

**THERE ARE OVER
4 MILLION PEOPLE
IN QUEENSLAND...**

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

2020 Queensland Post Election Poll





Contents

<u>Key highlights</u>	<u>3</u>
<u>Issues influencing voting decisions</u>	<u>6</u>
<u>Timing and decision-making</u>	<u>11</u>
<u>The campaign experience</u>	<u>21</u>
<u>Appendix</u>	<u>29</u>





Key takeouts

Labor campaign picked the mood of the electorate

Labor voters put COVID-19 and related issues ahead of other issue priorities, indicating Annastacia Palaszczuk and her team best picked the mood of the electorate. Economic issues were a key vote driver for LNP voters but did not resonate sufficiently to gain traction against a Government focused on COVID-19 safety.

Labor's campaign struck the right chord

Labor's campaign rated as being the most passionate, clear, positive, responsible, relevant, engaging, trustworthy, honest and interesting, and was the only campaign described as more positive than negative. It is no surprise then that most voters (57%) say Annastacia Palaszczuk and Labor deserved to form government.

Greens out on a limb

The Greens polled highest of the minor parties but lost ground on its 2017 result. The environment and climate change was an almost singular influence for Greens voters, whereas a focus on COVID-19 health and safety and economic security issues drove improved results for the major parties, with climate change barely mentioned.

Age the pivotal factor separating attitudes and behaviours

Key vote drivers and behaviours were very consistent by gender and area; a rare differentiator was crime being more of an issue for residents outside South-East Queensland. Age played a far more pivotal role, with older voters deciding and casting their ballots earlier and having firmer views on Labor's stance on borders.

Hold the sauce!

Only a quarter (27%) of Queenslanders voted on Election Day, far fewer than at other recent Australian Federal and State elections. Although COVID-19 related fears were a factor, convenience and an aversion to queues were key. The trend suggests the sizzle of a democracy sausage on election day may have lost its lure!



Key highlights

Major vote drivers

Analysis by first preference voting in this JWS Research 2020 Queensland Post Election poll reveals that the important vote drivers in the recent election vary significantly by party. Overall, voters put the economy and jobs (mentioned by 24%) ahead of COVID-19 (15%) and border closures (14%) as key to their voting choice, however:

- **Labor voters** prioritised COVID-19 (29%) and the related issues of health care (18%) and border closures (17%) over the economy and jobs (19%).
- **LNP voters** gave clear priority to the economy and jobs (37%), ahead of border closures (18%), party loyalty (17%) and an above average focus on infrastructure issues (10% compared to 6% for all voters).
- **Greens voters** had a more narrow focus than the major parties, with the environment and climate change driving a majority of decisions (57%).

There were no significant differences by gender and the only significant different difference by area was a higher priority put on crime by voters outside South-East Queensland (7% compared to just 1% for Brisbane residents and 2% for other SEQ residents). Analysis by age shows border closures was a far more influential issue among older voters than younger voters.

Voting behaviour

When the State election was called, only 30% of voters already knew who they were voting for, whereas by the last week of the campaign only a third (33%) hadn't decided. Just 11% of voters left the decision until Election Day itself. This is significantly lower than at other recent elections (20% decided on Election Day at the May 2019 Federal election and 25% at the May 2019 NSW State election).

This helps to explain the large numbers of people who chose to vote early, either by pre-poll (39%) or via postal vote (33%), with just 27% voting on Election Day.

Older voters were more likely to vote early, consistent with the fact that they were more likely than younger voters to have made up their mind who to vote for either before or during the election campaign proper.

For early voters – either by pre-poll or postal vote – the dominant reasons were convenience (53%), not wanting to queue up on Election Day (35%) and having made up their mind (28%), ahead of social distancing concerns in relation to COVID-19 (25%) or not being able to get to a booth on polling day (13%).

Very few regret voting early, with only 5% saying they might have voted differently if they had waited.



Key highlights (cont'd)

The campaign experience

The majority of Queensland voters saw the recent State election as important (64%) and relevant (54%), but most (57%) also saw it as being about 'the same old stuff'.

Similarly, while it was more clear (48%) than confusing (23%), the campaign suffered from being more:

- Forgettable (44%) than memorable (27%)
- Boring (43%) than interesting (29%)
- Not engaging (43%) than engaging (29%)
- Deceitful (40%) than honest (29%).

A majority of their own party supporters saw each party campaign as positive, but this was less so for the LNP campaign amongst its supporters (59%) than for Labor (74%) or the Greens (82%).

Labor's campaign was the only campaign seen by all voters as more positive (41%) than negative (37%).

The Labor campaign was mainly described as passionate (43%), clear (40%), positive (39%), responsible (37%), relevant and engaging (36%). The LNP campaign, by contrast, was seen as annoying (42%) and patronising (36%) and the Greens campaign was most frequently described as annoying (36%).

Who deserved to win

Given these descriptions, it is no surprise that a majority of voters (57%) believe Annastacia Palaszczuk and Labor deserved to form Government after the October 31st State election, including almost all (94%) Labor voters.

By contrast, just 22% of voters believed Deb Frecklington and the LNP deserved to govern, including only a bare majority (52%) of LNP voters.

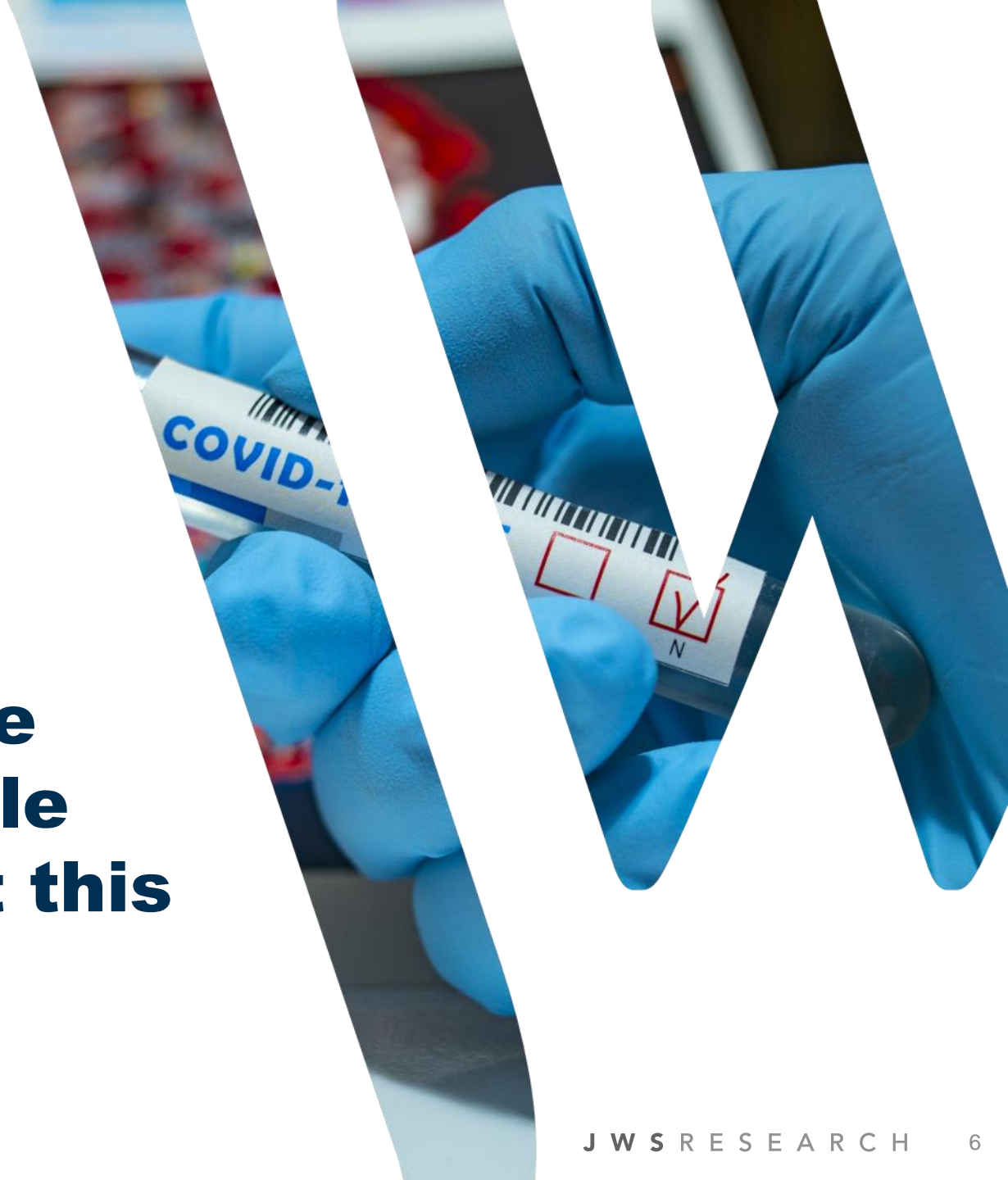
Information sources

Free to air commercial TV (mentioned by 41%) was the dominant information source in this campaign, particularly so for LNP (48%) and ALP (45%) voters.

Online news sites were a key source for 26% of voters and more so for Greens voters. The ABC and SBS were also staple sources of information for 25% of voters, including 32% of ALP and Greens voters, while LNP voters (27%) were more reliant on printed or online newspapers.

Younger voters had an above-average reliance on Facebook (27%), talking to family and friends (23%) and YouTube (12%).

There were very few differences in information sources when analysing by gender or area.

A hand wearing a blue nitrile glove is shown holding a white COVID-19 test tube and a ballot. The test tube has a barcode and the text "COVID-19" printed on it. The ballot has a barcode and two red checkboxes; the one on the right is marked with a red checkmark and the letter "N" below it. The background is blurred, showing what appears to be a laboratory or testing facility.

**What are the
issues people
cared about this
election?**



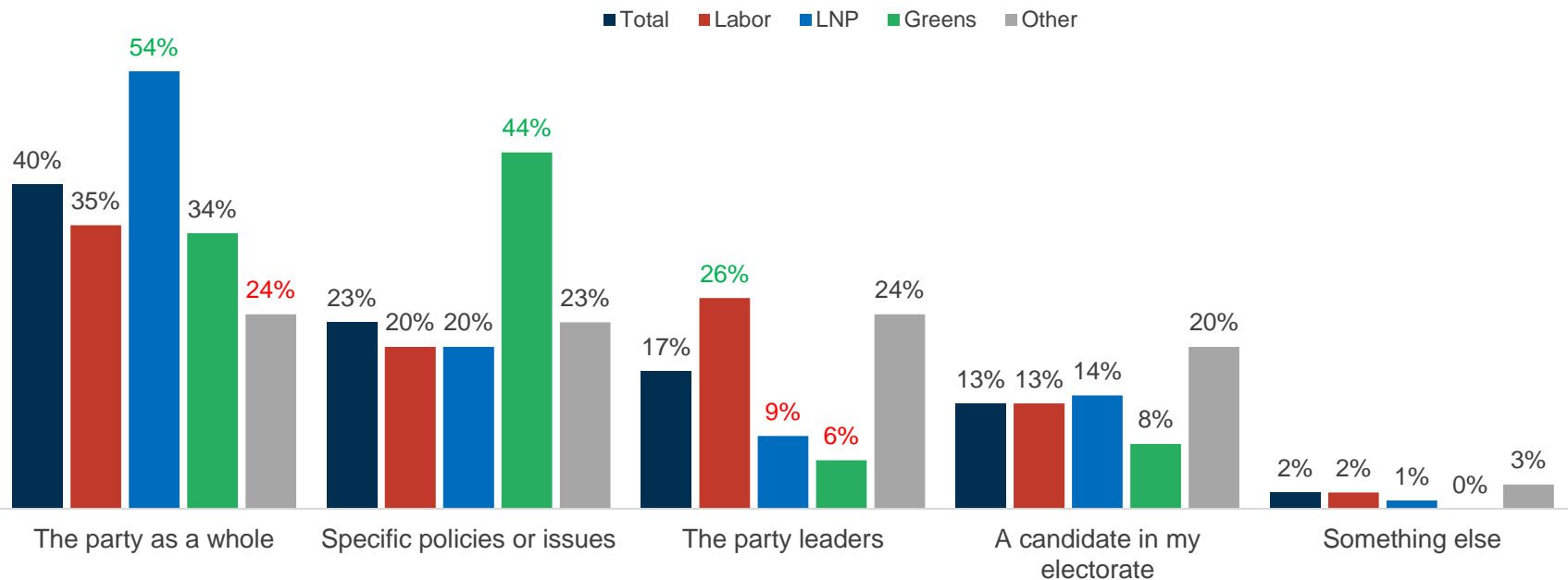
The most important consideration in deciding how to vote

Supporting a preferred political party was most important to four in ten Queenslanders in deciding who to vote for at the 2020 State Election – including a majority (54%) of LNP voters. The party rated well ahead of specific policies or issues (23%), party leaders (17%) and local candidates (13%) in voter decisions.

