

ELECTION DISASTER AWAITS LABOR

A JWS Research key seats poll, commissioned by the Australian Financial Review and conducted on the 15th of August in the eight key marginal electorates of Banks, Lindsay, Greenway, Corangamite, Aston, Brisbane, Macquarie and Forde, indicates that the Labor Party is likely to lose the next election.

“There is a strong anti-Labor and anti-Rudd sentiment in western Sydney,” said JWS Research Managing Director John Scales.

“An inability to win seats from the Opposition in Queensland or Victoria, coupled with the likely loss of seats in western Sydney and Victoria, means election doom seemingly awaits Labor,” said John Scales.

In western Sydney, the JWS Research poll shows that Lindsay is an almost certain loss for the Labor Party, while Banks is also a likely loss for Daryl Melham and Labor. Greenway is currently too close to call at 51-49 in favour of Labor’s Michelle Rowland, while the Liberals’ Louise Markus looks set to strengthen her hold on Macquarie.

“Ultimately, Labor is currently held back by its party brand and by Kevin Rudd. Rudd’s popularity is in net negative territory across all eight seats polled, as is re-election sentiment for Labor.”

“To a large extent, the prospect of Labor holding marginal seats across the country rests in having a strong local incumbent and a weak opposition candidate.” said John Scales.

Despite Rudd’s unpopularity in Greenway (-15 net favourability, 33% favourable, 48% unfavourable), Michelle Rowland (+5 net favourability) is receiving a boost from her relative favourability among local voters, translating into a fairly strong perception that she deserves re-election (+15), even if the Labor government does not (-11 net re-elect). This is coupled with relatively poor perceptions of Liberal candidate Jaymes Diaz (-8 net favourability).

Contrary to expectations following Rudd’s reinstatement as PM, Labor will struggle to win seats in Queensland. The JWS Research poll in the two most marginal LNP seats in Queensland shows it is almost certain to retain Forde, and likely to retain Brisbane as well.

“The Peter Beattie experiment in Forde appears to be seriously backfiring,” said John Scales.

“51% of Forde voters have an unfavourable view of Peter Beattie, and with +30 net favourability, the LNP have a strong local member in Bert Van Manen.”

In a further blow for Labor, marginal Victorian seats are unlikely to provide any relief to Labor; the marginal Labor seat of Corangamite is likely to fall to the Liberals, while Liberal member Alan Tudge will strengthen his position significantly in Aston.

“Most factors are working against Labor in Corangamite; Kevin Rudd is more unpopular than Tony Abbott, re-elect sentiment for Labor is poor and Darren Cheeseman is an unpopular local member, against the Liberal’s strong candidate in Sarah Henderson,” said John Scales.

In other results:

- Swings in Labor's and the Liberals' respective primary votes are driving TPP swings of equivalent magnitude; meaning that voters are switching their votes from Labor to the Liberals rather than parking their vote with the Greens, other minor parties or independents. Labor cannot rely on preferences to be of much assistance in mitigating swings on a TPP basis.
- Opposition Leader Tony Abbott is viewed quite favourably in the Western Sydney electorate of Lindsay, with a net favourability rating of +19. Otherwise, Abbott struggles for popularity, but tellingly he is currently more popular than Kevin Rudd in each of the eight key seats polled.

SURVEY METHODOLOGY AND SAMPLING

A total of n=4,739 completed interviews were conducted with eligible voters in 8 key federal seats using IVR (automated) polling technology on Thursday, 15th August 2013, with more than n=540 voters surveyed per seat.

The maximum margin of error on an individual seat sample of approximately n=540 interviews is +/-4.2% at the 95% confidence level for results around 50%. Margins of error will be greater for results based on sub-samples.

Voting intention questions were asked on an 'aided' basis where the sitting member and major party opposing candidate were specifically named, following a measure of sitting member and major party candidate awareness and favourability along with that of Prime Minister Kevin Rudd and Opposition Leader Tony Abbott.

Each seat sample has been weighted post survey to its known gender and age profile.

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 Australian Financial Review and designed and conducted by JWS Research. This report is available for download at www.jwsresearch.com.

For further information please contact John Scales on 0409 244 412 or at jscales@jwsresearch.com.

