

Queensland Election final week October 2020

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Methodology

The following tables and graphs are based on a sample which has been selected for voting intention based on the results of the Newspoll published on October 16 in *The Australian*. Where there are comparison figures, these refer to our previous study conducted between August 27 and September 2, 2020

Results should be taken as indicative in that the sample is not properly randomised, but it is unlikely that groups are completely unrepresentative.

In these tables we have amalgamated the Pauline Hanson One Nation, the Katter Australia Party and United Australia Party votes as one and labelled them "Nationalist". Given their small size in the sample, on their own they are not statistically significant, whereas combined in one group they are. These parties in our sample attract similar voters, with significantly more having voted Liberal or Liberal National previously than have voted Labor.

The poll was conducted October 25 to October 26, 2020 using our online panel of over 13,000 Australian voters and only inviting people to participate who had Queensland postcodes.

Qualitative analysis was undertaken using Leximancer. Respondents were selected randomly from their various voting blocs. Quantitative analysis was undertaken using Microsoft Excel, and the respondents selected by voting intention for the qualitative analysis.

For further information contact Graham Young 0411 104 801.

Executive Summary

This is a snapshot of what was happening at the beginning of this last week of the campaign and I have not provided detailed analysis. Further analysis will probably be made of the data after the election, but a full analysis now would not arrive until next week.

As such readers will have to make sense out of the tables and the concept maps themselves. I have also not provided any verbatims.

However, I think the trends are pretty clear and draw the following conclusions.

1. Labor has won the campaign with Annastacia Palaszczuk's favourability increasing during the election period, and Deb Frecklington's decreasing.
2. Frecklington has lost a part of the nationalist and others vote, which is crucial to the LNP doing well in regional Queensland where minor parties and independents win larger shares of the vote than in most of the south east.
3. The Greens have become more relaxed with Palaszczuk during the campaign.
4. The ALP is the only party to have managed to get a defined message through, which is that they offer safety and security, and this is demonstrated by their handling of COVID-19.
5. Electors have more difficulty delineating what they think the LNP stands for. There are a number of issues evident in the concept maps, like the Bradfield Scheme and upgrading the Bruce Highway, but these do not amount to a message.
6. The Greens are identified with the environment, but their messaging - that they don't take corporate donations, and that's why you should vote for them, because as a result they represent you - does not appear to have bitten.

Graham Young
Executive Director

Quantitative polling

Two-party preferred

	ALP		Grns		LNP		Nationalist		Other		Total	
	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd
ALP	98%	96%	96%	100%	0%	2%	4%	11%	0%	67%	44%	54%
LNP	2%	4%	4%	0%	100%	98%	96%	89%	100%	33%	56%	46%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The difference between the two results is attributable to an increase in others, who split less-favourably for the LNP, and a decrease in the LNP first preference vote.

Approval of the premier

	ALP		Grns		LNP		Nationalist		Other		Total	
	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd
SA	56%	62%	10%	6%	0%	0%	3%	9%	14%	10%	20%	25%
A	37%	28%	57%	72%	3%	6%	3%	5%	14%	20%	21%	22%
N	8%	9%	17%	22%	9%	4%	14%	14%	14%	40%	10%	11%
D	0%	0%	7%	0%	30%	19%	22%	9%	14%	10%	16%	8%
SD	0%	0%	3%	0%	59%	72%	59%	64%	43%	20%	33%	34%
U	0%	2%	7%	0%	0%	0%	0%	0%	0%	0%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TA	92%	90%	67%	78%	3%	6%	5%	14%	29%	30%	40%	47%
TD	0%	0%	10%	0%	88%	91%	81%	73%	57%	30%	49%	42%
NA	92%	90%	57%	78%	-85%	-85%	-76%	-59%	-29%	0%	-8%	5%

Annastacia Palaszczuk's favourability has increased slightly, with movement amongst Greens, Nationalists and Others.

