

Sunday, 11 August 2013

All square after first week of campaign. ALP & L-NP locked at 50% two-party preferred

Today's Morgan Poll shows the ALP (50%, unchanged) even with the L-NP (50%, unchanged) on a two-party preferred basis as the two leaders prepared for last night's Leaders Debate – the first of the Federal Election campaign.

A special Roy Morgan Reactor on the first Leaders Debate showed a narrow win for Liberal Party Leader Tony Abbott, however, a special Snap SMS Morgan Poll conducted immediately after the conclusion of the Leaders Debate which asked over 1,200 electors – 'Who won the debate' showed ALP Leader Kevin Rudd (24%) slightly favoured over Abbott (23%), 5% calling the debate a tie and 48% didn't watch the debate. [These results are extensively covered here.](#)

The ALP primary vote is 36.5% (down 1.5%), behind the L-NP primary vote at 44% (up 1%).

Among the minor parties Greens support is 10.5% (up 1%) and support for Independents/ Others is 9% (down 0.5%) – including within that support for Katter's Australian Party of 1% and support for the Palmer United Party of 1%.

The Roy Morgan Government Confidence Rating has risen slightly in the past week – up 1pt to 101. Now 40.5% (up 0.5%) of Australians say Australia is 'heading in the right direction' and 39.5% (down 0.5%) say Australia is 'heading in the wrong direction'. The small rise in the Roy Morgan Government Confidence Rating comes after the RBA cut Australian interest rates to a record low 2.5% (down 0.25%) early last week.

If a Federal Election were held today the country would be heading for another 'Hung Parliament' because of the closeness of the two-party preferred vote according to this weekend's multi-mode Morgan Poll on Federal voting intention with an Australia-wide cross-section of 3,836 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 (50%) cf. L-NP (50%). When the Morgan Poll allocates preferences by **how Australian electors gave their preferences at the last Federal election** – the method used by Newspoll, Fairfax Nielsen and Galaxy – the Morgan Poll shows a clear lead for the L-NP (51.5%, up 1%) cf. ALP (48.5%, down 1%).

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 favouring the ALP (52%, unchanged) cf. L-NP (48%, unchanged) on a two party preferred basis and Men favouring the L-NP 52% (unchanged) cf. ALP 48% (unchanged).

Gary Morgan says:

“Today’s Morgan Poll shows the ALP (50%, unchanged) even with the L-NP (50%, unchanged) on a two-party preferred basis when preferences are allocated by how people say they will vote. However, when preferences are allocated by how electors voted at the last Federal Election the L-NP (51.5%, up 1%) now has a narrow lead over the ALP (48.5%, down 1%).

*“The closeness of these results mirrors the findings from tonight’s special Roy Morgan Reactor on the first Leaders Debate – which Liberal Party Leader Tony Abbott won by a narrow margin, and tonight’s special Snap SMS Morgan Poll conducted immediately after Leaders Debate which found ALP Leader Kevin Rudd a narrow victor. **These points are discussed extensively in a thorough analysis of the Leaders Debate here.***

“A close analysis of State by State results shows a strong boost to the ALP’s support in Queensland this week. The ALP (50%, up 5%) is now level with the LNP (50%, down 5%) on a two-party preferred basis after former Queensland Premier Peter Beattie was recruited last week to stand in the marginal LNP seat of Forde (held by the LNP by only 1.4%). If the ALP is to regain Government it will have to pick up several marginal seats in Queensland to offset likely losses elsewhere in New South Wales and Victoria.

“Special Roy Morgan qualitative polling in the key Western Sydney electorates of Greenway (ALP by 0.9%), Lindsay (ALP by 1.1%), Macquarie (Liberal by 1.3%), Macarthur (Liberal by 3.0%) this week shows the key issues are economic – with 50% of electors mentioning reducing taxes, getting rid of the carbon tax, cost of living, improving the economy, unemployment, or some other economic concern.

“One in four mentioned some kind of social issue including health and hospitals (8%), education (6%). Boat people and illegal immigrants were mentioned by 4.5% across Sydney’s West and were even higher in Lindsay and Greenway.”

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 22 August 2013).

Finding No. 5100 - This multi-mode Morgan Poll on Federal voting intention was conducted over the last few days via Face-to-Face, Internet and SMS interviewing, August 9-11, 2013 with an Australia-wide cross-section of 3,836 Australian electors aged 18+, of all electors surveyed 1% (up 0.5%) did not name a party.

