

Monday, 18 May 2015

L-NP gets ‘Budget boost’ – now highest in over a year (February 2014)

Federal L-NP support is up 2.5% since April 25/26 & May 2/3, 2015 to 49% cf. ALP 51% (down 2.5%) according to this week’s Morgan Poll on Federal voting intention following last week’s Federal Budget and conducted over the weekend, May 16/17, 2015, with an Australia-wide cross-section of 2,439 Australian electors. If a Federal Election were held today it would be too close to call.

Primary support for the L-NP rose to 41.5% (up 1.5%) ahead of the ALP 35.5% (down 2%). Support for the other parties shows the Greens at 12.5% (up 1%), Palmer United Party (PUP) 1.5% (unchanged), Katter’s Australian Party 1.5% (up 0.5%), while Independents/ Others were 7.5% (down 1%).

Roy Morgan Government Confidence Rating

The Roy Morgan Government Confidence Rating has jumped to 99.5pts (up 10.5pts) this week with 42% (down 3%) of Australians saying Australia is ‘heading in the wrong direction’ and 41.5% (up 7.5%) saying Australia is ‘heading in the right direction’ – **this is the highest Government Confidence since early November 2014.**

Analysis by Gender

Analysis by Gender still shows a majority of women supporting the ALP. Women: ALP 54.5% (down 1.5%) cf. L-NP 45.5% (up 1.5%) while a majority of men now support the L-NP. Men: L-NP 52.5% (up 2%) cf. ALP 47.5% (down 2%).

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 71% cf. L-NP 29%; 25-34yr olds also heavily favour the ALP 60.5% cf. L-NP 39.5%; 35-49yr olds marginally favour the ALP 52.5% cf. L-NP 47.5%. Now 50-64yr olds favour the L-NP 54.5% cf. ALP 45.5% and those aged 65+, L-NP 60.5% cf. ALP 39.5% heavily favour the L-NP.

Analysis by States

The ALP now has a two-party preferred lead in only two Australian States. Victoria: ALP 59% cf. L-NP 41% and Tasmania: ALP 52% cf. L-NP 48%. Now Queensland: LNP 54.5% cf. ALP 45.5% South Australia: L-NP 53.5% cf. ALP 46.5%; Western Australia the L-NP 53.5% cf. ALP 46.5% and New South Wales: L-NP 53% cf. ALP 47% favour the L-NP.

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 (51.5%) cf. L-NP (48.5%) – for trends see the [Morgan Poll historic data table](#).

For further information:

Contact	Office	Mobile
Gary Morgan:	+61 3 9224 5213	+61 411 129 094
Michele Levine:	+61 3 9224 5215	+61 411 129 093

FOR IMMEDIATE RELEASE

Gary Morgan says:

"The Coalition Government has received a clear boost after last week's Federal Budget with the L-NP rising to 49% (up 2.5%) cf. ALP 51% (down 2.5%) on a two-party preferred basis – the best performance for the Government for over a year since February 2014.

"In contrast to last year's Federal Budget which led to an immediate fall in Government support, the Government approached this year's Budget with the aim of finding ways to promote economic growth – through tax concessions to small businesses for instance – rather than focusing on cutting Government spending and the deficit as they did a year ago.

*"This approach has certainly won the electorate's approval – L-NP primary support (41.5%) is at its highest since December 2013 just after the last Federal Election. Unfortunately the Government's plans to grow the economy and reduce the Federal Budget deficit **rely on a higher rate of GDP growth. This is unlikely because the Abbott Government is relying on the 'understated' unemployment figures provided by the ABS when the real level of unemployment and under-employment in Australia is much higher – nearly 2.5 million Australians (19.4% of the workforce) according to the latest [Roy Morgan April employment estimates](#).***

"The recent United Kingdom election result provides a stark 'reality check' for political parties in Australia. If political parties fail to present a coherent message about how they will create economic growth – and jobs for their citizens – the electorate will not reward them with a change of Government. The UK Labour Party led by Ed Miliband comprehensively lost the UK election because they failed to provide a credible alternative to the incumbent Government of David Cameron (Conservative).

