

Friday, 30 August 2013

Swing to L-NP continues. L-NP set to win Federal Election with only 1 week to go. Palmer Party jumps to 4% - 6.5% in Queensland!

With only one week to go until the Federal Election, the swing to the L-NP has continued with the L-NP increasing its lead – L-NP 53% (up 1.5%) cf. ALP 47% (down 1.5%) on a two-party preferred basis. This is the first poll conducted since Wednesday night's third Leaders' Debate in Rooty Hill, NSW – which the Roy Morgan Reactor showed was won by Prime Minister Kevin Rudd – although relatively few Australians actually watched the Debate.

The ALP primary vote is 30.5% (down 4%), behind the L-NP primary vote at 44% (down 1%).

Among the minor parties Greens support is 12% (up 1%) and support for Independents/Others is 13.5% (up 4%) – including within that support for the Palmer United Party has jumped to 4% (6.5% in Queensland) after significant media publicity following provocative TV interviews while support for Katter's Australian Party is 1%.

The Roy Morgan Government Confidence Rating is now at 99.0 down 5.5pts. Now 42% (down 1.5%) of Australians say Australia is 'heading in the right direction' and 43% (up 4%) say Australia is 'heading in the wrong direction'.

If a Federal Election were held today the L-NP would be heading for victory according to the multi-mode Morgan Poll over the last two nights (August 28-29, 2013) on Federal voting intention with an Australia-wide cross-section of 1,599 Australian electors aged 18+. The Morgan Poll surveys a 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 (47%) cf. L-NP (53%). 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 (54%, up 1.5%) cf. ALP (46%, down 1.5%).

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 (50.5%, unchanged) cf. L-NP (49.5%, unchanged) on a two party preferred basis and Men favouring the L-NP 56.5% (up 3%) cf. ALP 43.5% (down 3%).

Gary Morgan says:

"Today's Morgan Poll shows the L-NP (53%, up 1.5% since last weekend) increasing their two-party preferred lead over the ALP (47%, down 1.5%) with only a week to go before Australians head to the polls on September 7. In further good news for Opposition Leader Tony Abbott, a special telephone Morgan Poll conducted in conjunction shows Abbott

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(44%, up 1% since August 12/13, 2013) now ahead of Prime Minister Kevin Rudd (43%, down 3%) as 'Better PM' for the first time since Abbott became Opposition Leader.

"Although the Roy Morgan Reactor showed Prime Minister Rudd (56%) scored a decisive victory over Abbott (23%) in Wednesday night's third, and final, Leaders' Debate in Rooty Hill, NSW, that victory appears too little too late for the Rudd Government.

"Today's unprecedented statement by Treasury Secretary Martin Parkinson, Finance Secretary David Tune and Parliamentary Budget Office head Phil Bowen that the Government was wrong to use their figures to claim the Opposition had a \$10 billion 'hole' in their costings has undermined the Government's attack on the Coalition's spending plans – an area the Government felt it could exploit given the Coalition has not yet released their costings.

"In addition, the news today that the Independent Commission Against Corruption (ICAC) is set to press charges against former NSW State Labor Minister Ian McDonald, and former CFMEU official John Maitland, for corruption has topped off a bad week for the Rudd Government.

"The Coalition is set to claim victory at next week's Federal Election, and the only question remaining is whether the ALP can close the gap over the last week or whether the Opposition will continue increasing their lead through to polling day. The Morgan Poll has shown an increasing degree of momentum for the L-NP since the election was called in early August."

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).

Finding No. 5148 - This multi-mode Morgan Poll on Federal voting intention was conducted over the last few nights via Telephone and Internet, August 28-29, 2013 with an Australia-wide cross-section of 1,599 Australian electors aged 18+, of all electors surveyed 2% (up 1.5%) did not name a party.

MEN – PRIMARY VOTE				
	Multi-Mode			
	August 9-11, 2013	August 16-18, 2013	August 23-25, 2013	August 28-29, 2013
	%	%	%	%
ALP	35	36	33.5	29.5
L-NP	47 (2.5)	47.5 (3.5)	47 (2.5)	47.5 (2)
Greens	9.5	8	9.5	8.5
Ind. /Other	8.5	8.5	10	14.5
TOTAL	100	100	100	100
MEN – TWO-PARTY PREFERRED				
ALP	48	46.5	46.5	43.5
L-NP	52	53.5	53.5	56.5
TOTAL	100	100	100	100

