

**MEDIA RELEASE  
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**NEW POLL: One in two undecided voters say Paid Parental Leave and reducing childcare costs will determine their vote**

A new poll of Australians reveals the majority of undecided voters see reduced childcare costs, paid parental leave and cuts to family payments as the issues that will determine their vote on July 2.

These results have prompted leading parent advocacy group The Parenthood to warn the Federal Coalition that their position on childcare, paid parental leave and family payments could cost them the election.

The Parenthood commissioned the ReachTEL poll, which last week surveyed 1,195 Australian voters, to discover how important family issues like childcare, paid parental leave and family payments were to them this election.

The ReachTEL poll found:

- Women were three times more likely than men to be undecided (14.3% undecided voters were women compared with 5.6% men).
- Almost half of undecided voters (49.6%) rated cost of living for families as their top issue when deciding who to vote for. This rated above jobs and growth, border protection and school and hospital funding.
- Just under half (47.6%) of all undecided voters reported that the party committed to making childcare more affordable and accessible was important when determining who to vote for, as was as the start date of any additional childcare assistance (46.7%).
- Over half (52.1%) of undecided voters say the issue of paid parental leave is important to them when deciding who to vote for.
- Almost three quarters (74%) of undecided voters said the issue of proposed cuts to family tax benefits, which would impact low income families, was important to them, with 42.5% rating this as a *very* important issue.

The Parenthood Executive Director Jo Briskey said with less than two weeks until election day the poll results should serve as a warning to Mr Turnbull.

"These results reveal it's not tax cuts for big business that will sway undecided voters, but issues that directly impact on cost of living for families - like the cost of childcare, paid parental leave and family payments."

"The results reveal Mr. Turnbull is not speaking about what really matters most to undecided voters, who are predominately women.

"Corporate tax cuts come across as prioritising business over families and it's not the BBQ stopper that cost of childcare, paid parental leave and support for families are.

Right now Labor is out-performing the Coalition on issues that matter most to the majority of undecided voters. Labor has said it will provide greater assistance for cost of childcare a year and a half sooner than the Coalition and have confirmed that unlike the Coalition they won't cut paid parental leave.

But Ms Briskey said it wasn't too late for Mr Turnbull.

"Turnbull still has time to match, or in fact do better, than Labor when it comes to these vote-deciding issues that matter most to Australian families" Ms Briskey said.

"Mums and dads are hoping Mr Turnbull will do better. If he doesn't, many will be prepared to vote the other way come election day."

END.

Contact: Jo Briskey, Executive Director, The Parenthood – 0423 262 449

## BACKGROUND

ReachTEL conducted a survey of 1,195 of residents across Australia during the evening of 14th June 2016.

### Question 1:

*If a federal election were to be held today, which of the following would receive your first preference vote?*

	Total	Female	Male	18-34	35-50	51-65	65+
<i>Liberal</i>	35.0%	30.5%	39.6%	23.9%	35.1%	36.8%	52.2%
<i>Labor</i>	31.0%	32.3%	29.5%	36.0%	28.3%	31.1%	26.3%
<i>The Nationals</i>	3.4%	4.1%	2.7%	3.4%	1.4%	5.0%	4.4%
<i>The Greens</i>	9.2%	7.9%	10.6%	12.4%	9.3%	7.9%	4.9%
<i>Other / Independent</i>	11.4%	10.8%	11.9%	12.4%	12.7%	12.5%	5.9%
<i>Undecided</i>	10.0%	14.3%	5.6%	12.1%	13.0%	6.8%	6.3%

**Question 3:**

Of the following which is the issue you look a most when deciding who to vote for at the federal election?

	Total	Female	Male	18-34	35-50	51-65	65+
Jobs and growth	24.9%	19.5%	30.6%	23.9%	26.1%	25.3%	24.4%
Funding for schools and hospitals	27.5%	28.7%	26.3%	26.8%	26.1%	27.4%	31.7%
Border protection	12.0%	12.0%	12.0%	4.8%	10.8%	16.7%	20.0%
Cost of living for families	35.6%	39.8%	31.1%	44.5%	37.1%	30.6%	23.9%

	Total	L/NP	Labor	Greens	Und
Jobs and growth	24.9%	42.8%	10.5%	22.0%	21.8%
Funding for schools and hospitals	27.5%	13.6%	40.0%	45.9%	21.8%
Border protection	12.0%	18.7%	4.6%	7.3%	6.7%
Cost of living for families	35.6%	24.9%	44.9%	24.8%	49.6%

**Question 4:**

When it comes to determining how you will vote at the upcoming federal election on July 2nd - how important is the issue of making childcare more affordable and accessible?

