



CROSBY | TEXTOR
RESEARCH STRATEGIES RESULTS

Same-Sex Marriage Research 2014

Summary Results

27th June 2014

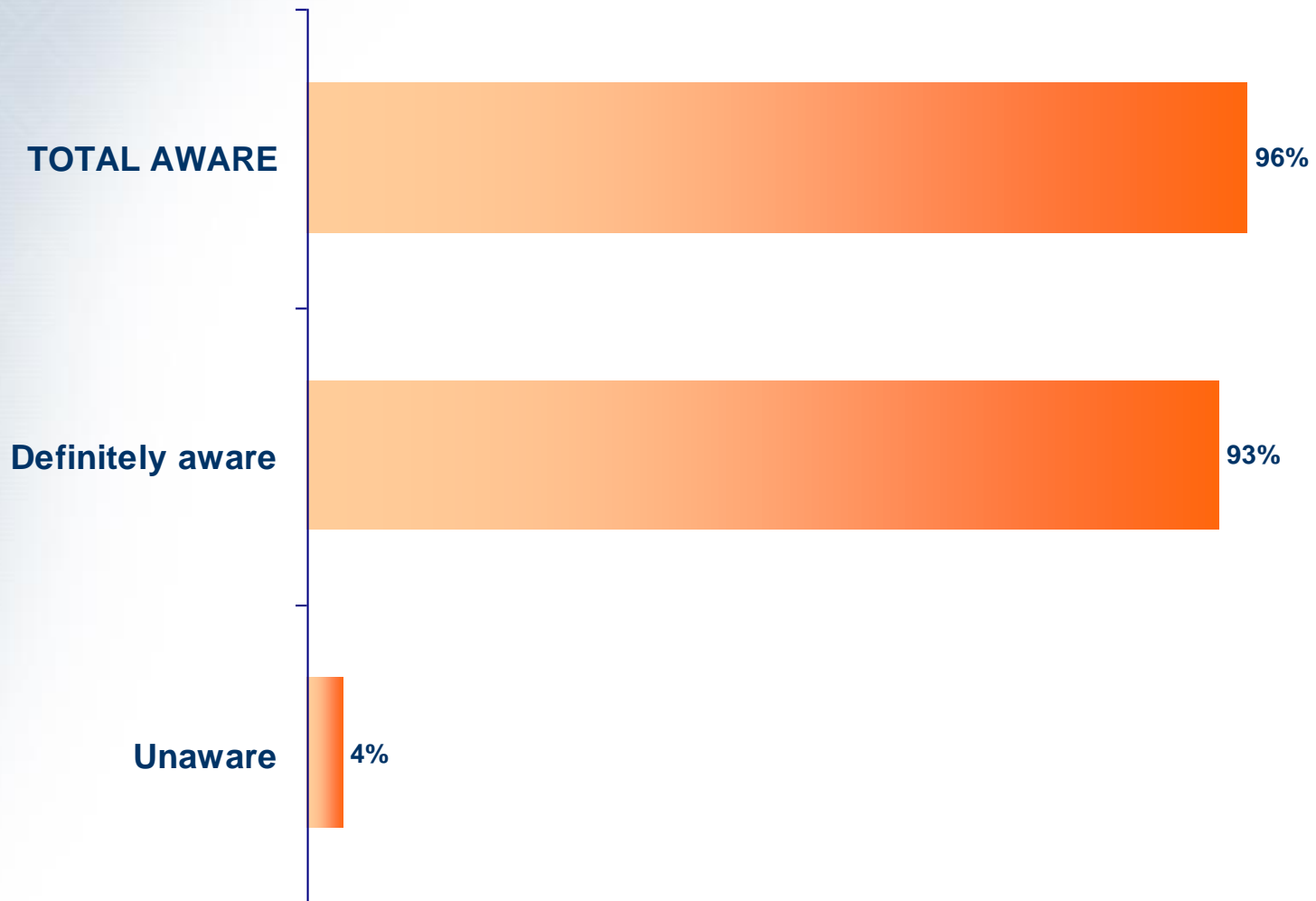


Summary Methodology

- These findings are based on quantitative research conducted independently by Crosby|Textor between 12th – 22nd June.
- Telephone (CATI) survey using trained and accredited fieldwork staff.
- A questionnaire used to measure awareness and importance of, and support or opposition to, same-sex marriage (and a conscience vote in it).
- N.B. The questionnaire was carefully designed to avoid any ordering bias effects, with only geo-demographic / lifestyle questions preceding the above.
- n=1000+ sample of voters (adults aged 18+ years) nationwide, with random samples at the regional cluster level, i.e. local rather than only national.
- +/-3.1% max. margin of error (at the 95% confidence level).
- Quotas on area, age, sex, etc., and weighted to AEC population estimates.

