

Saturday, 7 September 2013

## **L-NP set to win Federal Election and over 90 seats. High vote for Palmer Party (6.5% - 10.5% in Queensland), helps the L-NP vote**

**The L-NP (53.5%, up 3.6% since the 2010 Federal Election) is set to win a clear victory in today's Federal Election, leading the ALP (46.5%, down 3.6%) on a two-party preferred basis according to the multi-mode Morgan Poll conducted over the last three days (September 4-6, 2013) on Federal voting intention with an Australia-wide cross-section of 4,937 Australian electors aged 18+.**

The ALP primary vote is 31.5% (down 6.5%), well behind the L-NP primary vote at 44% (up 0.4%).

Among the minor parties Greens support is 10.5% (down 1.3%) and support for Independents/Others is 14% (up 7.4%) – including within that support for the Palmer United Party at 6.5% (10.5% in Queensland).

This week's rise in support for PUP comes after significant media publicity for PUP Leader Clive Palmer. Support for Family First/Christian Democrats is 2% and Katter's Australian Party is 1%. **The Morgan Poll is the only poll that measures support for individual minor parties.**

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**: L-NP (53.5%) cf. ALP (46.5%). When the Morgan Poll allocates preferences by **how Australian electors gave their preferences at the last Federal election** – the method used by Newspoll (L-NP 54% cf. ALP 46%), Fairfax Nielsen (L-NP 54% cf. ALP 46%) and Galaxy (L-NP 53% cf. ALP 47%) – the Morgan Poll shows a lead for the L-NP (54.5%) cf. ALP (45.5%).

However, if electors follow the how-to-vote cards for the Palmer United Party (PUP) which preference the L-NP, the final two-party preferred result will be closer to L-NP (55.5%) cf. ALP (44.5%).

### **Analysis by Gender**

Analysis by Gender shows Women now favouring the L-NP (51.5%) cf. ALP (48.5%) on a two party preferred basis and Men favouring the L-NP (55.5%) cf. ALP (44.5%).

### **Gary Morgan says:**

*"The L-NP is set to win a clear victory at today's Federal Election – winning over 90 seats in the House of Representatives. The L-NP (53.5%, up 1.5% in a week) has increased their lead over the ALP (46.5%, down 1.5%) in each week of the campaign and will enjoy a comfortable majority in the new Parliament.*

*“The swing to the L-NP has strengthened in the last week and the high vote for the Palmer United Party (6.5% nationally and 10.5% in Queensland) will boost the L-NP further. Analysis of voting patterns shows many former ALP voters are now supporting PUP and if these electors follow the PUP’s how to vote cards the two-party preferred vote will favour the L-NP even further: L-NP (55.5%) cf. ALP (44.5%).*

*“The wild card in this election has turned out to be Clive Palmer and the late surge in support for his Palmer United Party. If most of those electors ‘vote the PUP card’ so preferences flow back to the L-NP, the election will be a ‘1975 landslide’ to the Coalition - L-NP (55.7%) cf. ALP (44.3%).”*

Electors were asked: *“In Saturday’s Federal Election 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. 5169 - This multi-mode Morgan Poll on Federal voting intention was conducted over the last three nights via SMS, Online and telephone interviewing on September 4-6, 2013 with an Australia-wide cross-section of 4,937 Australian electors aged 18+, of all electors surveyed 1.5% (up 1.0%) did not name a party.*

**AUSTRALIA (150 SEATS)****Pre 2013 Federal Election**

	ALP	L-NP*	GREENS	OTHERS**	TOTAL
NSW	25	20	-	3	48
VIC	22	14	1	-	37
QLD	8	20	-	2	30
WA	3	12*	-	-	15
SA	6	5	-	-	11
TAS	4	-	-	1	5
ACT	2	-	-	-	2
NT	1	1	-	-	2
<b>AUSTRALIA</b>	<b>71</b>	<b>72</b>	<b>1</b>	<b>6</b>	<b>150</b>

*\*L-NP includes the seat of O'Connor held by the WA Nationals. \*\* Includes the seat of Dobell, held by former ALP MP Craig Thomson and the seat of Fisher held by former LNP MP Peter Slipper.*

