

Monday, 19 August 2013

L-NP (51%) takes the lead over ALP (49%) with only 3 weeks to go

Last weekend (August 16-18, 2013) with only three weeks to go until the Federal Election, the L-NP has taken the lead – L-NP 51% cf. ALP 49% on a two-party preferred basis. Just one week ago, before the first Leaders Debate the Morgan Poll showed the ALP and L-NP equal on 50%.

The ALP primary vote is 36.5% (unchanged), behind the L-NP primary vote at 44.5% (up 0.5%).

Among the minor parties Greens support is 9.5% (down 1%) and support for Independents/Others is 9.5% (up 0.5%) – including within that support for Katter’s Australian Party of 1% and support for the Palmer United Party of 1%.

The Roy Morgan Government Confidence Rating has risen in the past week – up 3pts to 104. Now 42.5% (up 2%) of Australians say Australia is ‘heading in the right direction’ and 38.5% (down 1%) say Australia is ‘heading in the wrong direction’.

If a Federal Election were held today the L-NP would be heading for a narrow victory according to this weekend’s multi-mode Morgan Poll on Federal voting intention with an Australia-wide cross-section of 4,515 Australian electors aged 18+. The Morgan Poll surveys a significantly larger sample (including people who only use a mobile phone) than any other public opinion poll.

For the Poll Nerds! Calculation of 2PP vote is based on how preferences for minor parties are allocated:

The Morgan Poll allocates preferences of minor party voters based on how electors surveyed **say they will vote**: ALP (49%) cf. L-NP (51%). When the Morgan Poll allocates preferences by **how Australian electors gave their preferences at the last Federal election** – the method used by Newspoll, Fairfax Nielsen and Galaxy – the Morgan Poll shows a clear lead for the L-NP (52%, up 0.5%) cf. ALP (48%, down 0.5%).

Although not everyone votes ‘the card’, how the preferences of minor parties are allocated on Election Day will depend on the ‘deals’ that are done by various parties and the ‘cards’.

Analysis by Gender

Analysis by Gender shows Women favouring the ALP (51.5%, down 0.5%) cf. L-NP (48.5%, up 0.5%) on a two party preferred basis and Men even more heavily favouring the L-NP 53.5% (up 1.5%) cf. ALP 46.5% (down 1.5%).

Gary Morgan says:

“Today the L-NP is just in front – L-NP 51% cf. ALP 49%. A special telephone Morgan Poll conducted mid-week only days after the Leaders Debate showed the L-NP well ahead (L-NP 57% cf. ALP 43%). Although telephone polls tend to be biased towards the L-NP (some pollsters overcome this bias by weighting the results by ‘past vote’), it is likely that the L-NP gained ground with the debate and in the immediate aftermath in which Rudd was attacked for using notes and then lost some of the gains with Opposition Leader Tony Abbott’s ‘sex appeal’ comment and the Coalition’s refusal to explain how they would balance the Budget.

“This Federal Election is very different to the last election. Financial issues like Cost of living, High taxes and the Economy are much more important (29%) compared to (17%) before the last election. The Environment has fallen to almost a non-issue (7%, compared to 17% before the last election).

“Although the L-NP is traditionally seen as better for ‘Managing the Economy’, they will not win this issue until they can gain the trust of the electorate that they will navigate the country through difficult economic times even though they have not yet provided detailed policy costings.

*“Kevin Rudd must win this week’s Town Hall debate in Queensland to regain momentum lost in the past week. The **Roy Morgan Reactor** results analysed by voting preference will be **shown live** during the debate on www.roymorgan.com.”*

Electors were asked: *“If an election for the House of Representatives were held today — which party would 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). [Contact us](#) to for a free 2-week-trial of our weekly Federal Election Voting Intention report (offer valid till 22 August 2013).

Finding No. 5115 - This multi-mode Morgan Poll on Federal voting intention was conducted over the last few days via Face-to-Face, Internet and SMS interviewing, August 16-18, 2013 with an Australia-wide cross-section of 4,515 Australian electors aged 18+, of all electors surveyed 0.5% (down 0.5%) did not name a party.

