

# ADVANCE AUSTRALIA AUSTRALIA DAY POLL

---

CONDUCTED BY MEDIAREACH

CONDUCTED ON 14 JANUARY

# METHODOLOGICAL NOTES

---

- Poll was conducted on 14 January
- Sampling was undertaken to reflect national population split across States
- Data is weighted to age and gender to reflect population
- A total of 1659 completed surveys are included in the final sample
- The poll was conducted as a interactive voice response poll
- Margin or error for this poll is 3%
- Note figures are rounded to whole numbers

# WHAT HISTORICAL AUSTRALIAN EVENT OCCURRED ON 26 JANUARY?

---

Column %	gender		Total
	1 MALE	2 FEMALE	
1 First Fleet	67%	66%	67%
2 Australia Constitution	7%	10%	8%
3 Captain Cook	10%	9%	10%
4 Australia	3%	2%	3%
5 Australia Parliament	1%	1%	1%
6 DK	11%	11%	11%

Response options:

1 for The First Fleet landed in Sydney Cove

2 for the Australian Constitution was signed

3 for Captain Cook discovered the east coast of Australia

4 for Australia was named 'Australia'

5 for the Australian Parliament sat for the first time

6 for not sure or don't know

The bulk of the population are aware of the significance of 26<sup>th</sup> January in Australia's History

# DO YOU FEEL PROUD TO CELEBRATE AUSTRALIA DAY ON 26 JANUARY?

---

	GAVE Primary							
Column %	1 L&NP/LNP	2 LABOR	3 GREENS	4 PHON	5 AC	6 UAP	7 OTHER	Total
1 YES	98%	73%	19%	81%	100%	69%	80%	78%
2 NO	2%	27%	81%	19%	0%	31%	20%	22%

Australian's are proud to celebrate 26<sup>th</sup> Of January with 78% responding in the affirmative.

We see:

- 98% of coalition voters proud to celebrate Australia Day
- 73% of Labor voters are proud
- 81% of PHON voters are proud
- 69% of UAP voters are proud
- Note that there are 81% of Greens voters who are not proud

# GIVEN AUSTRALIA DAY IS OUR NATIONAL DAY, WHAT DOES IT REPRESENT TO YOU

Column %	gender		age			Total
	1 MALE	2 FEMALE	1 UNDER 35	2 35 to 54	3 55 plus	
1 Public Holiday	14%	15%	25%	11%	10%	15%
2 Coming together as a Nation	68%	64%	49%	67%	78%	66%
3 protests and division	3%	2%	2%	4%	2%	3%
4 only for Non-indigenous	8%	11%	13%	10%	6%	10%
5 none of those reasons	4%	5%	8%	4%	3%	5%
6 DK	3%	2%	3%	3%	1%	2%

- 1 for a public holiday
- 2 for a celebration of our coming together as a nation
- 3 for a day for protests and division
- 4 for a day only for non-indigenous Australians
- 5 for none of those reasons.
- 6 if you can't decide

The bulk of Australian's (66%) appreciate the significance of the 26<sup>th</sup> of January

The is a strong connection between the 26<sup>th</sup> of January as a day of coming together as a nation across gender and age splits.





# DO YOU BELIEVE WE SHOULD CHANGE THE DATE OF AUSTRALIA DAY FROM 26 JANUARY TO SOME OTHER DATE?

---

	GAVE Primary							
Column %	1 L&NP/LNP	2 LABOR	3 GREENS	4 PHON	5 AC	6 UAP	7 OTHER	Total
1 YES	7%	35%	86%	29%	48%	6%	32%	29%
2 NO	93%	65%	14%	71%	52%	94%	68%	71%

	gender		age			
Column %	1 MALE	2 FEMALE	1 UNDER 35	2 35 to 54	3 55 plus	Total
1 YES	27%	30%	45%	26%	18%	29%
2 NO	73%	70%	55%	74%	82%	71%

There is strong support for maintaining the 26<sup>th</sup> of January as Australia's national day 71%  
 Only Greens Voters don't support keeping 26<sup>th</sup> of January remaining Australia's National day  
 There is support for keeping 26<sup>th</sup> January from all ages and strongly from those over 35 years old

# DO YOU BELIEVE CHANGING THE DATE OF AUSTRALIA DAY SHOULD BE A PRIORITY FOR POLITICIANS?

	GAVE Primary							
Column %	1 L&NP/LNP	2 LABOR	3 GREENS	4 PHON	5 AC	6 UAP	7 OTHER	Total
1 YES	7%	33%	82%	28%	48%	6%	31%	28%
2 NO	92%	61%	13%	69%	52%	94%	67%	69%
3 DK	1%	6%	5%	3%	0%	0%	3%	4%

Column %	1 UNDER 35	2 35 to 54	3 55 plus	Total
1 YES	44%	25%	17%	28%
2 NO	54%	70%	79%	69%
3 DK	2%	5%	4%	4%

We asked whether changing the date of Australia day should be a priority for politicians and 69% of the population says 'No'.

Note again that Greens voters say 'yes' at 82% and Australian Christians voters are largely undecided on this issue.

Not changing the date is supported by all ages, but strongly so by all over 35 years old

# DO YOU FEEL THAT POLITICIANS AND ACTIVISTS ARE MORE CONCERNED WITH POLITICAL POINT SCORING RATHER THAN DELIVERING FOR THE COUNTRY?

---

	GAVE Primary							
Column %	1 L&NP/LNP	2 LABOR	3 GREENS	4 PHON	5 AC	6 UAP	7 OTHER	Total
1 YES	80%	85%	89%	92%	100%	100%	92%	84%
2 NO	20%	15%	11%	8%	0%	0%	8%	16%

	gender		age			
Column %	1 MALE	2 FEMALE	1 UNDER 35	2 35 to 54	3 55 plus	Total
1 YES	88%	81%	87%	82%	85%	84%
2 NO	12%	19%	13%	18%	15%	16%

- Unfortunately for the nation though, people see politicians are more interested in themselves than they are the nation.
- 84% of those surveyed believe that politicians are more interested in political point scoring than real matters of importance
- This is strongly supported by all voters regardless of who they are voting for or their gender or age





# DO YOU BELIEVE AUSTRALIA IS BECOMING TOO POLITICALLY CORRECT?

---

Column %	gender		age			Total
	1 MALE	2 FEMALE	1 UNDER 35	2 35 to 54	3 55 plus	
1 YES	81%	73%	75%	76%	79%	77%
2 NO	19%	27%	25%	24%	21%	23%

Column %	GAVE Primary							Total
	1 L&NP/LNP	2 LABOR	3 GREENS	4 PHON	5 AC	6 UAP	7 OTHER	
1 YES	91%	71%	41%	77%	56%	96%	89%	76%
2 NO	9%	29%	59%	23%	44%	4%	11%	24%

Australian's are seeing Australia as becoming too politically correct with 77% of people holding this view

Across age and gender groups the fact that Australia is seen as becoming too politically correct is a strongly support view

Only Greens voters don't think we are becoming too politically correct



# IF YOU KNEW THAT YOUR LOCAL MEMBER OF PARLIAMENT DIDN'T SUPPORT AUSTRALIA DAY BEING ON 26 JANUARY, WOULD IT CHANGE HOW YOU VOTE?

---

Column %	1 MALE	2 FEMALE	NET
1 YES	55%	29%	42%
2 NO	40%	58%	49%
3 DK	6%	13%	9%

- In terms of local MP's 42% could see a protest vote against them if they don't support Australia Day being on 26 January
- Consistent with other questions in this research men are more likely to take action to protect Australia Day but overall neither 'yes' or 'no' have a majority.