Australian Institute for Progress

QLD Election

2024

Exit Poll

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The Australian Institute for Progress exists to advance the discussion, development and implementation of public policy for Australia's future, from its base in Brisbane. The future does not look after itself.

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Methodology

The following tables and graphs are based on an original sample of 207 respondents which was not weighted for voting intentions because its result was close to the published quantitative opinion polls, with a second poll of 115 which was weighted.

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

In these tables we have amalgamated the Family First, Katter Australia Party and One Nation respondents as one and labelled them “Nationalist”. This is so that we have a statistically significant sample for this group, and because these parties in our sample attract similar voters, with a core belief that Australia is not just a country but has a particular ethos which needs to be valued and protected. We have amalgamated the Independents and Legalise Cannabis Party as “Cosmopolitan” because they take more of an internationalist than a nationalist perspective.

The first poll was conducted from October 3 to October 13 2024, using our online panel of over 6,000 Australian voters, and the second between October 26 and October 28 2024 using the same panel.

Quantitative analysis was undertaken using Microsoft Excel. Qualitative analysis was undertaken using Leximancer.

For further information contact Graham Young 0411 104 801.

Executive Summary

This was a time for a change election. Generally, when the word “change” is present in responses in our surveys it is closely twinned with “climate”. This was still the case in questions about direction and general issues and election issues, but when we asked about final voting intentions “change” was most closely linked to “time”. David Crisafulli’s small target strategy was all about trying to cement this feeling in voters’ minds while minimising opportunities for the government to focus on his policies.

We now know that the LNP won the state election with a two-party preferred vote of 54% and a swing to it of 7% (pending the final counts from the Queensland Electoral Commission). External polls from September showed a slightly higher LNP result, which declined as the election approached, but, with the exception of a *Courier Mail* exit poll on October 15, which put the result at 58% to the LNP, the rest were within the margin of error of the actual result.

We rely on these polls to weight our samples, so our polls can’t predict the gross figures, but they do give a quantitative as well as a qualitative insight into what happened along the way.

For example, our normalised samples show David Crisafulli losing ground during the campaign, as reflected in his personal vote, but this barely affected the election outcome. His approval dropped from a net -1% to -10% amongst our sample while Steven Miles improved his net approval from -23% to -16%. Despite the relative shift in their approvals, Crisafulli was still more popular at the end of the election, which helped achieve the win.

In some ways this election was a two-horse race where the fight was for who would come second last, with both being viewed negatively on balance on key measures. The former government moved from a net -32% who thought they deserved to be re-elected to net -24% - an 8 percentage point turnaround, but still behind the then opposition who started with net -6% and ended with net -7%. Yes, the LNP was ahead, but they were still underwater.

During the course of the campaign the range of issues engaging voters shrank. Energy and water, for example, were central issues in the first poll, but had disappeared in the second. The economy and debt were also less important towards the end, although these are key LNP and Nationalist concerns. Crime became the dominant reason to vote LNP, but it seemed to symbolise a cluster of issues like cost of living and infrastructure. Even if they weren’t mentioned by all respondents there were sufficient respondents lumping them together to suggest they were psychologically connected.

The most interesting issue was abortion. It was present in the first poll, but almost entirely from the right-to-life perspective, and was mentioned by only 9 people or 5%. In our adjusted second sample it was mentioned 14 times by 13 people, or around 20% of the sample. However, most of those who mentioned it were voting as they normally do, while there were two voters who claimed to be swinging voters who each went in different directions, and one who moved from Greens to LNP. What this means is that the issue tended to intensify pre-existing voting intentions rather than changing them.

Of course we do not have a lot of younger female respondents, and it may have had an effect there, and might explain the smaller swings away from the government in the suburban seats.

Where the issue did make a difference was in perceptions of David Crisafulli. His answers to the abortion question appeared to be evasive, even to his own supporters, and this might partly explain the deterioration in his personal standing.

David Crisafulli is now the premier, but according to our voting panels he is on P plates. He needs to prove to voters, particularly the minor party Nationalists who seem to have swung their support hardest behind him, that he is honourable and will return a sense of control to the state.

1. Perceptions of the direction of the state were virtually unchanged, although sentiment was marginally less strongly negative with the percentage of those who "strongly agreed" halving, but largely shifting to the "agree" category to give a net agree of -28% versus -27% previously
2. Steven Miles improved his approval over the course of the campaign from a net approval of -23% to -16%. There was a small improvement in his approval from 33% to 35%, with total disapproval down from 56% to 51%
3. David Crisafulli's approval dropped over the course of the campaign from net -1% to -10%. This was an effect of a decrease in his approval which went to the neutral "Neither approve nor disapprove" category. Disapproval only increased one point from 39% to 40%, although there were proportionately more "strongly disapprove" compared to "approve".
4. Preferred premier also moved slightly against Crisafulli with those preferring him decreasing from 55% to 52%, but all of these moved to "Unsure" rather than across to Miles.
5. There was also a change in the degree to which respondents thought the government deserved to be re-elected from -32% net to -24%. This was driven by fewer people disagreeing while those who were neutral "Neither agree nor disagree" doubled from 8% to 16%.
6. The desire to elect the opposition was almost unchanged over the course of the campaign. It started with a net -6% and ended with -7% net. Total agree was down 3 percentage points from 39% to 36% and total disagree by 2 percentage point from 45% to 43% with neutral and unsure both increasing.
7. The issues that voters saw having importance narrowed between the first and second poll. Energy and water were both issues in the first poll that had almost completely disappeared in the second. The same applies to housing.
8. Issues were more strongly associated with the groups that were reacting to them. So, while cost of living started off as a contested concern between Labor and LNP, by the election it was much more strongly associated with LNP. Crime remained a central issue.
9. General issues facing the state also moved closer to election issues in the second poll so that the Leximancer visualisation was virtually identical for both, suggesting that voters were allowing the campaigns to modify their preferences.
10. One issue grew in importance – abortion. In our first sample there were 7 mentions, generally from pro-life respondents. In the second sample there were 47 mentions in the entire sample, and 14 in the sample adjusted for political intentions. Many of these mentions were by the same people, so they don't amount to a statistically significant sample. However, only a couple appeared to have changed their usual voting habits as a result. For LNP voters it was often a case of thinking David Crisafulli could have better handled the issue when it was mentioned. Our samples are low in young women, so the effect of the issue may be understated in our research, but then young women are also the least likely to vote LNP so it may in the end have made little difference even with a more complete sample.
11. This was the first election for a long time when climate change was not a significant issue, apart from for Greens voters.
12. While the general economy was an issue at the beginning of the election this had decreased in significance by the end and was most heavily associated with LNP voters.

