



It Starts with Better Data

Schrinner on Track for Re-election

Brisbane Lord Mayor Adrian Schrinner is on track to be re-elected in this weekend's Brisbane City Council elections, according to new research from DemosAU.

DemosAU surveyed 1034 BCC residents between March 8 and 14, and the responses were weighted to population demographic data from the Australian Bureau of Statistics, with historic preference flows used to determine two candidate preferred projections.

The results put Mr Schrinner's primary vote at 46.7%, down 1.0pp from the 2020 result, followed by Labor's Tracey Price on 25.8%, down 5.1pp and the Greens' Jonathan Sriranganathan on 21.6pp, up 6.2pp.

On a 2cp basis, Mr Schrinner leads Ms Price 57.7% to 42.3%, which is a 1.4% improvement for the LNP from the 2020 result.

Legalise Cannabis's Clive Brazier is on 3.1%, with independents Gilbert Holmes and Bruce Tanti on 1.4%.

At the ward level, where most contests involve only LNP, Labor and Greens candidates, on a three party basis, the LNP's primary vote sits at 43.7% (down 3.8%), while Labor is at 31.3% (down 2.5%) and the Greens are at 25.0% (+6.3%).

The results show the Greens are the preferred party of voters under 35, with 44% of respondents in this cohort indicating they will vote for the party first at the ward level, followed by Labor on 33% and the LNP on 24%.

The LNP leads among older demographics, with 44% of those aged 35-54 and 63% of those aged over 55 indicating they will preference the party first at a ward level.

By comparison, Labor's support stands at 32% among 35-54 year olds and 29% among over 55s, while the Greens are at 24% and 8% among each cohort, respectively.

The Greens hold a narrow lead over Labor among renters, with 37% indicating they intend to preference the party first at the ward level, followed by Labor on 35% and the LNP on 28%.

However, the LNP clearly leads among those who own their home with a mortgage, at 47%, and those who own their property outright, at 62%.

Labor's vote among these cohorts stands at 31% and 26% respectively, with the Greens at 22% and 12%.

The poll also showed the swing to the Greens was strongest in the inner city and western suburbs, at 7.5%, though they had also lifted their vote in the outer suburbs by 5%.

Please see the commentary and graphs on the following pages for more details.

DemosAU is a Queensland-based market research firm, specialising in demographic polling. We're committed to providing deeper and more accurate insights for less.

Adrian Schrinner has successfully held on to most of his 2020 vote with only a small primary vote swing against him of 1% in this poll. Combined with a more even split in the centre-left vote and optional preferential voting, Schrinner is able to deliver a small swing to him with a two candidate preferred vote of 57.7%.

If this poll is reflected on election day, this achievement should not be underestimated. Inner urban areas have become harder electoral terrain for the Liberals in recent times, mirroring trends overseas. A 15 percentage point victory in inner urban and mid-suburban Australia for a centre-right party is a significant electoral achievement.

“Tracey Price's challenge for Brisbane's top job has been hampered by a short exposure time faced by all mayoral challengers for the largest winner take all electorate in Australia.

“Jonathan Sriranganathan has ridden the inner city Green wave to above 20% in this poll but has not met the lofty expectations of some observers after the 2022 Federal Green wins in Griffith, Ryan and Brisbane. Still the Green campaign in 2024 should cement the party as a major force in Brisbane City Council elections ”

“In 22 of the 26 wards there is only an LNP, Labor and Green candidate. DemosAU undertook a generic 3 party ward poll to find out how the LNP/ALP/Green dynamic would play out at ward level.

Compared to an estimated city-wide 3 party vote in 2020, the Greens have won a 6.3% swing to them in this poll at the expense of LNP (down 3.8%) and Labor (down 2.5%).

“We also see some evidence that this swing is concentrated in inner urban and western suburban Brisbane.”

This puts several LNP held wards at risk of loss to the Greens. Based on a uniform swing Paddington is the Greens strongest chance, followed by reasonable chances of Green wins in Walter Taylor and Coorparoo. Central ward should also be considered in doubt.

An increased Green vote could also help Labor win the marginal ward of Enoggera. Holland Park is also in doubt with both the Greens and Labor challenging.