WOMEN – PRIMARY VOTE				
	Multi-Mode			
	August 9-11, 2013	August 16-18, 2013	August 23-25, 2013	August 28-29, 2013
	%	%	%	%
ALP	37.5	37	35.5	32
L-NP	41 (3)	41.5 (3)	42.5 (2.5)	41 (3.5)
Greens	11.5	11.5	13	15.5
Ind. /Other	10	10	9	11.5
TOTAL	100	100	100	100
ALP	52	51.5	50.5	50.5
L-NP	48	48.5	49.5	49.5
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				
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
August 23-25, 2013 (Multi-mode)	34.5	45 (2.5)	11	9.5
August 28-29, 2013 (Multi-mode)	30.5	44 (3)	12	13.5

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%.

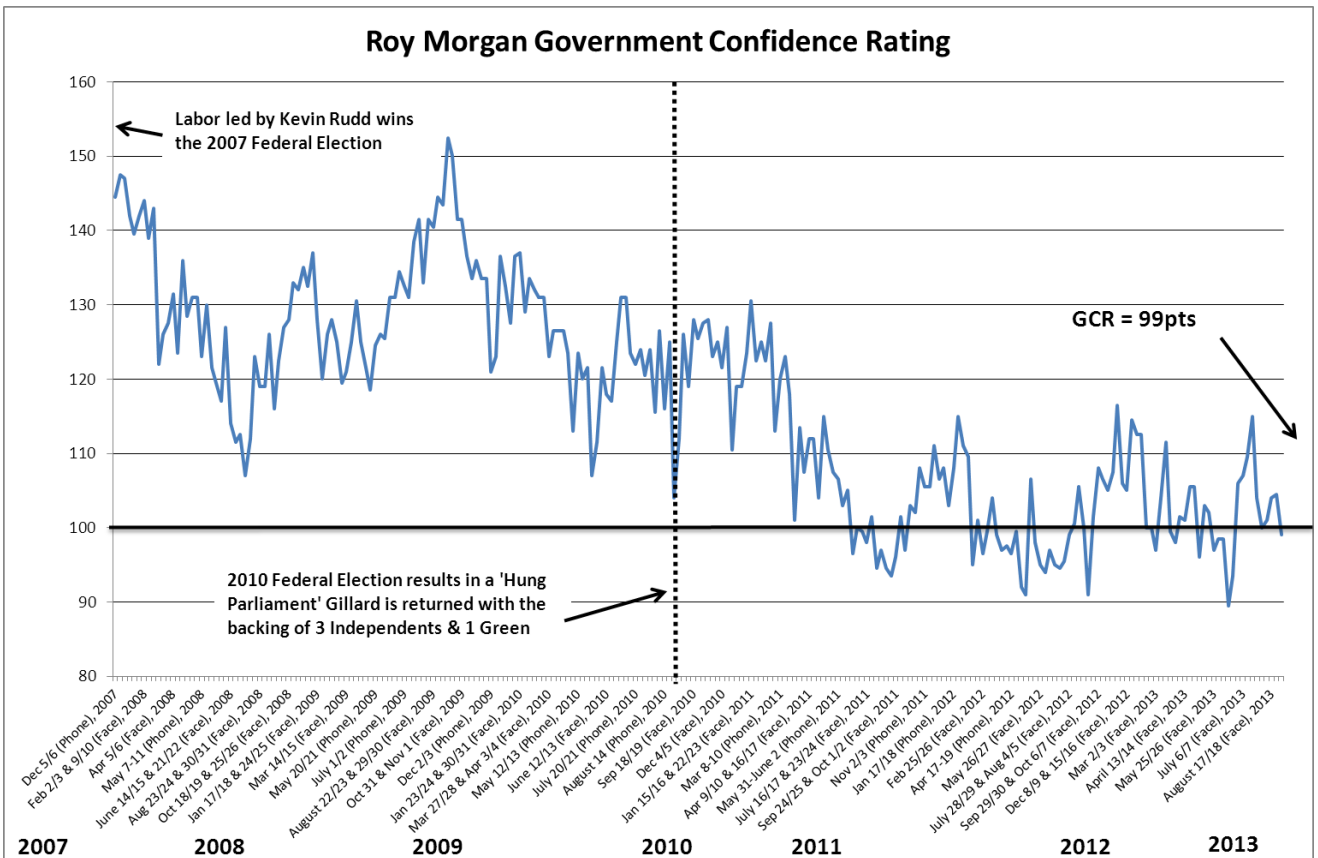
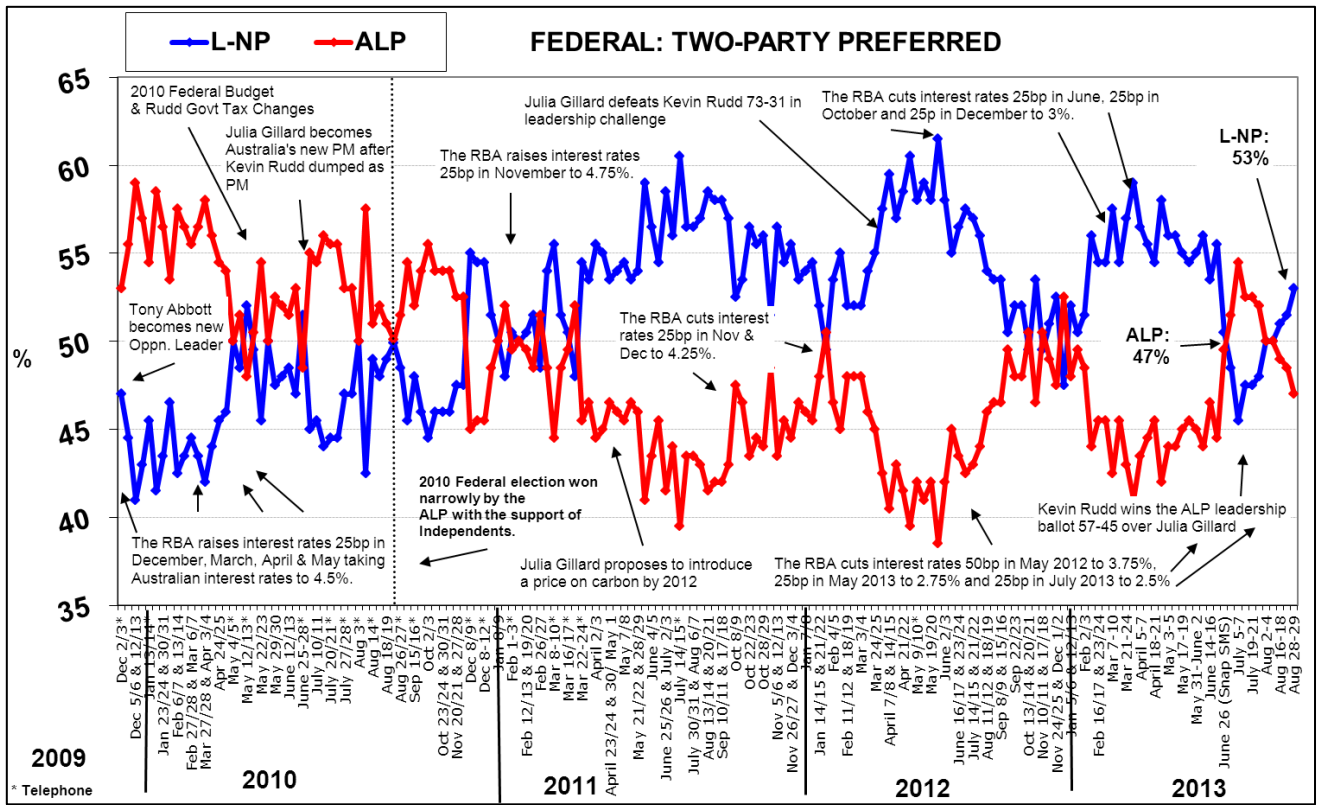
Federal Voting Intention Summary – House of Reps (%)

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
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
August 23-25, 2013 (Multi-mode)	48.5	51.5	47.5	52.5
August 28-29, 2013 (Multi-mode)	47	53	46	54

[^] 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
	Face	Face	Face	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%	%	%
Right direction	43.5	43	45	48.5	41	40	40.5	42.5	43.5
Wrong direction	37.5	36	35.5	33.5	37	40	39.5	38.5	39
Roy Morgan GCR*	106	107	109.5	115	104	100	101	104	104.5
Can't say	19	21	19.5	18	22	20	20	19	17.5
TOTAL	100	100	100	100	100	100	100	100	100

	Interviewing Dates — ALP Government (Kevin Rudd v Tony Abbott)								
	Aug 28-29								
	Phone								
	%								
Right direction	42								
Wrong direction	43								
Roy Morgan GCR*	99								
Can't say	15								
TOTAL	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](#)