

Australia Day 2018

A turning point for our national identity?

Research study into the attitudes of Australians towards Australia Day 2018
and the future of January 26th as our national day.

Review Partners



January 2018



Review Partners Pty Ltd
In association with Research Now SSI

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Report structure

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Executive summary	What's cooking?	Change the date? (No explanation of history)	Influence on vote at general election	Response to advertising messages
About this study	Importance of Australia Day	Change the date? (Before and after explanation)	2JJJ Decision to move Hottest 100	
	How important is Australia Day?	Change the date? (After explanation of history)	Reasons to change/not change the date	
	Anniversary of Australia Day	Change the date? (2018 vs 2017)	Indigenous recognition ceremony	
		Most important change?		

Overview

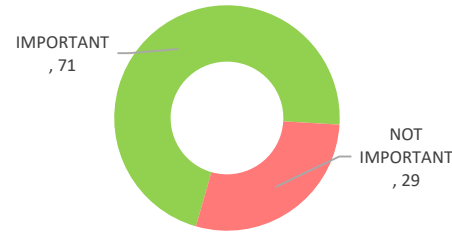
Key findings at a glance

The key finding is that the majority of Australians are not ready to change the date of Australia Day but do support greater recognition of the importance of Indigenous people, history and culture to Australia.

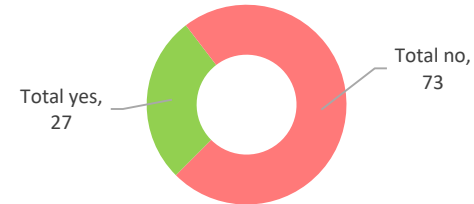
Click graphs to view detail

- 71%** | Australia day is important to me.
- 27%** | We should change the date (before explanation of history).
- 33%** | We should change the date (after explanation of history).
- 26%** | Becoming a republic is the most important change we should make.
- 23%** | It would be a good decision if the Government moved Australia Day.
- 16%** | I would be more likely to vote for a party that planned to change the date.
- 17%** | 2JJJ made a good decision to change the date of the Hottest 100.
- 61%** | It would be a good decision for the Government to establish an Australia Day ceremony to recognise the importance of Indigenous people, culture and history.
- 63%** | There was a good message in the Jacinta Price ad where she advocates for focusing on Indigenous disadvantage rather than changing the date.

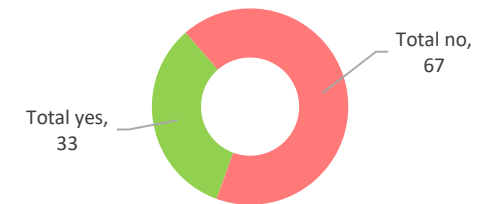
1. Importance of Australia Day?



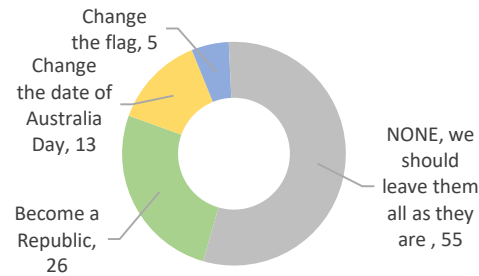
2. Should we change the date? (Total outcome without explanation)



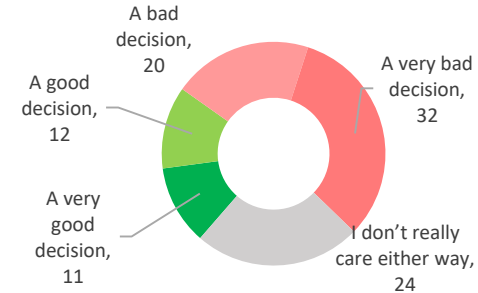
3. Should we change the date? (Total outcome with explanation)



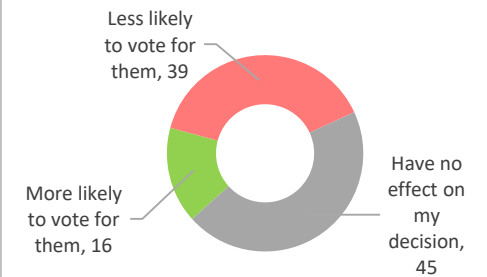
4. Most important change to make?



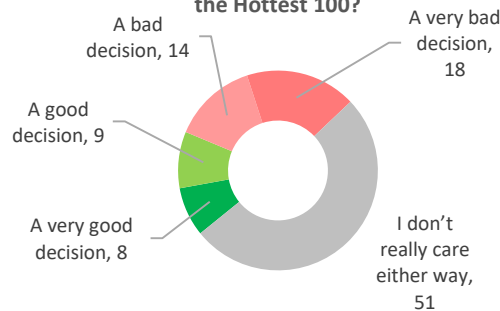
5. If Government moved Australia Day?



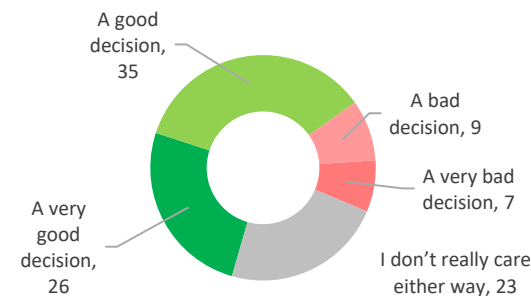
6. Influence on vote for changing the date?



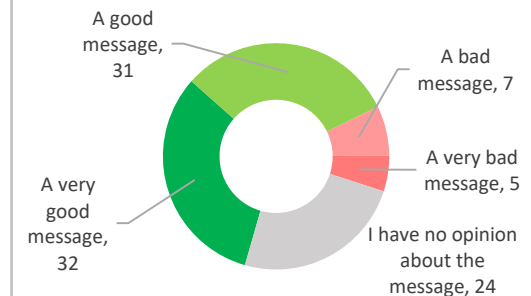
7. Did 2JJJ make a good decision to move the Hottest 100?



8. Indigenous recognition ceremony



9. The message in Jacinta Price ad?



Executive summary

If a referendum on changing the date of Australia Day had been held over the Australia Day weekend 2018, the national result would have been 27% yes and 73% no.

The issue of changing the date would also translate to voting intentions at the ballot box in a general election.

- Only 16% of people said they would be more likely to vote for a party that wanted to change the date, 39% would be less likely to vote for such a party and 45% felt it would have no effect on their decision.
- While 39% of Greens voters would be more likely to vote for party that planned to change the date, 53% of Coalition supporters would be less likely to vote for a party that proposed a new date.

This year's study found that attitudes have changed only marginally since 2017

- In 2017, 16% said yes change the date, 59% said no don't change it, and 24%, or one in four, didn't really care.
- In 2018, 19% said yes, 62% said no and 19%, or one in five, didn't care suggesting that attitudes are polarising with fewer people sitting on the fence.

However, this year we also asked the undecideds how they would vote in a referendum.

- A majority opted for the status quo, leaving the national outcome at 27% in favour and 73% opposed to change.

The study also found substantial support for recognising and respecting the contribution of Indigenous people, history and culture to Australia.

- It asked participants how they would feel if the Australian Government decided to establish a national ceremony at sunrise on Australia Day to recognise the importance of Indigenous people, their history and culture to Australia.
- A total of 61% said it would be a good or very good decision, only 16% thought it was bad or very bad and the remaining 23% didn't really care.
- A further three out of four people (73%) agreed that we should not change the date because ... we should use the day to recognise all Australians including the special place of Indigenous Australians in the history and culture of Australia.

The survey questioned some of the more controversial aspects of the current debate.

- For example the decision by 2JJJ to change the date of the hottest 100 generated only limited support, with 17% considering it a good decision, 32% calling it a bad decision and 51% saying they didn't really care' he said.

Research participants were presented with five TV ads that ran in the lead up to Australia Day. One of these featured Alice Springs Indigenous Councillor Jacinta Price suggesting there should be more focus of overcoming Indigenous disadvantage than changing the date.

- It generated the most positive response of all ads shown, with 57% saying they loved or liked the ad and 63% believed it presented a good or very good message.
- It was closely followed by Rosie Batty's message of an Australia which respects everyone, with 54% loved or liked and 62% believed the message was good or very good.
- Mark Latham's ad of a dystopian future of people scared to celebrate Australia Day for fear of the thought police engaged 47% of people who loved or liked it and 49% who thought it had a good or very good message.

About this study

This research study was undertaken by research company Review Partners in association with online panel company Survey Sampling International shortly after Australia Day 2017 following intense publicity about the #changethedate campaign and protests demanding the date of Australia Day be changed because the atrocities suffered by Indigenous people at the hands of early settlers.

Review Partners is an Australian polling, market research and communications agency which specialises in the attitudes of the Australian population toward major social and commercial issues.

This study provides an understanding of how Australians feel about some of the questions raised in the social and mainstream media about the date of Australia Day and other issues, including:

- How important is Australia Day to Australians?
- How well do people understand the history and significance of Australia Day?
- Do Australians want to change the date of Australia Day, become a republic or change the flag?
- How did Australian's spend Australia Day?
- Did they cook lamb on the BBQ in response to the highly publicised Australian Lamb industry advertising?

The survey was run from 7 pm on the evening of January 26th 2018 among a sample of the 1001 people selected using a commercial online panel provided by Research Now SSI.

This sample size of 1001 provides an approximate theoretical margin of error of 3%, which means that there is a 95% likelihood that the results would be the same if the entire Australian population responded to the survey. However, it is important to recognise that the margin of error will be greater if comparisons are made within a subset of the overall sample.

Consequently, any major conclusions presented in this report are all outside the theoretical margin of error and are statistically likely to describe actual differences between sub-groups and attitudes.

About [Review Partners](#)

Review Partners is an Australian research and communications agency which conducts polling and research to understand how Australians think and feel about major issues, companies and brands. Based in Sydney it works with major Australian companies and government agencies to support the strategic development of marketing, advertising and policy communication.

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About [Research Now SSI](#)

Research Now SSI is the premier global provider of data solutions and technology for consumer and business-to-business survey research. It reaches participants in 90+ sample countries via Internet, telephone, mobile/wireless and mixed-access offerings. Research Now SSI staff operates from 40 offices and remote staff in 20 countries, offering sample, data collection, CATI, questionnaire design consultation, programming and hosting, online custom reporting and data processing. It's 4,000+ employees serve more than 3,000 clients worldwide.

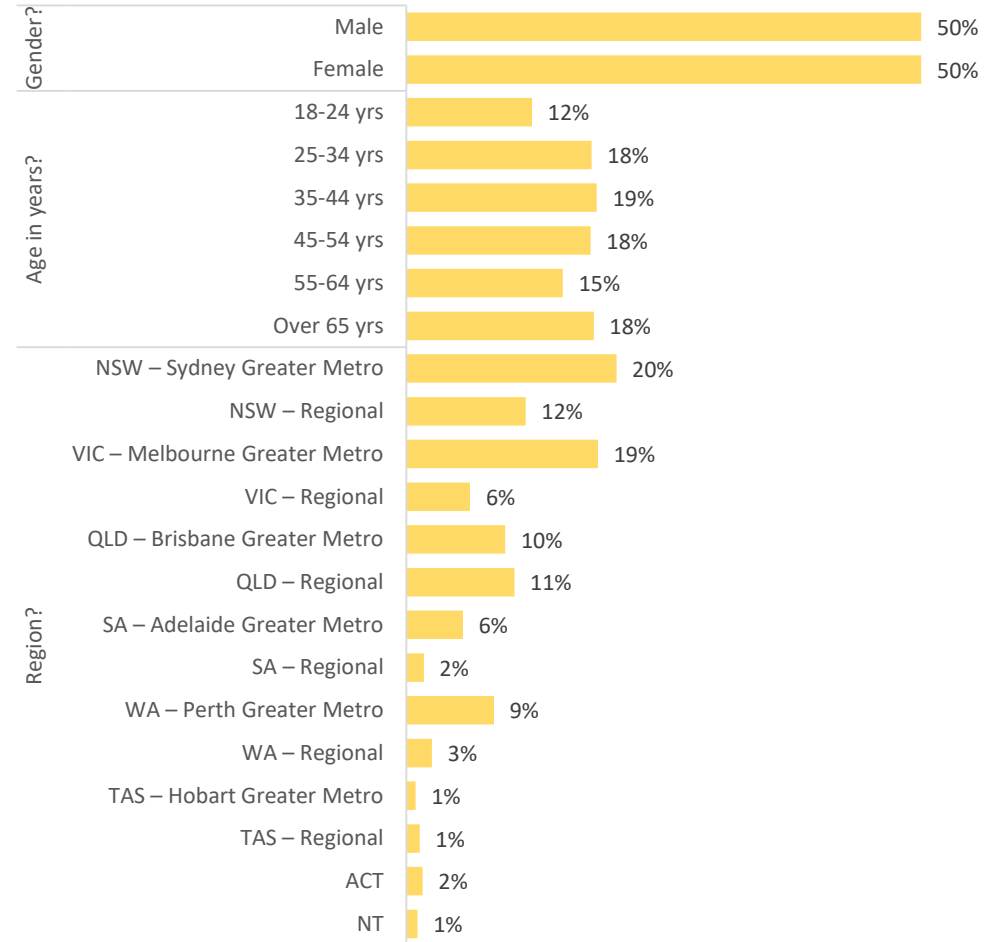
CONTACT: Barbara Palmer | E bpalmer@researchnow.com

The **advertising content** used in this study was sourced courtesy of advertising and media monitoring agency [Ebiquity](#). Contact: Katie.Crichton@ebiquity.com

Sample demographics

The sample was selected using a stratified random sample and the final data was weighted to match the ABS demographics of the Australian population according to gender, age and location.

