



# True Issues<sup>®</sup> Special Release: 2024 US Presidential Election

November 2024

# Australians are highly engaged by US election and opinionated on new Trump presidency



A JWS Research poll on Australian's attitudes towards the US Presidential Election finds that more Australians paid attention to the presidential race (61%) than didn't (39%), with a quarter (25%) saying they followed it 'very closely'.

When asked how they feel about Donald Trump's re-election as US President, a majority (51%) of Australians have negative feelings, including 30% who feel 'extremely negative'. By contrast, only 28% feel positive, with just 10% feeling 'extremely positive'. Rounding out the balance of views are 16% who are neutral towards the result and 5% who can't say.

Among highly engaged Australians – those who paid 'very close' attention to the US Presidential Election – a similar proportion to the average feel negative about Trump's victory (53% compared to 51% overall), but positive views are significantly higher (39% compared to 28% overall), with significantly fewer being neutral (6%) or undecided (1%).

Among those who didn't pay much or any attention to the election, negative views (50%) are on par with the average, while neutral (22%) and undecided (12%) views are significantly higher, with positive views (17%) being significantly lower than the average.

There are a few notable differences by demographic and attitudinal groups on the level of attention paid to the US Presidential Election, but feelings about the result vary markedly. Negative views are significantly heightened compared to the average (51%) among women (60%) and ALP (65%) and Greens (76%) voters, while positive views are above average (28%) among men (35%), LNP voters (42%), higher income households on \$200k+ per year (41%), non-Greens minor party voters (40%), households with children (37%) and people in CALD (Culturally and Linguistically Diverse) households (35%). There are also significantly lower negative views (44%) among people aged 35-54 years.



# Trump Presidency seen as a negative for the USA's reputation and climate change, but impact on Australia is more unknown

Donald Trump's re-ascendancy is seen as potentially having a more negative than positive impact across a range of national and global considerations. The most negative impact of the new Trump presidency is viewed as being on 'the USA's international reputation', with 53% expecting the impact to be negative (27% 'very negative') and 24% positive. Otherwise, the expected impacts are:

- 50% negative and 22% positive for 'the world young people are growing up in'
- 49% negative and 14% positive for 'international efforts to address climate change'
- 47% negative and 29% positive for 'global security'
- 40% negative and 18% positive for 'Australia's export industries'
- 40% negative and 21% positive for 'the Australian economy'
- 29% negative and 23% positive for 'Australia's national security'.

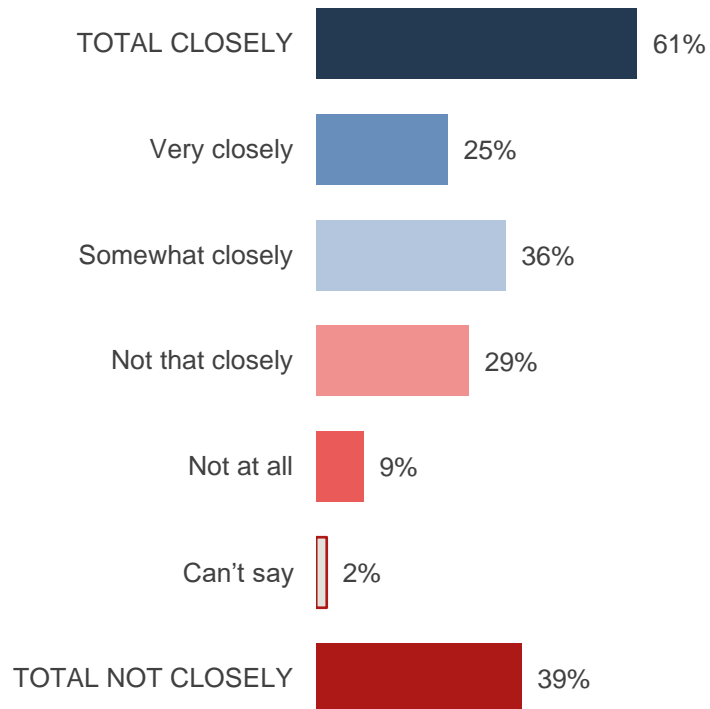
In relation to Australia's national security a substantial proportion (33%) see it as having 'no impact' and the highest level of undecided response is provided in relation to the impact of the new Trump presidency on Australia's export industries (20%).

Similar to their positive sentiment surrounding Donald Trump's re-election, those engaged during the election cycle are significantly more likely to think his re-election will have a positive impact across all national and global considerations. Those not engaged during the election cycle fall more in line with the average Australian, except on the more global issues of 'Australia's export industries' (33% negative vs. 40% overall) and 'international efforts to address climate change' (42% negative vs. 49% overall).

