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# ACTU 2010 federal election campaign tracking

REPORT PREPARED FOR:

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**ACTU**  
Australian Council of Trade Unions

# Introduction



This report presents the results of a survey of Australians to determine their voting behavior at the recent federal election, and the factors that influenced their decision. The survey also aimed to establish the level of recall for ACTU/ WorkChoices advertising that ran throughout the election campaign, and whether the advertising had an impact on the way people voted.

The survey was undertaken online and conducted between the 22<sup>nd</sup> and 25<sup>th</sup> of August, 2010.

The overall sample size was 1218, segmented and weighted to be nationally representative of Australia's population by gender, age and residential location.

The sample was boosted with additional respondents from Sydney, Perth and Queensland (where ACTU advertising was concentrated) to establish what impact the advertising may have had.

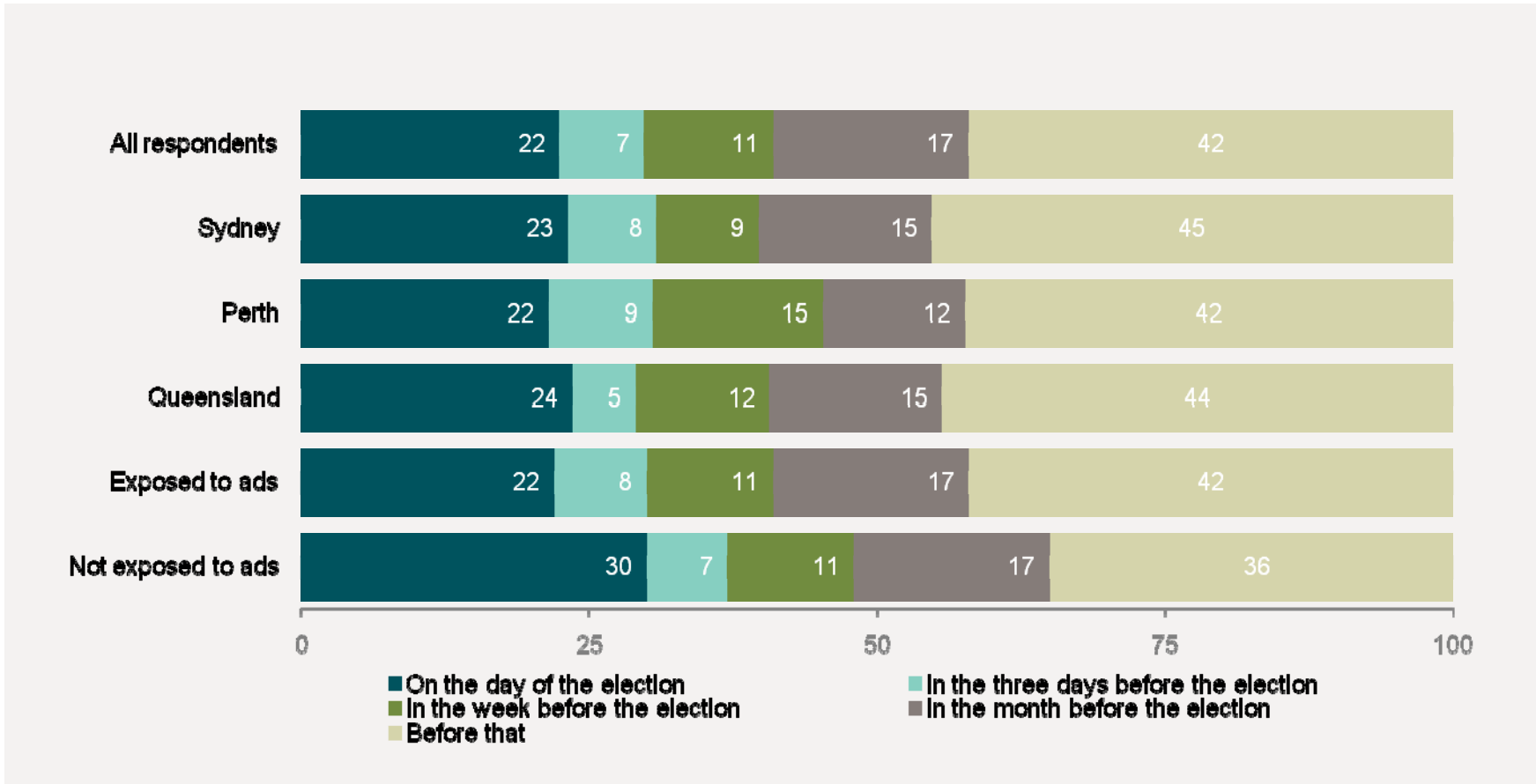
NOTE: For the purposes of segmentation in this report, those people who saw either (or both) of the ACTU's tested ads are segmented as "Exposed to ads". Those people who saw neither of the two tested ads are segmented as "Not exposed to ads".

