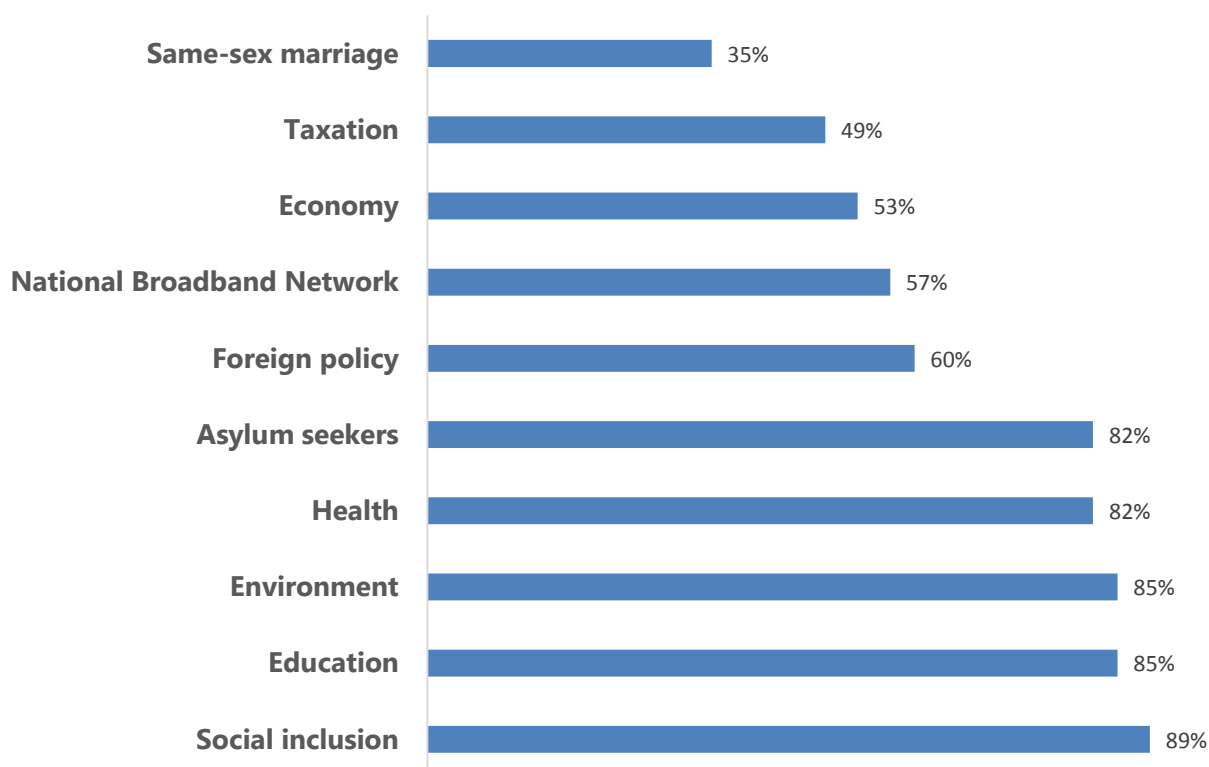


Eureka Street survey: Election issues that matter

In August 2013, Eureka Street undertook a survey of readers' views on the upcoming federal election. The survey canvassed readers' opinions on issues that Eureka Street has recently covered, including the main policy areas important to the election, and which parties readers vote for.

This report details the highlights of the survey's results.

Importance* of policy areas



**Percentage of readers who indicated the policy area was 'important' or 'very important' in determining their vote at the upcoming election*

Highlights of the survey

Fewer readers intend to vote for Labor in 2013 than in 2010...

Although 59.4% of readers voted for Labor in the previous federal election, just 36.1% of readers intend to vote for Labor in the upcoming federal election.

Despite this, Labor remains the most supported party among Eureka Street readers.

...while more readers intend to vote for the Greens

In the previous federal election, 17.7% of readers voted for the Greens, while 25.3% of readers intend to vote for the Greens in the upcoming federal election.

Voting intention differs by religion

Those who are atheist or agnostic tend to prefer the Greens, with 53.5% intending to vote for the Greens at the upcoming federal election, followed by Labor (35.2%), and Liberal (5%).

Those who are Christian (other) were slightly more likely to intend to vote for the Greens (37.8%) than Labor (36.8%), followed by Liberal (9.6%).

