

Wednesday, 16 September 2015

L-NP (43%) fell further behind ALP (57%) before Turnbull challenged Abbott for the Prime Ministership on Monday

In mid-September L-NP support fell to 43% (down 2%) cf. ALP 57% (up 2%) on a two-party preferred basis. If a Federal Election had been held last weekend the ALP would have won easily.

Primary support for the ALP was up 1% to 36.5% while L-NP support had decreased to 35% (down 1.5%). Support for the Greens fell slightly to 16% (down 0.5%), Palmer United Party is 1.5% (up 0.5%), Katter's Australian Party 0.5% (down 1%), while Independents/ Others are at 10.5% (up 1.5%).

This week's Morgan Poll on Federal voting intention was conducted last weekend, September 12/13, 2015, with an Australia-wide cross-section of 826 Australian electors.

Roy Morgan Government Confidence Rating

The Roy Morgan Government Confidence Rating fell to an equal record low 86pts this week (down 4pts) with 49% (up 2.5%) of Australians saying Australia is 'heading in the wrong direction' and only 35% (down 1.5%) saying Australia is 'heading in the right direction'.

Analysis by Gender

Analysis by Gender shows a majority of both genders supporting the ALP. Women: ALP 60.5% (up 4%) cf. L-NP 39.5% (down 4%); Men: ALP 53% (down 0.5%) cf. L-NP 47% (up 0.5%).

Analysis by Age group

Analysis by Age group shows the ALP still with its strongest advantage among young family aged Australians (aged 25-34). 18-24yr olds favour the ALP 62.5% cf. L-NP 37.5%; 25-34yr olds most heavily favour the ALP 68% cf. L-NP 32%; 35-49yr olds favour the ALP 58.5% cf. L-NP 41.5% while 50-64yr olds narrowly favour the ALP 53% cf. L-NP 47% and those aged 65+ just favour the L-NP 51% cf. ALP 49%.

Analysis by States

The ALP now has a two-party preferred lead in all Australian States. South Australia: ALP 70% cf. L-NP 30% (this large result for the ALP is caused by Nick Xenophon's new political party (the Nick Xenophon Team (NXT) gaining clearly more support than the L-NP in South Australia), Western Australia: ALP 62.5% cf. L-NP 37.5%, Victoria: ALP 58.5% cf. L-NP 41.5%, Tasmania: ALP 57.5% cf. L-NP 42.5%, New South Wales: ALP 54% cf. L-NP 46% and Queensland: ALP 50.5% cf. LNP 49.5%.

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 (56.5%) cf. L-NP (43.5%) – 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

Gary Morgan says:

"In mid-September L-NP support plunged back to recent lows with the L-NP 43% (down 2%) well behind the ALP 57% (up 2%) on a two-party preferred basis on the weekend before former Liberal Party Leader Malcolm Turnbull successfully challenged his predecessor and took back the Liberal Party Leadership. By challenging former Prime Minister Tony Abbott and becoming Prime Minister yesterday Turnbull became Australia's 29th Prime Minister.

"A special Snap SMS Morgan Poll conducted yesterday after Turnbull was sworn in as Australia's new Prime Minister showed Turnbull already enjoys a great deal of support from Australian electors with 70% preferring Turnbull as 'Better Prime Minister' compared to only 24% that support Opposition Leader Bill Shorten while 6% support neither/ other or can't say.

"Turnbull's ascension to the top job offers the Coalition Government a chance of renewal by replacing under-performing Ministers and promoting new talent into Cabinet and onto the front-bench with around one year to go before Australia is due to face a new Federal Election.

"The 7-Eleven and United Petroleum wages rort (under-award payment by cash and other underhanded deals) offers Prime Minister Turnbull the opportunity to grab the economic initiative which means presenting to Parliament major changes to Australia's industrial relations and employment laws and cutting Government bureaucracy and wasteful Government spending.

"Turnbull's performance will be measured by a drop in true unemployment and under-employment (Roy Morgan August unemployment (9.2% - 1.18 million) and under-employment (7.4% - 944,000) estimates show there are still more than 2.11 million Australians (16.6%) looking for a job or looking for a new job).

"Turnbull needs to immediately require the ABS to publish more details in their unemployment figure – and also their labour under-utilisation figure – on a monthly basis. At present, the ABS only publishes their labour under-utilisation figure on a quarterly basis.

"A clear measure of Turnbull's success as Prime Minister will be shown by several Roy Morgan Confidence indicators. Roy Morgan Government Confidence plunged to an equal record low 86pts this week (down 4pts) before Abbott was deposed and the ANZ-Roy Morgan Consumer Confidence Rating is this week at 105.3 – its lowest for over a year. Most importantly, Roy Morgan Business Confidence plunged 9.7pts in August to a four year low of 102.6.

"Restoring confidence to all parts of the Australian economy as measured by the above four Roy Morgan indicators (Unemployment, Consumer Confidence, Government Confidence & Business Confidence) will provide the first proof that Turnbull is able to improve Australia's economic performance as the economy deals with the end of the mining boom and additional economic concerns from abroad."