Table 1: Primary vote – Key Labor seats

| Seat | Banks | | Lindsay | | Greenway | | Corangamite | |
|---|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-------------------------------|----------------------------|
| Labor sitting member | Daryl Melham | | David Bradbury | | Michelle Rowland | | Darren Cheeseman | |
| Liberal candidate | David Coleman | | Fiona Scott | | Jaymes Diaz | | Sarah Henderson | |
| Sample | n=542 | | n=578 | | n=570 | | n=587 | |
| Primary Vote | 2010 Federal Election | JWS Poll 15 Aug 2013 | 2010 Federal Election | JWS Poll 15 Aug 2013 | 2010 Federal Election | JWS Poll 15 Aug 2013 | 2010 Federal Election * | JWS Poll 15 Aug 2013 |
| Labor | 43.0% | 43% | 44.6% | 35% | 42.3% | 44% | 39.5% | 36% |
| Liberal | 45.5% | 50% | 43.4% | 57% | 41.3% | 46% | 45.0% | 48% |
| Greens | 9.6% | 4% | 4.7% | 3% | 6.0% | 1% | 11.4% | 10% |
| Other | 1.9% | 4% | 7.3% | 4% | 10.4% | 9% | 4.1% | 6% |
| ALP primary vote swing (JWS 15 Aug 2013 – Election 2010) | | -- | | -9.6 | | +1.7 | | -3.5 |

Question: At the Federal election for the House for Representatives to be held in your seat of (seat) on the 7th of September, (ALP member) will be standing again for the Labor Party and (Liberal candidate) 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: 3-5% undecided on primary vote in each seat in the JWS Research poll have been redistributed proportionately.

** The AEC conducted boundary redistributions in Victoria since the 2010 Federal Election thus the primary vote in Corangamite is included as a guide only and should not be used as a direct comparison.*

Table 2: Primary vote – Key Liberal / LNP seats

| Seat | Aston | | Brisbane | | Macquarie | | Forde | |
|---|-------------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
| Liberal sitting member | Alan Tudge | | Teresa Gambaro | | Louise Markus | | Bert van Manen | |
| Labor candidate | Rupert Evans | | Fiona McNamara | | Susan Templeman | | Peter Beattie | |
| Sample | n=577 | | n=607 | | n=710 | | n=568 | |
| Primary Vote | 2010 Federal Election * | JWS Poll 15 Aug 2013 | 2010 Federal Election | JWS Poll 15 Aug 2013 | 2010 Federal Election | JWS Poll 15 Aug 2013 | 2010 Federal Election | JWS Poll 15 Aug 2013 |
| Liberal | 46.9% | 59% | 45.9% | 50% | 44.5% | 51% | 44.1% | 54% |
| Labor | 38.6% | 29% | 30.4% | 36% | 32.3% | 35% | 37.4% | 33% |
| Greens | 9.7% | 8% | 21.3% | 9% | 14.1% | 8% | 12.2% | 4% |
| Other | 4.9% | 4% | 2.5% | 5% | 9.2% | 6% | 6.3% | 9% |
| LIB primary vote swing (JWS 15 Aug 2013 – Election 2010) | | +12.1 | | +4.1 | | +6.5 | | +9.9 |

Question: At the Federal election for the House for Representatives to be held in your seat of (seat) on the 7th of September, (Liberal member) will be standing again for the Liberal Party and (Labor candidate) will be the candidate for the Labor 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: 1-5% undecided on primary vote in each seat in the JWS Research poll have been redistributed proportionately.

** The AEC conducted boundary redistributions in Victoria since the 2010 Federal Election thus the primary vote in Aston is included as a guide only and should not be used as a direct comparison.*

Table 3: Two-party preferred vote – Key Labor seats

| TPP Vote – Key Labor seats | Banks | Lindsay | Greenway | Corangamite |
|---|-----------------|----------------|-------------------|------------------|
| Labor sitting member | Daryl Melham | David Bradbury | Michelle Rowland | Darren Cheeseman |
| Liberal candidate | David Coleman | Fiona Scott | Jaymes Diaz | Sarah Henderson |
| Sample | n=542 | n=578 | n=570 | n=587 |
| 2010 election TPP vote margin | ALP 1.5% | ALP 1.1% | ALP 0.9% | ALP 0.3% # |
| Labor | 47.2% | 39.3% | 51.0% | 46.7% |
| Liberal | 52.8% | 60.7% | 49.0% | 53.3% |
| TPP Swing (JWS 15 Aug 2013 – Election 2010) | -4.3 | -11.8 | +0.1 | -3.6 |
| ALP TPP vote margin | -2.8 | -10.7 | +1.0 | -3.3 |
| Result at election today | Likely ALP loss | ALP Loss | Too close to call | Likely ALP loss |

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, who would you likely choose – (ALP member) and Labor or (Liberal candidate) and Liberal?

