

A close-up photograph of a blue-headed honeyeater bird perched on a light-colored, textured rock. The bird has a vibrant blue head and neck, a black face and throat, and a greyish-brown body. It is facing left, and its long, dark tail feathers are visible. The background is a soft, out-of-focus brown.

# 2780 VNPA State Polling '22

Prepared for Victorian National Parks Association

**LONERGAN.**

November 2022



# Project Specifications

# Methodology

## Survey

A 9-question online study was conducted amongst members of a permission based panel.

After interviewing, data was weighted to the latest population estimates sourced from the Australian Bureau of Statistics.

## Sample Profile

The study was conducted among 1,000 Victorians aged 18+.

Surveys were distributed throughout Victoria.

Please refer to the next page for further information on sample sizes

## Project Brief

This study aimed to uncover Victorians' attitudes regarding the management and policy announcements of Victoria's National Parks.

## Fieldwork

Fieldwork commenced on Friday 28<sup>th</sup> October and was completed on Sunday 6<sup>th</sup> November 2022

### Example Methodology Text for Media Releases:

The research was commissioned by Victoria National Parks Association and conducted by Lonergan Research in accordance with the ISO 20252 standard, and in compliance with the Australian Polling Council Quality Mark standards ([www.australianpollingcouncil.com](http://www.australianpollingcouncil.com)). Lonergan Research surveyed 1,000 Victorians aged 18+. Surveys were distributed throughout Victoria, and conducted online amongst members of a permission-based panel, between Friday 28 October and Sunday 6 November 2022. After interviewing, data was weighted to the latest population estimates sourced from the Australian Bureau of Statistics. found at <https://lonerganresearch.com.au/methodology-statements>.

**LONERGAN.**



**Australian  
Polling Council  
Quality Mark**

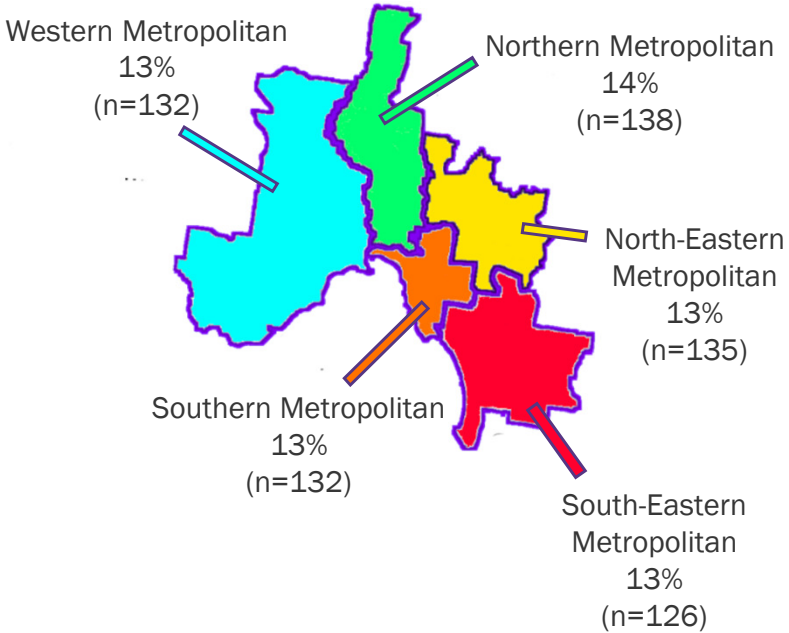
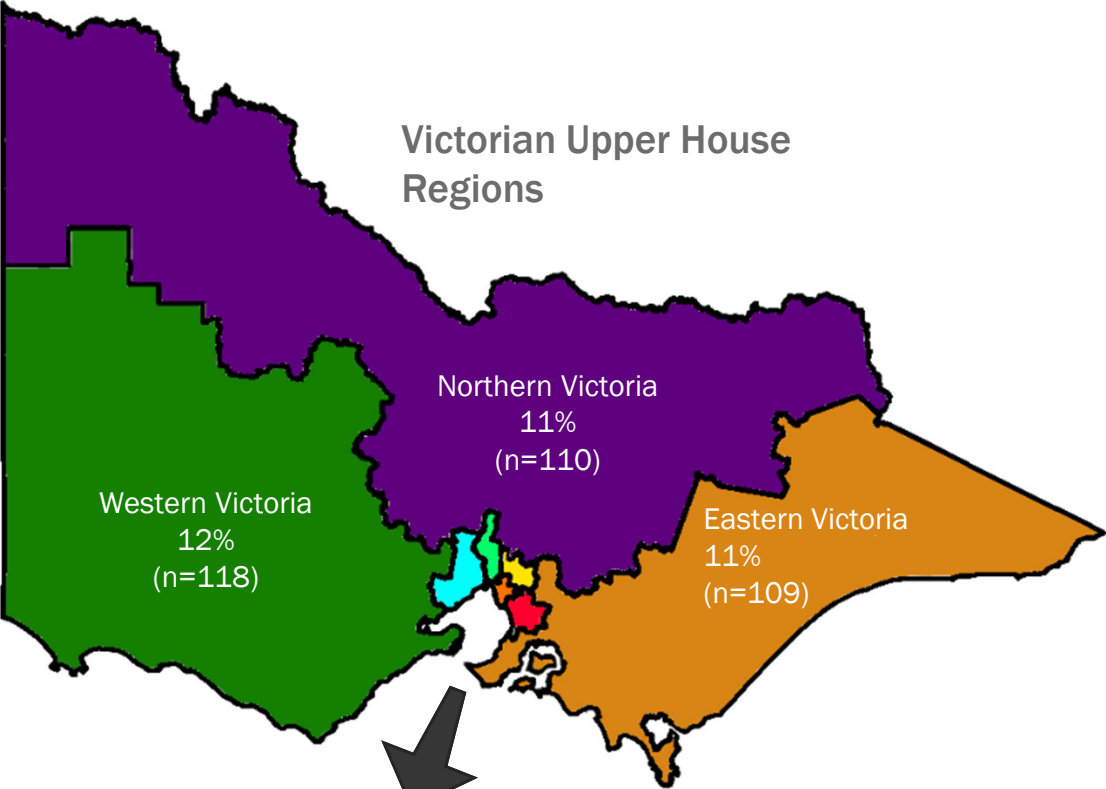


