

Monday, 13 July 2015

## ALP support crumbles as Opposition Leader Bill Shorten fronts Royal Commission into Unions

In early July during the Trade Union Royal Commission Federal L-NP support is up 2.5% to 49% cf. ALP 51% (down 2.5%) after Opposition Leader Bill Shorten fronted the Commission over the past week. Shorten has faced hundreds of questions in the past week about his time with the Australian Workers Union (AWU); if a Federal Election were held now the result would be too close to call.

Primary support for the L-NP is up 2.5% to 41.5% now clearly ahead of the ALP 34.5% (down 1.5%) – the lowest level of ALP support for over a year since April 2014. Support for other parties shows the Greens at 13.5% (down 0.5%), Palmer United Party 1% (down 0.5%), Katter’s Australian Party 1.5% (up 0.5%), while Independents/ Others were 8% (down 0.5%).

This week’s Morgan Poll on Federal voting intention was conducted over the last two weekends, July 4/5 & 11/12, 2015, with an Australia-wide cross-section of 3,110 Australian electors.

### Roy Morgan Government Confidence Rating

The Roy Morgan Government Confidence Rating is down 8pts to 90.5pts this week with 45.5% (up 4%) of Australians saying Australia is ‘heading in the wrong direction’ and 36% (down 4%) saying Australia is ‘heading in the right direction’.

### Analysis by Gender

Analysis by Gender shows a majority of women supporting the ALP. Women: ALP 54% (down 1.5%) cf. L-NP 46% (up 1.5%) and a majority of men supporting the L-NP. Men: L-NP 52.5% (up 4.5%) cf. ALP 47.5% (down 4.5%).

### 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 61% cf. L-NP 39%; 35-49yr olds slightly favour the ALP 51% cf. L-NP 49% while 50-64yr olds now favour the L-NP 52.5% cf. ALP 47.5% and those aged 65+ heavily favour the L-NP 58% cf. ALP 42%.

### Analysis by States

The ALP now has a two-party preferred lead in 3 Australian States. Tasmania: ALP 58% cf. L-NP 42%, Victoria: ALP 53.5% cf. L-NP 46.5% and South Australia: ALP 50.5% cf. L-NP 49.5%, Queensland is evenly divided: ALP 50% cf. LNP 50%, while Western Australia favour the L-NP 52.5% cf. ALP 47.5% and New South Wales favour the L-NP 52% cf. ALP 48%.

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%) cf. L-NP (49%) – for trends see the [Morgan Poll historic data table](#).**

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**Gary Morgan says:**

*"In early July L-NP support increased 2.5% to 49% cf. ALP 51% (down 2.5%) on a two-party preferred basis after Opposition Leader Bill Shorten fronted the Royal Commission into Trade Unions last week to answer hundreds of questions about his conduct while at the Australian Workers Union (AWU) immediately before his election to Federal Parliament in 2007.*

*"Amongst the allegations are that Shorten 'cut deals' with employers to benefit Union leaders at the expense of regular union members and also that the employers paid the wages of campaign staff during Shorten's successful run for the Melbourne seat of Maribyrnong at the 2007 Federal Election – a seat Shorten has held ever since – without the employers concerned declaring they were doing so.*

*"The publicity covering the questions raised about Shorten's conduct and credibility while at the AWU has no doubt had a direct impact on the drop in ALP support (34.5% primary support – **the lowest ALP support since April 2014**). This is despite the significant media coverage of Zaky Mallah's controversial Q & A appearance and Prime Minister Tony Abbott's ban on Coalition frontbenchers appearing on Q&A.*

*"Des Moore from the Institute of Private Enterprise's (IPE) conclusion 'says it all' - Shorten has failed the 'Pub Test' while fronting the Royal Commission last week. In addition Shorten's answers to the questions posed by SC assisting Jeremy Stoljar raise more questions about Australia's industrial relations which the Abbott Government needs to address now.*

*"The conclusion from the Royal Commission to date is clear – Australia's industrial and workplace relations system needs to be overhauled to increase efficiencies and improve productivity. The secrecy surrounding the 'deals' negotiated between employers and union leaders at the expense of union members must be removed and union members must know exactly what 'deals' are being conducted on their behalf – and whether they agree with them or not."*

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. 6336 – This multi-mode Morgan Poll on Federal voting intention was conducted via face-to-face and SMS interviewing over the last two weekends July 4/5 & 11/12, 2015 with an Australia-wide cross-section of 3,110 Australian electors aged 18+, of all electors surveyed 3% (up 1%) did not name a party.*

## 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>						
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
May 23/24 & 30/31, 2015	41 (3)	37	13	1	1.5	6.5
June 6/7 & 13/14, 2015	37.5 (2.5)	37.5	13.5	1.5	1	9
June 20/21 & 27/28, 2015	39 (2)	36	14	1.5	1	8.5
July 4/5 & 11/12, 2015	41.5 (2.5)	34.5	13.5	1	1.5	8

