

A satellite night view of the United States, showing city lights and a network of roads. The text is overlaid on the left side of the image.

POST ELECTION SURVEY

JULY 2016

QUANTITATIVE RESEARCH METHODOLOGY

Fieldwork comprised a 10 minute online survey, conducted 3rd – 5th July 2016.

Representative sample of n=1000 residents aged 18+ years Australia-wide.

Survey quotas on age, gender and location were implemented, as well as post-weighting to ABS population distribution to ensure accurate representation.

The maximum margin of error on a sample of approximately 1000 interviews is +/- 3.1% at the 95% confidence level for results around 50%.

This research was conducted in compliance with AS-ISO 20252.

KEY FINDINGS

- Health was the dominant issue for voters in the 2016 Federal election campaign, with 57% nominating health issues as a key vote influencer, including 39% who nominated hospitals and health care generally and 38% who mentioned Medicare specifically.
 - Medicare was the dominant issue for ALP voters (59%), followed by economic/ taxation issues (50%), education issues (42%) and employment and jobs issues (36%) also rating highly.
 - Supporting the late-campaign effect of Labor's 'Mediscare' campaign, there was above average mention of Medicare as a vote influencer amongst people who voted on Election Day (46%) and those who only decided their vote on Election Day (41%).
- For Liberal-National Coalition (LNP) voters, economic and taxation issues (69%) were the most dominant vote influencers, with economic management and the budget (41%) the highest rated individual issue. Hospitals and health care (32%) and employment and jobs (31%) were the next highest rated issues. 28% of LNP voters chose stability as an important consideration and 26% nominated immigration and asylum seekers.
- Greens and other party voters rated health issues (52%) as the most important, with hospitals and health care (36%) the most dominant, followed by Medicare (31%). Environment and climate change issues (45%) were also rated highly, with the environment mentioned specifically by 28% and climate change by 23%. Marriage equality was mentioned by 27%, including 39% of Greens voters.

KEY FINDINGS

- In terms of deciding who to vote for, only half of voters (52%) left their vote decision to the last weeks of the campaign, and less than a quarter (23%) decided on Election Day itself.
- Overall, 65% decided their vote during the campaign proper and (31%) decided before the campaign, with 1-in-5 (21%) stating they always vote the same way, of which there is significantly higher incidence amongst over 55's (29%) and Greens voters (33%).
 - LNP voters (37%) were more likely to have decided who to vote for before the election campaign proper, with 25% saying they always vote that way.
 - Younger (18-34 year old) voters (32%) were more likely to leave their vote decision until Election Day.
- Somewhat at odds with the timing of their vote decision, two thirds (66%) left it until election day to actually cast their vote, with significantly higher incidence of Election Day voting amongst Greens voters (79%) and above average pre-election voting amongst over 55s (39%).
- 1-in-6 voters (16%) cast a protest vote against another party or candidate, with minor party and independent voters significantly more likely to do so (35%). By contrast, 78% voted for a party or candidate, with people using a how to vote card to direct their preferences significantly more likely to cast a vote for a party (87%).

KEY FINDINGS

- People were much more likely to direct their own preferences (62%) than use a 'how to vote' card (35%), with LNP voters significantly more likely than all voters to use a how to vote card (50%) and Greens/Other voters more likely to direct their own preferences (84%).
- People were more likely to vote for a party as a whole (44%) or on a policy or issue (30%), than for the party leaders (9%) or specific candidates (8%).
 - Younger voters displayed an above average tendency to vote for party leaders (12%) and older voters for a candidate (15%).
 - LNP voters were significantly more likely to vote for the party as a whole (56%), more so than ALP voters (46%) or Greens voters (43%), while Greens and other party supporters were more likely than others to vote on a policy or issue basis (46%).
- TV was the most useful source of news and information in this campaign to keep people informed and help them decide who to vote for – with commercial and Pay TV (mentioned by 25%) equally as popular as ABC and SBS TV (24%). Other useful sources were major newspapers, including their online content (mentioned by 23%), online news and information sites (20%).
 - 35% of voters mentioned the ABC in some form as a useful source, 30% mentioned commercial and Pay TV and radio, and 17% mentioned information directly from the parties or local candidates.
 - LNP (31%) and ALP (27%) voters were more informed by commercial and Pay TV, and Greens and minor party voters more informed by ABC and SBS TV (26%), whilst younger voters stated a significantly above average preference for online content (25%).

KEY FINDINGS

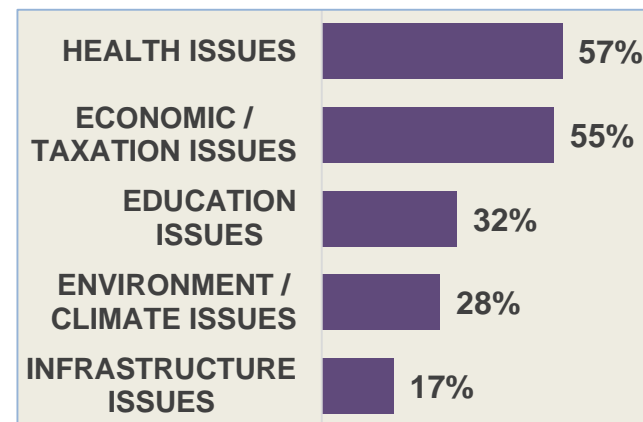
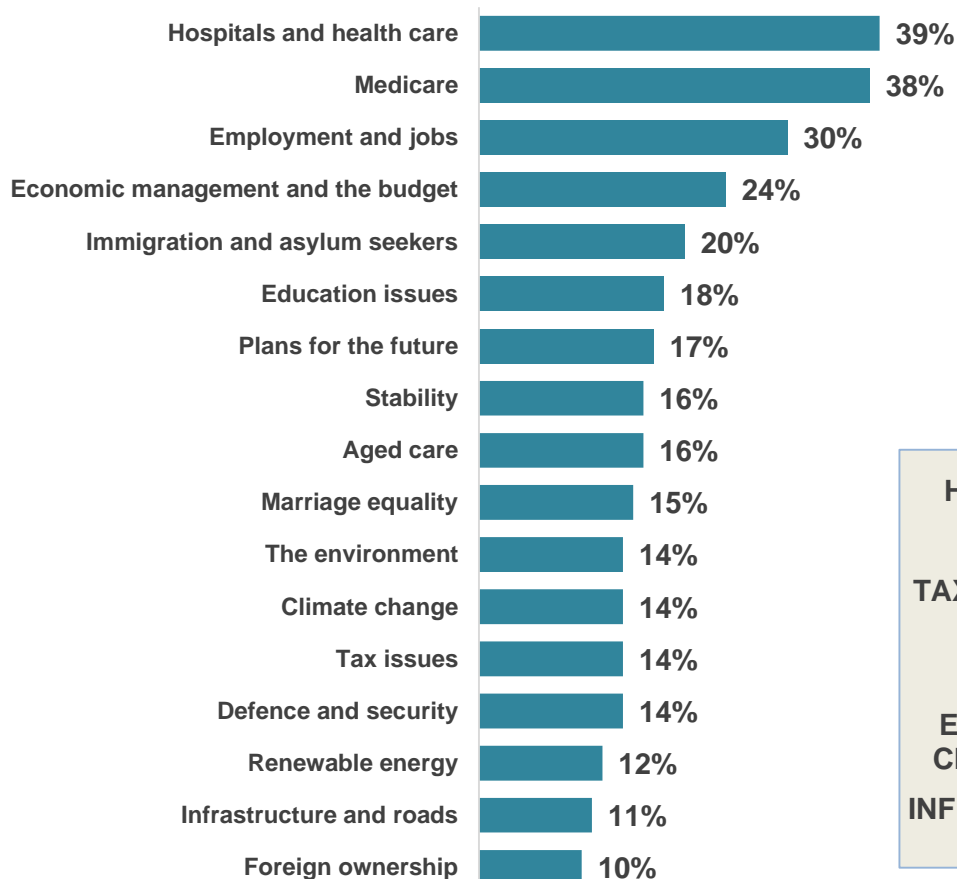
- Voters were largely critical in their assessment of the election campaign. On a range of binary attributes, a majority of voters opted for the more negative descriptor:
 - 64% described it as the 'same old stuff' rather than 'new and interesting' (14%);
 - 63% said it was 'too long' rather than too short (10%);
 - 54% thought the campaign was 'boring' rather than 'interesting' (21%);
 - 53% described it as 'not engaging' rather than 'engaging' (19%); and
 - 51% thought the campaign was 'forgettable' rather than 'memorable' (21%).

- Likewise, more than twice as many voters thought the election campaign was negative (48%) rather than positive (18%).

- The party campaigns were also described as more negative than positive. Overall, 46% described the Coalition campaign as negative and 25% as positive, 45% thought the ALP campaign was negative and 28% as positive, whilst 42% of voters thought the Greens ran a negative campaign and only 23% thought they ran a positive campaign.
 - Despite the Greens' campaign being described as the least positive by all voters, amongst their own voters it was seen as more positive (66%) than by the equivalent cohort of ALP voters (56%) and LNP voters (48%) for their respective party campaigns.

