

AMPLIFY Insights

2025 Annual National Insights

About AMPLIFY Insights

AMPLIFY's second annual national survey seeks to understand what Australians care about most, and how they see the nation's biggest challenges.

We surveyed 4,000 Australians from all walks of life, ensuring a nationally representative sample by age, gender, and location.

The survey was conducted by Resolve Strategic on behalf of AMPLIFY, with data collected between 1-15 July 2025 using 'research only' panels. Our notional error margin was +/- 1.5%.

The survey explored five major themes: ambition and vision for Australia's future, trust in institutions, social and generational divides, political polarisation, and housing.

The results show where public opinion is shifting, and what needs to be done to rebuild the promise to Australians - before it's too late.

The promise is broken

For decades Australians have enjoyed a **rising standard of living**, the expectation of a **fair go for all**, and a belief that the next generation would enjoy **greater opportunity** than the last.

Now, 71% of Australians agree this promise has been **broken**.

Through our research we aim to get a better understanding of how Australians see the big issues, and how we can work together to rebuild the promise – before it's too late.

What we learnt from AMPLIFY Insights 2025

1. Pressure is rising for everyday Australians

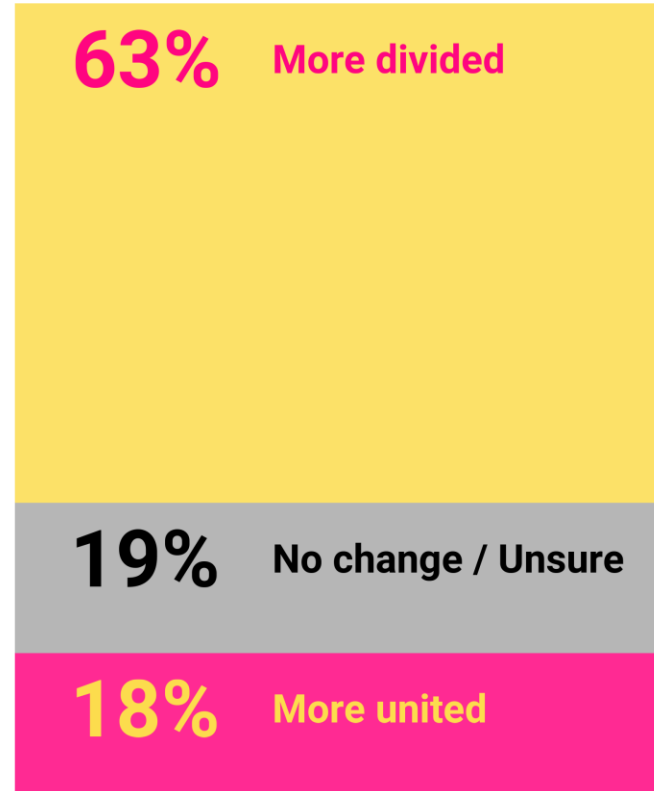
Australians are feeling the strain of rising living costs and deepening inequality, many with a growing sense of being left behind. Only 1 in 4 believe standards of living will improve and nearly two thirds feel the country is becoming more divided.

2. Political trust is eroding, but there is a community fix

Many Australians don't trust politicians to deliver meaningful reform. They see leaders as out of touch, slow to act, and unresponsive to the experiences of real people. People want leaders who listen, act with integrity, and understand real life. While confidence in government is low, Australians still trust their communities to help solve the big issues and want to have a more direct say in the issues that matter to them.

Australians feel the country is becoming more divided

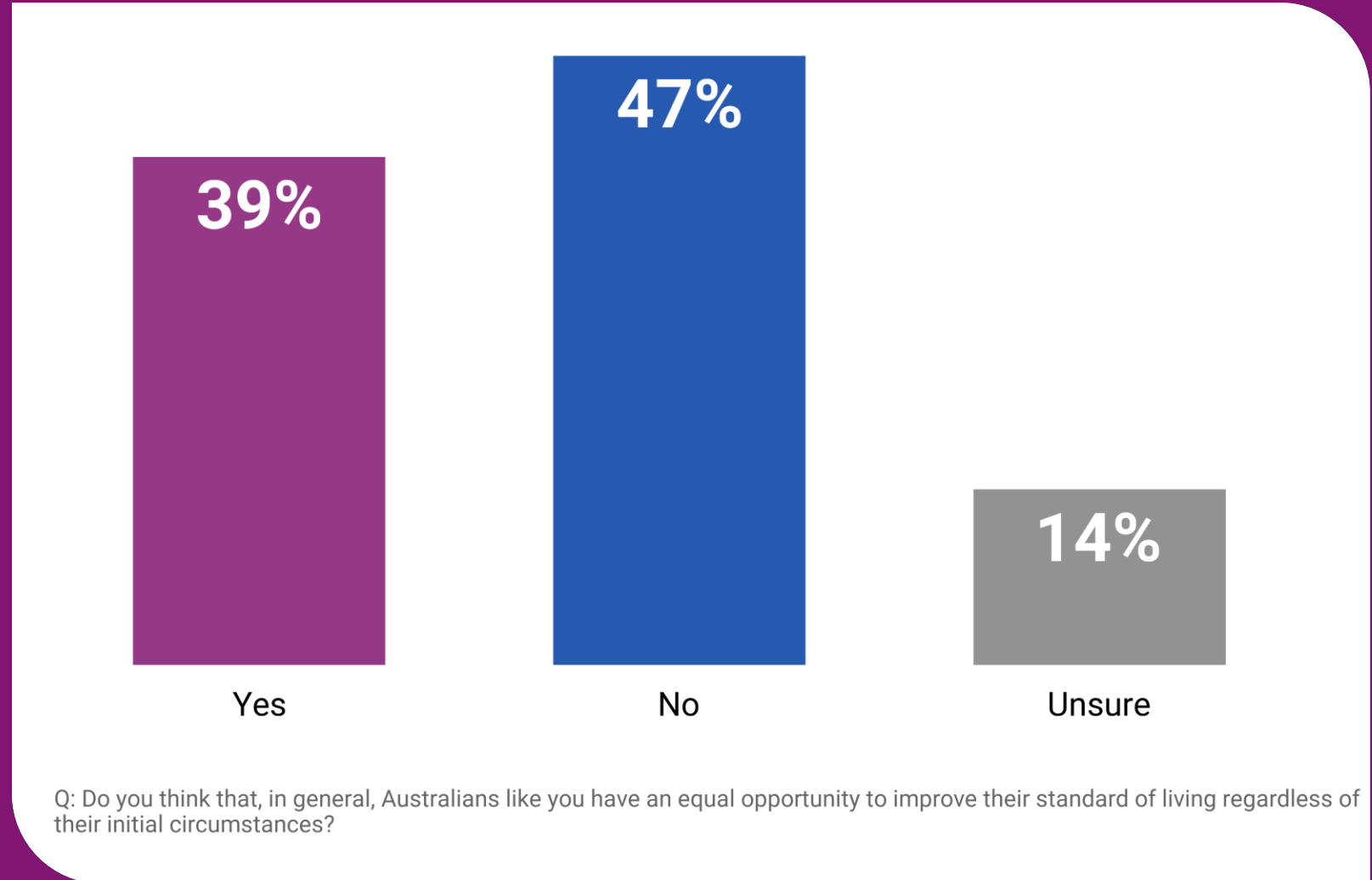
- 63% of Australians believe we are becoming more divided when it comes to issues, party and politics
- 56% of Australians believe that we share a common understanding of what it means to be Australian, but when asked to give a definition we see a large range of views
- *"So what does it mean to be Australian ... it's not something anyone talks about. What is it to be Australian to be so crushed with debt you can't have kids?"*



