



**TRUE ISSUES SPECIAL RELEASE:
SAME-SEX MARRIAGE
JUNE, 2015**

A satellite night view of the United States, showing a dense network of city lights and a road network. The lights are concentrated in the eastern half of the country, with major hubs like New York City, Washington D.C., and Los Angeles. The western half is mostly dark, with some scattered lights. The text "STATE OF PLAY" is overlaid in white, bold, sans-serif font on the left side of the image.

STATE OF PLAY

A MAJORITY OF AUSTRALIANS NOW BELIEVE THAT SAME-SEX RELATIONSHIPS SHOULD BE INCLUDED IN THE DEFINITION OF MARRIAGE

The majority of Australians now believe the definition of marriage in the Federal Marriage Act should be changed to include same-sex relationships, which is a significant shift in views since we surveyed the issue in September 2013 immediately following the Federal election.

- ❖ Support for including same-sex relationships in the Federal Marriage Act has improved 9 points in less than two years.
- ❖ Women and young people (those aged 18 to 34 years and to some extent 35 to 54 year olds) are more likely to support a change to the definition of marriage in the Act.

However, a sizable minority of one third of Australians still believe the definition of marriage should remain the same.

- ❖ Although all demographic groups are more in favour of change than maintaining the status quo, men and those aged 55+ years are the most likely to agree with the status quo in this debate.
- ❖ Residents of Western Australia and South Australia are also the least likely to support change.

For groups looking to either maintain or change the Federal Marriage Act, this presents an interesting messaging challenge and presents a need for further investigation to understand what motivates Australians to hold various views on this subject and why those opinions are changing over time.

WHILE SUPPORTIVE, MANY PEOPLE ARE SIMPLY INDIFFERENT TO THE ISSUE OF SAME-SEX MARRIAGE

- It is interesting to note that qualitative research finds many people are indifferent to the issue. Although most people support same-sex marriage, very few are particularly passionate about it and many feel that it is simply not the most important issue facing Australia.
- Comments to this effect fall on both ends of the spectrum. Some people speculate as to why the issue needs any more discussion before legislation is changed, whilst others wonder why the issue has gathered so much attention and momentum in the first place.
- These sentiments are consistent with our True Issues #7 results, which reflect that same-sex marriage is a mid-tier issue of concern or interest.

"It doesn't affect me."

"It doesn't bother me"

"Why does it gets so much attention?"

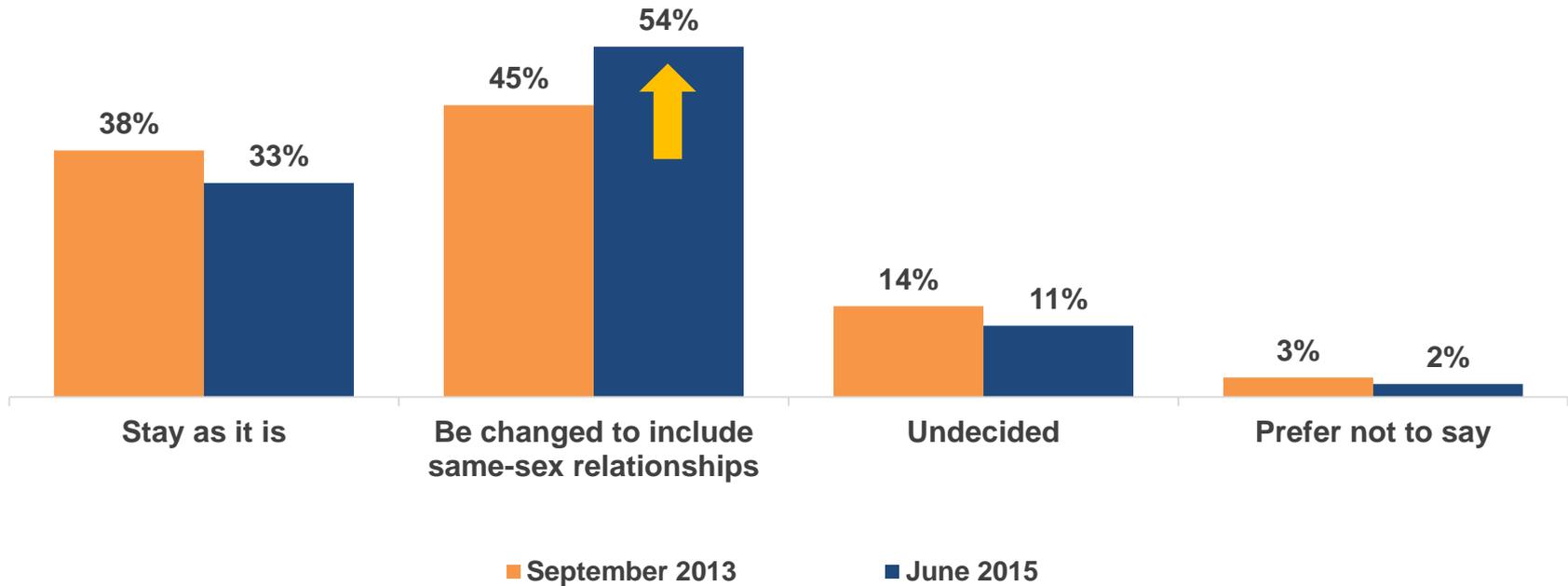
"They should just do it."

