










# Analysis of Polling Results

## Federal Election 2007

November 2007



# This Presentation

-  The polling programme
-  Eden-Monaro result
-  The All-WA Westpoll
-  Results in Cowan, Hasluck, Stirling and Swan
-  Comparison of East Coast and West Coast
-  Motivations in voting Liberal and Labor
-  How to access this standard of survey process

# The PMR Polling Outcomes

- Patterson Market Research provided polling for the West Australian (Westpoll) for the statewide swings, and four marginal seats.
- We also provided two iterations of voting intent for the Canberra Times in Eden- Monaro.

# The PMR Polling outcomes

Our data was very accurate in most instances – so much so that we believe the publishing of the probable outcomes in Stirling and Hasluck actually contributed to the outcome.

Our sampling was N=400 in each case.


This provides a sample error of +/- 4.9% at the 95% level of confidence, or about 2.1% at the 70% confidence level.

# Eden – Monaro

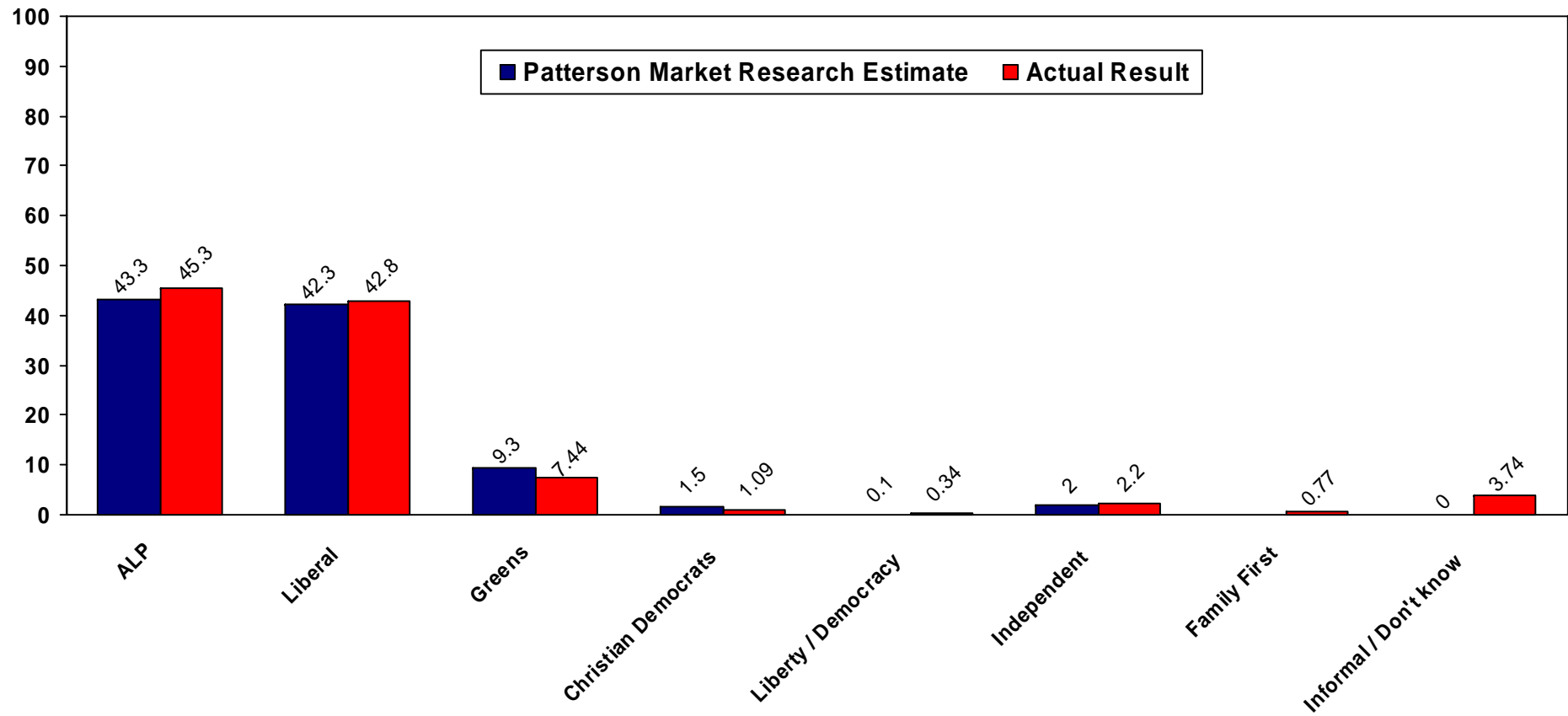
 We polled twice with a sample of N=400.

Eden – Monaro is a very complex seat. We split the seat into three zones and matched our sample to the demographic profile for those zones.

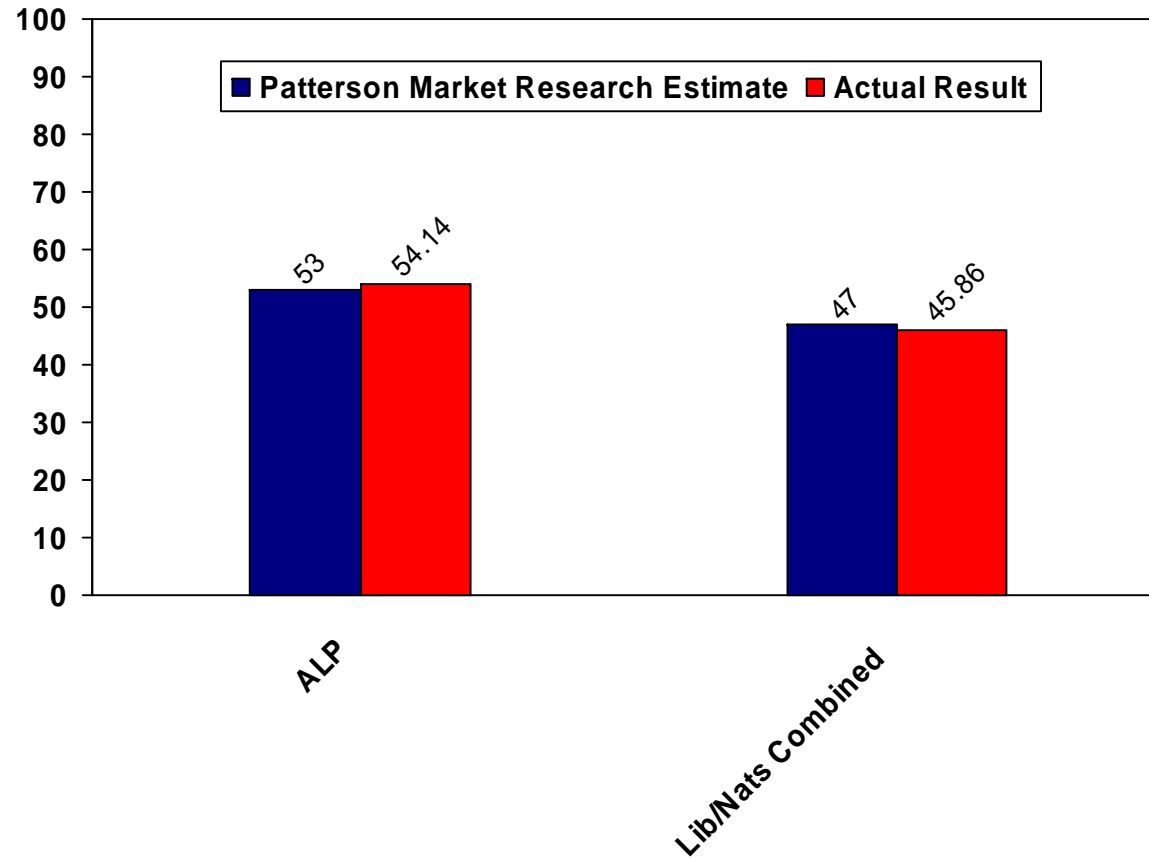
Our Data was very accurate.