13. Health also drifted more into the LNP part of the graph, but infrastructure remained as a generally shared concern.
14. Crime remained a central issue and was connected to cost of living, and through that to debt, and a concern that Labor had lost control. It was also connected to infrastructure. It may be that the LNP's almost complete concentration on crime meant that it served as a proxy in the minds of voters for a cluster of issues which were still concerns, just not being fought over as headline issues.

GRAHAM YOUNG
EXECUTIVE DIRECTOR

Quantitative Analysis

Thinking about Queensland how strongly would you agree or disagree that the state is heading in the right direction?

	First	Exit
Strongly Agree	13%	7%
Agree	20%	24%
Neither agree nor disagree	7%	9%
Disagree	18%	19%
Strongly disagree	42%	40%
Unsure	0%	1%
Total	100%	100%
Total agree	33%	31%
Total disagree	60%	59%
Net agree	-27%	-28%

Thinking about your opinion in general of the performance of Premier Steven Miles how strongly do you approve or disapprove of it?

	First	Exit
Strongly approve	16%	18%
Approve	17%	17%
Neither approve nor disapprove	10%	14%
Disapprove	16%	19%
Strongly disapprove	40%	32%
Unsure	2%	
Total	100%	100%
Total approve	33%	35%
Total disapprove	56%	51%
Net approve	-23%	-16%

Thinking about your opinion in general of the performance of Opposition Leader David Crisafulli, how strongly do you approve or disapprove of it?

	First	Exit
Strongly approve	12%	8%
Approve	26%	21%
Neither approve nor disapprove	22%	30%
Disapprove	18%	16%
Strongly disapprove	21%	25%
Unsure	2%	0%
Total	100%	100%
Total approve	38%	30%
Total disapprove	39%	40%
Net approve	-1%	-10%

Who is your preferred premier?

	First	Exit
David Crisafulli	55%	52%
Stephen Miles	41%	42%
Unsure	4%	7%
Total	100%	100%

Thinking about the performance of the Queensland Government how strongly would you agree or disagree that it has done enough to deserve to be re-elected?

	First	Exit
Strongly agree	11%	7%
Agree	19%	23%
Neither agree nor disagree	8%	16%
Disagree	8%	12%
Strongly Disagree	53%	42%
Unsure	1%	0%
Total	100%	100%
Total agree	30%	30%
Total disagree	61%	54%
Net agree	-32%	-24%

Thinking about the performance of the Queensland Opposition how strongly would you agree or disagree that it has done enough to deserve to be elected as the government?

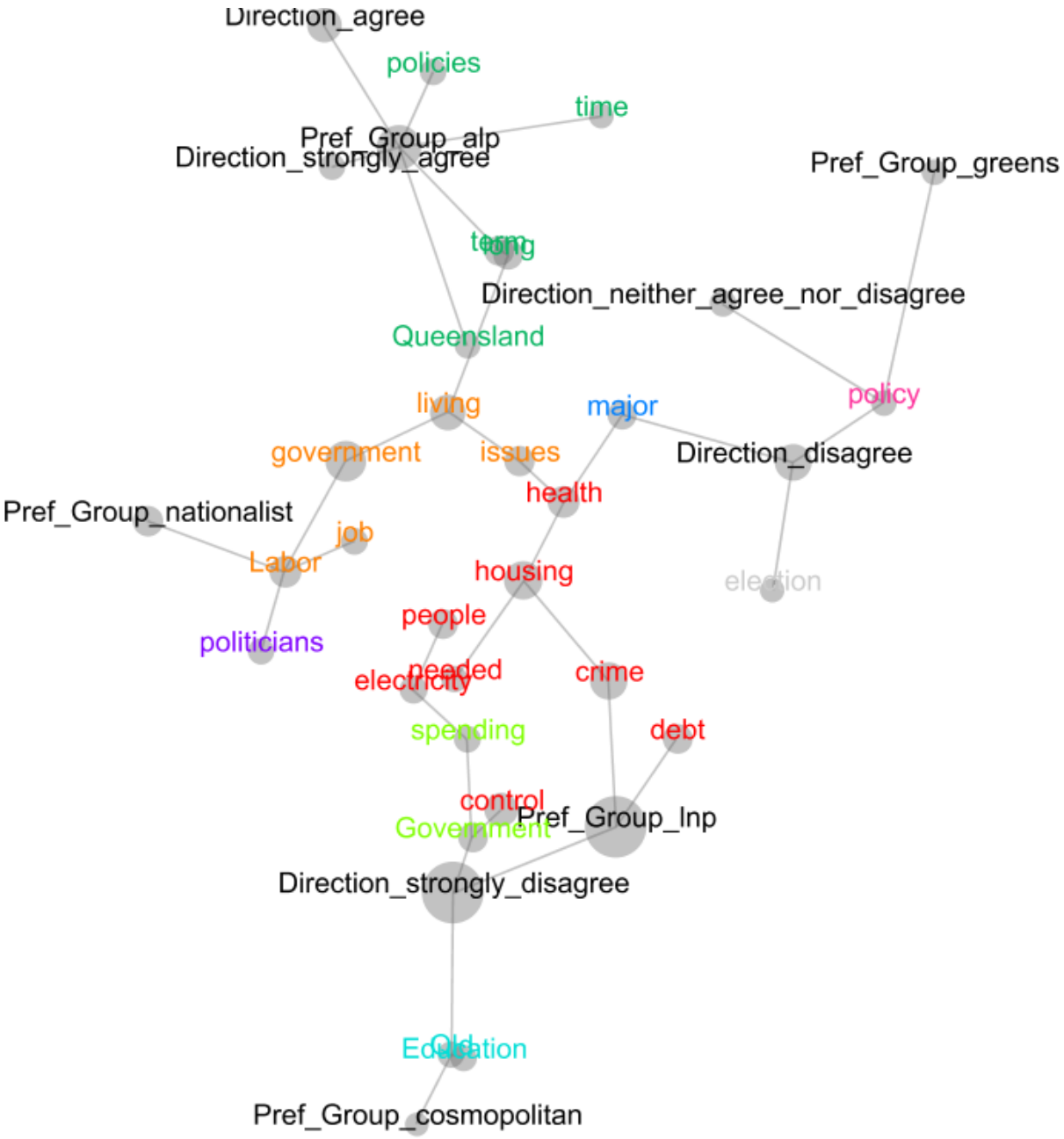
	First	Exit
Strongly agree	16%	15%
Agree	23%	21%
Neither agree nor disagree	15%	17%
Disagree	15%	17%
Strongly disagree	30%	25%
Unsure	2%	4%
Total	100%	100%
Total agree	39%	36%
Total disagree	45%	43%
Net agree	-6%	-7%

Qualitative Analysis

Our qualitative analysis looks at the reasons given by respondents for their various judgements. The following maps are generated from the data by Leximancer and overlay the key words over the variables from the question – generally the answer to the question plus voting intentions. Words that are most closely associated will cluster together. The most frequently used words are brighter than those used less frequently.

