

Queensland Election January 31, 2015

**Profile prepared by Australian
Development Strategies Pty Ltd**

This report has been prepared as an ADS educational and public relations exercise. It has not been designed as an advisory tool for business or politicians and we take no responsibility for those who use it for these purposes. It is one of a series of election profiles for Federal and State elections, going back to 1966, some of which are available on the ADS website at <http://www.elaborate.net.au>. We thank the late John Lockwood for his original work on Federal profiles, and also Dr Quentin Black for his work on state profiles, the Australian Bureau of Statistics as the source of original database material, Dr Otto Hellwig of MDS for the HES microsimulation modelling and Phil Henry of Business Geographics for research and mapping. The 2015 state election data was based on preliminary results available from public sources on February 1, 2015.

Summary

A week after the election on January 31, it is still unclear which of the two major parties will form a Government. The most likely outcome is a minority Labor Government supported by Independent Peter Wellington.

Labor candidates won an estimated 50.9 percent of the two party preferred (2PP) vote, but Labor appears likely to win only 44 out of the 89 seats. On the same state boundaries in 2009, Labor Premier Anna Bligh won a comfortable majority of 51 seats with 50 percent of the 2PP vote.

This failure in 2015 to translate a majority of the 2PP Labor vote into a majority of seats came about because Labor failed to win middle class and professional voters in aspirational marginal seats on the Gold Coast and in Brisbane.

The major driver of the swing against the LNP appears to have been the current high net dissatisfaction levels of LNP Leader Campbell Newman and Federal Coalition Leader Tony Abbott.

Campbell Newman's personal vote in his own seat of Ashgrove was minus 5.5 percent and this is consistent with the impact of a net dissatisfaction rating of minus 23 percent, which was recorded by Newspoll on January 29.

There were some signs of swings to Labor candidates in response to the campaign not to sell State assets, but these did not translate to swings against the LNP in marginal seats from middle class or professional voters and the primary architect of privatisation Tim Nicholls won the highest personal vote of any candidate in his own seat.

During the pre-campaign period and after the election date was announced, Federal Government decisions and speculation saw petrol taxes indexed, the cost of seeing a doctor increased, discussions about applying the GST to food and referral of level of the minimum wage to the Productivity Commission.

Demographic groups impacted by these announcements can be seen in the profiles, most notably in the seats dominated by young families with children surviving on minimum wages. Because these families tend to be found in safe Labor or safe rural LNP seats – where housing is more affordable – the swings against Tony Abbott by these groups did not help Labor win back enough marginal seats lost in 2009 or 2012.

A projection of the Queensland 2015 demographic alignments implies federal Labor would then be in the same position the Queensland State ALP currently finds itself: winning a majority of 2PP votes, but gaining only 50 percent of the seats on the floor of the House of Representatives.

Methodology

The analysis takes as its starting point the Elaborate database assembled by the principals of ADS over 40 years of demographic profiling of economic, social and political behaviour. Elaborate uses Census and modelled data, from a range of sources, including the Australian Bureau of Statistics, Labour Force Statistics, Household Expenditure Surveys, the Australian Taxation Office and Centrelink.

The database contains some 650 variables and includes a core of basic variables including Age, Income, Occupation, Industry, Home Ownership, Household Type, Mortgage and Rent, Travel to Work, Vehicles, Employment Status, Religion, Internet Use, Current Education, Education Level Attained, Field of Study, Qualifications, School fees, Language Spoken at Home, Family Type, Per Capita Income and spending, per capita Debt and Assets, as well as current Labour force Participation rates and Unemployment rates.

The primary units in the Database are SA1s, comprising about 220 households, which are small enough to provide a fine grained demographic picture of Australia, through 57,000 SA1s. Other units include polling booth catchments, postcodes, and state and federal electoral boundaries.

We use SPSS Statistical analysis to correlate this Elaborate database, with appropriate dependent variables, in this case, ALP 2PP 2006 to 2015 votes and 2012 to 2015 swing. The notional estimated 2PP vote has been used where ALP candidates were eliminated early, usually to elect an Independent, such as Peter Wellington in Nicklin. These correlations provide the basis of the stereotype tables and the correlation charts in the results section below. Because the LNP 2PP vote and the ALP 2PP vote sum to 100 percent, the profile for the ALP candidates multiplied by minus one becomes the LNP profile. A strong positive profile for Labor among transport workers for example, becomes an identical but negative profile for the LNP.

Relevant correlations are then processed in an SPSS package, to generate regression equations which use the demographic picture of vote and swing, to predict what level of vote and swing there should be in each state seat. The difference between the predicted and observed votes, the residual, is then calculated to infer a measure of the effectiveness of local campaigns and the personal vote of each candidate.

The regression equations have also been applied to our national database, to calculate the impact the Queensland 2015 political template would have had on all Australian Federal electorates. This last task was not straightforward, but we have been doing it with increasing success now for 40 years and we are developing more confidence in its relevance to actual outcomes, especially when the Queensland State ALP and LNP votes across seats were so strongly linked to Federal ALP and LNP votes across the same seats between 2007 and 2013.

Big groups like young parents, unskilled workers, retirees or managers tend to respond consistently across the country to election campaigns, irrespective of state boundaries. We have adjusted the predicted federal votes to take into account the personal votes of 2013 sitting MPs and any loss or gain of this personal vote at the 2013 election.

Stereotypes

Stereotype tables below show selected top positive and negative correlations between database variables and political variables in the analysis, with the means for each variable for Australia.

Each table is a brief snapshot of the party's typical voter. The Australian means enable the reader to gauge the significance of each variable in the stereotype. What we are looking for here is strong correlations with bigger groups.

Correlations are a descriptive tool only, and not necessarily analytical. But they tell you a lot about the parties' target voters in key seats and if they attract the votes of enough of them in key seats, they usually win the election.

With 89 pairs the correlation required for a 95 percent confidence level is greater than plus or minus 0.21; for 99 percent confidence the correlation required is greater than 0.27.

We are dealing here with 2PP votes and swings, so a negative correlation with the ALP 2PP vote or swing is equal to a positive correlation with the LNP 2PP vote or swing, and vice versa.

Where possible below we show the seats and their relevant vote on the left, the demographic and economic variables located disproportionately in these seats in the centre and some explanatory text on the right.



State Electorate	ALP 2PP 2015	Variables	Aust Means	ALP 2PP 2015
WOODRIDGE	77.40	ALP 2013 ALP 2PP	46.5	0.84
INALA	76.10	ALP 2010 2PP	50.1	0.75
BUNDAMBA	71.80	ALP 2007 2PP	52.7	0.75
IPSWICH	66.50	Other Lang at home	2.0	0.59
SOUTH BRISBANE	65.10	Transport	6.9	0.58
MULGRAVE	64.10	Renter via State	4.1	0.58
ROCKHAMPTON	64.10	Samoan speakers	0.2	0.57
WATERFORD	63.70	Fem Samoan speakers	0.2	0.56
YEERONGPILLY	63.60	Fem Other Lang at home	2.0	0.56
MORAYFIELD	62.70	Rent \$275-349	19.4	0.54
MACKAY	62.50	Pred Unem Nov13	5.6	0.52
NUDGEE	62.30	persons 35-44 Not Married	4.7	0.51
GLADSTONE	61.50	Fem 25-29 one kid	1.4	0.51
LOGAN	61.40	Mort \$1800-2399	20.2	0.50
CAIRNS	61.00	Fem No school Attended	0.9	0.50
SANDGATE	60.40	Fem Mormons	0.3	0.48
LYTTON	59.90	Fem Philippines	1.0	0.47
STAFFORD	59.80	Fiji	0.2	0.47
COOK	59.60	Fem Fiji	0.3	0.47
PINE RIVERS	58.20	Fem Public admin	6.8	0.47
ALGESTER	58.00	Mormons	0.3	0.46
SUNNYBANK	58.00	TAFE Students	2.2	0.45
IPSWICH WEST	57.80	Other Prot	0.3	0.45
MURRUMBA	57.80	Single Parent kids under 15	8.3	0.44
CAPALABA	57.30	persons 20-24 Married	0.5	0.44
REDCLIFFE	57.10	Fem Transport	2.4	0.44
KALLANGUR	57.00	Fem Aged 30-34	6.8	0.43
TOWNSVILLE	56.30	Philippines	0.6	0.43

Table 1. ALP 2015 2PP vote.

Here we see the safest 28 ALP seats in 2015 at far left. The seats are located along Queensland's coastal strip, stretching from the southern outskirts of Brisbane to the PNG border. There are however none of the seats held comfortably by the ALP in 2006 and 2009.

In the centre we see the demographic groups which dominated these 2015 seats. The ALP vote in 2013 was exceptionally close to the Federal Labor votes in 2013, 2010 and 2007.

Apart from these traditional Federal Labor voters, the biggest groups driving the Queensland ALP vote in 2015 were persons paying third quartile mortgages and rents, followed by single parents with young kids, female public servants, male and female transport workers, women aged 30-34 years and persons who were actively chasing jobs in latter part of 2013.

Public housing tenants, Polynesians and persons speaking languages other than English round out the safe ALP stereotype.

