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INFLUENCE WITH INTEGRITY

Queensland vote intention and leader ratings

A RedBridge State Public Opinion Snapshot

February - May, 2024

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Contents

Methodology

The fieldwork for this survey was conducted over two waves, in February and May 2024. The sample was comprised of N = 880 Australian citizens aged 18 and older, who live in Queensland and are enrolled to vote. Respondents were recruited over online panel to fill quotas based on age, gender, location (regions, based on electoral division), education and vote at the 2022 federal election.

Rim weighting was used to apply interlocking weights for age, gender, education, religion and location. The efficiency of these weights was 81 per cent, providing an effective sample size of 717.

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 ± 3.7 per cent.

This is larger for subsets of the data, such as age or location, and results based on these and similar break-downs should be interpreted conservatively.

Vote intention was located immediately after demographic items and other questions used for screening and quotas. 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.

State vote intention

Question text

Now thinking about state politics.

*If a **Queensland state election** for the Legislative Assembly 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. Other parties and candidates relevant options shown in electorates where they ran at the last election
5. Will not vote
6. Undecided

If answered 'Undecided' above

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

1. Labor Party
2. Liberal-National Party
3. The Greens
4. Other parties and candidates relevant options shown in electorates where they ran at the last election
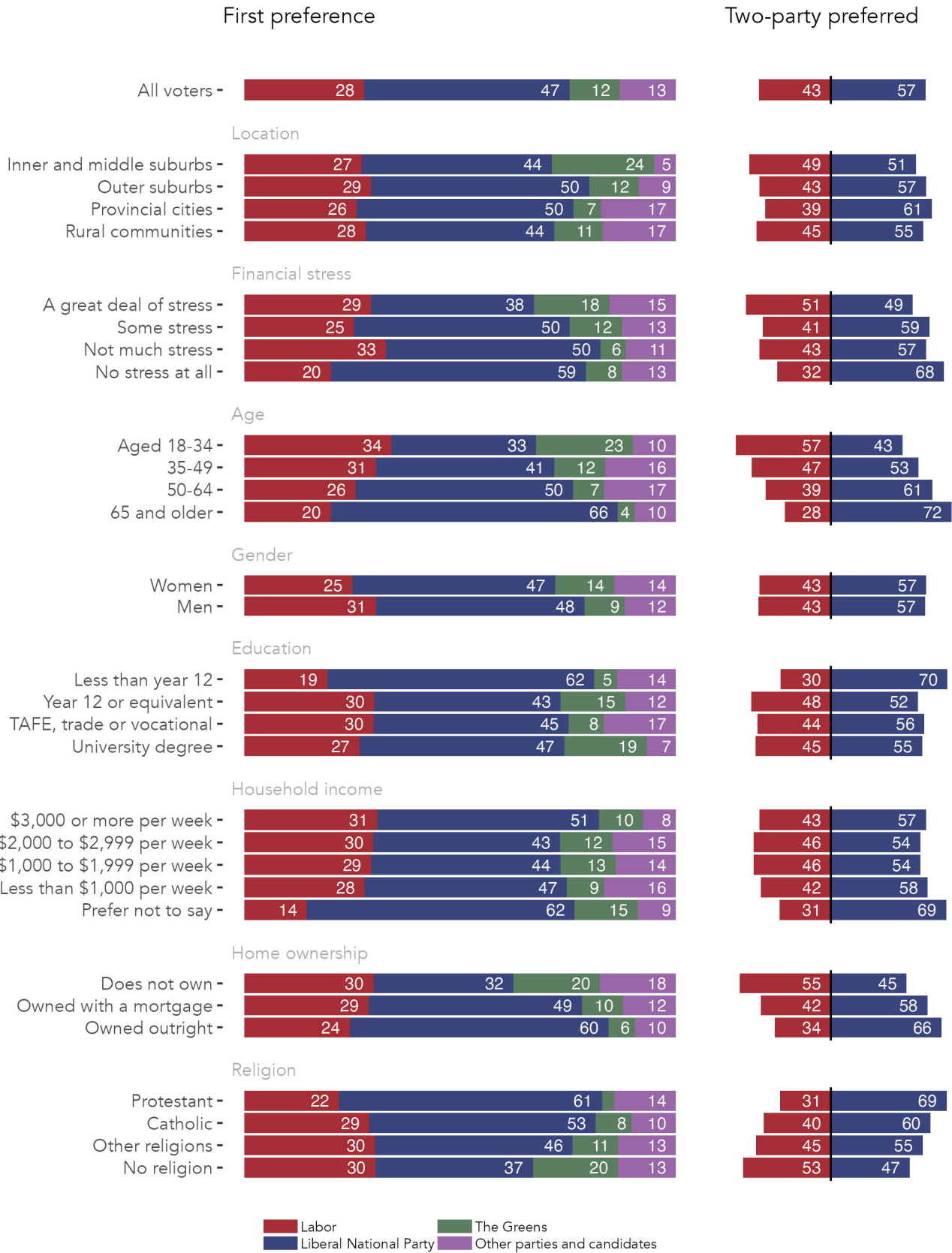5. Will not vote
6. Undecided

