

Voting Trends and the ALP

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THE AUSTRALIAN VOTER



50 YEARS OF CHANGE

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Web Addresses

- Australian Election Study

<http://aes.anu.edu.au/>

<http://assda.anu.edu.au/aestrends.pdf>

- ANU Poll

<http://www.anu.edu.au/anupoll/>

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Australian Election Studies, 1987-2010

	Total sample	Moved/gone away	Refusals/ non-responses	Valid responses	Effective response
1987	3,061	156	1,080	1,825	62.8
1990	3,606	125	1,461	2,020	58.0
1993	4,950	137	1,790	3,023	62.8
1996	3,000	95	1,110	1,795	61.8
1998	3,502	215	1,391	1,896	57.7
2001	4,000	369	1,621	2,010	55.4
2004	4,250	275	2,206	1,769	44.5
2007	5,000	337	2,790	1,873	40.2
2010	5,200	282	2,714	2,061	41.9

The response rate is estimated as: valid responses/(total sample—moved or gone away). The 2010 response rate is the figure for the initial self-completion sample.



Topics

- 1. Social background: gender, ethnicity
- 2. Age and generation
- 3. Occupational class
- 4. Socioeconomic status
- 5. Change 2007-2010-2011



Assumptions

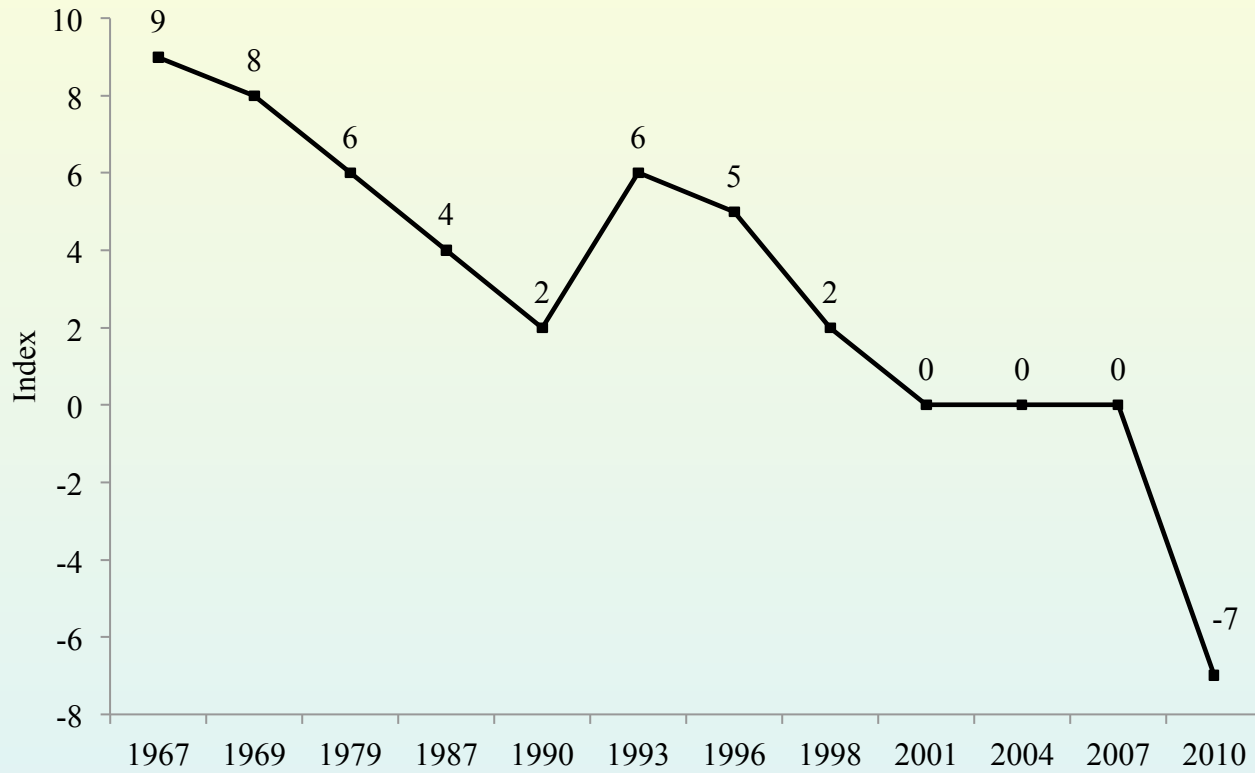
- Voters are rational, make sophisticated judgments
- Political parties are central to democratic politics

Main Changes Since 1960s

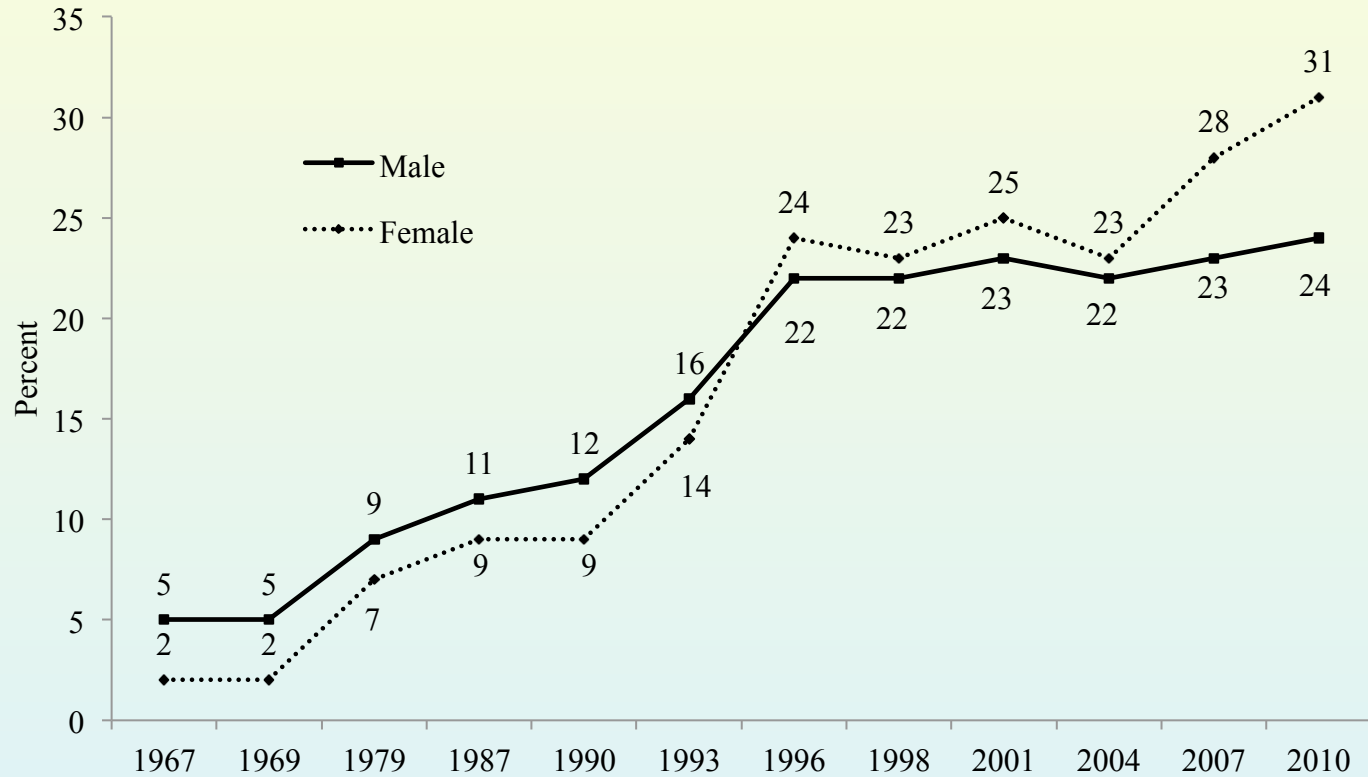
- Social bases of parties declining
- Issues, personalities deciding elections