IMPORTANCE OF POLICIES AND ISSUES IN THIS ELECTION

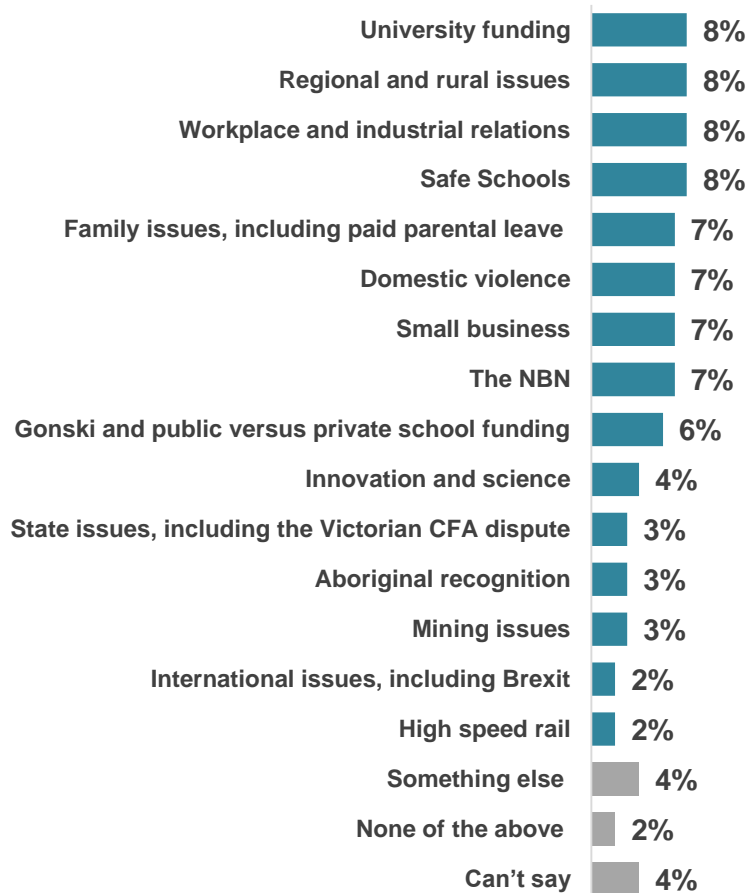
Importance of policies and issues (10%+ issues)



Q9. In deciding who to vote for in this election, which of the following policies or issues were most important to you? PLEASE SELECT UP TO 5 ISSUES
 Base: All respondents, n=1000

IMPORTANCE OF POLICIES AND ISSUES IN THIS ELECTION

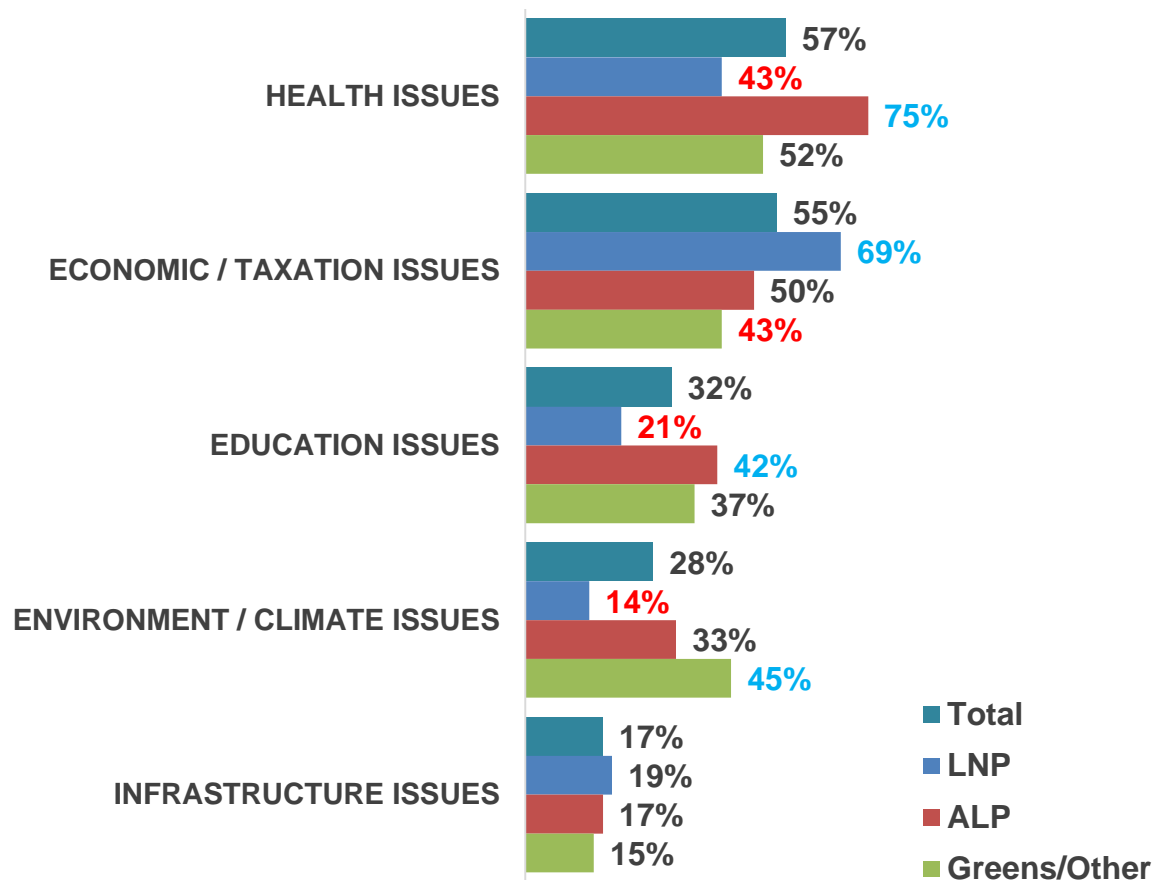
Importance of policies and issues (<10% issues)



Q9. In deciding who to vote for in this election, which of the following policies or issues were most important to you? PLEASE SELECT UP TO 5 ISSUES
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IMPORTANCE OF POLICIES AND ISSUES WHEN VOTING IN THIS ELECTION

Importance of policies and issues



Q9. In deciding who to vote for in this election, which of the following policies or issues were most important to you? PLEASE SELECT UP TO 5 ISSUES

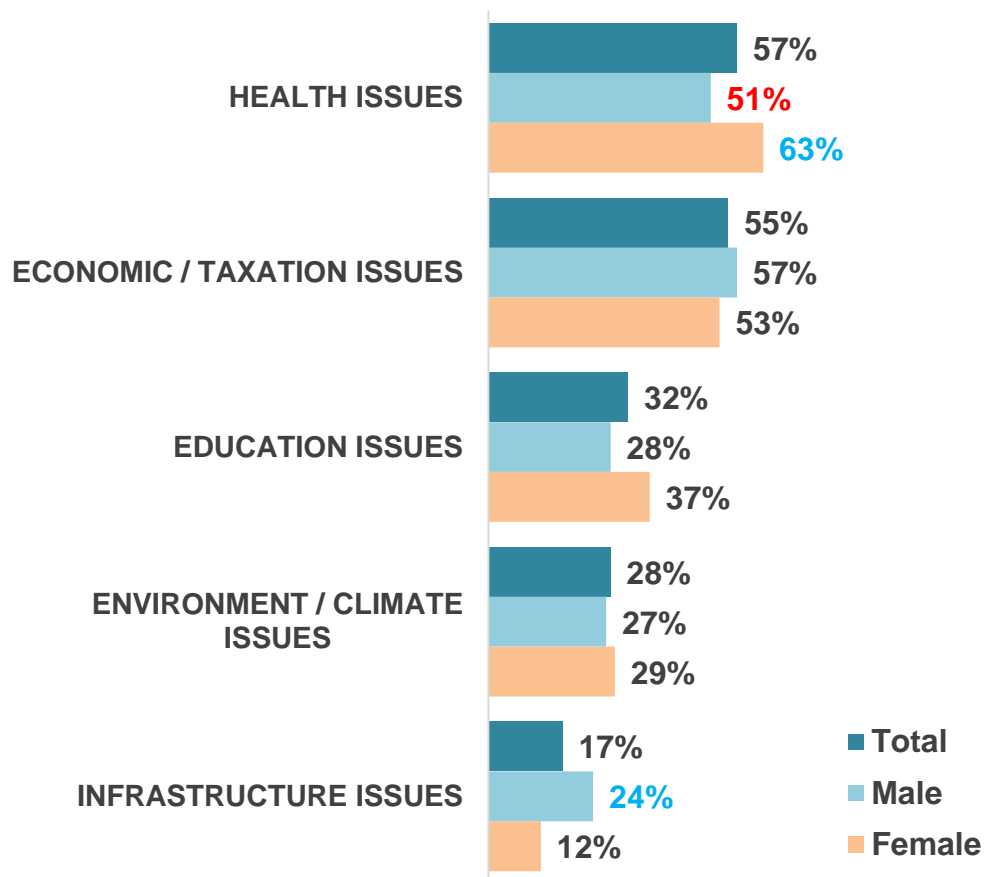
Base: All respondents, n=1000; LNP, n=358; ALP, n=355; Greens/Other, n=237

