

Tuesday, 28 January 2014

## **ALP (53%, up 0.5%) increases clear lead over L-NP (47%, down 0.5%). Government Confidence lowest since Abbott Government elected**

On a two-party preferred basis the ALP is 53% (up 0.5% since the Morgan Poll of January 4/5 & 11/12, 2014). L-NP support is 47%, down 0.5%. If an election were held now the result would be a clear ALP victory according to the Morgan Poll. This multi-mode Morgan Poll on voting intention was conducted over the last two weekends (January 18/19 & 25/26, 2014) with an Australia-wide cross-section of 3,019 Australian electors aged 18+.

The L-NP primary vote is 39.5% (up 0.5%) ahead of the ALP primary vote at 37% (down 1%).

Among the minor parties Greens support is 11.5% (up 1%), support for the Palmer United Party (PUP) is 3% (down 0.5%) and support for Independents/Others is 9% (unchanged). Support for PUP is clearly highest in Tasmania (9.5%). This is a good sign for PUP given Tasmanians are due to vote in a crucial State Election in just under seven weeks (March 15, 2014).

### **Analysis by Gender**

Analysis by Gender shows that despite falling, ALP support is still strongest amongst women with the ALP (54%, down 1.5% since January 4/5 & 11/12, 2014) well ahead of the L-NP (46%, up 1.5%) on a two-party preferred basis. However, support amongst men now also favours the ALP 52% (up 3%) cf. L-NP 48% (down 3%).

### **Roy Morgan Government Confidence Rating**

The Roy Morgan Government Confidence Rating has fallen to 102 (down 7pts since January 4/5 & 11/12, 2014). Now 41.5% (down 3.5%) of Australians say Australia is 'heading in the right direction' and 39.5% (up 3.5%) 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 ALP (53%, up 0.5% since January 4/5 & 11/12, 2014) has increased its clear lead over the L-NP (47%, down 0.5%) on a two-party preferred basis as Australians celebrate the Australia Day long weekend. Despite a small fall, the ALP's lead remains stronger amongst women: ALP (54%, down 1.5%) cf. L-NP (46%, up 1.5%) than men: ALP (52%, up 3%) cf. L-NP (48%, down 3%)."*

*"An additional worry for Prime Minister Tony Abbott is the drop in the Roy Morgan Government Confidence Rating to 102 (down 7pts). **This is the lowest Government Confidence Rating since the L-NP won the Federal Election in early September.**"*

*"Today's Morgan Poll shows the Abbott Government must work to regain the support of Australians. The most important policy priority for the Abbott Government over the next three years will be increasing productivity in the Australian economy and reforming Australia's labour laws to encourage employers to hire more workers."*

*"Today's AFR article – **'Holiday costs force shops to shut'** by Marianna Papadakis" raises the real issue – Government I.R. regulations are stopping employment. Working for the dole will do little to solve the problem. Regulations such as the absurd high costs of penalty rates meaning shops are closed on public holidays because it is uneconomic for them to open, rather than providing employment for the many Australians looking for work."*

*"The [Roy Morgan December 2013 employment figures](#) show a **record high total of 2.503 million Australians (19.8% of the workforce) are looking for work or looking for more work.** Reducing this number significantly is the only way the Abbott Government can regain support and win re-election at the end of 2016."*

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. 5399 - This multi-mode Morgan Poll on Federal voting intention was conducted via SMS and face-to-face interviewing on the weekends of January 18/19 & 25/26, 2014 with an Australia-wide cross-section of 3,019 Australian electors aged 18+, of all electors surveyed 2% (up 0.5%) did not name a party.*

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

	L-NP	ALP	The Greens	Palmer United	Katter	Ind./ Others
<b>RECENT FEDERAL ELECTION RESULTS</b>	%	%	%	%	%	%
Election March 2, 1996	47.3 (8.6)	38.8	1.7	0.0	0.0	12.2
Election October 3 <sup>^</sup> , 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
<b>MORGAN POLL</b>						
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
November 2/3, 2013	41.5 (1.5)	35	10.5	5.5	1	6.5
November 16/17, 2013	42.5 (2.5)	32.5	11	5	1	8
November 30/ December 1, 2013	41.5 (2)	38.5	8.5	3.5	1	7
December 7/8 & 14/15, 2013	40.5 (2)	38.5	10	3.5	1	6.5
January 4/5 & 11/12, 2014	39 (2)	38	10.5	3.5	1.5	7.5
January 18/19 & 25/26, 2014	39.5 (2)	37	11.5	3	1	8