Q: And, more generally, do you find that Australia is becoming more unified or more divided when it comes to issues, policy and politics?

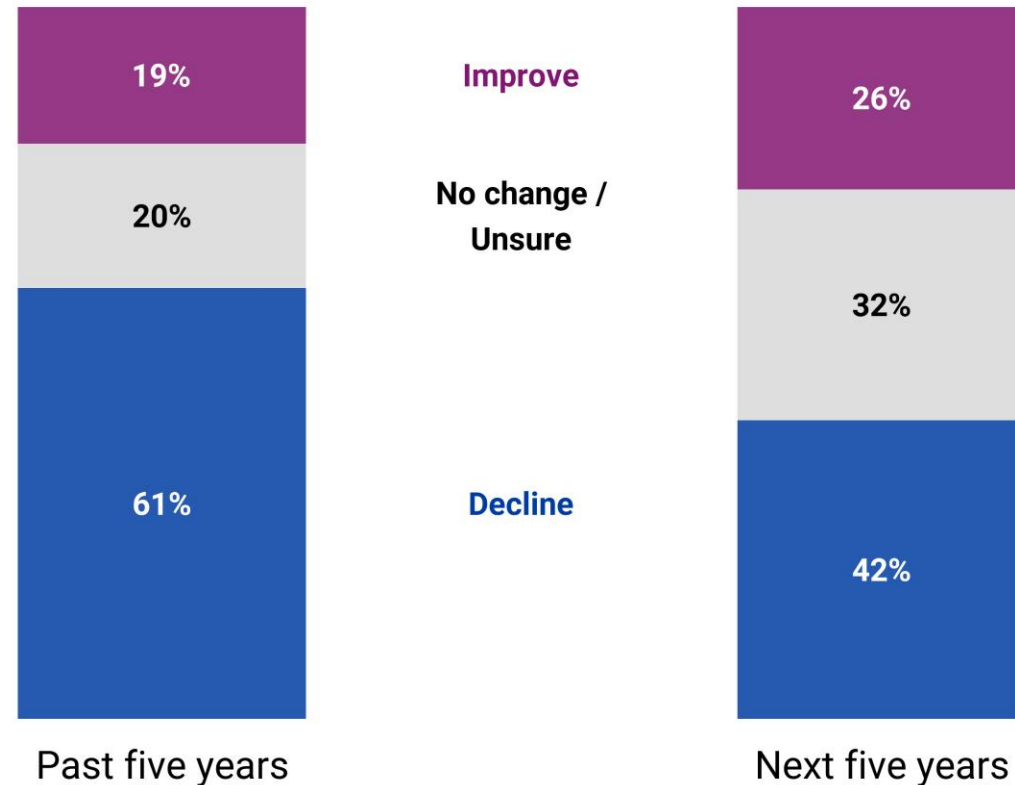
The promise of a fair go is fading

- Only 4 in 10 think Australians have an equal opportunity to improve their standard of living.
- Australians are particularly worried about cost of living pressures and housing for the next generation, with only 16% feeling that the next generation will have greater opportunity than the last.
- *"There's no way in the world today that a young boy from Housing Commission would be able to become the Prime Minister"*