A satellite night view of the African continent, showing a dense network of city lights and roads. The lights are concentrated in the coastal regions and major inland cities, with a significant glow from the eastern coast. The text 'RESEARCH RESULTS' is overlaid in the center-left.

RESEARCH RESULTS

A MAJORITY NOW BELIEVE MARRIAGE DEFINITION SHOULD BE CHANGED TO INCLUDE SAME-SEX RELATIONSHIPS, A SIGNIFICANT INCREASE ON 2013

Definition of marriage in the Federal Marriage Act should ...
Trend

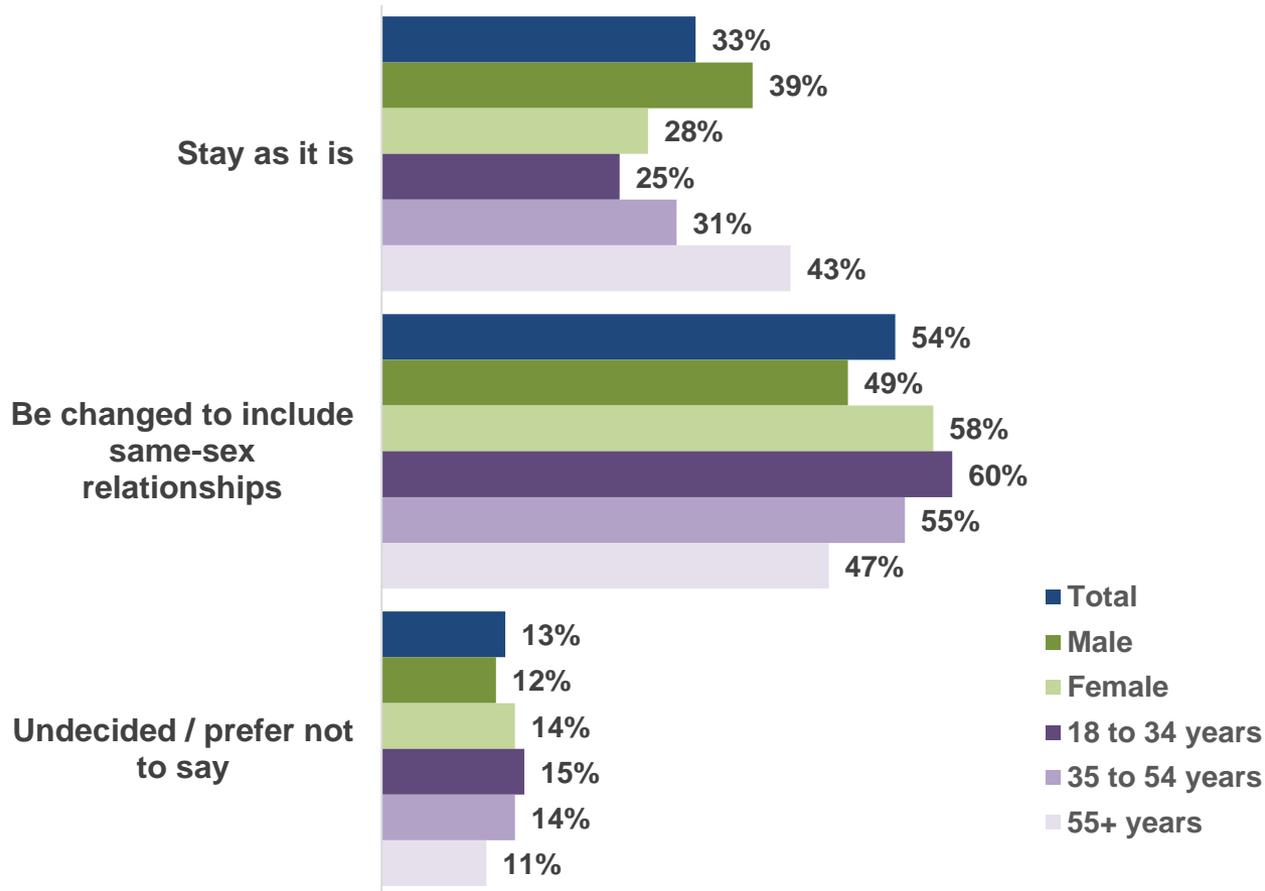