This project was carried out in compliance with the ISO 20252 standard

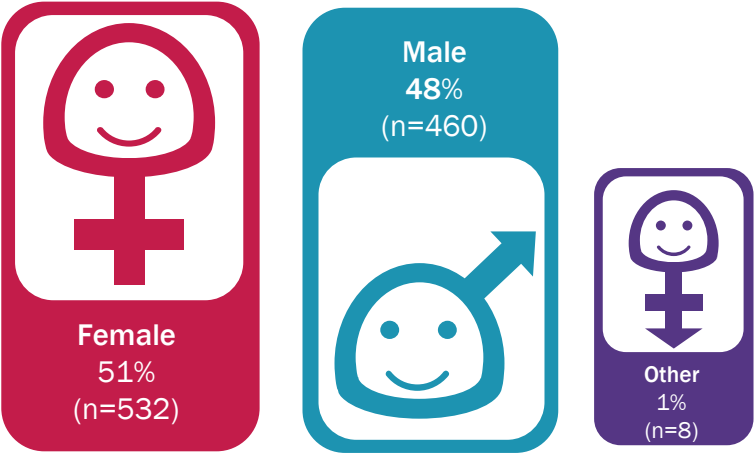
# 2

## Demographics pt1

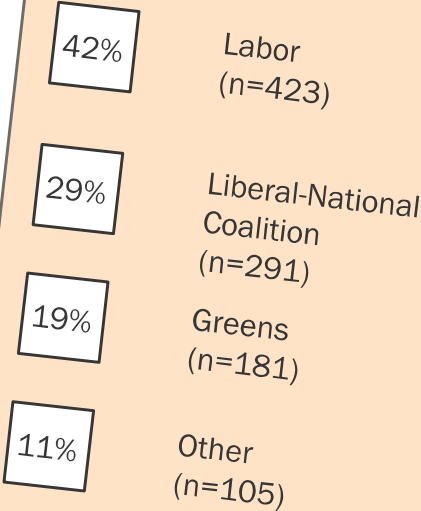
# Sample Breakdown / demographics



## Gender



## Voting Preference



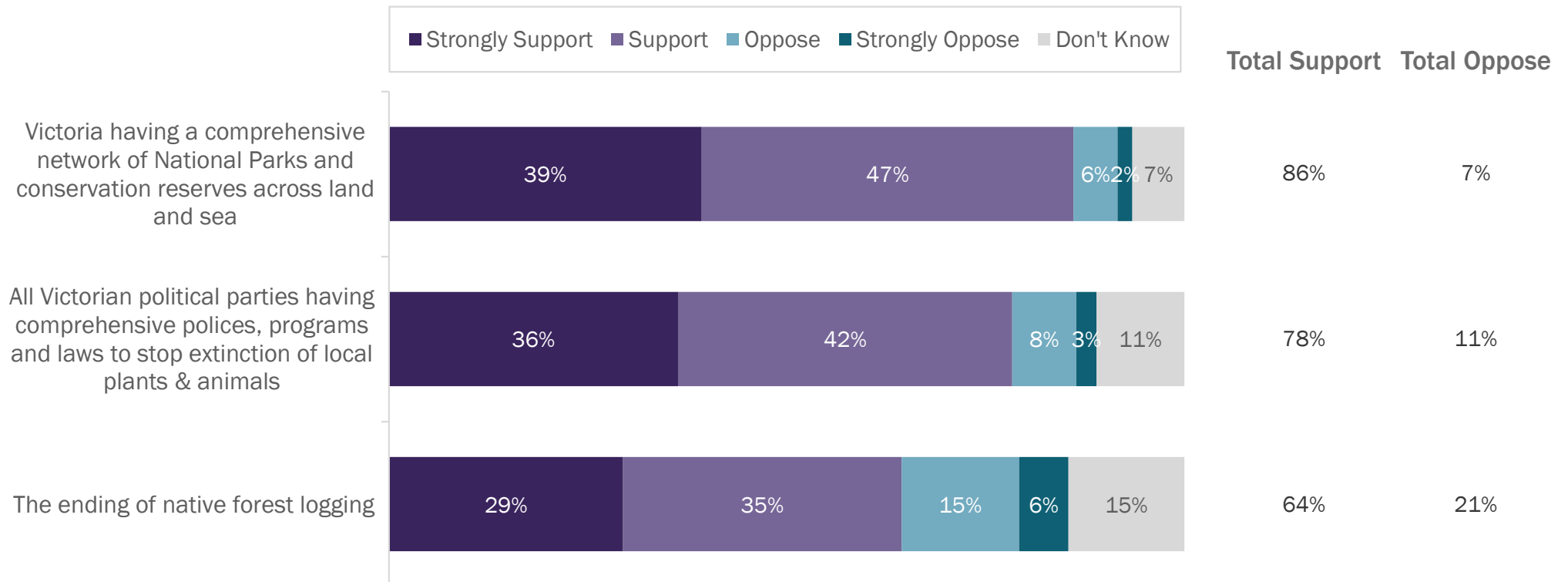


3

## Key Insights

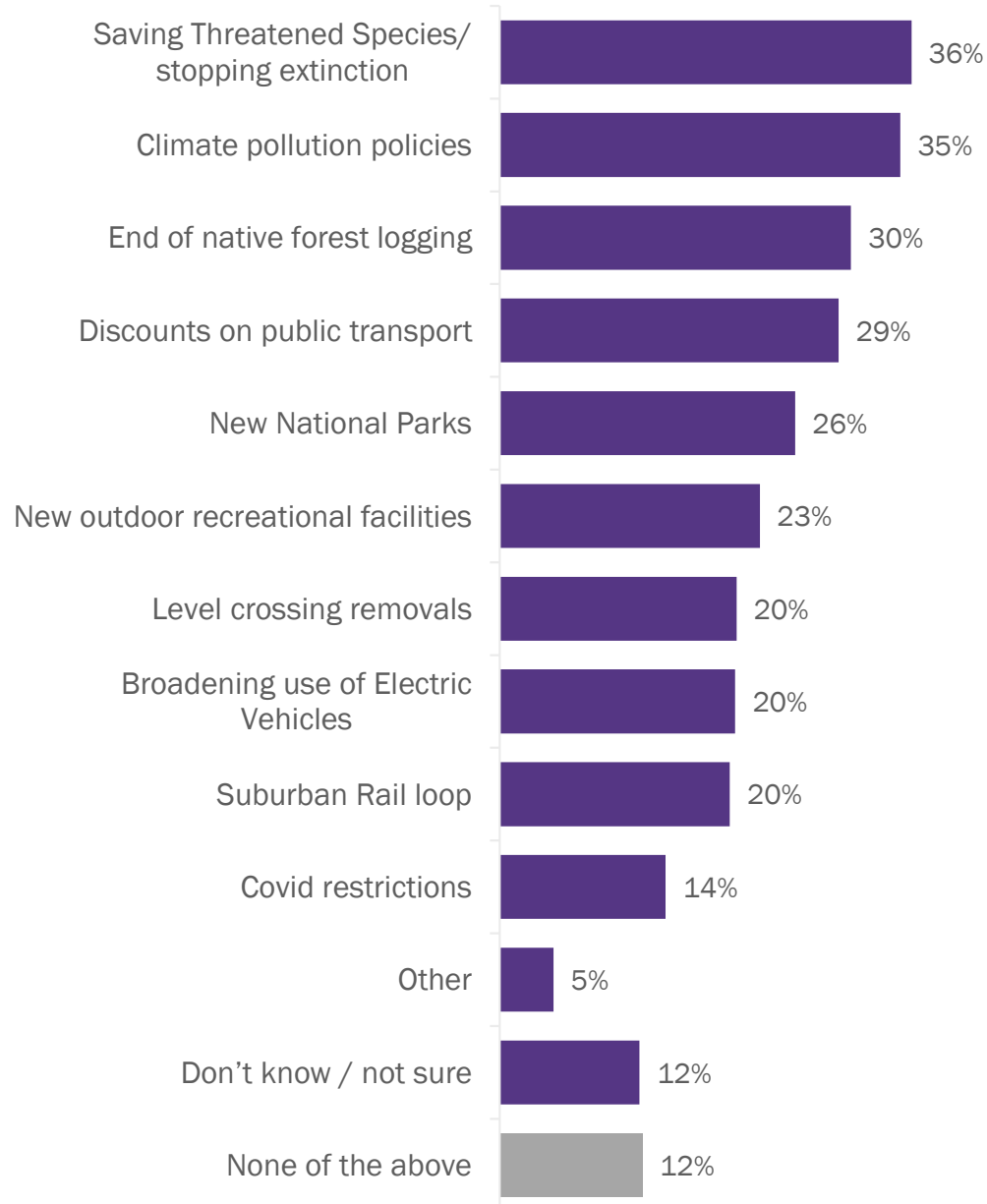
# 6 in 7 Victorians support a comprehensive network of National Parks and conservations reserves across land and sea

- 86% of Victorians support Victoria having a comprehensive network of National Parks and conservation reserves across land and sea.
  - Support is strongest in South-Eastern Metropolitan (90%) and lowest in Northern Victoria (81%; cf. Eastern Victoria 84%, North-Eastern Metropolitan 89%, Northern Metropolitan 88%, Southern Metropolitan 85%, Western Metropolitan 86%, Western Victoria 85%)
- Nearly four in five (78%) Victorians support all Victorian political parties having comprehensive policies, programs and laws to stop extinction of local plants & animals.
- Nearly two thirds (64%) of Victorians support the ending of native forest logging, with three in ten (29%) strongly supporting it.





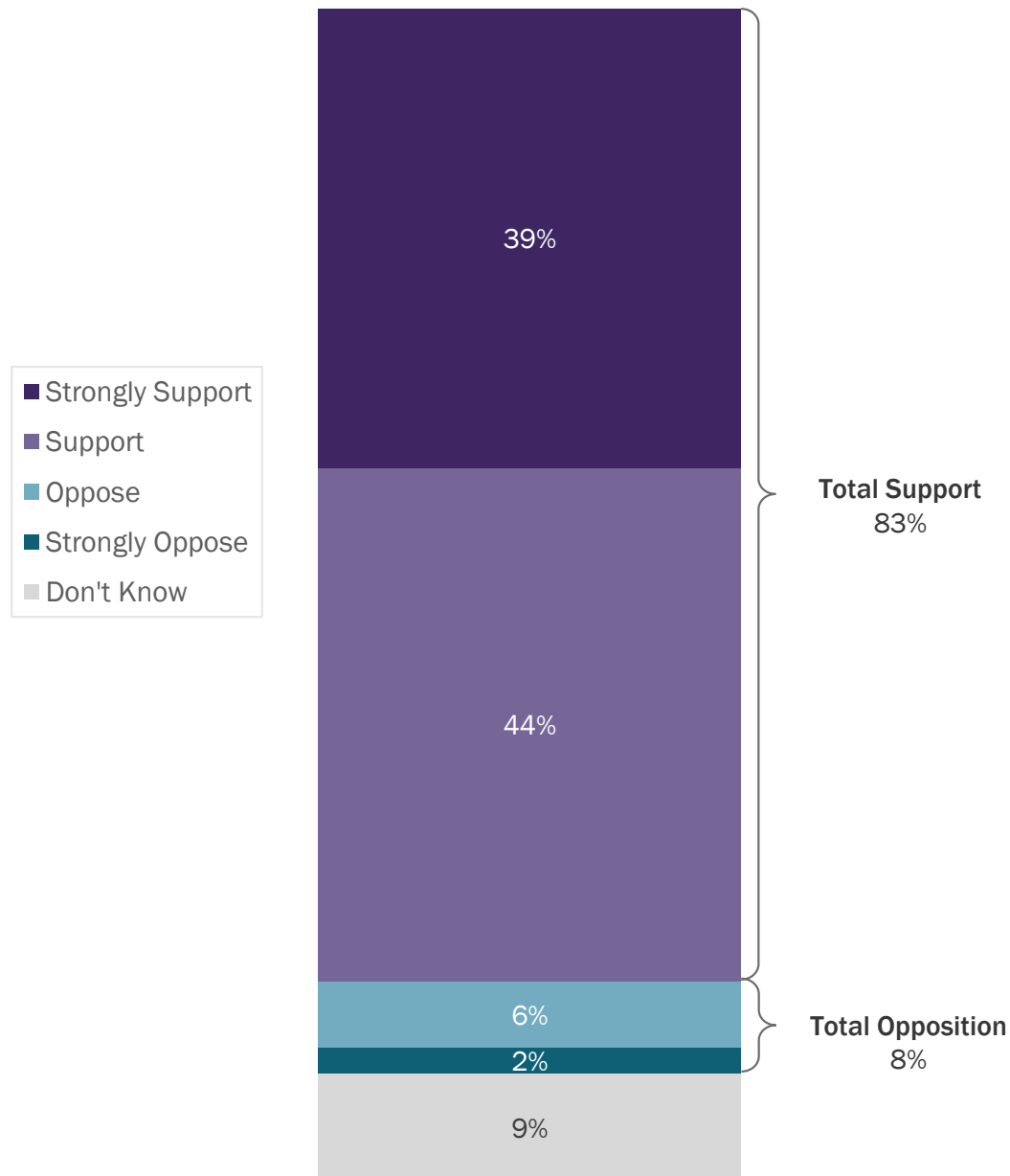
## 3 in 10 Victorians admit their State election vote would be influenced by policy announcements regarding the end of native forest logging



