

Exit Poll - Misinformation in the federal election campaign

June 2022

Key results

The Australia Institute conducted a special exit poll, surveying a nationally representative sample of 1,424 Australians from 6pm Saturday May 21, which asked about misleading election ads and attitudes towards truth in political advertising laws.

The results show that

- 73% of Australians came across politics ads that they knew to be misleading during the election campaign, while 5% did not.
 - 22% of Australians were unsure.
- Of those 73%, 43% of Australians saw misleading political ads once a day or more often and 22% saw misleading ads once a week.
- 86% of Australians agree that truth in political advertising laws should be in place in time for the next federal election campaign, 4% of Australians disagree.

Method

Between 21 May and 25 May 2022, The Australia Institute surveyed 1,424 adults living in Australia, online through Dynata’s panel, with nationally representative samples by gender, age group and state/territory. The poll was launched on the 21 May after voting booths in Australia closed at 6pm.

Voting crosstabs show how respondents voted in the House of Representatives at the 2022 federal election.

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 1,370.

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

Results are shown only for larger states.

The voting question appeared just after the initial demographic questions, before policy questions. It asked respondents how they voted in the House of Representatives in the 2022 election. “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.



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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 statement?

“Truth in political advertising laws should be in place in time for the next federal election campaign.”

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
Strongly agree	55%	59%	51%	55%	50%	57%	52%
Agree	31%	28%	34%	32%	34%	28%	38%
Disagree	3%	4%	2%	3%	6%	3%	0%
Strongly disagree	1%	1%	1%	2%	1%	1%	1%
Don't know / Not sure	10%	8%	12%	9%	9%	12%	9%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>PHON</i>	<i>Other</i>
Strongly agree	55%	55%	54%	54%	58%	55%
Agree	31%	33%	33%	33%	26%	23%
Disagree	3%	2%	3%	5%	2%	6%
Strongly disagree	1%	0%	1%	1%	5%	3%
Don't know / Not sure	10%	10%	9%	8%	9%	13%

During the election campaign, how often have you come across political ads that you know to be misleading?

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
About once a day or more often	43%	46%	40%	40%	39%	49%	47%
About once a week	22%	23%	21%	22%	26%	20%	20%
About once a month	8%	8%	8%	10%	8%	5%	8%
Never	5%	5%	5%	6%	4%	6%	4%
Don't know / Not sure	22%	18%	26%	22%	24%	20%	21%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>PHON</i>	<i>Other</i>
About once a day or more often	43%	43%	43%	41%	48%	42%
About once a week	22%	23%	23%	25%	17%	20%
About once a month	8%	7%	9%	9%	7%	5%
Never	5%	6%	4%	5%	4%	4%
Don't know / Not sure	22%	22%	21%	20%	24%	29%

