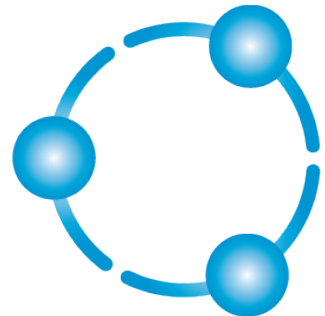


Religion and Same-Sex Marriage

Commissioned by: Australian Marriage Equality
February 2012





1. Methodology



Methodology

- ▶ This study was conducted on the Galaxy Telephone Omnibus on the weekend of 10-12 February 2012.
- ▶ The sample was 786 Australians aged 18-64 years, distributed throughout Australia, as follows:
 - NSW/ACT 228
 - Victoria/Tasmania 220
 - Queensland 147
 - South Australia 90
 - Western Australia 101
- ▶ Age, gender and region quotas were applied to the sample.
- ▶ Following the completion of interviewing, the data was weighted by age, gender and region to reflect the latest ABS population estimates.



2. Main Findings



Main Findings

Agreement/Disagreement that same-sex couple should be allowed to marry (QC1)

- ▶ Overall 62% of Australians believe that same-sex couples should be allowed to marry. Overall, one quarter (29%) strongly agree and 33% (just) agree.
- ▶ Support of same-sex marriage is stronger in the younger age groups with 81% of 18-24 year olds supporting same-sex marriage compared to 51% of 50-64 years supporting same-sex marriage.

Willingness to support same-sex marriage if churches were guaranteed the right to refuse to marry same-sex couples (QC2)

- ▶ Overall, 28% of Australians are 'more willing' to support that same-sex couples should be allowed to marry if churches were guaranteed the right to refuse to marry same-sex couples and 17% are 'less willing' to support that same-sex couples should be allowed to marry (53% say that it would make no difference). On balance, 11% overall are more willing to support that same-sex couples should be allowed to marry.
- ▶ Generally younger ages are more willing to support that same-sex couples should be allowed to marry if churches were guaranteed the right to refuse to marry same-sex couples with 48% of 18-24 year olds being 'more willing' and 4% being 'less willing', compared to 24% of 50-64 year olds being 'more willing' and 26% being 'less willing' to support same-sex marriage.



Main Findings

The impact of the statement guaranteeing churches right of refusal on agreement/disagreement that same-sex couple should be allowed to marry (QC1 by QC2)

- ▶ Among Australians who (just/somewhat) **disagree** that same-sex couples should be allowed to marry 16% are 'more willing' to support SS-M if churches were guaranteed the right to refuse to marry same-sex couples, while 32% are 'less likely'.
- ▶ Among Australians who (just/somewhat) **agree** that same-sex couples should be allowed to marry 32% are 'more willing' to support SS-M if churches were guaranteed the right to refuse to marry same-sex couples, while 10% are 'less likely'.
- ▶ This indicates that the fact that churches would be guaranteed the right to refuse to marry same-sex couples is polarising in that people who (just) disagree with supporting SS-M are less willing to support SS-M with the additional statement, and those who (just) agree with SS-M are more willing to support SS-M with the additional statement.
- ▶ Overall, 2% of people say that they (just/somewhat) **disagree** that same-sex couples should be allowed to marry but are 'more willing' to support SS-M if churches were guaranteed the right to refuse to marry same-sex couples. 4% of 18-24 year olds say this.
- ▶ Overall, 10% of people say that they (just/somewhat) **agree** that same-sex couples should be allowed to marry but are 'more willing' to support SS-M if churches were guaranteed the right to refuse to marry same-sex couples. 15% of 18-24 year olds say this. This indicates that the additional statement has relatively greater support among younger people.



3. Questionnaire

SECTION C – ASK ALL AGED 18-64 YEARS IE CODE 02-10 IN A2

- C1. Now some questions about your views on various issues. Do you agree or disagree that same sex couples should be allowed to marry?
- IF AGREE:** Is that strongly agree or just agree?
- IF DISAGREE:** Is that strongly disagree or just disagree?
- SR
Strongly agree..... 1
Agree 2
Disagree..... 3
Strongly Disagree..... 4
Don't know 5

- C2. If churches are guaranteed the right to refuse to marry same-sex couples would you be more willing or less willing to support same-sex couples being allowed to marry?
- SR
More willing 1
Less willing..... 2
It would
make no difference.... 3
Don't know 4



4. Detailed Tabular Findings



Tables

▶ **The tables of findings are set out such that they include the following details:**

1 BASE: Weight Sample (000's):

The number of completed interviews has been weighted to reflect the latest ABS population estimates. These estimates are shown in thousands (000's). The percentages in the table are based on these weighted figures.

