



**More in
Common**

Mobilising giving

What Australians think about charities,
philanthropy and giving

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Philanthropy Australia conference
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Section 1

The strengths in Australian society that charities can build on

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A proud Australia

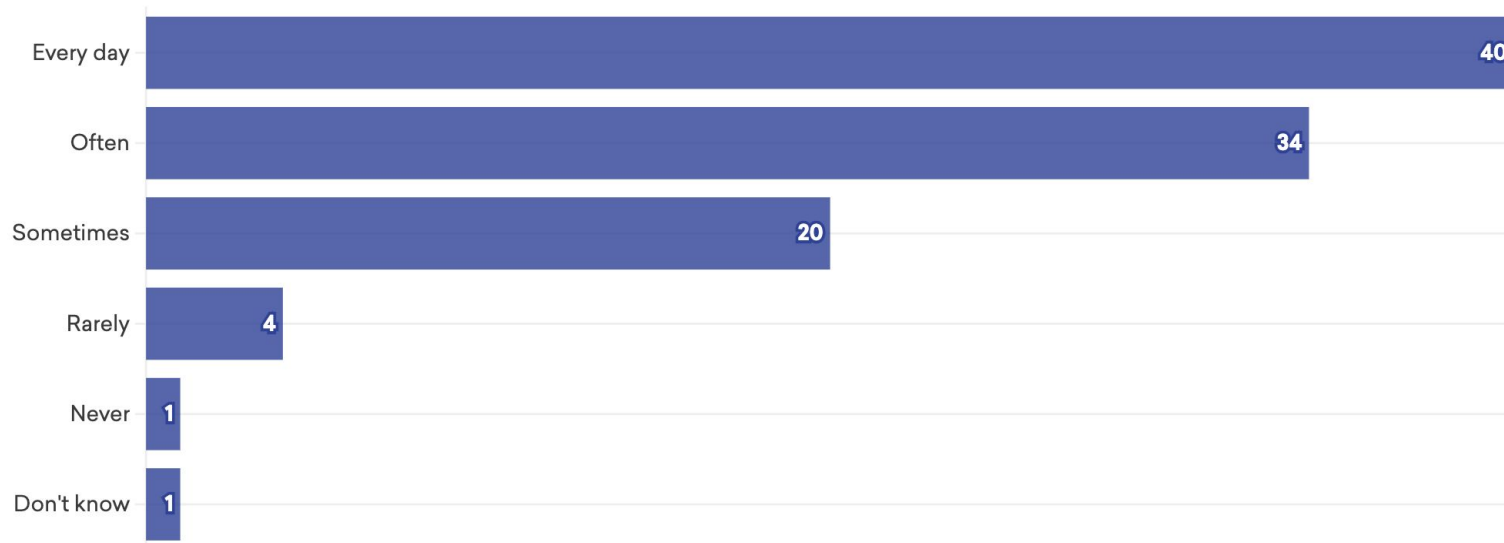
How proud are you to be Australian, if at all? (%)

● Very proud ● Somewhat proud ● Not very proud ● Not at all proud



A grateful Australia

How often, if at all, do you feel grateful to live in Australia? (%)

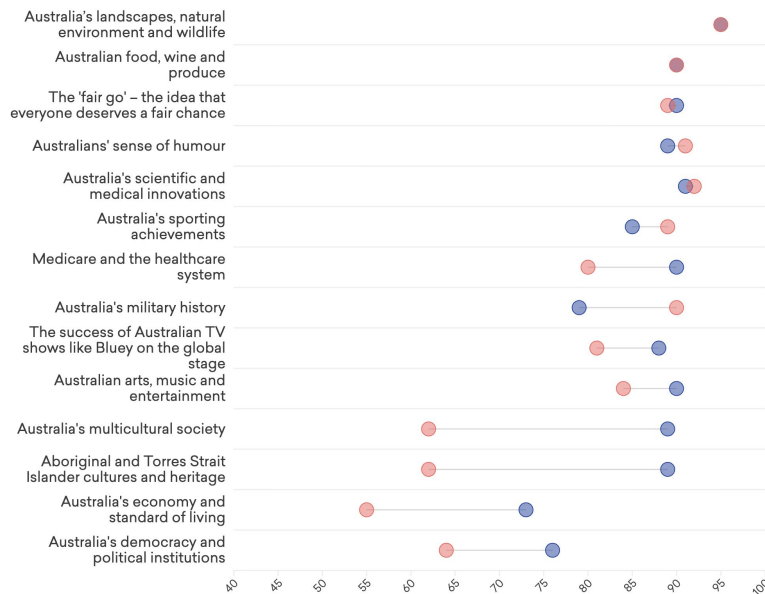


Australians' shared pride transcends divisions

How much do each of the following, if at all, make you feel proud to be Australian?

% Makes me very proud / somewhat proud to be Australian

● Yes Voice voters ● No Voice voters

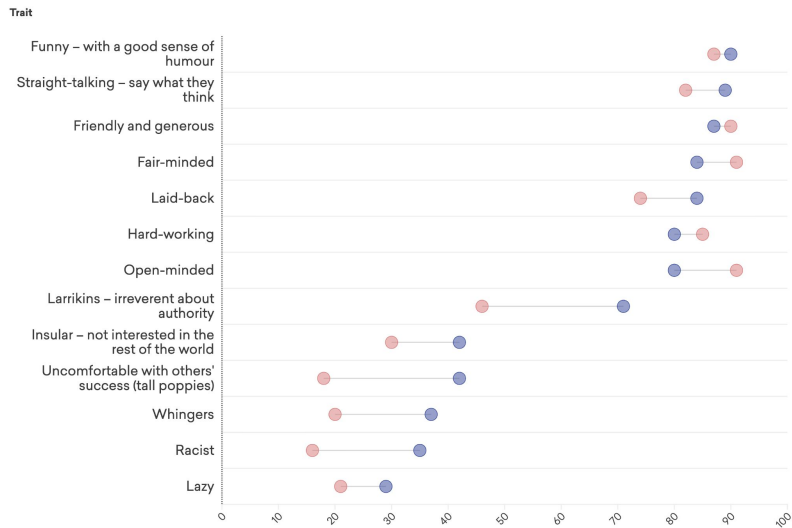


Most Australians have a shared story about ourselves and see ourselves in it – but there are gaps

% saying each trait applies well to Australians vs applies well to me personally

% Makes me very proud / somewhat proud to be Australian

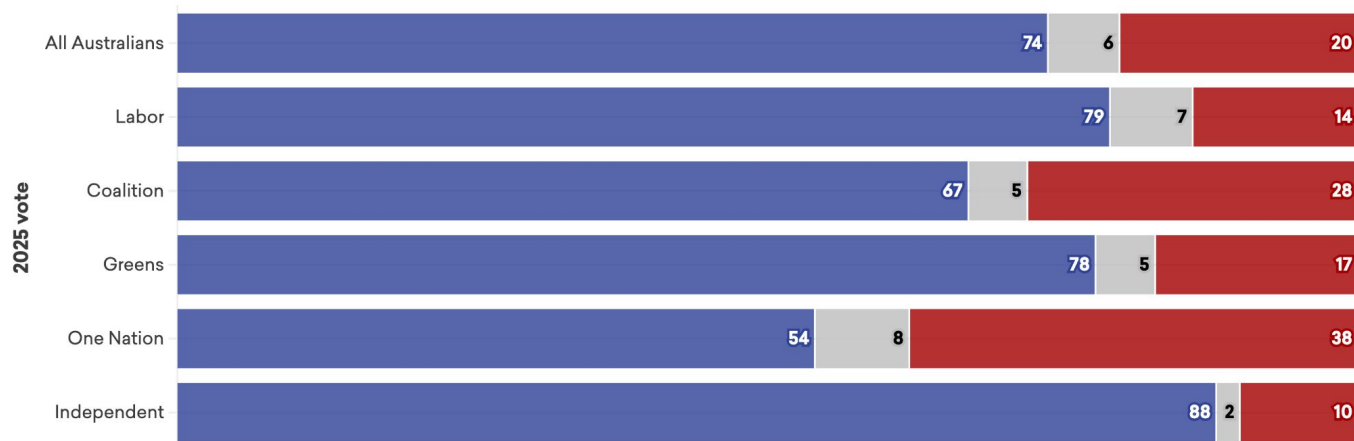
Series ● Applies well to Australians ● Applies well to me personally



Appetite for common ground leadership over 'winner takes it all'

Which statement do you agree with more?

