

Polling - Election promises

August 2023

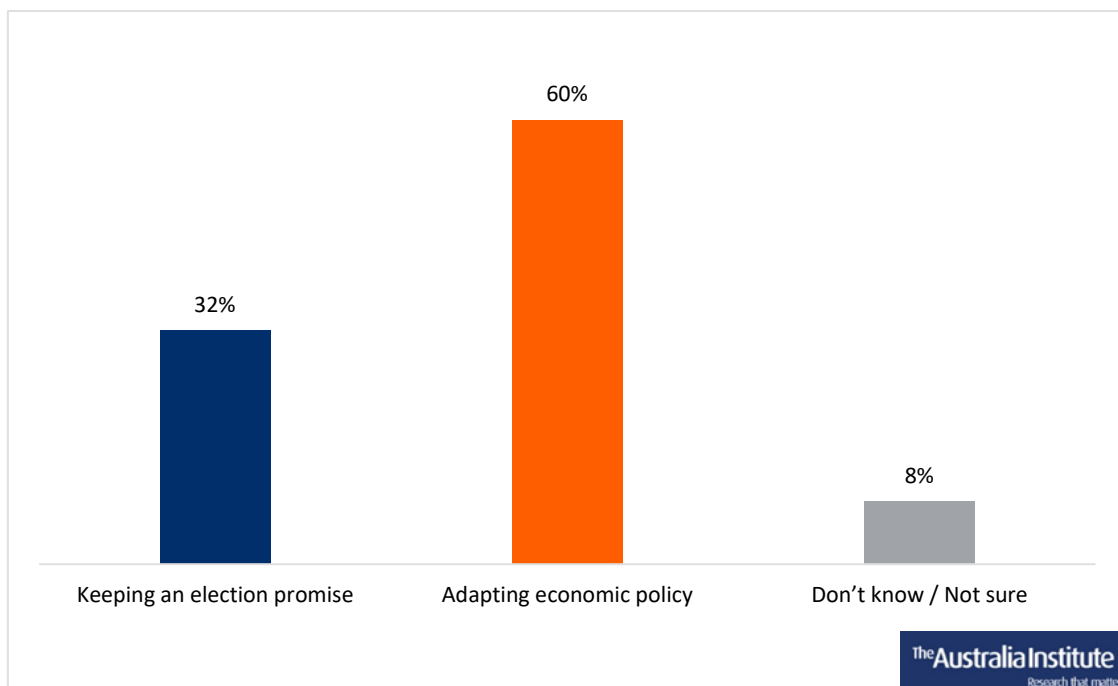
Key results

The Australia Institute surveyed a sample of 1501 Australians about the importance of governments keeping their election promises.

The results show that:

- Three in five Australians (60%) think it is more important to adapt economic policy to suit the current circumstances, even if that means breaking an election promise.
- One in three Australians (32%) think it is more important to keep an election promise regardless of how economic circumstances have changed.

