

AVERAGE MARGINAL SEAT POLL RESULT IN:

14577			
			Aug 9-12, 2010
Marginal electorate	Held by	Swing required	Average swing in marginals polled
Robertson+	Labor	-0.2	-1.3
Macquarie+	Labor	-0.2	-1.3
Macarthur+	Liberals but notionally Labor	-0.2	-1.3
Gilmore+	Liberals but notionally Labor	-0.3	-1.3
Bennelong	Labor	-1.4	-1.3
Eden-Monaro	Labor	-2.3	-1.3
Page	Labor	-2.4	-1.3
Dobell	Labor	-4	-1.3

+ Will go to Coalition if swing uniform across marginals measured

The average swing across the six seats measured was 1.3 points against Labor. If this were repeated evenly across the seats measured, up to four seats would fall to the Coalition (Robertson, Macquarie, Macarthur and Gilmore). On this average swing, Bennelong would be in doubt for Labor.

SEAT BY SEAT ANALYSIS

On the other hand, seat by seat analysis suggests that swings will not be uniform. On this basis, the NSW seats in doubt for Labor at this stage of the campaign are Macquarie, Macarthur and Bennelong with swings against Labor in the vicinity of 4% to 5%.

Victoria

	AcEwen+ Liberal a Trobe+ Liberal Dunkley+ Liberal AcMillan* Liberal Liberal Liberal Liberal Liberal Liberal Liberal Liberal		Aug 9-12, 2010		
Marginal electorate	Held by	Swing required	Average swing in marginals polled		
McEwen+	Liberal	0.1	+6.2		
La Trobe+	Liberal	0.6	+6.2		
Dunkley+	Liberal	4.1	+6.2		
McMillan*	Liberal	4.8	+6.2		
Aston*	Liberal	5.1	+6.2		
Gippsland*	Liberal	6.0	+6.2		
Goldstein*	Liberal	6.1	+6.2		
Menzies*	Liberal	6.1	+6.2		
Casey*	Liberal	6.1	+6.2		

Queensland

			Aug 9-12, 2010
Marginal electorate	Held by	Swing required	Average swing in marginals polled
Herbert+	Liberals but notionally Labor	-0.3	-3.4
Dickson+	Liberals but notionally Labor	-0.8	-3.4
Longman+	Labor	-1.7	-3.4
Flynn+	Labor	-2.3	-3.4
Dawson+	Labor	-2.4	-3.4
Forde	Labor	-3.4	-3.4
Brisbane	Labor	-3.8	-3.4
Leichhardt	Labor	-4.1	-3.4
Petrie	Labor	-4.2	-3.4
Bonner	Labor	-4.6	-3.4

+ Will go to Coalition if swing uniform across marginals measured

The average swing across the eight seats measured was 3.4 points against Labor. If this were repeated evenly across the seats measured, up to five seats would fall to the Coalition (Herbert, Dickson, Longman, Flynn and Dawson). On this average swing, Forde would be in doubt for Labor.

SEAT BY SEAT ANALYSIS

Again uneven swings were found. Seat by seat analysis suggests Herbert may experience a pro-government swing while the Queensland seats in doubt for Labor at this stage of the campaign are Dickson, Flynn, Dawson, Brisbane and Leichhardt.

- + Will go to Labor if swing uniform across marginals measured
- * Will go to Labor if swing repeated across whole state

The average swing across the three seats measured was 6.2 points in favour of Labor. If this were repeated evenly across the seats measured, all three (McEwen, La Trobe and Dunkley) would fall to Labor. On this average swing, McMillan and Aston would also be in doubt for the Coalition. It is hard to see seats higher up the pendulum than Aston being at risk.

SEAT BY SEAT ANALYSIS

Consistent pro-Labor swings were found in the three seats measured. At this stage of the campaign, pro Labor swings of between 3% and 10% in marginal Coalition seats mean that Labor may pick up McEwen, La Trobe and Dunkley.