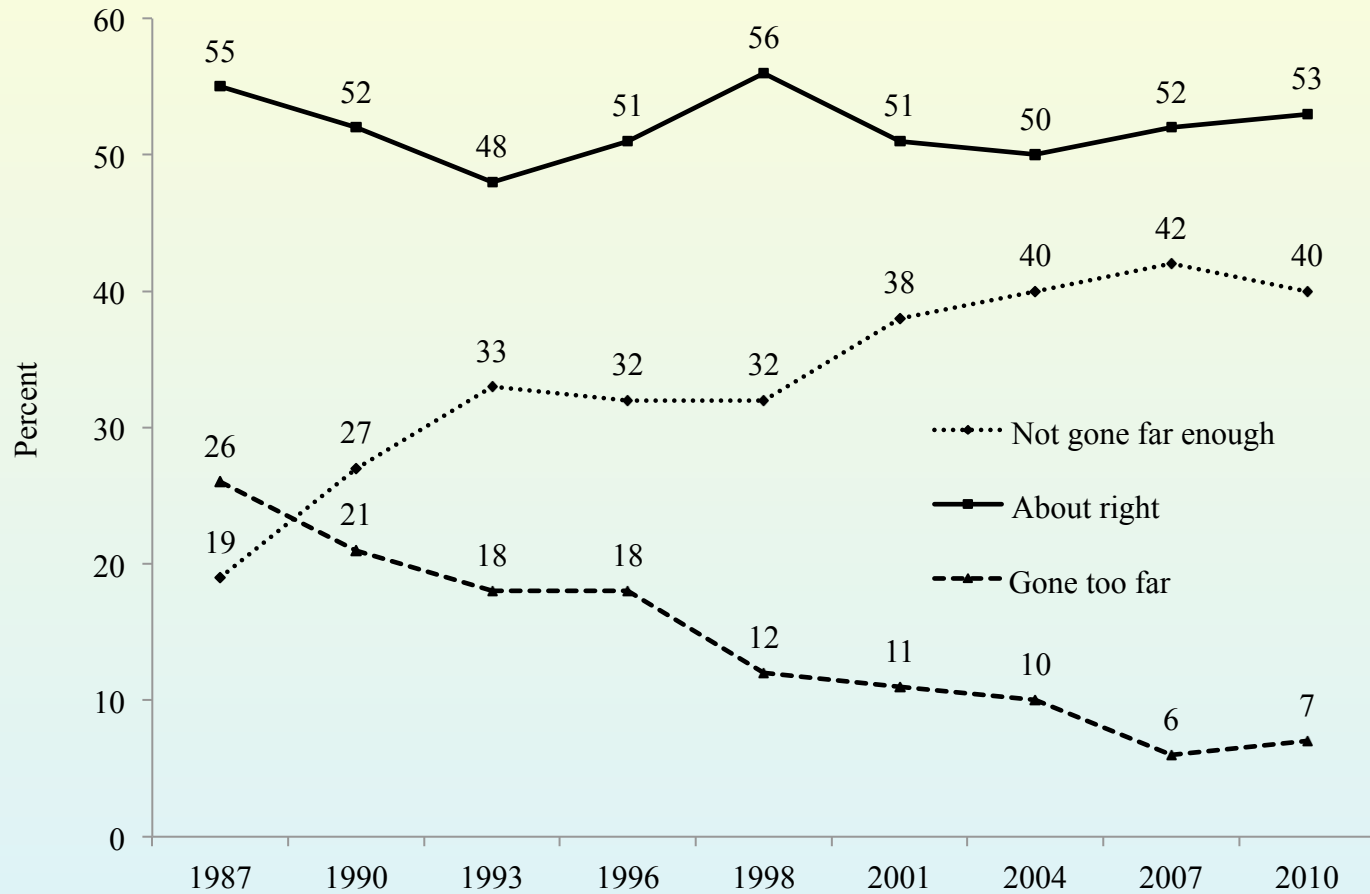
Social Background: Gender



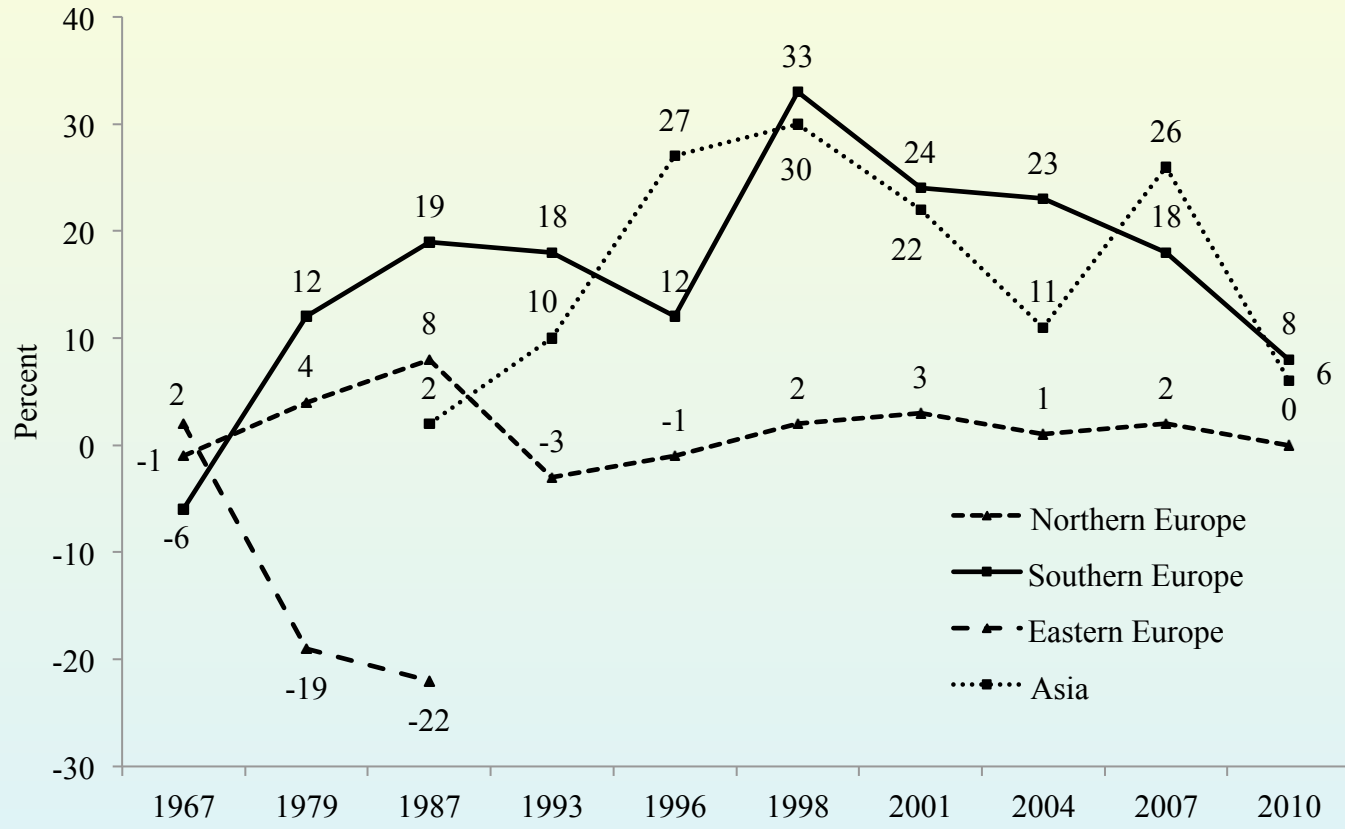
Gender and University Education, 1967-2010