We do not edit the verbatims and all spelling and grammatical errors are reproduced. Editing the transcripts would take away from some of the unique tone of each response. The verbatims are selected so as to give a better insight into how the individual words are being used.

Thinking about Queensland how strongly would you agree or disagree that the state is heading in the right direction?



Verbatims

> *The **Government** can not keep spending to prop people up as our debt is out of control and none of this is curbing inflation. The important issues are not being addressed, our roads, water supplies, electricity production, (solar & wind farms*

will never do it), housing affordability, (stop approving high density housing) that is only creating more congestion and it creates ghettoes.

***Debt** ballooning out of control **Unions** controlling the **Government**, especially government construction **Education** outcomes are poor The **Justice** system needs a complete overhaul, especially youth justice **Youth** crime rates are too high **QLD** policing strategy needs to be reviewed*

*It's a difficult juggle to be in government at the moment. With a global cost of living crisis, global high inflation, global housing affordability issues, and **MASSIVE** disinformation about a so-called youth crime crisis, no government can implement all the solutions needed.*

***Labor** is ideologically big government, high taxes by nature - a practice which fosters waste, inefficiencies, and poor performance through government control of its population. Both major parties are less than perfect, but in the areas of the competence & experience of representatives, and political & functional honesty, the choice is not even close.*

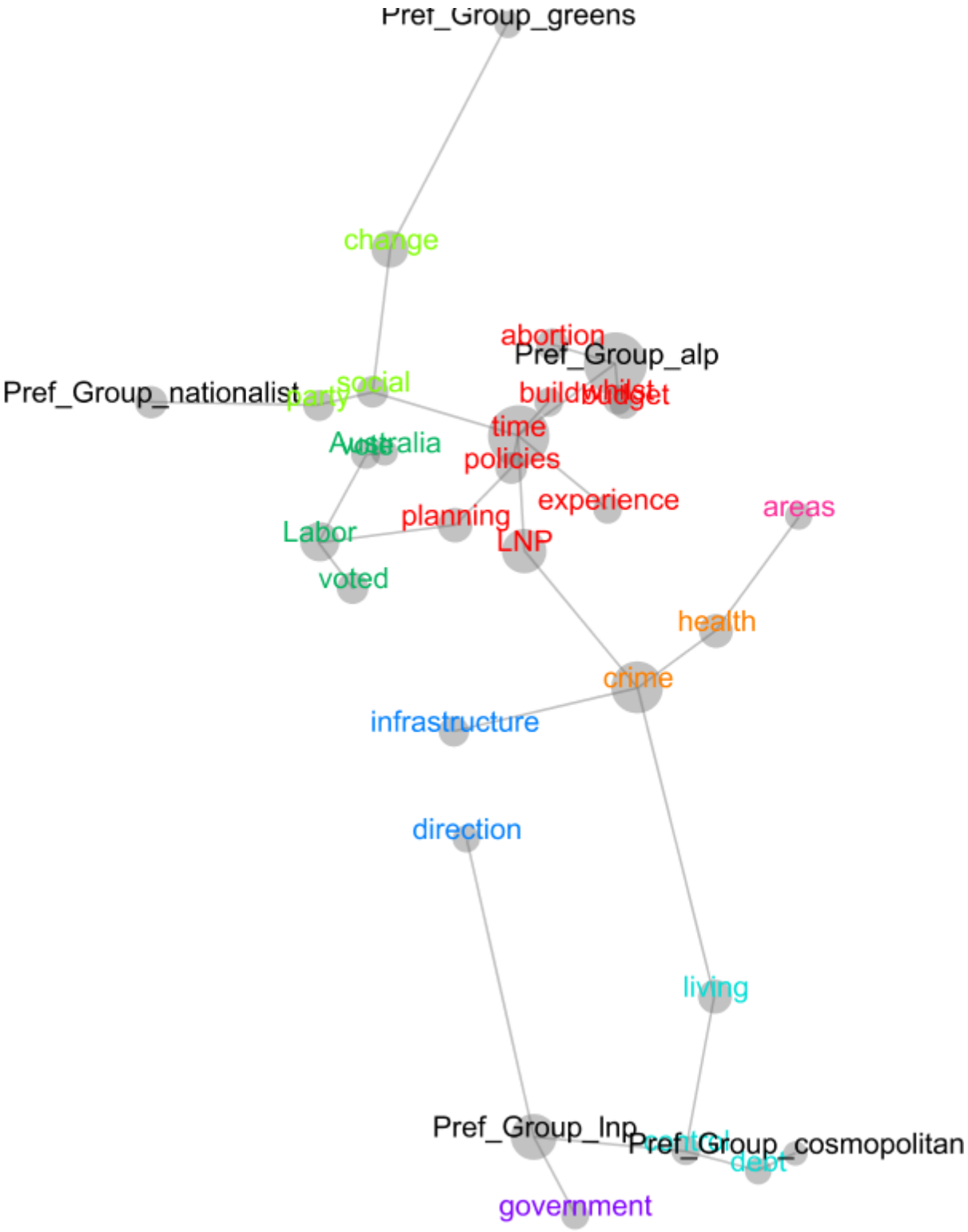
The government is working through issues and has had a long term view of many policies (sure some short term electoral stuff is there) that I am interested in health

We have real cost of living measures and environmental initiatives to help short term with long term policies that will help younger people and children

***Labor** politicians no longer consider the needs and views of people that just want to live in peace and don't need to be-told what they most do to achieve it. Just get out of the road and just do the job that you were voted in to do.*

***Youth** crime is a major problem. The housing and homeless crisis is a disgrace in an economically wealthy state and country like **Queensland** and **Australia**.*

Thinking about Queensland again, in a short paragraph please tell us what is the most important issue facing the state.



