



INFLUENCE WITH INTEGRITY

Vote intention in Macnamara

13 to 20 June, 2024

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Methodology

The fieldwork for this survey was conducted between Thursday 13 June and Thursday 20 June. The sample of N = 401 Australian citizens aged 18 and older, living in the Commonwealth Electoral Division of Macnamara (based on the draft boundaries released Friday 31 May 2024) and who were enrolled to vote. Of these, n=240 respondents were recruited by live callers using computer assisted telephone interview (CATI) and 161 via online panels, to fill quotas based on age and gender.

Rim weighting was used to apply interlocking weights for age, gender, education and location. The efficiency of these weights was 70 per cent, providing an effective sample size of 279.

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 ± 5.9 per cent.

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

Vote intention questions were 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 seven per cent of the sample, and were excluded from published vote intention figures.

Detailed findings and question wording are contained in the following sections.

Vote intention

Question text

*If a federal election for the House of Representatives were held **today**, which of the following would you give your first preference vote to?*

Single select; Randomise 1-3

1. Labor Party
2. Liberal Party
3. The Greens
4. United Australia Party
5. Liberal Democrats
6. An independent candidate
7. Animal Justice Party
8. Pauline Hanson's One Nation
9. Another party or candidate
10. Will not vote
11. Undecided

If answered 'Undecided' above

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

Single select; Randomise 1-3

1. Labor Party
2. Liberal Party
3. The Greens
4. United Australia Party
5. Liberal Democrats
6. An independent candidate
7. Animal Justice Party
8. Pauline Hanson's One Nation
9. Another party or candidate
10. Will not vote
11. Undecided

