

AEC – FAD Program Questionnaire

Group C: General Public

Survey Landing Page

About This Survey

The Australian Electoral Commission (AEC) wants to understand how Australians learn about political funding and disclosure, including how political donations are made public. This helps the AEC make information clearer and easier for everyone to understand.

You do not need any prior knowledge to take part. We are interested in what Australians currently know, notice and expect.

This survey is conducted by Roy Morgan, an independent research company, on behalf of the AEC.

Why you are being asked

New laws aimed at improving transparency in political funding and disclosure will begin on 1 July 2026.

To prepare for these changes, the AEC wants to make sure the information it provides to the public is clear, accurate and easy to understand.

What you'll be asked

This short survey asks about:

- Your awareness of political donations and disclosure
- Where you see or hear information about political funding
- Your views on transparency and how the AEC communicates

The survey takes about 5 minutes to complete.

Taking part is voluntary. You can skip any question or stop at any time.

Your responses are confidential and will be combined with others for reporting.

Privacy and data use

Your responses are stored securely and used only for research by Roy Morgan and the AEC, in line with the Privacy Act 1988 (Cth) and the Australian Privacy Principles.

Contact

- Questions about the survey or technical issues: AEC-Survey@roymorgan.com
- Questions about the AEC or the reforms: FADReform@aec.gov.au

CONSENT QUESTION, SINGLE RESPONSE			
ASK ALL			
DO NOT RANDOMISE			
Consent	Do you consent to take part in this survey?		
		Single	
	Yes	1	
	No	2	TERMINATE

Termination Message

Thank you for your time. You will not proceed with the survey as participation requires consent.

SCREENING AND QUOTA BUILDING

[Timestamp S1]

[Include honeypot question Q_BOT to test for bot activity]

DEMOGRAPHIC QUESTION, SINGLE RESPONSE			
ASK ALL			
DO NOT RANDOMISE			
S1	To take part in this survey, we need to confirm your age. Are you aged 18 years or over?		
		Single	
	Yes - 18 years or over	1	
	No - Under 18	2	TERMINATE
	Rather not say	9	TERMINATE

ScreenOut Message

Thank you for your time.

That's all the questions we have for you today.

DEMOGRAPHIC QUESTION, SINGLE RESPONSE			
ASK ALL			
DO NOT RANDOMISE			
PF1	What suburb or town do you currently live in, and what's the postcode there? <i>Start typing your suburb or postcode, then select from the list.</i>		
		Single	
	<postcode table lookup>		
	Outside Australia	9997	TERMINATE
	Rather not say	9999	

DEMOGRAPHIC QUESTION, SINGLE RESPONSE			
ASK IF PF1=9999			
DO NOT RANDOMISE			
PF1b	What state or territory do you live in?		
		Single	
	New South Wales	1	
	Victoria	2	
	Queensland	3	
	South Australia	4	
	Western Australia	5	
	Tasmania	6	
	Northern Territory	7	
	Australian Capital Territory (ACT)	8	
	Rather not say	99	TERMINATE

DEMOGRAPHIC QUESTION, SINGLE RESPONSE			
ASK IF PF1=9999 and PF1b=1 thru 7 (excluding ACT)			
DO NOT RANDOMISE			
PF1c	And is that location...?		
		Single	
	In a metropolitan area	1	
	In a regional, rural, or remote area	2	
	Rather not say	99	TERMINATE

DEMOGRAPHIC QUESTION, SINGLE RESPONSE			
ASK ALL			
DO NOT RANDOMISE			
PF2	How do you describe your gender?		
		Single	
	Man or male	1	
	Woman or female	2	
	Non-binary	3	
	I use a different term (specify)	4	
	Prefer not to say	9	Terminate

DEMOGRAPHIC QUESTION, SINGLE RESPONSE			
ASK ALL			
RANGE (1910-2007)			
PF3	In what year were you born?		
		Single	
		1	
	Prefer not to say	9999	

DEMOGRAPHIC QUESTION, SINGLE RESPONSE			
ASK IF PF3=9999 (Prefer not to say)			
DO NOT RANDOMISE			
PF3b	Which of the following age ranges best describes you?		
		Single	
	18-24	1	
	25-34	2	
	35-44	3	
	45-54	4	
	55-64	5	
	65-74	6	
	75 or older	7	
	Prefer not to say	9	TERMINATE