MEN – PRIMARY VOTE				
	Multi-Mode			
	July 26-28, 2013	August 2-4, 2013	August 9-11, 2013	August 16-18, 2013
	%	%	%	%
ALP	37.5	36	35	36
L-NP	43.5 (2)	45.5 (2)	47 (2.5)	47.5 (3.5)
Greens	8	7.5	9.5	8
Ind. /Other	11	11	8.5	8.5
TOTAL	100	100	100	100
MEN – TWO-PARTY PREFERRED				
ALP	49.5	48	48	46.5
L-NP	50.5	52	52	53.5
TOTAL	100	100	100	100

WOMEN – PRIMARY VOTE				
	Multi-Mode			
	July 26-28, 2013	August 2-4, 2013	August 9-11, 2013	August 16-18, 2013
	%	%	%	%
ALP	39.5	40	37.5	37
L-NP	40 (3)	40.5 (2)	41 (3)	41.5 (3)
Greens	12.5	10.5	11.5	11.5
Ind. /Other	8	9	10	10
TOTAL	100	100	100	100
ALP	54	52	52	51.5
L-NP	46	48	48	48.5
TOTAL	100	100	100	100

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Federal Voting Intention Summary – House of Reps (%)

	ALP	L-NP	The Greens	Ind./ Others
RECENT FEDERAL ELECTION RESULTS	%	%	%	%
Election March 2, 1996	38.8	47.3 (8.6)	1.7	12.2
Election October 3 [^] , 1998	40.1	39.5 (5.3)	2.1	18.3
Election November 10, 2001	37.8	43 (5.6)	4.4	13.8
Election October 9, 2004	37.6	46.4 (5.9)	7.2	8.8
Election November 24, 2007	43.4	42.1 (5.9)	7.8	6.7
Election, August 21, 2010	38.0	43.6 (3.7)	11.8	6.6
MORGAN POLL				
October 13/14 & 20/21, 2012 (Face)	37.5	38.5 (2)	12.5	11.5
October 27/28 & November 3/4, 2012 (Face)	35.5	43 (2.5)	10	11.5
November 10/11 & 17/18, 2012 (Face)	36.5	38.5 (3)	11.5	13.5
November 27-29, 2012 (Phone)	36.5	44.5 (1.5)	8.5	10.5
November 24/25 & December 1/2, 2012 (Face)	36	40.5 (2.5)	10.5	13
December 8/9 & 15/16, 2012 (Face)	40	37.5 (2.5)	12	10.5
January 5/6 & 12/13, 2013 (Face)	36.5	41.5 (2)	10.5	11.5
January 19/20 & 26/27, 2013 (Face)	36	39 (2)	12	13
February 2/3, 2013 (Face)	38.5	42.5 (3.5)	8.5	10.5
February 9/10, 2013 (Face)	33.5	45 (2.5)	9	12.5
February 16/17 & 23/24, 2013 (Face)	33.5	44 (2)	10	12.5
February 28-March 3, 2013 (Multi-mode)**	33	45 (3)	10.5	11.5
March 7-10, 2013 (Multi-mode)	31.5	47 (3)	11	10.5
March 14-17, 2013 (Multi-mode)	33	46 (2.5)	10.5	10.5
March 21-24, 2013 (Multi-mode)	30.5	46.5 (3.5)	10.5	12.5
March 29 – April 1, 2013 (Multi-mode)	30	49 (3.5)	11	10
April 4-7, 2013 (Multi-mode)	31	46.5 (3.5)	10	12.5
April 11-14, 2013 (Multi-mode)	32	47.5 (3)	10.5	10
April 18-21, 2013 (Multi-mode)	32.5	44 (2.5)	10.5	13
April 26-28, 2013 (Multi-mode)	30.5	48 (3)	11	10.5
May 3-5, 2013 (Multi-mode)	32	46 (3)	8.5	13.5
May 10-12, 2013 (Multi-mode)	32	46.5 (3.5)	9.5	12
May 17-19, 2013 (Multi-mode)	32	45.5 (2.5)	10	12.5
May 24-26, 2013 (Multi-mode)	33.5	45.5 (3)	9.5	11.5
May 31-June 2, 2013 (Multi-mode)	31.5	45.5 (3)	9.5	13.5
June 7-10, 2013 (Multi-mode)	31	46 (2.5)	9.5	13.5
June 14-16, 2013 (Multi-mode)	33	44.5 (2)	9	13.5
June 21-23, 2013 (Multi-mode)	30.5	47 (3)	9	13.5
Kevin Rudd takes over the ALP leadership and returns as Australian Prime Minister – June 27, 2013				
June 26, 2013 (Snap SMS after Leadership ballot)	38	43 (2.5)	8.5	10.5
June 28-30, 2013 (Multi-mode)	39.5	40.5 (3.5)	8.5	11.5
July 5-7, 2013 (Multi-mode)	41.5	39.5 (3)	8.5	10.5
July 12-14, 2013 (Multi-mode)	42	41 (3)	7	10
July 19-21, 2013 (Multi-mode)	41.5	41 (2.5)	9	8.5
July 26-28, 2013 (Multi-mode)	38.5	41.5 (2.5)	10.5	9.5
August 2-4, 2013 (Multi-mode)	38	43 (2)	9.5	9.5
August 9-11, 2013 (Multi-mode)	36.5	44 (3)	10.5	9
August 16-18, 2013 (Multi-mode)	36.5	44.5 (3.5)	9.5	9.5