Q. Thinking specifically about the issue of same-sex marriage. Do you believe that the definition of marriage in the Federal Marriage Act should stay as it is, namely between a man and a woman, or do you think the definition of marriage should be changed to include same-sex relationships as well?

Base: All respondents; June 2015, n=1,000; September 2013, n=1,000.

WOMEN AND YOUNG AUSTRALIANS MOST LIKELY TO SUPPORT CHANGE; MEN AND 55+ YEAR OLDS MOST LIKELY TO SUPPORT KEEPING STATUS QUO

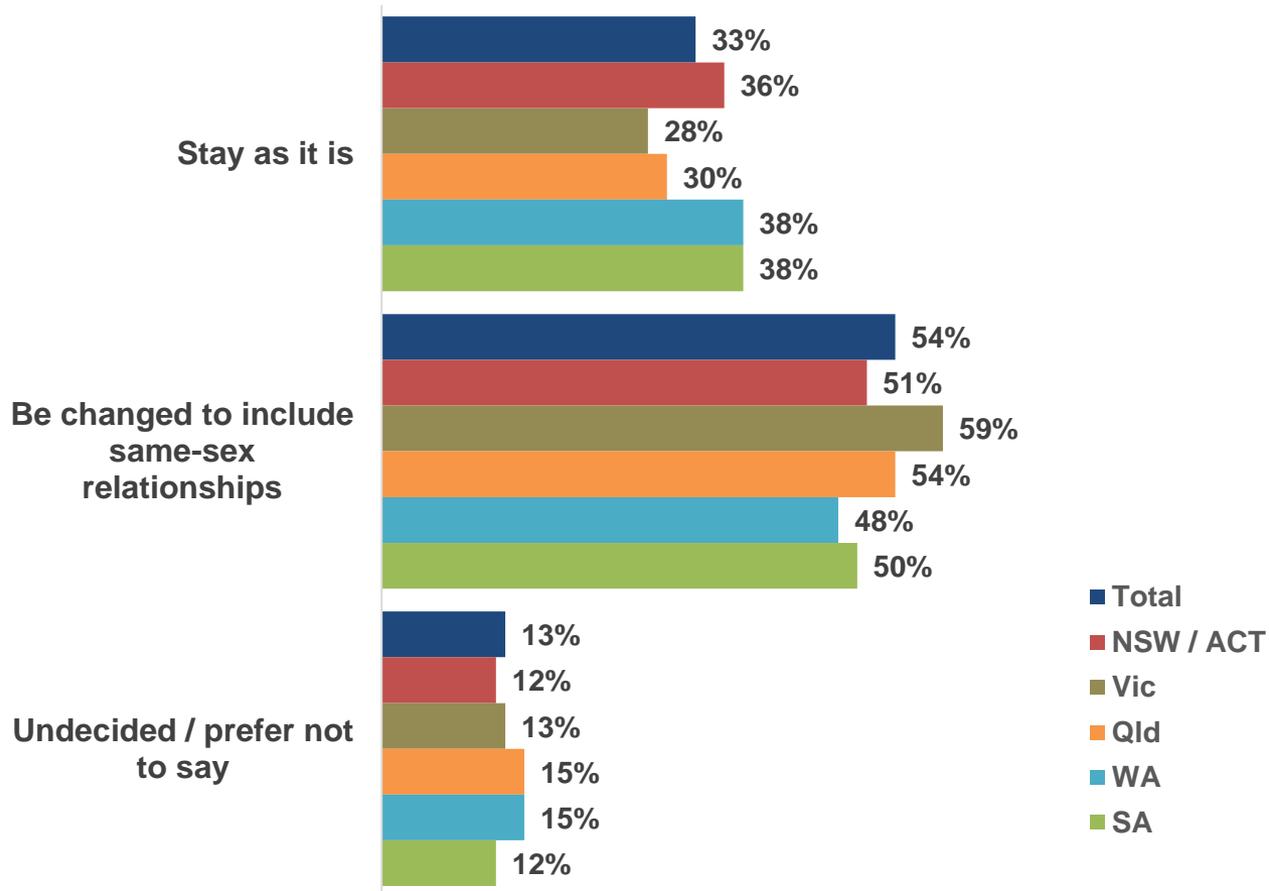
*Definition of marriage in the Federal Marriage Act should ...
Demographics – gender and age*



