

Politics of Ageing – Age Based Interest Groups

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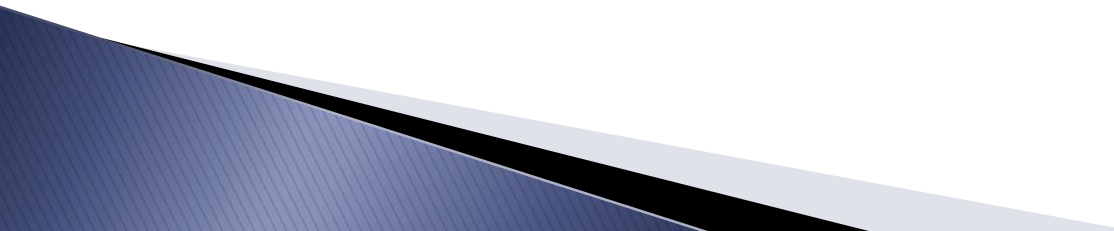


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Independent voice of the over 50s

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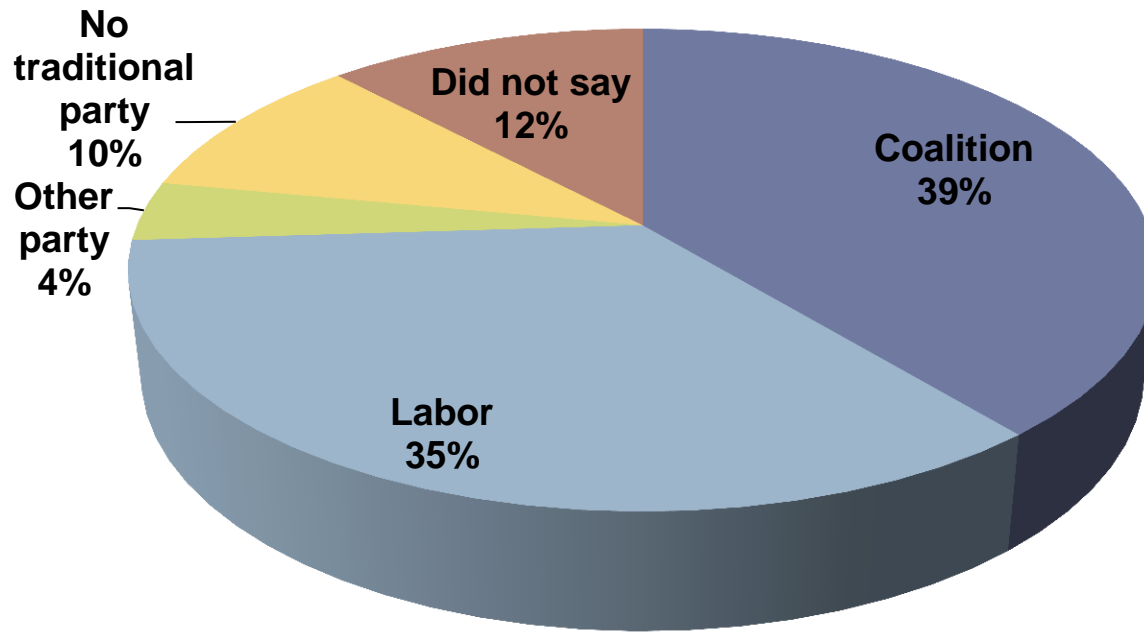
NSA Issues Survey 2010

- ▶ What issues are of prime importance to Australians 50 and over?
 - ▶ How these issues might influence their voting intentions?
 - ▶ Are older voters likely to change their voting preference?
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Importance of issues

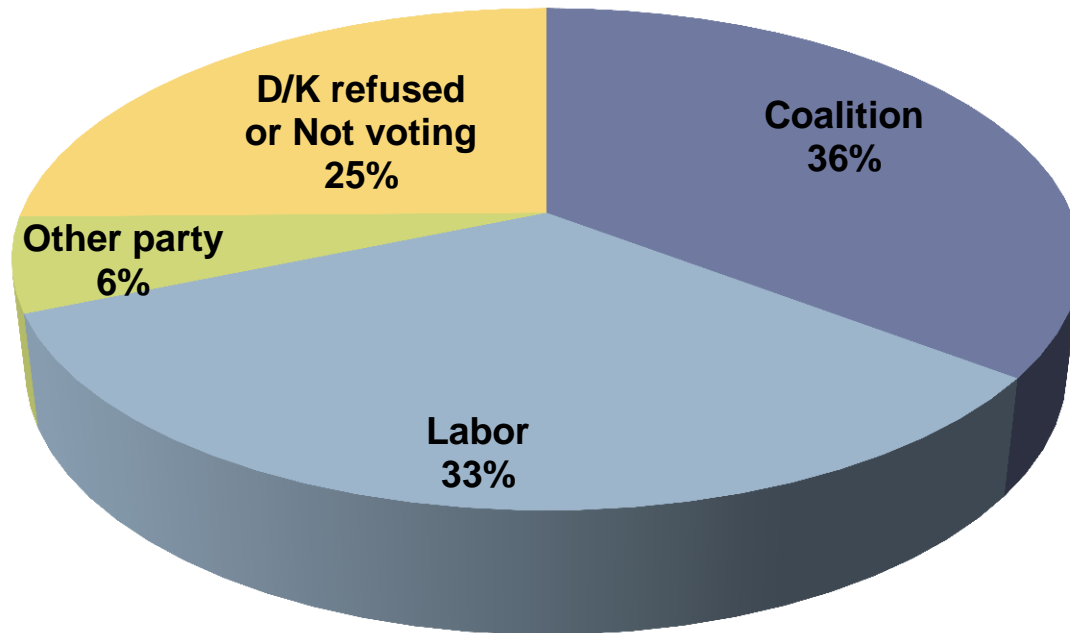
1. Health (84%)
2. Education (81%)
3. Aged Care (73%)
4. Superannuation (56%)
5. National Security (56%)
6. Affordable Housing (55%)
7. Climate Change (40%)
8. Industrial Relations (32%)
9. Immigration (29%)

Traditional Party Preferences



- Labor preference was higher amongst men than women
- Individuals aged 65+ preferred the Coalition more than individuals 50-64

Voting Intentions for the Next Federal Election



- Men 50-64 had a higher preference for Labor
- Men 65+ had a higher preference for the Coalition.
- No significant age differences amongst women

Key findings

- ▶ 62% of respondents are prepared to change their vote if another political party offered better policies on one of the 9 issues
- ▶ The policies most likely to influence their votes were: health (19%), aged care (8%) & climate change (8%)

What's the Next Step?

- ▶ Australians over the age of 50 represent over 40% of the voting population
- ▶ Recent polls (*Newspoll*) show most dramatic declines in PM's approval rating in over 50s (*38% approve and 57% disapprove - April 2010*)