IF RESPONDENT DOES NOT QUALIFY BEYOND SCREENING, SKIP TO SCREENOUT MESSAGE
IF RESPONDENT FALLS INTO A FULL QUOTA, SKIP TO QUOTA FULL MESSAGE
IF RESPONDENT QUALIFIES, CONTINUE

QUESTIONNAIRE BODY

SECTION A: VIEWS OF THE AEC (1 MINUTE)

[Timestamp PA11a-PA2]

INTRO, NEW SCREEN

The Australian Electoral Commission (AEC) is an independent government agency that runs federal elections, maintains the electoral roll and administers political funding and disclosure laws.

SINGLE RESPONSE QUESTION TYPE

ASK ALL

DO NOT RANDOMISE. FLIP THE SCALE FOR 50% OF RESPONDENTS.

PA1a	Before today, how familiar were you with the AEC's role in running federal elections?		
		Single	
	Extremely familiar	5	
	Very familiar	4	
	Moderately familiar	3	
	Slightly familiar	2	
	Not at all familiar	1	

SINGLE RESPONSE QUESTION TYPE

ASK ALL

DO NOT RANDOMISE. FLIP THE SCALE FOR 50% OF RESPONDENTS.

PA1b	Before today, how familiar were you with the AEC's role in regulating political donations and funding?		
		Single	
	Extremely familiar	5	
	Very familiar	4	
	Moderately familiar	3	
	Slightly familiar	2	
	Not at all familiar	1	

CAROUSEL SINGLE TYPE QUESTION, RANDOMISE STATEMENTS.						
ASK IF PA1a=2,3,4 or 5 or PA1b=2,3,4 or 5						
RANDOMISE STATEMENTS 1-4 Keep item 5 as last item shown. FLIP THE SCALE FOR 50% OF RESPONDENTS						
PA2	How much do you agree or disagree with each statement?					
		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
1	The AEC is independent of political influence	1	2	3	4	5
2	The AEC applies federal election rules fairly	1	2	3	4	5
3	The AEC provides accurate information about political donations	1	2	3	4	5
4	I trust the AEC to carry out its responsibilities effectively	1	2	3	4	5
5	I trust the federal government to act in the best interests of the country	1	2	3	4	5

SECTION B: AWARENESS AND UNDERSTANDING (2-3 MINUTES)

[Timestamp PB1 – PB6]

SINGLE RESPONSE QUESTION TYPE			
ASK ALL			
DO NOT RANDOMISE			
PB1	Before today, had you heard about any changes to the rules about how political donations are reported or made public?		
		Single	
	Yes, I had heard about them	1	
	No, I had not heard about them	2	
	Unsure	98	

SINGLE RESPONSE QUESTION TYPE			
ASK ALL			
DO NOT RANDOMISE. FLIP THE SCALE FOR 50% OF RESPONDENTS.			
PB2a	How well do you understand how political donations are reported and published in Australia?		
		Single	
	Extremely well	5	
	Very well	4	
	Moderately well	3	
	Slightly well	2	
	Not at all	1	

SINGLE RESPONSE QUESTION TYPE			
ASK ALL			
DO NOT RANDOMISE. FLIP THE SCALE FOR 50% OF RESPONDENTS.			
PB2b	How interested are you in understanding how political donations are reported and published in Australia?		
		Single	
	Extremely interested	5	
	Very interested	4	
	Moderately interested	3	
	Slightly interested	2	
	Not at all interested	1	

CAROUSEL GRID QUESTION TYPE				
ASK IF PB1=1				
RANDOMISE STATEMENT				
PB3a	Before today, had you heard about the following changes commencing 1 July 2026?			
		Yes, I had heard about them	No, I had not heard about them	Unsure
1	Making smaller donations public (lowering the amount that must be reported)	1	2	98
2	Publishing donation details more quickly (including during election periods)	1	2	98
3	Setting limits on how much people or organisations can donate or spend	1	2	98

