

# Polling – Fossil fuel sponsorship

*September 2022*

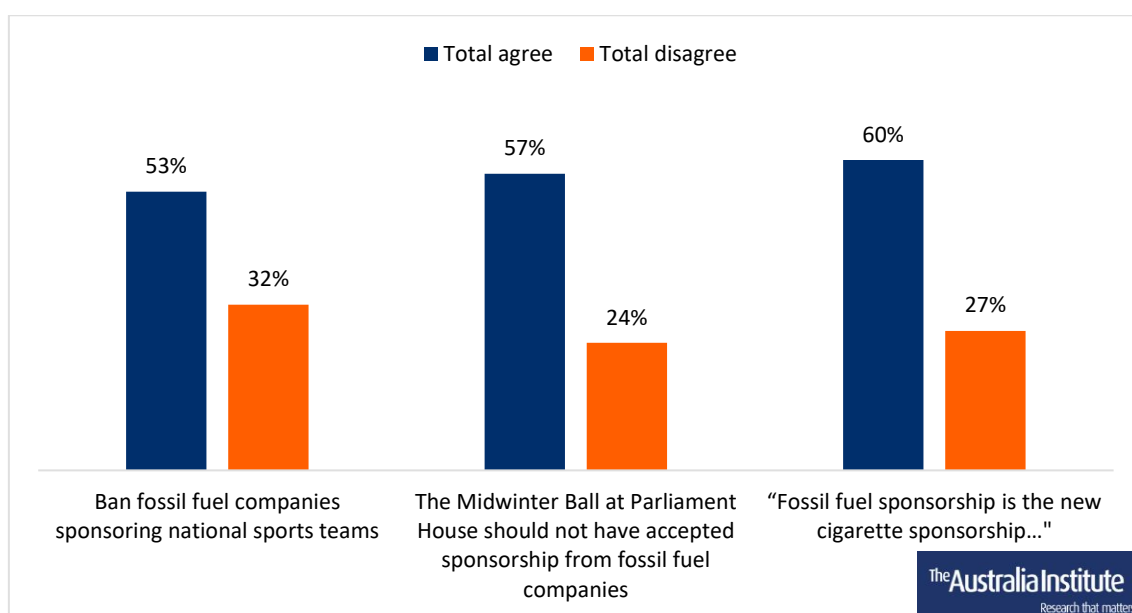
## Key results

The Australia Institute surveyed a nationally representative sample of 1,409 Australians on their attitudes towards fossil fuel sponsorship.

Results show that the majority of Australians agree with statements about limiting fossil fuel sponsorship.

- Three in five Australians (60%) agree that fossil fuel sponsorship is the new cigarette sponsorship, more than double the number who disagree (27%).
- Half of Australians (53%) agree that fossil fuel companies should be banned from sponsoring national sports teams, compared to 32% who disagree.
- Most Australians (57%) agree that the Midwinter Ball at Parliament House should not have accepted sponsorship from fossil fuel companies, compared to one in four (24%) who disagree.

**Figure 1: Attitudes towards fossil fuel company sponsorship**



Australians were presented with the following statement and asked if they agreed or disagreed.

