



SS-M Vote

Prepared for Australian Marriage Equality

July 2013



Methodology



Methodology

- This study was conducted on the Galaxy Online Omnibus between Tuesday 9-11 July 2013.
- The sample was 1,000 Australians aged 18 years and over, who are eligible to vote, distributed throughout Australia, as follows:

➤ NSW/ACT	334
➤ Victoria/Tasmania	285
➤ Queensland	190
➤ South Australia	84
➤ Western Australia	107
- Age, gender and region quotas were applied to the sample.
- Interviews were conducted using an online permission-based panel with invitations sent out in proportion to age and gender within state.
- Following the completion of interviewing, the data was weighted by age, gender and region to reflect the latest ABS population estimates using the 2011 Census.

2.

Main Findings



Main Findings

“Kevin Rudd has publicly announced that he believes that same sex couples should be allowed to marry. Does this make you more likely or less likely to vote Labor?” (QB1)

- With Kevin Rudd announcing that he believes same-sex couples should be allowed to marry, 30% of eligible Australian voters say that this makes them more likely to vote Labor and 19% say that they are less likely to vote Labor. Almost half (47%) say that it won't change their vote.
- There is a strong trend towards younger voters being more likely to vote Labor as a result of Kevin Rudd's statement
 - 54% Among 18-24 year olds
 - 42% Among 25-34 year olds
 - 33% Among 35-49 year olds
 - 18% Among 50 years and older
- Among Australians who support The Coalition 11% say that they are now more likely to vote Labor,
- Among Labor supporters 6% are now less likely to vote Labor.
- Also, among Greens supporters 54% are now more likely to vote Labor and 7% are less likely to vote labor. Overall this suggests a net swing towards Labor.



Main Findings *...continued*

Tony Abbott is opposed to same sex couples marrying and does not allow Liberal members of parliament to vote according to their own conscience. Do you feel that Tony Abbott is out of step with community views on this issue (QB2)

- Overall, 58% of voters feel that Tony Abbott is out of step with community views on the issue of same-sex couples marrying.
- Younger Australians are more likely to say that Tony Abbott is out of step (63% of 18-24 year olds say this) compared to older Australians (52% of ages 50 years and older say this)
- Even among Coalition supporters 37% say that Tony Abbott is out of step with community views on this issue.
- Among Labor party supporters 75% believe that he is out of step, and among Greens 82% believe that Tony Abbott is out of step on this issue.



Main Findings *...continued*

Do you think that the government should change the law now to allow same-sex couples to marry, rather than wait for a national referendum (QB3)

- Almost half (47%) of Australian voters want the law changed now to allow same-sex couples to marry
- More than half (52%) of Generation Y (18-34 years) say that they want the law changed now.
- A further 30% say wait for a referendum. Therefore 77% of all voters want at least a referendum on the issue, only 23% say neither.
- One in four (28%) of Coalition supporters say that government should change the law now, and a further 37% say wait for a referendum. One in three (34%) of Coalition supporters want neither.
- Among Labor supporters only one in ten (13%) want no action and similarly, among Greens supporters on one in ten (11%) want no action.

3

Questionnaire

SECTION B – ASK ALL RESPONDENTS

- B1. Thinking now about political issues affecting Australians. Kevin Rudd has publicly announced that he believes that same sex couples should be allowed to marry. Does this make you more likely or less likely to vote Labor? SR
- Much more likely to vote Labor..... 1
 - Slightly more likely to vote Labor..... 2
 - No change 3
 - Slightly less likely to vote Labor..... 4
 - Much less likely to vote Labor..... 5
 - Don't know..... 6
- B2. Tony Abbott is opposed to same sex couples marrying and does not allow Liberal members of parliament to vote according to their own conscience. Do you feel that Tony Abbott is out of step with community views on this issue? Yes..... 1
No 2
Don't know 3
- B3. Do you think that the government should change the law now to allow same-sex couples to marry, rather than wait for a national referendum? SR
Yes-change law now..... 1
No-wait for referendum 2
No-No law change and no referendum..... 3

4

Detailed Tabular Findings



Tables

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

➤ **Base Weight Sample (000s):**

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.

➤ **Weights:**

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

➤ **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.

