

Tuesday, 4 June 2013

## **L-NP 55% (up 0.5%) lead up slightly in a week over ALP 45% (down 0.5%) while 53% of Australians say they will vote 'yes' or are 'leaning towards' voting yes on Local Government referendum question**

**Last weekend's multi-mode weekly Morgan Poll shows support for the L-NP at 55%, up 0.5% over the past week (since May 24-26, 2013) cf. ALP 45% (down 0.5%) on a two-party preferred basis.**

The L-NP primary vote is 45.5% (now unchanged for the last two weeks) now further ahead of the ALP 31.5% (down 2%). Among the minor parties Greens support is 9.5% (unchanged) and support for Independents/Others is 13.5% (up 2%).

**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, May 31- June 2, 2013 with an Australia-wide cross-section of 3,276 Australian electors aged 18+.**

The Roy Morgan Government Confidence Rating rose to 98.5pts (up 1.5pts in a week) with 40% (unchanged) saying Australia is 'heading in the right direction' and 41.5% (down 1.5%) saying Australia is 'heading in the wrong direction'.

### **Special Morgan Poll on this year's Local Government Referendum Question**

**A special online Morgan Poll** conducted over the last few days shows a slim majority of Australian electors (53%) say they will vote either yes (23%) or are 'leaning towards' voting yes (30%) in this year's Referendum question which will allow the Federal Government to directly fund Local Government. This compares to 21% that say they will vote no to the question and a further 10% that are 'leaning towards' voting no – a total of 31%. An additional 16% are still undecided.

When electors were asked whether equal funding of \$11.6 million should be given to the 'No' side to explain their case – 55% agreed there should be equal funding for both sides while 25% said no and a further 20% were undecided.

Electors were also asked to explain in their own words *"What, if anything, **worries you** about the Federal Government having **more control** over funding of Local Government"* and *"What, if anything, **do you like** about the Federal Government having **more control** over funding of Local Government?"*

***"What worries you about the Federal Government having more control over funding of Local Government?"***

*"Too much control without local knowledge."*

*"Not being able to keep in touch with local issues."*

*"Being dictated to against local wishes."*

*"A lack of knowledge and understanding of local priorities."*

*"Decisions made too far away from local centres."*

*"Control being too centralised, not in touch with local needs."*

*"Centralisation of power and control."*

*"The centralisation of decision-making."*

*"There will be a bias towards their electorates and certain areas getting more/ less than they should."*

*"Biased preference may become the norm for important decisions."*

*"Do not trust the Federal Government with local funding decisions."*

*"Certain local areas will miss out on needed funding."*

*"I am worried about anything that gives more power to Canberra."*

*"It appears to me that Local Government would lose its autonomy."*

*"Depending on who the Federal Government is they could influence projects or policies in their favour."*

*"Government by remote control is not a good idea. The Federal Government stuffs up enough issues already without getting into the day-by-day life of the community."*

**“What do you like about the Federal Government having more control over funding of Local Government?”**

“A sensible way of bypassing State Government.”

“Bypasses the often corrupt influences of State Government.”

“I feel we are over-governed and doing this we could lose the State level.”

“The funds don’t get lost at a State level.”

“Getting the money directly to the people who need it instead of it going via the States.”

“I think that State Governments should be abolished.”

“Hopefully the money will be spent more wisely.”

“I think there will be more money for local government to spend in their districts.”

“There will be better money flow.”

“I think the Federal Government would have more money to give to the States for important issues than the States have at present.”

“Local Government has a lot of bridges and roads that need fixing.”

“It will mean Local Government doesn’t have to rely on State Government.”

“Should result in more equitable funding of Local Government and lessen problems around key issues.”

“It may lead to a tightening of accountability.”

“More accountability for councils to justify their funding.”

“More scope for Local councils and Government bodies to get works done.”

“Better accountability and more effective funding of programs.”

“Accountability, transparency and reduced corruption.”

“I believe it would limit the dishonesty that is currently rife in Local Government.”

“It should make Local Governments more honest and we may also have better Local Government.”

“It is silly to have double the costs of running a State and Federal Governments. It saves on costs.”

“Local Government bodies will be on a more even playing field against one another.”

**Gary Morgan says:**

“Today’s Morgan Poll shows the L-NP (55%, up 0.5% in a week) slightly increasing their strong lead over the ALP (45%, down 0.5%) on a two-party preferred basis. The result comes after the proposed electoral reform bill initially agreed by the two major parties was scrapped after a widespread outcry from the community led Opposition Leader Tony Abbott to renege on the initial agreement with Labor. Support for Independents and minor parties has increased to a high 13.5% (up 2%) with support for the Palmer United Party (PUP) at 3% and Katter’s Australian Party (KAP) at 1%.

