

The background of the image is a gradient of blue and red. A large, stylized white 'W' is prominently displayed on the right side. Overlaid on the background are several faint, semi-transparent charts: a line graph in the upper left, a bar chart in the lower left, and a network diagram in the upper right.

**THERE ARE OVER
17 MILLION VOTERS
IN AUSTRALIA...**

**FIND OUT
WHAT THEY'RE
THINKING.**

**2022 POST FEDERAL
ELECTION POLL**



JWS RESEARCH



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Survey methodology

Quantitative Online Survey

Sample size

- A representative sample of n=1,000 Australians who voted in the 21st of May 2022 federal election

Representation

- Survey quotas applied for age, gender and location
- Weighting applied at the analysis stage to age / gender / location proportions based on ABS census data

Margin of error and confidence level

- The maximum margin of error on a sample of n=1,000 is +/-3.1 at the 95% confidence level
- Differences of +/-1% for net scores are due to rounding

Timing

- 10 minutes in length (full survey)
- Conducted from 22nd to 23rd May 2022

**What are the
issues people
cared about this
election?**





The most important consideration in deciding how to vote

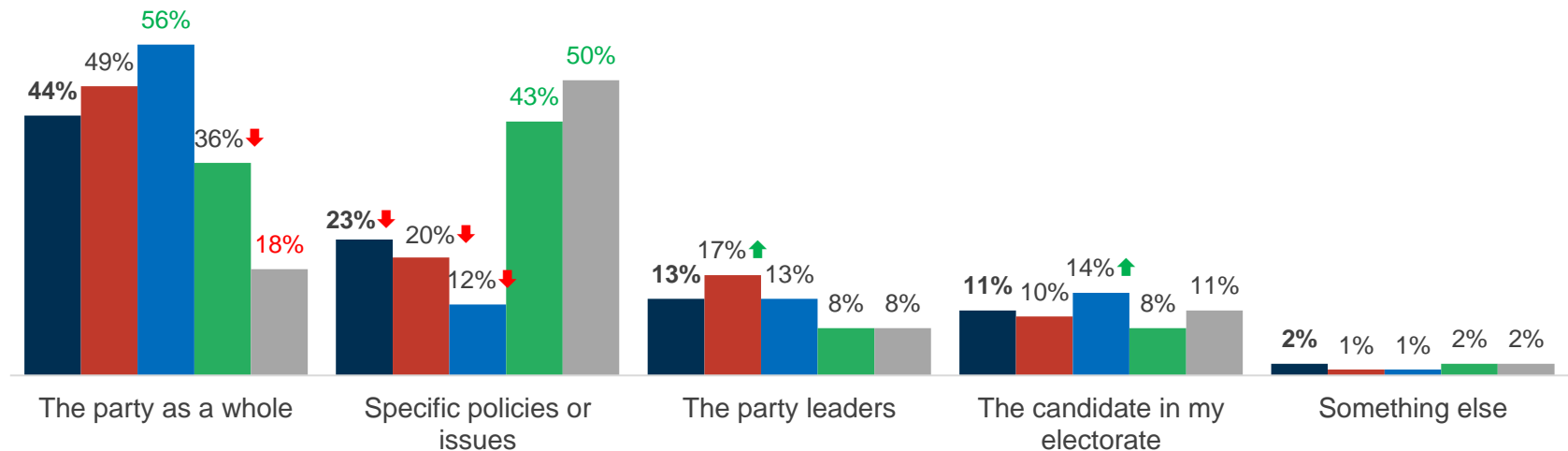
Consistent with the 2016 and 2019 federal elections, the political party was most important (44%) in deciding who to vote for in 2022, well ahead of specific policies or issues (23%, down from 27% in 2019), party leaders (13%) and local candidates (11%).

While specific policies or issues were less important to Labor and Coalition voters at the 2022 election than in 2019, these remain a key consideration for Greens voters and voters of other minor parties or independents (43% and 50%, respectively).

In deciding who to vote for in this election, which of the following was most important to you?

■ Total ■ Labor ■ Lib / Nat ■ Greens ■ Other

2016	44%	46%	56%	43%	18%	30%	29%	20%	45%	48%	8%	9%	9%	2%	9%	9%	10%	7%	5%	13%	2%	<1%	3%	2%	8%
2019	47%	56%	49%	51%	22%	27%	27%	23%	31%	39%	11%	5%	17%	4%	15%	9%	7%	9%	5%	18%	2%	1%	1%	1%	4%



Q8. In deciding who to vote for in this election, which of the following was most important to you?

Base (2022): All respondents (n=1,000); Labor (n=368); Lib / Nat (n=316); Greens (n=121); Other (n=59).

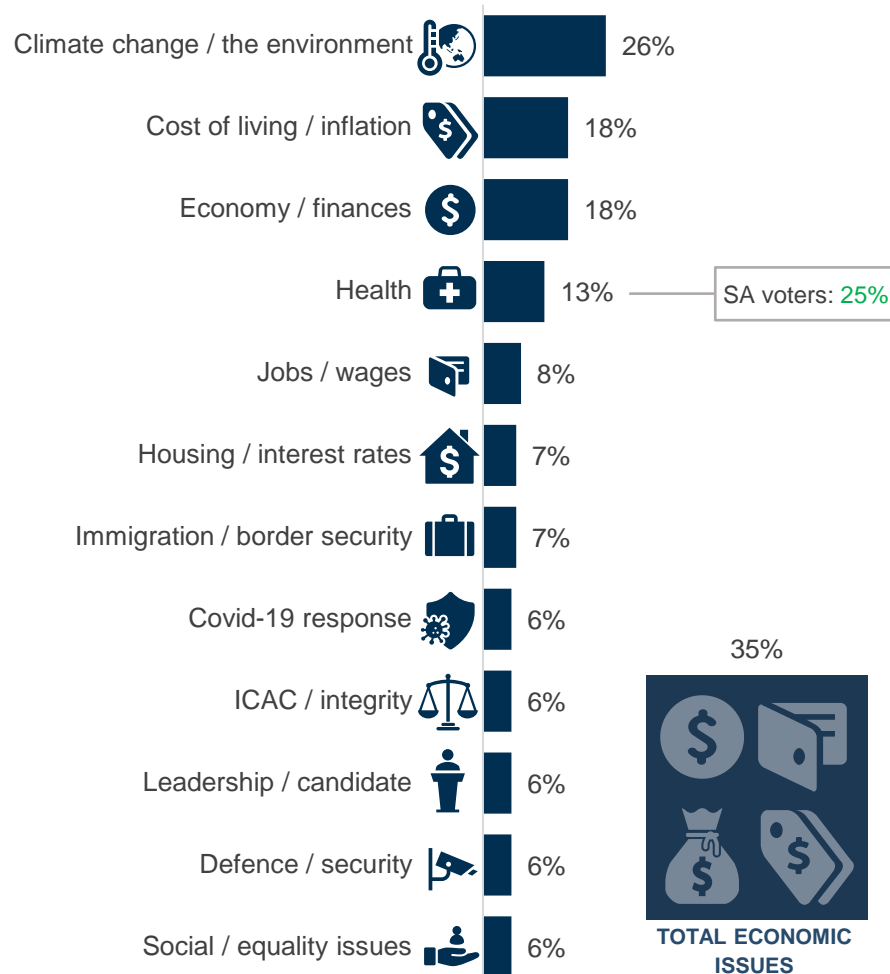
Significantly higher / lower than the total at the 95% confidence interval. Significantly higher / lower than 2019 at the 95% confidence interval.

Can't say (2022): Total = 7%; Labor = 4%; Lib / Nat = 3%; Greens = 3%; Other = 11%.



The issues that influenced votes this election

Most important issues, policies, events or ideas that influenced vote (top three issues)



The most important issues, policies, events and ideas that influenced voter decisions at the 2022 election were climate change and the environment (26%), cost of living and inflation (18%), the economy (18%), and health (13%, a higher 25% in SA). These were followed by jobs and wages (8%), housing and interest rates (7%) and immigration and border security (7%).

In total, more than a third (35%) of Australians mentioned economic-related issues as influencing their vote.

Vote drivers varied by party support, with economic issues a greater influence among Coalition voters, climate change and the environment more compelling for Labor and Greens voters, and parliamentary integrity a key influence among those who voted for minor parties or independents (excluding the Greens).

Similarly, economic issues and health were more of an influence on votes among older age groups, particularly those aged 65 years and over, but less so among 18-34 year olds.

Q18. What were the **most important issues, policies, events or ideas** that influenced your vote in this election?

Please **describe** up to three separate issues, policies, events or ideas in the text boxes below. Please be as specific as you can.

