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**FOR IMMEDIATE RELEASE**

# 'Honest Government' and 'Managing the Economy' the biggest issues in Higgins, Indi, Mayo & Menzies

**'Honest Government' and 'Managing the Economy' are regarded as the key issues for electors in the four key seats of Higgins, Indi, Mayo and Menzies two weeks before Australians vote in this year's Federal Election, according to a special Roy Morgan 'issues' survey. In total, a cross-section of 308 electors were surveyed across these four seats over the last weekend.**

The electorate's ranking of issues today are very different than found by a Roy Morgan 'issues' survey  conducted over the past 30 months since the last Federal Election in September 2013. Over the period before the Federal Election was called the main issues in the electorates were Keeping day-to-day living costs down (31%), Improving health services and hospitals (27%), Managing the economy (23%) and Improving education (20%). Electors were shown a list of issues and asked: *"Which three issues are most important to you"*.

This week's Snap SMS Roy Morgan 'issues' survey asked respondents: *"Which of the following issues is most important to you?"* Of the six issues surveyed most frequently mentioned was Honest government (30%) followed by Managing the economy (24%) and Reducing living costs (17%) ahead of Improving health services (13%), Improving education (12%) and Reducing crime (4%).

**Four Electorates: Higgins (VIC), Indi (VIC), Mayo (SA) & Menzies (VIC)**

| Roy Morgan Face-to-Face 'issues' survey (Since Sep 2013 – 2,725 electors) | Snap SMS Roy Morgan 'issues' survey (June 2016 – 308 electors) |
|---|---|
| Keeping day-to-day living costs down (31%) | Honest government (30%) |
| Improving health services and hospitals (27%) | Managing economy (24%) |
| Managing the economy (23%) | Reducing living costs (17%) |
| Improving education (20%) | Improving health services (13%) |
| Open and honest government (19%) | Improving education (12%) |
| Reducing crime and maintaining law and order (10%) | Reducing crime (4%) |

**Higgins – Green Jason Ball in close contest with incumbent Liberal Kelly O'Dwyer**

In Higgins support is split evenly between incumbent Liberal Kelly O'Dwyer and Greens candidate Jason Ball with the remaining third of the vote split between ALP candidate Carl Katter and minor parties.

Liberal supporters in Higgins nominated 'Managing economy' as the most important issue ahead of 'Honest Government' while Greens supporters nominated 'Honest Government' as the most important issue ahead of 'Improving education'. ALP supporters nominated 'Improving health services' ahead of 'Honest Government' as the most important issues.

Compared to the Roy Morgan 'issues' survey conducted in Higgins since the last Federal Election, 'Honest Government' (27%) is now the key issue in Higgins.

| Roy Morgan Face-to-Face survey (Since Sep 2013) | Snap SMS Roy Morgan survey (June 2016) |
|---|---|
| Improving education (32%) | Honest Government (27%) |
| Managing the economy (31%) | Managing economy (23%) |
| Improving health services and hospitals (31%) | Improving education (20%) |
| Open and honest government (24%) | Reducing living costs (15%) |
| Keeping day-to-day living costs down (22%) | Improving health services (10%) |
| Reducing crime and maintaining law and order (4%) | Reducing crime (4%) |

**Indi – Independent Cathy McGowan in strong position to retain seat**

In Indi support for Independent Cathy McGowan has solidified in recent weeks and McGowan looks set to be returned as the split vote between Liberal Sophie Mirabella and National Marty Corboy gives McGowan a significant lead on primary votes. Preferences to McGowan from ALP candidate Eric Kerr, Greens candidate Jenny O'Connor and other candidates puts McGowan in a good position to be re-elected.

Supporters of McGowan nominated 'Improving health services' as the most important issue in Indi followed by 'Honest Government' whereas Liberal (and National) supporters nominated 'Managing economy' and 'Honest Government' as the most important issues.

Compared to the Roy Morgan Research 'issues' survey since the last Federal Election in Indi, 'Honest Government' (32%) has increased substantially while 'Reducing living costs' (20%) has decreased as a key issue in Indi.

| Roy Morgan Face-to-Face survey (Since Sep 2013) | Snap SMS Roy Morgan survey (June 2016) |
|---|---|
| Keeping day-to-day living costs down (39%) | Honest Government (32%) |
| Improving health services (22%) | Managing economy (21%) |
| Open and honest government (16%) | Reducing living costs (20%) |
| Improving education (15%) | Improving health services (12%) |
| Managing the economy (14%) | Improving education (9%) |
| Reducing crime and maintaining law and order (12%) | Reducing crime (5%) |

**Mayo – NXT candidate Rebekha Sharkie in strong position**

In Mayo support for Nick Xenophon Team (NXT) candidate Rebekha Sharkie is surging in recent weeks and Sharkie is well positioned to win NXT's first Lower House seat at next week's Federal Election – as also suggested last week in a separate Roy Morgan release – 'Nick Xenophon Team looks likely to nick L-NP seats of Mayo & Grey'.