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. 6455 – This multi-mode Morgan Poll on Federal voting intention was conducted via face-to-face interviewing last weekend September 12/13, 2015 with an Australia-wide cross-section of 826 Australian electors aged 18+, of all electors surveyed 5% (up 3%) 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						
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
July 18/19 & 25/26, 2015	39 (2.5)	35.5	15	1	1.5	8
August 1/2 & 8/9, 2015	36.5 (3)	37	15.5	1	1.5	8.5
August 15/16 & 22/23, 2015	38.5 (2.5)	36	14	1.5	1.5	8.5
August 29/30 & September 5/6, 2015	36.5 (2)	35.5	16.5	1	1.5	9
September 12/13, 2015	35 (2.5)	36.5	16	1.5	0.5	10.5

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.

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Federal Voting Intention Summary – House of Reps (%)

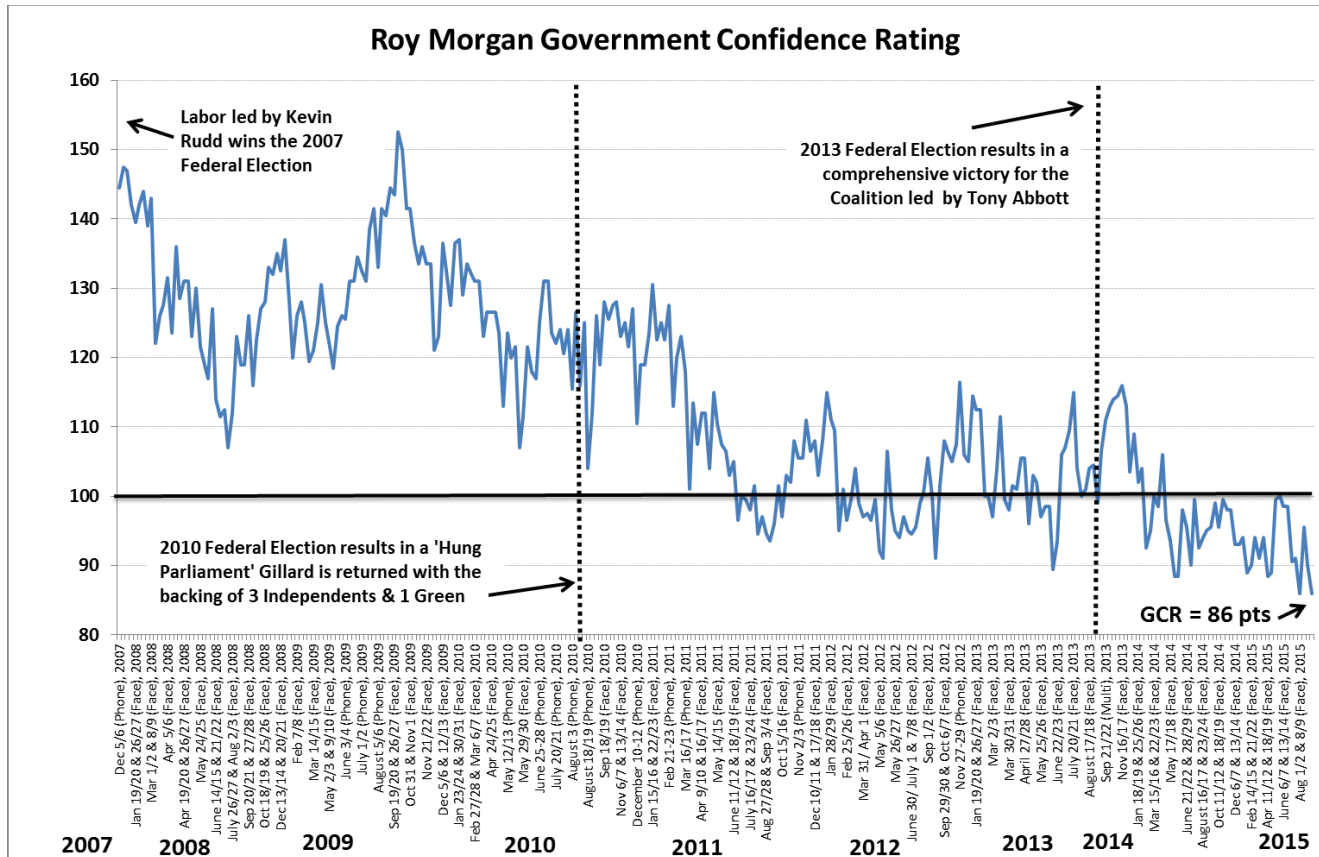
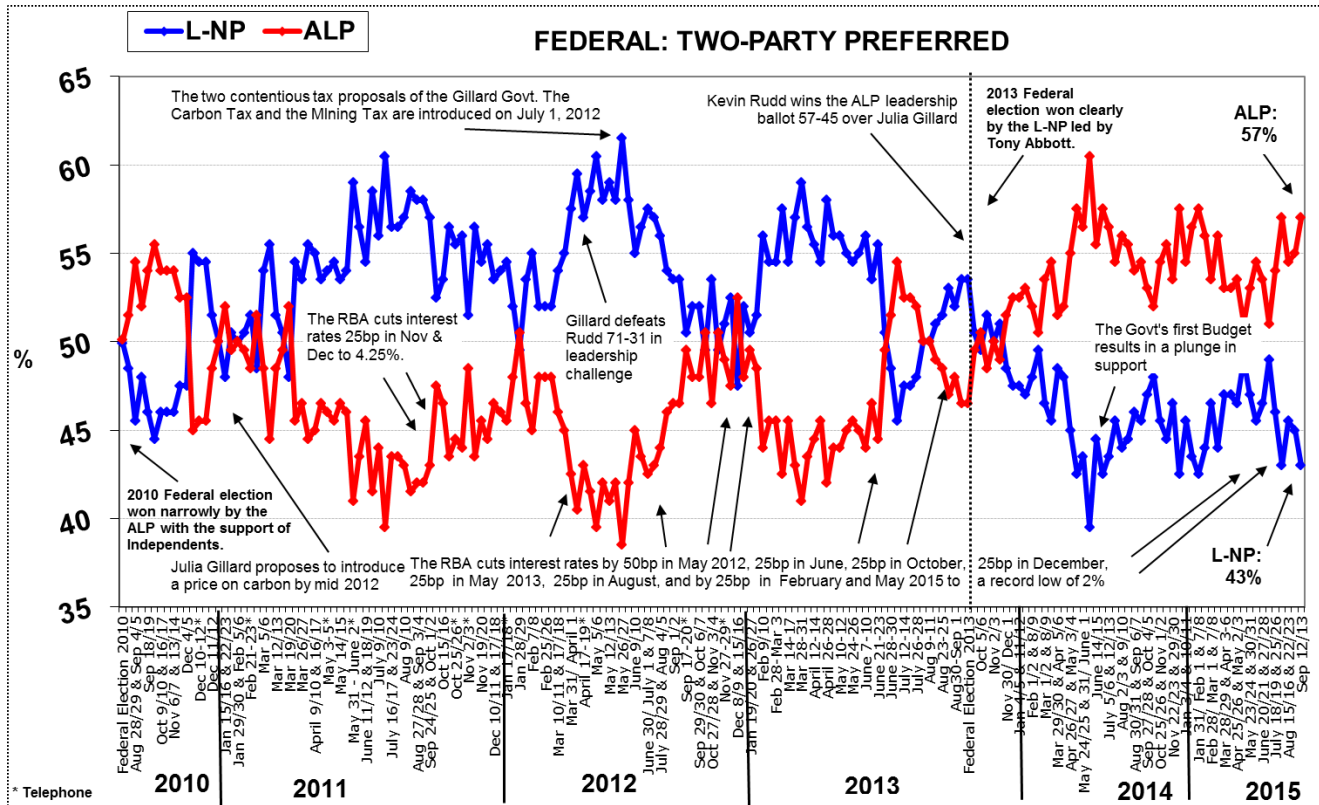
Two-Party Preferred Vote (%)

