27
<b>Age</b>				
Aged 18-34	9	29	36	26
35-49	9	32	32	27
50-64	15	32	26	27
65 and older	15	33	24	28
<b>Education</b>				
Less than year 12	12	36	25	27
Year 12 or equivalent	10	31	29	30
TAFE, trade or vocational	11	31	33	25
University degree	14	29	28	29
<b>Household income</b>				
\$3,000 or more per week	12	30	28	30
\$2,000 to \$2,999 per week	11	33	30	26
\$1,000 to \$1,999 per week	10	31	35	24
Less than \$1,000 per week	13	32	25	30
Prefer not to say	14	31	28	27
<b>Home ownership</b>				
Owned outright	13	30	27	30
Owned with a mortgage	11	34	30	25
Does not own	11	30	33	26
<b>Religion</b>				
Protestant	15	29	30	26
Catholic	14	35	28	23
Other religions	12	27	27	34
No religion	9	32	31	28

## Identifies as Aspirational

How strongly do Australians identify as Aspirational

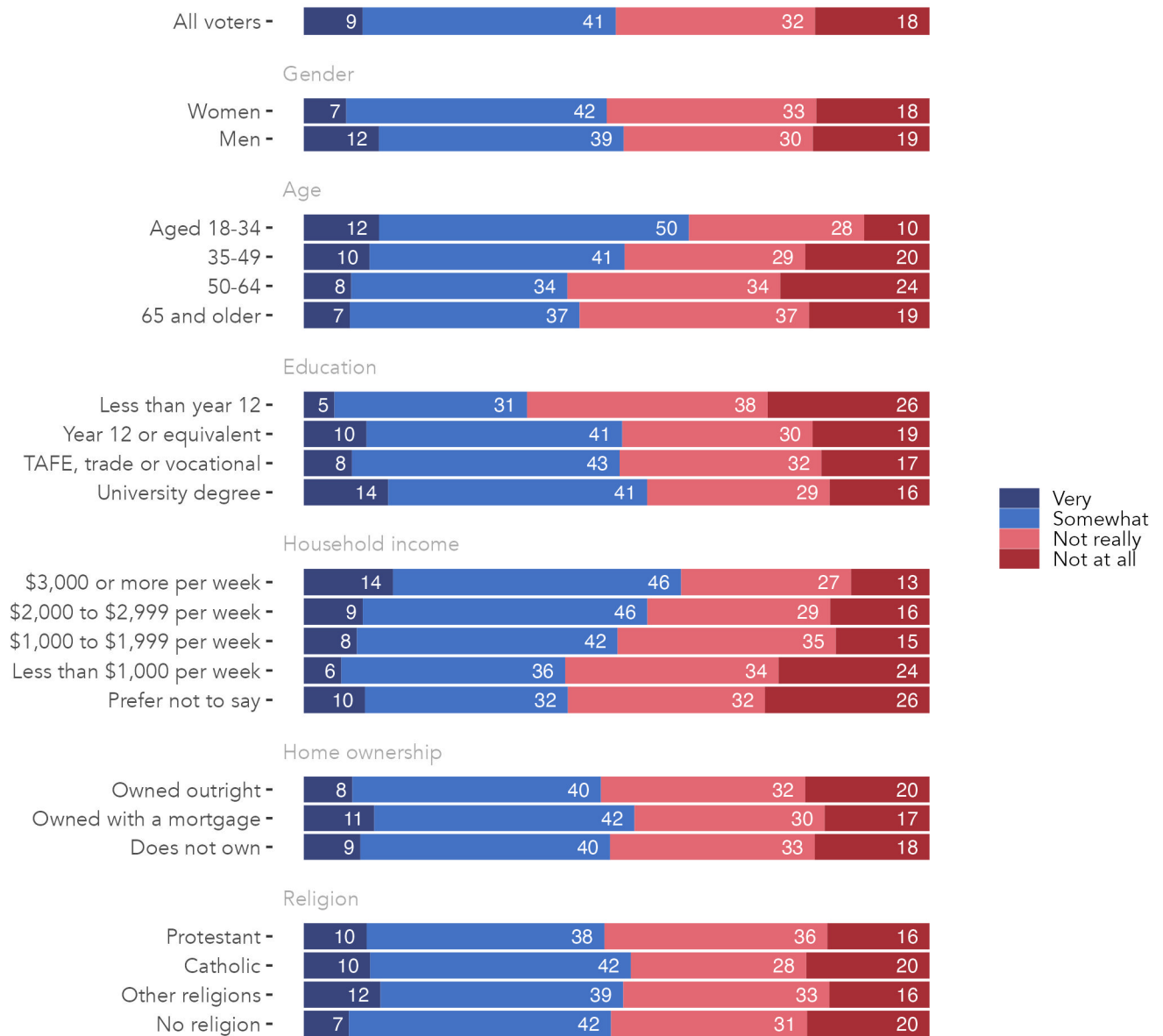


**Figure 16:** How strongly do Australians identify as Aspirational, by vote intention, location and financial stress.

**Table 14:** How strongly do Australians identify as Aspirational, by vote intention, location and financial stress.

	Very	Somewhat	Not really	Not at all
All voters	9	41	32	18
<b>Vote at the 2022 federal election</b>				
Labor	9	41	33	17
Coalition	11	42	30	17
Greens	9	37	32	22
Other parties and candidates	9	36	34	21
<b>Location</b>				
Inner and middle suburbs	11	41	30	18
Outer suburbs	10	39	32	19
Provincial cities	9	39	34	18
Rural communities	8	42	32	18
<b>Financial stress</b>				
A great deal of stress	10	36	31	23
Some stress	8	42	33	17
Not much stress	9	43	31	17
No stress at all	16	34	33	17

## How strongly do Australians identify as Aspirational



**Figure 17:** How strongly do Australians identify as Aspirational, by individual characteristics.

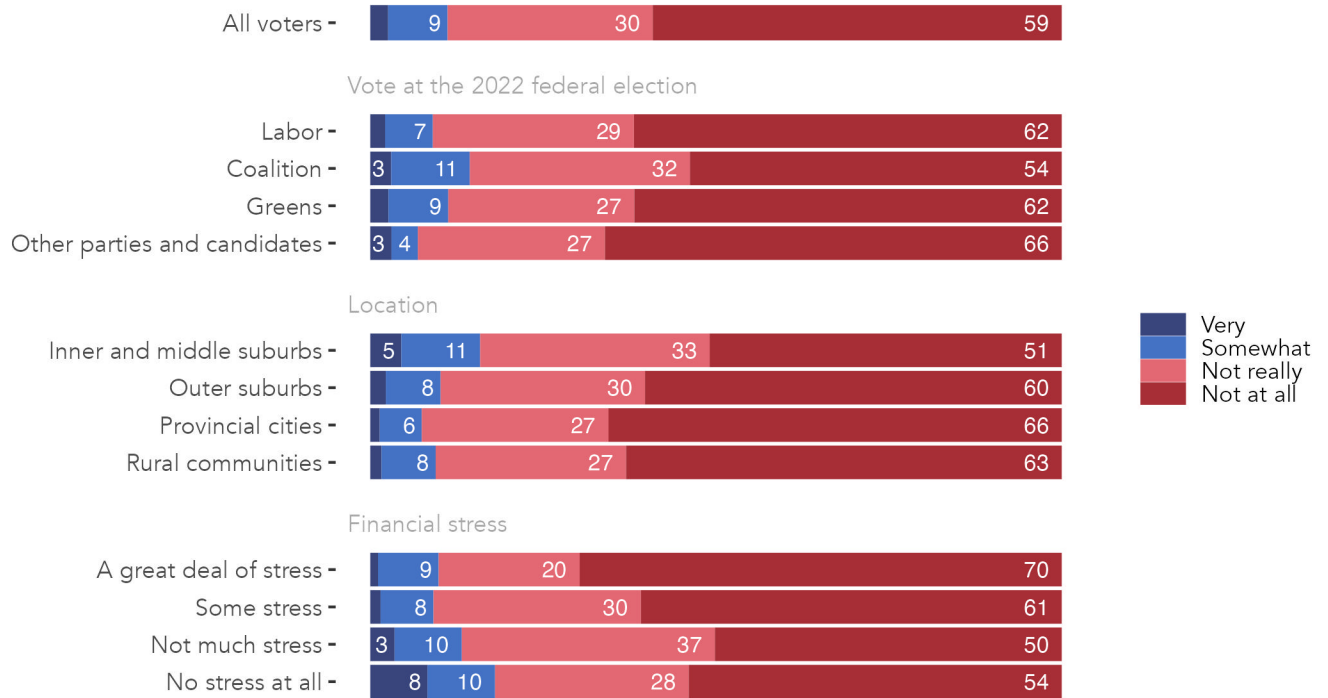
**Table 15:** How strongly do Australians identify as Aspirational, by individual characteristics.

