

# Polling - Political messaging

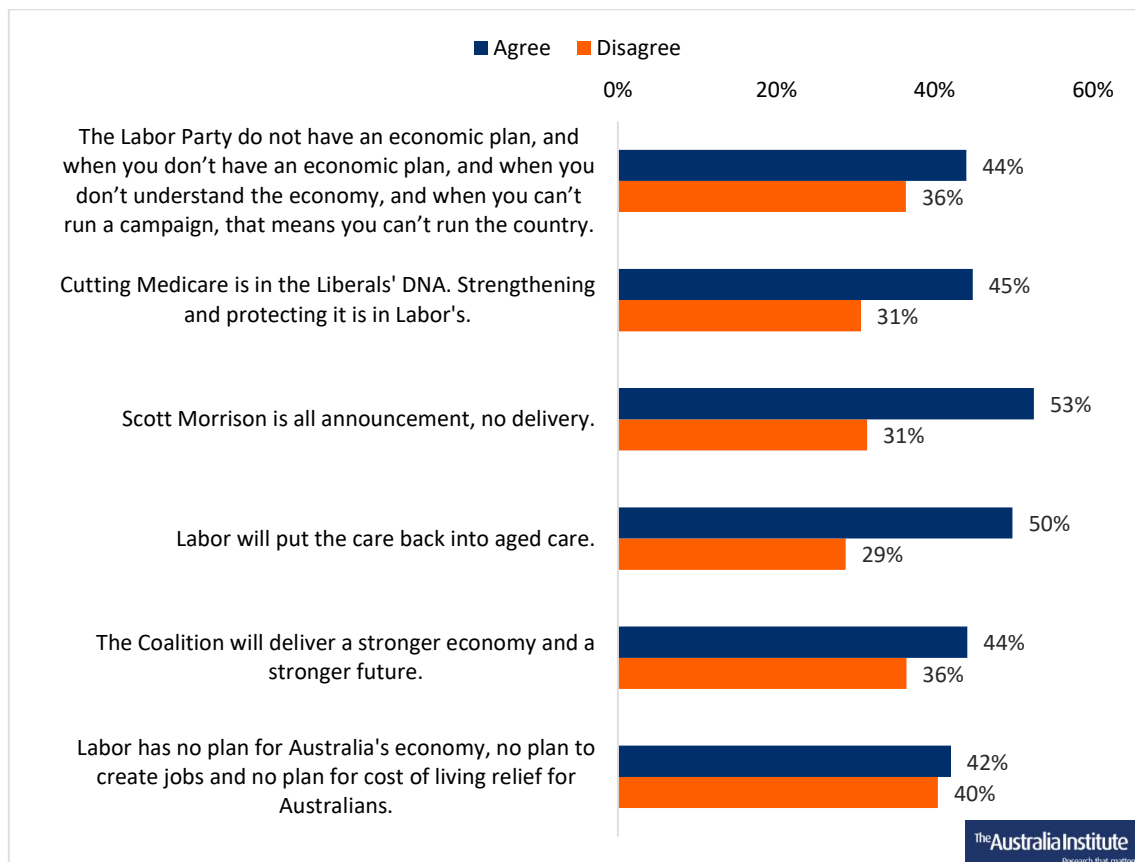
*April 2022*

## Key results

The Australia Institute surveyed a nationally representative sample of 1,002 Australians about their attitudes towards six political messages, three from the Labor Party and three from the Liberal Party.

- The two messages with highest total agreement were Labor messages: that “Scott Morrison is all announcement, no delivery” (53% agree, 31% disagree) and “Labor will put the care back into aged care” (50% agree, 29% disagree).
- Respondents were more likely to agree than disagree with each of the political messages.

