

# JWS Research

## MEDIA RELEASE

*EMBARGOED UNTIL 12 MIDNIGHT TUESDAY, 17<sup>th</sup> AUGUST 2010*

### **Labor looks set to win with 4 seat majority**

If the Federal election for the House of Representatives had been held last weekend Labor would have been returned with a majority of 4 seats according to an automated telephone poll conducted by JWS Research.

The survey of 28,000 voters Australia-wide conducted on 14-15 August included a boost sample of more than 22,000 voters in 54 key marginal seats ranging from Lindsay with a two party preferred margin from last election of 6.3% (held by ALP) to McMillan at 4.8% (held by Liberal).

“The sheer size of the sample and the boost data gathered on 54 key marginal seats has enabled a detailed seat-by-seat analysis,” said John Scales, Managing Director of JWS Research.

“We had a very low rate of refusal on vote with only 6% of respondents initially undecided, which came back to a low 3% when asked which way they were leaning, so we are very confident of the data.”

The overall results show a 1.1% swing against Labor nationally on a two-party preferred basis. Using a redistributed pendulum on which Labor notionally holds 88 seats in the 150 seat Parliament, this would result in a net loss to Labor of 11 seats and likely see them returned to Government with 77 seats.

However, analysis by State shows an even closer result. Based on State swings overall and within the key marginals, the indications are the ALP would lose 13-14 seats, resulting in a hung parliament.

“This is the extent of what published poll sample sizes typically reveal. It is not until we looked at the individual seat by seat results in the key marginals on samples of an average of 400 plus voters that the true picture emerged,” Mr Scales said.

“Taking the seat by seat results into account, Labor loses only 9 seats on a net basis, producing a likely Parliament of ALP 79 seats, LNP 68 and Independents 3 – a workable majority.”

“This call obviously precludes events in the last week of campaigning that might influence this outcome either way and local incumbency and candidate name identity also plays a role.”

Labor’s primary vote has declined considerably since 2007, with just 36.5% overall nominating a first preference for Labor, down 6.9 points since the 2007 election when Kevin Rudd was elected Prime Minister. 42.2% of voters give their first preference to the Coalition (up 0.4 points), 14.9% (up 7.1 points) to the Greens and 6.4% (down 0.7 points) to other candidates and parties.

In the 54 key marginals, Labor’s primary vote is 35.0%, the Coalition 44.7%, the Greens 14.3% and other candidates and parties 6.0%.

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Preferences become critical for Labor given this low primary vote result and there are indications of a higher flow of preferences to Labor from Greens, Independents and other parties at this election: 63% overall in 2007 but 71% overall in this survey.

There is a significant divergence between those who have already voted (4,576 respondents and 15% of the total sample) and those that have not voted (the remaining 85% of voters). The overall TPP result amongst those who had voted was ALP 56.5% to LNP 43.5%, compared to ALP 50.7% and LNP 49.3% amongst those who haven't voted. However, the Labor TPP vote was lower in the 54 key marginals amongst those who had already voted, at 53.2% to 46.8% for the LNP, compared to those who haven't voted, with Labor 48.5% and LNP 51.5%.

Nationally in the preferred Prime Minister stakes, Julia Gillard is at 42%, Abbott 38% and 20% are undecided or prefer neither. Voters in the 54 key marginals have Gillard at 41% and Tony Abbott at 40% on this measure.

Expectations of a Labor win are higher than for a Coalition win, at 39% to 21% nationally and 38% to 22% in the key marginals, but possibly channeling these poll results, 40% of voters in both markets say it is too close to call or are undecided.

*About the poll: The automated telephone poll was conducted on 14 and 15 August amongst 28,000 voters Australia-wide. The data was weighted to be representative of the population. The maximum margin of error for a poll of 28,000 respondents with results at around 50% at the 95% confidence level is less than 1%. 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 to May 2010. He is a member of the Australian Market and Social Research Society 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).***

***Seat by seat summaries for the key marginals will be available on the Telereach website from Wednesday, 18<sup>th</sup> August.***

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**Table 1: Two Party Preferred Vote – By State Nationally and in the Key Marginals**

