

Tuesday, 30 July 2013

## Morgan Poll Update with Special Qualitative Research

### **ALP would still win Federal Election. ALP 52% cf. L-NP 48%; although big drop in Roy Morgan Government Confidence Rating. Rudd Government asylum seeker policy drives voters to the Greens**

**This week's Morgan Poll shows a small gain for the L-NP. The ALP 52% (down 0.5%) would still win a Federal Election ahead of the L-NP 48% (up 0.5%) on a two-party preferred basis.**

The ALP primary vote is 38.5% (down 3%), ahead of the L-NP primary vote at 41.5% (up 0.5%).

Among the minor parties Greens support is 10.5% (up 1.5%). **This is the highest level of support for the Greens since Kevin Rudd returned as Prime Minister.** Support for Independents/ Others is 9.5% (up 1%) – including within that support for Katter's Australian Party of 1% and support for the Palmer United Party of 1%.

However, the Roy Morgan Government Confidence Rating has plunged in the past week – down 11pts to 104. Now 41% (down 7.5%) of Australians say Australia is 'heading in the right direction' and 37% (up 3.5%) say Australia is 'heading in the wrong direction'.

**If a Federal Election were held today the ALP would win according to this weekend's multi-mode Morgan Poll on Federal voting intention with an Australia-wide cross-section of 3,575 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 (52%) cf. L-NP (48%). When the Morgan Poll allocates preferences by **how Australian electors voted at the last Federal election** – the method used by Newspoll, Fairfax Nielsen and Galaxy – the Morgan Poll shows a much closer result: ALP (50.5%, down 1.5%) cf. L-NP (49.5%, up 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 swinging back to the L-NP this week but still clearly favour the ALP (54%, down 1.5%) cf. L-NP (46%, up 1.5%) on a two party preferred basis. Men are pretty evenly split: ALP 49.5% (down 0.5%) cf. L-NP 50.5% (up 0.5%).

#### **Gary Morgan says:**

*"This week's Morgan Poll shows the ALP (52%, down 0.5%) with an election winning lead over the L-NP (48%, up 0.5%). However, the Rudd Government's controversial changes to the way the Fringe Benefits Tax (FBT) operates on salary packaging and the car leasing industry appears to have impacted on the ALP's primary voting support which fell 3% to 38.5%. Support rose for the L-NP (41.5%, up 0.5%), the Greens (10.5%, up 1.5%) and Independents/ Others (9.5%, up 1%)."*

*“This has resulted in a large drop in the Roy Morgan Government Confidence Rating – down 11pts to 104 – now at its lowest since Kevin Rudd returned to the Prime Ministership in late June – and a potential ‘honeymoon destroyer’.*

*“Special Roy Morgan qualitative research undertaken over the weekend shows the issue of asylum seekers and border protection has been a key vote driver in the past week. Here is a selection of comments on the issue: ‘I would like to state both major parties have an appalling attitude to asylum seekers’; ‘The PNG Solution has not stopped the boats’; ‘They have to find a better way to stop the asylum seekers coming to Australia’; ‘The treatment of asylum seekers’; ‘I prefer Tony Abbott’s policy in relation to asylum seekers compared to Rudd’; ‘I believe that we need to treat asylum seekers in a more humane way’; ‘We need to deter asylum seekers from coming to Australia’, ‘We need to process asylum seekers on our shores’, ‘Present asylum seeker policies of both major parties are inhumane’, ‘My opinion of Rudd has gone down following his new asylum seeker policy’.*

*“Other issues of concern mentioned related to the taxation system – ‘Tax reform’; ‘Cutting taxes and expenditure to attempt to get Australia out of debt and build a strong economy’; ‘The FBT changes don’t affect me but it is a dangerous stupid policy’; ‘Poor performance by Labor over the last six years – FBT on cars, pink bats, education revolution, cattle to Indonesia’; ‘FBT and refugee policies stink’; ‘Labor waste too much of our tax dollars’; ‘They are messing with the tax and super systems without giving people enough warning’; ‘Car leasing is a policy that needs to be legislated’; ‘Tax rate changes for hard-working people’.*

