

# Are we there yet?

## The annual battle for changing the date of Australia Day 2019.

Research study into the attitudes of Australians towards Australia Day 2019 and the future of January 26<sup>th</sup> as our national day.

February 2019

**Review**  
Partners

**STRATEGIC**  
**PRECISION**

**LIGHTSPEED**

**RDA RESEARCH**  
GEOMARKETING INTELLIGENCE

**Review Partners Pty Ltd**

In association with Lightspeed, Strategic Precision and RDA Research

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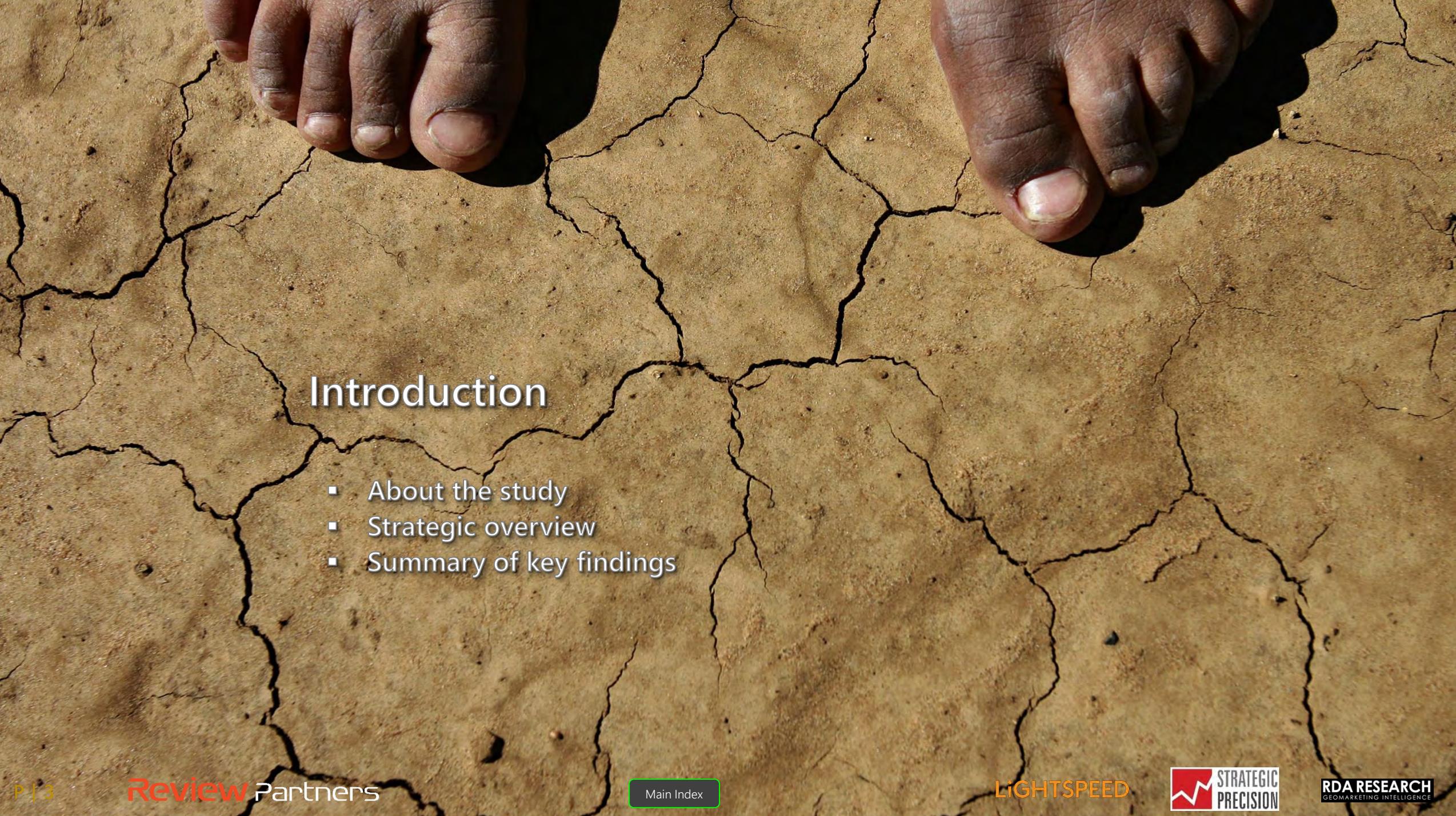
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# Report structure

<b>Introduction</b>	<b>How did people spend Australia Day?</b>	<b>Should we change the date?</b>	<b>What if the Government changed the date?</b>	<b>Australia Day advertising</b>	<b>Australian values segments and Australia Day</b>	
About this study Demographics	Celebrating Australia Day	Heard about changing the date?	If the Government moved Australia Day	Lamb advertising evaluation	How does the population divide over Australia Day?	The trends across the segments
Strategic overview	The 'Traditional Australian' BBQ	Change the date? (No explanation of history)	Change in voting intention since 2018	Recall of any Australia Day advertising	Map: Eight distinct segments	<a href="#">Changing the date</a> <a href="#">Age and Gender</a> <a href="#">Most important change</a> <a href="#">Celebration</a> <a href="#">Government action</a> <a href="#">Voting intentions</a> <a href="#">Knowledge</a> <a href="#">Councils' decisions</a>
Summary of key findings	<b>How important is Australia Day?</b>	Change the date? (Before and after explanation)	Influence on vote at general election	Recall of Australia Day lamb advertising	Segment summary profiles	
<a href="#">Executive summary</a> <a href="#">Key findings</a> <a href="#">Key trends</a> <a href="#">Influence on vote</a> <a href="#">Being Australian</a> <a href="#">Reasons to change</a> <a href="#">Australian values</a> <a href="#">Segment map</a> <a href="#">Segment profiles</a>	Importance of Australia Day	Change the date? (2017 to 2019)	Councils' decisions to stop Citizenship Ceremonies	Response to lamb advertising	Snapshot profiles	<a href="#">Changing the date and GeoTribes</a>
	Anniversary of Australia Day	Most important change?	Influences on views about Councils' decisions	Lamb ad and what it means to be Australian	Detailed profiles	
					Influence on lamb purchasing	



## Introduction

- About the study
- Strategic overview
- Summary of key findings

# About the study

- Study structure
- Sample demographics



## Study structure

This research study was undertaken by research company Review Partners in association with online data company Lightspeed and data analytics firm Strategic Precision shortly after Australia Day 2019 following intense publicity about the #changethedate campaign and protests demanding the date of Australia Day be changed because the injustices suffered by Indigenous people at the hands of early settlers.

This year's study builds on previous studies conducted in 2017 and 2018.

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 2019 study was expanded to include a detailed analysis of what it means to be an Australian in 2019.

- This data was modelled by Dr Con Menictas to provide eight distinct segments that provide a profile of how Australians divide into attitudinal groups in relation to changing the date.

Sociodemographic analysis was provided by RDA Research using their customised GeoTribes profiles of the Australian population based on a comprehensive database of ABS data.

The survey was run from 7 pm on the evening of January 26<sup>th</sup> 2010 among a sample of the 1000 people selected using a commercial online panel provided by Lightspeed.

This sample size of 100 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 [Lightspeed](#)

*Lightspeed is a leading digital data collection specialist on a mission to help clients discover truth through data. Our 700 employees in 14 countries are passionate about boldly challenging the status quo to find faster, more creative ways of connecting brands and consumers to build richer profiles of millions of people across the globe.*

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### About [Strategic Precision](#)

*Strategic Precision is a market research, advanced analytics and statistical modelling consultancy, focused on developing and optimizing customer loyalty programs. Our solutions create disruptive and innovative market influences for brands that want to be loyalty leaders. We understand how to bring data to life and how to connect customers to brands.*

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### About [RDA Research](#)

*RDA Research provides geomarketing intelligence to empowering insights, analytics & planning professionals with expert tools & support for database segmentation, retail network planning and geospatial media targeting.*

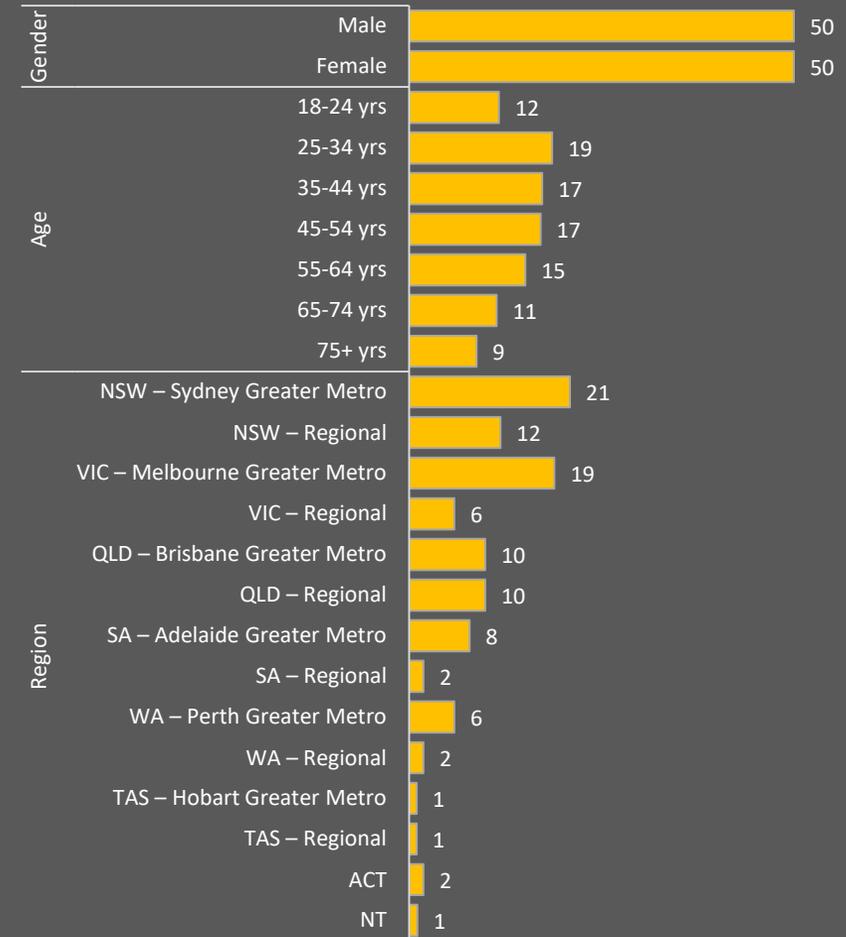
CONTACT: Robert Dommett | E [robert@rdaresearch.com](mailto:robert@rdaresearch.com)

# Sample demographics

The sample of 1000 responses 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.

The participants had provided permission to be contacted as part of their participation in the LightSpeed Australian market research panel.

Sample demographics



# Sample demographics

## Country of birth

	%
Australia	75
United Kingdom / Great Britain	7
New Zealand	2
India	2
China	1
Malaysia	1
Germany	1
Singapore	1
United States of America	1
Netherlands	1
Hong Kong	1
Canada	0
Indonesia	0
Philippines	0
South Africa	0
Sri Lanka	0
Vietnam	0
France	0
Japan	0
Italy	0
Greece	0
Korea	0
Scandinavia	0
Switzerland	0
Taiwan	0
Thailand	0
NOT LISTED - OTHER COUNTRY	4
PREFER NOT TO ANSWER	1

## Ancestry

	%
Australia	63
United Kingdom / Great Britain	26
Germany	6
New Zealand	4
Italy	3
China	3
Netherlands	2
India	2
France	1
Malaysia	1
United States of America	1
Greece	1
Canada	1
Philippines	1
Scandinavia	1
Singapore	1
South Africa	1
Hong Kong	1
Sri Lanka	1
Vietnam	0
Japan	0
Korea	0
Indonesia	0
Switzerland	0
Taiwan	0
Thailand	0
NOT LISTED - OTHER COUNTRY	10
PREFER NOT TO ANSWER	2

## Indigenous

	%
Aboriginal, TS Islander	5
No I am not Indigenous	95

## People living in home

	%
1 (Just me)	19
2 (Me and one other)	39
3	17
4	16
5	6
6	2
7	0
More than 7	1

## People living in home

	%
A couple with children at home	27
A single parent with children at home	7
A couple with no children at home (have not had kids)	13
A couple with no children at home (kids have moved away)	18
A single person with no children at home (have not had kids)	14
A single person with no children at home (kids have moved away)	6
Sharing with other people	11
Something else	4

# Strategic overview



## Strategic overview

### Political resolve to keep the date

The 2019 survey of 1000 Australians following the 2019 protests against Australia Day has found that the Morrison Government could weaken the support of up to 53% of Coalition voters at the next election if it decided to change the date of Australia Day from January 26th to another date.

The study also found that the ALP would be risking the support of up to 30% of its current voters. The response of One Nation voters would be more extreme, with 64% of its voters more likely to oppose a change at the ballot box.

The findings are the result of the third year of an annual independent national research study which surveyed the importance of Australia Day among 1000 Australians of voting age.

The study was designed to understand how the #changethedate campaign is progressing and whether it has changed public opinion over the past three years on the need to find a new date for Australia Day.

The Greens would be the only party to benefit by forcing a change in the date by gaining the approval of 40% of Greens voters.

### Campaign reaching minority

These results help to explain why leaders of the two major parties have consistently rejected the idea of changing the date, despite a highly visible campaign during January each year and claims from pro-change advocates and The Greens that the tide of public opinion is swinging strongly in favour of changing the date.

While there have been some small gains in more people accepting the idea of change, the analysis shows this has not translated into political will because the political parties will see the same trends in their own polling.

Over the past few years, the highly visible campaign and protests have been limited to a few weeks in January.

They have galvanised support among a relatively small section of the community who believe the symbol of a new date for Australia Day will help to reduce the grief Indigenous people feel over the treatment of their ancestors.

### Majority not yet convinced

A far larger section of the population cannot see how changing the date will bring about real change for Indigenous people and they are concerned about the divisions the protests are generating among Australians.

The majority also have a positive view of Indigenous heritage, with (76%) agreeing that *'we should respect the special place of Indigenous people as the first Australians'* and the same number believe *'We should use the day to share in national pride for both non-Indigenous and Indigenous culture and history'*.

However, there is resistance against being made to feel guilty for the past with 70% agreeing that *'People who have come to Australia since the First Fleet should not be held responsible for the actions of the early settlers'*.

The challenge for the #changethedate movement is to find ways to engage more effectively with the majority of Australians by building on their positive sentiments to make Australia Day symbolise a shared sense of pride in our national identity that includes Indigenous and non-Indigenous Australians.

### Annual trends

Annual trends revealed there has been a gradual increase in public acceptance of changing the date from 16% support in 2017 to 22% support in 2019, which was matched by a fall in opposition from 59% to 57% over the same period. Those who didn't care dropped from 24% to 21%.

## Strategic overview

However, the study found a slight decline in the number of people who would be more likely to vote for a Government that changed the date – from 16% in 2018 to 14% in 2019. On the other hand, the proportion of the electorate more likely to vote against a Government changing the date increased from 39% to 41% and the first preference political party of a voter had a significant influence over their level of support or opposition. The undecideds remained on 45% in both years.

### Eight distinct segments

The study also used data segmentation analysis to construct eight distinct profiles of how Australians view the issue. This revealed two segments at either extreme of the debate.

The 'Insist on change' segment represents 5% of the population, is passionate about changing the date out of respect for Indigenous grief and as a symbolic act to unite Australians. They are most likely to be leading opposition to Australia Day and would strongly support any Government committed to change.

The 'Refuse change' segment accounts for 13% of people strongly opposed to change, is concerned the debate is creating unnecessary divisions in Australia and believes that the day should be used to share in national pride of both non-Indigenous and Indigenous culture and history. They are most likely to use their vote against any Government that wanted a different date.

'Insist on change' was one of three segments accounting for 27% who generally supported change. The other segments were the sympathetic 'Believe in change' (18%) and the highly educated 'Intellectually support change' (4%).

A total of 46% opposed change, including 'Refuse change' as well as the more moderate 'No reason for change' (26%) and the somewhat indignant 'Reject political correctness' (7%).

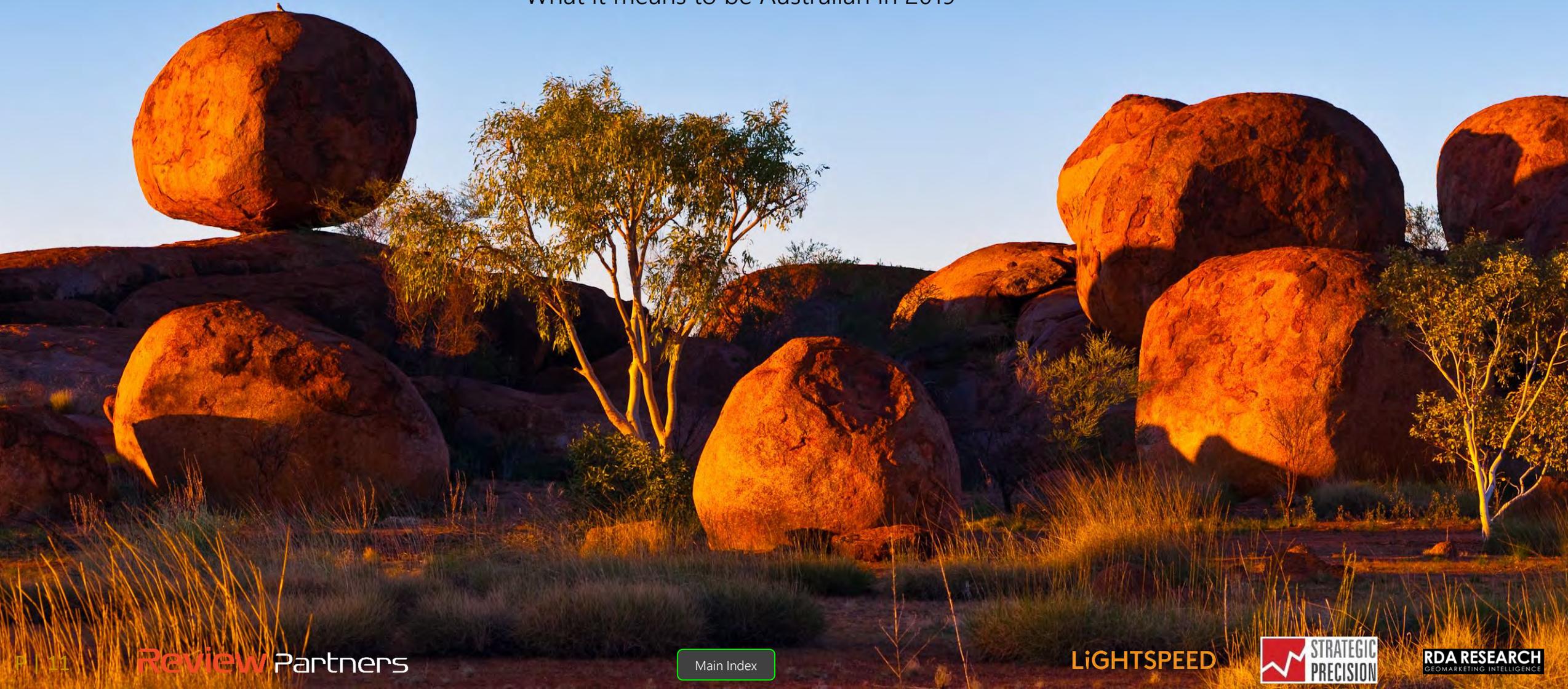
A further two segments occupy the middle ground of not caring about the date. These are 'More important priorities' which covers 19% of people more concerned with other issues and 10% in 'Not relevant to my life' who are more focused on the pressures facing their own lives.

The study also found similar community reactions to the decision taken by a number of local Councils to refuse to hold Citizenship Ceremonies on Australia Day. Despite considerable publicity, only two out of three Australians were aware of the decision (68%). Only 16% said they thought the Councils had made a good decision while 51% thought the decision was bad.

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# Summary of key findings

- Executive summary
- Key findings at a glance
- Key trends at a glance
- Influence on vote at general election
- What it means to be Australian in 2019
- Reasons to change/not change the date
- Values of being Australian in 2019
- Relationship between segments
- The eight core segments.



## Executive summary

### A referendum on the date?

If a referendum on changing the date of Australia Day had been held over the Australia Day weekend 2019, the national result would have been 70% no and 30% yes.

However, this is made up of a range of views from strong support and strong opposition.

- 12% Definitely change the date
- 10% Probably change the date
- 21% Don't care about the date (which splits 13% no and 8% yes when forced)
- 14% Probably don't change the date
- 42% Definitely don't change the date

### Influence on election outcome

The issue of changing the date would also translate to a net negative outcome at the ballot box in a general election for any Government that decided to change the date.

- Only 14% of people said they would be more likely to vote for a party that wanted to change the date, while 41% would be less likely to vote for such a party and 45% felt it would have no effect on their decision.
- While 40% 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 such a party.
- Among ALP supporters, 17% would be more willing to support a Government that changed the date, but 30% would be less likely to support it

### Trends since 2017

There has been a gradual increase in support for change to the date over the past three years.

- Since 2017, those supporting the change have increased by a total of 6% from 16% to 22%, including a 4% increase since 2018.
- There has been a smaller decline in those opposed to change. Since 2017 this fell 2% to 57% from 59% in 2017 after initially rising to 61% in 2018.
- Those who don't care about the date fell from 24% in 2017 to 21% in 2019, slightly up from the 2018 figure of 20%.

### Councils refusal to hold Citizenship ceremonies

The survey looked at attitudes towards the controversial decision by some local Councils to refuse to hold Citizenship ceremonies on January 26<sup>th</sup>.

- News of the decision reached only two out of three people, with 68% claiming to have heard about it.
- The decision generated only limited support, with 16% considering it a good decision, 51% calling it a bad decision and 33% saying they didn't really care.

### Lamb advertising

Fewer new ads were released to coincide with Australia Day 2019 than in previous years, but the study presented the 2019 Meat and Livestock Australia ad 'New Australia-land'.

- Seven out of 10 people recalled seeing the ad, which generated a positive response from 49%, and the negative and neutral responses split 26% each. This was a substantial increase over responses to the 2018 ad when only 37% said they loved or liked the ad and 38% didn't like it or hated it.
- Opinions were split over whether the lamb ad represented what it means to be Australian. 41% felt it represented being Australian, 43% felt it didn't and 16% had no opinion.

# Executive summary

## Australian values and Australia Day

The 2019 study explored Australian values in depth by asking for responses to 18 separate statements about changing the date and living in Australia in 2019.

- The responses reveal a more complex picture of the different groups that make up Australia.
- The individual answers provide an idea of what the majority of Australians think.
- The statements also formed part of a detailed segmentation which revealed strong differences in attitudes among eight distinct population segments.

## Key majority findings

Some of the main findings about the attitudes of most Australians are:

### Respect

There is a high level of respect for Indigenous culture and history, our multi-cultural heritage and supporting those who need help.

- 76% agree that we should respect the special place of Indigenous people as the first Australians.
- 76% believe we should to use Australia day to share in national pride for both non-Indigenous and Indigenous culture and history.
- 72% agree we benefit from the diversity of races, cultures and religions that make up Australia today.
- 73% agree we should offer a helping hand to those who have fallen behind financially in society.

## Freedom of speech

There is a strong desire to protect free speech from being curtailed by political correctness.

- 77% agree we should protect our right to freedom of speech even if it offends some people.
- 76% agree that political correctness has too much influence over a lot of changes in society.
- 69% agree the debate about changing the date has become a political issue which is creating unnecessary divisions between Australians.

## Positives

There is a generally positive view of being Australian, including:

- 73% believe that in Australia anyone can achieve their dreams through hard work and determination.
- 73% agree 'I believe I am living in the best country in the world'.

## Negatives

There is a less positive view of being Australian include:

- 27% believe as a nation we respect our political leaders (73% don't).
- 38% believe we live in a country where social class does not matter (62% believe it does).
- 45% agree 'I can be myself knowing that I will not be judged by others for my choices or opinions'. (55% do feel judged).
- 48% agree 'Everyone in Australia has equal opportunities in life'. (53% don't).

# Executive summary

## The eight segments

The population can be divided into eight distinct segments on the basis of their attitudes towards changing the date and their values.

Three support changing the date.

- 'Insist on change' (5%) are passionate advocates for change.
- 'Believe in change' (18%) are sympathetic towards change.
- 'Intellectually support change (4%) who can see both sides of the debate.

Two are neutral and 'don't really care.

- 'More important priorities' (19%) who are more concerned with other issues.
- 'Not relevant to my life' (10%) who are more focused on the pressures facing their own lives.

Three are opposed to change.

- 'Refuse change' (13%) are steadfast in wanting to keep the current date.
- 'No reason for change (26%) can't see good reasons to change.
- 'Reject political correctness (7%) who are resist the pressure for change.

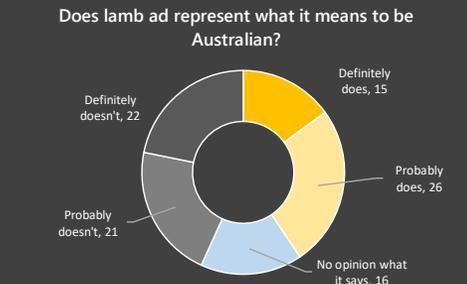
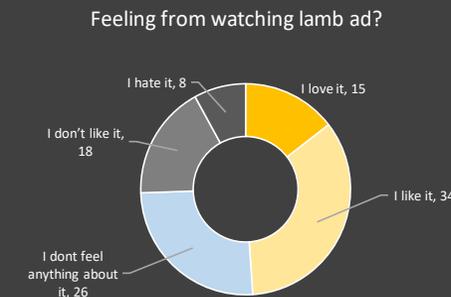
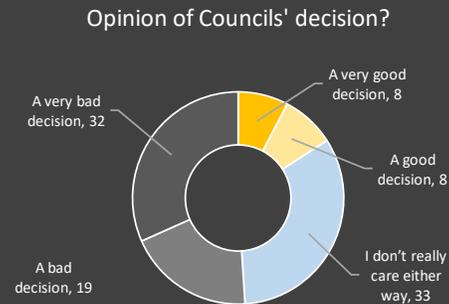
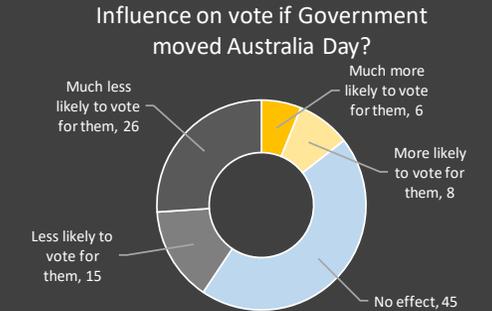
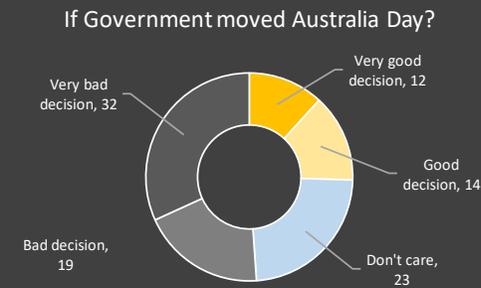
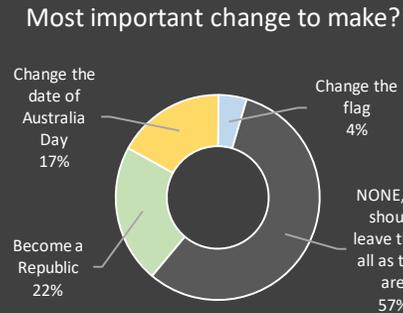
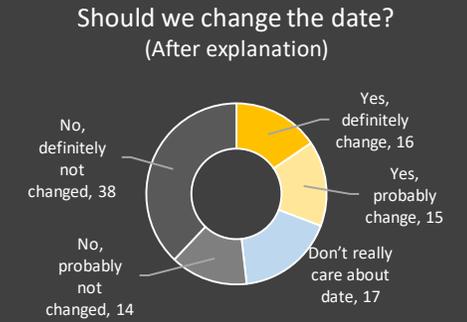
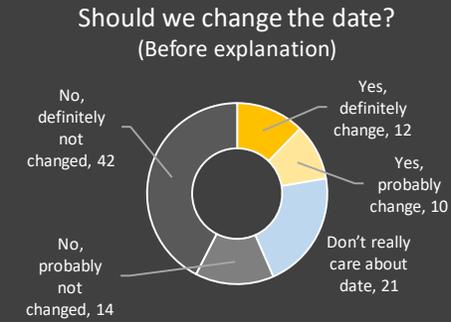
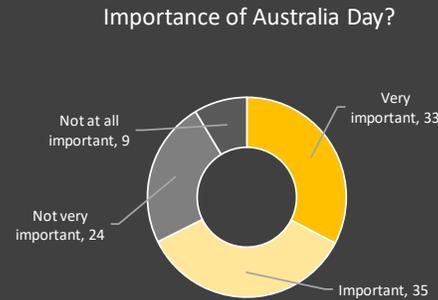


## Key findings at a glance

The majority of Australians are not ready to change the date of Australia Day and only 14% would be more likely to vote for a party that decided to change it from January 26<sup>th</sup> to a different date.

1. **68%** | Australia day is important to me.
2. **22%** | We should change the date (initial response).
3. **56%** | We should not change the date (initial response).
4. **21%** | Don't really care about the date (initial response).
5. **31%** | We should change the date (after explanation of history).
6. **14%** | More likely to vote for Govt that changed date.
7. **41%** | More likely to vote against Govt that changed date.
8. **22%** | Becoming a republic is most important change we should make.
9. **26%** | It would be a good decision if the Government moved Australia Day.
10. **16%** | Local Councils made a good decision to refuse to hold Citizenship Ceremonies on Australia Day.
11. **49%** | I loved or liked the 2019 lamb ad.
12. **41%** | The 2019 lamb ad represented what it means to be Australian.

Click charts to view more detail



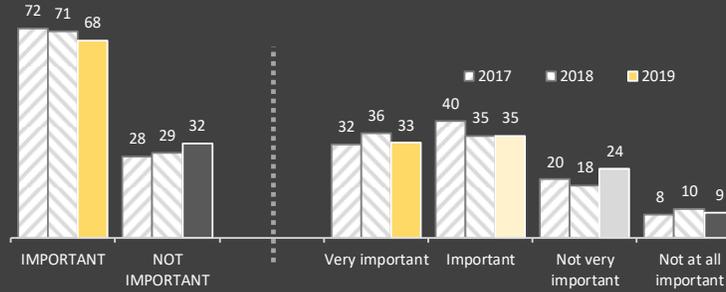
# Key trends at a glance

There has been a small trend towards changing the date (before and after the explanation of history).

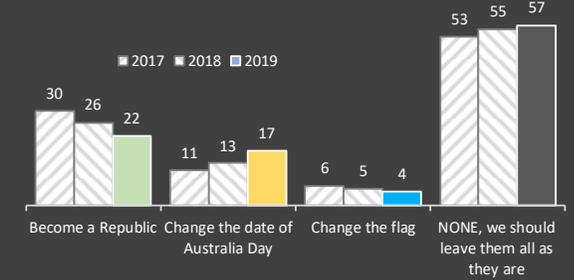
However, there has been a slight decline in those more willing to vote for a party that decides to change the date.

	2017	2018	2019	2018-19
<b>Australia Day</b>				
Important	72%	71%	68%	-3%
Not important	28%	29%	32%	3%
<b>Change Date - Before explanation</b>				
Yes	16%	18%	22%	4%
Don't care	24%	20%	21%	1%
No	59%	61%	57%	-4%
<b>Change Date - After explanation</b>				
Yes	28%	29%	31%	2%
Don't care	20%	13%	17%	4%
No	53%	58%	52%	-6%
<b>If Govt changed the date</b>				
Good decision	-	23%	25%	2%
Don't care	-	24%	23%	-1%
Bad decision	-	52%	51%	-1%
<b>Influence on vote if Govt changed date</b>				
More likely to vote for them	-	16%	14%	-2%
No effect	-	45%	45%	0%
Less likely to vote for them	-	39%	41%	2%
<b>Most important change</b>				
None	53%	55%	57%	2%
Republic	30%	26%	22%	-4%
Change the date	11%	13%	17%	4%
Change the flag	6%	5%	4%	-1%

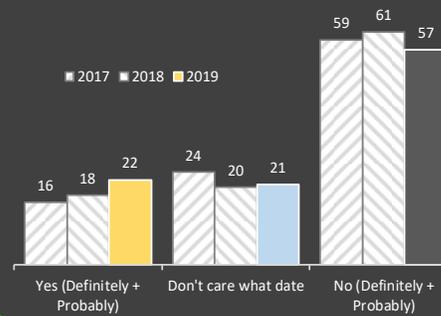
Importance of Australia Day



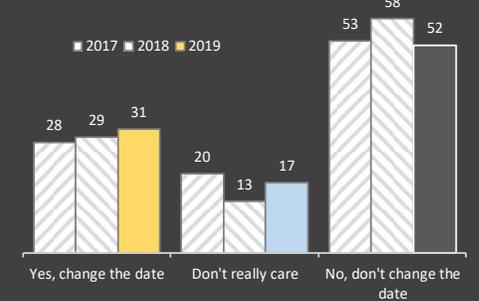
Most important change



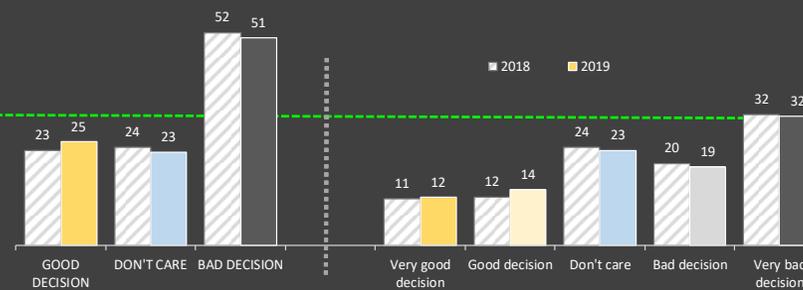
Should we change the date? (Before explanation)



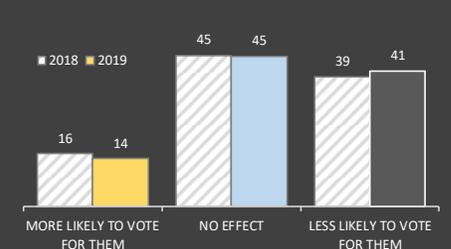
Should we change the date? (After explanation)



View of Government decision to change the date?



Influence on vote if Government changed the date?



## Influence on vote at general election

More people would vote against a party that changed the date across every age group, region, and political preference – except for Greens voters where supporters outweigh opponents of change.

Changing the date would only deliver a net benefit to Greens voters.

- 40% would be more likely to vote for the change and only 12% would vote against.

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

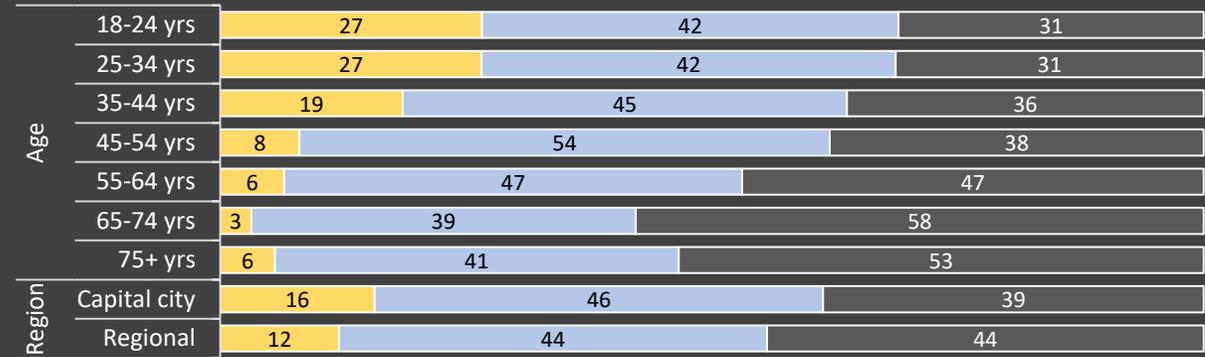
- 53% would be less likely to vote to support change.
- 9% would be more likely.

It would weaken support among those giving the ALP their first preference.

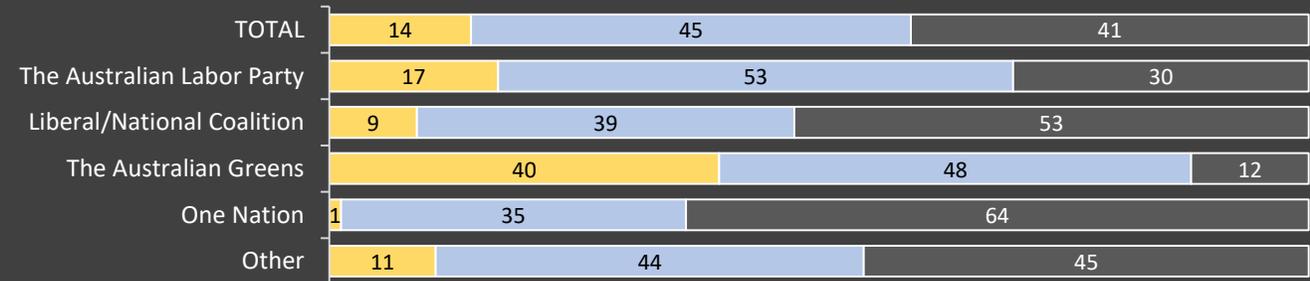
- 30% would be less likely to vote to support change.
- 17% would be more likely.