The accuracy of the results at an overall level (after weighting) is +/-2.8% at the 95% confidence interval. This means, for example, that if the survey returns a result of 50%, there is 95% probability that the actual result will be between 47.2% and 52.8%. Smaller sub-segments will have a higher margin of error, for example, a sample size of 300 has a margin of error of +/- 5.7%.

Note: All percentage figures in this report are rounded. Accordingly, totals may not add up to 100%.

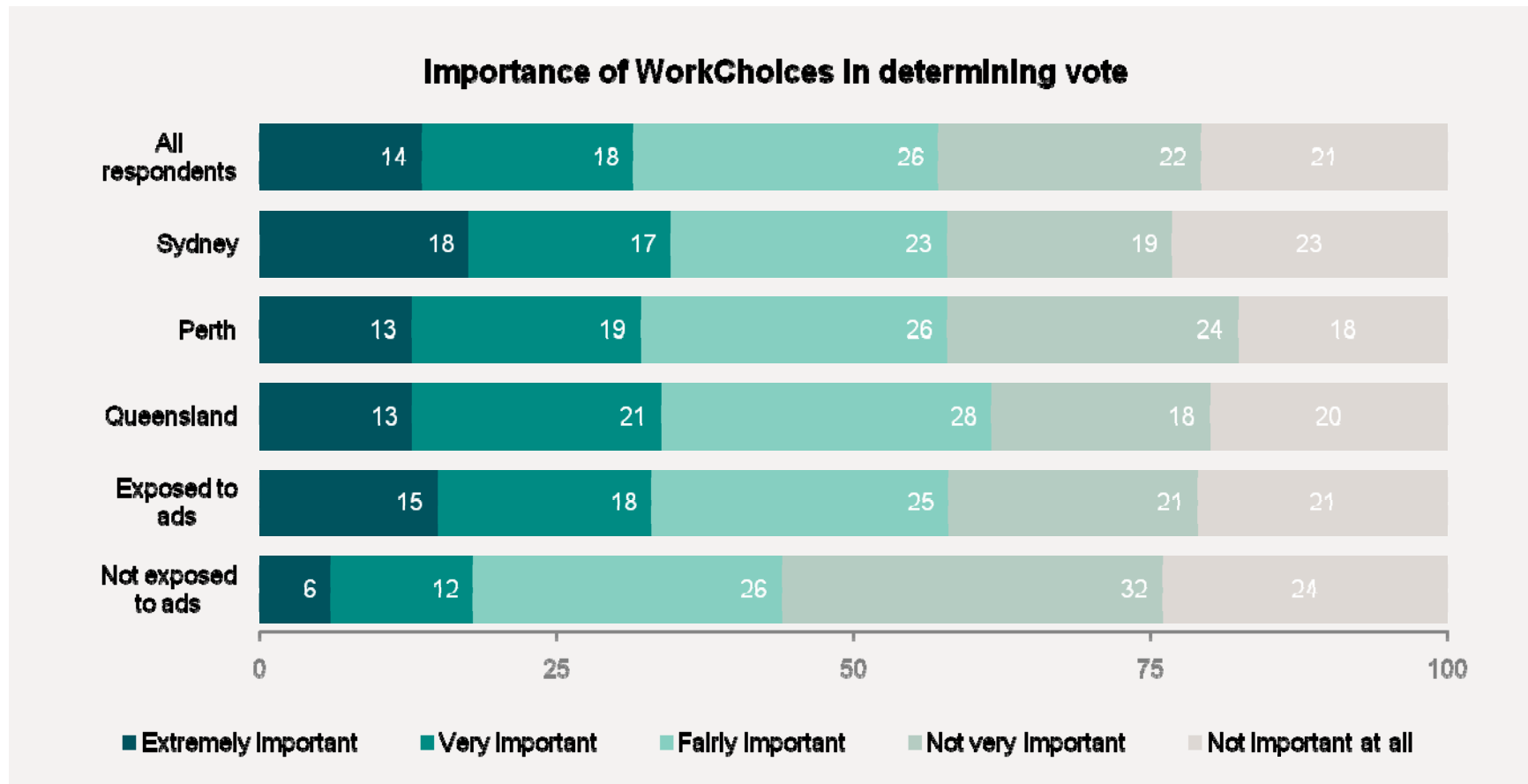
# Key findings

# Almost one quarter of respondents decided who they would vote for on the day of the election



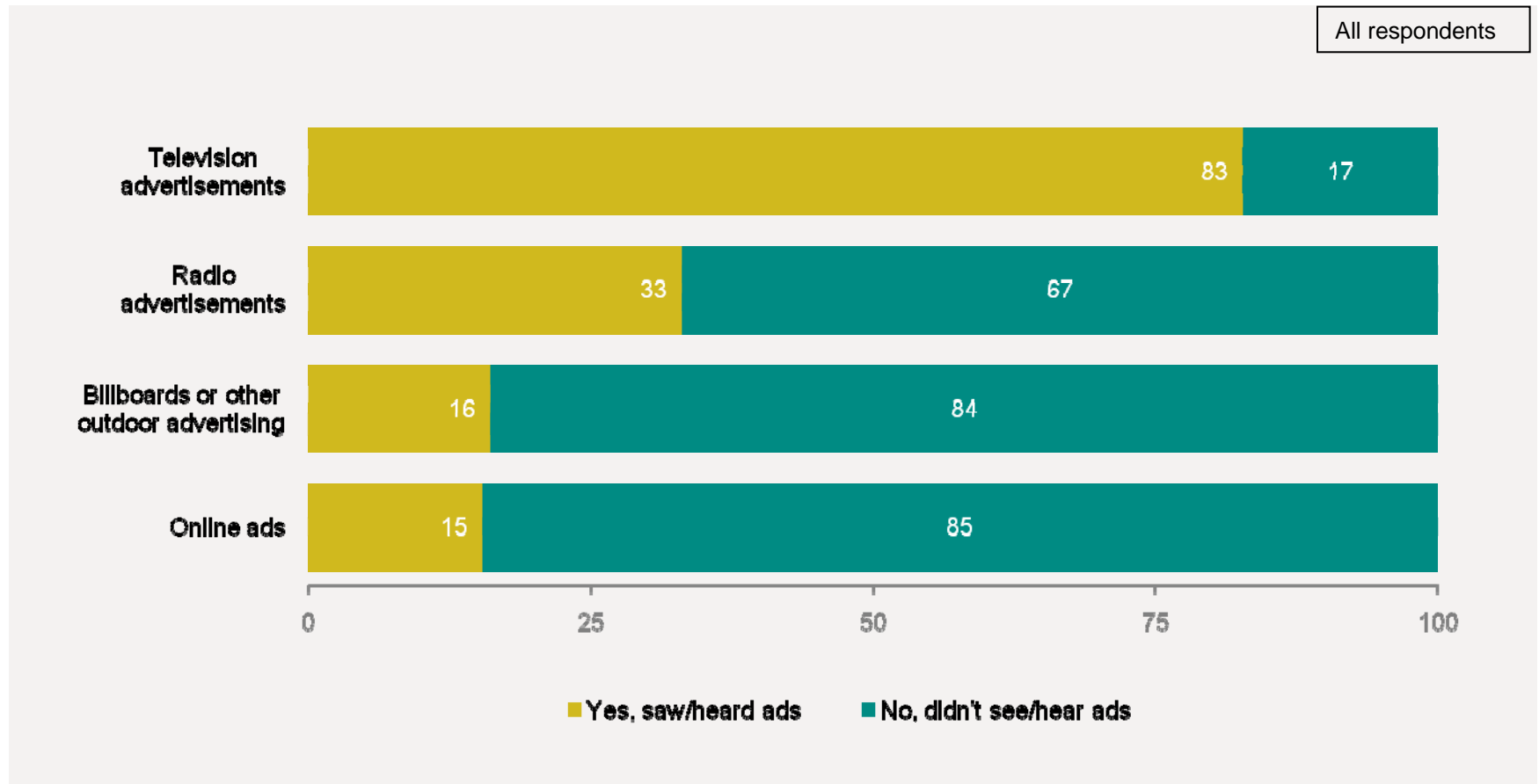
At an overall level, 22% of respondents didn't decide on who to vote for until the day of the election. People who had not been exposed to the ACTU's WorkChoices ads were more likely to say that they decided on the day of the election (30% vs. 22% of people who had seen the ads).