State Electorate	ALP 2PP 2015	Variables	Aust Means	ALP 2PP 2015
SOUTHERN DOWNS	30.80	Managers & Farmers	15.6	-0.71
SURFERS PARADISE	31.20	Worked at home	4.4	-0.70
CONDAMINE	32.60	Two Person Home	34.0	-0.61
WARREGO	36.60	Fully Owned Home	32.1	-0.61
NANANGO	36.70	Median age	37.00	-0.61
CALLIDE	36.80	persons 65-74 Married	6.2	-0.59
NOOSA	37.00	Fem fos Education	11.5	-0.56
BUDERIM	37.30	Fem Managers & Farmers	9.7	-0.56
HINCHINBROOK	38.30	Fem Anglican	17.9	-0.55
MERMAID BEACH	38.90	Fem Aged 65-69	4.3	-0.55
MUDGEERABA	39.40	Aged 60-64	5.6	-0.55
KAWANA	39.70	Anglican	16.3	-0.54
MAROOCHYDORE	40.50	Aged 65-69	4.3	-0.54
MOGGILL	41.20	Aged 70-74	3.2	-0.53
GYMPIE	41.40	Family no kids	37.8	-0.53
COOMERA	41.80	Per Cap Unincorp Assets	\$10,402	-0.52
CLAYFIELD	41.90	persons 55-64 Married	9.7	-0.52
NICKLIN	42.00	persons 75-84 Married	3.0	-0.51
BEAUDESERT	42.50	Fem 65-69 two kids	1.9	-0.50
GREGORY	42.50	Mort \$1-299	4.2	-0.50
TOOWOOMBA SOUTH	42.60	Fem Aged 60-64	5.6	-0.50
BURNETT	42.80	Fem Aged 55-59	6.1	-0.50
BROADWATER	43.40	Per Cap Bank Income	\$362	-0.50
INDOOROOPILLY	43.60	Fem Aged 50-54	6.8	-0.50
BURLEIGH	44.00	fos Agric & Environment	2.8	-0.49
CURRUMBIN	44.00	Fem 70-74 two kids	1.2	-0.49
CLEVELAND	44.60	persons 65-74 De Facto	0.3	-0.48
GAVEN	44.80	Fem fos Health	14.5	-0.47

Table 2. LNP 2PP Vote or negative ALP 2PP vote.

At far left are the safest LNP seats in 2015, dominated by the bush and the beach.

In the centre we see the aspirational middle class from the coastal seats and rural employers who tend to live in these seats.

The demographic stereotype is led by older Australians, empty nesters, living and working from their own home, which they own outright.

We see Anglicans, the dominant rural religion for farmers managing their own property after studying agriculture, and women whose field of study includes Health.

These Australians are in their fifties and transitioning to retirement or have already retired, with relatively low unincorporated assets, some of which they have put in the bank for a pretty ordinary rate of return.

State Electorate	ALP 2PP 2015 minus 2006	Variables	Aust Means	ALP 2015 minus 2006
MARYBOROUGH	32.9	Rent \$150-199	8.8	0.33
NICKLIN	28.5	Mort \$600-799	4.2	0.33
NANANGO	19.8	Separate House Bedrooms 3	36.9	0.31
GLADSTONE	13.5	Pred Unem Nov13	5.6	0.31
GYMPIE	13.4	Rent \$200-224	6.1	0.31
WARREGO	9.3	Other Prot	0.3	0.31
CALLIDE	7.1	Year 8 Graduates	5.7	0.30
DALRYMPLE	5.4	Mort \$1000-1399	14.1	0.30
GREGORY	4.5	No Internet	19.7	0.30
MULGRAVE	4.3	Commute NS	1.5	0.30
MIRANI	4.2	Fem Year 8 Graduates	6.1	0.30
TOOWOOMBA SOUTH	3.9	Mort \$800-999	5.4	0.30
BUNDABERG	3.3	Disability Support	5.6	0.29
CAIRNS	3.0	Fem Certificate 1&2	3.0	0.29
MORAYFIELD	2.1	Separate House Bedrooms 2	7.4	0.29
CONDAMINE	1.2	Rent \$100-149	7.1	0.29
SOUTHERN DOWNS	1.2	Pred Unem Aug13	5.6	0.29
REDCLIFFE	1.1	Fam \$300-399	1.6	0.29
YEERONGPILLY	0.7	Fem 20-24 two kids	0.3	0.29
WOODRIDGE	0.2	Certificate 1&2	1.5	0.29
BURNETT	0.2	Pred Unem Feb13	5.7	0.28
BARRON RIVER	0.1	Rent \$225-274	11.7	0.28
INALA	0.1	Separate House Bedrooms NS	1.2	0.28
WHITSUNDAY	-0.7	Rent \$75-79	4.5	0.28
MOGGILL	-0.9	Fem 20-24 three kids	0.1	0.28
CALOUNDRA	-1.0	Fem Jehovahs Wit	0.4	0.28
MAROOCHYDORE	-1.2	Utilities	1.6	0.27
GLASS HOUSE	-1.4	Mort \$300-449	2.4	0.27

Table 3. 2PP Swing to ALP or against LNP.

At far left the seats trending to Labor between 2006 and 2015 were overwhelmingly in the coastal provincial cities or the bush, with a handful in strong working class areas to the south of Brisbane.

The voters living in these seats are shown in the centre of this page and the biggest groups include those paying relatively low rents and mortgages on a two or three bedroom house with no internet connection. Housing costs this low would be either in blue collar suburbs or the bush and in both centres, many older persons would have left school at the end of Year 8. Some of these would be drawing either a disability pension or unemployment benefit.

The younger blue collar families with three kids would often have parents with a certificate 1&2 and some of these dads would be working for a Utility in a semi-skilled job and strongly opposed to their privatisation.

State Electorate	ALP 2PP 2015 minus 2006	Variables	Aust Means	ALP 2015 minus 2012
COOMERA	-16.5	Rent \$450-549	7.2	-0.36
ALBERT	-15.5	Median weekly rent	\$285	-0.34
BURLEIGH	-14.8	Rent \$550-649	3.0	-0.34
MUDGEERABA	-13.4	Semi Detached Bedrooms 3	4.4	-0.33
BROADWATER	-13.3	Rent \$350-449	18.1	-0.33
EVERTON	-12.8	Semi Detached total	9.9	-0.32
MOUNT ISA	-12.5	Real Estate	1.5	-0.31
MOUNT OMMANEY	-12.4	Per Cap Credit Card Debts	\$965	-0.31
THURINGOWA	-10.8	Mort \$3000-3999	9.6	-0.30
FERNY GROVE	-10.7	Median mortgage	\$1,800	-0.30
BRISBANE CENTRAL	-10.0	Rent \$650 plus	3.7	-0.30
SOUTHPORT	-10.0	Education Spend Ind	\$93,684	-0.29
BULIMBA	-9.9	Fem South Africa	0.7	-0.29
ALGESTER	-9.8	Fem Arts & recreation	1.5	-0.28
HINCHINBROOK	-9.7	Egypt	0.2	-0.28
LOGAN	-9.7	fos Management/Commerce	13.9	-0.28
MANSFIELD	-9.4	Secondary Ind Students	1.2	-0.28
TOOWOOMBA NORTH	-9.3	Mort \$2400-2999	11.2	-0.28
INDOOROPILLY	-9.1	Semi Detached Bedrooms 4	0.7	-0.28
STRETTON	-8.7	South Africa	0.7	-0.28
GAVEN	-8.4	Fem Real Estate	1.7	-0.27
CLAYFIELD	-8.4	Total Ind Students	2.2	-0.27
MERMAID BEACH	-8.3	Salespersons	6.7	-0.27
ASPLEY	-8.2	Broadband	69.9	-0.27
MUNDINGBURRA	-8.2	Arts & recreation	1.5	-0.27
KAWANA	-7.7	Fem Finance	4.3	-0.27
REDLANDS	-7.6	School Fees Ind P-12	\$10,258	-0.27
CAPALABA	-7.5	Per Cap Unincorp Income	\$1,501	-0.26

Table 4. Swing towards LNP or against the ALP.

The state seats at far left drifted quite strongly from the ALP between 2006 and 2012 failed to swing back to the ALP in 2015.

The seats are an interesting combination of coastal retirement seats in south east Qld, some outer urban seats like Everton and Mount Ommaney and inner urban seats like Bulimba, Clayfield and Brisbane Central.

Groups living in these seats include a broad range of upwardly mobile groups such as South African migrants, who are typically parents of children in Independent schools, salespersons working in Real Estate, men and women who have studied Management and Commerce and who are working in Finance or Arts and Recreation.

Their homes have 3 and 4 bedrooms, are connected to broadband and carry a high mortgage or weekly rent.

