



INFLUENCE WITH INTEGRITY

# **Queensland vote intention and leader ratings**

**A RedBridge State Public Opinion Snapshot**

May - August, 2024

# Queensland vote intention and leader ratings

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## Methodology

The fieldwork for this survey was conducted over two waves between 15 May and 27 August, 2024. The sample was comprised of  $N = 829$  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 79 per cent, providing an effective sample size of 652.

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  $\pm 3.8$  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 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 7 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

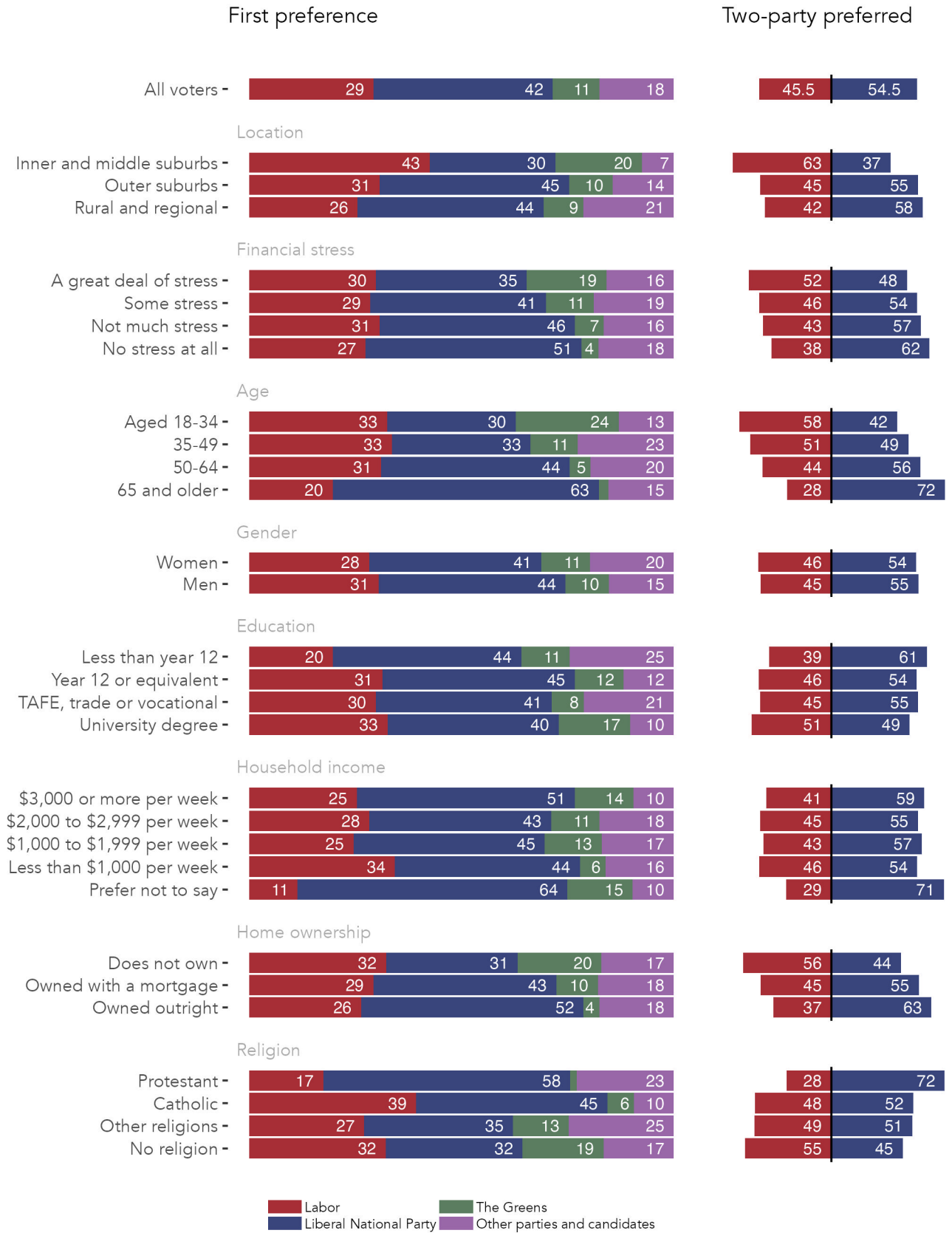


Figure 1: State vote intention for the Legislative Assembly.

