

Survey of the Australian Public

January 2026

Prepared by Lonergan Research

LONERGAN.



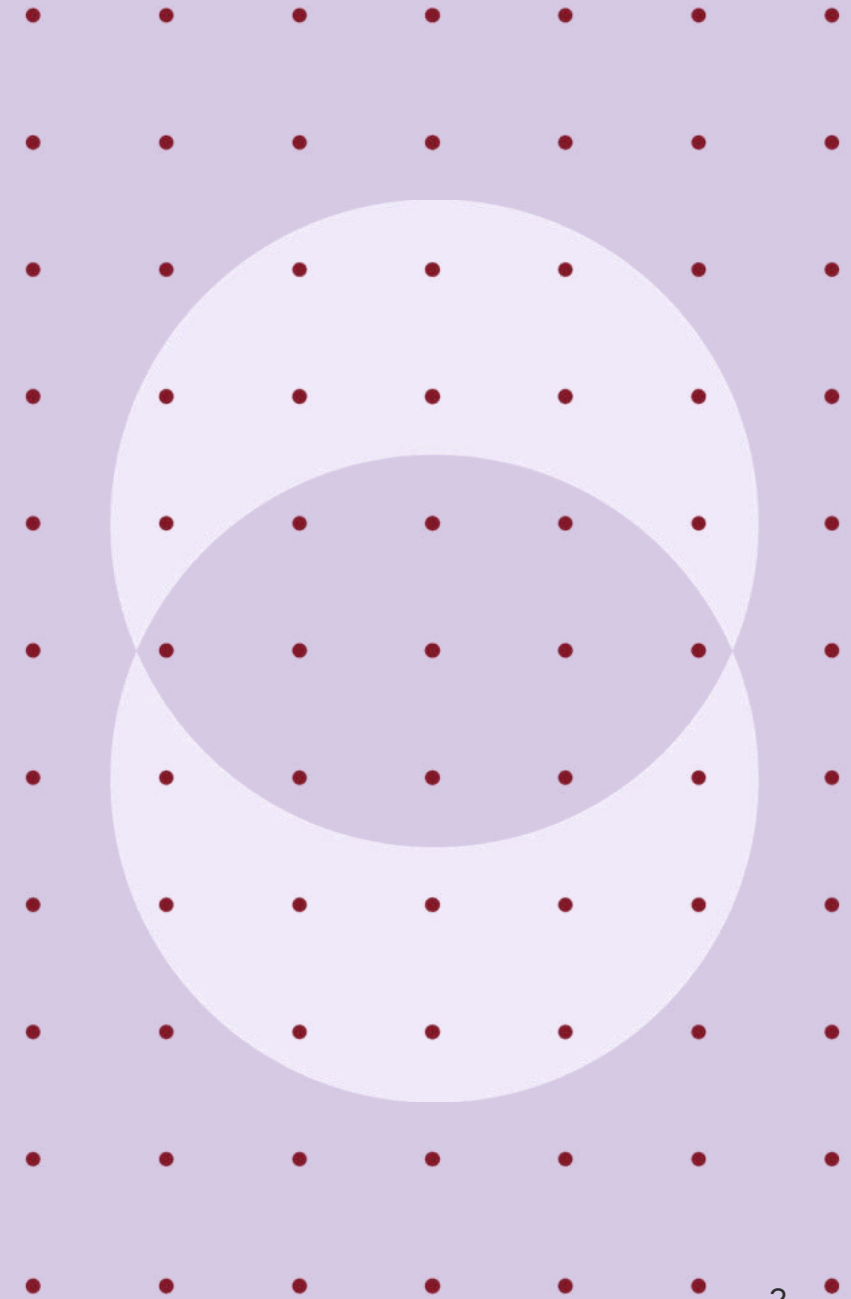
Prepared for: Australian Ethical

Prepared by: Melanie Vine, Joseph Norrish, Connor Grindal

Date: January 2026

1.0

Research background and methodology



Research methodology



Survey methodology

- A 9-question online survey 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 Australians 18-65 that have superannuation.
- Surveys were distributed throughout Australia including both capital city and non-capital city areas.

Please refer to the next page for further information on sample



Project Brief

- This research captures the attitudes and behaviours of Australians, aged 18-65yrs with superannuation, towards their current fund, ethical and sustainable investment options and potential action if their fund invested in sectors or activities not aligned with their values.



Fieldwork

- Fieldwork commenced on Thursday the 22nd Jan 2026 and was completed on Tuesday the 27th Jan 2026.