- More than a third of Victorians' state election vote would be influenced by policy announcements in the following areas...
  - Saving threatened species/stopping extinction (36%)
    - This is driven by those with a Greens voting preference (46%; cf. Labor 39%, Coalition 25%, Other 31%)
    - Nearly twice as many Victorians say their vote would be influenced by saving threatened species / stopping extinction than a suburban rail loop (36%; cf. rail loop 20%)
  - Climate pollution policies (35%)
    - This is driven by those with a Greens or Labor voting preference (Greens 47%, Labor 41%; cf. Coalition 22%, Other 23%)
- Three in ten (30%) Victorians say their state election vote would be influenced by policy announcements around ending native forest logging.
- A quarter (26%) of Victorians would be influenced by new National Parks.



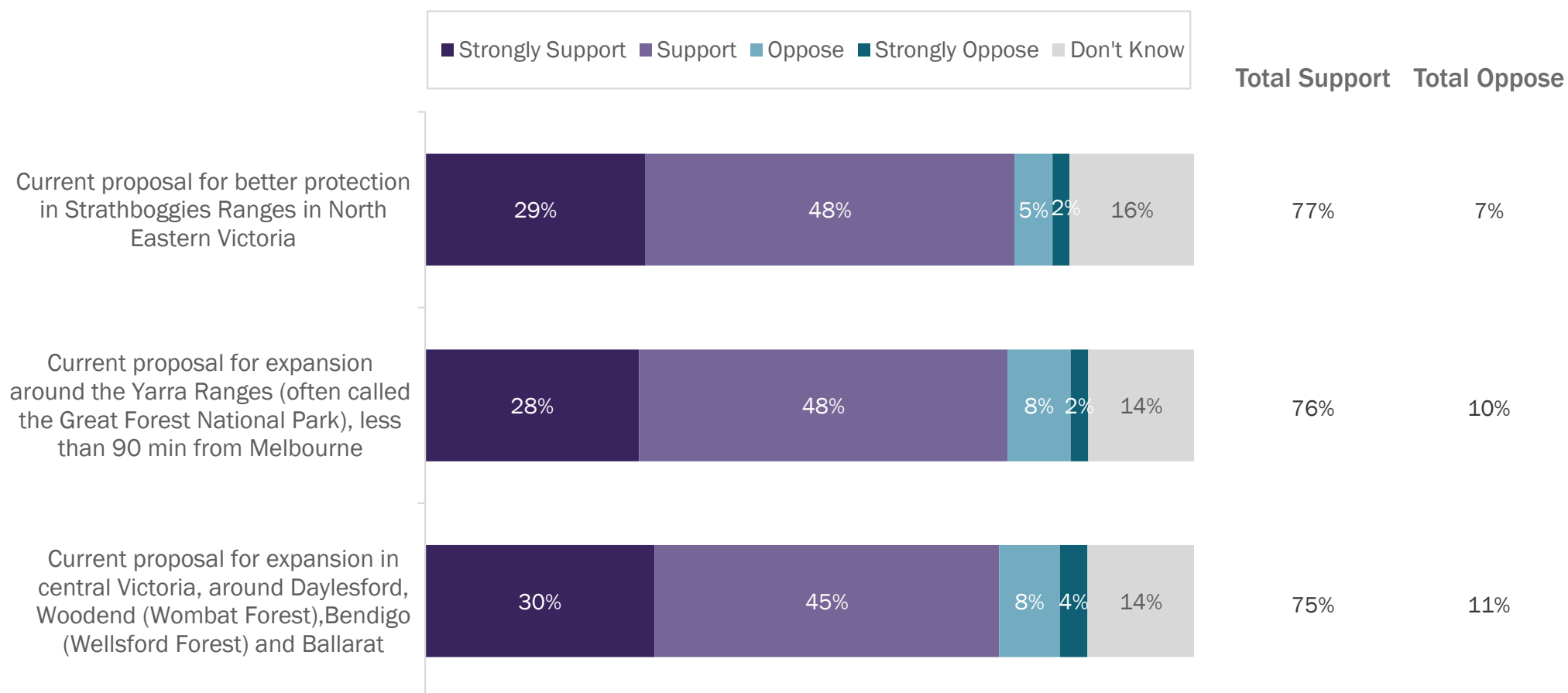
# Support for all Victorian political parties having comprehensive policies, programs and laws to stop extinction of local plants & animals increases when given information



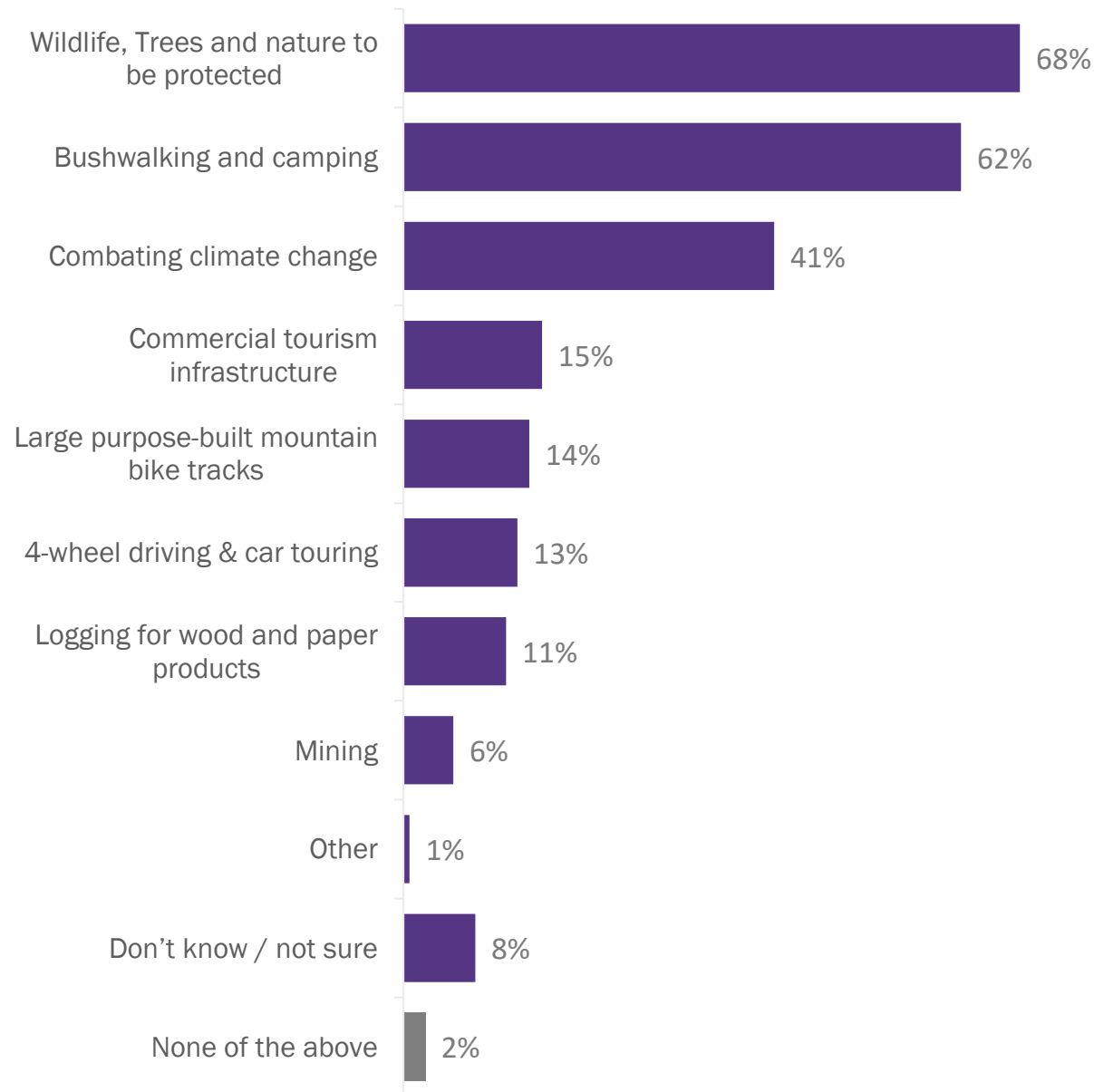
- Given the information that Victoria has formally over 2000 native plants, animals and habitats threatened with extinction, five in six (83%) Victorians support all State political parties having comprehensive policies, programs and laws to stop extinction of local plants & animals – a change of five percentage points from Q1.
  - Those in Western Victoria are the most likely to have gone from a position of Opposing or not knowing how they felt about this policy to supporting it (14%; cf. Eastern Victoria 9%, North-Eastern Metropolitan 11%, Northern Metropolitan 5%, Northern Victoria 10%, South-Eastern Metropolitan 7%, Southern Metropolitan 10%, Western Metropolitan 9%)

# Proposals for National Park expansion and protection is supported by 3 in 4 Victorians

- Three quarters of Victorians support the current proposals for better protection in Strathboggies Ranges (77%) and expansion around the Yarra Ranges (76%).
- Three in four (75%) Victorians support the current proposal for national park expansion in central Victoria, around Daylesford, Woodend, Bendigo and Ballarat, while one in ten (11%) oppose it.