Living standards are declining and optimism for the next 5 years is low

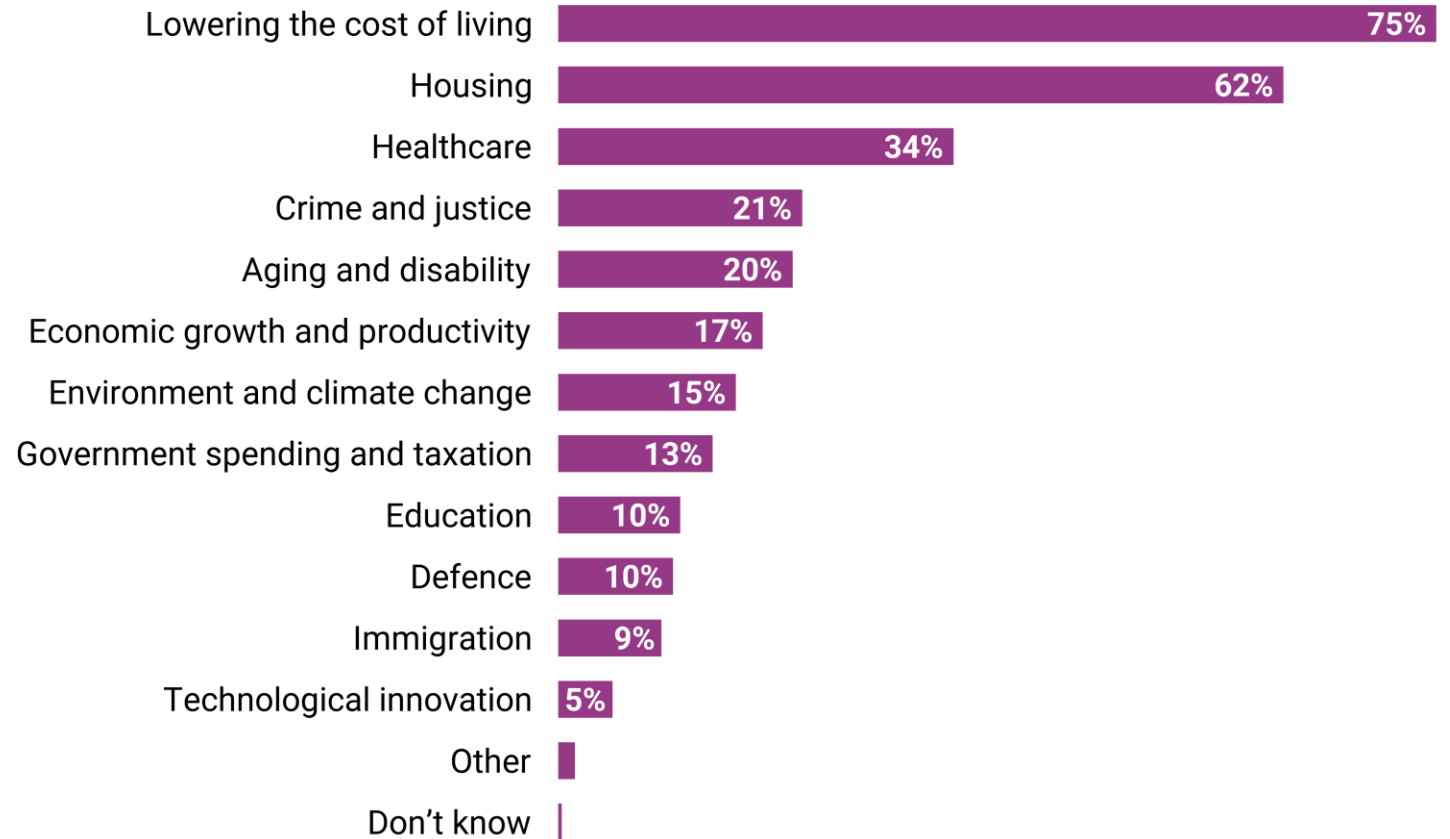
- 61% say living standards are declining, driven by rising cost of living
- Only 1 in 4 expect things will get better over the next 5 years
- Women are the hardest hit and are less optimistic about the future
- *"It just feels like we are here surviving. That's what it feels like."*



Q: Thinking about the past / next five years, would you say your standard of living has...?

People feel squeezed by cost of living, housing and health care.

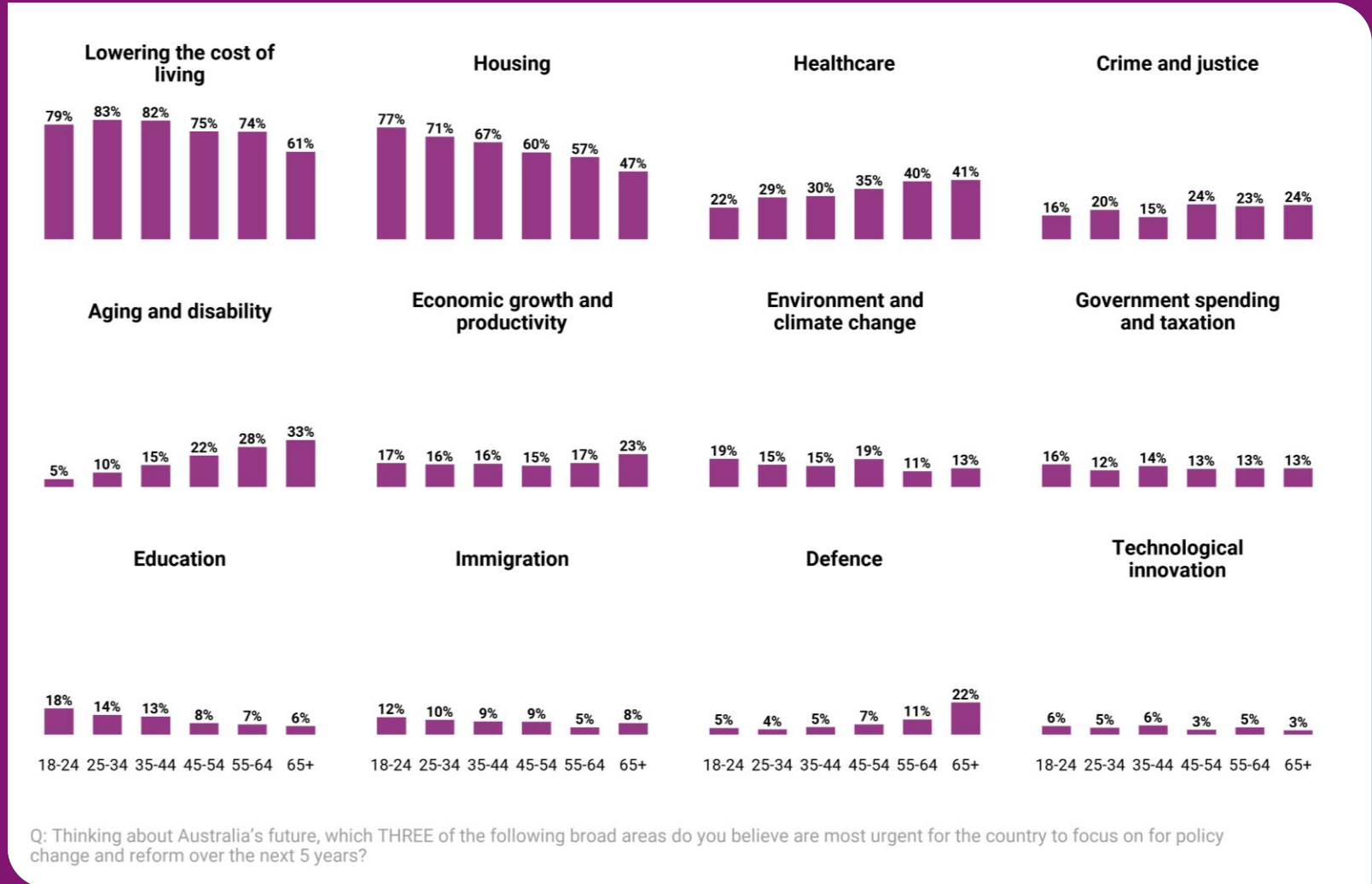
- **Cost of living and housing top Australians' priorities for urgent policy reform** - consistent across all generations, politics, and regions.



