



## Wentworth by-election study launched

The Voter Choice Project, a nation-wide research project investigating Australian voting behaviour and how voters decide who to vote for, launched a 3 survey study of the Wentworth by-election over the weekend.

The Voter Choice Project is being conducted by former Australian Democrats strategist and consultant Raphaella Kathryn Crosby. It is an independent study, the results of which will contribute to her PhD. The Wentworth by-election study is similar to the studies on the five Super Saturday by-elections, which correctly predicted the result of all five races.

The by-election study involves three surveys – one in September when they sign up, a second one 10 days out from the election, and a final ‘exit poll’ on election day, October 20. Participants will be asked about which party or candidate they intend to vote for, as well as their exposure to news media, social media, campaign advertising, personal conversations and other factors that may influence their decision.

People interested in taking part can find out more and sign up at [www.voterchoice.com.au/wentworth](http://www.voterchoice.com.au/wentworth). Registrations for the by-election study close **September 30**.

Project Director Raphaella Kathryn Crosby says the aim of the studies is not to find out who votes for which parties, but why.

“We have studies like the Australian Election Study and Vote Compass that have good data on who is voting Labor or Liberal or Greens. The Voter Choice Project is about understanding why they came to that decision, what influences that decision, and when in the timeline they locked that decision in.

“In the Wentworth by-election I’ll also be investigating the social influence on voting in the significant Jewish and LGBTIQ+ communities, and expect to see clear local differences within the electorate, as we did in the Super Saturday studies,” Ms Crosby said.

Voters outside of Wentworth can sign up for the main study which involves monthly surveys all the way through to the general federal election at [www.voterchoice.com.au/signup](http://www.voterchoice.com.au/signup).

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