State Electorate	Sitting MP	Sitting MP Party	ALP 2PP 2015	Pred Qld ALP 2PP 2015	ALP v LNP Personal Vote scores
MACKAY	MULHERIN, Tim	ALP	62.50	53.02	9.48
MULGRAVE	PITT, Curtis	ALP	64.10	56.09	8.01
CALOUNDRA	MCARDLE, Mark	LNP	47.10	39.76	7.34
MIRANI	MALONE, Ted	LNP	55.40	48.26	7.14
YEERONGPILLY	JUDGE, Carl	LNP	63.60	56.67	6.93
SOUTH BRISBANE	TRAD, Jackie	ALP	65.10	58.80	6.30
WHITSUNDAY	COSTIGAN, Jason	LNP	49.80	43.97	5.83
ASHGROVE	NEWMAN, Campbell	LNP	54.10	48.56	5.54
WARREGO	HOBBS, Howard	LNP	36.60	31.69	4.91
ALGESTER	SHORTEN, Anthony	LNP	58.00	62.25	-4.25
HINCHINBROOK	CRIPPS, Andrew	LNP	38.30	43.05	-4.75
GAVEN	DOUGLAS, Alex	LNP/Ind	44.80	49.88	-5.08
KALLANGUR	RUTHENBERG, Trevor	LNP	57.00	62.48	-5.48
INDOOROPILLY	EMERSON, Scott	LNP	43.60	49.13	-5.53
SURFERS PARADISE	LANGBROEK, John-Paul	LNP	31.20	36.88	-5.68
LOCKYER	RICKUSS, Ian	LNP	45.00	51.42	-6.42
MAROOCHYDORE	SIMPSON, Fiona	LNP	40.50	47.57	-7.07
CLAYFIELD	NICHOLLS, Tim	LNP	41.90	53.43	-11.53

Table 5. ALP vs LNP Personal Vote scores. The demographic model used to interpret and project the Queensland State 2PP vote for 2015 explained some 84 percent of the variation in votes across all 89 seats.

The standard error of estimate was a little under four percent which means any variation in the predicted figure greater than plus or minus eight percent was a significant deviation from what we would expect.

Table 5 Comment:

Over 40 years of constructing and interpreting this figure we expect to see competent campaigns by popular Labor MPs produce a personal vote score of about five percent, which means the MP pulled the Labor vote up five percent.

A similar sound score for a sitting Coalition MP would be about minus five percent, meaning he or she pulled the ALP vote down by five percent and the LNP vote up by five percent.

The top scores here feature the successor to Tim Mulherin in Mackay Julieanne Gilbert, Curtis Pitt in Mulgrave and Jacki Trade in South Brisbane. Campbell Newman here lost 5.5 percent of the predicted vote for the LNP in Ashgrove relative to the ALP candidate Kate Jones. This minus five percent is consistent with Newman's net dissatisfaction ratings of up to minus 30 percent in the final weeks of the campaign.

The best performing candidate for the LNP was the architect of utilities privatisation Tim Nicholls in Clayfield, followed by Fiona Simpson in Maroochydore.

State Electorate	ALP 2PP Redist 2006	ALP 2PP 2009	ALP 2PP 2012	ALP 2PP 2015	ALP 2PP 2015 minus 2006
WOODRIDGE	77.2	76.1	55.8	77.4	0.2
INALA	76.0	71.6	56.9	76.1	0.1
BUNDAMBA	75.2	71.0	51.8	71.8	-3.4
IPSWICH	71.4	66.3	45.8	66.5	-4.9
LOGAN	71.1	64.4	45.2	61.4	-9.7
ROCKHAMPTON	69.9	68.1	54.0	64.1	-5.8
SOUTH BRISBANE	68.4	65.1	54.7	65.1	-3.3
NUDGEE	68.2	64.1	46.9	62.3	-5.9
ALGESTER	67.8	59.1	40.9	58.0	-9.8
MACKAY	67.3	66.9	50.5	62.5	-4.8
GREGORY	38.0	34.3	24.5	42.5	4.5
SURFERS PARADISE	37.9	33.4	20.5	31.2	-6.7
CONDAMINE	31.4	24.1	23.2	32.6	1.2
CALLIDE	29.7	30.1	25.5	36.8	7.1
SOUTHERN DOWNS	29.6	28.7	19.6	30.8	1.2
GYMPIE	28.0	22.9	24.0	41.4	13.4
WARREGO	27.3	25.7	21.9	36.6	9.3
MARYBOROUGH	19.5	26.2	30.8	52.4	32.9
NANANGO	16.9	15.2	25.3	36.7	19.8
NICKLIN	13.5	15.1	23.5	42.0	28.5

Table 6. Drift in votes between 2006 and 2015.

The drift in votes between 2006 and 2015 shows both the ALP and the LNP have been losing some of their strongest party supporters between 2006 and 2015.

We see here the top ten seats for the ALP in 2006 and the top ten seats for the LNP which was then the National Party and Liberal Party.

Of the top ten ALP seats in 2006, two have returned to the 2006 levels in 2015, while eight are still well below these levels. The Labor party has clearly failed to regain some of its strongest demographics from 2006.

Of the top ten non-ALP seats in 2006, the LNP has gone backwards in all but one.

Admittedly there are distortions caused by the notional distribution of preferences in seats such as Nicklin and Maryborough, but it is clear that the LNP is losing part of its National Party rump to the ALP, typically via the minor party preferences.

STATE	ALP 2013 2PP vote	ALP 2015 Qld Projected 2PP vote	ALP 2015 2PP vote minus 2013 vote		STATE	ALP 2013 Reps Seats	ALP 2015 Qld Proj Seats	ALP 2015 seats minus 2013	Total Aust Seats
NSW	46.7	52.8	6.1		NSW	18	25	7	48
Vic	50.2	50.7	0.5		Vic	19	17	-2	37
Qld	43	50.8	7.8		Qld	6	17	11	30
WA	41.7	48.4	6.7		WA	3	7	4	15
SA	47.6	45.4	-2.2		SA	5	4	-1	11
Tas	51.2	50.7	-0.5		Tas	1	1	0	5
ACT	59.9	67.1	7.2		ACT	2	2	0	2
NT	49.7	70.8	21.1		NT	1	2	1	2
Total	46.5	51.3	4.8		Total	55	75	20	150

Table 7. Federal Projections of the Queensland State vote. The demographic model derived from the Queensland State ALP vote was applied to all Federal seats across Australia.

In 2013 Queensland ALP Federal candidates polled 43 percent of the vote, about 7.9 percent less than the 50.9 percent polled by Queensland State ALP candidates on January 31. In Table 7 at top left we see this margin in column four. In the top right of Table 7 we see that this increased vote produced an additional 11 Federal seats for the ALP in Queensland.

The Queensland demographic template produced similar big swings in New South Wales, gaining the ALP seven seats, and in West Australia, gaining the ALP another four seats. The demographic supporting the ALP in Queensland in 2015 did not produce any additional seats for the ALP in South Australia or Victoria and it could lose between one and three depending on personal votes for sitting ALP Members. In these two states, the Queensland demographic template tended to bottle up big Labor majorities in safe seats, but erode the position of the sitting Labor candidates in more middle class, aspirational seats, such as those on the Gold Coast, which Labor failed to regain in 2015.

The detailed predictions for each federal seat are included in the on line appendices to this report.

Correlation charts

The correlation charts below show the strength of the relationship between votes and the Elaborate Database, for most of the 650 variables, presented in various categories, starting with Current Education.

Correlation charts should be read the same way as the worm debating chart – the zero line is neutral and the score heightens as the correlation increases its distance above or below the zero line. Correlations above the line indicate a positive relationship and correlations below the line show a negative relationship.

The significance levels vary according to the number of pairs and we would advise the reader not to get too excited about any correlations below plus or minus .21. Any correlation for a large group above plus or minus 0.27 has only a one percent chance of being a statistical fluke, so these are worth a closer look.

