

Morgan Poll

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BEAZLEY PREFERRED LEADER OF THE ALP

Kim Beazley (38%) is preferred by electors to take over as Leader of the Federal ALP, following Simon Crean's announcement that he would stand aside, a special Morgan Poll telephone taken last night and today finds. Second is Kevin Rudd (21%), followed by Mark Latham (17.5%) and Wayne Swan (5%), while 18.5% were unable to name a preferred candidate.

If Mr Swan were excluded from the list of candidates, Mr Beazley was preferred by 39% of electors, Mr Rudd 22%, Mr Latham 20% with 19% unable to name a preferred candidate.

Gary Morgan says:

"Mr Beazley is ahead because he is better known. The electorate likes the three candidates, however Mr Latham and Mr Rudd are seen as representing a major change in the direction of the ALP, such as New Labour in the UK before coming to power in 1997. All three are looked on favourably for different reasons. If Mr Latham and Mr Rudd were united – which is unlikely – there would be a major change in the political landscape of Australia."

Special Roy Morgan Qualitative Research in which respondents gave reasons for their preferred Labor leader showed that those preferring Mr Beazley see him as a man of experience who did a good job when he previously held the position.

"He did a good job and he's experienced."

"He's more of a public figure."

"The others are too controversial."

"Better the devil you know."

"A strong leader who knows what he's doing."

"He's the only one I know."

Those who preferred Mr Rudd liked the style of his politics and thought he was a better choice than other potential candidates for the position.

"I like the sound of his politics. Latham's too divisive, Beazley's had his turn, I don't know about Swan."

"Beazley's going backwards. He's already had a go."

"He's young, intelligent, articulate. He handles his portfolio well."

"He speaks well and presents himself well."

"New blood, new ideas."

Those who preferred Mr Latham see him as a man who speaks his mind and is able to stand up to the Government.

"Calls a spade a spade. He's honest."

"Most likely to attack the Government."

"He's young, genuine and straight down the line."

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"He's able to speak his mind and he's a forward thinker."

"More of a general man on the street."

Electors were asked: "If you were a Labor Party voter, and were helping choose the Labor leader for the next Federal election, who would you prefer? [Candidates named were Mr Beazley, Mr Rudd, Mr Latham and Mr Swan]"

Supporters of the ALP were most likely to choose Mr Beazley (45% cf Mr Latham 19%, Mr Rudd 18.5%), as were L-NP supporters (Mr Beazley 38.5%, Mr Rudd 21.5%, Mr Latham 13.5%). However, Other Party supporters were evenly divided, with 25.5% preferring each of Mr Beazley, Mr Rudd and Mr Latham.

Table 1. If you were a Labor Party voter, and were helping choose the Labor leader for the next Federal election, who would you prefer?

Analysis by Federal Voting Intention				
	<u>Total</u>	<u>L-NP</u>	<u>ALP</u>	<u>Other</u>
	%	%	%	%
Beazley	38	38.5	45	25.5
Rudd	21	21.5	18.5	25.5
Latham	17.5	13.5	19	25.5
Swan	5	4.5	6.5	5
Can't say	18.5	22	11	18.5
Total	100	100	100	100

More men (43%) than women (33%) preferred Mr Beazley as the Labor leader for the next Federal election.

More men (24%) than women (18%) preferred Mr Rudd, however Mr Latham was preferred by about the same proportion of men (18%) and women (17%).

Table 2. If you were a Labor Party voter, and were helping choose the Labor leader for the next Federal election, who would you prefer?

Analysis by Gender and Age							
	<u>Total</u>	<u>Men</u>	<u>Women</u>	<u>18-24</u>	<u>25-34</u>	<u>35-49</u>	<u>50+</u>
	%	%	%	%	%	%	%
Beazley	38	43	33	54	33	39	34.5
Rudd	21	24	18	13	17	17.5	28
Latham	17.5	18	17	12	21	18.5	16.5
Swan	5	4	6	5	7	4	5.5
Can't say	18.5	11	26	16	22	21	15.5
Total	100	100	100	100	100	100	100

This latest Morgan Poll was conducted by telephone last night and today, November 28/29, with an Australia-wide cross-section of 536 electors.

Details of the Morgan Poll are published in the monthly magazine *The New Investor*, www.thenewinvestor.com.au

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The Morgan Poll is conducted by the ONLY
Australian and New Zealand member of the Gallup International Association.
No other public opinion poll taken in Australia or New Zealand
has this qualification.