First preference

	Labor	Liberal National Party	The Greens	Other parties and candidates
All voters	28	47	12	13
Location				
Inner and middle suburbs	27	44	24	5
Outer suburbs	29	50	12	9
Provincial cities	26	50	7	17
Rural communities	28	44	11	17
Financial stress				
A great deal of stress	29	38	18	15
Some stress	25	50	12	13
Not much stress	33	50	6	11
No stress at all	20	59	8	13
Age				
Aged 18-34	34	33	23	10
35-49	31	41	12	16
50-64	26	50	7	17
65 and older	20	66	4	10
Gender				
Women	25	47	14	14
Men	31	48	9	12
Education				
Less than year 12	19	62	5	14
Year 12 or equivalent	30	43	15	12
TAFE, trade or vocational	30	45	8	17
University degree	27	47	19	7
Household income				
$3,000 or more per week	31	51	10	8
$2,000 to $2,999 per week	30	43	12	15
$1,000 to $1,999 per week	29	44	13	14
Less than $1,000 per week	28	47	9	16
Prefer not to say	14	62	15	9
Home ownership				
Does not own	30	32	20	18
Owned with a mortgage	29	49	10	12
Owned outright	24	60	6	10
Religion				
Protestant	22	61		14
Catholic	29	53	8	10
Other religions	30	46	11	13
No religion	30	37	20	13

Two-party preferred

	Labor	Liberal National Party
All voters	43	57
Location		
Inner and middle suburbs	49	51
Outer suburbs	43	57
Provincial cities	39	61
Rural communities	45	55
Financial stress		
A great deal of stress	51	49
Some stress	41	59
Not much stress	43	57
No stress at all	32	68
Age		
Aged 18-34	57	43
35-49	47	53
50-64	39	61
65 and older	28	72
Gender		
Women	43	57
Men	43	57
Education		
Less than year 12	30	70
Year 12 or equivalent	48	52
TAFE, trade or vocational	44	56
University degree	45	55
Household income		
$3,000 or more per week	43	57
$2,000 to $2,999 per week	46	54
$1,000 to $1,999 per week	46	54
Less than $1,000 per week	42	58
Prefer not to say	31	69
Home ownership		
Does not own	55	45
Owned with a mortgage	42	58
Owned outright	34	66
Religion		
Protestant	31	69
Catholic	40	60
Other religions	45	55
No religion	53	47

Legend: Labor, Liberal National Party, The Greens, Other parties and candidates

Figure 1: State vote intention for the Legislative Assembly.

Table 1: State vote intention for the Legislative Assembly

	Labor	Liberal National Party	The Greens	Other parties and candidates	LABOR 2PP
All voters	28	47	12	13	43
Location					
Inner and middle suburbs	27	44	24	5	49
Outer suburbs	29	50	12	9	43
Provincial cities	26	50	7	17	39
Rural communities	28	44	11	17	45
Financial stress					
A great deal of stress	29	38	18	15	51
Some stress	25	50	12	13	41
Not much stress	33	50	6	11	43
No stress at all	20	59	8	13	32
Age					
Aged 18-34	34	33	23	10	57
35-49	31	41	12	16	47
50-64	26	50	7	17	39
65 and older	20	66	4	10	28
Gender					
Women	25	47	14	14	43
Men	31	48	9	12	43
Education					
Less than year 12	19	62	5	14	30
Year 12 or equivalent	30	43	15	12	48
TAFE, trade or vocational	30	45	8	17	44
University degree	27	47	19	7	45
Household income					
$3,000 or more per week	31	51	10	8	43
$2,000 to $2,999 per week	30	43	12	15	46
$1,000 to $1,999 per week	29	44	13	14	46
Less than $1,000 per week	28	47	9	16	42
Prefer not to say	14	62	15	9	31
Home ownership					
Does not own	30	32	20	18	55
Owned with a mortgage	29	49	10	12	42
Owned outright	24	60	6	10	34
Religion					
Protestant	22	61	3	14	31
Catholic	29	53	8	10	40
Other religions	30	46	11	13	45
No religion	30	37	20	13	53

