

# JWS Research Post Election Survey

## MEDIA RELEASE

*EMBARGOED UNTIL 11.00 pm Friday, 3<sup>rd</sup> September 2010*

### **Coalition in Front but Gillard-Labor the Preferred Government**

The Liberal-National Coalition has improved its standing on primary and two party preferred voting intention since the Federal election on 21<sup>st</sup> August, but more voters would prefer the independents support a minority Labor Government with Julia Gillard as Prime Minister than a minority Coalition Government with Tony Abbott as Prime Minister.

A JWS Research post election automated telephone survey of 4,192 voters conducted Australia-wide on 2nd September 2010 puts the Coalition nearly 10 points clear of Labor on primary vote, at 44.9% versus 35.4%. This represents a loss of 2.7 points for Labor since the election and a gain of 1.2 points for the Coalition.

Support for the Greens is currently at 13.8%, 2.2 points better than their election result of 11.6%, whilst 6.0% support other candidates and parties, down 0.6 points.

The Coalition has nudged ahead of Labor on two party preferred vote, regardless of whether this is analysed by all 150 seats (ALP 49.6% to LNP 50.4%) or excluding the 8 non ALP-LNP contest seats (ALP 49.2% to LNP 50.8%).

If these national TPP results translated into uniform swings, Labor would face the possible loss of Corangamite in Victoria and also Greenway in New South Wales. Based on the results by individual State results this would actually be unlikely, but on top of their election losses Labor might well lose up to another four seats in Queensland, where the vote tide continues to turn against them.

Despite a voting preference for the Coalition over Labor, more voters would prefer to see the independents support a minority Labor Government with Julia Gillard as Prime Minister (37%) than a minority Coalition Government with Tony Abbott as Prime Minister (31%), with 26% opting for another election as soon as possible and 6% not sure.

22% of Labor voters support another election as soon as possible, as do 31% of Coalition voters and 19% of Greens voters, although Greens voters are overwhelmingly in favour of a Gillard-Labor Government (67%) over an Abbott-Coalition Government (just 3%).

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Opinions were divided on a range of other questions posed in this special Telereach-JWS Research post election survey:

- Voters are split at 43% apiece on who would better able to provide stable and competent Government for Australia – Julia Gillard and Labor or Tony Abbott and the Coalition.
- 43% of all voters think the Labor-Greens Alliance will be a good thing for Australia, but 42% think it will be a bad thing.
- 43% prefer Julia Gillard as Prime Minister and 41% prefer Tony Abbott.
- 38% think it is a good thing for Australia that independents will hold the balance of power in the House of Representatives, but 43% think it will be a bad thing for Australia.
- More voters think the Greens holding the balance of power in the Senate will be a bad thing for Australia (49%) than think it will be a good thing for Australia (39%).

The only question that produced a majority result was on attitudes to the Coalition's election costings, with 59% of voters expressing concern, 40% strongly concerned, that according to Treasury the Coalition's election promises may contain an error of up to 10.6 billion dollars.

“Unless the Coalition can dispel the perception that they have a black hole in their election costings, the momentum of the voters appears to be with Julia Gillard and Labor to form minority Government”, said John Scales, the Managing Director of JWS Research.

“Neither Julia Gillard nor Tony Abbott has majority voter support to form government, so whoever does will probably be in for a bumpy ride with significant voter expectation hurdles to overcome.”

“At the same time voters are cautious about the Greens controlling the balance of power in the Senate, which will produce significant challenges for them to manage, especially the reaction of Coalition voters.”

*About the poll: The automated telephone poll was conducted on 2 September 2010 amongst 4,192 voters Australia-wide, including a boost sample of 2,430 voters in the 55 key marginal seats that now require a TPP swing of less than 6% for either party to lose, including the seat of Melbourne held by the Greens' Adam Bandt and the seat of Denison in Tasmania held by the Independent Andrew Wilkie. The data was weighted to be representative of the population and is a nationally representative sample across all seats. The maximum margin of error for a poll of 4,192 respondents nationally with results at around 50% at the 95% confidence level is +/-1.5%.*

*JWS Research is an independent market research company. Managing Director John Scales worked at Roy Morgan Research for three years before becoming Director of the Morgan Poll from 1992 to 1995. He was a Research Director at Crosby Textor from 2002 until May 2010. He is a member of the Australian Market and Social Research Society (AMSRS) and the Independent Researchers Group.*

