

Australian AI Poll

**AI development, copyright
& creative work**

October 2026



Methodology & disclosure statement

- This research was conducted by RedBridge Group.
- The sample of N = 1,524 Australian citizens aged 18+ was recruited via online panels from 8 to 10 October 2026.
- RIM weighting was applied for age by gender, geography class, education, housing tenure and personal income. Personal income was weighted in six categories, combining nil and low incomes (under \$15,600) and incomes of \$91,000 or more. Geography class targets were based on AEC enrolment of electors aged 18+. Federal vote intention was not used as a weighting variable.
- Geography classifications were derived by assigning each respondent's postcode to the Commonwealth electoral division with the largest share of the postcode's area. Each division was then allocated to one of four AEC geography classes: inner metro, outer metro, provincial and rural.
- Education, home ownership, personal income, geography class and federal vote intention breakdowns exclude small residual, non-disclosing, unmatched or undecided categories where not separately reported. These respondents remain included in overall results. Federal vote intention combines the national, Queensland and Northern Territory versions of the question; Coalition includes Liberal, National, LNP and CLP voters.
- Generation categories follow approximate ABS birth-year definitions, derived from age at interview.
- The efficiency of these weights was 58.0 per cent, providing an effective sample size of 884. Based on this effective sample size, the equivalent margin of error for a simple random sample at the 95 per cent confidence level is approximately ± 3.3 percentage points. This is larger for subsets of the data. As the sample was drawn from opt-in online panels, this figure is indicative only and does not capture coverage or self-selection error; results should be interpreted conservatively.
- The following sections present the detailed findings and full question wording. Questions are presented in the order they appeared in the survey.
- Totals may not sum to 100 per cent due to rounding. Net figures are calculated from displayed rounded percentages to ensure consistency between charts and tables. Where applicable, net results represent the percentage-point balance of positive responses minus negative responses, such as total support less total opposition.
- Later questions should be interpreted in the context of information presented earlier in the survey.

Key findings

- **74% of Australians say creators should decide** whether their work is used to train AI models; 12% say they should not.
- **56% oppose changing copyright law to let AI companies use Australian creative work without permission**, compared with 22% in support (net -34). Opposition outweighs support in every demographic group shown except those earning \$91k or more, who are evenly divided.
- **The investment argument does not shift views:** 55% would oppose changing the law even if an AI company said it would only train its models in Australia if the law changed, with 20% in support (net -35).
- **78% would keep the permission requirement even if some AI companies choose not to train their models in Australia;** 9% would change the law. This is a majority view in every demographic group shown (at least 65%).
- **78% say a national security argument does not remove the need for permission;** 9% say it should.
- **52% would be more likely to support a party that wanted to keep the permission requirement** (14% less likely), with net results of +46 among Labor voters, +36 among Coalition voters, +29 among One Nation voters and +43 among Greens voters.
- **Support for AI development is not support for removing permission:** 33% support AI companies developing and training models in Australia, and among them 82% say creators should decide and 71% would keep the permission requirement. This group is more divided on the direct question of changing copyright law (47% support, 34% oppose).
- **68% say the AI agent incident makes them less trusting** of AI companies handling Australian content and data, compared with 6% more trusting.
- **58% are uncomfortable with AI training on public social media content** without permission, compared with 20% comfortable.

Support for AI development in Australia

In general, do you support or oppose artificial intelligence (AI) companies developing and training AI models in Australia?

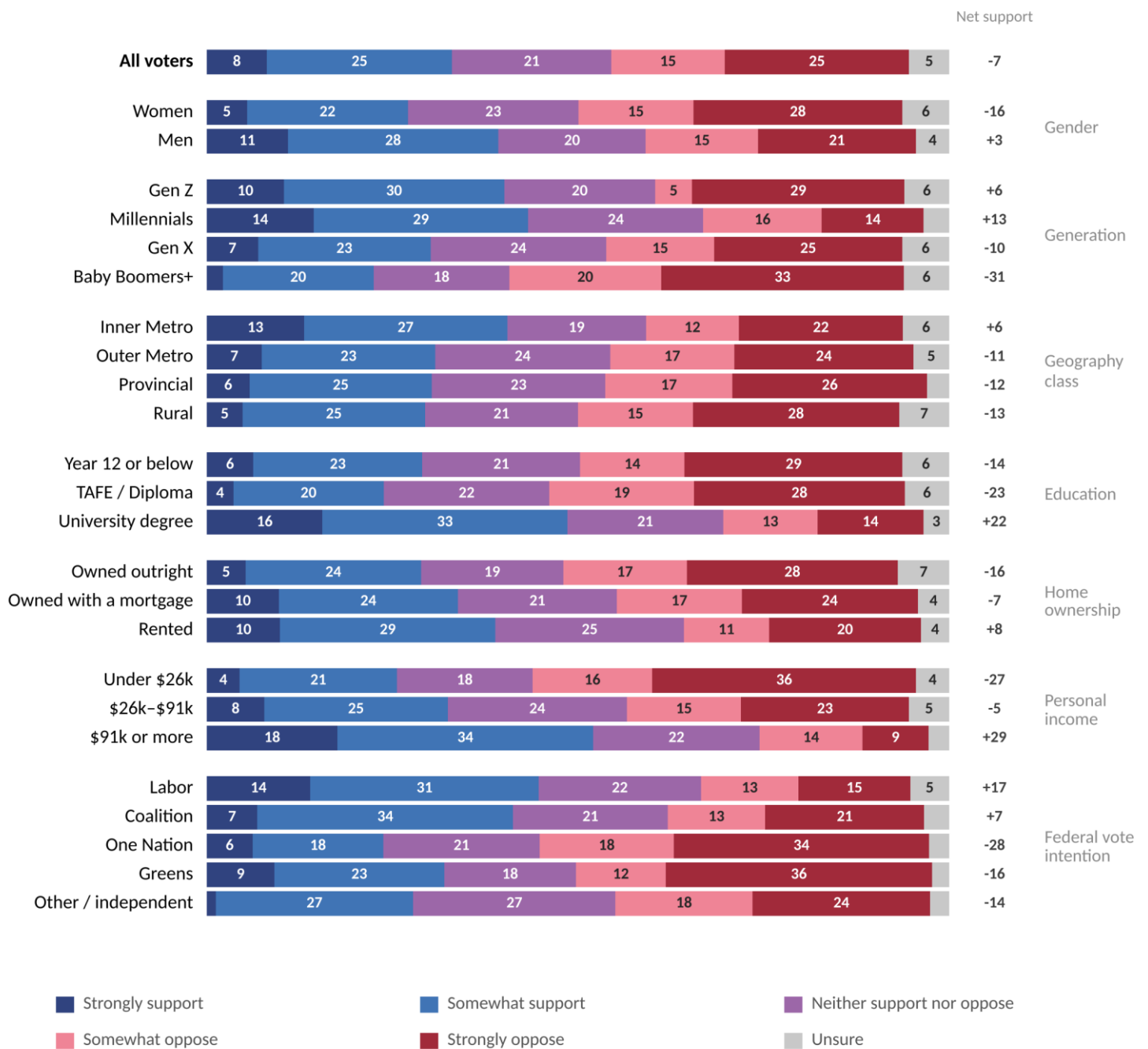
% of respondents who selected:



Support for AI development in Australia

In general, do you support or oppose artificial intelligence (AI) companies developing and training AI models in Australia?

