



galaxy
research



T21 – Queensland Marginal Seat Polls

Prepared for Munderoo

November 2017

Methodology

- The sample comprised n=1,407 voters from 4 marginal seats in Qld:
 - Redlands (n=353)
 - Glasshouse (n=351)
 - Mount Ommaney (n=353)
 - Bundaberg (n=350)
- The survey was conducted using Computer-Assisted Telephone Interviewing (CATI).
- All interviewing was conducted between 10-15 November 2017.
- To ensure the final sample is representative of the population across the four marginal seats, quotas were set for age, gender and location and the final data was post-weighted by seat using the latest ABS population estimates.



Executive Summary

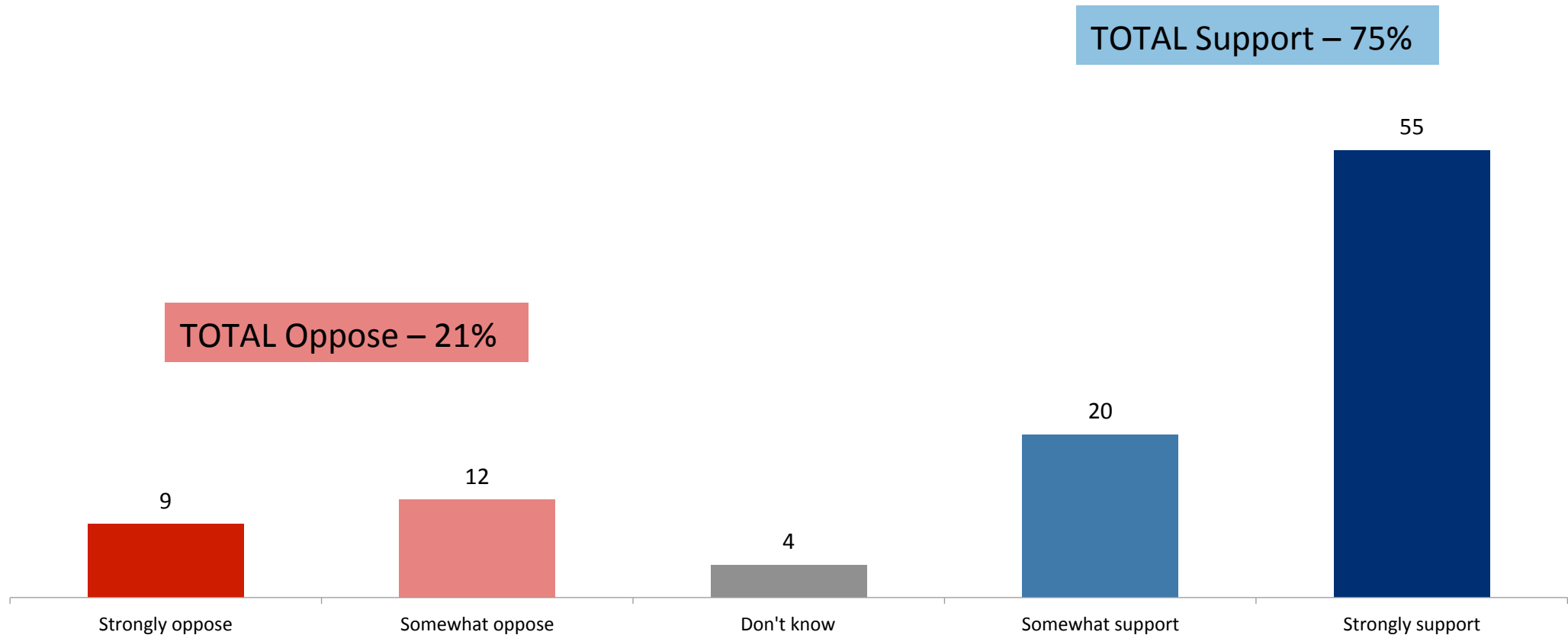
Widespread support in battleground Queensland seats