2 WEIGHTS:

This indicates that in order to reflect the latest ABS population estimates the data has been weighted by age, gender and area.

3 FILTERS (Where applicable):

If the table is based on a subset of respondents then this will be titled as a Filter and accompanied by a description of the sample upon which the table is based.

4 RESPONDENTS:

These figures show the actual sample size, indicating the total number of respondents who were asked the relevant question.



Tables ... continued

▶ Each question has been analysed by a series of demographic variables as follows:

→ **SEX:**

- Male
- Female

→ **AGE:**

- 18-24 years
- 25-34 years
- 35-49 years
- 50-64 years

→ **MARITAL STATUS:**

- Married (married/de facto/living together)
- Not married (never married/separated/divorced/widowed)

→ **GROCERY BUYER:**

- Yes
- No



Tables ... continued

→ **CHILDREN LIVING AT HOME AGED LESS THAN EIGHTEEN:**

- Yes
- No

→ **WORK STATUS:**

- Working full-time
- Working part-time
- Not working

→ **SOCIO-ECONOMIC STATUS:**

- White Collar
- Blue collar

→ **LOCATION:**

- NSW / ACT
- Victoria / Tasmania
- Queensland
- South Australia
- Western Australia



Tables ... continued

→ **CAPITAL CITY:**

- Sydney, Melbourne, Brisbane, Adelaide or Perth
- Rest of Australia

→ **HOUSEHOLD INCOME:**

- Under \$40,000
- \$40,000 - \$69,999
- \$70,000 plus

→ **HIGHEST LEVEL OF SCHOOLING:**

- Below Year 12
- Year 12.

→ **AGREEMENT/DISAGREEMENT THAT SAME-SEX COUPLES SHOULD BE ALLOWED TO MARRY:**

- Strongly agree
- (just) agree
- (just) disagree
- Strongly disagree

GALAXY RESEARCH

TABLE 1 Standard Banner 1 *BY* C1. Believe that same-sex couples should be allowed to marry

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Sex/Area

	Sex		Age				Marital Status		Grocery Buyer		Children		Work Status			S.E.S.		
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Yes	No	Full Time	Part Time	Not Working	White	Blue
RESPONDENTS	786	401	385	88	124	374	200	519	267	517	269	393	393	436	205	145	501	285
WGHT SAMPLE (000s)	14146	7006	7140	2031	3053	5121	3941	9027	5119	9185	4961	6779	7367	7553	3818	2775	9046	5100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
C1. Believe that same-sex couples should be allowed to marry																		
TOTAL AGREE																		
Strongly agree	4151	1624	2526	961	926	1366	898	2361	1790	2712	1439	1874	2277	1903	1302	947	3202	949
	29%	23%	35%	47%	30%	27%	23%	26%	35%	30%	29%	28%	31%	25%	34%	34%	35%	19%
Agree	4656	2133	2523	692	1027	1817	1120	2912	1744	3202	1454	2333	2323	2465	1319	871	2797	1859
	33%	30%	35%	34%	34%	35%	28%	32%	34%	35%	29%	34%	32%	33%	35%	31%	31%	36%
**SUBTOTALS	8806	3757	5049	1653	1953	3182	2019	5273	3534	5914	2893	4206	4600	4368	2621	1818	5999	2808
	62%	54%	71%	81%	64%	62%	51%	58%	69%	64%	58%	62%	62%	58%	69%	66%	66%	55%
TOTAL DISAGREE																		
Disagree	2106	1400	706	228	314	855	710	1383	724	1062	1044	996	1111	1295	597	214	1191	916
	15%	20%	10%	11%	10%	17%	18%	15%	14%	12%	21%	15%	15%	17%	16%	8%	13%	18%
Strongly Disagree	2129	1134	995	78	529	719	802	1631	497	1467	661	1125	1003	1109	378	641	1242	886
	15%	16%	14%	4%	17%	14%	20%	18%	10%	16%	13%	17%	14%	15%	10%	23%	14%	17%
**SUBTOTALS	4235	2534	1701	306	842	1574	1512	3014	1221	2529	1706	2121	2114	2404	976	855	2433	1802
	30%	36%	24%	15%	28%	31%	38%	33%	24%	28%	34%	31%	29%	32%	26%	31%	27%	35%
Don't know	1105	715	390	72	258	365	410	740	365	742	363	452	653	781	222	102	615	490
	8%	10%	5%	4%	8%	7%	10%	8%	7%	8%	7%	7%	9%	10%	6%	4%	7%	10%
TOTALS	14146	7006	7140	2031	3053	5121	3941	9027	5119	9185	4961	6779	7367	7553	3818	2775	9046	5100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

