



Transparency in GR

Openly Public Opinion Research

February 2025



Summary Methodology

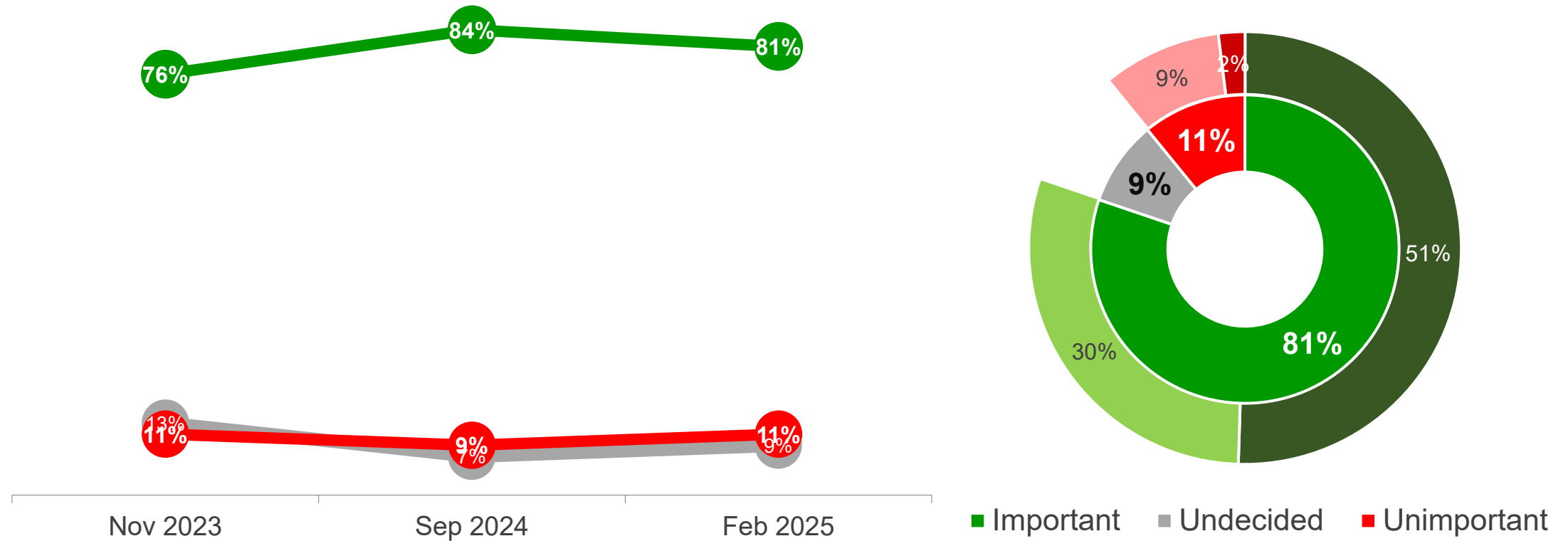
This summary report details the findings of an Australia-wide survey on dealings between government and business, conducted independently by Resolve for Openly in the lead up to the 2025 election:

- An on-line survey (part of the Resolve Omnibus) conducted 18th – 23rd February 2025, achieving a sample of n=1,506 adult Australians, with a notional maximum error margin of +/-2.5%.
- Used panel(s) primarily recruited by invitation off-line (random phone surveys, F2F, mail, etc.) to avoid inherent biases in self-selecting consumer panels and purely on-line recruitment.
- Respondents were not informed of the survey's topic(s) or publication prior to taking part to avoid response bias, e.g. a skew to more politically interested and/or informed voters seeking to send a public message.
- Detailed state-by-state quotas and weighting were employed for area, sex, age, education, income, etc., to ensure the sample truly reflected the population. Unless there are 'over-samples' of particular sub-groups of interest, any data weighting is minimal and the effective sample size / error margin will be very similar to above.
- Security and quality control checks were undertaken, including screening out 'bots', timing, 'straight lining', etc.
- Breakdowns may be provided by geo-demographic groups, product / services users and voting blocs, and all will have larger error margins than the total sample. Small sample groups are either indicated or omitted.
- Statistically significant differences among sub-groups are highlighted in green and red for higher and lower respectively.
- Commentary of results may include the pollster's opinions, in turn based on breadth of historical experience.