MEN – PRIMARY VOTE				
	Multi-Mode			
	July 19-21, 2013	July 26-28, 2013	August 2-4, 2013	August 9-11, 2013
	%	%	%	%
ALP	39.5	37.5	36	35
L-NP	44 (2.5)	43.5 (2)	45.5 (2)	47 (2.5)
Greens	7	8	7.5	9.5
Ind. /Other	9.5	11	11	8.5
TOTAL	100	100	100	100
MEN – TWO-PARTY PREFERRED				
ALP	50	49.5	48	48
L-NP	50	50.5	52	52
TOTAL	100	100	100	100

WOMEN – PRIMARY VOTE				
	Multi-Mode			
	July 19-21, 2013	July 26-28, 2013	August 2-4, 2013	August 9-11, 2013
	%	%	%	%
ALP	43	39.5	40	37.5
L-NP	38 (3)	40 (3)	40.5 (2)	41 (3)
Greens	10	12.5	10.5	11.5
Ind. /Other	9	8	9	10
TOTAL	100	100	100	100
ALP	55.5	54	52	52
L-NP	44.5	46	48	48
TOTAL	100	100	100	100

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Federal Voting Intention Summary – House of Reps (%)

	ALP	L-NP	The Greens	Ind./ Others
RECENT FEDERAL ELECTION RESULTS	%	%	%	%
Election March 2, 1996	38.8	47.3 (8.6)	1.7	12.2
Election October 3 [^] , 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
MORGAN POLL				
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
Kevin Rudd takes over the ALP leadership and returns as Australian Prime Minister – June 27, 2013				
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

