

Tuesday, 9 July 2013

Rudd now has ALP in prime position to win Federal Election as Labor gains again. ALP 54.5% (up 3%) cf. L-NP 45.5% (down 3%).

This week's Morgan Poll, the third since Kevin Rudd became Prime Minister, shows another significant swing to the ALP. The ALP 54.5% (up 3% since last week's multi-mode Morgan Poll of June 28-30, 2013) is now further ahead of the L-NP 45.5% (down 3%) on a two-party preferred basis.

The ALP primary vote is 41.5% (up 2%), ahead of the L-NP primary vote at 39.5% (down 1%).

Among the minor parties Greens support is 8.5% (unchanged) and support for Independents/Others is 10.5% (down 1%) – including within that support for Katter's Australian Party of 1.5% and support for the Palmer United Party of 1.5%.

If a Federal Election were held today the ALP would win comfortably according to this weekend's multi-mode Morgan Poll on Federal voting intention with an Australia-wide cross-section of 3,521 Australian electors aged 18+.

The Roy Morgan Government Confidence Rating has improved slightly – up 1pt to 107 – the highest since mid-March 2013. Now 43% (down 0.5%) say Australia is 'heading in the right direction' and 36% (down 1.5%) say Australia is 'heading in the wrong direction'.

Analysis by Gender

Analysis by Gender shows both genders again swinging towards the ALP after Rudd's return. Women now clearly favour the ALP (57%, up 3%) cf. L-NP (43%, down 3%) on a two party preferred basis. Even men now favour the ALP (51.5%, up 3%) cf. L-NP (48.5%, down 3%).

Gary Morgan says:

"It's believable that the ALP would be in front since Kevin Rudd's shock return as Prime Minister with Rudd's successful Indonesian trip tackling the issue of 'asylum seekers', outlining his plan to deal with the problems in the NSW branch of the ALP and Tony Abbott's refusal to debate, leaving Abbott with no opportunity to look like a leader combating Kevin Rudd 'head-on'. The biggest swings to the ALP have been recorded in Queensland and New South Wales.

"A further boost for the Rudd Government is today's [Roy Morgan employment estimates which show an extra 88,000 jobs created in June](#), however there are still a significant 2.35 million Australians (18.9%) either unemployed or under-employed.

"Will the ALP vote still be in front whenever the Federal election is held - August or a later date?"

"This solely depends on Tony Abbott and his Coalition advisors and whether they understand how to convince the electorate that Australia under their leadership would be a better place. There's no doubt the ALP is at a level of support that no one would have believed was possible a month ago!"

Electors were asked: *"If an election for the House of Representatives were held today — which party would receive your first preference?"*

Finding No. 5018 - This multi-mode Morgan Poll on Federal voting intention was conducted over the last few days via Face-to-Face, Internet and SMS interviewing, July 5-7, 2013 with an Australia-wide cross-section of 3,521 Australian electors aged 18+, of all electors surveyed 1.0% (down 0.5%) did not name a party.

Men

PRIMARY VOTE				
	Multi-Mode	Snap SMS (After Leadership Ballot)	Multi-Mode	
	June 21-23, 2013	June 26, 2013	June 28-30, 2013	July 5-7, 2013
	%	%	%	%
ALP	28.5	38	39.5	39.5
L-NP	50.5 (3)	45.5 (2)	44 (3.5)	42.5 (3)
Greens	8	6.5	5	7
Ind. /Other	13	10	11.5	11
TOTAL	100	100	100	100
TWO-PARTY PREFERRED				
ALP	42	47.5	48.5	51.5
L-NP	58	52.5	51.5	48.5
TOTAL	100	100	100	100

