

Monday, 17 June 2013

Female support rises strongly for the Government after Howard Sattler interview with Prime Minister

Last weekend's Morgan Poll shows support for the L-NP at 53.5%, down 2.5% in a week (since June 7-10, 2013) cf. ALP 46.5% (up 2.5%) on a two-party preferred basis according to the multi-mode weekly Morgan Poll.

The L-NP primary vote is 44.5% (down 1.5%) still well ahead of the ALP 33% (up 2%). Among the minor parties Greens support is 9% (down 0.5%) and support for Independents/ Others is 13.5% (unchanged). Support for Palmer United Party is 3% and support for Katter's Australian Party is 1%.

If a Federal Election were held today the L-NP would win the election easily according to today's multi-mode weekly Morgan Poll on Federal voting intention, June 14-16, 2013 with an Australia-wide cross-section of 3,323 Australian electors aged 18+.

The Roy Morgan Government Confidence Rating has plunged to a record low 89.5pts (down 9pts) coinciding with renewed infighting between Prime Minister Julia Gillard and former Prime Minister Kevin Rudd over the leadership of the ALP with only 34.5% (down 5.5%) saying Australia is 'heading in the right direction' and 45% (up 3.5%) saying Australia is 'heading in the wrong direction'.

Analysis by Gender

Analysis by Gender this week shows both genders swinging towards the ALP but with a wide divergence between men and women. Women are now evenly split on a two party preferred basis with the ALP (50%, up 4%) level with the L-NP (50%, down 4%) while men still strongly favour the L-NP (56.5%, down 2%) cf. ALP (43.5%, up 2%).

Gary Morgan says:

"Today's Morgan Poll shows the ALP closing the gap on the L-NP with the L-NP (53.5%, down 2.5% in a week) cf. ALP (46.5%, up 2.5%) after Perth radio host Howard Sattler interviewed Prime Minister Julia Gillard last Thursday and questioned the Prime Minister about her partner's sexuality. Sattler was subsequently sacked on Friday afternoon by Fairfax Radio and the Morgan Poll which was interviewed after this point shows a clear swing back to the Government.

"A Fairfax-Nielsen poll released overnight showed the L-NP (57%) cf. ALP (43%) on a two-party preferred basis. However, it is important to note the Fairfax-Nielsen poll was conducted between Thursday and Saturday last week (June 13-15, 2013) which means many of the Fairfax-Nielsen interviews were conducted before the full impact of the Howard Sattler interview and subsequent sacking was known.

"Despite the improved showing for the Government in today's Morgan Poll, the Roy Morgan Government Confidence Rating has dropped to a record low 89.5pts (down 9pts) with only 34.5% (down 5.5%) of Australians saying Australia is 'heading in the right direction' compared to 45% (up 3.5%) that say Australia is 'heading in the wrong direction'. These are very worrying figures for the Government as Parliament prepares to sit for the last time before this year's Federal Election.

"Today's Morgan Poll result shows that voting intentions can swing on what may seem minor matters and that despite the L-NP enjoying a sizeable two-party preferred lead this year's Federal Election result is still 'up for grabs'."

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

Finding No. 4973 - This multi-mode Morgan Poll on Federal voting intention was conducted over the last few days via Face-to-Face, Internet and SMS interviewing, June 14-16, 2013 with an Australia-wide cross-section of 3,323 Australian electors aged 18+, of all electors surveyed a low 1.0% (down 0.5%) did not name a party.

Men

	PRIMARY VOTE			
	Multi-Mode			
	May 24-26, 2013	May 31- June 2, 2013	June 7-10, 2013	June 14-16, 2013
	%	%	%	%
ALP	31	29.5	29.5	30.5
L-NP	47.5 (3)	47.5 (2.5)	48 (2)	47.5 (2.5)
Greens	9.5	8	8.5	7.5
Ind. /Other	12	15	14	14.5
TOTAL	100	100	100	100
	TWO-PARTY PREFERRED			
ALP	43.5	42	41.5	43.5
L-NP	56.5	58	58.5	56.5
TOTAL	100	100	100	100

Women

	PRIMARY VOTE			
	Multi-Mode			
	May 24-26, 2013	May 31- June 2, 2013	June 7-10, 2013	June 14-16, 2013
	%	%	%	%
ALP	35.5	33.5	32.5	35
L-NP	44 (3)	43.5(3)	44.5 (3)	42 (2)
Greens	9.5	11	10.5	10.5
Ind. /Other	11	12	12.5	12.5
TOTAL	100	100	100	100
	TWO-PARTY PREFERRED			
ALP	47.5	47.5	46	50
L-NP	52.5	52.5	54	50
TOTAL	100	100	100	100

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Federal Voting Intention Summary – House of Reps (%)

	ALP	L-NP	The Greens	Ind./ Others
RECENT 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				
June 16/17 & 23/24, 2012 (Face)	32.5	45.5 (3)	10	12
June 30/ July 1 & 7/8, 2012 (Face)	29.5	43 (2)	14.5	13
July 14/15 & 21/22, 2012 (Face)	31.5	43 (1.5)	12	13.5
July 28/29 & August 4/5, 2012 (Face)	32	43.5 (2)	11.5	13
August 11/12 & 18/19, 2012 (Face)	34.5	44 (2)	10	11.5
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

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%.

