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Summary Charts: Federal Election Day Poll 2013

7th September 2013

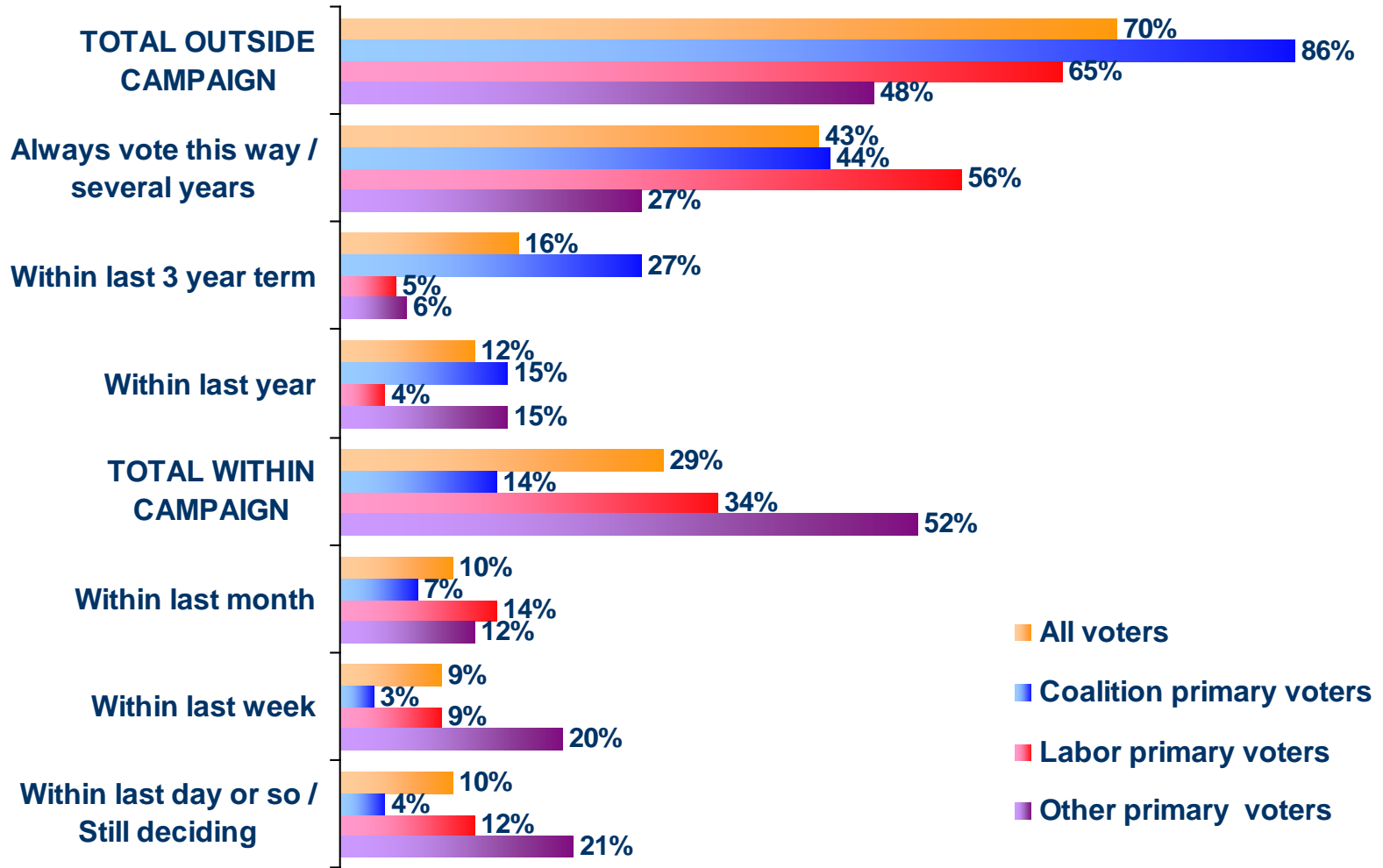


Summary Methodology

- These findings are based on research conducted on 7th September 2013:
 - > Telephone (CATI) survey; n=400 spread equally over 20 marginal seats.
 - > Bonner, Boothby, Brand, Brisbane, Corangamite, Deakin, Flynn, Forde, Gilmore, Greenway, Hasluck, Herbert, Hindmarsh, La Trobe, Moreton, Page, Petrie, Reid, Richmond and Werriwa, i.e. a focus in the key states of NSW and Queensland.
 - > +/-4.9% maximum margin of error (at the 95% confidence level).
 - > Otherwise representative of age, sex and area (using quotas and weighting).
- To determine the voting behaviours and influences in the campaign:
 - > Voting intention on the day, including reported vote if already voted.
 - > When decided upon vote choice and when voted.
 - > The focus of voting drivers and motivations, e.g. leaders, candidates or policy.
 - > Opinions of key figures and parties at the end of the campaign.
 - > Identification the most influential issue and policy areas.
 - > Identification of the most influential and effective events and campaign activities.
- N.B. As this poll covered only selected marginal electorates the result will not reflect that of the nationwide-wide election result.



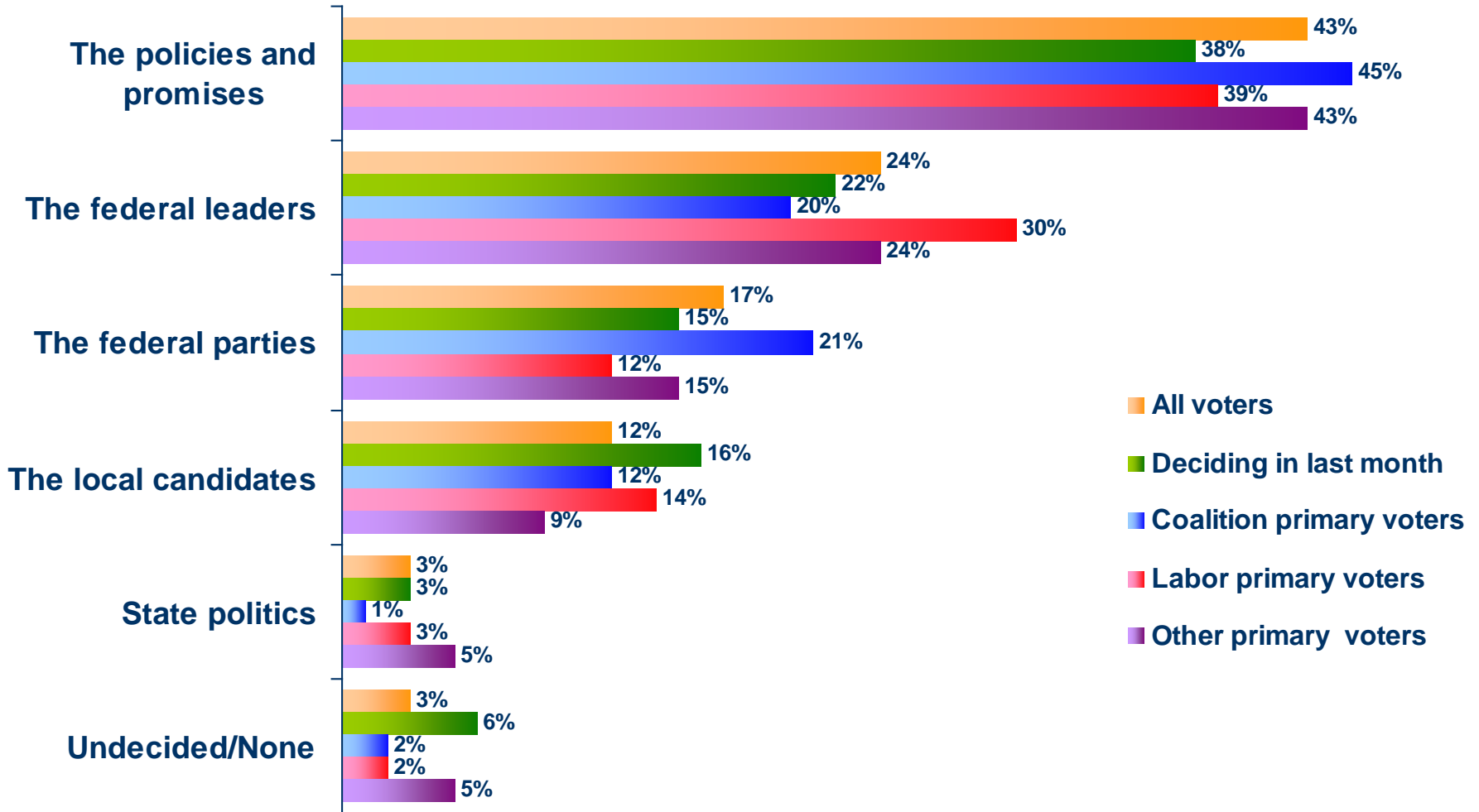
When Decided on Vote



Q10) Thinking about your first preference vote for [PARTY], when did you make up your mind to vote for them. Was it...?