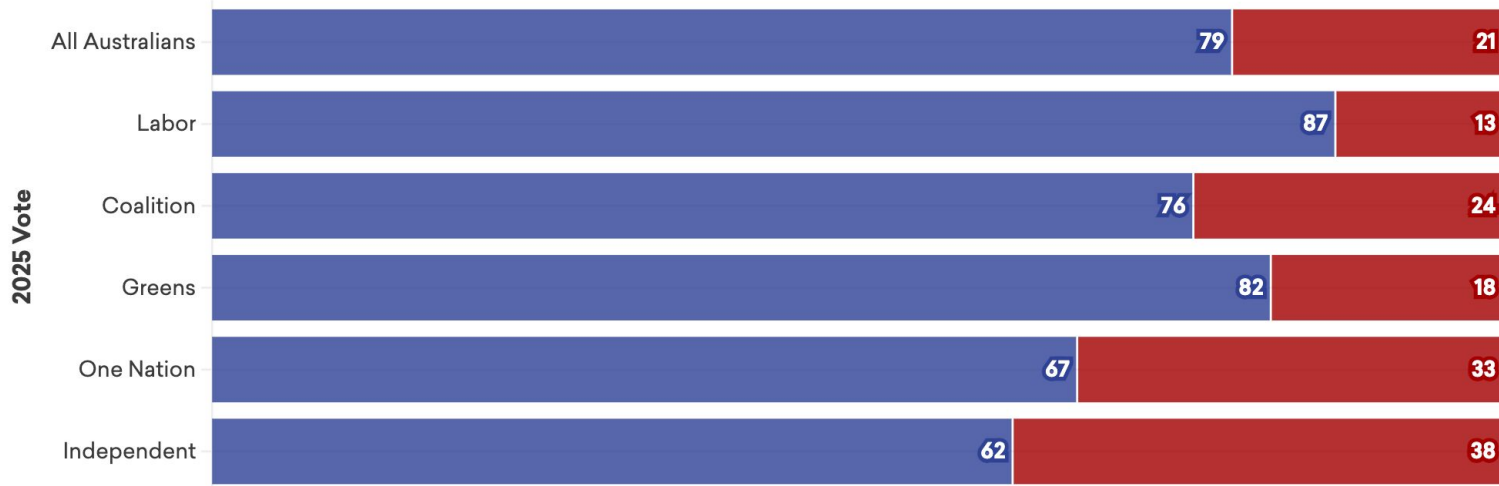
- We need to rise above the division, find common ground and work together to fix what's broken
- Don't know
- My side needs to win completely - defeat the other side and reshape the country according to our vision



Australians believe our problems are fixable

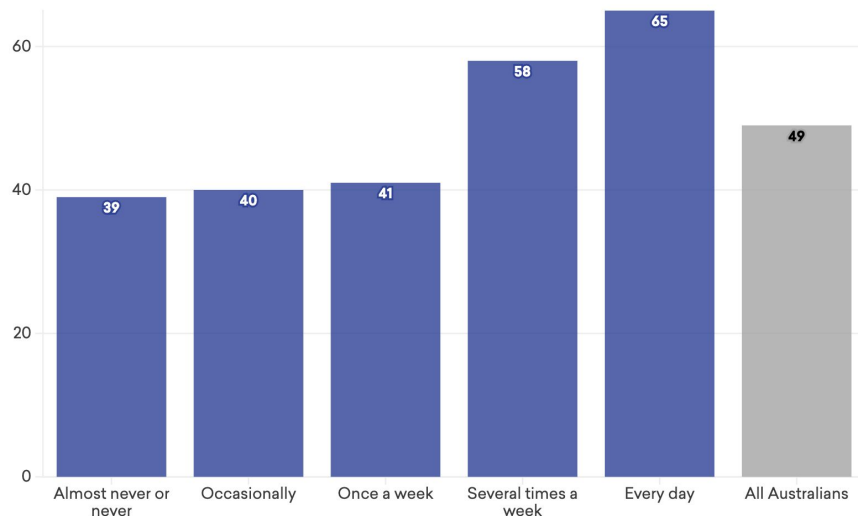
Which comes closer to your view?

● Australia still has the potential for renewal and improvement ● Australia is in a period of decline we won't be able to reverse



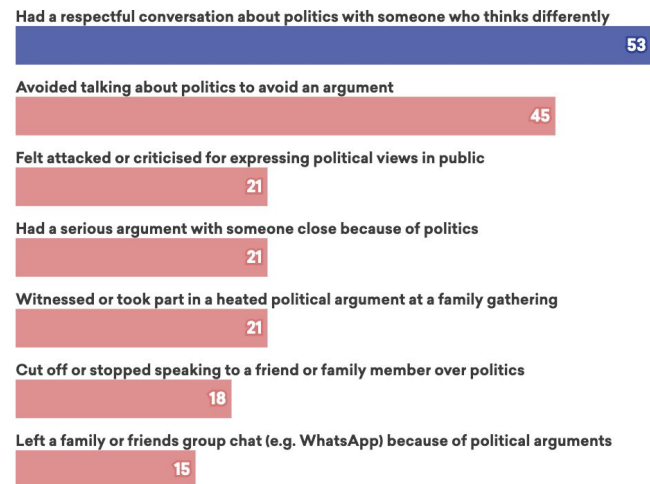
Division is a stronger perception than a lived reality for people

% saying Australia feels divided these days, by how often they follow political news



Source: More in Common, Australia poll, August 2026 (n = 2,038)

Have you experienced any of the following in the last year?
(% yes)



Source: More in Common, Australia poll, August 2026 (n = 2,038)

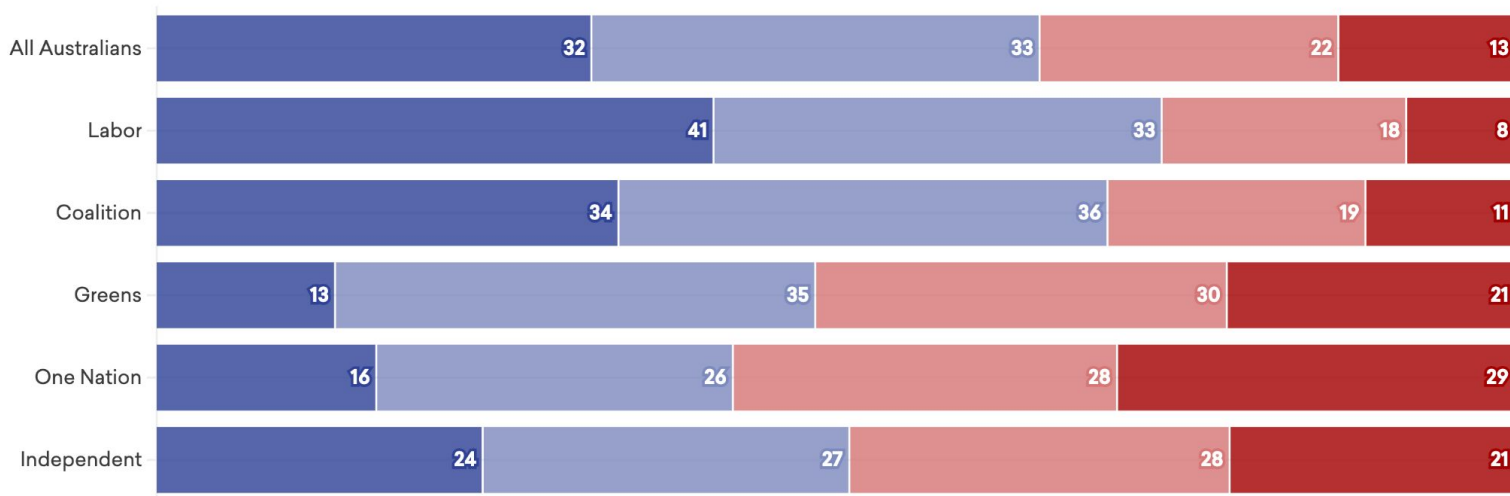
Section 2

**The challenges facing
Australian society that
charities need to
navigate**

A third think our institutions aren't worth preserving

Which comes closer to your view?

