

Monday, 9 September 2013

## Roy Morgan-Channel 10 SMS Exit Morgan Poll most accurate on 2PP

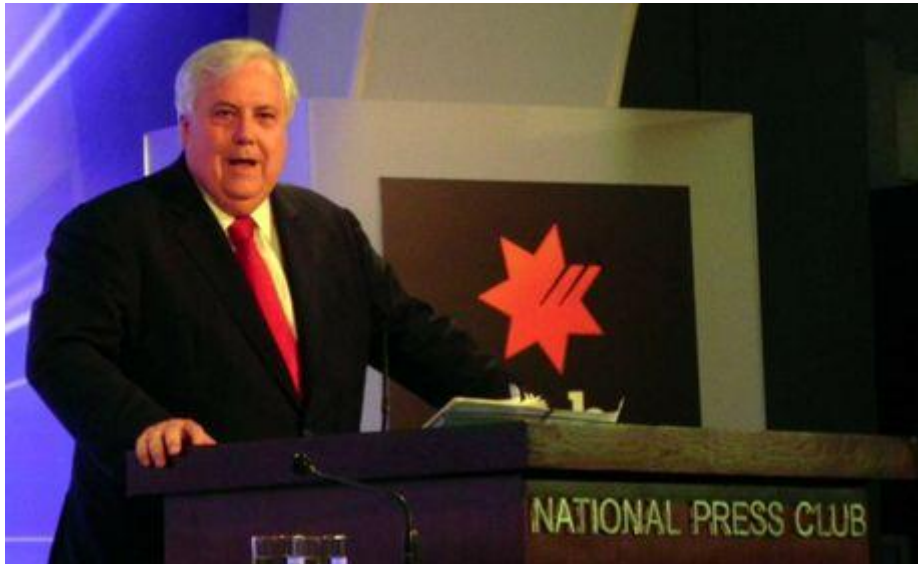
The Roy Morgan-Channel 10 SMS Exit Morgan Poll, released nationwide on the Channel 10 6pm news, has proved to be the most accurate measure of the voting intentions of Australian electors. The SMS Exit Morgan Poll showed the L-NP (53%) cf. ALP (47%) – a clear victory for the L-NP. The latest results from the AEC show the L-NP (53.1%) cf. ALP (46.9%).

The Roy Morgan Channel 10 SMS Exit Morgan Poll was conducted continuously on Saturday and released exclusively to Channel 10 each hour. The SMS Exit Morgan Poll was conducted nationwide with a total of 6,215 Australian electors.

In addition, the Morgan Poll was the only poll to show the surge in support for the Palmer United Party and to predict Clive Palmer could win his own seat of Fairfax.

## Clive could win Fairfax, says expert

4th Sep 2013 9:53 AM



“CLIVE Palmer may win his seat of Fairfax and his party may take a spot in the Senate in Saturday's election.”

That is the view of Gary Morgan, the executive chairman of Australian research company, Roy Morgan.

*(Interviewed on Tuesday September 2 - when the Morgan Poll had the PUP vote increasing to 4% (7.5% in Queensland), reported on Thursday September 4, 2013)*