- The polling reveals broad support for raising the minimum age for buying cigarettes to 21 years in knife-edge marginal seats in Queensland.
- There was majority support for change in all seats and across the demographics. Support was higher among women (78%) than men (72%). While support for raising the smoking age is higher among non-smokers, crucially, a majority of smokers do support it (62%) while just a third of smokers oppose it.
- Politically, One Nation supporters were the most supportive (85%) while around three quarters of major party voters supported the change. This represents an opportunity for the campaign as both major parties are very concerned about attracting One Nation preferences and these preferences will determine the outcome in many marginal seats across the state.
- The soft spot in terms of support are 18-24 year olds. While a majority of this demographic support the change (63%) almost a third oppose it (32%). The softer support among this age group probably contributes to slightly weaker support among Green voters (68%).
- While the political impact of this proposal is likely to be modest, it would be greatest among Green and One Nation voters. For both groups, one in six say that they would be much more likely to vote for a party that introduced T21.



Key Findings

Three quarters of voters in the marginal seats polled support raising the minimum age for buying cigarettes in Queensland to 21 years



Support for raising the minimum age for buying cigarettes in Queensland to 21 years by demographic

| Demographic | Support | Oppose |
|-------------|---------|--------|
| Men | 72 | 23 |
| Women | 78 | 19 |
| | | |
| 18-24 | 63 | 32 |
| 25-34 | 77 | 17 |
| 35-49 | 74 | 22 |
| 50+ years | 77 | 21 |

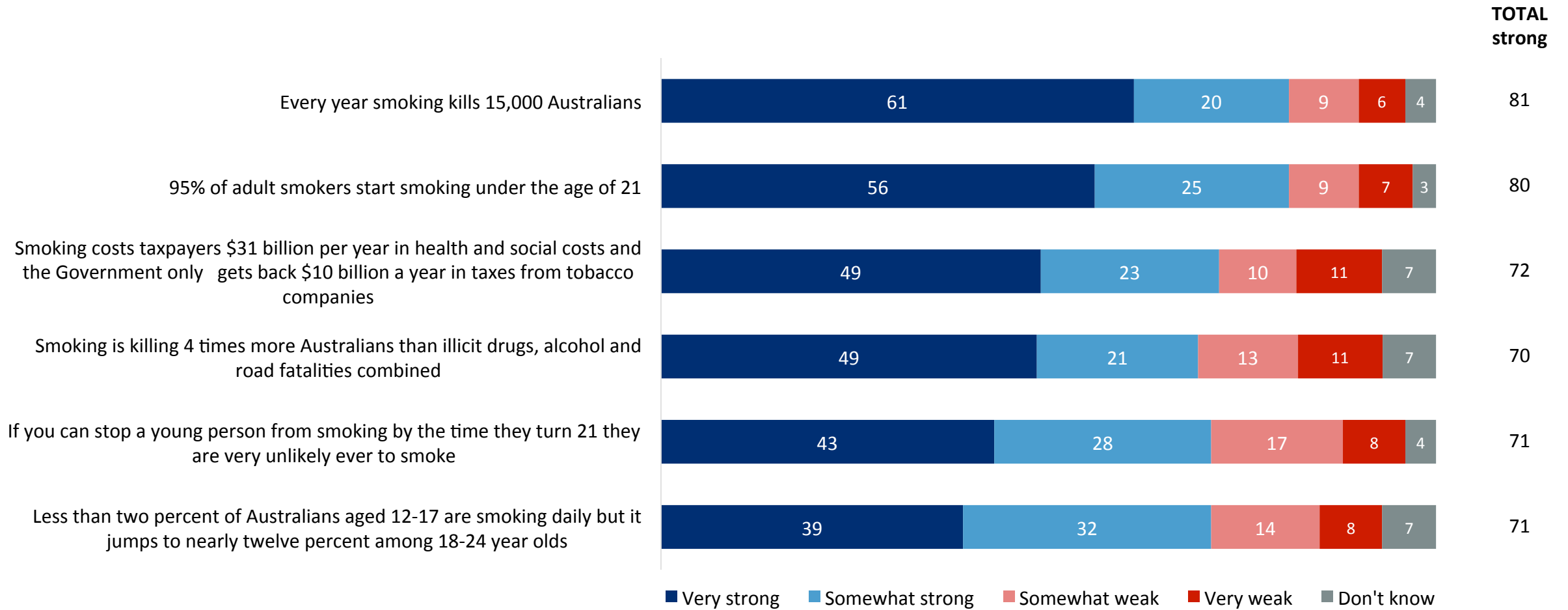
| Demographic | Support | Oppose |
|---------------|---------|--------|
| Redlands | 76 | 22 |
| Glass House | 76 | 21 |
| Mount Ommaney | 72 | 23 |
| Bundaberg | 76 | 19 |
| | | |
| Smokers | 62 | 33 |
| Non-smokers | 77 | 19 |