Notably, specific policies or issues led among Greens voters (44%) and party leader was more of a driver of support among Labor voters (26%) than other groups.

The political party led decision making regardless of gender, age or location. However specific policies or issues were more important among 55-64 year olds (30%) than other voters and local candidates were more important in regional and rural areas (19%) than in Southeast Queensland.

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



Can't say responses: All voters =5%; Labor =3%; LNP =2%; Greens =7%; Other =6%

Significantly higher / lower than the total at the 95% confidence interval.

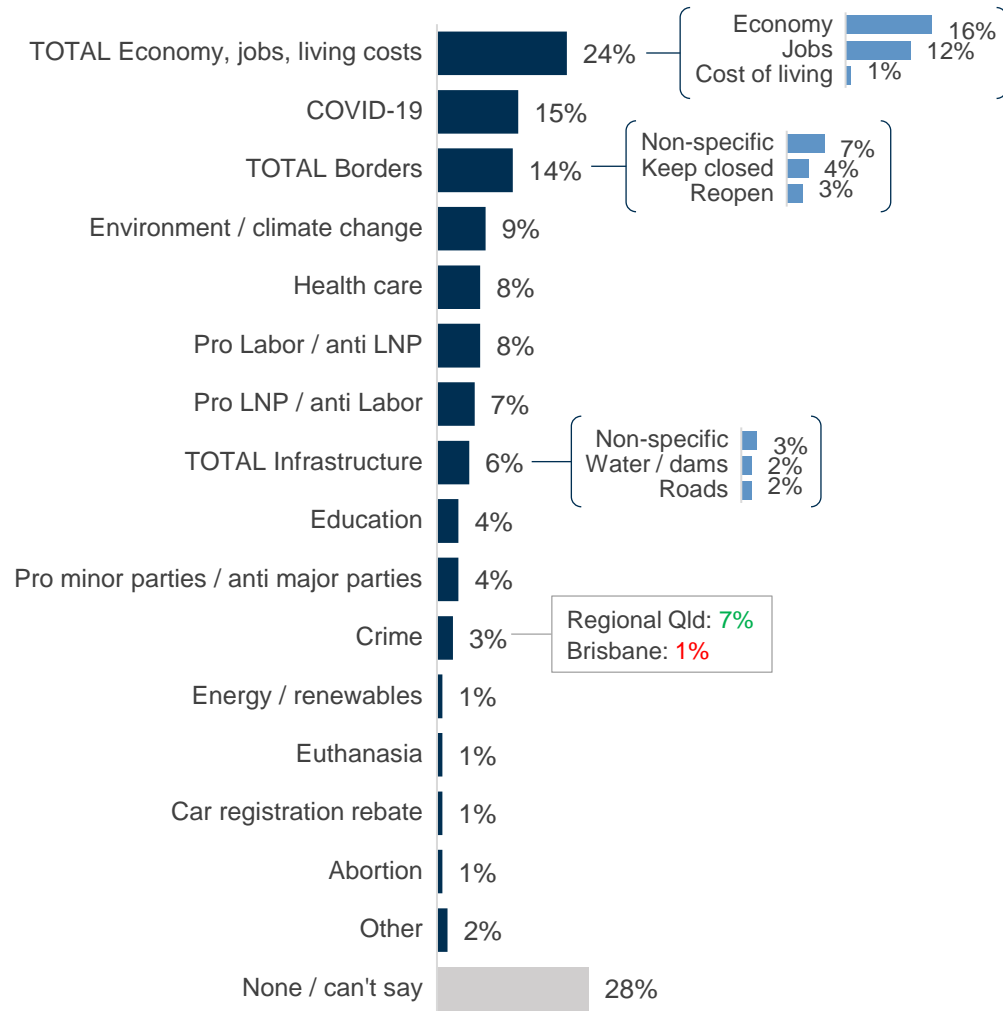
Q. In deciding who to vote for in this election, which of the following was most important to you?

Base: All voters n=1,000; Labor n=364; LNP n=386; Greens n=91; Other n=95

The policies, issues or factors that influenced votes this election



Most important policies, issues, factors that influenced your vote (Unprompted, open, multiple response)



Top of mind, Queenslanders say the most important influences on their vote at this election were the economy, jobs and living costs (24%), followed by the COVID-19 pandemic (15%) and the State's border arrangements in response (14%).

The environment and climate change (9%), health care (8%) and infrastructure (6%) were other key policy areas driving voter decisions at this election.

The only significant differentiator by area was crime, nominated by 7% of voters outside of South East Queensland, compared to 1% of Brisbane voters and 2% of non-Brisbane SEQ voters.

Significantly **higher** / **lower** than the total at the 95% confidence interval.

Q. In deciding who to vote for in this election, what policies, issues or factors were most important to you? Please describe...

Base: All voters n=1,000

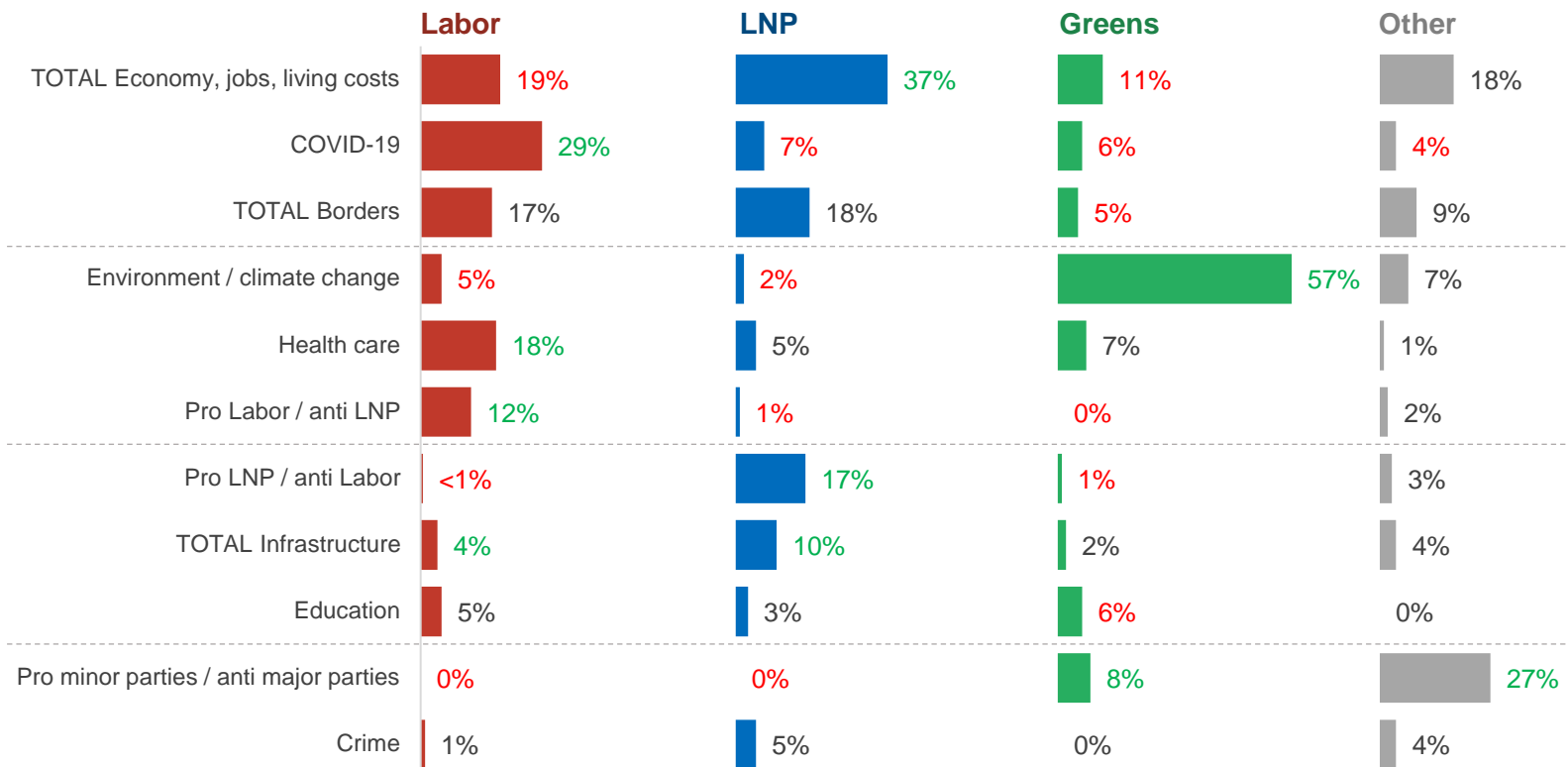


The different issues that influenced votes (by party)

COVID-19 (29%) and the related issues of health care (18%) and State borders (17%) were important to Labor voters, as well as economic issues such as the economy, jobs and cost of living (19%) and also party loyalty (12%).

In contrast, LNP voters were most influenced by the economy, jobs and cost of living (37%), with State borders (18%, party loyalty (17%) and infrastructure (10%) also important. The environment and climate change dominated thinking among Greens voters (57%).

Most important policies, issues, factors that influenced your vote (Unprompted, open, multiple response)



Significantly higher / lower than the total at the 95% confidence interval.

Q. In deciding who to vote for in this election, what policies, issues or factors were most important to you? Please describe...

