

Chisholm and Melbourne Ports safe, but Isaacs set to fall

Labor looks set to hold the eastern suburbs seat of Chisholm on the back of strong incumbency from Anna Burke, but poorer perceptions of both Attorney-General Mark Dreyfus and Labor means Labor could lose the south eastern suburbs seat of Isaacs. Michael Danby looks safe in Melbourne Ports, partly as a result of strong anti-Abbott sentiment.

These are the findings of individual seat polls conducted by JWS Research for the Herald Sun on 2nd June 2013 in the federal electorates of Chisholm (n=507), Melbourne Ports (n=506) and Isaacs (n=504).

In Chisholm, Anna Burke and Labor record a primary vote of 51% against 42% for John Nguyen and the Liberals, with the Greens on 3% and other minor parties on 4%. This translates to a 55.6% two-party preferred (TPP) vote for Anna Burke and Labor, effectively the same result as at the 2010 election.

This result comes as no surprise given Anna Burke's very strong personal name ID and re-elect status. Burke is viewed favourably by 52% of Chisholm voters while only 15% have an unfavourable view, giving her a healthy +37 net favourability. 55% of Chisholm voters also think Anna Burke deserves re-election, 36% definitely so; likewise 47% think the Labor Government deserves re-election, 27% definitely so.

John Nguyen the Liberal candidate has a +9 net favourability (23% favourable, 14% unfavourable), but suffers from the fact that 62% of voters have either never heard of him (19%) or have no particular view of him (43%).

In Isaacs, by contrast, Mark Dreyfus and Labor poll just 35% on primary vote, with Garry Spencer and the Liberals achieving 45%, with the remaining votes going to the Greens (8%) and minor parties (13%). Preferences from Greens and minor party voters flow roughly 50/50 to the major parties to produce a TPP result of 45.0% for Mark Dreyfus and Labor, and 55.0% for Garry Spencer and the Liberal Party. This is a swing of 15.4 points against Labor since 2010 and would result in Mark Dreyfus losing his seat.

One source of Dreyfus' problem is his own poor name ID, with 53% of Isaacs voters either having not heard of him (16%) or having no view of him (37%). Dreyfus' net favourability is a further problem, with a rating of just +10 (28% favourable, 19% unfavourable). Dreyfus also has a relatively low re-elect figure of 36%, with just 19% of Isaacs voters saying he definitely deserves re-election.

Compounding the problem for Dreyfus and Labor is the poor name ID of Julia Gillard in Isaacs. Gillard has a net favourability of -19 (32% favourable, 51% unfavourable) and Tony Abbott is preferred as Prime Minister ahead of her (33% Gillard, 42% Abbott). Tony Abbott also leads Kevin Rudd as preferred PM in Isaacs (37% Rudd, 39% Abbott). This is very likely attributable to the poor re-elect sentiment toward the Government in general, with only 33% of Isaacs voters saying Labor deserves re-election, while 57% say they do not.

In Melbourne Ports, Michael Danby looks set to retain his seat. A primary vote of 49% for Michael Danby and the Labor Party and 41% for Kevin Ekendahl and the Liberal Party translates to a TPP result of 55.2% for Labor and 44.8% for the Liberals, a swing of 2.7 points against Danby and Labor since the last election.

Danby has a net favourability of +16 (33% favourable, 17% unfavourable), but 40% have no particular view of him and 10% have never heard of him. Ekendahl, by contrast, struggles with just +3 net favourability (17% favourable, 14% unfavourable), and more concerningly, 1 in 3 (30%) voters say they have never heard of him.

Ekendahl is also hampered by poor perceptions of Tony Abbott amongst Melbourne Ports voters; Abbott has a net favourability of -24 (32% favourable, 56% unfavourable), compared to +9 rating for Julia Gillard (47% favourable, 38% unfavourable).

Danby has a reasonable re-elect figure of 47% and is assisted by an even more positive re-elect figure for the Government generally (53%).

