

## Media release

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# Youth value 'trust' but undecided on federal election

Young Australians rate trust as the most important factor influencing their vote in the federal election, but more than a third haven't decided who to vote for, according to research by The Australia Institute.

The new survey of more than 800 respondents aged 17-25 found 32 per cent didn't know or wouldn't say who they would support in the September election.

Of those who have decided, 25 per cent support the Liberal Party, 23 per cent support the ALP and 11 per cent plan to for vote for the Greens.

"What's also interesting is that 32 per cent of young Australians don't know how their parents vote. This has to make you wonder whether conversations about politics are taking place in Australian households," The Australia Institute's Executive Director Dr Richard Denniss said.

"With the federal election three months away, it's time for young people to start discussing the important issues and weighing up what matters to them."

When asked what makes a politician appealing, 72 per cent said trust was important, while integrity (53 per cent), leadership (55 per cent), knowledgeable (59 per cent) and doesn't play dirty (52 per cent) also rated highly.

Sporting prowess was the least important attribute (five per cent), while media presence (14 per cent), unshakable (14 per cent) and charisma (26 per cent) also rated poorly.

"With such a high percentage of young people still undecided, our politicians have a lot to gain from taking their needs seriously and trying to win their votes," Dr Denniss said.

These survey findings are part of a larger research project into the attitudes and policy priorities of young voters which The Australia Institute will be releasing in the lead-up to the federal election.

### Note for editors:

*The Australia Institute conducted an online survey in May 2013 with 806 respondents aged 17-25. Respondents were sourced from a reputable independent online panel provider and received a small incentive of reward points to participate. Survey results are available at [www.tai.org.au](http://www.tai.org.au).*

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