

Monday, 11 January 2016

## **L-NP lead down over ALP – now 56% (down 1.5%) cf. 44% (up 1.5%) although L-NP would still win Federal Election easily**

**In early January L-NP support fell to 56% (down 1.5%) cf. ALP 44% (up 1.5%) on a two-party preferred basis. However, if a Federal Election were held now the L-NP would win easily.**

Primary support for the L-NP was 47% (down 1%) and up 2% for the ALP to 29%. Support for the Greens was down 1.5% to 13%, Katter's Australian Party is 1.5% (unchanged), Palmer United Party is 1% (unchanged) and Independents/ Others are at 8.5% (up 0.5%).

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

**Despite less support for the Government the Roy Morgan Government Confidence Rating was up slightly (1.5pts) this week to 116.5** with 48.5% (unchanged) of Australians saying Australia is 'heading in the right direction' and 32% (down 1.5%) saying Australia is 'heading in the wrong direction'.

*This week's Morgan Poll on Federal voting intention was conducted over the last two weekends, January 2/3 & 9/10, 2016, with an Australia-wide cross-section of 2,839 Australian electors.*

### **Analysis by Gender**

Analysis by Gender shows clear majorities of both genders support the L-NP. Men: L-NP 59% (down 1.5%) cf. ALP 41% (up 1.5%); Women: L-NP 53.5% (down 1.5%) cf. ALP 46.5% (up 1.5%).

### **Analysis by Age group**

Analysis by Age group shows that Turnbull's biggest problem remains convincing younger voters to support the L-NP. The ALP leads with 18-24yr olds (ALP 62% cf. L-NP 38%) and the ALP now leads amongst 25-34yr olds (ALP 52.5% cf. L-NP 47.5%). However, the L-NP leads comfortably with all older age groups: 35-49yr olds (L-NP 57.5% cf. ALP 42.5%); 50-64yr olds (L-NP 58.5% cf. ALP 41.5%) and easily amongst those aged 65+ (L-NP 66% cf. ALP 34%).

### **Analysis by States**

The L-NP holds its two-party preferred lead in all Australian States. Western Australia: L-NP 62.5% cf. ALP 37.5%, Queensland: LNP 60% cf. ALP 40%, Tasmania: L-NP 56.5% cf. ALP 43.5%, New South Wales: L-NP 55.5% cf. ALP 44.5%, South Australia: L-NP 55% cf. ALP 45% and Victoria: L-NP 52.5% cf. ALP 47.5%.

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 Newspoll) shows the L-NP (55.5%) cf. ALP (44.5%) – this is largely because Greens voters are now preferring Turnbull's L-NP at a greater rate than at the last election – for trends see the [Morgan Poll historic data table](#).**

### **For further information:**

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**Gary Morgan, Executive Chairman Roy Morgan Research says:**

*"The first Morgan Poll for 2016 shows the L-NP 56% well ahead of the ALP 44% on a two-party preferred basis as Australia heads towards this year's Federal Election. This week's Morgan Poll is the first conducted since Turnbull Government Minister for Cities Jamie Briggs resigned and Special Minister of State Mal Brough stepped aside in the last week of 2015.*

*"However, despite the small fall in support for the Turnbull Government, the L-NP retains the significant two-party preferred lead it has held since Turnbull became Prime Minister in mid-September 2015. In addition, Roy Morgan Government Confidence has increased to 116.5 (up 1.5pts) to start the New Year as now only 32% (down 1.5%) of Australians say 'Australia is heading in the wrong direction'.*

*"Although today's Morgan Poll shows the L-NP Government continues to enjoy widespread support, the sharp falls on the Australian share-market last week show the Australian economy faces a tough year as the Chinese economy slows and the Australian mining industry is heavily impacted by the falling commodities prices across the board.*

*"Apart from overseas concerns the main issue for the Turnbull Government as it faces re-election this year is to outline a credible plan to tackle Australia's high real unemployment – now at 9.7% (1.256 million) – and under-employment – 11.0% (1.434 million) in December. This means a record high 2.69 million Australians (20.7%) are either unemployed or under-employed (working part-time and looking for more hours or a full-time job)."*

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. 6629 – This multi-mode Morgan Poll on Federal voting intention was conducted via face-to-face and SMS interviewing over the last two weekends January 2/3 & 9/10, 2016 with an Australia-wide cross-section of 2,839 Australian electors aged 18+, of all electors surveyed 2.5% (up 0.5%) 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>						
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
<b>September 14-15, 2015 – Malcolm Turnbull challenges and deposes Tony Abbott as Prime Minister</b>						
September 19/20, 2015	46 (2.5)	29.5	13	1.5	1.5	8.5
September 26/27 & October 1-5, 2015	47 (3)	27.5	14	1.5	1.5	8.5
October 10/11 & 17/18, 2015	46.5 (3)	27.5	15.5	0.5	1.5	8.5
October 24/25, 31 & November 1, 2015	47 (3)	28.5	14.5	1	1	8
November 7/8 & 14/15, 2015	46 (2.5)	28	14.5	1	2	8.5
November 21/22 & 28/29, 2015	46.5 (2.5)	28.5	14	1	1	9
December 5/6 & 12/13, 2015	48 (3)	27	14.5	1	1.5	8
January 2/3 & 9/10, 2016	47 (3)	29	13	1	1.5	8.5