"Miliband's decision in the final week of the campaign to use a 'stunt' – that has been dubbed the 'Ed Stone' – an 8 foot 6 inch slab of limestone – to introduce the Labour Party's policies – including raising taxes and increasing spending, fell flat because the UK electorate rightly judged that they were being treated like 'fools'.

"The failure of polling companies in the UK was two-fold, they failed to pick up the late swing to the Cameron Government following Miliband's 'stunt' (electors do change their minds) and undecided electors who comprehensively supported David Cameron in the final days of the campaign.

"Opposition Leader Bill Shorten risks making the same mistake as Miliband as Shorten is yet to provide a coherent vision of what he will do as Prime Minister and what his plans are to grow the economy and provide jobs for Australians that need them. The nearly 2.5 million Australians (19.4% of the workforce) looking for work or looking for more work – the unemployed and under-employed Australians – not more Government spending based on higher taxes, or 'stunts', like that performed by failed UK Opposition Labour Leader Ed Miliband."

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. 6239– This multi-mode Morgan Poll on Federal voting intention was conducted via face-to-face and SMS interviewing last weekend, May 16/17, 2015 with an Australia-wide cross-section of 2,439 Australian electors aged 18+, of all electors surveyed 1% (down 1%) did not name a party.

Federal Voting Intention Summary – House of Reps (%)

	L-NP	ALP	The Greens	Palmer United	Katter	Ind./ Others
RECENT FEDERAL ELECTION RESULTS	%	%	%	%	%	%
Election March 2, 1996	47.3 (8.6)	38.8	1.7	0.0	0.0	12.2
Election October 3 [^] , 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
MORGAN POLL						
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
January 31/ February 1 & 7/8, 2015	35.5 (2)	41.5	12	2	1	8
February 14/15 & 21/22, 2015	37.5 (2.5)	40.5	10	2	1.5	8.5
February 28/ March 1 & 7/8, 2015	39 (2.5)	38	11.5	2	1.5	8
March 14/15 & 21/22, 2015	38 (3)	40	11	1.5	1.5	8
March 28/29 & April 3-6, 2015	40.5 (3)	36	12.5	1.5	1.5	8
April 11/12 & 18/19, 2015	38.5 (2.5)	38	12	1	1.5	9
April 25/26 & May 2/3, 2015	40 (2.5)	37.5	11.5	1.5	1	8.5
May 16/17, 2015	41.5 (3)	35.5	12.5	1.5	1.5	7.5

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 (%)

