



TRUE ISSUES®

**SPECIAL RELEASE
FUTURE MADE IN
AUSTRALIA**

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J W S R E S E A R C H

Reaction to Future Made In Australia highly dependent upon investment in different industries and voting intention



There is a decent platform of support but people still need some convincing

Overall national support for the Federal Government's Future Made In Australia plan sits just below half the country (49%), but outright rejection of the policy vision is relatively low (14% opposed). A substantial proportion of the population are sitting on the fence in a neutral posture (23%) or currently indicate they don't know or aren't sure (14%, significantly higher for women and 35-54 year olds).

Men (54%) support Future Made In Australia at a significantly higher rate than women (43%). ALP voters (67%) are significantly more likely to support the plan while LNP voters have higher than average opposition but their support still outweighs opposition 2-to-1 (43% support, 31% oppose).

Reaction to industry policy investment in renewables swings on voting intention

On wind turbine research and manufacturing investment, 72% of ALP voters and 71% of Greens voters are supportive, compared to 55% overall. By comparison only 41% of LNP voters are supportive.

Solar panel research and manufacturing tells a similar story, where how people vote frames their response. Overall support for taxpayer backing of solar sits at 62%,

with significantly higher support among ALP (78%) and Greens (75%) voters but significantly lower (although still majority) support among LNP voters (53%).

Support for solar is in the majority across all gender and age groups and all states and territories, and significantly higher among 55+ year olds and in WA.

Majority taxpayer support for nuclear energy still requires a lot of persuasion by its proponents

Developing nuclear energy generation through taxpayer-funded industry policy sits as a big challenge for its advocates. Total overall support sits at 41%, with 27% opposed. The task for nuclear energy proponents is to over time pull a big chunk off the significant neutral column (25%) or those who currently can't say (7%).

The LNP may be encouraged that 60% of their likely voters support nuclear power focused industry policy, but it's a big gap to those leaning towards other parties. From Labor, Greens through the minor parties and independents the drop off in support for nuclear ranges from 20 to 30 points less, with opposition (40%) outweighing support (28%) among Greens voters. Women are very hesitant on nuclear industry policy (30% support, 32% oppose), unlike men who are clearly in favour (53% support, 22% oppose).

Food processing and efficient agriculture is very popular but investing in quantum computing lacks majority support



Some industries receive positive responses despite little mention in announcements to date

An insight the Government may want to pay some close regard to is Australians contemporary strong support for food and agriculture based industry policy as a potential part of Future Made In Australia.

Total support for food processing and more efficient agriculture investment is relatively high (70%). There is only a 5-point stronger response from those in country Australia (73%) compared to metropolitan residents (68%), meaning taxpayer support for food industries is high across the nation. It is also very popular (81% support) in Tasmania/NT/ACT, where there are a handful of key seats expected to be hotly contested at the next federal election. Pertinent to the political equation is that both LNP (74%) and Greens (75%) voters are almost as likely to back food and agriculture industry support as Labor leaning voters (78%).

Investment in energy efficient building materials is also a popular potential industry area, with 72% of Australians saying they are supportive. Again, this potential area of government investment finds particularly strong support in Tasmania/NT/ACT (87%) and among Labor (84%) and older voters (79%).

Quantum computing needs more sell and critical minerals no more popular in target resource states

The Federal Government's foray into backing quantum computing with taxpayer investment requires further convincing, with only 42% supportive of this area of industry policy. Only 17% of Australians are outright opposed, but 41% are either neutral or can't say.

Critical mineral exploration, extraction and processing does receive majority support (60%), but given the strong communications focus by government on this being the part of the Future Made In Australia plan designed to back WA and Queensland in particular, it does not receive notably higher backing in these resource states. Neither WA (64%) or Queensland (62%) records significantly higher than the national average in support for critical mineral investment.