Approval of opposition leader

	ALP		Grns		LNP		Nationalist		Other		Total	
	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd
SA	3%	3%	0%	0%	10%	21%	5%	0%	0%	10%	5%	9%
A	4%	2%	0%	0%	43%	47%	11%	26%	14%	0%	20%	20%
N	14%	9%	21%	33%	36%	26%	32%	48%	14%	20%	26%	23%
D	19%	38%	24%	11%	11%	2%	38%	13%	57%	40%	20%	20%
SD	56%	48%	48%	56%	0%	4%	11%	13%	0%	30%	25%	28%
U	5%		7%		1%		3%		14%		4%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TA	6%	5%	0%	0%	52%	68%	16%	26%	14%	10%	25%	28%
TD	75%	86%	72%	67%	11%	6%	49%	26%	57%	70%	46%	48%
NA	-68%	-81%	-72%	-67%	41%	62%	-32%	0%	-43%	-60%	-21%	-20%

Deb Frecklington's favourability has stagnated. It has gone backwards with ALP voters, Nationalists and Others, and improved with LNP and Greens.

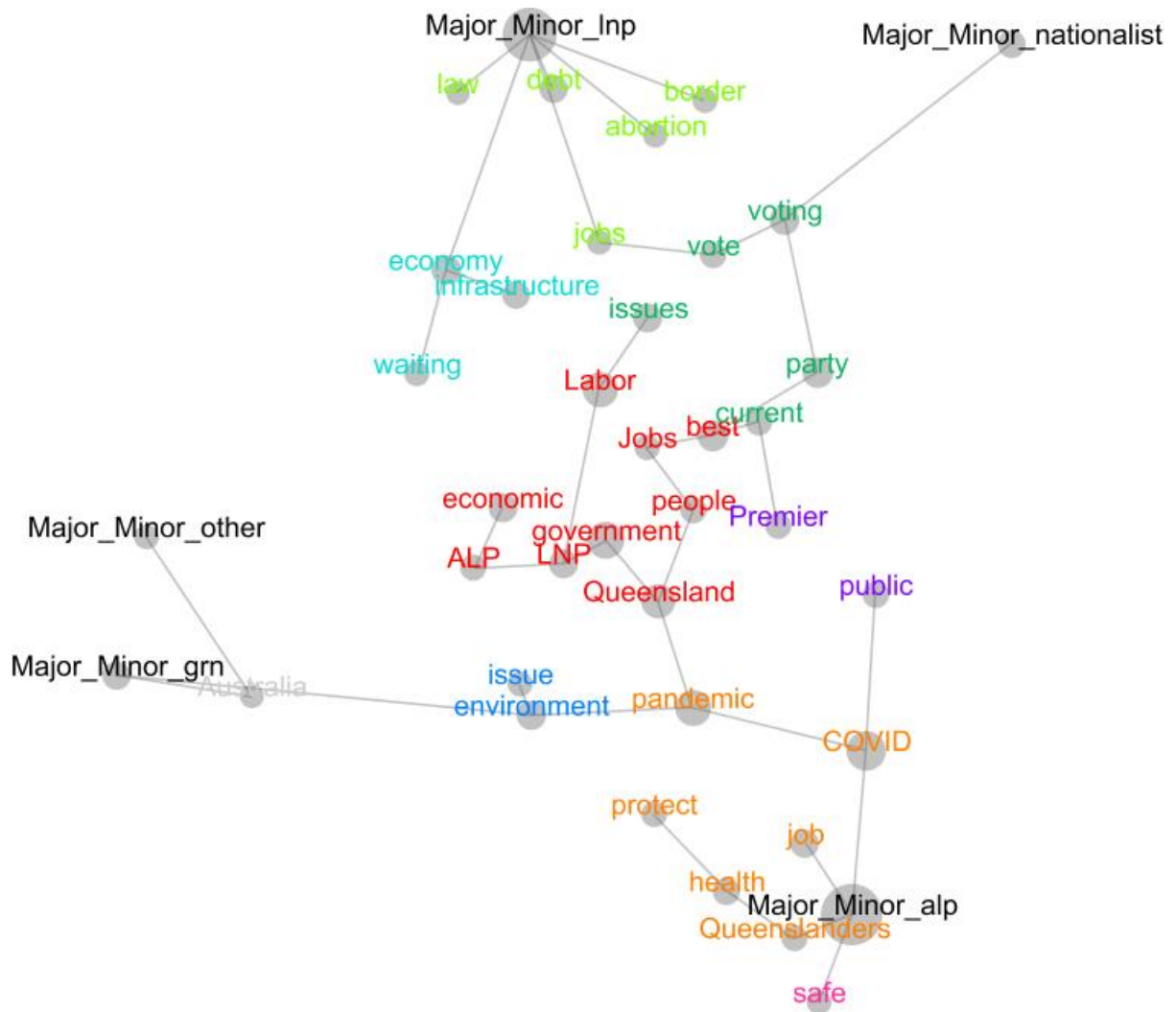
Preferred premier

	ALP		Grns		LNP		Nationalist		Other		Total	
	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd
Annastacia Palaszczuk	100%	98%	79%	100%	1%	4%	7%	11%	33%	67%	45%	55%
Deb Frecklington	0%	0%	4%	0%	88%	85%	61%	56%	50%	22%	44%	36%
U	0%	2%	18%	0%	11%	12%	32%	33%	17%	11%	11%	9%
Grand Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

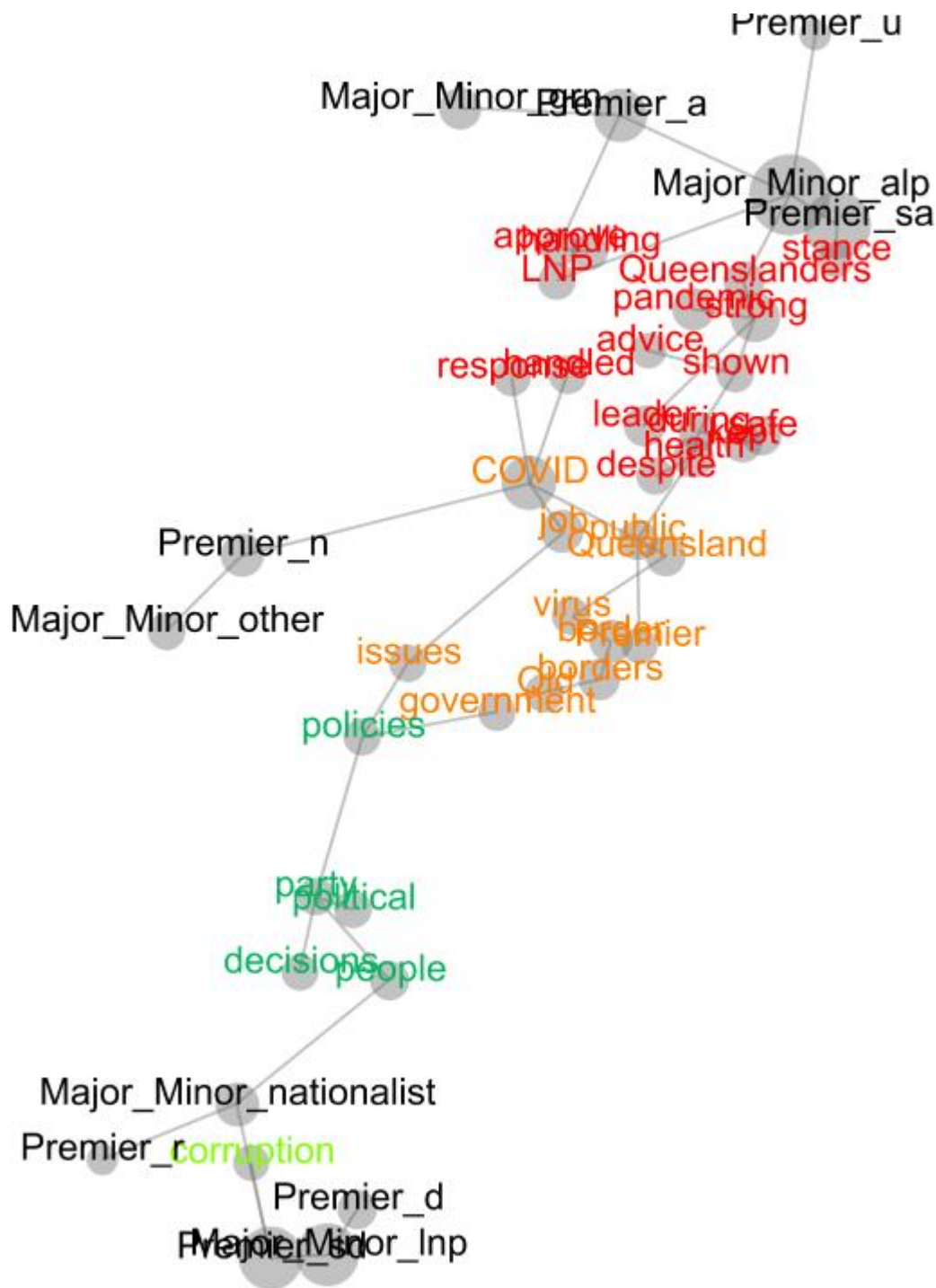
Palaszczuk has improved with Greens and Other, and but there is still a high Unsure rating with Nationalists.

