

August 2025

# Australian attitudes towards the Coalition

## What it means in every seat using MRP electorate modelling

YouGov Polling and Public Affairs Team  
Prepared for Blueprint Institute

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# Methodology for MRP modelling

- This YouGov report is different from traditional polling because it uses polling data collected across Australia to model the results across each of the Federal 150 electorates by matching the polling data to electorate level data.
- YouGov used MRP modelling to predict that Labor would be elected with an increased majority and Coalition would suffer its heaviest defeat since the Liberal Party was formed. No other poll made this correct prediction.
- Research was conducted via an online survey between 10–29 July 2025.
- A sample of n=5,007 Australian voters was collected.
- To ensure the sample is nationally and politically representative, quotas on age, gender, region, education, income and past federal vote were set, and the results were weighted on these variables to the latest ABS population estimates and AEC election results.
- The post-stratification frame for our Bayesian MRP model includes key census- and electorate-level population statistics—such as age, gender, education, housing tenure, past voting behaviour and location.

## Executive summary: 67% will not consider voting for the Coalition

33%

Only 33% of Australians would “seriously consider” giving the Coalition their first preference while 42% would “seriously consider” giving Labor their first preference in an election held today.

In 2025 Federal election the Coalition persuaded 96% of those seriously considering them to vote Coalition to achieve it's 31.8% of the primary vote.

Labor only had to persuade 82% of the 42% seriously considering them for their first to achieve its 34.6% of the primary vote in 2025. The Coalition needs to increase by 9% those prepared to consider them just to be even with Labor.

102  
seats

In 102 of the 150 Federal electorates, the Coalition has less voters willing to even consider giving the Coalition their first preference than Labor.

The 102 seats where the Coalition starts from behind against Labor on first preference “considers” includes three seats held by Coalition and five by the Crossbench.

This report uses the most advanced data modelling to demonstrate why the 2025 election result will be the new normal for the Coalition unless they win back the voters who wont even consider voting for them now.



## Executive summary **58% have voted Liberal previous federal elections**

- **58% of voters said they have voted for the Coalition Federally in the past. Of those, 44% are not prepared to consider voting Coalition now and similar proportion (45%) did not vote for them in the 2025 federal election.**
- **26% of Australians are former Coalition voters who currently won't seriously consider the Coalition as a first preference. This is approximately 5 million voters the Coalition need to persuade to seriously consider them again.**
- Former Coalition voters outnumber current Labor considerers in 132 Federal electorates.
- If the Coalition was to persuade these voters to seriously consider them again then Labor's advantage lead in first preference consideration in Federal seats would be slashed from 102 to just 15 seats.
- Only one in five (21%) of former Coalition voters see Coalition being in touch with modern Australia and only one in four (25%) see them as aligned with their values.
- Eight in ten (80%) former Coalition voters agree that The Liberal-National Coalition need to present a more comprehensive and credible policy platform before I'd consider voting for them at the next election.
- One in two (52%) of former Coalition voters say that they would only consider a party ready to govern if they have credible policies to address climate change and its impacts.

*Former Coalition voters: Those who voted for the Coalition in previous federal elections but not in the 2025 federal election (this equates to 26% of the total electorate)*

## Executive summary: Coalition behind on issues in seats

22  
seats

Overall, 33% of Australians think the Liberal-National Coalition is aligned with their personal values and priorities.  
**45% Disagree**

Only 19 seats have a majority who see the Coalition as “aligned with my personal values and priorities.”

71  
seats

Overall, 51% of voters say they that they will only consider a party ready to govern if they have credible policies to address climate change. In 71 seats over 50% have this view and in 149 seats % of agreement is higher than disagreement,

The 71 seats includes 20 seats the Coalition held in 2019 and 3 seats they hold now.

2  
seats

Overall, only 26% of voters see the Coalition as aligned with their priorities on responding effectively to climate change.  
**45% Disagree. In 145 seats the % of not aligned is higher than aligned.**

Only 2 seats have more voters who agree the Coalition is aligned with their climate change priorities

## Executive summary **Coalition behind on issues in seats**

**27  
seats**

**Overall, 33% of Australians think the Liberal-National Coalition is aligned their priorities on affordable housing.**

**42% Disagree**

Only 27 seats have more voters who agree the Coalition is “aligned to their priorities in improving access to affordable housing” than disagree.

**5  
seats**

**28% of Australians see the Coalition as sharing their priorities on renewables.  
45% disagree**

Only 5 seats have more voters who agree the Coalition aligned to their priorities in “a shift to a mix of renewable energy and storage sources like solar, wind, batteries and hydro-electricity” than disagree.

**21  
seats**

**Only 30% of voters think the Coalition should drop its commitment to net zero emission target by 2050 while  
49% of voters think they should keep it.**

Only 21 seats have more voters who agree with the Coalition dropping its commitment to net zero.

# Coalition potential support shrinking in Urban Australia

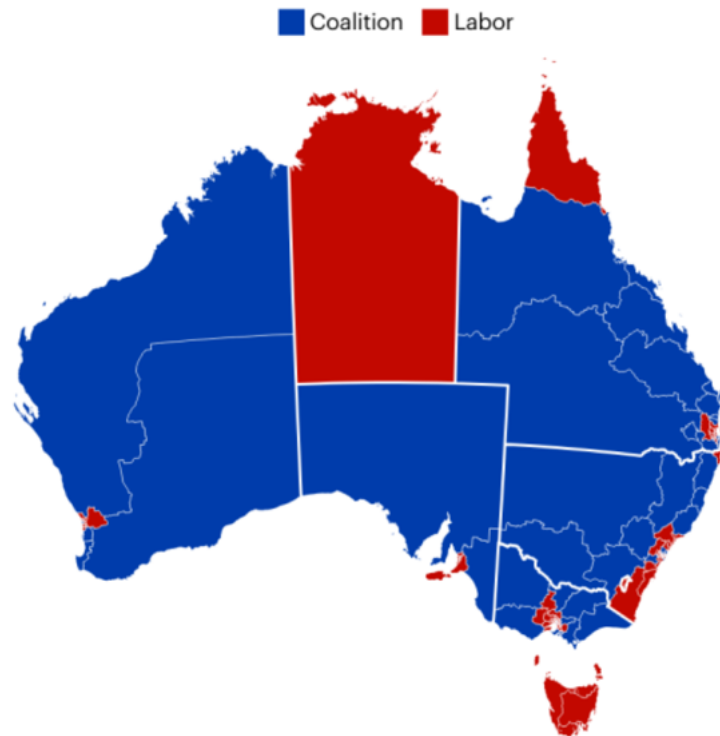
# The Coalition shrinking potential support in Urban Australia

The maps on the left measure voters currently willing to consider Labor and the Coalition in each electorate while the maps on the right measure past Coalition voters against current consideration to vote Labor. They show how former Coalition voters no longer willing to even consider the Coalition have urban electorates now out of the Coalitions reach.

## Who would you currently consider voting for as your first preference?

Who would you currently consider voting for as your first preference, if you had to vote tomorrow for the federal election House of Representatives? %

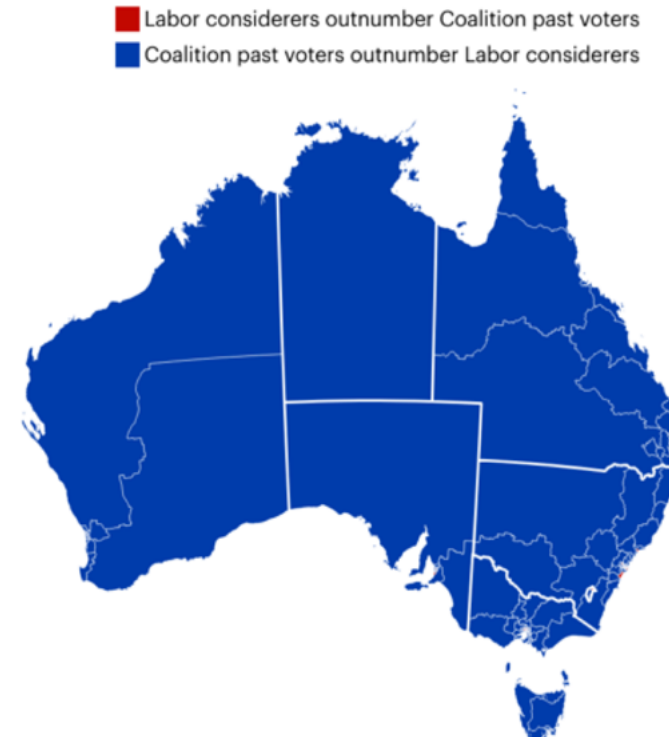
Estimated division projections based on modelled responses from 5,007 Australian voters.



## Coalition past voters outnumber current Labor considerers

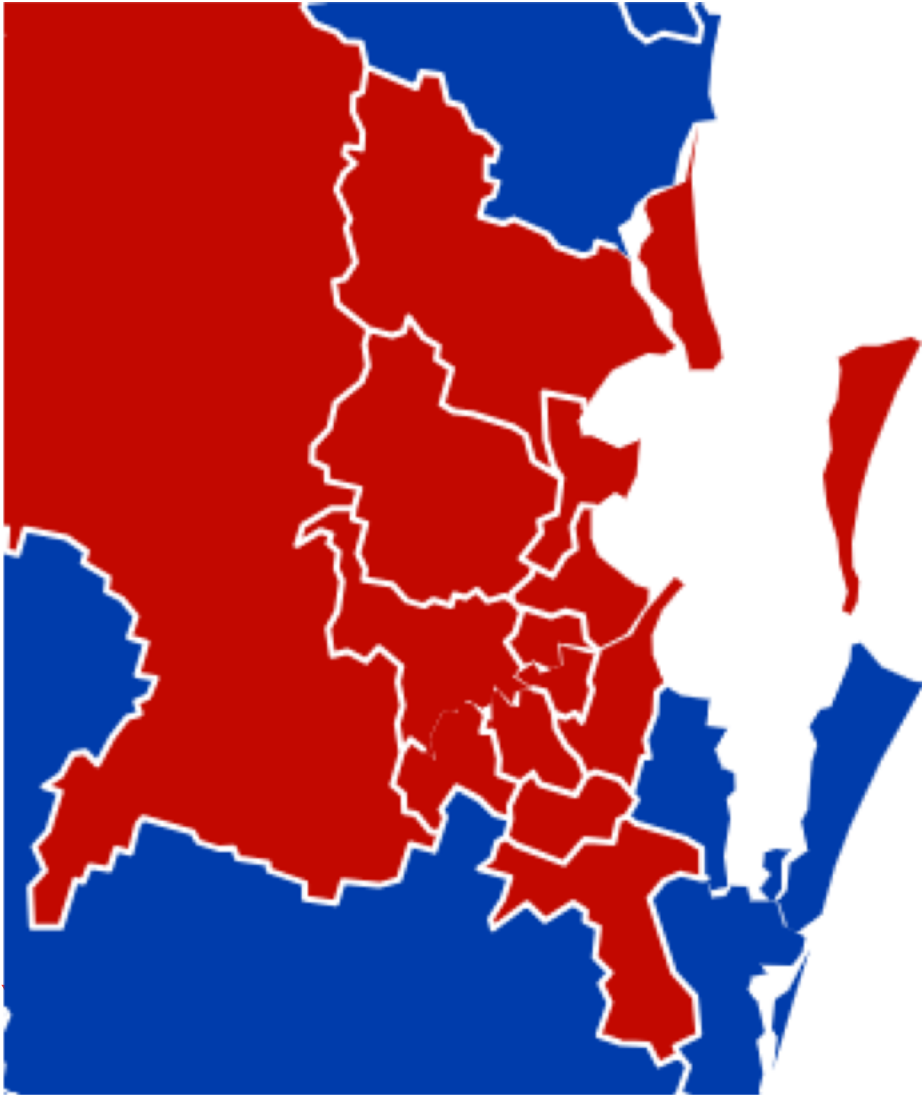
Who would you currently consider voting for as your first preference, if you had to vote tomorrow for the House of Representatives (Lower House)? Please choose all parties/candidates who you realistically would consider voting for [Labor] / Have you ever voted Coalition in a Federal election? %

Estimated division projections based on modelled responses from 5,007 Australian voters.

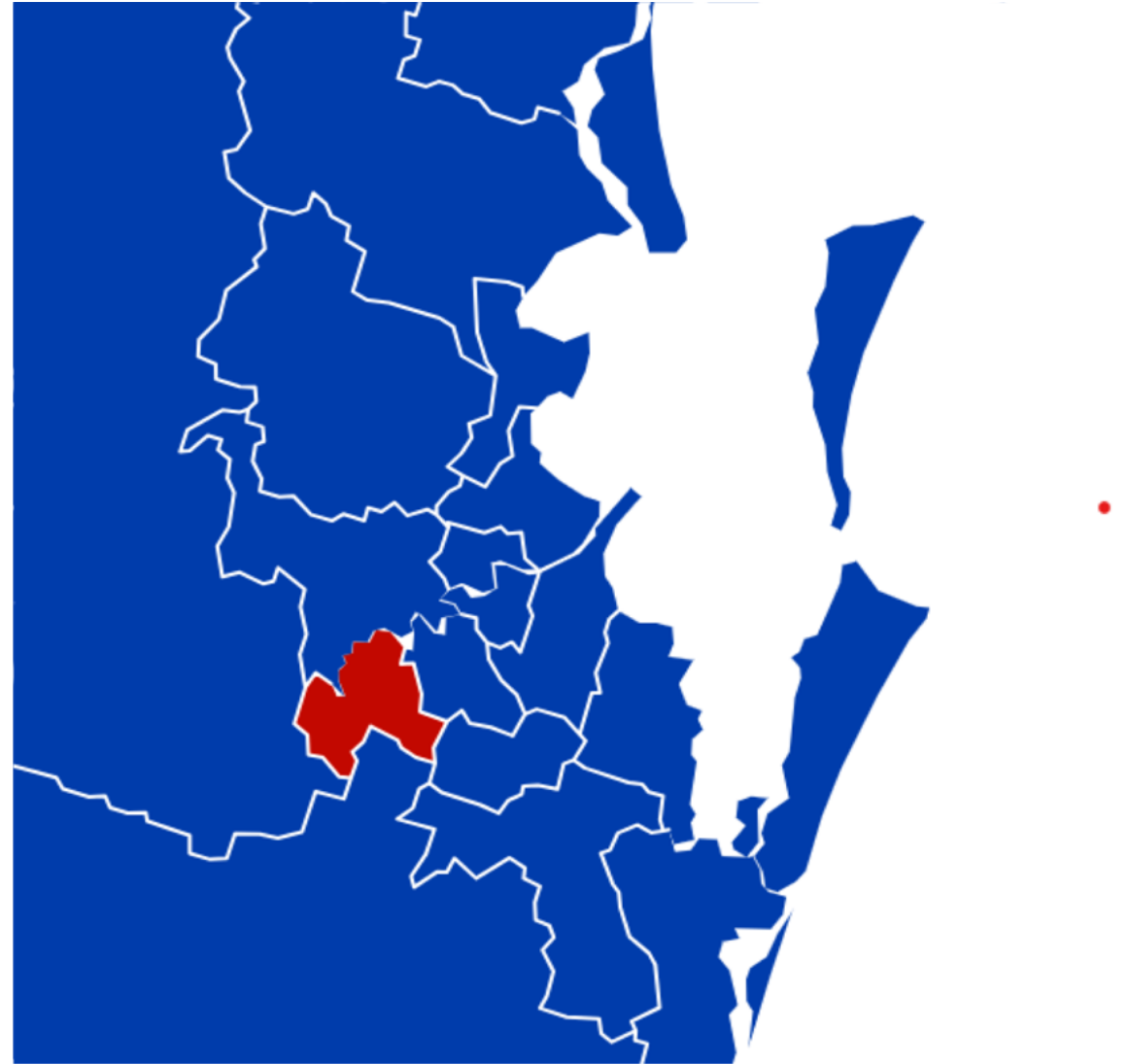


# The Coalition shrinking potential support in Brisbane

Currently willing to consider Labor and the Coalition

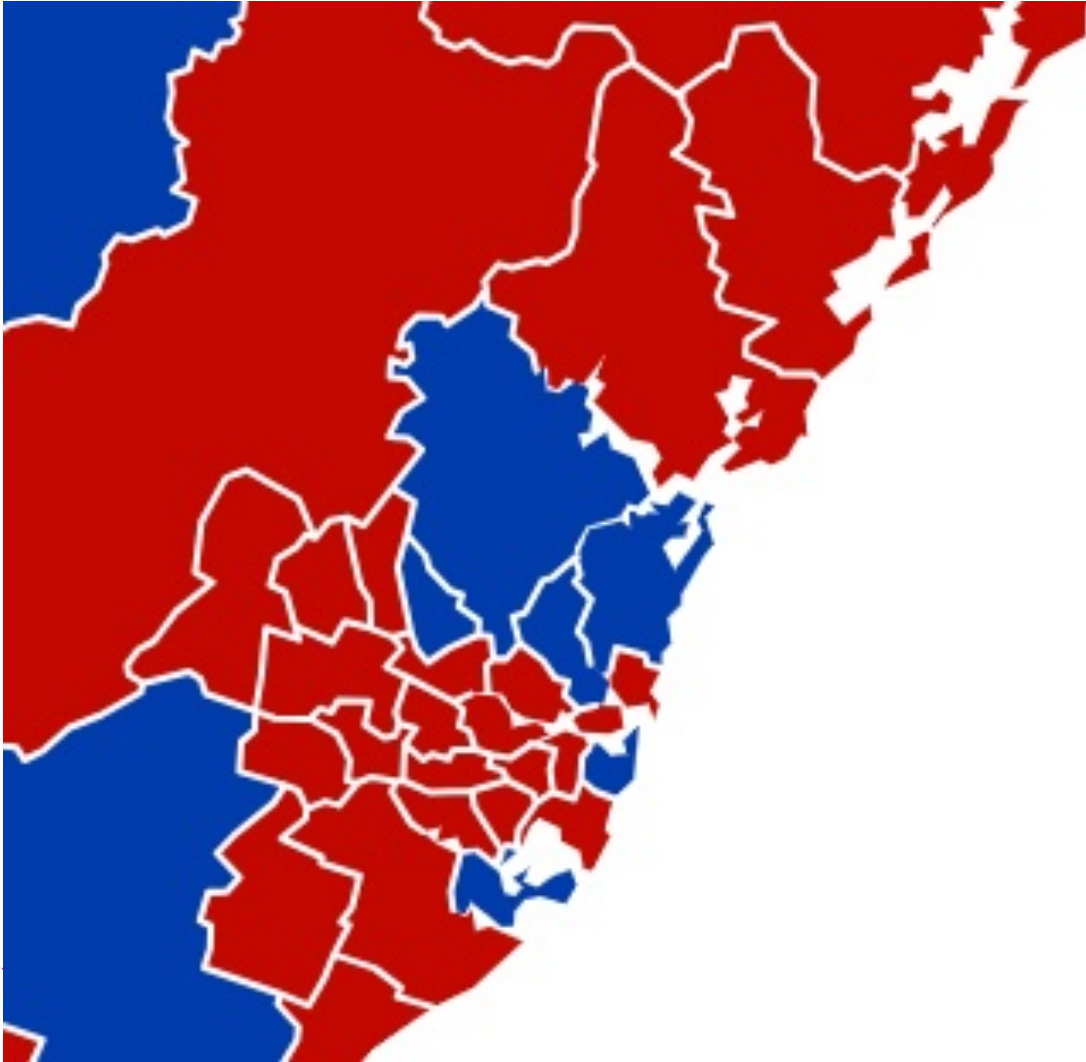


Past Coalition voters against current Labor considerers.

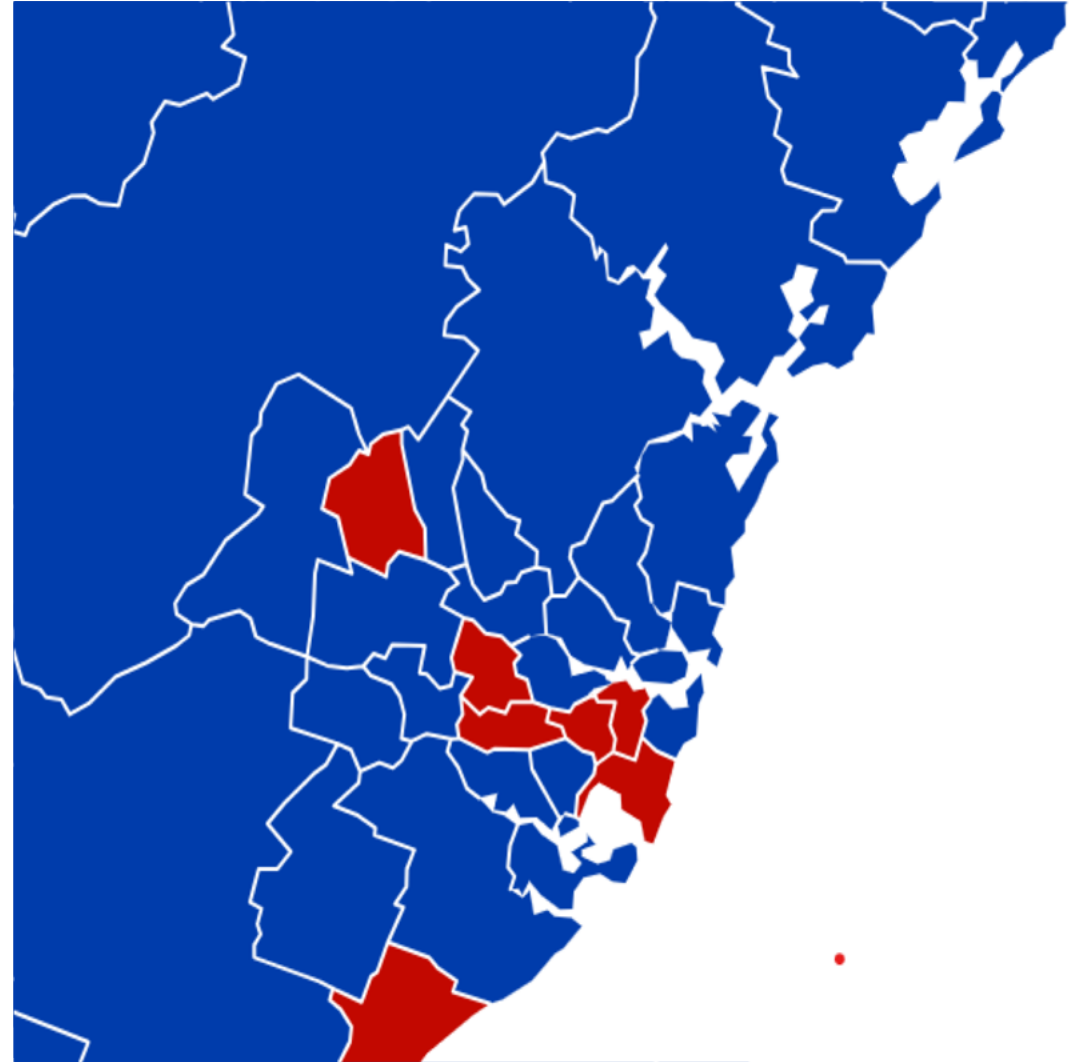


# The Coalition shrinking potential support in Sydney

Currently willing to consider Labor and the Coalition



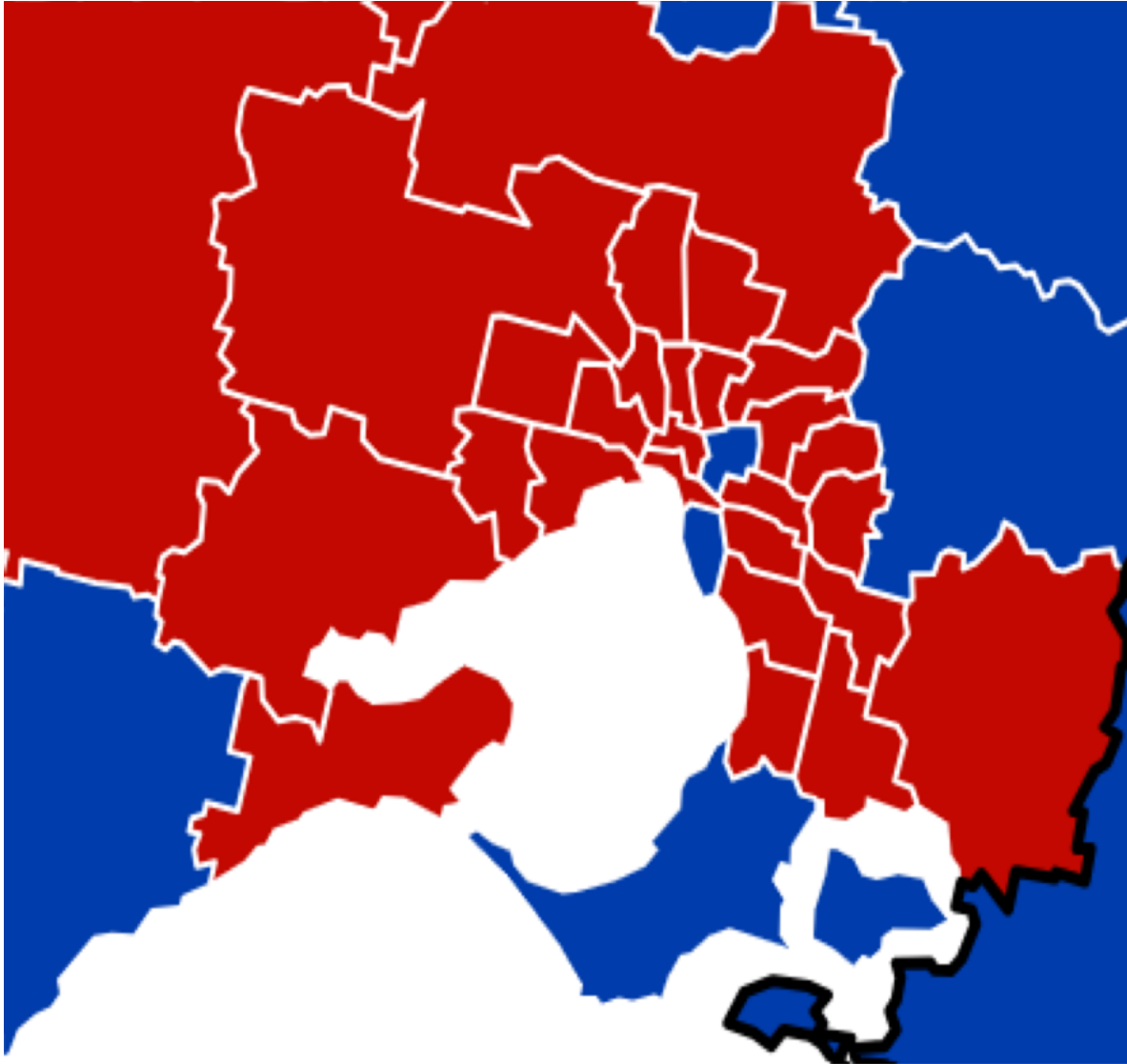
Past Coalition voters against current Labor considerers.



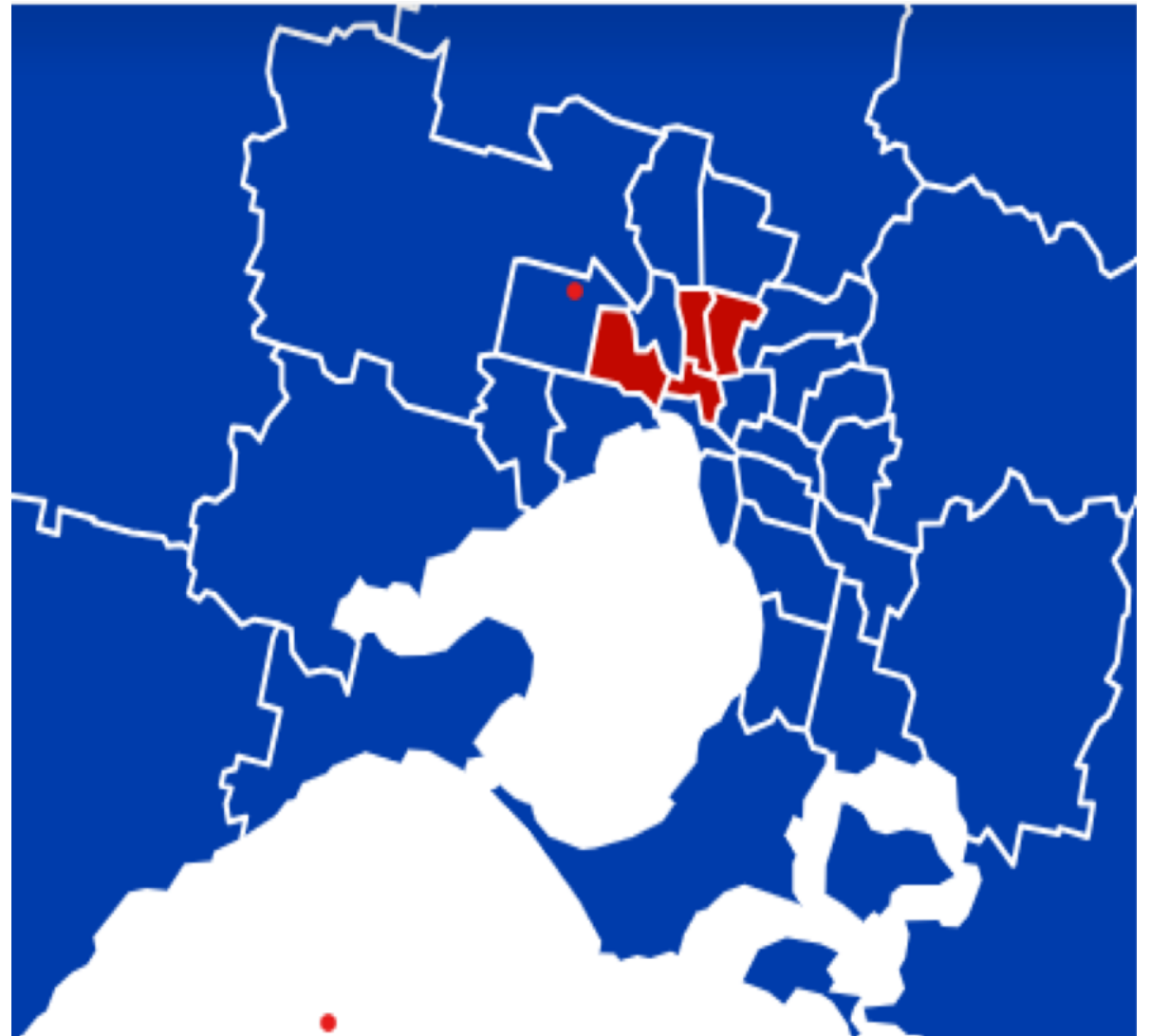


# The Coalition shrinking potential support in Melbourne

Currently willing to consider Labor and the Coalition



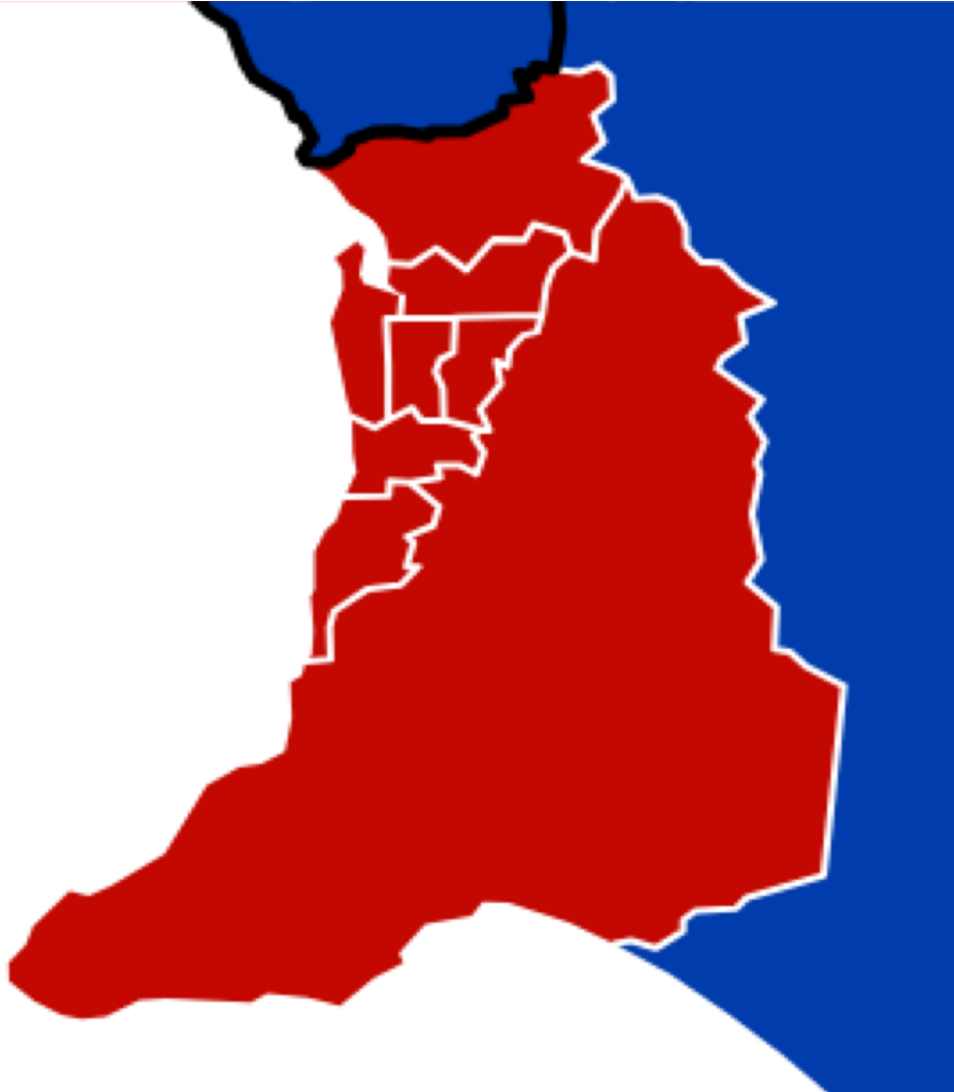
Past Coalition voters against current Labor considerers.



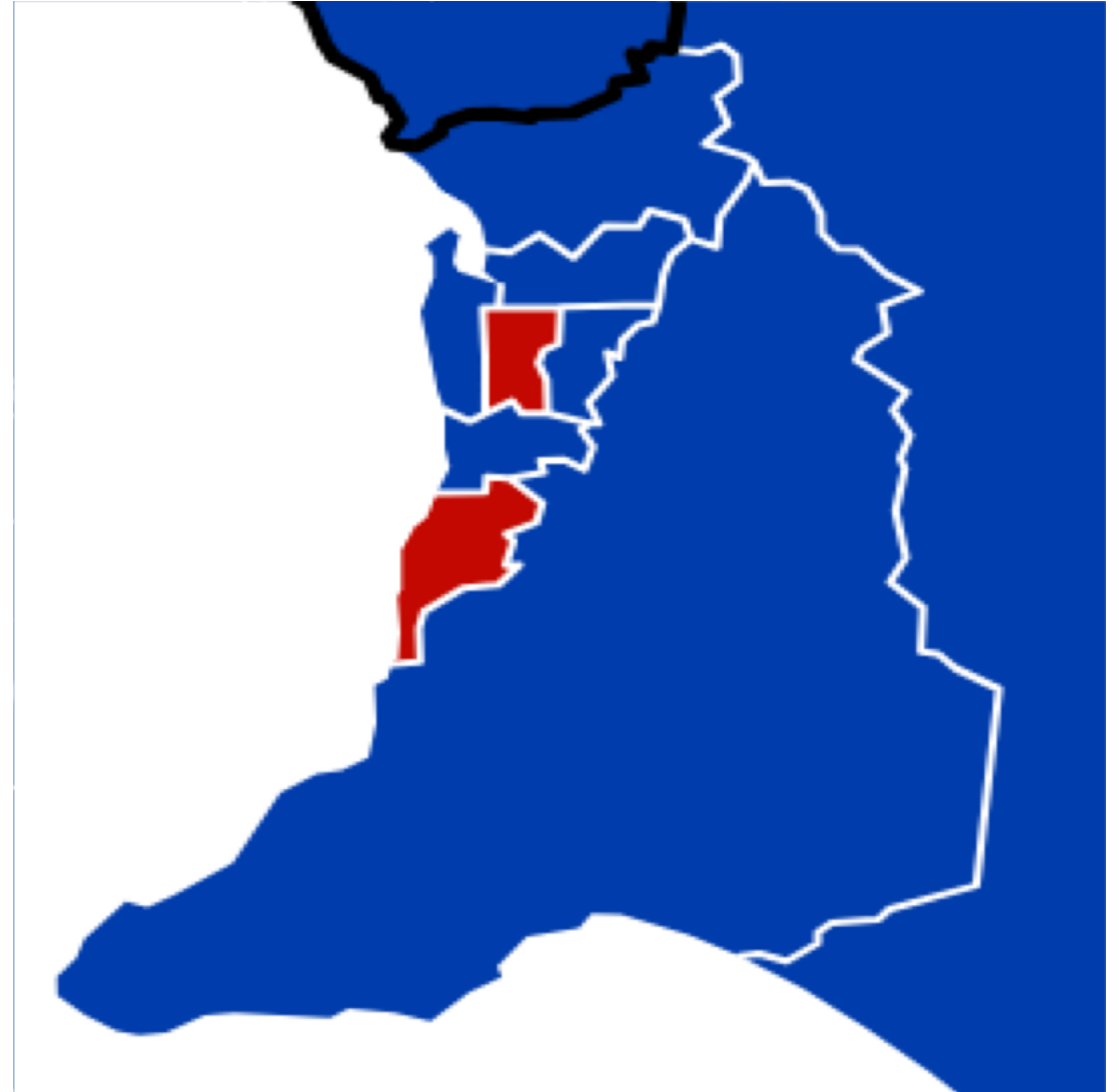


# The Coalition shrinking potential support in Adelaide

Currently willing to consider Labor and the Coalition

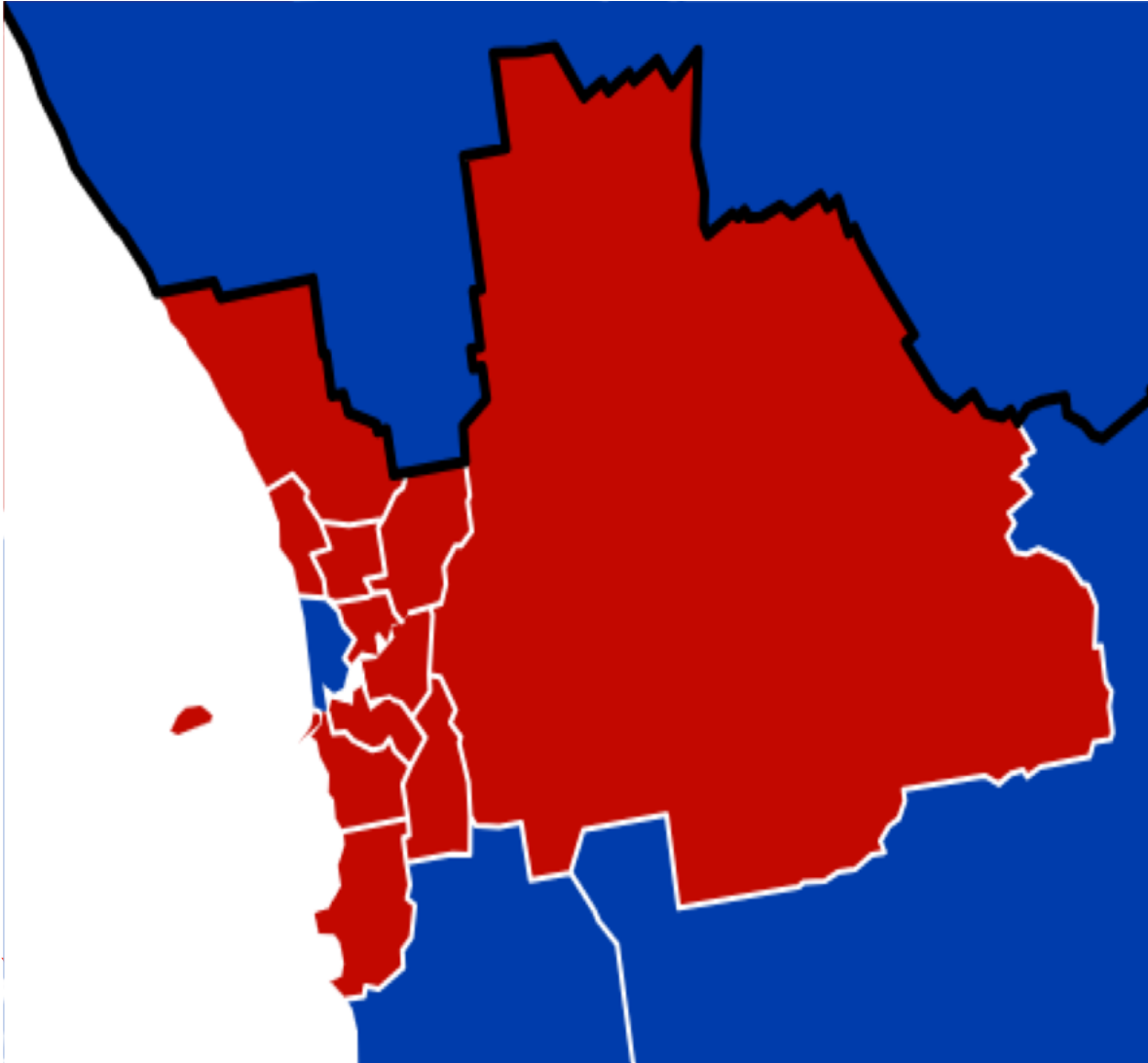


Past Coalition voters against current Labor considerers.

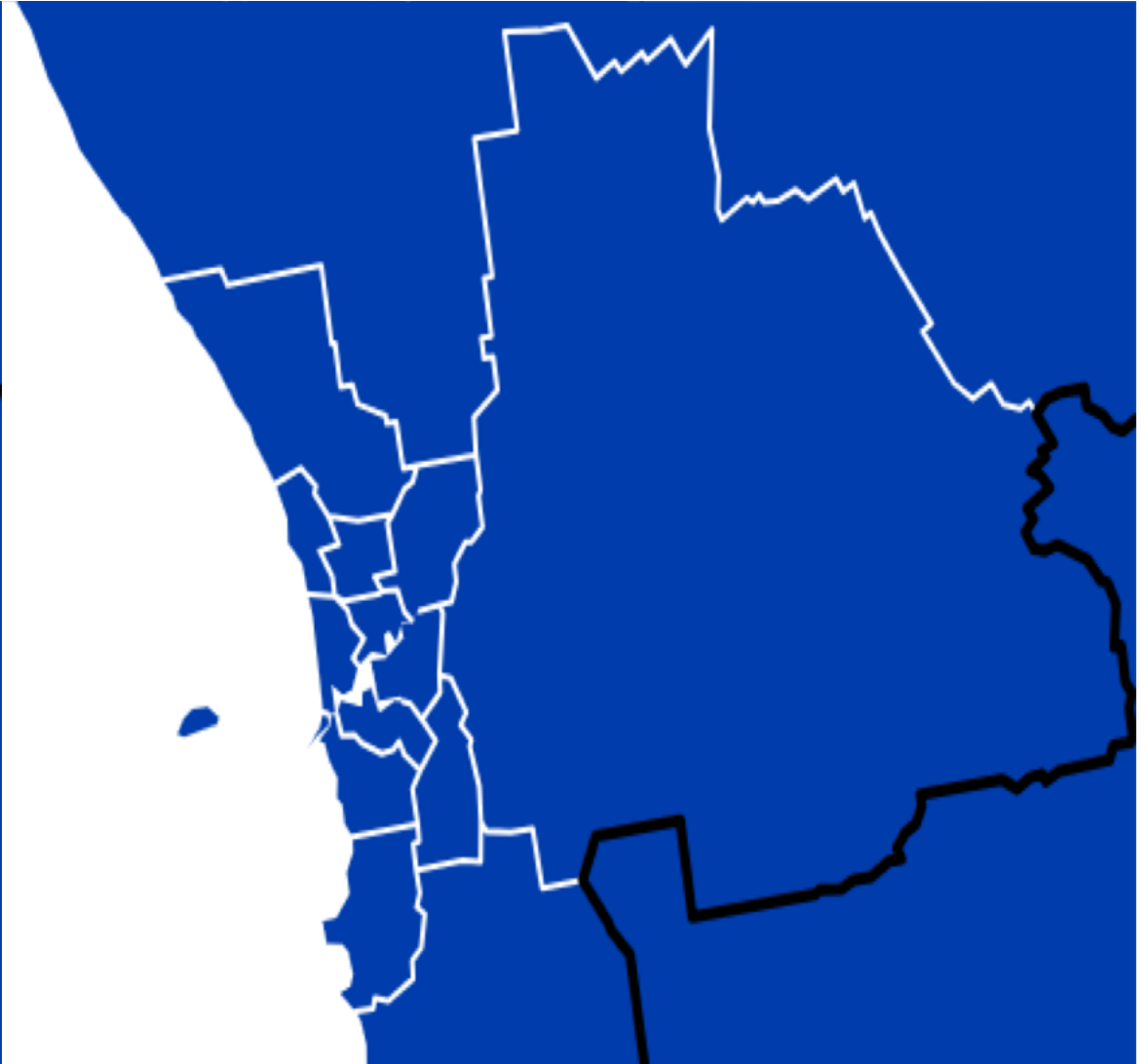


# The Coalition shrinking potential support in Perth

Currently willing to consider Labor and the Coalition



Past Coalition voters against current Labor considerers.



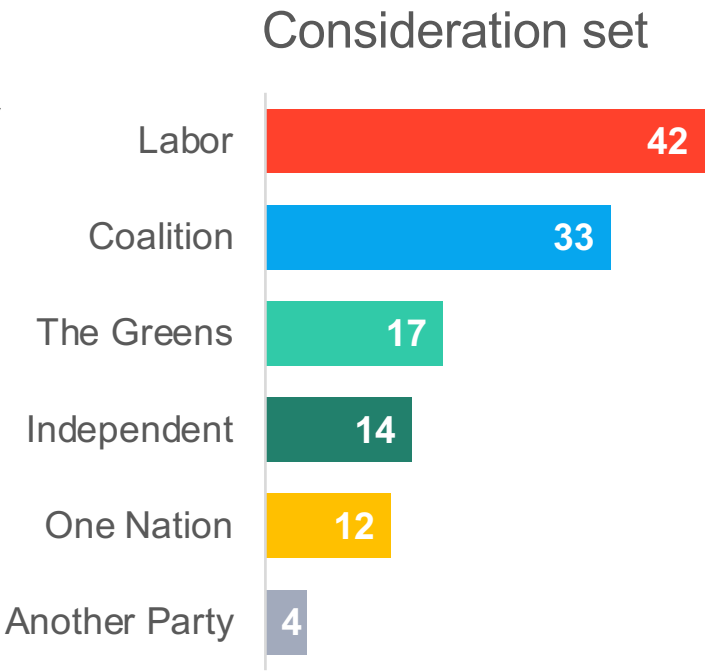
# Coalition and Labor vote consideration difference by electorate

# Labor’s current average consideration lead over LNP across all electorates is 9%

Who would you currently **consider** voting for as your first preference, if you had to vote tomorrow for the House of Representatives (Lower House)?

