

Thursday, 16 April 2015

## ALP gains in second survey of 2015 as Shorten tries to revive the Australian Republic debate

**ALP support rose to 56.5% (up 2%) on Australia Day weekend, well ahead of the L-NP 43.5% (down 2%) on a two-party preferred basis. If a Federal Election were held now the ALP would win easily according to this week's Morgan Poll on voting intention conducted with an Australia-wide cross-section of 2,057 Australian electors aged 18+.**

Primary support for the ALP rose to 39.5% (up 1%) now ahead of the L-NP 37.5% (down 1%). Support for the other parties shows The Greens at 12% (up 2.5%), Palmer United Party (PUP) 3% (up 1%) while Independents/ Others were down 3.5% to 8%.

Support for PUP is highest in Clive Palmer's home State of Queensland (7%) – which faces a State Election this weekend and Western Australia (4%) with negligible support for PUP in other States.

### **Analysis by Gender**

Analysis by Gender shows support is still higher for the ALP amongst women: ALP (59.5%, up 3.5%) cf. L-NP (40.5%, down 3.5%). Support is also higher amongst men for the ALP (54%, up 1%) compared to the L-NP (46%, down 1%).

### **Analysis by Age group**

Analysis by Age group shows the ALP still with its strongest advantage among younger Australians. 18-24yr olds heavily favour the ALP 63.5% cf. L-NP 36.5%; 25-34yr olds also heavily favour the ALP 70.5% cf. L-NP 29.5%; 35-49yr olds favour the ALP 61% cf. L-NP 39%; 50-64yr olds ALP 54.5% cf. L-NP 45.5%; and those aged 65+ still favour the L-NP 60% cf. ALP 40%.

### **Analysis by States**

The ALP maintains a two-party preferred lead in all Australian States except Western Australia. South Australia: ALP 66% cf. L-NP 34%; Tasmania: ALP 63.5% cf. L-NP 36.5%; Victoria: ALP 59.5% cf. L-NP 40.5%; New South Wales: ALP 58% cf. L-NP 42%; Queensland: ALP 50.5% cf. L-NP 49.5%, while the L-NP leads narrowly in Western Australia: L-NP 51% cf. ALP 49%.

### **Roy Morgan Government Confidence Rating**

The Roy Morgan Government Confidence Rating is up slightly to 94pts (up 1pt) this week. Now 43.5% (down 0.5%) of Australians say Australia is 'heading in the wrong direction and only 37.5% (up 0.5%) say Australia is 'heading in the right direction'.

The Morgan Poll surveys a larger sample (including people who only use a mobile phone) than any other public opinion poll. **The Morgan Poll asks Minor Party supporters which way they will vote their preferences. \*News Corp's poll does not measure or reference the PUP vote!**

**The Morgan Poll allocated preferences based on how people say they will vote – allocating preferences by how electors voted at the last Federal Election, as used by News Corp's poll\* shows the ALP (55.5%) cf. L-NP (44.5%) – for trends see the [Morgan Poll historic data table](#).**

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**Gary Morgan says:**

*“The ALP 56.5% (up 2%) has increased its lead over the L-NP 43.5% (down 2%) on a two-party preferred basis on the Australia Day long weekend. Over the weekend Opposition Leader Bill Shorten took the chance to raise the possibility of Australia becoming a Republic more than fifteen years after Australians voted against becoming a Republic in a November 1999 Referendum.*

*“However, a look at community attitudes shows support for the Royal Family has increased since 1999. A special telephone Morgan Poll conducted in November 2012 shows a majority of Australians (52%) support Australia retaining the Monarchy compared to only 42% that say Australia should become a Republic with an elected President.*

*“However, despite this strong support for the Monarchy, Prime Minister Tony Abbott has received a great deal of criticism over the past few days for his decision to award Prince Philip, husband of Queen Elizabeth II, a knighthood as part of the Australia Day honours. Abbott has even attracted criticism from senior Ministers in his Government including Finance Minister Mathias Cormann and Agriculture Minister Barnaby Joyce.*