 The following compares our primary vote and two party preferred predictions with the actual election outcome.

## EDEN MONARO Primary Vote 2007



## EDEN MONARO Two Party Preferred Vote 2007

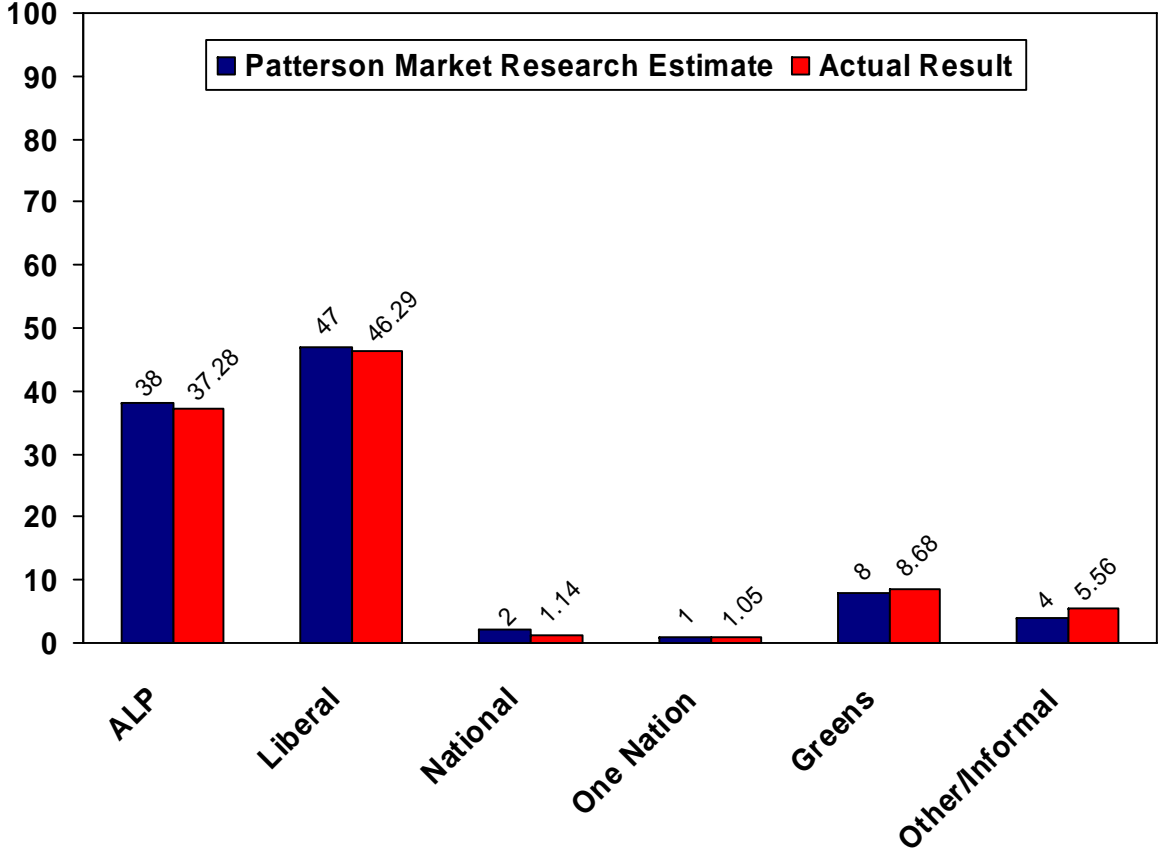


# Western Australia

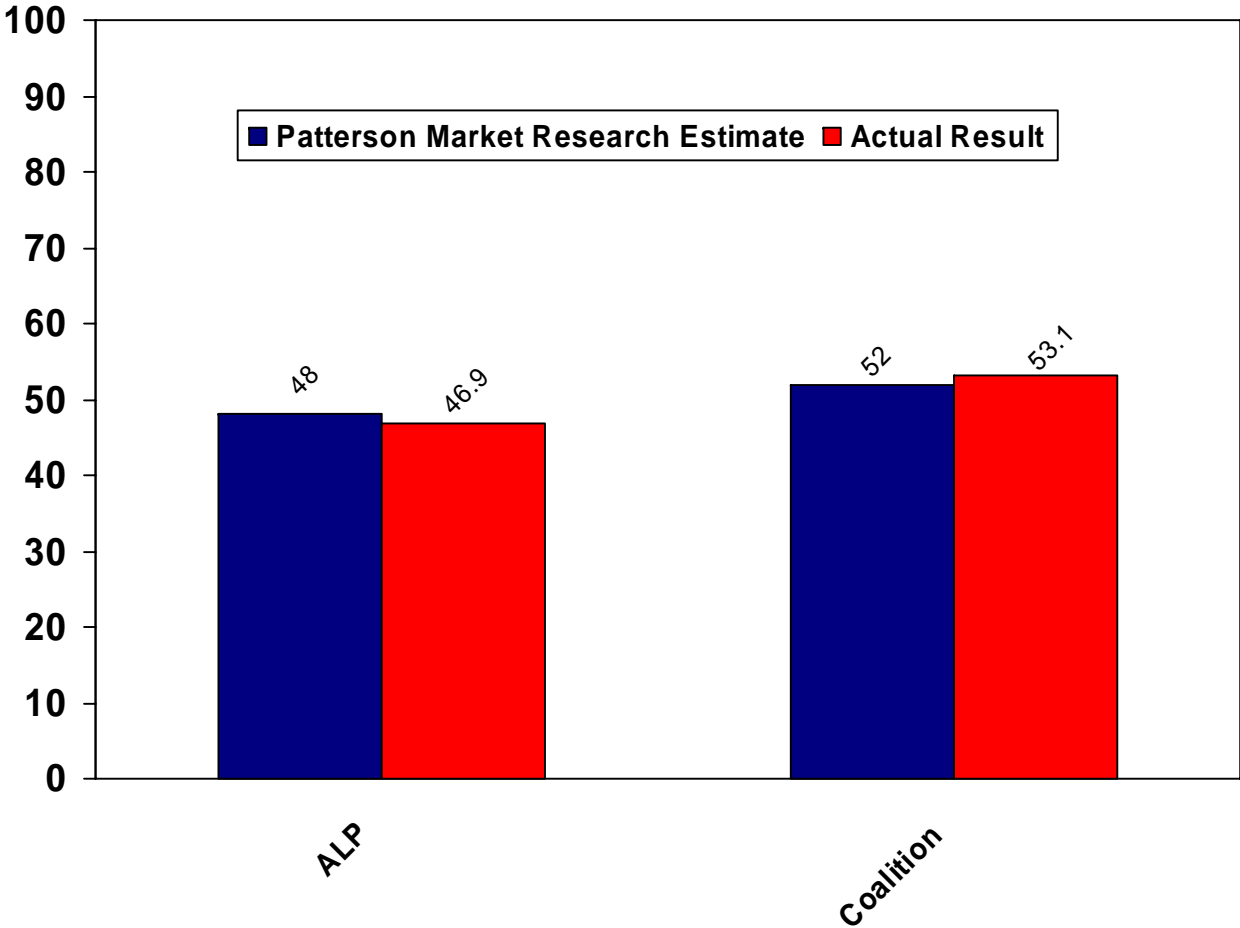
- 📊 We poll WA every month, using a sample of N=400 interviews balanced for gender, age and location.