*“The general tone of the comments suggests many are dissatisfied with both of the major parties – and are seeking an alternative. These comments provide support to third party The Greens – whose support this week rose to its highest since Rudd returned as PM.*

*“There has been much speculation over when Prime Minister Kevin Rudd will call the Federal Election. This week is Rudd’s last chance to call the election before former Prime Minister Julia Gillard’s nominated date of September 14, after which the next likely date is in early October after the AFL & NRL Grand Final weekends.”*

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 15 August 2013).*

*Finding No. 5071 - This multi-mode Morgan Poll on Federal voting intention was conducted over the last few days via Face-to-Face, Internet and SMS interviewing, July 26-28, 2013 with an Australia-wide cross-section of 3,575 Australian electors aged 18+, of all electors surveyed 1% (unchanged) did not name a party.*

<b>MEN – PRIMARY VOTE</b>				
	<b>Multi-Mode</b>			
	July 5-7, 2013	July 12-14, 2013	July 19-21, 2013	July 26-28, 2013
	%	%	%	%
ALP	39.5	42.5	39.5	37.5
L-NP	42.5 (3)	42 (3.5)	44 (2.5)	43.5 (2)
Greens	7	5.5	7	8
Ind. /Other	11	10	9.5	11
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>MEN – TWO-PARTY PREFERRED</b>				
ALP	51.5	51.5	50	49.5
L-NP	48.5	48.5	50	50.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>WOMEN – PRIMARY VOTE</b>				
	<b>Multi-Mode</b>			
	July 5-7, 2013	July 12-14, 2013	July 19-21, 2013	July 26-28, 2013
	%	%	%	%
ALP	43	41.5	43	39.5
L-NP	36.5 (3)	40.5 (2.5)	38 (3)	40 (3)
Greens	10	8.5	10	12.5
Ind. /Other	10.5	9.5	9	8
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>WOMEN – TWO-PARTY PREFERRED</b>				
ALP	57	53	55.5	54
L-NP	43	47	44.5	46
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

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## Federal Voting Intention Summary – House of Reps (%)

	ALP	L-NP	The Greens	Ind./ Others
<b>RECENT FEDERAL ELECTION RESULTS</b>	%	%	%	%
Election March 2, 1996	38.8	47.3 (8.6)	1.7	12.2
Election October 3 <sup>^</sup> , 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
<b>MORGAN POLL</b>				
September 8/9 & 15/16, 2012 (Face)	35	40.5 (3)	12	12.5
September 17-20, 2012 (Phone)	39.5	47 (2.5)	8	5.5
September 22/23, 2012 (Face)	37.5	41.5 (3.5)	10	11
September 29/30 & October 6/7, 2012 (Face)	37	43 (3)	10.5	9.5
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
<b>Kevin Rudd takes over the ALP leadership and returns as Australian Prime Minister – June 27, 2013</b>				
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

