



INFLUENCE WITH INTEGRITY

Queensland vote intention

26 August to 6 September, 2023

RedBridge Group

Methodology

The fieldwork for this survey was conducted between 26 August and 6 September 2023, with the sample of N = 2,012 Australian citizens in Queensland aged 18 and older who were enrolled to vote. All respondents were recruited over online panel to fill quotas based on age, gender, location (South East Queensland, Central Queensland and Far North Queensland), education and vote at the 2022 federal election. RIM weighting was used to apply interlocking weights for age, gender, education and location. The efficiency for these weights was 96 per cent, providing an effective sample size of 1938.

Based on this effective sample size, the margin of error (95 per cent confidence interval) for a 50 per cent result on the full sample is ± 2.2 per cent. Results based on subsets of the data, such as region or age, will have larger margins of error and should be interpreted conservatively.

Vote intention questions were located immediately after demographic questions and other items used for screening and quotas. Preferences were allocated based on the flows from the 2020 Queensland state election.

Undecided respondents were asked a leaner question. Those who refused to or were unable to provide a vote intention in both the initial question and leaner made up 9 per cent of the sample, and were excluded from published vote intention figures.

Detailed findings and question wording are contained in the following sections. These include figures and tables.

Results

Question text

Now thinking about Queensland state politics.

If a Queensland state election were held today, which of the following would you give your first preference vote to?

1. Labor Party
2. Liberal-National Party
3. The Greens
4. Pauline Hanson's One Nation IF in district where ran in 2020
5. Katter's Australian Party IF in district where ran in 2020
6. Legalise Cannabis IF in district where ran in 2020
7. Another party or independent candidate
8. Not sure
9. Will not vote

If answered 'Not sure' above

If you had to pick, which of these are you leaning towards?

1. Labor Party
2. Liberal-National Party
3. The Greens
4. Pauline Hanson's One Nation IF in district where ran in 2020
5. Katter's Australian Party IF in district where ran in 2020
6. Legalise Cannabis IF in district where ran in 2020
7. Another party or independent candidate
8. Don't know

