



CORE|DATA

newDemocracy

TRUST IN POLITICS

ABOUT US

CoreData WA is a research and insights consultancy, based in Perth. Part-owned by the global CoreData Group, we offer the benefit of a small, local team on the ground, with the support and resourcing of a larger organisation.

Our team is a complementary blend of experienced research, marketing and media professionals. Together, our combined industry and primary research experience brings perspective to consumer needs, attitudes and behaviours.

At CoreData WA, we use bespoke research to uncover strategic insights that can be implemented in your organisation, not just a glossy board report summary.

We pride ourselves on our ability to build trusted relationships with clients, so that we truly understand their needs and can tailor our solutions.

CoreData WA strictly adheres to the Research Society Code of Professional Behaviour in relation to research confidentiality and security. We maintain the highest standards of data security requiring careful management and storage.

GLOBAL PRESENCE, LOCAL FOCUS



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BACKGROUND

BACKGROUND AND OBJECTIVES

newDemocracy has a desire to produce high quality, evidence-based content to demonstrate the existing need to change politics. CoreData was engaged to undertake primary research, to capture insights around Australians' sentiment toward the current political system.

This was achieved by:



Implementing minor amendments to our previous survey instrument to test these hypotheses objectively, on current key issues, to provide interesting insights readily usable in the creation of new content



Collecting and analysing the responses of 1,299 Australians

This report provides the key findings of the research, and is accompanied by a datacube with additional insights, from a range of cohorts within the general population.

THIS REPORT BREAKS DOWN INSIGHTS BY AGE AND GENDER



OVERALL

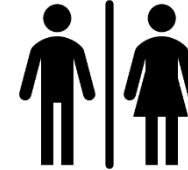
Represents the responses of the entire sample of 1,299 Australians.



AGE

Represents the responses of 1,297 respondents providing their age, by generational bands:

*Gen Z: ≤ 26 years
Gen Y: 27-41 years
Gen X: 42-55 years
Baby-Boomers: 56-75 years
Pre-Boomers: ≥76 years*



GENDER

Represents the responses of 1,292 respondents identifying as either Male or Female

EXECUTIVE SUMMARY

THERE IS CLEARLY A NEED, AND DESIRE FOR CHANGE

Australians overwhelmingly hold negative views of our political system. There is appetite for change

We tested a range of positive and negative statements about **politics, the process** and the **outcomes delivered**. Across the board, **we found negativity around all three of these areas**. **Coalition voters**, however, stand apart as the most likely to hold favourable views and to be satisfied with the process and outcomes delivered. Irrespective of age or gender, overwhelmingly Australians want to see exploration of new ways of making public decisions, although desire for this is less prevalent among Coalition voters.

Age, more so than gender accounts for varying perspectives

Pre-Boomers, the oldest generation of Australians were the most positive. Even these Australians more often than not felt the system was **broken, about winning not balance** and rarely ever truly considers **the views of everyday Australians**. Interestingly, **Gen Z stood out** for their almost universal belief that politics is not delivering evidence-based outcomes.

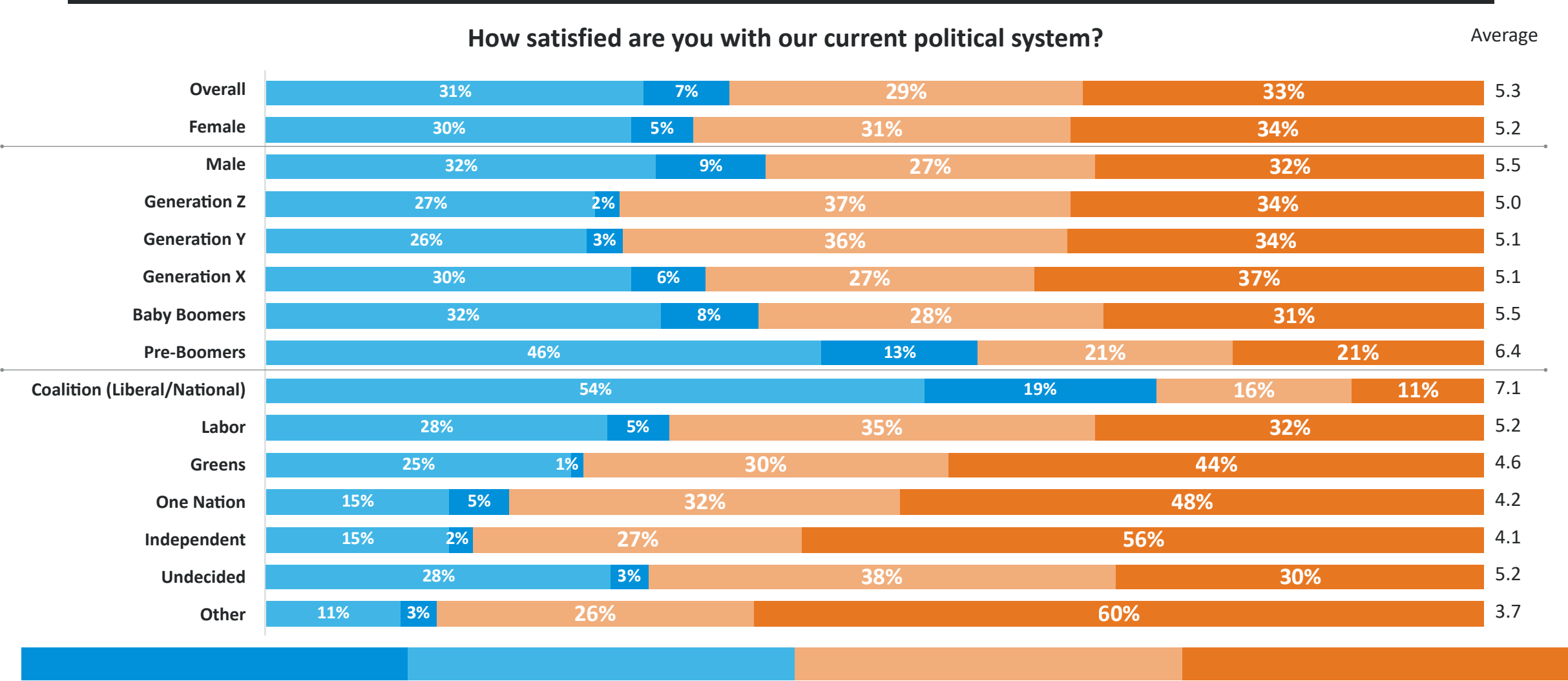
Difficulty and lack of confidence they can make themselves heard likely contributing to low levels of political engagement

Most Australians believe **better outcomes** would be achieved with **greater community consultation and input**. **We want to be heard**, but most **lack any real confidence** they could make this happen, and few say it's easy **to get involved or participate in the process** as a non-politician. The trend among Coalition voters toward being less politically engaged, and less likely to become so if they felt able to be heard may signal a sense that what they are hearing and seeing politically aligns well enough that they don't have to get involved personally.

ATTITUDES AND PERSPECTIVES

How Australians' feel and think about our political system and process

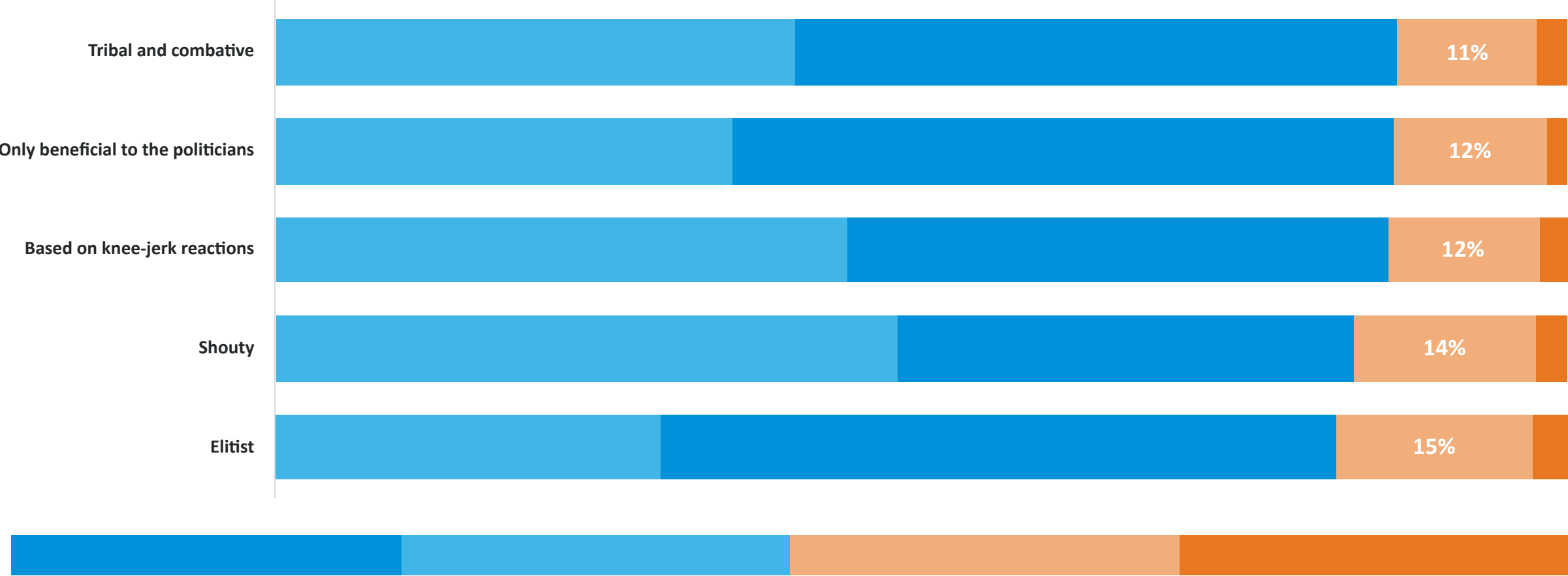
MOST AUSTRALIANS, WITH THE EXCEPTION OF PRE-BOOMERS AND COALITION VOTERS ARE NOT SATISFIED WITH OUR POLITICAL SYSTEM



n = 1,299, Overall. 1 – 10 scale, where 1-4 = not at all, 5-6 = not really, 7-8 = somewhat, 9-10 = very satisfied