Significantly higher than total at 95% confidence interval

Significantly lower than total at 95% confidence interval

IMPORTANCE OF POLICIES AND ISSUES WHEN VOTING IN THIS ELECTION

Importance of policies and issues



Q9. In deciding who to vote for in this election, which of the following policies or issues were most important to you? PLEASE SELECT UP TO 5 ISSUES

Base: All respondents, n=1000; Males, n=500; Females, n=500

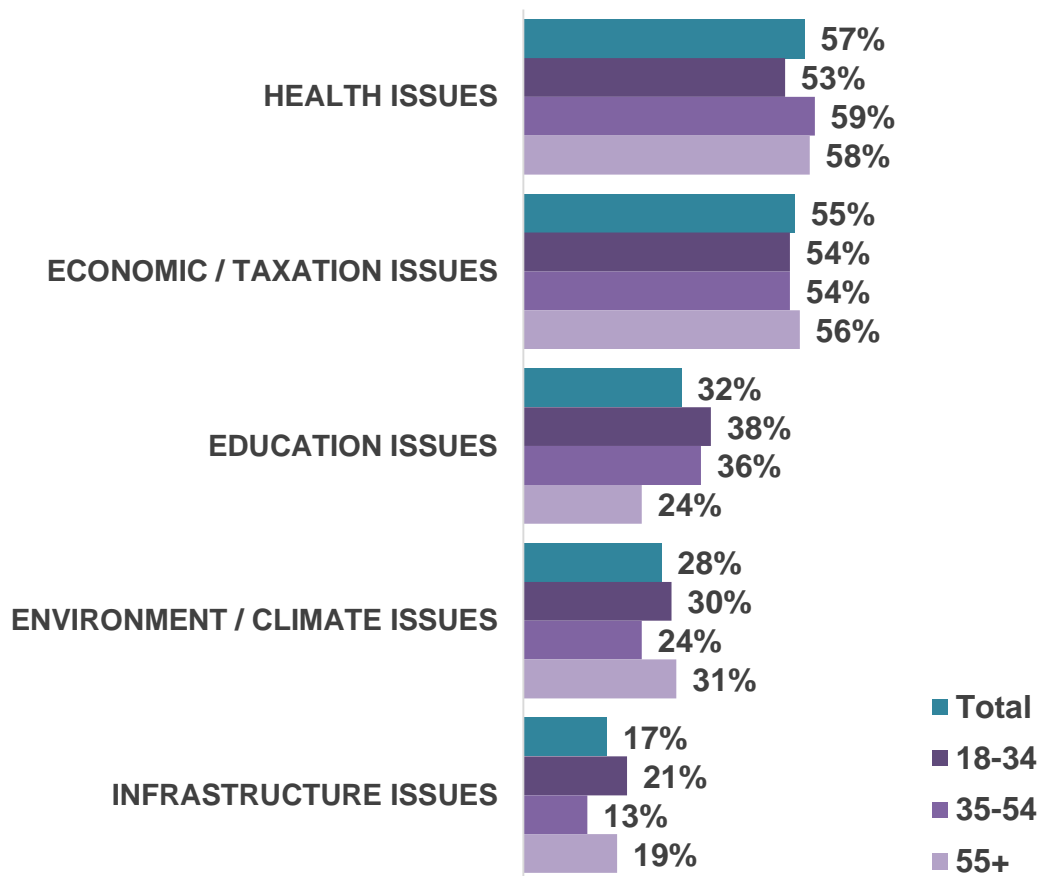
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IMPORTANCE OF POLICIES AND ISSUES WHEN VOTING IN THIS ELECTION

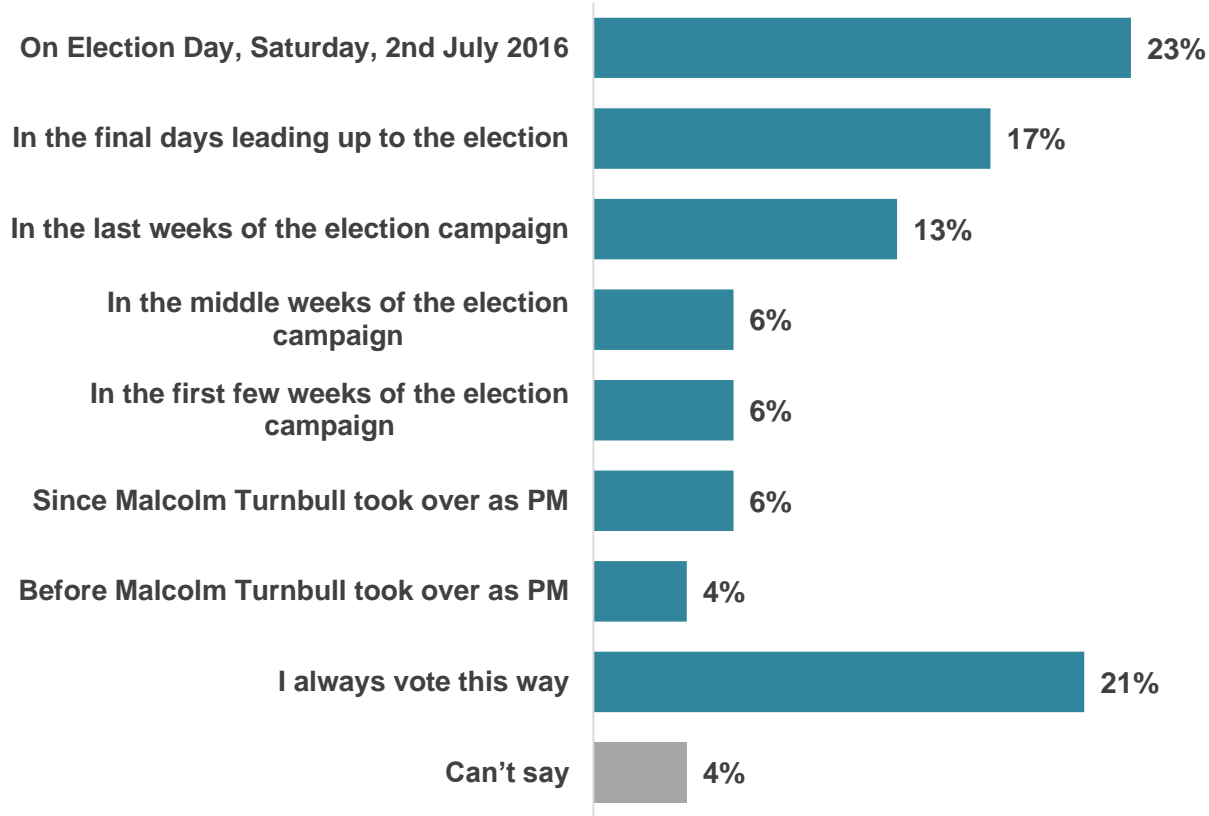
Importance of policies and issues



Q9. In deciding who to vote for in this election, which of the following policies or issues were most important to you? PLEASE SELECT UP TO 5 ISSUES
 Base: All respondents, n=1000; 18-34, n=320; 35-54, n=327; 55+, n=353