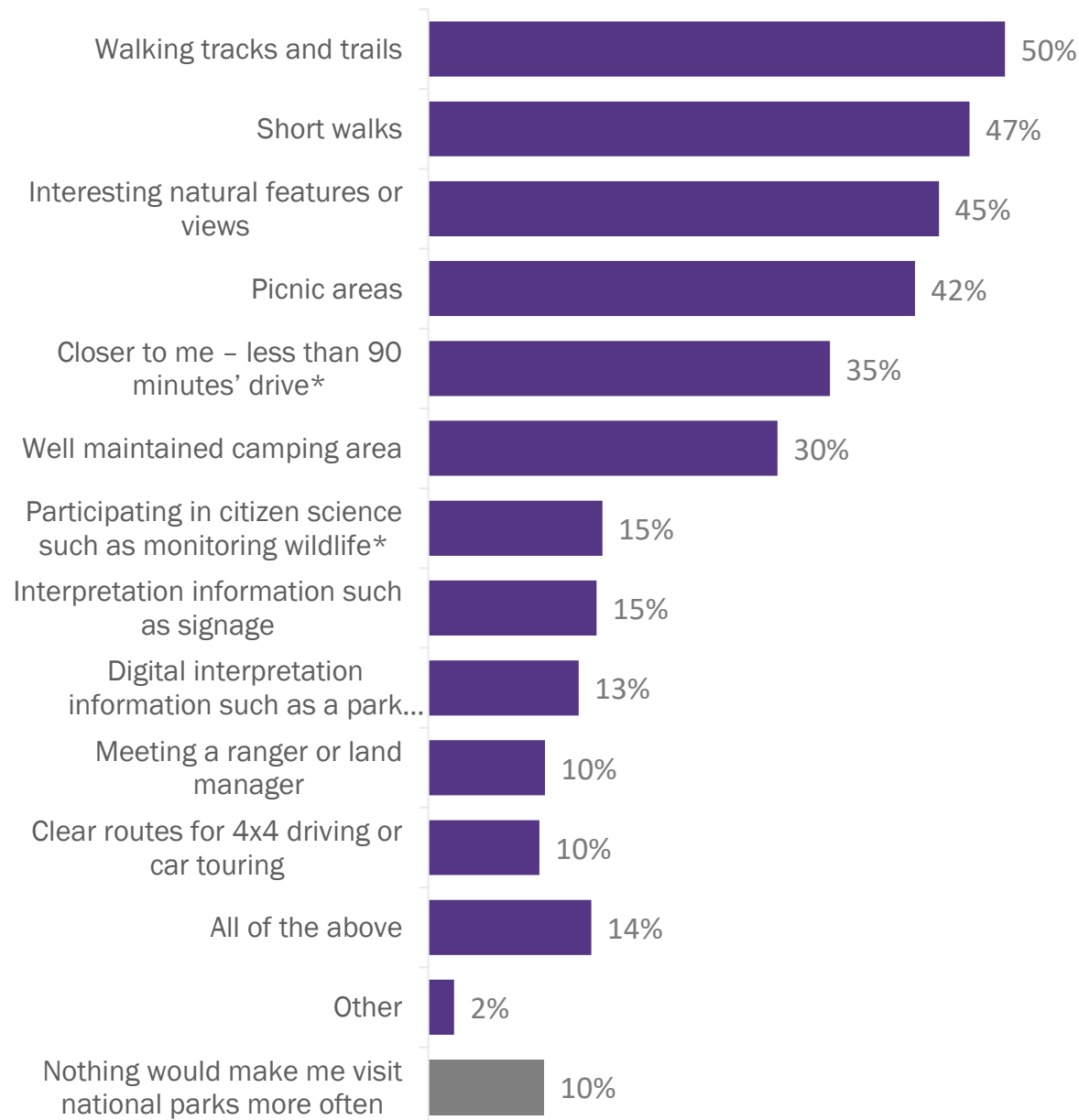
# More than 2 in 3 Victorians believe the best use for Victoria's 3 million hectares of publicly owned state forests is for the protection of wildlife, trees and nature



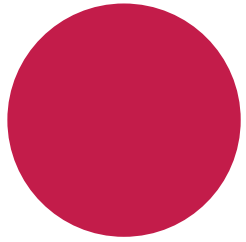
- More than two thirds (68%) of Victorians believe the best use for Victoria's 3 million hectares of publicly owned state forests is for the protection of wildlife, trees and nature, with just one in ten (11%) believing it should be used for logging.
  - Amongst those in greater Melbourne, 70% believe the best use for Victoria's state forests is the protection of wildlife, trees and nature

Q7. Victoria has over 3 million hectares of publicly owned native state forests, outside of national parks. Of the following, which do you think is the best use for these forests? Victorians 18+ (n = 1000)

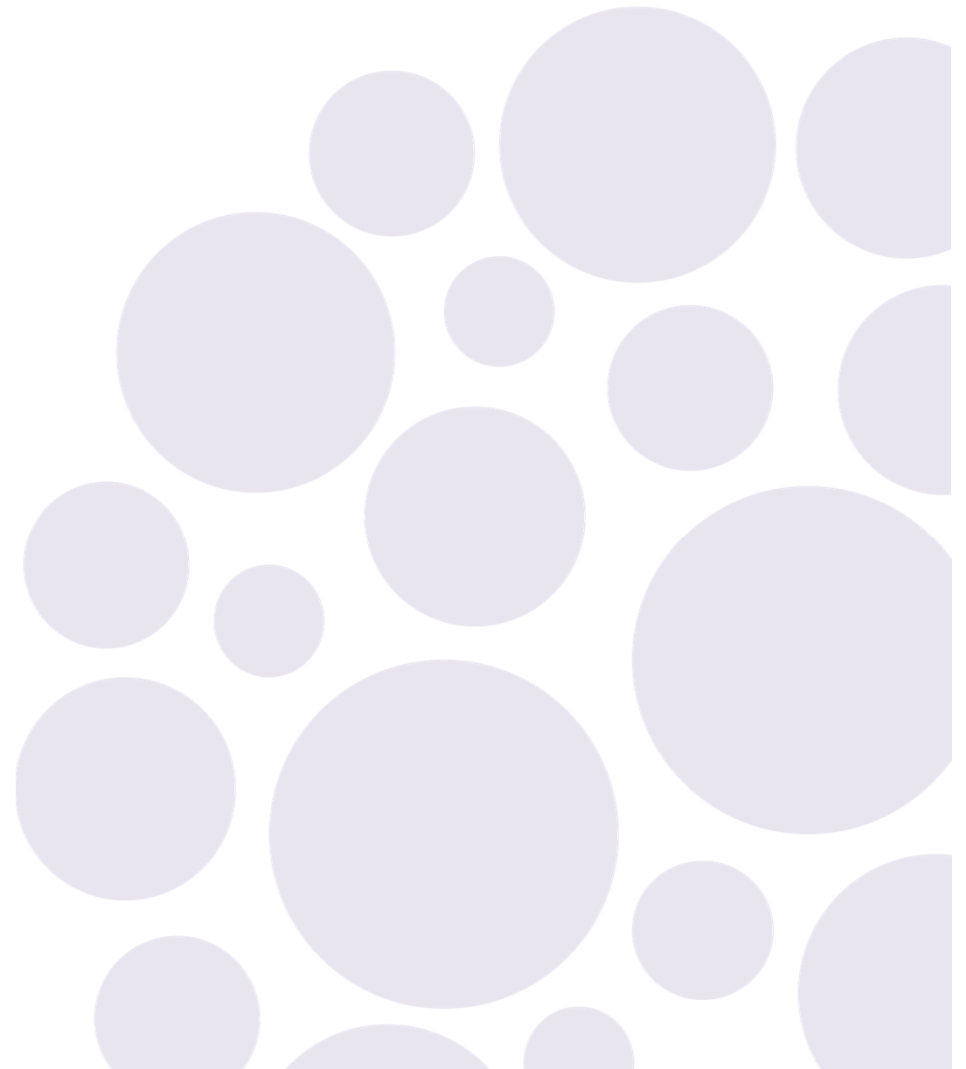
# Walking tracks and trails, short walks, and interesting natural features or views are the most common things that would make Victorians visit their national parks more often



