## wolf+ smith

#### Federal & State Political Poll August 2024

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#### introduction + methodology

This polling exercise was conducted independently by **WOLF+SMITH**, a strategic campaign agency based in Sydney, Australia.

Put simply, we solve problems through researchdriven campaigns.

**WOLF+SMITH's** data analytics identifies and anticipates change, like demographic trends, attitudinal and behavioural movements, social and cultural shifts.

We use research to identify who controls those changes and how those people can be influenced. This includes the application of behavioural economics, message and policy testing.

The campaigns we drive combine these tools to develop the strategy and the required tactics.

This is **WOLF+SMITH**'s process.

The findings of this poll is a simple illustration of **WOLF+SMITH**'s approach, and are based on a representative survey conducted as follows:

- Fieldwork between  $6^{th} 29^{th}$  August 2024.
- On-line using quality 'research only' panels.
- $\circ$  Achieving a very large sample size of n=10,239.
- $\circ$  With a notional error margin of +/-1.0%\*.
- 'Over-samples' in the smaller states for accuracy.
- Data weighted to match the general population (\* including weighting state over-samples back).
- Interviews of ~8 minutes duration.
- Including pre-coded and open-ended responses.

This report contains a short summary of some of its key measures, including national and state voting intention, segments and issues.

## federal politics

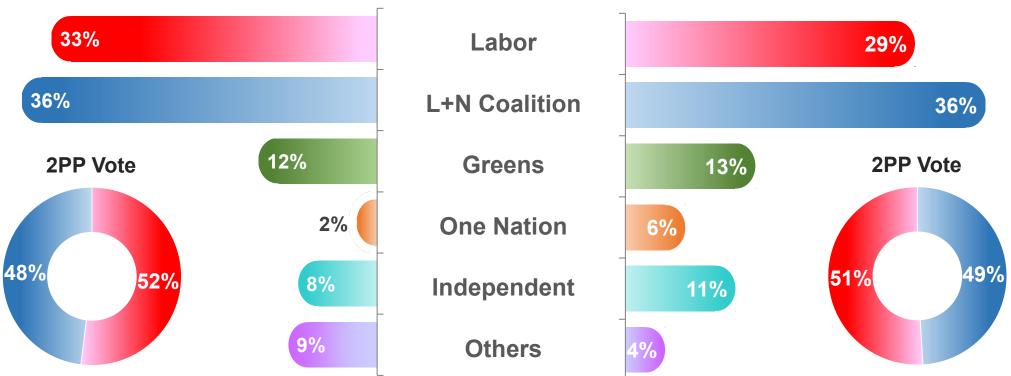
- $\circ$  Sample of n=10,239, with a notional error margin or +/-1.0%.
- $\circ$  Conducted on-line between 6<sup>th</sup> 29<sup>th</sup> August 2024.

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#### federal vote trend: position + mission

Labor have lost 4-points of primary vote off an already low base at the 2022 election, and now trail an unmoved Coalition 36% to 29%. Support for non-majors has grown to 35% and is coalescing around Greens and independents. When we apply past preference flows this equals a 1-point 2PP swing to the Coalition since 2022 as preferences favour Labor quite considerably, with Labor's majority in danger.

**Election May 2022 Primary Vote** 

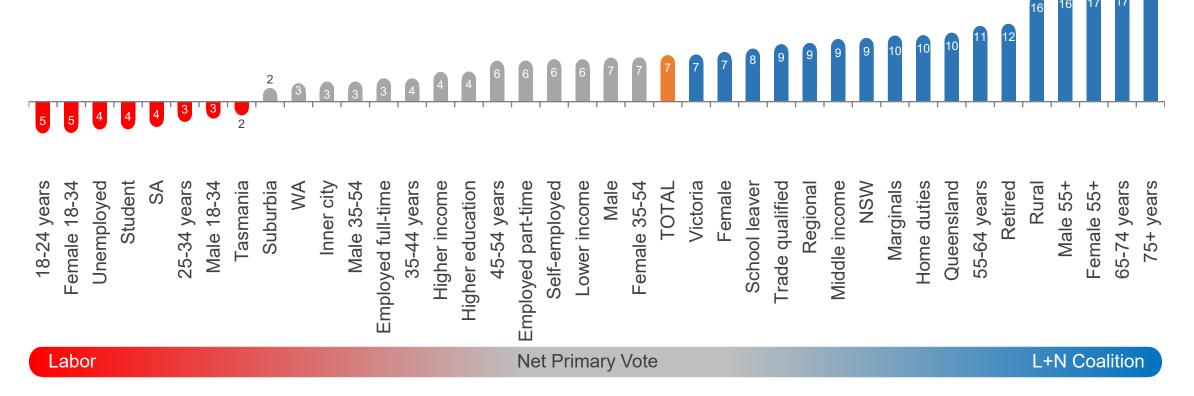


Survey Aug 2024 Primary Vote

Q) IF A FEDERAL ELECTION WAS BEING HELD TODAY AND YOU WERE TO VOTE, WHICH OF THE FOLLOWING PARTIES WOULD RECEIVE YOUR FIRST PREFERENCE VOTE? BASE: VOTERS (N=10,239). N.B. 4% UNDECIDED / REFUSED OMITTED. ^ ACTUAL ELECTION RESULT (AEC).

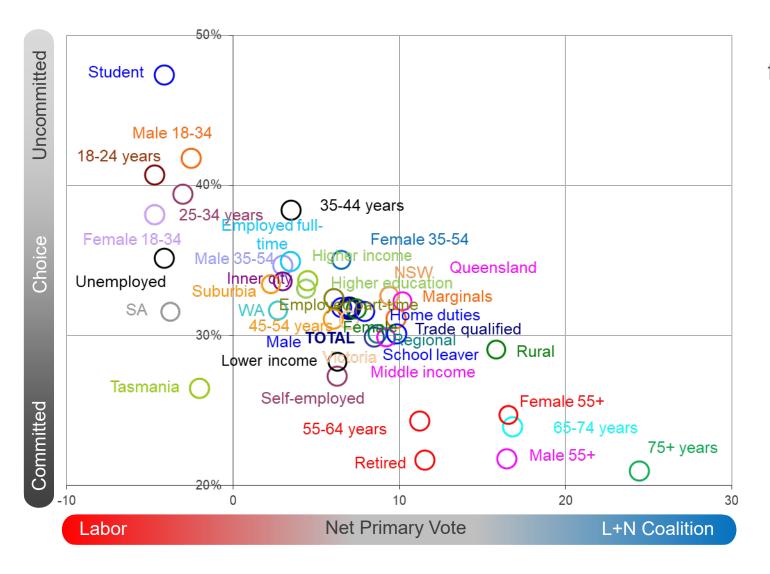
#### Fed. vote breakdowns: segments + targets

This chart shows the breakdown of net primary vote (the difference between the major parties' vote share), with the Coalition leading in most groups and in particular older voting groups, rural areas and Queensland. Labor's leads are restricted to younger people and SA, but noting that this is diluted by sharing primary vote bases with the Greens and independents in some urban areas.



Q) IF A FEDERAL ELECTION WAS BEING HELD TODAY AND YOU WERE TO VOTE, WHICH OF THE FOLLOWING PARTIES WOULD RECEIVE YOUR FIRST PREFERENCE VOTE? BASE: VOTERS (N=10,239). 4% UNDECIDED / REFUSED OMITTED. \* LIMITED BASE OF <N=100.</p>

#### fed. uncommitted vote: segments + targets



It is obvious that political parties would focus their campaign efforts on those who will most efficiently deliver them an election victory, and these include defending and winning marginal seats, and in particular uncommitted voters in those seats.