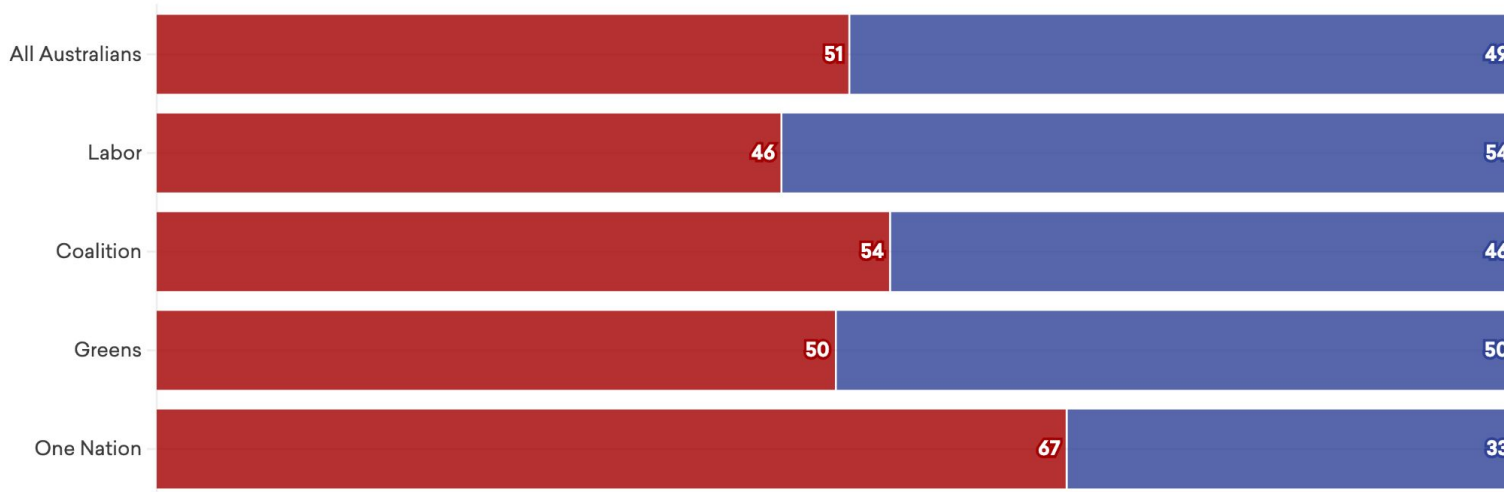
- 1 - Our political and social institutions are worth preserving and improving, not destroying ● 2 ● 3
● 4 - When I think about our political and social institutions, I cannot help thinking "just let them all burn."



Half the country is open to rule-breaking leaders

Which comes closer to your view?

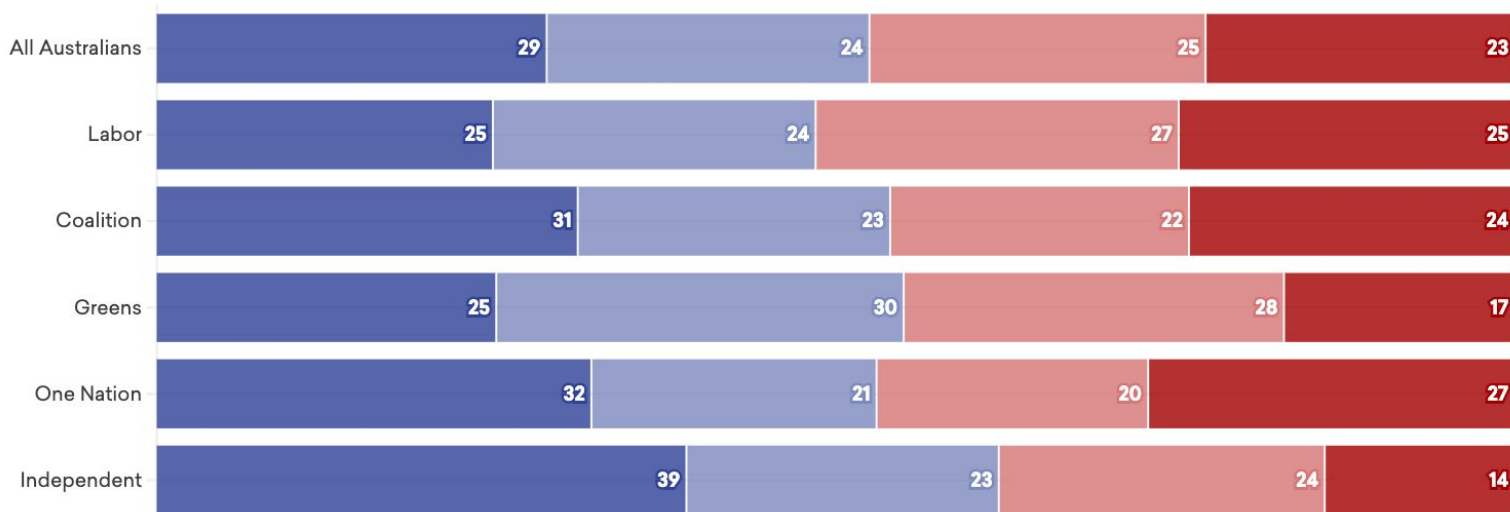
- Australia needs leaders who are willing to break the rules to fix the country's problems
- Australia's leaders should always follow the rules, even if it means things get done more slowly



Threats are seen as coming from within and abroad

In your opinion, where does the greatest threat to Australia come from today?

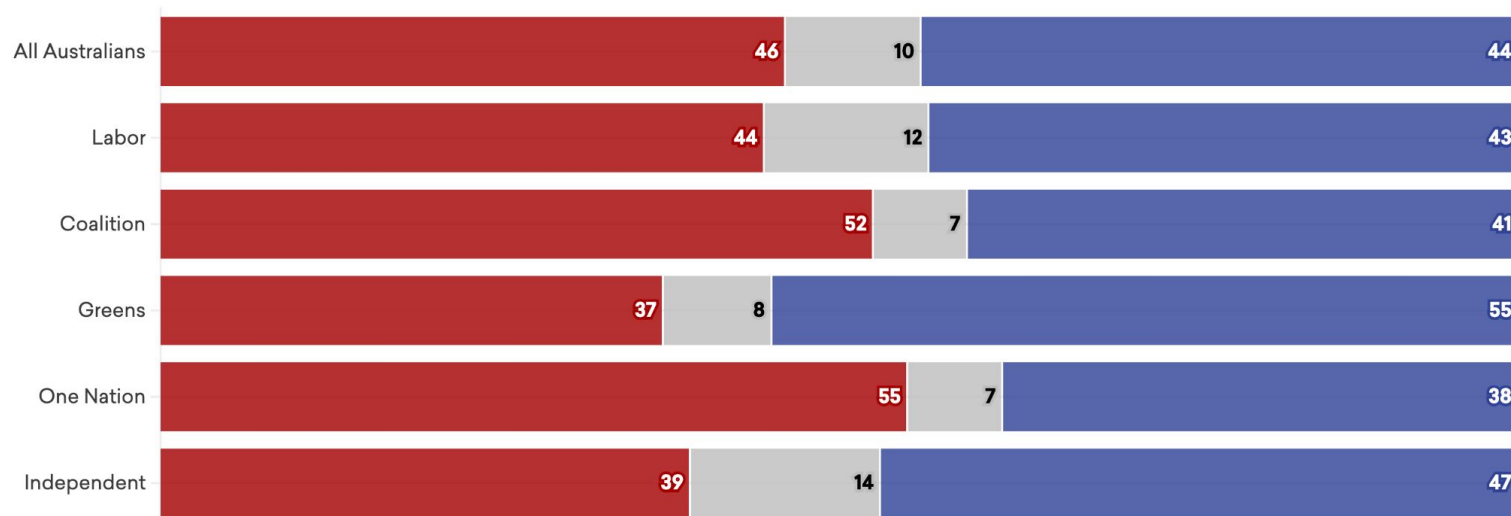
● From within Australia ● Lean within ● Lean abroad ● Abroad from foreign nations



The risks of change

Which is the bigger risk for Australia over the next ten years?