*“However, the discussion about a knighthood for Prince Philip is really a sideshow to the really important issues that face the Abbott Government including the high number of Australians looking for work and looking for more work. The latest Roy Morgan December 2014 employment estimates show Australian unemployment of 1.4 million (10.9%) and an additional 1.2 million under-employed (9.7%).*

*“In addition, today’s very low ABS CPI figures – only 0.2% in the December Quarter 2014 and only 1.7% for the last 12 months – show the Australian economy is slowing down rapidly. Finally, the true state of Australia’s economy is slowly being revealed by the official measures. Next Tuesday the RBA meets for the first time in 2015 and must drop interest rates by 1% to help stimulate the Australian economy – something we have been calling for at Roy Morgan **for over two years** even though the RBA has left interest rates unchanged now for 18 months.”*

Electors were asked: *“If an election for the House of Representatives were held today – which party will receive your first preference?”*

*Visit the Roy Morgan Online Store to browse our range of Voter Profiles by electorate, detailed Voting Intention Demographics Reports and Most important Political Issue Reports (all 150 electorates ranked by an issue).*

*Finding No. 6043 – This multi-mode Morgan Poll on Federal voting intention was conducted via face-to-face and SMS interviewing last weekend, January 23-27, 2015 with an Australia-wide cross-section of 2,057 Australian electors aged 18+, of all electors surveyed 2.5% did not name a party.*

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## Federal Voting Intention Summary – House of Reps (%)

	L-NP	ALP	The Greens	Palmer United	Katter	Ind./ Others
<b>RECENT FEDERAL ELECTION RESULTS</b>	%	%	%	%	%	%
Election March 2, 1996	47.3 (8.6)	38.8	1.7	0.0	0.0	12.2
Election October 3 <sup>^</sup> , 1998	39.5 (5.3)	40.1	2.1	0.0	0.0	18.3
Election November 10, 2001	43 (5.6)	37.8	4.4	0.0	0.3	13.5
Election October 9, 2004	46.4 (5.9)	37.6	7.2	0.0	0.3	8.5
Election November 24, 2007	42.1 (5.9)	43.4	7.8	0.0	0.3	6.4
Election, August 21, 2010	43.6 (3.7)	38.0	11.8	0.0	0.3	6.3
Election, September 7, 2013	45.5 (4.3)	33.4	8.7	5.5	1.0	5.9
<b>MORGAN POLL</b>						
January 4/5 & 11/12, 2014	39 (2)	38	10.5	3.5	1.5	7.5
January 18/19 & 25/26, 2014	39.5 (2)	37	11.5	3	1	8
February 1/2 & 8/9, 2014	40.5 (2)	37	10.5	4.5	1	6.5
February 15/16 & 22/23, 2014	41 (2.5)	35.5	10.5	4.5	1	7.5
March 1/2 & 8/9, 2014	39.5 (2)	37	12	4	1	6.5
March 15/16 & 22/23, 2014	38 (2)	38.5	11	4.5	1	7
March 29/30 & April 5/6, 2014	38.5 (2)	34.5	12	5	1.5	8.5
April 12/13 & 19/20, 2014	38.5 (2)	34	13	5	1.5	8
April 26/27 & May 3/4, 2014	37.5 (2)	37	12	5.5	1	7
May 17/18, 2014	35 (2)	38.5	12	6.5	1.5	6.5
May 24/25 & May 31/ June 1, 2014	35 (2)	38	11	7.5	1	7.5
June 7/8, 2014	33 (1.5)	42	12	4.5	1	7.5
June 14/15, 2014	36.5 (2)	38	12	5.5	1	7
June 21/22 & 28/29, 2014	35 (2.5)	36.5	12	7	1.5	8
July 5/6 & 12/13, 2014	34 (2)	38.5	11.5	7.5	1	7.5
July 19/20 & 26/27, 2014	38 (2)	39	10.5	5	0.5	7
August 2/3 & 9/10, 2014	37.5 (2.5)	38	11	5.5	1	7
August 16/17 & 23/24, 2014	37.5 (2.5)	38.5	10.5	4.5	1.5	7.5
August 30/31 & September 6/7, 2014	38 (2.5)	37	10.5	4.5	1	9
September 13/14 & 20/21, 2014	38.5 (2)	37.5	12	4	1	7
September 27/28 & October 4/5, 2014	40 (2)	35	12	3.5	1.5	8
October 11/12 & 18/19, 2014	39.5 (2.5)	35.5	12	3.5	1	8.5
October 25/26 & November 1/2, 2014	38.5 (2)	37.5	12.5	3	1.5	7
November 8/9 & 15/16, 2014	38 (2)	38.5	12	2.5	2	7
November 22/23 & 29/30, 2014	39 (2.5)	37.5	12	2	1	8.5
December 6/7 & 13/14, 2014	35 (3)	41	11.5	2	1.5	9
January 3/4 & 10/11, 2015	38.5 (2.5)	38.5	9.5	2	2	9.5
January 23-27, 2015	37.5 (2.5)	39.5	12	3	1	7