Leader ratings

Question text

Still thinking about state politics.

Overall, how would you rate the performance of…

Carousel; randomise order
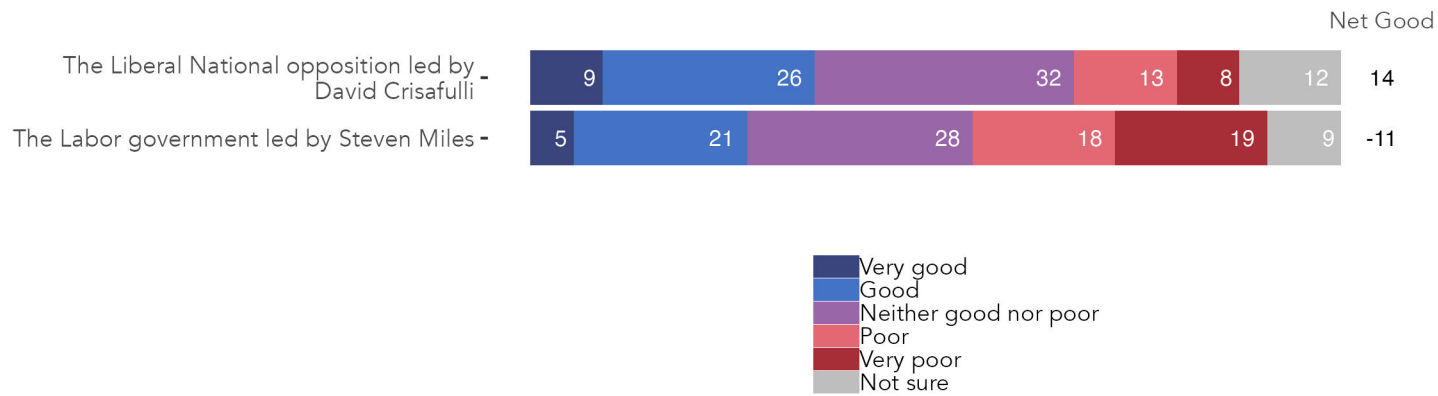
    A. The Queensland Labor government led by Steven Miles?
    B. The Queensland Liberal National opposition led by David Crisafulli?

