



Australian voters happy with how they voted in 2016

The first round of the Voter Choice Project, a study investigating how voters decide who to vote for, has found Australians are overwhelmingly happy with how they voted in 2016, and would not have voted differently if they had known how close the result would be.

	Yes	No	Not sure	Other
On reflection, are you happy with your vote choices in 2016?	79.6	11.9	6.1	2.4
If you knew the election was going to be such a close result in the House of Representatives in 2016, with the Coalition winning Government by one seat, would you have voted differently?	5.5	89.9	3.5	1.1

1015 responses collected between June 1 and July 1, 2018. Weighted by age, gender and reported 2016 vote.

The responses came from a series of questions examining how people decide their vote, past voting behaviour, and expectations for the upcoming election. Participants also identified more than 2000 factors that they consider when thinking about their vote, from a broad range of issues, to who the candidate is, to wanting a vision for the nation.

Project director Raphaella Kathryn Crosby, who is conducting the studies as part of her PhD through the University of Technology Sydney, said that this first questionnaire is only the start of building the story of Australia's voting decision.

"We are only one questionnaire in to a lengthy study, but we can already see a very diverse range of approaches to the task of voting.

"We are still recruiting, and hope to double the number of people participating by the next round on July 15 as we have a special question set on Pauline Hanson in the next wave, and there is always a diversity of views about Senator Hanson," Ms Crosby said.

The study, which involves participants answering regular online questionnaires with different themes in the lead up to the election, will also be producing vote intent polling numbers for each wave.

Voter Choice Project
Media Release
July 4, 2018

Below are the House of Representatives figures for Wave 1. *Note: these figures exclude the by-election seats.*

Voter Choice Project Wave 1 "As things stand now, who do you think you will vote for (give your number 1 preference to in the upcoming election in the House of Representatives?"	
Australian Labor Party	35.9
Liberal/National Coalition	35.4
The Greens	11.1
One Nation	3.7
Australian Conservatives	2.5
Independent	5
Others	2.3
Don't know/Informal	4
Voter Choice Project Wave 1 Inferred two party preferred vote	
Australian Labor Party	51.3
Liberal/National Coalition	48.7

Sample 801 respondents, surveyed from 1 June to 1 July, 2018. Excludes by-election electorates of Braddon, Longman, Mayo, Fremantle and Perth. Figures have been weighted by age, gender and reported 2016 vote. Margin of error 3%, 95 confidence.

Further results and information, and a registration form where people interested in taking part can sign up to the Voter Choice Project, can be found on the website at www.voterchoice.com.au.

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