

## **STATISTICALLY SIGNIFICANT DEMOGRAPHIC CORRELATIONS OF THE ALP'S TWO-PARTY PREFERRED SWING IN RYAN 2001 BY-ELECTION**

### **INTRODUCTION AND INTERPRETATION**

Below are key charts showing the demographic correlations for the ALP's two party preferred swing in the electorate of Ryan, between the 1998 Federal election and the recent 2001 by-election.

To interpret the charts, note that the groups that swung to the ALP appear above the line, and those that swung to the Coalition appear below the line. The greater the distance from the line, the greater the swing in booths dominated by that group.

The swing in Ryan was dominated by an umbrella demographic group of home buyers, who can be found in similar jobs and homes right across Australia, and who, presumably, were not impressed by Government schemes to hand over their tax revenue to new home buyers.

The data shows that the swing to Labor in Ryan was led by people with the following characteristics:

1. Middle aged males (aged 45-49), employed as metal workers who left school at 15 years, with a trades qualification, working in manufacturing, currently earning approximately \$1100 per week gross and married to,
2. A clerical worker who left school at 15 years, perhaps with some sort of undergraduate diploma, currently earning approximately \$850-900 per week gross (which gives the couple a family income now of approximately \$2000 per week gross), employed in manufacturing/construction or communications.
3. The couple was born in Australia, the UK or Holland, and were Baptist or Catholic.
4. The couple was buying their own home, and paying around \$1500 per month for their mortgage.
5. The couple had dependent children, two cars that were used to travel to their two separate jobs.

The swing against Labor was dominated by people with the following characteristics:

1. Males and females under 25 years of age and people over 65 years.
2. Single parents, out of the workforce and on either very low or very high incomes.
3. The high income earners tended to be higher degree holders, who worked in universities or in the professions.

4. They tended to be born in SE Asian countries (e.g. Malaysia and Singapore) and were either Muslims or had no religion.

The good news for Labor is that there was an encouraging consolidation and upswing of Labor's vote amongst well paid, skilled workers, particularly those employed in manufacturing and construction. These groups gave Labor the thumbs down at the 1998 election, presumably because of poor targeting by Labor's tax package for the \$50 000 plus income groups.

This in turn caused Labor's 1998 gains to fall short of its percentage of votes in a wide range of upper-middle income urban marginal seats. The resultant loss by Labor of the 1998 election has been discussed at detail in Snakes and Ladders, and relevant charts can be found on the ADS website.

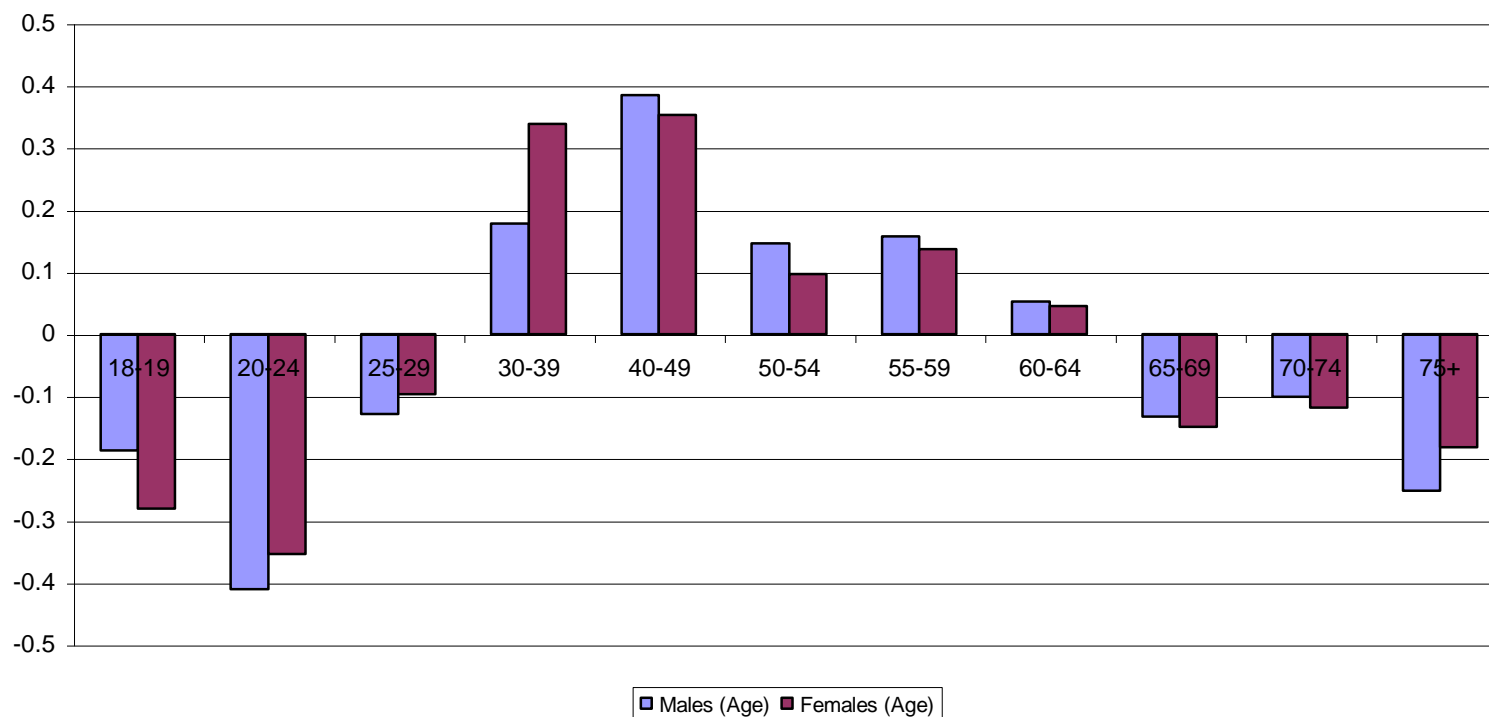
On the downside, there appears to be a worrying continuation of the erosion in Labor's support amongst unskilled, low paid workers in service industries. This trend has been in evidence since 1996.

No evidence was found of heightened support for Labor amongst the 'intelligentsia'. In fact, the strongest correlate of the anti-Labor swing was university and TAFE teachers/lecturers, and younger persons, clustered around the University of Queensland.

The pro-Labor swing stereotype shows a slightly older version of the same demographic group that swung strongly to Labor between 1966 and 1972, especially in the outer suburbs of capital cities, and produced swings of 25%+ in outer suburban seats in 1969 and 1972, but considerably less in the older inner-city marginals.

An interesting finding of additional analysis of the relationship between the 1998 swing and the 2001 by-election swing is that the two events are not strongly correlated. This would suggest that the voting drivers **now** are fundamentally different to those at play in 1998.

