

Tuesday, 9 February 2016

ALP narrows gap following GST discussions – ALP up 2.5% to 47.5% cf. L-NP down 2.5% to 52.5%

In early February L-NP support fell 2.5% to 52.5% cf. ALP up 2.5% to 47.5% on a two-party preferred basis. If a Federal Election were held now the L-NP would still win.

Primary support for the L-NP is 43.5% (unchanged) with ALP at 29% (up 1%). Support for the Greens is up 1% to 16%, Nick Xenophon Team 1% (down 1%; 15% in South Australia), Katter's Australian Party is 0.5% (down 1.5%), Palmer United Party is 0.5% (unchanged) and Independents/ Others are at 9.5% (up 0.5%).

Roy Morgan Government Confidence Rating

The Roy Morgan Government Confidence Rating was virtually unchanged this week - down 0.5pts to 112.5 with 47.5% (down 0.5%) of Australians saying Australia is 'heading in the right direction' and 35% (unchanged) 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 30/31 & February 6/7, 2016, with an Australia-wide cross-section of 3,072 Australian electors.

Analysis by Gender

Analysis by Gender shows men favouring the L-NP while women are now evenly divided. Men: L-NP 55% (down 4.5%) cf. ALP 45% (up 4.5%); Women: L-NP 50% (unchanged) cf. ALP 50% (unchanged).

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 electors under 35 – 18-24yr olds (ALP 56.5% cf. L-NP 43.5%) and also leads amongst 25-34yr olds (ALP 58% cf. L-NP 42%). However, the L-NP leads with all older age groups: 35-49yr olds (L-NP 51.5% cf. ALP 48.5%); 50-64yr olds (L-NP 55.5% cf. ALP 44.5%) and easily amongst those aged 65+ (L-NP 61% cf. ALP 39%).

Analysis by States

The L-NP and ALP now each have two-party preferred lead in three Australian States. The L-NP leads in Western Australia: L-NP 57.5% cf. ALP 42.5%, Queensland: LNP 56.5% cf. ALP 43.5% and New South Wales: L-NP 54% cf. ALP 46% while the ALP leads in Victoria: ALP 52% cf. L-NP 48%, South Australia: ALP 53% cf. L-NP 47% and Tasmania: ALP 55.5% cf. L-NP 44.5%.

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 or NXT 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 Newspan) shows the L-NP (52.5%) cf. ALP (47.5%) – 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](#).

Gary Morgan, Executive Chairman Roy Morgan Research says:

"The Coalition Government's lead has been cut to its smallest since Malcolm Turnbull became Prime Minister just under five months ago – L-NP 52.5% (down 2.5% since late January) cf. ALP 47.5% on a two-party preferred basis. The drop in support for the L-NP follows considerable discussion in the past week about changes to Australia's taxation system – including an increase of the GST to 15%.

“In recent weeks Prime Minister Malcolm Turnbull and Treasurer Scott Morrison have spent a substantial amount of time debating the merits of an increase to the GST through various media outlets; however, in recent days Turnbull has appeared to abandon any thought of an increase to the tax introduced by his predecessor Liberal Prime Minister John Howard.

*“The idea of increasing the GST has not impressed some Coalition backbenchers who would face a tough sell in convincing the electorate that increasing the taxation burden on goods and services – whilst lowering tax in other areas – is the right idea to get the Australian economy moving again following the end of the mining boom. **These Coalition backbenchers are right.***

“Arguing about what sort of taxation reforms the Government should undertake such as increasing the GST is pointless as it completely ignores the booming ‘cash economy’ which is especially concentrated in personal services, building and construction, retail and hospitality.

“In addition, instead of arguing about whether to increase the taxation burden on all Australians, the Turnbull Government should be promoting a significant restructuring of Australia’s costly and restrictive industrial relations laws. The ‘red tape’ that surrounds working conditions in Australia – including high weekend and public holiday penalty rates – discourages businesses from employing more people and contributing to a growing and more productive Australian economy.

“Only comprehensive industrial relations reform will allow the economy to resume strong growth and provide employment for the many Australians that are unemployed (10.3%, 1.346 million) or under-employed (9.4%, 1.229 million) – as shown by the latest [Roy Morgan January true unemployment estimates](#).

“The total of 2.575 million Australians (19.7%) either unemployed or under-employed – those who are looking for more work or a full-time job – should be an embarrassment for Malcolm Turnbull heading towards this year’s Federal Election – which is likely to be held in August.”