**Figure 1: Attitudes towards political messages, total agree and disagree**

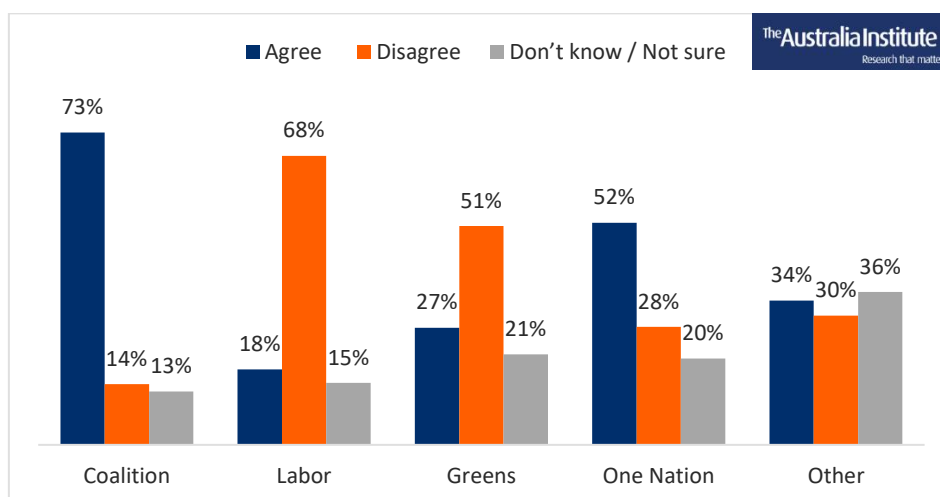


- 53% of Australians agree with the statement “Scott Morrison is all announcement, no delivery”, compared to 31% who disagree.
- One in two (50%) Australians agree with the statement “Labor will put the care back into aged care”, compared to 29% who disagree.
- More than two in five Australians agreed with the other four statements:
  - “Labor has no plan for Australia's economy, no plan to create jobs and no plan for cost of living relief for Australians” (42% agree, 40% disagree).
  - “The Coalition will deliver a stronger economy and a stronger future” (44% agree, 36% disagree).
  - “Cutting Medicare is in the Liberals' DNA. Strengthening and protecting it is in Labor's” (45% agree, 31% disagree).
  - “The Labor Party do not have an economic plan, and when you don’t have an economic plan, and when you don’t understand the economy, and when you can’t run a campaign, that means you can’t run the country” (44% agree, 36% disagree).

Respondents were asked whether they agree or disagree with the statement “Labor has no plan for Australia's economy, no plan to create jobs and no plan for cost of living relief for Australians”.

- Three in four Coalition voters (73%) agree that “Labor has no plan for Australia's economy, no plan to create jobs and no plan for cost of living relief for Australians”, compared to 14% who disagree.
- One in five Labor voters (18%) agree, compared to 68% who disagree.
- One in four Greens voters agree (27%), compared to 51% who disagree.
- One in two One Nation voters agree (52%), compared to 28% who disagree.

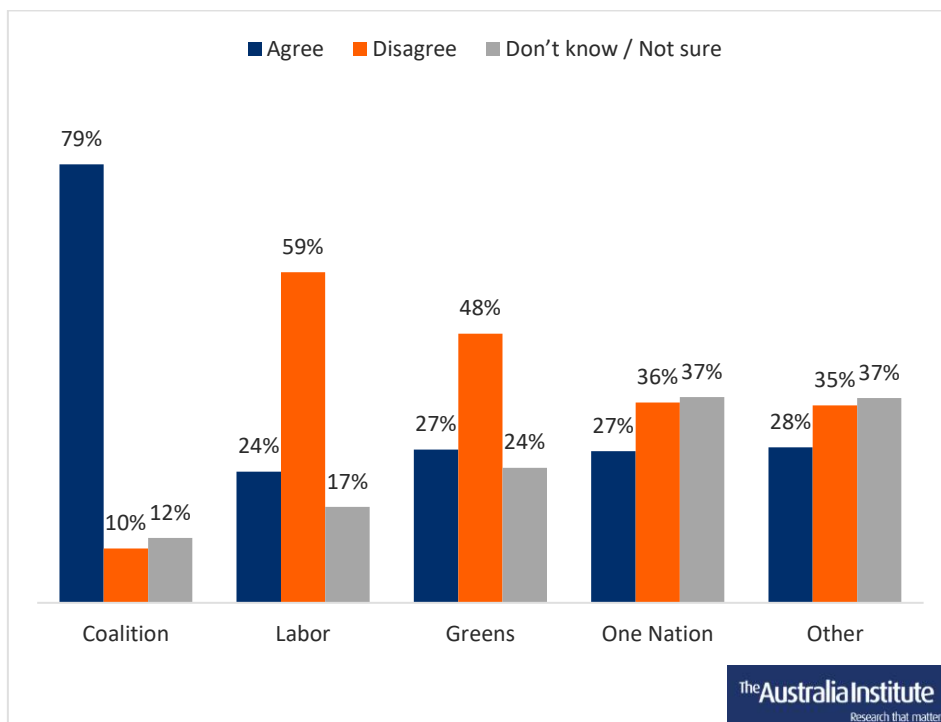
**Figure 2: “Labor has no plan for Australia's economy, no plan to create jobs and no plan for cost of living relief for Australians”**