Sample demographics



The Australia Day BBQ

Sharing Australia Day

More than one-third did something special to celebrate Australia Day. The majority spent time with close or extended family, but one in five were on their own.

Most people viewed Australia Day as a day off (58%)

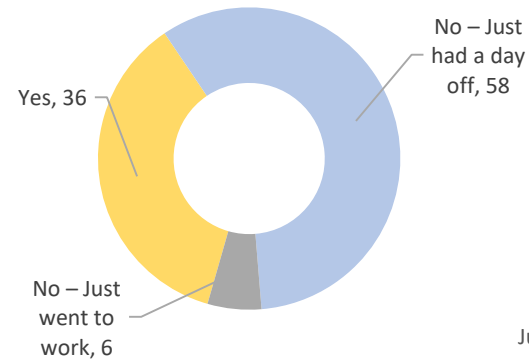
36% did something special to recognise or celebrate the day.

- While most people spent the day with friends, one out of five people spent the day on their own (19%).

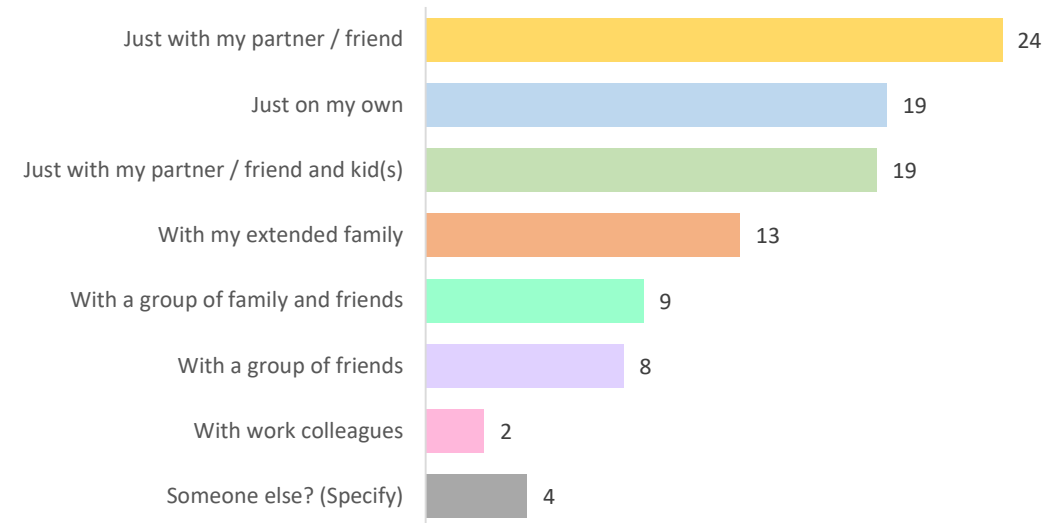
We'd like to ask you some questions about Australia Day 2018 (Friday, January 26th). Firstly, did you do anything special to recognise or celebrate Australia Day?

Who did you spend it with?

Celebrate on Australia Day?



Spent Australia Day with?



What's cooking

BBQ's remained a consistent part of Australia Day for a third of people, similar to 2017 (32% vs 33%).

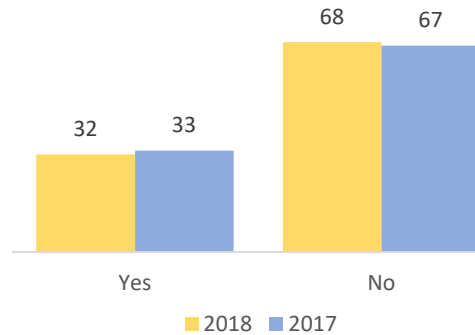
Slightly more people in the city had a BBQ (33%) compared with those in the country (27%).

- Sausages led the way on 72% of BBQs, followed by beef (50%) and lamb (45%) with prawns on less than one in five.
- Those who did not have a BBQ on Australia Day were far less likely to eat each of these foods, with only 11% having lamb on the day.

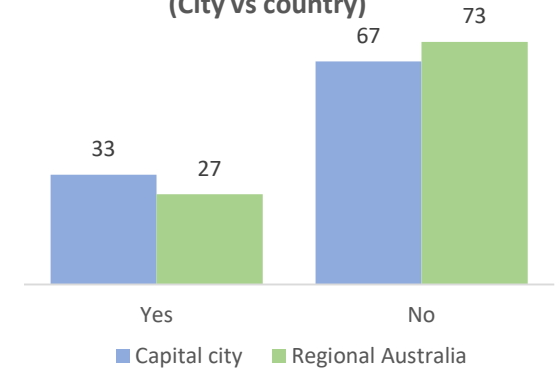
*Did you organise (or go to) a BBQ on Australia Day?
What did you (or someone else) cook on the BBQ?
What did you (or someone else) cook on the day (not on BBQ)?*

The BBQ remains a part of the day for one-third of Australians. Sausages and beef were most popular, and lamb was on just under half Australian BBQs.

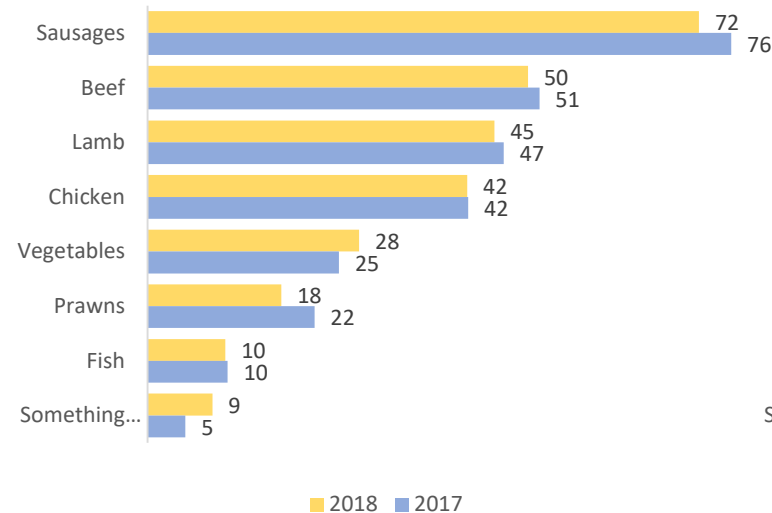
BBQ on Australia Day?
(2018 vs 2017)



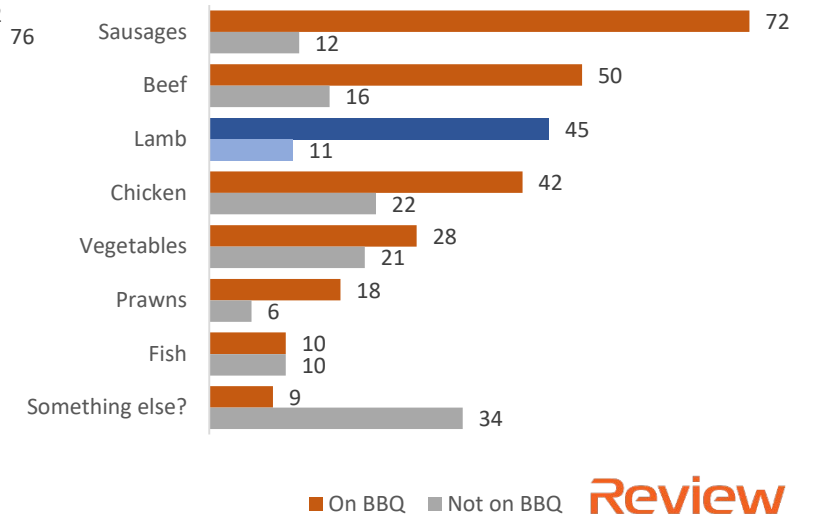
BBQ on Aust Day?
(City vs country)



What on the BBQ?
(2018 vs 2017)



What's on the BBQ/stove?
(BBQ vs Not BBQ)



Importance of Australia Day

How important is Australia Day

The importance of Australia Day has remained stable since 2017, with the day being important to 71% of people.

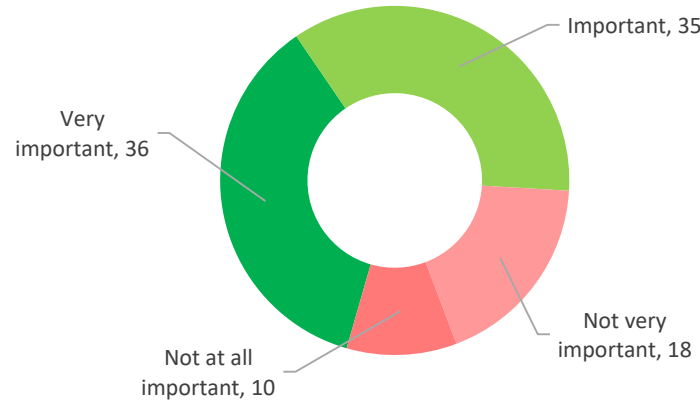
More than a third of Australians consider the day very important (36%).

A further 36% consider it important.

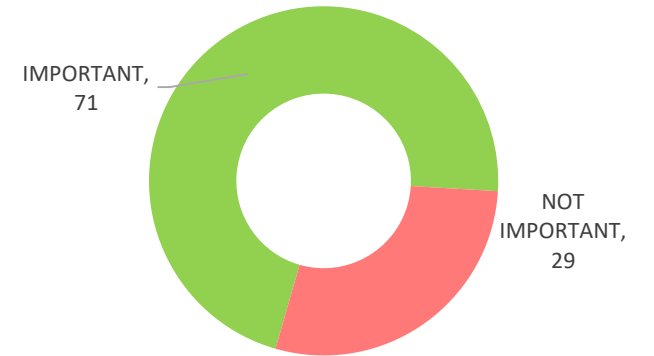
- Only 18% consider it not very important and 10% not at all important.

It's great to have a holiday, but apart from that, how important is Australia Day to you as Australia's National Day?

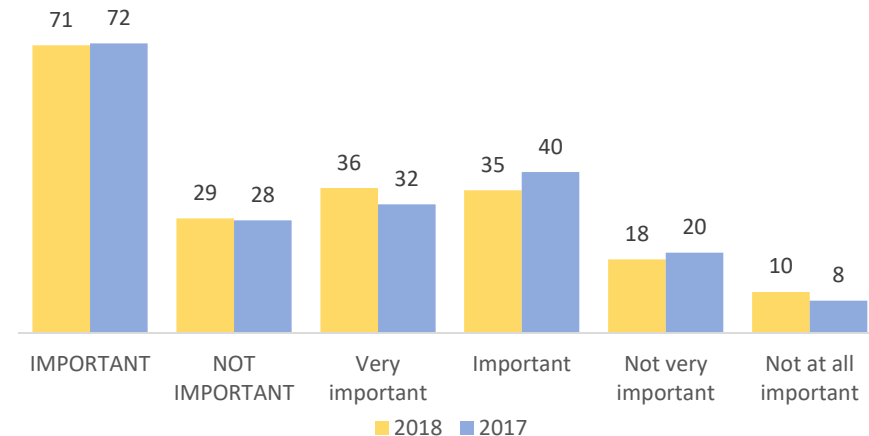
Importance of Australia Day?



Importance of Australia Day?



Importance of Australia Day (2018 vs 2017)



Note: Slight differences in totals due to rounding.

How important is Australia Day

Australia Day is most important to older people, supporters of the Coalition and One Nation, and those who opposed same sex marriage.

Political leanings are correlated with support for Australia Day, including

- 84% of one Nation Supporters and those opposed to same sex marriage.
- 80% of Coalition Supporters and those who support the Nick Xenophon Team.