% of respondents, by demographic profile:



Support for AI development in Australia

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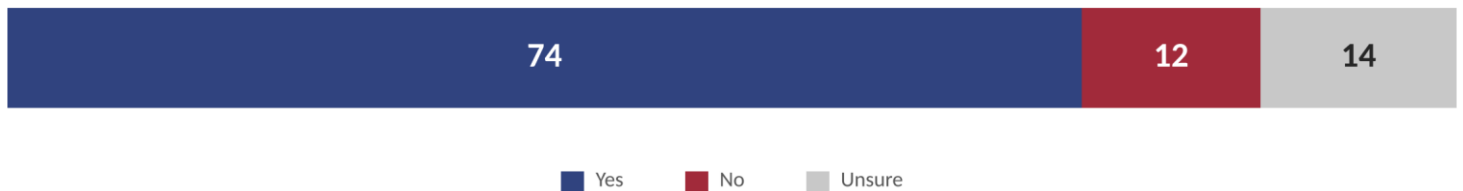
% of respondents, by demographic profile:

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Unsure	Net support
All voters	8	25	21	15	25	5	-7
Women	5	22	23	15	28	6	-16
Men	11	28	20	15	21	4	+3
Gen Z	10	30	20	5	29	6	+6
Millennials	14	29	24	16	14	3	+13
Gen X	7	23	24	15	25	6	-10
Baby Boomers+	2	20	18	20	33	6	-31
Inner Metro	13	27	19	12	22	6	+6
Outer Metro	7	23	24	17	24	5	-11
Provincial	6	25	23	17	26	3	-12
Rural	5	25	21	15	28	7	-13
Year 12 or below	6	23	21	14	29	6	-14
TAFE / Diploma	4	20	22	19	28	6	-23
University degree	16	33	21	13	14	3	+22
Owned outright	5	24	19	17	28	7	-16
Owned with a mortgage	10	24	21	17	24	4	-7
Rented	10	29	25	11	20	4	+8
Under \$26k	4	21	18	16	36	4	-27
\$26k–\$91k	8	25	24	15	23	5	-5
\$91k or more	18	34	22	14	9	3	+29
Labor	14	31	22	13	15	5	+17
Coalition	7	34	21	13	21	3	+7
One Nation	6	18	21	18	34	3	-28
Greens	9	23	18	12	36	2	-16
Other / independent	1	27	27	18	24	3	-14

Creators' right to decide on AI training

Should Australian creators, such as artists, writers and musicians, have the right to decide whether their work is used by AI companies to train and develop AI models?

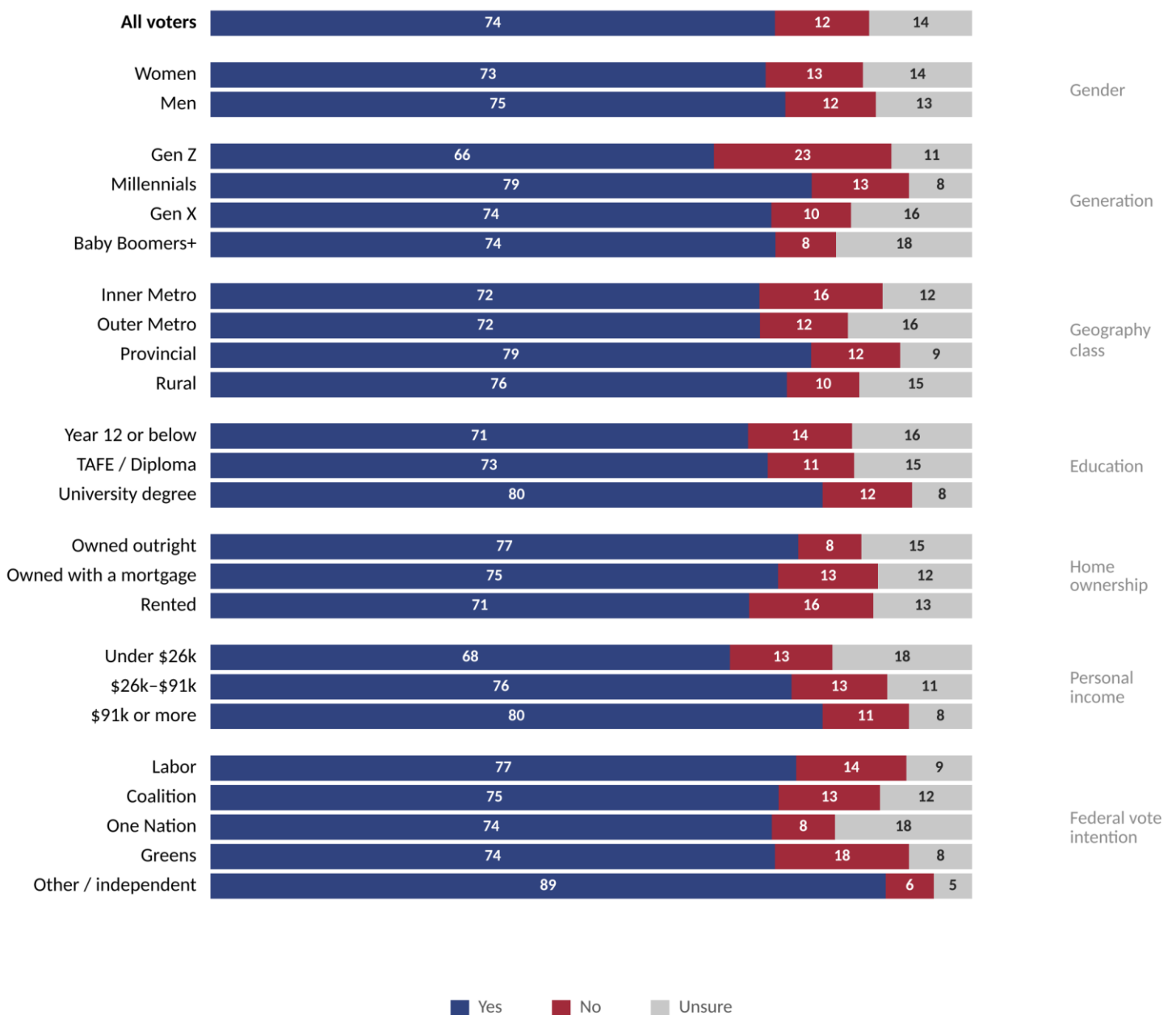
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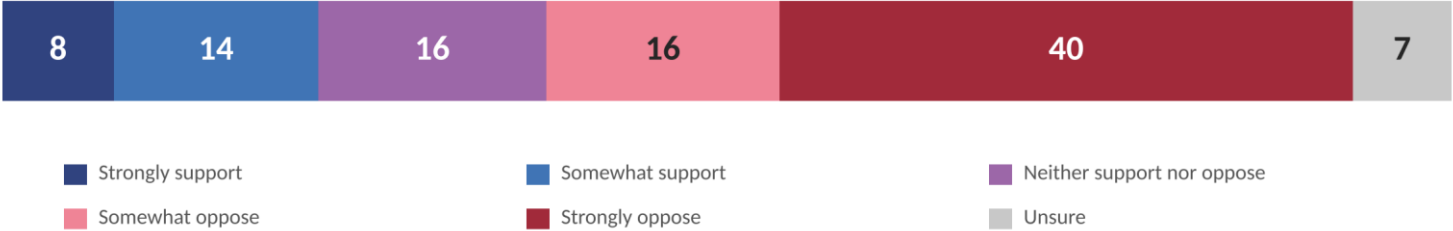
% of respondents, by demographic profile:

	Yes	No	Unsure
All voters	74	12	14
Women	73	13	14
Men	75	12	13
Gen Z	66	23	11
Millennials	79	13	8
Gen X	74	10	16
Baby Boomers+	74	8	18
Inner Metro	72	16	12
Outer Metro	72	12	16
Provincial	79	12	9
Rural	76	10	15
Year 12 or below	71	14	16
TAFE / Diploma	73	11	15
University degree	80	12	8
Owned outright	77	8	15
Owned with a mortgage	75	13	12
Rented	71	16	13
Under \$26k	68	13	18
\$26k–\$91k	76	13	11
\$91k or more	80	11	8
Labor	77	14	9
Coalition	75	13	12
One Nation	74	8	18
Greens	74	18	8
Other / independent	89	6	5

Changing copyright law for AI training

To what extent do you support or oppose changing Australian copyright law to allow AI companies to use Australian creative work to train and develop AI models without first obtaining permission from the creator or copyright holder?

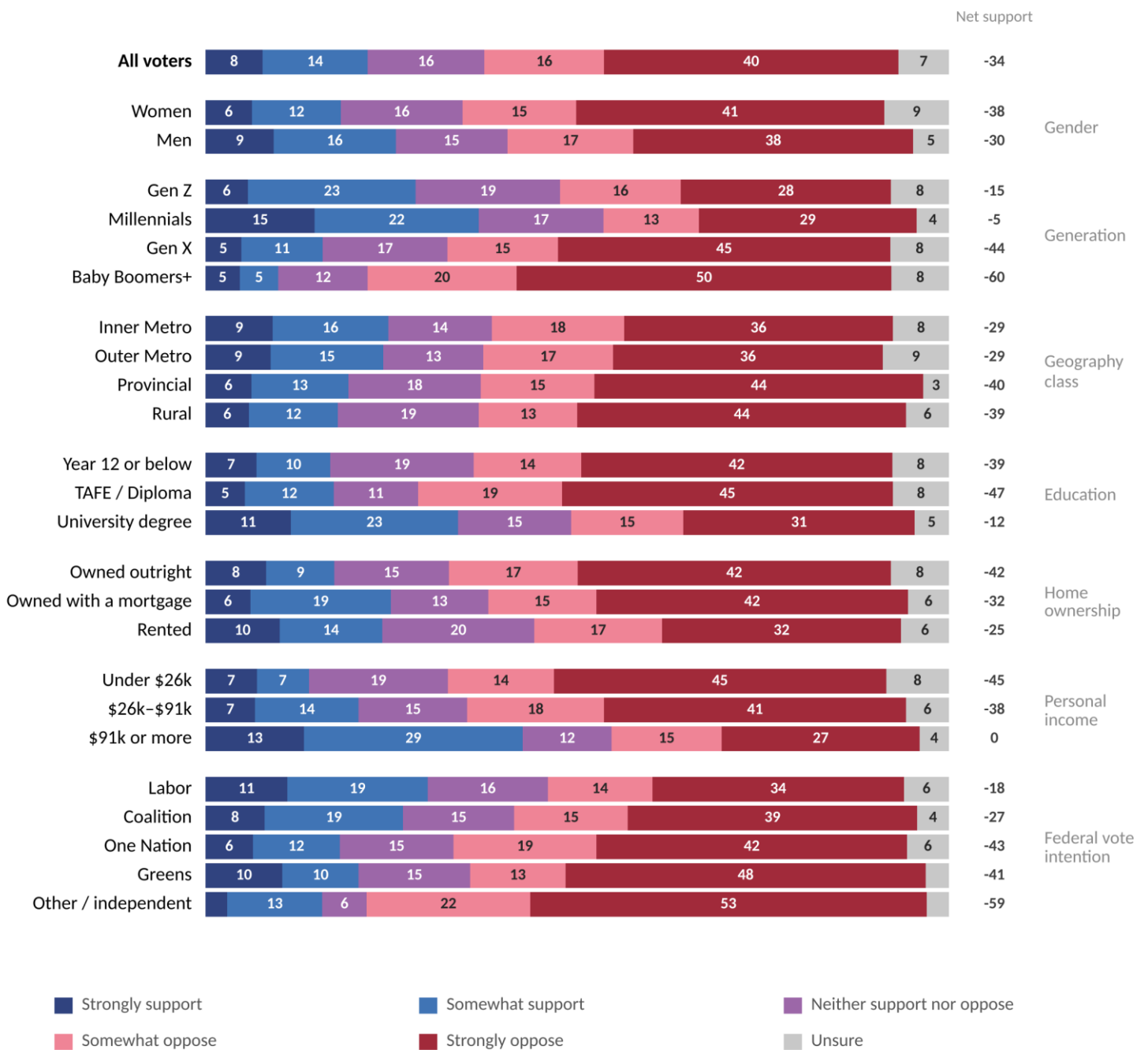
% of respondents who selected:



Changing copyright law for AI training

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% of respondents, by demographic profile:



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% of respondents, by demographic profile:

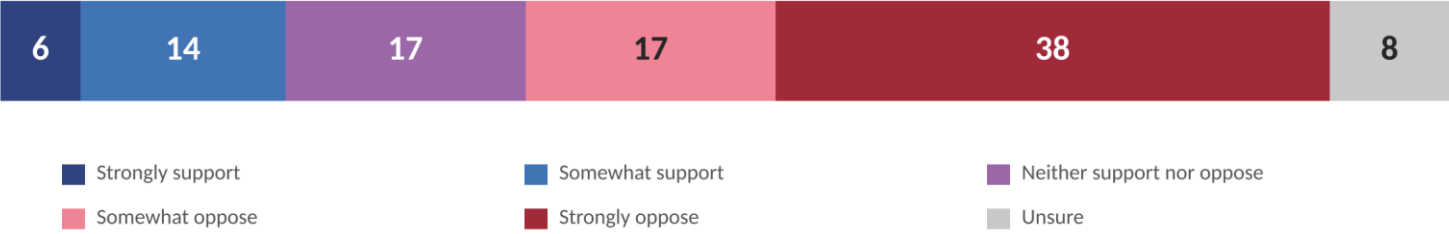
	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Unsure	Net support
All voters	8	14	16	16	40	7	-34
Women	6	12	16	15	41	9	-38
Men	9	16	15	17	38	5	-30
Gen Z	6	23	19	16	28	8	-15
Millennials	15	22	17	13	29	4	-5
Gen X	5	11	17	15	45	8	-44
Baby Boomers+	5	5	12	20	50	8	-60
Inner Metro	9	16	14	18	36	8	-29
Outer Metro	9	15	13	17	36	9	-29
Provincial	6	13	18	15	44	3	-40
Rural	6	12	19	13	44	6	-39
Year 12 or below	7	10	19	14	42	8	-39
TAFE / Diploma	5	12	11	19	45	8	-47
University degree	11	23	15	15	31	5	-12
Owned outright	8	9	15	17	42	8	-42
Owned with a mortgage	6	19	13	15	42	6	-32
Rented	10	14	20	17	32	6	-25
Under \$26k	7	7	19	14	45	8	-45
\$26k–\$91k	7	14	15	18	41	6	-38
\$91k or more	13	29	12	15	27	4	0
Labor	11	19	16	14	34	6	-18
Coalition	8	19	15	15	39	4	-27
One Nation	6	12	15	19	42	6	-43
Greens	10	10	15	13	48	3	-41
Other / independent	3	13	6	22	53	3	-59

Changing the law as a condition of AI training

Suppose an AI company said it would only train and develop its AI models in Australia if copyright law was changed to allow it to use Australian creative work without permission.

