

RUDD TO HOLD GRIFFITH BUT SAFE LABOR SEATS AT RISK

A JWS Research poll of five key seats of interest conducted Wednesday night shows Kevin Rudd looks set to hold his Brisbane seat of Griffith, but Labor has a fight on its hands to hold the seats of Lilley, McMahon, McEwen and Bendigo.

Kevin Rudd has increased his primary vote in Griffith to 48%, up from 44.1% at the 2010 election. This is translating into a strong TPP figure for Rudd and Labor in Griffith, with a swing against Labor of just -1.3.

“A combination of a high favourability rating and strong re-elect sentiment means Kevin Rudd looks set to easily retain his seat of Griffith at the federal election next Saturday,” said JWS Research Director John Scales.

“The Liberal National candidate Bill Glasson has also established a strong personal favourability rating of 44%, but this is not enough to overcome the Prime Minister’s local incumbency and majority unfavourability towards Tony Abbott.”

By contrast, ex-Treasurer Wayne Swan has a battle to retain his seat of Lilley, as does current Treasurer Chris Bowen in McMahon.

“Both Swan and Bowen are struggling against poor re-elect sentiment for the Labor government and strong local candidacy from Rod McGarvie for the LNP in Lilley and Ray King for the Liberals in McMahon,” said John Scales.

Further up the pendulum, the Labor Party are also facing the prospect of a loss in McEwen, with a -13.9 swing against the ALP on a TPP basis.

“Rudd and Labor are particularly unpopular in McEwen, Rudd’s net favourability is at -26 (favourable 31%, unfavourable 56%) and a majority of McEwen voters (56%) do not believe the Labor government has done enough to be re-elected.”

The Labor Party also has a challenge in Bendigo where it has lost its incumbency advantage with the retirement of sitting member Steve Gibbons.

“Bendigo is also being contested by the National Party this election, but it looks more like a straight ALP versus Liberal contest, with the National candidate polling only single figures.

“Both the Labor candidate Lisa Chesters and the Liberal candidate Greg Bickley are evenly matched in terms of their favourability ratings. This translates to a primary vote of 40% apiece for the Labor Party and for the Liberal Party in Bendigo.

“Added to this, Rudd and Abbott are also almost equally unpopular in Bendigo, which makes for a strong local contest.”

SURVEY METHODOLOGY AND SAMPLING

A total of n=2,918 completed interviews were conducted with eligible voters in the 5 federal Labor seats of Lilley, McMahon, Griffith, McEwen and Bendigo using IVR (automated) polling technology on Wednesday, 28th August 2013, with more than n=480 voters surveyed per seat.

The maximum margin of error on an individual seat sample of approximately n=480 interviews is +/-4.5% 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 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	Lilley		McMahon		Griffith		McEwen		Bendigo	
Labor member	Wayne Swan		Chris Bowen		Kevin Rudd		Rob Mitchell		Lisa Chesters §	
Liberal candidate	Rod McGarvie		Ray King		Bill Glasson		Donna Petrovich		Greg Bickley	
Sample	n=757		n=482		n=551		n=540		n=588	
Primary Vote	2010 Federal Election	JWS Poll 28 Aug 2013	2010 Federal Election	JWS Poll 28 Aug 2013	2010 Federal Election	JWS Poll 28 Aug 2013	2010 Federal Election*	JWS Poll 28 Aug 2013	2010 Federal Election*	JWS Poll 28 Aug 2013
Labor	41.1%	40%	51.3%	44%	44.1%	48%	43.2%	35%	47.7%	40%
Liberal	41.2%	48%	36.3%	52%	35.8%	40%	40.0%	47%	35.8%	40%
Greens	12.2%	5%	8.1%	3%	15.4%	7%	11.8%	6%	12.3%	9%
Nationals**										6%
Other	5.5%	7%	4.4%	1%	4.8%	6%	5.0%	12%	4.2%	5%
ALP primary vote swing (JWS 15 Aug 2013 – Election 2010)		-1.1		-7.3		+3.9		-8.2		-7.7

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: 2-7% 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 for McEwen and Bendigo is included as a guide only and should not be used as a direct comparison.

** Bendigo only

§ The retiring member is Steve Gibbons. Lisa Chesters is standing for the ALP in 2013.

Table 2: Two-party preferred vote – Key Labor seats

TPP Vote – Key Labor seats	Lilley	McMahon	Griffith	McEwen	Bendigo
Labor member	Wayne Swan	Chris Bowen	Kevin Rudd	Rob Mitchell	Lisa Chesters §
Liberal candidate	Rod McGarvie	Ray King	Bill Glasson	Donna Petrovich	Greg Bickley
Sample	n=757	n=482	n=551	n=540	n=588
2010 election TPP vote margin	ALP 3.2%	ALP 7.8%	ALP 8.5%	ALP 9.2% #	ALP 9.4% #
Labor	46.2%	46.9%	57.2%	45.3%	50.6%
Liberal	53.8%	53.1%	42.8%	54.7%	49.4%
TPP Swing (JWS 28 Aug 2013 – Election 2010)	-7.0	-10.9	-1.3	-13.9	-8.8
ALP TPP vote margin	-3.8	-3.1	+7.2	-4.7	+0.6
Result at election today	Likely ALP loss	Likely ALP loss	ALP retain	Likely ALP loss	Too close to call

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: 5-12% 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 28, 2013.