Those who are Catholic were most likely to intend to vote for Labor at the upcoming election (43.2%), followed by the Greens (21.3%), and Liberal (16.4%).

Age is also a factor when voting

The younger the age group, the more likely to vote Greens, either at the previous election or at the upcoming one. At the 2010 election, 25.5% of those under 50 voted for the Greens, while 17.4% of those aged 60+ did. For the upcoming election, 40% of those under 50 intend to vote for the Greens, while 30.1% of those aged 51-60 will, and 26.2% of those aged 60+ intend to vote for the Greens.

The older the age group, the more likely to vote Labor at the upcoming election: 42.7% of those aged 60+ intend to vote for Labor, while 39% of those aged 51-60, and 31% of those under 50 intend to vote for Labor.

Men and women were concerned about different issues...

Although the difference between genders was small, the survey results suggested women were slightly more concerned than men about social inclusion, education, the environment, health, foreign policy, and same-sex marriage; while men were slightly more concerned than women about the economy, taxation, and the National Broadband Network.

...but were fairly similar in their voting intention

At this coming election, 31.2% of women and 25.5% of men intend to vote for the Greens; 37.4% of women and 43.6% of men intend to vote for Labor; and 11.6% of women and 16.5% of men intend to vote for Liberal – but more women than men have yet to select a party at all, with 11.9% of women and 5.4% of men remaining undecided.

Social inclusion is important to Eureka Street readers

Across all ages, religions, and genders, social inclusion ranked the highest in terms of importance, with 89% of readers indicating that it was important or very important in determining their vote for the upcoming federal election.

Younger readers were more concerned about asylum seekers than older readers

The younger the age group, the more likely people were to agree that Australia lacks compassion towards asylum seekers. 90.5% of those aged 50 and under either agreed or strongly agreed that Australia lacks compassion in the way it thinks about asylum seekers, compared with 86.4% of those aged 51-60, and 84.2% of those aged 60+.

Older readers rated the National Broadband Network as more important than younger readers

Of those aged 60+, 58.8% of readers rated the NBN as either important or very important, compared with 50% of those aged 50 or younger, and 58.2% of those aged 51-60.

Same-sex marriage was the issue that most divided readers

Religion provided the greatest difference in attitudes towards same-sex marriage. Those who are Catholic were fairly evenly divided when it came to agreeing or disagreeing that Australia should introduce legal recognition of same-sex marriage: 17.4% strongly agreed, 33.1% agreed, 19.6% were neutral, 12.8% disagreed, and 17.1% strongly disagreed.