**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 (%)

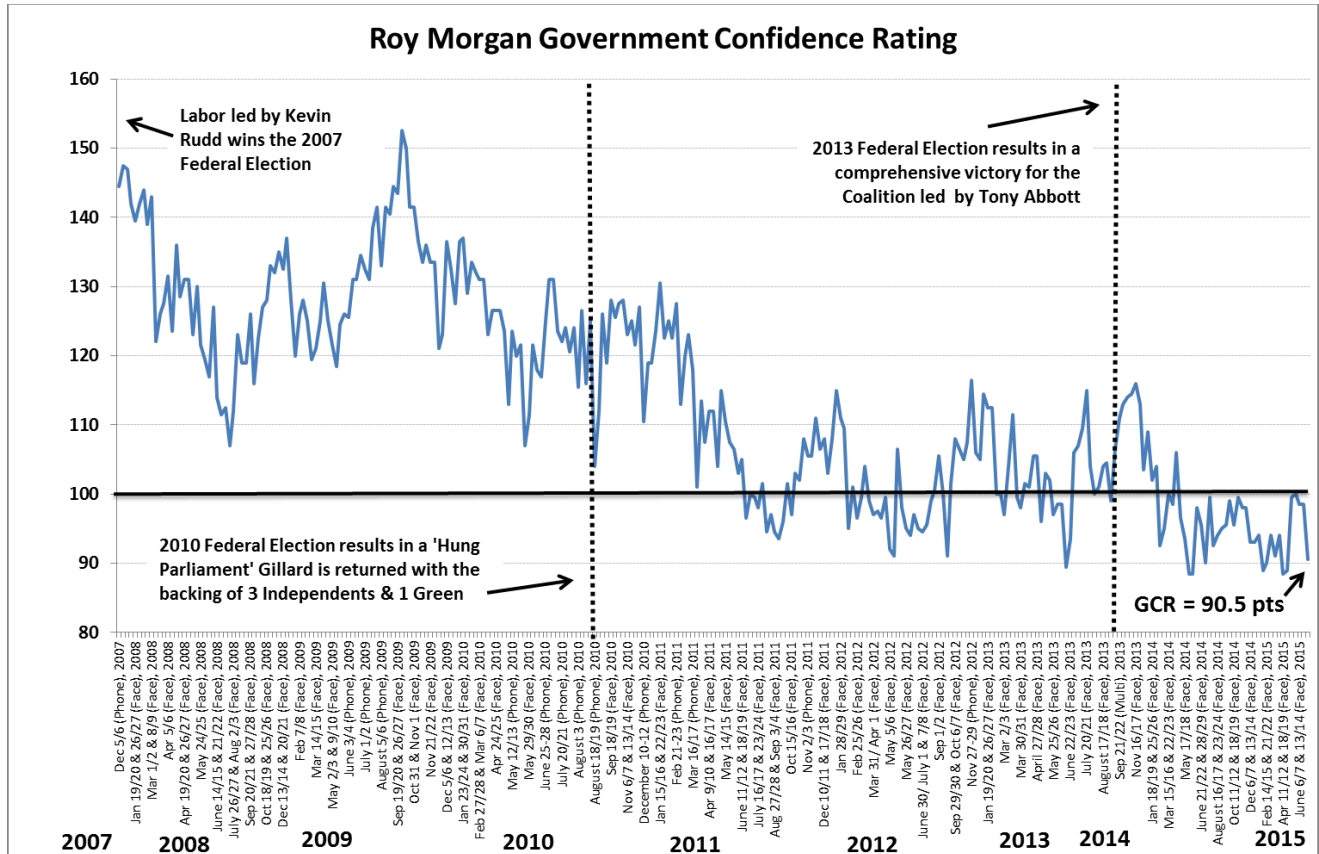
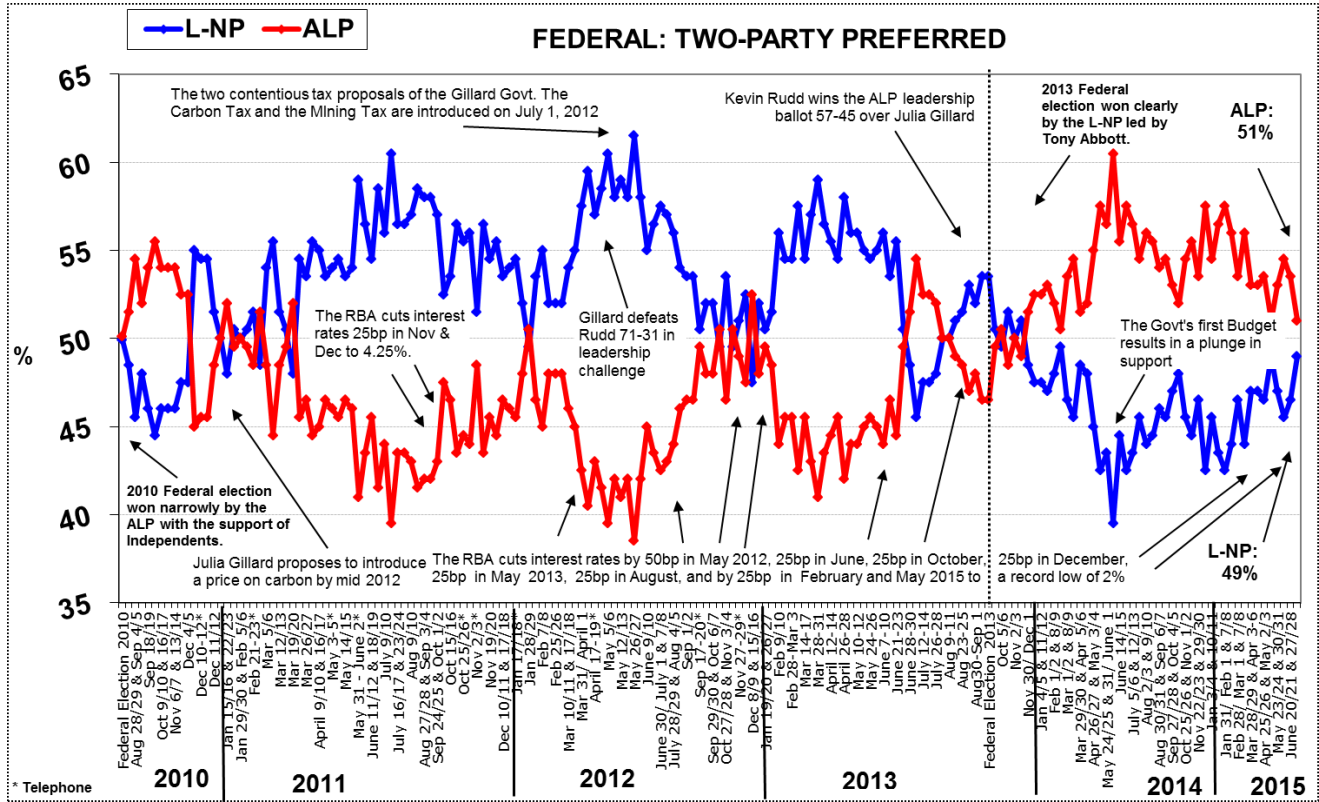
### Two-Party Preferred Vote (%)