Two Party Preferred Vote	Seats	Sample	ALP	LNP	Swing since 2007	ALP Net Gains	ALP seats post election
<b>National</b>	<b>150</b>	<b>28,000</b>	<b>51.6</b>	<b>48.4</b>	<b>-1.1</b>	<b>-11</b>	<b>77 (-11)</b>
Queensland	30	8,033	45.1	54.9	-5.3	-10	74 (-14)
New South Wales	48	7,919	51.8	48.2	-2.1	-5	
ACT	2	164	62.4	37.6	-1.0	0	
Victoria	37	4,702	56.5	43.5	+2.4	+2	
Tasmania	5	1,750	61.9	38.1	+5.6	0	
South Australia	11	2,400	50.9	49.1	-1.6	0	
Western Australia	15	2,624	46.3	53.7	-0.5	-1	
Northern Territory	2	408	57.5	42.5	+1.8	0	
<b>54 Marginals (ALP 6.3 - LNP 4.8)</b>	<b>54</b>	<b>22,064</b>	<b>49.2</b>	<b>50.8</b>	<b>-1.6</b>	<b>-13</b>	
33 ALP marginals (ALP 0.0 - 6.3)	33	13,514	50.9	49.1	-1.8	-13	75 (-13)
21 LNP marginals (LNP 0.0 - 4.8)	21	8,550	46.4	53.6	-1.4	0	
Queensland	17	7,244	44.5	55.5	-6.8	-11	75 (-13)
New South Wales	15	5,948	48.9	51.1	-2.0	-5	
Victoria	7	2,745	54.9	45.1	+5.0	+4	
Tasmania	3	1,609	60.9	39.1	+8.4	0	
South Australia	5	2,030	51.6	48.4	+1.4	+1	
Western Australia	6	2,138	48.1	51.9	-1.9	-2	
Northern Territory	1	349	51.2	48.8	+1.0	0	

**Note:**

- These results assume the three independent seats of Kennedy, Lyne and New England will continue to be held by independents.
- Macquarie (notional ALP) and Wentworth (Liberal) remain unchanged, as the sample size in these two seats was too small to be statistically reliable.
- 3% undecided on primary vote and 6% undecided on TPP vote have been excluded to enable direct comparison with 2007 election results.

**The questions asked:**

*“Have you voted yet in this federal election?”*

*IF VOTED:*

*“When you voted, who did you vote for: Labor, Liberal, National, Greens or other?”*

*“And who did you preference after that between Labor and the Liberals or Nationals?”*

*IF NOT VOTED YET:*

*“At the federal election to be held on Saturday who will you vote for in your local electorate: Labor, Liberal, National, Greens or other?”*

*“Even though you are undecided, do you have a leaning towards any of the candidates or parties in your seat?”*

*“Even though it is not your first choice, if you must choose between Labor and the Liberals or Nationals at the election on Saturday, who will you choose?”*

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**Table 2: Seat by Seat Results in the Key Marginals – By State**

<b>Seat by Seat in the 54 key marginals</b>	<b>ALP Hold</b>	<b>ALP Loss</b>	<b>LNP Loss</b>	<b>LNP Hold</b>
<b>Result = ALP 79 seats (net -9)</b>	<b>55 safe plus hold 18</b>	<b>Lose 15</b>	<b>Lose 6</b>	<b>38 safe plus hold 15</b>
<b>Queensland (ALP net -8)</b>	Moreton Longman Herbert	Brisbane Bonner Petrie Leichhardt Forde Dawson Flynn Dickson		Bowman Ryan Hinkler Fairfax Fisher Wright
<b>New South Wales (ALP net -2)</b>	Greenway Dobell Page Eden-Monaro Gilmore Macquarie	Lindsay Bennelong Macarthur Robertson	Paterson Cowper	Hughes Calare Wentworth
<b>Victoria (ALP net +2)</b>	Bendigo Deakin	Corangamite	McEwen La Trobe Dunkley	McMillan
<b>Tasmania (ALP net no change)</b>	Franklin Braddon Bass			
<b>South Australia (ALP net +1)</b>	Hindmarsh Kingston		Boothby	Sturt Grey
<b>Western Australia (ALP net -2)</b>	Brand	Hasluck Swan		Stirling Cowan Canning
<b>Northern Territory (ALP net no change)</b>	Solomon			

Note: These seat results assume the three additional independent seats of Kennedy, Lyne and New England will continue to be held by independents and that Macquarie (notional ALP) and Wentworth (Liberal) remain unchanged, as the sample size in these latter two seats was too small to be statistically reliable.