Note: 6-7% undecided on TPP vote in each seat in the JWS Research poll have been redistributed proportionately.

Note: The TPP calculation is based on applying preference distributions according to the respondent nominated preferences in this survey conducted August 15, 2013.

The 2010 TPP election result in Corangamite, as calculated by Antony Green, takes into account the notional results of boundary redistributions the AEC conducted in Victoria since the August 2010 Federal election.

Table 4: Two-party preferred vote – Key Liberal / LNP seats

| TPP Vote – Key Labor seats | Aston | Brisbane | Macquarie | Forde |
|--|--------------------|-----------------------|--------------------|------------------|
| Liberal sitting member | Alan Tudge | Teresa Gambaro * | Louise Markus | Bert van Manen * |
| Labor candidate | Rupert Evans | Fiona McNamara | Susan Templeman | Peter Beattie |
| Sample | <i>n</i> =577 | <i>n</i> =607 | <i>n</i> =710 | <i>n</i> =568 |
| 2010 election TPP vote margin | LIB 0.7% # | LNP 1.1% | LIB 1.3% | LNP 1.6% |
| Liberal | 63.4% | 54.1% | 55.1% | 60.0% |
| Labor | 36.6% | 45.9% | 44.9% | 40.0% |
| TPP Swing (JWS 15 Aug 2013 – Election 2010) | +12.7 | +3.0 | +3.8 | +8.4 |
| LIB TPP vote margin | +13.4 | +4.1 | +5.1 | +10.0 |
| Result at election today | Liberal win | Likely LNP win | Liberal win | LNP win |

Question: Even though it is not your first choice, if a Federal election was held today and you must choose between the Liberals and Labor, who would you likely choose – (Liberal member) and Liberal or (ALP candidate) and Labor?

Note: The TPP calculation is based on applying preference distributions according to the respondent nominated preferences in this survey conducted August 15, 2013.

Note: 4-9% undecided on TPP vote in each seat in the JWS Research poll have been redistributed proportionately.

* Liberal National Party in Queensland.

The 2010 TPP election result in Aston, as calculated by Antony Green, takes into account the notional results of boundary redistributions the AEC conducted in Victoria since the August 2010 Federal election.

Table 5: Sitting member name ID (awareness and favourability)

| Sitting member name ID | Labor members | | | | Liberal members | | | |
|--|-----------------------------------|---------------------------------------|--|---|---------------------------------|--|--|-------------------------------------|
| | Banks Daryl Melham | Lindsay David Bradbury | Greenway Michelle Rowland | Corangamite Darren Cheeseman | Aston Alan Tudge | Brisbane Teresa Gambaro | Macquarie Louise Markus | Forde Bert van Manen |
| Sample | <i>n=542</i> | <i>n=578</i> | <i>n=570</i> | <i>n=587</i> | <i>n=577</i> | <i>n=607</i> | <i>n=710</i> | <i>n=568</i> |
| Favourable | 36% | 37% | 40% | 28% | 44% | 42% | 43% | 49% |
| Unfavourable | 29% | 48% | 35% | 49% | 15% | 31% | 27% | 19% |
| No particular view | 31% | 15% | 22% | 22% | 34% | 24% | 26% | 26% |
| Never heard of | 4% | 1% | 3% | 2% | 8% | 3% | 4% | 6% |
| Net favourability (fav - unfav) | +6 | -11 | +5 | -21 | +29 | +11 | +17 | +30 |

Question: How do you view (name), the current Labor/Liberal/Liberal National member for (seat)?