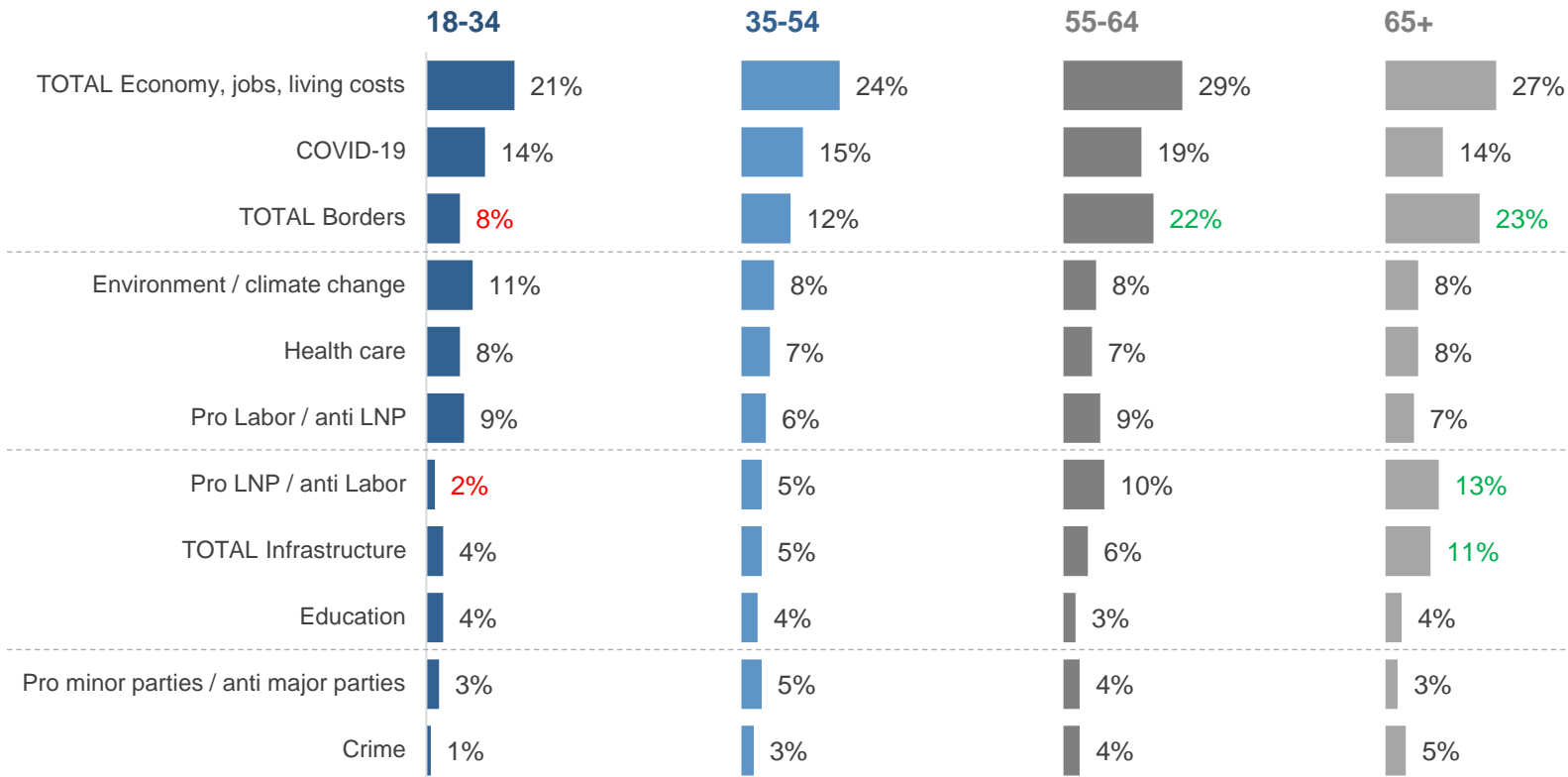
Base: Labor n=364; LNP n=386; Greens n=91; Other n=95



The different issues that influenced votes (by age)

COVID-19 and economic concerns such as the economy, jobs and cost of living were key influences on voters, regardless of age. Border issues were more important to the over 55s than younger adults, particularly 18-34s, while infrastructure was also an important influence among the over 65s.

Most important policies, issues, factors that influenced your vote
(Unprompted, open, multiple response)

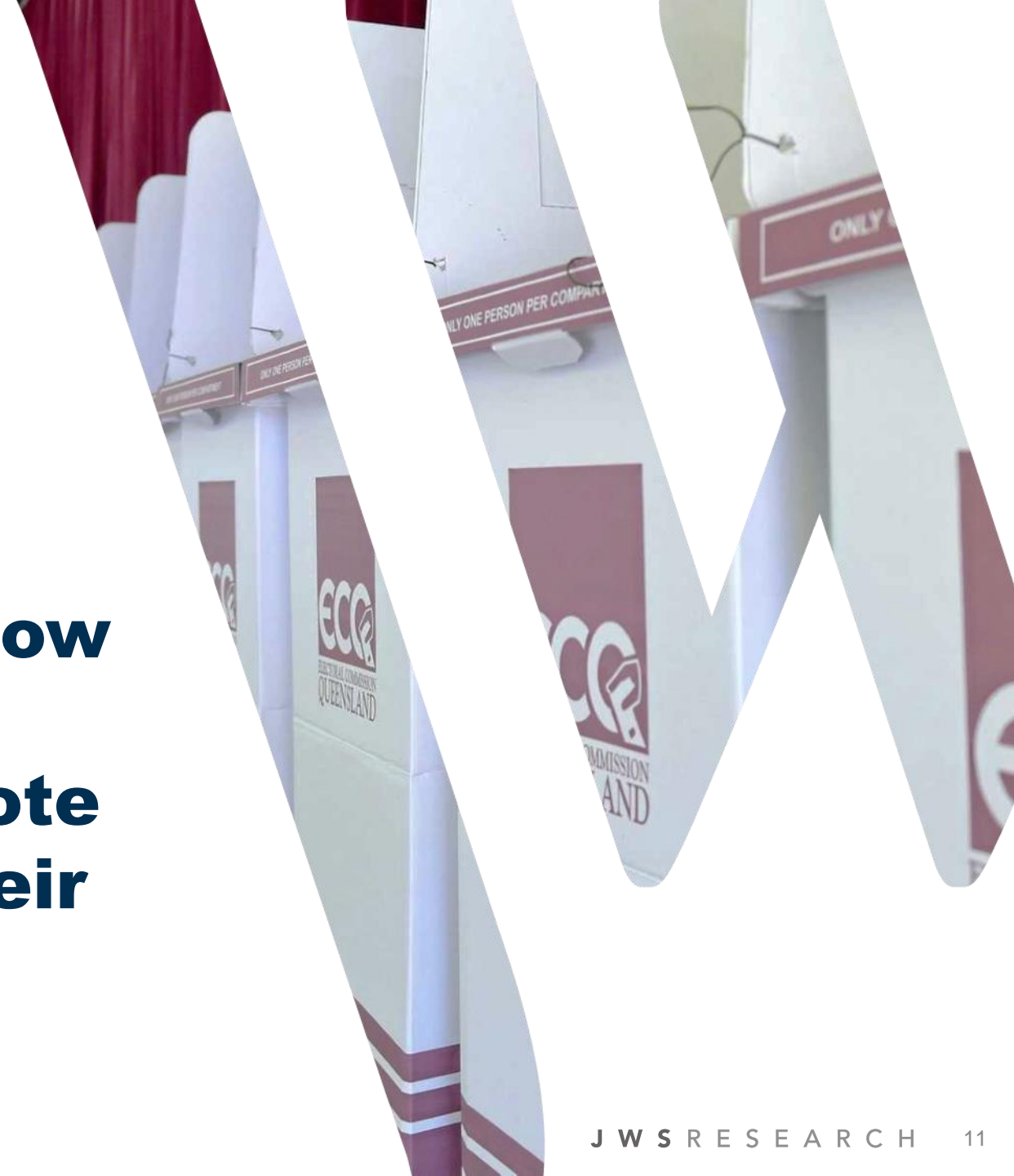


Significantly **higher** / **lower** than the total at the 95% confidence interval.

Q. In deciding who to vote for in this election, what policies, issues or factors were most important to you? Please describe...

Base: 18-34 years n=189; 35-54 years n=364; 55-64 years n=192; 65+ years n=255

When and how did people decide to vote and cast their ballots?



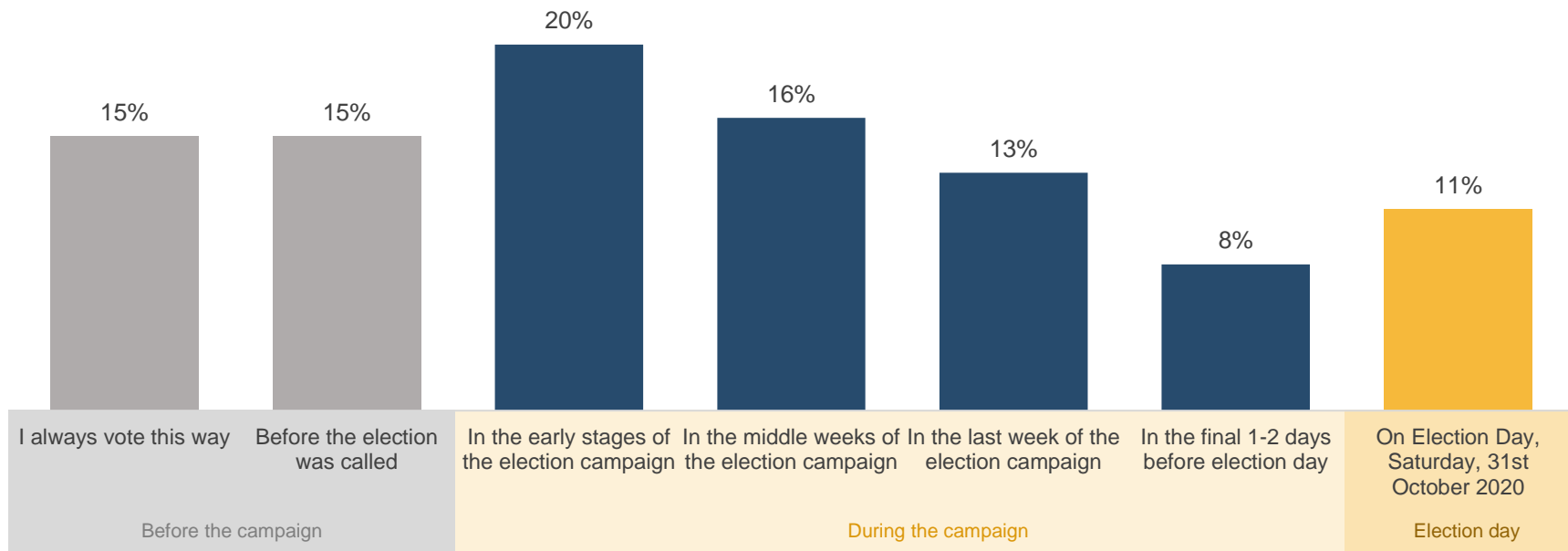


Timing of voting decision in this election

Most Queenslanders still had a decision to make going into the 2020 State Election campaign, with just three in ten voters among the rusted-on cohort who always vote the same way (15%) or those who made their decision before the election was called (15%).

Highlighting the importance of the campaign period, many voters did not decide who to vote for until early (20%) or mid (16%) campaign and one in three left their decision until the final week – including 11% who only decided on election day itself.

When did you decide who to vote for in this election?