**Predicted 2013 Federal Election Result**

	ALP	L-NP*	GREENS	OTHERS**	TOTAL
NSW	19	29	-	-	48
VIC	19	17	1	-	37
QLD	3	26	-	1	28
WA	3	12	-	-	15
SA	6	5	-	-	11
TAS	4	-	-	1	5
ACT	2	-	-	-	2
NT	-	2	-	-	2
<b>AUSTRALIA</b>	<b>56</b>	<b>91</b>	<b>1</b>	<b>2</b>	<b>150</b>

## **NEW SOUTH WALES (48 SEATS)**

<b>ALP Hold (19)</b>	<b>ALP Gain (0)</b>	<b>L-NP Hold (20)</b>	<b>L-NP Gain (9)</b>
Barton		Bennelong	Banks
Blaxland		Berowra	Dobell
Charlton		Bradfield	Greenway
Chifley		Calare	Lindsay
Cunningham		Cook	Lyne
Eden-Monaro		Cowper	New England
Fowler		Farrer	Parramatta
Grayndler		Gilmore	Reid
Hunter		Hughes	Robertson
Kingsford Smith		Hume	
McMahon		Macarthur	
Newcastle		Mackellar	
Page		Macquarie	
Richmond		Mitchell	
Shortland		North Sydney	
Sydney		Parkes	
Throsby		Paterson	
Watson		Riverina	
Werriwa		Warringah	
		Wentworth	

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**VICTORIA (37 SEATS)**

<b>ALP Hold (19)</b>	<b>ALP Gain (0)</b>	<b>Greens (1)</b>	<b>L-NP Hold (14)</b>	<b>L-NP Gain (3)</b>
Ballarat		Melbourne	Aston	Corangamite
Batman			Casey	Deakin
Bendigo			Dunkley	La Trobe
Bruce			Flinders	
Calwell			Gippsland	
Chisholm			Goldstein	
Corio			Higgins	
Gellibrand			Indi	
Gorton			Kooyong	
Holt			Mallee	
Hotham			McMillan	
Isaacs			Menzies	
Jagajaga			Murray	
Lalor			Wannon	
Maribyrnong				
McEwen				
Melbourne Ports				
Scullin				
Wills				

**QUEENSLAND (30 SEATS)**

<b>ALP Hold (3)</b>	<b>ALP Gain (0)</b>	<b>LNP Hold (20)</b>	<b>LNP Gain (6)</b>	<b>Independents (1)</b>
Griffith		Bonner	Blair	Kennedy
Oxley		Bowman	Capricornia	
Rankin		Brisbane	Fisher	
		Dawson	Lilley	
		Dickson	Moreton	
		Fadden	Petrie	
		Fairfax		
		Forde		
		Flynn		
		Groom		
		Herbert		
		Hinkler		
		Leichhardt		
		Longman		
		Maranoa		
		McPherson		
		Moncrieff		
		Ryan		
		Wide Bay		
		Wright		

**WESTERN AUSTRALIA (15 SEATS)**

ALP Hold (3)	ALP Gain (0)	L-NP Hold (12)	L-NP Gain (0)
Brand		Canning	
Fremantle		Cowan	
Perth		Curtin	
		Durack	
		Forrest	
		Hasluck	
		Moore	
		O'Connor	
		Pearce	
		Stirling	
		Swan	
		Tangney	

**SOUTH AUSTRALIA (11 SEATS)**

ALP Hold (6)	ALP Gain (0)	L-NP Hold (5)	L-NP Gain (0)
Adelaide		Barker	
Hindmarsh		Boothby	
Kingston		Grey	
Makin		Mayo	
Port Adelaide		Sturt	
Wakefield			

**TASMANIA (5 SEATS)**

ALP Hold (4)	ALP Gain (0)	L-NP Hold (0)	L-NP Gain (0)	Independent (1)
Bass				Denison
Braddon				
Franklin				
Lyons				

