



Labor Can't Win – but might with different leader; new AMR poll

March 28, 2013: An overwhelming 58 percent of Australian voters believe that the Coalition will win the next Federal election, but the result could be different with Kevin Rudd leading the ALP, according to a new poll.

The online poll undertaken on the weekend after the aborted Labor leadership spill by research consultants AMR, found that just 17 percent of Australians believe that the ALP can win the next election, with 25 percent remaining undecided. Labor voters were more optimistic of their chances, with 47 percent believing the ALP would win the next Federal election, while 92 percent of Coalition voters felt that their party would win.

Labor also remained well behind in the two party preferred stakes, trailing 44-56 percent after the spill saw Prime Minister Julia Gillard returned to the leadership unopposed. However, the poll found that if Kevin Rudd was reinstated as leader, Labor would rise to an election-winning result of 51-49 percent on a two-party preferred basis.

Labor's primary vote was 33 percent, with the Coalition on 49 percent, the Greens on 9 percent and Independents/Others also on 9 percent. However, if Kevin Rudd were reinstated, the Labor primary figure would jump to 40 percent while the Coalition would drop to 43 percent.

AMR General Manager Chris Pyra said the polling showed that for many Australians, the ALP leadership question remains unresolved.

“Even now, reinstating Kevin Rudd to the ALP leadership would see a large shift back to Labor. With their current poor polling, Labor is running out of time to win back voter sentiment. This research indicates that a Rudd circuit breaker would quickly change that, putting them back in contention to win the September 14 Federal election.”

AMR is a leading research consultancy with offices in Sydney, Melbourne and Brisbane www.amr-australia.com.au

Ends.

For more information contact:

Rebecca Tilly, STW PR ph: +61 410 501 043

About the poll:

The AMR poll was conducted online with a sample of 1072 Australians from the 22nd to the 25th of March. Data was weighted to reflect the population distribution. Two- party preferred results calculated using preference flows from the August 2010 Federal election. Don't know/undecided were excluded from primary and two party preferred calculations.