Respondents were asked whether they agree or disagree with the statement “The Coalition will deliver a stronger economy and a stronger future”.

- Four in five Coalition voters (79%) agree that “The Coalition will deliver a stronger economy and a stronger future”, compared to 10% who disagree.
- One in four Labor voters (24%) agree, compared to 59% who disagree.
- One in four Greens voter (27%) agree, compared to 48% who disagree.
- One Nation and Independent/Other voters are more likely to select “Don’t know/Not sure” (37% for both), than to agree (27%–28%) or disagree (35%–36%).

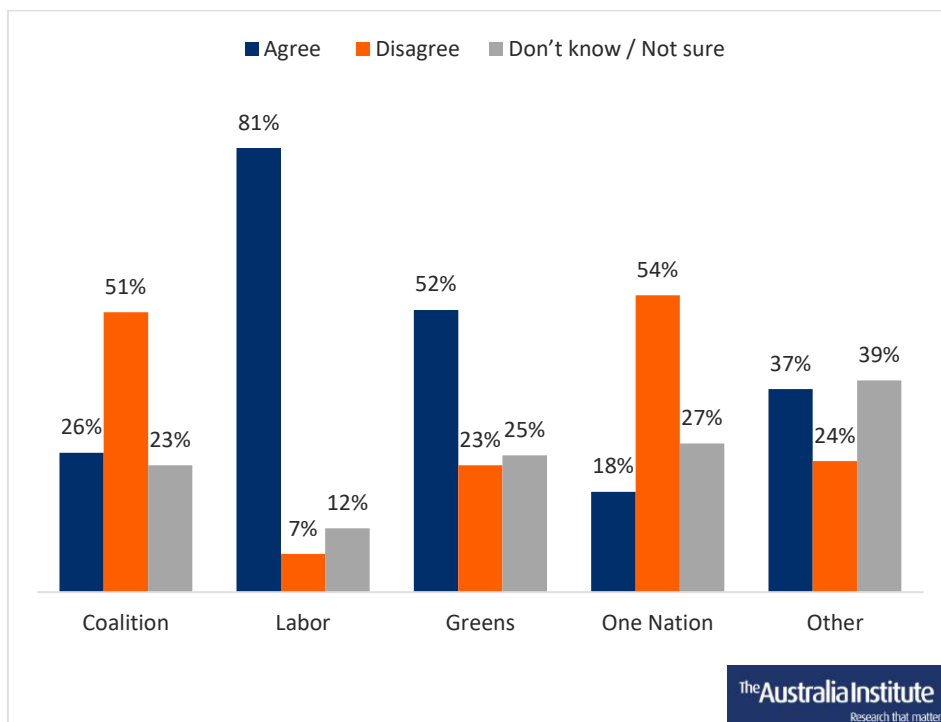
**Figure 3: “The Coalition will deliver a stronger economy and a stronger future”**



Respondents were asked whether they agree or disagree with the statement “Labor will put the care back into aged care”.