**NORTHERN TERRITORY (2 SEATS)**

ALP Hold (0)	ALP Gain (0)	L-NP Hold (1)	L-NP Gain (1)
		Solomon	Lingiari

**AUSTRALIAN CAPITAL TERRITORY (2 SEATS)**

ALP Hold (2)	ALP Gain (0)	L-NP Hold (0)	L-NP Gain (0)
Canberra			
Fraser			

## ANALYSIS BY STATE

## NEW SOUTH WALES

	PRIMARY VOTE		% Change this Federal Election
	2010 Federal Election	September 4-6, 2013	
	%	%	%
ALP	37.3	32.5	-4.8
L-NP	44.6 (7.9)	43 (5.5)	-1.6
Greens	10.2	9.5	-0.7
PUP	0.0	6.5	+6.5
Ind. /Other	7.9	8.5	+0.6
<b>TOTAL</b>	<b>100</b>	<b>100</b>	
TWO-PARTY PREFERRED			
ALP	48.8	48.5	-0.3
L-NP	51.2	51.5	+0.3
<b>TOTAL</b>	<b>100</b>	<b>100</b>	
<b>Sample size</b>	<b>4,303,081</b>	<b>1,456</b>	

## VICTORIA

	PRIMARY VOTE		% Change this Federal Election
	2010 Federal Election	September 4-6, 2013	
	%	%	%
ALP	42.8	30	-12.8
LNP	39.6 (3.2)	41 (2)	+1.4
Greens	12.7	16	+3.3
PUP	0.0	5.5	+5.5
Ind. /Other	4.9	7.5	+2.6
<b>TOTAL</b>	<b>100</b>	<b>100</b>	
TWO-PARTY PREFERRED			
ALP	55.3	49.5	-5.8
L-NP	44.7	50.5	+5.8
<b>TOTAL</b>	<b>100</b>	<b>100</b>	
<b>Sample size</b>	<b>3,329,883</b>	<b>1,308</b>	

## QUEENSLAND

	PRIMARY VOTE		% Change this Federal Election
	2010 Federal Election	September 4-6, 2013	
	%	%	%
ALP	33.6	30	-3.6
L-NP	47.4	47 (0.5)	-0.4
Greens	10.9	6	-4.9
PUP	0.0	10.5	+10.5
Ind. /Other	8.1	6.5	-1.6
<b>TOTAL</b>	<b>100</b>	<b>100</b>	
TWO-PARTY PREFERRED			
ALP	44.9	42	-2.9
LNP	55.1	58	+2.9
<b>TOTAL</b>	<b>100</b>	<b>100</b>	
<b>Sample size</b>	<b>2,521,574</b>	<b>947</b>	

## WESTERN AUSTRALIA

	PRIMARY VOTE		% Change this Federal Election
	2010 Federal Election	September 4-6, 2013	
	%	%	%
ALP	31.2	27	-4.2
L-NP	50.6 (3.6)	51 (5)	+0.4
Greens	13.1	11.5	-1.6
PUP	0.0	6	+6
Ind. /Other	5.1	4.5	-0.6
<b>TOTAL</b>	<b>100</b>	<b>100</b>	
TWO-PARTY PREFERRED			
ALP	43.6	41.5	-2.1
L-NP	56.4	58.5	+2.1
<b>TOTAL</b>	<b>100</b>	<b>100</b>	
<b>Sample size</b>	<b>1,264,968</b>	<b>455</b>	



**SOUTH AUSTRALIA**

	PRIMARY VOTE		% Change this Federal Election
	2010 Federal Election	September 4-6, 2013	
	%	%	%
ALP	40.7	28.5	-12.2
L-NP	40.2	46 (1)	+5.8
Greens	12.0	10	-2
PUP	0.0	4	+4
Ind. /Other	7.1	11.5	+4.4
<b>TOTAL</b>	<b>100</b>	<b>100</b>	
TWO-PARTY PREFERRED			
ALP	53.2	44.5	-8.7
L-NP	46.8	55.5	+8.7
<b>TOTAL</b>	<b>100</b>	<b>100</b>	
<b>Sample size</b>	<b>1,036,514</b>	<b>409</b>	

**TASMANIA\***

	PRIMARY VOTE		% Change this Federal Election
	2010 Federal Election	September 4-6, 2013	
	%	%	%
ALP	44.0	34	-10
L-NP	33.6	36.5	+2.9
Greens	16.8	15.5	-1.3
PUP	0.0	4.5	+4.5
Ind. /Other	5.6	9.5	+3.9
<b>TOTAL</b>	<b>100</b>	<b>100</b>	
TWO-PARTY PREFERRED			
ALP	60.6	55	-5.6
L-NP	39.4	45	+5.6
<b>TOTAL</b>	<b>100</b>	<b>100</b>	
<b>Sample size</b>	<b>340,943</b>	<b>162</b>	