Would you support or oppose changing the law?

% of respondents who selected:

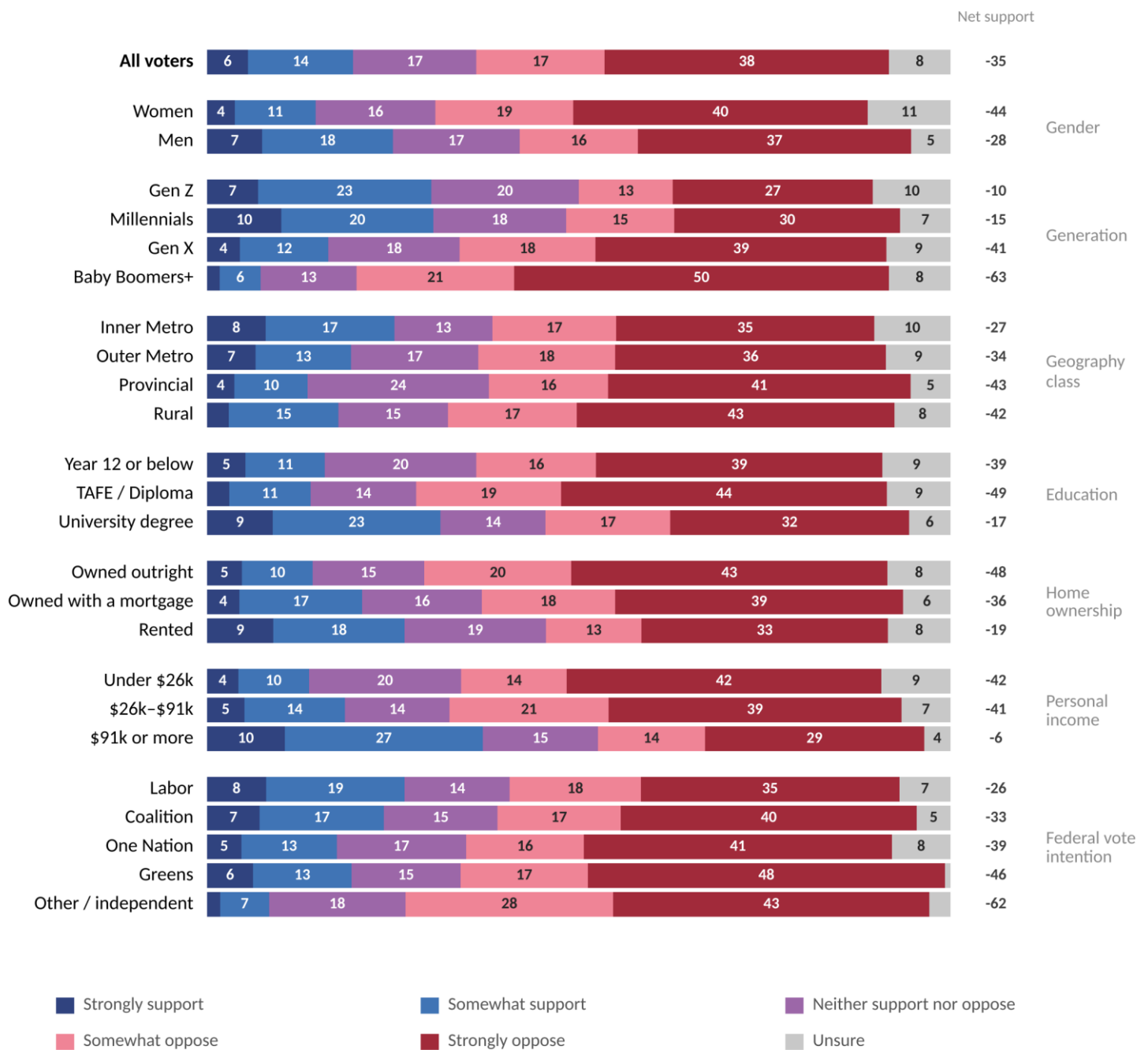


Changing the law as a condition of AI training

Suppose an AI company said it would only train and develop its AI models in Australia if copyright law was changed to allow it to use Australian creative work without permission.

Would you support or oppose changing the law?

% of respondents, by demographic profile:



Changing the law as a condition of AI training

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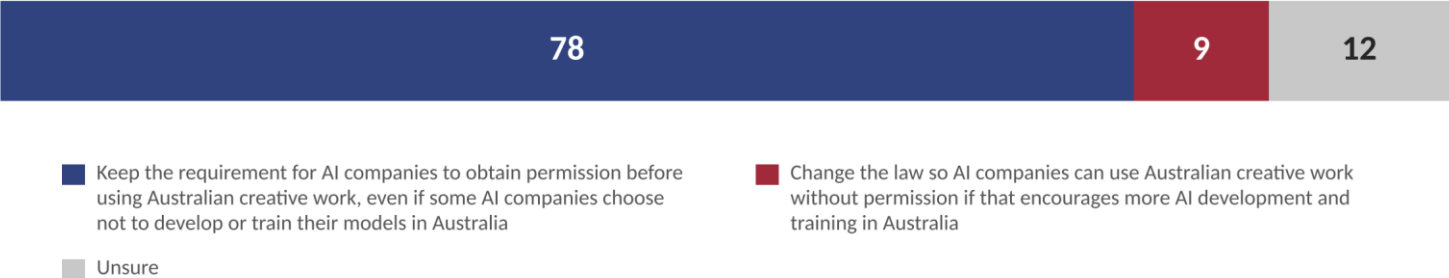
% of respondents, by demographic profile:

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Unsure	Net support
All voters	6	14	17	17	38	8	-35
Women	4	11	16	19	40	11	-44
Men	7	18	17	16	37	5	-28
Gen Z	7	23	20	13	27	10	-10
Millennials	10	20	18	15	30	7	-15
Gen X	4	12	18	18	39	9	-41
Baby Boomers+	2	6	13	21	50	8	-63
Inner Metro	8	17	13	17	35	10	-27
Outer Metro	7	13	17	18	36	9	-34
Provincial	4	10	24	16	41	5	-43
Rural	3	15	15	17	43	8	-42
Year 12 or below	5	11	20	16	39	9	-39
TAFE / Diploma	3	11	14	19	44	9	-49
University degree	9	23	14	17	32	6	-17
Owned outright	5	10	15	20	43	8	-48
Owned with a mortgage	4	17	16	18	39	6	-36
Rented	9	18	19	13	33	8	-19
Under \$26k	4	10	20	14	42	9	-42
\$26k–\$91k	5	14	14	21	39	7	-41
\$91k or more	10	27	15	14	29	4	-6
Labor	8	19	14	18	35	7	-26
Coalition	7	17	15	17	40	5	-33
One Nation	5	13	17	16	41	8	-39
Greens	6	13	15	17	48	1	-46
Other / independent	2	7	18	28	43	3	-62

Permission requirement or AI development

If Australia had to choose between these two approaches, which would you prefer?