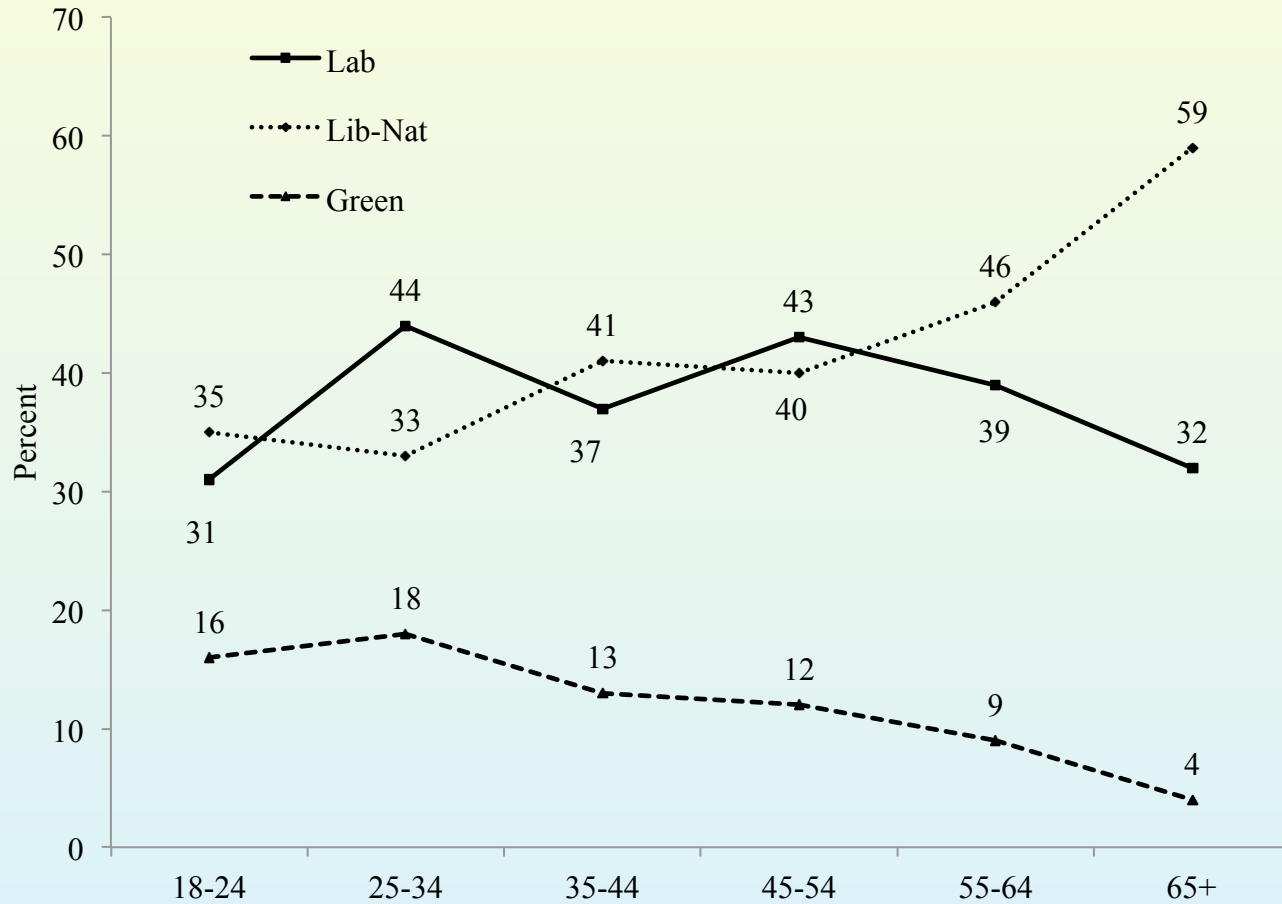
Attitudes to Gender Equity, 1987-2010



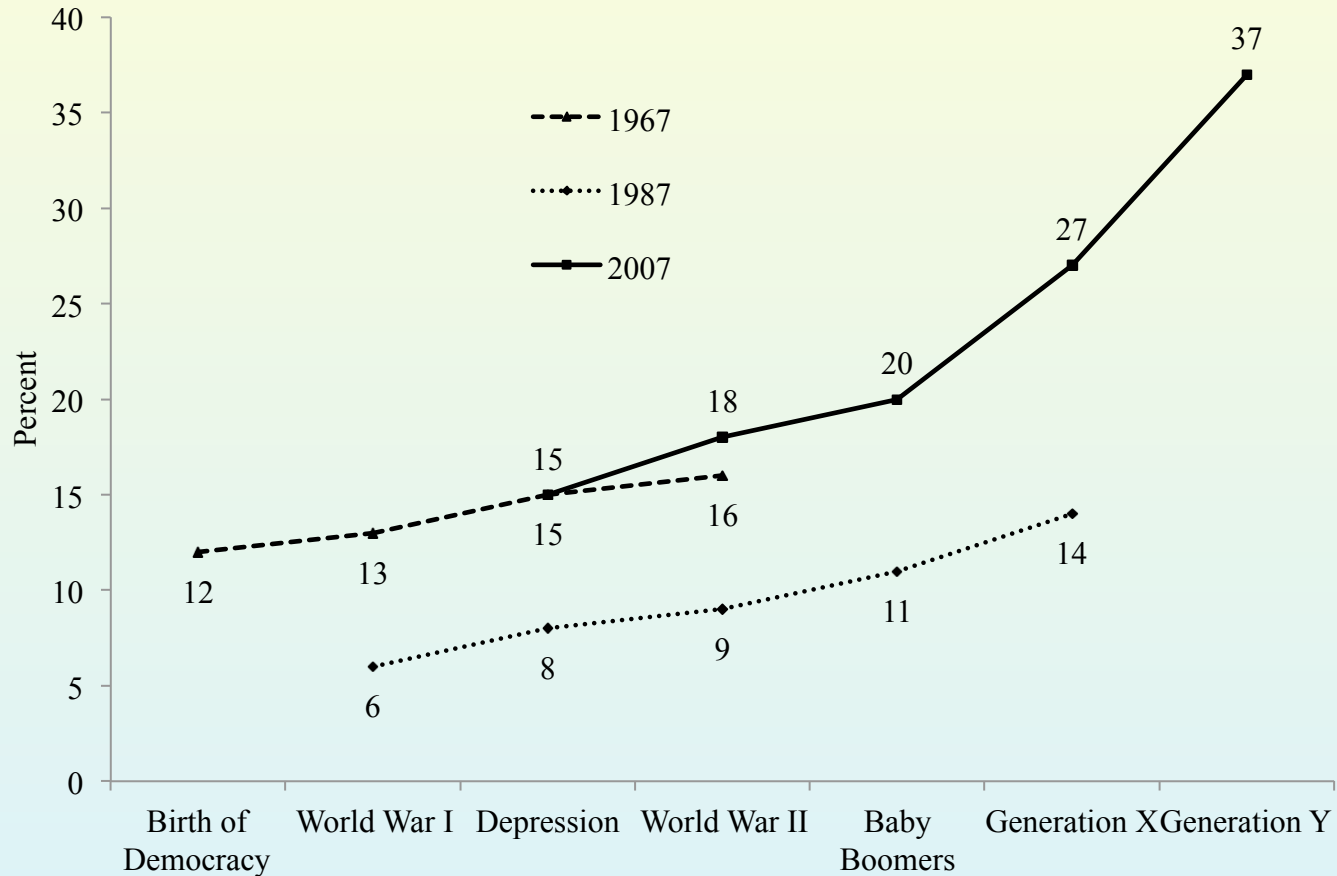
The Ethnic Vote, 1967-2010



