

ALP set to lose Federal election with loss of 10+ seats in NSW

A special JWS Research Poll of 54 key federal marginal seats commissioned by ECG Advisory Solutions shows a two party preferred (TPP) vote swing against the ALP of 4.8%.

The ALP primary vote across all 54 marginal seats with a TPP 'swing to lose' margin of 6% or less is 33.5%, compared to a Liberal National Coalition (LNP) primary vote of 48.9%. After distribution of preferences according to respondents' nominations the ALP's TPP vote is 45.1% and the LNP's TPP vote is 54.9% – a swing of 4.8% against Labor since the last election, in the same seats.

Analysis by area and seat marginality groupings shows the swing against the ALP is based on significant losses among 0-3% ALP-held seats, especially in NSW, where the ALP is set to lose at least 10 marginal seats based on a double digit negative swing.

Some of these losses will potentially be offset by gains for Labor in Queensland, with the ALP set to pick up six seats from the LNP with a positive swing of 2.8% – this result is to some extent to be expected given the large number of seats won by the Coalition in Queensland at the 2010 federal election.

An overall swing of 4.8% would result in the loss of 18 Labor seats to the Liberal National Coalition if it occurred uniformly across all states, putting the Coalition into Government with 91 seats.*

Examining the seats on a marginality basis shows that the swing against the ALP in its own seats is even higher at 6.5%, and would result in the loss of all 25 ALP seats in the 6% 'swing to lose' bandwidth. However, analysis on a state-by-state basis shows a net loss of just seven seats due to the balancing effect of the potential gains in Queensland – regardless, this will still result in loss of government for Labor.

* For the purposes of this analysis, Craig Thomson's New South Wales seat of Dobell is counted as a notionally ALP seat. The assumption is also made that Peter Slipper's Queensland seat of Fisher will return to being an LNP-held seat and does not consider potential changes in other Independent/Greens seats.

In other results:

- Perceptions of the Gillard Government's performance are largely unfavourable, just 25% of voters rated the Gillard ALP government's performance as good or very good, compared to 47% rating it poor or very poor. These results are consistent amongst men and women.
- Prime Minister Julia Gillard has a net favourability of -14 (29% favourable, 43% unfavourable). This varies by gender; among men the Prime Minister's net favourability is -21 while among women it is -8.
- Likewise, Opposition Leader Tony Abbott has a net favourability of -16 (30% favourable, 46% unfavourable) which also varies by gender. The Opposition Leader's net favourability among men is -10 compared to a net favourability among women of -21.
- There is little difference in the preferred PM stakes with PM Julia Gillard the preferred PM of 33% of marginal seat voters and Tony Abbott preferred PM among 32%. This is offset by 35% who would prefer neither (26%) or are undecided (9%).
- The economy and jobs (mentioned by 25% of voters as their key vote driver), healthcare and hospitals (20%), cost of living (15%) and leadership (10%) are the top issues influencing voting intentions the next federal election.

SURVEY METHODOLOGY AND SAMPLING

A total of n=3350 completed interviews were conducted with eligible voters in federal marginal seats nation-wide using IVR (automated) polling technology on Thursday, 17th January 2013. Voters were polled across the 54 key marginal seats in the TPP 'swing-to-lose' bandwidth of +/-6%, i.e. from Chisholm (ALP, Victoria, notional TPP margin 5.9%) to Wannon (Liberal, Victoria, notional TPP margin 5.7%).

The maximum margin of error on a sample of n=3350 interviews is +/-1.7% at the 95% confidence level for results around 50%. Margins of error will be greater for results based on sub-samples.

The final sample has been weighted post survey to the known overall gender and age profile of the polled seats.

*Comparisons of these survey results and 2010 election results are of the same seats surveyed. **No comparisons can be made against the overall result in all seats at the last election.***

Variations of +/-1% between individual results and NETS is due to rounding. In reporting, '--' denotes not mentioned and '0%' denotes mentioned by less than 0.5%.

The survey was commissioned by ECG and designed and conducted by JWS Research. This report is available for download at www.jwsresearch.com and at www.ecgadvisory.com.au.

