

CITIZENS' AGENDA

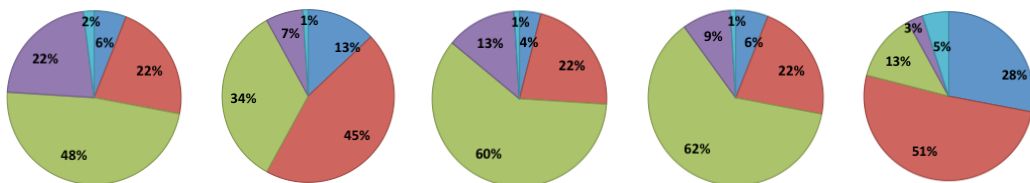
NATIONAL SURVEY OF VOTERS: DETAILED RESULTS

These are detailed results from the national survey of voters commissioned by the University of Melbourne's *Citizens' Agenda* project and conducted between mid-March and mid-April 2013. They give the exact wording of the questions referred to in the media release issued on 6 May 2013, as well as a summary of the analysis for each.

■ Confidence in key institutions

Question: *Below is a list of organisations. For each one, please indicate how much confidence you have in them. Is it a great deal of confidence, quite a lot of confidence, not very much confidence or none at all?*

Base	1000	1000	1000	1000	1000
	%	%	%	%	%
Level of confidence	Federal Govt.	Legal system	Press	TV	Universities
A great deal	6	13	4	6	28
Quite a lot	22	45	22	22	51
Not very much	48	34	60	62	13
None at all	22	7	13	9	3
Don't know	2	1	1	1	5

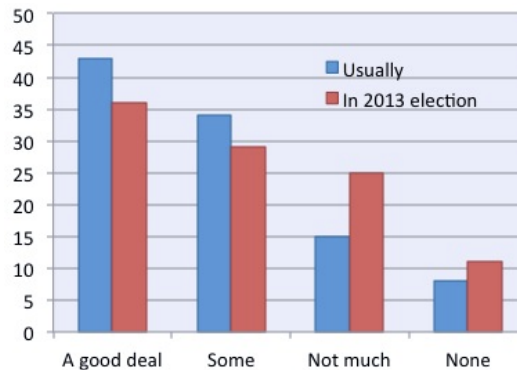


It can be seen that public confidence in the Federal Government, the press and television is much lower than in the legal system and universities. The significance of this lies in the fact that voters do distinguish between various institutions in assessing confidence and that lack of confidence in some does not imply lack of confidence in all.

■ Level of political interest

Questions: Generally speaking, how much interest do you usually have in what is going on in politics? And how much interest would you say you are taking in the 2013 federal election campaign overall?

Base	1000	1000
	%	%
Level of interest	Usually	In 2013 election
A good deal	43	36
Some	34	29
Not much	15	25
None	8	11



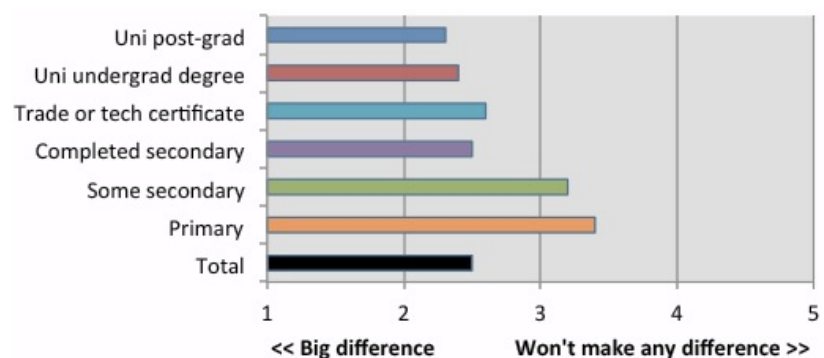
It can be seen that fewer people are expressing “a good deal” or “some” interest in the 2013 election campaign than in politics usually, and more than one-third of voters say they are taking not much or no interest in the 2013 election campaign.

■ View of voting efficacy

Question: Some people say that no matter who people vote for, it won't make any difference to what happens. Others say that who people vote for can make a big difference to what happens. On a scale of 1 to 5, where 1 means who people vote for can make a big difference, and 5 means it won't make any difference, where would you place yourself?