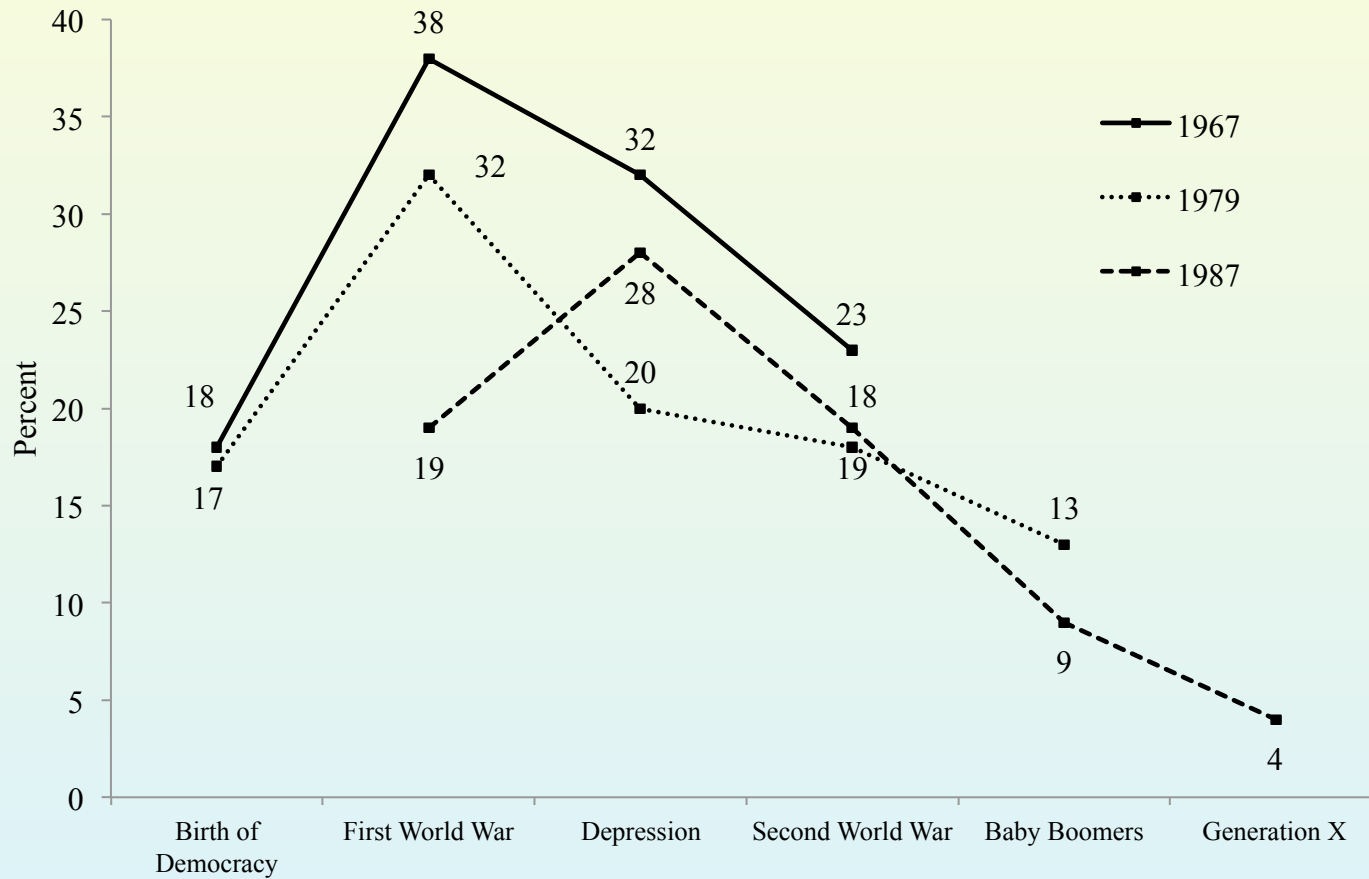
Voting by Age in 2010



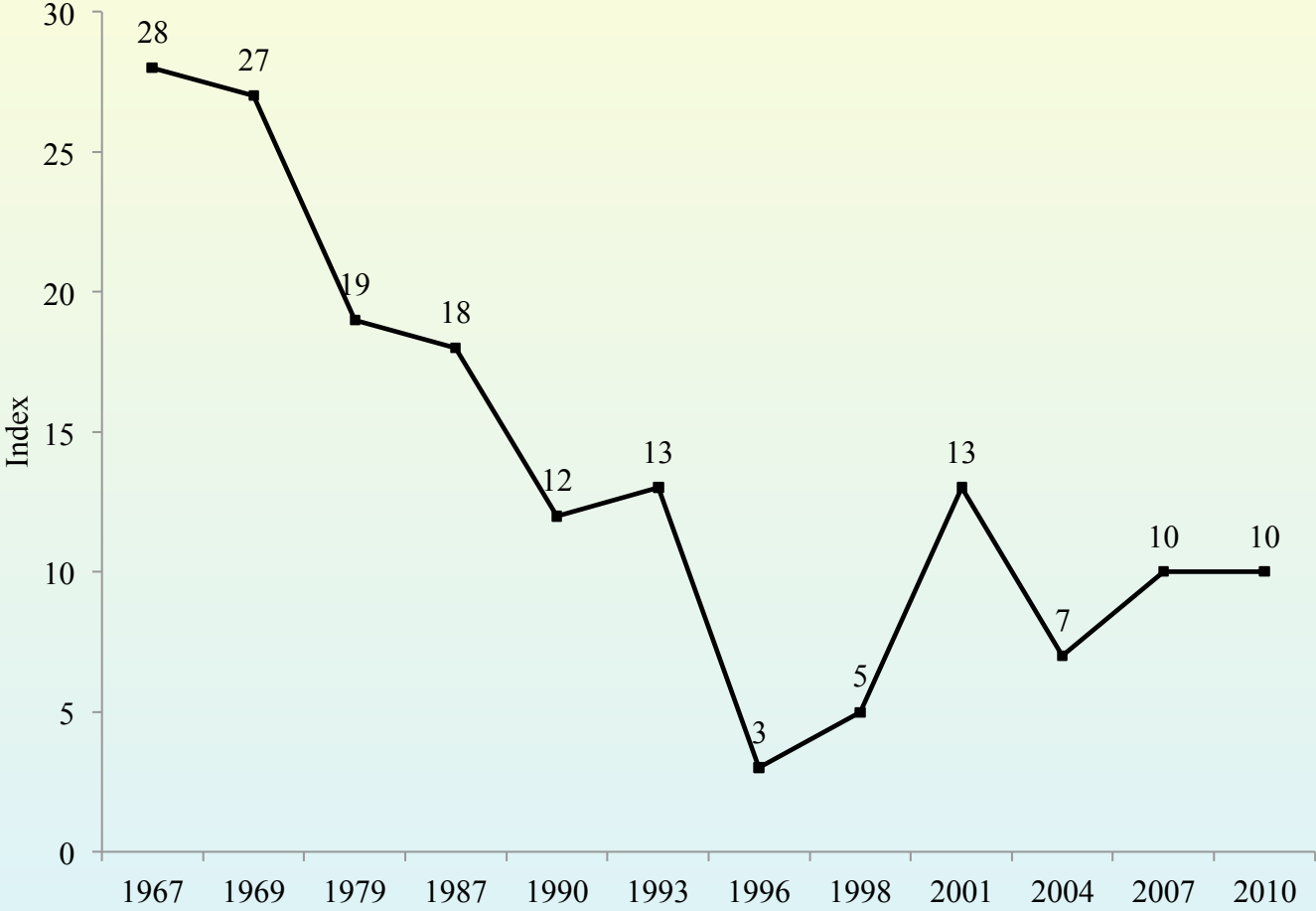
Generation and Minor and Non-Party