The following two graphs compare our primary vote and two party preferred predictions with the actual election outcome.

# WA Federal Primary Vote 2007



# WA Federal Two Party Preferred Vote 2007

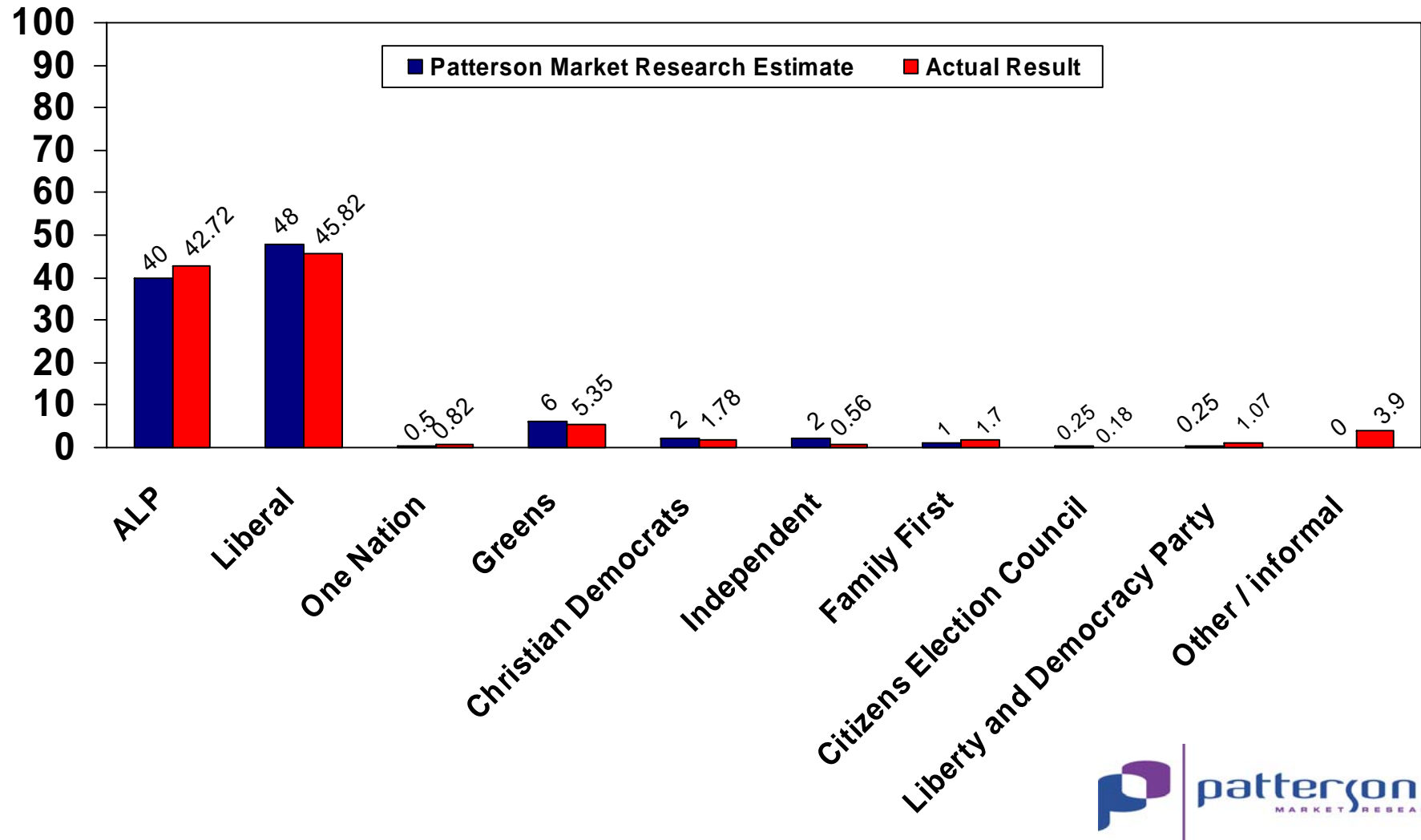


# Cowan

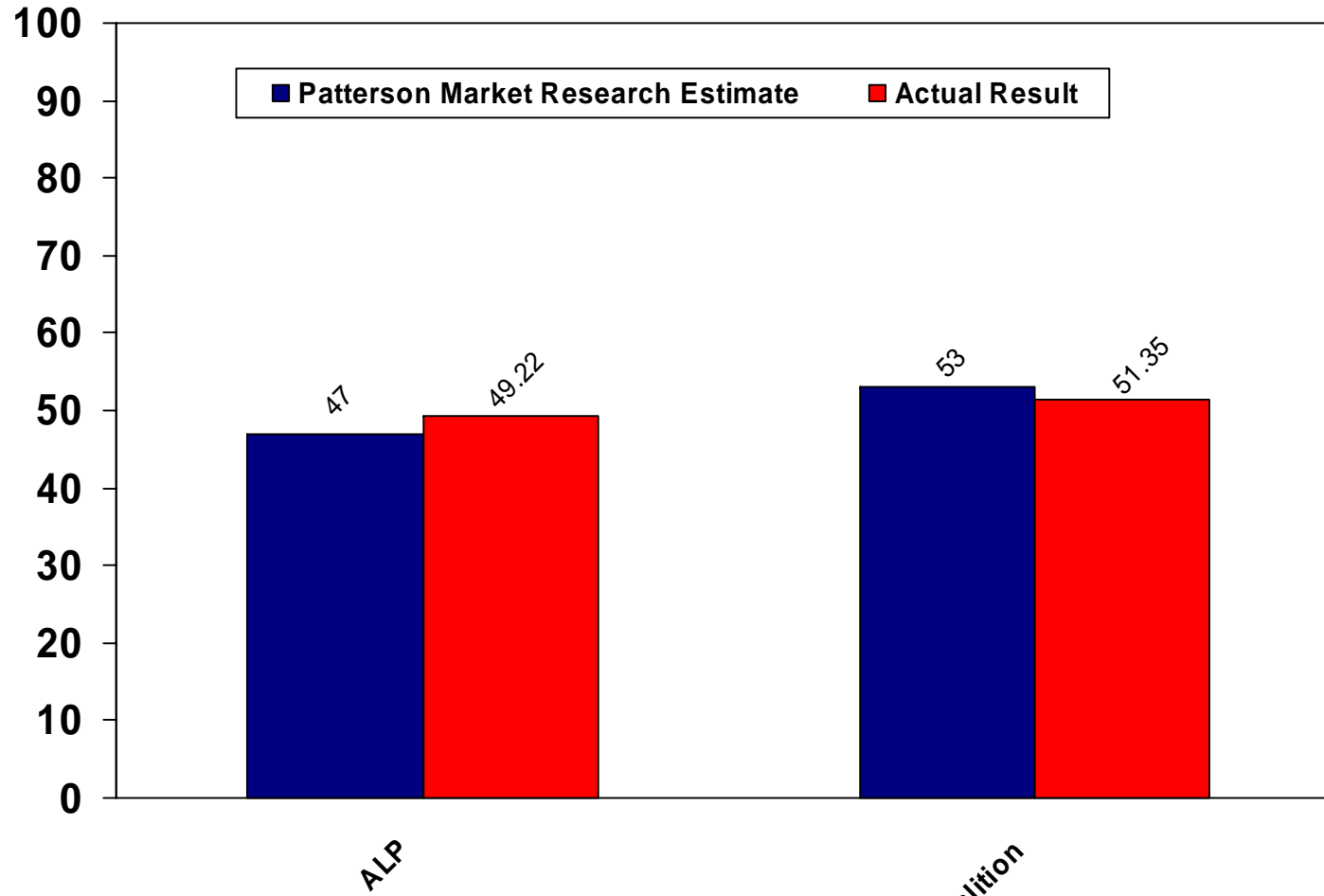
- ▶ The Cowan sample of N=400 was split into two zones of the electorate to ensure that our sample accurately reflected the composition of the electorate.

