

Friday, 9 May 2014

Huge majorities of Australian Consumers (88%) & Businesses (77%) are worried about next week's Federal Budget as Joe Hockey's Budget rhetoric cuts through

A special combined Roy Morgan Nightly Business Pulse and Roy Morgan Nightly Consumer Pulse survey conducted last night (May 8, 2014) shows large majorities of both Australian consumers (88%) and businesses (77%) overwhelmingly feel next week's Federal Budget will not benefit them.

ROY MORGAN NIGHTLY CONSUMER PULSE

- Despite it being a Liberal Government, 72% of Liberal supporters believe next week's Federal Budget will not benefit them or their families compared to just 28% that say next week's Federal Budget will benefit them.
- ALP supporters were even more worried – 97% believe next week's Federal Budget will not benefit them and their families and only 3% believe it will.
- Greens supporters are as negative as ALP supporters – 97% say next week's Federal Budget will not benefit them and their families and only 3% believe it will.
- Similarly, 92% of supporters of Other parties say next week's Federal Budget will not benefit them and their families and only 8% believe it will.

ROY MORGAN NIGHTLY BUSINESS PULSE

- Micro businesses (under 5 employees) are the most negative on the Federal Budget with 80% saying it will not benefit their businesses and only 20% saying it will.
- In contrast, Large businesses (200 employees+) are the most positive about the Federal Budget – but still a large majority (67%) say the Federal Budget will not benefit their businesses compared to only 33% that say it will.

Michele Levine, CEO Roy Morgan Research, says:

"A special combined Roy Morgan Nightly Business Pulse and Roy Morgan Nightly Consumer Pulse survey shows overwhelmingly that both Australian consumers (88%) and Australian businesses (77%) believe next week's Federal Budget will not benefit them.

"In terms of Australian consumers, Liberal supporters are the most hopeful concerning the Federal Budget – 28% believe next week's Budget will benefit them and their families compared to only 3% of ALP supporters and Greens supporters. However, this leaves a large majority of Liberal supporters (72%) saying next week's Budget will not benefit them and their families and an almost unanimous 97% of ALP and Green supporters who also feel they will get no benefit out of the Treasurer Joe Hockey's first Federal Budget.

"Although Australian businesses also clearly have a negative perception of next week's Federal Budget – only 23% expect next week's Budget to benefit their businesses, there is a clear differential between larger businesses of over 200 employees and smaller businesses. Nearly a third of larger businesses (32%) believe next week's Budget will benefit their businesses compared to only 20% of micro businesses (under 5 employees), 24% of small businesses (5-19 employees) and 21% of medium businesses (20-199 employees)."

Finding No. 5571 – This special combined Roy Morgan Nightly Business Pulse and Roy Morgan Nightly Consumer Pulse was conducted on May 8, 2014. This SMS poll was conducted with 1,244 Australian businesspeople and 1,891 Australian electors.

About the Roy Morgan Nightly Business Pulse

Roy Morgan Nightly Business Pulse is available as an omnibus of up to 1,000 Business Panel Members via SMS all over Australia – if you need to take the ‘business pulse’ on any issue, be it of national interest or relevant only to your company, the Nightly Business Pulse will give you the answers the next day.

Questions received by 11am fielded same night, results delivered by noon day following. Prices start at \$5,000 + GST. Enquiries (melbourne@roymorgan.com) or call 03 9629 6888

About the Roy Morgan Nightly Consumer Pulse

Roy Morgan Nightly Consumer Pulse is available as an omnibus up to 1,000 consumers aged 14+ via SMS all over Australia – if you need to take the ‘pulse’ on any issue, be it of national interest or relevant only to your company, the Nightly Consumer Pulse will give you the answers the next day.

Questions received by 11am fielded same night, results delivered by noon day following. Prices start at \$1,500 + GST. Enquiries (melbourne@roymorgan.com) or call 03 9629 6888.

For further information:

Contact	Office	Mobile
Gary Morgan:	+61 3 9224 5213	+61 411 129 094
Michele Levine:	+61 3 9224 5215	+61 411 129 093

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%
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

AUSTRALIAN BUSINESSES

Questions:

Pre-Budget: "Do you think the 2014 Federal Budget will benefit your business?"

	Total	Micro Business	Small Business	Medium Business	Large Business	Can't say
	%	%	%	%	%	%
Yes	23	20	24	21	32	33
No	77	80	76	79	68	67
Total	100	100	100	100	100	100

Size of Business: Micro business (Under 5 people); Small business (5-19 people); Medium business (20-199 people); Large business (200+ people). Asked May 8-9, 2014.

To be asked Post Budget: "Did tonight's Federal Budget benefit your business?"

AUSTRALIAN CONSUMERS

Pre-Budget: "Do you think the 2014 Federal Budget will benefit you and your family?"

Voting Intention

	ALP	Liberal	National	Greens	Other	Can't say	Total
	%	%	%	%	%	%	%
Yes	3	28	16	3	8	11	12
No	97	72	84	97	92	89	88
Total	100	100	100	100	100	100	100

Age & Gender

	Gender		Age				
	Men	Women	18-24	25-34	35-49	50-64	65+
	%	%	%	%	%	%	%
Yes	16	10	10	12	10	13	18
No	84	90	90	88	90	87	82
Total	100	100	100	100	100	100	100

To be asked Post Budget: "Did tonight's Federal Budget benefit you and your family?"

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](#)