Party Identifiers, 1967, 1987 and 2010



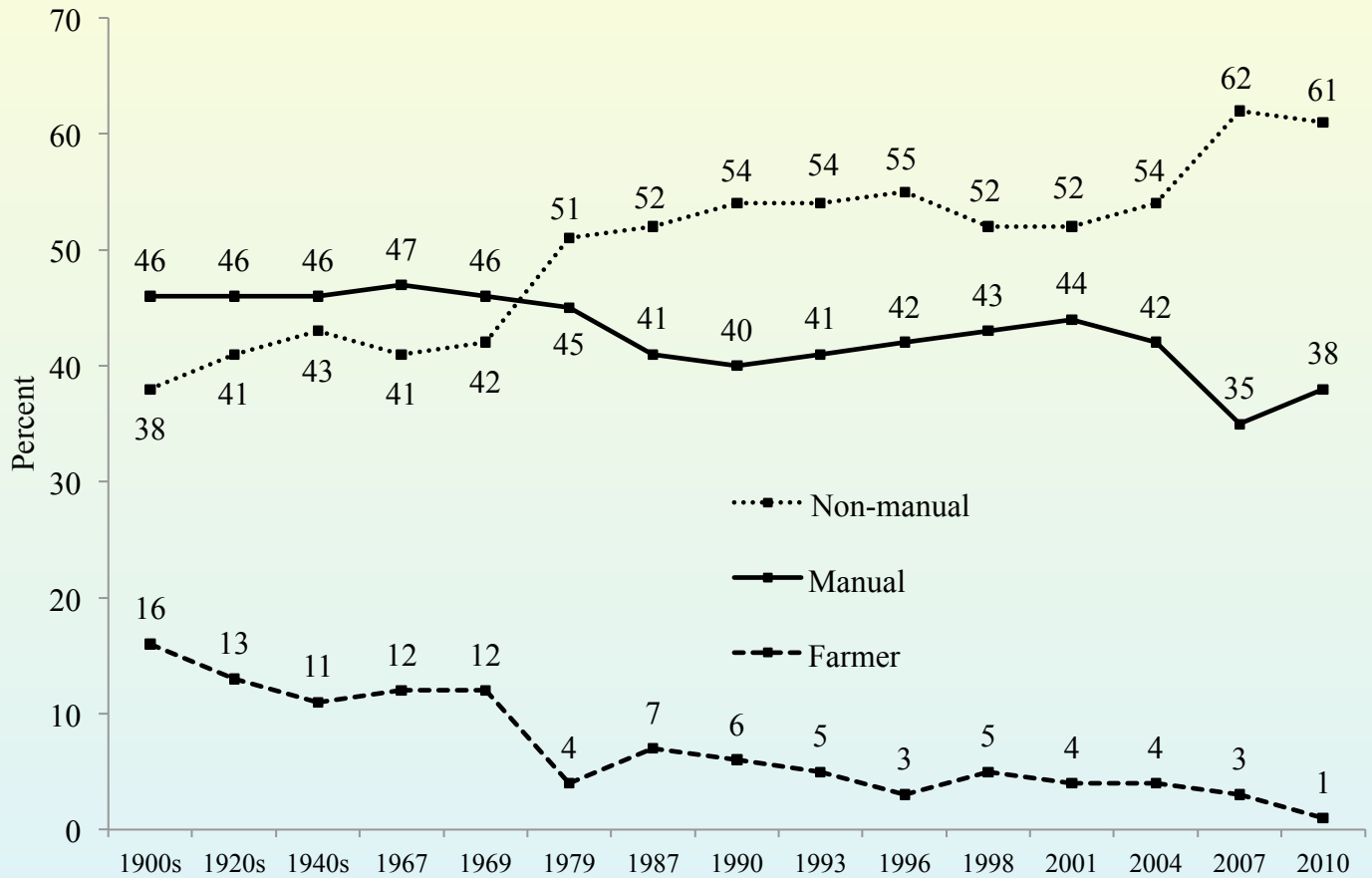
Class Voting in Different Generations, 1967, 1979 and 1987