● That we change too much, and lose the things that currently work well ● Don't know ● That we don't change enough, and fall behind





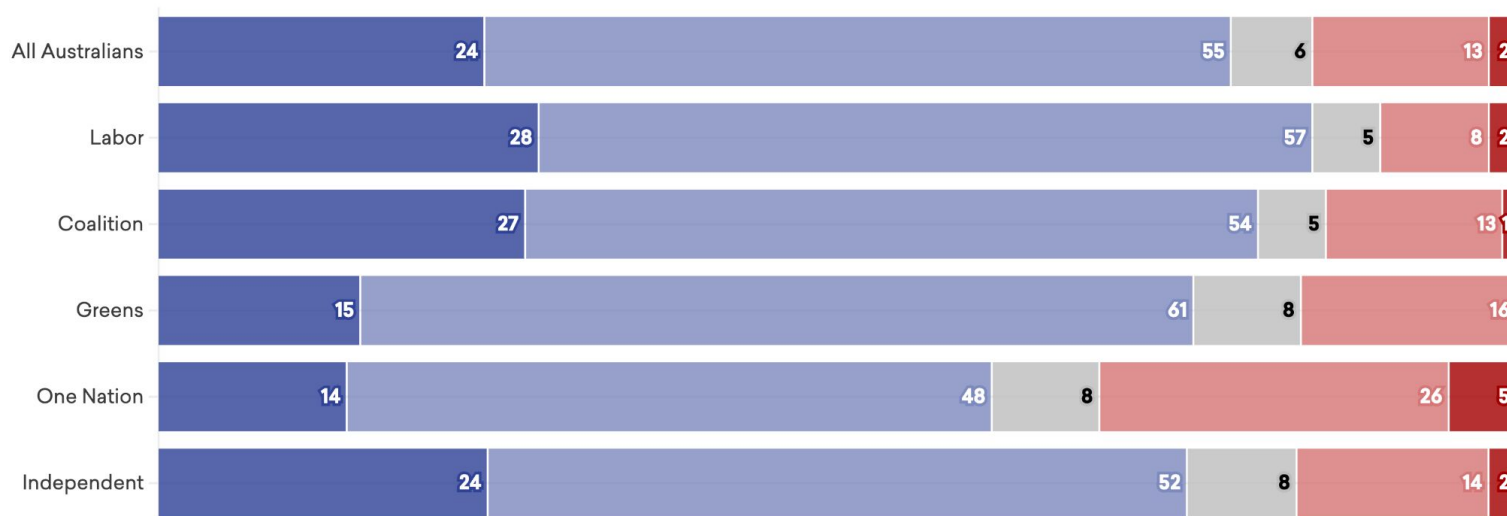
Section 3

The public's verdict on charities

Most Australians think charities do good

Thinking about charities in Australia overall, how much good would you say they do?

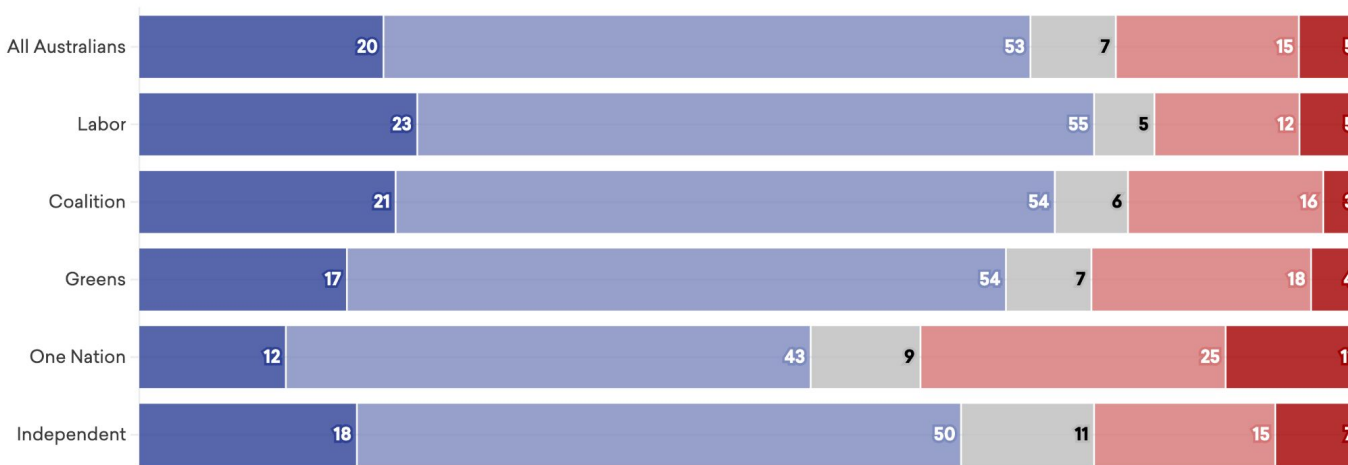
● A great deal of good
 ● A fair amount of good
 ● Don't know
 ● Not much good
 ● No good at all



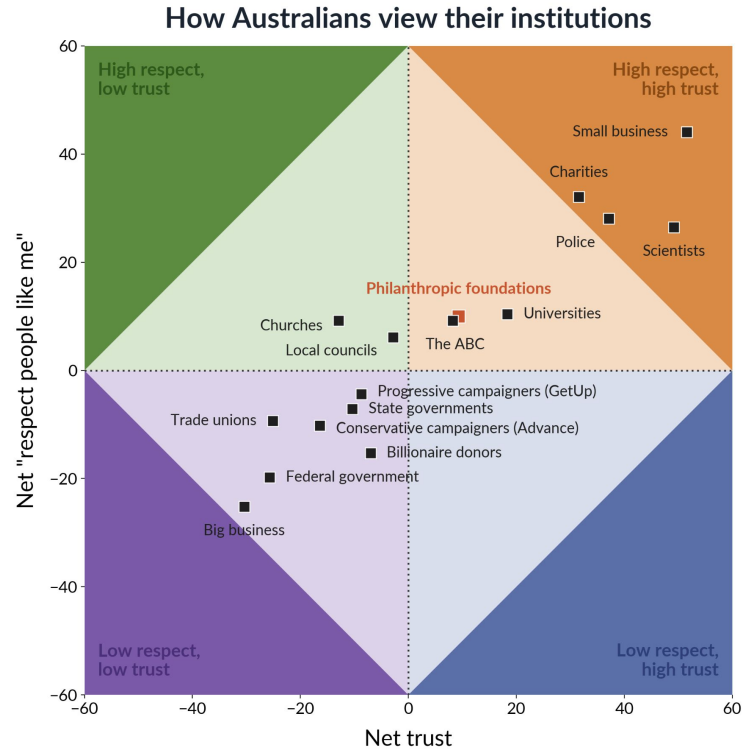
Charity leaders are seen as in touch with everyday Australians

How well do the people who run charities understand the concerns of ordinary Australians?

● Very well ● Fairly well ● Don't know ● Not very well ● Not at all well



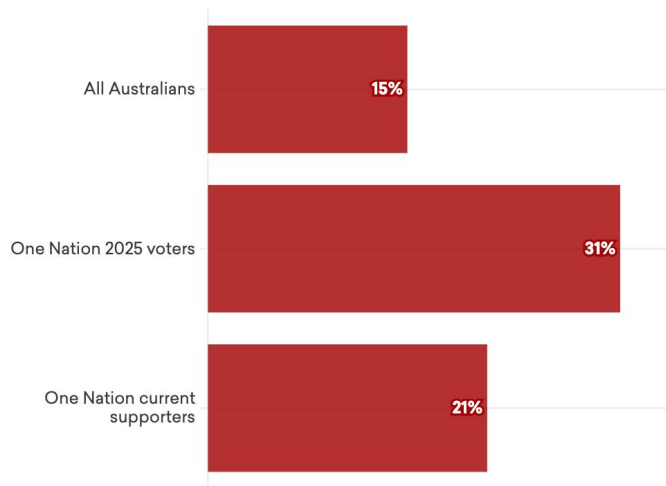
Charities are a 'high trust, high respect' institution



Net trust = trust a great deal/quite a lot minus don't trust very much/at all. Net respect = "respect people like me" minus "do not respect people like me".
Source: More in Common, Australia poll, August 2026, n = 2,038.

