



# T21 - Benchmark Polling

Three key marginal seats



# Methodology

- The sample comprised n=1,051 voters from 3 marginal State seats in South Australia:
  - Hartley (n=351)
  - Hurtle Vale (n=350)
  - Mawson (n=350)
- The survey was conducted using Computer-Assisted Telephone Interviewing (CATI).
- All interviewing was conducted between 11-14 January 2018.
- To ensure the final sample is representative of the population across the three marginal seats, quotas were set for age, gender and location and the final data was post-weighted by seat using the latest ABS population estimates.

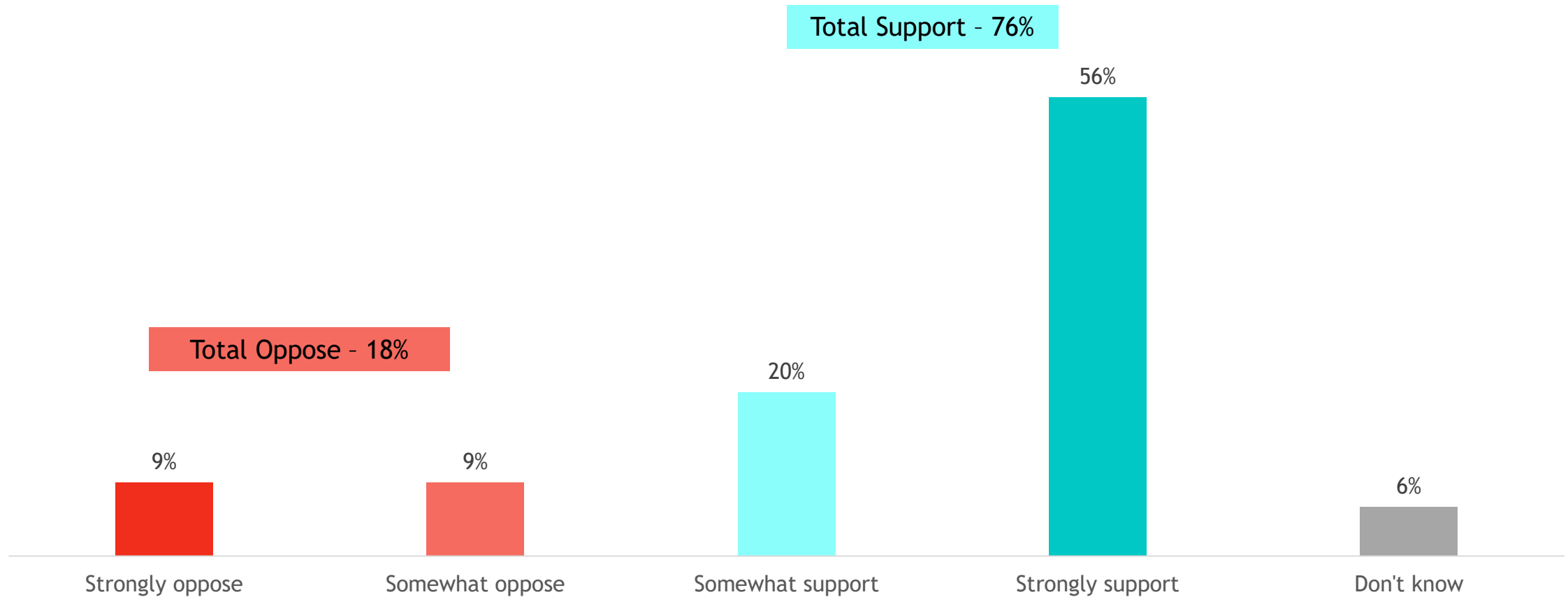
# T21 enjoys strong support in South Australia

- The polling found strong support for raising the minimum age for buying cigarettes to 21 years in pivotal marginal seats in South Australia.
- There was majority support for change in all seats and across the demographics. Support was higher among those aged 30-39 years (82%) and those 70+ years (85%). While support for raising the smoking age is higher among non-smokers (79%), crucially, a majority of smokers do support it (58%) while just a third (32%) of smokers oppose it.
- Politically, Liberal supporters were the most supportive (81%) followed closely by SA Best (77%) and Labor supporters (74%).
- About a fifth of soft voters say that they would be much more likely to vote for a party that introduced T21.

# — Key Metrics

# Support for T21 in SA marginal seats

Three quarters (76%) of voters in the marginal SA seats polled support raising the minimum age for buying cigarettes in South Australia to 21 years



Base: Total; n=1,051

B2. The current legal age for buying cigarettes in South Australia is 18 years old. There is a proposal to raise the minimum age for buying cigarettes to 21 years old. Would you support or oppose this change?

