

# THE VOICE

# REFERENDUM

Research Report 2023

# KEY FINDINGS

Informed, engaged, decisive

1

Squizers are highly engaged and feel informed

2

They believe there will be a 'No' vote

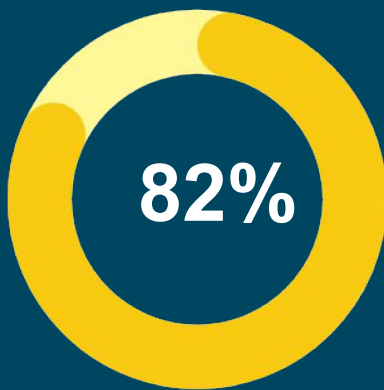
3

What a 'No' vote means is complicated

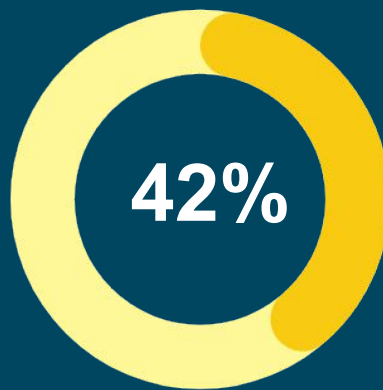
**2,265** survey respondents

# SURVEY SNAPSHOT

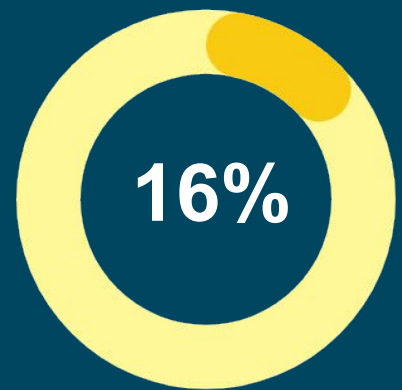
Overwhelmingly (82%), this research found the audience had made up their mind about how they will vote, demonstrating that this is an audience that is engaged with the topic.