The following two graphs compare our primary vote and two party preferred predictions with the actual election outcome.

## COWAN Primary Vote 2007



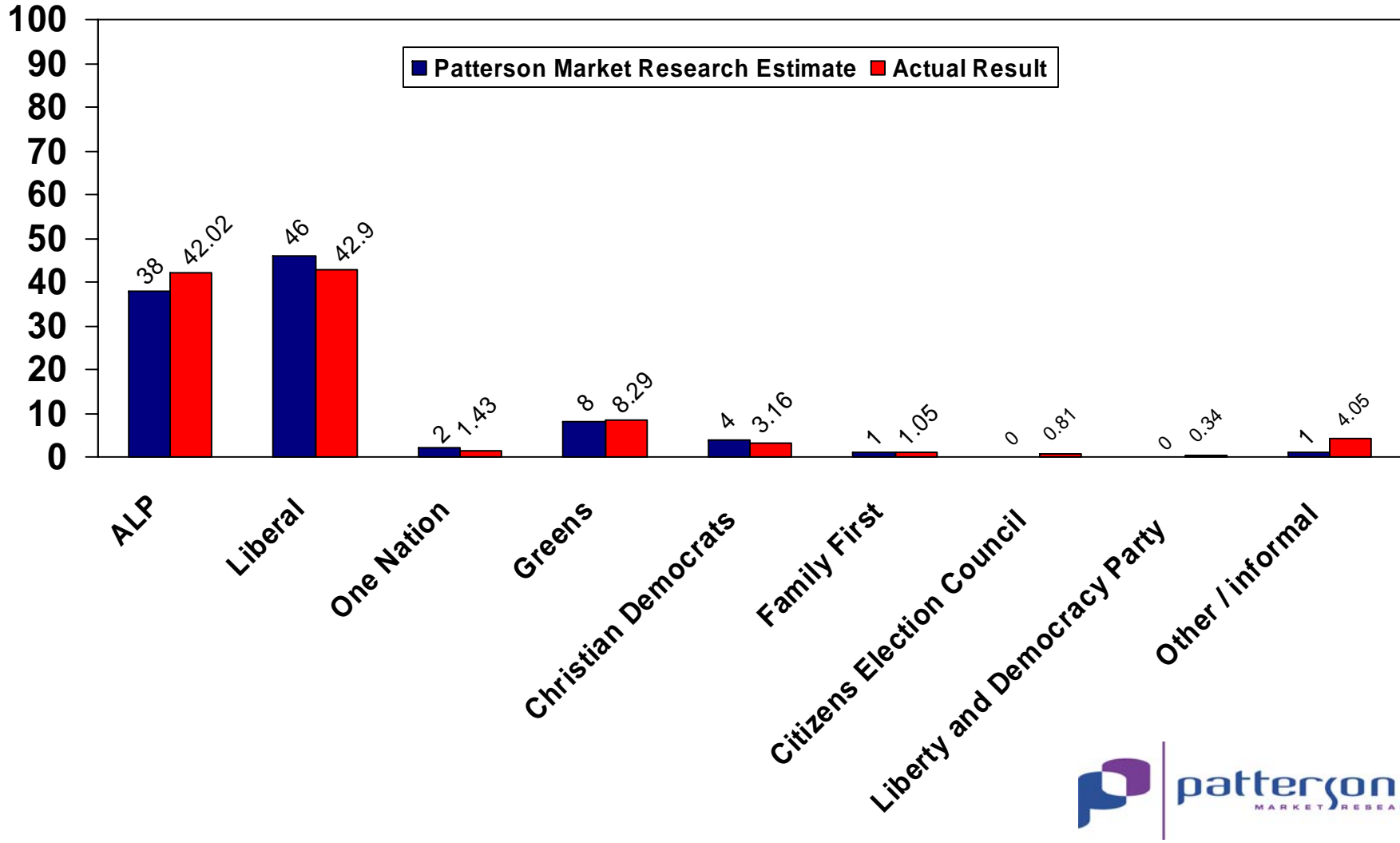
# COWAN Two Party Preferred Vote 2007



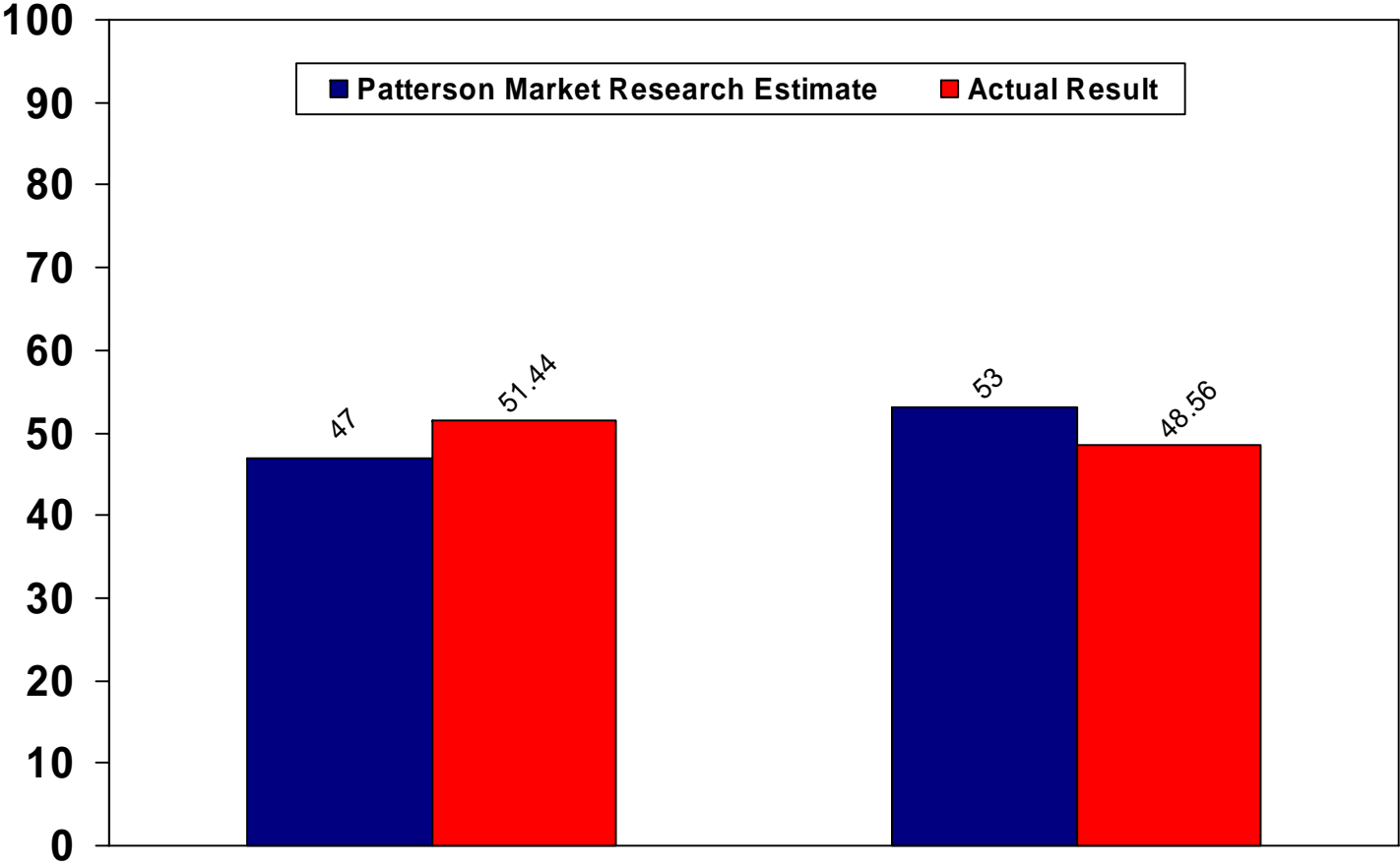
# Hasluck

- ▶ The Hasluck sample of N=400 was split into two zones of the electorate to ensure that our sample accurately reflected the composition of the electorate. The following two graphs compare our primary vote and two party preferred predictions with the actual election outcome.
- ▶ While all results are within sample error, we suspect this outcome was a reflection of a late swing. We predicted the Liberals would retain Hasluck.
- ▶ It is possible that the election day newspaper report influenced the vote. It is equally possible that the balance of opinion amongst the approximate one in five who indicated they could “at least quite possibly” change their indicated vote from our polled result, was in favour of Sharryn Jackson for the ALP.