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Table 1: Primary voting intention

Federal Primary Vote	JWS Research Poll 17 January 2013							
	Total			Gender		Age		
			Metro	Country	Male	Female	18-34	35-54
	n=3350	n=2012	n=1161	n=1302	n=2048	n=253	n=851	n=2246
Labor	33.5%	32.9	34.7	33.5%	33.4%	30.1%	33.2%	36.8%
Liberal National Coalition	48.9%	50.4	46.0	49.7%	48.1%	49.6%	45.5%	52.0%
Greens	9.3%	9.7	8.5	8.4%	10.1%	13.6%	10.1%	4.5%
Independent/Other	8.3%	7.1	10.8	8.3%	8.4%	6.8%	11.2%	6.6%

Question: If a Federal election for the House for Representatives was held today, which party would you vote for? If undecided: Even though you are undecided, do you have a leaning towards any candidates or parties?

Note: 5% undecided overall on primary vote has been redistributed.

* A primary vote comparison to the August 2010 federal election result is not available as the AEC has since conducted redistributions in Victoria and South Australia.

Table 2: Two-party preferred voting intention

Federal TPP Vote	Election Result 21 August 2010 in all Seats *	Election Result 21 August 2010 in +/-6% Seats *	JWS Research Poll 17 January 2013	TPP Swing * (17 Jan 2013 – Election)
ALP	49.9%	49.9%	45.1%	-4.8
Liberal National Coalition	50.1%	50.1%	54.9%	+4.8

Question: Even though it is not your first choice, if a Federal election was held today and you must choose between Labor and the Liberal National Coalition, who would you likely choose?

Note: 8% undecided overall on primary and preferential vote has been redistributed.

Note: The TPP calculation is based on applying preference distributions according to the respondent nominated preferences in this survey conducted January 17, 2013.

* The TPP election results quoted take into account the notional results of redistributions the AEC has conducted in Victoria and South Australia since the August 2010 Federal election. The election result in all seats at the last election is shown for reference only, comparisons can only be made against the same 54 marginal seats included in this poll.

Table 3: Two party preferred voting intention by seat marginality and area

TPP Vote in +/-6% Marginal Seats	Seats	Sample	JWS Research Poll 17 January 2013		2010 Election TPP Margin (ALP-LNP) *	JWS Research Poll Margin (ALP-LNP)	TPP Swing For/Against ALP Since 2010	ALP Net Gains/Losses In +/-6% Seats**
			ALP	Liberal- National Coalition				
Total marginal seats	54	n=3350	45.1%	54.9%	-0.1%	-4.9%	-4.8	-18
ALP seats	25	n=1569	46.8%	53.2%	+3.3%	-3.2%	-6.5	-25
Liberal National Coalition seats	29	n=1781	43.7%	56.3%	-3.0%	-6.3%	-3.3	<i>NA</i>
Net result by ALP/LNP seats								-25
3-6% ALP seats	15	n=979	50.4%	49.6%	+4.7%	+0.4%	-4.3	-7
0-3% ALP seats	10	n=590	41.3%	58.7%	+1.3%	-8.7%	-10.0	-10
0-3% Liberal National Coalition seats	16	n=935	46.4%	53.6%	-1.7%	-3.6%	-1.9	<i>NA</i>
3-6% Liberal National Coalition seats	13	n=846	40.9%	59.1%	-4.7%	-9.1%	-4.4	<i>NA</i>
Net result by marginality groups								-17
Metropolitan	37	n=2012	44.0%	56.0%	+0.3%	-6.0%	-5.7	-15
Country	17	n=1161	47.3%	52.7%	-1.0%	-2.7%	-1.7	-2
Net result by metro/country								-17
QLD	17	n=1014	52.6%	47.4%	-0.2%	+2.6%	+2.8	+6
NSW	16	n=976	38.2%	61.8%	+0.4%	-11.8%	-12.2	-10
VIC	10	n=673	44.8%	55.2%	-1.1%	-5.2%	-4.1	-3
WA	7	n=444	47.4%	52.6%	+0.6%	-2.6%	-3.2	0
Net result by state ***								-7

* The TPP election results quoted take into account the notional results of redistributions the AEC has conducted in Victoria and South Australia since the August 2010 Federal election. Comparisons can only be made against the same 54 marginal seats included in this poll, not with seats outside the +/-6% bandwidth. See Attachment 1 for a list of all seats surveyed.

** For the purposes of this analysis, Craig Thomson's New South Wales seat of Dobell is counted as a notionally ALP seat. The assumption is also made that Peter Slipper's Queensland seat of Fisher will return to being an LNP-held seat.

