

FINAL RESULTS

When interpreting this document, please consider the following items:

- For small sample ($n < 50$) – interpret with caution
- All figures have been weighted to be representative of Australian voters (the target population).
- Under gender those who selected the option of “Other” (0.73% of the total sample) have been randomly allocated to allow for weighting.
- All results are based on percentages and have been rounded to one decimal place
- When a question has only been asked to a select group of respondents this has been noted within the question title
- For the banner “2025 federal vote” all party names have been abbreviated as follows:
 - ALP – Labor
 - COA – Liberal / National Coalition
 - GRE – Greens
 - ON – Pauline Hanson’s One Nation
 - TOP – Trumpet of Patriots
 - IND – Independent
 - Other – Other parties

Methodology:

YouGov conducted a national survey of 1,500 voters on behalf of The Australia Institute between 24 and 29 April 2025, using an online survey polling methodology. Full details are provided in the methodology statement. The poll is compliant with the Australian Polling Council’s requirements. The margin of error on the effective sample size is 3.27%.

Question

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

	Total	Male	Female	18-24	25-34	35-49	50-64	65+	Already voted	Not yet voted
NET Weekly or more	57.1	59.5	54.8	49.5	51.4	51.5	62.1	65.2	62.2	54.8
NET Less than weekly	18.6	19.7	17.4	25.5	26.7	19.0	13.0	15.4	16.0	19.7
Daily	41.5	44.1	39.1	30.3	31.4	33.3	49.0	54.4	46.2	39.3
Weekly	15.6	15.4	15.8	19.3	19.9	18.2	13.2	10.8	16.0	15.4
Once or twice	14.6	15.6	13.7	23.9	17.8	13.6	11.3	12.7	12.5	15.6
Never	4.0	4.2	3.8	1.6	8.9	5.3	1.7	2.6	3.5	4.2
Don’t know / Not sure	24.3	20.7	27.7	25.0	22.0	29.5	24.9	19.5	21.8	25.5
Column n	1500	733	767	147	220	330	405	398	528	972

2025 federal vote

	Total	NSW	VIC	QLD	SA	WA	ACT/NT/ TAS	ALP	COA	GRE	ON	TOP	IND	Other
NET Weekly or more	57.1	51.7	62.1	65.0	49.8	49.7	59.7	48.0	63.9	60.4	59.4	45.0	60.4	55.5
NET Less than weekly	18.6	20.4	15.2	16.2	18.8	21.2	27.5	25.2	15.7	16.0	15.1	11.9	16.3	10.6
Daily	41.5	38.9	44.7	49.7	37.2	29.9	38.9	30.3	49.9	40.1	41.0	41.3	50.7	46.9
Weekly	15.6	12.9	17.4	15.3	12.6	19.8	20.9	17.7	14.0	20.3	18.5	3.7	9.7	8.5
Once or twice	14.6	17.7	9.6	13.1	17.9	18.2	14.2	20.7	12.2	11.6	12.8	3.4	11.5	10.6
Never	4.0	2.8	5.5	3.1	0.9	3.1	13.3	4.5	3.4	4.4	2.3	8.5	4.8	0.0
Don't know / Not sure	24.3	27.8	22.7	18.8	31.4	29.0	12.8	26.8	20.4	23.6	25.4	43.1	23.3	33.9
Column n	1500	435	365	335	131	161	73	512	478	198	114	26	129	43