

Indigenous Issues Report 2025

Ipsos reference: 25-033457-01

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This disclosure statement complies with the
Australian Polling Council Code of Conduct.*

Short Methodology Disclosure Statement		
F1a.	Research company conducting the research	Ipsos
F1b.	Client commissioning the research	This study did not have any external sponsors or partners. It was initiated and run by Ipsos, because we are curious about the world we live in and how citizens around the globe think and feel about their world.
F1c.	Name of end client	As above
F1d.	Fieldwork dates	23/04/2025 – 27/04/2025
F1e.	Data collection methodology and (F1f.) split	Online (100%)
F1g.	Target population	Australian adults aged 18+
F1h.	Sample size	n=942
F1i.	Compliant with Australian Polling Council Code.	Yes
F1j.	URL for Long Methodology Disclosure Statement	https://www.ipsos.com/en-au/disclosure_statements
F1k.	Voting intention published	No
F1l.	Allocation of undecided voters	-

Long Methodology Disclosure Statement		
F2a.	Effective sample size after weighting	Total effective sample size = 944 Non-Indigenous Australians = 900 Non-Indigenous Australians effective sample size = 898
F2b.	Error margin associated with the effective sample size for the research.	Credibility Interval is +/- 3.19% For information on the Ipsos use of credibility intervals, visit: : https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf
F2c.	Variables used for weighting, population data source	Targets calculated using the 2021 ABS Census figures used for age, sex, location.
F2d.	Weighting methodology used	Rim weighting
F2e.	Full question text	See below
F2f.	**Prior questions which may have materially influenced results	None
F2g.	**Proportion of completed phone interviews by type	Not applicable
F2h.	**Source of online sample used.	Respondents selected from existing panels of people agreeing to take part in surveys.
** If voting intention is published		
G2b.	Ability to provide 'undecided' response	No
G2c.	Do voting intention figures exclude 'undecided'	Not applicable
G2e.	Method of calculating 2PP	Not applicable

*Relevant clauses of the Code of Conduct are noted for each item

**This item may not be applicable

The Australian Polling Council Code of Conduct can be found [here](#).

Full question text (F2e.)**SCREENERS**

SQ1. What is your gender?

{SINGLE RESPONSE}

- 1 Male
- 2 Female
- 3 In another way
- 98 Prefer not to say

SQ2. What is your age?

{VALUE}

SQ3. What is your postcode?

{VALUE}

SQ4. [HIDDEN QUESTION] Location

- 1 Sydney
- 2 Rest of NSW
- 3 Melbourne
- 4 Rest of Victoria
- 5 Hobart
- 6 Rest of Tasmania
- 7 Perth
- 8 Rest of Western Australia
- 9 Canberra
- 10 Rest of ACT
- 11 Adelaide
- 12 Rest of South Australia
- 13 Brisbane
- 14 Rest of Queensland
- 15 Darwin
- 16 Rest of NT

SQ5. Do you identify as being an Aboriginal, Torres Strait Islander person, or both Aboriginal and Torres Strait Islander?

{SINGLE RESPONSE}

- 1 Yes, Aboriginal
- 2 Yes, Torres Strait Islander
- 3 Yes, both Aboriginal and Torres Strait Islander
- 4 No
- 98 I'd prefer not to say

SQ6. Were you born in Australia?

{SINGLE RESPONSE}

- 1 Yes
- 2 No

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Suite 3a
201 Leichhardt Street
Spring Hill QLD 4000
T: +61 7 3016 7600

<ASK IF SQ6=2>

SQ7. Are you an Australian Citizen?

{SINGLE RESPONSE}

- 1 Yes
- 2 No

<ASK IF SQ6=2>

SQ8. What year did you arrive in Australia?

{VALUE}

POLLING QUESTION

TOPISSUE. What would you say is the top issue facing Australia today?

{SINGLE RESPONSE, REVERSE ORDER}

- 1 Healthcare
- 2 Cost of living
- 3 The economy
- 4 Housing
- 5 Environment
- 6 Issues facing First Nations Peoples
- 96 Other (Please specify)
- 99 Don't know

INDIGENOUS ISSUES QUESTIONS

Q1. How would you rate the importance of including an Indigenous Voice to Parliament as a way forward for reconciliation?