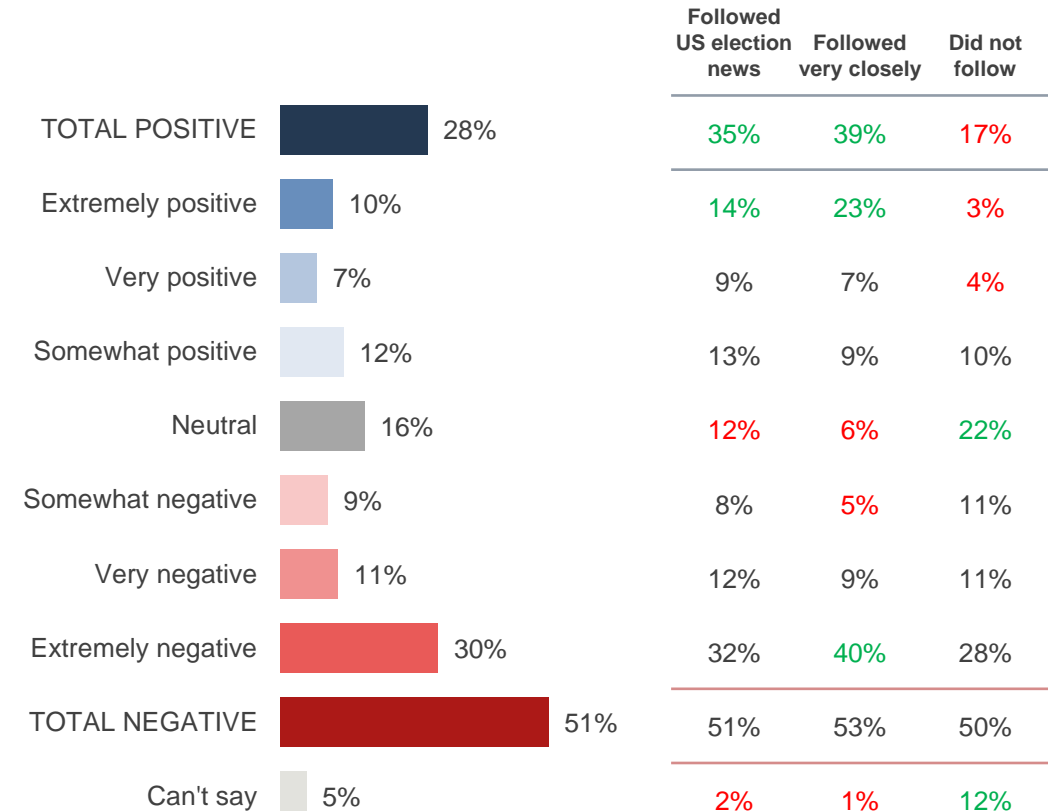


# Extreme negative reactions to Trump victory outweigh extreme positive reactions by 3:1

## How closely followed news about this US election



## Feelings about re-election of Donald Trump as US President



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

Q. Now about the US presidential election held on Tuesday, in which was Donald Trump was re-elected as President. Overall, how closely did you follow news about this US election?

Q. Overall how do you feel about the re-election of Donald Trump as US President?

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

# Australians worry about the stability of the USA, with major concerns surrounding Trump's criminality and competency

There are five major reasons for people to feel 'extremely', 'very', or 'somewhat' negative about the re-election of Donald Trump:

## 1. Criminal behaviour

The main reason provided for negative feelings about the US election is the perceived criminal behaviour of Donald Trump. This includes historical documentation of criminality as well as the fear, or frustration, that he will do more to enrich himself at the cost of Americans and indirectly Australians.

## 2. Incompetence

Many Australians feel that Trump cannot be trusted to make competent or rational decisions in favour of the American people. Some focus specifically on his moral character or self-interest in furthering his own wealth as what will impair his judgement, but others state their more pressing concern is that he is not operating in the same 'reality' as normal people due to mental competency concerns.

## 3. Fear for rights and wellbeing

A substantial number of people exhibited empathy and worry for minorities that may be negatively impacted by the rhetoric and policies of a second Trump administration. Most particularly women and LGBTQIA+ groups are repeatedly mentioned as being at risk, and some worry that this negative rhetoric will also threaten Australian communities in the future.

## 4. Misogyny and sexism

Linked to the above concern, there is concern that due to Trump's past and current rhetoric that he will embolden bigotry within Australia and the USA.

