

Monday, 21 October 2013

L-NP (51.5%) regains lead over ALP (48.5%) after Bill Shorten elected as new ALP Leader

On a two-party preferred basis the L-NP is 51.5%, up 2% since the Morgan Poll of October 5/6, 2013. ALP support is 48.5%, down 2%. If an election were held now the L-NP would be returned according to the Morgan Poll. This multi-mode Morgan Poll on voting intention was conducted last weekend (October 19/20, 2013) with an Australia-wide cross-section of 3,280 Australian electors aged 18+.

The L-NP primary vote is 43.5% (up 1.5%) ahead of the ALP primary vote at 34.5% (down 2.5%).

Among the minor parties Greens support is 10% (up 1%), support for the Palmer United Party (PUP) is 4.5% (unchanged) and support for Independents/Others is 7.5% (unchanged). Support for PUP is highest in Queensland (9.5%) and Tasmania (8.5%) – both States in which PUP senators were elected at the recent Federal Election.

Analysis by Gender

Analysis by Gender shows support for the L-NP has increased more among women than men. Women are now evenly divided between the ALP 50% (down 3.5% since October 5/6, 2013) and L-NP 50% (up 3.5%) on a two party preferred basis. Men continue to favour the L-NP 53% (up 0.5%) cf. ALP 47% (down 0.5%).

The Roy Morgan Government Confidence Rating is now at 114.0 up 1pt since October 5/6, 2013. Now 42.5% (up 0.5%) of Australians say Australia is 'heading in the right direction' and 28.5% (down 0.5%) 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 L-NP (51.5%, up 2%) has regained the lead over the ALP (48.5%, down 2%) on a two-party preferred basis after former union leader Bill Shorten was elected as the new ALP Leader last weekend. Shorten is the first leader elected under the ALP's new leadership system which involves a ballot of all ALP members and also a ballot of the Federal ALP caucus.

"Shorten clearly won the caucus ballot (55 cf. 31) over Anthony Albanese, although Albanese easily won the ballot of the entire ALP membership (59.9% cf. 40.1%). The combined weighted vote favoured Shorten (52%) cf. Albanese (48%).

"Today's Morgan Poll appears to show that the ongoing media speculation about various politician's dubious 'expense claims' – including many in the new Coalition Government – is having a negligible impact on how electors view the Abbott Government."

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. 5254 - This multi-mode Morgan Poll on Federal voting intention was conducted last weekend via SMS, Online and face-to-face interviewing on October 19/20, 2013 with an Australia-wide cross-section of 3,280 Australian electors aged 18+, of all electors surveyed 2.5% (up 1%) did not name a party.

FOR IMMEDIATE RELEASE

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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

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.

Federal Voting Intention Summary – House of Reps (%)