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. 6665 – This multi-mode Morgan Poll on Federal voting intention was conducted via face-to-face and SMS interviewing over the last two weekends January 30/31 & February 6/7, 2016 with an Australia-wide cross-section of 3,072 Australian electors aged 18+, of all electors surveyed 2.5% (up 0.5%) 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
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						
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
September 14-15, 2015 – Malcolm Turnbull challenges and deposes Tony Abbott as Prime Minister						
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
January 16/17 & 23/24, 2016	43.5 (3)	28	15	0.5	2	11
January 30/31 & February 6/7, 2016	43.5 (2.5)	29	16	0.5	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 (%)

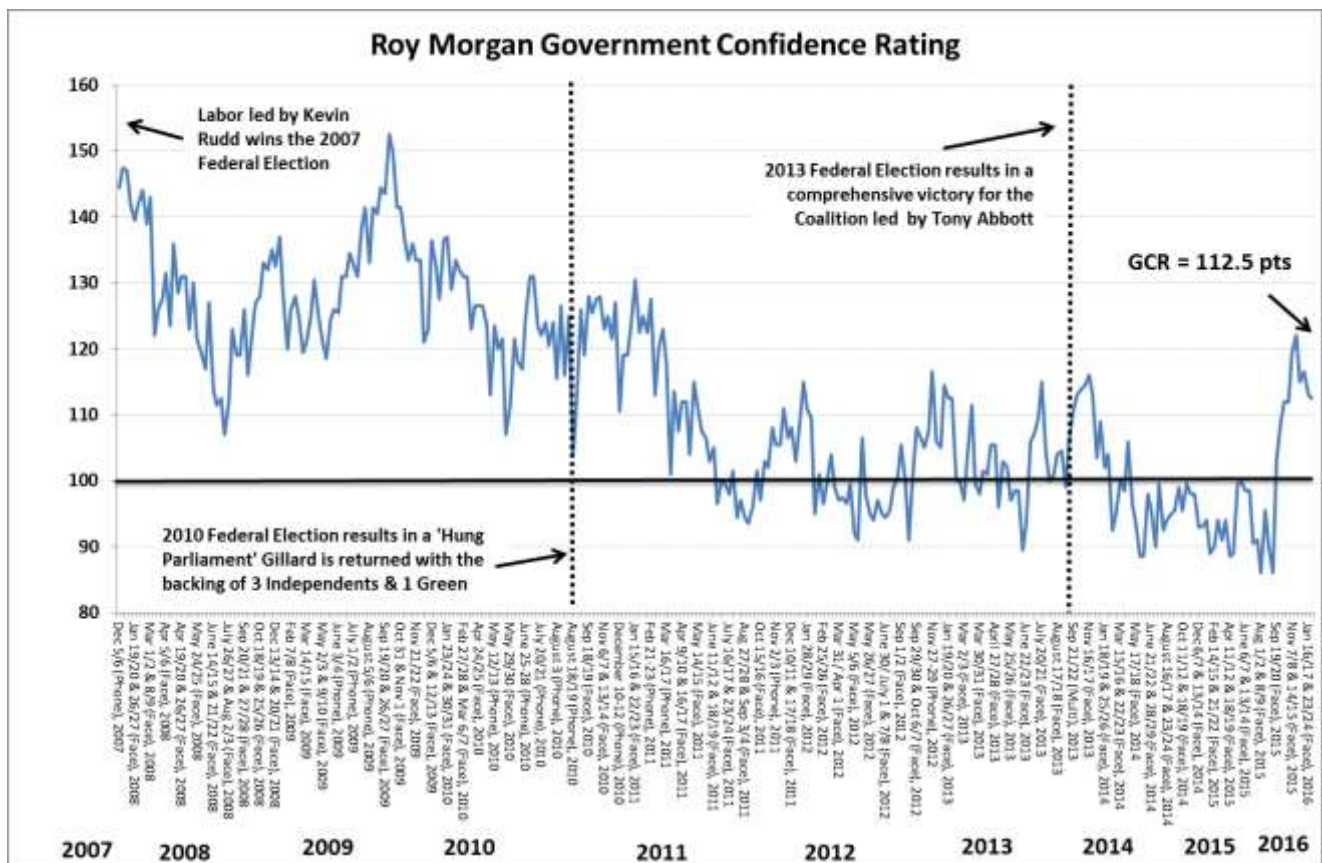
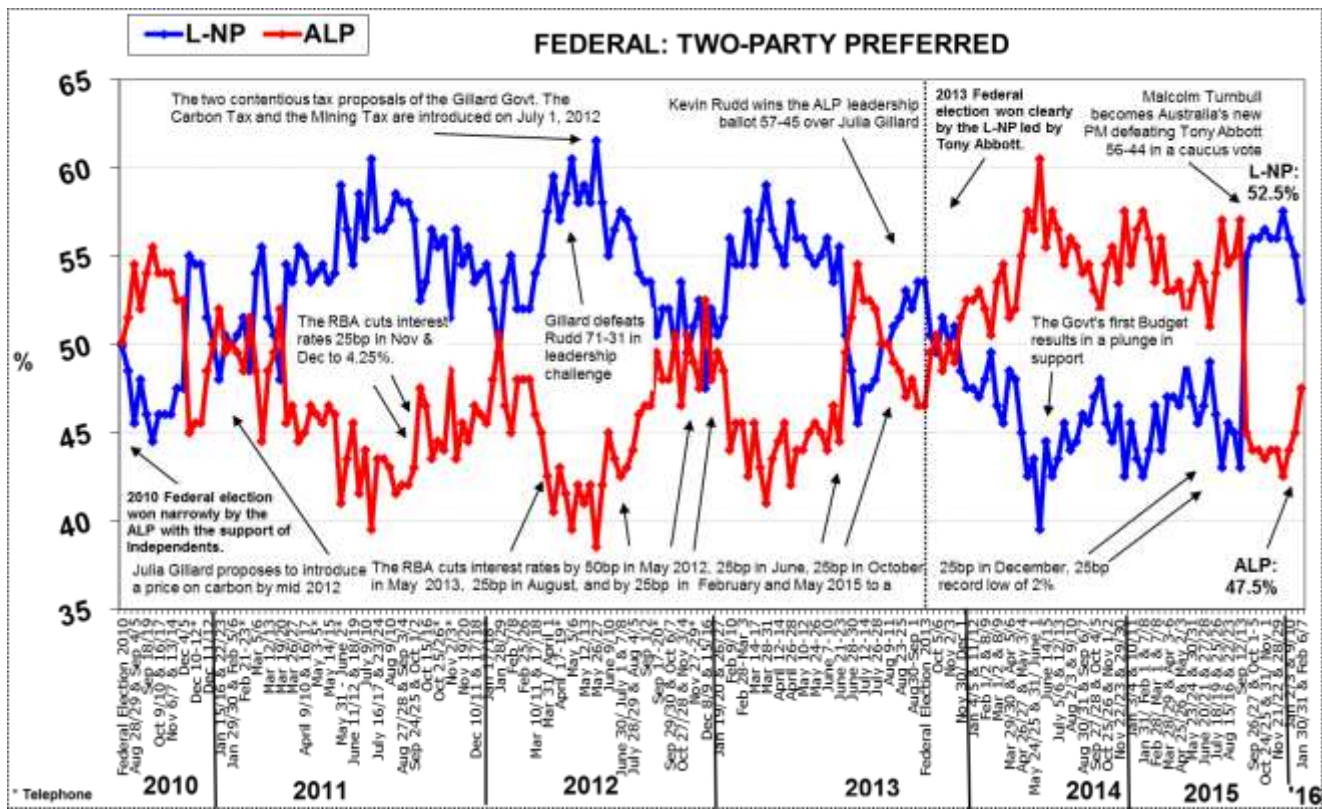
Two-Party Preferred Vote (%)

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
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
September 14-15, 2015 – Malcolm Turnbull challenges and deposes Tony Abbott as Prime Minister				
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
January 9/10 & 16/17, 2016	55	45	54	46
January 30/31 & February	52.5	47.5	52.5	47.5

[^] 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)							
	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	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	
Roy Morgan GCR*	103	109	112	112	119.5	122	115	
Can't say	18	18	18	16	18.5	19	18	
TOTAL	100	100	100	100	100	100	100	

	Interviewing Dates — L-NP Government (Malcolm Turnbull v Bill Shorten)							
	Jan 2/3 & 9/10	Jan 16/17 & 23/24	Jan 30/31 & Feb 6/7					
	Face	Face	Face					
	%	%	%					
Right direction	48.5	48	47.5					
Wrong direction	32	35	35					
Roy Morgan GCR*	116.5	113	112.5					
Can't say	19.5	17	17.5					
TOTAL	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%
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](#)