Q: Thinking about Australia's future, which THREE of the following broad areas do you believe are most urgent for the country to focus on for policy change and reform over the next 5 years?

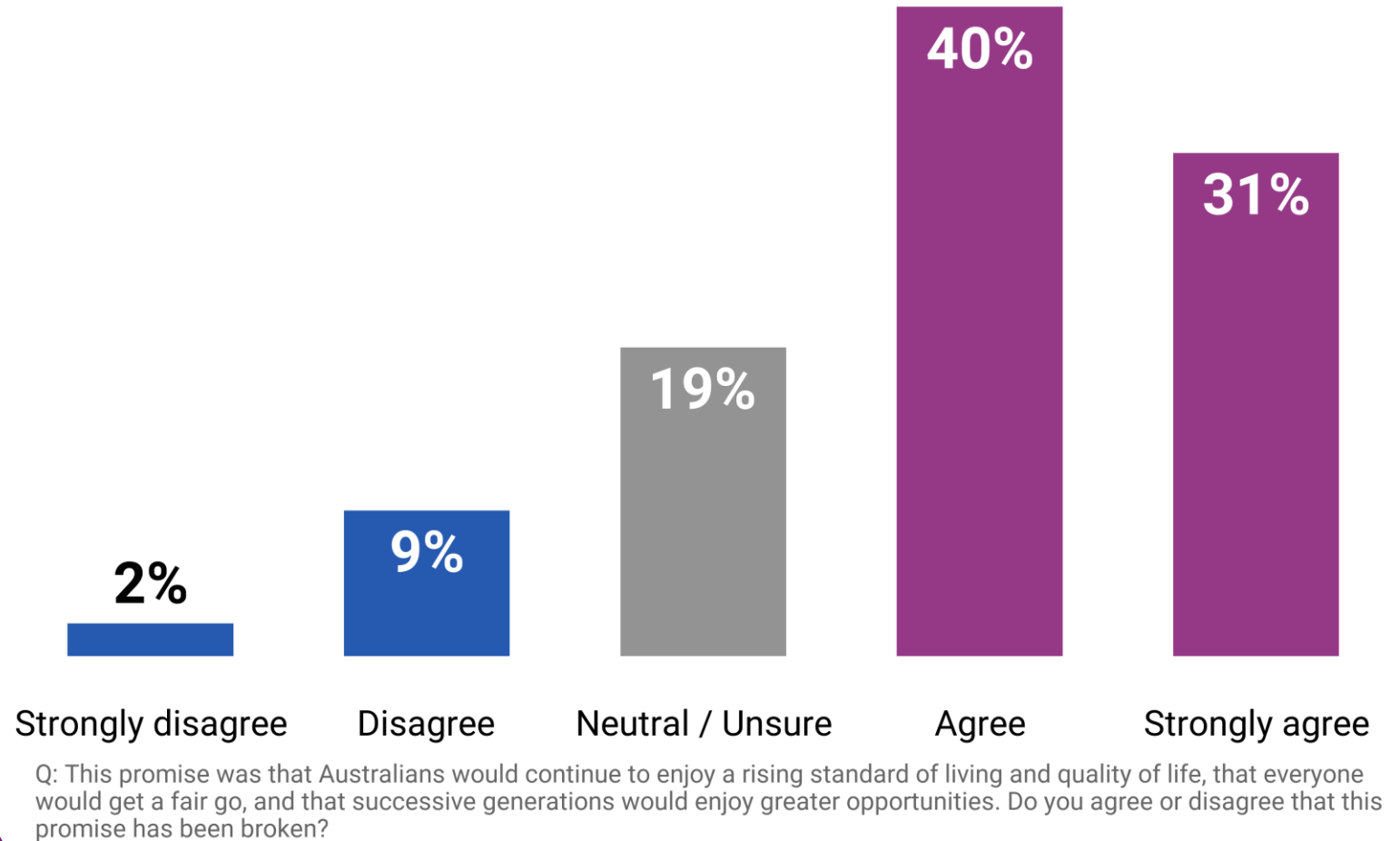
Addressing the cost of living and housing demands urgent action

- Younger Australians prioritise housing and are more likely to push for skills and technology reform than older cohorts.
- Older Australians place greater urgency on reforms in ageing, disability and healthcare.



Seven in ten say the Australian promise is broken

- 71% agree that with the statement that the promise of higher living standards, a fair go and greater opportunities has been **broken**.
- "...the Australian promise, the promise that every generation will do better than the next... my parents did better than their grandparents, but it's no longer true, because I'm no longer able to afford a house, and I'm in my mid-thirties."



While trust in government is eroding, there's a community fix

Australians are united in their frustration: politicians don't listen, don't understand everyday concerns, and fail to deliver results.

Australians want three simple things from their political leaders: **understanding** of their lives, **honesty** in their communication, and **courage** to do what's right.

Despite confidence in government waning, Australians trust each other more than ever to make the right decisions for our country.

In fact, majority of Australians want more direct ways to engage on the issues that matter to them and make a real difference.

Politicians are seen as out of touch, self-serving, and ineffective

- People are overwhelmingly negative about politicians.
- 'Completely out of touch with the average person and the struggles they face'.
- 'People who are out to feather their own nest, not care for voters'
- 'Smart but gutless and scared to stand up with strong opinions'
- Most people appreciate being a politician is a tough gig and wouldn't consider running for office – due to the pressures, lack of privacy and political culture.



What people want instead: leaders who understand, who have integrity and courage

Out of touch

“ Completely out of touch with the average person and the struggles they face ”

- Seen as simply not understanding the issue and concerns of everyday Australians.
- Often linked back to living different lives, lacking experience of ‘real life’.

Self-interested

“ People who are out to feather their own nest, not care for voters ”

- Seen as more interested in pushing their own career or wealth than the public good.
- Some see this due to individuals being corrupt, while others view politicians as fame-hungry or careerist.