**Table 1:** State vote intention for the Legislative Assembly

	Labor	Liberal National Party	The Greens	Other parties and candidates	LABOR 2PP
All voters	29	42	11	18	45.5
<b>Location</b>					
Inner and middle suburbs	43	30	20	7	63.0
Outer suburbs	31	45	10	14	45.0
Rural and regional	26	44	9	21	42.0
<b>Financial stress</b>					
A great deal of stress	30	35	19	16	52.0
Some stress	29	41	11	19	46.0
Not much stress	31	46	7	16	43.0
No stress at all	27	51	4	18	38.0
<b>Age</b>					
Aged 18-34	33	30	24	13	58.0
35-49	33	33	11	23	51.0
50-64	31	44	5	20	44.0
65 and older	20	63	2	15	28.0
<b>Gender</b>					
Women	28	41	11	20	46.0
Men	31	44	10	15	45.0
<b>Education</b>					
Less than year 12	20	44	11	25	39.0
Year 12 or equivalent	31	45	12	12	46.0
TAFE, trade or vocational	30	41	8	21	45.0
University degree	33	40	17	10	51.0
<b>Household income</b>					
\$3,000 or more per week	25	51	14	10	41.0
\$2,000 to \$2,999 per week	28	43	11	18	45.0
\$1,000 to \$1,999 per week	25	45	13	17	43.0
Less than \$1,000 per week	34	44	6	16	46.0
Prefer not to say	11	64	15	10	29.0
<b>Home ownership</b>					
Does not own	32	31	20	17	56.0
Owned with a mortgage	29	43	10	18	45.0
Owned outright	26	52	4	18	37.0
<b>Religion</b>					
Protestant	17	58	2	23	28.0
Catholic	39	45	6	10	48.0
Other religions	27	35	13	25	49.0
No religion	32	32	19	17	55.0

# How voters rate the Government and Opposition

## Question text

### Still thinking about state politics.

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

Carousel; randomise order

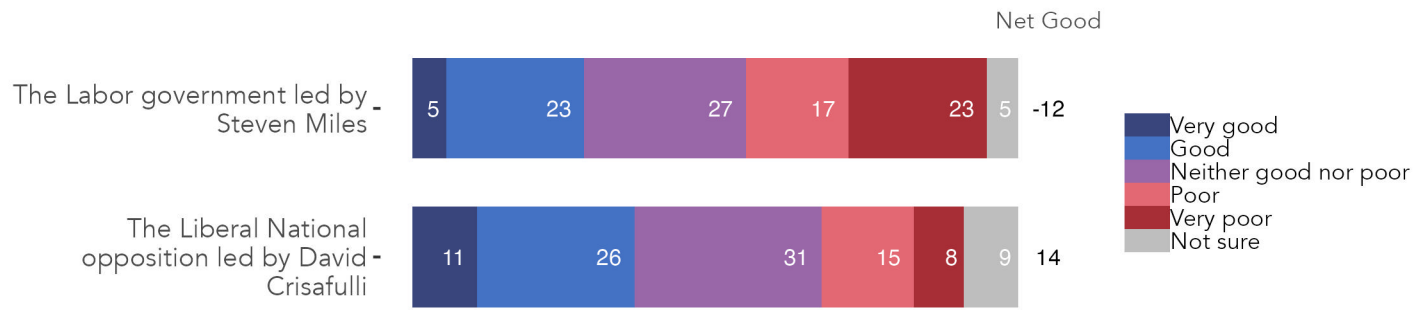
- A. The Queensland Labor government led by Steven Miles?
- B. The Queensland Liberal National opposition led by David Crisafulli?