## 5. Unpredictability

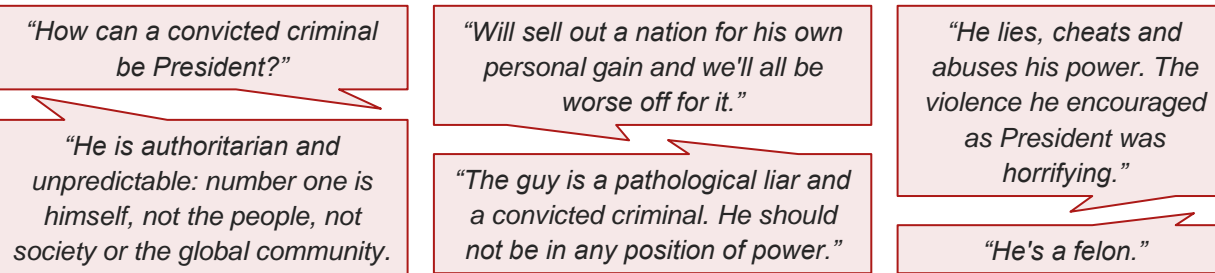
Some Australians appear to think Trump makes rash decisions or can be goaded into doing so without full consideration for their consequences. This erratic nature leaves people concerned as to how stable an actor the USA will be in global affairs, as Trump has feuded with ally nations in the past.

# Australians worry about the stability of the USA, with major concerns surrounding Trump's criminality and competency

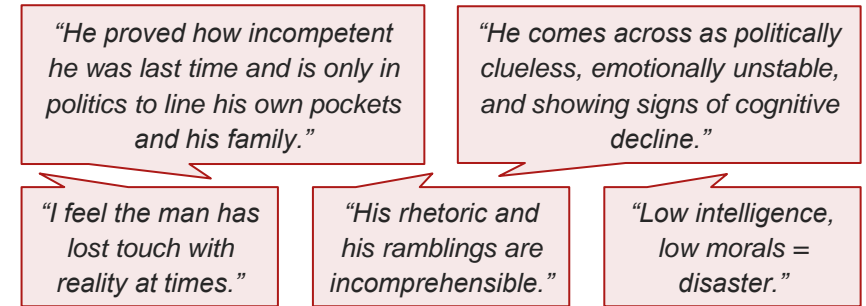
## Reasons for **negative** feelings about re-election of Donald Trump as US President

(Select verbatim comments)