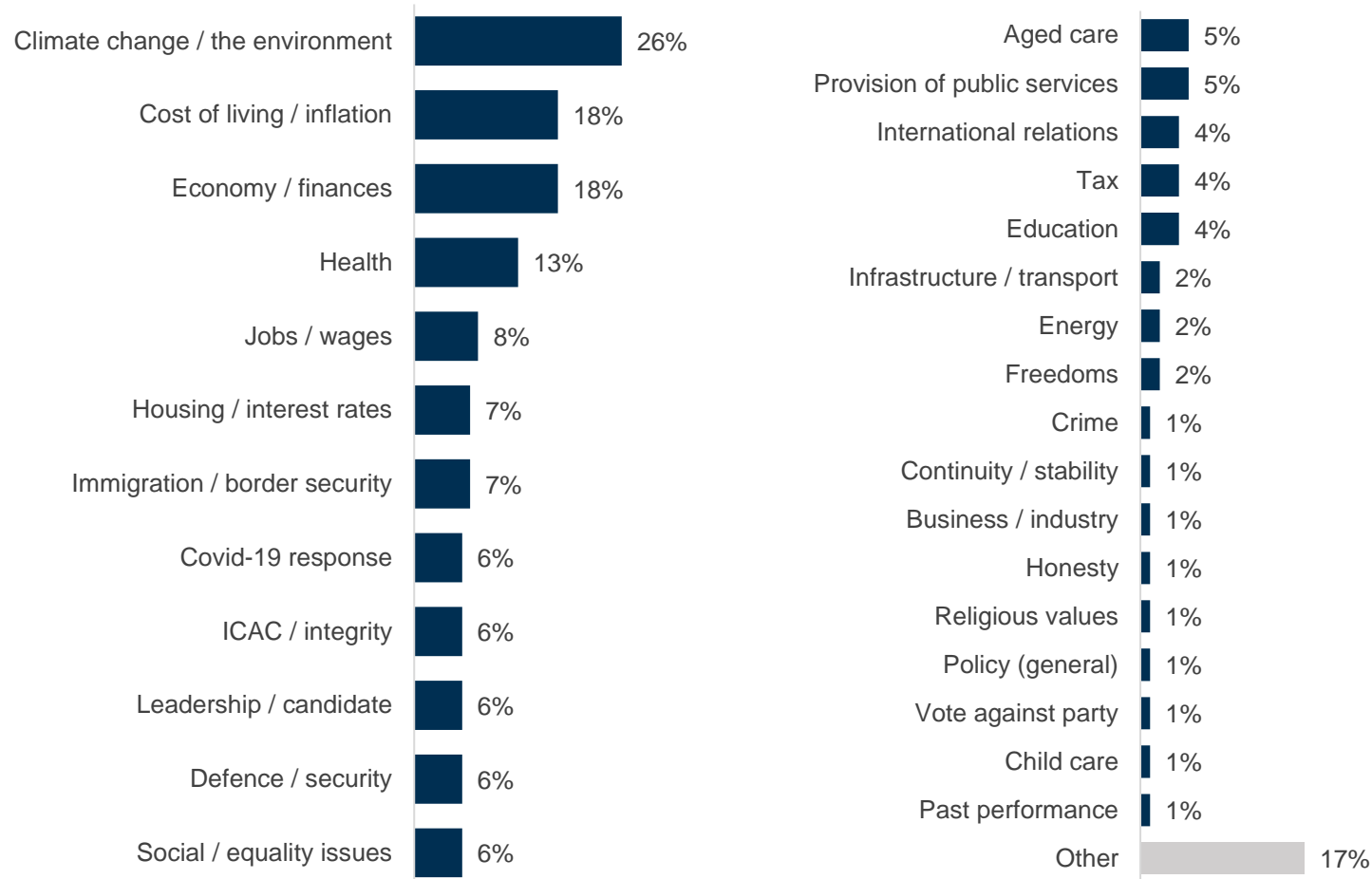
Significantly **higher** than the total at the 95% confidence interval.

Base: All respondents (n=1,000).



Most important issues, policies, events or ideas that influenced vote – all issues, ranked

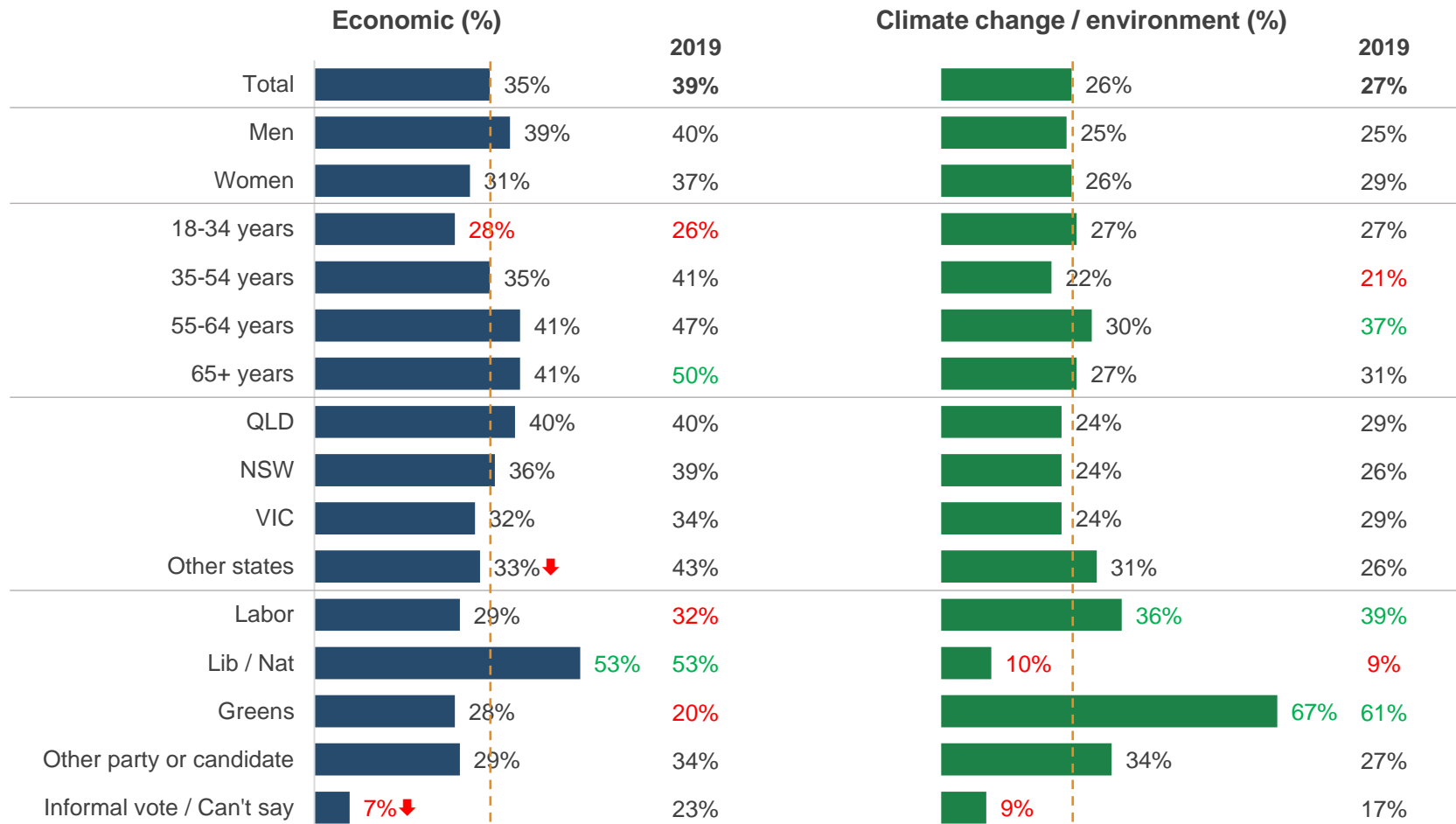
Most important issues, policies, events or ideas that influenced vote (top three issues)





The key issues that influenced votes – economic versus climate change / environment

Analysis of economic issues and climate change / environment vote influence by demographic, geographic and voting patterns



Q18. What were the **most important issues, policies, events or ideas** that influenced your vote in this election?

Please **describe** up to three separate issues, policies, events or ideas in the text boxes below. Please be as specific as you can.

Base: All respondents 2022 (n=1,000); 2019 (n=1,000).

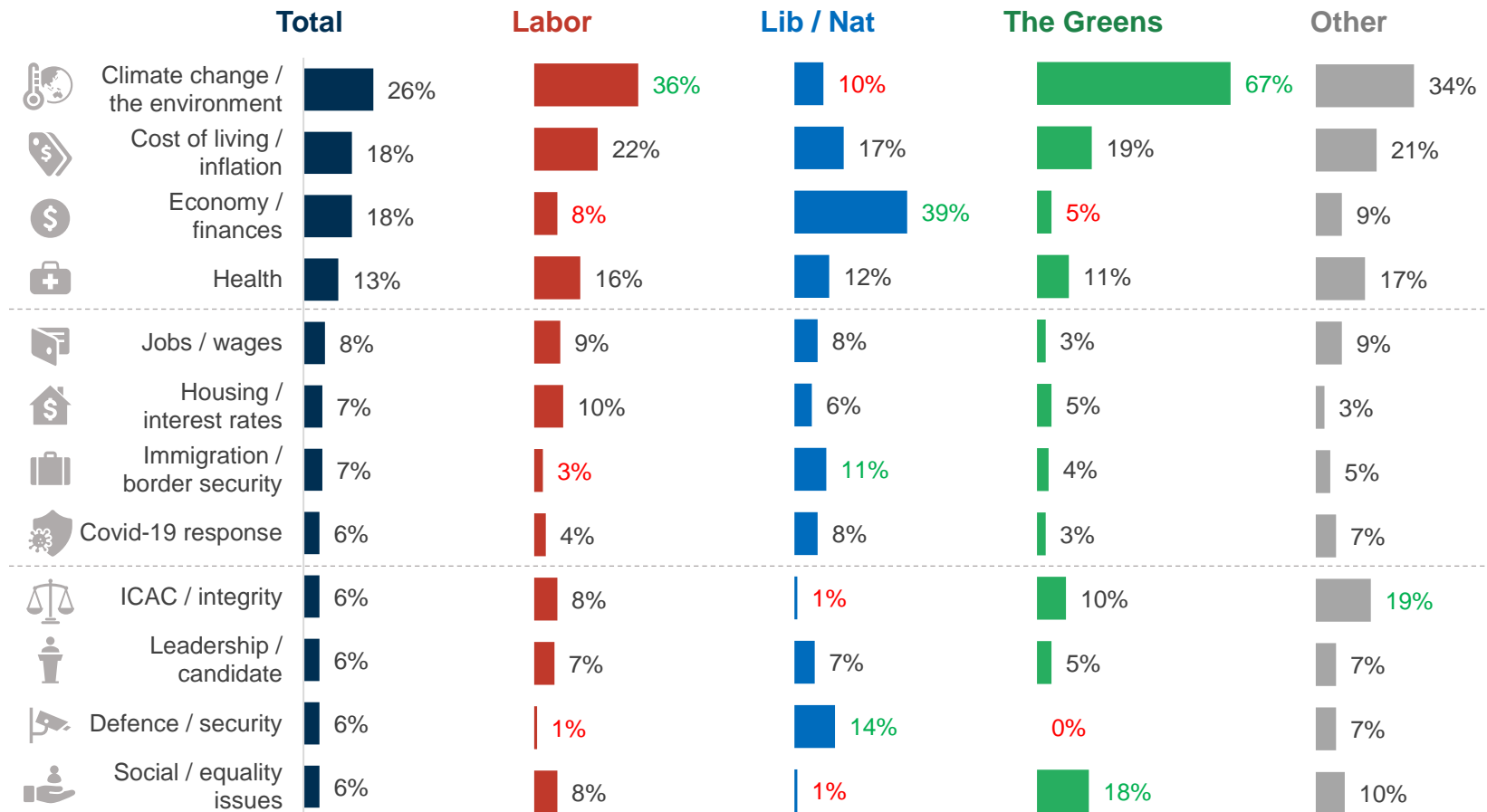
Significantly **higher** / **lower** than the total at the 95% confidence interval.