*** Note: Individual results in South Australia and Northern Territory are not shown due to low sample sizes.

Table 4: Performance of the Gillard Labor Government

Performance of Gillard Labor Government	Total +/-6% Marginals	ALP Seats	Liberal-National Coalition Seats	Primary Voting Intention					Gender	
				Labor	LNP	Greens	Other	Undecided	Men	Women
<i>Sample</i>	<i>n=3350</i>	<i>n=1569</i>	<i>n=1781</i>	<i>n=1128</i>	<i>n=1583</i>	<i>n=214</i>	<i>n=248</i>	<i>n=177</i>	<i>n=1302</i>	<i>n=2048</i>
Very good	9%	10%	8%	23%	2%	7%	2%	2%	11%	7%
Good	16%	17%	15%	36%	3%	24%	10%	4%	14%	18%
Average	25%	24%	25%	31%	16%	46%	32%	23%	23%	26%
Poor	20%	20%	21%	6%	31%	14%	21%	19%	18%	22%
Very poor	27%	25%	28%	2%	46%	10%	29%	26%	31%	23%
TOTAL GOOD	25%	27%	23%	59%	5%	30%	11%	6%	25%	25%
TOTAL POOR	47%	45%	48%	9%	77%	24%	50%	45%	49%	45%
Undecided	4%	4%	3%	2%	2%	0%	7%	26%	3%	4%

Question: How do you rate the performance of the Gillard Labor Government?

Table 5: Prime Minister Julia Gillard name ID (awareness and favourability)

Awareness and Favourability of the Prime Minister, Julia Gillard	Total +/-6% Marginals	ALP Seats	Liberal-National Coalition Seats	Primary Voting Intention					Gender	
				Labor	LNP	Greens	Other	Undecided	Men	Women
Sample	n=3350	n=1569	n=1781	n=1128	n=1583	n=214	n=248	n=177	n=1302	n=2048
Favourable	29%	32%	27%	67%	5%	38%	20%	11%	27%	31%
Unfavourable	43%	42%	44%	14%	68%	23%	49%	23%	47%	39%
No particular view	25%	23%	27%	18%	23%	33%	30%	62%	21%	29%
Never heard of Julia Gillard	3%	3%	2%	1%	3%	6%	1%	3%	4%	1%
Net favourability (favourable – unfavourable)	-14	-11	-17	+53	-64	+15	-29	-12	-21	-8

Question: How do you view the Prime Minister, Julia Gillard?

Table 6: Opposition Leader Tony Abbott name ID (awareness and favourability)

Awareness and Favourability of the Opposition Leader, Tony Abbott	Total +/-6% Marginals	ALP Seats	Liberal-National Coalition Seats	Primary Voting Intention					Gender	
				Labor	LNP	Greens	Other	Undecided	Men	Women
Sample	n=3350	n=1569	n=1781	n=1128	n=1583	n=214	n=248	n=177	n=1302	n=2048
Favourable	30%	30%	31%	6%	58%	6%	10%	8%	34%	27%
Unfavourable	46%	48%	44%	74%	19%	84%	56%	38%	44%	48%
No particular view	23%	22%	24%	19%	23%	10%	34%	53%	21%	25%
Never heard of Tony Abbott	1%	1%	1%	1%	1%	-	-	0%	1%	1%
Net favourability (favourable – unfavourable)	-16	-18	-13	-68	+39	-78	-46	-30	-10	-21

Question: How do you view the Opposition Leader, Tony Abbott?

Table 7: Preferred Prime Minister

Preferred PM	Total +/-6% Marginals	ALP Seats	Liberal-National Coalition Seats	Primary Voting Intention					Gender	
				Labor	LNP	Greens	Other	Undecided	Men	Women
Sample	n=3350	n=1569	n=1781	n=1128	n=1583	n=214	n=248	n=177	n=1302	n=2048
Julia Gillard	33%	35%	32%	76%	7%	40%	18%	16%	34%	33%
Tony Abbott	32%	30%	33%	2%	64%	5%	8%	4%	35%	28%
Neither	26%	26%	26%	15%	22%	42%	57%	51%	24%	28%
Undecided	9%	9%	9%	7%	6%	13%	17%	29%	8%	10%
Net PM (Gillard – Abbott)	+2	+5	-1	+74	-56	+35	+10	+13	-1	+5

Question: Who do you think would make the better Prime Minister?

