

### **Status Quo in Victoria as Leaders Fail to Engage**

A special JWS Research Poll for the Herald and Weekly Times finds the two party preferred vote result in Victoria is virtually unchanged since the last election.

This means the Baillieu Government has not consolidated its first term incumbency, nor has Labor made any headway, with all analyses showing no change in the seat tally for the Liberal-National Coalition or Labor if an election were to be held now.

Analysis by seat marginality groupings shows the status quo result is based on improved two party preferred (TPP) voting results in non-marginal Liberal-National seats, where there has been a swing to the Government of +4.0 points since the 2010 election; balanced by a swing against the Government of -0.7 points in marginal seats – predominantly from Labor marginal seats where the TPP swing is -1.0 points.

Use of historical preference flows from the 2010 election (and subsequent by-elections) produces a swing of +1.5 points to the Liberal-National Coalition, which could potentially deliver them up to six seats – but this is countered by the observed swing against the Government specifically in Labor marginal seats.

In other results:

- Only 35% of Victorian voters think Victoria is headed in the right direction, whilst 48% think it is headed in the wrong direction;
- Asked to rate the performance of the Baillieu Coalition Government, just 23% rated it as good, 39% said its performance is average and 36% said it is poor;
- Premier Ted Baillieu has a net favourability of -8 points (25% favourable, 33% unfavourable), but of concern is that 40% of voters say they have no view of him;
- Likewise, 50% of voters have no view Opposition Leader Daniel Andrews, whilst a further 13% say they have never heard of him. The Opposition Leader's net favourability is even worse than the Premier's, at -13 points (12% favourable, 25% unfavourable).
- Ted Baillieu is the preferred Premier of 32% of Victorian voters and Daniel Andrews is the choice for 16% (including only 33% of Labor voters), but a majority would prefer neither (28%) or are undecided (24%).
- The economy and jobs (mentioned by 26% of voters as their key vote driver), healthcare and hospitals (20%), cost of living (16%), transport and infrastructure (13%) and education (13%) are the top issues influencing voting intentions the next State election.

## **SURVEY METHODOLOGY AND SAMPLING**

*A total of n=1,391 completed interviews were conducted with eligible voters in Victoria using IVR (automated) polling technology on Wednesday, 21<sup>st</sup> November 2012. This included an over-sample of n=709 voters in 27 key marginal seats in the TPP 'swing-to-lose' bandwidth of +/-6%, i.e. from Burwood to Oakleigh.*

*The maximum margin of error on a sample of n=1,391 interviews is +/-2.6% at the 95% confidence level for results around 50%. Margins of error will be greater for results based on sub-samples. For example, on the marginal seats sample of n=709 interviews the maximum margin of error is +/-3.7% at the 95% confidence level for results around 50%.*

*The final sample has been weighted post survey to the known gender/age profile of the Victorian 18+ population according to ABS statistics. Likewise, the over-sample of key marginal seats has been weighted back to the known State-wide proportion so that both State-wide and marginal seat results can be reported.*

*Variations of +/-1% between individual results and NETS is due to rounding.*

*In reporting, '--' denotes not mentioned and '\*\*' denotes mentioned by less than 0.5%.*

*The survey was commissioned by the Sunday Herald-Sun and designed and conducted by JWS Research. This report is available for download at [www.jwsresearch.com](http://www.jwsresearch.com).*

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**Table 1: Primary voting intention**

Victorian Primary Vote	Election 27 November 2010 *	21 November 2012	Primary vote Swing (21 Nov 2012 – Election)
		n=1,391	
Liberal-National	44.2%	<b>48%</b>	+3.8
Labor	36.1%	<b>38%</b>	+1.9
Greens	11.2%	<b>9%</b>	-2.2
Independent/Other	8.5%	<b>5%</b>	-3.5

Question: If a Victorian state election for the legislative assembly or lower house was held today, which party would you vote for? If undecided, do you have a leaning towards any candidates or parties?

Note: 6% undecided overall on primary vote has been redistributed

\* There have been by-elections in the seats of Niddrie and Melbourne since the November 2010 State election. State-wide primary vote results have been calculated using the by-election results for these two seats.

**Table 2: Two-party preferred voting intention**

Victorian TPP Vote	Election 27 November 2012 **	21 November 2012		TPP Swing ** (21 Nov 2012 – Election)	
		Survey Preferences	Historical Preferences	Survey Preferences	Historical Preferences
Liberal/National	52.2%	<b>52.1%</b>	53.7%	<b>-0.1</b>	<b>+1.5</b>
ALP	47.8%	<b>47.9%</b>	46.3%		

Question: Even though it is not your first choice, if a Victorian state election was held today and you must choose between Labor and either Liberal or National, who would you likely choose?

