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Finding No. 4490 Available on Website: <u>www.roymorgan.com</u> On May 6, 2010 See <u>Roy Morgan Online Store</u> <u>https://store.roymorgan.com/morgan-poll</u>

<u>ALP (50%) & L-NP (50%) Dead Level</u> <u>Rudd's Long Honeymoon Over as 49% (up 14%)</u> <u>Disapprove of his Handling of the Job as Prime Minister</u> <u>However Rudd (53%) is still seen as a Better PM than Abbott (32%)</u>

A special telephone Morgan Poll conducted over the last two nights (May 4/5, 2010) after the Government announced their proposed tax changes found the L-NP is now level with the ALP for the first time since the 2007 Federal Election.

If a Federal Election were held today, with the Two Party Preferred vote at 50:50, it would be too close to call according to today's Morgan Poll.

The L-NP is now ahead on primary vote with 44.5% ahead of the ALP at 39.5% while looking at the minor parties shows support for the Greens at 9%, Family First 1.5% and Independents/ Others 5.5%.

On Kevin Rudd's handing of the job of Prime Minister today's Morgan Poll also finds for the first time more Australians disapprove of Rudd's handling of his job (49%, up 14% since January 2010) than approve (42%, down 8%) while only 9% (down 6%) are undecided.

With the falling approval ratings for Prime Minister Rudd a bare majority of Australian electors (53%, down 8%) prefer Kevin Rudd as Prime Minister compared to 32% (up 7%) who prefer Opposition Leader Tony Abbott and 15% (up 1%) are undecided or prefer someone else.

An increasing number of Australian electors have made up their minds about Opposition Leader Tony Abbot with 40.5% (down 0.5% since January 2010), approving of the way Opposition Leader Tony Abbott is handling his job compared to 41.5% (up 9.5%) that disapprove and just 18% (down 9%) that can't say.

Special Morgan Poll **qualitative research** shows the big slump in the ALP vote and Kevin Rudd's approval is due to broken promises including the back down on emissions trading, Government overspending and electors dissatisfaction with the handling of home insulation and school buildings.

Gary Morgan says:

"Today's telephone Morgan Poll shows the ALP (50%) and L-NP (50%) 'neck-and-neck' and Prime Minister Kevin Rudd's **disapproval** jumping to 49%, his record high and (up 14% since January 2010 – now for the first time higher than his job **approval** rating (42%, down 8%).

"The rise in Rudd's disapproval rating coincides with Rudd 'dumping' several policies – including the Climate Change & Carbon Trading Legislation he took to the last Federal Election and about which he once remarked was needed for the 'greatest moral challenge of our time.' It also follows the Rudd Government's decision to introduce tax reform – including a proposed 40% 'super profits' tax on mining projects – a special Morgan Poll finds that Australian electors are deeply divided on the proposal with only <u>47% approving and 45% disapproving</u>.

"This strong disapproval of the proposed Mining "Super Profits" Tax will be a huge problem for Rudd as he seeks re-election.

"It must be noted that although this latest special telephone Morgan Poll was taken after the Rudd Government's response to the Henry Tax Review was released to the public last weekend, the full impact of increasing taxes on mining projects has not been fully understood.

"From last week the Australian share market has dropped significantly as Australia's sovereign state status has been badly damaged and it's anticipated many new mining projects will be deferred. (<u>See today's News-bites story</u>) As 80% of electors have money invested in superannuation funds the Mining 'Super Profits' tax affects everyone.

"There's little doubt the Federal Election will be as bitter as 1975. This time mining companies will be financially supporting the Coalition, indeed Australian electors can expect corporate involvement in the next Federal Election as strong as when Chifley tried to 'Nationalise the Banks' in 1949. For the first time the Rudd Government is no longer a 'certainty' to be re- elected. Too many 'things' over 'too many fronts' are going 'wrong'!"

Electors were asked: "If a Federal Election for the House of Representatives were being held today — which party would receive your first preference?"

This telephone Morgan Poll result on Federal voting intention was conducted over the last two nights of May 4/5, 2010, with an Australia-wide cross-section of 555 electors. Of all electors surveyed, 4% (down 2%) did not name a party. However in analysing this telephone Morgan Poll result, it is worth noting that telephone polls have typically been biased towards the L-NP and more 'responsive' to current events.