Significantly higher **↑** / **↓** lower than 2019 at the 95% confidence interval.



The issues that influenced votes (by party)

What were the most important issues in this election for voters?



Q18. What were the most important issues, policies, events or ideas that influenced your vote in this election?

Please describe up to three separate issues, policies, events or ideas in the text boxes below. Please be as specific as you can.

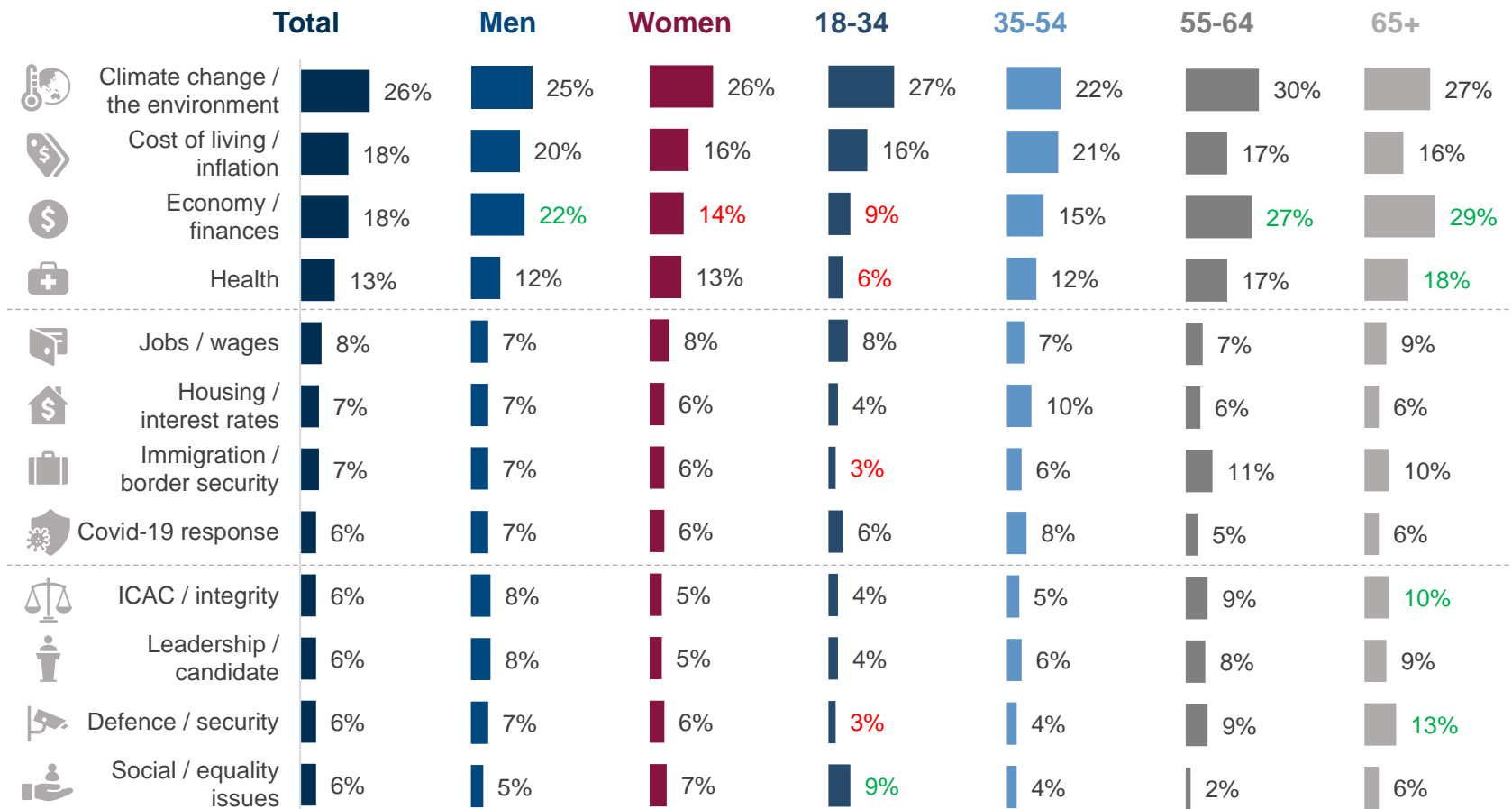
Base: All respondents (n=1,000); Labor (n=368); Lib / Nat (n=316); Greens (n=121); Other (n=59).

Significantly higher / lower than the total at the 95% confidence interval.



The issues that influenced votes (by gender and age)

What were the most important issues in this election for voters?



Q18. What were the most important issues, policies, events or ideas that influenced your vote in this election?

Please describe up to three separate issues, policies, events or ideas in the text boxes below. Please be as specific as you can.

Base: All respondents (n=1,000).

Significantly higher / lower than the total at the 95% confidence interval.

When and how did people decide to vote and cast their ballots?





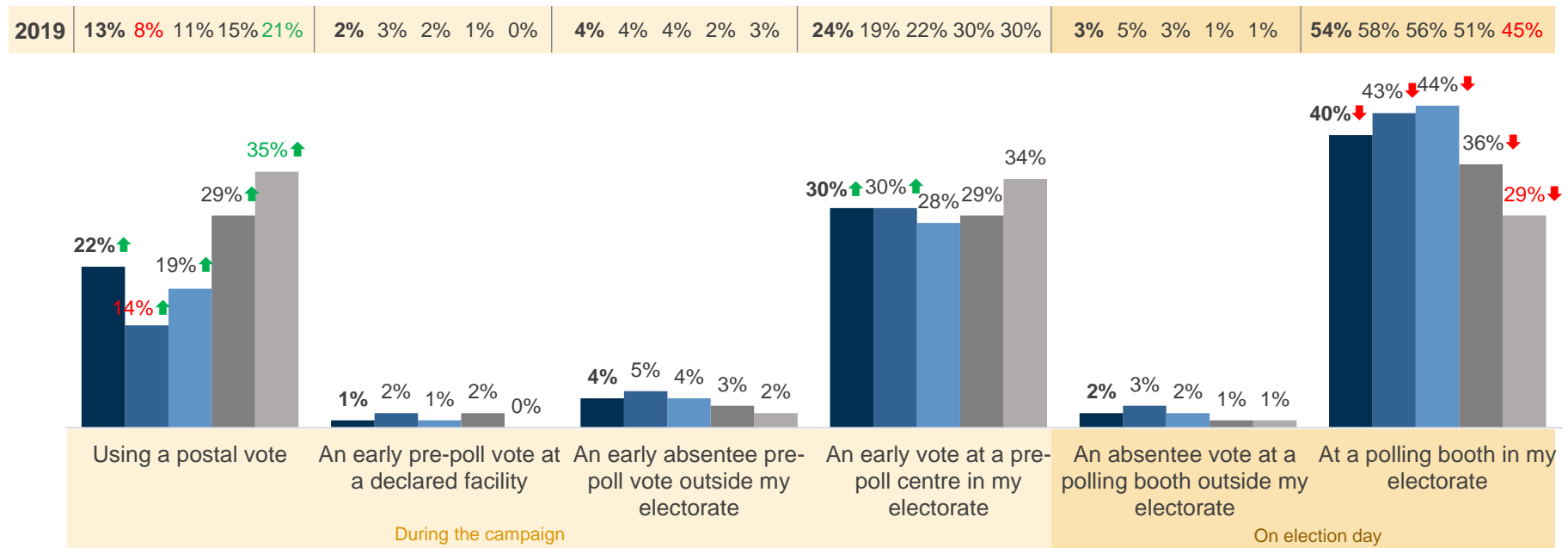
Method of casting vote in this election

Around four in ten voters (42%) cast their vote at a polling booth on election day, continuing a downward trend from two thirds (66%) of voters at the 2016 federal election and a smaller majority (56%) in 2019.

Decreased election day turnout and increased postal votes occurred across younger and older age groups, and there was increased uptake of early voting among 18-34 and 35-54 year olds.

Which best describes how you cast your vote in this election?

■ Total ■ 18-34 ■ 35-54 ■ 55-64 ■ 65+



Q15. Which of the following best describes how you cast your vote this election?

Base (2022): All respondents (n=1,000); 18-34 (n=294); 35-54 (n=341); 55-64 (n=158); 65+ (n=207).