- Half (50%) of Victorians say walking tracks and trails, and nearly half say short walks (47%) or interesting natural features or views (45%) would make them visit national parks in Victoria more often.
- A third (35%) of Victorians say having parks less than 90 minutes' drive would make them visit national parks more often.
  - Those in North-Eastern Metropolitan (42%) and Western Metropolitan (41%) regions are the most likely to say having parks within 90 minutes' drive would make them visit more often (cf. Eastern Victoria 35%, Northern Metropolitan 38%, Northern Victoria 28%, South-Eastern Metropolitan 33%, Southern Metropolitan 34%, Western Victoria 29%)

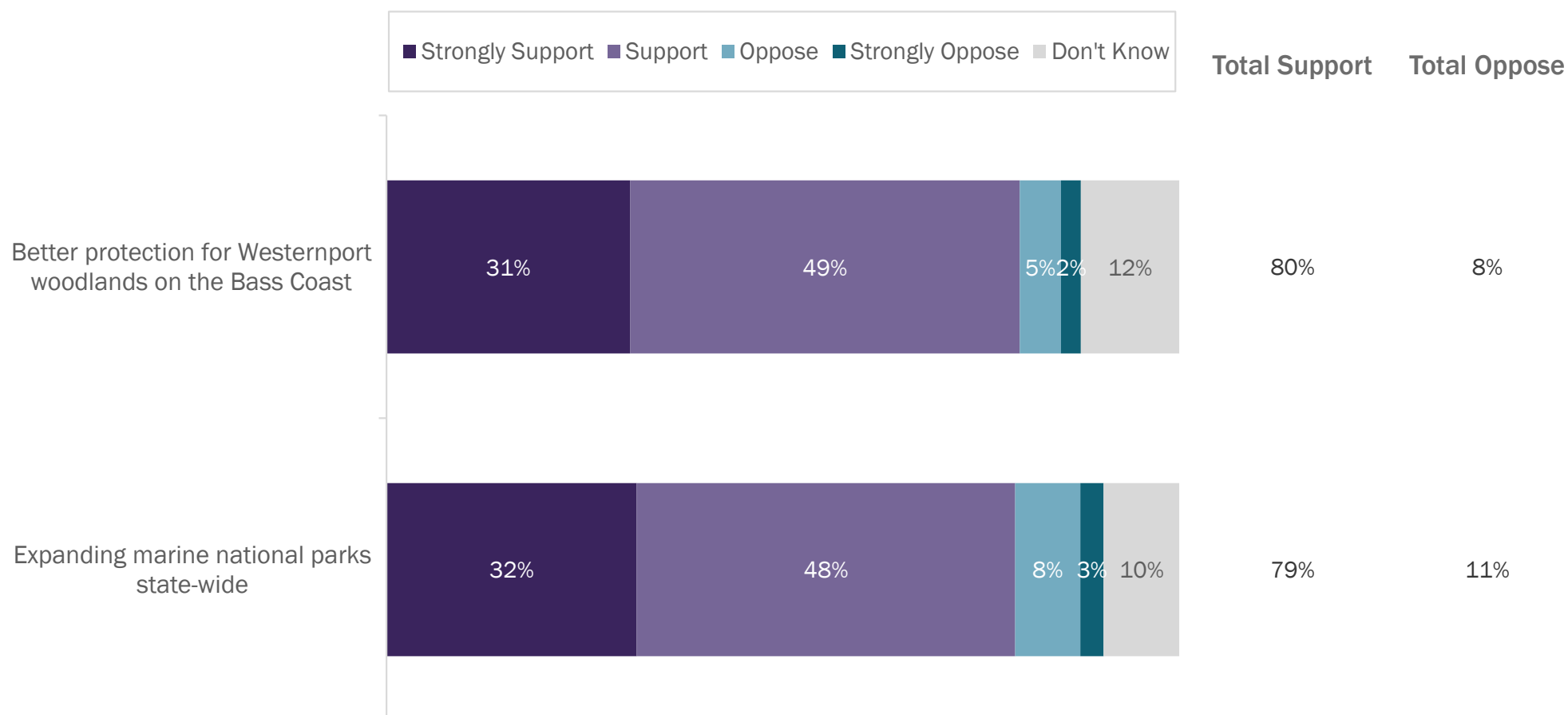


Marine

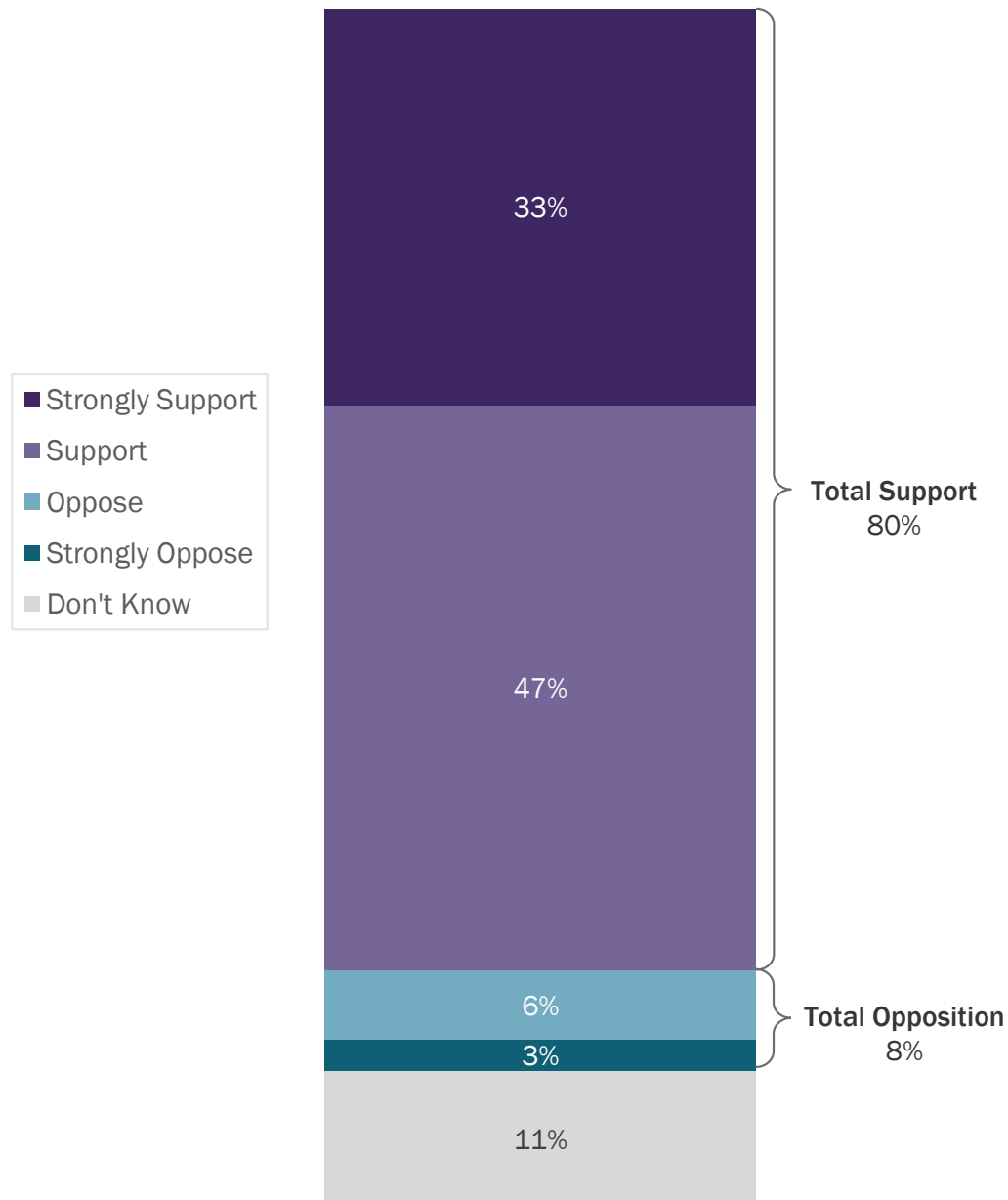


# Expanding marine national parks state-wide is supported by 4 in 5 Victorians

- Four in five Victorians support better protection for Westernport woodlands on the Bass Coast (80%) and expanding marine national parks state-wide (79%).