***This national poll was conducted using the Telereach automated call platform and further details on results can be found at [www.telereach.com.au](http://www.telereach.com.au).***

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**Table 1: Primary Vote – National, Marginals and by State**

Primary Vote	Seats	Sample	ALP	LNP	Greens	Other
<b>Election Result 21 August 2010</b>	<b>150</b>	<b>All voters</b>	<b>38.1%</b>	<b>43.7%</b>	<b>11.6%</b>	<b>6.6%</b>
<b>National 2 September 2010</b>	<b>150</b>	<b>4,192</b>	<b>35.4%</b>	<b>44.9%</b>	<b>13.8%</b>	<b>6.0%</b>
Queensland	30	915	30%	52%	10%	8%
New South Wales	48	1,278	35%	44%	14%	6%
Victoria	37	1,001	41%	41%	13%	4%
WA/SA/TAS/ACT/NT	35	998	34%	44%	17%	6%

*Question: If a federal election were being held today, who would you vote for in your local electorate?  
IF UNDECIDED: Even though you are undecided, do you have a leaning towards any of the following?*

*Note: 1% undecided on primary vote have been excluded.*

*Election results based on published AEC figures as at 1.00 pm 2<sup>nd</sup> September 2010.*

**Table 2: Two Party Preferred Vote – National, Marginals and by State**

TPP Vote	Seats	ALP	LNP	TPP Swing Since 2010 #	ALP Net Seat Gains on 2010 (74 seat total includes Denison and Melbourne)
<b>Election Result 21 August 2010 (ALP v LNP) *</b>	<b>142</b>	<b>50.0%</b>	<b>50.0%</b>	<b>-2.7 #</b>	<b>(74)</b>
<b>National 2 September 2010 (ALP v LNP) *</b>	<b>142</b>	<b>49.2%</b>	<b>50.8%</b>	<b>-0.8</b>	<b>-2 (72)</b>
<b>National 2 September 2010 (All 150 seats)</b>	<b>150</b>	<b>49.6%</b>	<b>50.4%</b>	<b>-0.4</b>	<b>-1 (73)</b>
<b>Election Result in new +/-6% marginals (ALP v LNP) *</b>	<b>53</b>	<b>50.2%</b>	<b>49.8%</b>	<b>+3.6 #</b>	<b>(74)</b>
<b>New +/-6% marginals (ALP v LNP seats) *</b>	<b>53</b>	<b>50.6%</b>	<b>49.4%</b>	<b>+0.4</b>	<b>No change (74)</b>
<b>New +/-6% marginals (All 55 seats)</b>	<b>55</b>	<b>51.6%</b>	<b>48.4%</b>		
Queensland	30	40.8%	59.2%	-4.4	-4 (70)
New South Wales	48	50.6%	49.4%	+1.4	+1 (75)
Victoria	37	54.5%	45.5%	+0.4	No change (74)
WA/SA/TAS/ACT/NT	35	50.4%	49.6%		

*Question (If not ALP or LNP on primary vote): Even though it is not your first choice, if an election were being held today, if you must choose between Labor and the Liberals or Nationals, who would you likely choose?*

*\* Comparisons with TPP vote results for 2010 election are based on AEC figures excluding the 8 non Labor /Liberal-National contest seats, i.e. Batman, Grayndler, Denison, Melbourne, O'Connor, Kennedy, Lyne and New England, two of which (Denison and Melbourne) are also in the group of 55 'new marginals' requiring a TPP swing of less than +/-6% to win or lose. Survey TPP results are presented including and excluding those seats and count Batman, Grayndler, Denison and Melbourne as ALP seats and O'Connor, Kennedy, Lyne and New England as LNP seats.*

*# TPP swing for election results are the swing from the equivalent seats at the 2007 Federal election.*

*Note: 3% undecided on TPP vote have been excluded.*

*Election results based on published AEC figures as at 1.00 pm 2<sup>nd</sup> September 2010.*

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**Table 3: Current Primary Vote by Survey Election Vote**

