

AUSTRALIAN GALLUP POLLS

61 Flinders Lane, Melbourne and 77 Pacific Highway, Sydney
 AFFILIATED GALLUP POLLS: U.S.A., U.K., Canada, France, Sweden, Norway, Denmark, Finland, Holland, Italy, West Germany.

2306

McMahon, Whitlam now neck-and-neck

Between September & November, Mr. McMahon's "approval rating" in Gallup Polls rose by 2% to 37%, but Mr. Whitlam's rating fell by 2% to 36%, leaving them almost level.

In this Australia-wide survey, 2,338 people were asked whether they approved or disapproved Mr. McMahon's handling of his job as Prime Minister; also Mr. Whitlam's handling of his job as Leader of the Opposition.

Interviewing was completed on November 13, the day Mr. McMahon left America for London.

The following table shows how approval of Mr. McMahon took a turn for the better between September and November.

MR. MCMAHON AS P.M.

	App-rove %	Disapp-rove %	Undec-ided %
April	55	8	37
June	53	16	31
August	37	41	22
September	35	38	27
November	37	39	24

Those who approve Mr. McMahon's handling of his job as Prime Minister usually said: "He's doing his best", "It's a difficult job".

Those who disapprove often said "Achieving nothing", "Not decisive enough".

The next table shows that among L-CP voters, approval of Mr. McMahon increased by 3% to 55% between September and November:

L-CP VOTERS ON P.M.

	App-rove %	Disapp-rove %	Undec-ided %
April	67	3	30
June	67	7	26
August	54	26	20
September	52	21	27
November	55	24	21

Of A.L.P. voters, an unchanged 22% approved of Mr. McMahon.

Opinion of Mr. Whitlam

While Mr. McMahon's "approval rating" has taken a slight upward turn,

(Continued at top of next column).

"McMahon, Whitlam now neck-and-neck" (Continued).

Mr. Whitlam's has slipped by 2% to 36%, as shown in the next table:

WHITLAM, OPPOSITION LEADER

	App-rove %	Disapp-rove %	Undec-ided %
April	45	33	22
June	38	36	26
August	38	41	21
September	38	39	23
November	36	41	23

Approval of Mr. Whitlam among L-CP voters is almost unchanged at 27%, but among A.L.P. voters it is 6% lower at 48%, as shown in the next table:

A.L.P. VOTERS ON WHITLAM

	App-rove %	Disapp-rove %	Undec-ided %
April	61	19	20
June	51	23	26
August	56	24	20
September	54	24	22
November	48	27	25

"He's doing alright" was often commented by those who approve of Mr. Whitlam's work as Leader of the Opposition.

Those who disapprove often said "He's not a good leader", "Talks too much".

Where published

Newspapers which pay for and publish the findings of the Australian Gallup Poll are:-

- Sydney: The Sun and Sun-Herald
- Melbourne: The Herald & The Sun
- Brisbane: The Courier Mail
- Adelaide: The Advertiser
- Perth: The Daily News
- Hobart: The Mercury
- Canberra: The Canberra Times

The Australian Gallup Poll was founded in 1941 by Roy Morgan. Later he founded the Roy Morgan Research Centre Pty. Ltd., which now conducts the Gallup Poll on behalf of the 6 newspapers which publish its findings.

The Roy Morgan Research Centre also conducts Market Surveys for manufacturers and importers.

These are releases
 No. 2305-2307
 published Nov. - Dec. '71.

Support for L-CP
steady in
recent months

The Prime Minister's visit to America had little immediate effect on peoples' voting intentions.

A Gallup Poll in November showed that if a Federal election had been held on November 13, the L-CP Government would probably have been returned with an increased majority.

Of 1,856 electors who gave their voting intentions in this Gallup Poll, 45% said L-CP, the same as in the preceding Gallup Poll on Federal politics in September.

A.L.P. was supported by 45% in November, compared with 46% in September.

An unchanged 7% said DLP, and 3% said Independent.

Those figures are at the end of the following table. There they are compared with the last three elections for the House of Representatives and with other Gallup Polls since Mr. McMahon replaced Mr. Gorton as Prime Minister.

It will be seen that on November 13, when Mr. McMahon went from America to London, electors' support divided almost as at the 1963 election, which L-CP won easily:

	L-CP	ALP	DLP	Ind.
Elections:	%	%	%	%
1963	46	46	7	1
1966	50	40	7	3
1969	43	47	6	4
Gallup Polls:				
1971 March	47	43	6	4
June	45	44	8	3
Aug.	42	45	10	3
Sept.	45	46	7	2
Nov. 13	45	45	7	3

In all Gallup Polls on voting intention, each of the electors interviewed is handed a ballot paper and asked:

"If a Federal election were being held today, which Party would receive your first preference?"

The ballots are dropped into boxes carried by the interviewers.

When the boxes were opened in November, it was found that 94% had answered, as percentage above against "November".

The Gallup Poll is the only public opinion poll which interviews a true cross-section of people throughout the capital cities and country districts of all six States.

That has been done 225 times since the

(Continued at top of next column).

"Support for L-CP steady in recent months". (Continued).

first Australian Gallup Poll, more than 30 years ago.

In each Gallup Poll, each of the 2,000 (approx) people interviewed is asked several questions. This is finding No. 2305.

Mr. Hawke is more
popular

Disapproval of Mr. Hawke has decreased a lot since August, and public opinion is now almost evenly divided about him, the Gallup Poll finds.

For the fourth time since April, a different but similar Australia-wide cross-section of more than 2,000 people was interviewed in November and asked:

"Do you approve, or disapprove, the way Mr. Hawke is handling his job as President of the Australian Council of Trade Unions?"

The following table shows that disapproval of Mr. Hawke, which was 50% in August, is now down to 40%, with 38% approving and 22% undecided:

	Approve	Dis-approve	Un-decided
	%	%	%
April	42	30	28
August	30	50	20
Sept.	34	43	23
November	38	40	22

Men are almost evenly divided about Mr. Hawke. Women answered: Approve 32%, disapprove 39%, undecided 29%.

Of A.L.P. voters, 53% now approve Mr. Hawke, while 26% disapprove and 21% are undecided.

Disapproval was expressed by 57% of L-CP voters and by 43% of DLP voters.

The next table shows that Mr. Hawke now runs slightly ahead of both Mr. McMahon and Mr. Whitlam, as judged by the public's approval of how they are handling their jobs:

	Approve Mr. McMahon	Approve Mr. Whitlam	Approve Mr. Hawke
	%	%	%
June	53	38	42
August	37	38	30
September	35	38	34
November	37	36	38

People who disapprove Mr. Hawke's handling of his job as President of the ACTU usually said "He's power-happy", "Should keep out of politics".