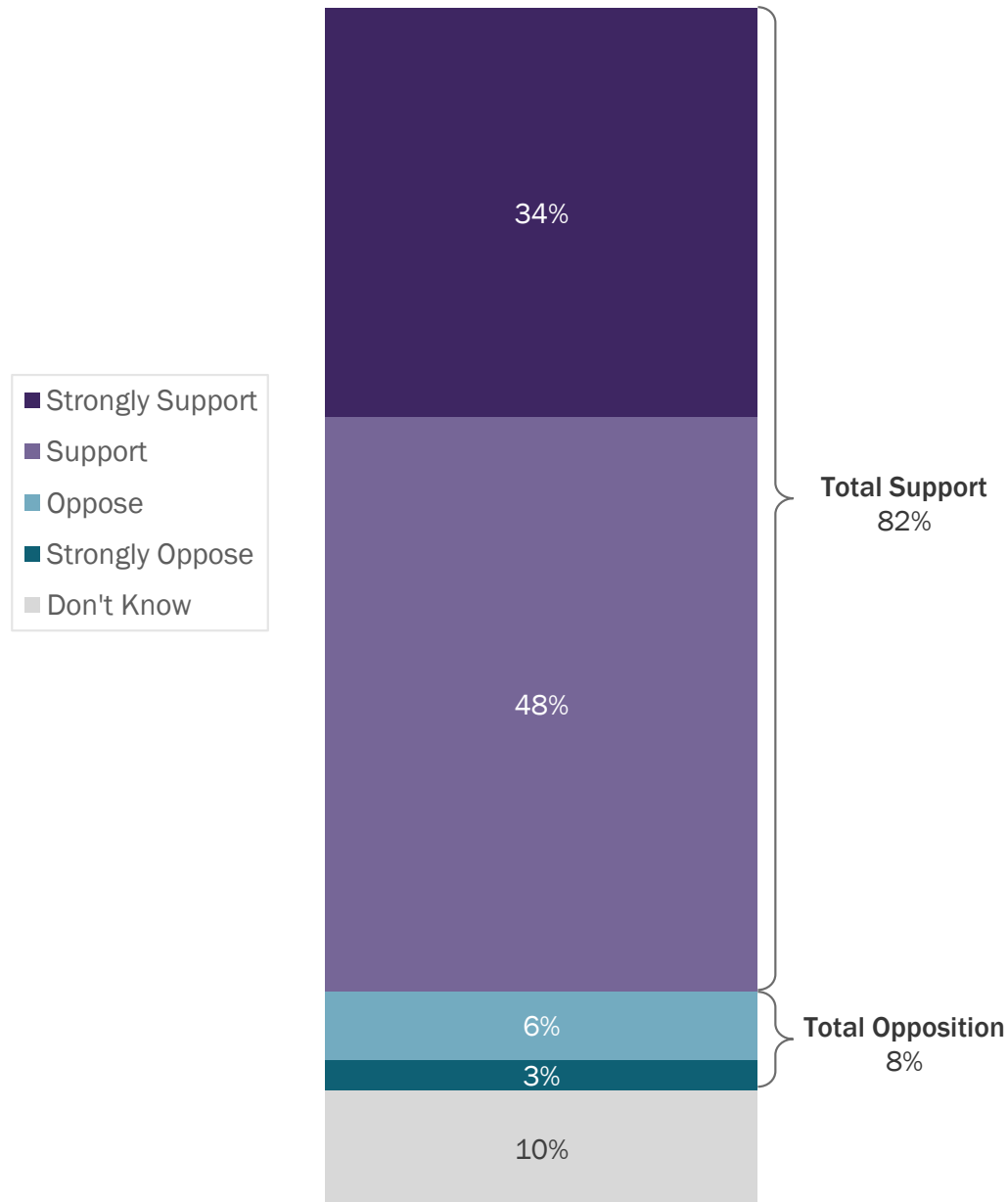
# Support for expanding marine national parks remains stable when provided information about the current level of Victoria's marine waters



- Given the information that currently, five per cent of Victoria's marine waters are state controlled marine areas in marine national parks and sanctuaries - the lowest percentage of any State in Australia, 80% of Victorians support expanding marine national parks – a change of one percent from Q3 (79%).
  - While support only increased by one percent (Q5 80%; cf. Q3 79%) when provided information about the current state of Victoria's marine waters, those in North-Eastern Metropolitan were the most likely to have gone from a position of Opposing or not knowing how they felt about this policy to supporting it (12%; cf. Eastern Victoria 6%, Northern Metropolitan 7%, Northern Victoria 5%, South-Eastern Metropolitan 8%, Southern Metropolitan 7%, Western Metropolitan 7%, Western Victoria 8%)



# 4 in 5 Victorians support the new community & local business backed plan proposed for the state government to better protect Western Port Bay



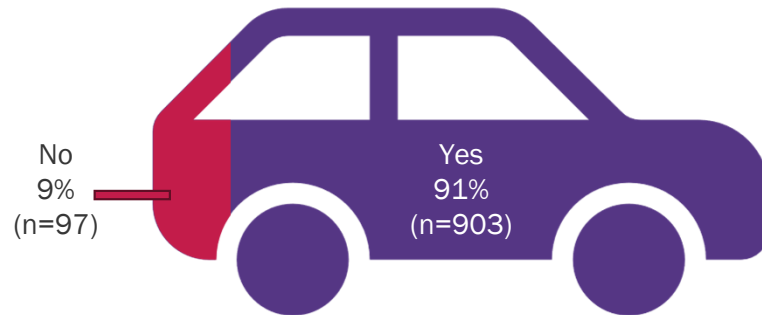
- Four in five (82%) Victorians support the new community & local business backed plan proposed for the state government to better protect Western Port Bay from development and encourage ecological sustainability, with a third (34%) strongly supporting.
  - Those in Western Victoria are the most likely to support this plan (92%; cf. Eastern Victoria 77%, North-Eastern Metropolitan 81%, Northern Metropolitan 85%, Northern Victoria 77%, South-Eastern Metropolitan 80%, Southern Metropolitan 80%, Western Metropolitan 82%)