- 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?

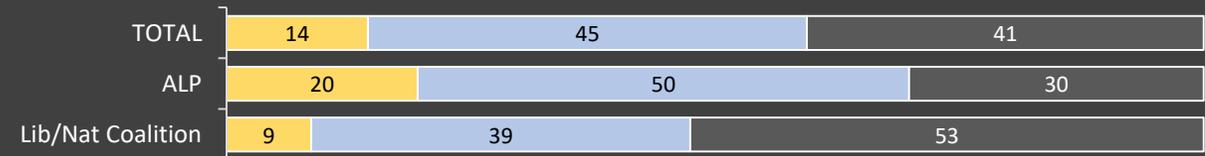
Influence on voting x Age & Region



Influence on voting x First preference vote



Influence on voting x Two party preferred vote



More likely to vote for No effect Less likely to vote for

# Understanding what it means to be an Australian in 2019

The study explored Australian values in depth by asking for responses to 18 separate statements about changing the date and living in Australia in 2019.

The responses reveal a more complex picture of the different groups that make up Australia.

- The individual answers provide an idea of what the majority of Australians think.
- The statements also formed part of a detailed segmentation which revealed strong differences in attitudes among 8 distinct population segments.

Two statements relating to Indigenous respect gained substantial majority agreement (see following pages).

- We should use the day to share in national pride for both non-Indigenous and Indigenous culture and history. (76% agree)
- We should respect the special place of Indigenous people as the first Australians. (76% agree)

## Detailed segmentation of Australian population

### Changing the date

#### Reasons to change the date

We should respect the wishes of Indigenous people who feel aggrieved about the treatment of their ancestors by British settlers.

It should be a date more suited to modern Australian history, like January 1, the date in 1901 when we became a nation.

Holding it on Jan 26 is like asking Indigenous people to dance on the graves of their ancestors.

We should find a date that doesn't cause distress to any part of the Australian community.

It would be an important symbolic act that will help to unite all Australians.

#### Reasons not to change the date

The debate has become a political issue which is creating unnecessary divisions between Australians.

Changing the date puts the interests of one small segment of the Australian community ahead of the rest of the population.

We should use the day to share in national pride for both non-Indigenous and Indigenous culture and history.

People who have come to Australia since the first fleet should not be held responsible for the actions of the early settlers.

It is a symbolic act that will not help to bring about real practical change in the lives of disadvantaged Indigenous people.

### Being an Australian in 2019

#### Change

We should be cautious about making too many changes too fast.

We should accept changes in society if they are agreed by the majority. Political correctness has too much influence over a lot of changes in society.

#### Diversity

We should stop people coming to Australia who do not commit to our values.

We benefit from the diversity of races, cultures and religions that make up Australia today.

We live in a country where social class doesn't matter.

#### Freedom

We should protect our right to freedom of speech even it offends some people.

We have too many 'nanny state' controls over personal decisions. I can be myself knowing that I will not be judged by others for my choices or opinions.

#### National pride

I believe I am living in the best country in the world.

I feel proud of how Australia is seen by the rest of the world.

I would feel proud to display the Australian flag outside my home.

#### Opportunity

We should offer a helping hand to those who have fallen behind financially in society.

In Australia everyone has equal opportunities in life.

We are a country where anyone can achieve their dreams through hard work and determination.

#### Respect

We should respect our British heritage as a nation.

As a nation we respect our political leaders.

We should respect the special place of Indigenous people as the first Australians.

# Reasons to change/not change the date

## Presented with 10 reasons to keep the date or change it, most Australians agree:

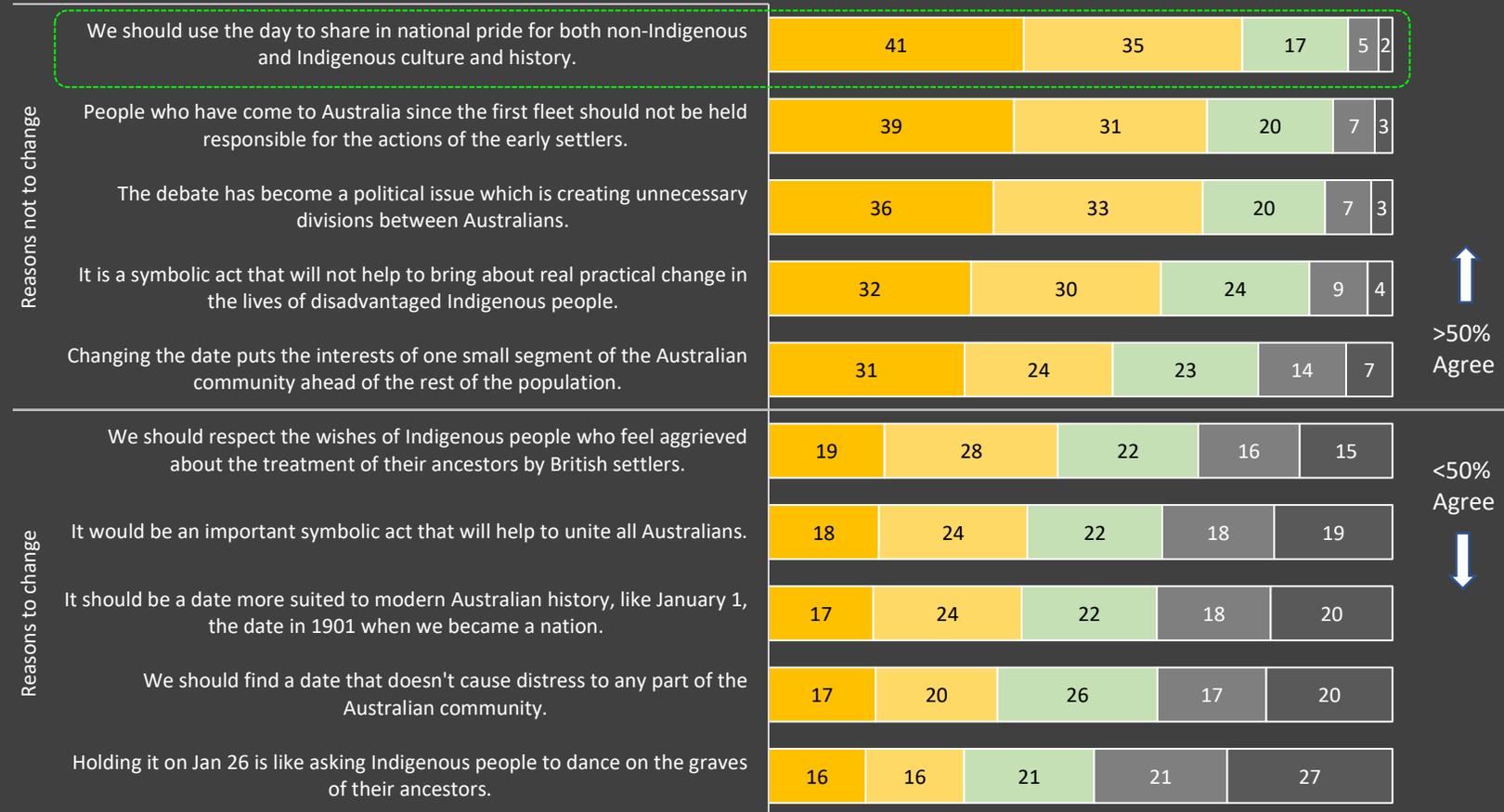
- We should use Australia Day 'to share in national pride for both non-Indigenous and Indigenous culture and history' (76%)
- The debate has become a political issue which is creating unnecessary divisions between Australians (69%)
- It is a symbolic act that will not bring about practical change for disadvantaged Indigenous people (62%)

## A minority of Australians agree that:

- Holding it on Jan 26 is likely asking Indigenous people to dance on the graves of their ancestors (32%).
- We should find a date that doesn't cause distress to any part of the Australian community (37%).
- It would be a symbolic act that will help to unite all Australians (43%).

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

## Personal attitudes about changing the date 2019



■ Strongly agree ■ Agree ■ No real opinion □ Disagree □ Strongly disagree

# Values of being Australian in 2019

## Presented with 18 statements about being Australian in 2019, most Australians agree:

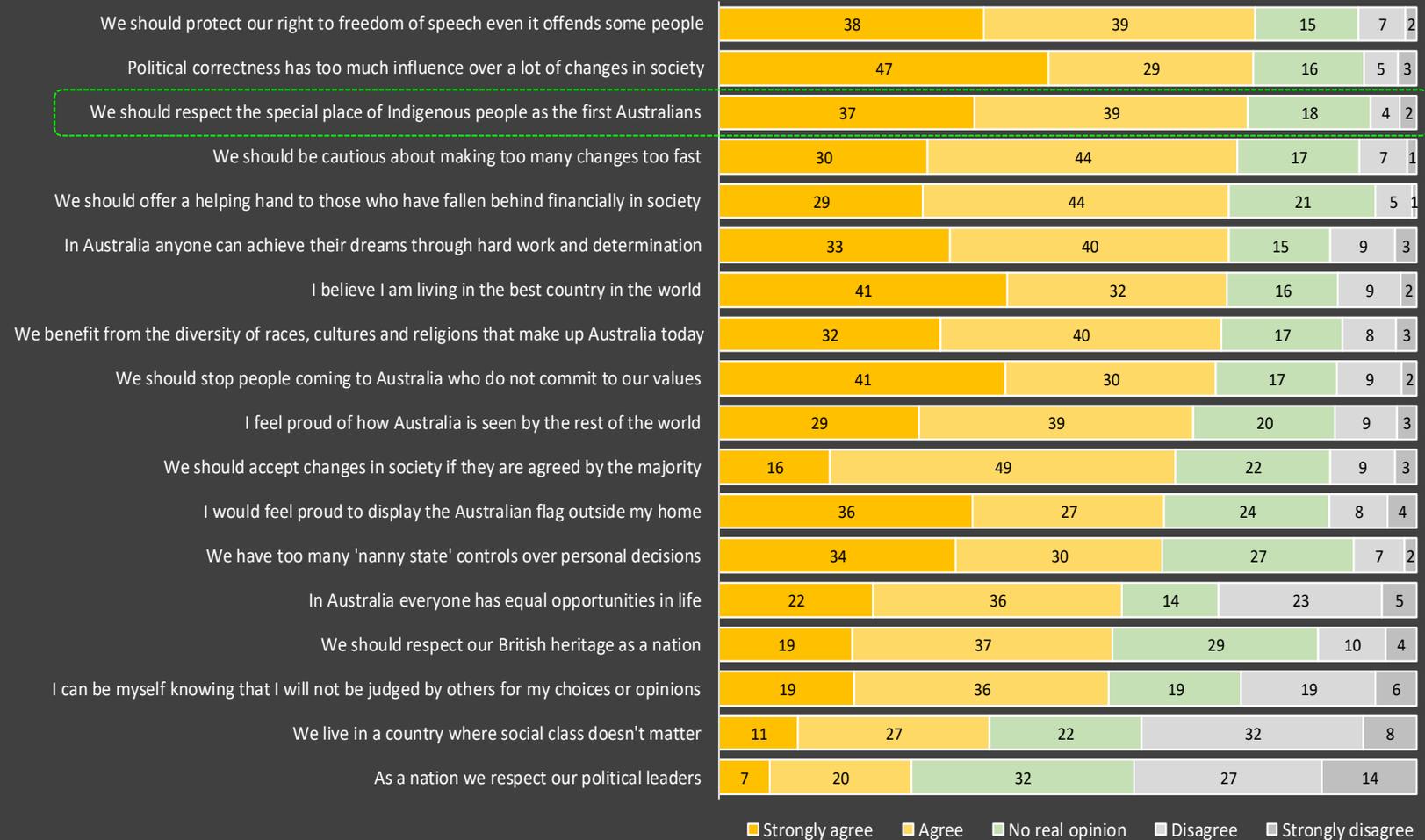
- We should protect freedom of speech (77%)
- Political correctness has too much influence (76%)
- We should respect the special place of Indigenous people as the first Australians (76%)
- We should be cautious about making too many changes too fast (74%)
- We should offer a helping hand to those who have fallen behind financially in society (73%)

## Fewer Australians agree:

- As a nation we respect our political leaders (27%)
- We live in country where social class doesn't matter (38%)
- I am not judged for my choices or opinions (54%)
- We should respect our British Heritage (56%)
- In Australia everyone has equal opportunities (58%)

▪ Thinking about what being Australian means in 2019, what are your personal views on the following statements?

## General values about being Australian in 2019



Strongly agree   Agree   No real opinion   Disagree   Strongly disagree

# Relationship between segments

Click segments to view snapshot profile

Passionate

Refuse change (13%)

Insist on change (5%)

Data analysis revealed eight distinct segments representing a diverse spectrum of views towards the date of Australia Day.

No reason for change (26%)

Believe in change (18%)

Reject political correctness (7%)

Intellectually support change (4%)

More important priorities (19%)

Not relevant to my life (10%)

Disinterested

Do not change the date

Change the date

# The eight core segments

Click summaries to view snapshot profile

## Refuse change (13%)

**Refuse change** is strongly opposed to changing the date and is unaffected by the explanation of history.

They are proud of Australia, think Australia Day is very important and almost all would vote against a Government that decided to change the date.



## No reason for change (26%)

**No reason to change** is the largest single segment, thinks Australia day is important and can see no benefit in changing it.

They definitely oppose changing the date regardless of the explanation of history and the majority would vote against a party that supported change.



## Reject political correctness (7%)

Most **Reject political correctness** are definitely opposed to changing the date.

Even though they have a range of views about the importance of Australia Day, they believe political correctness has too much influence, and more than half would use their vote to oppose a party that supported change.



## More important priorities (19%)

**More important priorities** is the second largest segment, thinks Australia Day is important but tends towards the middle ground on changing the date.

Even though the majority are still opposed to change, they do not feel this strongly, seeing other issues as more important. Changing the date has only a minor influence on their voting intentions.



## Not relevant to my life (10%)

**Not relevant to my life** has mixed feelings about the importance of Australia Day and tends towards a neutral view about the changing date.

They tend to have a pessimistic view of life in Australia and almost half say they 'don't care' about change and most others oppose it. The majority says it will have no effect on their vote.



## Intellectually support change (4%)

**Intellectually support** change is the smallest segment, believe Australia Day is very important, are most likely to celebrate the date and agree with progressive ideas..

They see the merit in keeping the current date, but a majority support changing the date, with more than half also claiming the issue will influence their vote for a Government that changes it.



## Believe in change (18%)

**Believe in change** is the largest segment that has majority support for change.

They recognise the value of arguments in favour of change and are strongly influenced by the explanation of history to increase support for change, but less than one third would consider voting in favour of a party that supports changing the date.



## Insist on change (5%)

**Insist on change** is the segment with the strongest support for changing the date, believes Australia Day is not at all important and has a very negative view of life in Australia today.

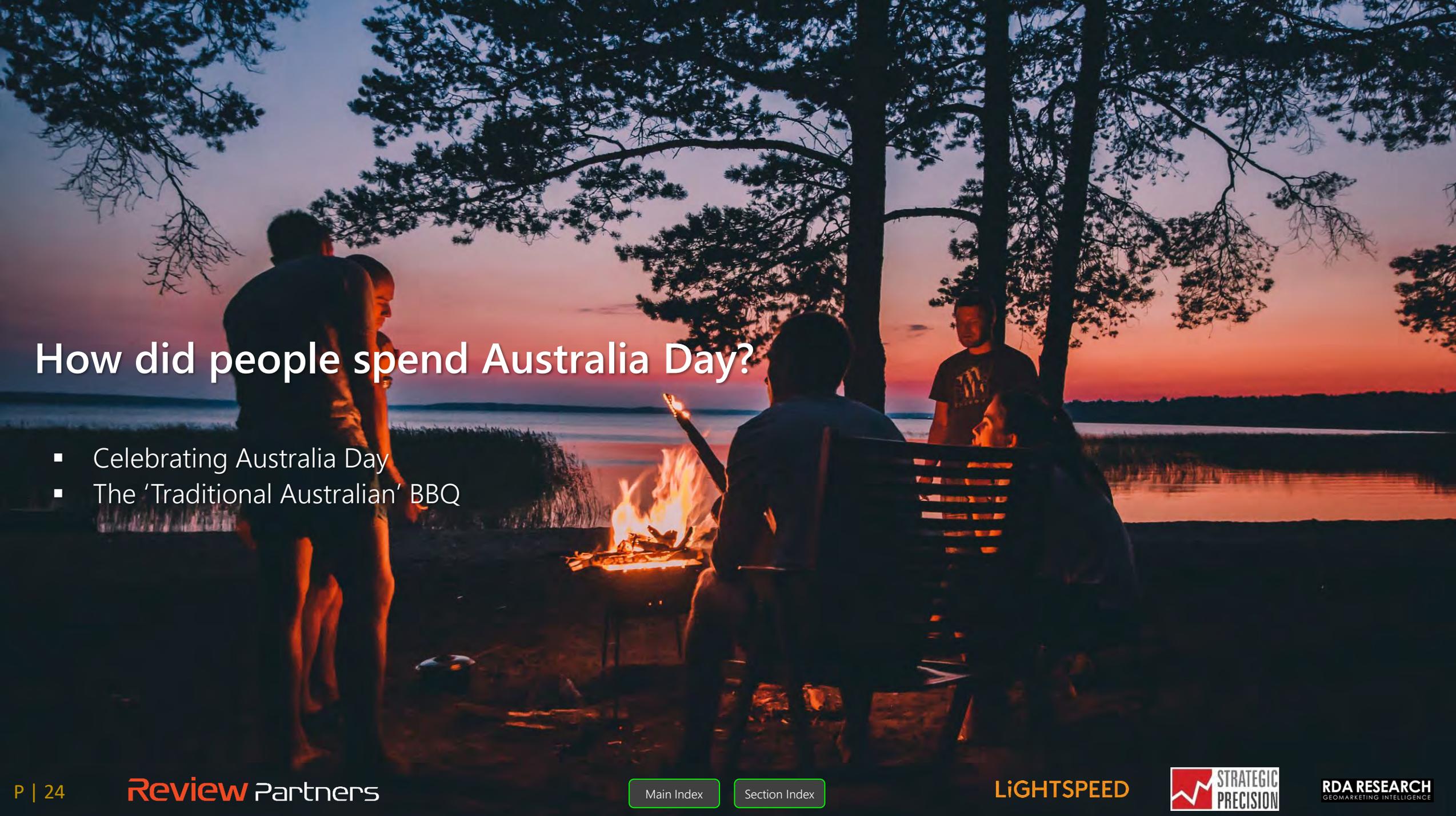
The majority intend to vote for a party that supports changing the date.



# Detailed findings

- How did people spend Australia Day?
- How important is Australia Day?
- Should we change the date?
- What if the Government changed the date?
- Australia Day advertising





# How did people spend Australia Day?

- Celebrating Australia Day
- The 'Traditional Australian' BBQ

# Celebrating Australia Day

More than one-third did something special to celebrate Australia Day either at a private gathering or a public event (unchanged from 2018) usually with partners and families, but 20% of people spent the day on their own.

Most people viewed Australia Day as a day off (53%)

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

- 24% organised or attended a private gathering
- 13% attended a public event
- 10% went to work – slightly more than 2018.

### Celebrations were age related.

- More than half of 25-34 yr olds attended a private function or event (55%).
- Less than one-third of those over 55 yrs celebrated in some way.

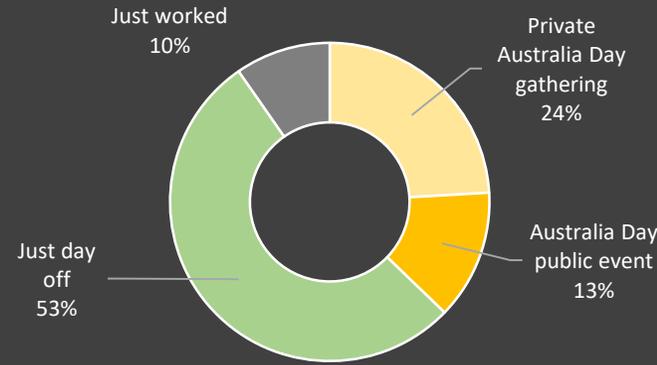
### One out of five were alone

- 20% said they spent the day on their own

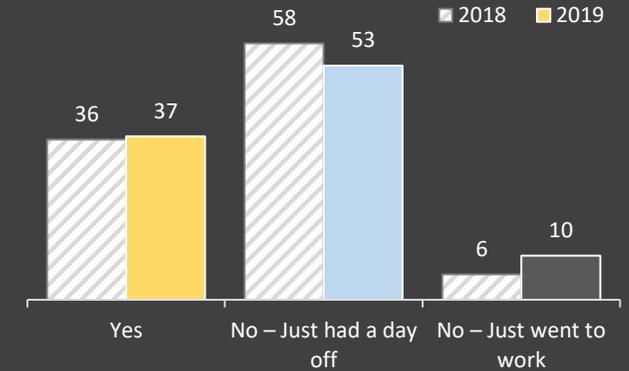
We'd like to ask you some questions about Australia Day 2018 (Friday, January 26th). Firstly, did you do anything special to recognise or celebrate Australia Day?

Who did you spend it with?

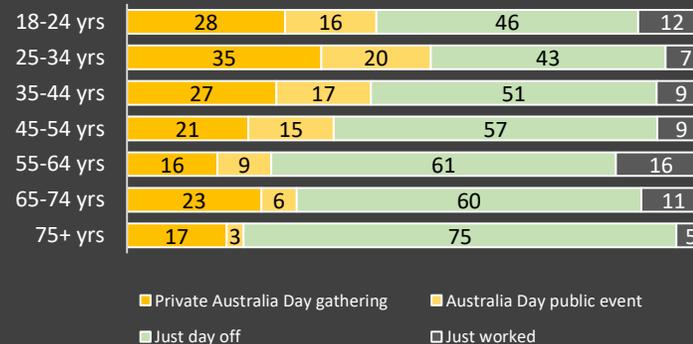
## Celebrate on Australia Day?



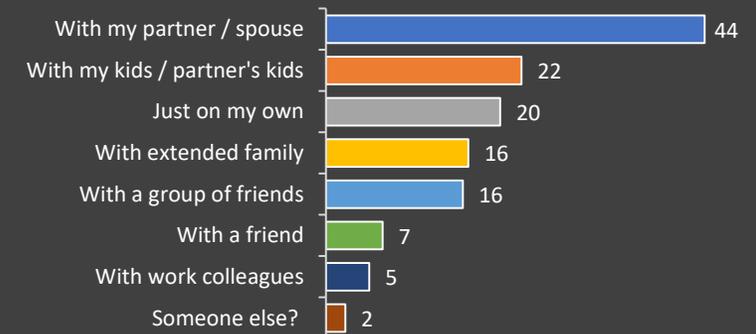
## Celebrate on Australia Day?



## Celebrate on Australia Day?



## Spent Australia Day with?



## 'Traditional Australian' BBQ

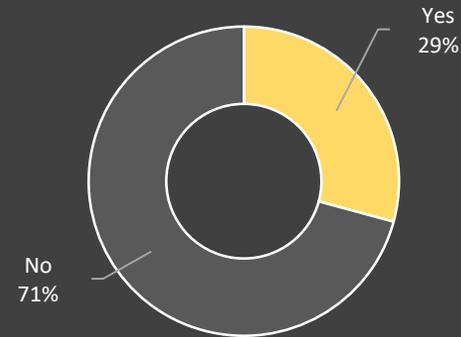
The BBQ remains a part of the day three out of 10 Australians, with beef, chicken and lamb the most popular foods. Even though 35% of meals were influenced by international cuisines, the majority felt their menu was 'Only traditional Australian'

**BBQ's remained a consistent part of Australia Day for 29% of people, similar to previous years.**

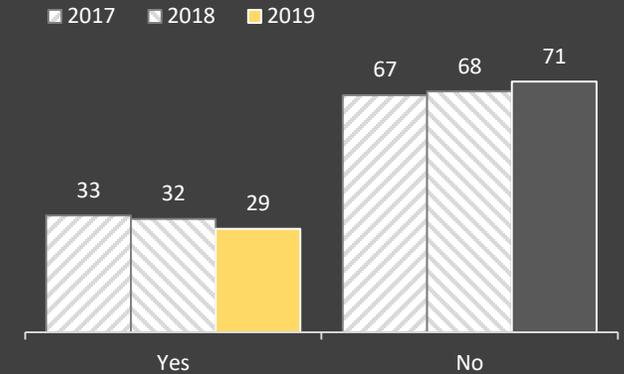
- Beef was most popular at 65% cooking it on the day, followed by 52% chicken and 44% lamb.
- Most described their cooking style as 'Traditional Australian' (65%), with the day's cooking influence by 17% Asian and Indian, 11% European and 9% British and Irish cuisines.

- Did you organise (or go to) a BBQ on Australia Day?
- What did you (or someone else) cook on the BBQ?
- Which of the following national cuisines influenced the style of food you ate on Australia Day and/or its preparation?

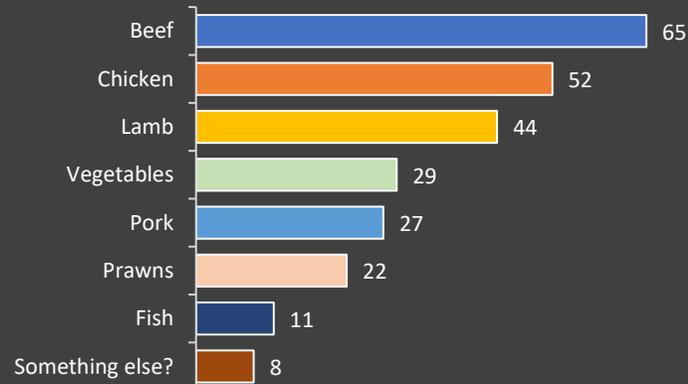
BBQ on Australia Day?



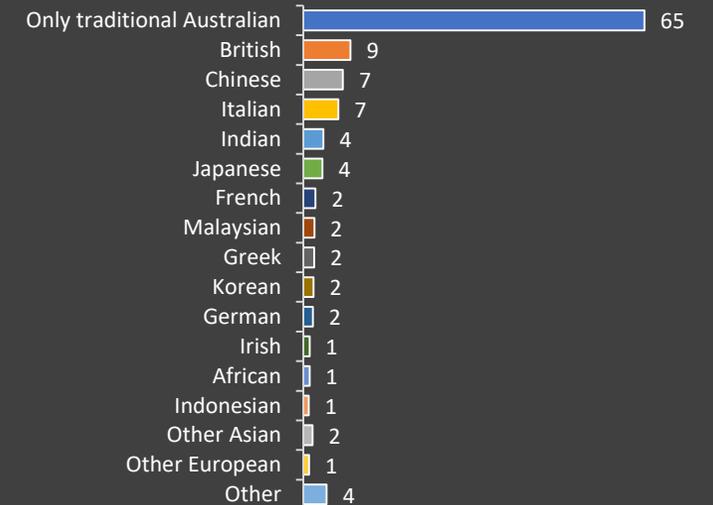
BBQ on Australia Day?



What on the BBQ?



Which national cuisine?



# How important is Australia Day?

- Importance of Australia Day
- Anniversary of Australia Day



# Importance of Australia Day

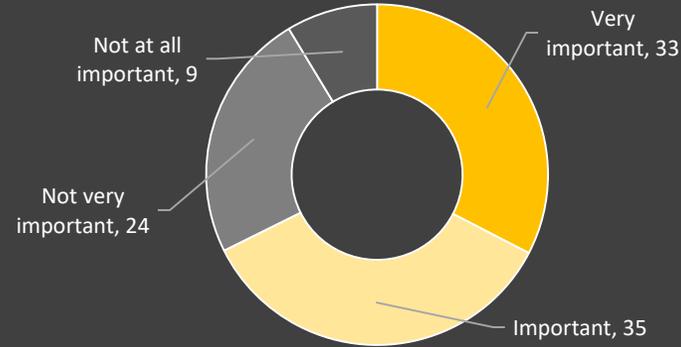
The importance of Australia Day may potentially be declining, with a 4% shift from important to not important since 2017.

More than a two-thirds of Australians consider the day important (68%) but this is down from 72% in 2017.

- Only 9% consider it not at all important.
- There has been a rise in those saying it is 'not very important' from 18% last year to 24% this year.

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

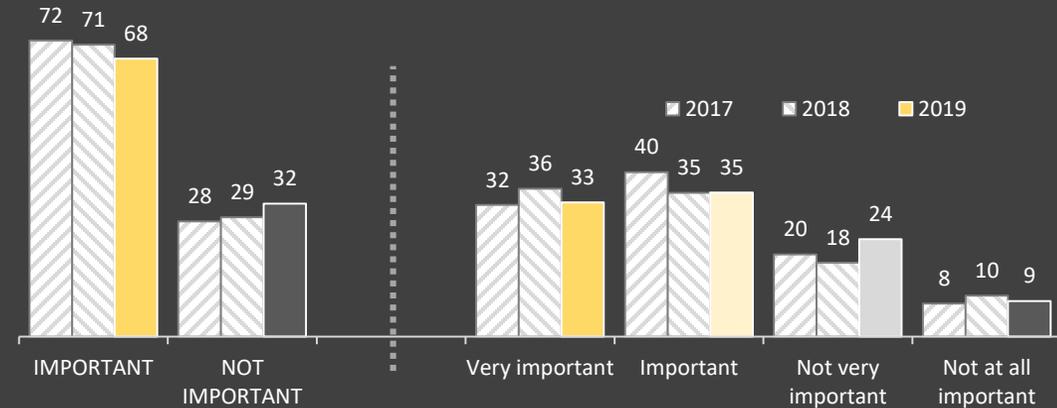
Importance of Australia Day?



Importance of Australia Day?



Importance of Australia Day



Note: Slight differences in totals due to rounding.

[Main Index](#)

[Section Index](#)

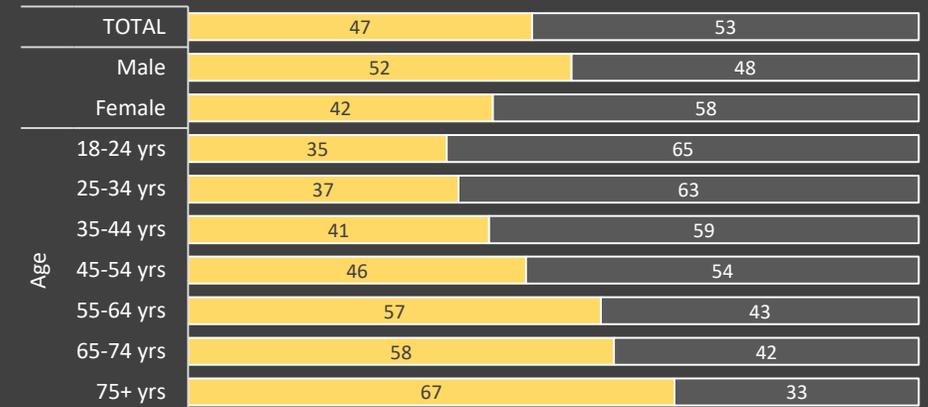
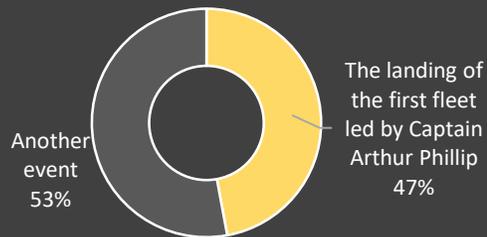
# Anniversary of Australia Day

Australians knowledge of the origins of Australia Day have not improved since 2018, with more people selecting the incorrect anniversary than the correct one from a list of events.

**In 2019 47% of people correctly identified the First Fleet as the anniversary of Australia Day.**

- This was similar to 49% in 2018 and up from 43% in 2017.
  - The discovery of Australia by Captain Cook is still the most common incorrect answer.
  - This knowledge tends to increase with age.
  - 67% of 75+ yrs+ correctly identified the date compared with 35% of 18-34 yr olds.

What anniversary is Australia Day?



On which anniversary do you think Australia Day is held?

■ The landing of the first fleet led by Captain Arthur Phillip
 ■ Another event

# Should we change the date?

- Heard about changing the date?
- Should we change the date? (No explanation of history)
- Change the date? (Before and after explanation of history)
- Change the date: 2017 to 2019 (Before and after explanation of history)
- Most important change



**26**  
JANUARY

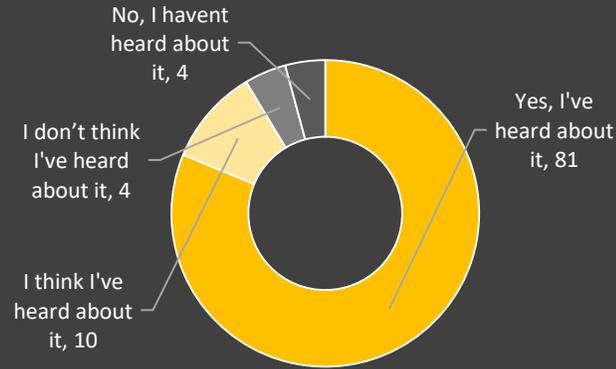
## Heard about changing the date?

Almost all Australians have heard about the debate about changing the date, with only 9% who can't recall the debate in some way.

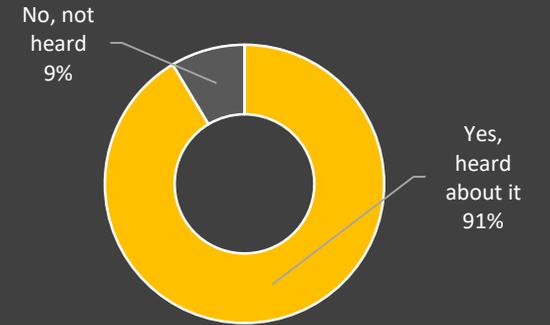
In 2019, 91% thought they had heard about the date

- This is higher than 85% in 2017 and similar to 93% last year.

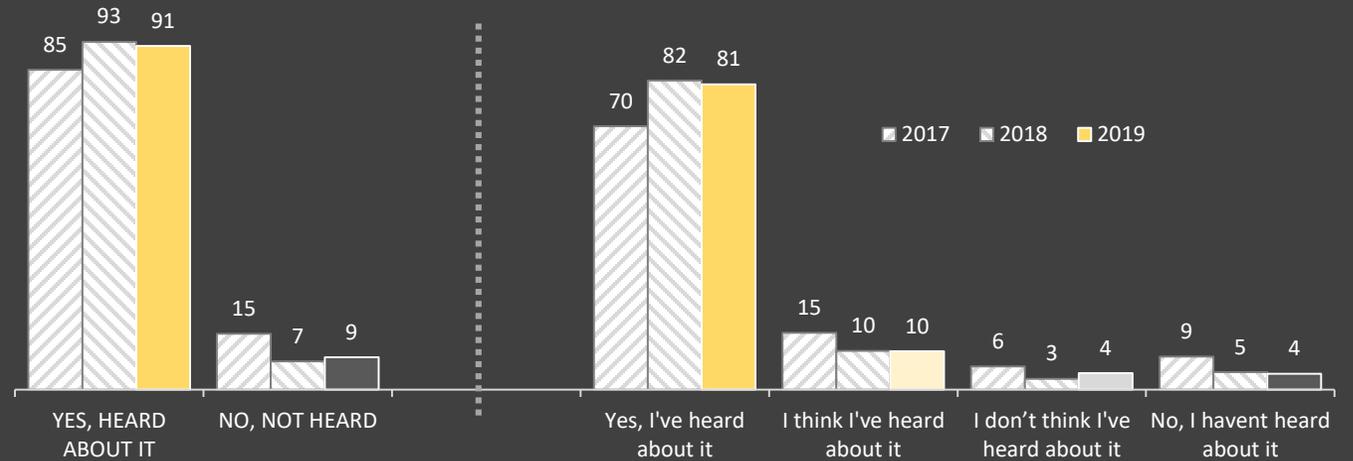
Heard about changing the date?



Heard about changing the date?



Heard about changing the date?



- 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 26<sup>th</sup> to another date?

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

If a referendum on the date of Australia Day were held over the Australia Day weekend 2019, the result would have been 30% yes and 70% no.