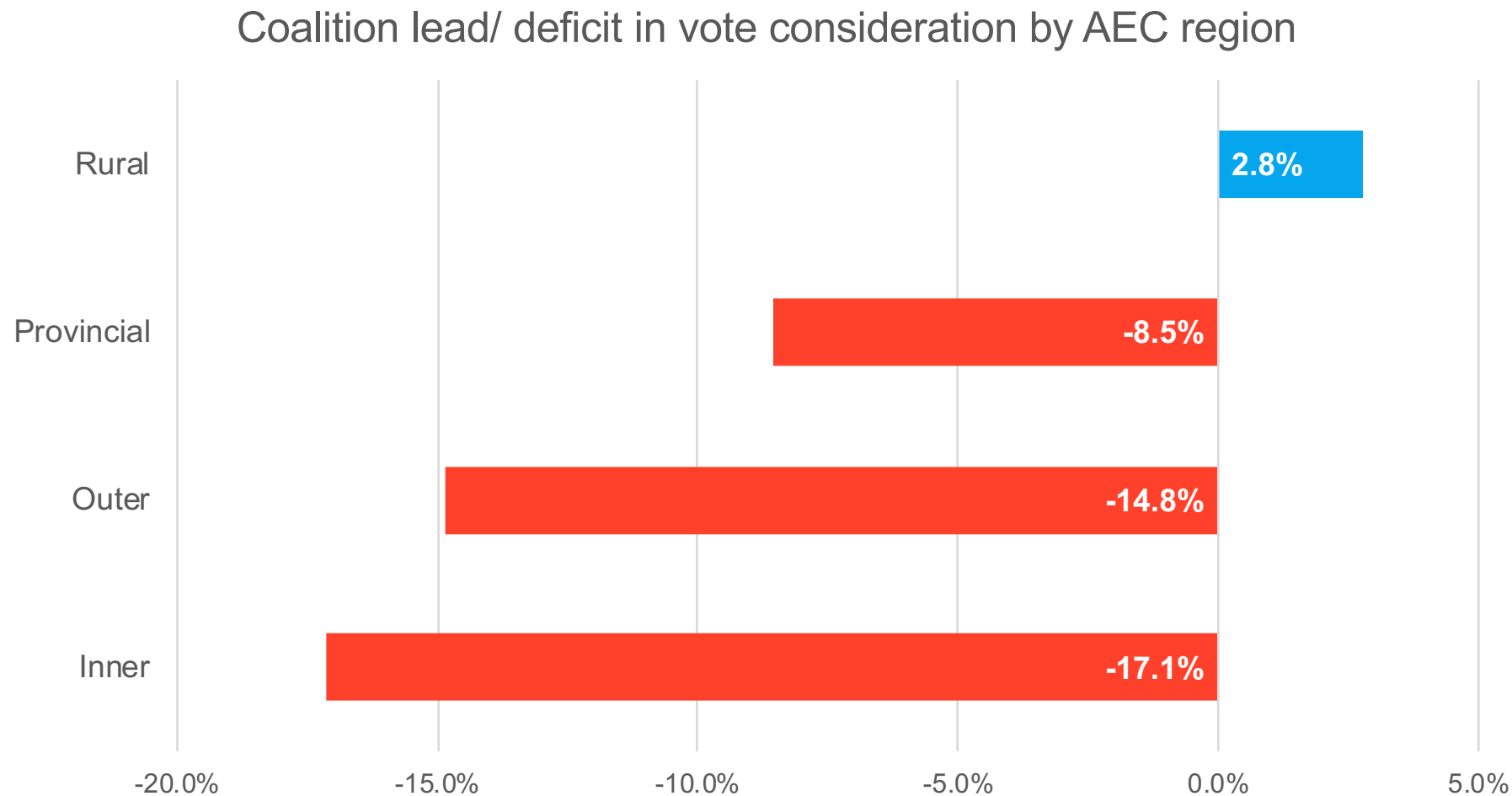
Please choose all parties/candidates who you realistically would consider voting for

	<b>Randomise</b>	
1	Labor	
2	The Liberal/National Coalition (LNP)	
3	The Greens	
4	One Nation	
5	Independent	
6	Another Party (please specify)	Fixed

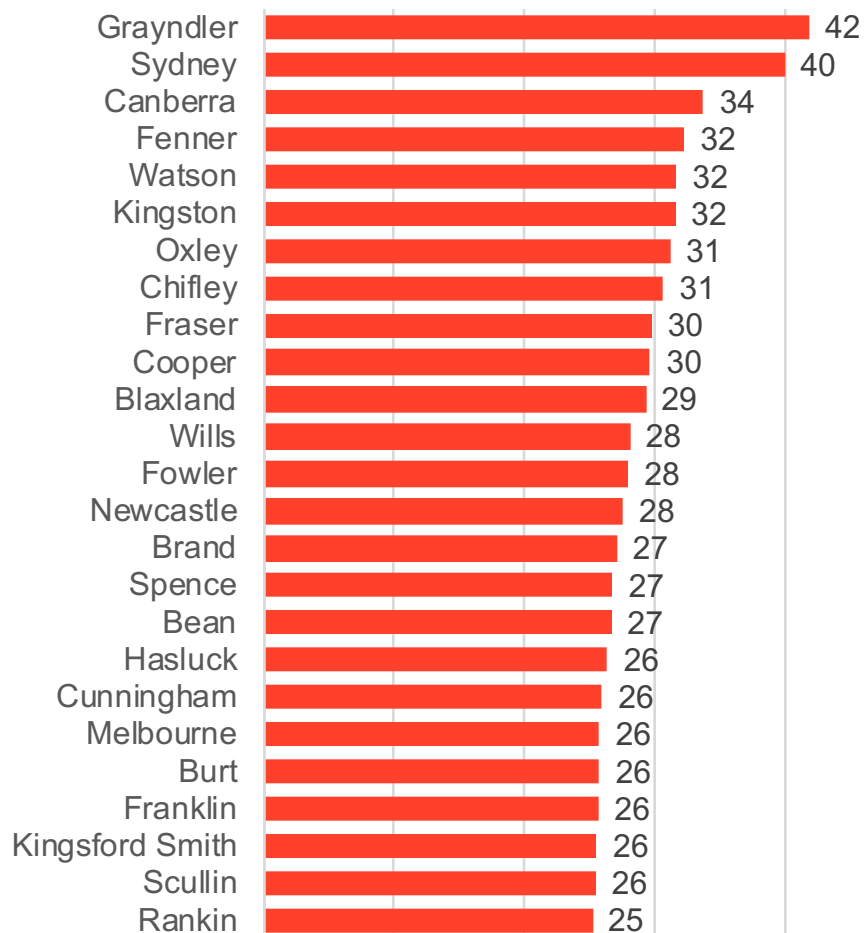


Base: n=5007 (national poll)

# A new normal - Coalition's consideration continues to be substantially deteriorated outside of regional areas.

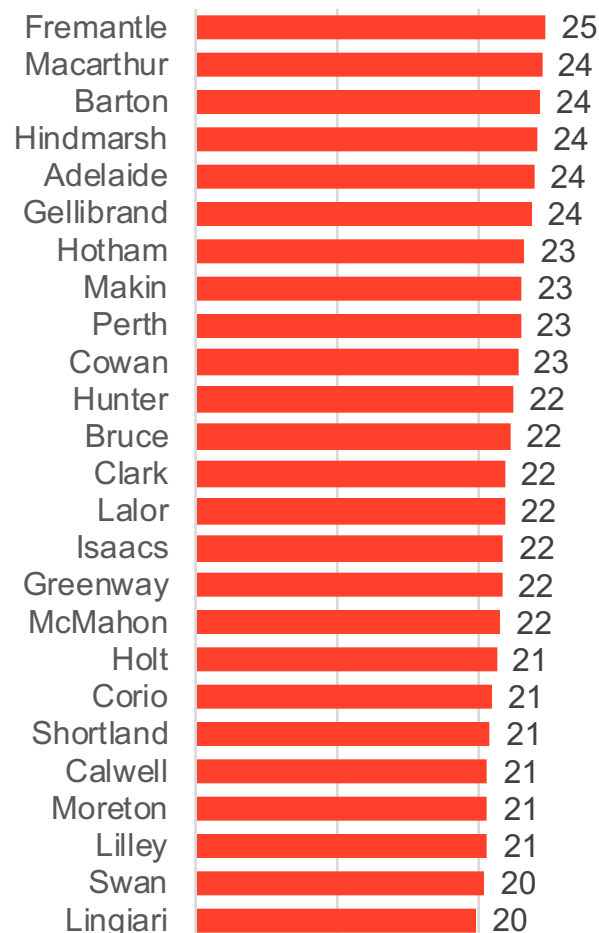


## Labor lead % difference 1-25



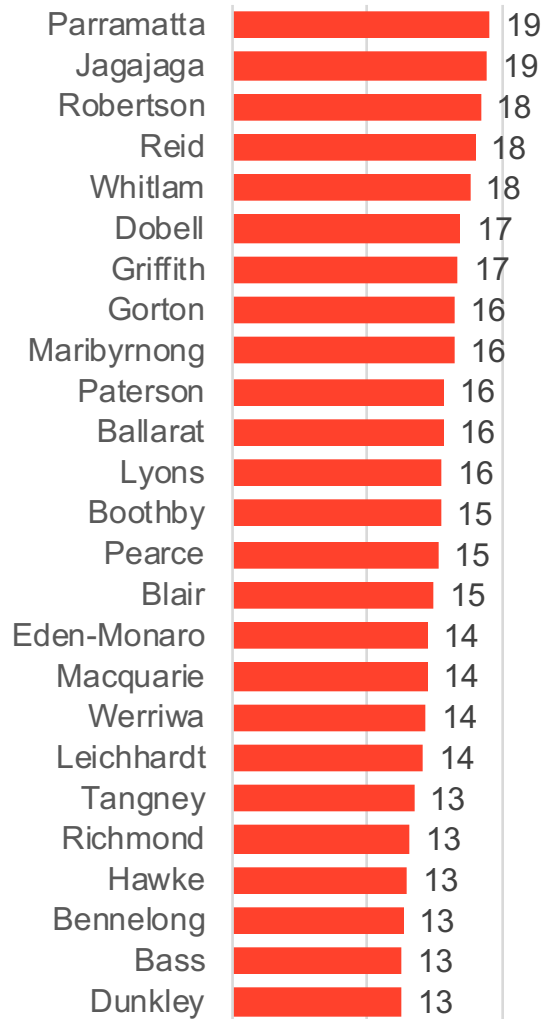
■ Labor lead difference

## Labor lead % difference 26-50

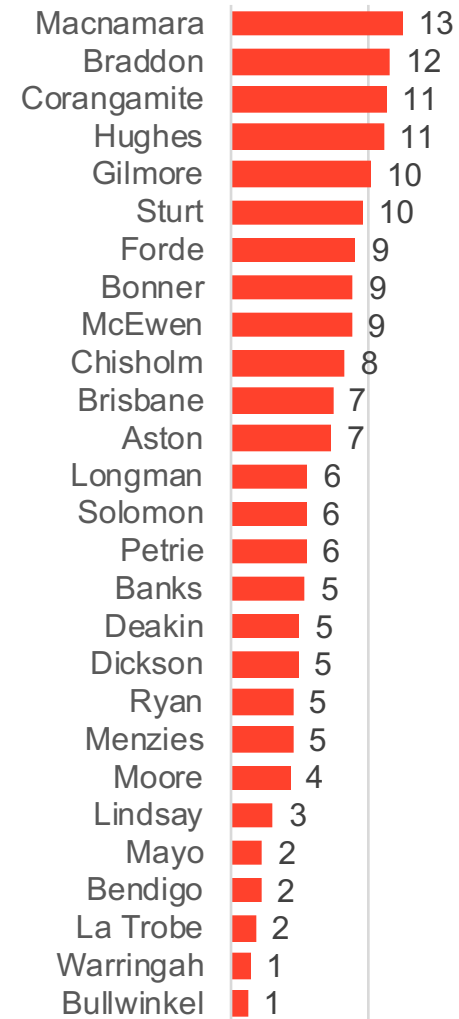


■ Labor lead difference

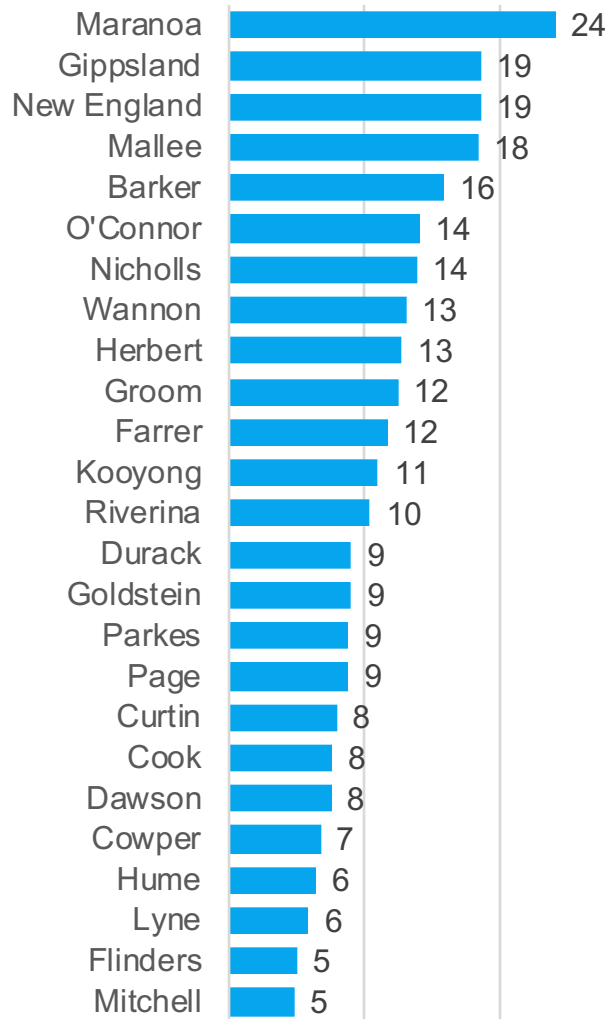
## Labor lead % difference 51-75



## Labor lead % difference 76-102



### Coal lead % difference 1-25



### Coal lead % difference 26-48



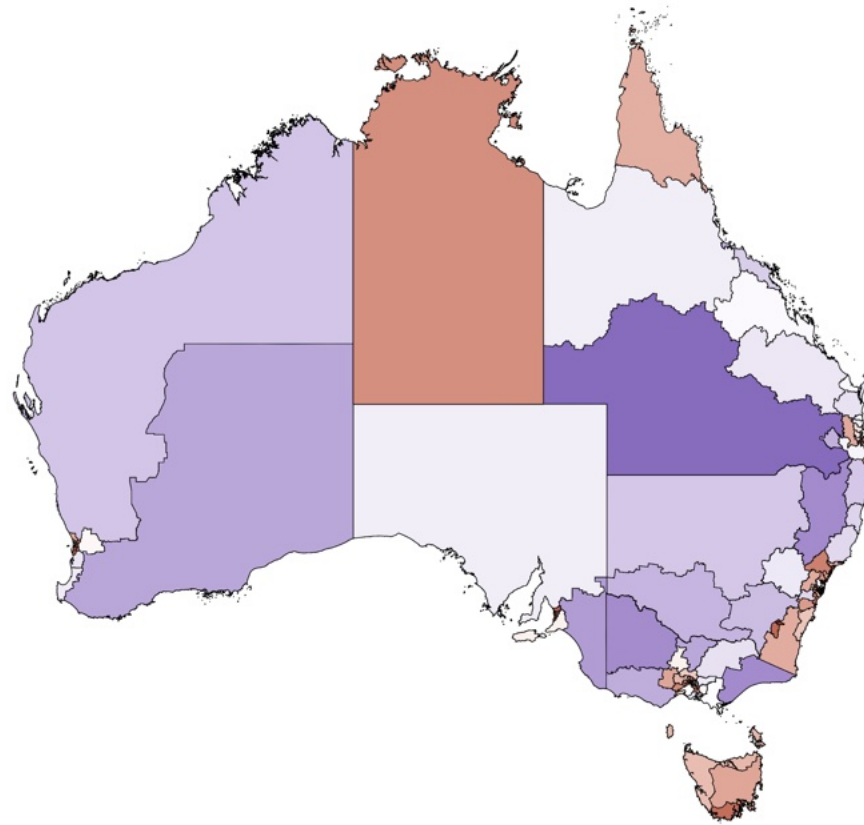
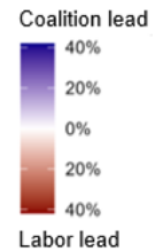


# Maps of vote consideration difference

# Who would you currently consider voting for as your first preference?

Coalition – Labor consideration diff %

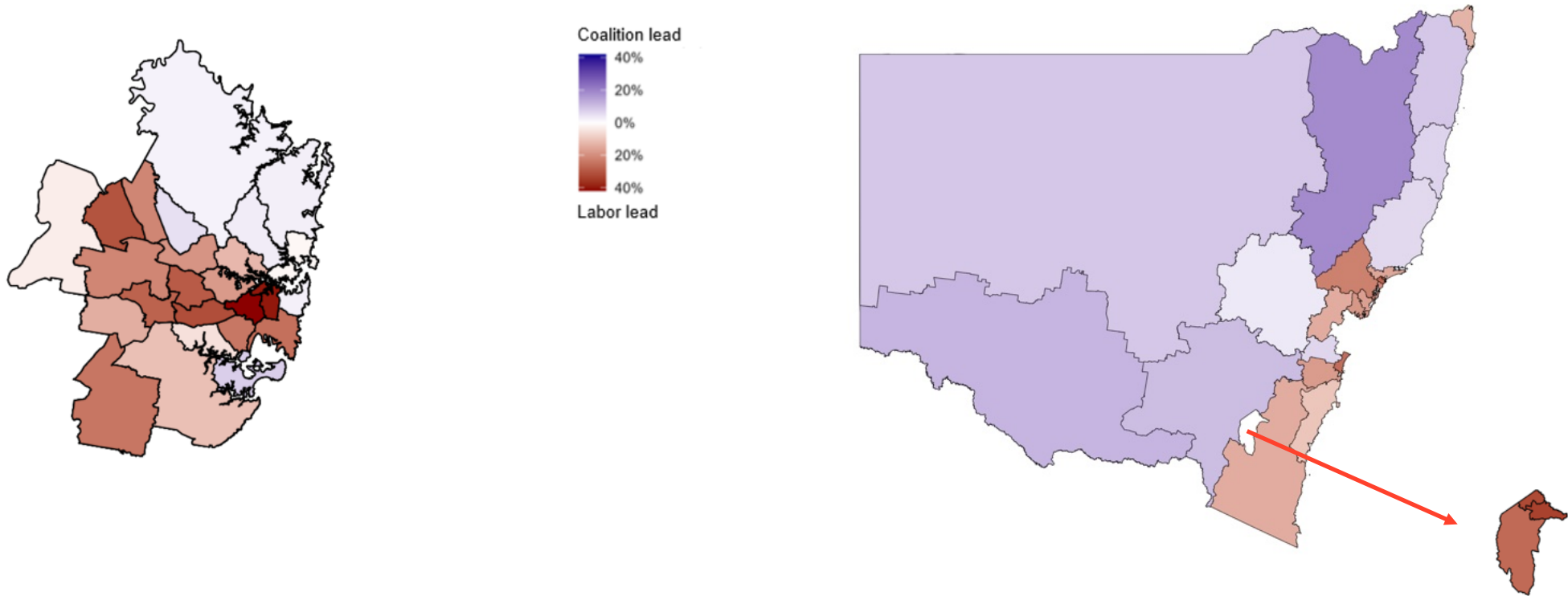
Fill = Coalition lead (blue = Coalition, red = Labor)



# Who would you currently consider voting for as your first preference?

***Sydney, Rest of NSW, ACT***

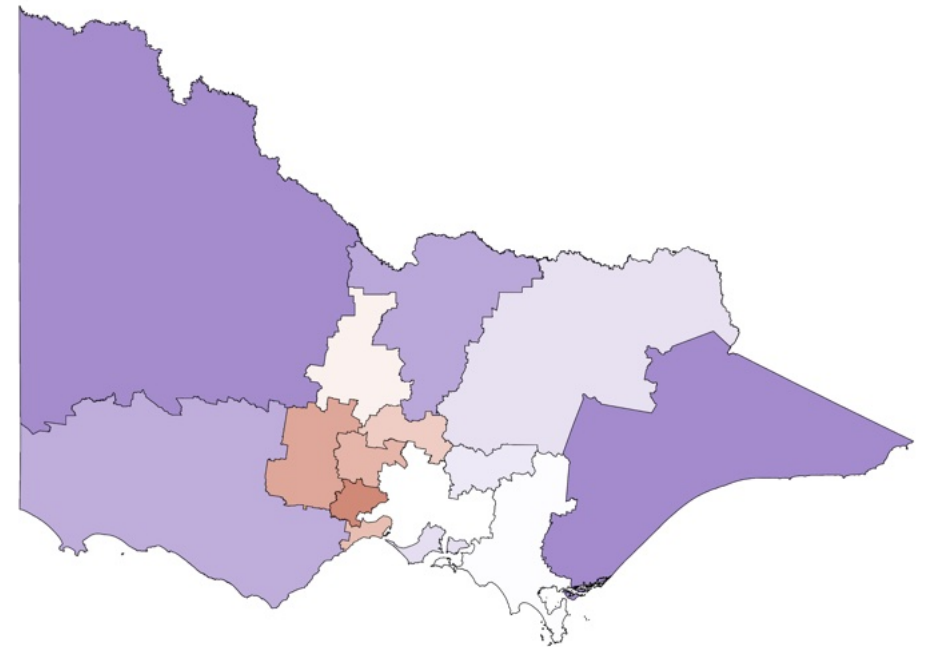
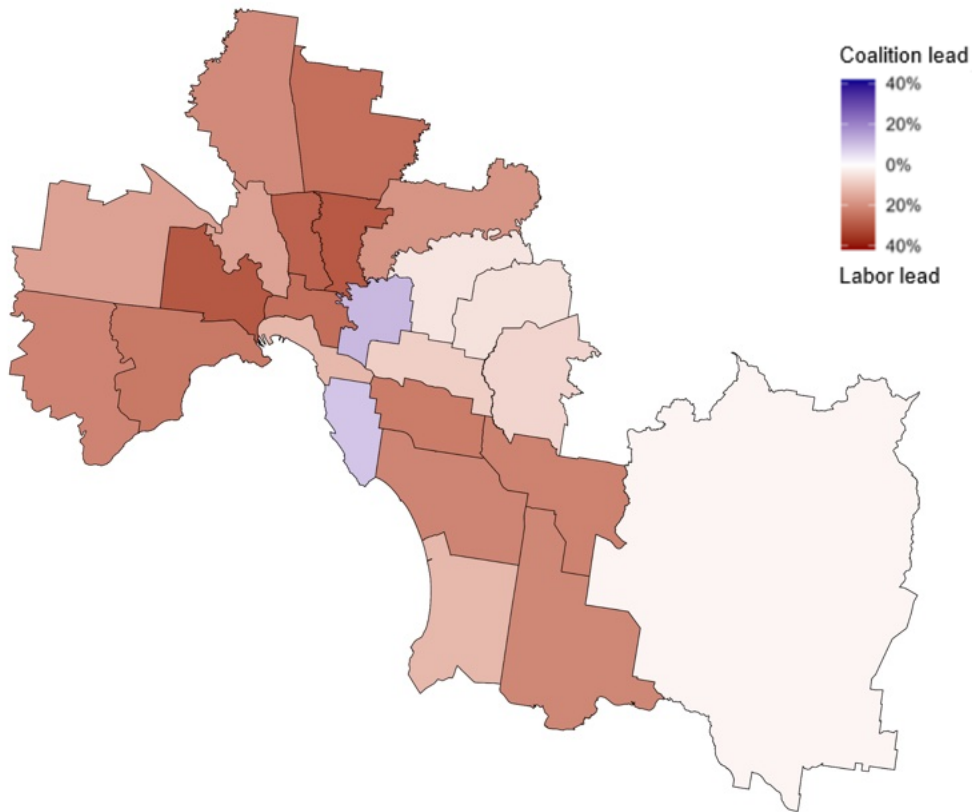
Coalition – Labor consideration diff %



# Who would you currently consider voting for as your first preference?

## *Melbourne and Rest of Victoria*

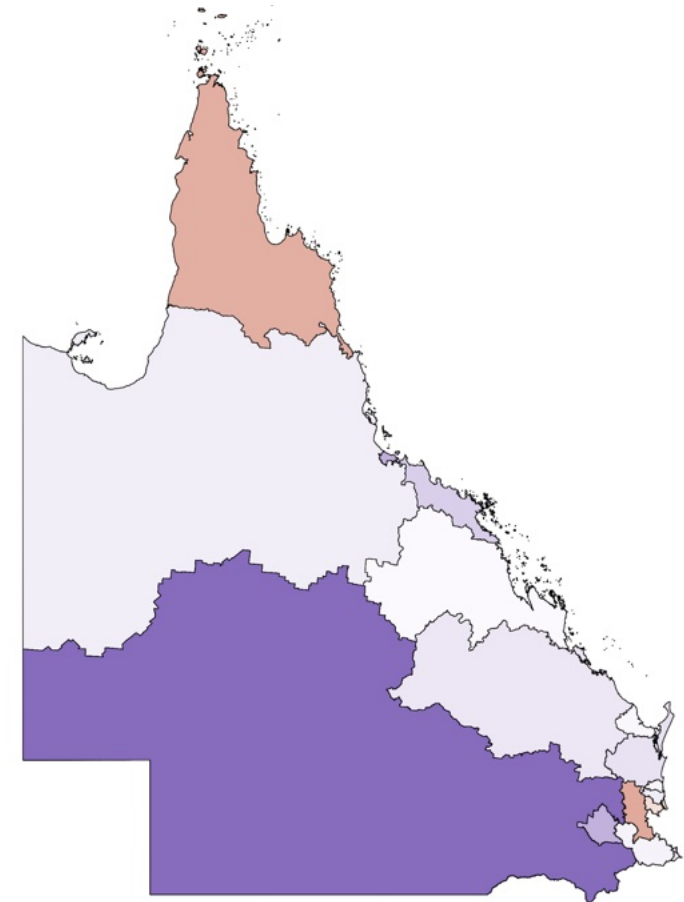
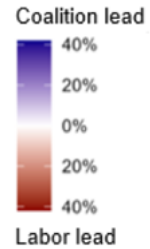
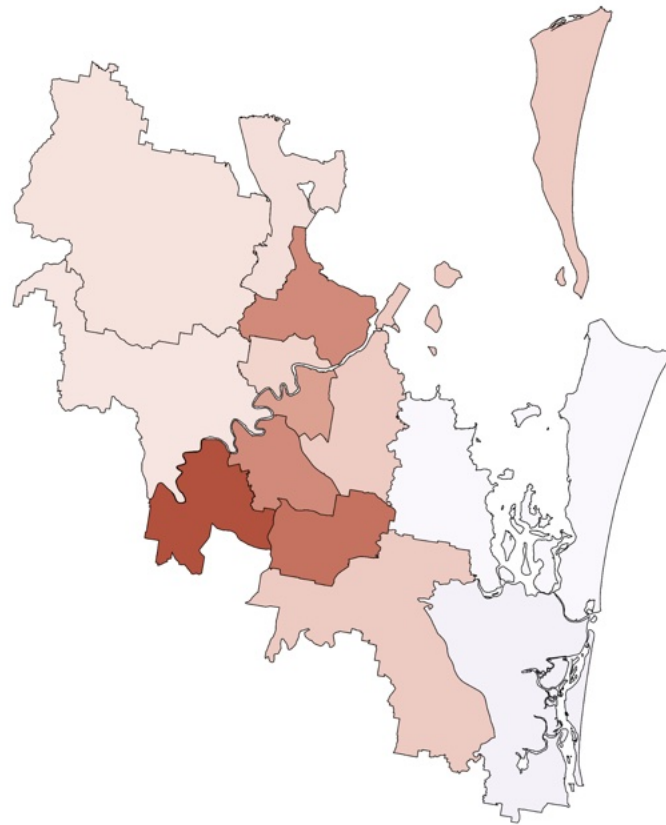
Coalition – Labor consideration diff %



# Who would you currently consider voting for as your first preference?

## *Brisbane and Rest of QLD*

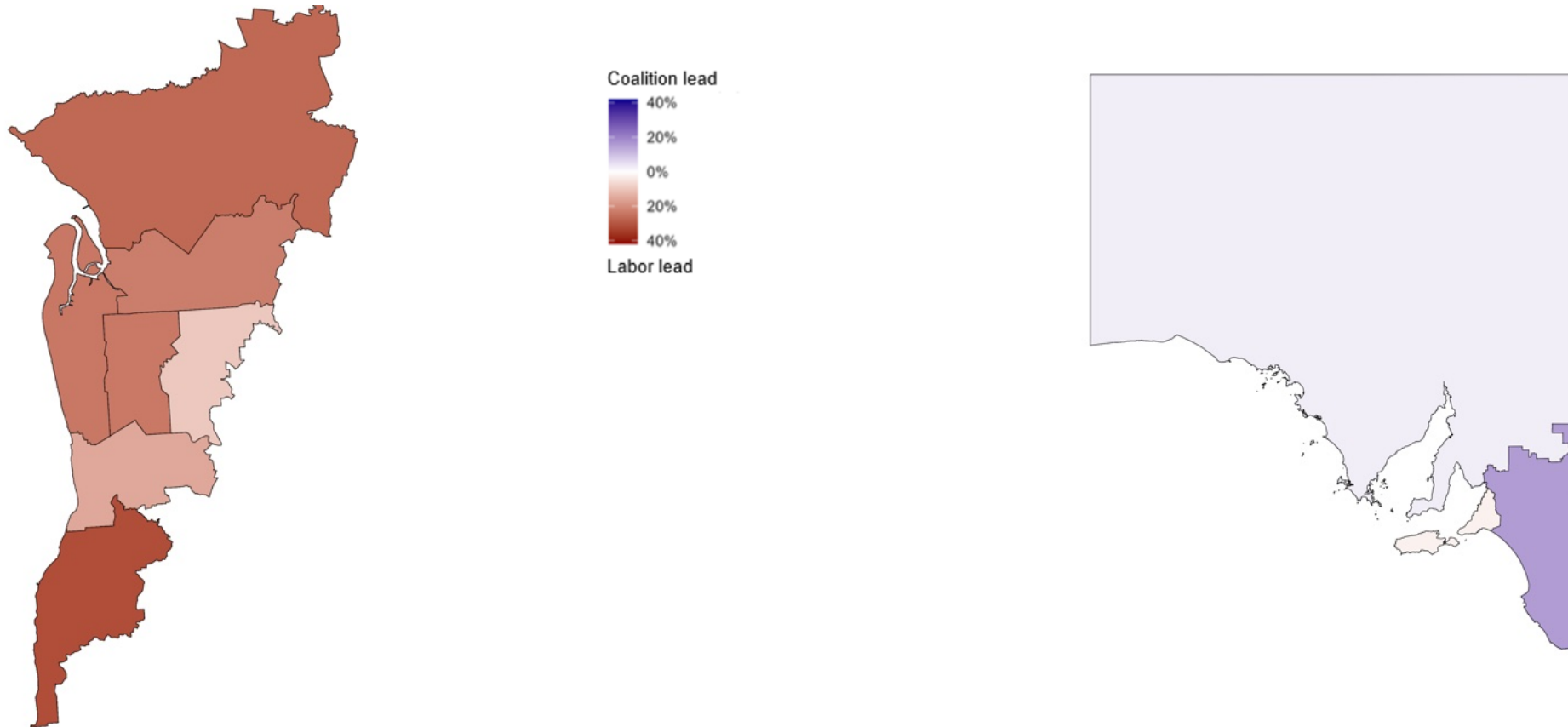
Coalition – Labor consideration diff %



# Who would you currently consider voting for as your first preference

## *Adelaide and Rest of SA*

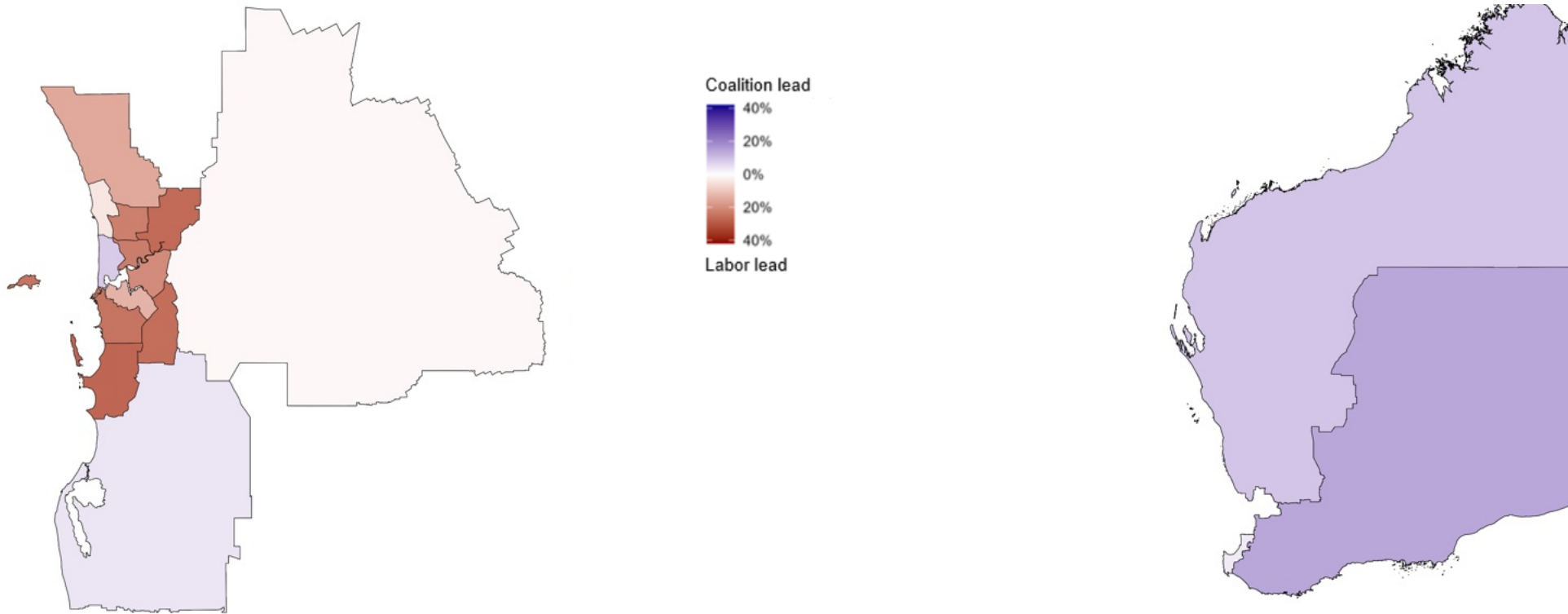
Coalition – Labor consideration diff %



# Who would you currently consider voting for as your first preference

## *Perth and Rest of WA*

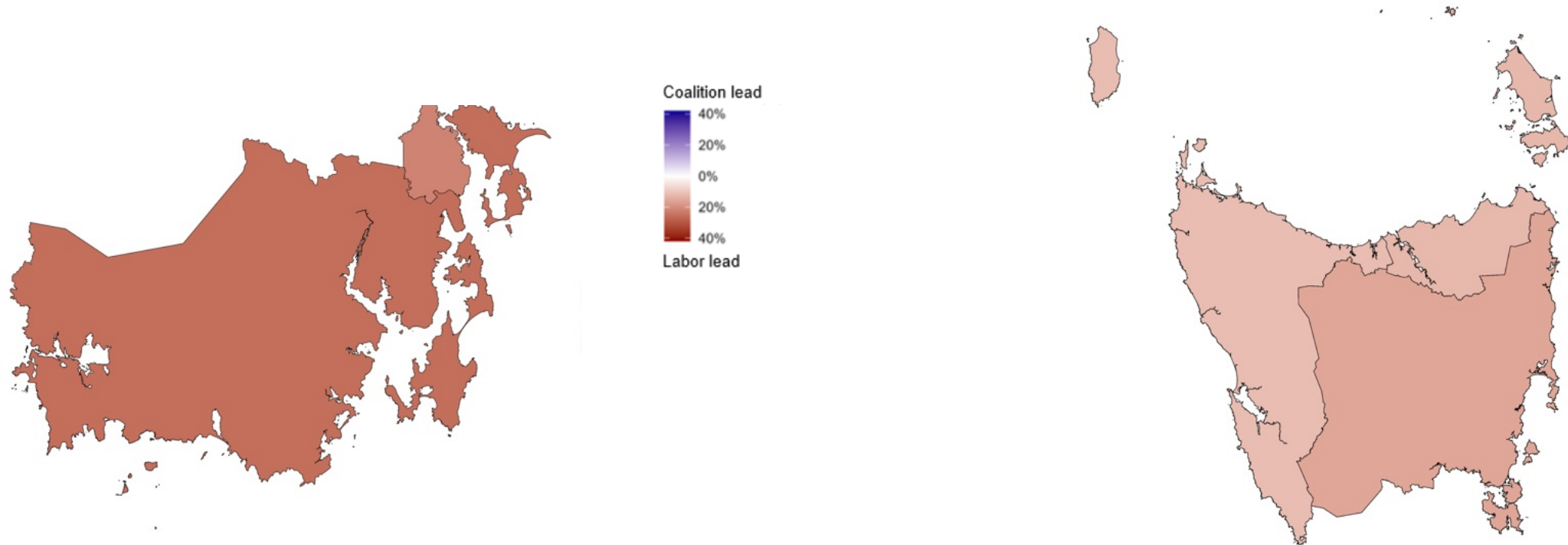
Coalition – Labor consideration diff %



# Who would you currently consider voting for as your first preference?

## *Hobart and Rest of TAS*

Coalition – Labor consideration diff %

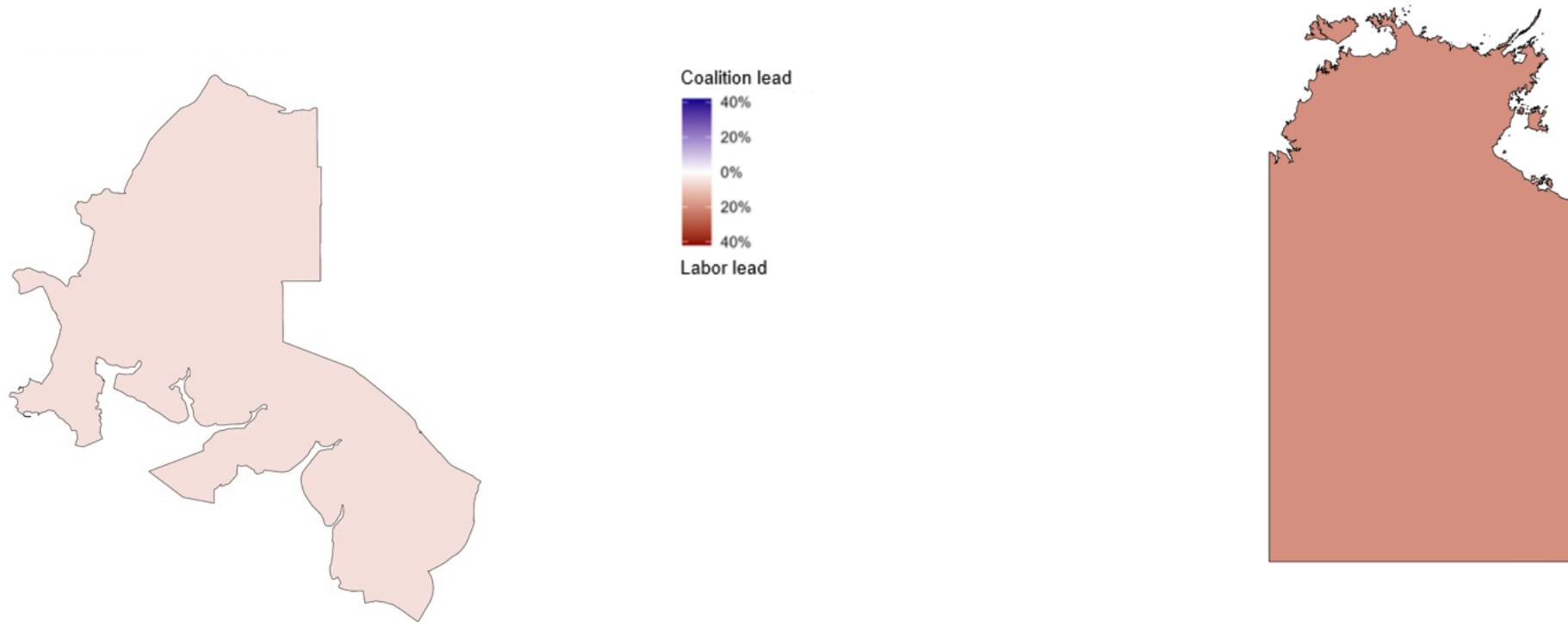




# Who would you currently consider voting for as your first preference?

***NT: Solomon and Lingiari***

Coalition – Labor consideration diff %



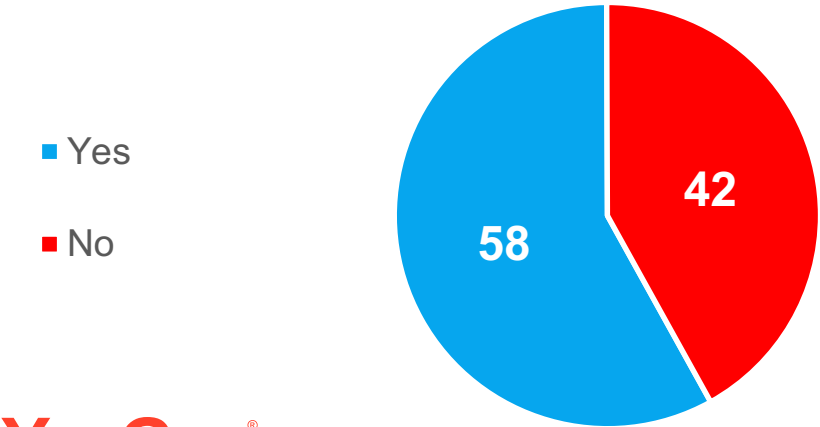
# **Voted Coalition in previous federal elections**

# Almost six in ten Australians voted for the Coalition in previous federal elections—yet only just over half of them did so in 2025.

Have you ever voted for The Liberal-National Coalition (LNP) in any previous federal elections?

	Rotate	
1	Yes	
2	No	

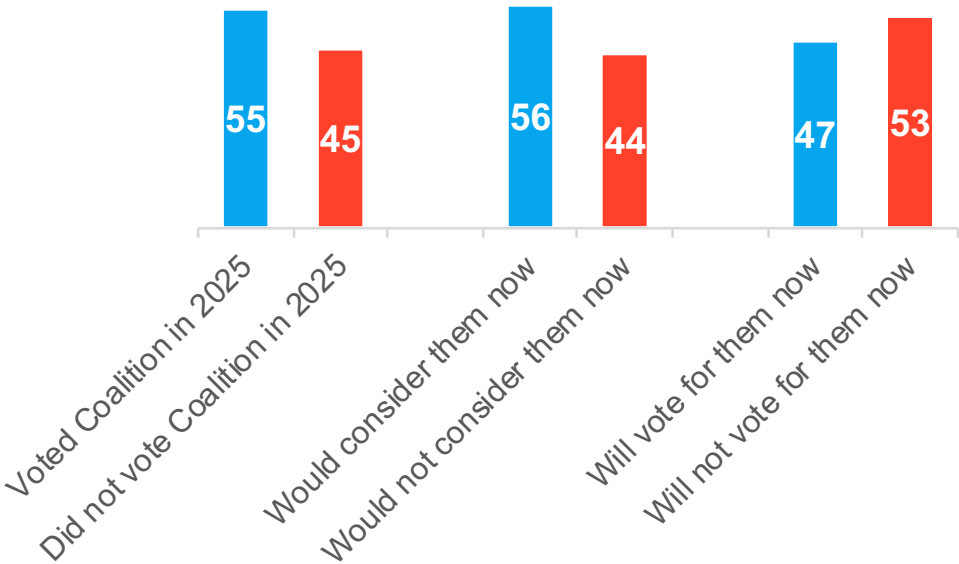
Voted Coalition in previous federal elections



Base: n=5007

Have previously voted Coalition federally

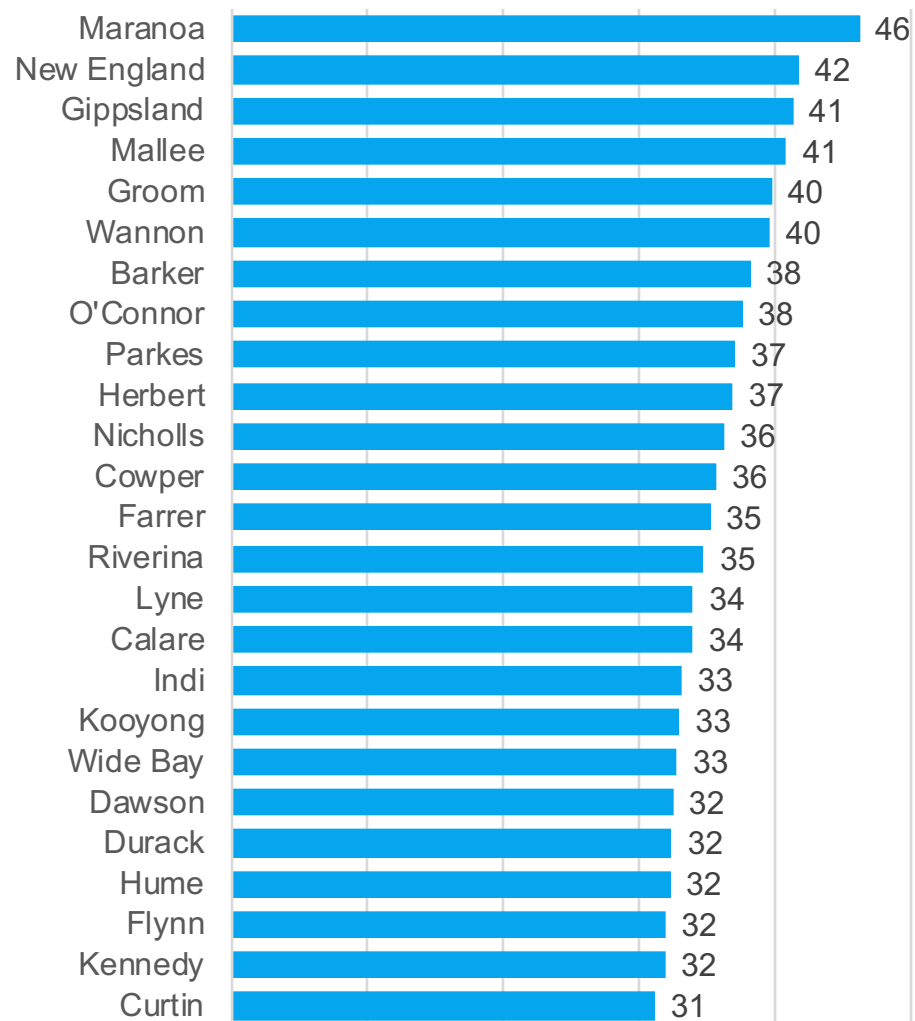
Base: All previous Coalition voters



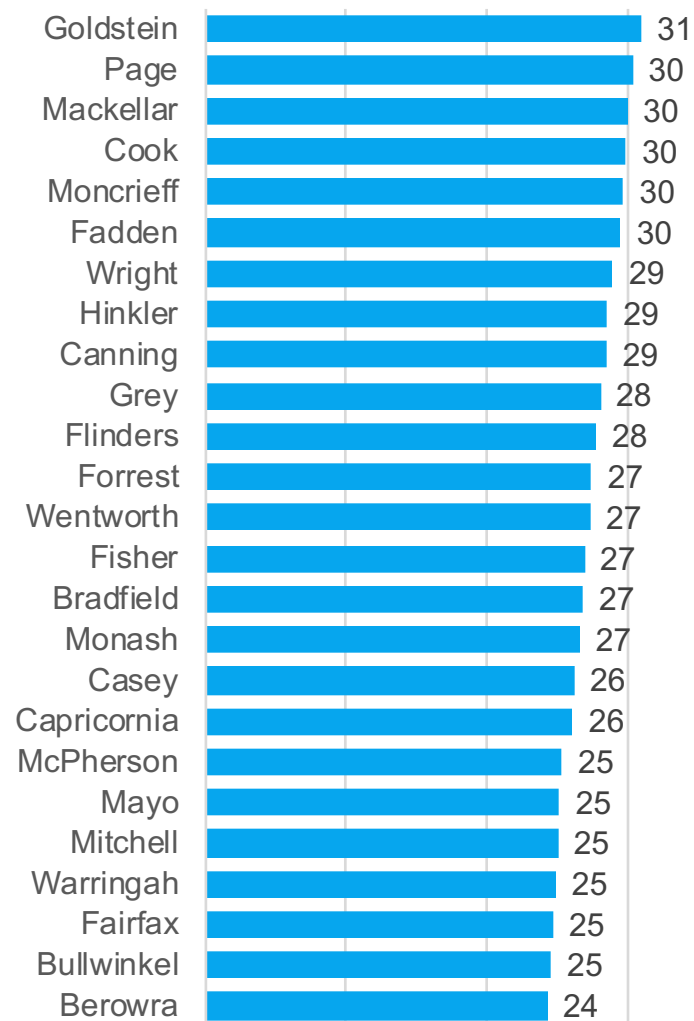
Base: n=2893 (have voted for Coalition in previous federal elections)