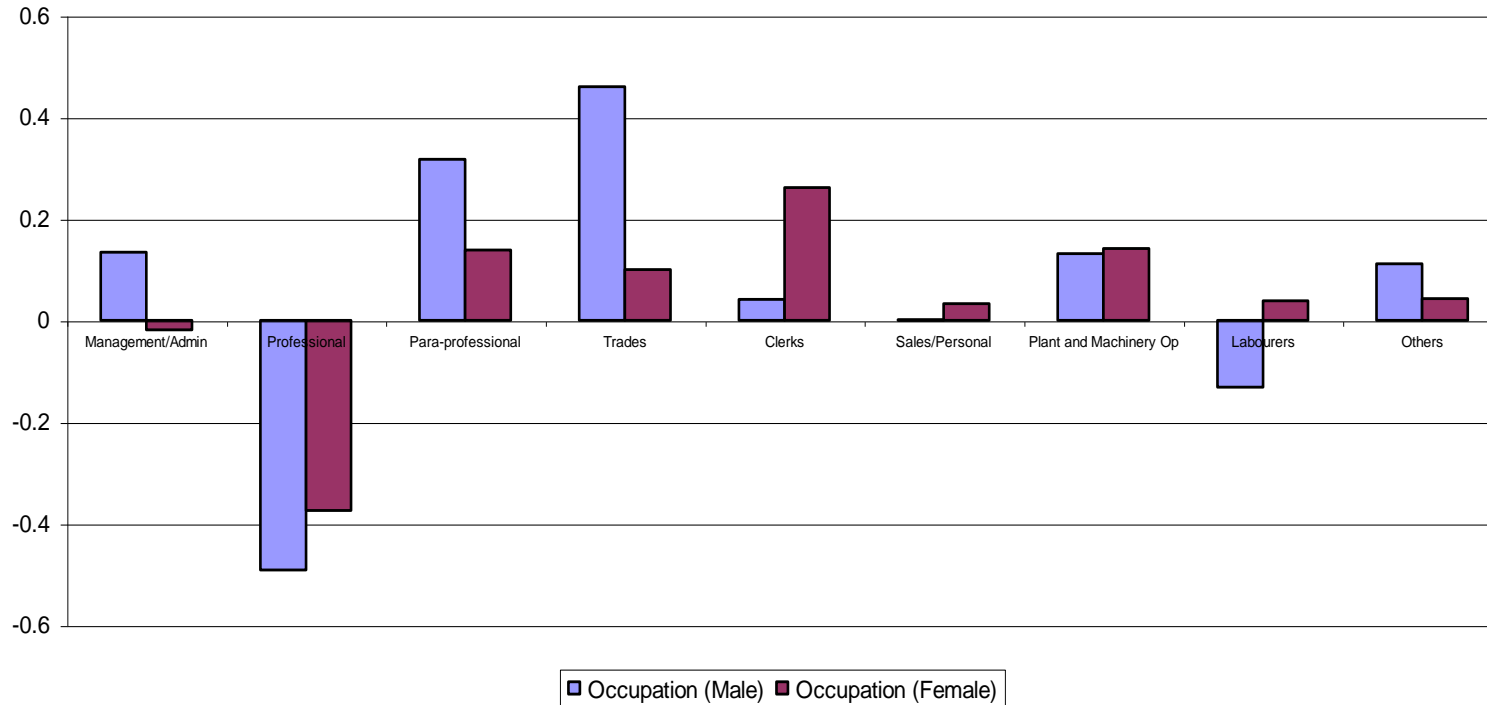
Age Correlations for ALP 2PP Swing in Ryan (1998 and 2001 By-Election)



The adjacent chart shows the age correlations for swings to the ALP in Ryan. Strong swings to Labor are found in the 30-49 year age groups, and lesser swings in the 50-64 age groups.

Groups at the extremes tended to swing away from Labor. Surprisingly for a large university-student electorate, the largest anti-Labor swings are found in the 20-24 age group.

Occupation Correlations for ALP 2PP Swing in Ryan (1998 and 2001 By-election)

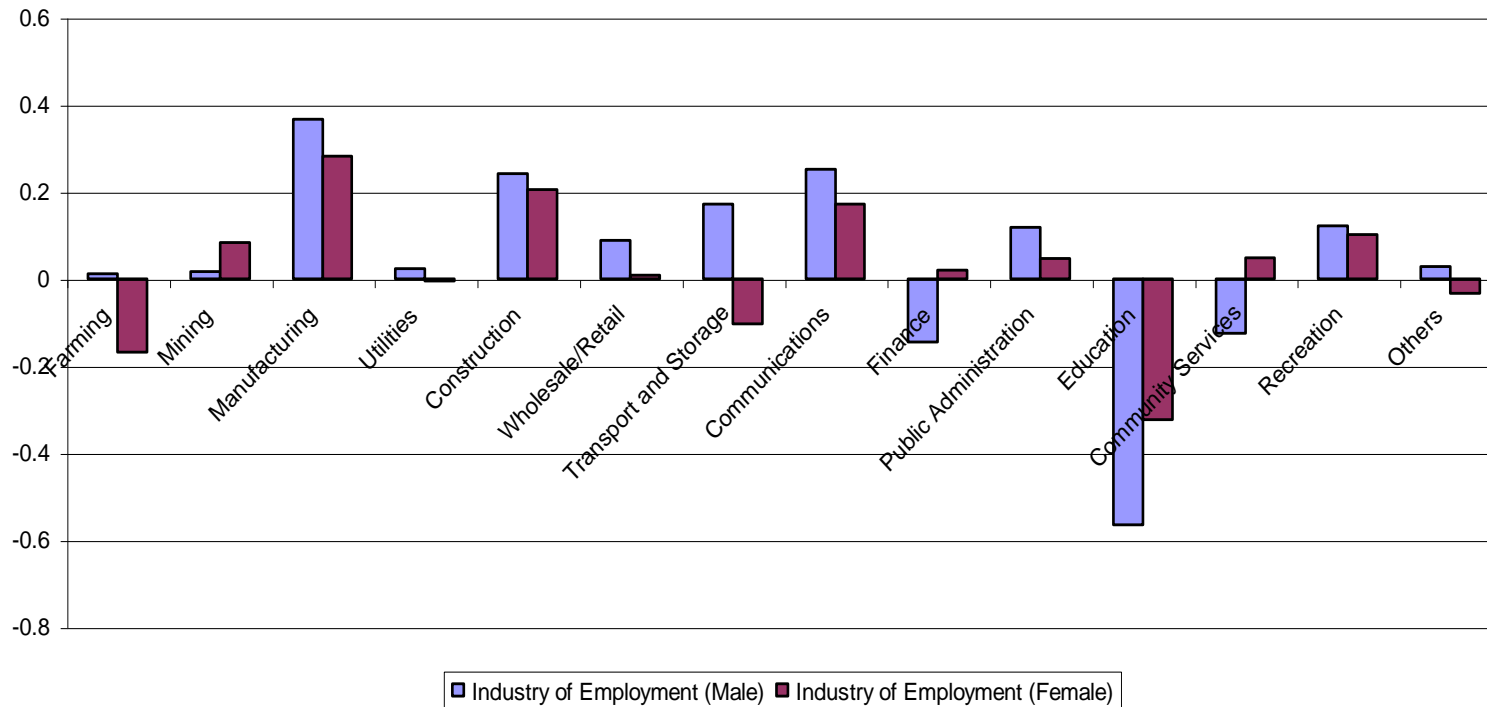


The adjacent chart shows the occupation correlations for swings to the ALP in Ryan.

Notable findings are:

- Strong swings to Labor amongst males are found in the trades and para-professionals; and
- Swings against Labor for both males and females are found in the professionals.

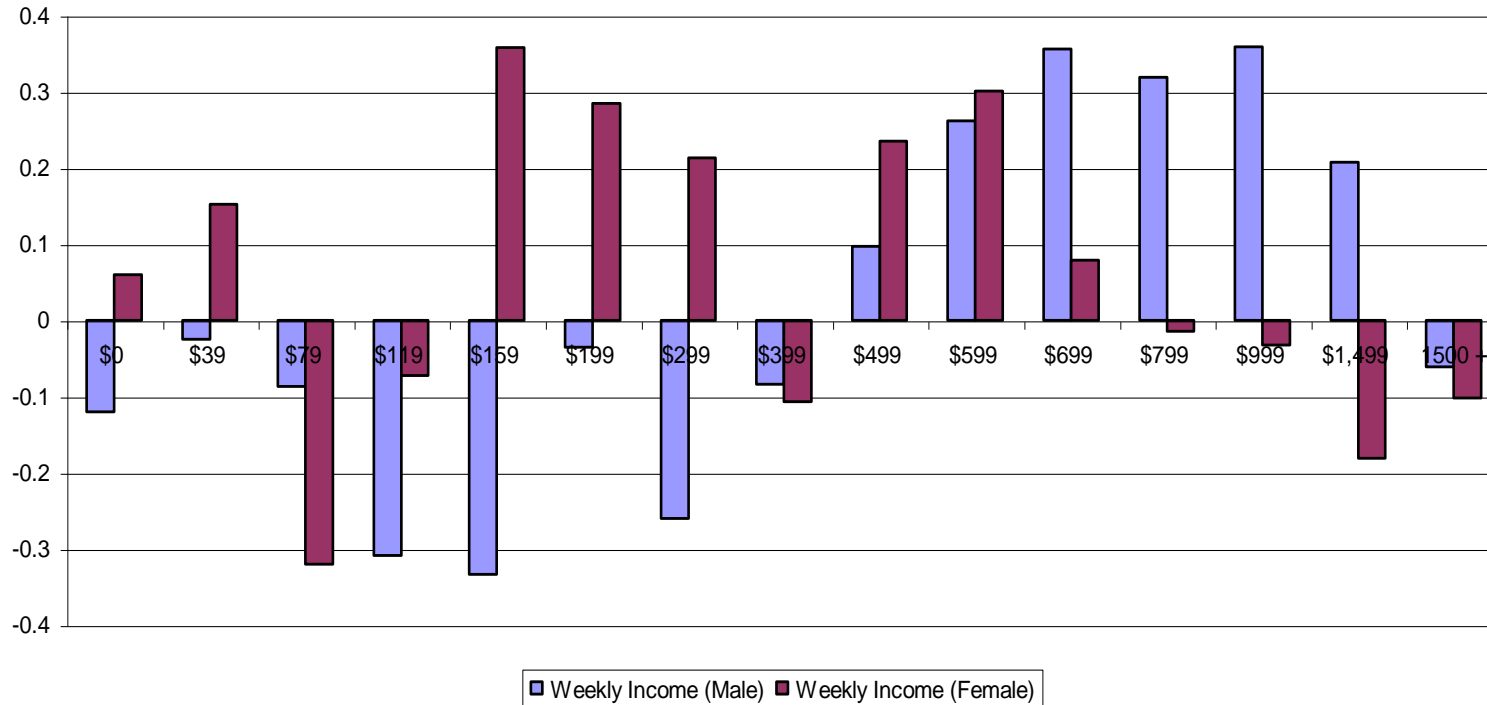
Industry of Employment Correlations for ALP 2PP Swing in Ryan (1998 and 2001 By-election)