**Note:** ^ 1998 Federal election results have been updated to include results from the electorate of Newcastle supplementary election. The L-NP did not have a candidate contesting the electorate of Newcastle.

## Federal Voting Intention Summary – House of Reps (%)

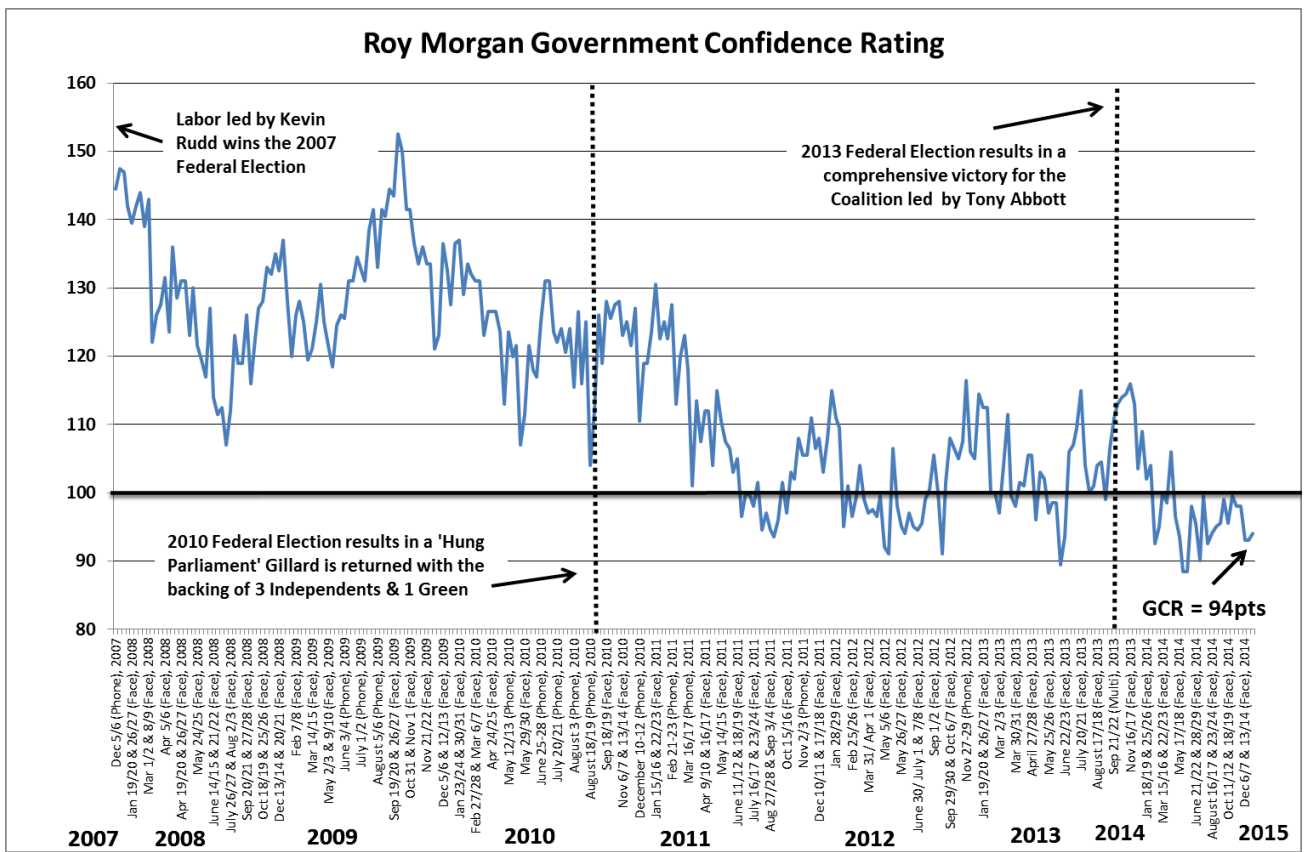
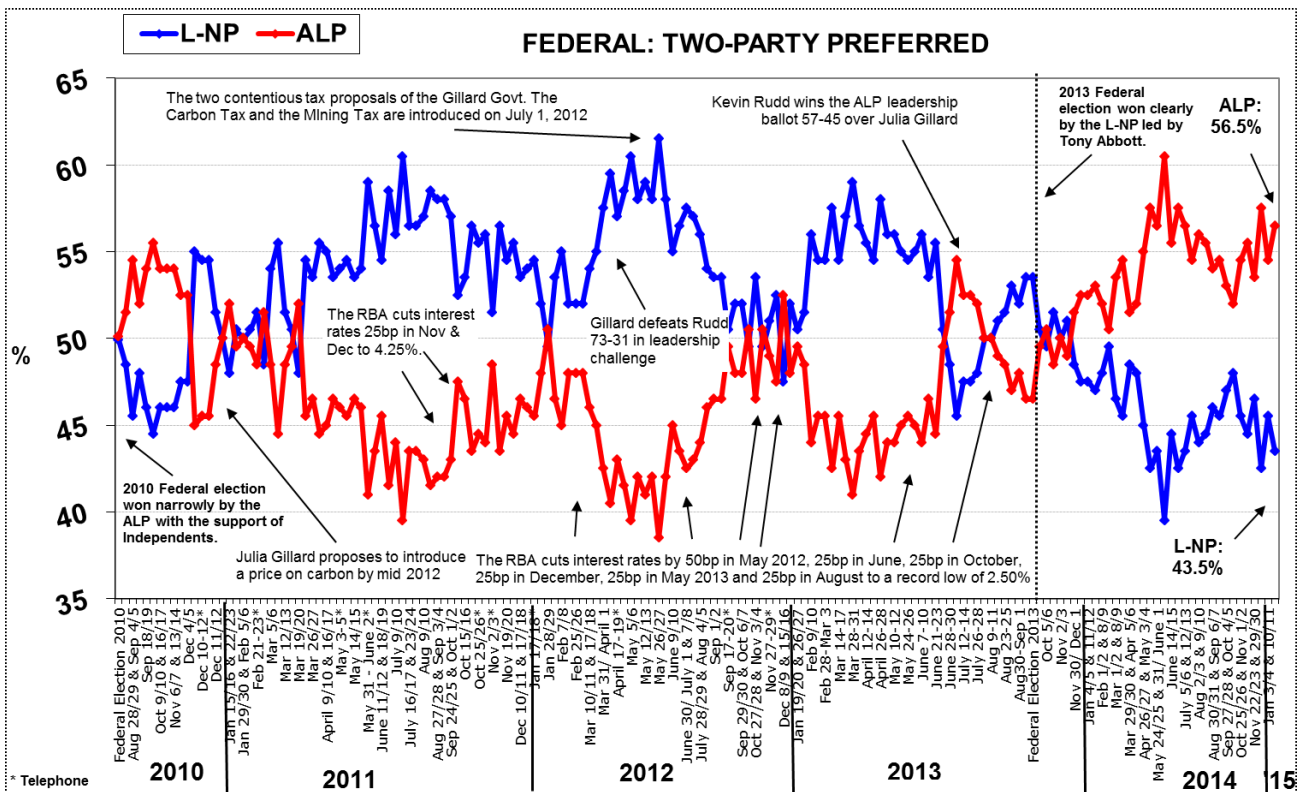
### Two-Party Preferred Vote (%)