Q29. Thinking specifically about the issue of same-sex marriage. Do you believe that the definition of marriage in the Federal Marriage Act should stay as it is, namely between a man and a woman, or do you think the definition of marriage should be changed to include same-sex relationships as well?
Base: All respondent; June 2015, n=1,000.

VICTORIANS MOST LIKELY TO AGREE WITH SAME-SEX MARRIAGE, WHILST WA AND SA RESIDENTS LEAST LIKELY TO SUPPORT

*Definition of marriage in the Federal Marriage Act should ...
Demographics – states and territories*



Q29. Thinking specifically about the issue of same-sex marriage. Do you believe that the definition of marriage in the Federal Marriage Act should stay as it is, namely between a man and a woman, or do you think the definition of marriage should be changed to include same-sex relationships as well?
Base: All respondents; June 2015, n=1,000.

BACKGROUND AND OBJECTIVES

True Issues is a research tool designed to assist Australian organisations to understand where their issues truly sit within the contemporary issues landscape.

The economy, health, education; certainly all important top of mind issues to Australians, but where does that leave the many other issues and what is it that truly focuses attention on these matters?

True Issues is a unique offering. Run three times a year, True Issues not only tracks and prioritises issues facing Australians, but delves deeper to truly identify what is driving the prioritisation of issues.

This special release examines the results of a question about same-sex marriage in Australia.

For further enquiries or to include your issue in the next wave, please contact Jessica Lai, Research Director, at jlai@jwsresearch.com or on 0448 117 229.

To download our regular True Issues reports, please go to: www.jwsresearch.com/#issues.

RESEARCH METHODOLOGY

Part of True Issues Wave 7 (W7): in field 5 – 7 June, 2015

Comprised of a representative sample of 1,000 Australians aged 18+

Conducted as an online survey with sample drawn from the Cint's OpinionHUB panel marketplace platform (www.cint.com)

Margin of error is +/-3.1% at the 95% confidence level for results near 50%

Previous waves: W1 = Wave 1, June 2013; W2 = Wave 2, November 2013; W3 = Wave 3, March 2014; W4 = Wave 4, July 2014; W5= Wave 5, November 2014; W6= Wave 6, March 2015; W7= Wave 7, June 2015

Conducted in compliance with AS-ISO 20252