

Morgan Poll

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BEAZLEY (49.5%) PREFERRED ALP LEADER OVER LATHAM (29%) **BUT HOWARD PREFERRED PRIME MINISTER OVER BOTH** **ALP LEADERSHIP CONTENDERS**

Mr Beazley (49.5%) is preferred by electors over Mr Latham (29%) to take over the leadership of the ALP now that Mr Rudd is not standing as a candidate, the latest Morgan Poll finds. The remaining 21.5% of electors were undecided.

Supporters of the ALP were more likely to choose Mr Beazley (59%) than Mr Latham (28.5%), as were L-NP supporters (Mr Beazley 48.5%, Mr Latham 26%). Other Party supporters were evenly divided, with 39% preferring each of Mr Beazley and Mr Latham.

Regardless of who wins the ALP leadership battle, the majority of electors preferred Mr Howard as Prime Minister over both ALP leadership contenders – Mr Howard 56.5%, Mr Beazley 37%, undecided 6.5%; Mr Howard 61.5%, Mr Latham 25%, undecided 13.5%.

Not surprisingly, L-NP supporters overwhelmingly preferred Mr Howard as Prime Minister to both ALP leadership contenders – 87.5% of L-NP supporters preferred Mr Howard to Mr Beazley (10%), with 88.5% preferring Mr Howard to Mr Latham (5.5%).

ALP supporters preferred Mr Beazley (66.5%) as Prime Minister rather than Mr Howard (30%), while 45.5% of ALP supporters preferred Mr Latham as Prime Minister to Mr Howard (40.5%).

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 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."

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

"More of a general man on the street."

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Approval of Mr Howard

As the ALP leadership battle continues, Mr Howard has the approval of the majority of electors (59%). This is down 6% since early June, when he announced his intention to continue as L-NP Leader. Now, 33.5% (up 4.5%) disapprove of the way Mr Howard is handling his job and 7.5% (up 1.5%) were undecided.

Not surprisingly, the vast majority of L-NP supporters approved of Mr Howard (90%, down 1% since June). Only 35.5% (down 9.5%) of ALP supporters and 26.5% of minor party supporters approved of the way Mr Howard is handling his job.

This latest Morgan Poll was conducted by telephone on November 28/29 2003, 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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2. PREFERRED PRIME MINISTER

Electors were asked: "*Thinking of both Mr Howard and [Mr Beazley/ Mr Latham]. In your opinion, who would make the better Prime Minister - Mr Howard or [Mr Beazley/ Mr Latham]?*"

Mr Howard is the preferred Prime Minister against both Mr Beazley and Mr Latham, with 56.5% of electors preferring Mr Howard to Mr Beazley (37%), and 61.5% of electors preferring Mr Howard to Mr Latham (25%).

Not surprisingly, L-NP supporters overwhelmingly preferred Mr Howard to both ALP leadership contenders - 87.5% of L-NP supporters prefer Mr Howard to Mr Beazley (10%), with 88.5% preferring Mr Howard to Mr Latham (5.5%).

ALP supporters preferred Mr Beazley (66.5%) as Prime Minister rather than Mr Howard (30%), while 45.5% of ALP supporters would prefer Mr Latham as Prime Minister to Mr Howard (40.5%).

Similarly, amongst minor party supporters there was a stronger preference for Mr Beazley (52%) as Prime Minister (compared with Mr Howard 33%) than Mr Latham (39%) (compared with Mr Howard 36.5%).

Table 2. Thinking of both Mr Howard and [Mr Beazley/ Mr Latham]. In your opinion, who would make the better Prime Minister - Mr Howard or [Mr Beazley/ Mr Latham]?

| Analysis by Federal Voting Intention | | | | |
|---|---------------------|--------------------|-------------------|---------------------|
| | <u>Total</u> | <u>L-NP</u> | <u>ALP</u> | <u>Other</u> |
| | % | % | % | % |
| Howard | 56.5 | 87.5 | 30 | 33 |
| Beazley | 37 | 10 | 66.5 | 52 |
| Can't say | 6.5 | 2.5 | 3.5 | 15 |
| Total | 100 | 100 | 100 | 100 |
| Howard | 61.5 | 88.5 | 40.5 | 36.5 |
| Latham | 25 | 5.5 | 45.5 | 39 |
| Can't say | 13.5 | 6 | 14 | 24.5 |
| Total | 100 | 100 | 100 | 100 |

3. APPROVAL OF MR HOWARD

Electors were also asked: "Do you APPROVE or DISAPPROVE of the way Mr Howard is handling his job as Prime Minister?"

Most electors (59%) approve of the way Mr Howard is handling his job as Prime Minister. However, this is down 6% since early June, when he announced his intention to continue as L-NP Leader. In November, 33.5% (up 4.5%) disapproved of the way Mr Howard is handling his job and 7.5% (up 1.5%) were undecided.

Table 4. Comparison between Morgan Polls over time

| <u>The way Mr Howard is handling his job as Prime Minister</u> | Sep 15-17, 2002* | Mar 24-25, 2003# | May 20-22, 2003° | Jun 4-5, 2003± | Nov 28-29, 2003 |
|---|---------------------------------|---------------------------------|---------------------------------|-------------------------------|--------------------------------|
| | % | % | % | % | % |
| Approve | 52 | 56 | 65 | 65 | 59 |
| Disapprove | 40 | 40 | 30 | 29 | 33.5 |
| Can't say | 8 | 4 | 5 | 6 | 7.5 |
| | 100 | 100 | 100 | 100 | 100 |

* see Finding No. 3557 at www.roymorgan.com.

see Finding No. 3616 at www.roymorgan.com.

° see Finding No. 3633 at www.roymorgan.com.

± see Finding No. 3637 at www.roymorgan.com.

Not surprisingly, L-NP supporters showed the greatest approval for Mr Howard (90%, down 1% since June). Only 35.5% (down 9.5%) of ALP supporters and 26.5% of minor party supporters approve of the way Mr Howard is handling his job.

Table 5. Do you APPROVE or DISAPPROVE of the way Mr Howard is handling his job as Prime Minister?

| | <u>Analysis by Federal Voting Intention</u> | | | |
|------------|--|--------------------|-------------------|---------------------|
| | <u>Total</u> | <u>L-NP</u> | <u>ALP</u> | <u>Other</u> |
| | % | % | % | % |
| Approve | 59 | 90 | 35.5 | 26.5 |
| Disapprove | 33.5 | 5 | 56.5 | 63 |
| Can't say | 7.5 | 5 | 8 | 10.5 |
| Total | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> |

Men (63%) were more likely to approve of Mr Howard than women (56%). Most 18-24 year olds (61%), 25-34 year olds (71%) and those aged 50 or over (60%) approved of the way Mr Howard is handling his job. Amongst 35-49 year olds, 49% approved of Mr Howard and 41% disapproved.

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> |
|------------|--------------|------------|--------------|--------------|--------------|--------------|------------|
| | % | % | % | % | % | % | % |
| Approve | 59 | 63 | 56 | 61 | 71 | 49 | 60.5 |
| Disapprove | 33.5 | 32 | 34.5 | 30 | 25 | 41 | 32.5 |
| Can't say | 7.5 | 5 | 9.5 | 9 | 4 | 10 | 7 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

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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.