		Completed education level					
	Total	Primary	Some secondary	Completed secondary	Trade or tech certificate	University undergrad degree	Uni post-grad
Base	1000	18	154	225	190	228	185
	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Can/won't make a difference	2.5	3.4	3.2	2.5	2.6	2.4	2.3

It can be seen from the table above that voters quite clearly tend to take the view that voting matters – that who they vote for can make a difference. On the scale of 1 to 5, the mid point is 3. Overall the voters average a score of 2.5, which is on the “can make a difference” side of the mid point.



However, people with lower levels of education – primary or some secondary – tend to feel less enfranchised than the voting public as whole, with average scores of 3.4 and 3.2. The sub-sample of primary-only people is very small, but even so the general pattern is that the higher the level of education, the more enfranchised the voter feels.

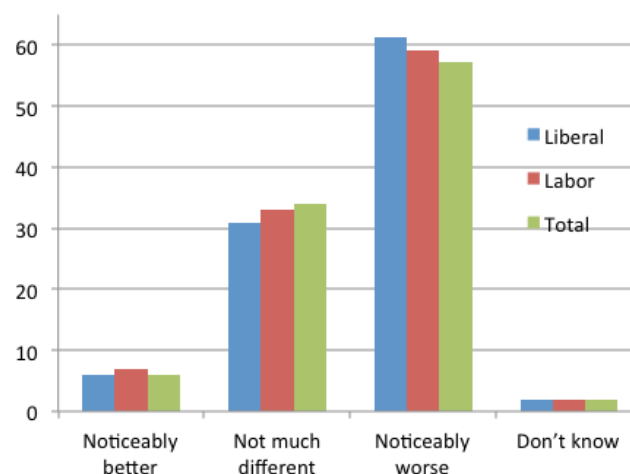
■ Tone of debate

Question: Thinking now about the tone of political debate in Australia at the present time: would you say it is noticeably better now than it has usually been in the past; not much different now from how it has usually been in the past, or it is noticeably worse now than it has usually been in the past?

Base	1000	Party identification*	
		363	311
	%	%	%
	Total	Liberal	Labor
Noticeably better	6	6	7
Not much different	34	31	33
Noticeably worse	57	61	59
Don't know	2	2	2

***NB: Voters were asked: Do you usually think of yourself as Liberal, Labor, National or what? They were NOT asked their voting intention.**

A clear majority of voters say the current tone of political debate is noticeably worse than usual. There is broad consensus about this across voters who identify as Liberal and Labor voters.



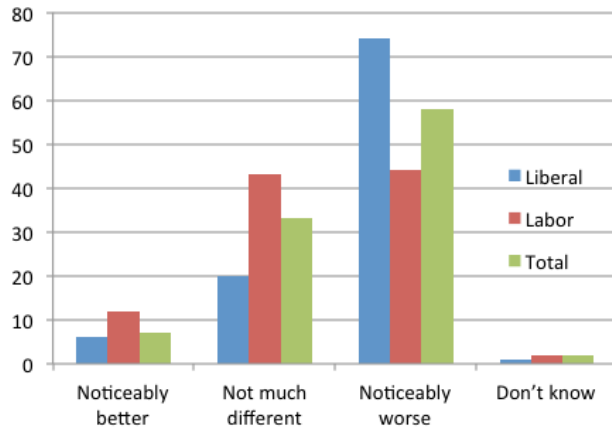
■ Quality of political leadership

Question: Thinking about political leadership at the federal level at the present time: would you say it is noticeably better now than it has usually been in the past; not much different now from how it has usually been in the past, or it is noticeably worse now than it has usually been in the past?

Base	1000	Party identification*	
		363	311
	%	%	%
	Total	Liberal	Labor
Noticeably better	7	6	12
Not much different	33	20	43
Noticeably worse	58	74	44
Don't know	2	1	2

***NB: Voters were asked: Do you usually think of yourself as Liberal, Labor, National or what? They were NOT asked their voting intention.**

A clear majority of voters also say the current quality of political leadership is noticeably worse now than usual. However, this is a more polarising question depending on party identification. People who identify as Liberals are far more likely than those who identify as Labor to say that the quality of leadership is worse.



Note: In the tables, the percentages have been rounded, and for this reason may not always add to 100.

METHODOLOGY

This survey was conducted by telephone among a stratified random sample of 1000 people across Australia who were eligible to vote.

A random sample of this size yields a sampling variance of plus or minus 3.2% at the 95% confidence level. Fieldwork was carried out between mid-March and mid-April 2013 by Australian Fieldwork Solutions, using a questionnaire devised by the University of Melbourne's Centre for Advancing Journalism and School of Social and Political Sciences.

The Centre for Advancing Journalism commissioned and paid for the research.