

Report

Executive Summary

The results of this survey reveal the depth of the problem facing the government. Voters are most strongly motivated by fear. In previous elections this has been related to the leadership of the Opposition, or foreign affairs. This has previously favoured the Coalition. In 2007 the issue that electors most fear is climate change, and this most clearly favours Labor. Foreign affairs, with the exception of some voters concerned about the Iraq war, has virtually disappeared as an election issue.

Positive issues for the government centre around the economy being “strong” and interest rates and inflation continuing to be “low”. The economy is the most important issue, and is most likely to be mentioned by Liberal voters. The opposition scores well on education, which is now the second most important issue, as well as health, and the environment. Some issues that are frequently mentioned in the media, do not appear at all, such as housing affordability.

Others issues, like industrial relations, are very much subordinate, and in some respects cut both ways. While Work Choices is a negative for the government, the opposition’s union ties are a negative for it. When voters are asked what makes them hesitate when thinking about voting for John Howard, there is no one large reason. Voters feel he lacks something, but there is little unanimity on what it is. When asked what makes them hesitate in thinking of voting for Kevin Rudd they are much more definite. It is most frequently the union link, and also the belief that he is inexperienced and will have trouble handling the unions in government. Having a union-fuelled campaign running against the government reinforces those hesitations. Another significant negative is the Labor Party itself.

The question that this research raises is whether there is any way that the government can claw back. It would be difficult to do this on the issues that are in the public mind at the moment. In his speech in the leaders debate Howard said that he was an optimist, and described his opponent as a pessimist. Whether this is true or not, the Labor campaign is well-founded on a bedrock of pessimism about the future under Howard.

While Howard’s tax cuts were no doubt meant to be a circuit breaker that would address the future and force the ALP to fight on his ground of the economy, they appear to have merely intensified the commitment of those already voting Liberal. For the bulk of voters they were irrelevant. There is either a belief that economies more or less run themselves or that climate change will make a conventional economy irrelevant. The prevailing mood is also in favour of spending on services rather than returning money as tax cuts, and the services that most respondents want improved are education and health.

This leaves an appeal to voters on strategic grounds as the only tactic this research suggests as viable. There is a widespread belief that Kevin Rudd will win, and a desire for him to win. Even Liberal voters are relatively well-disposed towards him. Yet there is concern about his lack of experience, his team and his union and party links. Pitching a line to voters that they should hedge their bets by giving him a strong opposition looks to be the only persuasive tool left to the government. It might work, particularly given that voters don't see the current government as bad, just not good enough.

Specific points from the research are:

1. Based on a filtered sample where gender has been adjusted to approximate the balance in the general population, and voting intention has been adjusted to mirror the most recent Newspoll findings. This is done so that points of view are more likely to reflect those of the general community, but it does not provide a properly randomised sample. Even doing this, the two-party response after allocating the preferences of respondents was 59% ALP to 41% Coalition, which is slightly to the left of where the polls predict the 2PP vote to be.
2. The sample is significantly richer than the general population, with 50% of respondents reporting earnings of more than \$52,000 per annum, and more likely to be in white collar executive occupations. It also disproportionately contains more Queensland responses and fewer Victorian responses than the national averages. No attempt was made to control for any of these factors as in qualitative work their impact should not be significant.
3. Respondents report that they have swung away from the Coalition by around 3 to 4 percentage points net between this election and the previous one. This masks some significant swings amongst sub-groups. Two-thirds of those who say they voted Greens last time are intending to vote Labor this time. 18% of those who voted Liberal last time are intending to vote Labor this time.
4. The strength of the Labor vote is in those aged between 25 and 64.
5. On balance the sample thought that the country was heading in the wrong direction, with fewer (43%) thinking that it was "heading in the right direction" compared to more (47%) who thought it was heading in the wrong direction. This response was closely correlated with voting intention, but slightly less so in the case of those intending to preference Labor before the Coalition. This does not mean that these are soft Labor voters contra the assumptions underlying Roy Morgan's analysis. For example, some of them thought the country was heading in the right direction because it was about to change the government!
6. The "strong" "economy" was most frequently cited as the reason that the country was heading in the right direction. This is also most closely associated with an intention to vote Liberal. A strong economy was admired by many Labor and Liberal voters, the difference being that Liberal voters saw the economy as being a product of the current government, while Labor voters attributed it to other factors.

