

19th March 2025

uComms conducted a survey of 860 members across the Federal Electorate of Sydney on behalf of The Australia Institute during the evening of 17th – 18th March 2025 using a self-completed and open-ended automated SMS and voice polling methodology.

FINAL RESULTS

Question 1:

If a federal election were to be held today, which of the following would be your first preference vote?

	Total	Male	Female	18 – 34	35 – 50	51 - 65	65+
Tanya Plibersek (Labor)	41.1%	36.0%	46.5%	27.9%	47.6%	59.0%	57.0%
Luc Velez (Greens)	18.8%	11.0%	27.0%	22.7%	20.3%	13.3%	6.3%
Liberal Party	16.0%	22.6%	9.0%	16.1%	11.8%	18.1%	24.1%
Rachel Evans (Socialist Alliance)	3.6%	4.8%	2.3%	5.8%	2.4%	0.0%	1.3%
Independent / Other	7.0%	8.3%	5.6%	7.6%	8.0%	4.8%	5.1%
Don't know / Not sure	13.5%	17.2%	9.6%	20.0%	9.9%	4.8%	6.3%

2 Party Preferred

	Total
Tanya Plibersek (Labor)	66%
Luc Velez (Greens)	34%

Note: Undecided voters allocated by Q1a and preferences distributed as per Q1b

Question 1a:

Being undecided, to which of the following do you have even a slight leaning?

	Total
Tanya Plibersek (Labor)	16.9%
Luc Velez (Greens)	3.9%
Liberal Party	3.9%
Rachel Evans (Socialist Alliance)	1.3%
Independent / Other	74.0%

Note: Only respondents who answered "Undecided" in Question 1 were asked Question 1a

All response options rotated.

Question 1b:

If you had to choose, which of the following would you preference higher?

<i>Total</i>	
<i>Tanya Plibersek (Labor)</i>	<i>56.9%</i>
<i>Luc Velez (Greens)</i>	<i>43.1%</i>

All response options rotated.

Question 2:

Do you approve or disapprove of the job that Tanya Plibersek is doing as federal environment minister?

	Total	Male	Female	18 – 34	35 – 50	51 - 65	65+
Strongly approve	23.2%	24.2%	22.1%	19.4%	19.4%	32.0%	35.1%
Approve	31.4%	27.6%	35.3%	25.2%	37.8%	35.0%	32.4%
Disapprove	17.6%	13.8%	21.5%	23.4%	14.4%	11.0%	14.9%
Strongly disapprove	15.8%	20.6%	11.0%	21.2%	11.4%	13.0%	10.8%
Don't know / Not sure	12.0%	13.8%	10.1%	10.8%	16.9%	9.0%	6.8%

	Total	LAB	GRE	LIB	SOC AL	IND/OTH	UND
Strongly approve	23.2%	35.7%	10.7%	12.8%	4.8%	25.0%	11.1%
Approve	31.4%	43.8%	23.7%	11.7%	38.1%	19.4%	25.0%
Disapprove	17.6%	9.4%	32.8%	19.1%	42.9%	25.0%	11.1%
Strongly disapprove	15.8%	3.4%	22.9%	47.9%	9.5%	13.9%	15.3%
Don't know / Not sure	12.0%	7.7%	9.9%	8.5%	4.8%	16.7%	37.5%

Question 3:

Have you heard about the mass fish deaths currently happening in the salmon industry in Tasmania?

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>18 – 34</i>	<i>35 – 50</i>	<i>51 - 65</i>	<i>65+</i>
<i>Yes</i>	63.4%	67.7%	59.1%	65.1%	55.8%	66.7%	71.2%
<i>No</i>	30.7%	26.6%	34.7%	30.1%	38.6%	26.3%	17.8%
<i>Don't know / Not sure</i>	5.9%	5.6%	6.2%	4.8%	5.6%	7.1%	11.0%

	<i>Total</i>	<i>LAB</i>	<i>GRE</i>	<i>LIB</i>	<i>SOC AL</i>	<i>IND/OTH</i>	<i>UND</i>
<i>Yes</i>	63.4%	66.9%	64.3%	57.4%	95.2%	56.8%	46.2%
<i>No</i>	30.7%	26.0%	32.6%	40.4%	4.8%	29.7%	43.1%
<i>Don't know / Not sure</i>	5.9%	7.1%	3.1%	2.1%	0.0%	13.5%	10.8%

Question 4:

Tasmania's brand is often referred to as "clean and green".