SINGLE RESPONSE QUESTION TYPE			
ASK ALL			
DO NOT RANDOMISE. FLIP THE SCALE FOR 50% OF RESPONDENTS.			
PB3b	Thinking about the changes to the political donation rules that you have just read about, do you think these changes will make the system more transparent, less transparent, or make no difference?		
		Single	
	More transparent	3	
	Make no difference	2	
	Less transparent	1	
	Unsure	98	

SINGLE RESPONSE QUESTION TYPE			
ASK ALL			
DO NOT RANDOMISE. FLIP THE SCALE FOR 50% OF RESPONDENTS.			
PB4	How important is it that Australians can see who donates to political parties or candidates?		
		Single	
	Extremely important	5	
	Very important	4	
	Moderately important	3	
	Slightly important	2	
	Not at all important	1	

SINGLE RESPONSE QUESTION TYPE			
ASK ALL			
DO NOT RANDOMISE. FLIP THE SCALE FOR 50% OF RESPONDENTS.			
PB5a	In your opinion, how transparent is the political donation system in Australia?		
		Single	
	Extremely open	5	
	Very open	4	
	Moderately open	3	
	Slightly open	2	
	Not at all open	1	
	Unsure	98	

SINGLE RESPONSE QUESTION TYPE			
ASK ALL			
DO NOT RANDOMISE. FLIP THE SCALE FOR 50% OF RESPONDENTS.			
PB5b	Thinking about the upcoming changes to the political donation rules, how have they influenced your view of how transparent the system is?		
		Single	
	Very positively	5	
	Positively	4	
	No influence	3	
	Negatively	2	
	Very negatively	1	
	Unsure	98	

GRID QUESTION TYPE –CAROUSEL SINGLE							
ASK ALL							
RANDOMISE STATEMENTS. FLIP THE SCALE FOR 50% OF RESPONDENTS							
PB6	Based on what you know so far, how likely is it that the upcoming changes to the political donation rules will lead to the following improvements?						
		Very unlikely	Unlikely	Neither likely nor unlikely	Likely	Very likely	Unsure
1	Making donation information clearer and easier for the public to see	1	2	3	4	5	9
2	Better protecting information (e.g. personal and financial) related to donations	1	2	3	4	5	9
3	Making it easier for the AEC to explain donation rules to the public	1	2	3	4	5	9
4	Helping the AEC check and enforce donation rules more effectively	1	2	3	4	5	9
6	Helping the AEC update its systems and processes when rules change	1	2	3	4	5	9

SECTION C: PREFERENCES FOR COMMUNICATION AND EDUCATION (1 MINUTE)

[Timestamp PC1 – PC2]

INTRO_COMMS, NEW SCREEN

We would like to know how you would prefer to receive information from the AEC about political funding and disclosure.

MULTIPLE RESPONSE QUESTION TYPE

ASK ALL. SELECT UP TO TWO

RANDOMISE 1-5

PC1	How would you prefer to learn about how political donations are made public in Australia?		
	<i>Please select up to two.</i>	Multi	
	Short explainer videos	1	
	News articles or media reports	2	
	AEC website	3	
	Social media posts from the AEC	4	
	Simple fact sheets or online summaries	5	
	Other (please specify)	97	
	I would prefer not to receive information about this	99	SINGLE
	Unsure	98	SINGLE

SINGLE RESPONSE QUESTION TYPE

ASK IF PC1=1,2,3,4, 5, 97 or 98

RANDOMISE 1-4

PC2	When receiving information from the AEC, which presentation style is most helpful to you?		
		Single	
	Short, easy-to-understand summaries	1	
	Detailed written information	2	
	Step-by-step instructions	3	
	Visual formats such as infographics, charts or videos	4	
	Other (please specify)	97	

SECTION D: FINDING INFORMATION (2 MINUTES)

[Timestamp PD1– PD5]

Awareness & Use of Systems

SINGLE RESPONSE QUESTION TYPE			
ASK ALL			
DO NOT RANDOMISE			
PD1	Have you ever tried to find out who donates to political parties or candidates?		
		Single	
	Yes	1	
	No	2	
	Unsure	98	