The adjacent chart shows the industry of employment correlations for swings to the ALP in Ryan. Notable findings are:

- Males (and to a lesser extent, females) working in manufacturing, construction and communications swung to Labor; and
- Swings against Labor for both males and females are found amongst those employed in the education sector.

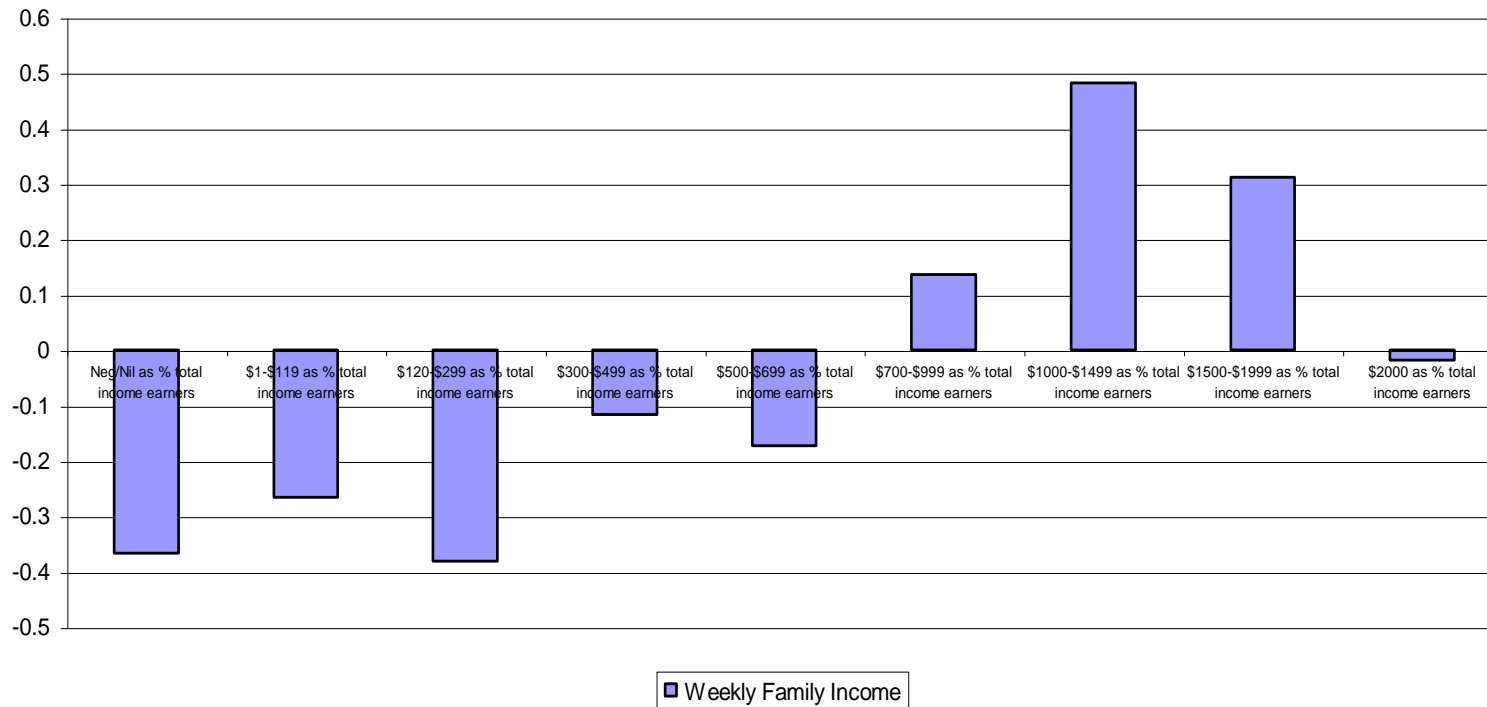
Weekly Income Correlations for ALP 2PP Swing in Ryan (1998 and 2001 By-election)



The adjacent chart shows the personal income correlations for swings to the ALP in Ryan. The reader should add a third for inflation and understatement of income. Notable findings are:

- Significant swings to Labor among upper-middle income males; and
- Divergence of swings for and against Labor among lower-income males and females.

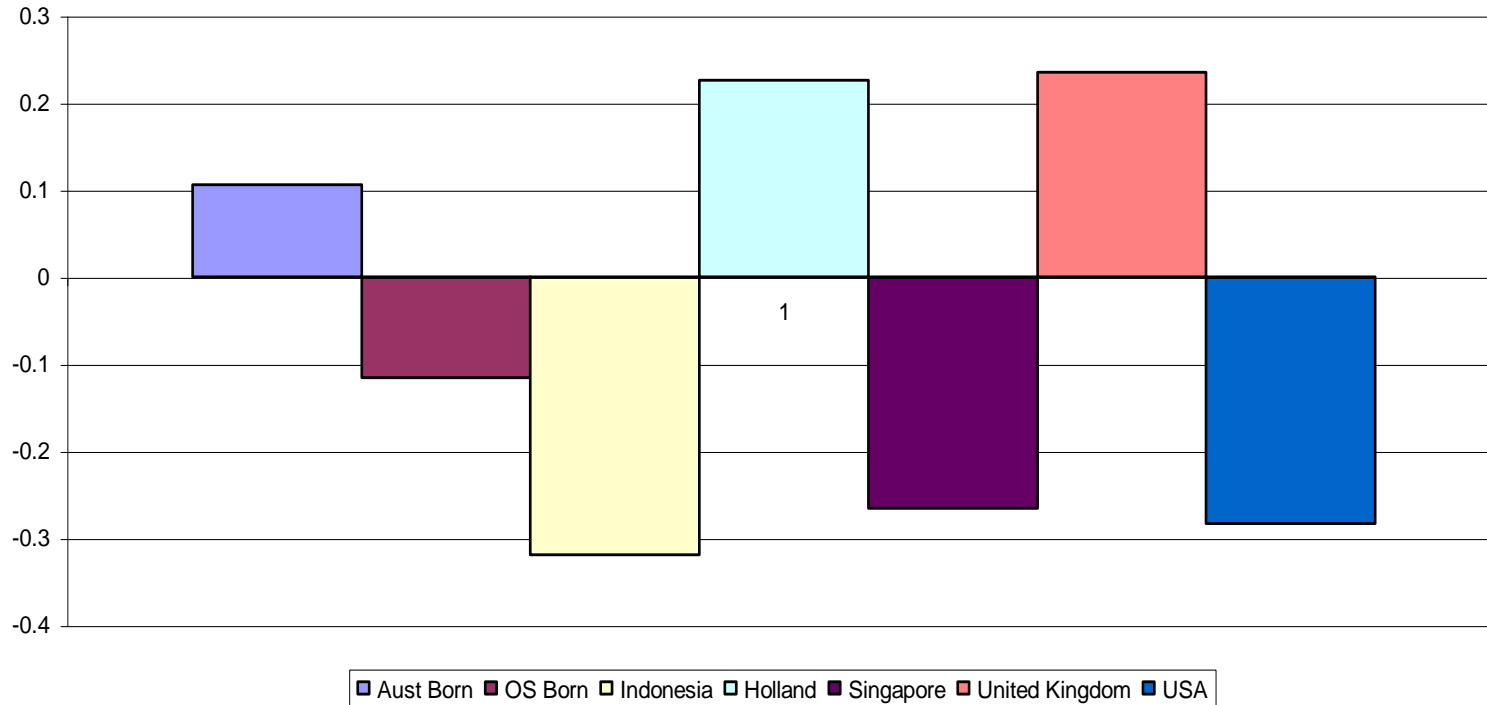
Weekly Family Income Correlations of ALP 2PP Swing in Ryan (1998 and 2001 By-election)



The adjacent chart shows the family income correlations for swings to the ALP in Ryan. Notable findings are:

- Typical pattern of swing by family income, showing lower income families swinging to the Coalition and families earning between \$1000 and \$2000 a week (stated) in 1996, swinging to Labor.