- Four in five Labor voters (81%) agree that “Labor will put the care back into aged care”, compared to 7% who disagree.
- One in four Coalition voters (26%) agree, compared to 51% who disagree.
- Only one in five One Nation voters agree (18%), compared to 54% who disagree.
- Independent/Other voters were more likely to agree (37%) than disagree (24%), although “Don’t know/Not sure” was the most popular choice (39%).

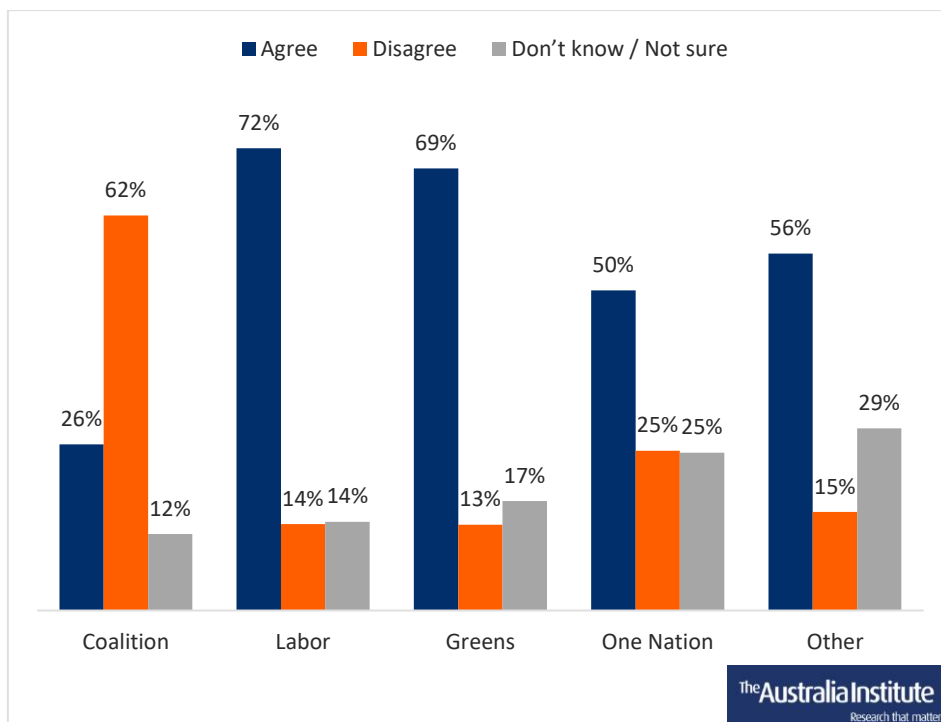
**Figure 4: “Labor will put the care back into aged care.”**



Respondents were asked whether they agree or disagree with the statement “Scott Morrison is all announcement, no delivery”.

- Seven in 10 Labor voters (72%) agree that “Scott Morrison is all announcement, no delivery”, compared to 14% who disagree.
- One in four Coalition voters (26%) agree, compared to 62% who disagree.
- Seven in 10 Greens voters (69%) agree, compared to 13% who disagree.
- One in two One Nation voters (50%) agree, compared to 25% who disagree.
- Over one in two Independent/Other voters (56%) agree, compared to 15% who disagree.

