

Monday, 24 November 2014

ALP increases lead and set to win Victorian Election with 3 weeks to go

The ALP 53.5% on a two-party preferred basis (up 1% since October 24-27, 2014) holds an election-winning lead over the L-NP 46.5% (down 1%) according to an SMS Morgan Poll conducted over the weekend (November 7-10, 2014) with a representative cross-section of 1,847 Victorian electors.

However, on primary voting intention the L-NP 38% (up 0.5%) still leads the ALP 36% (up 2%). The ALP's two-party preferred lead is because the high 18.5% (unchanged) primary vote for the Greens is boosting the ALP two-party preferred vote into the lead. Other minor parties include Family First 2% (down 0.5%), Country Alliance 1% (up 0.5%) and Independents/Others 4.5% (down 2.5%)*.

Better Premier (Premier Denis Naphine (Liberal) v Daniel Andrews (ALP)):

Premier Denis Naphine 51.5% (down 0.5%) cf. Opposition Leader Daniel Andrews 48.5% (up 0.5%); Lead to Mr. Naphine: 3% (down 1%).

Gary Morgan says:

"The key Victorian election issue is the Victorian economy with the loss of industries and many jobs since the Coalition Government was elected four years ago – today a massive 8.8% of Victorians are unemployed and 9.2% are under-employed (Roy Morgan unemployment estimates September/October 2014).

"Premier Denis Naphine maintains that infrastructure spending is the way to create new jobs – with the ALP well in front it is obvious the electorate do not believe this rhetoric that unemployment will drop because of proposed infrastructure spending on education, health and transport including the \$6.8 billion on proceeding with the East-West Link tunnel (63.5% according to a special SMS Morgan Poll conducted in September 2014) – which a clear majority of Victorians want.

"While the Greens vote (18.5%) is likely to drop between now and the election support for the Coalition will only increase with clear policies on creating many more jobs – so far lacking."

Electors were asked: "If a State Election for Victoria were held today – which party would receive your first preference?" Electors were then asked: "Thinking of Mr. Denis Naphine and Mr. Daniel Andrews. In your opinion, who would make the better Premier?"

This SMS Morgan Poll on State voting intention and preferred Premiers was conducted over the past weekend November 7-10, 2014 with a cross-section of 1,847 Victorian electors.

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FOR IMMEDIATE RELEASE

Questions:**Victorians were asked (November 7-10, 2014):**

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Voting Preference – Two-Party Preferred

	Victorian State Election November 27, 2010	September 26-29, 2014	October 24-27, 2014	November 7-10, 2014
	%	%	%	%
ALP	48.4	54	52.5	53.5
L-NP	51.6	46	47.5	46.5
Total	100	100	100	100

Voting Preference – Primary Voting Intention

	Victorian State Election November 27, 2010	September 26-29, 2014	October 24-27, 2014	November 7-10, 2014*
	%	%	%	%
ALP	36.3	34	34	36
L-NP	44.8	37.5	37.5	38
Greens	11.2	18	18.5	18.5
Family First	2.3	2	2.5	2
Country Alliance	1.4	0.5	0.5	1.5
Ind./ Others	4.0	8	7	4
Total	100	100	100	100

*The Palmer United Party (PUP) announced on Sunday November 9, 2014 that it was not going to stand any candidates in the Victorian Legislative Assembly at Victoria’s State Election. The PUP vote recorded in this survey (2%) has been reallocated between the major parties based on preference flows at the last election.