

MOMENTUM INTELLIGENCE RELEASES FIRST INDUSTRY INSIGHT ELECTION EDITION REPORT

Momentum Intelligence has released the results from its first Industry Insight Election Edition Report 2022.

The Industry Insight Report was compiled to highlight and amplify the voices of the sectors in which it operates in relation to political preferences.

The report is the first of its kind in Australia to evaluate the attitudes, voting preferences and considerations of Australian Industry to inform and shape policy decisions.

The report was based on a range of almost 3,000 professionals across Australia and showed that the Liberal National Coalition is the preferred party among the range of sectors surveyed.

The report showed professionals from the Mortgage Lending, Real Estate Services, Financial Advice and Wealth Management, Defence and National Security, Accounting Services and Aviation sectors are more likely to preference the Liberal National Coalition. However, the Legal Services sector were more likely to preference the Australian Labor Party.

Momentum Intelligence Director Michael Johnson said in addition to the two-party preferred results, the report also examines a number of sector-specific considerations and challenges that influenced their political preferences.

“Momentum’s deep understanding of business audiences coupled with our robust research methodologies enabled us it to produce this dynamic market intelligence from the source to guide informed decision-making in the lead up to the Federal Election.”

“We have also been able to leverage insights from across the seven sectors we surveyed to highlight to decision-makers the most important issues these sectors face.”

“The sector specific considerations in the report provides granular

information to policy-makers on the attitudes of Australians employed in these particular industries.”

“As we continue to emerge from the COVID pandemic, Momentum Intelligence recognise it is crucial we continue to listen to the voices in business and industry,” said Mr Johnson.

The Industry Insight Report now provides a platform to start the conversation about what matters to business and industry.

Momentum Intelligence will look to repeating the survey during the election campaign later this year to measure changes in attitudes and perceptions.

For the full report visit

www.momentumintelligence.com.au/whitepapers/industry-insight-report

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BACKGROUND INFORMATION

Momentum Intelligence is a wholly Australian-owned B2B market research and analytics firm based in Sydney.

They conduct market research to help business leaders roadmap their strategic goals.

The Industry Insight Report seeks to highlight and amplify the voices of the sectors in which it operates in relation to political preferences.

Momentum Intelligence intend to repeat the survey during the election campaign, allowing them to measure changes in attitudes and perceptions.

The Momentum Intelligence Industry Insight survey was in the field between 1-15 December 2021 via an online self-administered survey.

The sample size was 2,842 participants.

Sample size for Sectors were 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).

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 over 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.
- Management of COVID-19 not a primary consideration for industry ahead of next election.
- One in two voters are not completely certain they will vote for their current preference on election day.
- 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.
- 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.

The following can be attributed to James Goodwin, Australian Airports Association Chief Executive

"The aviation sector was one of the first to be hit by the COVID pandemic. It was hit hard, and it will be one of the last sectors to fully recover."

"Recovery will be lengthy with tentative recoveries over the past 12 months reversed by outbreaks of new variants and continued traveller uncertainty around closed borders."

"Reopening the borders, and keeping them open, is crucial to rebuild traveller confidence and the economic recovery of the aviation and tourism sectors."

ENQUIRIES

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