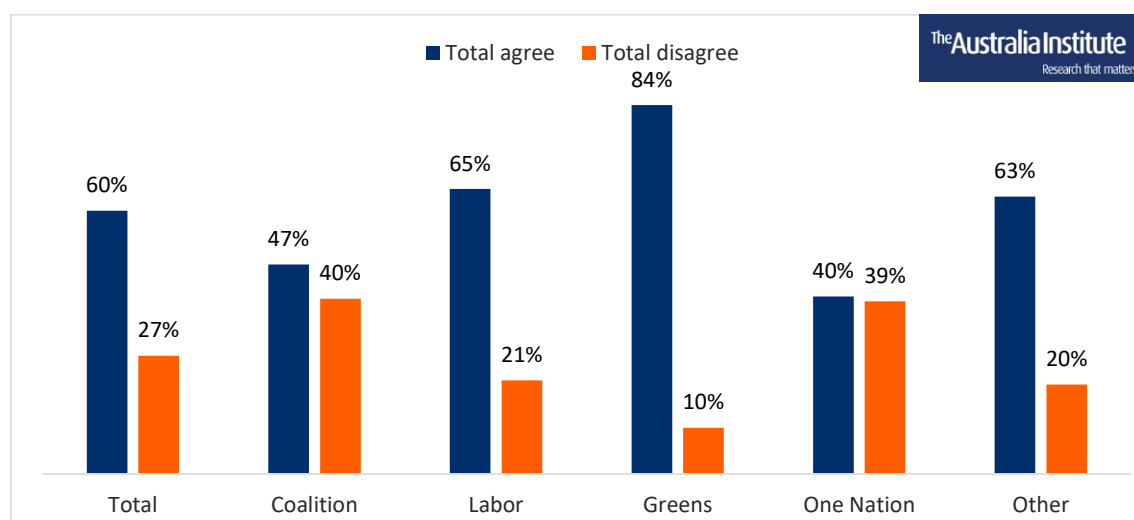
“Fossil fuel sponsorship is the new cigarette sponsorship. They are advertising a product that we now know is destroying our home planet and our futures”

This is a lightly edited quote from David Pocock, who has since been elected as a senator for the ACT.<sup>1</sup>

Most Australians agree with David Pocock’s quote likening fossil fuel sponsorship to cigarette sponsorship.

- Three in five Australians (60%) agree with the quote that fossil fuel sponsorship is the new cigarette sponsorship, more than double the share who disagree (27%).
- Most Greens (84%), Labor (65%) and Independent/Other (63%) voters agree that with the quote that fossil fuel sponsorship is the new cigarette sponsorship.
- More Coalition voters agree than disagree with the quote that fossil fuel sponsorship is the new cigarette sponsorship (47% agree vs 40% disagree).
- One Nation voters are as likely to agree as disagree with the quote that fossil fuel sponsorship is the new cigarette sponsorship (40% agree vs 39% disagree).