WHEN DECIDED WHO TO VOTE FOR IN HOUSE OF REPRESENTATIVES IN THIS ELECTION

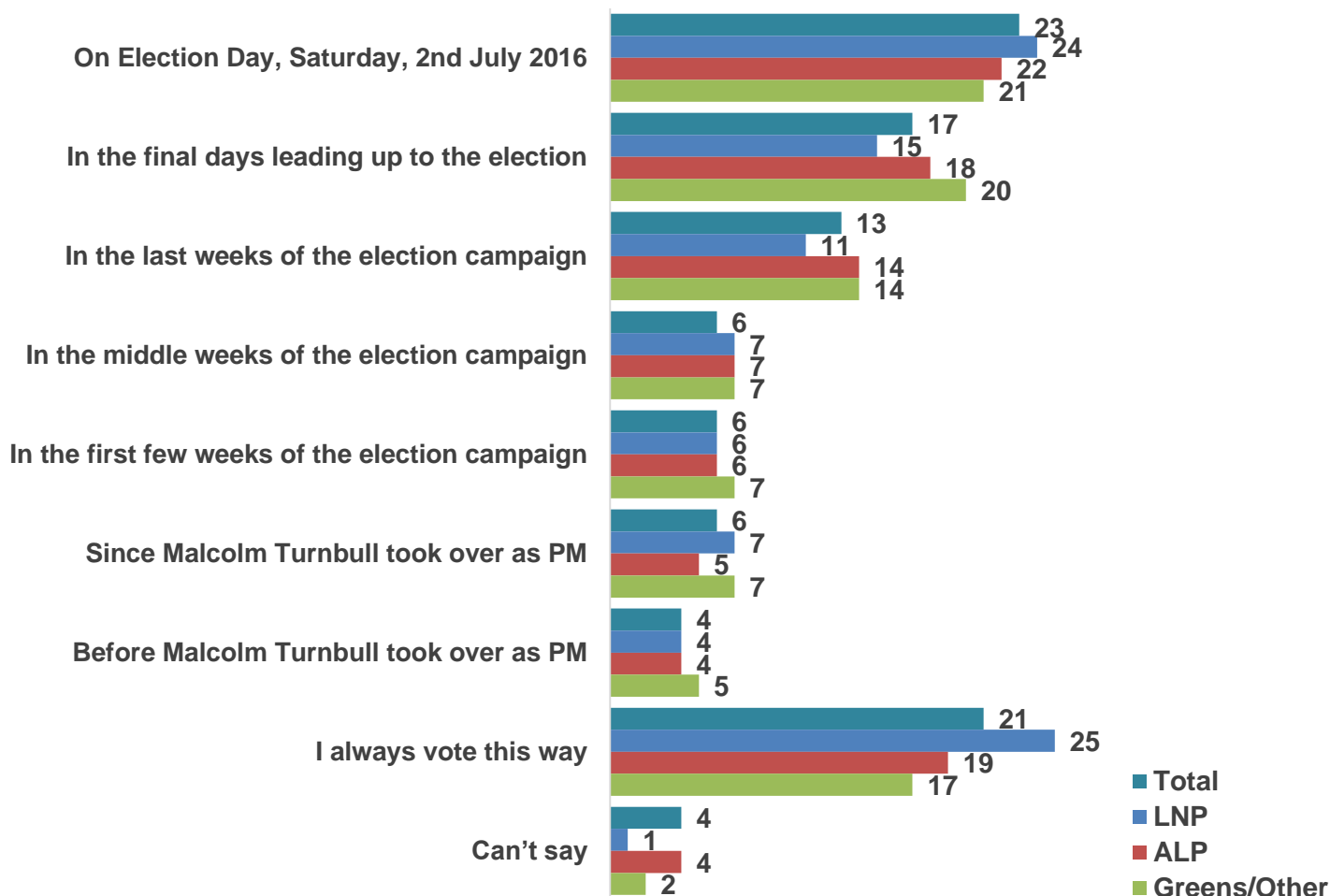
When did you decide who to vote for in the House of Representatives this election?



Q6. When did you decide who to vote for in the House of Representatives in this election?
 Base: All respondents, n=1000

WHEN DECIDED WHO TO VOTE FOR IN HOUSE OF REPRESENTATIVES IN THIS ELECTION

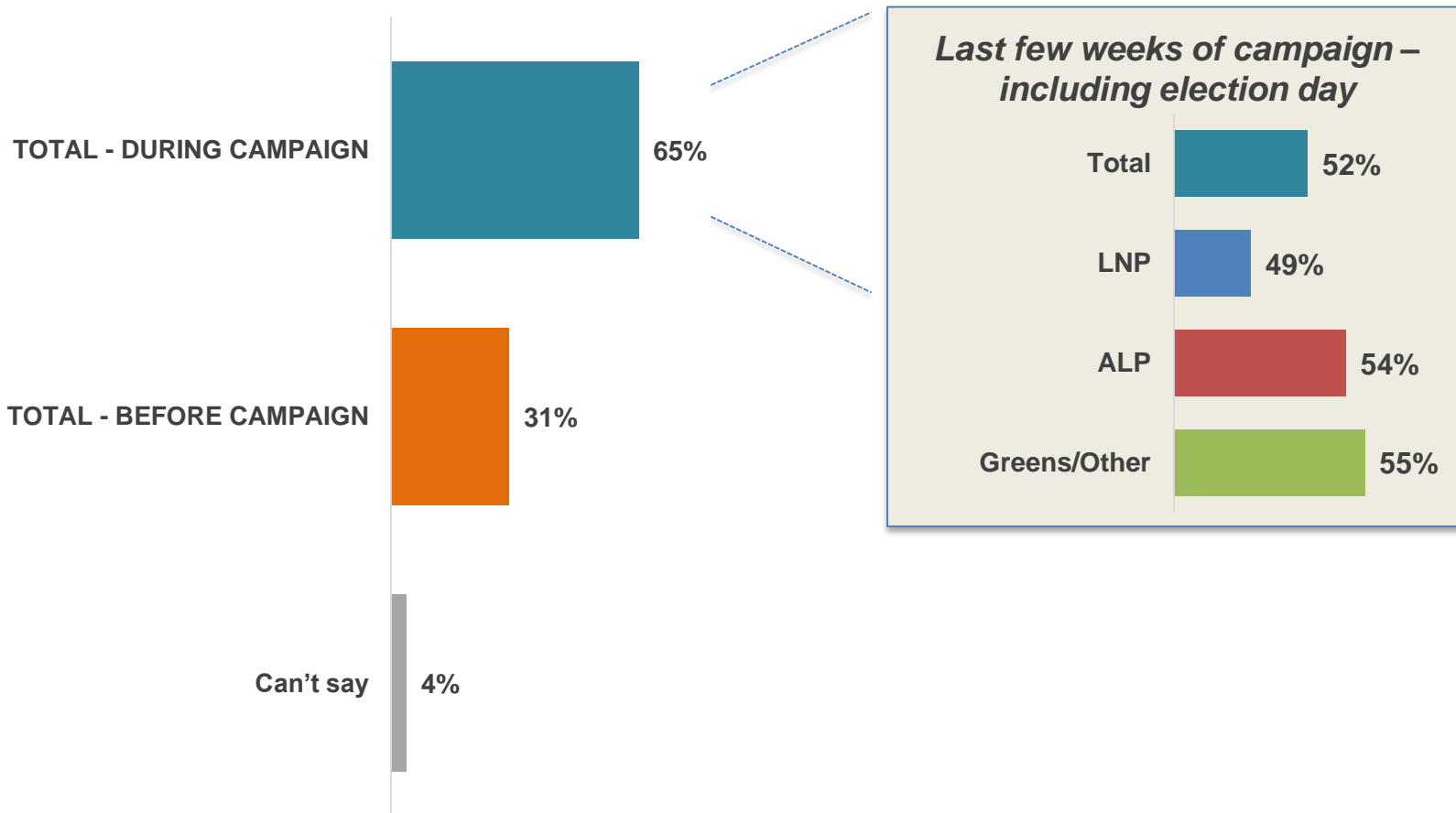
When did you decide who to vote for in the House of Representatives this election? (%)



Q6. When did you decide who to vote for in the House of Representatives in this election?
 Base: All respondents, n=1000; LNP, n=358; ALP, n=355; Greens/Other, n=237

WHEN DECIDED WHO TO VOTE FOR IN HOUSE OF REPRESENTATIVES IN THIS ELECTION

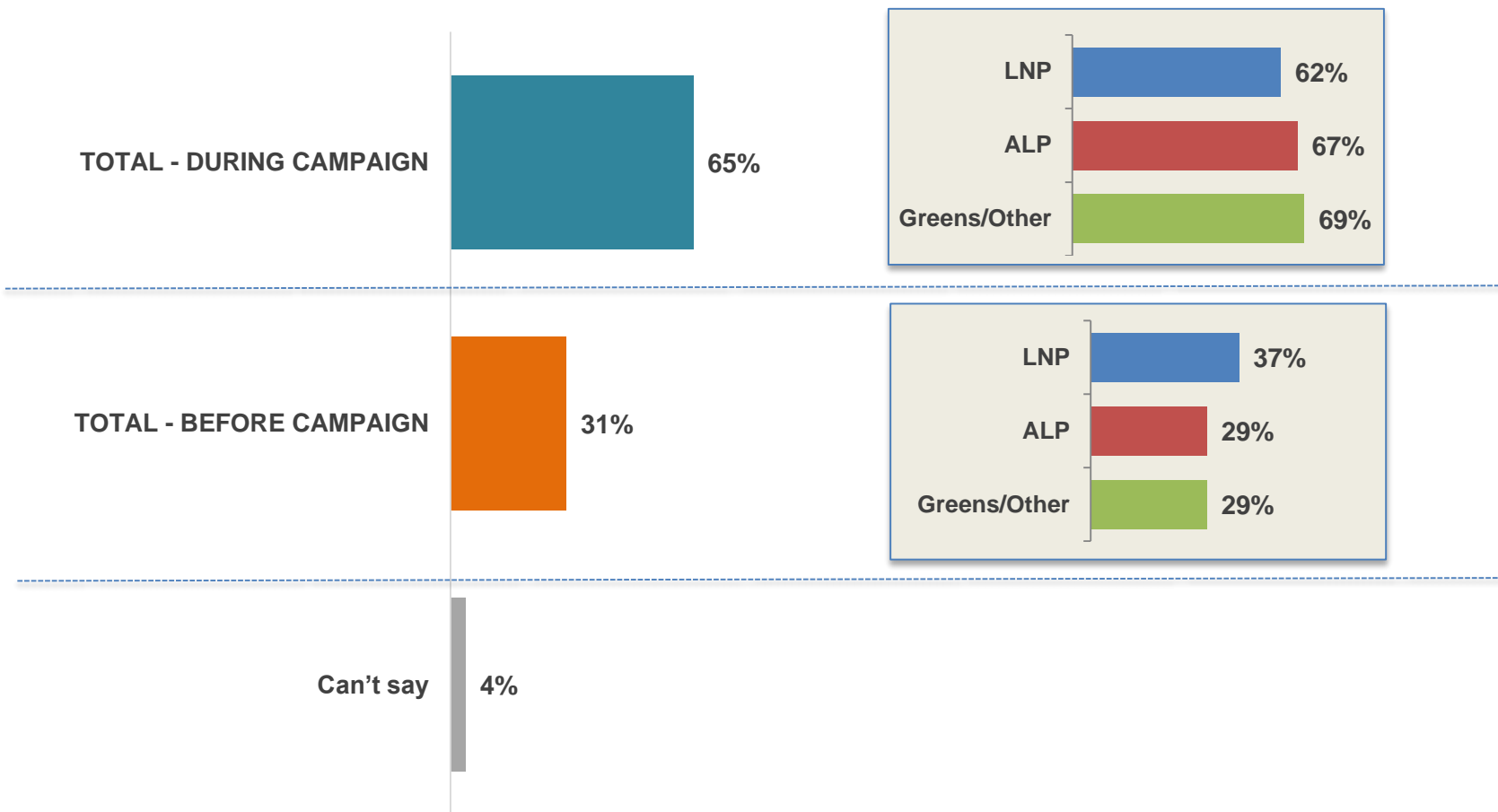
When did you decide who to vote for in the House of Representatives this election?