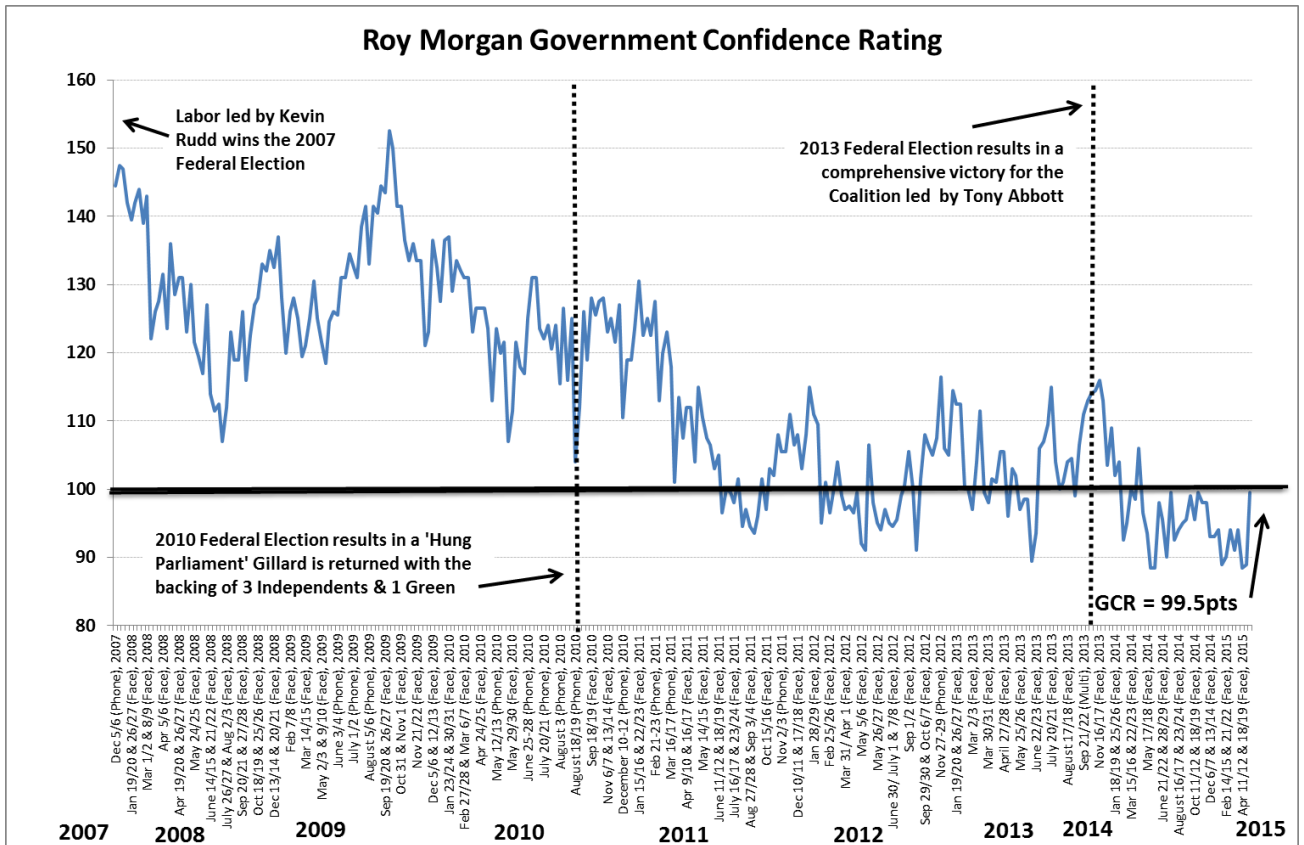
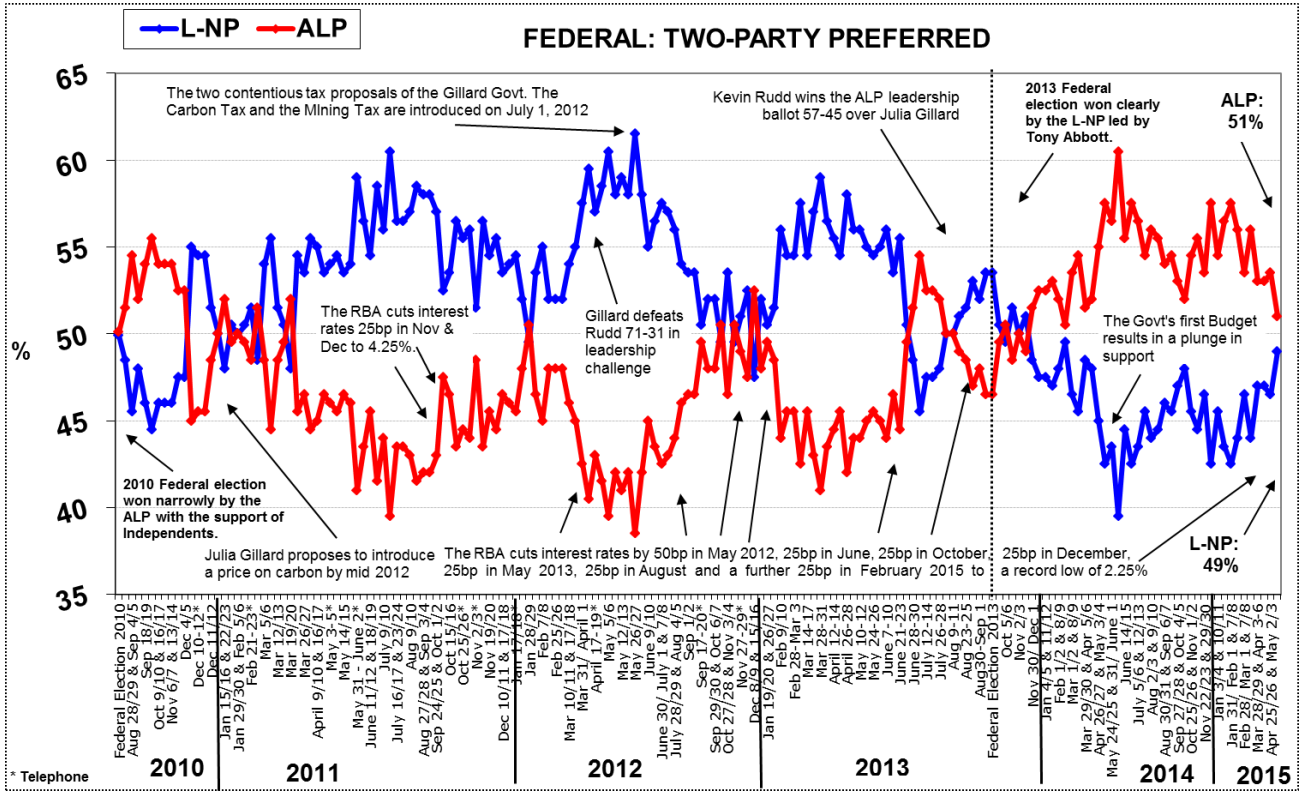
Two-Party Preferred Vote (%)