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>
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
May 23/24 & 30/31, 2015	47	53	48	52
June 6/7 & 13/14, 2015	45.5	54.5	45.5	54.5
June 20/21 & 27/28, 2015	46.5	53.5	47	53
July 4/5 & 11/12, 2015	49	51	49	51

<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)						
	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	Dec 6/7 & 13/14
	Face	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%
Right direction	38	40	39	39.5	40.5	40.5	38
Wrong direction	42.5	41	43.5	40	42.5	42.5	45
<b>Roy Morgan GCR*</b>	<b>95.5</b>	<b>99</b>	<b>95.5</b>	<b>99.5</b>	<b>98</b>	<b>98</b>	<b>93</b>
Can't say	19.5	19	17.5	20.5	17	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>

	Interviewing Dates — L-NP Government (Tony Abbott v Bill Shorten)							
	Jan 3/4 & 10/11	Jan 24/25	Jan 31/ Feb 1 & 7/8	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
	Face	Face	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%	%
Right direction	37	37.5	34.5	34.5	37.5	37	38.5	34
Wrong direction	44	43.5	45.5	44.5	43.5	46	44.5	45.5
<b>Roy Morgan GCR*</b>	<b>93</b>	<b>94</b>	<b>89</b>	<b>90</b>	<b>94</b>	<b>91</b>	<b>94</b>	<b>88.5</b>
Can't say	19	19	20	21	19	17	17	20.5
<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)						
	April 25/26 & May 2/3	May 16/17	May 23/24 & 30/31	June 6/7 & 13/14	June 20/21 & 27/28	July 4/5 & 11/12	
	Face	Face	Face	Face	Face	Face	
	%	%	%	%	%	%	
Right direction	34	41.5	41.5	40	40	36	
Wrong direction	45	42	41.5	41.5	41.5	45.5	
<b>Roy Morgan GCR*</b>	<b>89</b>	<b>99.5</b>	<b>100</b>	<b>98.5</b>	<b>98.5</b>	<b>90.5</b>	
Can't say	21	16.5	17	18.5	18.5	18.5	
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</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](#)