### When asked if we should change the date:

- 66% wanted no change
- 22% wanted a new date.
- 21% of people said they didn't care

However, when the 21% who didn't care were asked how they would vote in a referendum, they split:

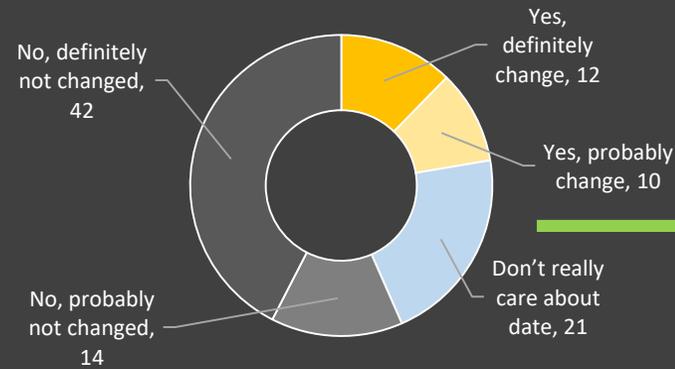
- 7.5% said yes
- 13.4% said no

The resulting total outcome of a referendum would have been:

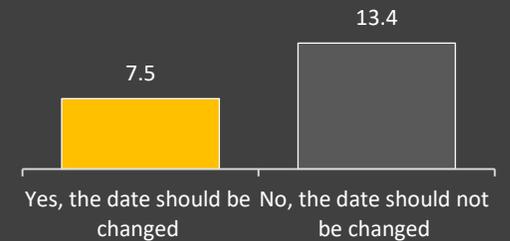
- 70% no
- 30% yes.

- 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?

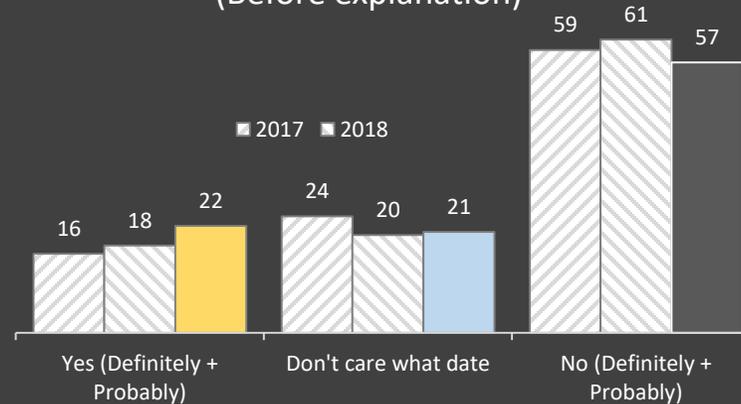
### Should we change the date? (Before explanation)



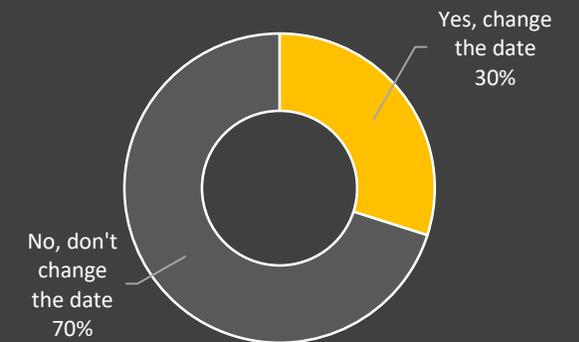
### Should we change the date if referendum? (21% Don't care only)



### Should we change the date? (Before explanation)



### Change the date (Total)? (Before explanation)



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

Support for changing the date was strongest among Greens voters and weakest among One Nation voters.

ALP voters were slightly more likely to support change while Coalition voters were more likely to oppose it.

While 22% of people overall supported change, this rose to more than half of the Greens supporters (60%).

- However, support was lowest among One Nation voters (2%).

### Among the major parties:

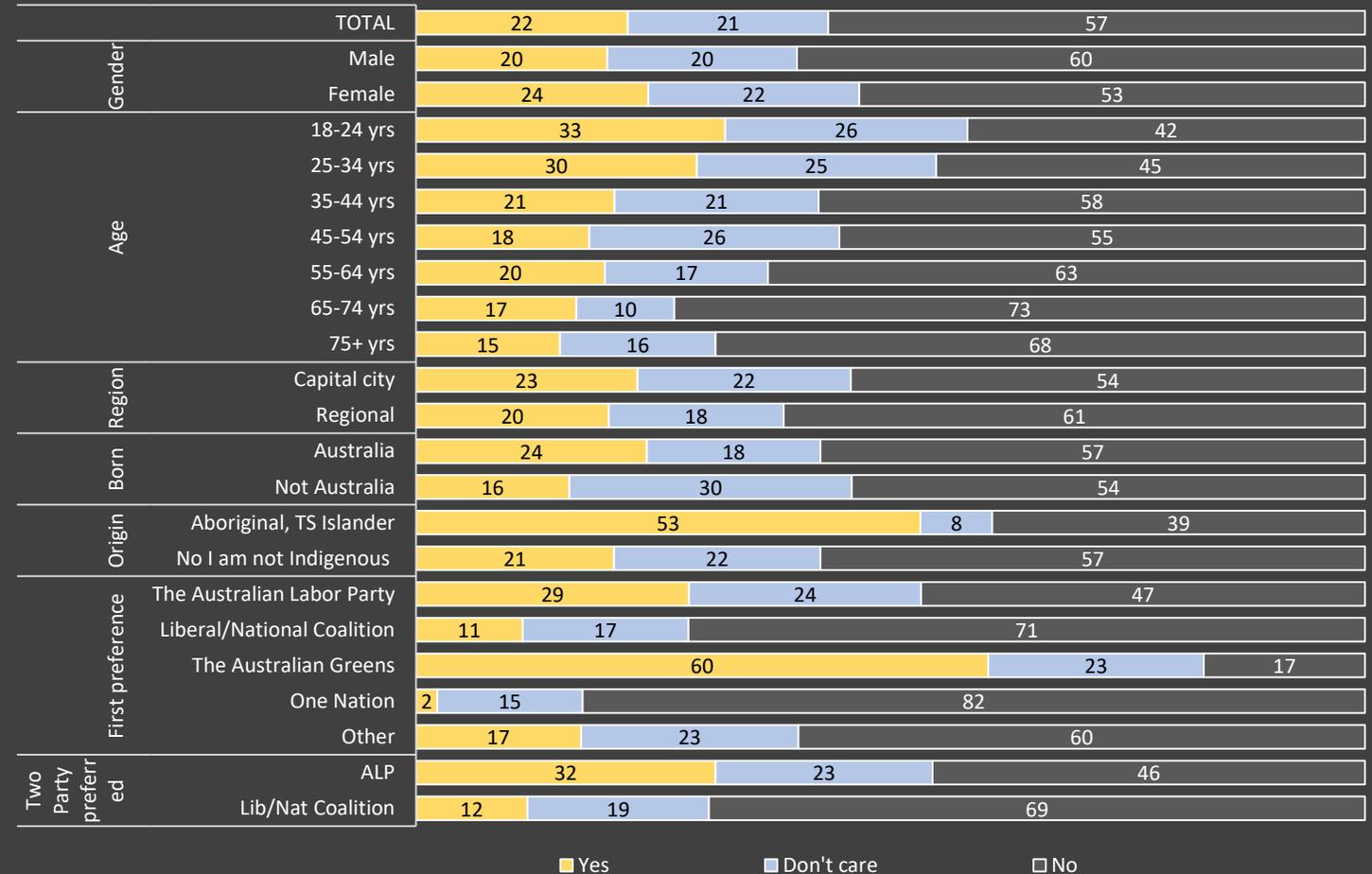
- ALP voters were more in favour of change (29%)
- Coalition voters were more against change (11%).

### Age is also a factor

- 33% of 18-24 yr olds wanting change compared with only 15% of those over 75 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?

## Should we change the date? (Before explanation)



■ Yes ■ Don't care ■ No

## Change the date? (Before and after explanation of history)

Once the history of the date was explained, overall support for changing the date increased from 30% to 37% of the population.

In 2019, after reading the explanation of how Indigenous people were treated by the British, those who initially wanted change increased from 22% to 31%.

- Those who didn't care reduced from 21% to 17%.

However, when the preferences of those who didn't care were considered, the total support for change grew from 30% to 37%

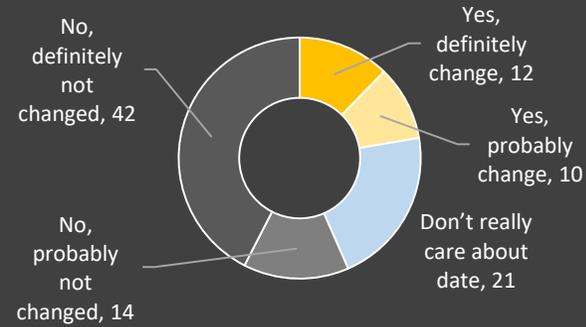
- Opposition fell from 70% to 63%.

- Before.** Do you think we should change the date on which Australia Day is held?
- After.** 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?

### Before explanation

Should we change the date?  
(Before explanation)

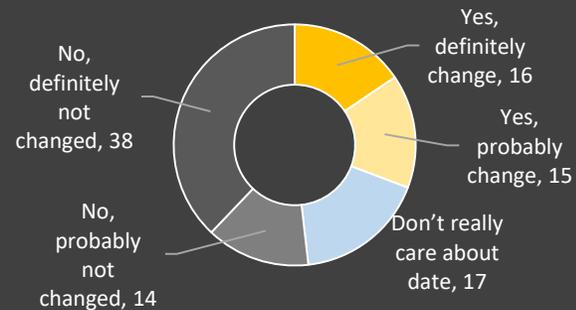


Change the date (Total)?  
(Before explanation)

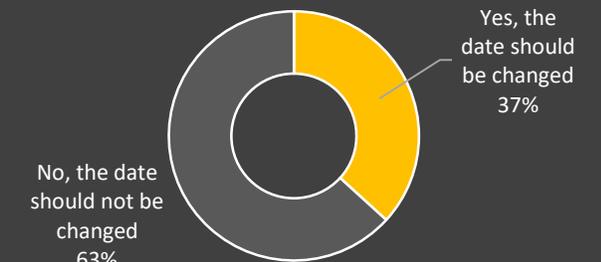


### After explanation

Should we change the date?  
(After explanation)



Change the date (Total)?  
(After explanation)



## Change the date: 2017 to 2019 (Before and after explanation of history)

Responses before and after the explanation suggest a gradual trend for more people to believe the date should be changed since 2017.

Since 2017 there has been a gradual increase in support for change before the explanation of history, from 16% to 18% to 22% in successive years.

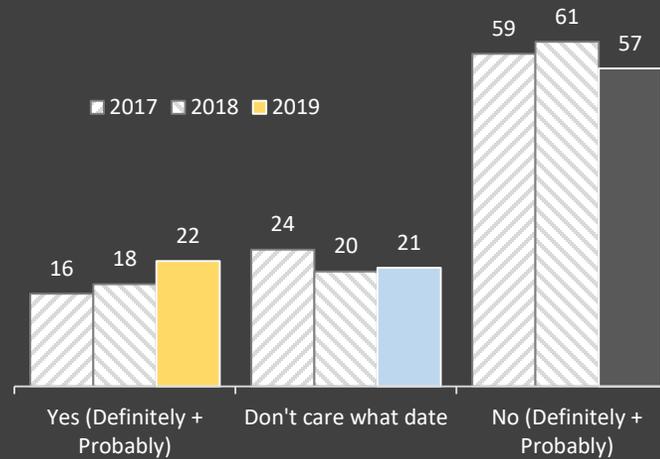
- There has been a similar trend in support after the explanation, from 28% to 29% to 31% agreeing with the need for change.

Opposition has shown a less consistent trend, rising from 2017 to 2018, falling only slightly from 2017 levels in 2019.

- This means opposition has dropped only from 59% to 57% before the explanation since 2017.
- It has dropped from 53% to 52% after the explanation.

### Before explanation

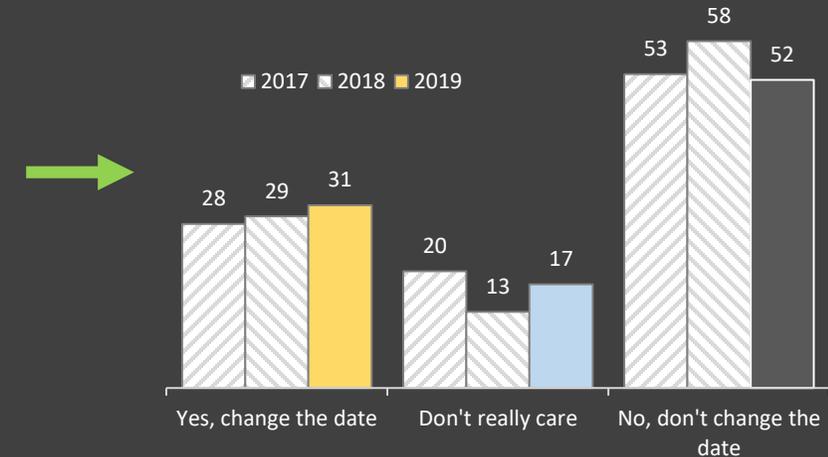
Should we change the date?  
(Before explanation)



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

### After explanation

Should we change the date?  
(After explanation)



**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

More than half the population do not want to change the date, become a republic or change the flag. Among those wanting change, the republic remains first preference, but it is declining as support for changing the date is rising.

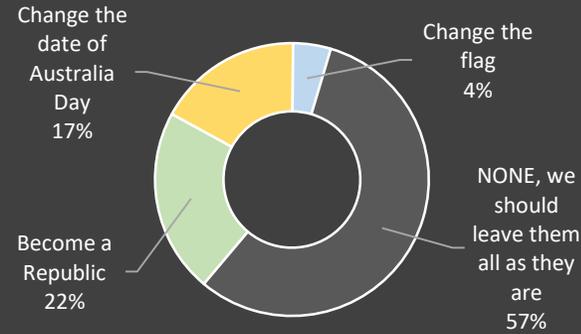
Asked to choose the most important change for Australia from three options (a republic, changing the date or changing the flag) 57% wanted no change.

- Greatest support (22%) was for becoming a republic – down from 26% in 2018 and 30% in 2017.
- 17% nominated changing the date, up from 13% in 2018 and 11% in 2017.
- Only 4% thought changing the flag was most important.

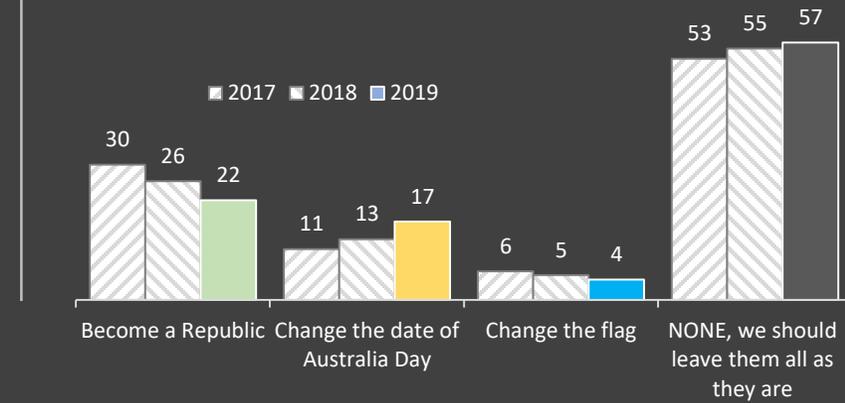
Changing the date is the preferred option only among Greens voters while opposition to any change is highest among One Nation and Coalition supporters

▪ 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?

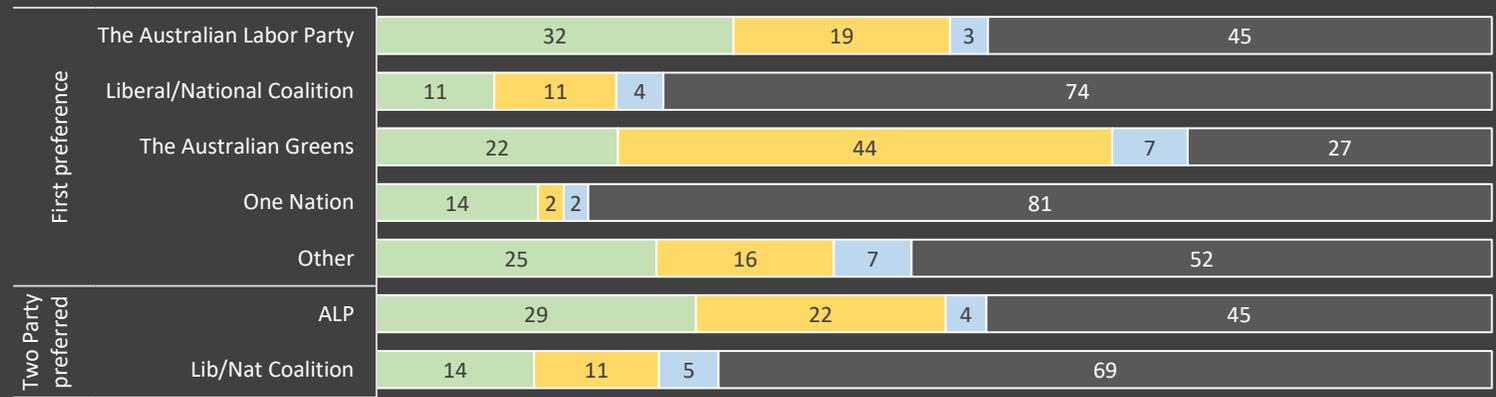
### Most important change to make?



### Most important change



### Most important change x voting intention



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

# What if the Government changed the date?

- If Government moved Australia Day
- Change in voting intention since 2018
- Influences on vote at general election
- Councils' decision to stop holding Australia Day citizenship ceremonies
- Influences on views about Councils' decisions

## If Government moved Australia Day

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

This lead to a net movement of votes against the Government with 41% more likely to vote against the Government and only 14% more likely to vote for it.

One in 10 people (12%) 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, 51% thought it would be bad, 26% good and 23% didn't care.

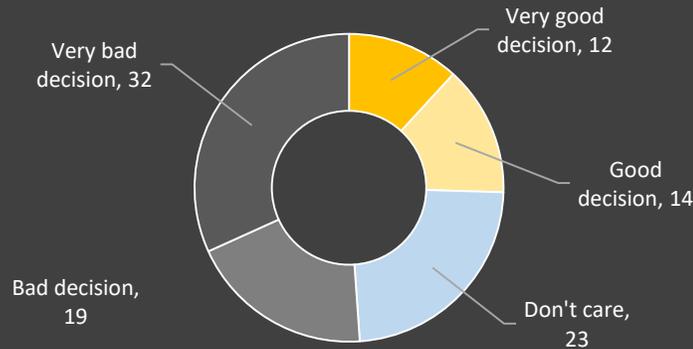
A decision to change the date would have a negative impact electorally.

- It would leave a net loss of 27% of votes with 14% voting for the Government and 41% voting against it because of the change.

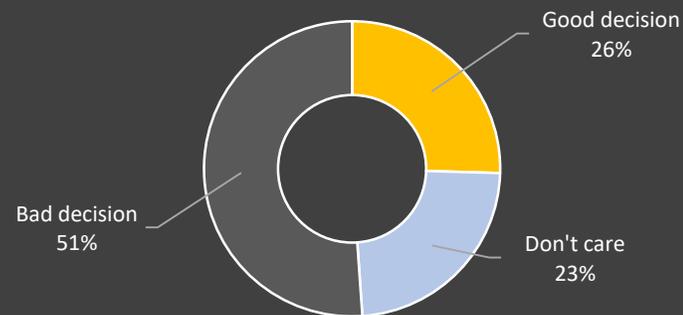
- *If the Australian Government decided to move Australia Day from January 26th to some other date, would you say it was ...?*
- *Various Australian political parties have expressed different views about changing the date. Would you be more or less likely to vote for a party that wanted to change the date?*

## Views about Govt decision

If Government moved Australia Day?

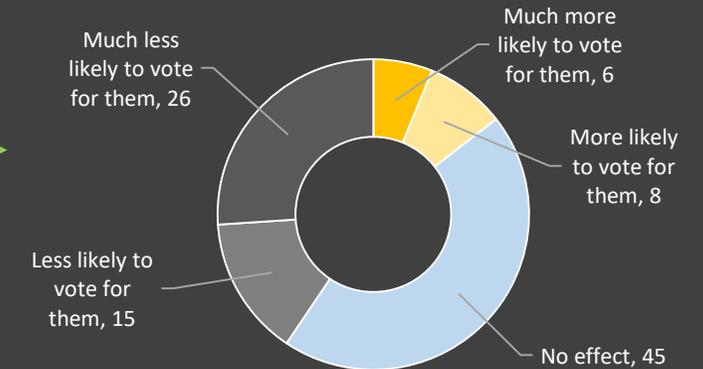


Total

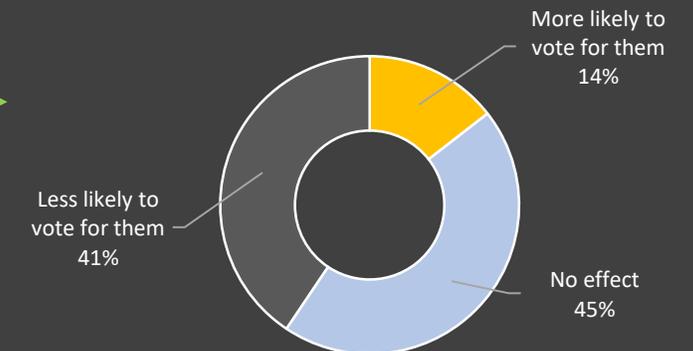


## Impact of Govt decision on vote

Influence on vote if Government moved Australia Day?



Total



## Change in voting intention since 2018

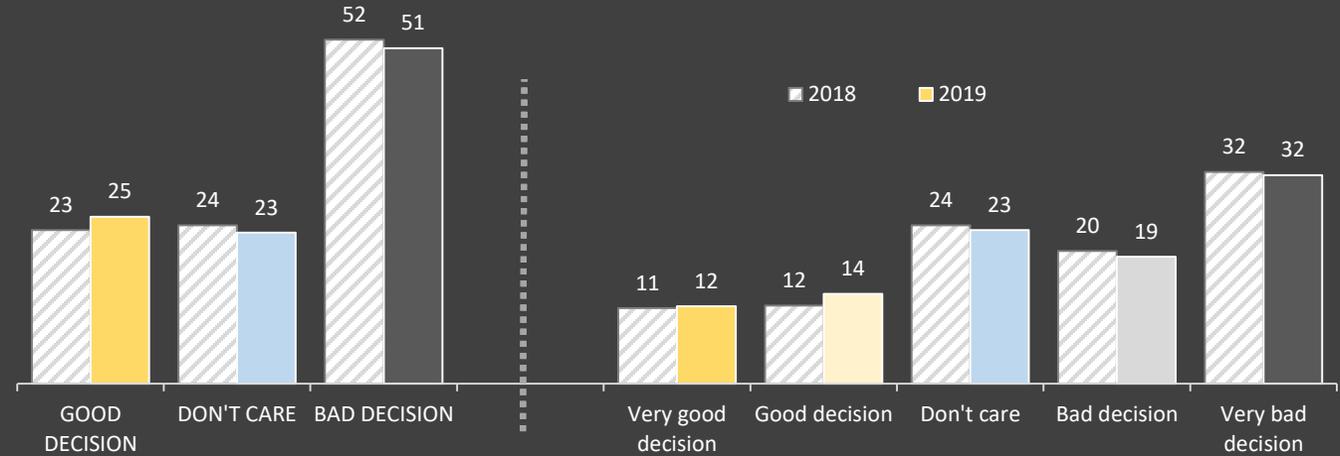
There has been little change since 2018 in views about a Government deciding to change the date or the influence such a decision would have on a person's voting intention.

There was only 1-2% change in voting intentions which does not reliably indicate a trend.

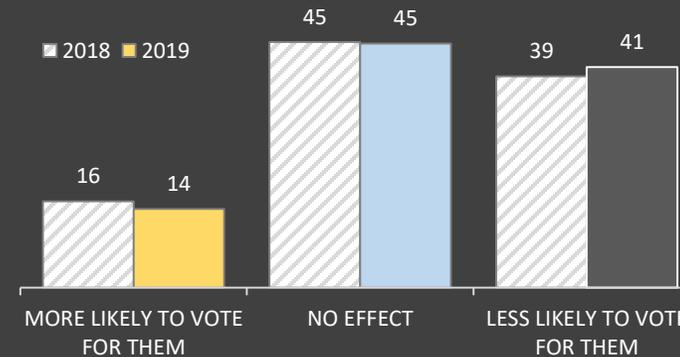
- In 2018, the gap between voting support and opposition to the change was 23% - the difference between 16% to 39%.
- In 2019, the gap between voting support and opposition to the change was 27% - the difference between 14% to 41%

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

### View of Government decision to change the date?



### Influence on vote if Government changed the date?



## Influences on vote at general election

More people would vote against a party that changed the date across every age group, region, and political preference – except for Greens voters where supporters outweigh opponents of change.

Changing the date would only deliver a net benefit to Greens voters.

- 40% would be more likely to vote for the change and only 12% would vote against.

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

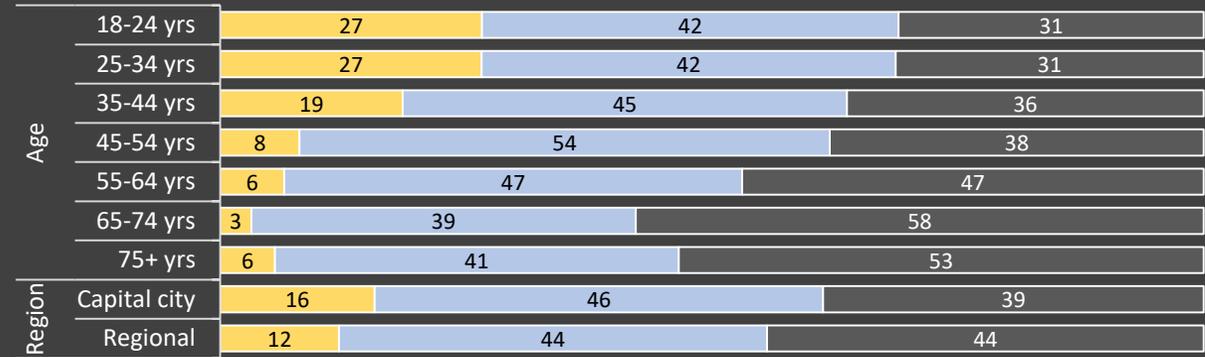
- 53% would be less likely to vote to support change.
- 9% would be more likely.

It would weaken support among those giving the ALP their first preference.

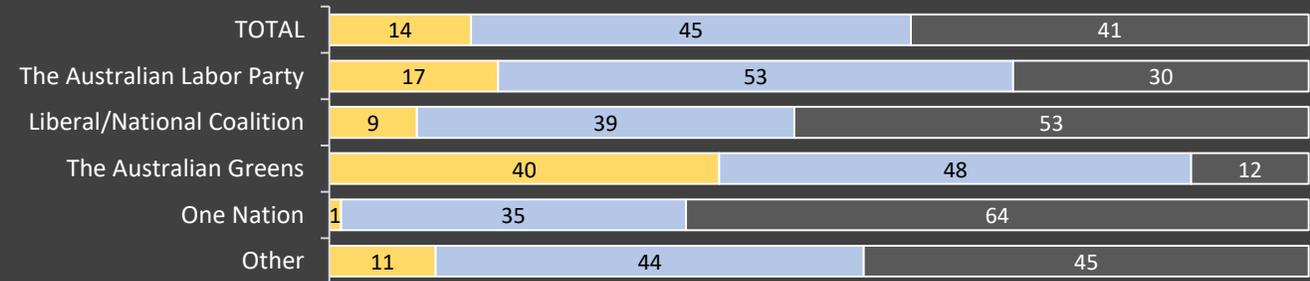
- 30% would be less likely to vote to support change.
- 17% would be more likely.

- 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?

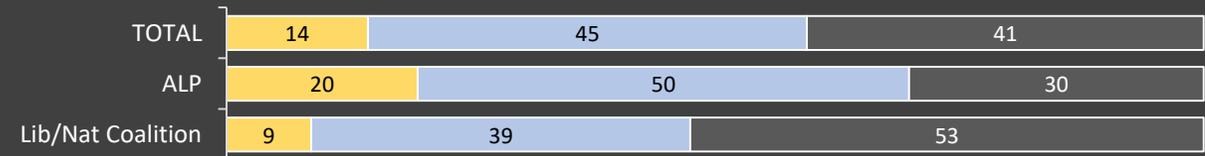
Influence on voting x Age & Region



Influence on voting x First preference vote



Influence on voting x Two party preferred vote



More likely to vote for    No effect    Less likely to vote for

## Influences on vote at general election

More people would vote against a party that changed the date across every age group, region, and political preference – except for Greens voters where supporters outweigh opponents of change.

Changing the date would only deliver a net benefit to Greens voters.

- 40% would be more likely to vote for the change and only 12% would vote against.

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

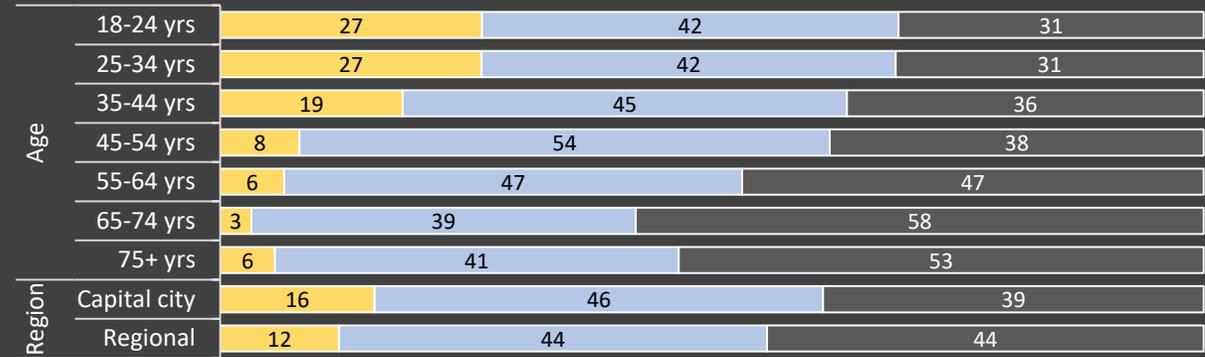
- 53% would be less likely to vote to support change.
- 9% would be more likely.

It would weaken support among those giving the ALP their first preference.

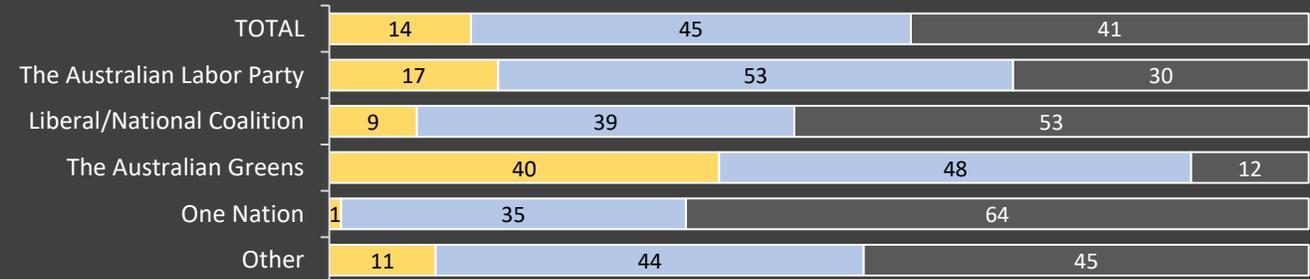
- 30% would be less likely to vote to support change.
- 17% would be more likely.

- 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?

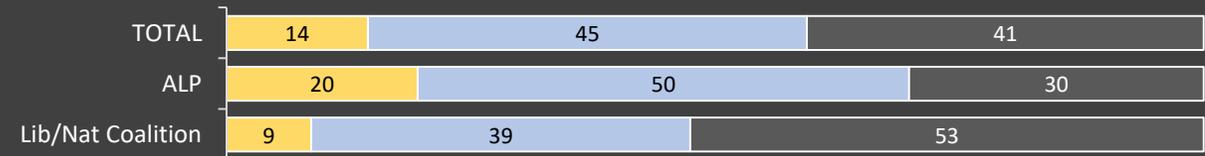
Influence on voting x Age & Region



Influence on voting x First preference vote



Influence on voting x Two party preferred vote



More likely to vote for No effect Less likely to vote for

# Councils' decisions to stop holding Australia Day citizenship ceremonies

Only two-thirds of the population had heard about some Councils refusing to hold citizenship ceremonies on Australia Day and fewer than two out of 10 people thought it was a good decision.

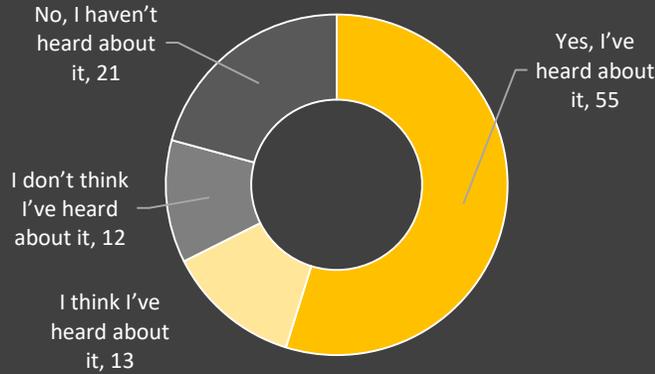
The decision by some Councils to refuse to hold citizenship ceremonies on Australia Day was known to 68% of the population.

- When asked if it was a good decision ...
  - Only 16% thought it was good (8% very good and 8% good).
  - 51% thought it was bad (32% very bad and 19% bad).
  - 33% didn't care.

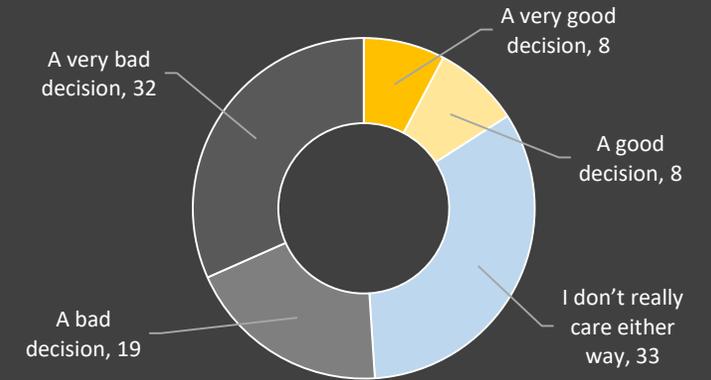
Before today have you heard anything in the news or social media about some Councils refusing to hold citizenship ceremonies on Australia Day?

Would you say the decision made by these Councils was ... ?

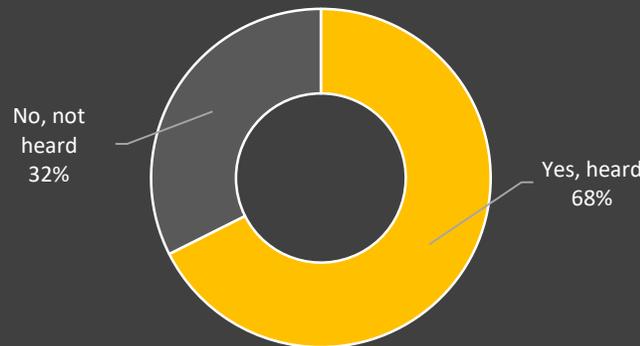
Heard about Councils' decision?



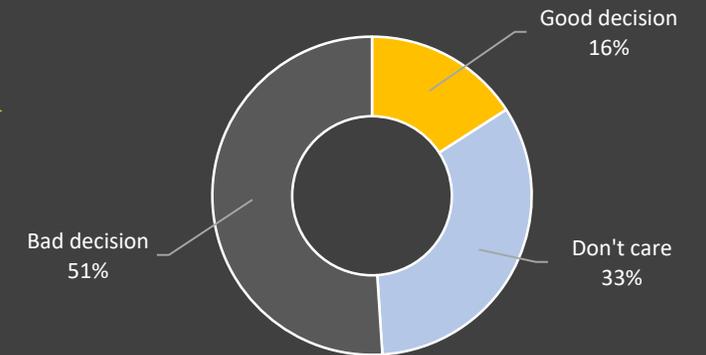
Opinion of Councils' decision?