Single select; random reverse 1-5

1. Very good
2. Good
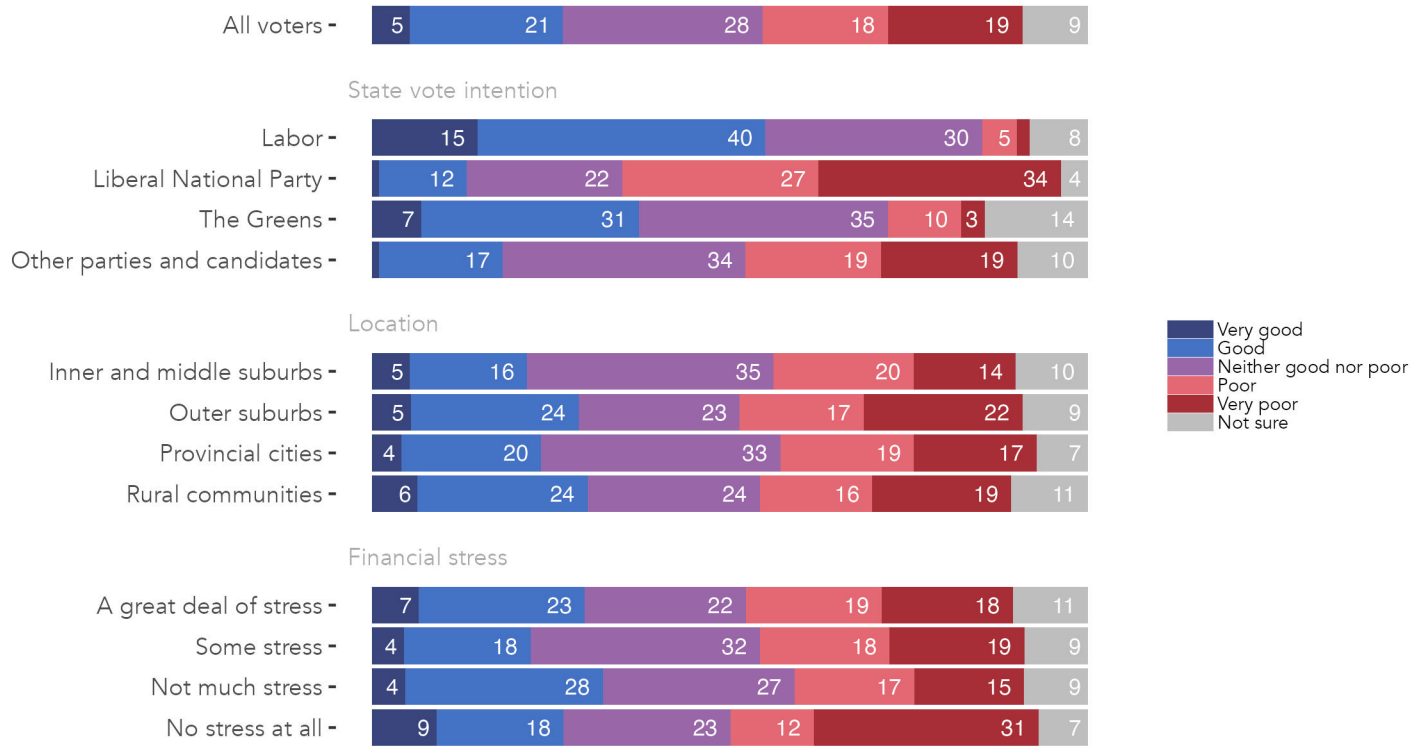3. Neither good nor poor
4. Poor
5. Very poor
6. Not sure

Overall, how would you rate the performance of...

Net Good

The Liberal National opposition led by David Crisafulli	9 · 26 · 32 · 13 · 8 · 12	14
The Labor government led by Steven Miles	5 · 21 · 28 · 18 · 19 · 9	-11

Legend:
- Very good
- Good
- Neither good nor poor
- Poor
- Very poor
- Not sure

Figure 2: Topline performance rating of the Queensland Premier and Leader of the Opposition.