Single select; random reverse 1-5

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



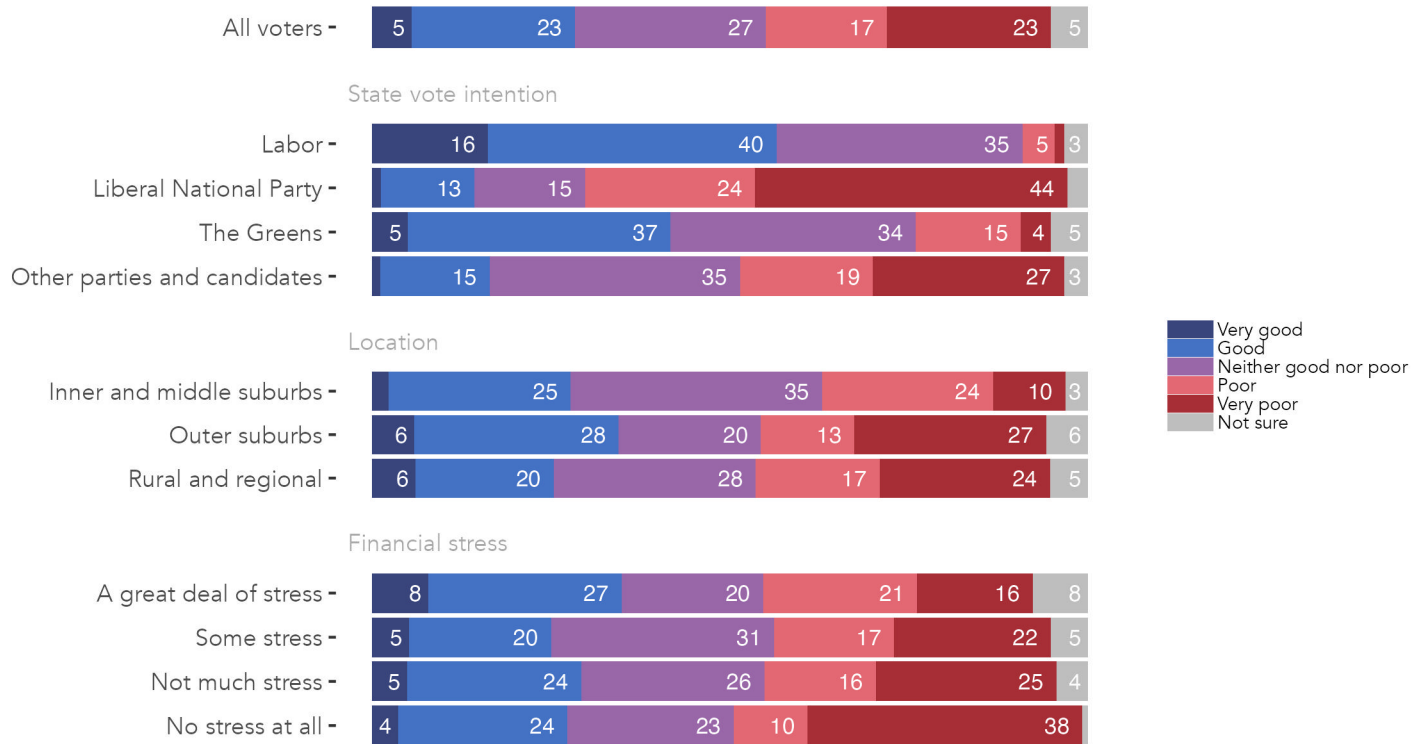
## Overall, how would you rate the performance of...