| Demographic | Support | Oppose |
|-------------|---------|--------|
| Labour | 74 | 23 |
| The LNP | 76 | 21 |
| The Greens | 68 | 27 |
| One Nation | 85 | 14 |



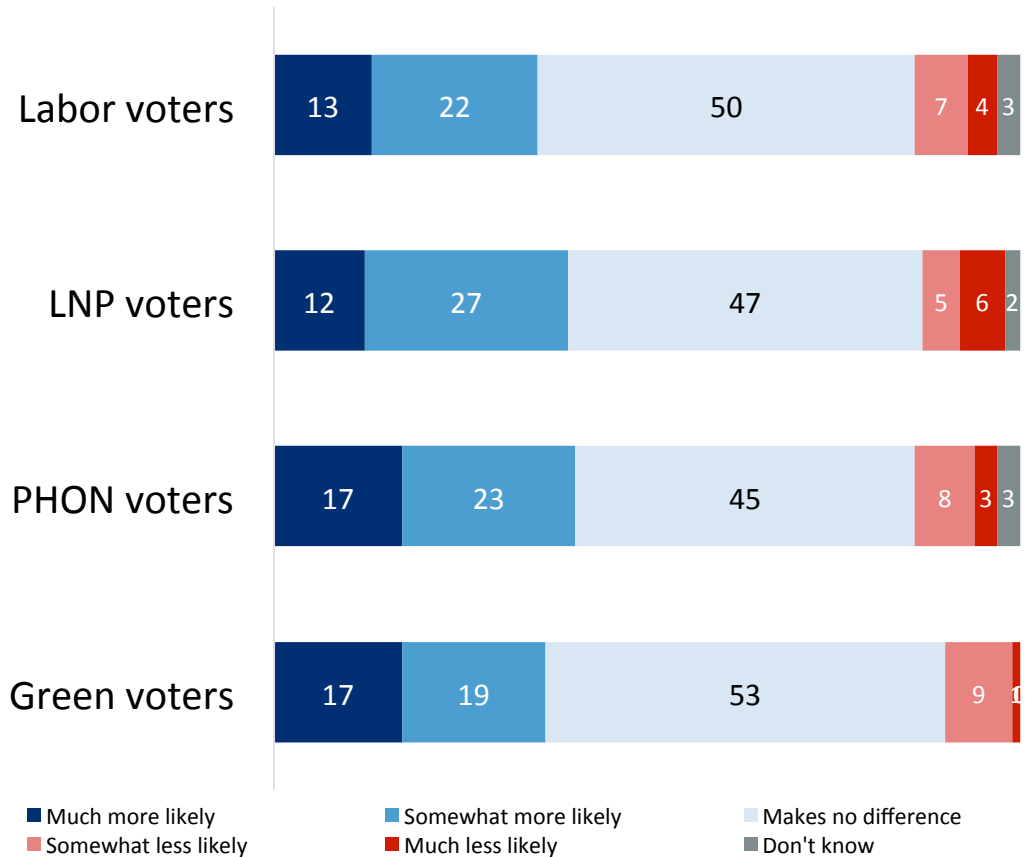
Message Testing and Impact

Perceptions of strength of messages in support of T21



Political impact of T21 is greatest for minor party voters

As a rule of thumb, “somewhat more/less” likely should be ignored when measuring real world political impact. This means “net impact” consists of those who say it makes them much more likely to vote for a party minus those who say it makes them much less likely to vote for a party