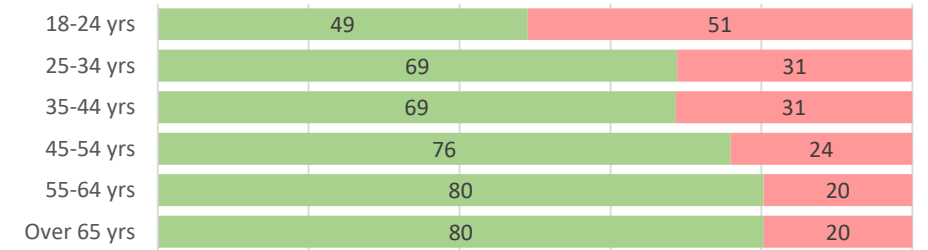
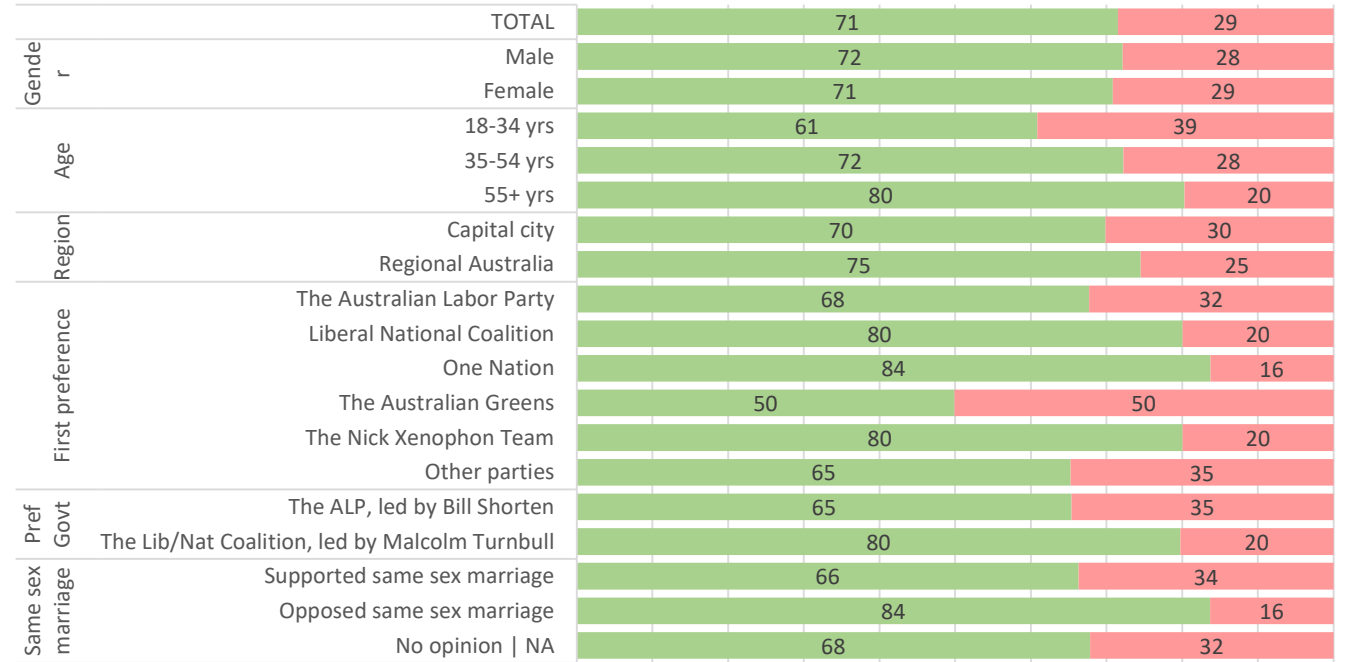
The importance attached to Australia Day tends to increase with age.

It is considered important by

- 49% of 18-24 yr olds.
- 69% of 35-44 yr olds.
- 76% of 45-54 yr olds.
- 80% of those over 80.

It's great to have a holiday, but apart from that, how important is Australia Day to you as Australia's National Day?

Importance of Australia Day



■ IMPORTANT ■ NOT IMPORTANT

Anniversary of Australia Day

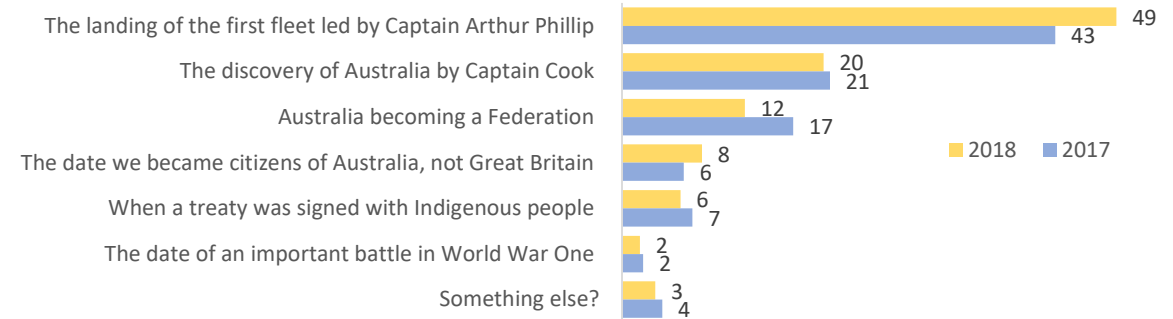
Australians showed a slightly better understanding of the origins of Australia Day in 2018 than they did in 2017.

Last year 43% of people correctly identified the First Fleet as the anniversary of Australia Day.

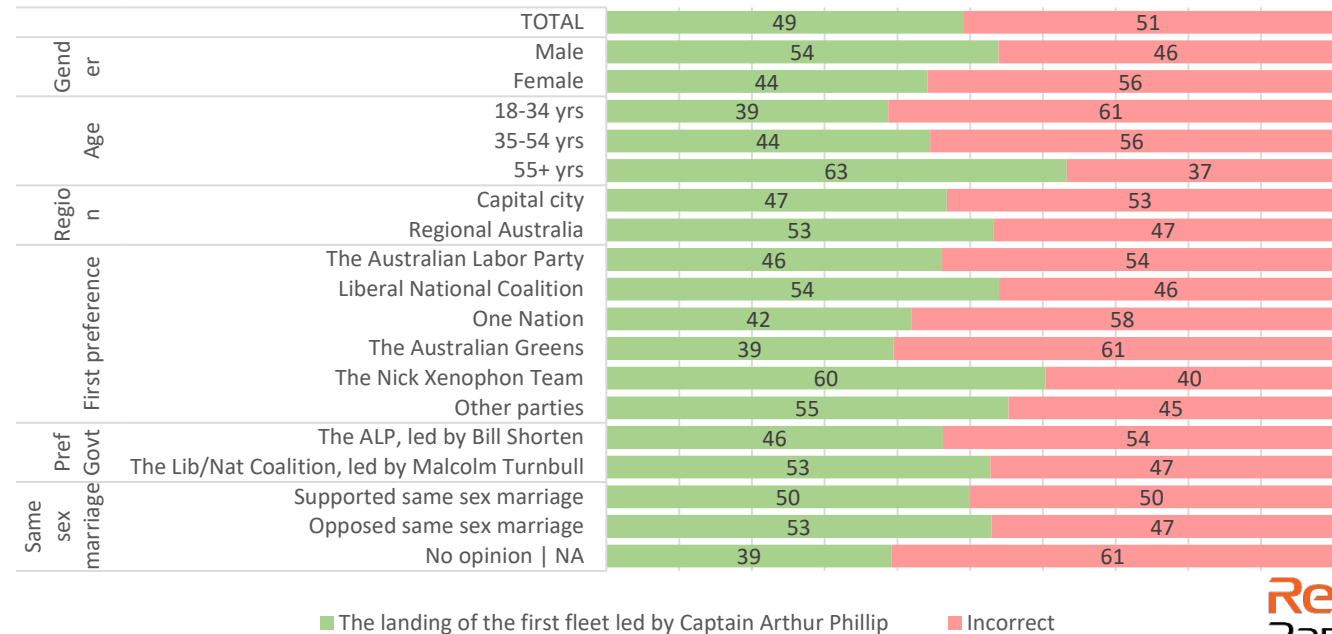
In 2018 this has increased slightly to 49%.

- This knowledge tends to increase with age.
- 63% of 55 yrs+ correctly identified the date compared with 39% of 18-34 yr olds.

What anniversary is Australia Day? (2018 vs 2017)



Correct vs Incorrect



On which anniversary do you think Australia Day is held?

Changing the date

Heard about changing the date?

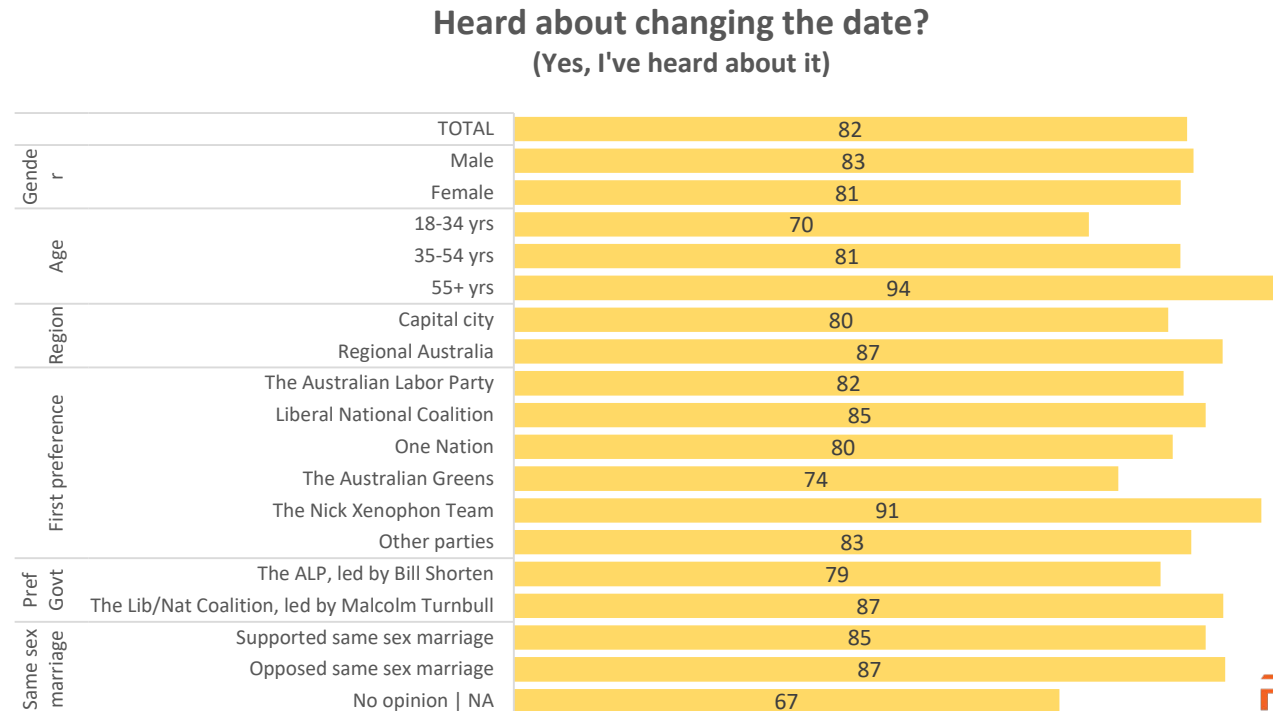
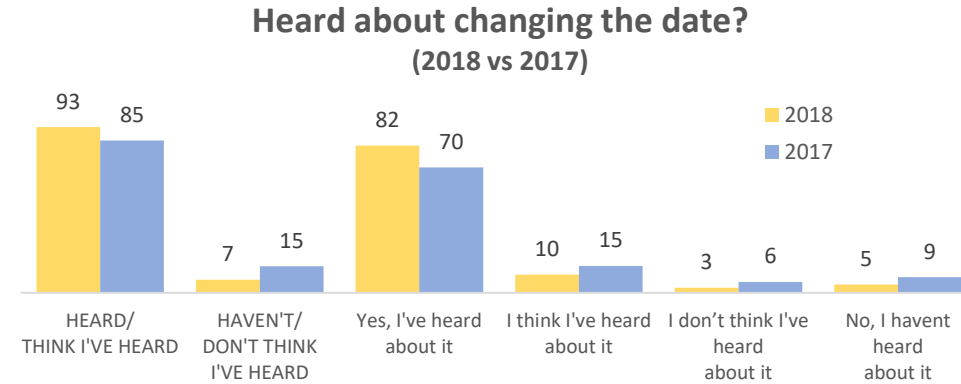
In 2017 85% of people thought they had heard about the change the date debate.

In 2018, 93% of people were aware of the debate.

- This awareness is consistent across demographics.
- However younger people are less likely (70%) and older people are more likely (94%) to recall the issue.

Before today have you heard anything in the news or social media about some people wanting to change the date of Australia Day from January 26th to another date?

Awareness of the debate about changing the date is now almost with nine out of 10 people recalling the debate in some way.



Should we change the date? (No explanation of history)

When asked if we should change the date, 19% of people said they didn't care

- 62% wanted no change
- 19% wanted a new date.