➤ **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:**

- 16-24 year
- 24-34 years
- 35-49 years
- 50 years and older
- 18-69 years

➤ **MARITAL STATUS:**

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

➤ **MAIN GROCERY BUYER:**

- Main or shared
- No

➤ **CHILDREN LIVING AT HOME:**

- Children aged under eighteen years living in the household
- No Children aged under eighteen years living in the household



Tables ...continued

➤ **WORK STATUS :**

- Full time
- Part time
- Not working

➤ **SOCIO-ECONOMIC STATUS :**

- Occupation of the household's main income earner
 - White collar (professional/senior management, upper white collar, lower white collar)
 - Blue collar (upper blue collar, lower blue collar)

➤ **LOCATION :**

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

➤ **CAPITAL CITY:**

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



Tables *...continued*

- **HOUSEHOLD INCOME:**
 - Under \$40,000
 - \$40,000 -\$89,999
 - \$90,000 or above

- **HIGHEST LEVEL OF SCHOOLING:**
 - Below Year 12
 - Year 12

- **POLITICAL PARTY THEY TEND TO SUPPORT:**
 - Labor
 - Coalition (Liberal/National)
 - The Greens
 - Another party

5.

National Tables

GALAXY RESEARCH

TABLE 1 Standard Banner 1 *BY* B1. More/ less likely to vote Labor because Kevin Rudd announced that same sex couples should be allowed to marry

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Sex/Area

FILTERS: A2. Eligible to vote(Yes)

	Total	Sex		Age					Marital Status		Grocery Buyer		Children		Work Status			S.E.S.	
		Male	Female	18-24	25-34	35-49	50+	18-69	Marr-ied	Not Marr-ied	Yes	No	Yes	No	Full Time	Part Time	Not Working	White	Blue
RESPONDENTS	1000	497	503	116	235	341	308	957	624	376	856	144	348	652	458	226	316	558	442
WGHT SAMPLE (000s)	16549	8016	8533	1784	3020	4645	7100	15448	10605	5944	14214	2335	5017	11532	6848	3743	5958	8772	7777
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B1. More/ less likely to vote Labor because Kevin Rudd announced that same sex couples should be allowed to marry																			
TOTAL MORE LIKELY																			
Much more likely to vote Labor	2862 17%	1264 16%	1597 19%	545 31%	853 28%	706 15%	758 11%	2816 18%	1549 15%	1312 22%	2544 18%	317 14%	903 18%	1958 17%	1243 18%	726 19%	893 15%	1600 18%	1262 16%
Slightly more likely to vote Labor	2180 13%	900 11%	1279 15%	426 24%	401 13%	835 18%	518 7%	2167 14%	1370 13%	809 14%	1974 14%	206 9%	929 19%	1251 11%	1016 15%	625 17%	539 9%	1325 15%	855 11%
**SUBTOTALS	5042 30%	2165 27%	2877 34%	971 54%	1254 42%	1541 33%	1276 18%	4983 32%	2920 28%	2122 36%	4518 32%	523 22%	1832 37%	3209 28%	2259 33%	1351 36%	1431 24%	2925 33%	2117 27%
No change	7703 47%	3852 48%	3851 45%	531 30%	1244 41%	2096 45%	3832 54%	7054 46%	5003 47%	2699 45%	6528 46%	1174 50%	2057 41%	5646 49%	3133 46%	1513 40%	3056 51%	3840 44%	3863 50%
TOTAL LESS LIKELY																			
Slightly less likely to vote Labor	673 4%	312 4%	362 4%	71 4%	120 4%	237 5%	246 3%	628 4%	539 5%	134 2%	503 4%	170 7%	339 7%	334 3%	303 4%	220 6%	150 3%	512 6%	162 2%
Much less likely to vote Labor	2526 15%	1401 17%	1126 13%	138 8%	255 8%	542 12%	1591 22%	2179 14%	1847 17%	680 11%	2204 16%	322 14%	617 12%	1910 17%	919 13%	481 13%	1127 19%	1222 14%	1305 17%
**SUBTOTALS	3200 19%	1712 21%	1488 17%	209 12%	375 12%	779 17%	1837 26%	2806 18%	2386 23%	813 14%	2708 19%	492 21%	956 19%	2244 19%	1222 18%	701 19%	1277 21%	1734 20%	1466 19%
Don't know	605 4%	287 4%	318 4%	73 4%	147 5%	230 5%	155 2%	605 4%	295 3%	310 5%	460 3%	145 6%	171 3%	433 4%	233 3%	178 5%	193 3%	273 3%	331 4%

GALAXY RESEARCH
TABLE 1 (CONT.)

