

# Australia Day: increase in support for January 26



February 2024

# Preferred date for Australia Day

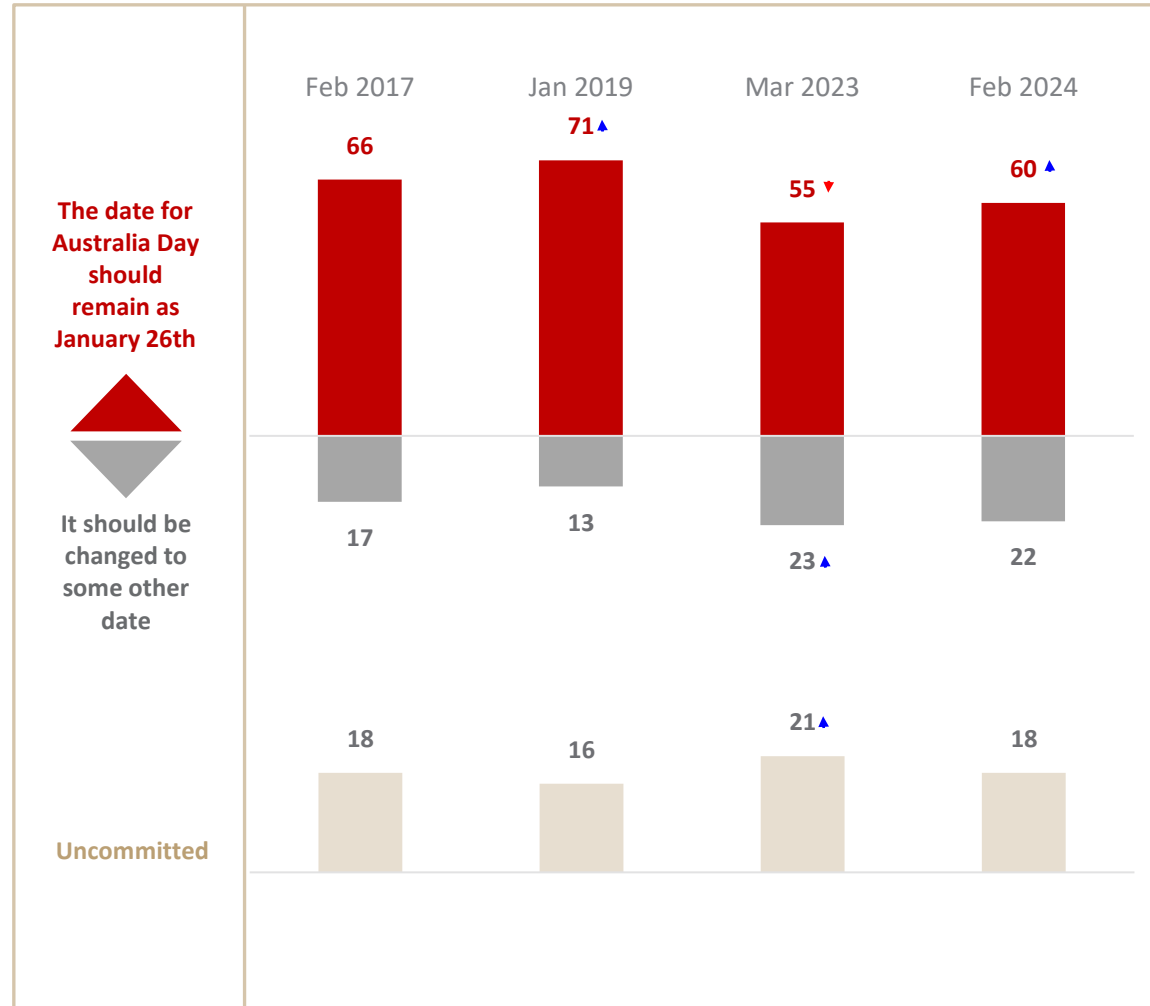
Some people have suggested the date for Australia Day (January 26th each year) should be changed. Do you personally think...?

- The date for Australia Day should remain as January 26<sup>th</sup>
- It should be changed to some other date

## Increase in support for retaining January 26

- A majority of Australians, 60%, believe January 26 should be retained as the date for celebrating Australia Day, far outweighing the 22% who would prefer to change the date. Around one-in-five are uncommitted in their opinion.
- Support for retaining the date is up from 55% in March 2023, though it remains below the peak level of 71% recorded in 2019.
- The rise in support for January 26 over the last 12 months is the mirror opposite of the decline in support for the Indigenous 'Voice' last year. In early 2023, various published polls found relatively high support for changing the Constitution to establish the 'Voice'. However, it subsequently declined with the proposal ultimately being defeated in the October 2023 referendum: 60% noted No and 40% voted Yes.