Total



Total



## Influences on views about Councils' decisions

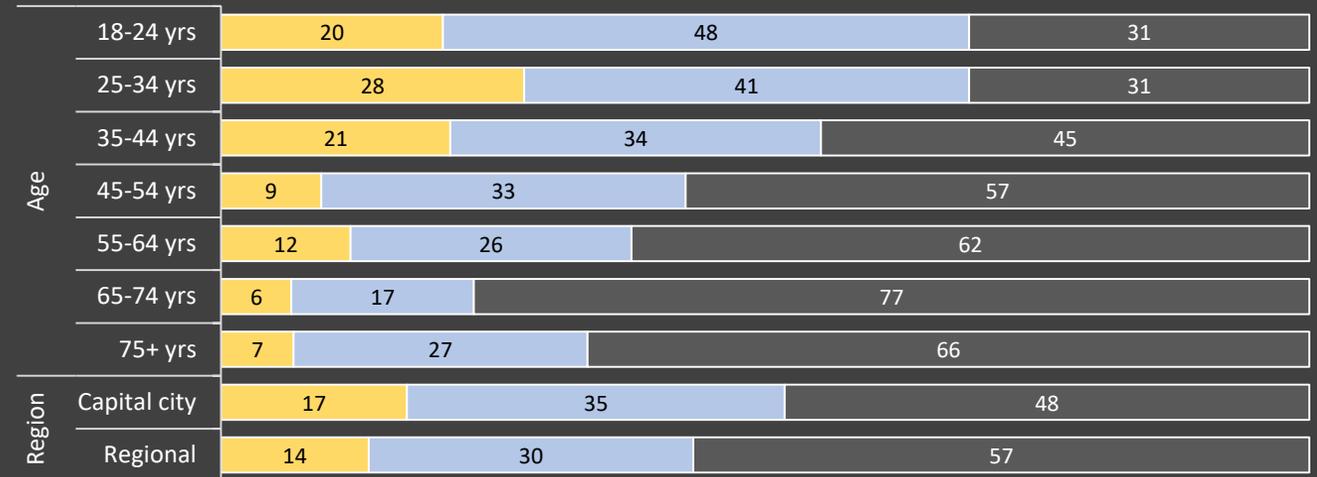
Support for the Councils' decisions was strongest among the younger demographics and Greens voters.

Greens voters were the strongest supporters of the Councils (35%), but almost half of them didn't really care (47%).

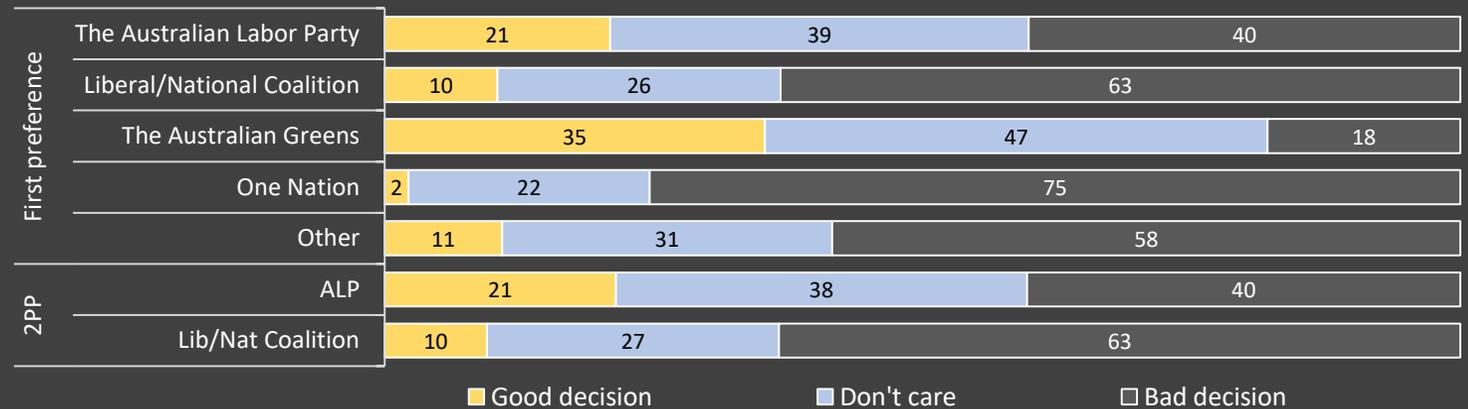
- Age was a major factor, with strongest support from:
  - 28% of 25-34 yr olds
  - 21% of 35-44 yr olds
- And strongest opposition from:
  - 77% of 65-74 yrs
  - 66% of 75 yrs +
- Only a minority of those giving their first preference to other parties supported the decision:
  - 21% of Labor voters (vs 40% opposed)
  - 2% of One Nation voters (vs 75% opposed)
  - 10% of Coalition voters (vs 63% opposed)

Would you say the decision made by these Councils was ... ?

### View about Councils' decision x Age & Region



### View about Councils' decision x Voting preference



■ Good decision ■ Don't care □ Bad decision

# AUSTRALIA



# DAY

## Australia Day Advertising

- Lamb advertising evaluation
- Recall of any Australia Day advertising
- Recall of Australia Day lamb advertising
- Response to lamb advertising
- Lamb ad and what it means to be Australian
- Influence on lamb purchasing

## Lamb advertising evaluation

In 2019 we evaluated responses to the latest lamb at and compared it with responses to the 2018 lamb ad.

### Lamb has traditionally invested heavily in Australia Day advertising.

- However, in response to vocal criticism of any advertising that openly talks about Australia Day, it's Australia Day campaign is now just its Summer Campaign.
- Even though it is launched to coincide with Australia Day it no longer refers to the date.
- The research study asked Australians for their responses to the 2019 campaign and compared these to last year's responses to the 2018 campaign.

### Lamb Ad 2019



Click on images to view the long versions of the campaign television commercials.

### Lamb Ad 2018



## Recall of any Australia Day advertising

Awareness of any advertising for Australia Day declined substantially from 2018 to 2019.

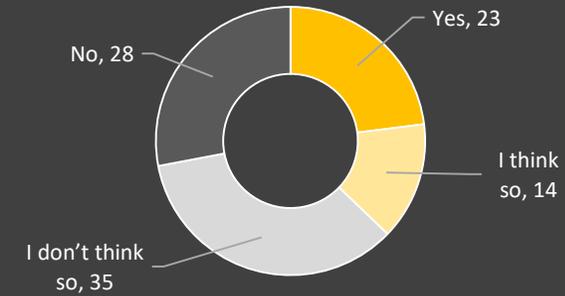
When asked about seeing advertising in 2019, 37% could recall seeing advertising for any product (for any product), only 23% confidently.

- This was a substantial drop from 53% recall (30% confidently) in 2018.

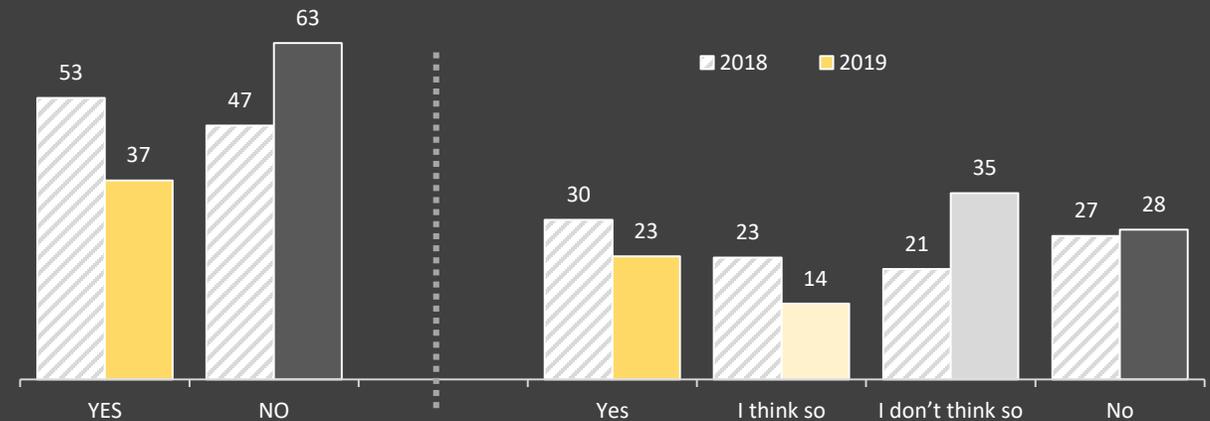
This drop in advertising awareness could indicate an overall decline in advertising from advertisers avoiding Australia Day.

- Do you remember seeing any advertising specifically for Australia Day?

Seen any Australia Day advertising?  
(Unprompted recall)



Seen any Australia Day advertising?  
(Unprompted recall)



## Recall of Australia Day lamb advertising

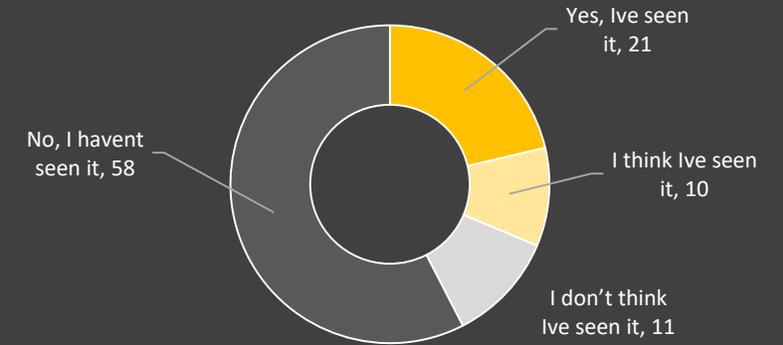
Recall of the Australia Day lamb ad for 2019 was similar to recall in 2018, with 31% recalling seeing it, 21% confidently.

After showing participants the 2019 Lamb ad, recall was similar to 2018.

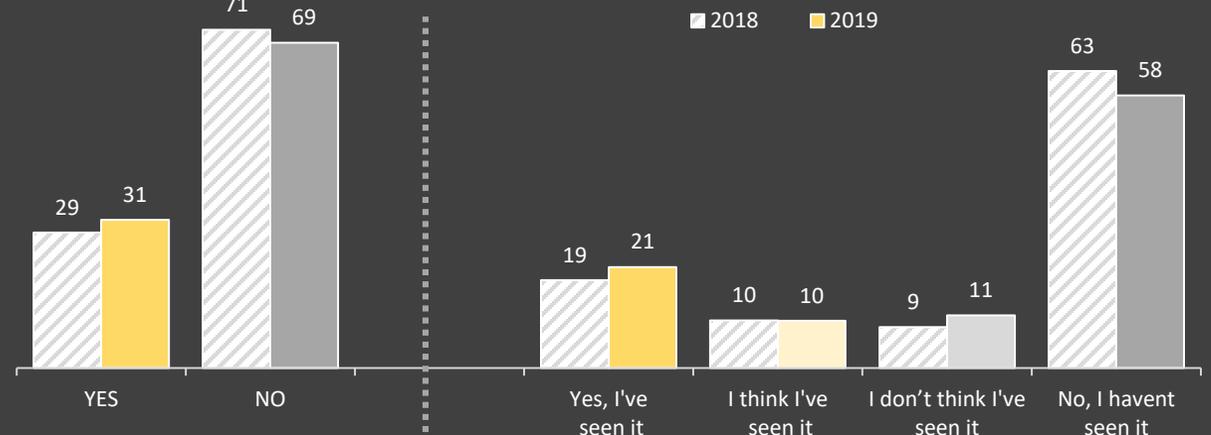
- Total recall was 29% in 2018 and 31% in 2019.
- Confident recall was 19% in 2018 and 21% in 2019.



Seen lamb ad?  
(Shown - Prompted recall)



Seen lamb ad?  
(Shown - Prompted recall)



- Do you remember seeing the ad on TV or online before Australia Day?

## Response to lamb advertising

The 2019 lamb ad generated a more positive feeling from viewers than the 2018 lamb ad.

### After showing participants the 2019 Lamb ad:

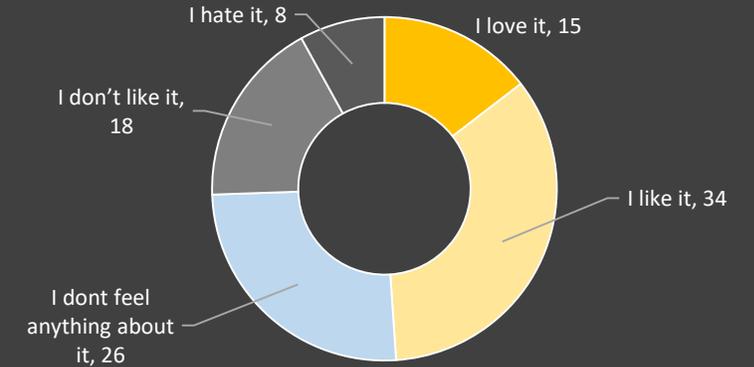
- Half (49%) felt they loved (15%) or liked (34%) it.
- One quarter (26%) felt they hated it (8%) or didn't like it (18%)
- 26% didn't feel anything.

### This response was more positive than in 2018.

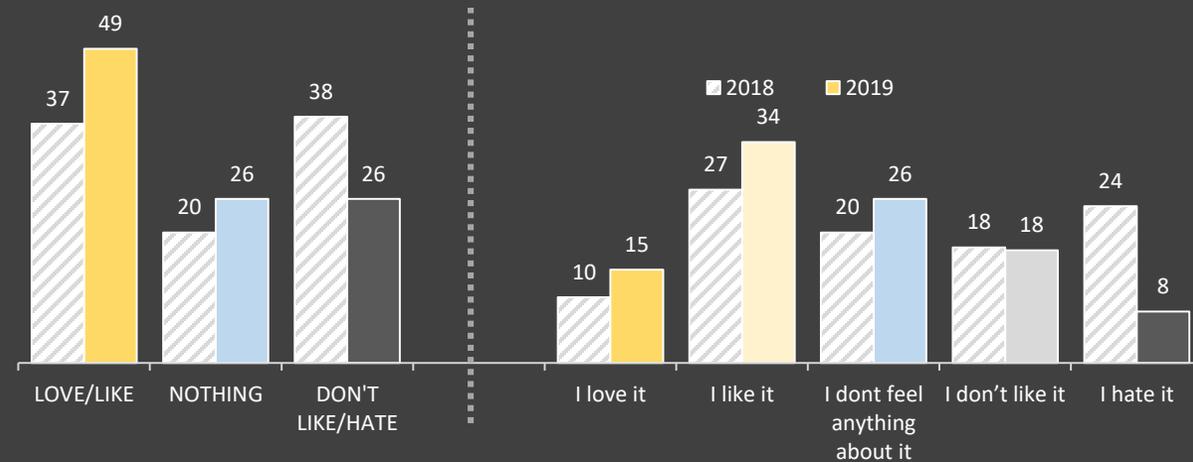
- At 49%, total love/like was up from 37% in 2018.
- At 26%, total hate/don't like was down from 38% in 2018.
- Importantly, while 24% said they hated the 2018 ad, only 8% felt this way in 2019.



Feeling from watching lamb ad?



Feeling from watching lamb ad?



How do you feel about this ad?

## Lamb ad and what it means to be Australian

Roughly the same number of people felt the lamb ad represented what it means to be Australian for Australia Day 2019 as those who did not.

### Opinions were split over whether the lamb ad represented what it means to be Australian.

- 41% felt it represented being Australian (15% definitely and 26% probably).
- 43% felt it didn't (22% definitely and 21% probably).
- 16% had no opinion.

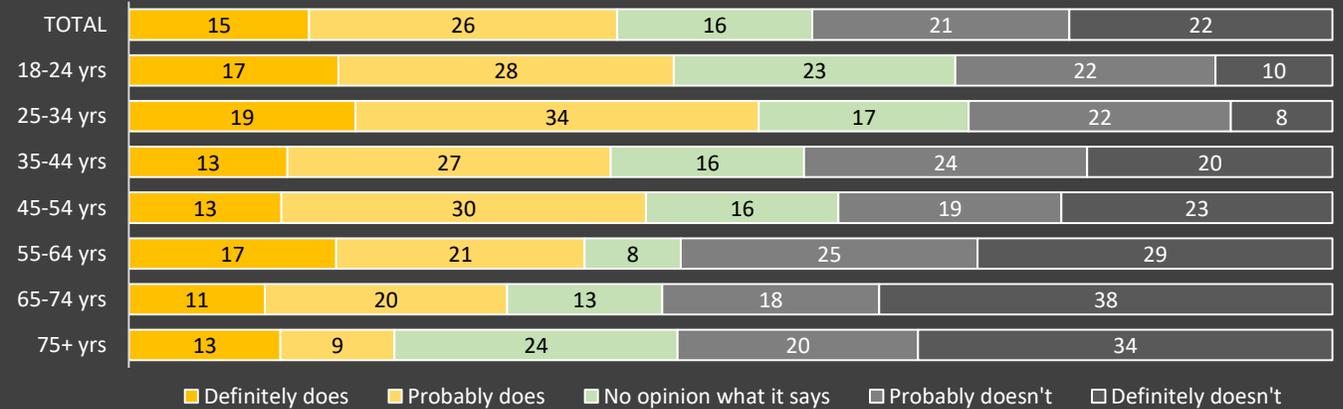
### Opinions about the ad tended to vary with age.

- The most positive age group was 25-34 yrs, with 45% feeling the ad represented being Australian.
- The most negative age group was 75+ yrs, with only 21% feeling this way.

### Does lamb ad represent what it means to be Australian?



### Does lamb ad represent what it means to be Australian?



How well does it represent what it means to be Australian for Australia Day 2019?

## Influence on lamb purchasing

After seeing the 2019 lamb ad, interesting in buying lamb was slightly higher than in 2018.

Opinions were split over whether the lamb ad would make them feel like buying lamb.

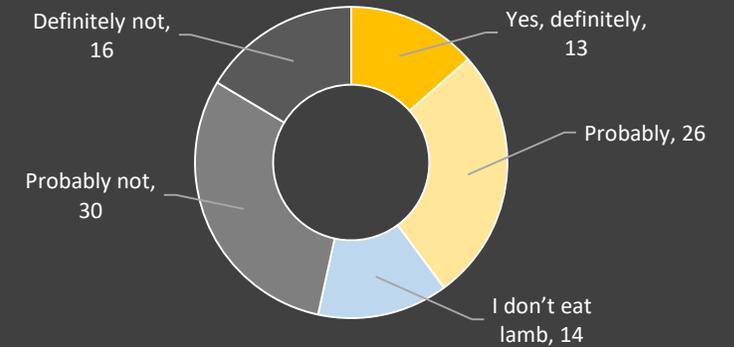
- 40% felt they would buy lamb (13% definitely and 26% probably).
- 47% felt they wouldn't (16% definitely and 30% probably).
- 14% didn't eat lamb.

The influence of the 2019 ad was slightly more positive than in 2018.

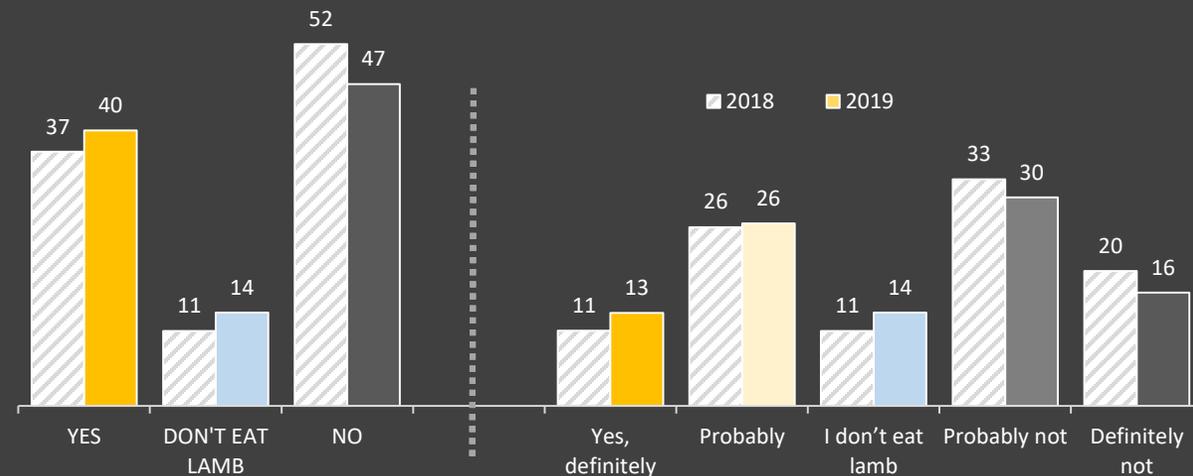
- At 40%, total yes was up from 37% in 2018.
- At 47%, total no was down from 52% in 2018.



Make you feel like buying lamb on Australia Day?



Make you feel like buying lamb on Australia Day?



Does it make you feel like buying lamb for Australia Day?

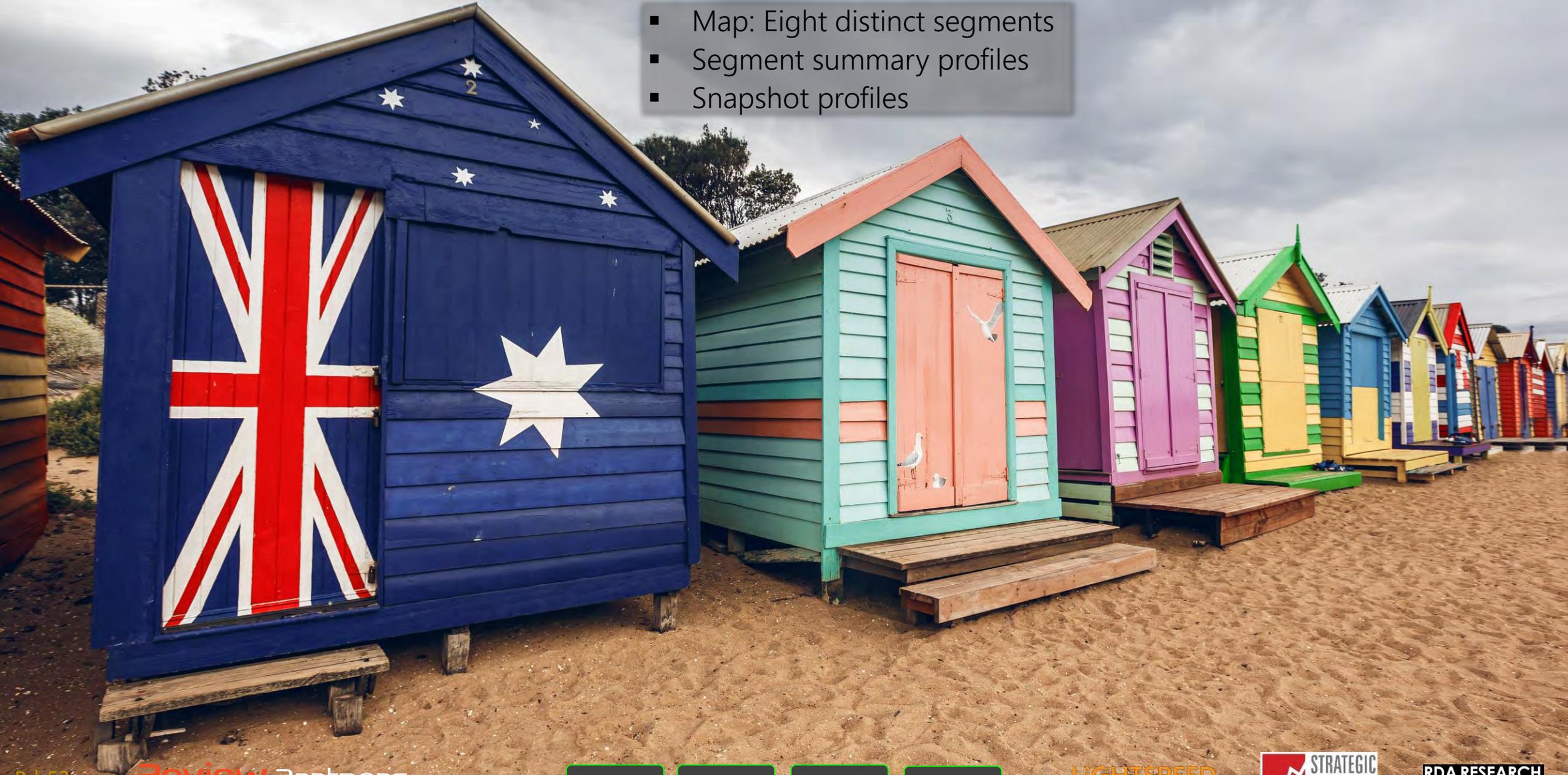


## Australian values and Australia Day

- How does the Australian population divide over Australia Day?
- The trends across the segments
- The Individual segments: Detailed profiles

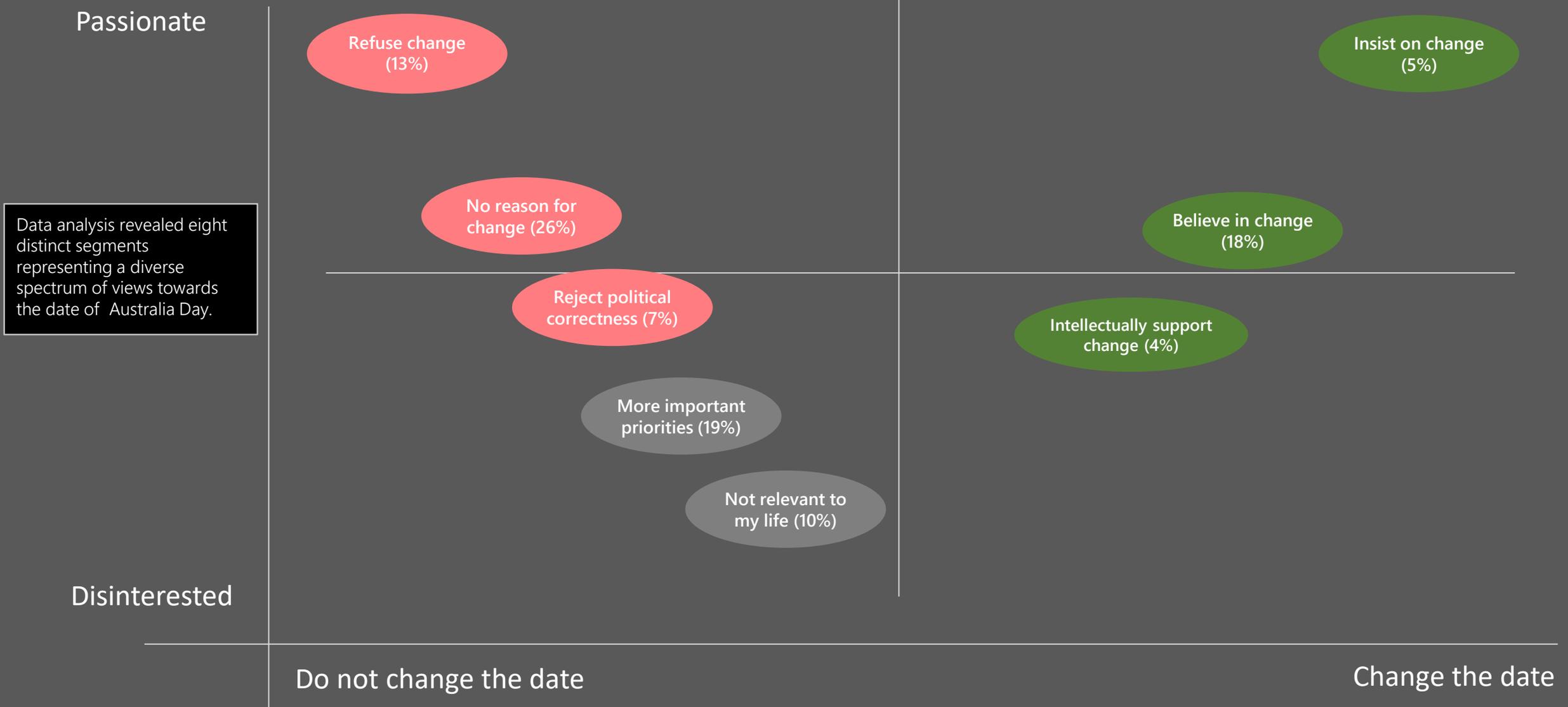
# How does the population divide over Australia Day?

- Map: Eight distinct segments
- Segment summary profiles
- Snapshot profiles



# Map: Eight distinct segments

Click segments to view snapshot profile



Data analysis revealed eight distinct segments representing a diverse spectrum of views towards the date of Australia Day.

# Segment summary profiles

Click summaries to view snapshot profile

## Refuse change (13%)

**Refuse change** is strongly opposed to changing the date and is unaffected by the explanation of history.

They are proud of Australia, think Australia Day is very important and almost all would vote against a Government that decided to change the date.



## No reason for change (26%)

**No reason to change** is the largest single segment, thinks Australia day is important and can see no benefit in changing it.

They definitely oppose changing the date regardless of the explanation of history and the majority would vote against a party that supported change.



## Reject political correctness (7%)

Most **Reject political correctness** are definitely opposed to changing the date.

Even though they have a range of views about the importance of Australia Day, they believe political correctness has too much influence, and more than half would use their vote to oppose a party that supported change.



## More important priorities (19%)

**More important priorities** is the second largest segment, thinks Australia Day is important but tends towards the middle ground on changing the date.

Even though the majority are still opposed to change, they do not feel this strongly, seeing other issues as more important. Changing the date has only a minor influence on their voting intentions.



## Not relevant to my life (10%)

**Not relevant to my life** has mixed feelings about the importance of Australia Day and tends towards a neutral view about the changing date.

They tend to have a pessimistic view of life in Australia and almost half say they 'don't care' about change and most others oppose it. The majority says it will have no effect on their vote.



## Intellectually support change (4%)

**Intellectually support** change is the smallest segment, believe Australia Day is very important, are most likely to celebrate the date and agree with progressive ideas..

They see the merit in keeping the current date, but a majority support changing the date, with more than half also claiming the issue will influence their vote for a Government that changes it.



## Believe in change (18%)

**Believe in change** is the largest segment that has majority support for change.

They recognise the value of arguments in favour of change and are strongly influenced by the explanation of history to increase support for change, but less than one third would consider voting in favour of a party that supports changing the date.



## Insist on change (5%)

**Insist on change** is the segment with the strongest support for changing the date, believes Australia Day is not at all important and has a very negative view of life in Australia today.

The majority intend to vote for a party that supports changing the date.



## Snapshot profiles

- Snapshot 1: Refuse change (13%)
- Snapshot 2: No reason to change (26%)
- Snapshot 3: Reject political correctness (7%)
- Snapshot 4: More important priorities (19%)
- Snapshot 5: Not relevant to my life (10%)
- Snapshot 6: Intellectually support change (4%)
- Snapshot 7: Believe in change (18%)
- Snapshot 8: Insist on change (5%)

# Segment snapshot 1: Refuse change (13%)

## In summary

At 13% of the population **Refuse change** is strongly opposed to changing the date and is unaffected by the explanation of history. They are proud of Australia, think Australia Day is very important and almost all would vote against a Government that decided to change the date.

## Who are you?

Most likely an older Coalition supporter, you are most familiar with the history of the day and you don't really want any change in the symbols of our national identity.

## Changing the date?

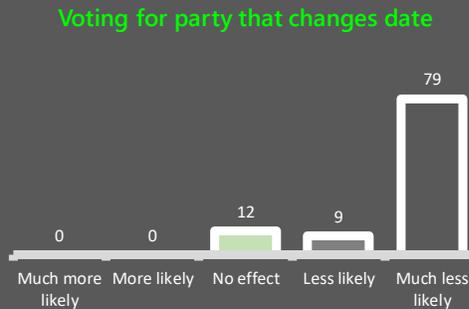
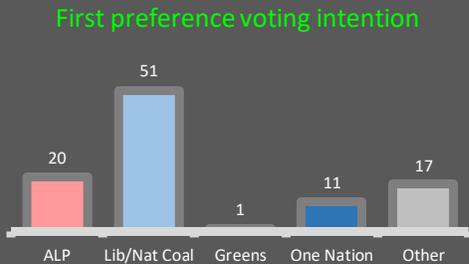
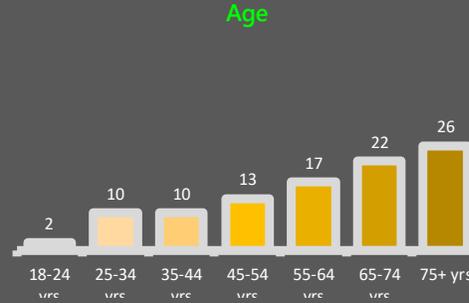
You have very strong views about how the debate has become a political issue that is creating unnecessary divisions by putting the interests of one small segment of the community ahead of the rest of the population, and you can't see how changing the date will bring any benefit to disadvantaged Indigenous people.

You don't want to see people living in Australia today held responsible for the actions of early settlers, but you would like to see it as a day when all Australians share in the pride of non-Indigenous and Indigenous culture and history.

## Being Australian in 2019?

You have a positive view of life in Australia, believing we can all achieve our dreams through hard work because of equal opportunities and no barriers from social class. You are also concerned to protect freedom of speech and avoid political correctness to ensure we remain the best country in the world. You think it is important to respect our British heritage and would be proud to display an Australian flag outside your home.

[Click for Refuse change detailed profile](#)



## Total agreement

Change Date Values (Total Agree: Top 3, Bottom 3)	%	Pop total	Diffn
People who have come to Australia since the first fleet should not be held responsible for the actions of the early settlers.	98	70	28
We should use the day to share in national pride for both non-Indigenous and Indigenous culture and history.	98	76	22
The debate has become a political issue which is creating unnecessary divisions between Australians.	98	70	28
We should find a date that doesn't cause distress to any part of the Australian community.	1	37	-36
It should be a date more suited to modern Australian history, like January 1, the date in 1901 when we became a nation.	0	31	-31
Holding it on Jan 26 is like asking Indigenous people to dance on the graves of their ancestors.	0	41	-41

General values (Total Agree: Top 5, Bottom 5)	%	Pop total	Diffn
I believe I am living in the best country in the world.	99	73	26
In Australia anyone can achieve their dreams through hard work and determination.	99	73	26
I feel proud of how Australia is seen by the rest of the world.	99	68	31
We should protect our right to freedom of speech even if it offends some people.	98	77	21
Political correctness has too much influence over a lot of changes in society.	97	77	21
We have too many 'nanny state' controls over personal decisions.	79	64	16
I can be myself knowing that I will not be judged by others for my choices or opinions.	78	56	22
We live in a country where social class doesn't matter.	77	39	39
We should offer a helping hand to those who have fallen behind financially in society.	77	73	4
As a nation we respect our political leaders.	42	28	15

## Segment snapshot 2: No reason to change (26%)

### In summary

At 26% of the population **No reason to change** is the largest single segment, thinks Australia day is important and can see no benefit in changing it. They definitely oppose changing the date regardless of the explanation of history and the majority would vote against a party that supported change.

### Who are you?

You could be any age or political preference, but you are more likely to be middle aged or older and a Coalition voter. You probably don't want any change in the symbols of our national identity.

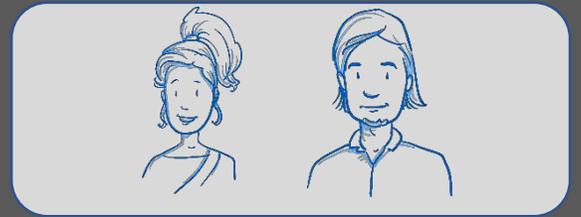
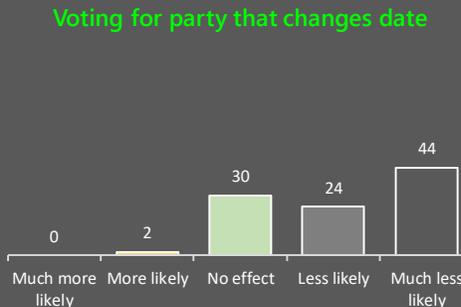
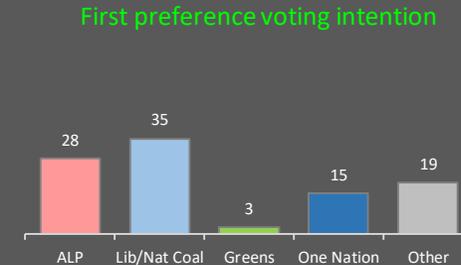
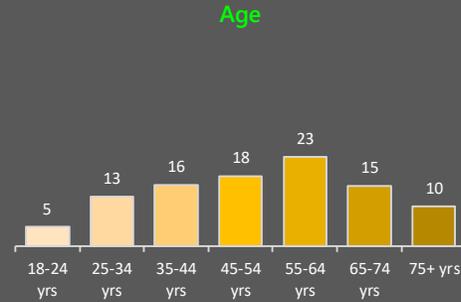
### Changing the date?

You see no benefit in changing the date, are concerned about preferential treatment to one small group and regard it as a purely symbolic act that will not help disadvantaged Indigenous people. You are particularly unmoved by some of the arguments for changing the date, do not believe the change will unite all Australians, and think it is unrealistic to find a date that doesn't cause stress to any part of the Australia community.

### Being Australian in 2019?

You are in line with the values of the rest of the population on most issues. However, you are more likely to believe we should not let people come to Australia who do not commit to our values and you are concerned about political correctness and 'nanny state' controls. You are slightly less likely than most to see the benefit of diversity, or the need to respect the special place of Indigenous people as the first Australians.