# HASLUCK Primary Vote 2007



# HASLUCK Two Party Preferred Vote 2007



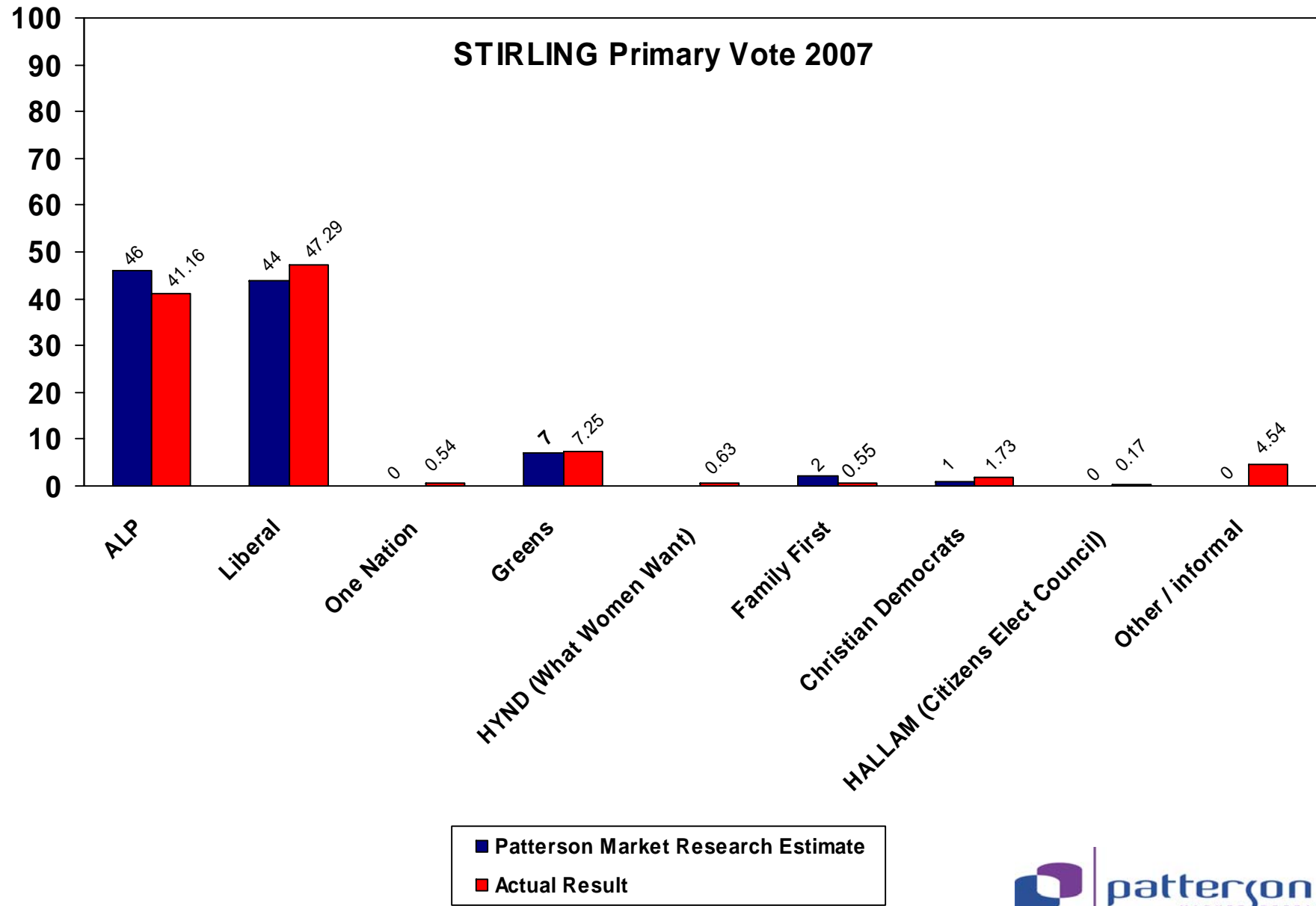
ALP

Liberal

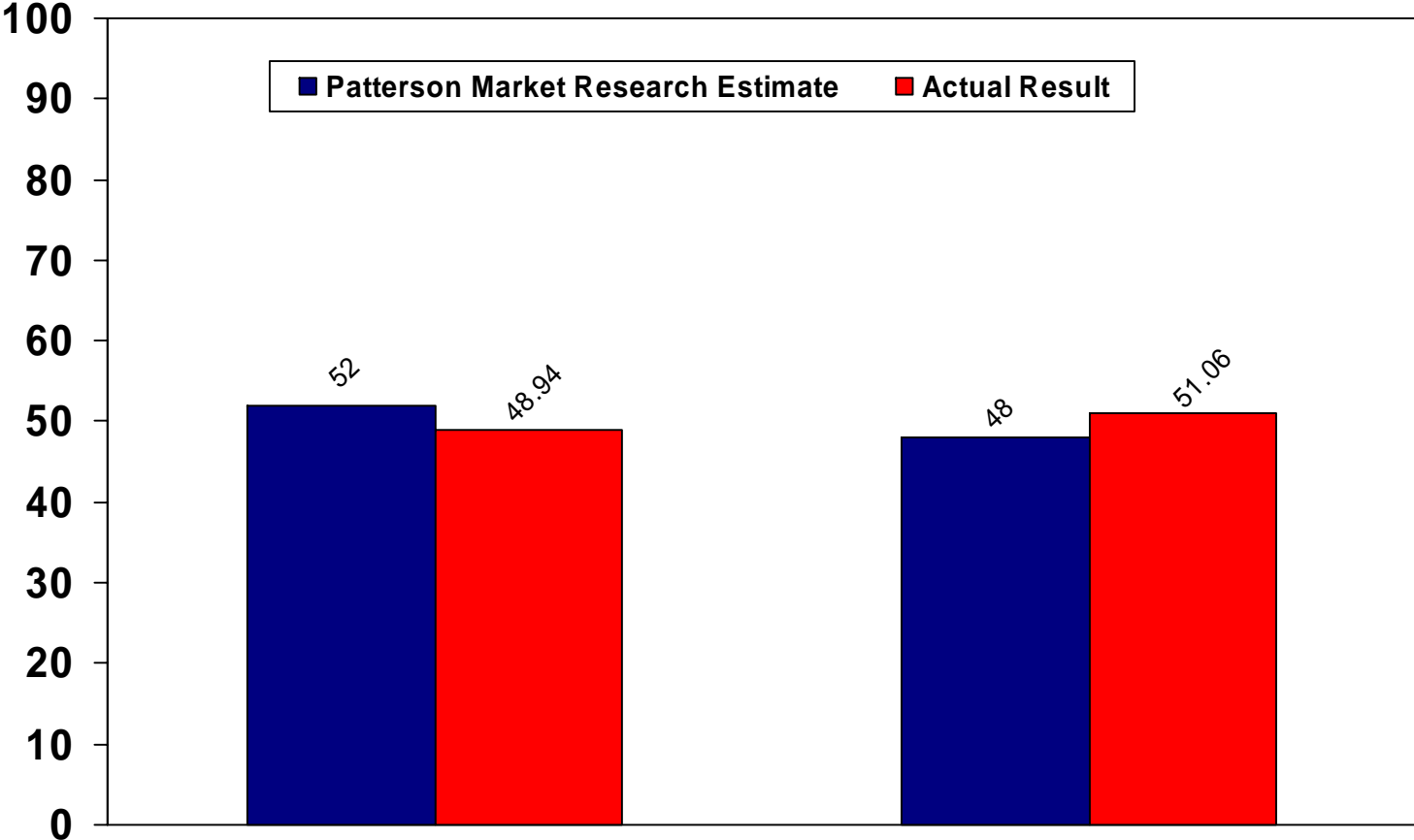


# Stirling

- Stirling had a planned sample of  $N=400$ , that was split into two zones of the electorate to ensure that our sample accurately reflected the composition of the electorate. Our result was at odds with the two previous polling iterations in this electorate so we boosted to sample to 619 (error +/- 4%), and found the consistent indication that the ALP would pick up Stirling. The following two graphs compare our primary vote and two party preferred predictions with the actual election outcome.
- While all results are within sample error, we suspect this outcome was a reflection of a late swing. We predicted the Liberals would lose Stirling.
- It is possible that the election day newspaper report influenced the vote. It is equally possible that the balance of opinion amongst the approximate one in five who indicated they could at least quite possible change their indicated vote from our polled result, was in favour of the sitting Liberal member.