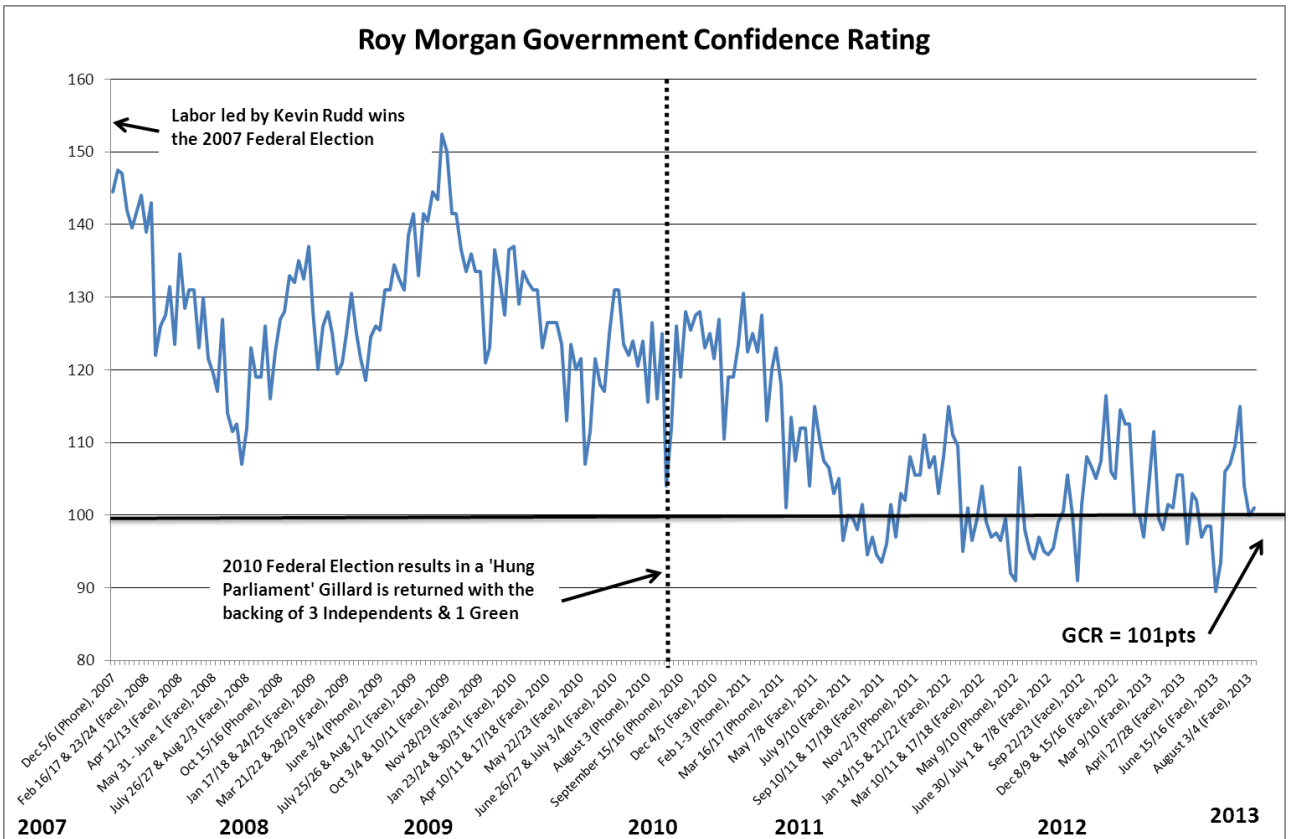
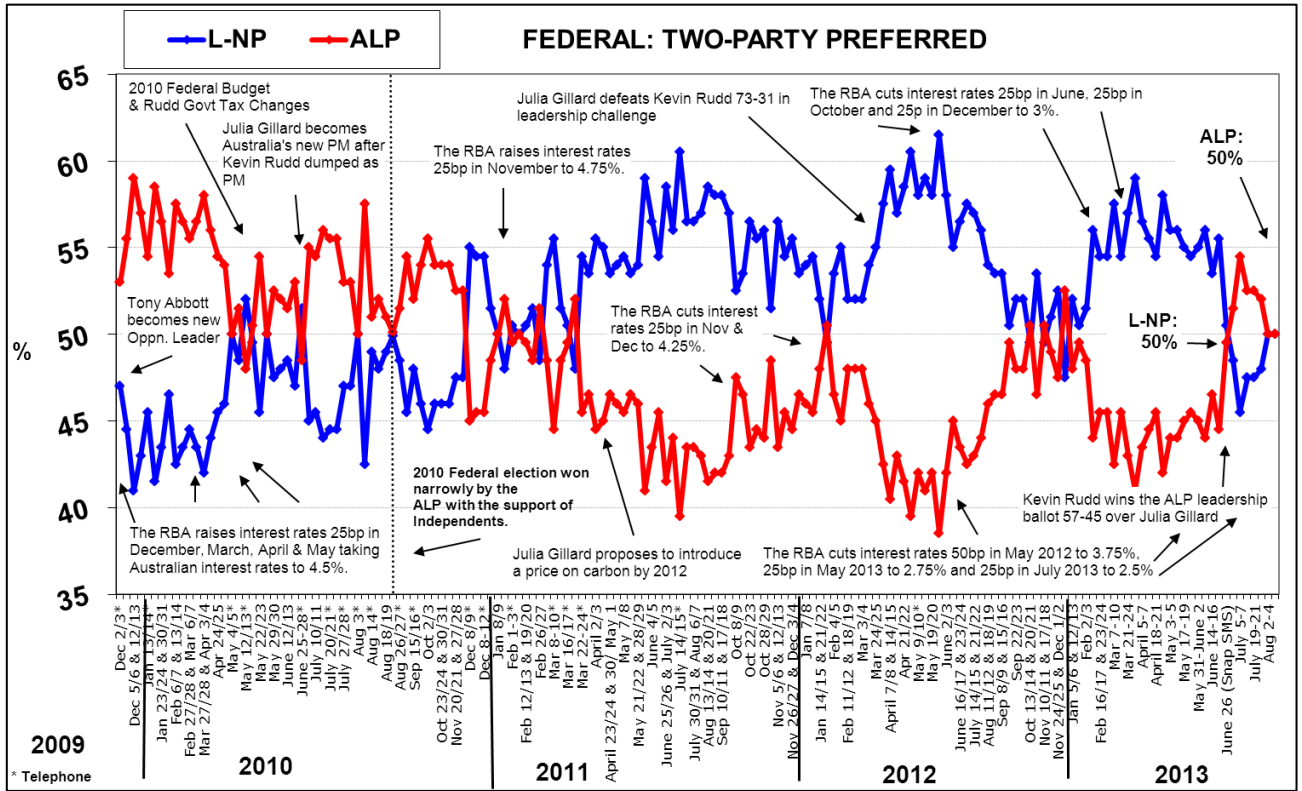
Note: ^ 1998 Federal election results have been updated to include results from the electorate of Newcastle supplementary election. The L-NP did not have a candidate contesting the electorate of Newcastle. *An increasing proportion of Greens voters are indicating a preference for the L-NP ahead of the ALP. At the 2010 Federal Election only 20% of Greens voters preferenced 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 [^] , 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
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
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

[^] 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
Roy Morgan GCR*	100	97	104	111.5	99.5	98	101.5	101	105.5
Can't say	18	16	18	17.5	17.5	15	20.5	19	20.5
TOTAL	100	100	100	100	100	100	100	100	100

	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		
	Face	Face	Face	Face	Face	Face	Face		
	%	%	%	%	%	%	%		
Right direction	43.5	43	45	48.5	41	40	40.5		
Wrong direction	37.5	36	35.5	33.5	37	40	39.5		
Roy Morgan GCR*	106	107	109.5	115	104	100	101		
Can't say	19	21	19.5	18	22	20	20		
TOTAL	100	100	100	100	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 – 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](#)