

Monday, 3 November 2014

ALP surges after Abbott announces new petrol tax and following the death of Labor icon Gough Whitlam

In early November ALP support rose to 54.5% (up 2.5%) and now clearly leads the L-NP 45.5% (down 2.5%) on a two-party preferred basis. If an election had been held the ALP would have won easily according to this week's Morgan Poll on voting intention conducted with an Australia-wide cross-section of 3,117 Australian electors aged 18+ over the last two weekends.

Primary support for the L-NP was down 1% to 38.5% while ALP support rose 2% to 37.5%. Support for the other parties shows The Greens were at 12.5% (up 0.5%) – the highest since April 2014, Palmer United Party (PUP) 3% (down 0.5%) – the lowest since January 2014, while Independents/ Others were down 1% to 8.5%.

Support for PUP is highest in Queensland (5.5%) followed by South Australia 5%. Support for PUP is lower in the rest of Australia: Western Australia (3%), Victoria (2.5%), Tasmania (2.5%) and lowest of all in New South Wales (1.5%).

Analysis by Gender

Analysis by Gender shows support is highest for the ALP amongst women: ALP (59%, up 5.5%) cf. L-NP (41%, down 5.5%). However, support for the major parties is evenly split amongst men with the L-NP up slightly (50%, up 0.5%) cf. ALP (50%, down 0.5%).

Analysis by Age group

Analysis by Age group shows the ALP still with its strongest advantage among younger Australians. 18-24yr olds heavily favour the ALP 68.5% cf. L-NP 31.5%; 25-34yr olds favour the ALP 62% cf. L-NP 38%; 35-49yr olds favour the ALP 60% cf. L-NP 40%; 50-64yr olds are close L-NP 51% cf. ALP 49%; and those aged 65+ still clearly favour the L-NP 56.5% cf. ALP 43.5%.

Analysis by States

The ALP maintains a two-party preferred lead in four Australian States. South Australia: ALP 63% cf. L-NP 37%; Victoria: ALP 60.5% cf. L-NP 39.5%; Tasmania: ALP 57% cf. L-NP 43%; New South Wales: ALP 52% cf. L-NP 48%. However the L-NP leads in Western Australia: L-NP 51% cf. ALP 49% and Queensland: L-NP 50.5% cf. ALP 49.5%.

Roy Morgan Government Confidence Rating

The Roy Morgan Government Confidence Rating has risen to 99.5pts this week (up 4pts over the past fortnight). Now 40% (down 3.5%) of Australians say Australia is 'heading in the wrong direction' and 39.5% (up 0.5%) say Australia is 'heading in the right direction'.

The Morgan Poll surveys a larger sample (including people who only use a mobile phone) than any other public opinion poll. **The Morgan Poll asks Minor Party supporters which way they will vote their preferences. *News Corp's poll does not measure or reference the PUP vote!**

The Morgan Poll allocated preferences based on how people say they will vote – allocating preferences by how electors voted at the last Federal Election, as used by News Corp's poll* also shows the ALP (53.5%) cf. L-NP (46.5 %) – for trends see the [Morgan Poll historic data table](#).

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Gary Morgan says:

“The ALP (54.5%, up 2.5%) has increased its lead over the L-NP (45.5%, down 2.5%) following Prime Minister Tony Abbott’s decision last week to increase the fuel excise on petrol from 38.1c per litre to 38.6c per litre – starting next week (Monday November 10).

“The Abbott Government’s decision to impose the tax increase has drawn the ire of Victorian Premier Denis Naphine, who faces his first election as Premier in only four weeks’ time. Analysing this week’s results by Federal voting intention in Victoria shows the ALP (60.5%, up 5.5% in a fortnight) cf. L-NP (39.5%, down 5.5%) on a two-party preferred basis. These results are supported by the recent [Morgan Poll on Victorian Voting Intention](#) which showed the ALP (52.5%) cf. L-NP (47.5%). Both results indicate Naphine faces an uphill battle to retain Government.

“In addition to next week’s tax increase, the last fortnight saw the death of former Prime Minister Gough Whitlam (Prime Minister 1972-75). Whitlam has been an iconic figure for the Labor Party and many regard him as Labor’s first Prime Minister of modern times.

“Although there was a great deal of media tributes to Whitlam following his death, former Treasury Secretary John Stone puts the ‘other side’ with his concerns regarding the ‘economic management’ of the Whitlam Government in an article for the [AFR: Economic Insanity by John Stone \(Thursday October 23, 2014\)](#).