What impact do you think the current mass fish deaths in the salmon industry in Tasmania are having on Tasmania's clean and green brand?

	Total	Male	Female	18 – 34	35 – 50	51 - 65	65+
<i>No impact</i>	14.5%	20.5%	8.4%	16.8%	12.0%	14.6%	11.8%
<i>A small negative impact</i>	31.7%	34.0%	29.4%	27.7%	40.8%	27.1%	26.5%
<i>A significant negative impact</i>	36.3%	25.3%	47.3%	31.5%	35.6%	42.7%	47.1%
<i>Don't know / Not sure</i>	17.5%	20.2%	14.9%	23.9%	11.5%	15.6%	14.7%

	Total	LAB	GRE	LIB	SOC AL	IND/OTH	UND
<i>No impact</i>	14.5%	14.6%	3.3%	35.4%	5.0%	9.1%	14.8%
<i>A small negative impact</i>	31.7%	38.3%	33.1%	12.2%	30.0%	42.4%	14.8%
<i>A significant negative impact</i>	36.3%	35.9%	46.3%	25.6%	60.0%	30.3%	27.8%
<i>Don't know / Not sure</i>	17.5%	11.1%	17.4%	26.8%	5.0%	18.2%	42.6%

Question 5:

The Tasmanian Wilderness World Heritage Area includes part of Macquarie Harbour, the only home of the endangered marine species, the Maugean skate, itself recognised for its world heritage value.

Do you support or oppose stopping salmon farming in areas where it is putting the endangered Maugean skate at risk of extinction?

	Total	Male	Female	18 – 34	35 – 50	51 - 65	65+
<i>Strongly support</i>	36.5%	34.9%	38.1%	33.6%	36.8%	40.4%	39.1%
<i>Support</i>	24.5%	21.4%	27.8%	20.9%	28.7%	24.5%	25.0%
<i>Oppose</i>	11.4%	17.1%	5.6%	13.2%	8.0%	11.7%	14.1%
<i>Strongly oppose</i>	12.5%	14.2%	10.7%	16.8%	10.9%	8.5%	9.4%
<i>Don't know / Not sure</i>	15.1%	12.5%	17.8%	15.5%	15.5%	14.9%	12.5%

	Total	LAB	GRE	LIB	SOC AL	IND/OTH	UND
<i>Strongly support</i>	36.5%	33.5%	47.0%	17.7%	89.5%	40.0%	36.4%
<i>Support</i>	24.5%	31.2%	19.1%	19.0%	10.5%	30.0%	11.4%
<i>Oppose</i>	11.4%	11.8%	6.1%	19.0%	0.0%	3.3%	20.5%
<i>Strongly oppose</i>	12.5%	6.1%	24.3%	21.5%	0.0%	6.7%	11.4%
<i>Don't know / Not sure</i>	15.1%	17.5%	3.5%	22.8%	0.0%	20.0%	20.5%

Methodology Disclosure Statement - Short

Short Methodology Statement	
Research conducted by	<i>uCommunications Pty Ltd – T/A uComms</i>
Commissioned by	<i>The Australia Institute</i>
End client	<i>The Australia Institute</i>
Fieldwork dates	<i>17th – 18th March 2025</i>
Mode of data collection	<i>Automated telephone poll and SMS</i>
Target population	<i>Australian eligible voters</i>
Sample size	<i>860</i>
Australian Polling Council (APC) Compliant	<i>Yes</i>
URL of Long Methodology Disclosure Statement	<i>https://ucommsapc.info/</i>
Voter intention published	<i>Yes</i>

Methodology Disclosure Statement - Long

Long Methodology Statement	
Effective sample size after weighting applied	<i>793</i>
Margin of Error associated with effective sample size	<i>+/-3.33%</i>
Variables used in weighting	<i>Population distribution (Age x Gender)</i>
Weighting method used	<i>Raked weighting</i>
Full question text, responses categories and randomisation	<i>See within attached</i>
Proportion of landline/mobile completed samples	<i>86% Mobile 14% Landline</i>
Source of Sample	<i>Households selected at random within the Federal seat of Sydney</i>
Positioning of voter intention questions within survey	<i>First question after call and SMS intro</i>
Undecided voter handling	<i>Respondents who answered “Undecided” were then asked a leaning question</i>
2pp calculation method	<i>Q1b</i>