**Figure 2: “Fossil fuel sponsorship is the new cigarette sponsorship”, by voting intention**

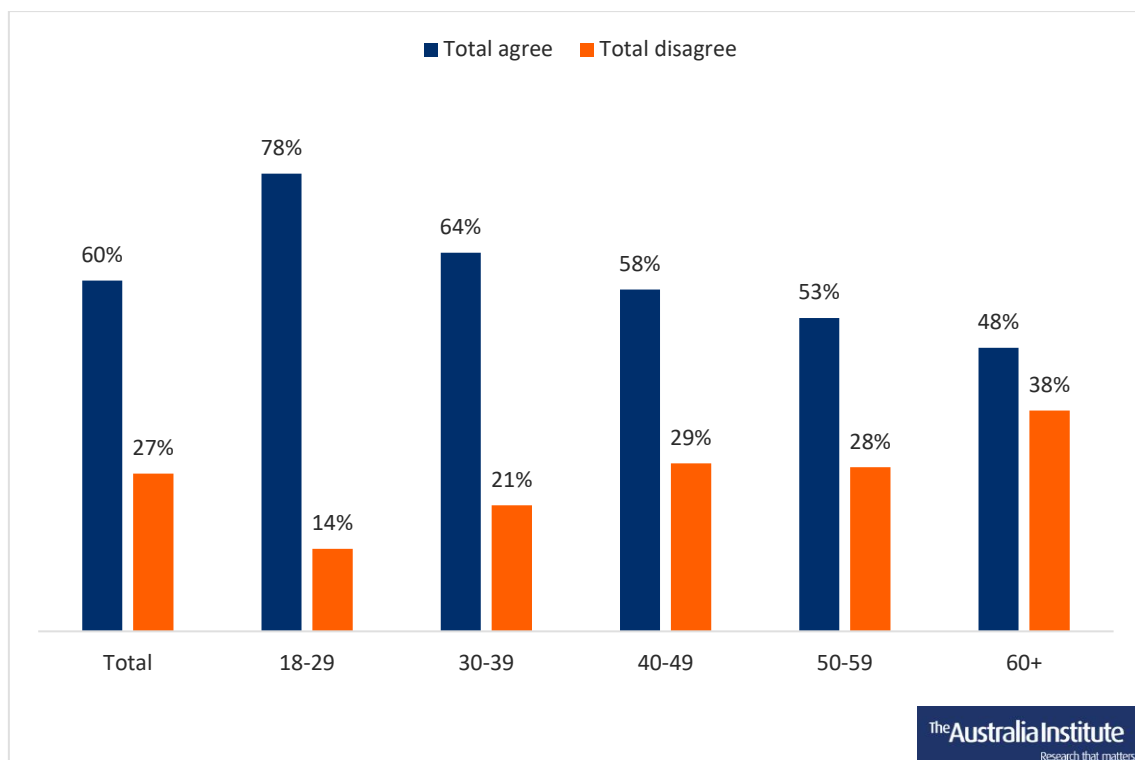


<sup>1</sup> Kurlmelovs (2021) *Fossil fuel advertising in sport ‘the new cigarette sponsorship’, ex-Wallabies captain David Pocock says*, <https://www.theguardian.com/business/2021/nov/10/fossil-fuel-advertising-in-sport-the-new-cigarette-sponsorship-says-ex-wallabies-captain-david-pocock>

Agreement with the statement that fossil fuel sponsorship is the new cigarette sponsorship is higher among younger respondents and lower among older respondents.

- A majority of age groups, except for 60+, agree with the statement that fossil fuel sponsorship is the new cigarette sponsorship, including 78% of 18–29-year-olds.
- Half of respondents older than 60 (48%) agree that fossil fuel sponsorship is the new cigarette sponsorship, while 38% disagree.

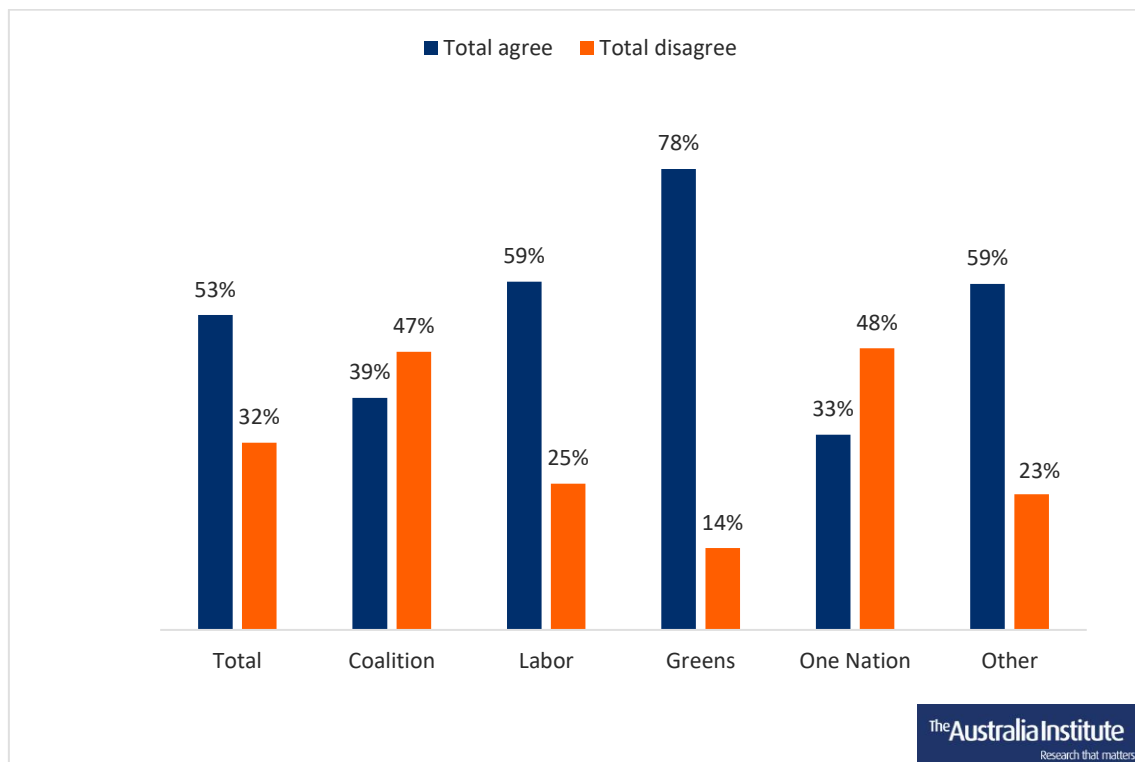
**Figure 3: “Fossil fuel sponsorship is the new cigarette sponsorship”, by age**