{SINGLE RESPONSE, REVERSE ORDER FOR 50%}

- 1 Not important at all
- 2 Slightly unimportant
- 3 Neither important nor unimportant
- 4 Slightly important
- 5 Very important
- 6 Don't know/unsure

Q2. What is your level of interest in Indigenous issues in Australia?

{SINGLE RESPONSE, REVERSE ORDER FOR 50%}

- 1 Very interested
- 2 Slightly interested
- 3 Neither interested nor uninterested
- 4 Slightly uninterested
- 5 Very uninterested

Q3. To the best of your knowledge, what does a treaty mean between Australian governments and Indigenous Australians?

{SINGLE RESPONSE, RANDOMISE EXCEPT 4}

- 1 Reparations in the form of a formal apology and acknowledgment of wrongdoing.

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- 2 A document of reconciliation signing over land rights that Indigenous Australians have held for 60,000 years.
- 3 A series of formal agreements recognising the history and prior occupation of land, as well as the injustices many have endured.
- 4 Don't know/unsure

[PREAMBLE] Treaty between Australian governments and Indigenous Australians can be defined as:

"A treaty between the Australian government and Indigenous people would mean a series of formal agreements with legal outcomes, recognising our history and prior occupation of land, as well as the injustices many have endured. A treaty would establish a platform for addressing those injustices and help create a path forward based on mutual goals rather than ones imposed upon Indigenous people."

Q4. How would you rate the importance of treaty as a way forward for reconciliation?

{SINGLE RESPONSE, REVERSE ORDER FOR 50%}

- 1 Not important at all
- 2 Slightly unimportant
- 3 Neither important nor unimportant
- 4 Slightly important
- 5 Very important
- 6 Don't know/unsure

Q5. Which of the following best describes your knowledge of the Uluru Statement from the Heart?

{SINGLE RESPONSE, REVERSE ORDER FOR 50%}

- 1 I have not heard of this before
- 2 I have heard about it, but I know very little about the Statement
- 3 I have some knowledge of the Statement
- 4 I know a lot about the Statement

Q6. How much of the Australian public would you guess holds your views on Treaty? Please answer ___ out of every 100 people.

{Numeric}

Q7. To what extent do you support or oppose the following in Australia?

{Grid, single answer per row, Reverse columns order}

- 1 Strongly support
- 2 Tend to support
- 3 No feelings either way
- 4 Tend to oppose
- 5 Strongly oppose
- 6 Don't know

{RANDOMISE STATEMENTS}

- 1 Learning Indigenous languages should be offered in all schools.
- 2 Indigenous art, music and dance should be included in all major events.
- 3 The names of places should be acknowledged by their traditional name in Indigenous language (if not already) e.g. on street signs.
- 4 There should be acknowledgement of Country before all major events.
- 5 There should be retelling of Australia's history from Indigenous perspectives.

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6 People should be encouraged to add the traditional place name as part of the address when sending letters and parcels.

<ASK IF Q7_4=4 OR 5>

Q8. You said that you oppose acknowledgements of Country before all major events. Can you tell us more about why you oppose this in Australia?

{Open ended}

Q9. Please indicate how much you agree or disagree with the following statements:

{Grid, single answer per row, Reverse columns order}

- | | |
|---|---------------------|
| 1 | Strongly disagree |
| 2 | Disagree |
| 3 | Moderately disagree |
| 4 | Moderately agree |
| 5 | Agree |
| 6 | Strongly agree |

{RANDOMISE STATEMENTS}

- 1 There is too much emphasis in Australia on multiculturalism.
- 2 Money given directly to Aboriginal groups, for example on housing and health programs is often wasted because they cannot properly manage it.
- 3 New migrants to Australia receive benefits which other Australians must work for.
- 4 If Aboriginal people would only try harder, they could be as well off as other Australians.
- 5 I favour laws that permit Aboriginal and/or Torres Strait Islander persons to rent or purchase housing even when the person offering the property for sale or rent does not wish to rent or sell to them
- 6 New migrants from other cultures should be willing to adapt to the mainstream cultural values of Australia.
- 7 Aboriginal and/or Torres Strait Islander people should have a say in their affairs.
- 8 I favour the removal of laws that prohibit publicly offending or insulting people, or groups of people, based on their race, colour, nationality or ethnicity.
- 9 Aboriginal people are given unfair advantages by the Government.
- 10 Racial prejudice still exists in Australian society.
- 11 It is respectful to update place names and brands that have racist connotations or connections.
- 12 To what extent do you agree or disagree with the campaign to change the date of Australia Day from the 26th January?
- 13 To show you are reading the questions, please click 'Strongly Disagree' for this question.