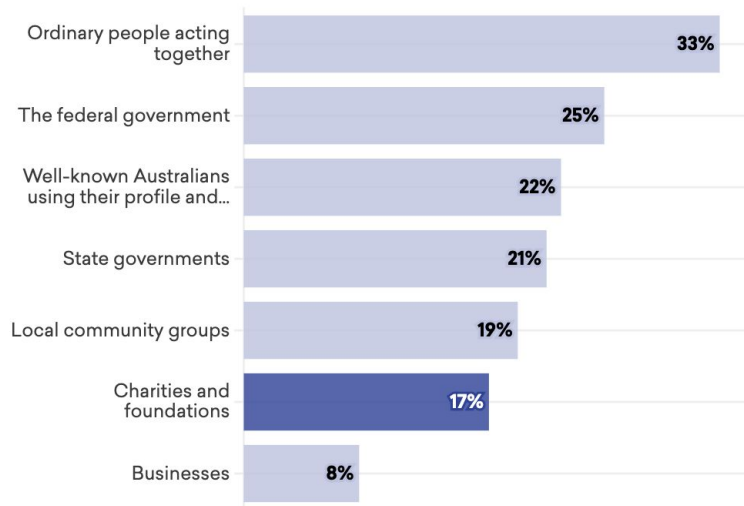
Charities have their sceptics – including one in three ONP voters

% saying charities in Australia do not much good or no good at all

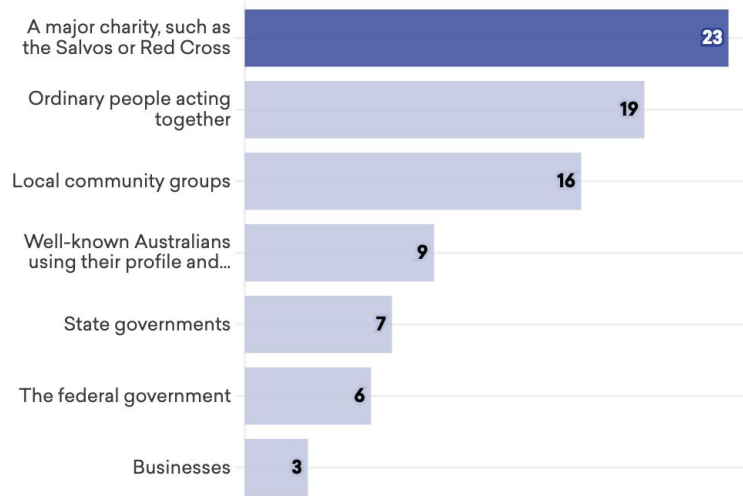


Trust in the abstract vs tangible trust

Who do you trust MOST to actually make progress on the biggest problems facing Australia? (% up to two selections)



If a charitable foundation had \$10 million to spend in your area, who would you trust most to spend it well? (% one selection)



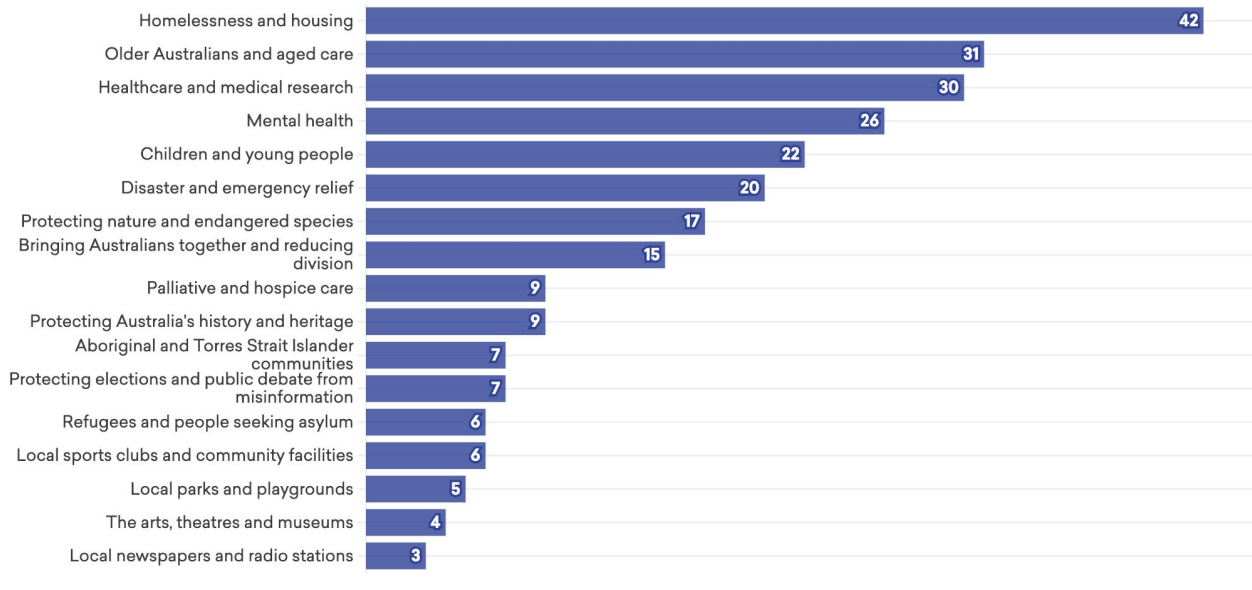


Section 4

The public's priorities for giving and philanthropy

Top priorities

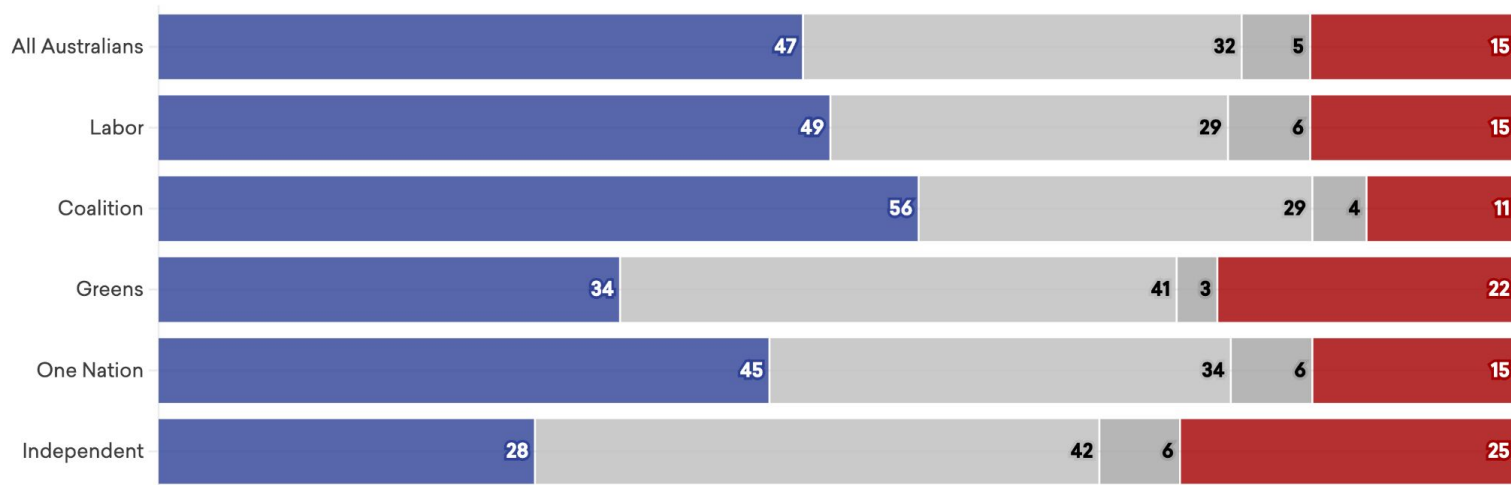
If you were deciding where foundations in Australia should focus their giving, which would you prioritise? (% multiple selections)