However, when the 19% who didn't care were asked how they would vote in a referendum, the split:

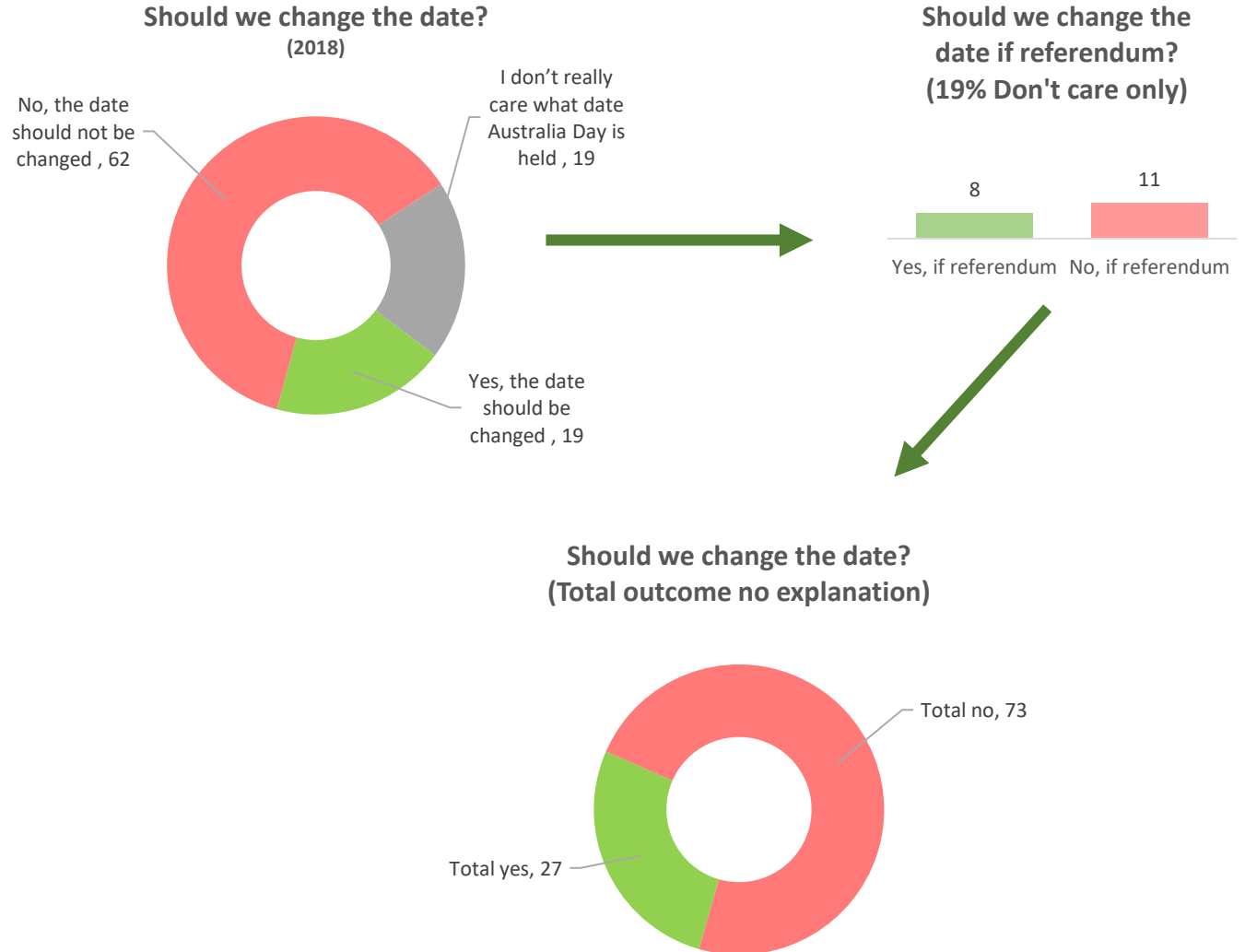
- 11% said yes
- 8% said no

The resulting total outcome of a referendum would have been:

- 73% no
- 27% yes.

- Do you think we should change the date on which Australia Day is held?
- You said you don't really care, but if a compulsory referendum were held on the issue, which way would you vote?

If a referendum on the date of Australia Day were held over the Australia Day weekend 2018, the result would have been 27% yes and 73% no.



Should we change the date? (No explanation of history)

While 27% of people overall supported change, this rose to more than half of the Greens supporters (54%).

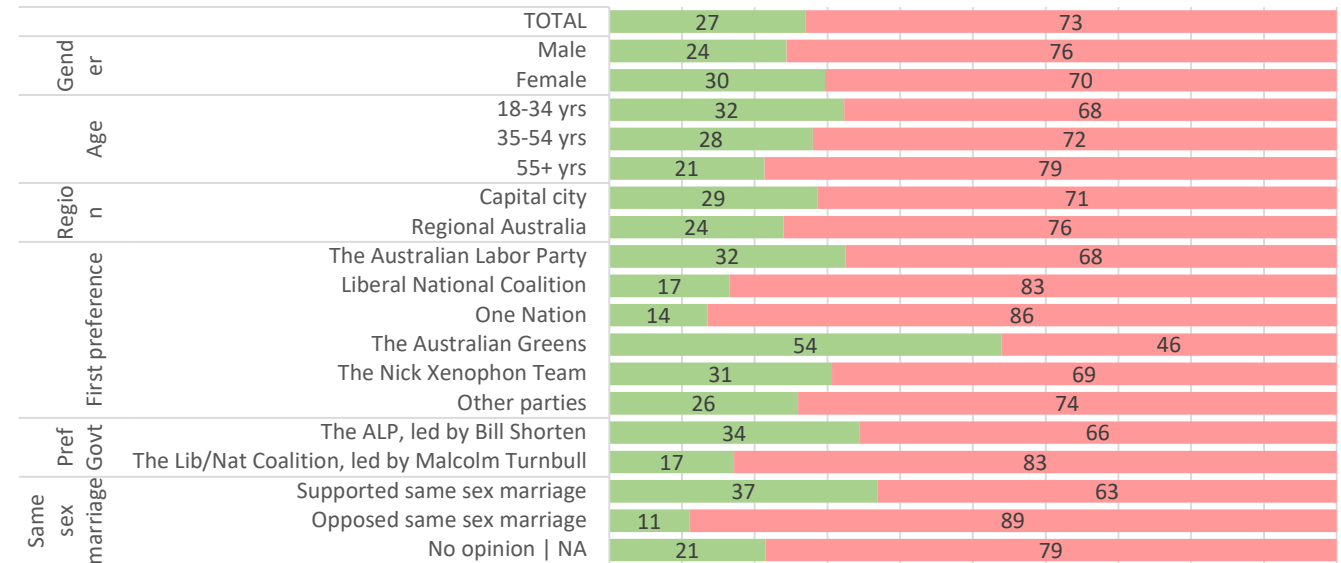
However, support was lowest among One Nation voters (14%) and those who opposed same sex marriage in the recent postal vote (11%)

- Age is also a factor, with 42% of 18-24 yr olds wanting change compared with only 21% of those over 65 yrs.

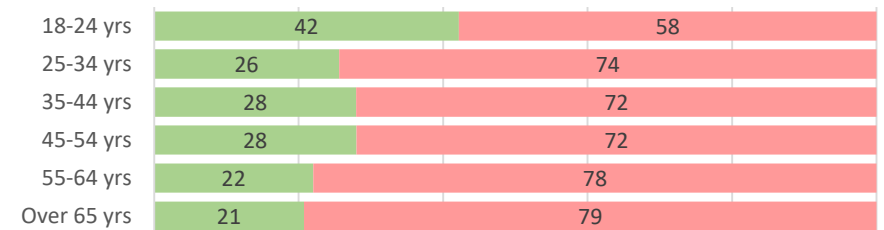
- Do you think we should change the date on which Australia Day is held?
- You said you don't really care, but if a compulsory referendum were held on the issue, which way would you vote?

Support for changing the date was strongest among Greens voters and weakest among One Nation voters (and those who opposed same sex marriage).

Should we change the date?
(Total referendum outcome)



Change referendum - yes Change referendum - no



Change referendum - yes Change referendum - no

Change the date

(Before and after explanation of history)

In 2018, after reading the explanation of how Indigenous people were treated by the British, those who initially wanted change increased from 19% to 29%.

- Those who didn't care reduced from 19% to 13%.

However, when the preferences of those who didn't care were considered, the total support for change grew from 27% to 33%

- Opposition fell from 73% to 67%.

Q1. Do you think we should change the date on which Australia Day is held?

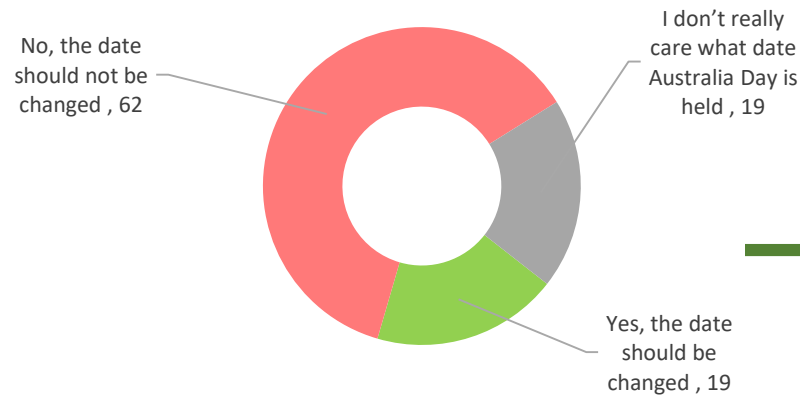
Q2. Australia Day is the anniversary of the landing of the first fleet from England and establishing Australia as a British colony 1788. Some people have suggested we should not celebrate this day because it represents the day when Australia's original Indigenous peoples were invaded by the British, had their land stolen from them and were slaughtered in their thousands by the early British settlers.

Considering this argument, do you think we should change the date on which Australia Day is held?

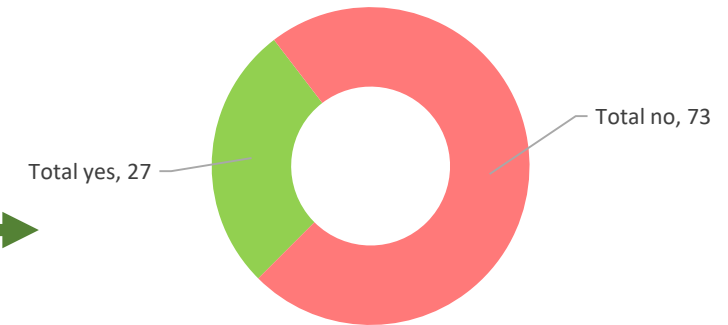
Once the history of the date was explained, overall support for changing the date increased from 27% to 33% of the population.

Q1

Should we change the date?
(Initial response without explanation)

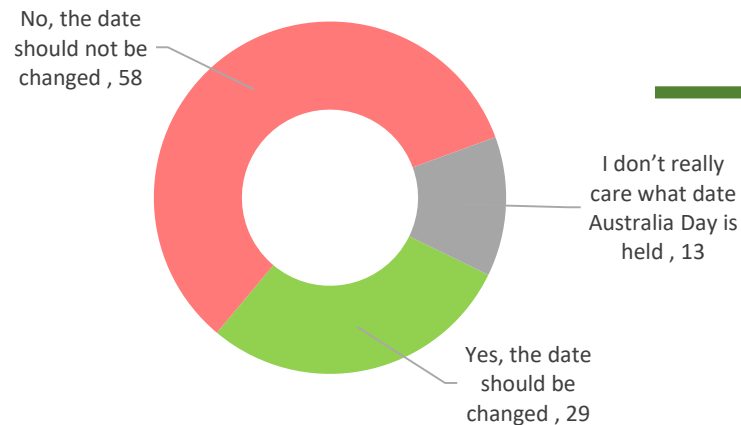


Should we change the date?
(Total outcome without explanation)

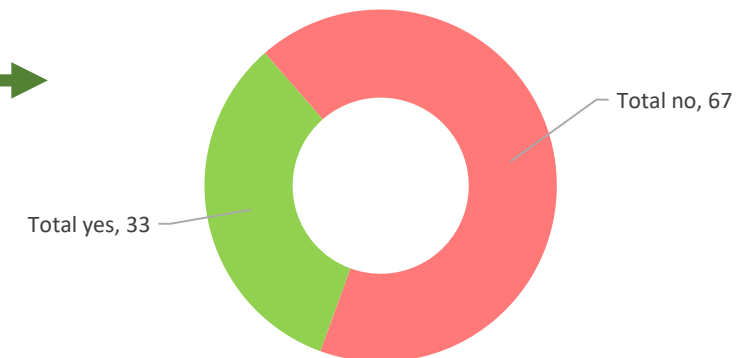


Q2

Should we change the date?
(Initial response after explanation of history)



Should we change the date?
(Total outcome after explanation of history)



Change the date

(After explanation of history)

Reminding people of the actions of the British had some influence on attitudes towards changing the date across all demographics.

For example the support for change increased:

- From 14% to 23% among One Nation voters.
- From 17% to 21% among Coalition voters.
- From 21% to 24% among those over 55 yrs.
- From 32% to 43% among 18-34 yr olds.