Standard Banner 1 *BY* B1. More/ less likely to vote Labor because Kevin Rudd announced that same sex couples should be allowed to marry

	Sex		Age					Marital Status		Grocery Buyer		Children		Work Status			S.E.S.		
	Total	Male	Female	18-24	25-34	35-49	50+	18-69	Marr-ied	Not Marr-ied	Yes	No	Yes	No	Full Time	Part Time	Not Working	White	Blue
RESPONDENTS	1000	497	503	116	235	341	308	957	624	376	856	144	348	652	458	226	316	558	442
WGHT SAMPLE (000s)	16549	8016	8533	1784	3020	4645	7100	15448	10605	5944	14214	2335	5017	11532	6848	3743	5958	8772	7777
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B1. More/ less likely to vote Labor because Kevin Rudd announced that same sex couples should be allowed to marry																			
TOTALS	16549	8016	8533	1784	3020	4645	7100	15448	10605	5944	14214	2335	5017	11532	6848	3743	5958	8772	7777
	100%	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* B1. More/ less likely to vote Labor because Kevin Rudd announced that same sex couples should be allowed to marry
 BASE: WGHT SAMPLE (000s)
 WEIGHTS: Age/Sex/Area
 FILTERS: A2. Eligible to vote(Yes)

	Total	State				Capital City		Household Income			Schooling		Voting Intention				
		NSW Vic/Tas	Qld	SA	WA	Yes	No	< \$40K	\$40K-\$89K	\$90K+	Below Year 12 Year 12	Labor	Coal -ition	Green	Other		
RESPONDENTS	1000	334	285	190	84	107	670	330	198	350	312	244	756	394	344	85	68
WGHT SAMPLE (000s)	16549	5640	4545	3325	1293	1747	10465	6084	3621	5876	4761	4524	12025	6547	5879	1285	1103
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B1. More/ less likely to vote Labor because Kevin Rudd announced that same sex couples should be allowed to marry																	
TOTAL MORE LIKELY																	
Much more likely to vote Labor	2862 17%	875 16%	683 15%	679 20%	224 17%	401 23%	1692 16%	1170 19%	714 20%	1007 17%	898 19%	543 12%	2319 19%	2119 32%	194 3%	381 30%	51 5%
Slightly more likely to vote Labor	2180 13%	873 15%	478 11%	399 12%	183 14%	246 14%	1343 13%	837 14%	279 8%	1013 17%	596 13%	455 10%	1725 14%	1122 17%	440 7%	311 24%	136 12%
**SUBTOTALS	5042 30%	1748 31%	1162 26%	1078 32%	408 32%	647 37%	3034 29%	2007 33%	994 27%	2020 34%	1494 31%	998 22%	4044 34%	3241 50%	634 11%	692 54%	187 17%
No change	7703 47%	2652 47%	2300 51%	1345 40%	587 45%	819 47%	5107 49%	2596 43%	1734 48%	2693 46%	2205 46%	2195 49%	5508 46%	2831 43%	3079 52%	484 38%	551 50%
TOTAL LESS LIKELY																	
Slightly less likely to vote Labor	673 4%	188 3%	202 4%	131 4%	50 4%	102 6%	486 5%	187 3%	129 4%	158 3%	266 6%	134 3%	540 4%	284 4%	225 4%	36 3%	38 3%
Much less likely to vote Labor	2526 15%	948 17%	556 12%	698 21%	182 14%	143 8%	1521 15%	1006 17%	638 18%	880 15%	710 15%	991 22%	1535 13%	135 2%	1910 32%	49 4%	272 25%
**SUBTOTALS	3200 19%	1136 20%	758 17%	829 25%	232 18%	244 14%	2007 19%	1193 20%	767 21%	1038 18%	976 20%	1125 25%	2075 17%	419 6%	2134 36%	85 7%	310 28%
Don't know	605 4%	104 2%	325 7%	72 2%	67 5%	37 2%	317 3%	288 5%	127 4%	125 2%	86 2%	207 5%	398 3%	56 1%	32 1%	23 2%	56 5%

GALAXY RESEARCH
TABLE 2 (CONT.) Standard Banner 2 *BY* B1. More/ less likely to vote Labor because Kevin Rudd announced that same sex couples should be allowed to marry