Table 8: Most important issue influencing vote at the next Federal election

Most important issue	Total +/-6% Marginals	ALP Seats	Liberal-National Coalition Seats	Primary Voting Intention					Gender	
				Labor	LNP	Greens	Other	Undecided	Men	Women
Sample	n=3350	n=1569	n=1781	n=1128	n=1583	n=214	n=248	n=177	n=1302	n=2048
Economy and jobs	25%	25%	24%	25%	29%	9%	21%	20%	27%	23%
Healthcare and hospitals	20%	20%	21%	26%	19%	9%	18%	17%	17%	23%
Cost of living	15%	15%	16%	16%	14%	9%	25%	18%	10%	20%
Leadership	10%	10%	10%	8%	13%	7%	12%	10%	13%	8%
Immigration and border security	9%	9%	10%	4%	15%	6%	6%	7%	11%	8%
Education	8%	8%	8%	8%	4%	17%	10%	12%	8%	7%
Environment	7%	8%	6%	6%	2%	37%	5%	5%	7%	7%
Something else	5%	5%	5%	6%	4%	6%	4%	10%	6%	5%

Question: Which one of the following seven issues is the most important issue to you in deciding how you'll vote at the next Federal election?

Appendix A: 54 seats polled

Seat	Held by	Margin	State	Metro/country	Seat	Held by	Margin	State	Metro/country
Chisholm	ALP	5.9%	VIC	Metropolitan	Wannon	LNP	-5.7%	VIC	Country
Perth	ALP	5.9%	WA	Metropolitan	Stirling	LNP	-5.5%	WA	Metropolitan
Oxley	ALP	5.8%	QLD	Metropolitan	Gilmore	LNP	-5.3%	NSW	Country
Fremantle	ALP	5.7%	WA	Metropolitan	Paterson	LNP	-5.3%	NSW	Country
Rankin	ALP	5.4%	QLD	Metropolitan	Hughes	LNP	-5.2%	NSW	Metropolitan
Kingsford-Smith	ALP	5.2%	NSW	Metropolitan	Higgins	LNP	-5.1%	VIC	Metropolitan
Dobell	ALP/IND	5.1%	NSW	Country	Dickson	LNP	-5.1%	QLD	Metropolitan
Parramatta	ALP	4.4%	NSW	Metropolitan	Leichhardt	LNP	-4.6%	QLD	Country
Eden-Monaro	ALP	4.2%	NSW	Country	McMillan	LNP	-4.2%	VIC	Country
Blair	ALP	4.2%	QLD	Metropolitan	Fisher	LNP/IND	-4.1%	QLD	Country
Page	ALP	4.2%	NSW	Country	Sturt	LNP	-3.7%	SA	Metropolitan
Lingiari	ALP	3.7%	NT	Country	Flynn	LNP	-3.6%	QLD	Country
Capricornia	ALP	3.7%	QLD	Country	Bennelong	LNP	-3.1%	NSW	Metropolitan
Brand	ALP	3.3%	WA	Metropolitan	Macarthur	LNP	-3.0%	NSW	Metropolitan
Lilley	ALP	3.2%	QLD	Metropolitan	Bonner	LNP	-2.8%	QLD	Metropolitan
Reid	ALP	2.7%	NSW	Metropolitan	Swan	LNP	-2.5%	WA	Metropolitan
Petrie	ALP	2.5%	QLD	Metropolitan	Dawson	LNP	-2.4%	QLD	Country
Banks	ALP	1.4%	NSW	Metropolitan	Herbert	LNP	-2.2%	QLD	Country
La Trobe	ALP	1.3%	VIC	Metropolitan	Canning	LNP	-2.2%	WA	Metropolitan
Moreton	ALP	1.1%	QLD	Metropolitan	Longman	LNP	-1.9%	QLD	Metropolitan
Lindsay	ALP	1.1%	NSW	Metropolitan	Solomon	LNP	-1.8%	NT	Country
Robertson	ALP	1.0%	NSW	Country	Casey	LNP	-1.8%	VIC	Metropolitan
Greenway	ALP	0.9%	NSW	Metropolitan	Forde	LNP	-1.6%	QLD	Metropolitan
Deakin	ALP	0.5%	VIC	Metropolitan	Macquarie	LNP	-1.3%	NSW	Metropolitan
Corangamite	ALP	0.2%	VIC	Country	Brisbane	LNP	-1.1%	QLD	Metropolitan
<p><u>Note:</u> The election results for Victorian and South Australian seats are notional results based on redistributions the AEC has conducted in these states since the August 2010 Federal election.</p>					Dunkley	LNP	-1.0%	VIC	Metropolitan
					Hasluck	LNP	-0.6%	WA	Metropolitan
					Aston	LNP	-0.5%	VIC	Metropolitan
					Boothby	LNP	-0.4%	SA	Metropolitan