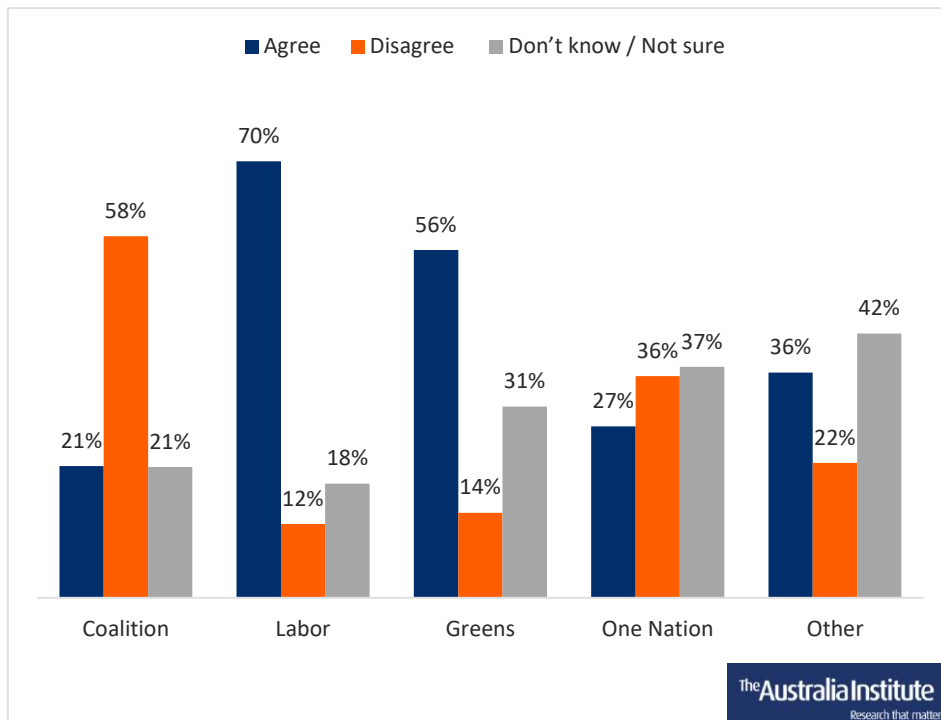
**Figure 5: “Scott Morrison is all announcement, no delivery.”**



Respondents were asked whether they agree or disagree with the statement “Cutting Medicare is in the Liberals' DNA. Strengthening and protecting it is in Labor's”.

- Seven in 10 Labor voters (70%) agree that “Cutting Medicare is in the Liberals' DNA. Strengthening and protecting it is in Labor's”, compared to 12% who disagree.
- One in five Coalition voters (21%) agree, compared to 58% who disagree.
- Over one in two Greens voters (56%) agree, compared to 14% who disagree.
- One in four One Nation voters (27%) agree, compared to 36% who disagree.
- One in three Independent/Other voters (36%) agree, compared to 22% who disagree. “Don't know / Not sure” is the single most popular response among Independent/Other voters.

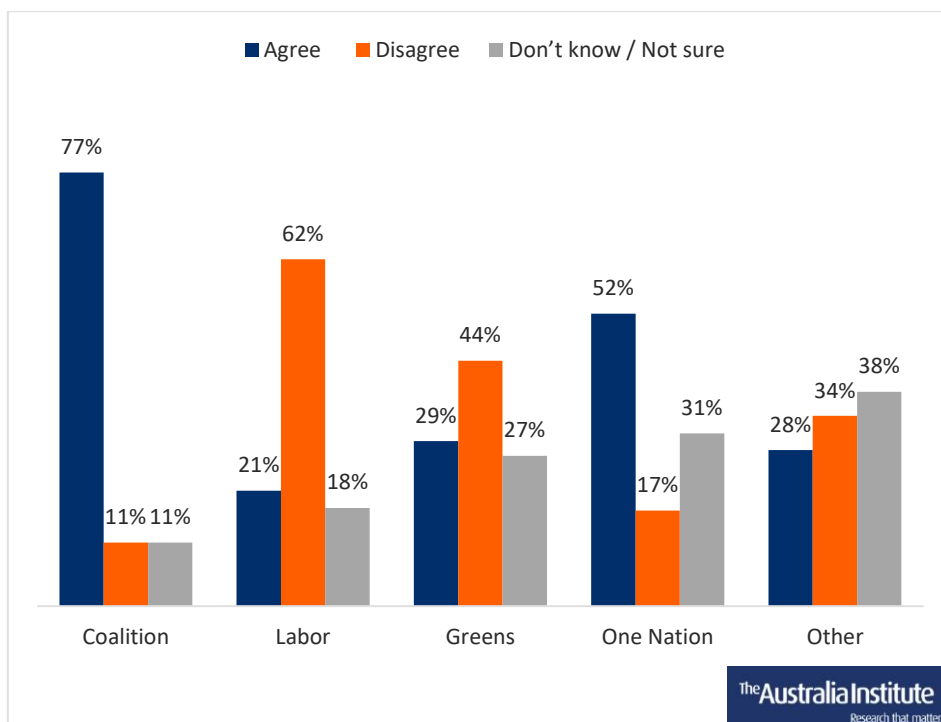
**Figure 6: “Cutting Medicare is in the Liberals' DNA. Strengthening and protecting it is in Labor's.”**



Respondents were asked whether they agree or disagree with the statement “The Labor Party do not have an economic plan, and when you don’t have an economic plan, and when you don’t understand the economy, and when you can’t run a campaign, that means you can’t run the country”.