**Note:** <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.

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

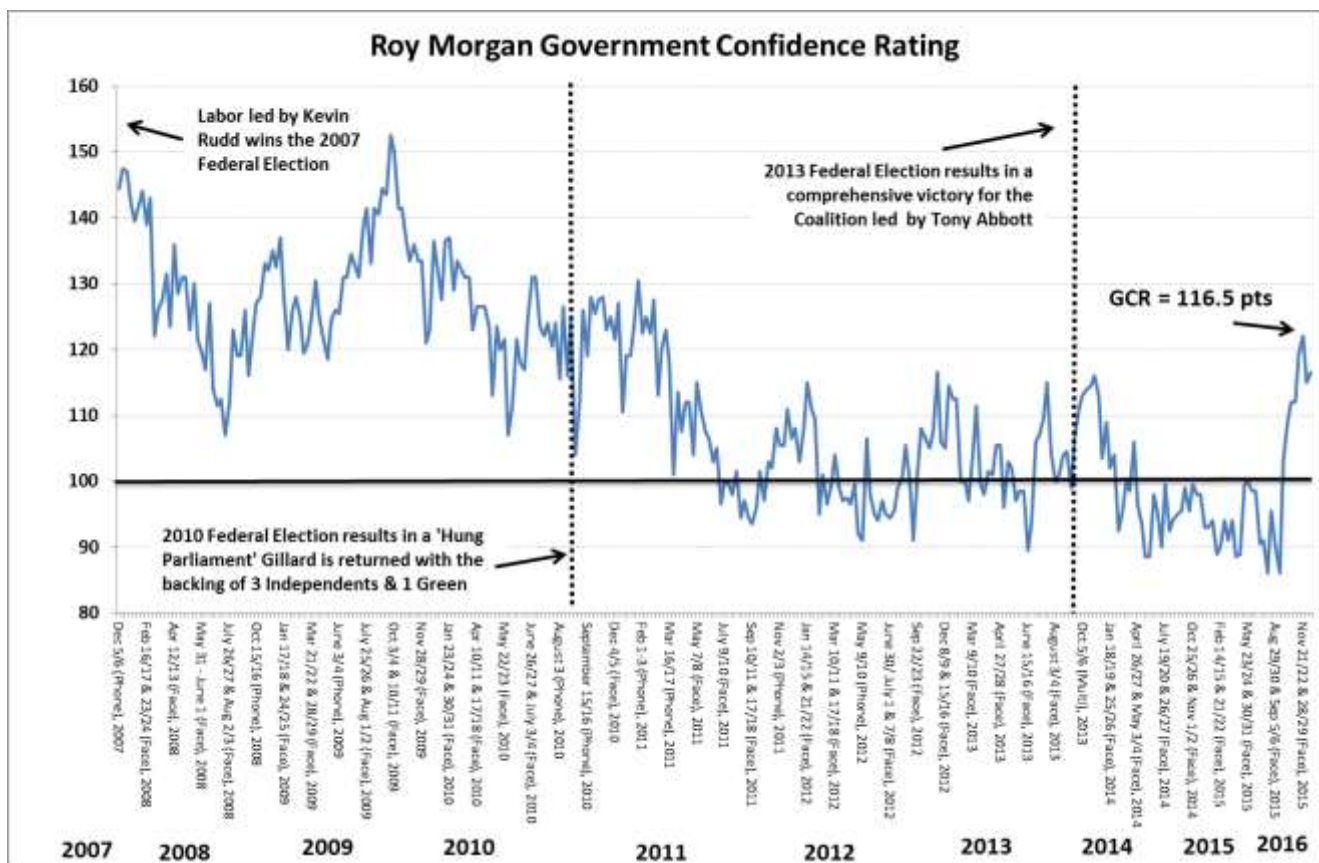
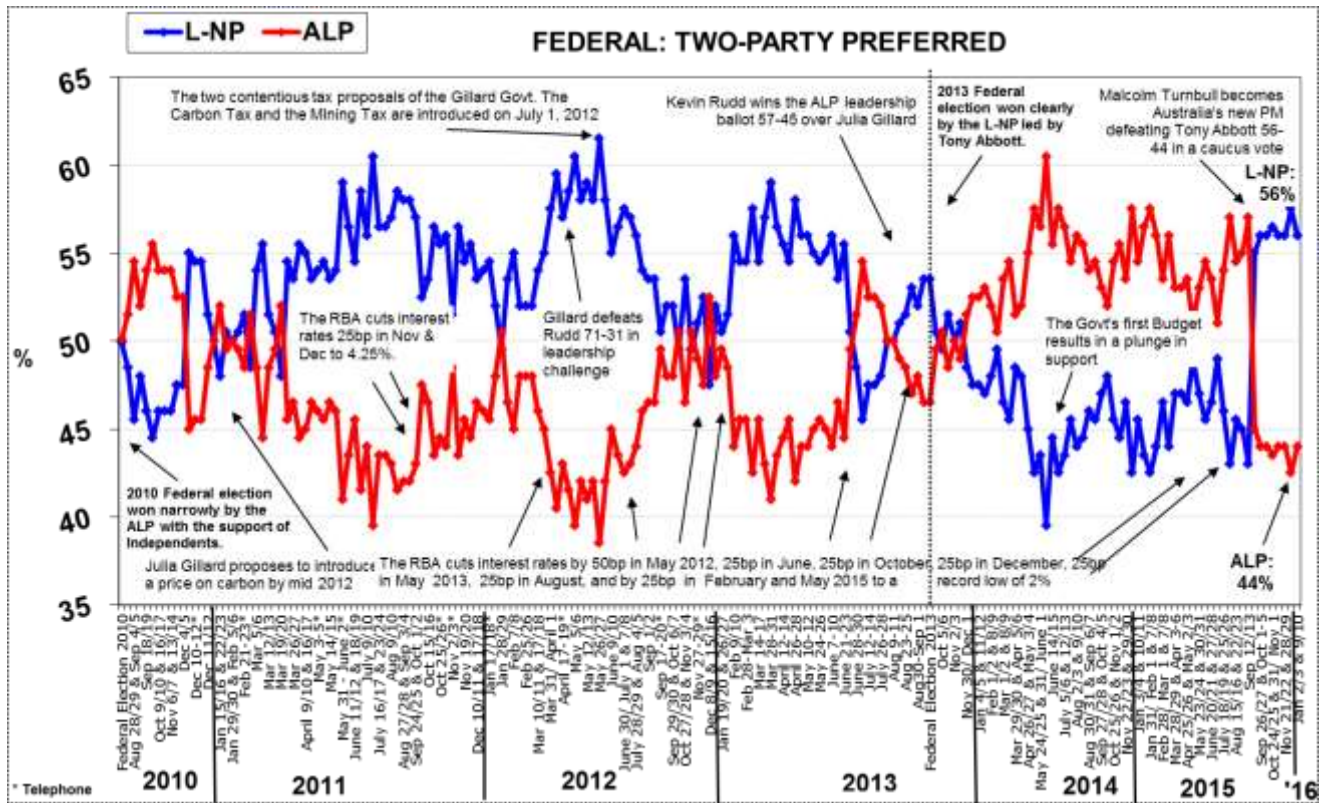
### Two-Party Preferred Vote (%)