“The ALP’ lead may be short-lived as next week Prime Minister Tony Abbott should get good media coverage as he welcomes the largest assortment of world leaders ever to assemble on Australian shores when the G-20 convenes in Brisbane. The gathering of the world’s 20 most important leaders will provide Abbott with a chance to press Russian President Vladimir Putin over answers in regards to the downed airliner MH17, and also for Abbott to demonstrate his credentials on foreign policy as he welcomes the leaders of the world’s largest economies.”

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. 5905 – This multi-mode Morgan Poll on Federal voting intention was conducted via face-to-face and SMS interviewing over the last two weekends of October 25/26 & November 1/2, 2014 with an Australia-wide cross-section of 3,117 Australian electors aged 18+, of all electors surveyed 2.5% did not name a party.

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

Federal Voting Intention Summary – House of Reps (%)

	L-NP	ALP	The Greens	Palmer United	Katter	Ind./ Others
RECENT FEDERAL ELECTION RESULTS	%	%	%	%	%	%
Election March 2, 1996	47.3 (8.6)	38.8	1.7	0.0	0.0	12.2
Election October 3 [^] , 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
MORGAN POLL						
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
February 1/2 & 8/9, 2014	40.5 (2)	37	10.5	4.5	1	6.5
February 15/16 & 22/23, 2014	41 (2.5)	35.5	10.5	4.5	1	7.5
March 1/2 & 8/9, 2014	39.5 (2)	37	12	4	1	6.5
March 15/16 & 22/23, 2014	38 (2)	38.5	11	4.5	1	7
March 29/30 & April 5/6, 2014	38.5 (2)	34.5	12	5	1.5	8.5
April 12/13 & 19/20, 2014	38.5 (2)	34	13	5	1.5	8
April 26/27 & May 3/4, 2014	37.5 (2)	37	12	5.5	1	7
May 17/18, 2014	35 (2)	38.5	12	6.5	1.5	6.5
May 24/25 & May 31/ June 1, 2014	35 (2)	38	11	7.5	1	7.5
June 7/8, 2014	33 (1.5)	42	12	4.5	1	7.5
June 14/15, 2014	36.5 (2)	38	12	5.5	1	7
June 21/22 & 28/29, 2014	35 (2.5)	36.5	12	7	1.5	8
July 5/6 & 12/13, 2014	34 (2)	38.5	11.5	7.5	1	7.5
July 19/20 & 26/27, 2014	38 (2)	39	10.5	5	0.5	7
August 2/3 & 9/10, 2014	37.5 (2.5)	38	11	5.5	1	7
August 16/17 & 23/24, 2014	37.5 (2.5)	38.5	10.5	4.5	1.5	7.5
August 30/31 & September 6/7, 2014	38 (2.5)	37	10.5	4.5	1	9
September 13/14 & 20/21, 2014	38.5 (2)	37.5	12	4	1	7
September 27/28 & October 4/5, 2014	40 (2)	35	12	3.5	1.5	8
October 11/12 & 18/19, 2014	39.5 (2.5)	35.5	12	3.5	1	8.5
October 25/26 & November 1/2, 2014	38.5 (2)	37.5	12.5	3	1.5	7

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.

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Federal Voting Intention Summary – House of Reps (%)