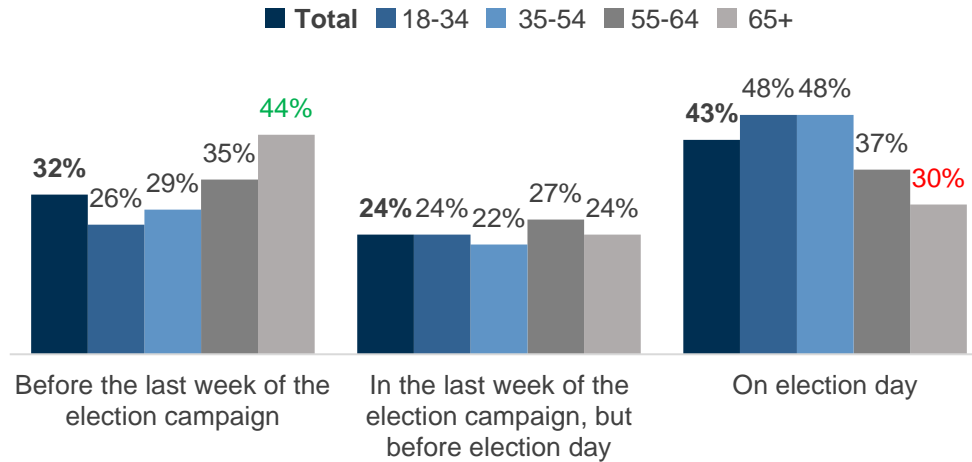
Significantly higher / lower than the total at the 95% confidence interval. Significantly higher ↑ / lower ↓ than 2019 at the 95% confidence interval.

Can't say (2022): Total = 1%; 18-34 = 3%; 35-54 = 1%; 55-64 = 0%; 65+ = 0%.



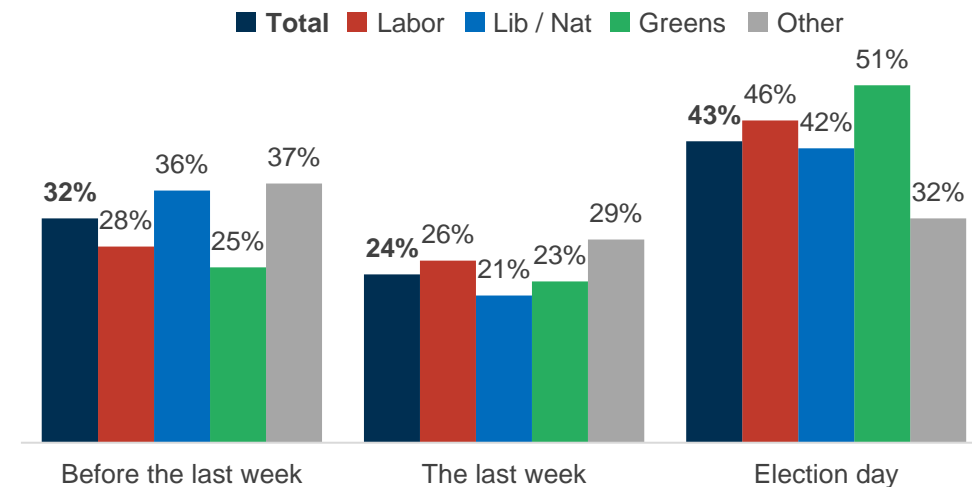
Timing of votes in this election

When did you cast your vote in this election?



Two thirds of voters cast their vote during the last week of the election campaign, including four in ten who cast their vote on election day itself (43% including both polling booth and postal votes cast on election day).

Almost a third (32%) of voters cast their vote earlier, before the last week of the campaign, higher among voters aged 65 years and over.



Q15. Which of the following best describes how you cast your vote this election? / Q7. And when did you actually cast your vote in this election?

Base (2022): All respondents (n=1,000); 18-34 (n=294); 35-54 (n=341); 55-64 (n=158); 65+ (n=207); Labor (n=368); Lib / Nat (n=316); Greens (n=121); Other (n=59).

Significantly higher / lower than the total at the 95% confidence interval.

Can't say: Total = 2%; 18-34 = 2%; 35-54 = 2%; 55-64 = 1%; 65+ = 2%; Labor = 1%; Lib / Nat = 1%; Greens = 1%; Other = 2%.



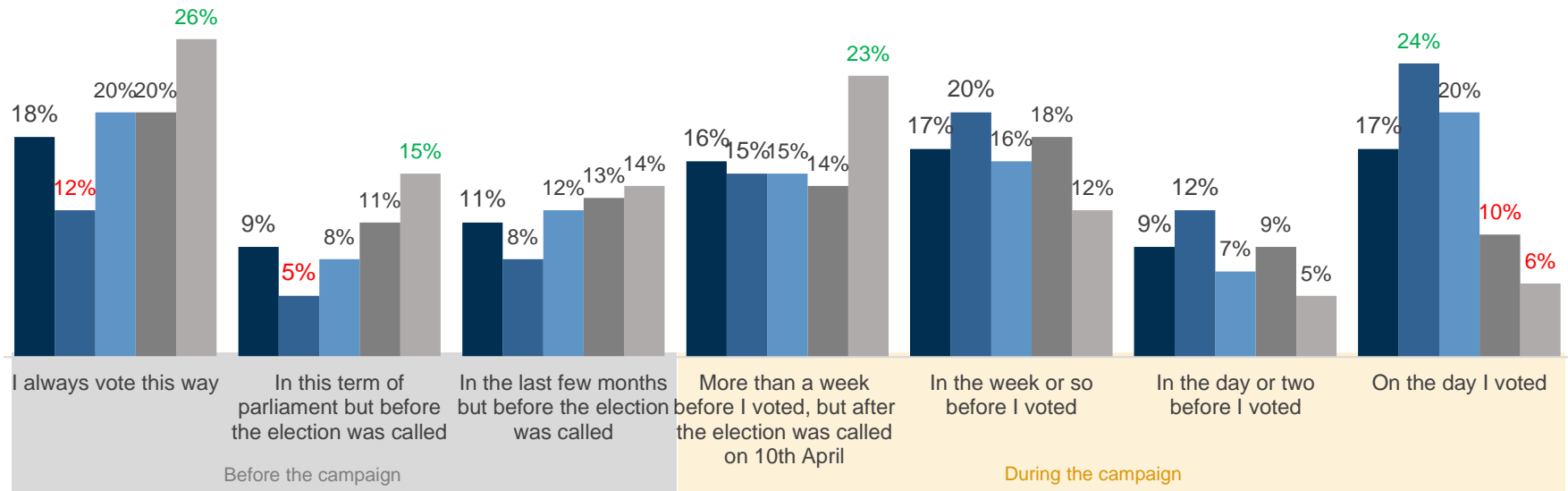
Timing of voting decision in this election

A majority (58%) of voters did not decide who to vote for until during the campaign. One in five had made their decision in the previous few months (11%) or earlier in the parliamentary term (9%), while 18% were rusted-on voters. Similar to the 2016 and 2019 elections, more older voters had made up their minds long before the election was called, while more younger voters made their decision closer to or on the day they voted.

Seven in ten 18-34 year olds did not decide who to vote for until after the campaign was underway and one in four decided on the day they voted. However, a majority of voters aged 65 years and over had made their decision before the election was called, and a majority of 35-54 year olds had decided their vote more than a week before they voted.

When did you decide who to vote for in the House of Representatives this election?

■ Total ■ 18-34 ■ 35-54 ■ 55-64 ■ 65+



Q6. When did you decide who to vote for in the House of Representatives in this election?

Base: 18-34 (n=294); 35-54 (n=341); 55-64 (n=158); 65+ (n=207).

Significantly higher / lower than the total at the 95% confidence interval.

Can't say: Total = 3% 18-34 = 4%; 35-54 = 3%; 55-64 = 3%; 65+ = 1%



Voting for or against parties and candidates

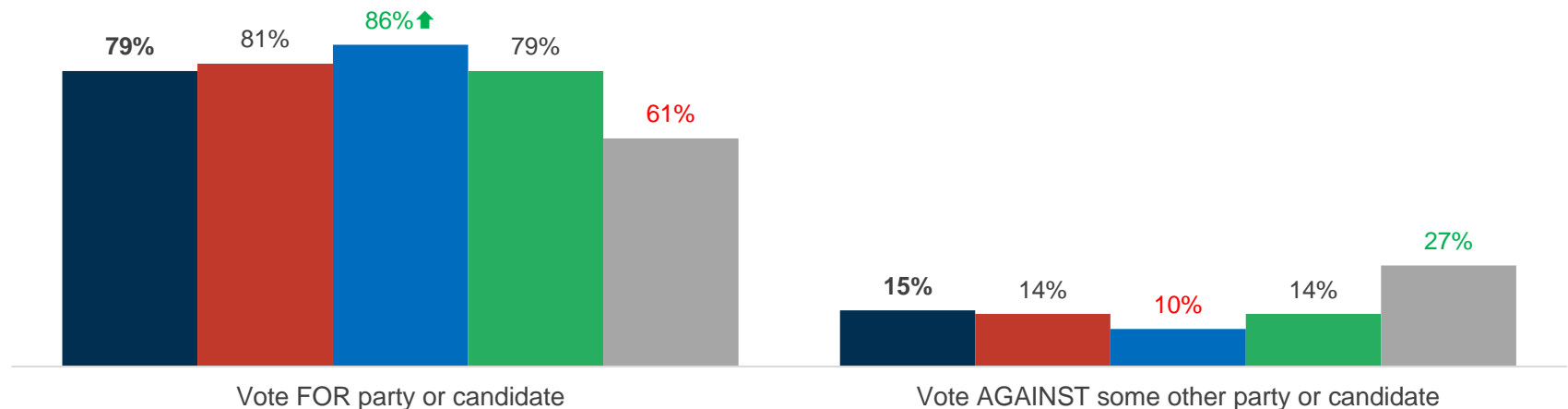
Consistent with the 2016 and 2019 Federal Elections, almost eight in ten (79%) voters who cast a formal vote did so in support of a specific party or candidate, higher among Coalition voters (86%).