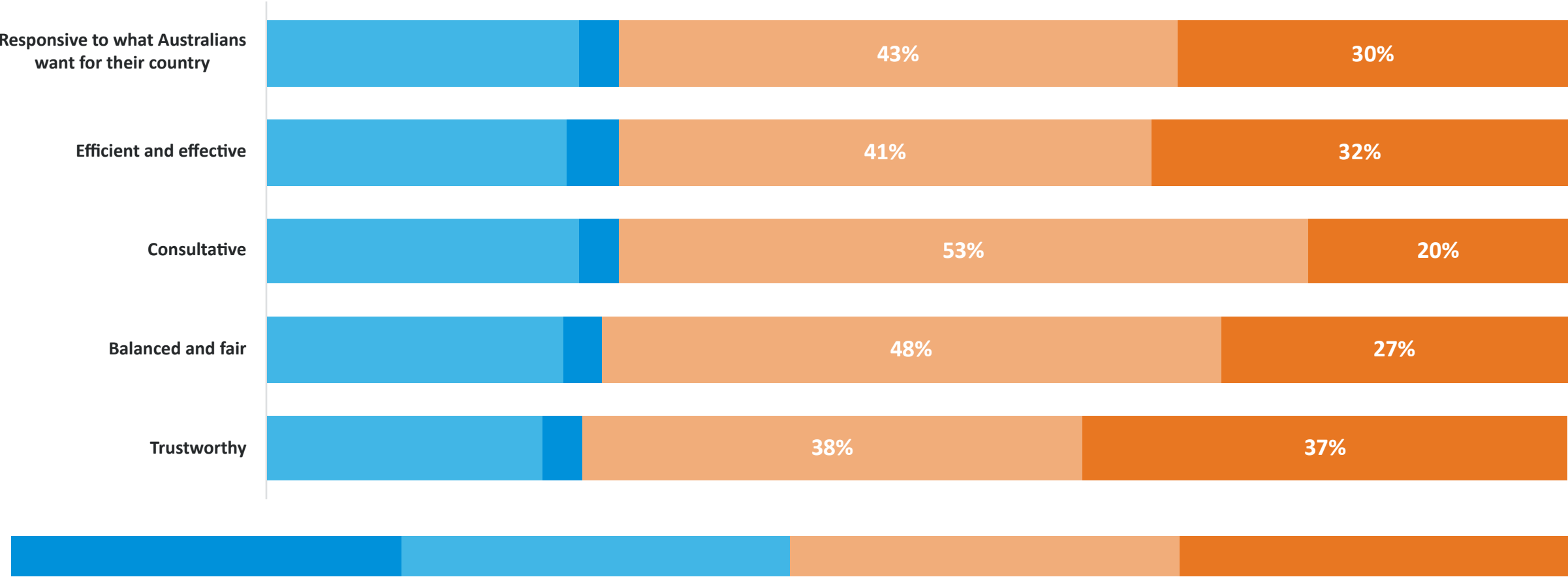
OVERWHELMINGLY NEGATIVE PERCEPTIONS OF AUSTRALIAN POLITICS LIKELY EXPLAIN OUR LOW SATISFACTION LEVELS

Do you find Australian politics to be:

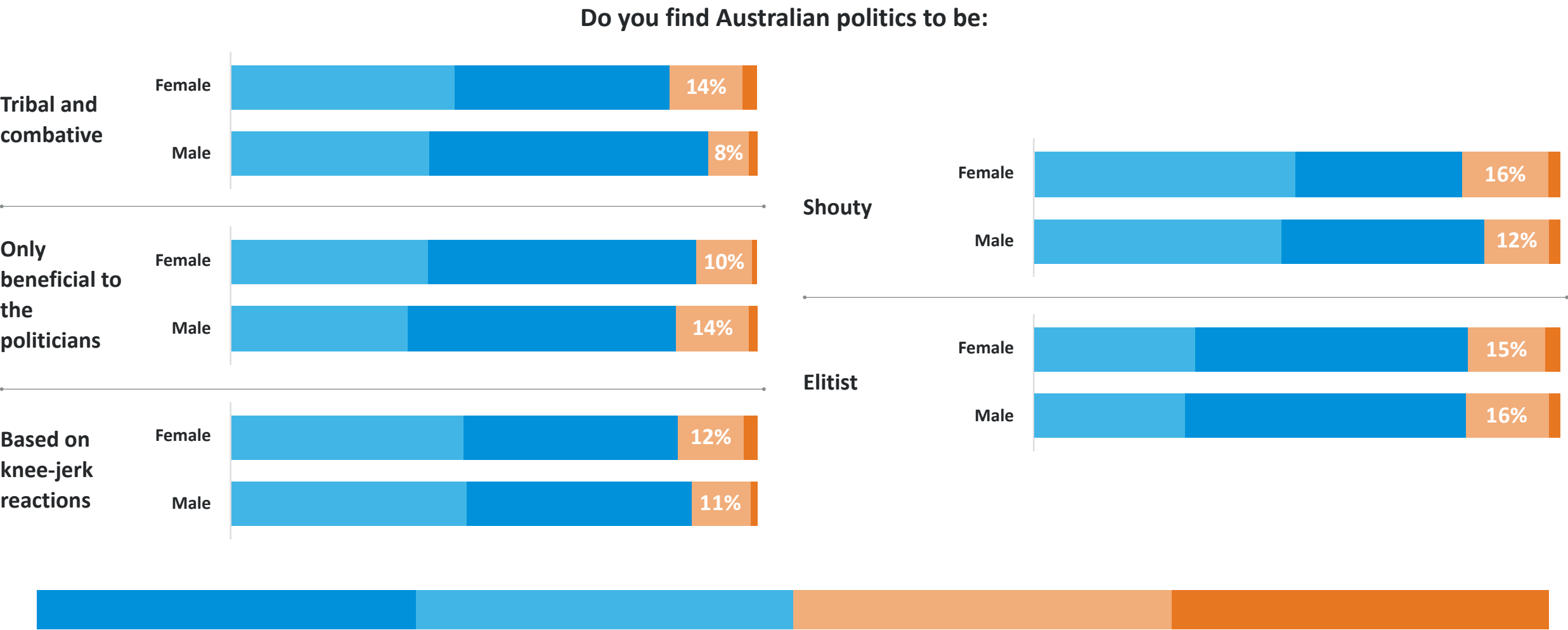


POSITIVE PERCEPTIONS ARE UNCOMMON, WITH BARELY ONE IN FOUR BELIEVING AUSTRALIAN POLITICS IS TRUSTWORTHY, BALANCED OR FAIR

Do you find Australian politics to be:



MORE MEN HOLD STRONG NEGATIVE VIEWS, PARTICULARLY AROUND THE COMBATIVE AND SHOUTY NATURE OF POLITICS



n = 655, Female; 637, Male

NEGATIVITY HOLDS ACROSS ALL GENERATIONS, BUT IS LESS COMMON AMONG THE OLDEST AUSTRALIANS

Do you find Australian politics to be:	Gen Z	Gen Y	Gen X	Baby-Boomers	Pre-Boomers	Overall
NEGATIVE ASSOCIATIONS						
<i>Shouty</i>	85%	85%	83%	84%	72%	83%
<i>Only beneficial to the politicians</i>	98%	90%	86%	86%	75%	86%
<i>Tribal and combative</i>	78%	85%	84%	89%	88%	87%
<i>Elitist</i>	88%	86%	80%	82%	75%	82%
<i>Based on knee-jerk reactions</i>	88%	86%	86%	87%	78%	86%
POSITIVE ASSOCIATIONS						
<i>Consultative</i>	39%	25%	29%	25%	28%	26%
<i>Balanced and fair</i>	20%	19%	28%	27%	31%	25%
<i>Responsive to what Australians want for their country</i>	22%	25%	25%	29%	36%	27%
<i>Efficient and effective</i>	20%	23%	29%	28%	33%	27%
<i>Trustworthy</i>	15%	17%	27%	26%	28%	24%

Lowest value (%)  Highest value (%)

n = 41, Generation Z; 264, Generation Y; 322, Generation X; 598, Baby Boomers; 72, Pre-Boomers. % agree (sum of very much so and somewhat responses)

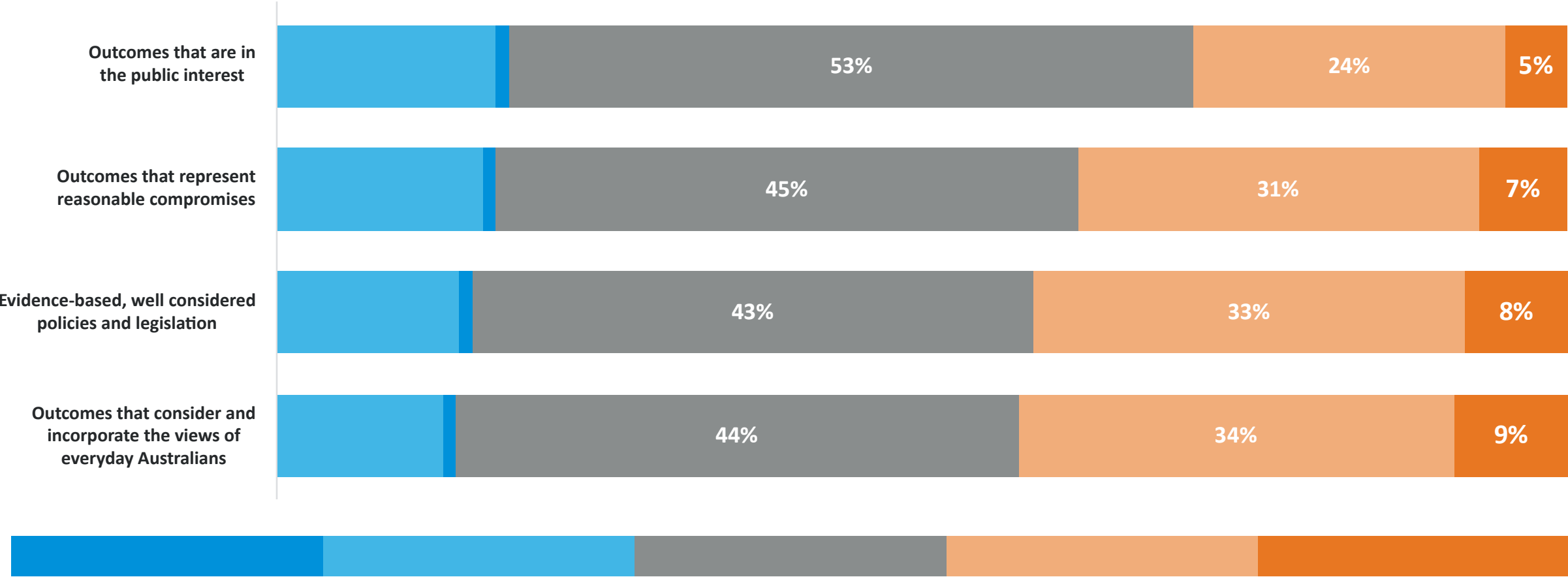
COALITION VOTERS STAND APART AS A GROUP; PARTICULARLY WHEN IT COMES TO POSITIVE ASSOCIATIONS