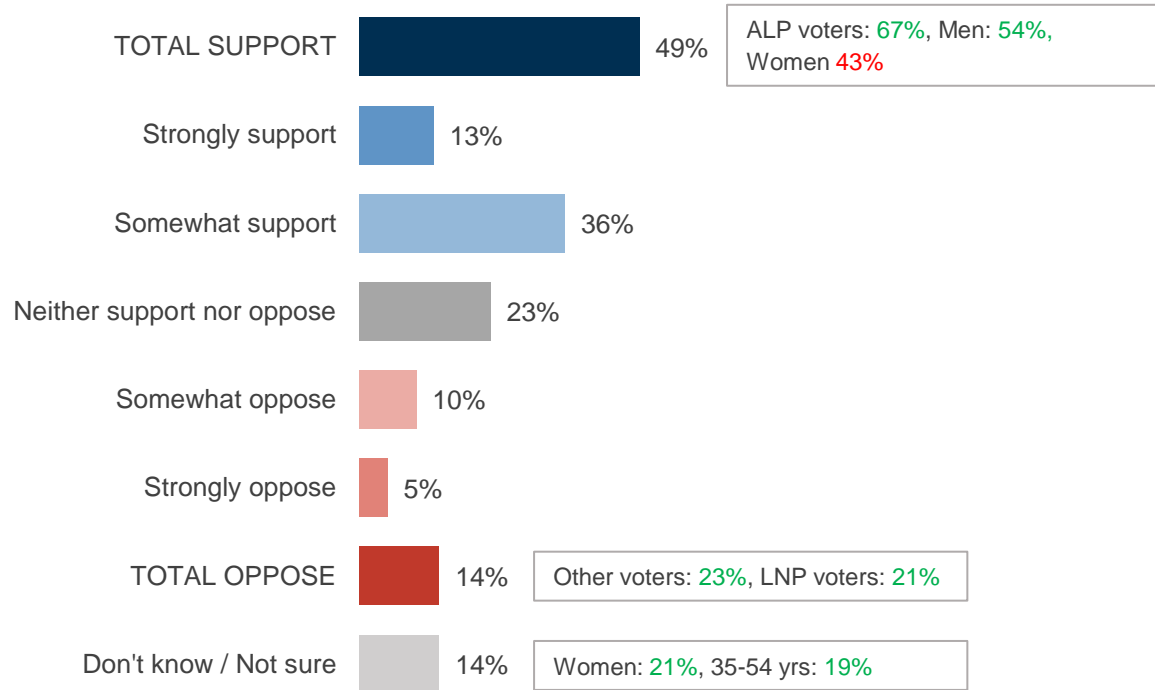
Taxpayer investment in industries like robotics (49%), satellites and space based communications (42%) and space based science and research (37%) were all below majority support among the 13 different modern manufacturing and research-based industries tested.

Investments in manufacturing medical devices (74%) and medicines and pharmaceuticals (73%) gain the most support.

Men support Future Made in Australia plan at significantly higher rate; women at a significantly lower rate