Two weeks before the Federal Election Sharkie leads Liberal incumbent Jamie Briggs with other candidates including ALP candidate Glen Dallimore and Greens candidate Nathan Daniell trailing well behind the insurgent.

Supporters of Sharkie clearly nominated 'Honest Government' as the most important issue in Mayo followed by 'Improving health services' and 'Reducing living costs' while supporters of Briggs nominated 'Managing economy' followed by 'Reducing living costs' as the most important issue.

Compared to the Roy Morgan 'issues' survey conducted since the last Federal Election in Mayo, 'Honest Government' (29%) is now the clear leader as the most important issue while 'Managing economy' (24%) and 'Reducing living costs' (22%) are next.

| Roy Morgan Face-to-Face survey (Since Sep 2013) | Snap SMS Roy Morgan survey (June 2016) |
|---|---|
| Keeping day-to-day living costs down (32%) | Honest Government (29%) |
| Improving health services and hospitals (27%) | Managing economy (24%) |
| Open and honest government (24%) | Reducing living costs (22%) |
| Managing the economy (24%) | Improving health services (13%) |
| Improving education (14%) | Improving education (9%) |
| Reducing crime and maintaining law and order (9%) | Reducing crime (1%) |

**Menzies – Preferences to decide if Liberal Kevin Andrews holds seat**

In Menzies support is fairly evenly split between incumbent Liberal Kevin Andrews, high-profile Independent candidate Stephen Mayne and ALP candidate Adam Rundell – no candidate in the seat appears to have significant support in this special Snap SMS Roy Morgan survey.

Supporters of both Andrews and Mayne nominated 'Managing economy' as the most important issue ahead of 'Honest Government' in Menzies, whereas ALP supporters nominated 'Improving education' as the most important issue, as did supporters of Greens candidate Richard Cranston.

Compared to the Roy Morgan 'issues' survey conducted since the last Federal Election in Mayo, 'Honest Government' (30%) has increased substantially to be the most important issue in Menzies ahead of 'Managing economy' (27%) and 'Improving health services' (17%) – which have both been regarded as important issues in the electorate since the last Federal Election.

| Roy Morgan Face-to-Face survey (Since Sep 2013) | Snap SMS Roy Morgan survey (June 2016) |
|---|---|
| Keeping day-to-day living costs down (28%) | Honest Government (30%) |
| Improving health services and hospitals (28%) | Managing economy (27%) |
| Managing the economy (22%) | Improving health services (17%) |
| Improving education (20%) | Improving education (11%) |
| Reducing crime and maintaining law and order (16%) | Reducing living costs (10%) |
| Open and honest government (13%) | Reducing crime (5%) |

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

*"Today's special Snap SMS Roy Morgan 'issues' survey shows 'Honest Government' and 'Managing the economy' are clearly the two most important issues across the four electorates of Higgins, Indi, Mayo and Menzies - all of which will be closely watched next week on election night.*

*"Cathy McGowan – the Independent member for Indi in country Victoria looks set to be returned in a multi-faceted contest against the Liberals, Nationals, ALP, Greens and Others; whilst Nick Xenophon Team (NXT) candidate Rebekah Sharkie is in a good position to win NXT's first Lower House seat in Mayo, currently held by former Liberal Minister Jamie Briggs.*

*"There is a tight contest in the outer metropolitan Melbourne electorate of Menzies – the only electorate in suburban Melbourne not serviced by a train line – between Liberal MP Kevin Andrews and high profile independent Melbourne City Councillor Stephen Mayne; while the contest is 'too close to call' in the leafy Eastern suburbs of Melbourne electorate of Higgins between Liberal incumbent Kelly O'Dwyer and Greens challenger Jason Ball."*

Today's special Snap SMS Roy Morgan 'issues' survey was conducted last weekend with 308 electors across the four seats of Higgins (Victoria), Indi (Victoria), Mayo (South Australia) and Menzies (Victoria).

Electors were asked: *"Which candidate are you voting for at the Federal Election?"* and provided with a named list of local candidates in each electorate. Electors were also asked *"Which of the following issues is most important to you?"* and prompted with a list of six issues: Reducing crime, Improving education, Honest Government, Improving health services, Reducing living costs and Managing economy.

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# Morgan Poll Accuracy — Recent Elections State & Federal (2006 – 2013)

**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**

## 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 |