Can't say: 2%

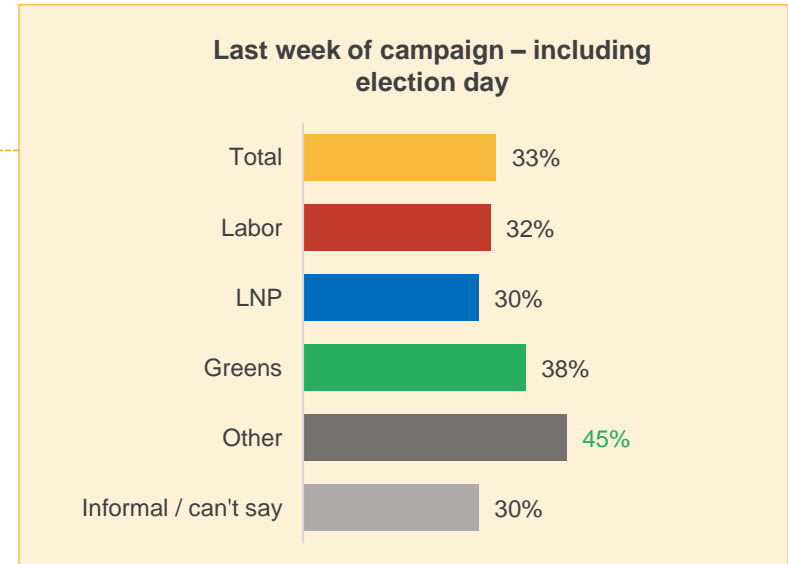
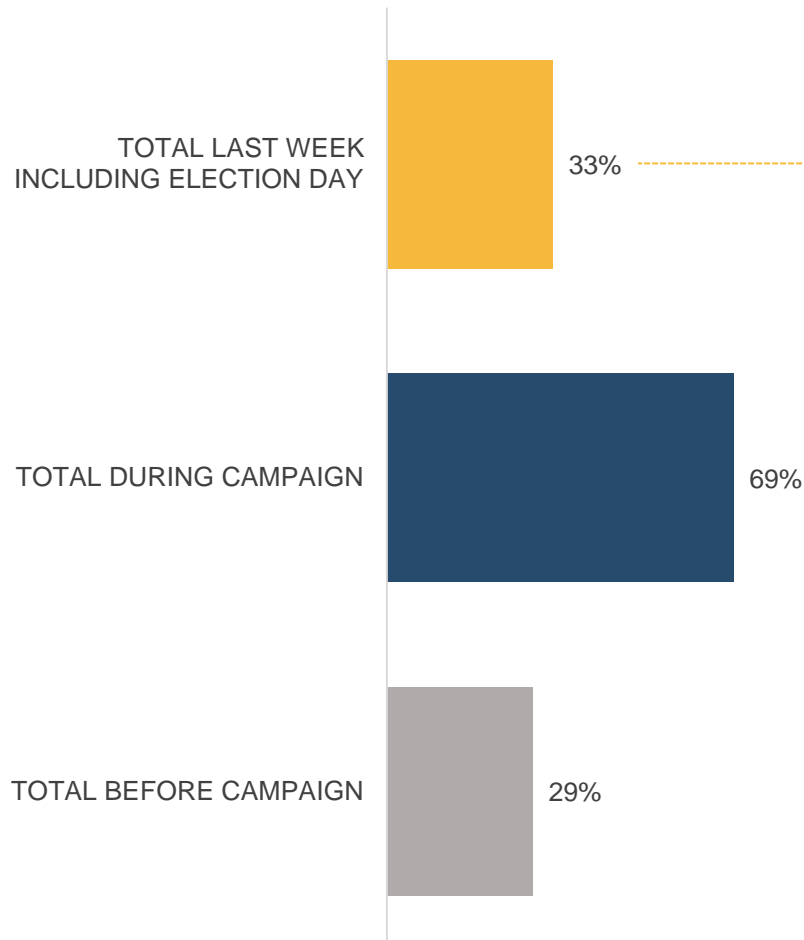
Q. When did you decide who to vote for in the Queensland general election?

Base: All voters n=1,000



Timing of voting decision in this election

When did you decide who to vote for in this election?



Almost half (45%) of those voting for minor parties and independents made that decision during the last week of the election campaign.

Significantly *higher* / *lower* than the total at the 95% confidence interval.

Q. When did you decide who to vote for in the Queensland general election?

Base: All voters n=1,000; Labor n=364; LNP n=386; Greens n=91; Other n=95; Informal / can't say n=64

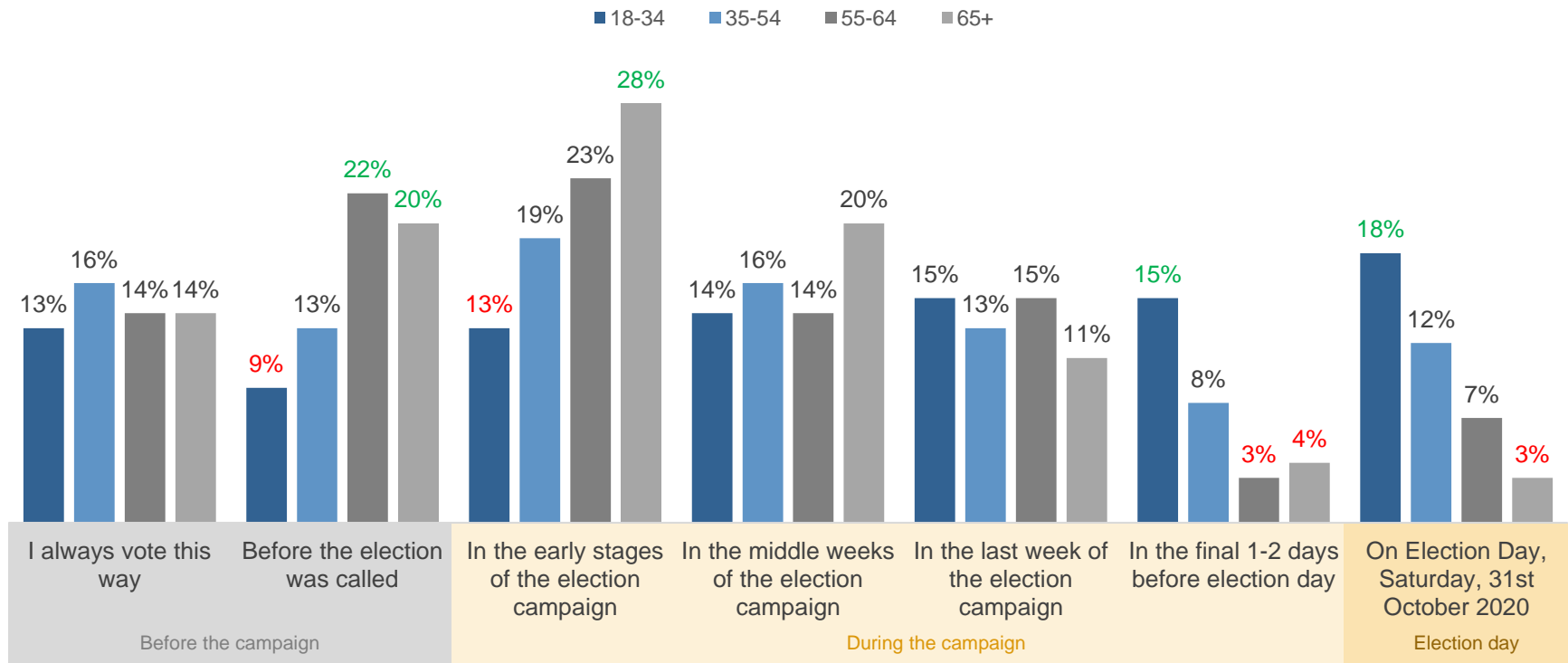


Timing of voting decision in this election (by age)

A majority of over 55s had made their decision by early in the campaign, however many 18-34s (48%) and 35-54s (33%) did not decide until the final week.

In fact, a third of 18-34s did not decide who to vote for until a couple of days before the election (15%) or on election day itself (18%).

When did you decide who to vote for in this election?



Can't say: 18-34 years =3%; 35-54 years =3%; 55-64 years =3%; 65+ years <1%

Significantly higher / lower than the total at the 95% confidence interval.

Q. When did you decide who to vote for in the Queensland general election?

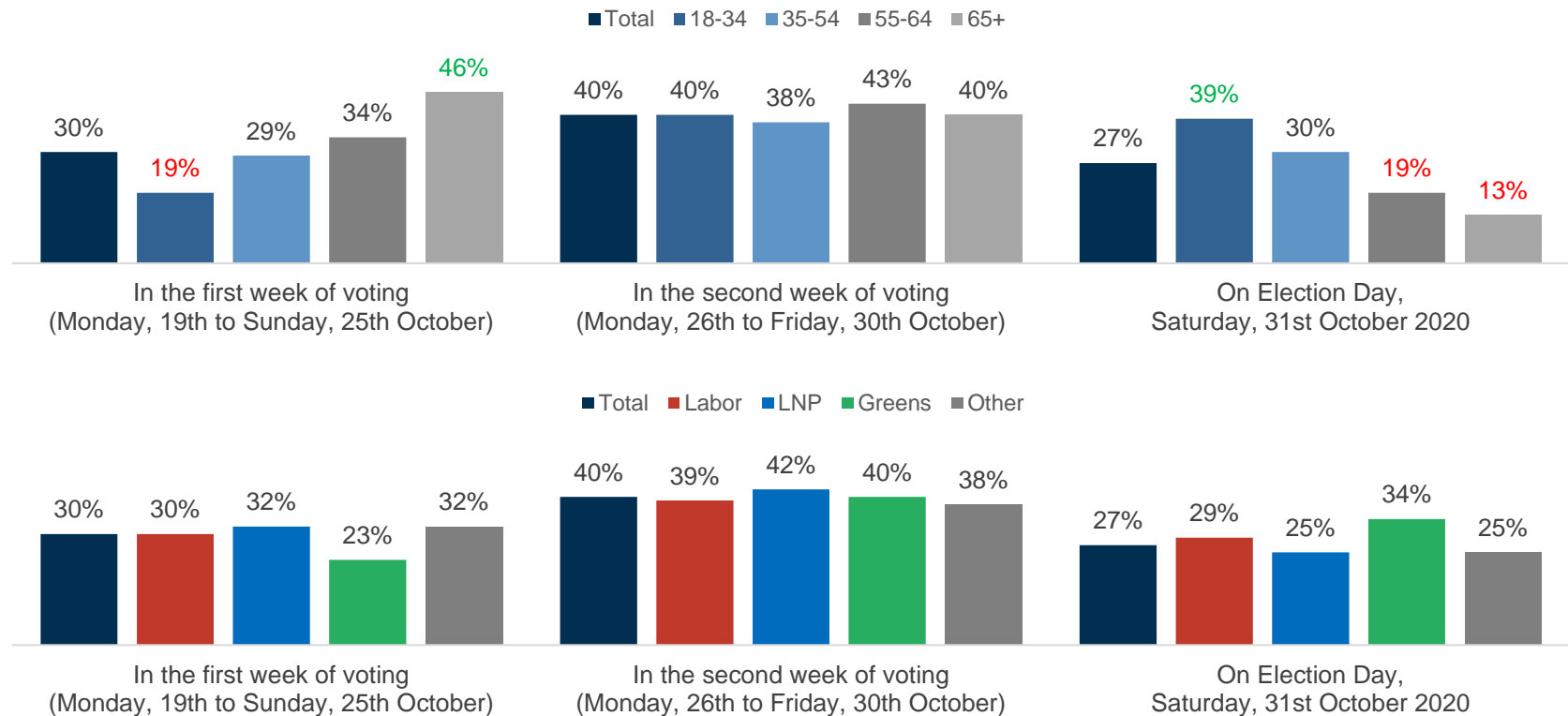
Base: 18-34 years n=189; 35-54 years n=364; 55-64 years n=192; 65+ years n=255



Timing of votes cast in this election (by age and party)

There was a strong preference for casting votes before election day, particularly among the over 55s, most of whom had made their decision well before the final week of campaigning. Younger cohorts voted late in the campaign in greater numbers, with 39% of 18-34s not casting their vote until Election Day itself.

When did you cast your vote in this election?