The Labor government led by Steven Miles

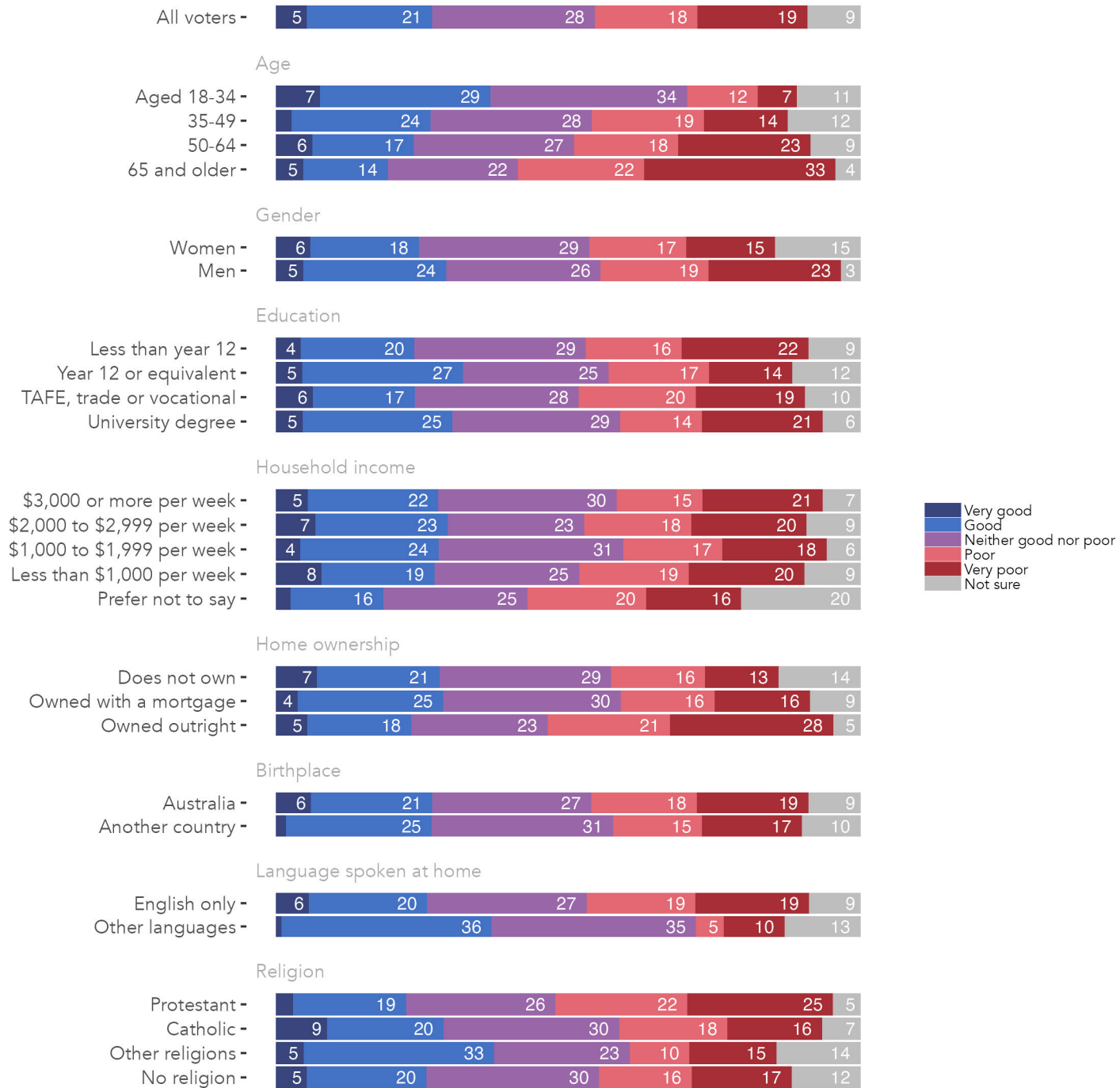How voters rate the Labor government led by Steven Miles

	Very good	Good	Neither good nor poor	Poor	Very poor	Not sure
All voters	5	21	28	18	19	9
State vote intention						
Labor	15	40	30	5		8
Liberal National Party		12	22	27	34	4
The Greens	7	31	35	10	3	14
Other parties and candidates		17	34	19	19	10
Location						
Inner and middle suburbs	5	16	35	20	14	10
Outer suburbs	5	24	23	17	22	9
Provincial cities	4	20	33	19	17	7
Rural communities	6	24	24	16	19	11
Financial stress						
A great deal of stress	7	23	22	19	18	11
Some stress	4	18	32	18	19	9
Not much stress	4	28	27	17	15	9
No stress at all	9	18	23	12	31	7

Figure 3: How voters rate the Labor government led by Steven Miles, by State vote intention, location and financial stress.

Table 2: How voters rate the Labor government led by Steven Miles, by State vote intention, location and financial stress.

	Very good	Good	Neither good nor poor	Poor	Very poor	Not sure
All voters	5	21	28	18	19	9
State vote intention						
Labor	15	40	30	5	2	8
Liberal National Party	1	12	22	27	34	4
The Greens	7	31	35	10	3	14
Other parties and candidates	1	17	34	19	19	10
Location						
Inner and middle suburbs	5	16	35	20	14	10
Outer suburbs	5	24	23	17	22	9
Provincial cities	4	20	33	19	17	7
Rural communities	6	24	24	16	19	11
Financial stress						
A great deal of stress	7	23	22	19	18	11
Some stress	4	18	32	18	19	9
Not much stress	4	28	27	17	15	9
No stress at all	9	18	23	12	31	7

