



Post Federal Election Survey Special Release: Election policies and the re-elected Labor Government's second term

June 2025

Public backs the re-elected Labor Government to tackle the more complex reforms and prioritise productivity this term

A new line of enquiry and analysis undertaken through our post election quantitative research offers a series of insights about election policies and the potential of economic and fiscal reform. The data offers some compelling insights about the legislative and fiscal debate ahead for Australia.

The public overwhelmingly agrees (81%) that the Albanese Government should use this Parliamentary term to tackle some of the more difficult and complex reforms needed to grow the economy and balance the federal budget. Enthusiasm for this policy objective is evidenced by the proportion who strongly agree (48%) being even higher than the number who somewhat agree (33%).

Overwhelming agreement with this idea of the re-elected government undertaking more of the difficult to do reforms is consistent across key demographic segments including age, gender, household income, education level and residential geography.

This public appetite for an economic approach that is long term in vision and challenging in its complexity is also reflected in the solid endorsement of the Treasurer's public comments immediately after the election result that the Government would prioritise improving Australia's productivity during this term of office. 61% agree with the approach of putting a higher focus on productivity during the second term. While the combined neutrals and undecideds is comparatively high (33%), this

likely reflects how the productivity debate is not a simple one and many Australians do harbour concerns about what it means for them.

Nonetheless agreement for putting a higher focus on productivity is again consistent across key demographic groups and disagreement with this economic objective very low across the board (11% or less).

The Australian community's receptivity to difficult policy tasks in the wake of Labor's strong election win on 3rd May is also reflected in their attitude to broad based tax reform as a policy concept. Despite the inevitability of trade offs in any sweeping tax system reform, and winners and losers created by changes to certain revenue settings, there is solid majority backing for it in the public domain (56% support) and very low levels of opposition (7% oppose).

While clearly there is need for further and deeper research to see how this initial public posture responds to specific proposals, a consistency in this public appetite for change can be found in past JWS Research data. May 2024's *True Issues* found only 24% of Australians agreed the tax system was working well and not in need of substantial reform.

Additionally in our associated research of May 2025 more people regarded the election campaign as economically irresponsible (38%) than economically responsible (30%). Clearly there is a significant mood for tax reform.

Some of the Labor Government's policy agenda is well supported but many policies don't have majority backing

Notably there are some crossbench policies that secure strong levels of support despite their costly implications for the federal budget if ever to be adopted by the Government. Extending Medicare to cover dental (80% support) and fully funding public schools to the Gonski Review standard (57% support) both get the backing of Australians.

Some crossbench revenue proposals also see firm majority backing including the imposition of a 10% tax on billionaires (62% support) and a 40% tax on the excess profits of large corporations (61% support).

Interestingly 45% support for a public inquiry into AUKUS and the submarines pact also gives some weight to views that a sizable proportion of the Australian public remain concerned about what these big defence plans will mean for our economic and security future.

The post election data shows that clear policy drivers of Labor's decisive victory were two of their big policy commitments in the health portfolio. Improving bulk billing rates by incentivising GPs and listing more medicines on the PBS to cost no more than \$25 a script both get support of almost three quarters of Australians (72% apiece). Public awareness for both these policy offerings was also strong.

Extending the energy bill rebate (60% support and 64% awareness) and the two-year income tax cut (59% support and 53% awareness) are also popular and fairly well-known parts of the Government's agenda.

There are a number of policies where Australians' awareness of the commitment is relatively solid but the actual level of overall support for these policies is significantly more modest:

- Cutting student HECS/HELP debt sees awareness among 81% of Australians but support is only 52%.
- The Government's policy of \$10bn in loans and grants to build 100,000 homes for first home buyers sees good public awareness of 67% yet support is 17 points lower at 50%.
- The free TAFE policy has awareness among 65% of the community but support lower at 54%.

There are in fact quite a number of the Labor Government's policies that do not secure overall majority support, even when public awareness is quite healthy:

- Doubling the tax on high balance super accounts sees public awareness of 49% of Australians and overall support at just 38%.
- Banning non-compete clauses in employment contracts has quite low awareness of 42% and overall public support of only 39%.
- Taxpayers subsidising the mortgages of first home buyers has decent policy awareness at 61% but overall support at 43%.

Improving policy awareness typically drives greater support

- New vehicle emissions standards sees awareness at 48% but support 5 points lower at 43%.
- Taxpayers subsidising the cost of household batteries has public awareness of 47% and support also below majority at 46%.
- The 82% renewable energy target that Labor took to the election has solid awareness among 62% of the community yet support lower at 49%.

These policy insights are likely to add some granularity and nuance to the ongoing public and parliamentary debates about the Government's second term 'mandate'.

These results ought to be interpreted with three key things in mind. Firstly, the support levels for these Government policies is consistently higher among those who were actually aware of them, and in most cases this pushes support into a majority. In essence improving policy awareness typically drives greater support.