Qualitative polling

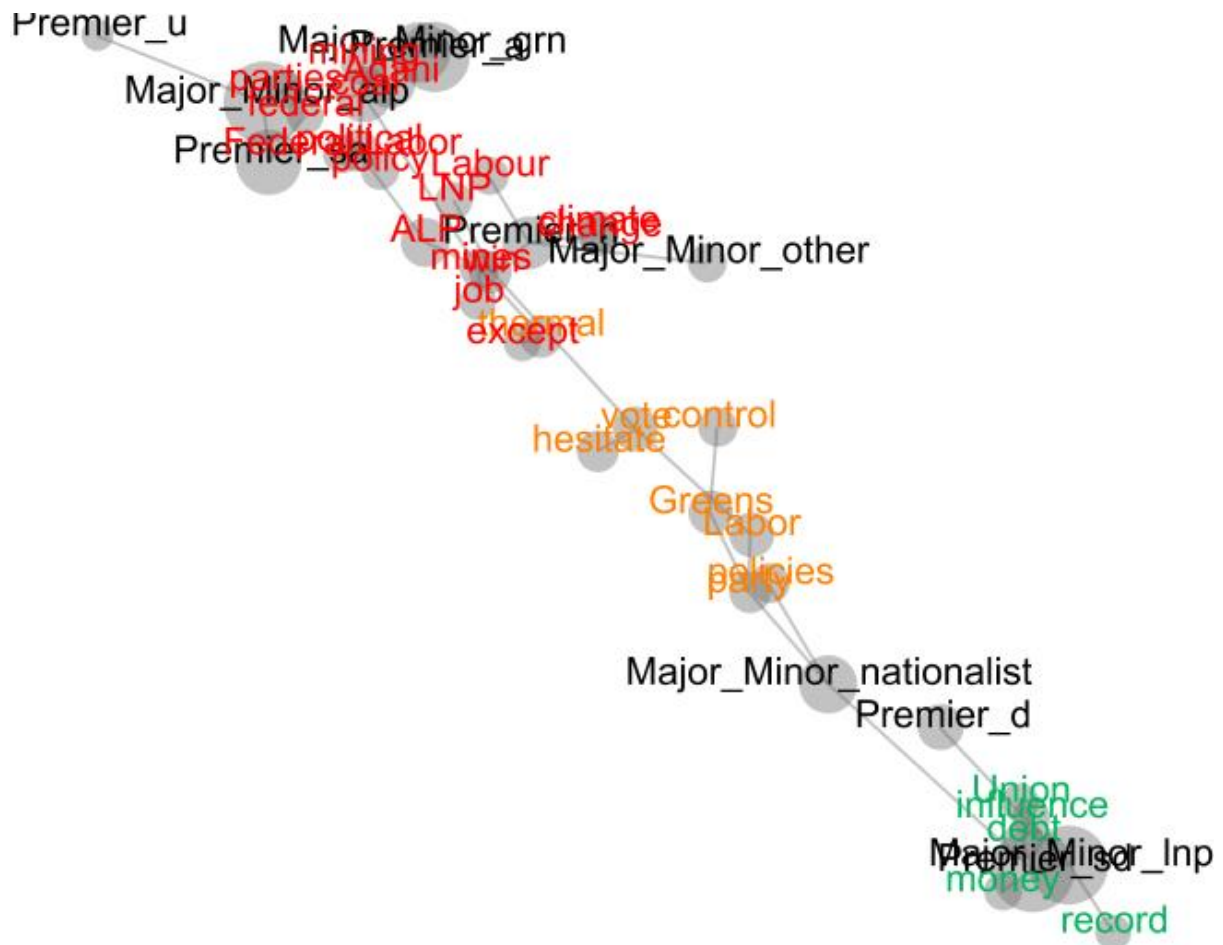
Most important issue