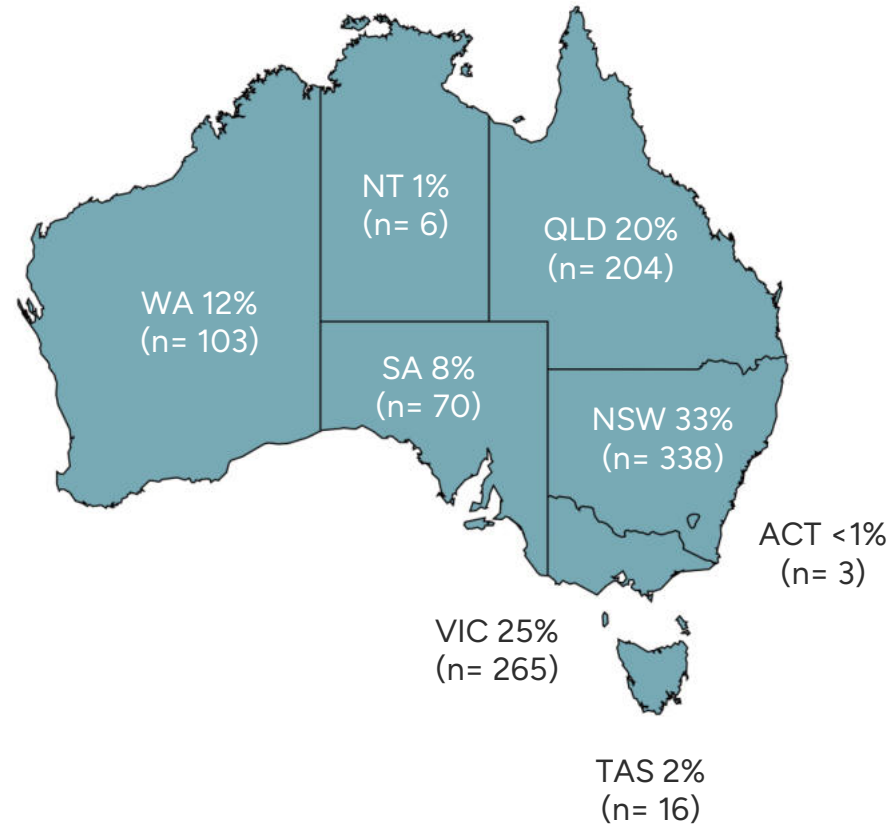
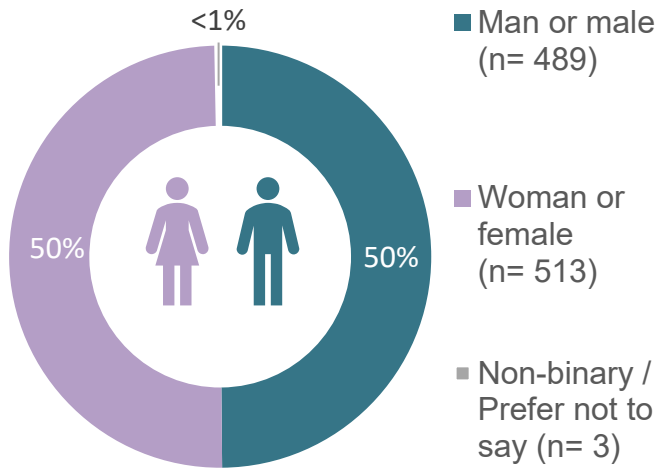
Example Methodology Text for Media Releases:

The research was commissioned by Australian Ethical and was conducted by Lonergan Research in accordance with the ISO 20252 standard. Lonergan Research surveyed 1,005 Australian 18-65 years old who have superannuation. Surveys were distributed throughout Australia including both capital city and non-capital city areas. The survey was conducted online amongst members of a permission-based panel, between 22 January 2026 to 27 January 2026. After interviewing, data was weighted to the latest population estimates sourced from the Australian Bureau of Statistics.

Sample demographics (Gen Pop)