GALAXY RESEARCH

TABLE 2 Standard Banner 2 *BY* C1. Believe that same-sex couples should be allowed to marry

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Sex/Area

	Total	State					Capital City		Household Income			Schooling	
		NSW	Vic/Tas	Qld	SA	WA	Yes	No	< \$40K	\$40K-\$69K	\$70K+	Below Year 12	Year 12
RESPONDENTS	786	228	220	147	90	101	511	275	123	156	422	221	565
WGHT SAMPLE (000s)	14146	4927	3902	2813	1079	1425	8856	5290	2292	2964	7380	3825	10321
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
C1. Believe that same-sex couples should be allowed to marry													
TOTAL AGREE													
Strongly agree	4151 29%	1296 26%	1458 37%	867 31%	222 21%	308 22%	2592 29%	1559 29%	614 27%	679 23%	2293 31%	686 18%	3465 34%
Agree	4656 33%	1550 31%	1171 30%	876 31%	496 46%	562 39%	3215 36%	1441 27%	730 32%	1166 39%	2351 32%	1395 36%	3261 32%
**SUBTOTALS	8806 62%	2846 58%	2629 67%	1743 62%	718 67%	870 61%	5807 66%	2999 57%	1345 59%	1844 62%	4644 63%	2081 54%	6726 65%
TOTAL DISAGREE													
Disagree	2106 15%	840 17%	521 13%	401 14%	133 12%	211 15%	1274 14%	833 16%	321 14%	483 16%	1072 15%	726 19%	1380 13%
Strongly Disagree	2129 15%	936 19%	303 8%	485 17%	153 14%	251 18%	1239 14%	889 17%	483 21%	424 14%	1070 14%	573 15%	1556 15%
**SUBTOTALS	4235 30%	1776 36%	824 21%	887 32%	286 26%	463 32%	2513 28%	1722 33%	803 35%	907 31%	2142 29%	1299 34%	2936 28%
Don't know	1105 8%	305 6%	449 12%	183 7%	75 7%	93 7%	536 6%	569 11%	144 6%	212 7%	594 8%	445 12%	660 6%
TOTALS	14146 100%	4927 100%	3902 100%	2813 100%	1079 100%	1425 100%	8856 100%	5290 100%	2292 100%	2964 100%	7380 100%	3825 100%	10321 100%

GALAXY RESEARCH

TABLE 3 Standard Banner 1 *BY* C2. More /less willing to allow same-sex marriage if church decides who they do/ don't marry

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Sex/Area

	Sex		Age				Marital Status		Grocery Buyer		Children		Work Status			S.E.S.		
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Yes	No	Full Time	Part Time	Not Working	White	Blue
RESPONDENTS	786	401	385	88	124	374	200	519	267	517	269	393	393	436	205	145	501	285
WGHT SAMPLE (000s)	14146	7006	7140	2031	3053	5121	3941	9027	5119	9185	4961	6779	7367	7553	3818	2775	9046	5100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
C2. More /less willing to allow same-sex marriage if church decides who they do/ don't marry																		
More willing	3965	1715	2250	984	721	1304	955	2082	1883	2502	1462	1846	2119	1949	1258	758	2802	1163
	28%	24%	32%	48%	24%	25%	24%	23%	37%	27%	29%	27%	29%	26%	33%	27%	31%	23%
Less willing	2374	1378	996	89	583	658	1043	1642	732	1456	917	1101	1272	1182	534	658	1356	1018
	17%	20%	14%	4%	19%	13%	26%	18%	14%	16%	18%	16%	17%	16%	14%	24%	15%	20%
It would make no difference	7489	3763	3727	957	1688	2999	1845	5113	2376	4960	2530	3676	3814	4284	1885	1321	4687	2802
	53%	54%	52%	47%	55%	59%	47%	57%	46%	54%	51%	54%	52%	57%	49%	48%	52%	55%
Don't know	318	150	168		61	160	97	190	128	267	52	156	162	138	142	39	201	117
	2%	2%	2%		2%	3%	2%	2%	2%	3%	1%	2%	2%	2%	4%	1%	2%	2%
TOTALS	14146	7006	7140	2031	3053	5121	3941	9027	5119	9185	4961	6779	7367	7553	3818	2775	9046	5100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