7. Services, particularly “education” and “health” were reasons cited for the country heading in the wrong direction, and as reasons for voting against the government. There was a feeling that the government was too fixated on tax cuts and not enough on investing in services.
8. Another reason for the country heading in the wrong direction was “change”, but the popularity of climate change in this context is less than it was 6 months ago, perhaps reflecting winter rains, or fatigue with the issue. However “change” is also starting to be used in terms of “time for a change” or “time to change the government”.
9. Another set of reasons why Australia is heading in the wrong direction centre around social justice issues and the perception that under Howard Australians have become less socially aware. Economic progress is almost defined as the reverse of progress in this context. These respondents are pessimistic, and it was probably against this mood that the Prime Minister pitched himself as an optimist in the leaders debate.
10. IR is still an issue, but not top of mind with these respondents. It tended to be more closely associated with minor parties, particularly those of the right, such as Family First and the Christian Democrats, suggesting that work choices has eaten into John Howard’s blue-collar conservative support base.
11. “Education” is a theme that pulls together many of the social and environmental concerns. It appears that as the election draws closer it is taking over from climate change. This was reflected in the responses to what is the most important issue.
12. 19.8% nominated “economy” as the most important issue, followed by 13.6% who nominated “education” and 12.9% who nominated “[climate] change”, and 10.2% who nominated “health”. However, 8% nominated “environment” and 6.3% “water”, so the cumulative concern about the environment is still very high.
13. Both sides say this election is about the future. “Future” is most closely linked to the “economy”, “education” and “change”.
14. Approval for Howard runs pretty much with voting intention – 94% of Liberals approve and 94% of Labor voters disapprove. Nationals are less approving – only 80%. From the minor parties One Nation surprised with only 38% approving of Howard. Work Choices?
15. Analysis of hesitations in voting for Howard indicates that there is no major reason, just a collection of small ones. “Lack” is the top concept which is linked to “future” and “[climate] change”, but with a long tail of other concerns. “John_Howard” is the next most popular hesitation, and this is linked to “lies”.
16. Rudd is approved of very strongly by Labor voters, while 35% of Liberal voters either approve, or neither approve nor disapprove. This is his edge over Howard. Howard is “loved or loathed” but no-one “loathes” Rudd yet.
17. Hesitations in voting for Rudd centre on “union”. He is also seen to “lack” experience which often expresses itself in a concern that he won’t be able to control the unions, or his own party, if he wins power. Another hesitation centres

around his lack of “policy” and “policies”. As with Howard “Rudd” is frequently cited as a hesitation. There is a Queensland flavour to this in that respondents from Queensland frequently cite his time as head of the premier’s department as a negative.

18. “Howard” also comes up as a negative for Rudd. This represents the idea that he is too similar to Howard.
19. Expectations of who will win the election tend to align with voting intention. Most significantly for Howard One Nation voters would on balance rather see a Labor than a Coalition government.

Demographics

This report has been compiled from data which has been filtered so as to approximate the Australian population in terms of gender and voting intentions. Voting intentions have been determined by using the Newspoll figures for the period between the 12th and 14th of October, 2007. This has been done to try to ensure that as much as possible unrepresentative views are not disproportionately present.

The original sample originally over-represented Labor voters and under-represented Liberals. It also contained roughly three-times as many men as women. The data is not representative of the age profile of the Australian population. There is also a significant over-representation of voters from Queensland and an under-representation of voters from Victoria.

The tables below show the demographic split of the sample by age, gender, state and income compared to the national figures. It also lists occupation.

Age	Female	Male	Grand Total	National
15-24	2%	2%	5%	17%
25-34	6%	6%	12%	18%
35-44	9%	13%	21%	19%
45-54	11%	12%	23%	17%
55-64	15%	12%	28%	12%
65-74	5%	4%	10%	9%
75+	1%	1%	2%	11%
Grand Total	50%	50%	100%	100%

n=1727

State	Total	National
ACT	3%	2%
NSW	33%	34%
NT	2%	1%
QLD	27%	19%
SA	6%	8%
Tasmania	1%	2%
VIC	19%	25%
WA	8%	10%
Grand Total	100%	100%