# **Previous Coalition voters vs current Labor first preference consideration**

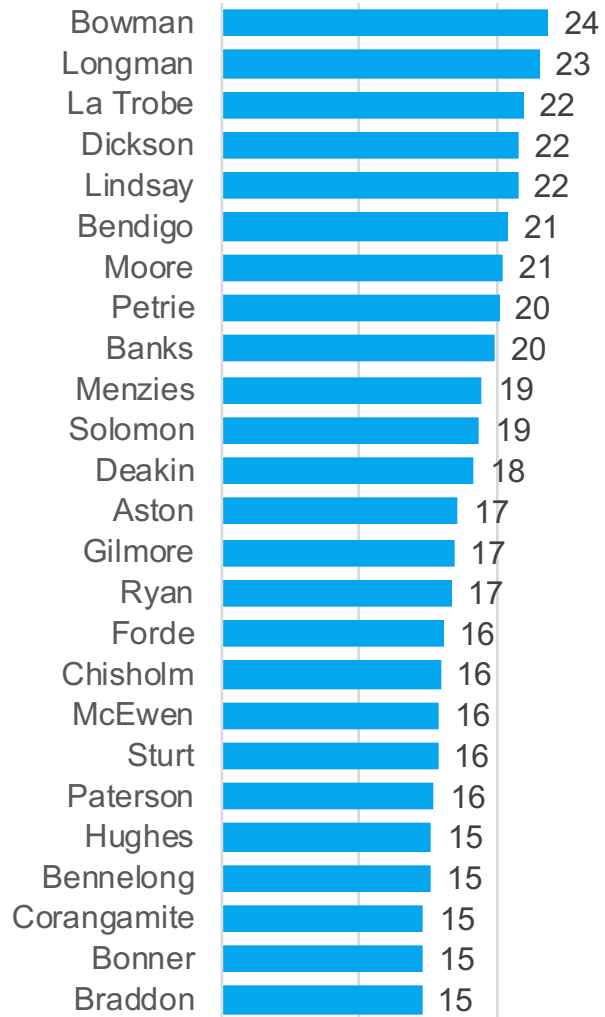
## Coal surplus % 1-25



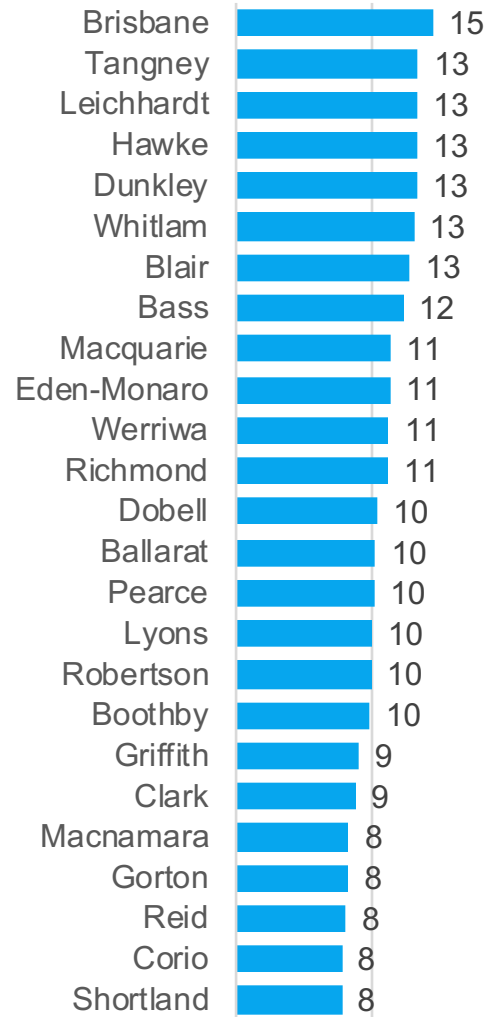
## Coal surplus % 26-50



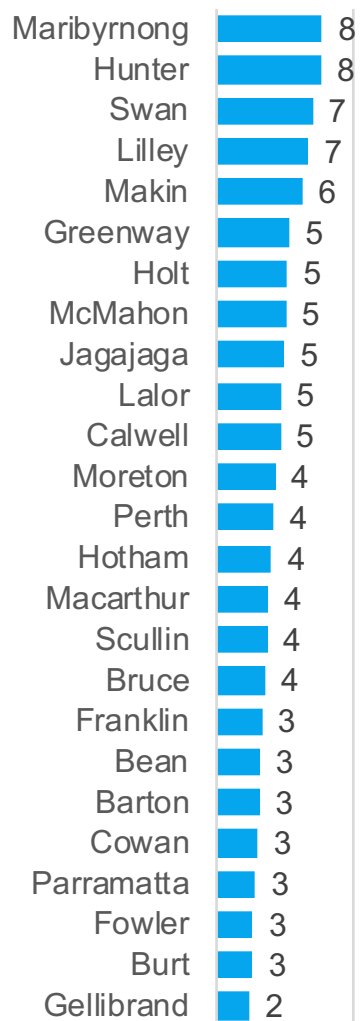
## Coal surplus % 51-75



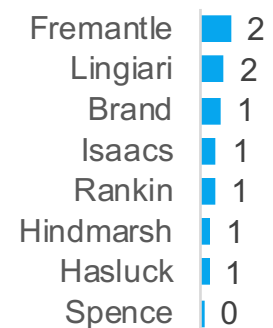
## Coal surplus % 76-100



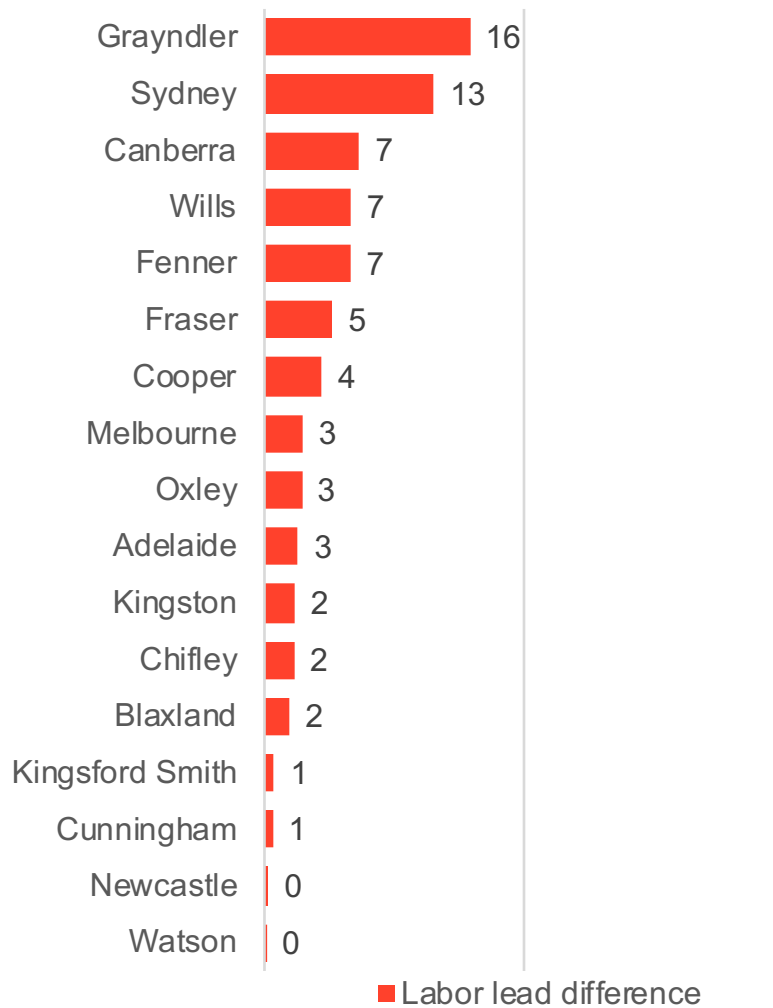
## Coal surplus % 101-125



## Coal surplus % 126-133



## Labor surplus % 1-17



**Only 15 electorates have a higher percentage of Labor first preference consideration over past Coalition voters**

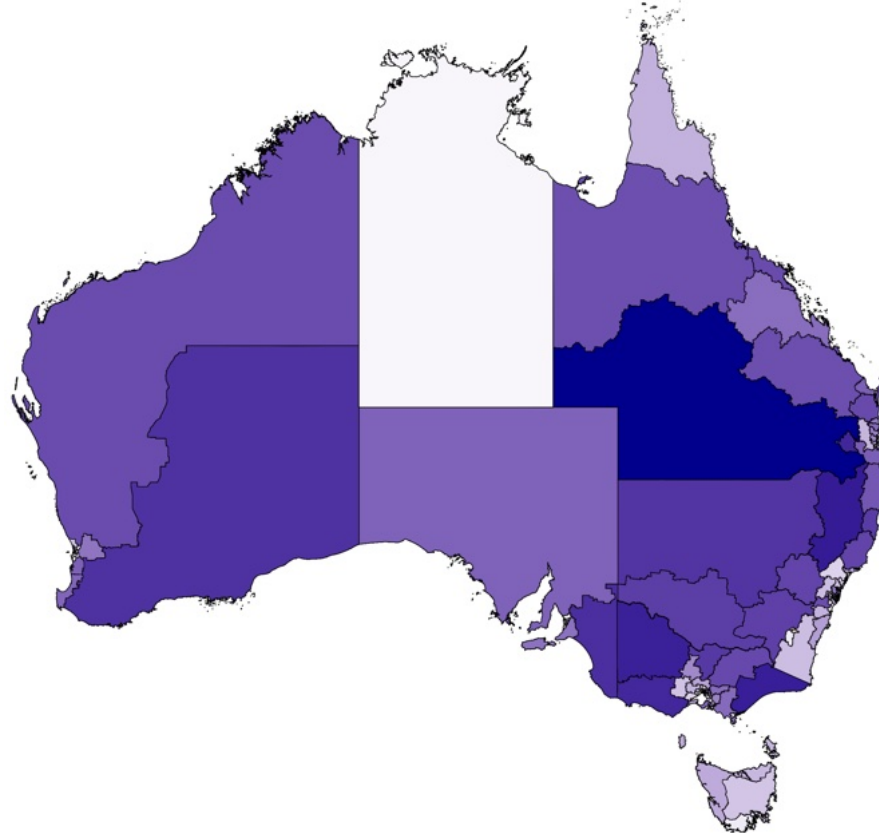
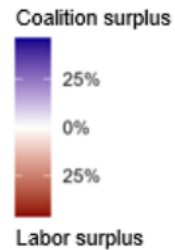


# Maps of previous Coalition voters vs current Labor first preference consideration

# Have you ever voted for The Liberal-National Coalition (LNP) in any previous federal elections?

Coalition previous voting – Labor consideration %

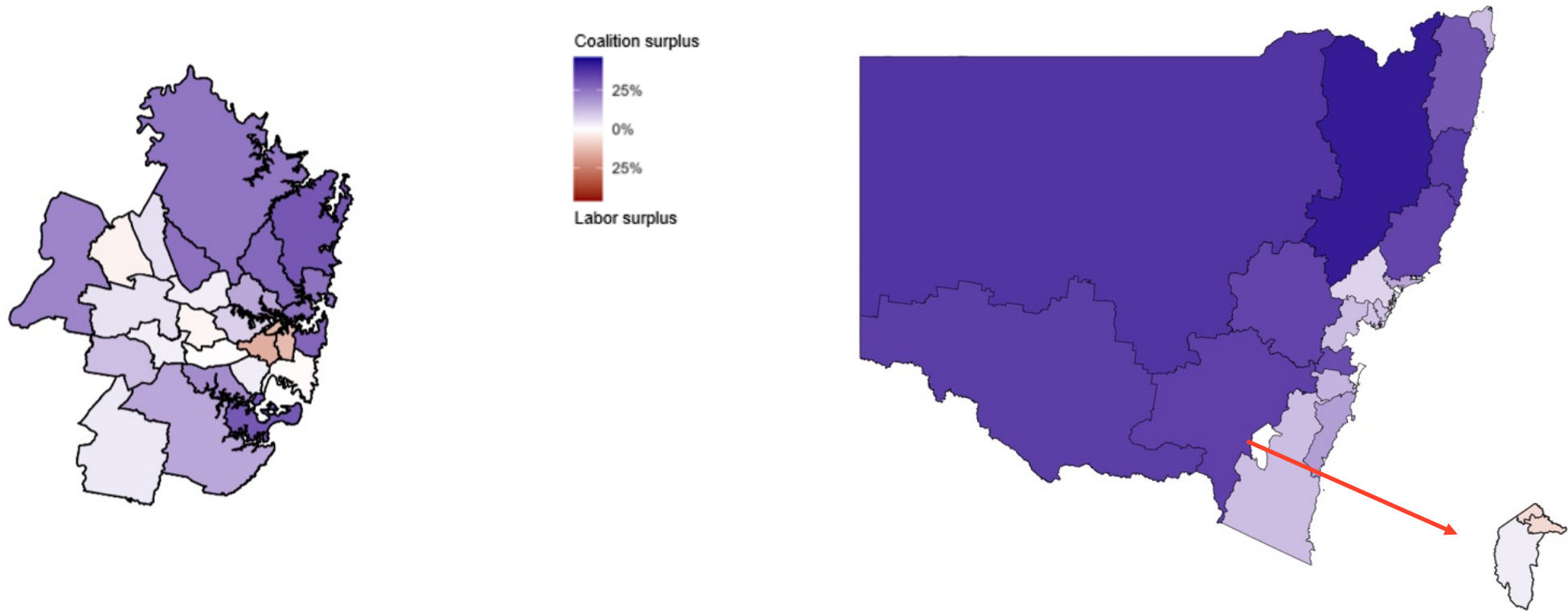
*Fill = Coalition surplus (blue = Coalition, red = Labor)*



# Have you ever voted for The Liberal-National Coalition (LNP) in any previous federal elections?

## *Sydney, Rest of NSW, ACT*

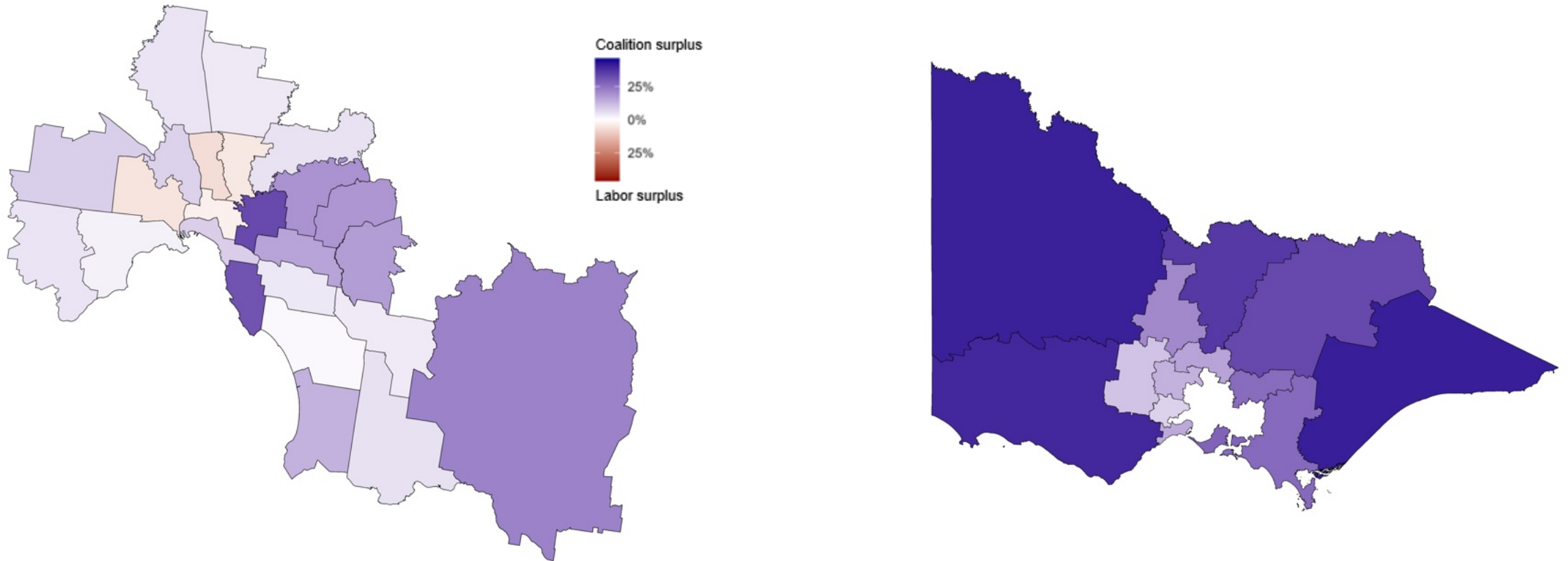
Coalition previous voting – Labor consideration %



# Have you ever voted for The Liberal-National Coalition (LNP) in any previous federal elections?

## *Melbourne and Rest of Victoria*

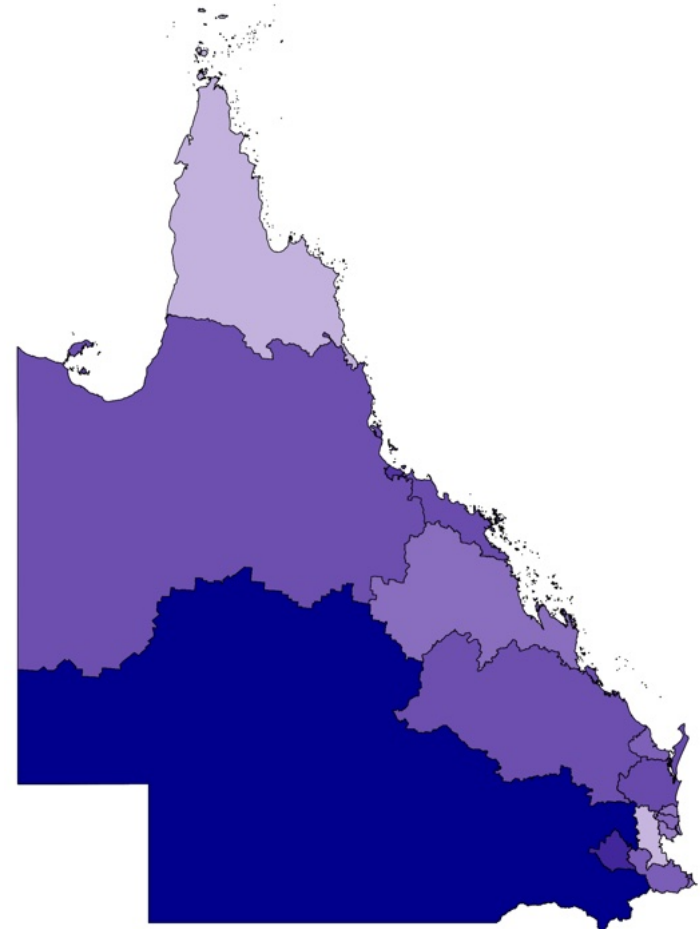
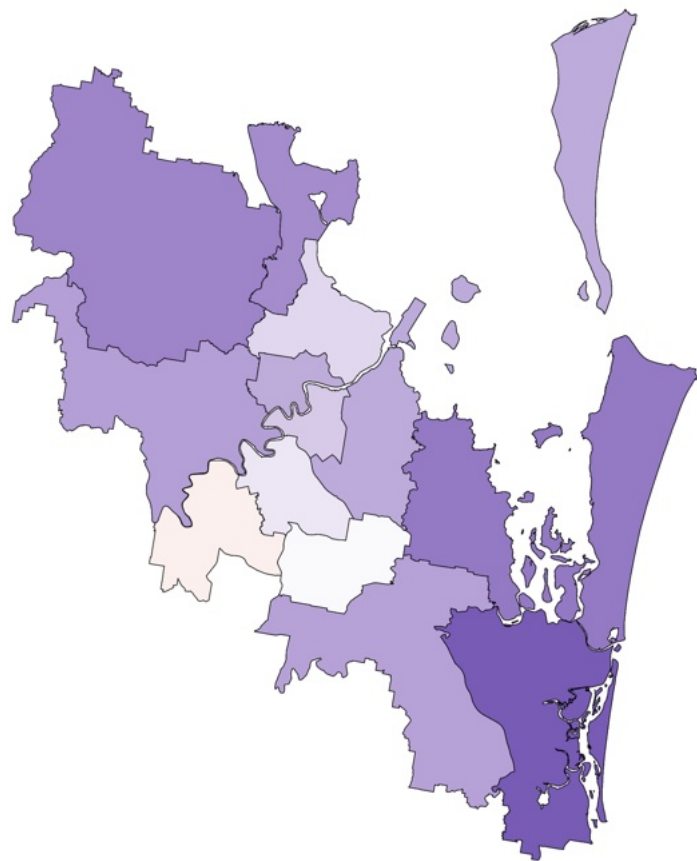
Coalition previous voting – Labor consideration %



# Have you ever voted for The Liberal-National Coalition (LNP) in any previous federal elections?

## *Brisbane and Rest of QLD*

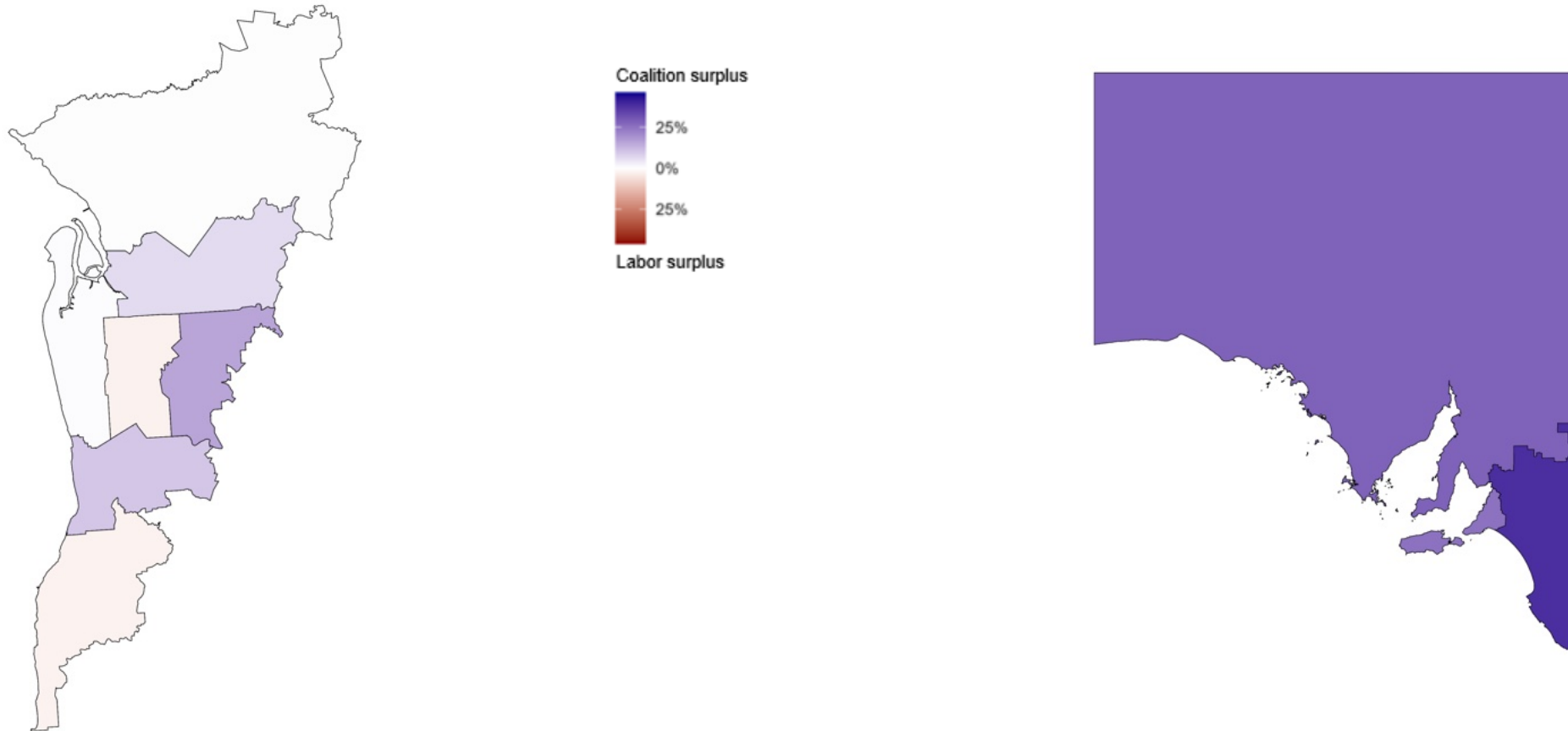
Coalition previous voting – Labor consideration %



# Have you ever voted for The Liberal-National Coalition (LNP) in any previous federal elections?

## *Adelaide and Rest of SA*

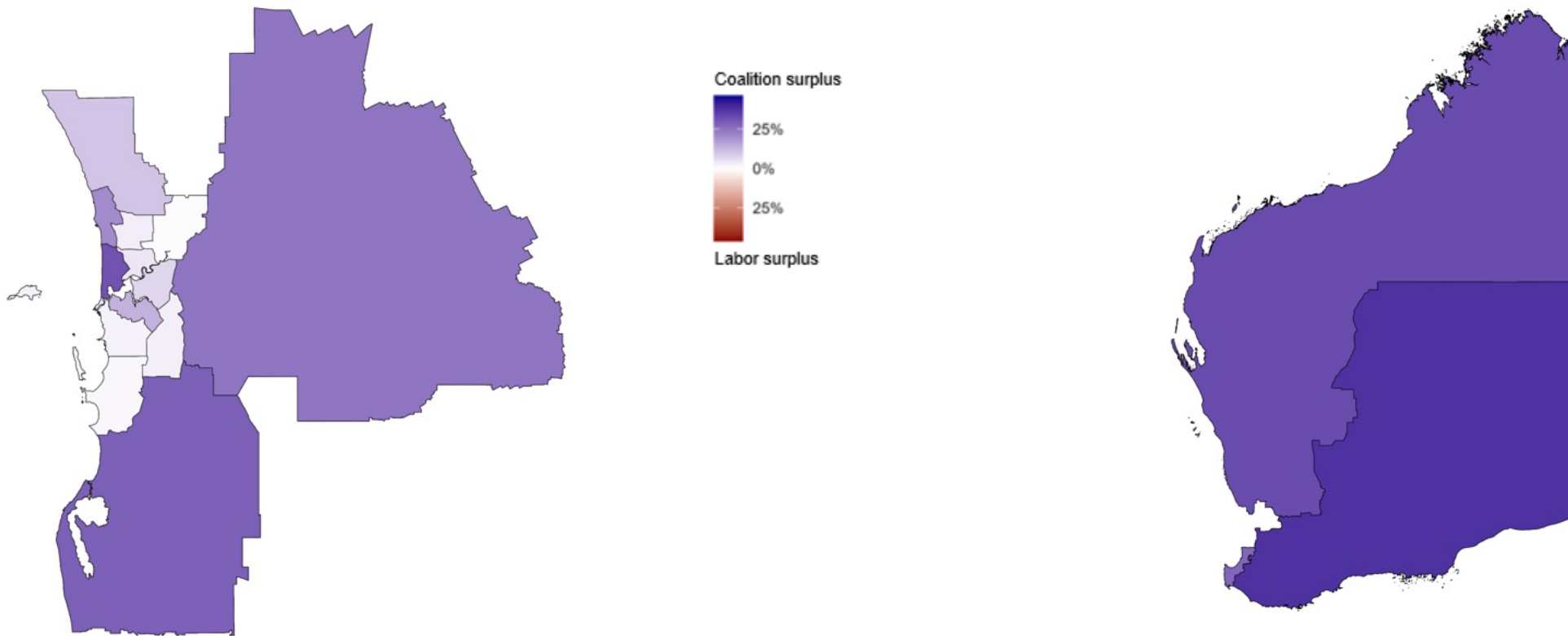
Coalition previous voting – Labor consideration %



# Have you ever voted for The Liberal-National Coalition (LNP) in any previous federal elections?

## *Perth and Rest of WA*

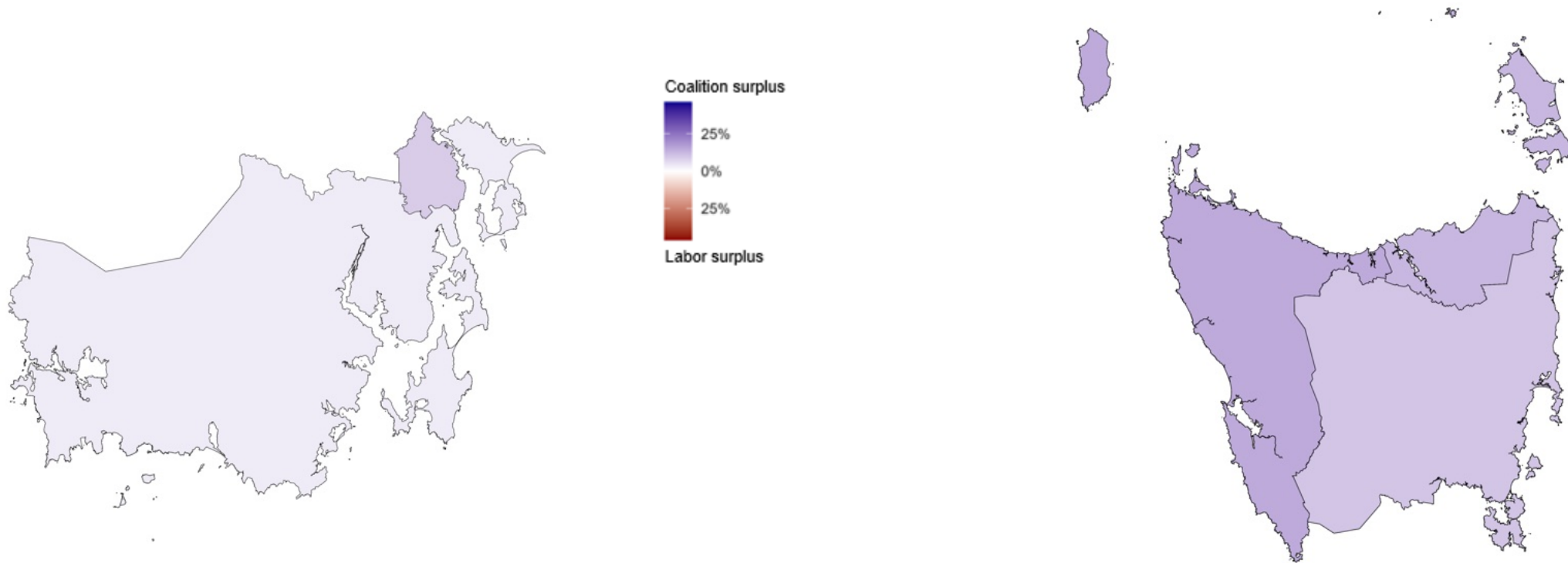
Coalition previous voting – Labor consideration %



# Have you ever voted for The Liberal-National Coalition (LNP) in any previous federal elections?

## *Hobart and Rest of TAS*

Coalition previous voting – Labor consideration %

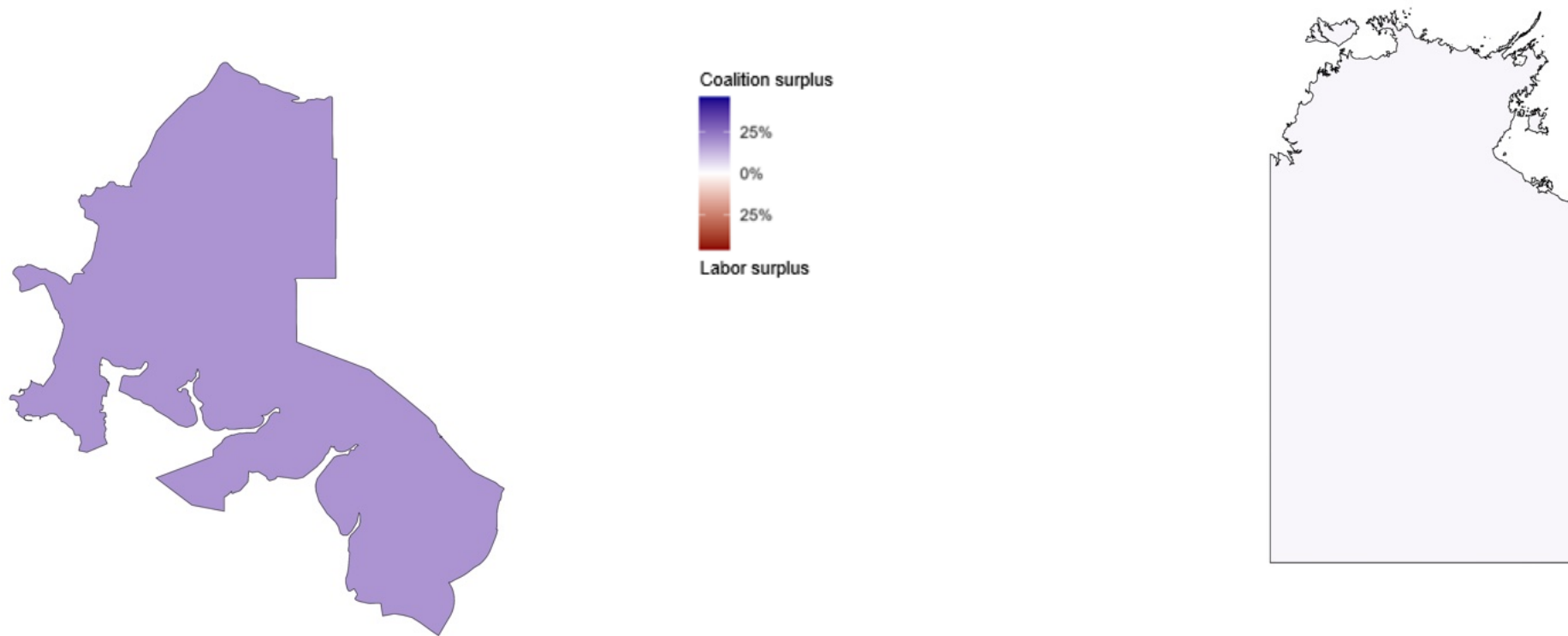




# Have you ever voted for The Liberal-National Coalition (LNP) in any previous federal elections?

***NT: Solomon and Lingiari***

Coalition previous voting – Labor consideration %



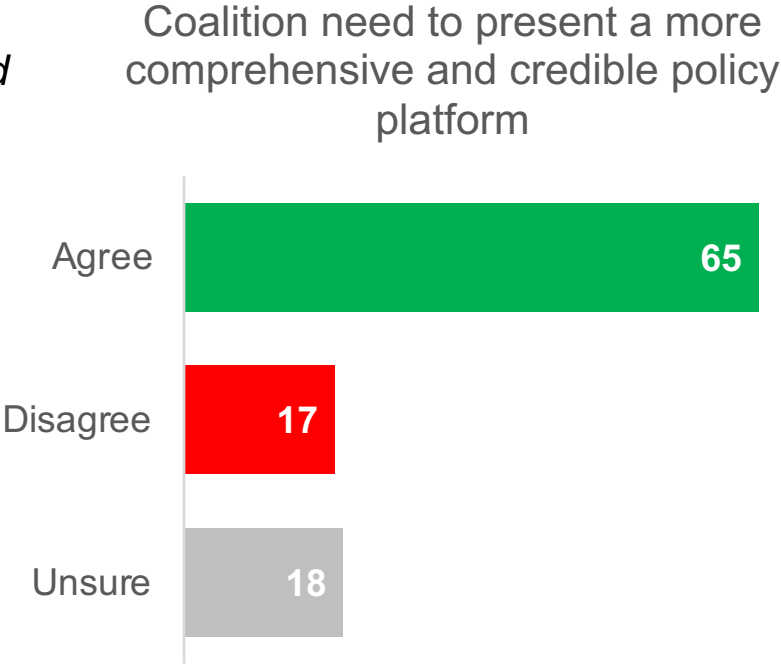
# **Perceptions of Coalition policy credibility and comprehensiveness as a condition for voter support**

**Two-thirds of the electorate agree that the Coalition needs to present a more comprehensive and credible policy platform before voters will consider supporting them in the next election — a massive 48-point gap between those who agree and those who disagree.**

Do agree or disagree with the following:

*The Liberal-National Coalition need to present a more comprehensive and credible policy platform before I'd consider voting for them at the next election.*

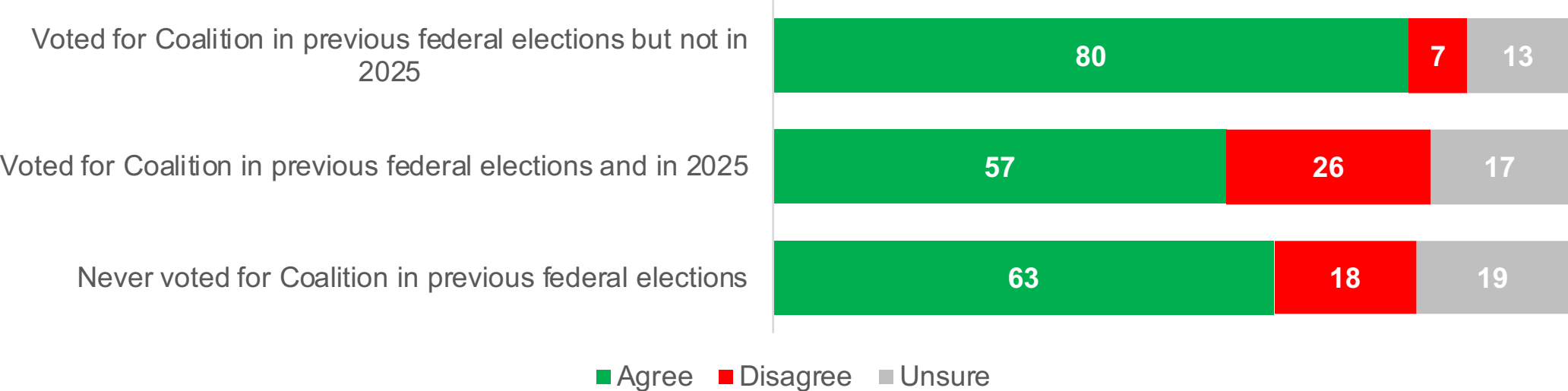
	Reverse (1-2)	
1	Agree	
2	Disagree	
3	Unsure	Fixed



Base: n=5007

# Among defected Coalition voters, the gap is even wider with 73 points between those who agree and those who disagree.

Coalition need to present a more comprehensive and credible policy platform



*Voted for Coalition in previous federal elections but not in 2025: n=1,456*

*Voted for Coalition in previous federal elections and in 2025: n=1,384*

*Never voted for Coalition in previous federal elections: n=2,043*

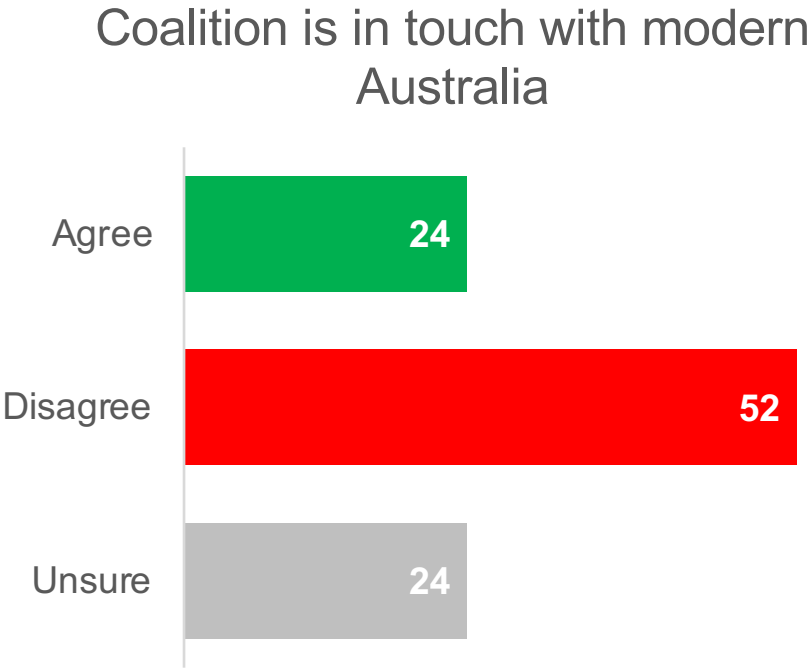
*Excludes did not vote in 2025 (n=120)*

# **Sentiment towards the Coalition being in touch with modern Australia**

**Over half of the electorate do not believe the Coalition is in touch with modern Australia—representing a 28-point gap between those who disagree and those who agree.**

Do you agree or disagree with the following statements:  
*The Liberal-National Coalition is in touch with modern Australia*

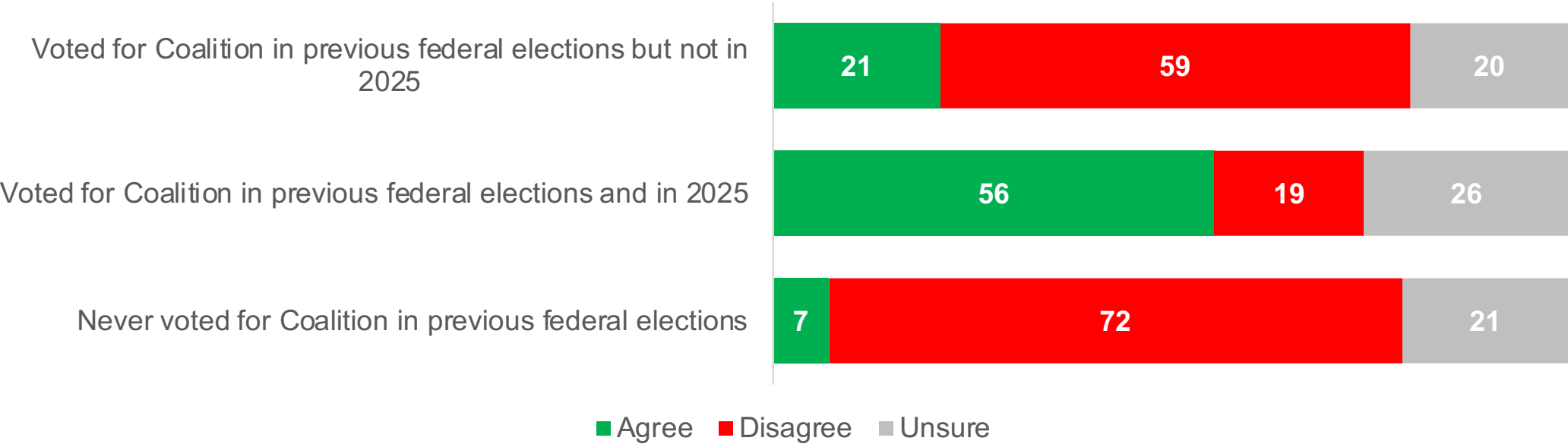
	Reverse (1-2)	
1	Agree	
2	Disagree	
3	Unsure	Fixed



Base: n=5007

**Among defected Coalition voters, the gap is a massive 38 points, indicating a fundamental and ongoing issue with winning back this voter group.**

Coalition is in touch with modern Australia



*Voted for Coalition in previous federal elections but not in 2025: n=1,456*

*Voted for Coalition in previous federal elections and in 2025: n=1,384*

*Never voted for Coalition in previous federal elections: n=2,043*

# Alignment with personal values and priorities



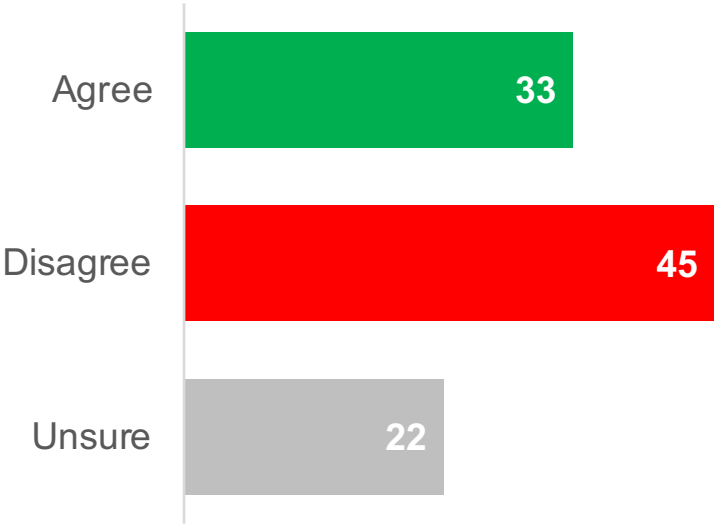
# More voters disagree than agree that the Liberal–National Coalition reflects their personal values and priorities, with disagreement exceeding agreement by 12 percentage points.

Do you agree or disagree with the following statements:

*The Liberal-National Coalition is aligned with my personal values and priorities.*

	Reverse (1-2)	
1	Agree	
2	Disagree	
3	Unsure	Fixed

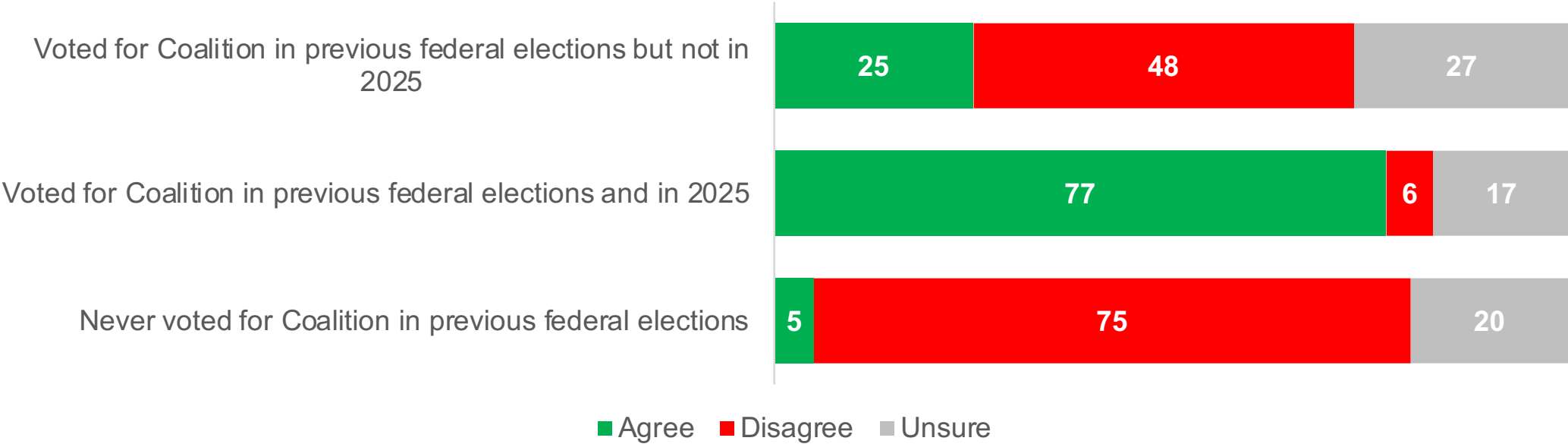
Alignment with personal values and priorities



Base: n=5007

# Nearly half of Coalition defectors disagree that the Liberal-National Coalition reflects their personal values and priorities, with disagreement exceeding agreement by 23 percentage points.

Alignment with personal values and priorities

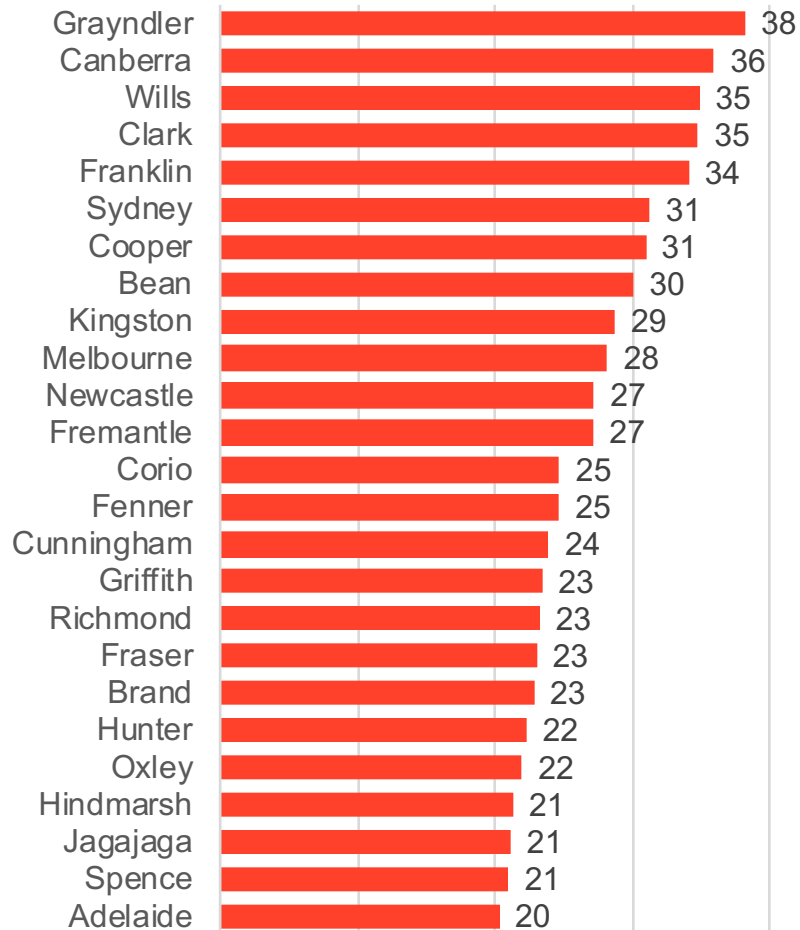


*Voted for Coalition in previous federal elections but not in 2025: n=1,456*

*Voted for Coalition in previous federal elections and in 2025: n=1,384*

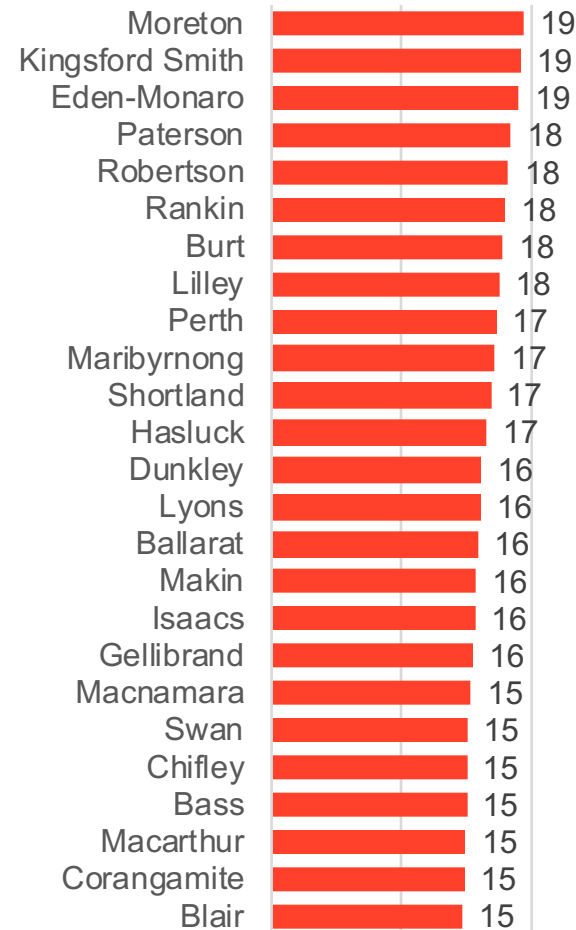
*Never voted for Coalition in previous federal elections: n=2,043*