*\*Please note. The small sample size in Tasmania means the Tasmanian figures should be treated with a degree of caution on their own. The figures are primarily used as part of a larger sample.*

## ANALYSIS BY CITIES/ REGIONS

### CAPITAL CITIES

	PRIMARY VOTE				% Change this week
	August 16-18, 2013	August 23-25, 2013	Aug 31 - Sep 1, 2013	Sep 4-6, 2013	
	%	%	%	%	%
ALP	36.5	35	34.5	31.5	-3
L-NP	44.5 (1)	44.5 (0.5)	42 (0.5)	45 (0.5)	+3
Greens	10	12	12.5	12	-0.5
PUP	1	1	3.5	6	+2.5
Ind. /Other	8	7.5	7.5	5.5	-2
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
TWO-PARTY PREFERRED					
ALP	49.5	49	49.5	46.5	-3
L-NP	50.5	51	50.5	53.5	+3
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
<b>Sample size</b>	<b>2,659</b>	<b>2,001</b>	<b>2,211</b>	<b>2,968</b>	

### COUNTRY AREAS

	PRIMARY VOTE				% Change this week
	August 16-18, 2013	August 23-25, 2013	Aug 31 - Sep 1, 2013	Sep 4-6, 2013	
	%	%	%	%	%
ALP	36	34	33.5	31	-2.5
L-NP	44.5 (7)	44.5 (5.5)	45 (6.5)	42 (7)	-3
Greens	8.5	10	8.5	9	+0.5
PUP	1.5	2	5	8	+3
Ind. /Other	9.5	9.5	8	10	+2
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
TWO-PARTY PREFERRED					
ALP	48.5	48	45.5	47	+1.5
L-NP	51.5	52	54.5	53	-1.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
<b>Sample size</b>	<b>1,856</b>	<b>1,418</b>	<b>1,535</b>	<b>1,969</b>	

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## ANALYSIS BY STATE

### NEW SOUTH WALES

	PRIMARY VOTE				% Change this week
	August 16-18, 2013	August 23-25, 2013	Aug 31 - Sep 1, 2013	Sep 4-6, 2013	
	%	%	%	%	%
ALP	37.5	34.5	35	32.5	-2.5
L-NP	45.5 (4)	46.5 (4)	44 (5.5)	43 (5.5)	-1
Greens	8	9.5	10	9.5	-0.5
PUP	1.5	1.5	4	6.5	+2.5
Ind. /Other	7.5	8	7	8.5	+1.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
TWO-PARTY PREFERRED					
ALP	49	47	47	47	-
L-NP	51	53	53	53	-
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
<b>Sample size</b>	<b>1,389</b>	<b>1,049</b>	<b>1,100</b>	<b>1,456</b>	

### VICTORIA

	PRIMARY VOTE				% Change this week
	August 16-18, 2013	August 23-25, 2013	Aug 31 - Sep 1, 2013	Sep 4-6, 2013	
	%	%	%	%	%
ALP	36	35	33.5	30	-3.5
L-NP	44.5 (3)	43 (2)	41.5 (2)	41 (2)	-0.5
Greens	11.5	14.5	14	16	+2
PUP	1	0.5	2.5	5.5	+3
Ind. /Other	7	7	8.5	7.5	-1
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
TWO-PARTY PREFERRED					
ALP	49.5	51.5	50.5	50.5	-
L-NP	50.5	48.5	49.5	49.5	-
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
<b>Sample size</b>	<b>1,118</b>	<b>858</b>	<b>947</b>	<b>1,308</b>	

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## QUEENSLAND

	PRIMARY VOTE				
	August 16-18, 2013	August 23-25, 2013	Aug 31 - Sep 1, 2013	Sep 4-6, 2013	% Change this week
	%	%	%	%	%
ALP	35.5	36	33.5	30	-3.5
LNP	45	44	43.5	47 (0.5)	+3.5
Greens	8	8	7.5	6	-1.5
PUP	1.5	2.5	7.5	10.5	+3
Ind. /Other	10	9.5	8	6.5	-1.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
	TWO-PARTY PREFERRED				
ALP	47	49	46	43	-3
LNP	53	51	54	57	+3
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
Sample size	876	661	738	947	