Respondents were asked if they agree or disagree that there should be a ban on fossil fuel companies sponsoring national sports teams.

- One in two Australians (53%) agree that there should be a ban on fossil fuel companies sponsoring national sports teams, while 32% disagree.
- Most Greens (78%), Labor (59%) and Independent/Other voters (59%) agree that fossil fuel companies should be banned from sponsoring national sports teams.
- Less Coalition (39% v 47%) and One Nation (33% v 48%) voters agree than disagree that there should be a ban on fossil fuel companies sponsoring national sports teams.

**Figure 4: Ban on fossil fuel sponsorship of national sports teams, by voting intention**



Respondents were asked whether they agree or disagree that the Midwinter Ball at Parliament House should not have accepted sponsorship from fossil fuel companies.

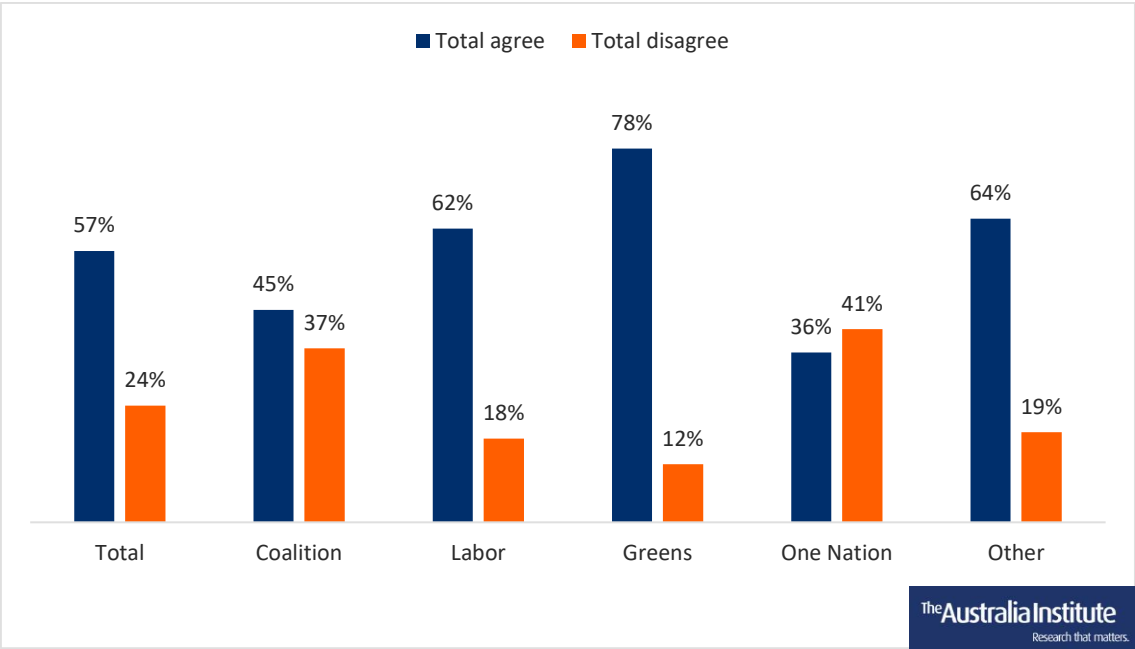
The sponsorship of the 2022 Midwinter Ball became controversial after it emerged that fossil fuel companies Woodside and Shell were among the event's 29 sponsors. Between them, the companies were responsible for 7% of the ball's total budget. Some of those invited declined to attend due to the sponsorship and others attended but made their concerns known. Press Gallery President David Crowe said that concerns were raised too late for the 2022 event, but that the Press Gallery would be consulting to inform next year's ball.<sup>2</sup>