## Disagree - Agree % difference 1-25



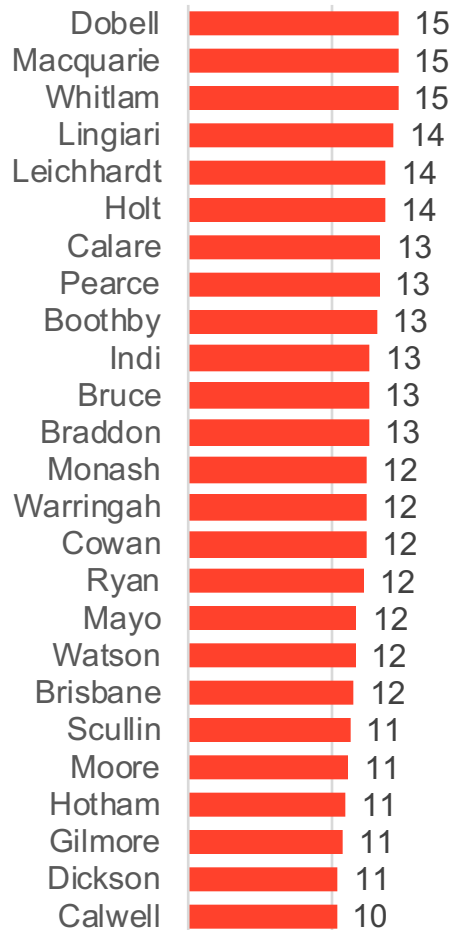
■ Disagree - Agree difference

## Disagree - Agree % difference 26-50



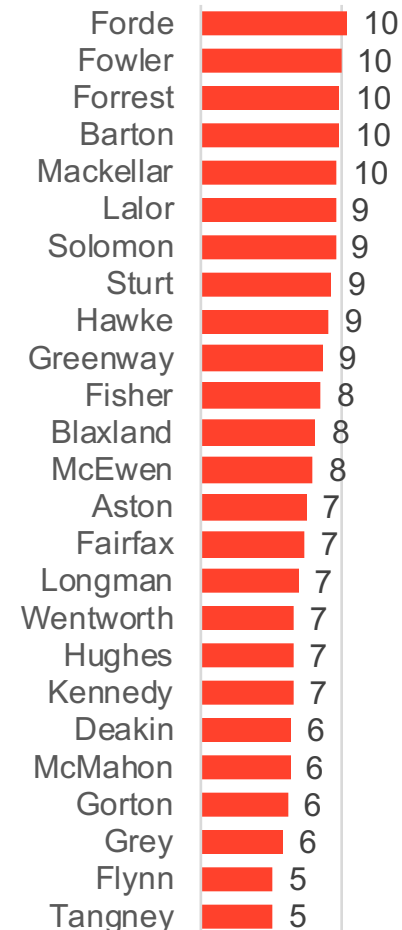
■ Disagree - Agree difference

## Disagree - Agree % difference 51-75



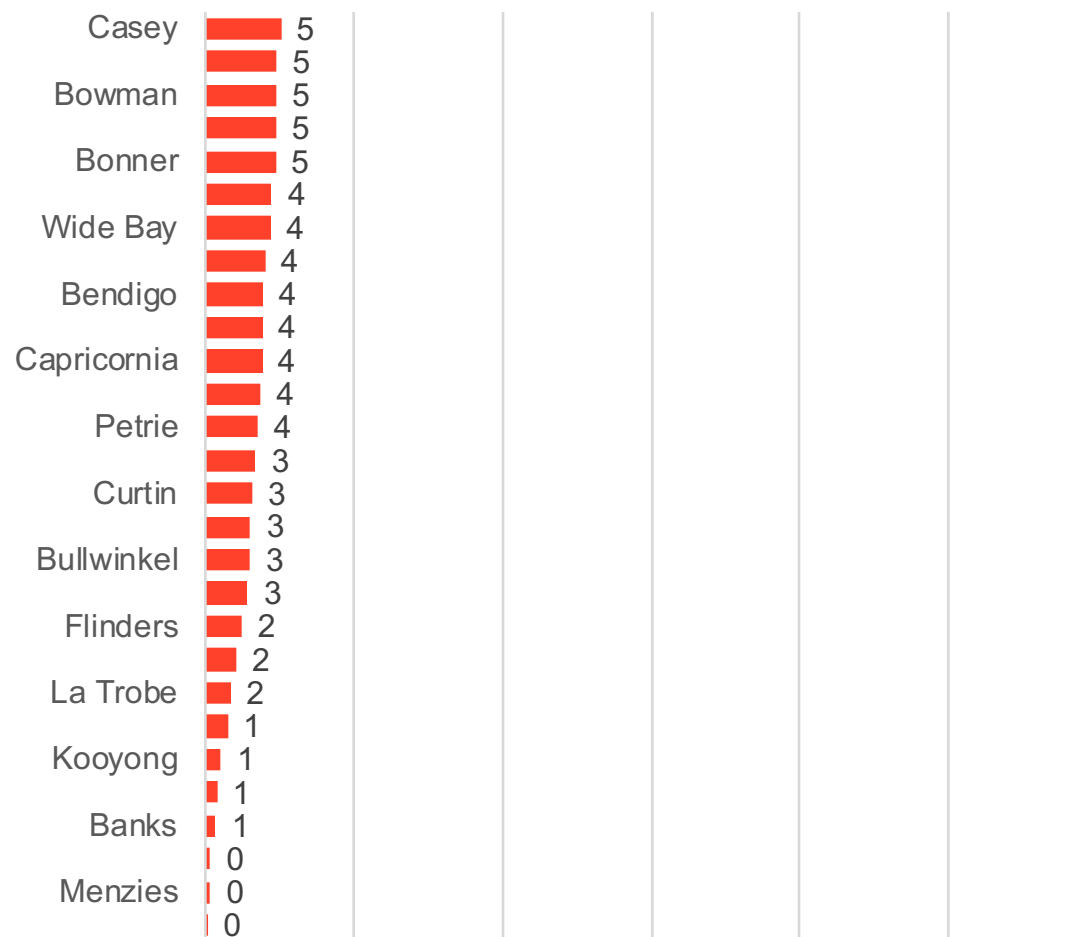
■ Disagree - Agree difference

## Disagree - Agree % difference 76-100



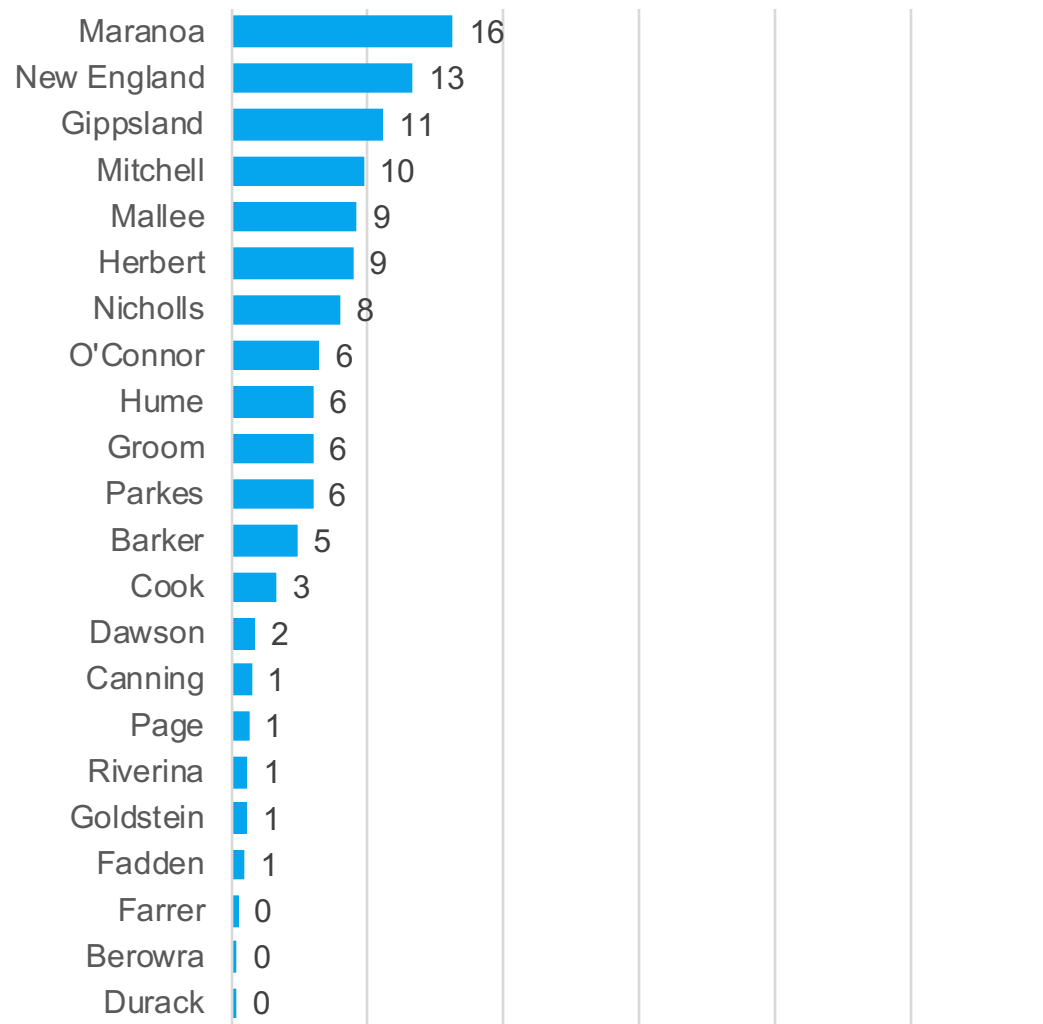
■ Disagree - Agree difference

## Disagree - Agree % difference 101-128



■ Disagree - Agree difference

## Agree - disagree % difference 1-22

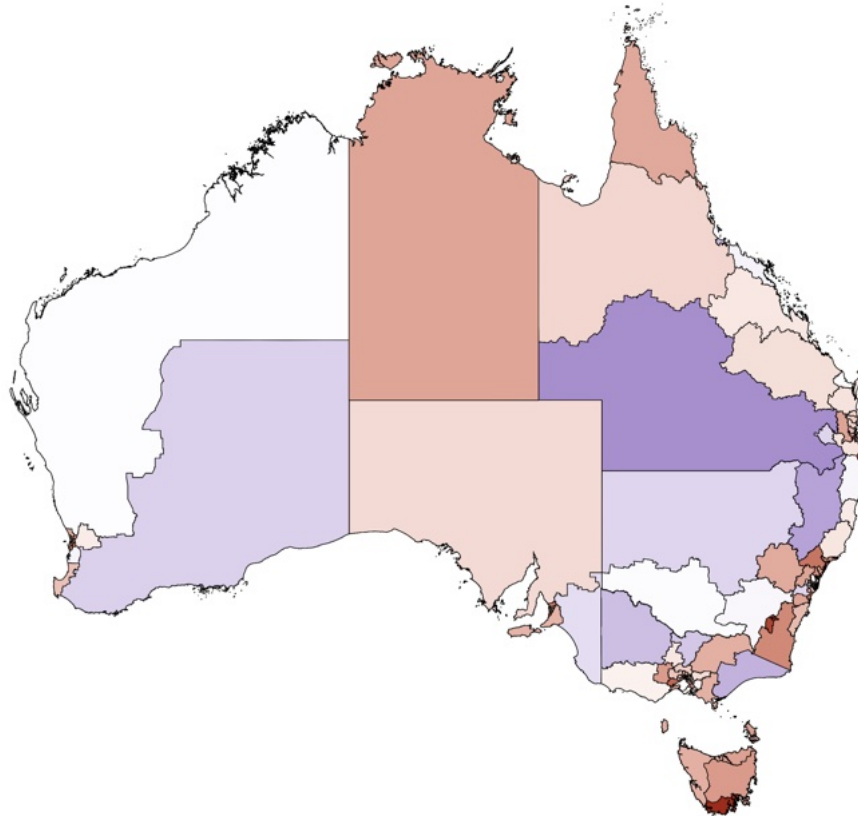
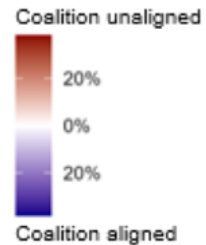


# Maps of alignment with personal values and priorities

## Coalition's alignment with personal values and priorities.

Coalition unaligned with personal values and priorities – Coalition alignment diff %

Fill: Nett Disagree = Disagree - Agree

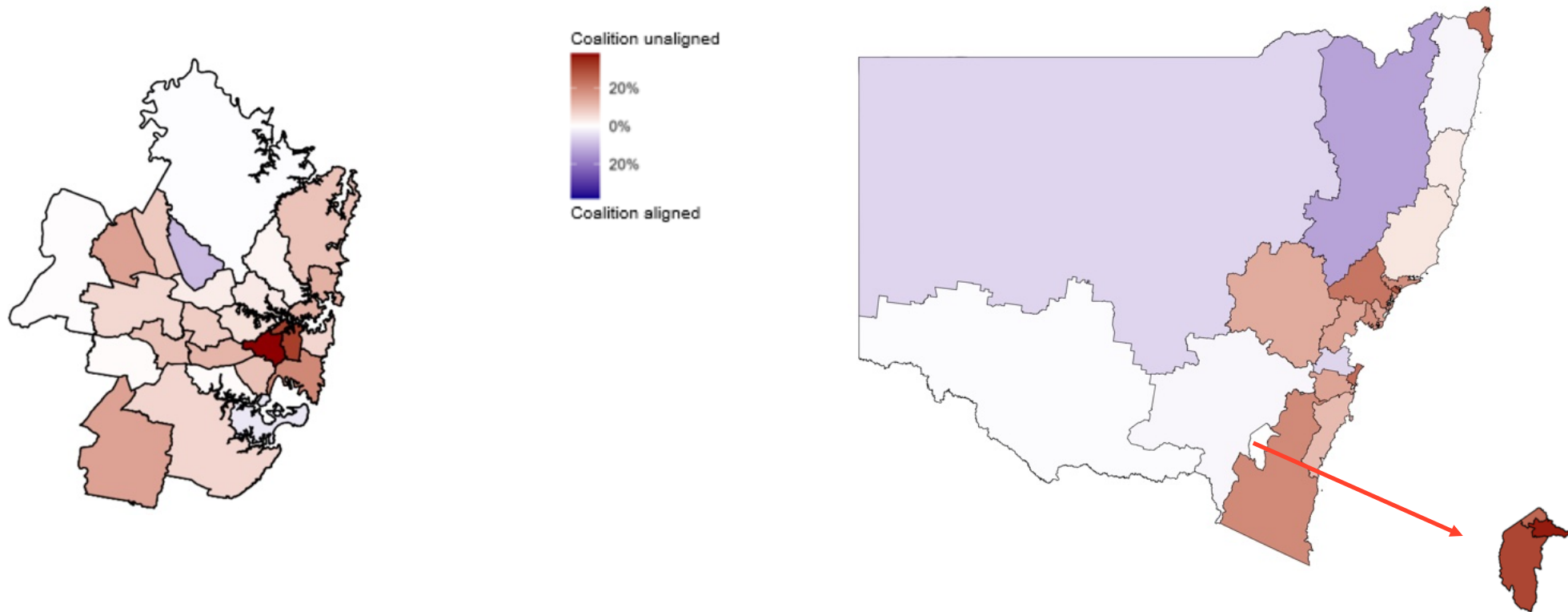




## Coalition's alignment with personal values and priorities.

### *Sydney, Rest of NSW, ACT*

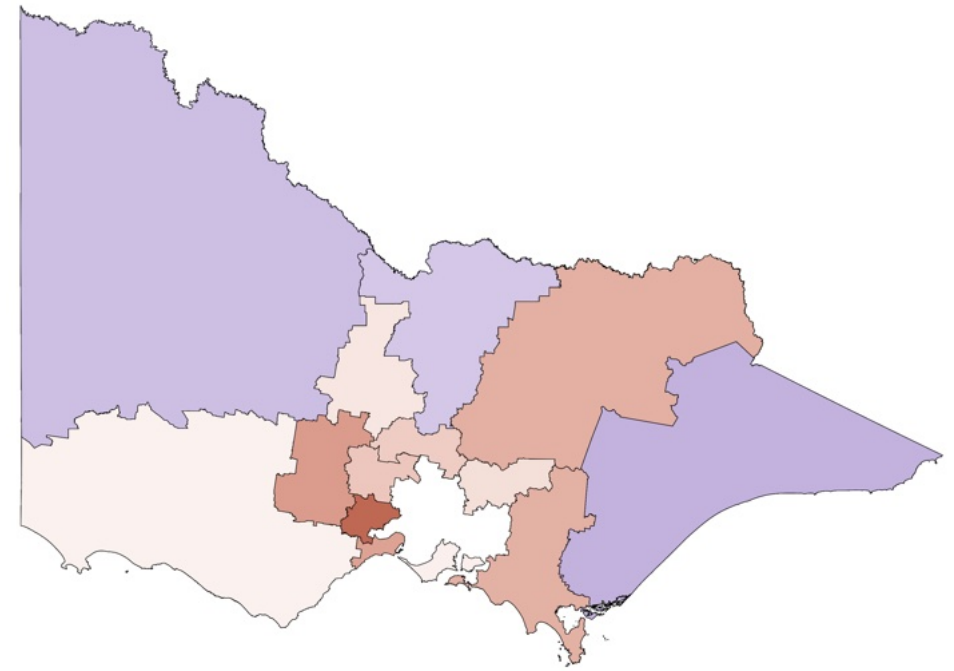
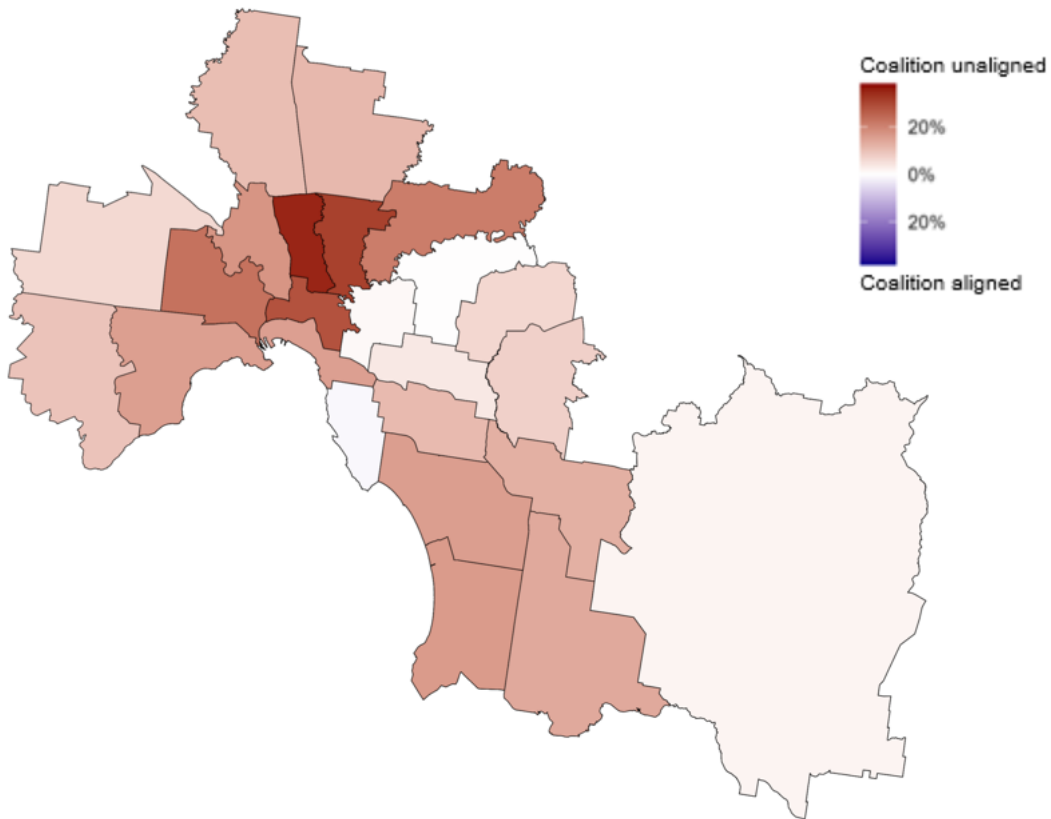
Coalition unaligned with personal values and priorities – Coalition alignment diff %



## Coalition's alignment with personal values and priorities.

### *Melbourne and Rest of Victoria*

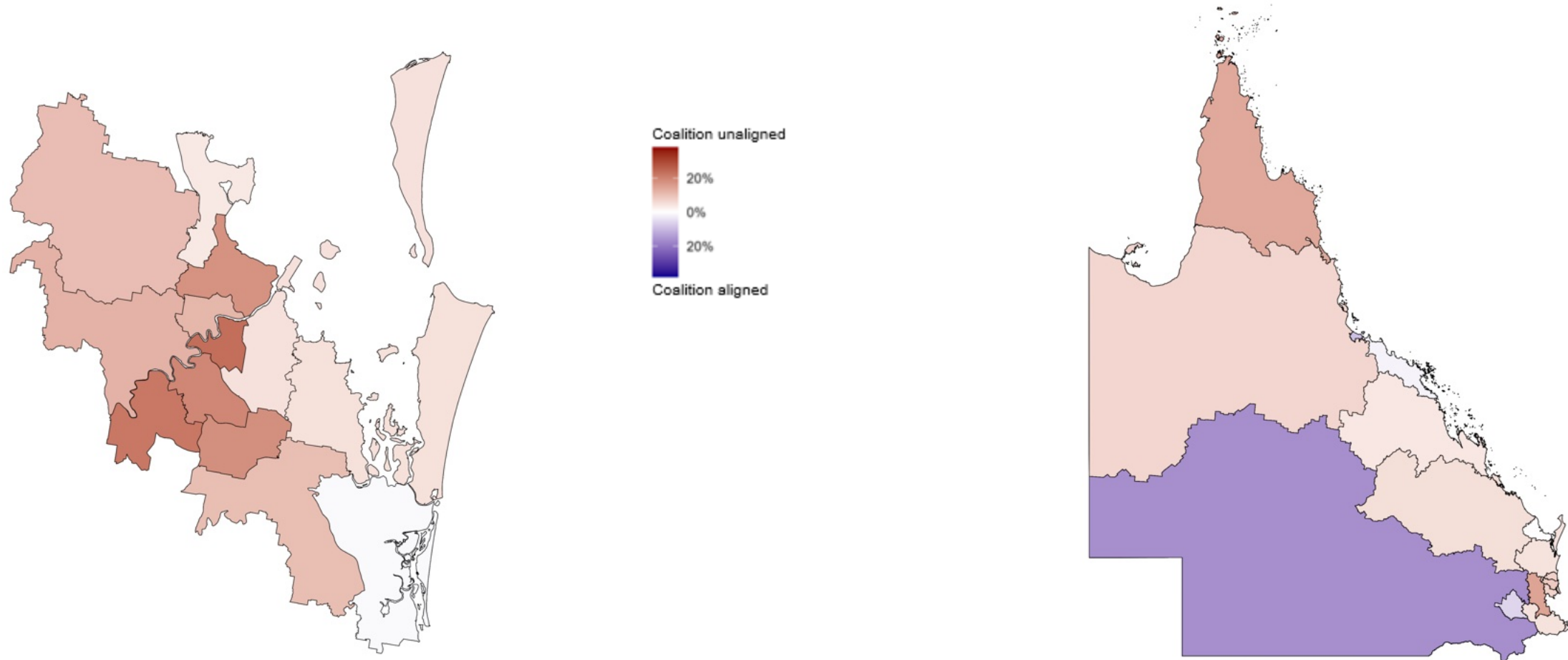
Coalition unaligned with personal values and priorities – Coalition alignment diff %



## Coalition's alignment with personal values and priorities.

### *Brisbane and Rest of QLD*

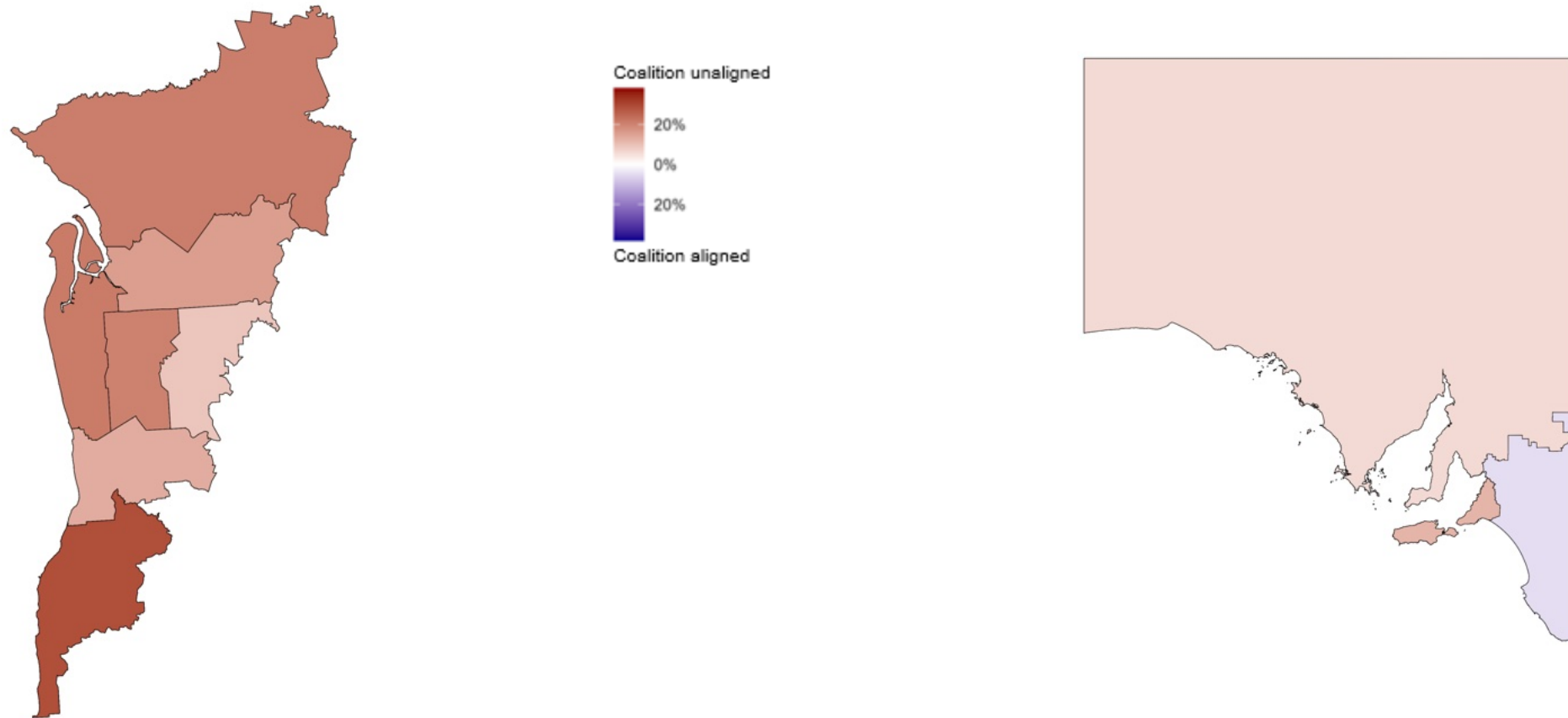
Coalition unaligned with personal values and priorities – Coalition alignment diff %



## Coalition's alignment with personal values and priorities.

### *Adelaide and Rest of SA*

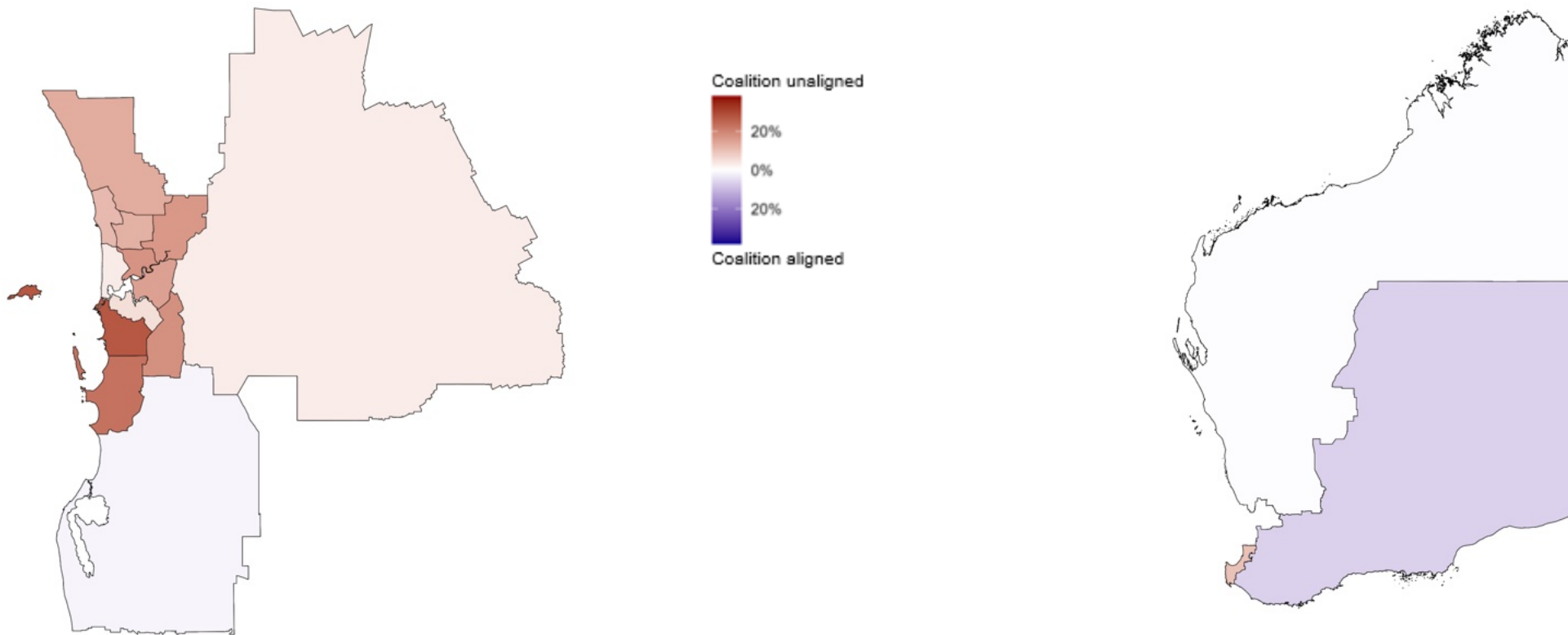
Coalition unaligned with personal values and priorities – Coalition alignment diff %



## Coalition's alignment with personal values and priorities.

### *Perth and Rest of WA*

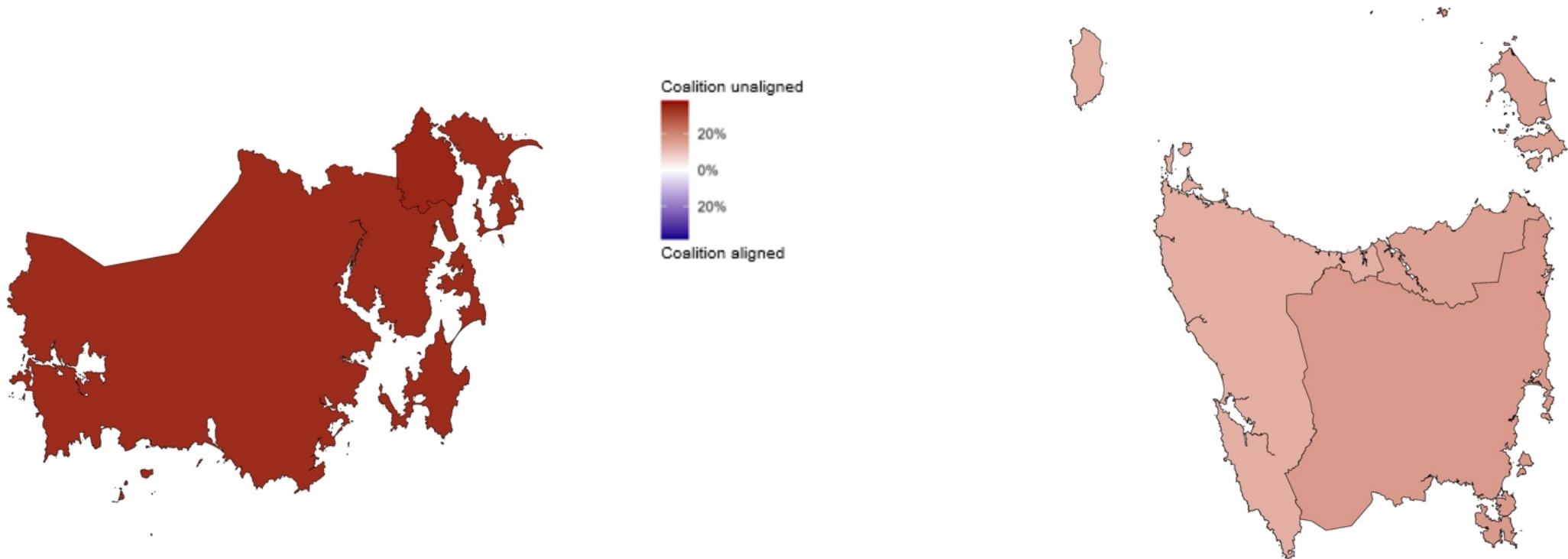
Coalition unaligned with personal values and priorities – Coalition alignment diff %



## Coalition's alignment with personal values and priorities.

### *Hobart and Rest of TAS*

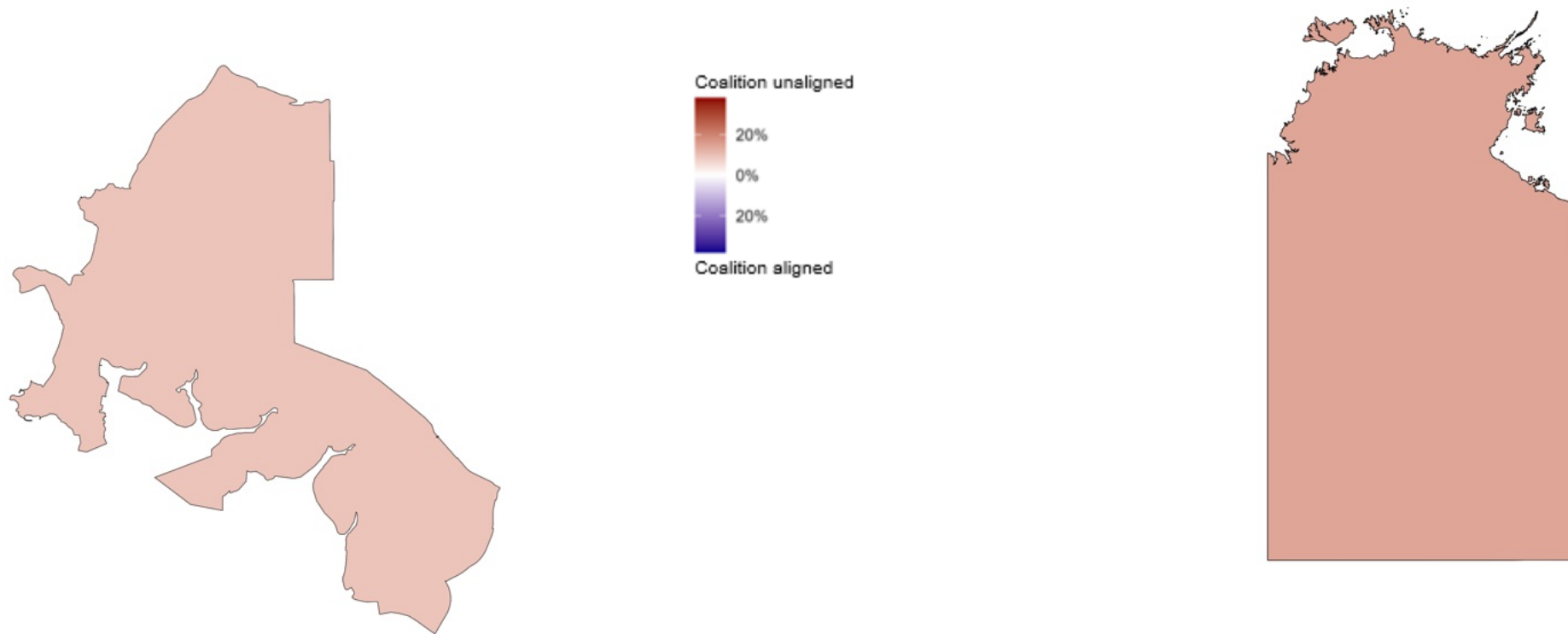
Coalition unaligned with personal values and priorities – Coalition alignment diff %



## Coalition's alignment with personal values and priorities.

*NT: Solomon and Lingiari*

Coalition unaligned with personal values and priorities – Coalition alignment diff %



# Climate Policy as a Governing Threshold

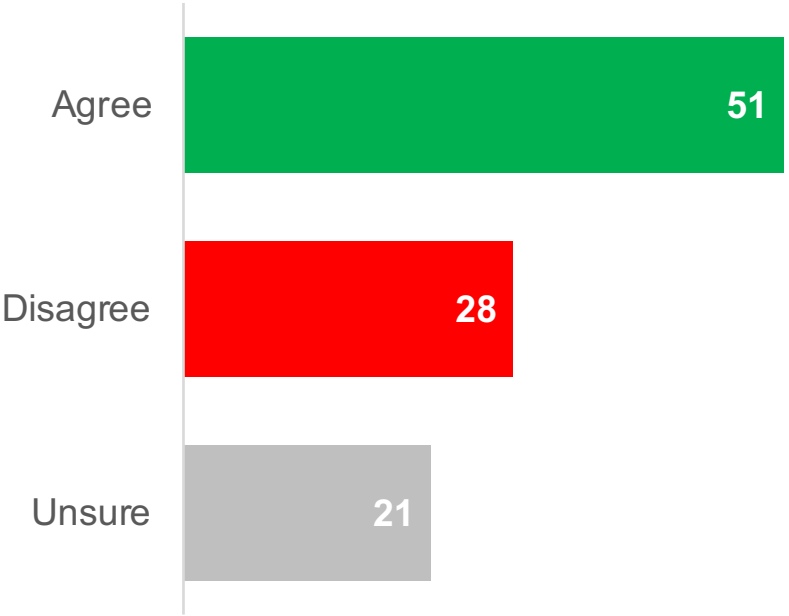


# More than half of Australian voters would only consider a party to govern if they have credible climate policies

Do you agree or disagree with the following statements: I would only consider a party ready to govern if they have credible policies to address climate change and its impacts.

	<i>Reverse (1-2)</i>	
1	Agree	
2	Disagree	
3	Unsure	Fixed

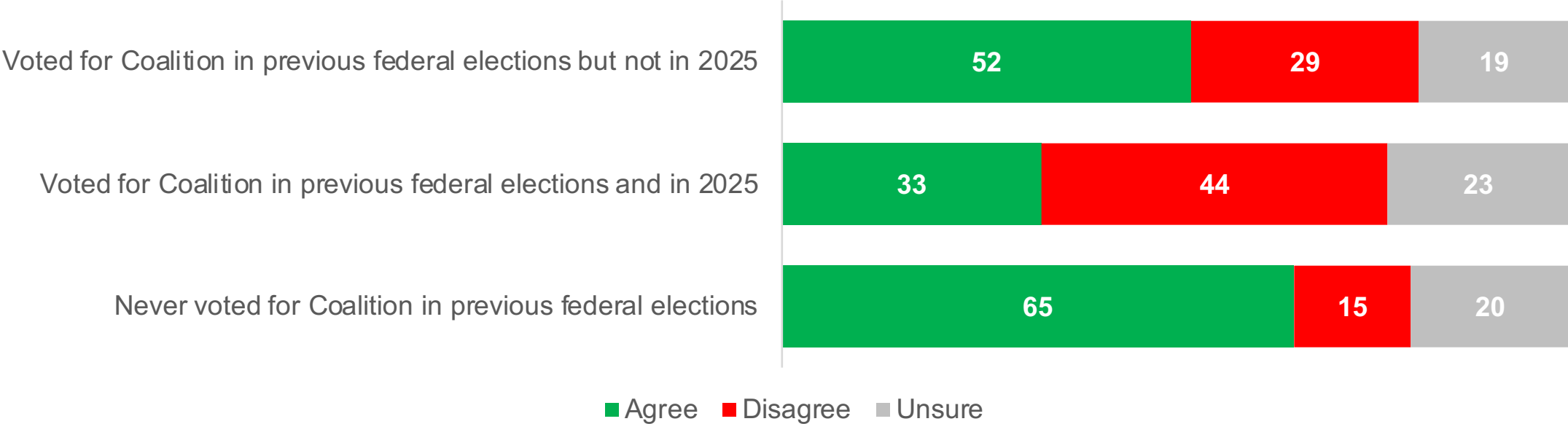
I only consider a party ready to govern if they have credible climate policies



Base: n=5007

# Over half of Coalition defectors would only consider a party to govern if they have credible climate policies

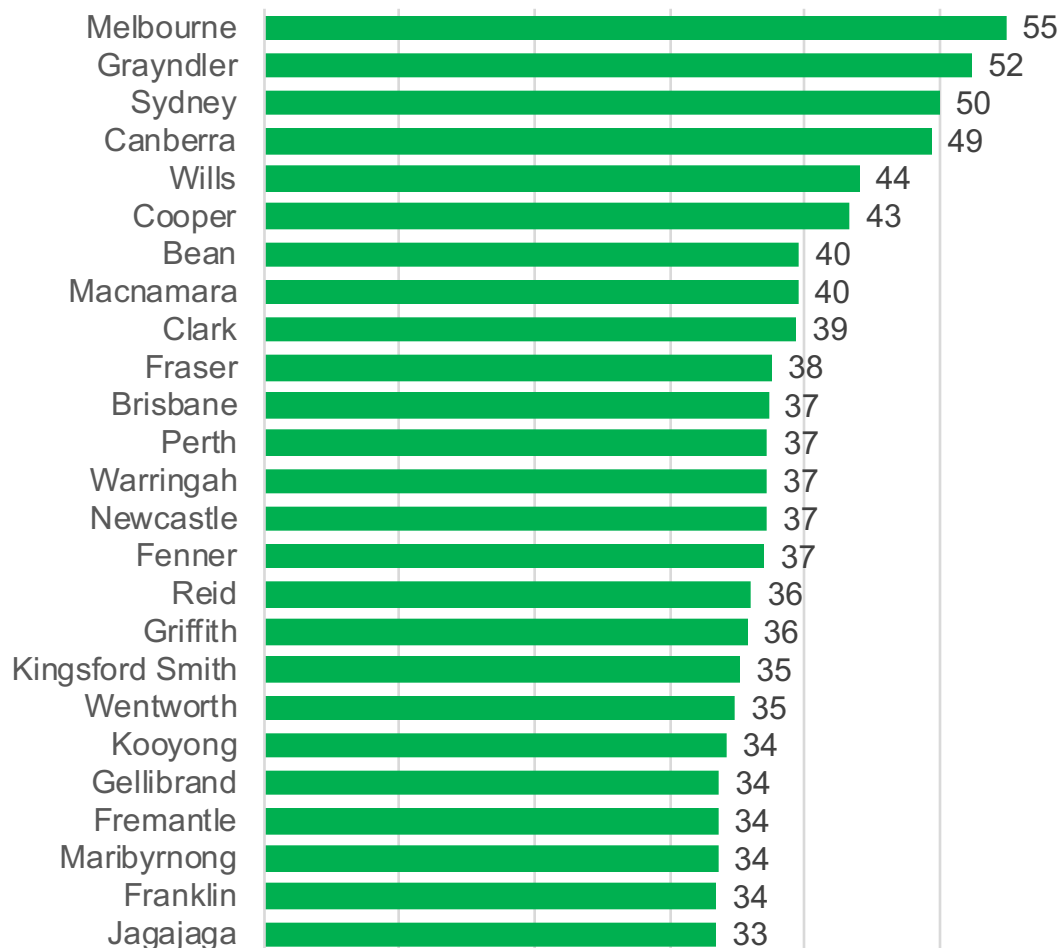
I only consider a party ready to govern if they have credible climate policies



*Voted for Coalition in previous federal elections but not in 2025: n=1,456*  
*Voted for Coalition in previous federal elections and in 2025: n=1,384*  
*Never voted for Coalition in previous federal elections: n=2,043*

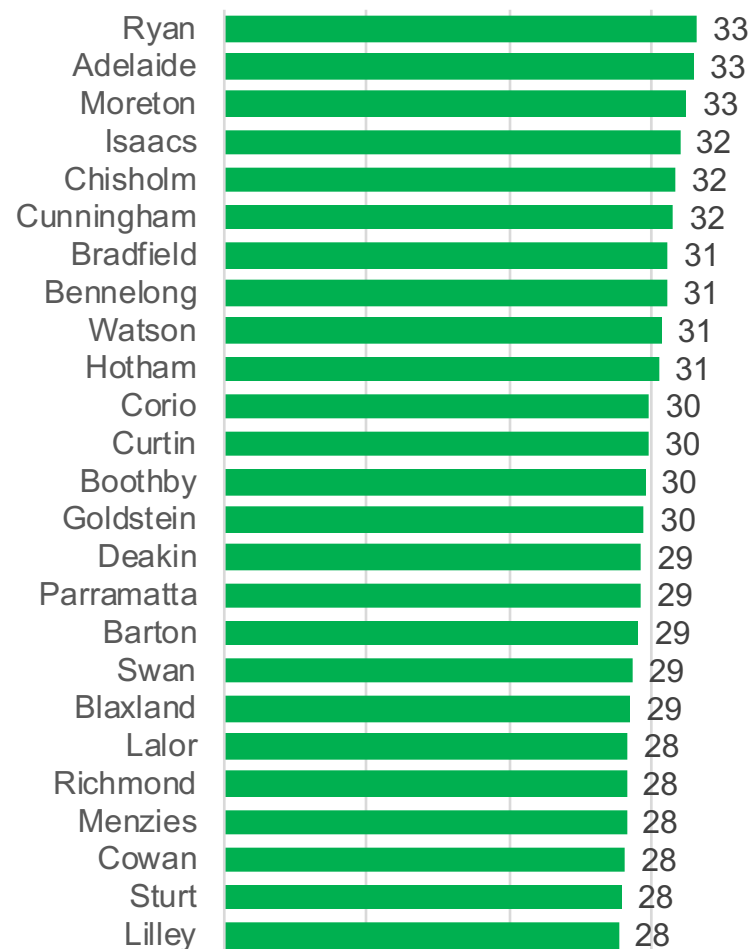
*Excludes did not vote in 2025 (n=120)*

Agree - Disagree % difference 1-25



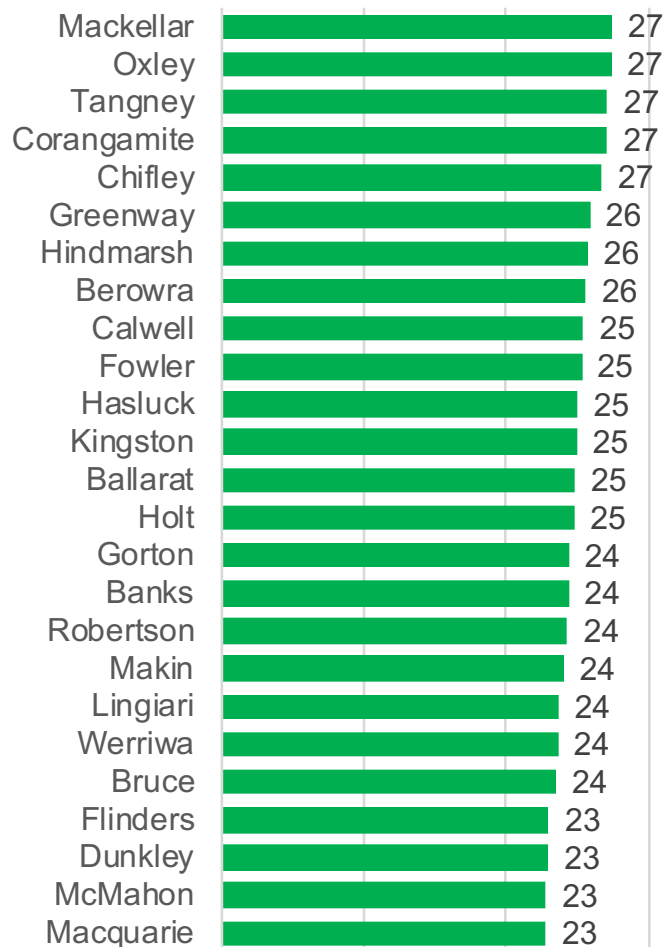
■ Agree - Disagree difference

Agree - Disagree % difference 26-50



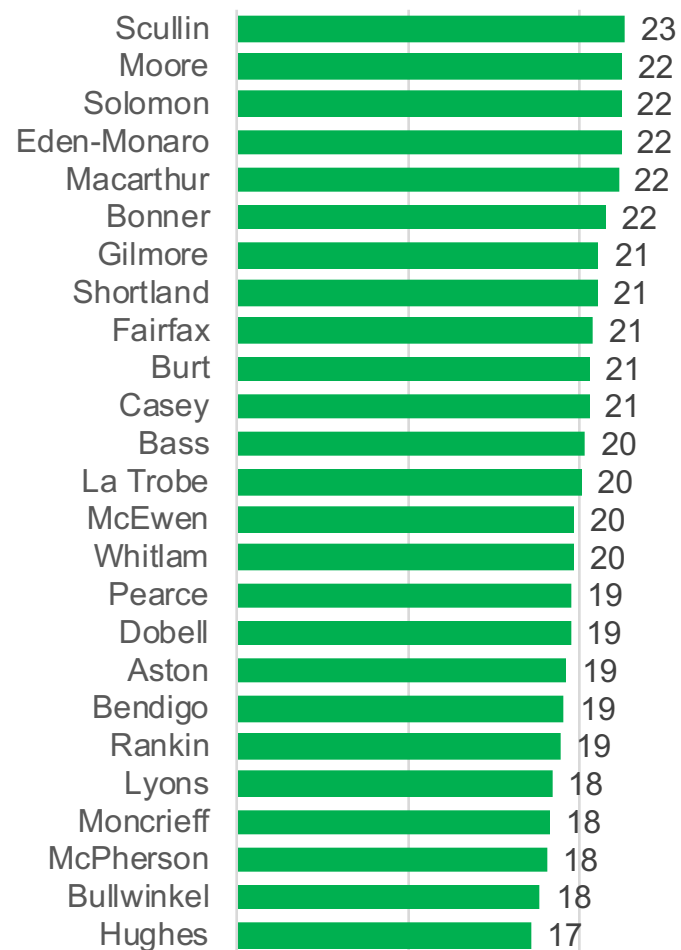
■ Agree - Disagree difference

Agree - Disagree % difference 51-75



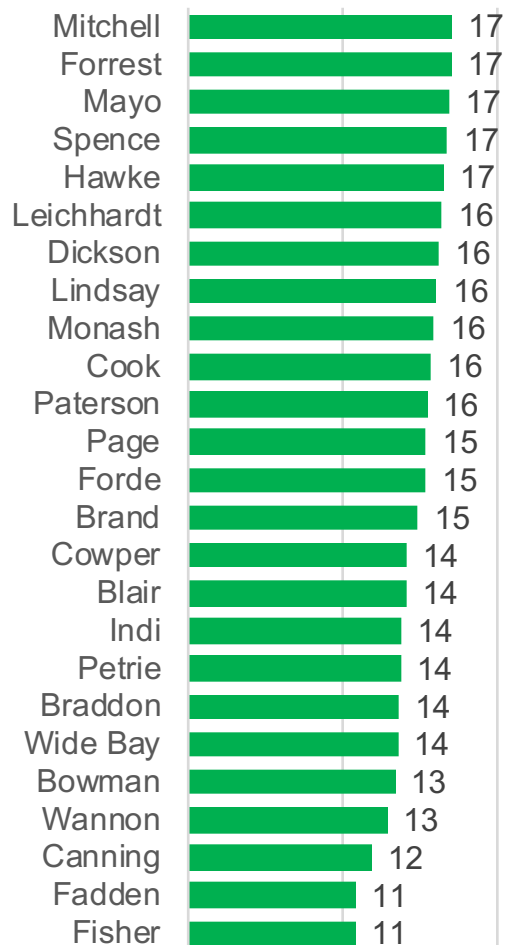
■ Agree - Disagree difference

Agree - Disagree % difference 76-100



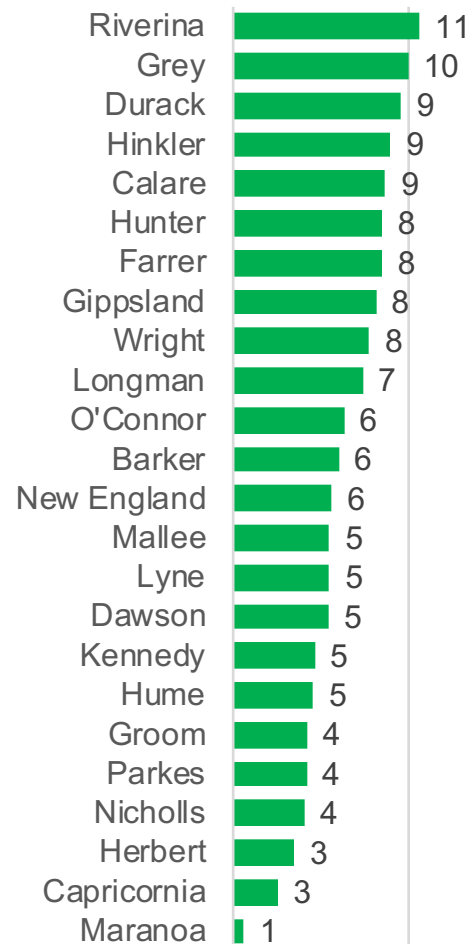
■ Agree - Disagree difference

Agree - Disagree % difference 101-125



■ Agree - Disagree difference

Agree - Disagree % difference 126-149



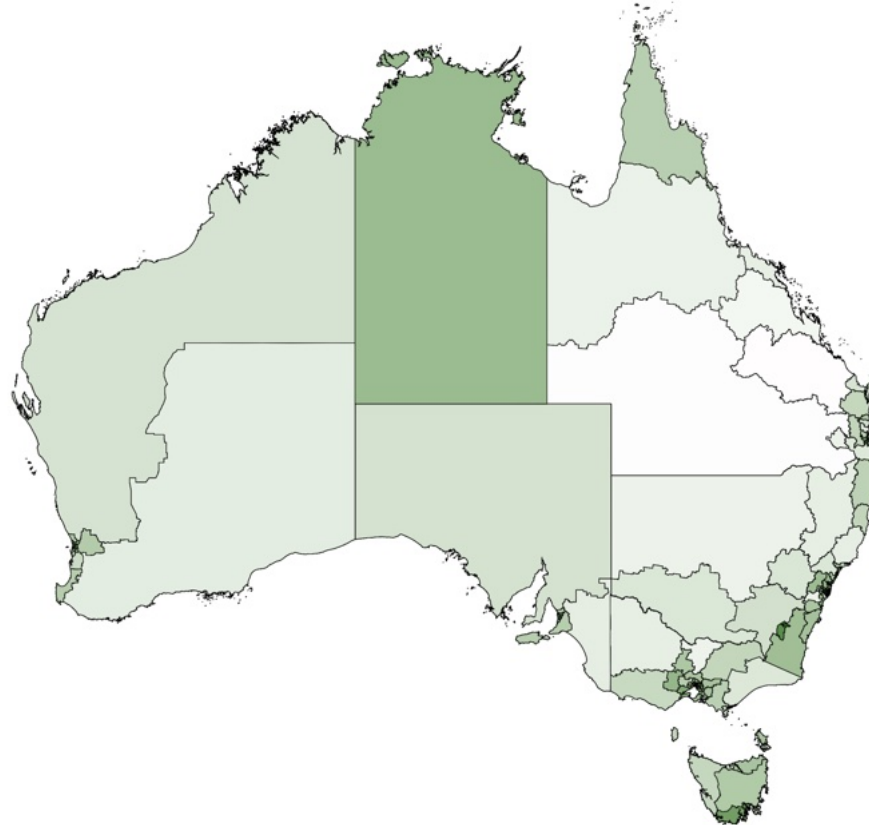
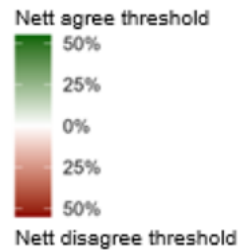
■ Agree - Disagree difference