SURVEY METHODOLOGY AND SAMPLING

A total of n=1,517 completed interviews were conducted with eligible voters in the Victorian federal electorates of Chisholm (n=507), Melbourne Ports (n=506) and Isaacs (n=504). The surveying was conducted by IVR (automated) polling technology on Sunday, 2nd June 2013.

The maximum margin of error on a sample of approximately n=500 interviews is +/- 4.4 % at the 95% confidence level for results around 50%. Margins of error will be greater for results based on sub-samples.

The final samples in each seat have been weighted post survey to the known gender and age profile of each seat based on Australian Bureau of Statistics Census data.

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 the Herald Sun and designed and conducted by JWS Research. This report is available for download at www.jwsresearch.com.

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Table 1a: Primary voting intention – Chisholm

Chisholm Primary Vote	Chisholm Total 2 June 2013 n=507	Gender		Age		
		Male n=263	Female n=244	18-34 n=71	35-54 n=168	55+ n=268
Anna Burke and the Labor Party	51%	47%	55%	57%	53%	42%
John Nguyen and the Liberal Party	42%	44%	40%	37%	38%	51%
Greens	3%	4%	3%	2%	5%	2%
Some other candidate or party	4%	6%	3%	4%	4%	5%

Question: At the Federal election for the House for Representatives to be held in your seat of Chisholm on the 14th of September, Anna Burke will be standing again for the Labor Party and John Nguyen will be the candidate for the Liberal Party. If the election was held today, who would you vote for? (Even though you are undecided, do you have a leaning towards any candidates or parties?)

Note: 6% 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 boundary redistributions in Victoria and has not recalculated the primary vote.

Table 1b: Primary voting intention – Melbourne Ports

Melbourne Ports Primary Vote	Melbourne Ports Total 2 June 2013 n=506	Gender		Age		
		Male n=266	Female n=240	18-34 n=88	35-54 n=165	55+ n=253
Michael Danby and the Labor Party	49%	44%	54%	60%	42%	40%
Kevin Ekendahl and the Liberal Party	41%	44%	37%	28%	49%	51%
Greens	6%	7%	5%	9%	3%	5%
Some other candidate or party	4%	4%	4%	3%	6%	4%

Question: At the Federal election for the House for Representatives to be held in your seat of Melbourne Ports on the 14th of September, Michael Danby will be standing again for the Labor Party and Kevin Ekendahl will be the candidate for the Liberal Party. If the election was held today, who would you vote for? (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 boundary redistributions in Victoria and has not recalculated the primary vote.

Table 1c: Primary voting intention – Isaacs

Isaacs Primary Vote	Isaacs Total 2 June 2013	Gender		Age		
		Male	Female	18-34	35-54	55+
	n=504	n=246	n=258	n=112	n=193	n=199
Mark Dreyfus and the Labor Party	35%	34%	36%	32%	37%	35%
Garry Spencer and the Liberal Party	45%	47%	42%	39%	41%	55%
Greens	8%	4%	11%	14%	7%	2%
Some other candidate or party	13%	15%	11%	15%	15%	7%

Question: At the Federal election for the House for Representatives to be held in your seat of Isaacs on the 14th of September, Mark Dreyfus will be standing again for the Labor Party and Garry Spencer will be the candidate for the Liberal Party. If the election was held today, who would you vote for (Even though you are undecided, do you have a leaning towards any candidates or parties?)

Note: 6% 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 boundary redistributions in Victoria and has not recalculated the primary vote.*

Table 2: Two party preferred voting intention by seat

TPP Vote	JWS Research Poll 2 June 2013			2010 Election TPP Margin *	TPP Swing For/Against ALP Since 2010	Likely result
	Labor	Liberal	Labor TPP Margin			
Chisholm	55.6%	44.4%	+5.6%	+5.8%	-0.2	Anna Burke to hold
Melbourne Ports	55.2%	44.8%	+5.2%	+7.9%	-2.7	Michael Danby to hold
Isaacs	45.0%	55.0%	-5.0%	+10.4%	-15.4	Mark Dreyfus to lose

Question: Even though it is not your first choice, if a Federal election was held today and you must choose between Labor and the Liberals in your seat of Chisholm/Melbourne Ports/Isaacs, who would you likely choose?