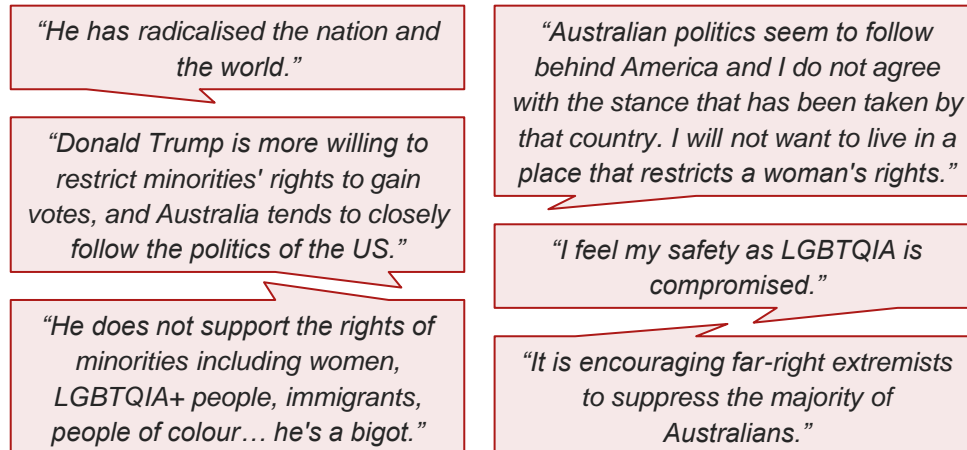
### Criminal behaviour



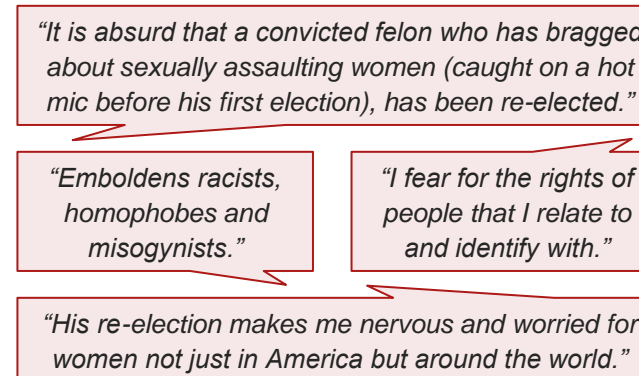
### Incompetence



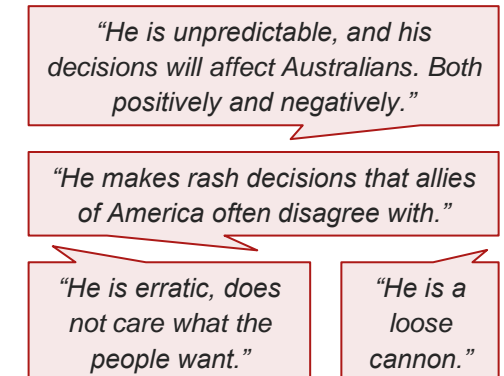
### Fear for rights and wellbeing



### Misogyny and sexism



### Unpredictability



Q. For what reasons do you feel [RATING] about the re-election of Donald Trump as US President?  
Base: Those who feel 'extremely', 'very', or 'somewhat' negative about the re-election of Donald Trump as US President.

# Some Australian's feel Trump's businessman qualities will lead to stronger economic growth and political leadership

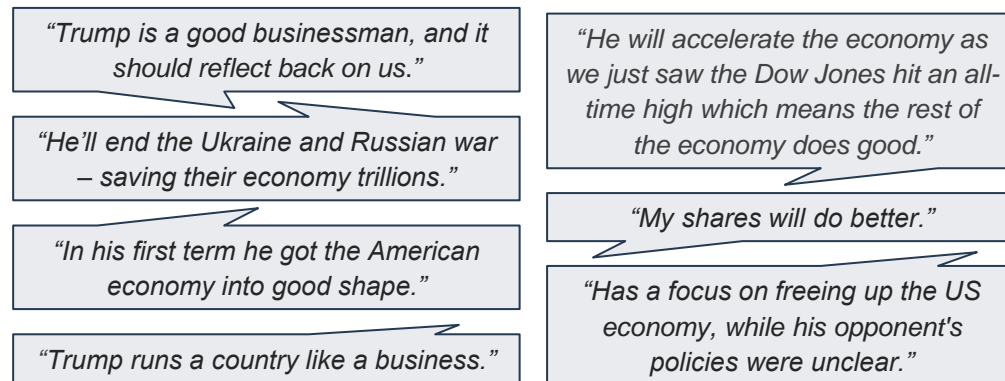
The main premise of **economic improvements** under a Trump US presidency revolve around the US stock market and economic growth, which is being associated with Australia's own growth. There is a perception that Australia will have more, not less, access to the US under Trump despite him campaigning on 10% global tariffs. This thought process appears to be associated with Trump as a 'businessman' that has strong economic credentials and so would not truly adopt hardline protectionist policies against ally nations. People appear to remember benefiting from the US stock market performance during his first term and believe the same will carry through in his second.

For **leadership qualities**, people believe how he speaks on issues is more genuine. He is deemed honest and strong in standing up for what he believes in, with fierce opposition to him being seen as his rhetoric being effective, not divisive. People think he will get more done because of his aggressive, confident statements on policy, but don't think through what the actual impact of those policies mean for Australian industries. He still holds the 'not a politician' moniker, despite having been President, implying he is a fast and effective operator rather than a traditionally slow bureaucratic actor.

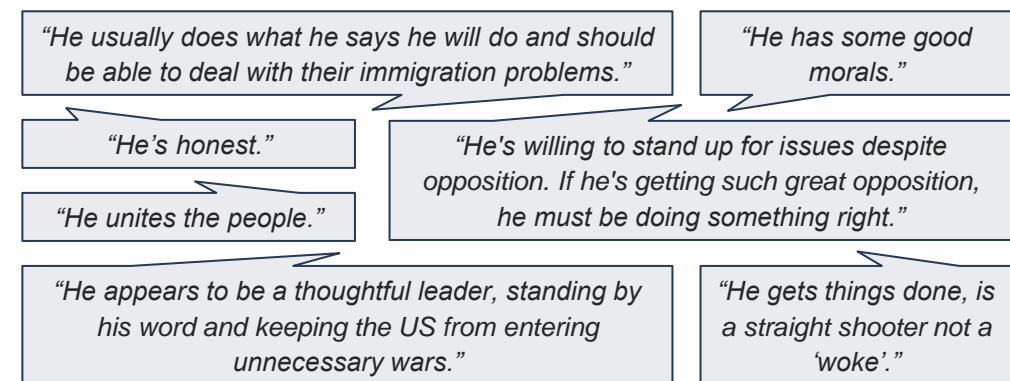
## Reasons for positive feelings about re-election of Donald Trump as US President