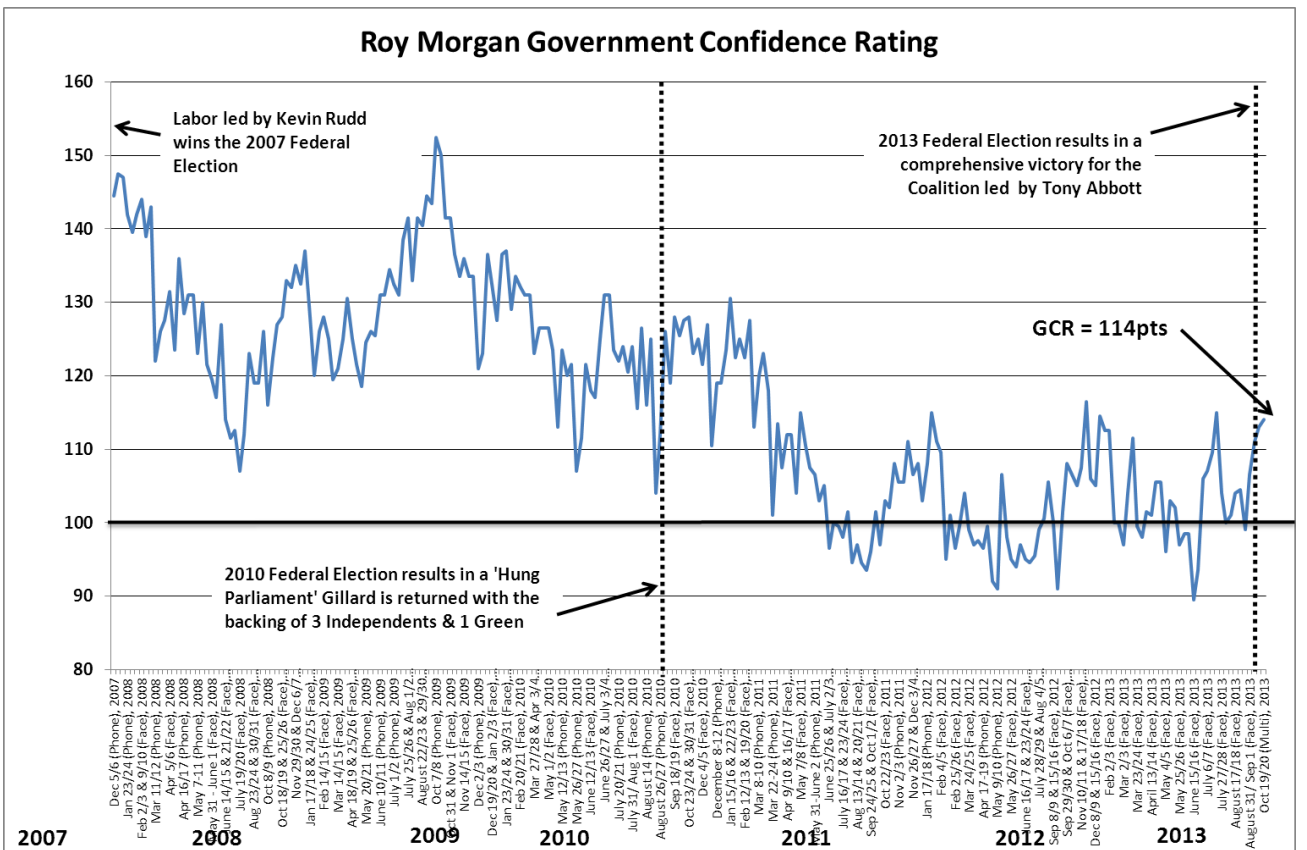
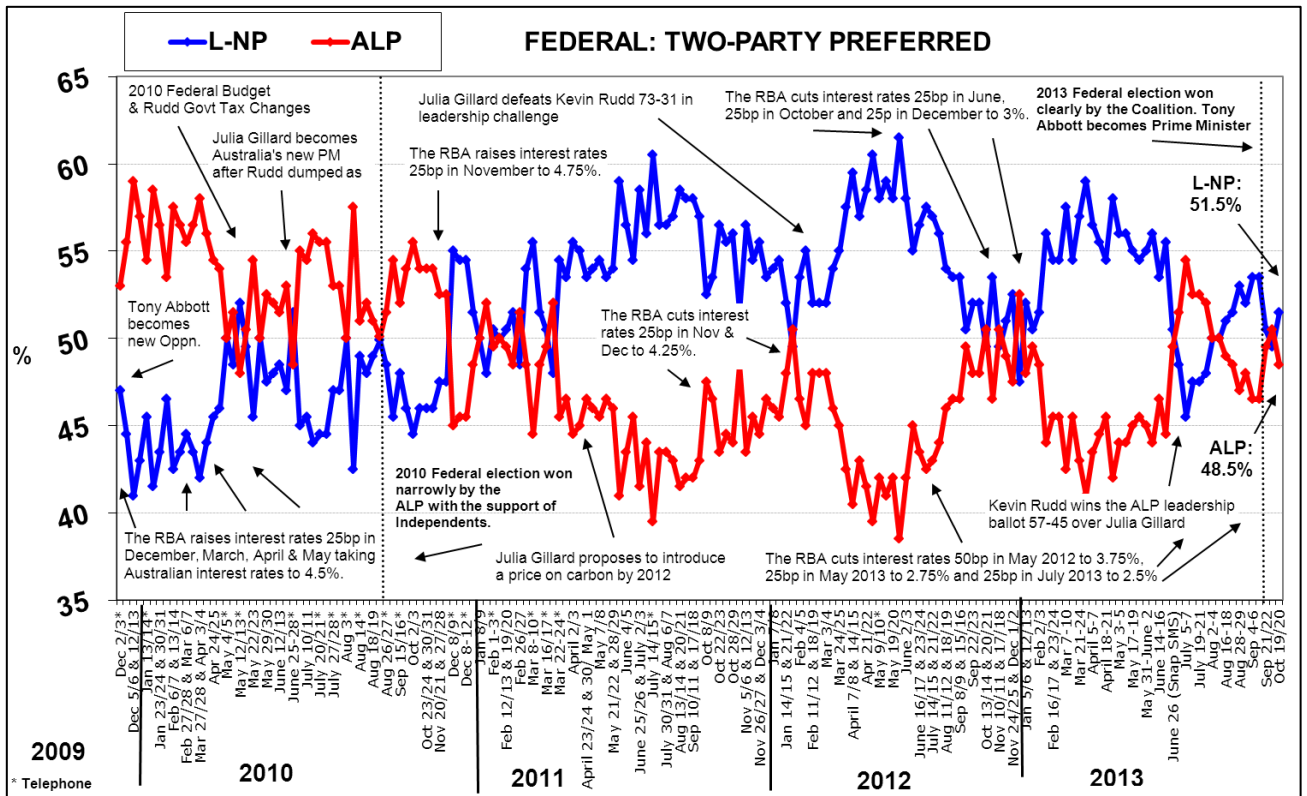
Two-Party Preferred Vote (%)

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	53.4*	46.6*
Final Pre-Election Morgan Poll – September 4-6, 2013	53.5	46.5
Analysis by Gender		
Final Pre-Election Morgan Poll – September 4-6, 2013 (Men)	55.5	44.5
Final Pre-Election Morgan Poll – September 4-6, 2013 (Women)	51.5	48.5

*The final two-party preferred result for the 2013 Federal Election is not currently available. This is the current figure provided by the AEC.

	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	52.5	47.5
October 5/6, 2013	49.5	50.5	53	47
October 19/20, 2013	51.5	48.5	55	45

[^] 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)								
	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						
	Multi	Multi	Multi						
	%	%	%						
Right direction	42	42	42.5						
Wrong direction	31	29	28.5						
Roy Morgan GCR*	111	113	114						
Can't say	27	29	29						
TOTAL	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.”

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