- Most Australians (57%) agree that the Midwinter Ball at Parliament House should not have accepted sponsorship from fossil fuel companies.
  - One in four (24%) disagree.
- Four in five Greens (78%) voters, three in five Labor (62%) and Independent/Other (64%) voters agree that the Midwinter Ball at Parliament House should not have accepted sponsorship from fossil fuel companies.
- More Coalition voters agree than disagree that the Midwinter Ball at Parliament House should not have accepted sponsorship from fossil fuel companies (45% agree vs 37% disagree).
- Only among One Nation voters do more disagree than agree that the Midwinter Ball at Parliament House should not have accepted sponsorship from fossil fuel companies (36% agree vs 41% disagree).

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<sup>2</sup> Tamer (2022) *Greens turn heads with protest against gas and coal at Canberra's Midwinter Ball*, <https://www.sbs.com.au/news/article/greens-turn-heads-with-protest-against-gas-and-coal-at-canberras-midwinter-ball/kqrpuny83>; Barlow (2022) *David Pocock urges review of Midwinter Ball fossil fuel sponsorship*, <https://www.canberratimes.com.au/story/7859958/no-boycott-but-david-pocock-urges-changes-to-midwinter-ball-sponsorship/>

**Figure 5: Midwinter Ball should not have accepted fossil fuel sponsorship, by voting intention**



## Method

Between 6 September and 9 September 2022, The Australia Institute surveyed 1,409 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 1,340.

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.



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## Detailed results

Preceding questions asked respondents to state their agreement or disagreement with the following statements:

Respondents were asked to state their agreement or disagreement with a set of six questions on advertising and sponsorship that were asked in a randomised order. Three questions related to other advertising were:

- Playing ads for junk food during sports broadcasts sends the wrong message
- The ban on live betting odds during sports broadcasts should remain
- There should be a ban on junk food companies sponsoring national sports teams

The three questions this brief discusses are presented below with results.

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

**There should be a ban on fossil fuel companies sponsoring national sports teams**

	<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>	25%	27%	22%	24%	22%	24%	27%
<b>Agree</b>	29%	29%	29%	31%	30%	23%	32%
<b>Disagree</b>	21%	21%	21%	20%	21%	25%	20%
<b>Strongly disagree</b>	11%	15%	7%	12%	9%	14%	7%
<b>Don't know/Not sure</b>	15%	9%	20%	13%	18%	14%	13%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
<b>Strongly agree</b>	25%	15%	27%	51%	17%	24%
<b>Agree</b>	29%	25%	32%	27%	16%	35%
<b>Disagree</b>	21%	28%	20%	10%	23%	16%
<b>Strongly disagree</b>	11%	19%	5%	4%	25%	7%
<b>Don't know/Not sure</b>	15%	13%	16%	8%	19%	18%