Click for **No reason to change** detailed profile



### Total agreement

Change Date Values (Total Agree: Top 3, Bottom 3)	%	Pop total	Diffn
People who have come to Australia since the first fleet should not be held responsible for the actions of the early settlers.	85	70	15
The debate has become a political issue which is creating unnecessary divisions between Australians.	84	70	15
We should use the day to share in national pride for both non-Indigenous and Indigenous culture and history.	84	76	8
It should be a date more suited to modern Australian history, like January 1, the date in 1901 when we became a nation.	8	41	-32
We should find a date that doesn't cause distress to any part of the Australian community.	3	37	-33
Holding it on Jan 26 is like asking Indigenous people to dance on the graves of their ancestors.	1	31	-30

General values (Total Agree: Top 5, Bottom 5)	%	Pop total	Diffn
Political correctness has too much influence over a lot of changes in society.	90	77	14
We should stop people coming to Australia who do not commit to our values.	89	71	18
We should protect our right to freedom of speech even it offends some people.	87	77	11
In Australia anyone can achieve their dreams through hard work and determination.	85	73	12
I believe I am living in the best country in the world.	84	73	11
We should accept changes in society if they are agreed by the majority.	63	65	-3
We should respect the special place of Indigenous people as the first Australians.	61	76	-15
I can be myself knowing that I will not be judged by others for my choices or opinions.	55	56	-1
We live in a country where social class doesn't matter.	30	39	-9
As a nation we respect our political leaders.	23	28	-5

# Segment snapshot 3: Reject political correctness (7%)



Total agreement

## In summary

At 7% of the population, most **Reject political correctness** are definitely opposed to changing the date. Even though they have a range of views about the importance of Australia Day, they believe political correctness has too much influence, and more than half would use their vote to oppose a party that supported change.

## Who are you?

You could be any age, but more likely to be younger to middle aged and more likely vote for the ALP. You probably don't want any change in the symbols of our national identity, but would put a Republic as your first preference.

## Changing the date?

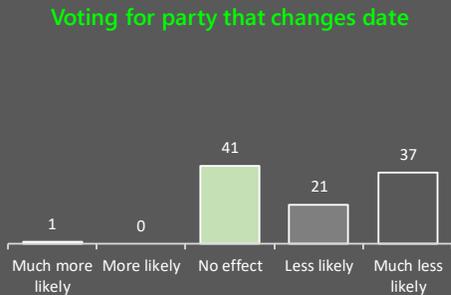
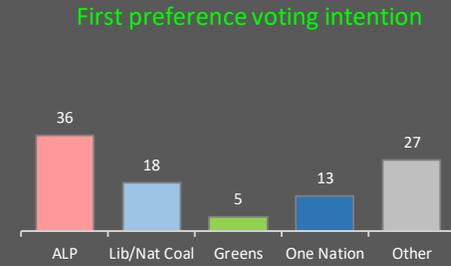
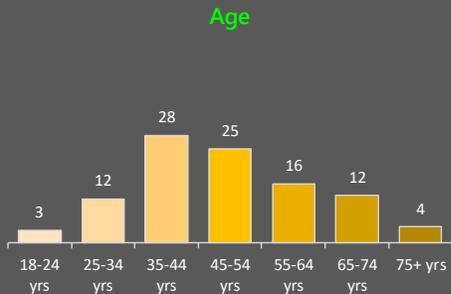
You react strongly against some pro-change statements, including that the current date is asking Indigenous people 'to dance on the graves of their ancestors'. You also believe the debate is creating division and that changing the date will not unite Australians.

## Being Australian in 2019?

You have a pessimistic view of life in Australia in 2019 and are frustrated by the influence of political correctness and the controls over personal decisions. You strongly disagree that all Australians have equal opportunities, or that anyone can achieve their dreams through hard work and determination.

You feel judged for your opinions, do not believe you live in the best country in the world and are less likely than most to see the benefit in diversity of races, cultures and religions in Australia.

Click for **Reject political correctness** detailed profile



Change Date Values (Total Agree: Top 3, Bottom 3)	%	Pop total	Diffn
The debate has become a political issue which is creating unnecessary divisions between Australians.	82	70	12
We should use the day to share in national pride for both non-Indigenous and Indigenous culture and history.	79	76	3
People who have come to Australia since the first fleet should not be held responsible for the actions of the early settlers.	74	70	4
It would be an important symbolic act that will help to unite all Australians.	19	41	-23
We should find a date that doesn't cause distress to any part of the Australian community.	11	37	-26
Holding it on Jan 26 is like asking Indigenous people to dance on the graves of their ancestors.	5	31	-27

General values (Total Agree: Top 5, Bottom 5)	%	Pop total	Diffn
Political correctness has too much influence over a lot of changes in society.	88	77	11
We should protect our right to freedom of speech even it offends some people.	86	77	9
We have too many 'nanny state' controls over personal decisions.	83	64	20
We should stop people coming to Australia who do not commit to our values.	77	71	6
We should be cautious about making too many changes too fast.	75	74	1
I can be myself knowing that I will not be judged by others for my choices or opinions.	17	56	-39
In Australia anyone can achieve their dreams through hard work and determination.	12	73	-61
We live in a country where social class doesn't matter.	8	39	-31
In Australia everyone has equal opportunities in life.	7	58	-51
As a nation we respect our political leaders.	6	28	-22

# Segment snapshot 4: More important priorities (19%)



## In summary

At 19% of the population **More important priorities** is the second largest segment, thinks Australia Day is important but tends towards the middle ground on changing the date. Even though the majority are still opposed to change, they do not feel this strongly, seeing other issues as more important. Changing the date has only a minor influence on their voting intentions.

## Who are you?

You are more likely to be younger, around 25 to 45 yrs old and your voting preferences are in line with the rest of the population. You probably don't want any change in the symbols of our national identity, but would put a Republic as your first preference.

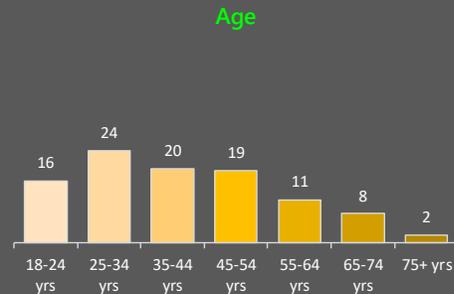
## Changing the date?

You can see value in various reasons to change the date, think it might help unite all Australians, and you are more likely to respect Indigenous concerns about the treatment of their ancestors. You are also less likely to react negatively to claims pro-change claims like the 'dancing on the graves' statement. However, you don't have strong views about the issue and see other things in your life as more important.

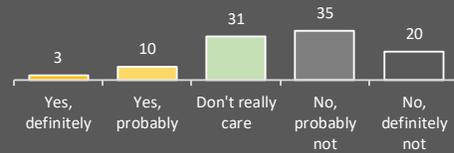
## Being Australian in 2019

You are happy to get on with your life without holding extreme views and generally have a slightly more positive view than the average person of life in Australia. You feel you are in charge of their own destiny, do not feel judged, and are less frustrated by the influence of political correctness and the controls over personal decisions.

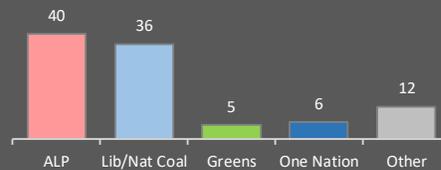
Click for **More important priorities** detailed profile



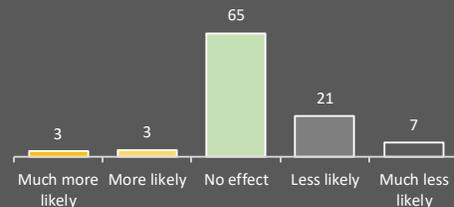
## Change the date? (Before explanation)



## First preference voting intention



## Voting for party that changes date

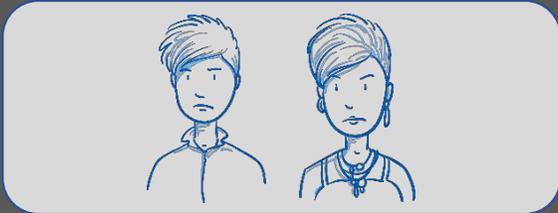


## Total agreement

Change Date Values (Total Agree: Top 3, Bottom 3)	%	Pop total	Diffn
We should use the day to share in national pride for both non-Indigenous and Indigenous culture and history.	87	76	11
The debate has become a political issue which is creating unnecessary divisions between Australians.	78	70	8
People who have come to Australia since the first fleet should not be held responsible for the actions of the early settlers.	77	70	7
Changing the date puts the interests of one small segment of the Australian community ahead of the rest of the population.	62	55	7
We should find a date that doesn't cause distress to any part of the Australian community.	52	37	15
Holding it on Jan 26 is like asking Indigenous people to dance on the graves of their ancestors.	39	31	8

General values (Total Agree: Top 5, Bottom 5)	%	Pop total	Diffn
We should respect the special place of Indigenous people as the first Australians.	91	76	15
In Australia anyone can achieve their dreams through hard work and determination.	91	73	18
I believe I am living in the best country in the world.	89	73	16
I feel proud of how Australia is seen by the rest of the world.	88	68	20
We should protect our right to freedom of speech even it offends some people.	83	77	6
We should stop people coming to Australia who do not commit to our values.	72	71	1
We should respect our British heritage as a nation.	59	56	3
We have too many 'nanny state' controls over personal decisions.	54	64	-10
We live in a country where social class doesn't matter.	52	39	14
As a nation we respect our political leaders.	40	28	13

# Segment snapshot 5: Not relevant to my life (10%)



## In summary

At 10% of the population **Not relevant to my life** has mixed feelings about the importance of Australia Day and tends towards a neutral view about the changing date. They tend to have a pessimistic view of life in Australia and almost half say they 'don't care' about change and most others oppose it. The majority says it will have no effect on their vote.

## Who are you?

You are more likely to be younger, from 18 to 45 yrs old and vote ALP or Independent. You probably don't want any change to our national symbols, but if you do, a Republic or changing the date would be your first preference.

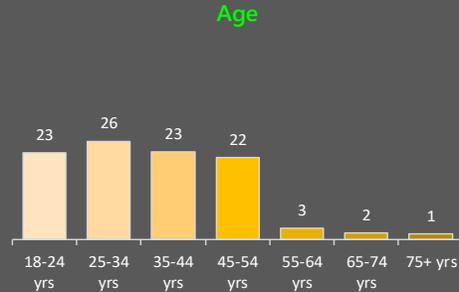
## Changing the date?

You are less likely than most people to accept arguments either for or against changing the date. You particularly cannot see the benefit in using the day to share in national pride and do not think current Australians should be made to feel responsible for the actions of early settlers.

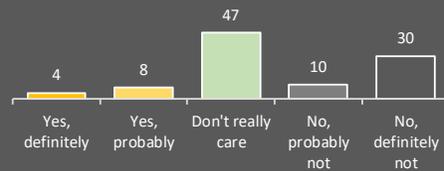
## Being Australian in 2019

You have a pessimistic view of most aspects of life in Australia, rejecting the idea you are living in the best country in the world. You are less likely than most to see the benefit in diversity or helping those who have fallen behind financially, or that we should respect the special place of Indigenous people as the first Australians.

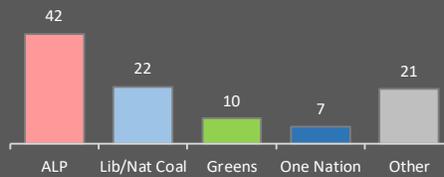
Click for **Not relevant to my life** detailed profile



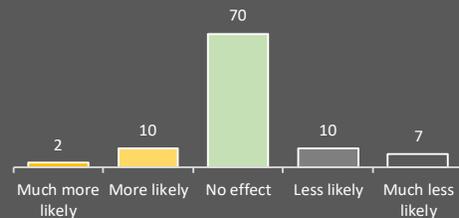
## Change the date? (Before explanation)



## First preference voting intention



## Voting for party that changes date



## Total agreement

Change Date Values (Total Agree: Top 3, Bottom 3)	%	Pop total	Diffn
We should respect the wishes of Indigenous people who feel aggrieved about the treatment of their ancestors by British settlers.	18	46	-28
We should use the day to share in national pride for both non-Indigenous and Indigenous culture and history.	16	76	-59
People who have come to Australia since the first fleet should not be held responsible for the actions of the early settlers.	16	70	-54
It is a symbolic act that will not help to bring about real practical change in the lives of disadvantaged Indigenous people.	9	63	-54
Changing the date puts the interests of one small segment of the Australian community ahead of the rest of the population.	8	55	-47
Holding it on Jan 26 is like asking Indigenous people to dance on the graves of their ancestors.	7	31	-25

General values (Total Agree: Top 5, Bottom 5)	%	Pop total	Diffn
We should respect the special place of Indigenous people as the first Australians.	27	76	-48
Political correctness has too much influence over a lot of changes in society.	26	77	-51
In Australia anyone can achieve their dreams through hard work and determination.	25	73	-48
I feel proud of how Australia is seen by the rest of the world.	22	68	-45
We should be cautious about making too many changes too fast.	22	74	-52
We have too many 'nanny state' controls over personal decisions.	17	64	-46
We should respect our British heritage as a nation.	16	56	-40
We live in a country where social class doesn't matter.	13	39	-26
As a nation we respect our political leaders.	9	28	-19
I can be myself knowing that I will not be judged by others for my choices or opinions.	8	56	-48

## Segment snapshot 6: Intellectually support change (4%)



### In summary

At 4% of the population *Intellectually support change* is the smallest segment, believe Australia Day is very important and celebrate the date. Even though they also see the merit in keeping the current date, a majority support changing the date, with more than half also claiming the issue will influence their vote for a Government that changes it.

### Who are you?

You are most likely to be younger, 18 to 44 yrs old, more highly qualified than most, and you could represent a range of political views.

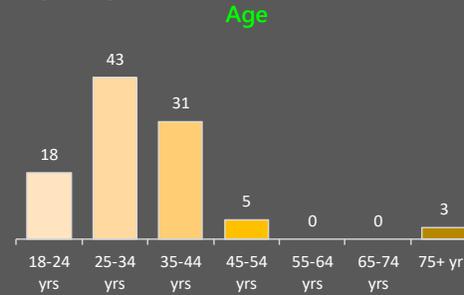
### Changing the date?

You see the merit in most statements both for and against changing the date, even though you support more strongly the arguments in favour of changing the date. You are also far more likely than most people to have attended either a private function or public event on Australia Day.

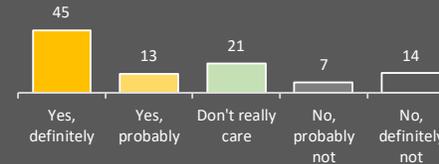
### Being Australian in 2019

You have a strongly positive view of Australia today, do not feel judged, and believe we can all achieve our dreams in a society without social class. You also believe we have a high level of respect for our political leaders.

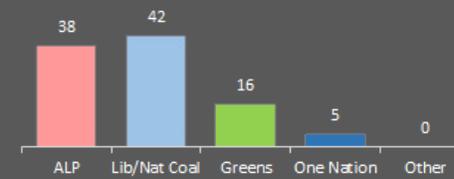
[Click for Intellectually support change detailed profile](#)



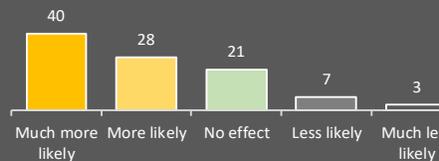
Change the date? (Before explanation)



First preference voting intention



Voting for party that changes date



### Total agreement

Change Date Values (Total Agree: Top 3, Bottom 3)	%	Pop total	Diffn
We should respect the wishes of Indigenous people who feel aggrieved about the treatment of their ancestors by British settlers.	100	46	54
It would be an important symbolic act that will help to unite all Australians.	98	41	56
We should use the day to share in national pride for both non-Indigenous and Indigenous culture and history.	98	76	22
It is a symbolic act that will not help to bring about real practical change in the lives of disadvantaged Indigenous people.	96	63	33
We should find a date that doesn't cause distress to any part of the Australian community.	95	37	59
Changing the date puts the interests of one small segment of the Australian community ahead of the rest of the population.	89	55	34

General values (Total Agree: Top 5, Bottom 5)	%	Pop total	Diffn
We should respect the special place of Indigenous people as the first Australians.	100	76	24
Political correctness has too much influence over a lot of changes in society.	100	77	23
In Australia anyone can achieve their dreams through hard work and determination.	100	73	27
We should be cautious about making too many changes too fast.	100	74	26
We should offer a helping hand to those who have fallen behind financially in society.	100	73	27
We should accept changes in society if they are agreed by the majority.	92	65	27
We live in a country where social class doesn't matter.	92	39	53
In Australia everyone has equal opportunities in life.	91	58	34
We have too many 'nanny state' controls over personal decisions.	90	64	27
We should respect our British heritage as a nation.	88	56	31

# Segment snapshot 7: Believe in change (18%)



## In summary

At 18% of the population **Believe in change** is the largest segment that has majority support for change. They recognise the value of arguments in favour of change and are strongly influenced by the explanation of history to increase support for change, but less than one third would consider voting in favour of a party that supports changing the date.

## Who are you?

You could be any age and more likely to support the ALP or Greens even though you do not see Australia Day as particularly important. You are more likely to support changing the date ahead of a Republic, or changing anything about our symbols of national identity.

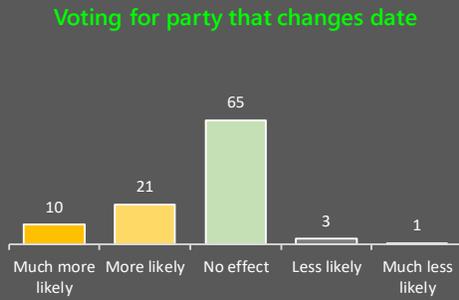
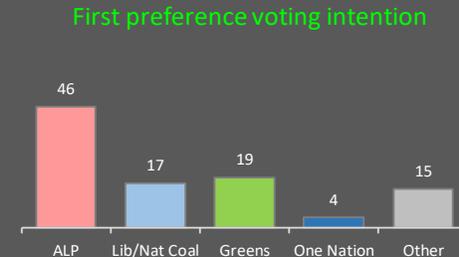
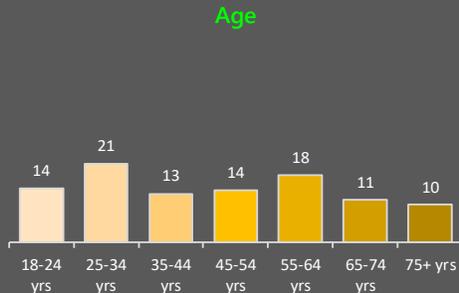
## Changing the date?

You strongly agree with the statements in favour of change including the need to find a date that doesn't cause distress to anyone, but you disagree with most arguments against change.

## Being Australian in 2019

You are in line with national opinion about most Australian values, except you are somewhat more willing to respect the special place of Indigenous people and to value diversity of race, culture and religion.

Click for *Believe in change* detailed profile



## Total agreement

Change Date Values (Total Agree: Top 3, Bottom 3)	%	Pop total	Diffn
We should respect the wishes of Indigenous people who feel aggrieved about the treatment of their ancestors by British settlers.	97	46	51
We should find a date that doesn't cause distress to any part of the Australian community.	87	37	50
It would be an important symbolic act that will help to unite all Australians.	86	41	45
The debate has become a political issue which is creating unnecessary divisions between Australians.	53	70	-16
It is a symbolic act that will not help to bring about real practical change in the lives of disadvantaged Indigenous people.	46	63	-17
Changing the date puts the interests of one small segment of the Australian community ahead of the rest of the population.	12	55	-43

General values (Total Agree: Top 5, Bottom 5)	%	Pop total	Diffn
We should respect the special place of Indigenous people as the first Australians.	98	76	23
We benefit from the diversity of races, cultures and religions that make up Australia today.	87	72	15
We should offer a helping hand to those who have fallen behind financially in society.	84	73	11
We should accept changes in society if they are agreed by the majority.	80	65	14
In Australia anyone can achieve their dreams through hard work and determination.	74	73	1
I would feel proud to display the Australian flag outside my home.	49	64	-14
We should respect our British heritage as a nation.	49	56	-8
In Australia everyone has equal opportunities in life.	48	58	-10
We live in a country where social class doesn't matter.	31	39	-8
As a nation we respect our political leaders.	20	28	-7

# Segment snapshot 8: Insist on change (5%)

## In summary

At 5% of the population Insist on change is the segment with the strongest support for changing the date, believes Australia Day is not at all important and has a very negative view of life in Australia today. The majority intend to vote for a party that supports changing the date.

## Who are you?

You are probably younger, 18 to 40 yrs old and almost definitely vote either ALP or Greens. Given the choice of changes in our national symbols, your strong preference is for changing the date, followed by becoming a Republic.

## Changing the date?

You have extreme views about changing the date, with very strong support for pro-change statements and very strong opposition to anti-change arguments. You strongly accept the distress of Indigenous people about being forced to dance on the graves of their ancestors on Australia Day.

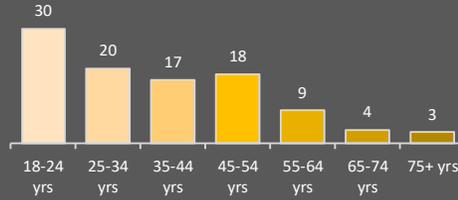
## Being Australian in 2019

You have a negative view of most aspects of life in Australia in 2019, do not feel proud of how we are seen by the rest of the world, and do not think you are living in the best country in the world.

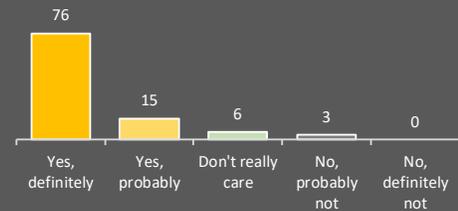
You reject claims that political correctness has too much influence, that we have equal opportunities or that anyone can achieve their dreams through hard work. However, you strongly believe we should respect the special place of Indigenous people as the first Australians and that we should help those who have fallen behind in society.

Click for *Insist on change* detailed profile

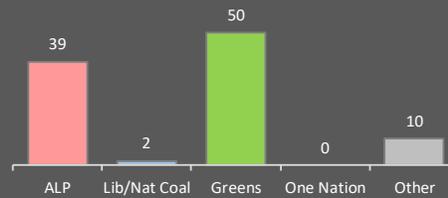
### Age



### Change the date? (Before explanation)



### First preference voting intention



### Voting for party that changes date



## Total agreement

Change Date Values (Total Agree: Top 3, Bottom 3)	%	Pop total	Diffn
It would be an important symbolic act that will help to unite all Australians.	100	41	59
We should respect the wishes of Indigenous people who feel aggrieved about the treatment of their ancestors by British settlers.	98	46	52
We should find a date that doesn't cause distress to any part of the Australian community.	97	37	60
People who have come to Australia since the first fleet should not be held responsible for the actions of the early settlers.	16	70	-54
It is a symbolic act that will not help to bring about real practical change in the lives of disadvantaged Indigenous people.	12	63	-51
Changing the date puts the interests of one small segment of the Australian community ahead of the rest of the population.	2	55	-53

General values (Total Agree: Top 5, Bottom 5)	%	Pop total	Diffn
We should offer a helping hand to those who have fallen behind financially in society.	97	73	23
We should respect the special place of Indigenous people as the first Australians.	95	76	20
We benefit from the diversity of races, cultures and religions that make up Australia today.	91	72	19
We should accept changes in society if they are agreed by the majority.	65	65	-0
We should protect our right to freedom of speech even it offends some people.	47	77	-30
I would feel proud to display the Australian flag outside my home.	15	64	-49
We live in a country where social class doesn't matter.	12	39	-27
In Australia everyone has equal opportunities in life.	12	58	-46
I feel proud of how Australia is seen by the rest of the world.	8	68	-60
As a nation we respect our political leaders.	5	28	-23

# The trends across segments

- Key trends: Changing the date
- Key trends: Age and Gender
- Key trends: Importance of the day and most important change
- Key trends: Celebration of Australia Day
- Key trends: Support for Government action
- Key trends: Voting intentions
- Key trends: Knowledge of Australia Day
- Key trends: Councils' decisions on Citizenship Ceremonies
- Trends: Stage of life and socio-economic status
- GeoTribes Map
- GeoTribes summary descriptions

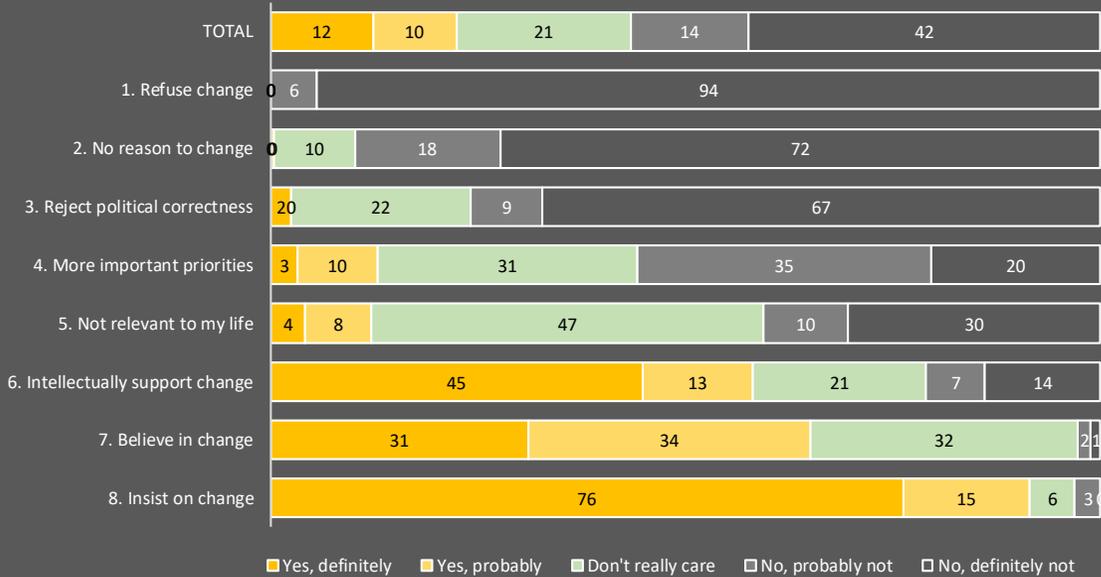
# Key trends: Changing the date

## Size of segment (%)

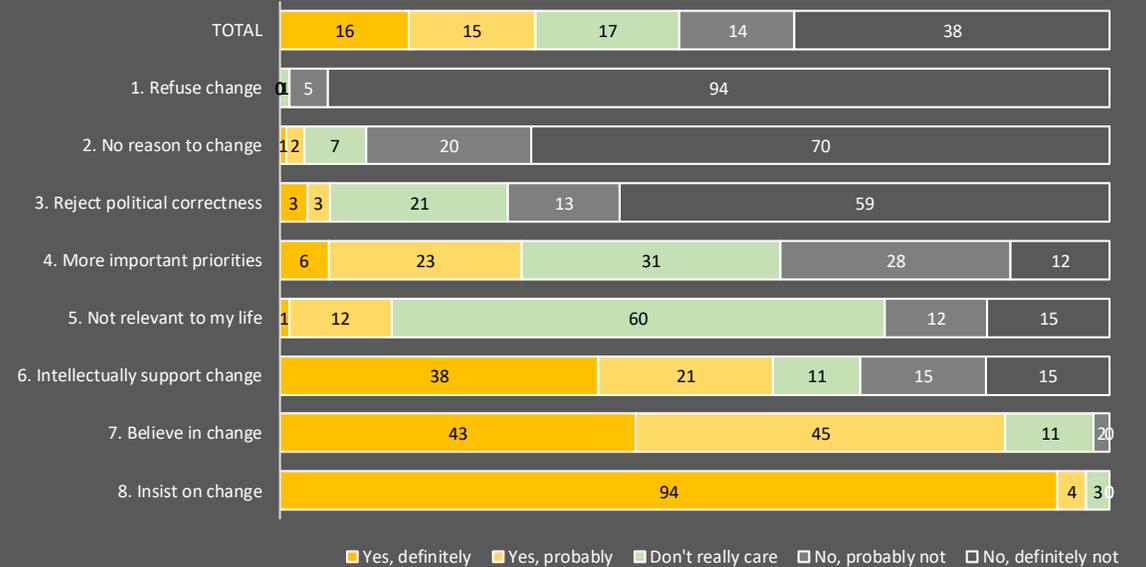


Australia Day is the anniversary of the landing of the first fleet from England and establishing Australia as a British colony 1788. Some people have suggested we should not celebrate this day because it represents the day when Australia's original Indigenous peoples were invaded by the British, had 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?

## Should we change the date? (Before explanation)



## Change date? (After explanation)



### Key trends:

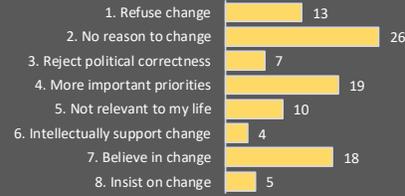
- At the extremes, there is almost absolute opposition to change (*Refuse change 13%*) or support for it (*Insist on change 5%*).
- Most segments (5/8) oppose change or don't care about it while three segments support change.
- There is a high 'Don't care' response in the five more neutral segments.

### Key trends:

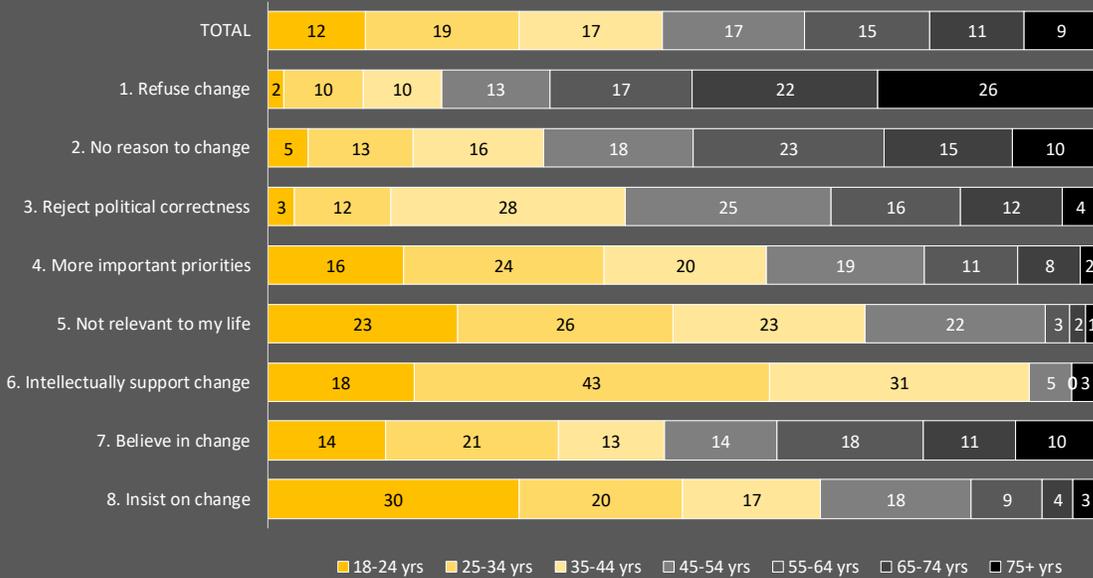
- The explanation of the actions of early settlers against Indigenous Australians strengthens support in the three most positive segments and *More important priorities 19%*.
- The explanation has little influence on the three most negative segments (*Refuse change 13%, No reason to change 26%, Reject political correctness 7%*) and *Not relevant to my life 10%*.

# Key trends: Age and Gender

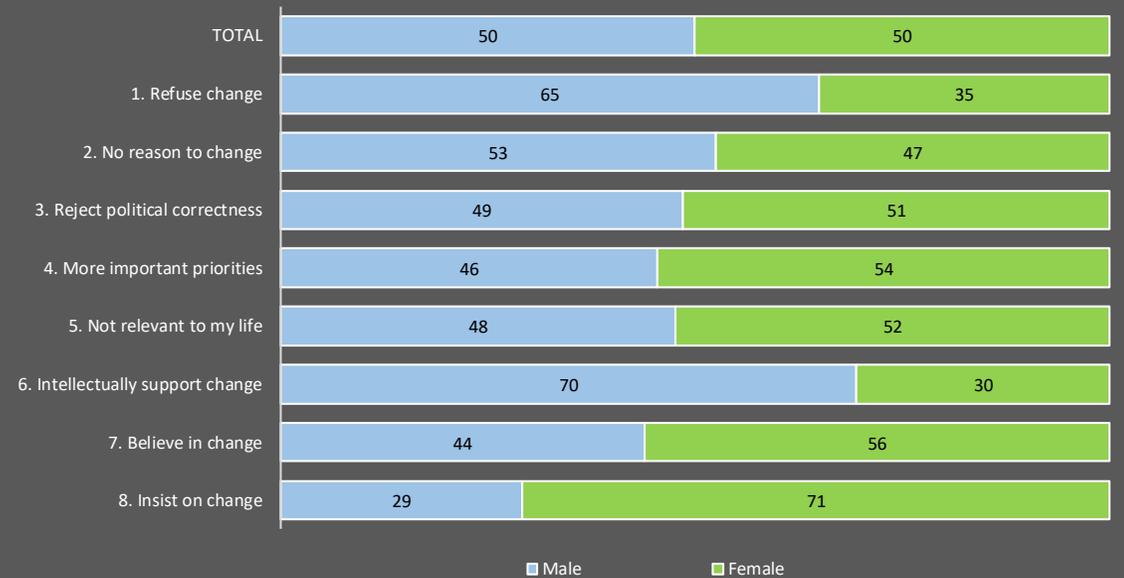
## Size of segment (%)



## Age



## Gender



### Key trends:

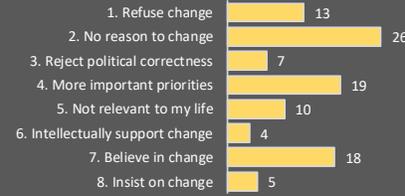
- At the extremes, opposition to change is strongest among older Australians and support is strongest among younger people.
- Neutral segments who 'don't care' are also more likely to be younger, as is the smaller *Intellectually support change* 4% segment.
- The largest group of support for change *Believe in change* 18% has a range of ages matching the overall population.

### Key trends:

- At the extremes, opposition to change is strongest among men and support is strongest among women.
- The gender of most other segments is in line with the population.
- The small *Intellectually support change* 4% segment tends to be male.

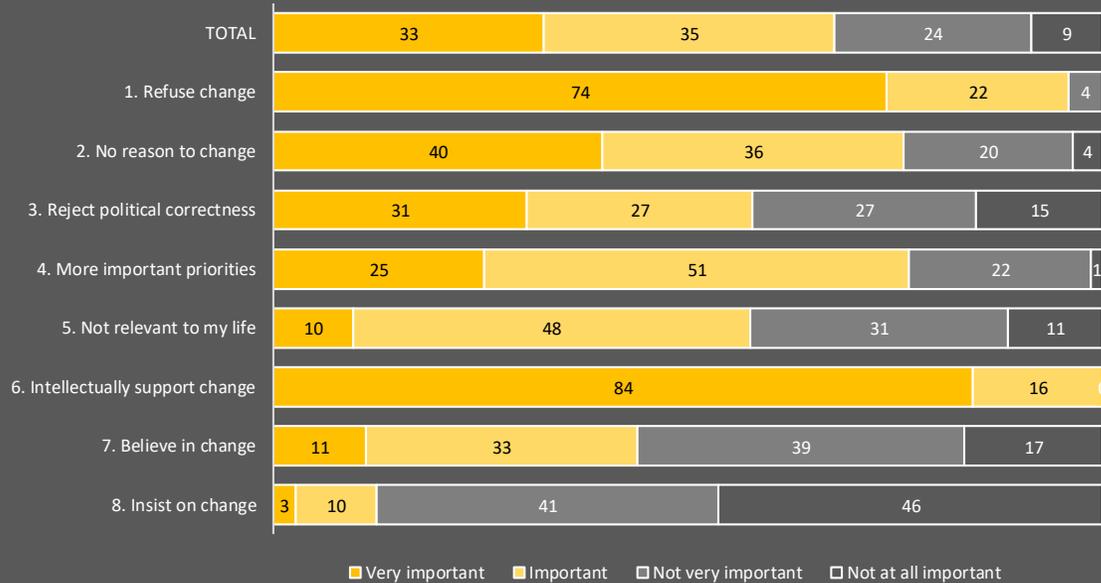
# Key trends: Importance of the day and most important change

Size of segment (%)

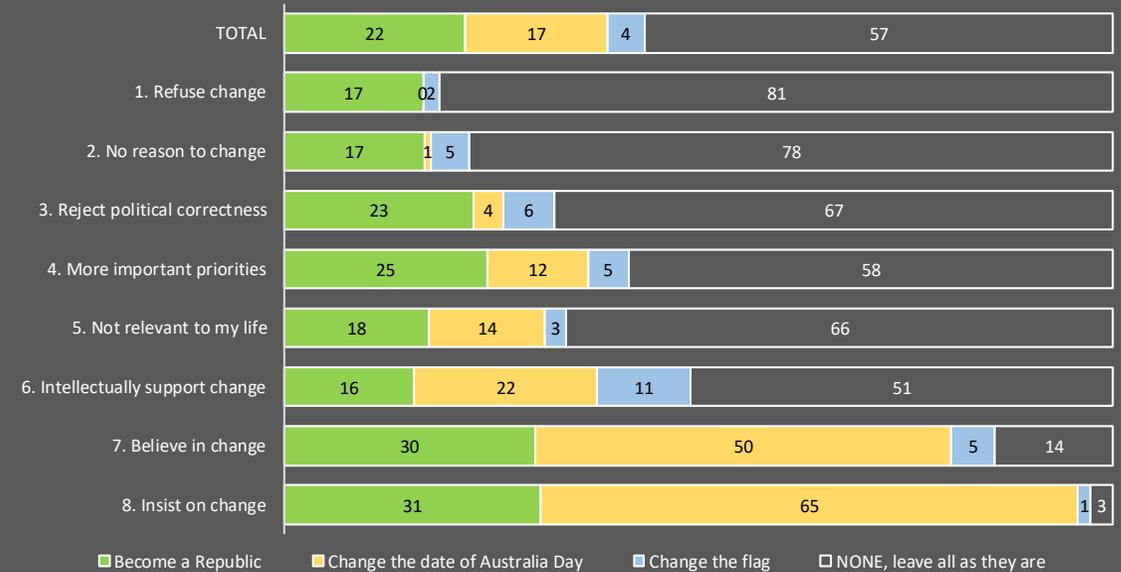


Some people have suggested we should make three main changes to establish our national identity. Which do you think is the most important change that we should make?