RECENT FEDERAL ELECTION RESULTS	L-NP	ALP
	%	%
Election, March 2, 1996	53.6	46.4
Election, October 3 [^] , 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
Final Pre-Election Morgan Poll – September 4-6, 2013	53.5	46.5

	Preferences distributed by how electors say they will vote		Preferences distributed by how electors voted at the 2013 election	
	%	%	%	%
MORGAN POLL	L-NP	ALP	L-NP	ALP
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
January 31/ February 1 & 7/8, 2015	42.5	57.5	43	57
February 14/15 & 21/22, 2015	44	56	45	55
February 28/ March 1 & 7/8, 2015	46.5	53.5	46.5	53.5
March 14/15 & 21/22, 2015	44	56	46	54
March 28/29 & April 3-6, 2015	47	53	47	53
April 11/12 & 18/19, 2015	47	53	46	54
April 25/26 & May 2/3, 2015	46.5	53.5	47	53
May 16/17, 2015	49	51	48.5	51.5

[^] 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.**

FOR IMMEDIATE RELEASE



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)						
	July 5/6 & 12/13	July 19/20 & 26/27	Aug 2/3 & 9/10	Aug 16/17 & 23/24	Aug 30/31 & Sep 6/7	Sep 13/14 & 20/21	Sep 20/27 & Oct 4/5
	Face	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%
Right direction	36.5	41	37.5	38	38	38	40
Wrong direction	46.5	41.5	45	44	43	42.5	41
Roy Morgan GCR*	90	99.5	92.5	94	95	95.5	99
Can't say	17	17.5	17.5	18	19	19.5	19
TOTAL	100	100	100	100	100	100	100

	Interviewing Dates — L-NP Government (Tony Abbott v Bill Shorten)							
	Oct 11/12 & 18/19	Oct 25/26 & Nov 1/2	Nov 8/9 & 15/16	Nov 22/23 & 29/30	Dec 6/7 & 13/14	Jan 3/4 & 10/11	Jan 24/25	Jan 31/ Feb 1 & 7/8
	Face	Face	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%	%
Right direction	39	39.5	40.5	40.5	38	37	37.5	34.5
Wrong direction	43.5	40	42.5	42.5	45	44	43.5	45.5
Roy Morgan GCR*	95.5	99.5	98	98	93	93	94	89
Can't say	17.5	20.5	17	17	17	19	19	20
TOTAL	100	100	100	100	100	100	100	100

	Interviewing Dates — L-NP Government (Tony Abbott v Bill Shorten)						
	Feb 14/15 & 21/22	Feb 28/ Mar 1 & 7/8	Mar 14/15 & 21/22	Mar 28/29 & April 3-6	April 11/12 & 18/19	April 25/26 & May 2/3	May 16/17
	Face	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%
Right direction	34.5	37.5	37	38.5	34	34	41.5
Wrong direction	44.5	43.5	46	44.5	45.5	45	42
Roy Morgan GCR*	90	94	91	94	88.5	89	99.5
Can't say	21	19	17	17	20.5	21	16.5
TOTAL	100	100	100	100	100	100	100

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](#)