n=1727

Income	Total	
\$1-\$39	1%	1%
\$40-\$79	2%	2%
\$80-\$119	2%	3%
\$120-\$159	1%	5%
\$160-\$199	1%	9%
\$200-\$299	6%	12%
\$300-\$399	4%	9%
\$400-\$499	4%	8%
\$500-\$599	7%	8%
\$600-\$699	6%	6%
\$700-\$799	7%	5%
\$800-\$999	10%	7%
\$1,000-\$1,499	25%	7%
\$1,500 or more	25%	4%
Grand Total	100%	100%

n=1412

Occupation	Total
Accountant/Auditor	3%
Administrative Assistant	4%
Analyst	1%
Architect	1%
Artist/Musician/Actor/Entertainer	1%
Associate	0%
Broker/Trader/Advisor	1%
CEO/President/Chairman	1%
CFO/COO/CTO/CIO/CMO	1%
Clergy	1%
Clerical worker	2%
Computer professional	3%
Consultant	4%
Director	3%
Doctor	1%
Educator/Teacher/Professor	8%
Engineer	3%
Entrepreneur	1%
Government official	3%
Health care worker (other than doctor)	4%
Homemaker	3%
I do not wish to answer	4%
Lawyer/Judge	3%
Manager	7%
Military Officer	0%
Other	8%
Partner/Principal/Owner	2%
Researcher	2%
Retired	14%
Sales Manager/Account Executive	2%
Scientist	1%
Service provider	1%
Skilled laborer	1%
Student	3%
Supervisor	1%
Technician	1%
Vice President/SVP/EVP	0%
Writer/Editor	2%
Grand Total	100%

n=1729

Voting Intention

This election			
First Pref	Female	Male	Grand Total
Christian Democrats	2%	2%	2%
Democrats	5%	4%	4%
Family First	3%	4%	4%
Greens	6%	4%	5%
Labor	48%	48%	48%
Liberal	32%	36%	34%
National	4%	3%	3%
One Nation	0%	1%	0%
Grand Total	100%	100%	100%

n=1727

Heading in the right direction

Right_Direction	Coalition	I haven't decided	Labor	Grand Total
Strongly agree	57%	22%	1%	24%
Agree	32%	24%	9%	19%
Neither agree nor disagree	5%	10%	11%	9%
Disagree	3%	21%	39%	24%
Strongly disagree	2%	17%	38%	23%
Unsure	1%	6%	2%	2%
Grand Total	100%	100%	100%	100%
Agree	89%	46%	10%	43%
Disagree	5%	38%	77%	47%
Net Agree	84%	8%	-67%	-4%

n=1674

Those who prefer a Coalition victory are more convinced than those who favour a Labor one that the country is heading in the right direction, with 57% of them strongly agreeing, compared to only 38% of Labor voters who strongly disagree. Netting the totals of those who disagree or agree gives a positive 84% figure to Coalition voters versus -67% to Labor voters.

The question following the one asking respondents whether the country was heading in the right direction gave them an opportunity to explain this answer in a short paragraph. The responses were analysed using Leximancer. The table below lists the concepts that were mentioned by more than 5% of the sample. Respondents could mention more than one concept.

Concept

Ranking

economy	29.8%
education	11.8%
health	11.5%
government	9.8%
strong	8.9%
change	7.6%
issues	7.5%
Australia	7.2%
country	6.8%
social	6.7%
people	6.6%
infrastructure	6.1%
low	5.90%

The concept with the largest number of mentions was “economy”. This is a concept which is also most strongly associated with thinking that the country is heading in the right direction, and with voting Liberal. “Strong” was most frequently used to describe the economy. “Low” is also frequently used at the same time as “economy” and generally refers to unemployment, taxes and interest rates.

While “economy” is normally associated with the country heading in the right direction, it doesn’t always equate with voting for the government. This range of quotes shows how variedly the issue can be viewed.

Text
TT_Right_Direction_Strongly_agree_TT TT_First_Pref_Liberal_TT TT_Direction_Why_TT : superannuation improved, taxes down , exports up , \$ up , Future funds set up and funded employment down . Good strong COMPETENT leadership
TT_Right_Direction_Agree_TT TT_First_Pref_Labor_TT TT_Direction_Why_TT : The economy is strong, allowing people to improve their lives and those of their family
TT_Right_Direction_Agree_TT TT_First_Pref_Labor_TT TT_Direction_Why_TT : The Economy is strong, bouyed by a strong World economy, I see no reason for that to change, even with a different Government.
TT_Right_Direction_Strongly_agree_TT TT_First_Pref_Liberal_TT TT_Direction_Why_TT : We have a booming economy while world economic powers such as the US are slowing, we have strong jobs growth and record low unemployment. We have a strong government that believes in reform for long term prosperity
TT_Right_Direction_Neither_agree_nor_disagree_TT TT_First_Pref_Labor_TT TT_Direction_Why_TT : strong economy, weak on IR and climate change

“Education” is most closely associated with the wrong direction, and an intention to vote Labor, as is “health”.