Verbatims

*A few issues. As prevously stated, I think a more progressive gov. will better support me and my cohort to build a future for ourselves, I also have a lot of ethical issues with the **LNP's** polices on crime and youth justice and wonder how*

*they will be better at managing the budget given my previous experience with a **LNP** council, (indropilly roundabout for a start). whilst I find the abortion debate to be concerning, I think it pails in conparesent to there stance on youth crime, for a start the US has demonstrated that this approach dosn't work time and time again.*

*The **Labor** party, social and political engineering in school management and curricula, poor basic education, woke practices, union over-reach, poor infrastructure planning, climate change nonsense, environmental nonsense, "first nations" nonsense, the lack of an audit (eventually since 1778) of the pubic and industry funds handed to the indigenous collective.*

*I seriously believe this election is a choice between values and attitudes. **Labor** is imperfect but the direction is forward and mostly progressive, whereas the **LNP** seeks social conservatism and a return to the 1950s.*

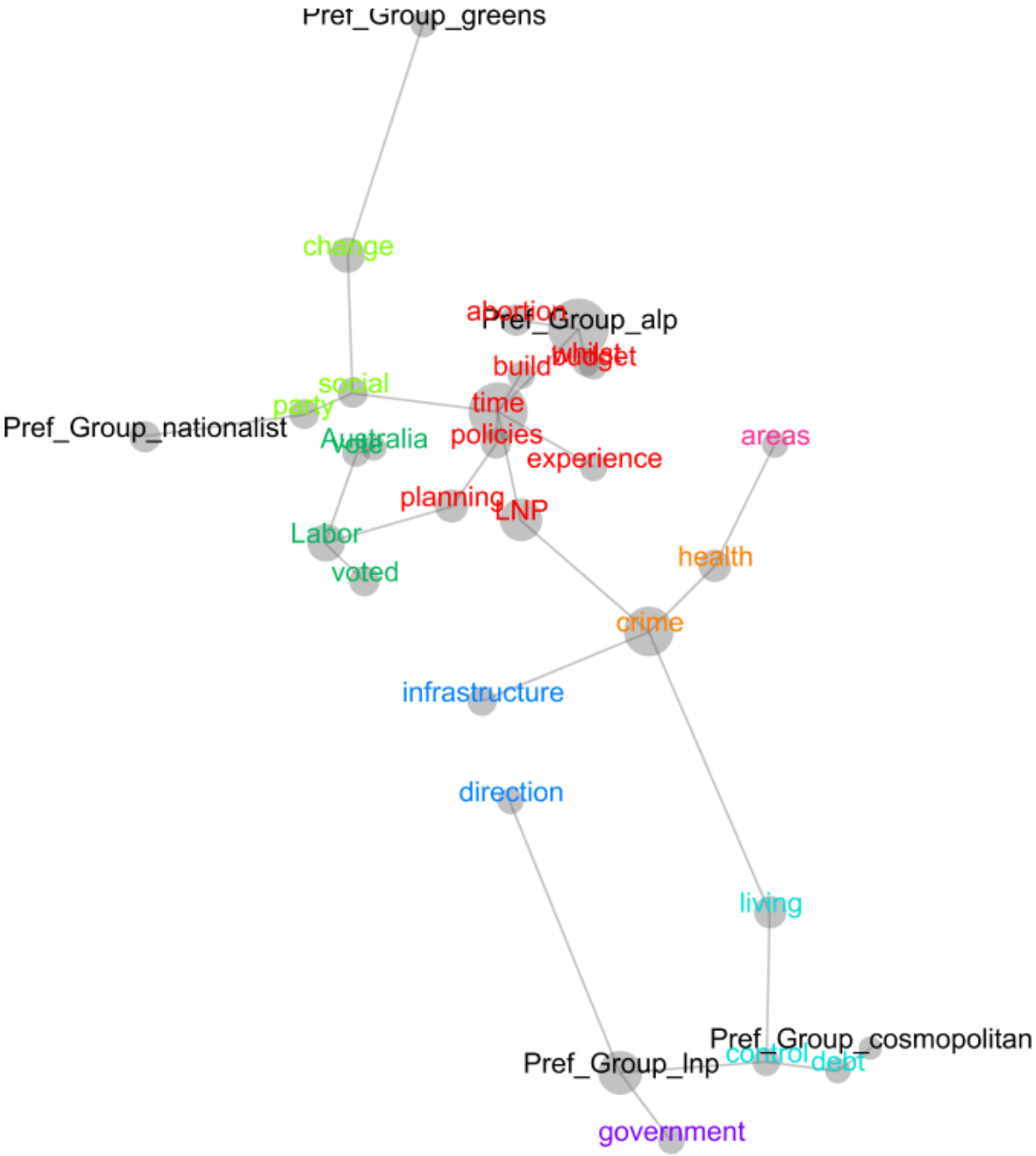
***Cost** of living, road infrastructure & congestion, the crime rate and inadequate legal system, out of control government spending, our quality of life.*

*For the first time in over 30 years I voted **Labor**. I didn't know how the **LNP** is planning to fund and implement their policies.*

*I was worried about women's health, and a seeming lurch to the right on issues like crime and planning (or lack thereof). I was also concerned that The **Greens** have policies that have lurched too far to the left.*

*This is an issue that the **Australian** media is blowing up to be a bigger issue than it is, crime in general is on a downward trend in **Australia** to begin with, I don't need a **QLD LNP** gov. to bump it back up.*

Thinking about your vote in this election, in a short paragraph please tell us what issue will affect your vote the most.



Verbatims

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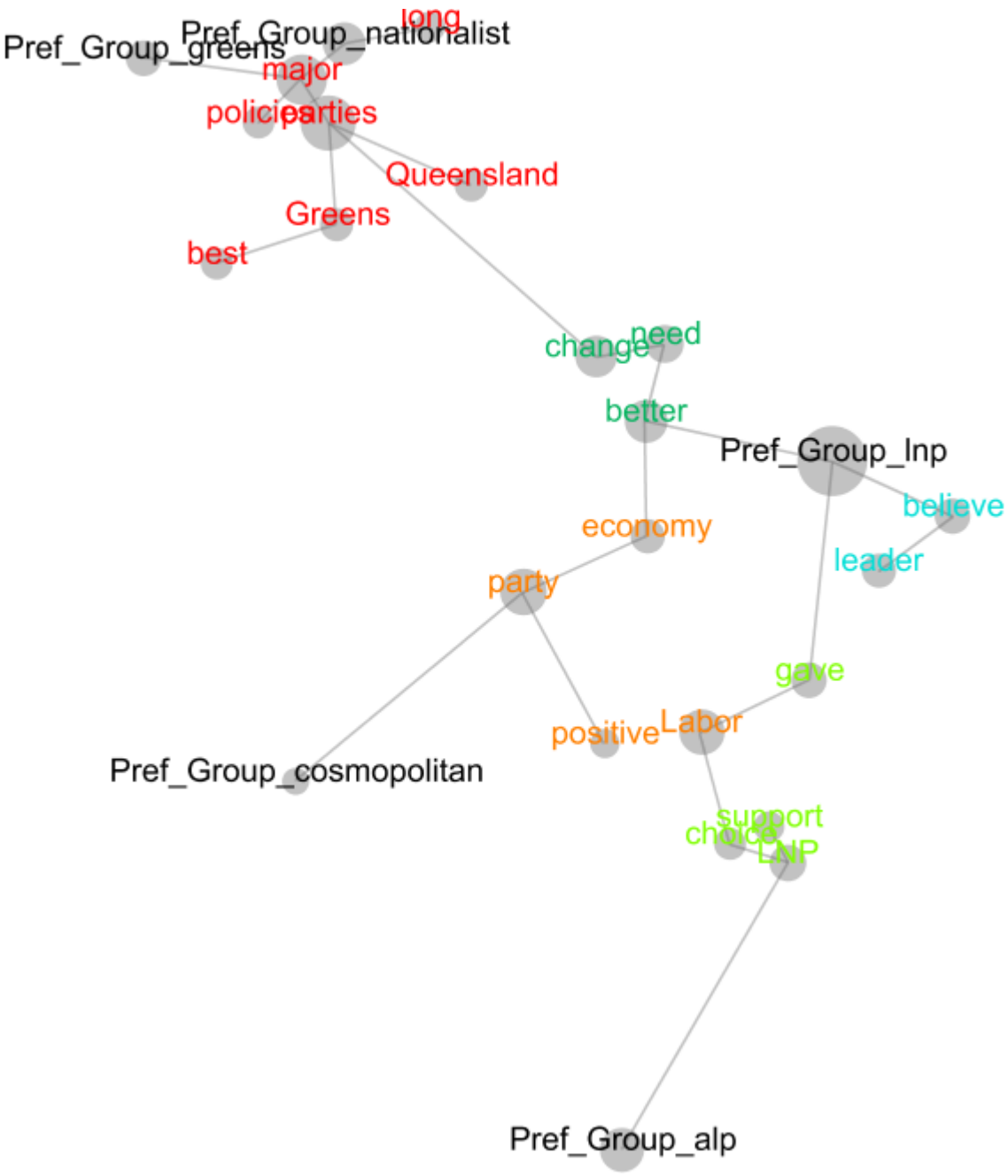
Thinking about your vote this election in the Legislative Assembly, which of the following parties will receive your first preference?