“A special online Morgan Poll conducted over the weekend shows this year’s Referendum question on whether the Federal Government should be allowed to directly fund Local Government **has very little chance of passing** with a bare majority of 53% of Australian electors now saying they will either vote **yes** (23%) or are ‘leaning towards’ voting **yes** (30%).

“The last time the question on **Local Government recognition** was put to a referendum in September 1988 the Morgan Poll showed support for the question dropped as Australians learnt more about it. The Morgan Poll showed support for the question was 60% on July 30/31, 1988; 59% on August 6/7, 1988; dropping to 50% on August 20/21, 1988 and only 33.62% of Australians voted **yes**. A referendum in Australia can only pass if a majority of electors in Australia and a majority of electors in at least four of the six states vote in favour. Only eight referendums of 44 proposed have been passed in Australia’s history (18.2%).”

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

Finding No. 4949 - This multi-mode Morgan Poll on Federal voting intention was conducted over the last few days via Face-to-Face, Internet and SMS interviewing, May 31- June 2, 2013 with an Australia-wide cross-section of 3,276 Australian electors aged 18+, of all electors surveyed a low 1.5% (up 0.5%) did not name a party.

## Men

|              | PRIMARY VOTE        |                    |                    |                         |
|--------------|---------------------|--------------------|--------------------|-------------------------|
|              | Multi-Mode          |                    |                    |                         |
|              | May<br>10-12, 2013  | May<br>17-19, 2013 | May<br>24-26, 2013 | May 31-<br>June 2, 2013 |
|              | %                   | %                  | %                  | %                       |
| ALP          | 30                  | 31                 | 31                 | 29.5                    |
| L-NP         | 50 (4)              | 48 (2.5)           | 47.5 (3)           | 47.5 (2.5)              |
| Greens       | 8                   | 9                  | 9.5                | 8                       |
| Ind. /Other  | 12                  | 12                 | 12                 | 15                      |
| <b>TOTAL</b> | <b>100</b>          | <b>100</b>         | <b>100</b>         | <b>100</b>              |
|              | TWO-PARTY PREFERRED |                    |                    |                         |
| ALP          | 41                  | 43.5               | 43.5               | 42                      |
| L-NP         | 59                  | 56.5               | 56.5               | 58                      |
| <b>TOTAL</b> | <b>100</b>          | <b>100</b>         | <b>100</b>         | <b>100</b>              |

## Women

|              | PRIMARY VOTE        |                    |                    |                         |
|--------------|---------------------|--------------------|--------------------|-------------------------|
|              | Multi-Mode          |                    |                    |                         |
|              | May<br>10-12, 2013  | May<br>17-19, 2013 | May<br>24-26, 2013 | May 31-<br>June 2, 2013 |
|              | %                   | %                  | %                  | %                       |
| ALP          | 33.5                | 33.5               | 35.5               | 33.5                    |
| L-NP         | 43 (3)              | 43 (2.5)           | 44 (3)             | 43.5(3)                 |
| Greens       | 10.5                | 11                 | 9.5                | 11                      |
| Ind. /Other  | 13                  | 12.5               | 11                 | 12                      |
| <b>TOTAL</b> | <b>100</b>          | <b>100</b>         | <b>100</b>         | <b>100</b>              |
|              | TWO-PARTY PREFERRED |                    |                    |                         |
| ALP          | 47                  | 46.5               | 47.5               | 47.5                    |
| L-NP         | 53                  | 53.5               | 52.5               | 52.5                    |
| <b>TOTAL</b> | <b>100</b>          | <b>100</b>         | <b>100</b>         | <b>100</b>              |

## For further information:

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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 <sup>^</sup> , 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                                |      |            |            |              |
| May 26/27, 2012 (Face)                     | 27.5 | 49 (2)     | 13         | 10.5         |
| June 2/3, 2012 (Face)                      | 32.5 | 45 (1.5)   | 10.5       | 12           |
| June 9/10, 2012 (Face)                     | 33   | 42.5 (3)   | 12.5       | 12           |
| 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         |