	Very	Somewhat	Not really	Not at all
All voters	9	41	32	18
<b>Gender</b>				
Women	7	42	33	18
Men	12	39	30	19
<b>Age</b>				
Aged 18-34	12	50	28	10
35-49	10	41	29	20
50-64	8	34	34	24
65 and older	7	37	37	19
<b>Education</b>				
Less than year 12	5	31	38	26
Year 12 or equivalent	10	41	30	19
TAFE, trade or vocational	8	43	32	17
University degree	14	41	29	16
<b>Household income</b>				
\$3,000 or more per week	14	46	27	13
\$2,000 to \$2,999 per week	9	46	29	16
\$1,000 to \$1,999 per week	8	42	35	15
Less than \$1,000 per week	6	36	34	24
Prefer not to say	10	32	32	26
<b>Home ownership</b>				
Owned outright	8	40	32	20
Owned with a mortgage	11	42	30	17
Does not own	9	40	33	18
<b>Religion</b>				
Protestant	10	38	36	16
Catholic	10	42	28	20
Other religions	12	39	33	16
No religion	7	42	31	20



## Identifies as Upper class

How strongly do Australians identify as Upper class

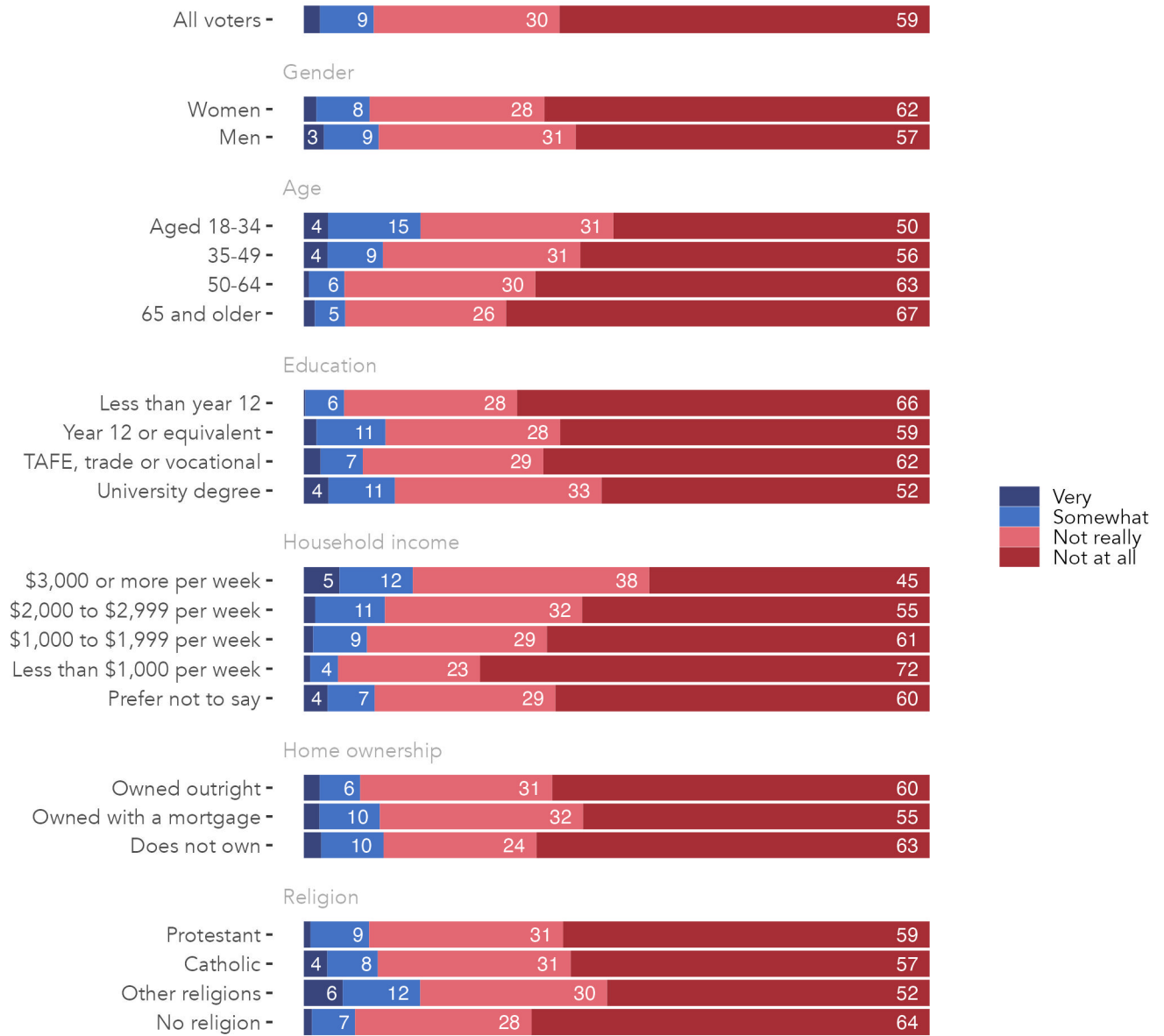


**Figure 18:** How strongly do Australians identify as Upper class, by vote intention, location and financial stress.

**Table 16:** How strongly do Australians identify as Upper class, by vote intention, location and financial stress.

	Very	Somewhat	Not really	Not at all
All voters	2	9	30	59
<b>Vote at the 2022 federal election</b>				
Labor	2	7	29	62
Coalition	3	11	32	54
Greens	2	9	27	62
Other parties and candidates	3	4	27	66
<b>Location</b>				
Inner and middle suburbs	5	11	33	51
Outer suburbs	2	8	30	60
Provincial cities	1	6	27	66
Rural communities	2	8	27	63
<b>Financial stress</b>				
A great deal of stress	1	9	20	70
Some stress	1	8	30	61
Not much stress	3	10	37	50
No stress at all	8	10	28	54

## How strongly do Australians identify as Upper class



**Figure 19:** How strongly do Australians identify as Upper class, by individual characteristics.

**Table 17:** How strongly do Australians identify as Upper class, by individual characteristics.

	Very	Somewhat	Not really	Not at all
All voters	2	9	30	59
<b>Gender</b>				
Women	2	8	28	62
Men	3	9	31	57
<b>Age</b>				
Aged 18-34	4	15	31	50
35-49	4	9	31	56
50-64	1	6	30	63
65 and older	2	5	26	67
<b>Education</b>				
Less than year 12	0	6	28	66
Year 12 or equivalent	2	11	28	59
TAFE, trade or vocational	2	7	29	62
University degree	4	11	33	52
<b>Household income</b>				
\$3,000 or more per week	5	12	38	45
\$2,000 to \$2,999 per week	2	11	32	55
\$1,000 to \$1,999 per week	1	9	29	61
Less than \$1,000 per week	1	4	23	72
Prefer not to say	4	7	29	60
<b>Home ownership</b>				
Owned outright	3	6	31	60
Owned with a mortgage	3	10	32	55
Does not own	3	10	24	63
<b>Religion</b>				
Protestant	1	9	31	59
Catholic	4	8	31	57
Other religions	6	12	30	52
No religion	1	7	28	64