## WESTERN AUSTRALIA

	PRIMARY VOTE				
	August 16-18, 2013	August 23-25, 2013	Aug 31 - Sep 1, 2013	Sep 4-6, 2013	% Change this week
	%	%	%	%	%
ALP	35.5	29	28.5	27	-1.5
L-NP	46 (5.5)	50.5 (2.5)	48.5 (3.5)	51 (5)	+2.5
Greens	8	11.5	13.5	11.5	-2
PUP	0.5	1.5	2.5	6	+3.5
Ind. /Other	10	7.5	7	4.5	-2.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
	TWO-PARTY PREFERRED				
ALP	46	41.5	43	39.5	-3.5
L-NP	54	58.5	57	60.5	+3.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
Sample size	394	290	339	455	

## SOUTH AUSTRALIA

	PRIMARY VOTE				
	August 16-18, 2013	August 23-25, 2013	Aug 31 - Sep 1, 2013	Sep 4-6, 2013	% Change this week
	%	%	%	%	%
ALP	33.5	31	40	28.5	-11.5
L-NP	39.5 (0.5)	44 (0.5)	38.5	46 (1)	+7.5
Greens	14.5	10	8.5	10	+1.5
PUP	0.5	0.5	1	4	+3
Ind. /Other	12	14.5	12	11.5	-0.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
	TWO-PARTY PREFERRED				
ALP	52.5	46	53	43	-10
L-NP	47.5	54	47	57	+10
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
<b>Sample size</b>	<b>361</b>	<b>278</b>	<b>306</b>	<b>409</b>	

## TASMANIA\*

	PRIMARY VOTE				
	August 16-18, 2013	August 23-25, 2013	Aug 31 - Sep 1, 2013	Sep 4-6, 2013	% Change this week
	%	%	%	%	%
ALP	38.5	41	25.5	34	+8.5
L-NP	40 (1)	36.5	49	36.5	-12.5
Greens	10	12.5	8	15.5	+7.5
PUP	-	1.5	6.5	4.5	-2
Ind. /Other	11.5	8.5	11	9.5	-1.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
	TWO-PARTY PREFERRED				
ALP	56.5	55.5	40.5	52.5	+12
L-NP	43.5	44.5	59.5	47.5	-12
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
<b>Sample size</b>	<b>193</b>	<b>105</b>	<b>160</b>	<b>162</b>	

\*Please note. The small sample size in Tasmania means the Tasmanian figures should be treated with a degree of caution on their own. The figures are primarily used as part of a larger sample.

## ANALYSIS BY AGE

### 18-24

	PRIMARY VOTE				% Change this week
	August 16-18, 2013	August 23-25, 2013	Aug 31 - Sep 1, 2013	Sep 4-6, 2013	
	%	%	%	%	%
ALP	34.5	34.5	38.5	30.5	-8
L-NP	31 (2.5)	32	28.5 (1.5)	33 (3)	+4.5
Greens	18.5	23	18.5	19	+0.5
PUP	2	-	3.5	5.5	+2
Ind. /Other	14	10.5	11	12	+1
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
TWO-PARTY PREFERRED					
ALP	59.5	59	63	54.5	-8.5
L-NP	40.5	41	37	45.5	+8.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
<b>Sample size</b>	<b>290</b>	<b>210</b>	<b>265</b>	<b>332</b>	

### 25-34

	PRIMARY VOTE				% Change this week
	August 16-18, 2013	August 23-25, 2013	Aug 31 - Sep 1, 2013	Sep 4-6, 2013	
	%	%	%	%	%
ALP	41.5	37.5	38.5	33	-5.5
L-NP	35 (3.5)	36.5 (2)	34 (1.5)	33 (2)	-1
Greens	13.5	15	14.5	18	+3.5
PUP	0.5	1	4.5	6.5	+2
Ind. /Other	9.5	10	8.5	9.5	+1
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
TWO-PARTY PREFERRED					
ALP	58.5	56.5	57	55.5	-1.5
L-NP	41.5	43.5	43	44.5	+1.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
<b>Sample size</b>	<b>628</b>	<b>453</b>	<b>492</b>	<b>640</b>	