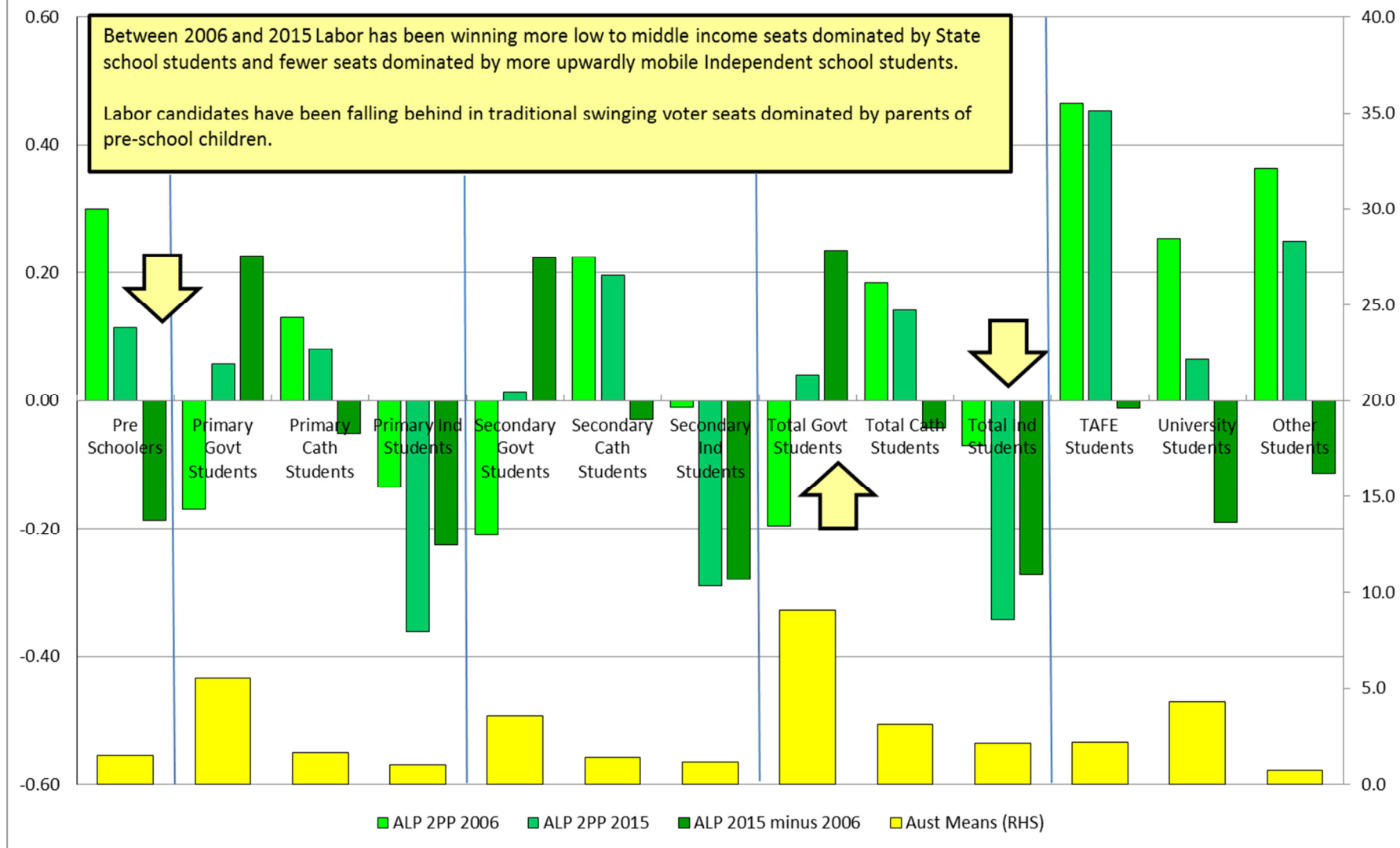
The reader should be cautious about high correlations from variables with a very low mean, from the more esoteric religions, or unusual countries of birth or languages spoken at home. This is an arbitrary call, but, if it's less than about half of one percent of the population, it's usually pretty meaningless. **In summary, we are looking in the charts for longer vertical bars or trend lines, above or below 0.21, consistent patterns across each chart and big population numbers.**

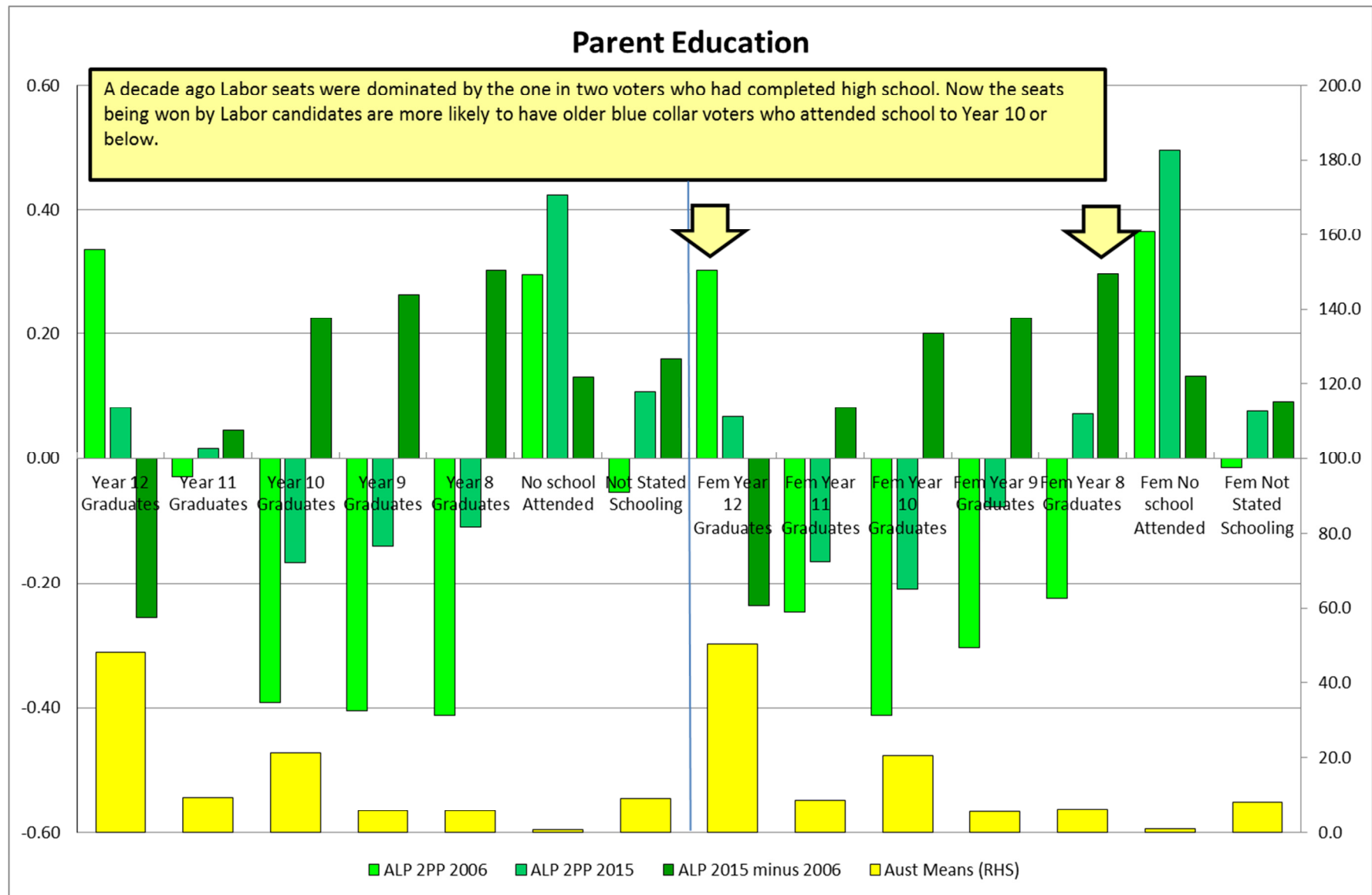
The descriptive information for each chart will tend to be found in the explanatory boxes within the charts themselves.

If the stereotype tables are snapshots, the following charts can be seen as small pictures, which can then be combined to make up a fine-grained demographic portrait of each political variable under scrutiny. We emphasize that we're looking here at what happened to the actual votes, in terms of who lived in what area, we're not looking survey results from an opinion poll. So causality has to be inferred or measured in other ways.

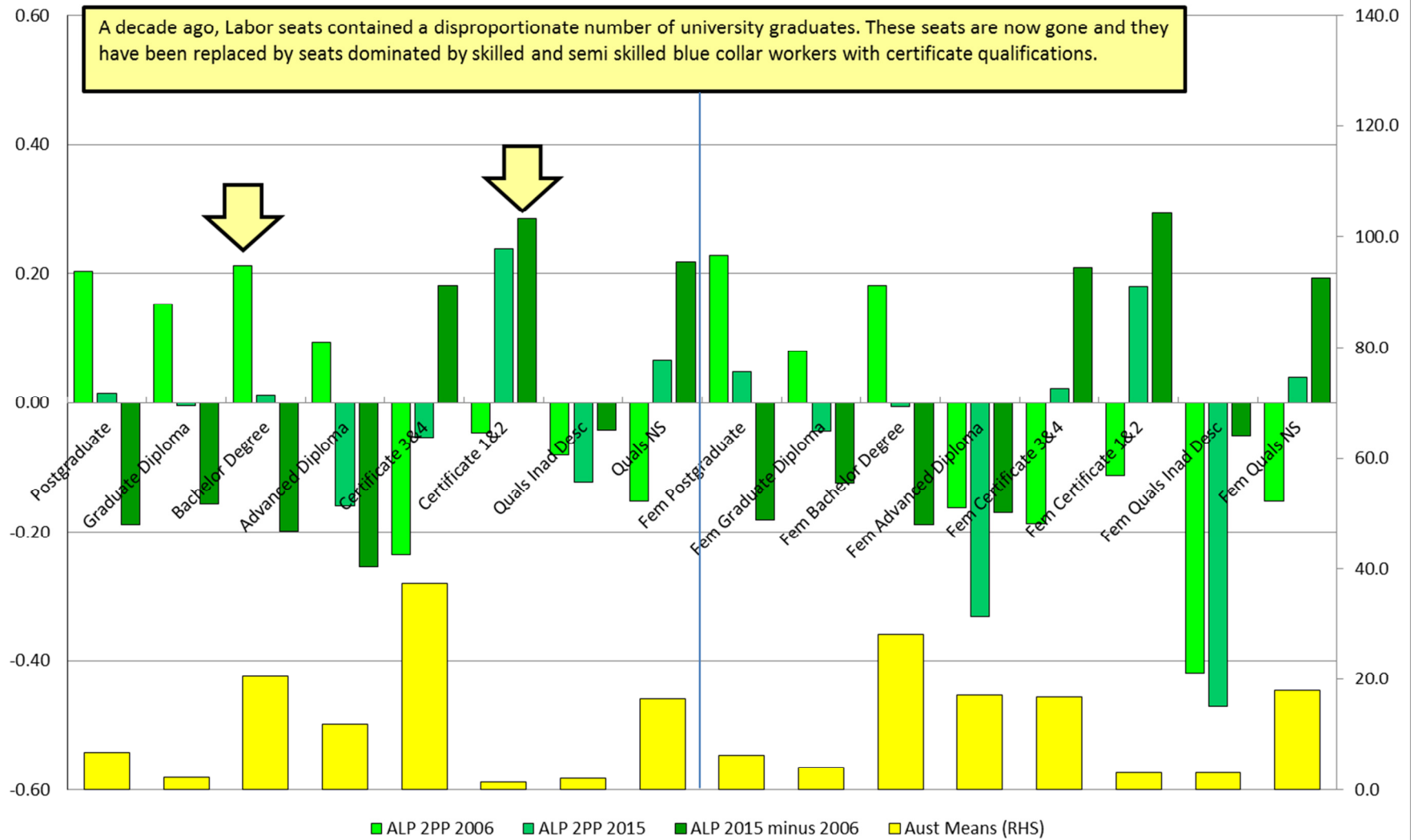
But at least we know we're dealing with the total population rather than a sample, and we are able to break it up into credible and reasonably objective units for preliminary analysis and subsequent attitudinal research.