People are mostly OK with donors having naming rights

Is it reasonable for a building to be named after a wealthy donor who gives a large amount to a hospital or university? (% by 2025 federal election vote)

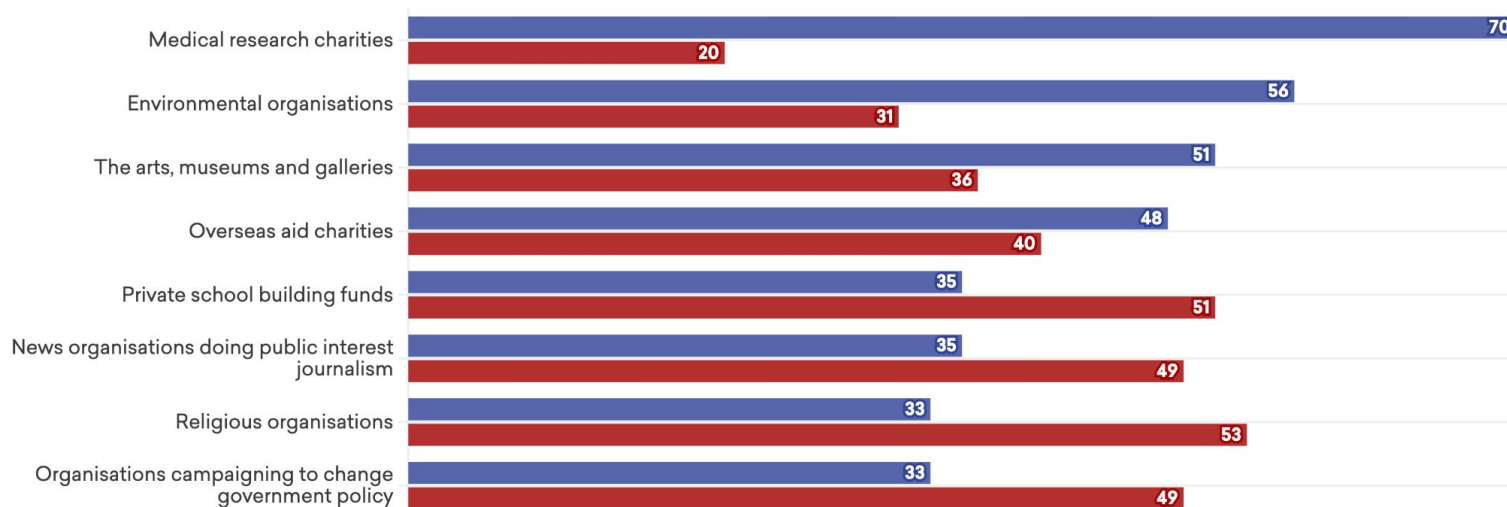
● Reasonable ● Neither reasonable nor unreasonable ● Don't know ● Unreasonable



Support for tax deductibility depends on the cause

Should donations to each kind of organisation be tax deductible? (%)

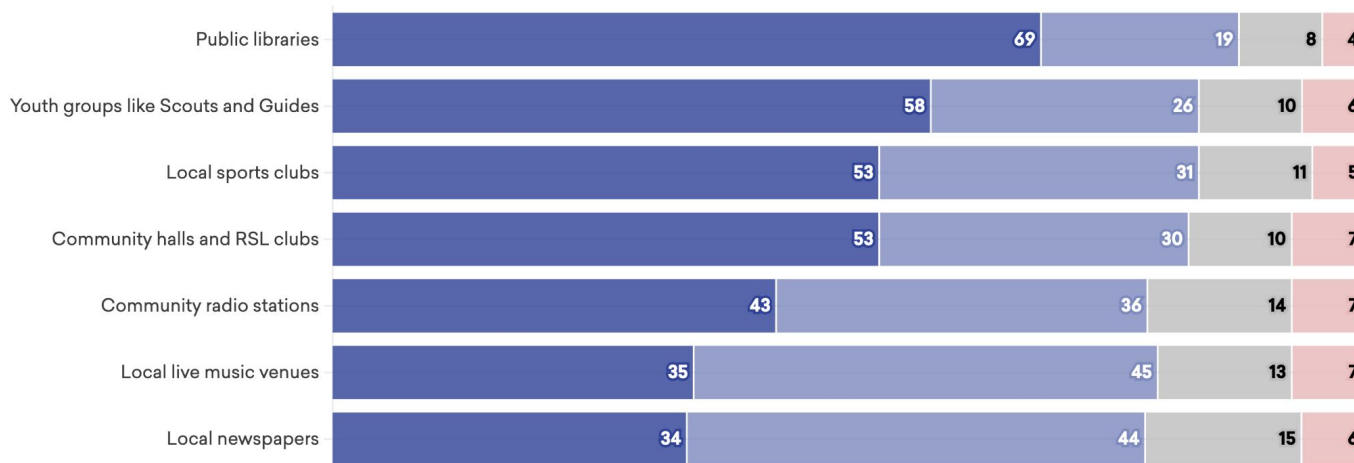
● Should be tax deductible ● Should not be tax deductible



Strong support for protecting community spaces, especially libraries, youth groups and local clubs

Thinking about these parts of community life, which comes closest to your view? (%)

● Should get financial support to keep going ● Only if they can pay their own way ● Don't mind whether they keep going ● Don't know





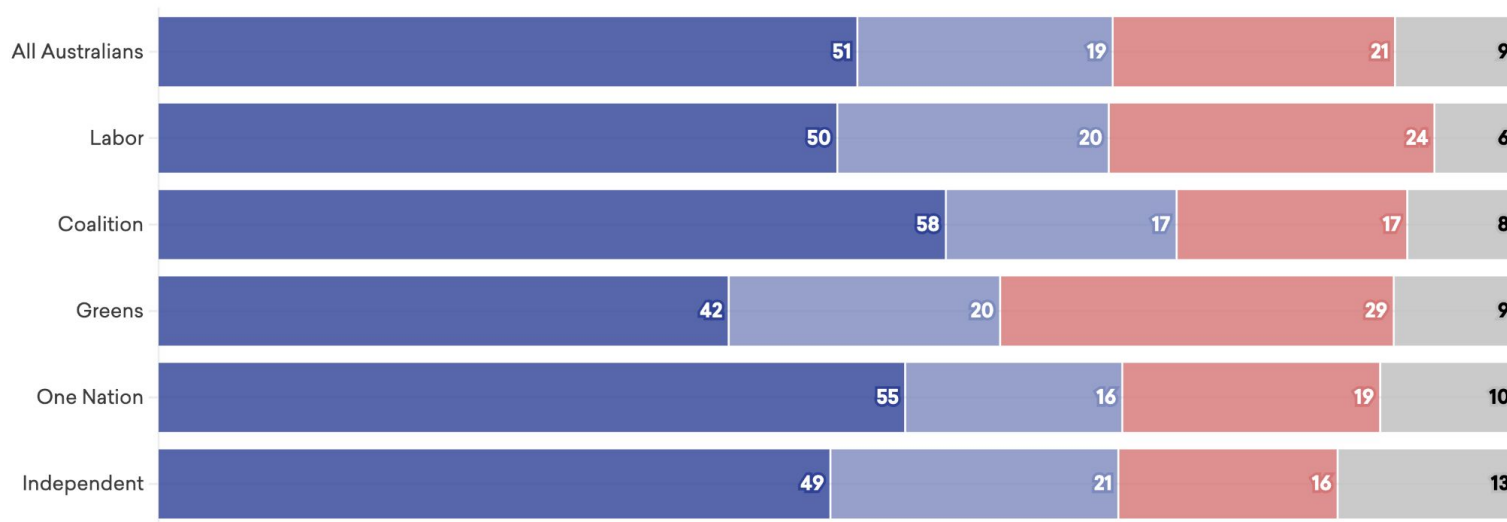
Section 5

How the public expect charities to navigate a polarised Australia

Priorities for charities: Action supported over advocacy

What should charities focus on?