RECENT FEDERAL ELECTION RESULTS	L-NP	ALP
	%	%
Election, March 2, 1996	53.6	46.4
Election, October 3 <sup>^</sup> , 1998	49	51
Election, November 10, 2001	51	49
Election, October 9, 2004	52.7	47.3
Election, November 24, 2007	47.3	52.7
Election, August 21, 2010	49.9	50.1
Election, September 7, 2013	53.5	46.5
<b>Final Pre-Election Morgan Poll – September 4-6, 2013</b>	<b>53.5</b>	<b>46.5</b>

	Preferences distributed by how electors say they will vote		Preferences distributed by how electors voted at the 2013 election	
	%	%	%	%
<b>MORGAN POLL</b>	<b>L-NP</b>	<b>ALP</b>	<b>L-NP</b>	<b>ALP</b>
January 4/5 & 11/12, 2014	47.5	52.5	47	53
January 18/19 & 25/26, 2014	47	53	47.5	52.5
February 1/2 & 8/9, 2014	48	52	49	51
February 15/16 & 22/23, 2014	49.5	50.5	49.5	50.5
March 1/2 & 8/9, 2014	46.5	53.5	47.5	52.5
March 15/16 & 22/23, 2014	45.5	54.5	46.5	53.5
March 29/30 & April 5/6, 2014	48.5	51.5	48	52
April 12/13 & 19/20, 2014	48	52	48	52
April 26/27 & May 3/4, 2014	45	55	46.5	53.5
May 17/18, 2014	42.5	57.5	43.5	56.5
May 24/25 & May 31/ June 1, 2014	43.5	56.5	45	55
June 7/8, 2014	39.5	60.5	41	59
June 14/15, 2014	44.5	55.5	45.5	54.5
June 21/22 & 28/29, 2014	42.5	57.5	45.5	54.5
July 5/6 & 12/13, 2014	43.5	56.5	44	56
July 19/20 & 26/27, 2014	45.5	54.5	46	54
August 2/3 & 9/10, 2014	44	56	46	54
August 16/17 & 23/24, 2014	44.5	55.5	46	54
August 30/31 & September 6/7, 2014	46	54	47	53
September 13/14 & 20/21, 2014	45.5	54.5	46.5	53.5
September 27/28 & October 4/5, 2014	47	53	48.5	51.5
October 11/12 & 18/19 2014	48	52	48	52
October 25/26 & November 1/2, 2014	45.5	54.5	46.5	53.5
November 8/9 & 15/16, 2014	44.5	55.5	46	54
November 22/23 & 29/30, 2014	46.5	53.5	47	53
December 6/7 & 13/14, 2014	42.5	57.5	43.5	56.5
January 3/4 & 10/11, 2014	45.5	54.5	47	53
January 23-27, 2015	43.5	56.5	44.5	55.5

<sup>^</sup> 1998 Federal Election results have been updated to include results from the electorate of Newcastle supplementary election. The L-NP did not have a candidate contesting the electorate of Newcastle. **\*\*Multi = Multi-mode interviewing conducted via combined methodology.**

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## Australia Heading In “Right” Or “Wrong” Direction

Electors were asked: “Generally speaking, do you feel that things in Australia are heading in the right direction or would you say things are seriously heading in the wrong direction?”

	Interviewing Dates — L-NP Government (Tony Abbott v Bill Shorten)							
	May 17/18	May 24/25 & 31/ June 1	June 7/8	June 14/15	June 21/22 & 28/29	July 5/6 & 12/13	July 19/20 & 26/27	Aug 2/3 & 9/10
	Face	Face	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%	%
Right direction	39	37	36	41.5	39.5	36.5	41	37.5
Wrong direction	45.5	48.5	47.5	43.5	44	46.5	41.5	45
<b>Roy Morgan GCR*</b>	<b>93.5</b>	<b>88.5</b>	<b>88.5</b>	<b>98</b>	<b>95.5</b>	<b>90</b>	<b>99.5</b>	<b>92.5</b>
Can't say	15.5	14.5	16.5	15	16.5	17	17.5	17.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