**Figure 2:** Headline 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

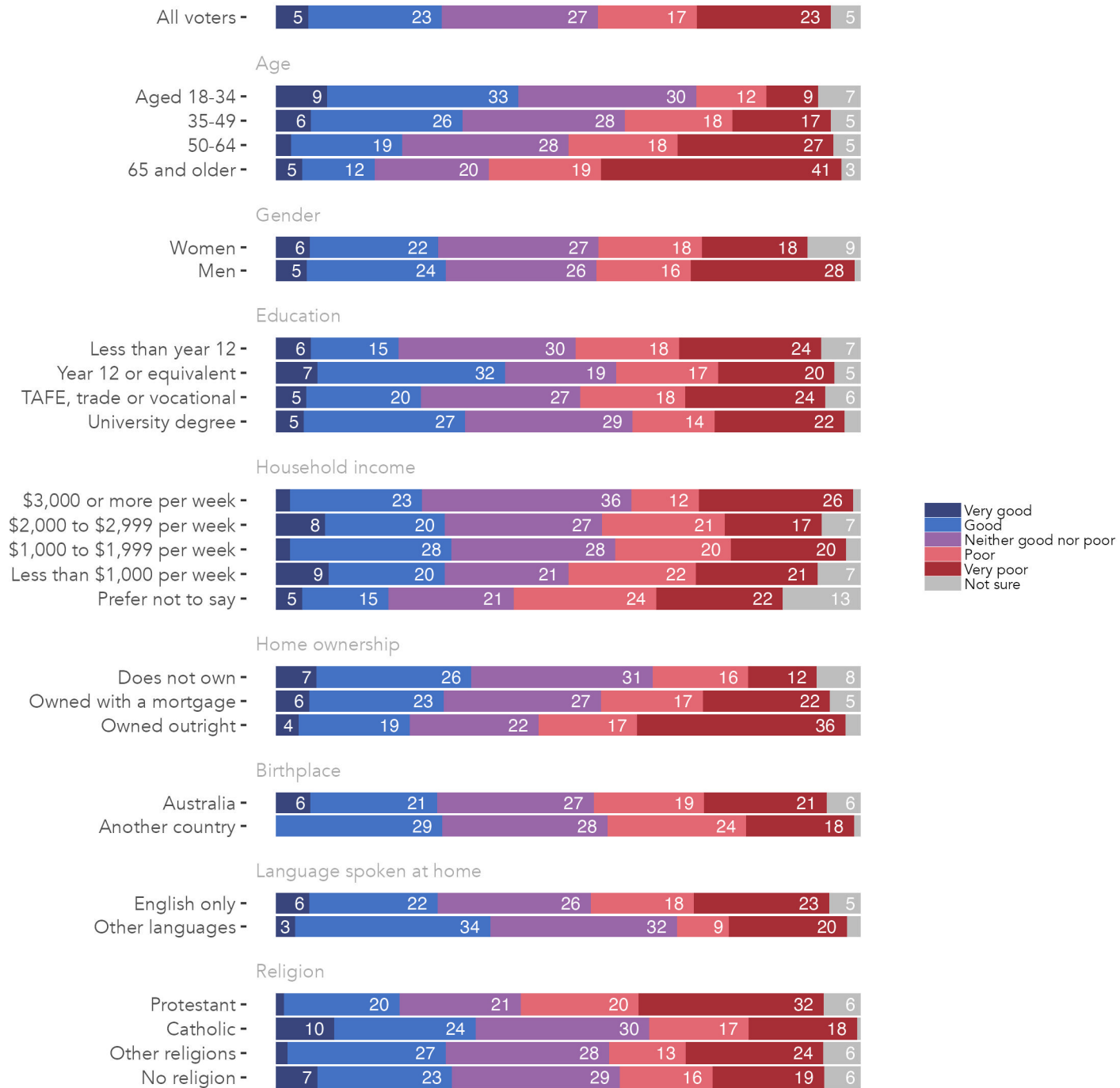


**Figure 3:** How voters rate the Labor government led by Steven Miles, by State vote intention, location and financial stress.