Do you find Australian politics to be:	Coalition (Liberal/National)	Labor	Greens	One Nation	Independent	Undecided	Other
NEGATIVE ASSOCIATIONS							
<i>Shouty</i>	75%	85%	91%	78%	90%	85%	83%
<i>Only beneficial to the politicians</i>	70%	89%	92%	90%	97%	92%	91%
<i>Tribal and combative</i>	85%	86%	91%	87%	91%	87%	81%
<i>Elitist</i>	67%	83%	92%	92%	88%	84%	91%
<i>Based on knee-jerk reactions</i>	77%	87%	92%	88%	91%	87%	90%
POSITIVE ASSOCIATIONS							
<i>Consultative</i>	41%	23%	16%	22%	19%	29%	16%
<i>Balanced and fair</i>	48%	23%	14%	13%	10%	23%	11%
<i>Responsive to what Australians want for their country</i>	52%	23%	12%	12%	12%	28%	17%
<i>Efficient and effective</i>	48%	24%	16%	12%	16%	25%	16%
<i>Trustworthy</i>	48%	20%	13%	12%	11%	22%	10%

Lowest value (%)  Highest value (%)

VERY FEW BELIEVE THAT OUR POLITICAL PROCESS DELIVERS POSITIVE OUTCOMES AT LEAST MOST OF THE TIME

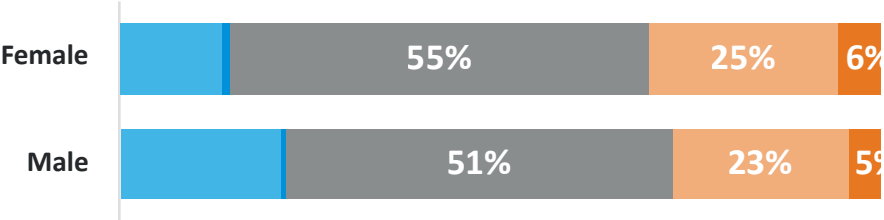
Do you believe the political process in Australia delivers:



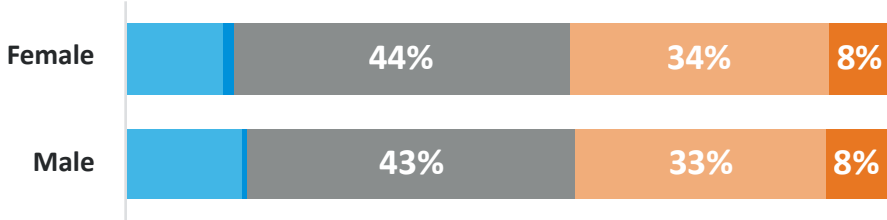
FEWER WOMEN BELIEVE OUR PROCESS DELIVERS OUTCOMES THAT ARE IN THE PUBIC INTEREST, OR REPRESENT REASONABLE COMPROMISES

Do you believe the political process in Australia delivers:

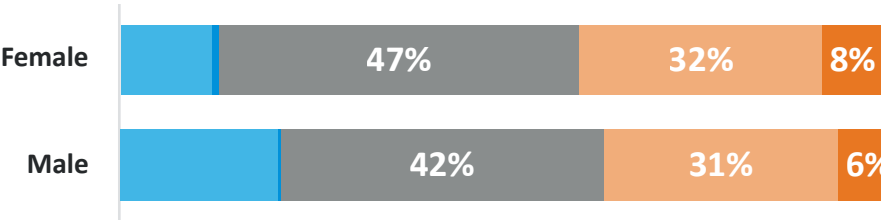
Outcomes that
are in the public
interest



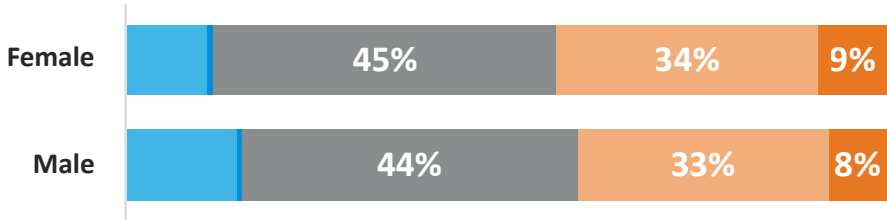
Evidence-based,
well considered
policies and
legislation



Outcomes that
represent
reasonable
compromises

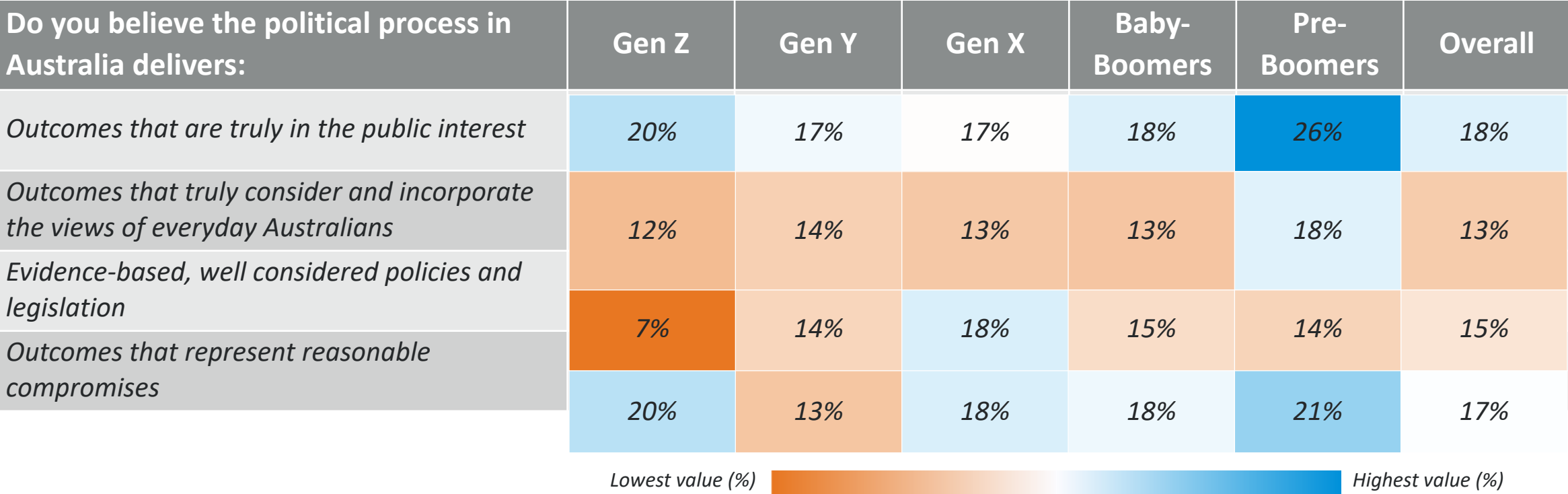


Outcomes that
consider and
incorporate the
views of everyday
Australians



n = 655, Female; 637, Male

PESSIMISM EXISTS ACROSS ALL AGE GROUPS, HOWEVER GEN Z ARE PARTICULARLY UNLIKELY TO BELIEVE OUTCOMES ARE EVIDENCE-BASED



n = 41, Generation Z; 264, Generation Y; 322, Generation X; 598, Baby Boomers; 72, Pre-Boomers. % agree (sum of very much so and somewhat responses)

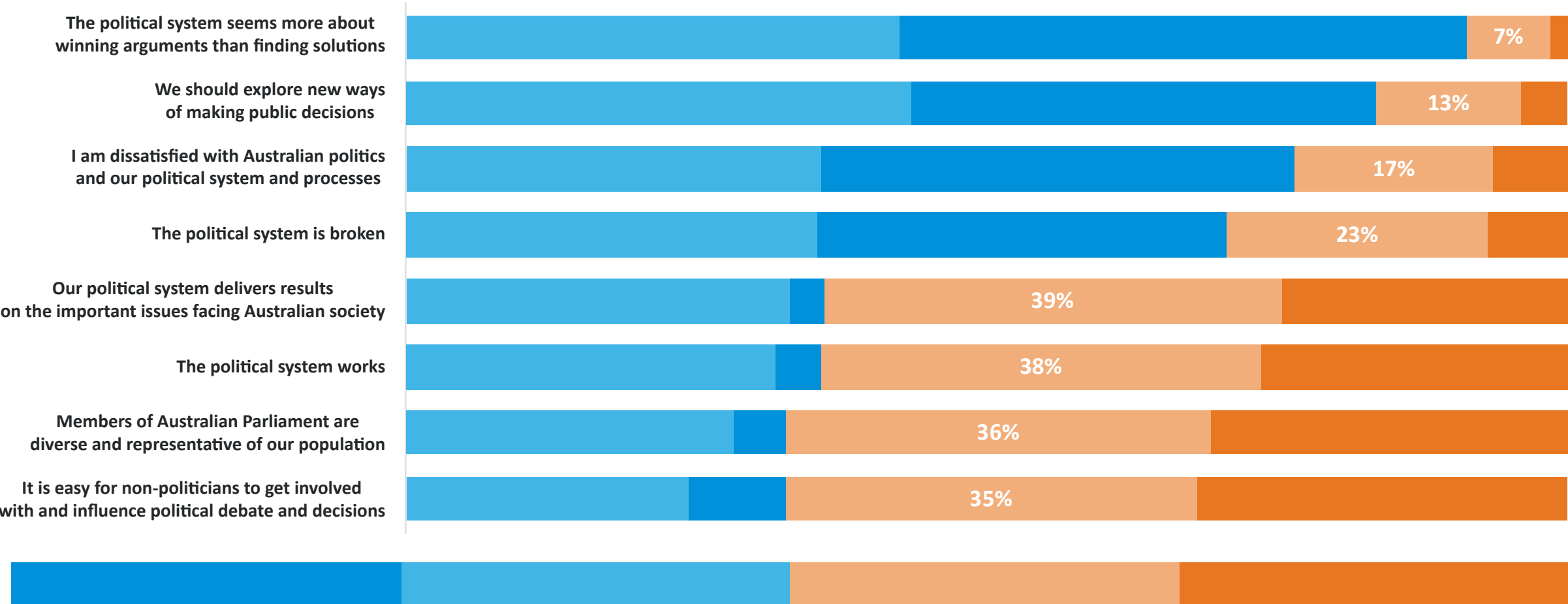
COALITION VOTERS ARE TWICE, AND SOMETIMES THREE TIMES MORE LIKELY TO HOLD FAVOURABLE VIEWS OF OUTCOMES DELIVERED

Do you believe the political process in Australia delivers:	Coalition (Liberal/National)	Labor	Greens	One Nation	Independent	Undecided	Other
<i>Outcomes that are truly in the public interest</i>	41%	15%	7%	13%	8%	11%	10%
<i>Outcomes that truly consider and incorporate the views of everyday Australians</i>	30%	11%	5%	8%	5%	9%	11%
<i>Evidence-based, well considered policies and legislation</i>	34%	13%	5%	7%	6%	10%	11%
<i>Outcomes that represent reasonable compromises</i>	38%	15%	6%	10%	6%	11%	9%

Lowest value (%)  Highest value (%)

AUSTRALIANS FEEL THE PROCESS IS MORE ABOUT WINNING THAN FINDING BALANCE; THEY ARE DISSATISFIED & WANT A NEW WAY

If forced to choose, do you agree or disagree with each of the following statements?



