



Momentum Intelligence

Industry Insight Report: Election Edition



Evaluating the attitudes, voting preferences, and considerations of selected Australian sectors to inform and shape policy decisions.

February 2022

After 29 years of uninterrupted economic growth, in 2020 Australia found itself in the midst of a global health and economic crisis. Arriving after a number of other significant challenges including drought, bushfires and floods, our prosperous nation has been left wondering what the future will look like for many of us.

As the Federal Government grappled with the right policy settings to respond to the COVID-19 pandemic, airlines were grounded overnight, lockdowns forced businesses to close or attempt to go into hibernation, entire industries were forced online, and the Australian Defence Force was again mobilised to assist the community.

While new variants and outbreaks still pose policy dilemmas, Australia has avoided the severest health and economic impacts experienced by other nations. Unemployment is low and business confidence is rebounding. The agility of Australian industry and business in responding to the crisis has been part of this relative success.

It is against this backdrop that Australia goes to the polls this year for the 2022 federal election, due by May 21 if the Government intends to hold a normal (House of Representatives and half-Senate) federal election. While there is no shortage of research about how the political leaders and parties are faring with Australian voters, there is little research into the views and attitudes of Australian business and industry. This is what Momentum Intelligence *Industry Insight Report* has set out to find out.

Momentum Intelligence is pleased to release the results of the *Industry Insight Report*, which seeks to survey the attitudes, preferences and considerations of the sectors which we serve to close the gap between those in Canberra and industry. As we continue to discover how to balance the public health response with a return to normality, it is crucial we continue to listen to business and industry.

While this report does not seek to provide a whole-of-population view on the political preferences of Australians, it does offer insights into the opportunities for the Government and Opposition to understand sector-specific issues and to inform policy-making that may affect these businesses and the people they employ.



A stylized, handwritten signature in black ink, appearing to read 'MJ' followed by a flourish.

Michael Johnson,
Director, Momentum Intelligence



Who is Momentum Intelligence?



Momentum Intelligence is a wholly Australian-owned B2B market research and analytics firm based in Sydney. We conduct market research to help business leaders roadmap their strategic goals.

The *Industry Insight Report: Election Edition* seeks to highlight and amplify the voices of the sectors in which it operates in relation to political preferences. We intend to repeat the survey on an annual basis, allowing us to derive longitudinal insights.

Momentum Intelligence was established in 2008 and is a trusted research partner that conducts research to deliver brand insights, competitive analysis, industry thought-leadership and more to Australia's professional services, financial services, property, defence industry and aviation sectors.

Our deep understanding of business audiences coupled with our robust research methodologies enables us to produce dynamic market intelligence from the source to guide informed decision-making.

Momentum Intelligence is trusted by a range of large financial institutions, leading business software providers and media outlets to uncover meaningful and actionable insights that enable them to drive growth, connect with their stakeholders and create meaningful relationships.

Our research has been quoted in the House of Representatives Standing Committee on Economics, *The AFR*, *The Australian* and Channel 7 News with insights that have helped the media and the broader public understand specific industry issues that may impact consumer outcomes.

For more information, please visit
<https://www.momentumintelligence.com.au>



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The *Momentum Intelligence Industry Insight* survey was conducted between 1–15 December 2021 via an online self-administered survey.

A range of professionals and sector participants across Australia were invited to complete the online questionnaire. Invitations were distributed via email across Australia's mortgage lending, financial advice and wealth management, accounting services, legal services, real estate services, aviation and defence and national security sectors.

A total of 3,257 responses were received. After an extensive data validation process, a usable sample of 2,842 complete and valid responses were identified and form the basis of the usable sample used to report these findings.

For the purpose of sector representative analysis, responses have been weighted by age and gender using iterative proportional fitting method for known populations of their relevant sectors. More information relating to observed and weighted sample sizes of each sector are available in Appendix A.

Findings exploring the overall results of the sample have been equally weighted across sectors to negate any impacts of larger sample sizes in individual cohorts of respondents.

Due to the lack of available population data, Defence and Aviation sector participants have been reported at their observed values. Based on the minor impact of weighting on the remainder of the sectors, we estimate this to have an immaterial impact on the underlying survey findings.

Population values have been derived from sources such as data from ABS Census 2016 (Census of Population and Housing, 2016, TableBuilder), reports from professional bodies or other third-party sources.

Key facts

Sample size: 2,842 participants

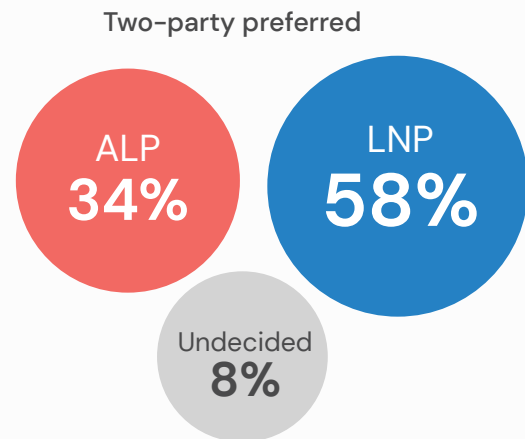
Sectors: Mortgage lending (n=408), financial advice and wealth management (n=320), accounting services (n=429), legal services (n=360), real estate services (n=223), aviation (n=786) and defence and national security (n=316).

Survey period: 1–15 December 2021

Key Findings

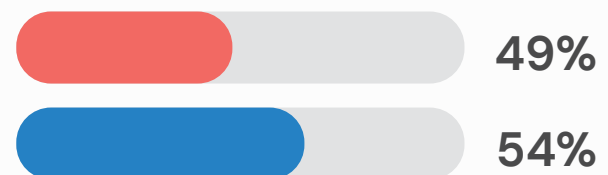
Six out of seven sectors surveyed prefer a Coalition government and Scott Morrison as Prime Minister.

The majority of sectors surveyed preferred a Coalition Government over a Labor Government on a two-party preferred basis, with Legal Services the only sector to prefer a Labor Government and Anthony Albanese as preferred prime minister.



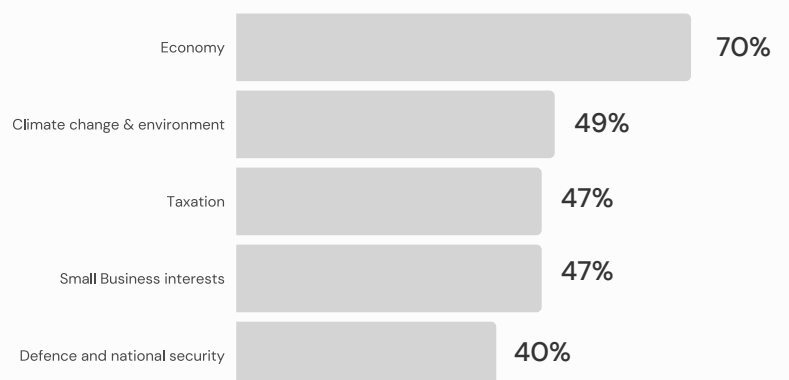
One in two voters are not completely certain they will vote for their current preference on election day.

Voters are still evaluating their preferences ahead of the federal election. Only Half of all voters, on both sides of politics, indicated they're "completely certain" that they will follow through with their current preference on election day.



Management of COVID-19 not a primary consideration for industry ahead of next election.

The Economy and Climate change, as well as Defence and National Security were the most commonly placed issues in the top 5 considerations of each sector, ahead of the Management of COVID-19.



Preference flows

Momentum Intelligence *Industry Insight Report* suggests that the Liberal National Coalition is the preferred party among a range of Australian sectors surveyed if the federal election for the House of Representatives was held today.

The results were determined based on a two-party preference system (2PP) based on primary and second preferences. Professionals from the Mortgage Lending Sector, Real Estate Services Sector, and Financial Advice and Wealth Management Sector are more likely to preference the Liberal – National Coalition. The Legal Services sector is more likely to preference the Australian Labor Party (ALP).

Figure 1.1: Preference flows (all sectors)

Two-party preferred of Australian industries

Preference flows based on primary vote and secondary preferences within the two-party preferred system.
Sample size: 2,842 (All respondents)

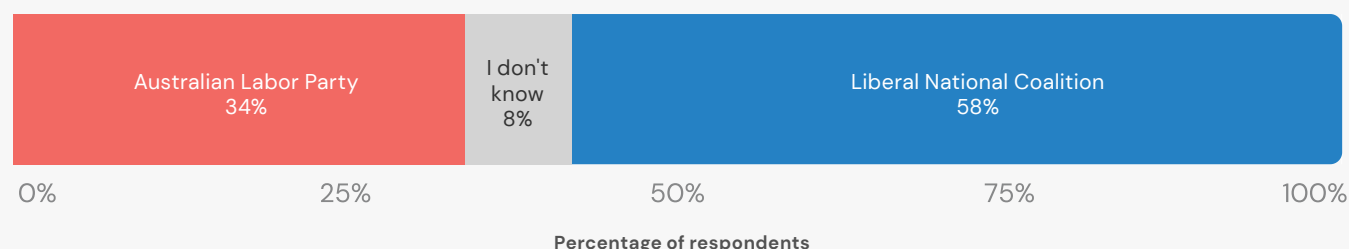
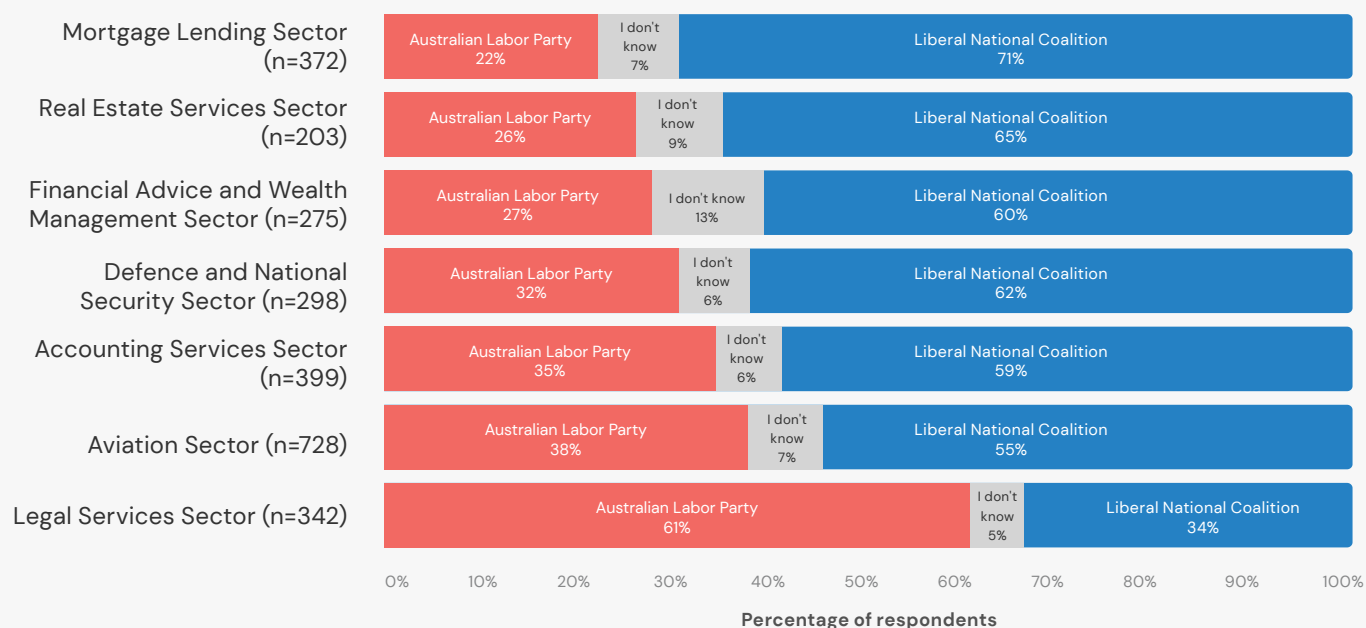