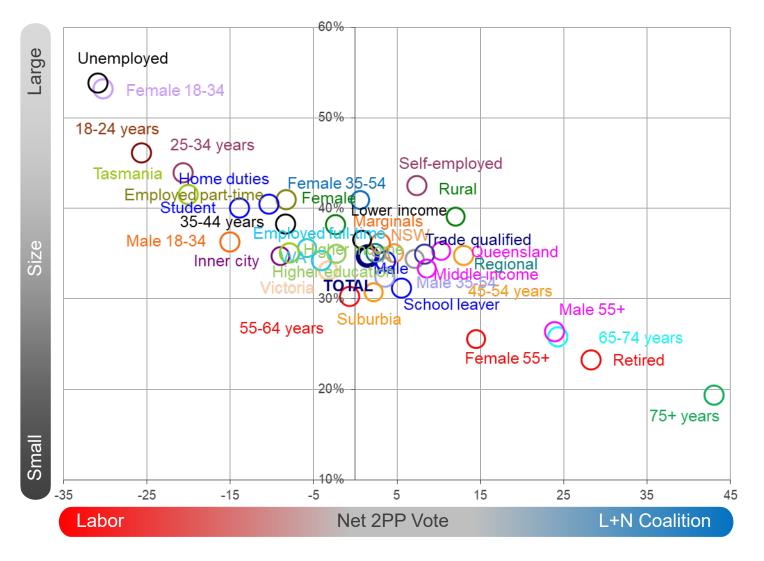
Overall, 32% of voters are currently uncommitted, so there is great leeway for change before polling day.

In particular, Labor's younger city-centric base is quite soft, and would present an attractive target to the Coalition and other opponents if not locked in.

Our research shows that these groups are disinterested in party politics, but not uninterested in issues, policy or politics.

Q) IF A FEDERAL ELECTION WAS BEING HELD TODAY AND YOU WERE TO VOTE, WHICH OF THE FOLLOWING PARTIES WOULD RECEIVE YOUR FIRST PREFERENCE VOTE? BASE: VOTERS (N=10,239). 4% UNDECIDED / REFUSED OMITTED. \* LIMITED BASE OF <N=100.</p>

#### fed. preference votes: segments + targets



With such an enlarged vote for minor parties and independent candidates, simply gaining or retaining uncommitted vote from their main opponent is not enough for the major parties anymore.

Preference harvesting from the larger groups voting for 'others' is an obvious first step, but this analysis is also an indication of how they might be won over to changing their first preferences.

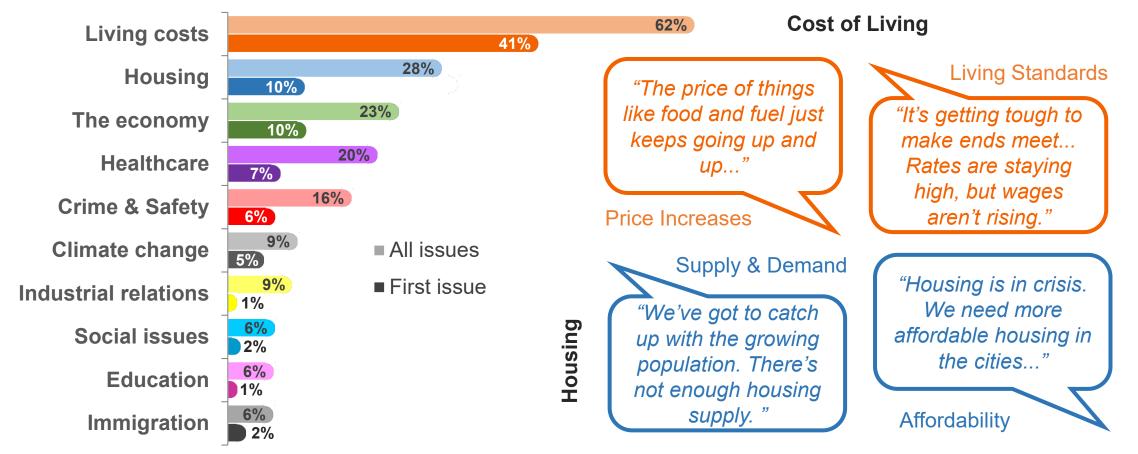
Once again, we find younger voters – typically not working full-time and with a skew to females – are most likely to be voting against the major parties, but continue to preference Labor.

#### This cements them as a key target for Labor in the coming months.

Q) IF A FEDERAL ELECTION WAS BEING HELD TODAY AND YOU WERE TO VOTE, WHICH OF THE FOLLOWING PARTIES WOULD RECEIVE YOUR FIRST PREFERENCE VOTE? BASE: VOTERS (N=10,239). 4% UNDECIDED / REFUSED OMITTED. \* LIMITED BASE OF <N=100.

#### spontaneous issues: policy + performance

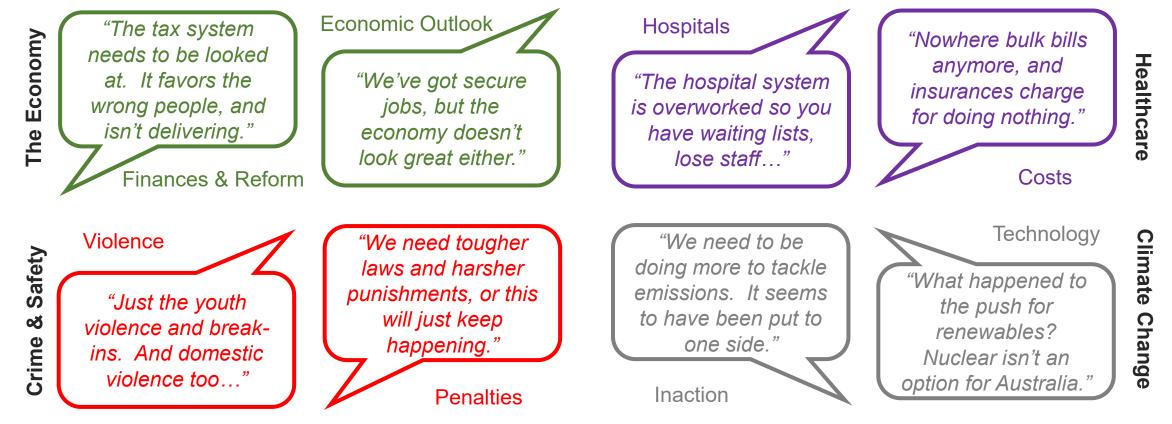
Successfully targeting these voters will involve a mix of aligned policy and relevant messaging from party leaders and local MPs who voters are confident can deliver. At present, there is one major issue that dominates for everyone: living costs. The affordability and availability of housing is linked to this theme as well.



ANATION FOR EACH. BASE: VOTERS (N=10.239). N.B. COMMENTS ARE INDICATIVE ONLY. ISSUES IN THE BOXES BELOW. WITH A SHC

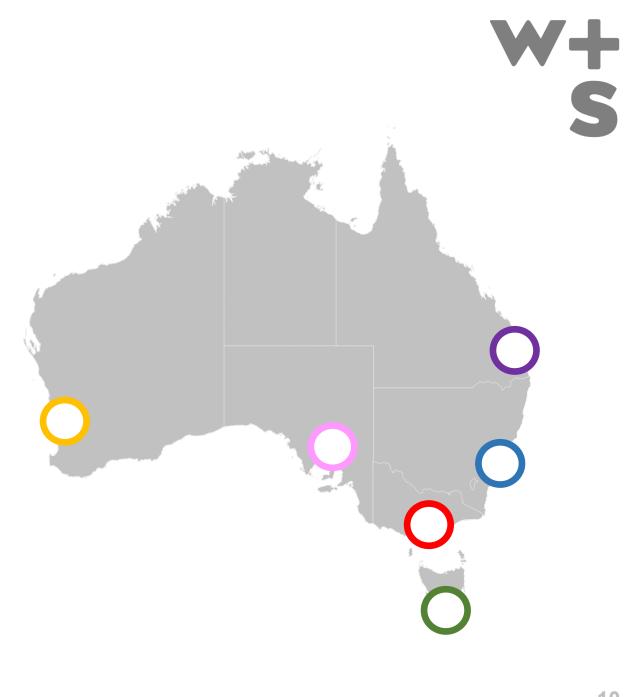
#### spontaneous issues: policy + performance

While living costs and housing are ongoing issues, we now detect some apprehension about the direction of the economy too, i.e. inflation and recession. Older people are especially concerned about crime and healthcare too. These basic 'safety and security' issues have taken the focus away from social and green issues, though climate change remains in the top ten (and is especially salient for key younger, inner city targets).