## Which political parties do voters feel best align with their values?

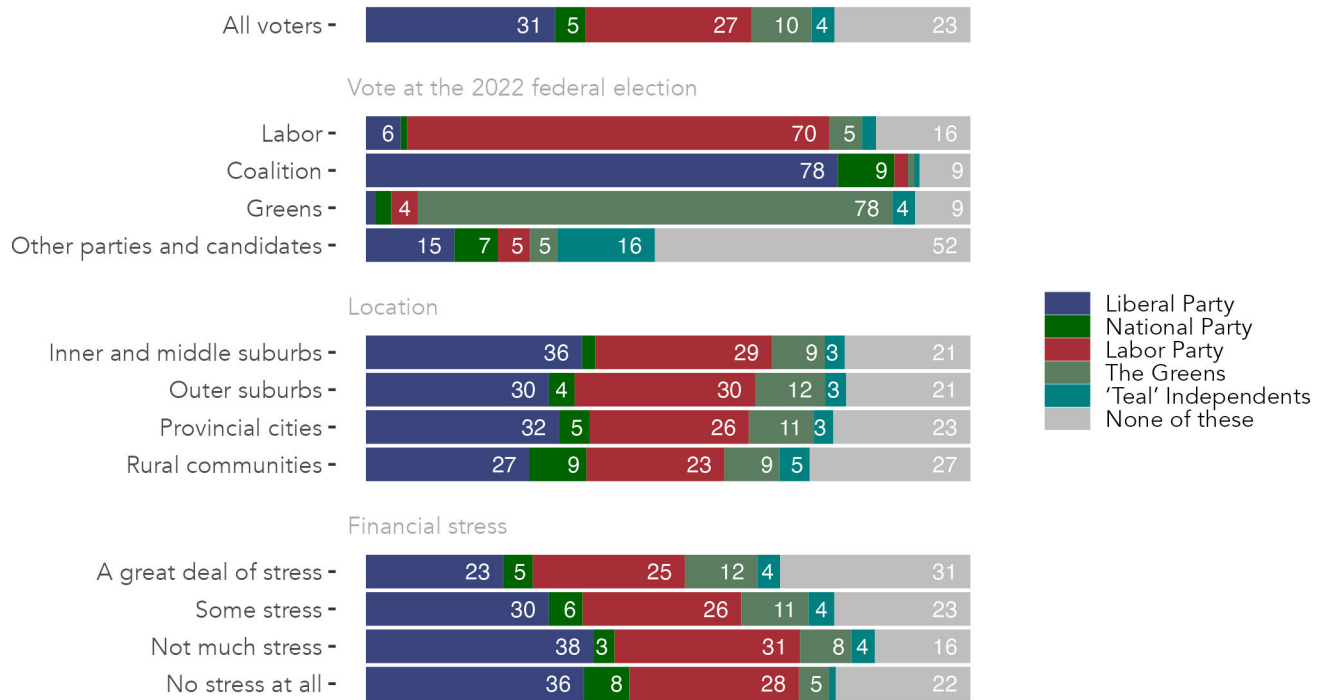
### Question text

*Which of these political parties best aligns with your values?*

Single select; randomise 1-5

1. Liberal Party
2. National Party
3. Labor Party
4. The Greens
5. 'Teal' Independents
6. None of these

### Which political parties do voters feel best align with their values

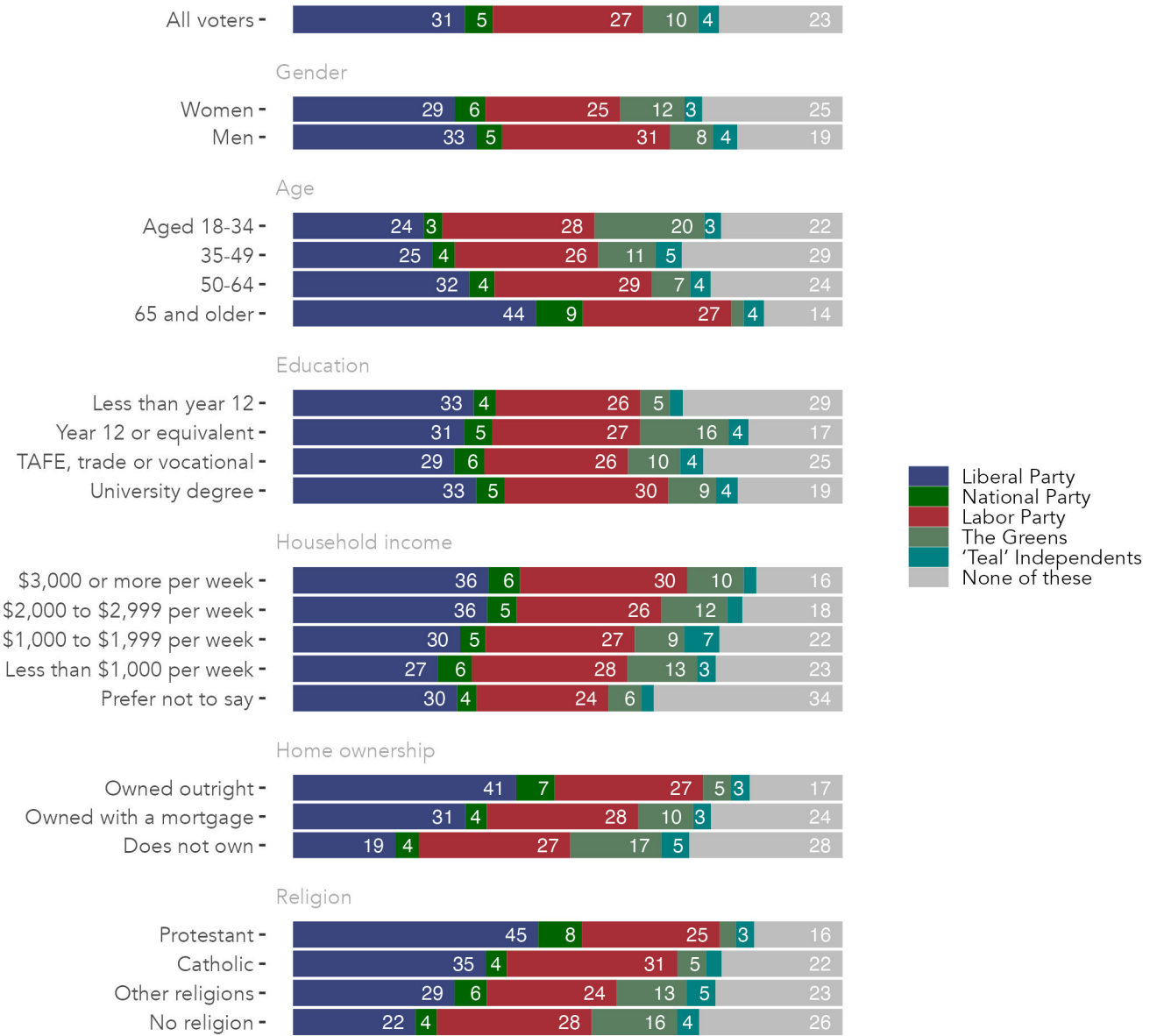


**Figure 20:** Which political parties do voters feel best align with their values, by vote intention, location and financial stress.

**Table 18:** Which political parties do voters feel best align with their values, by vote intention, location and financial stress.

	Liberal Party	National Party	Labor Party	The Greens	'Teal' Independents	None of these
All voters	31	5	27	10	4	23
<b>Vote at the 2022 federal election</b>						
Labor	6	1	70	5	2	16
Coalition	78	9	2	1	1	9
Greens	2	3	4	78	4	9
Other parties and candidates	15	7	5	5	16	52
<b>Location</b>						
Inner and middle suburbs	36	2	29	9	3	21
Outer suburbs	30	4	30	12	3	21
Provincial cities	32	5	26	11	3	23
Rural communities	27	9	23	9	5	27
<b>Financial stress</b>						
A great deal of stress	23	5	25	12	4	31
Some stress	30	6	26	11	4	23
Not much stress	38	3	31	8	4	16
No stress at all	36	8	28	5	1	22