Country of Birth Correlations for ALP 2PP Swing in Ryan (1998 and 2001 By-election)

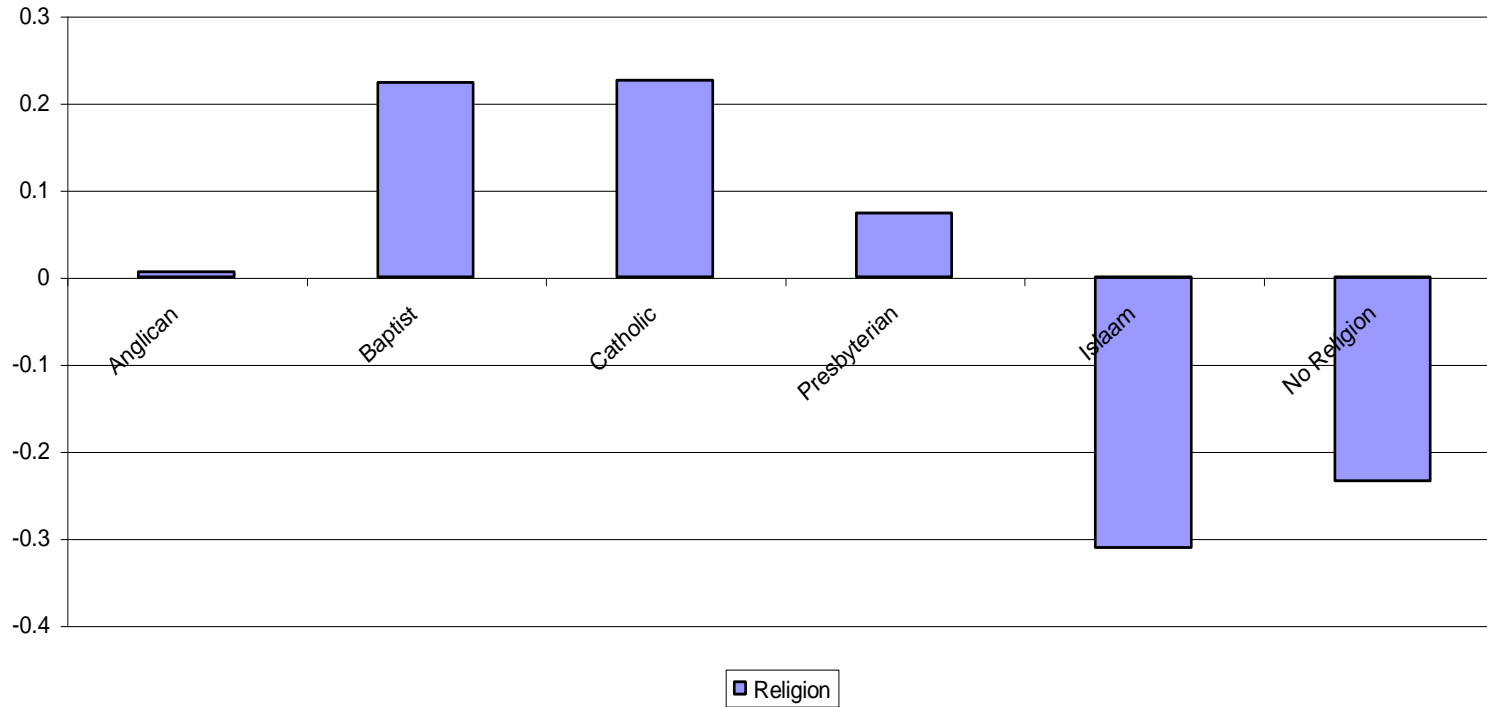


The adjacent chart shows the key country of birth correlations for swings to the ALP in Ryan. Notable findings are:

- No real strength to the ethnic profile, apart from the Western European cluster, typified by the UK and Holland; and
- A pronounced swing against Labor from ASEAN and US migrants.



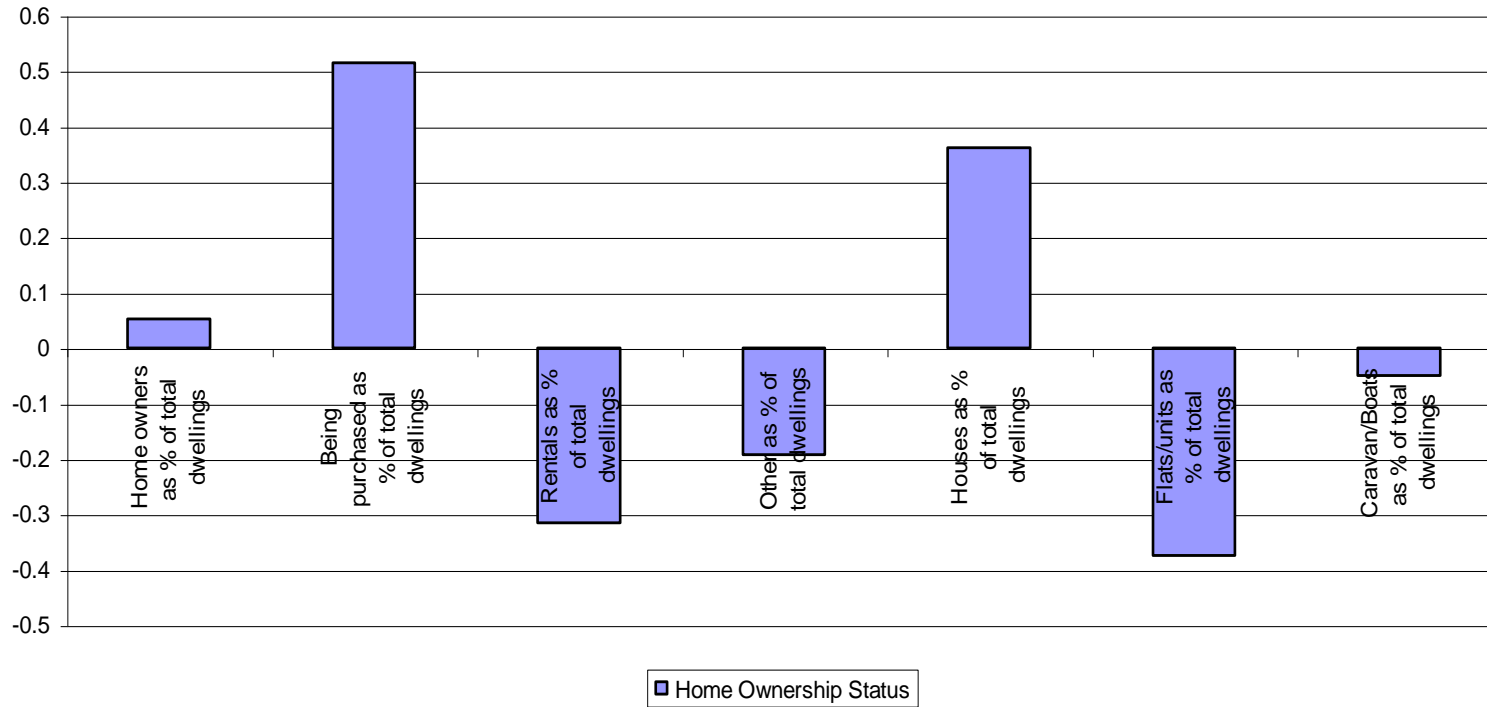
Religion Correlations for ALP 2PP Swing in Ryan (1998 and 2001 By-election)



The adjacent chart shows the key religion correlations for swings to the ALP in Ryan. Notable findings are:

- These variables are a function of, rather than an explanation of, political swing in Ryan, with a blue-collar Catholic pro-Labor swing; and
- The ASEAN ethnic swing against Labor amongst Muslims.

