

14 June 2013

Survey results – Young Australians and the 2013 federal election

Methodology

In May 2013 The Australia Institute conducted an online survey of 806 young Australians. Survey respondents were asked questions about their views on a range of issues relating to the federal election in September 2013.

Respondents were sourced from an independent online panel provider, and provided with a small incentive to encourage participation. To ensure that the survey was representative of the Australian population, quotas were applied by age, gender and territory, and data were post-weighted based on the profile of the adult Australian population.

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Voting intention

Survey question

Which political party do you think you will vote for?

Results tables

	Gender		Age									All
	Male	Female	17 years	18 years	19 years	20 years	21 years	22 years	23 years	24 years	25 years	
Liberal	29%	21%	29%	26%	23%	23%	28%	22%	30%	24%	24%	25%
Labor	24%	23%	22%	20%	28%	23%	23%	22%	20%	24%	27%	23%
National	2%	0%	0%	4%	0%	0%	1%	1%	3%	0%	0%	1%
Greens	9%	14%	9%	12%	12%	9%	9%	16%	14%	8%	13%	11%
Democrats	1%	1%	0%	0%	1%	1%	1%	1%	1%	0%	4%	1%
One Nation	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	2%	1%
Katters Australian Party	0%	1%	0%	0%	0%	1%	0%	1%	1%	1%	0%	1%
Independent/other	6%	4%	0%	4%	4%	5%	5%	6%	7%	6%	7%	5%
Not sure/rather not say	29%	35%	40%	35%	31%	39%	32%	29%	23%	37%	24%	32%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	363	361	65	82	78	80	82	85	86	84	85	727

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Survey question

Is this the same party you believe one of your parent(s) will vote for?

Results tables

	Gender		Age									All
	Male	Female	17 years	18 years	19 years	20 years	21 years	22 years	23 years	24 years	25 years	
Yes	30%	33%	31%	28%	36%	30%	34%	33%	35%	26%	26%	31%
No	14%	14%	6%	9%	9%	13%	17%	21%	14%	18%	14%	14%
I think so	15%	11%	19%	13%	15%	13%	12%	8%	12%	11%	16%	13%
I don't think so	12%	7%	9%	10%	13%	9%	10%	8%	8%	10%	13%	10%
Don't know	29%	36%	34%	40%	27%	35%	27%	29%	31%	36%	31%	32%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	362	360	65	82	78	80	82	85	86	84	85	727

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Survey question

Is this the same party you think a majority of your friends will vote for?

Results tables

	Gender		Age									All
	Male	Female	17 years	18 years	19 years	20 years	21 years	22 years	23 years	24 years	25 years	
Yes	20%	12%	15%	10%	14%	23%	12%	18%	23%	14%	14%	16%
No	12%	7%	3%	5%	6%	5%	11%	13%	7%	16%	20%	10%
I think so	16%	15%	18%	15%	22%	10%	15%	14%	16%	12%	15%	15%
I don't think so	10%	8%	15%	5%	10%	9%	5%	11%	6%	8%	10%	9%
Don't know	43%	58%	48%	66%	47%	53%	57%	43%	48%	49%	41%	50%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	364	361	65	82	78	79	81	83	86	83	86	723

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	Gender		Age									All
	Male	Female	17 years	18 years	19 years	20 years	21 years	22 years	23 years	24 years	25 years	
Liberal	41%	33%	49%	40%	33%	37%	41%	32%	39%	38%	31%	37%
Labor	34%	35%	36%	30%	41%	37%	34%	32%	26%	38%	35%	34%
National	3%	0%	0%	6%	0%	0%	2%	2%	5%	0%	0%	2%
Greens	12%	21%	15%	19%	17%	14%	13%	23%	18%	13%	17%	17%
Democrats	2%	1%	0%	0%	2%	2%	2%	2%	2%	0%	5%	2%
One Nation	0%	1%	0%	0%	2%	0%	2%	0%	0%	0%	3%	1%
Katters Australian Party	0%	1%	0%	0%	0%	2%	0%	2%	2%	2%	0%	1%
Independent/other	8%	7%	0%	6%	6%	8%	7%	8%	9%	9%	9%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	258	234	39	53	54	49	56	60	66	53	65	495

* Excluding those who are not sure

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Politicians appeal

Survey question

What makes a politician appealing to you as a voter?