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## 35-49

	PRIMARY VOTE				
	August 16-18, 2013	August 23-25, 2013	Aug 31 - Sep 1, 2013	Sep 4-6, 2013	% Change this week
	%	%	%	%	%
ALP	37.5	34.5	32.5	32.5	-
L-NP	42.5 (2)	43 (2.5)	43.5 (3)	39.5 (2)	-4
Greens	11	12.5	11.5	11.5	-
PUP	1	1	5.5	8.5	+3
Ind. /Other	8	9	7	8	+1
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
	TWO-PARTY PREFERRED				
ALP	51.5	50.5	47	50	+3
L-NP	48.5	49.5	53	50	-3
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
<b>Sample size</b>	<b>1,138</b>	<b>842</b>	<b>927</b>	<b>1,280</b>	

## 50-64

	PRIMARY VOTE				
	August 16-18, 2013	August 23-25, 2013	Aug 31 - Sep 1, 2013	Sep 4-6, 2013	% Change this week
	%	%	%	%	%
ALP	35.5	33.5	33	30.5	-2.5
L-NP	47.5 (3.5)	47 (2.5)	46.5 (2.5)	49 (3.5)	+2.5
Greens	7	9	8.5	6.5	-2
PUP	1	2	4.5	7	+2.5
Ind. /Other	9	8.5	7.5	7	-0.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
	TWO-PARTY PREFERRED				
ALP	46	45.5	44	42	-2
L-NP	54	54.5	56	58	+2
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
<b>Sample size</b>	<b>1,433</b>	<b>1,069</b>	<b>1,257</b>	<b>1,494</b>	

65+

	PRIMARY VOTE				
	August 16-18, 2013	August 23-25, 2013	Aug 31 - Sep 1, 2013	Sep 4-6, 2013	% Change this week
	%	%	%	%	%
ALP	33.5	33	32.5	28	-4.5
L-NP	57 (5)	56 (3.5)	52.5 (5)	56 (3.5)	+3.5
Greens	3.5	3.5	6.5	6.5	-
PUP	1	1.5	1.5	4	+2.5
Ind. /Other	5	6	7	5.5	-1.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
	TWO-PARTY PREFERRED				
ALP	45	39.5	40.5	38	-2.5
L-NP	55	60.5	59.5	62	+2.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
<b>Sample size</b>	<b>1,026</b>	<b>845</b>	<b>805</b>	<b>1,191</b>	

**TOTAL**

	PRIMARY VOTE				
	August 16-18, 2013	August 23-25, 2013	Aug 31 - Sep 1, 2013	Sep 4-6, 2013	% Change this week
	%	%	%	%	%
ALP	36.5	34.5	34	31.5	-2.5
L-NP	44.5	45 (2.5)	43 (3)	44 (3)	+1
Greens	9.5	11	11	10.5	-0.5
PUP	1	1.5	4	6.5	+2.5
Ind. /Other	8.5	8	8	7.5	-0.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
	TWO-PARTY PREFERRED				
ALP	49	48.5	48	46.5	-1.5
L-NP	51	51.5	52	53.5	+1.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	
<b>Sample size</b>	<b>4,515</b>	<b>3,419</b>	<b>3,476</b>	<b>4,937</b>	

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**AUSTRALIA – TOTAL**

	PRIMARY VOTE		% Change this Federal Election
	2010 Federal Election	September 4-6, 2013	
	%	%	%
ALP	38.0	31.5	-6.5
L-NP	43.6 (3.7)	44 (3)	+0.4
Greens	11.8	10.5	-1.3
PUP	0.0	6.5	+6.5
Ind. /Other	6.6	7.5	+0.9
<b>TOTAL</b>	<b>100</b>	<b>100</b>	
TWO-PARTY PREFERRED			
ALP	50.1	46.5	-3.6
L-NP	49.9	53.5	+3.6
<b>TOTAL</b>	<b>100</b>	<b>100</b>	
<b>Sample size</b>	<b>13,131,667</b>	<b>4,937</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>				
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
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) (Mid-week)	30.5	44 (3)	12	13.5
August 30 – September 1, 2013 (Multi-mode)	34	43 (3)	11	12
September 4-6, 2013 (Multi-mode)	31.5	44 (3)	10.5	14