**Note:** <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.

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

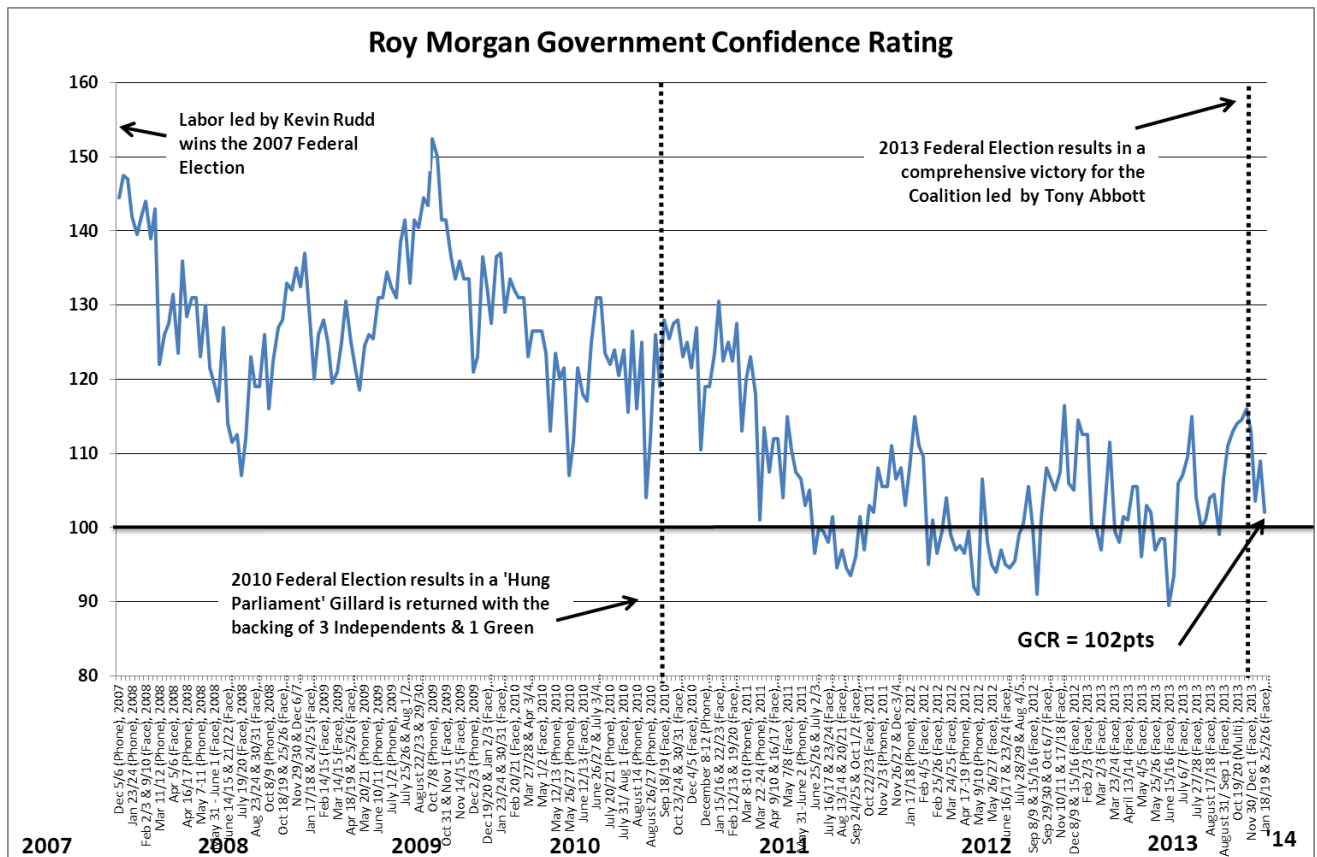
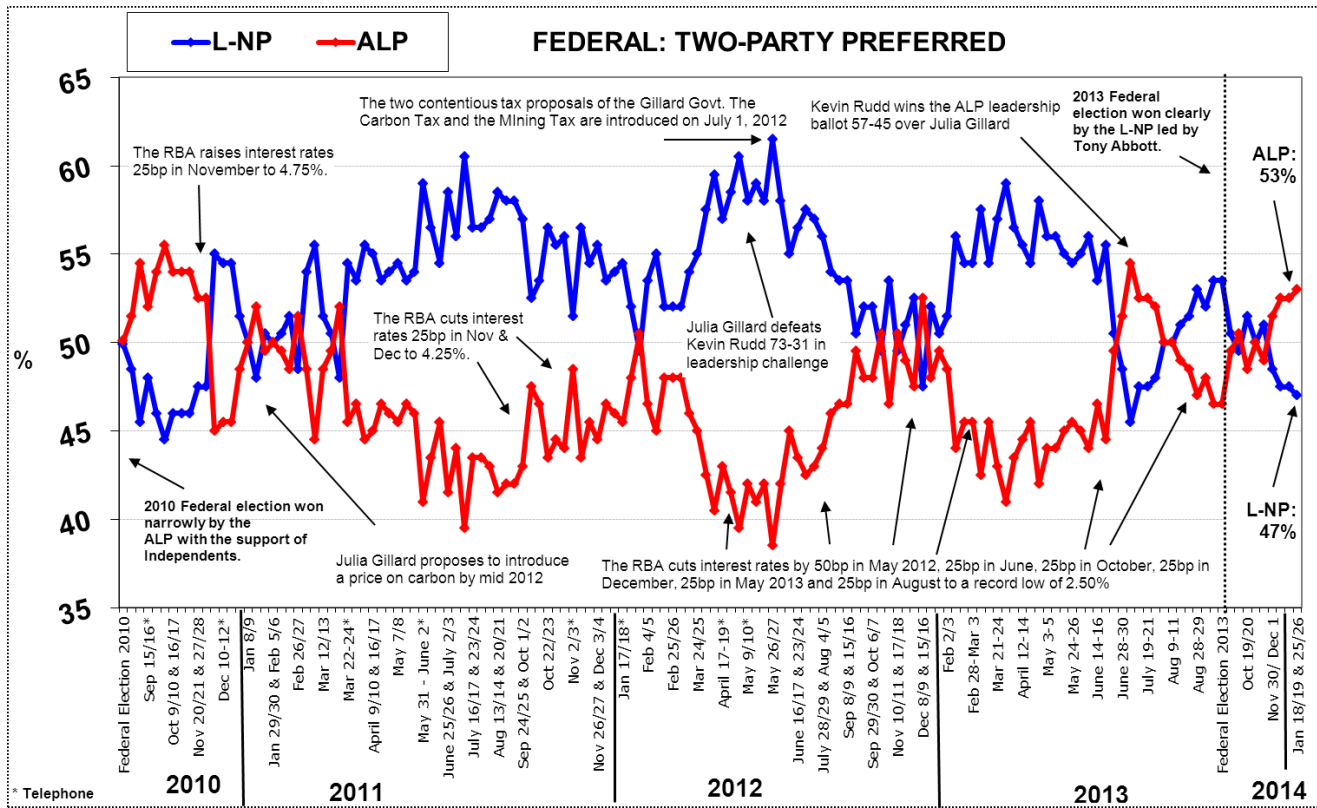
### Two-Party Preferred Vote (%)