Importance of Australia Day



Most important change we could make?



## Key trends:

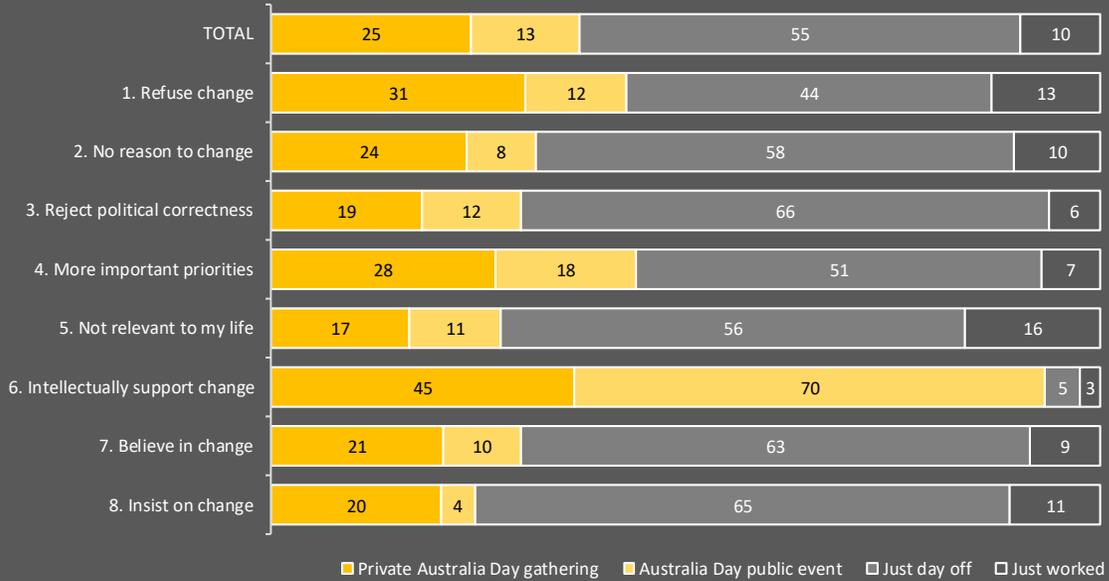
- A majority of all segments believe Australia Day is important or very important except for the two most in favour of change (*Believe in change 18%, Insist on change 5%*)
- The segments most opposed to change place the highest value on Australia Day.
- All of *Intellectually support change 4%* also believe Australia Day is important.

## Key trends:

- More than half of six segments believe we should not make any changes to establish our independence as a nation.
- There is more support for a republic than changing the date among five segments as the most important change we should make.
- Around a third of *Believe in change 18%* and *Insist on change 5%* also put a republic ahead of changing the date as most important.

# Key trends: Celebration of Australia Day

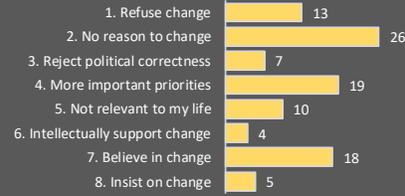
## Celebrate Australia Day?



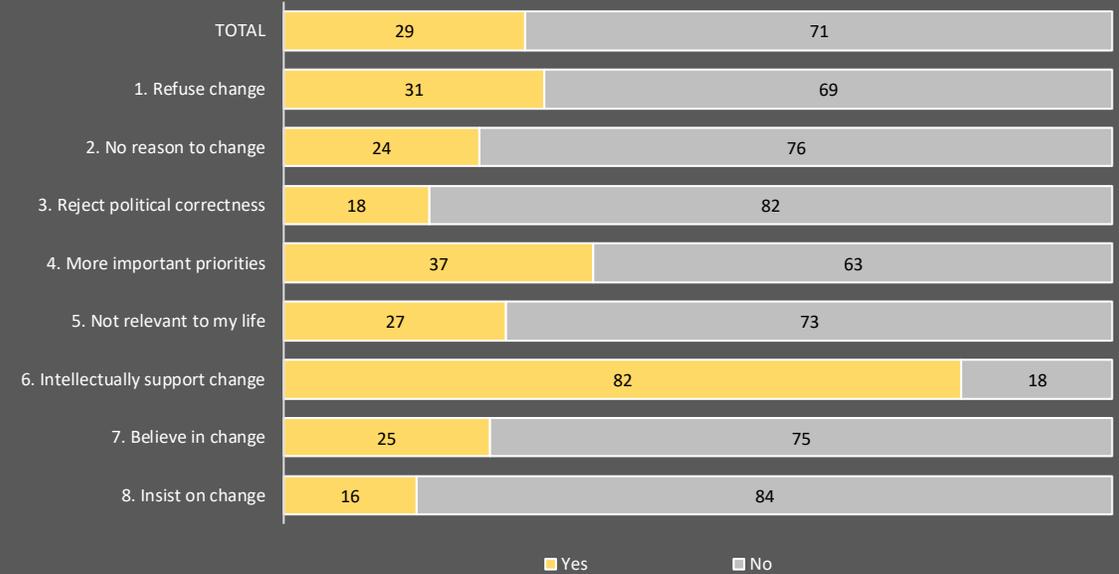
### Key trends

- At least a quarter of all segments celebrated Australia Day with some private or public activity with a private gathering more common.
- The exception was *Intellectually support change* 4%, most of whom attended an Australia Day public event.

## Size of segment (%)



## BBQ on Australia Day?

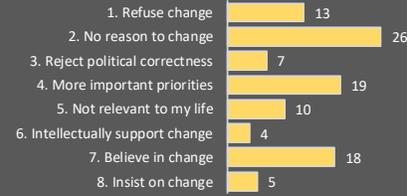


### Key trends

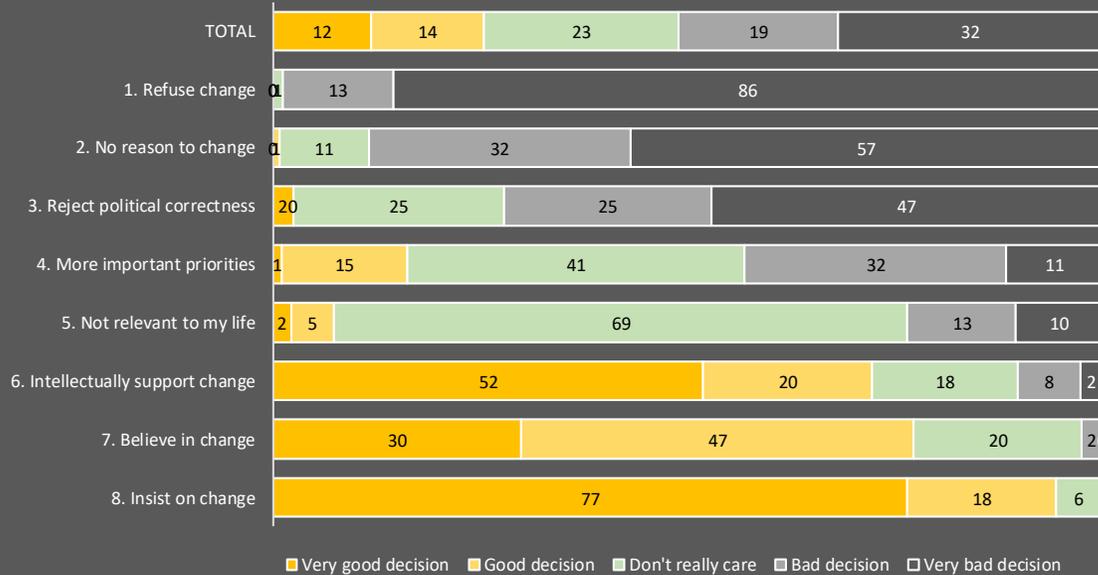
- The supporters of change (and mostly young professionals) in *Intellectually support change* 4% were most likely to have a BBQ, as were the neutral, family oriented *More important priorities* 19%.
- The strongest supporters of change *Insist on change* 5% were least likely to have a BBQ on Australia Day.

# Key trends: Support for Government action

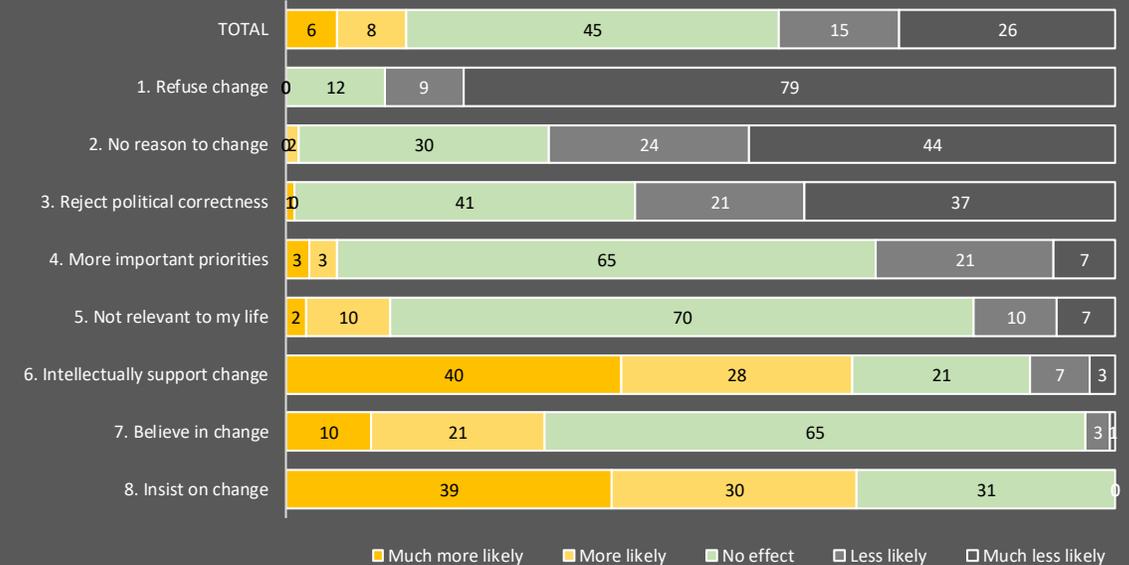
Size of segment (%)



Your response if Government changed Australia Day?



How likely to vote for a Government that changes the date?



## Key trends

- Attitudes towards a government decision to change Australia Day are in line with the strength of opinions about changing the date.

## Key trends

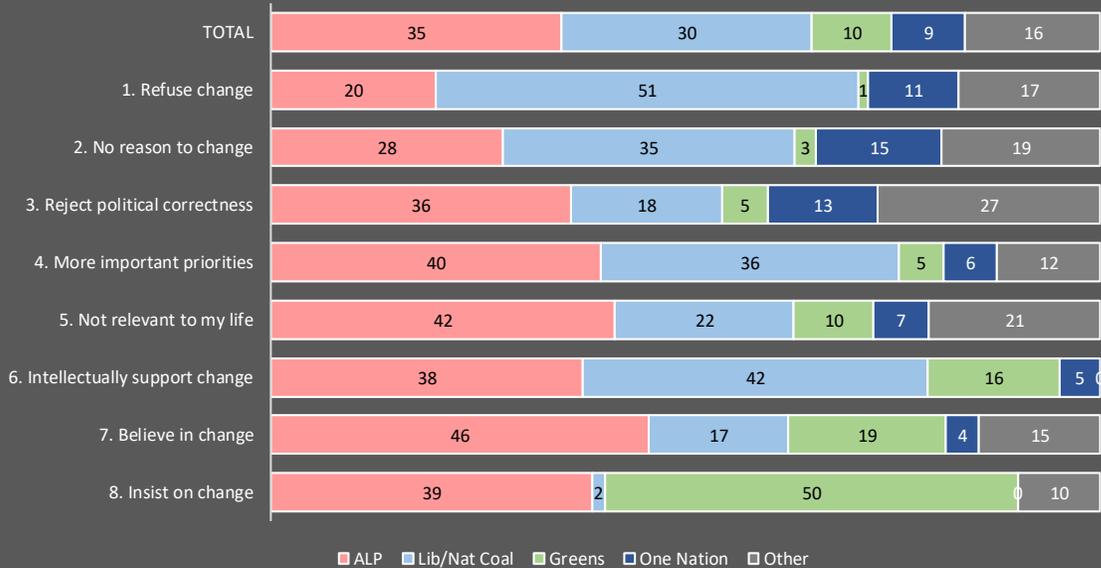
- A relatively large proportion of most segments say a government decision to change the date would not influence their vote.
- Three segments opposed to change, accounting for 46%, are less likely to vote for such a government and two segments supporting change, accounting for 9%, are more likely to vote for them.
- The largest segment supporting change (*Believe in change 18%*) is not likely to use their vote to support change.

# Key trends: Voting intentions

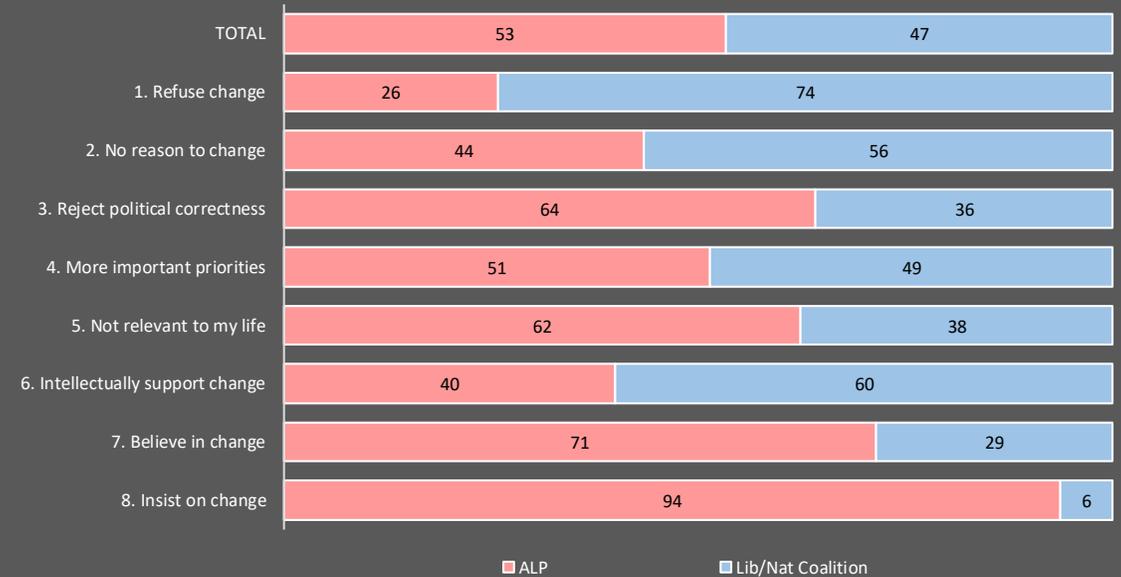
## Size of segment (%)



## First preference voting intention



## Two-party preferred voting intention



### Key trends

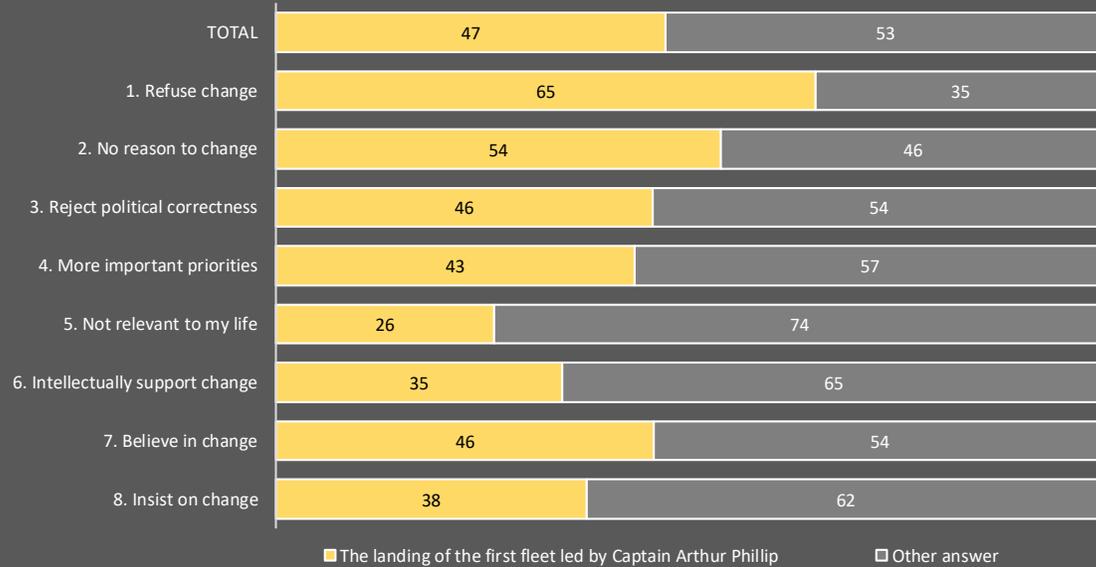
- At the extremes, those who oppose change (*Refuse change 13%, No reason to change 26%*) are most likely to be Coalition or One Nation voters, while those who support change (*Insist on change 5%, Believe in change 18%*) are most likely Greens or Labor supporters.

### Key trends

- Two-party preferred voting intentions of those in favour of change (*Insist on change 5%, Believe in change 18%*) are strongly Labor.
- 2PP intention of those against change (*Refuse change 13%, No reason to change 26%*) are majority Coalition.

# Key trends: Knowledge of Australia Day

Australia Day is what anniversary?



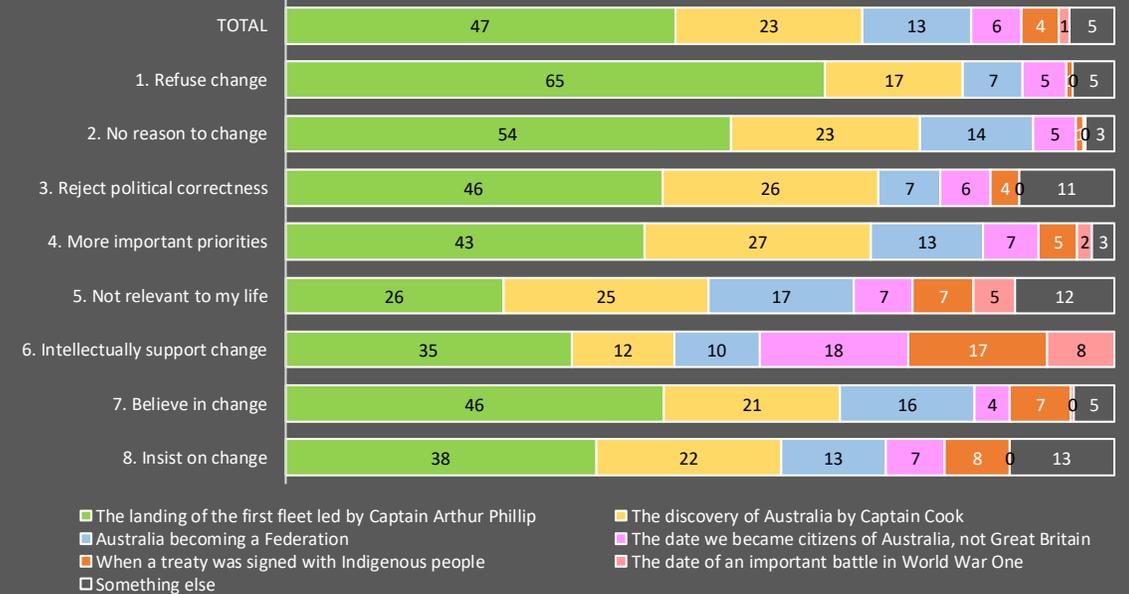
## Key trends

- There is substantial lack of knowledge of the origins of Jan 26<sup>th</sup> among all segments. However, those segments more likely to want to keep Jan 26<sup>th</sup> are also more likely to correctly identify that it is the anniversary of the landing of the first fleet.

Size of segment (%)



Australia Day is what anniversary?

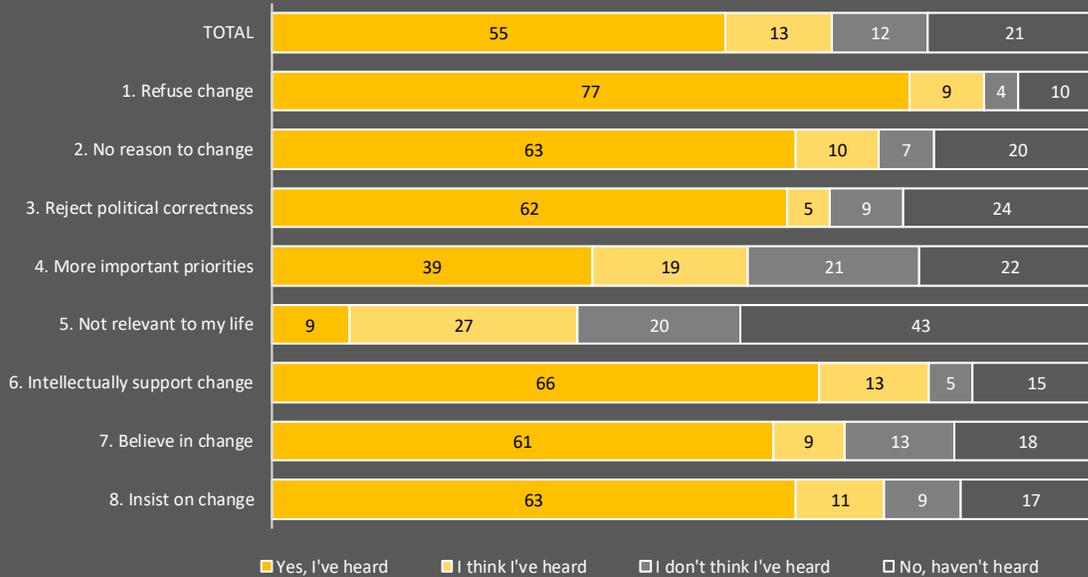


## Key trends

- Among almost all segments the most common incorrect answer is the discovery of Australia by Captain Cook, followed by Australia becoming a Federation.

# Key trends: Councils' decisions on Citizenship Ceremonies

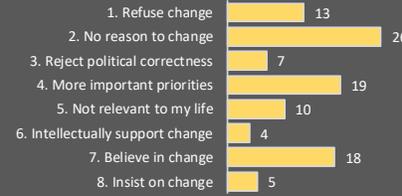
## Heard about Councils' decisions to stop Citizenship Ceremonies on Jan 26?



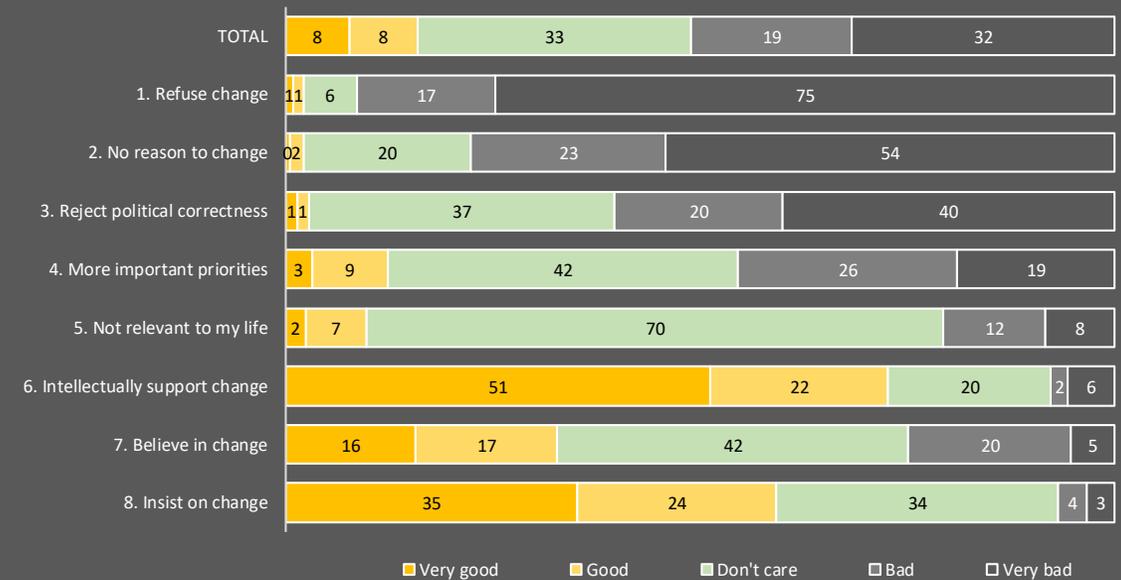
### Key trends

- There was above average awareness of the decision of several Councils to stop Citizenship Ceremonies on Jan 26<sup>th</sup> among the segments most in favour and most against change.
- The awareness was below average in those segments with little interest in the topic.

## Size of segment (%)



## Response to Councils' decisions



### Key trends

- Responses to Councils' decisions generally followed overall attitudes towards changing the date, but with a very low level of support for the decision among all segments other than those most in favour of changing the date.

## Trends: Stage of life and socio-economic status

The proportion of each GeoTribe in each segment indicates the trends about how they vary on socio-economic status and lifestage.

### In summary the general trends are:

- Older, retired and pre-retiree segments of lower SES tend to be more strongly opposed to changing the date.
- Younger segments of singles and couples with higher SES tend to be more strongly in favour of changing the date
- The neutral segments who tend to say they 'don't care' about the date are more likely to be couples and families facing other pressures in life.

More detail on the segments is on the following two pages and further detail can be found at:

<https://rdaresearch.com/geotribes>

%	1. Refuse change	2. No reason to change	3. Reject political correctness	4. More important priorities	5. Not relevant to my life	6. Intellectually support change	7. Believe in change	8. Insist on change
TOTAL	13	26	7	19	10	4	18	5
T1. Rockafellas	5	25	8	20	12	2	18	9
T2. Achievers	7	21	3	24	18	2	19	6
T3. Fortunats	24	32	5	13	3	0	19	5
T4. Crusaders	2	18	6	21	12	14	16	11
T5. Preppies	5	9	3	13	14	6	34	17
T6. Independents	1	14	3	24	19	9	25	6
T7. Suburban Splendour	11	33	6	28	5	0	12	5
T8. Twixters	3	11	3	37	21	6	10	9
T9. DebtStars	17	22	13	25	8	4	7	5
T10. Boomers	8	43	15	11	5	0	17	1
T11. True Blues	16	32	7	15	10	3	18	0
T12. Struggleville	4	25	6	21	13	5	21	5
T13. Grey Power	26	34	4	14	1	0	17	3
T14. Survivors	33	27	7	6	3	1	21	2
T15. Slender Meanz	6	26	7	19	13	5	21	2



# GeoTribes summary descriptions

15 geoTRIBES	SUMMARY	HIGHLIGHTS	KEY NEEDS
1 <b>Rockafellas</b> 	<b>Affluent Mature Families</b>	Very high incomes & discretionary spend. Mature children. High home ownership & investments.	Enjoying the position of success. Exclusive, distinctive, aesthetic, quality & genuine status.
2 <b>Achievers</b> 	<b>Ambitious Younger &amp; Middle Aged Families</b>	Higher SES with high levels of income & debt. High household spend. Younger children.	Family ambition & commitment to "Making it!" Accessible status memorable experiences that show success.
3 <b>Fortunats</b> 	<b>Financially Secure Retirees &amp; Pre-Retirees</b>	Incomes primarily from superannuation & investments.	Comfortable enjoying the fruits of a successful life. Exclusive, sophisticated, epicurean, quality evolved & cultural.
4 <b>Crusaders</b> 	<b>Career-Oriented Singles &amp; Couples</b>	High earned incomes & hours worked. Higher occupational status, especially professionals.	Getting the most from life, getting ahead. Finding the 'right' someone. Fashionable, branded, stylish, status & great experiences.
5 <b>Preppies</b> 	<b>Mature Children Living With Affluent Parents</b>	Privately educated. Tertiary studies. Enjoying recreation & travel.	"All about me." Having a great life & looking good among my friends. Funky, popular, memorable & safe rebellion.
6 <b>Independents</b> 	<b>Young Singles &amp; Couples</b>	Studying. Casual & part-time employment. Personal debt & travel. Renting.	Having fun with friends & working out how to get ahead. Popular, affordable goods & experiences.
7 <b>Suburban Splendour</b> 	<b>Middle Class Mature Families</b>	Mature aged families with dependent children. High mortgage debt & interest payments.	Fitting into the fabric of suburban life. Finding indulgencies along the way. Practical & sensible. Personal expressions like sports, hobbies & lifestyle.
8 <b>Twixters</b> 	<b>Mature Children Living at Home</b>	Part-time employment. Studying. High digital media usage & telecommunication spend.	Enjoying life with my friends, while being mindful of the challenges ahead. Popular affordable status.
9 <b>debtStars</b> 	<b>Financially Extended Younger Families</b>	Middle-SES with high levels of mortgage, credit card & consumer debt. Infants & young children.	Coming to grips with family responsibility. Affordable, mass status & tight budgeting. Developing personal interests.
10 <b>Boomers</b> 	<b>White Collar Post Family Pre-Retirees</b>	Middle SES singles & couples. Investments, especially in property, cash & shares.	Conserving the better things of life. Practical, conservative & more than a little cynical, with further development of personal interests.
11 <b>True Blues</b> 	<b>Blue Collar Mature Families &amp; Pre-Retiree Singles or Couples</b>	Lower SES & long working hours.	Realistic acceptance that this is it. Basic, tradition, value, modesty, necessity & genuine community.
12 <b>Struggleville</b> 	<b>Struggling Young &amp; Middle Aged Families</b>	Lower SES. Young children, employment problems, lone parents, consumer debt & government support.	Pushing ahead in spite of the hardships. Low cost status, affordable experiences, fantasy, escape & dreams of a better life.
13 <b>Grey Power</b> 	<b>Better Off Retirees</b>	Home ownership. Cash investments. Voluntary work. Religious & community involvement.	Aging well. Basics, expert endorsement, familiarity security & community.
14 <b>Survivors</b> 	<b>Retirees Living on Minimal Incomes</b>	Subsistence living on government benefits.	Holding on to what you can. Basics, tradition, independence & minimization.
15 <b>Slender Meanz</b> 	<b>People Living in Underprivileged Circumstances</b>	Government benefits. Public housing. Unemployment, dislocation, divorces & personal trauma.	Living the life of an underdog. Basics, little indulgencies & small pleasures. Living for now.



## The individual segments: Detailed profiles



- Profile 1: Refuse change (13%)
- Profile 2: No reason to change (26%)
- Profile 3: Reject political correctness (7%)
- Profile 4: More important priorities (19%)
- Profile 5: Not relevant to my life (10%)
- Profile 6: Intellectually support change (4%)
- Profile 7: Believe in change (18%)
- Profile 8: Insist on change (5%)

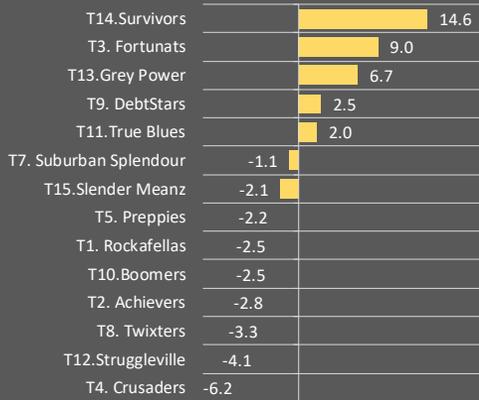
# Segment 1: Refuse change (13%) ... 1

At 13% of the population **Refuse change** are generally older and often retired. Frequently Coalition voters, they definitely oppose changing the date and are prepared to vote against any government that changes it.

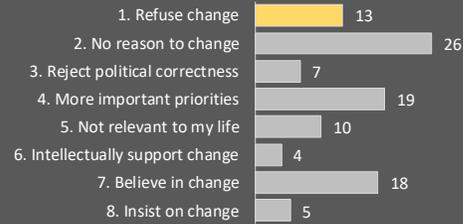
## More likely:

- Range of ages, but tend to be older and lower SES but also include more affluent older people.
- Definitely oppose changing the date, before and after the explanation.
- Consider Australia Day very important.
- Vote for the Coalition but vote against any government that changes the date.
- Want no changes, but some want a republic.

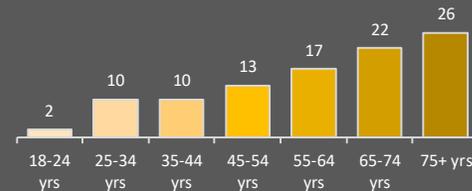
## Socio-economic status (GeoTribes)



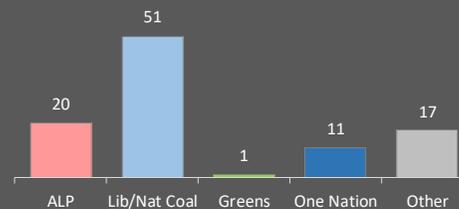
## Size of segment (%)



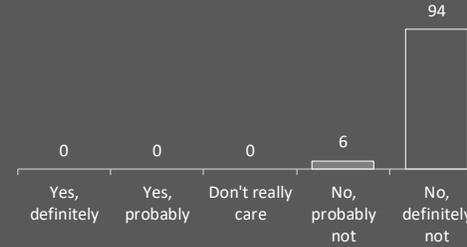
## Age



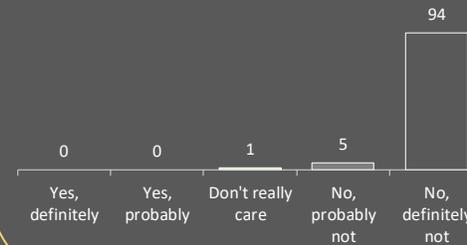
## First preference voting intention



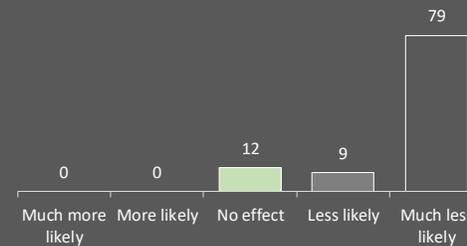
## Change the date? (Before explanation)



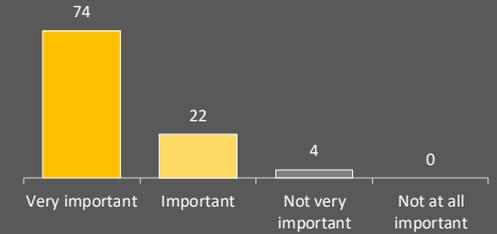
## Change date? (After explanation)



## Voting for party that changes date



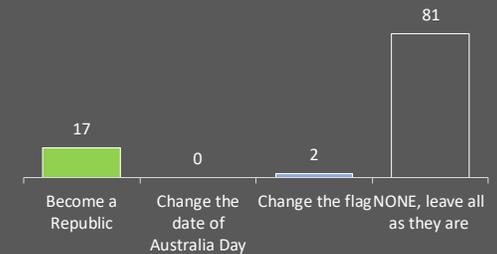
## Importance of Aust Day



## Celebrate Australia Day?



## Most important change



## Segment 1: Refuse change (13%) ... 2

**Refuse change** oppose putting the interests of a small segment of the community ahead of the rest of the population and are concerned about the divisions it is creating. They question its benefit for Indigenous disadvantage and would prefer to see shared national pride on the day.