### Which political parties do voters feel best align with their values



**Figure 21:** Which political parties do voters feel best align with their values, by individual characteristics.



**Table 19:** Which political parties do voters feel best align with their values, by individual characteristics.

	Liberal Party	National Party	Labor Party	The Greens	'Teal' Independents	None of these
All voters	31	5	27	10	4	23
<b>Gender</b>						
Women	29	6	25	12	3	25
Men	33	5	31	8	4	19
<b>Age</b>						
Aged 18-34	24	3	28	20	3	22
35-49	25	4	26	11	5	29
50-64	32	4	29	7	4	24
65 and older	44	9	27	2	4	14
<b>Education</b>						
Less than year 12	33	4	26	5	3	29
Year 12 or equivalent	31	5	27	16	4	17
TAFE, trade or vocational	29	6	26	10	4	25
University degree	33	5	30	9	4	19
<b>Household income</b>						
\$3,000 or more per week	36	6	30	10	2	16
\$2,000 to \$2,999 per week	36	5	26	12	3	18
\$1,000 to \$1,999 per week	30	5	27	9	7	22
Less than \$1,000 per week	27	6	28	13	3	23
Prefer not to say	30	4	24	6	2	34
<b>Home ownership</b>						
Owned outright	41	7	27	5	3	17
Owned with a mortgage	31	4	28	10	3	24
Does not own	19	4	27	17	5	28
<b>Religion</b>						
Protestant	45	8	25	3	3	16
Catholic	35	4	31	5	3	22
Other religions	29	6	24	13	5	23
No religion	22	4	28	16	4	26

## **Attitudes towards energy policy**

## Support for producing nuclear energy in Australia

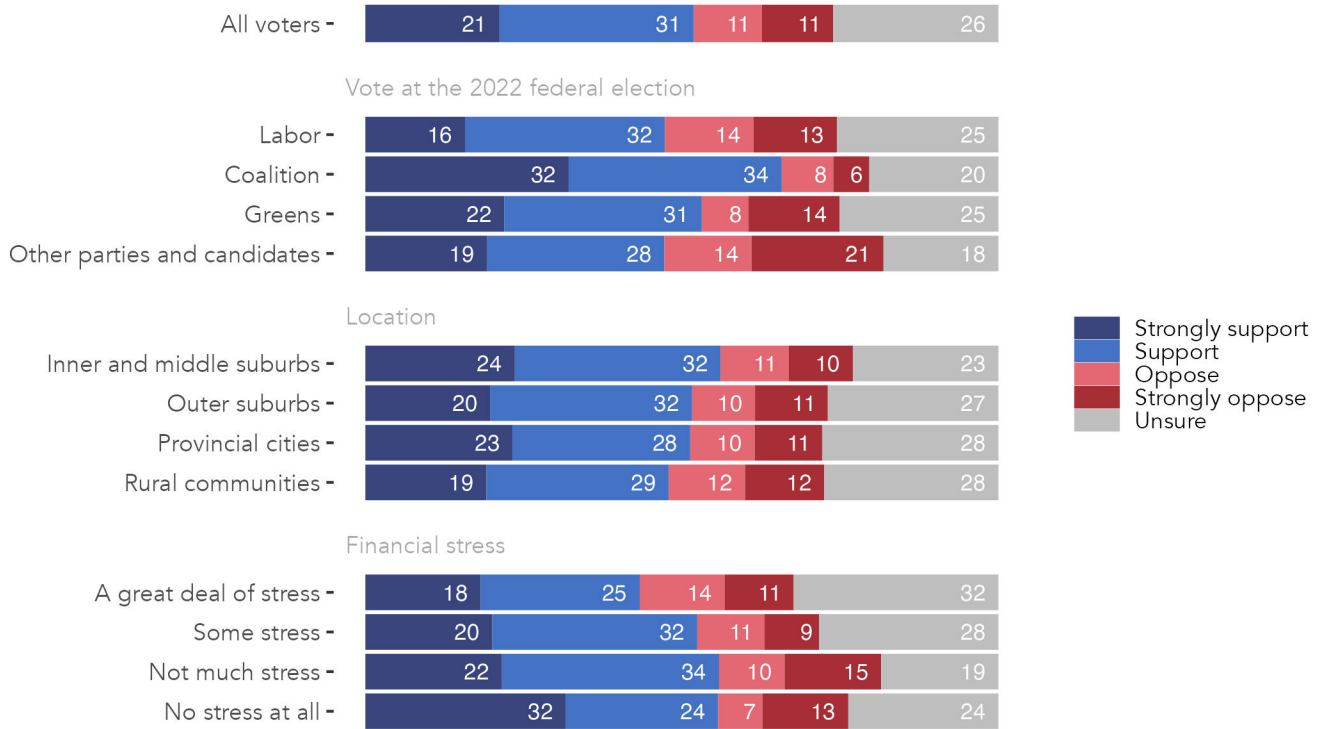
### Question text

*Do you support or oppose Australia producing next-generation, zero-emissions nuclear energy?*

Single select; random reverse 1-4

1. Strongly support
2. Support
3. Oppose
4. Strongly oppose
5. Unsure

## Support and opposition for nuclear energy

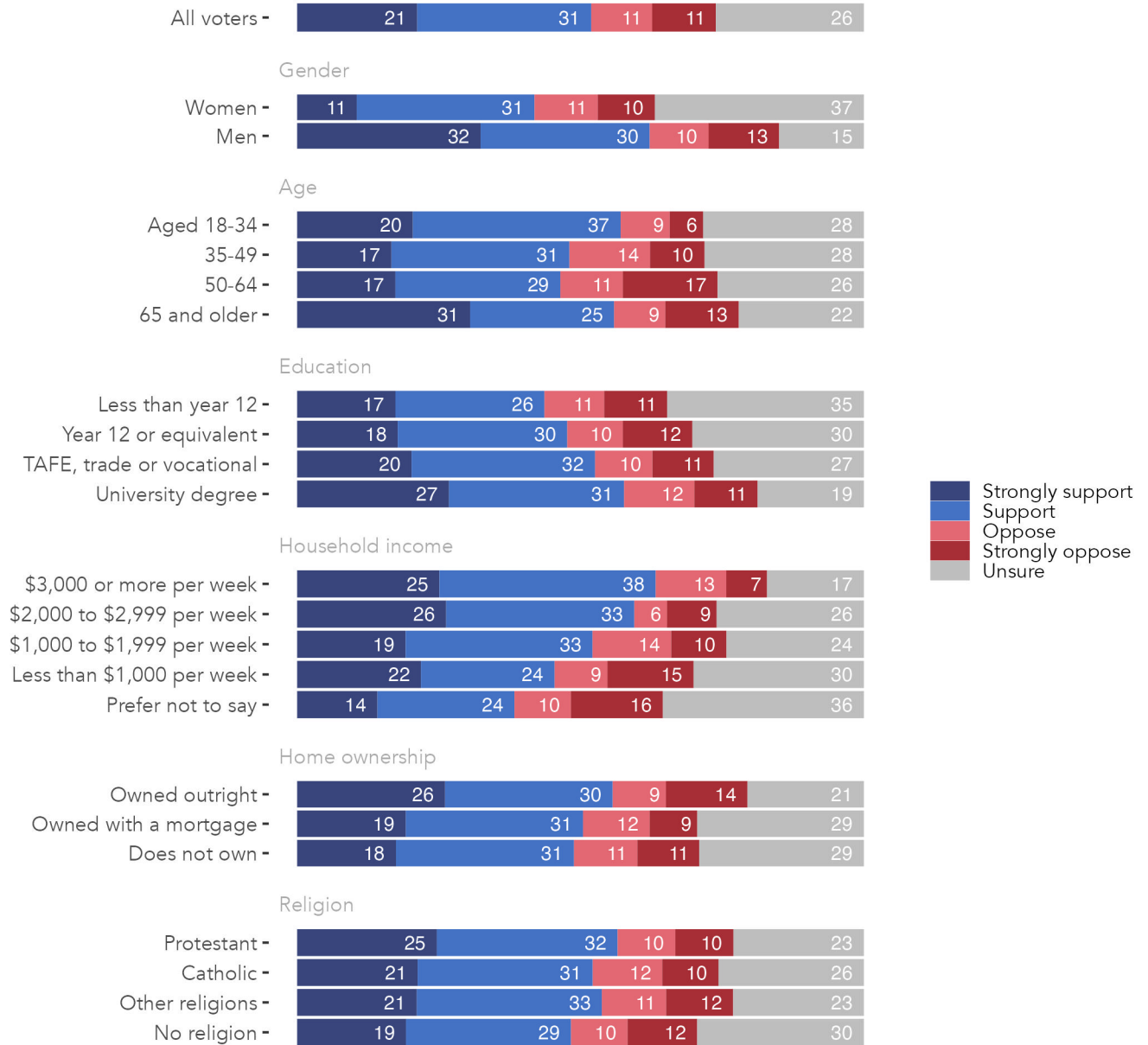


**Figure 22:** Support and opposition for nuclear energy, by vote intention, location and financial stress.

**Table 20:** Support and opposition for nuclear energy, by vote intention, location and financial stress.

	Strongly support	Support	Oppose	Strongly oppose	Unsure
All voters	21	31	11	11	26
<b>Vote at the 2022 federal election</b>					
Labor	16	32	14	13	25
Coalition	32	34	8	6	20
Greens	22	31	8	14	25
Other parties and candidates	19	28	14	21	18
<b>Location</b>					
Inner and middle suburbs	24	32	11	10	23
Outer suburbs	20	32	10	11	27
Provincial cities	23	28	10	11	28
Rural communities	19	29	12	12	28
<b>Financial stress</b>					
A great deal of stress	18	25	14	11	32
Some stress	20	32	11	9	28
Not much stress	22	34	10	15	19
No stress at all	32	24	7	13	24