Q) WHAT WOULD YOU SAY ARE THE MOST IMPORTANT ISSUES TO YOU AND YOUR FAMILY? THAT MIGHT BE LOCAL, STATE, NATIONAL OR WIDER ISSUES THAT YOU WOULD LIKE YOUR ELECTED REPRESENTATIVES TO FOCUS ON AND/OR ARE IMPORTANT IN DECIDING YOUR VOTE. PLEASE WRITE UP TO THREE ISSUES IN THE BOXES BELOW, WITH A SHORT EXPLANATION FOR EACH. BASE: VOTERS (N=10,239). N.B. COMMENTS ARE INDICATIVE ONLY.

### state politics



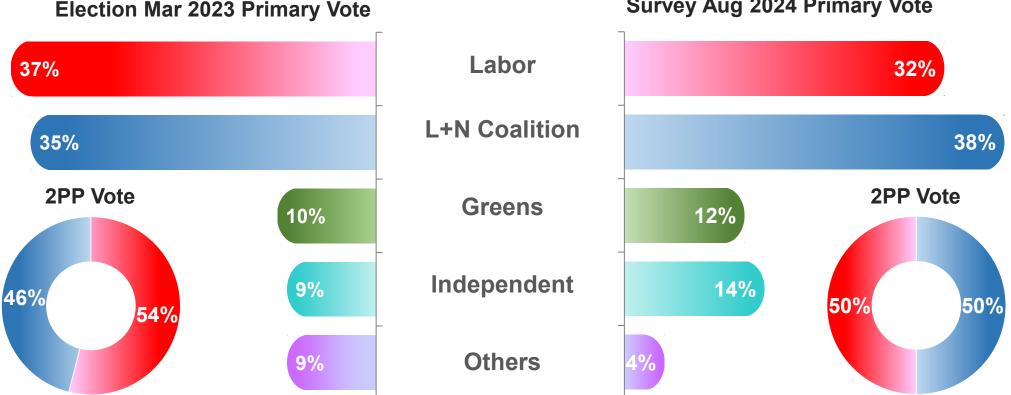
## nsw politics

- $\circ$  Sample of n=2,047 with a notional error margin or +/-2.2%.
- $\circ$  Conducted on-line between 6<sup>th</sup> 29<sup>th</sup> August 2024.

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#### nsw vote trend: position + mission

In NSW, Labor has lost 5-points of vote share pre-Liberal administration, which is fairly equally split between the Coalition and 'others' and indicative of a protest vote. After applying the optional preference flows (where voters can choose whether to preference or not) from 2023, this produces a 50-50 2PP result, but it is our observation that votes based protest are typically weak and tend to flow back to the incumbent.

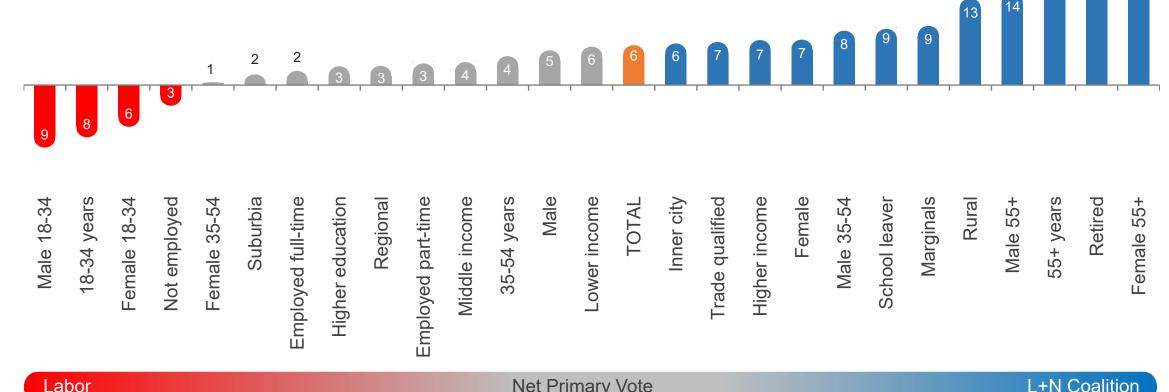


Survey Aug 2024 Primary Vote

Q) IF A NSW ELECTION WAS BEING HELD TODAY AND YOU WERE TO VOTE. WHICH OF THE FOI PREFERENCE VOTE? BASE: VOTERS (N=2,047). N.B. 5% UNDECIDED / REFUSED OMITTED. ^ ACTUAL ELECTION RESULT (NSWEC).

#### nsw vote groups: segments + targets

The NSW Coalition's primary vote lead is strongest among older voters, in rural areas and marginal seats (some of which they would have lost in 2023), whereas Labor is performing better among younger people and in suburban areas.

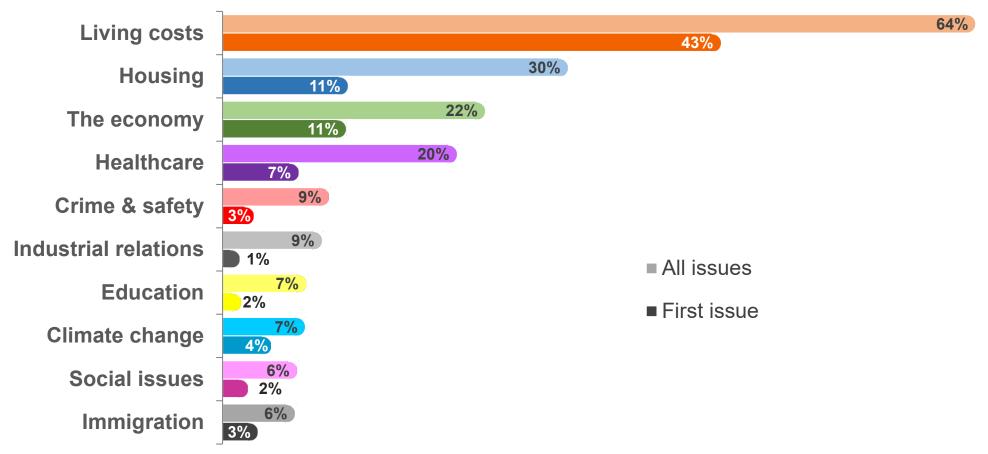


**Net Primary Vote** 

PREFERENCE VOTE? BASE: VOTERS (N=2,047). N.B. 5% UNDECIDED / REFUSED OMITTED. \* LIMITED BASE OF <N=100.

#### nsw issues: policy + performance

Making ends meet is a particularly acute concern in NSW, with almost two-thirds reporting that living costs (groceries, insurances, fuel, etc.) are a problem for them, and a further third are concerned about house prices and availability. Social and green issues pale in comparison to these 'bread and butter' issues right now.



2) WHAT WOULD YOU SAY ARE THE MOST IMPORTANT ISSUES TO YOU AND YOUR FAMILY? THAT MIGHT BE LOCAL, STATE, NATIONAL OR WIDER ISSUES THAT YOU WOULD LIKE YOUR ELECTED REPRESENTATIVES TO FOCUS ON AND/OR ARE IMPORTANT IN DECIDING YOUR VOTE. PLEASE WRITE UP TO THREE ISSUES IN THE BOXES BELOW, WITH A SHORT EXPLANATION FOR EACH. BASE: VOTERS (N=2,047).

#### nsw issues: policy + performance

Below are a selection of indicative comments illustrating the focus and tone of the top four issues. It is worth noting that even housing and health comments often have a cost angle containing in them, confirming that cost pressures are dominant in NSW right now.