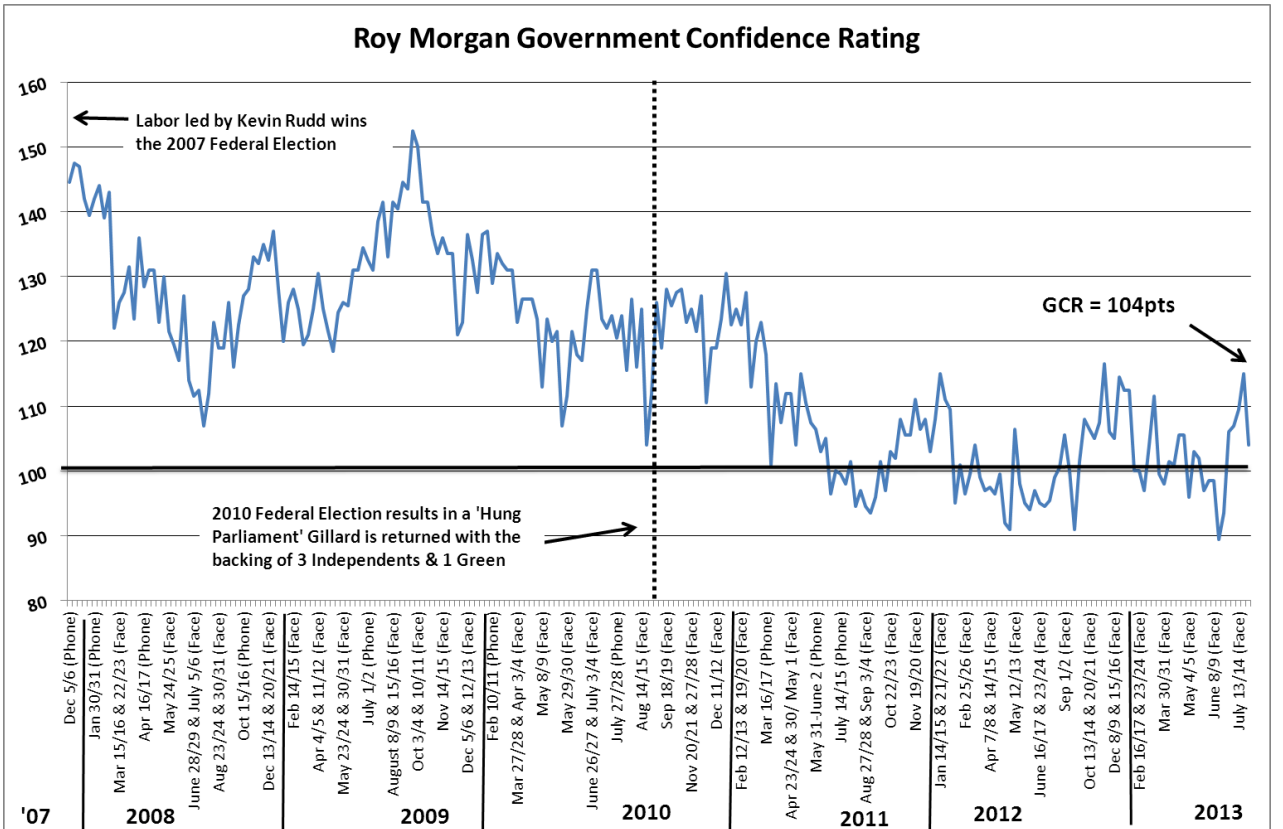
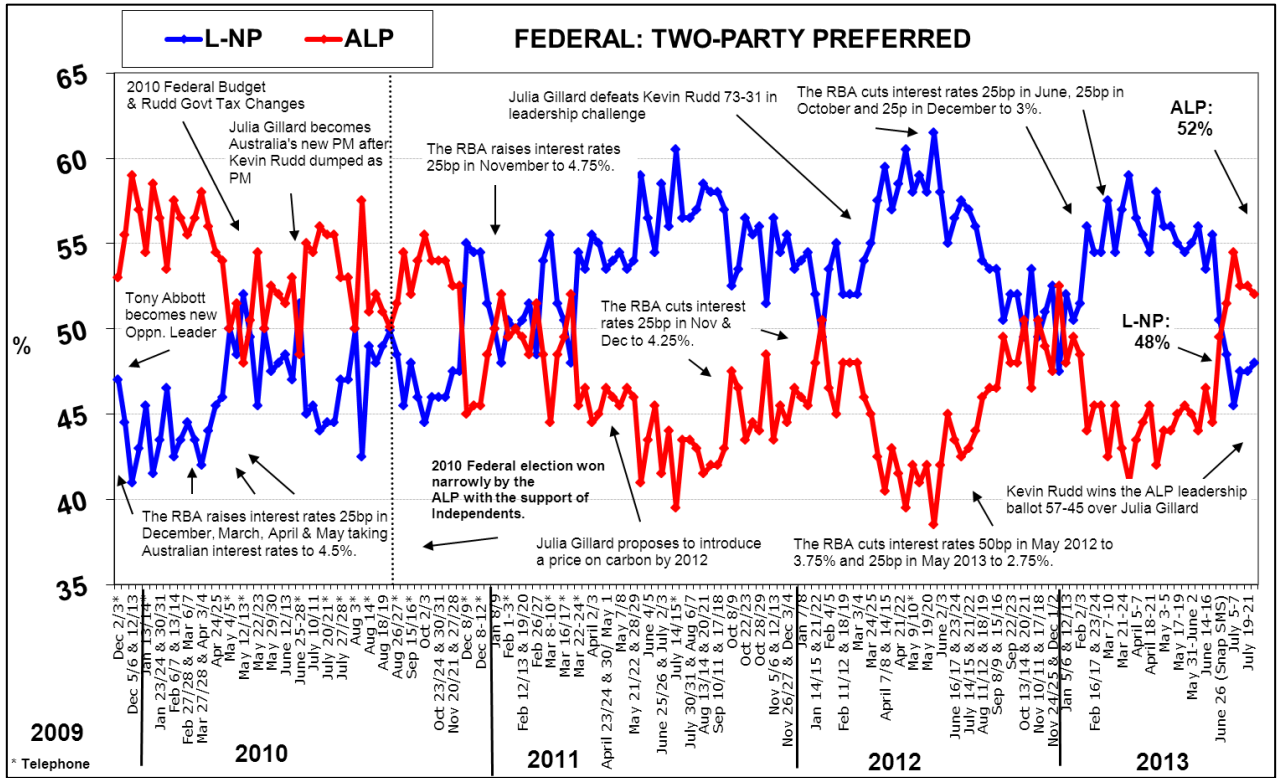
**Note:** ^ 1998 Federal election results have been updated to include results from the electorate of Newcastle supplementary election. The L-NP did not have a candidate contesting the electorate of Newcastle. \*An increasing proportion of Greens voters are indicating a preference for the L-NP ahead 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 <sup>^</sup> , 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
September 22/23, 2012 (Face)	48	52	50	50
September 29/30 & October 6/7, 2012 (Face)	48	52	49	51
October 13/14 & 20/21, 2012 (Face)	50.5	49.5	52.5	47.5
October 27/28 & November 3/4, 2012 (Face)	46.5	53.5	48	52
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
<b>Kevin Rudd takes over the ALP leadership and returns as Australian Prime Minister – June 27, 2013</b>				
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