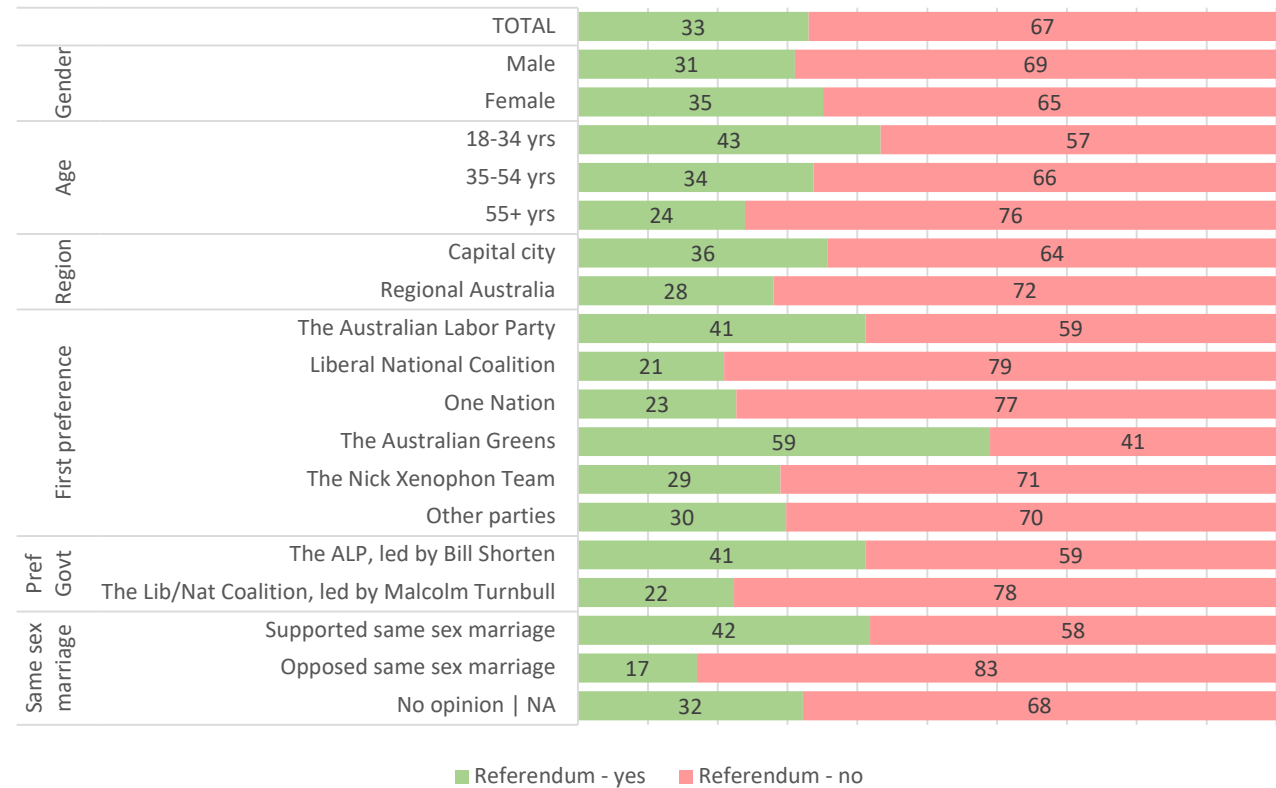
- Australia Day is the anniversary of the landing of the first fleet from England and establishing Australia as a British colony 1788. Some people have suggested we should not celebrate this day because it represents the day when Australia's original Indigenous peoples were invaded by the British, had their land stolen from them and were slaughtered in their thousands by the early British settlers.

Considering this argument, do you think we should change the date on which Australia Day is held?

- You said you don't really care, but if a compulsory referendum were held on the issue, which way would you vote?

The explanation of history had a broad influence on every demographic, leading to slightly increased support across every demographic.

Should we change the date?
(2018)
(Total referendum outcome after main argument explained)



Change the date: 2018 vs 2017

(Initial question only)
(Before and after explanation of history)

Since 2017 there has been a trend towards fewer people saying they 'don't care what date Australia Day is held'.

- This dropped from 24% in 2017 to 19% in 2018 before the explanation of history.
- It fell from 20% to 13% after the explanation.

However this change translated to a corresponding polarisation of attitudes:

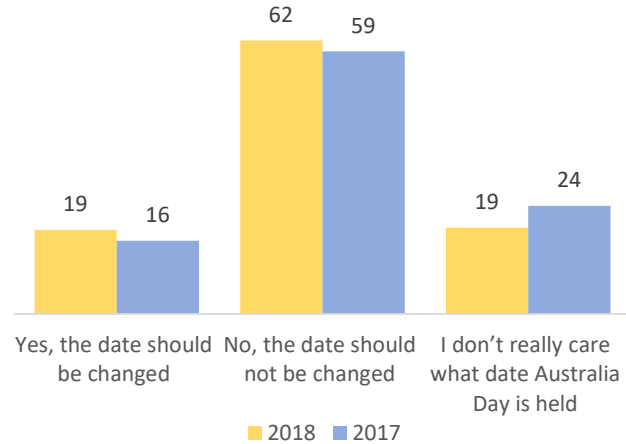
- Before the explanation, yes increased from 16% in 2017 to 19% in 2018, while no increased from 59% to 62%.
- After the explanation, yes increased from 28% in 2017 to 29% in 2018, while no increased from 53% to 58%.

This polarisation suggests that the population is firming on either side of the debate rather than moving from no towards yes.

Initial responses before and after the explanation showed a similar trend between 2017 and 2018, with increasing polarisation of attitudes towards yes or no.

Q1

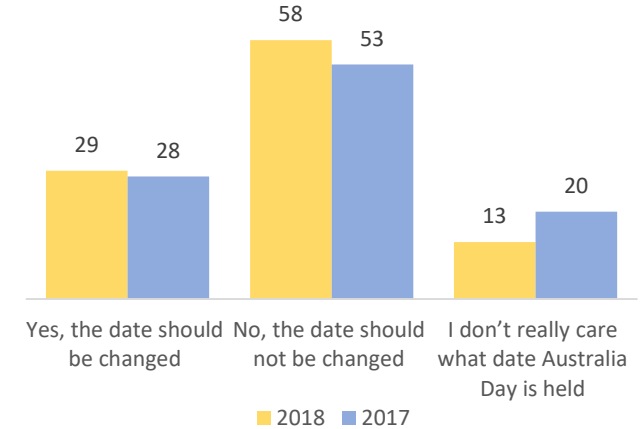
Should we change the date?
(Initial response without explanation
2018 vs 2017)



Q1. Do you think we should change the date on which Australia Day is held?

Q2

Should we change the date?
(Initial response after explanation
2018 vs 2017)



Q2. Australia Day is the anniversary of the landing of the first fleet from England and establishing Australia as a British colony 1788. Some people have suggested we should not celebrate this day because it represents the day when Australia's original Indigenous peoples were invaded by the British, had their land stolen from them and were slaughtered in their thousands by the early British settlers. Considering this argument, do you think we should change the date on which Australia Day is held?

Most important change

Support for change is greatest for a republic, but more than half the population do not want to change the date, become a republic or change the flag.

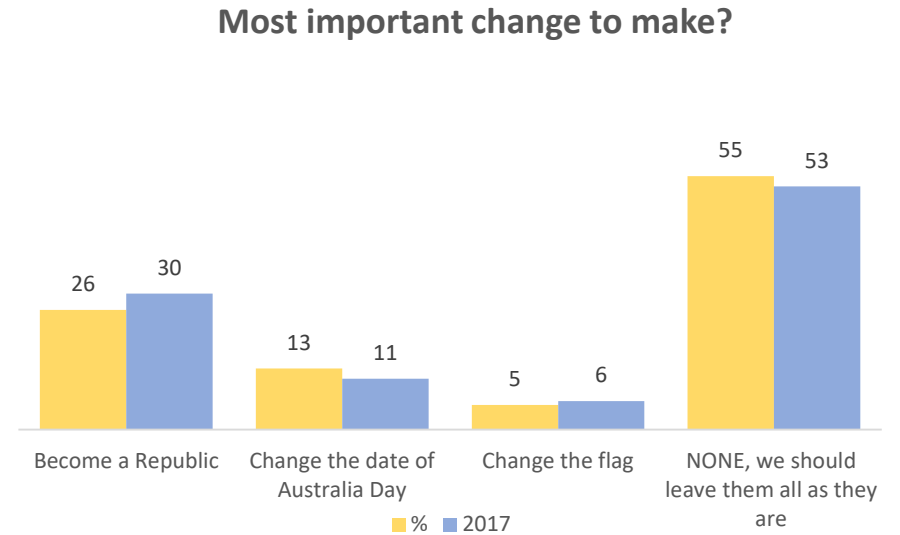
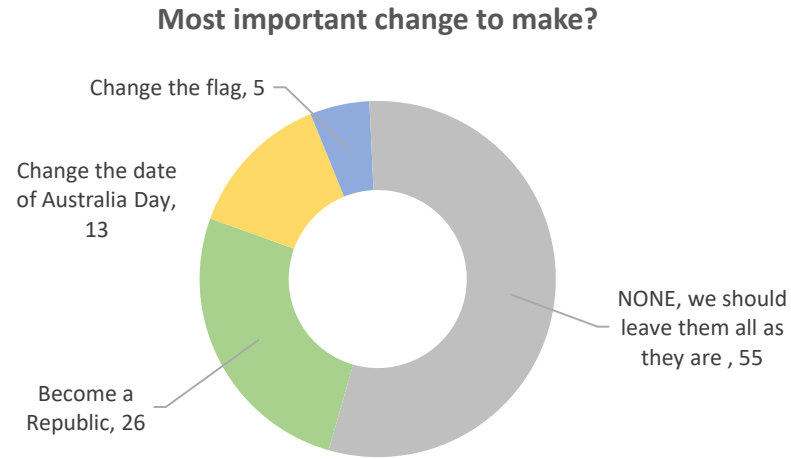
Asked to choose the most important change for Australia from three options (a republic, changing the date or changing the flag) 55% wanted no change.

Greatest support (26%) was for becoming a republic – down from 30% in 2017.

- Only 13% nominated changing the date as the most important change we should make.
- 5% thought changing the flag was most important.

These views had changed little since 2017, with a slight increase in those favouring a republic.

Some people have suggested we should establish our independence as a country in three main ways. Which do you think is the most important change that we should make?



Most important change

Most demographics nominated the republic as more important than changing the date of Australia Day.

Exceptions were:

- 18-34 yr olds (18% republic | 23% date)
- Supporters of the Greens (26% republic | 29% date)

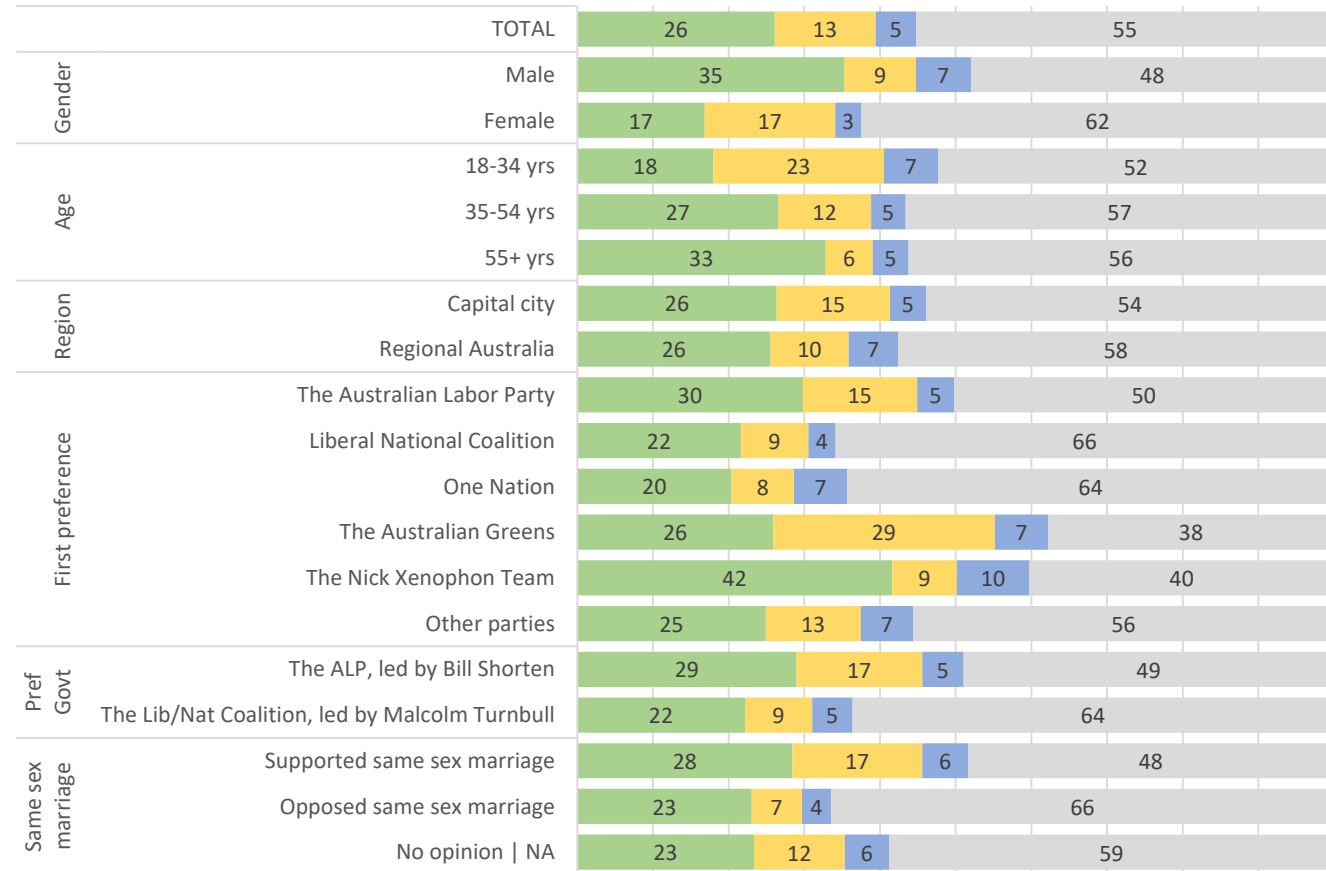
Support for a republic increased with age,

- 33% of 55+ put a republic first
- 18% of 18-34 yr olds thought it was most important

Some people have suggested we should establish our independence as a country in three main ways. Which do you think is the *most important* change that we should make?