THERE IS NO APPRECIABLE DIFFERENCE IN ATTITUDES BETWEEN MEN AND WOMEN

If forced to choose, do you agree or disagree with each of the following statements?

The political system seems more about winning arguments than finding solutions



I am dissatisfied with Australian politics and our political system and processes



We should explore new ways of making public decisions



The political system is broken

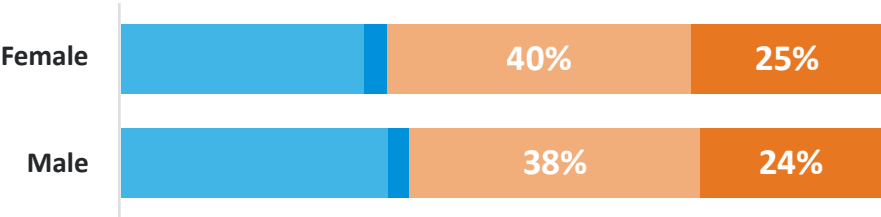


n = 655, Female; 637, Male

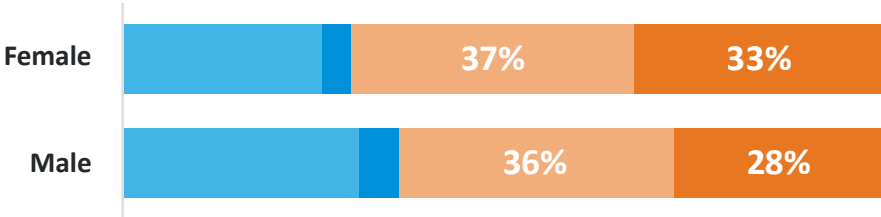
MOST DO NOT HOLD POSITIVE VIEWS, HOWEVER MEN ARE MORE LIKELY TO BELIEVE PARLIAMENT IS DIVERSE AND REPRESENTATIVE

If forced to choose, do you agree or disagree with each of the following statements?

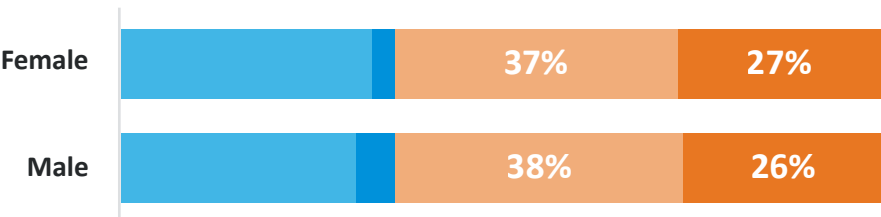
Our political system delivers results on the important issues facing Australian society



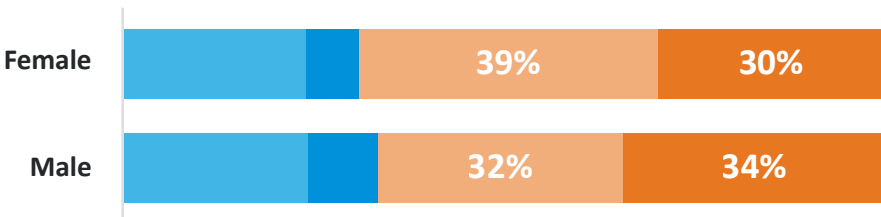
Members of Australian Parliament are diverse and representative of our population



The political system works



It is easy for non-politicians to get involved with and influence political debate and decisions



n = 655, Female; 637, Male

NEGATIVITY IS PARTICULARLY PERVASIVE AMONG GEN Z, WHILE THE LESS NEGATIVE OLDEST AUSTRALIANS STILL FEEL IT'S MORE ABOUT WINNING

If forced to choose, do you agree or disagree with each of the following statements?	Gen Z	Gen Y	Gen X	Baby-Boomers	Pre-Boomers	Overall
<i>The political system seems more about winning arguments than finding solutions</i>	95%	94%	89%	91%	89%	91%
<i>Members of Australian Parliament are diverse and representative of our population</i>	17%	21%	30%	38%	50%	33%
<i>It is easy for non-politicians to get involved with and influence political debate and decisions</i>	17%	27%	25%	39%	46%	33%
<i>Our political system delivers results on the important issues facing Australian society</i>	32%	30%	33%	38%	54%	36%
<i>I am dissatisfied with Australian politics and our political system and processes</i>	83%	84%	77%	74%	60%	76%
<i>The political system is broken</i>	68%	77%	71%	69%	56%	71%
<i>The political system works</i>	29%	32%	36%	36%	47%	36%
<i>We should explore new ways of making public decisions</i>	85%	89%	83%	82%	79%	83%

Lowest value (%)



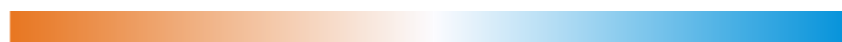
Highest value (%)

n = 41, Generation Z; 264, Generation Y; 322, Generation X; 598, Baby Boomers; 72, Pre-Boomers. % agree (sum of somewhat and strongly agree responses)

COALITION VOTERS ARE LESS LIKELY TO BE DISSATISFIED, BELIEVING MORE THAN OTHER VOTERS THAT PARLIAMENT IS REPRESENTATIVE

If forced to choose, do you agree or disagree with each of the following statements?	Coalition (Liberal/National)	Labor	Greens	One Nation	Independent	Undecided	Other
<i>The political system seems more about winning arguments than finding solutions</i>	84%	91%	96%	98%	93%	93%	96%
<i>Members of Australian Parliament are diverse and representative of our population</i>	59%	27%	12%	22%	19%	31%	34%
<i>It is easy for non-politicians to get involved with and influence political debate and decisions</i>	45%	32%	18%	33%	22%	32%	34%
<i>Our political system delivers results on the important issues facing Australian society</i>	65%	32%	18%	22%	22%	33%	17%
<i>I am dissatisfied with Australian politics and our political system and processes</i>	58%	77%	88%	87%	86%	81%	86%
<i>The political system is broken</i>	46%	74%	76%	85%	85%	76%	84%
<i>The political system works</i>	63%	33%	25%	17%	18%	31%	21%
<i>We should explore new ways of making public decisions</i>	67%	85%	88%	90%	88%	92%	87%

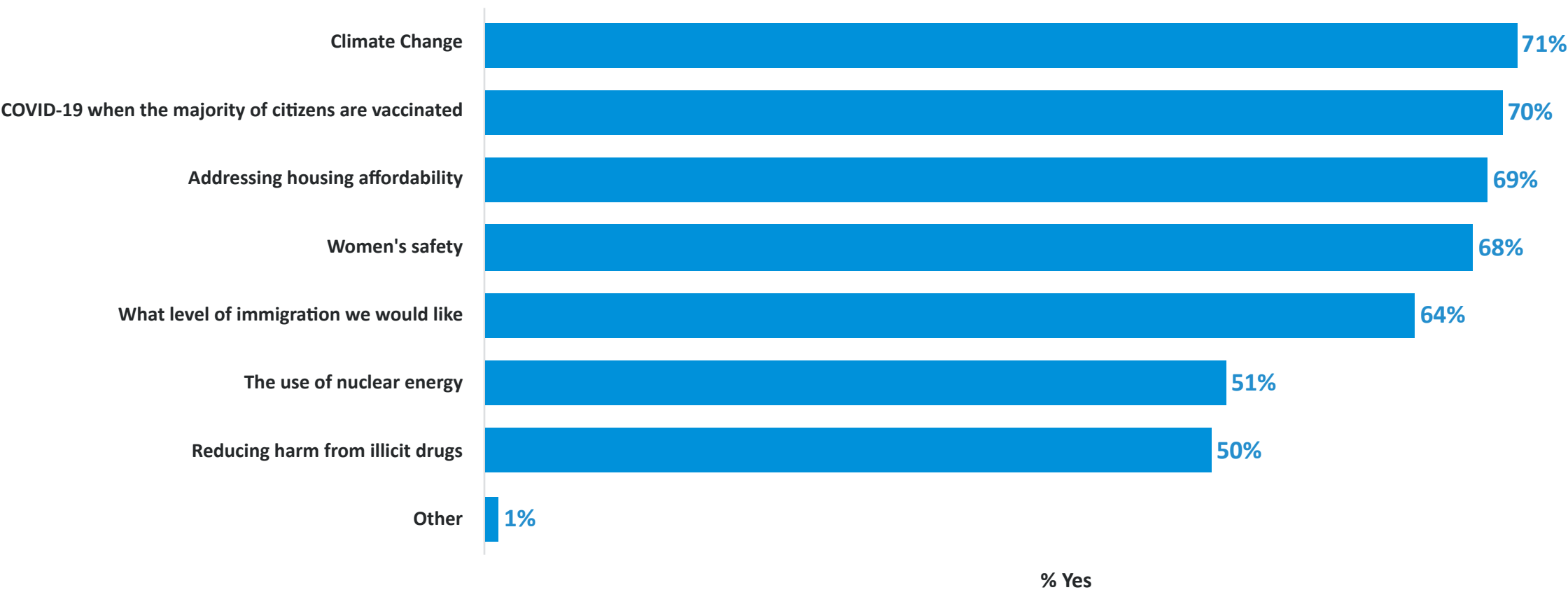
Lowest value (%)



Highest value (%)

THE MAJORITY BELIEVE SOLUTIONS WOULD BE BETTER WITH BROADER COMMUNITY CONSULTATION AND INPUT, IRRESPECTIVE OF ISSUE

Below are some current and recent issues impacting Australian society and politics. Please select those that you believe a better solution could have been achieved, with broader community consultation and input?