Few (15%) mounted a protest vote against a particular party or candidate, and this remains more common among those voting for independents and minor parties (excluding the Greens) (27%).

Vote more for party or candidate or more against some other party or candidate

■ Total ■ Labor ■ Lib / Nat ■ Greens ■ Other

2016	78%	77%	86%	81%	60%	16%	16%	10%	15%	35%
2019	79%	84%	80%	75%	64%	16%	12%	14%	21%	31%



Q2. Was your House of Representatives vote more a vote FOR [INSERT PARTY VOTED FOR] or more a vote AGAINST some other party or candidate?

Base: (2022) Respondents who voted for a party or candidate – Total (n=1,000); Labor (n=368); Lib / Nat (n=316); Greens (n=121); Other (n=59)

Significantly higher / lower than the total at the 95% confidence interval. Significantly higher ↑ than 2019 at the 95% confidence interval.

Can't say: Total = 6%, Labor = 4%, Lib / Nat = 4%, Greens = 7%; Other = 12%

How did people feel about the election campaign?

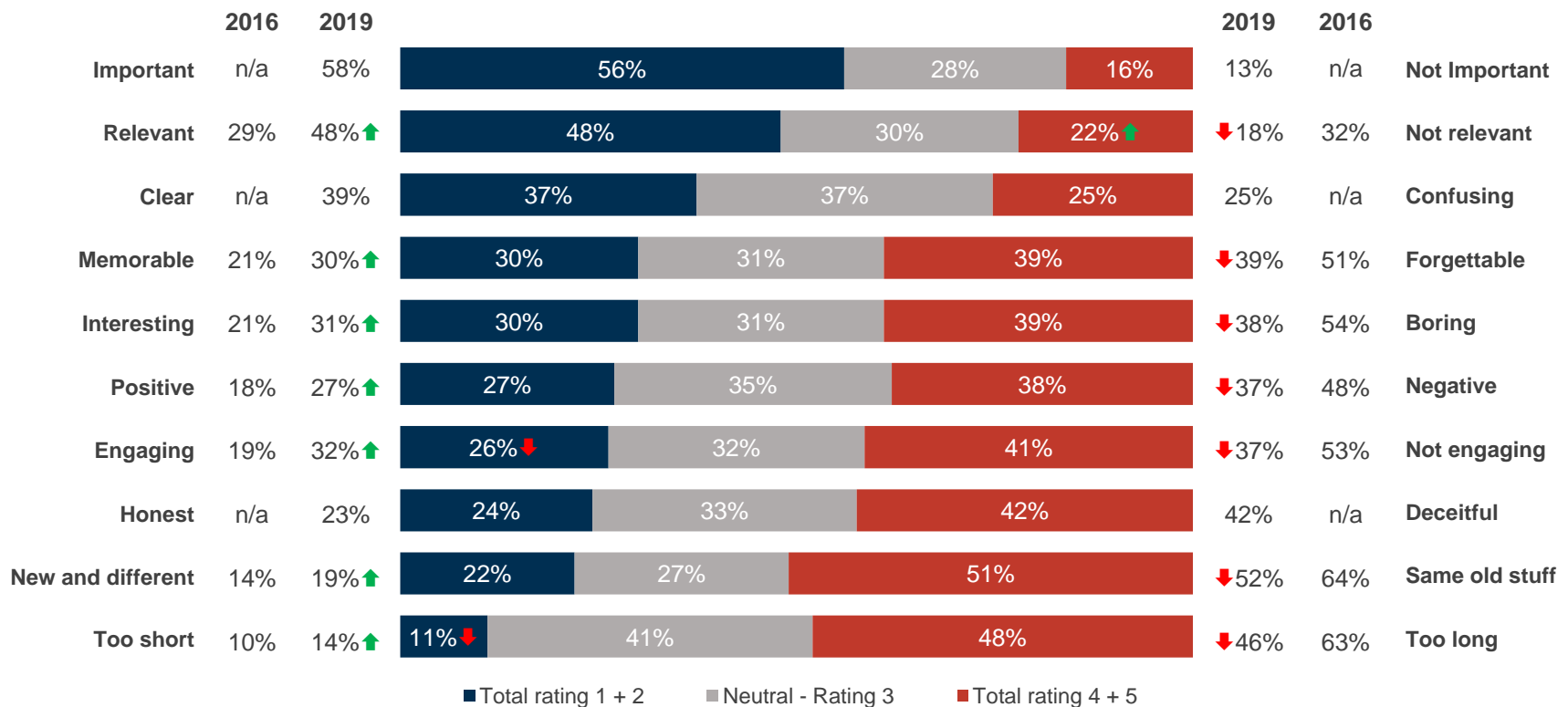




Words or phrases describing the election campaign

Similar to the 2019 federal election, voters had mixed views of the 2022 election campaign. While many rated the campaign as important (56%) and relevant (48%), they also largely dismissed it as the 'same old stuff' (51%) and too long (48%). Voters also saw the campaign in more of a negative light than positive across a range of other attributes, describing it as deceitful (42%), not engaging (41%), forgettable (39%), boring (39%) and negative (38%). However, both the 2022 and 2019 campaigns were more favourably viewed than the 2016 Turnbull vs Shorten election campaign.

Which of the following words or phrases comes closer to describing this election campaign for you? (1 - 5 point scale)



Q11A Using the slider, please indicate which of the following words or phrases comes closer to describing this election campaign for you?

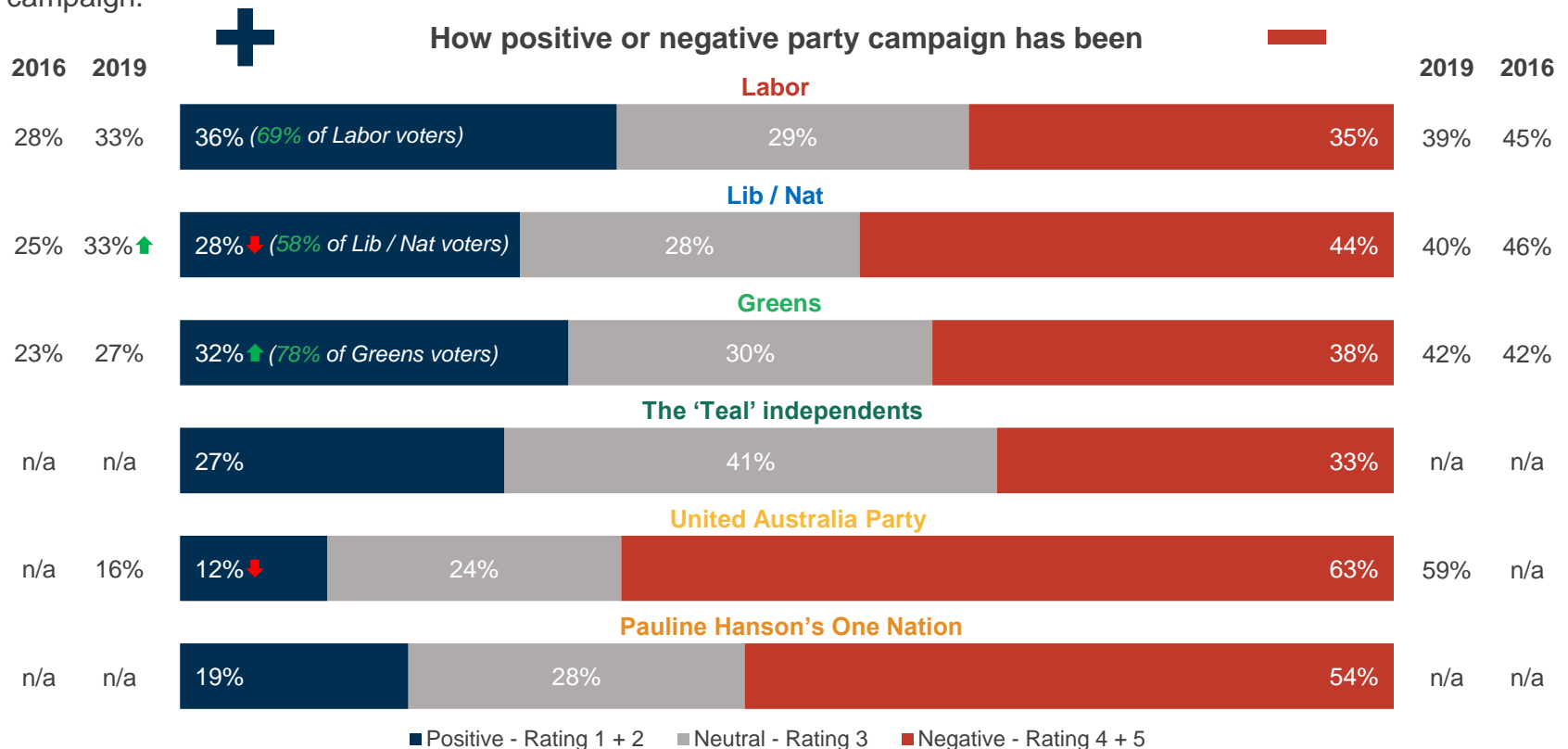
Base (2022): All respondents (n=1,000).

Significantly higher ↑ / lower than the previous post election survey at the 95% confidence interval.



Rating of party election campaigns

Views on individual party campaigns were more negative than positive, except for the Labor campaign. Four in ten voters (44%) described the Coalition campaign as negative, and this was the majority view of the United Australia Party and One Nation campaigns (63% and 54%, respectively). Slightly more voters viewed the Greens and 'Teal' independents campaigns as negative (38% and 33%, respectively) than feel they ran positive campaigns (32% and 27%, respectively), while voters were split on the Labor campaign (36% positive versus 35% negative). Similar to previous elections, a majority of their own party supporters believe the Coalition, Labor and the Greens ran a positive campaign.