Q6. When did you decide who to vote for in the House of Representatives in this election?
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WHEN DECIDED WHO TO VOTE FOR IN HOUSE OF REPRESENTATIVES IN THIS ELECTION

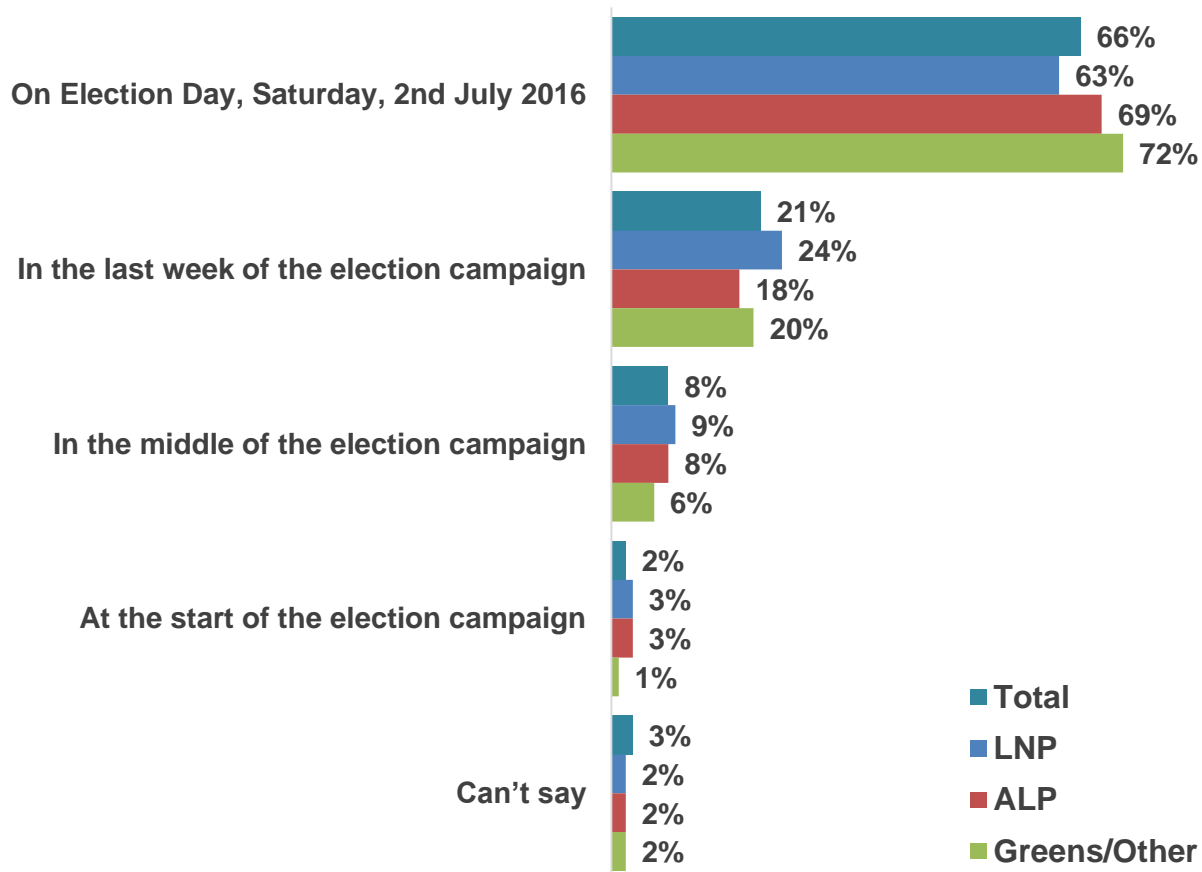
When did you decide who to vote for in the House of Representatives this election?



Q6. When did you decide who to vote for in the House of Representatives in this election?
 Base: All respondents, n=1000; LNP, n=358; ALP, n=355; Greens/Other, n=237

WHEN VOTE IN THIS ELECTION WAS CAST

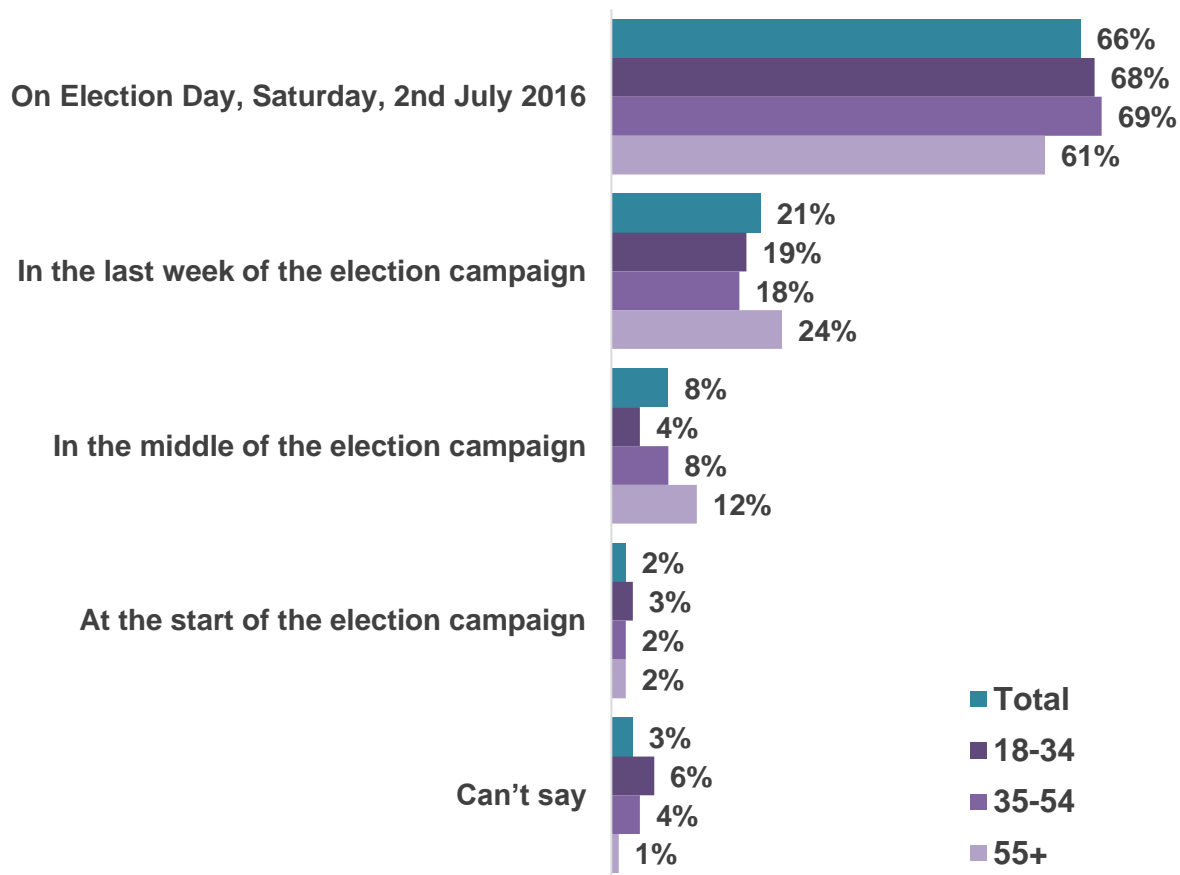
When vote in this election was cast



Q7. To the best of your recollection, when did you cast your vote in this election?
 Base: All respondents, n=1000; LNP, n=358; ALP, n=355; Greens/Other, n=237