	Total	Female	Male	18-34	35-50	51-65	65+
Very important	25.1%	29.2%	20.9%	37.9%	22.9%	15.3%	20.0%
Important	18.3%	20.7%	15.9%	18.5%	19.0%	18.5%	16.6%
Neutral	32.6%	28.5%	36.9%	27.8%	32.9%	36.3%	35.6%
Unimportant	13.0%	12.5%	13.5%	7.3%	15.9%	13.9%	16.6%
Very unimportant	11.0%	9.2%	12.8%	8.4%	9.3%	16.0%	11.2%

	Total	L/NP	Labor	Greens	Und
Very important	25.1%	16.3%	32.8%	18.0%	36.4%
Important	18.3%	15.6%	22.8%	34.2%	10.7%
Neutral	32.6%	38.0%	25.2%	34.2%	27.3%
Unimportant	13.0%	15.1%	10.3%	8.1%	15.7%
Very unimportant	11.0%	15.1%	8.9%	5.4%	9.9%

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## Question 5:

Labor's child care assistance package is due to start in January next year whereas the Coalition's assistance package is due to start in July 2018. When determining how you will vote - how important is the start date of any assistance for families?

	Total	Female	Male	18-34	35-50	51-65	65+
Very important	29.4%	33.1%	25.6%	34.3%	31.2%	27.0%	21.0%
Important	15.6%	15.6%	15.7%	21.1%	13.6%	13.5%	13.2%
Neutral	26.0%	27.9%	24.1%	20.2%	26.3%	27.4%	33.7%
Unimportant	13.7%	11.6%	15.9%	7.0%	16.1%	14.6%	20.0%
Very unimportant	15.2%	11.8%	18.8%	17.4%	12.7%	17.4%	12.2%

	Total	L/NP	Labor	Greens	Und
Very important	29.4%	14.1%	48.0%	29.4%	29.2%
Important	15.6%	13.7%	17.5%	16.5%	17.5%
Neutral	26.0%	30.7%	16.2%	37.6%	24.2%
Unimportant	13.7%	19.7%	10.8%	9.2%	8.3%
Very unimportant	15.2%	21.8%	7.5%	7.3%	20.8%

## Question 6:

When determining how you will vote - how important is the issue of Paid Parental Leave - ensuring parents have adequate time with their newborn babies?

	Total	Female	Male	18-34	35-50	51-65	65+
Very important	28.6%	31.6%	25.5%	51.5%	20.1%	17.5%	18.9%
Important	22.6%	21.6%	23.6%	25.1%	23.7%	20.7%	18.9%
Neutral	25.0%	25.1%	25.0%	15.2%	27.1%	31.8%	29.1%
Unimportant	12.1%	10.0%	14.4%	5.1%	15.3%	12.9%	18.0%
Very unimportant	11.6%	11.6%	11.6%	3.1%	13.8%	17.1%	15.0%

	Total	L/NP	Labor	Greens	Und
Very important	28.6%	20.8%	37.7%	27.5%	34.7%
Important	22.6%	16.9%	28.3%	37.6%	17.4%
Neutral	25.0%	30.3%	20.5%	22.0%	24.8%
Unimportant	12.1%	16.7%	9.7%	4.6%	5.8%
Very unimportant	11.6%	15.3%	3.8%	8.3%	17.4%

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**Question 7:**

Finally, when deciding who you will vote for, how important is the issue of proposed cuts to Family Tax Benefits which will impact low income families?

	<b>Total</b>	<b>Female</b>	<b>Male</b>	<b>18-34</b>	<b>35-50</b>	<b>51-65</b>	<b>65+</b>
<i>Very important</i>	42.2%	48.2%	36.0%	47.1%	42.7%	37.9%	38.3%
<i>Important</i>	20.3%	22.6%	17.9%	20.2%	19.2%	20.9%	21.8%
<i>Neutral</i>	22.6%	18.0%	27.3%	20.4%	21.2%	23.0%	28.2%
<i>Unimportant</i>	7.0%	6.1%	8.0%	3.4%	8.8%	9.6%	6.8%
<i>Very unimportant</i>	7.9%	5.1%	10.8%	9.0%	8.2%	8.5%	4.9%

	<b>Total</b>	<b>L/NP</b>	<b>Labor</b>	<b>Greens</b>	<b>Und</b>
<i>Very important</i>	42.2%	22.2%	55.0%	53.6%	42.5%
<i>Important</i>	20.3%	21.1%	17.8%	23.6%	31.7%
<i>Neutral</i>	22.6%	30.1%	21.0%	11.8%	16.7%
<i>Unimportant</i>	7.0%	11.5%	4.0%	6.4%	6.7%
<i>Very unimportant</i>	7.9%	15.1%	2.2%	4.5%	2.5%