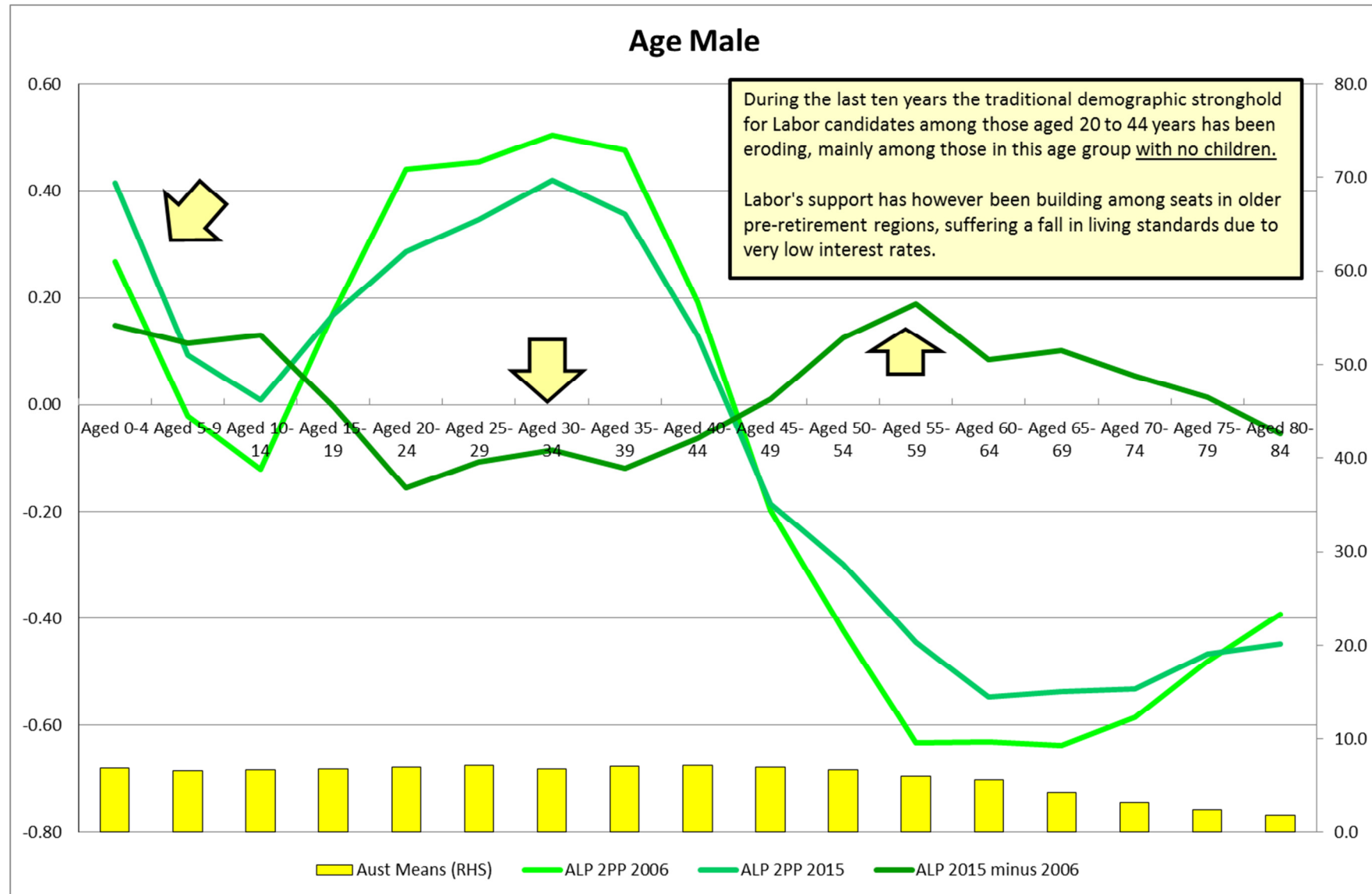
Current Education

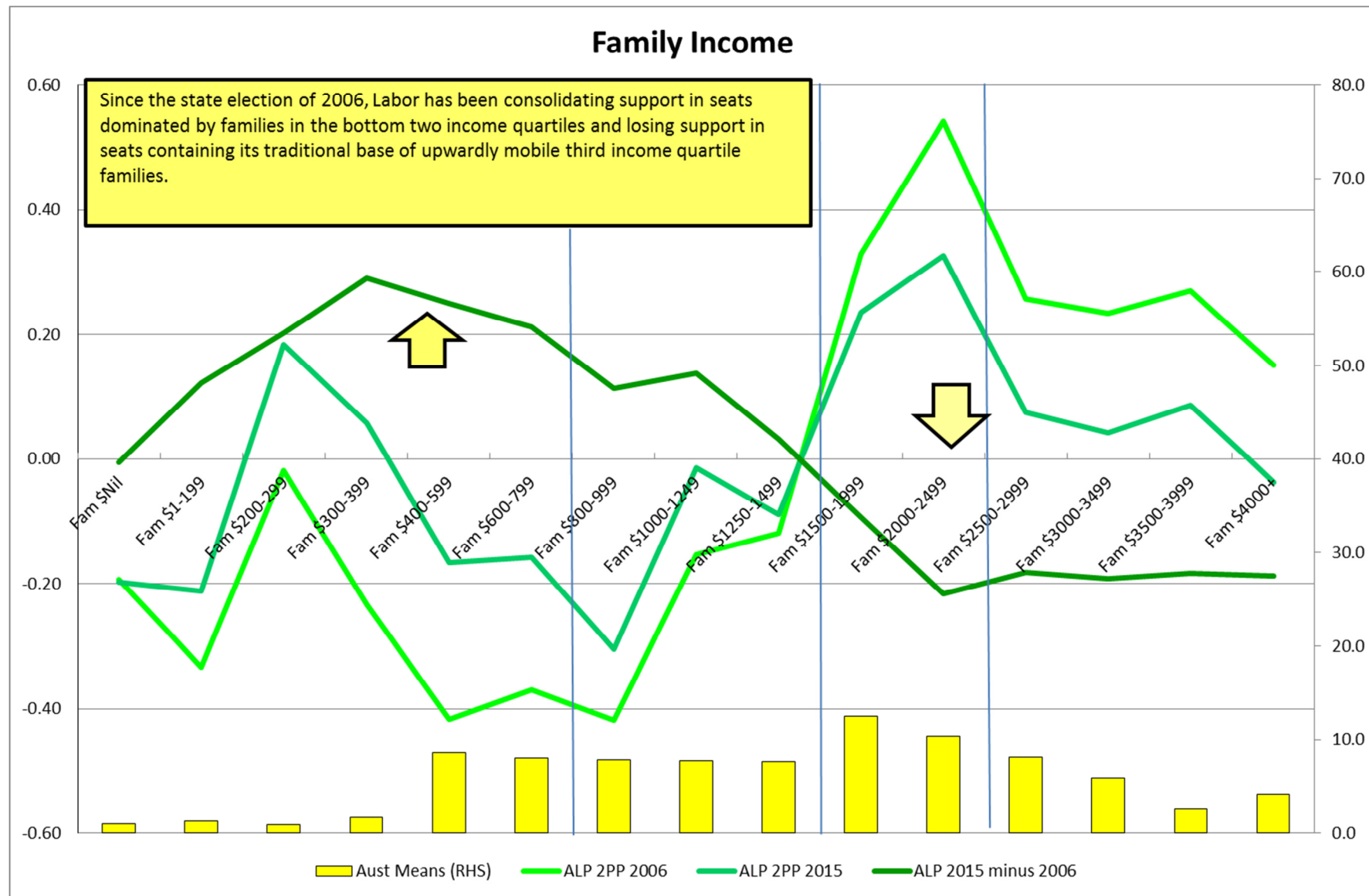


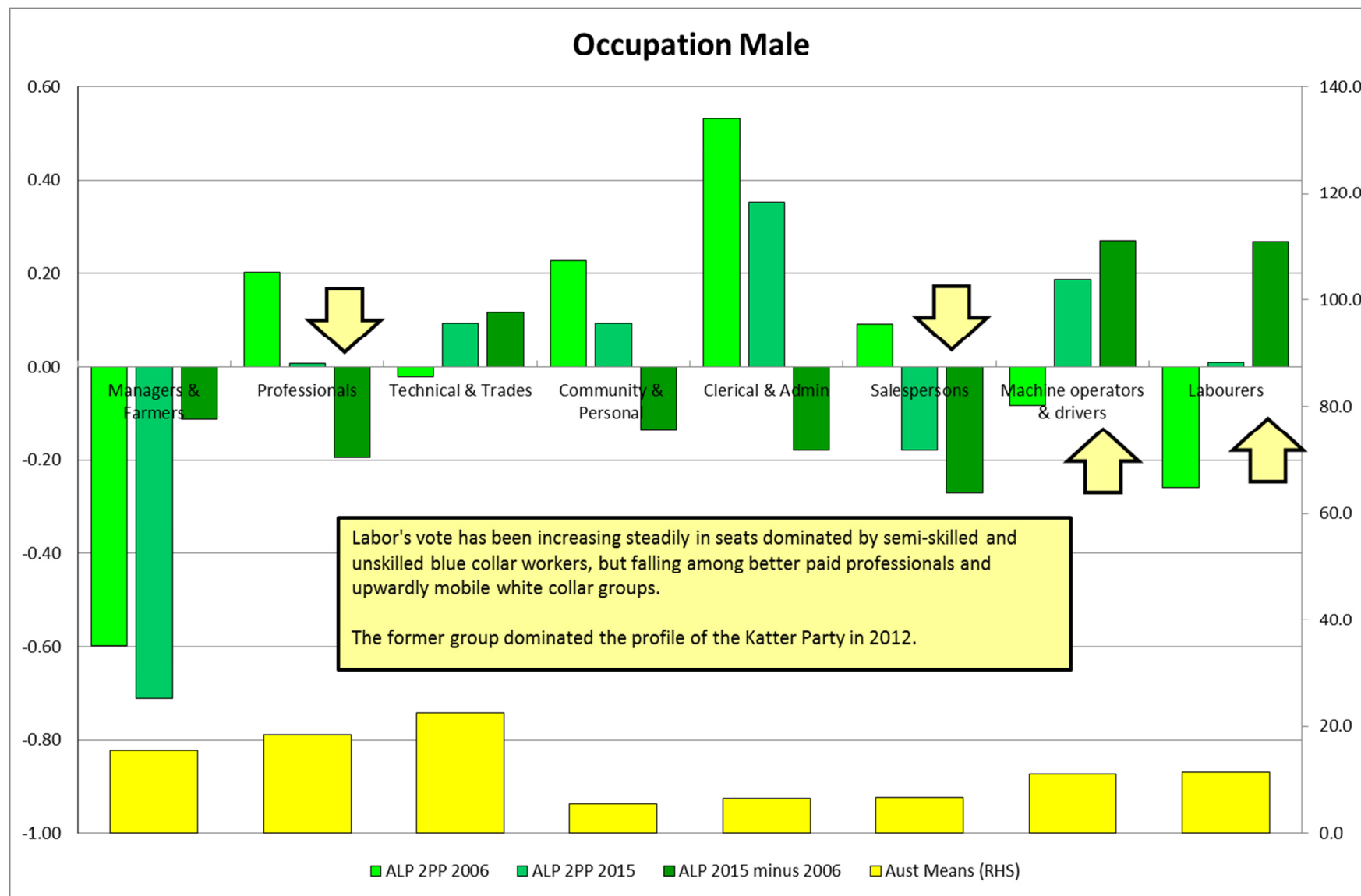