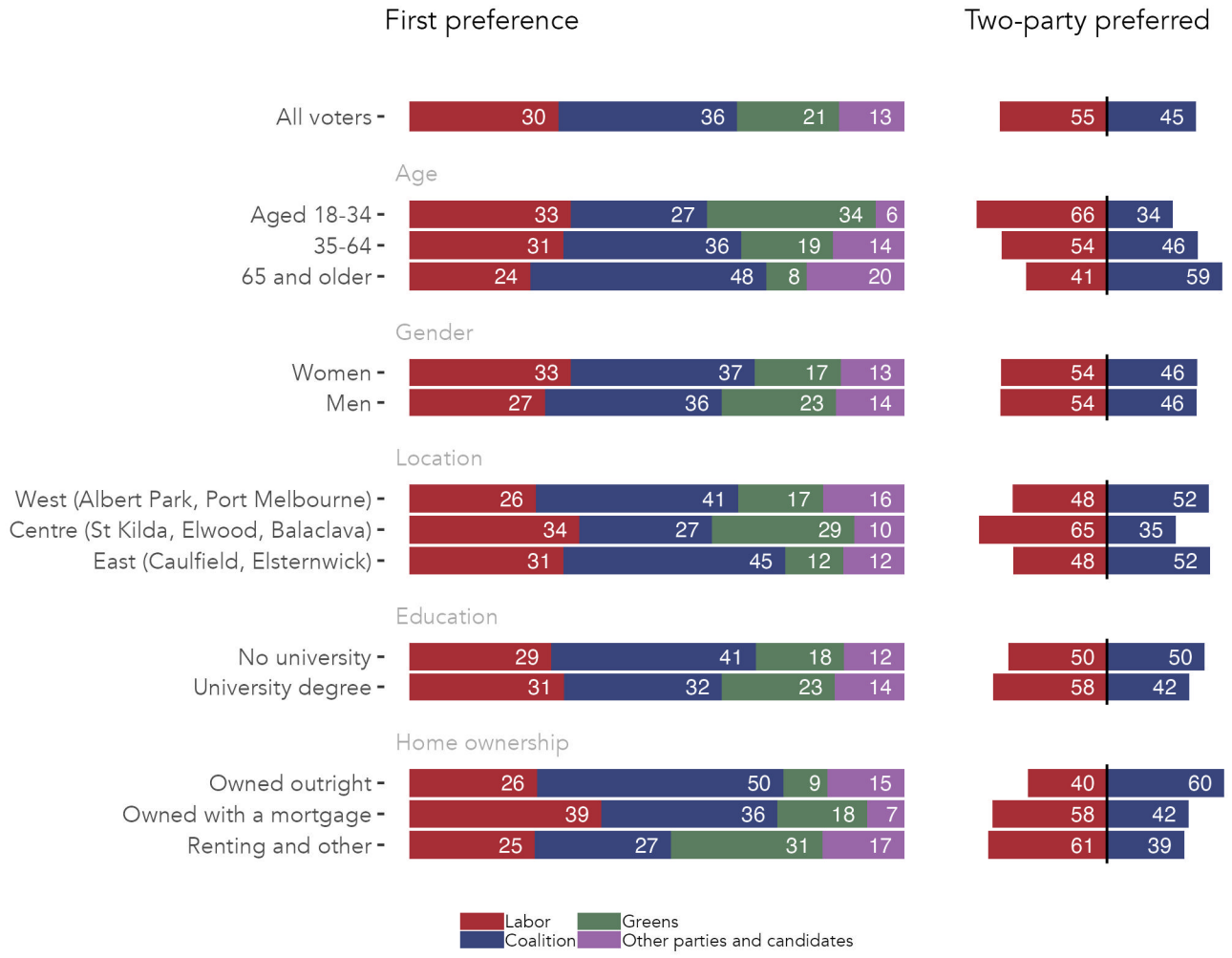


Figure 1: Vote intention for the House of Representatives seat of Macnamara.

Table 1: Vote intention for the House of Representatives

	Labor	Coalition	Greens	Other parties and candidates	LABOR 2PP
All voters	30	36	21	13	55
Age					
Aged 18-34	33	27	34	6	66
35-64	31	36	19	14	54
65 and older	24	48	8	20	41
Gender					
Women	33	37	17	13	54
Men	27	36	23	14	54
Location					
West (Albert Park, Port Melbourne)	26	41	17	16	48
Centre (St Kilda, Elwood, Balaclava)	34	27	29	10	65
East (Caulfield, Elsternwick)	31	45	12	12	48
Education					
No university	29	41	18	12	50
University degree	31	32	23	14	58
Home ownership					
Owned outright	26	50	9	15	40
Owned with a mortgage	39	36	18	7	58
Renting and other	25	27	31	17	61

Change in vote since the last election

Question text

On 21 May 2022, an Australian federal election was held.

Who did you give your first preference vote to in the House of Representatives at this election?

Single select; Randomise 1-3

1. Labor Party
2. Liberal Party
3. The Greens
4. United Australia Party
5. Liberal Democrats
6. An independent candidate
7. Animal Justice Party
8. Pauline Hanson's One Nation
9. Another party or candidate
10. Did not vote
11. Not sure / can't remember

Vote intention if a federal election were held now, by recalled vote at the 2022 federal election

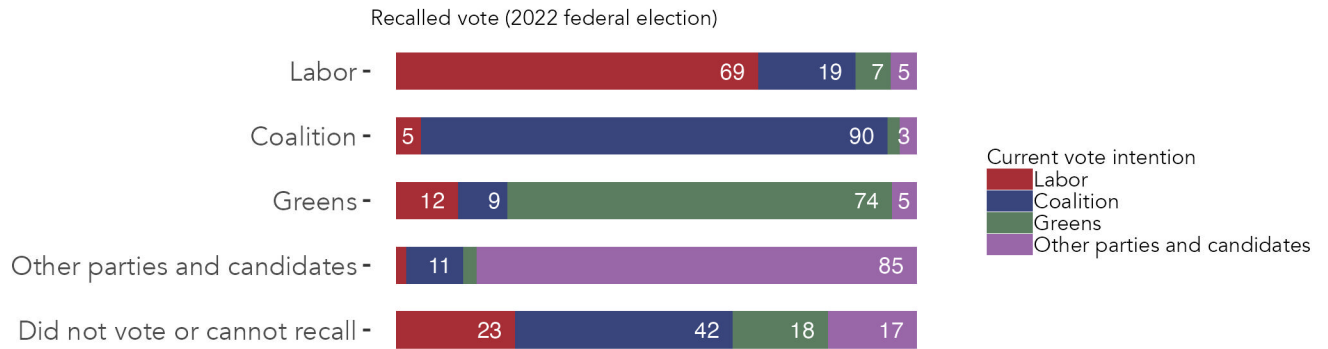


Figure 2: Current vote intention for the House of Representatives seat of Macnamara, by recalled 2022 first preference vote (represented by each row in the plot). It should be noted that vote recall often contains a great deal of error, with many voters having difficulty remembering or a great deal of uncertainty how they voted at the last election. This is particularly the case of those voters who are less engaged with politics, and the longer ago the election was held. However, this measure does indicate that those who recall voting Labor or Greens at the last election were more likely to say they would now vote for a different party or candidate than those who voted for the Coalition.



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