# 4

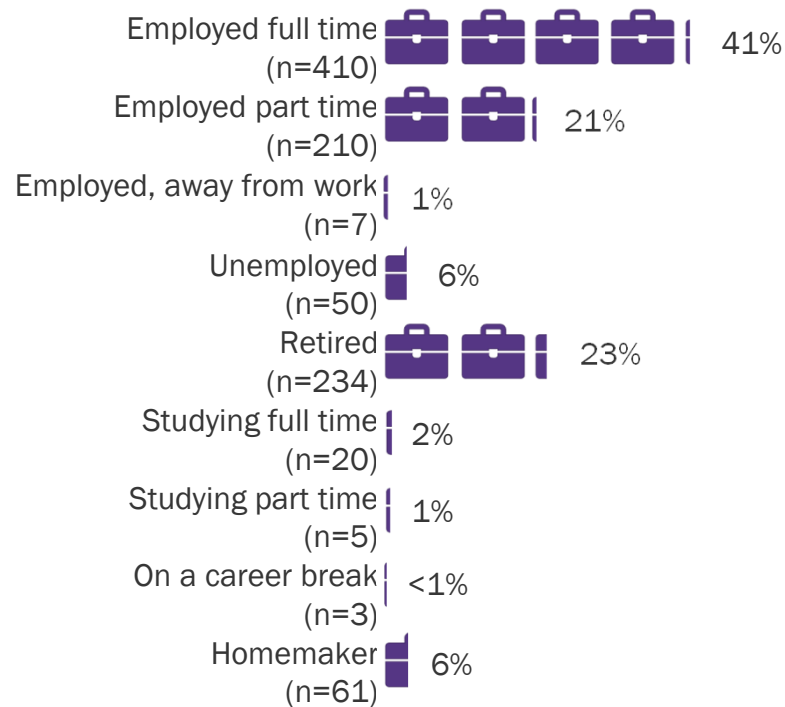
## Demographics pt2

# Sample Breakdown / demographics

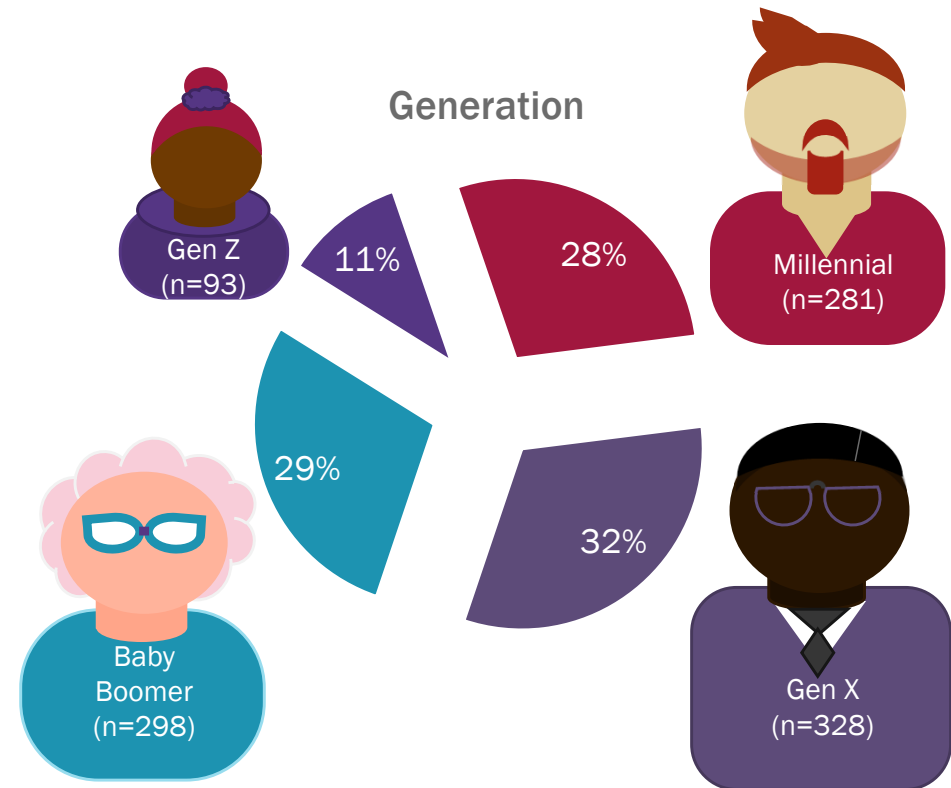
## Access to a car



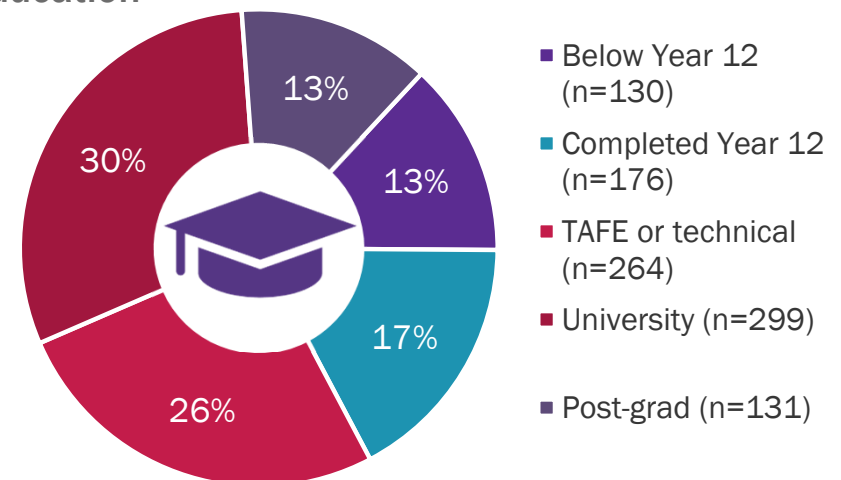
## Work status



## Generation



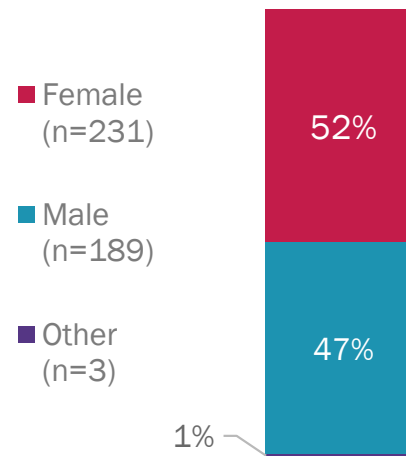
## Education



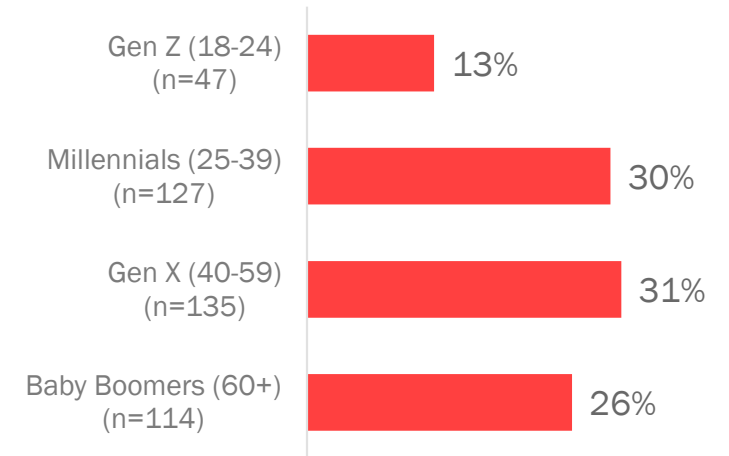
# Labor

Location	%	n
Eastern Victoria	12%	51
North-Eastern Metropolitan	12%	55
Northern Metropolitan	15%	63
Northern Victoria	9%	40
South-Eastern Metropolitan	14%	58
Southern Metropolitan	11%	45
Western Metropolitan	13%	58
Western Victoria	14%	53

## Gender

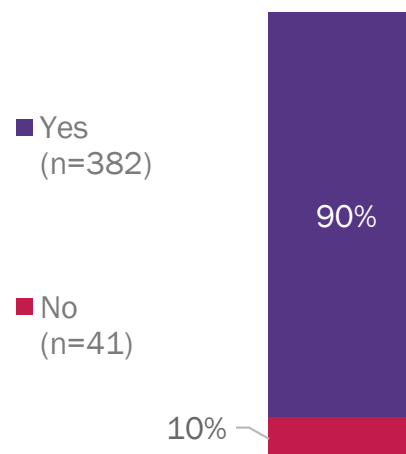


## Generation

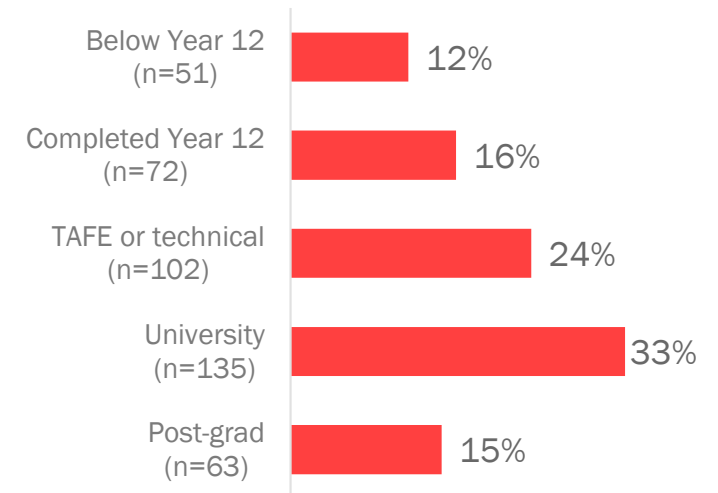


Work Status	%	n
Employed full time	41%	173
Employed part time	22%	90
Employed, away from work	1%	5
Unemployed	5%	19
Retired	22%	97
Studying full time	2%	7
Studying part time	1%	4
On a career break	0%	0
Homemaker	6%	28

## Access to a car



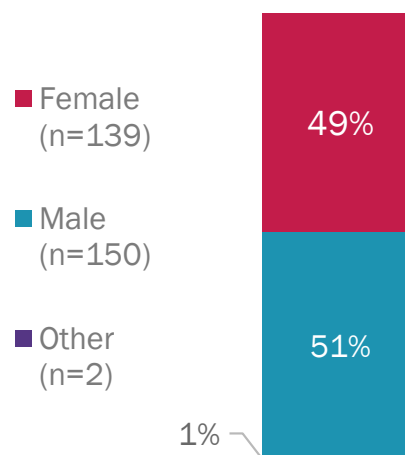
## Education



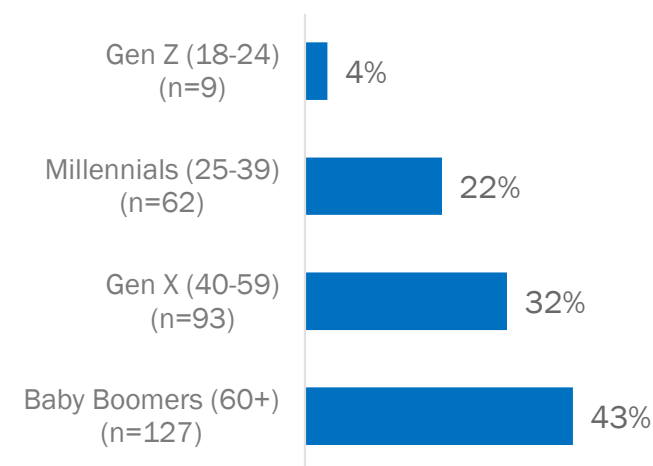
# Liberal-National Coalition

Location	%	n
Eastern Victoria	9%	24
North-Eastern Metropolitan	14%	42
Northern Metropolitan	8%	27
Northern Victoria	14%	37
South-Eastern Metropolitan	16%	42
Southern Metropolitan	16%	49
Western Metropolitan	12%	34
Western Victoria	12%	36

## Gender

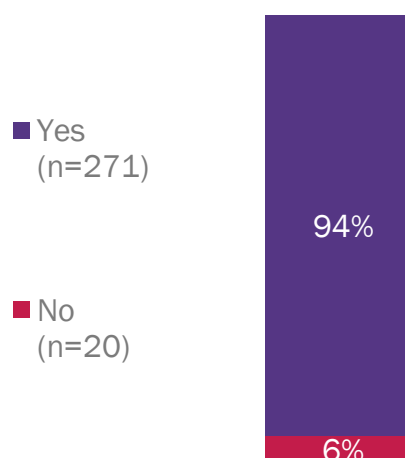


## Generation

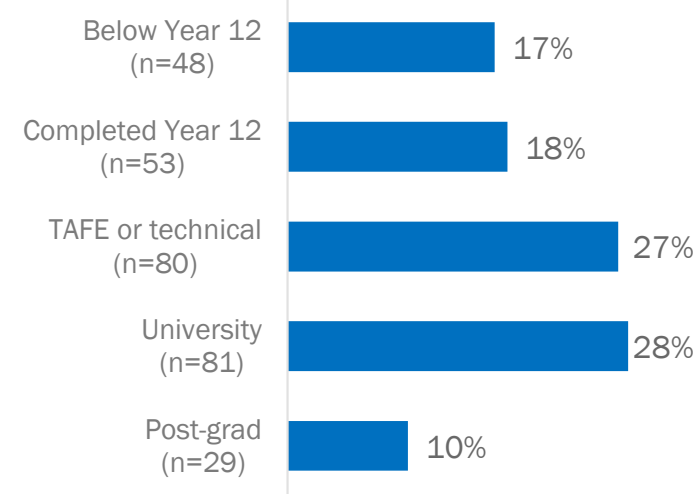


Work Status	%	n
Employed full time	39%	114
Employed part time	17%	53
Employed, away from work	<1%	1
Unemployed	3%	8
Retired	33%	98
Studying full time	2%	3
Studying part time	<1%	1
On a career break	0%	0
Homemaker	5%	13