Q11B. Using the slider, please indicate how positive or negative each of the following parties' election campaigns have been?

Base (2022): All respondents (n=1,000).

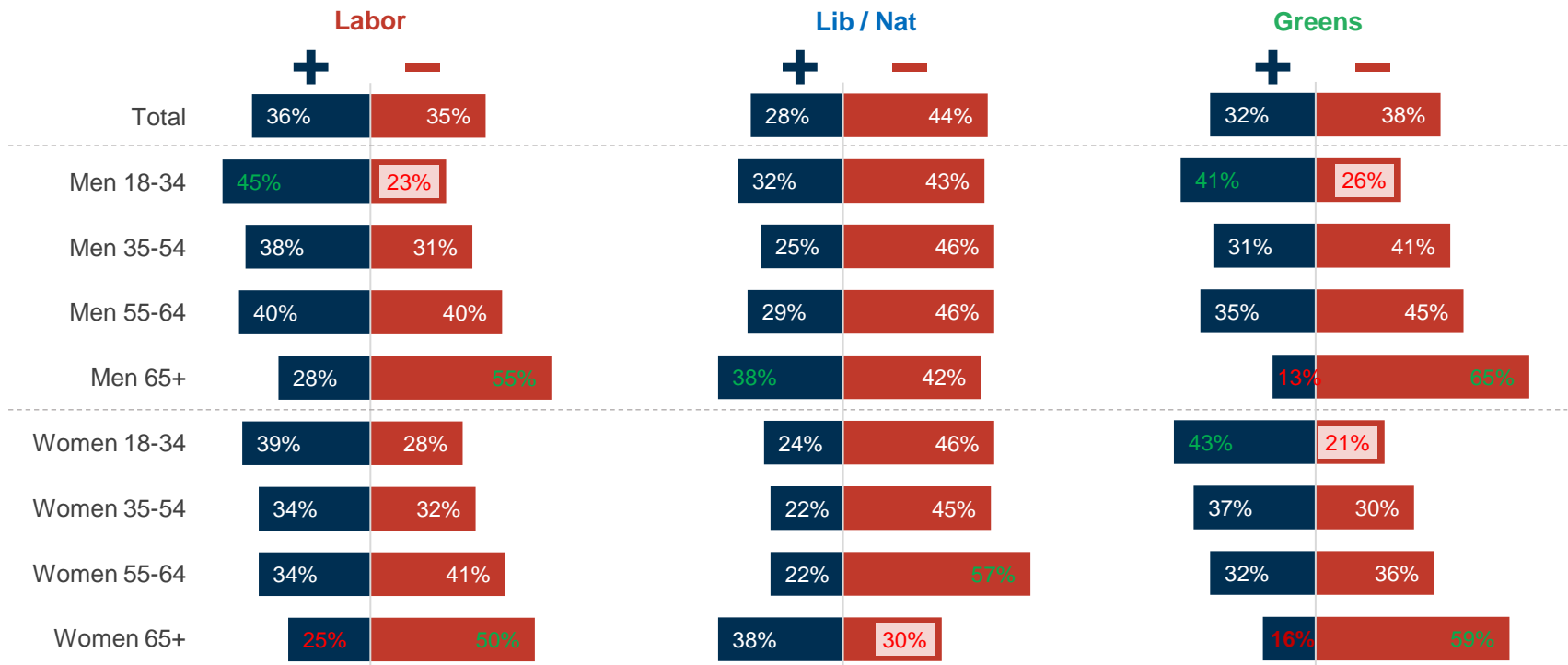
Significantly higher / lower than the total at the 95% confidence interval. Significantly higher ↑ / ↓ lower than the previous post election survey at the 95% confidence interval.



Rating of party election campaigns (by age within gender)

Views on individual party campaigns also vary by age. Younger voters aged 18-34 years were most positive about the Labor and Greens campaigns. The oldest voter cohort, aged 65 years and over, were most positive about the Coalition campaign and largely viewed all other campaigns as negative. Women slightly younger than this (aged 55-64 years) were most critical of the Coalition campaign and also the United Australia Party campaign.

How positive or negative party campaign has been



Q11B. Using the slider, please indicate how positive or negative each of the following parties' election campaigns have been?

Base (2022): All respondents (n=1,000).

Significantly higher / lower than the total at the 95% confidence interval.

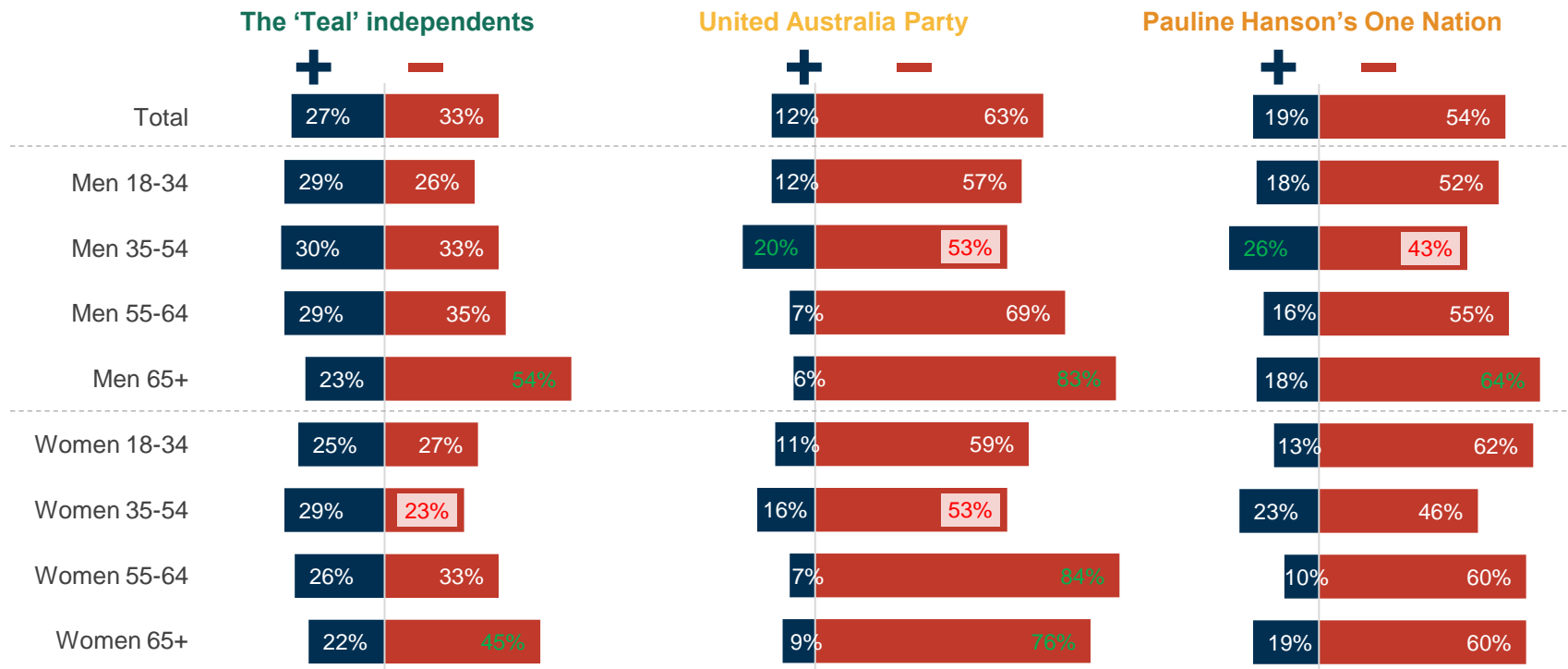


Rating of party election campaigns (by age within gender)

Campaigning by the Teal independents had similar appeal among both men and women and across the under 55s but, on balance, was most well received among women aged 35-54 years.

Voters aged 35-54 years were less critical than other groups of the United Australia Party and One Nation campaigns.

How positive or negative party campaign has been



Q11B. Using the slider, please indicate how positive or negative each of the following parties' election campaigns have been?

Base (2022): All respondents (n=1,000).

Significantly **higher** / **lower** than the total at the 95% confidence interval.