Table 6: Candidate name ID (awareness and favourability)

| Candidate name ID | Liberal candidates | | | | Labor candidates | | | |
|--|---------------------------|---------------------------|----------------------------|-----------------------------------|--------------------------|-------------------------------|---------------------------------|---------------------------|
| | Banks David Coleman | Lindsay Fiona Scott | Greenway Jaymes Diaz | Corangamite Sarah Henderson | Aston Rupert Evans | Brisbane Fiona McNamara | Macquarie Susan Templeman | Forde Peter Beattie |
| Sample | <i>n=542</i> | <i>n=578</i> | <i>n=570</i> | <i>n=587</i> | <i>n=577</i> | <i>n=607</i> | <i>n=710</i> | <i>n=568</i> |
| Favourable | 36% | 51% | 31% | 46% | 15% | 33% | 33% | 35% |
| Unfavourable | 25% | 24% | 39% | 33% | 21% | 29% | 31% | 51% |
| No particular view | 33% | 24% | 26% | 20% | 42% | 32% | 29% | 13% |
| Never heard of | 7% | 1% | 5% | 1% | 21% | 7% | 7% | 1% |
| Net favourability (fav - unfav) | +11 | +27 | -8 | +13 | -6 | +4 | +2 | -16 |

Question: How do you view (name), the Labor/Liberal candidate for (seat)?

Table 7: Prime Minister Kevin Rudd name ID (awareness and favourability)

| Kevin Rudd name ID | Banks | Lindsay | Greenway | Corangamite | Aston | Brisbane | Macquarie | Forde |
|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Sample | <i>n</i> =542 | <i>n</i> =578 | <i>n</i> =570 | <i>n</i> =587 | <i>n</i> =577 | <i>n</i> =607 | <i>n</i> =710 | <i>n</i> =568 |
| Favourable | 35% | 29% | 33% | 31% | 32% | 37% | 37% | 33% |
| Unfavourable | 48% | 56% | 48% | 51% | 49% | 53% | 51% | 52% |
| No particular view | 14% | 12% | 17% | 17% | 18% | 10% | 11% | 14% |
| Never heard of | 2% | 3% | 1% | 1% | 1% | 0% | 0% | 1% |
| Net favourability (fav - unfav) | -13 | -28 | -15 | -19 | -17 | -15 | -14 | -18 |

Question: How do you view the Prime Minister, Kevin Rudd?

Table 8: Opposition Leader Tony Abbott name ID (awareness and favourability)

| Tony Abbott name ID | Banks | Lindsay | Greenway | Corangamite | Aston | Brisbane | Macquarie | Forde |
|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Sample | <i>n</i> =542 | <i>n</i> =578 | <i>n</i> =570 | <i>n</i> =587 | <i>n</i> =577 | <i>n</i> =607 | <i>n</i> =710 | <i>n</i> =568 |
| Favourable | 43% | 53% | 43% | 36% | 40% | 46% | 44% | 43% |
| Unfavourable | 44% | 34% | 39% | 50% | 48% | 46% | 47% | 44% |
| No particular view | 13% | 12% | 17% | 13% | 12% | 8% | 9% | 11% |
| Never heard of | 0% | 1% | 1% | 1% | 0% | 1% | 1% | 2% |
| Net favourability (fav - unfav) | -2 | +19 | +3 | -14 | -9 | * | -3 | -1 |

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

Table 9: Sitting member re-elect

| Sitting member re-elect | Labor members | | | | Liberal members | | | |
|--------------------------------|--------------------------|------------------------------|---------------------------------|------------------------------------|------------------------|-------------------------------|-------------------------------|----------------------------|
| | Banks Daryl Melham | Lindsay David Bradbury | Greenway Michelle Rowland | Corangamite Darren Cheeseman | Aston Alan Tudge | Brisbane Teresa Gambaro | Macquarie Louise Markus | Forde Bert van Manen |
| Sample | <i>n</i> =542 | <i>n</i> =578 | <i>n</i> =570 | <i>n</i> =587 | <i>n</i> =577 | <i>n</i> =607 | <i>n</i> =710 | <i>n</i> =568 |
| Yes, definitely | 32% | 27% | 29% | 22% | 37% | 35% | 35% | 36% |
| Yes, probably | 14% | 12% | 21% | 17% | 17% | 12% | 17% | 15% |
| Total yes, deserves re-elect | 47% | 39% | 49% | 39% | 54% | 46% | 52% | 51% |
| No | 36% | 48% | 34% | 43% | 21% | 37% | 31% | 26% |
| Not sure | 18% | 13% | 16% | 17% | 25% | 16% | 17% | 23% |
| Net re-elect (yes - no) | +11 | -9 | +15 | -4 | +33 | +9 | +21 | +25 |

Question: Do you think (member) has done enough as the Labor/Liberal/Liberal National member for (seat) to deserve re-election on September 7th?