%s are weighted according to population

Gender

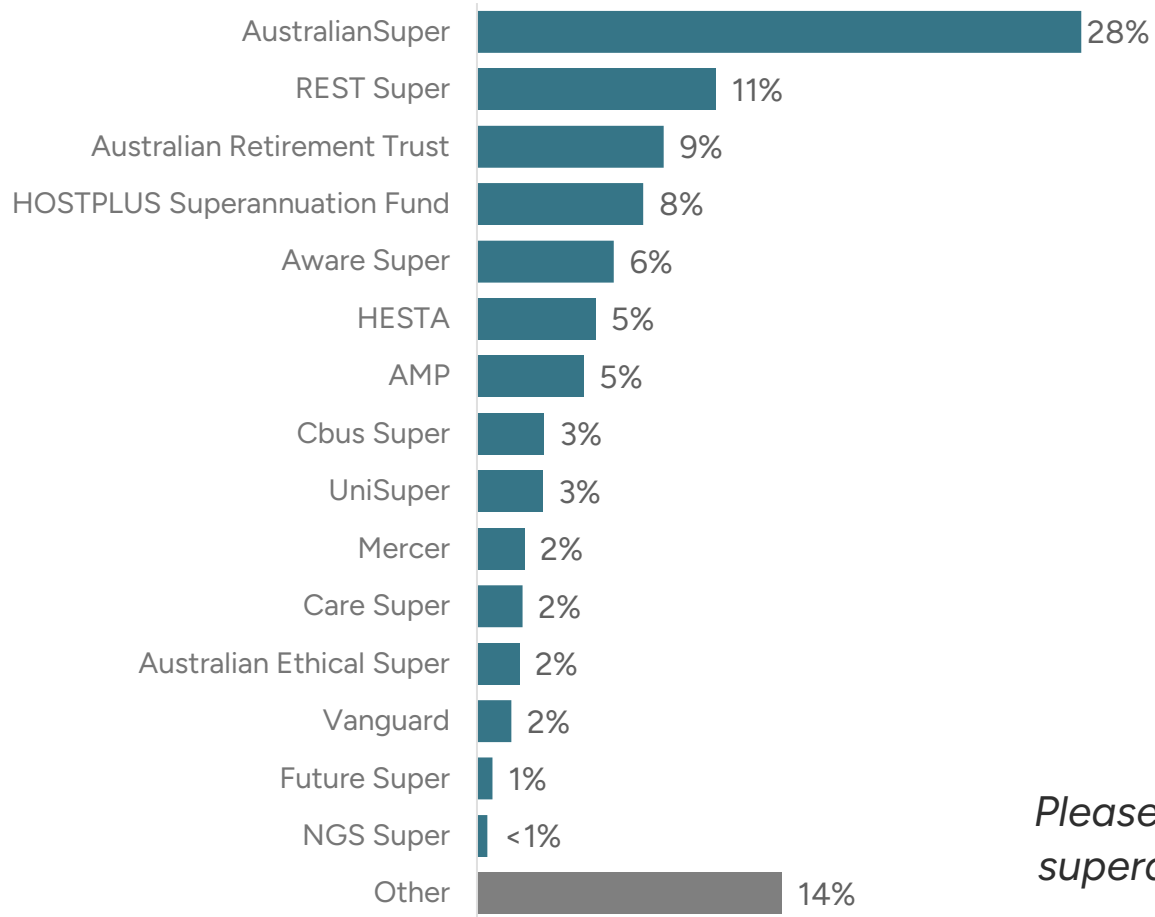


Location	Sample Size	
	Capital City	Regional Area
New South Wales & ACT	217	124
Queensland	103	101
Victoria	207	58
South Australia	56	14
Western Australia	85	18
Tasmania	-	16
Northern Territory	-	6

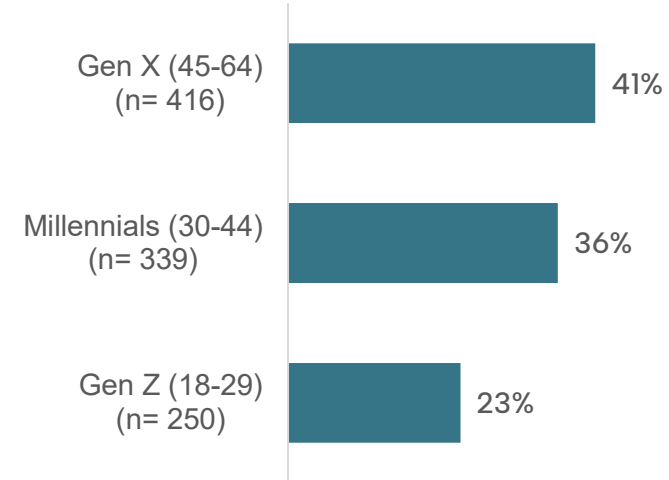
Sample demographics (Gen Pop)