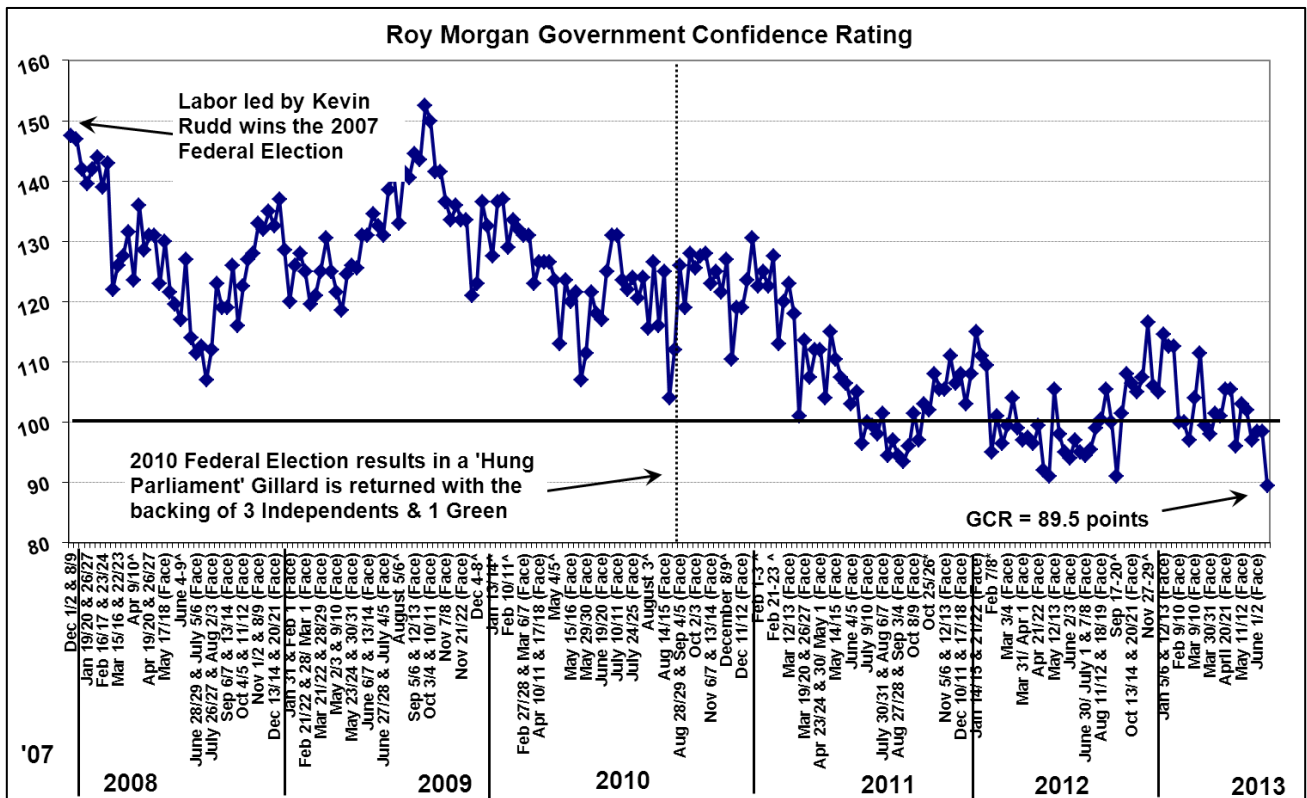
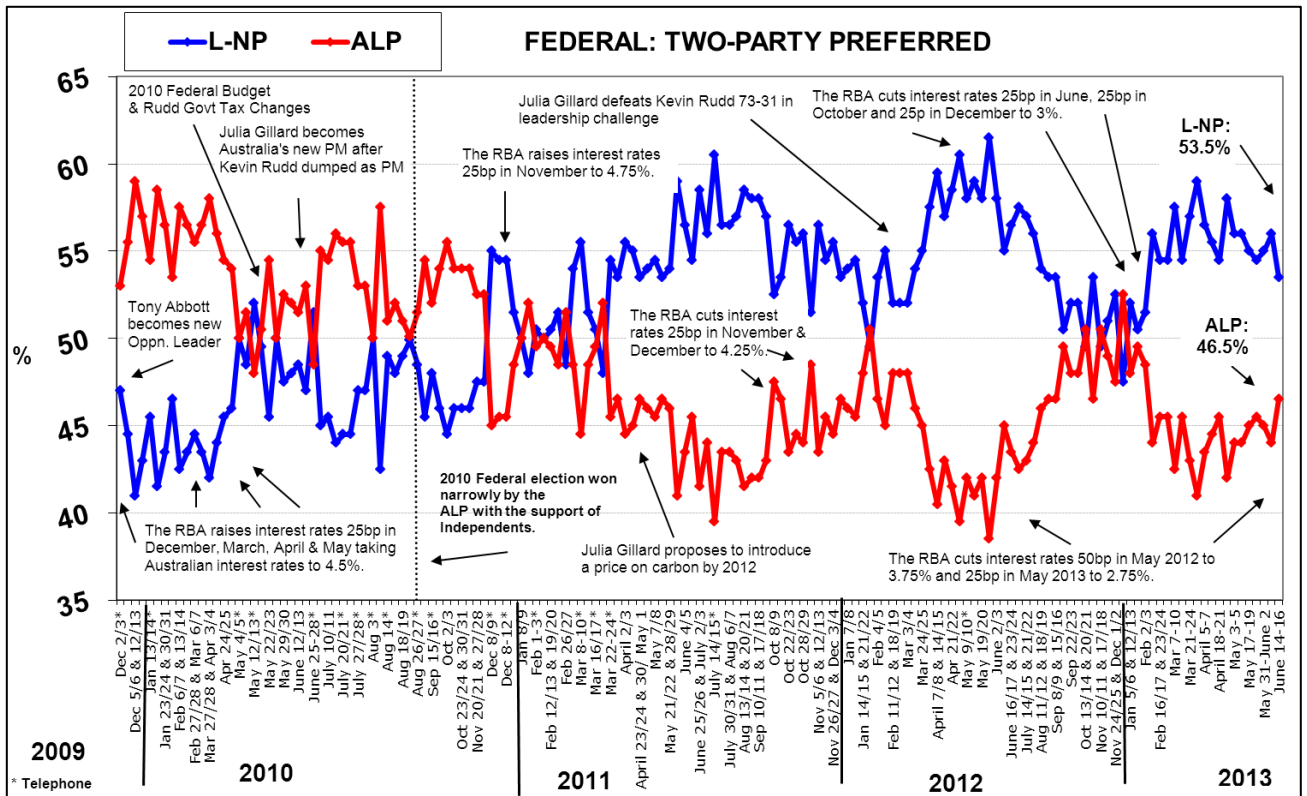
Federal Voting Intention Summary – House of Reps (%)