Verbatims

> *Because neither major party cares about north **Queensland**. **And KAP** better represents the wishes of **NQ***
>
> *I think both major parties have been disappointing. I don't love all of the **Greens** policies but they are best if the bunch.*
>
> *Well with such contempt the major parties have each fielding in my electorate candidates with the wrong plumbing and little grey matter between their ears being not long finished potty training.*

As mentioned earlier, I believe we need a change of leader.

*They are usually better with the economy and we need to get rid of **Labor**.*

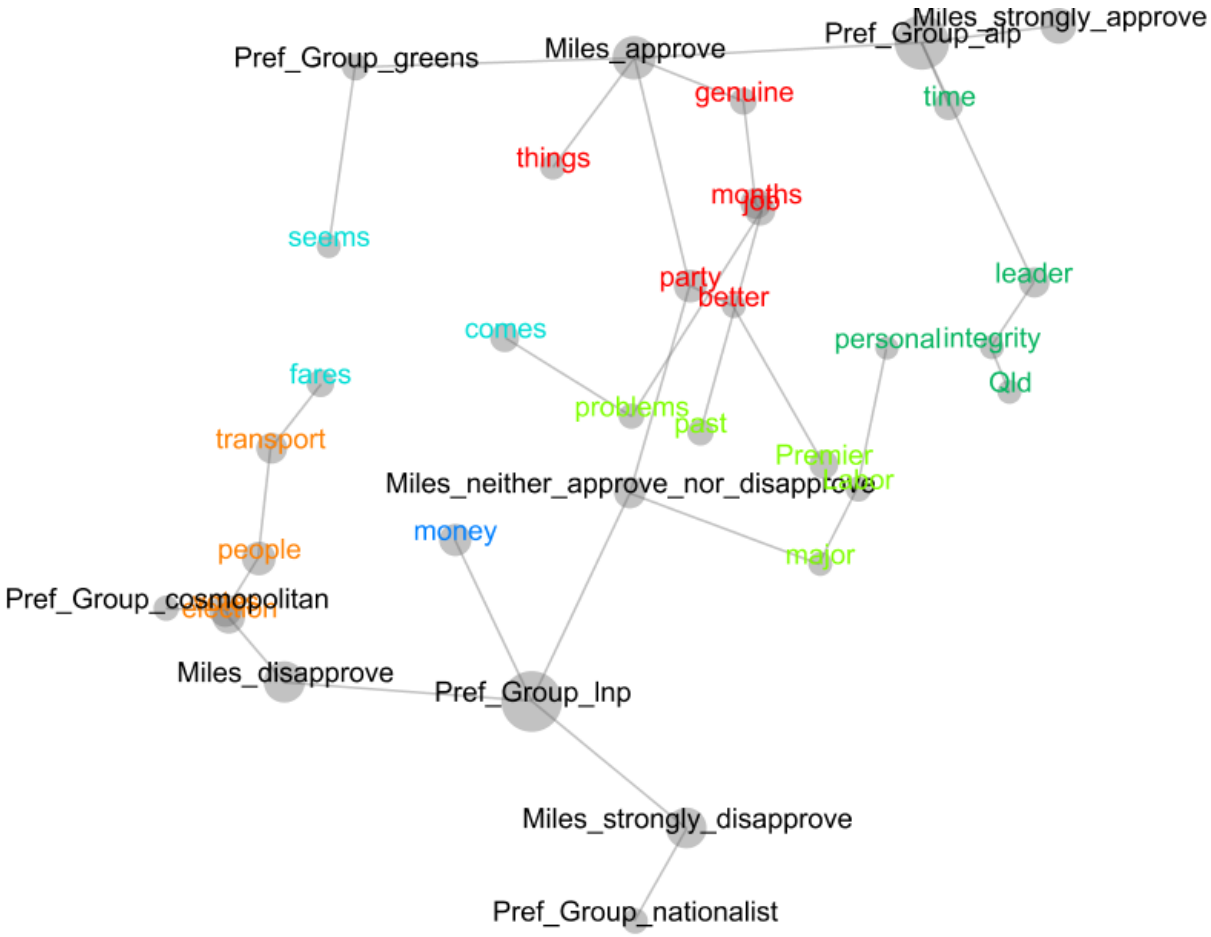
2 major parties aren't moving fast enough on climate change

I believe they had a plan to take the State forward and they had put this plan forward over the prior 18 months in detail.

*I believe the **Liberal Party** are focused on achieving outcomes for the community as well as balancing the budget.*

***LNP** anti choice for a women's right to decide if she wants to have an abortion.*

Thinking about your opinion in general of the performance of Premier Steven Miles how strongly do you approve or disapprove of it?