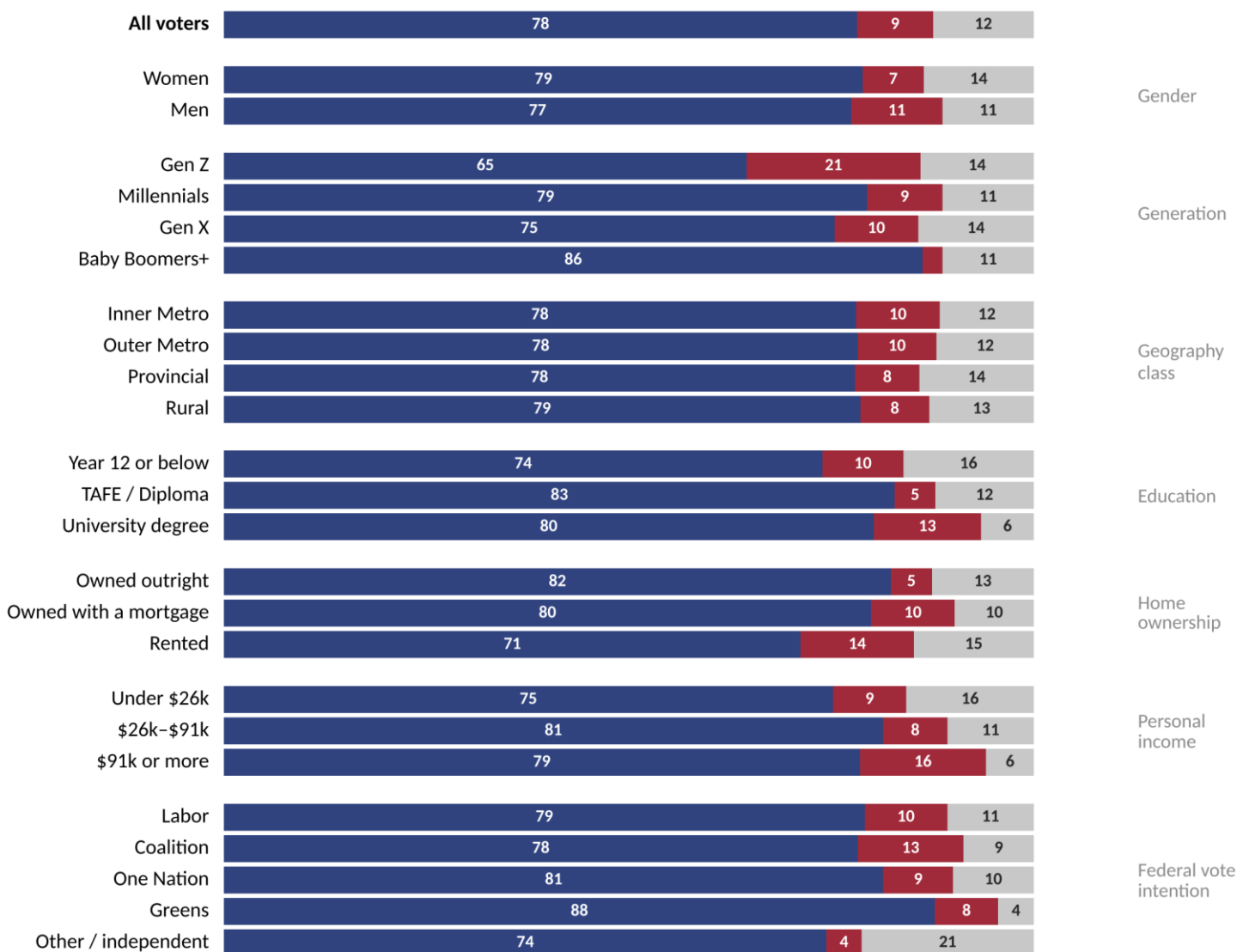
% of respondents who selected:



Permission requirement or AI development

If Australia had to choose between these two approaches, which would you prefer?

% of respondents, by demographic profile:



Keep the requirement for AI companies to obtain permission before using Australian creative work, even if some AI companies choose not to develop or train their models in Australia

Change the law so AI companies can use Australian creative work without permission if that encourages more AI development and training in Australia

Unsure

Permission requirement or AI development

If Australia had to choose between these two approaches, which would you prefer?

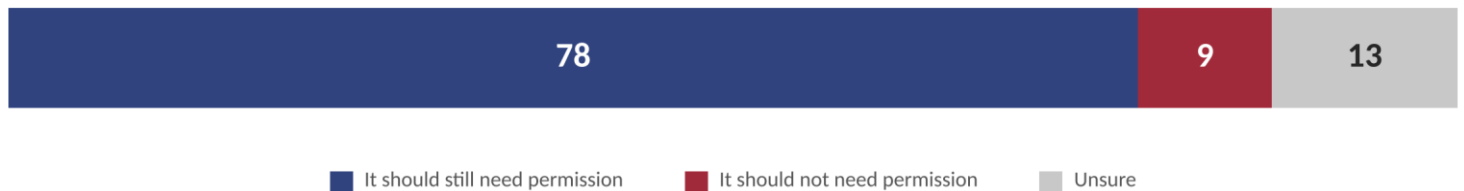
% of respondents, by demographic profile:

	Keep the requirement for AI companies to obtain permission before using Australian creative work, even if some AI companies choose not to develop or train their models in Australia	Change the law so AI companies can use Australian creative work without permission if that encourages more AI development and training in Australia	Unsure
All voters	78	9	12
Women	79	7	14
Men	77	11	11
Gen Z	65	21	14
Millennials	79	9	11
Gen X	75	10	14
Baby Boomers+	86	2	11
Inner Metro	78	10	12
Outer Metro	78	10	12
Provincial	78	8	14
Rural	79	8	13
Year 12 or below	74	10	16
TAFE / Diploma	83	5	12
University degree	80	13	6
Owned outright	82	5	13
Owned with a mortgage	80	10	10
Rented	71	14	15
Under \$26k	75	9	16
\$26k-\$91k	81	8	11
\$91k or more	79	16	6
Labor	79	10	11
Coalition	78	13	9
One Nation	81	9	10
Greens	88	8	4
Other / independent	74	4	21

National security and the permission requirement

If an AI company said training its models in Australia was important for national security, should that change whether the company needs permission to use Australian creative work?