GALAXY RESEARCH

TABLE 4 Standard Banner 2 *BY* C2. More /less willing to allow same-sex marriage if church decides who they do/ don't marry

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Sex/Area

	Total	State					Capital City		Household Income			Schooling	
		NSW	Vic/Tas	Qld	SA	WA	Yes	No	< \$40K	\$40K-\$69K	\$70K+	Below Year 12	Year 12
RESPONDENTS	786	228	220	147	90	101	511	275	123	156	422	221	565
WGHT SAMPLE (000s)	14146	4927	3902	2813	1079	1425	8856	5290	2292	2964	7380	3825	10321
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
C2. More /less willing to allow same-sex marriage if church decides who they do/ don't marry													
More willing	3965	1348	1109	830	275	402	2606	1359	589	785	2118	974	2991
	28%	27%	28%	30%	25%	28%	29%	26%	26%	26%	29%	25%	29%
Less willing	2374	1021	460	443	158	292	1426	948	578	581	1056	898	1476
	17%	21%	12%	16%	15%	20%	16%	18%	25%	20%	14%	23%	14%
It would make no difference	7489	2512	2150	1508	632	688	4654	2836	1047	1582	4018	1866	5624
	53%	51%	55%	54%	59%	48%	53%	54%	46%	53%	54%	49%	54%
Don't know	318	46	183	32	14	43	171	148	79	15	188	88	230
	2%	1%	5%	1%	1%	3%	2%	3%	3%	1%	3%	2%	2%
TOTALS	14146	4927	3902	2813	1079	1425	8856	5290	2292	2964	7380	3825	10321
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

GALAXY RESEARCH

TABLE 5 C1. Believe that same-sex couples should be allowed to marry
 BY C2. More /less willing to allow same-sex marriage if church decides who they do/ don't marry
 BASE: WGHT SAMPLE (000s)
 WEIGHTS: Age/Sex/Area

TOTALS	C1. Believe that same-sex couples should be allowed to marry					
	TOTAL AGREE		TOTAL DISAGREE		Don't know	
	Strongly agree	Agree	Disagree	Strongly Disagree		
RESPONDENTS	786	227	265	120	118	56
WGHT SAMPLE (000s)	14146	4151	4656	2106	2129	1105
	100%	100%	100%	100%	100%	100%
C2. More /less willing to allow same-sex marriage if church decides who they do/ don't marry						
More willing	3965	1838	1481	335	173	138
	28%	44%	32%	16%	8%	12%
Less willing	2374	67	477	680	1054	96
	17%	2%	10%	32%	50%	9%
It would make no difference	7489	2220	2618	1075	888	688
	53%	53%	56%	51%	42%	62%
Don't know	318	25	81	15	13	184
	2%	1%	2%	1%	1%	17%
TOTALS	14146	4151	4656	2106	2129	1105
	100%	100%	100%	100%	100%	100%

GALAXY RESEARCH

TABLE 6 Standard Banner 1 *BY* Summary of same-sex marriage views

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Sex/Area

	Sex		Age				Marital Status		Grocery Buyer		Children		Work Status			S.E.S.		
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Yes	No	Full Time	Part Time	Not Working	White	Blue
RESPONDENTS	786	401	385	88	124	374	200	519	267	517	269	393	393	436	205	145	501	285
WGHT SAMPLE (000s)	14146	7006	7140	2031	3053	5121	3941	9027	5119	9185	4961	6779	7367	7553	3818	2775	9046	5100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary of same-sex marriage views																		
Those slightly agree but more willing	1481	671	810	310	301	558	311	763	718	970	510	703	777	754	444	282	814	666
	10%	10%	11%	15%	10%	11%	8%	8%	14%	11%	10%	10%	11%	10%	12%	10%	9%	13%
Those slightly disagree but more willing	335	195	140	75	84	102	74	170	165	169	166	198	137	212	123		244	91
	2%	3%	2%	4%	3%	2%	2%	2%	3%	2%	3%	3%	2%	3%	3%		3%	2%
Rest	12330	6140	6191	1646	2667	4461	3556	8094	4236	8045	4285	5878	6452	6587	3251	2493	7988	4342
	87%	88%	87%	81%	87%	87%	90%	90%	83%	88%	86%	87%	88%	87%	85%	90%	88%	85%
TOTALS	14146	7006	7140	2031	3053	5121	3941	9027	5119	9185	4961	6779	7367	7553	3818	2775	9046	5100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