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Margin of Error

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. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate											
	<u>40%-60%</u>	<u>25% or 75%</u>	<u>10% or 90%</u>	<u>5% or 95%</u>								
500	±4.5	±3.9	±2.7	±1.9								
1,000	± 3.2	±2.7	±1.9	± 1.4								

The **Morgan Poll** was the most accurate of all polling companies at <u>the 2007 Federal election</u> 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 <u>that the ALP would win the 2006 Victorian election with a reduced majority</u> (sample 956 electors). The **Morgan Poll** was also the most accurate on the primary vote of the major parties for the Victorian election.

Note: Regarding the 2004 Federal election, the <u>recent discussion on Possum Pollytics</u> 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."

The Roy Morgan Research Centre conducts the Morgan Poll in Australia and New Zealand and is the Gallup International Association Member.

Job Approval for Prime Minister Kevin Rudd

Respondents were asked: "Do you APPROVE or DISAPPROVE of the way Mr. Rudd is handling his job as Prime Minister?"

	Prime Minister Rudd												
	Oct 15/16, 2008	Dec 17/18, 2008	May 20/21, <u>2009</u>	July 1/2, <u>2009</u>	Oct 7/8, <u>2009</u>	Dec 2/3, 2009	Jan 13/14, <u>2010</u>	May 4/5, <u>2010</u>					
	%	%	%	%	%	%	%	%					
Approve	64	68	57.5	63	66	53	50	42					
Disapprove	23	21	33.5	29	24	36	35	49					
Approve - Disapprove	<u>41</u>	<u>47</u>	<u>24</u>	<u>34</u>	<u>42</u>	<u>17</u>	<u>15</u>	<u>(7)</u>					
Can't say	13	11	9	8	10	11	15	9					
Total	100	100	100	100	100	100	100	100					

Despite the falling approval ratings for Prime Minister Rudd a bare majority of Australian electors (53%, down 8% since January 2010) prefer Kevin Rudd as Prime Minister compared to 32% (up 7%) that prefer Opposition Leader Tony Abbott and 15% (up 1%) are undecided or prefer someone else

Better Prime Minister – Rudd v Abbott

Respondents were asked: "Thinking of Mr. Rudd and Mr. Abbott. In your opinion, who would make the better Prime Minister – Mr. Rudd or Mr. Abbott?"

		Ru	dd v Turnbull		Rudd v Abbott					
	Oct 15/16, <u>2008</u>	Dec 17/18, <u>2008</u>	May 20/21, <u>2009</u>	July 1/2, <u>2009</u>	Oct 7/8, <u>2009</u>	Dec 2/3, 2009	Jan 13/14, <u>2010</u>	May 4/5, <u>2010</u>		
	%	%	%	%	%	%	%	%		
Mr. Rudd	62.5	69	60.5	70	69	60	61	53		
Mr. Abbott	24	20	26.5	20	18	25	25	32		
Rudd lead	<u>38.5</u>	<u>49</u>	<u>34</u>	<u>50</u>	<u>51</u>	<u>35</u>	<u>36</u>	<u>21</u>		
Other / Can't say	13.5	11	13	10	13	15	14	15		
Total	100	100	100	100	100	100	100	100		

An increasing number of Australian electors have made up their minds about Opposition Leader Tony Abbot with 40.5% (down 0.5%), approving of the way Opposition Leader Tony Abbott is handling his job compared to 41.5% (up 9.5%) that disapprove and just 18% (down 9%) that can't say.

Approval of Leaders – Kevin Rudd v Tony Abbott

Opposition Leader: Tony Abbott

Respondents were asked: "Do you APPROVE or DISAPPROVE of the way Mr. Abbott is handling his job as Leader of the Opposition?"