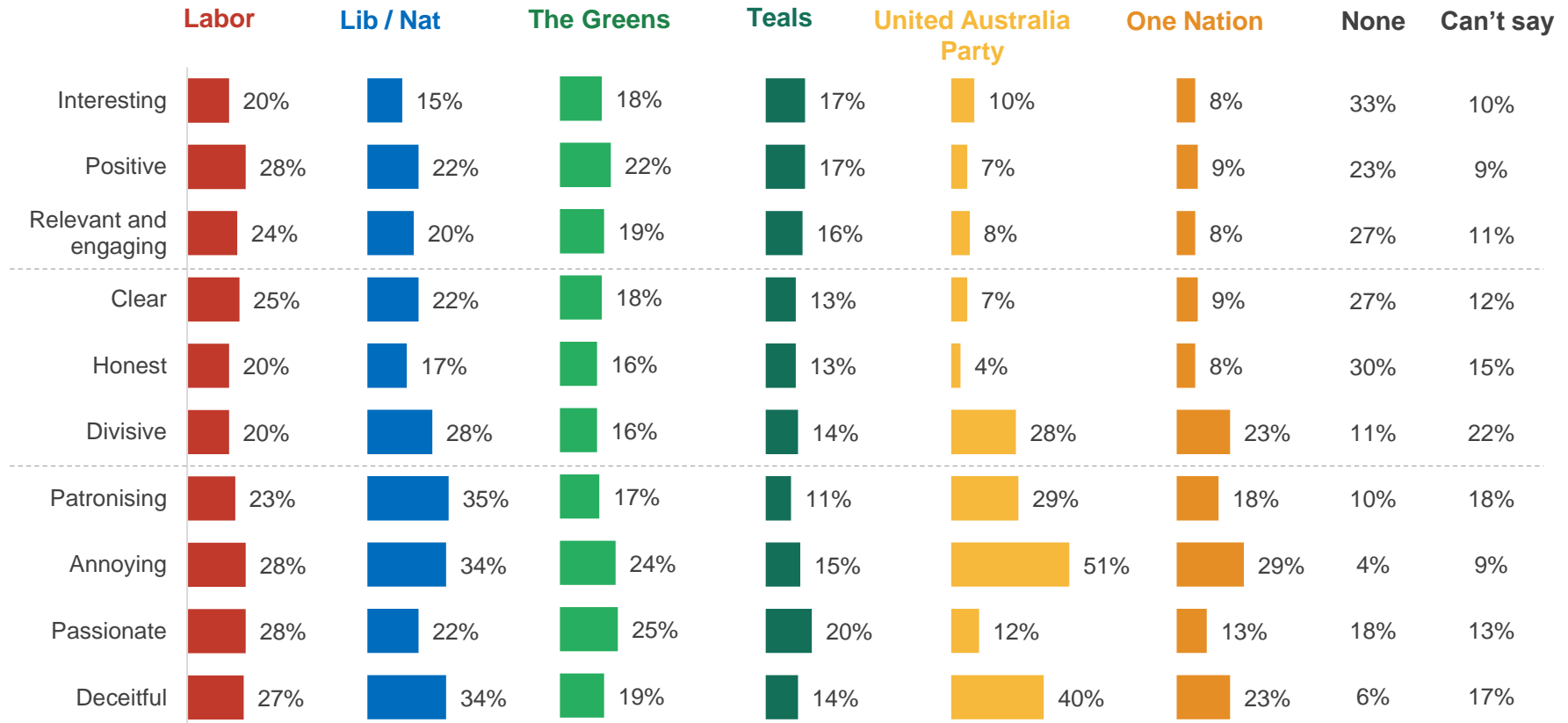


Description of party election campaigns

Voter assessment of the Labor campaign is more positive than for the Coalition campaign. More voters describe the Labor campaign as positive, passionate, relevant / engaging, clear, honest and interesting. In contrast, more found the Coalition campaign patronising, annoying, deceitful and divisive – also the leading terms selected to describe the United Australia Party and One Nation campaigns. Again, among their own party supporters, assessment of the different party campaigns was generally more positive. A majority of voters found the UAP campaign to be annoying.

Which campaigns are best described by each of these words or phrases?

Multiple response





News and information during the election campaign

The most useful sources in this election campaign for keeping informed and helping to decide who to vote for were free to air television, both commercial stations (35%) and the ABC and SBS (23%), as well as major newspapers (22%) and online news sites (20%).

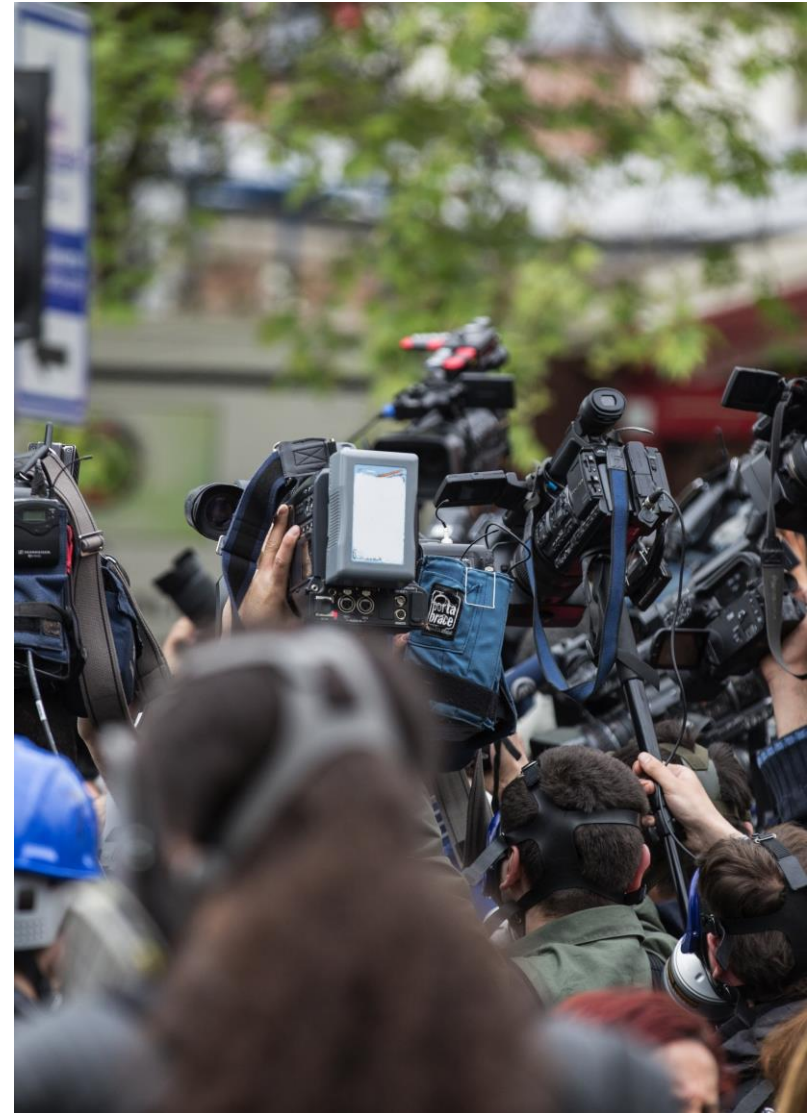
Free to air television was used more by those aged 55 years and over, particularly those aged 65 plus, but less so by 18-34 year olds.

Talking to family, friends and colleagues (17%) and political party / candidate websites (12%) were other key sources during the election campaign, particularly among those who voted for minor parties and independents.

Social media sources (18%) such as Facebook, YouTube and Twitter were mainly used by those under 55 years, particularly 18-34 year olds (31%). Greens voters, skewed younger, were also more likely than other groups to source information from social media (32%).

Almost three in ten voters (29%) claim to have watched at least one of the televised leader debates. Just over one in ten viewed each individual debate.

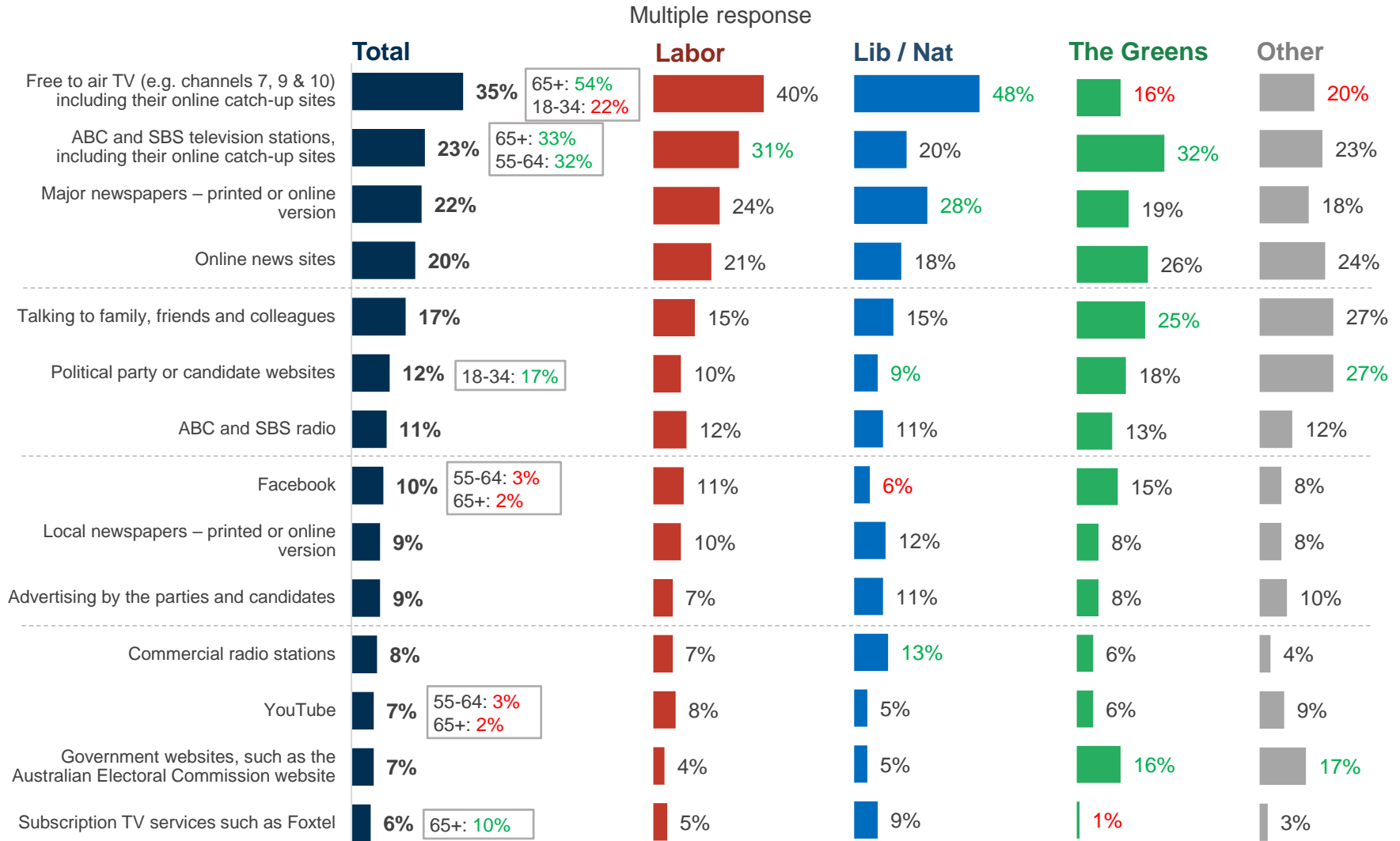
Younger voters aged 18-34 years, particularly men, and Labor voters were most likely to have watched a leader debate. Those aged 55-64 years, particularly women, and those who voted for a minor party (excluding the Greens) or an independent were least likely to have tuned in.