**Multiple answers allowed*
n = 1,299, Overall

BELIEF IN THE POSITIVE IMPACT OF WIDER CONSULTATION VARIES BY ISSUE AMONG MEN AND WOMEN

Below are some current and recent issues impacting Australian society and politics. Please select those that you believe a better solution could have been achieved, with broader community consultation and input.



*Multiple answers allowed
n = 655, Female; 637, Male

% Yes

THE BENEFIT OF GREATER CONSULTATION VARIES AMONG AGE GROUPS, AND IS ISSUE DEPENDENT

Below are some current and recent issues impacting Australian society and politics. Please select those you believe a better solution could have been achieved, with broader community consultation and input.

	Gen Z	Gen Y	Gen X	Baby-Boomers	Pre-Boomers	Overall
<i>Reducing harm from illicit drugs</i>	51%	48%	47%	52%	49%	50%
<i>Climate Change</i>	83%	78%	71%	68%	63%	71%
<i>Managing COVID-19 when the majority of citizens are vaccinated</i>	66%	67%	69%	71%	74%	70%
<i>The use of nuclear energy</i>	29%	43%	45%	58%	69%	51%
<i>What level of immigration we would like</i>	49%	60%	60%	68%	71%	64%
<i>Addressing housing affordability</i>	80%	79%	69%	64%	64%	69%
<i>Women's safety</i>	83%	72%	66%	67%	60%	68%

Lowest value (%)  Highest value (%)

LABOR AND GREENS VOTERS ARE MOST LIKELY TO BELIEVE MORE CONSULTATION AND INPUT IS NEEDED TO ACHIEVE BETTER SOLUTIONS

Below are some current and recent issues impacting Australian society and politics. Please select those you believe a better solution could have been achieved, with broader community consultation and input.

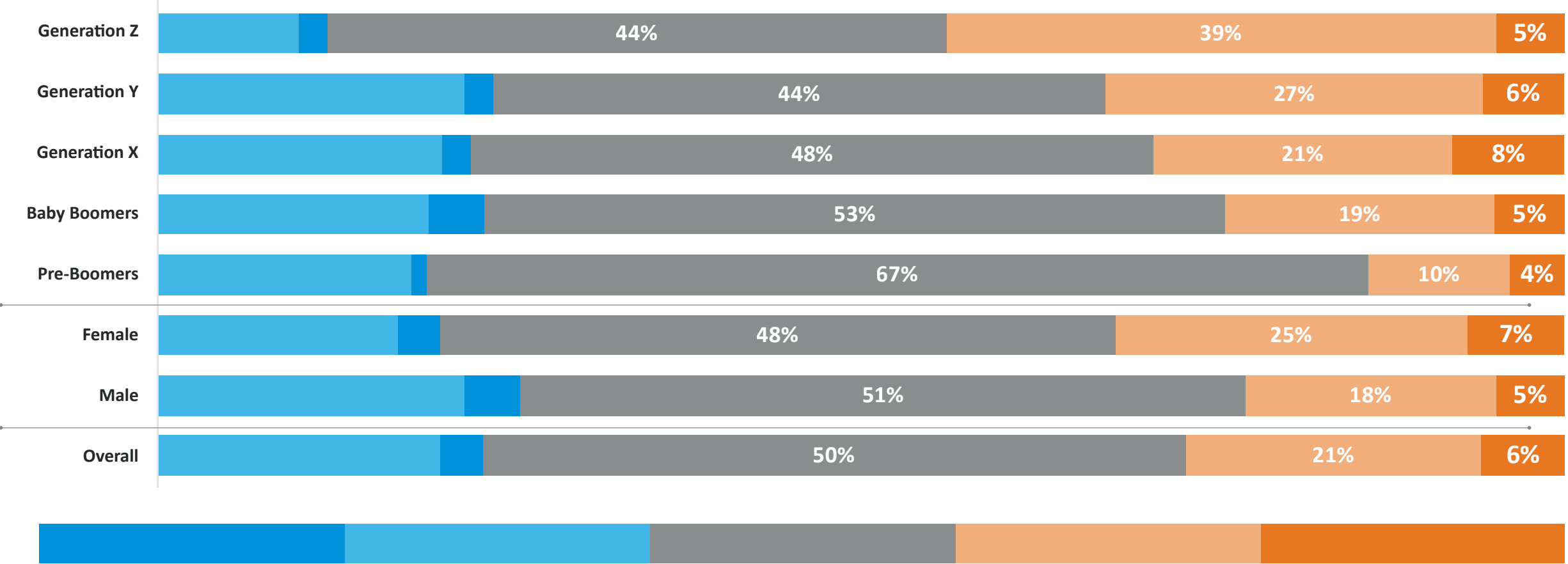
	Coalition (Liberal/ National)	Labor	Greens	One Nation	Independent	Undecided	Other
<i>Reducing harm from illicit drugs</i>	47%	50%	55%	45%	55%	50%	43%
<i>Climate Change</i>	49%	87%	96%	47%	75%	67%	60%
<i>Managing COVID-19 when the majority of citizens are vaccinated</i>	65%	73%	64%	72%	77%	71%	70%
<i>The use of nuclear energy</i>	59%	52%	39%	65%	51%	48%	46%
<i>What level of immigration we would like</i>	59%	62%	61%	78%	70%	66%	66%
<i>Addressing housing affordability</i>	49%	79%	81%	55%	70%	73%	73%
<i>Women's safety</i>	49%	79%	86%	48%	72%	70%	61%

POLITICAL ENGAGEMENT

Lack of voice and representation

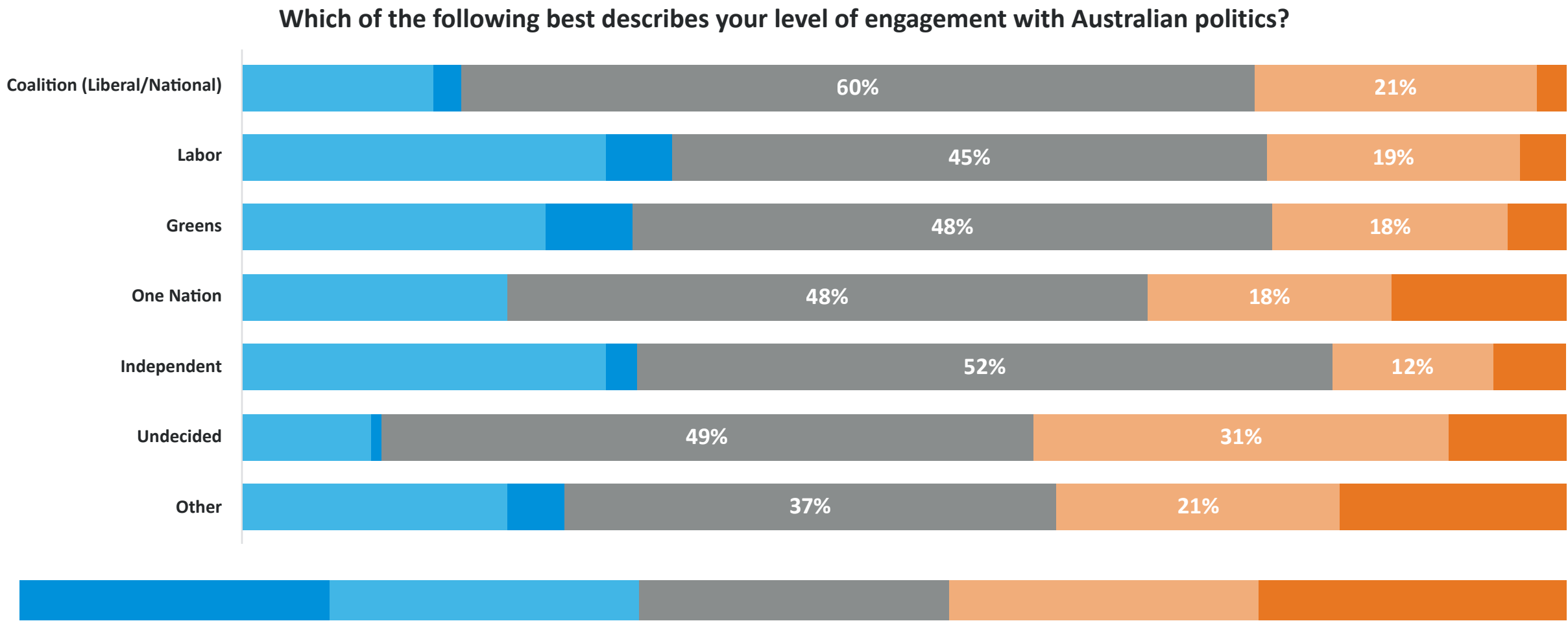
MOST OF US AREN'T POLITICALLY ENGAGED, LEAST OF ALL WOMEN, AND THE VERY YOUNGEST AND OLDEST AUSTRALIANS

Which of the following best describes your level of engagement with Australian politics?



n = 1,299, Overall; 655, Female; 637, Male; 41, Generation Z; 264, Generation Y; 322, Generation X; 598, Baby Boomers; 72, Pre-Boomers