(Select verbatim comments)

### Economic improvement



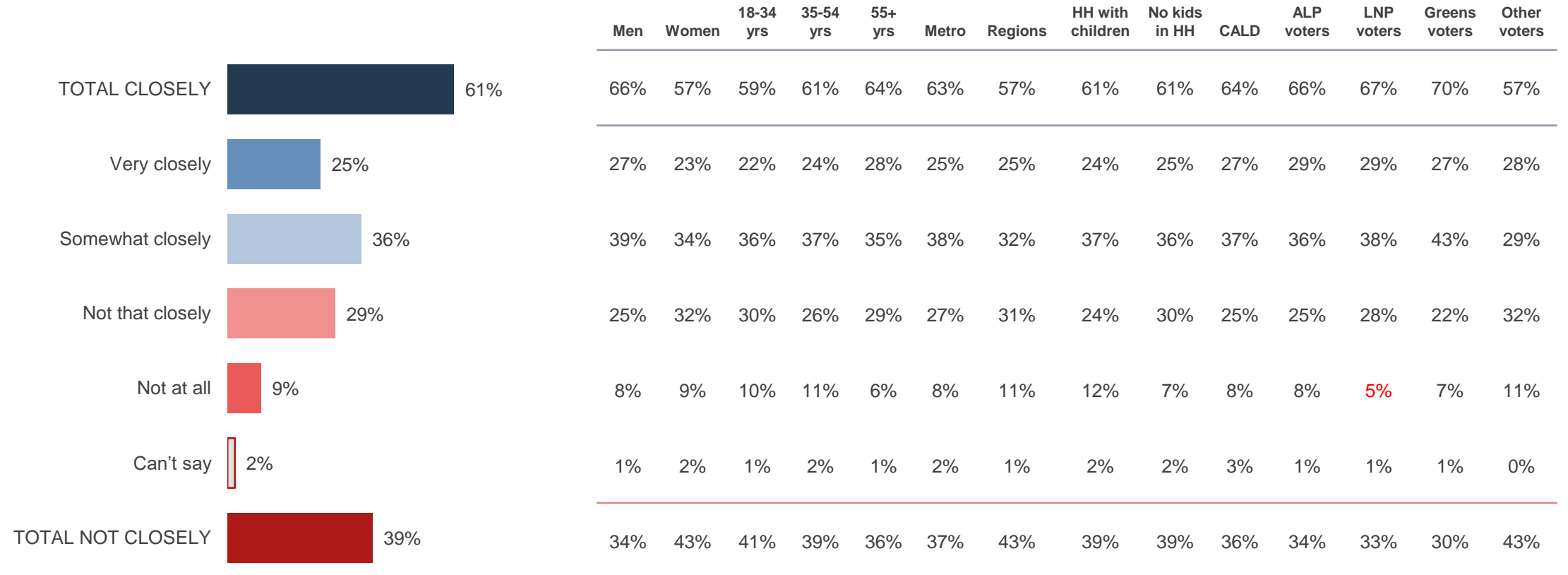
### Leadership qualities



Q. For what reasons do you feel [RATING] about the re-election of Donald Trump as US President?  
Base: Those who feel 'extremely', 'very', or 'somewhat' positive about the re-election of Donald Trump as US President.

