

Wednesday, 14 May 2014

## Huge majorities of Australian Consumers (88%) and Businesses (74%) not happy with Joe Hockey's first Federal Budget

A special combined Roy Morgan Business Pulse and Roy Morgan Consumer Pulse survey conducted today (May 14, 2014) shows large majorities of both Australian consumers (88%) and businesses (74%) overwhelmingly feel last night's Federal Budget will not benefit them – this is little changed from pre-Budget expectations measured by Roy Morgan last Friday.

### ROY MORGAN CONSUMER PULSE

- Despite it being a Liberal Government, 76% (up 4% since pre-Budget) of Liberal supporters say last night's Federal Budget will not benefit them or their families compared to just 24% (down 4%) that say the Federal Budget will benefit them.
- ALP supporters are even more worried – 96% (down 1%) believe the Federal Budget will not benefit them and their families and only 4% (up 1%) believe it will.
- Greens supporters are as negative as ALP supporters – 96% (down 1%) say the Federal Budget will not benefit them and their families and only 4% (up 1%) say it will.
- Similarly, 94% (up 2%) of supporters of Other parties say the Federal Budget will not benefit them and their families and only 6% (down 2%) believe it will.

### ROY MORGAN BUSINESS PULSE

- Although businesses are overwhelmingly negative on the Federal Budget with 74% (down 3%) saying the Federal Budget will not benefit their business compared to 26% (up 3%) that say it will – slightly less negative than businesses were pre-Budget.
- Micro businesses (under 5 employees) are still the most negative on the Federal Budget with 78% (down 2%) saying it will not benefit their businesses and only 22% (up 2%) saying it will.
- In contrast, Large businesses (200 employees+) who were the most positive about the Budget last week, are the only type of businesses that are now less positive about the Federal Budget with 72% (up 4%) saying last night's Budget will not benefit their businesses compared to only 28% (down 4%) that say it will.

### 2014 FEDERAL BUDGET v 2013 FEDERAL BUDGET

- Treasurer Joe Hockey's first Federal Budget has been seen slightly more negatively than former Treasurer Wayne Swan's sixth, and final, Federal Budget delivered a year ago.
- Last year's Roy Morgan Consumer Pulse showed 84% (compared to 88% this year) of Australians didn't expect Swan's final Federal Budget to benefit them before last year's Budget and 86% (compared to 88% this year) said after last year's Budget that it didn't benefit them.

### Gary Morgan, Executive Chairman Roy Morgan Research, says:

*"Australian consumers (88%) and businesses (74%) overwhelmingly believe Treasurer Joe Hockey's Federal Budget last night will not benefit them according to today's special Roy Morgan Business and Consumer Pulse. The results are little changed from a pre-Budget*

*Business & Consumer Pulse conducted last week which found 88% of consumers and 77% of businesses expected the Federal Budget wouldn't benefit them.*

*"The results are unsurprising given new taxes are always unpopular – a 'deficit levy' on Australians earning over \$180,000, a twice yearly increase in the fuel excise being brought back after being ditched by Prime Minister John Howard in 2001 and a \$7 surcharge for each visit to a doctor being amongst the most prominent measures.*

*"These 'negatives' are somewhat offset by a commitment to increased spending on infrastructure – an extra \$11.6 billion over the next six years bringing expected infrastructure spending for that time period to approximately \$50 billion. In addition a medical research fund – which will be underwritten by the \$7 medical surcharge, will provide extensive opportunities for medical research and innovation and is expected to reach \$20 billion of funding over the next six years.*

*"However, apart from making people work for the dole, the Abbott Government has given little indication of how people who are currently unemployed or under-employed (2.4 million Australians according to the Roy Morgan April employment estimates) are going to find employment. Disappointingly, last night's Federal Budget indicates the Government seems to have little interest in freeing the labour market and allowing people that want to work to do that work.*

*"Hockey's first Federal Budget has been received slightly more negatively than former Treasurer Wayne Swan's last Federal Budget delivered a year ago when 86% of Australians felt Swan's final Federal Budget didn't benefit them compared to 88% this year. These figures do clearly indicate the tough task that both sides of Federal politics have in convincing the public of their chose reform agenda."*

*Finding No. 5581 – This special combined Roy Morgan Nightly Business Pulse and Roy Morgan Nightly Consumer Pulse was conducted on May 14, 2014. This SMS poll was conducted with 984 Australian businesspeople and 1,550 Australian electors.*

### About the Roy Morgan Business Pulse

Roy Morgan Nightly Business Pulse is available as an omnibus of up to 1,000 Business Panel Members via SMS all over Australia – if you need to take the ‘business pulse’ on any issue, be it of national interest or relevant only to your company, the Business Pulse will give you the answers the next day.

Questions received by 11am fielded same night, results delivered by noon day following. Prices start at \$5,000 + GST. Enquiries ([melbourne@roymorgan.com](mailto:melbourne@roymorgan.com)) or call 03 9629 6888

### About the Roy Morgan Consumer Pulse

Roy Morgan Nightly Consumer Pulse is available as an omnibus up to 1,000 consumers aged 14+ via SMS all over Australia – if you need to take the ‘pulse’ on any issue, be it of national interest or relevant only to your company, the Consumer Pulse will give you the answers the next day.

Questions received by 11am fielded same night, results delivered by noon day following. Prices start at \$1,500 + GST. Enquiries ([melbourne@roymorgan.com](mailto:melbourne@roymorgan.com)) or call 03 9629 6888.

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### 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%
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

## AUSTRALIAN BUSINESSES

### Questions:

**Asked Pre-Budget:** "Do you think the 2014 Federal Budget will benefit your business?"

	Total	Micro Business	Small Business	Medium Business	Large Business	Can't say
	%	%	%	%	%	%
<b>Yes</b>	23	20	24	21	32	33
<b>No</b>	77	80	76	79	68	67
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

*Size of Business:* Micro business (Under 5 people); Small business (5-19 people); Medium business (20-199 people); Large business (200+ people). Asked May 8-9, 2014.

**Asked Post Budget:** "Did yesterday's Federal Budget benefit your business?"

	Total	Micro Business	Small Business	Medium Business	Large Business	Can't say
	%	%	%	%	%	%
<b>Yes</b>	26	22	30	29	28	30
<b>No</b>	74	78	70	71	72	70
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

*Size of Business:* Micro business (Under 5 people); Small business (5-19 people); Medium business (20-199 people); Large business (200+ people). Asked May 14, 2014.

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## AUSTRALIAN CONSUMERS

**Pre-Budget:** "Do you think the 2014 Federal Budget will benefit you and your family?"

### Voting Intention

	ALP	Liberal	National	Greens	Other	Can't say	Total
	%	%	%	%	%	%	%
Yes	3	28	16	3	8	11	12
No	97	72	84	97	92	89	88
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

### Age & Gender

	Gender		Age				
	Men	Women	18-24	25-34	35-49	50-64	65+
	%	%	%	%	%	%	%
Yes	16	10	10	12	10	13	18
No	84	90	90	88	90	87	82
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Asked May 8-9, 2014.

**Asked Post Budget:** "Did yesterday's Federal Budget benefit you and your family?"

### Voting Intention

	ALP	Liberal	National	Greens	Other	Can't say	Total
	%	%	%	%	%	%	%
Yes	4	24	29	4	6	15	12
No	96	76	71	96	94	85	88
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

### Age & Gender

	Gender		Age				
	Men	Women	18-24	25-34	35-49	50-64	65+
	%	%	%	%	%	%	%
Yes	13	11	8	11	11	11	17
No	87	89	92	89	89	89	83
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Asked May 14, 2014.

## 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](#)