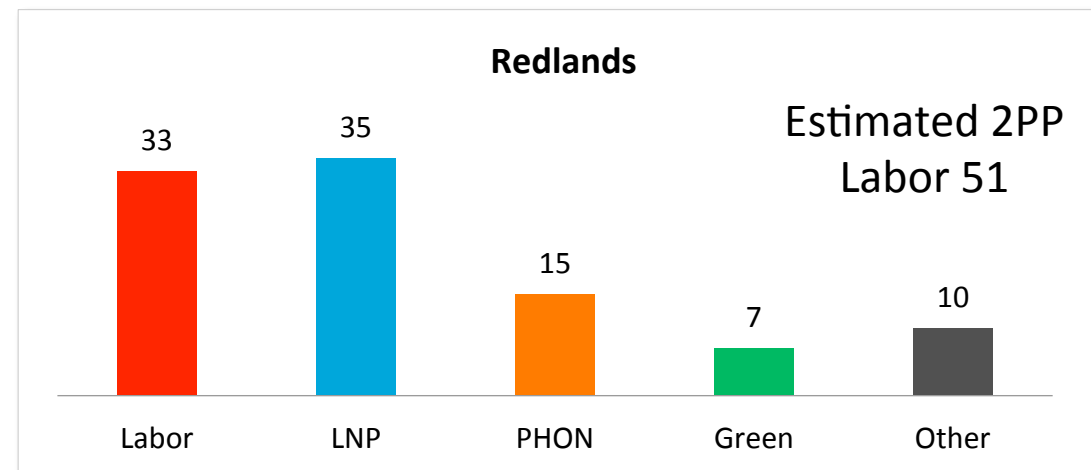
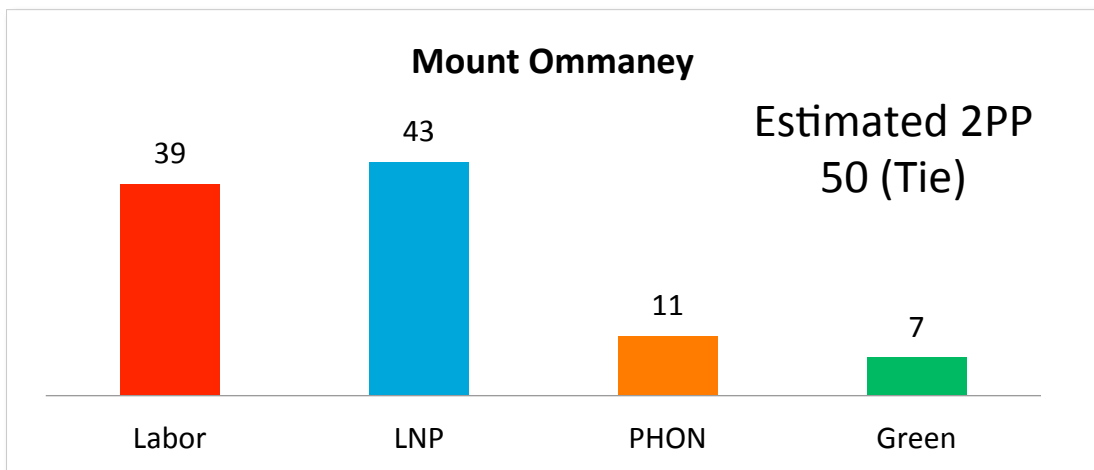
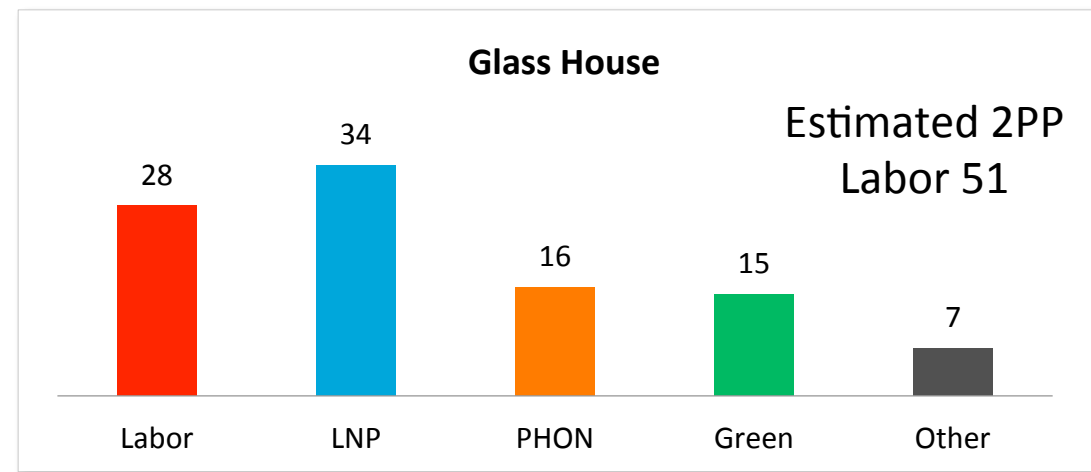
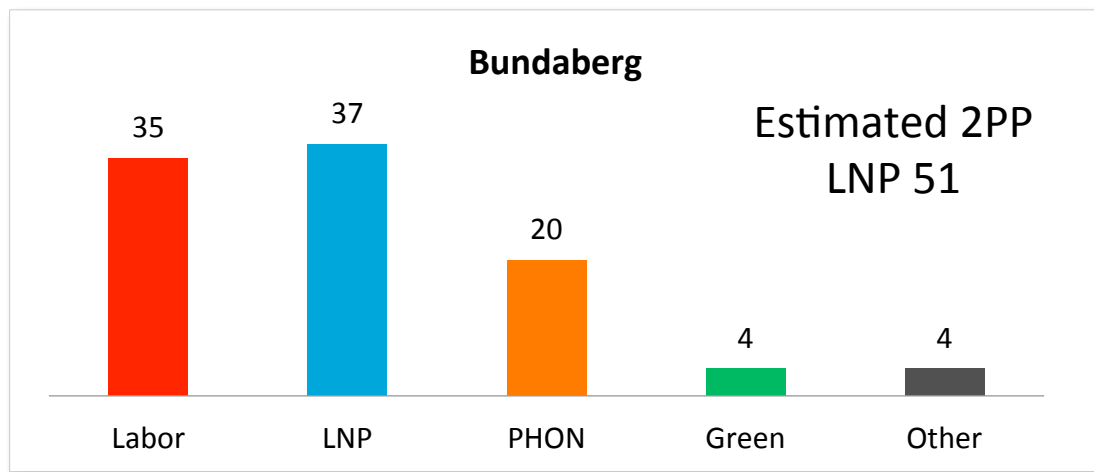
| + | - | NET IMPACT |
|----|---|------------|
| 13 | 4 | +9 |
| 12 | 6 | +6 |
| 17 | 3 | +14 |
| 17 | 1 | +16 |

B7. Would you be more likely or less likely to support a political party that supported this change?



People and Politics

Voting Intention





Questionnaire



Detailed Tabular Findings



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