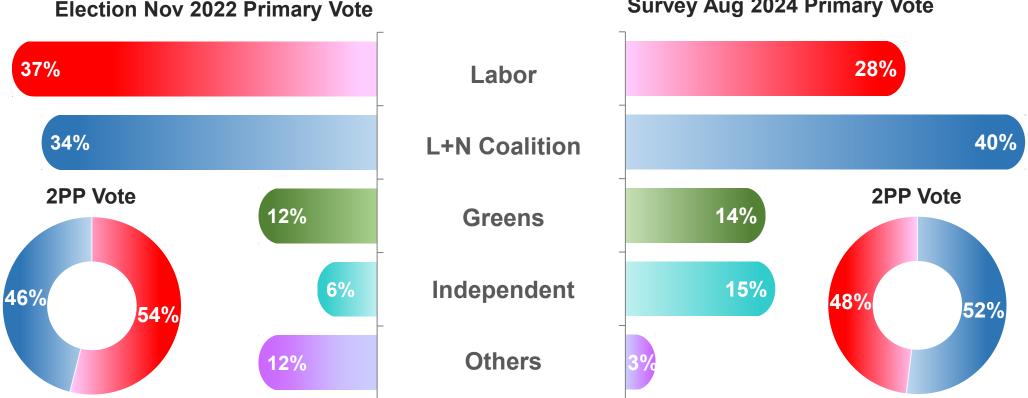
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## victorian politics

- $\circ$  Sample of n=2,024 with a notional error margin or +/-2.2%.
- $\circ$  Conducted on-line between 6<sup>th</sup> 29<sup>th</sup> August 2024.

#### victorian vote trend: position + mission

In Victoria, a fairly close primary vote split between the two major parties now favours the Coalition opposition with a 13-point lead, though the 2PP position remains much tighter. This is partly due to a third of Labor's loss flowing to 'others' – noting generic support for independent options high in this state – which then favours Labor on preferences.

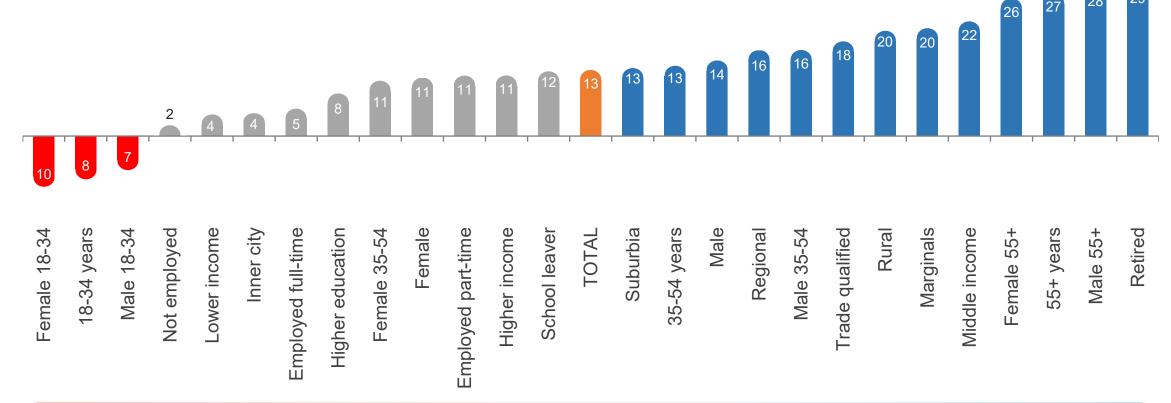


Survey Aug 2024 Primary Vote

AN ELECTION WAS BEING HELD TODAY AND YOU WERE TO VOTE. WHICH OF TH PREFERENCE VOTE? BASE: VOTERS (N=2,024). N.B. 6% UNDECIDED / REFUSED OMITTED. ^ ACTUAL ELECTION RESULT (VEC).

#### victorian vote groups: segments + targets

The Coalition's primary vote lead is strongest among older and middle income groups, rural areas and, importantly, marginal seats. Labor fares better among younger voters, lower income groups and inner city voters, but noting that their bases are diluted by sharing primary vote bases with the Greens and independents.



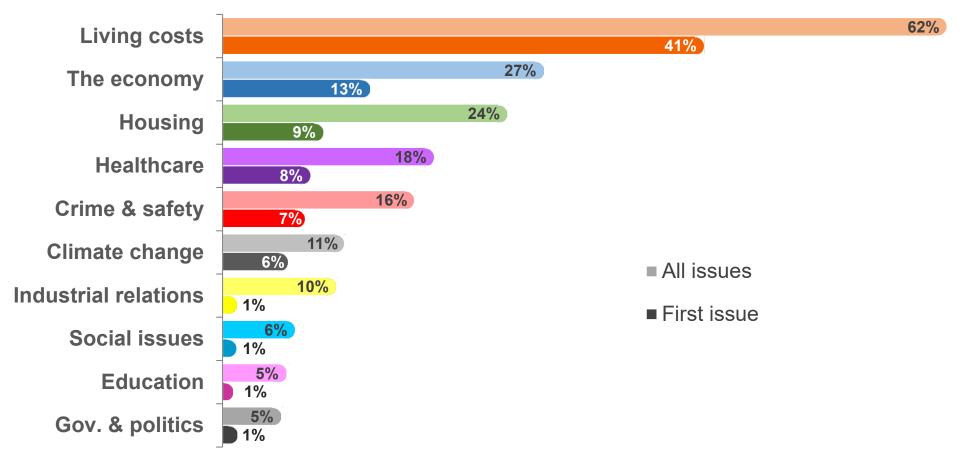
Net Primary Vote

Q) IF A VICTORIAN ELECTION WAS BEING HELD TODAY AND YOU WERE TO VOTE, WHICH OF THE FOLLOWING PARTIES WOULD RECEIVE YOUR FIRST PREFERENCE VOTE? BASE: VOTERS (N=2,024). N.B. 6% UNDECIDED / REFUSED OMITTED. \* LIMITED BASE OF <N=100.</p>

Labor

### victorian issues: policy + performance

Living costs are just as big a concern in Victoria as other parts of the country, but here their economic outlook is also very salient (with many comments relating to the health of the state). Housing, healthcare services and crime also figure, with such 'safety and security' issues outpolling social and environmental concerns right now.



2) WHAT WOULD YOU SAY ARE THE MOST IMPORTANT ISSUES TO YOU AND YOUR FAMILY? THAT MIGHT BE LOCAL, STATE, NATIONAL OR WIDER ISSUES THAT YOU WOULD LIKE YOUR ELECTED REPRESENTATIVES TO FOCUS ON AND/OR ARE IMPORTANT IN DECIDING YOUR VOTE. PLEASE WRITE UP TO THREE ISSUES IN THE BOXES BELOW, WITH A SHORT EXPLANATION FOR EACH. BASE: VOTERS (N=2,024).

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#### victorian issues: policy + performance

Below are a selection of indicative comments illustrating the focus and tone of the top four issues. The sense that Victoria is falling behind other states in economic terms is born out here, but we also find that healthcare goes beyond the general to talking about the NDIS here more often than many other states.



Q) WHAT WOULD YOU SAY ARE THE MOST IMPORTANT ISSUES TO YOU AND YOUR FAMILY? THAT MIGHT BE LOCAL, STATE, NATIONAL OR WIDER ISSUES THAT YOU WOULD LIKE YOUR ELECTED REPRESENTATIVES TO FOCUS ON AND/OR ARE IMPORTANT IN DECIDING YOUR VOTE. PLEASE WRITE UP TO THREE ISSUES IN THE BOXES BELOW, WITH A SHORT EXPLANATION FOR EACH. BASE: VOTERS (N=2,024). N.B. COMMENTS ARE INDICATIVE ONLY.