# Maps of Climate Policy as a Governing Threshold

# Would only consider a party ready to govern if they have credible policies to address climate change and its impacts.

Agree that climate change is a governing threshold – disagree diff %

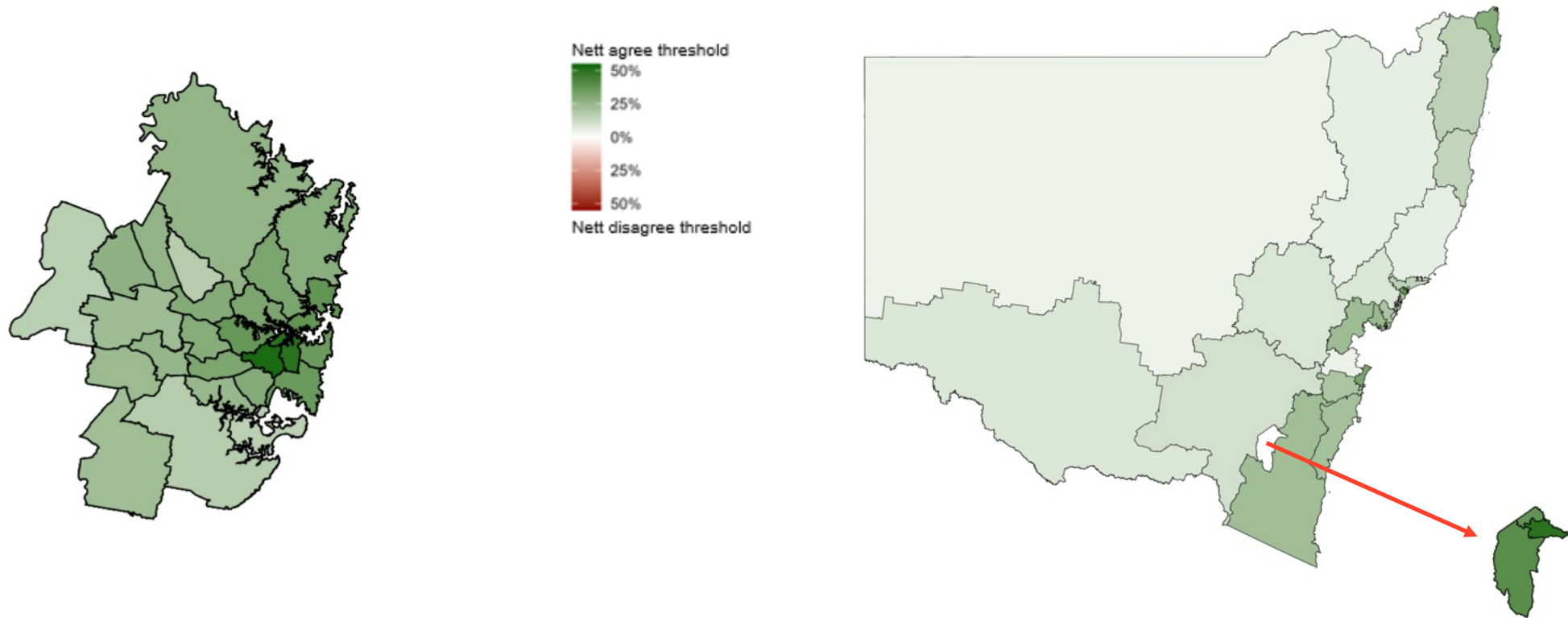
Fill: Nett Agree = Agree - Disagree



**Would only consider a party ready to govern if they have credible policies to address climate change and its impacts.**

***Sydney, Rest of NSW, ACT***

Agree that climate change is a governing threshold – disagree diff %

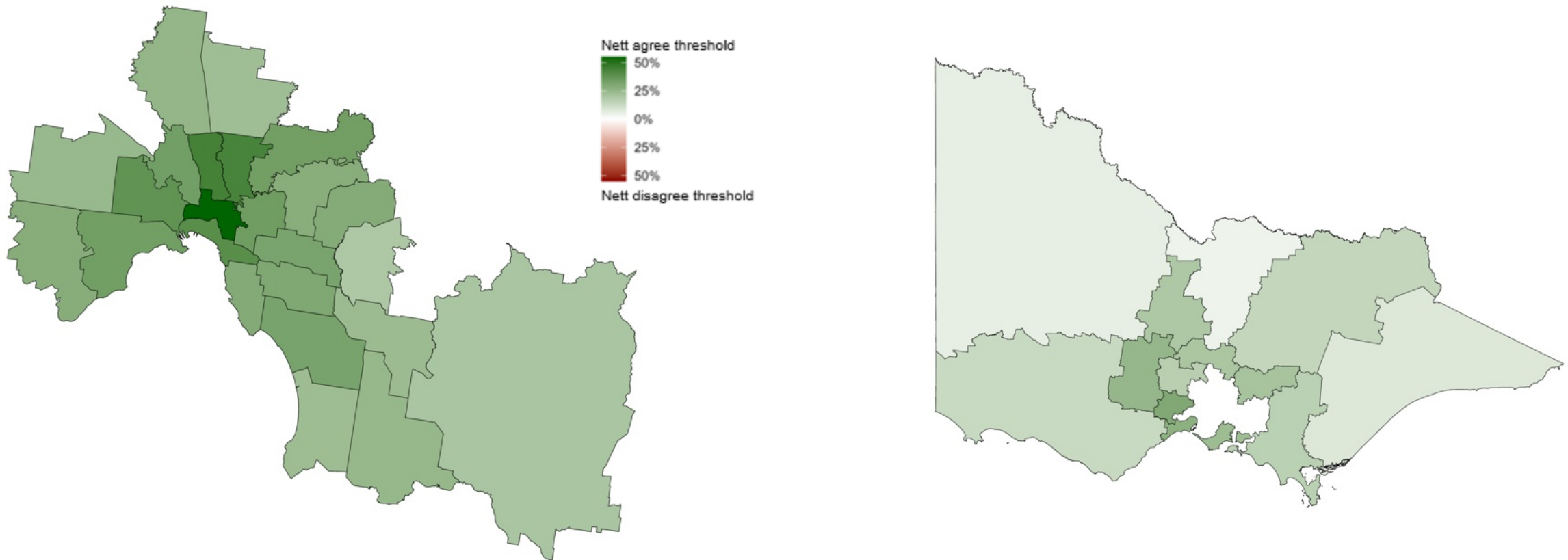




# Would only consider a party ready to govern if they have credible policies to address climate change and its impacts.

## *Melbourne and Rest of Victoria*

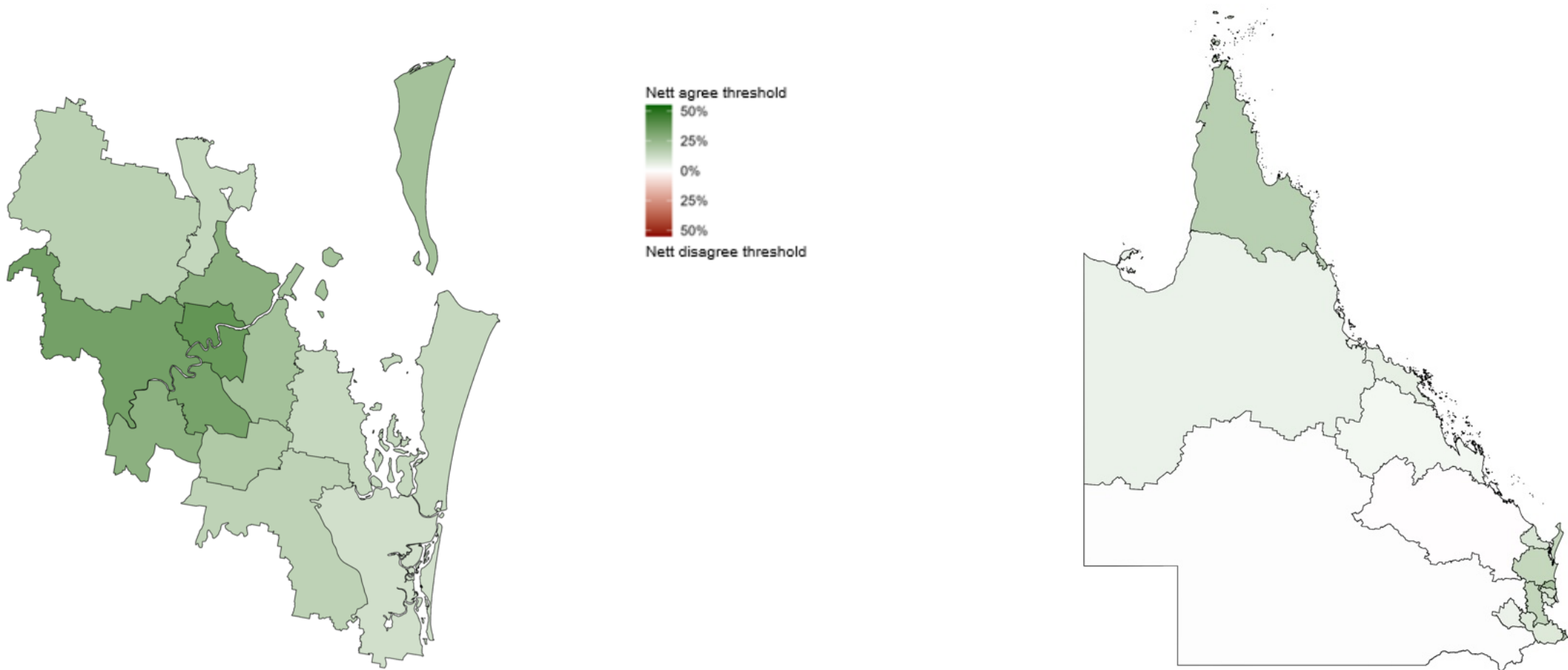
Agree that climate change is a governing threshold – disagree diff %



# Would only consider a party ready to govern if they have credible policies to address climate change and its impacts.

## *Brisbane and Rest of QLD*

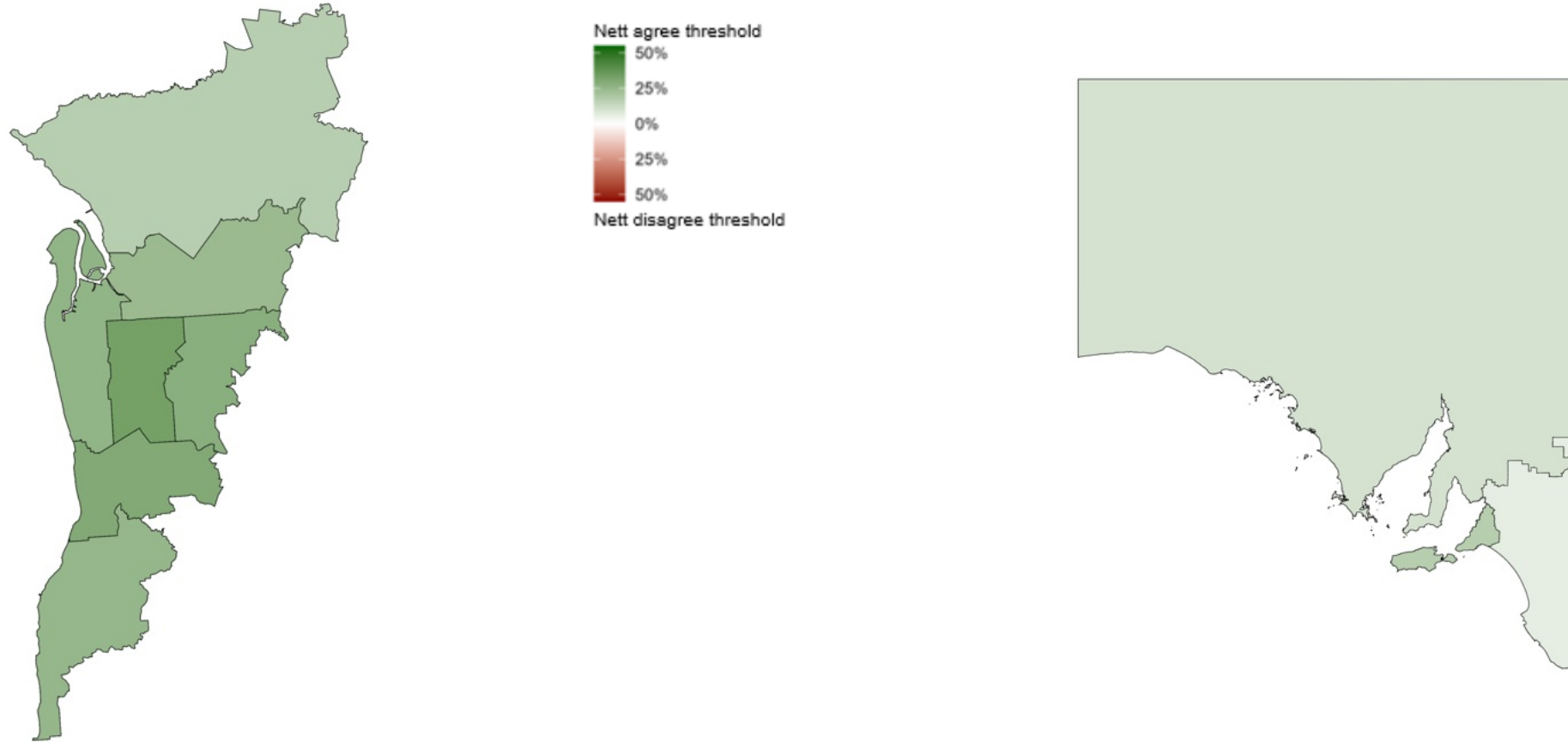
Agree that climate change is a governing threshold – disagree diff %



**Would only consider a party ready to govern if they have credible policies to address climate change and its impacts.**

***Adelaide and Rest of SA***

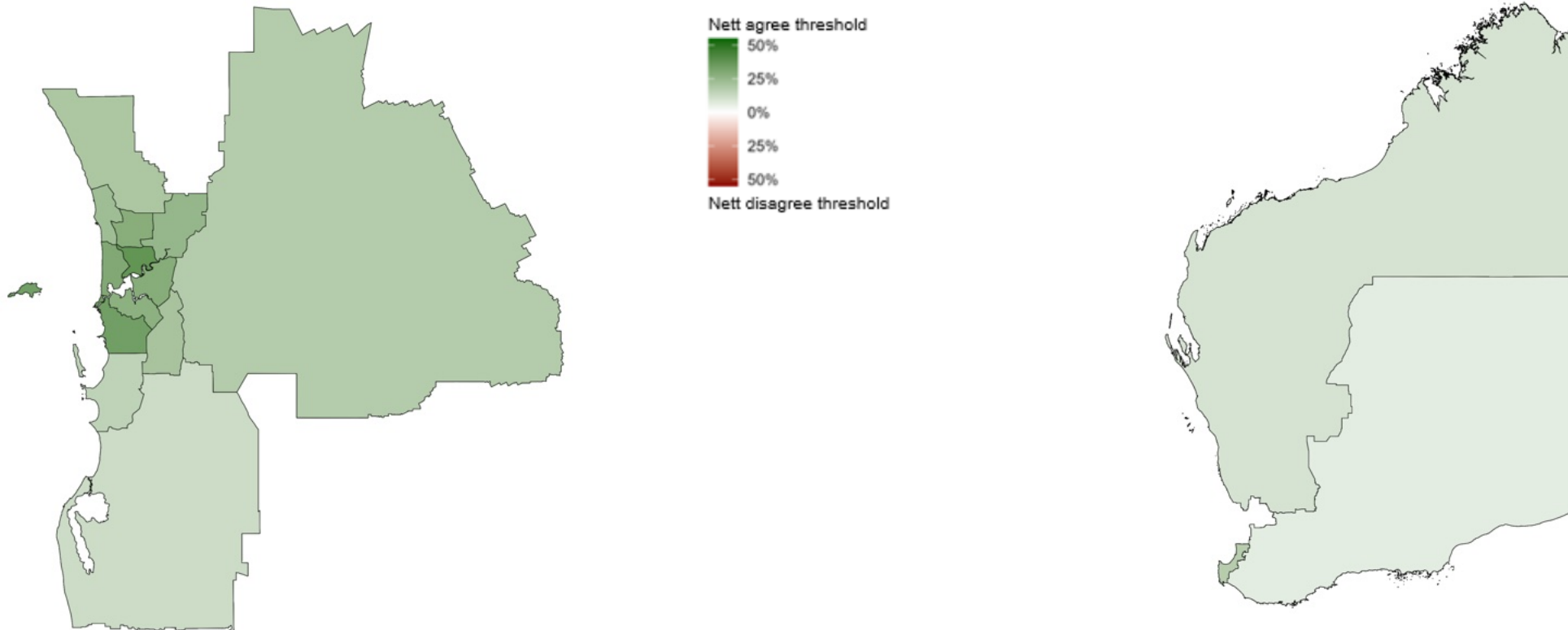
Agree that climate change is a governing threshold – disagree diff %



**Would only consider a party ready to govern if they have credible policies to address climate change and its impacts.**

*Perth and Rest of WA*

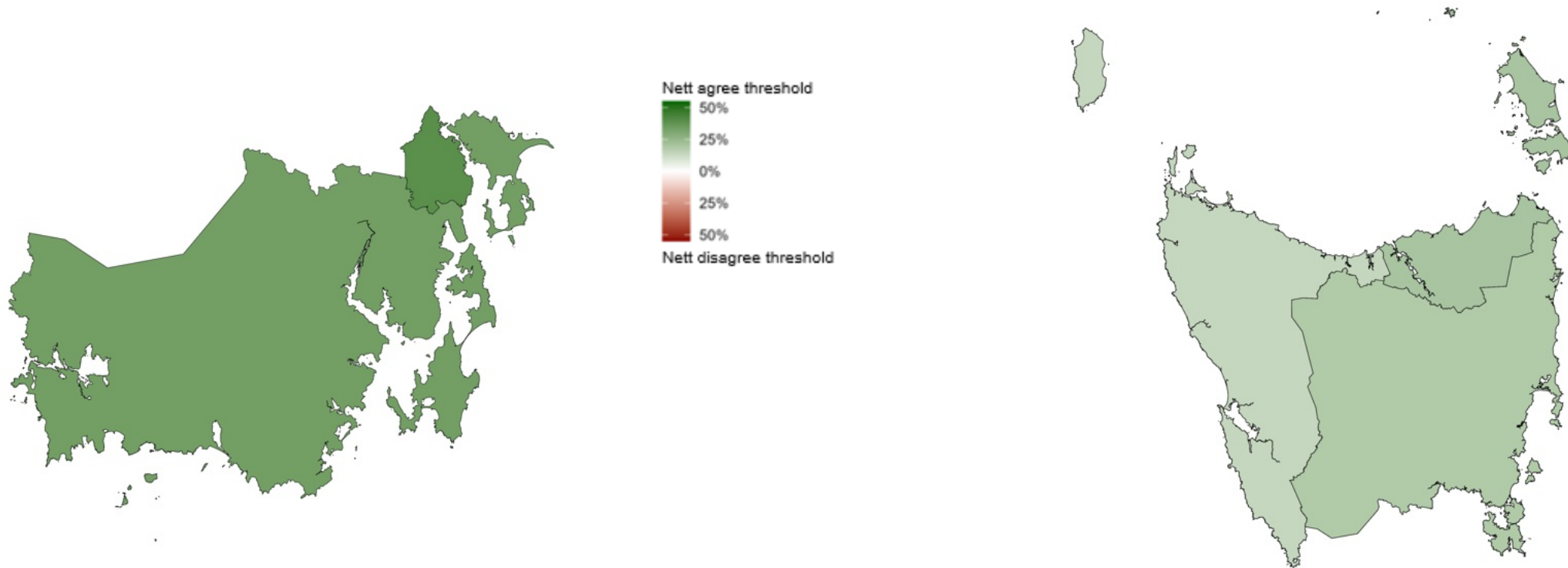
Agree that climate change is a governing threshold – disagree diff %



**Would only consider a party ready to govern if they have credible policies to address climate change and its impacts.**

***Hobart and Rest of TAS***

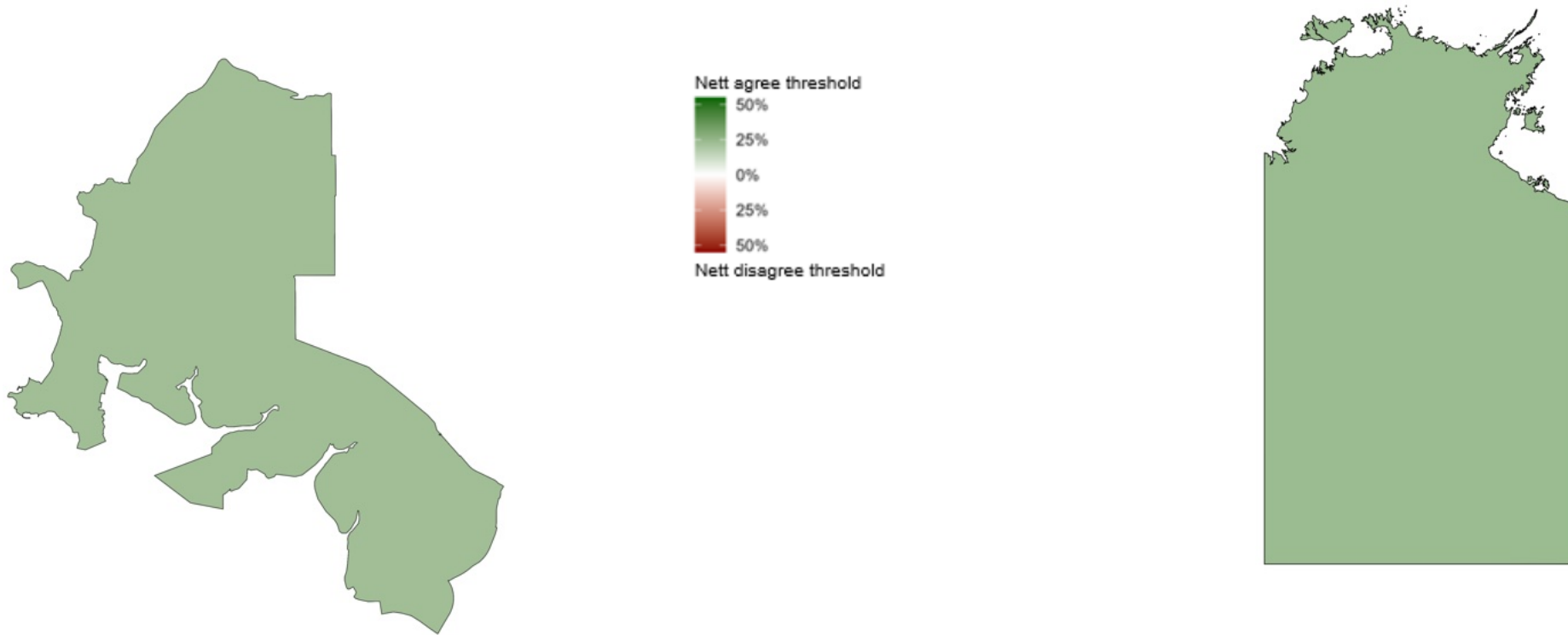
Agree that climate change is a governing threshold – disagree diff %



**Would only consider a party ready to govern if they have credible policies to address climate change and its impacts.**

***NT: Solomon and Lingiari***

Agree that climate change is a governing threshold – disagree diff %



**Alignment with own values - effectively responding to climate impacts**

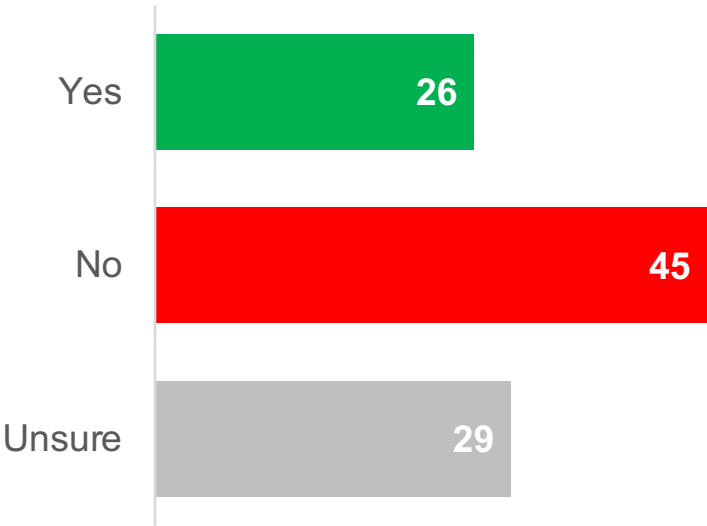
**More voters feel the Coalition does not align with their own priorities when it comes to responding effectively to climate, with ‘No’ exceeding ‘Yes’ by 19 percentage points.**

Do you feel that the priorities of the Liberal-National Coalition (LNP) align with your own priorities in the following policy areas?

*Responding effectively to climate change and its impacts*

	Reverse (1-2)	
1	Yes	
2	No	
3	Unsure	Fixed

Coalition alignment – Effectively responds to climate impacts

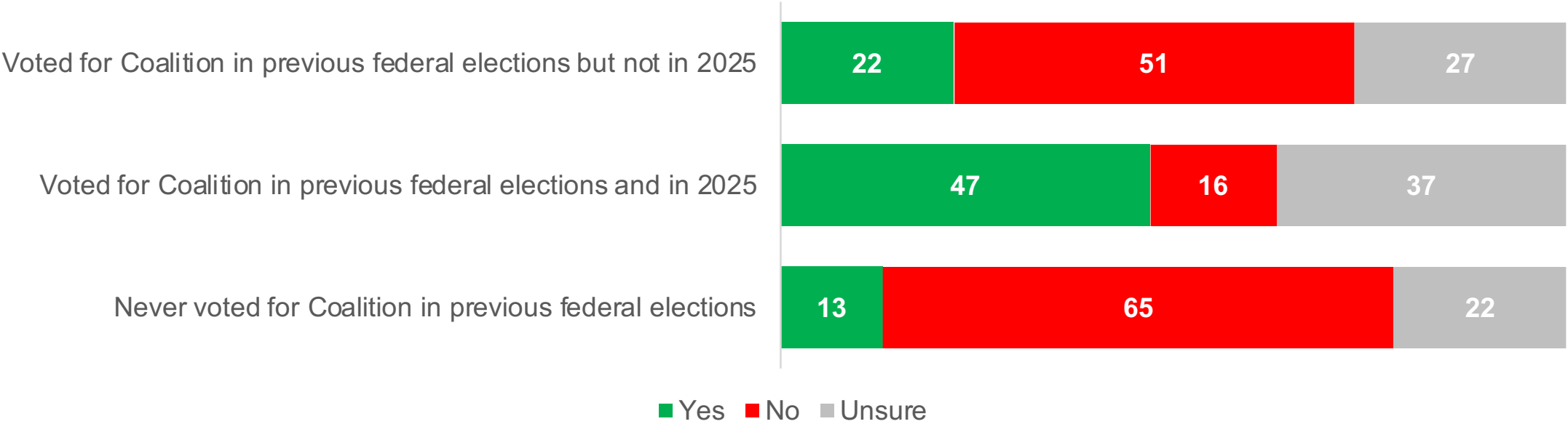


Base: n=5007



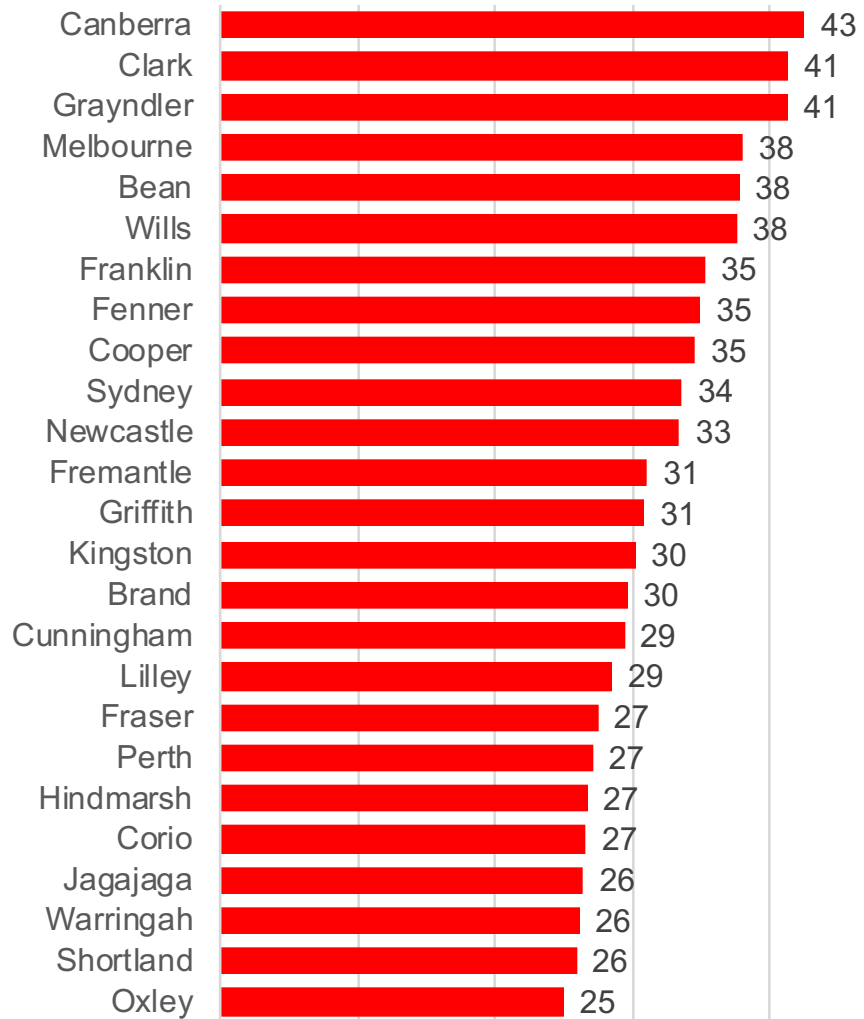
# Over half of Coalition defectors feel the Coalition does not align with their own priorities when it comes to responding effectively to climate, with no exceeding yes by 29 percentage points.

Coalition alignment – Effectively responds to climate impacts

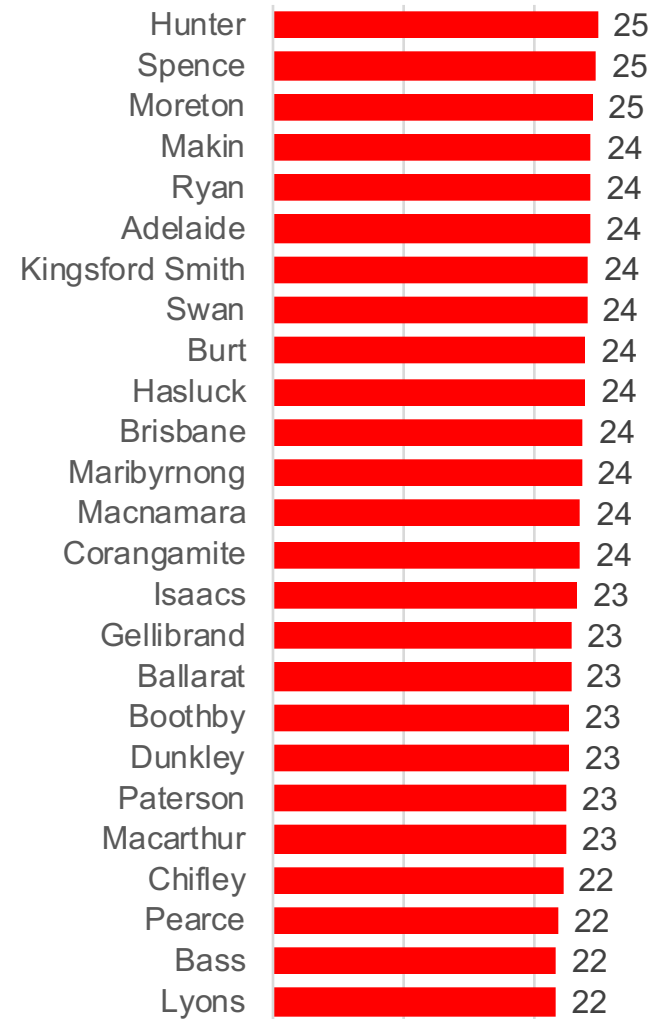


Voted for Coalition in previous federal elections but not in 2025: n=1,456  
Voted for Coalition in previous federal elections and in 2025: n=1,384  
Never voted for Coalition in previous federal elections: n=2,043

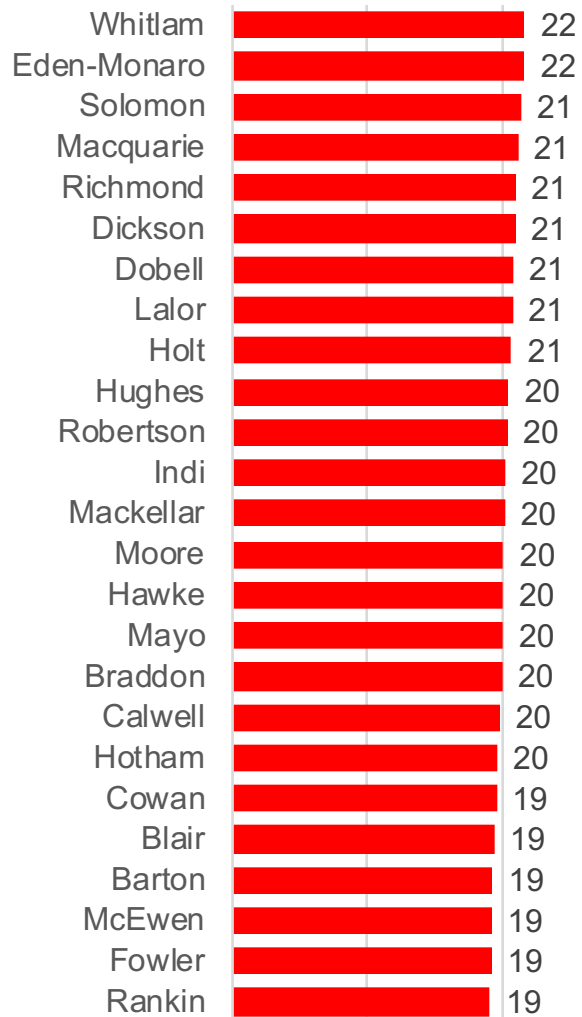
## Coal unaligned % difference 1-25



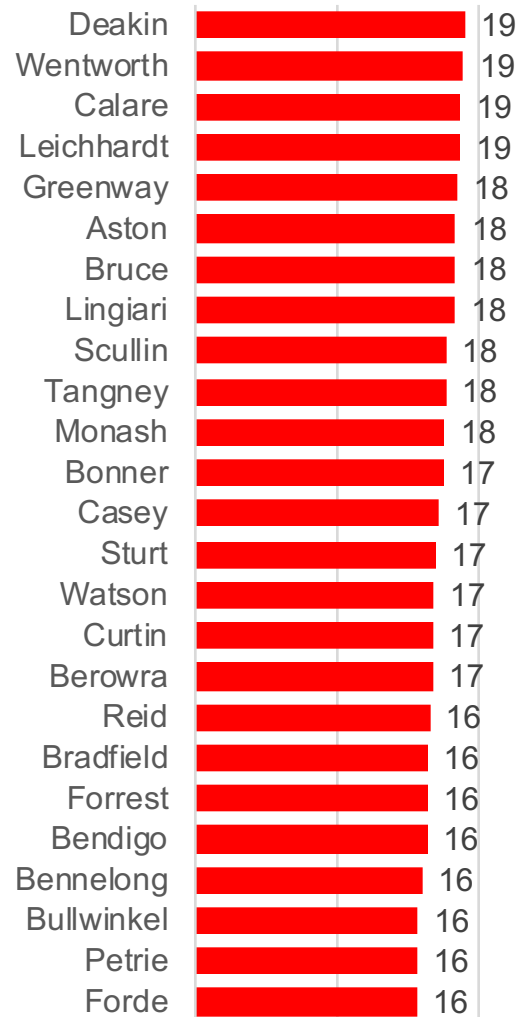
## Coal unaligned % difference 26-50



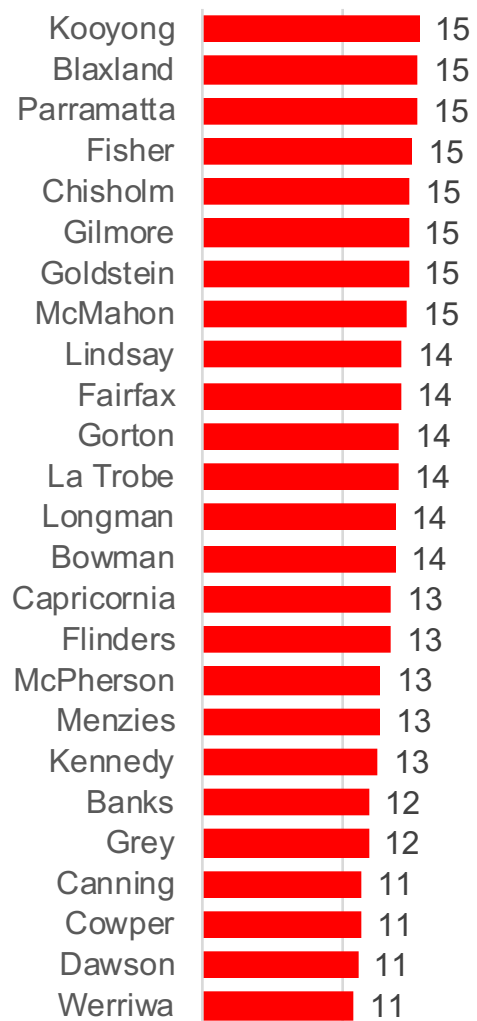
## Coal unaligned % difference 51-75



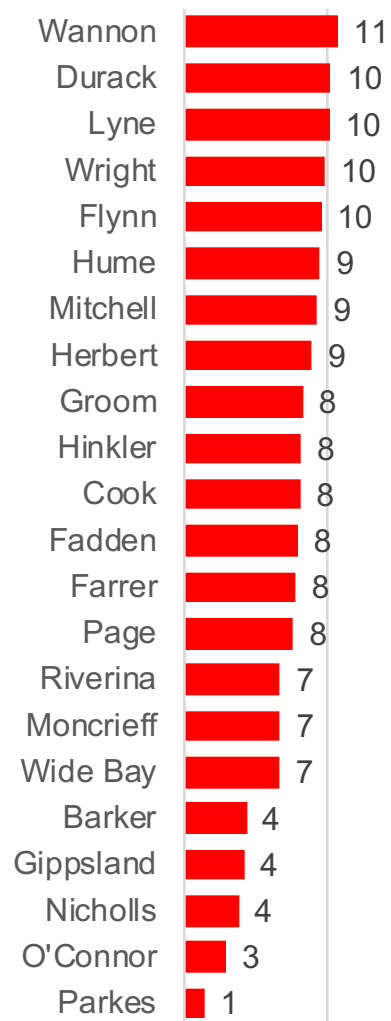
## Coal unaligned % difference 76-100



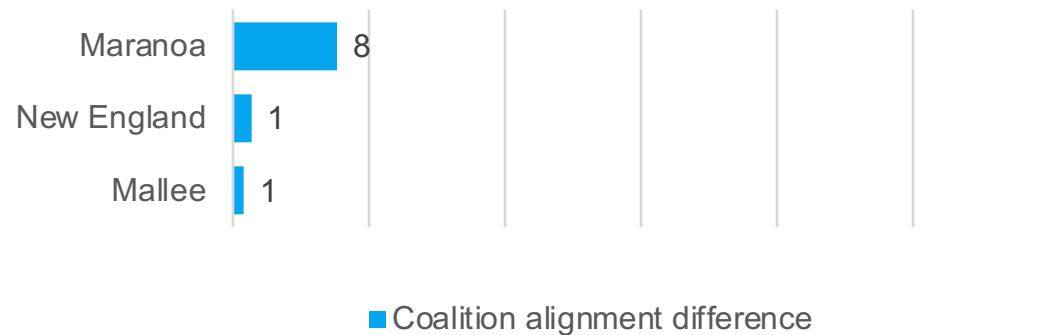
## Coal unaligned % difference 101-125



## Coal unaligned % difference 126-147



## Coal aligned % difference 1-3

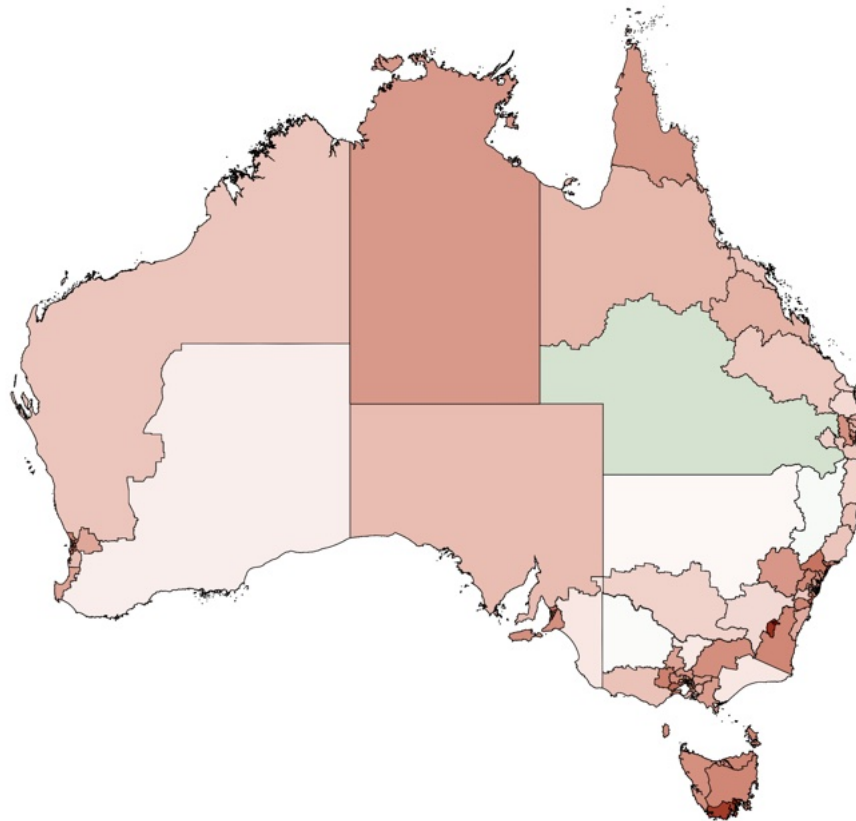
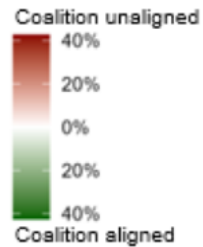


# Maps of alignment with values of responding to climate impacts

## Priorities of the Coalition align with own priorities - Responding effectively to climate change and its impacts

Coalition unaligned with values of effectively responding to climate impacts –  
Coalition alignment diff %

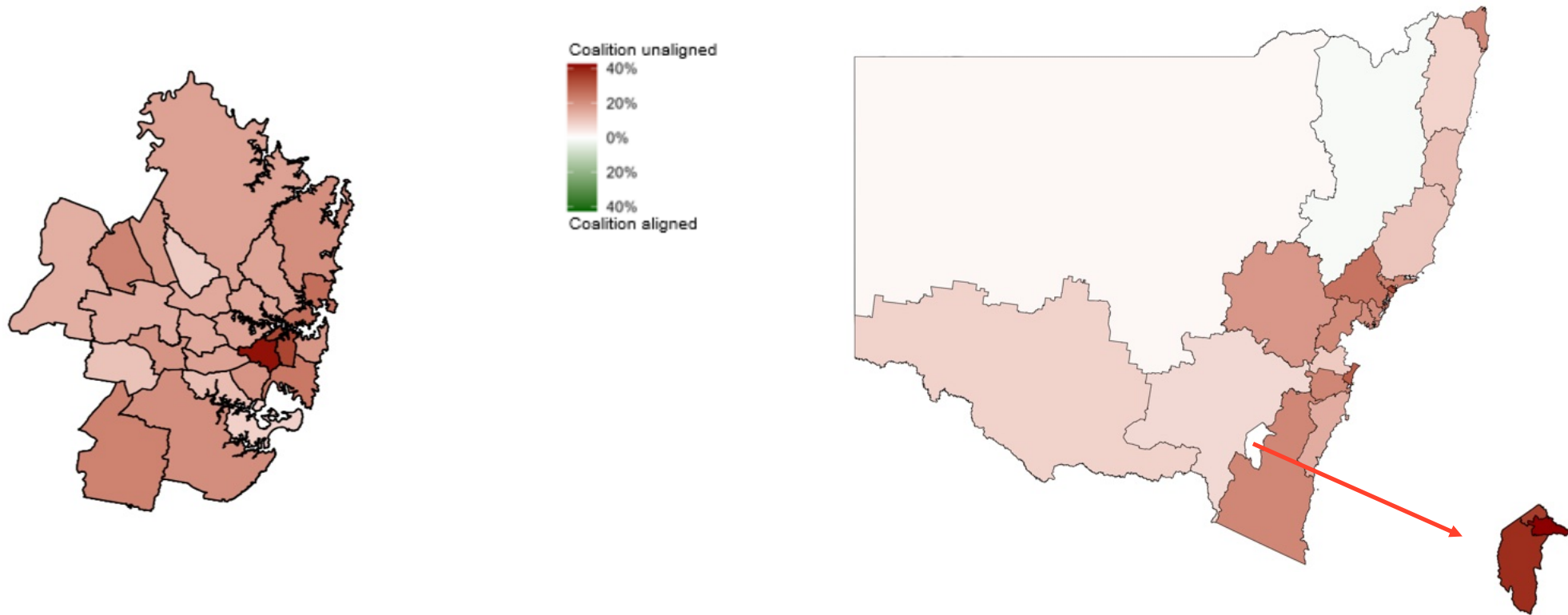
Fill: Nett No = No - Yes



# Priorities of the Coalition align with own priorities - Responding effectively to climate change and its impacts

## *Sydney, Rest of NSW, ACT*

Coalition unaligned with values of effectively responding to climate impacts –  
Coalition alignment diff %