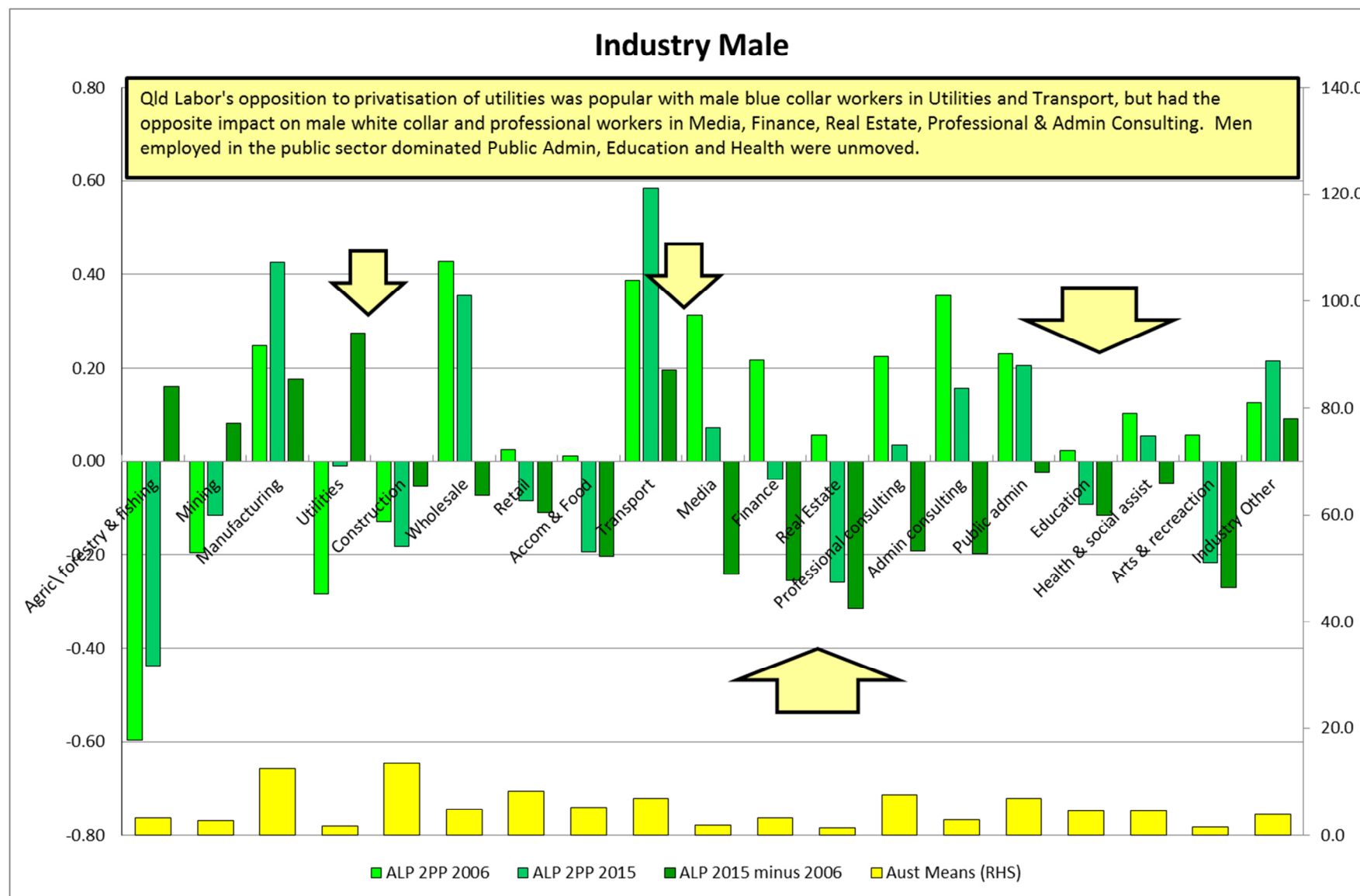
Qualifications: Male & Female



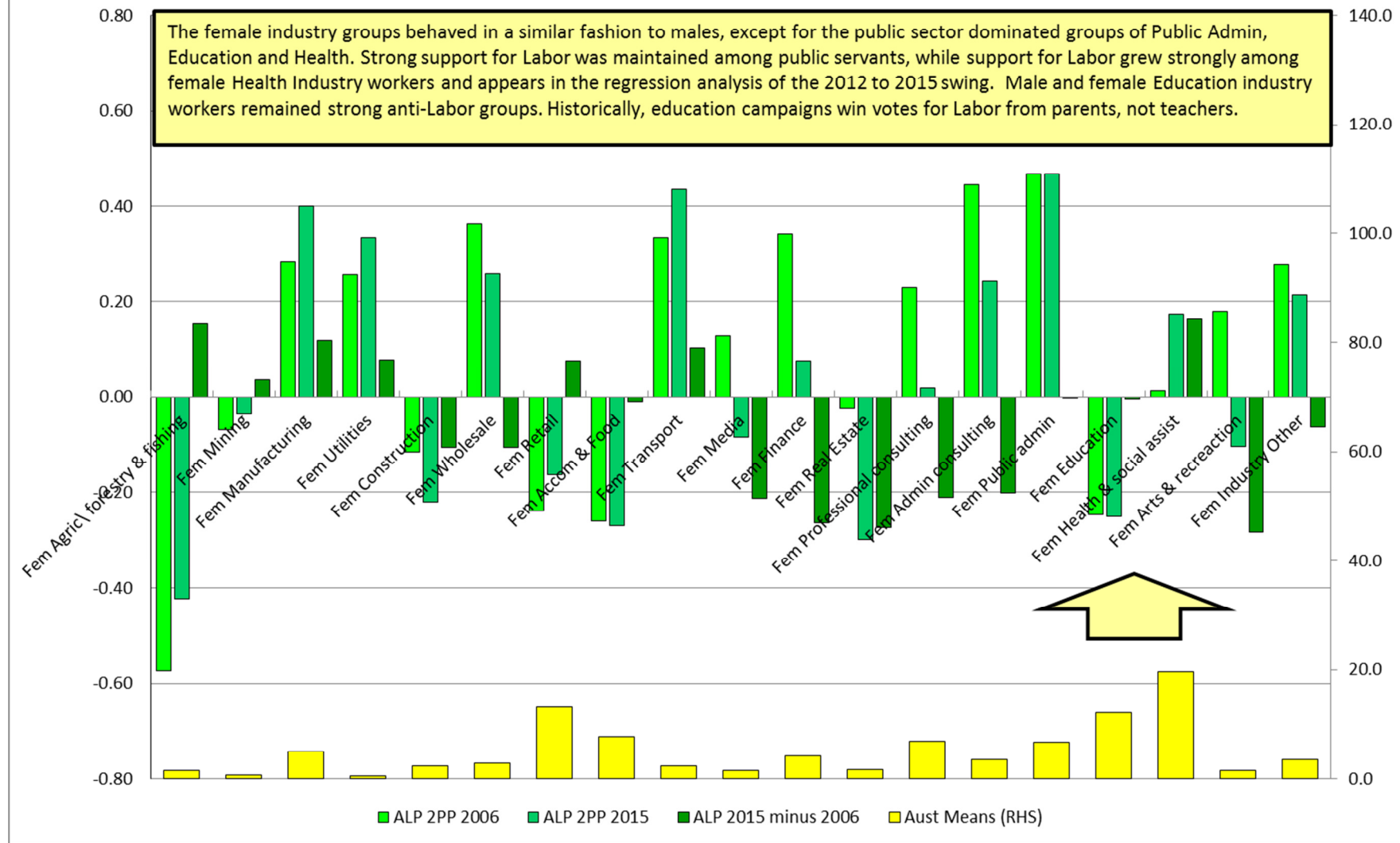