Have made up their mind on how they will vote

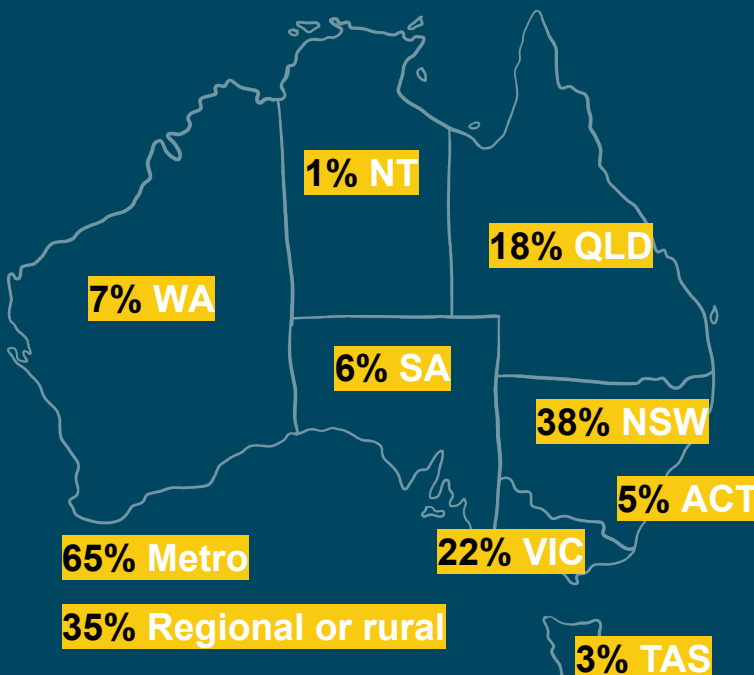


Made up their mind when the referendum was announced last year

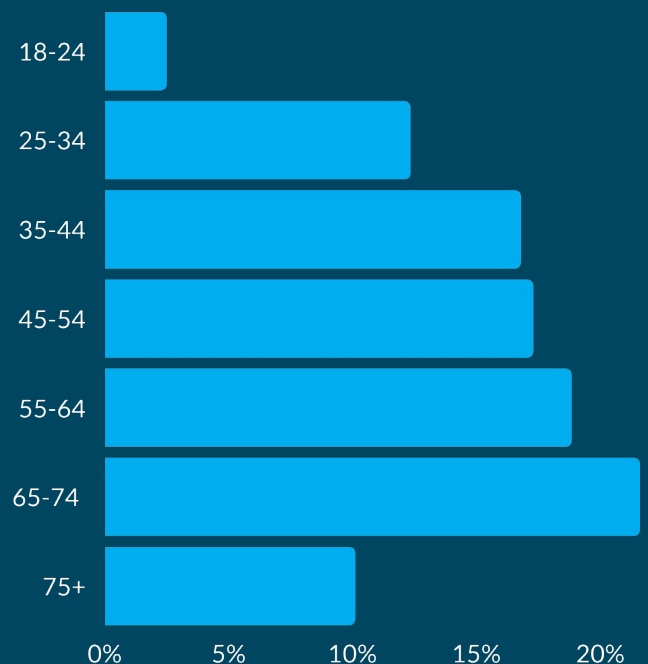


Made up their mind after the unveiling of the Uluru Statement of the Heart in 2017

## Location



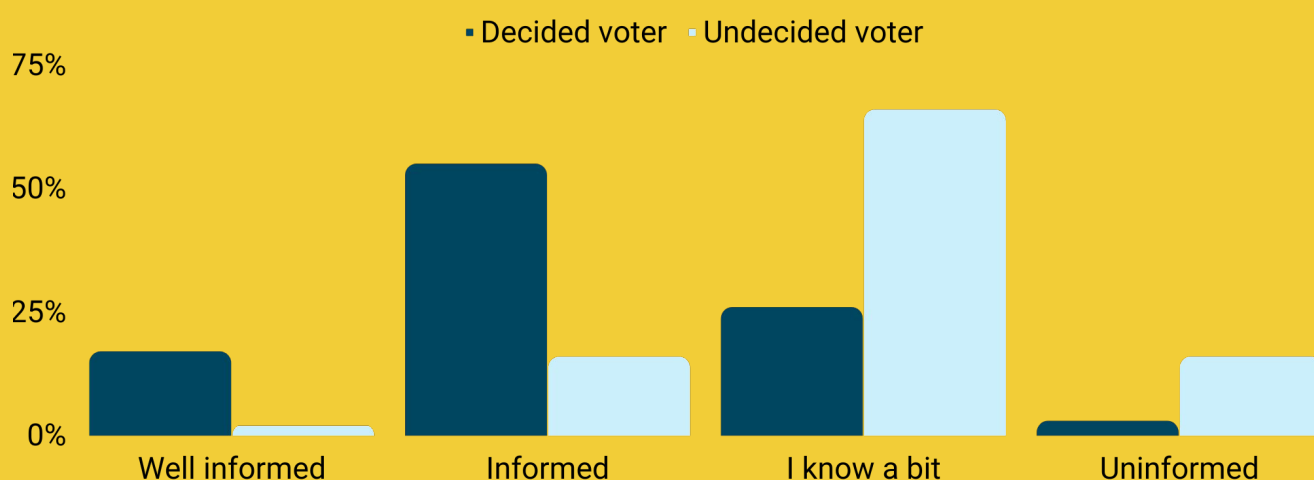
## Age



# THEY'RE INFORMED AND ENGAGED

Overall, almost two-thirds (63%) of our audience say they are informed or very well informed about the issues at play. One in 3 (33%) feel they know a bit but could know more, and a few say they are uninformed (4%) or don't care about the issue (1%).

*How well informed would you say you are about the issues at play?*



Of those who are yet to decide their vote, many (63%) feel they know a bit about the issues at play. Of those who have made up their mind, a majority (71%) say they feel informed.