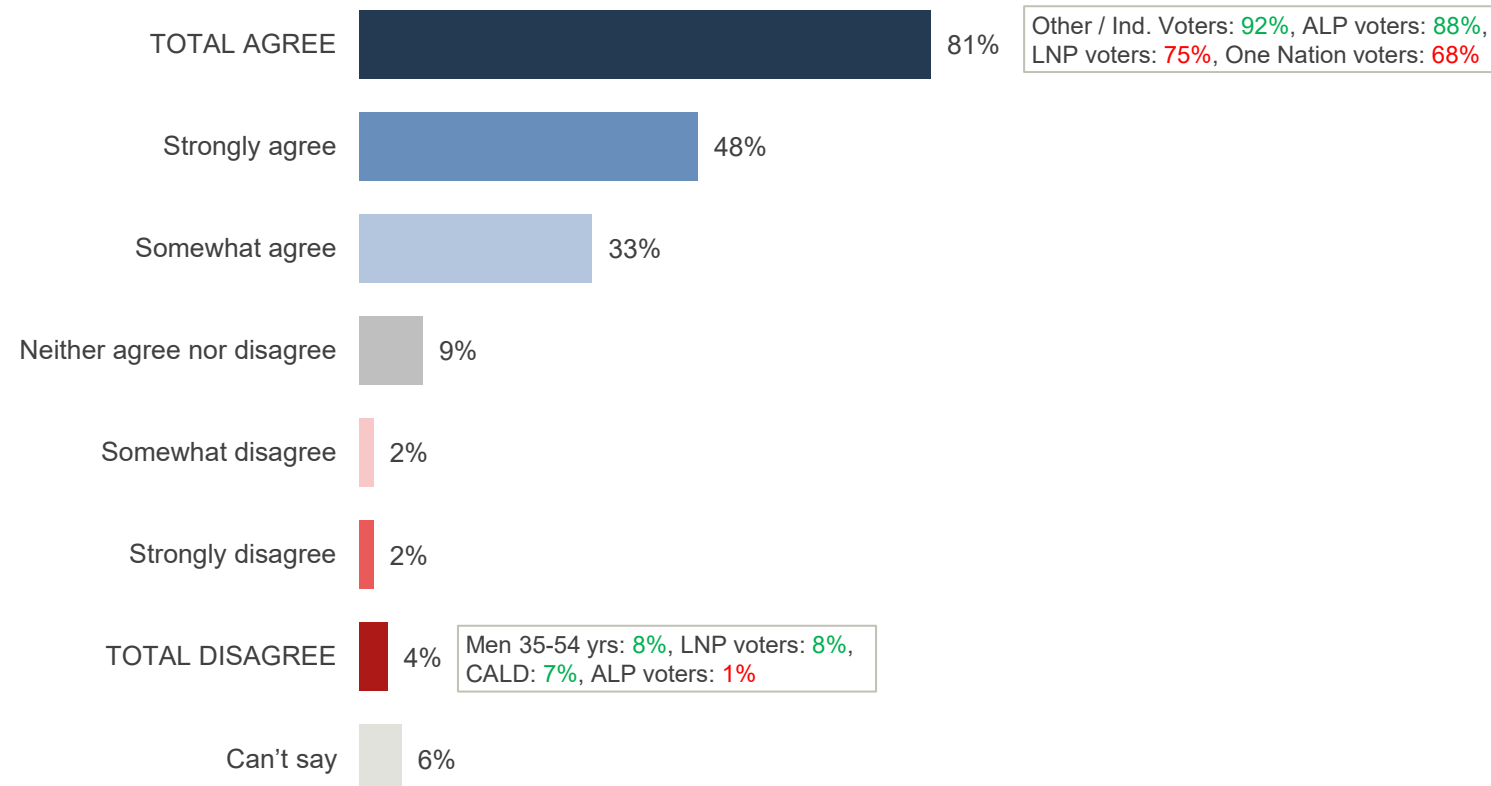
Secondly, support levels for these Labor Government policies is significantly higher amongst the cohort of Labor voters, it is when all voters are captured that the public's support overall becomes more modest.

Thirdly, how policies are worded in the survey is important. Where applicable we decided to note the budget cost of policy commitments, thereby prompting the participant to at least briefly consider the economic dimension of these proposals advocated during the campaign and now forming the core of the re-elected government's agenda.

Exploring public opinion on these policies and the government's agenda throughout the parliamentary cycle – dynamic and complex as it is – will constitute an important research exercise in the wake of this immediate post election analysis.

There is strong agreement that Government should tackle more difficult reforms to grow economy and balance budget

Attitude to Government using this term to tackle some of the more difficult and complex reforms needed to grow our economy and balance the federal budget



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

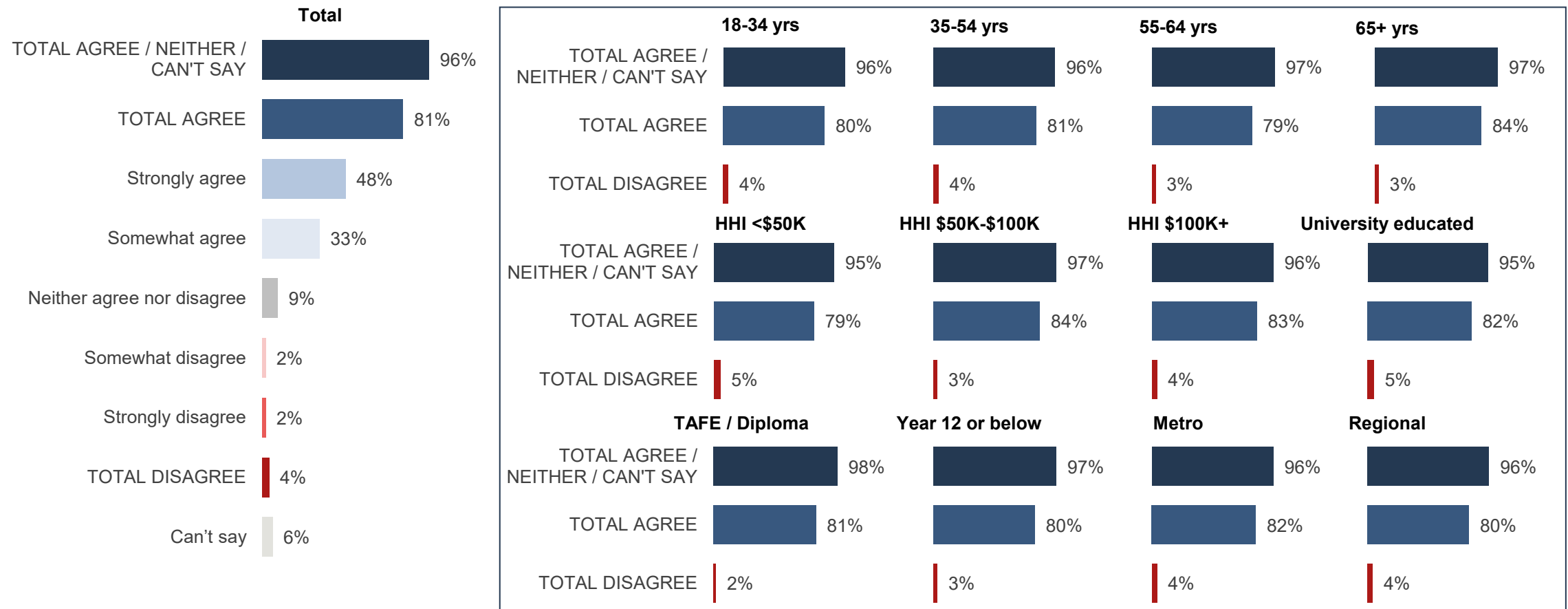
Q34. Labor has won a large majority in the House of Representatives, or lower house, at the weekend election.