	<i>Total</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
<b>Strongly agree</b>	25%	37%	28%	19%	25%	17%
<b>Agree</b>	29%	38%	31%	31%	22%	23%
<b>Disagree</b>	21%	13%	18%	22%	24%	27%
<b>Strongly disagree</b>	11%	5%	10%	11%	9%	16%
<b>Don't know/Not sure</b>	15%	8%	13%	16%	20%	17%



**The Midwinter Ball at Parliament House should not have accepted sponsorship from fossil fuel companies**

	<b>Total</b>	<b>Male</b>	<b>Female</b>	<b>NSW</b>	<b>VIC</b>	<b>QLD</b>	<b>WA</b>
<b>Strongly agree</b>	28%	32%	24%	27%	28%	27%	29%
<b>Agree</b>	29%	27%	31%	30%	29%	26%	30%
<b>Disagree</b>	16%	19%	14%	19%	13%	19%	15%
<b>Strongly disagree</b>	8%	11%	6%	9%	8%	9%	6%
<b>Don't know/Not sure</b>	19%	12%	25%	15%	21%	19%	20%

	<b>Total</b>	<b>Coalition</b>	<b>Labor</b>	<b>Greens</b>	<b>One Nation</b>	<b>Other</b>
<b>Strongly agree</b>	28%	19%	30%	48%	18%	32%
<b>Agree</b>	29%	26%	32%	30%	18%	32%
<b>Disagree</b>	16%	22%	14%	10%	17%	14%
<b>Strongly disagree</b>	8%	15%	4%	2%	23%	5%
<b>Don't know/Not sure</b>	19%	19%	21%	9%	24%	17%

	<b>Total</b>	<b>18-29</b>	<b>30-39</b>	<b>40-49</b>	<b>50-59</b>	<b>60+</b>
<b>Strongly agree</b>	28%	37%	30%	26%	28%	21%
<b>Agree</b>	29%	36%	28%	28%	27%	27%
<b>Disagree</b>	16%	11%	19%	18%	16%	17%
<b>Strongly disagree</b>	8%	6%	6%	7%	5%	14%
<b>Don't know/Not sure</b>	19%	10%	18%	21%	24%	21%

**“Fossil fuel sponsorship is the new cigarette sponsorship. They are advertising a product that we now know is destroying our home planet and our futures.”**

	<b>Total</b>	<b>Male</b>	<b>Female</b>	<b>NSW</b>	<b>VIC</b>	<b>QLD</b>	<b>WA</b>
<b>Strongly agree</b>	28%	30%	27%	29%	27%	27%	34%
<b>Agree</b>	31%	29%	33%	33%	32%	26%	28%
<b>Disagree</b>	16%	20%	13%	14%	14%	22%	17%
<b>Strongly disagree</b>	10%	14%	7%	12%	10%	11%	9%
<b>Don't know/Not sure</b>	14%	7%	19%	12%	18%	13%	12%

	<b>Total</b>	<b>Coalition</b>	<b>Labor</b>	<b>Greens</b>	<b>One Nation</b>	<b>Other</b>
<b>Strongly agree</b>	28%	19%	31%	51%	18%	30%
<b>Agree</b>	31%	28%	33%	33%	22%	33%
<b>Disagree</b>	16%	23%	15%	9%	14%	12%
<b>Strongly disagree</b>	10%	17%	6%	2%	25%	8%
<b>Don't know/Not sure</b>	14%	13%	14%	6%	21%	17%

	<i>Total</i>	<b>18-29</b>	<b>30-39</b>	<b>40-49</b>	<b>50-59</b>	<b>60+</b>
<b>Strongly agree</b>	28%	40%	30%	28%	29%	20%
<b>Agree</b>	31%	38%	34%	30%	24%	28%
<b>Disagree</b>	16%	10%	15%	20%	17%	20%
<b>Strongly disagree</b>	10%	4%	7%	8%	11%	18%
<b>Don't know/Not sure</b>	14%	8%	14%	13%	19%	14%