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ITS TIME FOR CHANGE... BUT NOT FOR COSTELLO

A recent study amongst undecided marginal voters reveals a prevailing climate of distrust of both parties and a mood that "it's time for a change", but not with Costello at the helm.

The on-line study conducted by D&M Research asked undecided voters to articulate their concerns with voting for each of the major parties in the upcoming Federal Election. The study was conducted between Thursday 25th and Monday 30th October 2007, among 303 undecided voters in a coverage area representing all marginal seats requiring a swing of 6% or less.

The main findings of the study included:

The five most salient concerns in voting for the Coalition among undecided voters were: It's time (18%); Distrust (14%); Costello (14%); WorkChoices (14%); and Social Policy (12%).

In contrast, the five most prevalent concerns in voting Labor were: Economy (21%); Lack of experience (17%); Distrust (16%); Unions (14%); and Me too (6%).

Whilst predictably for Labor, the economy, lack of experience, and the Unions dominated concerns, there was also a feeling of general distrust and a lack of differentiation, or a sense of "Me too-ism". These concerns for Labor seem more crystallised compared to the Coalition's disparate list, which includes (beyond those already listed): Presumptuousness (7%), Foreign Policy (7%), and even Howard himself (7%).

Somewhat surprisingly, there was almost no concern for the prospect that Labor could have control of both Federal and State theatres, and the issue of interest rates was relatively low for both parties. The study also confirmed a sentiment amongst some that Howard and the Coalition have become arrogant and/or out of touch (7%).





The WorkChoices / Unions issue was polarising, with as many undecided voters citing WorkChoices as a concern in voting Coalition (14%), as Unions in voting Labor (14%) – the two almost seem to cancel each other out. Distrust is a common and shared theme across both leaders and parties, with similar proportions of undecided voters not trusting either side.

Also of note was the finding that twice as many undecided voters articulated Costello's succession to Prime Minister as an issue (14%), compared to those who expressed concerns for the environment (7%), in voting for the Coalition. Ultimately for the Coalition, mitigating the desire for change (or "It's Time") is exacerbated by this sentiment being relatively stronger in marginal Coalition seats (23%) compared to marginal Labor seats (15%).

Read more about D&M's marginal seat poll at Crikey:

<http://www.crikey.com.au/Election-2007/20071105-Its-time-for-a-change-PM-Costello-doesnt-count.html>

Then go to the undecided to find out more: www.theundecided.com.au

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