## Access to a car



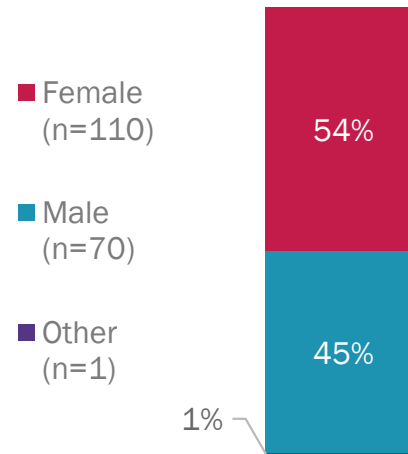
## Education



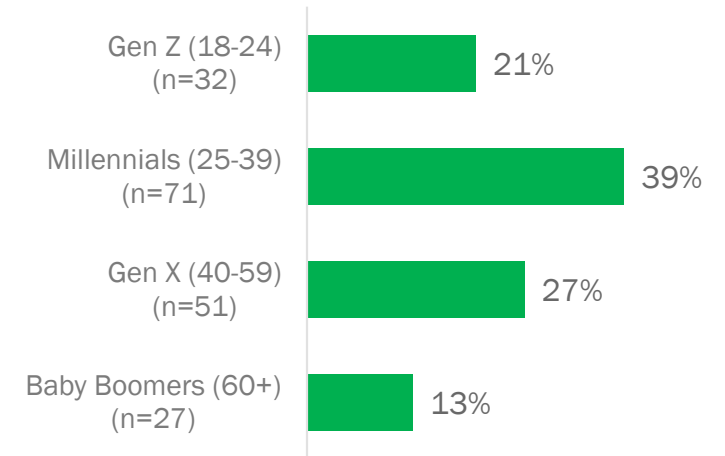
# Greens

Location	%	n
Eastern Victoria	12%	21
North-Eastern Metropolitan	10%	21
Northern Metropolitan	19%	36
Northern Victoria	9%	14
South-Eastern Metropolitan	9%	17
Southern Metropolitan	16%	27
Western Metropolitan	15%	28
Western Victoria	9%	17

## Gender

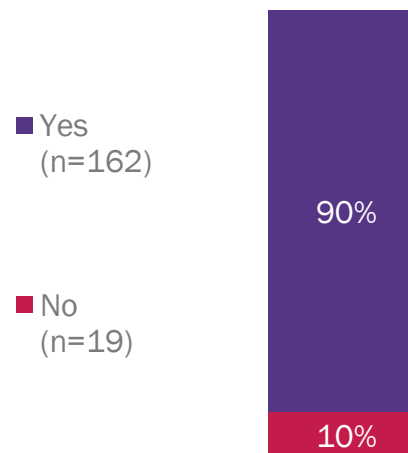


## Generation

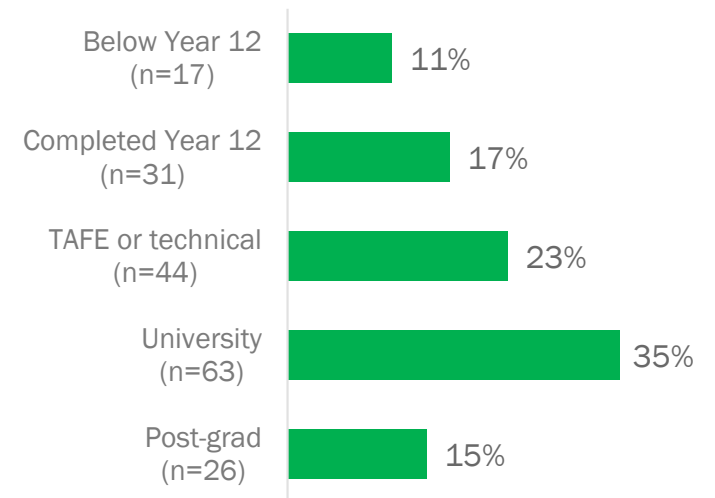


Work Status	%	n
Employed full time	50%	92
Employed part time	23%	40
Employed, away from work	<1%	1
Unemployed	10%	12
Retired	11%	22
Studying full time	2%	5
Studying part time	0%	0
On a career break	1%	1
Homemaker	3%	8

## Access to a car



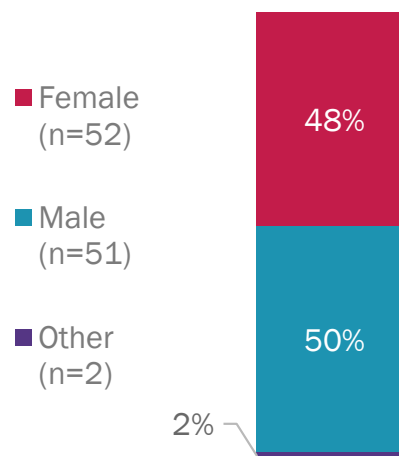
## Education



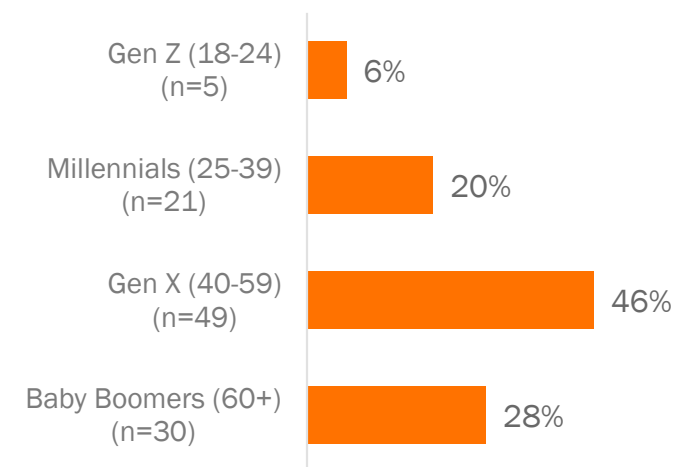
## Other

Location	%	n
Eastern Victoria	14%	13
North-Eastern Metropolitan	16%	17
Northern Metropolitan	12%	12
Northern Victoria	17%	19
South-Eastern Metropolitan	10%	9
Southern Metropolitan	10%	11
Western Metropolitan	11%	12
Western Victoria	11%	12

### Gender



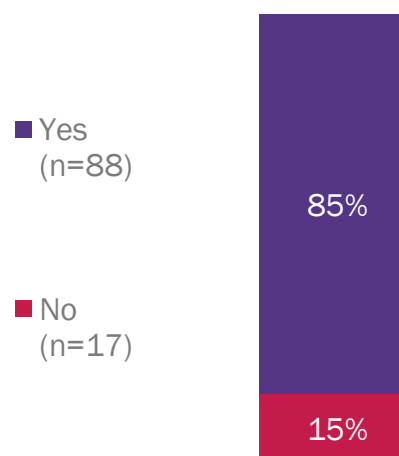
### Generation



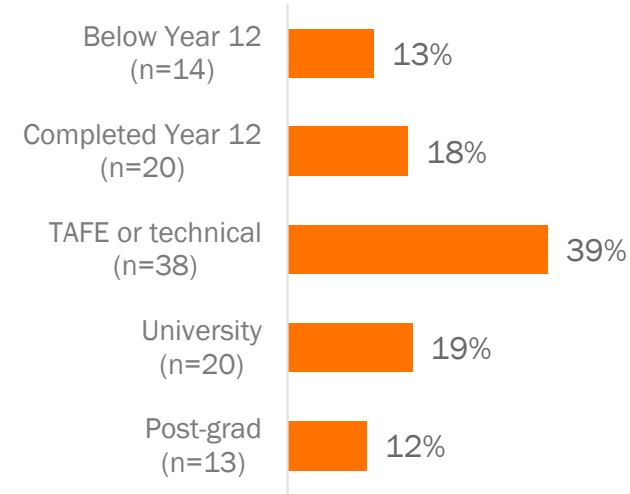
### Work Status

Work Status	%	n
Employed full time	30%	31
Employed part time	23%	27
Employed, away from work	0%	0
Unemployed	11%	11
Retired	17%	17
Studying full time	8%	5
Studying part time	0%	0
On a career break	2%	2
Homemaker	10%	12

### Access to a car



### Education








For any questions or comments, please get in touch:

 02 9046 5600

 Level 3, 533 Kent Street, Sydney NSW  
2000

 [melanie@lonergan.team](mailto:melanie@lonergan.team)

 [www.lonergan.team](http://www.lonergan.team)

# LONERGAN.