GALAXY RESEARCH

TABLE 7 Standard Banner 2 *BY* Summary of same-sex marriage views

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Sex/Area

	Total	State					Capital City		Household Income			Schooling	
		NSW Vic/Tas	Qld	SA	WA	Yes	No	< \$40K	\$40K-\$69K	\$70K+	Below Year 12	Year 12	
RESPONDENTS	786	228	220	147	90	101	511	275	123	156	422	221	565
WGHT SAMPLE (000s)	14146	4927	3902	2813	1079	1425	8856	5290	2292	2964	7380	3825	10321
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary of same-sex marriage views													
Those slightly agree but more willing	1481 10%	404 8%	331 8%	375 13%	167 15%	204 14%	1022 12%	459 9%	276 12%	372 13%	740 10%	489 13%	991 10%
Those slightly disagree but more willing	335 2%	170 3%	75 2%	54 2%		36 3%	213 2%	122 2%		130 4%	132 2%	104 3%	231 2%
Rest	12330 87%	4354 88%	3496 90%	2385 85%	912 85%	1184 83%	7621 86%	4710 89%	2017 88%	2462 83%	6508 88%	3232 84%	9099 88%
TOTALS	14146 100%	4927 100%	3902 100%	2813 100%	1079 100%	1425 100%	8856 100%	5290 100%	2292 100%	2964 100%	7380 100%	3825 100%	10321 100%

GALAXY RESEARCH

TABLE 8 Standard Banner 1 *BY* Location

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Sex/Area

	Sex		Age				Marital Status		Grocery Buyer		Children		Work Status			S.E.S.		
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Yes	No	Full Time	Part Time	Not Working	White	Blue
RESPONDENTS	786	401	385	88	124	374	200	519	267	517	269	393	393	436	205	145	501	285
WGHT SAMPLE (000s)	14146	7006	7140	2031	3053	5121	3941	9027	5119	9185	4961	6779	7367	7553	3818	2775	9046	5100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Location																		
Sydney	3037 21%	1502 21%	1535 21%	467 23%	723 24%	1062 21%	785 20%	1784 20%	1253 24%	1928 21%	1109 22%	1480 22%	1557 21%	1470 19%	844 22%	723 26%	2307 26%	730 14%
Rest NSW	1641 12%	815 12%	826 12%	167 8%	357 12%	584 11%	533 14%	1070 12%	571 11%	1174 13%	467 9%	854 13%	787 11%	954 13%	421 11%	266 10%	1075 12%	566 11%
ACT	249 2%	123 2%	126 2%	21 1%	79 3%	84 2%	65 2%	184 2%	65 1%	170 2%	79 2%	107 2%	142 2%	185 2%	32 1%	32 1%	232 3%	17 0%
Melbourne	2656 19%	1307 19%	1349 19%	420 21%	614 20%	933 18%	689 17%	1671 19%	985 19%	1754 19%	902 18%	1329 20%	1327 18%	1411 19%	727 19%	518 19%	1671 18%	985 19%
Rest VIC	911 6%	451 6%	460 6%	123 6%	165 5%	327 6%	296 8%	640 7%	271 5%	550 6%	361 7%	412 6%	499 7%	378 5%	278 7%	255 9%	533 6%	378 7%
TAS	335 2%	164 2%	171 2%	24 1%		257 5%	54 1%	231 3%	104 2%	218 2%	117 2%	179 3%	156 2%	215 3%	102 3%	18 1%	104 1%	231 5%
Brisbane	1302 9%	641 9%	661 9%	216 11%	295 10%	448 9%	343 9%	836 9%	466 9%	816 9%	486 10%	635 9%	667 9%	753 10%	273 7%	275 10%	823 9%	479 9%
Rest QLD	1511 11%	753 11%	758 11%	212 10%	307 10%	537 10%	455 12%	1061 12%	450 9%	959 10%	552 11%	650 10%	861 12%	870 12%	355 9%	286 10%	815 9%	696 14%
Adelaide	798 6%	394 6%	404 6%	127 6%	163 5%	277 5%	231 6%	409 5%	389 8%	528 6%	270 5%	332 5%	466 6%	390 5%	222 6%	186 7%	472 5%	326 6%
Rest SA	281 2%	142 2%	139 2%	34 2%	50 2%	104 2%	93 2%	184 2%	97 2%	185 2%	96 2%	151 2%	130 2%	135 2%	87 2%	59 2%	102 1%	179 4%
Perth	1063 8%	528 8%	535 7%	174 9%	226 7%	373 7%	290 7%	723 8%	340 7%	654 7%	409 8%	565 8%	498 7%	577 8%	330 9%	156 6%	691 8%	372 7%