### More likely:

- Oppose preferential treatment to a small segment of the population.
- Are concerned about the divisions created by the debate.
- Resent being held responsible for the actions of early settlers.
- Believe change is symbolic and will not practically change Indigenous lives.
- Support using the day to share in national pride for non-Indigenous and Indigenous culture and history.

## Population comparison

### Values: Change the date



Chart compares segment attitudes to national average responses.  
 - Positive score exceeds national average agreement.  
 - Negative score exceeds national average disagreement.

## Segment 1: Refuse change (13%) ... 3

**Refuse change** have a positive view of life in Australia, believing we can all achieve our dreams because of equal opportunities and no barriers from social class. They are concerned to protect freedom of speech and avoid political correctness to ensure we remain the best country in the world

### More likely:

- Believe all Australians have equal opportunities in life, that social class doesn't matter and that anyone can achieve their dreams.
- Proudly display the Australian flag.
- Believe Australia is the best country in the world but feel we need to protect freedom of speech and resist political correctness.
- Respect British heritage.

## Population comparison

### Values: Being Australian

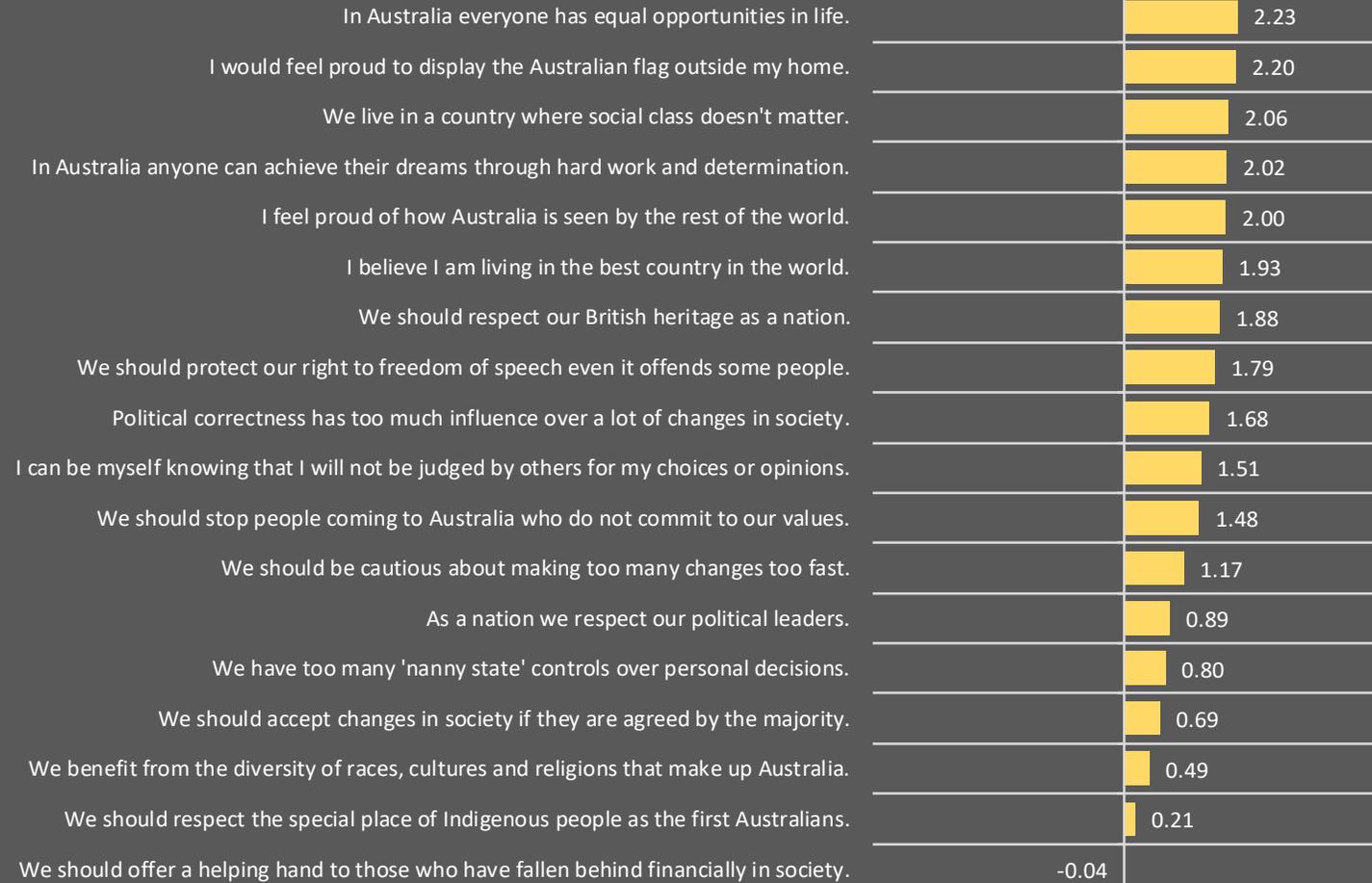


Chart compares segment attitudes to national average responses.  
 - Positive score exceeds national average agreement.  
 - Negative score exceeds national average disagreement.

# Segment 2: No reason to change (26%) ... 1

At 26% of the population *No reason to change* is the largest single segment and definitely opposes changing the date before after the explanation. They represent a range of ages and political preferences, but tend to be older and more likely Coalition voters, with about half using their vote against any change.

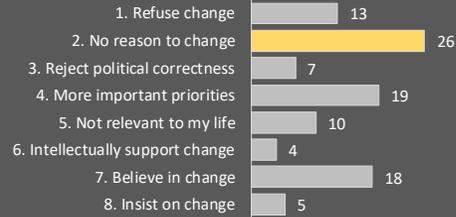
## More likely:

- Range of ages, tending towards being older.
- Definitely oppose changing the date, before and after the explanation.
- Consider Australia Day very important or important and around one-third celebrated the day.
- Prefer the Coalition but vote for any party other than the Greens with about half voting against any government that changes the date.
- Most want no changes, but some want a republic.

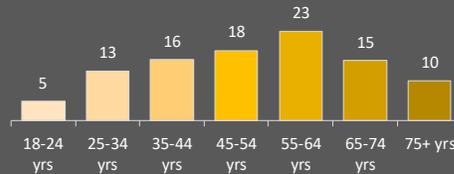
## Socio-economic status (GeoTribes)

T10. Boomers	4.5
T3. Fortunats	2.4
T7. Suburban Splendour	2.3
T13. Grey Power	2.2
T11. True Blues	1.8
T14. Survivors	0.6
T15. Slender Meanz	0.1
T1. Rockafellas	-0.1
T12. Struggleville	-0.2
T9. DebtStars	-1.1

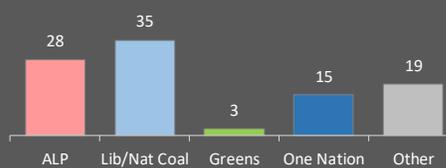
## Size of segment (%)



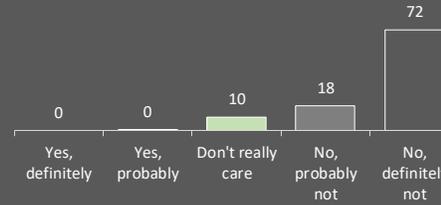
## Age



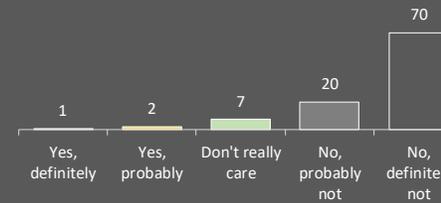
## First preference voting intention



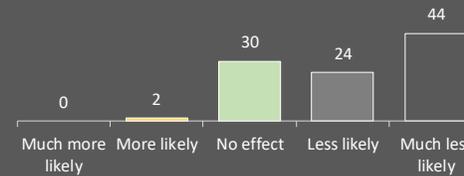
## Change the date? (Before explanation)



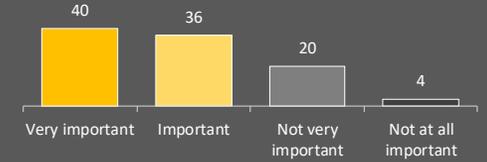
## Change date? (After explanation)



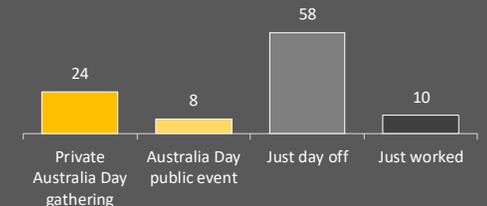
## Voting for party that changes date



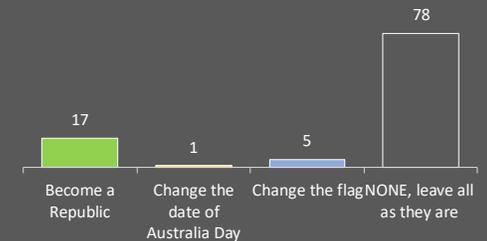
## Importance of Aust Day



## Celebrate Australia Day?



## Most important change



## Segment 2: No reason to change (26%) ... 2

**No reason to change** see no benefit in changing the date, are concerned about preferential treatment to one small group and regard it as a purely symbolic act that will not help disadvantaged Indigenous people. They are particularly unmoved by some of the arguments for changing the date and do not believe the change will unite all Australians.

### More likely:

- Oppose preferential treatment to a small segment of the population.
- Question if it will bring about real change for disadvantaged Indigenous people.

### Less likely:

- Believe we should find a date that causes no distress.
- Believe Indigenous people are being asked to dance on the graves of their ancestors.
- Believe January 1 is more suitable.
- Believe changing the date will unite all Australians.

## Population comparison

### Values: Change the date

Changing the date puts the interests of one small segment of the Australian community ahead of the rest of the population.	1.50
It is a symbolic act that will not help to bring about real practical change in the lives of disadvantaged Indigenous people.	0.89
The debate has become a political issue which is creating unnecessary divisions between Australians.	0.82
People who have come to Australia since the first fleet should not be held responsible for the actions of the early settlers.	0.74
We should use the day to share in national pride for both non-Indigenous and Indigenous culture and history.	0.32
It would be an important symbolic act that will help to unite all Australians.	-2.36
It should be a date more suited to modern Australian history, like January 1, the date in 1901 when we became a nation.	-2.36
We should respect the wishes of Indigenous people who feel aggrieved about the treatment of their ancestors by British settlers.	-2.46
Holding it on Jan 26 is like asking Indigenous people to dance on the graves of their ancestors.	-2.58
We should find a date that doesn't cause distress to any part of the Australian community.	-2.59

Chart compares segment attitudes to national average responses.  
 - Positive score exceeds national average agreement.  
 - Negative score exceeds national average disagreement.

## Segment 2: No reason to change (26%) ... 3

**No reason to change** tend to reflect the population values on most issues even though they believe we should preserve Australian values and are concerned about political correctness, 'nanny state' controls. They are slightly less likely to see the benefit of diversity or the need to respect the special place of Indigenous people as the first Australians.

Tend to be close to population responses on most values.

### More likely:

- Concerned about protecting Australian values by migration policy and avoiding political correctness and 'nanny state' controls.
- Be proud of Australia and our flag as the best country in the world.

### Less likely:

- Believe we should respect the special place of Indigenous people as the first Australians.
- See the benefit in the diversity of races, cultures and religions that make up Australia.
- Believe social class doesn't matter.

## Population comparison

### Values: Being Australian



Chart compares segment attitudes to national average responses.  
 - Positive score exceeds national average agreement.  
 - Negative score exceeds national average disagreement.

# Segment 3: Reject political correctness (7%) ... 1

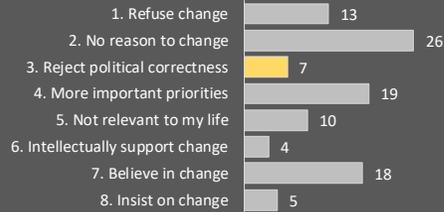
At 7% of the population *Reject political correctness* are mainly definitely opposed to changing the date. Middle aged and middle SES, only about half would use their vote against any change.

- More likely:**
- Middle aged and older (35-64 yrs) middle SES often with debt and family pressures or imminent retirees (Debtstars, Boomers).
  - Generally consider Australia Day important but many don't and most just took the day off.
  - Most definitely oppose changing the date but 1 in 5 don't care, with small proportion persuaded to change their view by the explanation.
  - Around half would vote against change and none would vote for.
  - More Labor and independent voters with some Coalition and One Nation supporters.
  - One quarter see republic as most important change, but two-thirds want no change.

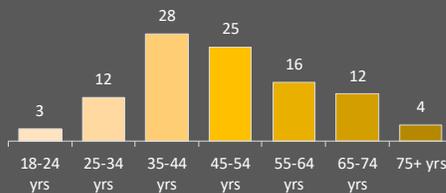
**Socio-economic status (GeoTribes)**

T10. Boomers	8.3
T9. DebtStars	8.1
T1. Rockafellas	1.0
T15. Slender Meanz	0.5
T14. Survivors	0.4
T11. True Blues	0.0
T7. Suburban Splendour	-0.1
T12. Struggleville	-0.1
T4. Crusaders	-0.7
T13. Grey Power	-2.0
T5. Preppies	-2.3

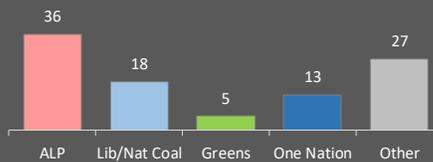
**Size of segment (%)**



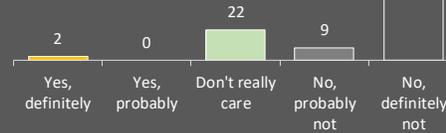
**Age**



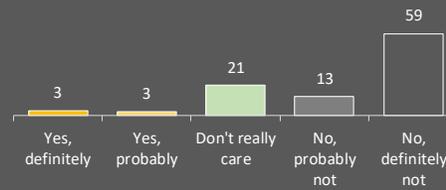
**First preference voting intention**



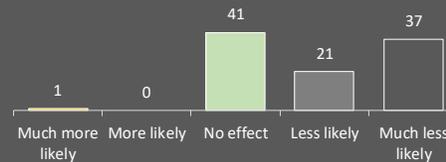
**Change the date? (Before explanation)**



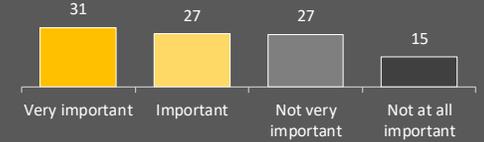
**Change date? (After explanation)**



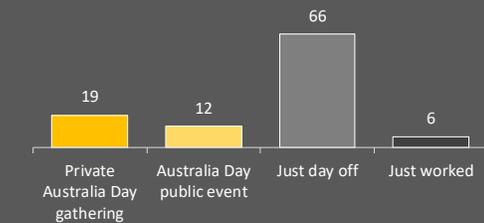
**Voting for party that changes date**



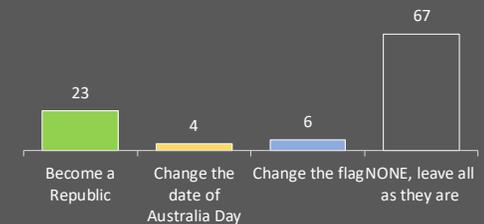
**Importance of Aust Day**



**Celebrate Australia Day?**



**Most important change**



## Segment 3: Reject political correctness (7%) ... 2

**Reject political correctness** react strongly against some of the pro-change statements and believe the debate is creating division and that change will not unite Australians.

### More likely:

- Believe the debate is creating unnecessary divisions
- Change puts the interests of a small segment ahead of the rest of the population.

### Less likely:

- Strongly disagree with pro change statements about "dancing on graves" or finding a date that doesn't distress anyone.
- Do not believe that it would be a symbolic act to unite all Australians.
- Question if it will bring about real change for disadvantaged Indigenous people.

## Population comparison

Values: Change the date

Changing the date puts the interests of one small segment of the Australian community ahead of the rest of the population.	0.86
The debate has become a political issue which is creating unnecessary divisions between Australians.	0.86
It is a symbolic act that will not help to bring about real practical change in the lives of disadvantaged Indigenous people.	0.65
We should use the day to share in national pride for both non-Indigenous and Indigenous culture and history.	0.37
People who have come to Australia since the first fleet should not be held responsible for the actions of the early settlers.	0.34
It should be a date more suited to modern Australian history, like January 1, the date in 1901 when we became a nation.	-0.78
We should respect the wishes of Indigenous people who feel aggrieved about the treatment of their ancestors by British settlers.	-1.26
We should find a date that doesn't cause distress to any part of the Australian community.	-1.80
It would be an important symbolic act that will help to unite all Australians.	-2.01
Holding it on Jan 26 is like asking Indigenous people to dance on the graves of their ancestors.	-2.55

Chart compares segment attitudes to national average responses.  
 - Positive score exceeds national average agreement.  
 - Negative score exceeds national average disagreement.

## Segment 3: Reject political correctness (7%) ... 3

**Reject political correctness** are frustrated by the influence of political correctness and the controls over person decisions. They feel strongly that all Australians cannot achieve their dreams through hard work, feel judged for their opinions and do not believe they live in the best country in the world.

### More likely:

- React against 'nanny state' controls and the influence of political correctness.
- Believe we should protect our freedom of speech and our values.

### Less likely:

- Strongly reject that Australia allows them to achieve their dreams through hard work and determination, that we all have equal opportunities or that class does not matter.
- Do not feel they live in the best country in the world or feel proud about how Australia is seen globally.
- Do not see the benefit in the diversity of races, cultures and religions that make up Australia.
- Feel judged for their opinions.

## Population comparison

### Values: Being Australian

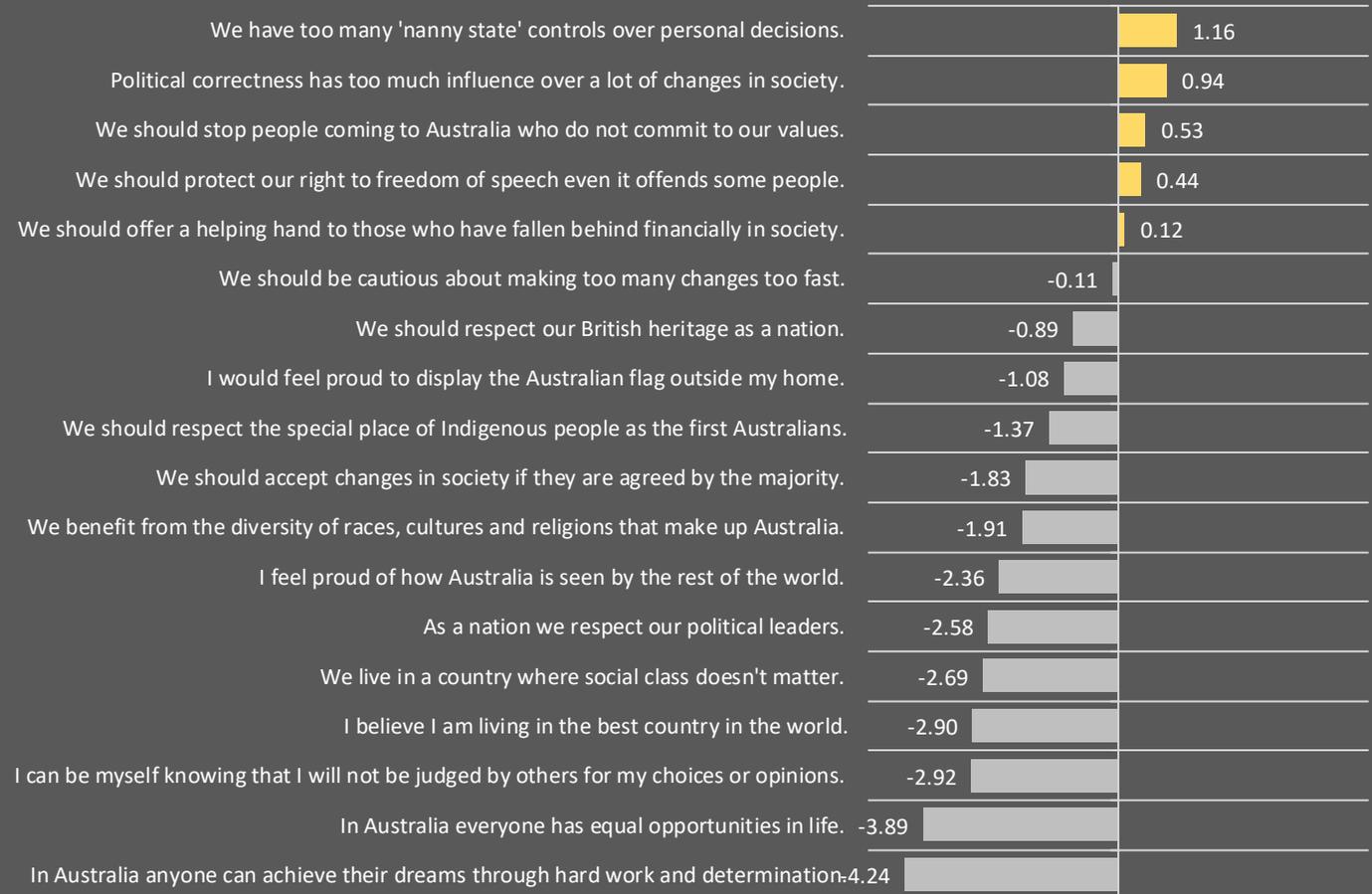


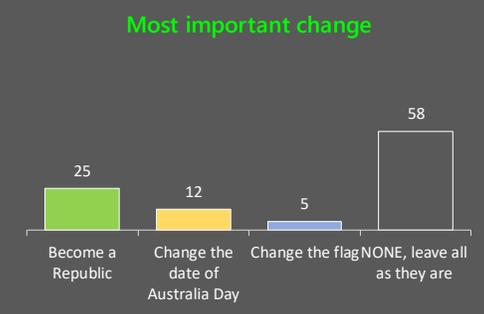
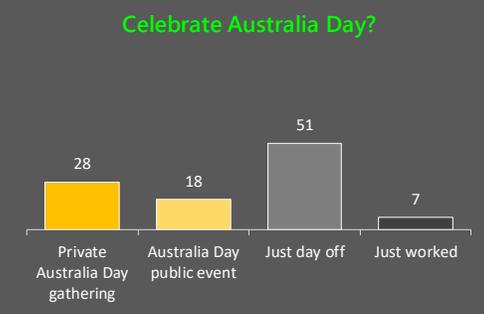
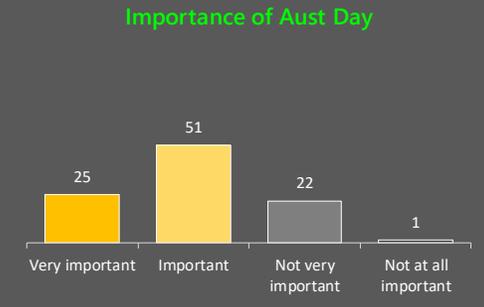
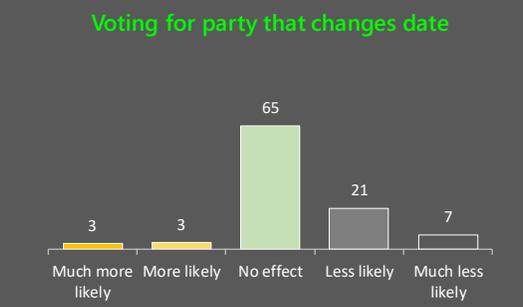
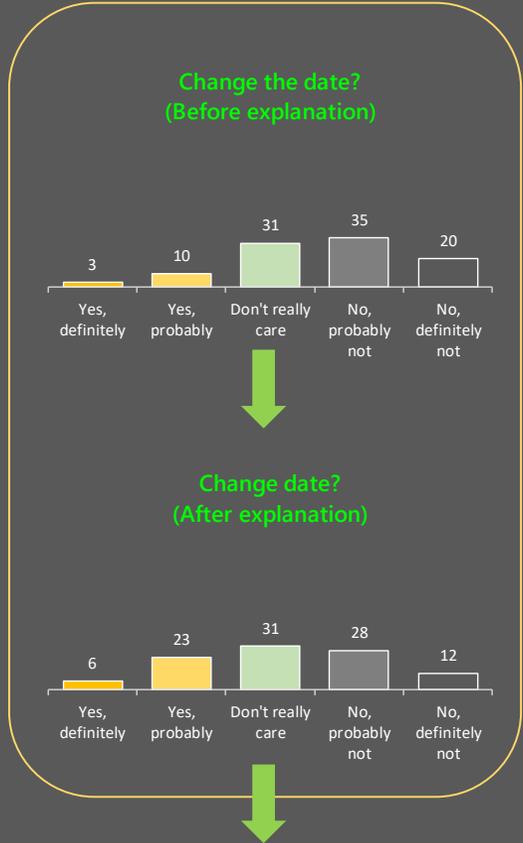
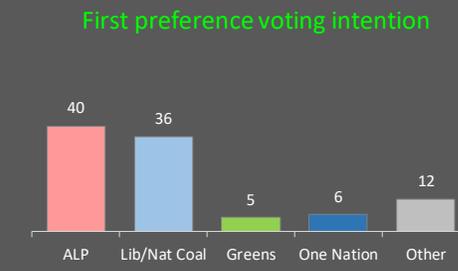
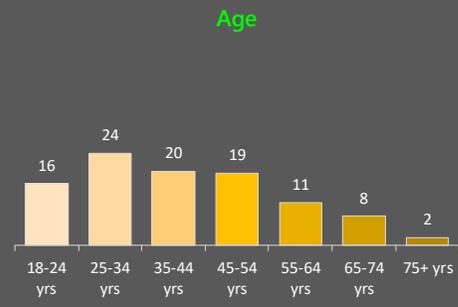
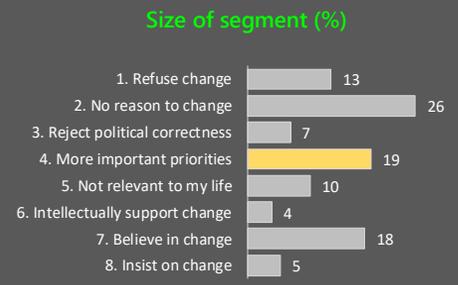
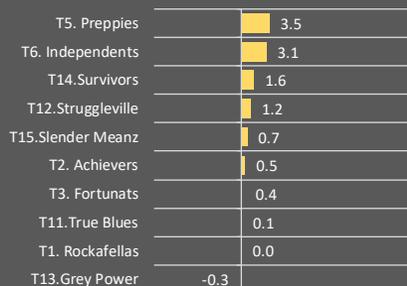
Chart compares segment attitudes to national average responses.  
 - Positive score exceeds national average agreement.  
 - Negative score exceeds national average disagreement.

# Segment 4: More important priorities (19%) ... 1

At 19% of the population *More important priorities* is the second largest segment and it tends towards the middle ground on changing the date. Even though the majority are still opposed to change, some are willing to change their mind but the issue has only a minor influence on their voting intentions.

- More likely:**
- Younger to middle aged (25-54 yrs) middle SES often making ends meet or still living at home and studying (Suburban Splendour, Twixters).
  - Generally consider Australia Day important or very important and about half attended a private or public Australian Day event.
  - Most think the date should not be changed but a lot don't really care. Reasonable willingness to change their view after explanation.
  - Some would vote against change, but the issue would not affect the vote for two-thirds.
  - Voting intentions spread across the left-right spectrum with some support for all parties.
  - Most want no changes, but 25% pick republic as first choice, and 12% pick change the date.

### Socio-economic status (GeoTribes)



## Segment 4: More important priorities (19%) ... 2

### Population comparison

*More important priorities* can see value in various reasons to change the date and think it would help unite all Australians. They are more likely to accept Indigenous wishes and less likely to react negatively to claims pro-change claims like the 'dancing on the graves' statement.

#### More likely:

- Believe another date would suit modern Australian history.
- Believe it would be a symbolic act to unite all Australians.
- Respect Indigenous wishes and accept pro change statements about "dancing on graves" or finding a date that doesn't distress anyone.

#### Less likely:

- Believe the debate is creating unnecessary divisions
- Question if it will bring about real change for disadvantaged Indigenous people.
- Believe change puts the interests of a small segment ahead of the rest of the population.

#### Values: Change the date

It should be a date more suited to modern Australian history, like January 1, the date in 1901 when we became a nation.	1.69
It would be an important symbolic act that will help to unite all Australians.	1.62
We should find a date that doesn't cause distress to any part of the Australian community.	1.43
We should respect the wishes of Indigenous people who feel aggrieved about the treatment of their ancestors by British settlers.	1.37
Holding it on Jan 26 is like asking Indigenous people to dance on the graves of their ancestors.	0.96
We should use the day to share in national pride for both non-Indigenous and Indigenous culture and history.	0.23
Changing the date puts the interests of one small segment of the Australian community ahead of the rest of the population.	0.22
It is a symbolic act that will not help to bring about real practical change in the lives of disadvantaged Indigenous people.	0.10
The debate has become a political issue which is creating unnecessary divisions between Australians.	0.10
People who have come to Australia since the first fleet should not be held responsible for the actions of the early settlers.	0.08

Chart compares segment attitudes to national average responses.  
 - Positive score exceeds national average agreement.  
 - Negative score exceeds national average disagreement.

## Segment 4: More important priorities (19%) ... 3

### Population comparison

**More important priorities** generally have a slightly more positive view than the average of life in Australia and feel they are in charge of their own destiny and do not feel judged. They are less frustrated by the influence of political correctness and the controls over personal decisions.

Tend to be close to population responses on most values.

#### More likely:

- Feel that Australia allows them to achieve their dreams through hard work and determination, that we all have equal opportunities or that class does not matter.
- Feel they live in the best country in the world and feel proud about how Australia is seen globally.
- Believe we respect our political leaders.
- See the benefit in the diversity of races, cultures and religions that make up Australia.

#### Less likely:

- Do not react against 'nanny state' controls and the influence of political correctness.

### Values: Being Australian

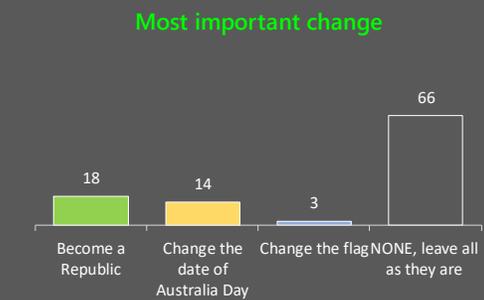
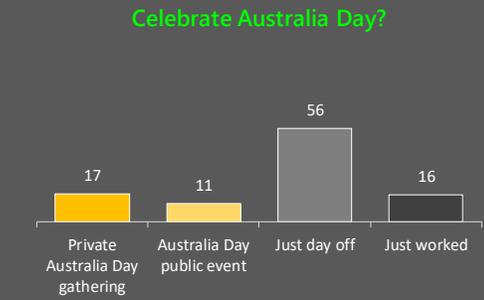
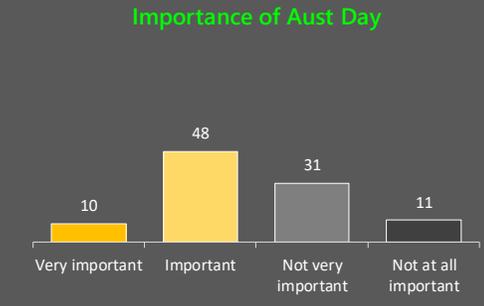
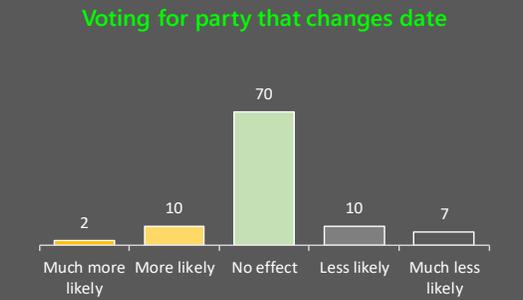
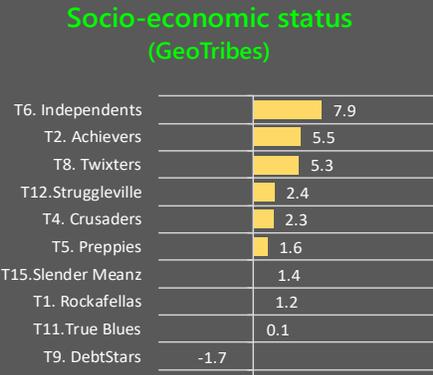
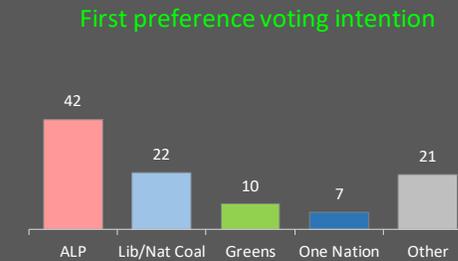
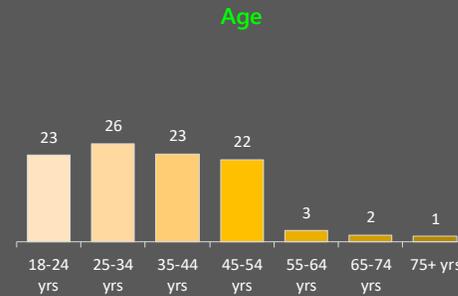
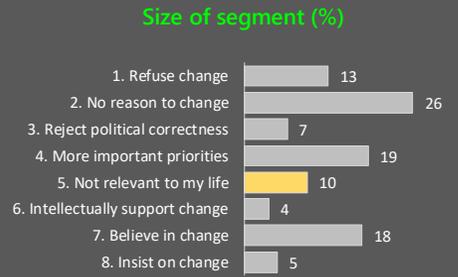
In Australia everyone has equal opportunities in life.	1.16
I can be myself knowing that I will not be judged by others for my choices or opinions.	0.95
In Australia anyone can achieve their dreams through hard work and determination.	0.92
I feel proud of how Australia is seen by the rest of the world.	0.83
I believe I am living in the best country in the world.	0.83
We live in a country where social class doesn't matter.	0.77
As a nation we respect our political leaders.	0.75
We benefit from the diversity of races, cultures and religions that make up Australia.	0.61
I would feel proud to display the Australian flag outside my home.	0.59
We should respect the special place of Indigenous people as the first Australians.	0.57
We should offer a helping hand to those who have fallen behind financially in society.	0.34
We should accept changes in society if they are agreed by the majority.	0.34
We should protect our right to freedom of speech even it offends some people.	0.17
We should be cautious about making too many changes too fast.	0.10
We should respect our British heritage as a nation.	-0.02
Political correctness has too much influence over a lot of changes in society.	-0.16
We should stop people coming to Australia who do not commit to our values.	-0.26
We have too many 'nanny state' controls over personal decisions.	-0.44

Chart compares segment attitudes to national average responses.  
 - Positive score exceeds national average agreement.  
 - Negative score exceeds national average disagreement.

# Segment 5: Not relevant to my life (10%) ... 1

At 10% of the population *Not relevant to my life* tends towards a neutral view about the date, with almost half saying they 'don't care'. More likely to be ALP or independent voters, the majority (70%) say the issue will have no effect on their vote.

- More likely:**
- Younger to middle aged (18-54 yrs) middle and higher SES establishing themselves or getting on with busy lives (Independents, Achievers, Twixters).
  - Consider Australia Day important but mainly just had a day off.
  - Most don't care about the date or don't want change. More likely to say they don't care after the explanation and that the issue would not affect their votes.
  - Tend to support ALP, Independents and Greens.
  - Most want no changes, but small proportion see Republic or changing the date as most important change.



## Segment 5: Not relevant to my life (10%) ... 2

*Not relevant to my life* are less likely than most people to accept arguments either for or against changing the date. You particularly cannot see the benefit in using the day to share in national pride and do not think current Australians should be made to feel responsible for the actions of early settlers.

### More likely:

- Slightly more agreement than average with pro change statements about “dancing on graves” or finding a date that doesn’t distress anyone.

### Less likely:

- Do not believe we should use Australian Day to share in national pride for non-Indigenous and Indigenous culture and history.
- Do not believe the debate is creating unnecessary divisions.
- Do not question if it will bring about real change for disadvantaged Indigenous people.
- Do not believe change puts the interests of a small segment ahead of the rest of the population.