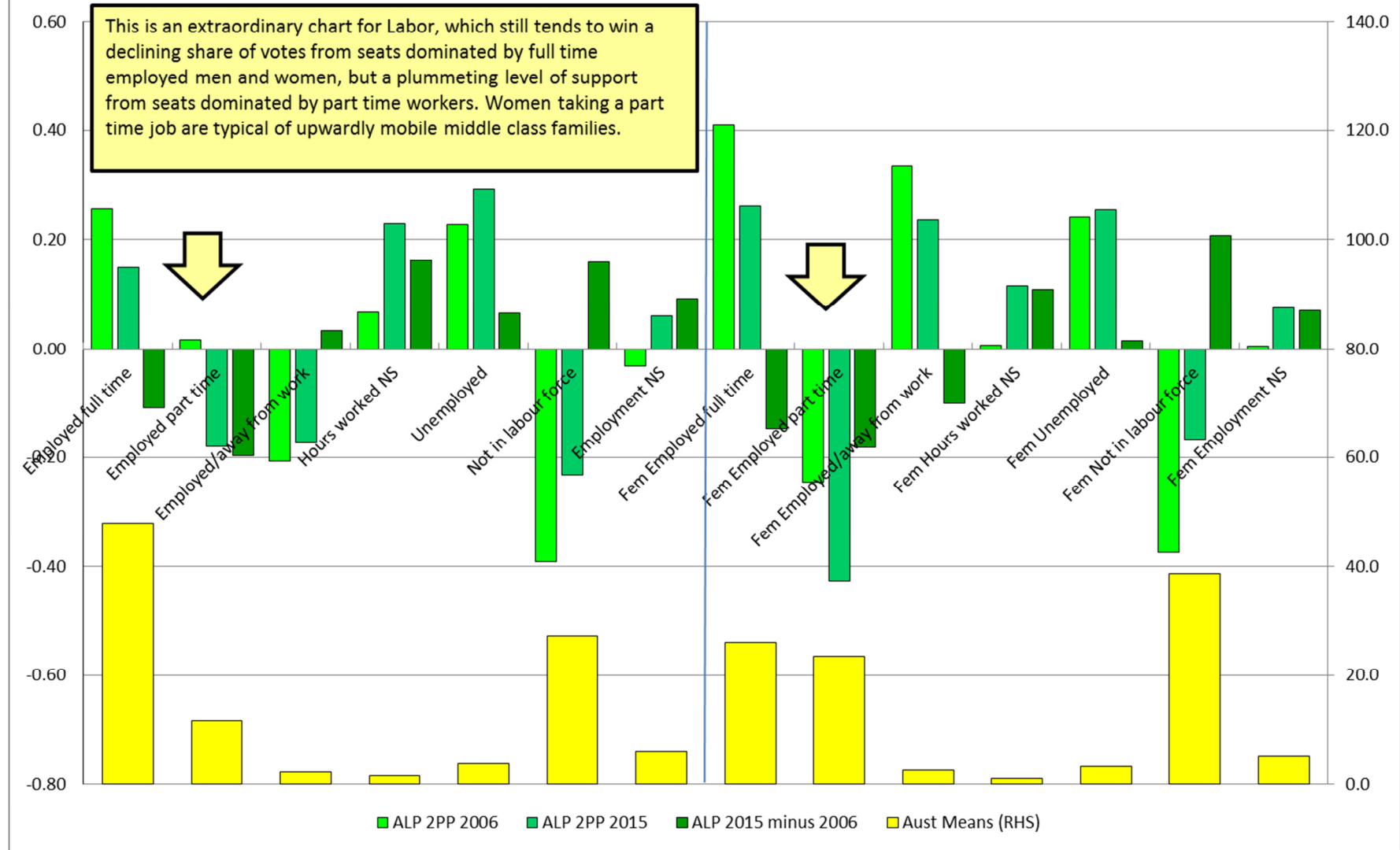




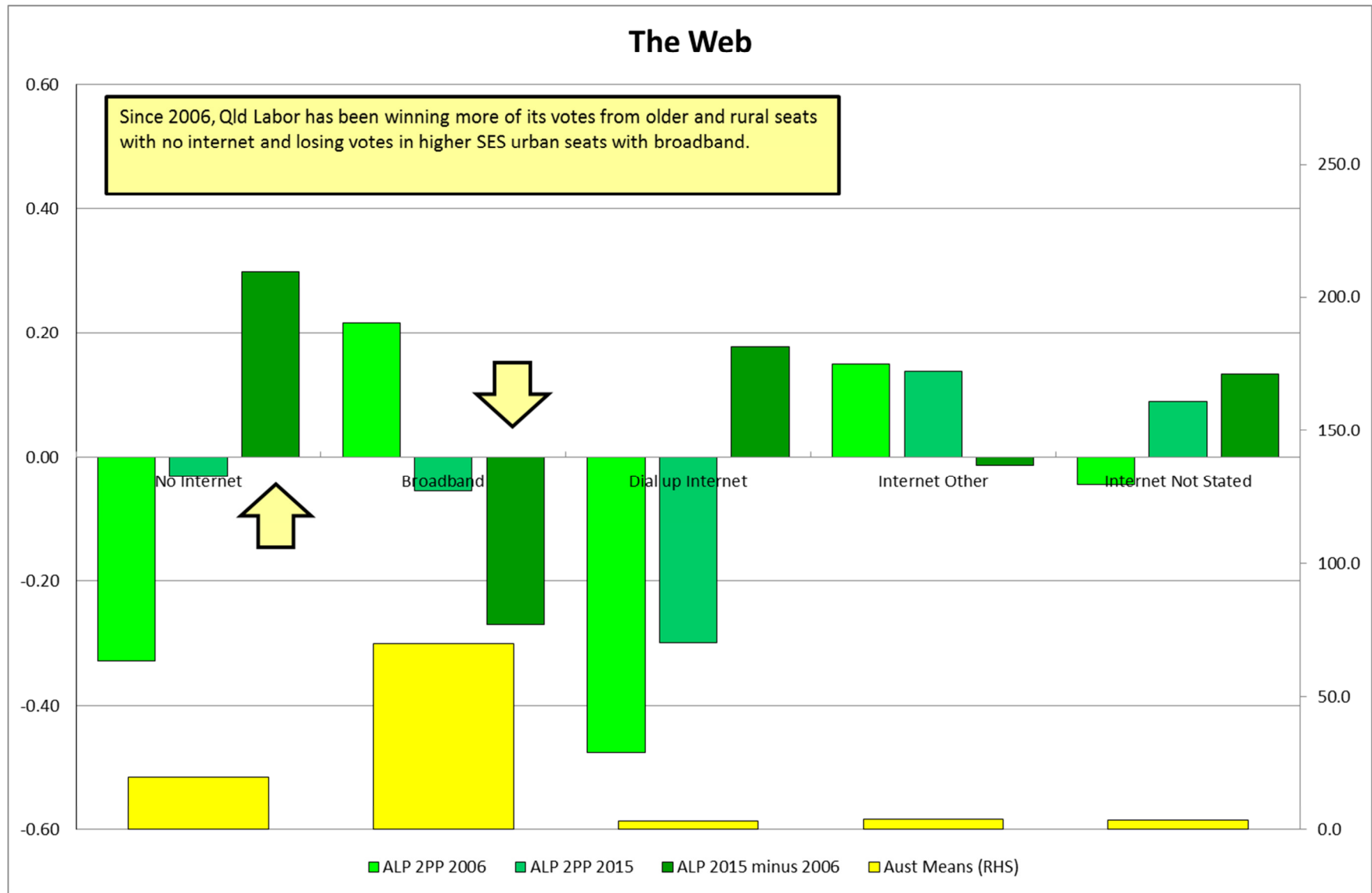
Industry Female