Do you agree or disagree that the Albanese Government should use this next Parliamentary term to tackle some of the more difficult and complex reforms needed to grow our economy and balance the federal budget?

Base (2025): All respondents (n=1,000).

Tackling reform to grow our economy and balance the federal budget resonates across all key demographic groups

Attitude to Government using this term to tackle some of the more difficult and complex reforms needed to grow our economy and balance the federal budget – by demographics



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

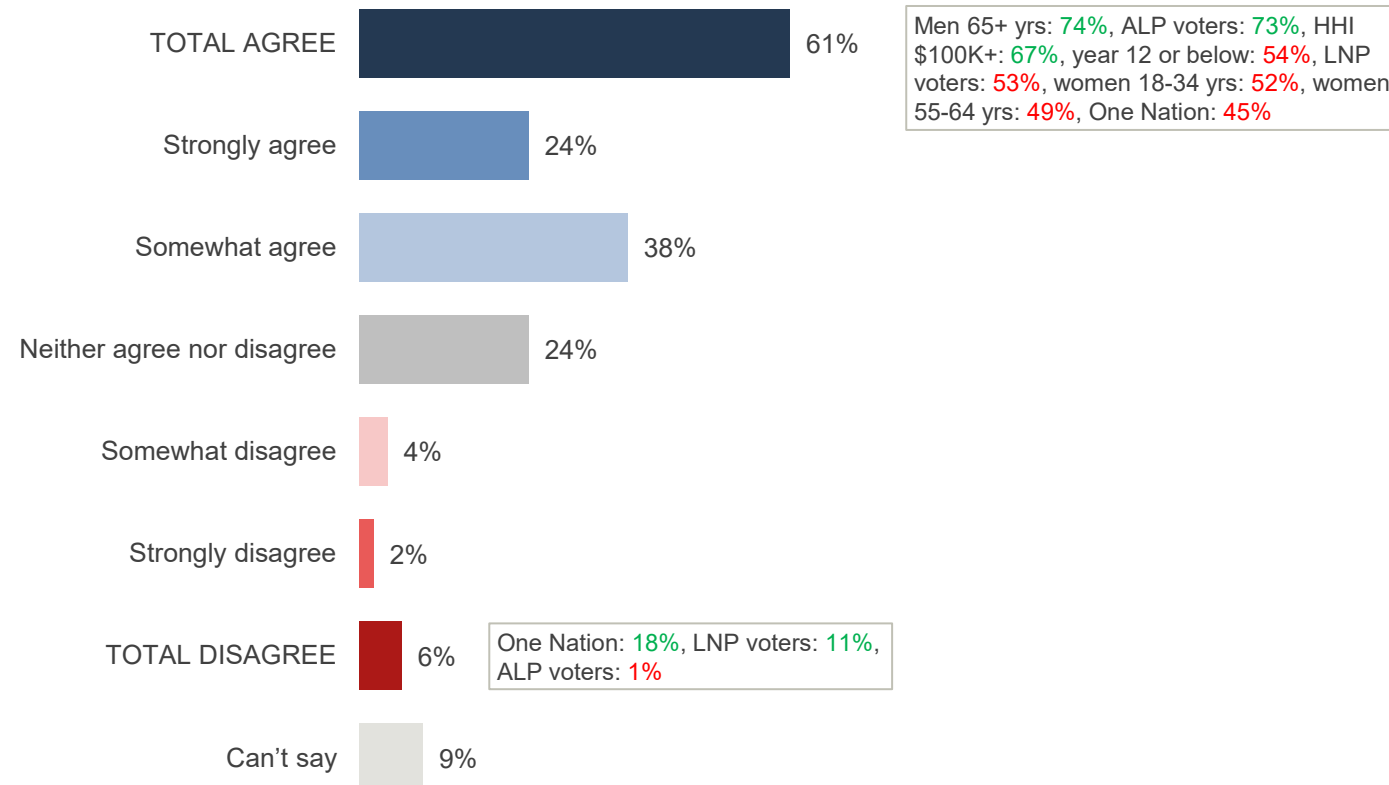
Q34. Labor has won a large majority in the House of Representatives, or lower house, at the weekend election.

Do you agree or disagree that the Albanese Government should use this next Parliamentary term to tackle some of the more difficult and complex reforms needed to grow our economy and balance the federal budget?

Base (2025): All respondents (n=1,000).