%s are weighted according to population

Main superannuation fund



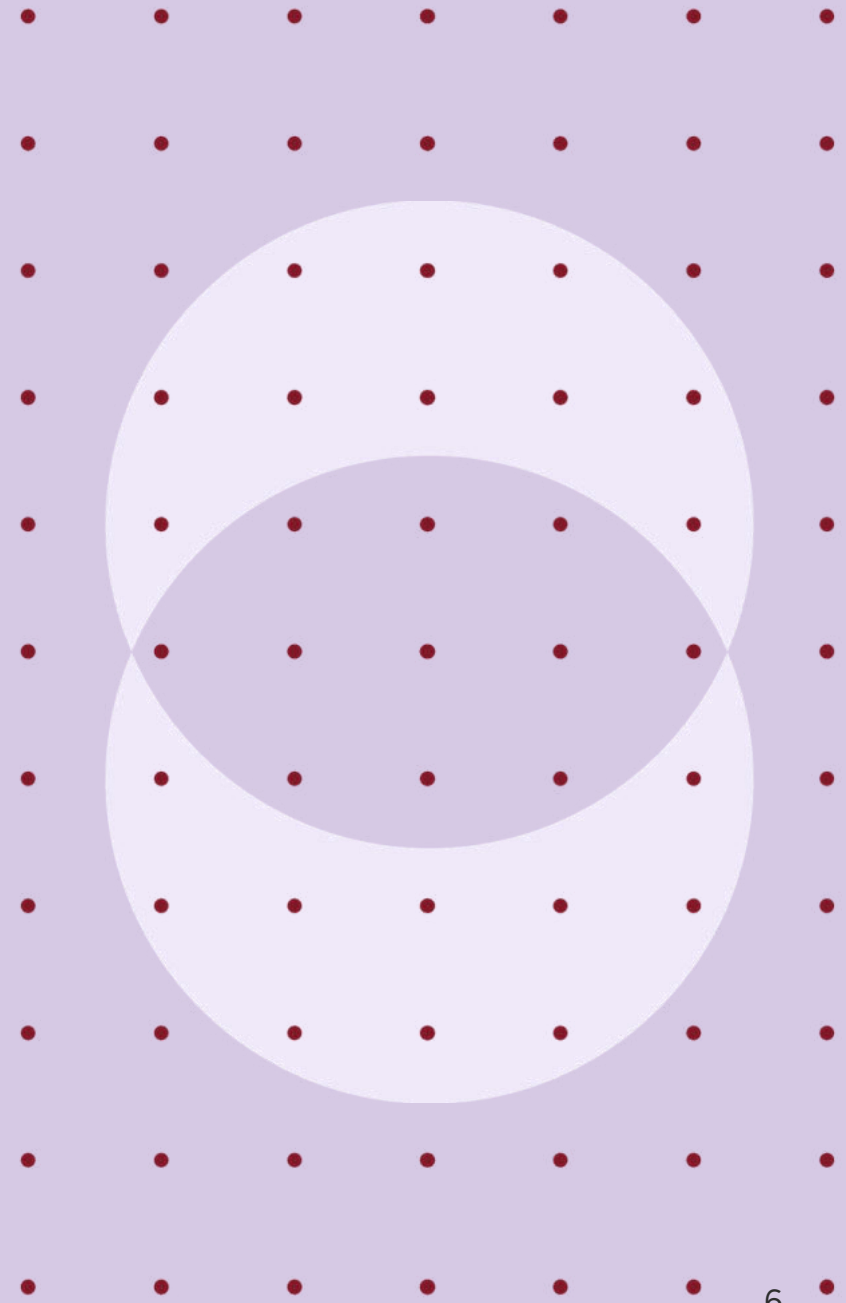
Generation



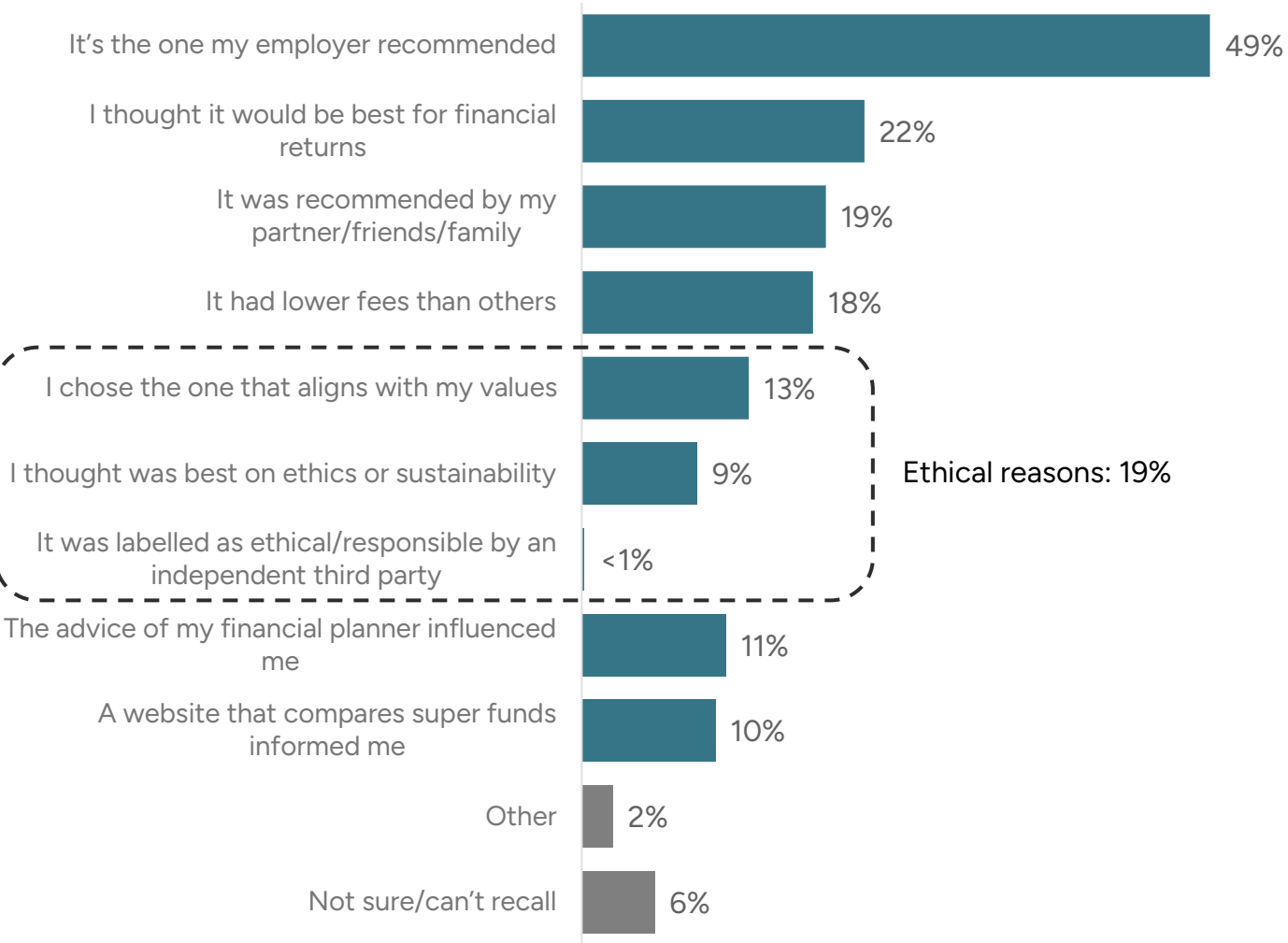
Please note: The sample profile is Australians 18–65-year-old that have superannuation and is referred to as “Australians with superannuation” throughout the report.



