

Tuesday, 20 January 2026

## **Increasing majority of Australians (72%) say January 26 should be known as 'Australia Day', and say the date of Australia Day should stay on January 26 (60.5%)**

**A special Roy Morgan SMS Poll on Australia Day, January 26, shows 72% of Australians now say the date should stay as 'Australia Day' – up 3.5% from two years ago. Only 28% (down 3.5%) say January 26 should be called 'Invasion Day'.**

An increased majority of Australians say Australia Day should not be moved from January 26 60.5% (up 2% from 2024) compared to 39.5% (down 2%) say the date should be moved – according to a special Roy Morgan SMS Poll conducted with an Australia-wide cross-section of 1,311 Australians aged 18+ from Wednesday January 14 – Friday January 16, 2026.

People surveyed were told *"On January 26, 1788, Captain Arthur Phillip landed at Sydney Cove,"* and asked: *"In your opinion should January 26 be known as Australia Day or Invasion Day?"* and *"Do you think the date of Australia Day should be moved?"*

**Roy Morgan Chief Executive Officer Michele Levine says:**

*"This is the highest support for Australia Day recorded by Roy Morgan. There is majority support for Australia Day retaining its name and date across all age groups, genders, and all States.*

*"However, the issue is divided politically with large majorities of L-NP and One Nation supporters saying January 26 should remain as Australia Day and the date should not be changed – over 90% for both parties on both questions, whereas majorities of ALP and Greens supporters say January 26 should be known as 'Invasion Day' and the date should be changed."*

### **Over 80% of men favour 'Australia Day' on January 26 compared to just over 60% of women**

An increasingly large majority of men favour January 26 staying as 'Australia Day' rather than 'Invasion Day' by a margin of almost 5:1 (83% cf. 17%) a significant change from two years ago (76.5% cf. 23.5%).

In contrast, Australia's women are more evenly split with a majority of 61% (down 0.5% points from two years ago) in favour of January 26 being known as 'Australia Day' compared to 39% (up 0.5% points) saying it should be known as 'Invasion Day'.

Almost three-quarters of men (74%, up 6.5% points) say the date of Australia Day 'should not be moved' and only 26% (down 6.5% points) say the date 'should be moved'. A majority of women (53%, up 2.5% points) say the date of Australia Day 'should be moved' whereas 47% (down 2.5% points) oppose moving the date.

## Australians of all ages say January 26 should be known as 'Australia Day'

Large majorities of over two-thirds of every age group say that January 26 should be known as 'Australia Day' with the strongest agreement from Australians aged 65+ at 74.5%.

### Support for saying January 26 should be known as 'Australia Day' by age:

- **18-34:** 72% (up 16% since 2024) 'Australia Day' cf. 28% (down 16%) 'Invasion Day';
- **35-49:** 69% (up 5.5%) 'Australia Day' cf. 31% (down 5.5%) 'Invasion Day';
- **50-64:** 72% (down 6.5%) 'Australia Day' cf. 28% (up 6.5%) 'Invasion Day';
- **65+:** 74.5% (down 8%) 'Australia Day' cf. 25.5% (up 8%) 'Invasion Day'.

### A majority of Australians of all ages say the date of Australia Day 'should not be moved':

- **18-34:** 57.5% (up 6.5% since 2024) 'Don't move the date' cf. 42.5% (down 6.5%) 'Move the date';
- **35-49:** 56% (up 3.5%) 'Don't move the date' cf. 44% (down 3.5%) 'Move the date';
- **50-64:** 62% (down 1.5%) 'Don't move the date' cf. 38% (up 1.5%) 'Move the date';
- **65+:** 67.5% (down 2.5%) 'Don't move the date' cf. 32.5% (up 2.5%) 'Move the date'.

## Opinions about 'Australia Day' divide along political lines: L-NP and One Nation voters favour 'Australia Day', ALP voters are split fairly evenly and Greens strongly favour 'Invasion Day'

An almost unanimous majority of L-NP supporters 99% (up 9% points from two years ago) and One Nation supporters (97%) favour January 26 being known as 'Australia Day', and only a fraction of each group of supporters favour January 26 being known as 'Invasion Day'.