# Most agreed that WorkChoices had some importance in determining their vote



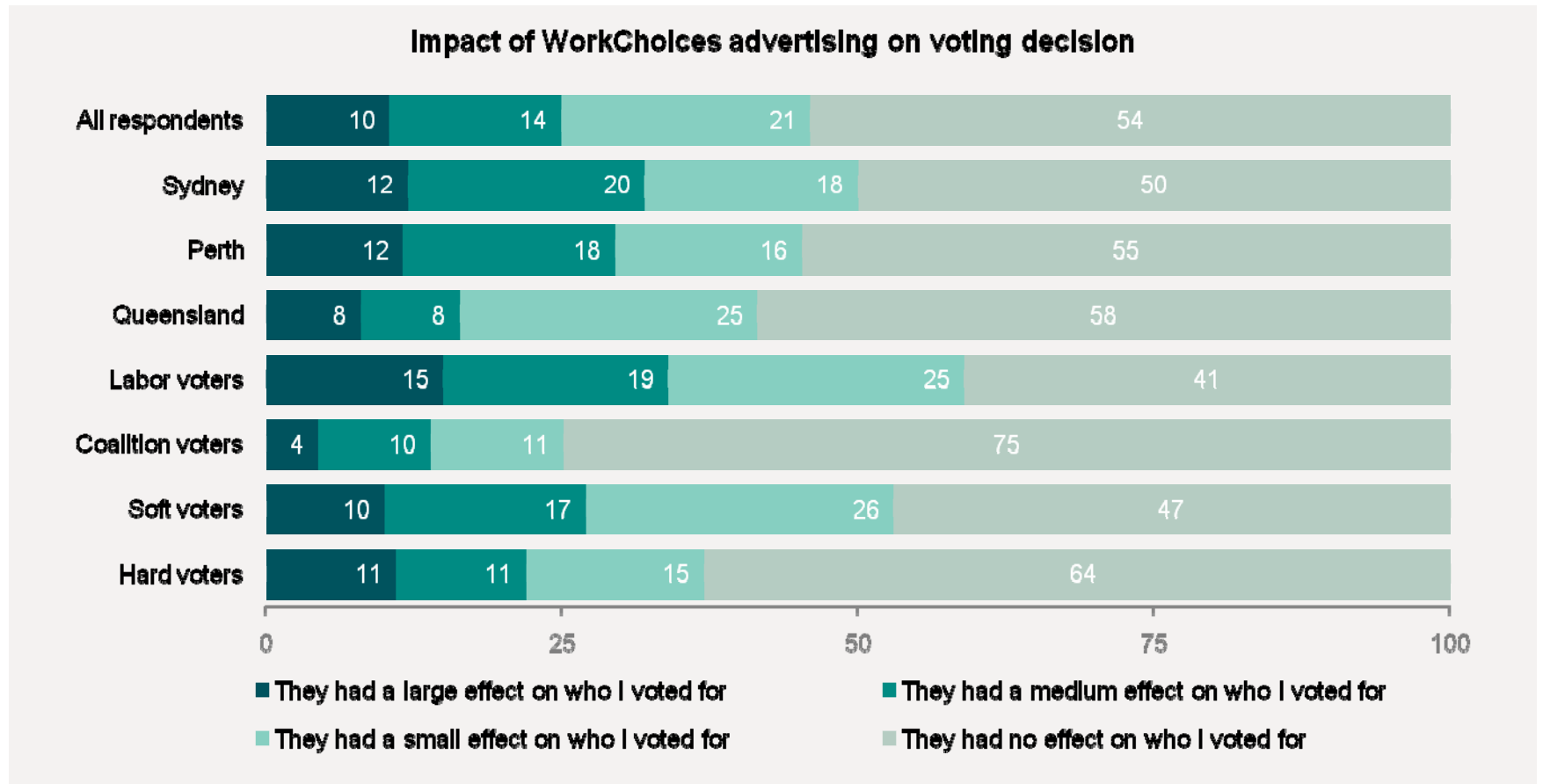
Those who had been exposed to the ACTU's advertising were more likely to say that WorkChoices had been extremely important (15% vs. 6%) or very important (18% vs. 12%) in determining their vote, compared to people who had not seen the ads. Labor voters were more likely to say WorkChoices was extremely important in determining their voting decision (27% say WorkChoices was extremely important vs. 2% of Coalition voters).