	N	Ialcolm Turn	bull as Oppos	ition Leade	r	Tony Abbott as Opposition Leader			
	Oct. 15/16, 2008	<u>2008</u>	May 20/21, <u>2009</u>	July 1/2, <u>2009</u>	Oct. 7/8, <u>2009</u>	Dec 2/3, 2009	Jan 13/14, <u>2010</u>	May 4/5, <u>2010</u>	
	%	%	%	%	%	%	%	%	
Approve	55	42	43	25	29	34	41	40.5	
Disapprove	24	37.5	39	62.5	56	27	32	41.5	
Approve - Disapprove	<u>31</u>	<u>4.5</u>	<u>4</u>	<u>(37.5)</u>	<u>(27)</u>	<u>7</u>	<u>9</u>	<u>(1)</u>	
Can't say	21	20.5	18	12.5	15	39	27	18	
Total	100	100	100	100	100	100	100	100	

FEDERAL VOTING INTENTION SUMMARY – HOUSE OF REPS (%)

	ALP	<u>L-NP</u>	<u>Greens</u>	<u>Family First#</u>	Ind./Others
RECENT ELECTION RESULTS	%	%	%	%	%
Election March 2, 1996	38.8	47.3 (8.6)	1.7	Ť	12.2
Election October 3, 1998 ¹	40.1	39.5 (5.3)	2.1	Ť	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	2.0	6.8
Election November 24, 2007	43.4	42.1 (5.5)	7.8	2.0	4.7
MORGAN POLL					
January 3/4 & 10/11, 2009 (Face : Face)	51.5	35 (4)	8	1.5	4
January 17/18 & 24/25, 2009 (Face : Face)	50.5	36 (2)	7.5	1.5	4.5
January 31 – February 1, 2009 (Face : Face)	46.5	38 (4)	8	2.5	5
February 7/8, 2009 (Face : Face)	51.5	35.5 (3.5)	8	1.5	3.5
February 14/15, 2009 (Face : Face)	49 51 5	36.5(3.5)	7.5	1 2.5	6 4.5
February 21/22 & 28/ March 1, 2009 (Face : Face) March 7/8, 2009 (Face : Face)	51.5 50.5	33(2.5)	8.5 8	2.3	
March 14/15, 2009 (Face : Face)	48.5	34.5 (3) 39 (3)	8 6	1.5	5 5
March 21/22 & 28/29, 2009 (Face : Face)	48.J 53	33.5 (3)	8	1.5	4
April 4/5 & 11/12, 2009 (Face : Face)	51.5	33.5 (2.5)	8	2	5
April 18/19 & 25/26, 2009 (Face : Face)	50	36.5 (2)	8.5	1.5	3.5
May 2/3 & 9/10, 2009 (Face : Face)	50	34 (2)	9	2.5	4.5
May 16/17, 2009 (Face : Face)	49.5	37.5 (1.5)	8	1.5	3.5
May 20/21, 2009 (Phone)	45	40.5 (4)	7.5	1	6
May 23/24 & 30/31, 2009 (Face : Face)	49	36 (2.5)	8	2	5
June 3/4, 2009 (Phone)	43.5	39.5 (3.5)	9	2.5	5.5
June 10/11, 2009 (Phone)	47	37 (2.5)	8.5	2.5	5
June 6/7 & 13/14, 2009 (Face : Face)	48.5	38 (3)	7	2.5	4
June 20/21, 2009 (Face : Face)	46	41 (3.5)	8.5	1	3.5
July 1/2, 2009 (Phone)	46	39 (2.5)	8	1	6
June 27/28 & July 4/5, 2009 (Face : Face)	46.5	35 (3)	11.5	2.5	4.5