Note: 8% undecided overall on primary and preferential vote has been redistributed.

Note: The 'Survey Preferences' TPP calculation is based on applying preference distributions according to the respondent nominated preferences in this Victorian survey conducted November 21, 2012, whilst the 'Historical preferences' TPP calculation is based on applying preference distributions according to the results of the 2010 Victorian state election.

\*\* There have been by-elections in the seats of Niddrie and Melbourne since the November 2010 State election. State-wide TPP results have been calculated using the by-election results for these two seats and for the purposes of this report the seat of Melbourne has been classified as a non-marginal ALP seat.

**Table 3: Two-party preferred voting intention by seat marginality**

TPP Vote	Seats	Sample	2010 Election TPP Margin **	21 November 2012		TPP Swing Since 2010 **	Liberal-National Net Seat Gains
				Liberal- National	ALP		
<b>State-wide</b>	<b>88</b>	<b>n=1,302</b>	<b>+2.2</b>	<b>52.1%</b>	<b>47.9%</b>	<b>-0.1</b>	<b>0</b>
Non-marginal Liberal-National seats	35	<b>n=417</b>	+15.6	59.6%	40.4%	+4.0	0
Liberal-National Marginal Seats	10	<b>n=253</b>	+2.8	52.7%	47.3%	-0.1	0
ALP Marginal Seats	17	<b>n=414</b>	-2.3	46.7%	53.3%	-1.0	0
Non-marginal ALP seats	26	<b>n=218</b>	-13.3	43.6%	56.4%	-0.3	0
Marginal Seats *	27	<b>n=667</b>	-0.4	48.9%	51.1%	-0.7	0
Non-Marginal Seats	61	<b>n=635</b>	+3.3	53.6%	46.4%	+0.3	0

*Question: Even though it is not your first choice, if a Victorian state election was held today and you must choose between Labor and either Liberal or National, who would you likely choose?*

*Note: 8% undecided overall on primary and preferential vote redistributed.*

*\* Includes the Liberal-held seats of Burwood, Prahran, South Barwon, Forest Hill, Mitcham, Frankston, Mordialloc, Carrum, Seymour and Bentleigh, and the ALP-held seats of Eltham, Ballarat West, Macedon, Bellarine, Ballarat East, Ivanhoe, Cranbourne, Monbulk, Albert Park, Geelong, Essendon, Ripon, Bendigo West, Narre Warren North, Bendigo East, Yan Yean and Oakleigh.*

*\*\* There have been by-elections in the seats of Niddrie and Melbourne since the November 2010 State election. State-wide and relevant seat grouping TPP results have been calculated using the by-election results for these two seats and for the purposes of this report the seat of Melbourne has been classified as a non-marginal ALP seat.*

**Table 4: Is Victoria heading in the right direction or wrong direction?**

Direction of Victoria	Total	+/-6% Marginals	Non- Marginals	Primary Voting Intention				
				Liberal- National	Labor	Greens	Other	Undecided
<i>Sample</i>	<i>n=1,391</i>	<i>n=709</i>	<i>n=682</i>	<i>n=655</i>	<i>n=509</i>	<i>n=97</i>	<i>n=67</i>	<i>n=63</i>
Right direction	<b>35%</b>	37%	34%	53%	21%	8%	11%	41%
Wrong direction	<b>48%</b>	47%	48%	31%	60%	82%	60%	43%
Unsure	<b>18%</b>	16%	18%	17%	19%	10%	29%	16%

Question: Do you believe Victoria is heading in the right direction or the wrong direction?

**Table 5: Performance of the Baillieu Coalition Government**

Performance of Baillieu Coalition Government	Total	+/-6% Marginals	Non- Marginals	Primary Voting Intention				
				Liberal- National	Labor	Greens	Other	Undecided
<i>Sample</i>	<i>n=1,391</i>	<i>n=709</i>	<i>n=682</i>	<i>n=655</i>	<i>n=509</i>	<i>n=97</i>	<i>n=67</i>	<i>n=63</i>
Very good	<b>7%</b>	10%	5%	14%	1%	-	-	1%
Good	<b>17%</b>	17%	16%	29%	7%	2%	3%	11%
Average	<b>39%</b>	35%	41%	40%	38%	27%	49%	44%
Poor	<b>20%</b>	22%	20%	9%	29%	33%	28%	25%
Very poor	<b>16%</b>	15%	16%	7%	23%	34%	17%	5%
<b>TOTAL GOOD</b>	<b>23%</b>	<b>26%</b>	<b>22%</b>	<b>43%</b>	<b>8%</b>	<b>2%</b>	<b>3%</b>	<b>12%</b>
<b>TOTAL POOR</b>	<b>36%</b>	<b>37%</b>	<b>35%</b>	<b>17%</b>	<b>52%</b>	<b>68%</b>	<b>45%</b>	<b>30%</b>
Undecided	<b>2%</b>	2%	2%	1%	2%	3%	3%	14%

Question: How would you rate the performance of the Baillieu Coalition Government?