# STIRLING Two Party Preferred Vote 2007



ALP

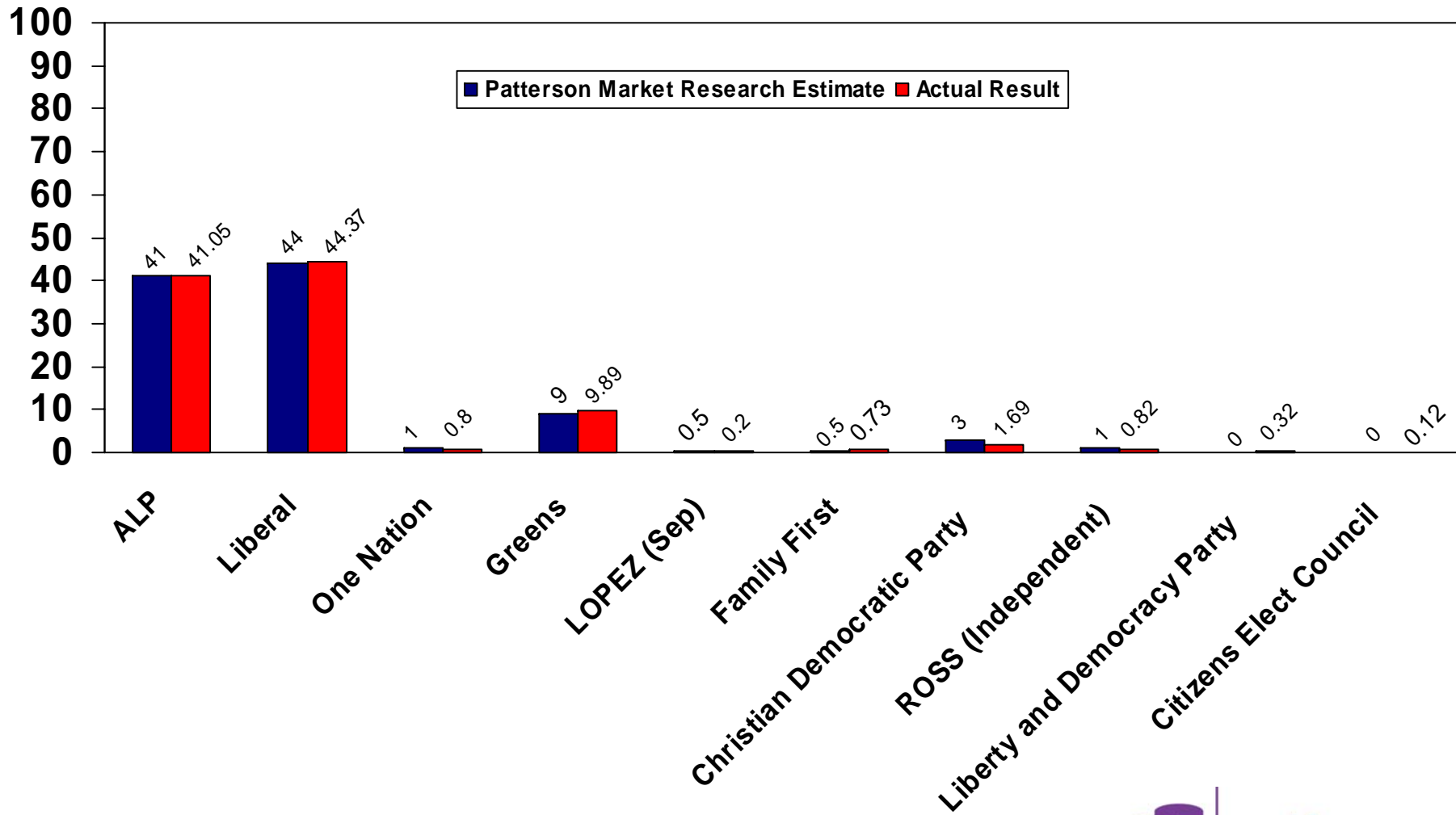
Liberal



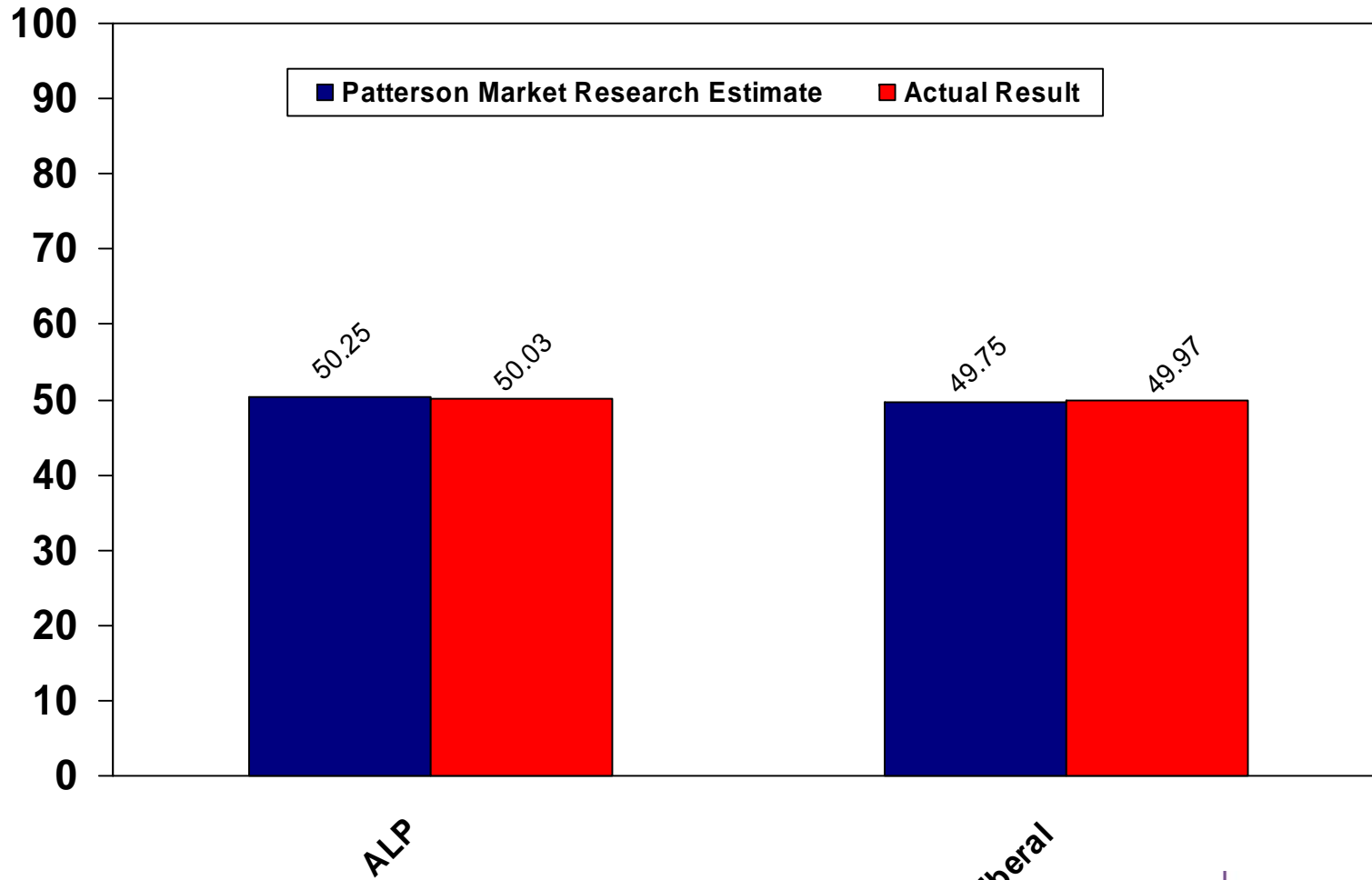
# Swan

- Swan was polled just once in the last week of the campaign. Our data showed it would be a cliff-hanger, and that if the Coalition held onto enough seats on the east coast, Swan could be the decider of the election. The East Coast rout of the Coalition ranks rendered the west an irrelevance, but Swan showed almost the exact outcome that we had predicted.
- The Swan sample of  $N=400$ , was split into two zones of the electorate to ensure that our sample accurately reflected the composition of the electorate. The following two graphs compare our primary vote and two party preferred predictions with the actual election outcome.

## SWAN Primary Vote 2007



## SWAN Two Party Preferred Vote 2007



# Overview

- Overall our surveys were very close to the actual election outcome. The accuracy across the board leads us to suspect that the variance in Hasluck & Stirling were due to late swings in voting intent.
- The **biggest** variance in the primary vote for our statewide data was **within 1.29%** of the actual election outcome – the average was 0.8%. The two part preferred variance was just 0.86%.
- The biggest variance in the Eden-Monaro primary vote was within 2% of the electoral outcome, with an average of 1.2%. The 2pp variance was 1.5%.