Key Insights

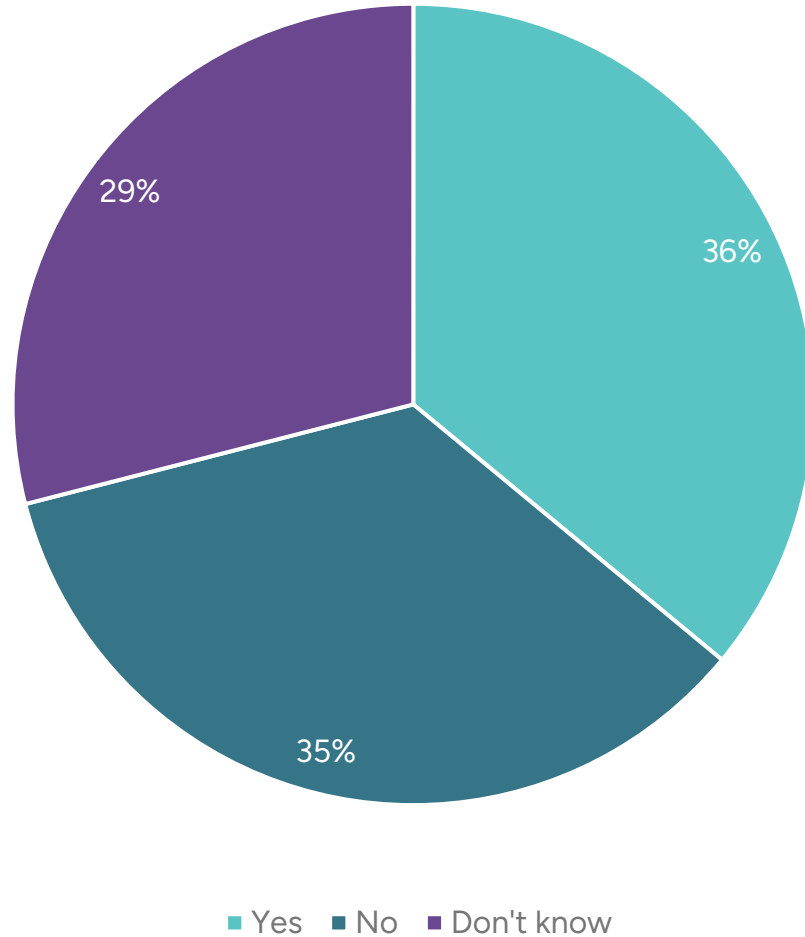


Half of Australians with superannuation chose their current fund because it's the one their employer recommended



