

Monday, 13 January 2014

ALP (52.5%) start 2014 with a clear lead over the L-NP (47.5%) in first major public opinion poll of 2014

On a two-party preferred basis the ALP is 52.5%, unchanged since the Morgan Poll of December 7/8 & 14/15, 2013. L-NP support is 47.5%, also unchanged. If an election were held now the result would be an ALP victory according to the Morgan Poll. This multi-mode Morgan Poll on voting intention was conducted over the last two weekends (January 4/5 & 11/12, 2014) with an Australia-wide cross-section of 2,527 Australian electors aged 18+.

The L-NP primary vote is 39% (down 1.5%) just ahead of the ALP primary vote at 38% (down 0.5%).

Among the minor parties Greens support is 10.5% (up 0.5%), support for the Palmer United Party (PUP) is 3.5% (unchanged) and support for Independents/Others is 9% (up 1.5%). Support for PUP is still clearly highest in Clive Palmer's home State of Queensland (6%).

Analysis by Gender

Analysis by Gender shows that despite falling, ALP support is strongest amongst women with the ALP (55.5%, down 2.5% since December 7/8 & 14/15, 2013) well ahead of the L-NP (44.5%, up 2.5%) on a two-party preferred basis. However, support amongst men is nearly evenly split for the two major parties with men favouring the L-NP 51% (down 2%) cf. ALP 49% (up 2%).

Roy Morgan Government Confidence Rating

The Roy Morgan Government Confidence Rating has risen to 109 (up 5.5pts since December 7/8 & 14/15, 2013). Now 45% (up 3%) of Australians say Australia is 'heading in the right direction' and 36% (down 2.5%) say Australia is 'heading in the wrong direction'.

The Morgan Poll surveys a larger sample (including people who only use a mobile phone) than any other public opinion poll.

Gary Morgan says:

"The ALP (52.5%, unchanged since the final Morgan Poll of 2013) has maintained its clear lead over the L-NP (47.5%, unchanged) on a two-party preferred basis in the first major public opinion poll of 2014. The ALP's lead is stronger amongst women: ALP (55.5%, down 2.5%) cf. L-NP (44.5%, up 2.5%) while men give the L-NP (51%, down 2%) cf. ALP (49%, up 2%) a slight advantage on a two-party preferred basis.

*"The New Year begins with concerning news for the Abbott Government as today's Roy Morgan December unemployment figures show Australian unemployment rising to 1.411 million (up 143,000 from November 2013). The Roy Morgan unemployment rate of 11.2% is the highest since January 1995 (11.3%) – nearly twenty years ago. In addition, a further 1.092 million Australians (8.6% of the workforce) are under-employed. **A record high total of 2.503 million (up 99,000) Australians are looking for work or looking for more work.***

*"These results **show the most important priority for the Abbott Government in 2014 is to undertake significant labour market reforms** – Australia's full-time employment has dropped to 7.395 million – the lowest since January 2013 (7.196 million). The decline in full-time employment is a clear indicator that businesses are reluctant to hire full-time employees, a key to ensuring Australia's economy grows strongly."*

Electors were asked: "If an election for the House of Representatives were held today - which party will receive your first preference?" Visit the Roy Morgan Online Store to browse our range of [Voter Profiles by electorate](#), detailed [Voting Intention Demographics Reports](#) and [Most important Political Issue Reports](#) (all 150 electorates ranked by an issue).

Finding No. 5371 - This multi-mode Morgan Poll on Federal voting intention was conducted via SMS and face-to-face interviewing on the weekends of January 4/5 & 11/12, 2014 with an Australia-wide cross-section of 2,527 Australian electors aged 18+, of all electors surveyed 1.5% (up 0.5%) did not name a party.

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Federal Voting Intention Summary – House of Reps (%)