*Methodology: The most recent wave was fielded February 22-27 among an online a sample of 1,219 people aged 18 years and over. Results were post-weighted to ABS Census data by age, sex, area and highest level of schooling completed.*



▲▼ Significantly higher / lower than previous wave

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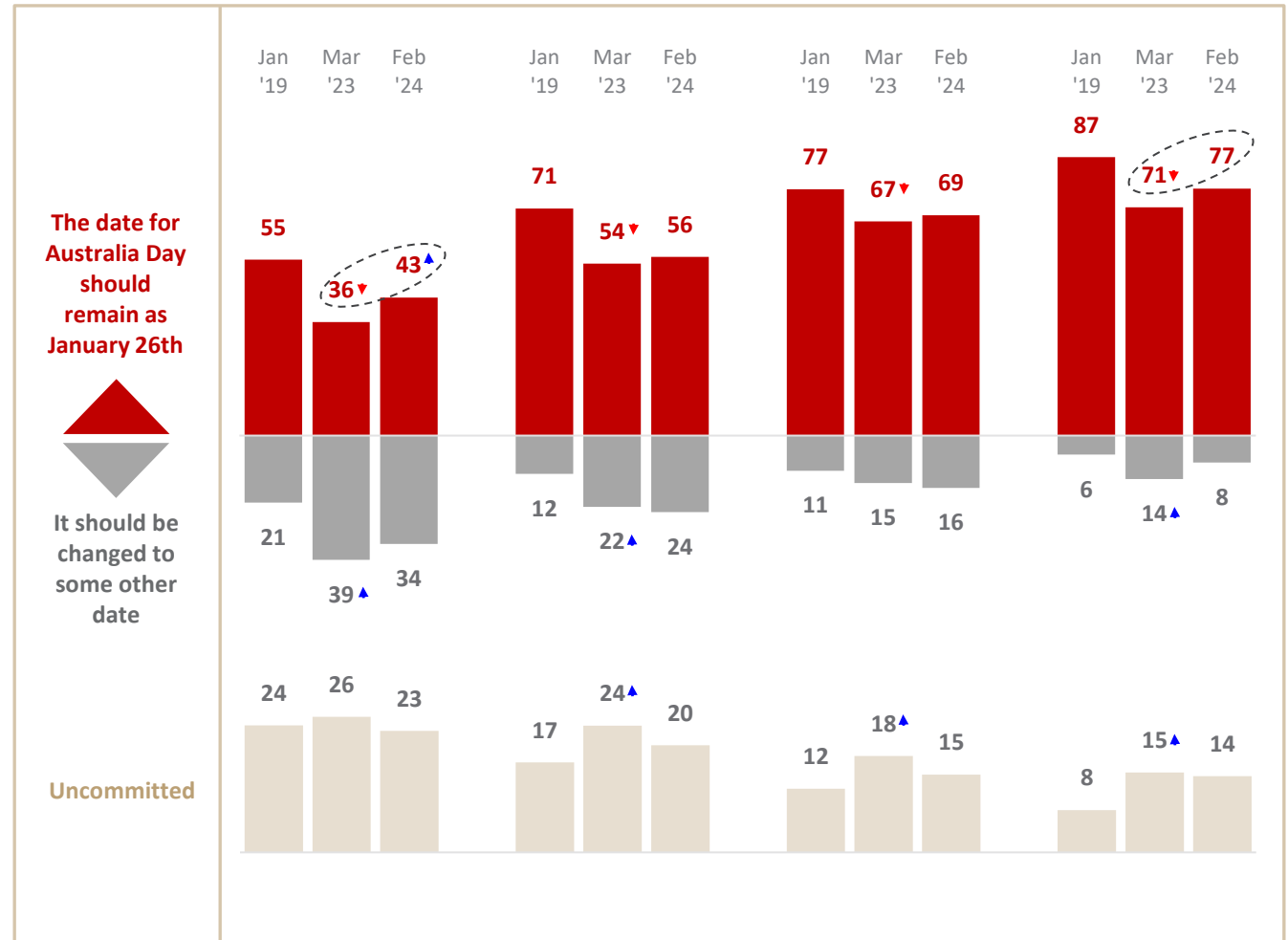
## Age

18-34

35-49

50-64

65+



▲▼ Significantly higher / lower than previous wave

- Consistent with previous waves, support for January 2026 rises progressively across age groups.
- Nonetheless the number who support retaining January 26 outweighs the number who would prefer to change the date in all age groups.
- The *increase* in support over the last 12 months is most pronounced among people aged 18-34 and people aged 65+.