Figure 1.1: Preference flows

Two-party preferred of Australian industries

Preference flows based on primary vote and secondary preferences within the two-party preferred system.
Sample size: 2,842 (All respondents)



Preferred prime minister

Momentum Intelligence *Industry Insight Report* found that Scott Morrison is the preferred prime minister across a range of Australian sectors surveyed.

The current prime minister was preferred by a majority of respondents over Opposition Leader Anthony Albanese, with the greatest margin seen in Mortgage Lending and Real Estate Services Sector.

However, the current Opposition Leader received greater support in the Legal Services Sector, with these professionals more likely to believe that Anthony Albanese would make a better prime minister.

1 in 5 respondents were undecided as to their preference of prime minister.

Figure 1.2: Preferred prime minister (all sectors)

Preferred prime minister of Australian industries

If you had to choose, who do you believe would make a better prime minister?
Sample size: 2,842 (All respondents)

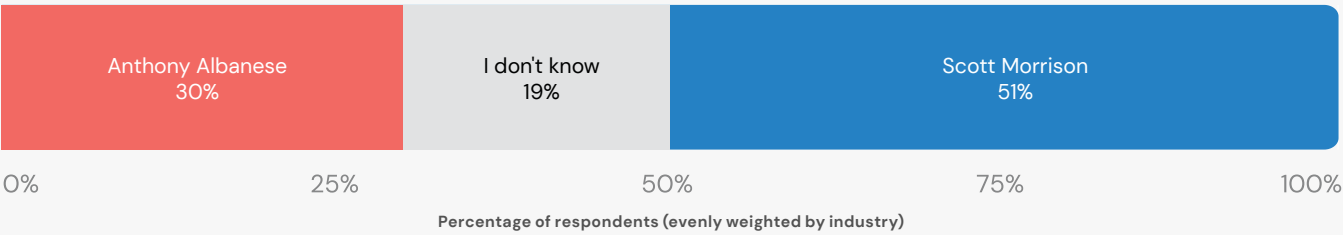
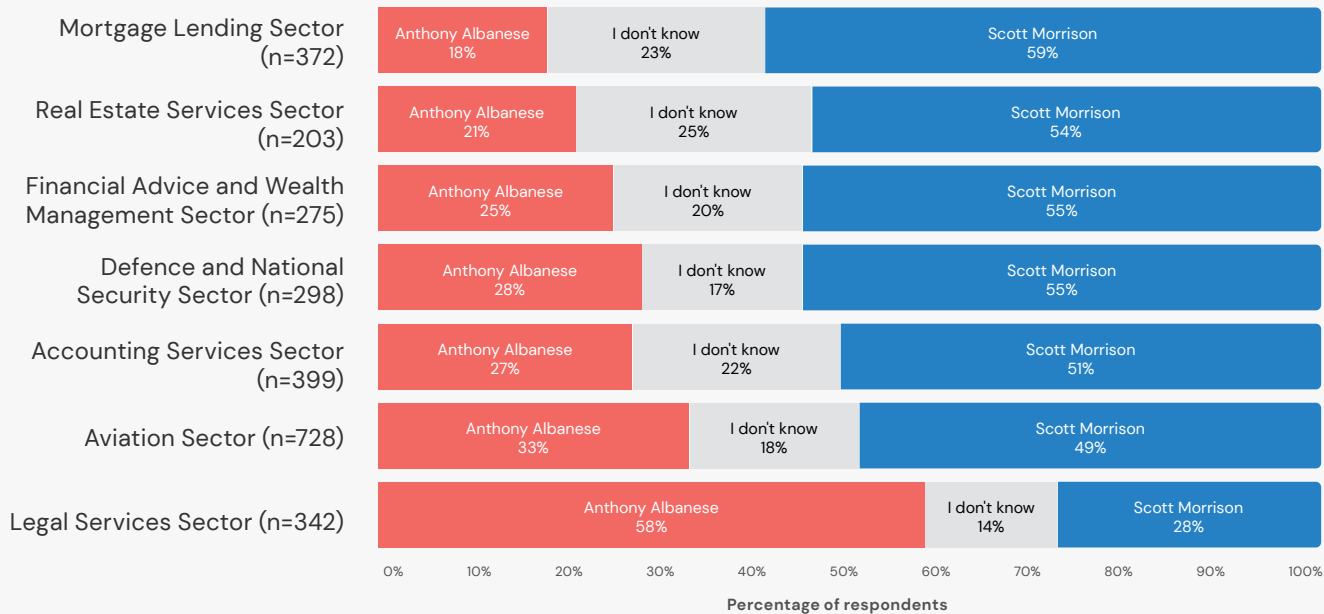


Figure 1.2: Preferred prime minister

Preferred prime minister of Australian industries

If you had to choose, who do you believe would make a better prime minister?
Sample size: 2,842 (All respondents)



Certainty of voting intentions

Momentum Intelligence *Industry Insight Report* suggests that a range of voters are still not certain about their voting preference. With the next federal election due to be held in the first half of 2022 and new policies yet to be announced by both major parties, voters have time to consider their intentions and voting preferences.

Approximately half of voters surveyed, for both the ALP and Coalition, are not “Extremely certain” about their voting decision. This indicates an opportunity for both parties to clarify their positions on sector-specific issues that may drive voters to switch their preferences.

Figure 1.3a: Certainty of voting intentions

Certainty of voting intentions of Australian industries

How certain are you that you will follow through with your vote (or preference rank) for the selected party when the forthcoming federal election is held? Answers provided on a scale of “Extremely certain” (5) to “Not certain at all” (1).
Sample size: 2,566 (All respondents excluding “I don’t know preferences.” Industries weighted evenly.)

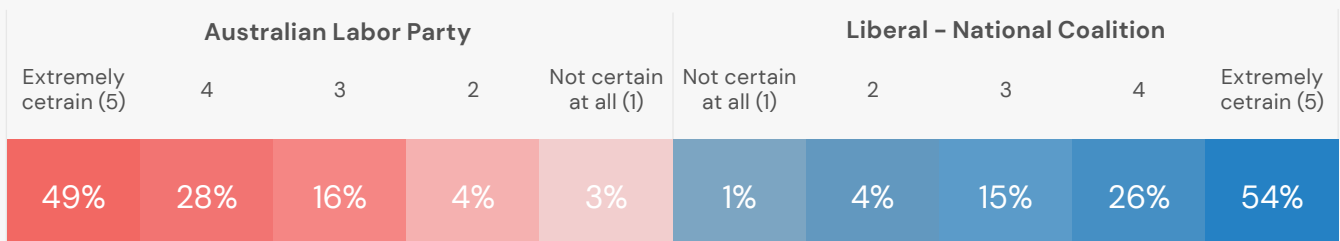
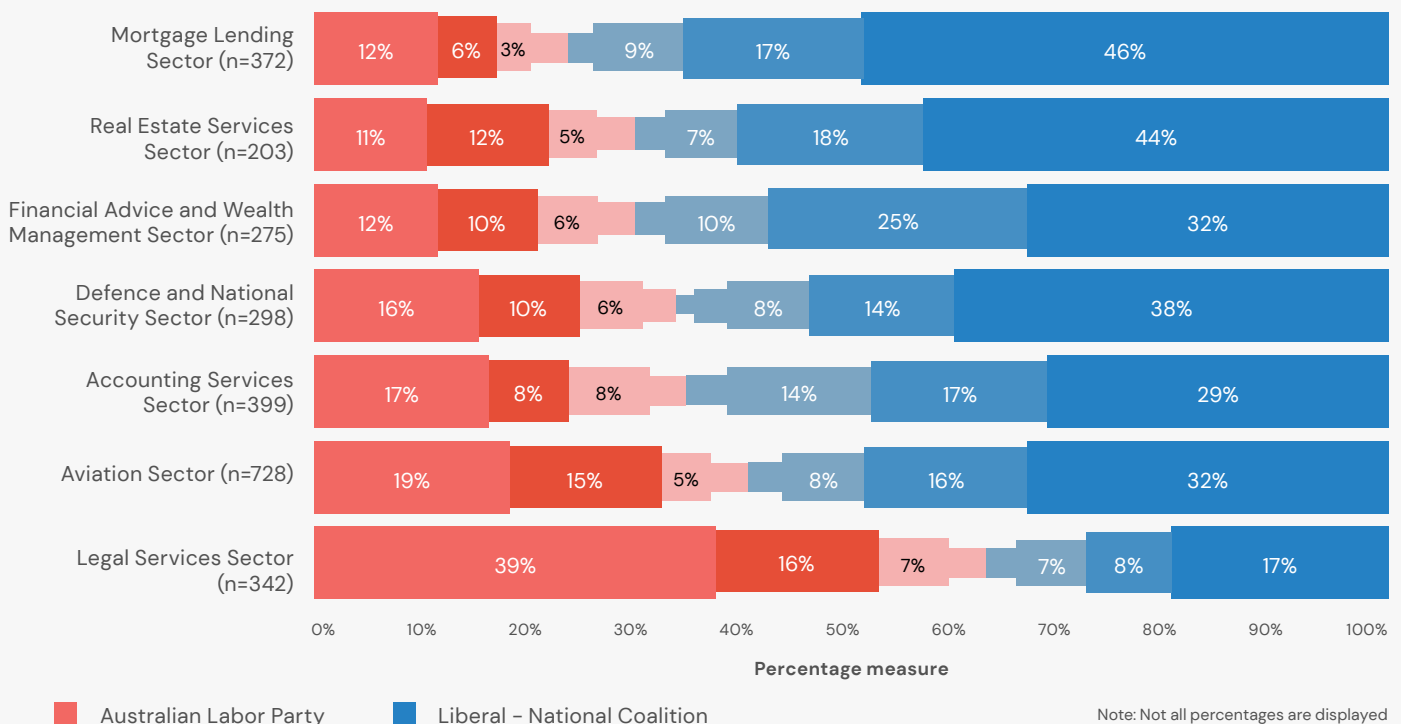