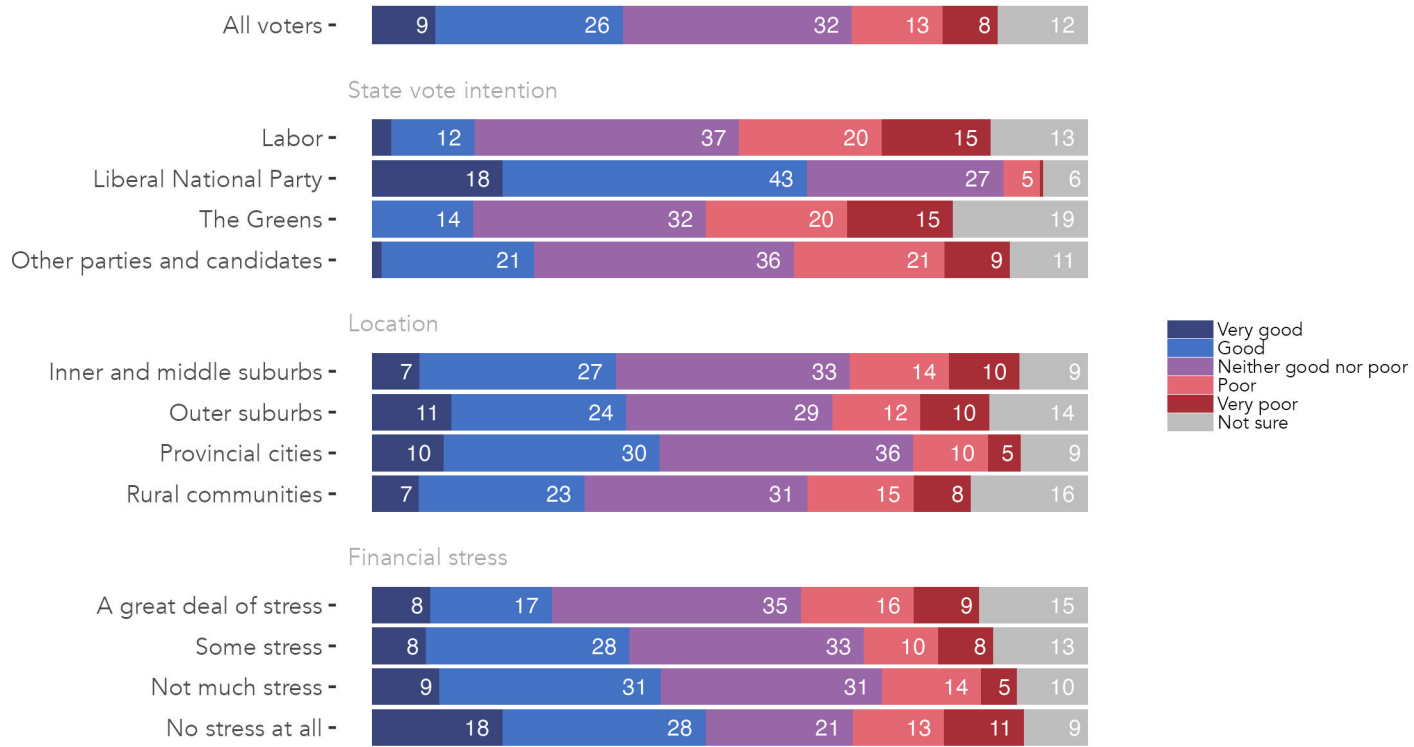# How voters rate the Labor government led by Steven Miles

Figure 4: How voters rate the Labor government led by Steven Miles, by demographic characteristics.

Table 3: How voters rate the Labor government led by Steven Miles, by demographic characteristics.