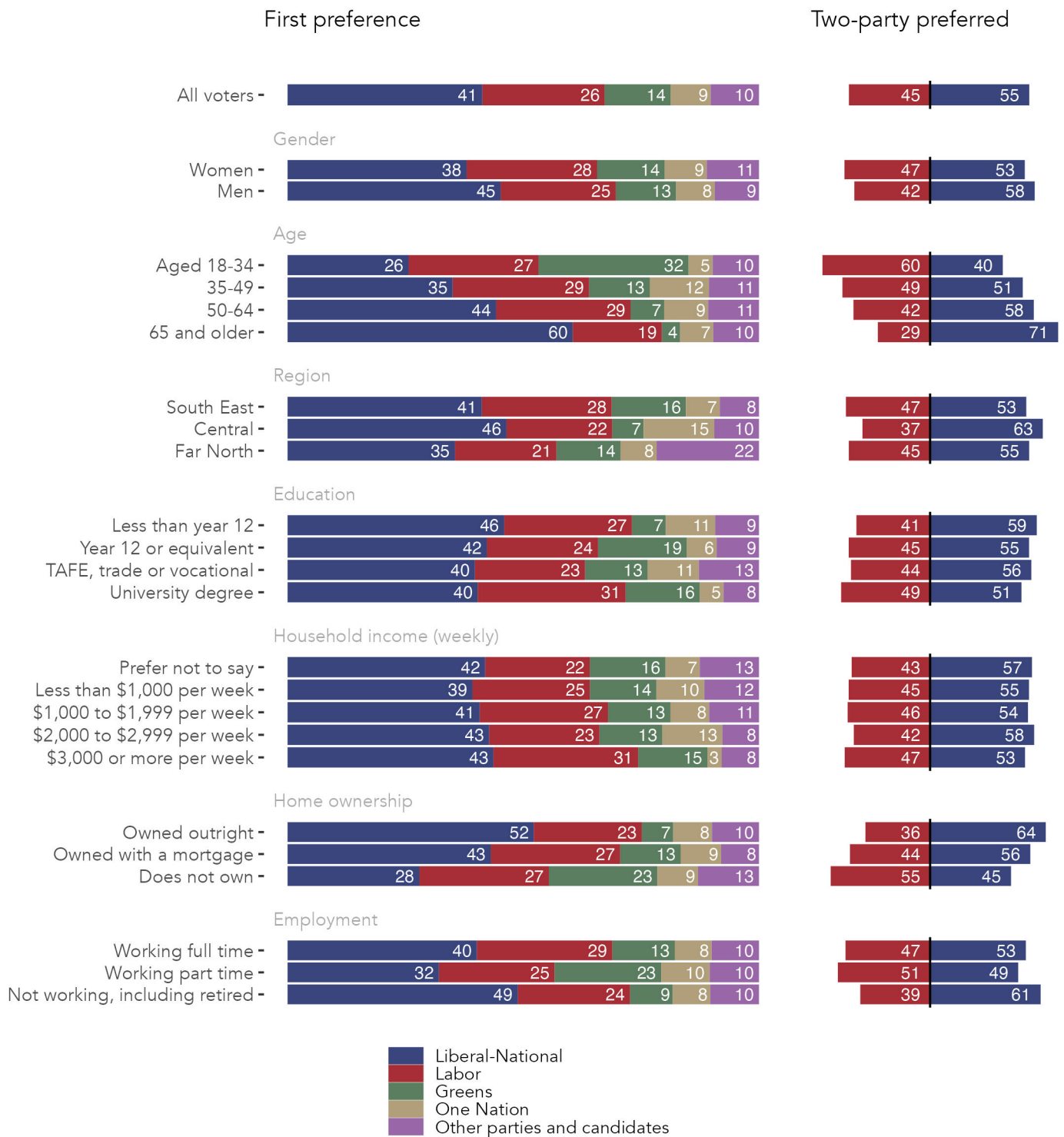


Figure 1: Vote intention for the Queensland Parliament, by voter characteristics.

Table 1: Vote intention for the Queensland Parliament

	Liberal-National	Labor	Greens	One Nation	Other parties and candidates	LNP 2PP
All voters	41	26	14	9	10	55
Gender						
Women	38	28	14	9	11	53
Men	45	25	13	8	9	58
Age						
Aged 18-34	26	27	32	5	10	40
35-49	35	29	13	12	11	51
50-64	44	29	7	9	11	58
65 and older	60	19	4	7	10	71
Region						
South East	41	28	16	7	8	53
Central	46	22	7	15	10	63
Far North	35	21	14	8	22	55
Education						
Less than year 12	46	27	7	11	9	59
Year 12 or equivalent	42	24	19	6	9	55
TAFE, trade or vocational	40	23	13	11	13	56
University degree	40	31	16	5	8	51
Household income (weekly)						
Prefer not to say	42	22	16	7	13	57
Less than \$1,000 per week	39	25	14	10	12	55
\$1,000 to \$1,999 per week	41	27	13	8	11	54
\$2,000 to \$2,999 per week	43	23	13	13	8	58
\$3,000 or more per week	43	31	15	3	8	53
Home ownership						
Does not own	28	27	23	9	13	45
Owned with a mortgage	43	27	13	9	8	56
Owned outright	52	23	7	8	10	64
Employment						
Working full time	40	29	13	8	10	53
Working part time	32	25	23	10	10	49
Not working, including retired	49	24	9	8	10	61