Can't say: Total = 3%; 18-34 years =2%; 35-54 years =4%; 55-64 years =4%; 65+ years 1%; Labor =2%; LNP =2%; Greens =3%; Other =5%
Significantly *higher* / *lower* than the total at the 95% confidence interval.

Q. Queensland's 2020 general election voting period was from Monday, 19th October to election day on Saturday, 31st October 2020. To the best of your recollection, when did you cast your vote in this election?

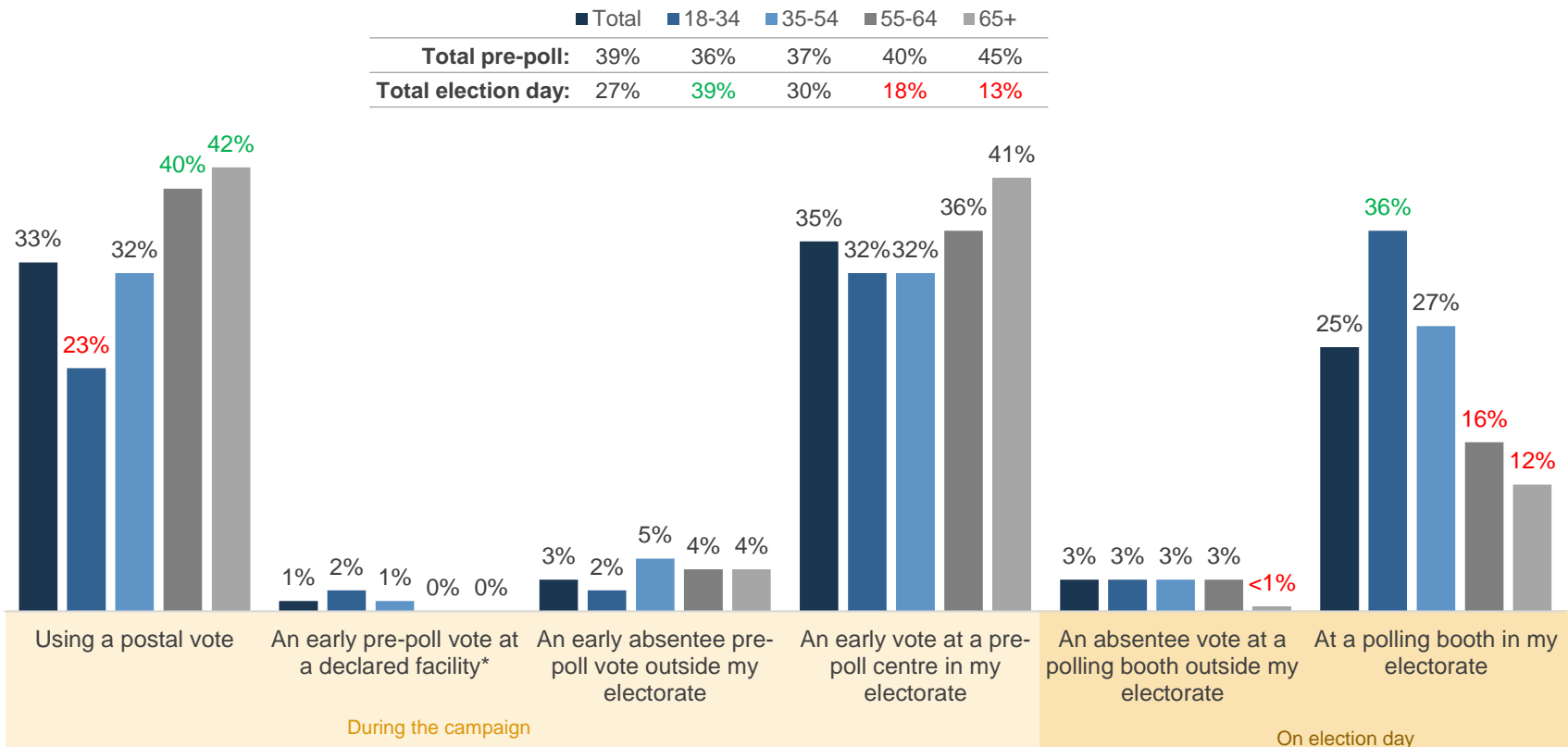
Base: All voters n=1,000



Method of casting vote (by age)

Overall, more pre-poll votes were cast – locally (35%), as an absentee (3%), or in declared facilities (1%) – than via postal vote (33%). By age, early votes were cast in fairly similar numbers across postal ballots and pre-poll centres, except among 18-34s who were much less likely to apply for a postal vote. Younger voters had an above-average propensity (36% compared to 25% overall) to vote at a polling booth in their electorate on Election Day.

Which best describes how you cast your vote in this election?



Can't say: All voters =1%; 18-34 years =2%; 35-54 years =1%; 55-64 years =2%; 65+ years =<1%

* includes nursing homes, convalescent homes, hospitals or similar institutions

Significantly **higher** / **lower** than the total at the 95% confidence interval.

Q. Which of the following best describes the way you cast your vote in the Queensland general election?

Base: All voters n=1,000; 18-34 years n=189; 35-54 years n=364; 55-64 years n=192; 65+ years n=255

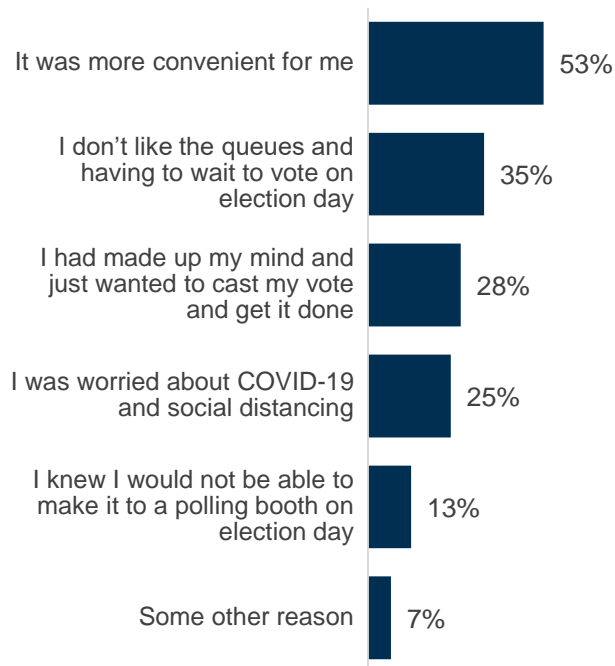
Reason for not voting on election day and factors that might have changed votes



Among the seven in ten voters who chose pre-poll or postal ballot options, few (13%) were actually unable to attend a polling booth on election day. While concerns about COVID-19 and social distancing drove one in four (25%) toward these voting options, greater convenience (53%) and avoiding queues and wait times (35%) were the greatest motivators. Among the substantial number who voted early, very few (5%) claimed they would have voted differently had they waited until election day to cast their vote, although 9% of Labor voters claimed they may have voted differently if they had waited longer.

Why didn't you vote on election day itself?

(Multiple responses allowed)



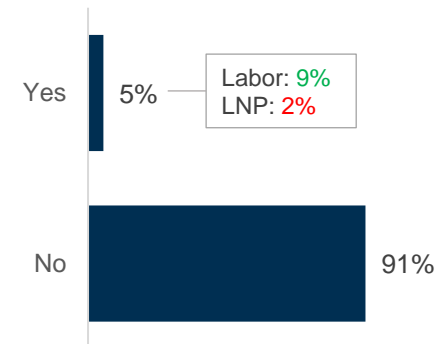
Can't say: 2%; Can't say: 3%

Significantly *higher* / *lower* than the total at the 95% confidence interval.

Q. Why didn't you vote on election day itself at this election? Q. On reflection, did anything happen in the campaign between when you voted and election day itself that might have influenced you to cast your first preference vote for a different party or candidate?

Base: Voted before election day n=752

Did anything happen between when you voted and election day that might have influenced you to change your vote?



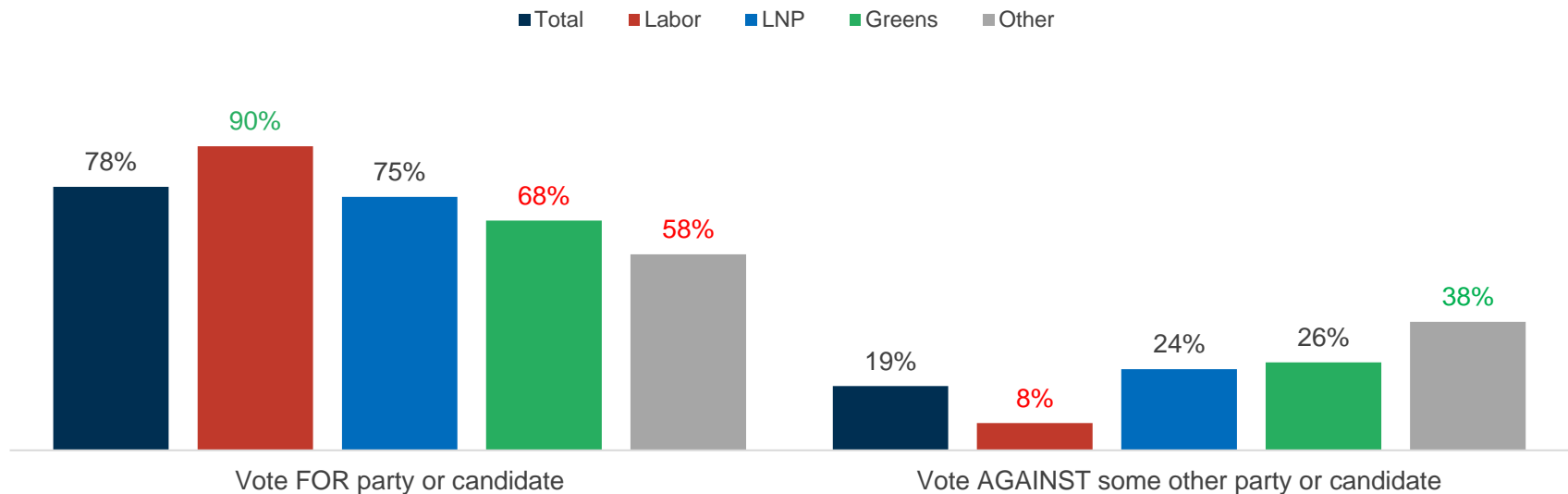


Voting for or against parties and candidates

Overwhelmingly, electors who cast a formal vote did so in support of a specific party or candidate (78%), even more so among Labor voters (90%) but fewer among supporters of the Greens (68%) and other minor parties and independents (58%).

Few mounted a protest vote (19%) against another party or candidate, but this voting behaviour was most common among those who voted for independents and minor parties (excluding the Greens) (38%).

Vote more for party or candidate or more against some other party or candidate



Can't say: Total =3% ; Labor =2%; LNP =2%; Greens =6%; Other =4%

Significantly *higher* / *lower* than the total at the 95% confidence interval.