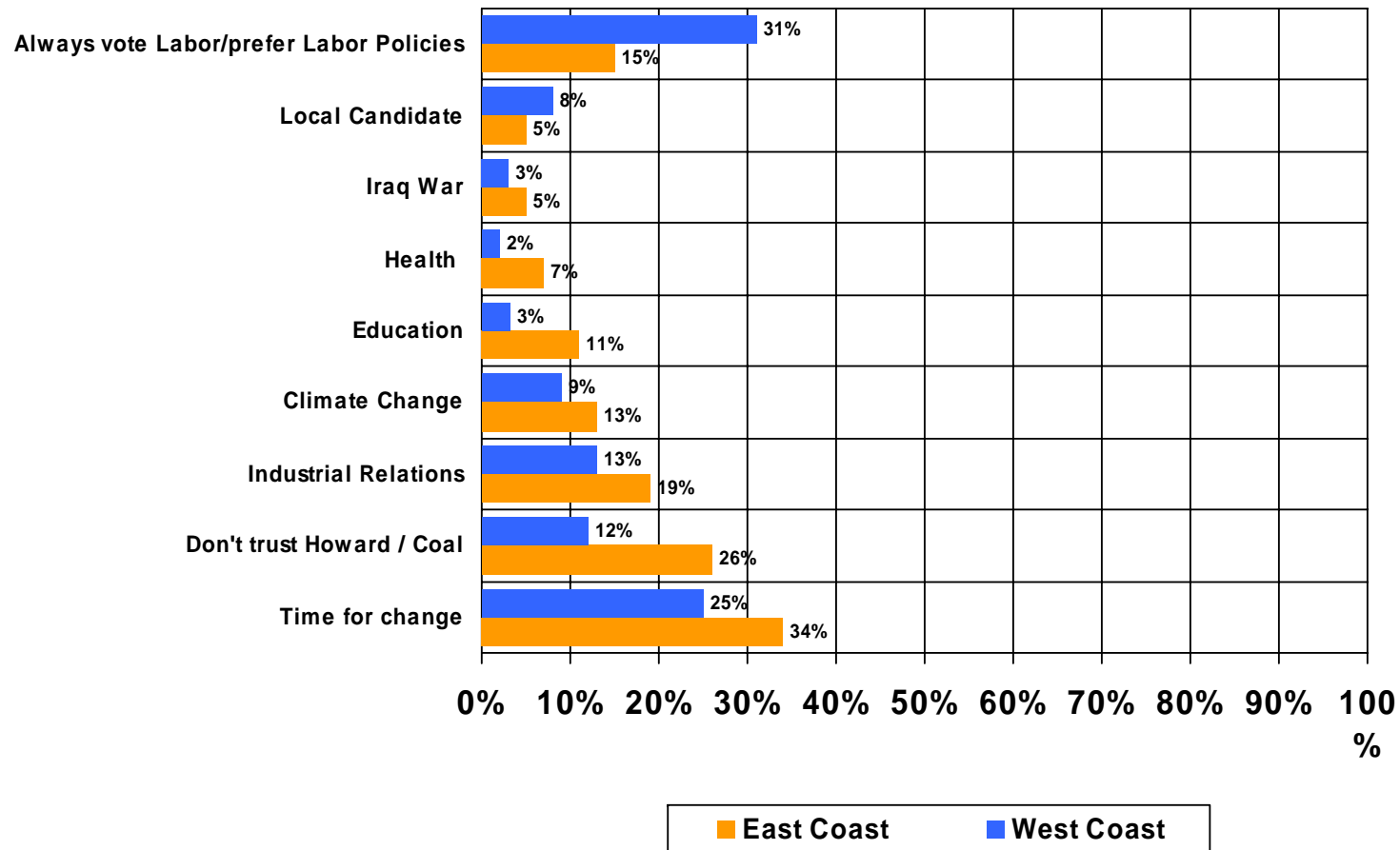
# Overview

- In **Cowan** the biggest primary variance was 2.72%, with an average of 1.3%. In 2pp terms it was 2.22%.
- In **Hasluck** the biggest primary variance was 4.02%, with an average of 1.45%. In 2pp terms it was 4.44%.
- In **Stirling** the biggest primary variance was 4.84%, with an average of 1.83%. In 2pp terms it was 3.06%.
- In **Swan** the biggest primary variance was 0.37%, with an average of 0.39%. In 2pp terms it was 0.20%.

# Why did WA differ from the east coast?

- Our polling in Eden-Monaro was pretty typical of the East Coast Coalition slide. Yet in WA there was a small swing to Labor, enabling the Coalition to hold onto the status quo of seat distribution.
- In both our Eden Monaro polling and for the 4 West Coast marginals, we asked voters to indicate the main reason for their voting choice.
- The key reasons for voting Labor and Liberal are represented overleaf ...

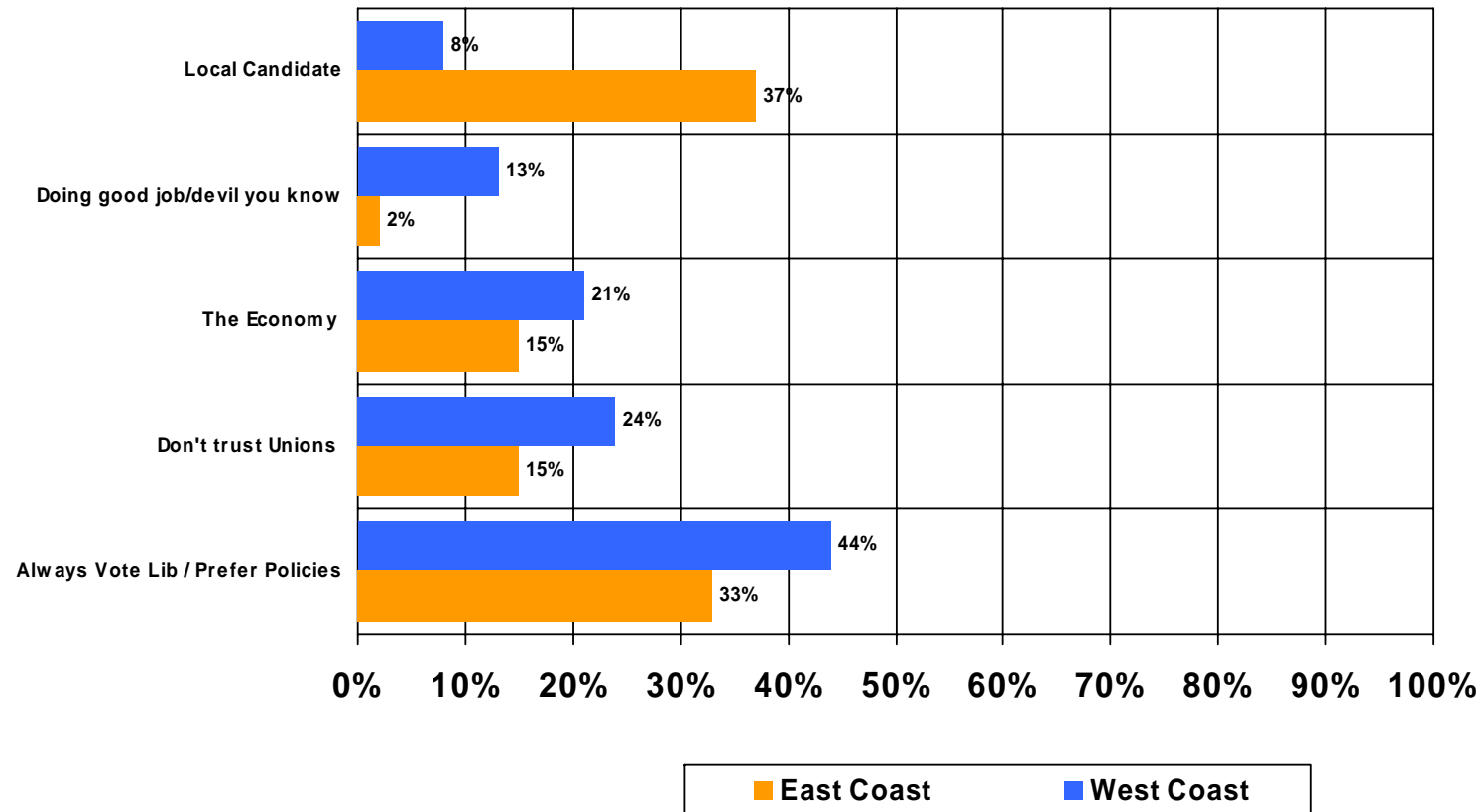
# Comparison of Reasons for Voting Labor



# Reasons for Voting Labor

- 📍 Generally little difference – but WA more likely to opt for broad prefer “Labor policies”
- 📍 East Coast more focused on “IR”, “lack of trust for Howard”, “climate change” and “time for a change”.



# Comparison of Reasons for Voting Liberal



# Reasons for Voting Liberal

- ▶ Apart from big local candidate difference, West Coast more likely to focus on “Always Vote Liberal / prefer Liberal policies”
- ▶ Note difference in lack of trust of unions
- ▶ Note difference in the economy
- ▶ Note difference in “they’re doing good job”.

# Summary of Differing Intent

-  **The East** more focused on “time for change”, “lack of trust of Howard”, and “industrial relations”
-  **The West** more focused on “lack of trust of unions”, “the economy” and “the Coalition doing a good job”.

# Accessing High Quality Research

Patterson Market Research has 20 years experience surveying WA

Westpoll is the published component  
of the monthly commercial phone omnibus “Flashpoll”

Clients can buy questions on this poll

Contact Keith at Patterson Market Research

08 9316 2322 / [keith@marketresearch.com.au](mailto:keith@marketresearch.com.au)