Q10. Please indicate how much you agree or disagree with the following statements:

{Grid, single answer per row, Reverse columns order}

- | | |
|---|---------------------|
| 1 | Strongly disagree |
| 2 | Disagree |
| 3 | Moderately disagree |
| 4 | Moderately agree |
| 5 | Agree |
| 6 | Strongly agree |
| 7 | Don't know / unsure |

{RANDOMISE STATEMENTS}

- 1 Aboriginal deaths in custody is a serious issue that needs to be addressed by politicians and the criminal justice system.

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- 2 Traditional owners (i.e. local Indigenous community) should have power to say no to planned infrastructure (e.g. roads, energy generation) if sites of cultural heritage would be damaged in the process
- 3 The destruction of Indigenous sacred sites for any reason is unacceptable.
- 4 Indigenous Australians should have a say in the laws and political decisions that affect them.

Q11. Do you think the Australian Government should be doing more or less for First Nations peoples?

{SINGLE RESPONSE}

- 1 Should be doing more
- 2 Doing the right amount
- 3 Should be doing less
- 4 Don't know

<ASK IF Q11=1>

Q12. Why do you think the Australian Government should be doing more for First Nations peoples?

{Open ended}

<ASK IF Q11=3>

Q13. Why do you think the Australian Government should be doing less for First Nations peoples?

{Open ended}

Q14. How confident are you that you know about the traditional owners where you live (e.g. the Aboriginal and Torres Strait Islander Country, language group, or community)?

{SINGLE RESPONSE, REVERSE ORDER}

- 4 Very confident I know this
- 5 Somewhat confident I know this
- 6 I'm not sure / don't know

Q15. How often do you interact with [Indigenous] [Non-Indigenous] Australians?

{SINGLE RESPONSE, REVERSE ORDER}

- 1 A lot
- 2 A fair bit
- 3 Not very much
- 4 Not at all

Q16. How often do you hear / see racial or ethnic slurs or jokes about Aboriginal and/or Torres Strait Islander people...

{Grid, single answer per row, Reverse columns order}

- 1 Never
- 2 Rarely
- 3 Sometimes
- 4 Often
- 5 Not applicable / don't know

{RANDOMISE STATEMENTS}

- 1 At work (e.g. in your workplace)?
- 2 In social contexts / amongst friends and acquaintances?
- 3 On social media?
- 4 In public (from people you don't know)?
- 5 In a study context (e.g. school / college / university)?

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Q17. When you have heard or seen racial or ethnic slurs or jokes about Aboriginal and/or Torres Strait Islander people, what happened as a result? Please select as many as apply.

{Multiple responses}

- 1 It had no impact on me
- 2 It upset me
- 3 It upset other people
- 4 I said something to question or challenge it at the time (informally)
- 5 I said something to question or challenge it later on (informally)
- 6 I reported it at the time
- 7 I reported it later on
- 8 I asked other people how they felt about it
- 9 It wasn't bad enough to make a big issue out of it
- 10 Other
- 11 None of the above

Q18. Out of every 100 people in Australia, approximately how many do you think are Indigenous Australians? Please enter the number below.

{Numeric}

HANDLEISSUE. Which of the major parties, the Labor Party or the Liberal-National Coalition, do you think would be best for handling ...?

{Grid, single answer per row, randomize rows and columns}

- 1 Labor Party
- 2 Liberal-National Party
- 99 Don't know

- 1 Healthcare
- 2 Cost of living
- 3 The economy
- 4 Housing
- 5 Environment
- 6 Issues facing First Nations Peoples

Q19. How did you vote in the 2023 Indigenous Voice to Parliament vote?

#Voice Vote#

{SINGLE, REVERSE ORDER FOR 50%}

- 1 Yes, in support of a Voice to Parliament for Aboriginal & Torres Strait Islander people
- 2 No, not in support of a Voice to Parliament for Aboriginal & Torres Strait Islander people
- 97 Prefer not to say
- 99 I don't remember / I didn't vote

Q20. Do you think the number of immigrants allowed into Australia nowadays should be reduced or increased?