**Note:** <sup>^</sup> 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 (%)

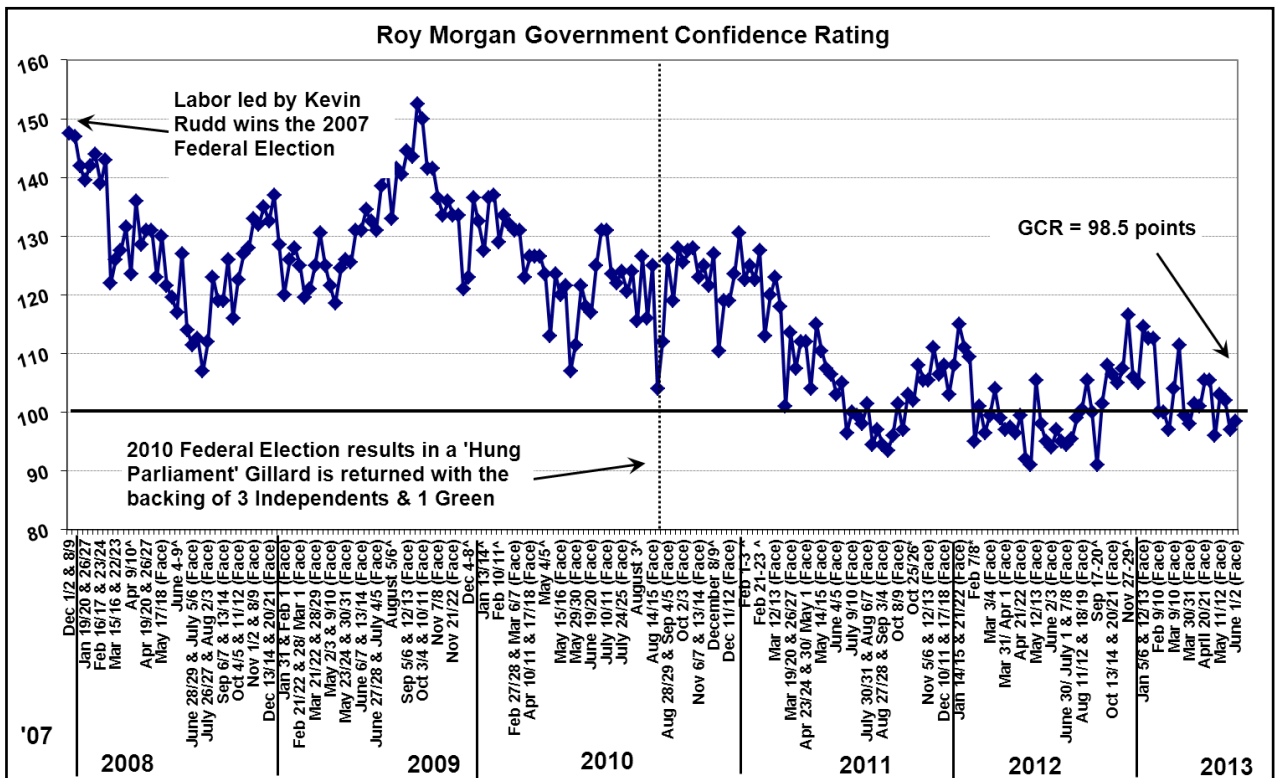
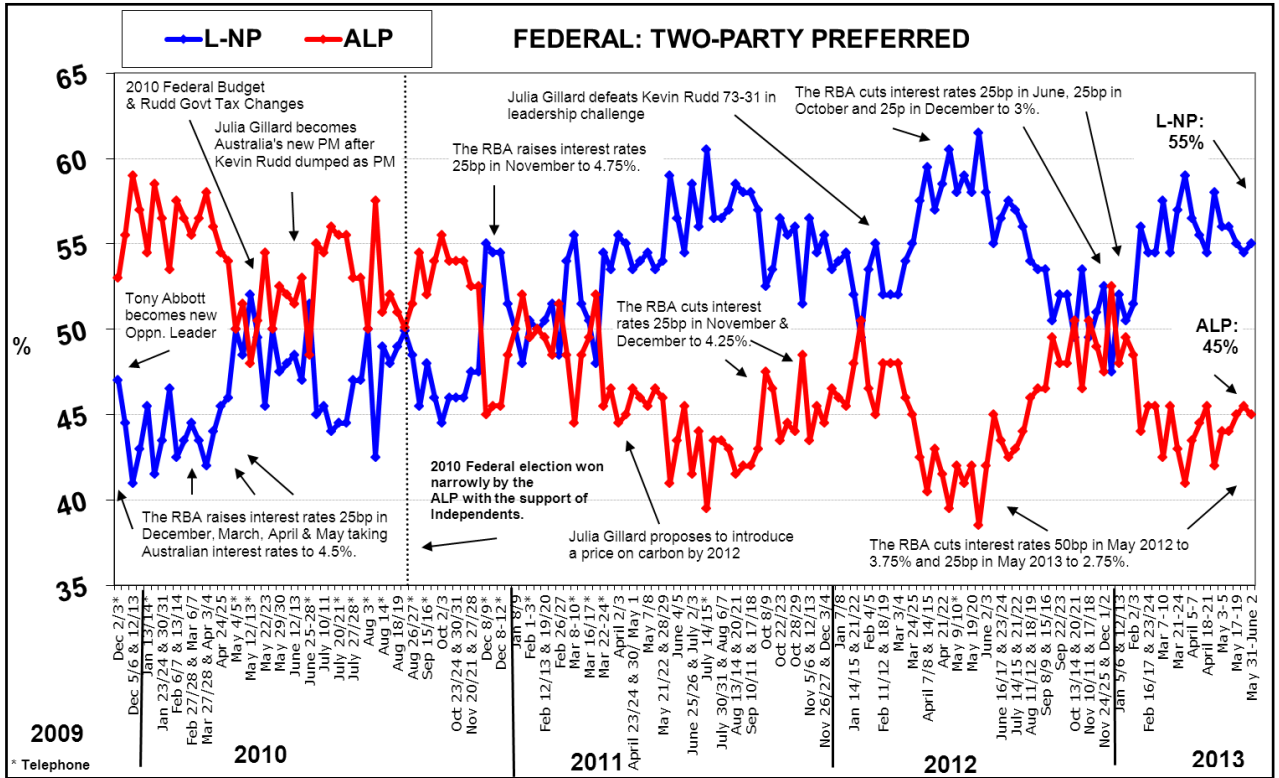
### Two-Party Preferred Vote (%)