# Most recall seeing advertising on television that mentioned WorkChoices



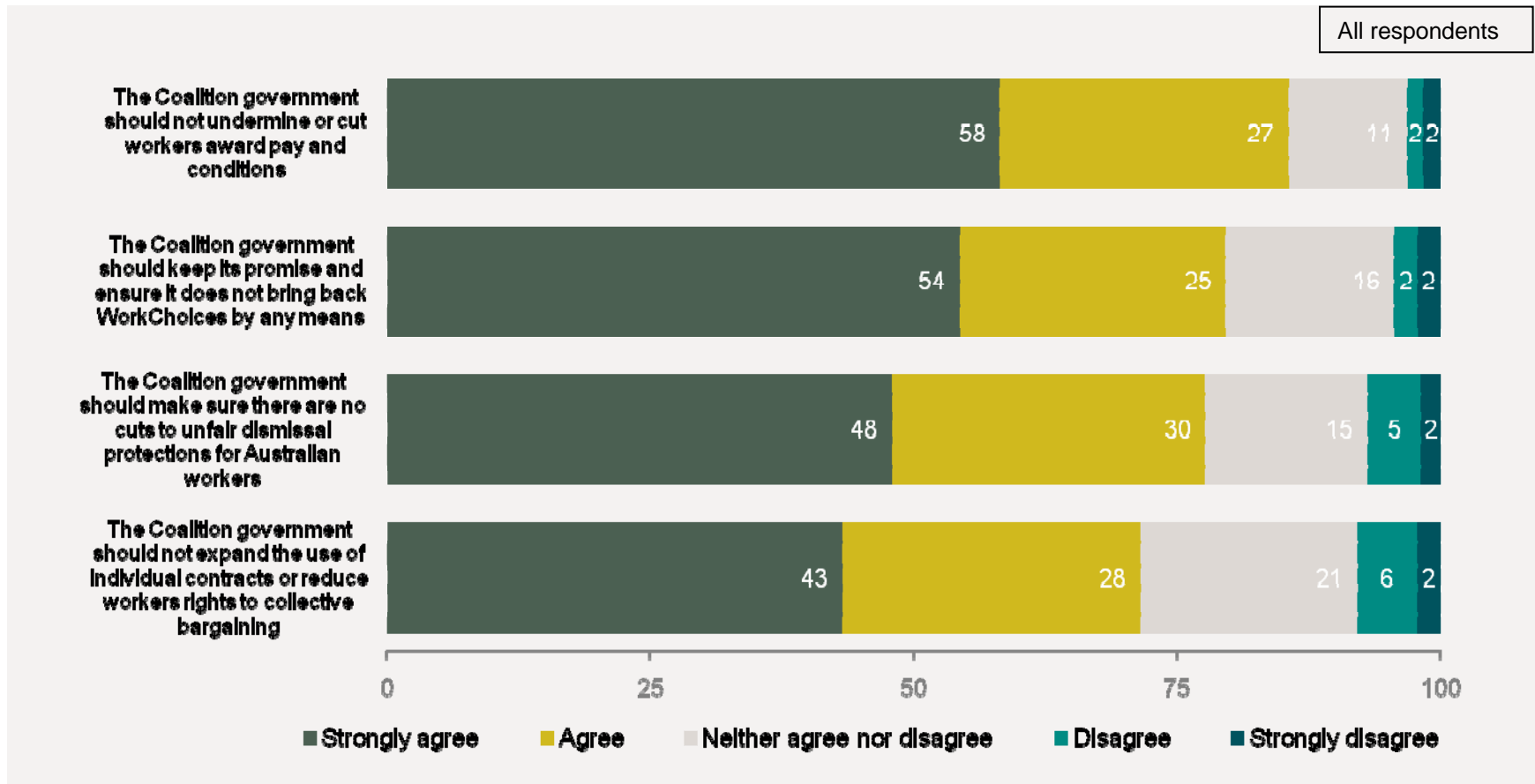
About four in five people (83%) recalled seeing ads on television that mentioned WorkChoices, whilst one in three (33%) had heard advertising on the radio. There was a lower level of recall for either outdoor or online advertising.

Labor voters, soft voters and Sydney voters were more likely to agree the WorkChoices ads had a significant effect on their voting decision



Soft voters were more likely to say the WorkChoices ads had had at least a small effect (53%) on who they voted for, compared with hard voters (37%).

# In the event Abbott becomes Prime Minister, Australians want him and his government to keep its promises regarding WorkChoices



Respondents widely agree that an Abbott-led Coalition government should not undermine or cut pay and conditions (58% strongly agree) and not bring back WorkChoices by any means (54% strongly agree). Labor voters and people with a union member in the household were more likely to strongly agree with each statement.

# Appendix

# Sample Characteristics



Sample sub-segment	% of sample	# in sample
Male	49	592
Female	51	626
18 to 29 years	17	211
30 to 39 years	18	217
40 to 49 years	17	209
50 to 59 years	17	205
60 to 69 years	21	256
70 + years	10	120

Total sample = 1,218. Please note that percentages have been rounded, and may not equal 100%.

# Location



Sample sub-segment	% of sample	# in sample
NSW	31	383
VIC	12	150
QLD	25	299
SA	4	44
WA	25	310
Other	3	32
Sydney	26	313
Perth	24	297
Metro	76	922
Rural	24	296

Total sample = 1,218. Please note that percentages have been rounded, and may not equal 100%.

# Household income

Sample sub-segment	% of sample	# in sample
\$1 - \$9,999	1	18
\$10,000 - \$29,999	18	217
\$30,000 - \$49,999	18	214
\$50,000 - \$69,999	17	201
\$70,000 - \$89,999	11	138
\$90,000 - \$119,999	12	143
\$120,000 - \$149,999	7	91
\$150,000 - \$249,999	3	42
\$250,000 or more	1	11
Dont know/ Refused	12	143

Total sample = 1.218. Please note that percentages have been rounded, and may not equal 100%.

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