	L-NP	ALP	The Greens	Palmer United	Katter	Ind./Others
RECENT FEDERAL ELECTION RESULTS	%	%	%	%	%	%
Election March 2, 1996	47.3 (8.6)	38.8	1.7	0.0	0.0	12.2
Election October 3 [^] , 1998	39.5 (5.3)	40.1	2.1	0.0	0.0	18.3
Election November 10, 2001	43 (5.6)	37.8	4.4	0.0	0.3	13.5
Election October 9, 2004	46.4 (5.9)	37.6	7.2	0.0	0.3	8.5
Election November 24, 2007	42.1 (5.9)	43.4	7.8	0.0	0.3	6.4
Election, August 21, 2010	43.6 (3.7)	38.0	11.8	0.0	0.3	6.3
Election, September 7, 2013	45.5 (4.3)	33.4	8.7	5.5	1.0	5.9
MORGAN POLL						
September 21/22, 2013	43.5 (2.5)	34	10.5	4	1.5	6.5
October 5/6, 2013	42 (2)	37	9	4.5	0.5	7
October 19/20, 2013	43.5 (2.5)	34.5	10	4.5	1	6.5
November 2/3, 2013	41.5 (1.5)	35	10.5	5.5	1	6.5
November 16/17, 2013	42.5 (2.5)	32.5	11	5	1	8
November 30/ December 1, 2013	41.5 (2)	38.5	8.5	3.5	1	7
December 7/8 & 14/15, 2013	40.5 (2)	38.5	10	3.5	1	6.5
January 4/5 & 11/12, 2014	39 (2)	38	10.5	3.5	1.5	7.5

Note: ^ 1998 Federal election results have been updated to include results from the electorate of Newcastle supplementary election. The L-NP did not have a candidate contesting the electorate of Newcastle.

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Federal Voting Intention Summary – House of Reps (%)