Women

PRIMARY VOTE				
	Multi-Mode	Snap SMS (After Leadership Ballot)	Multi-Mode	
	June 21-23, 2013	June 26, 2013	June 28-30, 2013	July 5-7, 2013
	%	%	%	%
ALP	32.5	38	39.5	43
L-NP	44 (3)	41 (3)	37 (3.5)	36.5 (3)
Greens	10.5	10.5	11	10
Ind. /Other	13	10.5	12.5	10.5
TOTAL	100	100	100	100
TWO-PARTY PREFERRED				
ALP	47	51	54	57
L-NP	53	49	46	43
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 1/2, 2012 (Face)	34.5	41.5 (2)	11.5	12.5
September 8/9 & 15/16, 2012 (Face)	35	40.5 (3)	12	12.5
September 17-20, 2012 (Phone)	39.5	47 (2.5)	8	5.5
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

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%.

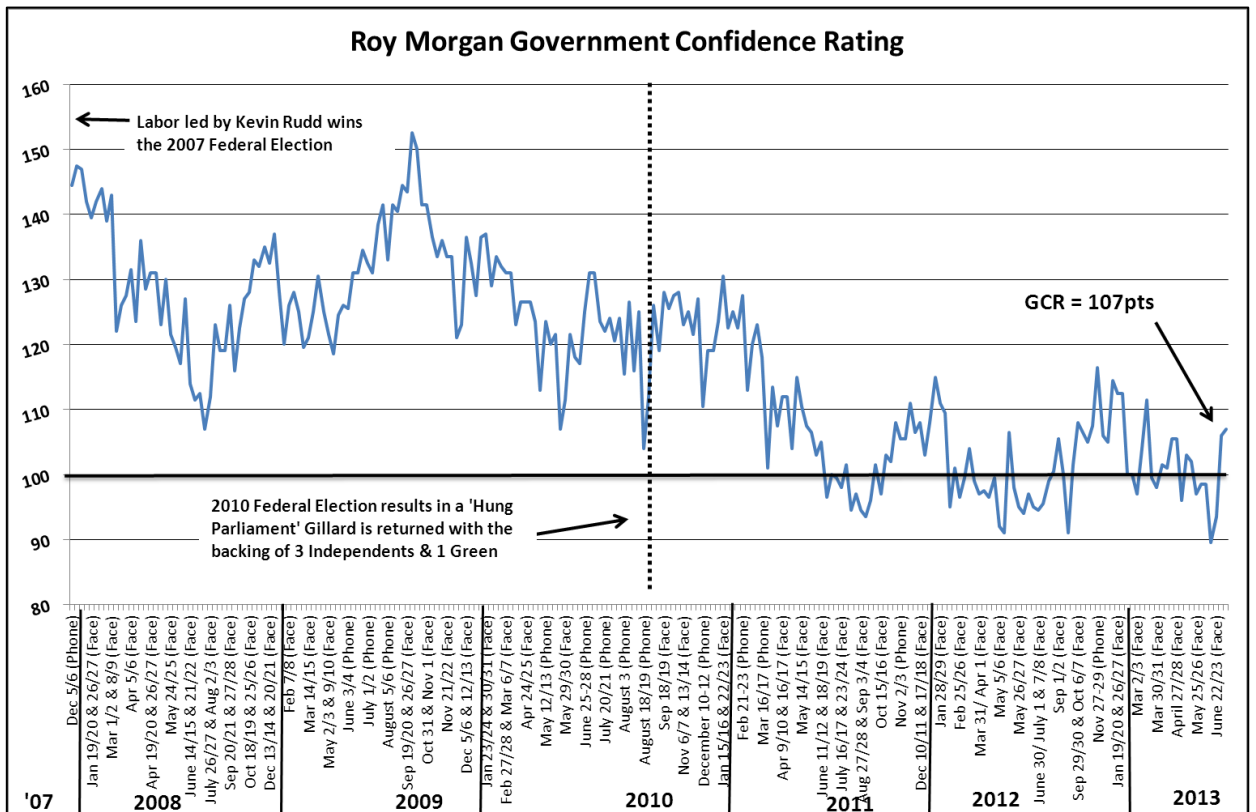
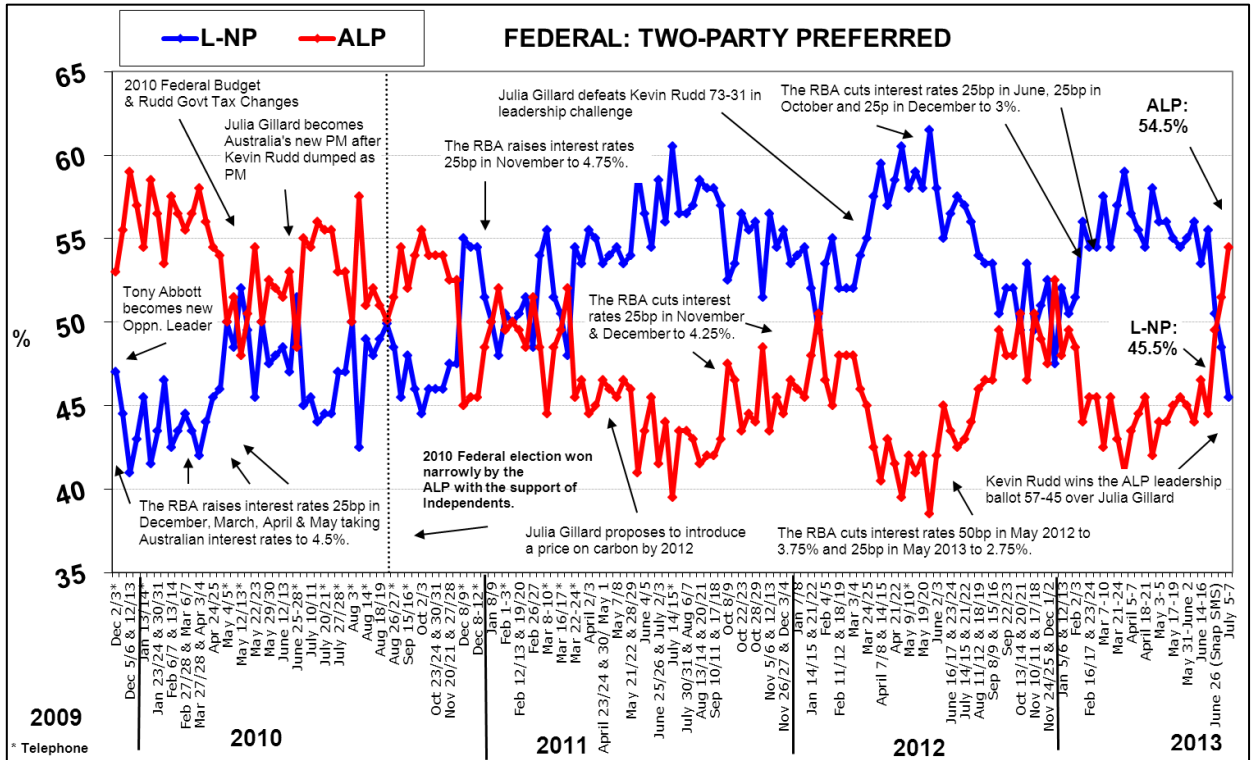
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Federal Voting Intention Summary – House of Reps (%)

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
September 1/2, 2012 (Face)	46.5	53.5	48.5	51.5
September 8/9 & 15/16, 2012 (Face)	46.5	53.5	49.5	50.5
September 17-20, 2012 (Phone)	49.5	50.5	47.5	52.5
September 22/23, 2012 (Face)	48	52	50	50
September 29/30 & October 6/7, 2012 (Face)	48	52	49	51
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

[^] 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.



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

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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)								
	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							
	Face	Face							
	%	%							
Right direction	43.5	43							
Wrong direction	37.5	36							
Roy Morgan GCR*	106	107							
Can't say	19	21							
TOTAL	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”).

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](#)