Australians endorse Treasurer's sentiment of putting a priority on productivity during the Government's second term in office

Attitude to the Government placing a higher priority on productivity in this second term



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

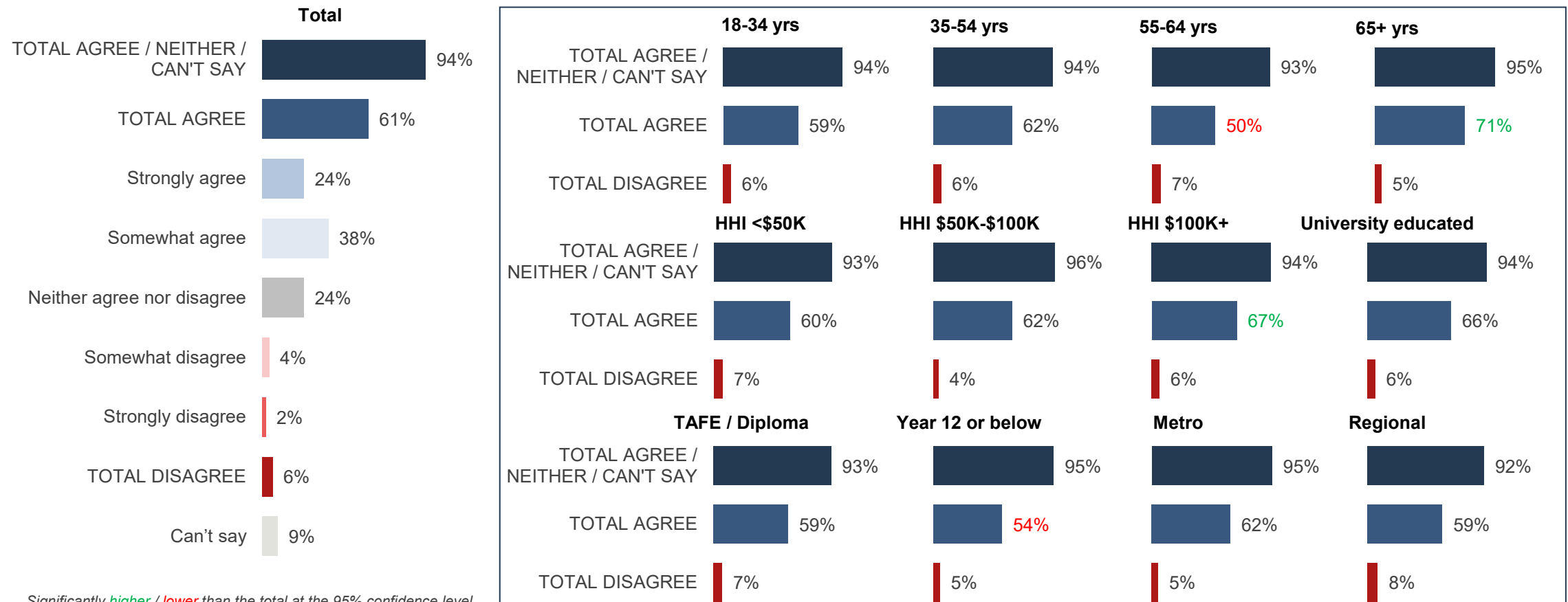
Q35. After Labor's election win, the Federal Treasurer Jim Chalmers said:

"The best way to think about the difference between our first term and the second term that we won last night — the first term was primarily inflation without forgetting productivity, the second term will be primarily productivity without forgetting inflation." Do you agree or disagree with this approach of putting a higher focus on productivity during the Albanese Government's second term in office?

Base (2025): All respondents (n=1,000).

Focus on productivity gets higher support from 65+ year olds and those on higher incomes, less from non-tertiary educated

Attitude to the Government placing a higher priority on productivity in this second term



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

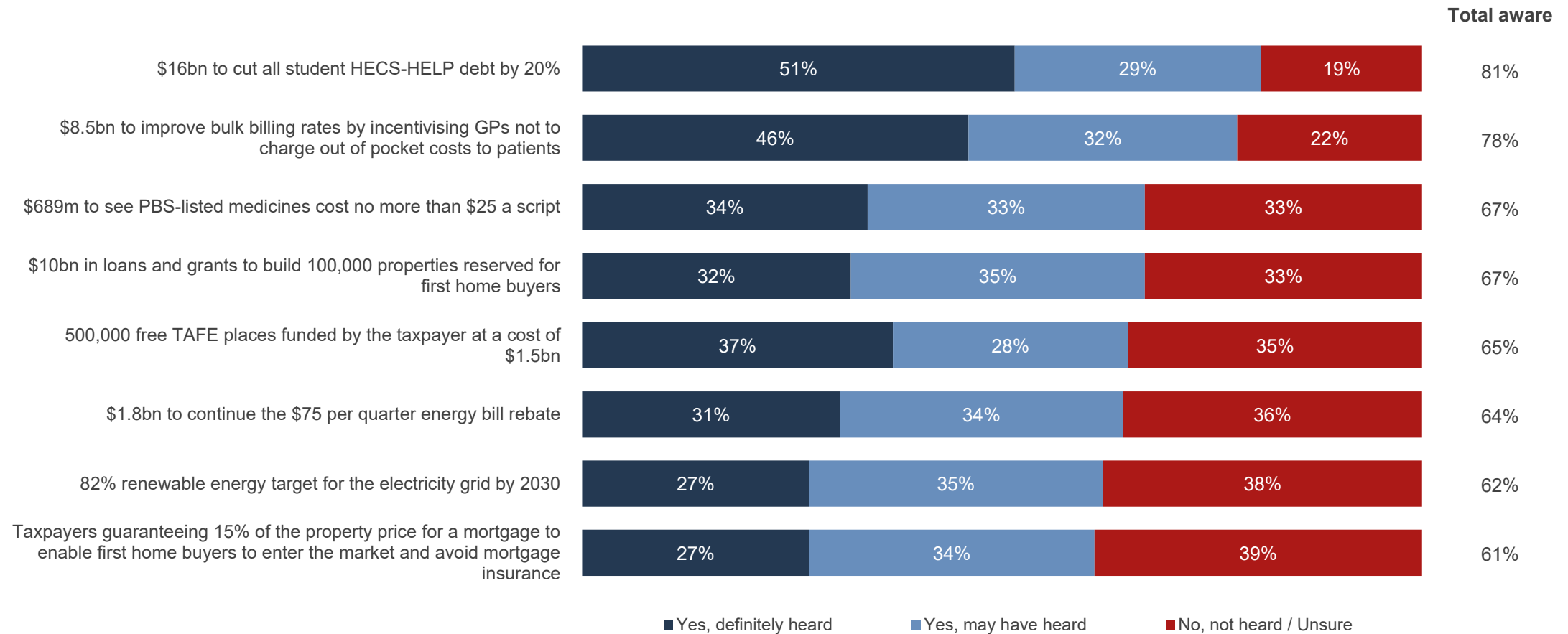
Q35. After Labor's election win, the Federal Treasurer Jim Chalmers said:

"The best way to think about the difference between our first term and the second term that we won last night — the first term was primarily inflation without forgetting productivity, the second term will be primarily productivity without forgetting inflation." Do you agree or disagree with this approach of putting a higher focus on productivity during the Albanese Government's second term in office?