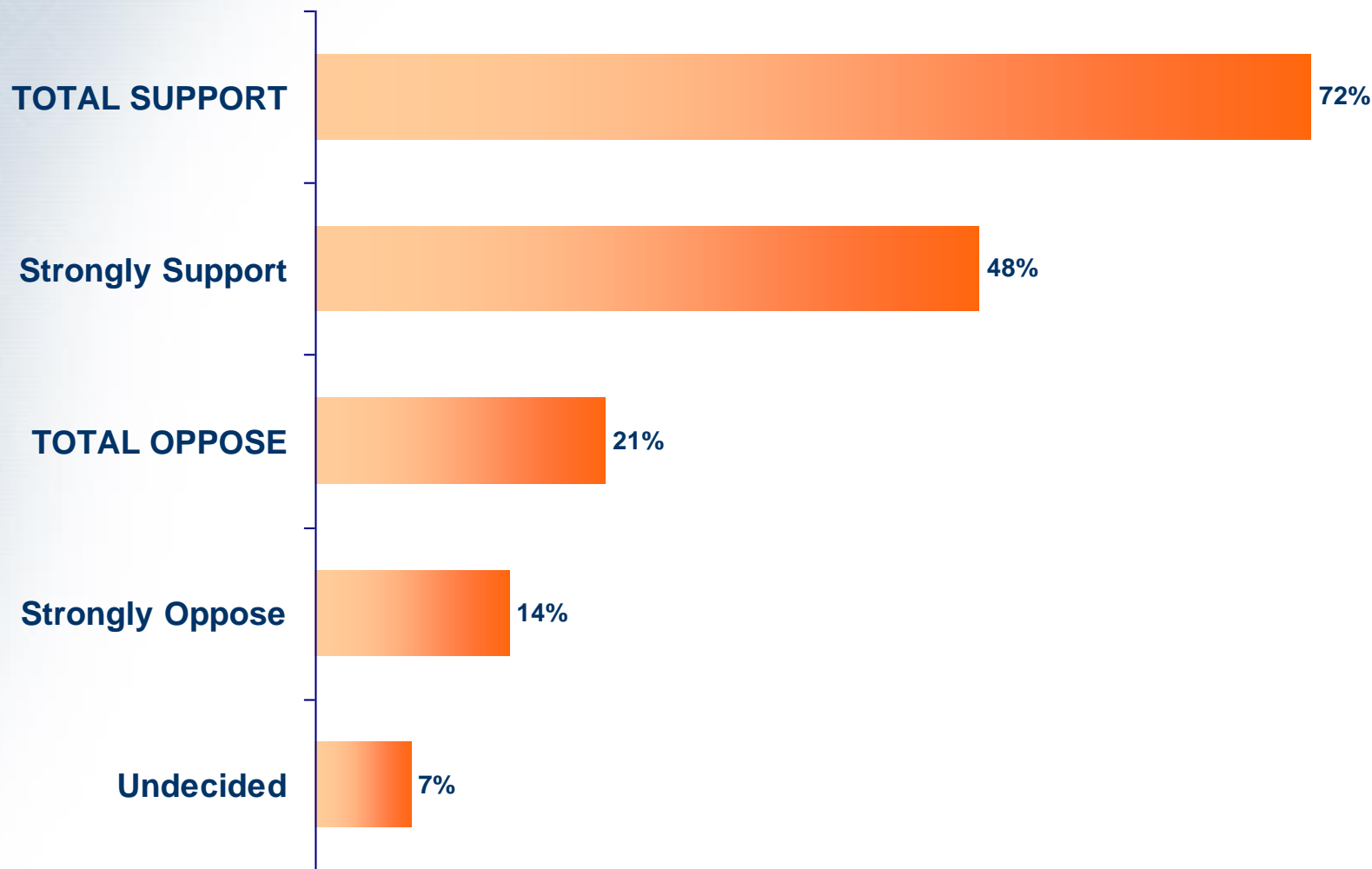


Awareness that same-sex marriage is not yet legal in Australia is almost universal. Only 4% of the population are unaware of this fact.