Support of the Federal Government’s new Future Made In Australia plan



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

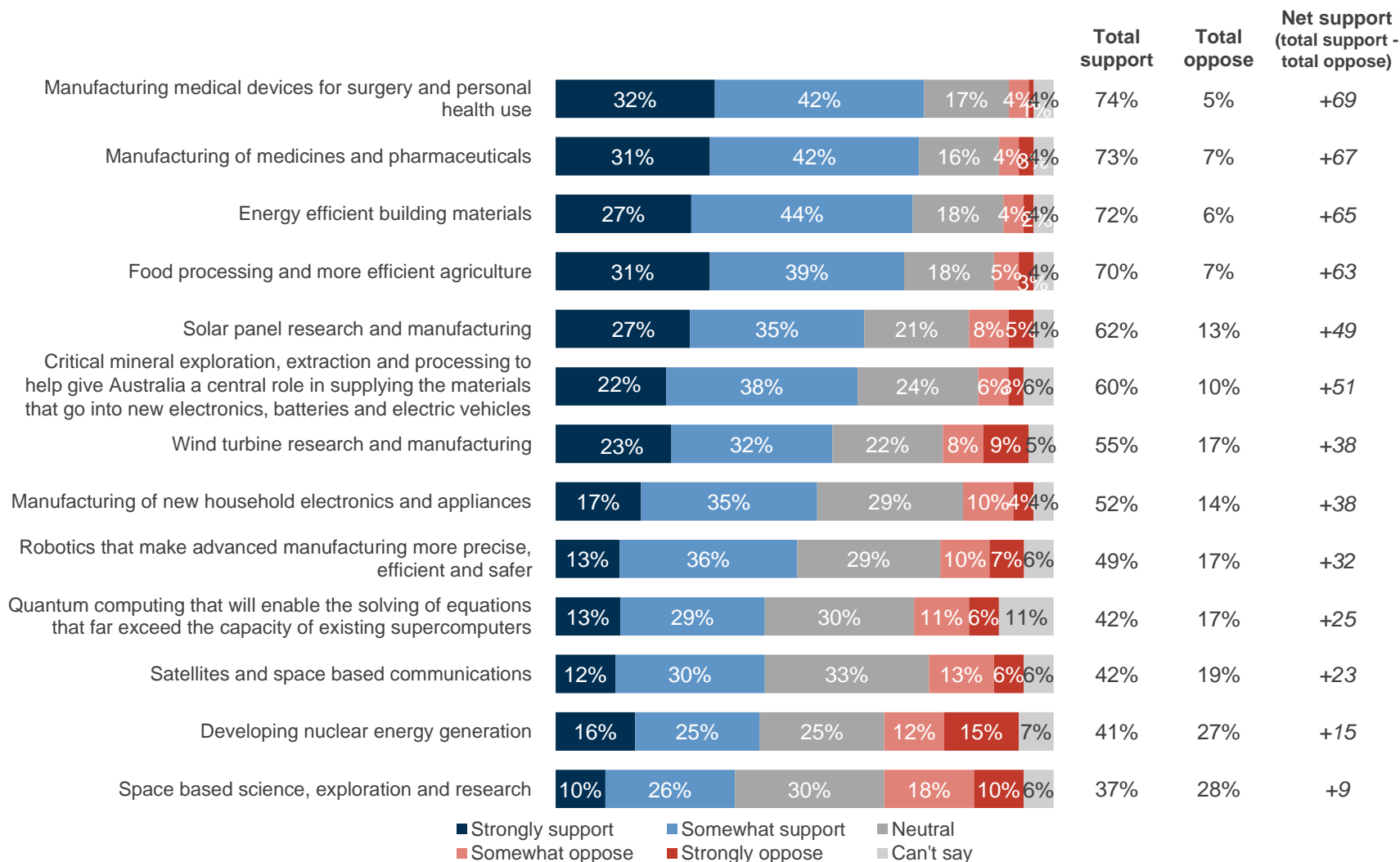
Q. Many advanced economies around the world are starting to make substantial government investments into key industries that are seen as central to economic success in the 21st century. It means billions of dollars in taxpayer money being invested into industries that have until now typically been expected to find their own sources of investment. Similarly, the Federal Government has announced a new Future Made In Australia plan that will back private sector companies regarded as capable of giving Australia a competitive advantage on the world stage in new economy sectors like renewable energy, low carbon manufacturing and critical minerals. A commercially competitive return on this taxpayer investment cannot be guaranteed, and there are risks in the Government intervening in the market with taxpayer dollars rather than relying on the market itself to decide what is a commercially viable investment, although many other countries are doing it in an effort to compete. To what extent do you support or oppose the Australian Government’s new Future Made In Australia plan, that will see large amounts of taxpayer funds invested into industries seen as central to our economic success in the 21st Century?

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

More than seven in ten support large amounts of taxpayer funds being invested into medical-related manufacturing



Support for large amounts of taxpayer funds being invested to industry



Q. Do you support or oppose large amounts of taxpayer funds being invested into each of the following 21st century industries in Australia?
 Base: All respondents (n=1,000).