**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	23	27	17	23	5
<b>State vote intention</b>						
Labor	16	40	35	5	1	3
Liberal National Party	1	13	15	24	44	3
The Greens	5	37	34	15	4	5
Other parties and candidates	1	15	35	19	27	3
<b>Location</b>						
Inner and middle suburbs	3	25	35	24	10	3
Outer suburbs	6	28	20	13	27	6
Rural and regional	6	20	28	17	24	5
<b>Financial stress</b>						
A great deal of stress	8	27	20	21	16	8
Some stress	5	20	31	17	22	5
Not much stress	5	24	26	16	25	4
No stress at all	4	24	23	10	38	1

## How voters rate the Labor government led by Steven Miles



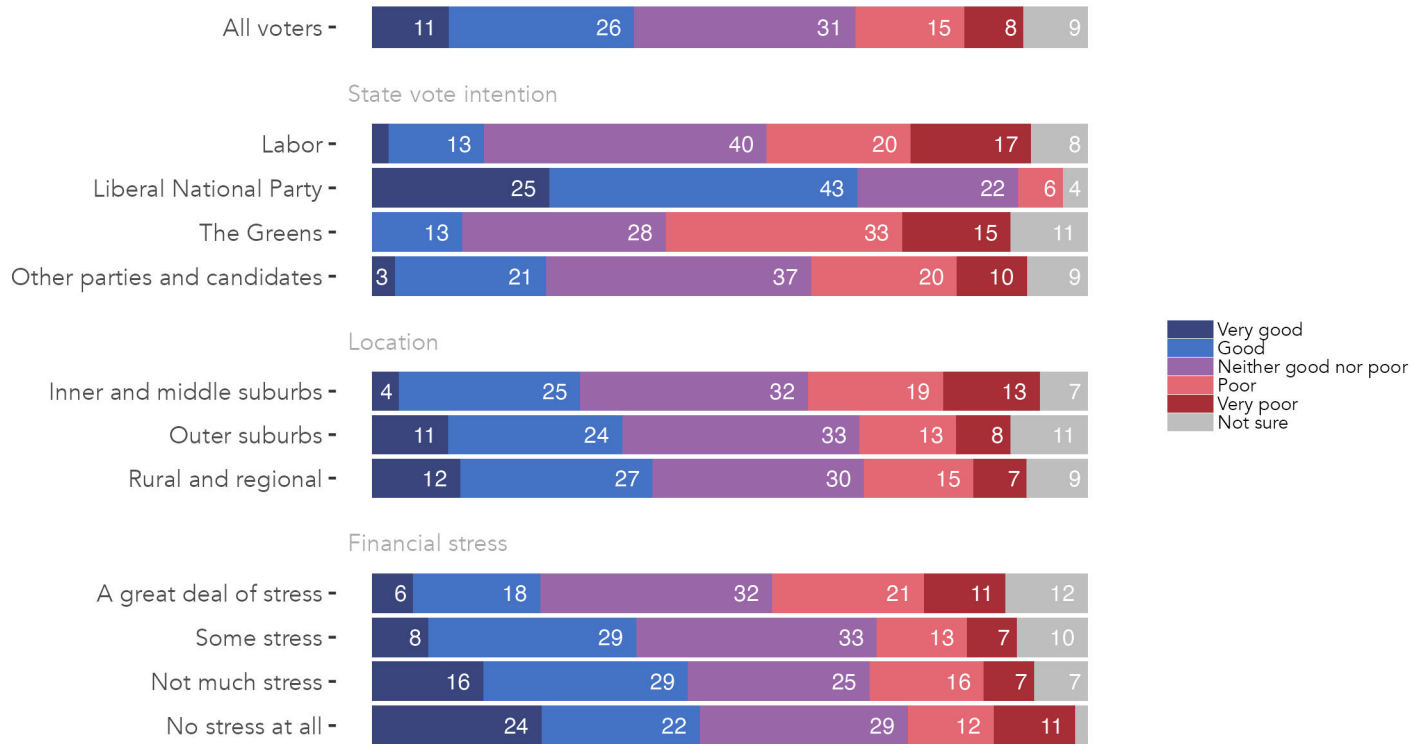
**Figure 4:** How voters rate the Labor government led by Steven Miles, by demographic characteristics.