## Support and opposition for nuclear energy



**Figure 23:** Support and opposition for nuclear energy, by individual characteristics.

**Table 21:** Support and opposition for nuclear energy, by individual characteristics.

	Strongly support	Support	Oppose	Strongly oppose	Unsure
All voters	21	31	11	11	26
<b>Gender</b>					
Women	11	31	11	10	37
Men	32	30	10	13	15
<b>Age</b>					
Aged 18-34	20	37	9	6	28
35-49	17	31	14	10	28
50-64	17	29	11	17	26
65 and older	31	25	9	13	22
<b>Education</b>					
Less than year 12	17	26	11	11	35
Year 12 or equivalent	18	30	10	12	30
TAFE, trade or vocational	20	32	10	11	27
University degree	27	31	12	11	19
<b>Household income</b>					
\$3,000 or more per week	25	38	13	7	17
\$2,000 to \$2,999 per week	26	33	6	9	26
\$1,000 to \$1,999 per week	19	33	14	10	24
Less than \$1,000 per week	22	24	9	15	30
Prefer not to say	14	24	10	16	36
<b>Home ownership</b>					
Owned outright	26	30	9	14	21
Owned with a mortgage	19	31	12	9	29
Does not own	18	31	11	11	29
<b>Religion</b>					
Protestant	25	32	10	10	23
Catholic	21	31	12	10	26
Other religions	21	33	11	12	23
No religion	19	29	10	12	30

## **Do Australians believe nuclear energy would be cheaper for consumers than renewables?**

### **Question text**

#### **Do you agree or disagree with the following statement?**

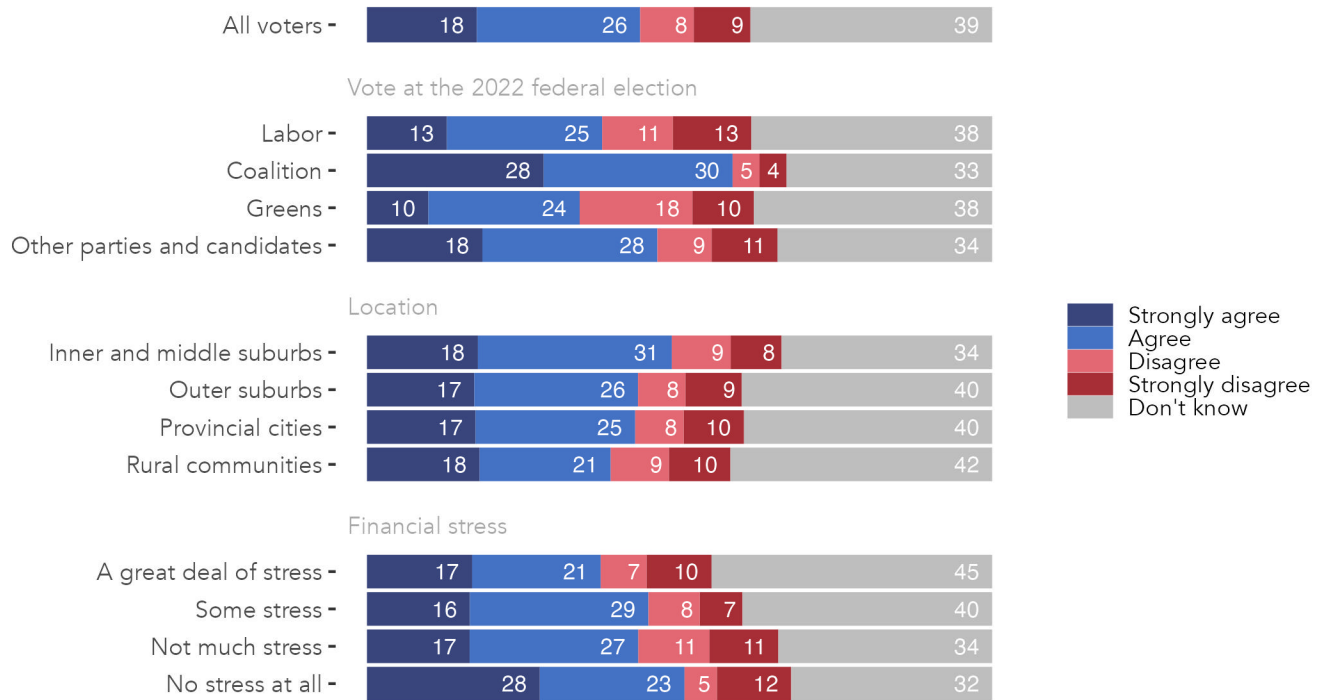
*If Australia were to produce nuclear energy it would be cheaper for consumers than renewable energy.*