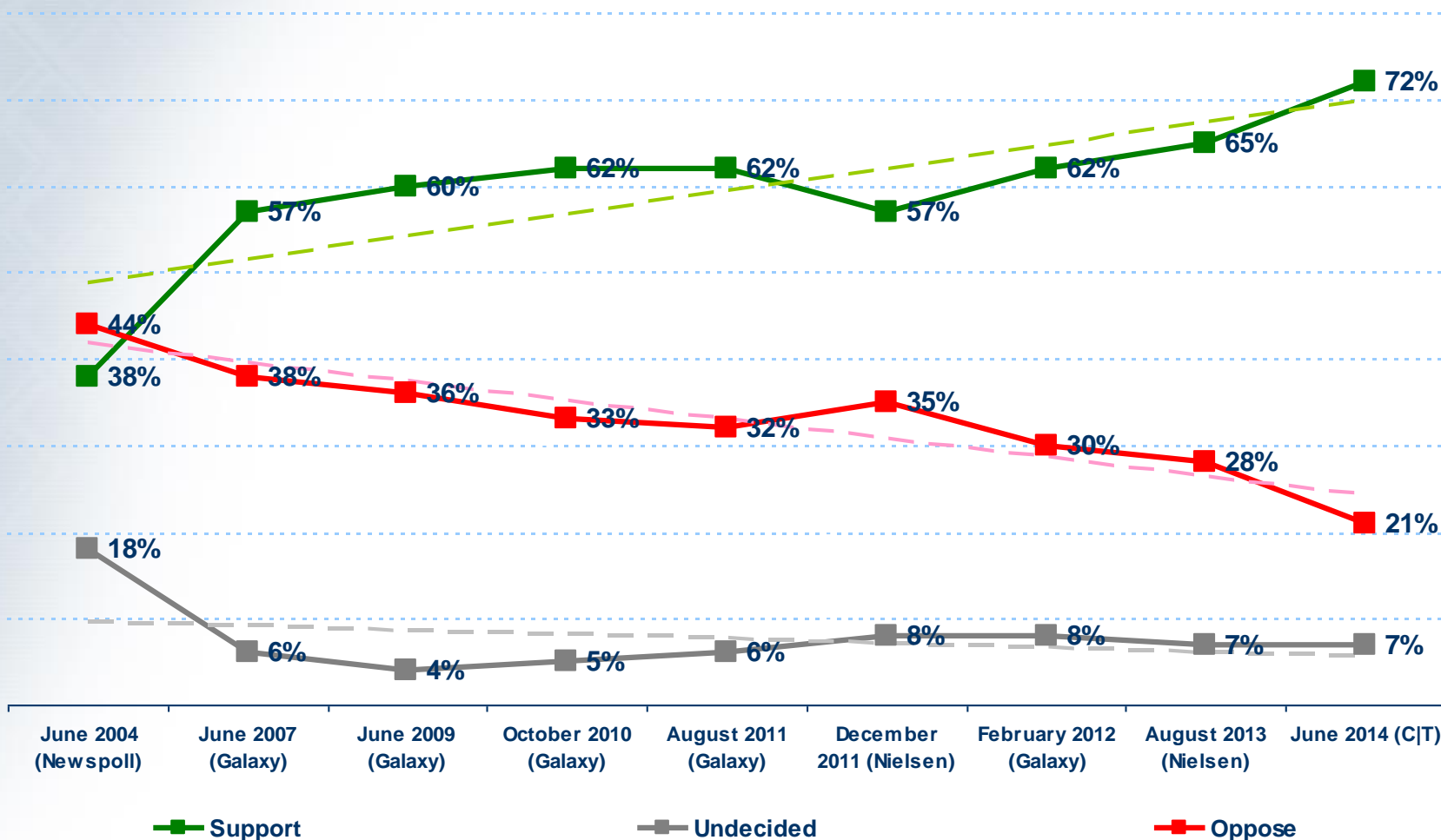


Support for same-sex marriage is in the majority, with nearly three-quarters supporting, and almost half strong supporters. Only around a fifth are opposed to any degree.





This is the highest level of total support and lowest level of opposition ever recorded in a national poll (noting varying question wording), and represents a clear trend.





This table shows the level of total support for same-sex marriage in various geo-demographic and lifestyle groups, with more supporting than opposing in all of these groups.

Overall support 72%

Very Strong Support (>75%)

- Female 18-34 (90%)
- Female 35-54 (88%)
- 18-34 years (85%)
- Employed part-time (85%)
- 35-44 years (85%)
- Have dependent children (85%)
 - Females (83%)
 - Students^ (81%)
- Male 18-34 (81%)
- Non-religious (81%)
- University educated (80%)
- 35-54 years (79%)
- Never married (79%)
- Employed (79%)
- Know someone gay (76%)
- NSW (75%)

Strong Support (>67%)