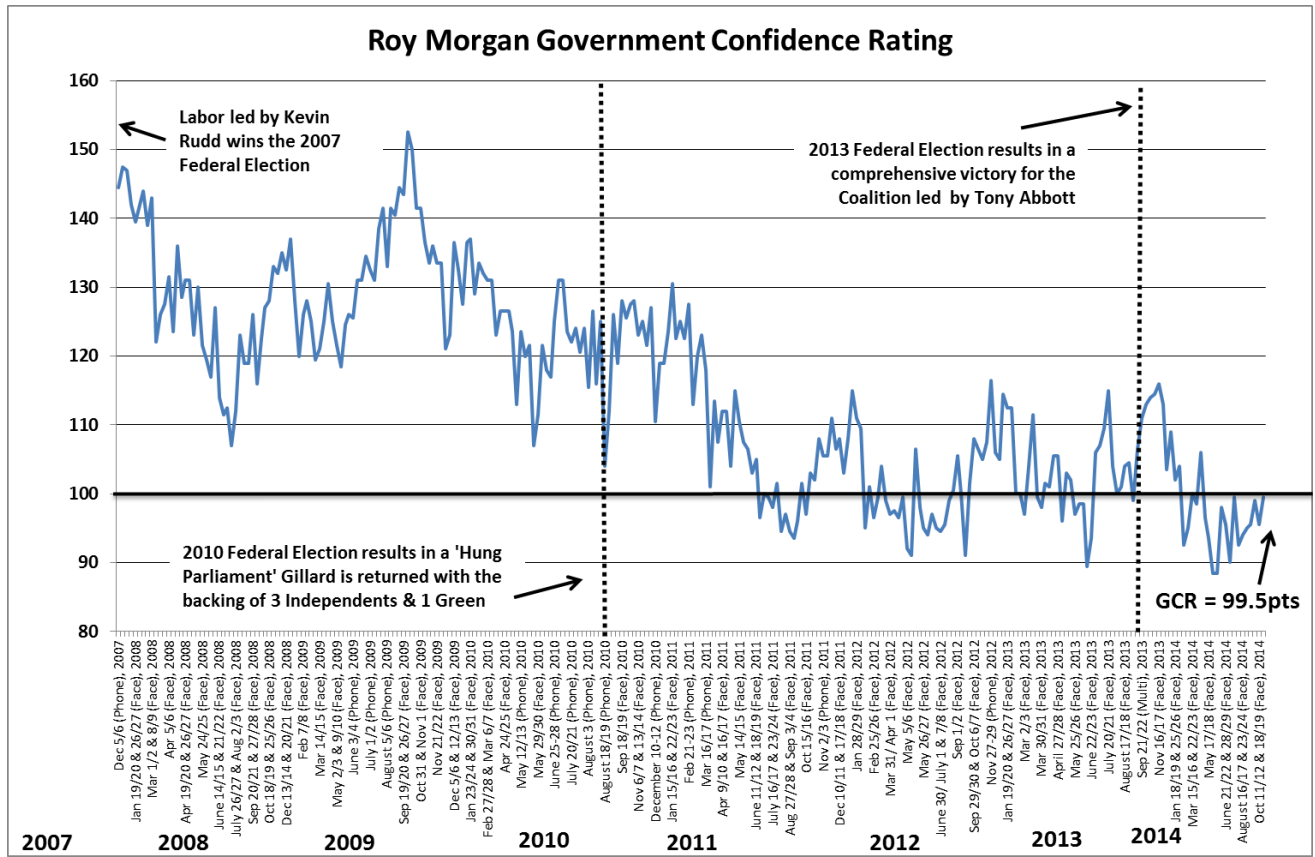
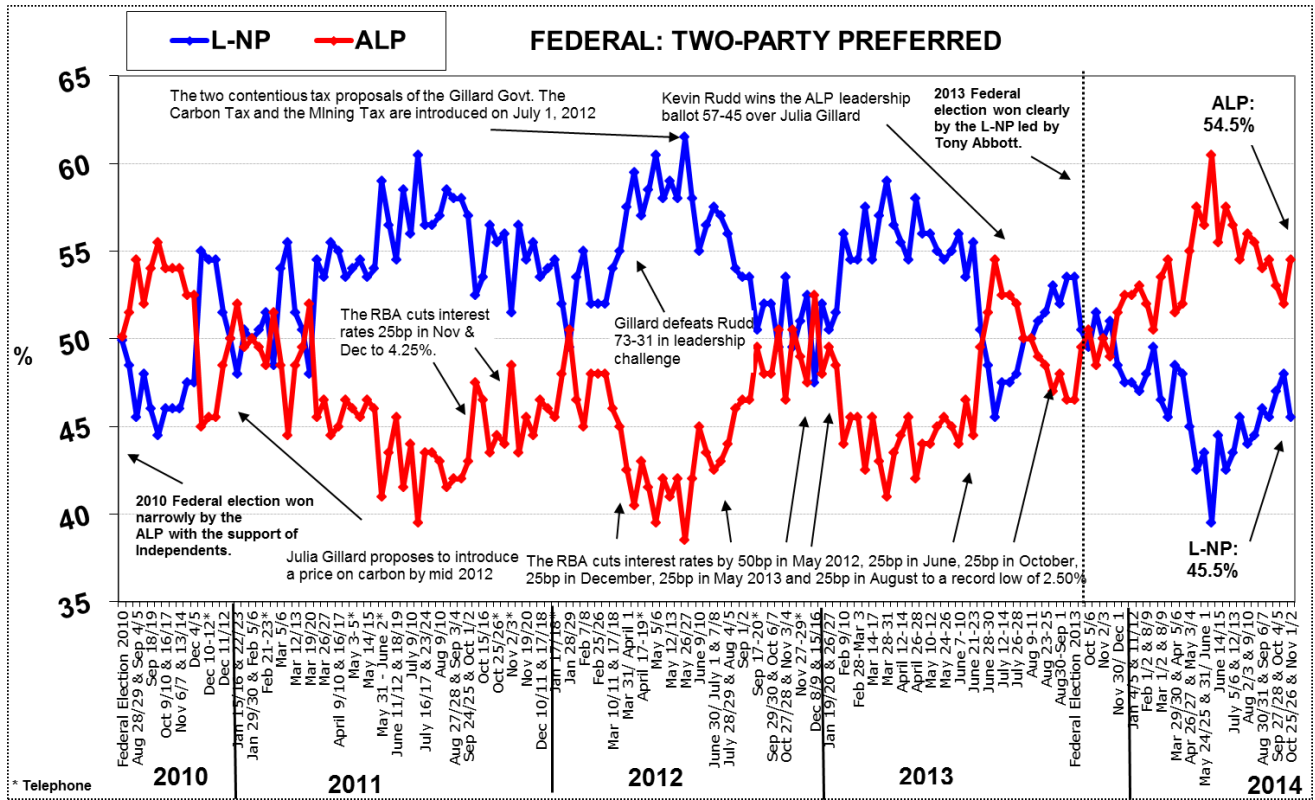
Two-Party Preferred Vote (%)