Verbatims

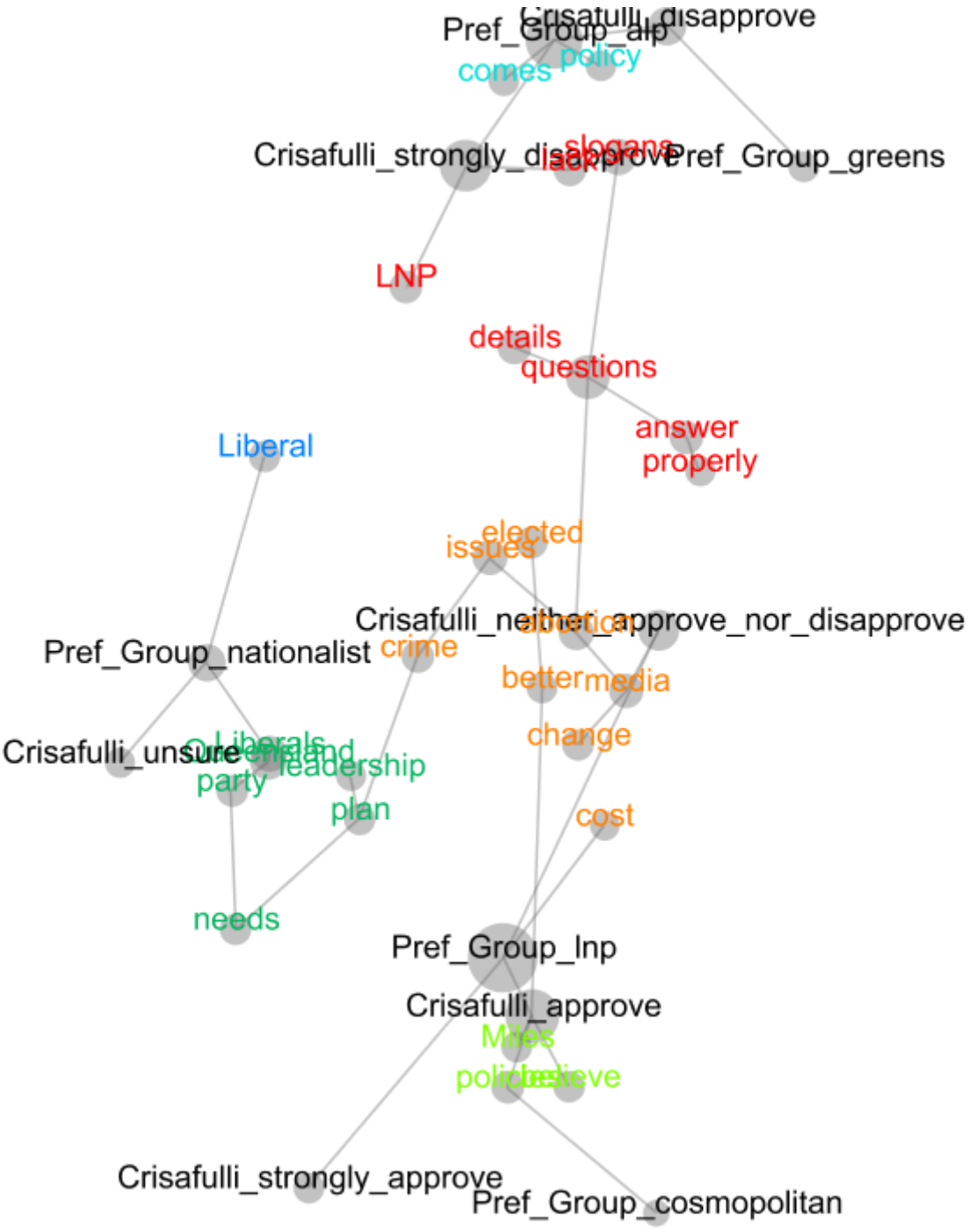
> ***Blatant*** *initiatives at targeting votes rather than who was in need - I don't need 50 cent fares nor electicity rebate but there are people who do and who is going to pay for it in the long term - probably me as a taxpayer - also there was no strategy for election commitments - it was just throw money at anything that will win a vote rather than targeting a long term strategy like inclusive and vulnerable. people/electorates*
>
> *He comes off as very condescending to the public in press conferences and only brought about cost of living measures to attempt to buy election votes.*
>
> *I believe he took over from the previous* ***Premier*** *at a difficult time. He has handled it with integrity and honesty and believe he will continue to be a good leader for* ***Qld****.*
>
> *I think he's done a good job in just 10 months. He's really tried to address a range of wicked problems and he comes across as a genuine, nice bloke*

*I am against personal attacks against the opponents and wish all candidates would stick to promotion their own agenda. The fact that the **Labor** party is so aligned to unions is very annoying.*

***Trying** to buy votes by giving 1000.00 for electricity so people can spend it on whatever they want, 50c transport etc*

*He showed better leadership than the previous **Premier** but giving handouts and borrowing money is the wrong thing to do*

Thinking about your opinion in general of the performance of Opposition Leader David Crisafulli, how strongly do you approve or disapprove of it?



Verbatims

> *My belief is that the **Liberal** brand needs a drastic overhaul in that I have formed the conclusion that **Liberals** are **Labor** but under a different **Label**. The **Liberals** have never been of much substance and bear in mind **Queensland** prospered under a **National** party **Government** for nearly two decades.*

*"**Adult** crime, adult time" is a signal to the state that the **LNP** have absolutely no plan to fix cost-of-living. **Youth** crime is not even close to being the biggest problem we have, and if **Crisafulli** had any real leadership capabilities, they'd be advertising those*

***Plenty** or rehersed slogans, no content. **Evidenced** by the lack of meaningful answers to questions by varioius media companies*