ALP supporters are split fairly evenly on the issue with a small majority of 55% (up 5% points from two years ago) who say January 26 should be known as 'Invasion Day' compared to 45% (down 5% points) who favour January 26 being known as 'Australia Day'.

In contrast, a clear majority of Greens supporters are in favour of January 26 being known as 'Invasion Day' 86% (down 3.5% points from two years ago) rather than 'Australia Day' 14% (up 3.5% points).

### Large majorities of L-NP and One Nation supporters don't want to 'move the date' of Australia Day while significant majorities of ALP and Greens supporters do

Only 9.5% (down 9% points from two years ago) of L-NP supporters and just 8% of One Nation supporters want to 'move the date' of Australia Day while large majorities of ALP supporters (64%, up 3% points%) and Greens supporters (86%, down 8% points) want to 'move the date' of Australia Day.

### Should the date of Australia Day 'be moved' by party support:

- **L-NP supporters:** 90.5% (up 9% since 2024) 'Don't move the date' cf. 9.5% (down 9%) 'Move the date';
- **ALP supporters:** 36% (down 3%) 'Don't move the date' cf. 64% (up 3%) 'Move the date';
- **One Nation supporters:** 92% 'Don't move the date' cf. 8% 'Move the date';
- **Greens supporters:** 14% (up 8%) 'Don't move the date' cf. 86% (down 8%) 'Move the date';
- **Independent supporters:** 61.5% (up 17.5%) 'Don't move the date' cf. 38.5% (down 17.5%) 'Move the date';
- **Other party supporters:** 57.5% (down 19%) 'Don't move the date' cf. 42.5% (up 19%) 'Move the date'.

## People in Country Areas are more likely than those in the Capital Cities to say January 26 should be known as 'Australia Day' rather than 'Invasion Day'

A large majority of 79% (down 0.5% points from 2024) of Australians living in Country Areas say January 26 should stay as 'Australia Day' compared to 68% (up 5% points) living in Capital Cities.

Large majorities of Australians in all six States say January 26 should be known as 'Australia Day' with the largest proportion in favour in Queensland (78.5%), Western Australia (75.5%), and South Australia (74%). The closest result is in Victoria with 65% saying January 26 should be known as 'Australia Day'.

**Support for saying January 26 should be known as 'Australia Day' State and Region:**

- **Capital Cities:** 68% (up 5% since 2024) 'Australia Day' cf. 32% (down 5%) 'Invasion Day';
- **Country Areas:** 79% (down 0.5%) 'Australia Day' cf. 21% (up 0.5%) 'Invasion Day';
- **New South Wales:** 73% (up 1%) 'Australia Day' cf. 27% (down 1%) 'Invasion Day';
- **Victoria:** 65% (up 1.5%) 'Australia Day' cf. 35% (down 1.5%) 'Invasion Day';
- **Queensland:** 78.5% (up 8.5%) 'Australia Day' cf. 21.5% (down 8.5%) 'Invasion Day';
- **Western Australia:** 75.5% (up 4.5%) 'Australia Day' cf. 24.5% (down 4.5%) 'Invasion Day';
- **South Australia:** 74% (up 9.5%) 'Australia Day' cf. 27% (down 9.5%) 'Invasion Day';
- **Tasmania:** 72% (down 4%) 'Australia Day' cf. 28% (up 4%) 'Invasion Day'.

**People in Country Areas don't want to 'move the date', those in Capital Cities are more evenly split**

A large majority of Australians living in Country Areas (70%, down 2% points from 2024) say the date of Australia Day 'should not be moved' compared to 55.5% (down 2% points) of those living in Capital Cities that say the date 'should not be moved'.

People in all six Australian States say no to 'moving the date' with the largest majorities in New South Wales (67%), Western Australia (64.5%), South Australia (63.5%), and Queensland (61%), but only a slim majority of just 52.5% in Victoria.