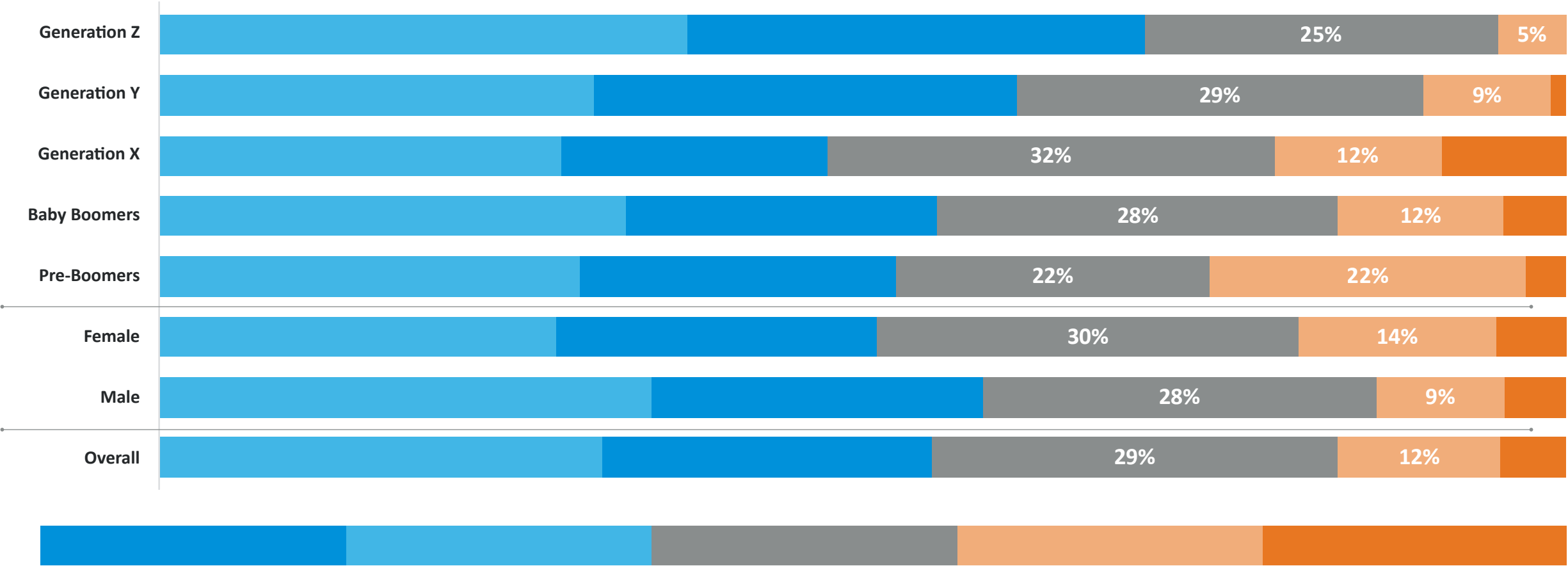
IT APPEARS THE LEAST POLITICALLY SATISFIED GROUPS OF VOTERS ARE THE MOST ENGAGED, AND VICE VERSA



n = 297, Coalition (Liberal/National); 327, Labor; 153, Greens; 60, One Nation; 124, Independent; 268, Undecided; 70, Other

IF THEIR OPINIONS WERE HEARD AND FACTORED INTO DECISION-MAKING MOST AUSTRALIANS, EXCEPT GEN X WOULD LIKELY GET MORE INVOLVED...

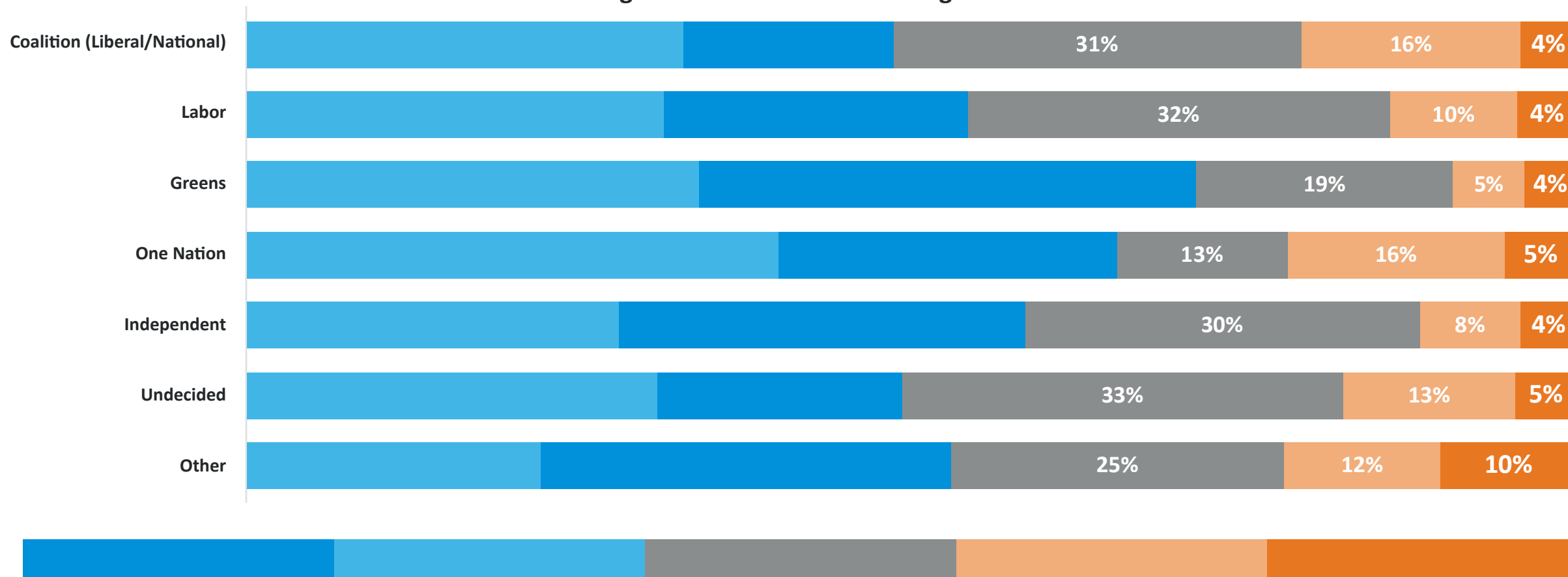
Would you get more involved in Australia’s political process if you felt your voice would be heard and factored into government decision making?



n = 1,239, Overall; 628, Female; 604, Male; 40, Generation Z; 253, Generation Y; 312, Generation X; 565, Baby Boomers; 67, Pre-Boomers; respondents who are not confident they could make their voice heard on issues important to them

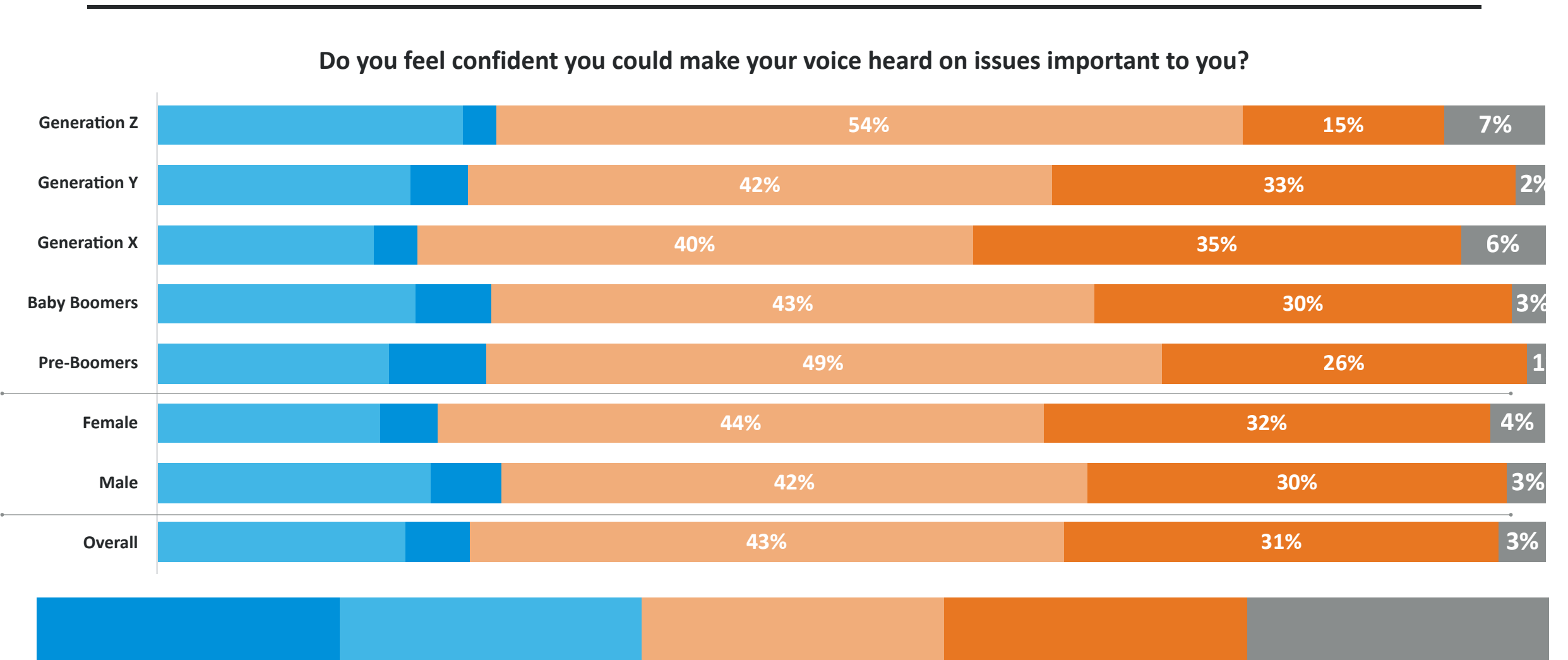
... THIS IS PARTICULARLY TRUE FOR THOSE INTENDING TO VOTE FOR MINOR PARTIES OR INDEPENDENTS

Would you get more involved in Australia's political process if you felt your voice would be heard and factored into government decision making?



n = 280, Coalition (Liberal/National); 312, Labor; 150, Greens; 55, One Nation; 118, Independent; 256, Undecided; 68, Other; respondents who are not confident they could make their voice heard on issues important to them