GALAXY RESEARCH
TABLE 8 (CONT.) Standard Banner 1 *BY* Location

	Sex		Age				Marital Status		Grocery Buyer		Children		Work Status			S.E.S.		
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Yes	No	Full Time	Part Time	Not Working	White	Blue
RESPONDENTS	786	401	385	88	124	374	200	519	267	517	269	393	393	436	205	145	501	285
WGHT SAMPLE (000s)	14146	7006	7140	2031	3053	5121	3941	9027	5119	9185	4961	6779	7367	7553	3818	2775	9046	5100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Location																		
Rest WA	362	186	176	46	74	135	107	232	130	250	112	86	276	215	147		221	141
	3%	3%	2%	2%	2%	3%	3%	3%	3%	3%	2%	1%	4%	3%	4%		2%	3%
TOTALS	14146	7006	7140	2031	3053	5121	3941	9027	5119	9185	4961	6779	7367	7553	3818	2775	9046	5100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

GALAXY RESEARCH

TABLE 9 Standard Banner 2 *BY* Location
BASE: WGHT SAMPLE (000s)
WEIGHTS: Age/Sex/Area

	Total	State					Capital City		Household Income			Schooling	
		NSW Vic/Tas	Qld	SA	WA	Yes	No	< \$40K	\$40K-\$69K	\$70K+	Below Year 12	Year 12	
RESPONDENTS	786	228	220	147	90	101	511	275	123	156	422	221	565
WGHT SAMPLE (000s)	14146	4927	3902	2813	1079	1425	8856	5290	2292	2964	7380	3825	10321
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Location													
Sydney	3037	3037				3037		578	530	1544	594	2443	
	21%	62%				34%		25%	18%	21%	16%	24%	
Rest NSW	1641	1641					1641	245	350	956	506	1135	
	12%	33%					31%	11%	12%	13%	13%	11%	
ACT	249	249					249		33	216	37	212	
	2%	5%					5%		1%	3%	1%	2%	
Melbourne	2656	2656				2656		337	487	1335	547	2109	
	19%	68%				30%		15%	16%	18%	14%	20%	
Rest VIC	911	911					911	301	206	289	390	521	
	6%	23%					17%	13%	7%	4%	10%	5%	
TAS	335	335					335	60	171	104	200	135	
	2%	9%					6%	3%	6%	1%	5%	1%	
Brisbane	1302		1302			1302		155	353	700	357	945	
	9%		46%			15%		7%	12%	9%	9%	9%	
Rest QLD	1511		1511				1511	258	265	942	438	1073	
	11%		54%				29%	11%	9%	13%	11%	10%	
Adelaide	798			798		798		108	154	461	124	674	
	6%			74%		9%		5%	5%	6%	3%	7%	
Rest SA	281			281			281	62	101	63	161	120	
	2%			26%			5%	3%	3%	1%	4%	1%	
Perth	1063				1063	1063		83	264	589	296	767	
	8%				75%	12%		4%	9%	8%	8%	7%	

GALAXY RESEARCH
TABLE 9 (CONT.) Standard Banner 2 *BY* Location

	Total	State				Capital City		Household Income			Schooling		
		NSW Vic/Tas	Qld	SA	WA	Yes	No	< \$40K	\$40K-\$69K	\$70K+	Below Year 12	Year 12	
RESPONDENTS	786	228	220	147	90	101	511	275	123	156	422	221	565
WGHT SAMPLE (000s)	14146	4927	3902	2813	1079	1425	8856	5290	2292	2964	7380	3825	10321
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Location													
Rest WA	362					362	362	106	49	181	174	188	
	3%					25%	7%	5%	2%	2%	5%	2%	
TOTALS	14146	4927	3902	2813	1079	1425	8856	5290	2292	2964	7380	3825	10321
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

GALAXY RESEARCH
TABLE 10 Standard Banner 1 *BY* Q1 Age
BASE: WGHT SAMPLE (000s)
WEIGHTS: Age/Sex/Area