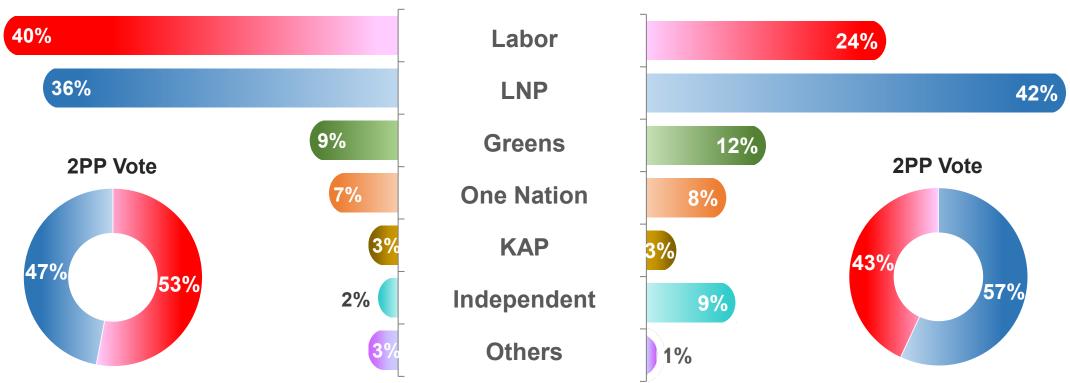
## queensland politics

- $\circ$  Sample of n=1,724 with a notional error margin or +/-2.4%.
- Conducted on-line between  $6^{th} 29^{th}$  August 2024.

#### queensland vote trend: position + mission

Since Palaszczuk's 2020 victory, Labor's fortunes have taken a significant turn for the worse, with their primary vote dropping fully 16-points. Only 6-points of this has flowed directly to the LNP, but it is enough to give them a very healthy 2PP lead in the lead up to the October election, especially when we factor in that the past preference flows are likely a slight understatement given the changed dynamic.

**Election Oct 2020 Primary Vote** 



Survey Aug 2024 Primary Vote

Q) IF A QUEENSLAND ELECTION WAS BEING HELD TODAY AND YOU WERE TO VOTE, WHICH OF THE FOLLOWING PARTIES WOULD RECEIVE YOUR FIRST PREFERENCE VOTE? BASE: VOTERS (N=1,724). N.B. 4% UNDECIDED / REFUSED OMITTED. ^ ACTUAL ELECTION RESULT (QEC).

#### queensland vote groups: segments + targets

The sheer scale of the LNP's lead is ably illustrated by the breakdowns of net vote, where Labor fail to hold a lead in any single demographic group. Gains by the Greens in their inner city areas also make gains for them a possibility. The LNP's leads are particularly strong among older people and rural areas. Male Regional Female Rural TOTAL Retired Employed part-time 18-34 years Male 18-34 Higher income Higher education Marginals Employed full-time Not employed rade qualified -ower income Middle income 55+ years Female 55+ Inner city <sup>-</sup>emale 35-54 35-54 years Female 18-34 Male 35-54 Suburbia School leaver Male 55+

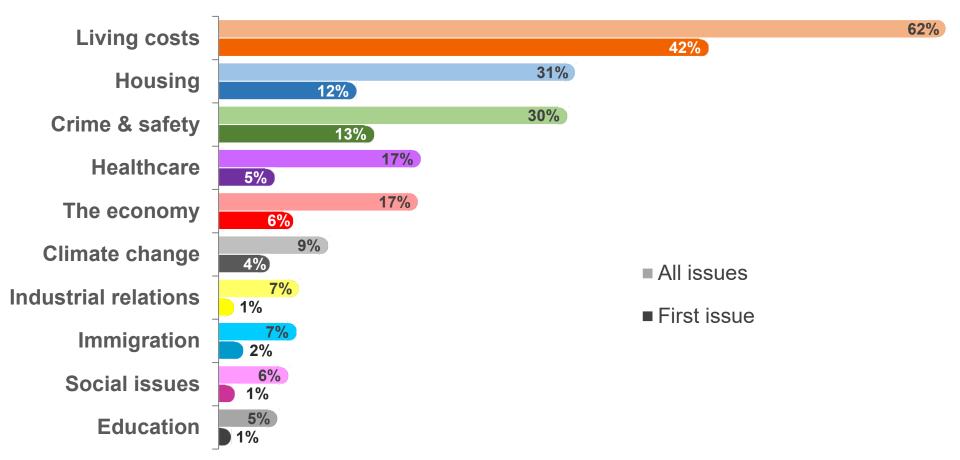
Net Primary Vote

Q) IF A QUEENSLAND ELECTION WAS BEING HELD TODAY AND YOU WERE TO VOTE, WHICH OF THE FOLLOWING PARTIES WOULD RECEIVE YOUR FIRST PREFERENCE VOTE? BASE: VOTERS (N=1,724). N.B. 4% UNDECIDED / REFUSED OMITTED. \* LIMITED BASE OF <N=100.

Labor

### queensland issues: policy + performance

There will, of course, be a variety of political factors at play in this outcome, but it is highly likely that angst at living and housing costs is being pinned on incumbents. In Queensland, we find concerns about crime are higher than any other states too, rating around double the mentions it does elsewhere.



2) WHAT WOULD YOU SAY ARE THE MOST IMPORTANT ISSUES TO YOU AND YOUR FAMILY? THAT MIGHT BE LOCAL, STATE, NATIONAL OR WIDER ISSUES THAT YOU WOULD LIKE YOUR ELECTED REPRESENTATIVES TO FOCUS ON AND/OR ARE IMPORTANT IN DECIDING YOUR VOTE. PLEASE WRITE UP TO THREE ISSUES IN THE BOXES BELOW, WITH A SHORT EXPLANATION FOR EACH. BASE: VOTERS (N=1,724).

### queensland issues: policy + performance

Below are a selection of indicative comments illustrating the focus and tone of the top four issues. Perhaps most interesting are the comments relating to crime and safety – which was also the case in our NT interviews preelection – where youth crime, theft and personal safety (fear of violence) add to the other living pressures experienced in other jurisdictions.



Q) WHAT WOULD YOU SAY ARE THE MOST IMPORTANT ISSUES TO YOU AND YOUR FAMILY? THAT MIGHT BE LOCAL, STATE, NATIONAL OR WIDER ISSUES THAT YOU WOULD LIKE YOUR ELECTED REPRESENTATIVES TO FOCUS ON AND/OR ARE IMPORTANT IN DECIDING YOUR VOTE. PLEASE WRITE UP TO THREE ISSUES IN THE BOXES BELOW, WITH A SHORT EXPLANATION FOR EACH. BASE: VOTERS (N=1,724). N.B. COMMENTS ARE INDICATIVE ONLY.

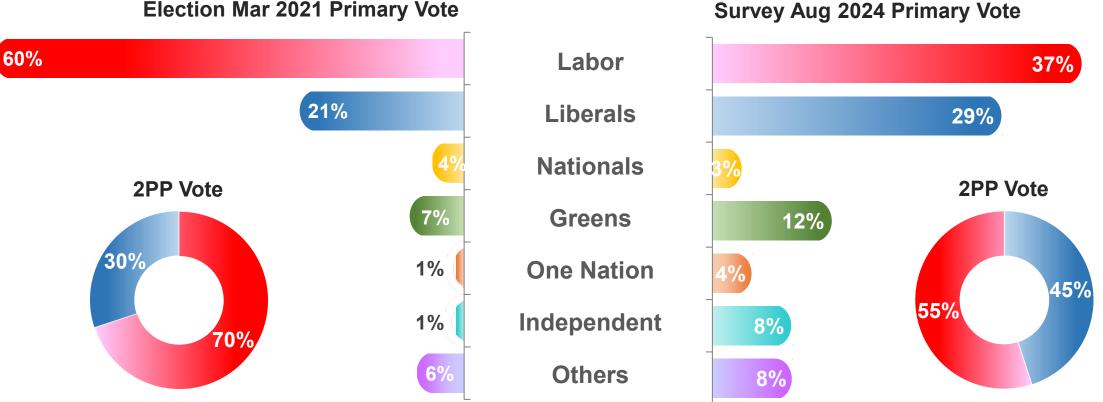
# wa politics

- $\circ$  Sample of n=878 with a notional error margin or +/-3.3%.
- $\circ$  Conducted on-line between 6<sup>th</sup> 29<sup>th</sup> August 2024.