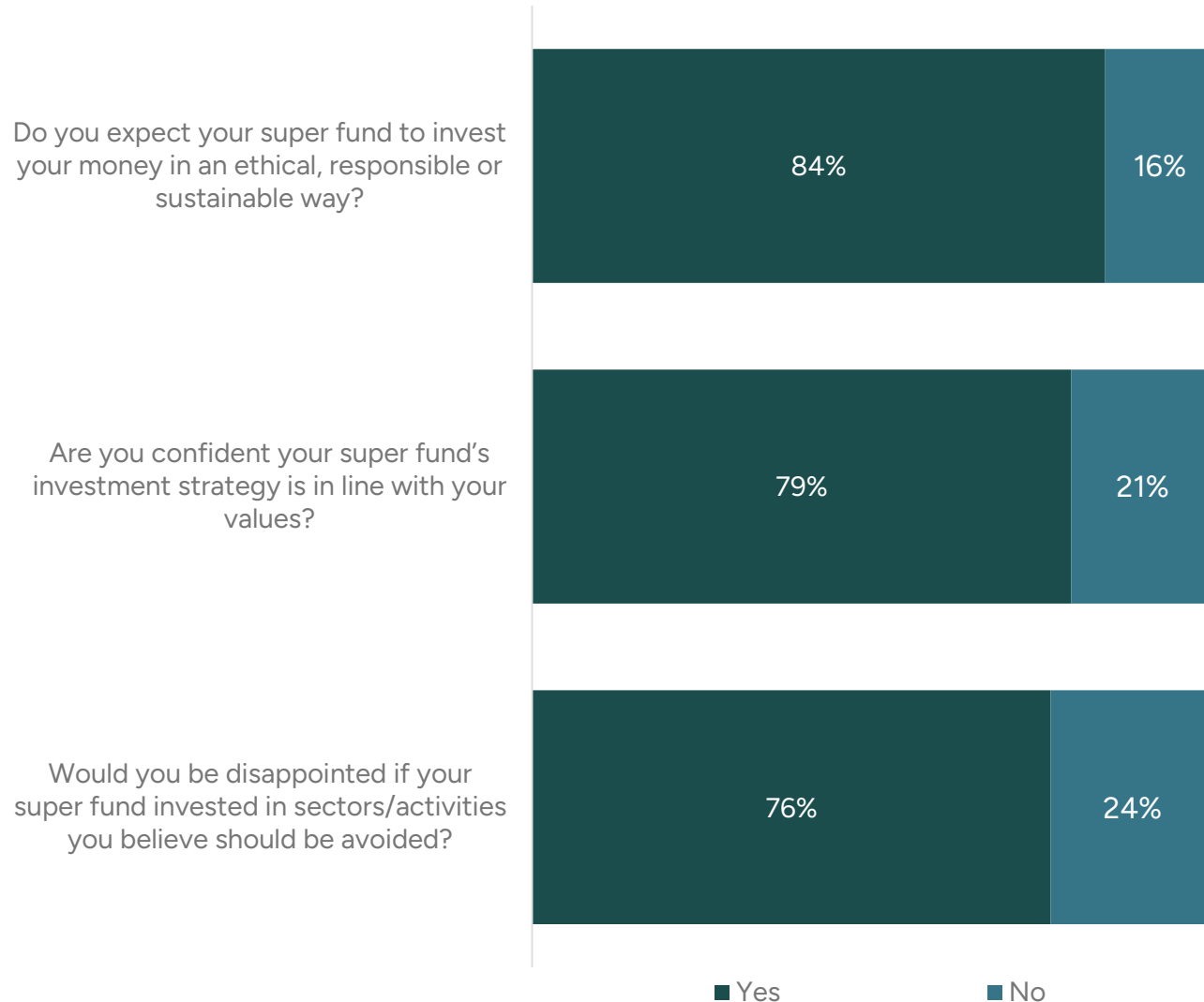
- Half (49%) of Australians with superannuation chose their current superannuation fund because it's the one their employer recommended.
 - Women are more likely to choose their current fund because it's the one their employer recommended (54%; cf. Men 44%)
- Around one in five Australians with superannuation chose their current superannuation fund because:
 - They thought it would be best for financial returns (22%)
 - It was recommended by their partner/friends/family (19%)
 - It had lower fees than others (18%)
- One in five (19%) Australians with superannuation chose their current superannuation fund because of ethical reasons:
 - Chose the one that aligns with my values (13%)
 - Thought it was best on ethics or sustainability (9%)
 - It was labelled as ethical/responsible by an independent third party (<1%)

Over one-third of Australians with superannuation selected the ethical, responsible or sustainable option within their super fund



- Over one-third (36%) of Australians with superannuation selected the ethical, responsible or sustainable investment option within their super fund.
 - Men are more likely to select the ethical, responsible or sustainable option within their super fund (40%; cf. Women 31%)
- One in three (29%) Australians with superannuation don't know whether they selected the ethical, responsible or sustainable option within their super fund.

Over four in five Australians 18–65 that have superannuation expect their super fund to invest their money in an ethical, responsible or sustainable way