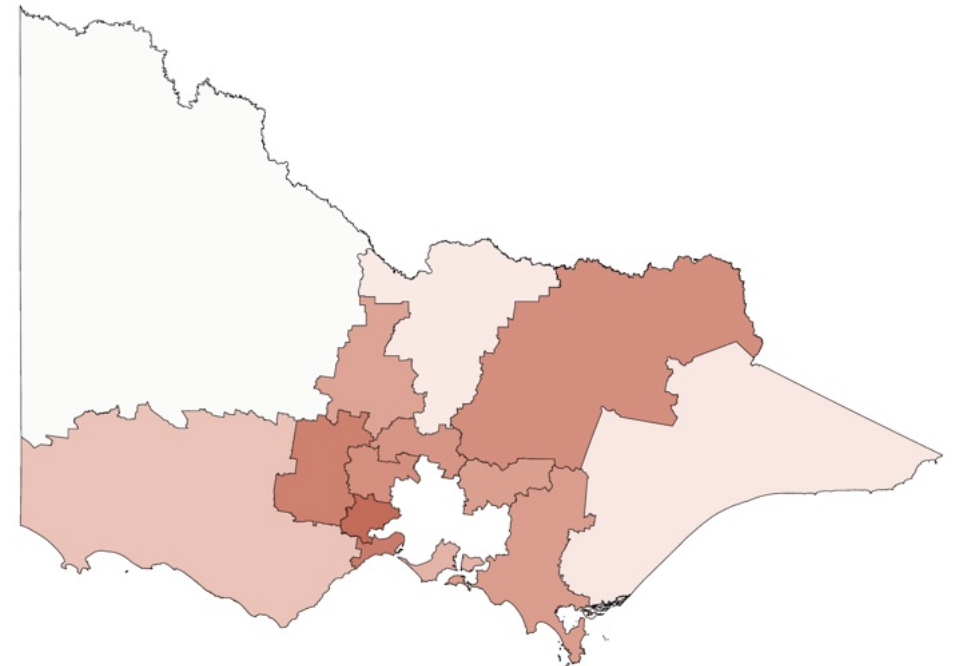
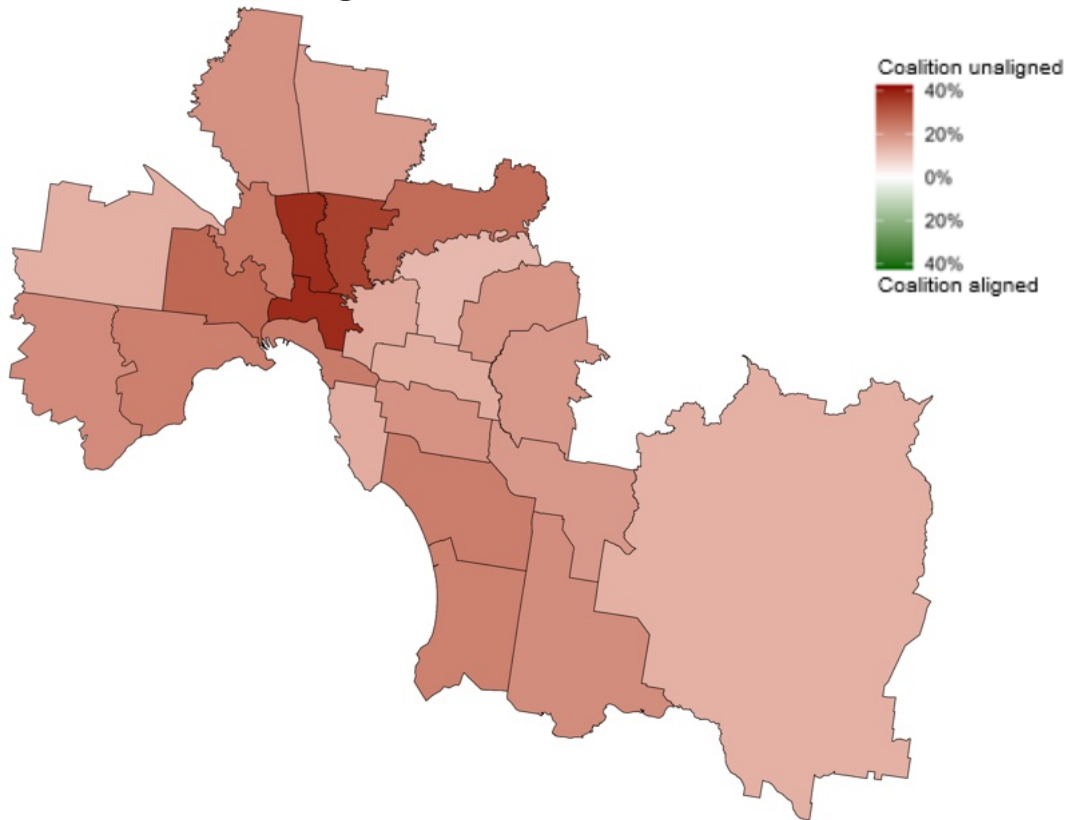




## Priorities of the Coalition align with own priorities - Responding effectively to climate change and its impacts

### *Melbourne and Rest of Victoria*

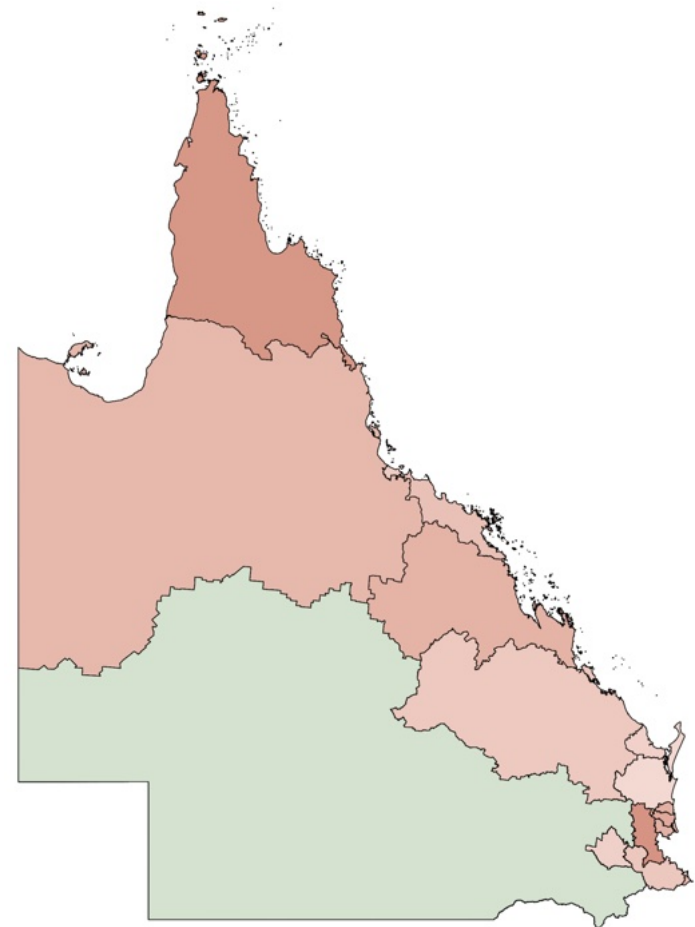
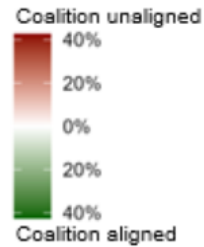
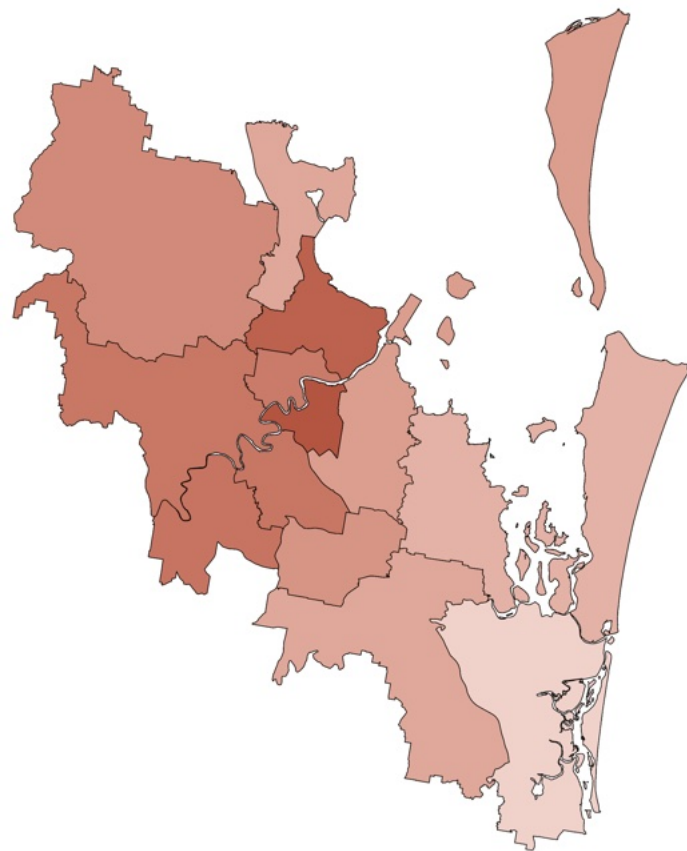
Coalition unaligned with values of effectively responding to climate impacts –  
Coalition alignment diff %



# Priorities of the Coalition align with own priorities - Responding effectively to climate change and its impacts

## *Brisbane and Rest of QLD*

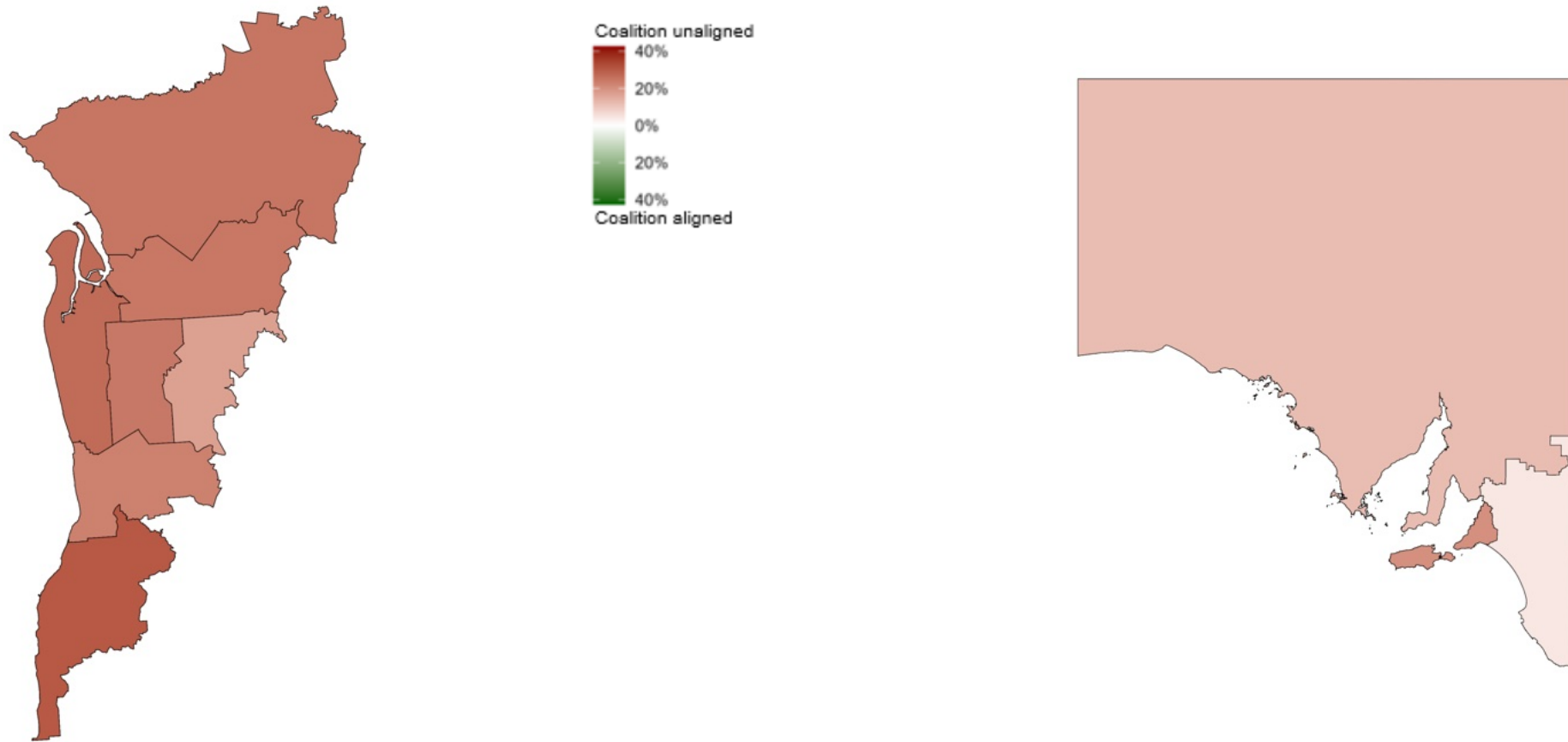
Coalition unaligned with values of effectively responding to climate impacts –  
Coalition alignment diff %



# Priorities of the Coalition align with own priorities - Responding effectively to climate change and its impacts

## *Adelaide and Rest of SA*

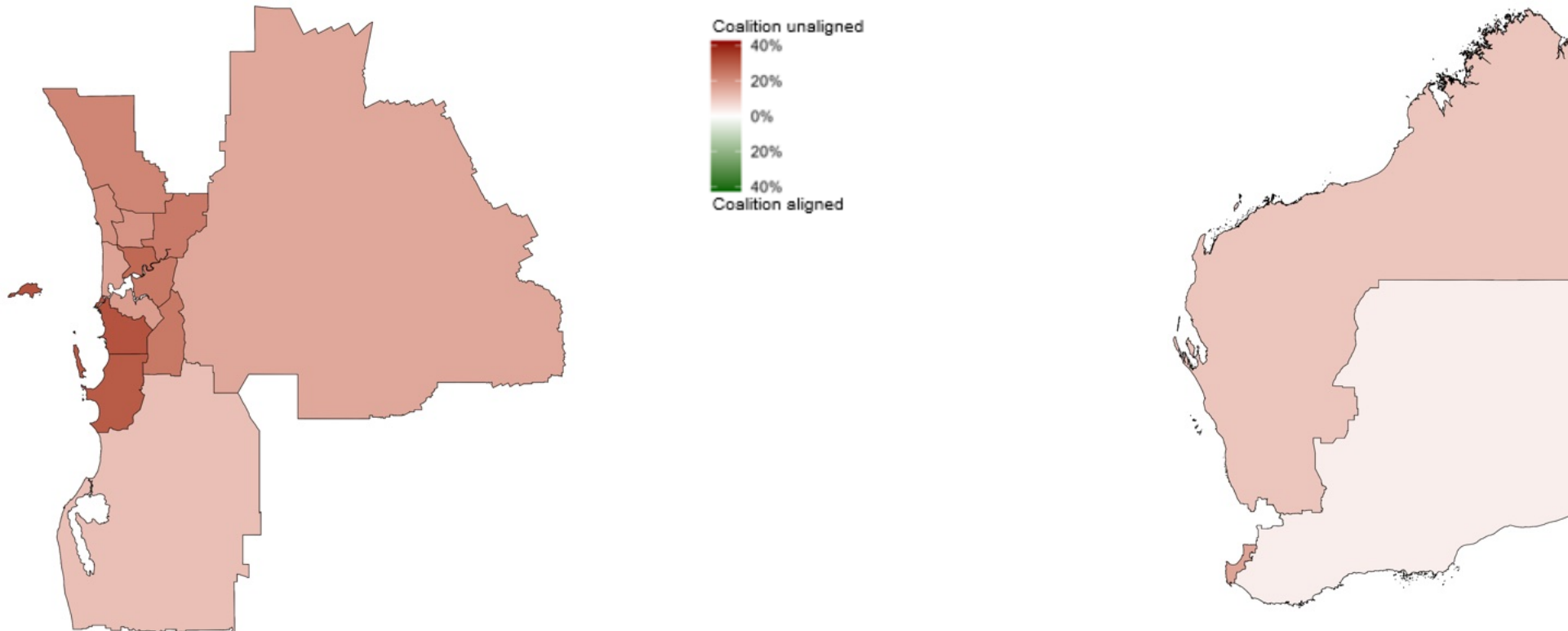
Coalition unaligned with values of effectively responding to climate impacts –  
Coalition alignment diff %



## Priorities of the Coalition align with own priorities - Responding effectively to climate change and its impacts

### *Perth and Rest of WA*

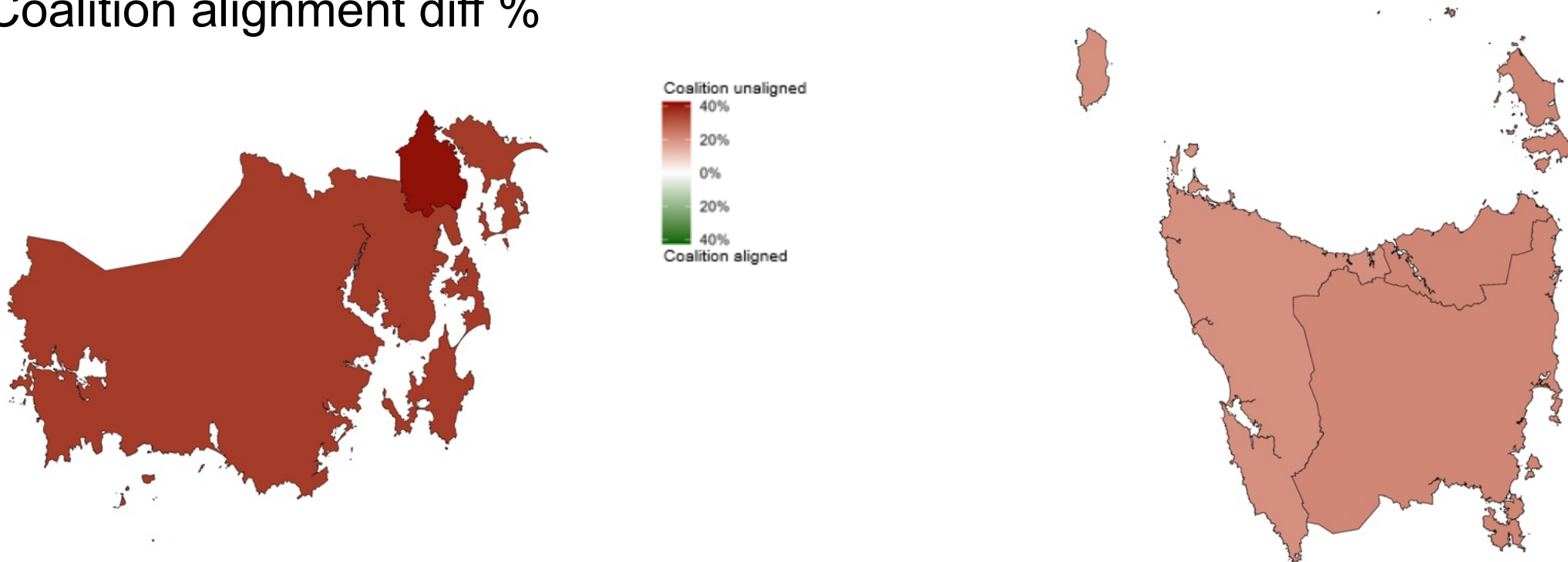
Coalition unaligned with values of effectively responding to climate impacts –  
Coalition alignment diff %



# Priorities of the Coalition align with own priorities - Responding effectively to climate change and its impacts

## *Hobart and Rest of TAS*

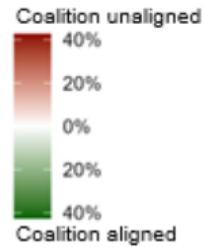
Coalition unaligned with values of effectively responding to climate impacts –  
Coalition alignment diff %



## Priorities of the Coalition align with own priorities - Responding effectively to climate change and its impacts

*NT: Solomon and Lingiari*

Coalition unaligned with values of effectively responding to climate impacts –  
Coalition alignment diff %



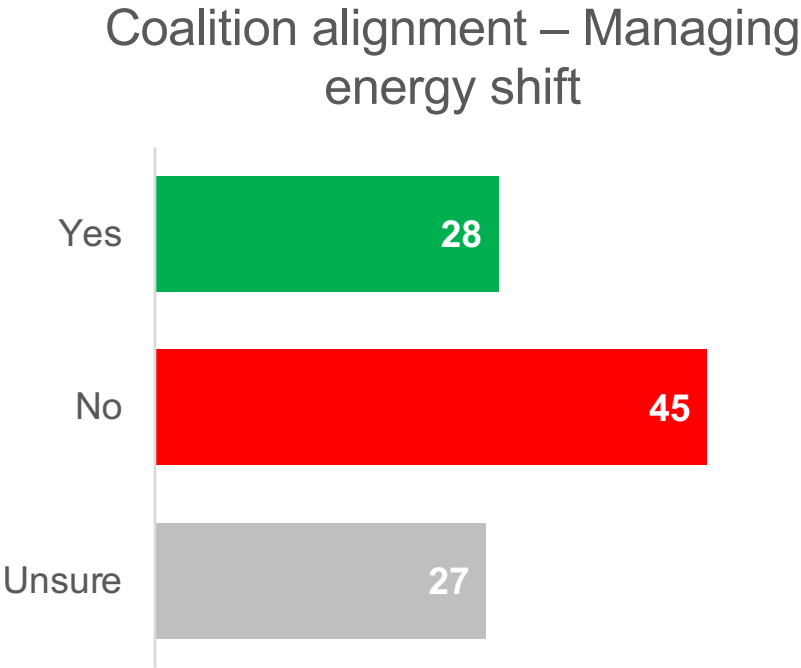
**Alignment with own  
values - alignment  
with shift to  
renewable energy  
and storage sources**

**More voters feel the Coalition does not align with their own priorities when it comes to managing the shift to renewable energy and storage sources, with ‘No’ exceeding ‘Yes’ by 17 percentage points.**

Do you feel that the priorities of the Liberal-National Coalition (LNP) align with your own priorities in the following policy areas?

*Managing Australia's shift to a mix of renewable energy and storage sources like solar, wind, batteries and hydro-electricity.*

	Reverse (1-2)	
1	Yes	
2	No	
3	Unsure	Fixed



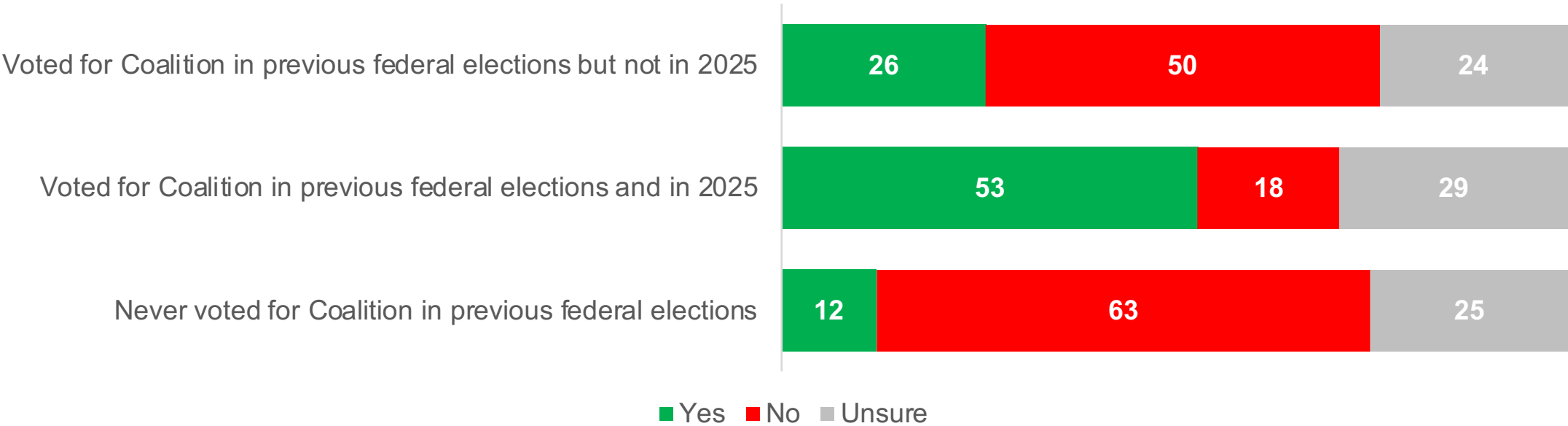
Base: n=5007



# Half of Coalition defectors feel the Coalition does not align with their own priorities when it comes to managing the shift to renewable energy and storage sources, with no exceeding yes by 24 percentage points.

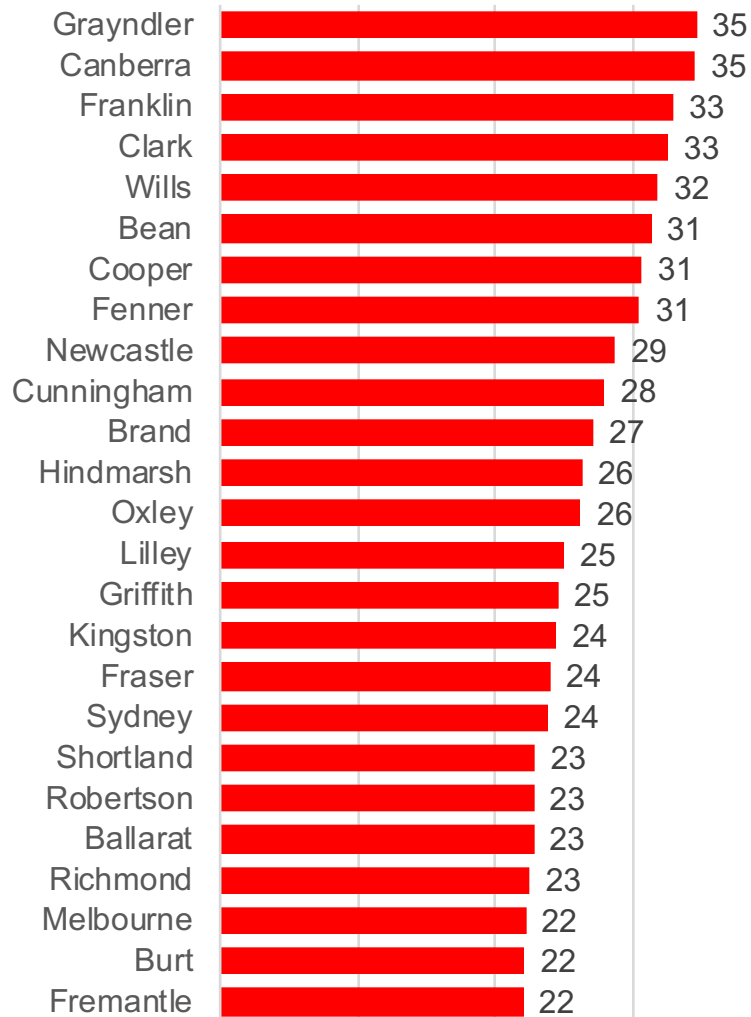


Coalition alignment – Managing energy shift

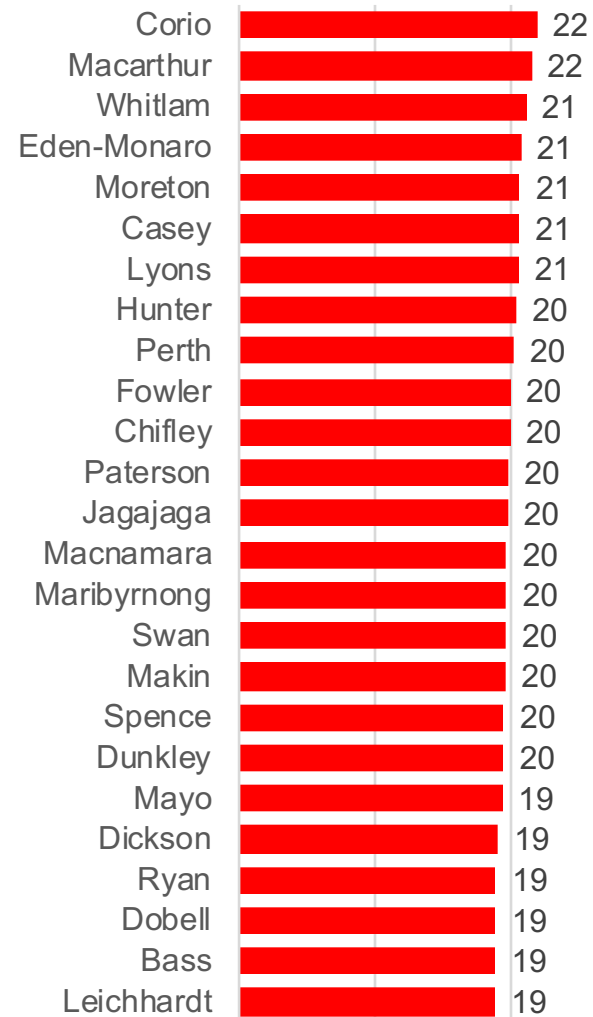


*Voted for Coalition in previous federal elections but not in 2025: n=1,456*  
*Voted for Coalition in previous federal elections and in 2025: n=1,384*  
*Never voted for Coalition in previous federal elections: n=2,043*

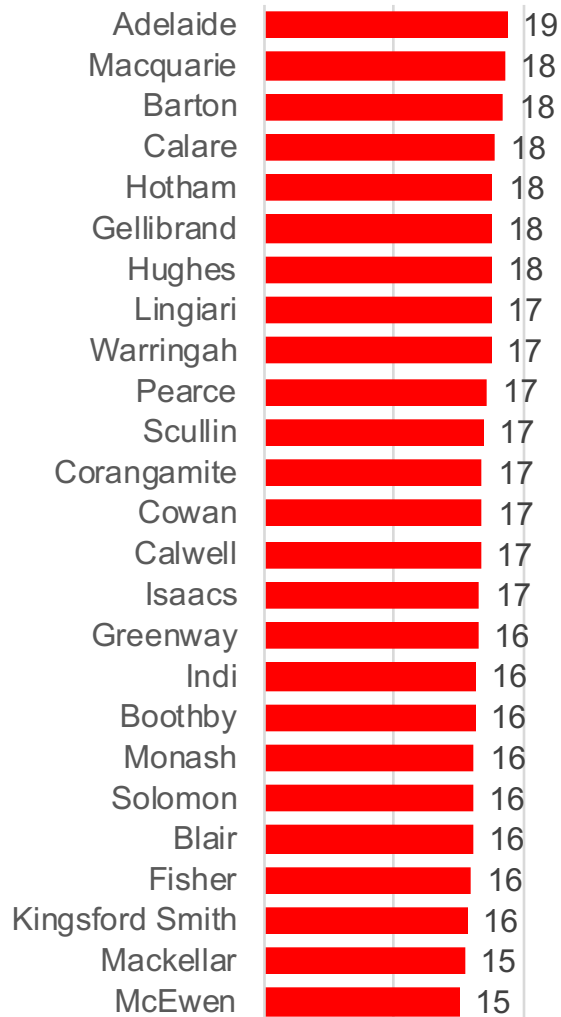
## Coal unaligned % difference 1-25



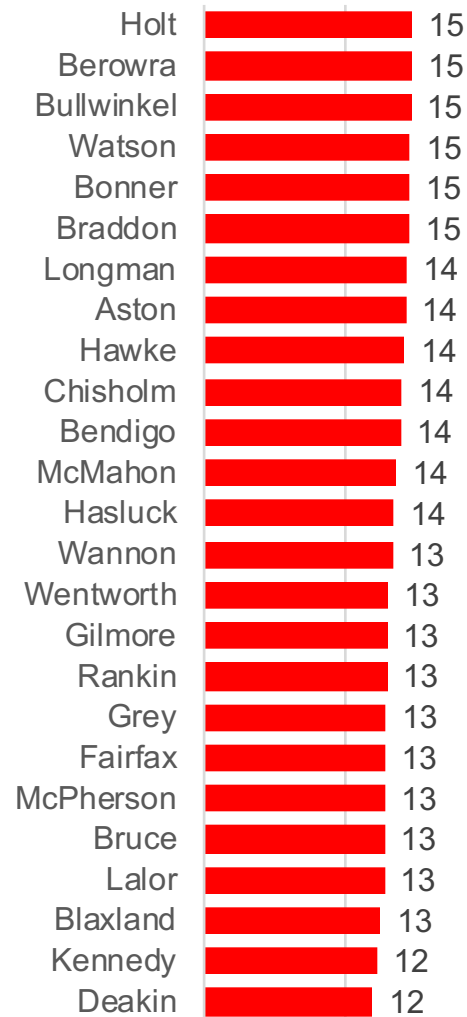
## Coal unaligned % difference 26-50



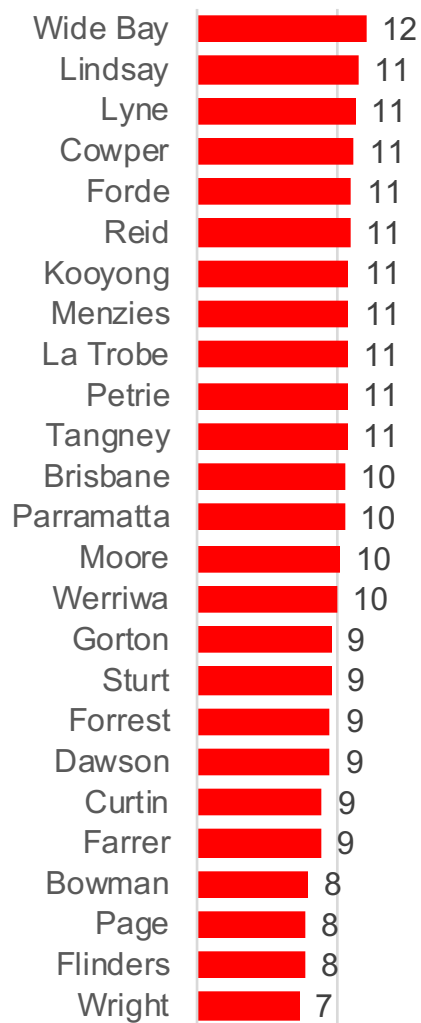
## Coal unaligned % difference 51-75



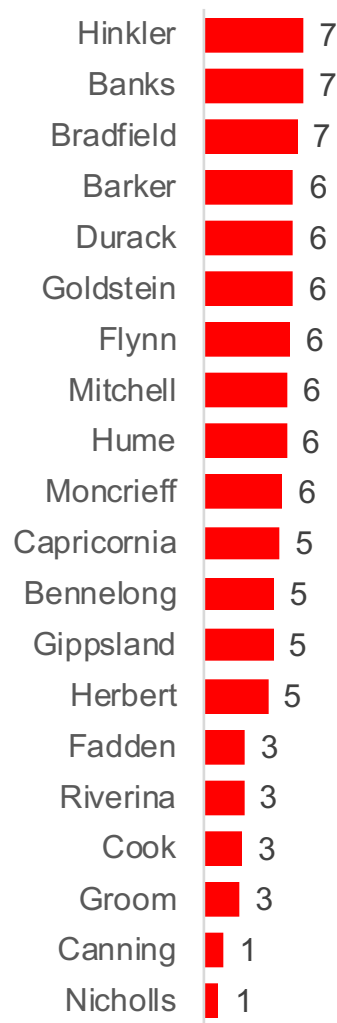
## Coal unaligned % difference 76-100



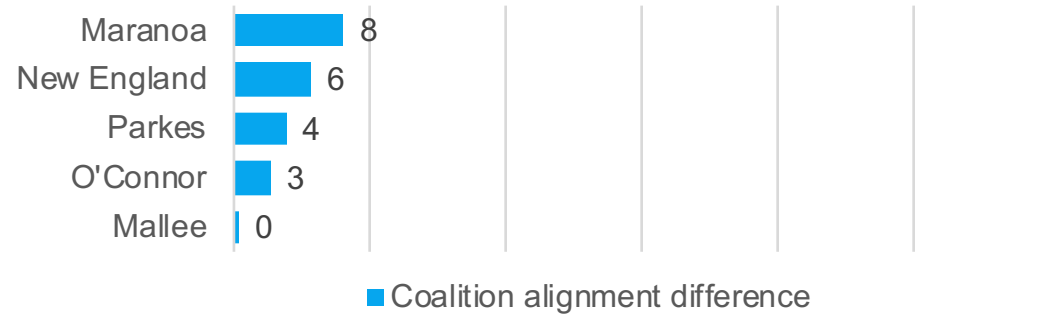
## Coal unaligned % difference 101-125



## Coal unaligned % difference 126-145



## Coal aligned % difference 1-3

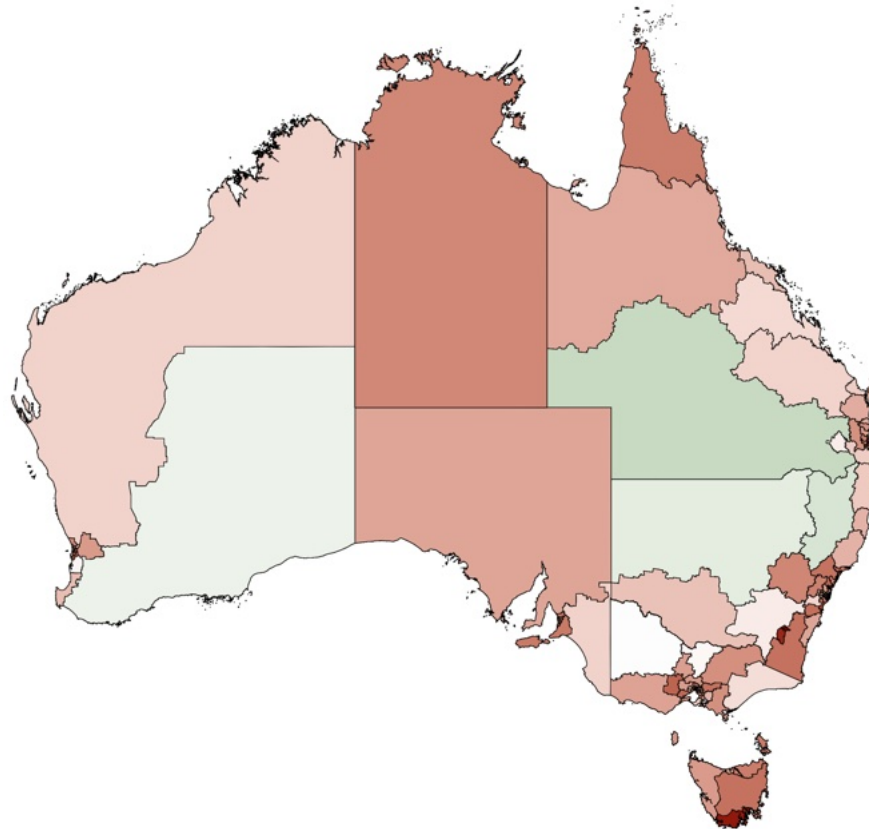
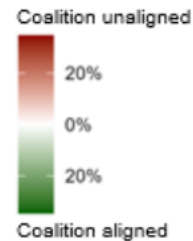


# Maps of alignment with values of shift to renewable energy and storage sources

## Priorities of the Coalition align with own priorities – Managing energy shift

Coalition unaligned with values of effectively responding to energy shift –  
Coalition alignment diff %

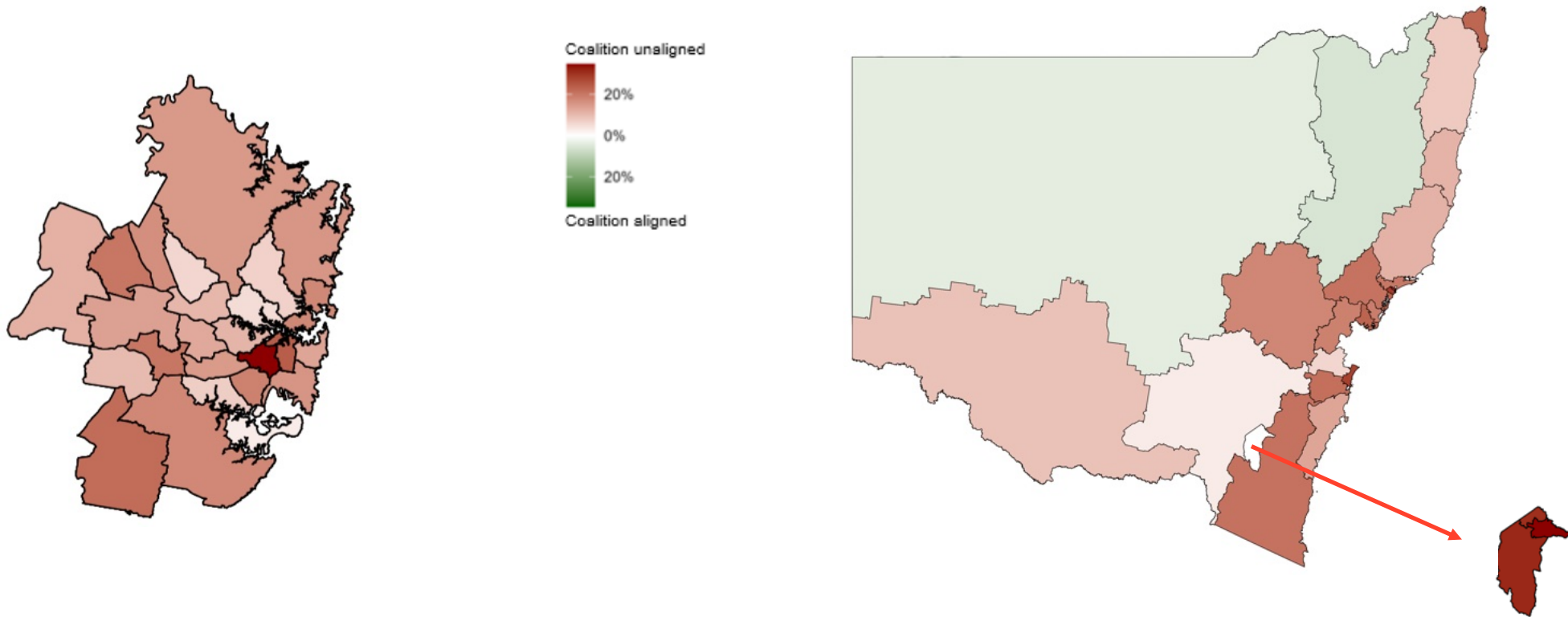
Fill: Nett Disagree = Disagree - Agree



## Priorities of the Coalition align with own priorities – Managing energy shift

*Sydney, Rest of NSW, ACT*

Coalition unaligned with values of effectively responding to energy shift –  
Coalition alignment diff %

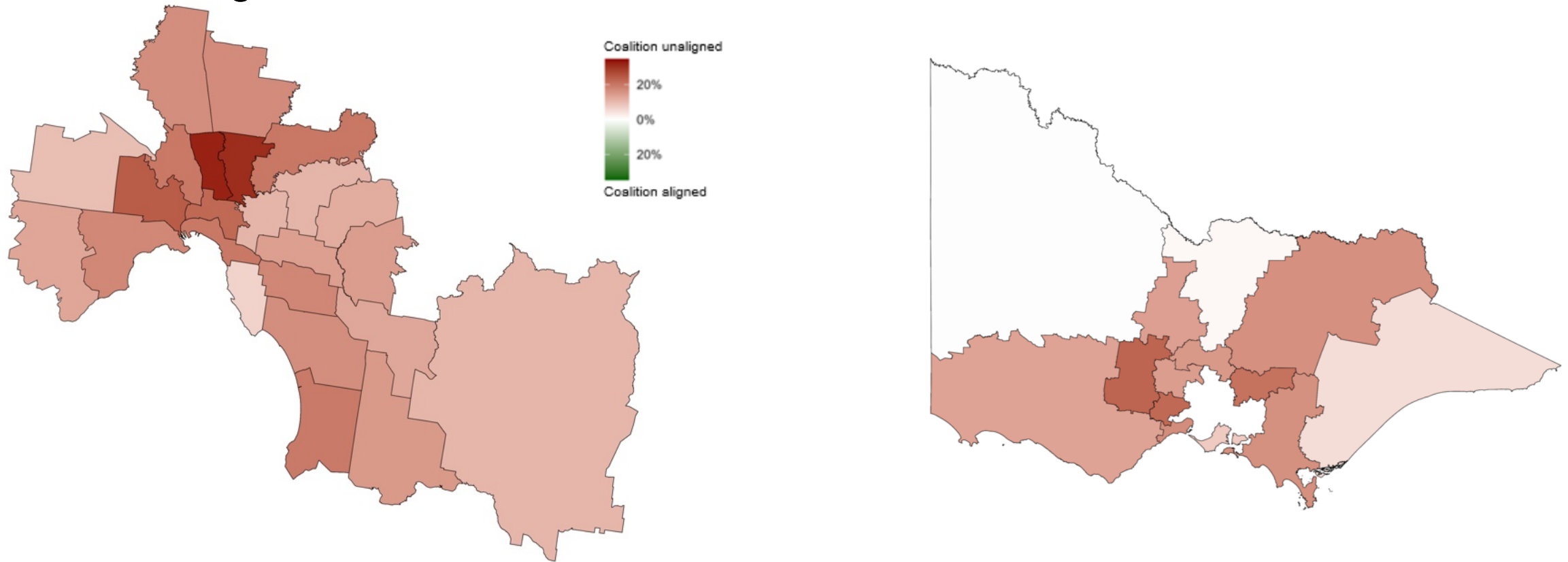




## Priorities of the Coalition align with own priorities – Managing energy shift

### *Melbourne and Rest of Victoria*

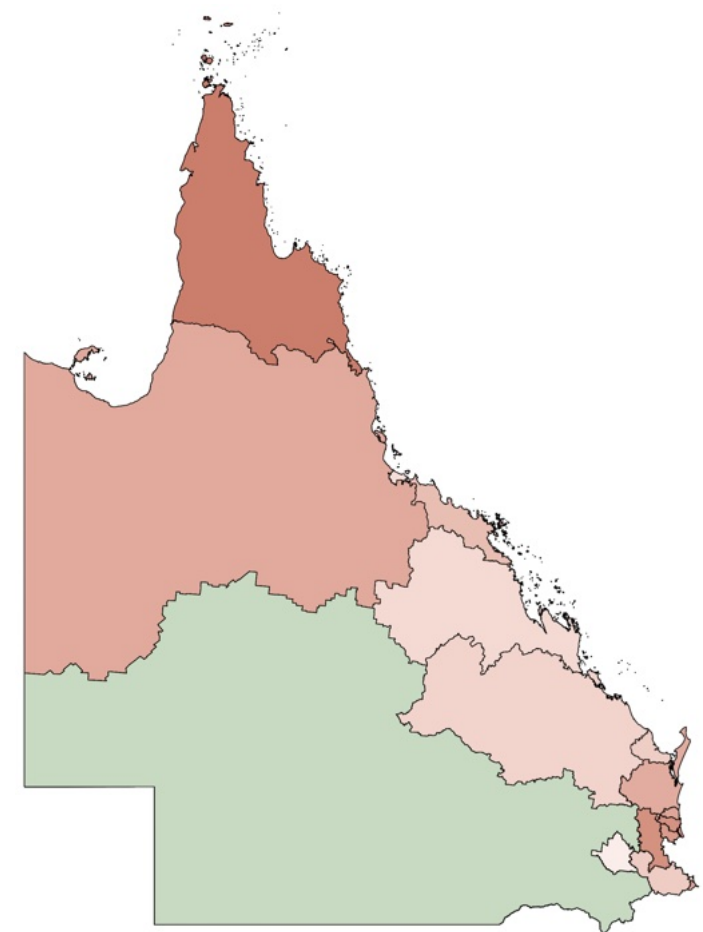
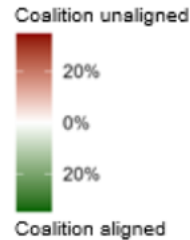
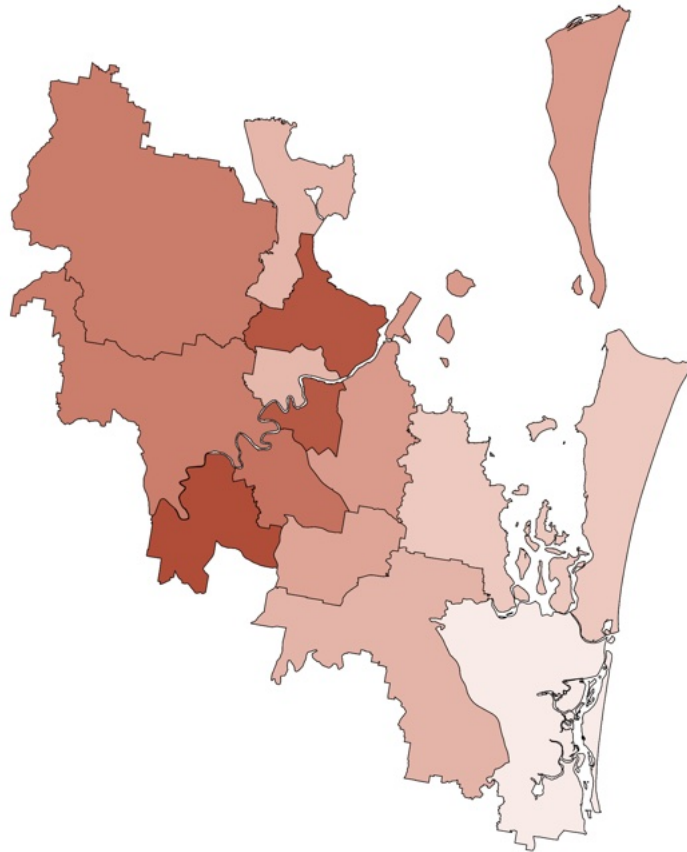
Coalition unaligned with values of effectively responding to energy shift –  
Coalition alignment diff %



## Priorities of the Coalition align with own priorities – Managing energy shift

### *Brisbane and Rest of QLD*

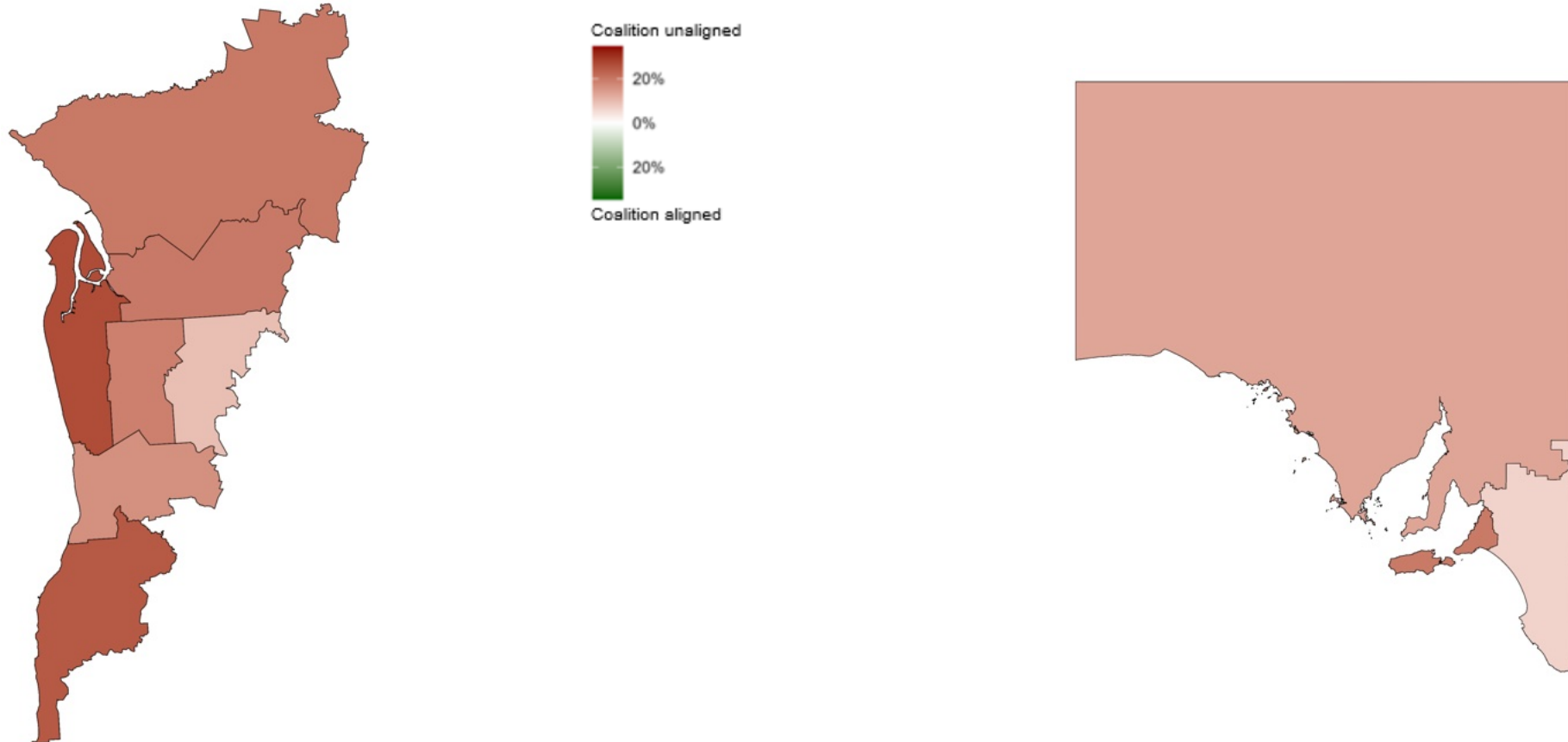
Coalition unaligned with values of effectively responding to energy shift –  
Coalition alignment diff %