# There was consistently high engagement with US election news among Australians from all walks of life

## How closely followed news about this US election



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

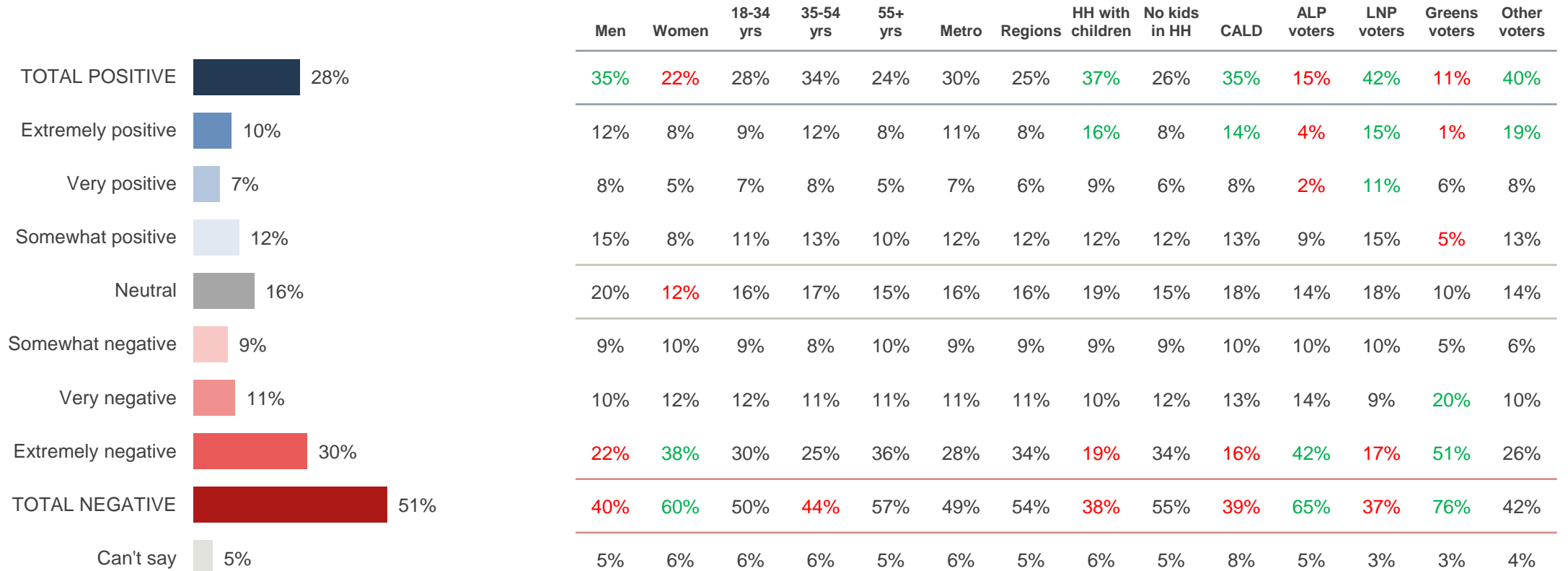
Q. Now about the US presidential election held on Tuesday, in which was Donald Trump was re-elected as President. Overall, how closely did you follow news about this US election?

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



# Extreme negative reactions to re-election of Donald Trump more prevalent among women and ALP and Greens voters

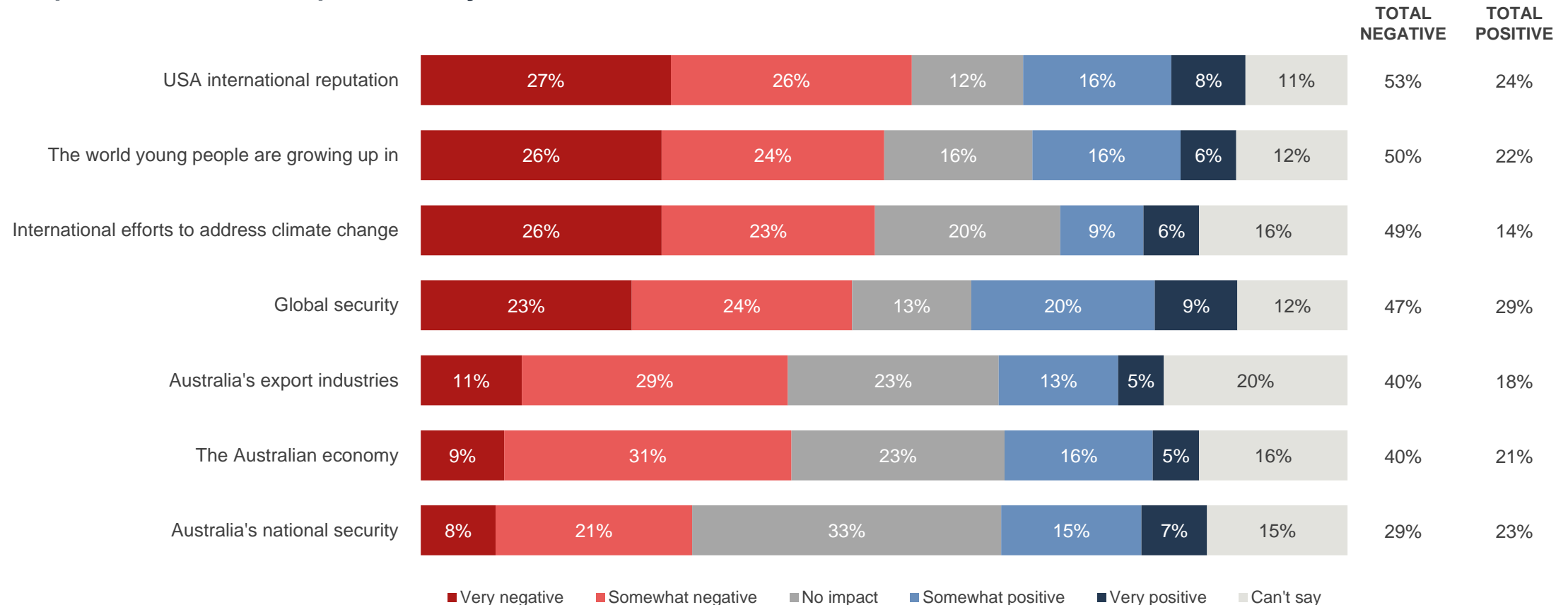
## Feelings about re-election of Donald Trump as US President