When asked where they're getting their information, half (51%) say they are getting it from news media in general. Very few (11%) are talking about it with friends and family and/or colleagues.

When you look at those who have made up their mind, a third (30%) say they are getting their information from primary research indicating high engagement with the issue.

# 86%

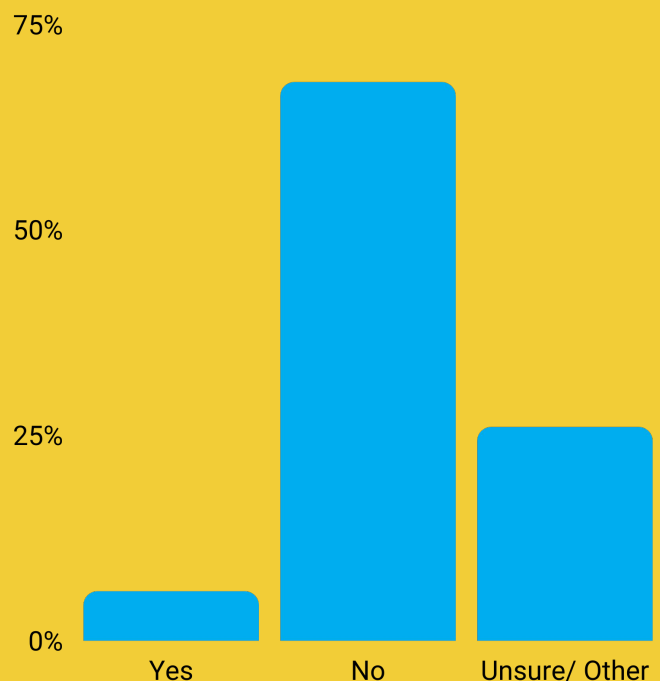
Of those in the NT are most likely to feel 'very well informed' or 'informed'. That compares with 63% across other states and territories.

# THEY FEEL THE NEWS COVERAGE SO FAR HAS **NOT BEEN** EQUAL

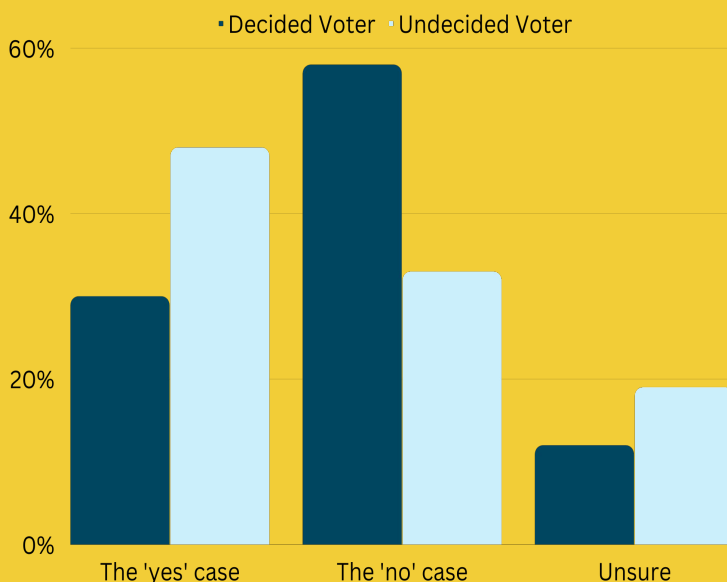
When asked whether they felt that both sides of the debate are getting a good hearing, many believed there was unequal coverage (61%). Only a small number (6%) said they anticipate a respectful prosecution of arguments.