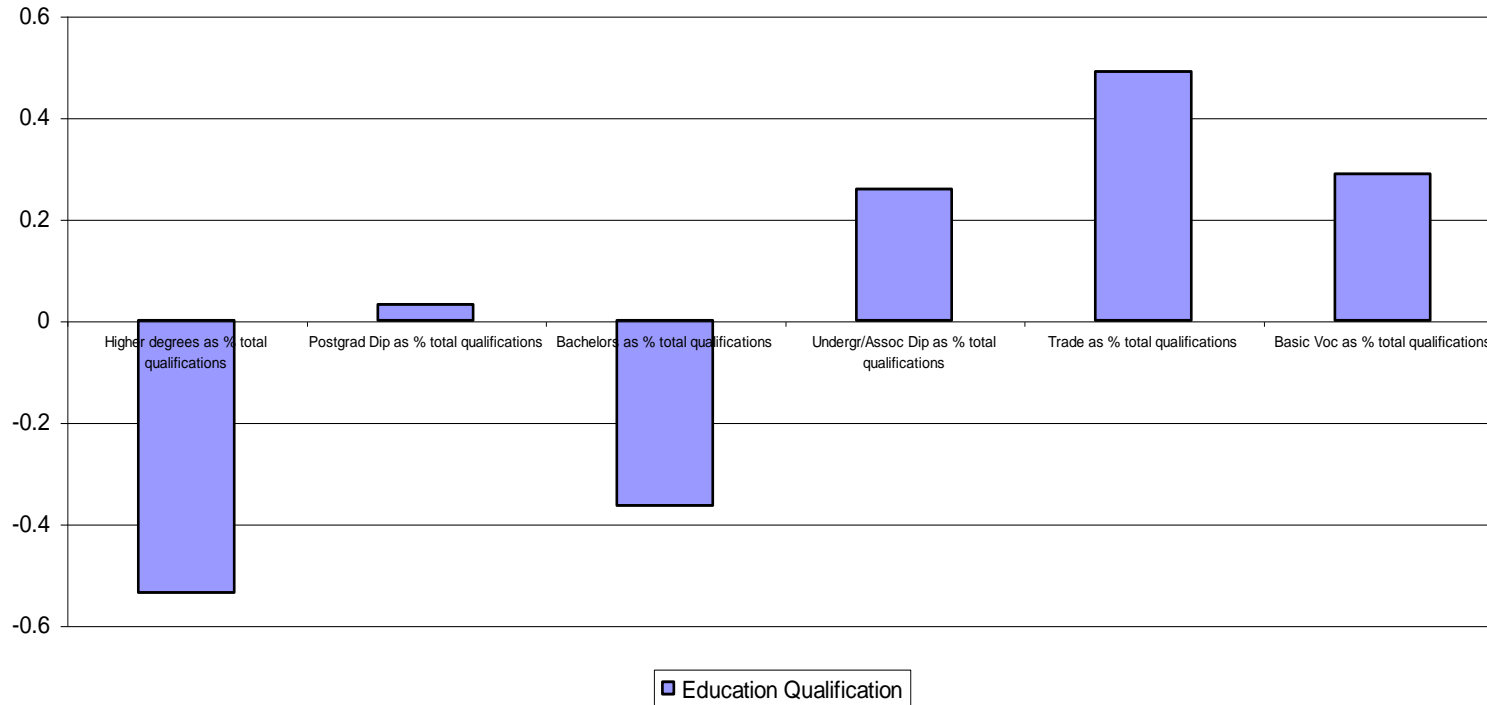
Home Ownership Status Correlations for ALP 2PP Swing in Ryan (1998 and 2001 By-election)



The adjacent chart shows the home ownership status correlations for swings to the ALP in Ryan. Notable findings are:

- If you were buying your own home, you swung to Labor.
- If you weren't, you didn't.

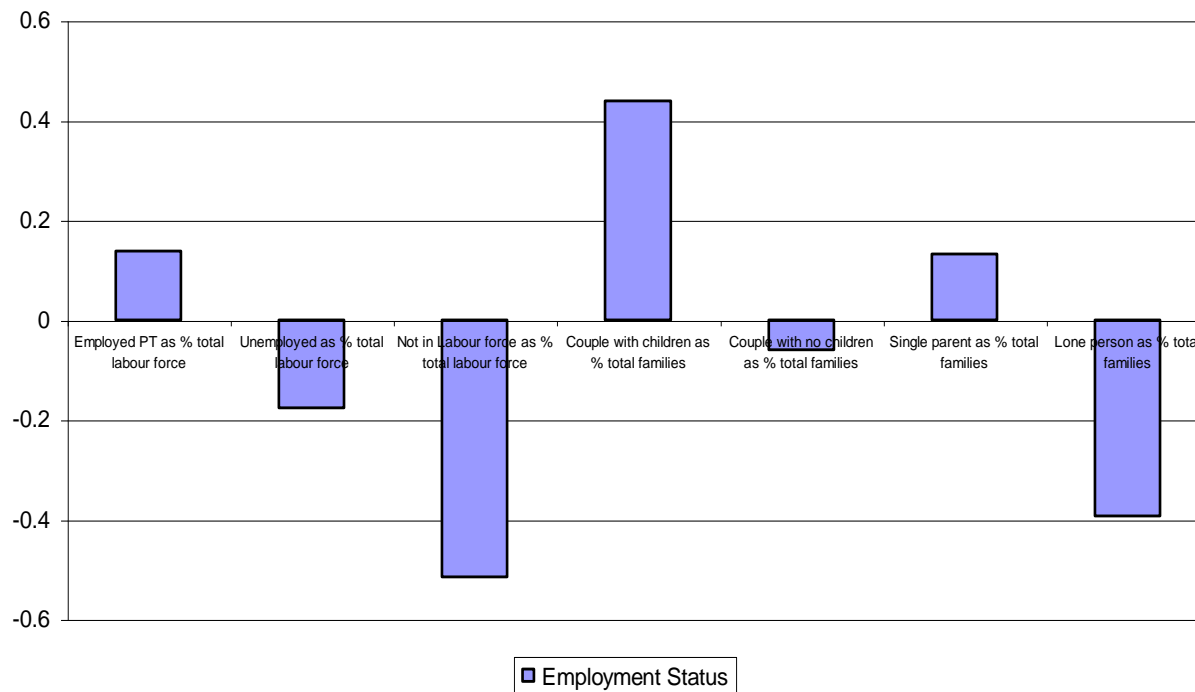
Education Qualification Correlations for ALP 2PP Swing in Ryan (1998 and 2001 By-election)



The adjacent chart shows the education qualifications correlations for swings to the ALP in Ryan. Notable findings are:

- The higher the education, the greater the swing to the Coalition.
- Tradespersons came home to Labor.
- These were strong correlations.