Significantly higher / lower than the national total at the 95% confidence interval.  
 Q. Overall how do you feel about the re-election of Donald Trump as US President?  
 Base: All respondents (n=1,000).

# Impacts of Trump Presidency on national and global issues viewed as likely more negative than positive

## Impact of the new Trump Presidency on...



Q. Overall, what impact do you think the new Trump Presidency will have on each of the following?  
 Base: All respondents (n=1,000).

# There is very limited consideration of people thinking Donald Trump's re-election impact will be more positive than negative

## Impact of the new Trump Presidency on...

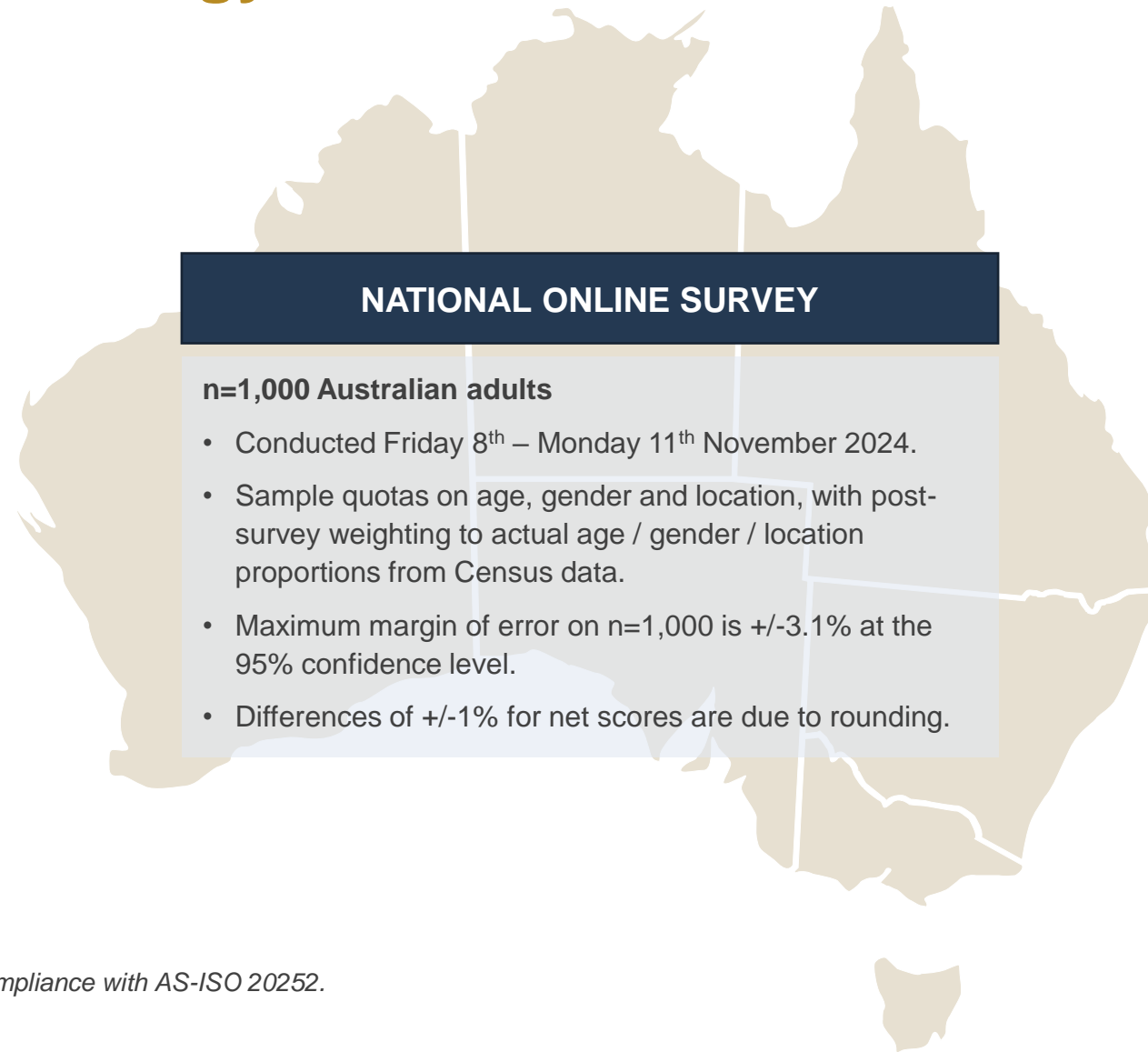
	Impact	Total	Men	Women	18-34 yrs	35-54 yrs	55+ yrs	Metro	Regions	HH with children	No kids in HH	CALD	ALP voters	LNP voters	Greens voters	Other voters
USA international reputation	Negative	53%	45%	60%	53%	48%	57%	50%	59%	41%	56%	41%	61%	42%	79%	46%
	Positive	24%	29%	20%	26%	26%	20%	26%	20%	31%	22%	32%	17%	35%	4%	31%
The world young people are growing up in	Negative	50%	42%	57%	53%	45%	53%	49%	51%	40%	53%	38%	62%	39%	80%	43%
	Positive	22%	26%	19%	23%	27%	18%	24%	19%	29%	20%	31%	13%	32%	6%	33%
International efforts to address climate change	Negative	49%	46%	51%	48%	45%	54%	49%	49%	37%	53%	42%	63%	38%	71%	43%
	Positive	14%	18%	11%	18%	17%	9%	16%	10%	22%	12%	19%	13%	18%	8%	18%
Global security	Negative	47%	41%	52%	45%	41%	53%	43%	53%	36%	50%	40%	57%	34%	68%	45%
	Positive	29%	35%	23%	31%	30%	26%	31%	24%	37%	26%	36%	19%	42%	12%	37%
Australia's export industries	Negative	40%	37%	42%	33%	33%	52%	36%	47%	33%	42%	34%	48%	39%	52%	35%
	Positive	18%	22%	14%	22%	23%	10%	21%	12%	25%	16%	24%	14%	26%	9%	19%
The Australian economy	Negative	40%	38%	42%	38%	34%	48%	38%	45%	32%	43%	34%	49%	35%	62%	33%