- Non-Christian religious (75%)
- Employed full-time (74%)
- Unemployed^ (74%)
- 45-54 years (73%)
- Home duties^ (73%)
- Technically educated (73%)
- Anglo / European (72%)
- Non-Anglo (72%)
- Victoria (72%)
- Aware not legal (72%)
- SA (71%)
- Female 55+ (69%)
- WA (68%)
- Ever married (68%)
- Catholic (67%)

Supporters (<67%)

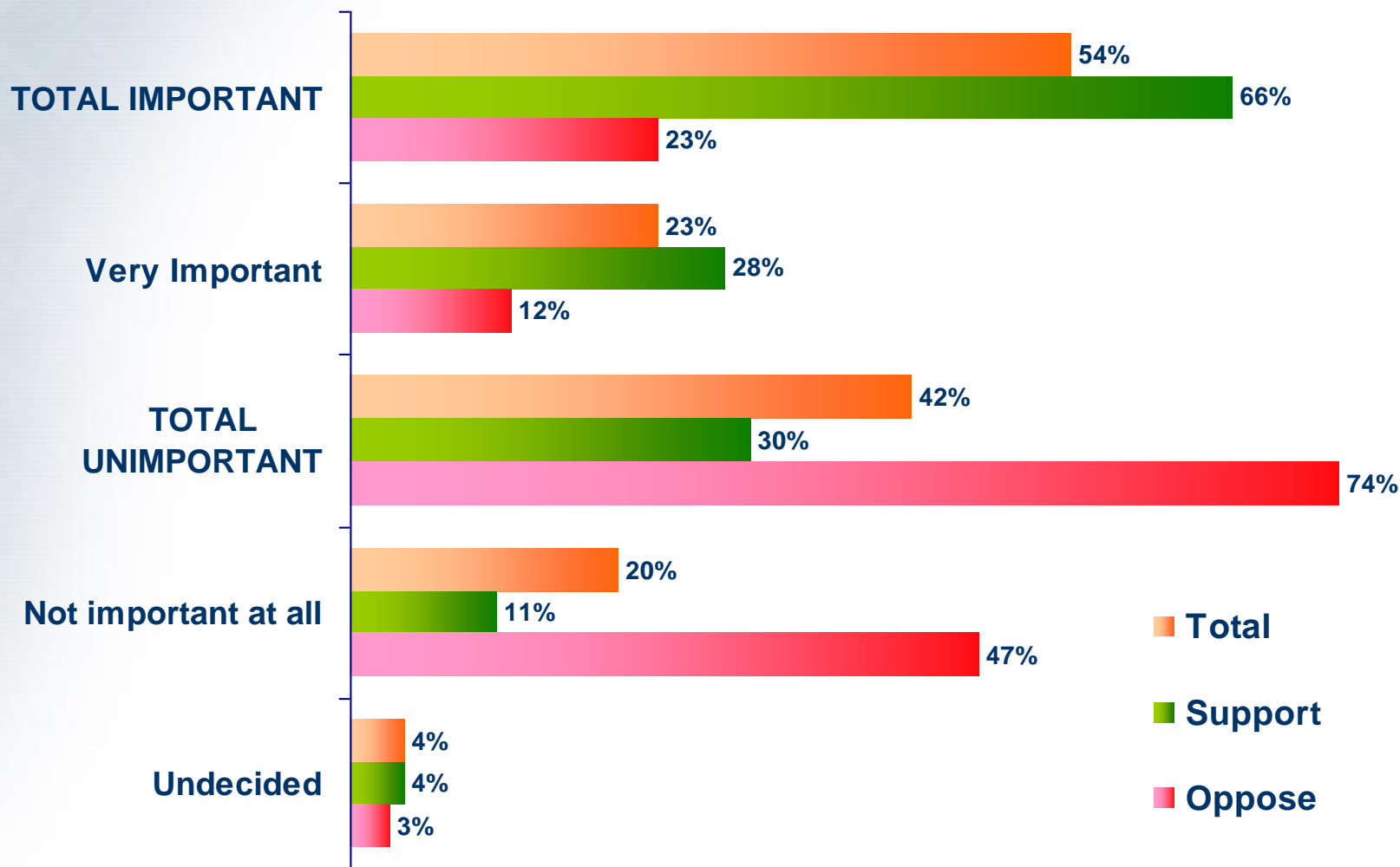
- Male 35-54 (66%)
- No children (64%)
- School educated (63%)
- Not employed (62%)
- 55-64 years (61%)
- Males (61%)
- Tasmania (60%)
- Unaware not legal (59%)
- Christians (59%)
- Anglican / CoE / Uniting (57%)
- 55+ years (54%)
- Retired / pension (52%)
- Don't know gay* (50%)
- Other Christian* (49%)
- 65+ years* (48%)
- Male 55+* (42%)

Q) Based on what you know at this point in time, would you support or oppose allowing same-sex couples to marry in Australia?