Support for change tended to be strongest among men, younger people, supporters of the Greens and Nick Xenophon team, the ALP and those supporting same sex marriage.

Most important change to make?



■ Become a Republic ■ Change the date of Australia Day ■ Change the flag ■ NONE, we should leave them all as they are

The response to change

If Government moved Australia Day

One in 10 people (11%) felt that the government changing would be a very good decision and one in three people (32%) saw it as a very bad decision.

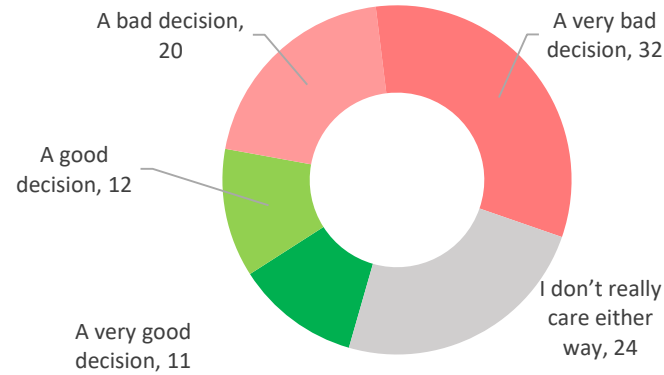
In total, 52% thought it would be bad, 23% good and 24% didn't care.

- Support is strongest among Greens voters (47%).
- However, fewer than half of every demographic do not believe it would be a good decision.

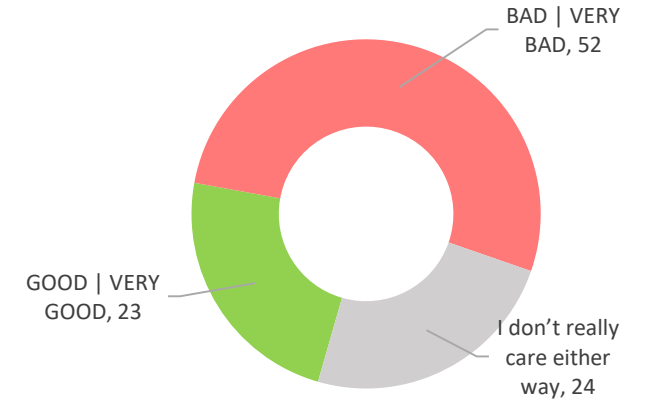
If the Australian Government decided to move Australia Day from January 26th to some other date, would you say it was ...?

If the Government decided to move the date from January 26th, more than half the population would consider it a bad decision and only a quarter would consider it good.

If Government moved Australia Day?



if Government moved Australia Day?



Demographic	Good V good	Bad V Bad	Don't really care	
TOTAL	23	52	24	
Gender	Male	53	26	
	Female	25	52	22
Age	18-34 yrs	36	33	
	35-54 yrs	24	52	24
	55+ yrs	17	68	16
Region	Capital city	25	50	25
	Regional Australia	20	57	23
First preference	The Australian Labor Party	27	39	34
	Liberal National Coalition	16	69	15
	One Nation	14	67	19
	The Australian Greens	47	25	28
	The Nick Xenophon Team	20	71	9
	Other parties	20	55	25
Same sex Pref marriage	The ALP, led by Bill Shorten	30	42	29
	The Lib/Nat Coalition, led by Malcolm Turnbull	15	67	18
	Supported same sex marriage	31	44	25
	Opposed same sex marriage	10	73	17
	No opinion NA	19	45	35

Good | V good Bad | V Bad Don't really care

Influence on vote at general election

More than half of the population (55%) believe the debate would influence their willingness to vote for a party that wanted to change the date.

- 39% would be less likely to vote for such a party.
- 16% would be more likely to vote for them.
- 45% admit it would have no effect on their decision.

This would weaken support among those giving the Coalition their first preference.

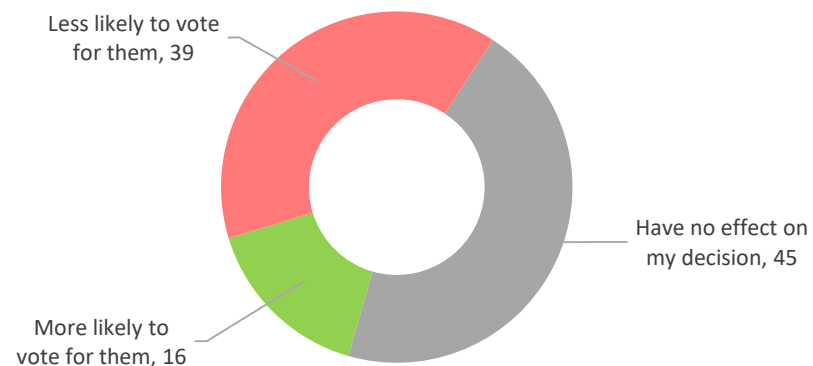
- 53% would be less likely to vote to support change.
- 9% would be more likely.

It would strengthen support among Greens voters.

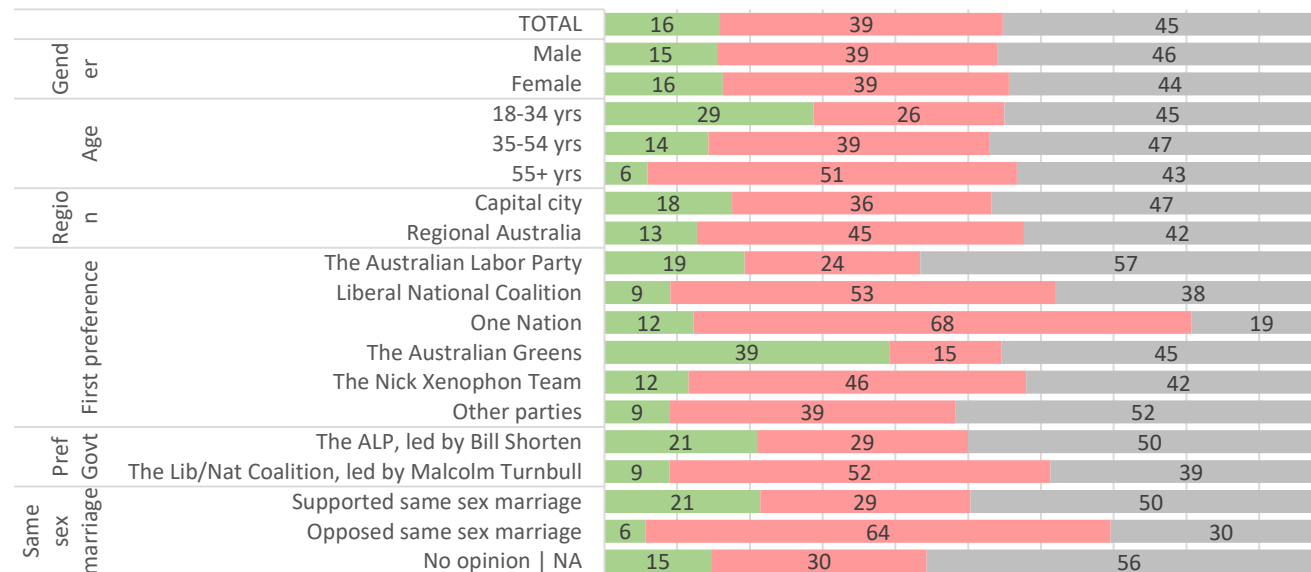
- 39% would be less likely to vote to support change.
- 12% would be more likely.

Various Australian political parties have expressed different views about changing the date. Would you be more or less likely to vote for a party that wanted to change the date?

Opposition to changing the date would translate to voting intentions at a general election with four out of 10 people less likely to vote for a party that planned to change the date.



Influence on vote for party which planned to change the date?



More likely to vote for them | Less likely to vote for them | Have no effect on my decision

2JJJ Decision to move Hottest 100

Only half the population had heard about 2JJJ's decision to move the Hottest 100 from Australia Day and fewer than two out of 10 people thought it was a good decision.

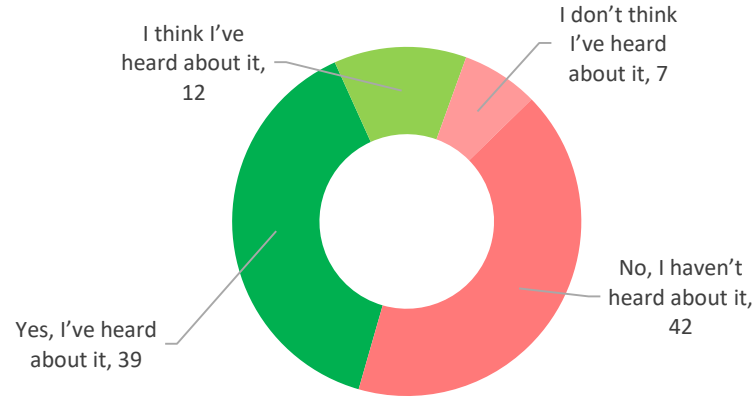
The decision by 2JJJ to change the date of its annual Hottest 100 from Jan 26 to Jan 27 was unknown to 49% of the population.

When asked if it was a good decision ...

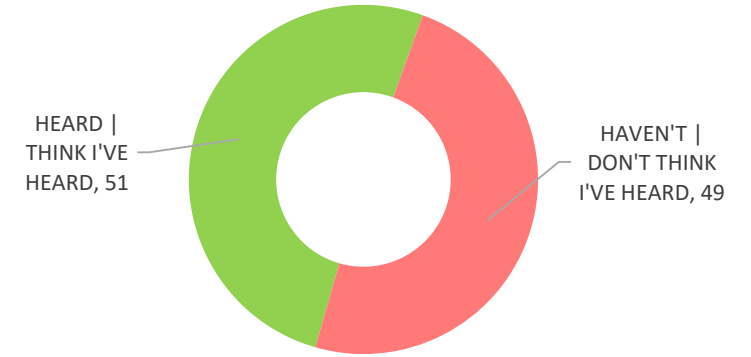
- 51% didn't care
- 32% thought it was bad
 - 18% very bad
 - 14% bad
- 17% thought it was good
 - 9% very good
 - 8% very good

- Before today have you heard anything in the news or social media about radio station 2JJJ deciding to stop running their 'Hottest 100' on Australia Day in 2018 and move it to the fourth weekend in January?
 - Would you say the decision made by JJJ was ... ?

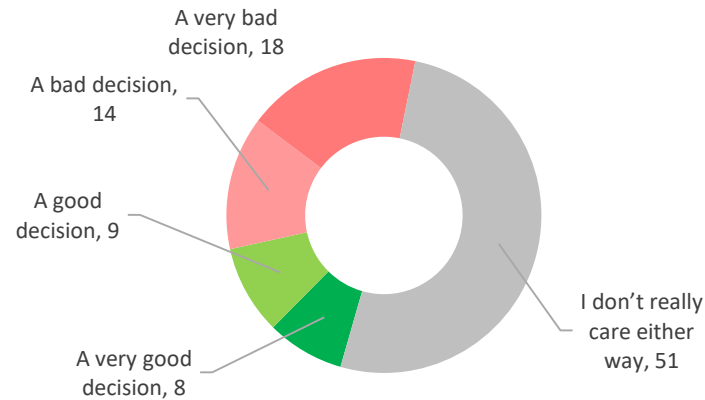
Heard about 2JJJ decision to move Hottest 100?



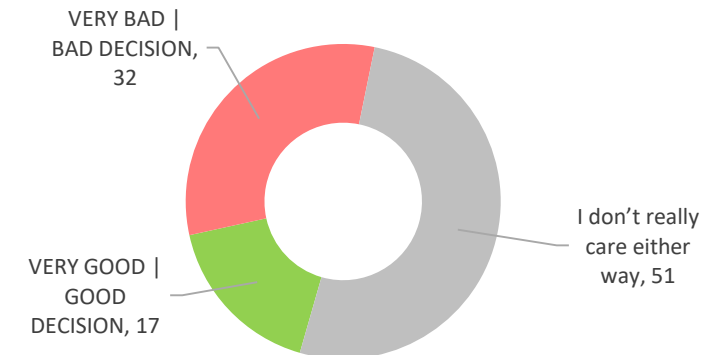
Heard about 2JJJ decision to move Hottest 100?