Q. Was your vote more a vote FOR a party / candidate or more a vote AGAINST some other party or candidate?

Base: Respondents who voted for a party or candidate n=936; Labor n=364; LNP n=386; Greens n=91; Other n=95



Following of ‘how to vote’ cards

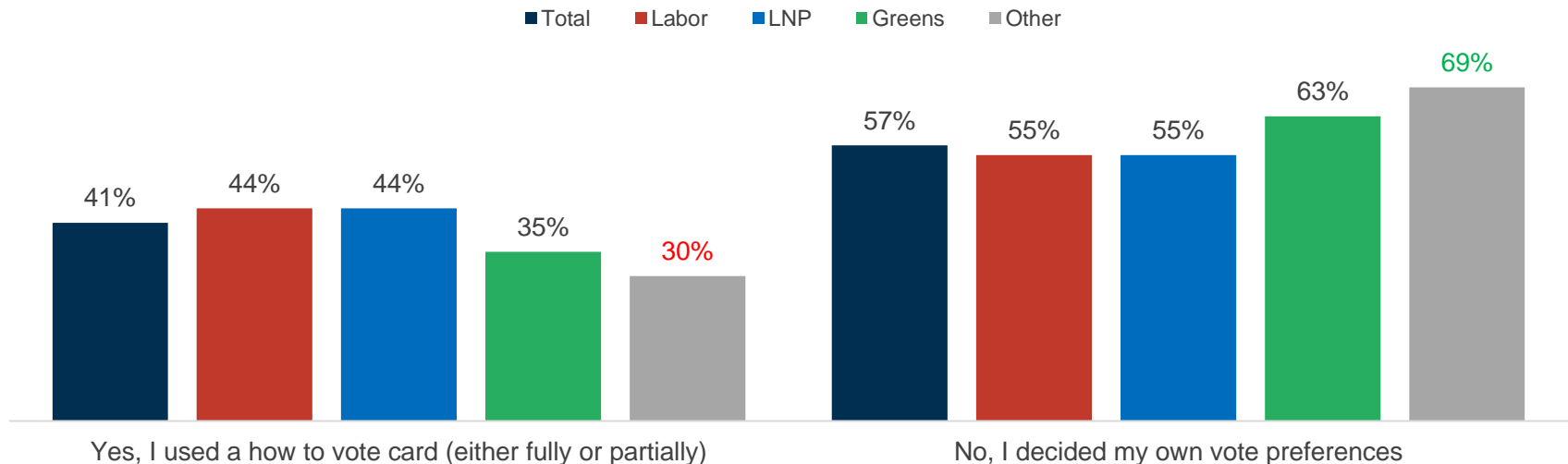
A majority (57%) of those who cast a formal vote decided their own vote preferences in this election, regardless of political affiliation.

While those who voted for minor parties or independents were most likely to decide their own preferences, 55% of both Labor and LNP voters did the same.

Just four in ten (41%) used a ‘how to vote’ card, however most of this group followed its advice fully (34%), rather than only partially (8%).



Following of ‘how to vote’ cards



Can't say: Total =1% ; Labor =1%; LNP =1%; Greens =3%; Other =1%

Significantly *higher* / *lower* than the total at the 95% confidence interval.

Q. 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: Respondents who voted for a party or candidate n=936; Labor n=364; LNP n=386; Greens n=91; Other n=95

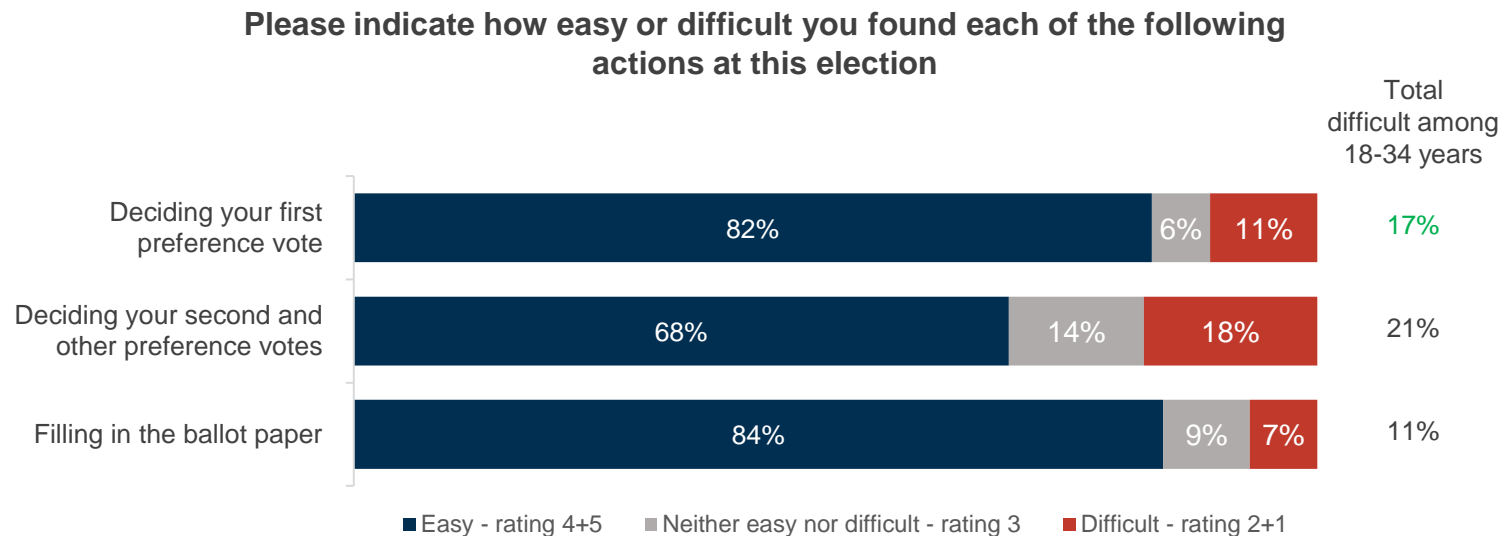


Ease of voting

Most voters did not have difficulty deciding on first, second and subsequent vote preferences and filling out their ballot paper, however more struggled with assigning full preferencing (18%) than with their primary vote (11%).

Younger, less experienced voters were more likely to have difficulty with the voting process, including deciding their first preference vote (17% had difficulty, compared to 11% overall).

It is also worth noting that 10% of those who didn't cast a first preference vote for either Labor or the LNP say they did not preference either of the major parties with their second or other preferences.



Significantly **higher** than the total at the 95% confidence interval.

Q. Using the slider, please indicate how easy or difficult you found each of the following actions at this election.

Base: All voters n=1,000; 18-34 years n=189

How did people feel about the election campaign?



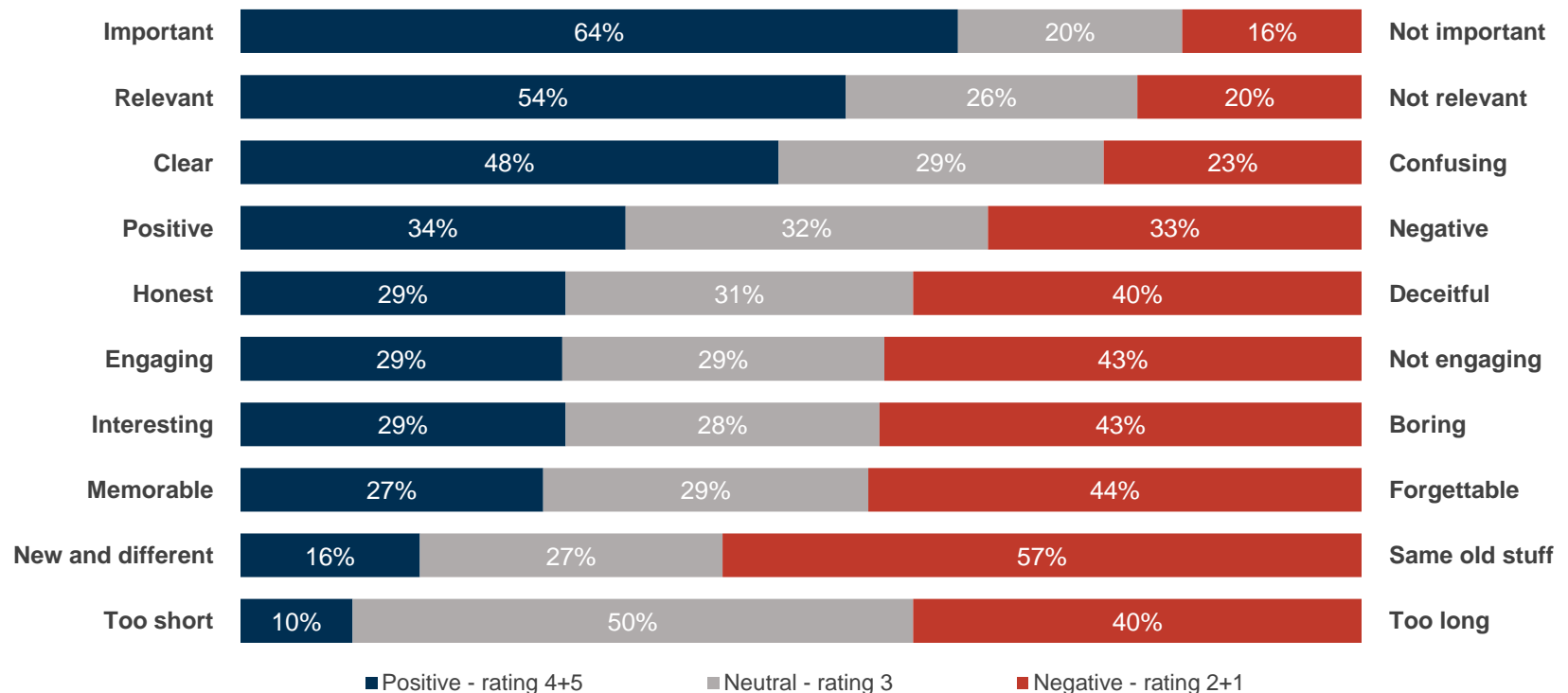


Words or phrases describing the election campaign

Queenslanders have mixed views of the recent election campaign. While many voters rated the campaign as important (64%), relevant (54%) and clear (48%), most also largely dismissed it as the 'same old stuff' (57%).

Almost as many voters saw the campaign as negative (33%) as rated it positive (34%), with many describing it as forgettable (44%), boring and not engaging (43% each), too long and deceitful (40% each).