Figure 1.3b: Certainty of voting intentions

Certainty of voting intentions of Australian industries

How certain are you that you will follow through with your vote (or preference rank) for the selected party when the forthcoming federal election is held? Answers provided on a scale of “Extremely certain” (5) to “Not certain at all” (1).
Sample size: 2,566 (All respondents excluding “I don’t know preferences.”)



Voting considerations

Momentum Intelligence *Industry Insight Report* surveyed respondents on what areas they believe to be most important when considering who to vote for at the upcoming federal election. Respondents were asked to select the 10 most important issues from a list including “other (please specify)”, then nominate the single most important issue.

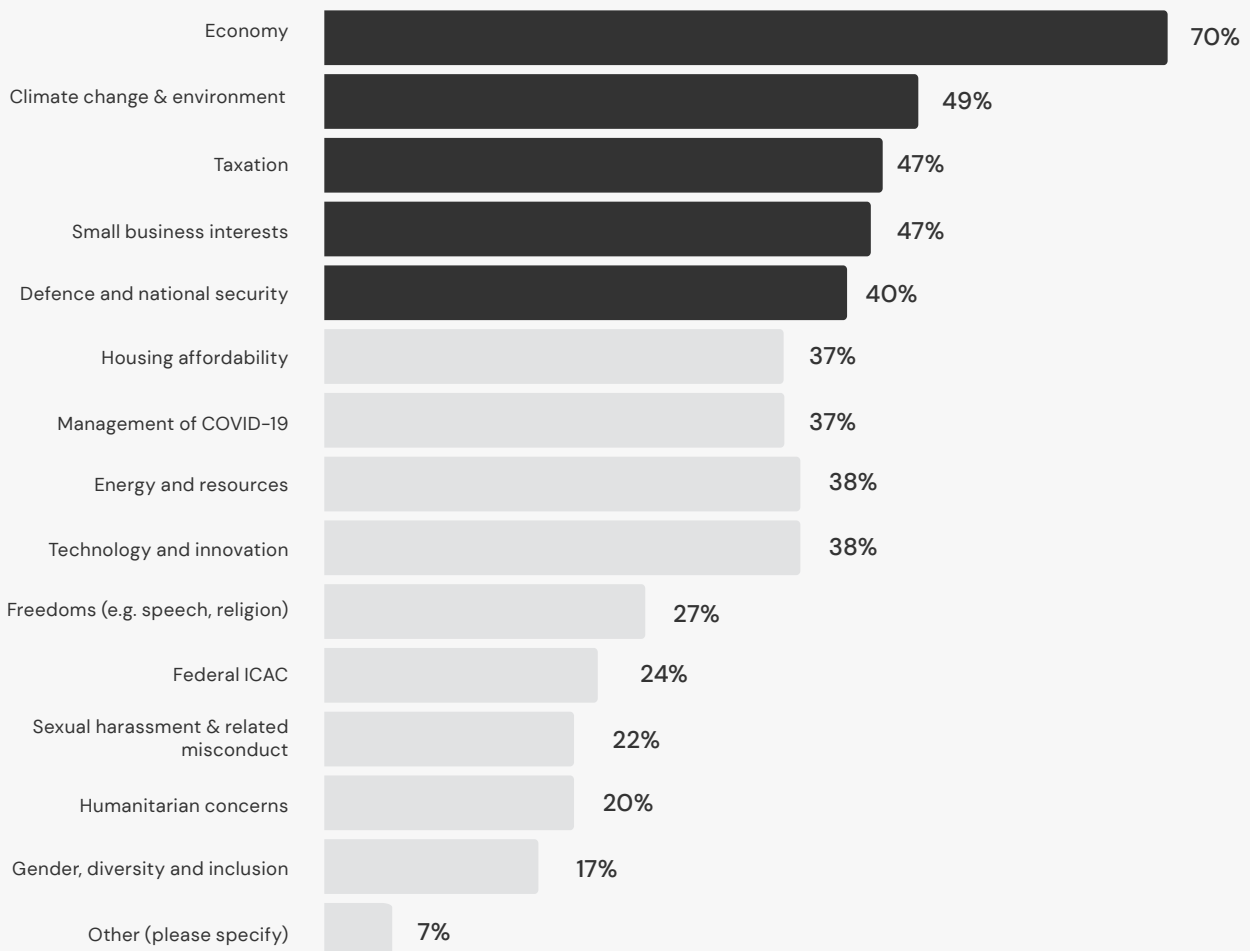
The Economy was the most commonly cited consideration, followed by Climate change & environment, Taxation, Small business interests, and Defence and national security.

The considerations varied significantly by industry and other factors. This section seeks to explore these differences.

Figure 2.1a: Voting considerations

Voting considerations of Australian industries

Which areas are most important for you when considering your vote in the upcoming federal election? Please select all that apply.
Sample size: 2,836 (All respondents)



Voting considerations by preferences

Preferences of Liberal – National Coalition voters

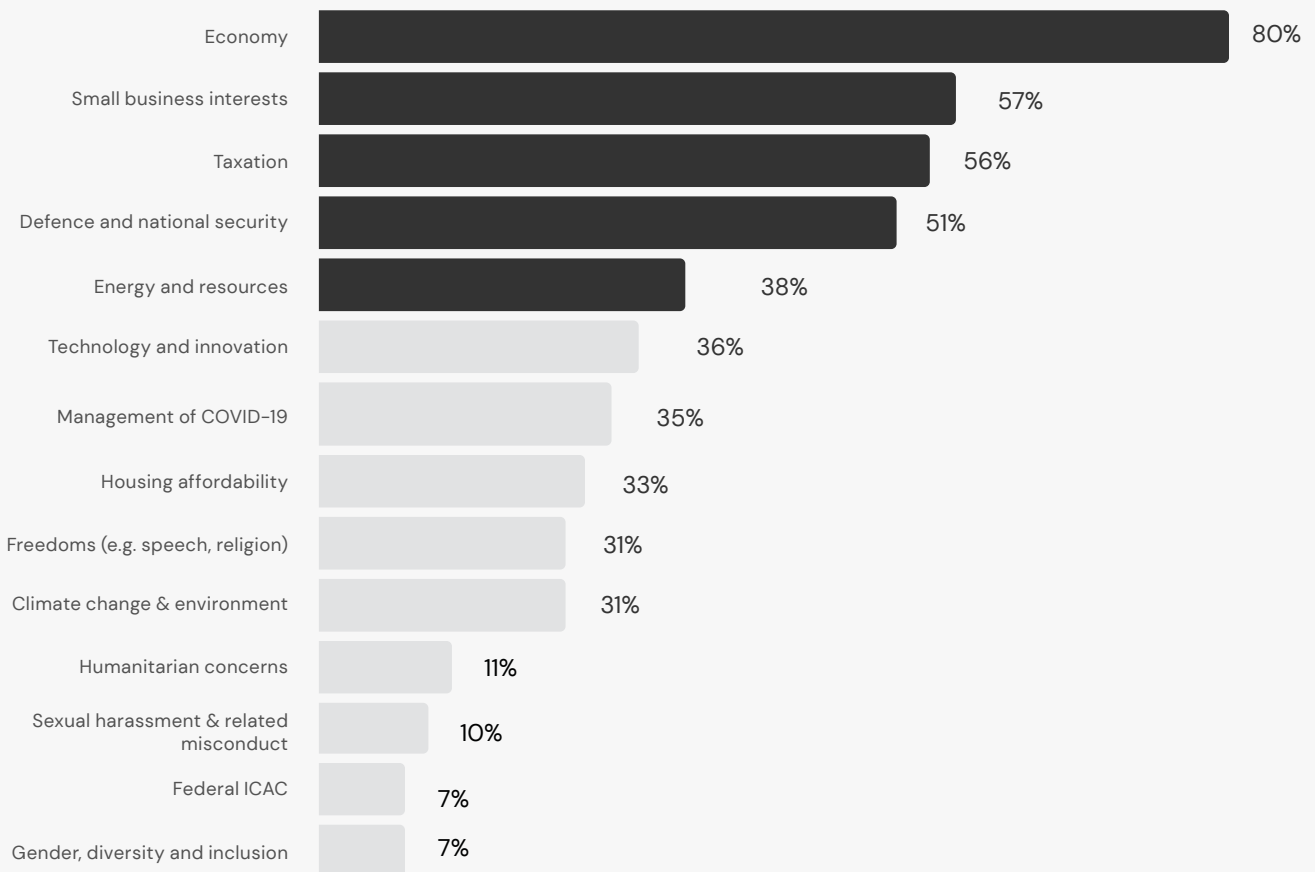
Momentum Intelligence *Industry Insight Report* found that participants who indicated their preference for the Coalition were more likely to choose issues relating to economic prosperity, such as the Economy, Small business interests and Taxation.