Base (2025): All respondents (n=1,000).

Strong public awareness of the HECS and health policies

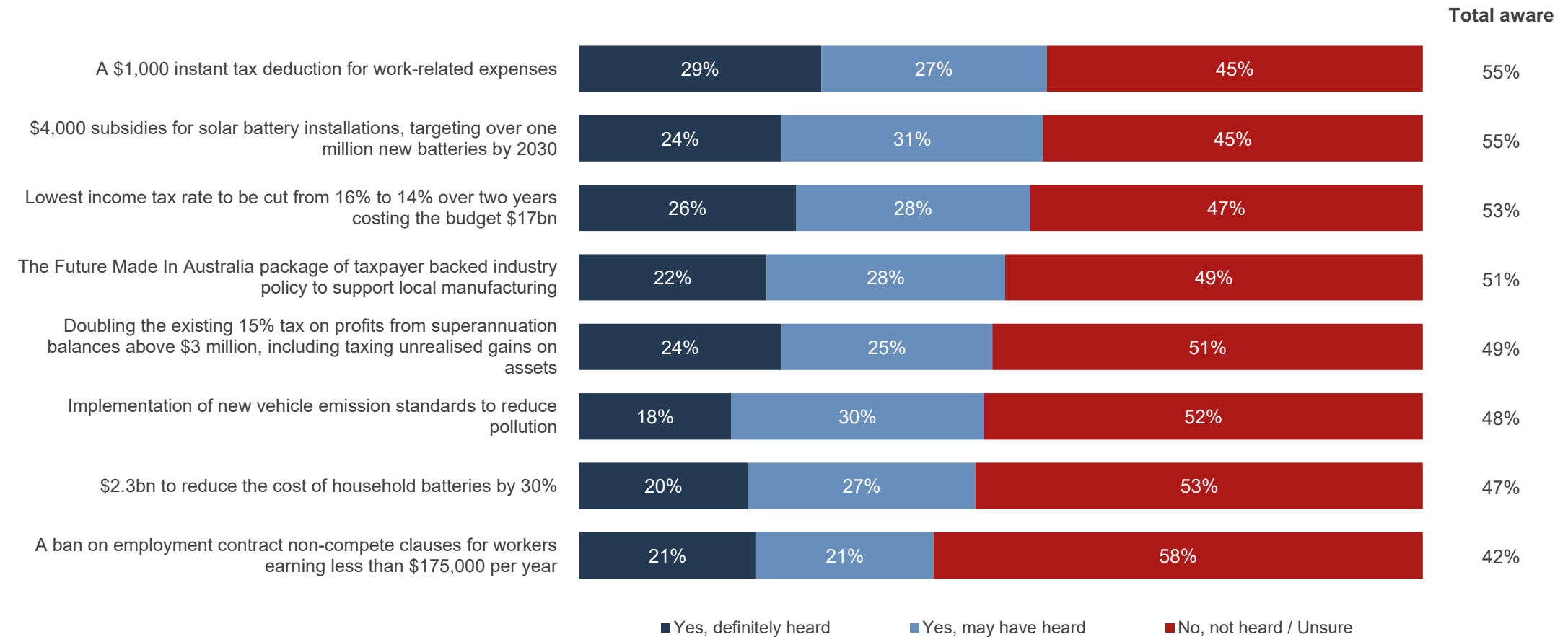
Awareness of policy commitments before voting in the 2025 federal election



Q30. Which of these policy commitments had you heard about **before** you voted in this election?
 Base (2025): All respondents (n=1,000).

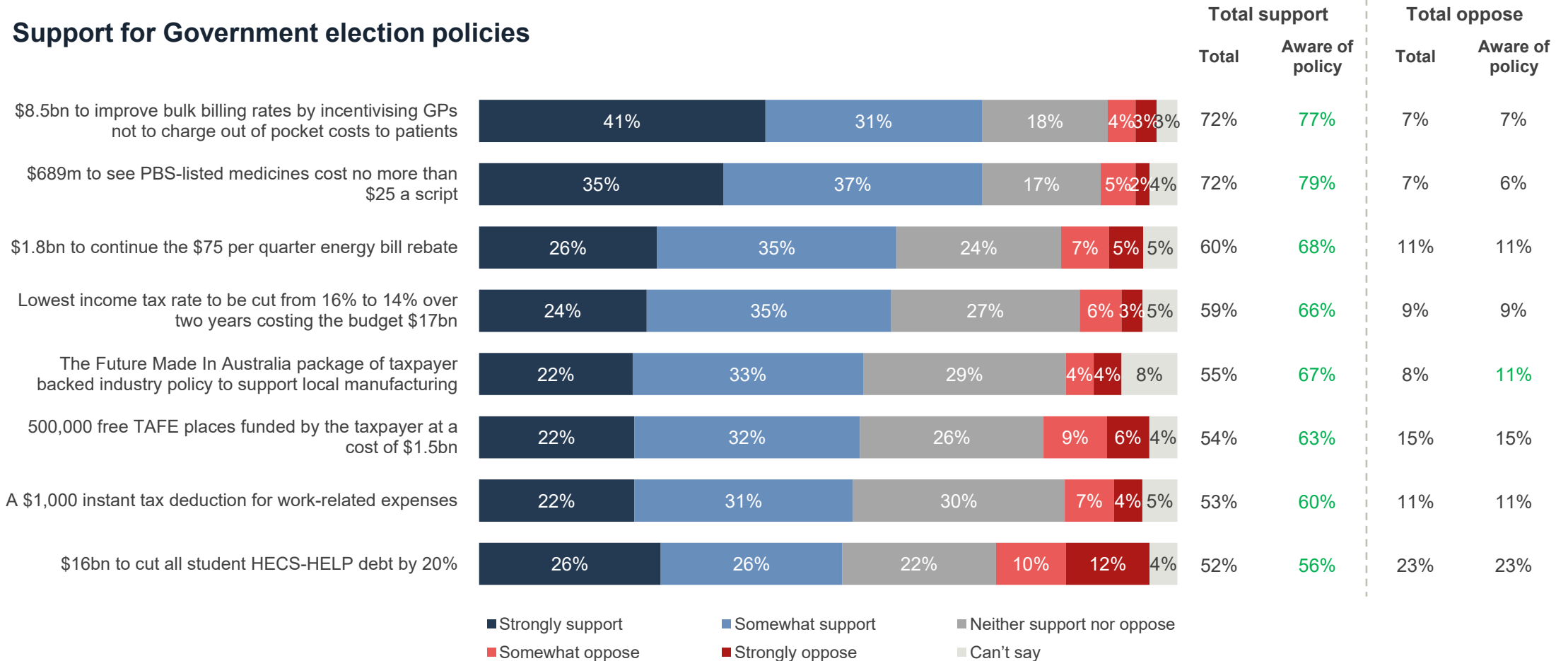
Low public awareness of non-compete ban, household batteries subsidy and new car emissions standards