- Three in four Coalition voters (77%) agree with the statement, compared to 11% who disagree.
- One in five Labor voters (21%) agree, compared to 62% who disagree.
- Three in ten Greens voters (29%) agree, compared to 44% who disagree.
- One in two One Nation voters (52%) agree, compared to 17% who disagree.
- Three in ten Independent/Other voters (28%) agree, compared to 34% who disagree. “Don’t know / Not sure” is the single most popular response among Independent/Other voters.

**Figure 7: “The Labor Party do not have an economic plan, and when you don’t have an economic plan, and when you don’t understand the economy, and when you can’t run a campaign, that means you can’t run the country.”**



## Method

Between 19 and 22 April 2022, The Australia Institute surveyed 1,002 adults living in Australia, online through Dynata’s panel, with nationally representative samples by gender, age group and state/territory.

Voting crosstabs show voting intentions for the House of Representatives. Those who were undecided were asked which way they were leaning; these leanings are included in voting intention crosstabs.

The research is compliant with the [Australian Polling Council Quality Mark standards](#). The long methodology disclosure statement follows.

### Long disclosure statement

The results were weighted by three variables (gender, age group and state or territory) based on Australian Bureau of Statistics [“National, state and territory population”](#) data, using the raking method. This resulted in an effective sample size of 994.

The margin of error (95% confidence level) for the national results is 3%.

Results are shown only for larger states.

Voting intention questions appeared just after the initial demographic questions, before policy questions. Respondents who answered “Don’t know / Not sure” for voting intention were then asked a leaning question; these leanings are included in voting intention crosstabs. “Coalition” includes separate responses for Liberal and National. “Other” refers to Independent/Other, and minor parties in cases where they were included in the voting intention but represent too small a sample to be reported separately in the crosstabs.



**Australian  
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Quality Mark**



## Detailed results

No preceding questions in the poll are expected to have influenced the results of the questions published here.

To what extent do you agree or disagree with the following statements?

**“Labor has no plan for Australia's economy, no plan to create jobs and no plan for cost of living relief for Australians.”**

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
<b>Strongly agree</b>	16%	18%	13%	17%	13%	15%	12%
<b>Agree</b>	27%	28%	25%	28%	30%	24%	23%
<b>Disagree</b>	22%	23%	20%	22%	17%	21%	29%
<b>Strongly disagree</b>	19%	19%	18%	15%	21%	23%	21%
<b>Don't know / Not sure</b>	18%	11%	24%	18%	19%	17%	16%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>PHON</i>	<i>Other</i>
<b>Strongly agree</b>	16%	29%	5%	4%	31%	12%
<b>Agree</b>	27%	44%	13%	23%	21%	22%
<b>Disagree</b>	22%	11%	29%	33%	24%	18%
<b>Strongly disagree</b>	19%	3%	39%	19%	4%	13%
<b>Don't know / Not sure</b>	18%	13%	15%	21%	20%	36%

**“The Coalition will deliver a stronger economy and a stronger future.”**

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
<b>Strongly agree</b>	18%	22%	14%	21%	15%	13%	23%
<b>Agree</b>	26%	29%	23%	26%	27%	24%	26%
<b>Disagree</b>	19%	19%	19%	18%	24%	18%	18%
<b>Strongly disagree</b>	17%	18%	17%	17%	14%	24%	14%
<b>Don't know / Not sure</b>	19%	12%	27%	18%	19%	21%	20%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>PHON</i>	<i>Other</i>
<b>Strongly agree</b>	18%	40%	6%	5%	9%	7%
<b>Agree</b>	26%	39%	17%	23%	19%	21%
<b>Disagree</b>	19%	7%	28%	25%	15%	23%
<b>Strongly disagree</b>	17%	3%	31%	23%	21%	13%
<b>Don't know / Not sure</b>	19%	12%	17%	24%	37%	37%