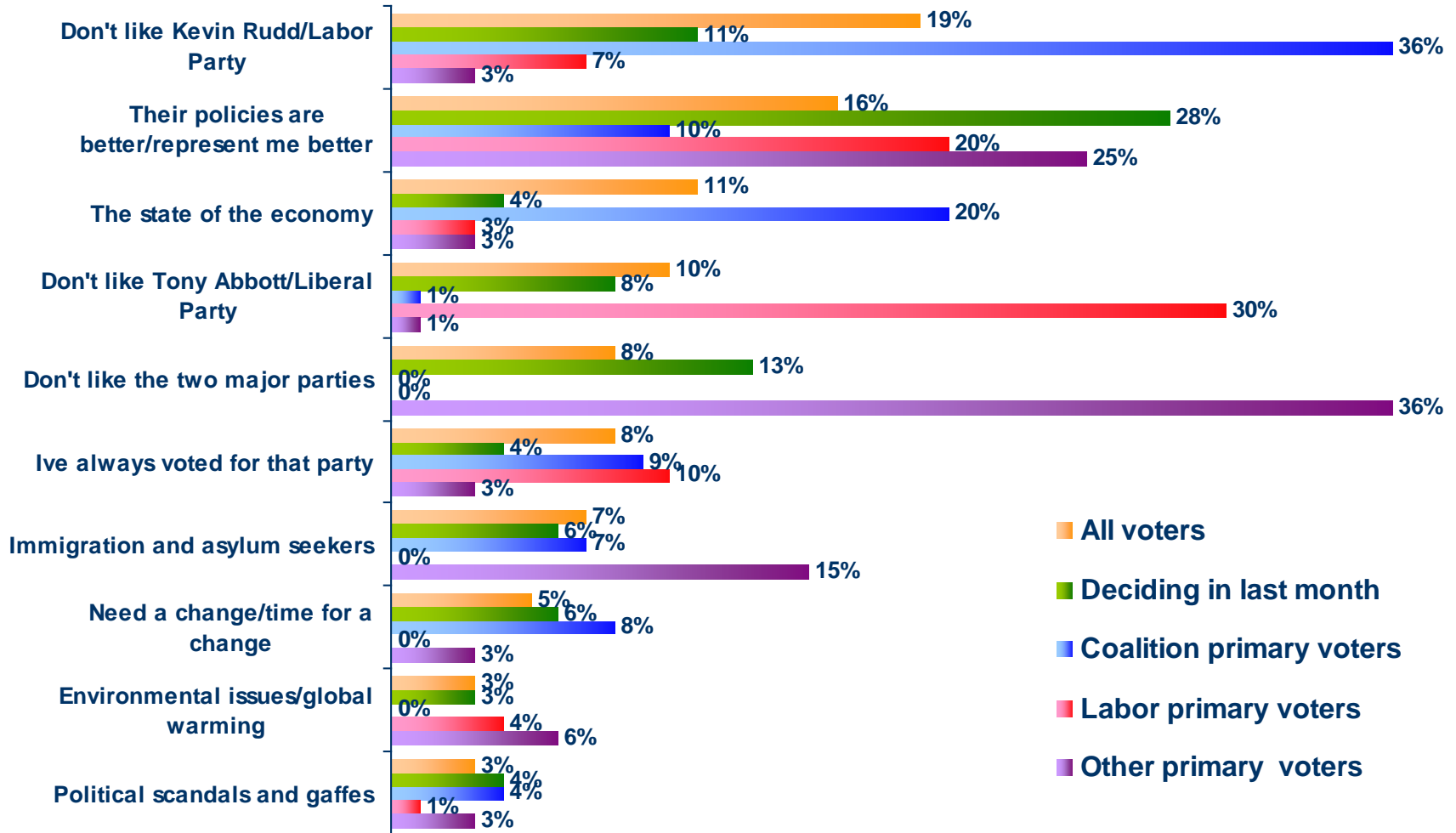


Voting Focus