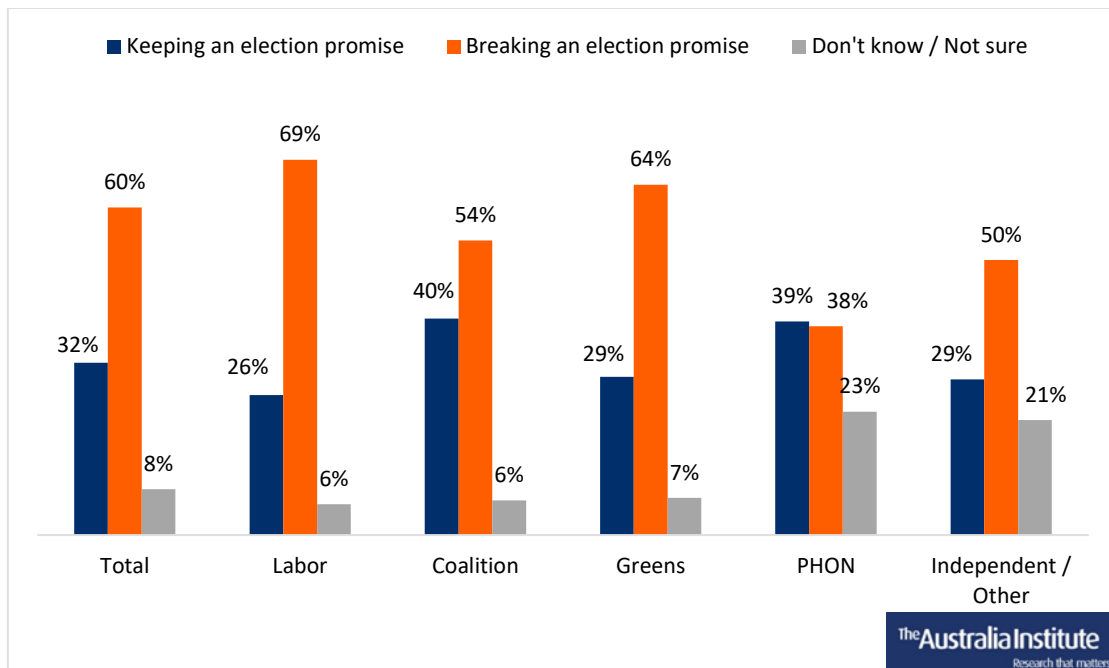
Figure 1: Priorities under changing economic circumstances



Respondents were asked whether they thought it was more important to keep election promises regardless of how economic circumstances have changed, or if it was more important to adapt economic policy to suit the changing circumstances even if that meant breaking an election promise.

- Three in five Australians (60%) think it is more important to adapt economic policy to suit the current circumstances, even if that means breaking an election promise.
- Support was highest for breaking an election promise to suit the current circumstances among Labor and Greens voters at 69% and 64%, respectively.
- Only one in three Australians (32%) think it is more important to keep an election promise regardless of how economic circumstances have changed.
- Support for keeping an election promise regardless of how circumstances have changed was highest among Coalition voters at 40%. However, even among Coalition voters most (54%) think it is more important to adapt economic policy to suit the changing circumstances, even if that means breaking an election promise.

Figure 2: Priorities under changing economic circumstances, by voting intention



Method

Between 1 and 4 August 2023, The Australia Institute surveyed 1501 adults living in Australia, online through Dynata’s panel, with nationally representative samples by gender, age group and state/territory. South Australia and Queensland were “over-sampled” to produce more precise results, but weighting was used to ensure that people from these states were not over-represented in national results.

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. Those who answered the gender identity question as “Non-binary”, “I use a different term”, or “Prefer not to answer” had their responses included with females for the purpose of reporting, due to constraints from weighting data availability. This resulted in an effective sample size of 1169.

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

Results are shown only for larger states.

Voting intention questions appeared just after the initial demographic questions, before policy questions. Lower house voting intention was asked first, followed by upper house voting intention. 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

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

Which do you think is more important?

	<i>Total</i>	<i>Labor</i>	<i>Coalition</i>	<i>Greens</i>	<i>PHON</i>	<i>Other</i>
Keeping an election promise regardless of how economic circumstances have changed	32%	26%	40%	29%	39%	29%
Adapting economic policy to suit the changing circumstances even if that means breaking an election promise	60%	69%	54%	64%	38%	50%
Don't know / Not sure	8%	6%	6%	7%	23%	21%

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
Keeping an election promise regardless of how economic circumstances have changed	32%	34%	29%	38%	27%	32%	34%	29%
Adapting economic policy to suit the changing circumstances even if that means breaking an election promise	60%	60%	60%	55%	66%	53%	61%	63%
Don't know / Not sure	8%	5%	11%	7%	8%	15%	6%	7%

	<i>Total</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
Keeping an election promise regardless of how economic circumstances have changed	32%	32%	31%	32%	26%
Adapting economic policy to suit the changing circumstances even if that means breaking an election promise	60%	59%	59%	62%	65%
Don't know / Not sure	8%	9%	9%	6%	9%