WHEN VOTE IN THIS ELECTION WAS CAST

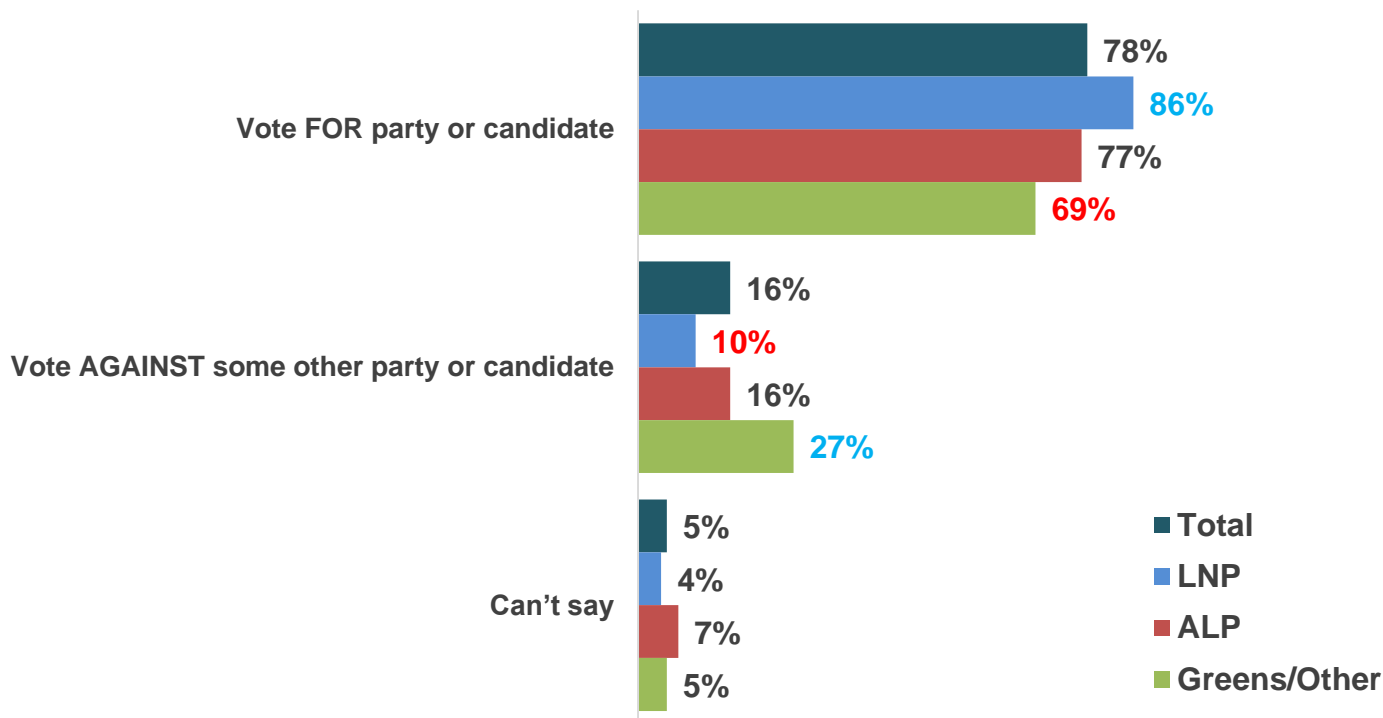
When vote in this election was cast



Q7. To the best of your recollection, when did you cast your vote in this election?
 Base: All respondents, n=1000; 18-34, n=320; 35-54, n=327; 55+, n=353

VOTE CAST MORE FOR PARTY OR CANDIDATE OR MORE AGAINST SOME OTHER PARTY OR CANDIDATE

Vote more FOR party or candidate or more AGAINST some other party or candidate

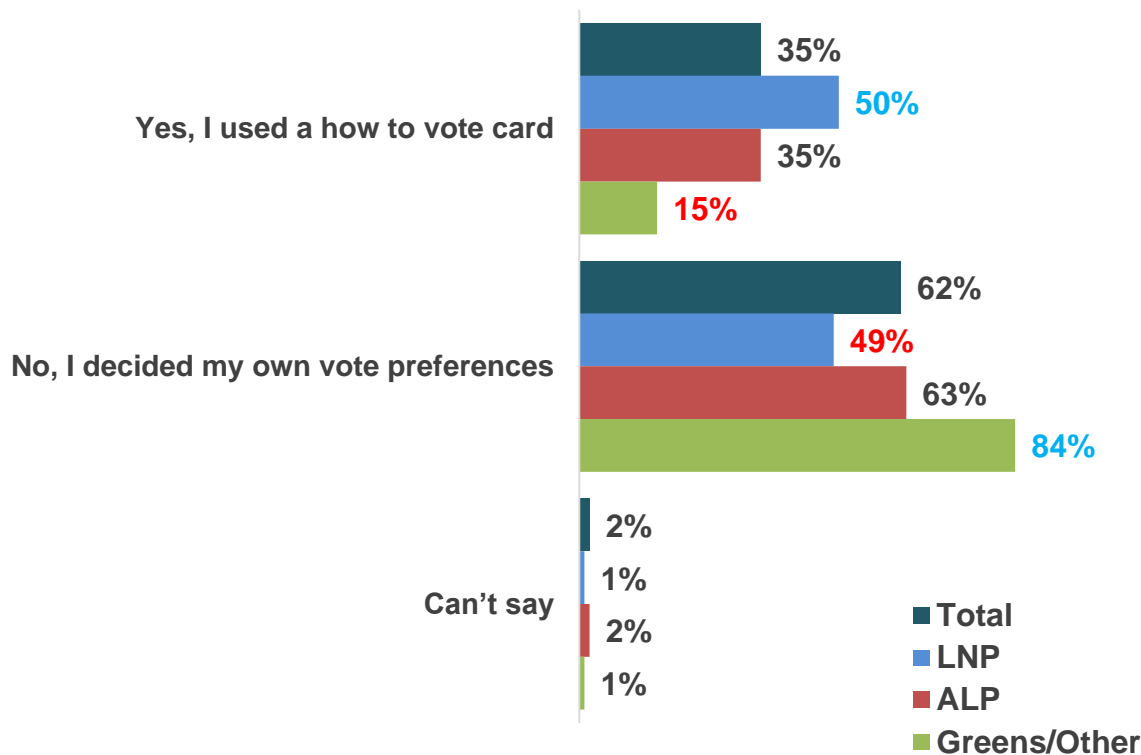


Significantly higher than total at 95% confidence interval
Significantly lower than total at 95% confidence interval

Q2. Was your House of Representatives vote more a vote FOR [INSERT PARTY VOTED FOR ON Q1] or more a vote AGAINST some other party or candidate?
 Base: Respondents who voted for a party or candidate in Q1, All respondents, n=950; LNP, n=358; ALP, n=355; Greens/Other, n=237

FOLLOWING OF 'HOW TO VOTE' CARDS

Follow 'How to vote' card or instructions from a party or candidate when voting for the House of Representatives



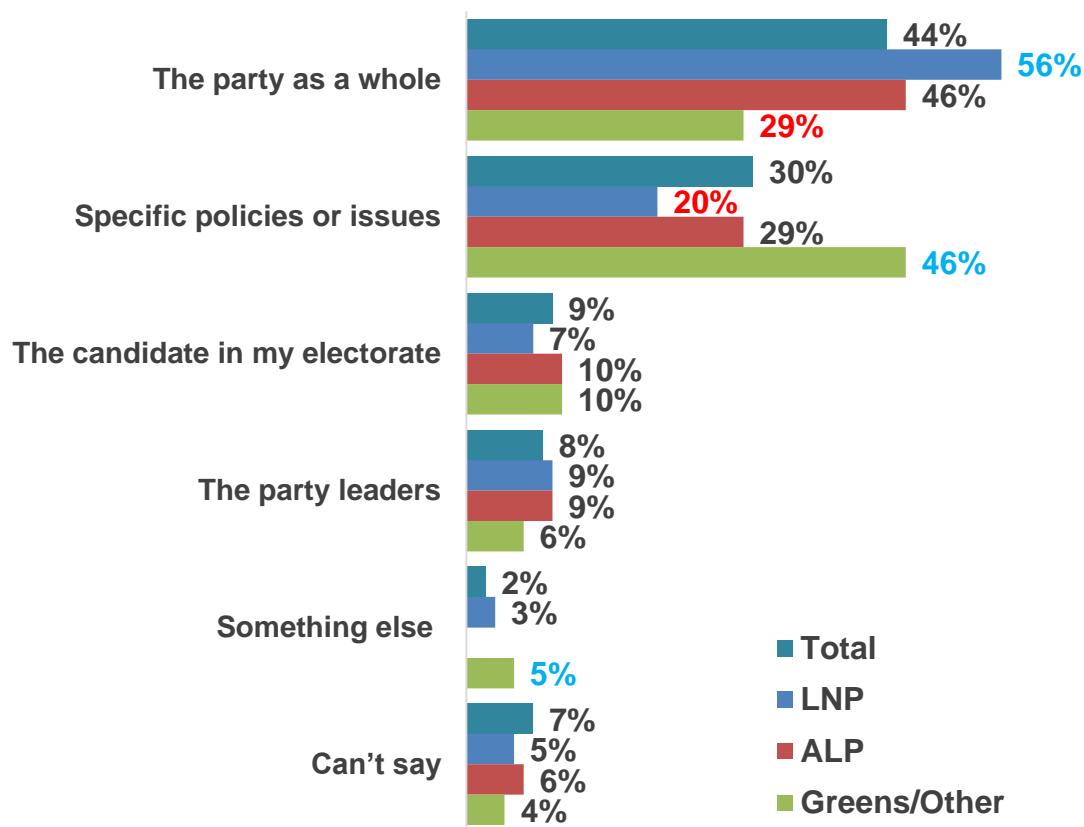
Q3. When voting for the House of Representatives (on the smaller, green ballot paper), did you follow a 'How to vote' card or instructions from a party or candidate, or did you decide your own voting order (preferences)?