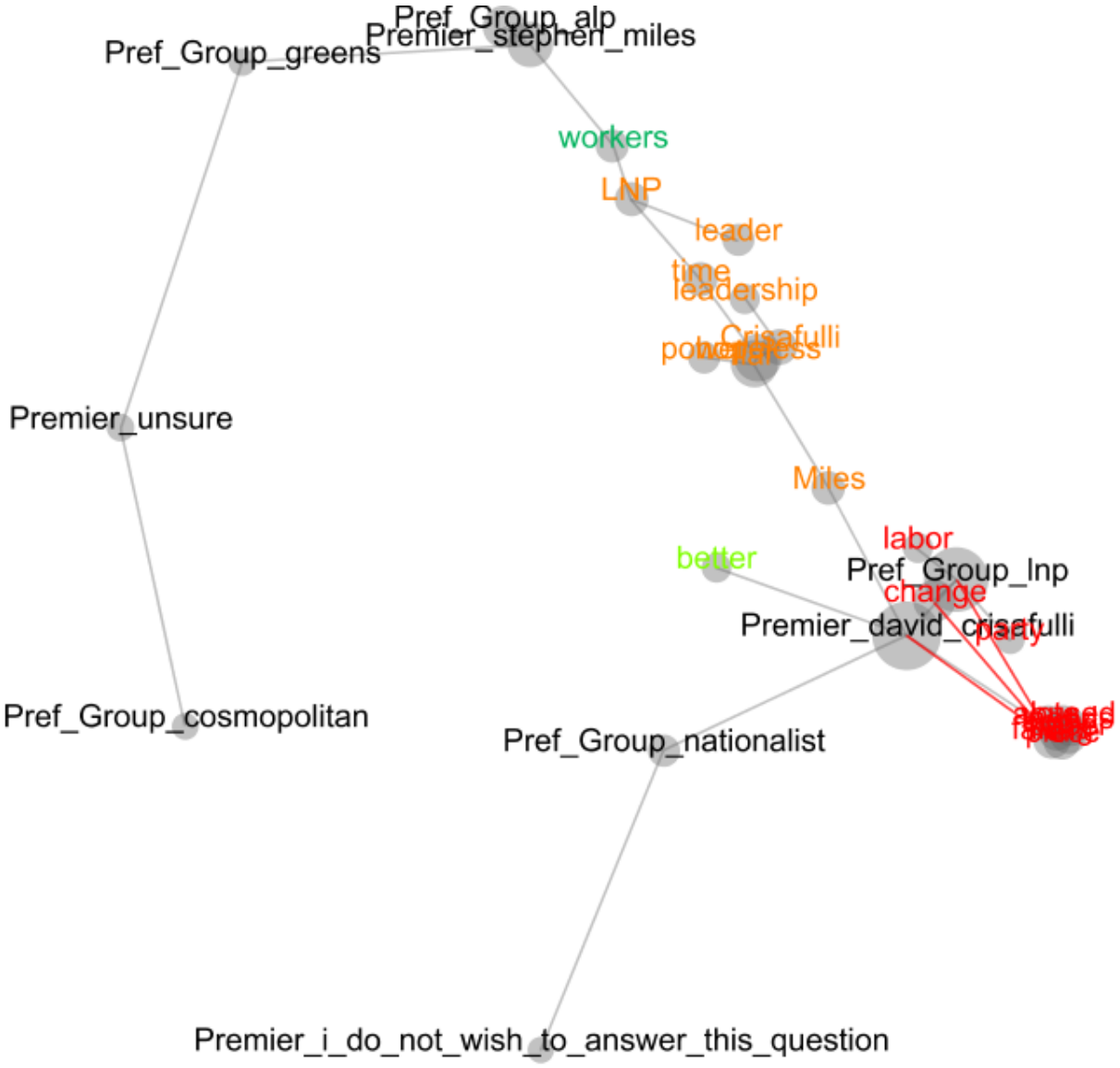
***Terrible** mistake not to address abortion issue - come out and say you don't support late term abortion - not many people do but then clarify that you support women's choice up to a certain time period - voters are not as dumb as you think - shame of the media for not explaining this properly*

He could/should have been quicker to directly answer questions on abortion. His evasive manner of replying will undoubtedly have cost him votes.

***Time** for a change and believe media have been hatd on him and **Miles** allowed to spred runtrue rumours*

*I think the **Liberals** made a big mistake not telling us what their details were and not answering questions about the abortion issue earlier.*

Who is your preferred premier?



Verbatims

Crisafulli did not win me over at all more so Miles is hopeless and a liar. We need change and if Crisafulli doesn't shape up we can get rid of him in 4 years time.

His parties policies and his leadership will be fair and people orientated and not slash and burn ideologically led. He will look after the workers.

This is the dirtiest election I have ever voted in. You needed protection to get to the booth to even vote.

no other choice....

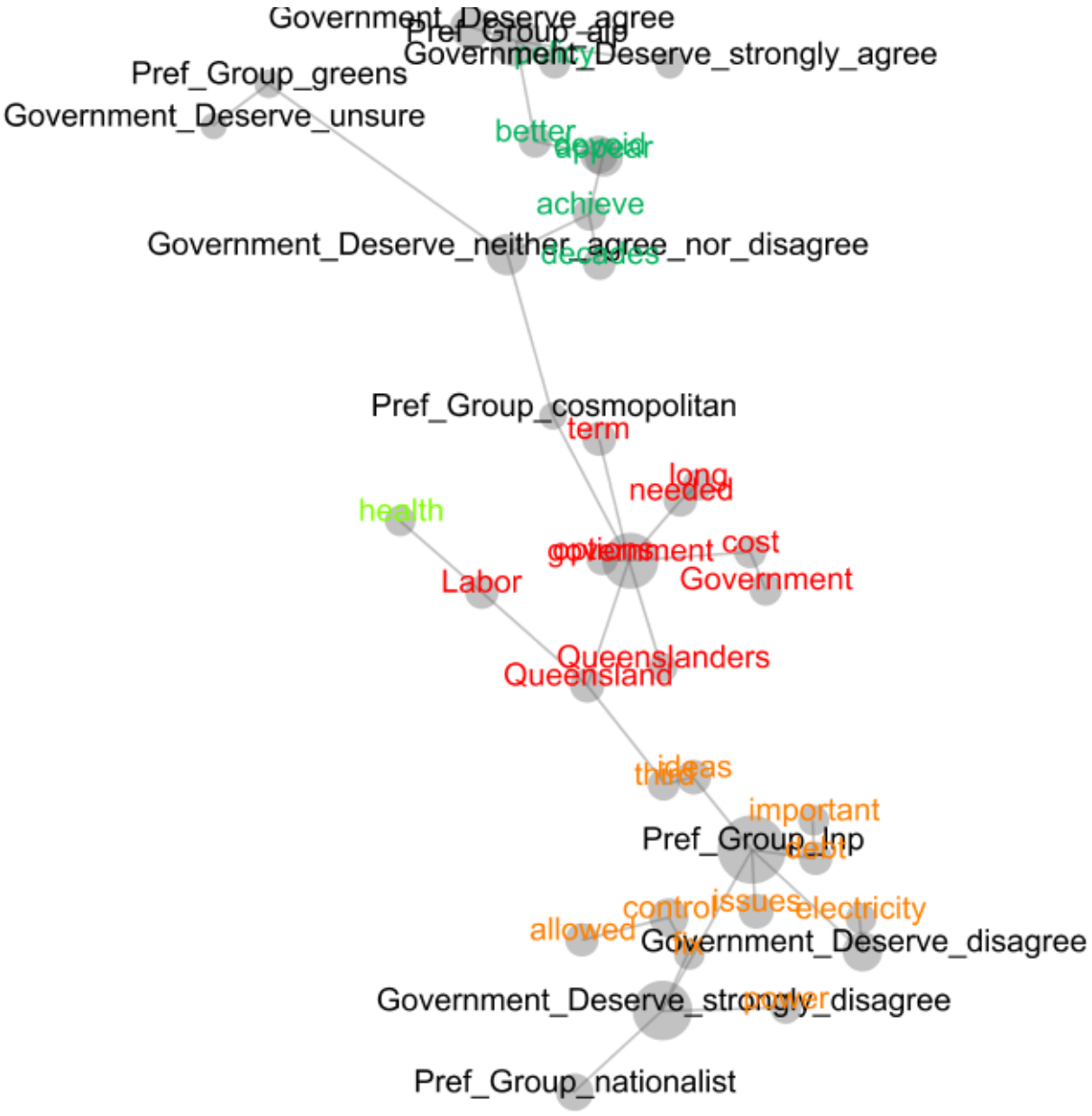
Time for a change

How can anyone prefer Crisafulli? Hes not trustworthy.