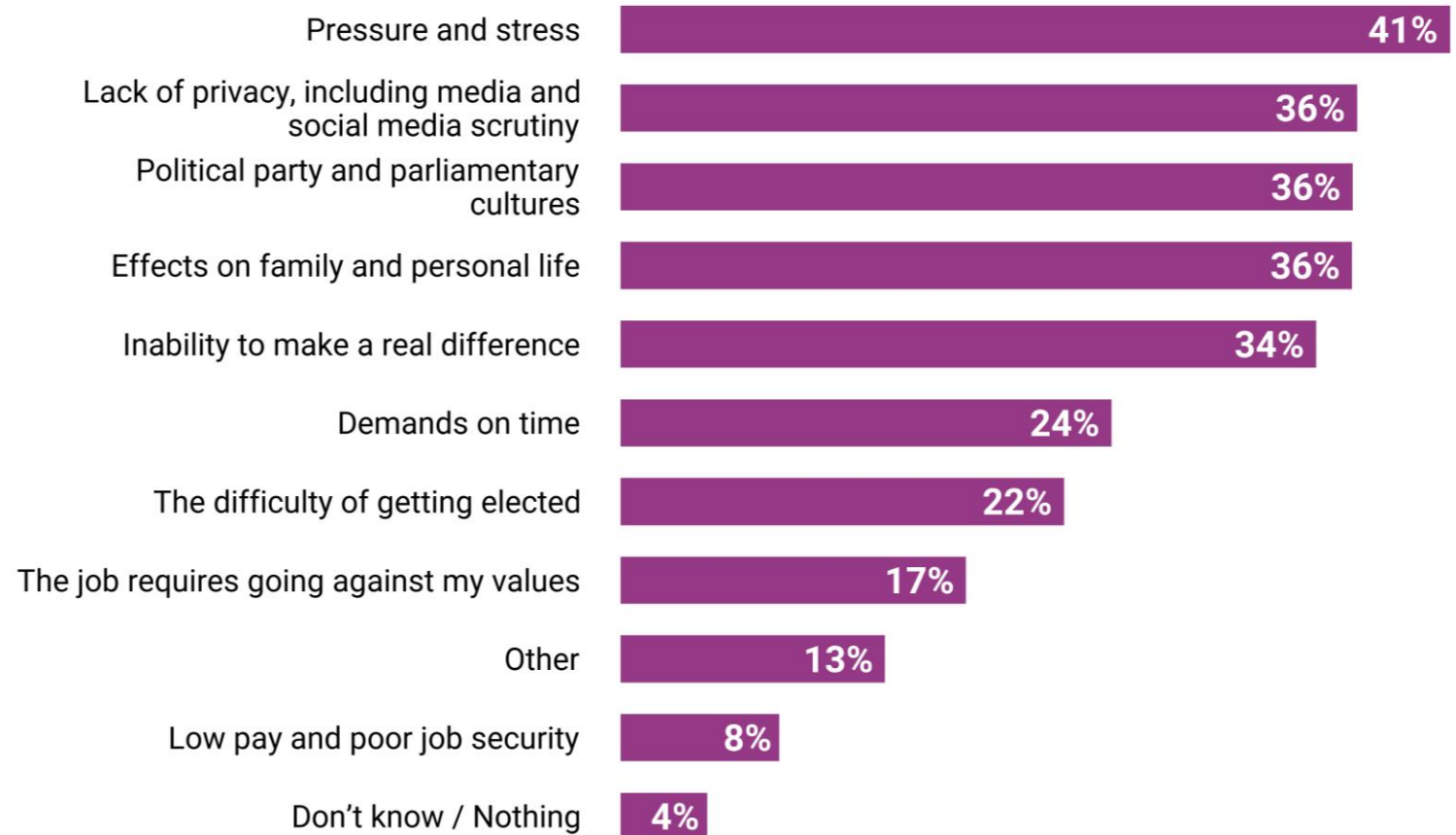
Lack courage

“ Smart but gutless and scared to stand up with strong opinions ”

- Seen as unwilling or unable to pursue the correct policies due to a lack of courage.
- Some link this back to being bound by their parties, or due to a lack of capability or capacity.

Why people won't run for office: pressure, scrutiny and party culture

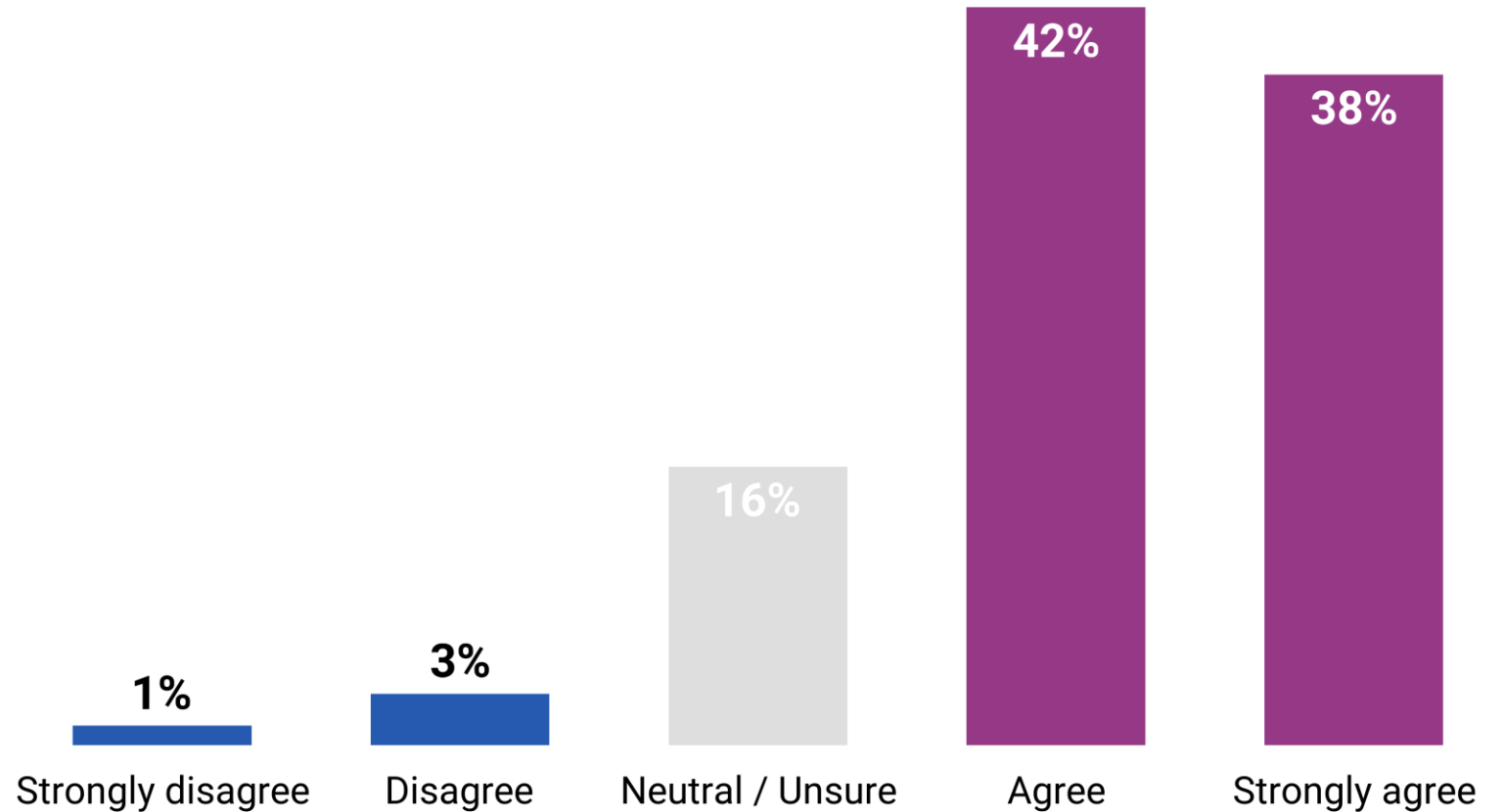
- 75% of people say that they would never run for public office, with pressure and stress, lack of privacy, political culture, impact on family life and inability to make a difference all cited as major barriers.
- Low pay and poor job security was the least popular barrier, with many free text responses describing politicians as over-paid.