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

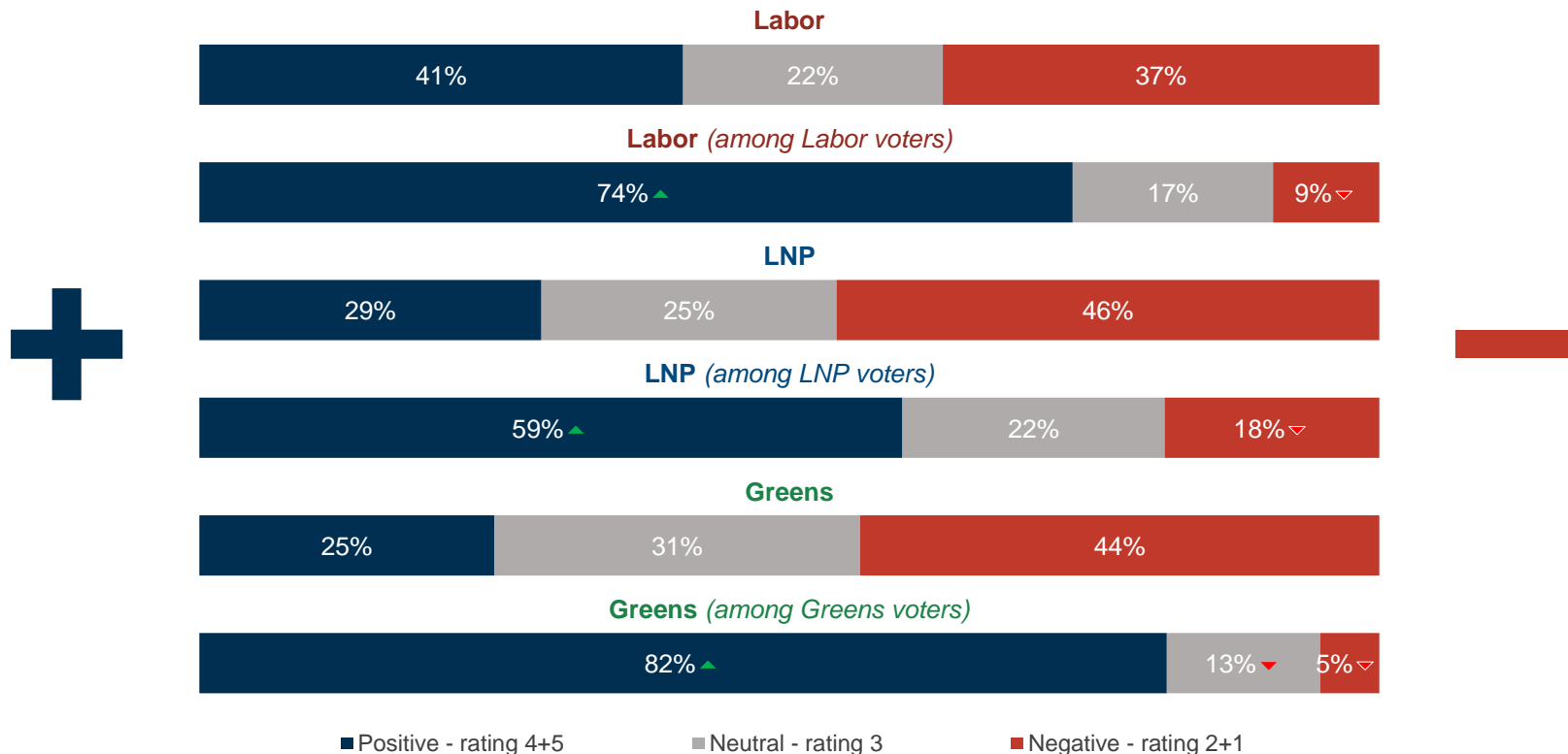




Rating of party election campaigns

There were also mixed views of individual party campaigns. While the Labor campaign was seen as positive by 41% of voters, almost as many (37%) believe Labor ran a negative campaign. By comparison, the LNP and Greens campaigns were viewed as largely negative by voters (46% and 44%, respectively), with relatively few voters rating them as positive (29% and 25%, respectively). However, a majority of their own party supporters believe each of these three parties ran a positive 2020 election campaign in Queensland.

How positive or negative party campaign has been (%)



Significantly ▲ higher / lower ▼ than the total at the 95% confidence interval.

Q. Using the slider, please indicate how positive or negative each of the following parties' election campaigns have been?

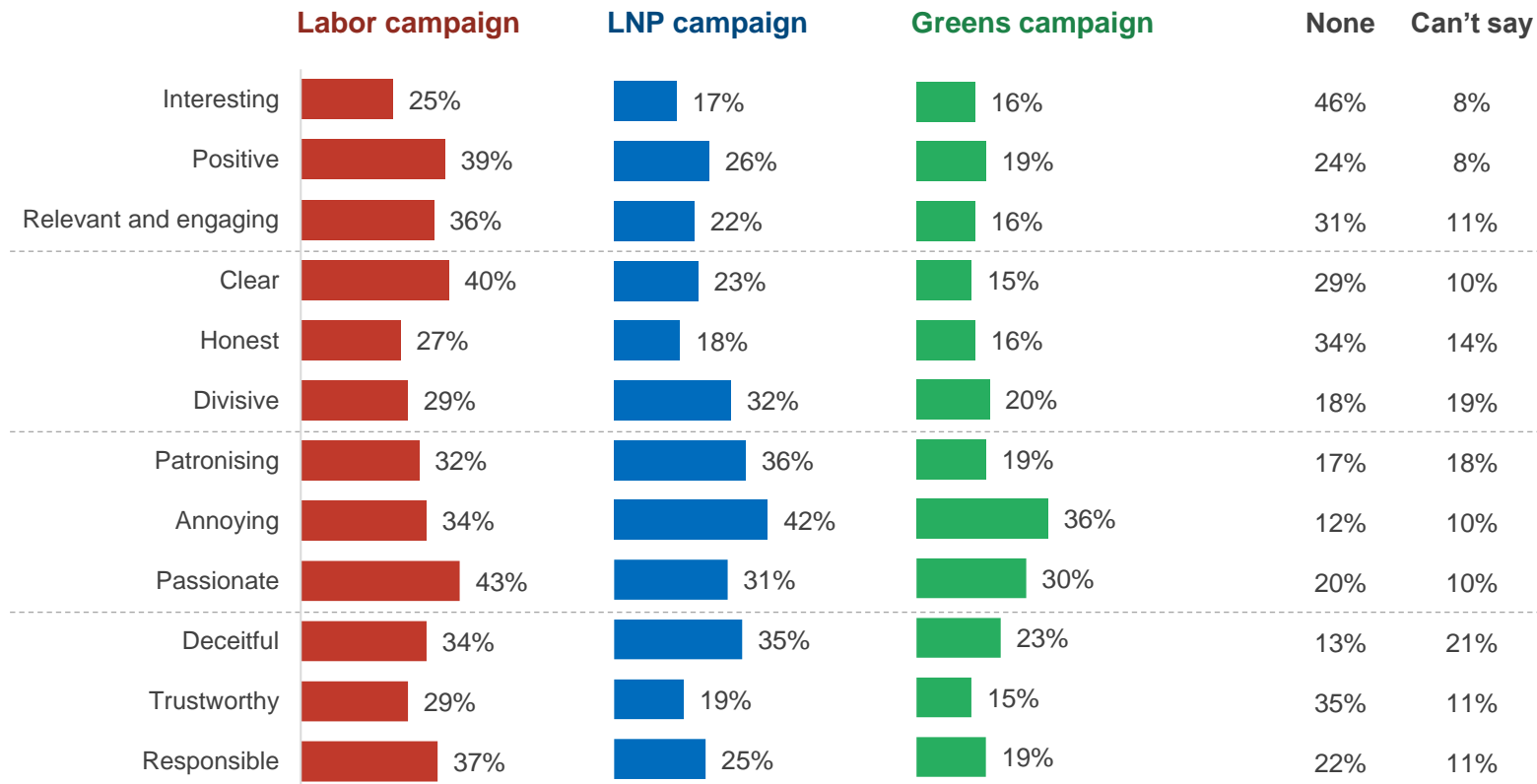
Base: All voters n=1,000; Labor n=364; LNP n=386; Greens n=91; Other n=95



Description of party election campaigns

Voter assessment of the Labor campaign was more positive than for the LNP and Greens campaigns. They describe the Labor campaign as passionate (43%), clear (40%), positive (39%), responsible (37%), relevant and engaging (36%), while the LNP campaign was seen as annoying (42%) and patronising (36%). However both Labor and LNP campaigns are described by around three in ten voters as deceitful and divisive. By comparison, the Greens campaign was seen by voters as passionate (30%) but annoying (36%).

Which campaigns are best described by each of these words or phrases?





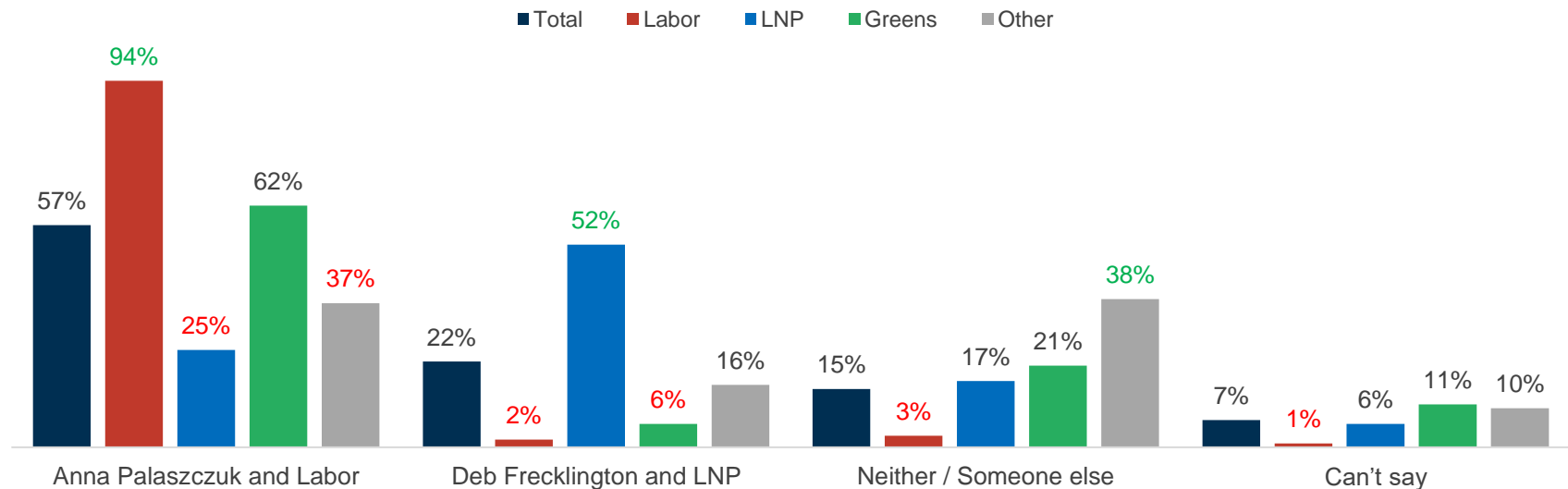
Most deserving to form Government

A majority (57%) of voters believe Anastacia Palaszczuk and Labor deserved to form Government after the October 31st State election, including most Labor voters (94%) and a majority of Greens voters (62%). This was reflected in the preferences of Greens voters – who allocated preferences 3:1 in favour of Labor (75%) over the LNP (25%).

Just 22% of voters, but around half of LNP voters (52%), believe Deb Frecklington and the LNP deserved to govern.

Views among those who voted for minor parties and independents were mixed but more found Labor deserving of a return to Government than favoured the LNP – although their preferences favoured LNP (59%) over Labor (41%), including LNP 66% to ALP 34% amongst One Nation first preference voters.

Who most deserved to form Government?



Significantly *higher* / *lower* than the total at the 95% confidence interval.