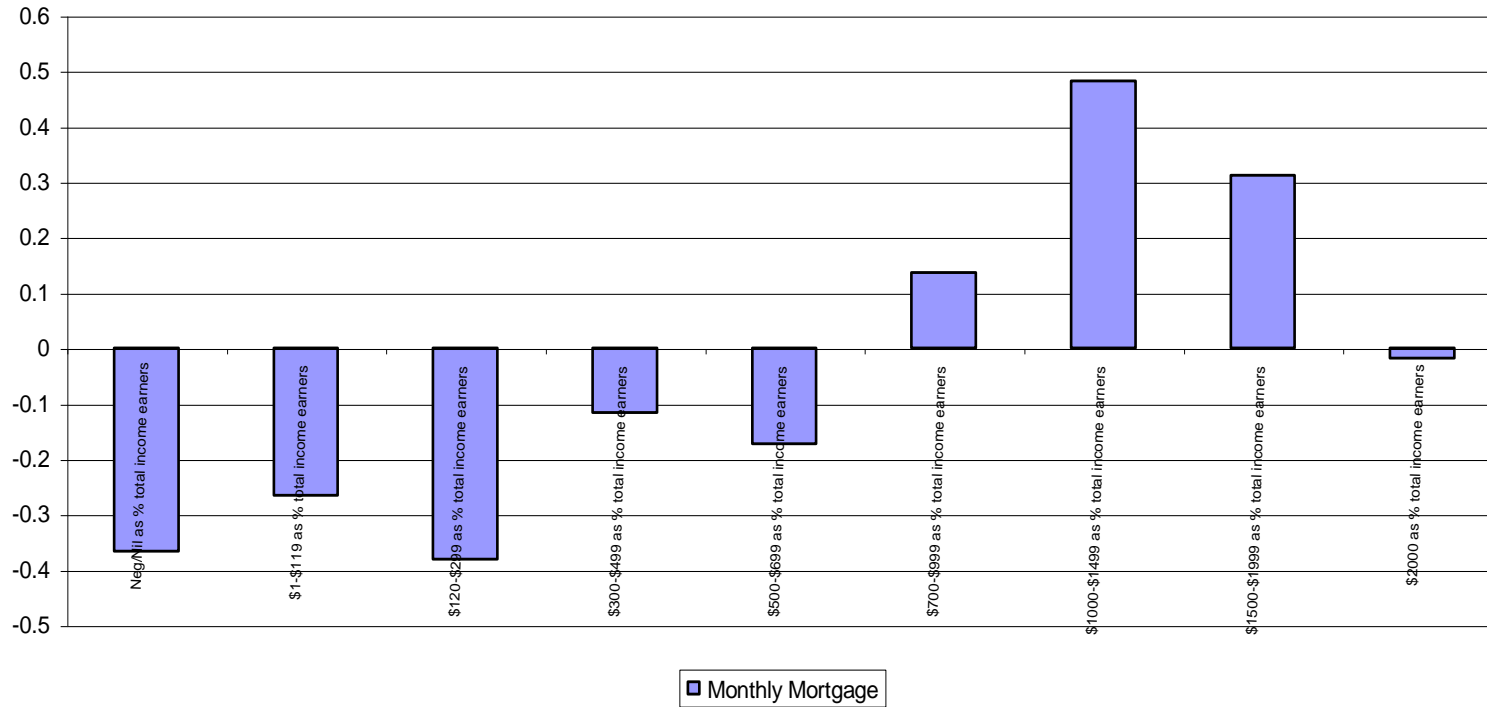
Employment Status Correlations for ALP 2PP Swing in Ryan (1998 and 2001 By-election)



The adjacent chart shows the employment status correlations for swings to the ALP in Ryan. Notable findings are:

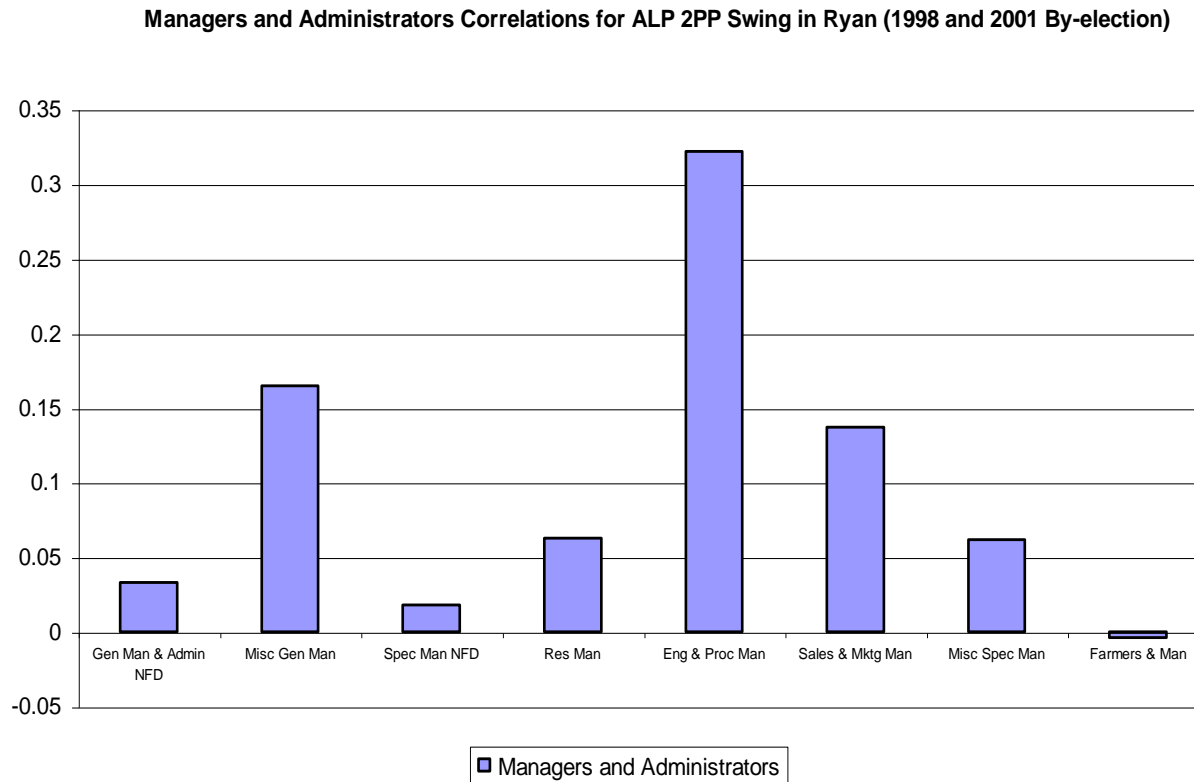
- Couples with children swung to Labor.
- Persons out of the workforce and Lone Person Families swung to the Coalition.
- These were quite strong correlations.

Monthly Mortgage Correlations for ALP 2PP Swings in Ryan (1998 and 2001 By-election)



The adjacent chart shows the monthly mortgage correlations for swings to the ALP in Ryan. Notable findings are:

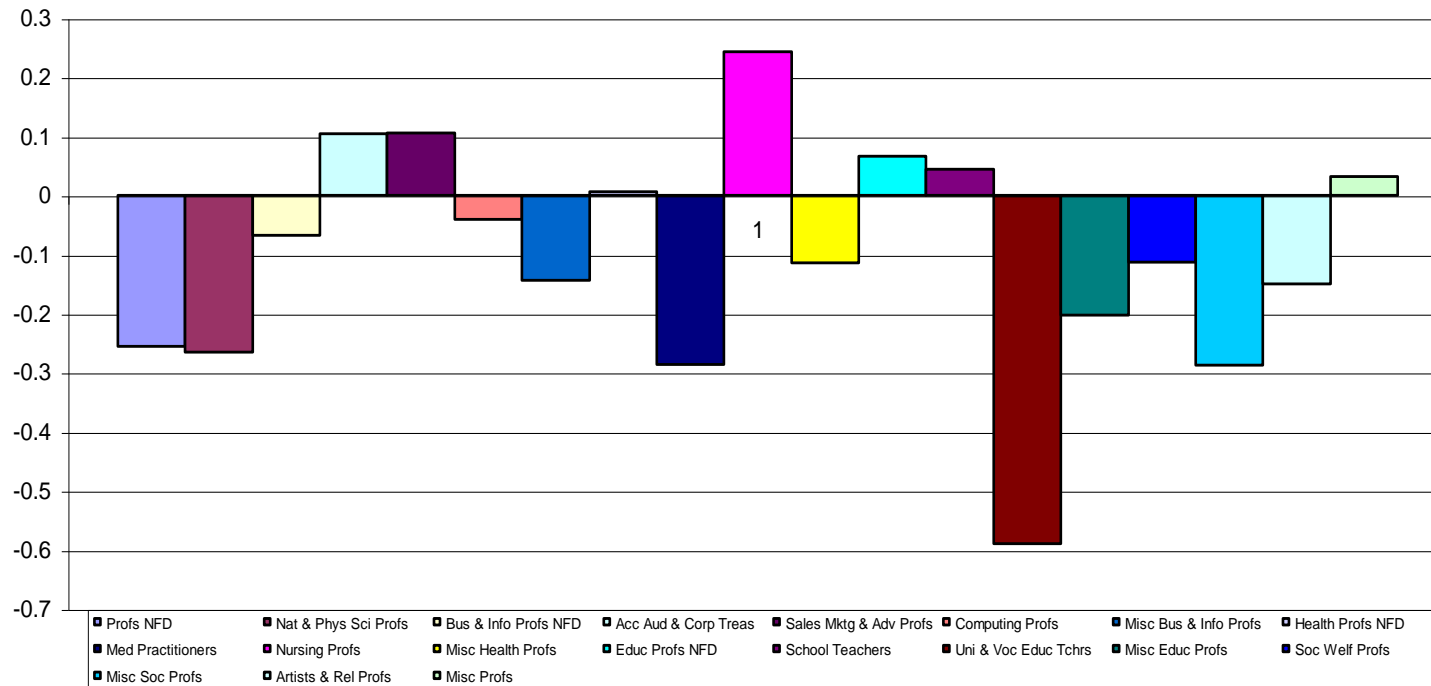
- A swing to Labor among the upper-middle portion of the mortgage range, at least by Brisbane standards.
- The figures need to be adjusted for inflation since 1996.