Table 10: Labor government re-elect

| Labor government re-elect | Banks | Lindsay | Greenway | Corangamite | Aston | Brisbane | Macquarie | Forde |
|--------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Sample | <i>n</i> =542 | <i>n</i> =578 | <i>n</i> =570 | <i>n</i> =587 | <i>n</i> =577 | <i>n</i> =607 | <i>n</i> =710 | <i>n</i> =568 |
| Yes, definitely | 27% | 19% | 20% | 22% | 23% | 24% | 21% | 21% |
| Yes, probably | 14% | 12% | 18% | 15% | 14% | 18% | 21% | 13% |
| Total yes, deserves re-elect | 41% | 31% | 38% | 37% | 37% | 42% | 41% | 34% |
| No | 50% | 59% | 49% | 51% | 55% | 53% | 50% | 55% |
| Not sure | 9% | 10% | 13% | 12% | 9% | 5% | 8% | 10% |
| Net re-elect (yes - no) | -10 | -27 | -11 | -14 | -18 | -12 | -9 | -21 |

Question: And finally, do you think Labor has done enough to deserve re-election to Government on September 7th?

Table 11: Summary Table

| Summary Table | Labor seats | | | | Liberal seats | | | |
|------------------------------------|---------------|----------------|------------------|------------------|---------------|----------------|-----------------|----------------|
| | Banks | Lindsay | Greenway | Corangamite | Aston | Brisbane * | Macquarie | Forde * |
| Sitting member | Daryl Melham | David Bradbury | Michelle Rowland | Darren Cheeseman | Alan Tudge | Teresa Gambaro | Louise Markus | Bert van Manen |
| Candidate | David Coleman | Fiona Scott | Jaymes Diaz | Sarah Henderson | Rupert Evans | Fiona McNamara | Susan Templeman | Peter Beattie |
| Sample | <i>n</i> =542 | <i>n</i> =578 | <i>n</i> =570 | <i>n</i> =587 | <i>n</i> =577 | <i>n</i> =607 | <i>n</i> =710 | <i>n</i> =568 |
| Primary vote swing | -- | -9.6 | +1.7 | -3.5 | +12.1 | +4.1 | +5.5 | +9.9 |
| TPP vote margin | -2.8 | -10.7 | +1.0 | -3.3 | +13.4 | +4.1 | +5.1 | +10.0 |
| Member net favourability | +6 | -11 | +5 | -21 | +29 | +11 | +17 | +30 |
| Candidate net favourability | +11 | +27 | -8 | +13 | -6 | +4 | +2 | -16 |
| Rudd net favourability | -13 | -28 | -15 | -19 | -17 | -15 | -14 | -18 |
| Abbott net favourability | -2 | +19 | +3 | -14 | -9 | * | -3 | -1 |
| Net member re-elect | +11 | -9 | +15 | -4 | +33 | +9 | +21 | +25 |
| Net Labor re-elect | -10 | -27 | -11 | -14 | -18 | -12 | -9 | -21 |

Appendix A: Key Seats Polled

| TPP Margin | Seat | State | Sitting Labor member | Liberal candidate |
|-------------|--------------------|------------|-------------------------|------------------------|
| 1.5% | Banks | NSW | Daryl Melham | David Coleman |
| 1.1% | Moreton | QLD | Graham Perrett | Malcolm Cole |
| 1.1% | Lindsay | NSW | David Bradbury | Fiona Scott |
| 1.0% | Robertson | NSW | Deborah O'Neill | Lucy Wicks |
| 0.9% | Greenway | NSW | Michelle Rowland | Jaymes Diaz |
| 0.6% | Deakin | VIC | Mike Symon | Michael Sukkar |
| 0.3% | Corangamite | VIC | Darren Cheeseman | Sarah Henderson |
| TPP Margin | Seat | State | Sitting Liberal Member | Labor candidate |
| 0.6% | Boothby | SA | Andrew Southcott | Annabel Digance |
| 0.6% | Hasluck | WA | Ken Wyatt | Adrian Evans |
| 0.7% | Aston | VIC | Alan Tudge | Rupert Evans |
| 1.1% | Dunkley | VIC | Bruce Billson | Sonya Kilkenny |
| 1.1% | Brisbane | QLD | Teresa Gambaro | Fiona McNamara |
| 1.3% | Macquarie | NSW | Louise Markus | Susan Templeman |
| 1.6% | Forde | QLD | Bert Van Manen | Peter Beattie |

Note: Bolded seats are the eight key seats polled.