- Integrity

Results tables

	Gender		Age									All
	Male	Female	17 years	18 years	19 years	20 years	21 years	22 years	23 years	24 years	25 years	
No	48%	47%	60%	42%	51%	48%	57%	39%	41%	38%	49%	47%
Yes	52%	53%	40%	58%	49%	52%	43%	61%	59%	62%	51%	53%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	412	394	83	84	86	87	90	93	94	94	94	805

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Survey question

What makes a politician appealing to you as a voter?

- Charisma

Results tables

	Gender		Age									All
	Male	Female	17 years	18 years	19 years	20 years	21 years	22 years	23 years	24 years	25 years	
No	71%	78%	71%	74%	76%	70%	69%	76%	80%	75%	77%	74%
Yes	29%	22%	29%	26%	24%	30%	31%	24%	20%	25%	23%	26%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	411	394	83	84	85	87	90	93	94	95	94	805

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Survey question

What makes a politician appealing to you as a voter?

- Leadership

Results tables

	Gender		Age									All
	Male	Female	17 years	18 years	19 years	20 years	21 years	22 years	23 years	24 years	25 years	
No	46%	45%	51%	46%	44%	37%	51%	44%	46%	44%	46%	45%
Yes	54%	55%	49%	54%	56%	63%	49%	56%	54%	56%	54%	55%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	412	395	83	84	86	87	90	93	94	94	95	806

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Survey question

What makes a politician appealing to you as a voter?

- Knowledgeable

Results tables

	Gender		Age									All
	Male	Female	17 years	18 years	19 years	20 years	21 years	22 years	23 years	24 years	25 years	
No	43%	40%	37%	46%	44%	36%	42%	46%	43%	41%	39%	41%
Yes	57%	60%	63%	54%	56%	64%	58%	54%	57%	59%	61%	59%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	411	395	84	83	86	87	91	94	94	94	95	808

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Survey question

What makes a politician appealing to you as a voter?

- Doesn't play dirty

Results tables

	Gender		Age									All
	Male	Female	17 years	18 years	19 years	20 years	21 years	22 years	23 years	24 years	25 years	
No	54%	42%	48%	44%	59%	47%	42%	47%	48%	49%	49%	48%
Yes	46%	58%	52%	56%	41%	53%	58%	53%	52%	51%	51%	52%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	412	394	83	84	86	87	90	94	94	94	94	806

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Survey question

What makes a politician appealing to you as a voter?

- Unshakable

Results tables

	Gender		Age									All
	Male	Female	17 years	18 years	19 years	20 years	21 years	22 years	23 years	24 years	25 years	
No	84%	88%	90%	88%	87%	80%	86%	88%	88%	85%	82%	86%
Yes	16%	12%	10%	12%	13%	20%	14%	12%	12%	15%	18%	14%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	412	394	83	83	85	87	91	94	94	94	94	805

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Survey question

What makes a politician appealing to you as a voter?

- Media presence

Results tables

	Gender		Age									All
	Male	Female	17 years	18 years	19 years	20 years	21 years	22 years	23 years	24 years	25 years	
No	89%	84%	88%	88%	78%	85%	86%	91%	86%	90%	85%	86%
Yes	11%	16%	12%	12%	22%	15%	14%	9%	14%	10%	15%	14%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	412	394	83	84	85	87	91	94	94	94	95	807

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Survey question

What makes a politician appealing to you as a voter?

- Sporting prowess

Results tables

	Gender		Age									All
	Male	Female	17 years	18 years	19 years	20 years	21 years	22 years	23 years	24 years	25 years	
No	93%	97%	98%	94%	94%	95%	93%	95%	96%	96%	96%	95%
Yes	7%	3%	2%	6%	6%	5%	7%	5%	4%	4%	4%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	411	394	83	84	85	87	91	93	94	94	94	805

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Survey question

What makes a politician appealing to you as a voter?

- Family person

Results tables

	Gender		Age									All
	Male	Female	17 years	18 years	19 years	20 years	21 years	22 years	23 years	24 years	25 years	
No	77%	61%	63%	69%	67%	76%	76%	68%	67%	69%	70%	69%
Yes	23%	39%	37%	31%	33%	24%	24%	32%	33%	31%	30%	31%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	411	394	83	84	85	87	91	93	94	94	94	805

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Survey question

What makes a politician appealing to you as a voter?

- Trustworthy

Results tables

	Gender		Age									All
	Male	Female	17 years	18 years	19 years	20 years	21 years	22 years	23 years	24 years	25 years	
No	32%	24%	19%	20%	25%	30%	32%	31%	31%	33%	29%	28%
Yes	68%	76%	81%	80%	75%	70%	68%	69%	69%	67%	71%	72%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
n	412	394	83	83	85	87	91	93	95	94	94	805

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