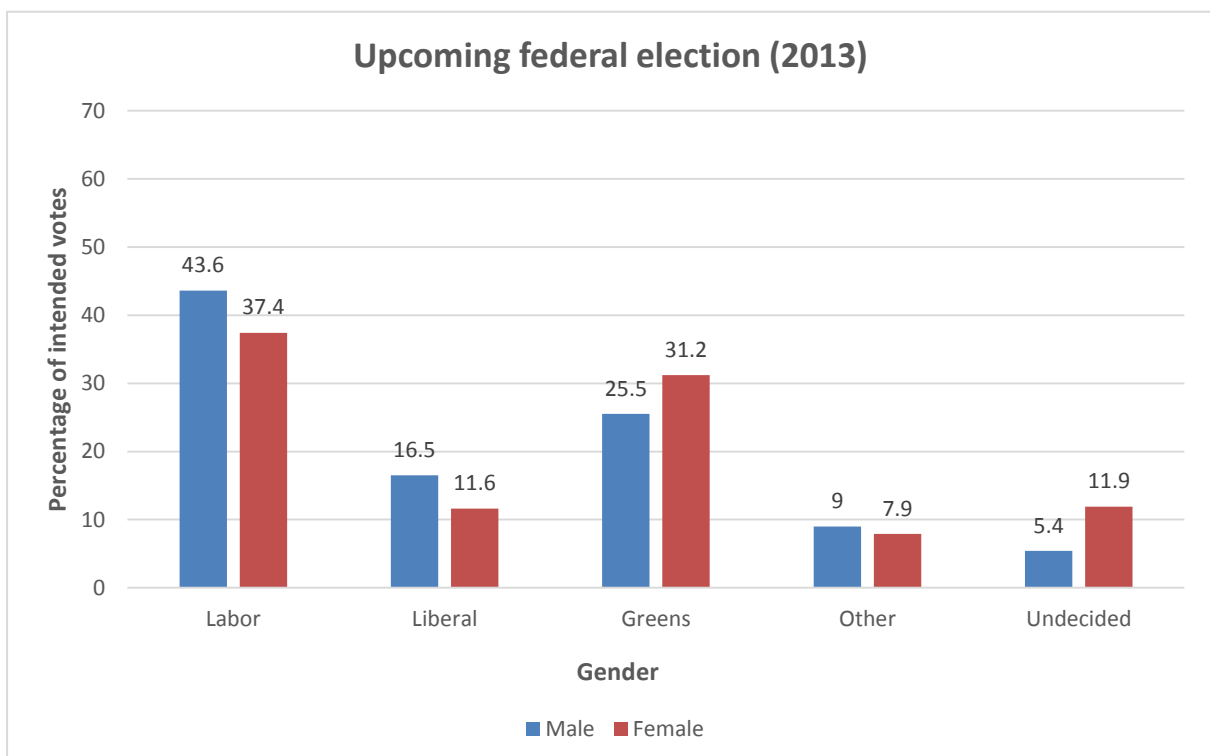
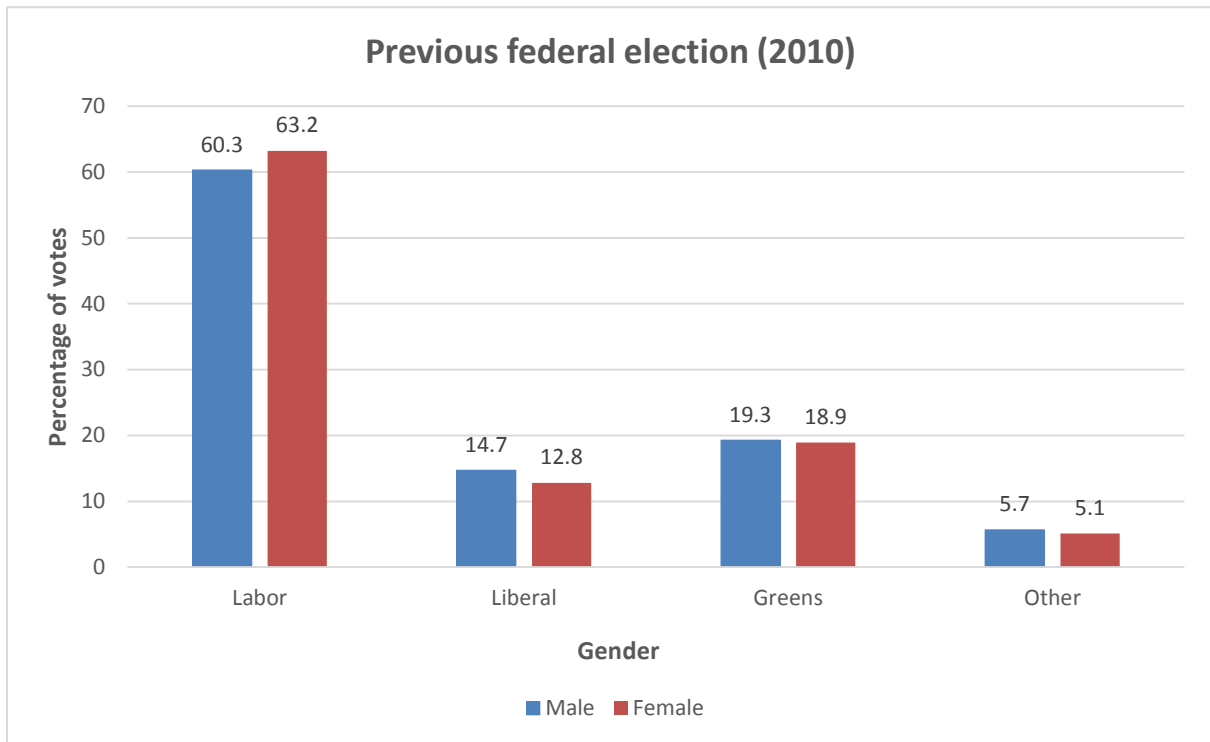
Those who are Christian (other) were more in favour, with 68.9% agreeing or strongly agreeing with legally recognising same-sex marriage, and those who are atheist or agnostic were overwhelmingly in favour, with 83.9% agreeing or strongly agreeing.

The younger the age group, the more likely readers were to support same-sex marriage. Of those aged 50 or younger, 69.6% agreed or strongly agreed that Australia should introduce legal recognition of same-sex marriage, compared with 68.6% of those aged 51-60, and 53.1% of those aged 60+.