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#### wa vote trend: position + mission

Labor has dominated WA state politics since McGowan was elected in 2017, but it has dropped back from its high point at the 2021 election to a 2PP more akin to the 2017 result. This significant swing is driven by a very large 23-point loss of primary vote, two-thirds of which is flowing to minor parties and independents rather than the Liberals (who do not operate in coalition with the Nationals in WA).



Survey Aug 2024 Primary Vote

Q) IF A WA ELECTION WAS BEING HELD TODAY AND YOU WERE TO VOTE. WHICH OF THE FO PREFERENCE VOTE? BASE: VOTERS (N=878). N.B. 5% UNDECIDED / REFUSED OMITTED. ^ ACTUAL ELECTION RESULT (WAEC).

#### wa vote groups: segments + targets

Despite this correction, the Liberals still only hold one modest lead among older males, though they are competitive in regional areas, among middle income groups and in marginals (that would have traditionally been on their side of the ledger). Labor perform most strongly among females and lower income groups.

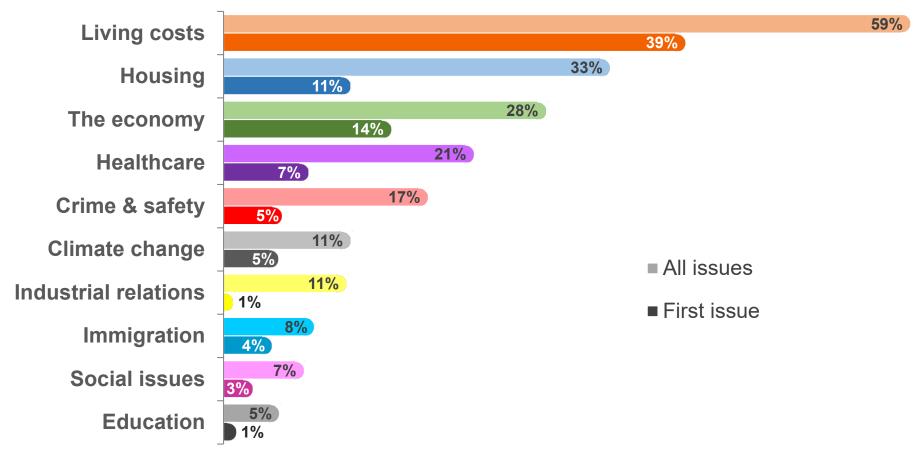
														7	7	5	3	3	2	2	2	2	2	1	4
	15	13	12	12	11	11	11	11	10	8	8	8	8												
22																									
Female 35-54	Lower income	Female	Trade qualified	35-54 years	Female 18-34	Suburbia	18-34 years	Male 18-34	Employed full-time	School leaver	TOTAL	Employed part-time	Inner city	Female 55+	Higher income	Not employed	Higher education	Marginals	Male	Retired	Male 35-54	55+ years	Middle income	Regional / Rural	Male 55+

Net Primary Vote

Labor

#### wa issues: policy + performance

It could be argued that Labor's stellar popularity in recent years was a mix of McGowan, his stewardship through COVID, a rejection of Morrison federally, and the health of the state's economy and finances. Only the latter remains now, and WA voters are also suffering with the same cost and housing pressures as other states.



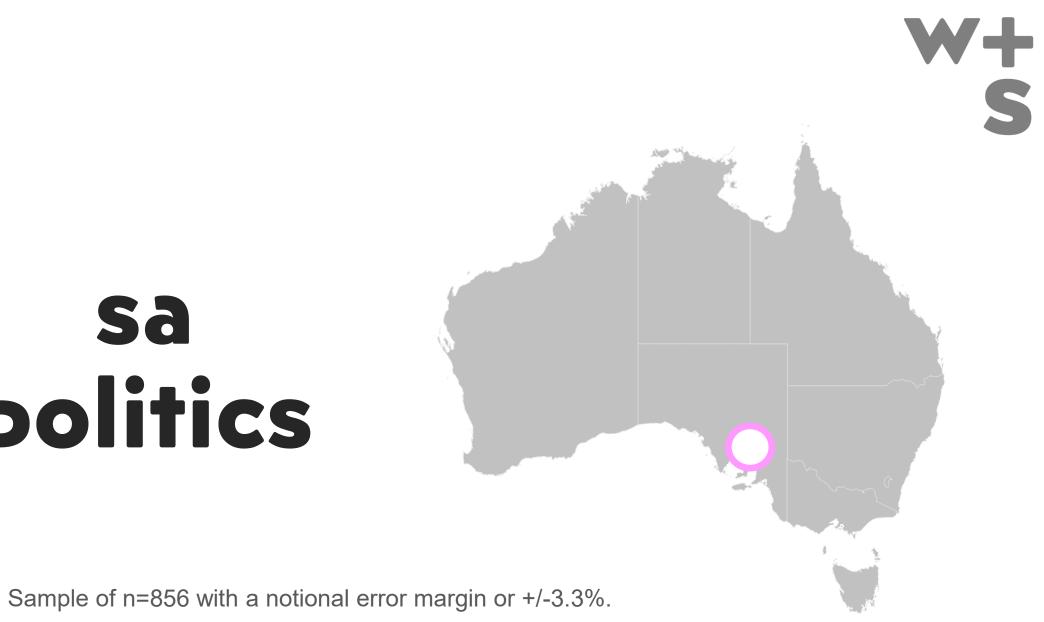
2) WHAT WOULD YOU SAY ARE THE MOST IMPORTANT ISSUES TO YOU AND YOUR FAMILY? THAT MIGHT BE LOCAL, STATE, NATIONAL OR WIDER ISSUES THAT YOU WOULD LIKE YOUR ELECTED REPRESENTATIVES TO FOCUS ON AND/OR ARE IMPORTANT IN DECIDING YOUR VOTE. PLEASE WRITE UP TO THREE ISSUES IN THE BOXES BELOW, WITH A SHORT EXPLANATION FOR EACH. BASE: VOTERS (N=878).

#### wa issues: policy + performance

Below are a selection of indicative comments illustrating the focus and tone of the top four issues. Indeed, while voters recognize the advantages WA holds in terms of resources, they are still feeling the pinch of higher living costs and, more recently, elevated house prices.



Q) WHAT WOULD YOU SAY ARE THE MOST IMPORTANT ISSUES TO YOU AND YOUR FAMILY? THAT MIGHT BE LOCAL, STATE, NATIONAL OR WIDER ISSUES THAT YOU WOULD LIKE YOUR ELECTED REPRESENTATIVES TO FOCUS ON AND/OR ARE IMPORTANT IN DECIDING YOUR VOTE. PLEASE WRITE UP TO THREE ISSUES IN THE BOXES BELOW, WITH A SHORT EXPLANATION FOR EACH. BASE: VOTERS (N=878). N.B. COMMENTS ARE INDICATIVE ONLY.



- Conducted on-line between  $6^{th} 29^{th}$  August 2024.  $\bigcirc$

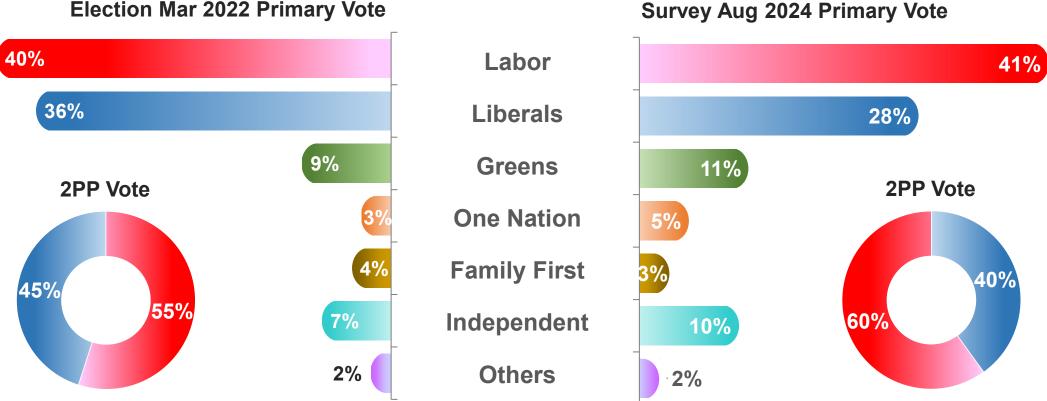
Sa

politics

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#### sa vote trend: position + mission

Labor have extended their lead over the Liberals in SA since their 2022 victory, but primarily because of a loss of primary vote support for the Liberals than any bolstering of their already healthy base (noting this poll was taken as the Liberals were choosing a new leader). In any case, when we apply past preference flows, we find a 5-point 2PP swing to Labor.