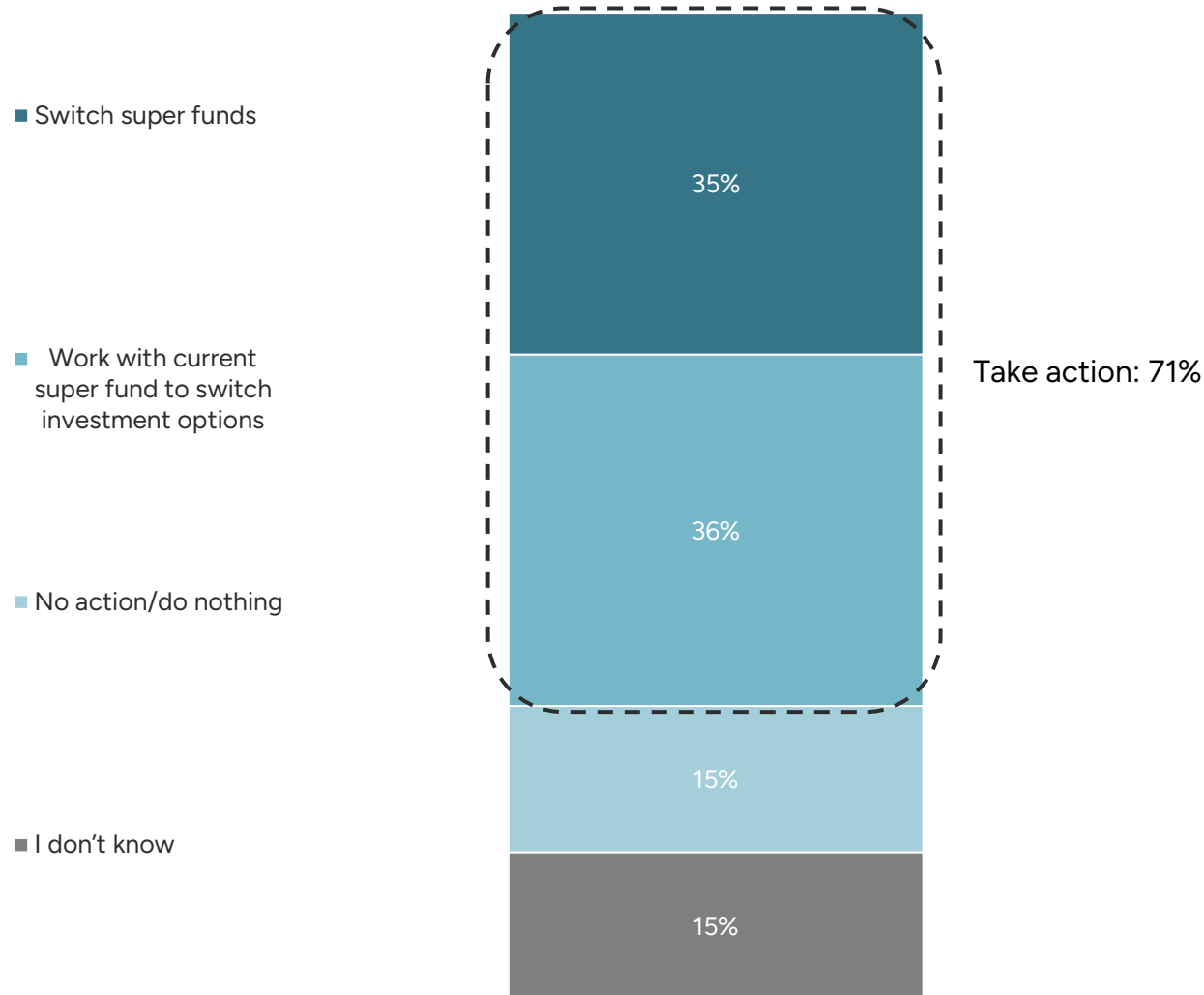
- Over four in five (84%) Australians 18-65 that have superannuation expect their super fund to invest their money in an ethical, responsible or sustainable way.
- Four in five (79%) Australians 18-65 that have superannuation are confident their super fund's investment strategy is in line with their values.
- Three-quarters (76%) of Australians 18-65 that have superannuation would be disappointed if their super fund invested in sectors/activities they believe should be avoided.

The majority of Australians with superannuation believe it is important their super fund avoids investing in worker rights abuses, animal cruelty, and human rights violations

	Very Important	Important	Somewhat important	Not at all important	Not sure	TOTAL IMPORTANT
Worker rights abuses	45%	28%	15%	9%	3%	88%
Animal cruelty (including animal testing, intensive farming etc.)	51%	24%	13%	10%	3%	88%
Human rights violations (including war & conflict, public safety etc.)	49%	26%	12%	10%	3%	87%
Environmental damage (including deforestation, palm oil, pollution, plastics etc.)	39%	28%	19%	11%	4%	85%
Companies that don't pay their fair share of tax	38%	30%	16%	13%	3%	83%
Weapons and firearms	41%	22%	16%	16%	4%	80%
Gambling	33%	24%	18%	21%	4%	75%
Tobacco	30%	23%	20%	23%	5%	73%
Adult entertainment/pornography	35%	20%	17%	24%	5%	71%
Power generation using fossil fuels	23%	24%	22%	23%	8%	69%
Fossil fuel mining	25%	23%	20%	23%	8%	69%
Alcohol	20%	21%	21%	34%	4%	62%