July 11/12 & 18/19, 2009 (Face : Face)	48	37.5 (3)	8	2	4.5
July 25/26 & August 1/2, 2009 (Face : Face)	50.5	34 (2.5)	8.5	2	5
August 5/6, 2009 (Phone)	45.5	37.5 (3)	11	1.5	4.5
August 8/9 & 15/16, 2009 (Face : Face)	47.5	34.5 (3)	9.5	2.5	6
August 22/23 & 29/30, 2009 (Face : Face)	50.5	33.5 (3.5)	9.5	2	4.5
September 5/6 & 12/13, 2009 (Face : Face)	51.5	32.5 (3.5)	9.5	2	4.5
September 19/20 & 26/27, 2009 (Face : Face)	51	35.5 (2.5)	7.5	2	4
October 7/8, 2009 (Phone)	46.5	37 (4.5)	10.5	1	5
October 3/4 & 10/11, 2009 (Face : Face)	49.5	34 (2.5)	9	2.5	5
October 17/18 & 24/25, 2009 (Face : Face)	52	34.5 (3)	7.5	2	4
October 31/ November 1, 2009 (Face : Face)	51	32.5 (2.5)	9.5	2	5
November 7/8, 2009 (Face : Face)	46.5	38.5 (3)	8	2	5 7
November 11/12, 2009 (Phone)	42.5 45	41.5 (4) 26 5 (4)	8 9	1 3	6.5
November 14/15, 2009 (Face : Face) November 21/22, 2009 (Face : Face)	43	36.5 (4) 35 5 (2)	9	1.5	6
November 28/29, 2009 (Face : Face)	48	35.5 (2) 35 (3.5)	9.5	3	5.5
December 2/3, 2009 (Phone)	41	43 (3.5)	10.5	1.5	4
December 4-9, 2009 (Phone)	42	41.5 (2)	9.5	1.5	5.5
December 4/9, 2009 (Face : Face)	49	35.5 (2)	8	1.5	6
December 19/20, 2009 & January 2/3 2010 (Face : Face)	45.5	37 (2.5)	10	2	5.5
January 13/14, 2010 (Phone)	43	39 (3)	9.5	1.5	7
January 9/10 & 16/17,2010 (Face : Face)	47.5	35.5 (3.5)	10	2	5
January 23/24 & 30/31, 2010 (Face : Face)	46	38 (3)	8.5	1.5	6
February 10/11, 2010 (Phone)	42	41 (4.5)	10.5	1	5.5
February 6/7 & 13/14, 2010 (Face : Face)	47	37 (2.5)	9	2	5
February 20/21, 2010 (Face : Face)	45	37.5 (3)	9	2.5	6
February 27/28 & March 6/7, 2010 (Face : Face)	45	38.5 (2.5)	8.5	2	6
March 13/14 & 20/21, 2010 (Face : Face)	44.5	37 (2)	11	2	5.5
March 27/28 & April 3/4, 2010 (Face : Face)	48	36.5 (2)	8.5	2.5	4.5
April 10/11 & 17/18, 2010 (Face : Face)	43	37.5 (3)	12	2	5.5
April 24/25, 2010 (Face : Face)	44	40.5 (3.5)	8	2.5	5
May 4/5, 2010 (Phone)	39.5	44.5 (2.5)	9	1.5	5.5
¹ 1998 Federal election results have been updated to include results from	the electorate	of Newcastle sup	plementary ele	ection – the L-NP did	not have a