Note: Undecided voters on primary and preferential vote have been redistributed.

Note: The TPP calculation is based on applying preference distributions according to the respondent nominated preferences in this survey conducted 2 June 2013.

* The TPP election results quoted take into account the notional results of boundary redistributions the AEC has conducted in Victoria since the August 2010 Federal election, as calculated by Antony Green.

Table 3a: Chisholm sitting member Anna Burke name ID (awareness and favourability)

Awareness and favourability of Chisholm sitting member, Anna Burke	Chisholm Total 2 June 2013	Gender		Age		
		Men	Women	18-34	35-54	55+
Sample	n=507	n=263	n=244	n=71	n=168	n=268
Favourable	52%	49%	55%	60%	53%	42%
Unfavourable	15%	20%	10%	10%	15%	20%
No particular view	27%	25%	30%	21%	28%	34%
Never heard of Anna Burke	6%	6%	5%	9%	3%	5%
Net favourability (favourable – unfavourable)	+37	+29	+45	+49	+38	+22

Question: How do you view Anna Burke, the current Labor member for Chisholm?

Table 3b: Chisholm Liberal candidate John Nguyen name ID (awareness and favourability)

Awareness and favourability of Chisholm Liberal candidate, John Nguyen	Chisholm Total 2 June 2013	Gender		Age		
		Men	Women	18-34	35-54	55+
Sample	n=507	n=263	n=244	n=71	n=168	n=268
Favourable	23%	24%	23%	22%	18%	31%
Unfavourable	14%	14%	14%	20%	14%	7%
No particular view	43%	41%	46%	38%	52%	41%
Never heard of John Nguyen	19%	22%	17%	21%	16%	21%
Net favourability (favourable – unfavourable)	+9	+10	+9	+2	+4	+24

Question: How do you view John Nguyen, the Liberal candidate for Chisholm?

Table 4a: Melbourne Ports sitting member Michael Danby name ID (awareness and favourability)

Awareness and favourability of Melbourne Ports sitting member, Michael Danby	Melbourne Ports Total 2 June 2013	Gender		Age		
		Men	Women	18-34	35-54	55+
Sample	n=506	n=266	n=240	n=88	n=165	n=253
Favourable	33%	30%	36%	33%	40%	23%
Unfavourable	17%	26%	9%	10%	17%	30%
No particular view	40%	38%	41%	40%	36%	46%
Never heard of Michael Danby	10%	6%	14%	17%	8%	2%
Net favourability (favourable – unfavourable)	+16	+4	+27	+23	+23	-7

Question: How do you view Michael Danby, the current Labor member for Melbourne Ports?

Table 4b: Melbourne Ports Liberal candidate Kevin Ekendahl name ID (awareness and favourability)

Awareness and favourability of Melbourne Ports Liberal candidate, Kevin Ekendahl	Melbourne Ports Total 2 June 2013	Gender		Age		
		Men	Women	18-34	35-54	55+
Sample	n=506	n=266	n=240	n=88	n=165	n=253
Favourable	17%	19%	14%	15%	16%	21%
Unfavourable	14%	13%	15%	18%	10%	11%
No particular view	40%	39%	41%	21%	59%	44%
Never heard of Kevin Ekendahl	30%	30%	30%	45%	15%	25%
Net favourability (favourable – unfavourable)	+3	+6	-1	-3	+5	+10

Question: How do you view Kevin Ekendahl, the Liberal candidate for Melbourne Ports?

