

FINAL RESULTS

uComms conducted a survey of 1,049 residents in the Australian Capital Territory during the night of 20th July 2020.

Question:

If a Territory election were held tomorrow, which of the following would you vote for in the Legislative Assembly?

	<i>Total</i>	<i>Female</i>	<i>Male</i>	<i>18 – 34</i>	<i>35 – 50</i>	<i>51 - 65</i>	<i>65+</i>
<i>ACT Labor</i>	37.6%	35.5%	33.1%	41.9%	29.2%	36.4%	33.8%
<i>Canberra Liberals</i>	38.2%	34.4%	38.2%	25.6%	32.6%	31.5%	42.4%
<i>The ACT Greens</i>	14.6%	15.7%	11.9%	14.0%	19.7%	15.6%	10.3%
<i>Other/Independent</i>	9.6%	7.5%	9.0%	11.6%	6.7%	8.6%	8.3%
<i>Undecided</i>	7.3%	6.9%	7.8%	7.0%	11.8%	7.8%	5.2%

Those who answered “Undecided” were asked their leaning in a follow up question. Results above are after the redistribution of Undecided responses (Undecided result is included for reference).

Question:

Should the Australian Capital Territory pass 'truth in political advertising' laws so that it is illegal for political parties and candidates to publish ads that are inaccurate and misleading?

	<i>Total</i>	<i>Female</i>	<i>Male</i>	<i>18 – 34</i>	<i>35 – 50</i>	<i>51 - 65</i>	<i>65+</i>
<i>Yes</i>	88.5%	89.6%	87.3%	81.4%	85.3%	92.5%	86.9%
<i>No</i>	4.9%	3.2%	6.6%	14.0%	4.5%	4.6%	4.6%
<i>Don't know / Not sure</i>	6.7%	7.3%	6.1%	4.7%	10.2%	3.0%	8.5%

	<i>Total</i>	<i>Labor</i>	<i>Liberal</i>	<i>Green</i>	<i>Other</i>	<i>Undecided</i>
<i>Yes</i>	88.5%	90.6%	83.9%	93.8%	93.0%	84.4%
<i>No</i>	4.9%	3.1%	7.4%	2.1%	5.8%	5.2%
<i>Don't know / Not sure</i>	6.7%	6.4%	8.7%	4.1%	1.2%	10.4%

Question:

If 'truth in political advertising' laws were adopted, which would be your preferred penalty for parties and candidates that published inaccurate and misleading ads?

	Total	Female	Male	18 – 34	35 – 50	51 - 65	65+
<i>Fines and other financial penalties</i>	14.0%	14.8%	13.2%	9.3%	13.5%	12.7%	15.8%
<i>Being forced to publish retractions at their own expense</i>	33.9%	37.6%	30.2%	27.9%	32.6%	29.7%	38.5%
<i>Losing some or all public funding</i>	25.1%	25.4%	24.7%	16.3%	27.0%	28.4%	22.3%
<i>Criminal charges</i>	19.9%	15.7%	24.3%	30.2%	19.7%	22.2%	17.3%
<i>None of these</i>	2.8%	2.2%	3.3%	14.0%	2.8%	1.6%	2.6%
<i>Unsure / Don't know</i>	4.3%	4.3%	4.3%	2.3%	4.5%	5.4%	3.5%

	Total	Labor	Liberal	Green	Other	Undecided
<i>Fines and other financial penalties</i>	14.0%	13.6%	15.0%	13.7%	9.2%	15.8%
<i>Being forced to publish retractions at their own expense</i>	33.9%	36.1%	39.6%	25.3%	28.7%	18.4%
<i>Losing some or all public funding</i>	25.1%	22.5%	20.6%	33.6%	34.5%	32.9%
<i>Criminal charges</i>	19.9%	19.7%	18.5%	20.5%	21.8%	25.0%
<i>None of these</i>	2.8%	3.1%	2.6%	2.1%	3.4%	2.6%
<i>Unsure / Don't know</i>	4.3%	5.0%	3.7%	4.8%	2.3%	5.3%

Question:

If 'truth in political advertising' laws were adopted, who should adjudicate whether an ad is inaccurate and misleading?

	Total	Female	Male	18 – 34	35 – 50	51 - 65	65+
<i>The ACT Electoral Commission (Elections ACT)</i>	36.6%	37.7%	35.5%	23.3%	32.8%	39.4%	37.2%
<i>Magistrates and judges through the legal system</i>	30.7%	28.4%	33.1%	34.9%	29.4%	28.3%	32.8%
<i>A special panel of former politicians convened for the election</i>	8.0%	6.9%	9.2%	11.6%	5.6%	7.3%	9.2%
<i>An industry body (for example, Ad Standards)</i>	8.6%	10.6%	6.4%	9.3%	13.0%	9.7%	5.9%
<i>None of the these</i>	7.1%	6.2%	8.2%	18.6%	9.0%	6.7%	5.7%
<i>Unsure / Don't know</i>	9.0%	10.3%	7.6%	2.3%	10.2%	8.6%	9.2%

	Total	Labor	Liberal	Green	Other	Undecided
<i>The ACT Electoral Commission (Elections ACT)</i>	36.6%	50.0%	27.1%	38.4%	36.8%	16.9%
<i>Magistrates and judges through the legal system</i>	30.7%	22.2%	35.8%	34.2%	32.2%	36.4%
<i>A special panel of former politicians convened for the election</i>	8.0%	6.1%	12.1%	6.8%	1.1%	6.5%
<i>An industry body (for example, Ad Standards)</i>	8.6%	6.9%	8.9%	6.8%	14.9%	11.7%
<i>None of the these</i>	7.1%	5.3%	7.4%	6.2%	6.9%	15.6%
<i>Unsure / Don't know</i>	9.0%	9.4%	8.7%	7.5%	8.0%	13.0%

This survey was conducted using an automated telephone based survey system among 1,049 voters. Telephone numbers and the person within the household were selected at random. The results have been weighted by gender and age to reflect the population according to ABS figures. Please note that due to rounding, not all tables necessarily total 100% and subtotals may also vary. Copyright uCommunications Pty Ltd.