Text
TT_Right_Direction_Strongly_disagree_TT TT_First_Pref_Family_First_TT TT_Direction_Why_TT : its unjust the poor are poorer we are behind in transport infrastructure the commonwealth is starving the states of funds for health and education
TT_Right_Direction_Strongly_disagree_TT TT_First_Pref_Labor_TT TT_Direction_Why_TT : The current Govt is not serious about important issues such as the environment, health education
TT_Right_Direction_Strongly_disagree_TT TT_First_Pref_Greens_TT TT_Direction_Why_TT : The emphasis on ""bottom line"" management as opposed to quality of life, education, health together with the blind subjection to USA should be sufficient reason.
TT_Right_Direction_Disagree_TT TT_First_Pref_Christian_Democrats_TT TT_Direction_Why_TT : Industrial relations reforms and massive tax cuts attempt to make Australia a mirror image of USA. Irresponsible tax cuts instead of massive and imaginative expenditure on infrastructure
TT_Right_Direction_Strongly_disagree_TT TT_First_Pref_Labor_TT TT_Direction_Why_TT : Government not investing in infrastructure, education and health. John Howard represents cynical politics concerned only with re-election and not the public good
TT_Right_Direction_Strongly_disagree_TT TT_First_Pref_Democrats_TT TT_Direction_Why_TT : Tax cuts used as a temptation to stay with the incumbent political party rather than comprehensive input of dollars into vital services such as health and education will put Australia further behind world best practice

Labor voters are much more likely to mention “Government” than Liberal voters, and while it frequently has a neutral meaning, it is also frequently used in a context where the government has failed.

“Change” generally refers to “climate change” although there is an increasing tendency for people to use it to refer to a change of government.

Text
TT_Right_Direction_Agree_TT TT_First_Pref_Labor_TT TT_Direction_Why_TT : Australia is heading in the right direction because it seems like the public at large is willing to change government. This means that important issues can properly be addressed by a good government, including climate change, education and health.

“Issues” doesn’t indicate anything specific on its own, although it appears to be associated with qualification of a point of view. “Australia” and “country” indicate the same thing – that respondents are thinking about the community in their responses.

“Social” is generally connected to social justice or social welfare, and is much more likely to be associated with Labor voters than Liberals, although some Liberals do make a connection between a strong economy and a strong society.

Text

TT_Right_Direction_Strongly_agree_TT TT_First_Pref_Liberal_TT

TT_Direction_Why_TT : Economy is very strong, peoples economic freedoms are nicely balanced with a social safety net

“People” is a term most closely associated with Labor and Greens voters and with believing that the country is headed in the wrong direction. In this type of analysis it crops up all the time as an indicator that someone is worried about the consequences of policies for individuals. It is generally used pessimistically. Liberal voters tend to be oriented towards systems, such as the economy. If they are prospering then they don’t tend to look more deeply. Labor voters tend to be more concerned about the plight of people rather than whether the system is working.

In this context Labor voters frequently think that the country is heading in the wrong direction because they think that people are worse off, spiritually, if not economically. In fact, economic progress often becomes defined as the reverse of progress. When Howard called himself an optimist in the debate last night, this was what he was driving at.

TT_Right_Direction_Disagree_TT TT_First_Pref_Christian_Democrats_TT

TT_Direction_Why_TT : Both major parties ultimately driven by big end of town - still many needy people missing out on the massive surpluses.

TT_Right_Direction_Strongly_disagree_TT TT_First_Pref_Labor_TT

TT_Direction_Why_TT : Climate of fear, dishonesty is now acceptable, politics more important than people

“Infrastructure” is obvious, and frequently turns up in a context where it is opposed to tax cuts. There is frequently a zero-sum frame of mind operating when this term is used, so that you can’t have both tax cuts and infrastructure. 71% of its mentions come from Labor voters, compared to only 11% that come from Liberals.