**Should the date of Australia Day 'be moved' by State & Region:**

- **Capital Cities:** 55.5% (up 2% since 2024) 'Don't move the date' cf. 44.5% (down 2%) 'Move the date';
- **Country Areas:** 70% (up 2%) 'Don't move the date' cf. 30% (down 2%) 'Move the date';
- **New South Wales:** 67% (up 7%) 'Don't move the date' cf. 33% (down 7%) 'Move the date';
- **Victoria:** 52.5% (down 7.5%) 'Don't move the date' cf. 47.5% (up 7.5%) 'Move the date';
- **Queensland:** 61% (down 3%) 'Don't move the date' cf. 39% (up 3%) 'Move the date';
- **Western Australia:** 64.5% (up 15%) 'Don't move the date' cf. 35% (down 15%) 'Move the date';
- **South Australia:** 63.5% (up 12%) 'Don't move the date' cf. 36.5% (down 12%) 'Move the date';
- **Tasmania:** 59% (up 7%) 'Don't move the date' cf. 41% (down 7%) 'Move the date'.

Australians surveyed were asked about their view of Australia Day:

- **Question 1:** "On January 26, 1788, Captain Arthur Phillip landed at Sydney Cove. In your opinion should January 26 be known as Australia Day or Invasion Day?" Australia Day 68.5% (up 4.5% points from a year ago) cf. Invasion Day 31.5% (down 4.5% points).
- **Question 2:** "And why do you say that?"
- **Question 3:** "Do you think the date of Australia Day should be moved?"
- **Question 4:** "And why do you say that?"

This special Roy Morgan Snap SMS survey was conducted with an Australia-wide cross-section of 1,311 Australians aged 18+ from Wednesday January 14 – Friday January 16, 2026. Of those surveyed 4% (down 1%) of respondents suggested neither or something else for the day.

**For further comment or more information contact:**

Michele Levine 0411 129 093 or Gary Morgan 0411 129 094 or email [askroymorgan@roymorgan.com](mailto:askroymorgan@roymorgan.com).

**Those in favour of January 2026 as Australia Day mention the day is there to unite, and celebrate the founding of modern Australia**

The nearly three-quarters of Australians (72%) who say **January 26 should remain as Australia Day** mentioned that the day is for 'All Australians', and that the day is there to 'unite Australians'. Many respondents mentioned their pride as Australians, and that it's a day that celebrates the diverse country it is today, the day that commemorates the founding and settlement of what we now know as Australia many years ago, and many denied there was any invasion at all.

*'Australia Day is a positive celebration. Invasion Day is negative. NAIDOC week is the time to celebrate the original inhabitants.'*

*'Australia is a beautiful society. I embraced it.'*

*'Australia Day is a celebration of our shared successes since the arrival of the First Fleet. Its not something that should be changed to pander to a vocal whinging minority.'*

*'Australia wouldn't be Australia if he didn't land and make proclamation of the land. If we take away Australia Day we may as well give up the name Australia, where will it end? If we give up Australia, then maybe we should pack up and move back to England. Tear it down and put it back to the way it was before. Then let another country take over and see how that pans out.'*

*'Because Australia Day should be about celebrating your happiness and freedom to be Australian, not turn it into people choosing sides to go against each other.'*

*'As an Australian, Au I am proud of our history, both the good and bad.'*

*'Australia is Australia for everyone, invasion or not is what and how Australia was made.'*

*'I'm a proud Australian and believe the reason Australia is the country it is today is because of the people coming here to add their expertise to develop and grow the country to what it is.'*

*'Because I'm proud of where I come from. Governments can't change the past.'*

*'Because I am an Australian....we cannot change history... hopefully we can learn from it...'*

*'Because I'm not a woke moron.'*

*'I think it's a day that should be celebrated by all Australians to bring them together not divide.'*

*'It's part of our European history, we were founded then, as were a lot of other nations.'*

*'It was the beginning of Australia as we know it today.'*

*'It was not an invasion it was the birth of Australia as a nation.'*

*'We need to unite together as one.'*

*'We live in this beautiful country, and it deserves to be Australia Day! And be proud to call it so.'*

*'We all live in one country called Australia. We are all proud Australians.'*

*'Celebrate for all Australians, no need to change because a minority wants.'*

*'The day we became a nation of diverse backgrounds.'*

*'That was the start of our nation and the development and improvement in the quality of life for all residents of this great land.'*