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. *An increasing proportion of Greens voters are indicating a preference for the L-NP ahead of the ALP. At the 2010 Federal Election only 20% of Greens voters preferred the L-NP, but recent Morgan Polls have this figure closer to 40%.

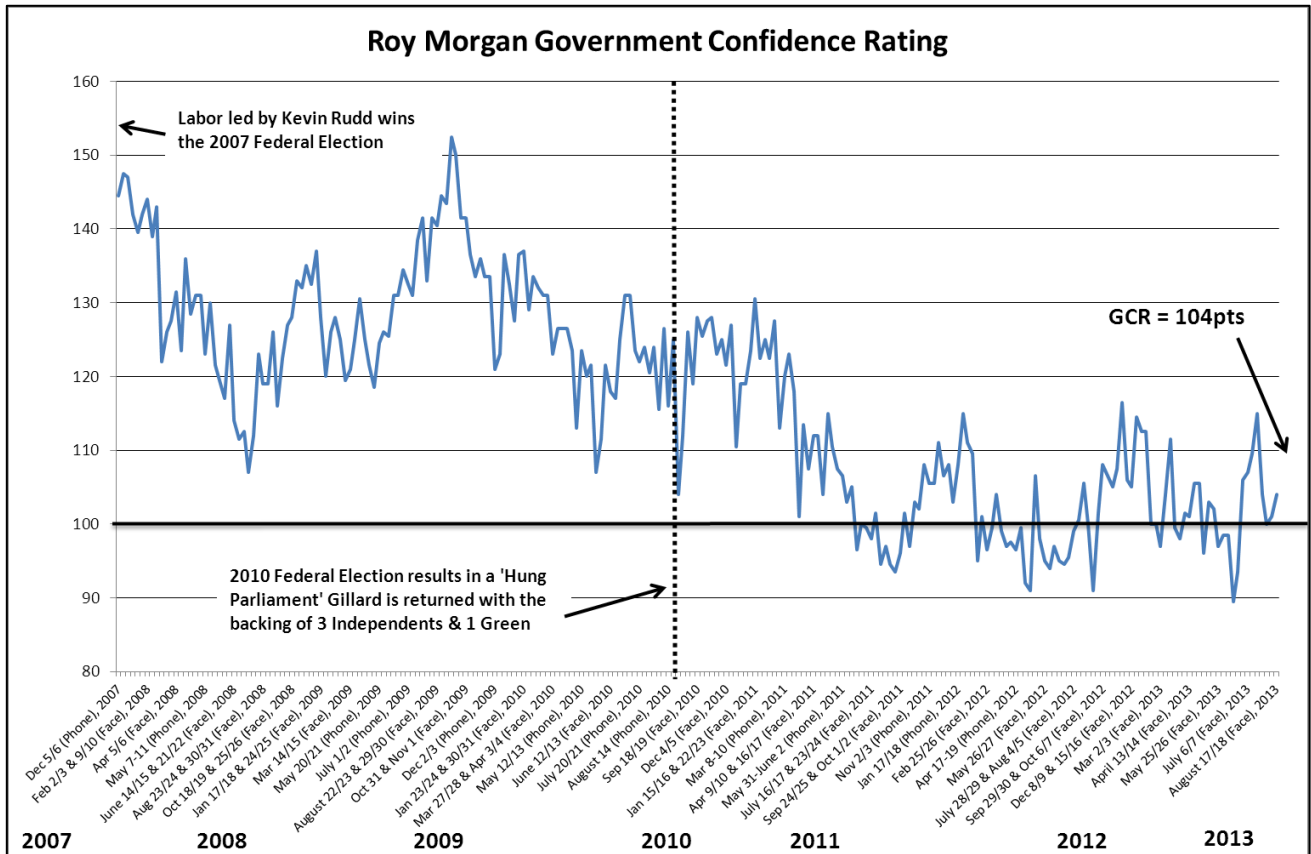
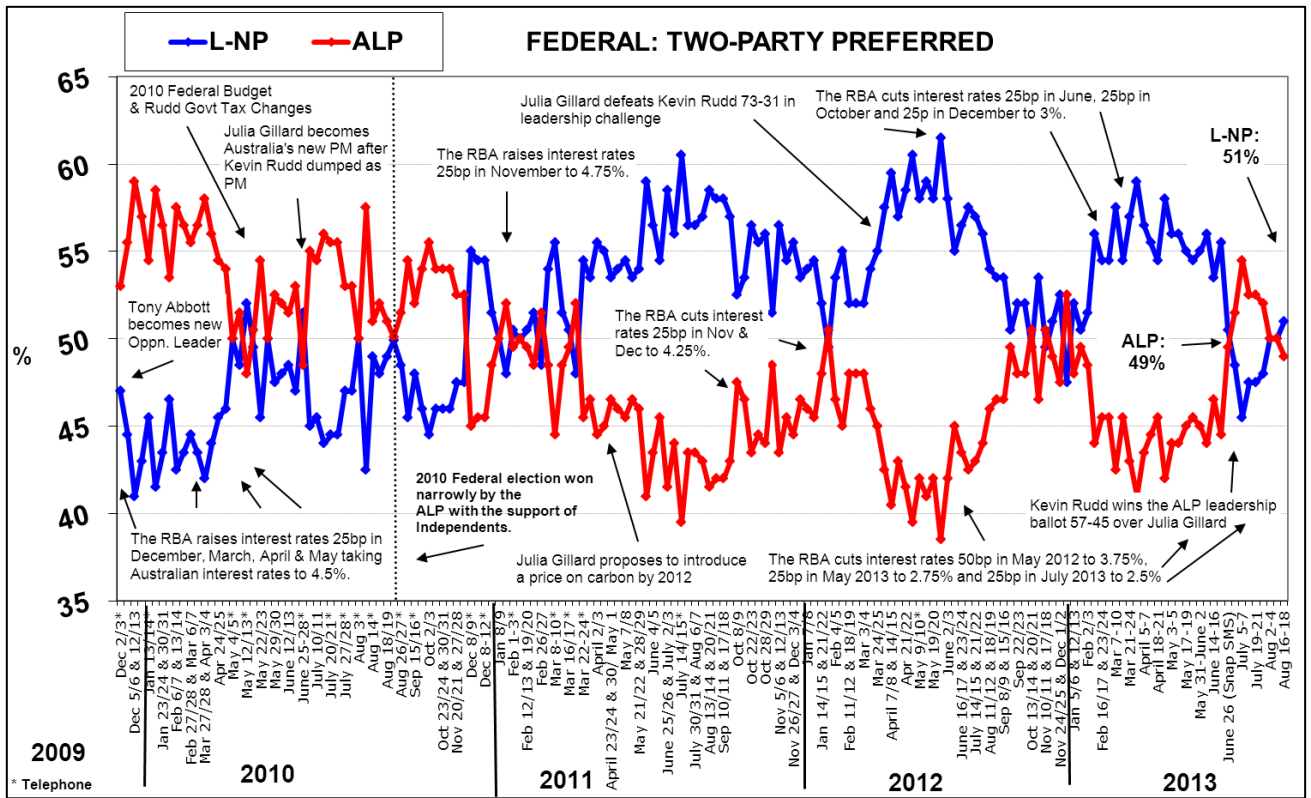
Federal Voting Intention Summary – House of Reps (%)

Two-Party Preferred Vote (%)