¹ 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. † The Family First Party was included as an option on Federal Voting Intention from October 30, 2004.

TWO-PARTY PREFERRED VOTE

April 24/25, 2010 (Face : Face)

	ALP	L-NP
RECENT ELECTION RESULTS	%	%
Election March 2, 1996	46.4	53.6
Election October 3, 1998 ¹	51	49
Election November 10, 2001	49	51
Election October 9, 2004	47.3	52.7
Election November 24, 2007	52.7	47.3

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		tributed by how		listributed by how
		y they will vote		d at the 2007 Election
MODOLNI DOLL	ALP	<u>L-NP</u>	ALP	<u>L-NP</u>
MORGAN POLL	%	%	%	%
January 3/4 & 10/11, 2009 (Face : Face)	61	39	60	40
January 17/18 & 24/25, 2009 (Face : Face)	58.5	41.5	59.5	40.5
January 31 – February 1, 2009 (Face : Face)	55.5	44.5	56	44
February 7-8, 2009 (Face : Face)	62	38	60	40
February 14/15,2009 (Face : Face)	59.5	40.5	59.5	40.5
February 21/22 & 28/ March 1, 2009 (Face : Face)	62	38	61.5	38.5
March 7/8, 2009 (Face : Face)	61.5	38.5	60.5	39.5
March 14/15, 2009 (Face : Face)	56.5	43.5	57	43
March 21/22 & 28/29, 2009 (Face : Face)	61.5	38.5	61	39
April 4/5 & 11/12, 2009 (Face : Face)	62	38	61	39
April 18/19 & 25/26, 2009 (Face : Face)	60	40	59	41
May 2/3 & 9/10, 2009 (Face : Face)	60	40	60	40
May 16/17, 2009 (Face : Face)	58	42	58	42
May 20/21, 2009 (Phone)	55.5	44.5	54.5	45.5
May 23/24 & 30/31, 2009 (Face : Face)	59	41	58	42
June 3/4, 2009 (Phone)	55	45	54.5	45.5
June 10/11, 2009 (Phone)	58	42	58	42
June 6/7 & 13/14, 2009 (Face : Face)	57.5	42.5	57	43
June 20/21, 2009 (Face : Face)	54.5	45.5	55	45
July 1/2, 2009 (Phone)	56.5	43.5	56	44
June 27/28 & July 4/5, 2009 (Face : Face)	59	41	58	42
July 11/12 & 17/18, 2009 (Face : Face)	57	43	57.5	42.5
July 25/26 & August 1/2, 2009 (Face : Face)	61.5	38.5	60.5	39.5
August 5/6, 2009 (Phone)	57.5	42.5	57	43
August 8/9 & 15/16, 2009 (Face : Face)	59	41	58	42
August 22/23 & 29/30, 2009 (Face : Face)	61.5	38.5	61	39
September 5/6 & 12/13, 2009 (Face : Face)	63	37	62	38
September 19/20 & 26/27, 2009 (Face : Face)	59.5	40.5	59.5	40.5
October 7/8, 2009 (Phone)	58	42	58	42
October 3/4 & 10/11, 2009 (Face : Face)	61	39	60	40
October 17/18 & 24/25, 2009 (Face : Face)	61	39	60.5	39.5
October 31/ November 1, 2009 (Face : Face)	61	39	61	39
November 7/8, 2009 (Face : Face)	55	45	56	44
November 11/12, 2009 (Phone)	52	48	52	48
November 14/15, 2009 (Face : Face)	57	43	56.5	43.5
November 21/22, 2009 (Face : Face)	58	42	58.5	41.5
November 28/29, 2009 (Face : Face)	58.5	41.5	58.5	41.5
December 2/3, 2009 (Phone)	53	47	53	47
December 4-9, 2009 (Phone)	52.5	47.5	53	47
December 5/6 & 12/13, 2009 (Face : Face)	58.5	41.5	59	41
December 19/20, 2009 & January 2/3 2010 (Face : Face)	57	43	57	43
January 13/14,2010 (Phone)	56	44	54.5	45.5
January 9/10 & 16/17, 2010 (Face : Face)	60	40	58.5	41.5
January 23/24 & 30/31, 2010 (Face : Face)	56.5	43.5	56.5	43.5
February 10/11, 2010 (Phone)	53	47	53.5	46.5
February 6/7 & 13/14, 2010 (Face : Face)	58	42	57.5	42.5
February 20/21, 2010 (Face : Face)	57.5	42.5	56.5	43.5
February 27/28 & March 6/7, 2010 (Face : Face)	56	44	55.5	44.5
March 13/14 & 20/21, 2010 (Face : Face)	57	43	56.5	43.5
March 27/28 & April 3/4, 2010 (Face : Face)	57.5	42.5	58	43.3
April 10/11 & 17/18, 2010 (Face : Face)	56.5	42.5	56	42
April $\frac{10}{11} \propto \frac{1}{10}$, 2010 (Face : Face)	50.5	45.5	54.5	44

May 4/5, 2010 (Phone) ¹ 1998 Fed 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.

