



PM's early-election prospects as bright as ever: Reuters Poll Trend

Kevin Rudd's political honeymoon proves to be unstoppable as opposition revival stalls

Canberra, July 2, 2009 – The prospects for an early Australian election remain as bright as ever for Prime Minister Kevin Rudd as he reaches the mid-point of his three-year term and as an opposition revival stalls, the latest Reuters Poll Trend has found.

Rudd has maintained a solid lead over the conservative opposition parties, with 55.8 percent support compared to 44.2 percent for the opposition on a two-party basis.

He won the last general election with 52.7 percent of the two-party vote and there is speculation he will call an election early next year, to capitalise on a weak opposition and overcome parliamentary resistance to his plan to curb greenhouse gas emissions.

The latest Reuters Poll Trend result is little changed from July a year ago, when Rudd was still enjoying a honeymoon period in the polls after winning power in November 2007. If the latest result was carried through to a national election, Rudd would be returned with an increased majority.

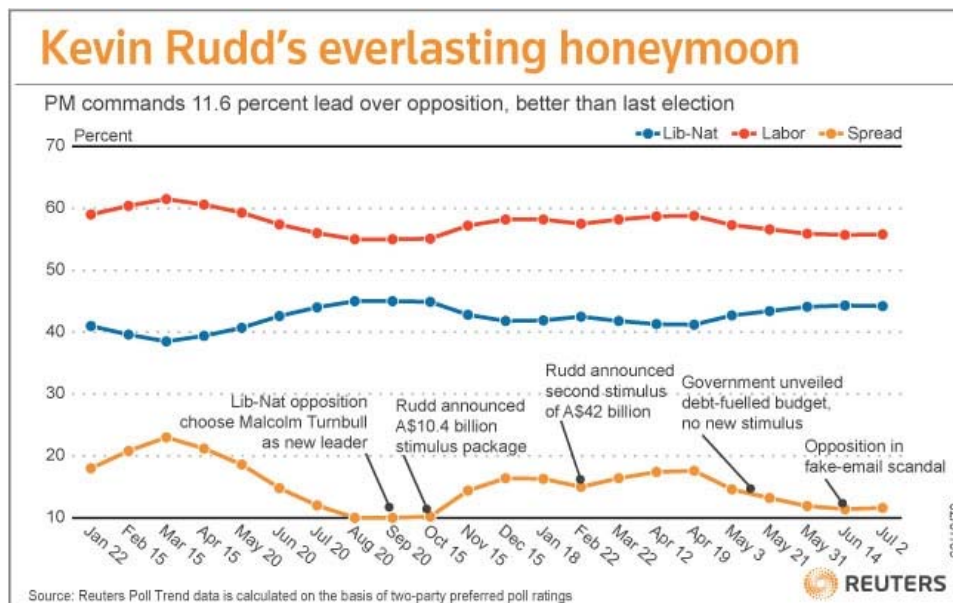
Rudd's standing as preferred Prime Minister also rebounded to 62.7 percent in June, up almost four points, as voters shunned Opposition Leader Malcolm Turnbull.

Turnbull's leadership of the Liberal Party was thrown into crisis in June after he used a fake email as the basis of a political attack on Rudd over a government programme to prop up struggling car dealerships. Turnbull denied knowing the email was fake.

Until the email scandal, Turnbull had been gradually making inroads into Rudd's poll lead. But the Reuters Poll Trend has found the recovery has now stalled.

The next election is due in Australia toward the end of 2010, although Rudd could go earlier if the Upper House Senate blocks his legislative agenda.

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Latest results, in percent:

| | Date | Primary | | | Two-party preferred | | | Preferred PM | | |
|-------------------|---------------|-------------|-------------|------------|---------------------|-------------|-------------|--------------|-------------|-------------|
| | | Lib-Nat | Labor | Gap | Lib-Nat | Labor | Gap | Turnbull | Rudd | Gap |
| Poll Trend | July 2 | 38.7 | 45.0 | 6.3 | 44.2 | 55.8 | 11.6 | 22.7 | 62.7 | 40.0 |
| 3 Poll Avg | July 2 | 38.3 | 45.3 | 7.0 | 43.7 | 56.3 | 12.7 | 21.5 | 65.5 | 44.0 |
| Newspoll | June 28 | 37.0 | 44.0 | 7.0 | 44.0 | 56.0 | 12.0 | 18.0 | 65.0 | 47.0 |
| Morgan | June 21 | 41.0 | 46.0 | 5.0 | 45.0 | 55.0 | 10.0 | | | |
| Nielsen | June 27 | 37.0 | 46.0 | 9.0 | 42.0 | 58.0 | 16.0 | 25.0 | 66.0 | 41.0 |
| Galaxy | June 29 | 38.0 | 44.0 | 6.0 | 44.0 | 56.0 | 12.0 | | | |
| Essential | June 28 | 36.0 | 48.0 | 12.0 | 42.0 | 58.0 | 16.0 | | | |
| Last Election | Nov 2007 | 41.8 | 43.4 | 1.6 | 47.3 | 52.7 | 5.4 | | | |

Making sense of opinion polls

The Reuters Poll Trend is not a poll; it is an analysis of the polls. Its object is to summarise the polls by compiling them and removing their volatility.

It starts by rolling the published data from the major polls into a fortnightly three-poll average, weighting them equally and the smoothing volatility by using a five-term Henderson moving average. The Henderson process dampens short-term up-and-down movement but aims to leave untouched the underlying drift in the data.

Although we think the Reuters Poll Trend is a valuable analytical tool, and we are very pleased to see it referred to in the media, we urge you to give credit to those who actually survey thousands of people: Morgan, Newspoll and Nielsen. Also, please refer to this as the Reuters Poll Trend, not the Reuters Poll. We haven't surveyed anyone.

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