RECENT FEDERAL ELECTION RESULTS	ALP	L-NP		
	%	%		
Election, March 2, 1996	46.4	53.6		
Election, October 3 [^] , 1998	51	49		
Election, November 10, 2001	49	51		
Election, October 9, 2004	47.3	52.7		
Election, November 24, 2007	52.7	47.3		
Election, August 21, 2010	50.1	49.9		
	Preferences distributed by how electors say they will vote		Preferences distributed by how electors voted at the 2010 election	
	%	%	%	%
MORGAN POLL	ALP	L-NP	ALP	L-NP
November 10/11 & 17/18, 2012 (Face)	50.5	49.5	51	49
November 27-29, 2012 (Phone)	49	51	47.5	52.5
November 24/25 & December 1/2, 2012 (Face)	47.5	52.5	49.5	50.5
December 8/9 & 15/16, 2012 (Face)	52.5	47.5	53.5	46.5
January 5/6 & 12/13, 2013 (Face)	48	52	49	51
January 19/20 & 26/27, 2012 (Face)	49.5	50.5	50.5	49.5
February 2/3, 2013 (Face)	48.5	51.5	49.5	50.5
February 9/10, 2013 (Face)	44	56	45.5	54.5
February 16/17 & 23/24, 2013 (Face)	45.5	54.5	46.5	53.5
February 28-March 3, 2013 (Multi-mode)**	45.5	54.5	46	54
March 7-10, 2013 (Multi-mode)	42.5	57.5	44.5	55.5
March 14-17, 2013 (Multi-mode)	45.5	54.5	46	54
March 21-24, 2013 (Multi-mode)	43	57	44	56
March 29 – April 1, 2013 (Multi-mode)	41	59	42.5	57.5
April 4-7, 2013 (Multi-mode)	43.5	56.5	44	56
April 11-14, 2013 (Multi-mode)	44.5	55.5	44	56
April 18-21, 2013 (Multi-mode)	45.5	54.5	46	54
April 26-28, 2013 (Multi-mode)	42	58	43.5	56.5
May 3-5, 2013 (Multi-mode)	44	56	44	56
May 10-12, 2013 (Multi-mode)	44	56	44	56
May 17-19, 2013 (Multi-mode)	45	55	45	55
May 24-26, 2013 (Multi-mode)	45.5	54.5	45.5	54.5
May 31-June 2, 2013 (Multi-mode)	45	55	44.5	55.5
June 7-10, 2013 (Multi-mode)	44	56	44	56
June 14-16, 2013 (Multi-mode)	46.5	53.5	45.5	54.5
June 21-23, 2013 (Multi-mode)	44.5	55.5	43.5	56.5
Kevin Rudd takes over the ALP leadership and returns as Australian Prime Minister – June 27, 2013				
June 26, 2013 (Snap SMS after Leadership ballot)	49.5	50.5	49	51
June 28-30, 2013 (Multi-mode)	51.5	48.5	51	49
July 5-7, 2013 (Multi-mode)	54.5	45.5	52.5	47.5
July 12-14, 2013 (Multi-mode)	52.5	47.5	51.5	48.5
July 19-21, 2013 (Multi-mode)	52.5	47.5	52	48
July 26-28, 2013 (Multi-mode)	52	48	50.5	49.5
August 2-4, 2013 (Multi-mode)	50	50	49.5	50.5
August 9-11, 2013 (Multi-mode)	50	50	48.5	51.5
August 16-18, 2013 (Multi-mode)	49	51	48	52

[^] 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.

FOR IMMEDIATE RELEASE



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)								
	Feb 16/17 & 23/24	March 2/3	March 9/10	March 16/17	March 23/24	Mar 29 – Apr 1	Apr 6/7	Apr 13/14	Apr 20/21
	Face	Face	Face	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%	%	%
Right direction	41	40.5	43	47	41	41.5	40.5	41	42.5
Wrong direction	41	43.5	39	35.5	41.5	43.5	39	40	37
Roy Morgan GCR*	100	97	104	111.5	99.5	98	101.5	101	105.5
Can't say	18	16	18	17.5	17.5	15	20.5	19	20.5
TOTAL	100	100	100	100	100	100	100	100	100

	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	
	Face	Face	Face	Face	Face	Face	Face	Face	
	%	%	%	%	%	%	%	%	
Right direction	43.5	43	45	48.5	41	40	40.5	42.5	
Wrong direction	37.5	36	35.5	33.5	37	40	39.5	38.5	
Roy Morgan GCR*	106	107	109.5	115	104	100	101	104	
Can't say	19	21	19.5	18	22	20	20	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 – 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.”

[View Federal Voting Intention Trend](#)