

# MEDIA RELEASE



## HALF OF QLDers DON'T RECOGNISE LNP LEADER'S NAME WHEN PROMPTED

*For Immediate Release – Thursday 10 June, 2021*

**Queensland state opposition leader, David Crisafulli, is a virtual unknown among the state's voters according to a poll conducted by Ipsos.**

49% of voters surveyed didn't recognize the LNP leader's name when prompted, while only 6% said "Crisafulli" and 11% said "David" when asked to name any Qld LNP identity.

Perhaps even more troubling for the LNP is data showing Qld Labor Premier Anastacia Palaszczuk and former LNP Premier Campbell Newman have higher favourability scores *among those intending to vote LNP at the next election*, than any sitting state LNP member.

The shock results came in a poll of 500 Queenslanders commissioned by the new Australian liberal news commentary podcast *The Other Side with Damian Coory* and conducted by leading global pollsters Ipsos.

Of the 173 respondents who indicated they'd be voting for the LNP at the next election, **47.4%** had a favourable view of Anastacia Palaszczuk, while current leader David Crisafulli landed in fifth place on just **33.5%**. Former Premier Campbell Newman topped the list at **57.8%**.

"This is astoundingly high, considering how much mud has been thrown at Newman since he lost in 2015," said *The Other Side* founder and host, former Brisbane radio and TV journalist, Damian Coory. "This has big implications for the federal election which will depend heavily on success in Queensland," Coory said.

### ***Who is Damian Coory?***

Damian is an Australian with 35 years' experience in media and corporate PR. He is the former Managing Director of the Hong Kong and Taiwan businesses of Edelman Public Relations, the world's largest PR consultancy. In the 1980s and 90s he spent 13 years as a senior radio and TV journalist in Australia with the ABC, 4BC, 3AW, and Network Ten and is a former News Director of Triple M FM104 Brisbane. Damian holds an MBA from Australia's leading business school, the AGSM (UNSW), and has lectured and developed courses in Corporate PR for post-graduate students at HKBU, a leading Hong Kong university.

### ***What is The Other Side?***

**The Other Side** is a podcast and video show focused on classical liberalism, news and culture in Australia and after only nine months is now watched by more than 7,000 Australians every week\*. It is part of the **Discernable** network, producers of original video and audio content with premium production values. **The Other Side** was founded by Damian Coory on his return to Australia in 2020, after almost two decades abroad. The show is uploaded regularly with an average of 2-3 episodes each week. We run commentary packages and long-form interviews enabling interviewees a platform to more deeply explore and express their ideas.

### **Contact info and interviews:**

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$n=173$

|                  | Favourable |       | Unfavourable |       | Net Favourability |       |
|------------------|------------|-------|--------------|-------|-------------------|-------|
|                  | n          | %     | n            | %     | n                 | %     |
| NEWMAN           | 100        | 57.8% | 37           | 21.4% | 63                | 36.4% |
| SPRINGBORG       | 86         | 49.7% | 19           | 11.0% | 67                | 38.7% |
| PALASZCZUK (ALP) | 82         | 47.4% | 75           | 43.4% | 7                 | 4.0%  |
| FRECKLINGTON     | 79         | 45.7% | 32           | 18.5% | 47                | 27.2% |
| CRISAFULLI       | 58         | 33.5% | 8            | 4.6%  | 50                | 28.9% |
| MANDER           | 55         | 31.8% | 11           | 6.4%  | 44                | 25.4% |
| NICHOLLS         | 48         | 27.7% | 17           | 9.8%  | 31                | 17.9% |
| DICK (ALP)       | 28         | 16.2% | 40           | 23.1% | -12               | -6.9% |

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