TT_Right_Direction_Strongly_disagree_TT TT_First_Pref_Labor_TT

TT_Direction_Why_TT : The focus on economic growth and on 'prosperity' through tax cuts is short sighted as government infrastructure becomes run down and government services for disadvantaged Australians become more punitive and less responsive.

Leximancer also picks up “themes”. The key themes that it picks up in these responses are the “economy”, “government”, “laws”, “education” and “poor”. “Laws” refers mostly to the IR laws, and while these tend to be negative for the government they are placed close to minor parties like Family First, One Nation and Christian Democrats who tend to

be supportive of the government. So, while IR has diminished as an issue, it is still a concern for some of the government's blue collar support base.

"Education" is the theme that pulls together the future, concerns about the world, health, infrastructure, and society. It appears that it and "government" are the central concerns for most voters as they cluster in the centre. As far as these voters are concerned, service provision is the key to the direction of the country. "Poor" is closely associated with the greens, and represents social justice concerns, including concerns about the Iraq war.

Most important issue

This response has been analysed entirely using Leximancer. It shows a move away from global warming as the most important issue, with the economy growing in importance, and less attached to the environment, and education becoming a more important issue.

Concept	Ranking
economy	19.8%
Education	13.6%
change	12.9%
health	10.2%
environment	8%
water	6.3%
future	5.5%
people	5%
country	4.90%

The surprising thing about this ranking is how “education” has become the second most important, after “economy”. Six months ago water and climate change were the most important with education well-down the list. “Change” represents climate change. Adding together “change”, “water” and “environment” shows that environmental issues are really still very strong, but “economy” looks to be the strongest. “Health” is next.

There appears to be less concern spilling over from the environment into the economy, compared to previous surveys, however there is still a strong association such that the word is associated with “change” and “environment” by around 10% of respondents. “Future” is most strongly linked to the economy (24.6%), but there are also strong linkages with “Education” (21.9%) and “change” (15%).

“People” is again a concept that expresses concern about outcomes of policies on individuals, and here “health” (13.4%) and “Education” (11.9%) trump or equal “Economy” (11.9%).

The Leximancer word map makes it clear that only the economy is closely associated with voting for the government. Climate change and education are closely associated with voting Labor. The relationships between the economy and climate change indicate that there is still concern that without a good climate we do not have an economy. There is also concern that the benefits of a good economy are not being spread around.

Howard Approval

	Christian Democrats	Democrats	Family First	Greens	Labor	Liberal	National	One Nation	Grand Total
Strongly approve	41%	1%	24%	0%	0%	61%	48%	13%	24%
Approve	45%	4%	49%	0%	2%	33%	32%	25%	16%
Neither approve nor disapprove	3%	6%	10%	2%	3%	4%	7%	13%	4%
Disapprove	10%	23%	10%	20%	24%	2%	5%	13%	15%
Strongly disapprove	0%	66%	7%	78%	71%	1%	8%	38%	41%
Grand Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Approve	86%	6%	73%	0%	2%	94%	80%	38%	40%
Disapprove	10%	89%	17%	98%	94%	2%	13%	50%	56%
Net Approve	76%	-83%	56%	-98%	-92%	92%	67%	-13%	-16%

n=1721

Labor and Liberal approvals of Howard run pretty much with voting intention. Nationals are not as strong as Liberals for Howard, and out of the minor parties One Nation appear a little grumpy with him.

Howard Hesitate

Concept	Ranking
lack	9.8%
John_Howard	4.7%
lies	4.5%
change	3.9%
vision	3.7%
country	3.4%
Howard	3.3%
people	3.2%
Iraq	3%
power	2.8%

The concepts that Leximancer associates with hesitations in voting for Howard indicate that there is no major problem with Howard. His main problem is that he has been around for a long time. “Lack” is the top word, but only mentioned by 9.8%. It is in turn linked most frequently to “vision” and “[climate] change”, but with a very long tail of other concerns.

John_Howard is the next most frequent concept, but again there are no major associated concepts. “Lies” is the most frequently associated concept, but only in 7% of cases.

The general impression is that Howard has been in power for too long.

The Leximancer map shows two major themes – “[climate] change” and “lack”, which resolve into smaller themes of “party”, “[climate] change”, “John Howard” and “lack”.