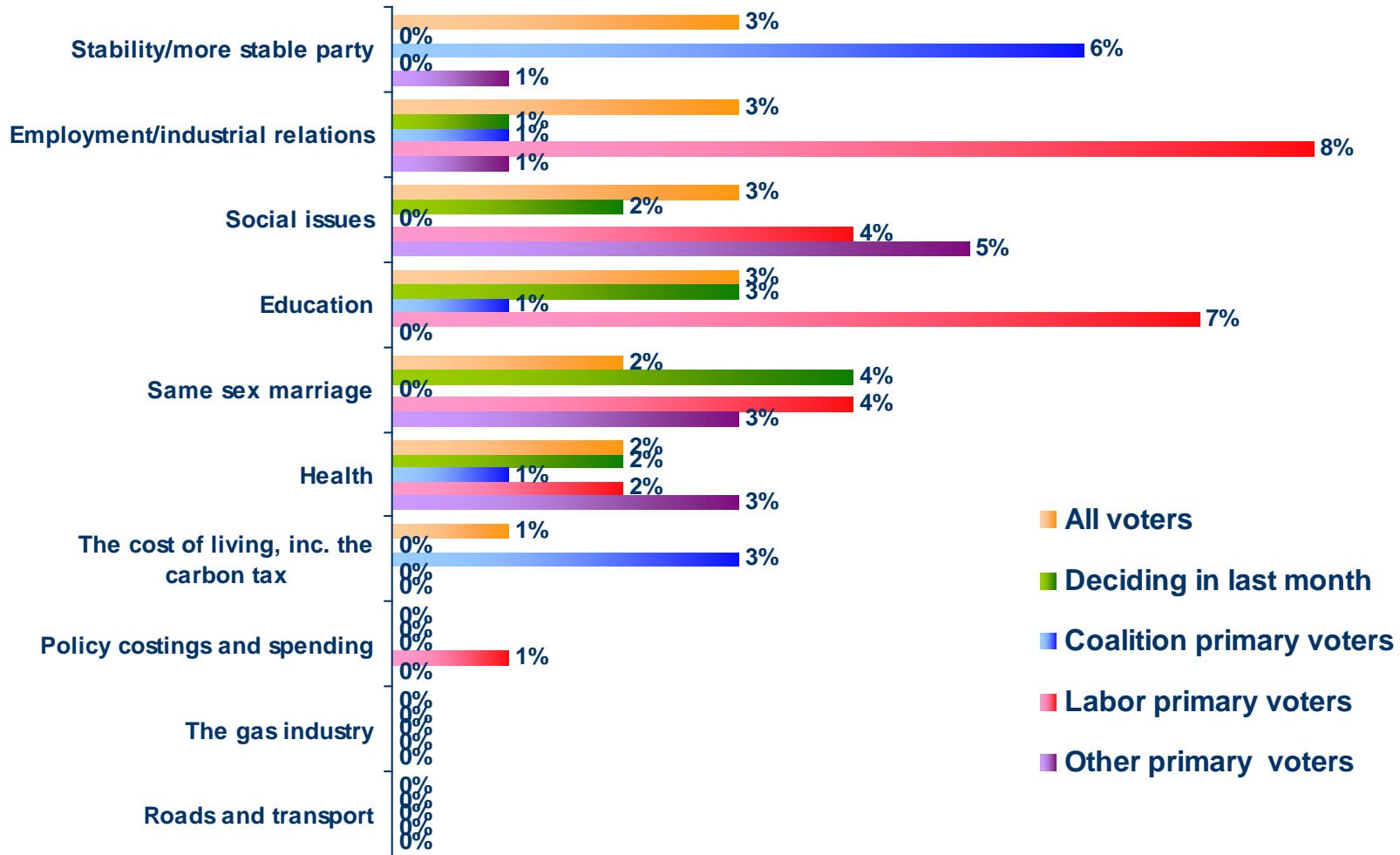
Spontaneous Vote Influence (1)