● Help people directly, stay out of politics ● Campaign on their own issues, but no further ● Speak out on big national issues ● Don't know



Donors and volunteers are more likely to support speaking out on national issues

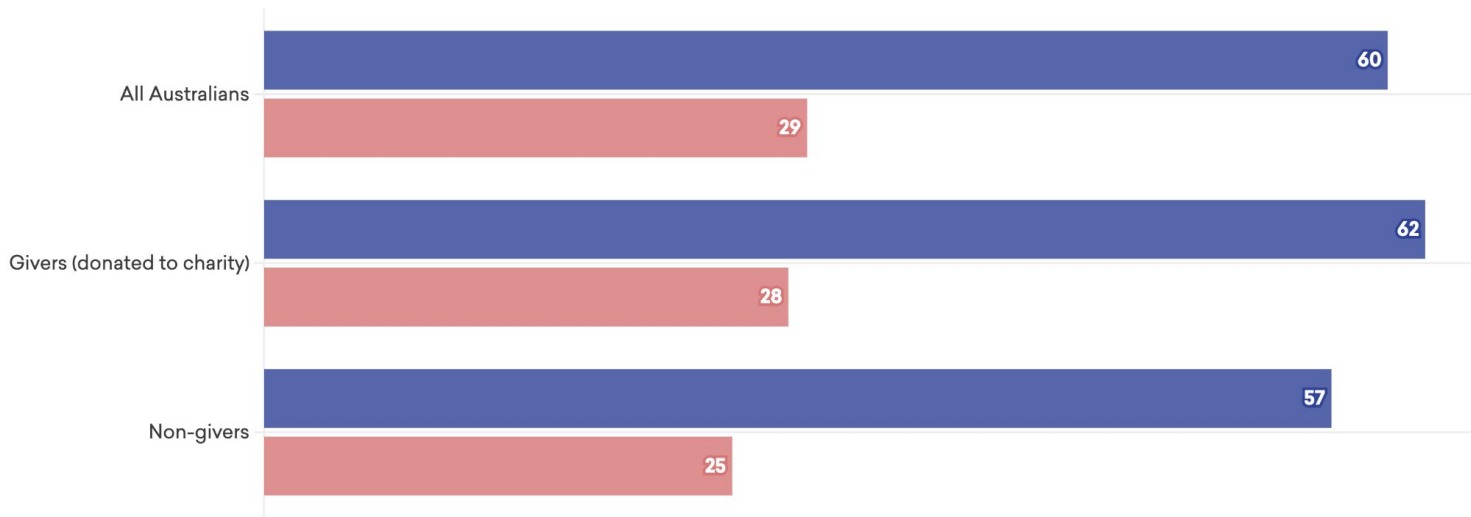
% saying charities should speak out on big national issues, by giving behaviour in the last 12 months



Most Australians want advocates to build broad coalition across values

Should organisations work with anyone who can help their cause, or only those who share their values? (%)

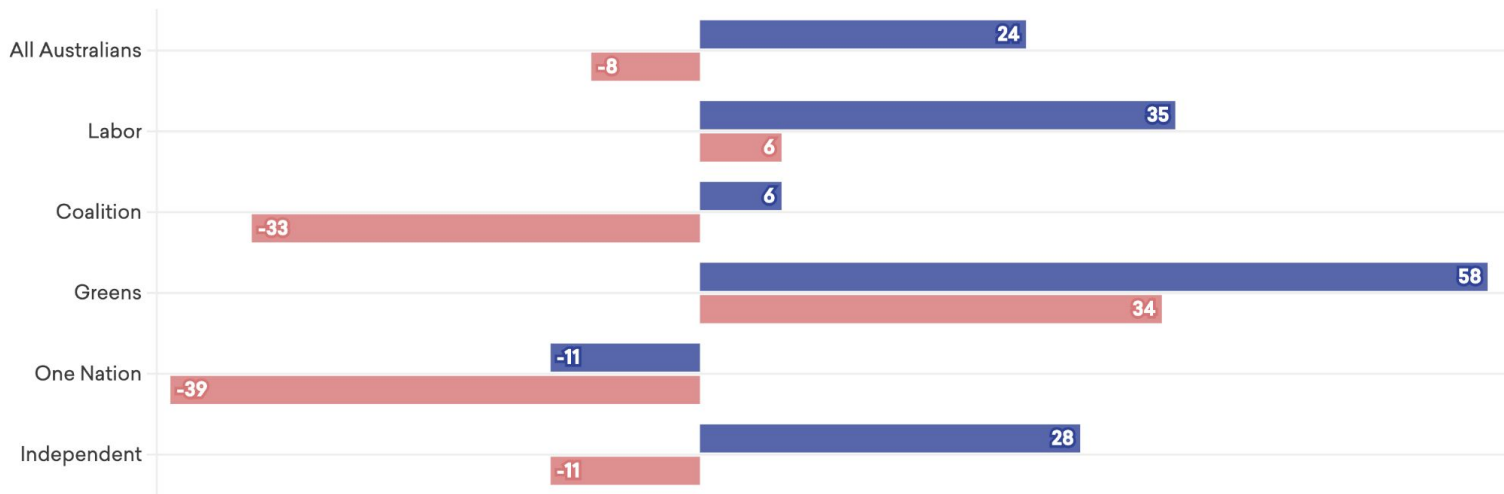
● Work with anyone who can help the cause ● Only work with people who share their values



More support for changes that add vs that take away

Net support (% support minus % oppose) for adding an Indigenous name alongside an existing place name vs replacing it

● Adding an Indigenous name alongside the existing name ● Replacing the existing name with an Indigenous name



Look at issues through the lens of people, rather than people through the lens of issues

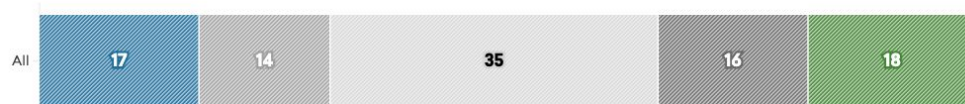
Which of the following comes closest to your view?

- 1 - People with the most extreme views on Israel-Palestine tend to crowd out the voices of people with more moderate views
- 2 -
- 3 -
- 4 - People with more balanced voices are heard the same as people with more extreme views



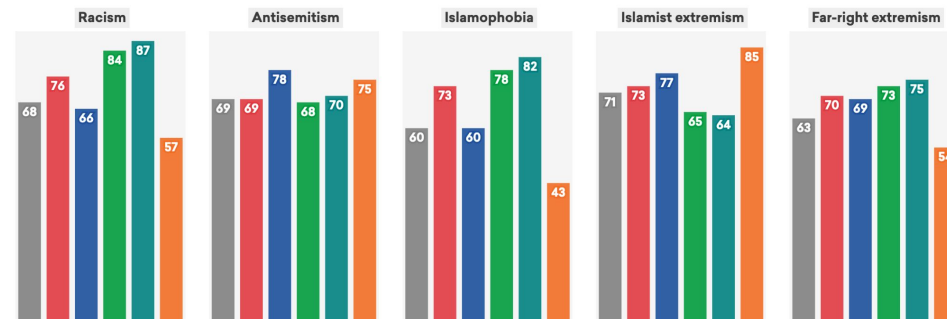
Which side in the Israel-Palestine conflict do you sympathise with more?