	Total	State				Capital City		Household Income			Schooling		Voting Intention				
		NSW	Vic/Tas	Qld	SA	WA	Yes	No	< \$40K	\$40K-\$89K	\$90K+	Below Year 12	Year 12	Labor	Coalition	Green	Other
RESPONDENTS	1000	334	285	190	84	107	670	330	198	350	312	244	756	394	344	85	68
WGHT SAMPLE (000s)	16549	5640	4545	3325	1293	1747	10465	6084	3621	5876	4761	4524	12025	6547	5879	1285	1103
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B1. More/ less likely to vote Labor because Kevin Rudd announced that same sex couples should be allowed to marry																	
TOTALS	16549	5640	4545	3325	1293	1747	10465	6084	3621	5876	4761	4524	12025	6547	5879	1285	1103
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

GALAXY RESEARCH

TABLE 3 Standard Banner 1 *BY* B2. Tony Abbott out of step with community views on issue of same sex marriage

BASE: WGHT SAMPLE (000s)
WEIGHTS: Age/Sex/Area
FILTERS: A2. Eligible to vote(Yes)

	Sex		Age					Marital Status		Grocery Buyer		Children		Work Status			S.E.S.		
	Total	Male	Female	18-24	25-34	35-49	50+	18-69	Marr-ied	Not Marr-ied	Yes	No	Yes	No	Full Time	Part Time	Not Working	White	Blue
RESPONDENTS	1000	497	503	116	235	341	308	957	624	376	856	144	348	652	458	226	316	558	442
WGHT SAMPLE (000s)	16549	8016	8533	1784	3020	4645	7100	15448	10605	5944	14214	2335	5017	11532	6848	3743	5958	8772	7777
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B2. Tony Abbott out of step with community views on issue of same sex marriage																			
Yes	9574	4183	5391	1130	1927	2810	3707	9258	5990	3583	8238	1336	3113	6461	4004	2357	3213	5199	4375
	58%	52%	63%	63%	64%	60%	52%	60%	56%	60%	58%	57%	62%	56%	58%	63%	54%	59%	56%
No	5003	2840	2163	498	708	1176	2621	4321	3479	1524	4307	696	1263	3740	1890	974	2139	2549	2454
	30%	35%	25%	28%	23%	25%	37%	28%	33%	26%	30%	30%	25%	32%	28%	26%	36%	29%	32%
Don't know	1972	993	980	156	386	659	772	1869	1135	837	1669	304	641	1331	954	413	606	1024	948
	12%	12%	11%	9%	13%	14%	11%	12%	11%	14%	12%	13%	13%	12%	14%	11%	10%	12%	12%
TOTALS	16549	8016	8533	1784	3020	4645	7100	15448	10605	5944	14214	2335	5017	11532	6848	3743	5958	8772	7777
	100%	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* B2. Tony Abbott out of step with community views on issue of same sex marriage

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Sex/Area

FILTERS: A2. Eligible to vote(Yes)

	Total	State				Capital City		Household Income			Schooling		Voting Intention				
		NSW Vic/Tas	Qld	SA	WA	Yes	No	< \$40K	\$40K-\$89K	\$90K+	Below Year 12 Year 12	Labor	Coal -ition	Green	Other		
RESPONDENTS	1000	334	285	190	84	107	670	330	198	350	312	244	756	394	344	85	68
WGHT SAMPLE (000s)	16549	5640	4545	3325	1293	1747	10465	6084	3621	5876	4761	4524	12025	6547	5879	1285	1103
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B2. Tony Abbott out of step with community views on issue of same sex marriage																	
Yes	9574	3049	2616	2013	768	1128	5947	3627	2038	3610	2833	2376	7197	4926	2166	1051	583
	58%	54%	58%	61%	59%	65%	57%	60%	56%	61%	59%	53%	60%	75%	37%	82%	53%
No	5003	1613	1479	1021	424	467	3284	1719	1208	1664	1515	1593	3410	1039	3130	156	376
	30%	29%	33%	31%	33%	27%	31%	28%	33%	28%	32%	35%	28%	16%	53%	12%	34%
Don't know	1972	978	451	291	101	152	1234	738	375	601	414	555	1417	582	583	78	144
	12%	17%	10%	9%	8%	9%	12%	12%	10%	10%	9%	12%	12%	9%	10%	6%	13%
TOTALS	16549	5640	4545	3325	1293	1747	10465	6084	3621	5876	4761	4524	12025	6547	5879	1285	1103
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

