

NATION BACKS THE DEMOCRACY SAUSAGE - BUT VOTERS AREN'T FEELING THE SIZZLE ON SERIOUS ISSUES

New AMPLIFY poll reveals only 5% of Aussies believe politicians are focused on solving the country's challenges

EMBARGOED 12.01am MONDAY 28 April 2025 - While Australians are divided on what sauce they want on their democracy sausage, they agree on one critical thing this election - politicians are taking them for a ride with a barrage of short-term policies that go nowhere near solving our biggest challenges.

A national poll, commissioned by AMPLIFY, a platform giving voice to Australians on key issues, conducted by YouGov in the lead-up to the Federal election, found that **half (50%) of Australians view the election day sausage sizzle as an official part of our democracy**, with **42% declaring tomato sauce as their preferred topping**. But while the BBQ may still be firing, the mood on the ground is far from festive.

Just **19% of Australians say they're financially better off than they were a year ago**, while **47% say they're worse off**, pointing to continued cost-of-living pressures and broader economic uncertainty.

"We wanted to approach this election with a bit of humour and tradition, but underneath that is a real seriousness about the issues affecting everyday Australians," said CEO of AMPLIFY, Georgina Harrison. "People are worried about their finances and deeply sceptical about whether politicians are focused on solving real problems."

That scepticism is clear in the numbers: **72% of Australians believe politicians are primarily focused on winning votes**, while only **5% believe they're focused on solving the country's challenges**. This sentiment is more pronounced among younger voters and those living in outer metropolitan and regional areas.

Housing policy is shaping up as a key issue for voters, with **56% paying close attention to announcements from both major parties**, a figure that reflects the growing frustration around affordability and access.

"We're seeing strong engagement with policy, particularly around housing, but the level of trust in political intent is low," Harrison said. "Australians want to see action, not just promises."

"Housing is the front line of a broader crisis. Home ownership has become out of reach for many young Australians. Rents are skyrocketing. Social housing waitlists are blowing out. And yet, the political response has been a cycle of short-term grants and tax tweaks, demand-side band-aids on a supply-side problem."

"Earlier this year, we hosted the first ever National AMPLIFICATION on Housing, a national forum that brought 100 Australians together to test real housing policies from the country's leading experts. These were everyday people, renters, teachers, office workers, tradies, and retirees. They listened, debated, and reached a clear conclusion, we need to build more homes and we need to think bigger."

"Participants, from across the political spectrum, backed practical, long-term ideas like unlocking the use of prefabricated housing, encouraging more medium-density developments in well-connected suburbs, significantly increasing investment in social housing, and strengthening rental laws to reflect the reality of long-term renting. So while our politicians are busy tearing down each others housing policies, the community have worked across political divides to agree on a set of solutions."

"The truth is, Australia's greatest periods of prosperity were built on bold reform. We've seen it before from the Snowy Hydro Scheme to superannuation and tax reform. These decisions weren't easy, but they created lasting national benefit. That kind of thinking is long overdue."

Key Stats from Amplify's Pre-Election Poll conducted by YouGov

- **42%** of Australians prefer tomato sauce on their democracy sausage
- **50%** see the sausage sizzle as an official part of the election day experience
- **Only 5%** believe politicians are focused on solving real challenges
- **Only 19%** say they are financially better off than a year ago
- **47%** say they are worse off
- **72%** believe politicians are mostly focused on winning votes
- **56%** say they pay attention to housing policy announcements

As candidates hit the campaign trail and the scent of onions fills the air, Amplify’s research paints a picture of a nation that’s engaged, concerned, and looking for something more meaningful than slogans and sausages.

Democracy Sausage Stats

- 42% Tomato sauce
- 22% BBQ Sauce
- 16% Mustard
- 7% Everything
- 5% No Sauce
- 8% of Aussies don’t do Democracy Sausage

ENDS

About AMPLIFY

AMPLIFY is a community-driven initiative uniting Australians from diverse backgrounds to collaboratively address the nation's most pressing challenges. Founded on the principle of finding "uncommon ground," AMPLIFY believes in respectful dialogue and collective problem-solving to bridge divides and revitalize democracy.

Through nationwide events, online discussions, and expert collaborations, AMPLIFY empowers citizens to actively participate in shaping policies on critical issues like housing, trust in institutions, and generational equity. By amplifying diverse voices, the movement aims to build a more inclusive, fair, and forward-thinking Australia.

For more information, amplifyaus.org.

YouGov Methodology

Short Methodology Statement	
Research company	YouGov Galaxy Pty Ltd
Fieldwork dates	4 th Apr - 9 th Apr 2025
Target population	Australians eligible to vote
Sample size	1505
Australian Polling Council compliant	Yes
URL of Long Methodology statement	https://au.yougov.com/results/apc