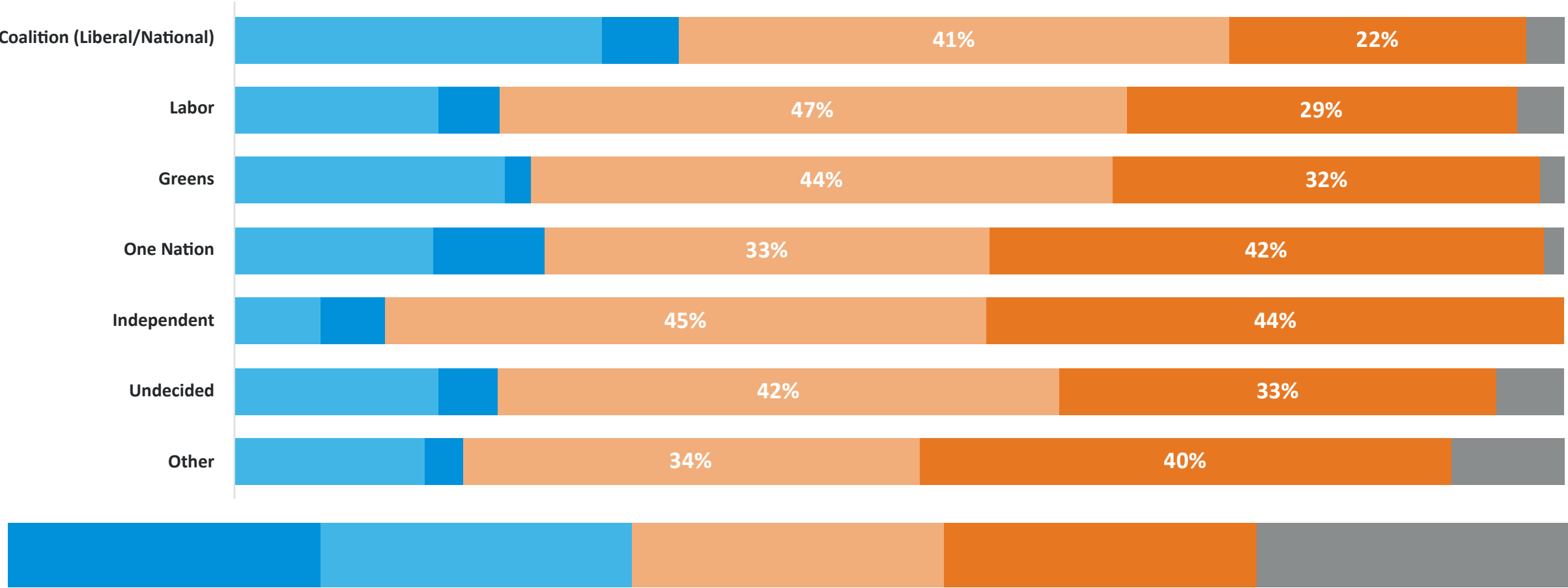
DESPITE WANTING TO, MOST AUSTRALIANS, GEN X'S AND WOMEN IN PARTICULAR, LACK CONFIDENCE THEY COULD MAKE THEIR VOICES HEARD...



n = 1,299, Overall; 655, Female; 637, Male; 41, Generation Z; 264, Generation Y; 322, Generation X; 598, Baby Boomers; 72, Pre-Boomers

...AND SOME OF THE LEAST POLITICALLY ENGAGED, COALITION VOTERS, ARE THE MOST LIKELY TO FEEL THEY COULD MAKE THEIR VOICE HEARD

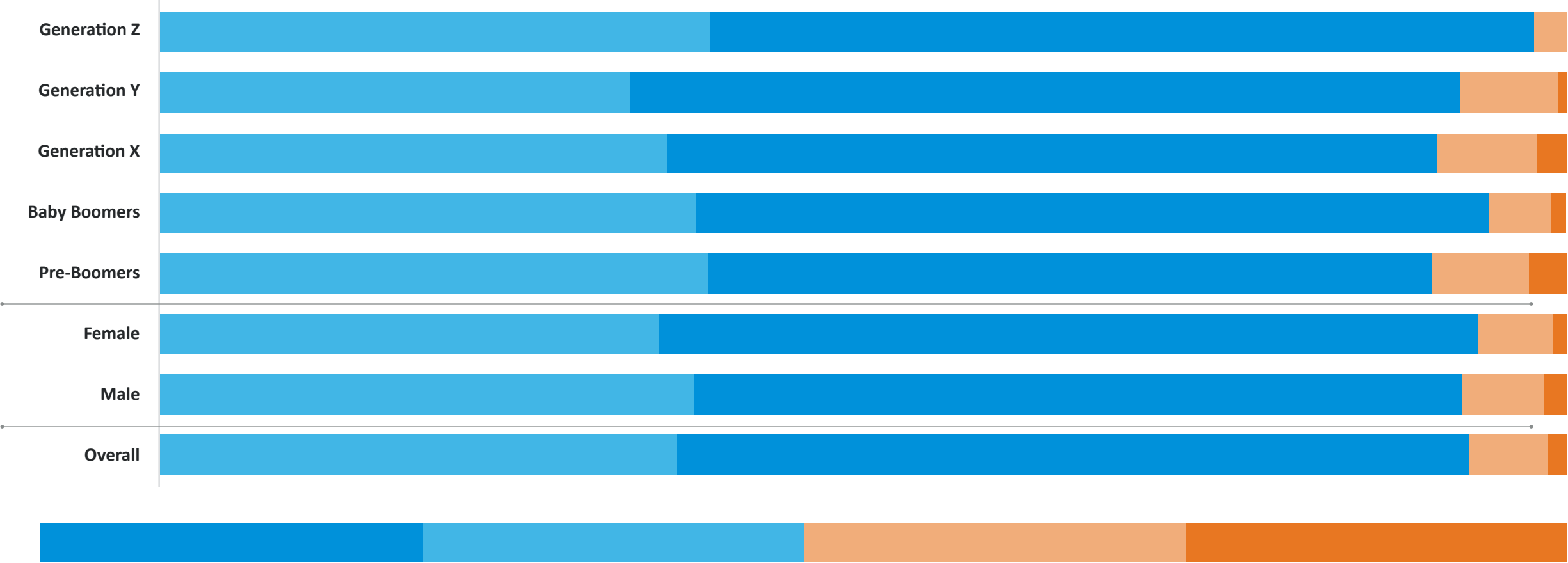
Do you feel confident you could make your voice heard on issues important to you?



n = 297, Coalition (Liberal/National); 327, Labor; 153, Greens; 60, One Nation; 124, Independent; 268, Undecided; 70, Other

THERE IS WIDESPREAD BELIEF THAT VOICES MORE REFLECTIVE OF THE AUSTRALIAN COMMUNITY WOULD BENEFIT POLITICS...

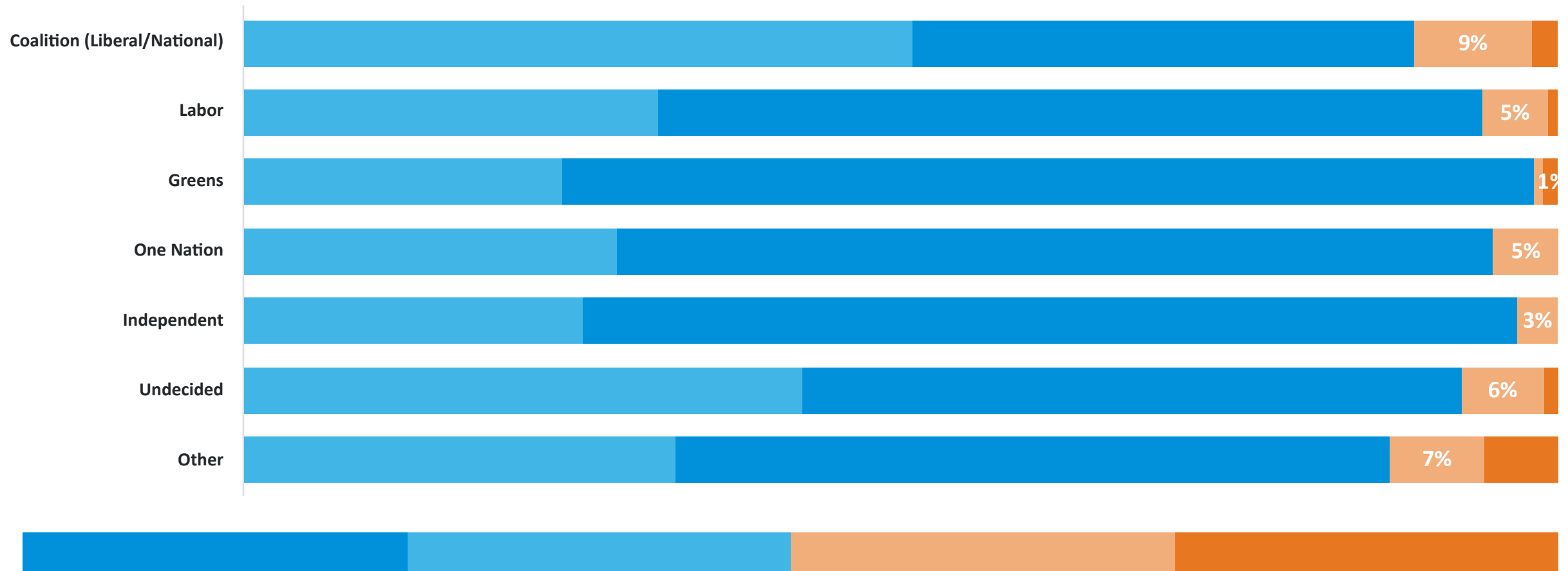
Do you feel politics would benefit from voices more reflective of the Australian community?



n = 1,299, Overall; 655, Female; 637, Male; 41, Generation Z; 264, Generation Y; 322, Generation X; 598, Baby Boomers; 72, Pre-Boomers

...THIS HOLDS TRUE REGARDLESS OF VOTING INTENTION

Do you feel politics would benefit from voices more reflective of the Australian community?