Base: All respondents, n=1000; LNP, n=358; ALP, n=355; Greens/Other, n=237

Significantly higher than total at 95% confidence interval
 Significantly lower than total at 95% confidence interval

IMPORTANCE OF ASPECTS WHEN VOTING IN THIS ELECTION

In deciding who to vote for in this election, which of the following was most important to you?

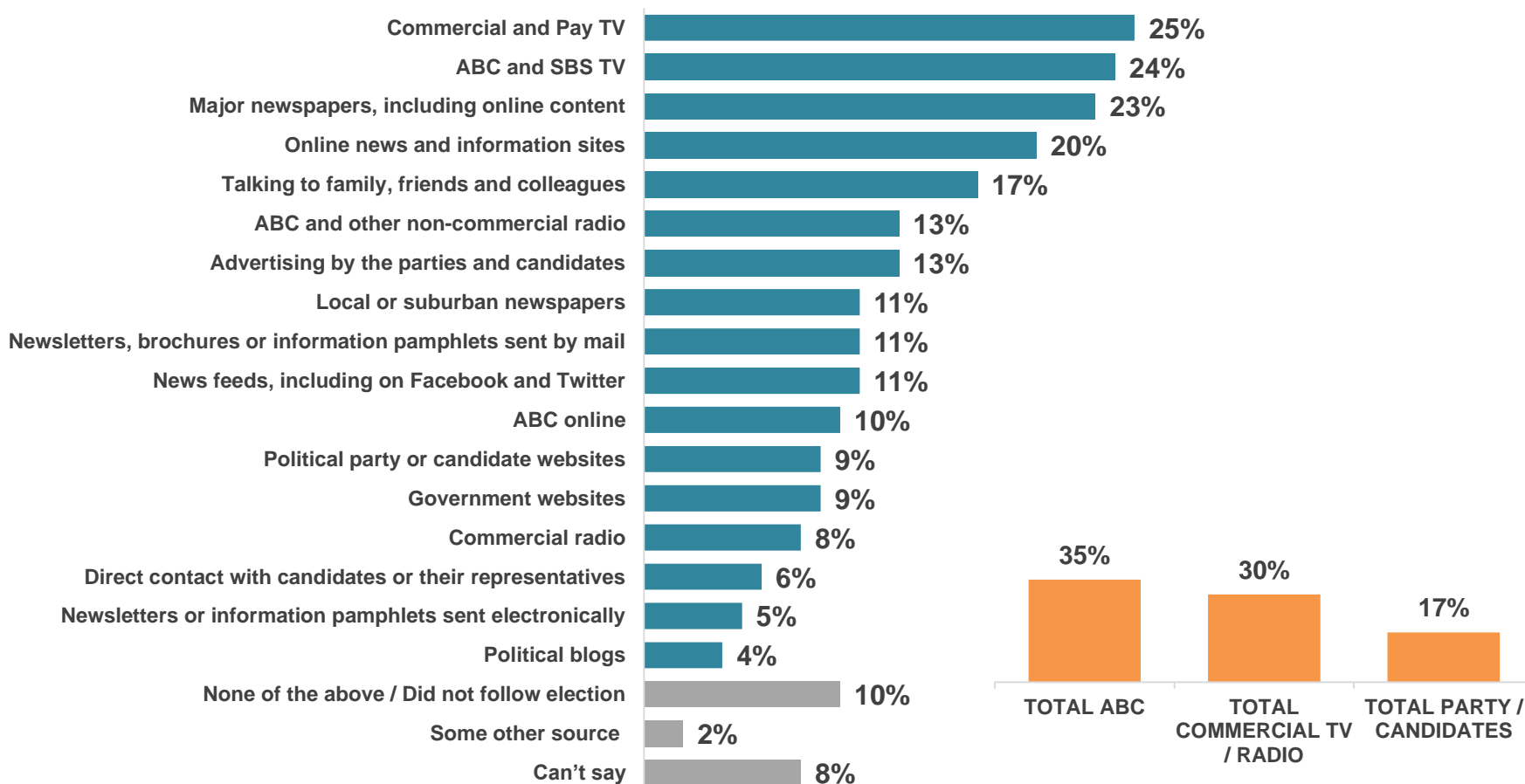


Significantly higher than total at 95% confidence interval
Significantly lower than total at 95% confidence interval

Q8. In deciding who to vote for in this election, which of the following was most important to you?
 Base: All respondents, n=1000; LNP, n=358; ALP, n=355; Greens/Other, n=237

USEFULNESS OF SOURCES OF NEWS AND INFORMATION FOR ELECTION CAMPAIGN

Usefulness of sources of news and information for election campaign



Q10. What were the most useful sources of news and information for you in this election campaign to keep you informed and help you decide who to vote for?

PLEASE SELECT ALL THAT APPLY

Base: All respondents, n=1000

USEFULNESS OF SOURCES OF NEWS AND INFORMATION FOR ELECTION CAMPAIGN

Usefulness of sources of news and information for election campaign

	Total	LNP	ALP	Greens/Other
Commercial and Pay TV	25%	31%	27%	16%
ABC and SBS TV	24%	24%	25%	26%
Major newspapers, including online content	23%	27%	21%	21%
Online news and information sites	20%	18%	19%	24%
Talking to family, friends and colleagues	17%	16%	15%	23%
ABC and other non-commercial radio	13%	11%	14%	16%
Advertising by the parties and candidates	13%	14%	13%	12%
Local or suburban newspapers, including online content	11%	11%	9%	14%
Newsletters, brochures or information pamphlets sent by mail	11%	12%	12%	8%
News feeds, including on Facebook and Twitter	11%	6%	11%	15%
ABC online	10%	8%	11%	13%
Political party or candidate websites	9%	8%	6%	15%
Government websites, such as the Australian Electoral Commission website	9%	7%	9%	11%
Commercial radio	8%	12%	6%	7%
Direct contact with candidates or their representatives	6%	8%	4%	7%
Newsletters, brochures or information pamphlets sent electronically	5%	7%	6%	3%
Political blogs	4%	3%	5%	5%
None of the above / Did not follow election	10%	9%	11%	11%
Some other source	2%	2%	2%	4%
Can't say	8%	9%	5%	9%

Q10. What were the most useful sources of news and information for you in this election campaign to keep you informed and help you decide who to vote for?

PLEASE SELECT ALL THAT APPLY

Base: All respondents, n=1000; LNP, n=358; ALP, n=355; Greens/Other, n=237

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USEFULNESS OF SOURCES OF NEWS AND INFORMATION FOR ELECTION CAMPAIGN

Usefulness of sources of news and information for election campaign

	Total	Male	Female	18-34	35-54	55+
Commercial and Pay TV	25%	26%	25%	17%	25%	33%
ABC and SBS TV	24%	27%	22%	17%	22%	34%
Major newspapers, including online content	23%	25%	21%	15%	20%	33%
Online news and information sites	20%	21%	19%	25%	19%	16%
Talking to family, friends and colleagues	17%	15%	20%	22%	17%	14%
ABC and other non-commercial radio	13%	17%	10%	8%	10%	22%
Advertising by the parties and candidates	13%	14%	12%	11%	12%	16%
Local or suburban newspapers, including online content	11%	13%	9%	8%	8%	16%
Newsletters, brochures or information pamphlets sent by mail	11%	13%	9%	9%	10%	14%
News feeds, including on Facebook and Twitter	11%	10%	12%	15%	12%	6%
ABC online	10%	11%	9%	10%	12%	8%
Political party or candidate websites	9%	7%	10%	8%	10%	8%
Government websites, such as the Australian Electoral Commission website	9%	7%	10%	12%	9%	5%
Commercial radio	8%	8%	7%	9%	4%	12%
Direct contact with candidates or their representatives	6%	7%	5%	4%	5%	8%
Newsletters, brochures or information pamphlets sent electronically	5%	5%	5%	8%	4%	5%
Political blogs	4%	5%	3%	7%	4%	2%
None of the above / Did not follow election	10%	10%	10%	11%	11%	8%
Some other source	2%	2%	3%	1%	2%	3%
Can't say	8%	8%	9%	11%	10%	4%