Importance of Ethical Dealings

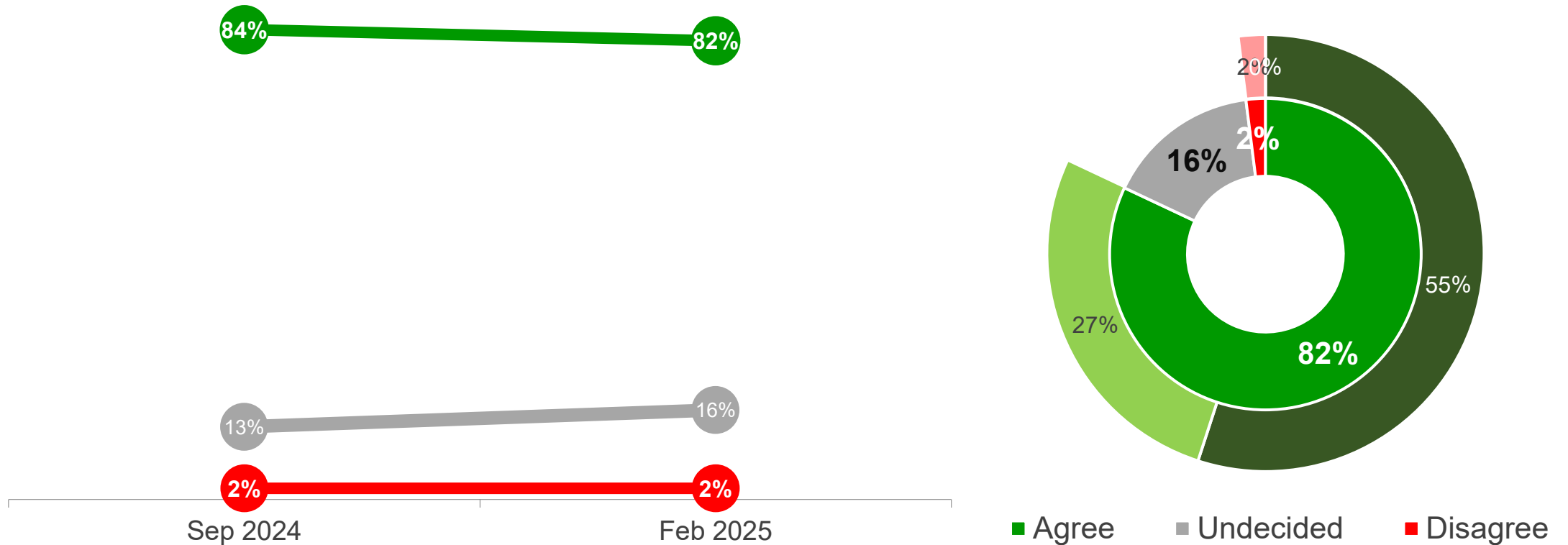
This latest poll confirms the importance of ethical dealings by business with government, with eight-in-ten reporting this is their view. Indeed, half say it is 'very important'. This is clearly a sustained view and not one just prompted by topical examples, e.g. Qantas, PWC, etc. We know from our previous research that this has a very practical outcome, with both positive and negative views on this front affecting brand, recommendation and interactions.





Transparency in Dealings

And, in being ethical, the vast majority of Australians continue to agree that it is critical for business to be transparent in their dealings with government too. In a practical sense, this would include things like timely meeting and donations disclosure, being open about their policy positions and asks, etc.

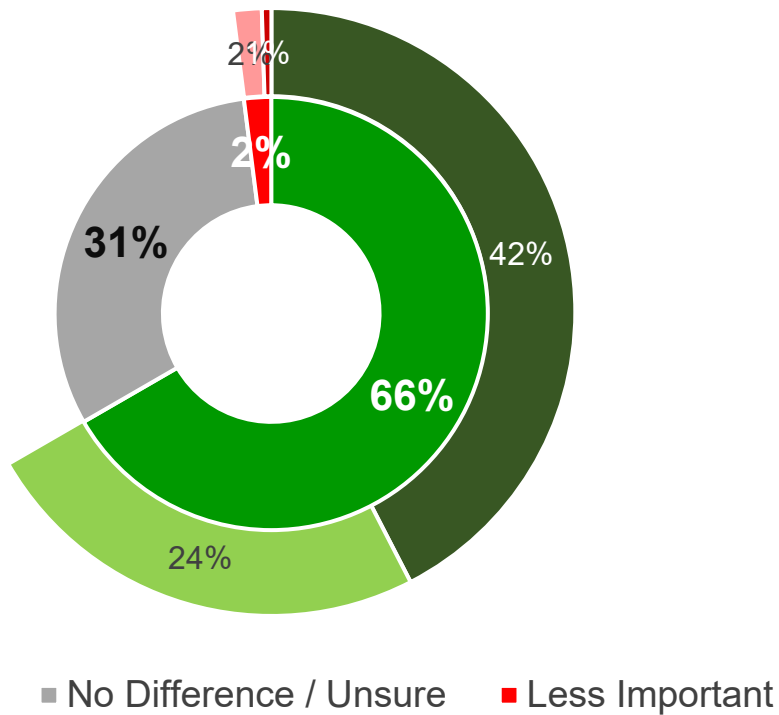


Q3916) To what extent do you agree or disagree with the statement: “When businesses have dealings with politicians and government officials it is critical that they are transparent about those dealings”? Base: All (Sep. 2024 n=1,614, Feb. 2025 n=1,506).



Importance in a Minority Gov. Outcome

Critically, in the real-world context that a minority government is a real prospect from the 2025 federal election, two-thirds of Australians believe ethical and transparent dealings will become even more important. Just 2% think they will be less important, which is hardly surprising given dealings may be with individuals who could potentially sway broad policy and direction.



Group	More Important	No Difference / Unsure	Less Important
Total	66%	31%	2%
Male	67%	30%	3%
Female	66%	32%	2%
18-34 years	59%	39%	2%
35-54 years	65%	31%	4%
55+ years	73%	25%	1%
Labor Voters	68%	28%	3%
Coalition Voters	72%	26%	2%
Greens Voters	64%	35%	2%
Ind. Voters	64%	34%	2%
Soft Voters	61%	36%	3%
Marginal Seats	65%	34%	2%

Q3915) A minority government, where a major party relies on minor party candidates and/or independent candidates to govern, is a real possibility after this year's federal election. In that scenario, do you think it is more or less important that politicians (including individual candidates holding the balance of power), government officials and businesses are ethical and transparent in their dealings with one another? Base: All (Feb. 2025 n=1,506).



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