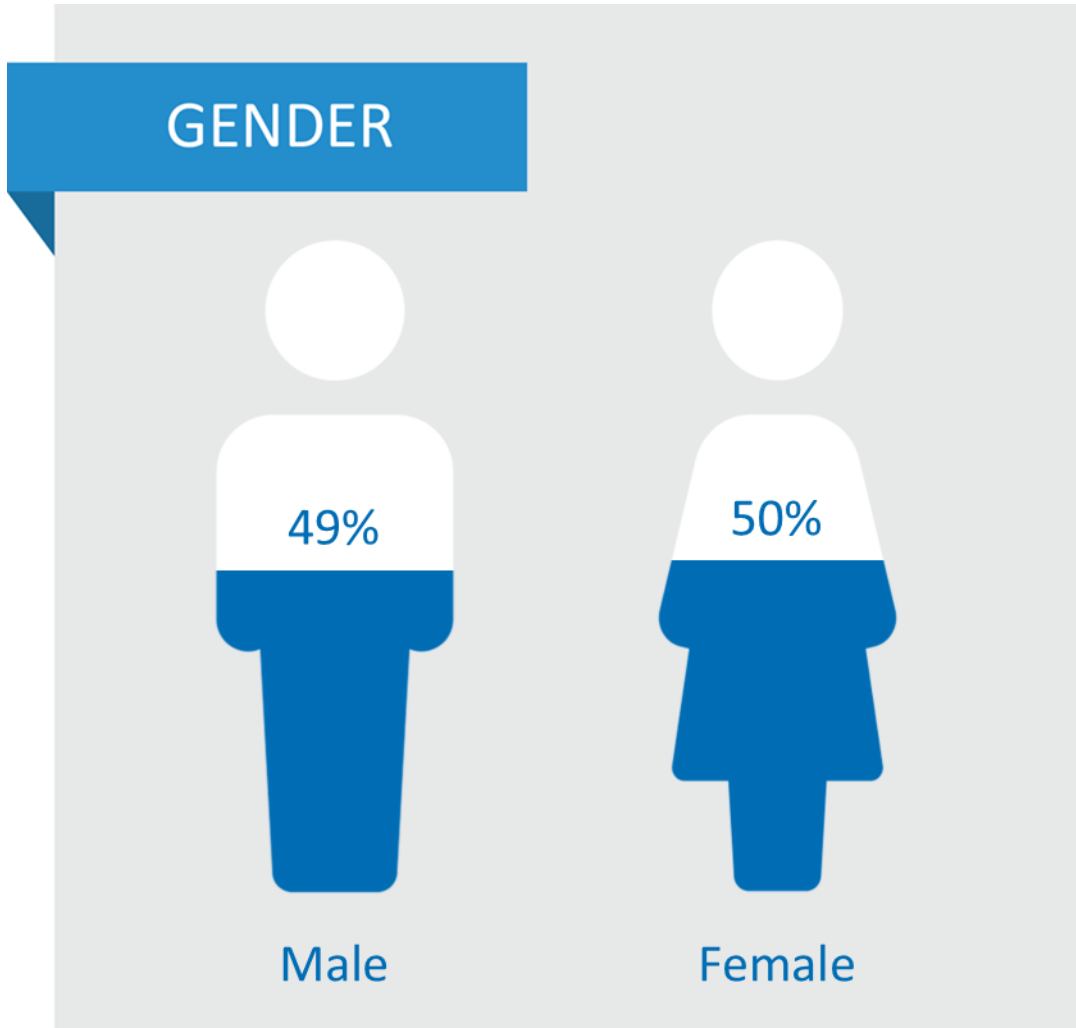


n = 297, Coalition (Liberal/National); 327, Labor; 153, Greens; 60, One Nation; 124, Independent; 268, Undecided; 70, Other

DEMOGRAPHICS

Sample

DEMOGRAPHICS



n = 1,292, Overall

AGE (BANDED)

29 years old & below	6%
30 - 39 years old	15%
40 - 49 years old	17%
50 - 59 years old	20%
60 years old & above	43%

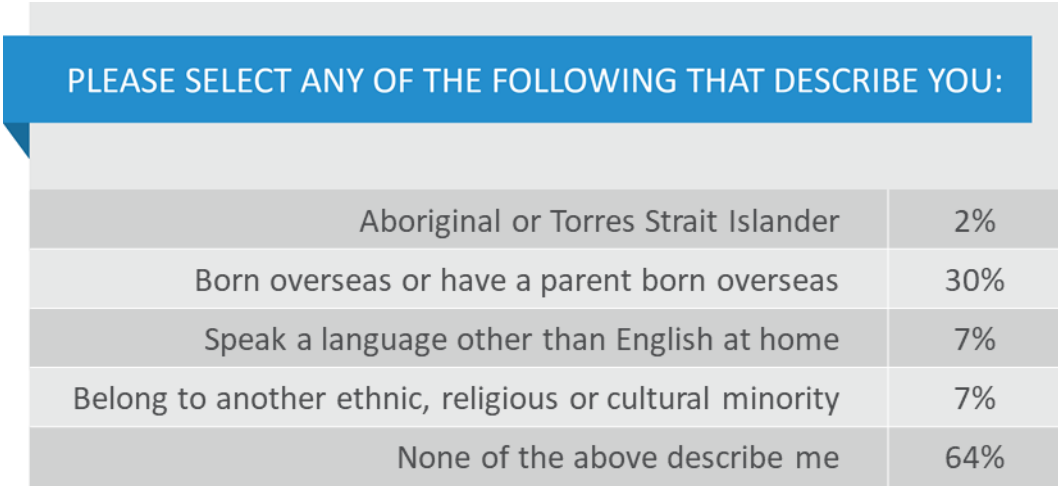
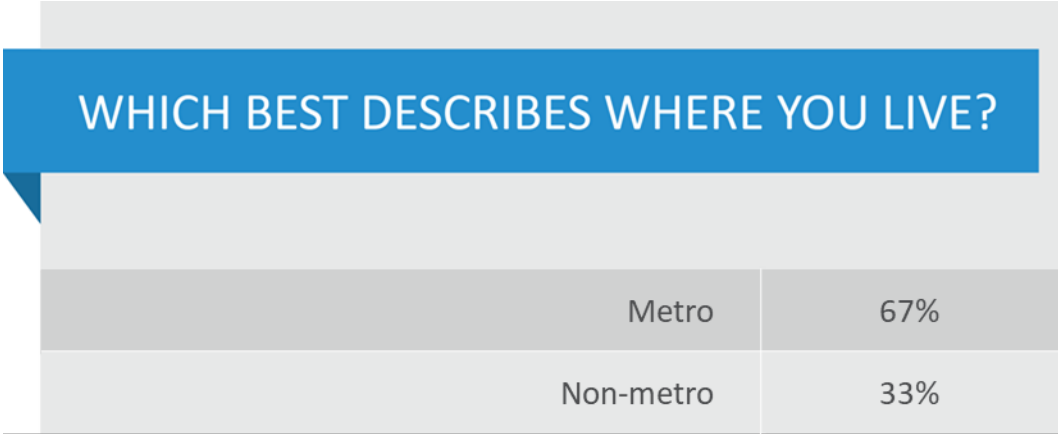
n = 1,297, Overall

AGE (GENERATION BAND)

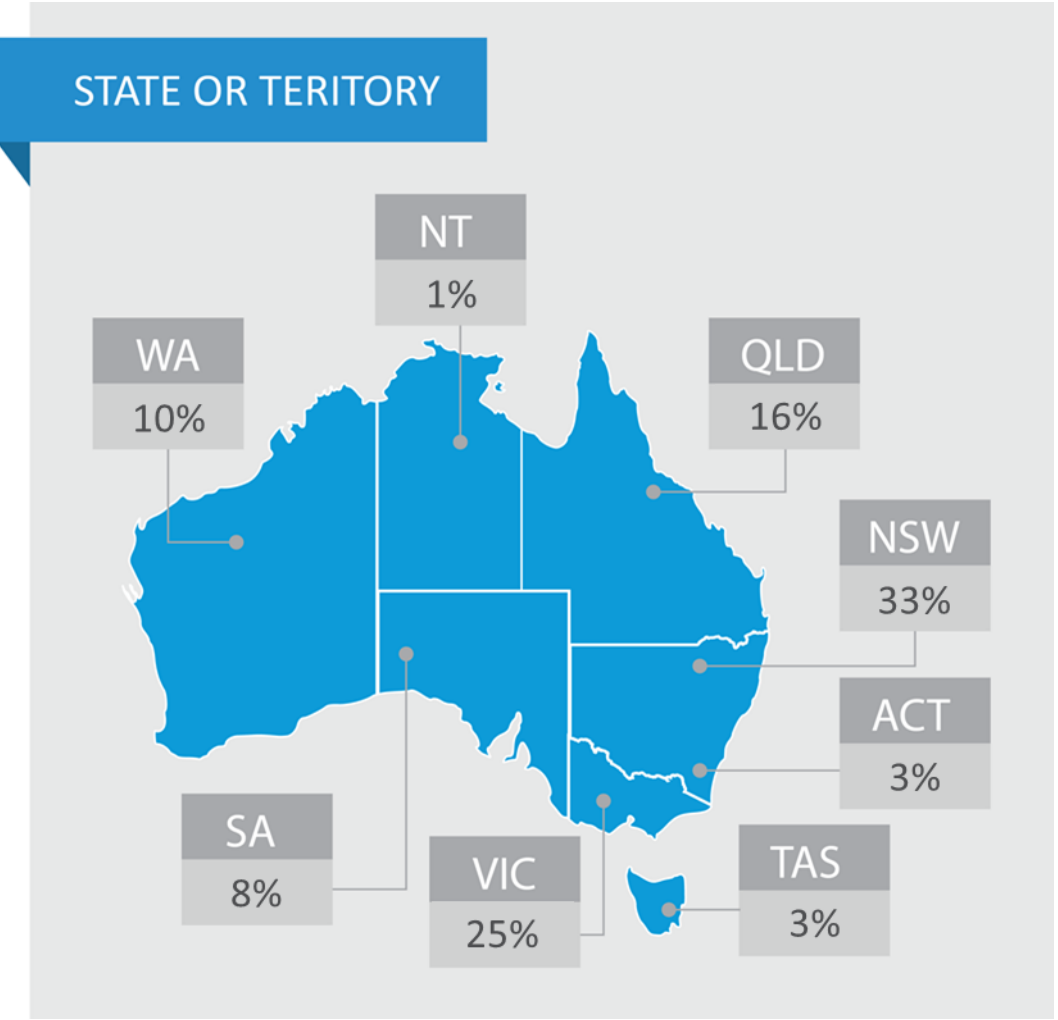
Generation Z (26 years old & below)	3%
Generation Y (27 - 41 years old)	20%
Generation X (42 - 55 years old)	25%
Baby Boomers (56 - 75 years old)	46%
Pre-Boomers (76 years old and above)	6%

n = 1,297, Overall

DEMOGRAPHICS



% Yes; Multiple answers allowed



DEMOGRAPHICS

IF YOU HAD TO VOTE IN A FEDERAL ELECTION
TOMORROW, WHO WOULD YOU VOTE FOR?

Coalition (Liberal/National)	23%
Labor	25%
Greens	12%
One Nation	5%
Independent	10%
Donkey Vote	2%
Informal Vote	2%
Undecided	21%
Other	2%

CORE|DATA