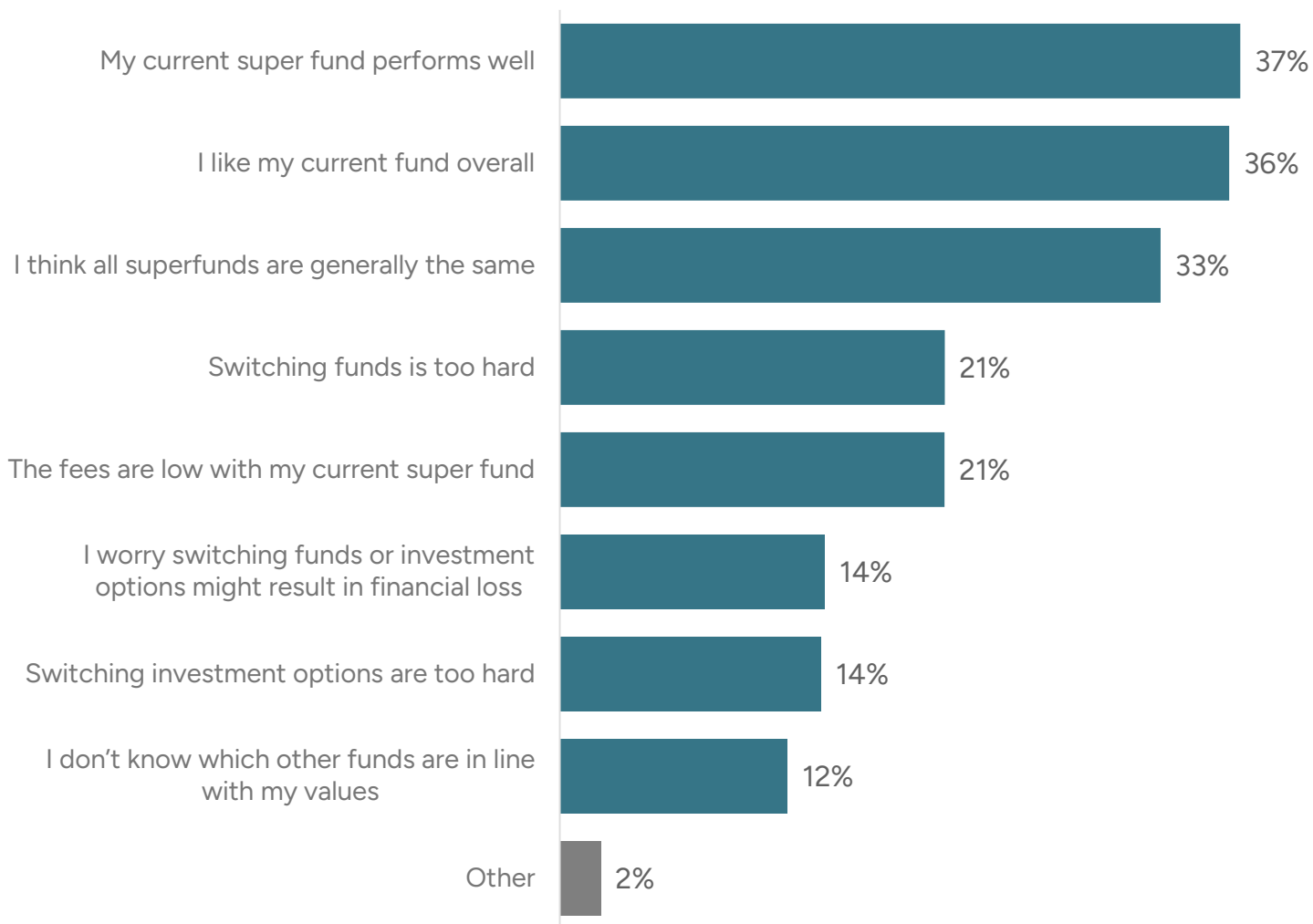
- At least 80% Australians with superannuation believe it is important their super fund avoids investing in:
 - Worker rights abuses (88%)
 - Animal cruelty (88%)
 - Human rights violations (87%)
 - Environmental damage (85%)
 - Companies that don't pay their fair share of tax (83%)
 - Weapons and firearms (80%)

Seven in ten Australians with superannuation would take action if they discovered that their super fund was investing in sectors or activities they feel it's important to avoid



- Seven in ten (71%) Australians with superannuation would take action if they discovered that their super fund was investing in sectors or activities they feel it's important to avoid.
 - Over one-third (35%) would switch super funds if they discovered that their super fund was investing in sectors or activities they feel it's important to avoid.
 - Gen X are the least likely switch super funds (28%; cf. Gen Z 40%, Millennials 40%)
 - Over one-third (36%) would work with current super fund to switch investment options if they discovered that their super fund was investing in sectors or activities they feel it's important to avoid.
- About one in six (15%) of Australians with superannuation would take no action/do nothing if they discovered that their super fund was investing in sectors or activities they feel it's important to avoid.
 - Men are more likely to take no action/do nothing (19%; cf. Women 10%)

Of those Australians who take no action, over a third choose to stay due to satisfaction with current fund performance and liking their fund overall



- Over one-third of Australians take no action when their super invests in a sector they want to avoid because their current fund performs well (37%) or they like their current fund overall (36%).
 - Men are more likely to take no action because their current fund performs (40%; cf. Women 23%) well and because they like their current fund overall (40%; cf. Women 30%)
- One-third (33%) take no action because they believe most super funds are broadly the same.
- One in five take no action because switching feels too difficult (21%) or because they are satisfied with their current fund's low fees (21%).



Thank you

Please contact us anytime for more information

LONERGAN.

Melanie Vine, Director, PR & Communications
Research

0410 605 700

melanie@lonergan.team

www.lonergan.team