Awareness of policy commitments before voting in the 2025 federal election (cont'd)



Q30. Which of these policy commitments had you heard about **before** you voted in this election?
 Base (2025): All respondents (n=1,000).

Strong support for health-related policies



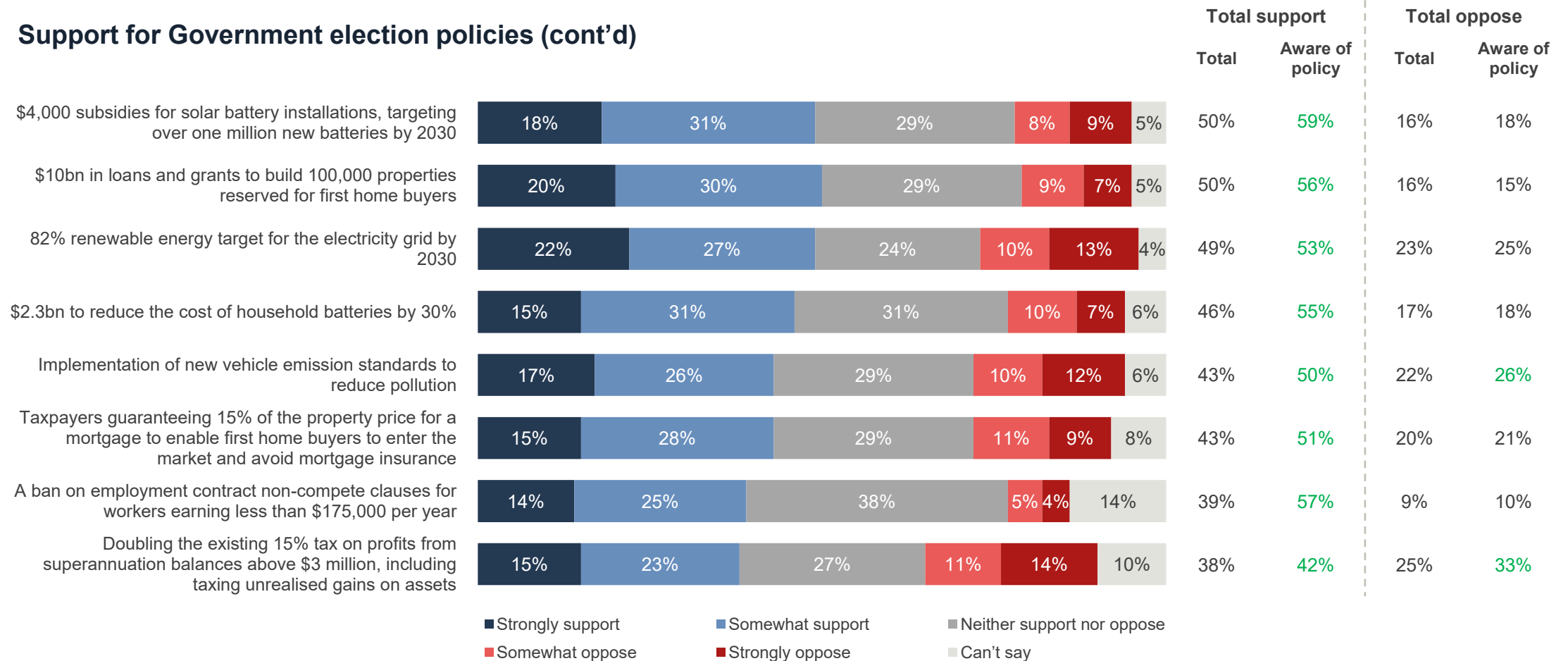
Significantly **higher** than the total at the 95% confidence level.

Q33a. Regardless of their influence on your voting decision, do you support or oppose each of these election policies?

Base (2025): All respondents (n=1,000).