ALP voters and older Australians more likely to support large amounts of taxpayer funds being invested in industry



Support for large amounts of taxpayer funds being invested to industry cont'd (% total support)

	Total	Men	Women	18-34 yrs	35-54 yrs	55+ yrs	ALP voters	LNP voters	Greens voters	Other voters
Manufacturing medical devices for surgery and personal health use	74%	74%	74%	65%	69%	86%	80%	78%	76%	72%
Manufacturing of medicines and pharmaceuticals	73%	74%	73%	65%	68%	85%	81%	77%	77%	68%
Energy efficient building materials	72%	69%	74%	65%	69%	79%	84%	67%	79%	71%
Food processing and more efficient agriculture	70%	71%	69%	58%	65%	83%	78%	74%	75%	66%
Solar panel research and manufacturing	62%	62%	62%	55%	60%	69%	78%	53%	75%	53%
Critical mineral exploration, extraction and processing to help give Australia a central role in supplying the materials that go into new electronics, batteries and electric vehicles	60%	68%	53%	50%	57%	72%	68%	69%	59%	50%
Wind turbine research and manufacturing	55%	59%	52%	54%	55%	56%	72%	41%	71%	52%
Manufacturing of new household electronics and appliances	52%	56%	49%	43%	49%	62%	62%	55%	47%	48%
Robotics that make advanced manufacturing more precise, efficient and safer	49%	54%	44%	49%	51%	47%	56%	51%	50%	35%
Quantum computing that will enable the solving of equations that far exceed the capacity of existing supercomputers	42%	49%	35%	40%	45%	41%	52%	39%	46%	34%
Satellites and space based communications	42%	49%	35%	37%	43%	45%	51%	39%	46%	44%
Developing nuclear energy generation	41%	53%	30%	38%	42%	44%	39%	60%	28%	38%
Space based science, exploration and research	37%	45%	28%	39%	37%	35%	45%	37%	39%	32%

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

Q. Do you support or oppose large amounts of taxpayer funds being invested into each of the following 21st century industries in Australia?

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

ALP voters and older Australians more likely to support large amounts of taxpayer funds being invested in industry



Support for large amounts of taxpayer funds being invested to industry cont'd (% total support)

	Total	Metro	Regions	NSW	Vic	Qld	WA	SA	Tas / ACT / NT
Manufacturing medical devices for surgery and personal health use	74%	73%	76%	71%	72%	78%	74%	78%	85%
Manufacturing of medicines and pharmaceuticals	73%	72%	76%	71%	72%	74%	77%	82%	75%
Energy efficient building materials	72%	71%	73%	71%	69%	67%	76%	78%	87%
Food processing and more efficient agriculture	70%	68%	73%	68%	66%	70%	74%	78%	81%
Solar panel research and manufacturing	62%	63%	60%	58%	57%	63%	72%	71%	68%
Critical mineral exploration, extraction and processing to help give Australia a central role in supplying the materials that go into new electronics, batteries and electric vehicles	60%	60%	61%	59%	58%	62%	64%	61%	64%
Wind turbine research and manufacturing	55%	58%	50%	55%	50%	53%	66%	63%	62%
Manufacturing of new household electronics and appliances	52%	52%	52%	50%	48%	55%	59%	51%	63%
Robotics that make advanced manufacturing more precise, efficient and safer	49%	53%	40%	48%	49%	46%	56%	44%	57%
Quantum computing that will enable the solving of equations that far exceed the capacity of existing supercomputers	42%	44%	38%	44%	39%	40%	45%	40%	49%
Satellites and space based communications	42%	42%	41%	41%	39%	44%	45%	42%	49%
Developing nuclear energy generation	41%	40%	44%	42%	41%	42%	35%	41%	51%
Space based science, exploration and research	37%	38%	34%	36%	37%	36%	37%	39%	45%

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

Q. Do you support or oppose large amounts of taxpayer funds being invested into each of the following 21st century industries in Australia?

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

**THERE ARE
OVER
27 MILLION
PEOPLE
IN AUSTRALIA...**

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WHAT THEY'RE
THINKING.**



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03 8685 8555



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John Scales
Founder
jcales@jwsresearch.com

Mark Zuker
Managing Director
mzucker@jwsresearch.com

Jessica Lai
Senior Research Director
jlai@jwsresearch.com

Cassandra Marks
Account Manager
cmarks@jwsresearch.com

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