GALAXY RESEARCH

TABLE 5 Standard Banner 1 *BY* B3. Think that government should change the law now/ wait for referendum on same sex marriage

BASE: WGHT SAMPLE (000s)
WEIGHTS: Age/Sex/Area
FILTERS: A2. Eligible to vote(Yes)

	Total	Sex		Age					Marital Status		Grocery Buyer		Children		Work Status			S.E.S.	
		Male	Female	18-24	25-34	35-49	50+	18-69	Marr-ied	Not Marr-ied	Yes	No	Yes	No	Full Time	Part Time	Not Working	White	Blue
RESPONDENTS	1000	497	503	116	235	341	308	957	624	376	856	144	348	652	458	226	316	558	442
WGHT SAMPLE (000s)	16549	8016	8533	1784	3020	4645	7100	15448	10605	5944	14214	2335	5017	11532	6848	3743	5958	8772	7777
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B3. Think that government should change the law now/ wait for referendum on same sex marriage																			
Yes - change law now	7752 47%	3244 40%	4508 53%	950 53%	1565 52%	2228 48%	3009 42%	7518 49%	4668 44%	3084 52%	6699 47%	1053 45%	2334 47%	5418 47%	3208 47%	1987 53%	2557 43%	4230 48%	3522 45%
No - wait for referendum	4921 30%	2578 32%	2343 27%	529 30%	833 28%	1366 29%	2194 31%	4502 29%	3230 30%	1691 28%	4148 29%	774 33%	1526 30%	3395 29%	2227 33%	880 24%	1815 30%	2636 30%	2285 29%
No - No law change and no referendum	3875 23%	2193 27%	1682 20%	305 17%	623 21%	1051 23%	1897 27%	3427 22%	2706 26%	1169 20%	3366 24%	509 22%	1157 23%	2719 24%	1413 21%	876 23%	1587 27%	1905 22%	1970 25%
TOTALS	16549 100%	8016 100%	8533 100%	1784 100%	3020 100%	4645 100%	7100 100%	15448 100%	10605 100%	5944 100%	14214 100%	2335 100%	5017 100%	11532 100%	6848 100%	3743 100%	5958 100%	8772 100%	7777 100%

GALAXY RESEARCH

TABLE 6 Standard Banner 2 *BY* B3. Think that government should change the law now/ wait for referendum on same sex marriage

BASE: WGHT SAMPLE (000s)

WEIGHTS: Age/Sex/Area

FILTERS: A2. Eligible to vote(Yes)

	Total	State				Capital City		Household Income			Schooling		Voting Intention				
		NSW Vic/Tas	Qld	SA	WA	Yes	No	< \$40K	\$40K-\$89K	\$90K+	Below Year 12 Year 12	Labor	Coal -ition	Green	Other		
RESPONDENTS	1000	334	285	190	84	107	670	330	198	350	312	244	756	394	344	85	68
WGHT SAMPLE (000s)	16549	5640	4545	3325	1293	1747	10465	6084	3621	5876	4761	4524	12025	6547	5879	1285	1103
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
B3. Think that government should change the law now/ wait for referendum on same sex marriage																	
Yes - change law now	7752 47%	2391 42%	2103 46%	1532 46%	692 54%	1034 59%	4869 47%	2883 47%	1636 45%	2754 47%	2370 50%	1747 39%	6005 50%	4154 63%	1667 28%	925 72%	392 36%
No - wait for referendum	4921 30%	1848 33%	1446 32%	937 28%	271 21%	419 24%	3168 30%	1753 29%	1024 28%	1953 33%	1341 28%	1529 34%	3393 28%	1568 24%	2201 37%	224 17%	317 29%
No - No law change and no referendum	3875 23%	1401 25%	995 22%	856 26%	329 25%	294 17%	2427 23%	1448 24%	961 27%	1168 20%	1049 22%	1248 28%	2627 22%	825 13%	2011 34%	135 11%	395 36%
TOTALS	16549 100%	5640 100%	4545 100%	3325 100%	1293 100%	1747 100%	10465 100%	6084 100%	3621 100%	5876 100%	4761 100%	4524 100%	12025 100%	6547 100%	5879 100%	1285 100%	1103 100%



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