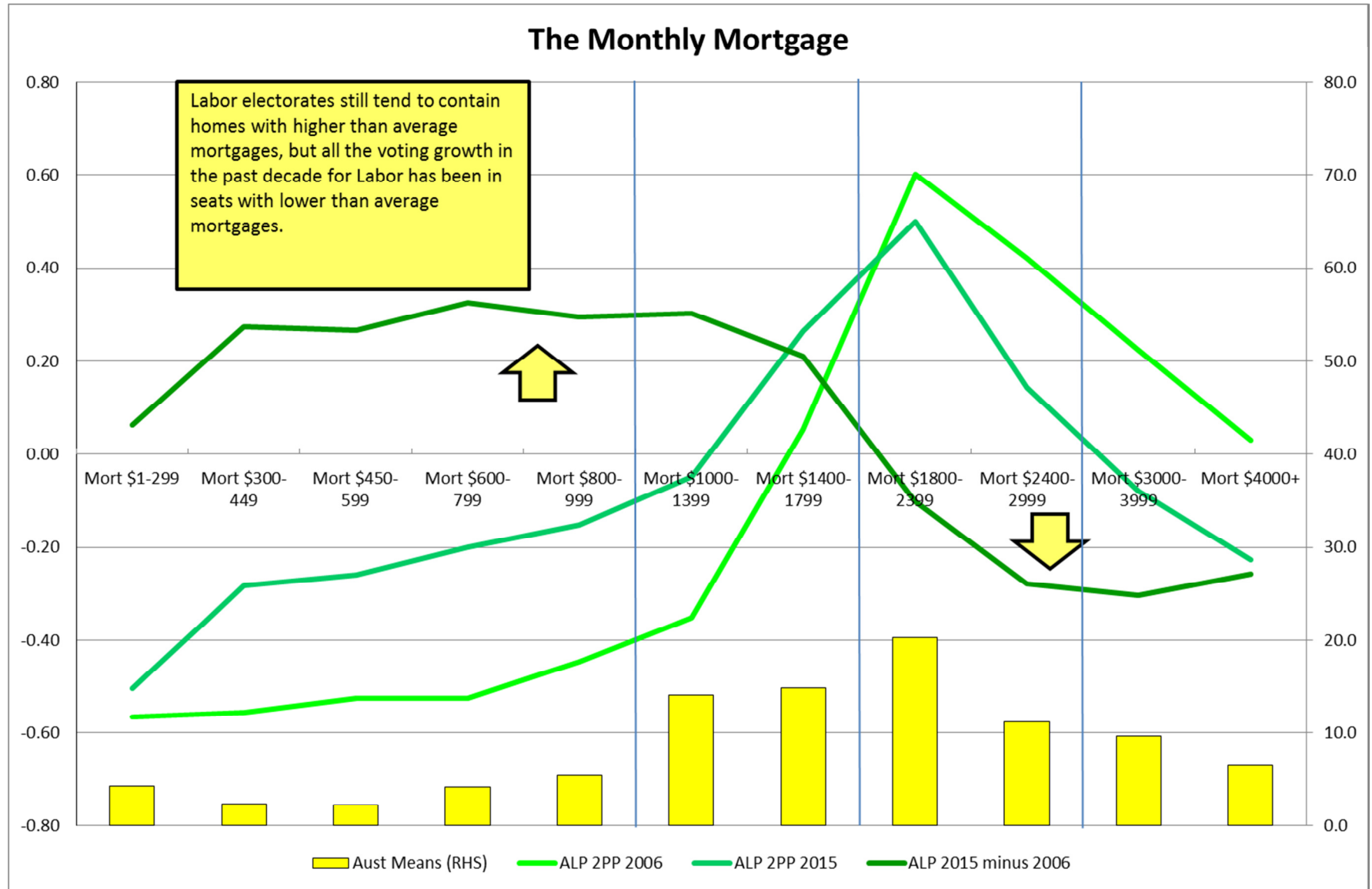


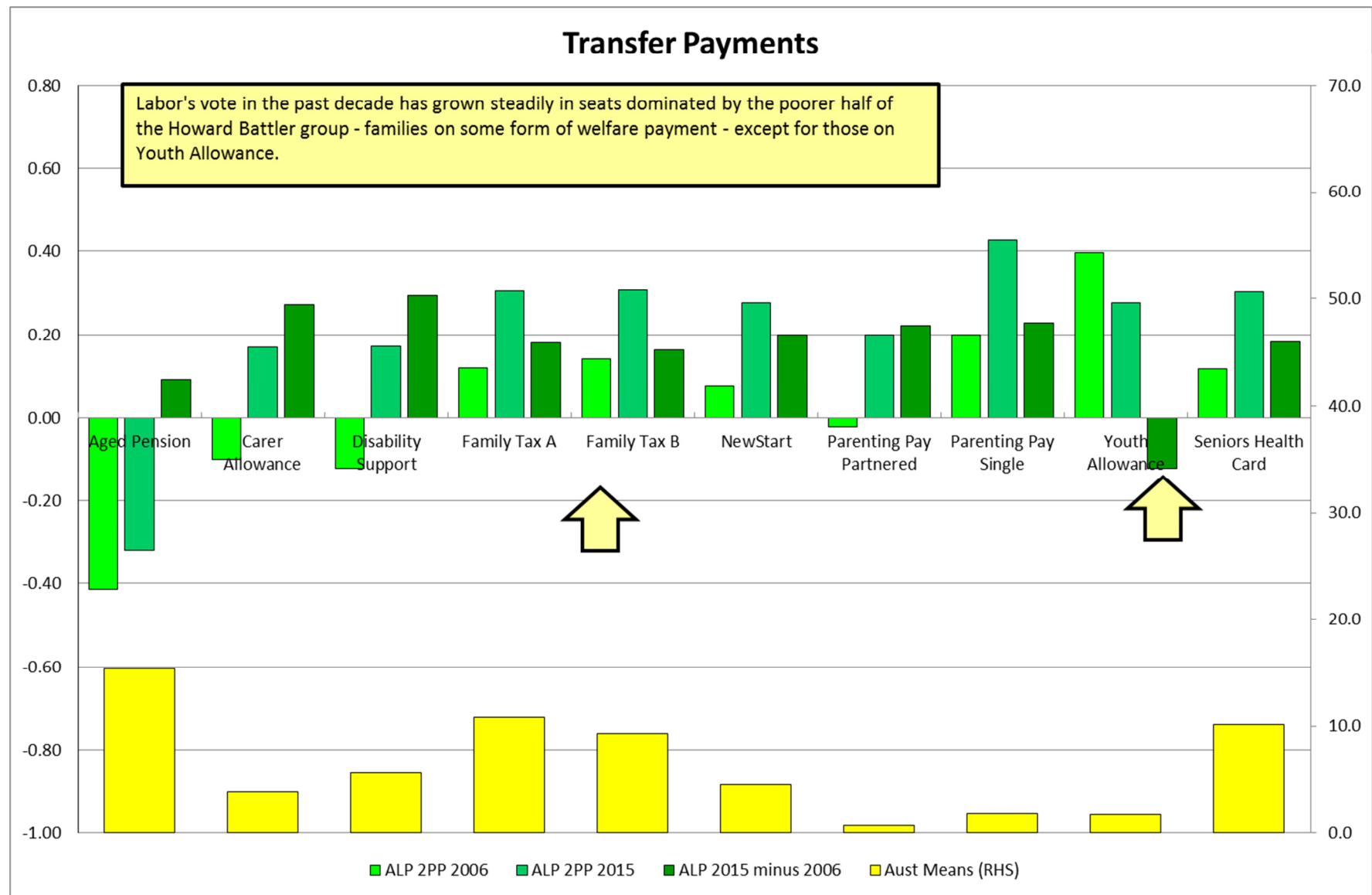
Employment: Male & Female



The Web







Family Budgets