**Full Article:** <http://www.sunshinecoastdaily.com.au/news/clive-could-win-fairfax-says-expert/2008888/>

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	Federal election September 7, 2013	SMS Exit Poll		Multi-mode**		Multi-mode**		Phone		Phone		Phone		Phone		Mobile only	
		September 7, 2013		September 4-6, 2013		September 4-5, 2013		September 4-5, 2013		September 4-5, 2013		September 5, 2013		September 2-4, 2013		September 4-5, 2013	
		<u>Morgan Poll</u>		<u>Morgan Poll</u>		<u>Morgan Poll</u>		Newspoll		Nielsen		Essential		Galaxy		Guardian -Lonergan	
	<u>Actual Result*</u>	%	error	%	error	%	error	%	error	%	error	%	error	%	error	%	error
<i>Sample Size</i>	<b>(10,627,380)</b>	<b>(6,215)</b>		<b>(4,937)</b>		<b>(3,939)</b>		<b>(2,511)</b>		<b>(1,431)</b>		<b>(1,035)</b>		<b>(1,503)</b>		<b>(862)</b>	
<b>TWO-PARTY PREFERRED</b>																	
L-NP	53.1	53	-0.1	53.5	+0.4	53.5	+0.4	54	+0.9	54	+0.9	52	-1.1	53	-0.1	50.8	-2.3
ALP	46.9	47	+0.1	46.5	-0.4	46.5	-0.4	46	-0.9	46	-0.9	48	+1.1	47	+0.1	49.2	+2.3
<b>Av. error</b>			<b>0.1</b>		<b>0.4</b>		<b>0.4</b>		<b>0.9</b>		<b>0.9</b>		<b>1.1</b>		<b>0.1</b>		<b>2.3</b>
<b>PRIMARY VOTE</b>																	
L-NP	45.4	43.5	-1.9	44	-1.4	45	-0.4	46	+0.6	46	+0.6	43	-2.4	45	-0.4	42	-3.4
ALP	33.8	33	-0.8	31.5	-2.3	31.5	-2.3	33	-0.8	33	-0.8	35	+1.2	35	+1.2	34	+0.2
Greens	8.4	11	+2.6	10.5	+2.1	9.5	+1.1	9	+0.6	11	+2.6	10	+1.6	9	+0.6	14	+5.6
Ind/ Other	12.4	12.5	+0.1	14	+1.6	14	+1.6	12	-0.4	10	-2.4	12	-0.4	11	-1.4	10	-2.4
<i>(Without Palmer)</i>																	
Palmer	5.6	5	-0.6	6.5	+0.9	6.5	+0.9							5	-0.6		
Ind/Other	6.8	7.5	+0.7	7.5	+0.7	7.5	+0.7							6	-0.8		
<i>(Without Katter, Family First, CDP)</i>																	
Katter	1.0	1.0	-	1.0	-	1.0	-										
Family First/ CDP	2.0	2.0	-	2.0	-	2.0	-										
Ind/ Other	3.8	4.5	+0.7	4.5	+0.7	4.5	+0.7										
<b>Av. error on all parties</b>			<b>0.9</b>		<b>1.1</b>		<b>0.8</b>		<b>0.6</b>		<b>1.6</b>		<b>1.4</b>		<b>0.7</b>		<b>2.9</b>

\*The figures provided are direct from the AEC Election results page at 11am on Monday September 9, 2013. <http://mirror-vtr.aec.gov.au/HouseStateFirstPrefsByParty-17496-NAT.htm>

\*\*These multi-mode Morgan Polls were conducted via telephone, SMS and online interviewing.

## Morgan Poll Accuracy — Recent Elections State & Federal (2006 – 2012)

The Morgan Poll has proven to be consistently the most accurate regular poll in recent Australian Elections — including the 2007 Federal Election, 2010 Federal Election, 2010 Victorian State Election & 2012 Queensland State Election.

The Morgan Poll was the most accurate of all polling companies at [the 2010 Federal Election](#) for the primary vote and clearly second-most accurate for the two-party preferred predictions (sample 1,872 electors).

The Morgan Poll was the most accurate of all polling companies at [the 2007 Federal Election](#) for both primary vote and two-party preferred predictions (sample 2,115 electors).

The Morgan Poll accurately predicted [that the ALP would win the 2006 Queensland Election with a reduced majority](#) (sample 604 electors).

The Morgan Poll accurately predicted [that the ALP would win the 2006 Victorian Election with a reduced majority](#) (sample 956 electors). The Morgan Poll was also the most accurate on the primary vote of the major parties for the Victorian election.

**Note:** The [discussion on Possum Pollytics](#) regarding Morgan and Newspoll is well worth reading.

The following included comment says it all: “I find it interesting that for the only poll in the last five years for which there is any ‘real’ figure with which to compare, i.e. the polls immediately before the 2004 election, Morgan (45.5%) was closer to the actual Coalition Primary (46.7%) than Newspoll (45%) or Nielsen (49%), and Morgan (38.5%) was also closer to the ALP actual primary (37.6%) than Newspoll (39%), and only marginally further away than Nielsen (37%). Since we have no idea of how far away the ongoing polls are from ‘reality’ (whatever that means), surely we should just go with what we know, that in the most recent testable case, Morgan was better at forecasting the actual primary vote than Newspoll. On what possible basis should we decide that the Newspoll or Nielsen primary vote estimate is ‘better’ than Morgan’s.”

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