|   | ALP  | L-NP |
|---|------|------|
|   | %    | %    |
| Election, March 2, 1996                 | 46.4 | 53.6 |
| Election, October 3 <sup>^</sup> , 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 9/10, 2012 (Face)                     | 45   | 55   | 48   | 52   |
| June 16/17 & 23/24, 2012 (Face)            | 43.5   | 56.5 | 45.5   | 54.5 |
| 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 |

<sup>^</sup> 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 — 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        |
| <b>Roy Morgan GCR*</b> | <b>114.5</b>  | <b>112.5</b>      | <b>112.5</b> | <b>100</b> | <b>100</b>        | <b>97</b>  | <b>104</b> | <b>111.5</b> | <b>99.5</b> |
| Can't say              | 20.5  | 19.5              | 17.5         | 19         | 18                | 16         | 18         | 17.5         | 17.5        |
| <b>TOTAL</b>           | <b>100</b>  | <b>100</b>        | <b>100</b>   | <b>100</b> | <b>100</b>        | <b>100</b> | <b>100</b> | <b>100</b>   | <b>100</b>  |

|                        | 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         |
| <b>Roy Morgan GCR*</b> | <b>98</b>   | <b>101.5</b> | <b>101</b> | <b>105.5</b> | <b>105.5</b> | <b>96</b>  | <b>103</b> | <b>102</b> | <b>97</b>  |
| Can't say              | 15  | 20.5         | 19         | 20.5         | 22.5         | 20         | 19         | 14         | 17         |
| <b>TOTAL</b>           | <b>100</b>  | <b>100</b>   | <b>100</b> | <b>100</b>   | <b>100</b>   | <b>100</b> | <b>100</b> | <b>100</b> | <b>100</b> |

|                        | Interviewing Dates — ALP Government (Julia Gillard v Tony Abbott) |  |  |  |  |  |  |  |  |
|------------------------|---|--|--|--|--|--|--|--|--|
|                        | June 1/2  |  |  |  |  |  |  |  |  |
|                        | Face  |  |  |  |  |  |  |  |  |
|                        | %   |  |  |  |  |  |  |  |  |
| Right direction        | 40  |  |  |  |  |  |  |  |  |
| Wrong direction        | 41.5  |  |  |  |  |  |  |  |  |
| <b>Roy Morgan GCR*</b> | <b>98.5</b>   |  |  |  |  |  |  |  |  |
| Can't say              | 18.5  |  |  |  |  |  |  |  |  |
| <b>TOTAL</b>           | <b>100</b>  |  |  |  |  |  |  |  |  |

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.”

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