- The Israeli side
- Both sides equally
- Neither side
- Not sure
- The Palestinian side



In your opinion, how serious are the following issues in the Australia today? Proportion saying "very" or "somewhat" serious

- All Australians
- Labor voters
- Coalition voters
- Green voters
- Independent voters
- One nation voters



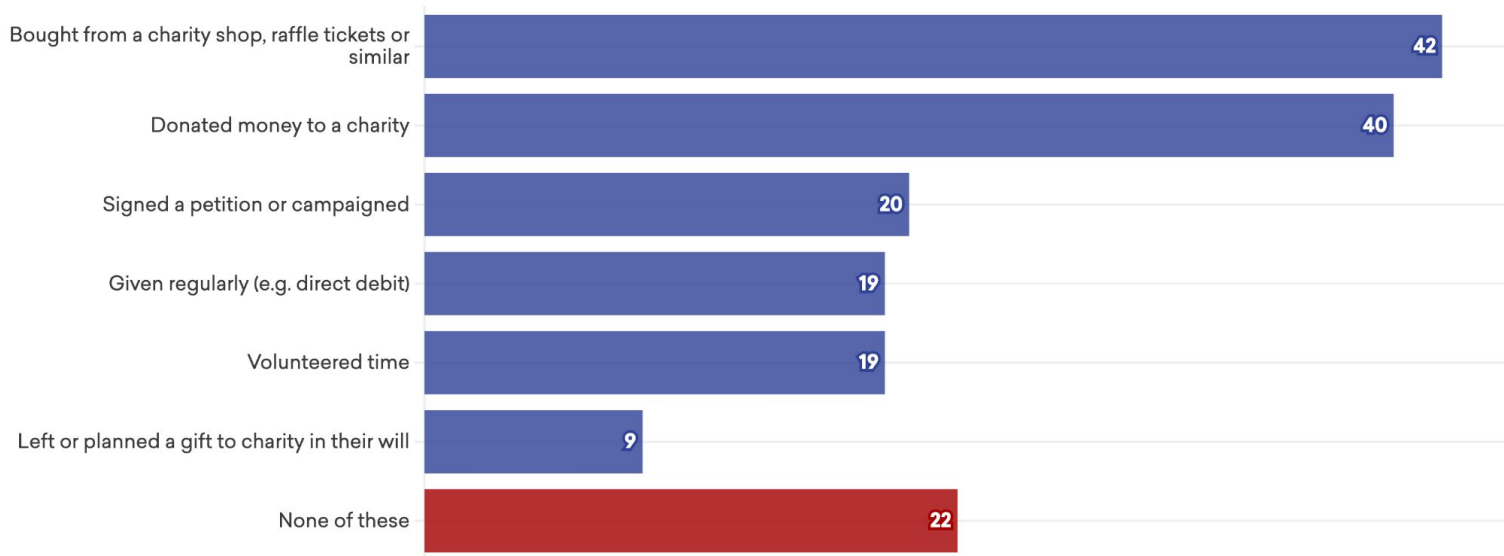
Section 6

Mobilising the non-givers



One in five Australians have not given in the past year

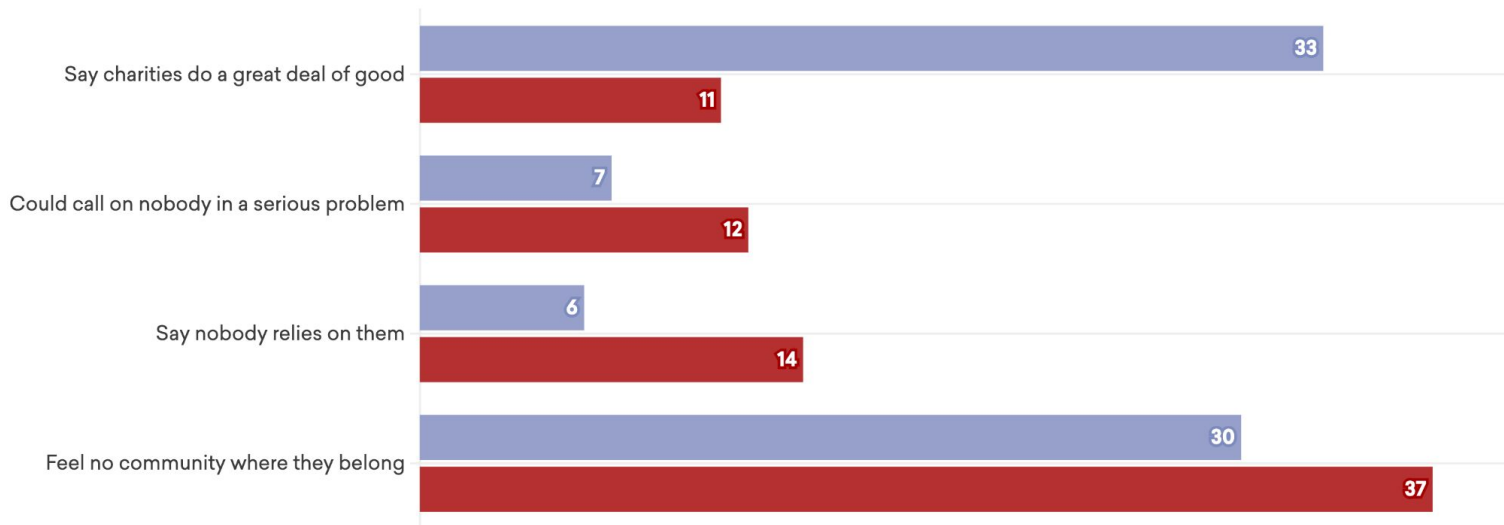
In the last twelve months, have you done any of the following? (% , all that apply)



Non-givers are less connected and more distrustful

% agreeing with each, givers vs those who did no giving or volunteering in the last year

● Givers (donated) ● Non-givers





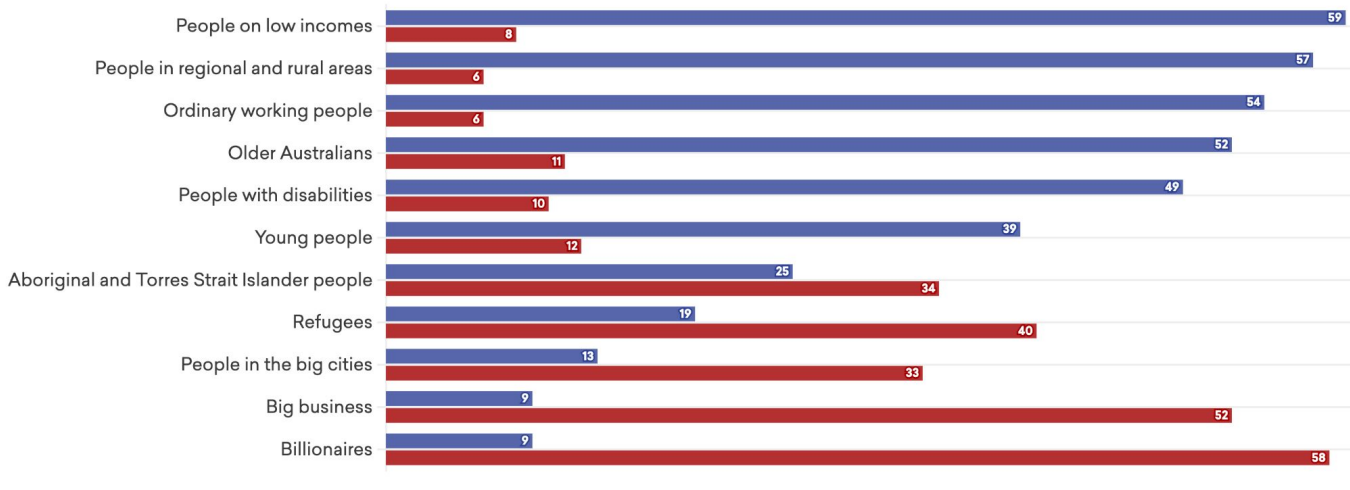
Section 7

The attention deficit

Attention deficits: Who do Australians feel get too little and too much attention from those in power?

How much attention do politicians and people in power pay to the needs of each group? (%)

● Too little attention ● Too much attention



Methodology

This research is based on polling of 2,038 Australian adults aged 18+.

The fieldwork for this survey took place from 20–26 August 2026

Interviews were conducted online using a range of online panels

The data has been weighted to be representative of the adult population in Australia (including non-citizens who are long-term residents) according to gender and age interlocked, state, 2025 Federal House of Representative vote and education level.

For further information on the data or the analysis in this report, please contact: australia@moreincommon.com



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