Table 5a: Isaacs sitting member Mark Dreyfus name ID (awareness and favourability)

Awareness and favourability of Isaacs sitting member, Mark Dreyfus	Isaacs Total 2 June 2013	Gender		Age		
		Men	Women	18-34	35-54	55+
Sample	n=504	n=246	n=258	n=112	n=193	n=199
Favourable	28%	30%	27%	26%	31%	27%
Unfavourable	19%	22%	16%	14%	14%	28%
No particular view	37%	35%	39%	27%	43%	39%
Never heard of Mark Dreyfus	16%	13%	19%	33%	12%	6%
Net favourability (favourable – unfavourable)	+10	+8	+11	+12	+17	-1

Question: How do you view Mark Dreyfus, the current Labor member for Isaacs?

Table 5b: Isaacs Liberal candidate Garry Spencer name ID (awareness and favourability)

Awareness and favourability of Isaacs Liberal candidate, Garry Spencer	Isaacs Total 2 June 2013	Gender		Age		
		Men	Women	18-34	35-54	55+
Sample	n=504	n=246	n=258	n=112	n=193	n=199
Favourable	19%	19%	19%	21%	13%	25%
Unfavourable	10%	12%	8%	7%	10%	12%
No particular view	38%	38%	37%	25%	48%	37%
Never heard of Garry Spencer	33%	30%	36%	47%	28%	26%
Net favourability (favourable – unfavourable)	+9	+7	+12	+15	+2	+12

Question: How do you view Garry Spencer, the Liberal candidate for Isaacs?

Table 6: Gillard and Abbott name ID by seat (awareness and favourability)

Awareness and favourability of Julia Gillard and Tony Abbott by seat	Julia Gillard			Tony Abbott		
	Chisholm	Melbourne Ports	Isaacs	Chisholm	Melbourne Ports	Isaacs
Sample	n=507	n=504	n=506	n=507	n=504	n=506
Favourable	39%	47%	32%	31%	32%	35%
Unfavourable	47%	38%	51%	50%	56%	43%
No particular view	11%	9%	9%	18%	11%	16%
Never heard of	3%	6%	7%	1%	2%	7%
Net favourability (favourable – unfavourable)	-8	+9	-19	-19	-24	-9

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

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

Table 7: Gillard v Abbott and Rudd v Abbott Better PM by seat

Better PM by seat	Gillard v Abbott			Rudd v Abbott		
	Chisholm	Melbourne Ports	Isaacs	Chisholm	Melbourne Ports	Isaacs
Sample	n=507	n=504	n=506	n=507	n=504	n=506
Julia Gillard / Kevin Rudd	38%	47%	33%	41%	39%	37%
Tony Abbott	39%	37%	42%	31%	35%	39%
Someone else	13%	12%	21%	25%	25%	21%
Undecided	10%	4%	3%	3%	1%	3%
Better PM (Gillard/Rudd – Abbott)	-1	+10	-9	+10	+3	-2

Question: Who do you think would make the better Prime Minister out of Julia Gillard and Tony Abbott?

Question: Who do you think would make the better Prime Minister out of Kevin Rudd and Tony Abbott?

Table 8: Sitting member and Government re-elect by seat

Sitting member and Government re-elect by seat	Sitting member			Labor Government		
	Anna Burke Chisholm	Michael Danby Melbourne Ports	Mark Dreyfus Isaacs	Chisholm	Melbourne Ports	Isaacs
Sample	n=507	n=504	n=506	n=507	n=504	n=506
Yes – definitely	36%	32%	19%	27%	38%	19%
Yes – probably	18%	15%	17%	20%	16%	14%
Total think sitting member / Government deserves re-election	55%	47%	36%	47%	53%	33%
No	30%	31%	39%	47%	41%	57%
Not sure	16%	22%	25%	6%	6%	10%
Net difference(yes – no)	+25	+16	-3	0	+12	-24

Question: Do you think Anna Burke has done enough as the member for Chisholm to deserve re-election in September?

Question: Do you think Michael Danby has done enough as the member for Melbourne Ports to deserve re-election in September?

Question: Do you think Mark Dreyfus has done enough as the member for Isaacs to deserve re-election in September?

Question: And finally, do you think Labor has done enough to deserve re-election to Government in September?