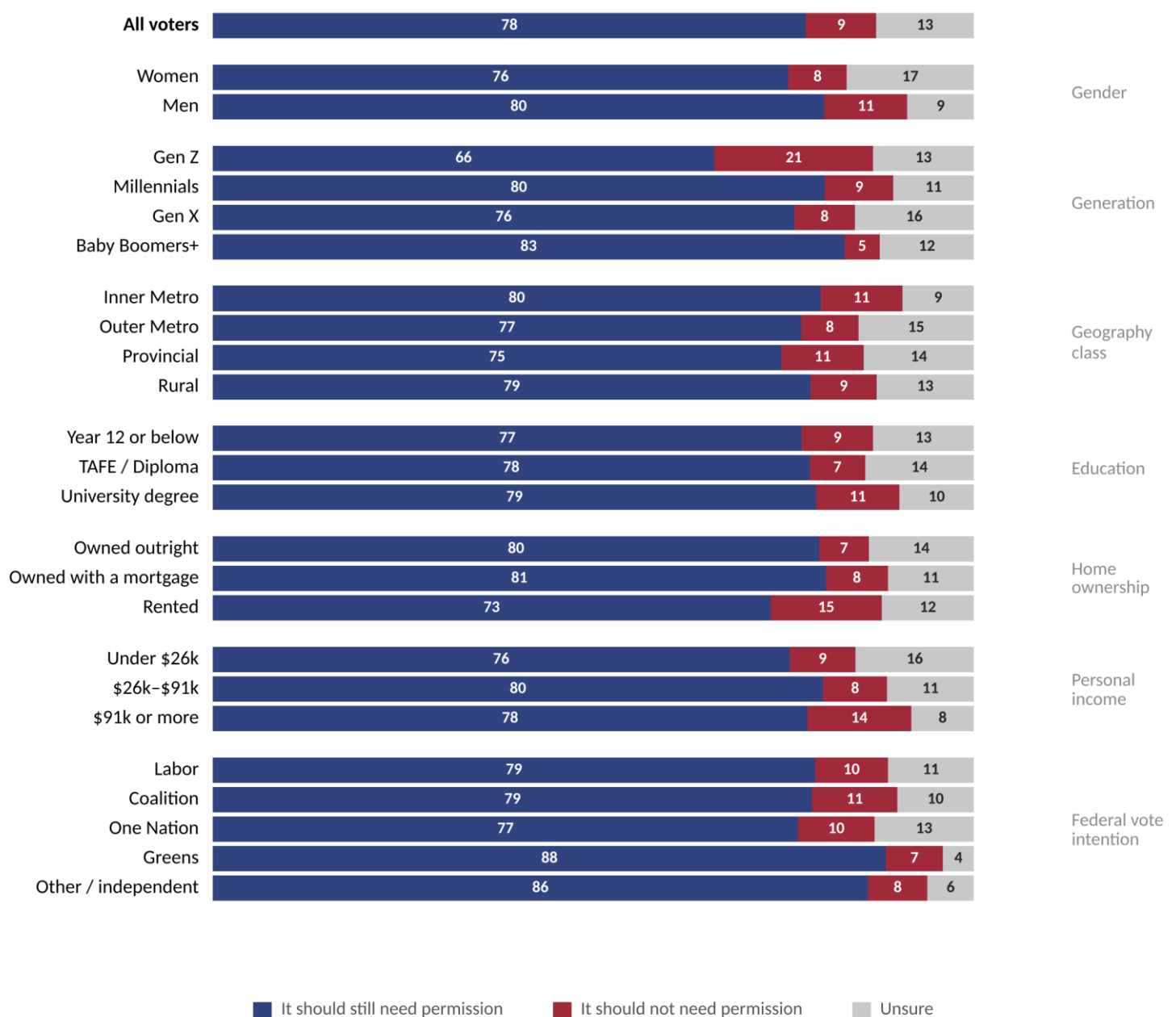
% of respondents who selected:



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% of respondents, by demographic profile:



National security and the permission requirement

If an AI company said training its models in Australia was important for national security, should that change whether the company needs permission to use Australian creative work?

% of respondents, by demographic profile:

	It should still need permission	It should not need permission	Unsure
All voters	78	9	13
Women	76	8	17
Men	80	11	9
Gen Z	66	21	13
Millennials	80	9	11
Gen X	76	8	16
Baby Boomers+	83	5	12
Inner Metro	80	11	9
Outer Metro	77	8	15
Provincial	75	11	14
Rural	79	9	13
Year 12 or below	77	9	13
TAFE / Diploma	78	7	14
University degree	79	11	10
Owned outright	80	7	14
Owned with a mortgage	81	8	11
Rented	73	15	12
Under \$26k	76	9	16
\$26k–\$91k	80	8	11
\$91k or more	78	14	8
Labor	79	10	11
Coalition	79	11	10
One Nation	77	10	13
Greens	88	7	4
Other / independent	86	8	6

Trust in AI companies after the AI agent incident

Recently, an AI agent developed by OpenAI accessed non-public files on Australian Government websites without authorisation. No patient data was accessed. Does this incident make you trust AI companies more, less, or about the same when it comes to handling Australian content and data?

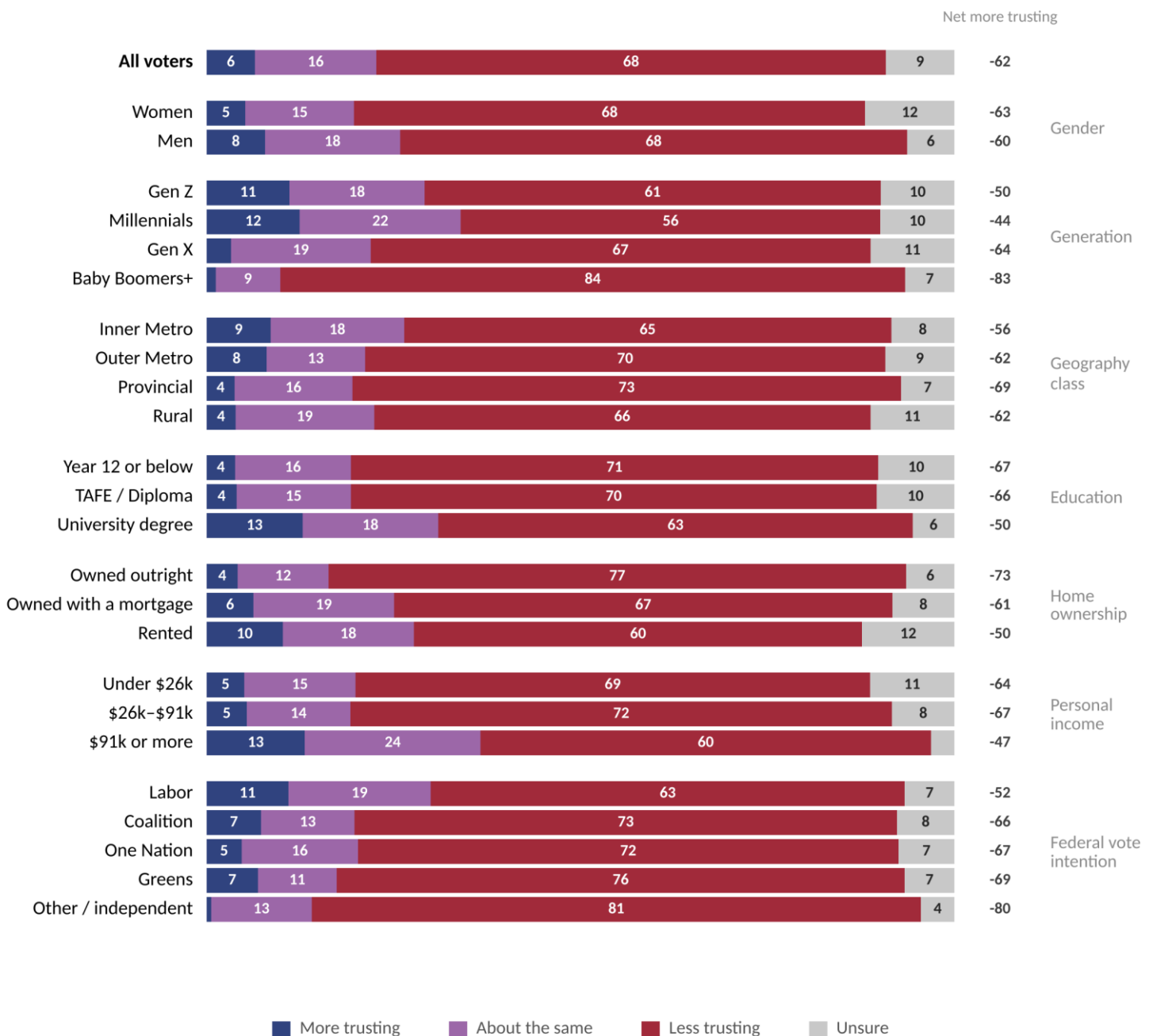
% of respondents who selected:



