

# Polling - Truth in political advertising

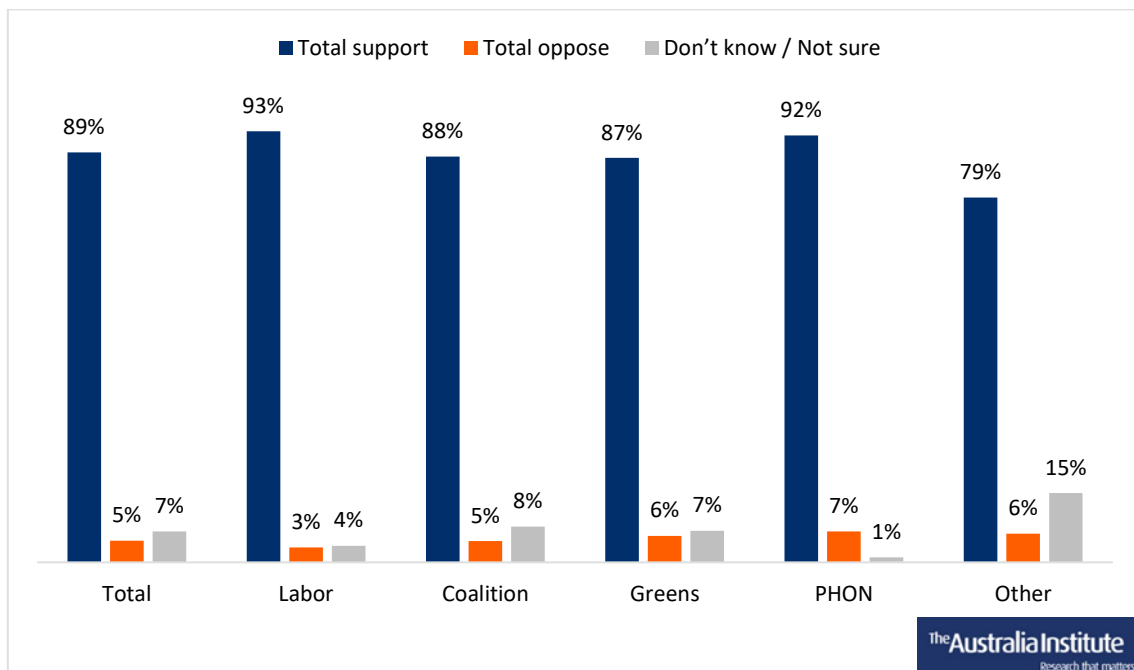
## *April 2025*

### Key results

The Australia Institute surveyed a nationally representative sample of 1,089 Australians about their attitudes toward truth in political advertising.

- Nine in ten Australians (89%) support the introduction of truth in political advertising laws, including two in three (64%) who strongly support such laws. Only 5% oppose truth in political advertising.
- A majority of voters of all voting intentions support truth in political advertising laws, including 93% of Labor voters, 88% of Coalition voters, 92% of One Nation voters, 87% of Greens voters and 79% of voters for others.

**Figure 1: Support for 'truth in political advertising' laws by voting intention**





# Australian Polling Council Quality Mark

## Method

### Short Methodology Statement

Research company	YouGov Galaxy Pty Ltd
Client commissioning the research	Australia Institute
Fieldwork dates	8 <sup>th</sup> Apr - 10 <sup>th</sup> Apr 2025
Mode of data collection	Online recruited from research panel (100%)
Target population	Australians eligible to vote
Sample size	1089
Australian Polling Council compliant	Yes
URL of Long Methodology statement	<a href="https://australiainstitute.org.au/australian-polling-council-long-methodology-disclosure-statements/">https://australiainstitute.org.au/australian-polling-council-long-methodology-disclosure-statements/</a>
Is voting intention published?	No

### Long Methodology Statement

Effective sample size after weighting applied	858
Margin of error associated with effective sample size	±3.3
Quotas and weighting	Age, Gender, Education, AEC region, household income, Weighting by Federal and Referendum and Referendum vote
Weighting method used	Rim weighting
Full question text, responses categories and randomisation	Below for published questions
Source of online sample	Selected from previously recruited online panels of research participants using quotas based on weighting frame and past vote.
Positioning of voting intention questions in questionnaire?	After demographics
How were undecided voters handled?	NA
2PP calculation method	NA

## Detailed results

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

Although Trumpet of Patriots (ToP) was a stand-alone option for voting intention, ToP voters have been included as part of “Other” voters because the sample was too small to meaningfully analyse.

**Would you support or oppose the introduction of ‘truth in political advertising’ laws that would make it illegal for political parties and candidates to publish ads that are inaccurate and misleading?**

	<i>Total</i>	Male	Female	NSW	VIC	QLD	WA
<b>Strongly support</b>	64%	64%	64%	65%	61%	70%	60%
<b>Support</b>	24%	24%	25%	24%	27%	22%	24%
<b>Oppose</b>	3%	3%	2%	3%	1%	1%	6%
<b>Strongly oppose</b>	2%	3%	1%	1%	3%	3%	3%
<b>Don’t know/not sure</b>	7%	6%	7%	7%	8%	3%	8%

	<i>Total</i>	18-24	25-34	35-49	50-64	65+
<b>Strongly support</b>	64%	60%	62%	58%	65%	73%
<b>Support</b>	24%	26%	23%	26%	26%	21%
<b>Oppose</b>	3%	4%	5%	4%	1%	0%
<b>Strongly oppose</b>	2%	5%	3%	1%	1%	2%
<b>Don’t know/not sure</b>	7%	5%	6%	10%	7%	4%

	<i>Total</i>	Labor	Coalition	Greens	PHON	Total Other
<b>Strongly support</b>	64%	65%	62%	70%	62%	61%
<b>Support</b>	24%	28%	25%	17%	30%	18%
<b>Oppose</b>	3%	2%	2%	3%	5%	3%
<b>Strongly oppose</b>	2%	1%	2%	2%	2%	3%
<b>Don’t know/not sure</b>	7%	4%	8%	7%	1%	15%