Current Primary Vote	Total Gave vote 2 Sep 2010	Survey Election Primary Vote				
		ALP	LNP	All others	Greens	Not sure
Sample	n=4,192	n=1,462	n=1,918	n=711	n=495	n=101
Labor	<b>35%</b>	92%	2%	12%	13%	36%
Liberal-National	<b>45%</b>	3%	96%	7%	5%	32%
Total Other	<b>20%</b>	5%	2%	81%	81%	32%
Greens	<b>14%</b>	3%	1%	60%	80%	9%
Other	<b>6%</b>	2%	1%	21%	1%	23%

*Current primary vote question: If a federal election were being held today, who would you vote for in your local electorate?*

*IF UNDECIDED: Even though you are undecided, do you have a leaning towards any of the following?*

*Election primary vote question: At the recent Federal election for the House of Representatives held on Saturday, the 21st August, who did you vote for in your local electorate?*

*Note: 1% undecided on primary vote have been excluded from current primary vote.*

**Table 4: Preference for Government**

Preference for Government	Total 2 Sep	New +/-6% Marginals	Current Primary Vote				
			ALP	LNP	All others	Greens	Not sure
Sample	n=4,192	n=2,430	n=1,462	n=1,918	n=711	n=495	n=101
Gillard-Labor	<b>37%</b>	36%	73%	2%	54%	67%	28%
Abbott-Coalition	<b>31%</b>	30%	2%	63%	12%	3%	10%
Another election	<b>26%</b>	27%	22%	31%	21%	19%	33%
Other/Not sure	<b>6%</b>	6%	4%	3%	13%	12%	29%

*Question: As you may be aware, there is a hung parliament as a result of the recent Federal election, with neither Labor nor the Liberal National Coalition able to form majority Government in their own right without the support of the independents in parliament. Which of the following best describes your views as to what should now happen – do you believe there should be a minority Labor Government with Julia Gillard as Prime Minister, a minority Coalition Government with Tony Abbott as Prime Minister or another election as soon as possible?*

**Table 5: Stable and Competent Government**

Stable and competent Government	Total 2 Sep	New +/-6% Marginals	Current Primary Vote				
			ALP	LNP	All others	Greens	Not sure
Sample	n=4,192	n=2,430	n=1,462	n=1,918	n=711	n=495	n=101
Gillard-Labor	<b>43%</b>	42%	91%	2%	52%	64%	21%
Abbott-Coalition	<b>43%</b>	42%	1%	89%	15%	6%	16%
Neither/Undecided	<b>15%</b>	16%	8%	9%	33%	30%	63%

*Question: Who do you think is better able to provide stable and competent Government for Australia?*

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**Table 6: Coalition Costings Error**

Coalition costings error	Total 2 Sep	New +/-6% Marginals	Current Primary Vote				
			ALP	LNP	All others	Greens	Not sure
<b>Sample</b>	n=4,192	n=2,430	n=1,462	n=1,918	n=711	n=495	n=101
Very concerned	<b>40%</b>	40%	71%	13%	51%	58%	29%
Somewhat concerned	<b>19%</b>	19%	18%	17%	24%	24%	21%
Not that concerned	<b>20%</b>	19%	6%	35%	13%	10%	9%
Not at all concerned	<b>15%</b>	16%	2%	30%	5%	3%	14%
<b>TOTAL CONCERNED</b>	<b>59%</b>	<b>59%</b>	<b>88%</b>	<b>30%</b>	<b>76%</b>	<b>83%</b>	<b>50%</b>
<b>NOT CONCERNED</b>	<b>35%</b>	<b>35%</b>	<b>8%</b>	<b>65%</b>	<b>18%</b>	<b>12%</b>	<b>23%</b>
No view/Not sure	<b>5%</b>	5%	4%	5%	6%	5%	27%

Question: How concerned are you that according to Treasury the Coalition's election promises may contain an error of up to 10.6 billion dollars – very concerned, somewhat concerned, not that concerned, not at all concerned or do you have no view or are not sure?"