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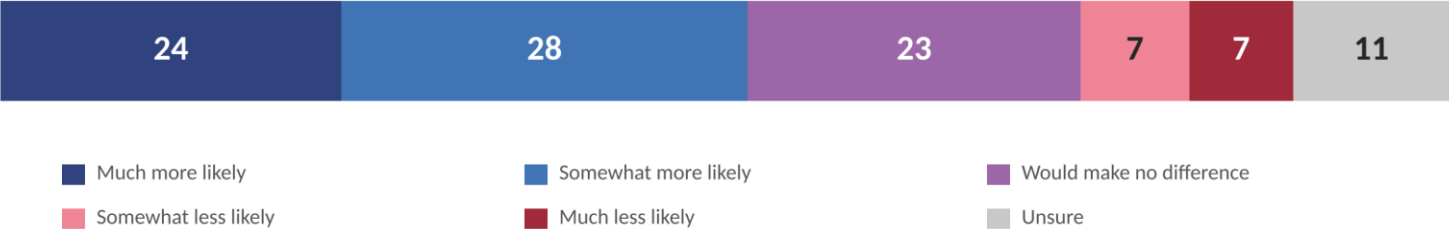
% of respondents, by demographic profile:

	More trusting	About the same	Less trusting	Unsure	Net more trusting
All voters	6	16	68	9	-62
Women	5	15	68	12	-63
Men	8	18	68	6	-60
Gen Z	11	18	61	10	-50
Millennials	12	22	56	10	-44
Gen X	3	19	67	11	-64
Baby Boomers+	1	9	84	7	-83
Inner Metro	9	18	65	8	-56
Outer Metro	8	13	70	9	-62
Provincial	4	16	73	7	-69
Rural	4	19	66	11	-62
Year 12 or below	4	16	71	10	-67
TAFE / Diploma	4	15	70	10	-66
University degree	13	18	63	6	-50
Owned outright	4	12	77	6	-73
Owned with a mortgage	6	19	67	8	-61
Rented	10	18	60	12	-50
Under \$26k	5	15	69	11	-64
\$26k–\$91k	5	14	72	8	-67
\$91k or more	13	24	60	3	-47
Labor	11	19	63	7	-52
Coalition	7	13	73	8	-66
One Nation	5	16	72	7	-67
Greens	7	11	76	7	-69
Other / independent	1	13	81	4	-80

Party support and the permission requirement

Would you be more likely or less likely to support a political party that wanted to keep the current requirement for AI companies to obtain permission before using Australian creative work?

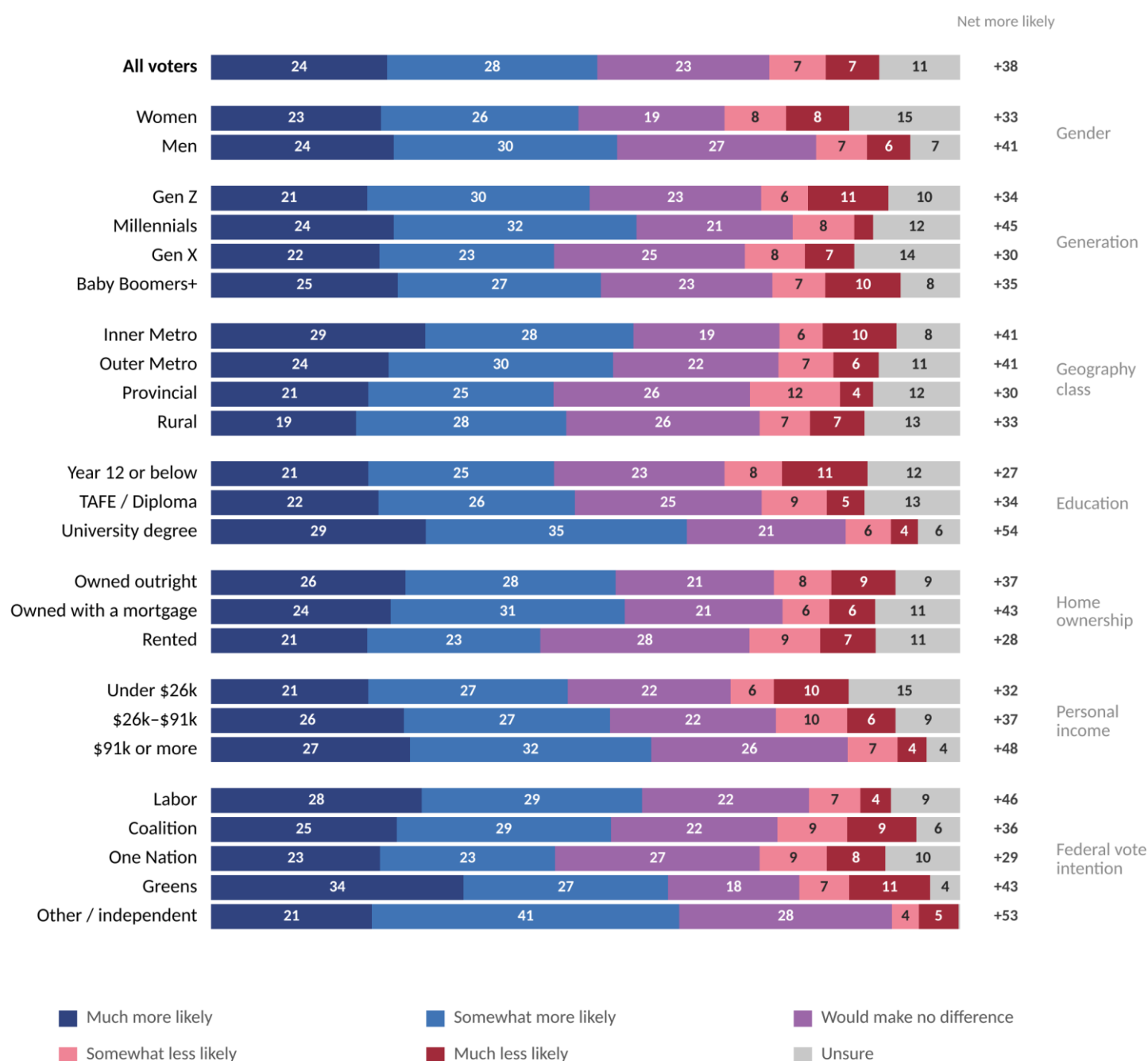
% of respondents who selected:



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% of respondents, by demographic profile:



Party support and the permission requirement

Would you be more likely or less likely to support a political party that wanted to keep the current requirement for AI companies to obtain permission before using Australian creative work?