Q: What discourages people like you from becoming a politician in Australia?

Australians agree great leaders matter, but don't agree on what makes them great

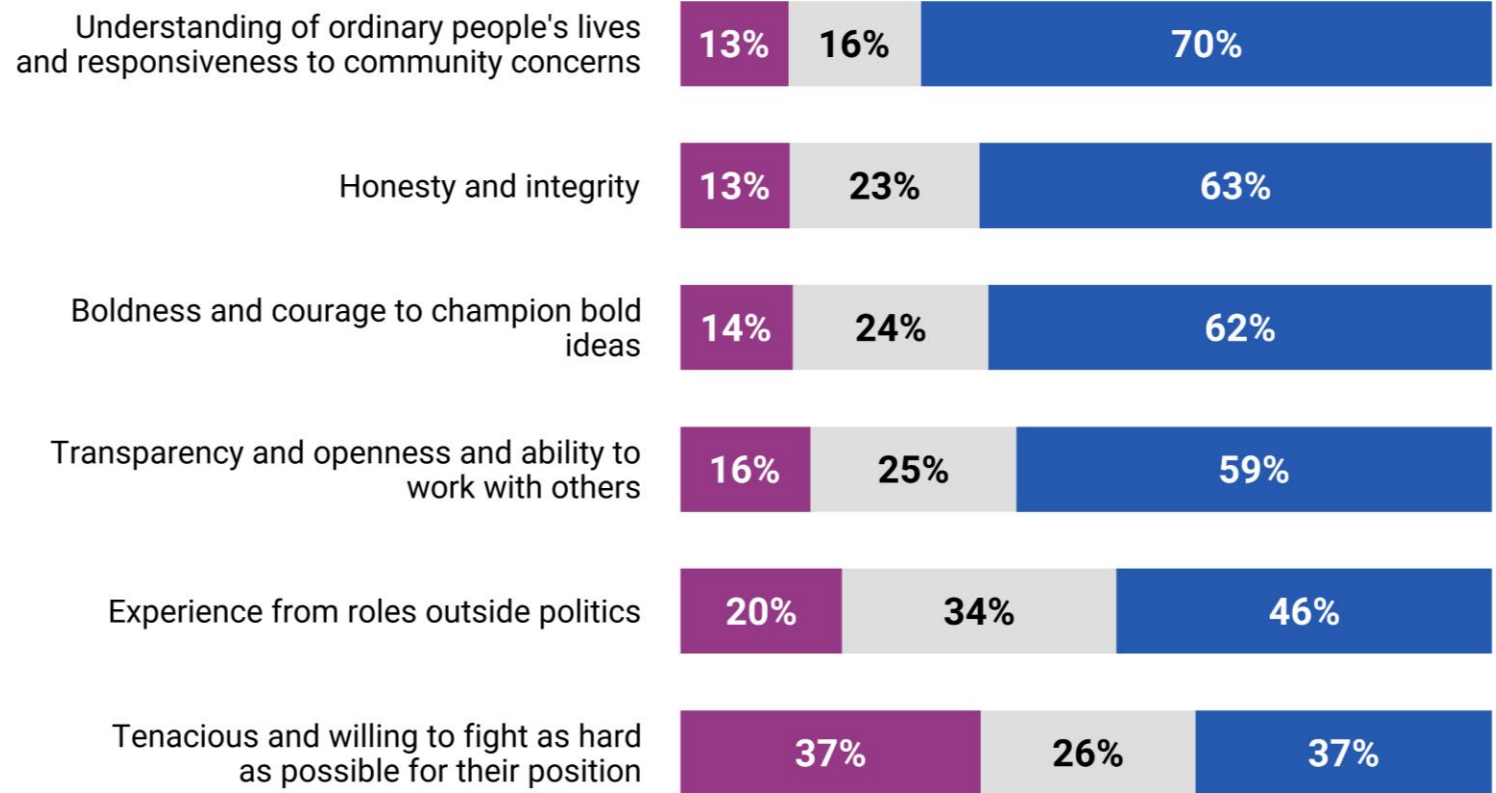
- 8 in 10 agree that people with exceptional capability would make a difference.
- Both our open text responses and the responses to the questions on politician traits suggest that people have differing ideas about what this means in practice - with more of a focus on character than competence.
- *"Not everybody with a high IQ should run ... emotional intelligence is what you need."*
- *"The key skill to have is... taking responsibility"*



Q: To what extent do you agree or disagree with the following statement: "Australia would be a significantly better country if more people of exceptional capability were encouraged and supported to run for office"?

What do Australians want most from their politicians? Understanding, honesty, and courage.

- When asked about the qualities of politicians, 70% view them as **out of touch** and 64% view them as **lacking honesty and integrity**.
- Respondents spoke about the need for exceptional capability, but spoke about a wide range of skills - politicians that cared more, were willing to personally sacrifice and looked more like people themselves.