## Priorities of the Coalition align with own priorities – Managing energy shift

### *Adelaide and Rest of SA*

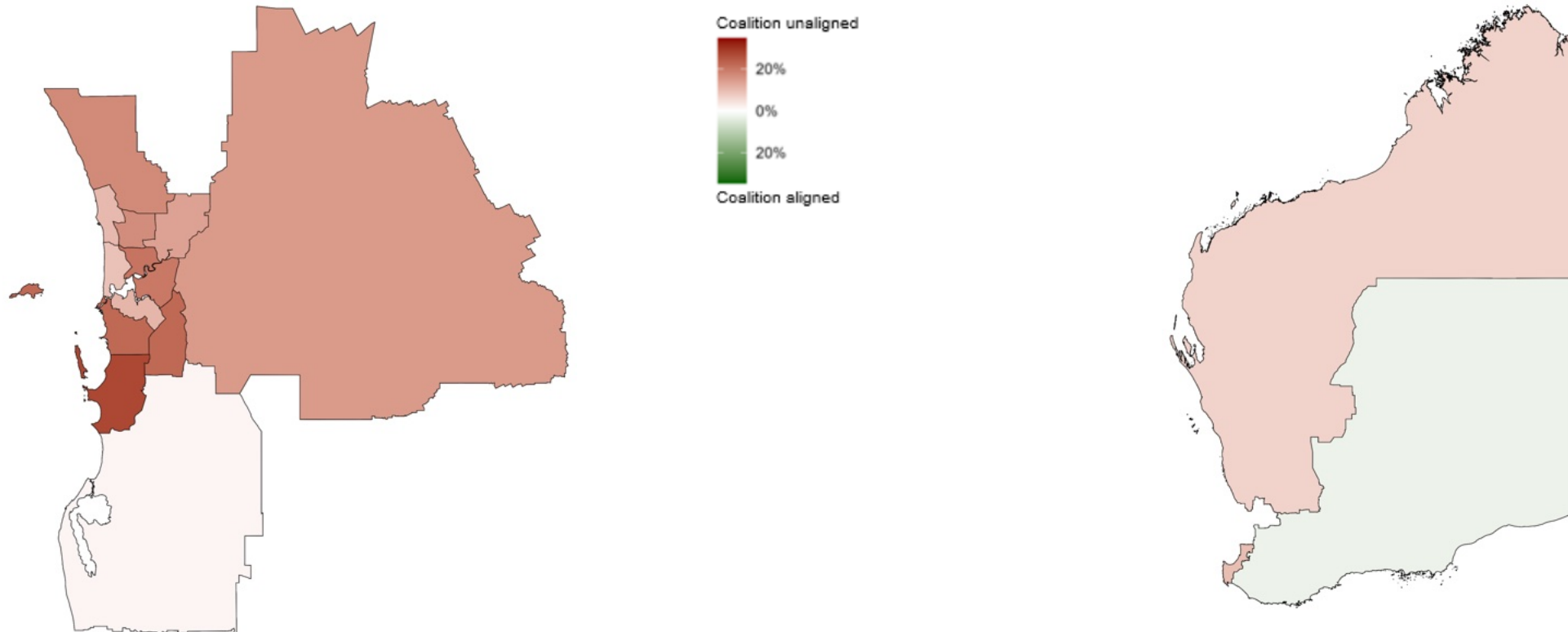
Coalition unaligned with values of effectively responding to energy shift –  
Coalition alignment diff %



## Priorities of the Coalition align with own priorities – Managing energy shift

### *Perth and Rest of WA*

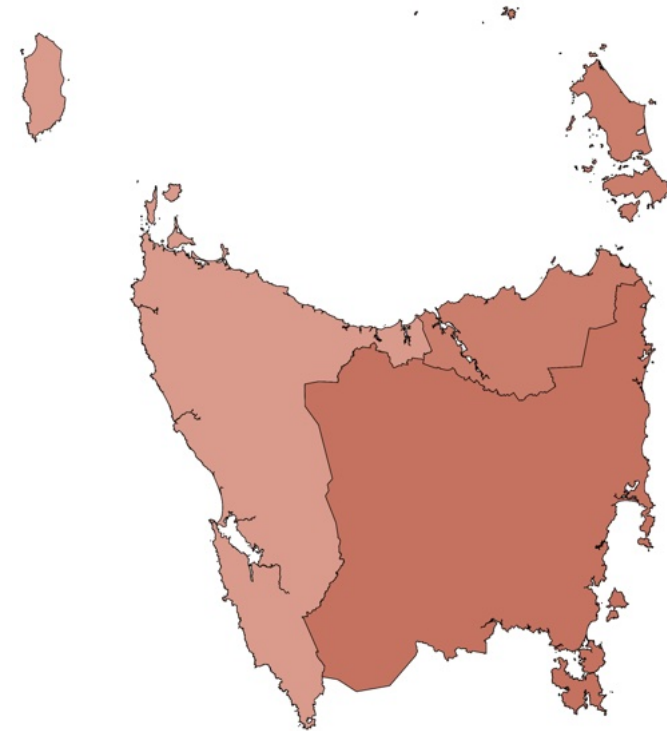
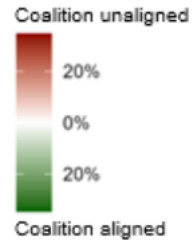
Coalition unaligned with values of effectively responding to energy shift –  
Coalition alignment diff %



## Priorities of the Coalition align with own priorities – Managing energy shift

### *Hobart and Rest of TAS*

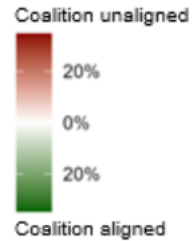
Coalition unaligned with values of effectively responding to energy shift –  
Coalition alignment diff %



## Priorities of the Coalition align with own priorities – Managing energy shift

***NT: Solomon and Lingiari***

Coalition unaligned with values of effectively responding to energy shift –  
Coalition alignment diff %



**Alignment with own  
values - improving  
access to affordable  
housing**

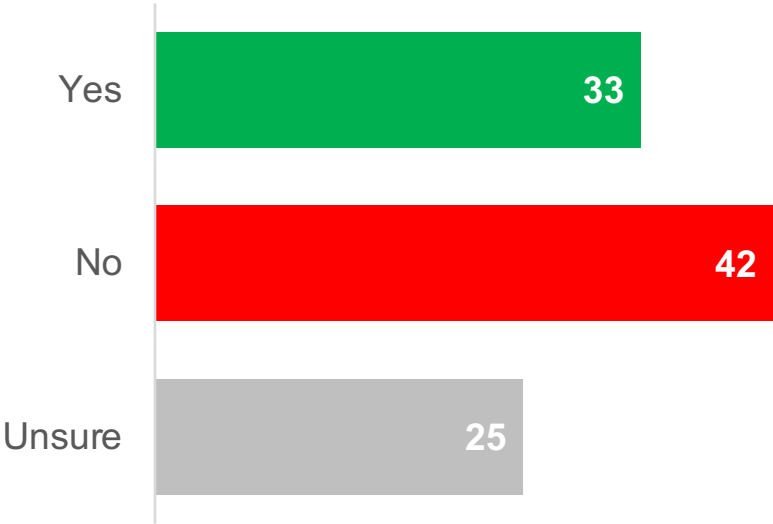
**More voters feel that the Liberal–National Coalition doesn’t align with their priorities in improving access to affordable housing, with ‘No’ exceeding ‘Yes’ by 9 percentage points.**

Do you feel that the priorities of the Liberal-National Coalition (LNP) align with your own priorities in the following policy areas?

*Improving access to affordable housing*

	Reverse (1-2)	
1	Yes	
2	No	
3	Unsure	Fixed

Coalition alignment – Improving access to affordable housing

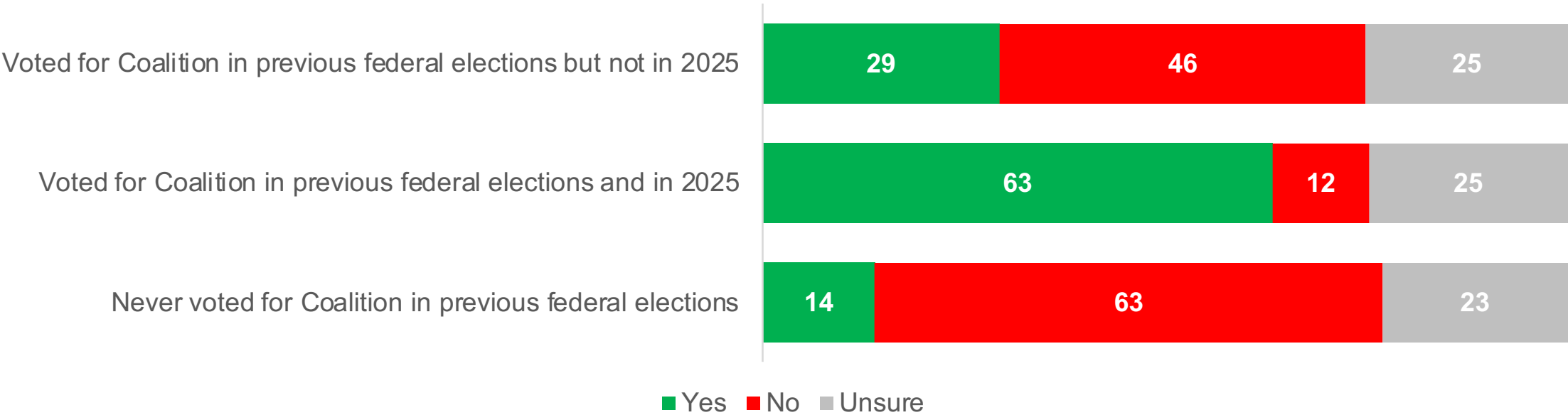


Base: n=5007



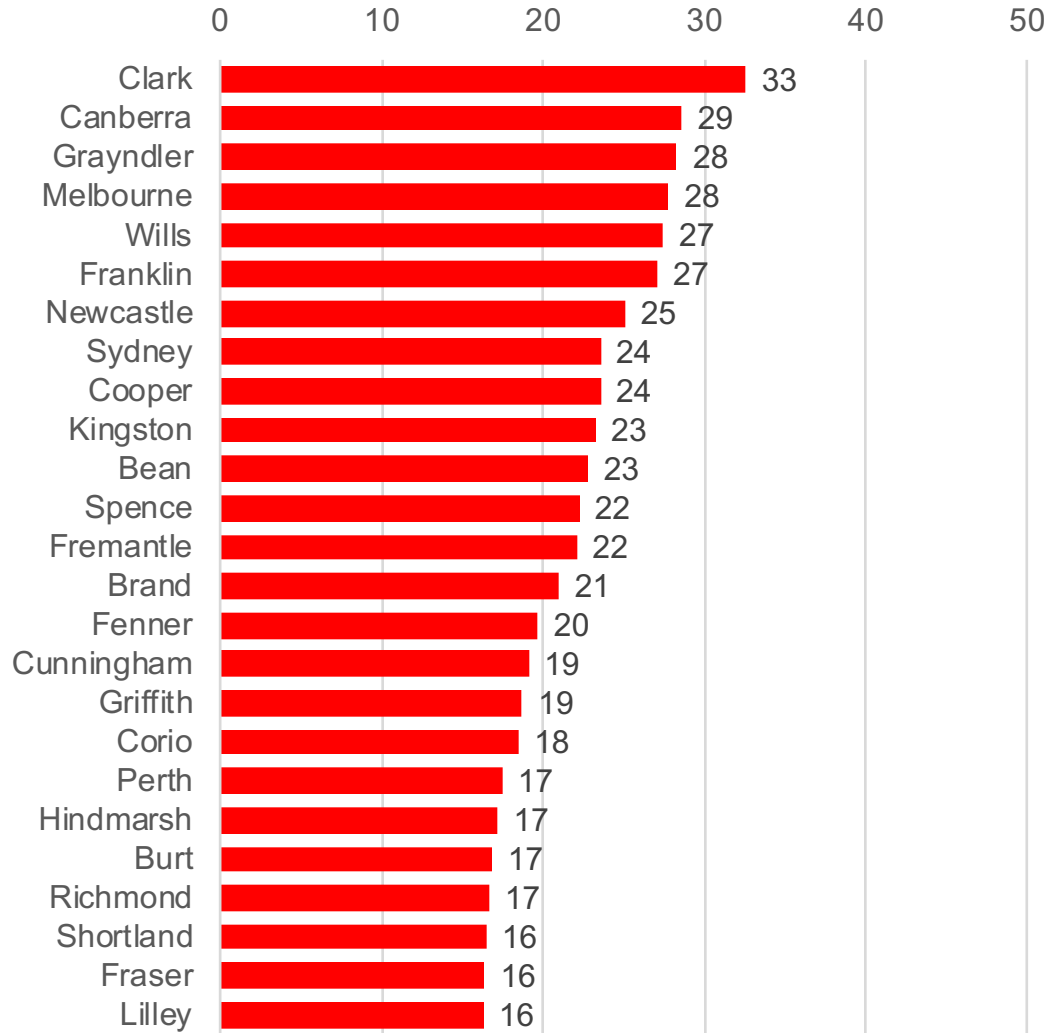
# Nearly half of Coalition defectors feel that the Liberal–National Coalition doesn’t align with their priorities in improving access to affordable housing, with no exceeding yes by 17 percentage points.

Coalition alignment – Improving access to affordable housing

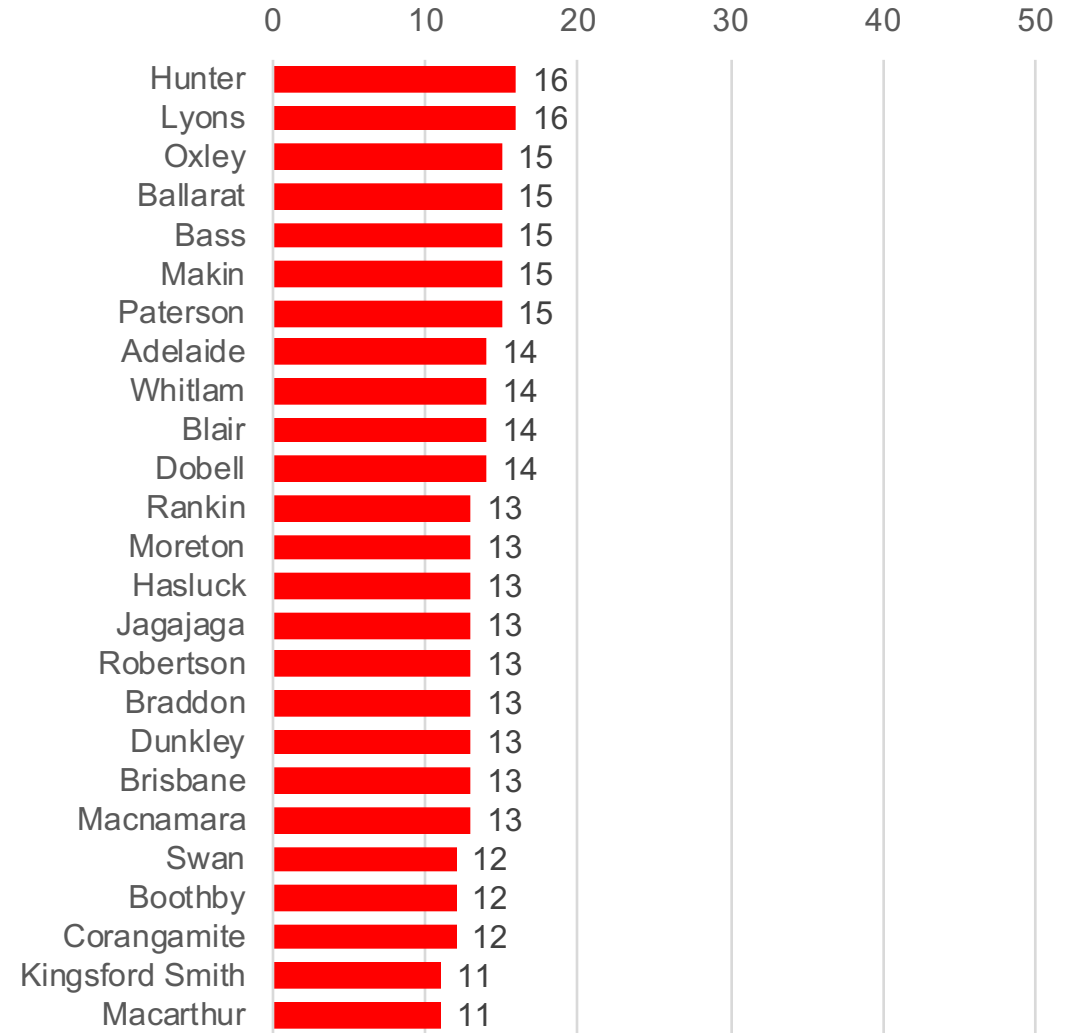


*Voted for Coalition in previous federal elections but not in 2025: n=1,456*  
*Voted for Coalition in previous federal elections and in 2025: n=1,384*  
*Never voted for Coalition in previous federal elections: n=2,043*

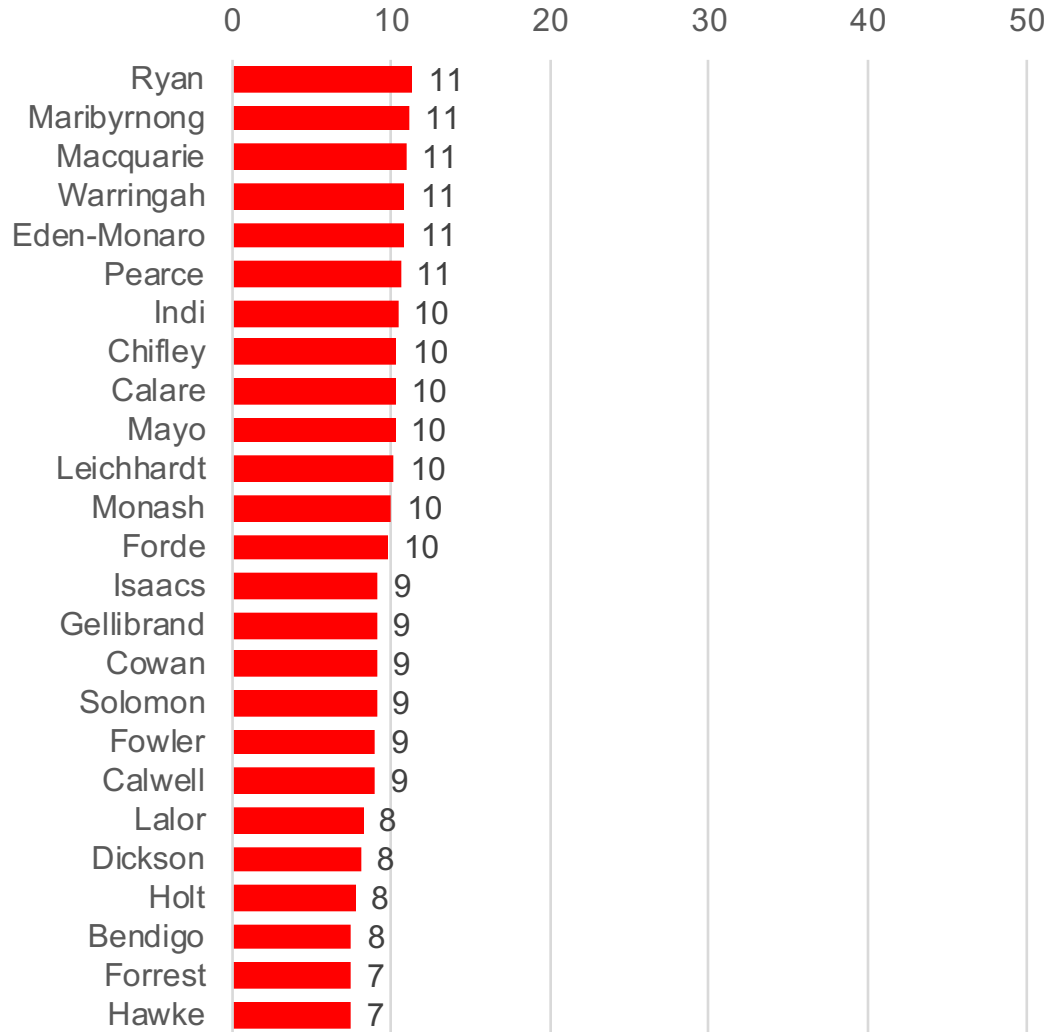
## Coal unaligned % difference 1-25



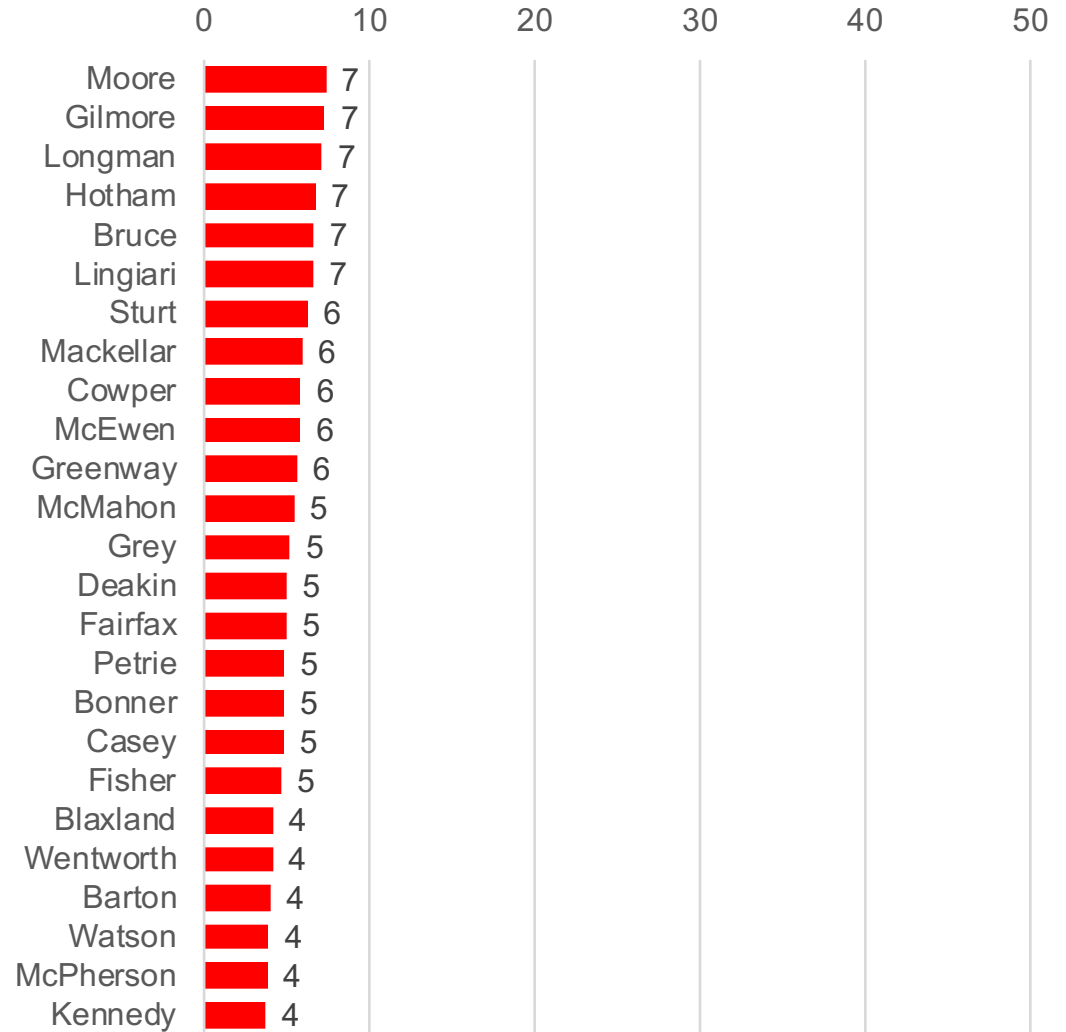
## Coal unaligned % difference 26-50



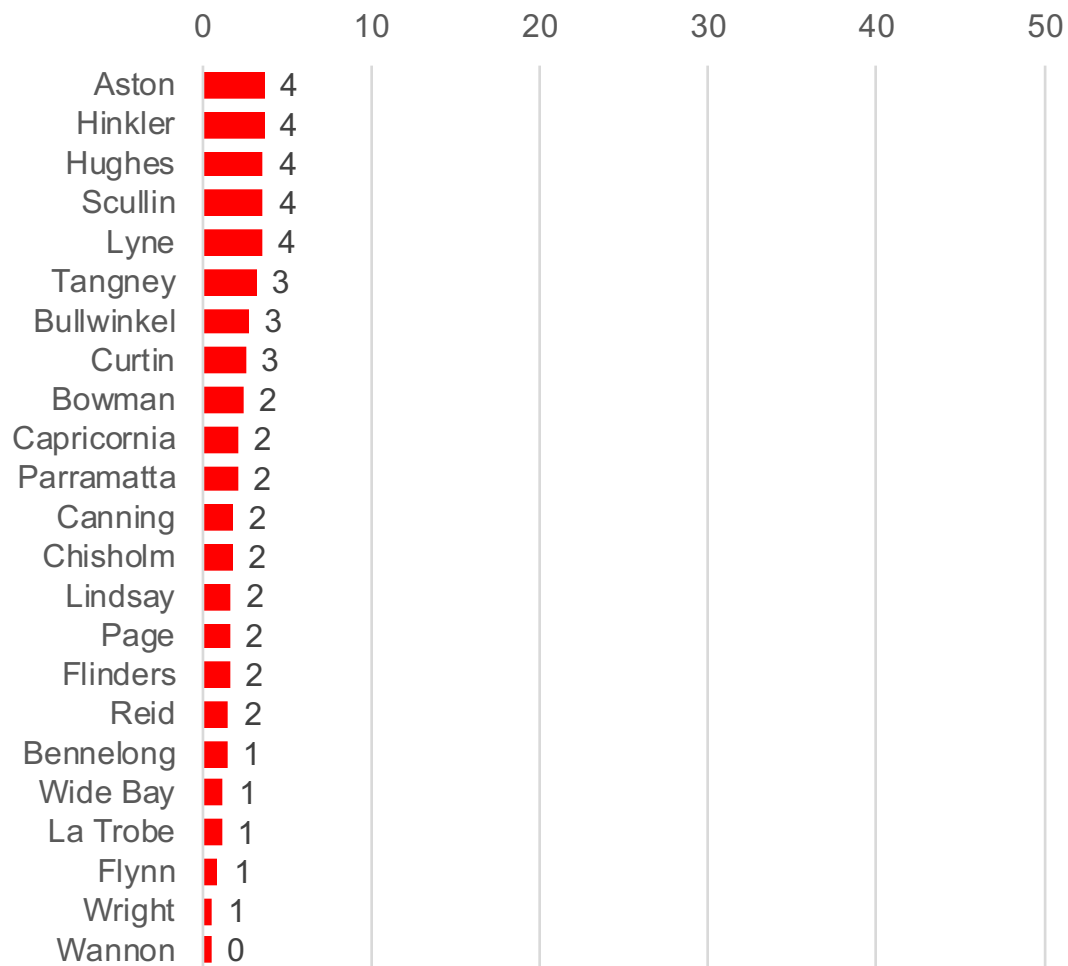
## Coal unaligned % difference 51-75



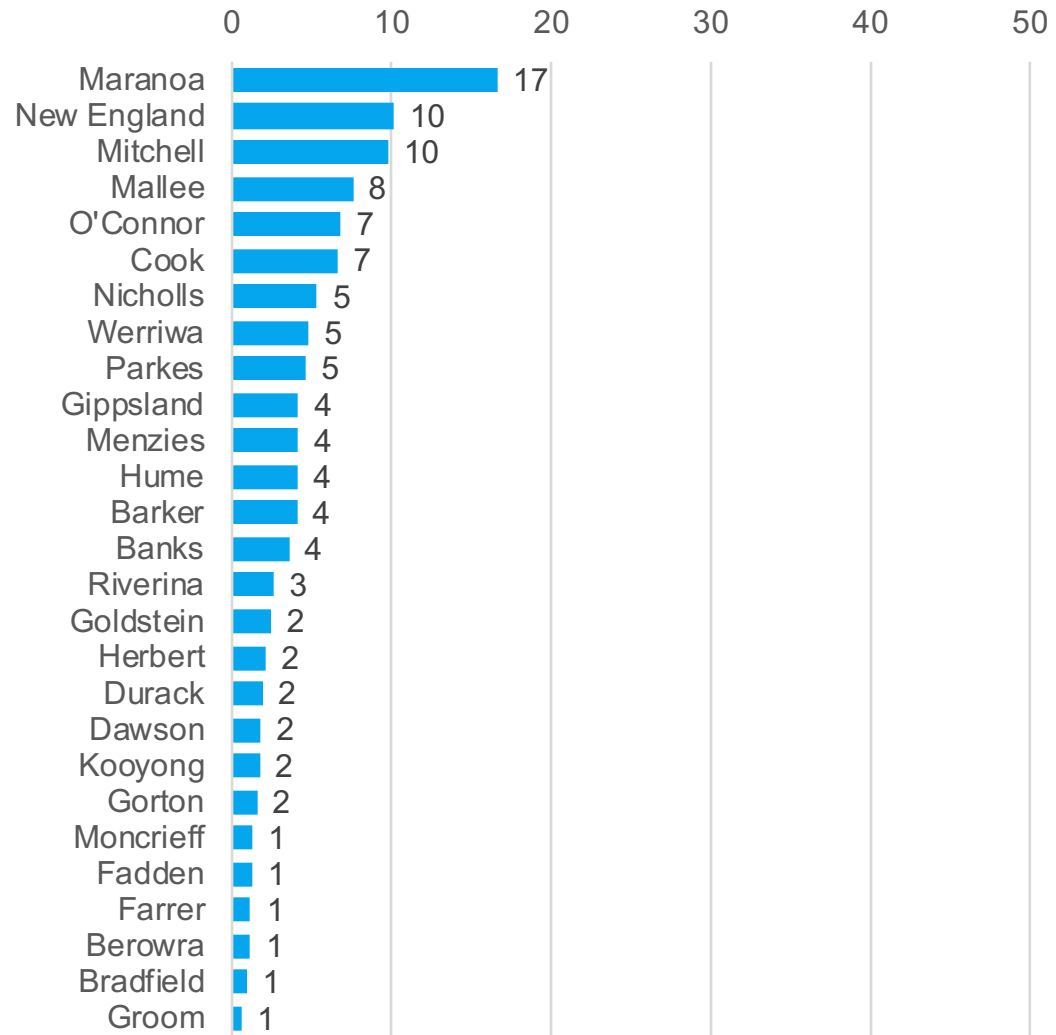
## Coal unaligned % difference 76-100



## Coal unaligned % difference 101-123



## Coal aligned % difference 1-27

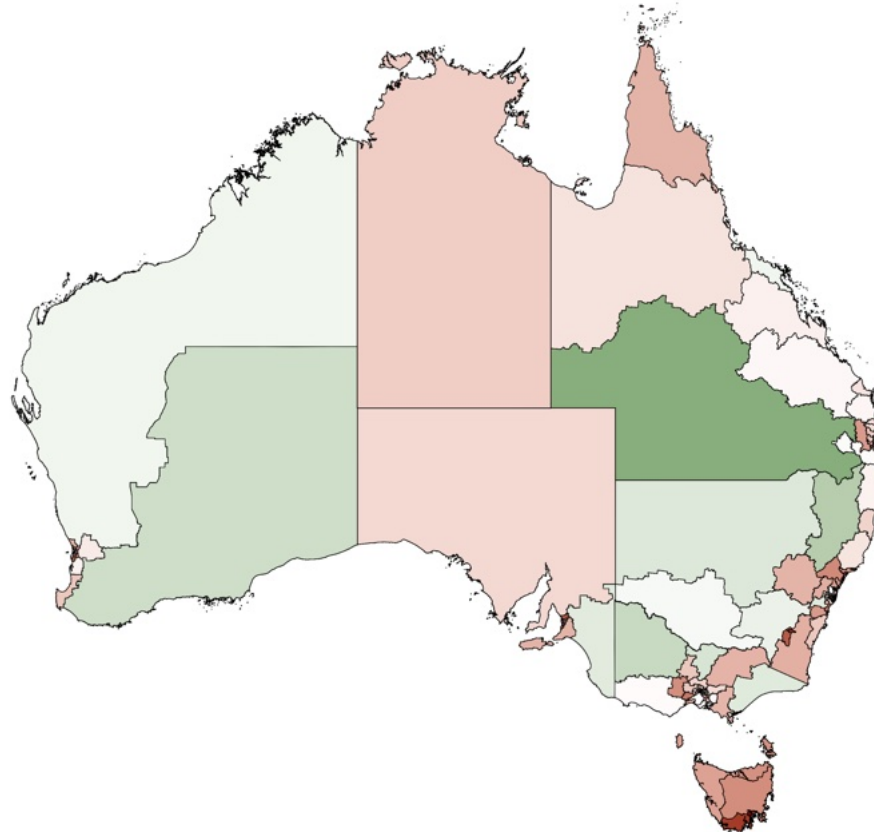
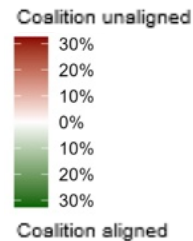


# ▶ Maps of alignment with values of improving access to affordable housing

## Priorities of the Coalition align with own priorities – Improving access to affordable housing

Coalition unaligned with values of improving access to affordable housing –  
Coalition alignment diff %

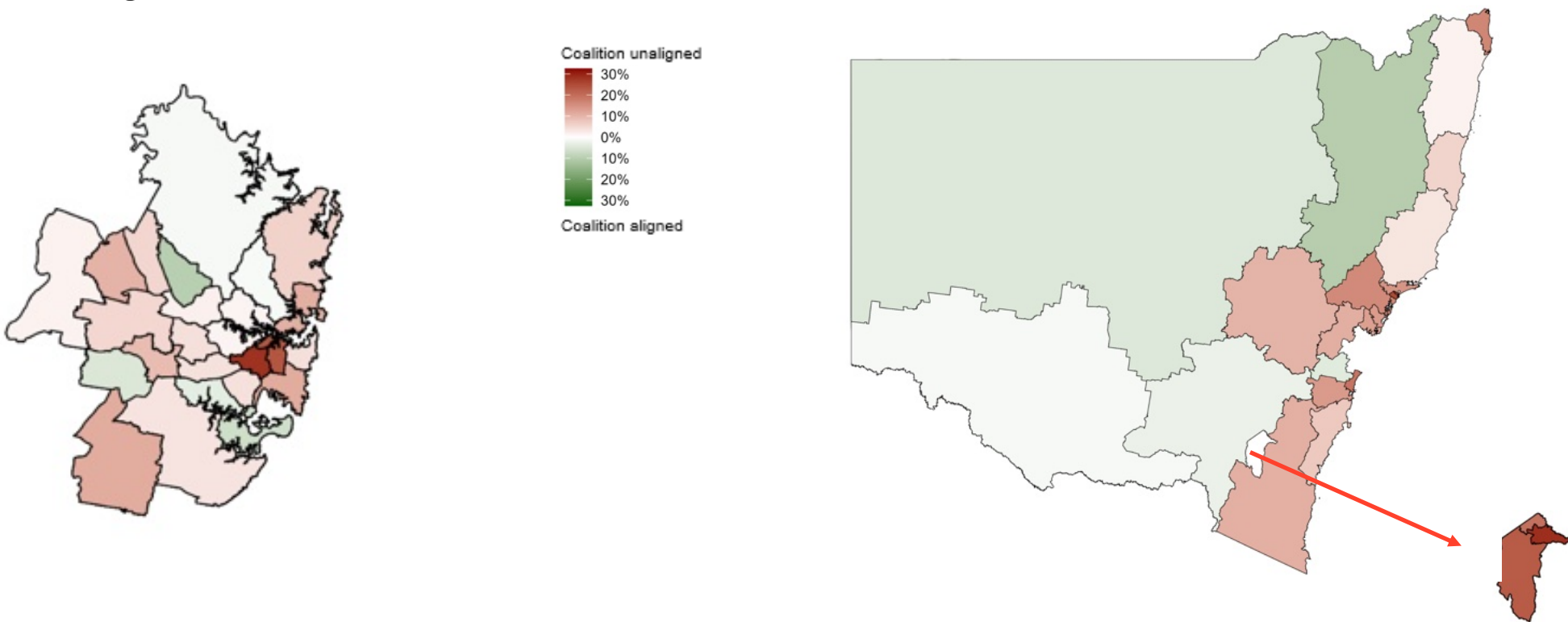
Fill: Nett No = No - Yes



## Priorities of the Coalition align with own priorities – Improving access to affordable housing

### *Sydney, Rest of NSW, ACT*

Coalition unaligned with values of improving access to affordable housing –  
Coalition alignment diff %

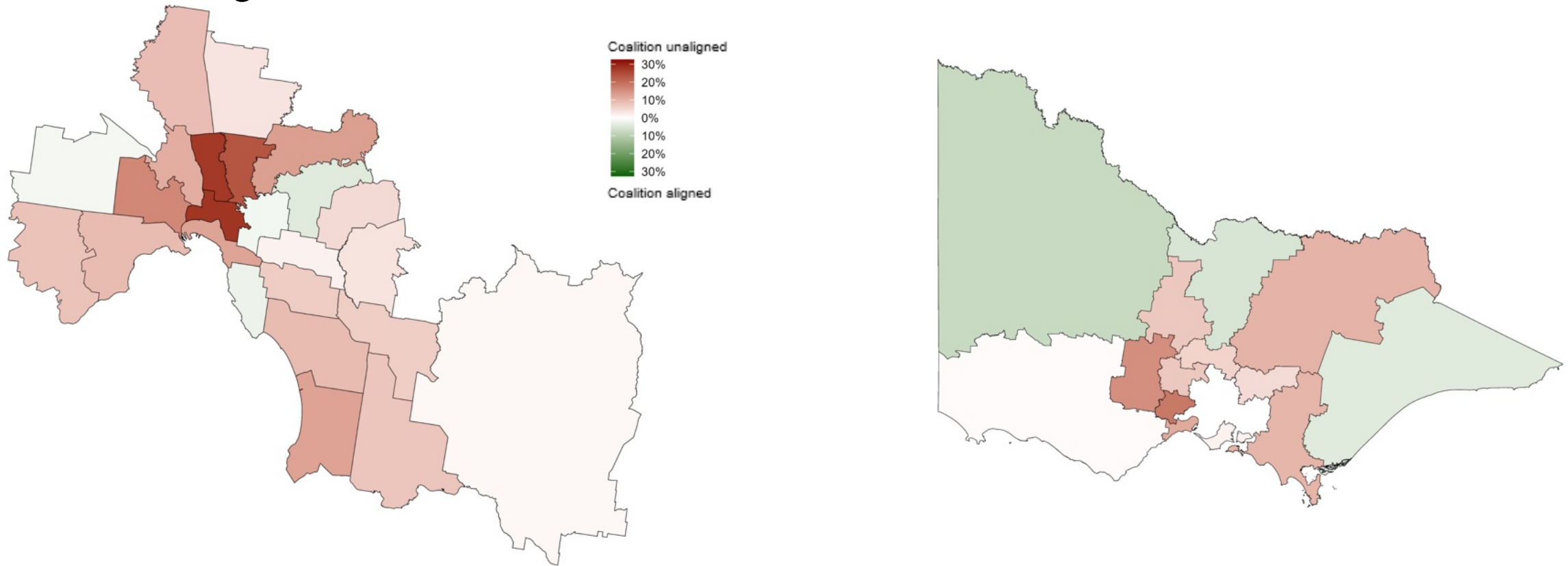




## Priorities of the Coalition align with own priorities – Improving access to affordable housing

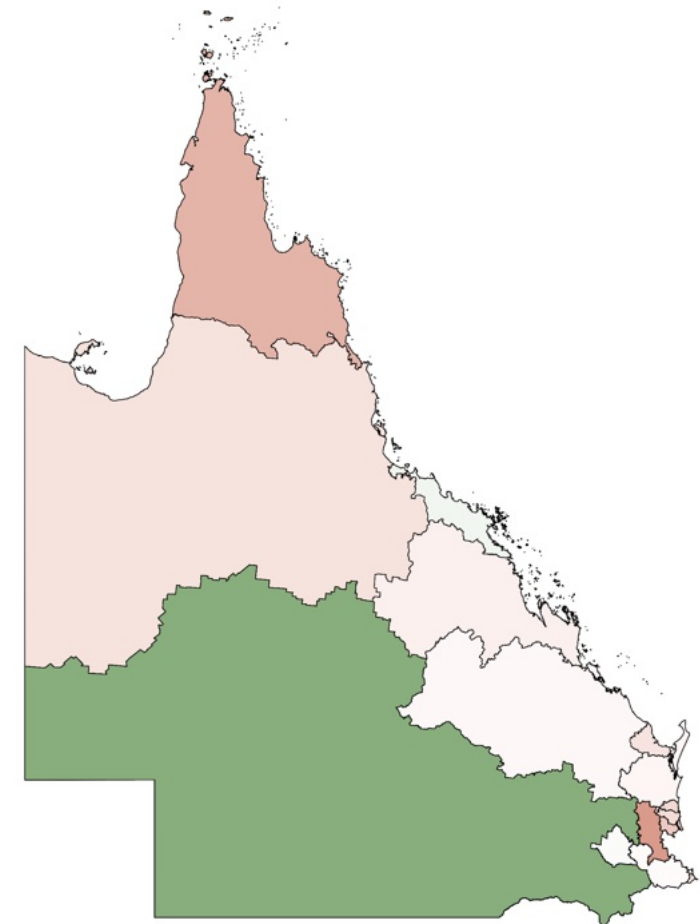
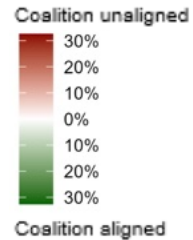
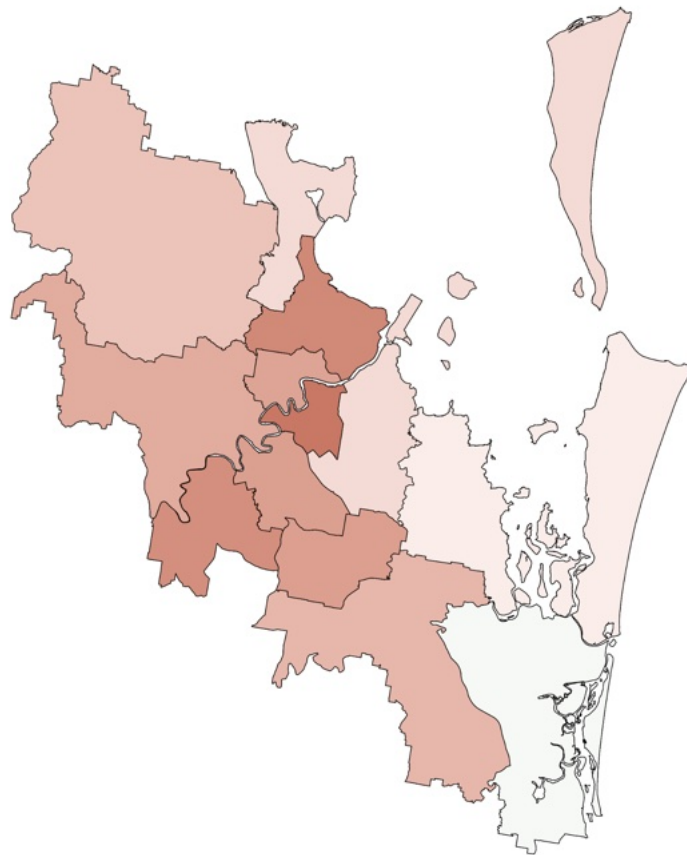
### *Melbourne and Rest of Victoria*

Coalition unaligned with values of improving access to affordable housing –  
Coalition alignment diff %



## Priorities of the Coalition align with own priorities – Improving access to affordable housing *Brisbane and Rest of QLD*

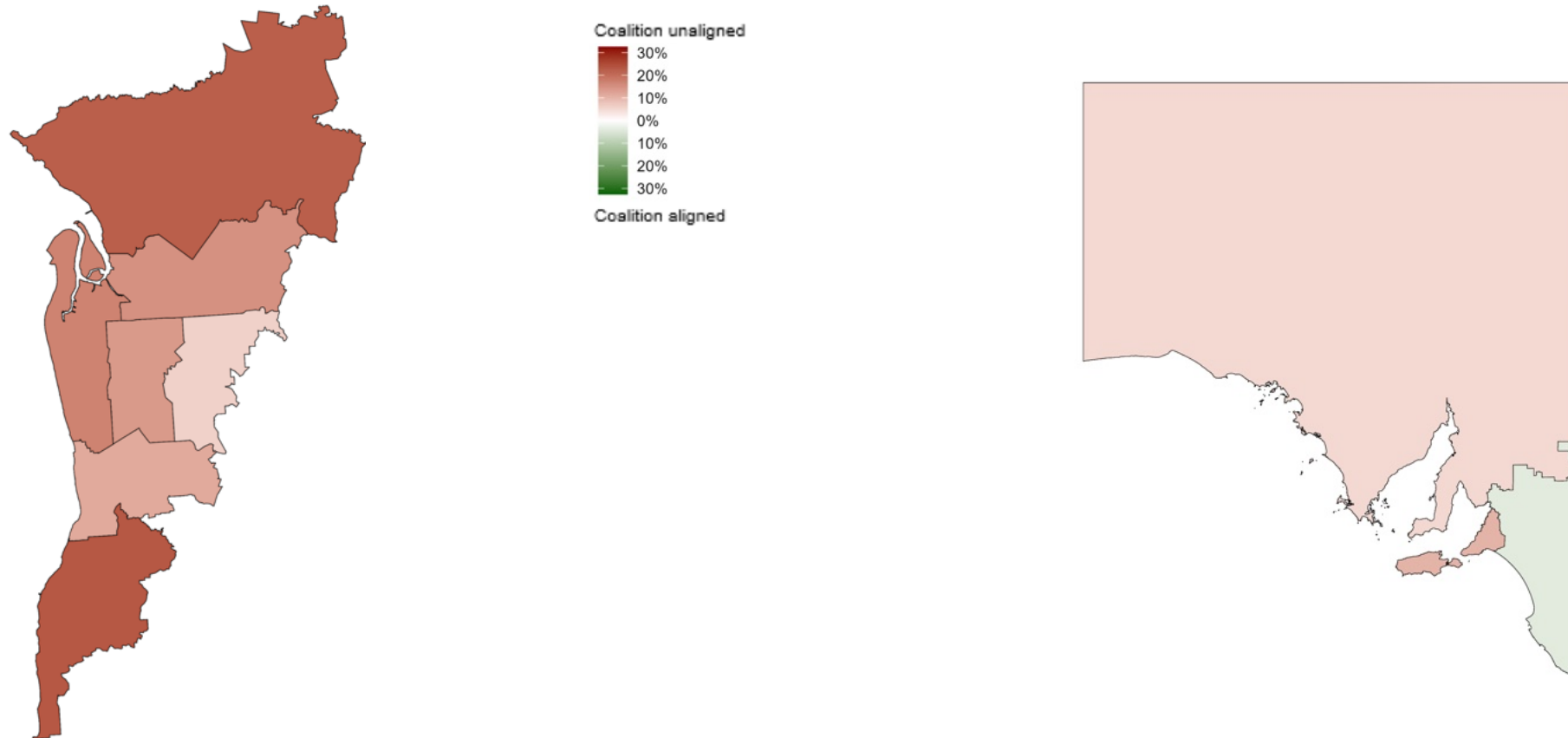
Coalition unaligned with values of improving access to affordable housing –  
Coalition alignment diff %



## Priorities of the Coalition align with own priorities – Improving access to affordable housing

### *Adelaide and Rest of SA*

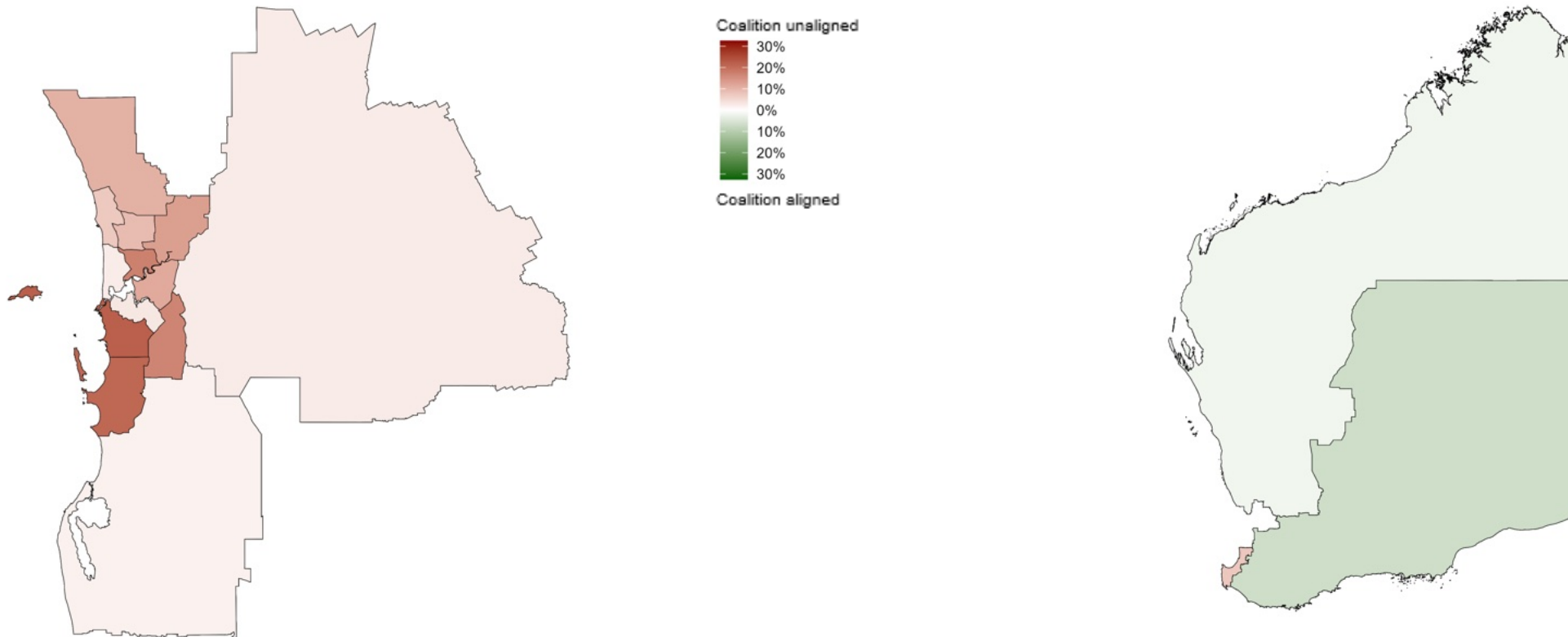
Coalition unaligned with values of improving access to affordable housing –  
Coalition alignment diff %