Vote by age and educational attainment

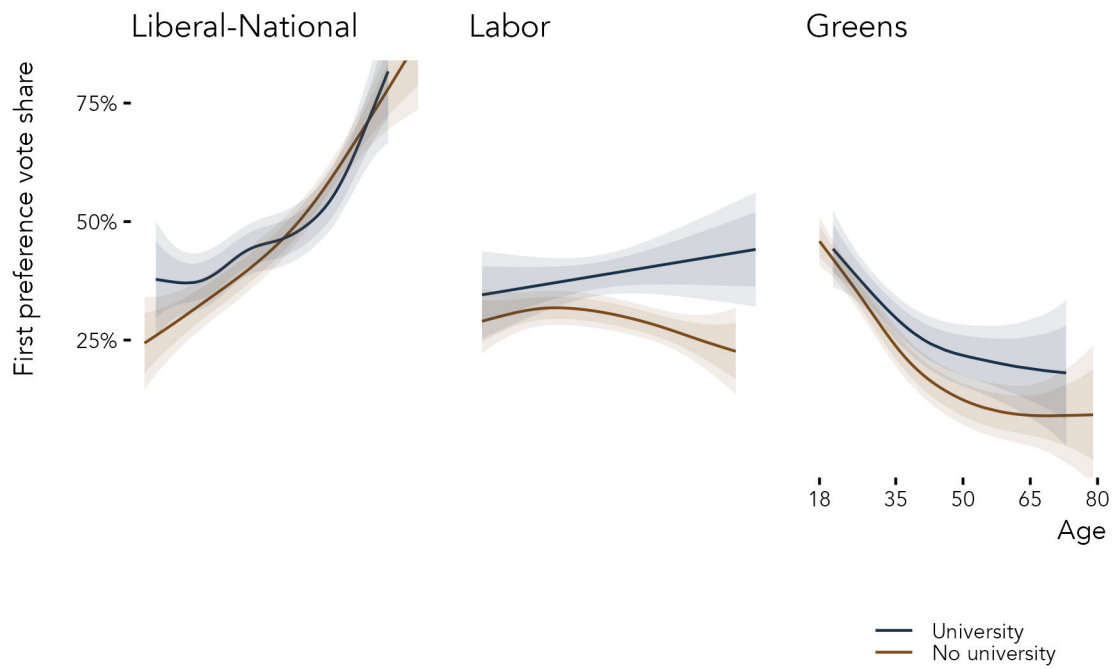


Figure 2: First preference vote for the Queensland Parliament, by education and age. Different colour shades indicate educational attainment. Curves were smoothed using GAM.

Vote by age and home ownership

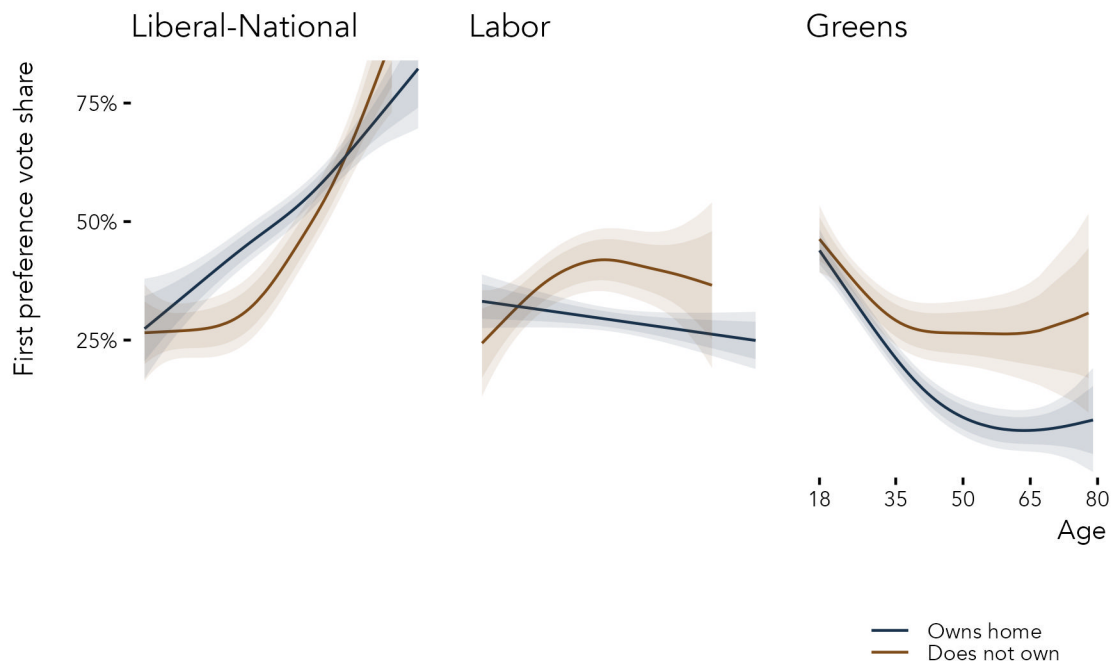


Figure 3: First preference vote for the Queensland Parliament, by home ownership and age. Different colour shades indicate home ownership. Curves were smoothed using GAM.

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