	Sex		Age				Marital Status		Grocery Buyer		Children		Work Status			S.E.S.		
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Yes	No	Full Time	Part Time	Not Working	White	Blue
RESPONDENTS	786	401	385	88	124	374	200	519	267	517	269	393	393	436	205	145	501	285
WGHT SAMPLE (000s)	14146	7006	7140	2031	3053	5121	3941	9027	5119	9185	4961	6779	7367	7553	3818	2775	9046	5100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q1 Age																		
UNDER 44																		
18-24	2031	1060	971	2031				327	1704	373	1658	857	1174	787	763	481	1396	635
	14%	15%	14%	100%				4%	33%	4%	33%	13%	16%	10%	20%	17%	15%	12%
25-29	1094	617	477		1094			673	421	690	404	549	545	658	236	200	615	479
	8%	9%	7%		36%			7%	8%	8%	8%	8%	7%	9%	6%	7%	7%	9%
30-34	1959	874	1085		1959			1451	507	1418	541	1292	667	975	656	327	1193	765
	14%	12%	15%		64%			16%	10%	15%	11%	19%	9%	13%	17%	12%	13%	15%
35-39	1456	564	893			1456		1122	335	1133	323	1178	279	795	415	246	955	501
	10%	8%	13%			28%		12%	7%	12%	7%	17%	4%	11%	11%	9%	11%	10%
40-44	1876	989	887			1876		1372	504	1260	617	1352	524	1222	445	208	1168	708
	13%	14%	12%			37%		15%	10%	14%	12%	20%	7%	16%	12%	8%	13%	14%
**SUBTOTALS	8416	4104	4312	2031	3053	3332		4946	3471	4873	3543	5228	3189	4439	2516	1462	5328	3088
	59%	59%	60%	100%	100%	65%		55%	68%	53%	71%	77%	43%	59%	66%	53%	59%	61%
45 OR OVER																		
45-49	1789	970	819			1789		1257	531	1238	550	1033	755	1250	354	185	1158	631
	13%	14%	11%			35%		14%	10%	13%	11%	15%	10%	17%	9%	7%	13%	12%
50-54	1371	809	562				1371	1002	369	929	442	372	999	827	368	175	946	425
	10%	12%	8%				35%	11%	7%	10%	9%	5%	14%	11%	10%	6%	10%	8%
55-59	1217	511	705				1217	969	248	1034	183	107	1110	648	190	378	703	514
	9%	7%	10%				31%	11%	5%	11%	4%	2%	15%	9%	5%	14%	8%	10%

GALAXY RESEARCH
TABLE 10 (CONT.) Standard Banner 1 *BY* Q1 Age

	Sex		Age				Marital Status		Grocery Buyer		Children		Work Status			S.E.S.		
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Yes	No	Full Time	Part Time	Not Working	White	Blue
RESPONDENTS	786	401	385	88	124	374	200	519	267	517	269	393	393	436	205	145	501	285
WGHT SAMPLE (000s)	14146	7006	7140	2031	3053	5121	3941	9027	5119	9185	4961	6779	7367	7553	3818	2775	9046	5100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q1 Age																		
60-64	1354	612	742				1354	853	500	1111	243	39	1314	389	389	575	911	443
	10%	9%	10%				34%	9%	10%	12%	5%	1%	18%	5%	10%	21%	10%	9%
**SUBTOTALS	5730	2902	2828			1789	3941	4081	1649	4312	1418	1552	4178	3114	1302	1313	3718	2012
	41%	41%	40%			35%	100%	45%	32%	47%	29%	23%	57%	41%	34%	47%	41%	39%
TOTALS	14146	7006	7140	2031	3053	5121	3941	9027	5119	9185	4961	6779	7367	7553	3818	2775	9046	5100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

GALAXY RESEARCH
TABLE 11 Standard Banner 2 *BY* Q1 Age
BASE: WGHT SAMPLE (000s)
WEIGHTS: Age/Sex/Area

	State					Capital City		Household Income			Schooling		
	Total	NSW Vic/Tas	Qld	SA	WA	Yes	No	< \$40K	\$40K-\$69K	\$70K+	Below Year 12	Year 12	
RESPONDENTS	786	228	220	147	90	101	511	275	123	156	422	221	565
WGHT SAMPLE (000s)	14146	4927	3902	2813	1079	1425	8856	5290	2292	2964	7380	3825	10321
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q1 Age													
UNDER 44													
18-24	2031 14%	655 13%	567 15%	428 15%	161 15%	220 15%	1404 16%	627 12%	403 18%	366 12%	950 13%	286 7%	1745 17%
25-29	1094 8%	513 10%	261 7%	126 4%	55 5%	140 10%	710 8%	384 7%	139 6%	218 7%	624 8%	196 5%	899 9%
30-34	1959 14%	646 13%	518 13%	476 17%	158 15%	160 11%	1311 15%	648 12%	284 12%	442 15%	1137 15%	307 8%	1652 16%
35-39	1456 10%	475 10%	423 11%	269 10%	127 12%	162 11%	920 10%	536 10%	117 5%	316 11%	892 12%	298 8%	1159 11%
40-44	1876 13%	469 10%	621 16%	481 17%	165 15%	140 10%	1085 12%	791 15%	241 11%	383 13%	1098 15%	562 15%	1314 13%
**SUBTOTALS	8416 59%	2758 56%	2390 61%	1780 63%	666 62%	822 58%	5430 61%	2986 56%	1183 52%	1726 58%	4701 64%	1648 43%	6768 66%
45 OR OVER													
45-49	1789 13%	786 16%	473 12%	235 8%	89 8%	206 14%	1088 12%	701 13%	286 12%	282 10%	1021 14%	757 20%	1032 10%
50-54	1371 10%	519 11%	353 9%	295 10%	84 8%	120 8%	870 10%	500 9%	187 8%	349 12%	646 9%	414 11%	956 9%
55-59	1217 9%	476 10%	256 7%	274 10%	128 12%	83 6%	553 6%	664 13%	146 6%	372 13%	583 8%	476 12%	740 7%
60-64	1354 10%	388 8%	430 11%	229 8%	112 10%	194 14%	915 10%	439 8%	490 21%	235 8%	428 6%	529 14%	824 8%