Two-Party Preferred Vote (%)

	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
June 30/ July 1 & 7/8, 2012 (Face)	42.5	57.5	46	54
July 14/15 & 21/22, 2012 (Face)	43	57	46	54
July 28/29 & August 4/5, 2012 (Face)	44	56	46.5	53.5
August 11/12 & 18/19, 2012 (Face)	46	54	47	53
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

[^] 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.

FOR IMMEDIATE RELEASE



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)								
	Jan 5/6 & 12/13	Jan 19/20 & 26/27	Feb 2/3	Feb 9/10	Feb 16/17 & 23/24	March 2/3	March 9/10	March 16/17	March 23/24
	Face	Face	Face	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%	%	%
Right direction	47	46.5	47.5	40.5	41	40.5	43	47	41
Wrong direction	32.5	34	35	40.5	41	43.5	39	35.5	41.5
Roy Morgan GCR*	114.5	112.5	112.5	100	100	97	104	111.5	99.5
Can't say	20.5	19.5	17.5	19	18	16	18	17.5	17.5
TOTAL	100	100	100	100	100	100	100	100	100

	Interviewing Dates — ALP Government (Julia Gillard v Tony Abbott)								
	Mar 29 – Apr 1	Apr 6/7	Apr 13/14	Apr 20/21	Apr 27/28	May 4/5	May 11/12	May 18/19	May 25/26
	Face	Face	Face	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%	%	%
Right direction	41.5	40.5	41	42.5	41.5	38	42	44	40
Wrong direction	43.5	39	40	37	36	42	39	42	43
Roy Morgan GCR*	98	101.5	101	105.5	105.5	96	103	102	97
Can't say	15	20.5	19	20.5	22.5	20	19	14	17
TOTAL	100	100	100	100	100	100	100	100	100

	Interviewing Dates — ALP Government (Julia Gillard v Tony Abbott)								
	June 1/2	June 8/9	June 15/16						
	Face	Face	Face						
	%	%	%						
Right direction	40	40	34.5						
Wrong direction	41.5	41.5	45						
Roy Morgan GCR*	98.5	98.5	89.5						
Can't say	18.5	18.5	20.5						
TOTAL	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 (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](#)