55

49.5

45

50.5

54.5

50

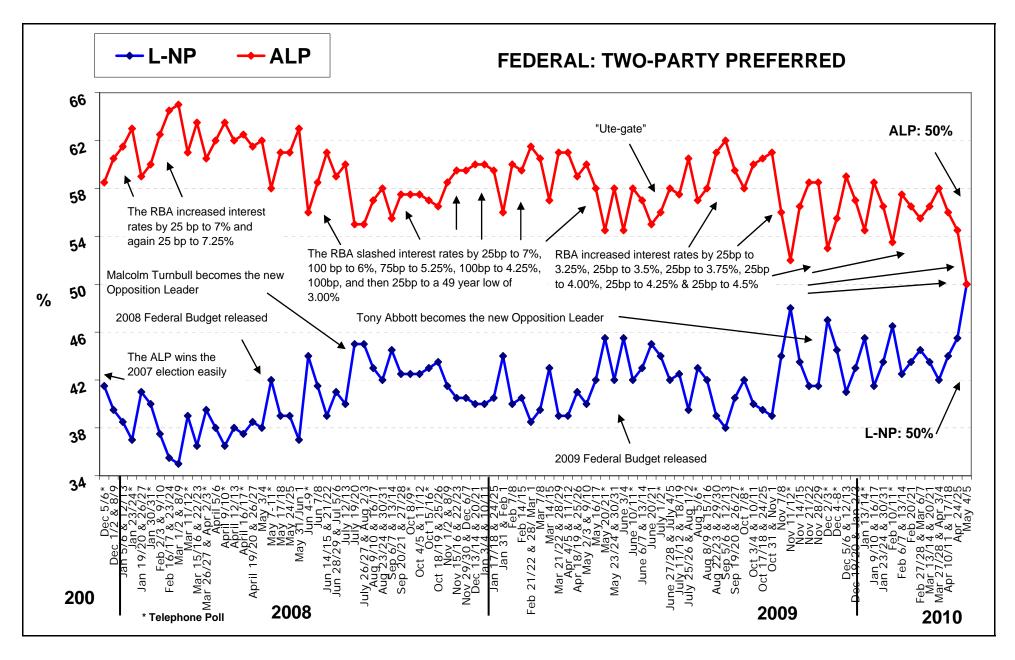
45.5

50

THINK WILL WIN

Electors were asked: "Regardless of whom you'd like to win, who do you <u>**THINK**</u> will win the next Federal Election – the Labor Party or the Liberal-National Coalition?"

	ALP	L-NP	<u>Can't Say</u>
MORGAN POLL	%	%	%
January 3/4 & 10/11, 2009 (Face : Face)	65	23	12
January 17/18 & 24/25, 2009 (Face : Face)	66	21	13
January 31 – February 1, 2009 (Face : Face)	58.5	26.5	15
February 7-8, 2009 (Face : Face)	63	24	13
February 14/15, 2009 (Face: Face)	67.5	21	11.5
February 21/22 & 28/ March 1, 2009 (Face : Face)	66	19.5	14.5
March 7/8, 2009 (Face : Face)	63.5	21	15.5
March 14/15, 2009 (Face : Face)	64	24	12
March 21/22 & 28/29, 2009 (Face : Face)	65	20.5	14.5
April 4/5 & 11/12, 2009 (Face : Face)	70.5	18	11.5
April 18/19 & 25/26, 2009 (Face : Face)	68.5	18.5	13
May 2/3 & 9/10, 2009 (Face : Face)	65.5	22	12.5
May 16/17, 2009 (Face : Face)	65.5	24	10.5
May 20/21, 2009 (Phone)	69	19.5	11.5
May 23/24 & 30/31, 2009 (Face : Face)	62	25.5	12.5
June 3/4 2009 (Phone)	66.5	22.5	11
June 10/11, 2009 (Phone)	69	18	13
June 6/7 & 13/14, 2009 (Face : Face)	63.5	24	12.5
June 20/21, 2009 (Face : Face)	61	26.5	12.5
July 1/2, 2009 (Phone)	71.5	15.5	13
June 27/28 & July 4/5, 2009 (Face : Face)	69.5	18	12.5
July 11/12 & 18/19, 2009 (Face : Face)	69 70	19.5	11.5
July 25/26 & August ¹ / ₂ , 2009 (Face : Face)	70	16.5	13.5
August 5/6, 2009 (Phone)	71.5	14	14.5
August 8/9 & 15/16, 2009 (Face : Face)	71	16 17	13
August 22/23 & 29/30, 2009 (Face : Face)	71.5 71.5	17	11.5 11.5
September 5/6 & 12/13, 2009 (Face : Face) September 19/20 & 26/27, 2009 (Face : Face)	71.5	17 19	11.5
October 7/8, 2009 (Phone)	76.5	12.5	11
October 3/4 & 10/11, 2009 (Face : Face)	76.5	12.5	9.5
October 17/18 & 24/25, 2009 (Face : Face)	73	18	9
October 31/ November 1, 2009 (Face : Face)	73	17.5	11.5
November 7/8, 2009 (Face : Face)	70.5	18.5	11
November 11/12, 2009 (Phone)	72.5	15	12.5
November 14/15, 2009 (Face : Face)	67.5	21	11.5
November 21/22, 2009 (Face : Face)	69	19	12
November 28/29, 2009 (Face : Face)	72	19	9
December 2/3, 2009 (Phone)	78	13	9
December 4-9, 2009 (Phone)	66.5	20.5	13
December 5/6 & 12/13, 2009 (Face : Face)	70.5	18	11.5
December 19/20, 2009 & January 2/3 2010 (Face : Face)	66	22	12
January 13/14, 2010 (Phone)	73.5	15.5	11
January 9/10 &16/17, 2010 (Face : Face)	70	19	11
January 23/24 & 30/31, 2010 (Face : Face)	66	22.5	11.5
February 10/11, 2010 (Phone)	66	19	15
February 6/7 & 13/14, 2010 (Face : Face)	66.5	23	10.5
February 20/21, 2010 (Face : Face)	65	24.5	10.5
February 27/28 & March 6/7, 2010 (Face : Face)	61	26	13
March 13/14 & 20/21, 2010 (Face : Face)	65	23.5	11.5
March 27/28 & April 3/4, 2010 (Face : Face)	68	21	11
April 10/11 & 17/18, 2010 (Face : Face)	63	25	12
April 24/25, 2010 (Face : Face)	61.5	25	13.5
May 4/5, 2010 (Phone)	61	27.5	11.5