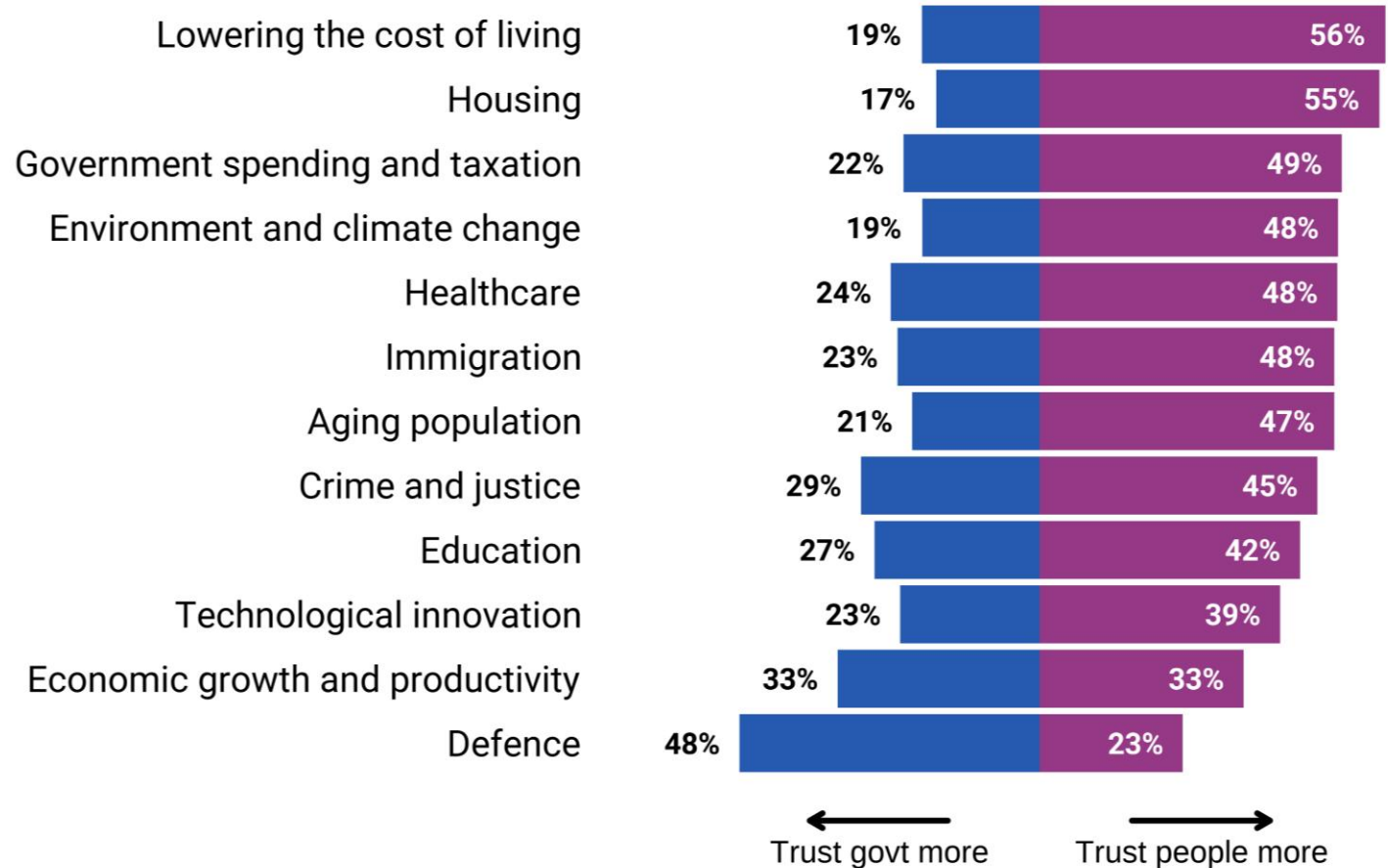


Well Neutral / Unsure Not well

Q: Thinking of politicians in general, how well do you think they demonstrate the following qualities?

Trust in each other remains strong

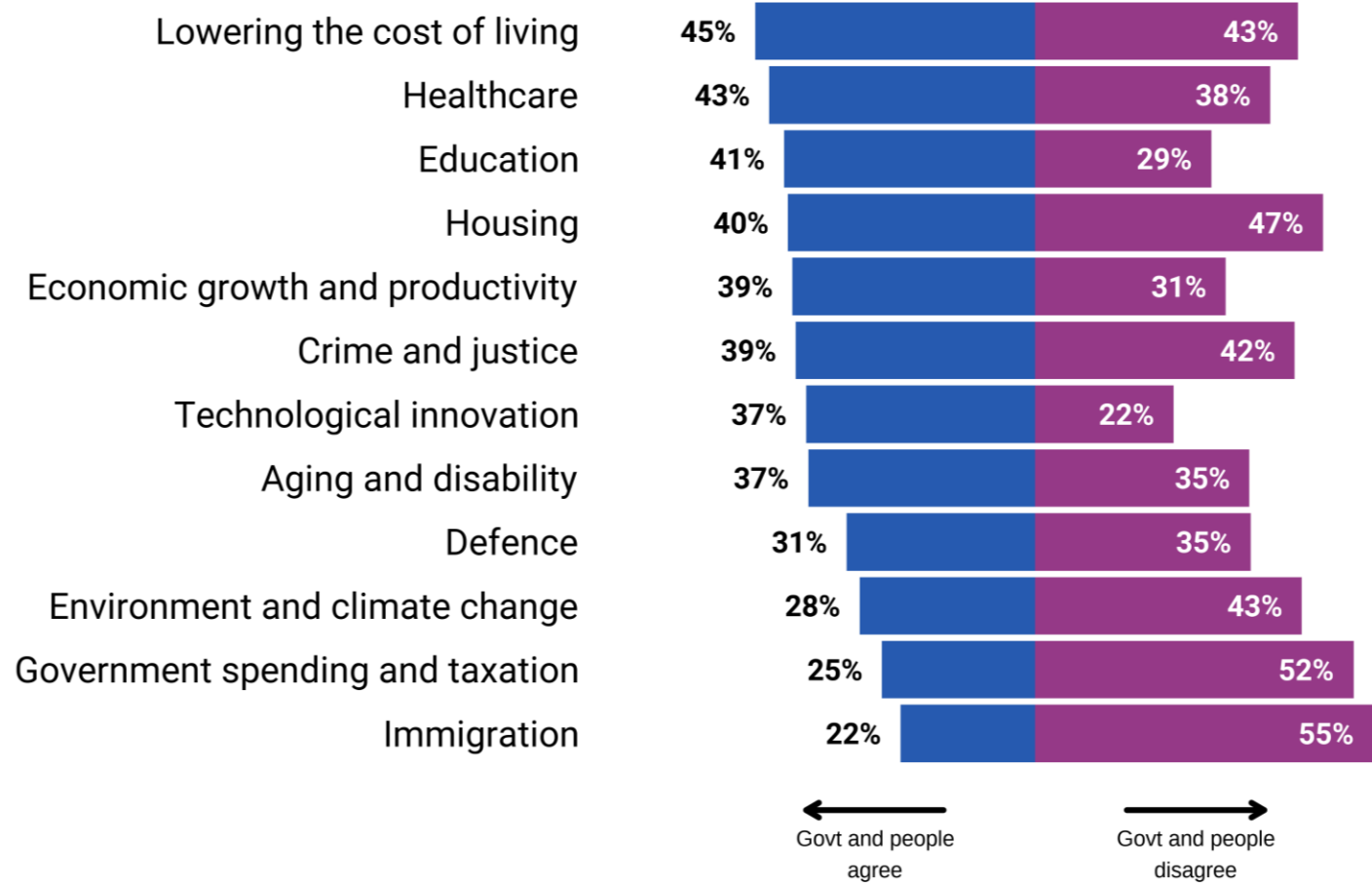
- People trust their fellow Australians more than government on most issues.
- Cost of living and housing are the two issues that Australians feel require most urgent reform are also the ones that people trust each other to drive change.