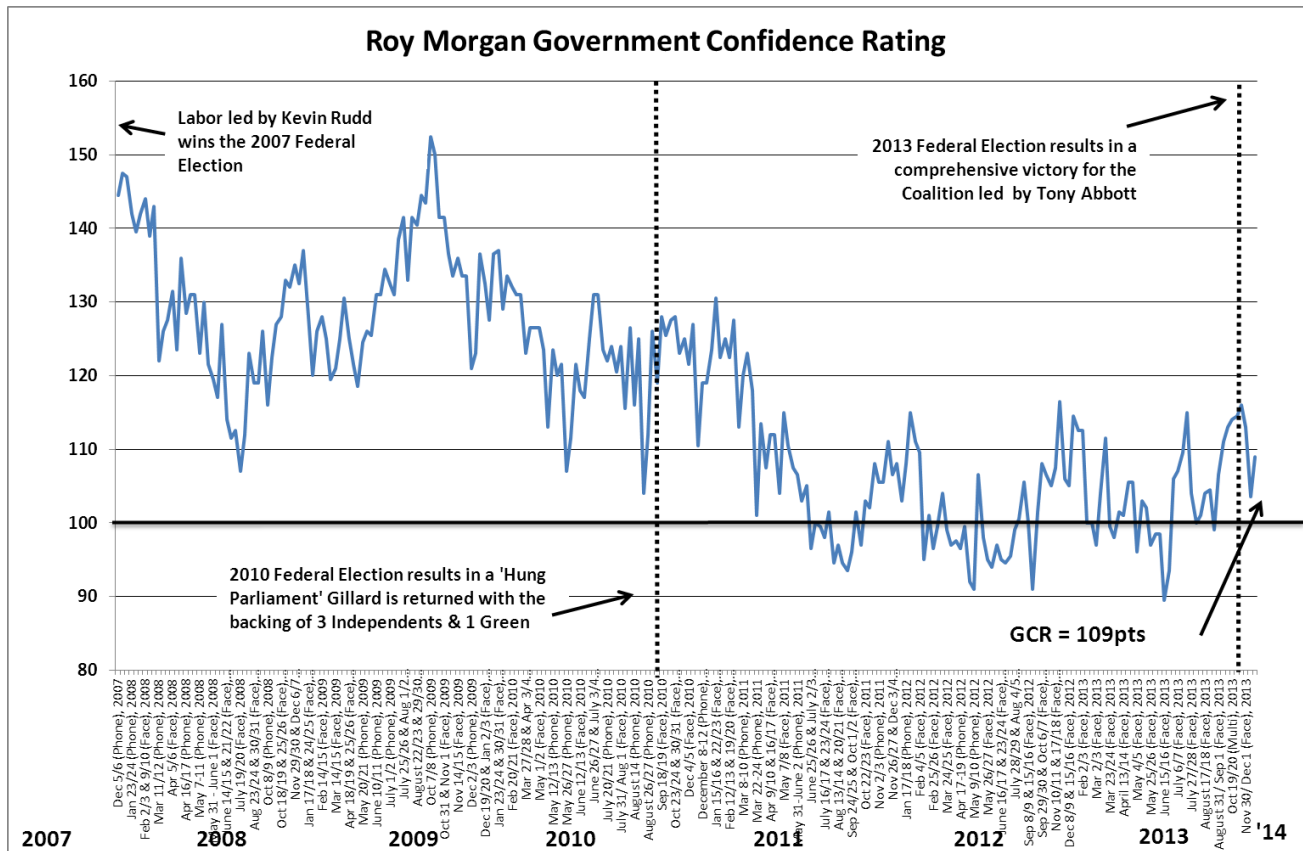
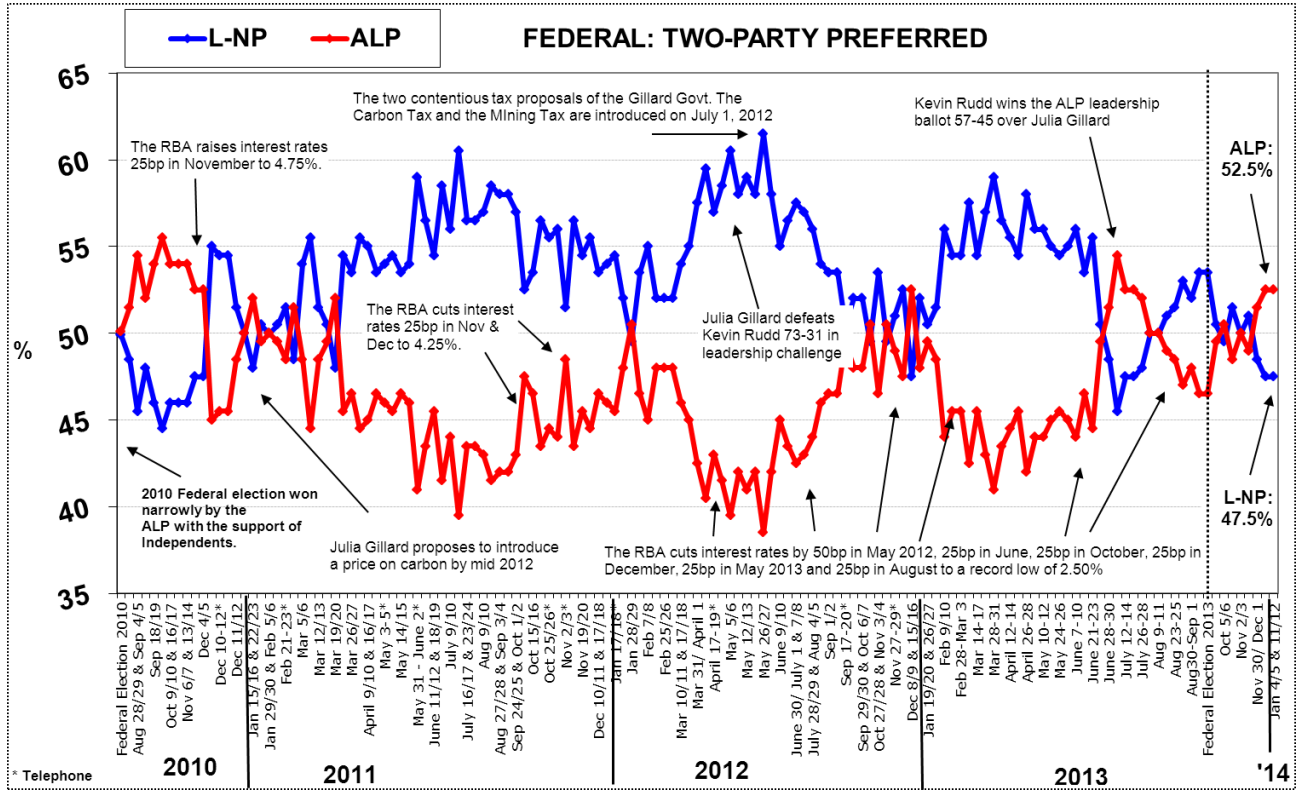
Two-Party Preferred Vote (%)

RECENT FEDERAL ELECTION RESULTS	L-NP	ALP
	%	%
Election, March 2, 1996	53.6	46.4
Election, October 3 [^] , 1998	49	51
Election, November 10, 2001	51	49
Election, October 9, 2004	52.7	47.3
Election, November 24, 2007	47.3	52.7
Election, August 21, 2010	49.9	50.1
Election, September 7, 2013	53.5	46.5
Final Pre-Election Morgan Poll – September 4-6, 2013	53.5	46.5