The adjacent chart shows the managers and administrators correlations for swings to the ALP in Ryan. Notable findings are:

- Even the manager class in Manufacturing were swinging against the Government, typifying the anti-Coalition sentiment in this industry sector.

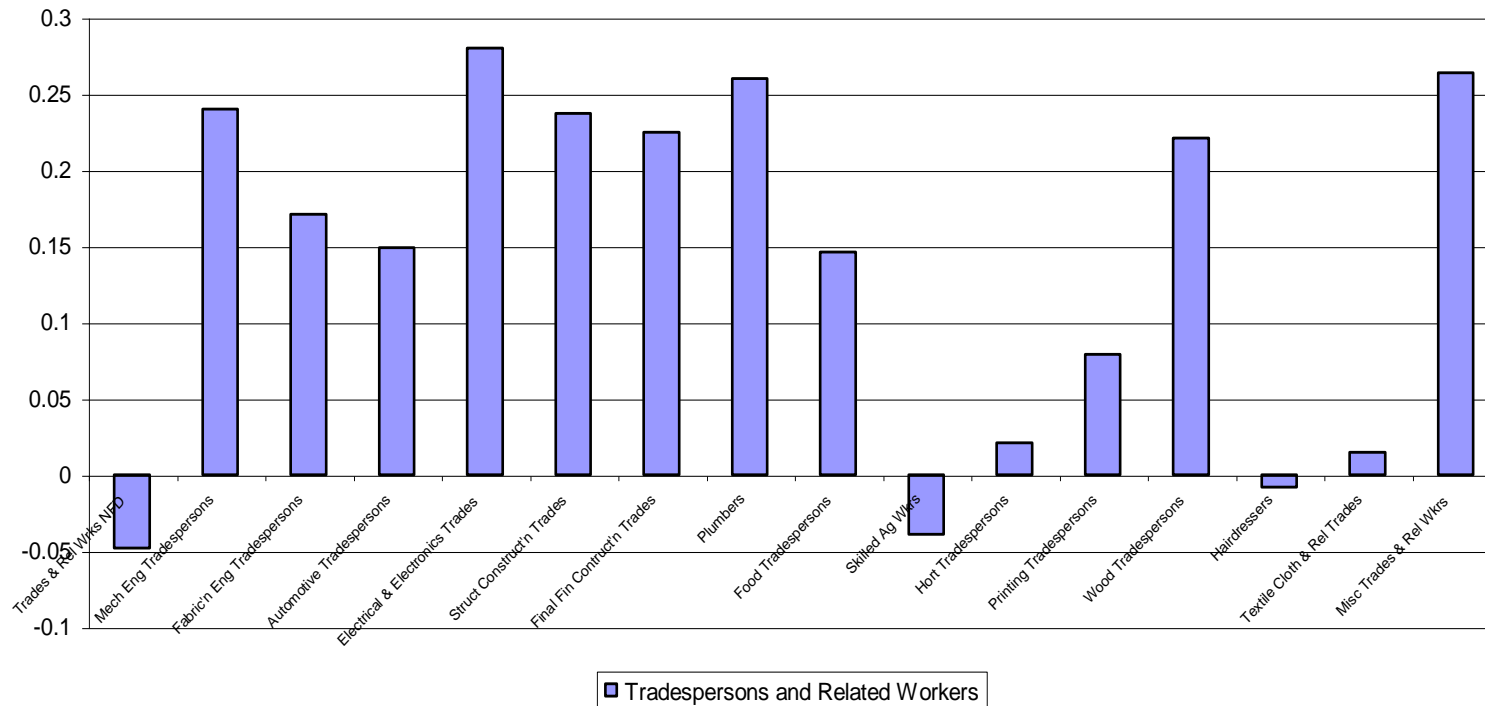
Professionals Correlations for ALP 2PP Swing in Ryan (1998 and 2001 By-election)



The adjacent chart shows the professionals correlations for swings to the ALP in Ryan. Notable findings are:

- Nurses swung to Labor.
- There was a very significant movement towards the Coalition from persons employed by the University sector.

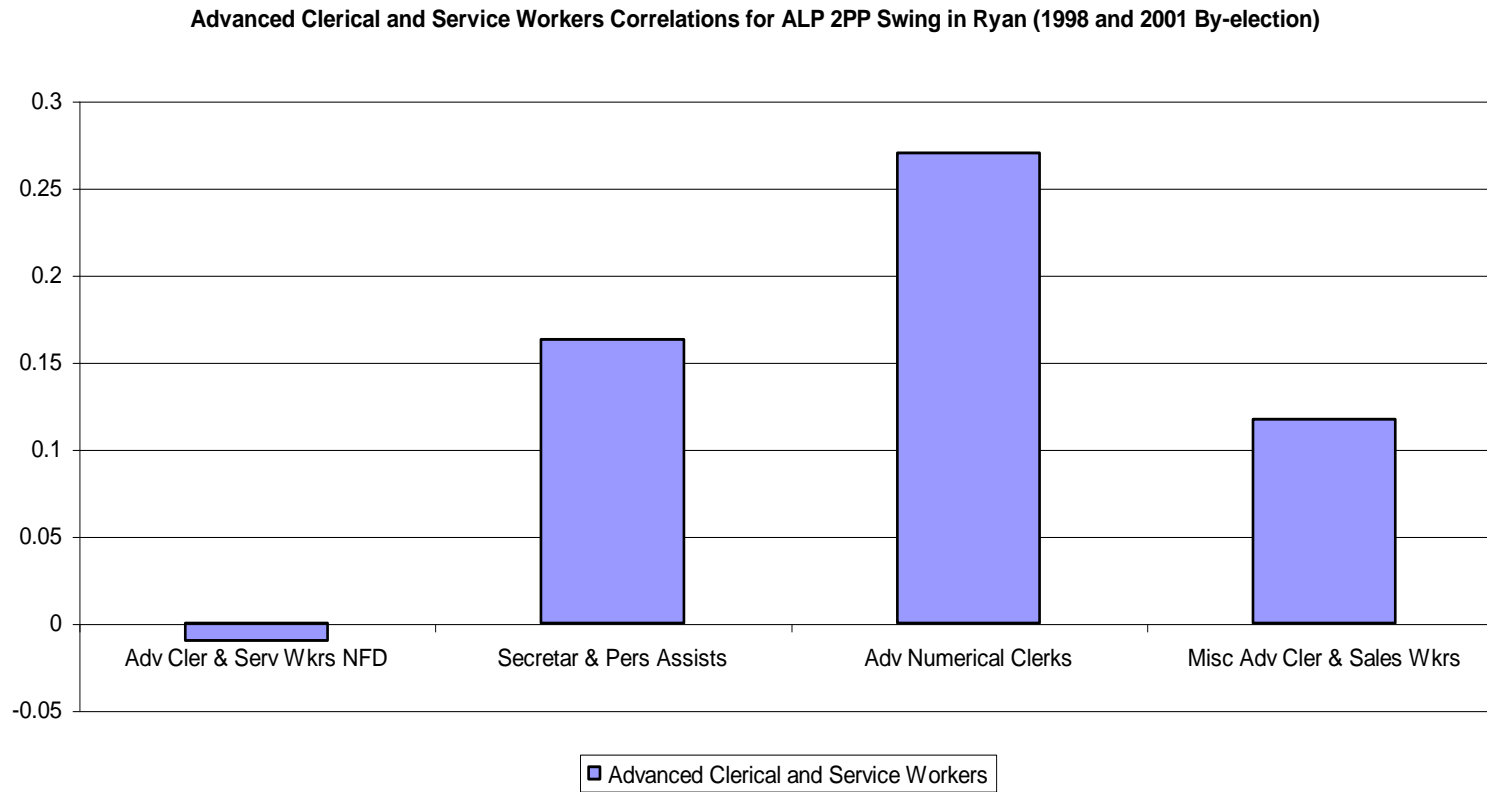
Tradespersons and Related Workers Correlations for ALP 2PP Swing in Ryan (1998 and 2001 By-election)