^ Groups <n=60 sample (<n=30 have been omitted) * More people support than oppose in these groups

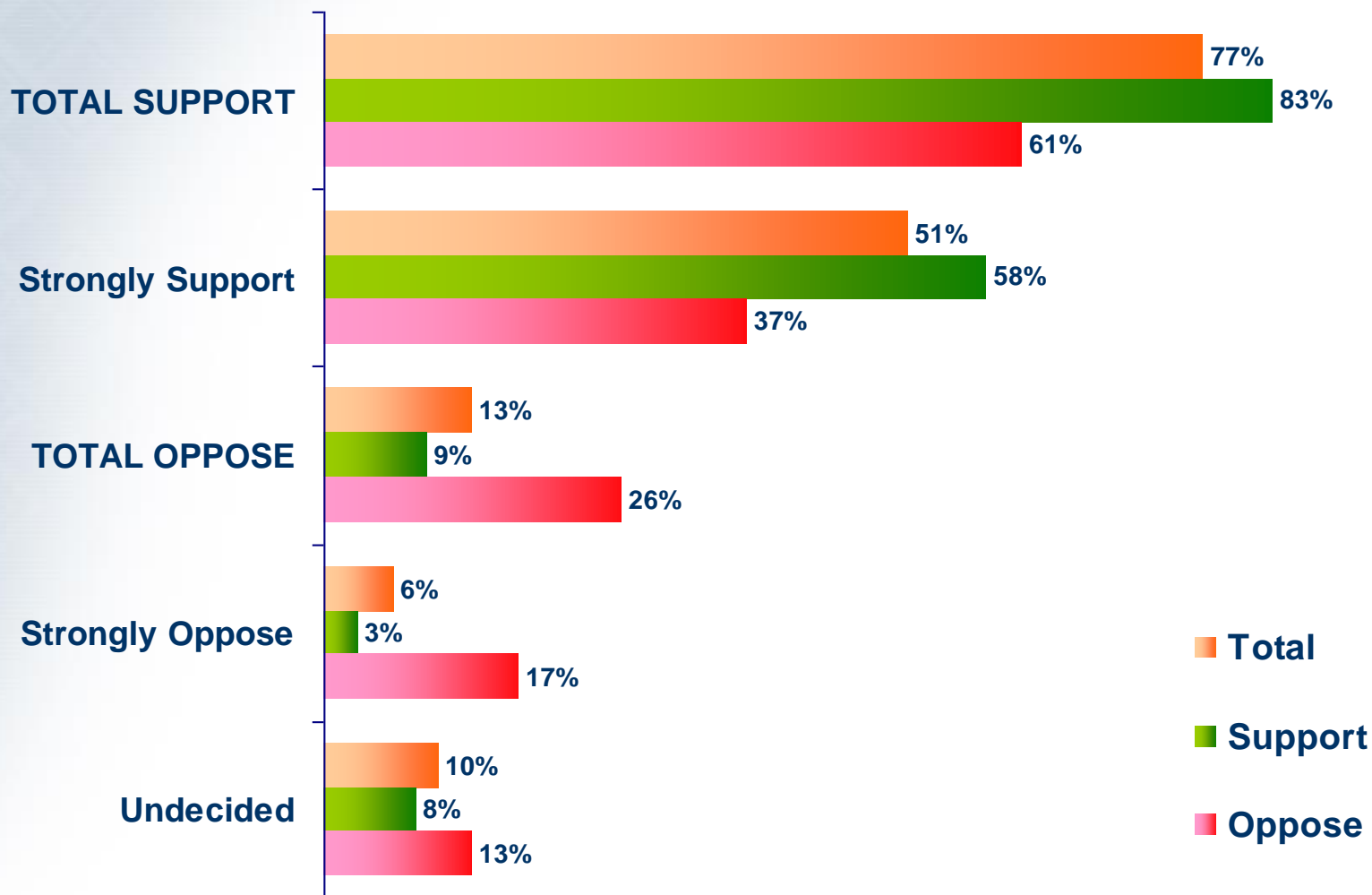


Whilst this is an important issue for a majority of those supporting same-sex marriage, it is not important to most of those opposing it.





Critically, even more people support a conscience vote on same-sex marriage than support legalisation itself. This includes a majority of those opposed to same-sex marriage.



Q) Political parties can either decide upon policy as a block, where every MP votes for their party's policy, or they can allow a conscience vote, where MPs are allowed to vote according to their own views and those of their local electorates. ...would you support or oppose Australia's Federal political parties allowing their MPs a conscience vote on the issue?



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