*'There was no invasion. We should celebrate as a diverse nation of people. Not get caught on matters such as this. Don't discount them. Important to know it happened.'*

*'The achievement of the First Fleet is one of the great feats of navigation in human history and should be celebrated.'*

*'This is Australia, there was no invasion. Countries have changed hands lots of times.'*

*'There was never any invasion.'*

**Those who call January 26 'Invasion Day' say the date has become divisive and painful for the indigenous populations of Australia, and we need to move on and find another date**

For the 28% of Australians who say **January 26 should be known as 'Invasion Day'**, the reasons given centred on the dispossession and destruction of the existing indigenous populations of Australia, a very hurtful and painful reminder of that for indigenous Australians, that the day has only recently been recognised as a national holiday (about 30 years ago), that it's a divisive day for many, and a day that marks the beginning of the genocide of indigenous Australians.

*'Our land was already inhabited. Captain Cook arrived and claimed it as his find – wrongfully.'*

*'Thats what happened! They invaded an already inhabited country.'*

*'Terra Nullius is invalid as a legal concept.'*

*'Foreigners invaded the country.'*

*'That's when the British came and started taking indigenous land. Australia as a nation didn't yet exist.'*

*'The event meets the definition of invasion. i.e. the arrival of a foreign force who forcibly dispossessed the then current owners of Australia of their lands and ability to govern themselves and determine their own affairs.'*

*'There were people here already! Captain Phillip didn't seem to care about that.'*

*'This country was already populated by our first nation people. The English did not come for the good of the people already here they came to invade and dispossess. They did not recognise that others were already here.'*

*'When a continent or state or nation is occupied by human beings, any new arrivals that take that land by force is an invading force.'*

*'It's not a day to celebrate, given the pain caused to Indigenous communities.'*

*'It's very cruel to indigenous Australians to celebrate on the day their country was colonized.'*

*'January 26 is the date when Australia was colonised by a foreign force. It does not represent anything to celebrate. In fact, the colonising force was highly represented by oppressed people so does not constitute a reason to celebrate by either the colonisers or the colonized.'*

*'It was the day the aboriginal people started having their land taken from them.'*

*'I feel that Australia Day should be on another suitable day not on the day that began the Colonisation of our country for reasons of British greed and selfishness occurred.'*

*'I think it should be changed why would we celebrate a day of genocide when we can change the date?'*

*'Invasion acknowledges the genocide of Aboriginal and Torres Strait Islander people, rather than celebrating colonisation and ignoring its significant negative impacts.'*

*'January 26 has only been a national public holiday since 1994 anyway.'*

*'Because it is not "Australia Day". It did not exist as idea on that day. Another option would be "Colony Day" or "New South Wales" day or better still have no National memorial holiday at all though maybe NSW residents can have the day off. "Australia Day" would be better celebrated on the day when Queen Victoria gave Royal Assent to the Act creating the Commonwealth or on January 1st when "Australia" came into "being".'*

*'I don't think it should be either Australia Day or Invasion Day, I think it should be moved to the 1st of January when the constitution was enacted - or to the date when the citizenship act was enacted as the 26th of Jan is too divisive and no one agrees – it's become a day to enable a divisive narrative to emerge for political benefit - nothing else, has no patriotic meaning.'*

*'Australia Day needs to be on another date or changed into something cohesive not divisive.'*

*'Calling it Australia Day could be seen to be divisive.'*



*'I think it should be changed why would we celebrate a day of genocide when we can change the date.'*

*'Invasion acknowledges the genocide of Aboriginal and Torres Strait Islander people, rather than celebrating colonisation and ignoring its significant negative impacts.'*

*'I don't support Australia Day being on Jan 26.'*

*'I have always called it that. It was an invasion! It is insulting to First Nations people to call it anything else. Australia Day should be when we federated.'*

**The majority saying Australia Day should not be moved say that date marks the discovery and beginning of modern Australia, and it should be a day to unite us all with pride**

For the 60.5% of Australians who say the date of Australia Day **should not be moved**, the reasons cited include because January 26 is the date Australia was discovered and marks the beginning of the settlement of this land, that the date has that historical relevance that can't be replicated on another day, that it was the birth of modern Australia, a day to celebrate our history and how far we've come as a nation, and that people need to move on and find something better to do – get over the date and focus on the issues the indigenous face head on.