Single select; random reverse 1-4

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. Don't know



## Do Australians believe nuclear energy would be cheaper for consumers than renewables

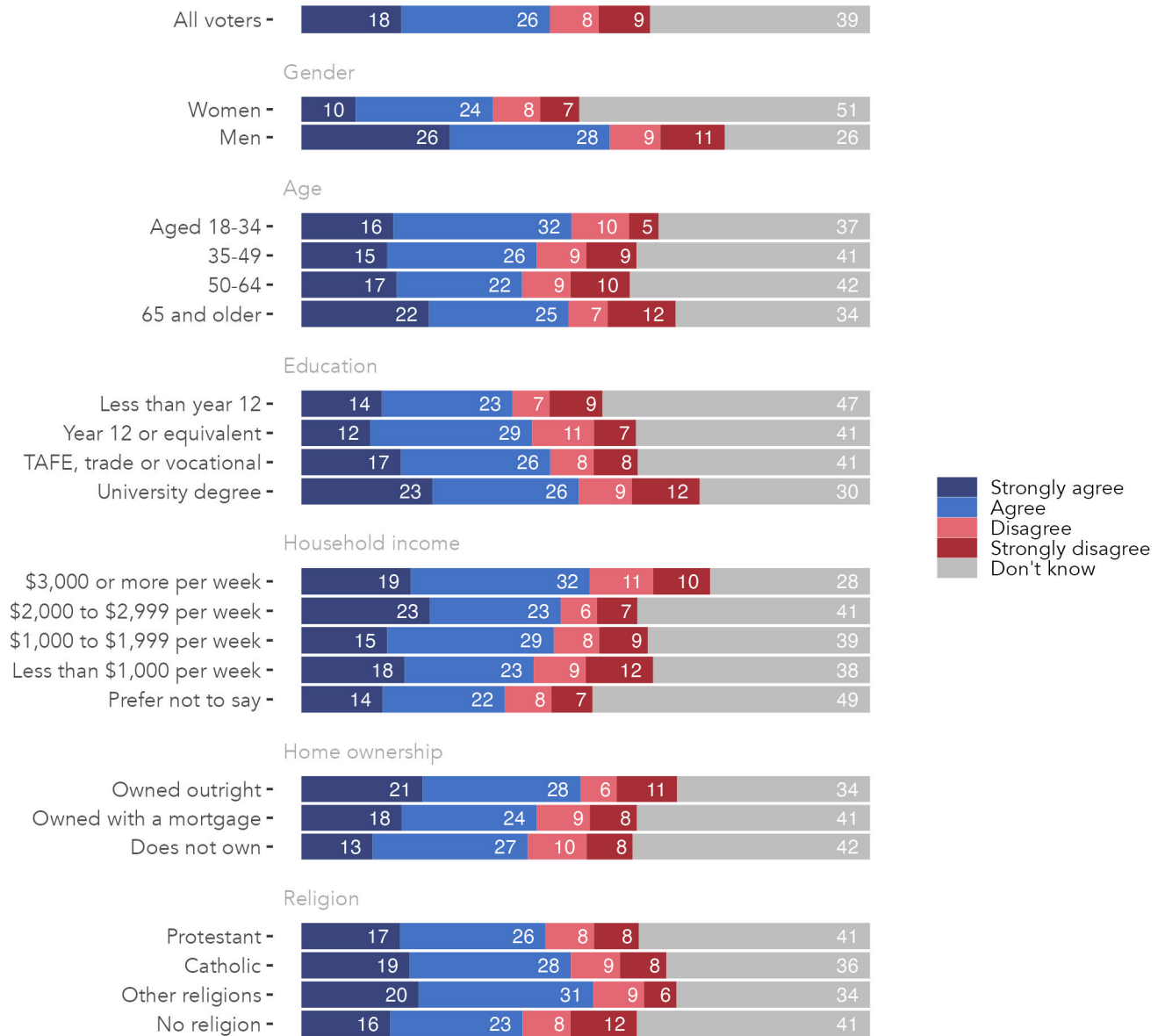


**Figure 24:** Do Australians believe nuclear energy would be cheaper for consumers than renewables, by vote intention, location and financial stress.

**Table 22:** Do Australians believe nuclear energy would be cheaper for consumers than renewables, by vote intention, location and financial stress.

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
All voters	18	26	8	9	39
<b>Vote at the 2022 federal election</b>					
Labor	13	25	11	13	38
Coalition	28	30	5	4	33
Greens	10	24	18	10	38
Other parties and candidates	18	28	9	11	34
<b>Location</b>					
Inner and middle suburbs	18	31	9	8	34
Outer suburbs	17	26	8	9	40
Provincial cities	17	25	8	10	40
Rural communities	18	21	9	10	42
<b>Financial stress</b>					
A great deal of stress	17	21	7	10	45
Some stress	16	29	8	7	40
Not much stress	17	27	11	11	34
No stress at all	28	23	5	12	32

## Do Australians believe nuclear energy would be cheaper for consumers than renewables



**Figure 25:** Do Australians believe nuclear energy would be cheaper for consumers than renewables, by individual characteristics.

**Table 23:** Do Australians believe nuclear energy would be cheaper for consumers than renewables, by individual characteristics.

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
All voters	18	26	8	9	39
<b>Gender</b>					
Women	10	24	8	7	51
Men	26	28	9	11	26
<b>Age</b>					
Aged 18-34	16	32	10	5	37
35-49	15	26	9	9	41
50-64	17	22	9	10	42
65 and older	22	25	7	12	34
<b>Education</b>					
Less than year 12	14	23	7	9	47
Year 12 or equivalent	12	29	11	7	41
TAFE, trade or vocational	17	26	8	8	41
University degree	23	26	9	12	30
<b>Household income</b>					
\$3,000 or more per week	19	32	11	10	28
\$2,000 to \$2,999 per week	23	23	6	7	41
\$1,000 to \$1,999 per week	15	29	8	9	39
Less than \$1,000 per week	18	23	9	12	38
Prefer not to say	14	22	8	7	49
<b>Home ownership</b>					
Owned outright	21	28	6	11	34
Owned with a mortgage	18	24	9	8	41
Does not own	13	27	10	8	42
<b>Religion</b>					
Protestant	17	26	8	8	41
Catholic	19	28	9	8	36
Other religions	20	31	9	6	34
No religion	16	23	8	12	41

## Support for the construction of a nuclear power plant at a named in-state location

### Question text

Would you support or oppose a nuclear power plant being built in pipe Location

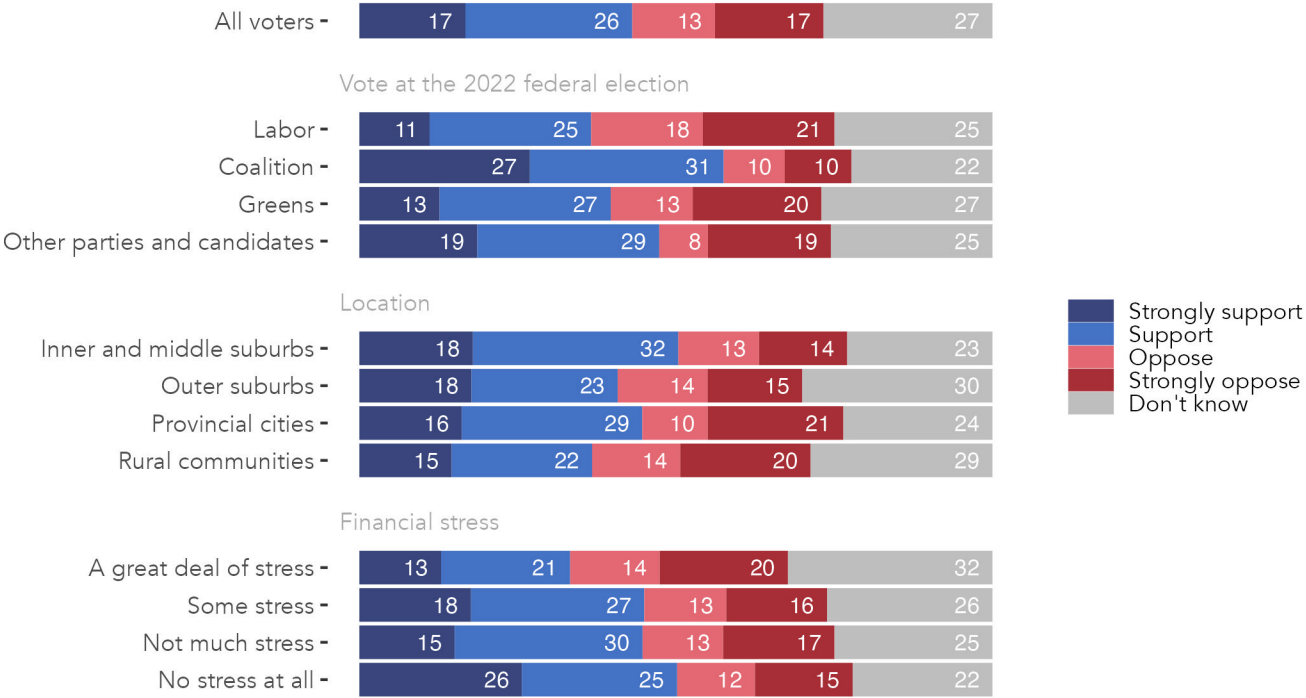
Single select; random reverse 1-4

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. Don't know

### Location of proposed plants

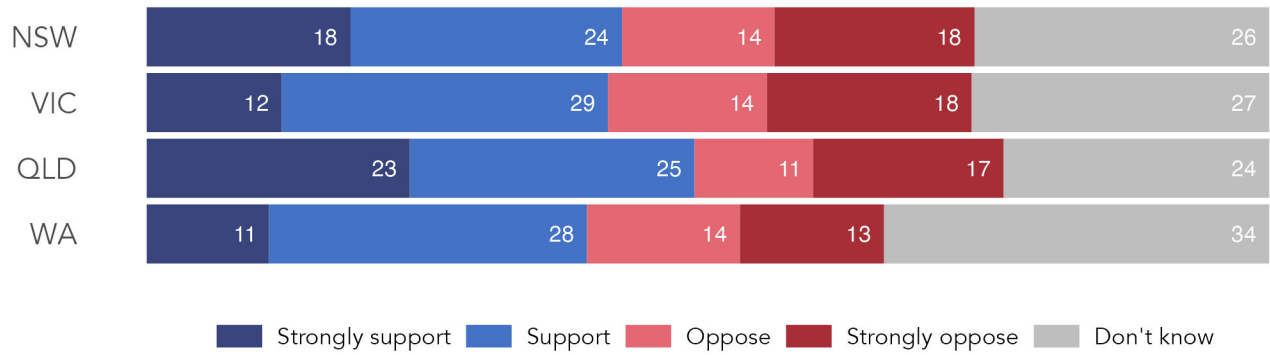
- A. the Hunter Valley IF STATE = NSW
- B. Gippsland IF STATE = VIC
- C. Central Queensland IF STATE = QLD
- D. Collie IF STATE = WA

### Support for the nearby construction of a nuclear power plant (NSW, VIC, QLD, and WA)



**Figure 26:** Support for the nearby construction of a nuclear power plant (NSW, VIC, QLD, and WA), by vote intention, location and financial stress.