**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	23	27	17	23	5
<b>Age</b>						
Aged 18-34	9	33	30	12	9	7
35-49	6	26	28	18	17	5
50-64	3	19	28	18	27	5
65 and older	5	12	20	19	41	3
<b>Gender</b>						
Women	6	22	27	18	18	9
Men	5	24	26	16	28	1
<b>Education</b>						
Less than year 12	6	15	30	18	24	7
Year 12 or equivalent	7	32	19	17	20	5
TAFE, trade or vocational	5	20	27	18	24	6
University degree	5	27	29	14	22	3
<b>Household income</b>						
\$3,000 or more per week	2	23	36	12	26	1
\$2,000 to \$2,999 per week	8	20	27	21	17	7
\$1,000 to \$1,999 per week	2	28	28	20	20	2
Less than \$1,000 per week	9	20	21	22	21	7
Prefer not to say	5	15	21	24	22	13
<b>Home ownership</b>						
Does not own	7	26	31	16	12	8
Owned with a mortgage	6	23	27	17	22	5
Owned outright	4	19	22	17	36	2
<b>Birthplace</b>						
Australia	6	21	27	19	21	6
Another country	0	29	28	24	18	1
<b>Language spoken at home</b>						
English only	6	22	26	18	23	5
Other languages	3	34	32	9	20	2
<b>Religion</b>						
Protestant	1	20	21	20	32	6
Catholic	10	24	30	17	18	1
Other religions	2	27	28	13	24	6
No religion	7	23	29	16	19	6