{SINGLE, REVERSE ORDER FOR 50%}

- 1 Decreased a lot
- 2 Decreased a little
- 3 Remain about the same
- 4 Increased a little
- 5 Increased a lot

DEMOGRAPHICS

Q21. Politically, do you tend to think of yourself as Liberal, National, Labor, Green, or something else?

{SINGLE RESPONSE, RANDOMISE EXCEPT 96-97}

- 1 Liberal
- 2 National
- 3 Labor
- 4 Green
- 96 Other (Please specify)
- 97 Not aligned with any party

Q22. What is the highest level of education that you have completed?

{SINGLE RESPONSE, REVERSE ORDER}

- 1 Postgraduate Degree (Masters, PhD)
- 2 Graduate Diploma or Graduate Certificate
- 3 Bachelor Degree (Undergraduate, Honours)
- 4 Advanced Diploma or Diploma
- 5 Certificate (TAFE)
- 6 Year 11 or 12
- 7 Year 10 or under
- 8 I'd prefer not to say

Q23. Which of the following best describes your current situation? Please select as many as apply.

{Multiple responses}

- 1 Currently pregnant or expecting a child
- 2 I am the parent or primary carer of at least one child under 5 years
- 3 I am the parent or primary carer of at least one child 5 to 17 years
- 4 I am the parent or primary carer of at least one adult child (18+ years)
- 5 I do not have children
- 6 Don't know
- 7 I'd prefer not to say

Q24. Which of the following best describes your employment status?

{SINGLE RESPONSE}

- 1 Employed full-time (usually 35+ hours of paid work per week)
- 2 Employed part-time (usually less than 35 hours of paid work per week)
- 3 Home duties
- 4 Self-employed
- 5 Student
- 6 Retired
- 7 Not employed / looking for work
- 8 Other

Q25. What is your approximate annual household income before tax? That is, the combined income of all members of your household.

{SINGLE RESPONSE}

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- 1 Less than \$25,000
- 2 Between \$25,000 and \$74,999
- 3 Between \$75,000 and \$124,999
- 4 Between \$125,000 and \$199,999
- 5 Between \$200,000 and \$299,999
- 6 More than \$300,000
- 7 Don't know
- 8 I'd prefer not to say

Q26. How would you describe the area that you live in?

{SINGLE RESPONSE, REVERSE ORDER}

- 1 More than 5km from the nearest town
- 2 Within a rural town or its surrounds
- 3 Within a major regional city
- 4 Within a capital city

Q27. Do you speak a language other than English fluently?

{SINGLE RESPONSE}

- 1 Yes
- 2 No, but my parents speak/spoke a language other than English
- 3 No
- 4 I'd prefer not to say

Q28. What languages other than English that you or your parents speak?

{MULTIPLE RESPONSE}

- 1 Aboriginal and Torres Strait Islander Languages
- 2 Mandarin
- 3 Arabic
- 4 Cantonese
- 5 Vietnamese
- 6 Greek
- 7 Italian
- 8 Filipino/Tagalog
- 9 Hindi
- 10 Spanish
- 11 Korean
- 12 Persian/Dari
- 13 Nepali
- 14 Punjabi
- 15 Bengali
- 16 Indonesian
- 17 Other
- 18 Prefer not to say

Q29. This is a quality control question. Please write the topic of this survey below.

{OPEN ENDER}

[CLOSE] Thank you for your feedback. We greatly appreciate the time you have taken to respond to this survey.



**Australian
Polling Council
Quality Mark**

Long Methodology Disclosure Statement

This survey covered topics that many people find distressing. If you feel distressed and in need of support, we encourage you to make use of the support services listed below.

You can also discuss issues like anxiety and depression with your GP who may refer you to local support services.

Lifeline Crisis Support: 13 11 14

Beyond Blue Support Service: 1300 22 4636

Aboriginal Counselling Services:

Ph: 0410 539 905

Email: admin@aboriginalcounsellingservices.com.au

Web: www.aboriginalcounsellingservices.com.au

Questions asked prior which may have materially influenced results (F2f.)

Not applicable

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