### Support for the construction of a nuclear power plant in a named location, by state



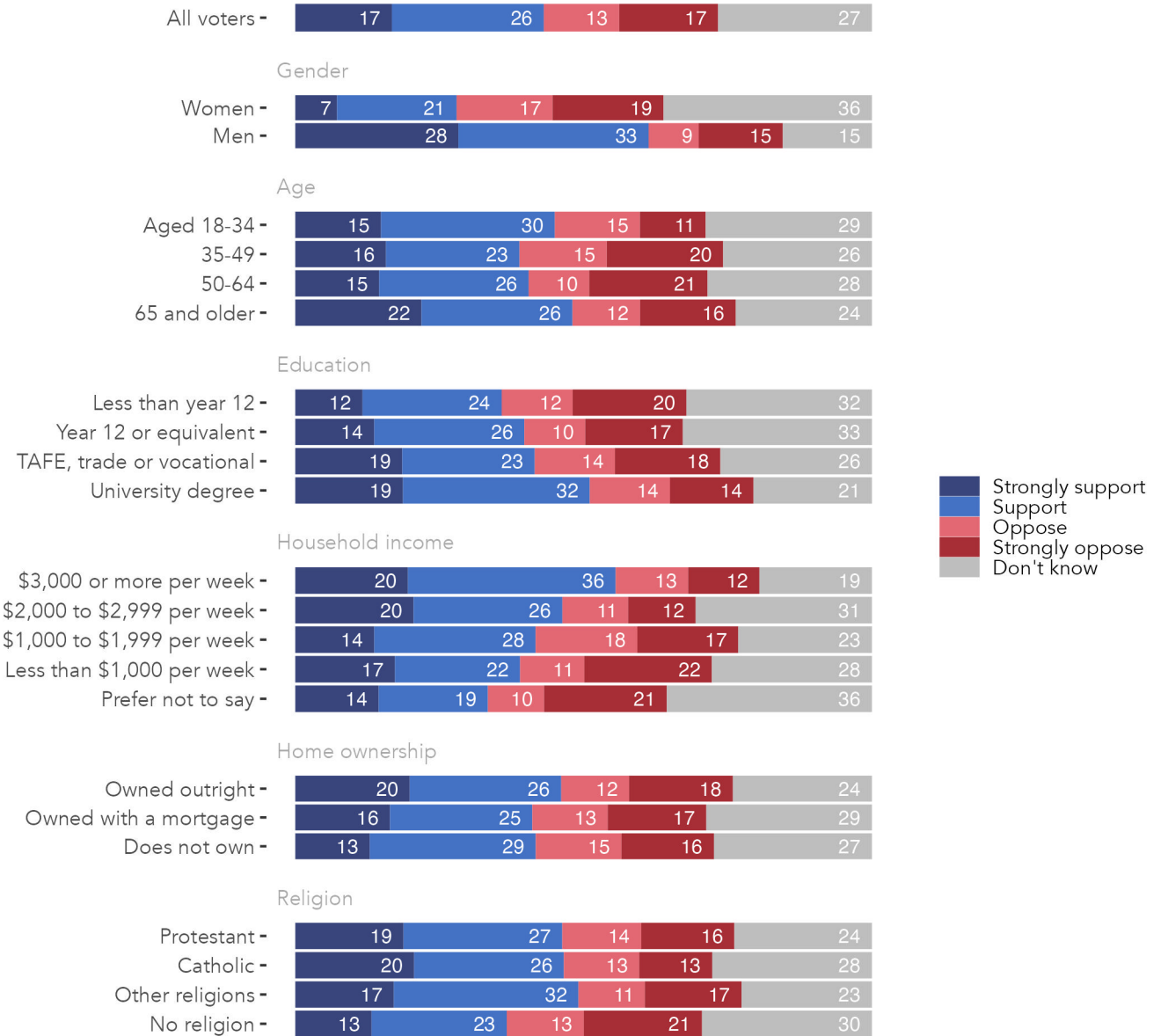
**Figure 27:** Voters support for the construction of a nuclear power plant at a named location in their state (NSW, VIC, QLD, and WA).

**Table 24:** Support for the nearby construction of a nuclear power plant (NSW, VIC, QLD, and WA), by vote intention, location and financial stress.

	Strongly support	Support	Oppose	Strongly oppose	Don't know
All voters	17	26	13	17	27
<b>Vote at the 2022 federal election</b>					
Labor	11	25	18	21	25
Coalition	27	31	10	10	22
Greens	13	27	13	20	27
Other parties and candidates	19	29	8	19	25
<b>Location</b>					
Inner and middle suburbs	18	32	13	14	23
Outer suburbs	18	23	14	15	30
Provincial cities	16	29	10	21	24
Rural communities	15	22	14	20	29
<b>Financial stress</b>					
A great deal of stress	13	21	14	20	32
Some stress	18	27	13	16	26
Not much stress	15	30	13	17	25
No stress at all	26	25	12	15	22



### Support for the nearby construction of a nuclear power plant (NSW, VIC, QLD, and WA)



**Figure 28:** Support for the nearby construction of a nuclear power plant (NSW, VIC, QLD, and WA), by individual characteristics.

**Table 25:** Support for the nearby construction of a nuclear power plant (NSW, VIC, QLD, and WA), by individual characteristics.

	Strongly support	Support	Oppose	Strongly oppose	Don't know
All voters	17	26	13	17	27
<b>Gender</b>					
Women	7	21	17	19	36
Men	28	33	9	15	15
<b>Age</b>					
Aged 18-34	15	30	15	11	29
35-49	16	23	15	20	26
50-64	15	26	10	21	28
65 and older	22	26	12	16	24
<b>Education</b>					
Less than year 12	12	24	12	20	32
Year 12 or equivalent	14	26	10	17	33
TAFE, trade or vocational	19	23	14	18	26
University degree	19	32	14	14	21
<b>Household income</b>					
\$3,000 or more per week	20	36	13	12	19
\$2,000 to \$2,999 per week	20	26	11	12	31
\$1,000 to \$1,999 per week	14	28	18	17	23
Less than \$1,000 per week	17	22	11	22	28
Prefer not to say	14	19	10	21	36
<b>Home ownership</b>					
Owned outright	20	26	12	18	24
Owned with a mortgage	16	25	13	17	29
Does not own	13	29	15	16	27
<b>Religion</b>					
Protestant	19	27	14	16	24
Catholic	20	26	13	13	28
Other religions	17	32	11	17	23
No religion	13	23	13	21	30

