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## IMPORTANCE OF ALLOCATING PREFERENCES

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FOR IMMEDIATE RELEASE

A question that is often raised about the Morgan Poll is how the two-party preferred vote is calculated. There are two main methods of determining the two-party preferred vote from polling results. The first and most simple is to ask electors who they would prefer out of the ALP or L-NP if they indicate a primary voting intention for a minor party or Independent. The second method is to allocate preferences based on how electors voted at the last election.

Since the 2010 Federal Election the different methods have produced vastly different results as many electors voting Greens have switched their preferences to the L-NP and an increasing number of electors voting for Independent or smaller party candidates have expressed a voting preference for the L-NP.

There are arguments in favour of both methods. However, during this electoral cycle the Morgan Poll believes there are good reasons to publish the results based on **how people say they will vote**. The Morgan Poll used this method to successfully predict the heavy swings against the incumbent State Labor Governments in New South Wales & Queensland over the past year which would not have been predicted as accurately if preferences had been allocated based on previous elections.

The Australian electorate is clearly not pleased with incumbent Governments and this feeling appears to be increasing.

No incumbent State or Federal Government has won a majority of votes and seats since the 2009 Queensland State Election – won by Premier Anna Bligh with fellow Queenslander Kevin Rudd as Prime Minister.

Since that election we have had a hung Parliament at the 2010 Tasmanian Election (March 20, 2010), a Government returned with a minority of the 2PP vote at the 2010 South Australian Election (March 20, 2010), a minority Federal Government returned with the support of the Greens and Independents at the 2010 Federal Election (August 21, 2010), a Victorian Labor Government losing office by 1 seat at the 2010 Victorian Election (November 27, 2010), a New South Wales Labor Government suffering a record swing against (-16.48% 2PP) and winning only 20 seats (March 26, 2011) and a Queensland Labor Government suffering a record defeat and winning only 7 seats (In a Parliament of 89 seats) – the worst defeat of a sitting Government in Queensland history (March 24, 2012).

The clear trend for an incumbent Governments performance at elections is getting worse and worse. In addition the other pertinent fact is that up until now all the incumbent Governments were Labor Governments at a total of six Federal and State Elections. The trend is clearly against incumbent Labor Governments.

### Comparing the Opinion Polls – Two-Party preferred vote

|      | How electors say they will vote |                               |                                      | How electors voted at the last Election |                               |                                |
|------|---------------------------------|-------------------------------|--------------------------------------|---|-------------------------------|--------------------------------|
|      | Morgan Poll*                    |                               | Nielsen*                             | Morgan Poll#                            |                               | Newspoll#                      |
|      | May 26/27,<br><u>2012</u><br>%  | June 2/3,<br><u>2012</u><br>% | May 31 – June 2,<br><u>2012</u><br>% | May 26/27,<br><u>2012</u><br>%          | June 2/3,<br><u>2012</u><br>% | May 25-27,<br><u>2012</u><br>% |
| ALP  | 38.5                            | 42                            | 43                                   | 42                                      | 44.5                          | 46                             |
| L-NP | 61.5                            | 58                            | 57                                   | 58                                      | 55.5                          | 54                             |

\*Preferences allocated as people say they will vote (Morgan Poll & Nielsen).

#Preferences allocated as per voting patterns at the 2010 Federal Election (Morgan Poll & Newspoll).

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**Comparing the Opinion Polls – Primary voting intention**

|                     | <b>Morgan Poll</b>                      |  | <b>Nielsen</b>                                | <b>Newspoll</b>                         |
|---------------------|---|--|---|---|
|                     | <b>May 26/27,<br/><u>2012</u><br/>%</b> | <b>June 2/3,<br/><u>2012</u><br/>%</b> | <b>May 31 – June 2,<br/><u>2012</u><br/>%</b> | <b>May 25-27,<br/><u>2012</u><br/>%</b> |
| <b>ALP</b>          | <b>27.5</b>                             | <b>32.5</b>                            | <b>26</b>                                     | <b>32</b>                               |
| <b>L-NP</b>         | <b>49</b>                               | <b>45</b>                              | <b>48</b>                                     | <b>46</b>                               |
| <b>Greens</b>       | <b>13</b>                               | <b>10.5</b>                            | <b>14</b>                                     | <b>12</b>                               |
| <b>Ind./ Others</b> | <b>10.5</b>                             | <b>12</b>                              | <b>12</b>                                     | <b>10</b>                               |
| <b>TOTAL</b>        | <b>100</b>                              | <b>100</b>                             | <b>100</b>                                    | <b>100</b>                              |

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