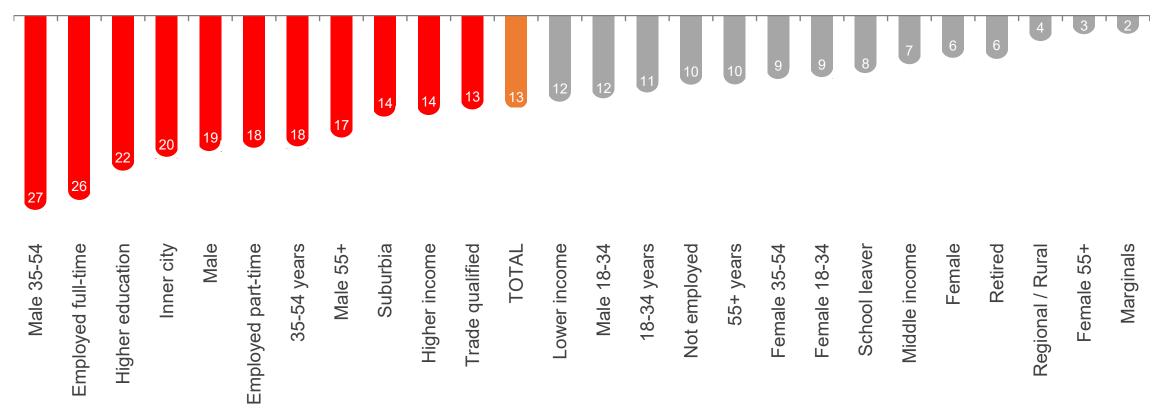


#### Survey Aug 2024 Primary Vote

Q) IF A SA WERE TO VOTE WHICH OF THE PREFERENCE VOTE? BASE: VOTERS (N=856). N.B. 5% UNDECIDED / REFUSED OMITTED. ^ ACTUAL ELECTION RESULT (SAEC).

#### sa vote groups: segments + targets

In a sign of Labor's supremacy in SA, the Liberals trail them in every single demographic group surveyed (though they are still competitive in many of the marginals they lost in 2022). Labor fare best in inner city areas, males, those employed and/or highly educated.



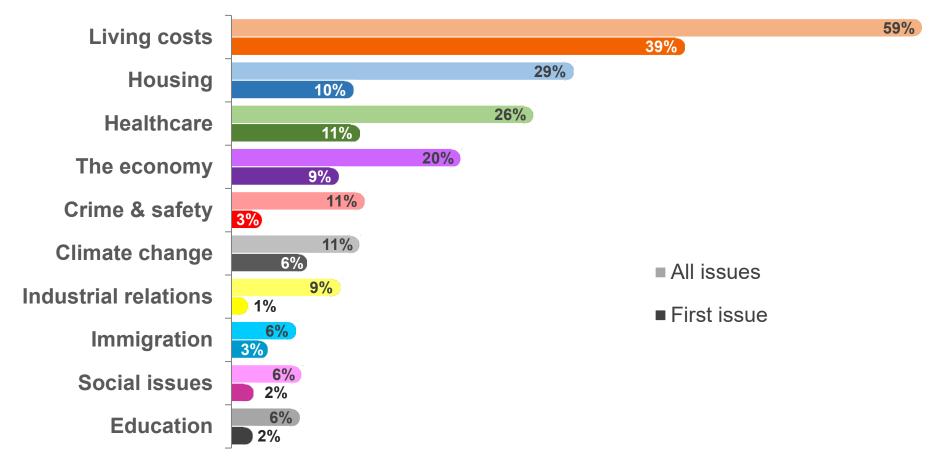
**Net Primary Vote** 

Q) IF A SA ELECTION WAS BEING HELD TODAY AND YOU WERE TO VOTE, WHICH OF THE FOLLOWING PARTIES WOULD RECEIVE YOUR FIRST PREFERENCE VOTE? BASE: VOTERS (N=856). N.B. 5% UNDECIDED / REFUSED OMITTED. \* LIMITED BASE OF <N=100.

Labor

#### sa issues: policy + performance

The same concerns are representing in SA as in other states, including high living costs, housing availability and affordability and the health of the economy, but healthcare services appear to be of higher order concern in SA compared to some other jurisdictions.



2) WHAT WOULD YOU SAY ARE THE MOST IMPORTANT ISSUES TO YOU AND YOUR FAMILY? THAT MIGHT BE LOCAL, STATE, NATIONAL OR WIDER ISSUES THAT YOU WOULD LIKE YOUR ELECTED REPRESENTATIVES TO FOCUS ON AND/OR ARE IMPORTANT IN DECIDING YOUR VOTE. PLEASE WRITE UP TO THREE ISSUES IN THE BOXES BELOW, WITH A SHORT EXPLANATION FOR EACH. BASE: VOTERS (N=856).

#### sa issues: policy + performance

Below are a selection of indicative comments illustrating the focus and tone of the top four issues. Generally speaking, people in SA are saying similar things to those in other states on these issues, but there seems to be some more specificity to their gripes about the healthcare system beyond generic cost and access.



Q) WHAT WOULD YOU SAY ARE THE MOST IMPORTANT ISSUES TO YOU AND YOUR FAMILY? THAT MIGHT BE LOCAL, STATE, NATIONAL OR WIDER ISSUES THAT YOU WOULD LIKE YOUR ELECTED REPRESENTATIVES TO FOCUS ON AND/OR ARE IMPORTANT IN DECIDING YOUR VOTE. PLEASE WRITE UP TO THREE ISSUES IN THE BOXES BELOW, WITH A SHORT EXPLANATION FOR EACH. BASE: VOTERS (N=856). N.B. COMMENTS ARE INDICATIVE ONLY.

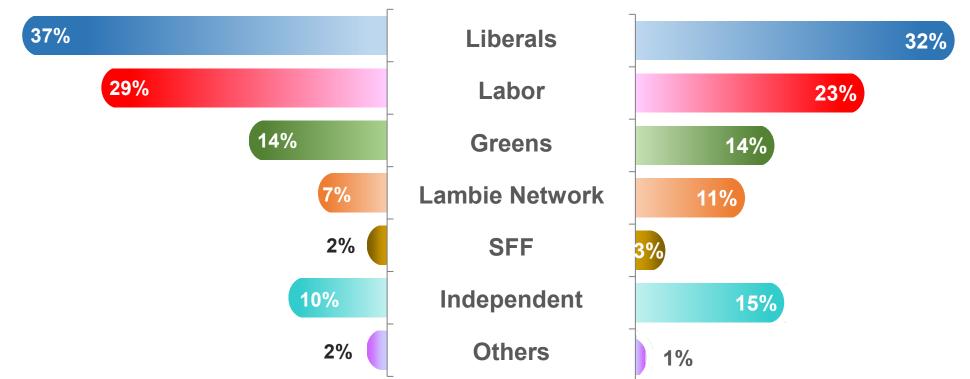
## tasmanian politics

- $\circ$  Sample of n=786 with a notional error margin or +/-3.5%.
- $\circ$  Conducted on-line between 6<sup>th</sup> 29<sup>th</sup> August 2024.