Q: Thinking about policy direction, please select whether you would trust the government or the Australian people more on making the right decision for the country in each of the following areas.

The biggest perceived disconnect: immigration, tax, and housing

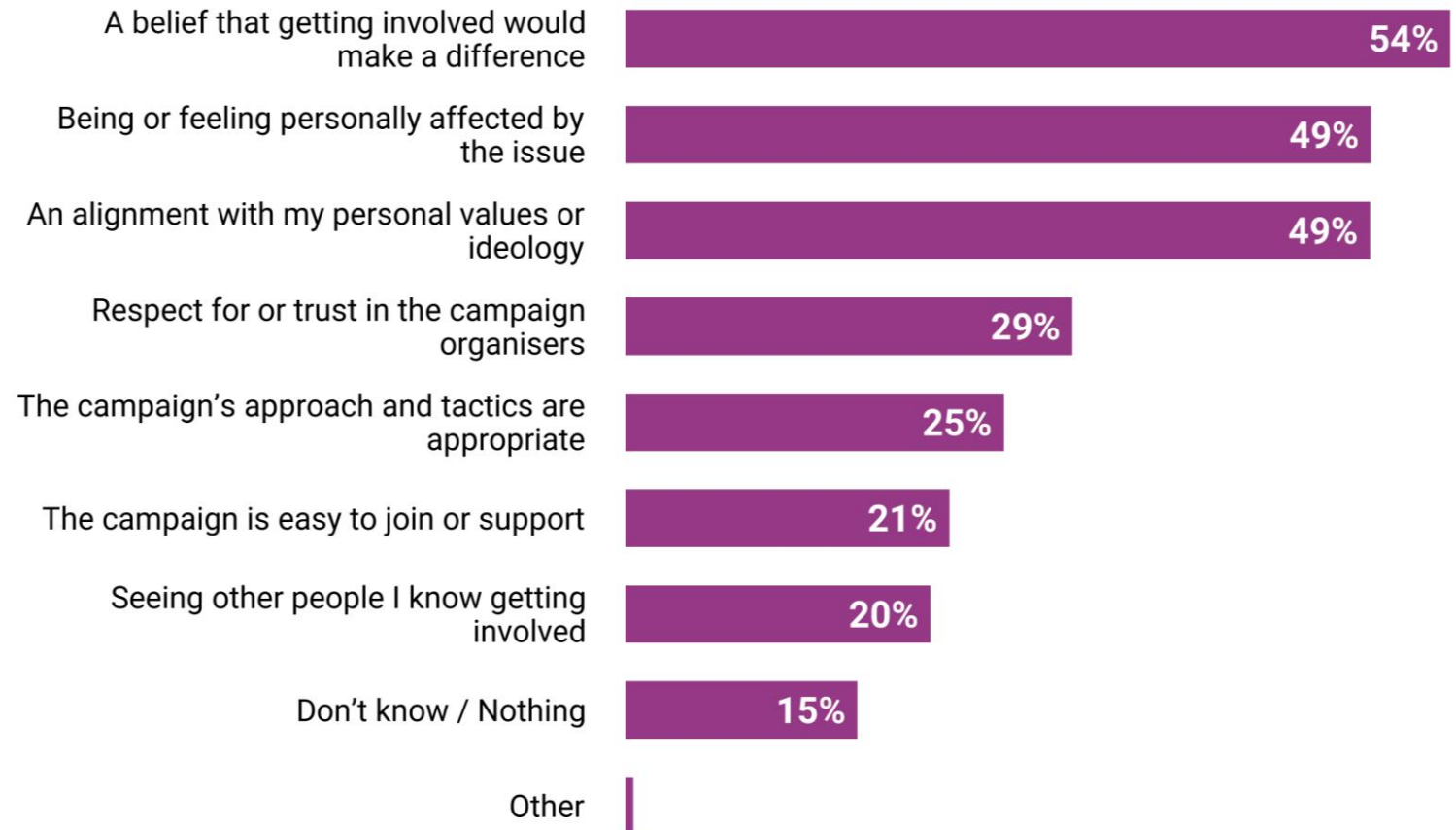
- When asked where the government and the people agree on the urgency and solutions, people see the largest disconnect in immigration, government spending & taxation, and housing
- For cost of living, we see a relatively even split between those who feel that there is agreement and those that don't.



Q: For each of the issues below, do you think politicians and ordinary people agree or disagree on the urgency and solutions?

Australians want a way to make a real difference

- People say they'd get involved in a public campaign if they felt they could make a difference, if they were personally affected by the issue, or if there was alignment with their values.
- This reinforces wider evidence that the community wants more direct ways to engage on the issues that matter to them
- This is particularly critical when they feel that their voice is not having an impact through their political representatives.



Q: Which of the following would encourage you to support or get involved in a public campaign?

We need to act – while we still can.

AMPLIFY brings Australians together to confront hard truths, shape bold solutions, and advocate for change to rebuild the promise.

Find more about our work at www.amplifyaus.org