

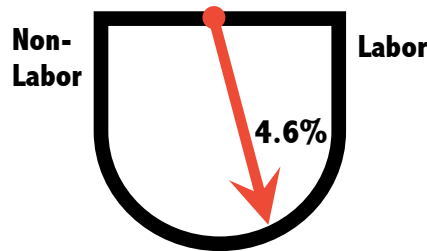


Labor and marriage equality

Why supporting marriage equality will help the Labor Party

An overall swing of 4.6 percent to Labor

A Galaxy poll in October 2011 found Labor would benefit from a **4.6% swing** (755,000 voters) if the party officially endorsed marriage equality.

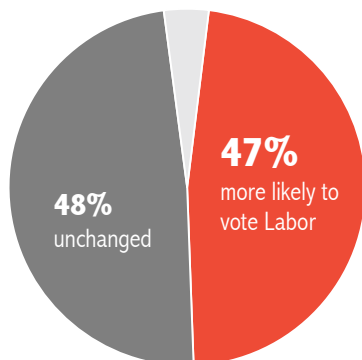


While 10% of Labor voters would be less likely to support the party if it endorsed marriage equality, this loss would be offset by the 47% of Greens voters, the 4% of Coalition voters, and the 20% of "Other" voters who would be more likely to vote Labor if the party endorsed same-sex marriage.

Labor can regain voters with marriage equality

The Galaxy poll found that **almost half** (47%) of Greens supporters – 897,000 voters – would be more likely to vote Labor if it officially supported marriage equality.

Greens voters more likely to vote Labor if it endorsed marriage equality



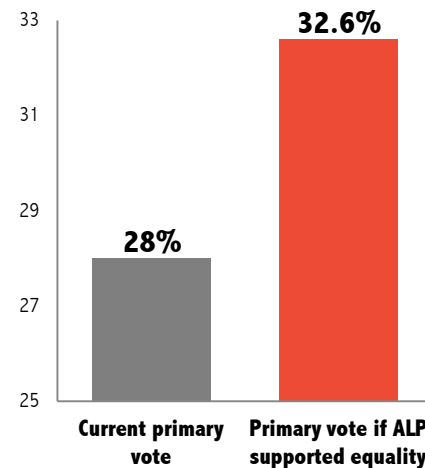
Among Labor voters, **23%** are more likely to vote Labor if the party officially endorsed marriage equality. These 23% are also most at risk of shifting their support to the Greens if Labor doesn't act on marriage equality soon.

Labor figures who support marriage equality

- **Kristina Keneally**, former NSW premier
- **Daniel Andrews**, Victorian Labor leader
- **John Robertson**, NSW Labor leader
- **Jay Weatherill**, South Australian premier
- **Anna Bligh**, Queensland premier & former ALP president
- **Mike Rann**, former South Australian premier
- **Katy Gallagher**, ACT chief minister
- **Lara Giddings**, Tasmanian premier
- **Eric Ripper**, WA Labor leader
- **At least 20** federal Labor MPs and senators have declared their support despite party policy

Primary vote to rise

If Labor were to support marriage equality, the Galaxy figures suggest its primary vote could rise from 28% to 32.6%.



Opposition to marriage equality exaggerated

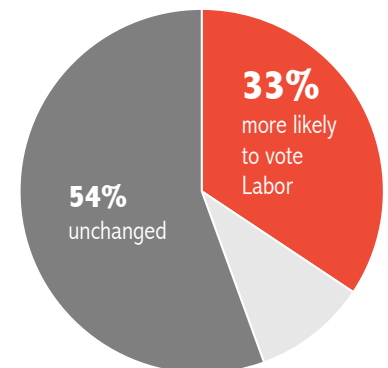
67% of Labor voters and 68% of Coalition voters say their vote would **not be affected** if the Labor Party supported marriage equality.

This suggests that opposition to same-sex marriage among voters of the major parties has been significantly exaggerated by some commentators.

More young supporters if Labor backs equality

One in three young people (18-24 years) would be more likely to support Labor if it officially endorsed marriage equality, while 54% would remain unchanged.

Young people more likely to vote Labor if it endorsed marriage equality



This amounts to a net benefit of 408,000 people aged 18-24 years more likely to vote for Labor if it supported marriage equality.

State Labor conferences that have supported marriage equality

- **Queensland**, 2011
- **Western Australia**, 2011
- **Victoria**, 2009 & 2011
- **Tasmania**, 2009 & 2011
- **Australian Capital Territory**, 2011
- **South Australia**, 2010
- **Northern Territory**, 2010