Class Voting, 1967-2010



Class Composition of the Electorate, 1900s-2010

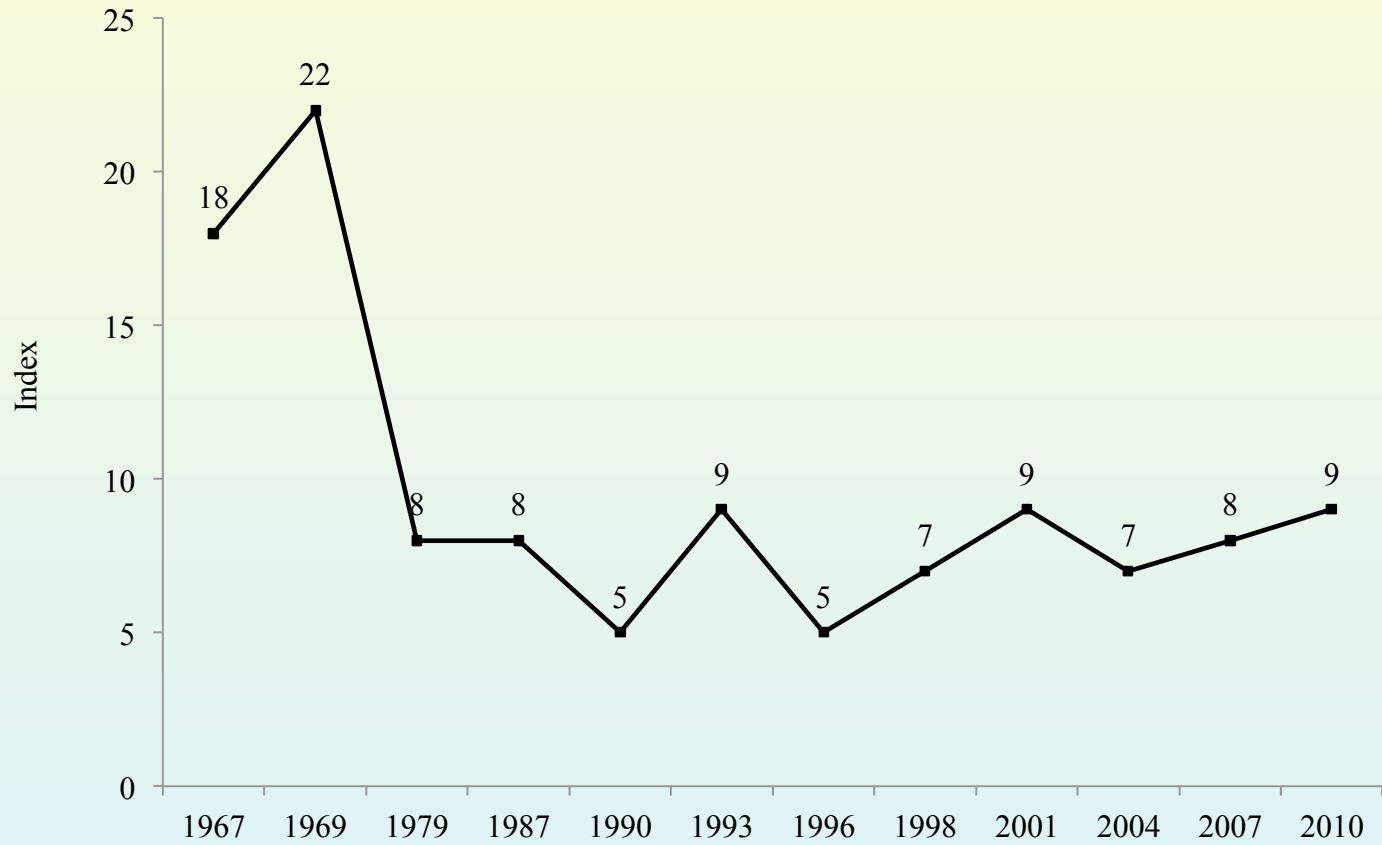


Dimensions of Class Structure, 2007

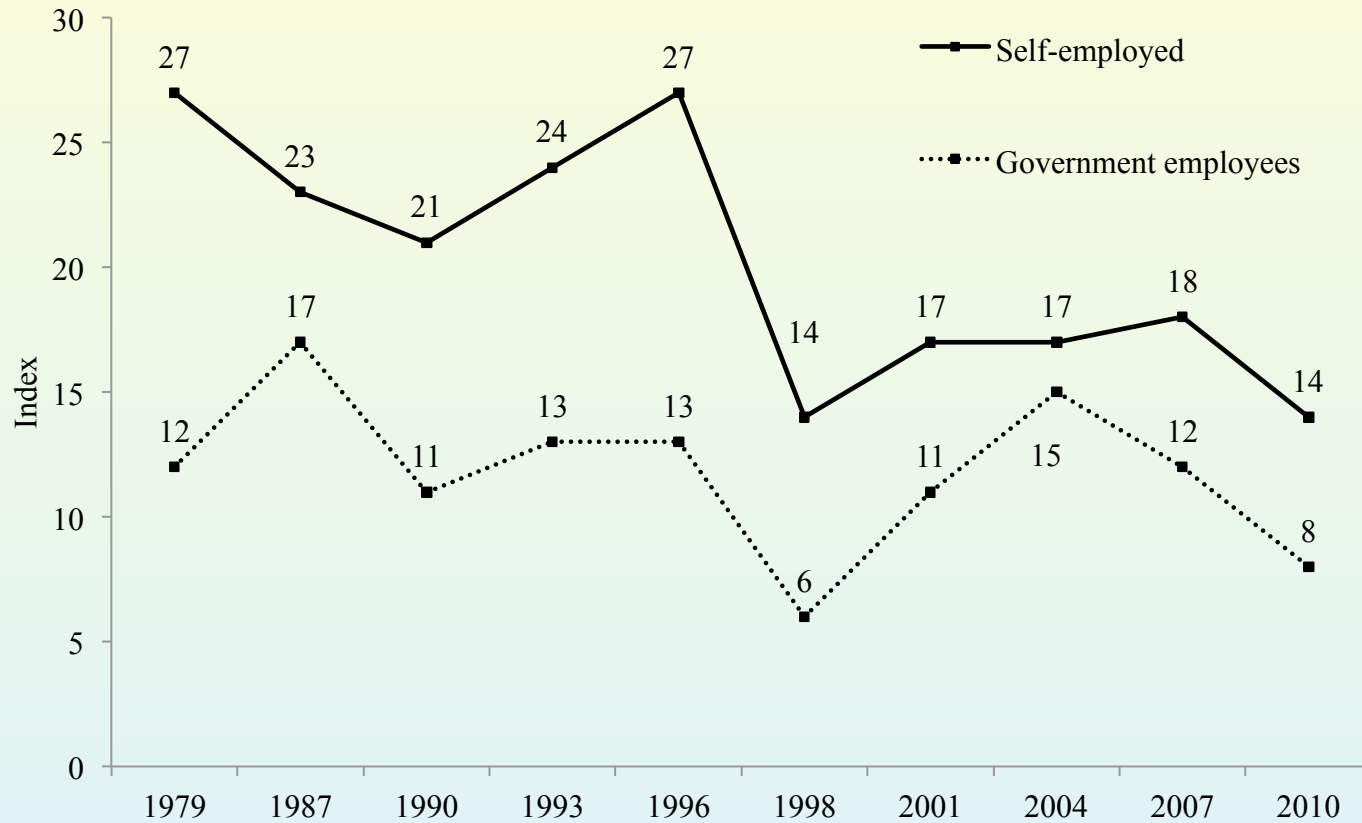
	Non-manual	Manual	(All)
<i>Command</i>			
Supervisors	67	49	(60)
'Obey'	33	51	(40)
Total	100	100	
(N)	(988)	(605)	
<i>Conflict</i>			
Self-employed	23	27	(24)
Employee	77	73	(76)
Total	100	100	
(N)	(1,004)	(627)	
<i>Sector</i>			
Government	27	16	(22)
Private	73	84	(78)
Total	100	100	
(N)	(1,004)	(627)	



