



THE MCKINNON PRIZE in Political Leadership



AUSTRALIANS AND POLITICAL LEADERSHIP

We asked 1,026 Australians what their view of political leadership is in 2020

Given the events of this year, we wanted to explore Australians' views on political leadership, and how some of their views may have changed since the onset of the pandemic.

We conducted two IPSOS research studies in February and September to understand how Australians are engaging in politics and what leadership means to them.



Overall, Australians are more engaged in Politics than at the start of 2020

Australians' ability to recognise and name politicians who they believe have had an impact has increased by 18%.

Which individual Australian politician has had the most positive impact in 2019?

FEBRUARY 2020

30%

NAMED A SPECIFIC POLITICIAN

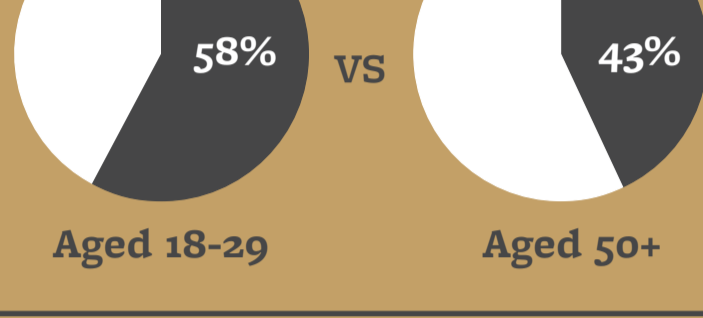
SEPTEMBER 2020

48%

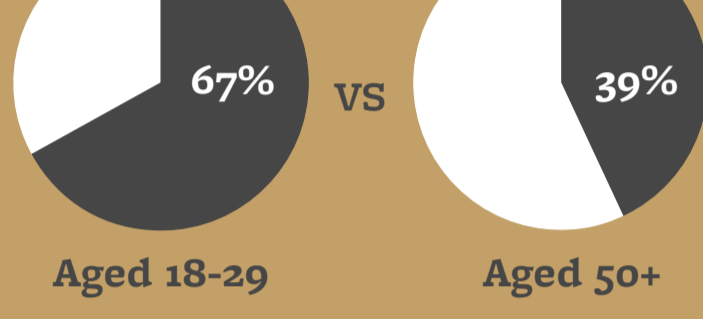
NAMED A SPECIFIC POLITICIAN

However, young Australians are more disengaged in politics, leadership and the news than the rest of the population

The number of Australians that couldn't name a political achievement for 2020:



The number of Australians that couldn't name a politician that had a positive impact in 2020:



More than half of all young Australians reported that they are not consuming news at its source - they are either being served news via social media or not consuming news at all.

55%

As a nation, our priorities have changed dramatically

When Australians were asked what Australian political achievement, or action, has had the most positive impact in 2020, they said:

	FEBRUARY	SEPTEMBER	
Action to prevent spread of COVID-19	0%	31.9%	↑
Don't know / unsure	43.5%	30.2%	↓
None	36.5%	21.2%	↓
JobKeeper JobSeeker payments Pandemic financial support	0%	11.20%	↑
Other	7.2%	5.7%	↓
Bushfire relief and recovery	2.8%	0.9%	↓
Scott Morrison being elected*	2.3%	0.7%	↓
Changes to immigration / reduce illegal immigrants	2.0%	0.2%	↓
Same-sex marriage Gay marriage equality	1.5%	0.1%	↓
Action on climate change	1.3%	0%	↓
Tax cuts / tax relief	1.2%	0%	↓
Banking Royal Commission	1.6%	0%	↓

*While Mr Morrison was elected in 2019, several respondents named his election as part of an open-ended question, which is why it is included here.

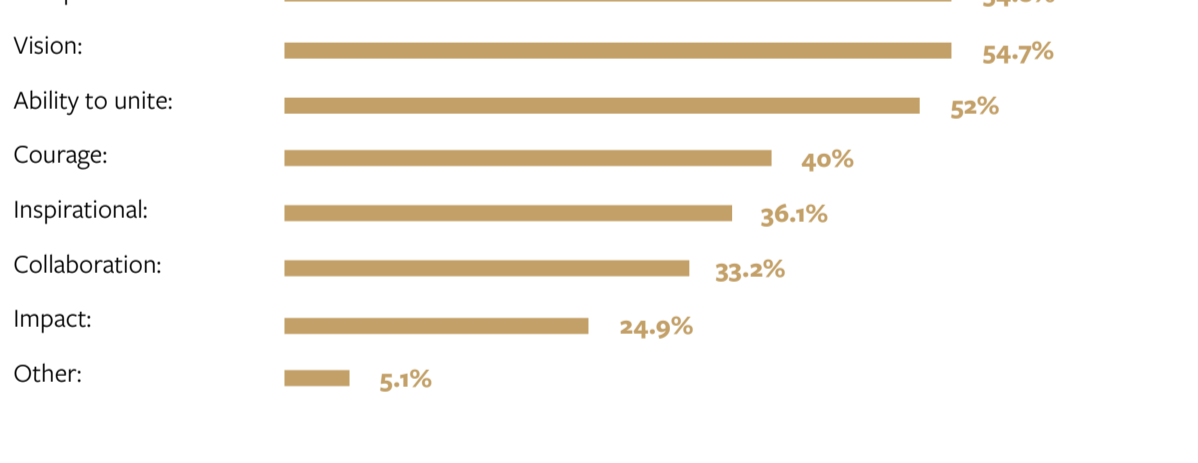
In 2020, Australians want to see ethical behaviour in our leaders above all - and this is increasing

66% of Australians believe politicians behaving ethically is important, up from 51% in February

29% of people believe it is the single most important quality in a political leader, followed closely by problem solving at 20%

Higher income earners are more likely to choose ethical behaviour: **\$150K+ = 74%**

What quality do you deem most important in a politician / political leader?



What's holding our leaders back in 2020?

49.3%

Half of all Australians view COVID-19 as the highest barrier for politicians to make significant policy change.



Of those who did not see COVID-19 as the key impediment to positive change, the barriers to policy reform were:



Australians living in rural and regional areas have slightly different views compared to those living in capital cities

The number of Australians in rural and regional areas compared to those that live in capital cities believe politicians behaving more ethical is the most important quality



COVID-19 restrictions and border issues was the greatest event to impact people's perceptions in regional and rural communities, more than those living in a capital city



People living within a major regional city were more likely to source their news from social media than those living in a capital city