	Very good	Good	Neither good nor poor	Poor	Very poor	Not sure
All voters	5	21	28	18	19	9
Age						
Aged 18-34	7	29	34	12	7	11
35-49	3	24	28	19	14	12
50-64	6	17	27	18	23	9
65 and older	5	14	22	22	33	4
Gender						
Women	6	18	29	17	15	15
Men	5	24	26	19	23	3
Education						
Less than year 12	4	20	29	16	22	9
Year 12 or equivalent	5	27	25	17	14	12
TAFE, trade or vocational	6	17	28	20	19	10
University degree	5	25	29	14	21	6
Household income						
$3,000 or more per week	5	22	30	15	21	7
$2,000 to $2,999 per week	7	23	23	18	20	9
$1,000 to $1,999 per week	4	24	31	17	18	6
Less than $1,000 per week	8	19	25	19	20	9
Prefer not to say	3	16	25	20	16	20
Home ownership						
Does not own	7	21	29	16	13	14
Owned with a mortgage	4	25	30	16	16	9
Owned outright	5	18	23	21	28	5
Birthplace						
Australia	6	21	27	18	19	9
Another country	2	25	31	15	17	10
Language spoken at home						
English only	6	20	27	19	19	9
Other languages	1	36	35	5	10	13
Religion						
Protestant	3	19	26	22	25	5
Catholic	9	20	30	18	16	7
Other religions	5	33	23	10	15	14
No religion	5	20	30	16	17	12

The Liberal National opposition led by David Crisafulli

How voters rate the Liberal National opposition
led by David Crisafulli

All voters — 9 | 26 | 32 | 13 | 8 | 12

State vote intention

Labor — 12 | 37 | 20 | 15 | 13
Liberal National Party — 18 | 43 | 27 | 5 | 6
The Greens — 14 | 32 | 20 | 15 | 19
Other parties and candidates — 21 | 36 | 21 | 9 | 11

Location

Inner and middle suburbs — 7 | 27 | 33 | 14 | 10 | 9
Outer suburbs — 11 | 24 | 29 | 12 | 10 | 14
Provincial cities — 10 | 30 | 36 | 10 | 5 | 9
Rural communities — 7 | 23 | 31 | 15 | 8 | 16

Financial stress

A great deal of stress — 8 | 17 | 35 | 16 | 9 | 15
Some stress — 8 | 28 | 33 | 10 | 8 | 13
Not much stress — 9 | 31 | 31 | 14 | 5 | 10
No stress at all — 18 | 28 | 21 | 13 | 11 | 9

Legend:
- Very good
- Good
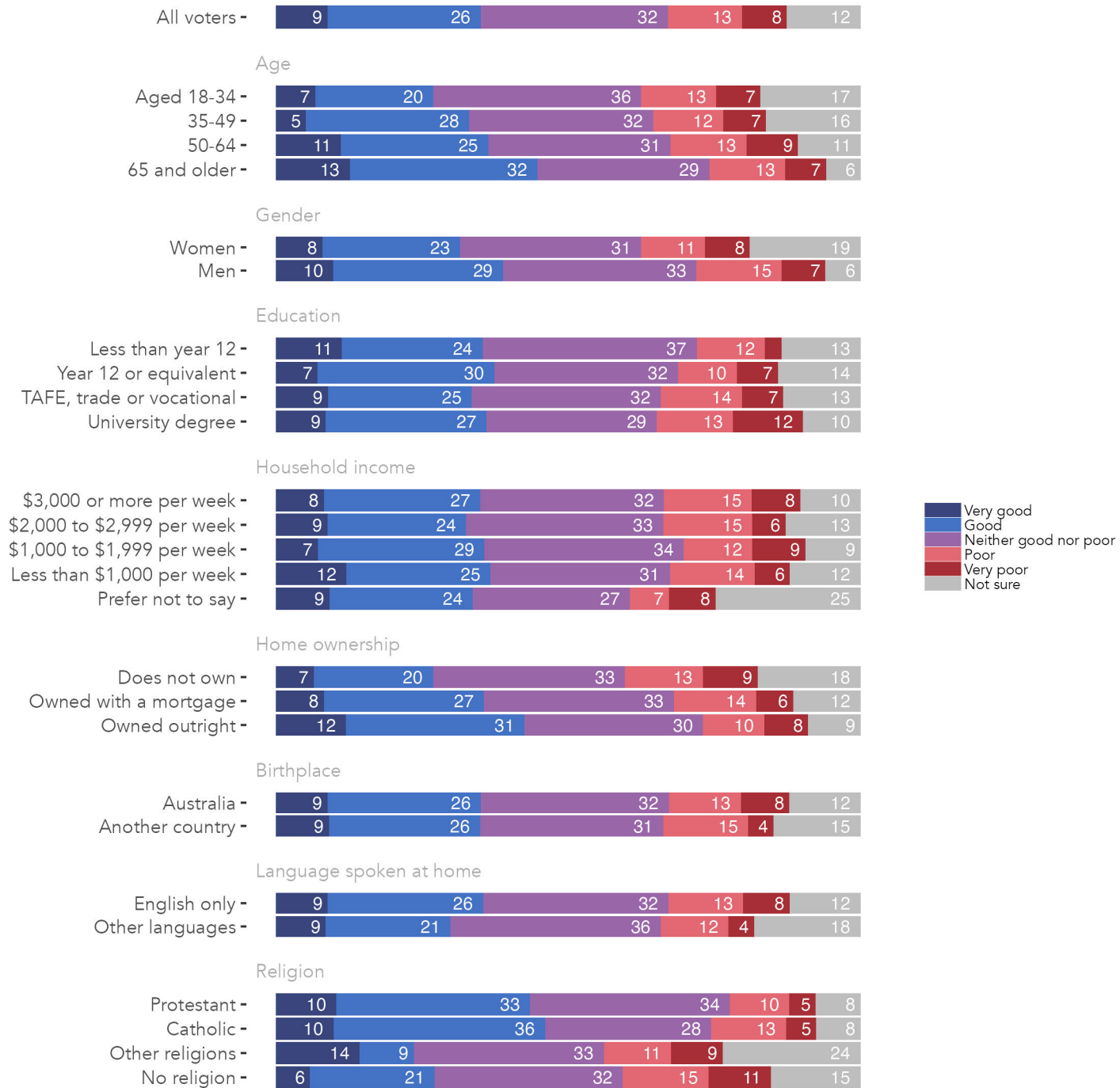- Neither good nor poor
- Poor
- Very poor
- Not sure