**Table 6: Premier Ted Baillieu name ID (awareness and favourability)**

Awareness and Favourability of the Premier, Ted Baillieu	Total	+/-6% Marginals	Non-Marginals	Primary Voting Intention				
				Liberal-National	Labor	Greens	Other	Undecided
<b>Sample</b>	<b>n=1,391</b>	<b>n=709</b>	<b>n=682</b>	<b>n=655</b>	<b>n=509</b>	<b>n=97</b>	<b>n=67</b>	<b>n=63</b>
Favourable	25%	29%	24%	47%	5%	7%	12%	17%
Unfavourable	33%	34%	33%	17%	51%	59%	39%	6%
No particular view	40%	36%	42%	35%	42%	33%	49%	76%
Never heard of Ted Baillieu	1%	1%	1%	1%	2%	--	--	*

Question: Please rate your view of the Victorian Premier, Ted Baillieu.

**Table 7: Opposition Leader Daniel Andrews name ID (awareness and favourability)**

Awareness and Favourability of the Opposition Leader, Daniel Andrews	Total	+/-6% Marginals	Non-Marginals	Primary Voting Intention				
				Liberal-National	Labor	Greens	Other	Undecided
<b>Sample</b>	<b>n=1,391</b>	<b>n=709</b>	<b>n=682</b>	<b>n=655</b>	<b>n=509</b>	<b>n=97</b>	<b>n=67</b>	<b>n=63</b>
Favourable	12%	12%	12%	4%	25%	15%	1%	--
Unfavourable	25%	22%	27%	42%	9%	17%	18%	12%
No particular view	50%	53%	49%	42%	56%	45%	48%	80%
Never heard of Daniel Andrews	13%	12%	13%	12%	9%	23%	34%	8%

Question: Please rate your view of the Victorian Opposition Leader, Daniel Andrews.

**Table 8: Preferred Premier**

Preferred Premier	Total	+/-6% Marginals	Non-Marginals	Primary Voting Intention				
				Liberal-National	Labor	Greens	Other	Undecided
<b>Sample</b>	<b>n=1,391</b>	<b>n=709</b>	<b>n=682</b>	<b>n=655</b>	<b>n=509</b>	<b>n=97</b>	<b>n=67</b>	<b>n=63</b>
Ted Baillieu	<b>32%</b>	34%	31%	63%	6%	4%	6%	14%
Daniel Andrews	<b>16%</b>	18%	15%	3%	33%	33%	3%	--
Neither	<b>28%</b>	27%	28%	17%	32%	39%	66%	34%
Undecided	<b>24%</b>	21%	26%	17%	29%	24%	24%	53%

Question: Who do you think would make the better Victorian Premier – Ted Baillieu or Daniel Andrews?

**Table 9: Most important issue influencing vote at the next State election**

Most Important Issue Influencing Vote	Total	+/-6% Marginals	Non-Marginals	Primary Voting Intention				
				Liberal-National	Labor	Greens	Other	Undecided
<i>Sample</i>	<i>n=1,391</i>	<i>n=709</i>	<i>n=682</i>	<i>n=655</i>	<i>n=509</i>	<i>n=97</i>	<i>n=67</i>	<i>n=63</i>
Economy and jobs	<b>26%</b>	21%	28%	35%	20%	15%	19%	14%
Healthcare and hospitals	<b>20%</b>	20%	20%	20%	19%	10%	23%	40%
Cost of living	<b>16%</b>	15%	17%	15%	16%	8%	38%	22%
Transport and infrastructure	<b>13%</b>	16%	12%	12%	15%	18%	3%	16%
Education	<b>13%</b>	15%	12%	6%	21%	25%	7%	3%
Crime and law and order	<b>5%</b>	6%	5%	6%	5%	2%	2%	2%
Water	<b>1%</b>	1%	1%	1%	1%	1%	5%	--
Something else	<b>5%</b>	6%	5%	4%	4%	20%	3%	3%

*Question: Which one of the following seven issues is the most important issue to you in deciding how you'll vote at the next Victorian state election?*