	Positive	21%	25%	18%	26%	26%	13%	24%	15%	30%	18%	28%	17%	31%	9%	25%
Australia's national security	Negative	29%	26%	32%	28%	26%	33%	27%	33%	25%	30%	30%	37%	22%	46%	24%
	Positive	23%	29%	17%	29%	25%	16%	26%	17%	28%	21%	30%	16%	35%	8%	24%

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

Q. Overall, what impact do you think the new Trump Presidency will have on each of the following?

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

# Survey methodology



## NATIONAL ONLINE SURVEY

### n=1,000 Australian adults

- Conducted Friday 8<sup>th</sup> – Monday 11<sup>th</sup> November 2024.
- Sample quotas on age, gender and location, with post-survey weighting to actual age / gender / location proportions from Census data.
- Maximum margin of error on n=1,000 is +/-3.1% at the 95% confidence level.
- Differences of +/-1% for net scores are due to rounding.

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







**There are over 27 million people  
in Australia...**

**Find out what they're thinking.**

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 **Contact us**  
03 8685 8555

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**John Scales**  
Founder  
[jscales@jwsresearch.com](mailto:jscales@jwsresearch.com)

**Mark Zuker**  
Managing Director  
[mzucker@jwsresearch.com](mailto:mzucker@jwsresearch.com)

**Katrina Cox**  
Director of Client Services  
[kcox@jwsresearch.com](mailto:kcox@jwsresearch.com)

**Jessica Lai**  
Senior Research Director  
[jlai@jwsresearch.com](mailto:jlai@jwsresearch.com)

**Tom Cameron**  
Business Development Manager  
[tcameron@jwsresearch.com](mailto:tcameron@jwsresearch.com)

**[jwsresearch.com](https://jwsresearch.com)**  
**+61 3 8685 8555**

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