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

	Preferences distributed by how electors say they will vote		Preferences distributed by how electors voted at the 2013 election	
	%	%	%	%
MORGAN POLL	L-NP	ALP	L-NP	ALP
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
February 1/2 & 8/9, 2014	48	52	49	51
February 15/16 & 22/23, 2014	49.5	50.5	49.5	50.5
March 1/2 & 8/9, 2014	46.5	53.5	47.5	52.5
March 15/16 & 22/23, 2014	45.5	54.5	46.5	53.5
March 29/30 & April 5/6, 2014	48.5	51.5	48	52
April 12/13 & 19/20, 2014	48	52	48	52
April 26/27 & May 3/4, 2014	45	55	46.5	53.5
May 17/18, 2014	42.5	57.5	43.5	56.5
May 24/25 & May 31/ June 1, 2014	43.5	56.5	45	55
June 7/8, 2014	39.5	60.5	41	59
June 14/15, 2014	44.5	55.5	45.5	54.5
June 21/22 & 28/29, 2014	42.5	57.5	45.5	54.5
July 5/6 & 12/13, 2014	43.5	56.5	44	56
July 19/20 & 26/27, 2014	45.5	54.5	46	54
August 2/3 & 9/10, 2014	44	56	46	54
August 16/17 & 23/24, 2014	44.5	55.5	46	54
August 30/31 & September 6/7, 2014	46	54	47	53
September 13/14 & 20/21, 2014	45.5	54.5	46.5	53.5
September 27/28 & October 4/5, 2014	47	53	48.5	51.5
October 11/12 & 18/19 2014	48	52	48	52
October 25/26 & November 1/2, 2014	45.5	54.5	46.5	53.5

[^] 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.**

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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 — L-NP Government (Tony Abbott v Bill Shorten)							
	Jan 4/5 & 11/12	Jan 18/19 & 25/26	Feb 1/2 & 8/9	Feb 15/16 & 22/23	Mar 1/2 & 8/9	Mar 15/16 & 22/23	Mar 29/30 & Apr 5/6	Apr 12/13 & 19/20
	Face	Face	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%	%
Right direction	45	41.5	43	37.5	38	41.5	39	43.5
Wrong direction	36	39.5	39	45	43	41.5	40.5	37.5
Roy Morgan GCR*	109	102	104	92.5	95	100	98.5	106
Can't say	19	19	18	17.5	19	17	20.5	19
TOTAL	100	100	100	100	100	100	100	100

	Interviewing Dates — L-NP Government (Tony Abbott v Bill Shorten)							
	Apr 26/27 & May 3/4	May 17/18	May 24/25 & 31/ June 1	June 7/8	June 14/15	June 21/22 & 28/29	July 5/6 & 12/13	July 19/20 & 26/27
	Face	Face	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%	%
Right direction	39.5	39	37	36	41.5	39.5	36.5	41
Wrong direction	43	45.5	48.5	47.5	43.5	44	46.5	41.5
Roy Morgan GCR*	96.5	93.5	88.5	88.5	98	95.5	90	99.5
Can't say	17.5	15.5	14.5	16.5	15	16.5	17	17.5
TOTAL	100	100	100	100	100	100	100	100

	Interviewing Dates — L-NP Government (Tony Abbott v Bill Shorten)							
	Aug 2/3 & 9/10	Aug 16/17 & 23/24	Aug 30/31 & Sep 6/7	Sep 13/14 & 20/21	Sep 20/27 & Oct 4/5	Oct 11/12 & 18/19	Oct 25/26 & Nov 1/2	
	Face	Face	Face	Face	Face	Face	Face	
	%	%	%	%	%	%	%	
Right direction	37.5	38	38	38	40	39	39.5	
Wrong direction	45	44	43	42.5	41	43.5	40	
Roy Morgan GCR*	92.5	94	95	95.5	99	95.5	99.5	
Can't say	17.5	18	19	19.5	19	17.5	20.5	
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 – 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](#)