

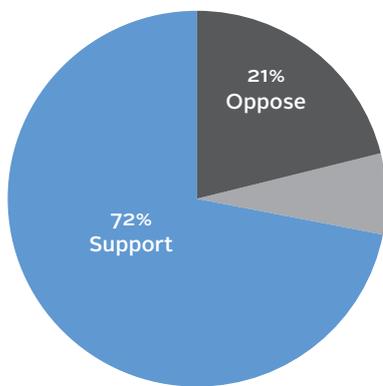


Growing public support for marriage equality

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Up to 72% of Australians believe that same-sex couples should be able to marry, and the percentage is growing all the time.

Support for marriage equality



Polls on marriage equality began in 2004 when the Marriage Act was amended to preclude the recognition of same-sex marriages.

Long-term polling show strong levels of support

- Crosby Textor: **72%** support nationally (June 2014, 1000 respondents)
- Ipsos/Fairfax poll: **68%** support nationally (June, 2015, 1000 respondents)
- Newspoll: **65%** of Australians 'have no problem' with allowing same-sex marriages (November 2010, 148,000 respondents)
- Westpoll: **61%** support in Western Australia (December 2010)
- Neilson: **57%** support nationally (November 2010 & March 2011)

At a glance

- **72%** of Australians believe same-sex couples should be able to marry (2014)
- **75%** of Australians believe reform is inevitable (2011)
- **77%** believe there should be a free vote on the issue (2014)
- **80%** of Labor voters and **58%** of Coalition voters support marriage equality. (2014)

Most believe marriage equality is inevitable

Three out of every four Australians believe it is inevitable that same-sex couples will be allowed to marry. (2011)

Is marriage equality inevitable? (pie chart: 75% yes, 19% no).

According to a national poll conducted by Galaxy Research in May 2011, 75% believe reform is inevitable and only 19% believe it is not. 6% are undecided.

This suggests that a large proportion of people who oppose marriage equality believe that change to the law is inevitable.

The following believe that marriage equality is inevitable in Australia:

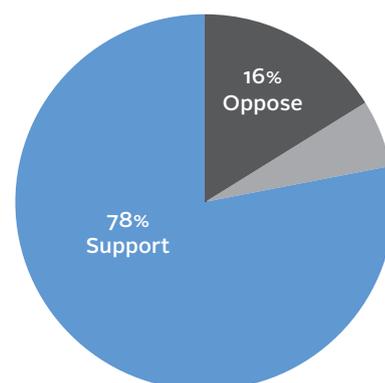
- **80%** of women
- **79%** of people under 50
- **78%** of people with young children

A matter of conscience: support for a free vote

- **77%** of Australians support a free vote on marriage equality. This support is uniformly high with a free vote being supported by:
 - **80%** of Labor voters, **78%** of Coalition voters and **88%** of Green voters
 - **78%** of over 50s and **84%** of under 24s
 - **76%** of men and **79%** of women
 - **75%** of blue-collar workers and **80%** of white-collar workers

Whatever their views on marriage equality, Australians overwhelmingly want their elected representatives to vote according to their conscience on this issue.

Support for a free vote



A plebiscite?

Support for a plebiscite falls dramatically when voters are informed of the cost. According to an Essential Media poll from October last year

- **67%** of Australians support a public vote on marriage equality until they learn it will cost nearly \$160 million
- **43%** of Australians support a public vote on marriage equality after they learn the cost, a drop of 24%

Where is support the highest and lowest?

Support for marriage equality is:

- **85%** among people with children
- **85%** among people under 34
- **95%** among Green voters BUT
- Only **48%** among people over 65*

*This is the only demographic in which support for marriage equality is not higher than opposition.

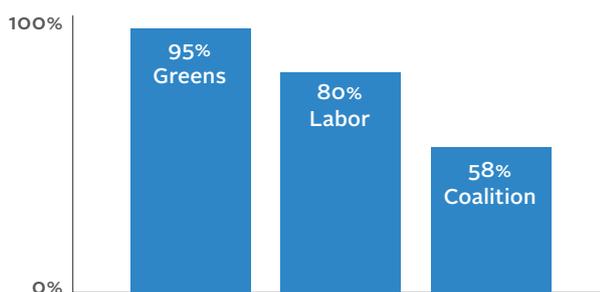
An even spread of support for marriage equality

It is often assumed there is much lower support for marriage equality among men, blue-collar workers, religious people and Coalition voters. But the statistics tell a different story.

- **75%** of Non-Christian religious people, 67% of Catholics and **59%** of Christians support marriage equality.
- **81%** of men under 34 support marriage equality
- **73%** of blue-collar workers support equality, only 7 points lower than white-collar workers
- **58%** of Coalition voters support equality.

Political Parties and their Supporters

- The Greens are the only party whose policy matches the views of a majority of its voters.
- The Coalition's opposition to marriage equality is out of step with a majority of its voters.
- Heading into the 2016 Federal Election, Labour is promising to make marriage equality a reality within 100 days (should they get elected).



Comparisons to public opinion in other countries

In the past, support for marriage equality has been lower in comparable nations where same-sex couples can marry. For example:

- In 2003, when same-sex marriages were first allowed in Canada, only 48% of Canadians supported the reform.
- In 2011, when five US states allow same-sex marriages, only about 53% of Americans support the reform.

Australians are not alone in their strong support for marriage equality. :

- In 2014, a national poll in the United Kingdom found 68% support for allowing same-sex marriages
- In 2015, a national poll in Ireland found 74% support