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#### tasmanian vote trend: position + mission

Unusually, Tasmania uses the proportional Hare-Clark electoral system across five multi-member electorates. However, it is still valid to look at the overall primary vote to determine the relative standing of the main contenders, and here we find a significant drop for the major parties since the election earlier this year flowing to the Lambie Network (the subject of instability since this poll) and generic independent options.



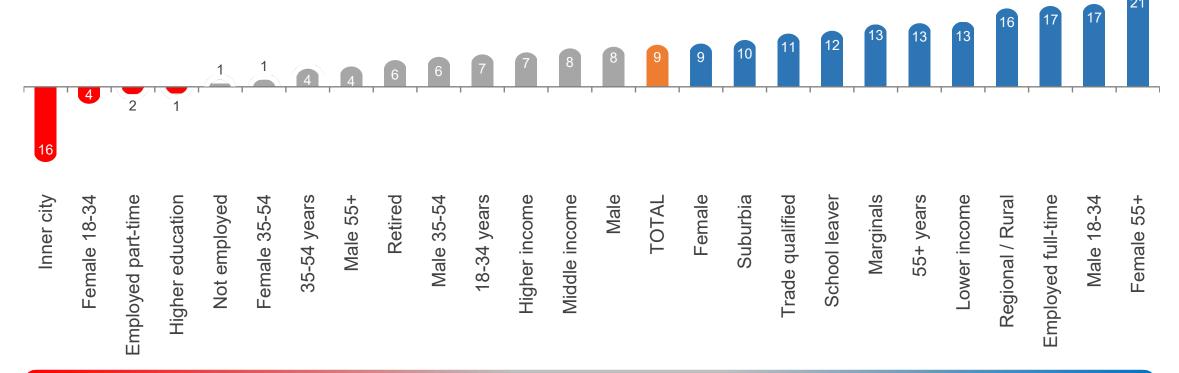
**Election Mar 2024 Primary Vote** 

Survey Aug 2024 Primary Vote

2) IF A TASMANIAN ELECTION WAS BEING HELD TODAY AND YOU WERE TO VOTE, WHICH OF THE FOLLOWING PARTIES WOULD RECEIVE YOUR FIRST PREFERENCE VOTE? BASE: VOTERS (N=786). N.B. 2% UNDECIDED / REFUSED OMITTED. ^ACTUAL ELECTION RESULT (TAEC).

#### tasmanian vote groups: segments + targets

Tasmania is increasingly becoming a more complex mix of parties, but the two major parties still take the majority of primary votes and one or the other is required to form a government. It is therefore useful to look at their relative leads in different demographic groups. Labor leads only in urban centres, among those working part-time and those with higher educations. The Liberals strongest leads are among those working full-time, in regional / rural areas, older people and those with lower incomes.



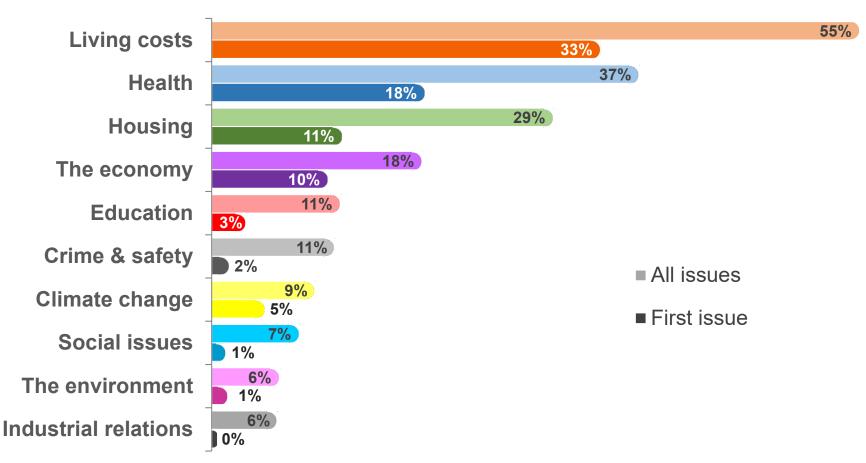
**Net Primary Vote** 

Q) IF A TASMANIAN ELECTION WAS BEING HELD TODAY AND YOU WERE TO VOTE, WHICH OF THE FOLLOWING PARTIES WOULD RECEIVE YOUR FIRST PREFERENCE VOTE? BASE: VOTERS (N=786). N.B. 2% UNDECIDED / REFUSED OMITTED. \* LIMITED BASE OF <N=100.</p>

Labor

#### tasmanian issues: policy + performance

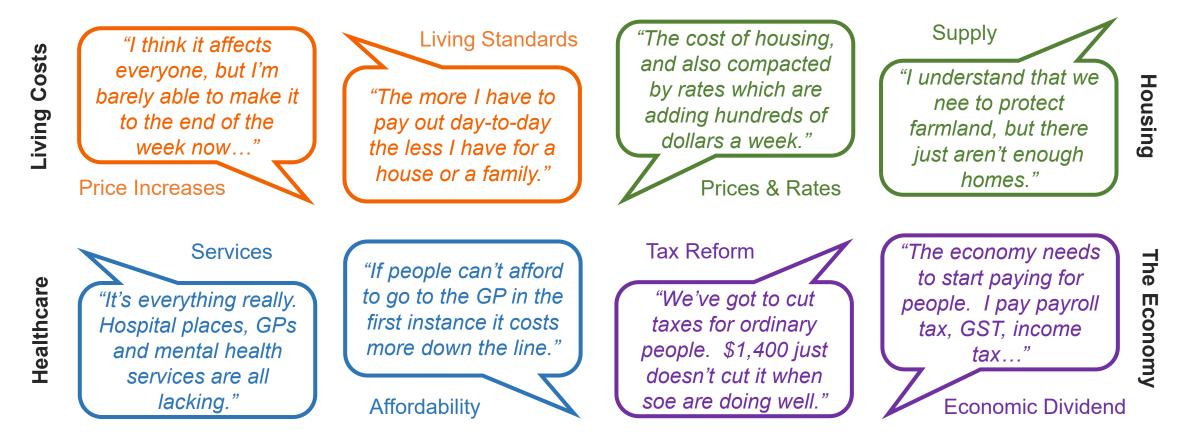
Healthcare appears to be a particularly salient concern for Tasmanians at this time, being nominated as an issue by more than a third. Otherwise, they tend to be focused on the same economic and financial pressures as those in other states, with living costs dominating their issue agenda.



2) WHAT WOULD YOU SAY ARE THE MOST IMPORTANT ISSUES TO YOU AND YOUR FAMILY? THAT MIGHT BE LOCAL, STATE, NATIONAL OR WIDER ISSUES THAT YOU WOULD LIKE YOUR ELECTED REPRESENTATIVES TO FOCUS ON AND/OR ARE IMPORTANT IN DECIDING YOUR VOTE. PLEASE WRITE UP TO THREE ISSUES IN THE BOXES BELOW, WITH A SHORT EXPLANATION FOR EACH. BASE: VOTERS (N=786).

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Below are a selection of indicative comments illustrating the focus and tone of the top four issues. Health concerns cover a large range of areas and a lack of investment here is seen to be costing more in the long-term. A lack of long-term benefits is also a theme that recurs in comments about the economy and housing.



Q) WHAT WOULD YOU SAY ARE THE MOST IMPORTANT ISSUES TO YOU AND YOUR FAMILY? THAT MIGHT BE LOCAL, STATE, NATIONAL OR WIDER ISSUES THAT YOU WOULD LIKE YOUR ELECTED REPRESENTATIVES TO FOCUS ON AND/OR ARE IMPORTANT IN DECIDING YOUR VOTE. PLEASE WRITE UP TO THREE ISSUES IN THE BOXES BELOW, WITH A SHORT EXPLANATION FOR EACH. BASE: VOTERS (N=786). N.B. COMMENTS ARE INDICATIVE ONLY.

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#### Federal & State Political Poll August 2024

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