<sup>^</sup> 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.



## 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
<b>Roy Morgan GCR*</b>	<b>100</b>	<b>97</b>	<b>104</b>	<b>111.5</b>	<b>99.5</b>	<b>98</b>	<b>101.5</b>	<b>101</b>	<b>105.5</b>
Can't say	18	16	18	17.5	17.5	15	20.5	19	20.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

	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
<b>Roy Morgan GCR*</b>	<b>105.5</b>	<b>96</b>	<b>103</b>	<b>102</b>	<b>97</b>	<b>98.5</b>	<b>98.5</b>	<b>89.5</b>	<b>93.5</b>
Can't say	22.5	20	19	14	17	18.5	18.5	20.5	16.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

	Interviewing Dates — ALP Government (Kevin Rudd v Tony Abbott)								
	June 29/30	July 6/7	July 13/14	July 20/21	July 26/27				
	Face	Face	Face	Face	Face				
	%	%	%	%	%				
Right direction	43.5	43	45	48.5	41				
Wrong direction	37.5	36	35.5	33.5	37				
<b>Roy Morgan GCR*</b>	<b>106</b>	<b>107</b>	<b>109.5</b>	<b>115</b>	<b>104</b>				
Can't say	19	21	19.5	18	22				
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>				

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 (2007-12)**

**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](#)