**“Labor will put the care back into aged care.”**

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
<b>Strongly agree</b>	18%	20%	15%	17%	20%	20%	13%
<b>Agree</b>	32%	35%	29%	32%	28%	31%	41%
<b>Disagree</b>	19%	19%	19%	21%	20%	18%	16%
<b>Strongly disagree</b>	10%	12%	8%	11%	7%	12%	11%
<b>Don't know / Not sure</b>	21%	14%	28%	19%	24%	19%	20%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>PHON</i>	<i>Other</i>
<b>Strongly agree</b>	18%	8%	34%	11%	4%	11%
<b>Agree</b>	32%	18%	48%	40%	14%	26%
<b>Disagree</b>	19%	33%	6%	21%	21%	14%
<b>Strongly disagree</b>	10%	18%	1%	2%	33%	9%
<b>Don't know / Not sure</b>	21%	23%	12%	25%	27%	39%

**“Scott Morrison is all announcement, no delivery.”**

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
<b>Strongly agree</b>	28%	29%	27%	29%	30%	29%	25%
<b>Agree</b>	24%	26%	23%	24%	24%	23%	24%
<b>Disagree</b>	19%	21%	17%	21%	16%	19%	17%
<b>Strongly disagree</b>	12%	14%	10%	13%	12%	11%	15%
<b>Don't know / Not sure</b>	16%	10%	22%	14%	18%	17%	18%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>PHON</i>	<i>Other</i>
<b>Strongly agree</b>	28%	8%	45%	33%	36%	29%
<b>Agree</b>	24%	18%	27%	36%	15%	27%
<b>Disagree</b>	19%	34%	10%	13%	13%	11%
<b>Strongly disagree</b>	12%	28%	3%	1%	13%	5%
<b>Don't know / Not sure</b>	16%	12%	14%	17%	25%	29%

**“Cutting Medicare is in the Liberals' DNA. Strengthening and protecting it is in Labor's.”**

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
<b>Strongly agree</b>	20%	23%	17%	22%	19%	22%	19%
<b>Agree</b>	25%	26%	23%	24%	24%	22%	30%
<b>Disagree</b>	17%	18%	16%	18%	15%	16%	18%
<b>Strongly disagree</b>	13%	16%	11%	13%	14%	14%	13%
<b>Don't know / Not sure</b>	24%	16%	32%	23%	27%	26%	19%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>PHON</i>	<i>Other</i>
<b>Strongly agree</b>	20%	7%	37%	22%	6%	13%
<b>Agree</b>	25%	14%	32%	34%	21%	23%
<b>Disagree</b>	17%	30%	8%	12%	15%	14%
<b>Strongly disagree</b>	13%	28%	4%	2%	21%	8%
<b>Don't know / Not sure</b>	24%	21%	18%	31%	37%	42%

**“The Labor Party do not have an economic plan, and when you don't have an economic plan, and when you don't understand the economy, and when you can't run a campaign, that means you can't run the country.”**

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
<b>Strongly agree</b>	20%	22%	17%	20%	21%	17%	17%
<b>Agree</b>	24%	26%	23%	28%	22%	22%	23%
<b>Disagree</b>	20%	20%	19%	16%	21%	19%	28%
<b>Strongly disagree</b>	17%	19%	14%	17%	16%	20%	16%
<b>Don't know / Not sure</b>	20%	13%	26%	18%	20%	23%	17%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>PHON</i>	<i>Other</i>
<b>Strongly agree</b>	20%	39%	8%	3%	32%	9%
<b>Agree</b>	24%	38%	13%	27%	21%	18%
<b>Disagree</b>	20%	8%	31%	23%	13%	20%
<b>Strongly disagree</b>	17%	3%	31%	21%	4%	13%
<b>Don't know / Not sure</b>	20%	11%	18%	27%	31%	38%