## Population comparison

Values: Change the date

Holding it on Jan 26 is like asking Indigenous people to dance on the graves of their ancestors.	0.74
We should find a date that doesn't cause distress to any part of the Australian community.	0.21
It would be an important symbolic act that will help to unite all Australians.	0.09
We should respect the wishes of Indigenous people who feel aggrieved about the treatment of their ancestors by British settlers.	-0.07
It should be a date more suited to modern Australian history, like January 1, the date in 1901 when we became a nation.	-0.09
Changing the date puts the interests of one small segment of the Australian community ahead of the rest of the population.	-1.48
It is a symbolic act that will not help to bring about real practical change in the lives of disadvantaged Indigenous people.	-1.75
The debate has become a political issue which is creating unnecessary divisions between Australians.	-2.05
People who have come to Australia since the first fleet should not be held responsible for the actions of the early settlers.	-2.19
We should use the day to share in national pride for both non-Indigenous and Indigenous culture and history.	-2.42

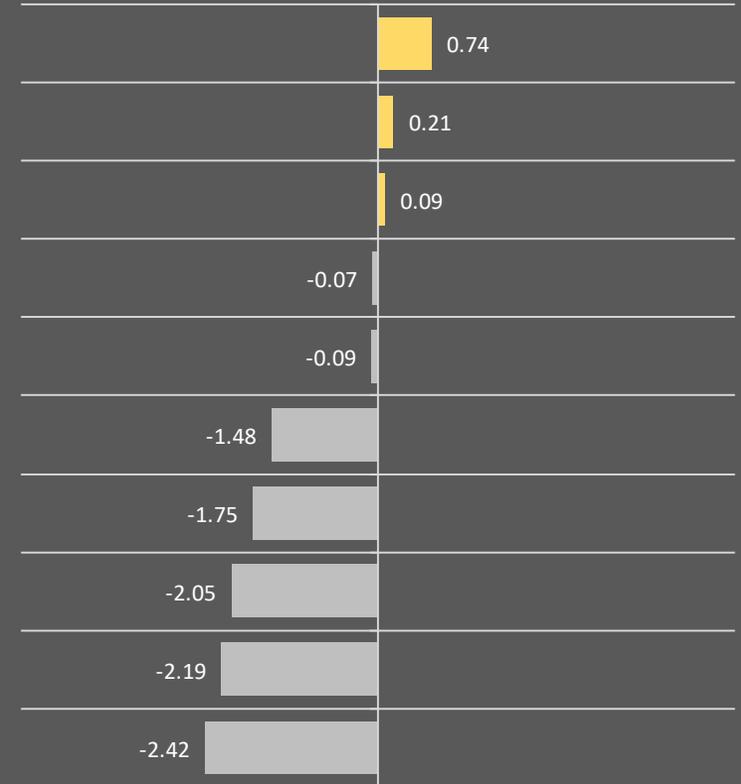


Chart compares segment attitudes to national average responses.  
 - Positive score exceeds national average agreement.  
 - Negative score exceeds national average disagreement.

## Segment 5: Not relevant to my life (10%) ... 3

### Population comparison

**Not relevant to my life** have a negative view of most aspects of life in Australia, rejecting the idea they are living in the best place in the world. They do not see the benefit in diversity or helping those who have fallen behind financially.

#### More likely:

- Respect for political leaders.

#### Less likely:

- Do not feel they live in the best country in the world or feel proud about how Australia is seen globally.
- Believe we should protect our freedom of speech and our values.
- Do not feel that Australia allows them to achieve their dreams through hard work and determination or that we all have equal opportunities.
- Do not see the benefit in the diversity of races, cultures and religions that make up Australia.
- Do not think we should help those who have fallen behind financially/
- Feel judged for their opinions.

#### Values: Being Australian

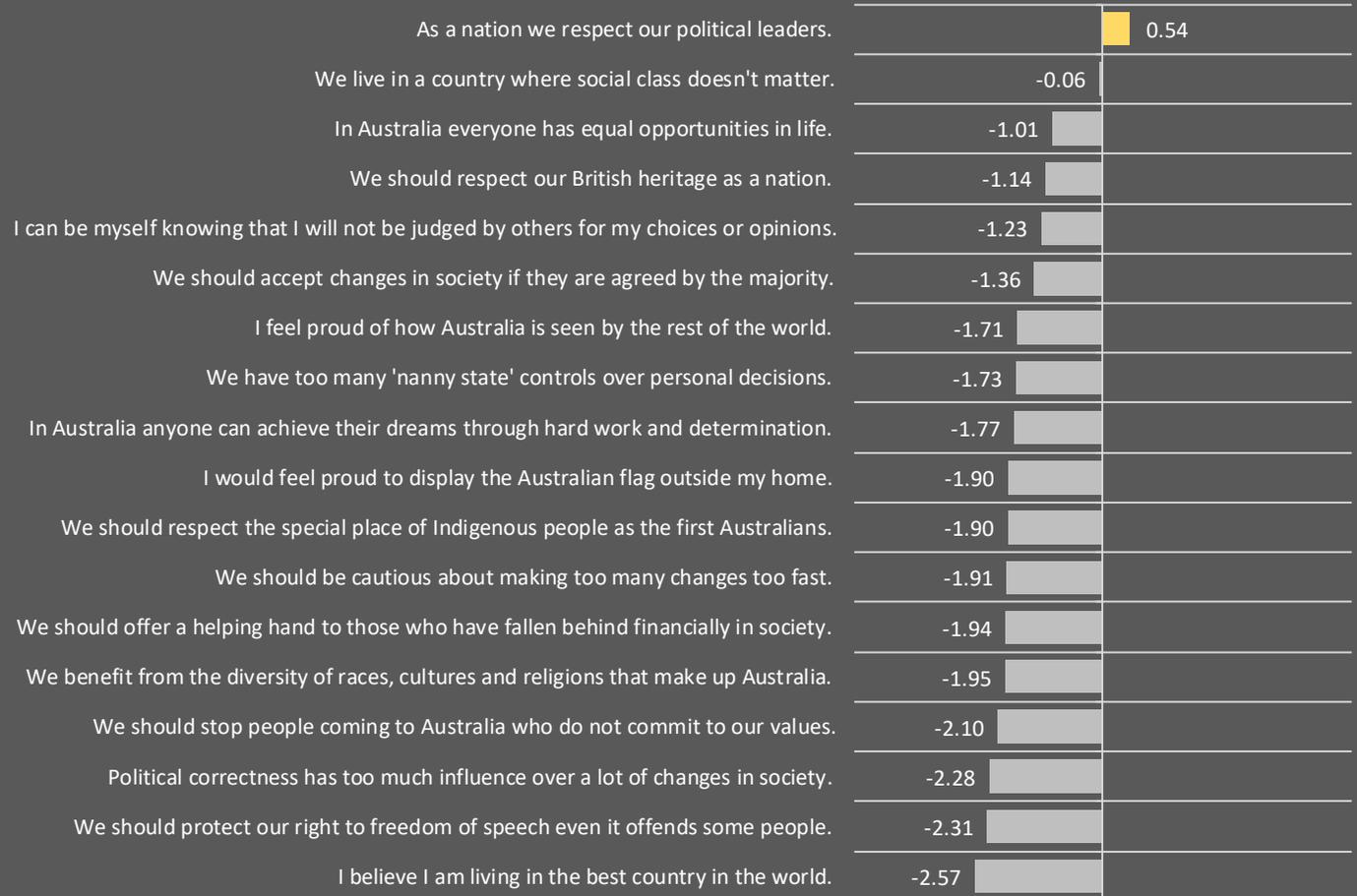


Chart compares segment attitudes to national average responses.  
 - Positive score exceeds national average agreement.  
 - Negative score exceeds national average disagreement.

# Segment 6: Intellectually support change (4%) ... 1

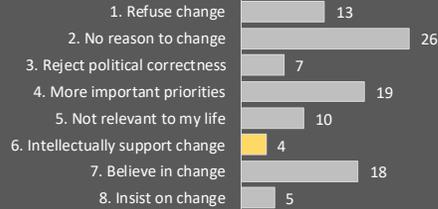
At 4% of the population *Intellectually support change* is the smallest segment. It is dominated by younger people 18-44 yrs who believe Australia Day is very important and celebrate the date, but a majority support changing the date. More than half also claim the issue will influence their vote.

- More likely:**
- Younger (25-54 yrs) middle to higher SES singles and couples with education and ambition (Crusaders, Independents).
  - Consider Australia Day very important almost all attended a private or public Australian Day event.
  - Majority want date changed but have mixed response to explanation.
  - Two-thirds would vote for change.
  - Voting intentions spread across the left-right spectrum with some support for all parties.
  - Most want no changes, but support for changing the date is slightly more than becoming a republic.

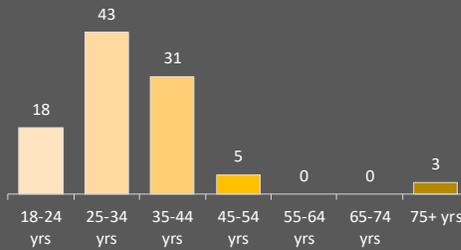
### Socio-economic status (GeoTribes)

T4. Crusaders	20.5
T6. Independents	11.7
T8. Twixters	2.8
T12. Struggleville	1.9
T5. Preppies	1.9
T15. Slender Meanz	1.8
T9. DebtStars	1.2
T1. Rockafellas	-1.6
T11. True Blues	-2.5
T7. Achievers	-3.9

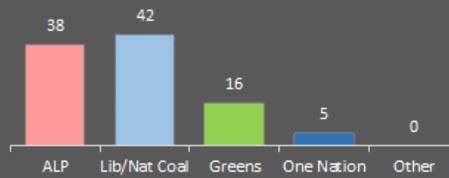
### Size of segment (%)



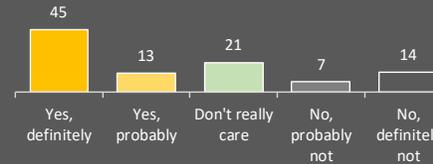
### Age



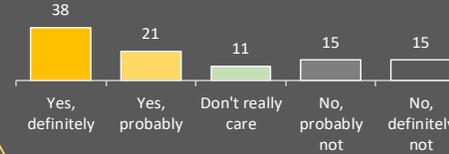
### First preference voting intention



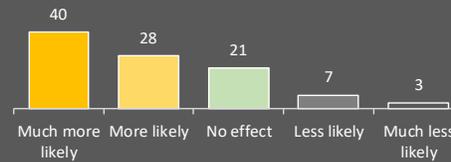
### Change the date? (Before explanation)



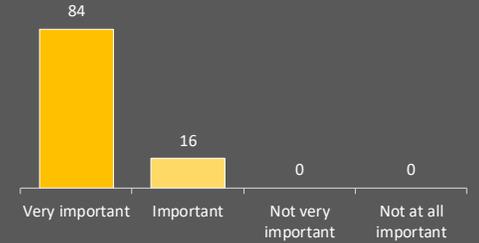
### Change date? (After explanation)



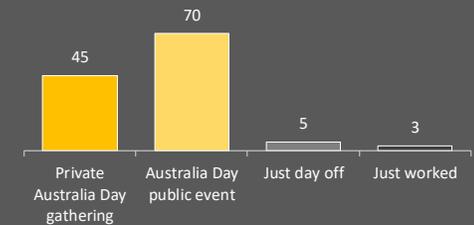
### Voting for party that changes date



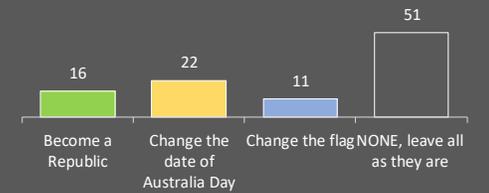
### Importance of Aust Day



### Celebrate Australia Day?



### Most important change



## Segment 6: Intellectually support change (4%) ... 2

*Intellectually support change* demonstrate a high level of agree with statements both in favour of change and against it.

### More likely:

- **Very strongly agree** with all the statements in favour of changing the date, including:
  - 'Dancing on graves' argument.
  - Uniting all Australians.
  - Not causing distress to community and respecting Indigenous wishes.
  - Finding a date more suited to modern Australian history.
- **Strongly agree** with all statements against changing the date.
  - Puts small segment ahead of rest.
  - Symbolic with no real change.
  - Debate creating divisions.
  - Current residents should not be responsible for early settlers actions.
  - Should share in non-Indigenous and Indigenous pride.

### Population comparison

Values: Change the date

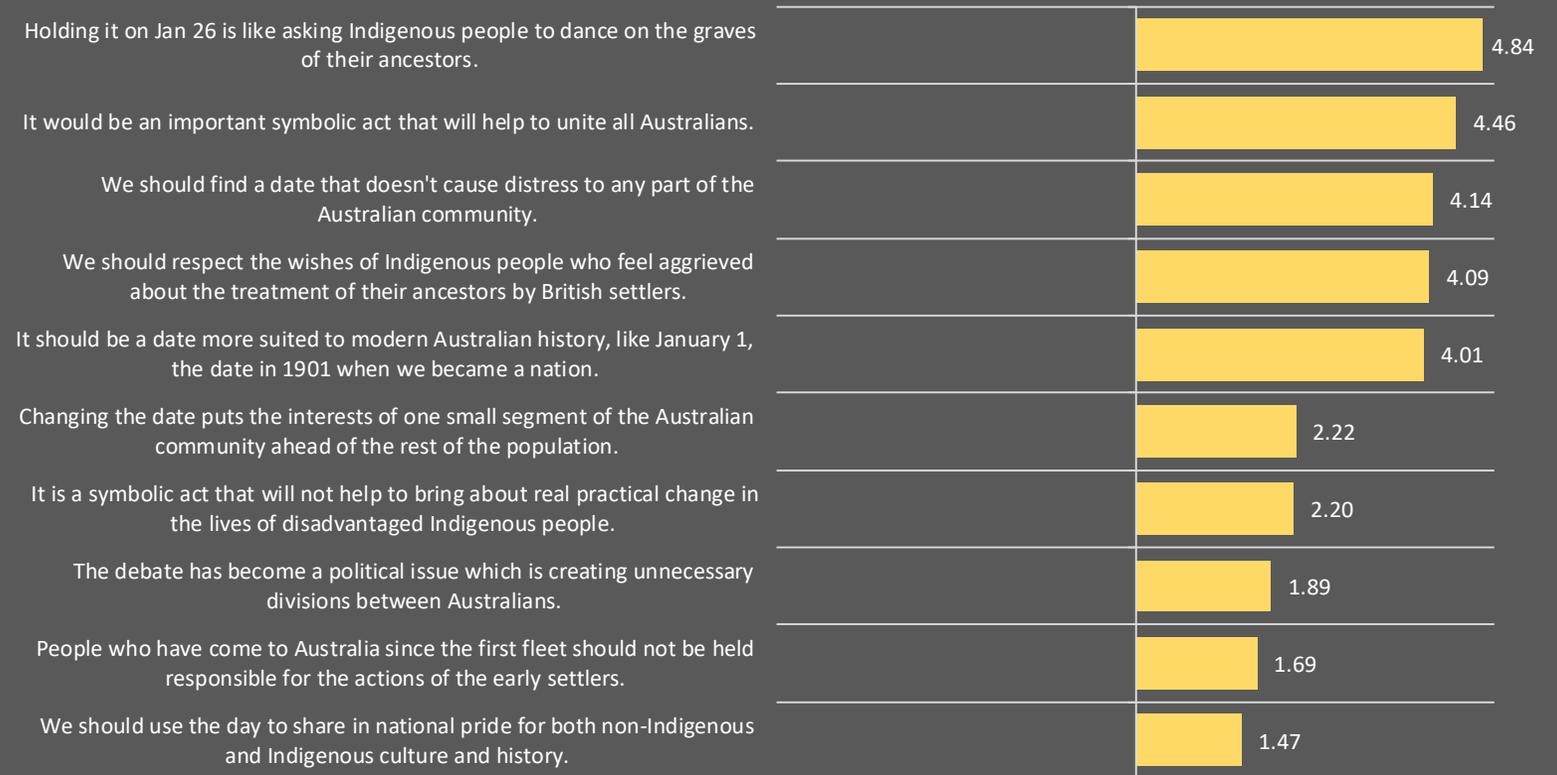


Chart compares segment attitudes to national average responses.  
 - Positive score exceeds national average agreement.  
 - Negative score exceeds national average disagreement.

## Segment 6: Intellectually support change (4%) ... 3

### Population comparison

#### Values: Being Australian

**Intellectually support change** have a strongly positive view of Australia today. They do not feel judged and believe we can all achieve our dreams in a society without social class.

#### More likely:

- Respect political leaders.
- Do not feel judged for their opinions.
- Feel Australia allows them to achieve their dreams through hard work and determination, that we all have equal opportunities or that class does not matter.
- Proud of Australia, our flag and respect our British heritage.
- See the benefit in the diversity of races, cultures and religions that make up Australia.
- Feel they live in the best country in the world.

#### Less likely:

- Tend not to believe we should protect our freedom of speech and our values.
- Tend not to react against 'nanny state' controls and the influence of political correctness.

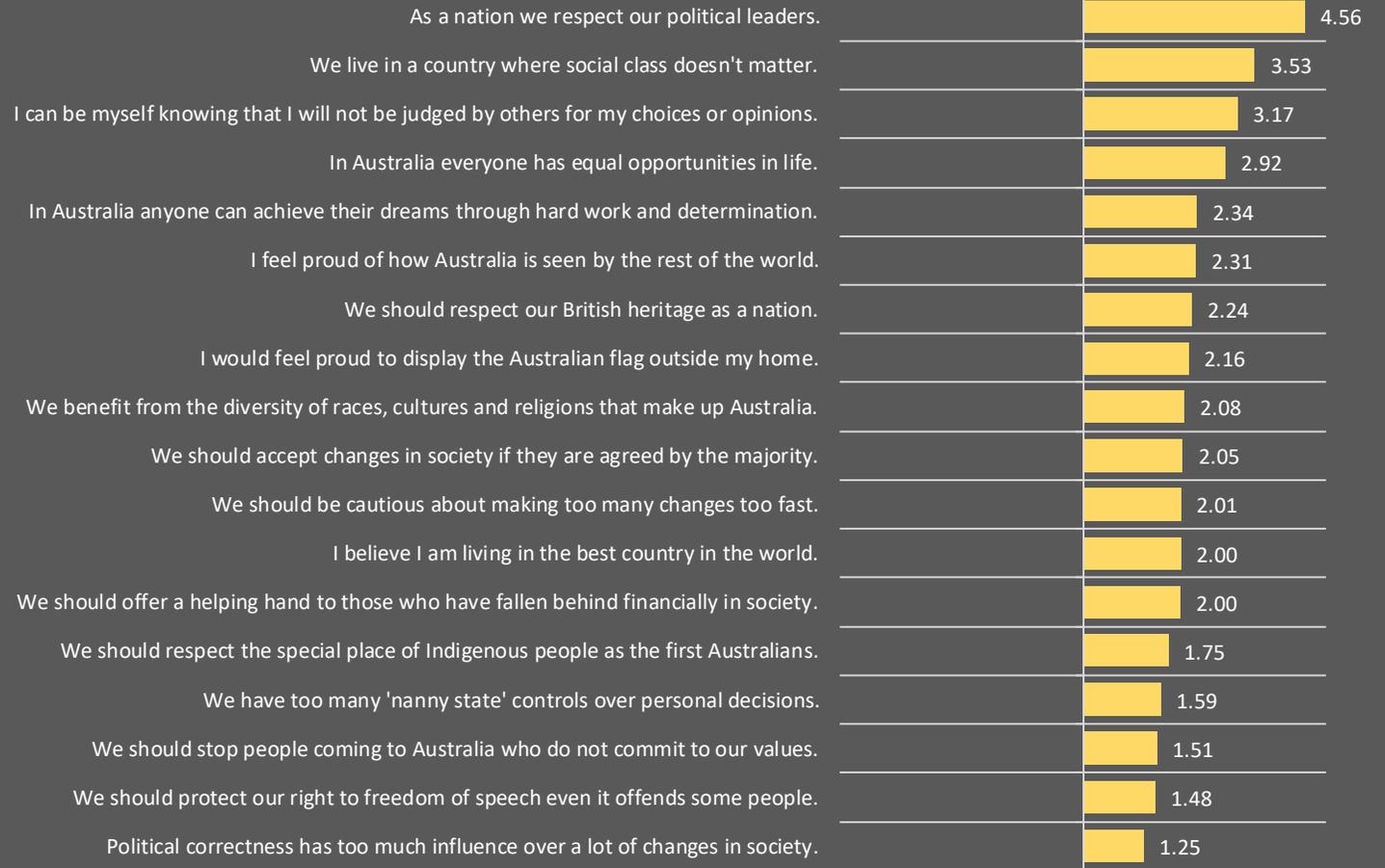


Chart compares segment attitudes to national average responses.  
 - Positive score exceeds national average agreement.  
 - Negative score exceeds national average disagreement.

# Segment 7: Believe in change (18%) ... 1

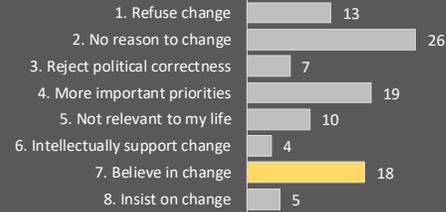
At 18% of the population **Believe in change** is the largest segment with majority support for change and it reflects the ages of the Australian population. It tends towards the ALP and Greens but the issue has little influence on their vote.

- More likely:**
- Includes Australians of all ages (18-75+ yrs) and a range of SES circumstances. (Preppies, Survivors and others.)
  - Generally consider Australia Day important or not very important and most just had a day off.
  - 65% think the date should be changed and the rest don't care, but they are strongly influenced by the explanation with 88% agreeing after reading it, but only a third would vote for change.
  - Strongly left leaning, most supporting ALP or Greens.
  - A minority believe we should make no national changes, 50% rate changing the date as the most important change while 30% prefer a republic first.

### Socio-economic status (GeoTribes)

T5. Preppies	3.5
T6. Independents	3.1
T14. Survivors	1.6
T12. Struggleville	1.2
T15. Slender Meanz	0.7
T2. Achievers	0.5
T3. Fortunats	0.4
T11. True Blues	0.1
T1. Rockafellas	0.0
T13. Grey Power	-0.3

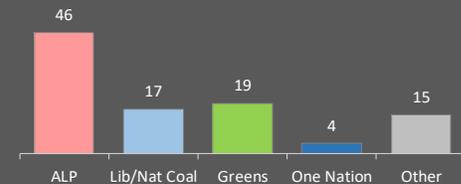
### Size of segment (%)



### Age



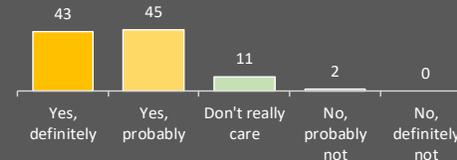
### First preference voting intention



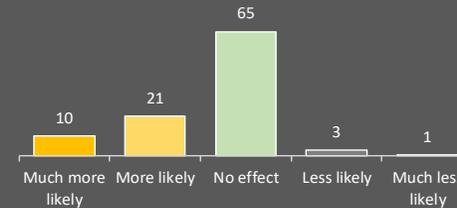
### Change the date? (Before explanation)



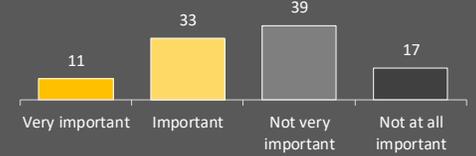
### Change date? (After explanation)



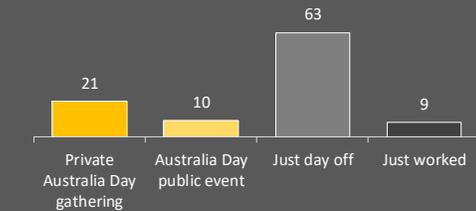
### Voting for party that changes date



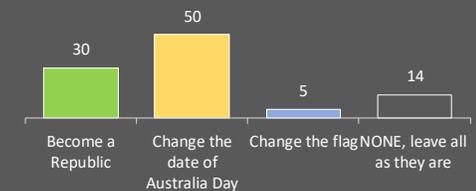
### Importance of Aust Day



### Celebrate Australia Day?



### Most important change



## Segment 7: Believe in change (18%) ... 2

**Believe in change** strongly agree with the statements in favour of change and disagree with those against change.

### More likely:

- Strongly agree with pro change statements about "dancing on graves", finding a date that doesn't distress anyone and respecting Indigenous wishes.
- Believe it would be a symbolic act to unite all Australians.
- Agree we should a date more suited to modern Australian history.

### Less likely:

- Strongly disagree it puts the interests of a small segment ahead of the rest of the population.
- Do not question if it will bring about real change for disadvantaged Indigenous people.
- Do not believe the debate is creating unnecessary divisions

## Population comparison

Values: Change the date

We should find a date that doesn't cause distress to any part of the Australian community.	3.36
Holding it on Jan 26 is like asking Indigenous people to dance on the graves of their ancestors.	3.36
We should respect the wishes of Indigenous people who feel aggrieved about the treatment of their ancestors by British settlers.	3.05
It would be an important symbolic act that will help to unite all Australians.	3.03
It should be a date more suited to modern Australian history, like January 1, the date in 1901 when we became a nation.	2.84
We should use the day to share in national pride for both non-Indigenous and Indigenous culture and history.	-0.02
People who have come to Australia since the first fleet should not be held responsible for the actions of the early settlers.	-0.86
The debate has become a political issue which is creating unnecessary divisions between Australians.	-1.22
It is a symbolic act that will not help to bring about real practical change in the lives of disadvantaged Indigenous people.	-1.43
Changing the date puts the interests of one small segment of the Australian community ahead of the rest of the population.	-3.06

Chart compares segment attitudes to national average responses.  
 - Positive score exceeds national average agreement.  
 - Negative score exceeds national average disagreement.

### Values: Being Australian

**Believe in change** are in line with national opinion about most Australian values except somewhat more willing to respect the special place of Indigenous people and to value diversity.

Tend to be close to population responses on most values.

#### More likely:

- Respect special place of Indigenous people as first Australians.
- Believe we benefit from the diversity of races, cultures and religions that make up Australia.
- Believe we should protect our freedom of speech and our values.

#### Less likely:

- Proud to display the flag outside my home.

We should respect the special place of Indigenous people as the first Australians.	1.57
We benefit from the diversity of races, cultures and religions that make up Australia.	1.11
We should accept changes in society if they are agreed by the majority.	0.79
We should offer a helping hand to those who have fallen behind financially in society.	0.64
In Australia anyone can achieve their dreams through hard work and determination.	-0.13
I can be myself knowing that I will not be judged by others for my choices or opinions.	-0.17
I believe I am living in the best country in the world.	-0.25
We should be cautious about making too many changes too fast.	-0.26
I feel proud of how Australia is seen by the rest of the world.	-0.48
We have too many 'nanny state' controls over personal decisions.	-0.54
Political correctness has too much influence over a lot of changes in society.	-0.57
We should respect our British heritage as a nation.	-0.59
As a nation we respect our political leaders.	-0.68
We should stop people coming to Australia who do not commit to our values.	-0.70
We live in a country where social class doesn't matter.	-0.71
We should protect our right to freedom of speech even it offends some people.	-0.76
In Australia everyone has equal opportunities in life.	-0.80
I would feel proud to display the Australian flag outside my home.	-1.09

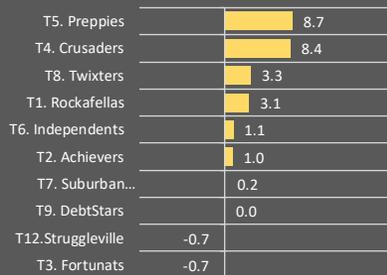
Chart compares segment attitudes to national average responses.  
 - Positive score exceeds national average agreement.  
 - Negative score exceeds national average disagreement.

# Segment 8: Insist on change (5%) ... 1

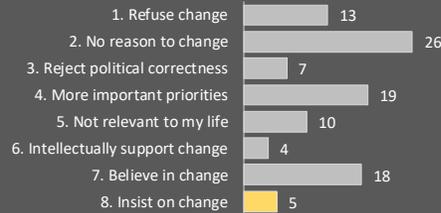
At 5% of the population *Insist on change* is the segment with the strongest support for changing the date. Half of it is under 34 yrs, 50% are Greens voters and 69% would use their vote to support change.

- More likely:**
- Younger (18-44 yrs) people from higher SES backgrounds, either studying or in career oriented occupations (Preppies, Crusaders).
  - Most reject the importance of Australia Day and did not celebrate the day.
  - The majority think the date should definitely be changed rising to almost the entire segment after the explanation.
  - Two-thirds would be more likely to vote for a party that supports change, but one-third would not.
  - No support for Coalition or One Nation.
  - Two thirds pick change the date as most important change and the remainder choose the republic first.

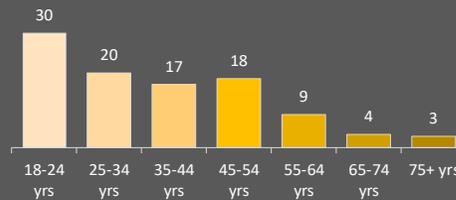
### Socio-economic status (GeoTribes)



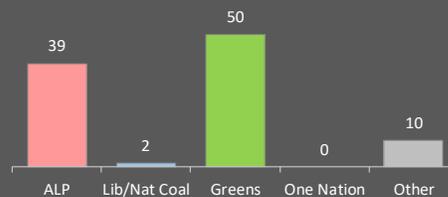
### Size of segment (%)



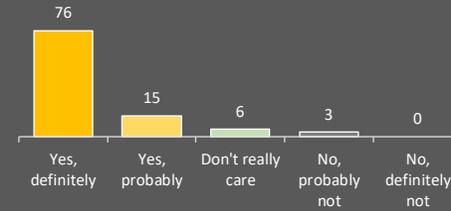
### Age



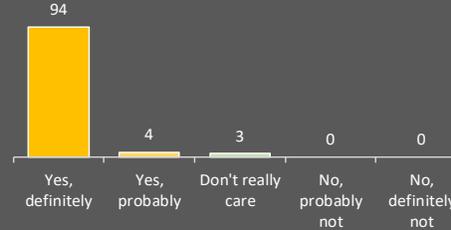
### First preference voting intention



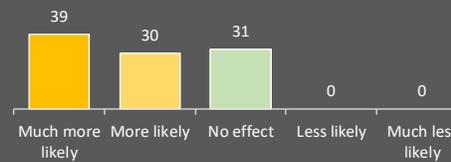
### Change the date? (Before explanation)



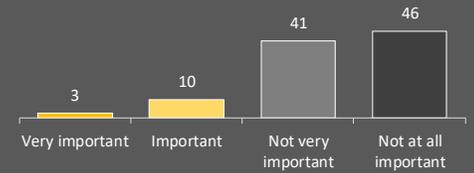
### Change date? (After explanation)



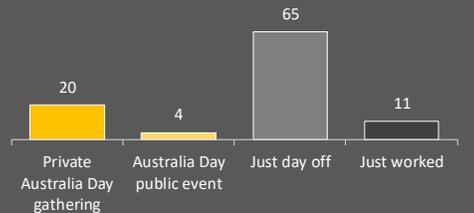
### Voting for party that changes date



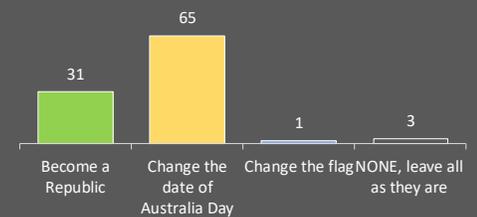
### Importance of Aust Day



### Celebrate Australia Day?



### Most important change



## Segment 8: Insist on change (5%) ... 2

**Insist on change** have polarised views about changing the date, with very strong support for pro-change statements and very strong opposition to anti-change arguments.

### More likely:

- Strongly agree with pro change statements about "dancing on graves", finding a date that doesn't distress anyone and respecting Indigenous wishes.
- Believe it would be a symbolic act to unite all Australians.
- Believe we need a date more suited to modern Australian history.

### Less likely:

- Do not believe change puts the interests of a small segment ahead of the rest of the population.
- Do not believe the debate is creating unnecessary divisions
- Do not believe the day should be used to share in national pride for non-Indigenous and Indigenous culture and history
- Do not question if it will bring about real change for disadvantaged Indigenous people.

## Population comparison

### Values: Change the date



Chart compares segment attitudes to national average responses.  
 - Positive score exceeds national average agreement.  
 - Negative score exceeds national average disagreement.

## Segment 8: Insist on change (5%) ... 3

**Insist on change** have a negative view of most aspects of living in Australia, rejecting claims that we have equal opportunities but strongly believe we should respect the special place of Indigenous people as the first Australians.

### More likely:

- Respect special place of Indigenous people as the first Australians.
- Believe we should offer a helping hand to those who have fallen behind.
- See the benefit in the diversity of races, cultures and religions that make up Australia.
- Believe we should protect our freedom of speech and our values.

### Less likely:

- Do not feel proud of how Australia is seen globally, would not display the flag, and do not believe they live in the best country in the world.
- Do not feel that Australia allows them to achieve their dreams through hard work and determination, that we all have equal opportunities or that class does not matter.
- Do not respect our British heritage.
- Tend not to believe we should protect our freedom of speech and our values if it offends some people.

## Population comparison

### Values: Being Australian

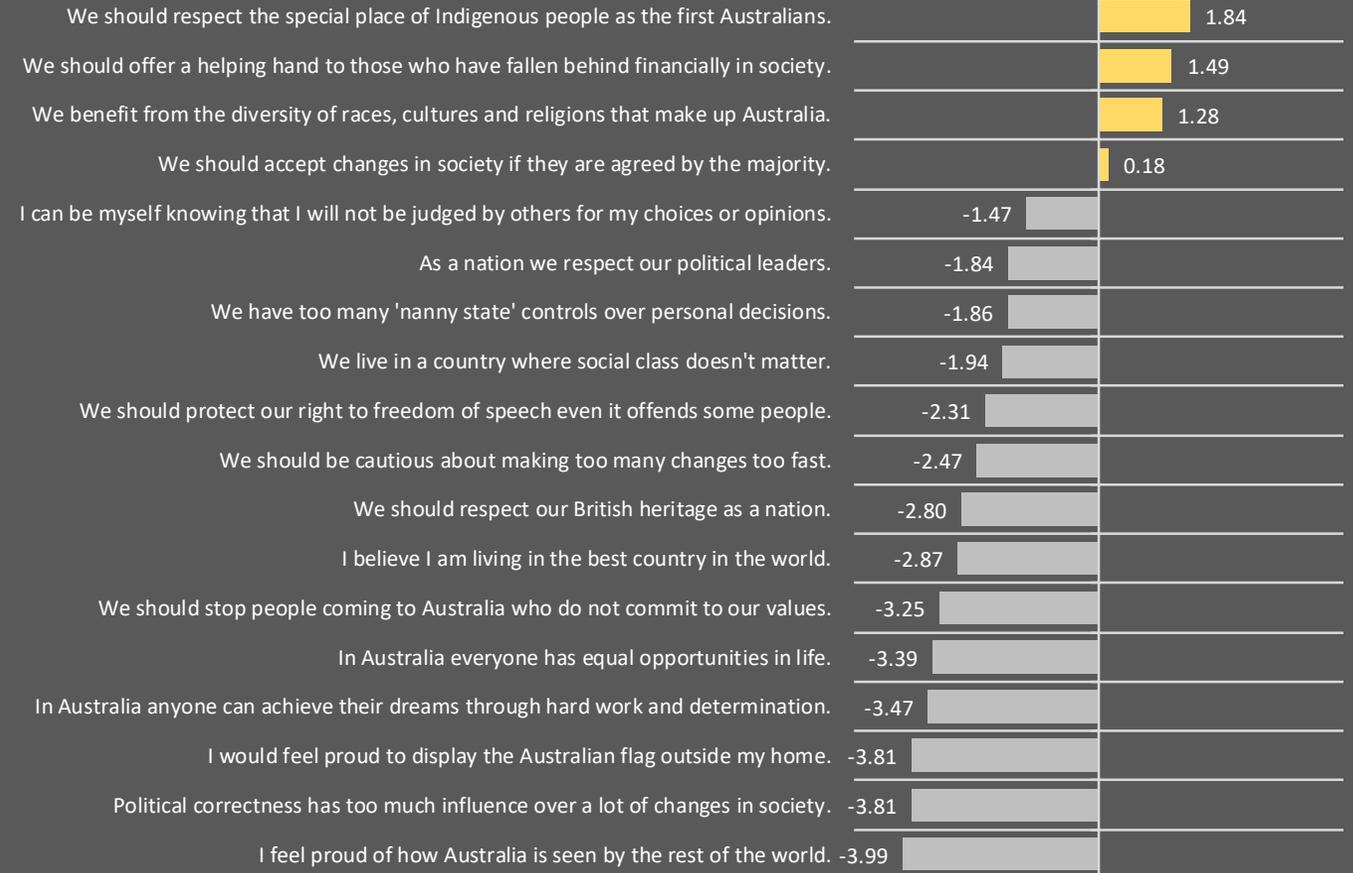


Chart compares segment attitudes to national average responses.  
 - Positive score exceeds national average agreement.  
 - Negative score exceeds national average disagreement.

For more information.

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