The results in the above wards will come down to the personal support sitting LNP councillors may be able to harness to resist the swing.

Any further LNP ward losses and the fate of the LNP council majority will depend on the inclination of Labor and Greens voters to allocate preferences in higher rates than in previous BCC elections where exhaustion rates were approximately 40-50%.

George Hasanakos
Director, Head of Research

First Preference: Total + Gender

	Schrinner	Price	Sri	Brazier	Holmes	Tanti	Undecided
Total	46.7%	25.8%	21.6%	3.1%	1.4%	1.4%	7.5%
Female	46.7%	24.9%	22.8%	3.0%	1.5%	1.0%	8.7%
Male	46.6%	26.8%	20.4%	3.1%	1.3%	1.8%	6.2%

First Preference: Age

	Schrinner	Price	Sri	Brazier	Holmes	Tanti	Undecided
18-34	24.6%	29.6%	36.8%	5.0%	2.9%	1.1%	10.8%
35-54	46.4%	26.2%	20.7%	2.8%	1.4%	2.4%	7.1%
55+	67.4%	21.9%	8.7%	1.5%	0.0%	0.6%	4.6%

First Preference: Education

	Schrinner	Price	Sri	Brazier	Holmes	Tanti	Undecided
High School Diploma	46.7%	27.8%	18.9%	3.8%	1.6%	1.1%	9.8%
TAFE Certificate or Apprenticeship	51.5%	22.2%	18.2%	5.0%	1.5%	1.7%	5.5%
University Degree	42.3%	26.4%	27.6%	0.8%	1.0%	1.8%	6.6%
Postgraduate Degree	47.0%	26.3%	22.6%	1.9%	1.8%	0.4%	6.3%

First Preference: Residential Tenure

	Schrinner	Price	Sri	Brazier	Holmes	Tanti	Undecided
Owned Outright	63.2%	22.0%	11.2%	2.7%	0.7%	0.2%	2.2%
Owned with a Mortgage	56.0%	22.9%	18.7%	1.2%	0.7%	0.6%	6.1%
Renting	25.7%	31.5%	32.1%	5.1%	2.6%	3.0%	12.1%

First Preference: By Region

	Schrinner	Price	Sri	Brazier	Holmes	Tanti	Undecided
Inner and Western Suburbs	42.9%	24.4%	27.2%	2.8%	1.7%	1.0%	6.9%
Outer Suburbs	49.9%	27.1%	16.8%	3.3%	1.1%	1.7%	7.9%

First Preference: Total + Gender

	LNP	Labor	Greens	Undecided
Total	43.7%	31.3%	25.0%	6.4%
Female	42.8%	28.7%	28.5%	7.7%
Male	44.5%	34.1%	21.4%	4.9%

First Preference: Age

	LNP	Labor	Greens	Undecided
18-34	23.6%	32.9%	43.6%	7.3%
35-54	44.0%	32.2%	23.8%	5.3%
55+	63.0%	28.8%	8.2%	6.8%

First Preference: Education

	LNP	Labor	Greens	Undecided
High School Diploma	44.1%	34.8%	21.1%	8.6%
TAFE Certificate or Apprenticeship	49.0%	27.4%	23.6%	5.4%
University Degree	39.9%	29.8%	30.2%	4.6%
Postgraduate Degree	39.5%	33.3%	27.2%	6.1%

First Preference: Residential Tenure

	LNP	Labor	Greens	Undecided
Owned Outright	62.1%	26.2%	11.7%	3.7%
Owned with a Mortgage	47.0%	30.8%	22.1%	5.0%
Renting	27.6%	35.4%	37.0%	9.3%

First Preference: Region

	LNP	Labor	Greens	Undecided
Inner and Western Suburbs	41.3%	27.3%	31.4%	5.1%
Outer Suburbs	45.8%	34.9%	19.3%	7.5%