Significantly higher than total at 95% confidence interval
Significantly lower than total at 95% confidence interval

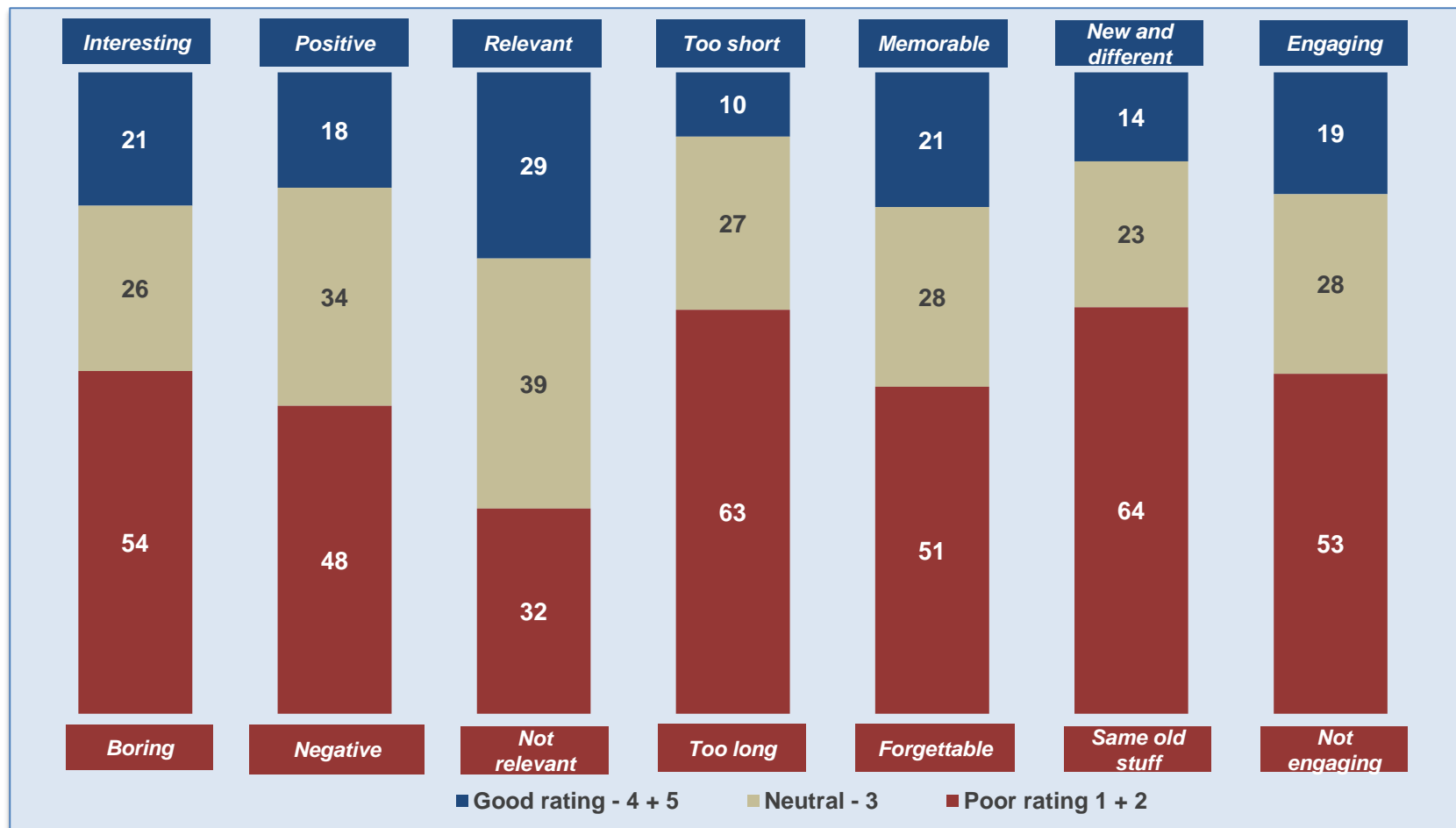
Q10. What were the most useful sources of news and information for you in this election campaign to keep you informed and help you decide who to vote for?

PLEASE SELECT ALL THAT APPLY

Base: All respondents, n=1000; Males, n=500; Females, n=500; 18-34, n=320; 35-54, n=327; 55+, n=353

WORDS OR PHRASES FOR DESCRIBING ELECTION CAMPAIGN

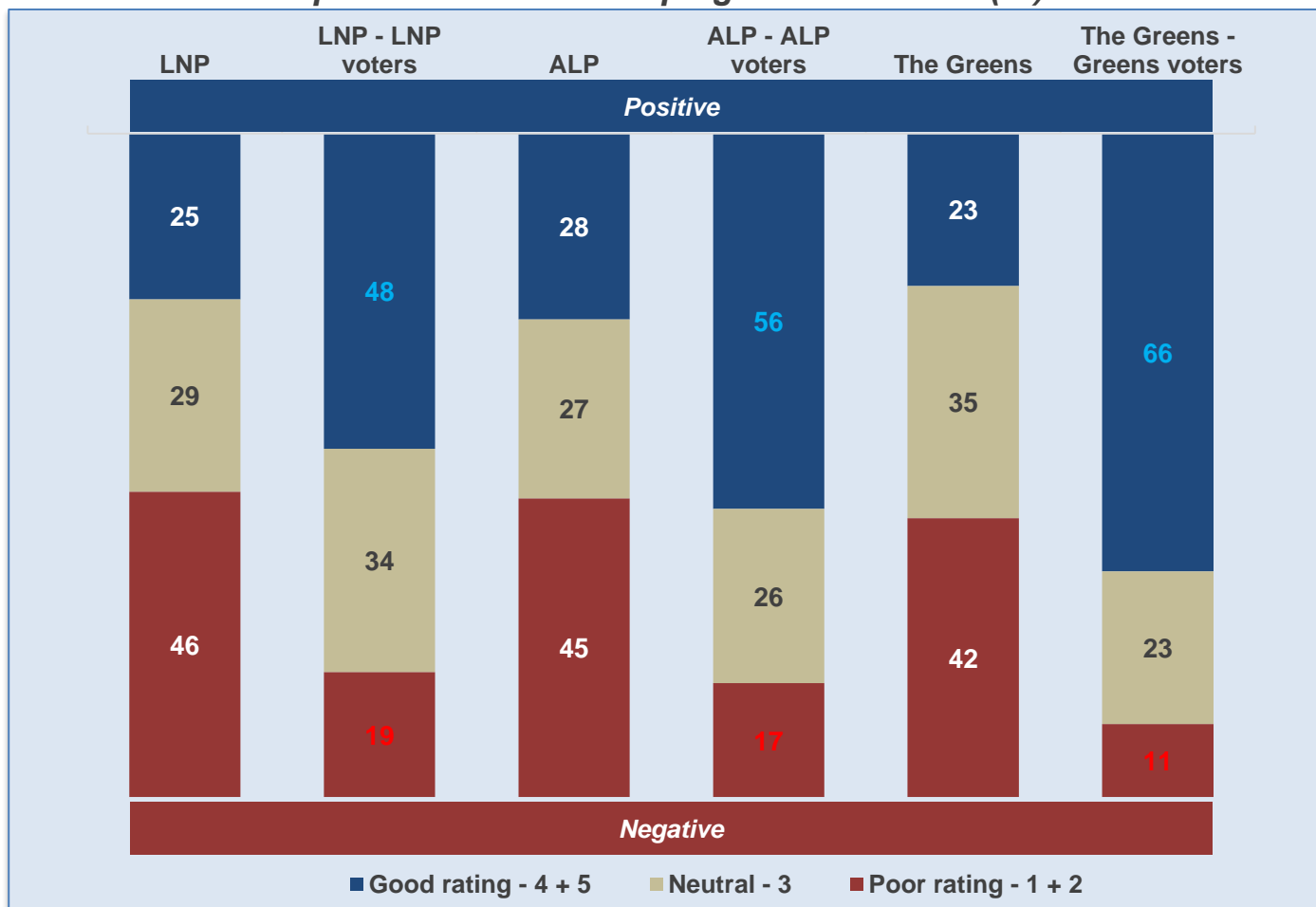
Which of the following words or phrases comes closer to describing this election campaign for you?(%)



Q11A Using the slider, please indicate which of the following words or phrases comes closer to describing this election campaign for you?
 Base: All respondents, n=1000

RATING OF PARTY ELECTION CAMPAIGNS

Please indicate how positive or negative each of the following parties' election campaigns have been? (%)



Q11B. Using the slider, please indicate how positive or negative each of the following parties' election campaigns have been?
 Base: All respondents, n=1000

**THERE ARE OVER
24 MILLION PEOPLE
IN AUSTRALIA...**

**FIND OUT
WHAT THEY'RE
THINKING.**

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JWS RESEARCH