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
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
July 18/19 & 25/26, 2015	46	54	46.5	53.5
August 1/2 & 8/9, 2015	43	57	45.5	54.5
August 15/16 & 22/23, 2015	45.5	54.5	46.5	53.5
August 29/30 & September 5/6, 2015	45	55	44.5	55.5
September 12/13, 2015	43	57	43.5	56.5

[^] 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.**

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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)						
	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	May 23/24 & 30/31
	Face	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%
Right direction	37.5	37	38.5	34	34	41.5	41.5
Wrong direction	43.5	46	44.5	45.5	45	42	41.5
Roy Morgan GCR*	94	91	94	88.5	89	99.5	100
Can't say	19	17	17	20.5	21	16.5	17
TOTAL	100	100	100	100	100	100	100

	Interviewing Dates — L-NP Government (Tony Abbott v Bill Shorten)							
	June 6/7 & 13/14	June 20/21 & 27/28	July 4/5 & 11/12	July 18/19 & 25/26	Aug 1/2 & 8/9	Aug 15/16 & 22/23	Aug 29/30 & Sep 5/6	Sep 12/13
	Face	Face	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%	%
Right direction	40	40	36	37.5	34.5	40	36.5	35
Wrong direction	41.5	41.5	45.5	46.5	48.5	44.5	46.5	49
Roy Morgan GCR*	98.5	98.5	90.5	91	86	95.5	90	86
Can't say	18.5	18.5	18.5	16	17	15.5	17	16
TOTAL	100	100	100	100	100	100	100	100

	Interviewing Dates — L-NP Government (Malcolm Turnbull v Bill Shorten)						
	Sep 19/20						
	Face						
	%						
Right direction							
Wrong direction							
Roy Morgan GCR*							
Can't say							
TOTAL	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%
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 – 2015)

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](#)