	Interviewing Dates — L-NP Government (Tony Abbott v Bill Shorten)							
	Aug 16/17 & 23/24	Aug 30/31 & Sep 6/7	Sep 13/14 & 20/21	Sep 20/27 & Oct 4/5	Oct 11/12 & 18/19	Oct 25/26 & Nov 1/2	Nov 8/9 & 15/16	Nov 22/23 & 29/30
	Face	Face	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%	%
Right direction	38	38	38	40	39	39.5	40.5	40.5
Wrong direction	44	43	42.5	41	43.5	40	42.5	42.5
<b>Roy Morgan GCR*</b>	<b>94</b>	<b>95</b>	<b>95.5</b>	<b>99</b>	<b>95.5</b>	<b>99.5</b>	<b>98</b>	<b>98</b>
Can't say	18	19	19.5	19	17.5	20.5	17	17
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

	Interviewing Dates — L-NP Government (Tony Abbott v Bill Shorten)							
	Dec 6/7 & 13/14	Jan 3/4 & 10/11	Jan 24/25					
	Face	Face	Face					
	%	%	%					
Right direction	38	37	37.5					
Wrong direction	45	44	43.5					
<b>Roy Morgan GCR*</b>	<b>93</b>	<b>93</b>	<b>94</b>					
Can't say	17	19	19					
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>					

Phone: Telephone survey method; Face: Face-to-face survey method. \*Roy Morgan GCR = Roy Morgan Government Confidence Rating (100 plus the difference between the percentage of people who say the country is “going in the right direction” and the percentage who say the country is “going in seriously the wrong direction”).



## Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. The following table gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. The figures are approximate and for general guidance only, and assume a simple random sample. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
500	±4.5	±3.9	±2.7	±1.9
1,000	±3.2	±2.7	±1.9	±1.4
1,500	±2.6	±2.2	±1.5	±1.1
2,000	±2.2	±1.9	±1.3	±1.0

## **Morgan Poll Accuracy — Recent Elections State & Federal (2006 – 2014)**

**The Morgan Poll has proven to be consistently the most accurate regular poll in recent Australian Elections — including the 2013 Federal Election, 2010 Federal Election, 2007 Federal Election, 2010 Victorian State Election & 2012 Queensland State Election.**

The **Morgan Poll** was the most accurate of all polling companies at [the 2013 Federal Election](#) for the two-party preferred vote (L-NP: 53.5% cf. ALP 46.5%) (sample 4,937 electors).

The **Morgan Poll** was the most accurate of all polling companies at [the 2007 Federal Election](#) for both primary vote and two-party preferred predictions (sample 2,115 electors).

The **Morgan Poll** accurately predicted [that the ALP would win the 2006 Queensland Election with a reduced majority](#) (sample 604 electors).

The **Morgan Poll** accurately predicted [that the ALP would win the 2006 Victorian Election with a reduced majority](#) (sample 956 electors). The **Morgan Poll** was also the most accurate on the primary vote of the major parties for the Victorian election.

**Note:** The [discussion on Possum Pollytics](#) regarding Morgan and Newspoll is well worth reading.

The following included comment says it all: “I find it interesting that for the only poll in the last five years for which there is any ‘real’ figure with which to compare, i.e. the polls immediately before the 2004 election, Morgan (45.5%) was closer to the actual Coalition Primary (46.7%) than Newspoll (45%) or Nielsen (49%), and Morgan (38.5%) was also closer to the ALP actual primary (37.6%) than Newspoll (39%), and only marginally further away than Nielsen (37%). Since we have no idea of how far away the ongoing polls are from ‘reality’ (whatever that means), surely we should just go with what we know, that in the most recent testable case, Morgan was better at forecasting the actual primary vote than Newspoll. On what possible basis should we decide that the Newspoll or Nielsen primary vote estimate is ‘better’ than Morgan’s.”

[View Federal Voting Intention Trend](#)