Q. Who do you think most deserved to form Government after Saturday's Queensland general election?

Base: All voters n=1,000; Labor n=364; LNP n=386; Greens n=91; Other n=95

Useful sources of news and information for the election campaign



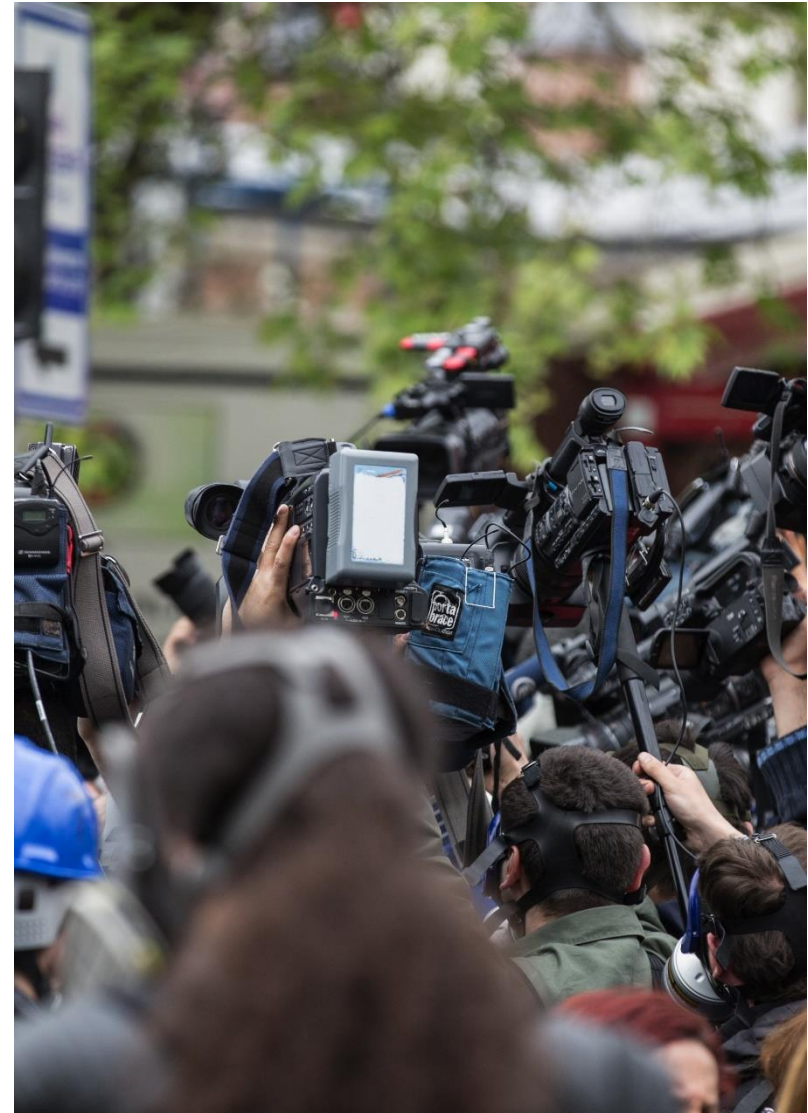
A majority of voters found the traditional media sources of television, newspapers and radio (including their online sites) most useful in this election campaign for keeping informed and helping to decide who to vote for. Leading sources included commercial free to air television, commercial stations (41%) and the ABC and SBS (25%), as well as major newspapers (19%) and ABC and SBS radio (13%).

While traditional media dominated among older age groups, particularly the over 65s, it was also a key information source for many younger voters.

Other online news sites (26%), in addition to talking to family, friends and colleagues (17%), were other key sources of news and information during the election campaign. Social media sources, such as Facebook (14%) and YouTube (5%), were used by all age groups but most widely among 18-34 year olds.

Labor voters were more likely to have sourced information from the ABC and SBS television programs than other groups, while LNP voters were more likely to have used commercial free to air television, subscription television, commercial radio, and major newspapers.

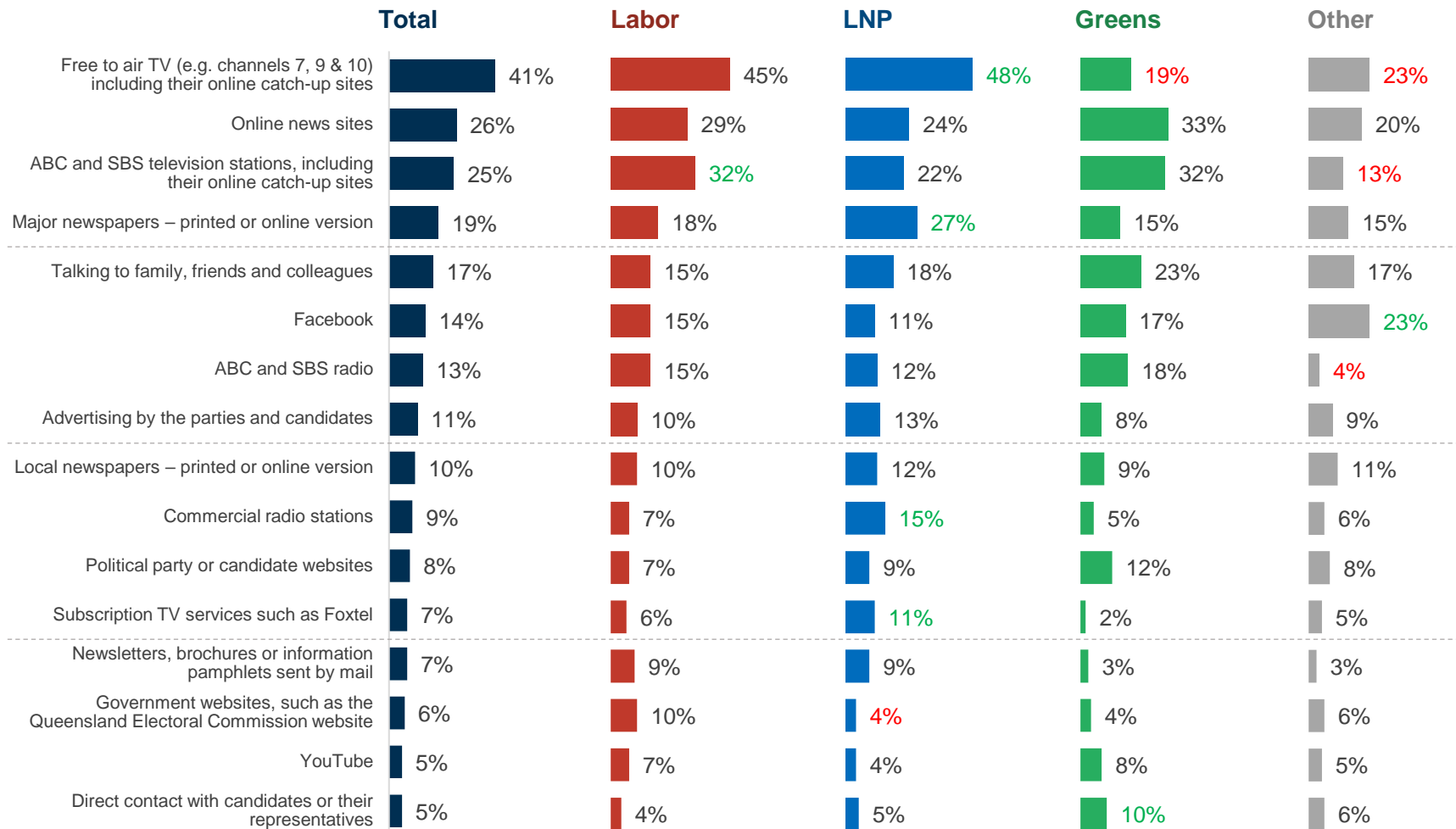
Greens voters were more likely than other groups to have sourced information directly from candidates or their representatives.



Useful sources of news and information for the election campaign



Most useful sources of news and information for election campaign – above 5% of total response (Multiple responses allowed)



Significantly higher / lower than the total at the 95% confidence interval.

Q. 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?

Base: All voters n=1,000; Labor n=364; LNP n=386; Greens n=91; Other n=95

Useful sources of news and information for the election campaign



Most useful sources of news and information for election campaign – above 5% of total response (Multiple responses allowed)

	Total	Men	Women	18-34	35-54	55-64	65+	Brisbane	Rest of SEQ	Rest of Qld
Free to air TV (e.g. channels 7, 9 & 10) including their online catch-up sites	41%	42%	41%	31%	39%	51%	52%	42%	42%	40%
Online news sites	26%	27%	26%	30%	25%	29%	20%	29%	24%	24%
ABC and SBS television stations, including their online catch-up sites	25%	27%	24%	19%	23%	35%	32%	28%	22%	24%
Major newspapers – printed or online version	19%	20%	19%	17%	18%	17%	27%	22%	19%	16%
Talking to family, friends and colleagues	17%	16%	18%	23%	16%	12%	12%	17%	19%	14%
Facebook	14%	15%	14%	27%	13%	6%	5%	14%	13%	16%
ABC and SBS radio	13%	13%	13%	10%	11%	14%	18%	12%	12%	15%
Advertising by the parties and candidates	11%	11%	11%	12%	8%	12%	14%	10%	12%	11%
Local newspapers – printed or online version	10%	11%	9%	12%	8%	10%	12%	9%	12%	12%
Commercial radio stations	9%	9%	9%	10%	7%	9%	13%	10%	10%	7%
Political party or candidate websites	8%	9%	8%	12%	7%	7%	6%	9%	8%	7%
Subscription TV services such as Foxtel	7%	8%	6%	9%	5%	7%	10%	7%	7%	7%
Newsletters, brochures or information pamphlets sent by mail	7%	6%	8%	5%	6%	8%	11%	8%	6%	6%
Government websites, such as the Queensland Electoral Commission website	6%	5%	8%	10%	7%	4%	3%	7%	7%	5%
YouTube	5%	8%	3%	12%	4%	1%	1%	9%	2%	2%
Direct contact with candidates or their representatives	5%	5%	6%	3%	5%	6%	8%	4%	6%	6%

Significantly higher / lower than the total at the 95% confidence interval.

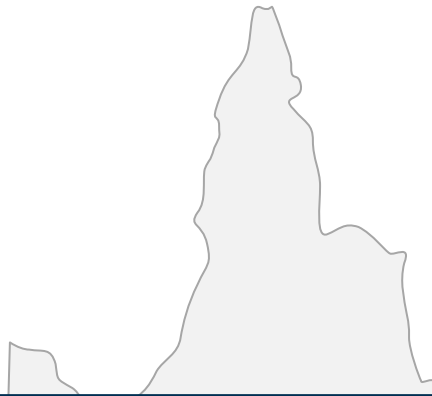
Q. What were the most useful sources of news and information for you in this election campaign to keep you informed and help you decide who to vote for?

Base: All voters n=1,000; Men n=500; Women n=500; 35-54 years n=364; 55-64 years n=192; 65+ years n=255; Brisbane n=459; Rest of South East Queensland n=270; Rest of Queensland n=271

Appendix



Survey methodology



Quantitative Online Survey, sponsored by JWS Research

Sample size

- A representative sample of n=1,000 Queenslanders who voted in the October 31st, 2020 state election

Representation

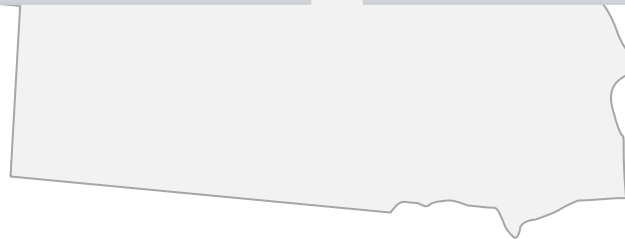
- Survey quotas applied for age, gender and location
- Weighting applied at the analysis stage to age / gender / location proportions based on ABS census data

Margin of error and confidence level

- The maximum margin of error on a sample of n=1,000 is +/-3.1 at the 95% confidence level
- Differences of +/-1% for net scores are due to rounding

Timing

- 10 minutes in length
- Conducted from Sunday 1st to Tuesday 3rd November 2020



THERE ARE OVER 4 MILLION PEOPLE IN QUEENSLAND...

FIND OUT WHAT THEY'RE THINKING.



Contact us
03 8685 8555



Follow us
[@JWSResearch](#)

John Scales
Founder
jscales@jwsresearch.com

Katrina Cox
Director of Client Services
kcox@jwsresearch.com

Mark Zuker
Managing Director
mzucker@jwsresearch.com

Cassandra Marks
Account Manager
cmarks@jwsresearch.com

Issued: 13th November 2020



J W S R E S E A R C H