## The Liberal National opposition led by David Crisafulli

How voters rate the Liberal National opposition led by David Crisafulli

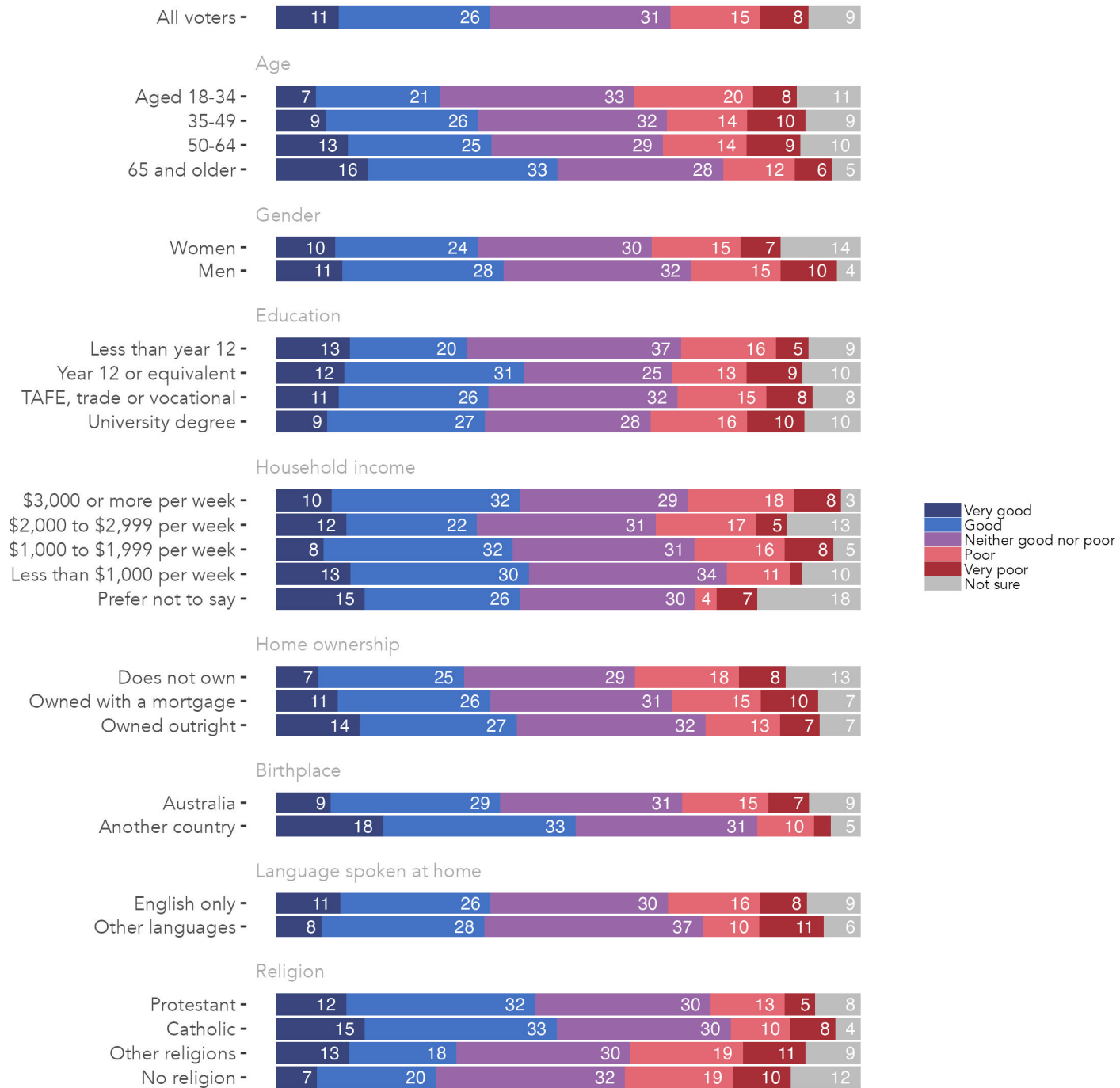


**Figure 5:** How voters rate the Liberal National opposition led by David Crisafulli, by State vote intention, location and financial stress.

**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	11	26	31	15	8	9
<b>State vote intention</b>						
Labor	2	13	40	20	17	8
Liberal National Party	25	43	22	6	0	4
The Greens	0	13	28	33	15	11
Other parties and candidates	3	21	37	20	10	9
<b>Location</b>						
Inner and middle suburbs	4	25	32	19	13	7
Outer suburbs	11	24	33	13	8	11
Rural and regional	12	27	30	15	7	9
<b>Financial stress</b>						
A great deal of stress	6	18	32	21	11	12
Some stress	8	29	33	13	7	10
Not much stress	16	29	25	16	7	7
No stress at all	24	22	29	12	11	2

## 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	11	26	31	15	8	9
<b>Age</b>						
Aged 18-34	7	21	33	20	8	11
35-49	9	26	32	14	10	9
50-64	13	25	29	14	9	10
65 and older	16	33	28	12	6	5
<b>Gender</b>						
Women	10	24	30	15	7	14
Men	11	28	32	15	10	4
<b>Education</b>						
Less than year 12	13	20	37	16	5	9
Year 12 or equivalent	12	31	25	13	9	10
TAFE, trade or vocational	11	26	32	15	8	8
University degree	9	27	28	16	10	10
<b>Household income</b>						
\$3,000 or more per week	10	32	29	18	8	3
\$2,000 to \$2,999 per week	12	22	31	17	5	13
\$1,000 to \$1,999 per week	8	32	31	16	8	5
Less than \$1,000 per week	13	30	34	11	2	10
Prefer not to say	15	26	30	4	7	18
<b>Home ownership</b>						
Does not own	7	25	29	18	8	13
Owned with a mortgage	11	26	31	15	10	7
Owned outright	14	27	32	13	7	7
<b>Birthplace</b>						
Australia	9	29	31	15	7	9
Another country	18	33	31	10	3	5
<b>Language spoken at home</b>						
English only	11	26	30	16	8	9
Other languages	8	28	37	10	11	6
<b>Religion</b>						
Protestant	12	32	30	13	5	8
Catholic	15	33	30	10	8	4
Other religions	13	18	30	19	11	9
No religion	7	20	32	19	10	12



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