Low support for tax policies and non-compete ban

Support for Government election policies (cont'd)



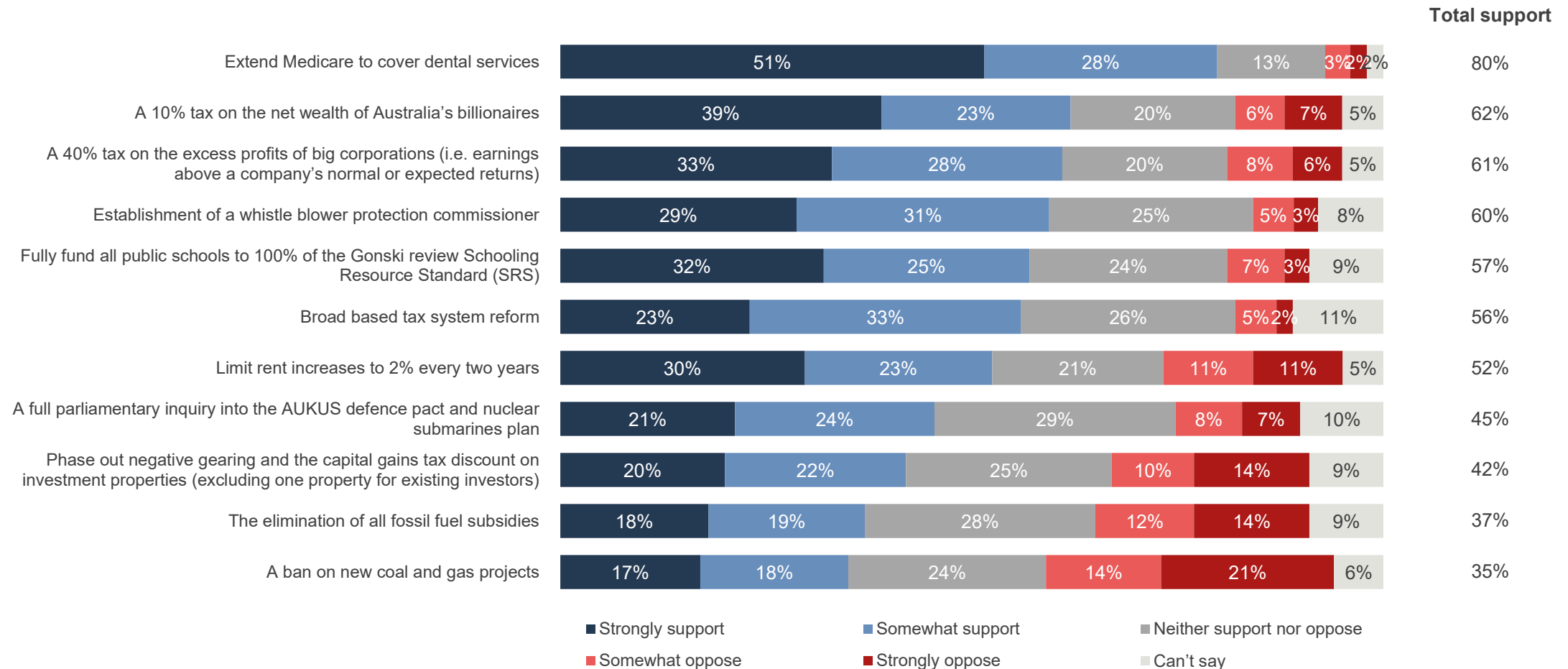
Significantly higher than the total at the 95% confidence level.

Q33a. Regardless of their influence on your voting decision, do you support or oppose each of these election policies?

Base (2025): All respondents (n=1,000).

Putting dental into Medicare has high support but banning fossil fuels has low level of support

Support for crossbench election policies

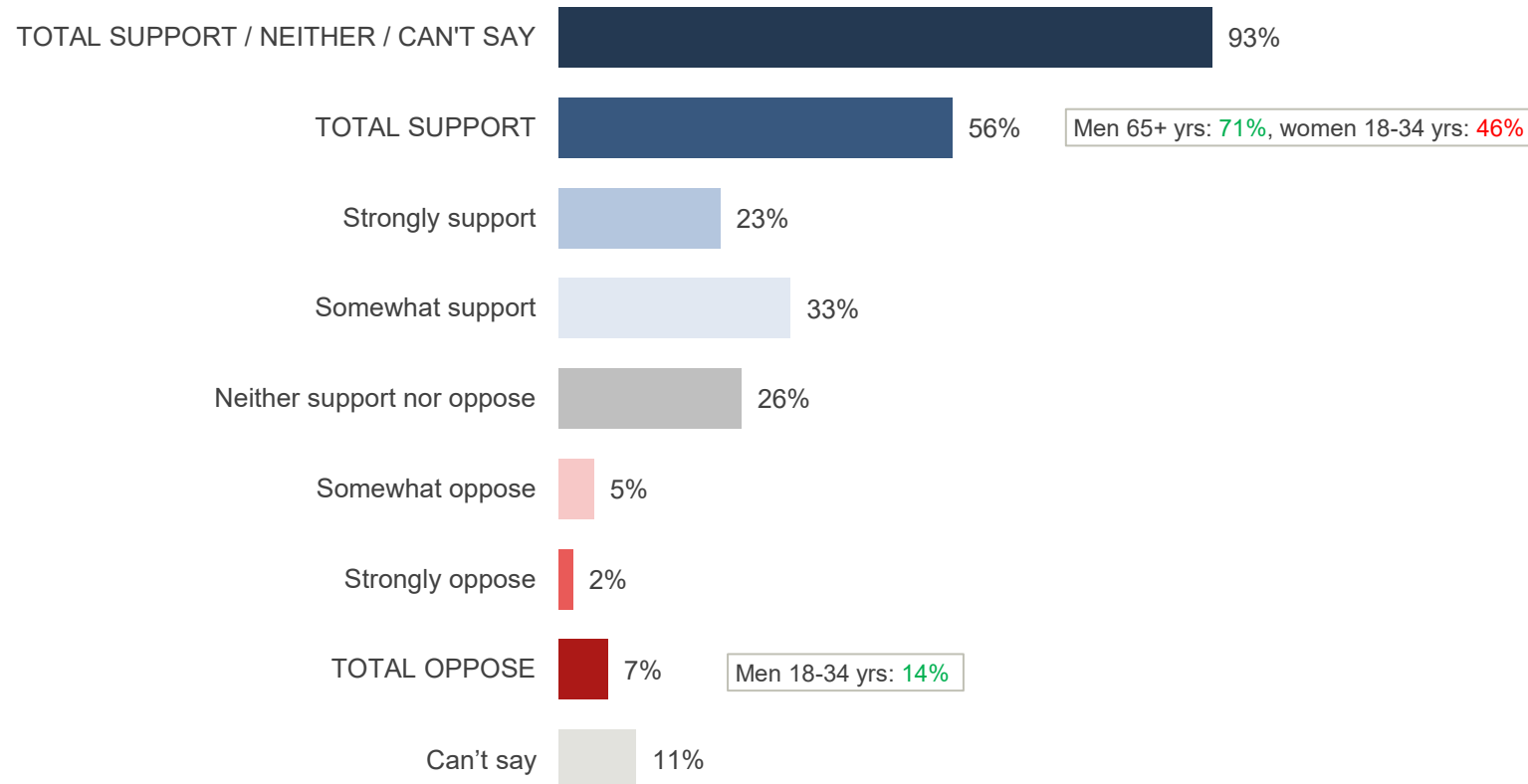


Q33b. And do you support or oppose each of these election policies?