*Do you think there will be a respectful prosecution of the arguments from the respective campaigns?*

**1 in 5**  
Believe both sides of the debate are getting a good hearing.



*Which side of the debate do you feel has been given the most coverage?*



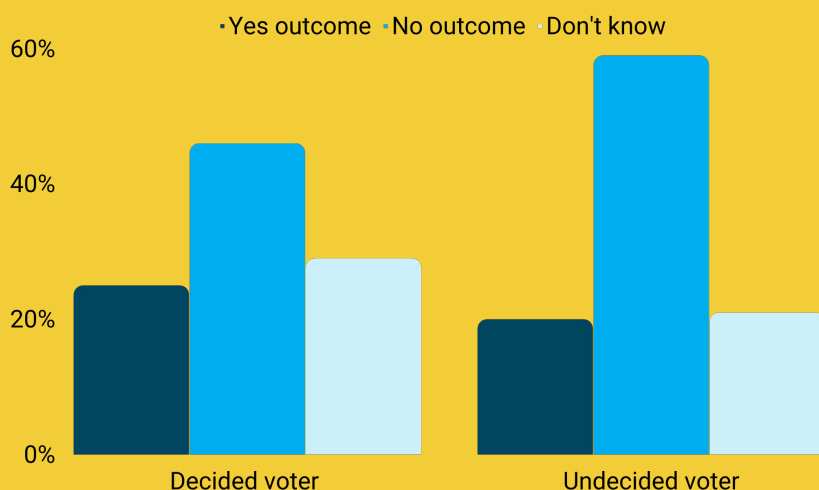
Almost two-thirds (64%) of those who have decided how they will vote feel that both sides of the debate aren't being equally heard.

Additionally, over half (58%) think that the 'No' vote is getting more attention. Among the undecided voters, half (49%) think the 'Yes' vote gets more coverage, while a third (32%) are unsure.

For people with Aboriginal or Torres Strait Islander background, nearly half (48%) believe that the 'Yes' side has received more media attention.

# HALF ARE EXPECTING A 'NO' VOTE

*If you had to guess, what do you think the outcome will be?*



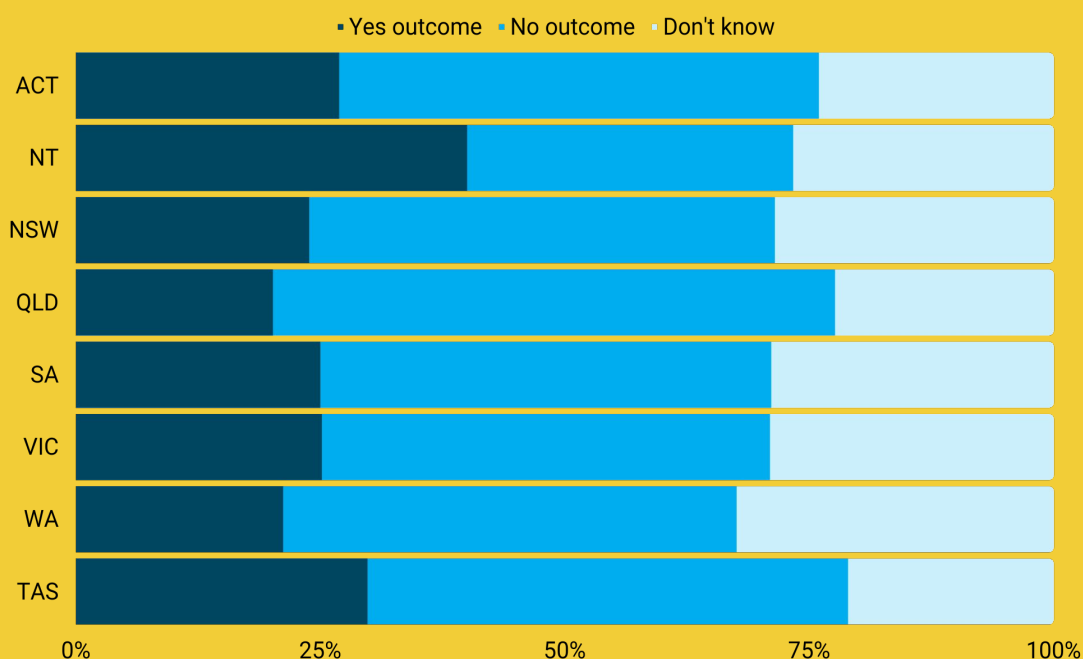
Overall, half (49%) of those surveyed predict a 'No' result while a quarter (27%) are uncertain about the outcome. Among the undecided group, the majority (59%) think the result will be 'No', whereas fewer (46%) of the decided voters hold this expectation.