Did 2JJJ make a good decision to move the Hottest 100?



Did 2JJJ make a good decision to move the Hottest 100?



2JJJ Decision to move Hottest 100

Support for 2JJJ's decision was strongest among the younger demographics, with the strongest support among only one in three 18-24 yr olds.

Greens voters were the strongest supporters of 2JJJ's decision (39%), but almost half of them didn't really care (47%).

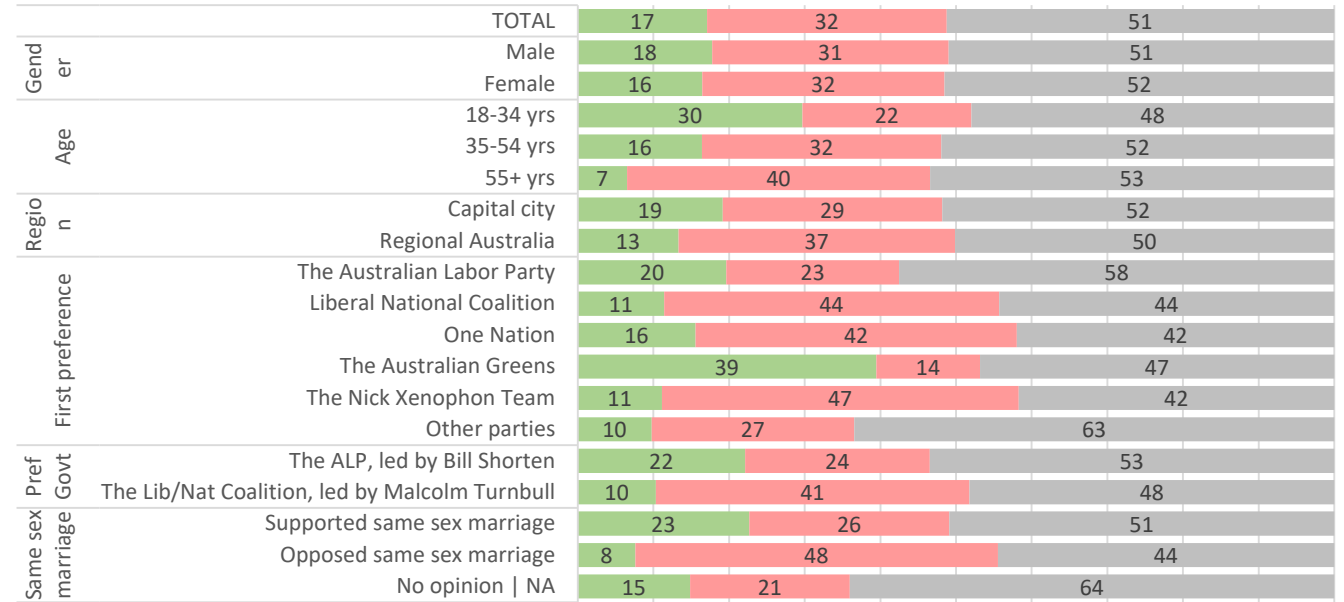
Age was a major factor, with support from:

- 33% of 18-24 yr olds
- 20% of 35-44 yr olds
- 6% of those over 65 yrs

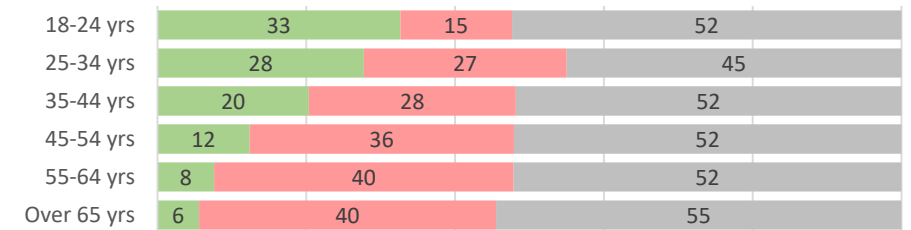
Only a minority of those giving their first preference to other parties supported the decision:

- 20% of Labor voters
- 16% of One Nation voters
- 11% of Coalition voters

Did 2JJJ make a good decision to move the Hottest 100?



Good | V good decision Bad | V bad decision Don't really care



Good | V good decision Bad | V bad decision Don't really care

Would you say the decision made by JJJ was ... ?

Reasons to change/ not change the date

Presented with 10 reasons to keep the date or change it, most people agreed with the reasons to keep the date.

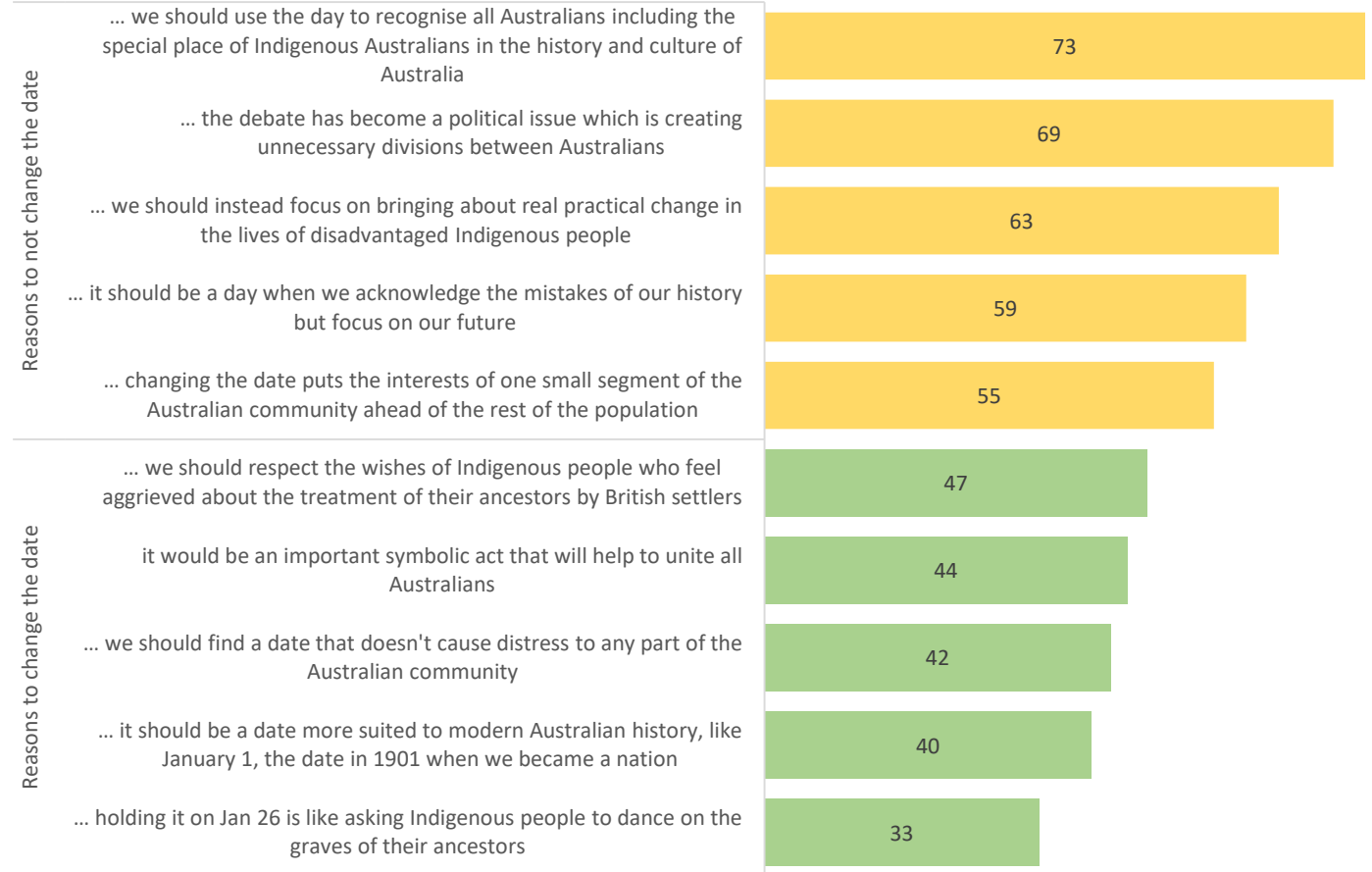
- A substantial majority (73%) agreed that Australia Day should recognise all Australians including the special place of Indigenous Australians.
- A similar number (69%) were concerned it was dividing Australians.
- Slightly fewer (63%) felt the focus should be on practical change for Indigenous people.

- Here are five statements people have made about the reasons why we should change the date of Australia Day. On balance, do you agree or disagree with these statements? We should change the date because ...

- Here are five statements people have made about the reasons why we should not change the date of Australia Day. On balance, do you agree or disagree with these statements? We should not change the date because ...

There is support to use Australia Day to recognise the special place of Indigenous people, history and culture but concern that the debate is creating unnecessary divisions.

Reasons to change/not change the date
(Total Strongly agree / Agree)



Reasons to change/ not change the date

Australians are divided on many of the reasons to change the date.

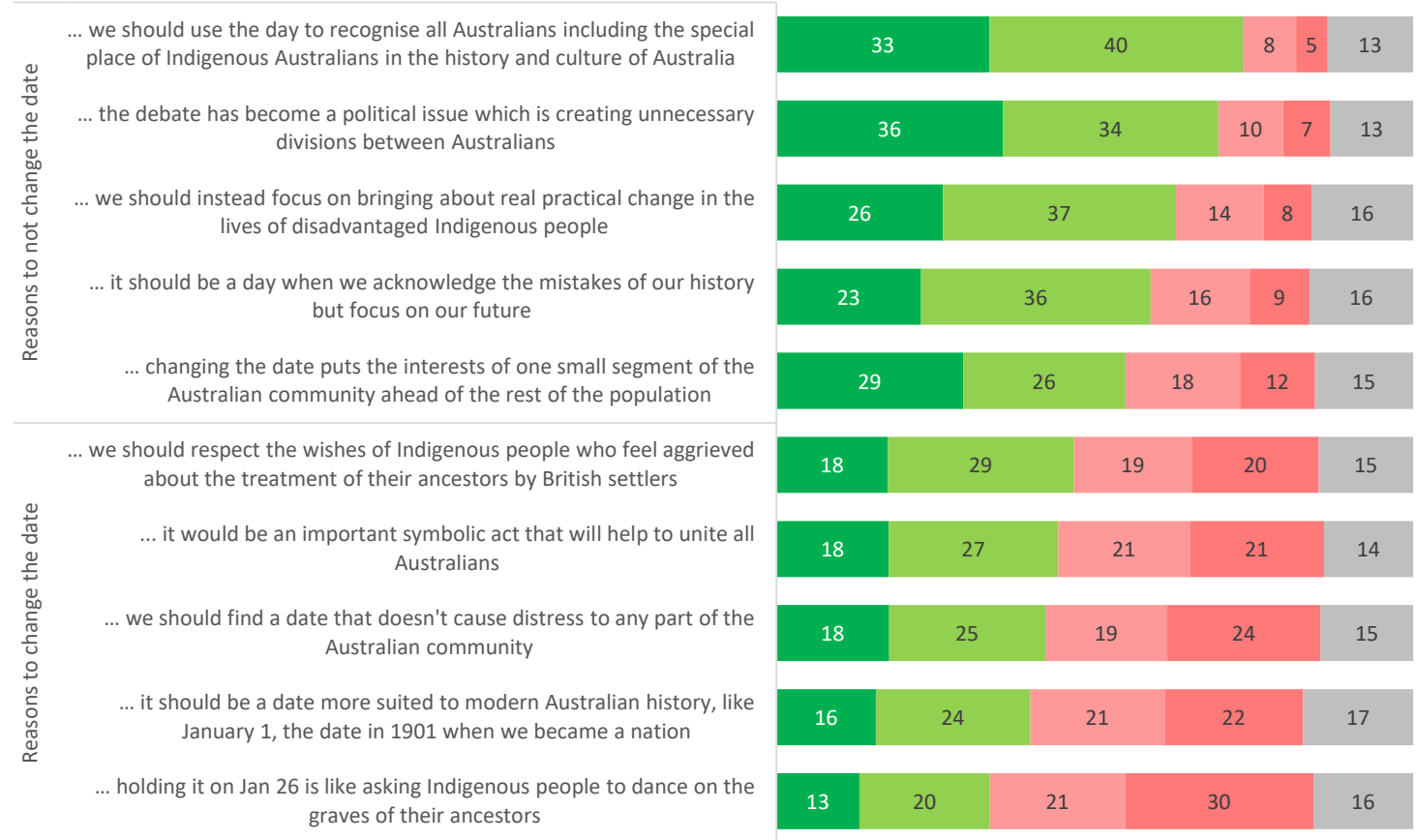
- 47% agree we should respect the wishes of aggrieved Indigenous people | 39% disagree
- 45% agree that it would be a symbolic act that would unite the nation | 42% disagree
- 43% agree that we should find a date that will not cause distress to anyone | 43% disagree
- 40% agree we should find a date suited to modern history (like Jan 1) | 43% disagree
- 33% agree that Indigenous people are being asked to dance on their ancestor's graves | 51% disagree.