These participants were also more likely to highlight sector-specific issues due to legislation or regulatory changes that may have an impact on their businesses or employment.

Figure 2.2a: Voting considerations by 2PP (Coalition)

Voting considerations for Liberal – National Coalition voters

Which areas are most important for you when considering your vote in the upcoming federal election? Please select all that apply.
Sample size: 1,663 (Respondents who selected Coalition based on preferences flows)



Ensure policy is developed in line with business growth and prosperity, continue to work out strategies for immigration, despite covid requirements as we need to more people both skilled and unskilled to fill jobs and stimulate the economy.

Coalition voter – Real Estate Sector



Climate change and the environment is important to all Australians. In this election, this is more important than the economy. However, from an overall perspective, I think that a Liberal/Nationals government will be best.

Coalition voter – Legal Sector



Australia needs to become self-reliant and start manufacturing/producing commodities instead of importing 'everything'.

Coalition voter – Aviation Sector

Preferences of Australian Labor Party voters

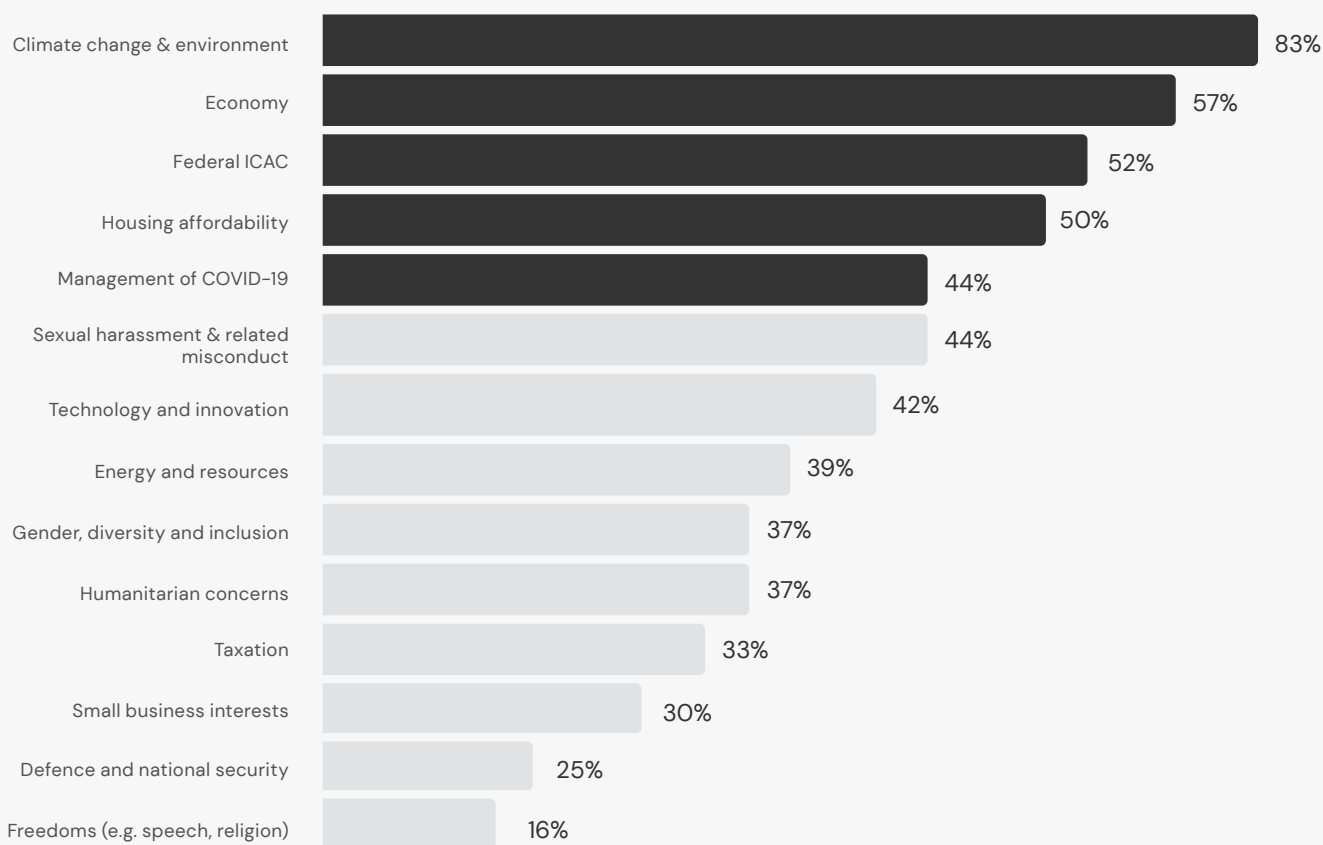
Momentum Intelligence *Industry Insight Report: Election Edition* found that participants who indicated their preference for the Australian Labor Party were more likely to consider Climate change & environment issues over the economy. Climate change & environment was the most important consideration by a significant difference and indicates a clear distinction between the two parties.

Other considerations such as a Federal ICAC, Sexual harassment & related misconduct and Housing affordability were of more significance to these voters compared with those who indicated their preference for the Coalition.

Figure 2.2c: Voting considerations by 2PP (ALP)

Voting considerations for Australian Labor Party voters

Which areas are most important for you when considering your vote in the upcoming federal election? Please select all that apply.
Sample size: 949 (Respondents who selected ALP based on preferences flows. Industry evenly weighted)



”

I'm a lifelong Liberal voter but this year I'm considering voting Labor for the first time because I just don't feel like Liberal aligns with my values anymore.

ALP voter – Legal Sector

”

The lack of a solid plan to take advantage of economic and social gains forthcoming from climate change initiatives for all industries is holding investment and Australia back. Weak federal leadership lessens business and social confidence which will ruin the country.

ALP voter – Accounting Sector

”

If we don't address climate change in a timely and significant manner there won't be any need to worry about other concerns – the world will be toast.

ALP voter – Accounting Sector

Voting considerations by sectors

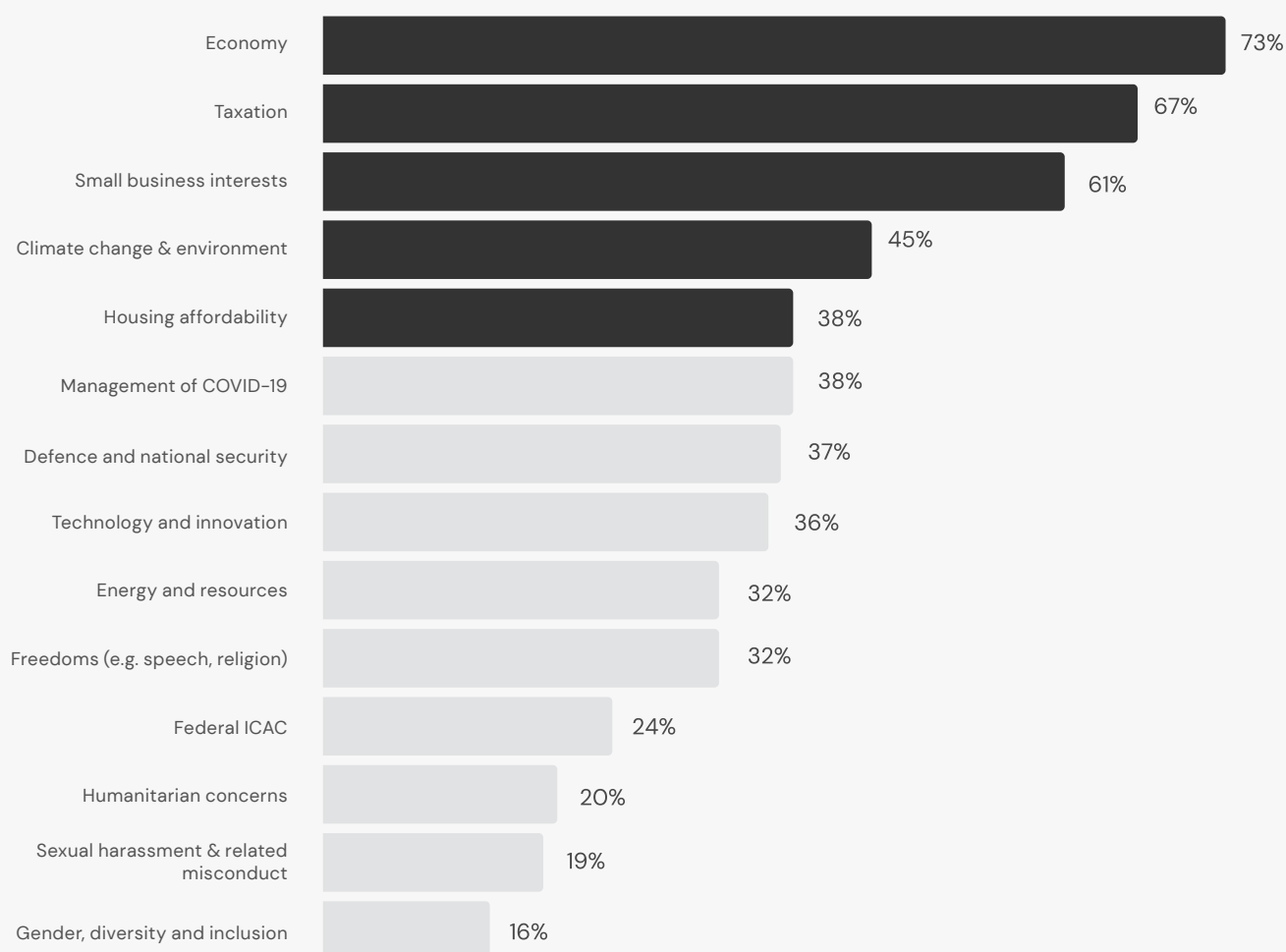
Accounting Services Sector

Momentum Intelligence *Industry Insight Report* surveyed Australia's Accounting Services Sector and found the most important considerations for these respondents are the Economy (73%), Taxation (67%), Small business interests (61%) and Climate change & environment (45%).