# Support for raising the minimum age for buying cigarettes in South Australia to 21 years by demographic

Demographic	Support	Oppose
Men	74	19
Women	77	18
18-29	70	22
30-39	82	16
40-49	74	18
50-59	72	21
60-69	71	22
70+ years	85	10

Demographic	Support	Oppose
Hartley	71	19
Hurtle Vale	76	20
Mawson	80	15
Smokers	58	32
Non-smokers	79	15

Demographic	Support	Oppose
Labor	74	23
Liberal	81	14
SA Best	77	18
The Greens	71	27
Other	74	17

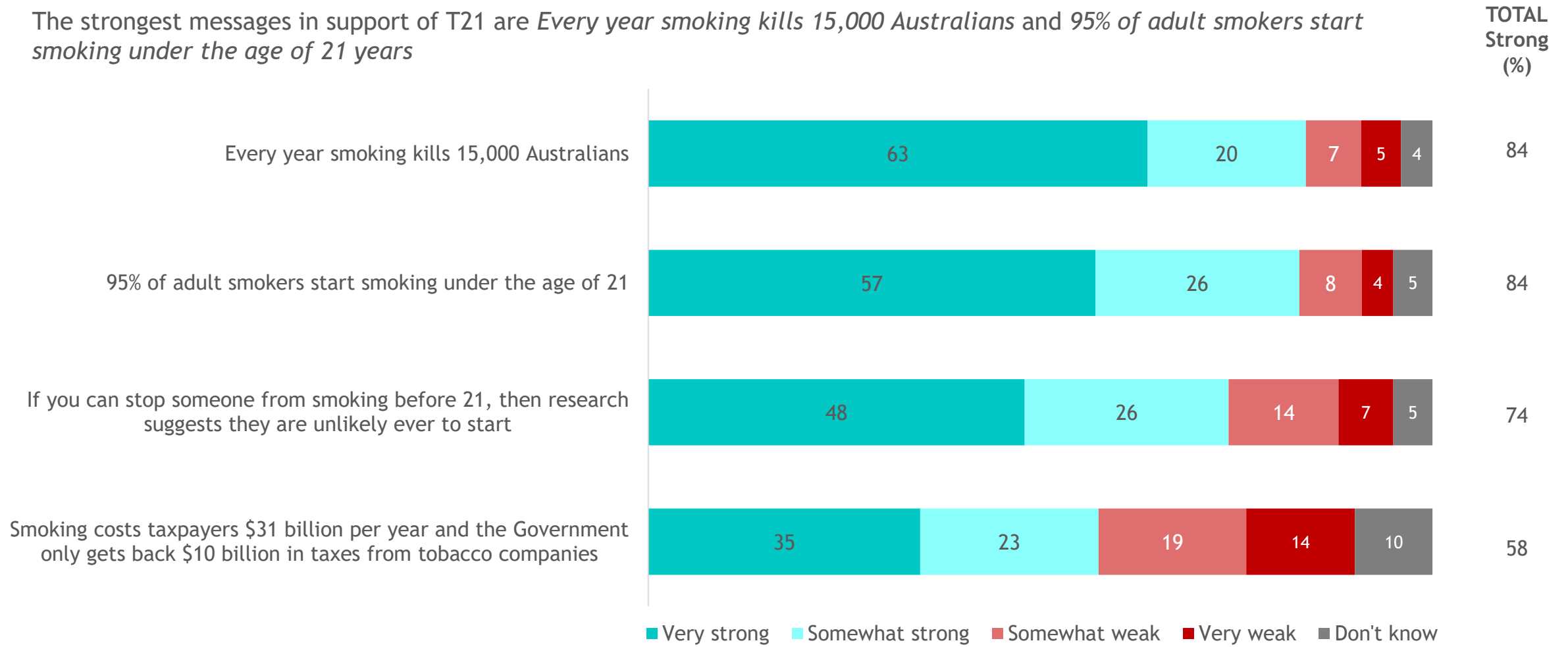
Base: Total; n=1,051

B2. The current legal age for buying cigarettes in South Australia is 18 years old. There is a proposal to raise the minimum age for buying cigarettes to 21 years old. Would you support or oppose this change?

# — Message Testing

# Perceptions of strength of messages in support of T21

The strongest messages in support of T21 are *Every year smoking kills 15,000 Australians* and *95% of adult smokers start smoking under the age of 21 years*



Base: Total; n=1,051

B3. I'm now going to read some arguments in favour of making this change. For each, please tell me whether you think the argument is a strong or weak one?



# — Political Impact

# Political Impact:

■ Much more likely     
 ■ Somewhat more likely     
 ■ Makes no difference  
■ Somewhat less likely     
 ■ Much less likely     
 ■ Don't know



A fifth of soft voters say they would be much more likely to vote for a party that supports T21

As a rule of thumb, “somewhat more/less” likely should be ignored when measuring real world political impact. This means “net impact” consists of those who say it makes them much more likely to vote for a party minus those who say it makes them much less likely to vote for a party

B4. Would you be more likely or less likely to support a political party that supported this change?