Base (2025): All respondents (n=1,000).

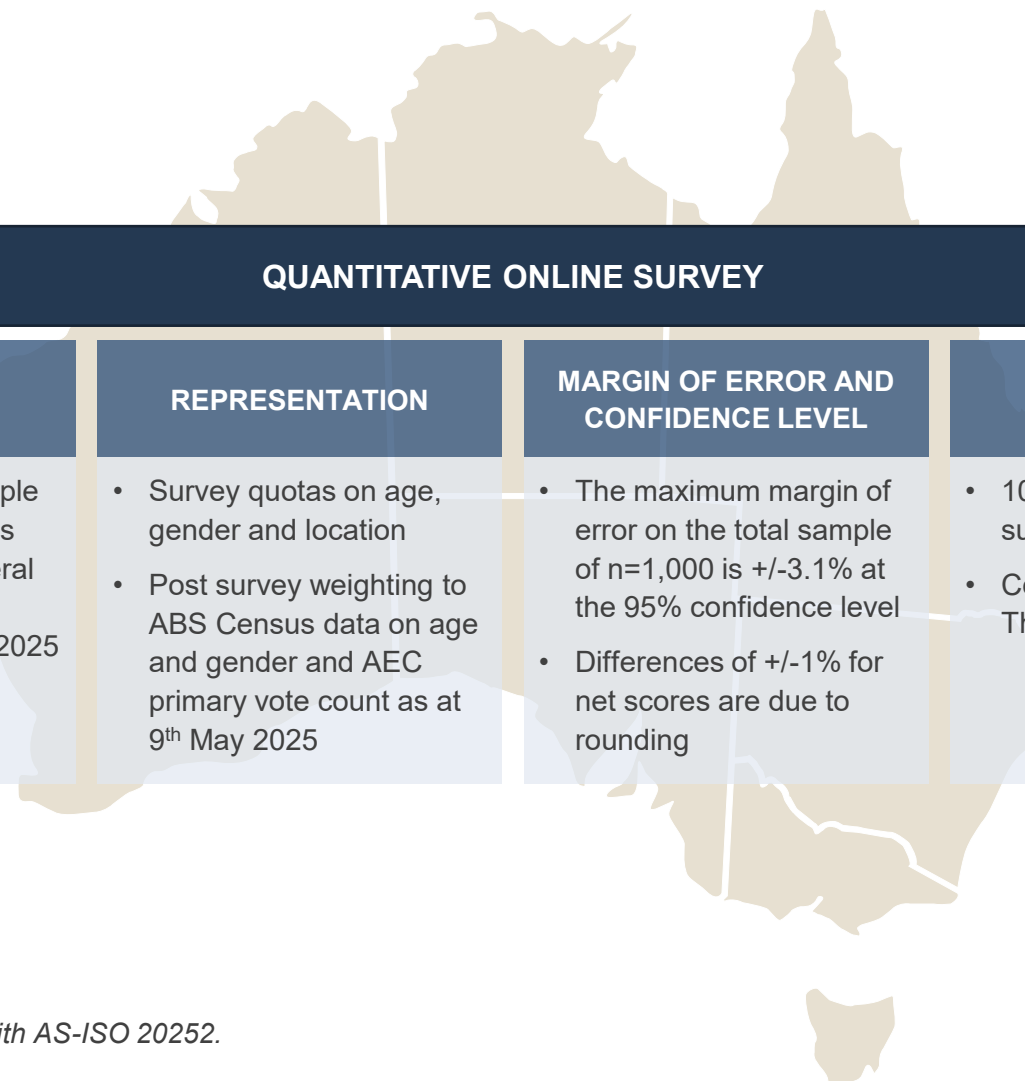
Tax system reform gets majority backing

Support for broad based tax system reform



Significantly **higher** / **lower** than the total at the 95% confidence level.
 Q33b. And do you support or oppose each of these election policies?
 Base (2025): All respondents (n=1,000).

Survey methodology




QUANTITATIVE ONLINE SURVEY			
SAMPLE SIZE	REPRESENTATION	MARGIN OF ERROR AND CONFIDENCE LEVEL	TIMING
<ul style="list-style-type: none">A representative sample of n=1,000 Australians who voted in the federal election held on Saturday, 3rd of May 2025	<ul style="list-style-type: none">Survey quotas on age, gender and locationPost survey weighting to ABS Census data on age and gender and AEC primary vote count as at 9th May 2025	<ul style="list-style-type: none">The maximum margin of error on the total sample of n=1,000 is +/-3.1% at the 95% confidence levelDifferences of +/-1% for net scores are due to rounding	<ul style="list-style-type: none">10 minutes in length (full survey)Conducted Tuesday 6th to Thursday 8th May 2025

The research was conducted in compliance with AS-ISO 20252.



**There are over 18 million voters
in Australia...**

Find out what they're thinking.

 **Contact us**
03 8685 8555

 **Follow us**
@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
Senior Research Director
jlai@jwsresearch.com

Tom Cameron
Business Development Manager
tcameron@jwsresearch.com

jwsresearch.com
+61 3 8685 8555

Issued: 10th June 2025