Figure 2.3a: Voting considerations – Accounting Services

Voting considerations for Accounting Services Sector

Which areas are most important for you when considering your vote in the upcoming federal election? Please select all that apply.
Sample size: 429 (All respondents)



Accounting Services Sector

Sector-specific considerations

Respondents were asked to comment on any industry-specific issues or other general comments regarding their vote in the upcoming federal election.

Verbatim responses from participants in the Accounting Services Sector highlighted a number of sector-specific considerations and challenges that influenced their preferences.

These include a desire for increased support for accountants, helping small business with government initiatives and potential concerns with growing wealth inequality and intergenerational wealth transfer.

Recognising the challenges accountants and bookkeepers have faced in navigating COVID-19 government initiatives.

”

Accountants need more support (and notice) when things like JobKeeper, JobSaver, grants, etc are launched. There is a lot said in the media before the details have been finalised, and we end up having to a) get the detail, b) understand the detail, c) explain it to our clients, and d) then we have to implement it for you. It has created huge anxiety and stress in the profession, let alone the time and money we lose when we have to deal with it all – usually fee free.

Coalition voter

”

Tax agents were given unprecedented additional workloads for several months and just expected to carry the load. There is no surplus 50% labour force in our industry happy to take up casual work so we "just had to do it". Now we are reaping the constant harassment from the ATO for clients who have lost so much already and haven't been able to catch up on their paperwork. I expect 3–5 years before all our clients will be "back on their feet" however the ATO is already threatening default assessments for 2020 returns, which just increases our workload.

Coalition voter

Support for small business through the recovery of COVID-19, including access to credit, grants and other business support.

”

More consideration be given to regional small businesses in way of tax breaks, grants and business support. **Coalition voter**

”

Greater support for small businesses with less red tape to access funding. **ALP voter**

”

Small business success is vital to the country's growth and prosperity. **Coalition voter**

”

Firmer control over border closure decisions between states, it has huge impact on small business which the politicians fail to grasp. **Coalition voter**

Aviation Sector

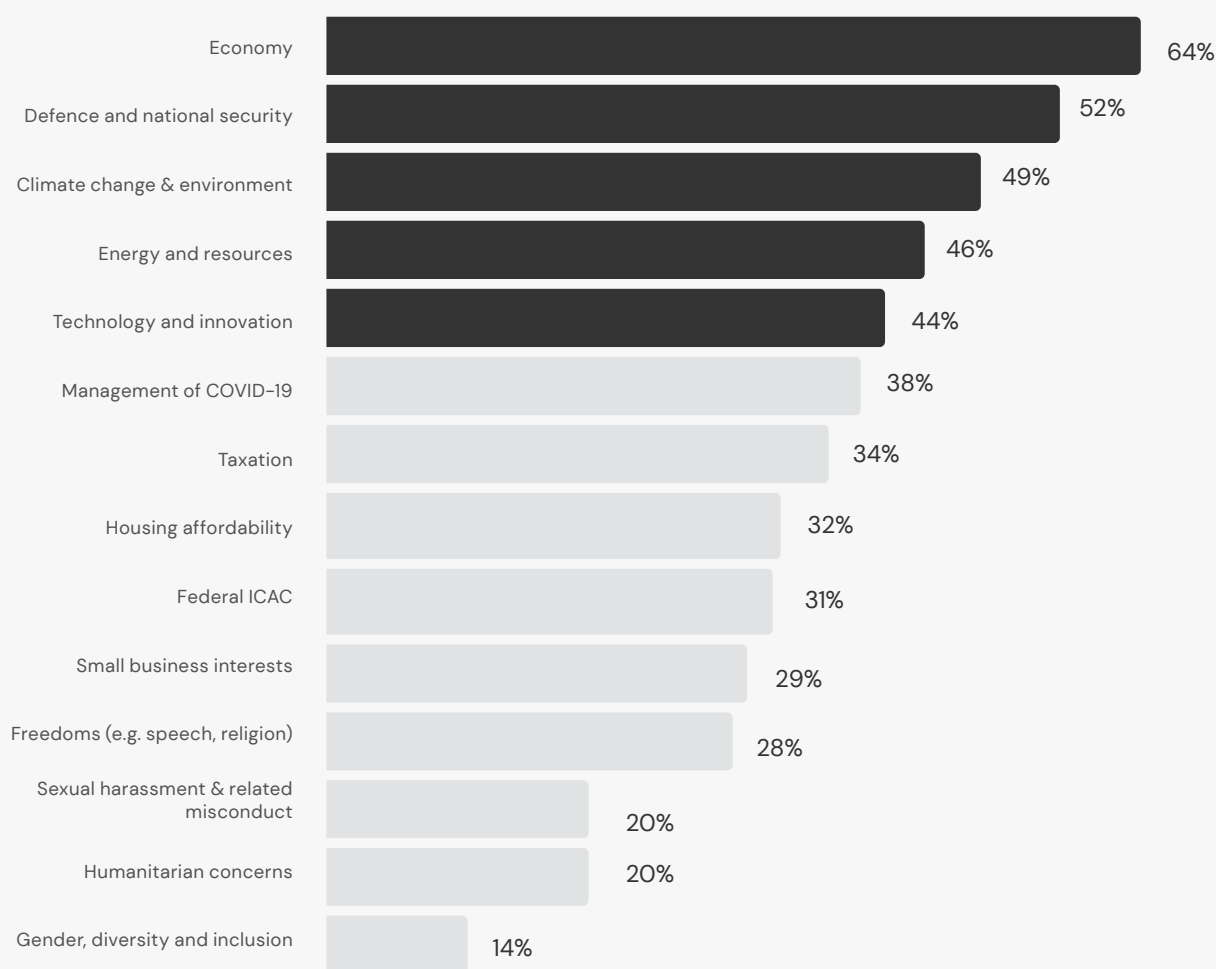
Voting considerations

Momentum Intelligence *Industry Insight Report* participants from Australia's Aviation Sector revealed their most common considerations as the Economy (64%), Defence and national security (52%), Climate change & environment (49%) and Energy and resources (46%).

Figure 2.3c: Voting considerations – Aviation

Voting considerations for Aviation Sector

Which areas are most important for you when considering your vote in the upcoming federal election? Please select all that apply.
Sample size: 786 (All respondents)



Aviation Sector

Sector-specific considerations

Respondents were asked to comment on any industry-specific issues or other general comments regarding their vote in the upcoming federal election.

Sector-specific issues that emerged from the Aviation Sector participants included certainty surrounding international and domestic borders, and broader issues relating to skills shortages and training deficits impacting Australia's global competitiveness in the sector.

Certainty and timelines surrounding both international and domestic borders impact pilots, flight and ground crew.

”

*I work in aviation. My industry has been decimated by the government's response to COVID-19. The government needs to make good on their promise to keep the borders open. Scott Morrison needs to step up and lead when it comes to the constant bickering over state borders. COVID-19 isn't going away, we need to get on with our lives. **Coalition voter***

”

*As a pilot who was made redundant due to Australia closing it's international borders destroyed my ability to put food on the table. **Coalition voter***

”

*Job security, pay and conditions for employees in the Australian aviation industry. Stability of normal income for aviation staff must be assured, rather than have stand downs used as an ongoing tool to manage staff if borders are closed or other restrictions to air travel are applied by governments. The national burden of protecting the health of Australia's population should not be carried by the nation's aviation workforce by being stood down unpaid and deprived of their normal livelihood. This has been ongoing throughout the pandemic and it cannot continue. The immense suffering and effect on financial, mental, professional and family health is devastating and cannot be allowed to continue by governments or corporations. This is not the spirit of Australia. Governments must take heed! **ALP voter***

Concerns regarding skills shortages and educational pipelines potentially impacting Australia's competitiveness.

”

*Support TAFE and training Australia-wide. If you don't invest in training especially skills we are going to fall behind the rest of the world. **Coalition voter***

”

*Desperate need to train the next generation of maintenance engineers. **Coalition voter***

”

*Aviation employers have failed to get people in the training pipeline. The highly skilled aviation workforce is ageing. As a high priority, before irreplaceable AME/LAME skill-sets are lost from the aviation industry, IBSA aviation and manufacturing/engineering industry sub-committees and Federal Department of Employment, Education and Training bureaucrats must cooperate to ensure that at least some of the many transportable skills in the aviation industry are recognised outside of the aviation industry. This would make transition and retraining into and out of the Australian aviation industry much easier. **Undecided voter***