RECENT FEDERAL ELECTION RESULTS	L-NP	ALP
	%	%
Election, March 2, 1996	53.6	46.4
Election, October 3 <sup>^</sup> , 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	53.5	46.5
<b>Final Pre-Election Morgan Poll – September 4-6, 2013</b>	<b>53.5</b>	<b>46.5</b>

	Preferences distributed by how electors say they will vote		Preferences distributed by how electors voted at the 2013 election	
	%	%	%	%
<b>MORGAN POLL</b>	<b>L-NP</b>	<b>ALP</b>	<b>L-NP</b>	<b>ALP</b>
September 21/22, 2013	50.5	49.5	50	50
October 5/6, 2013	49.5	50.5	50	50
October 19/20, 2013	51.5	48.5	51	49
November 2/3, 2013	50	50	50	50
November 16/17, 2013	51	49	51.5	48.5
November 30/ December 1, 2013	48.5	51.5	48.5	51.5
December 7/8 & 14/15, 2013	47.5	52.5	47.5	52.5
January 4/5 & 11/12, 2014	47.5	52.5	47	53
January 18/19 & 25/26, 2014	47	53	47.5	52.5

<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.**

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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
<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	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
<b>Roy Morgan GCR*</b>	<b>106</b>	<b>107</b>	<b>109.5</b>	<b>115</b>	<b>104</b>	<b>100</b>	<b>101</b>	<b>104</b>	<b>104.5</b>	<b>99</b>	<b>106.5</b>
Can't say	19	21	19.5	18	22	20	20	19	17.5	15	19.5
<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>	<b>100</b>	<b>100</b>

	Interviewing Dates — L-NP Government (Tony Abbott v Chris Bowen & Bill Shorten)								
	Sep 21/22	Oct 5/6	Oct 19/20	Nov 2/3	Nov 16/17	Nov 30/ Dec 1	Dec 7/8	Jan 4/5 & 11/12	Jan 18/19 & 25/26
	Multi	Multi	Multi	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%	%	%
Right direction	42	42	42.5	45.5	48.5	48	42	45	41.5
Wrong direction	31	29	28.5	31	32.5	35	38.5	36	39.5
<b>Roy Morgan GCR*</b>	<b>111</b>	<b>113</b>	<b>114</b>	<b>114.5</b>	<b>116</b>	<b>113</b>	<b>103.5</b>	<b>109</b>	<b>102</b>
Can't say	27	29	29	23.5	19	17	19.5	19	19
<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>

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.”

### [View Federal Voting Intention Trend](#)