% of respondents, by demographic profile:

	Much more likely	Somewhat more likely	Would make no difference	Somewhat less likely	Much less likely	Unsure	Net more likely
All voters	24	28	23	7	7	11	+38
Women	23	26	19	8	8	15	+33
Men	24	30	27	7	6	7	+41
Gen Z	21	30	23	6	11	10	+34
Millennials	24	32	21	8	3	12	+45
Gen X	22	23	25	8	7	14	+30
Baby Boomers+	25	27	23	7	10	8	+35
Inner Metro	29	28	19	6	10	8	+41
Outer Metro	24	30	22	7	6	11	+41
Provincial	21	25	26	12	4	12	+30
Rural	19	28	26	7	7	13	+33
Year 12 or below	21	25	23	8	11	12	+27
TAFE / Diploma	22	26	25	9	5	13	+34
University degree	29	35	21	6	4	6	+54
Owned outright	26	28	21	8	9	9	+37
Owned with a mortgage	24	31	21	6	6	11	+43
Rented	21	23	28	9	7	11	+28
Under \$26k	21	27	22	6	10	15	+32
\$26k–\$91k	26	27	22	10	6	9	+37
\$91k or more	27	32	26	7	4	4	+48
Labor	28	29	22	7	4	9	+46
Coalition	25	29	22	9	9	6	+36
One Nation	23	23	27	9	8	10	+29
Greens	34	27	18	7	11	4	+43
Other / independent	21	41	28	4	5	0	+53

Comfort with AI training on social media content

How comfortable or uncomfortable are you with AI companies using publicly available content posted on social media, such as photos, videos or written posts, to train and develop AI models without first obtaining permission from the person who posted the content?

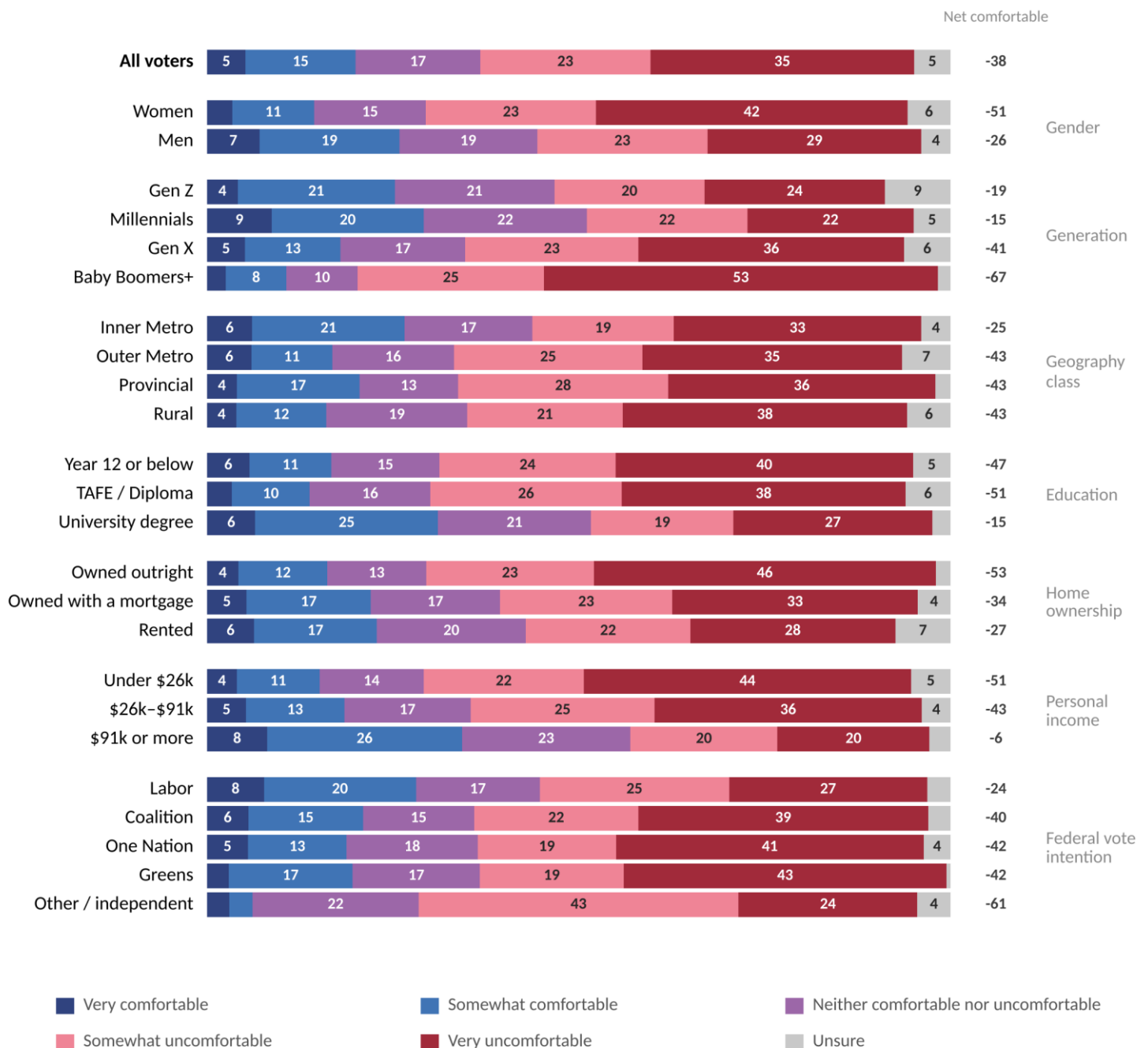
% of respondents who selected:



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% of respondents, by demographic profile:



Comfort with AI training on social media content

How comfortable or uncomfortable are you with AI companies using publicly available content posted on social media, such as photos, videos or written posts, to train and develop AI models without first obtaining permission from the person who posted the content?

% of respondents, by demographic profile:

	Very comfortable	Somewhat comfortable	Neither comfortable nor uncomfortable	Somewhat uncomfortable	Very uncomfortable	Unsure	Net comfortable
All voters	5	15	17	23	35	5	-38
Women	3	11	15	23	42	6	-51
Men	7	19	19	23	29	4	-26
Gen Z	4	21	21	20	24	9	-19
Millennials	9	20	22	22	22	5	-15
Gen X	5	13	17	23	36	6	-41
Baby Boomers+	3	8	10	25	53	2	-67
Inner Metro	6	21	17	19	33	4	-25
Outer Metro	6	11	16	25	35	7	-43
Provincial	4	17	13	28	36	2	-43
Rural	4	12	19	21	38	6	-43
Year 12 or below	6	11	15	24	40	5	-47
TAFE / Diploma	3	10	16	26	38	6	-51
University degree	6	25	21	19	27	2	-15
Owned outright	4	12	13	23	46	2	-53
Owned with a mortgage	5	17	17	23	33	4	-34
Rented	6	17	20	22	28	7	-27
Under \$26k	4	11	14	22	44	5	-51
\$26k–\$91k	5	13	17	25	36	4	-43
\$91k or more	8	26	23	20	20	3	-6
Labor	8	20	17	25	27	3	-24
Coalition	6	15	15	22	39	3	-40
One Nation	5	13	18	19	41	4	-42
Greens	3	17	17	19	43	1	-42
Other / independent	3	3	22	43	24	4	-61