Defence and National Security Sector

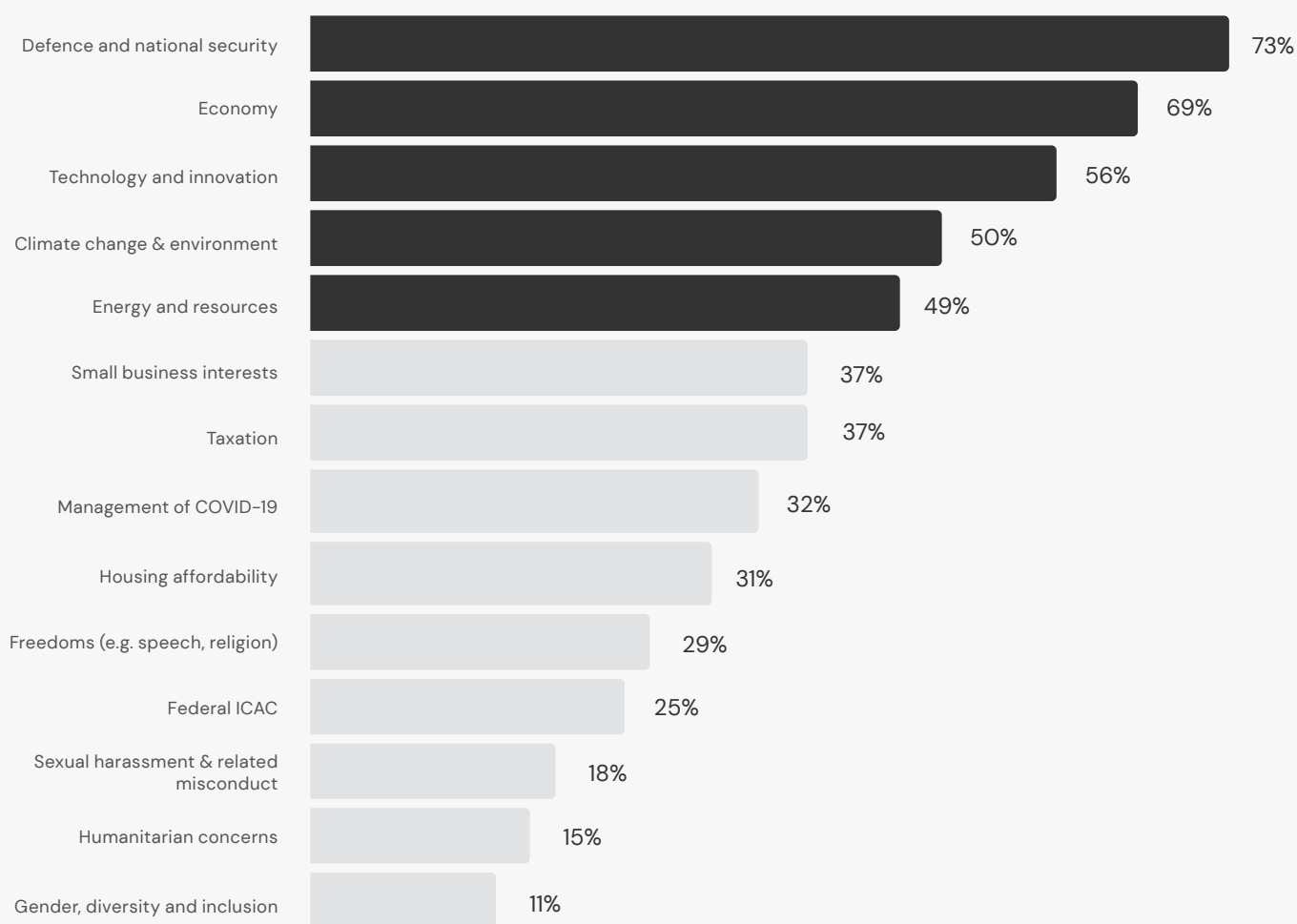
Voting considerations

Momentum Intelligence *Industry Insight Report* found that Defence and national security is the most important consideration for those in the Defence and National Security Sector (73%). This was followed by the Economy (69%), Technology and innovation (56%), Climate change & environment (50%) and Energy and resources (49%).

Figure 2.3e: Voting considerations – Defence and National Security

Voting considerations of Defence and National Security Sector

Which areas are most important for you when considering your vote in the upcoming federal election? Please select all that apply.
Sample size: 316 (All respondents)



Defence and National Security Sector

Sector-specific considerations

Respondents were asked to comment on any industry-specific issues or other general comments regarding their vote in the upcoming federal election.

Participants from the Defence and National Security Sector highlighted a number of themes that aligned with a desire for enhanced national resilience and sovereign capability. These themes included the need for Australia to improve its sovereign capabilities in technology, innovation and manufacturing as well as the impact of skills shortages on these objectives.

A need for Australia to improve its sovereign capabilities in manufacturing, technology and innovation for defence industry and beyond.

”

*Australia needs to onshore more manufacturing and support developing industries and commercialising in Australia university research. **Coalition voter***

”

*I don't believe either party is fully committed to the policies required to make Australia a fully competitive and secure nation. **Coalition voter***

”

*Australia has lost significant defence industry capability since 1980s – it is now again a critical need. A more strategic outlook is necessary beyond a 4-year term. **Coalition voter***

Concerns regarding the skills shortage and the impact this has on sovereign capabilities.

”

*I think the national skills shortage needed to be looked at urgently we need to bring these skills back to Australia, and not have to rely on other countries. **Coalition voter***

”

*How is defence industry going to expand to increase sovereign capability when there is a heavy reliance on the USA, worker shortages and a lack of Australian defence companies?
ALP voter*

”

*Industry requires government support to robotise manufacture and innovate technology. With a huge natural resources base and the availability of cheap and plentiful renewable energy, Australia should take up the challenge of developing itself into a world-class manufacturing economy. Robotics, energy efficiency, effective education and technical innovation are required to reduce operating costs and improve competitiveness.
Undecided voter*

Financial Advice and Wealth Management Sector

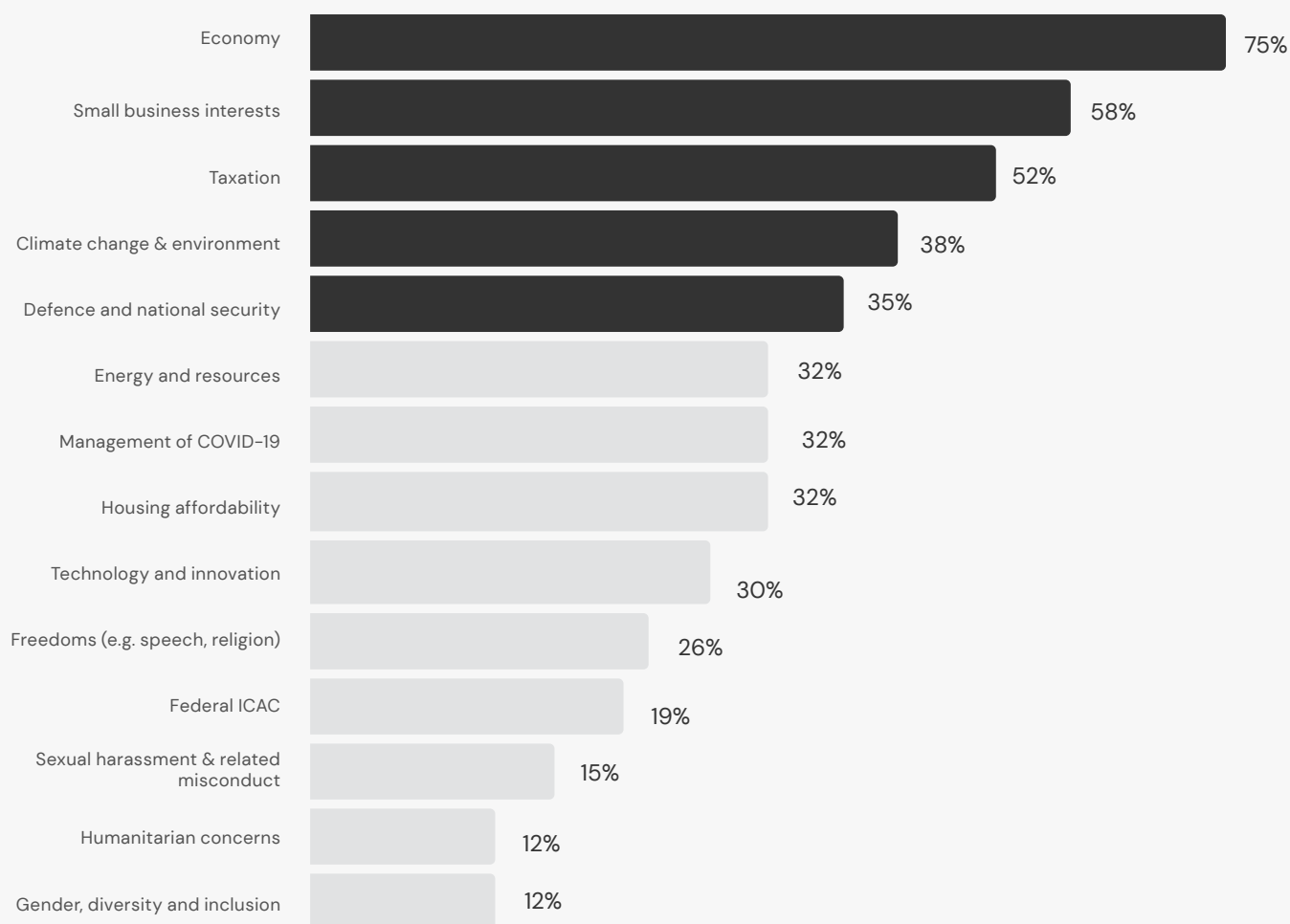
Voting considerations

Momentum Intelligence *Industry Insight Report* found participants from Australia's Financial Advice and Wealth Management Sector indicated that their most prominent considerations are the Economy (75%), Small business interests (58%), Taxation (52%), Climate change & environment (38%) and Defence and national security (35%).

Figure 2.3g: Voting considerations – Financial Advice and Wealth Management

Voting considerations of Financial Advice and Wealth Management Sector

Which areas are most important for you when considering your vote in the upcoming federal election? Please select all that apply.
Sample size: 320 (All respondents)



Financial Advice and Wealth Management Sector

Sector-specific considerations

Respondents were asked to comment on any industry-specific issues or other general comments regarding their vote in the upcoming federal election.

A significant number of participants from the Financial Advice and Wealth Management Sector highlighted sector-specific issues including concerns relating to rising compliance costs impacting affordability of financial advice and impacting the viability of financial advice businesses.

Concerns regarding rising compliance costs impacting affordability and access to financial advice.



*In the last couple of years, the over-the-top and impractical compliance rules that have been placed on the financial planning profession are making the cost of advice rise to the point that financial planners find that they cannot afford to give advice to anyone with less than \$500,000 worth of investments. This is unsustainable and will lead to a huge lack of affordable advice in Australia. **ALP voter***



*Something needs to be done to make financial advice more affordable and more understandable for consumers. Providing a statement of advice in its current form to a simple client is not practical. Can we please have a simple Statement of Advice for simple advice? **Coalition voter***



*The financial advice sector has been demonstrably damaged by over-bearing management and legislation changes which do nothing to improve client outcomes. The biggest losers are the people you promote yourselves as serving, as their fees have sky-rocketed, or they have been put in a position whereby they can no longer afford to get advice. This needs to change urgently before all the experience of this industry throws in the towel. Do something before it's too late. You have to know how much damage you have done. **ALP voter***

Increased compliance and education requirements impacting viability of financial advice businesses.