	Preferences distributed by how electors say they will vote		Preferences distributed by how electors voted at the 2013 election	
	%	%	%	%
MORGAN POLL	L-NP	ALP	L-NP	ALP
September 21/22, 2013	50.5	49.5	50	50
October 5/6, 2013	49.5	50.5	50	50
October 19/20, 2013	51.5	48.5	51	49
November 2/3, 2013	50	50	50	50
November 16/17, 2013	51	49	51.5	48.5
November 30/ December 1, 2013	48.5	51.5	48.5	51.5
December 7/8 & 14/15, 2013	47.5	52.5	47.5	52.5
January 4/5 & 11/12, 2014	47.5	52.5	47	53

[^] 1998 Federal Election results have been updated to include results from the electorate of Newcastle supplementary election. The L-NP did not have a candidate contesting the electorate of Newcastle. ****Multi = Multi-mode interviewing conducted via combined methodology.**

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Australia Heading In “Right” Or “Wrong” Direction

Electors were asked: “Generally speaking, do you feel that things in Australia are heading in the right direction or would you say things are seriously heading in the wrong direction?”

	Interviewing Dates — ALP Government (Julia Gillard v Tony Abbott)								
	Apr 27/28	May 4/5	May 11/12	May 18/19	May 25/26	June 1/2	June 8/9	June 15/16	June 22/23
	Face	Face	Face	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%	%	%
Right direction	41.5	38	42	44	40	40	40	34.5	38.5
Wrong direction	36	42	39	42	43	41.5	41.5	45	45
Roy Morgan GCR*	105.5	96	103	102	97	98.5	98.5	89.5	93.5
Can't say	22.5	20	19	14	17	18.5	18.5	20.5	16.5
TOTAL	100	100	100	100	100	100	100	100	100

	Interviewing Dates — ALP Government (Kevin Rudd v Tony Abbott)										
	June 29/30	July 6/7	July 13/14	July 20/21	July 26/27	Aug 3/4	Aug 10/11	Aug 17/18	Aug 24/25	Aug 28-29	Aug 31/ Sep 1
	Face	Face	Face	Face	Face	Face	Face	Face	Face	Phone	Face
	%	%	%	%	%	%	%	%	%	%	%
Right direction	43.5	43	45	48.5	41	40	40.5	42.5	43.5	42	43.5
Wrong direction	37.5	36	35.5	33.5	37	40	39.5	38.5	39	43	37
Roy Morgan GCR*	106	107	109.5	115	104	100	101	104	104.5	99	106.5
Can't say	19	21	19.5	18	22	20	20	19	17.5	15	19.5
TOTAL	100	100	100	100	100	100	100	100	100	100	100

	Interviewing Dates — L-NP Government (Tony Abbott v Chris Bowen & Bill Shorten)								
	Sep 21/22	Oct 5/6	Oct 19/20	Nov 2/3	Nov 16/17	Nov 30/ Dec 1	Dec 7/8	Jan 4/5 & 11/12	
	Multi	Multi	Multi	Face	Face	Face	Face	Face	
	%	%	%	%	%	%	%	%	
Right direction	42	42	42.5	45.5	48.5	48	42	45	
Wrong direction	31	29	28.5	31	32.5	35	38.5	36	
Roy Morgan GCR*	111	113	114	114.5	116	113	103.5	109	
Can't say	27	29	29	23.5	19	17	19.5	19	
TOTAL	100	100	100	100	100	100	100	100	

Phone: Telephone survey method; Face: Face-to-face survey method. *Roy Morgan GCR = Roy Morgan Government Confidence Rating (100 plus the difference between the percentage of people who say the country is “going in the right direction” and the percentage who say the country is “going in seriously the wrong direction”).

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. The following table gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. The figures are approximate and for general guidance only, and assume a simple random sample. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
500	±4.5	±3.9	±2.7	±1.9
1,000	±3.2	±2.7	±1.9	±1.4
1,500	±2.6	±2.2	±1.5	±1.1
2,000	±2.2	±1.9	±1.3	±1.0

Morgan Poll Accuracy — Recent Elections State & Federal (2006 – 2013)

The Morgan Poll has proven to be consistently the most accurate regular poll in recent Australian Elections — including the 2013 Federal Election, 2010 Federal Election, 2007 Federal Election, 2010 Victorian State Election & 2012 Queensland State Election.

The **Morgan Poll** was the most accurate of all polling companies at [the 2013 Federal Election](#) for the two-party preferred vote (L-NP: 53.5% cf. ALP 46.5%) (sample 4,937 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.”

[View Federal Voting Intention Trend](#)