*"Because Australia was founded by the landing on 26 January by Captain Phillip."*

*"It's an important day in the history of our country. We shouldn't change these important days to satisfy a few people who hate our country."*

*"It's part of Australia's heritage and culture as a unified modern nation."*

*"It's the day Australia was discovered. The Aboriginals have Sorry Day - make that a Public Holiday too."*

*"It's the day it happened. 10 years from now Australia could be under Chinese rule.... what happens then, Australia needs to be strong and unified."*

*"That's the date on which Captain Philip proclaimed colony to be called Australia."*

*"That's the relevant date for 2 reasons Gov Philip, and a degree of independence from UK."*

*"That was the day of discovery."*

*"It's always been that date why change something that is not broken."*

*"Historical significance."*

*"History happens; you can't change it. Most of my family and friends are okay with Jan 26."*

*"I cannot think of another date that has the same meaning."*

*"Commemorates the beginning of modern Australia."*

*"It is important to have tradition and stability around dates that we can celebrate together."*

*"It's always been that way. Leave it alone."*

*"It should be proudly recognised as the date of the founding of modern Australia."*

*"It wouldn't matter if we move the date they'd find something else to complain about."*

*"It's the day we celebrate as one nation. Unified for the better."*

*"History needs remembering."*

*"No matter the date, those who seek to divide us will never be satisfied and will continue to undermine our sovereignty."*

*"Official start of Australia, don't bow to the woke people."*

*"Should we change history or dates to suit people that are unhappy when majority are happy."*

*"That's the day it was settled. We need to be proud of our heritage. Australia Day assists in doing that."*

**The significant minority who say the date should be moved say the date has become divisive and painful, and it's time to move on and find a new date to properly unite us**

For the 39.5% of Australians who say the date of Australia Day **should be moved**, the reasons given include that it's the day the English invaded this land, that it should be a day we can all celebrate – including First Nations Australians, because a celebratory day can easily be moved away from a date that many associate with trauma, depredation and abuse, and that there are other dates that could be used – like the day we became a modern nation on January 1, 1901, and that the day is simply too divisive for the community and we need a date that truly unites all of us.

*“Australia was invaded and therefore it should be recognised by a day of remorse not celebration.”*

*“Australia Day is celebrated on the day that the English invaded Gadigal land.”*

*“Australia was invaded, and the First People want to mourn on that day. We could easily choose another day that represents our multicultural society that isn’t a day of mourning.”*

*“I see that as the date of an invasion. If we want to celebrate unity, it should be on a different date.”*

*“Because it should be recognised in some way that the vast majority of the Australian population originated from this ship landing. But pick another date. This way both cultures get what they are after. A day to recognise those events but seen through very different lenses.”*

*“It’ll help to unite the community and will remove the objections by indigenous people.”*

*“It should be a day everyone can celebrate, and it is not at the moment.”*

*“That date is upsetting to indigenous Australians”*

*“January 26 is divisive and only relevant to NSW anyway.”*

*“Respect for the original Australians cannot be properly honoured on 26 Jan, invasion day.”*

*“See above. Genocide and theft isn’t something we should celebrate. Also, the First Nations people want it to be moved, which is all the reason we need.”*

*“So that ALL Australians can participate in their national day. Just as they have done in the past.”*

*“We should not celebrate the start of the English invasion.”*

*“So, it’s not connected to British colonialization.”*

*“To be more inclusive of First Nation People.”*

*“To show respect to First Nations people and move Australia Day to another day in January.”*

*“There are lots of genuine Australian achievements to celebrate that don’t lean on the English. And it’s supposed to be a day for all Australians so pick a day that’s not offensive to some Australians.”*