When we break the response out by geography, those who live regionally are more inclined (54%) to expect a 'No' outcome compared to metro residents (46%). Nearly two-thirds (65%) of those who are of Aboriginal or Torres Strait Islander origin are expecting a 'No' vote.

Only those from

# NT

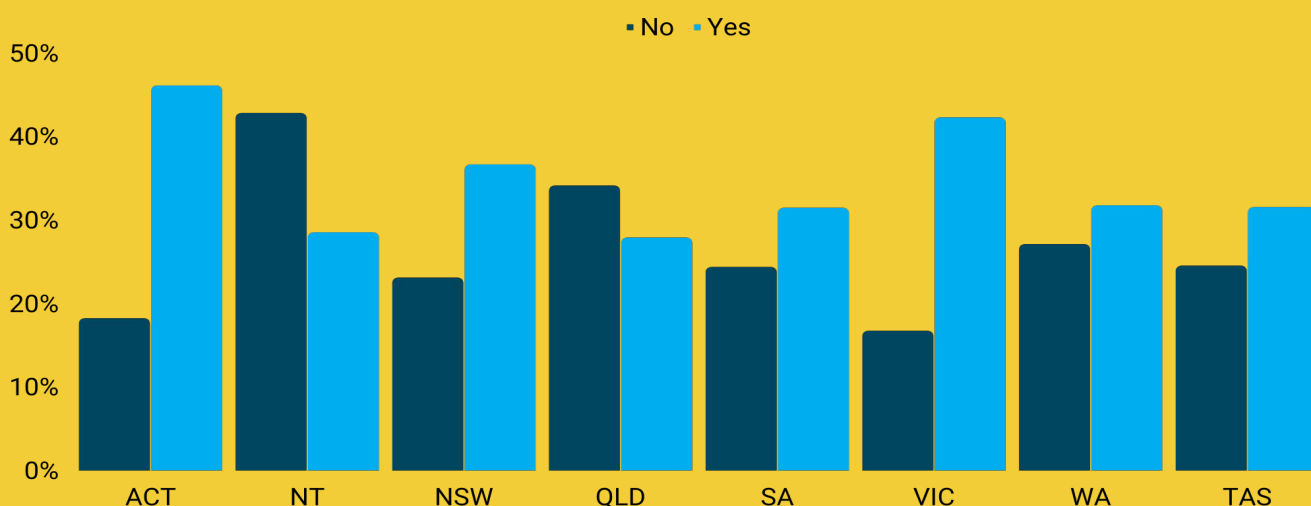
answered that they expected a 'yes' vote (40%) over a 'no' vote (33%).



# WHAT A 'NO' VOTE MEANS IS COMPLICATED

1 in 3 (36%) said a 'No' vote would indicate Australia is a racist country. The same number (36%) said 'it's not that simple', with the remainder indicating it wouldn't mean Australia is racist (28%). Those in the NT and Qld were the only jurisdictions to answer that a 'No' vote would not indicate Australia is a racist country.

*If the outcome is a NO, do you think this means Australia is a racist country?*



*If the outcome is YES, do you think it will have a tangible benefit to the lives of Indigenous Australians?*

Among those who've made up their minds on their vote, half (47%) think that the Voice will bring real benefits to Indigenous Australians. The rest were divided between responses of no/don't know (25%) and 'it's not that simple' (25%).

For those who haven't decided yet, very few (10%) believe the Voice will have a tangible benefit.