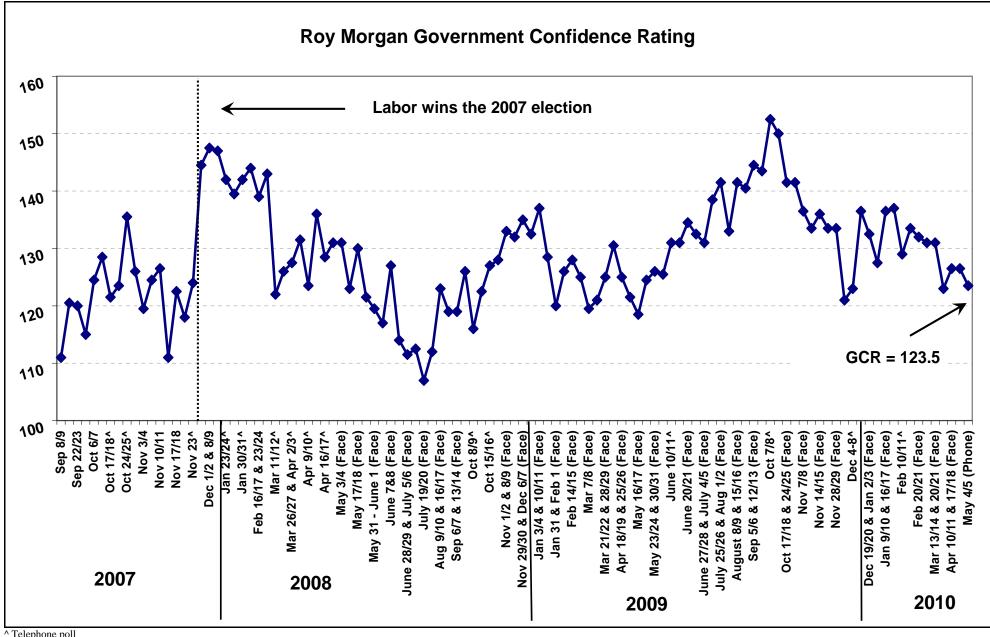
401 Collins Street, Melbourne, Victoria 3000, G.P.O. Box 2282U, Melbourne, Victoria 3001, Australia Tel: (03) 9629 6888 Fax: (03) 9629 1250 (03) 9622 8387 Email: <u>melbourne@roymorgan.com.au</u> Website: <u>www.roymorgan.com</u> Offices also in: Sydney, Brisbane, Adelaide, Perth, London, Auckland, and USA

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?"

