



## **Survey reveals majority support for celebrating Australia Day on the 26<sup>th</sup> of January**

**Media Release**  
**26<sup>th</sup> January 2025**

An Enterprise Marketing and Research Service (EMRS) survey has shown that a clear majority of Tasmanians support the 26<sup>th</sup> of January as the date to celebrate Australia Day.

EMRS CEO Mary Massina said the survey was understood to be the first of its kind in Tasmania for many years, and presented an important insight into the views of Tasmanians about Australia Day.

“Of the respondents, 56 per cent of Tasmanians supported January 26<sup>th</sup> as Australia Day with 34 per cent not in support and 11 per cent unsure,” Ms Massina said.

“The strongest support was in the seat of Braddon, with 72 per cent support for celebrating Australia on January 26<sup>th</sup>, compared to just 21 percent not supportive of the current date.

“The Hobart-based seat of Clark was the only seat where support for 26<sup>th</sup> January fell below 50 per cent; in fact in Clark those against the 26<sup>th</sup> of January outnumbered those in favour 46 per cent, to 44 per cent.

“From a demographic perspective, 70+ year olds showed 61 per cent support, 55–69 years 58 per cent support, with only the 18–34 category where opposition outnumbered support 43% to 35%.

“Interestingly, overall only a tiny 3.34 per cent of Tasmanians surveyed indicated that they were not supportive of celebrating Australia Day at all”, Ms Massina said.

The survey also tested the merits of alternative dates for celebrating Australia Day with those who did not support the date and wanted it changed. This found no clear preference:

- January 1<sup>st</sup>, the anniversary of Federation, 28 per cent support.
- May 27<sup>th</sup>, anniversary of 1967 changes to the Constitution, 27 per cent support

- September 1<sup>st</sup> – Wattle Day – also with 27 per cent.

*The survey was conducted using EMRS' online panel from the 15<sup>th</sup> to the 21<sup>st</sup> of January 2025, and saw 1048 Tasmanians participate. The margin of error for this survey is +/- 3.02 per cent at the 95 per cent confidence level. Sub-samples are subject to larger margins of error.*

*The questions asked where:*

- *Do you support Australia Day being celebrated on 26th January?  
(Yes/No/Unsure)*
- *(To those who answered "no" or "unsure" do you question 1) Do you support any of these proposed alternative dates?*
  - *1st January (anniversary of Federation)*
  - *May 27th (anniversary of 1967 Referendum which allowed Aboriginal Australians to be counted in the Census)*
  - *September 1st (Wattle Day)*
  - *May 9th (anniversary of the first meeting of the Commonwealth Parliament)*
  - *Day before or after (January 25th or January 27th)*
  - *Another date*
  - *It shouldn't be celebrated at all*

**ENDS**

**For further information: Mary Massina 0408 594 312**