*“We need a date that unites us all as we move forward.”*

*“Australia came into existence on January 1 1900...January 1.”*

*“Our nationhood really began when the Commonwealth of Australia was declared on Jan 1, 1901. The real Australia Day has been hijacked by NSW interests.”*

*“Move it to May 27 to celebrate the referendum and the inclusion of all citizens of Australia.”*

*“Move it to the date Matthew Flinders named it Australia.”*

*“To try to come up with a new history and narrative that doesn’t erase history but that provides opportunity for reconciliation.”*

*“The British said: ‘we have found this land that nobody lives on’. We should understand that the British invaded and change the Australia Day date.”*

*“See above. Genocide and theft is not something we should celebrate. Also, the First Nations people want it to be moved, which is all the reason we need.”*



**Question 1:**

**On January 26, 1788, Captain Arthur Phillip landed at Sydney Cove. In your opinion should January 26 be known as Australian Day or Invasion Day?**

**By Gender & Age**

	Jan <u>2021</u>	Jan <u>2022</u>	Jan <u>2023</u>	Jan <u>2024</u>	Jan <u>2026</u>	Gender		Age			
						Men	Women	18-34	35-49	50-64	65+
						%	%	%	%	%	%
Australia Day	59	65	64	68.5	72	83	61	72	69	72	74.5
Invasion Day	41	35	36	31.5	28	17	39	28	31	28	25.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**On January 26, 1788, Captain Arthur Phillip landed at Sydney Cove. In your opinion should January 26 be known as Australian Day or Invasion Day?**

**By States & City/Country**

	Australians <u>18+</u>	Areas		States					
		Capital <u>Cities</u>	Country <u>Regions</u>	NSW	VIC	QLD	WA	SA	TAS#
		%	%	%	%	%	%	%	%
Australia Day	72	68	79	73	65	78.5	75.5	74	72
Invasion Day	28	32	21	27	35	21.5	24.5	26	28
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

*#Sample sizes with fewer than 50 respondents should be treated with caution.*

**On January 26, 1788, Captain Arthur Phillip landed at Sydney Cove. In your opinion should January 26 be known as Australian Day or Invasion Day?**

**By Party Vote (Federal)**

	Australians <u>18+</u>	Party Vote					
		ALP	L-NP	One Nation	Greens	Independents	Other Parties#
		%	%	%	%	%	%
Australia Day	72	45	99	97	14	71	69.5
Invasion Day	28	55	1	3	86	29	30.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

*#Sample sizes with fewer than 50 respondents should be treated with caution.*

**Question 3:****"Do you think the date of Australia Day should be moved?"****By Gender & Age**

	Jan <u>2024</u>	Jan <u>2026</u>	Gender		Age			
			Men	Women	18-34	35-49	50-64	65+
			%	%	%	%	%	%
Don't move the date	58.5	60.5	74	47	57.5	56	62	67.5
Move the date	41.5	39.5	26	53	42.5	44	38	32.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**"Do you think the date of Australia Day should be moved?"****By States & City/Country**

	Australians <u>18+</u>	Areas		States					
		Capital <u>Cities</u>	Country <u>Regions</u>	NSW	VIC	QLD	WA	SA	TAS#
		%	%	%	%	%	%	%	%
Don't move the date	60.5	55.5	70	67	52.5	61	64.5	63.5	59
Move the date	39.5	44.5	30	33	47.5	39	35.5	36.5	41
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

#Sample sizes with fewer than 50 respondents should be treated with caution.

**"Do you think the date of Australia Day should be moved?"****By Party Vote (Federal)**

	Australians <u>18+</u>	Party Vote						Other Parties#
		ALP	L-NP	Greens	One Nation	Independents		
		%	%	%	%	%	%	
Don't move the date	60.5	36	90.5	14	92	61.5	57.5	
Move the date	39.5	64	9.5	86	8	38.5	42.5	
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

#Sample sizes with fewer than 50 respondents should be treated with caution.

**About Roy Morgan**

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 80 years' experience collecting objective, independent information on consumers.

**Margin of Error**

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

<b>Sample Size</b>	<b>Percentage Estimate</b>			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
1,000	±3.0	±2.7	±1.9	±1.3