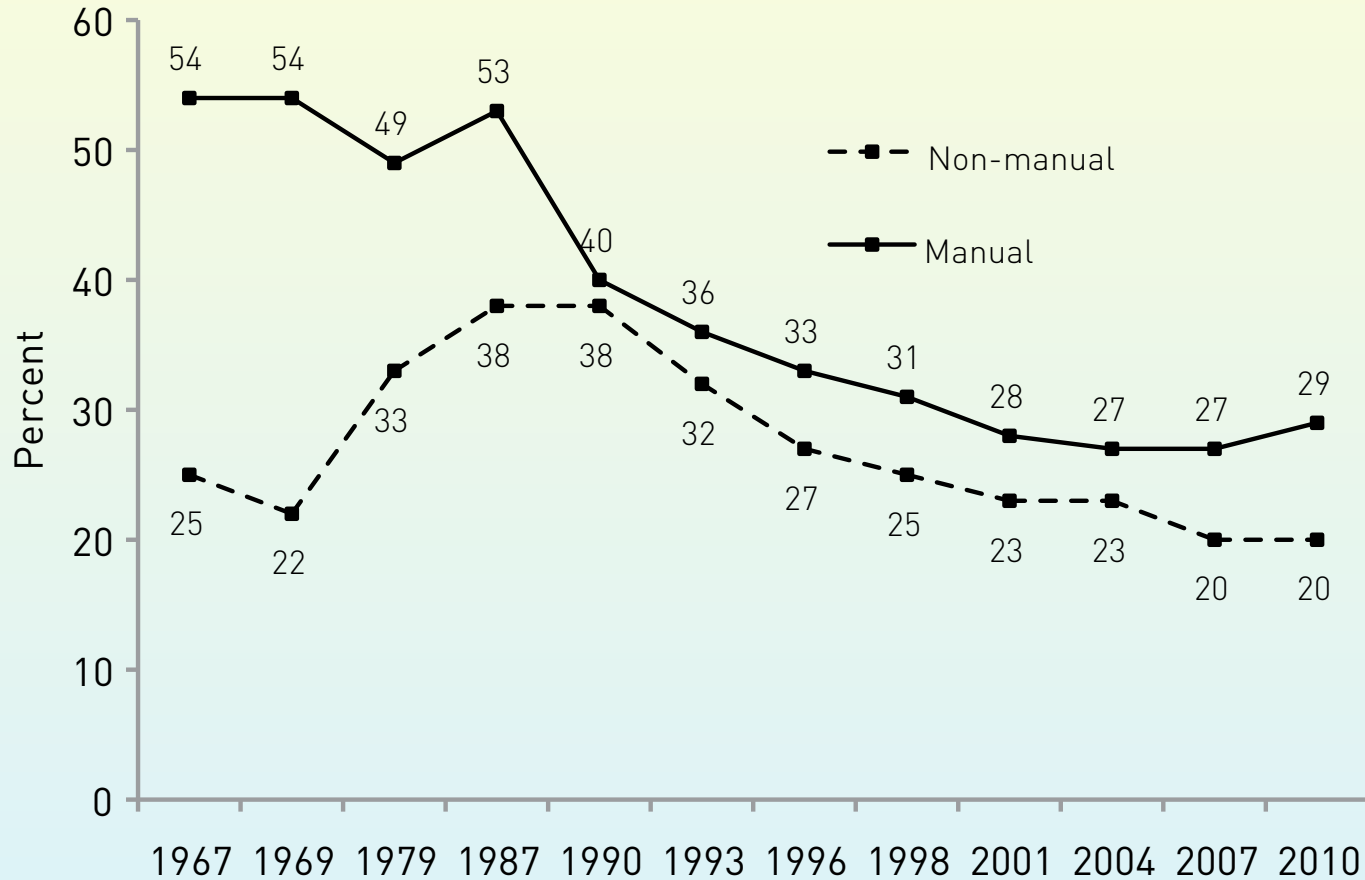
Voting Among Supervisors, 1967-2010



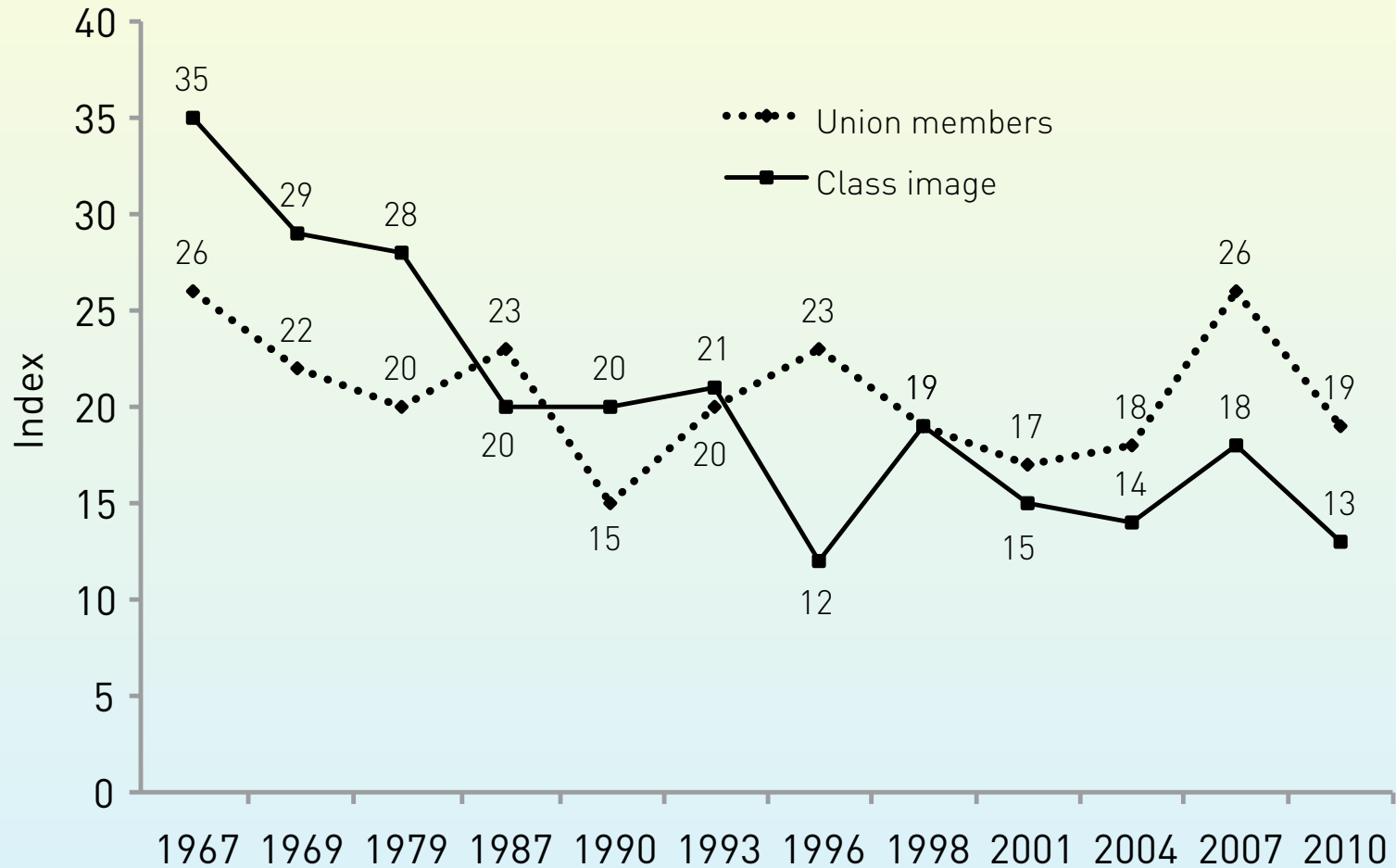
Conflict Aspects of Class and Voting, 1979-2010