The 2010 TPP election results in McEwen and Bendigo, as calculated by the AEC, takes into account the notional results of boundary redistributions the AEC conducted in Victoria since the August 2010 Federal election.

Table 3: Labor member name ID (awareness and favourability)

Labor member name ID	Lilley Wayne Swan	McMahon Chris Bowen	Griffith Kevin Rudd	McEwen Rob Mitchell	Bendigo Lisa Chesters §
<i>Sample</i>	<i>n=757</i>	<i>n=482</i>	<i>n=551</i>	<i>n=540</i>	<i>n=588</i>
Favourable	38%	38%	48%	27%	33%
Unfavourable	49%	44%	43%	37%	31%
No particular view	13%	16%	7%	29%	30%
Never heard of	1%	3%	2%	8%	6%
Net favourability (fav - unfav)	-12	-6	+5	-10	+2

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

§ The retiring member is Steve Gibbons. Lisa Chesters is standing for the ALP in 2013.

Table 4: Liberal candidate name ID (awareness and favourability)

Liberal candidate name ID	Lilley Rod McGarvie	McMahon Ray King	Griffith Bill Glasson	McEwen Donna Petrovich	Bendigo Greg Bickley
<i>Sample</i>	<i>n=757</i>	<i>n=482</i>	<i>n=551</i>	<i>n=540</i>	<i>n=588</i>
Favourable	39%	41%	44%	38%	38%
Unfavourable	30%	27%	27%	33%	37%
No particular view	26%	24%	24%	25%	24%
Never heard of	5%	8%	4%	5%	1%
Net favourability (fav - unfav)	+9	+15	+17	+5	+2

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

Table 5: Prime Minister Kevin Rudd name ID (awareness and favourability)

Kevin Rudd name ID	Lilley	McMahon	Griffith	McEwen	Bendigo
<i>Sample</i>	<i>n=757</i>	<i>n=482</i>	<i>n=551</i>	<i>n=540</i>	<i>n=588</i>
Favourable	40%	37%	48%	31%	33%
Unfavourable	50%	50%	43%	56%	50%
No particular view	8%	12%	7%	12%	16%
Never heard of	1%	*	2%	1%	1%
Net favourability (fav - unfav)	-11	-13	+5	-26	-17

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

Table 6: Opposition Leader Tony Abbott name ID (awareness and favourability)

Tony Abbott name ID	Lilley	McMahon	Griffith	McEwen	Bendigo
<i>Sample</i>	<i>n=757</i>	<i>n=482</i>	<i>n=551</i>	<i>n=540</i>	<i>n=588</i>
Favourable	43%	49%	39%	35%	36%
Unfavourable	46%	35%	52%	51%	53%
No particular view	9%	15%	7%	13%	11%
Never heard of	2%	1%	2%	1%	*
Net favourability (fav - unfav)	-3	+14	-13	-16	-16

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

Table 7: Sitting member re-elect

Sitting member re-elect*	Lilley Wayne Swan	McMahon Chris Bowen	Griffith Kevin Rudd	McEwen Rob Mitchell
<i>Sample</i>	<i>n=757</i>	<i>n=482</i>	<i>n=551</i>	<i>n=540</i>
Yes, definitely	31%	31%	40%	18%
Yes, probably	15%	13%	15%	21%
Total yes, deserves re-elect	47%	44%	55%	39%
No	44%	45%	39%	43%
Not sure	9%	11%	6%	18%
Net re-elect (yes - no)	+3	-1	+16	-3

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

**Not asked in Bendigo as the sitting member, Steve Gibbons, is retiring.*

Table 8: Labor government re-elect

Labor government re-elect	Lilley	McMahon	Griffith	McEwen	Bendigo
<i>Sample</i>	<i>n=757</i>	<i>n=482</i>	<i>n=551</i>	<i>n=540</i>	<i>n=588</i>
Yes, definitely	26%	25%	34%	21%	27%
Yes, probably	14%	6%	14%	14%	15%
Total yes, deserves re-elect	40%	31%	48%	35%	42%
No	53%	54%	45%	56%	48%
Not sure	7%	15%	7%	9%	10%
Net re-elect (yes - no)	-13	-22	+4	-21	-6

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

Table 9: Vote Summary Table

Summary Table	Lilley	McMahon	Griffith	McEwen	Bendigo §
Sitting member	Wayne Swan	Chris Bowen	Kevin Rudd	Rod McGarvie	Lisa Chesters
Candidate	Rod McGarvie	Ray King	Bill Glasson	Donna Petrovich	Greg Bickley
Sample	n=757	n=482	n=551	n=540	n=588
Primary vote swing	-1.1	-7.3	+3.9	-8.2	-7.7
TPP vote margin	-3.8	-3.1	+7.2	-4.7	+0.6
Member net favourability	-12	-6	+5	-10	+2
Candidate net favourability	+9	+15	+17	+5	+2
Rudd net favourability	-11	-13	+5	-26	-17
Abbott net favourability	-3	+14	-13	-16	-16
Net member re-elect *	+3	-1	+16	-3	
Net Labor re-elect	-13	-22	+4	-21	-6

§ The retiring member is Steve Gibbons. Lisa Chesters is standing for the ALP in 2013.

*Not asked in Bendigo as the sitting member, Steve Gibbons, is retiring.