**Table 7: Labor-Green Alliance**

Labor-Green Alliance	Total 2 Sep	New +/-6% Marginals	Current Primary Vote				
			ALP	LNP	All others	Greens	Not sure
<b>Sample</b>	n=4,192	n=2,430	n=1,462	n=1,918	n=711	n=495	n=101
Good for Australia	<b>43%</b>	43%	79%	6%	66%	83%	23%
Bad for Australia	<b>42%</b>	41%	7%	79%	18%	4%	38%
Makes little or no difference	<b>11%</b>	11%	9%	11%	14%	10%	20%
No view/Not sure	<b>4%</b>	5%	5%	4%	3%	3%	19%

Question: Labor and the Greens have now signed a formal alliance. Do you think the Labor-Greens alliance will be a good thing or a bad thing for Australia?

**Table 8: Preferred Prime Minister**

Preferred PM	Total 14-15 Aug	Total 2 Sep	New +/-6% Marginals	Current Primary Vote				
				ALP	LNP	All others	Greens	Not sure
<b>Sample</b>	28,000	n=4,192	n=2,430	n=1,462	n=1,918	n=711	n=495	n=101
Julia Gillard	42%	<b>43%</b>	43%	90%	3%	54%	67%	18%
Tony Abbott	38%	<b>41%</b>	40%	2%	84%	14%	5%	16%
Neither/Not sure	20%	<b>16%</b>	17%	9%	12%	32%	28%	66%

Question: Who is your preferred Prime Minister?

**Table 9: Balance of Power with Independents in House of Representatives**

Balance of Power with Independents in House of Representatives	Total 2 Sep	New +/-6% Marginals	Current Primary Vote				
			ALP	LNP	All others	Greens	Not sure
<b>Sample</b>	n=4,192	n=2,430	n=1,462	n=1,918	n=711	n=495	n=101
Good for Australia	<b>38%</b>	39%	44%	22%	66%	69%	33%
Bad for Australia	<b>43%</b>	42%	33%	62%	17%	14%	33%
No view/Undecided	<b>19%</b>	18%	23%	16%	17%	17%	33%

Question: Do you believe it is a good thing or a bad thing for Australia that independents will hold the balance of power in the House of Representatives?

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**Table 10: Balance of Power with Greens in the Senate**

Balance of Power with Greens in the Senate	Total 2 Sep	New +/-6% Marginals	Current Primary Vote				
			ALP	LNP	All others	Greens	Not sure
Sample	n=4,192	n=2,430	n=1,462	n=1,918	n=711	n=495	n=101
Good for Australia	<b>39%</b>	40%	58%	9%	75%	94%	30%
Bad for Australia	<b>49%</b>	48%	24%	83%	18%	2%	40%
No view/Undecided	<b>12%</b>	12%	18%	7%	7%	4%	30%

*Question: Do you believe it is a good thing or a bad thing for Australia that the Greens will hold the balance of power in the Senate?*

**Table 11: New Post 2010 Election +/-6% Marginals**

26 Labor Marginals + 1 Independent + 1 Greens	TPP Margin	27 Coalition Marginals	TPP Margin
Perth	+5.9	Hasluck	-0.6
Oxley	+5.8	Boothby	-0.8
Hindmarsh	+5.7	Dunkley	-1.1
Fremantle	+5.6	Brisbane	-1.1
Rankin	+5.5	Macquarie	-1.2
McEwen	+5.4	Forde	-1.6
Dobell	+5.1	Aston	-1.7
Kingsford Smith	+4.8	Solomon	-1.9
Parramatta	+4.2	Longman	-2.0
Eden-Monaro	+4.2	Herbert	-2.1
Page	+4.2	Canning	-2.2
Capricornia	+4.2	Dawson	-2.4
Blair	+4.1	Bonner	-2.5
Lingiari	+3.8	Swan	-2.6
Brand	+3.3	Macarthur	-3.1
Lilley	+3.2	Flynn	-3.1
Petrie	+2.7	Sturt	-3.5
Reid	+2.6	Bennelong	-3.6
Deakin	+2.6	Fisher	-4.1
Banks	+1.4	Casey	-4.2
Lindsay	+1.2	McMillan	-4.4
Moreton	+1.1	Leichhardt	-4.4
Robertson	+1.0	Hughes	-5.1
La Trobe	+0.9	Dickson	-5.2
Greenway	+0.8	Gilmore	-5.2
Corangamite	+0.4	Paterson	-5.3
Denison (Independent)	TBA	Stirling	-5.5
Melbourne (Greens)	TBA		

*Election results based on published AEC figures as at 1.00 pm 2<sup>nd</sup> September 2010.*