this election



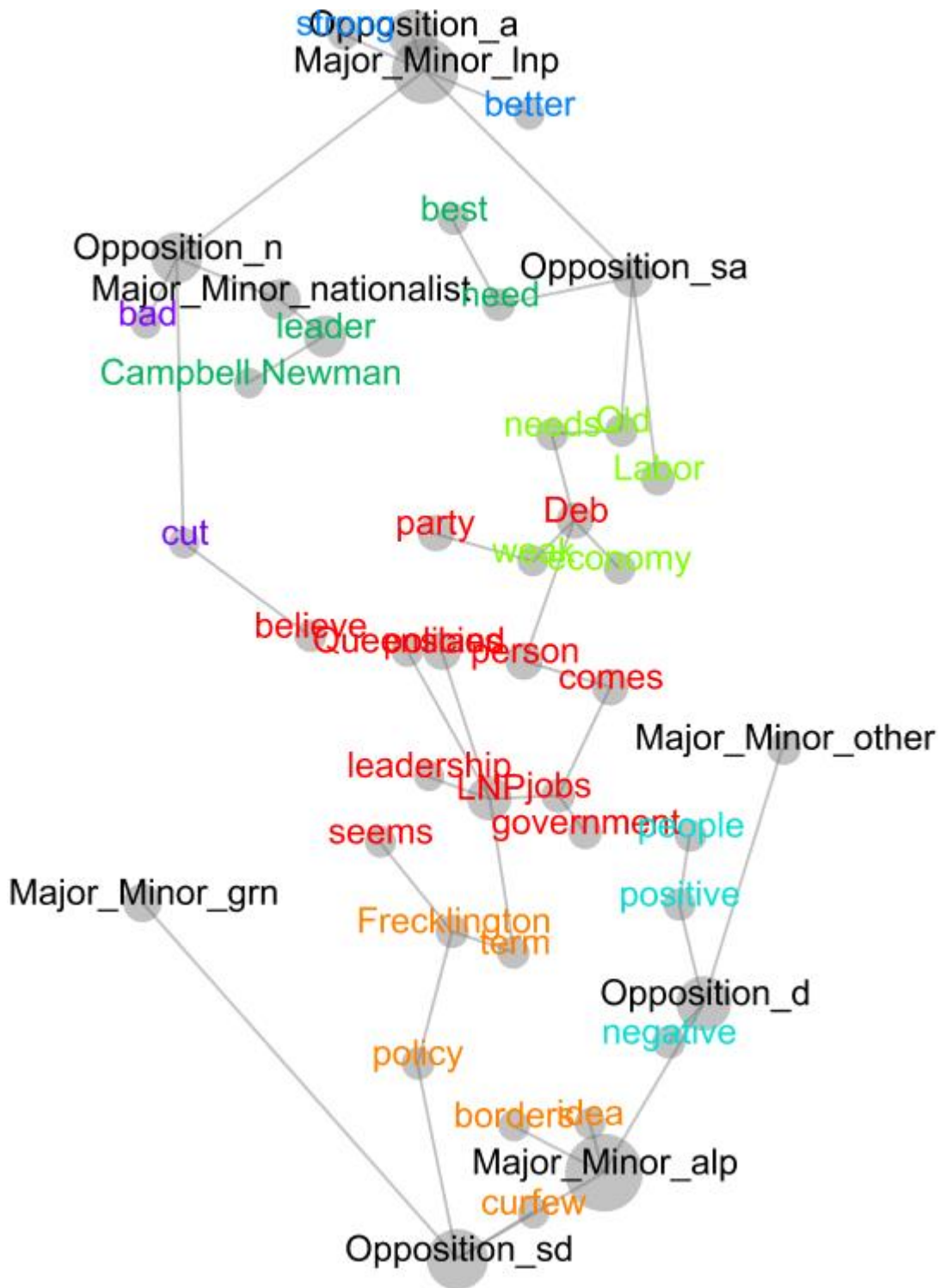
Premier approval