GALAXY RESEARCH
TABLE 11 (CONT.) Standard Banner 2 *BY* Q1 Age

	Total	State				Capital City		Household Income			Schooling		
		NSW Vic/Tas	Qld	SA	WA	Yes	No	< \$40K	\$40K-\$69K	\$70K+	Below Year 12	Year 12	
RESPONDENTS	786	228	220	147	90	101	511	275	123	156	422	221	565
WGHT SAMPLE (000s)	14146	4927	3902	2813	1079	1425	8856	5290	2292	2964	7380	3825	10321
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q1 Age													
**SUBTOTALS	5730	2169	1512	1033	413	603	3426	2304	1109	1238	2679	2177	3553
	41%	44%	39%	37%	38%	42%	39%	44%	48%	42%	36%	57%	34%
TOTALS	14146	4927	3902	2813	1079	1425	8856	5290	2292	2964	7380	3825	10321
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

GALAXY RESEARCH
TABLE 12 Standard Banner 1 *BY* Gender
BASE: WGHT SAMPLE (000s)
WEIGHTS: Age/Sex/Area

	Sex		Age				Marital Status		Grocery Buyer		Children		Work Status			S.E.S.		
	Total	Male	Female	18-24	25-34	35-49	50-64	Marr-ied	Not Marr-ied	Yes	No	Yes	No	Full Time	Part Time	Not Working	White	Blue
RESPONDENTS	786	401	385	88	124	374	200	519	267	517	269	393	393	436	205	145	501	285
WGHT SAMPLE (000s)	14146	7006	7140	2031	3053	5121	3941	9027	5119	9185	4961	6779	7367	7553	3818	2775	9046	5100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Gender																		
Male	7006	7006		1060	1491	2523	1932	4438	2568	3089	3917	3096	3910	5122	954	931	4428	2578
	50%	100%		52%	49%	49%	49%	49%	50%	34%	79%	46%	53%	68%	25%	34%	49%	51%
Female	7140		7140	971	1562	2598	2009	4588	2552	6096	1044	3683	3457	2431	2865	1844	4618	2522
	50%		100%	48%	51%	51%	51%	51%	50%	66%	21%	54%	47%	32%	75%	66%	51%	49%
TOTALS	14146	7006	7140	2031	3053	5121	3941	9027	5119	9185	4961	6779	7367	7553	3818	2775	9046	5100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

GALAXY RESEARCH
TABLE 13 Standard Banner 2 *BY* Gender
BASE: WGHT SAMPLE (000s)
WEIGHTS: Age/Sex/Area

	Total	State					Capital City		Household Income			Schooling	
		NSW	Vic/Tas	Qld	SA	WA	Yes	No	< \$40K	\$40K-\$69K	\$70K+	Below Year 12	Year 12
RESPONDENTS	786	228	220	147	90	101	511	275	123	156	422	221	565
WGHT SAMPLE (000s)	14146	4927	3902	2813	1079	1425	8856	5290	2292	2964	7380	3825	10321
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Gender													
Male	7006	2440	1922	1394	536	714	4372	2634	949	1365	4113	2138	4868
	50%	50%	49%	50%	50%	50%	49%	50%	41%	46%	56%	56%	47%
Female	7140	2487	1980	1419	543	711	4484	2656	1343	1599	3267	1687	5453
	50%	50%	51%	50%	50%	50%	51%	50%	59%	54%	44%	44%	53%
TOTALS	14146	4927	3902	2813	1079	1425	8856	5290	2292	2964	7380	3825	10321
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



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