## Attitudes towards the Albanese Government's renewable energy policies

### Question text

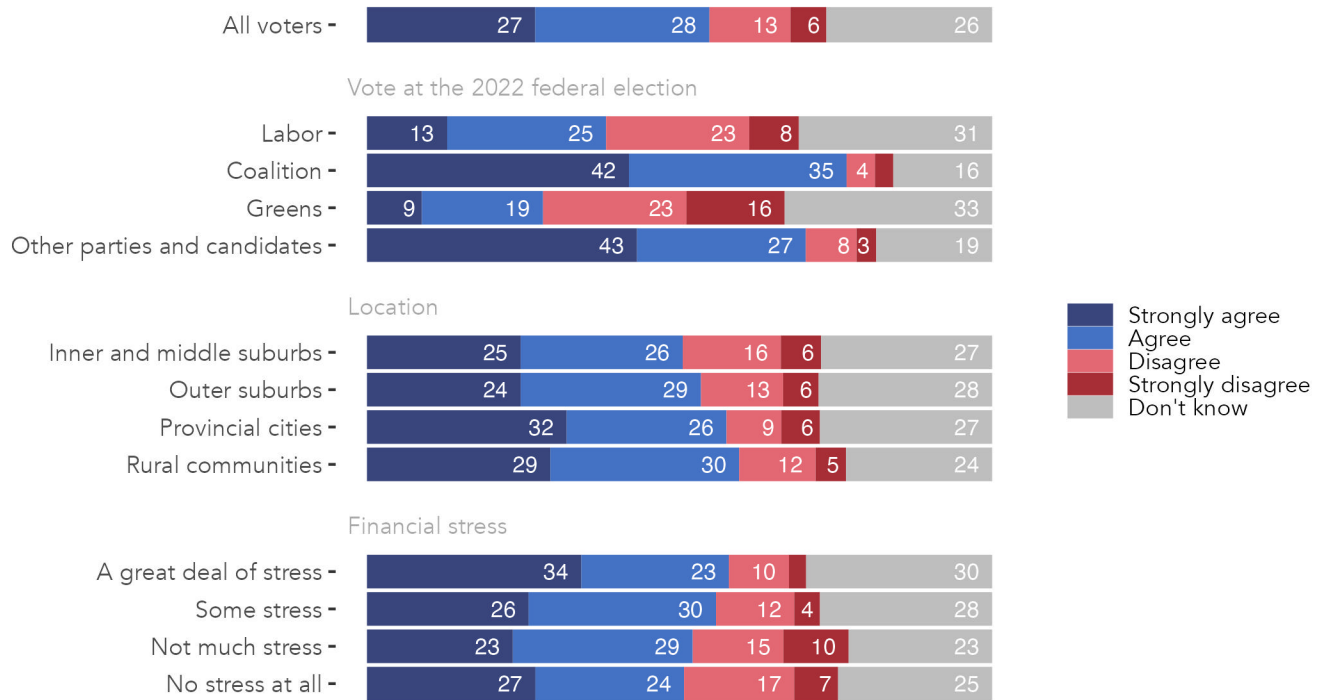
#### Do you agree or disagree with the following statement?

*The Albanese Government's renewable energy policies and timelines are pushing the costs of energy 'through the roof'.*

Single select; random reverse 1-4

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree
5. Don't know

## Attitudes towards the Albanese Government's renewable energy policies

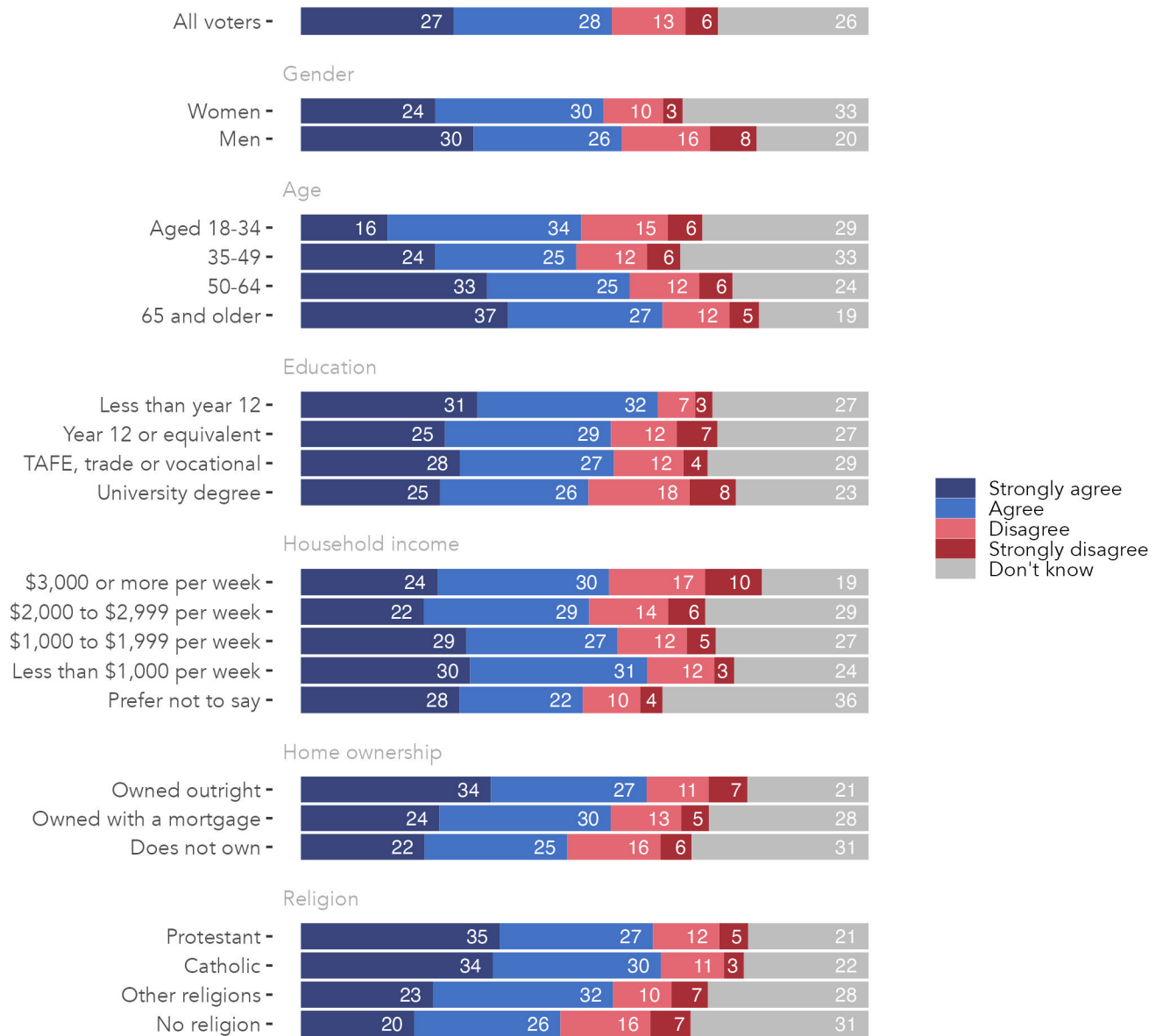


**Figure 29:** Attitudes towards the Albanese Government's renewable energy policies, by vote intention, location and financial stress.

**Table 26:** Attitudes towards the Albanese Government’s renewable energy policies, by vote intention, location and financial stress.

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
All voters	27	28	13	6	26
<b>Vote at the 2022 federal election</b>					
Labor	13	25	23	8	31
Coalition	42	35	4	3	16
Greens	9	19	23	16	33
Other parties and candidates	43	27	8	3	19
<b>Location</b>					
Inner and middle suburbs	25	26	16	6	27
Outer suburbs	24	29	13	6	28
Provincial cities	32	26	9	6	27
Rural communities	29	30	12	5	24
<b>Financial stress</b>					
A great deal of stress	34	23	10	3	30
Some stress	26	30	12	4	28
Not much stress	23	29	15	10	23
No stress at all	27	24	17	7	25

### Attitudes towards the Albanese Government's renewable energy policies



**Figure 30:** Attitudes towards the Albanese Government's renewable energy policies, by individual characteristics.

**Table 27:** Attitudes towards the Albanese Government’s renewable energy policies, by individual characteristics.

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
All voters	27	28	13	6	26
<b>Gender</b>					
Women	24	30	10	3	33
Men	30	26	16	8	20
<b>Age</b>					
Aged 18-34	16	34	15	6	29
35-49	24	25	12	6	33
50-64	33	25	12	6	24
65 and older	37	27	12	5	19
<b>Education</b>					
Less than year 12	31	32	7	3	27
Year 12 or equivalent	25	29	12	7	27
TAFE, trade or vocational	28	27	12	4	29
University degree	25	26	18	8	23
<b>Household income</b>					
\$3,000 or more per week	24	30	17	10	19
\$2,000 to \$2,999 per week	22	29	14	6	29
\$1,000 to \$1,999 per week	29	27	12	5	27
Less than \$1,000 per week	30	31	12	3	24
Prefer not to say	28	22	10	4	36
<b>Home ownership</b>					
Owned outright	34	27	11	7	21
Owned with a mortgage	24	30	13	5	28
Does not own	22	25	16	6	31
<b>Religion</b>					
Protestant	35	27	12	5	21
Catholic	34	30	11	3	22
Other religions	23	32	10	7	28
No religion	20	26	16	7	31



INFLUENCE WITH INTEGRITY