						Iı	nterviewin	g Dates –AI	P Govern	ment (v M	lalcolm T	(urnbull)								_
	Feb <u>7/8</u>	Feb <u>14/15</u>	Feb 21/22 Feb 28/ Ma		Mar <u>14/15</u>	Mar 21/22 <u>& 28/29</u>	Apr 4/5 <u>& 11/12</u>	-	May 2/. <u>& 9/10</u>	•	•	May 23/24 <u>& 30/31</u>	June <u>3/4</u>	June <u>10/11</u>	June 6/7 <u>& 13/14</u>	June <u>20/21</u>	0		ne 27/2 July 4/	
	Face	Face	Face	Face	Face	Face	Face	Face	Face	Face	Phone	Face	Phone	Phone	Face	Face	Phon	e l	Face	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		%	
Right direction	54.5	54	53.5	50.5	50.5	53.5	56.5	53	51.5	49	52	54.5	55	58.5	57	58.5	60		56.5	
Wrong direction	28.5	26	28.5	31	29.5	28.5	26	28	30	30.5	27.5	28.5	29.5	27.5	26	24	27.5		28	
Roy Morgan GCR*	126	128	125	119.5	121	125	130.5	125	121.5	118.5	124.5	126	125.5	131	131	134.5	132.5	5 1	128.5	_
Can't say	17	20	18	18.5	20	18	17.5	19	18.5	20.5	20.5	17	15.5	14	17	17.5	12.5		15.5	
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		100	
							Interviev	ving Dates –	ALP Gove	rnment (v	v Malcolr	n Turnbull)								
	July 1		uly 25/26		Aug 8/9) Aug 22/2	3 Sep :	5/6 Sep	19/20	Oct	Oct 3/4	4 Oct 17/18	8 Oct			v ľ	Nov]	Nov	Nov	Dec
	& 18	<u>/19 &</u>	: Aug 1/2	<u>5/6</u>	& 15/16	<u>6 & 29/30</u>			26/27	<u>7/8</u>	<u>& 10/1</u>	<u>1 & 24/25</u>	<u>& No</u>	ov 1 7/	<u>/8 11/1</u>	<u>12</u> <u>1</u>	<u>4/15</u> 2		<u>28/29</u>	<u>2/3</u>
	Fac	e	Face	Phone	Face	Face	Fac	e F	ace	Phone	Face	Face	Fac	ce Fa	ce Pho	ne F	ace I	Face	Face	Phone
	%		%	%	%	%	%		%	%	%	%	%				%	%	%	%
Right direction	61		62.5	59	63	63	65	6	3.5	70	67	63	60) 6	0 60.	5	60	59.5	57.5	54
Wrong direction	22.	5	21	26	21.5	22.5	20.	5 2	20	17.5	17	21.5	18.	.5 23	.5 27	1	24	26	24	33
Roy Morgan GCR*	138.	.5	141.5	133	141.5	140.5	144	.5 14	3.5	152.5	150	141.5	141	.5 13	6.5 133	.5 1	36 1	33.5	133.5	121
Can't say	16.	5	16.5	15	15.5	14.5	14.	5 1	6.5	12.5	16	15.5	21.	.5 16	5.5 12.	5	16	14.5	18.5	13
Total	100)	100	100	100	100	10	0 1	00	100	100	100	10	0 10	00 100	0 1	00	100	100	100
							Inte	rviewing D	ates –ALP	Governm	ent (v To	ony Abbott)								
	Dec	Dec				9/10 Jan 23					27/28	Mar 13/14	Mar	· 27/28	Apr 10/1		Apr		lay	
	<u>4-9</u>	<u>& 12</u>		<u>n 2/3 13/</u>	<u>14 & 1</u>	<u>16/17 & 30</u>	<u>/31 10</u>			<u>& M</u>	ar 6/7	<u>& 20/21</u>	<u>& A</u>	pr 3/4	<u>& 17/1</u>	<u>8</u> 2	4/25	4	1/5	
	Phone	Fa	ce Fa	ce Pho	one F	ace Fac	e Pho	one Fac	e Fac	e Fa	ace	Face	F	ace	Face]	Face	Ph	none	

	Phone	Face	Face	Phone	Face	Face	Phone	Face	Face	Face	Face	Face	Face	Face	Phone
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Right direction	52.5	59.5	58.5	56.5	59.5	61	57.5	57.5	58.5	57	56	53	55	56.5	55.5
Wrong direction	29.5	23	26	29	23	24	28.5	24	26.5	26	25	30	28.5	30	32
Roy Morgan GCR*	123	136.5	132.5	127.5	136.5	137	129	133.5	132	131	131	123	126.5	126.5	123.5
Can't say	18	17.5	15.5	14.5	17.5	15	14	18.5	15	17	19	17	16.5	13.5	12.5
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

^ Telephone poll: 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")



^ Telephone poll

* 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."