- Here are five statements people have made about the reasons why we should change the date of Australia Day. On balance, do you agree or disagree with these statements? We should change the date because ...

- Here are five statements people have made about the reasons why we should not change the date of Australia Day. On balance, do you agree or disagree with these statements? We should not change the date because ...

Responses to the current debate reveal the gap to be bridged between support and opposition for changing the date – and suggest ways to achieve a compromise.

Reasons to not change the date



Strongly agree Agree Disagree Strongly disagree I have no real opinion

Indigenous recognition ceremony

There is strong support for introducing a formal ceremony to recognise the importance of Indigenous people, their history and culture to Australia as part of Australia Day.

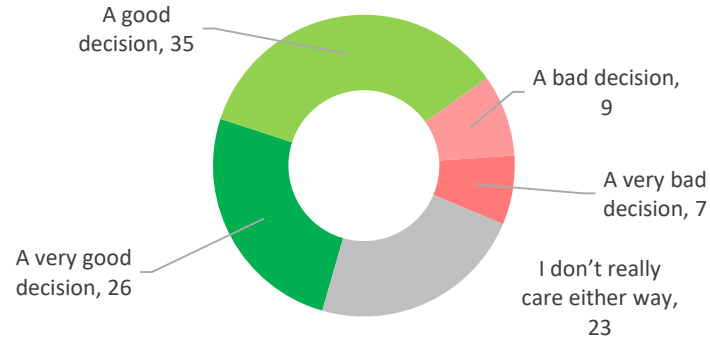
Most Australians (61%) would welcome the Australian Government establishing a national ceremony of Indigenous recognition to be held at sunrise on Australia Day.

This is supported by a majority of every demographic (except for One Nation voters on 49%).

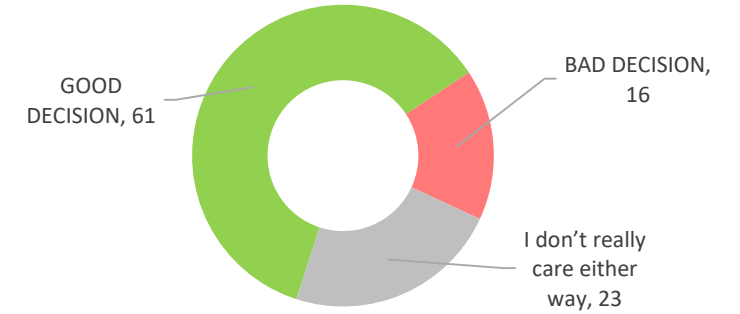
- Fewer than two out of 10 (16%) consider this a bad decision.
- About the same number (23%) don't really care either way.

If the Australian Government decided to establish a national ceremony at sunrise on Australia Day to recognise the importance of Indigenous people, their history and culture to Australia, would you say it was ...

Support for sunrise Indigenous recognition ceremony



Support for sunrise Indigenous recognition ceremony



	Good V good decision	Bad V bad decision	Don't really care	
TOTAL	61	16	23	
Gender	Male	15	23	
	Female	60	17	23
Age	18-34 yrs	65	13	21
	35-54 yrs	57	18	25
	55+ yrs	61	17	22
Region	Capital city	62	16	23
	Regional Australia	59	17	24
First preference	The Australian Labor Party	64	14	23
	Liberal National Coalition	60	16	25
	One Nation	49	29	22
	The Australian Greens	71	15	14
	The Nick Xenophon Team	68	15	17
	Other parties	53	16	31
Pref Govt	The ALP, led by Bill Shorten	63	16	22
	The Lib/Nat Coalition, led by Malcolm Turnbull	58	17	25
Same sex marriage	Supported same sex marriage	68	12	19
	Opposed same sex marriage	53	25	22
	No opinion NA	49	14	37

Good | V good decision Bad | V bad decision Don't really care

Australia Day Advertising

Recognition of advertising

While 56% couldn't recall seeing any ads, 20% remembered the latest lamb ad and the National Australia Day Council ad featuring Australian of the Year Rosie Batty.

Sam Kekovich was a familiar face to some, even though in 2018 he was promoting Inspirations Paint instead of lamb.

Two political ads presented the case for not changing the date:

- Jacinta Price, Indigenous Councillor from Alice Springs explained the need to focus on Indigenous disadvantage.
- Mark Latham's ad created a future where people were scared to celebrate Australia Day.

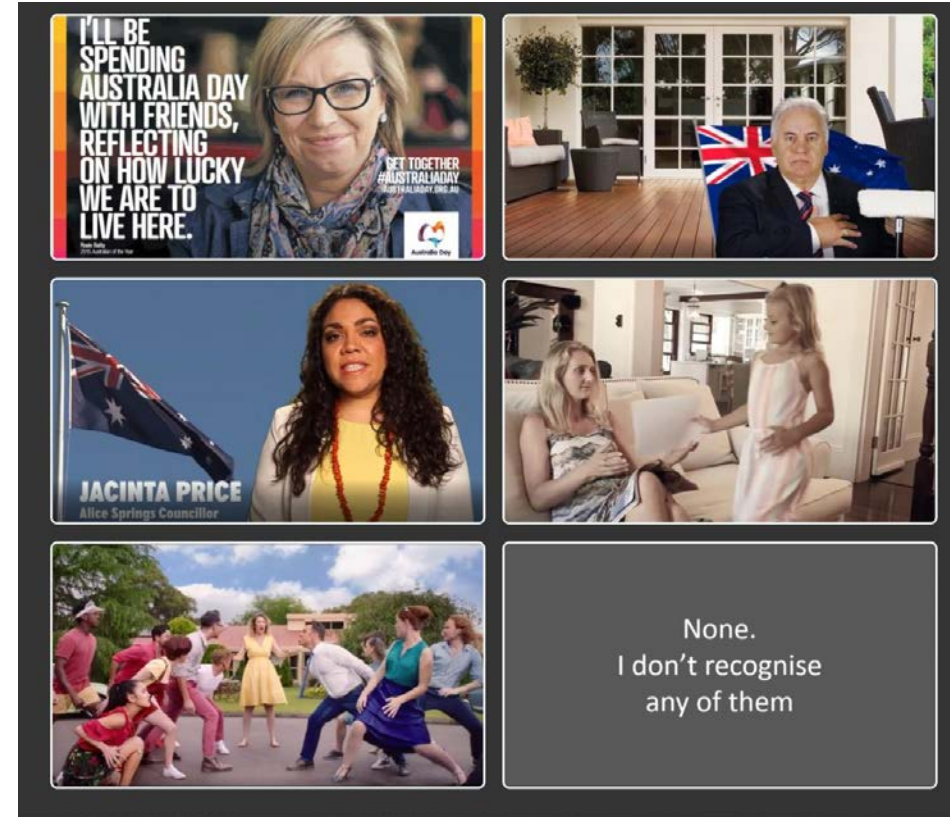
Note: In developing the survey, Review Partners, and media monitoring agency Ebiquity were unable to find advertising directly promoting the case for changing the date.

The images below are taken from different ads that ran before Australia Day and carried a specific message about Australia Day.

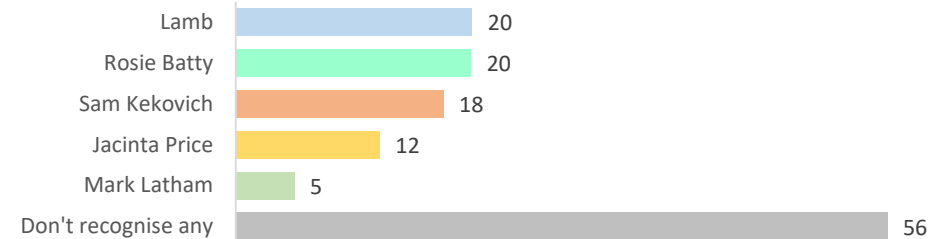
Please click on any that you remember seeing on TV, on a computer or anywhere else.

Most people couldn't recall any Australia Day advertising, even though the lamb industry again dominated publicity with few other commercial advertisers making ads for the day.

Click on any image to watch individual ads on YouTube or Facebook.



Remember seeing any of these ads?



Response to advertising

The argument made by Indigenous Councillor Jacinta Price – that we should focus on overcoming Indigenous disadvantage rather than changing the date – drew the strongest support.

The message from Jacinta Price gained the strongest support:

- 57% loved it (20%) or liked it (37%)
- 63% thought it had a very good message (32%) or a good message (31%)

This was followed by Rosie Batty's message of an Australia which respects everyone:

- 54% loved it (9%) or liked it (45%)
- 62% thought it had a very good message (18%) or a good message (44%)

Mark Latham's ad drew support from almost half the population:

- 47% loved (15%) or liked it (32%)
- 49% thought it had a very good message (22%) or a good message (27%)

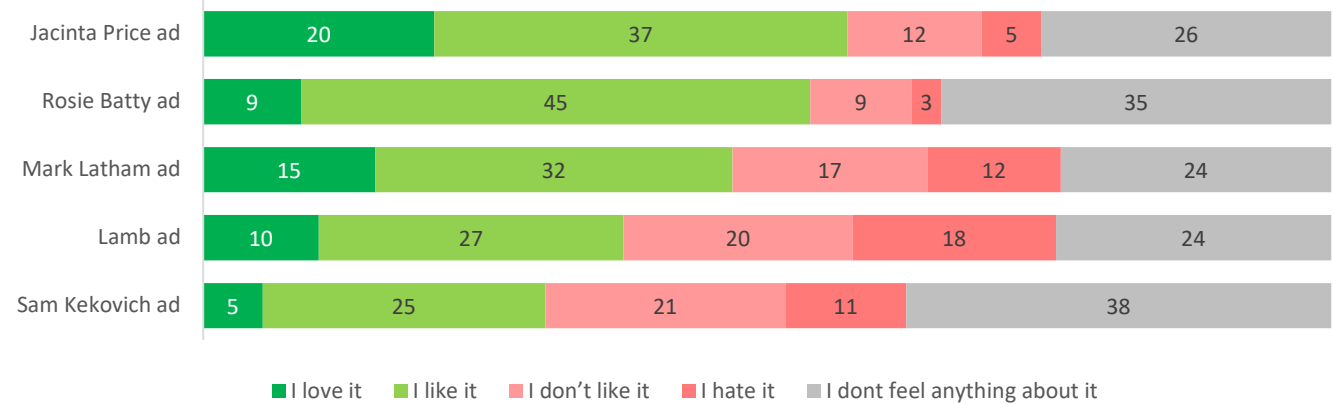
The lamb ad drew a weaker response :

- 37% loved it (10%) or liked it (27%)
- 40% thought it had a very good message (11%) or a good message (29%)

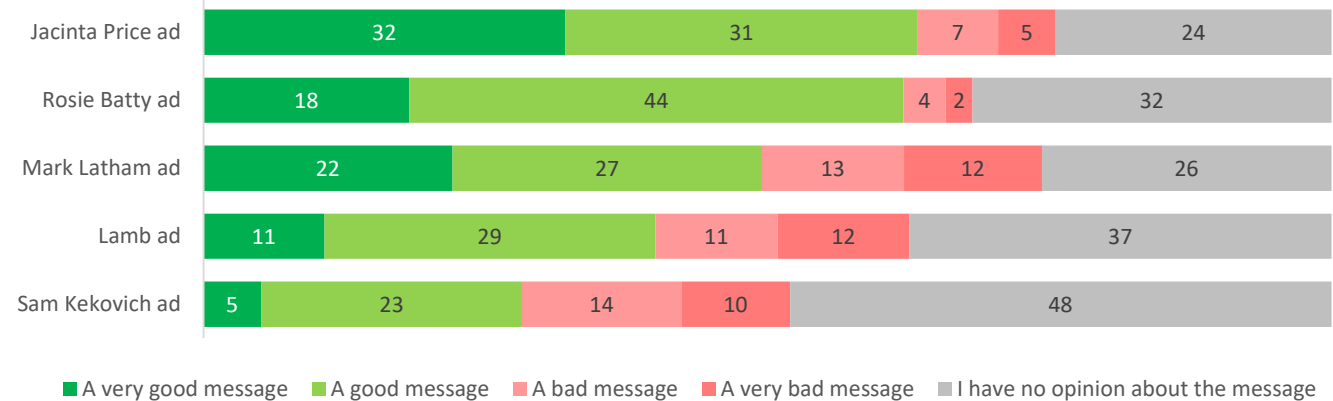
- How do you feel about this ad?

- Do you think it gets across a good message for Australia Day 2018? Would you say it's ... ?

How do you feel about these ads?



How do you feel about the message in these ads?



For more information.

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