Trade Union Membership, 1967-2010



Voting by Economic Interests, 1967-2010



Material Assets and the Vote

	Lab	LibNat	Green	Other
<i>Income</i>				
Top quintile	18	24	28	17
Fourth quintile	19	21	20	21
Third quintile	19	19	20	18
Second quintile	20	19	14	23
Bottom quintile	24	17	18	21
Total	100	100	100	100
(N)	(2,611)	(2,945)	(486)	(447)
<i>Housing</i>				
Own, outright	45	53	40	53
Own, buying	30	30	32	38
Rent, private	12	8	15	14
Rent, public	5	2	2	2
Other	8	7	11	13
Total	100	100	100	100
(N)	(2,798)	(3,204)	(524)	(476)
<i>Share ownership</i>				
No shares	61	48	55	54
Yes, owns 1	15	15	14	16
Yes, owns 2-5	16	22	18	19
Yes, owns 6-10	4	7	7	6
Yes, owns >10	4	8	6	5
Total	100	100	100	100
(N)	(2,815)	(3,233)	(522)	(480)



Impact of Class on Vote, 2007

	(Regression coefficients)		
	Model 1	Model 2	Model 3
<i>Occupational class</i>			
Non-manual worker	-.08**	-.01	-.01
Supervisor	-.08**	-.06*	-.04
Government employee	.09**	.03	.03
Self-employed	-.16**	-.12**	-.09**
<i>Class Interests</i>			
Union member	—	.22**	.20**
Middle class image	—	-.14**	-.13**
<i>Economic Assets</i>			
Family income	—	—	-.03
Own occupier	—	—	-.08**
Share owner	—	—	-.06*
Adj R-squared	.04	.10	.11



Who are the Labor Defectors?

Percent Labor voters	2007	2010	(2007-10 Change)	ANUpoll Sep 11
<i>Gender</i>				
Male	45	35	(-10)	27
Female	45	41	(-4)	25
<i>Age</i>				
18-24	49	31	(-18)	15
25-34	43	44	(+1)	27
35-44	47	37	(-10)	23
45-54	47	43	(-4)	29
55-64	44	39	(-5)	33
65+	42	32	(-10)	26
<i>Occupation</i>				
Non-manual	41	35	(-6)	
Manual	51	43	(-8)	
Supervisor	41	34	(-7)	
'Obey'	49	44	(-5)	
Self-employed	30	27	(-3)	
Employee	49	41	(-8)	
Union member	65	52	(-13)	
Non-union member	39	34	(-5)	
Middle class	36	32	(-4)	
Working class	54	45	(-9)	
Government employee	54	44	(-10)	
Private sector employee	42	36	(-6)	
<i>Qualifications</i>				
Tertiary education	44	36	(-8)	23
Post secondary	44	38	(-6)	27
No qualifications	46	40	(-6)	28
(Mean Labor vote)	(44)	(38)	(-6)	(26)

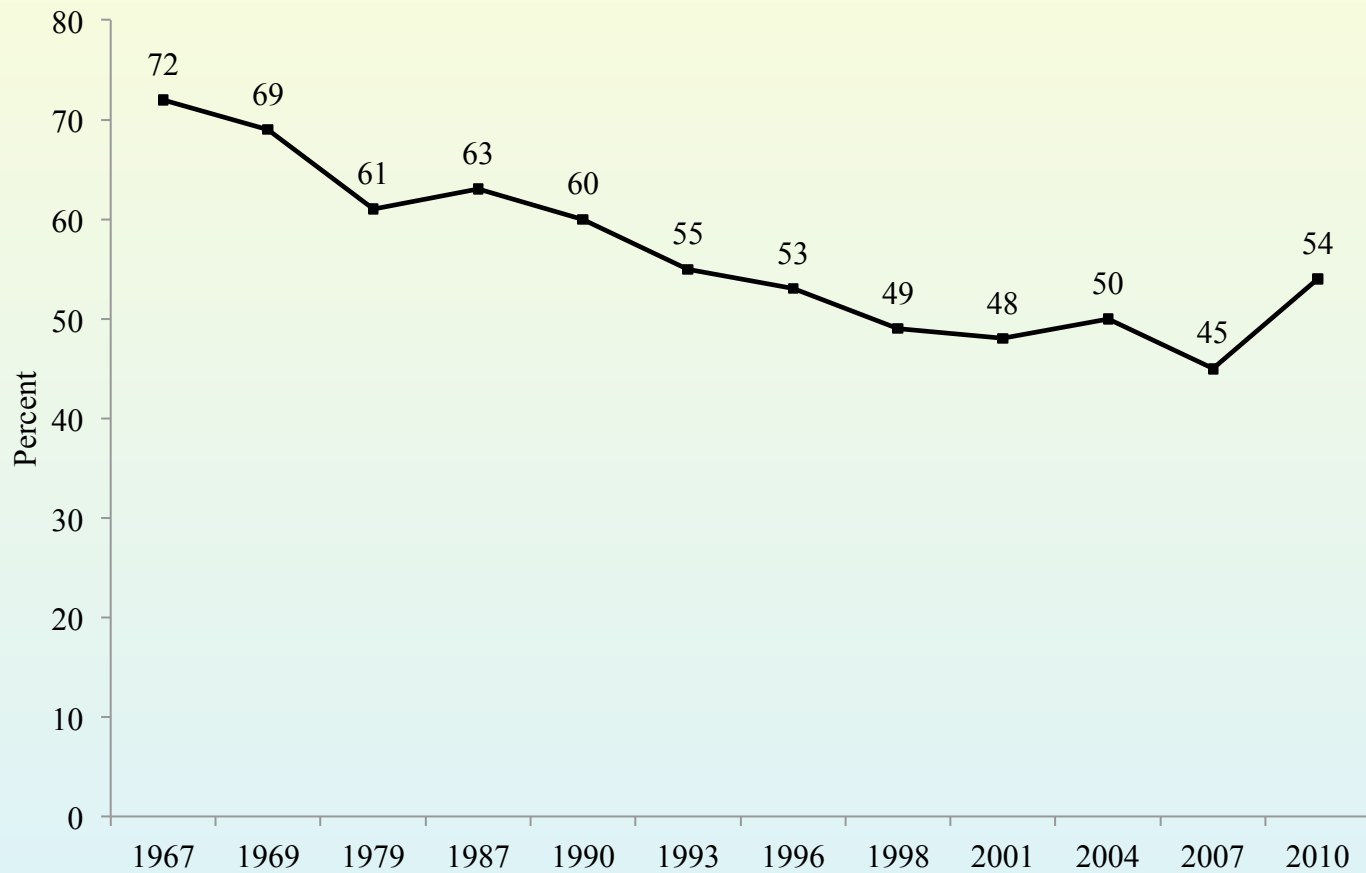


Conclusions

- Greater voter volatility
- Increased importance of leaders
- Delayed voting decision
- Increased importance of internet to convert young
- Parties' focus on narrow range of economic issues



Always Voted for Same Party, 1967-2010



Timing of the Voting Decision, 1987-2010