Figure 5: How voters rate the Liberal National opposition led by David Crisafulli, by State vote intention, location and financial stress.

Table 4: How voters rate the Liberal National opposition led by David Crisafulli, by State vote intention, location and financial stress.

	Very good	Good	Neither good nor poor	Poor	Very poor	Not sure
All voters	9	26	32	13	8	12
State vote intention						
Labor	3	12	37	20	15	13
Liberal National Party	18	43	27	5	1	6
The Greens	0	14	32	20	15	19
Other parties and candidates	2	21	36	21	9	11
Location						
Inner and middle suburbs	7	27	33	14	10	9
Outer suburbs	11	24	29	12	10	14
Provincial cities	10	30	36	10	5	9
Rural communities	7	23	31	15	8	16
Financial stress						
A great deal of stress	8	17	35	16	9	15
Some stress	8	28	33	10	8	13
Not much stress	9	31	31	14	5	10
No stress at all	18	28	21	13	11	9

How voters rate the Liberal National opposition
led by David Crisafulli

Figure 6: How voters rate the Liberal National opposition led by David Crisafulli, by demographic characteristics.

Table 5: How voters rate the Liberal National opposition led by David Crisafulli, by demographic characteristics.

	Very good	Good	Neither good nor poor	Poor	Very poor	Not sure
All voters	9	26	32	13	8	12
Age						
Aged 18-34	7	20	36	13	7	17
35-49	5	28	32	12	7	16
50-64	11	25	31	13	9	11
65 and older	13	32	29	13	7	6
Gender						
Women	8	23	31	11	8	19
Men	10	29	33	15	7	6
Education						
Less than year 12	11	24	37	12	3	13
Year 12 or equivalent	7	30	32	10	7	14
TAFE, trade or vocational	9	25	32	14	7	13
University degree	9	27	29	13	12	10
Household income						
$3,000 or more per week	8	27	32	15	8	10
$2,000 to $2,999 per week	9	24	33	15	6	13
$1,000 to $1,999 per week	7	29	34	12	9	9
Less than $1,000 per week	12	25	31	14	6	12
Prefer not to say	9	24	27	7	8	25
Home ownership						
Does not own	7	20	33	13	9	18
Owned with a mortgage	8	27	33	14	6	12
Owned outright	12	31	30	10	8	9
Birthplace						
Australia	9	26	32	13	8	12
Another country	9	26	31	15	4	15
Language spoken at home						
English only	9	26	32	13	8	12
Other languages	9	21	36	12	4	18
Religion						
Protestant	10	33	34	10	5	8
Catholic	10	36	28	13	5	8
Other religions	14	9	33	11	9	24
No religion	6	21	32	15	11	15

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