Useful sources of news and information for the election campaign



Most useful sources of news and information for election campaign – above 5% of total response



D1a. Which were the most useful sources of news and information for you in this election campaign to keep you informed and help you decide who to vote for? Please select all that apply.

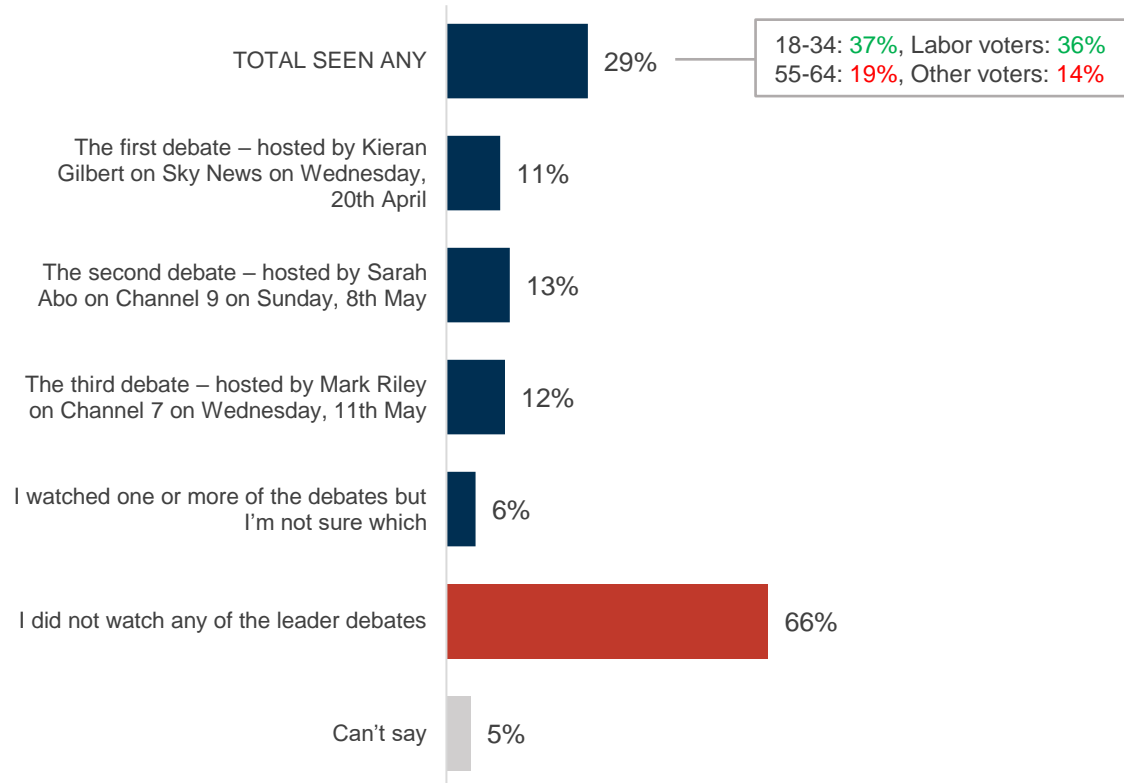
Base (2022): All respondents (n=1,000); Labor (n=368); Lib / Nat (n=316); Greens (n=121); Other (n=59).
Significantly higher / lower than the total at the 95% confidence interval.



Viewing of leader debates

Leader debates watched

Multiple response



Q25. Which of the leader debates between Prime Minister Scott Morrison and Opposition Leader Anthony Albanese did you watch during the election campaign? Please select all that apply.

Base (2022): All respondents (n=1,000).

Significantly higher / lower than the total at the 95% confidence interval.



**What type of
Government did
people prefer?**



Preferred election outcome

Asked to consider a range of possible election outcomes, almost half of voters preferred a majority government formed either by Labor (25%) or the Liberal-National Coalition (24%). Among their own party supporters, a majority Labor (59% of Labor voters) or Liberal / National (62% of Liberal / National voters) government was preferred.

Almost one in five voters (19%) preferred a minority Labor Government supported by independents and minor parties, and this was the preferred outcome among 51% of Greens voters and 44% of those who voted for other minor parties or independents.

Half as many voters (9%) preferred a minority Liberal-National Coalition Government.

Almost one in four voters preferred some other type of government (11%) or were undecided (12%). When pressed with the scenario of a hung parliament outcome, these voters largely maintain these views.

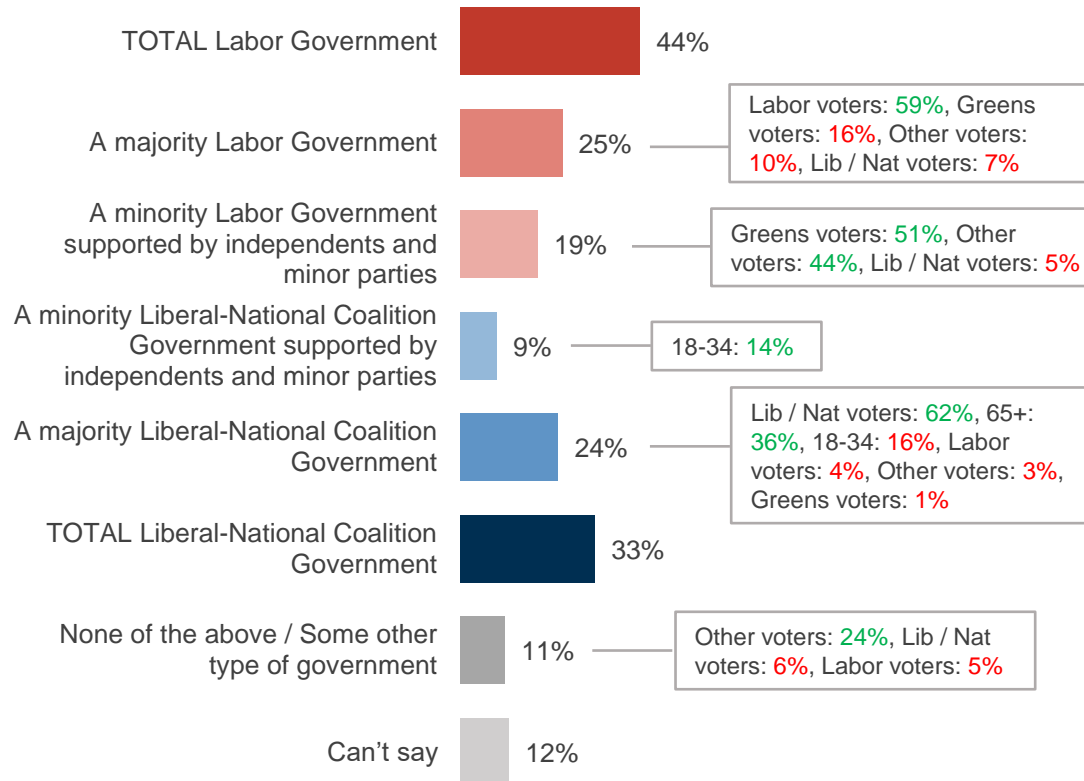
Similarly, under the hung parliament scenario, those who preferred a majority Labor Government largely supported a minority Labor Government, and those who preferred a Liberal-National majority Government largely supported a minority Liberal-National Government.





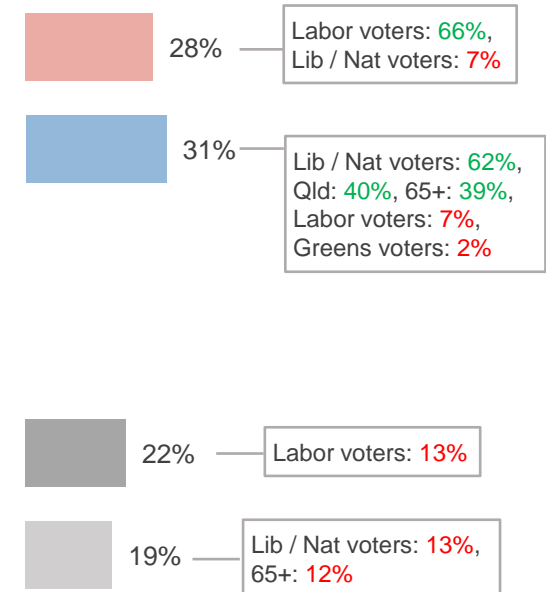
Preference for majority or minority government

Preferred 2022 election result



Preference if a hung Parliament

(among those who prefer a majority government, other, can't say)



Q28. The election could result in a majority Liberal-National Coalition Government, a majority Labor Government, or a hung parliament where the Coalition or Labor must negotiate to form a minority government with the support of independents and minor parties.

What is your preference for the type of parliament that is formed as a result of Saturday's election? / Q29. If there is a hung parliament with neither the Liberal-National Coalition nor Labor winning enough seats to form a majority Government in their own right, would you prefer that independents and minor parties support a Liberal-National Coalition minority Government or a Labor minority Government?

Base (2022): All respondents (n=1,000); those who prefer a majority government, other, can't say (n=729).

Significantly higher / lower than the total at the 95% confidence interval.

THERE ARE OVER 25 MILLION PEOPLE IN AUSTRALIA...

FIND OUT WHAT THEY'RE THINKING.



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03 8685 8555



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[@JWSResearch](#)

John Scales
Founder
jscales@jwsresearch.com

Mark Zuker
Managing Director
mzucker@jwsresearch.com

Katrina Cox
Director of Client Services
kcox@jwsresearch.com

Jessica Lai
Research Director
jlai@jwsresearch.com

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