He's only been in role a short time and I think he has more positive things he wants to do… I mean who else would have ever thought of 50 cent fares!

Neither, however the toads running the Canberra circus make Davie a 1/8 inch better.

Thinking about the performance of the Queensland Government how strongly would you agree or disagree that it has done enough to deserve to be re-elected?



Verbatims

*The **Government** can not keep spending to prop people up as our debt is out of control and none of this is curbing inflation. The important issues are not being addressed, our roads, water supplies, electricity production, (solar & wind farms will never do it), housing affordability, (stop approving high density housing) that is only creating more congestion and it creates ghettoes.*

They have attempted to improve crime rates and hospital ramping but more work in these two areas needed to achieve better results. I do think, however, that it will be decades before these can occur.

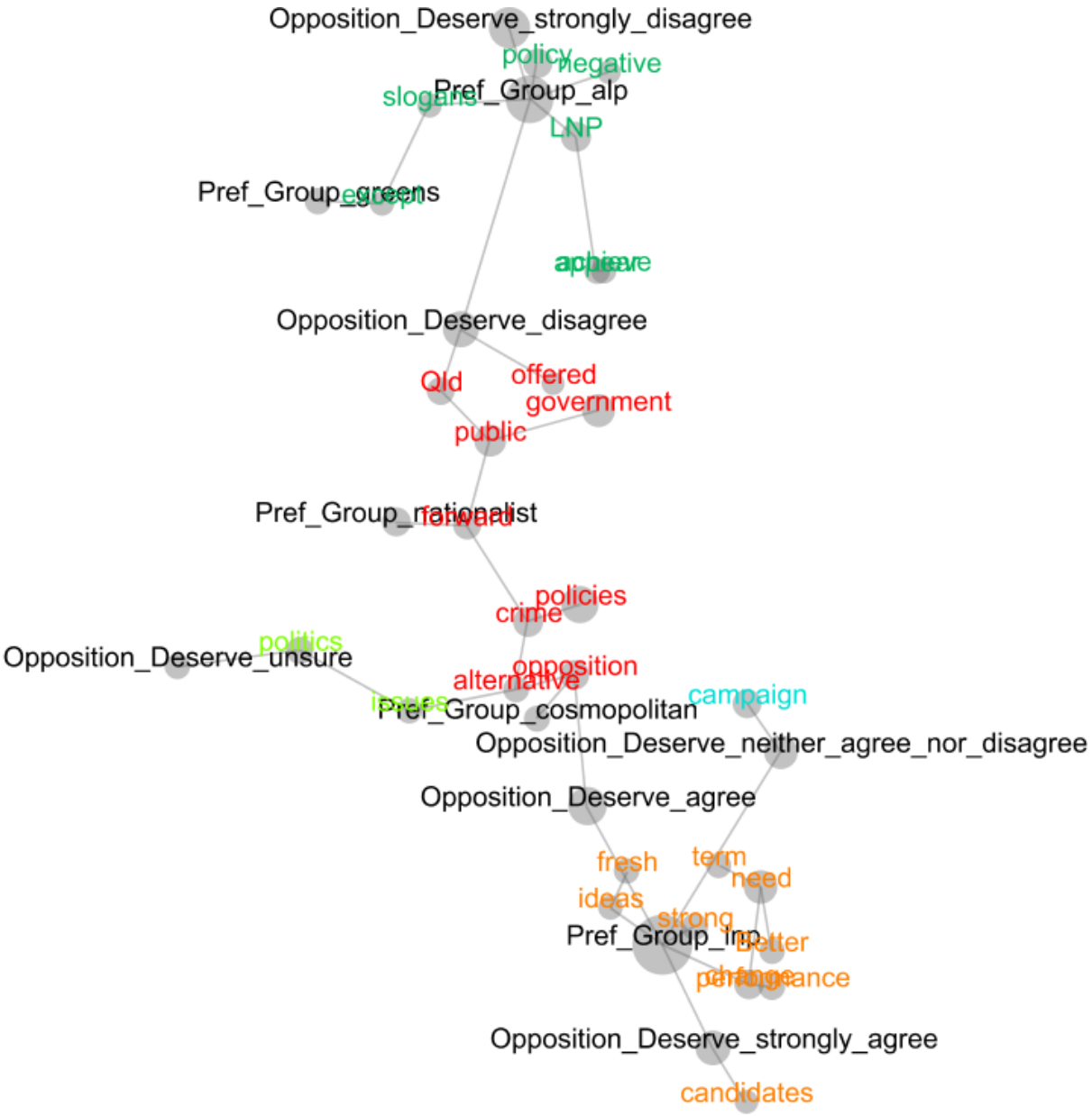
*Any third term government of any colour has run of ideas and options and owe too many favours - **Queensland** doesn't have an upper house so this is the only way that voters can express this*

*It has not been a great government but the **LNP** looks like they would achieve less and appear to be devoid of any genuine policy initiatives.*

***Ministers** are out of control. **Bailey** allowed his budgets to blow out big time, **Ryan** is hopeless with **Police**, **Fentiman** said she would fix up **Health**, **De Brenni** doesn't know what he is doing and so the sordid affair goes on with these **Labor Ministers**.*

*And a lifestyle destroyed because of overcrowding due to **Southern Migrants** as well as other undesirables allowed to migrate into the country. **Labor** ruined **Queensland** along with their stupid renewable ideology and the **Olympic** games we don't want as the State is broke.*

Thinking about the performance of the Queensland Opposition how strongly would you agree or disagree that it has done enough to be elected?



Verbatims

> *There is a reason that the **Labor Party** has dominated so many past **Qld** elections. **Campbell Newman's** government caused significant distrust amongst the voting public is one big reason, and the other is the party doesn't put forward leaders who inspire confidence that they can lead.*
>
> *It has not been a great government but the **LNP** looks like they would achieve less and appear to be devoid of any genuine policy initiatives.*
>
> *They have pointed out issues with crime and power prices and put forward alternative policies to address these issues.*

*The opposition has been absent from the public eye until election time. This is normal in **Qld** politics however.*

***Looking** for a fresh start. **If Campbell Newman** had deferred major cuts to public service he may have gained a second term.*

***Better** than the **ALP** but would need to perform in the next term to get re-elected as **ALP** campaign better*

***Dirty** politics is clouding the water. The abortion debate is so complex, it is so personal and in my view needs to be handled very delicately and in a way that can accommodate the many sensitive issues which differ from person to person.*