*Worried sick about trying to get through this FASEA exam, plus all the relevant compliance hurdles. Killed the value of my business, chopped our revenue to pieces. **Coalition voter***



*The financial planning industry is being strangled with regulation and compliance. However I don't see any changes in these respects irrespective of the outcome of the federal election. **Coalition voter***



*The federal government has been taking a torch to my industry for years. Bungled policy for financial advisers has led to an extreme disdain toward them, and ASIC. Labor is looking at this very closely, indeed they just presented at an industry event promising to repeal some of the legislation that advisers dislike in the industry. I'm not against the education requirements, as a young planner I am nearly finished my qualifications. I do worry that the red tape has gone far too far and now I cannot take on board or service small clients profitably. I will still likely vote Liberal, but if Labor continue to make announcements that will make my industry more enjoyable, and easier to service smaller clients, they will get my vote. **Coalition voter***

Mortgage Lending Sector

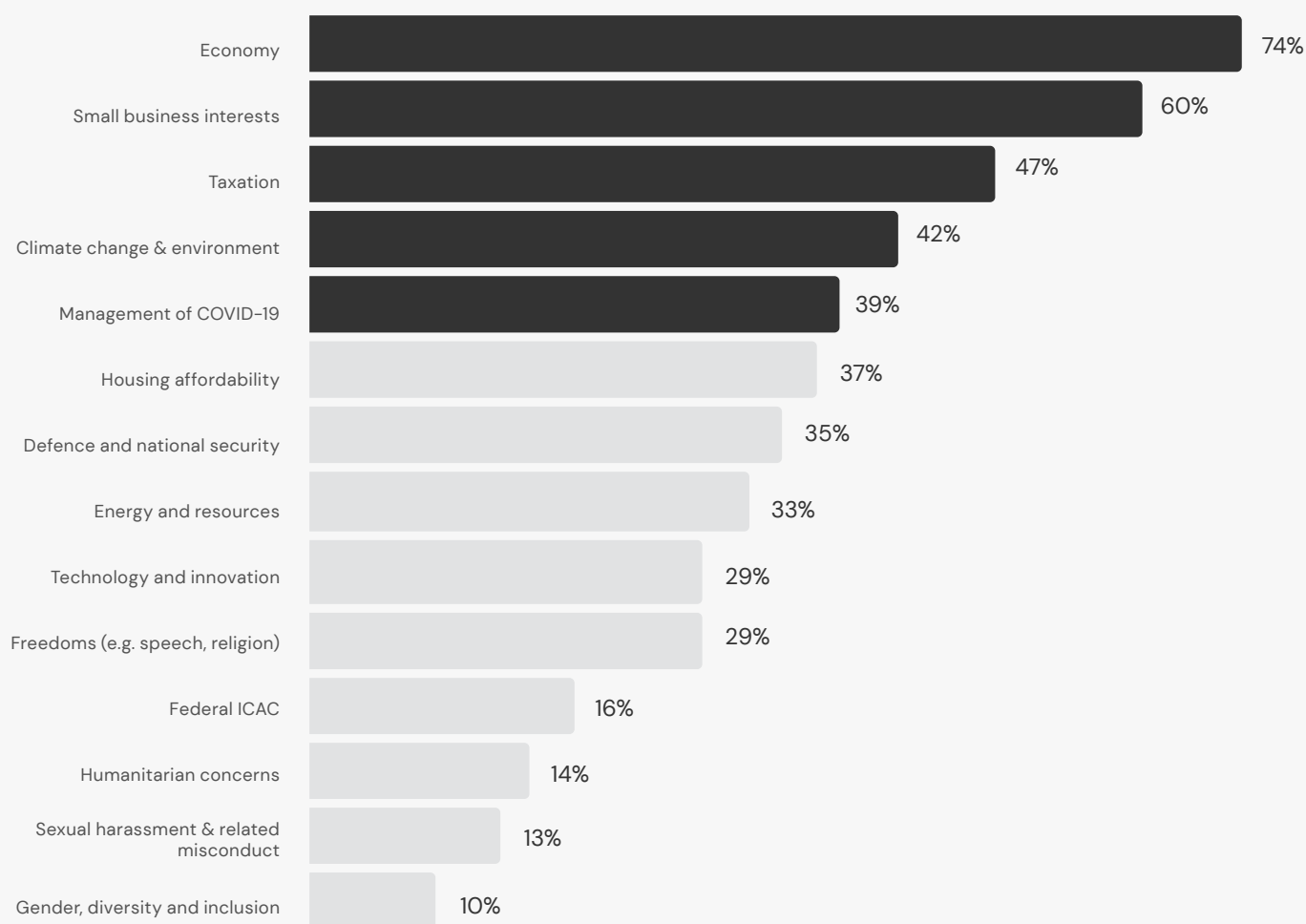
Voting considerations

Momentum Intelligence *Industry Insight Report* surveyed Australia's Mortgage Lending Sector and found that the most important considerations for this sector to be the Economy (74%), Small business interests (60%), Taxation (47%), and Climate change & environment (42%) and Management of COVID-19 (39%).

Figure 2.3i: Voting considerations – Mortgage Lending

Voting considerations of Mortgage Lending Sector

Which areas are most important for you when considering your vote in the upcoming federal election? Please select all that apply.
Sample size: 408 (All respondents)



Mortgage Lending Sector

Sector-specific considerations

Respondents were asked to comment on any industry-specific issues or other general comments regarding their vote in the upcoming federal election.

A significant number of Mortgage Lending Sector participants highlighted concerns relating to the review of broker remuneration and trail commissions and the impact on competition in the mortgage lending market.

Concerns relation to review of broker remuneration including upfront and trail commissions and the negative impacts this may have on consumer outcomes.

”

I am gravely worried about any potential changes to broker trail or remuneration. If we are to lose trail or move to a fee-for-service model we won't be able to afford to keep our staff and will end up being negatively impacted greatly. **Coalition voter**

”

Remuneration review, I will not vote for any party that removes trail or reduces upfront. We need to remove clawback from our commission model. **Coalition voter**

”

I will vote for whoever maintains the current remuneration structure for mortgage brokers. **Undecided voter**

”

Really concerned about Broker Trail and changes to remuneration. Lack of understanding of value of brokers with politicians is evident. **Coalition voter**

”

My vote will be determined by the attitude of political parties to broker remuneration. I have to put food on the table for my children and put a roof over their heads. **Coalition voter**

”

I would like to know what each party's thoughts are on our industry, including remuneration and regulation. **ALP voter**

”

Leave our remuneration model ALONE! We are highly regulated and have adopted and embraced the significant changes to our industry. Consumers are overwhelmingly voting with their feet and continue to move toward dealing with brokers. The complaint rate for brokers as compared to other financial service providers (to AFCA) are very low. Enforcing a fee-for-service model would be highly detrimental to consumers, and the entire broker industry. If Labor persist in their attempt to enforce this, it would absolutely change my vote. **ALP voter**

Real Estate Services Sector

Voting considerations

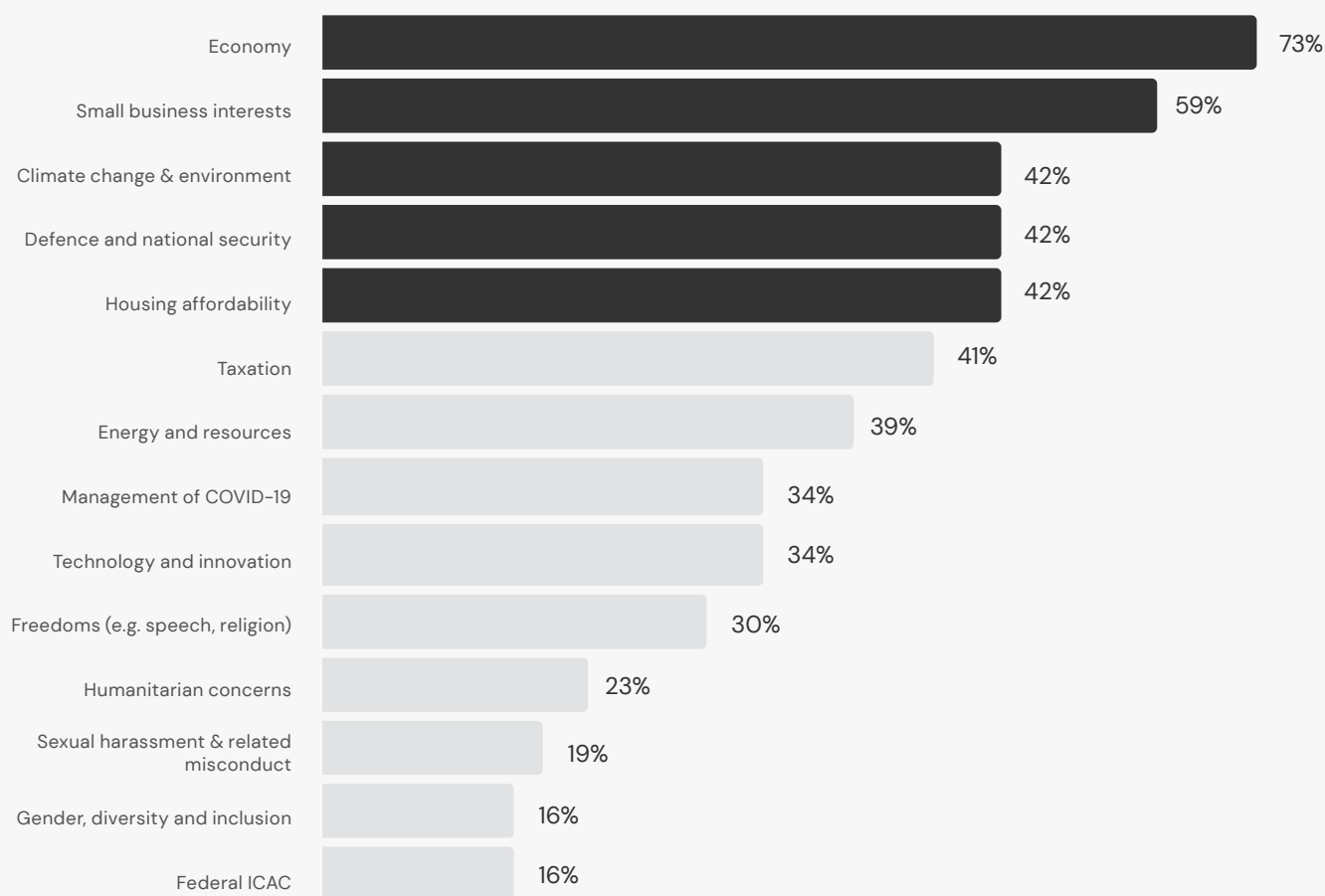
Momentum Intelligence *Industry Insight Report* has uncovered Australia's Real Estate Services Sector's most important considerations when evaluating their voting preferences.