## Priorities of the Coalition align with own priorities – Improving access to affordable housing

### *Perth and Rest of WA*

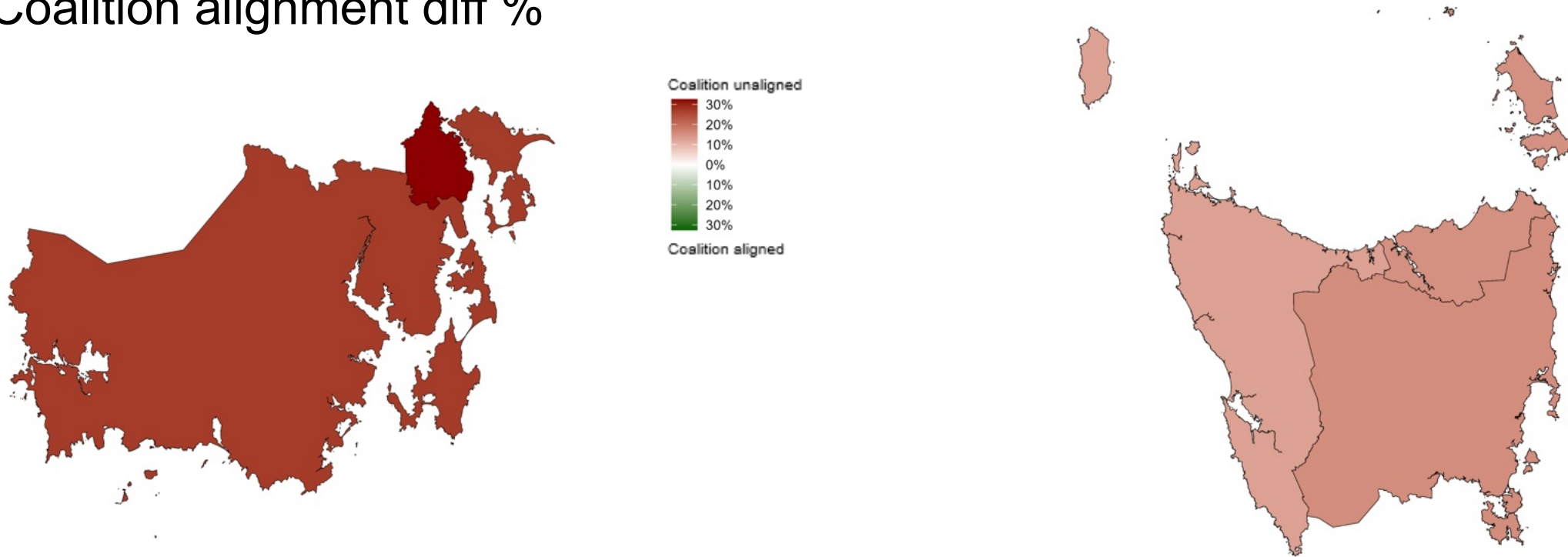
Coalition unaligned with values of improving access to affordable housing –  
Coalition alignment diff %



## Priorities of the Coalition align with own priorities – Improving access to affordable housing

### *Hobart and Rest of TAS*

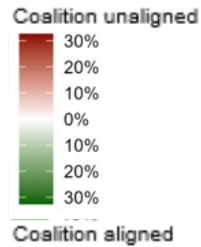
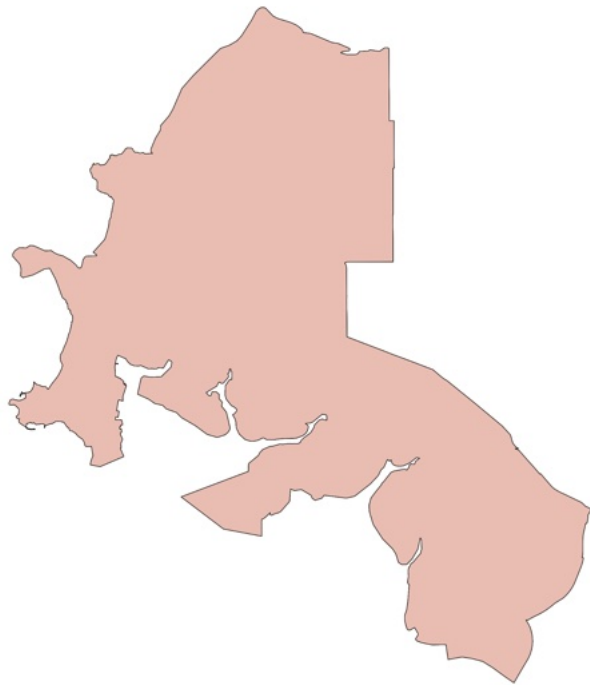
Coalition unaligned with values of improving access to affordable housing –  
Coalition alignment diff %



## Priorities of the Coalition align with own priorities – Improving access to affordable housing

*NT: Solomon and Lingiari*

Coalition unaligned with values of improving access to affordable housing –  
Coalition alignment diff %



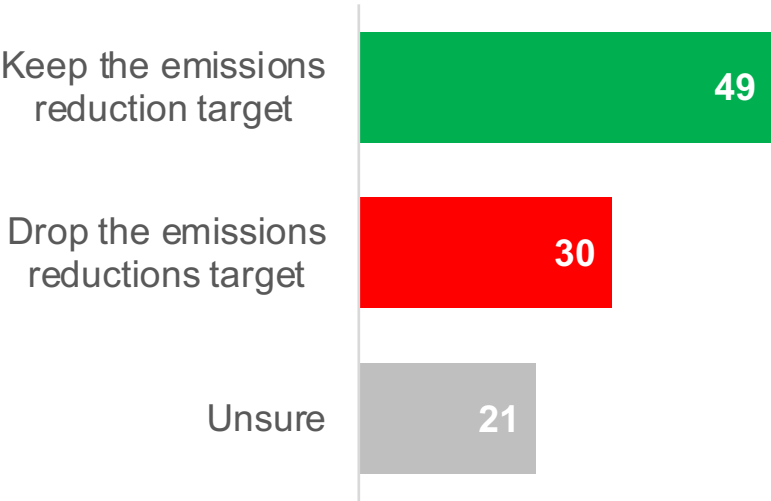
**Preference on  
commitment to  
reducing emissions  
to net zero by 2050**

# More voters feel that the Liberal–National Coalition should keep the emissions reduction target, with ‘Yes’ exceeding ‘No’ by 19 percentage points.

The Liberals and Nationals are currently debating whether to keep or drop their commitment to reducing emissions to net zero by 2050 — a policy designed to address climate change. Do you think they should...

	Reverse (1-2)	
1	Keep the emissions reduction target	
2	Drop the emissions reductions target	
3	Unsure	Fixed

Preference - Commitment to reducing emissions to net zero by 2050

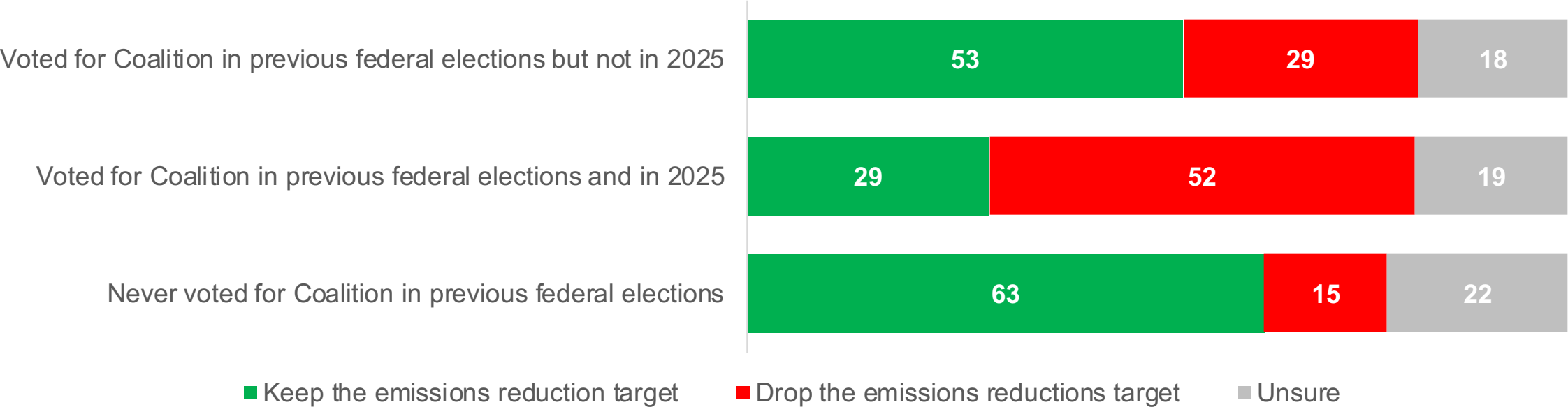


Base: n=5007



# Over half of Coalition defectors feel that the Liberal–National Coalition should keep the emission reductions target, with yes exceeding no by 24 percentage points.

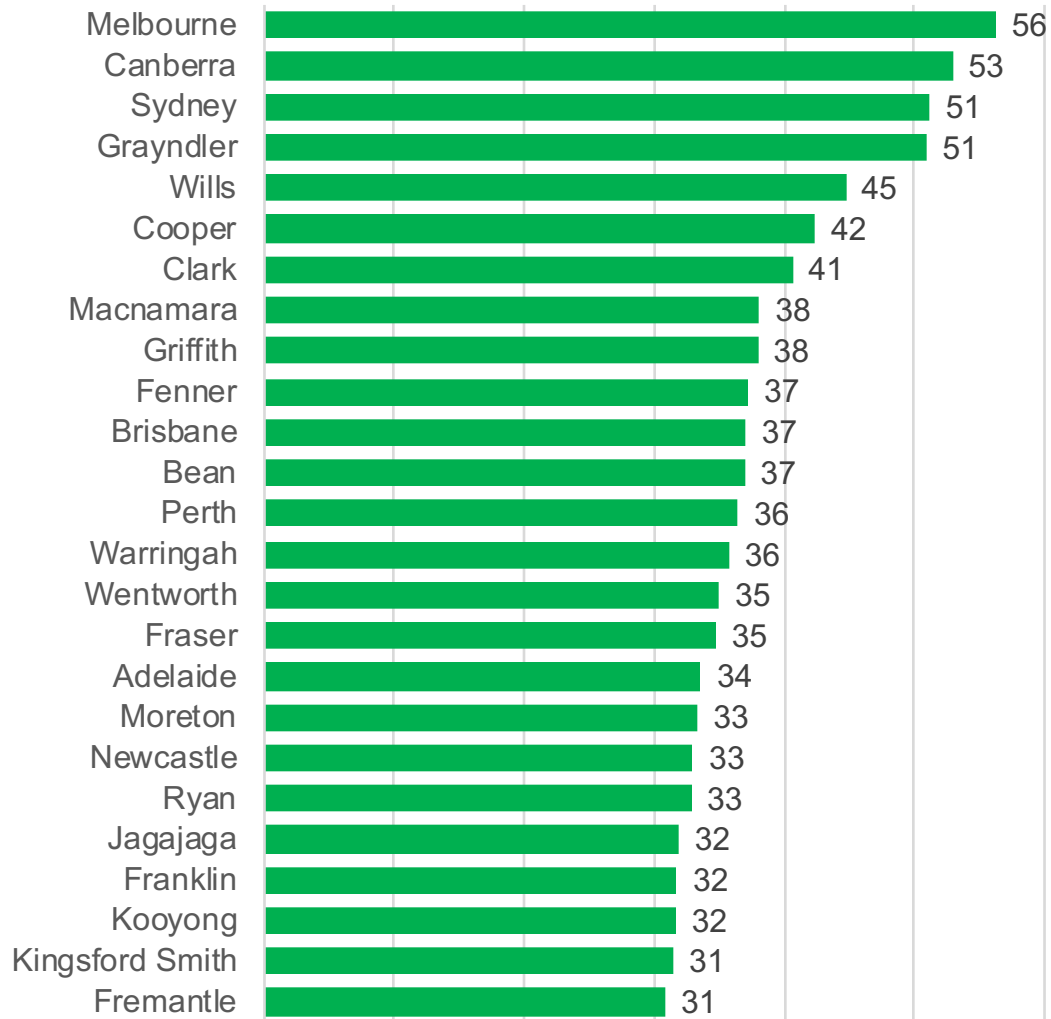
Preference - Commitment to reducing emissions to net zero by 2050



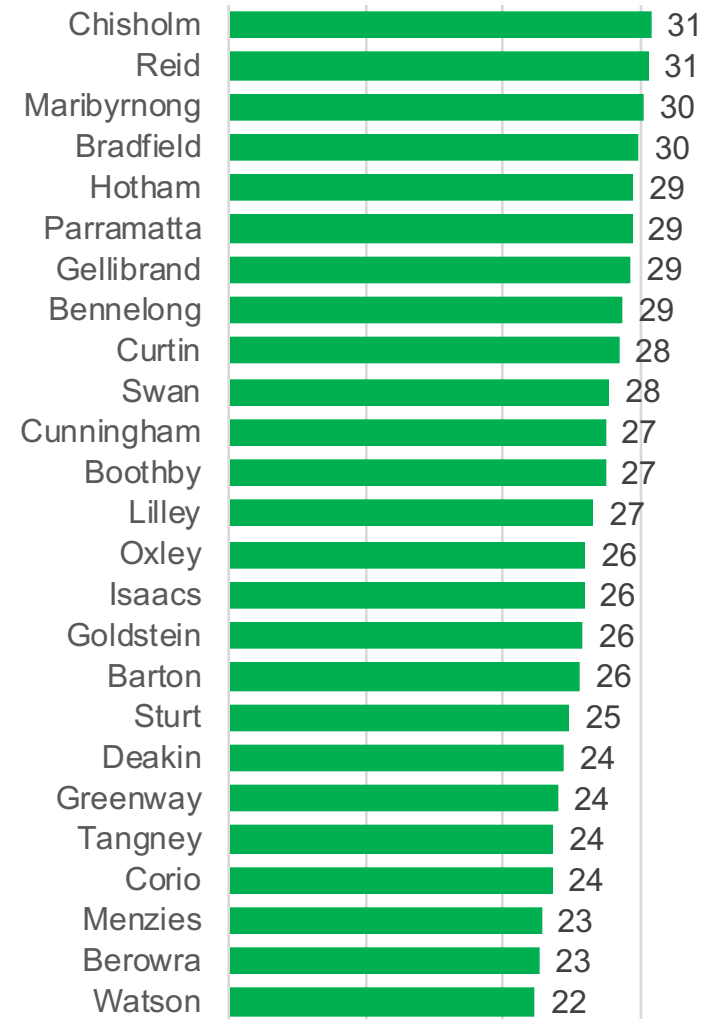
*Voted for Coalition in previous federal elections but not in 2025: n=1,456*  
*Voted for Coalition in previous federal elections and in 2025: n=1,384*  
*Never voted for Coalition in previous federal elections: n=2,043*

*Excludes did not vote in 2025 (n=120)*

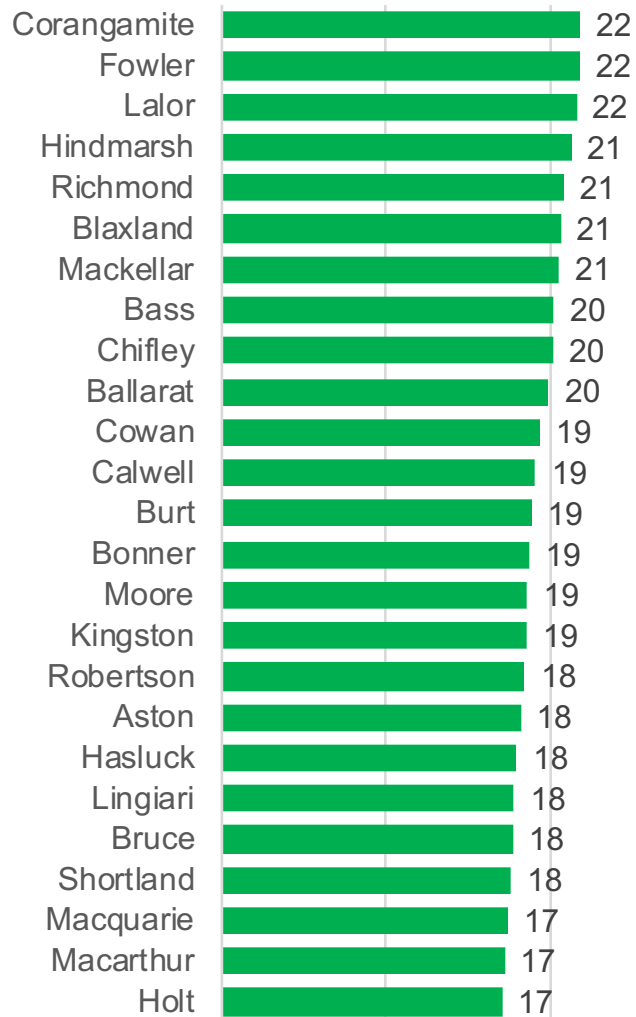
Keep - drop % difference 1-25



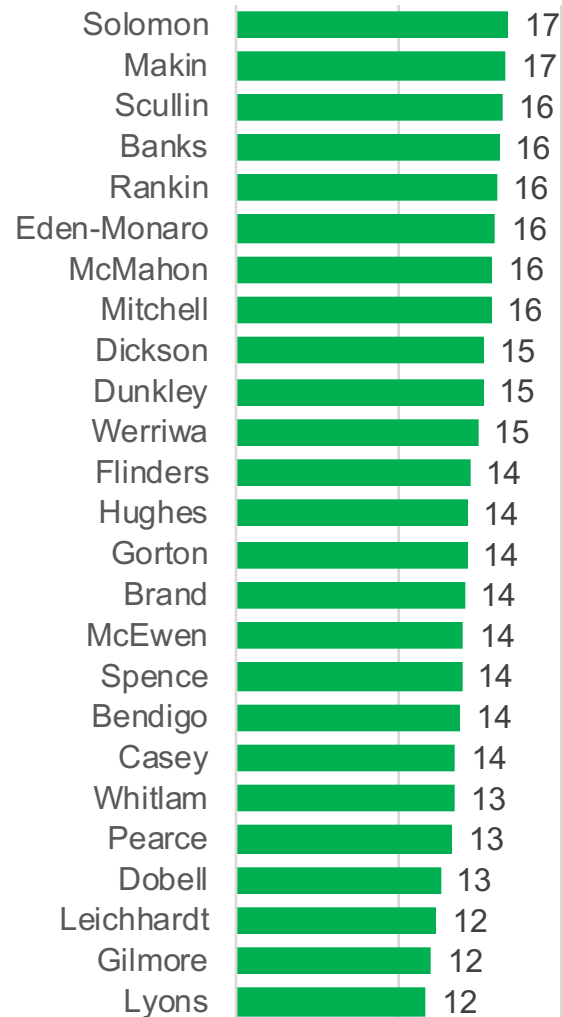
Keep - drop % difference 26-50



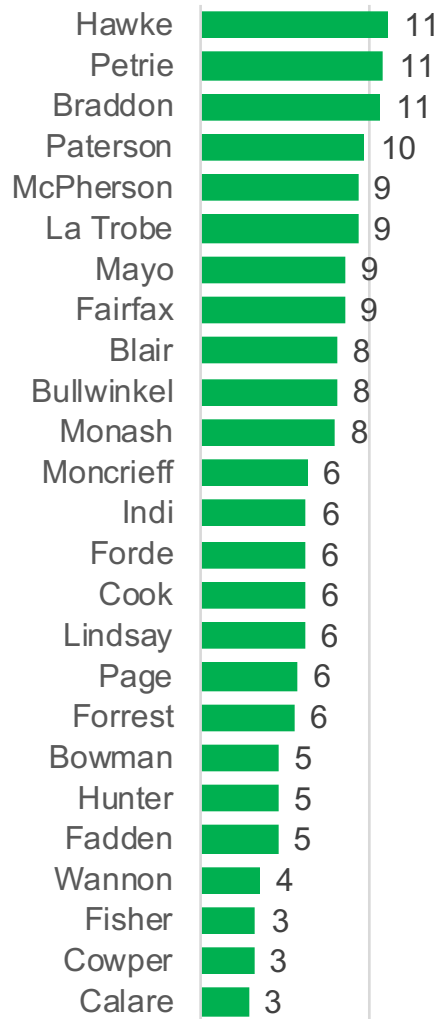
## Keep – drop % difference 51-75



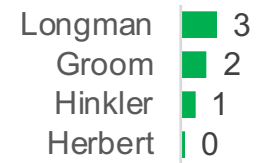
## Keep – drop % difference 76-100



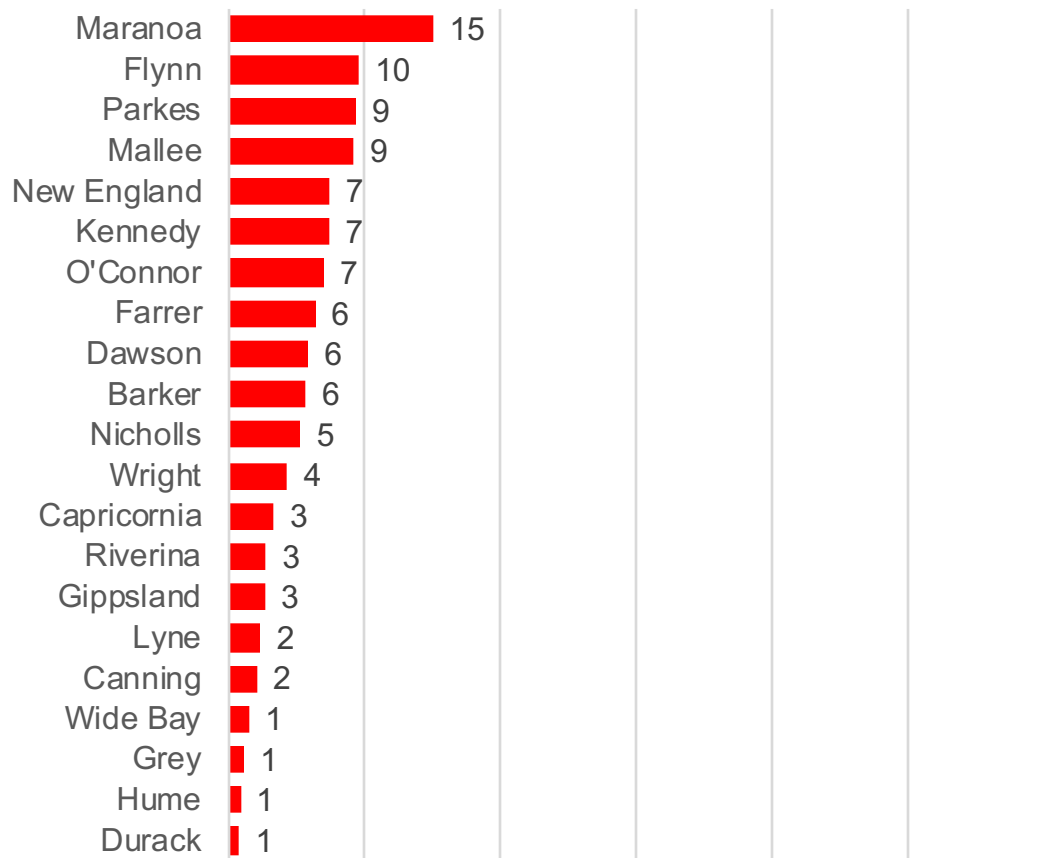
## Keep - drop % difference 101-125



## Keep - drop % difference 126-129



## Drop – keep % difference 1-21



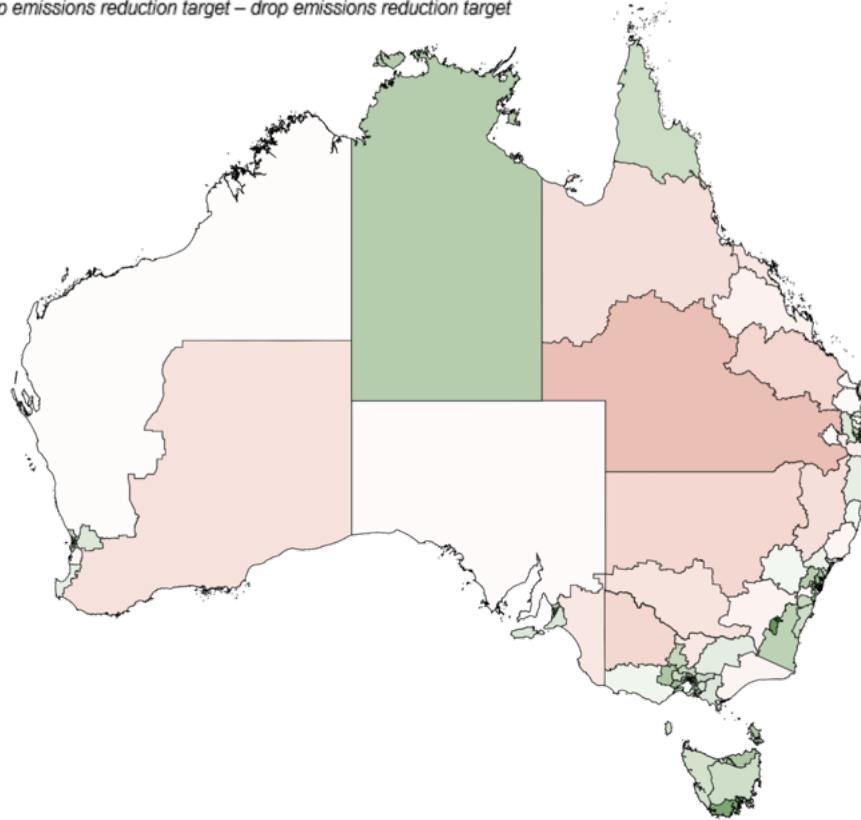
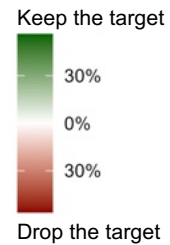
■ Drop - keep difference

# Maps of preference on commitment to reducing emissions to net zero by 2050

# Preference on commitment to reducing emissions to net zero by 2050

Keep – Drop preference diff %

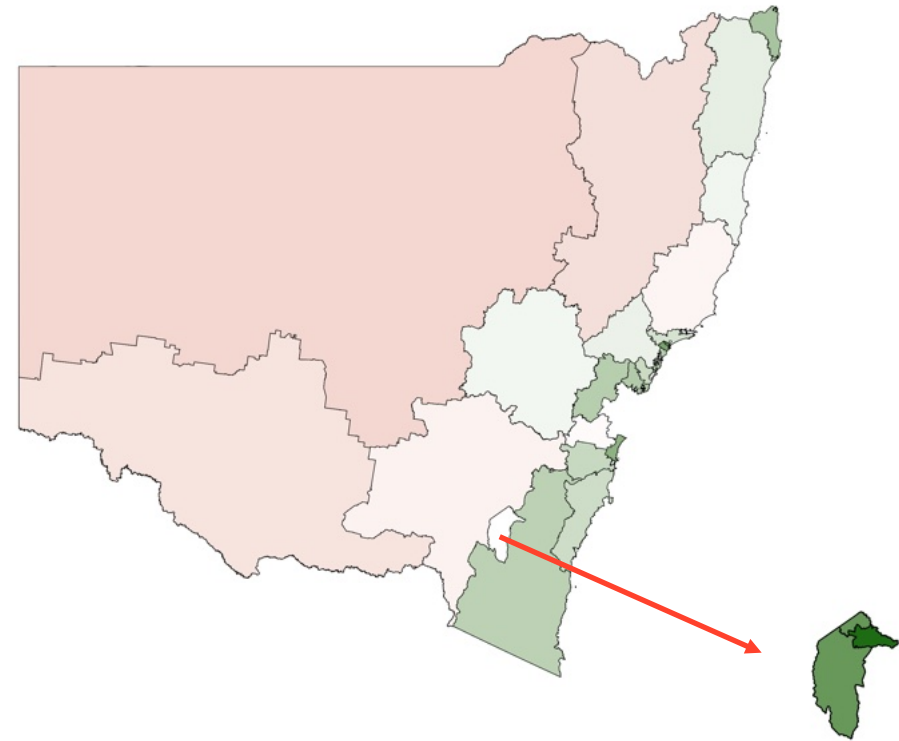
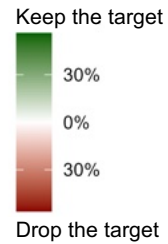
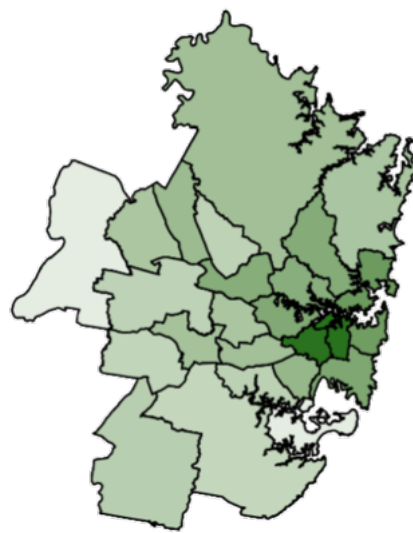
Fill: Nett Keep emissions reduction target = Keep emissions reduction target – drop emissions reduction target



# Preference on commitment to reducing emissions to net zero by 2050

*Sydney, Rest of NSW, ACT*

Keep – Drop preference diff %

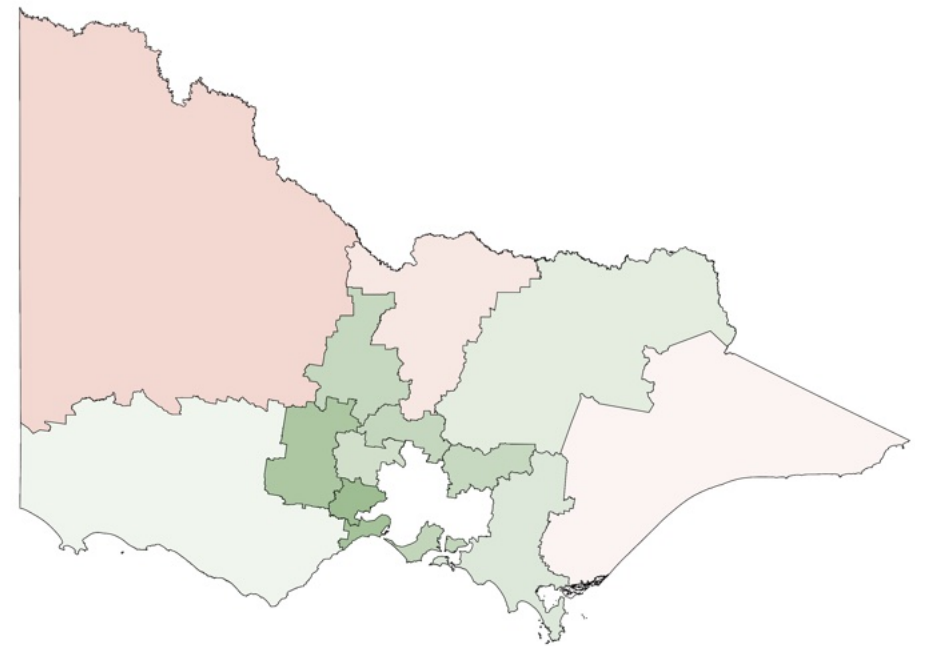
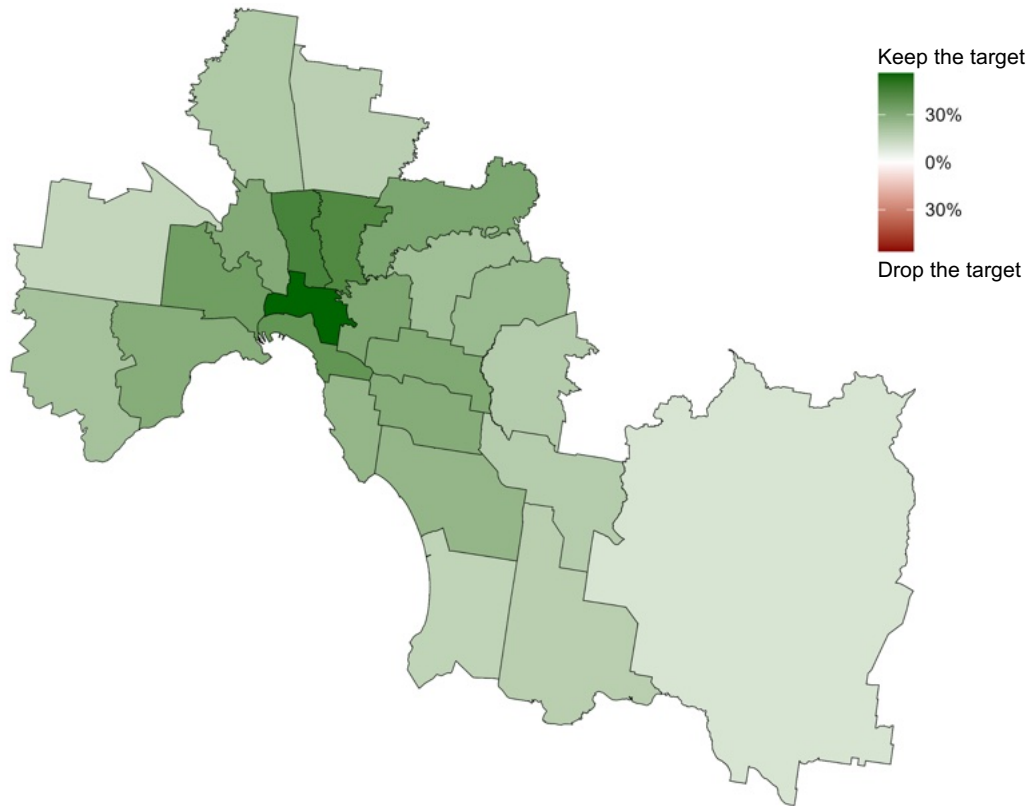




# Preference on commitment to reducing emissions to net zero by 2050

## *Melbourne and Rest of Victoria*

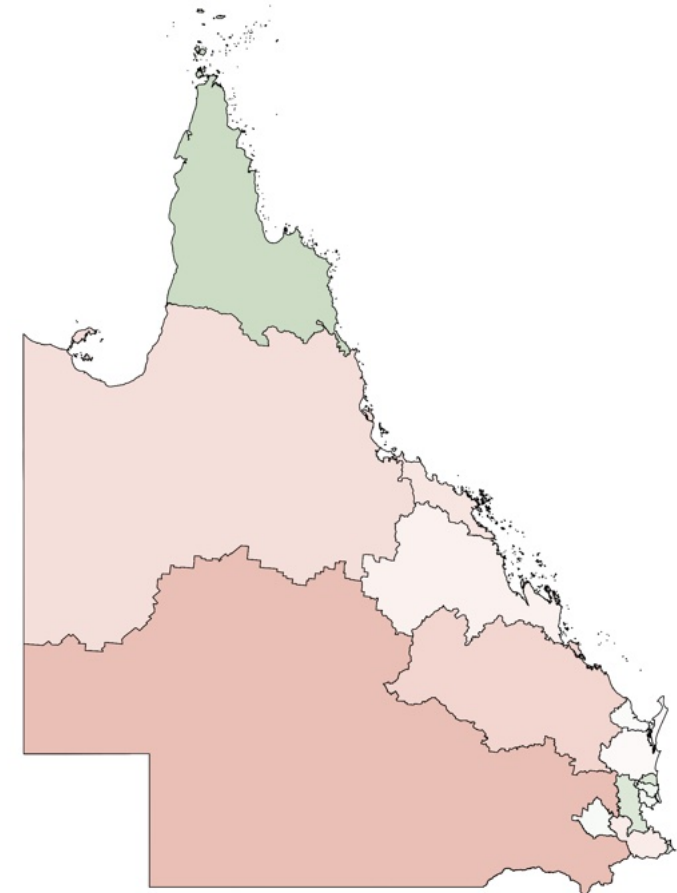
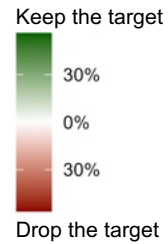
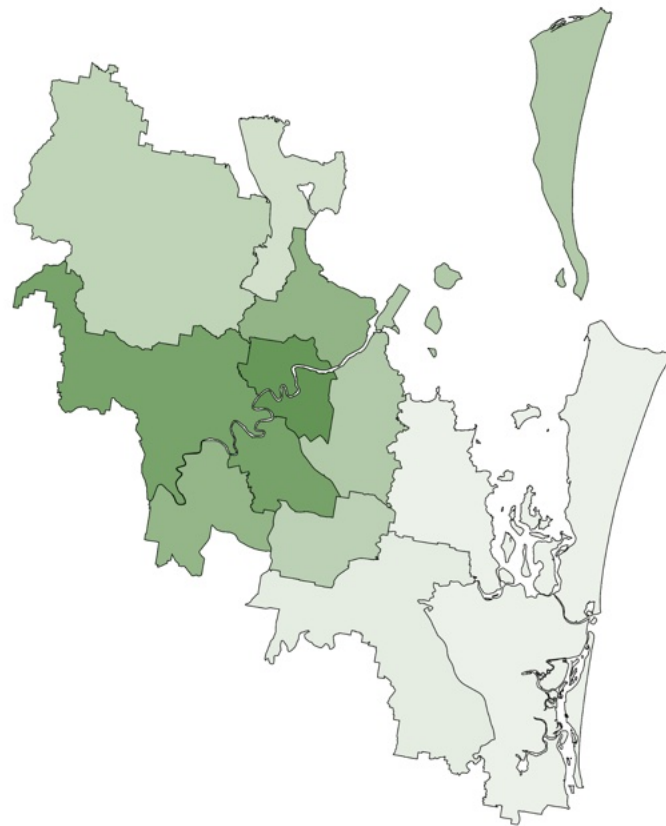
Keep – Drop preference diff %



# Preference on commitment to reducing emissions to net zero by 2050

## *Brisbane and Rest of QLD*

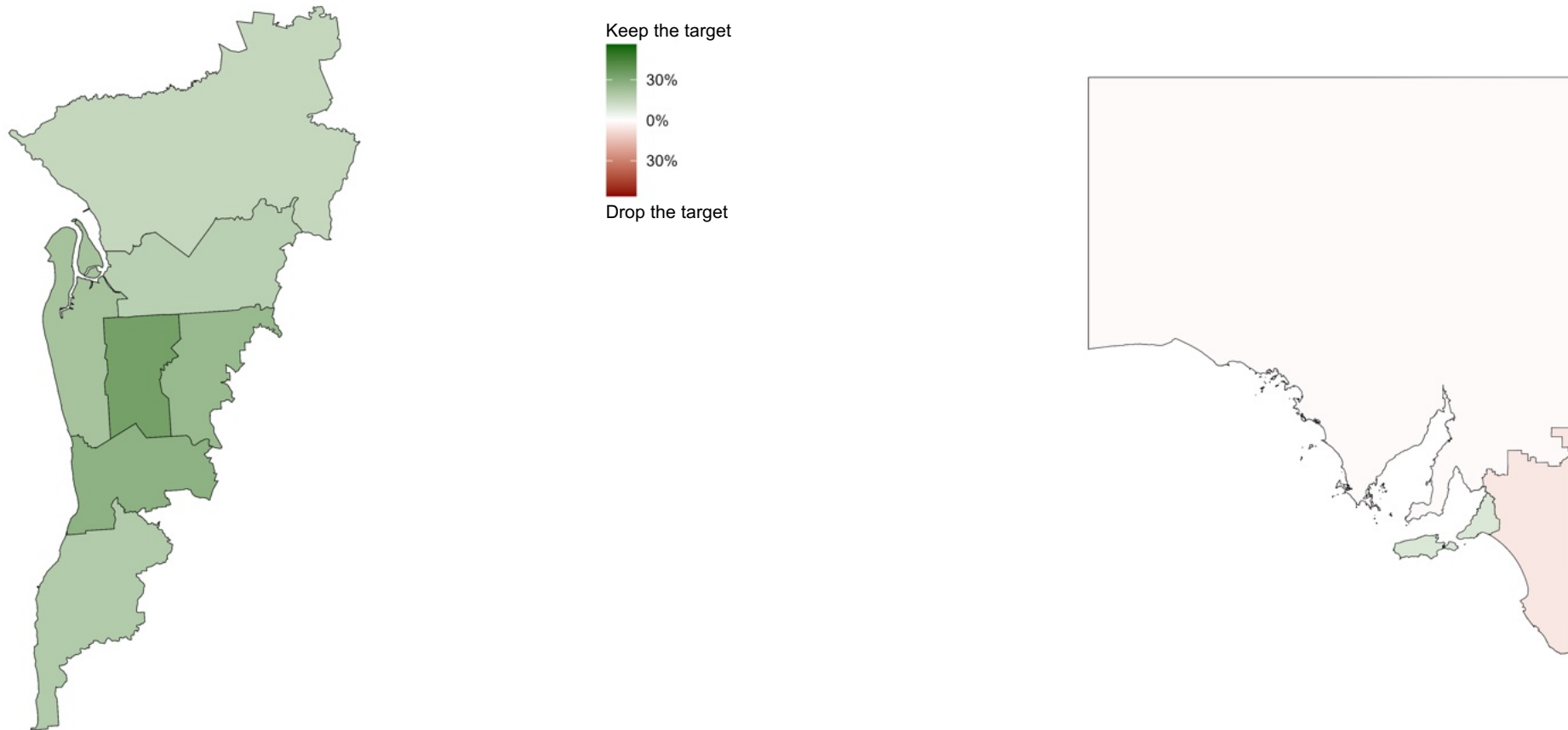
Keep – Drop preference diff %



# Preference on commitment to reducing emissions to net zero by 2050

## *Adelaide and Rest of SA*

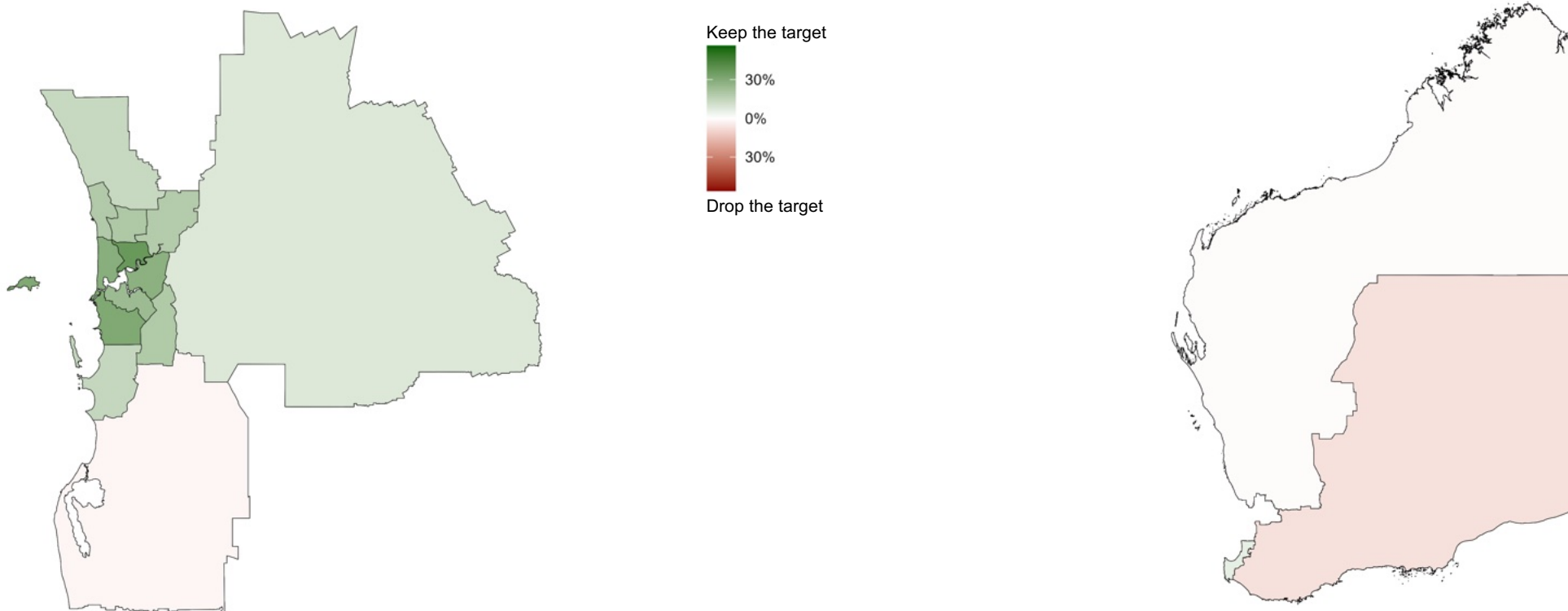
Keep – Drop preference diff %



# Preference on commitment to reducing emissions to net zero by 2050

## *Perth and Rest of WA*

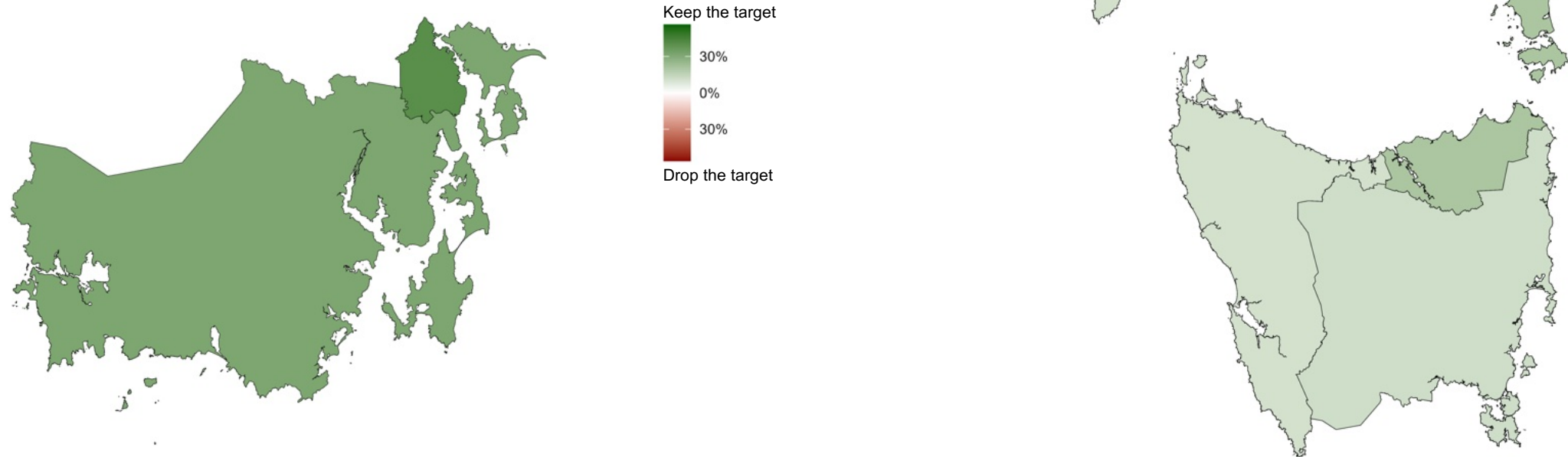
Keep – Drop preference diff %



# Preference on commitment to reducing emissions to net zero by 2050

## *Hobart and Rest of TAS*

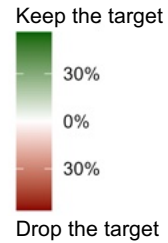
Keep – Drop preference diff %



# Preference on commitment to reducing emissions to net zero by 2050

*NT: Solomon and Lingiari*

Keep – Drop preference diff %



# The team

# The Team

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YouGov



**Amir Daftari**

## **Director | Political Science and Academic**

Amir has a successful track record of servicing a diverse clientele. He excels in delivering reliable, accurate and timely information to empower senior leadership to formulate effective strategies.

One of Amir's most significant achievements was developing a highly accurate election forecasting model for the 2025 Australian federal election that stood alone in forecasting the correct outcome of 140 of 150 seats and a 97% chance of increase in Labor's majority by producing seat-level results—cementing his reputation as a leader in applied political data science.

Amir holds a Master's degree in Information Technology and Artificial Intelligence from the University of New South Wales and has a strong foundation in statistics and applied data science. This academic grounding, combined with his hands-on experience in polling, modelling, critical thinking makes him a trusted advisor in high-impact research and strategy projects.



**Paul Smith**

## **Director | Public Affairs and Public Data**

Paul leads YouGov Public Affairs and Public Data and has extensive knowledge of the Australian political landscape and the public policy environment.

He regularly appears on ABC and Sky News to discuss the latest YouGov polling from Australia, the United Kingdom, and the United States.

Paul was Channel 10's election night expert for the 2025 Federal Election, where he was the first to call Labor's victory with an increased majority.

Paul has extensive experience advising on research strategies for public affairs campaigns and media. He is also ultimately responsible for delivering YouGov's Public Data strategy in Australia, where YouGov provides polling data in the public domain for social purposes.

He brings many years of experience working in the polling industry in both Australia and the UK.



# Thank You

**Amir Daftari – Director of Polling & Academic Research**

**Amir.Daftari@yougov.com**

**Phone: +61 404 792 995**

**Paul Smith – Director | Public Affairs and Public Data**

**Paul.Smith@yougov.com**

**Phone: +61 487 612 657**

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