Despite the variations in those agreeing or disagreeing with its legal recognition, same-sex marriage did not appear to be very important in determining votes at the upcoming federal election. Only 35% of readers rated same-sex marriage as important or very important in determining their vote, compared with the 89% of readers that indicated social inclusion was important or very important.

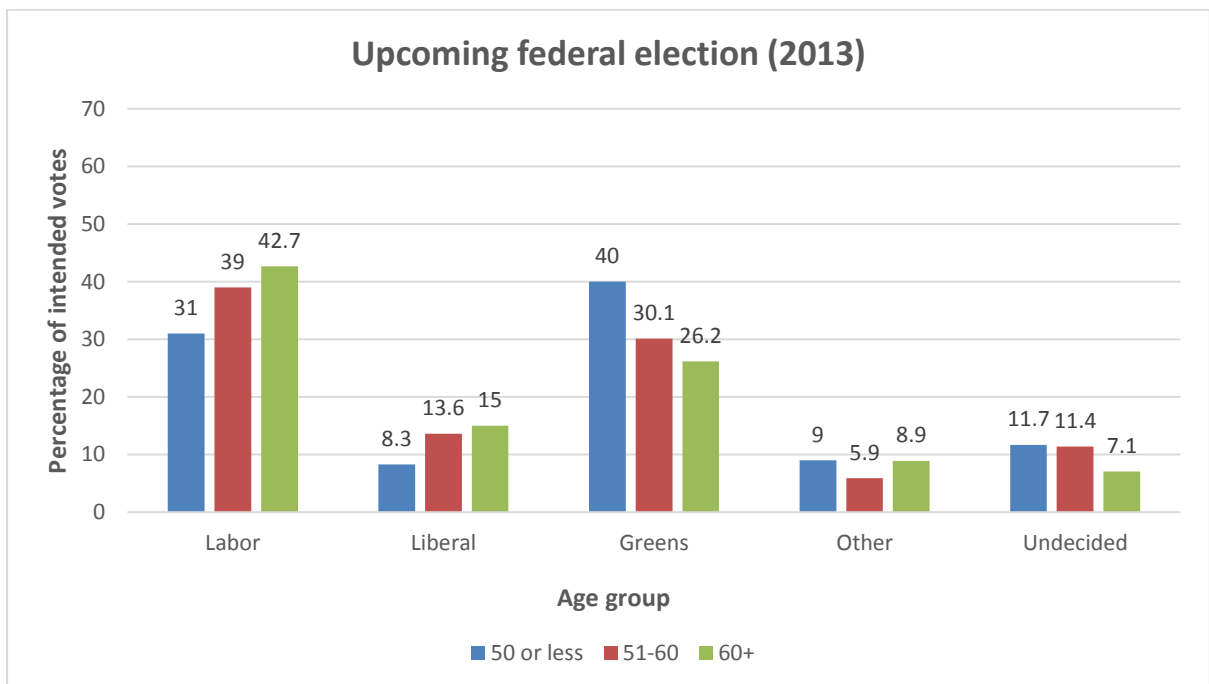
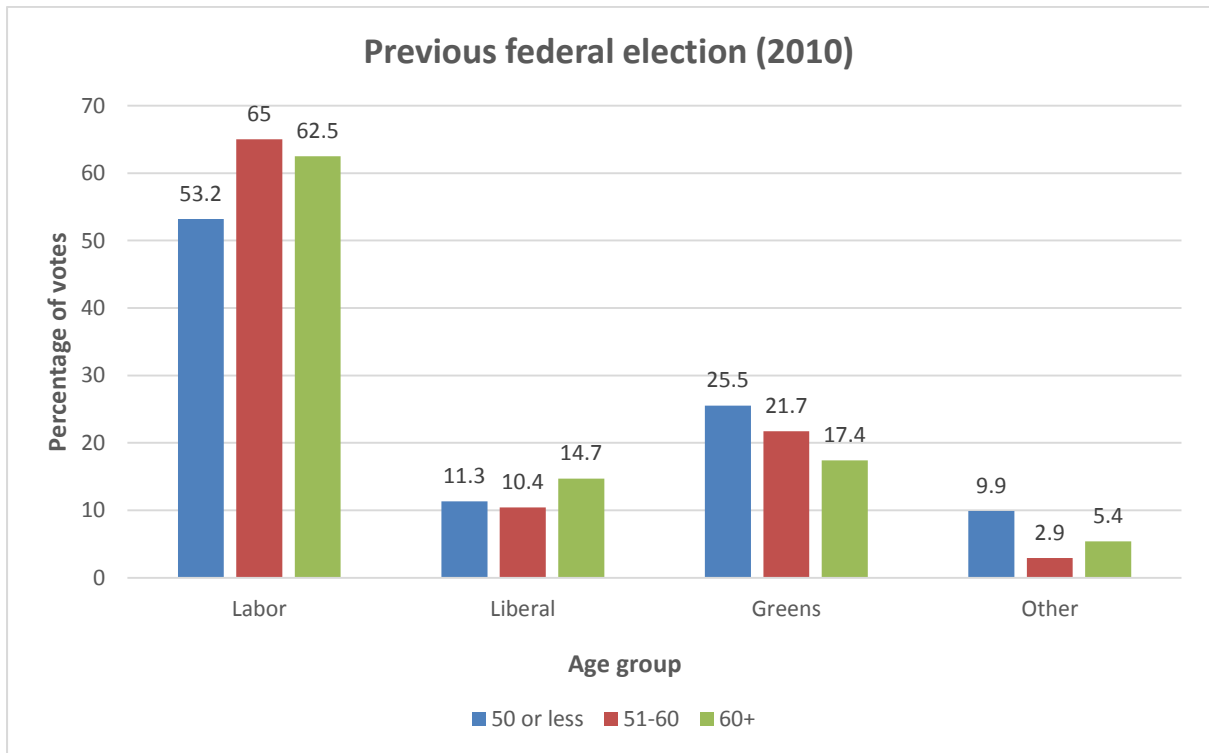
Votes by gender