**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%.

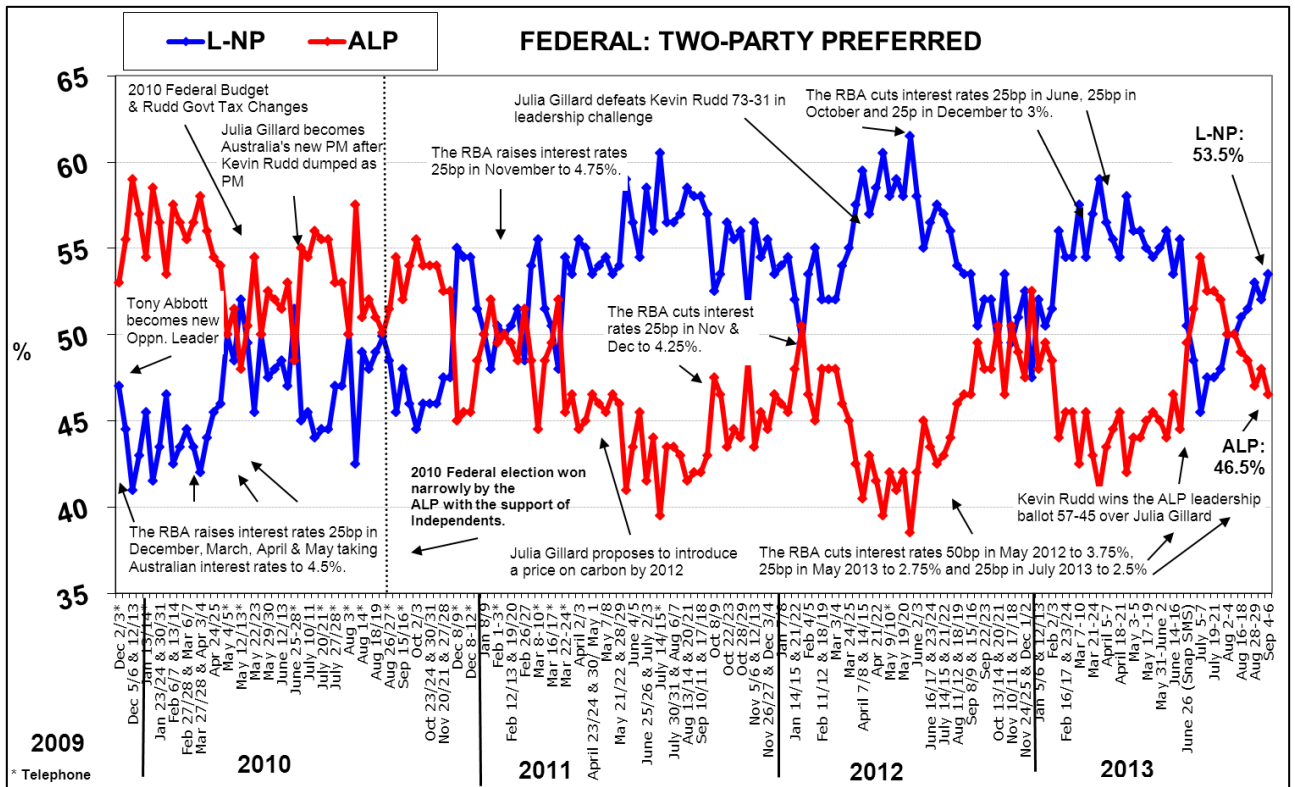
# Federal Voting Intention Summary – House of Reps (%)

## 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
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) (Mid-week)	47	53	46	54
August 30 – September 1, 2013 (Multi-mode)	48	52	47.5*	52.5*
September 4-6, 2013 (Multi-mode)	46.5	53.5	45.5	54.5

\*The figure here understates the preference flow to the L-NP given the high polling result for the Palmer United Party (4%), which is preferencing the L-NP ahead of the ALP around Australia. ^ 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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## 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](#)