Q13) Thinking about you first preference vote for [PARTY] this year, what is the reason or reasons that you are voting for them this time? N.B. More than one response allowed



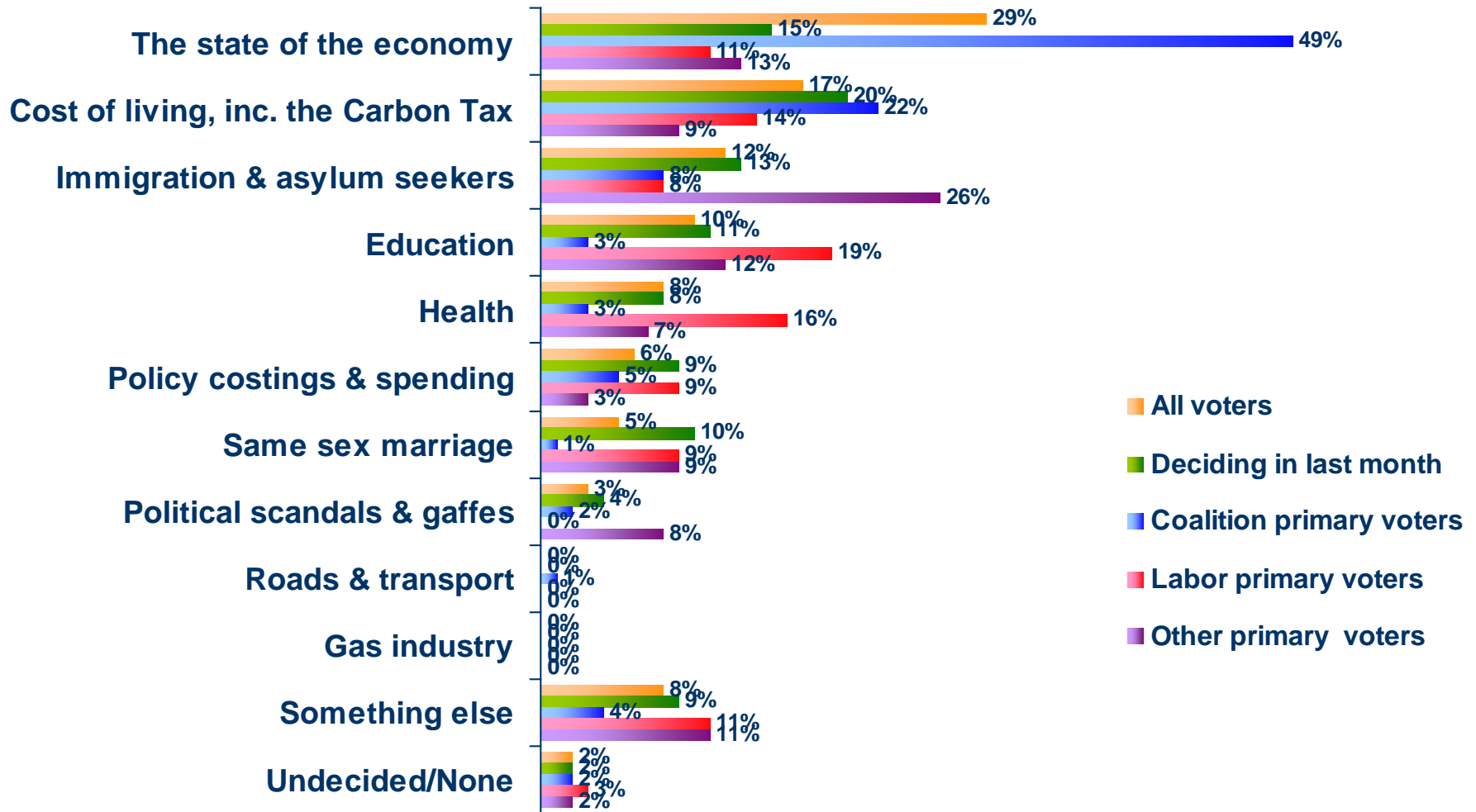
Spontaneous Vote Influence (2)



Q13) Thinking about you first preference vote for [PARTY] this year, what is the reason or reasons that you are voting for them this time? N.B. More than one response allowed



Important Issues (Prompted)





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