Men and women appear fairly similar in voting intention, although the addition of an 'undecided' option for the upcoming election means that final results may vary: more women than men have yet to decide on a party to vote for. In contrast to the 2010 election, more women than men intend to vote for the Greens in 2013.



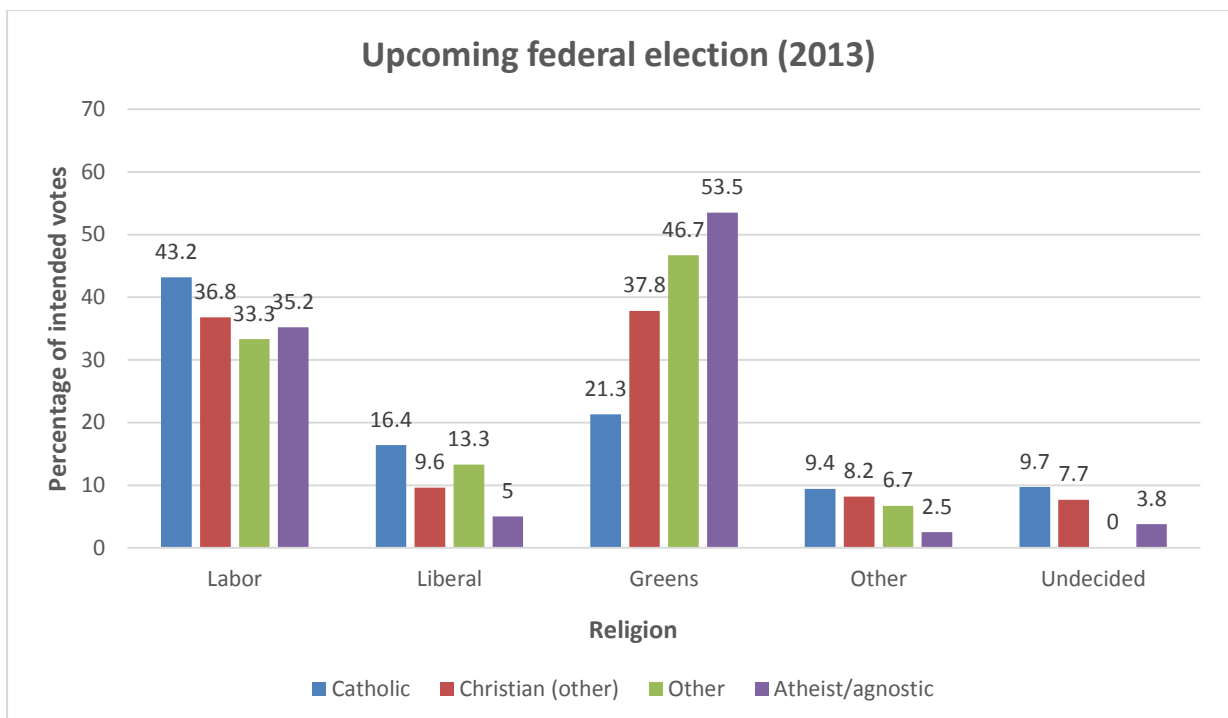
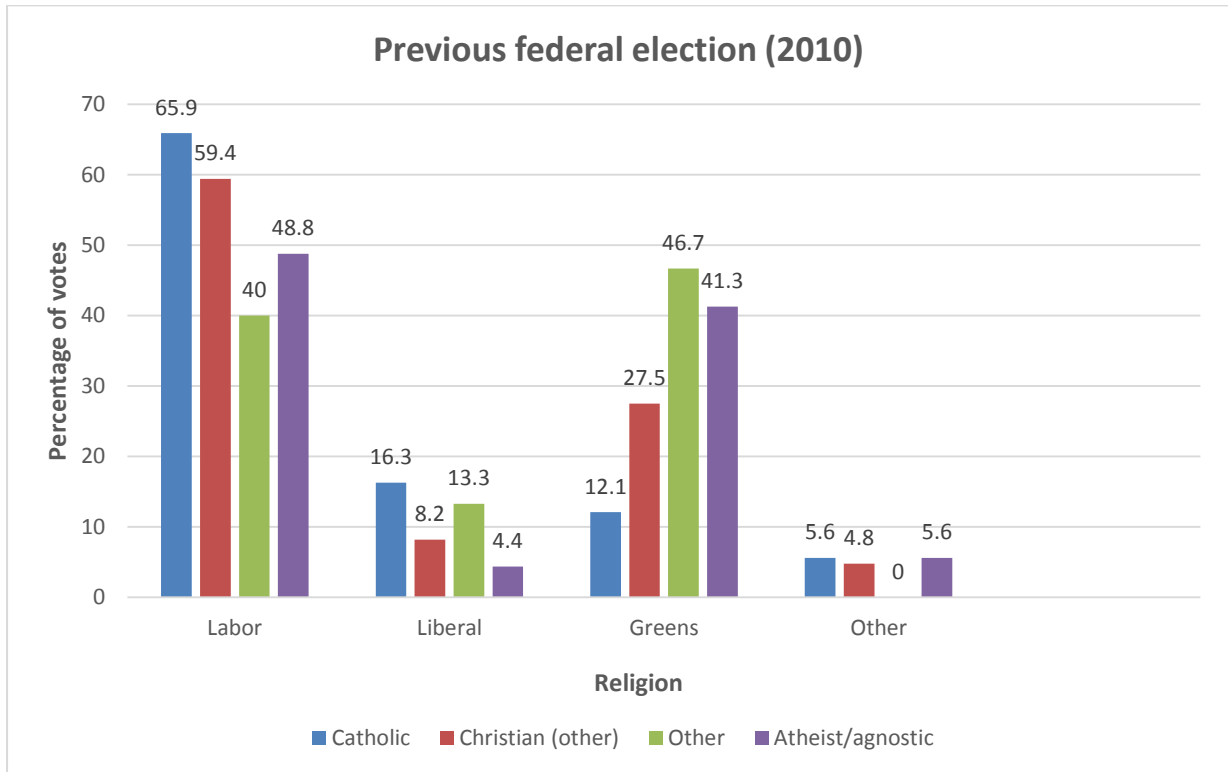
Votes by age group

The younger the age group, the more likely to vote for the Greens, both in the previous and the upcoming federal election. All age groups, especially those aged between 51 and 60, appear less likely to vote for Labor in 2013 than they did in 2010.



Votes by religion

Those who are atheist or agnostic are more likely than any other religion to vote for the Greens in the upcoming election. Those who are Christian (other) are also slightly more likely to vote for the Greens than any other party in 2013, but those who are Catholic are more likely to intend to vote for Labor.



Votes by state

The greatest variation between states was whether they voted or intend to vote for the Greens, although there appear to be more Greens supporters in Victoria than any other state.

(Although it appears that many readers from Tasmania voted for or intend to vote for the Greens, this is likely to be a result of the survey sample, which had far more respondents from New South Wales, Victoria and Queensland than any other state).