PRIMARY VOTE

TWO-PARTY PREFERRED

N.	larginal	S
6 NSW	8 Qld	3 Vic
38	37	42
47	45	41
10	12	14
5	6	3
	6 NSW 38 47 10	NSW Qld 38 37 47 45 10 12

Question: In the federal election for the House of Representatives to be held on August 21, which one of the following would you vote for? If "uncommitted", to which one of these do you have a leaning?

	Marginals					
Percentage support	Six NSW	Eight Old	Three Vic			
LABOR	145 77	Qiu	VIC			
Election November 24, 2007#	50.8	52.4	48.5			
August 9-12, 2010	49.5	49.0	54.7			
COALITION						
Election November 24, 2007#	49.2	47.6	51.5			
August 9-12, 2010	50.5	51.0	45.3			
SWING FOR LABOR SINCE 2007 ELECTION	-1.3pts	-3.4pts	+6.2pts			

Based on preference flow at November 2007 federal election

Based on estimates provided by Malcolm Mackerras after 2009 redistributions

GILLARD'S PERFORMANCE

	Marginals						
Percentage support	Six NSW	Eight Qld	Three Vic				
Satisfied	44	50					
Dissatisfied	42	46	35				
Uncommitted	14	13	15				

Question: Are you satisfied or dissatisfied with the way Julia Gillard is doing her job as Prime Minister?

ABBOTT'S PERFORMANCE

	Marginals						
Percentage support	Six NSW	Eight Qld	Three Vic				
Satisfied	45	45	42				
Dissatisfied	47	46	49				
Uncommitted	8	9	9				

Question: Are you satisfied or dissatisfied with the way Tony Abbott is doing his job as Leader of the Opposition?

BETTER PM

	Marginals					
Percentage support	Six NSW	Eight Qld	Three Vic			
Gillard	50	48	56			
Abbott	40	37	34			
Uncommitted	10	15	10			

Question: Who do you think would make the better PM?

COMMITTED TO VOTING

	Six NSW marginals		ix NSW marginals			rginals	Three	Vic ma	rginals
Percentage	Total	Politica	support	Total	Politica	l support	Total	Political	support
support	Total	Labor	Coalition	Total	Labor	Coalition	Total	Labor	Coalition
This is the only party or candidate you	63	62	72	63	64	69	62	66	65
would consider voting for on election day									
You will probably vote this way but there is a	27	28	21	27	27	24	27	25	27
slight chance you may vote for someone else									
You could vote this way but there is just as	9	9	6	9	7	7	10	9	7
much chance you will vote for someone else									
You will probably not vote this way	@	-	1	@	1	-	@	-	-
Uncommitted	1	1	@	1	1	@	1	-	1

Question: How strongly are you committed to voting for the party you indicated earlier?

@ Less than 0.5 percent

WINNING THE FEDERAL ELECTION

WINNING THE PEDERAL LEECTION									
	Six NSW marginals		Eight (Qld ma	rginals	Three	Vic ma	rginals	
Percentage	Total	Political	support	Total	Political	support	Total	Political	support
support	Total	Labor	Coalition	Total	Labor	Coalition	Total	Labor	Coalition
Coalition	29	8	53	27	4	51	25	5	50
Labor	52	74	31	53	79	29	54	76	29
Other	@	-	@	@	@	-	@	-	@
Uncommitted	10	18	16	20	17	20	21	19	21

Question: Which political party do you think will win the federal election?

@ Less than 0.5 percent

These polls were conducted on the telephone over the period of 9-12 August 2010 by trained interviewers among 3351 voters. Areas covered by the survey are:

- a) The New South Wales federal electorates of Bennelong, Eden-Monaro, Gilmore, Macarthur, Macquarie, and Robertson.
- b) The Queensland federal electorates of Brisbane, Dawson, Dickson, Flynn, Forde, Herbert, Leichhardt and Longman. c) The Victorian federal electorates of Dunkley, La Trobe and McEwen.