Rudd Approval

	Christian Democrats	Democrats	Family First	Greens	Labor	Liberal	National	One Nation	Grand Total
Strongly approve	7%	4%	7%	5%	34%	1%	5%	13%	18%
Approve	14%	47%	13%	55%	57%	10%	10%	25%	37%
Neither approve nor disapprove	21%	36%	25%	19%	8%	24%	18%	25%	16%
Disapprove	21%	13%	32%	13%	1%	30%	25%	25%	14%
Strongly disapprove	38%	0%	23%	8%	0%	36%	42%	13%	15%
Grand Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Approve	21%	51%	20%	60%	91%	11%	15%	38%	54%
Disapprove	59%	13%	55%	21%	2%	66%	67%	38%	30%
Net Approve	-38%	39%	-35%	38%	89%	-55%	-52%	0%	25%

This table illustrates Rudd's great strength. While Labor voters strongly approve of him, Liberal and National voters only barely disapprove on balance. He also does relatively well with the minor parties, even those more prone to vote for the Coalition. While Howard is either "Loved or loathed" Rudd is "Loved, but not loathed".

Rudd Hesitation

Concept	Ranking
union	12.6%
lack	9.8%
policies	7.2%
Rudd	5.3%
policy	5.1%
Labor	4.9%
experience	4.3%
team	3.2%
Howard	3.1%
Kevin_Rudd	2.9%
leader	2.7%
strong	2.6%
government	2.60%

The largest hesitation for Rudd is “union”. This refers to the trade union movement and is associated with two other concerns. One is that the unions will have undue “influence”, but the other is that Rudd lacks the “experience” needed to control the unions. There is another connotation of the word “experience” and that is the experience of those who lived in Queensland when he ran the premier’s office.

Text

TT_First_Pref_Liberal_TT TT_Rudd_Approval_Neither_approve_nor_disapprove_TT
TT_Rudd_Hesitate_TT : My previous experience of the Rudd influence in the Qld Gosss government was that there were lots of committes to apparently solve problems but they became silos in which to srore problems rather than solve them. I fear will have the same again.

“Lack” is most commonly twinned with “experience”. So, while Howard suffers from lack of performance in specific areas, partly because he has been around for a long time, Rudd suffers because he hasn’t been around long.

A combined 25% also complain about his lack of “policy” or “policies”.

Kevin Rudd is also a strong hesitation, particularly respondent’s lack of knowledge of what he stands for. There is some strong feeling here, as the quote below demonstrates.

TT_First_Pref_Liberal_TT TT_Rudd_Approval_Strongly_disapprove_TT
TT_Rudd_Hesitate_TT : The current Labor Party is second retirement pension for has-been Union hacks. Rudd is a front-man for rabid, greedy pseudo-Laborites. Rudd is fundamentally dishonest.

“Labor” is also a hesitation in a way that “Liberal” doesn’t appear as a hesitation for voting for John Howard. “Howard” also appears as a hesitation, and this generally refers to the perception that he is too much like Howard.

Text
TT_First_Pref_Liberal_TT TT_Rudd_Approval_Neither_approve_nor_disapprove_TT TT_Rudd_Hesitate_TT : His lack of character, and similirity to Howard

So, the weakness centre around his association with the unions, negatives associated with the Labor Party, and the thought that he will be an inexperienced and weak leader and that his associates are likely to take over-running the country should he win. Conversely there is also a concern that he will be too much like John Howard.

Expectations

Expectations	Christian Democrats	Democrats	Family First	Greens	Labor	Liberal	National	One Nation	Grand Total
Coalition	31%	11%	35%	13%	6%	48%	52%	0%	24%
Labor	31%	63%	35%	62%	74%	21%	25%	57%	51%
Neither (Hung Parliament)	10%	4%	8%	8%	5%	8%	5%	14%	6%
Unsure	28%	21%	22%	17%	15%	24%	18%	29%	19%
Grand Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Desire

Desires	Christian Democrats	Democrats	Family First	Greens	Labor	Liberal	National	One Nation	Grand Total
Coalition	79%	4%	72%	1%	0%	96%	85%	25%	40%
I do not wish to answer	0%	0%	3%	2%	0%	1%	0%	0%	0%
Labor	10%	79%	13%	85%	99%	1%	10%	38%	56%
Neither (Hung Parliament)	0%	11%	5%	12%	0%	1%	3%	38%	2%
Unsure	10%	6%	7%	0%	1%	1%	2%	0%	1%
Grand Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Apparently some Nationals want to see the Coalition lose, and on balance our One Nation respondents would prefer Rudd to Howard.