

## **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 Annastacia Palaszczuk and former LNP Premier Campbell Newman have higher favourability scores *among those intending to vote LNP at the next election*, than <u>any</u> 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 Annastacia 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?

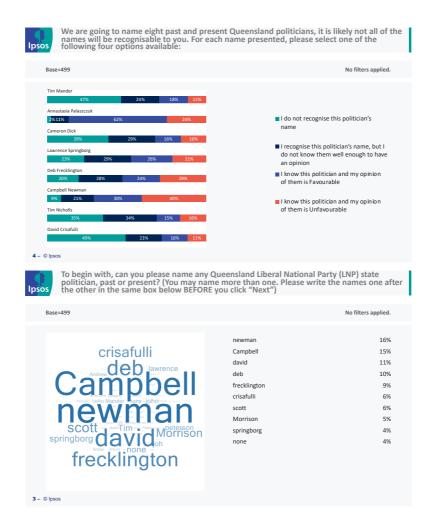
The Other Side is a podcast and video show focused on classical liberalism, news and culture in Australia and after only nine months is now watched by more than 7,000 Australians every week\*. It is part of the **Discernable** network, producers of original video and audio content with premium production 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:** 

Damian Coory Founder/Host/Producer - *The Other Side* p 0403 921 702

### **MEDIA RELEASE**





Overall Ipsos survey sample: 500 Adult Queenslanders. Those intending to vote LNP at next election: n = 173

#### Responders with LNP Voting Intention 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%

<sup>\*</sup>Average weekly minimum 12-minute views based on actual "minutes watched" data. Facebook and YouTube "click" data suggests shorter views of between 15,000-25,000 weekly.