MULTIPLE RESPONSE QUESTION TYPE, SELECT UP TO 2			
ASK IF ALL			
RANDOMISE 1-5			
PD2	If you wanted to find information about political donations or election funding, where would you look first?		
	<i>Please select up to two.</i>	Multi	
	AEC website	1	
	Search engine (e.g. Google, Bing)	2	
	News articles or media reports	3	
	Social media	4	
	AI Tools (e.g. ChatGPT, Google Gemini)	5	
	Other (please specify)	97	
	I wouldn't look for this information	96	SINGLE

MULTIPLE RESPONSE QUESTION TYPE, SELECT UP TO 2			
ASK IF PD2_4=1			
RANDOMISE 1-6			
PD2b	On which social media platforms would you be most likely to look for information about political donations or election funding?		
	<i>Please select up to two.</i>	Multi	
	Facebook	1	
	Instagram	2	
	X (formerly Twitter)	3	
	TikTok	4	
	LinkedIn	5	
	YouTube	6	
	Other (please specify)	97	
	Unsure	98	SINGLE

SINGLE RESPONSE QUESTION TYPE			
ASK ALL			
DO NOT RANDOMISE			
PD3	In the next 12 months, how many times do you realistically think you would visit a website that shows who donates to political parties and candidates?		
		Single	
	Never (0 times)	5	
	Once or twice	4	
	Three to five times	3	
	Six to ten times	2	
	More than ten times	1	
	Unsure	98	

SINGLE RESPONSE QUESTION TYPE			
ASK ALL			
DO NOT RANDOMISE			
PD4a	Have you heard of the AEC's Transparency Register? <i>(This is the AEC website where donation and funding information is made public.)</i>		
		Single	
	Yes	1	
	No	2	
	Unsure	98	

SINGLE RESPONSE QUESTION TYPE			
ASK IF PD4a=1			
DO NOT RANDOMISE			
PD4b	How familiar are you with the AEC's Transparency Register?		
		Single	
	Very familiar	5	
	Somewhat familiar	4	
	Heard of it but never looked at it	3	
	Slightly familiar	2	
	Not at all familiar	1	
	Unsure	98	

MULTIPLE RESPONSE QUESTION TYPE, SELECT UP TO 3			
ASK ALL			
RANDOMISE 1-5			
PD5	The Transparency Register already lists who donates, how much, and to whom. If it were to include more features, which of the following would you find most useful?		
	<i>Please select up to two.</i>	Multi	
	Easy search by party or donor	1	
	Clear summaries of total donations	2	
	Simple explanations of donation rules	3	
	Ability to see data in graphs or charts	4	
	Downloadable data	5	
	Other (please specify)	97	
	None of these	96	SINGLE
	Unsure	98	

SECTION E: DEMOGRAPHICS (1 MINUTE)

[Timestamp F1 – F4]

INTRO_COMMS, NEW SCREEN			
These final questions help ensure the survey represents a wide cross-section of Australians.			
DEMOGRAPHIC QUESTION, SINGLE RESPONSE			
ASK ALL			
DO NOT RANDOMISE			
PF4	Are you an Australian Citizen?		
		Single	
	Yes	1	
	No	2	
	Unsure	98	

DEMOGRAPHIC QUESTION, SINGLE RESPONSE			
ASK IF PF4=1			
DO NOT RANDOMISE			
PF5	Are you enrolled to vote in Australian federal elections?		
		Single	
	Yes	1	
	No	2	
	Unsure	98	

DEMOGRAPHIC QUESTION, SINGLE RESPONSE			
ASK ALL			
DO NOT RANDOMISE			
PF6	How interested are you in politics and government in Australia, if at all?		
		Single	
	Extremely interested	5	
	Very interested	4	
	Somewhat interested	3	
	Not very interested	2	
	Not at all interested	1	

Note: Do we want to ask about interest in future research? Are the general public a planned user group?

CLOSING SCREEN

Thank you for taking the time to complete the survey. Your feedback will better help us understand the community's needs and inform future improvements. To submit your responses, click the button below.

QUOTA FULL

Thanks for your time. We've already had feedback from people with a similar background to yours, so we won't need any more responses from you for this survey. But other people like you have had their say.