RECENT FEDERAL ELECTION RESULTS	L-NP	ALP
	%	%
Election, March 2, 1996	53.6	46.4
Election, October 3 <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>
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
<b>September 14-15, 2015 – Malcolm Turnbull challenges and deposes Tony Abbott as Prime Minister</b>				
September 19/20, 2015	55	45	53.5	46.5
September 26/27 & October 1-5, 2015	56	44	55	45
October 10/11 & 17/18, 2015	56	44	55	45
October 24/25, 31 & November 1, 2015	56.5	43.5	55	45
November 7/8 & 14/15, 2015	56	44	55	45
November 21/22 & 28/29, 2015	56	44	55	45
December 5/6 & 12/13, 2015	57.5	42.5	56	44
January 2/3 & 9/10, 2016	56	44	55.5	44.5

<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)							
	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
<b>Roy Morgan GCR*</b>	<b>98.5</b>	<b>98.5</b>	<b>90.5</b>	<b>91</b>	<b>86</b>	<b>95.5</b>	<b>90</b>	<b>86</b>
Can't say	18.5	18.5	18.5	16	17	15.5	17	16
<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 (Malcolm Turnbull v Bill Shorten)						
	Sep 19/20	Sep 26/27 & Oct 3/4	Oct 10/11 & 17/18	Oct 24/25, 31 & Nov 1	Nov 7/8 & 14/15	Nov 21/22 & 28/29	Dec 5/6 & 12/13
	Face	Face	Face	Face	Face	Face	Face
	%	%	%	%	%	%	%
Right direction	42.5	45.5	47	48	50.5	51.5	48.5
Wrong direction	39.5	36.5	35	36	31	29.5	33.5
<b>Roy Morgan GCR*</b>	<b>103</b>	<b>109</b>	<b>112</b>	<b>112</b>	<b>119.5</b>	<b>122</b>	<b>115</b>
Can't say	18	18	18	16	18.5	19	18
<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 (Malcolm Turnbull v Bill Shorten)							
	Jan 2/3 & 9/10							
	Face							
	%							
Right direction	48.5							
Wrong direction	32							
<b>Roy Morgan GCR*</b>	<b>116.5</b>							
Can't say	19.5							
<b>TOTAL</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%
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](#)