

Tuesday, 28 August 2018

Liberal leadership fight boosts ALP support, but ANZ-Roy Morgan Consumer Confidence also up after Liberal leadership resolved

The latest Morgan Poll shows Federal support for the L-NP down 3.5% to 46% following a week of leadership upheaval for the Federal Liberal Party boosting ALP support by 3.5% to 54% on a two-party preferred basis according to interviewing conducted on the weekend of August 25/26, 2018 with 821 electors.

The two Morgan Polls taken over the past week show the former Malcolm Turnbull-led L-NP Government was within striking distance of the ALP on the weekend before Turnbull was ousted as Prime Minister and Liberal Party leader. The L-NP was on 49.5% cf. 50.5% ALP on a two-party preferred basis on the weekend of August 18/19, 2018 according to interviewing conducted with 886 electors.

Although leadership tensions in a party usually undermine support for that party and undermine confidence, last week's leadership upheaval hasn't negatively impacted on broader Consumer Confidence – this week's [ANZ-Roy Morgan Consumer Confidence increased 2.4pts to 116.5](#).

Interviewing for Consumer Confidence was taken entirely after the resolution of the Liberal leadership contest on Friday afternoon and Scott Morrison was sworn in as Australia's 30th Prime Minister at 6pm on Friday evening.

The latest ANZ-Roy Morgan Consumer Confidence results are available to view in [full here](#).

The Federal Liberal partyroom voted for Morrison as the new leader despite several snap SMS Morgan Polls conducted last week showing former Deputy Liberal Leader Julie Bishop fared best when compared to Opposition Leader Bill Shorten in head-to-head contest.

Better PM: Federal Liberal Leadership Contenders cf. Opposition Leader Bill Shorten

Julie Bishop 64% cf. Bill Shorten 36%;

Malcolm Turnbull 54% cf. Bill Shorten 46%;

Bill Shorten 50.5% cf. Scott Morrison 49.5%;

Bill Shorten 62% cf. Peter Dutton 38%.

All 'can't say' and 'don't know' responses have been removed from these results to make them directly comparable. For further details of the Better Prime Minister leadership results [see here](#).

On the weekend of August 25/26, 2018 primary support for the L-NP dropped 2.5% to 36.5% while primary support for the ALP increased 1.5% to 36% and support for the Greens increased 1% to 13%.

Support for One Nation increased 0.5% to 2.5% while support for the Centre Alliance was down 0.5% to 0.5%. Support for Independent/Others was unchanged at 11.5%. Of all electors surveyed 6% were undecided, up 1% on a week ago.

Roy Morgan Government Confidence Rating drops following leadership ructions

Roy Morgan Government Confidence Rating plunged 11pts to 84 this week with only 33.5% (down 6.5%) of Australians saying Australia is 'heading in the right direction' and 49.5% (up 4.5%) saying Australia is 'heading in the wrong direction'.

Michele Levine, CEO, Roy Morgan says:

"The Liberal Party's leadership battle last week has cost the L-NP Government significant support in the electorate with the ALP now a clear leader on a two-party preferred basis. The ALP increased two-party support by 3.5% to 54% over the course of the week and now has a clear election winning lead over the L-NP on 46%.

“Amazingly, the L-NP started the week only just behind on a two-party preferred basis with the L-NP on 49.5% cf. 50.5% ALP. Former Prime Minister Malcolm Turnbull even suggested in his final press conference as Prime Minister that Liberal Party internal polling had the Government ahead of the Opposition.

“In addition to being competitive on a two-party preferred basis the Morgan Poll showed that Turnbull remained a clear preferred Prime Minister even in the midst of leadership challenges.

“On Wednesday last week, after Turnbull had survived a leadership challenge and looked set to face a new one, Turnbull was preferred to Shorten as ‘Better PM’: Turnbull 54% cf. Shorten 46%. This compared favourably to his challenger Peter Dutton who was well behind Shorten on the same measure: Shorten 62% cf. Dutton 38%.

“The same Better PM question showed then Treasurer, and now Prime Minister, Scott Morrison neck-and-neck with Shorten. Shorten 50.5% cf. Morrison 49.5% as Better PM.

“Today’s ANZ-Roy Morgan Australian Consumer Confidence Rating increased by 2.4pts to 116.5. Interviewing for Consumer Confidence was conducted over the weekend and began the day after Morrison was sworn in as Australia’s 30th Prime Minister early on Friday evening.

“In contrast to the increase in Consumer Confidence indicating a relaxed view of the performance of the broader economy, Australians are clearly concerned about the Government’s performance. **Roy Morgan Government Confidence plunged by 11pts on the weekend to 84 with only 33.5% (down 6.5%) of Australians saying Australia is ‘heading in the right direction’.**

“It is a rare occurrence that Consumer Confidence and Government Confidence move in such different directions however the leadership issues at the top of the Government are a clear catalyst on this occasion.

“The fact Australians are able to separate what are expected to be short-term Federal Government leadership concerns from worries about the performance of the broader Australian economy should provide comfort to businesses, and in particular retailers, heading towards the important Christmas retailing season over the next few months.

“Although the past week has undoubtedly cost the new Morrison-led Government support in the short-term the good news for the new Government is that Australians already appear to be shaking off any concerns about Federal Government leadership woes.”

Electors were asked: “If an election for the House of Representatives were held today – which party would 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. 7716 – This Morgan Poll on Federal voting intention was conducted via face-to-face interviewing over the last two weekends with 886 Australian electors aged 18+ on the weekend of August 18/19, 2018 and a further 821 Australian electors aged 18+ on the weekend of August 25/26, 2018. Of electors surveyed on August 18/19, 2018 5% did not name a party and of electors surveyed on August 25/26, 2018 6% did not name a party.

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Federal Voting Intention Summary – House of Reps (%)

	L-NP	ALP	The Greens	One Nation	NXT/ Centre Alliance	Ind./ Others
RECENT FEDERAL ELECTION RESULTS	%	%	%	%	%	%
Election, July 2, 2016	42.1 (4.8)	35.0	9.8	1.3	1.9	9.9
MORGAN POLL	L-NP	ALP	The Greens	One Nation	NXT/Centre Alliance	Ind./ Others
March 3/4 & 10/11, 2018	36 (2.5)	36	13.5	3	1.5	10
March 17/18 & 24/25, 2018	40 (5.5)	35	12	3.5	0.5	9
August 18/19, 2018	39 (4.5)	34.5	12	2	1	11.5
August 25/26, 2018	36.5 (4.5)	36	13	2.5	0.5	11.5

Two-Party Preferred Vote (%)

RECENT FEDERAL ELECTION RESULTS	L-NP	ALP
	%	%
Election, July 2, 2016	50.3	49.7
MORGAN POLL	L-NP	ALP
March 3/4 & 10/11, 2018	46	54
March 17/18 & 24/25, 2018	49	51
August 18/19, 2018	49.5	50.5
August 25/26, 2018	46	54

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

FOR IMMEDIATE RELEASE

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](#)