Participants from this sector were most likely to consider the Economy (73%), Small business interests (59%), Climate change & environment (42%), Defence and national security (42%) and Housing affordability (42%) in their voting decision.

Figure 2.3k: Voting considerations – Real Estate Services

Voting considerations of Real Estate Services Sector

Which areas are most important for you when considering your vote in the upcoming federal election? Please select all that apply.
Sample size: 223 (All respondents)



Real Estate Services Sector

Sector-specific considerations

Respondents were asked to comment on any industry-specific issues or other general comments regarding their vote in the upcoming federal election.

The issue of housing affordability in Australia was frequently raised by Real Estate Services Sector participants throughout their verbatim responses. These individuals highlighted their experiences and concerns with the impacts of housing affordability.

Introducing policies to improve housing affordability



*Everyone should be given the opportunity to afford housing. **ALP voter***



*Housing affordability and assistance to those who cannot afford to save but can afford week to week. Removal of stamp duty to assist those already in the market. **Coalition voter***



*Regarding housing affordability and the current housing crisis being experienced across the country, I find it deplorable that the governments can whip up quarantine centres in the blink of an eye but they struggle to assist with the housing needs of its people. There are not enough residential homes available at an affordable rate for a large portion of Australian citizens and this must be addressed. Too many people are sleeping in their cars... this is not right! **Undecided voter***



Affordable land releases with decent size blocks, making communities more green/council initiatives e.g. supply water tanks, solar panels free, opportunities for small businesses to be part of communities (less shopping centres, more shopping strips and corner shops/home offices).

Coalition voter



Create some stability for businesses and the housing industry by keeping ASIC and APRA from making knee jerk reactions to finance and lending requirements.

Coalition voter



Housing affordability. Current government creating a double edged sword by allowing loop holes to be created to drive up prices, which makes it impossible for first home buyers to get in the market. Obviously the benefits for whom they were intended miss out.

ALP voter

Legal Services Sector

Voting considerations

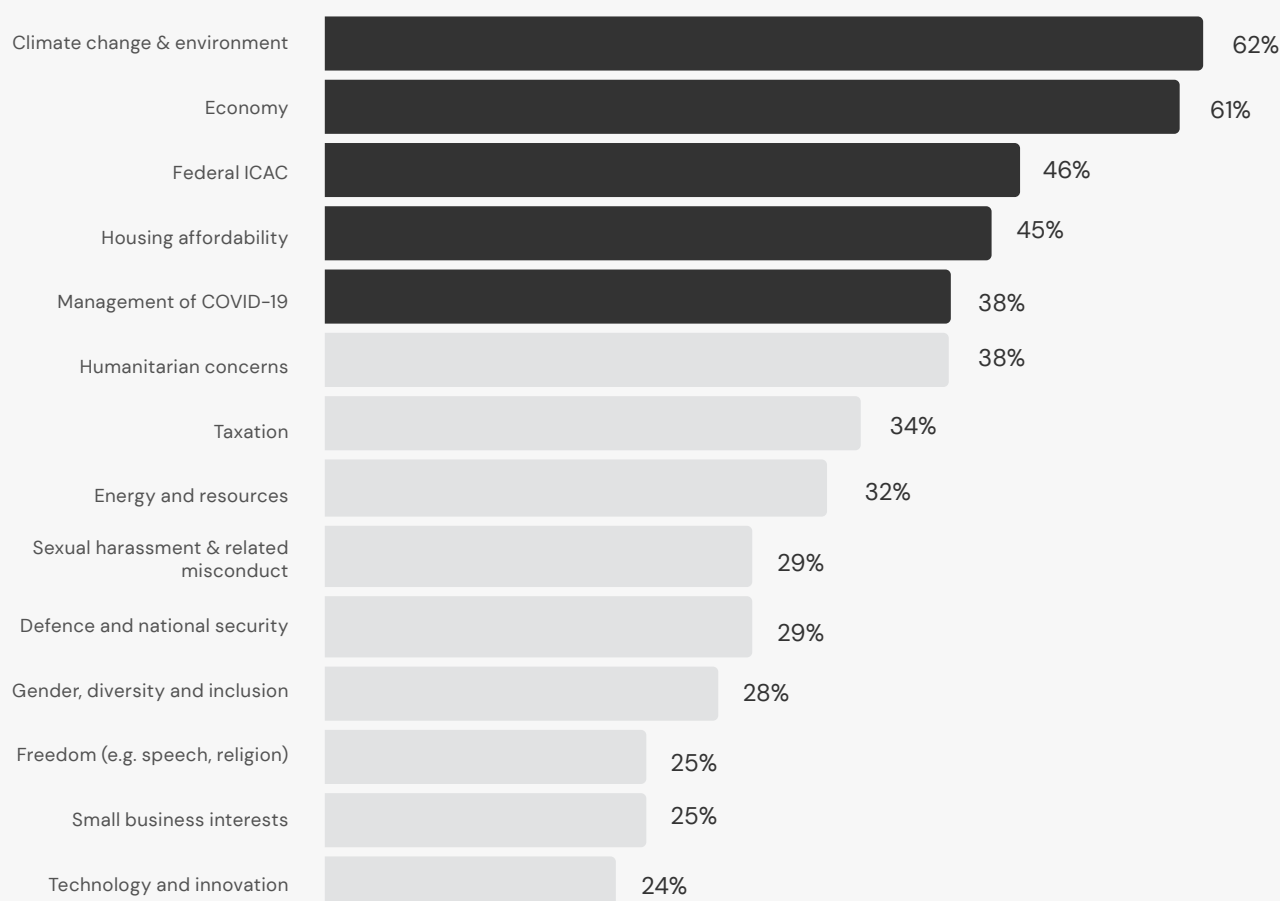
Momentum Intelligence *Industry Insight Report* surveyed Australia's Legal Services Sector to reveal their most important considerations when evaluating their voting preferences.

Climate change & environment (62%) and the Economy (61%) were identified as the most important considerations for these participants. This was followed by the need for a Federal ICAC (46%) and Housing affordability (45%).

Figure 2.3m: Voting considerations – Legal Services

Voting considerations of Legal Services Sector

Which areas are most important for you when considering your vote in the upcoming federal election? Please select all that apply.
Sample size: 360 (All respondents)



Legal Services Sector

Sector-specific considerations

Respondents were asked to comment on any industry-specific issues or other general comments regarding their vote in the upcoming federal election.

Participants from the Legal Services Sector highlighted two sector-specific themes in addition to the core policies driving their voting preferences. These themes included improved funding for legal aid and community legal centres and many participants called for improved accountability and transparency from government and elected officials.

Improved funding for legal aid and community legal centres.



*Improved legal access for vulnerable and in need persons. **ALP voter***



*Funding of community legal centres. **ALP voter***



*Largely increased public funding for legal services to provide full legal representation for ALL. **ALP voter***



*More funding for legal aid. **ALP voter***

Improved accountability and transparency in government and elected officials.



*We need to improve standards of ethics and transparency in government and especially in political life. Shows a general decline in ethics. **ALP voter***



*Lawyers in Parliament should not be allowed to practise as a lawyer if they cannot pass the 'good fame and character' test. I note that the lawyers within Parliament are to be a model example to the profession; that sentiment is undermined when lawyers, who if they were in private practice, would be struck off for similar conduct. Integrity is key and most important when a government wants to maintain public confidence in their elected Parliament. **Coalition voter***



*ICAC and improved accountability measures and diversity/equality protections. **ALP voter***



*There are too many instances of apparent corruption by the current federal government or its members. We need a strong federal ICAC with retrospective powers to restore integrity to our parliament. We need politicians who are focused beyond the next election cycle. Who are committed to ensuring a sustainable long-term future for our country and the world. **ALP voter***

Appendix A

Item 1: Sample sizes per sector

Sector	Valid preferences (excludes "I don't know")	Total usable sample
Accounting Services Sector	399	429
Aviation Sector	728	786
Defence and National Security Sector	298	316
Financial Advice and Wealth Management Sector	275	320
Mortgage Lending Sector	372	408
Real Estate Services Sector	203	223
Legal Services Sector	342	360
Total	2,617	2,842

Item 2: Age: Gender weightings fitted by raking method

Sector	Age grouping	Observed		Weighted	
		Female	Male	Female	Male
Accounting Services Sector	18 to 39	5.13%	13.29%	19.02%	29.11%
	40 to 59	18.88%	24.71%	22.12%	17.10%
	60 to 99	5.59%	32.40%	2.86%	9.79%
Aviation Sector	18 to 39	1.15%	15.90%	1.15%	15.90%
	40 to 59	2.42%	31.42%	2.42%	31.42%
	60 to 99	2.04%	47.07%	2.04%	47.07%
Defence and National Security Sector	18 to 39	2.85%	9.49%	2.85%	9.49%
	40 to 59	6.65%	42.41%	6.65%	42.41%
	60 to 99	2.53%	36.08%	2.53%	36.08%
Financial Advice and Wealth Management Sector	18 to 39	5.31%	11.88%	12.90%	35.00%
	40 to 59	12.50%	39.06%	9.08%	34.46%
	60 to 99	3.44%	27.81%	0.79%	7.77%
Mortgage Lending Sector	18 to 39	4.17%	11.52%	13.99%	33.80%
	40 to 59	12.99%	46.32%	10.59%	32.99%
	60 to 99	3.68%	21.32%	1.42%	7.21%
Real Estate Services Sector	18 to 39	10.76%	13.90%	20.31%	25.29%
	40 to 59	17.04%	25.11%	17.03%	24.20%
	60 to 99	8.97%	24.22%	3.65%	9.51%
Legal Services Sector	18 to 39	15.83%	21.11%	25.28%	23.42%
	40 to 59	20.56%	19.17%	23.43%	15.18%
	60 to 99	6.11%	17.22%	4.29%	8.40%



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