ABOUT THIS POLL

Publication date: 14 March 2024

Methodology Statement

Research company	DemosAU
Client commissioning the research	Self initiated
End client	Self initiated
Fieldwork dates	8 March to 14 March 2024
Mode of data collection	Online via Octopus Internet Panel
Target population	BCC Residents 18+
Sample size	1034
Is voting intention published?	In this report
Effective sample size after weighting applied	632
Margin of error associated with effective sample size	+/- 4.0%
Variables used in weighting	Age x gender, education, region, residential tenure
Weighting method used	Rim Weighting
Full question text, responses categories and randomisation	See following page
Proportion of landline/mobile completed interviews	Nil
Positioning of voting intention questions in questionnaire?	The four questions subject of this report were placed immediately after demographic questions in the order set out on page 8. After both the initial Mayor VI and Ward VI question an immediate follow-up question was put to those who answered Don't Know asking which option they had a leaning towards..
How were undecided voters handled?	All undecided voters were asked who they had a leaning towards, these answers were combined with the initial VI answers to come up with the final VI totals. Any remaining undecided voters after the second question were excluded from the final VI totals.
2PP calculation method	Using estimated 2020 Brisbane City Council Election preference distribution shares.

POLL QUESTIONS

Questions asked in this Survey

Q1: An election for Brisbane City Council is being held on 16 March, which one of the following candidates would you vote for Lord Mayor?

<rotate all except don't know>

Bruce Tanti (Independent)
Tracey Price (Australian Labor Party)
Adrian Schrunner (LNP)
Gilbert Holmes (Independent)
Clive Brazier (Legalise Cannabis Qld)
Jonathan Sriranganathan (The Greens)
Don't Know

Q1a (f Don't Know for previous Question 1): Being undecided, to which of the following candidates for Lord Mayor would you have even a slight leaning towards?

<rotate all except don't know>

Bruce Tanti (Independent)
Tracey Price (Australian Labor Party)
Adrian Schrunner (LNP)
Gilbert Holmes (Independent)
Clive Brazier (Legalise Cannabis Qld)
Jonathan Sriranganathan (The Greens)
Don't Know

Q2: An election for Brisbane City Council is being held on 16 March, which one of the following would you vote for in your ward for councillor?

<rotate all except don't know>

Labor Candidate
LNP Candidate
The Greens Candidate
Don't Know

Q2a (If Don't Know for previous Question): Being undecided, to which of the following would you have even a slight leaning towards in your ward for councillor ?

<rotate all except don't know>

Labor Candidate
LNP Candidate
The Greens Candidate
Don't Know

NOTES

Note on Ward Question Design

At the 2024 Brisbane City Council election, in 22 of the 26 wards there is only an LNP, Labor and Green candidate. DemosAU undertook a generic 3 party ward poll to find out how the LNP/ALP/Green dynamic would play out at ward level.

Whilst there are significant independents in Tennyson and Pullenvale, and minor independents in Wynnum-Manly and McDowall, the ultimate control of council will be decided in the LNP/ALP/Green 3 party contests. To accurately reflect these contests no other option than the three parties was offered.

To provide a comparable swing figure, a 3 party equivalent vote share for the 2020 councillor election across the entire Brisbane LGA was calculated. This figure was calculated in the following manner;

- An aggregate three party preferred count was calculated from the 2020 councillor election in 23 wards. Three wards were excluded which had significant deviations from the 3 party contest in 2020 (Pullenvale, Tennyson and Doboy).
- The difference was calculated between the estimated three candidate preferred count from 2020 Mayoral election in the same 23 wards compared to the full mayoral three candidate preferred count in all 26 wards.
- This difference was added to the three candidate preferred count for the 2020 councillor election in 23 wards to arrive at the 3 Party Equivalent Vote share for the entire Brisbane LGA

The estimated 3 Party Equivalent Vote share for the 2020 councillor election across the entire Brisbane LGA is: LNP 47.5%, ALP 33.8%, Grn 18.7%.

Note on Region Weighting

To ensure that there was not an over or undersampling of respondents in wards with a high Green vote, the sample was weighted by 2 regions based on groups of wards;

Inner & Western Suburbs (46%): Central, Coorparoo, Enoggera, Hamilton, Holland Park, Morningside, Paddington, Pullenvale, Tennyson, The Gabba, The Gap, Walter Taylor.

Outer Suburbs (54%): Bracken Ridge, Calamvale, Chandler, Deagon, Doboy, Forest Lake, Jamboree, MacGregor, Marchant, McDowall, Moorooka, Northgate, Runcorn, Wynnum-Manly.