The adjacent chart shows the trades and related workers correlations for swings to the ALP in Ryan. Notable findings are:

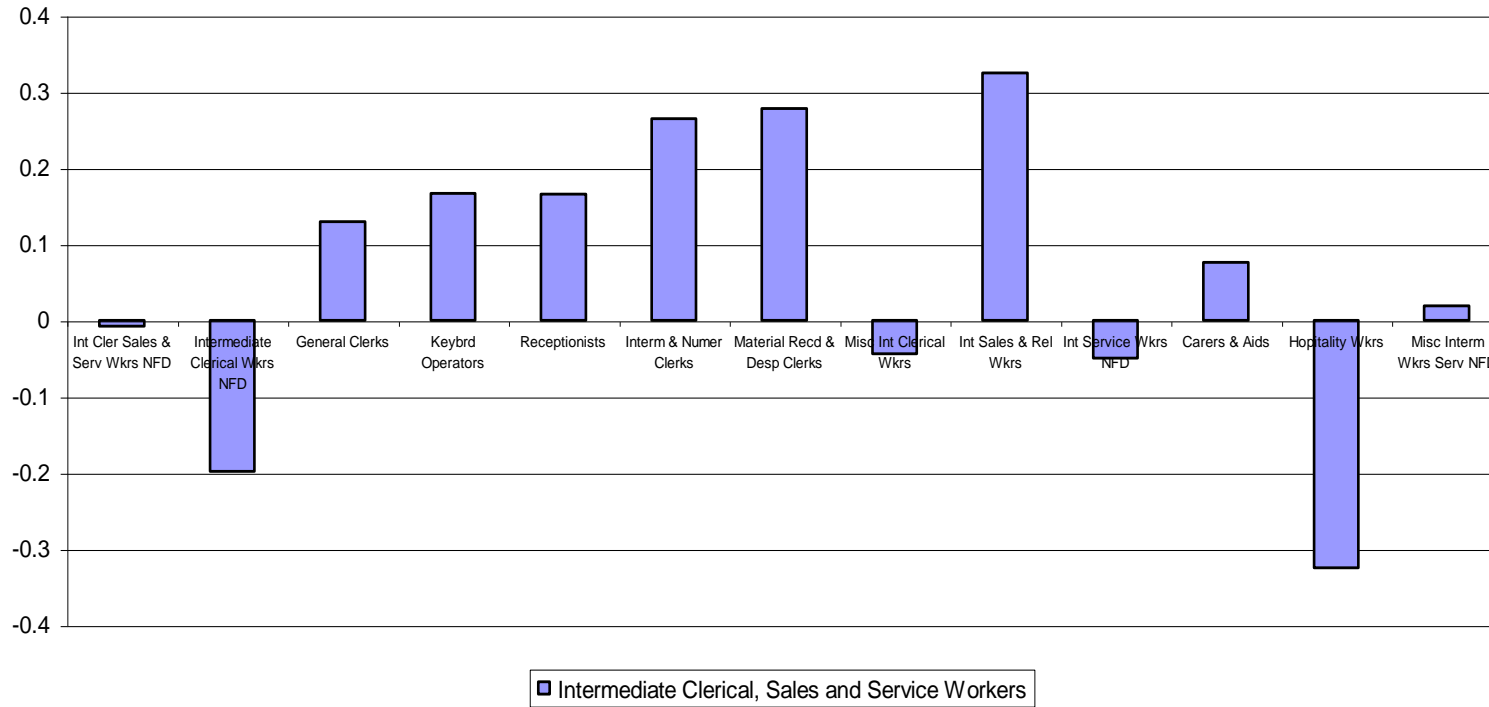
- The sheer consistency of the anti-Coalition swing across male-oriented blue-collar trades groups, to the left of the chart.
- The neutrality of the female oriented trades, to the right of the chart.





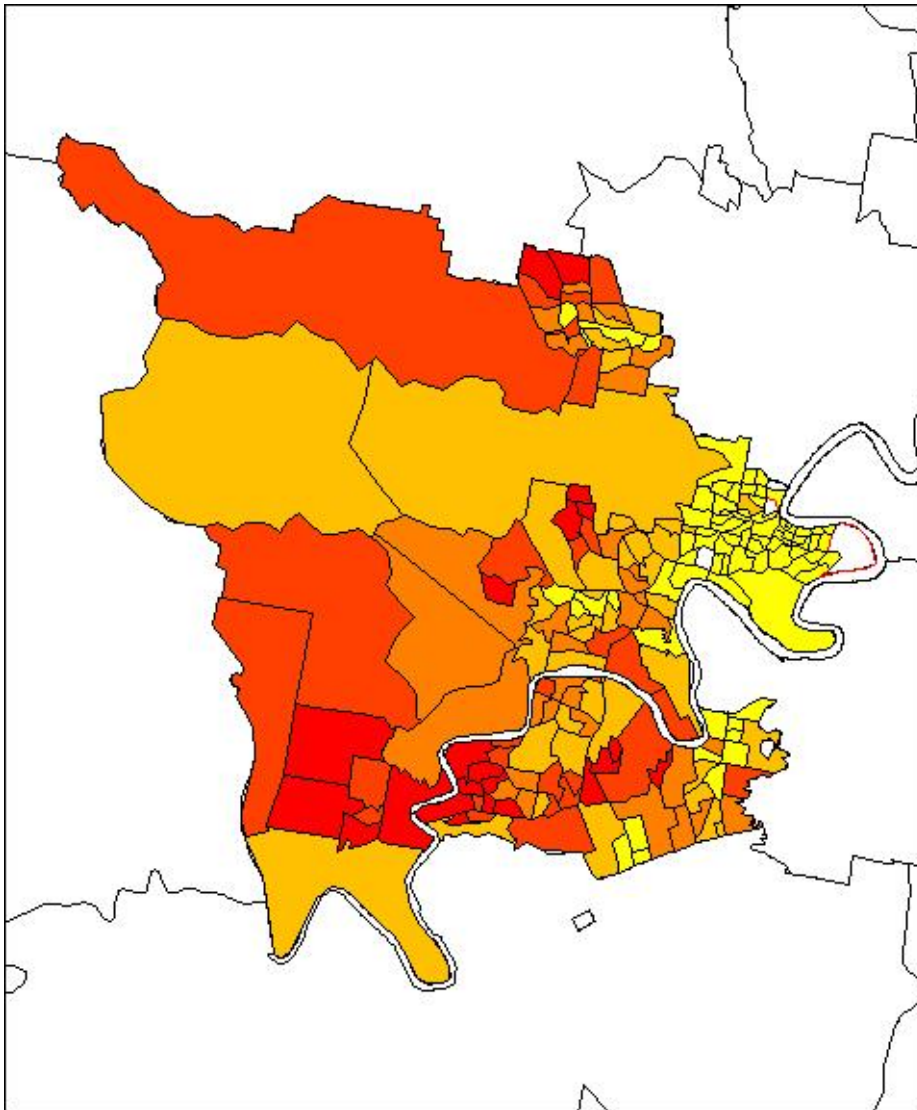
The adjacent chart shows the advanced clerical and services workers correlations for swings to the ALP in Ryan.

Intermediate Clerical, Sales and Service Workers Correlations for ALP 2PP Swing in Ryan (1998 and 2001 By-election)



The adjacent chart shows the intermediate clerical, sales and service workers correlations for swings to the ALP in Ryan.

Note the loss of support for Labor among traditional Labor voters in the hospitality sector.



The Map to the left shows the distribution of home buyers in Ryan, with the higher concentrations shown in a dark red, fading to lower concentration of home buyers, shown by yellow shading.

The reader can clearly see the strong clusters of home buyers in the north and south of the electorate, in areas covered by booths which swung strongly to the Labor Party in the by-election.

Conversely, there are fewer home-buyers shown in the areas of lower swing, concentrated around the University of Queensland, at St Lucia, to the eastern portion of Ryan, adjoining the Brisbane River.