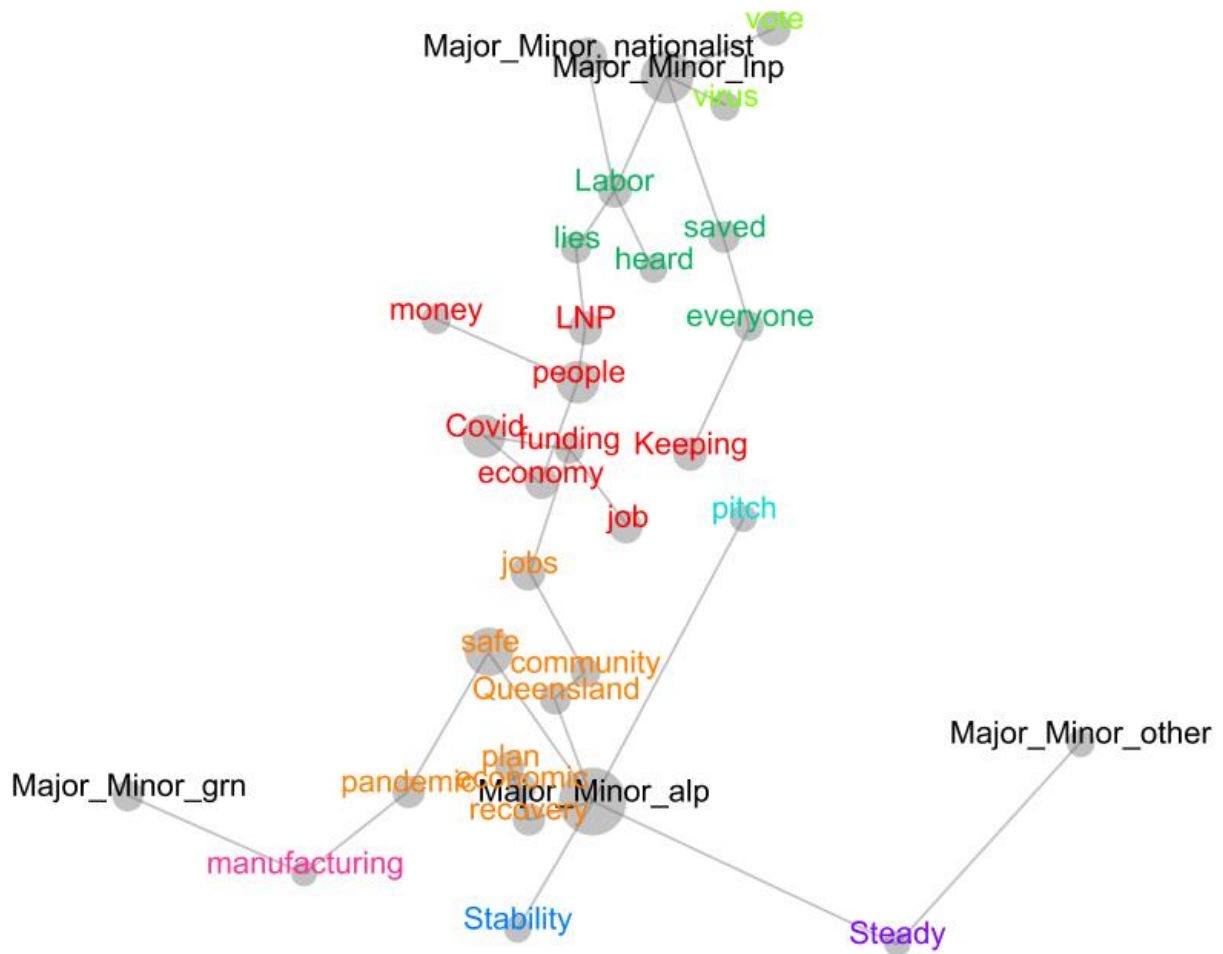
Premier hesitate



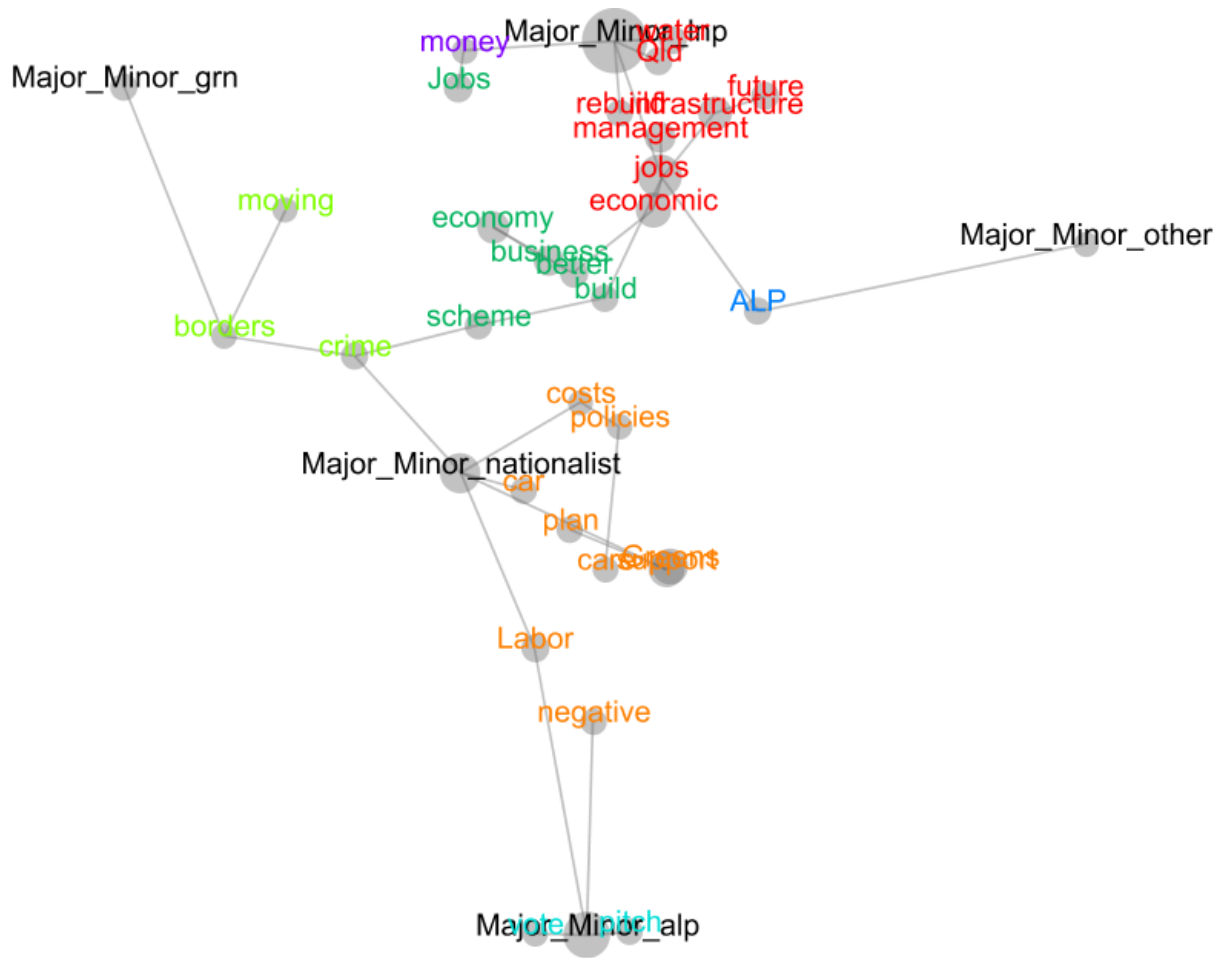
Opposition leader approve



ALP pitch



LNP pitch



Greens pitch

